

AM FM TELEVISION FACSIMILE

# BROADCASTING

The Weekly Newsmagazine of Radio

## 1947 YEARBOOK NUMBER

# N&P Knows SPOT BROADCASTING

FREE & PETERS is proud that many leading agencies and advertisers consider us their *first source* for information and counsel on spot-broadcasting—and that we measure up to this implied responsibility by striving always to lead the field in the calibre of our organization, in research, and in *facilities for service*.

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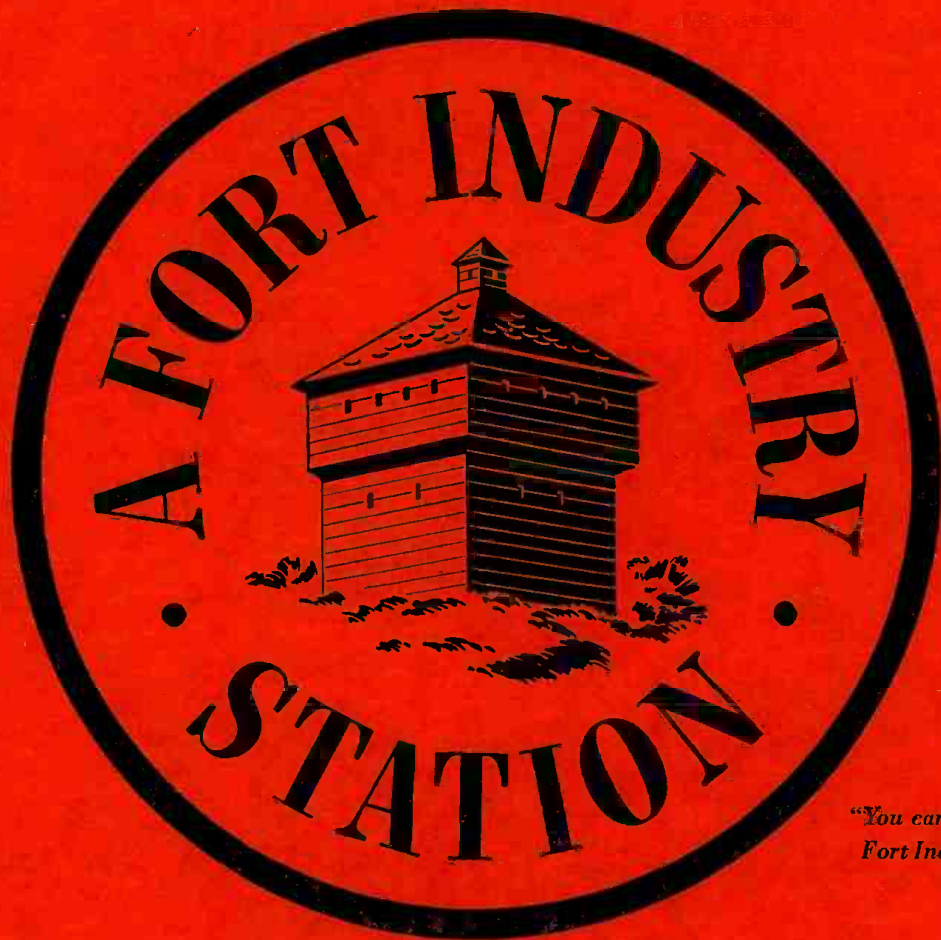
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  - DULUTH-SUPERIOR
  - FARGO
  - FORT WORTH
  - HOUSTON
  - INDIANAPOLIS
  - KANSAS CITY
  - LOUISVILLE
  - MINNEAPOLIS-ST. PAUL
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  - OKLAHOMA CITY
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  - KSD
  - KIRO
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*"You can bank on a  
Fort Industry Station"*

We measure our success by the faith that the people we serve place in us.

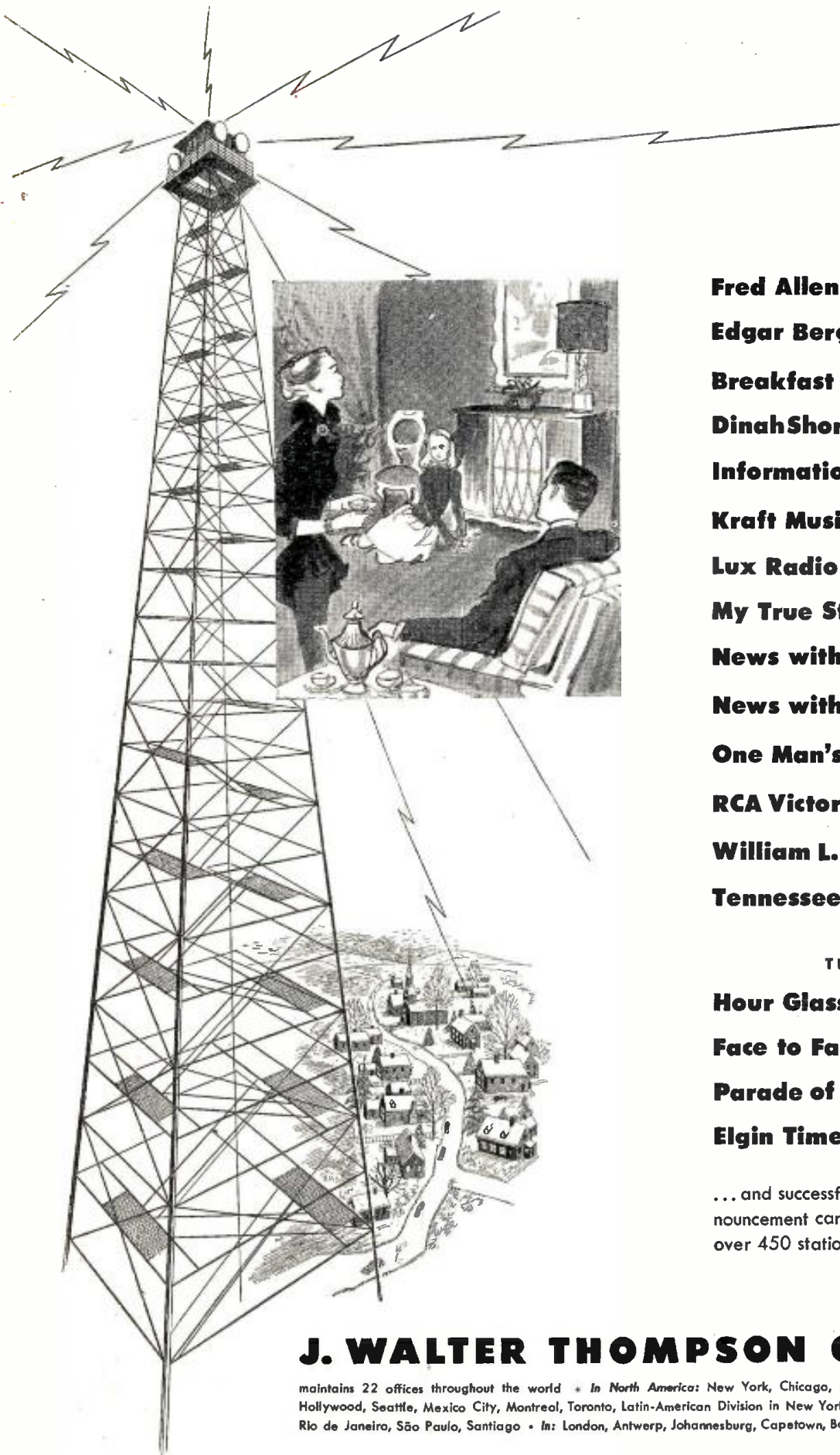
This symbol of the Fort Industry Company represents the reasons for that faith. It stands for the strength of purpose behind seven radio stations serving 20,000,000 people in seven important markets.

And it means assurance as well to listener and advertiser alike that the Fort Industry stations will continue to accomplish their purpose...not merely by brief flashes of outstanding service...but by a brand of steady day-after-day performance so essential to dependability that never fails.

## **THE FORT INDUSTRY COMPANY**

WSPD, Toledo, O.      •      WWVA, Wheeling, W. Va.      •      WGBS, Miami, Fla.  
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**RADIO**

- Fred Allen** Standard Brands Incorporated
- Edgar Bergen** Standard Brands Incorporated
- Breakfast Club** Swift & Company
- Dinah Shore** Ford, Mercury and Lincoln Dealers
- Information Please** The Parker Pen Company
- Kraft Music Hall** Kraft Foods Company
- Lux Radio Theatre** Lever Brothers Co.
- My True Story** Libby, McNeill & Libby
- News with Ned Calmer** The Parker Pen Company
- News with Bill Henry** Johns-Manville Corporation
- One Man's Family** Standard Brands Incorporated
- RCA Victor Show** Radio Corporation of America
- William L. Shirer** J. B. Williams Company
- Tennessee Jed** Ward Baking Company

**TELEVISION**

- Hour Glass** Standard Brands Incorporated
- Face to Face** Standard Brands Incorporated
- Parade of Sports** Ford Motor Company
- Elgin Time** Elgin National Watch Company

... and successful radio programs and announcement campaigns for 35 advertisers over 450 stations from coast to coast.

**J. WALTER THOMPSON COMPANY**

maintains 22 offices throughout the world • In North America: New York, Chicago, Detroit, San Francisco, Los Angeles, Hollywood, Seattle, Mexico City, Montreal, Toronto, Latin-American Division in New York • In South America: Buenos Aires, Rio de Janeiro, São Paulo, Santiago • In: London, Antwerp, Johannesburg, Capetown, Bombay, Calcutta, Sydney, Melbourne

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SOL TAISHOFF

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Bruce Robertson, *Senior Associate Editor*  
ADVERTISING: S. J. Paul, *Advertising Director*; Martin Davidson.

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### TORONTO BUREAU

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BROADCASTING \* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING \*—The News Magazine of the Fifth Estate. Broadcast Advertising \* was acquired in 1932 and Broadcast Reporter in 1933. \* Reg. U. S. Pat. Office



**Memo to:** Miss Irene Roche  
of BBDO'S script  
filing department



Attached are the scripts for one week's  
network radio  
programs . . .

Radio Program prepared and produced by...  
BATTEN, BARTON, DURSTINE & OSBORN, Inc.

JOHN HANCOCK MUTUAL  
LIFE INSURANCE CO.  
presents  
"BOSTON SYMPHONY  
ORCHESTRA"

Radio Program prepared and produced by...  
BATTEN, BARTON, DURSTINE & OSBORN, Inc.

THE WILDROOT CO., INC.  
presents  
"THE ADVENTURES  
OF SAM SPADE"

United States Steel Corporation  
presents  
The Theatre Guild on the Air

"THE MAN WHO CAME  
TO DINNER"  
starring  
FRED ALLEN

THE DU PONT COMPANY  
presents  
The Cavalcade of America

GERALDINE FITZGERALD  
in  
"THE LADY OF THE LIGHT"

Radio Program prepared and produced by...  
BATTEN, BARTON, DURSTINE & OSBORN, Inc.

BROMO-SELTZER  
presents  
INNER SANCTUM  
...  
"BUT THE DEAD WALK  
ALONE"

Radio Program prepared and produced by...  
BATTEN, BARTON, DURSTINE & OSBORN, Inc.

THE CRESTA BLANCA  
WINE COMPANY  
presents  
"THE HOLLYWOOD PLAYERS"  
Starring GREGORY PECK  
in "HEAVEN CAN WAIT"

Radio Program prepared and produced by...  
BATTEN, BARTON, DURSTINE & OSBORN, Inc.

CREAM OF WHEAT  
presents  
"LET'S PRETEND"

Radio Program prepared and produced by...  
BATTEN, BARTON, DURSTINE & OSBORN, Inc.

ARMSTRONG'S THEATRE  
OF TODAY  
presents  
"THE MAN I MARRY"  
starring  
EVELYN KEYES

Radio Program prepared and produced by...  
BATTEN, BARTON, DURSTINE & OSBORN, Inc.

THE WILDROOT CO., INC.  
presents  
"KING COLE TRIO TIME"

Radio Program prepared and produced by...  
BATTEN, BARTON, DURSTINE & OSBORN, Inc.

THE SATURDAY EVENING  
POST  
presents  
"THE LISTENING POST"



And this is  
Chiquita Banana  
reminding you  
BBDO is the leader  
in spots with  
forty-one accounts

# BBDO

BATTEN, BARTON, DURSTINE & OSBORN, INC. Advertising Agency with Offices in:  
NEW YORK • BOSTON • BUFFALO • CLEVELAND • DETROIT • LOS ANGELES  
PITTSBURGH • MINNEAPOLIS • CHICAGO • SAN FRANCISCO • HOLLYWOOD

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*On the Calendar for 1947...*

## KSD-TV and KSD-FM

(Channel No. 5)

(93.3 Megacycles)

**KSD is the ST. LOUIS POST-DISPATCH Station**

**FREE & PETERS, Inc., National Advertising Representatives**

# See Page 135



# Selling through Television

BELOW ARE the preliminary sketches for a television commercial.

Finished up, transferred to film, and co-ordinated with a spoken commentary, sound effects, and music... you have an unusual and hard-selling part of a television broadcast for Trushay.

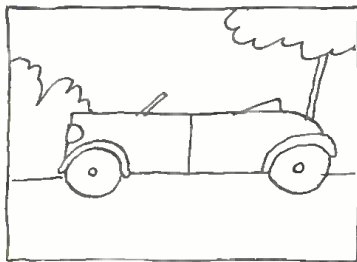
Young & Rubicam is now producing television shows for The Borden Company, Gulf Oil Corporation, and for Bristol-Myers' Minit-Rub and Trushay.

By establishing a television department several years ago, Young & Rubicam anticipated the use of this new medium; has built a firm foundation of knowledge about audio-visual entertainment...

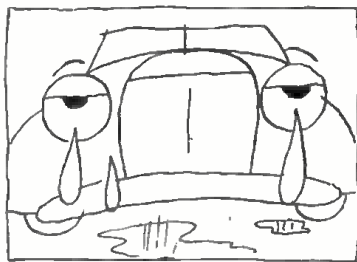
And, even more important, about audio-visual *selling*.

## YOUNG & RUBICAM, INC.

ADVERTISING • New York Chicago Detroit San Francisco  
Hollywood Montreal Toronto Mexico City London



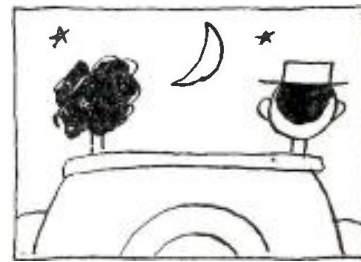
ANNOUNCER... THIS IS THE STORY OF ARTHUR THE AUTOMOBILE...



ARTHUR WAS NO ORDINARY AUTO— HE HAD FEELINGS— AND HE WAS FEELING BAD RIGHT NOW...



SO WAS THE GIRL WHO OWNED ARTHUR



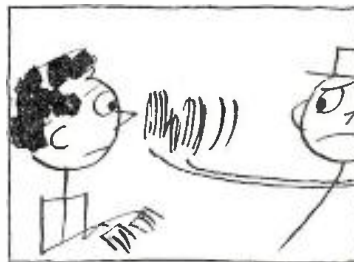
IT SEEMS THIS LITTLE PRETTY COULD NEVER GET TOGETHER WITH A MAN!



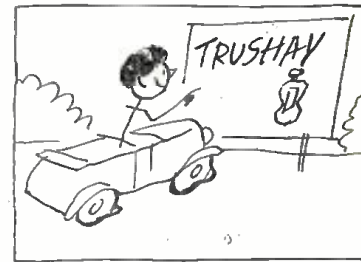
THAT MADE ARTHUR SO UNHAPPY THAT EVEN HIS HORN DIDN'T GIVE A HOOT!



AND THE REASON FOR THIS SORROW? WELL, LOOK AT OUR LITTLE LADY'S HANDS!



AND WHEN A FELLOW HOLDS A GIRL'S ROUGH AND UNROMANTIC HANDS— SO LONG, BROTHER!



IT WAS UP TO ARTHUR THE AUTOMOBILE TO DO SOMETHING, SO HE STALLED ONE DAY IN FRONT OF YOU KNOW WHAT!



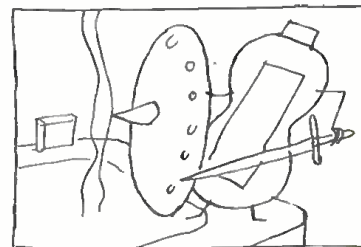
OUR GAL TOOK THE HINT AND BOUGHT SOME TRUSHAY, THE BEFOREHAND LOTION!



SO SHE USED IT BEFORE SHE DID HER DISHES —



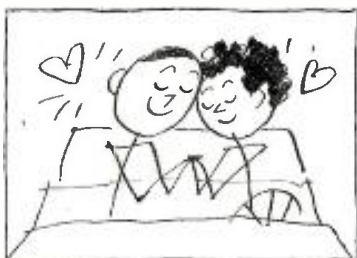
BEFORE SHE DID HER LIGHT LAUNDRY —



'CAUSE TRUSHAY GUARDS HANDS EVEN IN HOT SOAPY WATER!



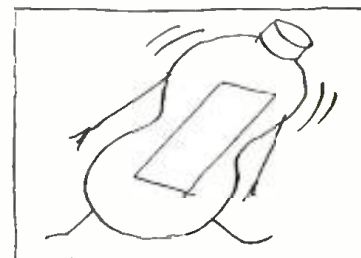
AND IT WASN'T LONG, THANKS TO THIS —



THAT SHE GOT THIS! AND WHAT ABOUT ARTHUR THE AUTOMOBILE?



HE WAS SO HAPPY THAT AFTER THEY FILLED HIM WITH GAS HE WENT FLYING UP THE STREET. YOU WOULD TOO, IF YOU HAD A TANKFUL!



SO THE MORAL TO OUR STORY IS— EVEN IF YOU HAVEN'T AN AUTO— YOU AUT-TO TRY TRUSHAY!

# In every field of radio

## LOOK TO THE GENERAL ELECTRIC COMPANY



**AM** Among the first to design, build and operate transmitters in the AM field, General Electric has always maintained its interest in advancing the art and technical development of this phase of broadcasting. The 250 watt AM transmitter shown here is the first of a completely new line that includes all types, from the lowest to the highest power ratings.



**FM** As a pioneer in the development of FM broadcasting, General Electric has acquired the background and experience which has proved so invaluable to the newer stations entering this field. As a leader in FM, General Electric has a complete line of FM transmitters for stations of every size.

## COMMUNICATIONS



In the broad field of communications, General Electric has placed emphasis on the importance of quality, reliability and simplicity of design in this type of equipment. Since many of the applications for radio communications equipment are in the nature of public services, extreme care has been exercised to design each unit for maximum utility. Complete systems for the bands available to these services are provided, both station and mobile.



**AVIATION** To the pilot, the radio equipment is the most valuable instrument in his plane, since his life may depend upon it. In designing the complete General Electric line of Aviation Electronic Equipment, reliability far beyond accepted standards was demanded. The high quality that is being built into these entire lines is assurance of dependability under the most critical conditions.



**TELEVISION** For many years General Electric has been in the forefront in the development of television. Station WRGB has provided outstanding facilities for experimentation, both in technical development and in programming. This union of engineering with studio production has provided General Electric with a background of experience that is of incomparable value to those entering the television field.



**MARINE RADIO** During the war General Electric was one of the largest producers of radar for the Armed Forces. Many of these developments have been refined and simplified for use in peace. The Electronic Navigator, a radar development, is one of these peacetime applications which is now being used in navigation to protect shipping. Other equipment now being developed will aid in saving untold millions of tonnage and numbers of lives in the future.

FOR COMPLETE INFORMATION ON GENERAL ELECTRIC RADIO EQUIPMENT, WRITE OR CALL ANY OF THESE DISTRICT OFFICES:

**ATLANTA 3, GA.**  
187 Spring Street, N. W.  
**BOSTON 1, MASS.**  
140 Federal Street  
**CHICAGO 54, ILL.**  
Merchandise Mart

**CLEVELAND 4, OHIO**  
4966 Woodland Avenue  
**DALLAS 2, TEX.**  
1801 North Lamar Street  
**KANSAS CITY 6, MO.**  
106 West 14th Street

**NEW YORK 22, N. Y.**  
570 Lexington Avenue  
**PHILADELPHIA 2, PA.**  
1405 Locust Street  
**SAN FRANCISCO 4, CAL.**  
235 Montgomery Street

FIRST AND GREATEST NAME IN ELECTRONICS

# GENERAL ELECTRIC



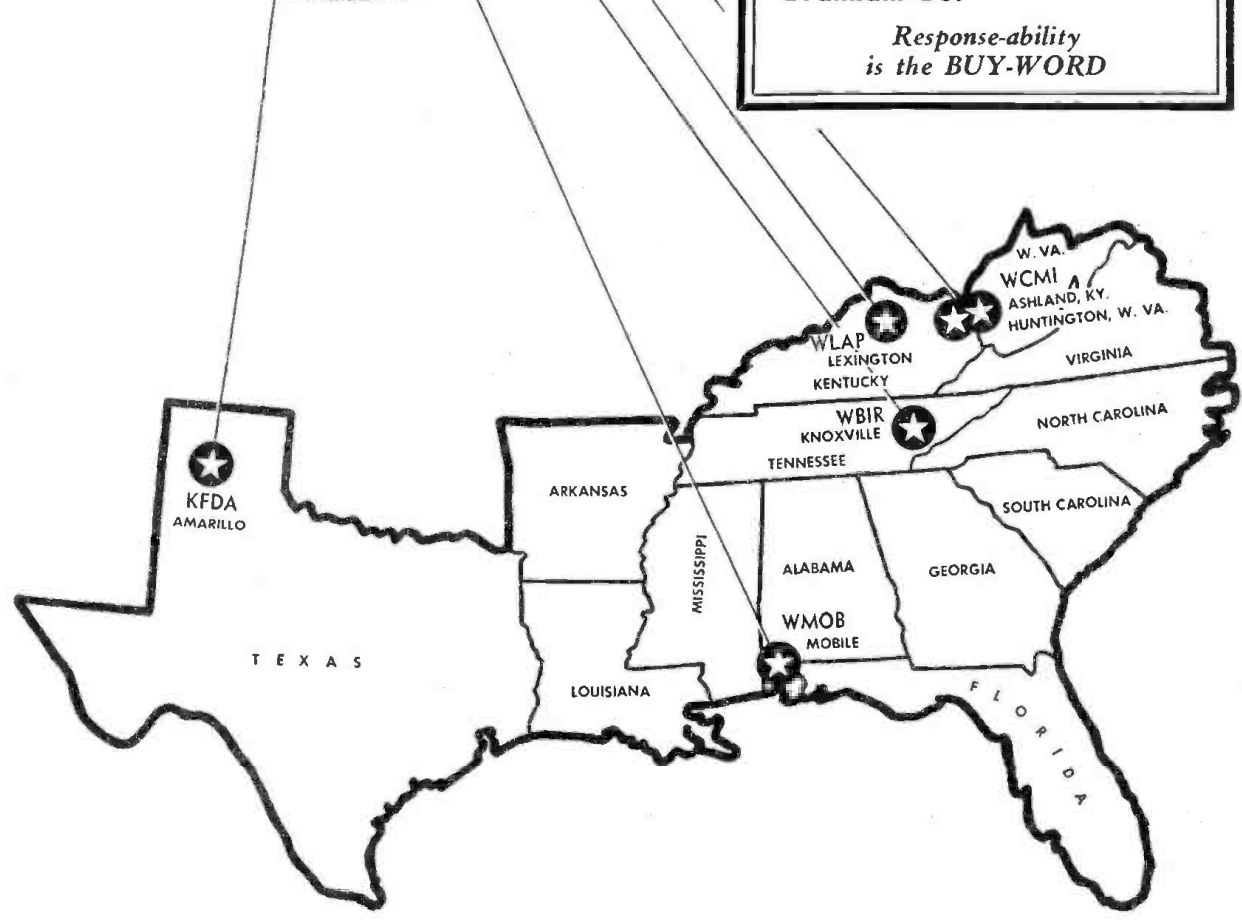


*The Nunn Stations*

- **KFDA** Amarillo, Texas  
ABC Affiliate  
Howard P. Roberson, Manager
- **WBIR** Knoxville, Tenn.  
ABC Affiliate  
John P. Hart, Manager
- **WCMI** Huntington, W.Va.  
Ashland, Kentucky  
CBS Affiliate  
Joseph B. Matthews, Manager
- **WLAP** Lexington, Ky.  
ABC Affiliate  
J. E. Willis, Manager
- **WMOB** Mobile, Ala.  
ABC Affiliate  
Archie S. Grinalds, Manager

**NOTE:** KFDA, WBIR, WCMI and WLAP are Represented by The John E. Pearson Co. WMOB is Represented by The Branham Co.

*Response-ability  
is the BUY-WORD*



**THE NUNN STATIONS**  
Owned and Operated by GILMORE N. NUNN and J. LINDSAY NUNN

# It's an Old New

To Have Pie for Breakfast

To Be Fond of Fish



It's an  
Old  
New England  
Custom

Edwin Valentine Mitchell

Courtesy of Vanguard Press, Publishers of  
"It's An Old New England Custom"  
by Edwin Valentine Mitchell.



# England Custom

To Serve Turkey and Cranberry Sauce

To Reach a Ripe Old Age

To Beat the Drum

## To listen to Yankee home-town stations!

### 24 YANKEE STATIONS

WNAC . . .	Boston, Mass.
WFAU . . .	Augusta, Me.
WJOR . . .	Bangor, Me.
WICC . . .	Bridgeport, Ct.
WKXL . . .	Concord, N. H.
WSAR . . .	Fall River, Mass.
WEIM . . .	Fitchburg-Leominster, Mass.
WHA1 . . .	Greenfield, Mass.
WONS . . .	Hartford, Ct.
WHYN . . .	Holyoke-Springfield, Mass.
WLNH . . .	Laconia, N. H.
WCOU . . .	Lewiston-Auburn, Maine
WLLH . . .	Lowell-Lawrence, Massachusetts
WKBR . . .	Manchester, N.H.
WNLC . . .	New London, Ct.
WBRK . . .	Pittsfield, Mass.
WMTW . . .	Portland, Me.
WHEB . . .	Portsmouth-Dover, N. H.
WEAN . . .	Providence, R.I.
WSYB . . .	Rutland, Vt.
WWSR . . .	St. Albans, Vt.
WWCO . . .	Waterbury, Ct.
WDEV . . .	Waterbury, Vt.
WAAB . . .	Worcester, Mass.

### Plus Yankee FM Stations

WGTR . . .	Boston
WMNE . . .	Mt. Washington

**A** YANKEE HOME-TOWN STATION has a distinctly local character. It's an integral part of community life — as familiar as the post office or the town hall.

A Yankee home-town station brings to its community the best in radio entertainment — coast-to-coast programs, with Yankee Network News Service, thrilling sportcasts, plus programs of New England flavor and local interest. Yankee home-towners listen to their local stations. They hear the best without dialing outside stations.

A Yankee home-town station promotes local business. There is a community of interest between it and the local merchants. It is used by the very merchants whose co-operation you seek and who are ready to push national brands locally advertised.

This is local acceptance in the Yankee sense — acceptance by the audience and by trade outlets — acceptance that is a strong, active daily influence on buying habits, that gives you direct penetration and greatest sales impact in each key market.

Yankee's 24 home-town stations tie these markets together. They provide complete radio coverage of New England in the only way it can be obtained.

*Acceptance is* THE YANKEE NETWORK'S *Foundation*

## THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASSACHUSETTS

Represented Nationally by EDWARD PETRY & CO., INC.

# IN THE AIR

Wherever you go by air, the chances are that your flight will be timed by Benrus, official watch of famous airliners and airports.



# ON THE AIR

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



# BENRUS

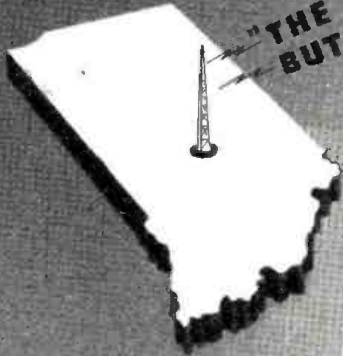
*Official Watch of Famous Airlines*





# WISH

**"THE STATION THAT NEVER OUT-PROMISES  
BUT ALWAYS OUT-PERFORMS" ...**



Barnum & Bailey ballyhoo

methods are not ours—stupendous—colossal and  
gigantic are not in our sales vocabulary.

We think that perhaps you also are tired of them.

We therefore offer you no "malarky." We

simply invite you to investigate, through Messrs.

**FREE & PETERS**, the really swell job station **WISH**

is doing for all its clients in this rich, Hoosier

territory. **WISH** is a **GOOD** station, one of

Indiana's best. We'd like you to remember

its long established motto . . . . .

*"the station that never out-promises*

*but always **OUT-PERFORMS.**"*

REPRESENTED NATIONALLY  
BY  
**FREE & PETERS**  
INC.

# WISH

*Indianapolis*





# Stuart

**SERVICE-**

**MINNESOTA**

*And Then Some*

**5000 WATTS  
1130 KC**

Avery-Knodel—Nat'l. Representative

**OMAHA AND  
COUNCIL BLUFFS**

*Nebraska's No. 1 Market*

**5000 WATTS  
1290 KC**

BASIC ABC

Edward Petry & Co. Inc.—Nat'l. Representative

**LINCOLN**

*Nebraska's No. 2 Market*

**250 WATTS  
1240 KC**

BASIC ABC

Edward Petry & Co. Inc.—Nat'l. Representative



# Stations

## PERFORMANCE - RESULTS!

**W D G Y**

MELVIN DRAKE, Vice President & Station Manager

**K O I L**

W. J. NEWENS, Station Manager

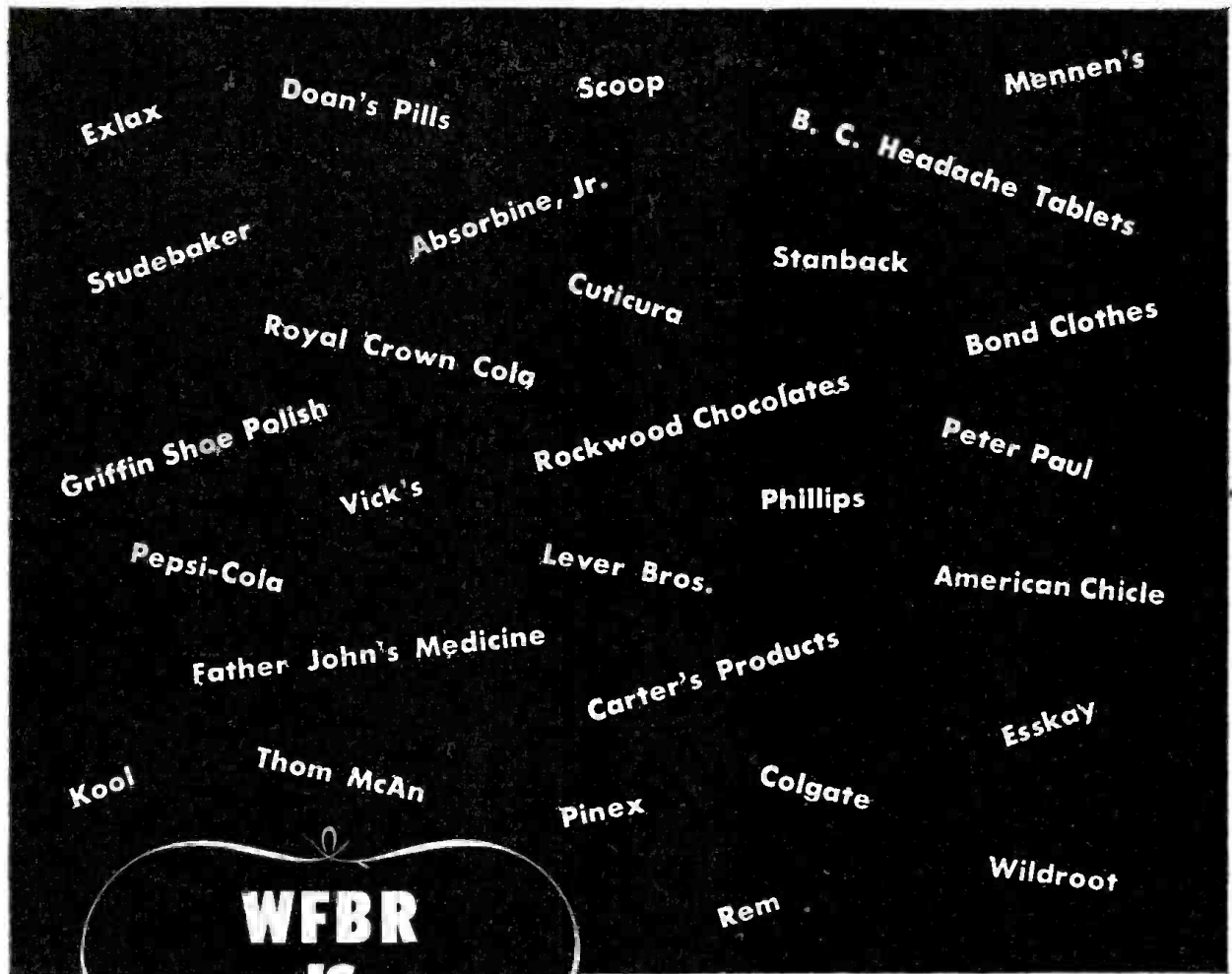
**K F O R**

HARRY PECK, Station Manager

**CHARLES T. STUART, President and Executive Director**

*Executive Offices, Stuart Bldg., Lincoln, Nebr.*

# NAMES MAKE NEWS



Because WFBR is a household word in Baltimore, these national household words are heard on WFBR. It's as natural as ham and eggs.

To them WFBR is Baltimore and a

living, breathing radio station, not just a spot on a dial.

At WFBR these smart advertisers get the plusses of the 118,000 odd studio audiences who see the product displays and come to see visualized the radio they hear—WFBR.

*It pays to advertise on WFBR.*

MEMBER—AMERICAN BROADCASTING CO. • NATIONAL REPRESENTATIVE—JOHN BLAIR & CO.







*A respected name in the field of Electronics*  
**"SINCE THE BEGINNING OF RADIO TIME"**

When radio communication was yet a novelty, the name of GATES was an early counterpart in the Industry that was destined to envelop the World. The history of GATES, like that of Electronics, is one of progress. Founded in 1922 by Henry C. Gates and his beloved wife, Cora B. Gates, and guided by them through the early hectic days of radio evolution...from Crystal to Morehead Vacuum Tubes, from Hartly to Crystal Control... the Company today leads in the engineering and development of Radio Transmitting Equipment. Upon the occasion of its 25th Anniversary, GATES, in retrospect, is proud of its past. It is proud, too, of its present high achievement in the furtherance of Radio Broadcasting through the unexcelled performance of electronic equipment bearing the name of GATES that today is in world-wide use. Yes, you may look to GATES for leadership. That was true 'way back in 1922. It remains a significant statement in 1947.



1922



1947



*New York Office:*  
 9th FLOOR  
 40 EXCHANGE PLACE

*Sold in Canada by:*  
 CANADIAN MARCONI  
 CO., LTD., *Montreal*

**GATES RADIO** *Company*  
 QUINCY, ILLINOIS



**YOU CAN  
JUDGE A  
MAN *representative*  
BY THE COMPANY  
HE KEEPS!**

For fifteen years, Free & Peters has "kept company" with an ever-increasing group of *the best-managed (and most productive)* major radio stations in America — and with an ever-increasing list of the most successful radio advertisers and agencies in this country.

**EXCLUSIVE REPRESENTATIVES**

ALBUQUERQUE	KOB
BALTIMORE	WCMB
BEAUMONT	KFDM
BOISE	KDSH
BUFFALO	WGR
CHARLESTON, S. C.	WCSC
CINCINNATI	WCKY
COLUMBIA, S. C.	WIS
CORPUS CHRISTI	KRIS
DAVENPORT	WOC
DES MOINES	WHO
DENVER	KVOD
DULUTH-SUPERIOR	WDSM
FARGO	WDAY
FORT WORTH	WBAP
HOUSTON	KXYZ
INDIANAPOLIS	WISH
KANSAS CITY	KMBC
LOUISVILLE	WAVE
MINNEAPOLIS-ST. PAUL	WTCN
NEW YORK	WMCA
OKLAHOMA CITY	KOMA
OMAHA	KFAB
PEORIA-TUSCOLA	WMBD-WDZ
PORTLAND, ORE.	KEX
RALEIGH	WPTF
ROANOKE	WDBJ
SAN DIEGO	KSDJ
ST. LOUIS	KSD
SEATTLE	KIRO
SYRACUSE	WFBL
TULSA	KTUL

**FREE & PETERS, INC.**

*Pioneer Radio Station Representatives*

*Since May, 1932*

**NEW YORK:**  
444 Madison Ave.  
Plaza 5-4130

**CHICAGO:**  
180 N. Michigan Ave.  
Franklin 6373

**DETROIT:**  
3463 Penobscot Bldg.  
Cadillac 4255

**ATLANTA:**  
322 Palmer Bldg.  
Main 5667

**HOLLYWOOD:**  
6331 Hollywood Blvd.  
Hollywood 2151

**SAN FRANCISCO:**  
58 Sutter St.  
Sutter 4353



# BROADCASTING

## TELECASTING

### 1947 Yearbook Number

Copyright 1947, by Broadcasting Publications, Inc.

Vol. 32—No. 13-YB

WASHINGTON, D. C., March 15, 1947

\$5.00 Per Year, Yearbook Number Included

# Analysis of Broadcast Advertising

BROADCAST advertising in 1946 registered a further gain over 1945, reflecting the unprecedented high level of national income, and continued its unbroken record of showing a new high in sales each year.

Total net time sales amounted to an estimated \$325,890,000, the highest figure yet to be obtained by the medium. As in 1945, however, the relative gain in 1946 was comparatively small, being 7.2% over the 1945 level. This compares with an increase of 7.3% in 1945 over 1944. For prior years the gains had been 26.8% in 1944 over 1943 and 19.6% for 1943 over 1942.

Net time sales represent gross billings less frequency and promotional discounts and therefore comprise the gross receipts—or net billings—of the medium from the sale of time. These receipts are before the deduction of agency commissions, which are considered as an expense of obtaining the business.

Receipts from the sale of talent and similar sources are difficult to estimate on a sample basis. However, these should amount to approximately \$20,000,000 for 1946 bringing the grand total of radio's gross revenues for the industry to approximately \$350,000,000. With this should be considered about \$65,000,000 spent by advertisers for talent and programs on their own account. Including this sum, 1946 direct expenditures for radio advertising amounted to approximately \$420,000,000.

#### Trends Within Medium

The 1946 percentage increase in net time sales was not radically different from the increase in 1945 for various portions of the medium. Nationwide network volume rose but 1.4% during 1946 compared with 0.8% for the preceding year. This compares with 24% and 19% in 1944 and 1943 respectively. Estimates concerning network receipts are based on net billings less certain duplications inherent in network operations but which usually

Class of Business	1945*	% Total	1946 (Estimated)	% Total
National network	\$125,671,834	40.47	\$127,390,000	39.06
Regional network	6,414,526	2.08	6,800,000	1.97
National and regional non-network	78,583,644	25.31	86,200,000	26.91
Local	99,814,042	32.14	106,500,000	32.06
Total net time sales	\$310,484,046	100.00	\$325,890,000	100.00

\*Source 1945 data: FCC reports.

are not determined until publication of complete data later in the year.

National and regional non-network time sales (national spot business) increased 9.7% in 1946 compared with 7.2% in 1945. The increases for 1946 and 1945 are much less than those in 1944 and 1943 when the gains were 24% and 16.4% respectively. Previously, the lowest rate of relative gain in national and regional non-network volume in the history of the industry statistics was in 1942 when the gain was 8.1% over the preceding year.

Local broadcast volume gained 6.6% in 1946 compared with 9.0% in 1945. The 1946 gain was the smallest in recent years and compares with 29% and 18% in 1944 and 1943 respectively. Despite the relatively small gain in local business it still accounts for approximately one-third of the total net time sales.

#### Business by Class of Station

Subject to the limitations on data, stations themselves appear to have experienced the same rates of gain as did the overall industry except that local stations seem to have contributed most heavily to the percentage increases.

In the non-network field revenues of 50 kw clear channel stations increased only in the order of 3.1%. Part-time clear channel stations

with 5 kw to 20 kw power rose approximately 7.7% as did regional unlimited stations. Regional part-time stations rose 5.8%. Local unlimited stations increased their non-network time sales by 15% and local part-time stations by approximately 25%. Despite the fact that the age of the industry has not yet produced a sufficiently long series of annual statistics from which conclusive observations may be drawn it seems evident that the ceiling on broadcast time sales is being approached as to the segments of the industry represented by large operations. While it is not of utmost significance that the increases in national spot have been very small for two years in succession, it is nevertheless of more than passing significance that one of those years was the last of the war period and the second was one in which re-conversion to peacetime distribution planning was substantially completed.

Local time sales, on an industry-wide basis, appear to be more nearly static than national spot business and gains in local volume appear to arise almost entirely from the establishment of new stations and access by others to "fringe" markets—small communities either on the borders of large population centers—or stations in small communities in rural areas. There is a

stronger indication in 1946 than even in 1945 that most of the available time over large stations has been absorbed. Some of the static condition in the case of large stations may be attributed to the unwillingness of local advertisers to purchase time at large station rates and this may be reflected in the expansion of local station time sales. It is significant to note that the gains for all classes of stations except the purely local (power not in excess of 250 watts) have not been equal to the national rate of gain for non-network class business.

#### 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
Jan. 1, 1946	1,004
Jan. 1, 1947	†1,520

\*Federal Radio Commission took over regulation from Dept. of Commerce.

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

†950 stations affiliated with 4 major networks as follows: ABC—240; CBS—166; MBS—334; NBC—160. (Source: Networks)

EDITOR'S NOTE: Net time sales estimates have been based primarily on information for representative stations, together with data secured for certain networks. Statistical methods employed have been those developed and applied by BROADCASTING with marked accuracy for more than 12 years.

# RETAIL RADIO SALES IN THE UNITED STATES, 1922-1946

(Compiled for the 1947 BROADCASTING YEARBOOK by O. H. Caldwell, Editor of "Tele-Tech.")

	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	<sup>2</sup> 60,000	.....	<sup>1</sup> 400,000
1923.....	550,000	15,000,000	4,500,000	12,000,000	.....	.....	136,000,000	1,000,000	.....	<sup>1</sup> 1,100,000
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	.....	.....	430,000,000	3,500,000	.....	4,000,000
1926.....	1,750,000	200,000,000	30,000,000	58,000,000	.....	.....	506,000,000	5,000,000	.....	5,700,000
1927.....	1,350,000	165,000,000	41,200,000	67,800,000	.....	.....	425,600,000	6,500,000	.....	7,000,000
1928.....	3,231,000	400,000,000	50,200,000	110,250,000	.....	.....	690,550,000	7,500,000	.....	8,500,000
1929.....	4,423,000	600,000,000	69,000,000	172,500,000	.....	.....	842,548,000	9,000,000	.....	10,500,000
1930.....	3,827,800	300,000,000	62,000,000	119,600,000	.....	.....	496,432,000	12,048,762	.....	13,000,000
1931.....	3,420,000	225,000,000	53,000,000	69,550,000	108,000	5,940,000	300,000,000	14,000,000	100,000	15,000,000
1932.....	3,000,000	140,000,000	44,300,000	48,730,000	143,000	7,150,000	200,000,000	16,809,562	250,000	18,000,000
1933.....	3,806,000	180,500,000	59,000,000	49,000,000	724,000	28,598,000	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	21,456,000	1,250,000	26,000,000
1935 <sup>2</sup> .....	6,026,800	380,192,480	71,000,000	50,000,000	1,125,000	54,562,500	370,000,000	22,869,000	2,000,000	30,500,000
1936 <sup>2</sup> .....	8,248,000	450,000,000	98,000,000	69,000,000	1,412,000	69,188,000	500,000,000	24,600,000	3,500,000	38,000,000
1937 <sup>2</sup> .....	8,064,780	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 <sup>2</sup> .....	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 <sup>2</sup> .....	10,500,000	354,000,000	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 <sup>2</sup> .....	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 <sup>2</sup> .....	13,000,000	460,000,000	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 <sup>2</sup> .....	4,400,000	154,000,000	87,700,000	94,000,000	850,000	12,250,000	360,000,000	30,800,000	8,750,000	59,840,000
1943 <sup>2</sup> .....	<sup>3</sup> 7,000,000	<sup>3</sup> 24,000,000	17,000,000	19,000,000	.....	.....	60,000,000	<sup>4</sup> 32,500,000	8,000,000	57,000,000
1944.....	.....	.....	22,000,000	25,000,000	.....	.....	70,000,000	<sup>5</sup> 38,100,000	7,000,000	55,000,000
1945.....	500,000	20,000,000	30,000,000	35,000,000	.....	.....	105,000,000	34,000,000	6,000,000	56,000,000
1946.....	14,000,000	700,000,000	170,000,000	200,000,000	150,000	9,000,000	825,000,000	35,000,000	6,000,000	60,000,000

<sup>1</sup> Includes home-built sets.

<sup>2</sup> 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.

<sup>3</sup> 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 350,000 new and 350,000 used sets.

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

<sup>5</sup> 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.

## Comparison with Other Media

To some extent the abnormal condition noted in general advertising for 1945 appears to continue. Newsprint and magazine paper continues to be scarce and an unusual number of unfavorable labor situations have plagued publishers. However, all general advertising continues high; but there are warning signs that this situation may become spotty. Some of the smaller magazines have disappeared from newsstands and other indices of more careful use for the advertising dollar are apparent.

Newspaper advertising in 1946 increased 24.3% according to Media Records 52-city report. Greatest gains in the newspaper volume were 32.3% in classified advertising followed by retail advertising with 26.4% gain and department stores 24%. Automobile advertising increased 21.5% in 1946 over 1945 and financial volume was up 19.4%. Total display advertising increased 21.9%. The increase in 1946 for financial lineage was slightly less than the 20.3% increase of this class for 1945 over 1944.

Magazine advertising increased 25%. Advertising in various types of weeklies rose 23% while that in monthlies increased 19%. Women's service magazine volume in 1946 was 28% above the previous year's level. Advertising revenues of national farm papers gained 11%.

TABLE II

### ESTIMATED GROSS BILLINGS—1946

Class of Business	Estimated Gross Billings
Nation-wide network.....	\$193,010,000
Regional network.....	7,200,000
National and regional (non-network).....	116,867,200
Local.....	107,000,000
Total.....	\$424,077,200

<sup>1</sup>Source: Publishers' Information Bureau.

## Radio Gross Billings

Estimated gross billings for radio advertising time during 1946 were

TABLE III  
ESTIMATED RADIO GROSS BILLINGS—1927-1946  
(000's omitted)

Year	National network	Others	Total
1927.....	\$3,838	\$987	\$4,820
1928.....	10,227	3,273	14,100
1929.....	19,196	7,604	26,300
1930.....	27,694	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	47,890	107,561
1937.....	68,823	75,314	144,142
1938.....	71,723	78,390	150,113
1939.....	83,114	88,000	171,114
1940.....	96,456	111,600	207,956
1941.....	106,900	130,700	237,600
1942.....	118,200	136,600	254,800
1943.....	151,791	155,400	307,191
1944.....	190,677	201,200	391,877
1945.....	190,747	220,800	411,547
1946 <sup>1</sup> .....	193,010	231,467	424,077

<sup>1</sup>Source: Publishers' Information Bureau.

## Nation-Wide Network Gross Billings By Product Groups, 1945-1946

Source: Publishers' Information Bureau

Product Group	1945		1946	
	Gross Billing	% Total	Gross Billing	% Total
1. Automobile and accessories.....	\$3,706,174	4.5	\$8,888,330	4.6
2. Building materials.....	2,238,670	1.3	2,502,087	1.5
3. Cigars, cigarettes and tobacco.....	16,236,654	8.5	15,728,205	8.1
4. Clothing and drygoods.....	1,849,662	0.9	1,423,828	0.7
5. Confectionery and soft drinks.....	9,398,966	4.9	7,646,051	3.9
6. Drugs and toilet goods.....	59,494,408	31.2	61,307,188	31.8
7. Financial and insurance.....	3,004,765	1.5	4,221,743	2.2
8. Food and food beverages.....	42,299,043	22.2	42,834,713	22.3
9. Garden and field.....	51,530	2.2	107,520	2.6
10. Household and furnishings.....	4,206,722	.....	5,068,411	.....
11. Jewelry and silverware.....	1,435,808	0.7	1,214,058	0.6
12. Lubricants, fuel, etc.....	7,206,009	3.8	6,722,715	3.4
13. Machinery, farm equipment, etc.....	878,276	0.4	961,074	0.5
14. Paints and hardware.....	451,893	0.2	57,383	0.0
15. Radios, phonographs, etc.....	8,341,958	1.7	1,196,238	0.6
16. Shoes and leather goods.....	313,235	0.2	828,590	0.2
17. Laundry soaps and household sups.....	13,698,974	7.3	17,550,163	9.0
18. Sporting goods.....	94,916	3.7	70,540	3.2
19. Stationery and publishers.....	6,940,042	.....	6,277,626	.....
20. Travel and hotels.....	518,330	0.3	126,459	0.0
21. Beer and wines.....	2,302,803	1.3	2,862,107	1.4
22. Miscellaneous.....	6,135,654	3.2	6,414,570	3.4
Total.....	\$190,747,628	100.0	\$193,009,599	100.0

\$424,077,000. Gross billings represent the advertising volume at the one-time rate of the station or network and are of limited value when comparing the use of radio with the volume of other media. Discount structures among the several media are at such variance that comparison of the volumes in the different media will not reflect their trends or positions.

Estimated gross billings for networks and stations are set forth in Tables II and III.

### Network Advertising by Product Class

Network gross billings for 1946 remained substantially unchanged from 1945. As was the case in 1945 the gains and losses among the several product groups in 1946 tended to off-set each other.

Automotive volume was up slightly, with the greatest increases reflected in the accessories group,

while a similar gain was observed in the trucks group; tires and tubes, on the other hand, lost heavily and passenger cars declined slightly.

The confectionery and radio groups lost heavily in comparison with 1945 but were off-set by gains in laundry soaps and housekeeping supplies, supported by drugs and toilet goods. The confectionery and soft drinks use of radio in 1946 was down 18% from 1945, with radio and phonographs declining about 35%. The gains of laundry soaps and housekeeping supplies, (about 28%), and drugs and toilet goods, (about 3%), were applied to sufficiently large bases in 1945 to off-set fairly well the principal declines in other product classes.

In the drugs and toilet goods group, drugs and remedies themselves increased about 10% or \$2,300,000. Financial and insurance, while increasing nearly 50%, showed a relatively small volume in money, but still an important increase by a rise of \$1,217,000. This group in 1946 accounted for \$4,221,743 or approximately 6% of the volume of the largest categories, but its significance appears to lie in the stimulated use of radio for this type of service institution.

The four categories, each of which had in excess of \$10,000,000, in network gross billings, accounted for 71% of all such business. Three of those categories, drugs and toilet goods, foods and beverages, laundry soap, etc., had gains in the aggregate amount of \$6,451,000 while the fourth, cigars, cigarettes and tobacco lost ground by \$408,000.

FOR 1935-1946  
BUSINESS OF  
BROADCASTING  
REVIEW TURN TO Page 20



WLS neighbors visiting our tent at the Wisconsin State Fair



THESE ARE  
**OUR**  
PEOPLE

Ottawa Township  
High School  
Students visiting  
WLS Dinner Bell  
and other programs



**SOME OF THE PEOPLE WHO WRITE US  
A MILLION LETTERS A YEAR . . .**

For further facts about our 14,000,000  
Midwest folks and their response to  
WLS advertisers, see a John Blair  
man or write —

*A Clear Channel Station*



The  
**PRAIRIE  
FARMER  
STATION**  
BURRIDGE D. BUTLER  
President  
GLENN SNYDER  
Manager

**CHICAGO 7**

50,000 watts, 890 KC, American Affiliate, Represented by JOHN BLAIR & COMPANY, Affiliated in Management with KOY, Phoenix, and the ARIZONA NETWORK — KOY, Phoenix • KTUC, Tucson • KSUN, Bisbee-Lowell-Douglas

# TRENDS IN BROADCAST ADVERTISING, 1935-1946

Broadcasting Yearbook's annual estimates of radio advertising volume are the oldest continuous series of data on the business of broadcasting as a whole.<sup>1</sup> Established in 1935, with the publication of the first Yearbook, these estimates have become the authoritative preliminary figures for the industry pending the later publication of the complete FCC reports.

In addition to its annual estimates of radio advertising volume, the Yearbook has published periodic summaries and analyses of the wealth of economic data which has been developed for the industry since BROADCASTING pioneered in this field. (See the 1939, 1942, 1945 and 1946 Yearbooks). In the summary which follows, attempt has been made to present in highlight form the course of radio advertising since the Census study of 1935.

## Radio Advertising: 1935-1945

In 1935 broadcast advertising net time sales amounted to \$79,617,543. In 1945 they were \$310,484,046 and in 1946 an estimated \$325,890,000. In the span of eleven years radio advertising volume had increased nearly four-fold.

Net time sales of the medium did not grow evenly during this period. National network volume, for example, increased by 216.6% while local broadcast advertising rose 284.1%. National and regional non-

network advertising (national spot business) experienced the greatest relative growth, rising 470.0% during the eleven-year period. First developed in 1929, six years after the

percentage of annual increase in radio advertising volume has approximately equalled that of 1942 and other than that year has been the smallest since 1938.

there were 725 stations affiliated with four national networks.

Tabulation by area of the number of stations since 1935 is on page 30. Radio homes in 1935 totalled an

TABLE A  
RADIO NET TIME SALES—1935-1945

Year	National Network		Regional Network		Class of Business		Local		Total	
	Revenue (000)	Increase over previous year (%)	Revenue (000)	Increase over previous year (%)	Non-Network (National)	Increase over previous year (%)	Revenue (000)	Increase over previous year (%)	Revenue (000)	Increase over previous year (%)
1935 <sup>1</sup>	\$39,737,867	....	1,000,000	....	\$18,805,200	....	\$26,074,476	....	\$79,617,543	....
1936 <sup>2</sup>	56,192,396	41.4	2,854,047	....	23,117,186	67.4	35,745,894	37.1	117,908,973	48.1
1937	56,612,925	0.7	2,831,788	....	28,109,185	21.6	32,637,349	(-8.7)	117,379,459	0.6
1938	62,621,689	10.6	2,831,788	....	30,030,563	6.8	37,815,774	14.2	129,968,026	10.7
1939	71,919,428	13.1	1,869,583	....	37,140,444	23.8	44,736,792	20.0	155,686,247	20.5
1940	79,621,534	10.7	2,752,073	....	45,681,959	23.0	51,697,651	15.5	179,758,217	15.4
1941	84,893,571	6.0	4,338,367	(-4.0)	51,059,159	11.6	53,898,916	4.2	191,978,434	6.7
1942	100,051,713	19.0	6,150,656	33.9	59,352,170	15.4	64,104,309	18.9	228,102,164	19.6
1943	124,680,747	24.6	6,414,526	4.1	78,583,644	7.2	84,960,847	29.8	289,104,643	28.8
1944	125,671,834	0.8	5,800,000	(-9.0)	86,206,000	9.7	99,814,042	17.5	310,484,046	7.3
1945	127,390,000	1.4	5,800,000	....	86,206,000	....	106,500,000	6.6	325,890,000	7.2

Source: 1935 Census of Business; other years, FCC reports, except 1946 Broadcasting Yearbook estimate.  
<sup>1</sup>Nation-wide and regional networks combined.  
<sup>2</sup>Data not available.

advent of radio advertising, national spot volume has grown steadily ever since.

With few exceptions, the course of radio advertising has been steadily upwards. Net time sales declined but once during the period, falling off 0.6% in 1938 due to an 8.7% decline in local broadcast advertising in that year. This latter decrease, in turn, paralleled a drop in retail and service establishment sales; fields from which local radio advertising derives much of its support.

The two periods of greatest relative growth were 1935-37 and 1942-44. During the first of these radio still benefited fully from the normal growth of a new and highly effective medium, while the latter period reflects the upward swing of business activity and of advertising during the war. Since the war the

Details regarding annual net time sales are found in Table A.

## Reasons for Growth

A material portion of the brisk rise in radio advertising during the period 1935-45 was due to the impetus of a new and effective medium of mass communication. However, other important factors also made their contribution: The expansion of station and network facilities; the improvement of broadcasting and receiving equipment; and the marked rise in the number of radio families.

In 1935 there were 614 stations and in 1945 there were 937 standard broadcasting stations. There were 1,020 standard stations as of January 1, 1946. Whereas in 1935 only 194 stations were affiliated with three nationwide networks, in 1945

estimated 24,600,000 and 34,000,000 in 1945. Currently, nearly 97% of the homes of the country are estimated to have radio sets.

During the eleven-year period under consideration the number of radio homes increased 38.6%; the number of stations grew 52.6% and radio advertising volume rose 288.1%.

It is interesting to note that while the number of stations affiliated with national networks increased 365.0%, network net time sales rose but 216.6%. The explanation for this seeming discrepancy lies in the fact that the increase in network affiliation was particularly heavy among smaller stations with rather low volume of time sales.

(Continued)

TABLE B  
RELATIVE GROWTH—STATION BROADCAST REVENUES—1935-1945

Region and State	Revenue (000)		Index (1935 = 100) <sup>1</sup>						Revenue (000)	
	1935	1945	1937	1939	1940	1941	1942	1943 <sup>2</sup>	1944	1945
New England	\$3,664	155	172	190 <sup>4</sup>	228	238	265	358	377	\$13,828
Connecticut	592	186	212	262	310	331	370	466	486	2,872
Maine	250	73	207	225	255	281	323	429	460	1,151
Massachusetts	2,184	136	146	184	210	213	239	325	341	7,447
New Hampshire	....	....	....	....	....	....	872	590	664	650
N. H.-Vermont	143	420	194	121 <sup>4</sup>	243	300	368	555	618	(885)
Rhode Island	495	180	134	156	195	200	222	285	297	1,478
Vermont	....	....	....	....	....	....	344	471	451	235
Middle Atlantic	11,423	157	166	196	232	241	235	300	310	36,482
New York	5,546	174	175	216	310	323	285	358	379	21,047
New Jersey	2,392	122	134	150	393	40	48	74	79	1,899
Pennsylvania	3,485	154	173	194	236	240	255	364	388	13,586
South Atlantic	4,514	171	197	261	321	357	441	588	649	29,331
Del.-Maryland	874	178	198	201	255	292	350	443	477	4,187
Dist. of Col.	740	146	151	201	239	313	359	474	505	8,736
Florida	580	198	233	328	362	368	462	665	761	4,414
Georgia	585	177	189	256	293	371	481	669	762	4,457
North Carolina	666	168	203	262	325	363	437	587	666	4,400
South Carolina	186	176	195	332	461	517	690	887	1030	1,916
Virginia	539	171	220	277	369	394	477	698	863	3,575
West Virginia	344	197	236	306	372	414	566	747	768	2,646
E. No. Central	13,008	153	160	190	218	233	253	301	329	42,832
Illinois	3,866	159	175	201	231	238	175	231	245	9,494
Indiana	839	173	198	247	296	347	408	454	496	4,163
Michigan	2,843	131	144	171	188	196	235	294	306	8,714
Ohio	4,436	159	154	184	216	231	277	342	368	16,354
Wisconsin	1,024	152	147	180	202	223	281	367	477	4,117
W. No. Central	5,650	171	190	224	251	271	322	409	446	25,400
Iowa	1,172	155	166	194	216	241	302	369	423	4,953
Kansas	382	192	225	264	311	365	418	572	609	2,323
Minnesota	1,107	184	211	238	267	279	330	415	444	4,912
Missouri	2,133	162	178	206	231	240	290	368	399	8,520
Nebraska	510	215	218	288	318	353	387	492	555	2,832
North Dakota	....	....	....	....	271	306	366	525	555	(984)
South Dakota	....	....	....	....	274	306	386	418	418	(872)
No.-So. Dakota	886	160	180	254	273	308	350	467	481	1,856

<sup>1</sup>FCC figures and Census of Business (for 1935) have been compiled on a slightly different basis so that only a rough comparison is possible between them. FCC net sales include talent as well as time sales, although agency and other commissions have been deducted. Census figures for 1935 are for time only, prior to the deduction of agency—the more conventional way of stating advertising revenues though not necessarily a more logical one. It has been necessary to put data on as comparable a basis as possible although this could be accomplished only to a limited extent. The results, however, should be satisfactory to indicate general trends.

<sup>2</sup>New York, and California index impaired somewhat in 1943, since FCC did not include key station figures in state totals 1943 and subsequent years but had included them previously; this does not destroy the trend value.

<sup>3</sup>Combined with New Hampshire and Vermont.

<sup>4</sup>Excludes New Hampshire.

<sup>5</sup>WOR moved to New York; due to this change the index for Mid-Atlantic group more nearly reflects the real trend than does the index for either state.

<sup>6</sup>Mississippi and Arkansas combined—1937-1940.

<sup>7</sup>Wyoming and Colorado in 1937.

<sup>8</sup>Combined with Nevada-New Mexico in 1940.

<sup>9</sup>Nevada-New Mexico-Utah and Wyoming combined 1941.

<sup>10</sup>Nevada-New Mexico and Wyoming in 1942.

<sup>11</sup>Nevada-New Mexico and Wyoming combined 1943.



\*\*\*\*\*

# IT'S CLICKING!

\*\*\*\*\*

This year DANCER-FITZGERALD-SAMPLE concentrated its show problems in the hands of show people by organizing SHOW PRODUCTIONS, Inc. SHOW PRODUCTIONS, Inc., a part of DANCER-FITZGERALD-SAMPLE, set out to accomplish these objectives:

1. **TO MAKE IT EASIER FOR CREATIVE PEOPLE TO DO THEIR FINEST WORK.** SHOW PRODUCTIONS, Inc., understands and appreciates the problems of creative work—and is able to cooperate with these talents in ways that lighten the load of details, appointments and conferences. This conserves creative time and frees it for the best creative results.
2. **TO ENCOURAGE NEW SHOW IDEAS AND NEW TALENT.** SHOW PRODUCTIONS, Inc., makes it easier for the man with an idea to reach the people in our office who have authority to pass judgment and make decisions. This helps anyone with a good idea to receive prompt hearing, clear understanding and fast action. . . . **IT'S CLICKING!**

SHOW PRODUCTIONS, Inc. with its headquarters in our offices at 247 Park Avenue in New York is managing the shows in New York, Chicago, Hollywood and Toronto.

\*\*\*\*\*

# DANCER·FITZGERALD·SAMPLE, INC.

*Advertising*

247 Park Avenue, New York 17, N. Y.



221 N. LaSalle Street, Chicago 1, Illinois

214 Taft Bldg., Hollywood 28, California

Royal Bank Building, Toronto 1, Ontario, Canada

The growth of radio advertising volume has been accompanied by a highly interesting and significant trend toward an ever-increasing dispersion of the radio dollar among stations as against networks; among smaller stations as compared to larger ones and among hitherto less developed areas from a radio advertising viewpoint.

Almost continuously since 1935 there has been a more than proportionate growth of radio advertising volume in the Southern and Mountain States and in the West North Central States.

The greatest relative growth in the volume of station revenues from the sale of advertising during the eleven-year period has been in the South Atlantic States, where radio advertising increased *six and one-half* times as compared to a four-fold growth for the United States as a whole. Radio advertising in the East South Central States increased nearly *six-fold*. In 1945 it was about *five times* the 1935 level in the West South Central and Mountain States and *four and one-*

*half times* above the 1935 level in the West North Central States.

The relative growth of station broadcast revenues during the period in question is found in Table B.

A number of factors are responsible for the aforementioned development. Radio advertising got its start in the New England, Middle Atlantic, East North Central and Pacific areas. In these areas were located the major portion of the country's buying power, most of its major markets and its talent and entertainment centers. Stations first grew up in these areas. Most advertising agencies were located there.

Especially since 1935, a number of developments have helped to foster the wider geographic dispersion of the radio advertising dollar. Both transmission and reception equipment improved. This was of particular interest to the South where, in the early days especially, atmospheric conditions had been a most serious problem.

Moreover, since 1935, the South has grown materially in economic

activity and in buying power, so that the South and Southwest are of greater interest to advertisers than ever before.

With technical problems reduced and rising purchasing power luring them, radio entrepreneurs looked increasingly southward. Whereas the total number of standard broadcast stations in the United States increased approximately 53% during the period 1935-45, the increase in the South was as follows: South Atlantic States, 118%; East South Central States, 80%; West South Central States, 60%.

For the convenience of those who wish to relate radio station net time sales to other market data on a per capita basis, Table C is presented.

#### Revenues by Major Markets

In addition to a wider spread of the radio advertising dollar by major geographic areas, there also has been a trend toward its wider dispersion into smaller cities and towns. For example, the 37 major

radio advertising markets of the country in 1937 (the first year for which data are available) accounted for 69.8% of *all* station net time sales in the United States; in 1945 these 37 markets accounted for only 56.2% of station revenues.

Details regarding the markets in question are presented in Table D. It is interesting to note again, from the table, that the greatest relative growth in per capita revenues has occurred in the major markets of the South.

#### Average Station Revenues

The experience of various classes of stations as regards broadcast advertising revenue is of particular interest. In this case it is necessary to use 1937 as a base because the original Census study classified stations on a power basis, rather than on the more realistic or service function, as in the FCC classifications. Details regarding average station revenues from the sale of time for the years 1937, 1940 and 1945 are found in Table E.

(Continued)

TABLE C  
REVENUES PER CAPITA—STANDARD BROADCAST STATIONS—1935-1945

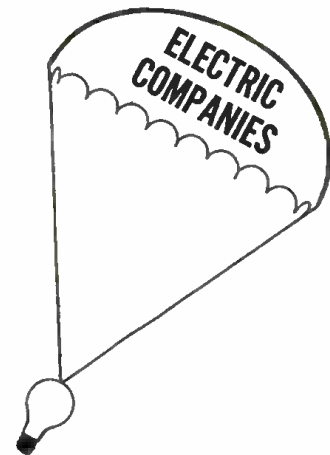
Area	Per Capita Revenues									
	1935	1937	1939	1940	1941	1942	1943	1944	1945	
<b>New England</b> .....	\$0.43	\$0.62	\$0.70	750.89	\$0.99	\$1.63	\$1.17	\$1.56	\$1.64	
Connecticut.....	.35	.64	.74	.91	1.07	1.15	1.28	1.62	1.68	
Maine.....	.30	(2)	.61	.67	.78	.68	.93	1.23	1.36	
Massachusetts.....	.50	.67	.74	.93	1.06	1.10	1.21	1.64	1.72	
New Hampshire and Vermont.....	.16	.34	.29	3.48	.41	.50	.61	.93	1.04	
Rhode Island.....	.73	.95	.98	1.08	1.35	1.38	1.55	1.98	2.06	
New Hampshire.....	.....	.....	.....	.....	.....	.....	.....	.....	1.30	
Vermont.....	.....	.....	.....	.....	.....	.....	.....	.....	.65	
<b>Middle Atlantic</b> .....	.42	.65	.69	.81	.96	1.00	.97	1.25	1.32	
New York.....	.43	.75	.72	.89	1.28	1.35	1.17	1.47	1.56	
New Jersey.....	.56	.67	.78	.87	.22	.23	.28	.43	.45	
Pennsylvania.....	.35	.53	.61	.68	.83	.85	1.00	1.28	1.36	
<b>South Atlantic</b> .....	.27	.45	.50	9.65	.81	.90	1.12	1.49	1.65	
Maryland and Delaware.....	.45	.73	.75	.76	1.07	1.22	1.47	1.88	2.00	
District of Columbia.....	1.25	1.73	1.69	102.24	3.24	3.60	4.01	5.30	5.64	
Florida.....	.34	.68	.71	1.00	1.13	1.13	1.41	2.03	2.33	
Georgia.....	.19	.33	.36	.48	.55	.69	.90	1.25	1.42	
North Carolina.....	.20	.32	.38	.49	.61	.68	.81	1.10	1.23	
South Carolina.....	.10	.15	.19	.23	.28	.33	.38	.47	1.01	
Virginia.....	.20	.34	.44	.56	.74	.79	.96	1.20	1.34	
West Virginia.....	.19	.36	.43	.55	.67	.75	1.02	1.35	1.39	
<b>East North Central</b> .....	.51	.77	.78	.93	1.06	1.14	1.20	1.49	1.64	
Illinois.....	.50	.79	.86	.98	1.12	1.17	.85	1.13	1.20	
Indiana.....	.25	.42	.49	.60	.73	.85	1.00	1.11	1.21	
Michigan.....	.60	.77	.78	.92	1.02	1.06	1.27	1.54	1.60	
Ohio.....	.66	1.05	.99	1.18	1.39	1.49	1.78	2.20	2.37	
Wisconsin.....	.35	.53	.48	.59	.66	.73	.92	1.20	1.31	
<b>West North Central</b> .....	.48	.83	.80	.94	1.06	1.14	1.36	1.72	1.81	
Iowa.....	.46	.71	.77	.90	1.00	1.09	1.39	1.70	1.95	
Kansas.....	.20	.39	.48	.56	.66	.77	.89	1.21	1.29	
Minnesota.....	.42	.77	.84	.94	1.06	1.11	1.31	1.64	1.76	
Missouri.....	1.06	1.02	1.00	1.16	1.31	1.36	1.64	2.08	2.25	
Nebraska.....	.37	.80	.91	1.11	1.28	1.37	1.50	1.91	2.15	
North Dakota and South Dakota.....	.28	.44	.54	.76	.82	.92	1.05	1.40	1.45	
North Dakota.....	.....	.....	.....	.....	.....	.....	.....	.....	1.53	
South Dakota.....	.....	.....	.....	.....	.....	.....	.....	.....	1.36	
<b>East South Central</b> .....	.17	.28	.34	.47	.58	.63	.81	1.06	1.18	
Alabama.....	.13	.19	.28	.36	.45	.50	.64	.84	.95	
Kentucky.....	.26	.33	.39	.45	.53	.55	.72	.89	.95	
Mississippi.....	.08	.13	.16	1.16	.20	.24	.29	.43	.53	
Tennessee.....	.32	.54	.62	.82	1.03	1.14	1.46	1.91	2.09	
<b>West South Central</b> .....	.34	.55	.62	.69	.79	.86	1.05	1.41	1.57	
Arkansas.....	(1)	.....	(1)	.26	.28	.33	.45	.61	.64	
Louisiana.....	.23	.49	.56	.75	.86	.94	1.14	1.51	1.61	
Oklahoma.....	.81	.47	.57	.63	.67	.76	.97	1.32	1.36	
Texas.....	.87	.60	.65	.83	.96	1.03	1.22	1.66	1.90	
<b>Mountain</b> .....	.47	.80	.80	.92	1.03	1.11	1.36	1.77	2.05	
Arizona.....	.54	.81	.83	1.10	1.26	1.44	1.76	2.38	2.80	
Colorado.....	.56	.86	.99	1.11	1.21	1.28	1.54	1.94	2.17	
Wyoming.....	4.21	(8)	.26	(9)	(12)	.59	.75	.96	.96	
Idaho.....	.27	.39	.42	.62	.61	.60	.72	1.14	1.23	
Montana.....	.39	.67	.73	.82	.85	1.01	1.16	1.52	1.65	
Nevada and New Mexico.....	.11	.40	.40	3.43	.52	.37	.84	1.02	1.49	
Utah.....	.97	1.55	1.48	1.65	1.82	1.90	2.43	3.07	3.53	
<b>Pacific</b> .....	.75	.94	1.03	1.13	1.30	1.40	1.48	1.92	2.15	
California.....	.78	.90	1.02	1.09	1.25	1.34	1.30	1.64	1.86	
Oregon.....	.69	.97	1.07	1.22	1.40	1.54	1.93	2.63	2.94	
Washington.....	.68	1.11	1.06	1.25	1.46	1.56	1.93	2.55	2.76	
<b>TOTAL U.S.</b> .....	.41	.64	.68	.82	.95	1.02	1.14	1.47	1.60	

1 Mississippi and Arkansas combined 1935-1939.  
 2 Maine-New Hampshire-Vermont combined 1937.  
 3 Vermont only.  
 4 Wyoming and Nevada combined.  
 5 Wyoming and Colorado combined.  
 6 Wyoming, Nevada and New Mexico combined.

7 New Hampshire excluded.  
 8 Wyoming included here.  
 9 South Atlantic total includes New Hampshire, since FCC figures were combined in this manner.  
 10 New Hampshire included here.  
 11 Excludes Arkansas in 1940.  
 12 Included in Nevada-New Mexico.



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



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



# they're ayer-borne!

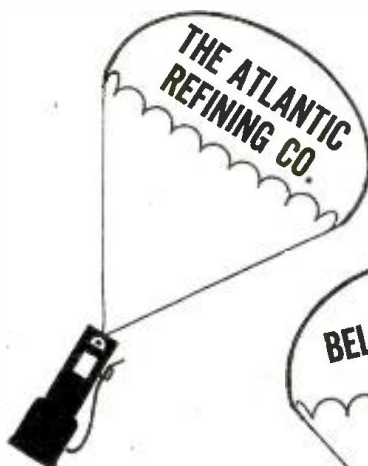
THE  
 REXALL DRUG RADIO SHOW  
 starring Jimmy Durante  
 and Garry Moore



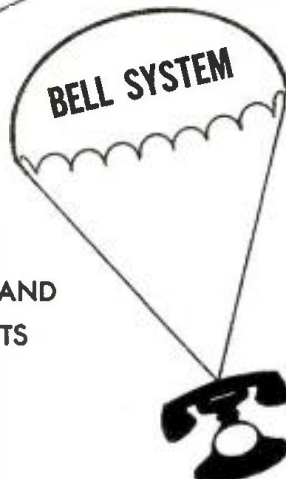
GOODYEAR FOOTBALL  
 TELECASTS



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



ATLANTIC FOOTBALL AND  
 BASEBALL BROADCASTS  
 AND TELECASTS



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

**n. w. ayer & son, inc.**

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

**TABLE D**  
**BROADCAST REVENUES PER CAPITA IN 37 MARKETS WHICH WERE 1937 LEADERS—1937-1945**  
(Metropolitan districts selected in 1937 in order of greatest amount of per capita revenue per district—continued in same order through 1945 for comparison even though relative position was changed)

Market (Using Metro. Dist. pop.)	Rank by size of principal city	Per Capita Revenue									Rank	
		1937	1939	1940	1941	1942	1943	1944	1945	1937	1945	
Des Moines	55	6.00	6.52	7.26	7.80	8.43	9.58	11.08	11.77	1	1	
Cincinnati	18	5.07	4.32	4.85	5.47	5.95	6.58	7.60	7.70	2	3	
Spokane	68	3.81	3.50	3.78	4.30	4.32	5.27	6.51	6.54	3	5	
Oklahoma City	42	2.96	3.15	3.47	3.67	3.89	5.18	6.32	7.12	4	4	
Nashville	50	2.83	2.95	3.32	3.46	4.95	5.68	8.49	3.64	5	2	
Fort Worth	46	2.39	2.19	3.05	3.53	4.00	4.42	5.81	6.12	6	6	
Dallas	30	2.34	2.57	3.09	3.37	3.74	4.32	5.58	6.00	7	7	
Albany-Schenectady-Troy	65	2.27	2.27	2.46	2.62	2.66	3.19	3.81	3.97	8	19	
Omaha-Council Bluffs	38	2.18	2.44	3.02	3.32	3.71	4.27	5.18	5.54	9	10	
San Antonio	36	2.04	2.29	2.66	3.16	3.35	3.96	5.08	5.93	10	8	
Portland, Oregon	28	2.01	2.21	2.48	2.82	3.12	4.12	5.45	5.88	11	9	
Kansas City (Kans.-Mo.)	15	1.89	2.07	2.42	2.59	2.76	3.44	4.52	4.83	12	12-13	
Minneapolis-St. Paul	17	1.81	1.90	2.16	2.44	2.55	3.07	3.81	4.06	13	18	
Seattle	23	1.81	1.76	2.08	2.52	3.01	3.80	5.04	5.19	14	11	
Rochester (N. Y.)	24	1.75	2.02	2.33	2.55	2.45	2.77	3.39	3.44	15	21	
Atlanta	29	1.67	1.67	2.15	1.89	2.80	3.31	4.68	4.83	16	12-13	
Louisville	26	1.65	2.20	2.48	2.51	2.95	3.64	4.58	4.58	17	15	
St. Louis	8	1.49	1.59	1.82	2.08	2.09	2.44	3.08	3.23	18	24	
Memphis	31	1.41	1.62	2.13	2.51	2.77	3.02	4.37	4.65	19	14	
Buffalo-Niagara	14	1.84	1.38	1.54	1.90	2.12	2.46	2.94	3.07	20	27	
Cleveland	6	1.32	1.39	1.68	1.90	1.98	2.45	2.86	3.19	21	25	
Detroit	4	1.32	1.44	1.72	1.88	1.98	2.31	2.66	2.85	22	28	
Houston	22	1.31	1.53	1.91	2.13	2.17	2.78	3.69	3.96	23	20	
Columbus, Ohio	27	1.29	1.33	1.54	1.74	1.80	2.35	2.91	3.33	24	22	
Chicago	2	1.26	1.35	1.56	1.77	1.86	1.28	1.58	1.62	25	35	
Milwaukee	13	1.21	1.15	1.32	1.45	1.56	2.02	2.51	2.72	26	29	
Washington	11	1.19	1.23	1.64	2.37	2.55	2.98	3.86	4.11	27	17	
Baltimore	7	1.19	1.22	1.46	1.74	2.05	2.49	3.16	3.32	28	23	
New Orleans	16	1.15	1.57	1.97	2.21	2.48	3.00	3.83	4.28	29	16	
San Francisco-Oakland	12	1.12	1.17	1.34	1.54	1.49	1.12	1.48	1.70	30	34	
Los Angeles	5	.97	1.39	1.42	1.57	1.65	1.65	1.75	1.88	31	33	
Pittsburg	10	.96	1.07	1.21	1.38	1.39	1.61	1.95	2.08	32	30-31	
Boston	9	.95	.92	1.11	1.23	1.02	1.49	2.00	2.08	33	30-31	
Philadelphia	3	.85	.89	1.03	1.24	1.22	1.41	1.83	1.91	34	32	
Providence-Fall River-New Bedford	37	.80	.80	1.09	.97	1.00	1.11	1.43	1.49	35	36	
New York	1	.74	.76	.92	1.06	1.11	.88	1.07	1.15	36	37	
Birmingham	34	.73	1.11	1.38	1.56	1.71	2.07	2.78	3.08	37	26	

*NOTE:* This table does not reflect the experience of identical stations each year. In some instances, the foregoing comparisons are not precise, e.g., Boston, 1941 includes data for 9 stations and 1942 reflects the results of only 8 stations; New York included 22 stations for 1942 but only 19 for 1943 and Chicago 16 in 1942 but 13 in 1943. While there were instances where less time than for the preceding year actually was sold by stations in a particular market, it is better that the table be considered to reflect a continuing increase and that apparent decreases represent the absence of stations included for the previous year if the trend recovers itself. However, where the table shows that the sales in one market appeared to be leveling off at an attained per capita rate, that safely may be regarded as the true situation, or indicative of such. The figures for Washington, covering identical stations after 1940, are typical of the industry, also Cincinnati.

**TABLE E**  
**AVERAGE STATION REVENUES BY CLASS OF STATION—1937, 1940 AND 1945**

Class of Station	—Affiliated with Major Networks—			—Not Affiliated—			1937	Total 1940	1945
	1937	1940	1945	1937	1940	1945			
<b>Clear Channel:</b>									
50 kw unlimited	\$837,769	\$888,502	\$1,219,715	.....	.....	.....	\$837,769	\$888,502	\$1,219,715
50 kw part-time	459,451	505,385	743,289	.....	.....	.....	459,451	505,385	743,289
5-25 kw unlimited	275,163	269,603	387,872	.....	.....	\$615,989	275,163	269,603	438,564
5-25 kw part-time	142,226	183,759	.....	.....	.....	382,789	142,226	183,759	392,739
<b>Regional:</b>									
Unlimited	187,356	212,298	384,911	121,106	187,669	270,835	175,731	204,815	328,594
Part-time	97,138	85,585	152,142	60,255	78,676	174,073	68,696	80,818	164,454
<b>Local:</b>									
Unlimited	53,618	56,055	95,310	35,120	32,925	90,057	41,711	43,844	94,374
Part-time	33,305	30,895	25,155	22,862	28,051	58,816	23,353	28,443	52,404

**TABLE F**  
**AVERAGE STATION REVENUES BY SIZE OF CITY—1937, 1940 AND 1945**

Class of Station	Size of City <sup>1</sup>						
	1,000,000 and Over	250,000-1,000,000	100,000-250,000	50,000-100,000	25,000-50,000	10,000-25,000	Under 10,000
<b>1. Clear Channel:</b>							
50 kw unlimited—							
1937	.....	.....	.....	.....	.....	.....	.....
1940	.....	.....	.....	.....	.....	.....	.....
1945	.....	.....	.....	.....	.....	.....	.....
50 kw part-time—							
1937	.....	.....	.....	.....	.....	.....	.....
1940	.....	.....	.....	.....	.....	.....	.....
1945	.....	.....	.....	.....	.....	.....	.....
5-25 kw unlimited—							
1937	(2)	(2)	(2)	.....	.....	.....	.....
1940	341,043	230,394	196,968	320,647	158,138	.....	.....
1945	705,285	372,636	341,902	308,541	.....	.....	.....
5-25 kw part-time—							
1937	(2)	(2)	(2)	.....	.....	.....	.....
1940	.....	.....	255,843	.....	.....	.....	.....
1945	608,489	194,361	.....	.....	.....	39,591	.....
<b>2. Regional:</b>							
Unlimited—							
1937	323,650	232,607	154,000	106,650	68,243	58,585	47,592
1940	400,317	252,140	156,212	124,460	81,223	62,502	92,335
1945	647,500	589,756	293,371	255,000	175,367	119,400	210,335
Part-time—							
1937	162,100	85,272	46,044	82,800	66,998	39,434	49,041
1940	157,030	89,866	58,818	145,255	82,800	47,392	61,156
1945	279,000	209,247	270,235	234,650	112,718	98,073	79,076
<b>3. Local:</b>							
Unlimited—							
1937	100,574	75,600	52,024	55,747 <sup>3</sup>	34,667	26,840	14,765
1940	111,932	94,885	64,260	48,193	43,159	25,975	17,624
1945	197,340	212,430	143,916	112,186	96,432	61,800	47,000
Part-time—							
1937	28,432	37,336	41,630	(3)	24,690	17,706	12,198
1940	36,003	38,166	34,286	.....	25,903	25,879	10,032
1945	89,434	.....	.....	.....	70,560	55,837	41,550

<sup>1</sup> Metropolitan district population is used where these apply.  
<sup>2</sup> Combined with 50 kw part-time.  
<sup>3</sup> Combined with part-time.

It will be noticed from Table E that the greatest relative growth in average station revenues has been in the local station class. Here average station revenues rose 126.2% from 1937 to 1945 in the unlimited group as compared to a 86.9% increase for unlimited time regional stations and a rise of 45.5% for 50 kw unlimited time clear channel stations. Since unlimited time stations comprise the great majority of stations in all classes, the aforementioned three categories are the most significant. This, again, is evidence of the wider dispersion of the radio dollar.

A number of other items are interesting in the table. One of these is the fact that the average station revenues of non-affiliated regional and local stations increased more rapidly during the period than did those of network-affiliated regional and local stations. Thus, from 1937 to 1945 average station revenues of unlimited time regional stations affiliated with networks rose 78.7% while those of non-affiliated stations increased 123.6%. In the local unlimited category average revenues increased 77.7% for affiliated stations and 156.4% for the non-affiliated group.

A number of factors help to explain this situation. In the case of unlimited regional stations, the majority of non-affiliated ones are located in major markets. Aggressive operation geared to market requirements, the scarcity of desirable time of affiliated stations and the general rise in income and purchasing power undoubtedly combined in the favor of the non-affiliated regionals. The marked growth in station revenues of the non-affiliated locals, located mainly in secondary markets, is explained by the rise of general purchasing power throughout the country, the increase, especially, in farm purchasing power, aggressive operation suited to local needs and some overflow of advertising from larger stations. A smaller number of unaffiliated locals have provided a new medium for smaller retailers in large cities who could not afford other means of mass contact.

The rise in revenues of unlimited time local stations is largely explained by the operation of the same forces.

**Average Revenues by City Size**

Details as to average revenues from the sale of time by city size are found in Table F.

It will be noted from Table F that 50 kw unlimited stations in cities of 1,000,000 and over have fared best in their class since 1937, their rate of increase having been 110.2%. The importance of these major markets, the wide area coverage of the stations, their access to talent and resultant good programming and advertiser interest in them have combined to produce this result. Regional unlimited stations in these large cities also have done well. Their average revenues in

(Continued)



# The Public Says

*(through a half million letters in four years)*

## "A REAL PUBLIC SERVICE"



*Now in its fourth successive  
year under the exclusive sponsorship of*

UNITED STATES RUBBER COMPANY

# NEW YORK PHILHARMONIC-SYMPHONY



Artur Rodzinski  
MUSICAL DIRECTOR

*Sunday Afternoons at 3 • Full Columbia Network*

### AWARDS TO THE PHILHARMONIC-SYMPHONY PROGRAM SINCE ITS SPONSORSHIP

Music Educators National Conference; placed first on the list of all recommended programs in the report of the Federal Radio Education Commission. 1944

Motion Picture Daily's poll: First Symphonic Orchestra 1944, 1945, 1946

Radio Daily's poll of writers and critics: Favorite Symphony Orchestra 1944, 1945, 1946

National Conference of Christians and Jews to the American Scriptures: "The most distinguished series promoting good will and brotherhood through radio broadcasting." 1944

Second Annual Radio Poll conducted by Musical America: Favorite Symphony Orchestra 1945

Phi Beta Award: The finest program on the air. 1944, 1945

The Billboard's poll of radio editors: Foremost Symphony Orchestra 1944, 1945, 1946

Cleveland Plain Dealer Reader Poll: First in symphonic music program 1944, 1945, 1946

Women's National Radio Committee, Ninth Annual Awards: Honorable Mention 1944

### *Agency*

CAMPBELL-EWALD COMPANY OF NEW YORK, Inc.

10 ROCKEFELLER PLAZA, NEW YORK, N. Y.

**TABLE G — PROPORTION OF TIME SALES REPRESENTED BY NETWORK, NATIONAL NON-NETWORK AND LOCAL ADVERTISING—1937, 1940 AND 1945**

	1937			1940			1945		
	Network (%)	National Non-Network (%)	Local (%)	Network (%)	National Non-Network (%)	Local (%)	Network (%)	National Non-Network (%)	Local (%)
<b>Affiliated with Major Networks:</b>									
Clear Channel—									
50 kw unlimited.....	38.4	40.7	20.9	37.3	47.3	15.4	32.1	53.5	14.4
50 kw part-time.....	23.0	61.9	10.1	24.2	66.8	9.0	29.8	68.8	6.4
*5-25 kw unlimited.....	38.8	33.1	29.1	32.2	36.5	31.3	27.6	32.7	39.7
5-25 kw part-time.....	16.9	35.2	47.9	15.1	51.8	33.1	29.5	34.1	36.4
Regional—									
Unlimited.....	31.9	26.1	42.0	30.3	30.1	39.6	30.6	34.2	35.2
Part-time.....	17.6	28.1	54.3	14.1	27.6	58.3	18.6	35.0	46.4
Local—									
Unlimited.....	16.6	12.4	71.0	13.5	15.5	71.0	20.1	15.4	64.5
Part-time.....	27.5	5.8	66.7	20.9	15.7	68.4	....	....	....
<b>Not Affiliated with Major Networks:</b>									
Clear Channel—									
5-25 kw unlimited.....	....	....	....	....	....	....	1.1	51.9	47.0
5-25 kw part-time.....	....	....	....	....	....	....	2.0	70.0	28.0
Regional—									
Unlimited.....	5.6	20.2	79.8	1.9	36.9	61.8	0.1	12.4	87.5
Part-time.....	2.3	15.4	82.3	....	29.7	70.3	0.1	32.0	67.9
Local—									
Unlimited.....	1.6	8.4	90.0	0.9	15.5	83.6	0.2	14.9	84.9
Part-time.....	1.2	6.3	92.5	0.2	7.4	92.4	....	13.0	87.0
<b>Total:</b>									
Clear Channel—									
50 kw unlimited.....	38.4	40.7	20.9	37.3	47.3	15.4	32.1	53.5	14.4
50 kw part-time.....	23.0	61.9	10.1	24.2	66.8	9.0	29.8	68.8	6.4
5-25 kw unlimited.....	38.8	33.1	28.1	32.2	36.5	31.3	19.6	38.4	42.0
5-25 kw part-time.....	16.9	35.2	47.9	15.1	51.8	33.1	5.8	64.9	29.3
Regional—									
Unlimited.....	29.3	25.1	45.6	28.8	30.6	41.1	28.8	30.0	41.2
Part-time.....	6.0	19.7	74.3	4.9	28.9	66.2	6.5	33.1	60.4
Local—									
Unlimited.....	7.6	10.0	82.4	9.1	15.5	75.4	15.5	15.3	69.2
Part-time.....	3.3	5.4	91.3	3.7	8.8	87.5	....	12.9	87.1

\*1945 power 5-20 kw.

creased 100.6% between 1937 and 1945, due probably to their more attractive rates, to the overflow of advertising from the larger stations and to aggressive operation.

Average station revenues of regional unlimited time stations in cities of 250,000 to 500,000 and 500,000 to 1,000,000 population increased 132.0%. It is in these cities that regional stations form the radio counterpart of the daily press and to whose service function they are best adapted.

It is particularly interesting to note that average station revenues of regional unlimited stations in towns of 25,000 to 50,000 population experienced one of the greatest relative increases in average station revenues. These rose 157.7% from 1937 to 1945. The rise in rural purchasing power, the domination by these stations of important rural areas and the overflow of advertising into these regions probably explain their success. The situation with regard to local unlimited stations is roughly similar, especially in towns under 50,000 population.

It also is interesting to note that the revenues of local unlimited stations in cities over 1,000,000 population nearly doubled from 1937 to 1945. Local stations in cities of this size perform the functions of the neighborhood press.

**Type of Business by Kind of Station**

As might be expected, clear channel and regional stations are the principal media for national advertising and local stations the main local advertising media. However, it is interesting to note, from Table G, that an increasing proportion of national business is finding its way on to local stations.

The principal relative increase on 50 kw unlimited stations has been in the national spot category and, as usual, there has been a corresponding decline in the percentage of revenues derived from local sponsors. This is due to the comparative saturation of sponsored time on stations of this class. There has been a generally similar trend on regional unlimited stations affiliated with networks. In all, there is some evidence that national and regional non-network business tend to follow network affiliation. This is to be expected, because of the generally more attractive program schedules of network-affiliated stations.

It is interesting to note, however, that the greatest relative increase in the proportion of business derived from national spot sources has occurred in the local unlimited group not affiliated with networks.

(Continued)

# WE LOVE BROADCASTING!!!

*Frank Sinatra*

*Elliott Lewis*

*Martha Gilton*

*Star Lopez*

*Wann Stohler*

*Red E. Sherdeman*

*Art Stordahl*

*Phil Lennen*

*Opie Carter*

*Bonnie Desmond*

*Red Barber*

*Selden Leonard*

*Marion Miller*

SIGNED—

The Fellers and Gals from

## LENNEN & MITCHELL

and the Stars they put on the air—

and the advertisers who sponsor them

OLD GOLD CIGARETTES

MURIEL CIGARS

BRIGGS PIPE MIXTURE

RUPPERT BEER AND ALE

TIDE WATER ASSOCIATED OIL COMPANY

*John A. Houston*

*Boston Blackie*

*Parky Parkus*

*Best Wilson*



# UNITED STATES STEEL'S THEATRE GUILD ON THE AIR



*The stars...* the members of United States Steel's radio production staff salute the stations of the ABC network for their support in promoting the—

*Theatre Guild on the Air*

[Sunday Night's Biggest Broadcast —  
greater than ever and still growing!]

over 200 stations of ABC network



**TABLE I**  
**DIVISION OF BROADCASTING REVENUES AMONG STATIONS AND NETWORKS—1935, 1937, 1940 AND 1945**

Class of Business	1935		1937		1940		1945	
		%		%		%		%
<b>Networks:</b>								
Time sales retained.....	\$27,216,035	31.4	\$35,865,486	27.3	\$45,185,698	26.7	\$1,364,412	23.7
Talent and programs.....	2,983,245	3.4	5,533,054	4.2	2,464,342	1.4	6,605,917	2.0
Miscellaneous.....			1,909,591	1.4	3,042,576	1.8	10,226,881	2.9
<b>Total network receipts.....</b>	<b>\$30,199,280</b>	<b>34.8</b>	<b>\$43,308,131</b>	<b>32.9</b>	<b>\$50,692,616</b>	<b>29.9</b>	<b>\$98,196,710</b>	<b>28.6</b>
<b>Stations:</b>								
Received from networks.....	\$12,521,832	14.5	\$22,272,430	16.9	\$28,603,313	16.9	\$52,609,124	15.4
National and regional non-network.....	13,805,200	15.9	24,024,665	18.3	37,140,444	22.0	76,696,468	22.4
Local.....	26,074,476	30.1	35,745,394	27.2	44,756,792	26.6	99,814,042	29.0
<b>Total time sales.....</b>	<b>\$52,401,508</b>	<b>60.5</b>	<b>\$82,042,489</b>	<b>62.4</b>	<b>\$110,500,549</b>	<b>65.5</b>	<b>\$229,119,634</b>	<b>66.8</b>
Talent and programs.....	2,597,708	3.0	5,731,692	4.3	4,780,777	2.8	10,080,296	2.9
Miscellaneous.....	1,294,157	1.7	123,554	0.4	2,894,253	1.8	5,864,959	1.7
<b>Total station receipts.....</b>	<b>\$56,293,373</b>	<b>65.2</b>	<b>\$87,897,735</b>	<b>67.1</b>	<b>\$118,175,579</b>	<b>70.1</b>	<b>\$245,064,889</b>	<b>71.4</b>
<b>Grand Total.....</b>	<b>\$86,492,653</b>	<b>100.0</b>	<b>\$131,205,866</b>	<b>100.0</b>	<b>\$168,868,195</b>	<b>100.0</b>	<b>\$343,261,599</b>	<b>100.0</b>

The increased importance of rural markets undoubtedly is the explanation.

That the increasing dispersion of the radio advertising dollar has resulted in the greater economic health and stability of the medium finds eloquent confirmation in Table H. Here it will be noted that, while 50 kw unlimited stations took in 29.7% of net time sales in 1937 this had dropped to 22.3% in 1945. While the proportion of time sale accounted for by regional unlimited stations remained unchanged during the period, those of local unlimited stations more than doubled, rising from 9.5% to 20.9%. This increase in the percentage of reve-

nues secured by local stations parallels the increase in the number of such stations and would not be significant were it not for the fact that, during the same period, the percentage of net operating income for all stations before Federal taxes accounted for by stations of this class increased more than five times, rising from 3.0% in 1937 to 15.3% in 1945. During the same period the percent of net operating income as defined above for all stations accounted for by 50 kw unlimited stations dropped from 48.6% to 28.0% and those of regional unlimited stations rose from 37.7% to 48.0%.

In 1931 it is probable that na-

tional networks secured as much as 45.0% of all revenues from radio broadcasting, whether from the sale of time or from talent sale and miscellaneous sources. By 1935, this percentage had dropped to 34.8% and by 1945 to 28.6%. In 1945, stations received 71.4% of all moneys spent directly through stations and networks for radio advertising as against 65.2% in 1935 and a probable 55.0% in 1931.

Details regarding this most sig-

nificant trend are found in Table I.

The best evidence of the contribution of the more widely dispersed radio dollar to the economic health of the medium is found in Table J. This indicates that the ratio of net operating income (before Federal taxes) to broadcast receipts during the period 1937-1945 rose most rapidly on the lower powered stations and on the stations not affiliated with networks. The ratio for network-affiliated unlimited regionals rose from 24.0% to 34.0% during the period and for non-affiliated stations of the same class from -7.99% (a deficit) to 15.81%. In the case of local unlimited stations there was less difference between affiliated and non-affiliated stations, the ratio for the former rising from 10.16% to 25.54% and for the latter from 6.47% to 15.85%.

It is significant to note that the ratio of net operating income to broadcast receipts for 50 kw unlimited stations decreased from 53.24% in 1937 to 37.58% in 1945. Rising costs probably explain this situation since sales did not decrease.

**TABLE H**  
**PROPORTION OF TOTAL STATION TIME SALES AND NET OPERATING INCOME GOING TO VARIOUS STATION CLASSES—1937, 1945**

Class of station	Percent total		Percent total	
	Net time sales 1937	1945	Net operating income 1937	1945
<b>1. Clear channel:</b>				
50 kw unlimited.....	29.7	22.3	48.6	28.0
50 kw part time.....	2.2	1.2	3.0	1.1
5-25 kw unlimited.....	2.8	5.7	4.5	4.1
5-25 kw part time.....	1.7	0.4	0.6	0.2
<b>2. Regional:</b>				
Unlimited.....	43.0	43.8	37.7	48.0
Part time.....	8.8	4.9	2.4	3.1
<b>3. Local:</b>				
Unlimited.....	9.5	20.9	3.0	15.3
Part time.....	2.3	0.8	0.2	0.2
<b>Total.....</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>

<sup>1</sup>Before Federal taxes.

**TABLE J**  
**RATIO OF BROADCAST INCOME<sup>1</sup> TO BROADCAST REVENUES<sup>2</sup> 1937, 1938,<sup>3</sup> 1940 AND 1945**

Class of Station	Ratio Income to Revenue (%)			
	1937	1938	1940	1945
<b>Affiliated with Major Networks:</b>				
<b>Clear Channel—</b>				
50 kw unlimited.....	53.24	32.77	38.66	37.58
50 kw part-time.....	40.60	21.96	27.77	26.07
5-25 kw unlimited <sup>4</sup> .....	56.92	14.72	22.04	28.29
5-25 kw part-time.....	13.30	10.19	26.67	.....
<b>Regional—</b>				
Unlimited.....	24.00	19.16	24.57	34.03
Part-time.....	20.01	16.10	18.02	22.24
<b>Local—</b>				
Unlimited.....	10.16	6.72	12.67	25.54
Part-time.....	9.67	2.99	19.80	10.00
<b>Not affiliated with Major Networks:</b>				
<b>Clear Channel—</b>				
5-25 kw unlimited.....	.....	.....	.....	12.14
5-25 kw part-time.....	.....	.....	.....	27.91
<b>Regional—</b>				
Unlimited.....	(-7.99)	(-4.71)	2.65	15.81
Part-time.....	7.00	1.87	15.72	23.21
<b>Local—</b>				
Unlimited.....	6.47	0.15	5.57	15.85
Part-time.....	5.23	1.31	2.51	21.43
<b>Total:</b>				
<b>Clear Channel—</b>				
50 kw unlimited.....	53.24	32.77	33.66	37.58
50 kw part-time.....	40.60	21.96	27.77	26.07
5-25 kw unlimited.....	56.92	14.72	20.82	23.30
5-25 kw part-time.....	13.30	10.19	26.67	27.91
<b>Regional—</b>				
Unlimited.....	25.48	16.34	22.99	32.54
Part-time.....	15.10	8.14	17.43	22.81
<b>Local—</b>				
Unlimited.....	8.01	3.29	9.85	23.90
Part-time.....	(4.76)	1.56	5.10	20.45

<sup>1</sup>Excess of revenues over expenses, but before Federal Income Tax.

<sup>2</sup>Time sales, less commissions, plus talent and other revenue items.

<sup>3</sup>1938 included since that year witnessed a slight down-turn.

<sup>4</sup>5-20 kw in 1945.

( ) Indicates deficit.

**LOOK**  
**What You're MISSING**

You're in for a big drop in postwar sales if you overlook Mississippi—the South's No 1 expanding market. The United States Employment Office reports that job placements are running 58% in excess of the 1939-40 pre-war period. Get the jump on the competition for the BILLION DOLLAR Mississippi Market by buying time on all the 'Ole Miss Stations. Then, you can't MISS Mississippi!

**THE OLE MISS STATIONS**

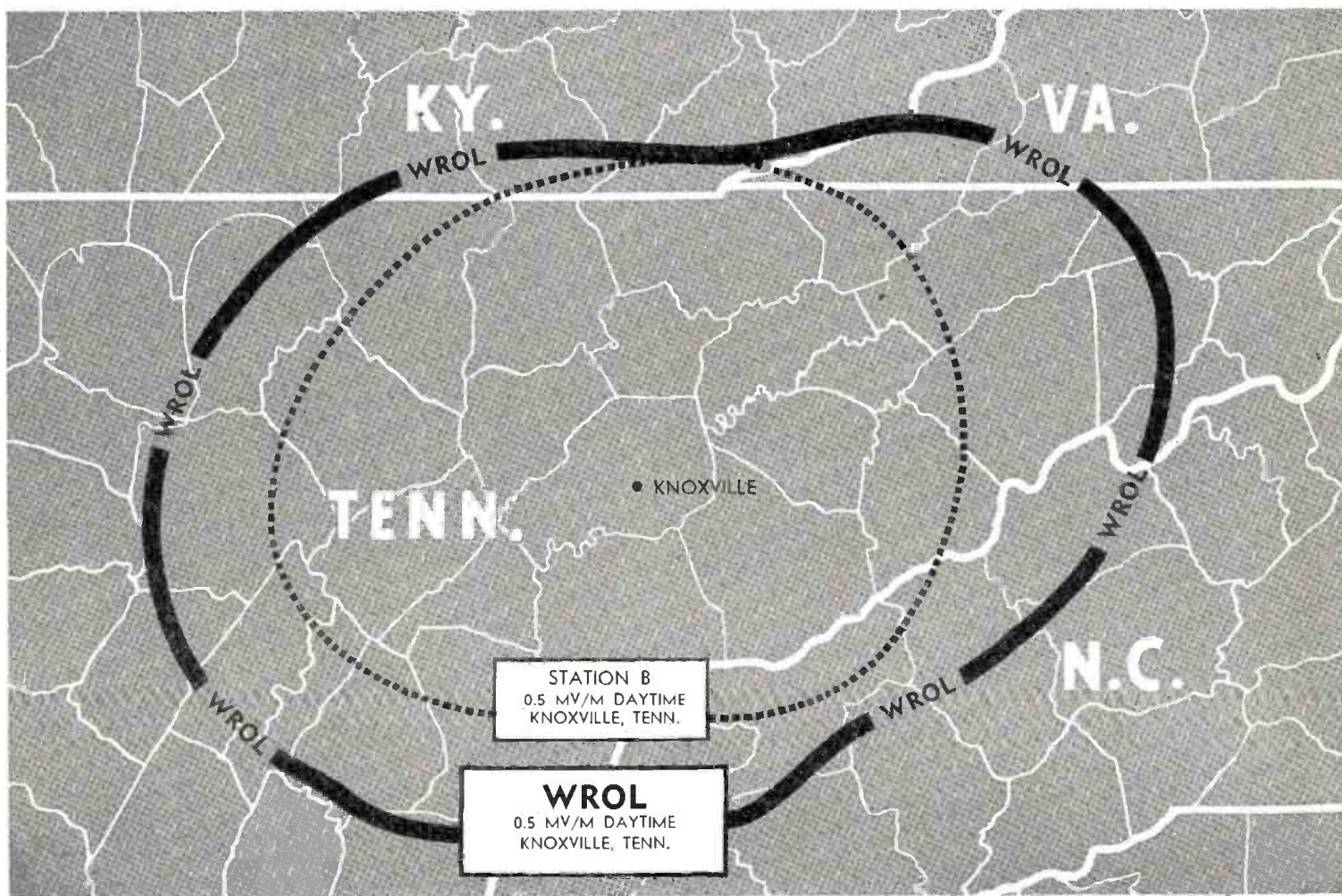
WAML .. Laurel	WGCM .. Gulfport	WLAU .. Laurel
WCBI .. Columbus	WGRM .. Greenwood	WMIS .. Natchez
WCOC .. Meridian	WJDX .. Jackson	WQBC .. Vicksburg
WELO .. Tupelo	WJPR .. Greenville	WROX .. Clarksdale
WFOR .. Hattiesburg	WJXN .. Jackson	WSLI .. Jackson

MEMBERS MISSISSIPPI BROADCASTERS ASSOCIATION



# WROL

**5,000 WATTS DAY AND NIGHT**



*East Tennessee's Greatest Coverage!*

JOHN BLAIR & COMPANY NATIONAL REPRESENTATIVES

**NBC FOR EAST TENNESSEE • 620 KC**

# STANDARD BROADCAST STATIONS—1935-1945

(Beginning of Year)

ACCORDING TO STATE IN WHICH LOCATED

Location	Number of Stations											
	1935	1936	1937	1938	1939	1940	1941	1942	1943	1944	1945	1946
<b>New England</b> .....	39	41	43	45	47	48	53	55	54	53	55	59
Connecticut.....	8	8	9	9	9	9	10	11	11	11	12	12
Maine.....	5	5	6	6	7	7	7	7	7	7	7	9
Massachusetts.....	15	16	16	19	20	21	23	24	23	22	23	28
New Hampshire.....	8	3	3	3	3	4	5	5	4	6	5	7
Vermont.....	5	5	5	5	5	4	4	4	4	4	4	4
Rhode Island.....	3	4	4	3	3	3	4	4	4	4	4	4
<b>Middle Atlantic</b> .....	96	95	97	96	107	102	112	114	113	113	116	123
New York.....	47	49	51	50	58	54	58	56	56	55	58	59
New Jersey.....	11	11	11	11	11	13	13	12	12	12	12	12
Pennsylvania.....	88	35	35	85	38	37	41	45	45	46	46	52
<b>South Atlantic</b> .....	66	72	78	82	95	112	135	145	146	144	154	174
Delaware.....	2	2	2	2	2	2	2	2	2	2	2	2
Maryland.....	6	7	7	8	8	8	9	9	9	9	9	9
District of Columbia.....	4	4	4	4	4	4	6	6	6	6	6	6
Florida.....	10	13	15	16	17	23	26	27	26	26	26	30
Georgia.....	12	12	13	14	15	18	28	28	28	28	31	35
North Carolina.....	9	11	13	13	17	22	23	29	29	29	30	37
South Carolina.....	5	5	6	6	9	10	11	12	12	12	14	17
Virginia.....	13	12	11	12	13	15	16	18	19	18	22	24
West Virginia.....	5	6	7	7	10	10	14	14	15	14	14	14
<b>East North Central</b> .....	104	104	111	116	119	130	142	145	143	141	145	150
Illinois.....	31	30	32	32	38	36	37	38	37	37	37	38
Indiana.....	15	16	18	19	19	20	22	21	21	20	20	20
Michigan.....	21	20	20	21	21	25	29	27	27	27	30	31
Ohio.....	22	22	23	25	26	28	31	33	33	33	34	38
Wisconsin.....	15	16	18	19	20	22	24	25	24	24	24	25
<b>West North Central</b> .....	80	85	96	99	103	107	111	115	114	114	116	117
Iowa.....	17	16	17	18	18	19	19	23	24	24	24	24
Kansas.....	9	11	15	15	17	17	17	17	17	17	17	17
Minnesota.....	10	12	14	17	18	18	20	21	20	20	20	21
Missouri.....	18	20	21	22	22	23	24	23	22	22	23	23
Nebraska.....	11	11	10	10	10	12	13	13	13	13	14	14
North Dakota.....	6	6	8	8	8	8	8	9	9	9	9	9
South Dakota.....	9	9	11	9	10	10	10	9	9	9	9	9
<b>East South Central</b> .....	37	36	40	41	44	50	56	61	60	61	64	83
Alabama.....	11	10	12	12	14	15	16	17	17	17	18	23
Kentucky.....	6	6	7	8	8	10	11	18	12	12	12	14
Mississippi.....	8	8	8	8	8	10	11	12	12	13	15	18
Tennessee.....	12	12	18	13	14	15	18	19	19	19	19	28
<b>West South Central</b> .....	67	75	84	88	95	97	99	104	103	106	108	117
Arkansas.....	11	11	11	11	11	12	12	13	13	13	13	13
Louisiana.....	11	14	13	13	13	13	13	13	13	13	14	16
Oklahoma.....	12	14	14	15	16	16	17	18	18	18	18	19
Texas.....	33	36	46	49	55	56	57	60	59	62	63	66
<b>Mountain</b> .....	44	43	50	54	59	61	66	66	65	65	66	75
Arizona.....	8	7	8	7	10	11	11	11	11	11	10	10
Colorado.....	12	13	13	14	14	15	15	15	14	14	14	14
Wyoming.....	2	2	2	3	3	3	6	5	5	5	5	6
Idaho.....	6	6	6	7	8	7	7	7	7	7	7	11
Montana.....	6	6	7	8	8	8	9	9	9	9	9	9
Nevada.....	2	1	1	1	1	1	2	2	2	2	2	4
New Mexico.....	5	5	7	8	8	8	8	9	9	9	9	11
Utah.....	3	3	6	6	7	8	8	8	8	8	10	10
<b>Pacific</b> .....	81	83	90	94	97	97	111	109	108	108	113	122
California.....	45	45	53	54	54	58	65	59	59	59	61	67
Oregon.....	14	16	15	16	18	19	21	22	22	22	23	24
Washington.....	22	22	22	24	25	25	25	28	27	27	28	31
<b>TOTAL U.S. (Continental)</b> .....	<b>614</b>	<b>634</b>	<b>689</b>	<b>715</b>	<b>766</b>	<b>804</b>	<b>885</b>	<b>914</b>	<b>906</b>	<b>905</b>	<b>937</b>	<b>1,020</b>

Foregoing table includes outstanding CP's as stations, counts as one station such call letters as WOOD-WASH and does not include stations in territories or possessions. Totals differ from FCC count of stations in those respects, e.g., whereas 1,020 is the count for authorizations at the beginning of 1946, above, the 1,000th station was not actually licensed until September 1946.

## Sherman & Marquette, Inc.

ADVERTISING



CHICAGO • NEW YORK • HOLLYWOOD



# A favorite in Texas for a quarter of a century!

A PIONEER STATION WITH A GREAT RECORD OF FIRSTS ★

WBAP now operates full-time using two choice frequencies, 50,000 watts on 820 kc (clear channel), and 5,000 watts at 570 kc.

The WBAP know-how for Texas continues the favorite NBC shows and local programs on 820 just as they have for years, and the other half-time on ABC shows and the snappy KGKO productions just about as it has been in this area since 1938.

WBAP divides time with WFAA on 820 and 570. The listener does not have to move the dial for continuous service. Joint transmitters for each station midway between Fort Worth and Dallas.

The old Cowbell, for over 25 years, has been the signal to the Good Folks of Texas that their kind of program is On the Air.

- ★ First Memory Signal—Cowbell—1922  
In the Southwest—
- ★ First Market and Livestock Reports—1922
- ★ First Remote Broadcasts of Weekly Church Services—1922
- ★ First Rodeo Broadcast—1923
- ★ First Baseball Broadcast—1927
- ★ First Football Broadcast—1928
- ★ First Regular News Period—1934
- ★ First Shortwave Remote—1934
- ★ First War Reporter to Europe—1943
- ★ First Television Permit—1945



**WBAP**  
The Star-Telegram Station  
FORT WORTH, TEXAS

50,000 Watts, 820 kc  
Clear Channel  
National Broadcasting Co.

5,000 Watts,  
570 kc  
American Broadcasting Co.  
Lone Star Chain

Texas Quality Network

AMON CARTER, President

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# CALENDAR OF EVENTS AND PROMOTION GUIDE: 1947

The 1947 Calendar and Promotional Guide for Retailers, from which this information was obtained, is published by the National Retail Dry Goods Assn., New York

## JANUARY

Flower—Snowdrop & Carnation; Birthstone—Garnet & Hyacinth.

National Motor Boat Show—some time this month.

- 1—New Year's Day; Emancipation Proclamation, 1863; Federal Job. Ins. Created, 1936; Social Security effective, 1937; Paul Revere, patriot, born, 1735.
- 2—Georgia admitted to Union, 1788.
- 3—First U. S. Treaty with Choctaw Indians, defining the lands and promising peace and friendship, 1786; First advertisement offering radio sets for sale—Scientific American, 1906; 34th year U. S. Postal Banks est.
- 4—Pres. Roosevelt's message to Congress called for increased armaments, 1939; Utah admitted to Union, 1896.
- 6—New Mexico joined Union, 1912; Old Christmas Day (Epiphany).
- 7—Millard Fillmore, born, 1800; New York and London telephone communication, est. 1927; First national election, 1789; First regularly est. bank in America, opened in Phila. 1782.
- 8—Battle of New Orleans, 1815 (Legal holiday in Louisiana).
- 9—Connecticut joined Union, 1788; First balloon ascension in America at Phila., 1793; Photograph (daguerreotype), 1839.
- 10—League of Nations, organized 1920, through Versailles Treaty.
- 11—Alexander Hamilton, born, 1757.
- 13—NRDGA Convention, N. Y. C., Jan. 13-17; First Sunday School in country started by Philadelphia Quakers, 1791; Modern printer's ink first used in Philadelphia by Jacob Johnston, 1804.
- 14—Roosevelt-Churchill meeting at Casablanca, January 14-24, 1943; First written Constitution adopted at Hartford, Conn., 1639.
- 15—March of Dimes Campaign, Jan. 15-30; Emergency Conference of American and Foreign Ministers at Rio de Janeiro to sever all relations with the Axis, 1942.
- 16—Pres. Roosevelt's message to Congress urged U. S. adherence to World Court; 18th Amendment in effect, 1920 (repealed December 5, 1933).
- 17—Wake Island annexed by U. S., 1899; Department of Labor and Commerce created, 1903 (Separated in 1913); Declaration of U. N., signed 1943; Benjamin Franklin, born, 1706; National Thrift Week, Jan. 17-23.
- 18—C. J. Van De Poelle patented modern electric trolley system, 1892; Daniel Webster, born, 1782.
- 19—Presidential Succession Bill of today enacted by Congress, 1886; Robert E. Lee, born, 1807 (Legal holiday in the South); Edgar Allan Poe, born, 1809.
- 20—Revolutionary War ended with armistice signed in England, 1783.
- 21—Thomas J. Jackson ("Stonewall Jackson"), born, 1824.
- 22—Reconstruction Finance Corporation Bill signed by Pres. Hoover, 1932; Lord Byron, poet, born, 1788.
- 23—In 1845 Congress scheduled national election day for Tuesday after first Monday in Nov.; John Hancock, born, 1737.
- 24—"Unconditional Surrender" terms set at Casablanca Conference, 1943; Morse exhibited telegraph, 1838; Gold discovered in Calif., 1848.
- 25—Opening of transcontinental telephone service with Bell and Watson again at each end, 1915; Robert Burns, poet, born, 1759.
- 26—Youth Week, Jan. 26 to Feb 2; Gen. Douglas MacArthur, born, 1880; Michigan admitted to Union, 1837.
- 27—Edison pat. incand. lamp, 1880; Mozart, composer, born, 1756; Lewis Carroll, author "Alice in Wonderland," born, 1832.
- 28—William McKinley, born 1843; Kansas admitted to Union, 1861.
- 30—Annual Birthday Ball; Franklin D. Roosevelt, born 1882.
- 31—Franz Schubert, born, 1797.

## FEBRUARY

Flower—Primrose; Birthstone—Amethyst.

- 1—George Washington, elected first President of U. S., 1789.
- 2—Candlemas Day (Groundhog Day);

Timely tieups for stations and sponsors are presented by the Retailer's Calendar and Promotional Guide for 1947 compiled by the National Retail Dry Goods Association. The calendar offers tips for programming and merchandising and also will prove helpful in promotion and sales.

[Indicates event date tentative.]

- 3—Horace Greeley, born, 1811; Mendelssohn-Bartholdy, born, 1809.
- 4—Big Three Conference at Yalta, 1945.
- 6—Massachusetts entered Union, 1788.
- 7—Boy Scout Anniversary Week, Feb. 7-13; Long distance telephone opened New York-Chicago, 1892; Charles Dickens, born, 1812.
- 9—National Drama Week, Feb. 9-15; William Henry Harrison, born, 1773; Weather Bureau, organized, 1870.
- 11—Thomas A. Edison, born, 1847; Yalta Conference, ended, 1945.
- 12—Abraham Lincoln, born, 1809; Dog Show, New York, Feb. 12-13; Georgia Day (Holiday in Georgia); First newspaper report via telephone—from Salem to Boston, Mass., 1877.
- 13—Univ. of North Carolina first State University, opened, 1795;
- 14—St. Valentine's Day; Oregon admitted to Union, 1859; Arizona admitted to Union, 1912; Bell and Gray pat. telephone, 1876; Pres. Wilson read his completed draft of the League of Nations to peace conference, 1919.
- 15—National Cherry Week, Feb. 15-22; Susan B. Anthony, born, 1820.
- 16—Brotherhood Week, Feb. 16-23.
- 17—Suez Canal, opened, 1867.
- 18—Shrove Tuesday (Observed as Mardi Gras in Ala., Fla., and La.); Phonograph pat. by Edison, 1878.
- 19—Ash Wednesday; Lent begins; Ohio admitted to Union, 1803.
- 20—National Business Show, Feb. 20-26, San Francisco; Post Office System, organized, 1792.
- 21—District of Columbia given territorial form of government, 1871.
- 22—National Sew and Save Week, Feb. 22 to Mar. 1; George Washington, born, 1732 (Legal holiday all states).
- 24—Admiral Chester W. Nimitz, born, 1885.
- 25—Victor Hugo, born, 1802; 16th Amendment adopted giving power to tax incomes, 1913.
- 26—15th Amendment adopted, 1869; Canal Zone granted U. S. by Treaty with Panama, 1904.
- 27—Henry Wadsworth Longfellow, born, 1807.
- 28—The Baltimore & Ohio, country's first railroad, chartered, 1827.

## MARCH

Flower—Violet; Birthstone—Jasper, Bloodstone, Aquamarine.

- 1—Red Cross Fund, Mar. 1-31; 4-H Club Week, Mar. 1-9; Bank of Philadelphia chartered—first in U. S., 1780; Nebraska joined Union, 1867; U. S. Dept. of Education, est., 1867.
- 2—Texas Independence Day.
- 3—First U. S. postage stamps, 1847; Florida admitted to Union, 1845; Bell, inventor of telephone, born, 1847; First Internal Revenue Tax Law passed by Congress, 1791; Department of Interior, created, 1849; First conscription or draft law enacted by Congress, 1863.
- 4—Bank Holiday of 1933; 108th Anniversary of express service; Penn. Day; Charter granted, 1681; Vermont joined Union, 1791.
- 6—Purim.
- 7—Luther Burbank, horticulturist, born, 1849; First successful radio conversations between New York and London, 1926.
- 8—Farm Day (14th anniversary of Farm Aid Program); Commodore Perry conferred with Japs at Yokohama and presented America's gifts in opening Japan to world, 1854; Banks of country reopen for restricted business, 1933.
- 9—National Donut Week, Mar. 9-15; United States Civil Service Commission, established, 1883.
- 10—American Toy Fair, Mar. 10-22; Telephone first used in 1876.
- 11—Lend-Lease Bill signed, 1941.
- 12—Girl Scout Anniversary Week, Mar. 12-18; Girl Scout Birthday; Great

- Blizzard of 1888; General Post Office established, 1789.
- 13—Standard time in effect, 1884.
- 14—Eli Whitney pat. cotton gin, 1794; Albert Einstein, born, 1879.
- 15—Andrew Jackson, born, 1767; Federal income tax due; Maine admitted to Union, 1820; Congress passed Soldier Vote Bill, 1944.
- 16—National Wild Life Restoration Week, Mar. 16-22; James Madison, born, 1751; Fed. Trade Commission org., 1915.
- 17—National Hobby Week, Mar. 17-22; International Flower Show, Mar. 17-22, New York; St. Patrick's Day; Camp Fire Girls, founded, 1912.
- 18—Grover Cleveland, born, 1837; Four Freedoms Flag (Flag of the United Nations) unfurled in Washington, 1943.
- 20—International Bowling Championship, Mar. 20 thru May 12.
- 21—Spring begins; Bach, composer, born, 1685.
- 23—Alaska made part of U. S., 1867.
- 25—UNO meeting started at Hunter College, Bronx, N. Y., 1946; Maryland Day (State holiday).
- 27—New Air Mail and New York Postage Rates, in effect, 1944; Winston Churchill signs agreement to lease to U. S. all British Bases in Atlantic in return for 50 Destroyers, 1941.
- 28—Savannah, first American steamboat to cross Atlantic, set sail from N. Y., 1819.
- 29—Baseball Week, Mar. 29 to Apr. 5; John Tyler, born, 1790.
- 30—Palm Sunday.
- 31—Unemployment Relief Act, signed, 1933.

## APRIL

Flower—Daisy; Birthstone—Sapphire, Diamond.

- Cancer Drive this month.
- 1—April Fool's Day; Conservation Week, Apr. 1-5.
  - 2—Free Postage for men and women in U. S. Armed Forces, 1942; First U. S. Mint, est., 1792. The electric theatre—first all-movie, opened in Los Angeles, 1902.
  - 3—Holy or Maundy Thursday.
  - 4—Good Friday; Beginning of commercial transmission of pictures by wire, 1925.
  - 5—Lent ends; Passover—1st day.
  - 6—Easter Sunday; Passover—2nd day; Army Day; U. S. entered World War I, 1917; Peary Discovered North Pole, 1909.
  - 7—Metropolitan Opera, N. Y., opened, 1880; 25 Kind to Animals Week, April 7-13.
  - 8—Ponce de Leon landed in Florida at St. Augustine, in search of the Fountain of Youth, 1513; Louisiana joined Union, 1812.
  - 9—The Circus, Apr. 9 to May 11; National Labor Board created, 1918.
  - 11—Passover—7th day.
  - 12—Franklin Delano Roosevelt died at Warm Springs, Ga., 1945; Harry S. Truman became President of the United States, 1945; First printing press set up in New York by William Bradford, 1693; Passover—Last day.
  - 13—Humane Sunday; Thomas Jefferson, born, 1743; Our flag with 13 alternate red and white stripes and a union of stars, flew in Washington for the first time, 1818.
  - 14—National Boys' Club Week, Apr. 14-20; Nat'l Sunday School Week, Apr. 14-20; Pan American Day; Webster's Dictionary, published, 1828; The Washington International Conference created the Pan-American Union, 1890.
  - 19—Patriot's Day (Me. and Mass.); Paul Revere's ride, 1775; U. S. off gold standard, 1933.
  - 20—World Fellowship Week, Apr. 20-26.
  - 21—Spanish-American War, began, 1898.
  - 22—Birthday of J. Sterling Morton, founder of "Arbor Day."
  - 23—Wm. Shakespeare, born, 1564; James Buchanan, born, 1791.
  - 24—First Newspaper, The Boston News-Letter, published, 1704.
  - 25—United Nations Conference at San Francisco, 1945.

- 26—National Boys and Girls Week, Apr. 26 to May 3; National Fishermen's Week, Apr. 26 to May 3; Confederate Memorial Day in Ala., Fla., Ga., and Miss.
- 27—Daylight Savings Time begins in New York. Local ordinance; National Baby Week, April 27 to May 3; National Noise Abatement Week, Apr. 27 to May 5; Ulysses S. Grant, born, 1822; Morse, inventor of telegraphy, born, 1791; Audubon, naturalist, born, 1780.
- 28—James Monroe, born, 1758; Maryland entered Union, 1788.
- 30—Washington inaugurated President, 1789; Navy Department formally created, 1798; Congress enacted Neutrality Bill, 1937.

## MAY

Flower—Hawthorne; Lily of Valley; Birthstone—Agate & Emerald.

- National Cotton Week. Dates not scheduled as yet, but one week during this month will be set aside for this event.
- 1—Moving Day in many cities; May Day or Child Health Day; Gen. Mark W. Clark, born, 1896.
  - 2—James F. Byrnes, born, 1879.
  - 3—Country's first medical school (The Medical School of the University of Pennsylvania), established, 1765.
  - 4—National Religious Book Week, May 4-11; National Music Week, May 4-11; Sugar Rationing began, 1942; National Family Week, May 4-11.
  - 5—British Industries Fair, May 5-16, London & Birmingham; National Posture Week, May 5-10; National Restaurant Week, May 5-11.
  - 6—Manhattan Island (now New York City) purchased from the Indians, 1624; Regulation W in effect, 1942.
  - 8—V-E Day (End of War in Europe), 1945; Harry S. Truman, born, 1884.
  - 10—National Golf Week, May 10-17; Confederate Memorial Day (N. & S. C.).
  - 11—Mother's Day; Minnesota entered Union, 1858; First store in country to sell hardware only, opened in Phila., 1827; National Raisin Week, May 11-17.
  - 12—National Hospital Day.
  - 14—Lewis & Clark Expedition to West, 1804.
  - 15—Straw Hat Day, some cities; Air Mail Service, est., 1918; Ascension Day.
  - 16—National First Aid Week, May 16-25.
  - 17—West Coast Relays; First Kentucky Derby, 1875; Postal money order system, established, by act of Congress, 1864.
  - 18—Nat'l Foreign Trade Week, May 18-24; Buddy Poppy Week, May 18-24; "I am an American Day" (Citizenship Day) Designated by Congress, 1941.
  - 19—Clean Up Week, May 19-24.
  - 21—Outdoor Cleanliness Day; American Red Cross, founded, 1881.
  - 22—National Maritime Day.
  - 23—South Carolina joined Union, 1788.
  - 24—National Tennis Week, May 24-31; National Foot Health Week, May 24-31; First horse-drawn railroad, opened, 1830; Empire Day in Canada; Telegraph first used, 1844.
  - 25—Feast of Weeks (Shavuoth—1st day); Ralph Waldo Emerson, born, 1803.
  - 26—Feast of Weeks (Shavuoth—2nd day).
  - 27—Golden Gate Bridge, San Francisco (world's largest suspension bridge), opened, 1938.
  - 28—Dionne Quintuplets born, 1934.
  - 29—Simplified Tax Bills, signed, 1944; Rhode Island joined Union, 1790; Wisconsin joined Union, 1848; Ebenezer Sutter, inventor of standardized paper patterns, born, 1826.
  - 30—Memorial Day (except Ala., Fla., Ga., La., Miss., N. C., S. C., Tenn.). Confederate Memorial Day in Virginia.
  - 31—Congress enacted first copyright law, 1794.

## JUNE

Flower—Rose, Honeysuckle; Birthstone—Moonstone Pearl.

- 1—Kentucky entered Union, 1792; Tennessee enter Union, 1796.

(Continued on page 37)





farming is serious business with **WLW**





# WLW

## Regular Broadcasts

WLW originates a total of 21 broadcasts per week which are of real rural interest.

### ● EVERYBODY'S FARM HOUR

Noon time program daily except Sunday, features music and entertainment, news, weather reports, livestock receipts, interviews. Broadcast from Everybody's Farm and from farm and home special events and by recordings made "on the scene."

### ● EVERYBODY'S CHORE TIME

Morning edition of Everybody's Farm Hour, broadcast every day except Sunday from the studios of WLW. Presents vocal and instrumental music, headline news, weather reports, farm information and homemaking hints.

### ● FROM THE GROUND UP

Sunday morning program that presents a summary of the week's news in agriculture. Interprets events and their relation to the business of farming.

### ● FARM FRONT

Half-hour weekly broadcast by panel of four prominent farmers or farm leaders with farm program director as moderator. Informal discussion of current problems and vital issues affecting agriculture.

### ● WEATHER—MARKET REPORTS

Morning summary of weather reports for the area, plus estimated livestock receipts at Cincinnati, Indianapolis and Chicago markets, daily except Sunday.

### ● TOP OF THE MORNING

Early morning program of songs and music with rural appeal. Broadcast six days per week.

### ● FAMILY FAIR

Half-hour weekly audience participating program appealing to the entire family. Good music and help for homemakers by guest speaker.

## everybody's farm

• On April 23, 1941, a rolling tract of 137 acres in the shadow of WLW's 708 foot broadcasting tower near Mason, Ohio, was established as Everybody's Farm. In dedicating Everybody's Farm that day, James D. Shouse, President of Crosley Broadcasting Corporation, said in part: "Everybody's Farm is not a show place. It is a practical farm . . . will not be subsidized with resources from other than its own production. Farmer Earl Neal is operating this farm on a fifty-fifty landlord-tenant basis with us, and he is putting into practice his years of farming experience and modern methods as recommended by the United States Department of Agriculture and Ohio State University."

The operation of Everybody's Farm has unwaveringly followed these principles with gratifying results. As the home of "Everybody's Farm Hour" it has provided a background for the daily broadcasts that lend a down-to-earth authenticity to the program that farmers appreciate. Interest in Everybody's Farm runs high. It attracts a tremendous number of visitors each year—most of them farm folk from the WLW area.

*Visitors at the Farm gather around the ear-of-corn microphone*





# farm programs

- Since most farm families live comparatively isolated lives, they are more dependent on radio for diversion than are urban residents. They also turn to radio to an even greater extent for current news and for information that is of practical help to them in operating their farms.

- Realizing that national farm programs cannot deal with problems peculiar to any one section of the country, WLW has tailored all its farm programs to the interests of agriculture in its area.

## special program features

- With their fortunes forever dependent upon the vagaries of the elements, farmers have a real need for latest information about the weather. Also of vital importance to successful farm management is daily information about the live-stock market. For this reason, WLW listeners get the latest and most authentic reports available on these subjects.

Early each morning WLW obtains complete *weather reports* from the United States Weather Bureau Office in Cincinnati. This information is broadcast on "Everybody's Chore Time," "Weather and Market Reports" and "Everybody's Farm Hour." On this noontime program there is also presented a long-range (5 days) prediction for the WLW area every Tuesday and Friday.

By direct wire from the Union Stock Yards in Cincinnati come reports on the *estimated livestock receipts* at the principal markets in the area—Cincinnati, Indianapolis, and Chicago. This information is broadcast daily on "Weather and Market Reports." Later information including prices quoted is presented on "Everybody's Farm Hour."

Fruit is an important product of WLW-Land farms, and so this phase of farming receives special attention at the Nation's Station. Thrice each week from mid-March to mid-May, "Everybody's Chore Time" carries the *Ohio Fruit Spray Service* by direct wire from Ohio State University. This helpful service which tells farmers what, when and how to spray, is continued on a once-a-week basis until July 1.

A once-a-month feature of "Everybody's Farm Hour" is the "Keep 'Em Healthy" series broadcast through the cooperation of the Veterinarian Medical Associations of Ohio, Indiana, Kentucky, and West Virginia.

Another regular series is devoted to the costs and benefits of *rural electrification*.

## field pick-ups

- As it is impossible to render a complete farm service by originating all programs in the studio and on Everybody's Farm, the WLW microphone constantly is traveling to farms throughout the four-state area. A visit with a Kentucky farmer in his tobacco field, a discussion on poultry raising at

the Purdue, Indiana, Experimental Farm, a description of a maple sugar camp in Ohio—these are typical field pick-ups which are integrated into regular WLW farm programs.

## special events

- In addition to these on-the-farm broadcasts, WLW brings its rural listeners the outstanding events in the agricultural world such as: State Fairs of Ohio, Indiana, Kentucky, and West Virginia; outstanding county fairs; National 4-H Club Congress, Chicago; National Fat Stock Show, Chicago; Annual Meeting American Farm Bureau, Chicago; Annual Meetings of State Granges; Annual Agricultural Conference, Lafayette, Indiana, and Kentucky Farm and Home Week, Lexington.

## washington farm reports

- Each Saturday, listeners of "Everybody's Farm Hour" hear a pick-up from the Department of Agriculture in Washington. These interviews, arranged by WLW's Washington Bureau, present outstanding experts.



Battles interviews the owner of a prize-winning Jersey



Earl talks with Dr. Hutchings, Veterinarian of Purdue

## national recognition for WLW farm programs

- Because WLW has always regarded its obligation to provide farm programs as an unparalleled opportunity to serve its rural listeners, its farm program standards have always been high. To attain the best radio possible is the aim that inspires the day-in and day-out production of WLW farm shows. And this in turn entails much activity beyond the microphone. National recognition for outstanding public service to its vast rural audience was bestowed upon WLW when The Nation's Station won top honors among the major stations in the 1945 annual VARIETY MAGAZINE Showmanagement Awards. This was the seventh time in which WLW was so honored in the VARIETY annual survey. The 1945 award was won as a direct result of WLW's farm programming and was in recognition of the station's efforts in enlisting the support of WLW-Land in "Contributing to the World's Bread Basket."

In the annual poll of radio editors throughout the country conducted by BILLBOARD MAGAZINE, WLW's farm



program, "From the Ground Up," was cited as one of the nation's top public service broadcast series. In the words of BILLBOARD, this program "won a rave time and again."

## programming that pays off in listenership

- That WLW's farm programming policy provides rural listeners with the type of entertainment and information they prefer is evidenced by survey after survey. The Nielsen Radio Index for the WLW area, December, 1945, and January, 1946, reveals that 81.6% of the Rural homes listened to The Nation's Station. The NRI for this period also showed that in Rural homes WLW obtained 26.3% of all minutes of listening to all stations. WLW's Rural percent of Urban listening was 90%, while that of all other stations was 74.1%—evidence that WLW performs a greater Rural service than all other stations heard in the area.

**WLW**

The Nation's Most Merchandise-Able Station  
Crosley Broadcasting Corporation  
Cincinnati 2, Ohio



*Radio holds an important place in the farm family's life*



# NRDGA CALENDAR

(Continued from page 32)

- 2—America's First International Exposition of Textiles, June 2-7; By Act of Congress, Indians vote, 1924.
- 3—Confederate Mem. Day (La., Tenn.); Jefferson Davis, born, 1808 (celebrated in Ala., Ark., Fla., Ga., Miss., So. Car., Tex. and Va.).
- 5—Four Major Allies take control of Occupied Germany, 1945.
- 6—Invasion Day (D-Day) at Normandy, France, 1944; Nathan Hale, patriot, born, 1755; U. S. Employment Service, created, 1933.
- 8—Free postal delivery in cities of 50,000 population and over, established, 1872.
- 9—John Howard Payne, author "Home, Sweet Home," born, 1791.
- 10—National Flower Shut-in Day.
- 12—New York City, Incorp., 1655; Espionage Act, enacted, 1917.
- 13—Home Owners' Loan Act, signed, 1933.
- 14—Flag Day; Harriet Beecher Stowe, author of "Uncle Tom's Cabin," born, 1811.
- 15—Father's Day; Infantry Day. First observed, 1944; Arkansas joined Union, 1836; Federal Income Tax, 2nd payment.
- 16—First patterns cut from stiff cloth, marketed by Butterick, 1863.
- 17—Bunker Hill Day in Boston.
- 20—West Virginia joined Union, 1863.
- 21—Summer begins. (Mt. St. & Pac. St. Time.); New Hampshire joined Union, 1788.
- 22—Summer begins. (E. St. & C. St. Time.); G. I. "Bill of Rights" signed by Pres. Roosevelt, 1944.
- 23—Nat'l Swim-for-Health Week, June 23-28; C. L. Sholes pat. typewriter, 1869.
- 25—Virginia admitted to Union, 1788; Postal Savings Banks, established, 1910.
- 26—United Nations Conference in San Francisco ends, 1945. Charter signed.
- 27—Federal Housing Administration, established, 1934; Bureau of Labor Statistics (later Dept. of Labor) created, 1884.

## JULY

Flower—Water Lily, Sweet Pea; Birthstone—Onyx & Ruby.

- † Nat'l. Farm Safety Week, July 20-26.
- 1—2% Sales Tax effective, N. Y. C. 1946; Bikini Island Atom Bombing, 1946; International Monetary Conference at Bretton Woods, N. H., 1944; 20% Withholding Tax, in effect, 1943; Camp season opens about now; Dominion Day in Canada.
- 2—Pres. Harding signed joint resolution of Congress declaring peace with Germany and Austria, 1921.
- 3—Idaho admitted to Union, 1890; First normal school in country opened at Lexington, Mass., 1839; China and the United States signed first treaty of peace and friendship, 1844.
- 4—Independence Day; First road test of auto, 1894; Nathaniel Hawthorne, born, 1804; First Rodeo held in America at Prescott, Ariz., 1888; Calvin Coolidge, born, 1872.
- 5—Fast of Tamuz; Wagner Labor Relations Act, 1935.
- 7—Japan invades China, 1937; U. S. Occupied Iceland by agreement with Danish Government for duration of War, 1941; Air mail service—New York to California—established, 1929.
- 9—Elias Howe, inventor of sewing machine, born 1819.
- 10—Howard Hughes started (at Brooklyn) fastest round-the-world flight, 1938.
- 11—John Quincy Adams, born, 1767; Tri-Borough Bridge, N. Y., opened, 1936.
- 12—George Eastman, famed in photographic industry, born, 1854.
- 14—Bastille Day—first celeb. in U. S., 1914; First World's Fair in U. S., 1853.
- 15—St. Swithin's Day.
- 16—District of Columbia, 1790.
- 17—Big Three Conference at Berlin, July 17 to August 2, 1945.
- 18—United States-Canada St. Lawrence Treaty, 1932.
- 24—Pioneer Day in Utah.
- 25—New Price Control Bill signed, 1946; Occupation Day in Porto Rico.

- 26—Fast of Ab; Postal system, established, 1775; N. Y. ratifies Constitution, 1788; Clement E. Attlee, becomes Prime Minister of Great Britain, replacing Winston Churchill, 1945.
- 28—Beginning of World War I, 1914.

## AUGUST

Flower—Poppy, Gladiola; Birthstone—Carnelian, Sardonyx, Peridot.

- 1—Army Air Forces Day (AAF est., 1907); Colorado joined Union, 1876.
- 3—Germany declared war on England and France, 1914 (World War I).
- 4—U. S. Coast Guard, originated, 1790; Percy Bysshe Shelley, born, 1792.
- 5—First cable message between America and Europe, 1858.
- 6—First successful talking motion picture shown at Warner Theatre, N. Y., 1926; Alfred Lord Tennyson, born, 1809; The Atomic Bomb (developed and first used by United States) dropped on Hiroshima, Japan, 1945.
- 9—Roosevelt-Churchill Meeting at Sea, Aug. 9-12, 1941; First steam locomotive train, 1831; Francis Scott Key, born, 1780.
- 10—Herbert C. Hoover, born, 1874; Missouri admitted to Union, 1821.
- 11—Anglo-American War Conference at Quebec, Aug. 11-24, 1943.
- 12—Sewing machine patents granted to J. N. Singer and A. B. Wilson, 1831.
- 14—Atlantic Charter Day, Signing of Atlantic Charter by Pres. Roosevelt and Prime Minister Winston Churchill, 1941; Japan Surrenders unconditionally, accepting the Four Powers terms of the Potsdam Declaration, 1945.
- 15—Feast of Assumption, Holy Day; Panama Canal opened, 1914 (Traffic began July 12, 1920); Sir Walter Scott, born, 1771.
- 16—Battle of Bennington (cel. in Vermont).
- 17—Fulton's first steamboat made trip New York to Albany, 1807.
- 18—Roosevelt-Churchill met, Quebec, 1943; Virginia Dare, first child of English parents, born in America at Roanoke Island, 1587; Thousand Islands International Bridge between United States and Canada opened, 1938.
- 19—National Aviation Day.
- 20—Benjamin Harrison, born, 1833.
- 21—Dumbarton Oaks Conference with delegations of United Kingdom, Aug. 21 to Oct. 7, 1944; End of Lend-Lease, 1945.
- 22—Red Cross established in Geneva, 1864; Oliver Wendell Holmes, born, 1809.
- 23—Gen. Jonathan M. Wainwright, born, 1883.
- 26—Woman Suffrage—19th Amendment, 1920.
- 27—First Petroleum Well opened, Titusville, Pa., 1859.
- 31—Labor Sunday; National Air Races, Aug. 31 to Sept. 3.

## SEPTEMBER

Flower—Morning Glory, Aster; Birthstone—Chrysolite & Sapphire.

- Colleges Open this month.
- First Printing Press operated U. S., 1639.
- 1—Labor day, est., 1884; First air express service, 1927; Retail Installment Regulations, 1941.
- 2—V-J Day (Papers signed on U.S.S. Missouri); End of World War II; End of Chinese-Japanese War, 1945; Treasury Dept. created, 1789.
- 4—Henry Hudson, in "Half Moon," discovered Manhattan, 1609.
- 5—First Continental Congress opened in Philadelphia, 1774.
- 6—Lafayette Day (Lafayette born, 1757); Celebration of Battle of Marne, 1914.
- 7—Boulder Dam in operation, 1936.
- 8—Schools open in most Communities; Globe circumnavigated in 1522.
- 9—California joined Union, 1850.
- 10—Elias Howe pat. sewing machine, 1846.
- 11—Second Conference—Roosevelt and Churchill, Quebec, Sept. 11-16, 1944.
- 12—170th birthday of New York State; Defender's Day in Maryland.
- 13—Star-Spangled Banner written in 1814.
- 15—Rosh Hashanah (1st day); Jewish New Year; William Howard Taft, born, 1857; Federal Income Tax, third payment.
- 16—Rosh Hashanah (2nd day); Jewish New Year; Selective Service Act, signed, 1940.
- 17—Constitution Day (Const. adopted, 1787).
- 21—National Dog Week, Sept. 21-27.

- 22—National Sweater Week, Sept. 22-27; Lincoln's Emancipation Proclamation, first issued, 1862.
- 23—Autumn begins today; Lewis-Clark after expedition to West, returned to St. Louis, 1808.
- 24—Yom Kippur (Day of Atonement).
- 25—Rodeo at Mad. Sq. Garden, New York, Sept. 25 thru Oct. 27; Bill of Rights, enacted, 1789; First Trans-Atlantic Air Express Service by Clipper to Lisbon, started 1941; 12th Amendment to Constitution, manner of choosing President and Vice-President, declared ratified, 1804.
- 26—American Indian Day; Federal Trade Commission, est., 1914.
- 28—Daylight Saving Time ends; Religious Education Week, Sept. 28 to Oct. 5; Gold Star Mother's Day.
- 29—National Business Show, Sept. 29 thru Oct. 4, New York.
- 30—Feast of Tabernacles (Succoth—1st day); Feast of Tabernacles (Succoth—2d day).

## OCTOBER

Flower—Dahlia, Hops; Birthstone—Opal, Tourmaline.

- Information re: open seasons for game hunting can be secured from the U. S. Department of Agriculture, Washington, D. C.
- National Business Women's Week—some time this month.
- National Automobile Show—some time this month.
- † World Series usually held this month.
- 1—New 5c Air Mail Rate, in effect, 1946; Rural Free Delivery established, 1896; Moving Day in many cities; New Excise Tax, in effect, 1942; Missouri Day (celebrated in Mo schools).
- 2—Anti-Inflation Bill signed, 1942; First Pan American Conference at Washington, 1889; Cordell Hull, born, 1871.
- 3—Nationally Advertised Brands Week, Oct. 3-13.
- 4—Rutherford B. Hayes, born, 1822; Loyalty Days, Oct. 4-5.
- 5—National Employ the Physically Handicapped Week, Oct. 5-11; Chester Alan Arthur, born, 1830; Fire Prevention Week, Oct. 5-11; Loyalty Day.
- 7—Rejoicing of the Law (Simcoth Torah); Bill to Protect Civil Rights of Men in Armed Forces, signed, 1942; First U. S. Railroad, 1826.
- 9—Chicago Fire, Oct. 9-11, 1871; Canadian Thanksgiving Day.
- 11—National Wine Week, Oct. 11-18.
- 12—Columbus Day (celebrating discovery of America, 1492); National Letter Writing Week, Oct. 12-18.
- 13—Columbus Day (celebrated today).
- 14—William Penn, born, 1644; Gen. Dwight D. Eisenhower, born, 1890.
- 16—National Selective Service Registration Day, 1940 (Conscription); U. S. Mint est. in Phila., 1786; Wireless first used from water to shore by Walter Wellman, 1910.
- 17—Chicago's subway opened, 1943.
- 18—United States took formal possession of Alaska, 1867; United States took formal possession of Puerto Rico, 1898.
- 19—Three-power Conference (U. S., Great Brit. & Russia) at Moscow, 1943; Laymen's Sunday.
- 20—National Bible Week, Oct. 20-26.
- 21—Fourteenth and last Continental Congress adjourned, 1788; First radio telephone across Atlantic, 1915.
- 22—First National Horsemeshow, opened in New York, 1883.
- 23—First Locomotive Built & Run in U. S., 1824.
- 24—Wage and Hour Law in effect, 1938.
- 25—First Trademark registered in U. S., 1870; National Apple Week, Oct. 25 to Nov. 1.
- 26—National Honey Week, Oct. 26 to Nov. 2; Erie Scout Week, Oct. 26 to Nov. 1; Erie Canal, opened, 1825; Better Parenthood Week, Oct. 26 to Nov. 1.
- 27—First baby carriage patent granted to A. Clifford, 1823; Navy Day; Theodore Roosevelt, born, 1858.
- 28—Statue of Liberty unveiled on Bedloe's Island, 1886; Freedom of U. S. press, 1753.
- 30—John Adams, born, 1735; Nevada admitted to Union, 1864.
- 31—Apple Day; Hallowe'en; Birthday of Juliette Low, founder of Girl Scouts.

## NOVEMBER

Flower—Chrysanthemum; Birthstone—Topaz.

- Basketball Season opens this month; Hockey Season opens this month.
- Opera Season opens this month

- 1—Rent Control effective in New York, 1943; American Art Week, Nov. 1-8; All Saints' Day; National Author's Day.
- 2—James K. Polk, born, 1795; Warren G. Harding, born, 1865; N. and S. Dakota joined Union, 1889.
- 4—Election Day.
- 7—Air Express, first shipment from Dayton to Columbus, Ohio, 1910.
- 8—Montana joined Union, 1889; New York City's first newspaper—New York Gazette, published by William Bradford, 1725; American Legion, incorporated 1919.
- 9—Book Week, Nov. 9-15; United Nations Relief and Rehabilitation Administration, founded 1943.
- 10—U. S. Marine Corps, organized 1775; Wage & Price Control (except rent, rice and sugar) ended, 1946.
- 11—Armistice Day, end of World War I, 1918; Washington joined Union, 1889.
- 12—Congress passed Bill to draft 18 and 19 year olds, 1942.
- 13—Robert Louis Stevenson, born, 1850.
- 16—Oklahoma entered Union, 1907; Russia recognized by United States, 1933; Federal Reserve System in operation for first time, 1914.
- 18—Congress adopted Standard Time in 1883.
- 19—James A. Garfield, born., 1831; Lincoln's Gettysburg Address, 1863.
- 21—No. Carolina joined Union, 1789.
- 22—Roosevelt and Churchill met at Cairo with Chiang Kai-Shek prior to meeting at Teheran with Stalin, 1943.
- 23—Franklin Pierce, born, 1804.
- 24—Christmas Seal Campaign, Nov. 24 to Dec. 24; Zachary Taylor, born, 1784.
- 25—National Radio Week, Nov. 25 to Dec. 1.
- 27—Thanksgiving Day. Since 1941 designated by Congress as fourth Thursday of the month.
- 28—First U. S. Government Post Office, 1783.
- 29—Louisa May Alcott, author of "Little Women," born, 1832.
- 30—Inventory Limitation Order, 1942; U. S. Patent System, established 1836; Winston Churchill, born, 1874.

## DECEMBER

Flower—Holly, Poinsettia; Birthstone—Turquoise, Ruby, Lapis, Lasuli.

- 2—National Prosperity Week, Dec. 2-7; LaGuardia Field (Airport) at North Beach, L. I., officially opened, 1939.
- 3—Illinois admitted to Union, 1818.
- 4—Roosevelt-Churchill-Stalin, met at Teheran, 1943; Thomas Carlyle, born, 1795.
- 5—Martin Van Buren, born, 1782; 18th Amendment repealed, 1933.
- 7—Pearl Harbor attacked, 1941; Delaware joined Union, 1787; The Philharmonic Society of New York, country's first professional symphony orchestra, held first concert, 1842; International Golden Rule Week, Dec. 7-14.
- 8—Hanukah (1st day); U. S. Declared War on Japan, 1941; Feast of Immaculate Conception.
- 9—First U. S.-made locomotive completed at West Point Foundry, 1830.
- 10—Philippines ceded to U. S., 1898; Mississippi joined Union, 1817.
- 11—Germany and Italy declared War on U. S., 1941; Indiana admitted to Union, 1816; American Federation of Labor, est. 1886.
- 12—Pennsylvania joined Union, 1787; Washington became permanent seat of government, 1800; Marconi signaling of letter "S" across Atlantic—birth of wireless, 1901.
- 14—World Christmas Festival; Alabama joined Union, 1819.
- 15—Bill of Rights Day (enforced, 1791); Federal Income Tax, last payment.
- 16—Boston Tea Party, 1773; Beethoven, composer, born, 1770.
- 17—John Greenleaf Whittier, born, 1807; Wilbur Wright's first flight, 1903; "Pan American Aviation Day."
- 18—New Jersey entered Union, 1787.
- 21—World's First Cooperative Store, established 1844 in Rochdale, England; Forefathers Day—Landing of Pilgrims in 1620 (celebrated in New England).
- 22—Winter begins to day.
- 23—Christmas Day.
- 25—Woodrow Wilson, born, 1856; Iowa admitted to Union, 1846.
- 29—Andrew Johnson, born, 1808; Texas admitted to Union, 1845.
- 30—Alfred E. Smith, born, 1873.
- 31—New Year's Eve.





## NATIONAL NETWORKS' GROSS MONTHLY TIME SALES, 1927-1946

Year and Month 1941	ABC (Blue)*	CBS	MBS†	NBC	Year and Month 1944	ABC (Blue)*	CBS	MBS†	NBC
January	\$1,224,882	\$3,909,638	\$505,260	†	January	\$2,895,700	\$5,658,968	\$1,760,317	†
February	1,154,682	3,502,567	442,170		February	2,799,504	5,356,893	1,605,889	
March	1,231,238	3,928,902	513,780		March	3,080,398	5,801,669	1,807,031	
April	987,061	3,891,422	480,220		April	3,161,738	5,650,663	1,675,609	
May	961,117	3,825,466	503,929		May	3,327,599	5,843,018	1,625,276	
June	913,118	3,706,989	594,518		June	3,172,043	5,204,782	1,521,703	
July	854,623	3,498,594	512,745		July	3,866,504	5,369,333	1,511,393	
August	794,838	3,414,820	532,068		August	3,439,293	5,321,947	1,504,391	
September	798,303	3,527,262	529,015		September	3,629,402	5,386,014	1,547,329	
October	1,171,955	3,898,979	839,824		October	4,214,581	5,795,790	1,914,040	
November	1,304,461	3,708,095	958,938		November	4,082,115	5,577,354	1,825,567	
December	1,462,376	3,771,654	948,493		December	4,138,242	5,819,988	1,535,155	
<b>Total</b>	<b>\$12,858,169</b>	<b>\$44,584,378</b>	<b>\$7,800,955</b>		<b>†Total</b>	<b>\$41,856,129</b>	<b>\$66,791,819</b>	<b>\$19,533,650</b>	
<b>1942</b>					<b>1945</b>				
January	\$1,823,355	\$3,930,385	\$1,024,511.74	†	January	\$3,868,076	\$5,884,576	\$1,423,094.48	†
February	1,162,046	3,803,600	933,135.39		February	3,392,336	5,396,202	1,385,477.88	
March	1,839,044	3,974,041	1,063,444.35		March	3,699,248	5,384,545	1,512,364.29	
April	1,137,724	3,723,961	904,845.18		April	3,224,426	5,270,361	1,327,183.81	
May	1,241,801	3,680,745	748,744.64		May	3,609,944	5,618,030	1,679,940.98	
June	1,111,092	3,690,501	665,372.17		June	3,008,970	5,400,859	1,478,787.59	
July	1,087,309	3,492,782	581,305.41		July	2,823,147	5,030,847	1,658,068.89	
August	953,103	3,454,329	518,226.36		August	2,701,738	5,005,100	1,702,467.19	
September	1,106,349	3,752,621	707,288.54		September	2,982,867	5,296,188	1,726,250.83	
October	1,692,309	4,023,569	772,221.29		October	3,593,027	5,682,948	2,109,371.30	
November	1,713,994	4,149,843	910,167.60		November	3,585,259	5,567,630	2,154,455.31	
December	1,914,867	4,296,798	861,814.67		December	3,556,933	5,687,615	2,284,900.80	
<b>Total</b>	<b>\$15,782,498</b>	<b>\$45,598,125</b>	<b>\$9,636,122.49</b>		<b>Total</b>	<b>\$40,045,966</b>	<b>\$65,724,851</b>	<b>\$20,637,362.80</b>	
<b>1943</b>					<b>1946</b>				
January	\$1,797,274	\$4,194,882	\$992,104	†	January	\$3,708,963	\$5,650,986	\$2,369,521	†
February	1,747,058	3,790,165	826,085		February	3,348,135	5,072,287	2,130,379	
March	2,024,035	4,457,068	941,538		March	3,659,331	5,497,509	2,442,141	
April	1,998,708	4,591,992	961,918		April	3,411,558	5,161,951	2,244,614	
May	2,079,962	4,880,037	1,080,797		May	3,470,158	5,275,270	2,267,233	
June	1,974,029	4,870,744	1,100,481		June	3,336,572	4,984,216	2,102,569	
July	1,848,386	4,901,974	1,053,309		July	3,237,134	4,075,278	1,821,204	
August	2,008,331	4,863,104	1,205,240		August	3,132,393	4,228,437	1,644,347	
September	2,180,712	4,932,711	1,153,510		September	3,285,306	4,475,239	2,019,615	
October	2,354,199	5,481,098	1,407,787		October	3,301,213	5,195,499	2,373,610	
November	2,356,294	5,356,596	1,479,942		November	3,323,056	5,141,235	2,236,435	
December	2,504,920	5,631,373	1,603,402		December	3,422,306	5,360,998	2,263,484	
<b>Total</b>	<b>\$24,869,948</b>	<b>\$57,951,744</b>	<b>\$13,841,608</b>		<b>Total</b>	<b>\$40,617,130</b>	<b>\$60,063,905</b>	<b>\$25,907,202</b>	

\*Blue Network began operations in 1938 as second NBC network, becoming an independent network in 1942. Name changed to ABC (American Broadcasting Co.) in 1945.  
 †Mutual Broadcasting System began operations in 1935. †National Broadcasting Co. figures for 1941 and succeeding years not disclosed. †Includes an estimated \$1,760,000 for political sales.

# SHAKE HANDS WITH



# "THE FRIENDLY GROUP"

Four Stations in Four States under the experienced management of "The Friendly Group". Extending you a friendly hand for more business from these thriving markets.



For further details, write John Laux, Managing Director  
 "The Friendly Group", Steubenville, O.

Represented by **Joseph Hershey McGillvra, Inc.**

- WPIT**  
PITTSBURGH, PA.  
JACK MERDIAN, MGR.  
INDEPENDENT
- WSTV**  
STEUBENVILLE, O.  
JOHN LAUX, MGR.  
MUTUAL
- WFPG**  
ATLANTIC CITY, N. J.  
EDDIE KOHN, MGR.  
ABC NETWORK
- WKNY**  
KINGSTON, N. Y.  
LOU STEKETEE, MGR.  
MUTUAL



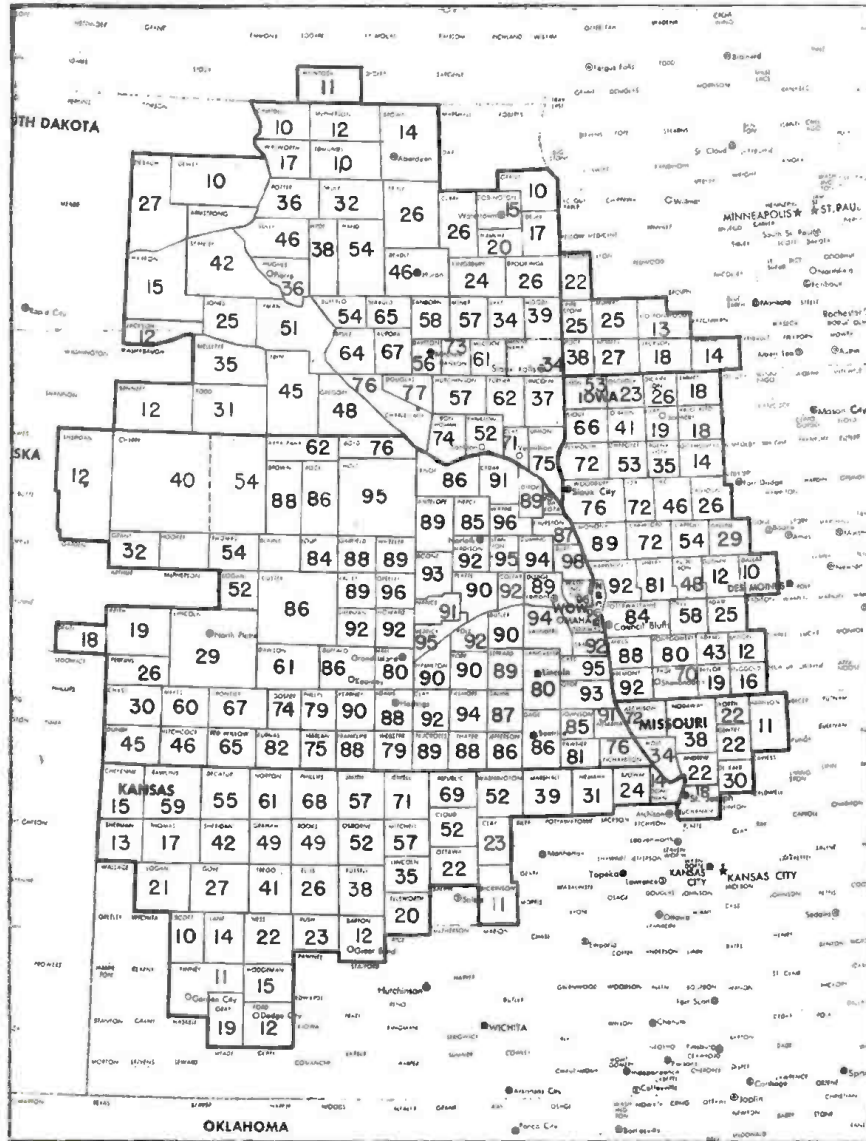




### Dear Mr. Time-Buyer:

Here's WOW's new BMB circulation map (daytime \*) with ALL BMB density figures imprinted on it.

**IF YOU PREFER:** 1944 NBC All-County Map; WOW Mail Maps; Current Hooper and Conlan surveys — for both quantitative and qualitative coverage data — available on request.



#### BMB DAYTIME CIRCULATION: 445,010 FAMILIES

- 31 Counties in 90% or more level \*\*
- 63 Counties in 80% or more level
- 83 Counties in 70% or more level
- 97 Counties in 60% or more level
- 119 Counties in 50% or more level
- 228 COUNTIES IN 10% OR MORE LEVEL

\* WOW's Nighttime BMB Map and Circulation Figures, available on request, are about the same.

\*\* Detailed breakdowns by counties at any or all of NINE levels immediately available on request.

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



MAJOR NETWORKS' GROSS BILLINGS BY AGENCIES: 1946

ABC Billings by Agencies

Dancer-Fitzgerald-Sample	\$4,076,892
J. Walter Thompson Co.	3,766,584
BBDO	3,307,199
Kenyon & Eckhardt	2,998,995
Compton Adv.	2,305,677
Wade Adv. Agency	1,965,231
Warwick & Legler	1,780,427
Hutchins Adv. Co.	1,712,271
Benton & Bowles	1,677,120
McCann-Erickson	1,550,664
N. W. Ayer & Son	1,139,700
Schwimmer & Scott	905,473
La Roche & Ellis	904,856
Sherman & Marquette	894,275
Maxon Inc.	844,980
Young & Rubicam	725,267
Doherty, Clifford & Shenfield	692,427
Roche, Williams & Cleary	687,683
Knox, Reeves Adv.	652,845
Lennen & Mitchell	642,758
Charles Dallas Reach Co.	531,969
William H. Weintraub & Co.	459,050
Hazard Adv. Co.	455,010
Small & Seiffer	400,905
Hill Blackett & Co.	384,954
Keeling & Co.	355,799
Tracy-Locke Inc.	342,978
Joseph Katz Co.	306,818
Buchanan & Co.	285,953
Grant Adv.	284,632
Huber Hoge & Sons	254,316
MacFarland, Aveyard & Co.	246,023
Foote, Cone & Belding	205,799
Sullivan, Stauffer, Colwell & Bayles	179,652
Gabagan, Turnbull & Co.	175,259
Erwin, Wasey & Co.	168,852
Ivey & Ellington	148,320
Needham, Lewis & Brorby	148,067
H. B. Humphrey Co.	146,952
Blow Co.	138,841
Pacific National Adv. Agency	138,659
A. W. Lewin Co.	115,497
Wiltman & Pratt	100,124
Trade Development Corp.	92,809
Raymond Spector Co.	89,210

Ray S. Durstine Inc.	88,244
M. H. Hackett Co.	86,438
Robert Raisbeck Adv. Agency	80,736
Alfred J. Silberstein-Bert Goldsmith	71,744
Robert Orr & Associates	70,960
Aubrey, Moore & Wallace	64,641
McManus, John & Adams	60,011
Morse, International Agency	45,787
St. Georges & Keyes	45,683
Elwood J. Robinson Adv. Agency	44,460
Brisacher, Van Norden & Staff	43,904
Brooks Adv. Agency	42,793
Donahue & Coe	41,323
Kudner Agency	39,443
William Esty & Co.	38,481
Ewell & Thurber Associates	33,308
Barton A. Stebbins Adv. Agency	32,999
Russel M. Seeds Co.	32,379
Adolph Wenland & Assoc.	28,782
Charles Sheldon Adv. Agency	27,606
MacLaren Adv. Agency	25,907
Alvin Wilder Adv.	24,180
Hugh A. Deadwyler Adv.	18,829
John Barnes & Assoc.	18,460
Smith, Bull & McCreey	16,589
Ruthrauff & Ryan	16,008
McJunkin Adv. Co.	18,725
Raymond R. Morgan Co.	10,314
Blaine-Thompson Co.	10,247
Abbott Kimball Co.	8,600
Lockwood-Shackelford	7,596
Bruce Eldridge Adv.	7,766
No Agency	5,992
Green-Brodie	5,834
Street & Finney	4,784
Campbell-Mithun	4,557
Furman, Feiner & Co.	3,840
Dudley L. Logan Adv.	3,820
Hixon-O'Donnell Adv. Agency	3,860
George Lynn Adv. Agency	2,940
Walter W. Wiley Adv.	2,904
Duane Jones Co.	2,646
Howard G. Hanvy Co.	2,564
TOTAL	\$40,617,130

CBS Billings by Agencies

Young & Rubicam	\$6,601,846
Dancer-Fitzgerald-Sample	6,544,748
Blow Co.	5,156,544
Ruthrauff & Ryan	4,139,431
J. Walter Thompson Co.	4,072,533
Foote, Cone & Belding	3,545,233
Compton Adv.	2,898,162
Benton & Bowles	2,497,559
Ward Wheelock Co.	2,451,403
BBDO	2,421,718
Wm. Esty & Co.	1,795,304
Duane Jones Co.	1,444,012
Geyer, Cornell & Newell	1,412,791
N. W. Ayer & Son	1,344,689
McCann-Erickson	1,268,213
Pedlar & Ryan	1,012,528
Gardner Adv. Co.	874,076
Buchanan & Co.	805,255
Lennen & Mitchell	790,422
Wm. H. Weintraub & Co.	785,698
Campbell-Ewald Co.	725,685
Ted Bates Inc.	706,515
Sherman & Marquette	681,005
Kenyon & Eckhardt	530,029
Warwick & Legler	518,483
Grant Adv.	436,747
McJunkin Adv. Co.	405,119
Roche, Williams & Cleary	387,435
Arthur Meyerhoff & Co.	365,454
Lambert & Feasley	295,901
Sullivan, Stauffer, Colwell & Bayles	278,918
J. M. Mathes Inc.	273,230
Shaw-Le Vally Inc.	269,547
C. L. Miller Co.	257,091
Erwin Wasey & Co.	213,305
Wallace-Ferry-Hanly Co.	206,955
Sorenson & Co.	201,081
Morse International	127,436
Henri, Hurst & McDonald	116,908
MacManus, John & Adams	103,700
Elwood J. Robinson Adv.	81,224
Platt-Forbes	78,338
Brisacher, Van Norden & Staff	74,532
Garfield & Guild Adv.	71,320
Joseph Katz Co.	70,630
Barton A. Stebbins Adv. Agency	62,559
Raymond R. Morgan Agency	51,809
Ronalds Adv. Agency	50,706
Maxon Inc.	48,028
Spitzer & Mills	46,638
Cockfield, Brown & Co.	39,627
Brooks Adv. Agency	39,520
M-C-M Adv. Agency	38,220
Pacific National Adv. Agency	36,432
Hixon-O'Donnell Adv.	29,804
W. Earl Bothwell Adv. Agency	28,876
Christiansen Adv. Agency	21,280
Rhoades & Davis	20,592
Smith & Drum	20,553
Long Adv. Service	20,498
Hillman-Shane	19,432
De Cora Inc.	16,927
Little & Co.	16,494
Lockwood-Shackelford Co.	15,798
Vickers & Benson	15,525
F. M. Hayhurst Co.	12,390
Gilham Adv. Agency	10,920
Blaine-Thompson Co.	10,805
Hong-Cooper Co.	9,832
Frank Oxarart Co.	7,905
Gabagan, Turnbull & Co.	7,265
Abbott-Kimball Co.	5,362
J. D. Tarcher & Co.	4,641
Altkin-Kynett Co.	4,350
Emil Mogul Co.	2,723
Milton Weinberg Adv. Co.	2,150
Walsh Adv. Co.	1,950
Smalley, Levitt & Smith	1,147
Manson-Gold Adv. Agency	1,104
Whitaker & Baxter	888
Furman, Feiner & Co.	745
Eric Cullenward & Assoc.	573
Mays & Bennett	430
Dorland-International & Pettigell & Fenton	287
Clarence B. Juneau Agency	287
TOTAL	\$60,063,905

MBS Billings by Agencies

Erwin, Wasey & Co.	\$2,329,308
D'Arcy Adv. Co.	2,011,405
Ruthrauff & Ryan	1,188,488
Gardner Adv. Co.	1,471,133
Neal D. Ivey	1,220,280
Ted Bates Inc.	1,042,223
Wade Adv. Agency	1,027,978
Compton Adv.	1,006,661
Kenyon & Eckhardt	957,174
Roy S. Durstine Inc.	941,874
Kudner Agency	905,788
Dancer-Fitzgerald-Sample	753,016
Arthur Meyerhoff & Co.	697,665
Hixson-O'Donnell Adv.	578,688
Benton & Bowles	575,647
Federal Adv. Agency	531,954
Hill Blackett & Co.	528,361
Ollan Adv. Co.	494,524
L. W. Ramsey Co.	449,888
Wm. H. Weintraub & Co.	432,513
St. Georges & Keyes	429,170
Young & Rubicam	409,193
Birmingham, Castleman & Pierce	400,868
J. Walter Thompson Co.	367,996
Grant Adv.	364,581
Aubrey, Moore & Wallace	348,588
Gotham Adv. Co.	319,364
Stanley G. Boynton	305,212
Calkins & Holden	297,006
R. H. Alber Co.	245,569
G. C. Hoskin Assoc.	239,762
Roche, Williams & Cleary	222,722
Sheldon, Quick & McElroy	220,662
Maxon Inc.	211,450
N. W. Ayer & Son	199,859
Cecil & Presbey	168,258
Keeling & Co.	160,385
Morse International	157,179
H. B. Humphrey Co.	147,267
Geyer, Cornell & Newell	134,252
BBDO	123,459
Makellm Assoc.	122,024
LaRoche & Ellis	114,138
Al Paul Lefton Co.	112,275
Owens & Chappell	105,867
McJunkin Advertising Co.	103,224
Hutchins Advertising Co.	93,959
Newell-Emmett Co.	92,339
Weiss & Geller	80,983
Raymond R. Morgan	75,453
MacFarland-Aveyard & Co.	68,440
Tullis Co.	47,743
Ewell & Thurber Assoc.	42,548
Blaine-Thompson Co.	39,164
Frederick-Clinton Co.	30,020
Weston-Barnett	24,904
Lennen & Mitchell	20,255
Russel M. Seeds Co.	17,194
Huber Hoge & Sons	16,278
Sterling Adv. Co.	14,239
Roger Beane Adv. Agency	13,089
Gabagan, Turnbull Co.	13,020
Henri, Hurst & McDonald	11,700
Brooke, Smith, French & Dorrance	7,576
Direct	7,019
Walker & Downing	5,681
Smith, Bull, McCreey	5,190
Green-Brodie	4,576
Emil Mogul Co.	4,141
Peck Adv. Agency	1,422
Furman-Feiner Co.	607
TOTAL	\$25,907,202

NBC billings not released for publication



HOLLYWOOD'S FASTEST GROWING STATION  
SUNSET AND VINE • HOLLYWOOD  
THELMA KIRCHNER, Manager



**MEMPHIS** IS A

**"FIRST"** CITY AND

**WHHM** IS FIRST THOUGHT  
OF MANY IN THE MEMPHIS MARKET

**MEMPHIS**

world's largest cotton market  
world's largest artesian water  
system  
world's largest hardwood char-  
coal market  
Nation's largest hardwood floor-  
ing manufacturer

**W H H M**

the station that gets fan mail from  
other stations  
the station with more listeners  
per dollar in Memphis  
the station with music, news,  
sports 24 hours every day

**THE SPOT FOR YOUR SPOTS IS**

**WHHM**

**MEMPHIS • TENNESSEE**

**Represented by Forjoe and Company**

# 1946 RADIO AUDIENCE ANALYSES

By C. E. HOOPER  
President, C. E. Hooper, Inc.

1946, THE first post-war calendar year, saw many conflicting forces molding the size of the national radio audience. One of these forces was the reconversion from a war-time to a peace-time economy, with its inevitable repercussion on advertising plans and radio budgets. For a short period, economy was the watchword in radio advertising circles. On the other hand, demobilization was carried out at a much swifter pace than originally anticipated, and this vast new group of potential listeners could have been expected to take up much of the listening slack created by shorter and vastly altered sponsored broadcast schedules. Again, 1946 also saw the re-introduction of radio's greatest annual pre-war headache: sectional (and in places, local) adoption of Daylight Saving Time. And finally, 1946 saw Bing Crosby come back to the air on a transcribed network program. All in all, radio in 1946 had its full share of "peace-time" problems. How these affected radio audiences are treated in this annual review.

Because sponsored broadcasts play so large a part in building the radio audience, let's look first at the network program picture. It's full of discontinued programs, program shifts and new shows. Of the 195 sponsored programs (evenings and Sunday afternoon) on the air the week of February 1-7, only 137 were still (or back) on the air, the week of October 1-7, when the new broadcast season is presumably in full swing. (See Chart I).

This 30% loss shown in Chart I does not fully indicate the scope of the changes which took place in this period. Of the 137 which were back for a new broadcast season, fully 38 were either in a different time spot, or on a different day, or on a different network. Among these are some of the most familiar and time-honored names in radio, including to mention only a few: *The Aldrich Family*, *Bob Burns*, *Dinah Shore*, *Duffy's Tavern*, *Eddie Cantor*, *Fannie Brice*, *Gildersleeve*, *Information Please*, *Kate Smith*, *Quiz Kids*, *Rudy Vallee* and *Vox Pop*.

Further, 38 additional programs (evenings and Sunday afternoon) were listed in the October 15th Report which were not on the air during the week of February 1 through 7.

The schedule of the 175 evening and Sunday afternoon programs in the October 15th Report broke down as shown in Chart II.

This violent realignment of sponsored network programs represented a stern test of radio's place in American living. Habit is recog-

CHART I  
**CONTINUITY OF SPONSORED NETWORK PROGRAMS**  
(Based on Sponsored Network Evening and Sunday Afternoon Programs)

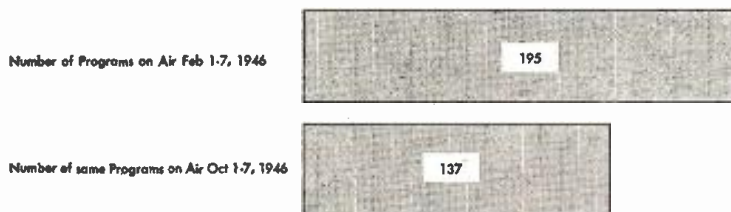
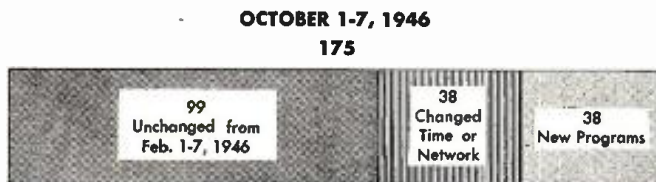


CHART II  
**ANALYSIS OF SPONSORED NETWORK PROGRAMS**  
(Based on Sponsored Network Evening and Sunday Afternoon Programs)



nized as one of the strongest forces making for radio listening. Broadcasters use it in their invitation to listeners to "tune in again next week, same time . . . same station." Andradio came through with flying colors. The difference in Sets-In-Use (See Chart IV page 48) between the October 15th Report and the February 15th Report was lower in 1946 than it was in 1945; Sets-In-Use in the October 15th Report, 1946, were within three-tenths of a point of the comparable figure in 1945; and this slight decline can more properly be explained by an

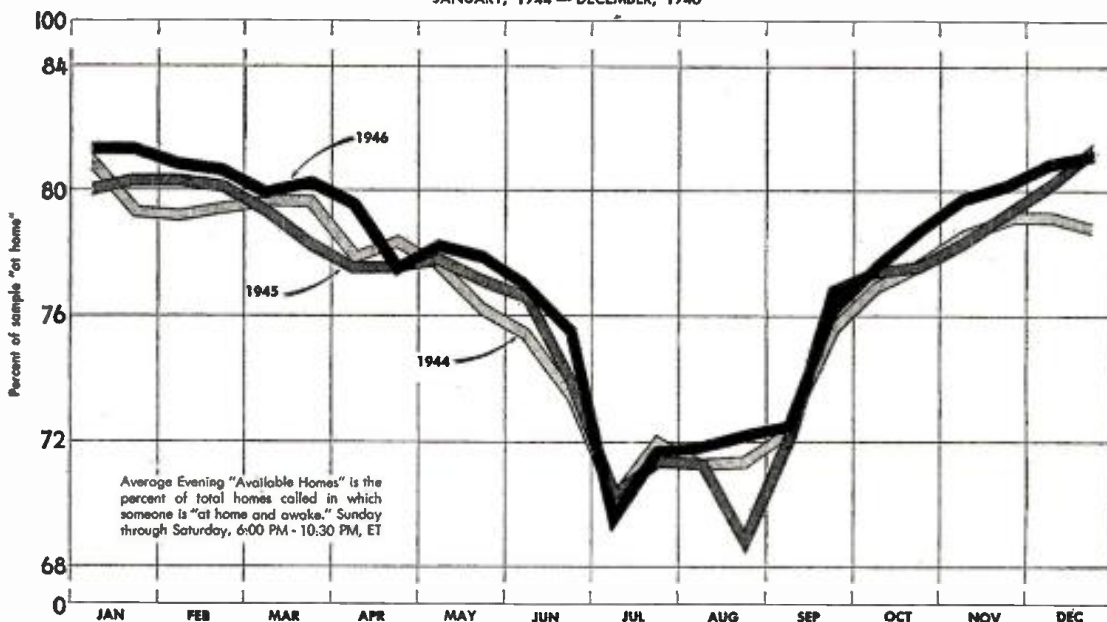
influence other than program schedules, i.e., Daylight Saving Time. Later Reports showed 1946 listening above the 1945 levels up until the final report for the year.

Moreover, Average Ratings of Sponsored Evening Programs in 1946, beginning with the October Reports were higher than the corresponding figures for 1945, as shown in the tabulation below:

Comparison of Average Ratings  
Evening Sponsored Programs

Hooper Report	Rating	
	1946	1945
October 15th	9.1	8.9
October 30th	9.8	9.0

CHART III  
Hooper Basic Audience Trends  
**AVAILABLE HOMES INDEX - EVENINGS**  
JANUARY, 1944 - DECEMBER, 1946



November 15th	10.2	9.4
November 30th	10.3	9.4
December 15th	10.7	10.1
December 30th	10.5	10.2

It is interesting to note that the Average Rating, as early as the second November Report in 1946, was higher than the year-end peak recorded in the second December Report in 1945. This gain was held in the last two reports of the year. The consistency with which increases over the previous year were maintained in report after report represents a fitting reward to those "intrepid" advertisers who braved economic uncertainty and committed themselves to network radio campaigns.

In contrast to the drastically altered sponsored network program schedules, program fare remained relatively constant. Chart IIA shows the distribution of nationally sponsored evening network time. In both periods, more sponsored time was devoted to dramatic programs than to any other single classification. In both periods, Variety programs ranked second. In fact, aside from the displacement of Popular Music by News for third place in 1946, all categories have the same ranking in the two quarters.

The volume of sponsored evening network time in the 1946 quarter was not as great as the figure for the previous year. Consequently, the actual increase in hours devoted to sponsored network dramatic programs in the last quarter of 1946 shows up in the spectacular increase from 31.5 to 37.8% for this



**WANT A  
CHOICE  
PROGRAM?**

**-OR A  
GOOD  
SPOT?**

**-NEED A  
'LIVE WIRE  
PERSONALITY?**

**-THEN IT'S  
WIRE**

**WIRE**

**BASIC NBC • 5000 WATTS  
JOHN E. PEARSON COMPANY  
NEW YORK • CHICAGO • KANSAS CITY**

AFFILIATED WITH

**THE INDIANAPOLIS STAR**

1947 Yearbook Number • Page

BROADCASTING • Telecasting

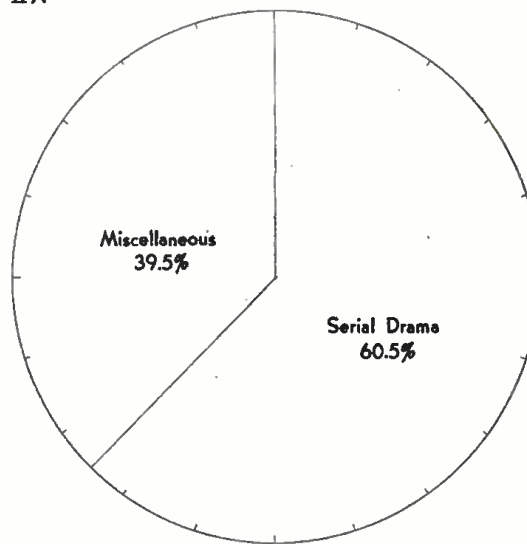
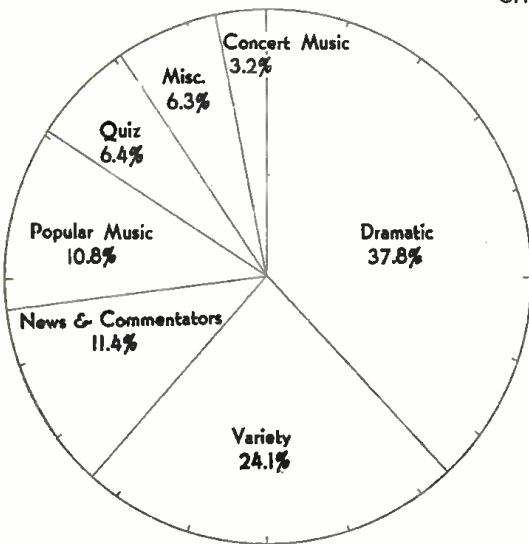
# DISTRIBUTION OF "NATIONALLY" SPONSORED NETWORK TIME BY PROGRAM TYPES

OCTOBER - NOVEMBER - DECEMBER, 1946

**EVENING**

**CHART IIA**

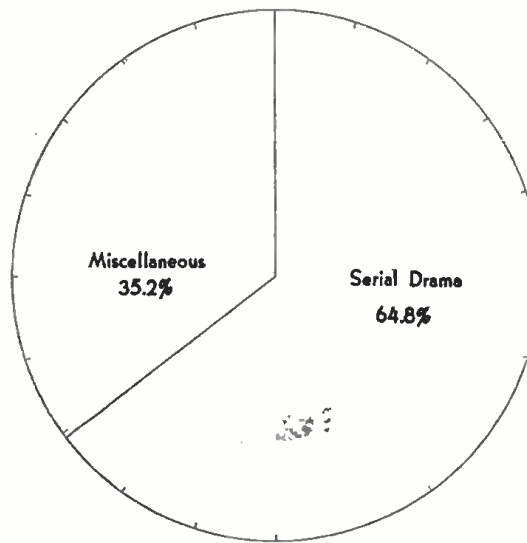
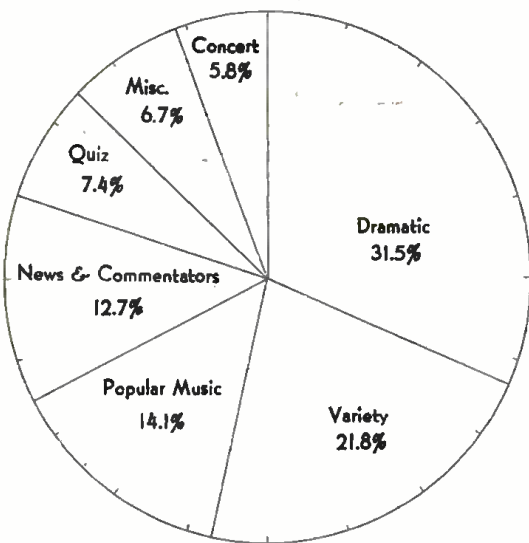
**DAYTIME**



OCTOBER - NOVEMBER - DECEMBER, 1945

**EVENING**

**DAYTIME**



in only two reports. For a clear measure of the impact of Daylight Saving Time, we need go back only one year further. The comparisons of Available Homes and Sets-In-Use, 1946 and 1944, for 10 Summer Reports yield identical results as the 1946-1945 comparisons: In 1946 the Available Homes was higher than 1944 in 8 Reports; Sets-In-Use were lower in 9 Reports.

The difference between changes in sponsored network schedules and Daylight Saving Time is essentially one of degree. Both represent disturbances to listening habit patterns. But of the two, Daylight Saving Time has the greater depressant quality. For very simple reasons: (1) it affects a much larger number of programs; (2) it precedes, by a very short interval, radio's annual crop of summer replacements. Without any consideration of program quality, these facts go a long way to explain the low listening levels recorded in 1946 audience trends. Only the presence of a very strong positive basic factor prevented the curves from dropping perhaps even lower during the Summer.

**(a) AVAILABLE HOMES**

Basic audience data are obtained by Hooper interviewers in 33 "Hooper" cities in which each of the four major networks offers service through a local station. These telephone interviews call homes continuously while programs are on the air and ask the following:

1. Were you listening to your radio just now?
2. To what program were you listening, please?
3. What station please?
- 4a. What is advertised?
- 4b. How many men, women and children are listening?

The telephone coincidental method (interviews while the program is on the air) has been adopted as standard for radio audience measurements by the industry which today relies exclusively on C. E. Hooper, Inc. for coincidental measurements of network program popularity. Not only does the organization stand alone in its field, but owing to the fact that it has been providing comparable radio audience measurements continuously since 1934, it is the only organization in radio with authentic "pre-war" data that are strictly comparable with current reports.

When a person picks up the phone (at the other end of which is a Hooper interviewer), he immediately becomes a fundamental Hooper statistic. He is listed as a member of the "Available Homes"—the per cent at home and awake, and hence potentially "available" to the radio, during the interviewing period. The answer to the first question (above), yields another fundamental measurement, "Sets-In-Use"—the per cent of homes listening to the radio at a given time. The three-year trends of Available Homes and Sets-In-Use for evening

category. All other program types suffered actual, though in some cases, insignificant decreases in broadcast hours.

Even more interesting than the improvement in rank achieved by News programs is the advertisers' trend away from musical programs. The figures for both Popular and Concert music are off from the previous year with popular music showing the greater decline. The slight decrease in the percentage of time taken up by Quiz programs and their low rank on the charts, may come as a surprise to those critics who claim that the air is filled with give-away programs.

**Serial Drama Decline**

While the daytime sponsored hours are still dominated by the

serial dramas, there is a marked decline, both actual and relative, for this type of program. In terms of total network sponsored hours the 1946 quarter was within 4% of the previous year. The drop from 64.8% to 60.5% thus represents a significant loss. The full extent of this loss is somewhat obscured by the fact that "kid-show" strips (which are included in this classification) are now more numerous than they were a year ago. It is from another type of serial drama that advertisers are turning.

In the Hooperating Hi-Lights accompanying the April 15th Report there was this warning, "Notice: Expect precipitous rating drops May 15th Report. The reason is Daylight Saving Time . . ." The

prophecy could have extended with equal accuracy to all the evening Reports issued from May through September. Comparing the 10 reports covering evening programs during these months with similar reports for 1945, we find that in 1946 . . .

Available Homes were Higher...8 times  
Sets-In-Use were Lower.....9 times  
Average Ratings were Lower...7 times\*  
(\* with 1 tie)

**Listening Trends**

It is true that listening comparisons between Summer 1946 and Summer 1945 are somewhat biased in favor of the earlier year which embraced the listening peaks of V-E and V-J Days (see Hooper 1945 Radio Audience Analyses, Broadcasting Yearbook, 1946). However, these events influenced the records





## MORE THAN YOU PAY FOR

WSM's 50,000 watt Clear Channel power beamed into our vast coverage area has introduced this station's talent to literally millions of people all over the country.

Proof of this is the box office appeal of our stars. Our figures over the last several years show that WSM talent annually averages 2,000 personal appearances in more than half the United States. To see these performances almost one million people pay a half-million dollars every year!

(And this figure does not include the quarter-million people who come to Nashville from all 48 states to witness the Grand Ole Opry—nor the thousands of visitors who comprise daily audiences for WSM shows in our own studios.)

These statistics give a graphic picture—

But, there are no figures which can represent the enormous amount of good will these personal appearances create. Good will that is transmitted to the advertisers who sponsor this WSM live talent.

The final result is worth thousands of dollars. But the cost to the advertisers?—*Not one red cent.*

Smart sponsors look to WSM for the *maximum return* on their every advertising dollar.

*"The Best in Broadcasting"*



**WSM**  
**NASHVILLE**

HARRY STONE, Gen. Mgr.

WINSTON S. DUSTIN, Comm. Mgr.

EDWARD PETRY & CO.

National Representatives

periods are shown in Charts III and IV.

The influence of the swift demobilization of the Armed Forces is clearly seen in the Available Homes curve for 1946 (Chart III). In literally millions of homes the family unit was expanded by the returning veteran. The housing shortage with its resulting "doubling-up" again tended to increase the number of people per dwelling unit. And with more people in the home, the audience available to radio automatically increases.

The upward climb in the Evening Available Homes Index was clearly noted towards the end of 1945. Between September, 1945 and August, 1946, there were only 4 periods (out of 24) when the Index did not stand higher than it did in the comparable Report the previous year. In the first half of 1946, the Index stood at the 3-year high in eleven out of the twelve Reports. There was a sharp break in the July 15th Report to the low for the year, but each subsequent Report showed consistent increases over the previous figure; and except for one Report, was higher than the figure in the same Report in 1945.

(b) SETS-IN-USE

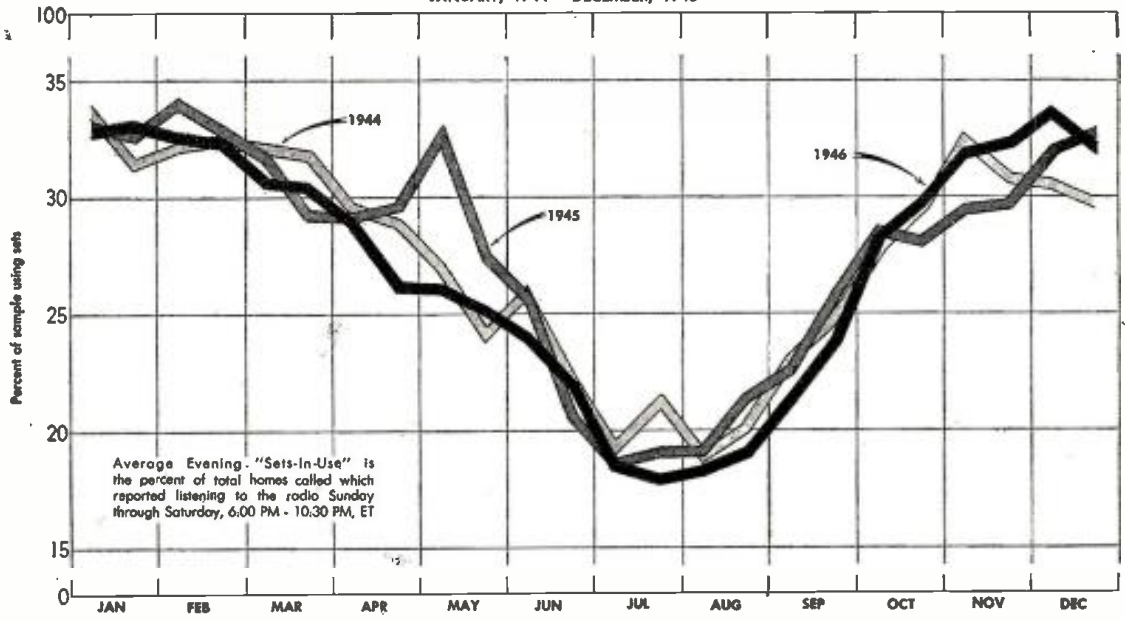
Despite the greater potential indicated by the rising Available Homes Index, it was not to be expected that the Evening Sets-In-Use Index would follow a similar trend. And as shown in Chart IV, the Evening Listening Index was, for the greater part of the year, below the 1945 curve. There are several reasons for this performance.

First, there was nothing on the air in the early months of 1946 that could compete in interest-

value with the compelling broadcasts during the same months in 1945—broadcasts which bespoke an early and complete victory in the West.

Second, there was the influence of Daylight Saving Time, already discussed, which further tended to depress the 1946 curve below the 1945 level. Not until the October 30th Report were any "normal" comparisons possible. And it is significant that in that Report there was a sizable gain over the previous year. In the November 15th Report, the increase was even greater. It is interesting to observe that these two Reports were the first in

CHART IV  
Hooper Basic Audience Trends  
SETS-IN-USE INDEX - EVENINGS  
JANUARY, 1944 - DECEMBER, 1946



1946 to show two consecutive increases over the comparable periods in 1945. The extra-seasonal upward trend at the end of the year continued to hold the 1946 curve above the 1945 figure for all reports until December 30th when a slight recession was recorded.

The indexes of the Available Homes and Sets-In-Use in the last quarter of the year are especially remarkable in view of the fact that they were achieved despite the most unseasonable weather in years. It was a warm Fall and delayed Winter. In the East, where most radio homes are located (and consequently where there is the greatest con-

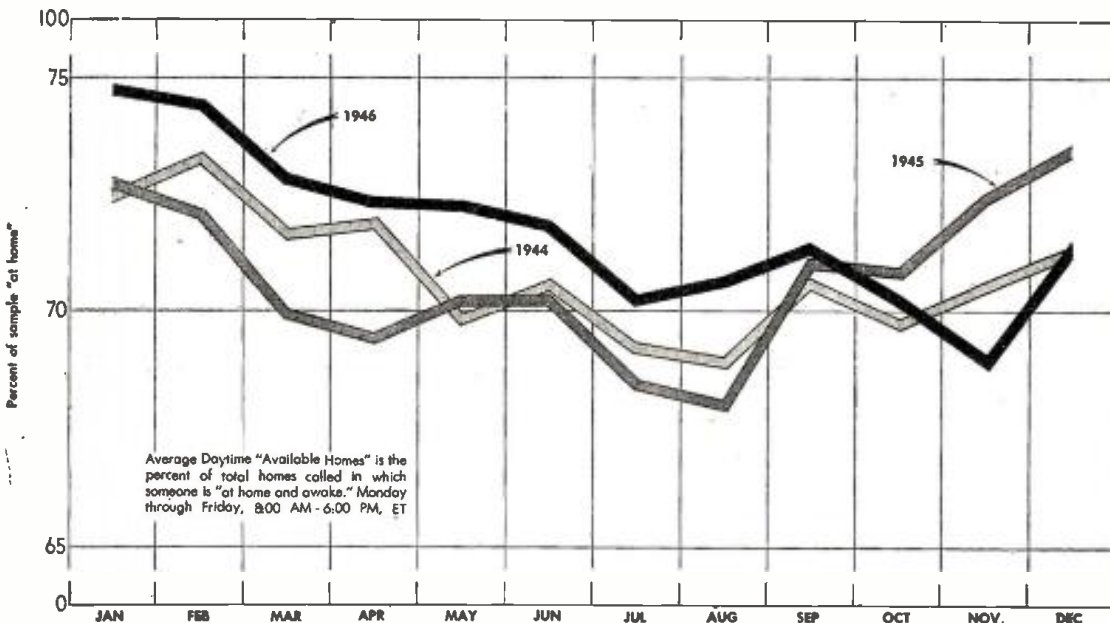
centration of Hooper interviews), the skies were clear and the mercury high—two factors that generally tend to discourage radio use. The fact that radio was able to break through these influences and reach new levels of listening is a noteworthy commentary on the healthy condition in which radio finds itself. The findings cannot be dissociated from the greater stocks of brand-name radio sets which increasingly found their way to dealers' shelves and thus to listener homes. New sets mean better reception and easier listening. Additional sets in the home multiply the opportunity for anyone in the family to listen at any time. With set production now running in high gear, the possibility of increased listening through easier listening should be anticipated in 1947.

The drop in Sets-In-Use and the not-as-great-as-before increase in Available Homes shown in the last Report represent a normal listening adjustment, and should not be taken too seriously. Interviews for the second report are conducted from the 15th through the 21st of the month. They coincide with the hectic, pre-Christmas activity in the American family. Typically, therefore, the second December Report shows a drop in radio listening from the previous Report.

Christmas, 1945, the first peacetime Christmas in five years, was anything but typical. Comparisons with that Report (which showed contra-seasonal increases) are apt to be misleading. More valid comparisons can be made with the 1944 Report which, as in 1946, showed the expected drop in Sets-In-Use and Average Rating from the previous Report.

Chart V plots the three-year trend of the Daytime Available

CHART V  
Hooper Basic Audience Trends  
AVAILABLE HOMES INDEX - DAYTIME  
JANUARY, 1944 - DECEMBER, 1946





# '47's the year!

## TWO GREAT STATIONS BECOME GREATER

*To Better Serve a Growing South..*

**WRBL** COLUMBUS, GA.  
1420 KC (CBS)

**WATL** ATLANTA, GA.  
1380 KC (MBS)

*Increasing to* **5000** watts  
(UNLIMITED TIME)

NATIONALLY REPRESENTED BY

**George P. Hollingbery Co.**

NEW YORK

CHICAGO

DETROIT

SAN FRANCISCO

LOS ANGELES

ATLANTA

# A complete line for Better

## Complete Line

Western Electric offers everything you need—from mike to antenna—to put your programs on the air at their best.

## Advanced Design

Bell Laboratories engineers design Western Electric equipment with the needs and preferences of broadcasters uppermost in their minds.

## High Quality

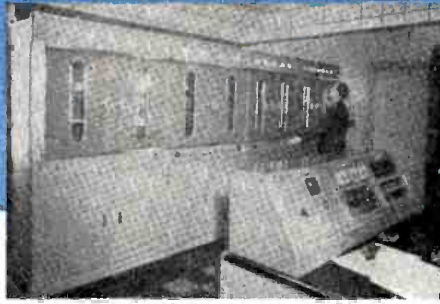
Whether you want a 50 kw transmitter or a vacuum tube, you can count on quality workmanship that provides quality performance.

## Leadership

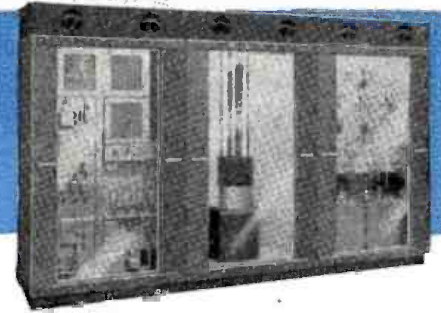
Today—as throughout the history of broadcasting—the Bell Laboratories-Western Electric team is pioneering new ideas that set the pace for tomorrow.

## For Full Details

... talk to your local Graybar Broadcast Representative or write to Graybar Electric Co., 420 Lexington Ave., New York 17, N. Y.



**AM TRANSMITTERS:** Western Electric's complete line includes 250 watt, 1 kw, 5 kw (shown) 10 kw and 50 kw units that assure high quality at low operating cost.



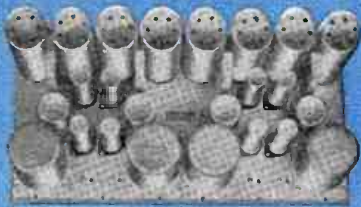
**FM TRANSMITTERS:** The new line of TRANS-VIEW design transmitters—250 watt, 1, 3, 10 (shown), 25 and 50 kw—is as outstanding in performance as in appearance.



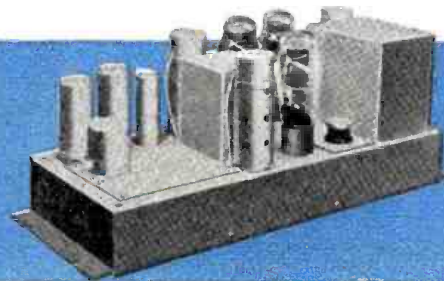
**22D SPEECH INPUT:** A compact, light-weight portable speech input system designed to provide complete facilities for remote pickups of every kind.



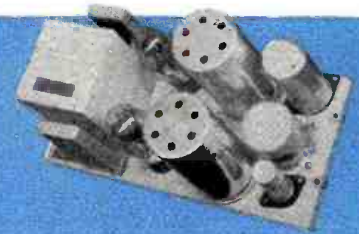
**CUSTOM BUILT CONSOLES**—engineered to meet completely the requirements of any station—provide the most flexible method of program control.



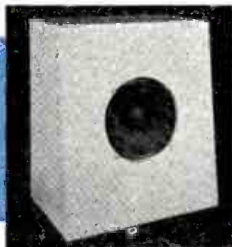
**129A AMPLIFIER** provides 4 electrically separate channels. Ideal in combination pre-mixing or booster circuit applications or can be adapted for "no gain" bridging isolation.



**124 TYPE AMPLIFIER** for monitor and audition service. Provides up to 20 watts capacity for driving high quality loudspeakers, line or modulator circuits.



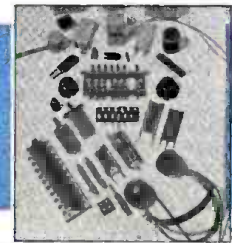
**133A AMPLIFIER:** A 3-purpose unit for use as a line amplifier, isolation amplifier or for general monitoring. 8 watts power output—low harmonic distortion.



**728 LOUDSPEAKER IN UTILITY CABINET:** a compact single-unit loudspeaker that is ideal for studios where high quality reproduction of speech and music is a "must".



**757A LOUDSPEAKER:** a new, and finer two-unit speaker with uniform response from 60 to 15,000 cycles and a 120 degree coverage angle. Most faithful reproduction of AM or FM.



**COMPONENTS:** a line of transformers, plugs, jacks, cords, switches, knobs, relays, headsets and many other component parts to meet almost every need.

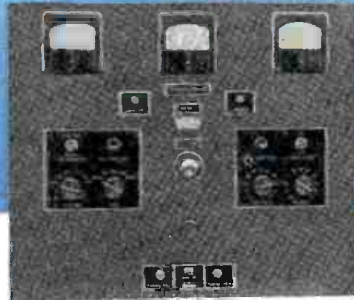
# Western Electric



# Broadcasting... AM or FM



**54A CLOVER-LEAF FM** broadcast antenna has high efficiency and a circular azimuth pattern. For any power up to 50 kw. It's rugged, easy to install and maintain.



**2A PHASE MONITOR** makes possible quick, accurate adjustment of directional antenna arrays. Western Electric has a complete line of antenna coupling and phasing units.



**25B SPEECH INPUT** console handles AM and FM programs simultaneously. It's moderate in cost, easy to install and opens in an instant for inspection and maintenance.

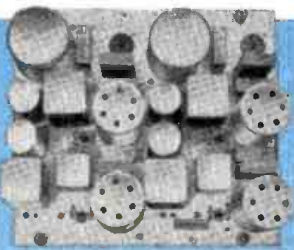


**RELAY SWITCHING PANEL** solves difficult master control problems. It simplifies all program switching for several lines to the movement of one key.

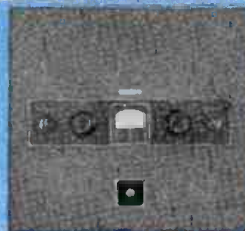


**MICROPHONES:** Two Cardioids—639A with 3 pick-up patterns and 639B with 6 patterns. The 640 Double-A for ultra faithful, non-directional single mike pick-ups

in large studios or auditoriums. The 633A Salt Shaker—a rugged, dependable, low-cost mike for studio, remote or P.A. pick-ups.



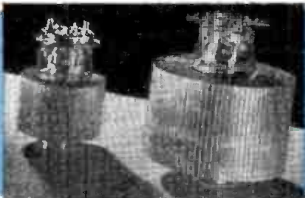
**130B AMPLIFIER:** recommended for use in audio systems where it is desirable to feed two programs through a single program production unit simultaneously.



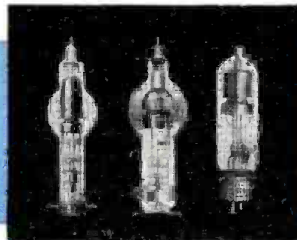
**1126C AMPLIFIER:** a program-operated level-governing amplifier that limits excessive peaks of modulation, protects against over-modulation and excessive input levels.



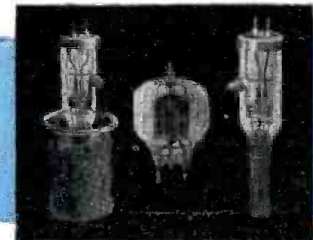
**109 TYPE REPRODUCER GROUPS:** two models that play both vertical and lateral transcriptions. 9A Reproducer favors vertical cut—new 9B favors lateral cut.



**FM TUBES:** outstanding in the line are these new forced air cooled transmitting triodes with thoriated tungsten filaments and terminals designed for flexibility of application.



**RECTIFIER TUBES:** Western Electric offers broadcasters a line of 20 different rectifier tubes designed to meet a wide variety of operating needs.



**TRANSMITTING TUBES:** the line consists of 18 high power, 12 medium power and 20 low power transmitting tubes—includes both air cooled and water cooled types.



**— QUALITY COUNTS —**

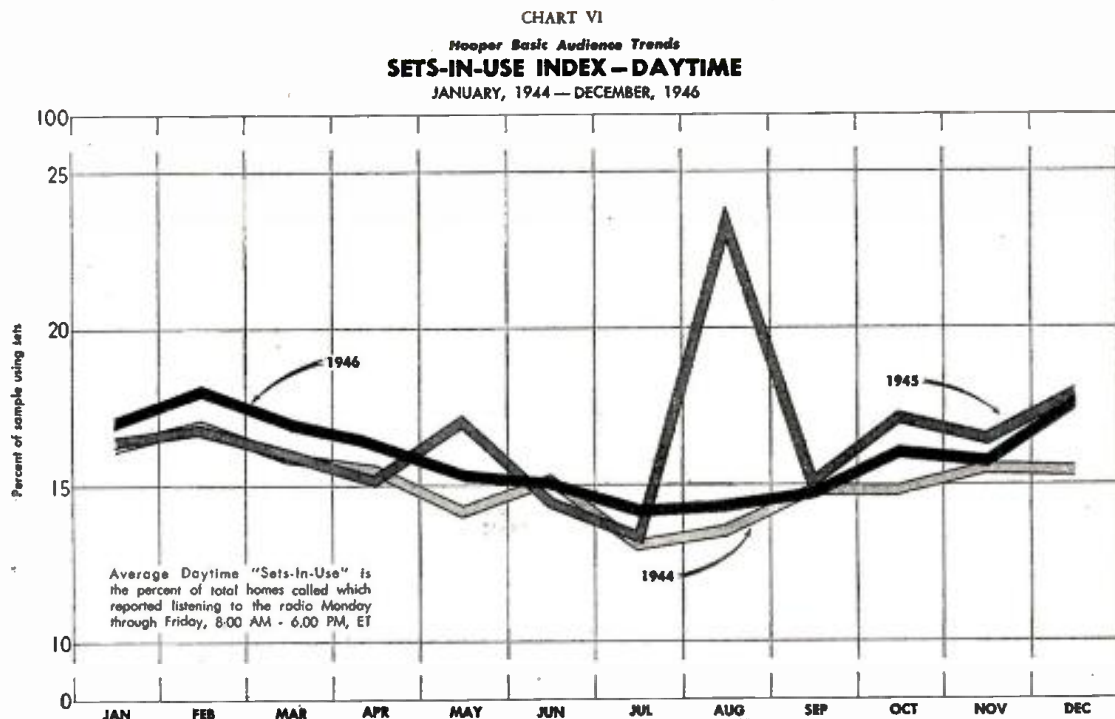
Homes Index. In many respects the 1946 daytime curve follows the Evening pattern. Beginning in September of 1945 and continuing for 13 consecutive months, each point on the curve is at a higher level than the comparable figure the previous year. In October, however, the Index dropped below the 1945 curve. And November was not only below the 1945 figure but, contra-seasonally, was even below the figure for the previous month. Never since Hooper records have been compiled has the Daytime Available Homes Index fallen to such a low November figure.

### Contrary Patterns

The Sets-In-Use Index, Daytime, shown for three years in Chart VI reveals some "contrary" patterns. In the first place it appears to move in a diametrically opposite direction from the Evening Index. The first four months of the year, the 1946 Daytime Index showed consistent increases over the same periods of 1945. The drops in May, and especially August, (compared to 1945) are readily explained by the presence of the Victory broadcasts in the former year. Yet, in the Fall of the year, when comparisons are with a "post-war" 1945, the curve dropped below its 1945 counterpart, and stayed below till the end of the year.

### TOP RANKING EVENING PROGRAMS

The top ranking programs as of



December 30th, 1946 and 1945 are shown in Listings I and II below.

#### LIST I

December 1946 Evening Ratings	
Jack Benny†	27.5
Fibber McGee & Molly	27.4
Bob Hope	26.2
Charlie McCarthy Show	26.2
Fred Allen	25.9
Radio Theatre	23.8
Amos 'n' Andy	23.0

Walter Winchell†	22.8
Red Skelton*	22.3
Screen Guild Players	21.8
Bandwagon	21.3
Mr. District Attorney	19.3
Take It Or Leave It	18.2
Great Gildersleeve	17.6
Fannie Brice	16.3

#### LIST II

December 1945 Evening Ratings	
Bob Hope	29.3
Fibber McGee & Molly	29.2
Charlie McCarthy Show	27.8
Radio Theatre	25.5
Jack Benny†	25.2
Red Skelton*	24.1
Mr. District Attorney	23.8
Fred Allen	23.7
Walter Winchell†	22.2
Take It Or Leave It	20.0
Abbott & Costello	19.9
Screen Guild Players	19.9
Music Hall	19.3
Great Gildersleeve	19.2
Eddie Cantor	18.4

† Includes second broadcast on Pacific Coast  
\* Computed Hooperating

as of December 30th, 1946 and 1945 are shown in Listings III and IV.

#### LIST III

December 1946 Daytime Ratings	
Young Widder Brown	7.9
Breakfast Club (9:15)	7.7
Our Gal, Sunday	7.7
When A Girl Marries	7.6
Breakfast in Hollywood (11:15)	7.4
Breakfast Club (9:45)	7.3
Portia Faces Life	7.2
Romance of Helen Trent	7.0
Breakfast Club (9:30)	6.8
Big Sister	6.8

#### LIST IV

December 1945 Daytime Ratings	
When A Girl Marries	8.6
Portia Faces Life	8.5
Ma Perkins (CBS)	7.9
Breakfast in Hollywood (11:15)	7.8
Romance of Helen Trent	7.8
Pepper Young's Family	7.7
Young Widder Brown	7.7
Breakfast in Hollywood (11:00)	7.7
Our Gal, Sunday	7.6
Stella Dallas	7.3
Big Sister	7.3

With the exception of the *Breakfast Club*, all of the programs currently in the Top Ten were in the same group a year ago. Missing from the list this year are *Ma Perkins*, *Pepper Young's Family*, *Breakfast in Hollywood (11:00)*, and *Stella Dallas*. The fact that three consecutive quarter-hour broadcasts of the *Breakfast Club* are in the Top Ten is an interesting daytime echo to the evening trend of four-program sequences mentioned above.

# Won by WROK

# SIX IN FORTY-SIX

## for OUTSTANDING PROMOTION

- ★ 1st Prize among ABC stations for promotion of "Counter-spy"
- ★ One of the "top ten" ABC stations in Tom Breneman promotion contest
- ★ 1st Prize in our power classification for promotion of Longines-Wittnauer series
- ★ City College of New York honorable mention award for all-over station promotion
- ★ 3rd Prize in ABC station promotion contest for Chelsea's Guy Lombardo show
- ★ Annual ABC award for outstanding promotion based on agency survey—presented to WROK for third successive year!

The range in List I between the first and fifteenth is somewhat greater than it is in List II. Twelve programs are common to both lists, newcomers to the 1946 group being *Amos 'n' Andy*, *Bandwagon* and *Fannie Brice* who is broadcasting in a different period from the one she occupied a year ago. There are two 4-program sequences, all of which are in the "First Fifteen." On Sunday, the list includes *Jack Benny* (7:00 P. M.), *Bandwagon* (7:30 P. M.), *Charlie McCarthy* (8:00 P. M.) and *Fred Allen* (8:30 P. M.). On Tuesday, the four ranking programs are *Amos 'n' Andy* (9:00 P. M.), *Fibber McGee & Molly* (9:30 P. M.), *Bob Hope* (10:00 P. M.) and *Red Skelton* (10:30 P. M.). The consecutive broadcast of top ranking programs is more marked this year than ever before.

### TOP RANKING DAYTIME PROGRAMS

The top ten daytime programs

## BROADCASTING

IS

# Basic with Buyers

THE BEST

BUY... (FAR) IN

THE TRADE PAPER

FIELD

BROADCASTING • Telecasting





The fabric of our economy is woven in the pattern of free enterprise. In this pattern radio is the warp and woof. Through radio... the people have a closer view of events... every man is given the opportunity for greater understanding... freer expression. ¶ Because of the power to mold and make and move men, radio has a tremendous responsibility... to provide the threads of understanding which, when woven into the whole, form the fabric of freedom... the pattern of democracy. ¶ To this end WFAA has devoted twenty-five years of sincere effort. To the people of the Southwest, WFAA brings entertainment... education... and news of local, national and world events. ¶ On this, its Silver Anniversary year, WFAA pledges... achievements of the twenty-five years past have set our daily pattern for future, finer service to all those within our zone of influence... we shall continue to serve, to the best of our ability, the folks who call us neighbor... to further the American ideal... FREEDOM.



**WFAA**  
*Dallas*

Martin Campbell, General Manager, Ralph Nimmons and Ray Collins, Assistant Managers.

NBC and TEXAS QUALITY NETWORK AFFILIATES  
820 KC... 50,000 WATTS  
CLEAR CHANNEL

# AUDIENCE ANALYSES VIA AUDIMETER METHOD

By A. C. NIELSEN  
President, A. C. Nielsen Co.

AS RADIO closes its books on another year, a few facts to put this medium into perspective may come in handy.

It is a remarkable medium—a true bridge to people—for the very simple reason that radio itself has become a remarkable phenomenon in American life. Now, after only two decades, people give more time to radio than to any other human activity except sleeping and working—the two ancient necessities of living.

The genius of engineering research brought radio into being. It has developed its potential as a means of reaching people. But it has remained for another kind of research to reveal all the multitude of facts about the people reached; people as listeners, people as markets. Industry after industry, business pays the bill for radio. These business dollars are expended with a business purpose—the mass production of millions of consumer decisions about types and brands of goods. The trouble has been that advertiser, agency and broadcaster have not had within their grasp enough facts about the efficiency of the medium or their programs in reaching and influencing potential customers.

So here are a few facts that may serve to put the efficiency of Radio into focus. Here's how people have been giving their attention to radio. In January 1946 the average daily hours of listening, per family, were as follows:

- (1) Large cities ..... 4 hours, 40 min.
- (2) Medium cities ..... 4 hours, 46 min.
- (3) Rural areas ..... 5 hours, 2 min.

This important fact, and a myriad of others, are produced by the Nielsen Radio Index (N. R. I.) which provides a service to management now being used by advertisers, agencies, networks, and stations. The basic characteristics of this service are:

(1) The Radio data derived from each home are mechanically accurate—because produced by the continuous operation of the patented Nielsen Audimeter.

Unseen, unheard, unnoticed, and its function unknown in most homes, the Audimeter makes a continuous record of each tune-in, the minute-by-minute listening, and the time of tune-out for every program heard in the home.

(2) N.R.I. is based upon an adequate sample so selected and maintained that it is completely representative of factors of human behavior influencing listening and buying. N.R.I. homes are located precisely in accordance with the distribution of radio homes, county by county, and by census tracts in metropolitan areas. Rich and poor, living in cities, small towns, and

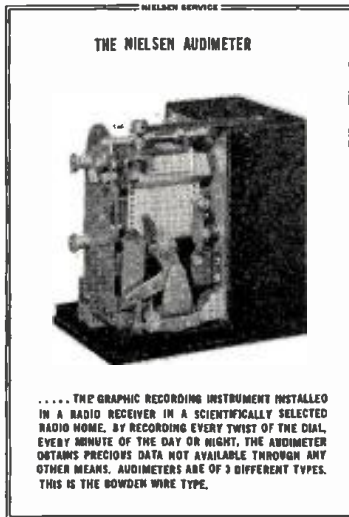


Chart 1

on farms, are all included in their proper proportion. As a result, this sampling method makes possible projectable ratings for each network radio program. To insure maximum accuracy, to produce significant trend information, and to make studies comparing market penetration as between programs, between competitors, and for long periods of time, a fixed sample of homes is needed, and is used.

(3) Personal calls by the field staff are made on each N.R.I. home at regular intervals, and during these calls an actual physical (quantitative) inventory is taken of all network advertised products.

(4) Nielsen Radio Index is not merely a program ratings service. It is a very comprehensive marketing research service embracing the major marketing, time buying and programming problems in-

involved in the broadcasting and sponsoring of radio programs.

With this in mind about how N.R.I. gathers its data, let's consider some significant facts thus obtained.

## "Cumulative" Audience

Business activity is measured by the flow of goods. Radio is a powerful impetus to the movement of goods. Hence, radio must be dynamic—and it is. Day after day throughout the year, compelling entertainment is put before the people. With each succeeding broadcast of each program, the impact of the medium is multiplied; additional sales messages are delivered, not only to people who have heard the program before, but to new listeners. Measurement of a single broadcast fails utterly to measure the true and total impact of radio as it is actually used, as a force in moving goods. Only the "Cumulative" measurement, the pile-up of homes listening, and commercial messages delivered over a period of time, truly evaluates the market penetration and the market influence of radio.

The fixed sample of N.R.I. makes possible this complete and accurate measurement. We thus know the total number of different families reached by successive broadcasts of the program as well as the total number of advertising messages that have been delivered into homes that buy, or could buy, the product.

Chart 2 illustrates the working principle of "Cumulative Audience". Note that the average single broadcast of the program, *Our Gal Sunday*, reaches only 10.5% of total radio homes. But during the course of twenty broadcasts, this one program is shown to have reached 38.9% of total radio homes

(on the basis of listening to one or more individual broadcasts). Thus, the vital fact is disclosed that 38.9% of the radio homes of the country heard an average of 5.4 broadcasts and 9.4 sales messages.

Advertiser and agency plan their use of radio as a complete campaign—only the measurement of "Cumulative Audience" makes clear the scope and success of this total effort. In contrast, rating-per-broadcast is the smallest and probably least helpful evaluation of radio. The advertiser depending solely upon the rating-per-broadcast must grope in uncertainty to

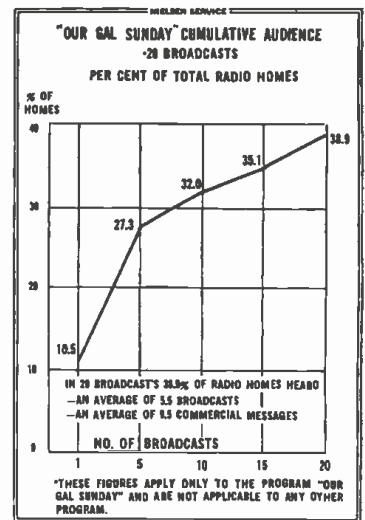


Chart 2

determine how he has affected his total market.

Here is another needed measurement of our medium.

## "Total" vs. "Average" Audience

The major battlefield of radio is the clock-face of human time. It would be wonderful, indeed, if each program had no competition at all as it sought to take its place in human attention. But this cannot be. Each program competes with other programs, not only period by period, but minute by minute—because there is no power to compel attention; it must be given. Not only must this consumer decision to give attention be made amongst the competing attractions of programs, but the competing attractions of still other ways to spend that same period of time. The normal living habits of people are probably the strongest, single determinant of attention paid to radio. As a result, people do not always tune-in exactly at the beginning of a program, listen with all their ears and minds until the end, and then tune-out. The true state of affairs shows any radio audience to be in a state of

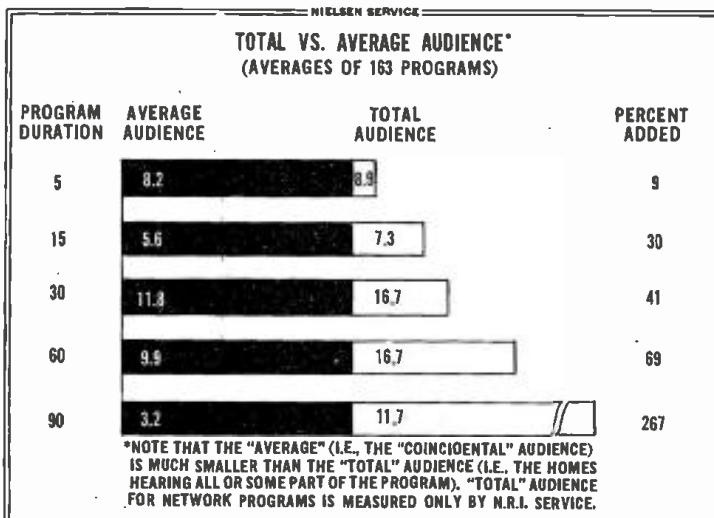


Chart 3



# WBAL

*Means Business  
in Baltimore*



Where there's smoke, there's business! In Baltimore, industrial chimneys are smoking. Shipbuilding...steel...automobiles... manufacturing... *everything* is humming! Baltimore has money to spend.

It is an important market for you to reach. Thanks to our powerful programming—you get ready-made audiences... more listeners to hear your message... therefore the sales results you're looking for in this important area.

## WBAL

**NBC AFFILIATE**

50,000 WATTS  
BALTIMORE

NATIONALLY REPRESENTED BY EDWARD PETRY & COMPANY

constant movement. Thus, the familiar measurement of "Average Audience", during any minute, does not measure the full effective impact of any program during the whole of the time it is on the air.

To illustrate: Family 'A' may listen to the first fifteen minutes of a program, and Family 'B' may listen to the second fifteen minutes. On this basis, the "Average Audience", per-minute, would be 1, whereas the truth would show that a total of two families had heard part of the program, and under normal conditions each of these families would have heard a commercial message as well.

Chart 3 shows market penetration measured on an "Average Audience" basis, and, in comparison, the same chart shows the important difference of measurement based on "Total Audience". For the average thirty-minute program we find that the "Total Audience" is 41% greater than the "Average Audience". Let's not short-change ourselves about this medium of ours. It not only may be, but actually is, better than inadequate data show it to be.

There is another important respect in which adequate research has shown radio to be considerably more effective than previously supposed. We refer to the measurement of true audiences reached by individual stations.

In measuring this type of audience it is essential—if we are again to avoid short-changing ourselves about radio—to measure two portions of the audience which have never before been adequately measured on a continuous basis:

- The non-telephone homes within the city.
- All the radio homes outside the city in an area, which, for clear channel and other powerful stations, is often much more important than the area within the city.

The N.R.I. technique, which measures non-telephone as well as telephone homes, and which measures rural and small-town areas as well as metropolitan area, can now provide an accurate measurement of the entire audience reached by leading stations in the larger cities.

In addition, as previously explained in connection with network programs, the N.R.I. technique measures the "Total" Audience (which is substantially larger than the "Average" or "Coincidental" Audience), and it measures each program's coverage on a cumulative as well as a per-broadcast basis.

Here's another important fact about the essential value of radio as a bridge to people.

#### Selectivity of Radio

Each separate radio advertiser has his own separate marketing problems. These problems arise from the nature of the product itself, its competitive position, the extent and character of its dis-

tribution, and its strong or weak brand position amongst consumers themselves. The advertiser has no alternative—he must reach his radio decisions in time-buying and programming in relation to his own particular marketing problems. It is the unique distinction of radio that it permits an unusual degree of selectivity of means to help solve the advertiser's particular marketing problems.

Radio not only reaches masses of people, but by skillful, accurate selection of time, stations, and program, advertiser and agency can construct within this mass appeal, the particular appeal their set of problems calls for. For example: a certain cosmetic manufacturer wishes to reach young women; the manufacturer of a laxative decides he must reach older people; the major market of a brand of cereals is children; a producer of sporting equipment

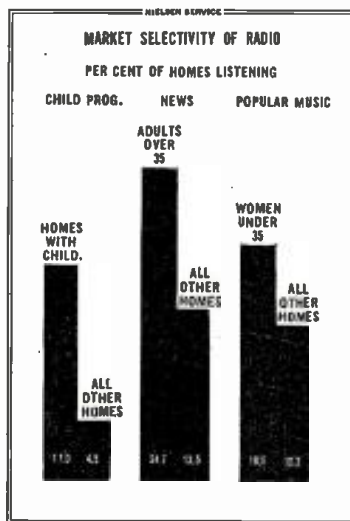


Chart 4

must appeal to men. Chart 4 illustrates this selective appeal of programs to segments of the total market. Note that "news" programs reach a larger proportion of older people, while "popular music" reaches younger people; naturally, a "child series" receives highest attention in homes where "small fry" are to be found.

Selectivity is one thing; the flexibility of radio is another. This is illustrated by Chart 5. Here the flexibility of the medium is shown by the fact that both network and non-network facilities can be used effectively to reach rural homes, while the natural appeal of the program provides the selectivity. Both enable the advertiser to reach a maximum number of rural families—if that's what his marketing problem calls for. Other illustrations would show programs of predominant appeal to big city families, and still others that apparently have a practically uniform appeal right across all city-sizes.

While the urban-rural and income-class tendencies of certain programs are not difficult to predict, experience has shown that this is not a safe basis on which to judge what type of audience will

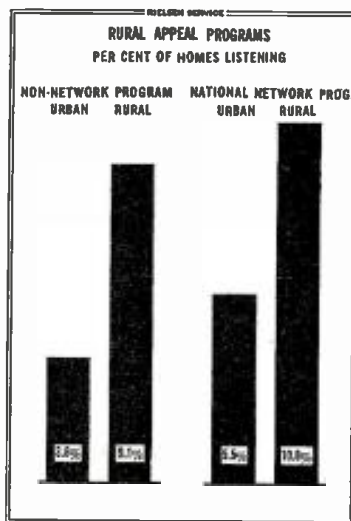


Chart 5

actually be reached. The reason is that the natural appeal of each program is only one of several factors which determine type of audience reached. Other factors are:

- The network used. (Networks differ in their audience characteristics.)
- The time of day (e. g., late evening audiences tend to be urban.)
- The competing programs.
- The preceding and following programs.

The real potential of radio as a means of marketing goods can be realized only as its natural selectivity in gathering groups of people is used to provide maximum coverage of needed parts of the market. Whether this pressure is being maintained against these needed segments of the market can be determined only through the use of a continuous marketing research technique that in turn is based on a sample which includes all segments of the market in their proper proportion—that measures product usage, as well as radio usage—and that permits market subdivisions of both types of data.

Do those who listen use the product? It is obvious that this question of selectivity and flexibility carries quite beyond listening. Its counter-part is found in the selectivity the consumer himself exercises in the use of products. In this respect, Nielsen Radio Index service also provides the parallel and continuous information the advertiser needs to know as to who buys and uses his products. From such data we can determine that certain types of families are the normal and to-be-expected users of certain types of products. The right program will match products and brands to people.

The wide range in sales potential among listeners to various programs is illustrated in Chart 6. Here it seems clear that even a high-ranking program may be uneconomical for the advertiser whose product is used only by children if that program has a low ranking among homes with children.

#### To Increase Sales Per Radio Dollar

Utilizing to the full the selectivity of radio relative to natural markets for products is only one of the many ways by which the return on each dollar spent may be increased.

N. R. I. research provides facts by which it is possible to closely evaluate competition, time periods, talent, facilities—the whole gamut of otherwise "unknowns"—as money is spent for the medium. Space here does not permit charts and text to illustrate the many applications that must be studied. However, Charts 7 and 8 do illustrate that adequate research can yield a high return on the investment.

It is clear from our study of countless minute-by-minute curves that nobody can safely predict the shape of a curve for a given program—because this curve is the net result of a complex combination of many factors including:

- Relative audience appeal of each program element.
- Time of day, which affects the trend in "Homes using Radio."
- Relative strength of preceding and following programs.
- Characteristics of competing programs—non-network as well as network.

Accurate knowledge of the minute-by-minute curve is obviously essential to the profitable placement of commercials. Note that every percentage point on these curves represents a very great dollar value; e. g., placing commercials at points averaging 12%, instead of 10%, adds 20% to the commercial audience—and if the program costs \$800,000 a year, the increased sales effect has a value of about \$160,000 a year—assuming that radio sales results are attributable to the commercials.

Chart 9 illustrates still another way in which adequate research yields a high return. This chart shows only 63% of the total homes

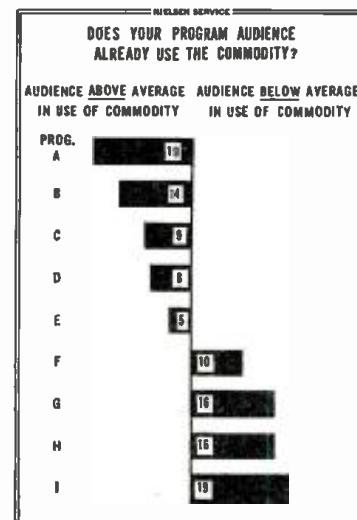


Chart 6



**IF IT'S EDELWEISS YOU WANT...**

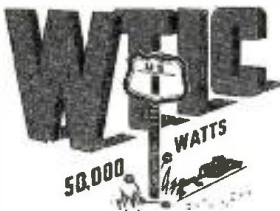
Use an Alpenstock in the Alps!



**IF IT'S SALES YOU WANT...**

Use WTIC in Southern New England!

*By every measurement, station WTIC, Hartford,  
dominates the prosperous  
Southern New England Market.*



**DIRECT ROUTE TO SALES IN *Southern New England***  
The Travelers Broadcasting Service Corporation Affiliated with NBC  
and New England Regional Network  
Represented by WEED & COMPANY • New York, Boston, Chicago, Detroit, Atlanta, San Francisco and Hollywood

tuning to a certain program heard the commercial. This unfortunate condition resulted from the fact that 37% of the "Total Audience" heard only certain parts of the program which did not include a commercial. Obviously in this instance the time and talent cost per product sale must be high when compared with a program that delivers sales messages to 96% of the total audience. This very marked advantage of the second program becomes particularly significant when we recognize that it is due primarily to the proper placement of commercials within the framework of the program. Through study of minute-by-minute and audience flow curves, it is possible for the advertiser to so place his commercials that his sales talk is made to the maximum number of people.

Let's reduce the situation as shown on the chart to a matter of dollars, assuming a yearly pro-

gram cost (time plus talent) of \$800,000. If, by re-location of commercials, the "Commercial" Audience (i. e., the percentage of "Total Audience" that hears a commercial) is increased from 63% to 90%, we have achieved a gain of  $\frac{90-63}{63} = 43\%$ , which represents a financial gain of  $43\% \times \$800,000$ , or \$344,000—subject, of course, to the assumption that radio sales results are achieved by the commercial.

#### Improving Radio Results

It seems clear, doesn't it, that any subject to which the average American family devotes a year-round average of approximately four hours out of each day is fairly important? Radio is that subject—in all its infinite variety of appeal and interest. As a business, those who make the "product" of radio, and those who distribute it,

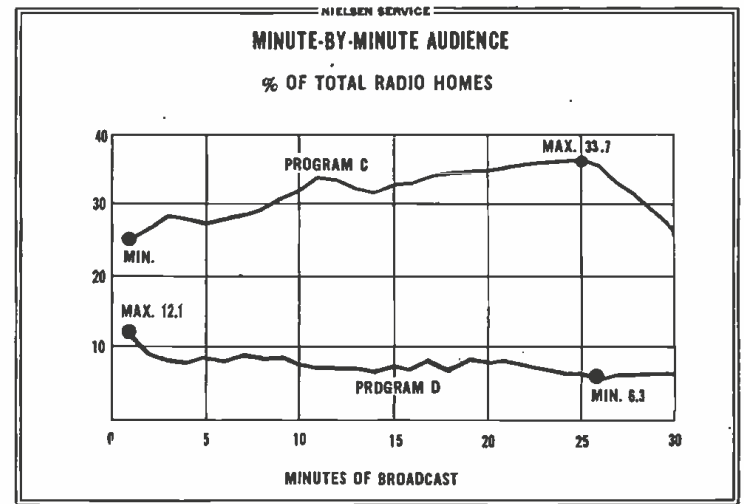


Chart 8

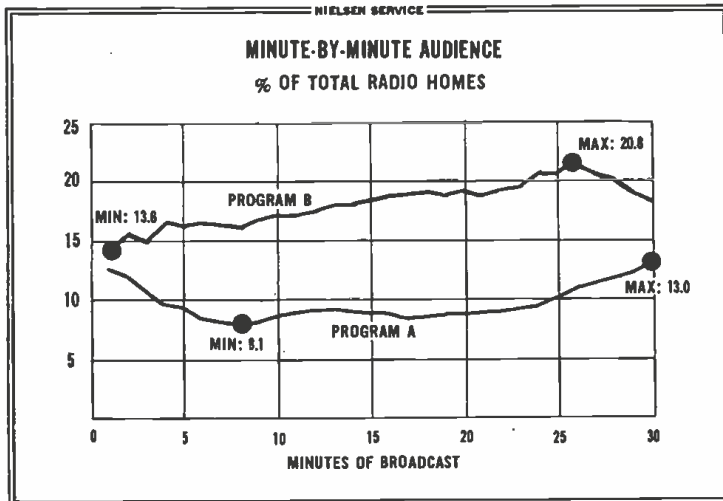


Chart 7

must reason this product and its distribution back from consumers—as-they-listen rather than out from the studio door. Choice of time, choice of program, choice of facilities, must be based on more adequate and accurate facts regarding the listening habits of families that make up the audience—that make up the market.

The momentum of Radio is not declining. It is increasing. FM and television will present their own tremendous problems in marketing. Facts alone can solve them. These facts will become available from Nielsen electronic devices already being manufactured.

If all the engineering progress that has been made on the technical side of radio is not matched by progress in marketing the medium and its component programs, then Radio and those who use it will not realize its true potentials.

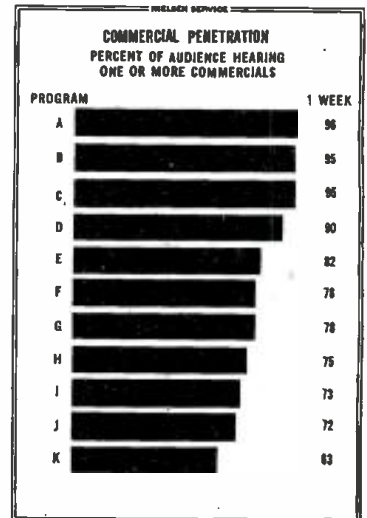


Chart 9

# ARTHUR MEYERHOFF & COMPANY ADVERTISING

410 NORTH MICHIGAN AVENUE  
CHICAGO 11, ILLINOIS

MILWAUKEE

AM



# W M R N

MARION, OHIO

**Changes  
Statistics into Service  
And Service into Sales  
For You**



Community service is a by-word to every staff member of Marion, Ohio's Friendly Neighbor Station WMRN. The results of such service are yours for better sales in a seven-county market area where buying power is estimated at more than \$200,000,000 annually.

In this seven-county market you can get 200,000 listeners who know, like and stay tuned to news of their city, farm, church and school activities over the station they prefer. Their time is your time with WMRN.

WMRN serves its audience through all the seasons of the year. Your share of that audience can mean better sales in an already prosperous, ready-to-buy central Ohio market.



PHOTO BY DALE HUGHES STUDIO



**ROBERT T. MASON**  
president of  
The Marion Broadcasting  
Company.



**ROBERT MORRISON**  
assistant general manager  
of Station WMRN.



**MADGE COOPER**  
woman's program director  
of WMRN.



WMRN was an hand when ex-Ohio Governor Lausche, Frank W. Colley, League President, and Baseball Commissioner Happy Chandler opened the Ohio State League Season in Marion.



Cooperation with civic and law and enforcement agencies is aided by WMRN. Here staff announcer Dan Sherwood interviews state police officers during a "check-up" week in promotion of safer driving.

## W M R N

MARION, OHIO

### The Marion Broadcasting Company

REPRESENTED BY

BROADCAST SALES COMPANY

280 Madison Avenue  
New York City

BROADCAST SALES COMPANY

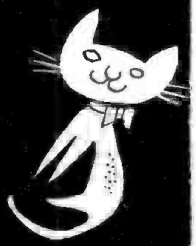
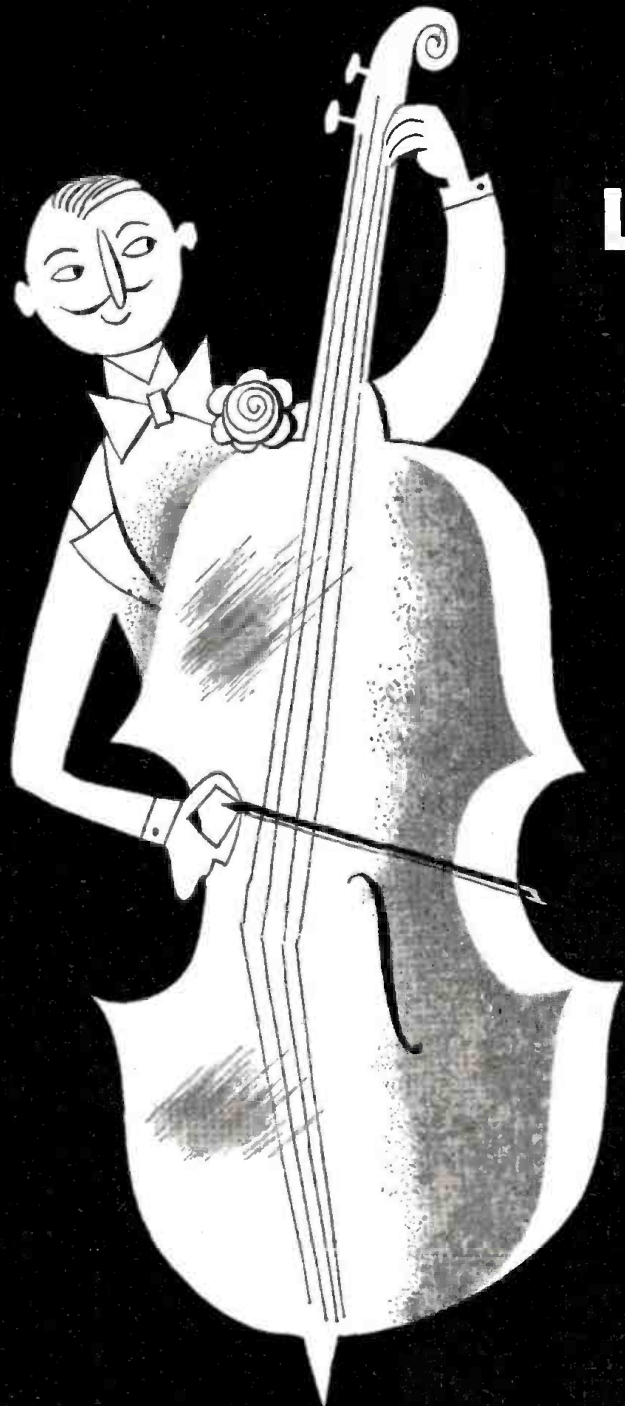
360 N. Michigan Avenue  
Chicago, Illinois



**AN AFFILIATE OF THE AMERICAN BROADCASTING COMPANY**  
BROADCASTING • Telecasting

1947 Yearbook Number • Page 59

Listening isn't



ERDOES



# a matter of URBANITY

## Far-Flung or Compressed, Pacific Coast Markets Are Covered First By NBC Western Network

From the grass roots of Idaho to the swank resorts of Southern California, Westerners *listen most* to NBC. In both areas—as in the rest of the West—the No. 1 station represents the No. 1 Western Network. Here are a few facts . . .

★ ★ ★

**KIDO**, Boise, serves Idaho's rich farming area, the fifth market of the prosperous Pacific Northwest. An NBC affiliate for 10 years, **KIDO** is heard regularly by 160,000 people—50,000 radio families—in a 15-county area. **KIDO** specializes in feeding news to a vast territory in Idaho, eastern Oregon and northern Nevada, where newspapers are necessarily late. The latest Hooper survey for Boise showed **KIDO**'s share-of-audience ranging from 81% to 95% . . . an 8334 coincidental call report by Conlan in 1945 revealed an 85.3% average. Every important merchant in Boise uses **KIDO**. Ten local clients have been on the station since it first went commercial seventeen years ago. Scores of sales success stories are available to prospective advertisers.

**KIST**, Santa Barbara, is the newest member of NBC Western Network. A quality station in a quality market, **KIST** brings big-time radio to a city ranking 6th in the nation in per capita buying power. Per family income for all Santa Barbara County is \$4803—35% higher than the national average. And total income is \$140,506,000, of which nearly one-half goes into annual retail sales. **KIST** is operated in big-city style by a thirty-man staff, headed by well-known alumni of the networks: owner Harry Butcher, manager Fox Case, home economist Mary Mason. A three-month publicity campaign pre-paged the opening of **KIST** this fall.

★ ★ ★

There's a lot of difference between these stations and between the areas they serve. But not on a sales chart. Both are reaching wealthy markets, and both belong to NBC Western Network. With growing regularity, sponsors are realizing that this combination—in 30 stations from Canada to Mexico—is the surest guarantee of results for your radio promotion in the West.

**NBC WESTERN NETWORK**

HOLLYWOOD

SAN FRANCISCO

THE NATIONAL BROADCASTING COMPANY



A Service of Radio  
Corporation of America

# BROADCAST STATIONS IDENTIFIED WITH NEWSPAPER OWNERSHIP

Revised to January 1, 1947; Copyright 1947 by Broadcasting Publications, Inc.

## ALABAMA

- WHMA, Anniston—Licensed to Harry M. Azers, publisher of *Anniston Star*.
- WGSN, Birmingham—Licensed to The Birmingham News Co., publisher of *The Birmingham News* and *The Birmingham Age Herald*; 82 1/2% of stock owned by estate of Victor H. Hanson, deceased. The Birmingham News Co. also owns all capital stock of *The Huntsville (Ala.) Times*.
- WGNH, Gadsden—Licensed to General Newspapers Inc., Carmage Walls, president, is vice president-publisher of Macon (Ga.) Telegraph Co., publisher, *Macon News and Telegraph*. John E. Marsh, executive of General Newspapers, is 2/3 owner of Macon publishing firm and 75% owner of Orlando (Fla.) Daily Newspapers Inc.
- WHBS, Huntsville—Licensed to the Huntsville Times Co. Inc., publisher, *Huntsville 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 individually by R. F. Hudson, publisher of *Montgomery Advertiser*.

## ARIZONA

- KOY, Phoenix—Licensed to Salt River Valley Broadcasting Co.; 74% owned by Burrigide D. Butler, publisher of *The Prairie Farmer*, Chicago, and *Arizona Farmer*, Phoenix; also principal owner of WLS, Chicago and KTUC Tucson.
- KTUC, Tucson—Licensed to Tucson Broadcasting Co.; 160 out of 300 shares of stock owned by Burrigide D. Butler, publisher of *The Prairie Farmer*, Chicago, and owner of WLS, Chicago, and KOY, Phoenix; 55 shares each owned by Glenn Snyder and George Cook, WLS; 30 shares owned by Lee Little, manager KTUC.

## ARKANSAS

- KFSA, Fort Smith—Licensed to Donald W. Reynolds, 50% owner of Delta Pub. Co., Greenville, Miss., publisher, *Delta Democrat Times*; 98% owner of the Times Pub. Co., Okmulgee, Okla. (*Okmulgee Times* and *Times Democrat*), and 50% owner of Fort Smith Pub. Co. (*Southwest Times Record*, *Fort Smith Times Record* and *Armourer*).
- 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., 88.8% 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.
- KTFS, Texarkana—Licensed to Texarkana Broadcasting Co., owned 80% by Henry N. Fones, also owner 16 2/3% of State Broadcasting Co. (see WSDG), Dyersburg, Tenn.

## CALIFORNIA

- KERN, Bakersfield—Licensed to McClatchy Broadcasting Co.; same ownership as *Sacramento Bee*, *Fresno Bee*, *Modesto Bee* (McClatchy Newspapers).
- KXO, El Centro—Licensed to Valradio Inc., 4/13 of which is owned by Imperial Valley Pub. Co., publisher of *El Centro Morning Post* and *Brawley Daily News*; 2/13 by Paul Jenkins, president, Imperial Valley Pub. Co.; 3/13 by Edith J. Jenkins, secretary of publishing firm.
- 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% of stock owned by Allen Griffen, publisher of *Monterey Peninsula Herald*; 50% by Salinas Newspapers Inc., publisher of *Salinas Californian*. (Spield Newspapers); see also WGNV, Newburgh, N. Y., and KFBC, Cheyenne, Wyo.)

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.

- KLX, Oakland—Licensed to Tribune Building Co.; interlocking ownership with *Oakland Tribune*.
- KOCS, Ontario—Licensed to *Daily Report*, same ownership as *Ontario Daily Report*.
- KROW, Oakland—Licensed to KROW Inc., majority owned by Sheldon F. Sackett, chief owner of KVAN, Vancouver, Wash., owner of KOOS, Coos Bay, Ore., and publisher of the *Coos Bay Times*.
- KFBK, Sacramento—Licensed to McClatchy Broadcasting Co.; same ownership as *Sacramento Bee*, *Fresno Bee*, *Modesto Bee* (McClatchy Newspapers).
- KSDJ, San Diego—Licensed to Clinton D. McKinnon, editor-publisher, *San Diego Journal*.

- KYA, San Francisco—Licensed to Palo Alto Radio Station Inc., owned by Dorothy S. Thackrey, president of the Theodore Corp., owner of WLBI Brooklyn and *New York Post*.
- KSMO, San Mateo—Licensed to Amphlett Printing Co., publisher, *San Mateo Times & News-Leader*.
- KVSM, San Mateo—Licensed to San Mateo County Broadcasters, Royal A. Brown, majority owner, is president-publisher, California Newspapers Inc., publisher of *San Rafael Independent*.

- KTMS, Santa Barbara—Licensed to News-Press Publishing Co., publisher of *Santa Barbara News-Press* (T. M. Storke, publisher, owns 60% of common stock).
- KCOY, Santa Maria—Licensed to News-Press Pub. Co. (see KTMS, Santa Barbara).

- KSRO, Santa Rosa—Licensed to Ruth W. Finley, president, *Press-Democrat* Pub. Co., publisher of *Santa Rosa Republican* and *Press-Democrat*. Operated independently of newspapers.
- KWG, Stockton—Licensed to McClatchy Broadcasting Co.; same ownership as *Sacramento Bee*, *Modesto Bee*, *Fresno Bee* (McClatchy Newspapers).

- RTKC, Visalia—Licensed to Tulare-Kings Counties Radio Associates; owners include Homer W. Wood, publisher of *Porterville Recorder*; Percy M. Whiteside, publisher of *Tulare Daily Advance*; Messrs. Wood and Whiteside also operate Visalia (Cal.) Pub. Co., publisher of *Visalia Times-Delta*.
- KHUB, Watsonville—Licensed to Luther E. Gibson, editor and publisher of *Vallejo Morning Times-Herald* and *Evening News Chronicle*.

## COLORADO

- KVOR, Colorado Springs—Licensed to Out West Broadcasting Co.; 33% stockholders each are E. K. Gaylor and Edgar T. Bell, officers and directors, and 33% by the Oklahoma Publishing Co., publisher of *The Daily Oklahoman*, *Oklahoma City Times* and *The Farmer Stockman*.

- KLZ, Denver—Licensed to KLZ Broadcasting Co.; E. K. Gaylor, president; Herbert M. Peck, secretary; Edgar T. Bell, treasurer; directors or stockholders in The Oklahoma Publishing Co., publisher 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.

- KCSJ, Pueblo—Licensed to the Star Broadcasting Co., Frank S. Hoag Jr., president, owns 20% of the Star-Journal Pub. Corp., publisher, *Pueblo Chiefstain* and *Star-Journal*; Frank S. Hoag, 1% owner of Star Broadcasting, is controlling stockholder, president and general manager of publishing firm.

## CONNECTICUT

- WTHH, Hartford—Licensed to the Hartford Times Inc., publisher of *Hartford Times*; 73.58% of stock owned by the Gannett Newspapers; see WENY, Elmira, N. Y.
- WSTC, Stamford—Licensed to Western Connecticut Broadcasting Co., owned 51% by Kingsley A. Gillespie, publisher of *Stamford Advocate*.

- WERY, Waterbury—Licensed to the American-Republican Inc., publisher of *Waterbury Republican*, *Sunday Republican* and *Waterbury American*.

## DELAWARE

- WDEL, Wilmington—Licensed to WDEL Inc. Operated independently. J. Hale Steinman and John F. Steinman, owners, also own Lancaster (Pa.) Newspapers Inc.

- WILM, Wilmington—Licensed to WILM Inc. Owned by the Delaware Broadcasting Co. Alfred G. Hill, president, also is editor, publisher and lessor of *Chester (Pa.) Times*.

## DISTRICT OF COLUMBIA

- WINX, Washington—Licensed to WINX Broadcasting Co., owned by Eugene Meyer & Co., publisher of *Washington Post*.

- WMAL, Washington—Licensed to The Evening Star Broadcasting Co., subsidiary of *The Evening Star*.

- WOL, Washington—Licensed to Cowles Broadcasting Co. Gardner Cowles Jr., president, also publisher of *Look* magazine, president of Register & Tribune Co., publisher of *Des Moines Register* and *Tribune*; John A. Cowles, vice-president of Register & Tribune Co., also president of Minneapolis Star Journal and Tribune Co.

## 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 by Miami Daily News Inc.

- WQAM, Miami—Licensed to Miami Broadcasting Co., owned by Miami Herald Publishing Co., publisher of *The Miami Herald*.

- WTMC, Ocala—Licensed to Ocala Broadcasting Co. Inc.; (see WCOA).

- WDLF, Panama City—Licensed to Panama City Bestg. 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., 53% of stock owned by Nelson Foynter, publisher of *St. Petersburg Times*.

- WDAE, Tampa—Licensed to Tampa Times Co., publisher of *Tampa Daily Times*.

- WFLA, Tampa—Licensed to Tampa Tribune Co. J. S. Mims, publisher of *Tampa Tribune*.

## 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.

- WMOC, Covington—Licensed to the Covington News Co. Inc., publisher of the *Covington News*, a weekly.

- WSGC, Elberton—Licensed to Elberton Broadcasting Co., owned 1/3 by G. T. Christian, owner of the *Elberton Star*, semi-weekly newspaper.

- 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*.

- WMVG, Milledgeville—Licensed to Jere N. Moore, editor, *Union Recorder*, Milledgeville, Ga. weekly newspaper.

- WAYX, Waycross—Licensed to Jack Williams, publisher of *Waycross Journal-Herald*.

- WRQN, Vidalia—Licensed to Vidalia Broadcasting Co., owned 25% by R. E. Ledford, owner-publisher of the *Vidalia Advance*, a weekly.

## IDAHO

- KBIO, Burley—Licensed to Jessica Longston, major stockholder in Mist Pub. Co., St. Helena, Ore., publisher of *St. Helena Sentinel-Mist* and *Burley Bulletin and Herald*.

- KCID, Caldwell—Licensed to Caldwell Bestg. Co. Inc. Station stock is 50% owned individually by stockholders of Caldwell News-Tribune Inc., publisher of *Caldwell News-Tribune*.

- KVNI, Coeur d'Alene—Licensed to Coeur d'Alene Broadcasting Co., owned by Burl C. Hagadone, president-publisher, *Coeur d'Alene Press*.

- KIFI, Idaho Falls—Licensed to Eastern Idaho Bestg. & Tele. Co. Owned 50% by the Post Co., publisher of *Idaho Falls Post-Register*.

- KEIO, Pocatello—Licensed to Eastern Idaho Broadcasting & Television Co., owned 50% by the Post Co., publisher of the *Idaho Falls Post-Register*. (See KIFI, Idaho Falls).

## ILLINOIS

- WDWS, Champaign—Licensed to The Champaign News-Gazette, Inc., publisher of *The News-Gazette*.

- WAAF, Chicago—Licensed to Drovers 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., 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*.

- WKAN, Kankakee—Licensed to the Kankakee Daily Journal Co., publisher, *Kankakee Journal*.

- WMBD, Peoria—Licensed to Peoria Broadcasting Co., owned 49% by Edgar L. Bill; 8.6% by Carl P. Slane, president-publisher, *Peoria Journal-Transcript* Inc.; 21.2% by Frances P. Slane and 21.2% by Elizabeth P. Talbot, interested in same publishing firm.

- WTAD, Quincy—Licensed to Lee Broadcasting Inc., affiliated with ownership of KGLD, Mason City, Ia., Lee P. Loomis, president, also publisher of *Mason City (Ia.) Globe-Gazette*, a Lee Syndicate newspaper.

- 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*.

- WHBF, 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*.

- WCVS, 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 Truth Publishing Co. Inc., publisher of *Elkhart Daily Truth*.

- WIBC, Indianapolis—Licensed to Indiana Broadcasting Corp., owned by *The Indianapolis News*, C. Walter McCarty, president, also publisher of the *News*.



**WIRE, Indianapolis**—Licensed to Indianapolis Broadcasting Inc. 100% of stock owned by Central Newspapers Inc., publisher of *The Indianapolis Star*, 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 publisher of *Minneapolis Star-Journal* and *Look Magazine*.

**KSO, Des Moines**—Licensed to Murphy Broadcasting Co., Kingsley H. Murphy, newspaper executive, president.

**KDTH, Dubuque**—Licensed to *Dubuque Telegraph-Herald*.

**KGLO, Mason City**—Licensed to Lee Radio Inc., affiliated with ownership of WTAD, Quincy, Ill. Lee P. Loomis, president, also publisher of *Mason City Globe-Gazette*, a Lee Syndicate newspaper.

**KSCJ, Sioux City**—Licensed to the Perkins Brothers Co., William R. Perkins, 26% owner, also president-publisher of *Journal-Tribune* Pub. Co., publisher of *Journal* and *Journal-Tribune*.

**KTRI, Sioux City**—Licensed to Sioux City Broadcasting Co.; 50% owned by Dietrich Dirks; 25.2% by Eugene H. Kelly; 12.4% each by John C. Kelly and Eugene F. Kelly, latter three identified with ownership of *Sioux City Tribune*.

### KANSAS

**KSOK, Arkansas City**—Licensed to the *Traveler* Pub. Co., publisher *Arkansas City Daily Traveler*.

**KGGF, Coffeyville**—Licensed to Hugh J. Powell, senior partner in firm of H. J. Powell & Co., publisher of *Coffeyville Daily Journal*.

**KGNO, Dodge City**—Licensed to Dodge City Broadcasting Co. Inc.; 94% of stock owned by J. C. Denious, publisher of the *Dodge City Daily Globe* and *Norton (Kan.) Telegram*.

**KCKN, Kansas City**—Licensed to The KCKN Broadcasting Co., controlled by Capper Publications Inc., publisher of *Kansas City Kansan* and *Topeka Daily Capital*.

**KSAL, Salina**—Licensed to KSAL Inc., controlled by Hutchinson (Kan.) Publishing Co., publisher of *The News-Herald*, R. J. Laubengayer, publisher of *Sahara Journal*, who also holds interests in the *Hays Daily News*, *Goodland Daily News* and *Hill City Times* (weekly), all in Kansas, is minority stockholder.

**WIBW, Topeka**—Licensed to Topeka Broadcasting Assn. Inc., controlled by Capper Publications Inc., publisher of *Topeka Daily Capital* (see KCKN, Kansas City).

**KFH, Wichita**—Licensed to Radio Station KFH Co.; 51% of stock owned by Victoria Murdock Estate, publisher of the *Wichita Eagle*.

### KENTUCKY

**WCCT, Corbin**—Licensed to Corbin Times-Tribune Inc., publisher *Corbin Tribune* and *Times* and 50% owner of *Harlan (Ky.) Enterprise*.

**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*.

**WKYB, Paducah**—Licensed to Paducah Newspapers Inc., publisher *Paducah Sun-Democrat*.

### 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 Jr., president.

**KVOL, Lafayette**—Licensed to Evangeline Broadcasting Co. Inc.; 50% of stock owned by G. H. Thomas, Lafayette; 50% owned by *Lafayette (La.) Advertiser-Gazette*.

**KWKH, Shreveport**—Licensed to International Broadcasting Corp.; 100% of stock owned by Times Publishing Co. Ltd., publisher of *Shreveport Times*; same ownership as *Monroe (La.) World and News-Star*.

### MAINE

**WCOU, Lewiston**—Licensed to Twin City Broadcasting Co. Inc. Stockholders are Faust Couture, pres. & treas.; Valdor Couture, sec. Coutures own *Le Messenger* Pub. Co., publisher of *Le Messenger*, French-language daily.

**WGAN, Portland**—Licensed to Portland Broadcasting System Inc.; 495 out of 500 shares owned by Gannett Publishing Co. Inc. (Guy P. Gannett), publisher of *Portland Sunday Telegram*, *Portland Press Herald* and *Portland Express*; *Augusta Kennebec Journal* and *Water-ville Sentinel*.

### MARYLAND

**WBAL, Baltimore**—Licensed to Hearst Radio Inc.; affiliated with *Baltimore News-Post* and *American*.

**CP** at Preston—Issued to Eastern Shore Bestg. Co., 34% owned by Max Chambers, publisher of *Preston News*, a weekly.

### MASSACHUSETTS

**WCOP, Boston**—Licensed to Massachusetts Broadcasting Corp., subsidiary of Register-Tribune Co. of Des Moines (see KRNT, Des Moines).

**WHDH, Boston**—Licensed to Fidelity Broadcasting Co., owned by Boston Herald-Traveler Corp., publisher *Boston Herald and Traveler*.

**WBET, Brockton**—Licensed to Enterprise Pub. Co., publisher, *Brockton Enterprise & Times*.

**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.).

**WNBH, New Bedford**—Licensed to Bristol Broadcasting Co. Inc., subsidiary of E. Anthony & Sons Inc., publisher of *New Bedford Standard-Times* and *Hyanis (Mass.) Cape Cod Standard-Times*.

**WBEC, Pittsfield**—Licensed to Western Mass. Broadcasting Co. Principals are Donald B. Miller, president-publisher, Eagle Pub. Co., publisher of the *Pittsfield Berkshire Eagle*; his brother, Lawrence K. Miller, editor, vice president and assistant treasurer of publishing firm.

**WCOB, West Yarmouth**—Licensed to Bristol Broadcasting Co. Inc., subsidiary of E. Anthony & Sons Inc., publisher of *New Bedford Standard-Times* and *Hyanis (Mass.) Cape Cod Standard-Times*.

**WTAG, Worcester**—Licensed to WTAG Inc., affiliated with Worcester Telegram Publishing Co. Inc., publisher of *Worcester Telegram & The Evening Gazette*.

### MICHIGAN

**WELL, Battle Creek**—Licensed to Federated Publications Inc., publisher of *Battle Creek Enquirer & News*, *Grand Rapids Herald* and *Lansing State Journal*.

**WHEB, Benton Harbor**—Licensed to Palladium Pub. Co., publisher of *Benton Harbor News-Palladium*, and *Herald-Press Co.*, publisher, *St. Joseph (Mich.) Herald-Press*.

**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 Both Broadcasting Inc., stockholder in Both 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.

**WWJ, 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.; 30% 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*.

**KBUN, Bemidji**—Licensed to Bradford & Pohl, a Partnership, Rupert W. Bradford, partner, is editor-publisher of the *Bemidji Northland Times*, a weekly.

**WEBC, Duluth**—Licensed to Head of the Lakes Broadcasting Co.; 82% of stock owned by Evening Telegram Co., Superior, Wis., publisher of *Superior Telegram*; 82% 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 *Manitowoc (Wis.) Herald-Times*, *Chippewa Falls (Wis.) Herald-Telegram*, *Two Rivers (Wis.) Reporter*, *Lafayette (La.) Advertiser*.

**WMFG, Hibbing**—Licensed to Head of the Lakes Bestg. Co.; see WEBC, Duluth.

**WTCN, Minneapolis**—Licensed to Minnesota Broadcasting Corp.; 50% of stock owned by Northwest Publications 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-Tribunes*, Aberdeen (S. D.) *American* and *News and Grand Forks (N. D.) Herald*. Ridders also have minority interest in the *Seattle Times*.

**KFAM, St. Cloud**—Licensed to Times 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. Weicking, editor, and M. H. White, business manager of *Winona Republican-Herald*.

### MISSISSIPPI

**WROX, Clarksville**—Licensed to Birney Ives Sr., publisher of *Columbus (Miss.) Commercial Dispatch*.

**WCOC, Meridian**—Licensed to Mississippi Broadcasting Co. Inc.; 100% of stock owned by R. S. Gavin and D. W. Gavin, owners of *Clarke 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 KXOK, St. Louis).

**KHMO, Hannibal**—Licensed to Courier-Post Publishing Co., publisher of *Hannibal Courier-Post* (Lee Syndicate newspaper).

**WMBH, Joplin**—Licensed to Joplin Broadcasting Co. Joplin Globe Publishing Co., publisher of *Joplin Globe* and *Joplin News-Herald* owns 5/7 of stock.

**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 *Daily American Republic*.

**KGBX, Springfield**—Licensed to Springfield Broadcasting Co.; Owned 99% by 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

**KRJE, Miles City**—Licensed to Star Printing Co., publisher of the *Miles City Star*.

**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 JERSEY

**WRAB, Atlantic City**—Licensed to Press Union Publishing Co. Inc., publisher of *Atlantic City Press* and *Atlantic City Evening Union*.

**WHOM, Jersey City**—Licensed to Il Progresso Pub. Co.

### NEW MEXICO

**KOB, Albuquerque**—Licensed to Albuquerque Broadcasting Co.; 100% of stock owned by T. M. Pepperyday, president, Albuquerque Publishing Co., publisher of *Albuquerque Journal*.

**KAVE, Carlsbad**—Licensed to Carlsbad Broadcasting Corp., Val Lawrence, president, owns 52.6% of common stock and is vice-president of *El Paso (Tex.) Times*.

**KSIL, Silver City**—Licensed to Dorrance D. Roderick, publisher, *El Paso Times*.

**KTRC, Santa Fe**—Licensed to New Mexico Pub. Co., publisher, *Santa Fe New Mexican*.

### NEW YORK

**WABY, 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*.

**WBYN, Brooklyn**—Licensed to WBYN-Brooklyn Inc., owned by Evening News Publishing Co.

**WLIB, Brooklyn**—Licensed to WLIB Inc. Owned by Theodor Corp., Dorothy S. Thackeray, publisher of the *New York Post*, is chairman of the board.

**WBEH, Buffalo**—Licensed to WBEH Inc.; stock owned by same ownership as *Buffalo Evening News*.

**WEER, Buffalo**—Licensed to WEER Inc. 75% of stock owned by *Buffalo Courier-Express*.

**WENE, Endicott**—Licensed to Empire Newspaper-Radio Inc., owner of *Endicott Bulletin*.

**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*.

**WKTD, Glens Falls**—Licensed to Glens Falls Publicity Corp., owned 50% by Glens Falls Post Co., publisher *Glens Falls Post-Star* and *Times*.

**WMSA, Massena**—Licensed to the Brockway Co., owned and operated by the *Watertown (N. Y.) Times* (see WWNY, Watertown).

**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 (Wyo.) State Tribune* and *Wyoming Eagle*; *Saltus (Cal.) Californian*; *Reno Gazette*; *Newada State Journal* and *Wyoming Stockman-Farmer*. (See also KDON, Monterey, Cal. KFBC, Cheyenne, Wyo. and WKIP, Poughkeepsie, N. Y.)

**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.

**WOV, New York City**—Licensed to Wodaam Corp.; Richard E. O'Dea, minority stockholder, is director and stockholder of the *Paterson Morning Call*.

**WQXR, New York City**—Licensed to the Interstate Broadcasting Co., subsidiary of the *New York Times Co.*

**WHLI, Niagara Falls**—Licensed to Niagara Falls Gazette Publishing Co., publisher of *Niagara Falls Gazette*.

**WHDL, Olean**—Licensed to WHDL Inc., 100% of stock owned by *Olean Times-Herald Corp.*, publisher of *Olean Times-Herald*.



WKIP, Poughkeepsie—Licensed to Poughkeepsie Newspapers Inc. (See WGNV, Newburgh).  
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.)

WHPY, Watertown — Licensed to The Brockway Co., owned and operated by the *Watertown Daily 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

WGW, Asheboro—Licensed to Asheboro Broadcasting Co., a partnership including Roy Cox, publisher *Asheboro Courier-Tribune*, a semi-weekly newspaper.

WWNC, 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-Argus* and director of the *Concord Tribune*. 7 shares owned by P. M. Patrick, secretary and director of the *Goldsboro News-Argus*.

WHKY, Hickory — Licensed to Catawba Valley Bstg. Co.; 18.3% of stock owned by Lester C. Gifford, publisher of *Hickory Daily Record*.

WHPE, High Point—Licensed to High Point Enterprise Inc., publisher, *High Point Enterprise*.

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

WENC, Whiteville—Licensed to Whiteville Broadcasting Co., equally owned by five stockholders, including Leslie S. Thompson, publisher *Whiteville News-Reporter*, a semi-weekly.

WSJS, 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*.

## 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, Ashtabula — Licensed to WICA Inc.; 94% of stock owned by estate of the late C. A. Rowley, who was publisher of the *Ashtabula Star-Beacon*, *Geneva Free Press*, *Painesville Telegraph*, *Connaught News-Herald*, all Ohio dailies.

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.

WSAI, 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., owned by *Cleveland Plain Dealer*.

WBNS, Columbus—Licensed to RadioOhio Inc., owned 28% by Edgar T. Wolfe, board chairman, who is 64% owner and president-publisher of *Ohio State Journal*; 24% each by Richard S. Wolfe, treasurer *Columbus Dispatch*; H. Preston Wolfe, president, *Dispatch*; Robert H. Wolfe, co-publisher.

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 Scioto Broadcasting Co.; 100% owned by Brush-Moore Newspapers Inc., publishers of *Portsmouth Times*.

WIZE, Springfield—Licensed to Radio 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 68.2% 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*.

KBIX, 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 *The Daily 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*; *Marysville (Mo.) Forum*; *Pittsburg (Kan.) Headlight & Sun*; *Nevada (Mo.) Daily Mail*; and *Topeka (Kan.) State Journal*.

KSPI, Stillwater—Licensed to Stillwater Pub. Co., publisher *Stillwater News-Press*.

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. E. Cronise, co-publishers of *Albany Democrat-Herald*.

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

KRUL, Corvallis—Licensed to Pacific States Radio Co., in which Corvallis *Gazette-Times* owns stock.

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

KFLW, Klamath Falls—Licensed to Herald Pub. Co., publisher *Klamath Falls Herald & News*.

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 *Call-Chronicle Newspapers Inc.*, publisher of *The Morning Call* and *The Evening Chronicle*.

WGPA, Bethlehem—Licensed to Bethlehem's Globe Pub. Co., publisher *Bethlehem Globe-Times*.

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

WEST, Easton — Licensed to Associated Broadcasters Co. Operated independently. Owned by J. Hale & John F. Steinman, owners of *Lancaster Newspapers Inc.* (See WGAL, Lancaster).

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. Operated independently. Owned by J. Hale and John F. Steinman, owners of *Lancaster Newspapers Inc.* (See WGAL, Lancaster).

WAZL, Hazleton — Licensed to Hazleton Broadcasting Service Inc. Operated independently. Owned by J. Hale and John F. Steinman, owners of *Lancaster Newspapers Inc.* (See WGAL, Lancaster).

WHUN, Huntingdon—Licensed to Joseph F. Biddle Pub. Co., publisher *Huntingdon News*, a daily, and *Mount Union (Pa.) Times*, a weekly.

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. Operated independently. Owned by J. Hale and John F. Steinman, owners of *Lancaster Newspapers Inc.*

WMRF, Lewistown—Licensed to Lewistown Broadcasting Co.; 25% of stock owned by the Sentinel Co., publisher of *Lewistown Sentinel*.

WCAU, Philadelphia—Licensed to Record Co. Sale by J. David Stern (*Philadelphia Record* and *Camden [N. J.] Courier-Post*) to *Philadelphia Bulletin* pending FCC approval.

WFIL, Philadelphia—Licensed to Triangle Publications Inc., publisher *Philadelphia Inquirer*.

WPEN, Philadelphia—Licensed to Wm. Penn Broadcasting Co., owned by the *Evening Bulletin*.

WCAE, Pittsburgh—Licensed to WCAE Inc., owned by the *Pittsburgh Sun-Telegraph*.

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 Daily Item*.

WRAK, Williamsport—Licensed to WRAK Inc.; 66.6% of stock owned by Sun Gazette Co., publisher of *Williamsport Gazette & Bulletin* and *Williamsport Sun*; 27% owned by R. T. S. Steele Estate; 3.8% by Margaretta T. Steele; 1.8% each by Mary E. Steele and George E. Joy.

WORK, York—Licensed to York Broadcasting Co. Operated independently. Owned by J. Hale and John F. Steinman, owners of *Lancaster Newspapers Inc.* (See WGAL, Lancaster).

## 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 Cowles Broadcasting Co. (See WOL Washington, D. C. and KRNT, Des Moines).

## TENNESSEE

WLAR, Athens—Licensed to Athens Broadcasting Co., owned by Lowell F. Arterburn, editor-publisher *Athens Post-Athensian*.

WOPI, Bristol — Licensed to Radiophone Broadcasting Station WOPI Inc.; 50% owned by C. J. Harkrader, publisher of *Bristol Herald-Courier* and *News Bulletin*; 50% owned by W. A. Wilson, president and general manager of WOPI.

WSDG, Dyersburg—Licensed to State Gazette Broadcasting Co., owned equally (20% each) by five stockholders, including Russell M. D. Bruce and A. LeRoy Ward, each 50% owner of State Gazette Pub. Co., publisher, *Dyersburg State Gazette*.

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.

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.

KVLF, Alpine—Licensed to Big Bend Broadcasters. Barney Hubbs, majority stockholder in *Pecos (Tex.) Enterprise*, 40% owner [also see KIUN Pecos and KRIG Odessa, Tex.].

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* employees pool. 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 *Texasarkana 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 Amon Carter and associates, publisher of *Fort Worth Star-Telegram*, and 50% by A. H. Belo Corp., publisher of *Dallas Morning News*.

WBAP, 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. Taylor-Howe-Snowden Group. (See KGNC Amarillo).

KRIG, Odessa—Licensed to Oil Center Bstg. Co. Minority interests held by Frank Mayborn, Temple (Tex.) Publishing Co. and Barney Hubbs, majority stockholder in *Pecos (Tex.) Enterprise*.

KPDN, Pampa—Licensed to C. H. Harry and Jane Holles, d/b as Radio Station KPDN. C. H. Holles is co-publisher of *Pampa Daily News* and *Register*. Pub. Co., publisher of *Santa Ana (Cal.) Register*; Holles family also identified with *Buysrus (O.) Telegraph-Forum*.



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**KIUN, Pecos**—Licensed to Jack W. Hawkins and Barney H. Hubbs, publishers of *Pecos Entertainer*, weekly. (See also KRIG, Odessa, Tex., and KVLV, Alpine, Tex.)

**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.

**KXOX, Sweetwater**—Licensed to Sweetwater Radio Inc.; owned by J. S. McBeath, owner of the *Sweetwater Reporter*.

**KTEM, Temple**—Licensed to Bell Broadcasting Co. Frank W. Mayborn, president and 14.66% owner, also president-publisher and 95% owner of Bell Pub. Co., publisher of *Temple Daily Telegram*.

**KCMC, Texarkana**—See Arkansas.

**KVWC, Vernon**—Licensed to Northwestern Broadcasting Co., of which R. H. Nichols, 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. Taylor-Howe-Snowden Group (See KGNC Amarillo).

## UTAH

**KSUB, Cedar City**—Licensed to Southern Utah Broadcasting Co.; 52% of stock held by Radio Service Corp. of Utah. Licensee of KSL; 36% of stock owned by Leland M. Perry.

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

**KALL, Salt Lake City**—Licensed to Salt Lake City Broadcasting Co., 50% owned by Salt Lake Tribune Co. & Telegram Pub. Co., publishers of *Salt Lake City Tribune* and *Telegram*.

**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; 50.27% held by the Church of Jesus Christ of Latterday Saints.

## VIRGINIA

**WMVA, Martinsville**—Licensed to Martinsville Broadcasting Co.; 43% 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 Press* and *Times-Herald*; 34% by Edward E. Eishop.

**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*.

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

## WASHINGTON

**KWLK, Longview**—Licensed to Twiu City Broadcasting Corp.; 33% of stock owned by John McClelland, publisher of *Longview Daily News*.

**KONP, Port Angeles**—Licensed to Radio Pacific Inc., wholly-owned subsidiary of Port Angeles Evening News Inc., publisher of *Port Angeles News*.

**KHQ, Spokane**—Licensed to Spokane Chronicle Co., Publisher, *Spokane Chronicle* and *Spokesman-Review*.

**KVAN, Vancouver**—Licensed to Vancouver Radio Corp.; controlled by Sheldon F. Sackett, publisher of *Coos Bay Times*, owner of KOOS, Coos Bay, and 65% owner of KROW, Oakland, Calif.

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**WHIS, Bluefield**—Licensed to Daily Telegraph Printing Co., publisher of *Bluefield Daily Telegraph* and *Bluefield Sunset 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 Charleston Broadcasting Co.

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

**WVAJ, 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*.

**WRW, Welch**—Licensed to McDowell Service Co.; ownership includes W. R. Kevner, 25 shares, editor *Welch Daily News*; Ellis Landreth, 25 shares, manager. Welch Publishing Co.; Clarence H. Frey, 25 shares, publisher, *The Logan Banner*.

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**WFAU, 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*; 13 2/8% owned by Walter C. Brides, manager of WERC, Duluth, Minn.; 14 1/8% owned by Morgan Murphy, publisher of *Superior Telegram*.

**KFIZ, Fond du Lac**—Licensed to KFIZ Broadcasting Co. A. H. Lanve, president-publisher of Reporter Printing Co., publishers of *Commonwealth Reporter* in Fond du Lac. Is president of KFIZ.

**WLO, Janesville**—Licensed to Gazette Printing Co., publishers of *Janesville Daily Gazette*.

**WIBA, Madison**—Licensed to Badger Broadcasting Co. Inc.; 66 2/8% 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*.

**WTMJ, Milwaukee**—Licensed to The Journal Co., publisher of *Milwaukee Journal*.

**WRJN, Racine**—Licensed to Racine Broadcasting Corp.; principal stockholders: F. R. Starburk, president and Harry R. Le Poidevin, secretary-treasurer of the Journal Times Co.

**WHBL, Sheboygan**—Licensed to Press Publishing Co., publisher of *Sheboygan Press*.

**WDSM, Superior**—Licensed to Ridson Inc., subsidiary of Ridder Brothers newspaper-radio interests (see WTCN, Minneapolis).

**WFHR, Wisconsin Rapids**—Licensed to Wm. F. Huffman, publisher of *Wisconsin Rapids Daily Tribune*.

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**KFBC, Cheyenne**—Licensed to Frontier East. Co.; Ownership affiliated with Cheyenne Newspapers Inc., publishers of the *Wyoming Eagle* and the *Wyoming State Tribune* (Sveidel Newspapers); (see also KDON, Monterey, Cal., and WGNV, Newburgh, N. Y.).

**KRAL, Rawlins**—Licensed to Rawlins Broadcast. Co. owned 50% by *Rawlins Daily Times*; share held by Tracy C. McCracken, president of KFBC Cheyenne and Cheyenne Newspapers Inc.

## 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 Corp. of the President of the Church of Jesus Christ of Latter Day Saints.

**KGU, Honolulu**—Licensed to Marion A. Mulrony and Advertiser Publishing Co. Ltd., publisher of *Honolulu Advertiser*.

**KHBC, Hilo**—Licensed to Hawaiian Broadcasting System, Ltd.; same ownership as KGMB, Honolulu.

**KTOH, Lihue**—Licensed to Garden Island Publishing Co. Ltd., publisher of *Garden Island* (weekly).

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**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*, 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 Whig-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*.

**CKSO, Sudbury, Ont.**—Licensed to *Sudbury Star*.

**CHLN, Three Rivers, Que.**—Licensed to *La Nouvelleiste*, French language daily.

**CKGB, Timmins, Ont.**—Affiliated (Corporate) with *Timmins Press*.

**CKAC, Montreal**—Owned by *Montreal La Presse*.

**CHLP, Montreal**—Owned by *Montreal La Patrie*.

**CFRN, Nelson, B. C.**—Licensed to *Nelson Daily News*.

**CKSE, Cornwall, Ont.**—Owned by *Standard Freeholder*.

**CFCH, North Bay, Ont.**—Affiliated (corporate) with *Timmins* (Ont.) Press.

**CFOS, Owen Sound, Ont.**—Licensed to *Owen Sound Star-Times*.

**CHEX, Peterborough, Ont.**—Affiliated (corporate) with *Peterborough Examiner*.

**CKCK and CKRM, Regina, Sask.**—Affiliated (interlocking ownership) with *Victor Sifton newspapers*; *Regina Leader-Post*, *Winnipeg Free Press* and *Saskatoon Star-Phoenix*.

**CHSJ, St. John, N. B.**—Controlled by *St. John Telegraph-Journal* and *Times-Globe*.

**CHLT, Sherbrooke, Que.**—Licensed to *Sherbrooke La Tribune*, French language daily.

**CKTS, Sherbrooke, Que.**—Licensed to *Telegraph Printing and Publishing Co. Ltd.*

**CJVI, Victoria, B. C.**—Affiliated (corporate) with the *Victoria Colonist*.

**CKRK, Winnipeg, Man.**—Affiliated (interlocking ownership) with *Victor Sifton newspapers*; *Winnipeg Free Press*, *Regina Leader-Post* and *Saskatoon Star-Phoenix*.

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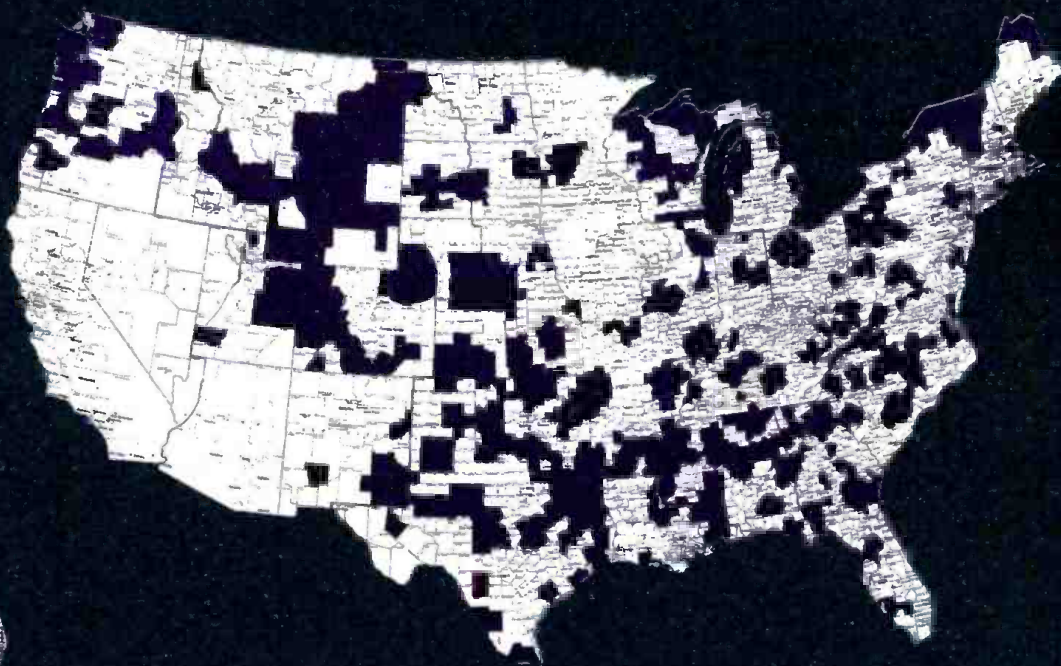
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# Directory of BROADCASTING STATIONS OF THE UNITED STATES

\*—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 February 15, 1947)  
 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 and Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Services
ALEXANDER CITY.....	WRFS (Construction Permit) 1050	1,000-D	Piedmont Service Corp. 12 Main St.	.....	James L. Coley, Pres. & Gen. Mgr. J. C. Henderson, Coml. Mgr.	Thesaurus UP
ANDALUSIA.....	WCTA 1340	250	Andalusia Bestg. Co. Inc. Samford Road 844	MBS KBS Alabama	James T. Ownby, Gen. & Coml. Mgr.	Juanita Hall, Prog. & Traffic Mgr. Dige Bishop, Chief Engr. World UP
ANNISTON.....	WHMA 1450	250	Harry M. Ayers Radio Bldg. 2380	ABC	Harry M. Ayers, Chief Owner J. W. Buttram, Gen. & Coml. Mgr.	M. Street, Prog. Dir. & Prom. Mgr. James Hudson, Chief Engr. Sears & Ayers Thesaurus UP
ANNISTON.....	WOOB (Construction permit) 1490	250	W. S. Weatherly Box 992 241	.....	W. S. Weatherly, Owner	Raymon A. Watson, Chief Engr. AP
BESSEMER.....	WJLD 1400	250	Johnston Bestg. Co. P. O. Box 147 Bessemer 2300 Birmingham 6-6172	MBS KBS Alabama	George Johnston Jr., Partner Wm. R. Terry, Gen. Mgr. Clay Coe, Sales Mgr.	Dorothy Alexander, Prog.-Prod. Mgr. Edna Morris, Prom. Mgr. Rufus M. Jones, Jr. Chief Engr. Sears & Ayer Cole Standard AP
BIRMINGHAM 3.....	WAPI 1070	5,000	Voice of Alabama Inc. Protective Life Bldg. 8-8116	CBS	Ed Norton, Chm. of Bd. Thad Holt, Pres. & Gen. Mgr. Lionel Baxter, Mgr. of Ops.	Jimmie Willson, Prog. Dir. Lionel Baxter, Publ. & Prom. Dir. Norman S. Hurley, Chief Engr. Radio Sales Lang-Worth World UP
BIRMINGHAM 1.....	WBRC 960	5,000	Birmingham Bestg. Co. Inc. WBRC Bldg. 4-7741	NBC	Eloise H. Hanna, Pres. & Gen. Mgr. Howell C. Cobb, Station Mgr.	John T. Orr, Publ. Dir. G. P. Hamann, Chief Engr. Raymer Lang-Worth Standard INS
BIRMINGHAM 6.....	WJME (Construction permit) 780	1,000-D	General Bestg. Co. 4333 11th Ave. N. 9-3872	.....	William J. Edwards } Owners Graydon L. Newman } Pearl M. Patrick }	William J. Edwards, Gen. Mgr. ....
BIRMINGHAM 1.....	WKAX 900	1,000-D	Courier Bestg. Service Inc. 1710 6th Ave. N. 54-2541	.....	Glenn V. Tingley, Pres. Ganus C. Scarborough, Gen. & Coml. Mgr.	Horace Pumphrey, Prog. Dir. Stanley Hawkins, Chief Engr. Associated AP
BIRMINGHAM.....	WMBY (Construction permit) 780	1,000-D	Magic City Bestg. Co. 403 N. 20th St.	.....	Ernest E. Forbes, Owner	.....
BIRMINGHAM 2.....	WSGN 610	5,000-LS 1,000-N	The Birmingham News Co. P. O. Box 2653 4-3434	ABC	Henry P. Johnston, Managing Dir. Julian A. Flint, Coml. Mgr. Eugene M. Plumstead, Prog. Dir.	Mrs. Mary F. Childers, Prom. & Publ. Dir. Gordon F. Bishop, Chief Engr. Headley-Reed Thesaurus AP
BIRMINGHAM.....	WTNB 1490	250	Thomas N. Beach 117 N. 21st St. 4-4511	MBS	Mrs. Evelyn S. Hicks, Vice Pres.-Gen. Mgr. J. D. Shacklett, Asst. Mgr.	Mrs. E. Allen, Prod. Mgr. M. L. Cotton, Prom. & Traffic Mgr. F. J. Murphree Jr., Chief Engr. Hollingbery SESAC World AP
BREWTON.....	WEBJ (Construction permit) 1240	250	Wm. E. Brooks (Temp.) 319 Belleville Ave.	.....	Wm. E. Brooks, Owner	.....
CLANTON.....	(Construction permit) 760	500-D	Southeastern Bestg. Co. P. O. Box 332 Sylacauga, Ala.	.....	Hugh J. Webb } Owners J. K. Robinson } J. S. Robinson }	.....
CULLMAN.....	WKUL 1340	250	Cullman Bestg. Co. Cullman 864	KBS	H. H. Kinney, Partner B. C. Eddins, Mgr. & Chief Engr.	Eugene A. Richards, Coml. Mgr. M. Sidney Lasher, Prog. Dir. World AP
DECATUR.....	WMSL 1400	250	Tenn. Valley Bestg. Co. Inc. 521 Bank St. 802	MBS KBS N. Alabama	Melvin Hutson, Pres. Kyle G. Frazier, Station & Coml. Mgr.	Louis C. Blizzard, Prog. Dir. J. V. Roser, Chief Engr. Headley-Reed World UP
DOTHAN.....	WAGF 1400	250	Dothan Bestg. Co. 204 1/2 E. Main St. 1430	MBS	Julian C. Smith, Mgr. Fred C. Moseley, Coml. Mgr.	Willard Wilkes, Prog. Dir. John T. Hubbard, Chief Engr. Headley-Reed Standard SESAC AP
DOTHAN.....	WDIG (Construction permit) 1450	250	Houston Broadcasters N. Adams St.	ABC	Jess Swicegood, Half owner & Gen. Mgr.	J. P. Burnett, Coml. Mgr. Jess Swicegood, Chief Engr. Cummings Lang-Worth Thesaurus UP
FLORENCE.....	WJOI 1340	250	Florence Bestg. Co. 850 S. Court St. 401	ABC Alabama	Joe T. Van Sandt } Partners Clyde W. Anderson } L. S. Caine } Joe T. Van Sandt, Gen. & Coml. Mgr.	David E. Bigley, Prog. & Prom. Dir. Maurice E. McKinney, Chief Engr. Cole World
FLORENCE.....	WMFT 1240	250	Tri-Cities Broadcast Co. P. O. Box 477 42	.....	Milton S. Killen, Vice-Pres. Franklin L. Bush, Gen. Mgr. Ernestine W. Baker, Office Mgr.	Edith C. Thompson, Assist. Prog. Dir. Sanford J. Willis, Chief Engr. Pearson Thesaurus AP
GADSDEN.....	WGAD (Construction permit) 1350	1,000	E. L. Roberts (Temp.) Pioneer Life Bldg.	.....	E. L. Roberts, Owner	.....
GADSDEN.....	WGNH (Construction permit) 1400	250	General Newspapers Inc. P. O. Box 347 2090-J	ABC	Carmage Walls, Pres. Henry A. Jones, Gen. Mgr. Andrew B. Letson, Coml. Mgr.	John S. Rogers, Prog. Dir. Andrew B. Letson, Chief Engr. Burke-Kuyper & Mahoney World INS
GADSDEN.....	WGWD (Construction permit) 570	1,000-D	G. W. Covington Jr. 102 Montgomery St.	.....	J. W. Covington Jr., Owner	.....
GADSDEN.....	WJBY 1240	250	Gadsden Bestg. Co. Inc. 108 Broad St. 88	MBS	Bascom H. Hopson, Pres. Beatrice Tate Benton, Gen. Mgr. & Prog. Dir.	Sam A. Benton, Coml. Mgr. William Figg, Chief Engr. Sears & Ayer AP
HUNTSVILLE.....	WBHP 1230	250	W. H. Pollard 318 W. Clinton 313	MBS KBS	W. H. Pollard, Owner Hal Falter, Gen. & Coml. Mgr.	Bob Tambllyn, Prog. Dir. & Prom. Mgr. Bill Harris, Chief Engr. AP

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## ALABAMA—(Continued)

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HUNTSVILLE	WFUN 1450	250	Huntsville Bestg. Co. 410 W. Holmes St. 2424	.....	Joe Foster } Partnership John Garrison } Lauren Mickle } John Garrison, Gen. Mgr.	E. H. Duffey, Coml. Mgr. Joe Keown, Prog. Dir. John Garrison, Prom. Mgr. Lauren Mickle, Chief Engr.	World AP
HUNTSVILLE	WHBS 1490	250	The Huntsville Times Co. Inc. Gallatin and Clinton Sts. 2345	ABC	A. L. Smith, Mgr. Mrs. Barbara Terrell, Natl. Coml. Mgr.	John P. Culver Jr., Prog. Dir. James L. Sanderson, Chief Engr.	Headley-Reed AP
JASPER	WVW3 1240	250	Bankhead Bestg. Co. Inc. Jasper 24	.....	W. W. Bankhead, Owner James E. Reese, Gen. & Coml. Mgr. Charles Metcalfe, Prog. Dir.	Freda Hilton, Prom. Mgr. Jack Copeland, Chief Engr.	Thesaurus World AP
MOBILE 9	WALA 1410	5,000	Pape Bestg. Co. 106 St. Joseph St. 3-8756	NBC	W. O. Pape, Owner H. K. Martin, Gen. Mgr.	A. C. Holman, Prog. Dir. R. B. Hurley, Chief Engr.	Headley-Reed Standard AP
MOBILE 7	WKAB (Construction permit) 840	1,000-D	Pursley Bestg. Service P. O. Box 1306	.....	Claude Pursley } Louise Pursley } Partners	D. W. Lang Jr., Mgr. & Coml. Mgr.	.....
MOBILE	WKRK 719	1,000-D	Giddens & Rester 205 Government St. 2-8373	MBS	T. J. Rester } Kenneth R. Giddens } Partners F. E. Busby, Gen. Mgr.	John Waller, Coml. Mgr. Lynn Williams, Prog. Dir. & Prom. Mgr. W. H. Murphree, Chief Engr.	Weed Lang-Worth Standard AP
MOBILE 15	WMOB 1230	250	Nunn Bestg. Corp. 458 Government St. 2-4566	ABC Ala.	Gilmore N. Nunn, Pres. Archie S. Grinalds, Gen. & Coml. Mgr.	Wallace B. Dunlap, Prog. Dir. Joseph S. Muth, Prom. Mgr. T. L. Greenwood, Chief Engr.	Thesaurus World UP
MONTGOMERY	WAPX (Construction permit) 1600	1,000	United Bestg. Co. Inc. Montgomery	ABC	T. E. Martin, Pres. John S. Allen, Vice-Pres. & Gen. Mgr.	Chas. H. Allen, Coml. Mgr. Cecil Mackey, Prog. Dir. Paul Usery, Chief Engr.	Walker UP
MONTGOMERY 2	WCOV 1240	250	G. W. Covington Jr. Exchange Hotel 5781	CBS	G. W. Covington Jr., Owner & Mgr. R. B. Raney, Coml. Mgr.	Weston Britt, Prog. Dir. E. J. Duke, Prom. Mgr. W. D. Weatherly, Chief Engr.	Wilson Standard INS
MONTGOMERY 4	WMGY 809	1,000-D	Dixie Bestg. Co. Dexter Ave. and Perry St. 6245	MBS	Dr. S. D. Suggs, Pres. Leland Childs, Gen. & Coml. Mgr.	E. Caldwell Stewart, Prog. Dir. Edward L. De Motte, Prom. Mgr. John D. Lamar, Chief Engr.	Radio Advertising World INS
MONTGOMERY 2	WSFA 1440	1,000	Montgomery Bestg. Co. Inc. P. O. Box 1031 8361	NBC	Howard E. Pill, Pres. David E. Dunn, Gen. Mgr. Wm. W. Hunt, Mgr., Local Sales	Robt. M. Hope, Prog. Dir. Julia Looney, Mgr., Nat'l Adv. Sales Clifford Shelkofsky, Chief Engr.	Headley-Reed Cole Thesaurus AP
MUSCLE SHOALS	WLAY 1450	250	Muscle Shoals Bestg. Corp. 3rd National Bank Bldg.	MBS KBS N. Alabama	Frank M. Farris Jr., Owner Henry B. Clay, Gen. Mgr. Richard B. Biddle, Coml. Mgr.	James C. Miller III, Prog. Dir. Mary Lou Latimer, Prom. Mgr. Lynn V. McMoran, Chief Engr.	Branham Standard UP
OPELIKA	WJHO 1400	250-LS 100-N	Opelika-Auburn Bestg. Co. 1400 Auburn Road 866	MBS KBS	F. Marion Hyatt, Gen. Mgr. Guy Mangram, Coml. Mgr.	Lowell E. Takies, Prog. Mgr. John B. Venters, Chief Engr.	Thesaurus SESAC UP
SELMA	WGWC 1340	250	G. W. Covington Jr. Selma 1739	CBS	G. W. Covington Jr., Owner Frank Ford, Mgr. & Coml. Mgr.	Bill Steadman, Prog. Dir. W. L. Rowland, Prom. Mgr. John F. Townshend, Chief Engr.	Wilson Standard Thesaurus INS
SELMA	WHBB 1490	250	Selma Bestg. Co. Inc. 209 Washington St. 1293	MBS Ala.	B. H. Hopson, Pres. Julien Smith Jr., Gen. & Coml. Mgr.	Erin Reynolds, Prog. Dir. Eleanor Falkenberry, Prom. Mgr. T. F. Kelly Jr., Chief Engr.	.....
SYLACAUGA	WFEB 1340	250	Alabama Bestg. Co. Inc. 527 N. Broadway 160	MBS	E. E. Forbes Sr., Pres. J. W. Buttram, Vice-Pres. Hugh Webb, Station Mgr.	Chris Weber, Prog. Mgr. Robert Taber, Prom. Mgr. James S. Stowers Jr., Chief Engr.	..... UP
TALLADEGA	WHTB 1230	250	Voice of Talladega Inc. 122 S. Court Square 2360	MBS KBS	Harry Held, Pres. R. C. Hammett, Mgr. & Coml. Mgr.	Otis Dodge, Prog. Dir. Ira A. Smith Jr., Chief Engr.	SESAC Standard AP
TROY	WTBF 1490	250	Troy Bestg. Corp. Troy 531	.....	Roy Crow, Pres. Cyril W. Reddoch, Gen. Mgr.	Joe Gilchrist, Chief Engr.	World AP
TUSCALOOSA	WJRD 1230	250	James R. Doss Jr. First National Bank Bldg. 4464	KBS	James R. Doss Jr., Owner & Gen. Mgr. J. E. Reynolds, Coml. Mgr.	Mrs. J. R. Doss Jr., Prog. Dir. & Prom. Mgr. Fred James, Chief Engr.	Grant World AP
TUSCALOOSA	WTBC 1450	250	Tuscaloosa Bestg. Co. City Hall Bldg.	MBS	Bert Bank, Mgr	.....	Thesaurus

## ARIZONA

DOUGLAS	KAWT 1450	250	Carleton W. Morris P. O. Box 1118 173	NBC Ariz. Bestg.	Carleton W. Morris, Owner	.....	Associated
FLAGSTAFF	KFAK (Construction permit) 1240	250	'Gene Burke Brophy P. O. Box 1365 Phoenix, Ariz.	Radio-Ariz.	'Gene Burke Brophy, Owner John D. Morgan, Gen. Mgr.	Russell Davis, Chief Engr.	..... UP
FLAGSTAFF	KWRZ (Construction permit) 1340	250	Grand Canyon Bestg. Co. Flagstaff	.....	James L. Stapleton } James M. Neil Jr. } Owners Duard K. Nowlin }	.....	.....
GLENDALE	KRUX 1340	250	'Gene Burke Brophy P. O. Box 1365, Phoenix, Ariz. 3-8790	Radio-Ariz.	'Gene Burke Brophy, Owner John D. Morgan, Gen. Mgr.	Russell Davis, Chief Engr.	..... UP
GLOBE	KWJB 1240	250	Gila Bestg. Co. Inc. Box 2343 41	NBC Ariz. Bestg.	Louis F. Long, Pres. Paul Merrill, Gen. Mgr. Willard Shoecraft, Station Mgr.	Edward E. Furman, Coml. Mgr. Willard Shoecraft, Prom. Mgr. Frank Toomey, Chief Engr. & Prog. Dir.	Raymer Capitol Standard AP, INS
LOWELL	KSUN 1230	250	Carleton W. Morris Box C Lowell Station, Bisbee 9	CBS Arizona	Carleton W. Morris, Owner & Mgr. Eugene V. Packer, Coml. Mgr.	Gilbert C. Alzua, Prog. Dir. David C. Karbach, Chief Engr.	Blair World UP
MESA	KARV 1400	250	Arizona Radio & Telv. Inc. 44 Pepper Lane 678	.....	Kenneth W. Houston, Pres. John C. McPhee, Gen. Mgr. Norman E. Iverson, Coml. Mgr.	Al Stein, Prog. Dir. Gordon Kelly, Chief Engr.	Forjoe Standard Lang-Worth AP, UP





# 7 in... '47

## ARIZONA BROADCASTING SYSTEM

Arizona's Largest Network

- **KTAR** PHOENIX, 5000 Watts - 620 KC
- **KVOA** TUCSON, 1000 Watts - 1290 KC
- **KYUM** YUMA, 250 Watts - - - 1240 KC
- **KYCA** PRESCOTT, 250 Watts - 1490 KC
- **KGLU** SAFFORD, 1000 Watts - 1480 KC
- **KWJB** GLOBE-MIAMI, 250 Watts - 1240 KC
- **KAWT** DOUGLAS-BISBEE, 250Watts-1450 KC

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**ARIZONA—(Continued)**

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MESA	KTYL 1490	250	Sun Valley Bcstg. Co. P. O. Box 88U	.....	Howard L. Roberts, Pres. A. E. Mickel, Gen. & Coml. Mgr.	Mel Standage, Prog. Dir. H. Wayne Fernyhough, Chief Engr.	Associated Standard UP
PHOENIX	KOOL (Construction permit) 960	5,000	Maricopa Broadcasters Inc. (Temp.) Box 820 Palm Springs, Calif.	.....	Carl D. Haymond, Pres. & Gen. Mgr.	Owen Ford, Chief Engr.	.....
PHOENIX	KOY 550	1,000	Salt River Valley Bcstg. Co. 836 N. Central Ave. 4-4144	CBS Arizona	Burridge D. Butler, Pres.-Chief Owner Albert D. Johnson, Mgr.	John L. Hogg, Coml. Mgr. John R. Williams, Prog. Mgr. J. Lewis Sublett, Chief Engr.	Blair Associated World UP, Transradio
PHOENIX	KPHO 1230	250	Phoenix Bcstg. Inc. Adams Hotel 4-7367	ABC	Rex Schepp, Pres. Charles H. Garland, Gen. Mgr. Arnold J. Gregory, Coml. Mgr.	William Reddick Jr., Prog. Dir. Cosetta H. Flynn, Traffic Mgr. Louis Halpern, Chief Engr.	Griffith Lang-Worth MacGregor INS
PHOENIX	KPSC (Construction permit) 1450	250	Sun Country Bcstg. Co. 74 E. Pierson St.	.....	J. R. Heath, Pres.	.....	Associated
PHOENIX	KTAR 620	5,000	KTAR Bcstg. Co. 711 Heard Bldg. 4-4161	NBC Ariz. Bcstg.	John J. Louis, Chmn. of Board Dick Lewis, Pres. & Gen. Mgr. B. R. Fulbright, Business Mgr. Bill Harvey, Coml. Mgr. John Edwin Miller, Asst. Coml. Mgr.	Howard Pyle, Prog. Dir. John Edwin Miller, Sales Prom. Mgr. A. C. Anderson, Chief Engr. Harold Haughwout, Plant Supt.	Raymer Capitol Standard Thesaurus AP
PRESCOTT	KYCA 1490	250	Southwest Bcstg. Co. E. Gurley St. 244	NBC Ariz. Bcstg.	John J. Louis, Pres. & Chief Owner Harold Ritter, Gen. & Coml. Mgr.	Roberta M. Pfister, Prog. Dir. Marcia Gates, Prom. Mgr. Frank Brown, Chief Engr.	Raymer Standard AP, INS
SAFFORD	KGLU 1450 1480-CP	250 1,000-CP	Gila Bcstg. Co. 1216 Sixth Ave. 15	NBC Ariz. Bcstg.	Louis F. Long, Pres. Paul Merrill, Gen. Mgr. Edward E. Furman, Coml. Mgr.	Norman B. Harrington, Prog. Dir. W. Herbert Hartman, Chief Engr.	Raymer World UP, INS
TUCSON	KCNA (Construction permit) 1340	250	The Catalina Bcstg. Co. P. O. Box 4325	.....	Harry Behn, Pres.	Wayne Sanders, Gen. Mgr.	Lang-Worth
TUCSON	KOPO 1450	250	Old Pueblo Bcstg. Co. 115 W. Drachman 1752	ABC	John Rockwell, Pres. Charles H. Garland, Vice-Pres. & Gen. Mgr.	Eugene S. Mittendorf, Gen. Station Mgr. Emily Kalled, Prog.-Traffic Mgr. S. H. Kirby, Chief Engr.	MacGregor AP
TUCSON	KTSC (Construction permit) 1490	250	Sun Country Bcstg. Co. 74 E. Pierson St. Phoenix, Ariz.	.....	J. R. Heath, Pres.	.....	Associated
TUCSON	KTUC 1400	250	Tucson Bcstg. Co. 900 E. Broadway 1400	CBS Arizona	Burridge-D. Butler, Pres. Lee Little, Gen. Mgr. Gerry O'Brien, Prog. Dir.	Gerry O'Brien, Prod. Mgr. John Crowley, Business Mgr. Cliff Livingston, Chief Engr.	Blair Associated SESAC World UP
TUCSON	KVOA 1290	1,000	Arizona Bcstg. Co. 48 E. Broadway 3703	NBC Ariz. Bcstg.	R. B. Williams, Gen. Mgr. Ben L. Slack Jr., Prog. Dir.	Fred J. Gerletti, Sales Prom. Mgr. Ray H. Holsclaw, Chief Engr.	Raymer Capitol Standard Thesaurus AP
YUMA	KSQL 1400	250	'Gene Burke Brophy P. O. Box 1365 Phoenix, Ariz.	Radio-Ariz.	'Gene Burke Brophy, Owner John D. Morgan, Gen. Mgr.	Russell Davis, Chief Engr.	..... UP
YUMA	KYUM 1240	250	Yuma Bcstg. Co. 1900 1st St. 85	NBC Arizona	R. N. Campbell, Pres. Ray C. Smucker, Gen. Mgr. Roy Jorgensen, Coml. Mgr.	Paul Dawson, Prog. Dir. Stam Siegle, Prom. Mgr. Leavenworth Wheeler, Chief Engr.	Raymer Thesaurus AP, UP, INS

**ARKANSAS**

BLYTHEVILLE	KLCN 900	1,000-D	Harold L. Sudbury Sudbury Bldg. 2093	Arkansas	Harold L. Sudbury, Owner & Gen. Mgr. Hugh Mitchell, Prog. Dir.	J. T. Sudbury, Prom. Mgr. Robert Conner, Chief Engr.	Pearson Capitol Cole World UP
CAMDEN	KAMD 1450	250	Camden Radio Inc. Box 5859 S. California St. 1590	MBS KBS Arkansas	W. E. Hussman, Pres. Frank O. Myers, Directing Mgr. J. W. Edwards, Station Mgr. R. L. McCarrell, Coml. Mgr.	Alma Jean Farabough, Prog. Dir. E. L. Smith, Chief Engr.	SESAC
EL DORADO	KELD 1400	250	Radio Enterprises Inc. Home Finance Bldg. 1313	ABC Arkansas	W. N. McKinney, Pres. Leon M. Sipes, Vice-Pres. & Gen. Mgr.	J. R. Duerson, Prom. & Local Sales Mgr. S. E. Eckhardt, Chief Engr.	Cox & Tanz Cole Standard AP
FAYETTEVILLE	KGRH 1450	250	Fayetteville Bcstg. Co. 922 Leverett St. 862	MBS	Geo. Bennitt } Partners Hal Douglas } Russell Bennitt, Gen. Mgr.	Al Collier, Coml. Mgr. Lee Belding, Prog. Dir. Peter Harkins, Prod. Mgr. Geo. Dotson, Chief Engr.	Standard AP
FORT SMITH	KFPW 1400	250	Southwestern Hotel Co. 1213 Garrison Ave. 4106	MBS Arkansas	John A. England, Pres. & Gen. Mgr. J. E. Garner, Station Mgr.	John A. England, Coml. Mgr. Dorothy Gibson, Prog. Dir. J. M. VanHorn, Chief Engr.	Walker Cole World AP, UP
FORT SMITH	KFSA 950	1,000-D	Donald W. Reynolds Southwestern House 3125	.....	Donald W. Reynolds, Owner Jay W. Anderson, Acting Gen. Mgr.	E. C. McNally, Chief Engr.	Lang-Worth



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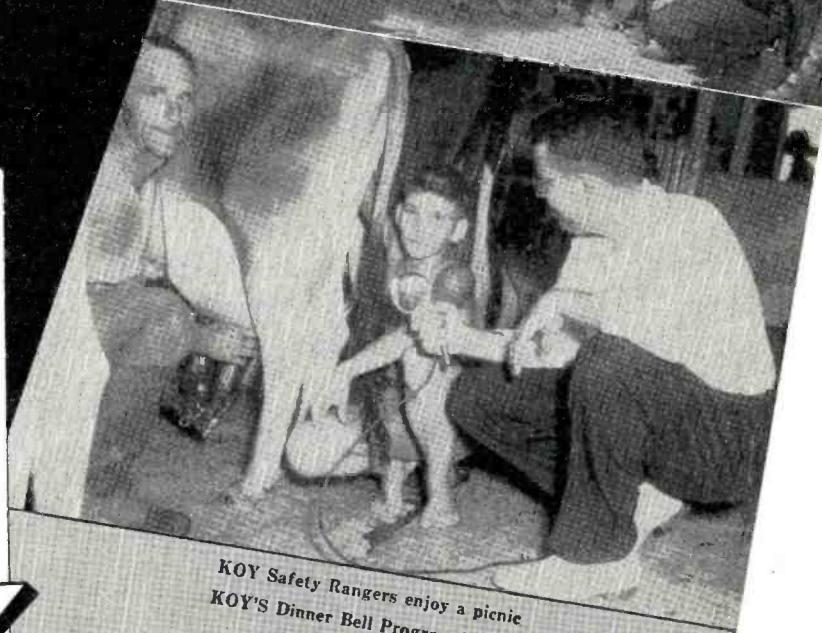
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BROADCASTING • Telecasting



KOY Safety Rangers enjoy a picnic  
KOY'S Dinner Bell Program interviews a Dairy Farmer



PHOENIX.

1000 WATTS 550 KC.  
CBS AFFILIATE

THE ARIZONA NETWORK

KOY - Phoenix  
550 Kc.

KTUC - Tucson  
1400 Kc.

KSUN - Bisbee Lowell Douglas  
1230 Kc.

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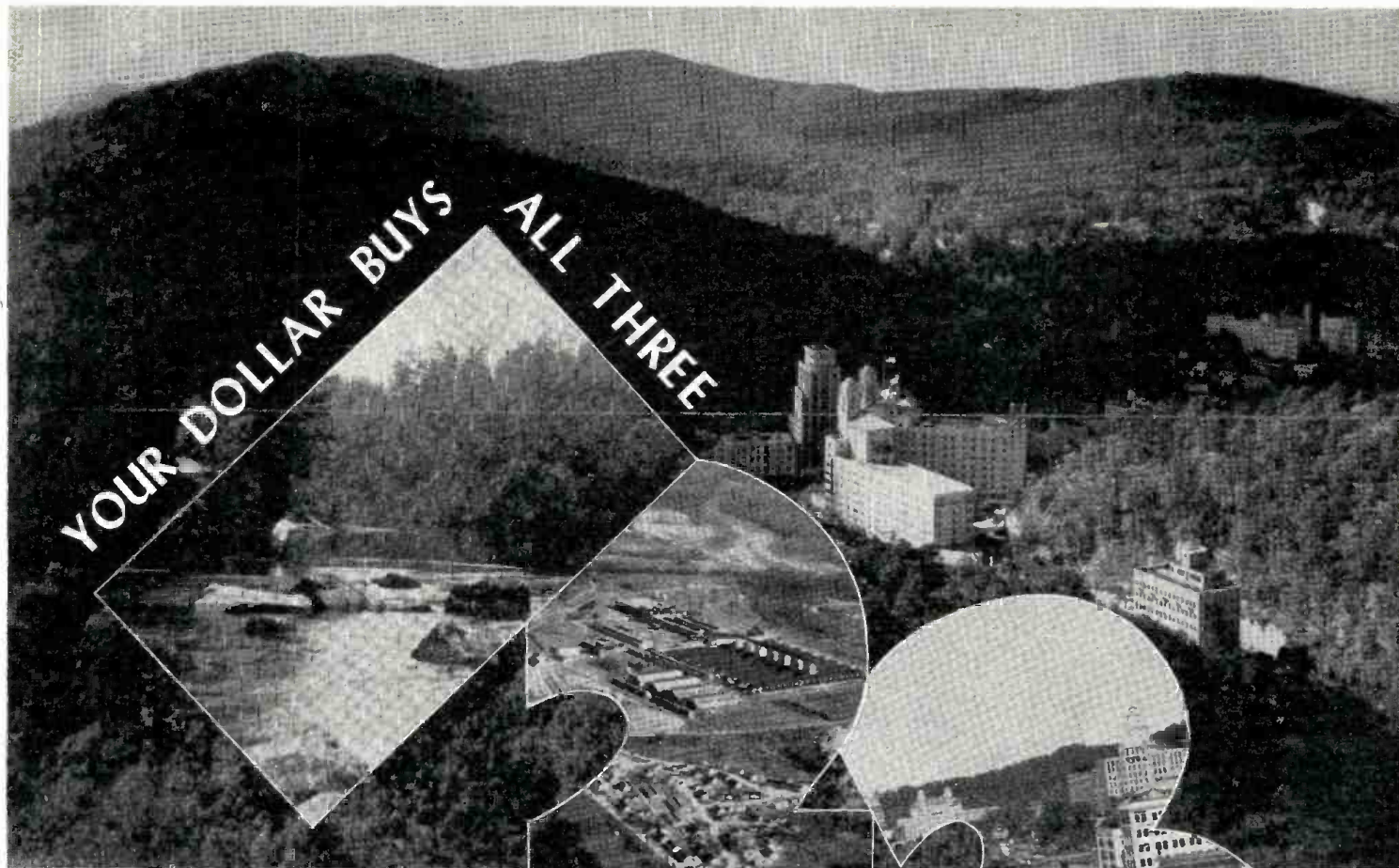
## ARKANSAS—(Continued)

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FORT SMITH	KRKN (Construction permit) 1230	250	Arkansas-Oklahoma Bcstg. Corp. (Temp.) Kelley Bldg.	.....	Clyde B. Randall, Pres. R. A. Young Jr., Secy.-Treas.	.....	
FORT SMITH	KWHN 1320	5,000	KWHN Bcstg. Co. City National Bank	.....	Allen Whiteside, Pres. William States, Gen. Mgr.	J. Frederick Darby, Chief Engr. AP	
HARRISON	KHOZ 1240	250	Harrison Bcstg. Corp. Radio Addition	MBS	Dene O. Hester, Pres. Marwyn Love, Mgr. R. C. Wheeler, Coml. Mgr.	Wilson Hurst, Prog. Dir. Julia Hathcoat, Prom. Mgr. L. C. Watkins, Chief Engr.	Standard UP
HELENA	KFFA 1490	250	Helena Bcstg. Co. 215 York St. Main 59	MBS KBS Arkansas	Sam W. Anderson, Chief Owner & Gen. Mgr. Barton G. Wellborn, Coml. Mgr.	Elizabeth S. Wellborn, Prog. Dir. Hugh Smith, Prom. Mgr. A. P. Decker, Chief Engr.	Cox & Tanz Grant Lang-Worth UP
HOT SPRINGS	KTHS 1090	10,000-LS 1,000-N	Radio Bcstg. Inc. 185 Benton St. 1160	ABC Arkansas	John D. Ewing, Pres. J. John Wolever Jr., Mgr. & Coml. Mgr.	Edward C. Appler, Local Sales Mgr. Jon F. Karber, Prog. Dir. Cecil L. Suitt, Chief Engr.	Branham Lang-Worth AP, UP
HOT SPRINGS	KWFC 1340	250	Clyde E. Wilson 819 Central 412	MBS KBS	Clyde E. Wilson, Owner Bob Choate, Gen. Mgr.	Bob Harrison, Coml. Mgr. Tom Wilson, Chief Engr.	Sears & Ayers Cole Standard AP
JONESBORO	KBTM 1230	250	Regional Bcstg. Co. KBTM Bldg. 597	MBS KBS Arkansas	Jay P. Beard } Veda Beard } Owners Jay P. Beard, Mgr.	W. H. Cate, Coml. Mgr. Valasta Penix, Prog. & Traffic Mgr. J. E. Hitt, Chief Engr.	SESAC World AP
LITTLE ROCK	KARK 920	5,000	Arkansas Radio & Equip. Co. 114 E. Capitol Ave. LD-224	NBC Arkansas So. Central	T. H. Barton, Chairman of Board G. E. Zimmerman, Vice-Pres. & Gen. Mgr. Julian P. Haas, Coml. Mgr.	Douglas J. Romine, Prog. Dir. & Prom. Mgr. Dan L. Winn, Chief Engr.	Petry Standard AP, UP
LITTLE ROCK	KGHI 1230	250	KGHI Bcstg. Service Union Life Insurance Bldg. 9166	ABC	A. L. Chilton } L. H. Chilton } Partnership S. C. Vinsonhaler } S. C. Vinsonhaler, Managing Part.	R. E. Rives, Coml. Mgr. Dorothy Parker, Prog. Dir. D. R. Corbet, Prom. Mgr. V. O. Vandusen, Chief Engr.	Walker Associated Cole
LITTLE ROCK	KLRA 1010	10,000-LS 5,000-N	Ark. Bcstg. Co. Gazette Bldg. 2-5424	CBS	Gazette Pub. Co., Chief Owner Edward V. Murphy, Managing Supvr.	Roy Judge, Station Mgr. Harris Owen, Prog. Dir. Kermit Tracy, Chief Engr.	Katz Lang-Worth UP
NORTH LITTLE ROCK	KXLR 1450	250	Ark. Airways Co. 300 W. Washington Ave. 2-2155	MBS	John F. Wells, Pres. & Gen. Mgr. Howard Byrum, Prog. Dir.	Melvin Spann, Chief Engr.	McGillvra Standard UP
PARAGOULD	KDRS 1490	250	Progressive Bcstg. Co. P. O. Box 387	.....	T. M. Self } J. E. Douglas } Partners G. T. Rand } G. T. Rand, Gen. Mgr.	T. M. Self, Business Mgr. G. T. Rand, Prog. Dir. J. E. Douglas, Station Mgr. & Chief Engr.	Standard AP
PINE BLUFF	KCLA 1400	250	Radio Engineering Service 1603 W. 15th St. 810	.....	Kenneth Kesterson } Charles Penix } Partners Kenneth Kesterson, Gen. Mgr.	Clyde Martin, Sales & Adv. Mgr. E. W. Kittleman, Prog. Dir. Charles Penix, Chief Engr.	World AP
PINE BLUFF	KOTN 1490	250	Universal Bcstg. Corp. P. O. Box 957 721	MBS KBS Arkansas	B. J. Parrish, Pres. & Gen. Mgr. Lois Sloan, Prog. Dir.	R. W. Etter, Coml. Mgr. B. J. Parrish, Chief Engr.	Thesaurus AP
RUSSELLVILLE	KXRJ 1490	250	The Valley Broadcasters 126 E. Main St.	.....	J. A. Shepherd } Clyde R. Horne } Partners	.....	.....
SILOAM SPRINGS	KUOA 1290	5,000-D	KUOA Inc. Siloam Springs 77	MBS KBS Arkansas	Dr. John E. Brown, Pres. Storm Whaley, Mgr.	Ralph C. Kennedy, Prog. Dir. & Prom. Mgr. Kenneth Maxwell, Chief Engr.	Griffith Standard World UP
WEST MEMPHIS	KWEM 990	1,000-D	West Memphis Bcstg. Corp. 229 Broadway	.....	J. C. Johnson, Pres. George P. Mooney, Gen. Mgr. Bill Trotter, Coml. Mgr.	Jean Mooney, Prog. Dir. Vernon Dillaplain, Chief Engr.	Capitol Lang-Worth UP

## CALIFORNIA

BAKERSFIELD	KAFY 1490	250	Bakersfield Bcstg. Co. P. O. Box 1432 8-8700	MBS Don Lee	George B. Crome, Pres. Sheldon Anderson, Gen. Mgr. Frank Wilbur, Station Mgr.	Warren Tufts, Prog. Dir. & Prom. Mgr. James Welch, Chief Engr.	Griffith Cole Lang-Worth UP
BAKERSFIELD	KERN 1410	1,000	McClatchy Bcstg. Co. 17th and I Sts. 8-8431	CBS	Eleanor McClatchy, Pres. Hal Brown, Station Mgr.	Walter Baziuk, Sales Mgr. Verne Shatto, Chief Engr.	Raymer MacGregor SESAC World AP, INS
BAKERSFIELD	KERO 1230	250	J. E. Rodman 1420 Truxtun Ave. 4-4549	NBC	J. E. Rodman, Owner Paul R. Bartlett, Gen. Mgr. Gene DeYoung, Station Mgr.	William Elliott, Prog. Dir. Ken Croes, Prom. Mgr. Stephen R. Weber, Chief Engr.	Associated Capitol Standard UP
BAKERSFIELD	KPMC 1560	1,000	Pioneer Mercantile Co. 307 E. 21st St. 8-8157	ABC	F. G. R. Schamblin, Pres.-Gen. Mgr. L. A. Schamblin, Mgr.	C. C. Sturm, Assist. Mgr. J. W. McFarlane, Prog. Dir. L. P. Jarvis, Chief Engr.	Grant Associated Thesaurus AP, UP
BARSTOW	KWTC (Construction permit) 1230	250	Mojave Valley Bcstg. Co. 107 Main St. 4986	.....	W. T. Brown } B. C. Boatright } Chief Owners B. C. Boatright, Gen. Mgr. & Chief Engr.	W. T. Brown, Coml. Mgr. R. E. Reno, Prog. Dir. & Prom. Mgr.	World AP
BERKELEY 2	KRE 1400	250	Central Calif. Broadcasters Inc. 601 Ashby Ave. Ashberry 7715	.....	Arthur Westlund, Pres. & Gen. Mgr. Don Hambly, Coml. Mgr.	Les Avery, Prog. Dir. Phillip McKernan, Chief Engr.	Standard AP
BEAWELEY	KROP 1300	1,000-LS 500-N	Bcstg. Corp. of America Del Rio Country Club 980	ABC California Rural	W. L. Gleeson, Pres. & Gen. Mgr. William Simpson, Mgr. & Coml. Mgr.	Russell Jensen, Prog. Dir. Justin G. Schaefer, Chief Opr. Stanley Reynolds, BCA Chief Engr.	Associated SESAC World AP





YOUR DOLLAR BUYS ALL THREE

**IN RADIO**

Reynolds Metals Co.  
\$33,000,000 Aluminum Plant  
at Hot Springs

*Active* **HOT SPRINGS**

Your ad-dollar does triple duty on KTHS—  
the number ONE station in Hot Springs. KTHS  
provides forceful coverage of the year 'round  
industrial and commercial wealth of this attractive 27-county market.  
**PLUS** dominant penetration of the great transient population  
—an annual half-million health and recreation seekers.  
Radio-active Hot Springs is "sold on" radio—is sold by KTHS.

**KTHS**

10,000 WATTS DAY • 1,000 WATTS NIGHT



SERVING  
ARKANSAS

FROM **HOT SPRINGS**  
REPRESENTED BY BRANHAM 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 February 15, 1947)

## CALIFORNIA—(Continued)

City	Call Letters and Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Services	
CALEXICO.....	KICO (Construction permit) 1490	250	Charles R. Love P. O. Box 786	.....	Charles R. Love, Owner & Gen. Mgr.	Griffith Associated AP	
CHICO.....	KHSL 1290	1,000	Golden Empire Bestg. Co. 834 Broadway 237	MBS Don Lee	Hugh McClung, Owner Marion F. Woodling, Gen. Mgr. Jestine A. Fero, Coml. Mgr.	John R. Dickson Jr., Prog. Dir. Boyd Crawford, Prom. Mgr. Russell R. Pope, Chief Engr.	Grant Standard UP
DINUBA.....	KRDU 1180	250-D	Radio Dinuba Co. Janzon Bldg. 500	.....	Egon A. Hofer, Pres. Trey L. Banks, Station Mgr. Don C. Reeves, Prog. Dir. & Prom. Mgr.	Arthur Bergthold, Chief Engr.	Lang-Worth MacGregor AP
EL CENTRO.....	KXO 1290	250	Valradio Inc. P. O. Box 140 1100	MBS Don Lee	Paul A. Jenkins, Pres. Doyle Osman, Mgr. Belle Hovey, Coml. Mgr.	Robert E. Mabry, Prog. Mgr. LeRoy A. Bellwood, Chief Engr.	Raymer Standard SESAC
EUREKA.....	KHUM 1240	250	Carroll R. Hauser 5th and F Sts. 1436-R	.....	Carroll R. Hauser, Owner & Gen. Mgr. Jim Strain, Coml. Mgr.	Mort Werner, Prog. Dir. Chas. S. Breeding, Chief Engr.	Capitol AP
EUREKA.....	KIEM 1480	1,000	Redwood Bestg. Co. 6th and E Sts. 93	MBS Don Lee	Wm. B. Smullin, Pres. & Mgr. Paul Corbin, Prog. Dir.	Geo. Thomson, Office Mgr. Alvor Olson, Chief Engr.	Blair MacGregor SESAC Standard World UP
FRESNO.....	KARM 1430	5,000	KARM, The George Harm Station 1838 Van Ness Ave. 4-2966	CBS	Hattie Harm, Owner & Pres. Clyde F. Coombs, Gen. Mgr. & Vice-Pres.	John Garrick, Prog. Dir. Eldora Roth, Prom. Mgr. R. M. Dorothy, Chief Engr.	Petry Standard AP, INS
FRESNO.....	KFRE 1840	250	J. E. Rodman 830 Patterson Bldg. 4-5001	MBS Don Lee	J. E. Rodman, Owner Paul R. Bartlett, Gen. Mgr. Herb N. Ferguson, Business Mgr.	Edward J. Frech, Prog. Dir. Frances Quinn, Public Service Dir. & Prom. Mgr. Harold R. Brown, Chief Engr.	Blair Associated Capitol World UP
FRESNO 22.....	KMJ 880	5,000	McClatchy Bestg. Co. 1559 Van Ness Ave. 3-6277	NBC	Eleanor McClatchy, Pres. Keith B. Collins, Station Mgr. Coyle Chambers, Sales Mgr.	Andrew Patterson, Prog. Dir. Jack Griffith, Sales Prom. Mgr. William Wallace, Chief Engr.	Raymer MacGregor SESAC Thesaurus AP, UP
GLENDALE 6.....	KIEV 870	250-D	Cannon System Ltd. Glendale Chapman 5-2888	.....	David H. Cannon, Pres. Jack Heintz, Gen. Mgr.-Coml. Mgr.	Cal Cannon, Prog. Dir. Vern Schumann, Chief Engr.	Standard UP
GRASS VALLEY.....	(Construction permit) 1230	250	Grass Valley-Nevada City Bcstrs. Grass Valley	.....	H. E. Thomas, Prin. Owner	.....	.....
INDIO.....	KREO 1400	250	Bestg. Corp. of America Calhoun Drive 7408	ABC California Rural	W. L. Gleeson, Pres. & Gen. Mgr. Riley R. Gibson, Station Mgr.	Stanley Reynolds, BCA Chief Engr.	Pearson Cole Thesaurus SESAC AP
LODI.....	KCVR 1570	250-D	Central Valley Radio P. O. Box 600 1700	.....	Herbert W. Brown } Owners David A. Brown } Herbert W. Brown, Gen. Mgr. Harold C. O'Donnell, Station & Coml. Mgr.	David A. Brown, Prod. Mgr. Harold C. O'Donnell, Prog. Dir. James L. Smith, Chief Engr.	Griffith Standard Thesaurus UP
LONG BEACH 2.....	KFOX 1280	1,000	Nichols & Warinner Inc. 220 East Anaheim 672-81	.....	Hal G. Nichols, Pres. & Gen. Mgr. Lawrence W. McDowell, Coml. Mgr.	Hal G. Nichols, Prog. Dir. Lawrence W. McDowell, Prom. Mgr. & Chief Engr.	Burn-Smith Lang-Worth SESAC Standard UP
LONG BEACH 2.....	KGER 1890	5,000	Consolidated Bestg. Corp. 435 Pine Ave. 727-85	.....	Estate of C. Merwin Dobyans Lee Wynne, Gen. Mgr.	Felix Adams, Prog. Dir. Jay Tapp, Chief Engr.	McGillvra Associated Lang-Worth MacGregor World Standard AP
LOS ANGELES 28.....	KECA 790	5,000	American Bestg. Co. Inc. 1440 N. Highland Ave. Hillside 8281	ABC	Mark Woods (ABC), Pres. Clyde P. Scott, Gen. Mgr. Amos T. Baron, Coml. Mgr.	William J. Davidson, Prog. Mgr. Jack O'Mara, Sales Prom. Mgr. T. B. Palmer, Western Div. Mgr. of Technical Ops.	ABC Spot Lang-Worth Thesaurus AP, UP, INS
LOS ANGELES 5.....	KFAC 1830	1,000 5,000-CP	Los Angeles Bestg. Co. Inc. 645 S. Mariposa Ave. Fitzroy 1281	.....	E. L. Cord, Chief Owner Calvin J. Smith, Pres. & Gen. Mgr.	Van des Autels, Prog. Dir. Ron Oakley, Chief Engr.	Associated AP
LOS ANGELES 4.....	KFI 640	50,000	Earle C. Anthony Inc. 141 N. Vermont Ave. Fairfax 2121	NBC	Earle C. Anthony, Pres. Wm. B. Ryan, Gen. Mgr.	Charles B. Brown, Prog. Mgr. Dean Moxley, Publ. Dir. Curtis W. Mason } H. L. Blatterman } Chief Engrs.	Petry Associated Capitol Lang-Worth Standard AP, UP
LOS ANGELES 26.....	KFSG 1160 ST-KRKKD	2,500-LS 1,000-N	Echo Park Evangelistic Assn. 1100 Glendale Blvd. Exposition 1141	.....	Rolf K. McPherson, Pres. Jack Carmain, Gen. Mgr.-Coml. Mgr.	Jack Carmain, Prom. Mgr. C. Harvey Haas, Chief Engr.	.....
LOS ANGELES 5.....	KFVD 1020 L-KDKA	1,000 5,000-CP	Standard Bestg. Co. 888 S. Western Ave. Drexel 2891	.....	Frank Burke Jr., Pres. & Gen. Mgr. Howard P. Gray, Coml. Mgr.	Carl Brewster, Prog. & Publ. Dir. Jack Fredericks, Chief Engr.	Cole Lang-Worth UP
LOS ANGELES..... (Holt, wood 28)	KPWB 980	5,000	Warner Bros. Bestg. Corp. 5833 Fernwood Ave. Hempsted 6151	.....	Harry Mainlish, Gen. Mgr. Berne W. Wilkins, Coml. Mgr. Bill Ray, Prog. Dir.	Irving Hamelin, Prom. Mgr. Harry Myers, Chief Engr.	Rambeau SESAC AP, UP
LOS ANGELES 28.....	KGFJ 1280	100	Ben S. McGlashan 6314 Sunset Blvd. Hillside 0201	.....	Ben S. McGlashan, Chief Owner Thelma Kirchner, Gen. & Coml. Mgr.	Paul Forrest, Prom. Mgr. Homer Obuchon, Chief Engr.	Associated INS
LOS ANGELES 38.....	KHJ 930	5,000	Don Lee Bestg. System 5615 Melrose Ave. Hollywood 8111	MBS Don Lee	Thomas S. Lee, Pres. Lewis Allen Weiss, Exec. Vice-Pres. & Gen. Mgr. Willet H. Brown, Exec. Vice-Pres. & Assiat. Gen. Mgr.	Charles Bulotti Jr., Prog. Dir. Sydney Gaynor, Gen. Sales Mgr. Frank M. Kennedy, Chief Engr.	Blair World AP, UP, INS



**KUIN**

AM Voice of Southern Oregon

**KGPO**

FM Voice of Southern Oregon

## Small but Delicious . . .

The KUIN Market gets its FM Installation in early 1947, Western Electric 1 KW transmitter should arrive in March. Then KUIN's brother, KGPO, starts talking to the Rogue River steelhead country . . . scene of the movie "Canyon Passage."

For AM or FM, the Southern Oregon Broadcasting Company offers you KUIN and KGPO, Grants Pass, Oregon.

### REPRESENTED NATIONALLY BY W. S. GRANT COMPANY

## KSJO - KSJO FM

### The Voice of San Jose and Santa Clara County



KSJO's Half Wave Antenna and 1000 Watts at 1590 KC, "The Top of the Dial," extends over Santa Clara County like a friendly and informative umbrella.

Remember, KSJO serves California's Fourth Metropolitan District, San Jose . . . with 62,100 Radio Families.

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Santa Clara County listeners have found that KSJO on 1590 KCs is the station to tune for eight local newscasts daily, gathered and edited in the KSJO and United Press bureau news rooms, both working from KSJO's news rooms.

Represented Nationally by W. S. Grant Company.

## Santa Clara Valley

### BETTER AND STILL BETTER

## KIEM - KRED

### THE VOICE OF THE REDWOODS

## Building Market For You Since 1932

Being Installed and Under Construction:

New Western Electric 443-A Transmitter.

Half Wave Vertical Antenna . . . 337 Feet Tall. (Almost as tall as the tallest Redwood, 384 feet.)

Western Electric FM Transmitter—503-B-1.

Cloverleaf Antenna.

New, Modern Downtown Building 110 by 130 feet to House New Studios.

KIEM, for 15 years the listening habit in Northern California.

### KIEM 1000 WATTS

### KRED 2000 WATTS

## ASK JOHN BLAIR

# 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.  
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 (Data corrected to February 15, 1947)

## CALIFORNIA—(Continued)

City	Call Letters and Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Services	
LOS ANGELES 38	KLAC 570	1,000 CP-5,000-LS 1,000-N	KMTR Radio Corp. 1000 N. Cahuenga Blvd. Hillside 1161	.....	Dorothy Thackrey, Owner Don Feddersen, Vice-Pres. & Gen. Mgr.	Dave Lundy, Coml. Mgr. Fred Henry, Dir. of Prog. Paul Schultz, Chief Engr.	Young Capitol SESAC Standard AP, UP
LOS ANGELES 28	KMPC 710	50,000	Station of the Stars Inc. 5989 Sunset Blvd. Hollywood 5341	.....	G. A. Richards, Pres. Robert O. Reynolds, Vice-Pres. & Gen. Mgr. Herbert H. Wixson, Assist. Mgr. & Sales Mgr.	C. G. Renier, Prog. Dir. Betty Ann Hudson, Prom. & Publ. Dir. Lloyd C. Sigmon, Chief Engr.	Raymer Associated Lang-Worth World
LOS ANGELES 28	KNX 1070	50,000	Columbia Bestg. System Inc. 6121 Sunset Blvd. Hollywood 1212	CBS	William S. Paley, (CBS) Ch. of Bd. Frank Stanton, (CBS) Pres. D. W. Thornburgh, Vice-Pres. & Gen. Mgr. Harry W. Witt, Assist. Gen. Mgr.	Tom Hargis, Prog. Dir. Ralph Taylor, Prom. Mgr. Les Bowman, Chief Engr.	Associated Lang-Worth AP, UP, INS
LOS ANGELES 13	KRKD 1150 ST-KFSG	2,500-LS 1,000-N	Radio Broadcasters Inc. Spring Arcade Bldg. Tucker 7111	.....	Ned Connor, Gen. & Coml. Mgr. Venna Taylor, Prog. Dir.	Willis O. Freitag, Chief Engr.	Associated SESAC INS
MARYSVILLE	KMYC 1450	250	Marysville-Yuba City Broadcasters Inc. P. O. Box 681 2080	MBS Don Lee	H. E. Thomas, Pres. Joe D. Carroll, Mgr. & Coml. Mgr.	A. J. Powell Jr., Prog. Dir. Bill Cleveland, Prom. Mgr. Lloyd McQueary, Chief Engr.	Grant MacGregor World UP
MERCED	KYOS 1490	250	Merced Bestg. Co. P. O. Box 717 1430	MBS Don Lee	Hugh McClung, Owner & Gen. Mgr. Charles Kinsley Jr., Station Mgr.	A. J. Krisik, Coml. Mgr. Rebecca Bedesen, Prog. Dir. Malcolm Beavers, Chief Engr.	Grant Standard UP
MODESTO	KTRB 860	1,000	KTRB Bestg. Co. Inc. P. O. Box 593 774	.....	William H. Bates Jr., Gen. Mgr.	James Van Parks, Coml. Mgr.	Lang-Worth World
MONTEREY	KDON 1240	250	Monterey Peninsula Bestg. Co. 470 Calle Principal 8501	MBS Don Lee	Paul H. Caswell, Pres. Reed Pollock, Gen. Mgr. George Ross, Coml. Mgr.	Reed Pollock, Prog. Dir. Robert Sabin, Prog. Mgr. Omer Wright, Chief Engr.	Associated Thesaurus UP
MT. SHASTA CITY	KWSD (Construction permit) 1840	250	Shasta Cascade Bestg. Corp. Mt. Shasta	.....	Charles and Eva Adair Leo and Dorothy Coffenperry	Principal Owners	.....
OAKLAND 4	KLX 910	1,000	Tribune Bldg. Co. Tribune Tower Glencourt 0660	.....	J. R. Knowland Jr., Pres. Glenn Shaw, Gen. Mgr. Jerry Morton, Dir. of Public Events	Anne E. Truax, Prog. Ops. Mgr. Ross Smith, Chief Engr.	Griffith Associated World AP
OAKLAND 12	KROW 960	1,000	KROW Inc. 464 19th St. Twinoaks 9600	.....	Sheldon F. Sackett, Pres. Wilton Gunzendorfer, Gen. & Coml. Mgr. Richard C. D. Bell, Assist. to Gen. Mgr.	Russ Coughlan, Prog. Dir. Mercedes Prosser, Prom. Mgr. C. E. Downey, Chief Engr.	Associated Standard UP
OAKLAND 12	KWBR 1310	1,000	Warner Bros. 327 21st St. Highgate 1212	.....	Stafford W. Warner } Owners Eugene N. Warner } S. W. Warner, Gen. Mgr.	F. Wellington Morse, Station Mgr. Sylvia L. Chandler, Prog. Dir. Dale F. Darr, Prom. Mgr.	Rambeau Cole Lang-Worth UP
ONTARIO	KOCS 1510	250-D	The Daily Report 222 E. B St. 627-54	.....	Mrs. Jerene Appleby Harnish, Pres. Kenneth G. Thornton, Gen. & Coml. Mgr.	Jack Conway, Assist. Mgr. Wib Perry, Prog. Dir. John Hicks, Chief Engr.	Thesaurus UP
PALM SPRINGS	KCMJ 1340	250	Palm Springs Bestg. Co. 174 N. Palm Canyon Drive 2253	CBS	Dick Joy } Co-Owners Don McBain } Clinton Jones, Gen. Mgr. & Prog. Dir.	George Irwin, National Sales Mgr. Russell Ehrsman, Prom. Mgr. & Local Sales Mgr. Robert Jones, Assist. Chief Engr.	Grant Standard UP
PASADENA	*KPPC 1240-SH	100	Pasadena Presbyterian Church 585 E. Colorado St.	.....	Rev. George E. Petrie, Gen. Mgr.	.....	.....
PASADENA 1	KWKW 1430	1,000-D	Southern Calif. Bestg. Co. 425 E. Green St. Ryan 1-6744	.....	Marshall S. Neal, Chief Owner William J. Beaton, Gen. & Coml. Mgr.	Ken Barton, Prog. Dir. Claire Hughes, Prom. Mgr. Paul W. Spargo, Chief Engr.	Forjoe Standard UP
PASADENA	KXLA 1110	10,000	Pacific Coast Bestg. Co. 1401 S. Oak Knoll Ave. Ryan 1-6991	.....	Wesley I. Dumm, Chief Owner Loyal K. King, Gen. & Coml. Mgr.	Norman Rogers, Prog. Dir. Jack Reader, Chief Engr.	Universal Associated Lang-Worth World AP
PASO ROBLES	KPRL 1230	250	Leslie H. Hacker 32nd and Oak Sts. 204	MBS Don Lee	Leslie H. Hacker, Owner & Gen. Mgr. Joe Shuttleworth, Coml. Mgr.	Edward Perry, Prog. Dir. & Prom. Mgr. Frank Fortine, Chief Engr.	Grant AP
POMONA	KPMO (Construction permit) 1600	500	Valley Bestg. Co. P. O. Box 495	.....	Myron E. Kluge } Owners D. H. Wickstrom }	.....	World
PORTERVILLE	KTIP 1450	250	J. F. Tighe 207 E. Mill	.....	J. F. Tighe, Owner Robert B. McGinnis, Gen. Mgr.	Peter Tewksbury, Coml. Mgr. James Tennyson, Chief Engr.	Grant Associated Capitol UP
RED BLUFF	KBLF 1490	250	Robert L. Weeks 846 Oak St. 354	.....	Robert L. Weeks, Owner & Gen Mgr.	Jack Carver, Prog. Dir. Howard Parsons, Chief Engr.	Griffith Lang-Worth World AP
REDDING	KVCV 1230	250	Golden Empire Bestg. Co. S. Highway 99 1646	MBS Don Lee	Hugh McClung, Pres. Fred M. Stuelpnagel, Local Mgr. H. E. McCarty, Coml. Mgr.	Vincent Lambert, Prog. Dir. Lyle Mathis, Prom. Mgr. Russell Pope, Chief Engr.	Grant Standard INS
REDDING	KWOB (Construction permit) 1340	250	Wonderland Bestg. Co. Redding	.....	Kenneth G. Burkhard } Harold Gebauer } Eugene T. Goldrup } Robert Lingie }	Prin. Owners	.....
RIVERSIDE	KPRO 1440	1,000	Bestg. Corp. of America 3401 Russell St. 6290	ABC California Rural	W. L. Gleeson, Pres. & Gen. Mgr. Gene Williams, Mgr. Larry Sutton, Prog. Dir. Richard Williams, Coml. Mgr.	Patricia Shreeder, Office Mgr. Walter Phipps, Chief Opr. Stanley Reynolds, BCA Chief Engr.	Associated Thesaurus World AP





*The Coast's Most Popular Sister Team*



# KLAC...KYA

PRESENTS

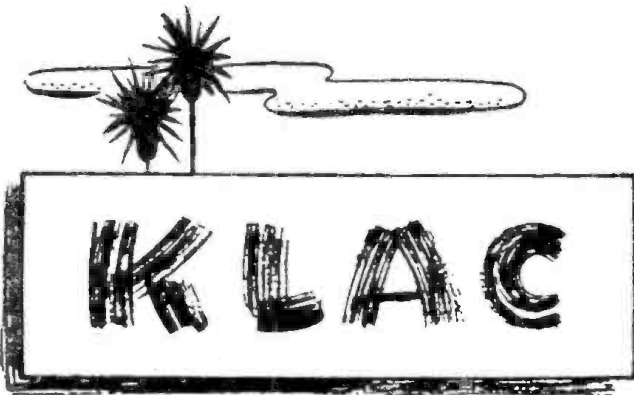
TWO TOP ACTS...

PLAYING TO TWO TOP AUDIENCES

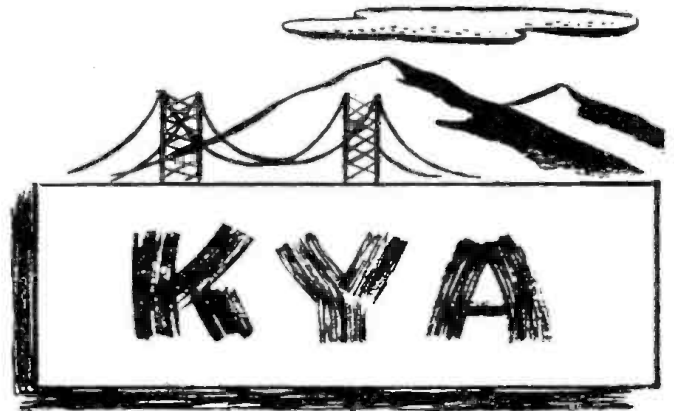
Al Jarvis and his "Original Make-Believe Ballroom" on KLAC is the best known platter show on the air. The dean of the nation's disc jockeys is playing to record crowds on a seven-shows-a-week schedule. (Something to inquire about—the big Jarvis contest, with such prizes as a new Mercury, diamond rings, etc. Don't miss it.)

Results prove it. The Hooper barometer rises with KYA "Time-Clocked News." A great segment of the Bay area population depends on this aggressive station for on-the-hour news, paying dial tribute to the cast of top newsmen and great news gathering facilities of a truly "news conscious" radio station.

National Representative: ADAM J. YOUNG, Jr., Inc. New York & Chicago



LOS ANGELES



SAN FRANCISCO

## ARE YOU SHUTTING OUT THE OUTSIDE\* AUDIENCE

*on the Pacific Coast, too?*

**\*Approximately half the retail sales on the Pacific Coast are made outside the counties in which Los Angeles, San Francisco, Oakland, San Diego, Portland, Seattle and Spokane are located—only Don Lee completely covers the OUTSIDE as well as the INSIDE half . . . a C. E. Hooper 276,019 coincidental telephone survey proves it.**

IF YOUR PACIFIC COAST radio show isn't on Don Lee, you're shutting out the important listeners in the *outside* audience. This audience is big—numbering 5½ million people. It's wealthy—spending over 4½ billion dollars a year in retail sales. It's reachable only with Don Lee.

All four networks cover the *inside* or seven major metropolitan county areas of the Pacific Coast, a very rich market. But the *outside* area is equally populous and prosperous—and Don Lee is the only network with enough stations to cover it thoroughly.

Why? Most markets on the Pacific Coast are surrounded by mountains as high as 15,000 feet, and the long-range broadcasting of other

networks can't reach them. Don Lee, however, has a station located *within* each of the mountain-surrounded markets.

Don Lee is the nation's greatest regional network—with more than *one-third again as many* stations as all the other Pacific Coast networks *combined*. Put your Pacific Coast radio show on Don Lee, where everybody can hear it! More than 9 out of every 10 radio families on the Pacific Coast live within 25 miles of a Don Lee station.

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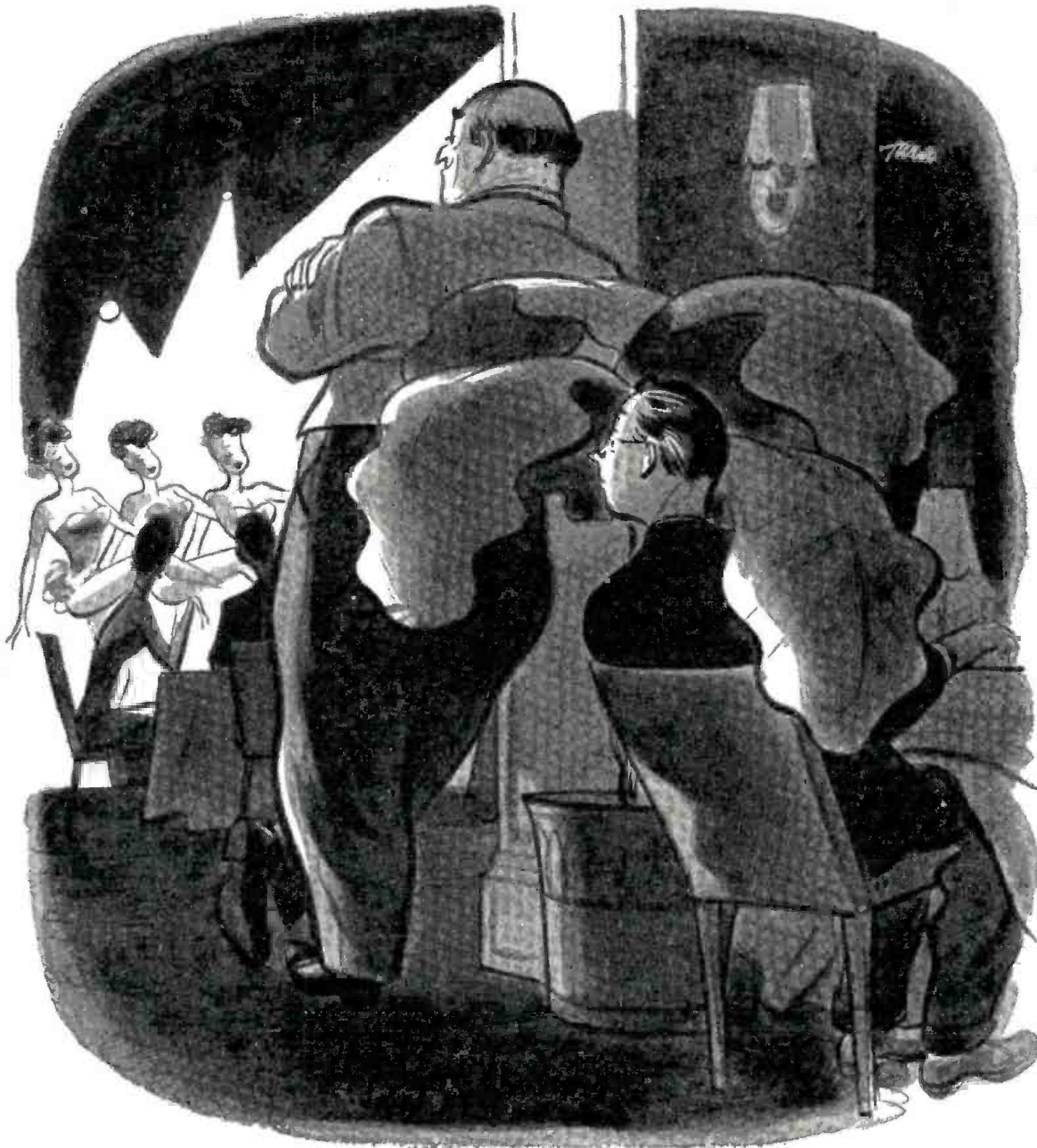
CITY EXAMPLE NO. 4 : EL CENTRO, CALIFORNIA

*An exclusive Don Lee outside market*

TOTAL RETAIL SALES                      \$18,425,000  
*Sales Management, 1946, Survey of Buying Power*

*The Nation's Greatest Regional Network*





*Mutual*  
**DON LEE**  
BROADCASTING SYSTEM

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

# 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 February 15, 1947)

## CALIFORNIA—(Continued)

City	Call Letters and Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transac. Library News Services	
SACRAMENTO 14.....	KCRA 1840	250	Central Valleys Bestg. Co. Calif. State Life Bldg. 2-0758	NBC	Ewing C. Kelly, Partner & Gen. Mgr. Ralph Miller, Sales Mgr.	Irving C. Phillips, Prog. Dir. Robert R. Alexander, Continuity Dir. Marvin D. Myers, Chief Engr.	Weed World AP
SACRAMENTO 4.....	KFBK 1580	10,000	McClatchy Bestg. Co. 708 Eye St. 2-5011	ABC	Eleanor McClatchy, Pres. Leo Ricketts, Station Mgr. Dick Brothers, Sales Mgr.	Jim Eakins, Prog. Mgr. Stam Sronce, Chief Engr.	Raymer SESAC Thesaurus AP, UP
SACRAMENTO 14.....	KROY 1240	250	Harmco Inc. Hotel Sacramento 8-2525	CBS	Clyde F. Coombs, Vice-Pres. & Gen. Mgr.	William J. Ratcliffe, Prog. Dir. Howard Martineau, Chief Engr.	Associated UP
SACRAMENTO.....	KXOA 1490	350	Sacramento Broadcasters Inc. P. O. Box 1767 6-4728	MBS Don Lee	Lincoln Dellar, Owner & Gen. Mgr. Morton Sidley, Coml. Mgr.	Robert W. Dumm, Prog. Dir. Paul Leake, Chief Engr.	Young Associated Lang-Worth UP
SALINAS.....	KSBW (Construction permit) 1880	5,000	DeHaven, Hall & Oates P. O. Box 604, Fresno, Calif. 4-5021	.....	H. W. DeHaven, Gen. Mgr. W. M. Oates, Exec. Mgr.	J. M. Hall, Supvr. of Engring.	Standard AP
SAN BERNARDINO....	KFXM 1240 590-CP	250 1,000-CP	Lee Bros. Bestg. Co. 512 Fifth St. 4761	MBS Don Lee	J. C. Lee } Co-Owners E. W. Lee } M. A. Vroman, Gen. Mgr.	Don S. Cummings, Sales Mgr. Eberle T. Shields, Prog. Dir. George W. Ewing, Chief Engr.	Blair World UP
SAN BERNARDINO....	KDEK (Construction permit) 1290	1,000	San Bernardino Bestg. Co. San Bernardino	.....	Carl E. Haymond, Pres.	.....	.....
SAN BERNARDINO....	..... (Construction permit) 1350	250-D	Woodrow Miller San Bernardino	.....	Woodrow Miller, Sole Owner	.....	.....
SAN DIEGO 1.....	KFMB 1450	250	Jack Gross Bestg. Co. 1875 Pacific Blvd. Main 2114	ABC	Jack O. Gross, Owner & Gen. Mgr. John Harrison, Prog. Dir.	Shirley Hawley, Prom. Mgr. Vern A. Milton, Chief Engr.	Branham SESAC Standard AP
SAN DIEGO 12.....	KFSD 600	1,000 5,000-CP	Airfan Radio Corp. 326 Broadway Franklin 6858	NBC	Thomas E. Sharp, Pres. M. R. Harris, Mgr. Larry Sealf, Coml. Mgr.	Alys Phreaner, Prog. Dir. Russell Plummer, Prom. Producer John Merino, Chief Engr.	Raymer Thesaurus UP
SAN DIEGO 1.....	KGB 1360	1,000	Don Lee Bestg. System 1017 First Ave. Franklin 6151	MBS Don Lee	Thomas S. Lee, Pres. F. D. Ide, Mgr.	James Dillon, Prog. Dir. William G. Collins, Chief Engr.	Blair World
SAN DIEGO.....	KLIK (Construction permit) 740	5,000-D	Balboa Radio Corp. Bank of America Bldg.	.....	Emil Klieka, Pres.	Paul L. Dodd, Mgr.	.....
SAN DIEGO.....	KSDB (Construction permit) 1510	5,000-D 1,000-N	San Diego Bestg. Co. 1029 Second St.	.....	C. A. Smith, Pres. Frank Burke, Vice-Pres.	Paul L. Jones, Gen. Mgr.	.....
SAN DIEGO 1.....	KSDJ 1170	5,000	Clinton D. McKinnon Fifth and Ash Sts. Franklin 8282	CBS	Clinton D. McKinnon, Owner Furnell H. Gould, Gen. Mgr. & Coml. Mgr. Edgar L. Tidwell, Prog. Dir.	Lisle Shoemaker, Dir. of Public Rel. Keith Mealey, Dir. of Tech. Ops.	Free & Peters Capitol SESAC UP
SAN DIEGO.....	KSON (Construction permit) 1240	250	Studebaker Bestg. Co. (Temp.) 411 Green St. Alexandria, Va.	.....	John W. Studebaker, Principal Owner	John Gordon Studebaker, Gen. Mgr.	.....
SAN DIEGO.....	KYOR 1130	250-D	Silver Gate Bestg. Co. Spreckles Bldg.	.....	Albert E. Furlow, Pres. & Gen. Mgr. William A. Evans, Mgr.	William Buckley, Engr.-Supvr.	MacGregor SESAC
SAN FRANCISCO 9....	KFRC 610	5,000	Don Lee Bestg. System 5515 Melrose Ave. Prospect 0107	MBS Don Lee	Thomas S. Lee, Pres. William D. Pabst, Gen. Mgr. Merwyn L. McCabe, Sales Mgr.	Melvin Venter, Prod. Mgr. R. L. Templeton, Prom. Dir. E. G. Underwood, Chief Engr.	Blair World AP, UP
SAN FRANCISCO 4....	KGO 810	7,500 50,000-CP	American Bestg. Co. Inc. 155 Montgomery St. Exbrook 6544	ABC	Mark Woods, (ABC) Pres. Gayle V. Grubb, Mgr. Kirk Torney, Sales Mgr.	Bloyce Wright, Prog. Mgr. Robert F. Laws, Prom. Mgr. A. E. Evans, Engineering Mgr.	ABC Spot Capitol Associated Lang-Worth MacGregor Standard AP, UP, INS
SAN FRANCISCO 9....	KJBS 1100 L-WTAM	1,000	KJBS Broadcasters 1470 Pine St. Ordway 4148	.....	Edwin P. Franklin, Gen. Mgr. Stanley G. Breyer, Coml. Mgr.	Charles Pendleton, Prog. Dir. William Nielsen, Chief Engr.	Headley-Reed Associated Lang-Worth MacGregor Standard AP, UP, INS
SAN FRANCISCO 2....	KPO 680	50,000	National Bestg. Co. Inc. Taylor and O'Farrell Sts. Graystone 8700	NBC	Niles Trammell, (NBC) Pres. John W. Elwood, Gen. Mgr. Alfred Craspey, Coml. Mgr.	Harry Bubeek, Prog. Mgr. David Lasley, Prom. Mgr. Curtis Peck, Chief Engr.	NBC Spot Standard Thesaurus AP, UP, INS
SAN FRANCISCO.....	KSAN 1450	250	Golden Gate Bestg. Co. 1355 Market St.	.....	S. H. Patterson, Pres.	Jerry Akers, Gen. Mgr.	Lang-Worth
SAN FRANCISCO 6....	KSFO 560	5,000-LS 1,000-N	The Associated Broadcasters Inc. Mark Hopkins Hotel Exbrook 4567	.....	W. I. Dumm, Pres. Philip G. Lasky, Vice-Pres. & Gen. Mgr. John G. Campbell, Sales Mgr.	Keith Kerby, Prog. Dir. David Meblin, Prom. Mgr. Royal V. Howard, Dir. of Engring. Richard S. Burdick, Prod. Mgr.	Universal Associated MacGregor Standard UP, INS
SAN FRANCISCO 15...	KYA 1280	5,000-LS 1,000-N	Palo Alto Radio Station Inc. Hearst Bldg. Douglas 2536	.....	Dorothy S. Thackrey, Owner Barley C. Crum, Pres. Don Feddersen, Vice-Pres. & Gen. Mgr.	David E. Lundy, Gen. Sales Mgr. Vern Wilson, Prog. Dir. Paul C. Schulz, Chief Engr.	Young Associated Capitol World Standard AP, UP, INS
SAN JOSE.....	KLOK 1170	5,000-D	Valley Bestg. Co. 40 W. San Antonio St. Columbia 1483	.....	E. L. Barker, Partner & Gen. Mgr. R. E. Ryan, Coml. Mgr. Dave K. Dorris, Prog. Dir.	E. L. Barker, Prom. Mgr. J. T. Bindner, Chief Engr. Helen M. Fanning, Adm. Assist. to Gen. Mgr.	Griffith Capitol MacGregor AP, INS



*From The Inside!* ✻

# KFMB Sells San Diego

## THE NO. 1 CITY IN THE U. S. IN CONSUMER SALES INCREASES

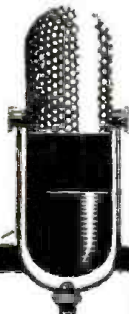
The San Diego market is Going UP! San Diego's tremendous wartime gains have been consolidated into peacetime permanence and stability. Sales Management's Index for the first quarter of '46 gives San Diego first place in the U. S. in consumer sales increases. And day and night, KFMB gives you the kind of concentrated coverage that enables you to cover this important area with IMPACT. Post-war Agricultural-Industrial San Diego is EXPANDING in a Big Way! So is KFMB. That's why we go well together. You can plan to reach the BUYERS in this vital market at lowest cost on KFMB.

### Inside Facts

- More than 80% of San Diego County's Retail Dollars are spent in San Diego (1)
  - Sales and Service in San Diego are UP 243.16% since 1939 (2)
  - San Diego's population has increased 78% over 1940 (3)
- Employment gains since 1940 average over 70% (4)
- Agricultural expansion and farm incomes have doubled (5)
- Primary ABC (American) Network's top-flight programs assure maximum audiences.

- (1) U. S. Dept. of Commerce Retail Indices
- (2) U. S. Dept. of Commerce Retail Indices
- (3) U. S. Census Bureau
- (4) Bureau of Labor Statistics
- (5) Dept. of Agriculture crop forecasts

✻  
465,720 people (by actual 1946 U. S. Census) live within 15 MILES of KFMB'S ANTENNA. (All but 9500 within 5 miles of downtown San Diego.)



# KFMB

Basic American Network, Pacific Coast  
KFMB-FM NOW ON THE AIR

**SAN DIEGO • CALIFORNIA** • Owned and managed by JACK GROSS • Represented by The BRANHAM Co.

**DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES**

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 (Data corrected to February 15, 1947)

**CALIFORNIA—(Continued)**

City	Call Letters and Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Services	
SAN JOSE.....	KQW 740	5,000	Pacific Agr. Foundation Ltd. 140 Jessie St., San Francisco 5 Eabrook 3233	CBS	Ralph R. Brunton, Pres. C. L. McCarthy, Vice-Pres. & Gen. Mgr.	D. M. Greene, Sales Mgr. Fred Ruegg, Prog. Dir. Walter S. Zahrt, Prom. Mgr.	Petry MacGregor Standard Thesaurus AP, UP, INS
SAN JOSE.....	KSJO 1590	1,000-D	Santa Clara Bestg. Co. Story and Lucretia Ave. Ballard 8660	.....	John G. Bauriedel, Vice-Pres. & Chief Engr.	Don Telford, Mgr.	Grant Standard World UP
SAN JOSE.....	KEEN (Construction permit) 1370	1,000	United Bestg. Co. Hotel DeAnza Columbia 4000	.....	George D. Snell, Prog. Mgr.	Samuel A. Meinicoe, Chief Engr.	Associated
SAN LUIS OBISPO....	KVEC 920	1,000-LS 600-N	Christina M. Jacobson 851 Higuera St. 1100	MBS Don Lee	Christina M. Jacobson, Owner Lea Hacker, Gen. Mgr. Joe Shuttleworth, Coml. Mgr.	Aram Rejeblan, Assist. Mgr. & Prog. Mgr. Earle Travis, Chief Engr.	Grant SESAC Standard Thesaurus AP
SAN MATEO.....	KSMO (Construction permit) 1550	1,000	Amphlett Printing Co. 811 B St. 4-4112	.....	J. Hart Clinton, Pres. John H. Schacht, Gen. Mgr.	H. Neil Black, Chief Engr.	Close Standard AP
SAN MATEO 1.....	KVSM 1050	250-D	San Mateo County Broadcasters 279 Baldwin St. 3-6633	.....	Hugh H. Smith, Pres. Gordon France, Gen. Mgr. Fred C. Weingarth, Coml. Mgr.	Clenton W. Price, Prog. Dir. Hugh Wayne, Prom. Mgr. Merwyn F. Planting, Chief Engr.	Associated Capitol SESAC UP
SAN RAFAEL.....	KTIM (Construction permit) 1510	1,000-D	Marin Bestg. Co. Inc. 1028 B St. 52	.....	Roy A. Brown, Pres.	Ernest L. Smith, Vice-Pres. & Gen. Mgr. Alan A. Johnstone, Coml. Mgr.	.....
SANTA ANA.....	KVOE 1490 1480-CP	250 1,000-CP	The Voice of the Orange Empire Inc. Ltd. 206 N. Main St. 4901-R	MBS Don Lee California Rural	Ernest L. Spencer, Pres. & Gen. Mgr. L. S. Nicholson, Coml. Mgr.	Wallace S. Wiggins, Prog. Dir. & Chief Engr.	Grant MacGregor SESAC
SANTA BARBARA.....	KDB 1490	250	Don Lee Bestg. System 1309 State St. 4131	MBS Don Lee	Thomas S. Lee, Pres. Fin Hollinger, Station Mgr. James S. Blomfield, Coml. Mgr.	Donald C. Roberts, Prog. Dir. Ada Marie Forline, Publicity Dir. Forrest Choate, Chief Engr.	Blair World
SANTA BARBARA.....	KIST 1340	250	Harry C. Butcher 785 State St. 3981	NBC	Harry C. Butcher, Owner Fox Case, Gen. & Coml. Mgr.	William Pickering, Chief Engr.	McGillvra Associated Capitol UP
SANTA BARBARA.....	KTMS 1250	1,000	News-Press Publishing Co. Inc. Santa Barbara 6111	ABC	Thomas M. Storke, Pres. Charles A. Storke, Gen. Mgr. George Fuerst, Sales Mgr.	Ken Peters, Prog. Mgr. Al Nicolay, Chief Engr.	Raymer Lang-Worth Thesaurus AP
SANTA MARIA.....	KCOY 1400	250	News-Press Publishing Co. Inc. 114 W. Cooke St. 12	ABC	Thomas M. Storke, Pres. Charles A. Storke, Gen. Mgr. Frank Weltmer, Mgr.	George Fuerst, Sales Mgr. Ken Peters, Prog. Mgr. Al Nicolay, Chief Engr.	Raymer Lang-Worth Thesaurus AP
SANTA MARIA.....	KSMA 1450	250	H. G., C. A., M. C. Shurtliff & C. A. Center Hwy. 101 24	.....	Hugh G. Shurtliff, Chief Owner Ken Randolph, Gen. Mgr.	Edward C. Duty Jr., Chief Engr.	Griffith Associated MacGregor Standard AP
SANTA MONICA.....	KOWL (Construction permit) 1580	5,000-D	Arthur H. Croghan 404 Georgina St. 4-4627	.....	Arthur H. Croghan, Sole Owner	Clay Osborne, Gen. Mgr.	.....
SANTA ROSA.....	KSRO 1850	1,000	Ruth W. Finley 425 Mendocino 110	.....	Ruth W. Finley, Owner Eddie Handley, Gen. Mgr.	Lee Fleming, Coml. Mgr. Verne Hassett, Chief Engr.	Grant Cole Lang-Worth MacGregor Standard World AF, UP
STOCKTON 7.....	KGDM 1140	5,000	E. F. Peffer 517 E. Market St. 4-4551	CBS	E. F. Peffer, Owner E. Smith, Mgr. & Coml. Mgr.	M. Dinamore, Prog. Dir. M. B. Greene, Chief Engr.	Blair World INS
STOCKTON 6.....	KWG 1230	250	McClatchy Bestg. Co. Hotel Wolf 2-2727	ABC	Eleanor McClatchy, Pres. Howard L. Bailey, Mgr.	James E. Longe, Prog. Mgr. Russell Bennett, Chief Engr.	Raymer Capitol MacGregor SESAC AP, UP
STOCKTON.....	KXOB (Construction permit) 1280	1,000	Valley Bestg. Co. Stockton	MBS Don Lee	Lincoln Dellar, Pres. & Managing Dir.	Herbert Ferguson, Mgr. Paul E. Leake, Chief Engr.	Young Associated Lang-Worth UP
TULARE.....	KCOK 1240	250	Herman Anderson P. O. Box 119 800	MBS Don Lee	Herman Anderson, Owner Sheldon Anderson, Gen. Mgr. Richard A. Wegener, Business Mgr.	Harold A. Sparks, Prog. Dir. Joseph C. Drilling, Prom. & Pub. Rel. Dir. Forrest Hughes, Chief Engr.	Griffith Associated Standard SESAC UP
VALLEJO.....	KGWY 1190	250-D	California-Nevada Bestg. Co. (Temp.) c/o David McKay, KOLO, Reno, Nev.	.....	Hubert Q. Joucken, Partner	David McKay, Gen. Mgr. & Partner	.....
VISALIA.....	KKIN 1400	250	D. O. Kinnie 115 E. Acequia	.....	D. O. Kinnie, Owner-Operator Stanley S. Simpson, Gen. Mgr. Lyman Patterson, Prog. Dir.	Barney Corwin, Prom. Mgr. Kenneth Aitken, Chief Engr.	Forjoe Capitol MacGregor UP
VISALIA.....	KTKC 940	5,000	Tulare-Kings Counties Radio Associates Box 511 575	ABC	Charles P. Scott, Gen. Mgr. Millard Kibbe, Coml. Mgr. Bill Gracey, Prog. Dir.	Chas. Neite, Prom. Dir. Bert Williamson, Chief Engr.	Rambeau Grant Lang-Worth Standard World AP
WATSONVILLE.....	KHUB 1340	250	Luther E. Gibson P. O. Box 349 1700	ABC	Luther E. Gibson, Owner Roger R. Hunt, Gen. Mgr. Knight Johnston, Sales Mgr.	Alan Berg, Prog. Dir. George Kenville, Chief Engr.	Grant World AP
YREKA.....	KSYC (Construction permit) 1490	250	Siskiyou County Bestg. Co. 304 W. Miner St.	.....	Ernest G. Millbourn, Part Owner	.....	.....
YUBA CITY.....	KUBA (Construction permit) 1600	500	Peach Bowl Broadcasters Yuba City	.....	Beverly B. Ballard, et al., Partners	.....	.....



# 70%

## OF NORTHERN CALIFORNIA'S

**POPULATION  
RETAIL SALES  
RETAIL FOOD SALES  
RETAIL DRUG SALES  
RADIO HOMES**

### ONE COLUMBIA STATION SERVES THEM ALL!

*In Station KQW's primary listening area lies the cream of the Northern California market. Here live 2½ million prosperous people—7 out of 10 Northern Californians—with an effective buying income of 3½ billion dollars.*

*KQW is the only Columbia station serving this rich 14 county San Francisco Bay Area Market—and delivers it at less cost.*



Pacific Agricultural Foundation, Ltd.  
San Jose, California

**740** on your dial  
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**EXCLUSIVELY** ★  
Delivers the Columbia 14 County  
San Francisco-Oakland Bay Market!

Represented Nationally by Edward Petry & Co. Inc.

# DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

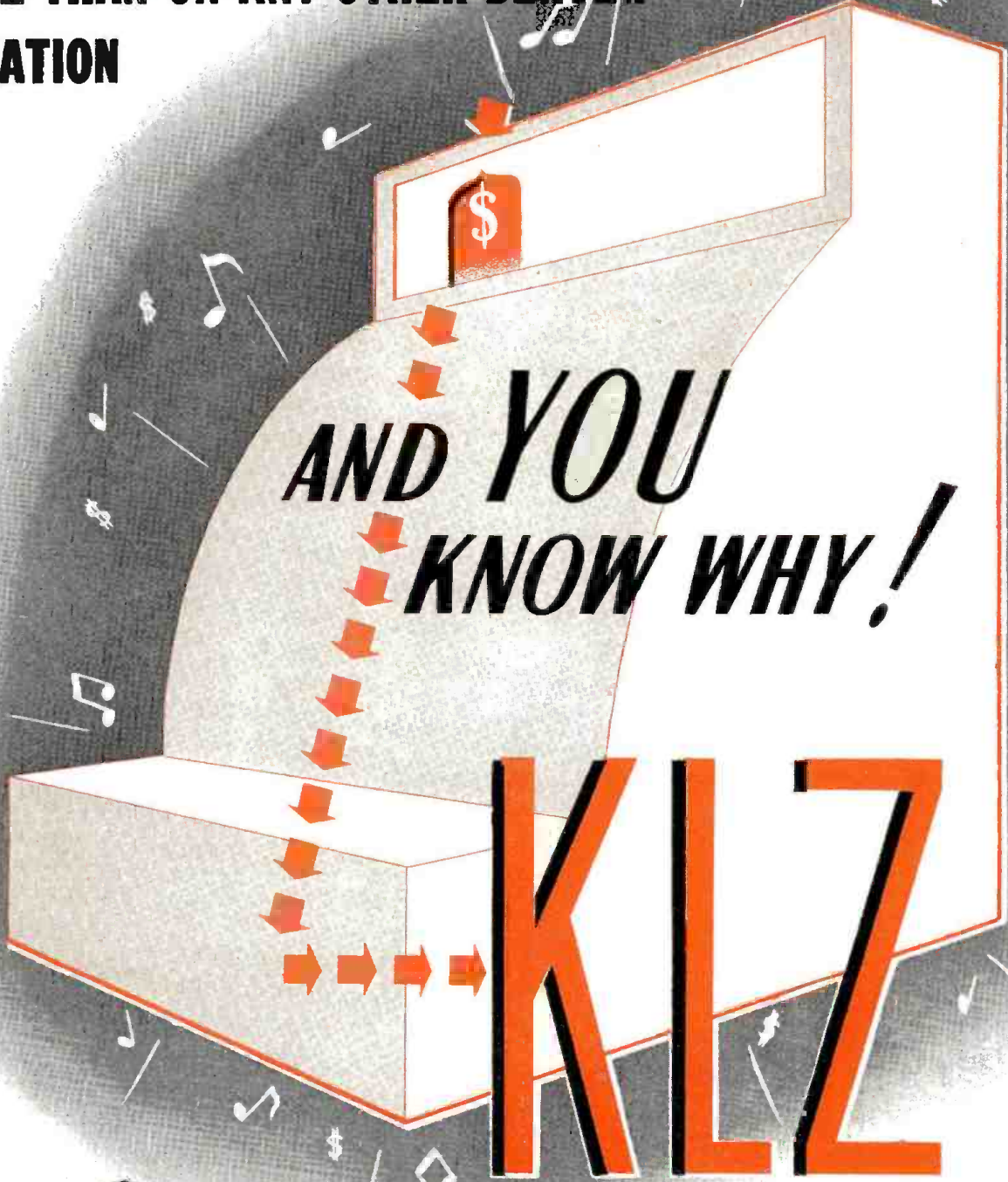
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## COLORADO

City	Call Letters and Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Services
ALAMOSA	KGIW 1450-SH	250	E. L. Allen Alamosa 26	KBS	E. L. Allen, Owner D. Lloyd Allen, Coml. Mgr.	Kay Allen, Prog. Dir. George H. Kettle, Chief Engr. UP
BOULDER	KBOL 1490	250	J. Herbert Hollister 1617 Pearl	.....	J. Herbert Hollister, Owner	Jack Todd, Gen. Mgr.
CANON CITY	KRLN (Construction permit) 1400	250-D	Royal Gorge Broadcasters Canon City	.....	Raymond M. Beckner } Melvin B. Williams } Partners	.....
COLORADO SPRINGS	KCSM (Construction permit) 1450	250	James L. Frank Colorado Springs	.....	James L. Frank, Owner	.....
COLORADO SPRINGS	KRDO 1240	250	Pikes Peak Bcatg. Co. Alta Vista Hotel Main 1125	.....	Joe Rohrer, Owner & Mgr. Cecil Seavey, Coml. Mgr.	Mildred Fuller, Prog. Mgr. Charles Eining, Chief Engr. SESAC AP
COLORADO SPRINGS	KVOR 1300	1,000	Oklahoma Publishing Co. Exchange Natl. Bank Bldg. Main 278	CBS	E. K. Gaylord, Pres. Everett Shupe, Mgr.	Conrad M. Brown, Prog. Dir. H. Cozine Strang, Chief Engr. Katz World AP
CRAIG	KRAI (Construction permit) 1230	250	Craig Bcatg. Co. (Temp.) 245 N. Main St. Logan, Utah	.....	Newell S. Cahoon, Owner	.....
DENVER 2	KFEL 950	5,000	Eugene P. O'Fallon Inc. Albany Hotel Keystone 0178	MBS	Gene O'Fallon, Gen. Mgr. Frank Bishop, Station Dir. Mark Crandall, Coml. Mgr.	Paul Godt, Prog. Dir. Don McCaig, Prom. Mgr. Tom Atherstone, Chief Engr. Blair Associated Cole Standard SESAC AP, INS
DENVER 2	KLZ 560	5,000	KLZ Bcatg. Co. Shirley-Savoy Hotel Main 4271	CBS	E. K. Gaylord, Pres. Hugh B. Terry, Mgr. Fred C. Mueller, Coml. Mgr.	Charles C. Roberts, Prog. Dir. E. Lee Fondren, Prom. Mgr. Harvey E. Wehrman, Chief Engr. Katz Capitol Standard AP, INS
DENVER 2	KMYR 1340	250	KMYR Bcatg. Co. 1626 Stout St. Main 4161	.....	F. W. Meyer, Pres. & Gen. Mgr. A. G. Meyer, Sec.-Treas. & Station Mgr. Ben. Begoff, Coml. Mgr.	Dolores Piested, Prog. Dir. Elwood H. Meyer, Prom. Mgr. Glen James, Chief Engr. Rambeau Capitol Cole World AP, UP
DENVER 2	KOA 850	50,000	National Bcatg. Co. 1625 California St. Main 6211	NBC	Niles Trammell, (NBC) Pres. Lloyd E. Yoder, Gen. Mgr. James R. MacPherson, Asst. Gen. Mgr. in charge of Coml. Activities	Clarence C. Moore, Mgr., Program Dept. Randy F. Smith, Mgr., Adv. & Prom. Dept. Robert H. Owen, Asst. Gen. Mgr. in charge of Engring. Activities Kathleen M. White, Prom. Mgr. Paul Schissler, Chief Engr.
DENVER 2	*KPOF 910 ST-KFKA	1,000 CP-5,000-LS	Pillar of Fire 1845 Champa St. Tabor 3733	.....	Arthur K. White } Ray B. White } Gen. Mgr. Orland Wolfram, Music & Prog. Dir.	.....
DENVER 2	KVOD 630	5,000	Colorado Radio Corp. Midland Savings Bldg. Tabor 2291	ABC	W. D. Pyle, Pres. & Chief Engr. T. C. Ekrem, Station Mgr. Con Hecker, Sales-Prom. Mgr.	V. W. Corbett, Prog. Dir. Ben Stanton, Publ. Dir. McGillvra Associated Cole Lang-Worth UP
DURANGO	KIUP 1400	250	San Juan Bcatg. Co. Inc. 2800 Main Ave. 117	KBS	Raymond M. Beckner, Gen. & Coml. Mgr.	John L. Antic, Chief Engr. Clark Griffith SESAC UP
FORT COLLINS	KCOL (Construction permit) 1400	250	The Northern Colorado Bcatg. Co. Northern Hotel Bldg.	.....	Douglas D. Kahle, et al, Owners	.....
GRAND JUNCTION	KFXJ 920	1,000-LS 500-N	Western Slope Bcatg. Co. P. O. Box 30 1300	MBS KBS	Rex Howell, Gen. Mgr. Charles Howell, Partner-Auditor	Charles Hay, Chief Engr. Griffith Standard World SESAC UP
GREELEY	KFKA 910 ST-KPOF	1,000	Mid-Western Radio Corp. 620 8th Ave. 450	.....	Francis Price, Pres. & Gen. Mgr. Don Boyce, Prog. Dir.	Ray F. Smith, Chief Engr. Clark Cole Lang-Worth UP
LA JUNTA	KOKO 1400	250	The Southwest Bcatg. Co. P. O. Box 485 42	KBS	Stanley N. Schultz, Chief Owner	Clark Grant Standard SESAC UP
PUEBLO	KADP (Construction permit) 1490	250	Alva B. Adams Jr. 102 W. Arman Ave.	.....	Alva B. Adams Jr., Owner	.....
PUEBLO	KCSJ (Construction permit) 590	1,000	Star Bcatg. Co. Inc. 211 W. 5th St.	.....	Frank S. Hoag Jr., Pres.	.....
PUEBLO	KGHF 1350	1,000-LS 500-N	Colorado Bcatg. Co. Inc. Pueblo Savings & Trust Bldg. 3877	ABC	Gifford S. Phillips, Pres. Curtis P. Ritchie, Gen. Mgr. Maxson I. Bevans, Coml. & Prom. Mgr.	Clifford Hendrix, Prog. Dir. Willis Shanks, Chief Engr. McGillvra World UP
STERLING	KGEK 1230-SH	100	Elmer G. Beehler Fleming Road 679	KBS	Elmer G. Beehler, Owner, Gen. Mgr. & Chief Engr.	Al Ross, Coml. Mgr. Clark Lang-Worth Transradio
TRINIDAD	KCRT 1240	250	H. L. Corley S. Country Club Drive 338	KBS	H. L. Corley, Owner, Gen. Mgr. & Chief Engr	Lang-Worth Standard SESAC UP
TRINIDAD	KSFT 1280	1,000-LS 500-N	Trinidad Bcatg. Corp. First National Bank 414	ABC	Stanley N. Schultz, Chief Owner & Gen. Mgr. Glenn Rippen, Coml. Mgr.	Ernest E. Mark, Prog. Dir. William D. Grove, Prom. Mgr. Lloyd L. Wilson, Chief Engr. T-H-S Capitol AP



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STATION**



***AND YOU  
KNOW WHY!***

**KLZ**

CBS  560 KC.

*Denver*

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REPRESENTED NATIONALLY BY THE KATZ AGENCY**

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## CONNECTICUT

City	Call Letters and Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Services
BRIDGEPORT 1.....	WICC 600	1,000-LS 500-N	Yankee Network Inc. Stratfield Hotel 6-1121	MBS Yankee	William O'Neil, Pres. John Shepard 3rd, Chairman Bd. Joseph Lopez, Station Mgr. Norman Whittaker, Coml. Mgr. Florence B. Robinson, Prog. Dir.	James Powers, Prom. Mgr. George Keich, Chief Engr.  Petry Associated SESAC Standard AP
BRIDGEPORT 3.....	WNAB 1450	250	Harold Thomas 991 Broad St. 3-3112	ABC Conn. State	Harold Thomas, Owner Fullerton T. McGough, Gen. & Coml. Mgr.	Jack Dahby, Prog. Dir. Vincent DeLaurentis, Chief Engr.  Rambeau Standard UP
HARTFORD 4.....	WDRC 1360	5,000	WDRC Inc. 750 Main St. 7-1188	CBS	Franklin M. Doolittle, Pres. Walter B. Haase, Station Mgr. William F. Malo, Coml. Mgr.	Harvey Olson, Prog. Mgr. Italo A. Martino, Chief Engr.  Raymer AP, UP
HARTFORD 4.....	WONS 1410	5,000	Yankee Network Inc. 54 Pratt St. 7-9131	MBS Yankee	William O'Neil, Pres. John Shepard 3rd, Chairman Bd. Linus Travers, Exec. Vice-Pres.	Ralph Kanna, Station Mgr. Jack Lacy, Prom. Dir. Rogers Holt, Chief Engr.  Petry Associated Standard UP
HARTFORD 4.....	WTHT 1230	250	The Hartford Times Inc. 555 Asylum St. 2-0237	ABC Conn. State	C. Glover DeLaney, Station Mgr. Leonard R. Schoenfeld, Sales Mgr. Frederick E. Bieber, Prog. Dir.	Sareno B. Gammell, Publicity Dir. Charles S. Masini, Chief Engr.  McKinney Lang-Worth Standard AP, Reuters
HARTFORD 15.....	WTIC 1080	50,000	Travelers Bestg. Service Corp. 26 Grove St. 2-3181	NBC New England	Paul W. Morency, Vice-Pres. & Gen. Mgr. Walter Johnson, Assist. Gen. Mgr.	Leonard J. Patricelli, Prog. Mgr. James P. Clancy, Sales Prom. Mgr. H. D. Taylor, Plant Mgr.  Weed Lang-Worth Thesaurus AP, INS, Transradio
MERIDEN.....	WMMB (Construction permit) 1470	1,000-D	Silver City Crystal Co. Meriden	.....	Carl A. Schultz, Pres.	.....
NEW BRITAIN.....	WKNB 840	1,000-D	The New Britain Bestg. Co. 213 Main St. 702	.....	Julian Gross, Pres. Robert Martineau, Mgr.	David Scott, Prog. Dir. William R. Atkinson, Chief Engr.  Young Bannan Capitol World AP
NEW HAVEN.....	WELI 960	1,000-LS 500-N 1,000-CP	Conn. Radio Foundation Inc. 221 Orange St. 8-1133	ABC Conn. State	Harry C. Wilder, Pres. & Chief Owner Richard W. Davis, Gen. Mgr. Edwin H. Schweitzer, Coml. Mgr.	Charles H. Wright, Prog. Dir. Rudy Frank, Prom. Mgr. Fred King, Chief Engr.  Headley-Reed Lang-Worth UP
NEW HAVEN.....	WKOY (Construction permit) 1260	1,000-D	New Haven Bestg. Corp. 151 Court St.	.....	Edward S. Minor, Pres.	.....
NEW HAVEN 10.....	WNHC 1340	250	Elm City Bestg. Corp. 1110 Chapel St. 8-3161	.....	Patrick J. Goode, Pres. James T. Milne, Gen. Mgr. Aldo DeDominicis, Sec.-Treas.	David K. Harris, Prog. Dir. Vince Callanan, Prom. Mgr. Vincent DeLaurentis, Chief Engr.  Rambeau Bannan Standard AP
NEW LONDON.....	WNLC 1490	250	The Thames Bestg. Corp. 281 State St. 2-4365	MBS Yankee Conn. State	Roderick L. Morey, Chief Owner Gerald J. Morey, Gen. Mgr. & Pres. Edward F. Darrell, Natl. Sales Mgr.	Leo B. Keegan, Local Sales Mgr. Leslie Morson, Prog. Dir. Jane C. Cobb, Prom. Mgr. Walter J. Tucker Jr., Chief Engr.  ..... AP
NORWICH.....	WNOC 1400	250	The Norwich Bestg. Co. 91 Main St. 8825	KBS	H. Ross Perkins } Owners J. Eric Williams } H. Ross Perkins, Mgr..	Richard Carlson, Prog. & Publ. Dir. John T. Hiekok, Chief Ann. Joseph Sielski, Chief Engr.  Wilson Bannan AP
STAMFORD.....	WSTC 1400	250	Western Conn. Bestg. Co. 270 Atlantic St. 4-7575	ABC Conn. State	Kingsley Gillespie, Vice Pres. Harold H. Meyer, Gen. Mgr. Wharton Ford, Coml. Mgr.	Fred Daiger, Prog. Dir. D. Hay, Prom. Mgr. Edward L. Markman, Chief Engr.  Wood Bannan World UP
WATERBURY 3.....	WATR 1320	1,000	Harold Thomas 71 Grand St. 3-5161	ABC Conn. State	Harold Thomas, Gen. Mgr. S. R. Elman, Station & Coml. Mgr.	Ed. Waller, Prog. Dir. & Prom. Mgr. Norman Blake, Chief Engr.  Rambeau Transradio
WATERBURY 89.....	WBRY 1590	5,000	American-Republican Inc. 136 Grand St. 3-1125	CBS	W. J. Pape, Pres. Eric Pape, Business Mgr. Harry A. DeVorken, Coml. Mgr.	Walter Howard, Prog. Mgr. Wilder Greeley, Asst. Business Mgr. Frank B. Hales, Chief Engr.  McGillvra World AP
WATERBURY 32.....	WWCO 1240	250	Meyers, Aronheim & Meyers 119 West Main St. 4-5141	MBS Yankee	Mitchell G. Meyers, Managing Dir. Milton H. Meyers, Gen. Mgr. & Prog. Dir. Mort Silverman, Coml. Mgr.	Al DeGoia, Prom. Mgr. Louis Steady, Chief Engr.  Petry Standard AP

## DELAWARE

WILMINGTON 28.....	WDEL 1150	5,000	WDEL Inc. 10th and King Sts. 7268	NBC	J. Hale Steinman } Owners John F. Steinman } Clair R. McCollough, Station Exec. J. Gorman Walsh, Station Mgr.	J. Robert Guick, Natl. Sales Mgr. Harvey Smith, Prog. Dir. Herman Reitzes, Prom. Mgr. J. E. Mathiot, Chief Engr.  Radio Advertising Thesaurus World UP
WILMINGTON.....	WILM 1450	250	Delaware Bestg. Co. 920 King St. 4-7771	MBS	Alfred G. Hill, Pres. Francis H. Brinkley, Vice-Pres. & Gen. Mgr.	Don Graham, Asst. Gen. Mgr. & Prog. Dir. H. Edwin Kennedy, Chief Engr.  McGillvra Lang-Worth AP
WILMINGTON.....	WTUX (Construction permit) 1290	500-D	Port Frere Bestg. Co. 1326 Market St.	.....	Gordon K. MacIntosh, Pres.	Howard R. Robinson, Secy-Treas. & Gen. Mgr.  .....





5000 WATTS DAY AND NIGHT

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WILMINGTON, DELAWARE

**SELLS** for it assures advertisers today a greater listening audience than ever before.

WDEL, located in Wilmington, Delaware—one of the fastest growing industrial cities in the east—thoroughly covers Delaware, Southern New Jersey, parts of Pennsylvania, Maryland and Virginia. This is a section, which, because of its strategic location, transportation facilities and industrial diversification faces a great and prosperous future. Your advertising dollars are wisely spent in this sales-producing area. Inquire now about its profit possibilities.

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# NBC

# 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 February 15, 1947)

## DISTRICT OF COLUMBIA

City	Call Letters and Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Services	
WASHINGTON	WINX 1340	250	WINX Bestg. Co. 8th & Eye Sts. N. W. Republic 8000	.....	Eugene Meyer, Chief Owner Phillip Graham, Pres. R. C. O'Donnell, Station Mgr. L. C. Sweatt, Coml. Mgr.	Richard McNamara, Prog. Dir. Ralph DuBrowin, Prom. Mgr. Ralph E. Cannon, Chief Engr.	Headley-Reed Associated Standard Lang-Worth World AP, UP, INS
WASHINGTON 5	WMAL 680	5,000	Evening Star Bestg. Co. 724 14th St. N. W. National 6400	ABC	S. H. Kaufman, Pres. K. H. Berkeley, Gen. Mgr. Ben B. Baylor Jr., Coml. Mgr.	Gordon Hubbel, Dir. of Prog. Opa. William Willison, Prog. Mgr. Daniel Hunter, Chief Engr.	ABC Spot Associated Lang-Worth Standard AP, UP
WASHINGTON 6	WOL 1260	5,000	Cowles Bestg. Co. 1627 K St. N. W. Metropolitan 0010	MBS	Gardner Cowles, Owner Merle S. Jones, Gen. Mgr. William D. Murdock, Coml. Mgr.	Arthur J. Casey, Prog. Dir. & Asst. Mgr. Tom Means, Prom. Mgr. Harold Reed, Chief Engr.	Katz Associated Standard AP, UP
WASHINGTON 8	WQQW 570	500-D	Metropolitan Bestg. Corp. 2627 Conn. Ave. N. W. Columbia 6331	.....	Edward M. Brecher, Gen. Mgr.	Robert Martin, Chief Engr.	..... AP
WASHINGTON 5	WRC 980	5,000	National Bestg. Co., Inc. 724 14th St. N. W. Republic 4000	NBC	Frank M. Russell, (NBC) Vice- Pres. in charge Carleton D. Smith, Gen. Mgr. Mahlon A. Glascock, Sales Mgr.	George Y. Wheeler, Prog. Mgr. Lorin Myers, Prom. Mgr. A. E. Johnson, Chief Engr.	NBC Spot Associated Thesaurus Standard AP, UP, INS
WASHINGTON 4	WTOP 1500	50,000	Columbia Bestg. System Inc. Earle Bldg. Metropolitan 3200	CBS	Frank Stanton, (CBS) Pres. Earl C. Gammons, (CBS) Vice- Pres. in charge Carl J. Burkland, Gen. Mgr.	Maurice M. Mitchell, Coml. Mgr. Richard L. Linkroum, Prog. Dir. George Taylor, Prom. Mgr. Clyde Hunt, Chief Engr.	Radio Sales World AP, UP
WASHINGTON 6	WWDC 1450	250	Capital Bestg. Co. 1000 Connecticut Ave. N. W. National 7203	.....	Joseph Katz, Pres. Ben Strouse, Vice-Pres. & Gen. Mgr. Helen K. Moberley, Natl. Adv. Mgr.	Norman Reed, Prog. Dir. Rick La Falce, Dir. of Public Rel. Ross Beville, Chief Engr.	Forjoe Capitol Thesaurus Standard AP, UP

## FLORIDA

BRADENTON	WDHL 1490	250	Manatee Bestg. Co. Inc. Municipal Pier 81-531	.....	N. A. Perry Jr., Pres. J. E. Foster, Vice-Pres. & Gen. Mgr.	N. A. Perry Jr., Coml. Mgr. Mary Swaggerty, Prom. Mgr. J. E. Foster, Chief Engr.	Perry Standard AP
CLEARWATER	WCLE 680	1,000-D	Clearwater Bestg. Co. Inc. Whitcomb Bldg. 2573	.....	Houston Cox Jr., Pres. & Gen. Mgr.	Drew Shankle, Prog. & Prom. Dir. Arthur C. Betts, Chief Engr.	Universal Standard AP
CORAL GABLES	WBAY 1490	250	Atlantic Shores Bestg. Ltd. Coral Gables	.....	Elbert B. Griffis, Prin.	.....	.....
DAYTONA BEACH	WMFJ 1450	250	W. Wright Esch 126 Magnolia Ave. 91	ABC	W. Wright Esch, Owner Billee B. Esch, Gen. Mgr. Ray Clancy, Station Mgr.	John S. Pitts, Coml. Mgr. W. Wright Esch, Chief Engr.	..... AP
DAYTONA BEACH	WROD (Construction permit) 1340	250	Daytona Beach Bestg. Co. P. O. Box 1269	.....	Wade R. Sperry Edgar J. Sperry Josephine T. Sperry } Partnership	Edgar J. Sperry, Gen. Mgr.	..... UP
FORT LAUDERDALE	WFTL 1400	250	Fort Lauderdale Bestg. Co. S. E. 15th St. at Inland Waterway 3890	.....	Gene T. Dyer, Pres. & Chief Owner Reggie Martin, Gen. & Coml. Mgr.	James A. McCulla, Prog. Dir. & Prom. Mgr. William R. Needs, Chief Engr.	..... Associated UP
FORT MYERS	WINK 1240	250	Fort Myers Bestg. Co. 54 E. First St. 818	CBS KBS Florida	George Case, Gen. & Coml. Mgr.	L. S. Roser, Chief Engr.	Pearson Thesaurus AP
FORT PIERCE	WIRA 1400	250	Indian River Bestg. Co. County Park 870	MBS	Douglas Silver, Pres. & Gen. Mgr. J. Tom Watson, Coml. Mgr. Marjorie B. Silver, Prog. Dir.	Thomas B. Newson, Copy & Prom. Mgr. C. S. Clemans, Chief Engr.	Clark Cole Standard UP
GAINESVILLE 2	WRUF 850 L-KOA	5,000 SA-5,000-LS 100-N	U. of Florida Gainesville 1000	MBS Florida	State of Florida, Owner Garland Powell, Dir. Paul Acosta, Coml. Mgr.	J. Sam Fouts, Prod. Mgr. J. H. Sheely, Prom. Mgr. Dr. Palmer Craig, Chief Engr.	Burn-Smith Lang-Worth SESAC AP
HOLLYWOOD	WINZ 940	1,000-D	Hollywood Bestg. Co. 1924 Hollywood Blvd.	.....	Jonas Welland, Pres.	Wells F. Bruen, Gen. Mgr.	.....
JACKSONVILLE 2	WJAX 930	5,000-LS 1,000-N	City of Jacksonville City Hall 5-5821	NBC	Thos. C. Imeson, City Com- missioner in charge John T. Hopkins III, Mgr. & Chief Engr.	Evelyn Boote, Prog. Dir.	Blair Cummings Thesaurus Associated AP
JACKSONVILLE 1	WJHP 1320	5,000	The Metropolis Co. 500 Laura St. 5-7610	MBS	John H. Perry, Pres. & Chief Owner Ted Chapeau, Gen. & Coml. Mgr.	C. Speed Veal, Prog. Dir. Beecher Hayford, Chief Engr.	Perry Cole Lang-Worth SESAC UP



*More Power for You!*

**WJHP**  
JACKSONVILLE, FLORIDA  
Now **5000 Watts**

WJHP has increased its power to 5,000 Watts, Day and Night!  
This means over 359,301 listeners in the Jacksonville area—greatest  
YEAR-ROUND market in Florida.

There is a bonus listenership too, shown in the Hooper chart of  
listening indexes (Oct.-Nov., 1946) as WJHP Station Listening  
Index exceeds MBS stations by . . . 9.3% from 8 a.m. to 12 Noon,  
44.% from 12 Noon to 6 p.m., and 32.4% from 6 p.m. to 10 p.m.,  
Monday thru Friday.

*"When Buying Mutual... Buy WJHP"*

National Representatives  
**JOHN H. PERRY ASSOCIATES**

New York

Chicago

Philadelphia

Detroit

Atlanta

**DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES**

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 LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.  
 (Data corrected to February 15, 1947)

**FLORIDA—(Continued)**

City	Call Letters and Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Services
JACKSONVILLE 1	WMBR 1400	250	Florida Bestg. Co. 675 Main St. South 5-4387	CBS	Frank King, Pres. & Gen. Mgr. Glenn Marshall Jr., Sec-Treas. & Coml. Mgr.	Carroll Gardner, Mgr. Charlie Stone, Prog. Dir. E. B. Vordermark, Chief Engr. Weed Lang-Worth World UP
JACKSONVILLE	WPDQ 600	5,000	Jacksonville Bestg. Corp. Gulf Life Bldg. 5-6781	ABC Florida-American	James R. Stockton, Pres. Robert R. Feagin, Gen. Mgr. Frank Taylor Jr., Assist. Mgr.	H. Burnham Adams, Prog. Dir. Sidney Beighley, Merch. Mgr. James R. Donovan, Chief Engr. Katz Standard AP
JACKSONVILLE BEACH	WJVB (Construction permit) 1010	250-D	Jacksonville Beach Bestg. Co. 101 Pablo Ave.	.....	J. Lyle Williams } Prin. Owners H. A. Prather	.....
KEY WEST	WKWF 1600	500	John M. Spottswood Spottswood Bldg. 510	MBS	John M. Spottswood, Gen. Mgr. & Coml. Mgr. C. E. Smith Jr., Assist. Gen. Mgr.	John M. Spottswood, Prog. Dir. F. F. Moore, Chief Engr. Walker Thesaurus UP
LAKE CITY	WDSR 1340	250	Deep South Radioways 126 N. Marion St. 625	.....	Alfred H. Temple, Mgr. & Coml. Mgr.	Edward A. Baumel, Prog. Dir. & Prom. Mgr. T. Neal Kenyon, Chief Engr. World AP
LAKELAND	WLAK 1340	250	S. O. Ward P. O. Box 1211 2127	NBC Florida	S. O. Ward, Owner-Mgr. Powell Adams, Coml. Mgr. Maxine Tyner, Prog. Dir.	Bill Reeves, Assist. Mgr. William P. Lee, Chief Engr. Pearson UP
MIAMI 36	WGBS 710	10,000	The Port Industry Co. 1605 Biscayne Blvd. 9-2401	CBS Florida-American	George B. Storer, Pres. Stanton P. Kettler, Managing Dir. M. N. Babcock, Coml. Mgr.	Joseph Worthy, Prog. Dir. Frank Jaffe, Prom. Mgr. H. A. Bondy, Chief Engr. Katz Lang-Worth Thesaurus AP
MIAMI 30	WIOD 610	5,000	Iale of Dreams Bestg. Corp. 800 Biscayne Blvd. 3-6444	NBC	James M. Cox, Chief Owner Daniel J. Mahoney, Pres. James M. LeGate, Gen. Mgr. Robert L. Fidler, Coml. Mgr.	Warren Sinot, Prog. Dir. Martha Henriquez, Prom. Mgr. Milton C. Scott, Chief Engr. Hollingbery Cummings Associated Standard AP, UP, INS Transradio
MIAMI 31	WQAM 560	5,000-LS 1,000-N	Miami Bestg. Co. 327 N. E. First Ave. Box 3741 2-6121	ABC	Fred W. Borton, Pres. & Gen. Mgr. John S. Knight, Part Owner Hazel McGuire, Assist. to the Pres.	Fred W. Mizer, Coml. Mgr. Marjorie Christopher, Prog. Dir. & Prom. Mgr. Earle Lewis, Chief Engr. Blair SESAC World AP
MIAMI BEACH 38	WKAT 1360	1,000	A. Frank Katzentine 1759 Bay Road 5-6711	MBS	A. Frank Katzentine, Owner John I. Prosser, Gen. & Coml. Mgr. Robert Beutel, Prog. Dir.	Tom Magee, Day Chief Engr. Arthur P. Smith Jr., Night Chief Engr. Radio Advertising Cole Standard UP
MIAMI BEACH	WMBM (Construction permit) 800	1,000-D	Biscayne Bestg. Co. Miami Beach	.....	Thomas O. McCullough, Pres. & Gen. Mgr.	.....
OCALA	WTMC 1490	250	Ocala Bestg. Co. Inc. P. O. Box 391 125	MBS KBS Florida	John H. Perry, Pres. Thomas S. Gilchrist Jr., Mgr. Virgil G. Evans, Assist. Mgr. & Prog. Dir.	Beecher Hayford, Chief Engr. Perry Stations D. N. Richardson, Chief Engr. Perry Lang-Worth UP
ORLANDO	WDBO 580	5,000	Orlando Bestg. Co. Inc. 563 N. Orange Ave. 6181	CBS	Col. Geo. C. Johnston, Pres. & Gen. Mgr. Harold P. Danforth, Exec. Officer & Vice-Pres.	Wm. G. McBride, Natl. Sales Mgr. & Prog. Dir. J. M. Pedrick, Local Sales Mgr. J. E. Yarbrough, Chief Engr. Blair Cummings Thesaurus World AP, UP
ORLANDO	WHOO (Construction permit) 990	10,000-LS 5,000-N	Orlando Daily Newspapers Inc. 238 S. Orange Ave. 4161	ABC	Martin Andersen, Chief Exec.	.....
ORLANDO	WLOF 1230 CP-950	250 CP-5,000	Hazlewood Inc. Angebilt Hotel 8163	ABC	Victor Buisset, Gen. Mgr.	..... Lang-Worth INS
ORLANDO	WORZ 740	1,000	Central Fla. Bestg. Co. WORZ Bldg. 2-0552	NBC	James Dandelake, Pres. Eugene D. Hill, Mgr. Paul Parker, Prog. Mgr.	Bette Stein, Prom. Mgr. H. B. Greene, Chief Engr. Weed Standard AP
PALATKA	WWPF 800	250-D	Palatka Bestg. Co. 105½ N. Second St.	.....	J. E. Massey } Partners L. C. McCall	L. C. McCall, Gen. Mgr. & Chief Engr. Cole Lang-Worth UP
PALM BEACH	WWPG 1340	250	Palm Beach Bestg. Corp. S. Ocean Blvd. 2-1515	ABC Florida-American	Chas. E. Davis, Pres. & Chief Owner	Donald S. Greenlief, Coml. Mgr. Clyde Walkden, Chief Engr. McGillyvra Lang-Worth Thesaurus AP
PANAMA CITY	WDLF 1230	250	Panama City Bestg. Co. Inc. West Beach Drive 777	MBS KBS	John H. Perry, Pres. Byron Hayford, Gen. & Coml. Mgr.	Eimer Scott, Chief Engr. Perry World AP, UP
PENSACOLA	WBSR 1450	250	Escambia Bestg. Co. San Carlos Hotel 6178	ABC	Ruth Braden, Pres. & Gen. Mgr. Irving Welch, Station Mgr. Robert Forsyth, Coml. Mgr.	Judith Lawton, Prog. & Prod. Mgr. Bert Mead, Chief Engr. Lang-Worth Thesaurus AP
PENSACOLA	WCOA 1370	1,000-LS 500-N	Pensacola Bestg. Co. P. O. Box 1669 4111	NBC	John H. Perry, Pres. & Gen. Mgr. W. R. Johnston, Prog. Dir.	Tom Pace, Prom. Mgr. Harold L. Heath, Chief Engr. Perry Capitol World UP
PENSACOLA	WEAR (Construction permit) 1490	250	Gulfport Bestg. Co. (Temp.) 4717 Cherokee Trail Dallas 3, Tex.	.....	Jesse T. Carroll, Pres.	.....
ST. AUGUSTINE	WFOY 1240	250	Fountain of Youth Bestg. Co. Magnolia Ave. 1622	CBS	Glenn Marshall Jr., Pres. & Gen. Mgr. John Cummins, Sales Mgr.	Frankye C. Walker, Prog. Dir. & Prom. Mgr. John E. Bernhard Jr., Tech. Dir. Weed Thesaurus UP
ST. PETERSBURG 1	WSUN 620	5,000	City of St. Petersburg P. O. Box 240 4747	ABC	Norman E. Brown, Mgr. & Prom. Dir.	Vera New, Coml. Mgr. Louis J. Link, Prog. Dir. & Chief Engr. Weed Associated SESAC UP





**787,112 PEOPLE  
LIVE IN THE  
TAMPA-  
ST. PETERSBURG  
TRADE AREA...**



**THEY REPRESENT  
A CROSS-SECTION  
OF INDUSTRY,  
AGRICULTURE,  
COMMERCE,  
AND BUSINESS...**



**THEY CONSTITUTE  
A STEADY BUYING  
POWER RIGHT  
AROUND THE  
CALENDAR!**

**ALL DAY - EVERY DAY**

# WFLA

**LEADS IN LISTENERS**

**... in the Tampa-St. Petersburg market—the heart of Florida's richest, most-heavily-populated trade area. Yes, for listeners... for sales... for RESULTS, market-wise advertisers use WFLA.**

**WFLA**

**National Representative,  
JOHN BLAIR & CO.**

**BROADCASTING • Telecasting**

**THE TAMPA TRIBUNE STATION  
TAMPA-ST. PETERSBURG**

**Southeastern Representative, HARRY E. CUMMINGS  
Jacksonville, Fla.**



**N  
B  
C**

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# DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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*(Data corrected to February 15, 1947)*

## FLORIDA—(Continued)

City	Call Letters and Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Services	
ST. PETERSBURG 6...	WTSP 1880	1,000-LS 500-N 5,000-CP	Pinellas Bcastg. Co. Times Bldg. 8108	MBS Florida	Irwin Simpson, Chief Exec. Herbert T. Anderson, Gen. Mgr. Coburn Gum. Coml. Mgr.	Jack Faulkner, Prog. Dir. & Prom. Mgr. William D. Mangold, Chief Engr.	Pearson World UP
SARASOTA.....	WSPB 1450	250	WSPB Inc. Ringling Isle 2565	CBS Florida	John B. Browning, Gen. Mgr.		
TALLAHASSEE.....	WRHP 1450	250	Tallahassee Appliance Corp. Floridan Hotel 2691	ABC KBS	Frank W. Pepper, Pres. & Gen. Mgr. W. B. Fraker, Coml. Mgr.	C. T. Lynch Jr., Prog. Dir. & Prom. Mgr. C. L. Clifton, Chief Engr.	Clark World UP
TALLAHASSEE.....	WTAL 1340	250	Capital City Bcastg. Corp. P. O. Box 989 2160	MBS	John H. Phipps, Pres. & Chief Owner Teresa M. Myers, Vice-Pres. & Gen. Mgr.	Jennings Knox, Assiat. Mgr. & Comptroller Read Wymn, Prog. Dir. Harriet B. Carson, Prom. & Sales Mgr. William A. Snowden, Chief Engr.	Perry Standard Thesaurus AP
TAMPA.....	WALT 1110	1,000-D	Tampa Bcastg. Co. 401 W. Tyler St. M-7921		W. Walter Tison, Owner-Mgr. Lynn Gearheart, Prog. Dir.	J. B. Tison, Chief Engr.	Perry Capitol Lang-Worth SESAC AP
TAMPA 1.....	WDAE 1250	5,000	Tampa Times Co. 114 N. Franklin St. M-1818	CBS	David E. Smiley, Pres. L. Spence Mitchell, Gen. & Coml. Mgr.	Kenneth W. Skelton, Prog. Dir. Wm. Pharr Moore, Chief Engr.	Katz Cole MacGregor World AP
TAMPA 1.....	WFLA 970	5,000	The Tribune Co. Lafayette & Hyde Park Ave. H-1828	NBC	J. S. Mims, Publisher Charles G. Baskerville, Gen. Mgr. Bert A. Arnold, Sales Mgr.	Paul M. Jones, Prog. & Prod. Mgr. Lucille Youmans, Prom. Mgr. Joseph J. Mitchell, Chief Engr.	Blair Cummings Lang-Worth Thesaurus UP
WEST PALM BEACH..	WIRK (Construction permit) 1290	1,000-D	Ken-Sell Inc. (Temp.) 25 S. E. First Ave. Miami, Fla.		Joseph S. Field Jr., Pres.		
WEST PALM BEACH..	WJNO 1230	250	WJNO Inc. 1500 N. Flagler Drive 3638	CBS Florida	Marshall Heminway, Pres. Stephen P. Willis, Gen. Mgr. & Sec.	Matt Gettings, Prog. Dir. Harry Forster, Prom. Mgr. Otis C. Wright, Chief Engr.	Radio Advertising Capitol World UP
WINTER HAVEN.....	WSIR 1490	250	Citrus Belt Broadcasters Inc. 132 Third St. S.W. 3-1813		Frederick L. Allman, Pres. Lawrence A. Rollins, Gen. Mgr.	John W. Brandatetter, Prog. Dir.	

## GEORGIA

ALBANY.....	WALB 1590	1,000	Herald Publishing Co. Albany Theatre Arcade 389	MBS	H. T. McIntosh, Pres. & Chief Owner Abner M. Israel, Gen. Mgr.	Robert S. Wilson, Coml. Mgr. David K. Fulton, Prog. Dir. & Prom. Mgr. George Walden, Chief Engr.	Burn-Smith World AP
ALBANY.....	WGPC 1450	250	The Albany Bcastg. Co. 125½ N. Jackson St. 1870	CBS	J. W. Woodruff, Owner J. W. Woodruff Jr., Exec. Mgr. Leonard M. George, Station Mgr.	Cecil Fowler, Prog. Dir. Wayne McClung, Chief Engr.	Hollingbery Thesaurus UP
AMERICUS.....	WDEC (Construction permit) 1230	250	Americus Bcastg. Co. Americus		James R. Blair, Pres.		
ATHENS.....	WGAU 1840	250	J. K. Patrick & Co. Bobbins Mill Road 1741	CBS KBS	R. Lewis Doster, Gen. Mgr. Mary M. Lester, Prog. Dir.	William Evans, Chief Engr.	Standard AP
ATLANTA 3.....	WAGA 690	5,000	Liberty Bcastg. Co. Western Union Bldg. Main 6101	ABC	George B. Storer, Pres. James Bailey, Managing Dir. M. C. Gregory, Prog. Dir.	Ewald Kockritz, Prom. Mgr. Arny L. Brown, Chief Engr.	Headley-Reed Lang-Worth Thesaurus AP, INS
ATLANTA 3.....	WATL 1400 1380-CP	250 5,000-CP	Atlanta Bcastg. Co. Henry Grady Bldg. Walnut 4377	MBS	J. W. Woodruff, Owner J. W. Woodruff Jr., Vice-Pres. & Exec. Mgr. Walter P. Speight Jr., Gen. Mgr.	Samuel W. Kane, Sales Mgr. James M. Hardin, Prog. Dir. Henry W. Fincher, Chief Engr.	Hollingbery Lang-Worth Standard UP
ATLANTA.....	WBGE 1340	250	General Bcastg. Co. Georgian Terrace Hotel		Mike Benton, Pres.	Maurice C. Coleman, Gen. Mgr.	Lang-Worth Cole AP
ATLANTA.....	WCON (Construction permit) 550	5,000	Constitution Publishing Co. 148 Alabama St. S.W.		Clark Howell, Chief Exec.	Allen Post, Gen. Mgr.	
ATLANTA 1.....	WGST 920	5,000-LS 1,000-N	Regents, Georgia School of Tech. P. O. Box 674 Walnut 8441	CBS Georgia	Frank M. Spratlin, Chairman. Radio Committee, Regents John Fulton, Gen. Mgr.	Jack Kelly, Prog. Dir. Paul Sanford, Merch. Mgr. Ben Akerman, Chief Engr.	Katz Thesaurus World AP
ATLANTA.....	WSB 750	50,000	The Atlanta Journal Co. Atlanta Hemlock 1045	NBC	James M. Cox, Chief Owner J. Leonard Reinsch, Managing Dir. John M. Outler Jr., Gen. Mgr. Frank Galther, Coml. Mgr.	Marcus Bartlett, Prog. Mgr. Jean Hendrix, Prom. Mgr. C. F. Daugherty, Chief Engr.	Petry Associated Standard World AP, UP, INS
AUGUSTA.....	WBBQ (Construction permit) 1340	250	Savannah Valley Bcastg. Co. Sand Bar Ferry Road	MBS	George G. Weiss, Pres. & Gen. Mgr. John W. Watkins, Coml. & Prom. Mgr.	George M. Scott, Prog. Dir. David W. Freeman, Chief Engr.	McGillvra Associated Cole Standard AP, INS



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*General Broadcasting Company*

# DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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## GEORGIA—(Continued)

City	Call Letters and Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Services	
AUGUSTA.....	WGAC 580	5,000-LS 1,000-N	The Twin States Bestg. Co. 7th and Broad St. 2-2692	ABC	J. B. Fuqua, Vice-Pres. & Gen. Mgr. Donald Kelly Jr., Coml. Mgr.	Steve Manderson, Prog. Dir. & Prom. Mgr. John P. Jopling, Chief Engr.	Avery-Knodel Standard Thesaurus AP
AUGUSTA.....	WRDW 1480	5,000	Augusta Bestg. Co. 8th and Broad Sts. 2-8805	CBS	Wm. K. Jenkins, Pres. W. R. Ringson, Gen. Mgr. W. B. Smart, Coml. Mgr.	Joe G. Hunt, Prog. Dir. & Prom. Mgr. Harvey J. Aderhold, Chief Engr.	Hollingbery Lang-Worth World UP
AUGUSTA.....	WTNT (Construction permit) 1230	250	Georgia-Carolina Bestg. Co. Marion Bldg. 2-1003	NBC	Walter J. Brown, Chm. Bd. Dirs. P. S. Knox Jr., Pres. Edgar W. Teasley, Vice-Pres. & Gen. Mgr.	Harold Teasley, Coml. Mgr. A. Lee Parsons, Prog. Dir. Ted R. Woodard, Chief Engr.	Associated UP
BAINBRIDGE.....	WMGR 1490	250	S. Marvin Griffin P. O. Box 343 776	MBS KBS	S. Marvin Griffin, Owner Dixon Babb, Gen. & Coml. Mgr.	Barbara Ann Johnson, Prog. Dir.	SESAC AP
BRUNSWICK.....	WMOG 1490	250	Coastal Bestg. Co. Inc. Brunswick 1500	MBS KBS	Mrs. Alma W. King, Pres. Kenneth E. White, Gen. & Coml. Mgr.	Bob Martin, Prog. Dir. Valentine Peck, Prom. Mgr. Kenneth E. White, Chief Engr.	Thesaurus UP
CARROLLTON.....	WLBB 1100	250-D	Carroll Bestg. Co. Peoples Bank Bldg. 980	.....	Thomas Carr, Chief Owner & Gen. Mgr. Ebb Duncan, Coml. Mgr.	Jimmy Vocalis, Prog. Dir. Jerry Johnson, Prod. Mgr. Calloway M. Callicott, Chief Engr.	Thesaurus UP
CARTERSVILLE.....	WBHF 1450	250	W. Ryan Frier Shackleford Bldg. 686	MBS KBS	W. Ryan Frier, Owner John H. French, Gen. & Coml. Mgr.	Marvin Seals Jr., Chief Engr.	Lang-Worth UP
CEDARTOWN.....	WGAA 1340	250	Northwest Ga. Bestg. Co. Cedartown 777	ABC KBS	O. C. Lam, Pres. William B. Estes, Station & Coml. Mgr.	Rowena Whitfield, Prog. Dir. Hall Wray, Prom. Mgr. Chessley Hooper, Chief Engr.	World AP
COLUMBUS.....	WDAK 1340	250	Radio Columbus Inc. 1028 1/2 Broadway 3-2771	ABC	Allen M. Woodall, Pres. & Gen. Mgr. James W. Hicks, Coml. Mgr.	Ed Westcott, Prog. Dir. Dixon Harp, Prom. Mgr. L. R. Jones, Chief Engr.	Headley-Reed World AP
COLUMBUS.....	WRBL 1230	250	Columbus Bestg. Co. 1420 Second Ave. 2-0601	CBS	J. W. Woodruff, Pres. J. W. Woodruff Jr., Exec. & Coml. Mgr. W. S. Massie, Local Sales Mgr.	Gale Martin, Prog.-Prod. Mgr. Ed Hennessy, Prom.-Publ. Mgr. Joe Gamble, Chief Engr.	Hollingbery Thesaurus UP
COLUMBUS.....	..... (Construction permit) 1460	1,000	Chattahoochee Bestg. Co. Columbus	.....	William K. Jenkins, Pres.	.....	.....
CORDELE.....	WMJM 1490	250-LS 100-N	Cordele Dispatch Publishing Co. 20th Ave & B St. 666	MBS KBS	James S. Rivers, Chief Exec. Tiny Turner, Gen. & Coml. Mgr.	Willard Belote, Prog. Dir. & Prom. Mgr. William Hill, Chief Engr.	World UP
COVINGTON.....	WMOC 1490	250	The Covington News Inc. Covington 2275	MBS	Belmont Dennis, Pres. Tom Palmer, Prog. Dir.	Thomas W. Cowan Jr., Chief Engr.	World AP
DALTON.....	WBLJ 1230	250	Dalton Bestg. Corp. Kenemer Bldg. 684	MBS KBS	H. C. Kenemer, Pres. W. V. Williams, Gen. Mgr. William Armond, Coml. Mgr.	William B. Davies, Prog. Dir. John S. Andrews, Chief Engr.	Cox & Tanz Lang-Worth UP
DECATUR.....	WEAS (Construction permit) 1010	1,000-D	Eurith Dickinson Rivers Jr. (Temp.) 1334 W. Peachtree St. N. E. Atlanta, Ga.	.....	E. D. Rivers Jr., Licensee	.....	.....
DOUGLAS.....	WDMG (Construction permit) 860	1,000-D	Downing Musgrove (Temp.) P. O. Box 115 Homerville, Ga.	.....	Downing Musgrove, Licensee	.....	.....
DUBLIN.....	WMLT 1340	250	Dublin Bestg. Co. Box 659 873	MBS KBS	Geo. T. Morris, Owner T. K. Vassy, Mgr. Eddie Johnson, Sales Mgr.	T. K. Vassy, Prog. Dir. Wendell C. Roberts, Chief Engr.	Cox & Tanz Lang-Worth AP
ELBERTON.....	WSGC 1400	250	Elberton Bestg. Co. P. O. Box 603 625	MBS KBS	John L. Barnes, Exec. Vice- Pres. & Gen. Mgr.	Howard Gilreath, Prog. Dir. Ernest Church, Chief Engr.	Cox & Tanz Thesaurus AP
FITZGERALD.....	WBHB 1240	250	J. Paul Stone & R. M. Ware Jr. 600 Block W. Roanoke Dr. 740	MBS	J. Paul Stone } R. M. Ware Jr. } Owners R. M. Ware Jr., Gen. & Coml. Mgr.	Sidney King, Prog. Dir. R. M. Ware Jr., Chief Engr.	Lang-Worth AP
GAINESVILLE.....	WGGA 1240	250	Blue Ridge Bestg. Co. Athens Road 1600	MBS KBS	Charles Smithgall, Pres. H. Russ Holt, Vice-Pres. & Gen. Mgr.	L. H. Christian, Station Mgr. & Chief Engr. E. F. MacLeod, Secy. & Coml. Mgr. Mildred Thompson, Prog. Dir.	Lang-Worth UP
GRIFFIN.....	WKEU 1450	250	Radio Station WKEU Griffin Hotel	MBS KBS	A. W. Marshall Jr., Mgr.	.....	.....
LaGRANGE.....	WLAG 1240	250	LaGrange Bestg. Co. 308 Broome St. 1700	MBS KBS	Roy C. Swank, Pres. Edwin Mullinax, Gen. & Coml. Mgr. John Boggers, Prog. Dir.	Herb Wells, Prom. Dir. J. M. McKay, Chief Engr.	Clark Cole World UP
MACON.....	WBML 1240	250	Middle Georgia Bestg. Co. First Natl. Bank Bldg. 2728	ABC	E. D. Black, Pres. Chas. W. Pittman, Gen. Mgr. Walter Graham, Coml. Mgr.	Mary Hester Richardson, Prog. Dir. H. S. Goodrich, Chief Engr.	McGillvra Associated Thesaurus UP
MACON.....	WMAZ 940	5,000	Southeastern Bestg. Co. Bankers Insurance Bldg. 3131	CBS Georgia	George P. Rankin, Pres. & Chief Engr. Wilton E. Cobb, Secy-Treas. & Gen. Mgr.	Frank ("Red Cross") Crowther, Coml. Mgr. Albert H. Sanders, Assist. Coml. Mgr. Frank Hubbs, Prod. Mgr.	Katz Lang-Worth World AP, INS



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MACON.....	WNEX 1400	250	Macon Bestg. Co. Bibb Bldg. 8211	MBS	Ed Lowe, Pres. Al Lowe, Gen. Mgr. Carl Williams, Coml. Mgr.	Berry Moody, Prog. Dir. Elizabeth Roberts, Prom. Mgr. Ambrose Kibler, Chief Engr.	Capitol AP
MARIETTA.....	WFOM 1280	250	Chattahoochee Broadcasters P. O. Box 181 1746	KBS	Fred B. Wilson } Channing Cope } Owners Albert L. Jones, Gen. Mgr.	Charles Beresford, Prog. Dir. Orbra W. Harrell, Chief Engr.	World AP
MILLEDGEVILLE.....	WMVG 1450	250	Jere N. Moore Georgia Military College 250	MBS KBS	Jere N. Moore, Owner Michael T. Landy, Mgr. & Coml. Mgr.	Jack O'Connor, Prog. Dir. & Prom. Mgr. Robert Hattaway, Chief Engr.	Thesaurus World AP
MOULTRIE.....	WMGA 1400	250	John F. Pidcock P. O. Box 810 999	KBS South Georgia	John F. Pidcock, Owner & Operator	Thomas R. Barber, Business Mgr. & Chief Engr. Mrs. D. E. Stringfellow, Prog. Dir.	Clark Standard World UP
NEWMAN.....	WCOH (Construction permit) 1400	250	Newman Bestg. Co. Newman	.....	D. T. Manget } Evan W. Thomasson } Prin. Owners	.....	.....
QUITMAN.....	WKMA (Construction permit) 1490	250	Radio South (Temp.) 808 N. Patterson St. Valdosta, Ga.	.....	John R. Bartlett, Owner & Gen. Mgr.	.....	.....
ROME.....	WBLX 1190	1,000-D	Rome Radio Bestg. Co. 121 Broad St.	.....	Robt. L. Tomlinson Sr., Pres.-Treas. Robt. L. Tomlinson Jr., Gen. Mgr. Donald M. Rainey, Station Mgr.	William Hedgepeth, Prog. Dir. William M. Chambers, Chief Engr.	Griffith Standard AP
ROME.....	WLAQ (Construction permit) 670	1,000-D	News Publishing Co. 408 W. 1st St.	.....	B. H. Mooney, Pres.	.....	.....
ROME.....	WRGA 1490	250	Rome Bestg. Corp. National City Bank Bldg. 6589	MBS KBS	John W. Quarles, Pres. Happy Quarles, Treas. & Gen. Mgr. Mather Payne, Assist. Mgr.	Price Selby, Coml. Mgr. George Eubanks, Prog. Dir. Jim Roberts, Prom. Mgr. R. L. Starr, Chief Engr.	World UP
ROME.....	WROM 710	1,000-D	Cocosa Valley Radio Co. 704 Broad St. 8524	.....	Dean Covington, Part Owner & Mgr. Ed McKay, Prog. Dir. & Partner	John MacLean, Prom. Mgr. A. E. Jones, Chief Engr.	World AP
SAVANNAH.....	WCCP 1450	250	Carter C. Peterson 140 Bull St. 2-4182	MBS	Carter C. Peterson, Pres.-Owner Weldon Herrin, Coml. Mgr. Robert Mann, Prog. Dir.	William Warner, Prom. Mgr. William Moats, Chief Engr.	Standard UP
SAVANNAH.....	WDAR 1400	250	A. C. Neff 34 E. Bryan St. 3-8807	ABC	A. C. Neff, Pres. John P. Dyer, Gen. & Coml. Mgr.	Davis Sheppard, Assist. Mgr. Robert Finch, Prod. Mgr. Howard Jewett, Chief Engr.	Avery-Knodel MacGregor Standard AP
SAVANNAH.....	WFRP 1230	250	Georgia Bestg. Co. 219 East Charlton St. 3-9642	.....	Frank R. Pidcock Sr., Chief Owner Edward W. Palen, Gen. Mgr. Earl Harper, Coml. Mgr.	Roy F. Zess, Prog. Dir. & Prom. Mgr. James M. Wilder, Chief Engr.	Ferry Associated AP
SAVANNAH.....	WSAV 1340	250	WSAV Inc. Liberty Natl. Bank Bldg. 3-0234	NBC	Harben Daniel, Pres. & Gen. Mgr. L. H. Thesmar, Adv. Mgr. James L. Woods, Prog. Dir.	N. W. Brandon, Assist. Mgr. charge Publ. Service, Prog. & Promotion Meredith E. Thompson, Chief Engr.	Hollingbery Thesaurus AP
SAVANNAH.....	WTOC 1290	5,000	Savannah Bestg. Co. 516 Abercorn St. 2-0127	CBS Georgia	Wm. T. Knight Jr., Pres. & Gen. Mgr. Ben Williams, Coml. Mgr.	Dwight J. Bruce, Prog. Dir. Francis S. Anderson, Prom. Mgr. Reeve Owen, Chief Engr.	Katz Capitol Lang-Worth World UP
STATESBORO.....	WVNS 1490	250	Alfred Dorman Statesboro 502	MBS	Alfred Dorman, Owner Paul R. Sauve, Mgr.	Walter O. Welch, Chief Engr.	Standard UP
THOMASTON.....	WSFT (Construction permit) 1220	250-D	Thomaston Bestg. Co. P. O. Box 430	.....	William F. Butt } Harris G. Singer } Partners	.....	.....
THOMASVILLE.....	WPAX 1240	250	H. Wimpy 117 Remington Ave. 909	.....	H. Wimpy, Owner & Station Mgr. Al Feinberg, Coml. Mgr.	Robt. W. Oakman, Prog. Dir. J. W. Poole, Chief Engr.	Thesaurus UP
TIFTON.....	WVGS 1340	250	Tifton Bestg. Corp. Graham Bldg.	MBS	Walter Adams Graham, Pres. William W. Shepherd, Gen. & Coml. Mgr.	James Eugene Graham, Prog. & Prom. Dir. W. C. Roberts, Chief Engr.	Standard UP
TOCCOA.....	WRLC 1450	250	R. G. LeTourneau Frather Bridge Road LeTourneau 1751	MBS KBS	R. G. LeTourneau, Owner Virgle E. Craig, Station Mgr. Sam A. Gaines, Coml. Mgr.	Carroll S. Lee, Prog. Dir. Roy E. Gaines, Prom. Mgr. Keith Brown, Chief Engr.	Clark World UP
VALDOSTA.....	WGOV 1450 950-CP	250 CP-5,000-LS 1,000-N	E. D. Rivers East Park Ave. 1420	MBS	E. D. Rivers, Owner John R. Barlett, Gen. Mgr.	James V. Bowler, Prog. Dir. Don Ellis, Chief Engr.	Cole World UP
VIDALIA.....	WRQN 1450	250	Vidalia Bestg. Co. Vidalia 827	MBS KBS	M. F. Brice, Pres. R. W. Sockwell, Gen. Mgr.	Al Robinson, Station Dir. Ben A. Jones, Chief Engr.	World UP
WAYCROSS.....	WAYX 1230	250	Jack Williams 620 Plant Ave. 965	MBS KBS	Jack Williams, Owner John J. Tobola, Mgr. & Coml. Mgr.	James G. Richards, Prog. Dir. & Prom. Mgr. John E. Legare, Chief Engr.	Holman Cole World UP
WEST POINT.....	WRLD 1490	250	Valley Bestg. Co. General Tyler Hotel 173	ABC KBS	L. J. Duncan, Gen. Mgr. Miles Ferguson, Sales Mgr.	Cathryn Smith, Prog. Dir. Luther Martin, Chief Engr.	World AP



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**WGST**  
5000W\* • 920 Kc  
ATLANTA

**WMAZ**  
5000W • 940 Kc  
MACON

**WTOG**  
5000W • 1290 Kc  
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NO SINGLE STATION, regardless of power, has a strong enough signal to deliver primary coverage of Georgia's three major radio markets.

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available at  
combination  
rates

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## IDAHO

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BOISE	KDSH (Construction permit) 950	1,000	Queen City Bcastg. Co. Inc. Boise	.....	Louis K. Lear, Pres.	.....	
BOISE	KGEM 1840	250	Idaho Bcastg. and Telev. Co. Owyhee Hotel 533	ABC Rocky Mt. Gem State	Frank C. Carman, Pres. Fentress H. Kuhn, Gen. Mgr.	Kenyon R. Bennett, Station & Coml. Mgr. Dick Tripp, Prog. Dir. Richard W. Egelston, Chief Engr.	Griffith Capitol AP
BOISE	KIDO 1380	2,500-LS 1,000-N	KIDO Inc. Hotel Boise 660	NBC	Georgia Phillips, Pres. Walter E. Wagstaff, Gen. Mgr. Boyd Braithwaite, Coml. Mgr.	Hub Warner, Prog. Dir. K. Mathers, Prom. Mgr. Harold Toedtemeir, Chief Engr.	Blair Standard World AP, UP
BURLEY	KBIO 1400	250	Jessica L. Longston P. O. Box 1499 10	ABC Gem State	Jessica Longston, Owner C. J. Jansen, Gen. Mgr. Frank Krshka, Coml. Mgr.	Catherine Lick, Prog. Dir. R. Soms, Chief Engr.	Griffith Standard UP
CALDWELL	KCID (Construction permit) 1490	250	Caldwell Bcastg. Co. Caldwell 1200	.....	J. T. LaFond, Pres. H. R. McCosh, Vice-Pres. & Gen. Mgr.	Robert C. Mehan, Prog. Dir. & Prom. Mgr. Max E. Day, Chief Engr.	Standard UP
COEUR d'ALENE	KVNI 1430	1,000	Coeur d'Alene Bcastg. Co. Desert Hotel Bldg. 900	.....	Burl C. Hagadone, Pres. C. E. Rodell, Mgr. & Coml. Mgr.	Bernard V. Merriman, Prog. Dir. & Prom. Mgr. Walter Howe, Chief Engr.	Gilman Nicoll & Ruthman Lang-Worth World UP
IDAHO FALLS	KID 1850	5,000-LS 500-N	Idaho Radio Corp. Park & C Sts. 3	MBS KBS Intermountain	Cecl Hart, Pres. Board of Dir. Arch Madsen, Gen. Mgr. Leonard Wasden, Coml. Mgr.	Gene Ackerley, Prog. Dir. James Lawrence, Prom. Mgr. C. N. Layne, Chief Engr.	Avery-Knodel World UP
IDAHO FALLS	KIFI 1400	250	Eastern Idaho Bcastg. & Telev. Co. P. O. Box 581	ABC Rocky Mt. Gem State	James M. Brady, Pres. & Gen. Mgr. Dan J. Kelly, Coml. Mgr.	J. T. Clifford, Prog. Dir. & Prom. Mgr. P. P. Dunkirk, Chief Engr.	Griffith Thesaurus AP
IDAHO FALLS	KYNG (Construction permit) 1230	250	Idaho Falls Bcastg. Co. Idaho Falls	.....	F. M. Bistline, Chief Exec.	.....	
LEWISTON	KRLC 1350	1,000	H. E. Studebaker Lewis-Clark Hotel 1950	MBS Don Lee	H. E. Studebaker, Owner Donald Thomas, Resident Mgr.	Virginia Taylor, Prog. Dir. Gene Wilson, Chief Engr.	Griffith Lang-Worth UP
MOSCOW	KRPL (Construction permit) 1400	250	Interstate Radio Inc. P. O. Box 207 2283	.....	Ted R. Farrier, Pres. Bert McAllister, Gen. Mgr.	Jack Goetz, Coml. Mgr. Herbert D. Young, Chief Engr.	World AP
NAMPA	KFXD 580	1,000	Frank E. Hurt & Son 1024 12th Ave. S. 1200	MBS Intermountain	Frank E. Hurt & Son, Owners Frank E. Hurt, Gen. Mgr. Doyle Cain, Coml. Mgr.	Shirl Black, Prog. Dir. & Prom. Mgr. Edward P. Hurt, Chief Engr.	Lang-Worth Thesaurus SESAC AP, UP
POCATELLO	KEIO 1450	250	Eastern Idaho Bcastg. & Telev. Co. Bannock Hotel 3400	ABC Rocky Mt. Gem State	James M. Brady, Pres. John Taylor, Gen. Mgr.	James H. Schoonover, Coml. Mgr. Lynn Johnson, Chief Engr.	Griffith Thesaurus AP
POCATELLO	KEYY 1240	250	Radio & Telev. Bcastg. Co. of Idaho Pocatello 1240	MBS Intermountain	Calvin L. Hale, Pres. & Gen. Mgr. Zendell M. Hale, Coml. Mgr.	Franklin M. Welch, Prog. Dir. Calvin L. Hale, Tech. Supvr.	Avery-Knodel World AP
POCATELLO	KSEI 980	5,000-LS 1,000-N	Radio Service Corp. Pocatello 960	NBC	O. P. Soule, Pres. Henry H. Fletcher, Gen. & Coml. Mgr.	Ruthe A. Fletcher, Prog. Dir. Olive M. Leaney, Prom. Dir. Henry H. Fletcher, Chief Engr.	Walker Lang-Worth Standard UP
TWIN FALLS	KLIX 1340	250	Southern Ida. Bcastg. & Telev. Co. Elizabeth Blvd. 2484	ABC Gem State	Fentress Kuhn, Pres. E. O. DeChambeau, Mgr. Juneau H. Shinn, Coml. Mgr.	Cleve Wilkinson, Prog. Dir. Grant French, Chief Engr.	Griffith Thesaurus AP
TWIN FALLS	KTFI 1270	5,000-LS 1,000-N	Radio Bcastg. Corp. 241 Main Ave. W. 2400	NBC	O. P. Soule, Pres. Florence M. Gardner, Gen. Mgr. K. W. Montgomery, Coml. Mgr.	L. Otto, Prog. Dir. & Prom. Mgr. George Malone, Chief Engr.	Keating Weed Lang-Worth Standard UP
TWIN FALLS	KVMV 1450	250	Radio Sales Corp. Idaho Theatre Bldg. 2002	MBS Intermountain	Charles Crabtree, Gen. Mgr. Jack Thomas, Sales	Bob Lewis, Prog. Dir. Ver Cox, Chief Engr.	Avery-Knodel Associated World UP
WALLACE	KWAL 1450	250	Silver Bcastg. Co. Tabor Bldg. 330	MBS KBS Don Lee	Robert G. Binyon, Vice-Pres. & Gen. Mgr.	W. Mondell Spencer, Prog. Dir. & Asst. Mgr. John Backman, Chief Engr.	SESAC World UP

## ILLINOIS

ALTON	WOKZ (Construction permit) 1570	1,000-D	Alton Bcastg. Co. Alton	.....	R. C. Goshorn R. L. Rose, Gen. Mgr. } Partners	.....	
AURORA	WMRO 1280	250-D	WMRO Inc. 34 S. River St. 4215	KBS	Martin R. O'Brien, Owner & Mgr. Vincent G. Cofey, Coml. Mgr.	Dorothy O'Brien, Prog. Dir. Arthur W. Joswick, Chief Engr.	Standard World AP
BELLEVILLE	WIBV (Construction permit) 1060	250-D	Belleville Bcastg. Co. 2100 W. Main	.....	Paul A. Wnorowski, Gen. Mgr. John Lewis, Sales Mgr. Marshall True, Musical Dir.	Marvin Mollring, Pub. Rel. Mgr. John Schultz, Tech. Dir.	Standard AP
BLOOMINGTON	WJBC 1280	250	Bloomington Bcastg. Corp. 209 E. Washington St.	ABC	A. M. McGregor, Dir.	Hugh L. Gately, Sales Mgr.	.....
CAIRO	WKRO 1490	250	Oscar C. Hirsch 324 Broadway Cape Girardeau, Mo. Cairo 1490	.....	Oscar C. Hirsch, Owner, Coml. Mgr. & Chief Engr.	Merrill Currier, Gen. Mgr.	Pearson UP



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1947

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DAY & NIGHT

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KSEI—FM  
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POCATELLO, IDAHO

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**ILLINOIS—(Continued)**

City	Call Letters and Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Services
CANTON	WBYS (Construction permit) 1560	250-D	Fulton County Bcstg. Co. 58 W. Elm St.	.....	Ed Berliant, Pres.	.....
CARBONDALE	WCIL 1020	1,000-D	Southern Ill. Bcstg. Partnership 219 W. Main St. 167	.....	Paul F. McRoy, Gen. Mgr. Walter C. Shafer, Sales Dir. Donald E. Boudreau, Prog. Dir.	Robert O. Eaton, Publ. Dir. Marion F. Sawyer, Chief Engr. Wilson World AP
CARTHAGE	WCAZ 1030 990-CP	250-D CP-1,000-D	Superior Bcstg. Service 502 Wabash Ave.	.....	Bob Compton, Pres.	John Palmer, Mgr. .....
CENTRALIA	WCNT 1210	1,000-D	Hobart G. Stephenson Centralia 234	.....	Hobart G. Stephenson, Owner & Mgr.	Anne Collins, Prog. Dir. Hobart G. Stephenson Jr., Chief Engr. Young Thesaurus Lang-Worth UP
CHAMPAIGN	WDWS 1409	250	The Champaign News-Gazette Inc. 48 Main St. 6-1855	CBS KBS	Frank R. Mills, Coml. Mgr. Marc Howard, Prog. Dir.	Jack R. Baum, Chief Engr. Adv. Time Sales World UP
CHICAGO 90	WAAF 950	1,000-D	Drovers Journal Publ. Co. Inc. Palmer House Randolph 1932	.....	Ward A. Neff, Pres. Bradley R. Eidmann, Mgr. Cynthia A. Coyle, Prog. Dir.	Vivian Bradshaw, Prom. Mgr. Carl Ulrich, Chief Engr. Hollingbery Standard UP
CHICAGO	WAIT 820 L-LS, Dallas	5,000	Radio Station WAIT 360 N. Michigan Ave. Franklin 0660	.....	Gene T. Dyer, Gen. Mgr.	.....
CHICAGO 11	WBBM 780	50,000	Columbia Bcstg. System Inc. 410 N. Michigan Ave. Whitehall 6000	CBS	H. Leslie Atlas, (CBS) Vice-Pres. Frank B. Falknor, Gen. Mgr. Erwin H. Shomo, Coml. Mgr.	Walter Preston, Prog. Dir. Robert Savage, Prom. Mgr. George V. Sherman, Chief Engr. Radio Sales Associated World AP, UP, INS
CHICAGO 11	WCFL 1000	10,000 50,000-CP	Chicago Federation of Labor 666 Lake Shore Drive Superior 5300	ABC	Maurice Lynch, Gen. Mgr. Melvin B. Wolens, Coml. Mgr. Jack O'Dell, Prog. Dir.	Melvin B. Wolens, Prom. Mgr. R. Pappin, Chief Engr. Katz World UP
CHICAGO 14	WCRW 1240 SH-WEDC, WSBC	100	Clinton R. White 2756 Pine Grove Ave. Diversey 4440	.....	Clinton R. White, Owner & Chief Engr.	J. A. White, Gen. Mgr. .....
CHICAGO 23	WEDC 1240 SH-WCRW, WSBC	250	Emil Denmark Inc. 3860 W. Ogden Ave. Crawford 4100	.....	Emil Denmark, Pres. Frank J. Kotneur, Gen. & Coml. Mgr.	Bill Mack, Prog. Dir. & Prom. Mgr. Chester Lewicki, Chief Engr. UP
CHICAGO 6	WENR 890 ST-WLS	50,000	American Bcstg. Co. Inc. 20 N. Wacker Drive Delaware 1900	ABC	Mark Woods, (ABC) Pres. Edward Borroff (ABC), Vice-Pres. in Charge Roy McLaughlin, Gen. & Coml. Mgr.	Harold Stokes, Prog. Dir. Fred Kilian, Prog. Mgr. E. C. Horstman, Chief Engr. ABC Spot AP, UP, INS
CHICAGO 12	WGES 1890	5,000	Radio Station WGES 2708 Washington Blvd. Sacramento 1700	.....	John A. Dyer, Pres. & Gen. Mgr. Elizabeth M. Hinzman, Coml. Mgr.	Herbert Rudolph, Prog. Dir. Ellery L. Piotts, Tech. Dir. World UP
CHICAGO 11	WGN 720	50,000	WGN Inc. 441 N. Michigan Ave. Superior 0100	MBS	Col. Robert R. McCormick, Pres. Frank P. Schreiber, Gen. Mgr. Paul C. Brines, Assit. to the Mgr. Wm. A. McGuineas, Coml. Mgr.	Buckingham Gunn, Prog. Supvr. Wm. C. Meyers, Sales Prom. Mgr. Carl J. Meyers, Dir. of Engring WGN Keenan & Eickelberg Standard Thesaurus World AP, UP, INS Reuters
CHICAGO 1	WIND 580	5,000	Johnson Kennedy Radio Corp. 280 N. Michigan Ave. State 4176	.....	Ralph L. Atlas, Pres. & Gen. Mgr. John T. Carey, Sales Mgr.	Howard Miller, Prog. Dir. Ken Shirk, Chief Engr. Pearson Standard Thesaurus World AP, UP, INS
CHICAGO 1	WJJD 1160 L-KSL	20,000 50,000-CP	WJJD Inc. 230 N. Michigan Ave. State 5466	.....	Marshall Field 3d, Pres. Arthur F. Harre, Gen. Mgr. Frederick G. Harm, Coml. Mgr.	Arthur F. Harre, Prog. Dir. Ed Short, Prom. Mgr. Walter F. Myers, Chief Engr. Avery-Knodel Capitol Cole AP, UP
CHICAGO 7	WLS 890 ST-WENR	50,000	Agricultural Bcstg. Co. 1280 W. Washington Blvd. Monroe 9700	ABC	Burrige D. Butler, Pres. Glenn Snyder, Gen. Mgr. C. M. Freeman, Coml. Mgr.	Harold A. Safford, Prog. Dir. Donald E. Finlayson, Prom. Mgr. Tom L. Rowe, Chief Engr. Blair Standard AP, UP Transradio
CHICAGO 54	WMAQ 670	50,000	National Bcstg. Co. Inc. Merchandise Mart Superior 8300	NBC	Niles Trammell, (NBC) Pres. I. E. Showerman, Mgr., NBC Central Div. J. F. Whalley, Business Mgr.	Jules Herbuveaux, Prog. Mgr. Emmons Carlson, Sales Prom. Mgr. Howard Luttgens, Division Engr. NBC Spot Standard Thesaurus AP, UP, INS
CHICAGO 10	*WBMI 1110 L-KFAB, WBT	5,000	Moody Bible Institute of Chicago 153 Institute Pl. Michigan 1570	.....	Henry C. Crowell, Mgr. Robert Parsons, Dir. Prog. Dept.	Russell T. Hitt, Mgr. Publ. Rel. A. P. Frye, Chief Engr. .....
CHICAGO 12	WSBC 1240 SH-WCRW, WEDC	250	Radio Station WSBC Western at Madison Monroe 9060	.....	Robert O. Miller, Gen. Mgr. & Prog. Dir.	Julius Miller, Coml. Mgr. Mendel Kochanski, Dir. Publ. & Prom. For Joe Cole MacGregor SESAC UP
CICERO 50	WHFC 1450	250	WHFC Inc. 2136 S. 61st Ct. Lawndale 8228	.....	R. W. Hoffman, Pres. M. E. Clifford, Gen. Mgr. F. J. Summers, Station Mgr.	Jack Ostrode, Prog. Dir. E. P. Hayes, Chief Engr. Lang-Worth SESAC UP
CLINTON	WHOW (Construction permit) 1520	1,000-D	Cornbelt Bcstg. Co. Clinton	.....	Henry W. Rhea, Pres.	.....
DANVILLE	WDAN 1490	250	Northwestern Publishing Co. 202 N. Hazel St. 1700	CBS	E. C. Hewes, Gen. Mgr. Robert J. Burow, Station Mgr. Honore Ronan, Prog. Dir.	Robert J. Burow, Prom. Mgr. Theodore G. Magin, Chief Engr. McKinney World UP
DECATUR 70	WSOY 1340	250	Commodore Bcstg. Co. 351 N. Main St. 5371	CBS	Frederick W. Schaub, Pres. Merrill Lindsay, Vice-Pres. & Gen. Mgr.	Chas. F. Bruce, Coml. Mgr. Bernard Johnson, Prog. Dir. Paul A. Wnorowski, Chief Engr. Weed Associated Standard AP



**NOW**

**20,000 WATTS OF  
SELLING POWER**

**SOON**

**50,000 WATTS OF  
SELLING POWER**



**A MARSHALL FIELD STATION REPRESENTED NATIONALLY BY AVERY-KNODEL**



# 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 February 15, 1947)

## ILLINOIS—(Continued)

City	Call Letters and Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Services	
EAST ST. LOUIS.....	WTMV 1490	250	Mississippi Valley Bcstg. Co. Broadview Hotel Bridge 3424	.....	Myles H. Johns, Exec. Dir. Michael Henry, Mgr. Frank J. Prendergast, Sales Mgr.	Paul M. Enright, Prog. Dir. Dodd Boyer, Prom. & Pub. Dir. Erle White, Chief Engr.	Walker World UP
EFFINGHAM.....	WCRA (Construction permit) 1090	250-D	Effingham Bcstg. Co. 109½ E. Jefferson St.	.....	Willard L. Thompson, Pres.	.....	.....
EVANSTON.....	WNMP 1690	1,000-D	Evanston Bcstg. Co. 423 Kedzie St. Greenleaf 7745	.....	Fred S. Newton, Pres. Angus D. Pfaff, Vice-Pres. & Gen. Mgr.	James M. Mactaggart, Secy.-Treas.	.....
FREEPORT.....	WFRL (Construction permit) 1570	1,000-D	Freeport Bcstg. Co. Freeport	.....	Mr. and Mrs. Vincent M. Barker, Owners	.....	.....
GALESBURG.....	WGIL 1400	250	Galesburg Bcstg. Co. 312 Hill Arcade 4626	MBS	Kenneth Schliefer, Gen. Mgr. Betty Harier, Prog. Dir.	Lee Rector, Chief Engr.	Cooke SESAC Standard UP
HARRISBURG 1.....	WEBQ 1240	250	Harrisburg Bcstg. Co. 100 East Poplar St. 28	KBS	Inglis M. Taylor, Gen. & Coml. Mgr. Wanda R. Owen, Prog. Dir.	Ken Hamilton, Prom. Mgr. Joseph R. Tate, Chief Engr.	Wilson UP
HERRIN.....	WJPF 1340	250	Orville W. Lyeria P. O. Box 179 382	MBS KBS	Orville W. Lyeria, Owner Chas. R. Cook, Mgr. Doug Hadley, Prog. Dir.	Fred J. Reinhardt, Dir. of Station Rel. Gino Monaco, Chief Engr.	Pearson SESAC Standard UP
JACKSONVILLE.....	WLDS 1180	1,000-D	Edge & Korsmeyer Fox Illinois Theatre Bldg. 1180	KBS	Milton Edge E. J. Korsmeyer } Owners E. J. Korsmeyer, Gen. & Coml. Mgr.	T. J. Fairburn, Prog. Dir. G. J. Cassens, Chief Engr.	Standard AP
JOLIET.....	WJOL 1340	250	Joliet Bcstg. Co. 601 Walnut St. 4761	KBS	R. L. Bowles, Vice-Pres. & Gen. Mgr.	Robert Schmidt, Chief Engr.	McGillvra World UP, Transradio
KANKAKEE.....	WKAN (Construction permit) 1820	1,000-D	Kankakee Daily Journal Co. 183 N. Schuyler Ave.	.....	Leslie C. Small, Pres. Burrell L. Small, Gen. Mgr. Bruce E. Brown, Station Mgr.	Ralph Mueller, Prog. Dir. Robert L. Harrell, Chief Engr.	World AP
MACOMB.....	..... (Construction permit) 1510	250-D	Macomb Bcstg. Co. Macomb	.....	James C. Bailey Lyle B. Landis } Owners Dorothy C. Bailey	.....	.....
MATTOON.....	WLBH 1170	250-D	Mattoon Bcstg. Co. 17th & Broadway Ave. 3997	.....	J. R. Livesay, Pres.-Treas. & Gen. Mgr.	Roland Looper, Coml. Mgr. Ray Livesay, Chief Engr.	Standard AP
MT. VERNON.....	..... (Construction permit) 940	1,000-D	Mt. Vernon Radio & Tele. Co. Mt. Vernon	.....	John R. Mitchell, Pres.	.....	.....
MOLINE.....	WQUA 1230	250	Moline Bcstg. Co. Radio Center 7000	MBS	Bruff W. Olin Jr., Pres.-Treas. & Gen. Mgr. Marvin L. Rosene, Coml. Mgr.	Don Stevens, Prod. Dir. George Travis, Chief Engr.	Wilson World AP
PEKIN.....	WSIV 1140	250-D CP-1,000-D	Pekin Bcstg. Co. 15 S. Capitol 1747	.....	W. Kenneth Patterson, Pres. & Gen. Mgr. J. Ed. Henry, Coml. Mgr.	Les Carmichael, Prog. Dir. Emil Prandoni, Chief Engr.	Sears & Ayer McGregor SESAC Standard AP
PEORIA 2.....	WEEK 1350	1,000	West Central Bcstg. Co. Commercial Bank Bldg. 3-3688	NBC	Robert S. Kerr Chrmn. of Board Stanley E. White, Gen. Mgr. Fred Vance, Coml. Mgr.	Harry Eldred, Prog. Dir. E. C. Callahan, Chief Engr.	Katz Capitol World AP
PEORIA 2.....	WIRL (Construction permit) 1290	5,000	Illinois Valley Bcstg. Co. Central Natl. Bank Bldg.	ABC	John M. Camp, Gen. Mgr.	N. Stanley Ponte, Chief Engr.	Petry
PEORIA 2.....	WMBD 1470	5,000-LS 1,000-N	Peoria Bcstg. Co. First Natl. Bank Bldg. 7133	CBS	Edgar L. Bill, Pres. Charles C. Caley, Exec. Vice-Pres. Donald D. Kynaston, Coml. Mgr.	Brooks Watson, Prog. Dir. Vernon Nolte, Prom. Mgr. A. James Ebel, Dir. of Engring.	Free & Peters Thesaurus AP, UP
PEORIA.....	WMMJ 1020	1,000-D	Mid-State Bcstg. Co. Fulton & Jefferson 8527	.....	William J. Kutach, Pres. & Gen. Mgr. Albert E. Kaufman, Coml. Mgr.	Berne Enterline, Prog. Dir. T. A. Giles, Chief Engr.	Pearson SESAC Standard UP
PEORIA 2.....	WWXL 1580	1,000-D	Central Ill. Radio Corp. Hotel Jefferson 3-4886	.....	Joseph H. Giddan, Pres. A. B. Kerstenbaum, Coml. Mgr.	George W. Cremeens, Prog. Mgr. Charles R. Bilyeu, Chief Engr.	SESAC UP
QUINCY.....	WTAD 930	1,000	Lee Bcstg. Inc. W. C. U. Bldg. 6200	CBS	Lee P. Loomis, Pres. F. C. Eighmey, Gen. Mgr. William T. Burghart, Sales Mgr. Walter J. Rothschild, National Sales Mgr.	Merrit Milligan, Prog. Dir. Gerald Staten, Prom. Mgr. Urlin Whitman, Chief Engr. Leo Born, Technl. Dir., Lee Stations	Weed Standard AP, UP
ROCK ISLAND.....	WHBF 1270	5,000	Rock Island Bcstg. Co. Safety Bldg. 918	ABC	John W. Potter, Pres. Leslie C. Johnson, Vice-Pres. & Gen. Mgr. Maurice J. Corken, Coml. Mgr.	Ted Arnold, Prog. Dir. Miss Fern Hawks, Prom. & Publ. Mgr. Robert J. Sennett, Chief Engr.	Avery-Knodel Lang-Worth Standard AP, UP
ROCKFORD.....	WROK 1440	1,000-LS 500-N	Rockford Broadcasters Inc. News Tower Main 5632	ABC	A. G. Simms, Pres. Walter Koessler, Gen. Mgr. John J. Dixon, Coml. Mgr.	Morey Owens, Prog. Dir. Wm. R. Traum, Prom. Mgr. W. A. Smith, Chief Engr.	Headley-Reed World UP
SPRINGFIELD.....	WCVS 1450	250	WCBS Inc. 523 E. Capitol Ave. 9855	ABC	Harold L. Dewing, Pres. Carroll W. Neeld, Mgr. John C. Geil, Musical Dir.	C. W. Neeld, Prog. Mgr. Harold L. Dewing, Chief Engr.	Sears & Ayer McGregor World AP
SPRINGFIELD.....	WTAX 1240	100	WTAX Inc. Reisch Bldg. 2-4441	CBS	Oliver J. Keller, Pres. & Gen. Mgr. Jay A. Johnson, Assist. Mgr.	Gladys M. McGrew, Prog. Dir. Clarence R. Evans, Prom. Mgr. E. C. Swaringen, Chief Engr.	Weed Thesaurus UP
TUSCOLA.....	WDZ 1050	1,000-D	WDZ Bcstg. Co. McNeill Bldg. 431	.....	Edgar L. Bill, Pres. R. L. Stuffleham, Gen. Mgr. Shirl Evans Jr., Prog. Dir.	R. E. Koehnemann, Prom. Mgr. A. James Ebel, Chief Engr.	Free & Peters World UP
URBANA.....	*WILL 580	5,000-D	U. of Illinois 1010 S. Wright St. 7-5461	.....	George D. Stoddard, Pres. Jos. F. Wright, Dir.	Frank E. Schooley, Prog. Dir. John R. Brugger, Chief Engr.	Thesaurus AP





# Quad-Cities

Rock Island, Moline, East Moline, Illinois and Davenport, Iowa  
 (Formerly Known as the "Tri-Cities")

## 8<sup>th</sup> largest market

### IN A NINE STATE AREA



The first five markets in this 9-state area are Chicago, St. Louis, Minneapolis-St. Paul, Milwaukee, and Kansas City. And then come—

- 6. Omaha-Council Bluffs.....302,527
- 7. Duluth-Superior .....228,716
- 8. QUAD-CITIES .....201,244**
- 9. Peoria .....199,525
- 10. Wichita .....194,945
- 11. Des Moines .....188,572

SOURCE—U. S. Bureau of Census, Nov. 1, 1943.  
 Population of Metropolitan Counties.

WHBF is the basic ABC station in the Quad-Cities, serving western Illinois and eastern Iowa. It is the only ABC station that can be consistently heard in the Quad-City metropolitan area. First station in the Quad-City Area to apply for and receive Construction Permit for FM.



1270 KC 5000 Watts,  
 Full Time

Les Johnson,  
 V. P. and Gen. Mgr.

Affiliate of  
 Rock Island Argus

and WHBF-FM

Exclusive Representatives, AVERY-KNODEL, INC., New York—Chicago—Los Angeles—San Francisco

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*(Data corrected to February 15, 1947)*

## INDIANA

City	Call Letters and Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Services
ANDERSON.....	WCBC (Construction permit) 1470	1,000-D	Civic Bcastg. Corp. Anderson	.....	Lloyd Gallimore, Pres. Donald Wm. Cogley, Gen. Mgr.	Paul Bender, Chief Engr. World AP
ANDERSON.....	WHBU 1240	250	Anderson Bcastg. Corp. Citizens Bank Bldg. 7791	ABC KBS	C. Bruce McConnell, Pres. John R. Atkinson, Gen. & Coml. Mgr.	Erma R. Allen, Prog. Dir. L. F. Podhaski, Chief Engr. Holman Standard UP
BLOOMINGTON.....	WSUA 1010	1,000-D	Radio Station WSUA Inc. 117½ W. Kirkwood St. 7277	.....	Warren G. Davis, Pres. & Gen. Mgr. Lyle Warrick, Coml. Mgr.	Bill Marlowe, Prog. Dir. L. J. Rolfe, Chief Engr. Burn-Smith World UP
BLOOMINGTON.....	WTOM (Construction permit) 1490	100	Fred O. Grimwood Allen Lane 2598	.....	Fred O. Grimwood, Owner Thomas Grimwood, Business Mgr.	Cleo Garner, Coml. Mgr. Ralph Bitzer, Chief Engr. AP
ELKHART.....	WTRC 1340	250	Truth Publishing Co. Inc. Hotel Elkhart 948	NBC KBS	C. D. Greenleaf, Pres. R. R. Baker, Gen. Mgr. Dick Holloway, Coml. Mgr.	Louis Glass, Prog. Dir. B. B. Baker, Prom. Mgr. L. W. Zellmer, Chief Engr. Burn-Smith Standard World UP
EVANSVILLE.....	WKY 820	250-D	South Central Bcastg. Corp. 8652	.....	John A. Engelbrecht, Pres. & Gen. Mgr.	George F. Stoltz, Vice-Pres. & Chief Engr. Associated AP
EVANSVILLE 8.....	WEOA 1400	250	WFBM Inc. 519 Vine St. 2-1171	CBS	Harry M. Bitner Jr., Pres. Don Menke, Gen. & Coml. Mgr.	Harold Holland, Chief Engr. Katz Standard World UP
EVANSVILLE 8.....	WGBF 1280	5,000-LS 1,000-N	Evansville on the Air Inc. 519 Vine St. 2-1171	NBC	Clarence Leich, Gen. & Coml. Mgr. Mrs. Pat Roper, Prog. Dir.	Clarence Leich, Prom. Mgr. Fay Gehres, Chief Engr. Weed Standard World UP
FORT WAYNE.....	WFTW (Construction permit) 1090	1,000-D	Fort Wayne Bcastg. Inc. Lincoln Tower	.....	Edward G. Thoms, Pres. & Gen. Mgr.	Burn-Smith
FORT WAYNE 2.....	WGL 1250	1,000	Farnsworth Telev. & Radio Corp. 201 W. Jefferson St. Eastbrook 3866	NBC	E. A. Nicholas, Pres. Pierre Boucheron, Gen. Mgr. William R. Aldrich, Sales Mgr. Paul M. Havens, Prog. Dir.	Norman C. Widenhofer, Dir. of Prom. & Publ. Howard J. Beck, Chief Engr. William T. Davies, Assist. to Gen. Mgr. Headley-Rood Standard Thesaurus AP, UP
FORT WAYNE.....	WKJG (Construction permit) 1380	5,000	Northeastern Indiana Bcastg. Co. Lincoln Bank Tower	.....	William A. Kunkel Jr., Principal Owner	.....
FORT WAYNE 2.....	WOWO 1190	10,000	Westinghouse Radio Stations Inc. 925 S. Harrison St. Anthony 2136	ABC	Walter C. Evans, Vice-Pres. in Charge Robert G. Duffield Jr., Gen. Mgr. Paul E. Mills, Coml. Mgr.	Carl Vandagriff, Prog. Dir. Hilda C. Weehmeyer, Prom. Mgr. Bruce H. Ratta, Chief Engr. NBC Spot World UP
HAMMOND.....	WJOB 1280	250	South Shore Bcastg. Corp. 447 State St. Sheffield 8400	.....	O. E. Richardson, Mgr. Robert C. Adair, Coml. Mgr. L. B. Waller, Prog. Dir.	Elmer Herkner, Chief Anncr. Stanley Strasburg, Chief Engr. McGillivra Associated UP
INDIANAPOLIS.....	WBBW (Construction permit) 1550	250-D	Associated Broadcasters Inc. 445 N. Penn	.....	R. M. Crandall, Pres. & Gen. Mgr.	Helen Cole, Prog. Dir. .....
INDIANAPOLIS 4.....	WFBM 1260	5,000	WFBM Inc. 48 Monument Circle Lincoln 8506	CBS	Harry M. Bitner Jr., Pres. & Gen. Mgr. William F. Kiley, Coml. Mgr.	Frank O. Sharp, Prog. Dir. Norman Travis, Prom. Mgr. Harold Holland, Chief Engr. Katz Associated AP, INS
INDIANAPOLIS 6.....	WIBC 1070	5,000	Indiana Bcastg. Corp. 80 W. Washington St. Lincoln 2305	MBS	C. Walter McCarty, Pres. George C. Biggar, Gen. Mgr. Samuel R. White, Assist. to Gen. Mgr.	Ed Mason, Prog. Dir. Harry E. Adams, Chief Engr. Blair Associated Lang-Worth World AP, UP
INDIANAPOLIS.....	WIRE 1430	5,000	Indianapolis Bcastg. Inc. Claypool Hotel Riley 1541	NBC	Eugene C. Pulliam, Pres. Rex Schapp, Gen. Mgr. David Milligan, Coml. Mgr.	Bill Dean, Prog. Dir. Eugene Aiden, Chief Engr. Pearson
INDIANAPOLIS 4.....	WISH 1310	5,000-LS 1,000-N	Capitol Bcastg. Corp. Board of Trade Bldg. Market 6845	ABC	C. Bruce McConnell, Pres. Robert E. McConnell, Gen. Mgr. Reid G. Chapman, Prog. Dir.	Robert B. McConnell, Prom. Mgr. Stokes Gresham Jr., Chief Engr. Free & Peters Standard AP
KOKOMO.....	WKMO 1400	250	Kokomo Bcastg. Corp. 400¼ N. Main 5171	CBS KBS	Dr. Spencer Taylor, Pres. John Carl Jeffrey, Gen. & Coml. Mgr.	Sid Collins, Prog. Dir. Frank L. Gregory, Dir. of Prom. George Palmer, Chief Engr. Wilson Lang-Worth UP
LAFAYETTE.....	WASK 1450	250	WFAM Inc. Wallace Bldg. 4800	MBS	O. E. Richardson, Pres. Joe Spring, Gen. Mgr. & Corp. Secy.	Harry C. Garba, Chief Engr. McGillivra World UP
LAFAYETTE.....	*WBAA 920	5,000-LS 1,000-N	Purdue U. Lafayette 92-2147	.....	Dr. Frederick L. Hovde, Pres. of U. Jim Miles, Mgr. John DeCamp, Prod. Supvr.	John Henderson, Education Supvr. Ralph Townsley, Chief Engr. Thesaurus AP
MARION.....	WBAT (Construction permit) 1600	1,000-D	Marion Radio Corp. Marion	.....	John H. Bone, Pres.	.....
MUNCIE.....	WLBC 1340	250	Donald A. Burton P. O. Box 271 4403	CBS KBS	Donald A. Burton, Owner & Gen. Mgr. William F. Craig, Coml. Mgr.	Lee W. Allerton, Prog. Dir. M. M. Crain, Chief Engr. Walker Holman Standard AP
RICHMOND.....	WKBV 1490	250	Central Bcastg. Corp. 25 S. Ninth St. 1156	MBS	G. F. Albright, Gen. Mgr. R. L. Nusbaum, Coml. Mgr. Royden Parke, Prog. Dir.	A. F. Schroy, Office Mgr. Louis J. Duning, Chief Engr. Rambeau Lang-Worth Standard UP
SOUTH BEND.....	WHOT 1490	250	South Bend Bcastg. Corp. 434 S. St. Joseph 3-1455	ABC	C. Bruce McConnell, Pres. Robert B. McConnell, Gen. Mgr. Richard Kent, Prog. Mgr.	Charles Hines, Prom. Mgr. Jack E. Willson, Chief Engr. Weed Standard World AP



IT ISN'T  
BEING  
SNOOTY-



*It Pays*  
*To Keep the Best Company*  
*on Station **WFBM***

● Distinguished Company—that's about the best way to describe your fellow sponsors when you join the clients of WFBM.

WFBM is proud of the fact that the city's best stores are on the station. The three largest Indianapolis department stores buy more time on WFBM than on any other

local station. Also, to WFBM goes the lion's share of local Building and Loan, tire dealer, furniture store and theatre radio advertising.

Your messages will be heard by good company, too. WFBM, the first station in Indiana, has been recognized as the "prestige station" for twenty-two years.

**WFBM**

**BASIC AFFILIATE: Columbia Broadcasting System**

**Represented Nationally by The Katz Agency**

**DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES**

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**INDIANA—(Continued)**

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SOUTH BEND 26.....	WSBT 960	5,000	South Bend Tribune 225 W. Colfax Ave. 3-6161	CBS	F. A. Miller, Pres. Franklin D. Schurz, Sec.-Tres. Robert H. Swintz, Gen. Mgr. Neal B. Welch, Coml. Mgr.	Mark Boyden, Prog. Dir. Neal B. Welch, Prom. Mgr. Herbert G. Cole, Chief Engr. Raymer Associated Standard UP
TELL CITY.....	WTCJ (Construction permit) 1230	250	Tell City Bestg. Co. Tell City	.....	James R. Brewer, Owner	.....
TERRE HAUTE.....	WBOW 1230	250	Banks of the Wabash Inc. 303 S. Sixth St. Crawford 5034	NBC	Martin L. Leich, Gen. Mgr. Wm. F. Rippetoe, Coml. Mgr. Leo J. Baxter, Prog. Dir.	Madeline Barry, Prom. Mgr. Donald D. Aldrich, Chief Engr. Weed World AP
TERRE HAUTE.....	WTHI 1480	1,000	Wabash Valley Bestg. Corp. 303 Fairbanks Block Crawford 6100	.....	Raymond J. Kearns, Pres. Robert Warner, Gen. Mgr.	G. Franklin Lee, Chief Engr. Avery-Knodel
VINCENNES.....	WAOV 1450	250	Vincennes Newspapers Inc. 320 Busserson St. 787	MBS	Eugene C. Pulliam, Pres. Edward R. Raasch, Station Mgr.	Emmett M. Jackson, Coml. Mgr. Eugene E. Alden, Chief Engr. Pearson Lang-Worth UP
<b>IOWA</b>						
AMES.....	*WOI 640	5,000-D	Iowa State College Ames 2500	.....	Richard B. Hull, Dir. Edward P. Wegener, Prod. Mgr.	Richard F. Vogl, Ops. Mgr. L. L. Lewis, Chief Engr. Standard World AP, UP
BOONE.....	*KFGQ 1260	250-D	Boone Biblical College 324 W. Second St.	.....	.....	.....
BURLINGTON.....	KBUR 1490	250	Burlington Bestg. Co. National Bank Bldg. 680	ABC Tall Corn	Dan T. Riley, Pres. G. B. McDermott, Gen. Mgr. George B. J. Adkisson, Coml. Mgr.	Layton Hurst, Prog. Dir. John Gallino, Chief Engr. Cooke World UP
CEDAR RAPIDS.....	KCRG (Construction permit) 1600	5,000	The Gazette Co. Cedar Rapids	MBS	Orville Rennie, Mgr.	Wayne L. Babcock, Chief Engr. .....
CEDAR RAPIDS.....	WMT 600	5,000	American Bestg. Stations Inc. Barr Bldg. Washington 6, D. C. District 2717	CBS	Mrs. Helen S. Mark, Owner Wm. B. Dolph, Exec. Vice-Pres. Wm. B. Quarton, Gen. Mgr. D. D. Sullivan, Coml. Mgr.	Douglas B. Grant, Prog. Dir. Leo F. Cole, Prom. Mgr. George P. Hixenbaugh, Chief Engr. Katz Cole Lang-Worth World AP, UP, INS
CLINTON 1.....	KROS 1340	250	Clinton Bestg. Corp. 246½ 5th Ave. S. 447	MBS Tall Corn	W. S. Jacobsen, Pres. & Chief Owner Morgan Sexton, Gen. Mgr.	Walter Telch, Coml. Mgr. Jack Hubbard, Prog. Dir. Gilbert Andrew, Chief Engr. Cooke Webber Cole Standard UP
CRESTON.....	KSIB 1520	1,000-D	Southwest Iowa Bestg. Co. Radio Center 831	Tall Corn	Arthur Horning, Pres. E. M. Horning, Business Mgr. Charles T. Webb, Sales, Mgr.	Cole McMartin Jr., Prog. Dir. Arden D. McKee, Prom. Mgr. Wayne J. Hatchett, Chief Engr. Cooke Webber Standard AP
DAVENPORT.....	KSTT 750	250-D	Davenport Bestg. Co. Inc. 324 Main St. 2-3525	MBS	Hugh R. Norman, Pres. & Gen. Mgr. George M. Jackson, Coml. Mgr.	Richard C. Cooper, Prog. Dir. David A. Breister, Chief Engr. Sears & Ayer SESAC Standard UP
DAVENPORT.....	WOC 1420	5,000	Tri-City Bestg. Co. 1002 Brady St. 3-3661	NBC Cornbelt	Col. B. J. Palmer, Pres. Buryl Lottridge, Vice-Pres. & Gen. Mgr. L. O. Fitzgibbons, Coml. Mgr.	Charles R. Freburg, Prog. Mgr. Jane S. Boom, Prom. Mgr. Paul Arvidson, Tech. Dir. Free & Peters Lang-Worth Thesaurus UP, INS
DECORAH.....	*KWLC 1240	250-D	Luther College Decorah 690	.....	Kenneth L. Berger, Prog. Dir. Jerry Roebolt Roland Dain } Prog. Mgrs. Kenneth Bjerke }	Oliver Eittrheim, Chief Engr. .....
DES MOINES 9.....	KCBC 1390	1,000	Capital City Bestg. Co. Plymouth Bldg. 4-3151	MBS	George O'Dea, Pres. Sidney J. Pearlman, Gen. & Coml. Mgr.	Gene Milner, Prog. Dir. Glen B. Law, Prom. Dir. Sidney J. Pearlman, Chief Engr. Burn-Smith Lang-Worth AP, INS
DES MOINES 4.....	KRNT 1350	5,000	Cowles Bestg. Co. 715 Locust St. 3-2111	ABC	Gardner Cowles, Pres. Phil Hoffman, Vice-Pres. Robert Dillon, Coml. Mgr.	Charles D. Miller, Prog. Dir. Leon Taylor, Prom. Mgr. Charles Quentin, Chief Engr. Katz Associated Standard AP, UP
DES MOINES 9.....	KSO 1460	5,000	Murphy Bestg. Co. Tenth at Grand Ave. 3-0571	CBS	Kingsley H. Murphy, Pres. George J. Higgins, Vice-Pres. & Gen. Mgr. Edmund J. Linehan, Prog. Dir.	Don V. Shoemaker, Dir. of Prom. & Pnbl. F. E. Bartlett, Chief Engr. Headley-Reed Cole World AP, UP
DES MOINES 7.....	WHO 1040	50,000	Central Bestg. Co. 914 Walnut St. 3-7147	NBC Cornbelt	Col. B. J. Palmer, Pres. J. O. Maland, Vice-Pres. & Mgr.	Hale Bondurant, Sales Mgr. Harold Fair, Prog. Dir. Paul A. Loyet, Vice-Pres. & Tech. Dir. Free & Peters Lang-Worth Thesaurus AP, UP, INS
DUBUQUE.....	KDTH 1370	1,000	Telegraph Herald 8th and Bluff 1603	MBS Tall Corn	F. W. Woodward, Pres. K. S. Gordon, Gen. Mgr. G. K. Downey, Sales Mgr.	Arnie Stierman, Prog. Dir. Charles M. Cain, Chief Engr. Cooke Standard AP
DUBUQUE.....	WKBB 1490	250	Dubuque Bestg. Co. 505 Main St. 572	ABC	James D. Carpenter, Exec. Vice-Pres. & Gen. Mgr. Harry Hattenbushier, Local Sales Mgr.	Virginia Wagner, Prog. Dir. Leonard T. Carlson, Chief Engr. Wilson World UP
FORT DODGE.....	KVFD 1400	250	Northwest Bestg. Co. Warden Bldg. Walnut 3761	MBS Tall Corn	Edward Breen, Pres. & Gen. Mgr. Drexel Peterson, Prog. Dir.	Edward Breen, Prom. Mgr. David Sinclair, Chief Engr. Burn-Smith UP



# WHO ... is your IOWA buy

DES MOINES

.. because

## 1 LARGEST PRIMARY COVERAGE

WHO is the only 1-A Clear Channel station in Iowa. With 50,000 watts, this gives you larger daytime and/or nighttime primary coverage than any other station in Iowa.

Daytime listening area includes nearly all of Iowa, southern Minnesota, northern Missouri and western Illinois. Complete BMB Audience Report or 1946 Iowa Audience Report available either through representatives or station direct.

## 2 GREATEST SECONDARY COVERAGE

WHO's 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 counties in the U. S. A.

## 3 BEST PROGRAM SERVICE

WHO is basic NBC—has 22 of the 30 most popular network and local shows in the State. Big-time staff of producers, announcers, writers. *Tops in News*—52.5% to 61.0% of Iowa radio families usually listen to principal WHO news broadcasts vs. 7.8% to 13.4% for Station B. *Tops in Farm Programs*—53.9% of Iowa families naming any favorite station for Farm Programs prefer WHO, vs. 13.8% for Station B.

## 4 GREATEST POPULARITY

WHO gets more of the listening audience, for more hours, than all other radio stations combined. "Listened-to-most" during daytime by 49.5% of Iowa radio families, and at night by 57.4%, according to 1946 Iowa Radio Audience Survey. ("Listened-to-most" stations have approximately six hours of listener's attention for every hour given to any "heard-regularly" station, in Iowa.)

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 most important sales territories. Ask us or Free & Peters for availabilities.

## 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. 20.5% for newspapers  
 —by 87.4% of Iowa druggists vs. 7.8% for newspapers

Among those who prefer radio, WHO is considered most effective radio station in state

—by 71.2% of Iowa grocers vs. 9.7% for Station B  
 —by 65.1% of Iowa druggists vs. 13.4% for Station B

(According to polls conducted by Iowa Retail Grocers and Meat Dealers Association and Iowa Pharmaceutical Association.)

## 6 HIGHEST RATINGS

WHO has the highest Hooperatings and Share of Audience in Des Moines during the great majority of daytime and nighttime periods. In the "outside zone" (11 Iowa cities from 32 to 146 airline miles from Des Moines) WHO's Shares of Audience, Spring, 1946, are:

8:00 a.m. to 12 Noon, Mon. thru Fri. 46.7%  
 12 Noon to 6:00 p.m., Mon. thru Fri. 51.5%  
 6:00 p.m. to 10:00 p.m., Sun. thru Sat. 64.0%

# WHO

+ for Iowa PLUS +

Des Moines . . . . 50,000 Watts  
 B. J. Palmer, President . . . J. O. Maland, Manager  
 FREE & PETERS, INC., National Representative

# DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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*LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.*  
 (Data corrected to February 15, 1947)

## IOWA—(Continued)

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IOWA CITY	*WSUI 910	5,000	The State U. of Iowa Iowa City 2111-237	.....	Carl H. Menzer, Dir. John Highlander, Prog. Dir.	S. J. Ebert, Tech. Supvr. ..... AP	
MARSHALLTOWN	KFJB 1230	250	Marshall Electric Co. 1603 W. Main St. 8361	MBS Tall Corn	Kenneth Durham, Pres. H. R. Hurd, Gen. Mgr. & Prog. Dir.	Al Fairchild, Coml. & Prom. Mgr. James A. Dickens, Chief Engr.	Cooke Webber SESAC UP
MASON CITY	KGLO 1800	5,000	Lee Radio Inc. 12 Second St. N.E. 2800	CBS	Lee P. Loomis, Pres. F. C. Eighmey, Secy.-Tres. Herbert R. Ohrt, Assist. to Gen. Mgr. Walter J. Rothschild, Natl. Sales Mgr.	William G. Suter, Prog. Dir. H. B. Hook, Pub. Rel. Dir. Roger Sawyer, Chief Engr.	Weed Standard AP, UP
MUSCATINE	KWPC 860	250-D	Muscatine Bestg. Co. Ltd. Muscatine 860	Tall Corn	Chas. A. Henderson } Mr. & Mrs. Geo. J. Volger } Partners George J. Volger, Gen. Mgr.	Phillip Dusenbury, Coml. Mgr. Virgil Godfrey, Prog. Dir.	Cooke Webber Thesaurus UP
OTTUMWA	KBIZ 1240	250	KBIZ Inc. 117 E. Main St. 5600	MBS Tall Corn	James J. Conroy, Pres. & Gen. Mgr. Eleanor M. Haling, Station Mgr.	Paul Pappas, Prog. Dir. Eugene Miller, Prom. Mgr. Leonard Heggstrom, Chief Engr.	Cooke World UP
SHENANDOAH	KFNF 920 ST-KUSD	1,000-LS 500-N	KFNF Inc. 407 N. Sycamore PBX 1	.....	John Nicolson, Chief Owner Frank Stubbs, Gen. & Coml. Mgr.	Marian Stubbs, Prog. Dir. Robert N. Barkman, Chief Engr.	Standard World AP
SHENANDOAH	KMA 960	5,000	May Bestg. Co. Elm and Lowell Sts. 193	ABC, MBS Cornbelt	Owen Saddler, Station Mgr. Howard O. Peterson, Sales Mgr. Terry Moss, Prog. Mgr.	W. H. Bailey, Prom. Mgr. Ray Schroeder, Chief Engr.	Avery-Knodel Lang-Worth SESAC AP, UP
SIOUX CITY 1	KSCJ 1360	5,000	Perkins Bros. Co. 415 Douglas St. 5-7993	CBS	W. R. Perkins, Pres. E. T. Flaherty, Mgr. & Coml. Mgr.	Elizabeth Sammons, Prog. Dir. J. S. Stephens, Prom. Mgr. S. C. Dier, Chief Engr.	Hollingbery MacGregor World AP
SIOUX CITY	KTRI 1450	250	Sioux City Bestg. Co. Commerce Bldg. 8-0165	MBS Tall Corn	Dietrich Dirks, Pres. & Gen. Mgr. Al Triggs, Coml. Mgr. Sheldon Singer, Prog. Dir.	Fred Sandman, Prom. Mgr. Will Easterley, Chief Engr.	Cooke Associated UP
SPENCER	KICD 1240	250	Iowa Great Lakes Bestg. Co. Box 681 45	MBS Tall Corn	Ben B. Sanders, Pres. & Mgr. Thomas Steensland, Sales Mgr. Mason Dixon, Prog. Dir.	Lee Harris, Prom. Mgr. Rudolph Luukinen, Chief Engr.	Cooke Webber Cole Lang-Worth Standard World AP
WATERLOO	KAYX 1090 (Construction permit)	1,000-D	Waterloo Bestg. Co. Waterloo	.....	Claire R. Miller, Pres.	.....	.....
WATERLOO	KXEL 1540	50,000	Josh Higgins Bestg. Co. Insurance Bldg. 8-3371	ABC	Joe DuMond, Pres. & Gen. Mgr. A. J. DuMond, Coml. Mgr. Em Owen, Prog. Dir.	Elizabeth M. Gahre, Prom. Mgr. Don E. Kasner, Chief Engr.	Avery-Knodel Standard AP

## KANSAS

ARKANSAS CITY	KSOK 1280 (Construction permit)	1,000-D	Traveler Publishing Co. Home National Bank Bldg. 2666	.....	Oscar S. Stauffer, Pres. George E. Lindman, Gen. & Coml. Mgr.	W. Whitley, Prog. Dir. Harold McDaniel, Prom. Mgr. Salvatore Ricciotti, Chief Engr.	Standard AP
ATCHISON	KVAK 1450	250	S. H. Patterson 622½ Commercial St. 1420	MBS KBS	S. H. Patterson, Owner David G. Roberts, Gen. Mgr. Leslie D. Cox Jr., Coml. Mgr.	Allen R. Menefee, Prog. Dir. Harry P. Elliott Jr., Chief Engr.	Rambeau AP
COFFEYVILLE	KGGF 690	1,000-LS 500-N 1,000-CP	Hugh J. Powell Journal Bldg. 147	ABC	Hugh J. Powell, Owner Bert H. Powell, Mgr. E. B. Spoonamore, Coml. Mgr.	Robert L. Pratt, Prog. Dir. Bert H. Powell, Prom. Mgr. J. Sarto Jaminet, Chief Engr.	Weed Thesaurus World AP
DODGE CITY	KGNO 1370	1,000-LS 250-N	Dodge City Bestg. Co. Globe Bldg. 1100	KBS	J. C. Denious, Pres. N. C. Petersen, Secy.-Treas & Gen. Mgr.	Herschel Holland, Prog. Mgr. Ralph Hickman, Chief Engr.	Hagg World AP
EMPORIA	KTSW 1400	250	Emporia Bestg. Co. Inc. 613 Merchant St. 153	MBS KBS Kansas	J. Nelson Rupard, Pres. & Gen. Mgr. Wendell Elliott, Coml. Mgr.	Grenville Darling, Prod. Mgr. Burton D. Harrison, Prom. & Continuity Paul Daniels, Chief Engr.	Standard World AP
GARDEN CITY	KIUL 1240	250	Frank D. Conard Garden City 666	MBS KBS Kansas	F. D. Conard, Owner Al Pyatt, Gen. Mgr.	John L. Melcum, Prog. Dir. Robert Bryant, Chief Engr.	Cox & Tanz MacGregor UP
GREAT BEND	KVGB 1400 1590-CP	250 5,000-CP	KVGB Inc. Cork Bldg. 1080	MBS Kansas	R. C. Russell, Pres. Clem Morgan, Vice-Pres. & Gen. Mgr. Perry W. Reed, Coml. Mgr.	Ray Beals, Prog. Dir. Kay Lovitt, Prom. Mgr. Leo Legleiter, Chief Engr.	Pearson Lang-Worth SESAC UP
HUTCHINSON	KWBW 1450	250	The Nation's Center Bestg. Co. 101 East Ave. A 5202	NBC	William Wyso, Owner & Mgr. William Campbell, Coml. Mgr.	Warren Edmundsen, Prog. Dir. John Swafford, Chief Engr.	Lang-Worth Standard AP
HUTCHINSON	KWHK 1190	1,000-D	James E. Murray 12 W. 5th St. 3-100	KBS	James E. Murray, Owner Vern Minor, Gen. Mgr. Frank Bartley, Coml. & Prom. Mgr.	Sherwood Parks, Prog. Dir. Millard H. Clary, Chief Engr. Gene Conklin, Publ. Serv. Dir.	Griffith Thesaurus AP
KANSAS CITY	KCKN 1340	250	(See Kansas City, Mo.)		.....	.....	.....
LAWRENCE	*KFKU 1250	5,000-LS 1,000-N	U. of Kansas Lawrence KU 90	.....	Harold G. Ingham, Dir. Mildred Seaman, Prog. Dir.	Leland Freienmuth, Chief Engr.	.....



# WIBW Serves

*the First families of*



## AGRICULTURE

Over 90% of the farm men and women in this five-state area turn first to WIBW for helpful information and sound, dependable guidance concerning every phase of farming operations.\*

On its first broadcast almost a quarter-century ago, WIBW was dedicated to the service of American agriculture. We have never lost sight of this goal. Each passing year has brought additional services that would help our listeners increase yields, save work, make farming more profitable, and farm life more attractive.



The latest addition to WIBW's ever increasing service program is "The Flying Rooster," our own airplane and wire recording equipment for on-the-spot coverage of important agricultural activities of interest or benefit to our listeners . . . now recognized as the "First Families of Agriculture."

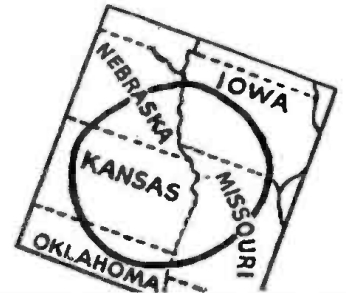


Because our years of homemaking suggestions have helped the women of these "First Families" make their homes more attractive and their housework easier, they are quick to act upon our buying suggestions. Just ask any merchant how much faster WIBW-advertised products move.

### The First Families of Agriculture Live Here

Here is our 1/2 m.v. line. It encloses the accumulated buying power from years of bumper crops—plus that of 1946, the largest ever harvested and sold at such high prices. Here too are the homes where WIBW is the "most-listened-to" station.\*

\*Kansas Radio Audience, 1946



Because we've never given him a bum steer, the man of the house has absolute confidence in the brands we recommend. He asks for and buys them by name.



Through carefully planned programs and close cooperation with farm organization and 4-H Club leaders, WIBW is building a second generation of those who buy because they "heard it on WIBW."

# WIBW

IN TOPEKA

*"The Voice of Kansas"*

**BEN LUDY**

COLUMBIA'S OUTLET FOR KANSAS

WIBW, Topeka

General Manager

KCKN, Kansas City

REPRESENTED BY CAPPER PUBLICATIONS, INC.

NEW YORK, CHICAGO, KANSAS CITY, SAN FRANCISCO

# DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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## KANSAS—(Continued)

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LAWRENCE	WREN 1250 ST-KFKU	5,000-LS 1,000-N	WREN Bcstg. Co. Inc. WREN Bldg. 110	ABC	R. C. Jackman, Pres. Veri Bratton, Gen. & Coml. Mgr.	Arden Booth, Prog. Dir. John P. Bondeson, Prom. Dir. Carl Bilemer, Chief Engr.	Hollingsbery Thesaurus UP
MANHATTAN	*KSAC 580 ST-WIBW	1,000-LS 500-N CP-5,000-LS	Kansas State College Manhattan 3895	.....	Milton S. Eisenhower, Pres. of College Dean H. Umberger, Dean of Extension	L. L. Longsdorf, Extension Editor Bernard P. Holbert, Chief Engr.	.....
PITTSBURG	KOAM 860	5,000	The Pittsburg Bcstg. Co. Inc. Pittsburg 2165	NBC	E. V. Baxter, Pres. & Sales Mgr. R. E. Wade, Mgr.	Leo S. Stafford, Chief Engr.	Pearson World AP
PITTSBURG	KSEK (Construction permit) 1340	250	Pittsburg Publishing Co. Pittsburg 2600	.....	Oscar S. Stauffer, Pres.	F. W. Brinkerhoff, Vice-Pres.	.....
SALINA	KSAL 1150	1,000	KSAL Inc. Journal Bldg. 100	MBS Kansas	R. J. Laubengayer, Pres. R. V. Jensen, Mgr. & Coml. Mgr. Grover C. Cobb Jr., Prog. Dir.	Al Thompson, Music Dir. N. E. Vance, Chief Engr.	Pearson Lang-Worth SESAC Standard AP
TOPEKA	WIBW 580 ST-KSAC	5,000	Topeka Bcstg. Assn. Inc. 1085 Topeka Ave. 3-2377	CBS	H. S. Blake, Pres. Ben Ludy, Gen. & Coml. Mgr.	Mrs. Maude Carlson, Prog. Dir. K. G. Marquardt, Chief Engr.	Capper Standard AP, UP
WICHITA 2	KANS 1240	250	Kansas Bcstg. Inc. 1015 N. Broadway 4-2887	NBC	O. L. Taylor, Chief Owner Archie J. Taylor, Gen. Mgr. H. W. Allen, Coml. Mgr.	Bob Drake, Prog. Dir. Vic Rugh, Assist. Mgr. Ted Heithecker, Chief Engr.	T-H-S Standard Thesaurus AP, UP
WICHITA 1	KFBI 1070	10,000-LS 1,000-N	Farmers & Bankers Bcstg. Corp. 200 E. 1st St. 2-1447	ABC, MBS Kansas	H. K. Lindsley, Pres. Robt. K. Lindaley, Gen. Mgr. Dale W. McCoy, Coml. Mgr.	J. B. Bradshaw, Prog. Dir. Dale W. McCoy, Prom. Mgr. K. W. Pyle, Chief Engr.	Hollingsbery World INS
WICHITA 2	KFH 1830	5,000	Radio Station KFH Co. KFH Bldg. 2-4491	CBS	Marcellus M. Murdock, Vice-Pres. & Gen. Mgr. Piez S. Clark, Business Mgr. Clark A. Luther, Natl. Sales & Prom. Mgr.	Vernon E. Reed, Prog. Dir. Amos Dadisman, Chief Engr.	Petry Lang-Worth AP, UP

## KENTUCKY

ASHLAND	WCMI 1340	250	Ashland Bcstg. Co. Box 949 3010	CBS	Gilmore N. Nunn, Pres. Joseph B. Matthews, Gen. & Prom. Mgr.	Charles C. Warren, Coml. Mgr. John W. Fell, Prog. Dir. Clarence Weaver, Chief Engr.	Pearson Thesaurus World UP
BOWLING GREEN	WLBK 1340	250	Bowling Green Bcstg. Corp. Fairview and Lehman Ave. 1340	MBS KBS	Ken D. Given, Pres. & Gen. Mgr. Joe Hamilton, Prog. Dir.	Helen Given, Prom. Mgr. Joe Pentacost, Chief Engr.	Burn-Smith Lang-Worth UP
CORBIN	WCTT (Construction permit) 1400	250	Corbin Times-Tribune Inc. Corbin	MBS	J. Springer Robinson, Pres. John L. Crawford, Secy.-Treas.	S. G. Hembree, Station Mgr. Russell Henson, Chief Engr.	..... AP
FRANKFORT	WFKY 1490	250	Frankfort Bcstg. Co. 104 E. Main St. 2509	MBS	Clarence H. Fleming, Vice-Pres. Marshall L. Peace, Coml. Mgr.	Earl R. Davis, Prog. Dir. Charles M. Green, Chief Engr.	Wood Colton World AP
GLASGOW	WKAY 1490	250	Glasgow Bcstg. Co. Happy Valley Road 698	.....	Gordon Brown, Pres. Charles W. Powers, Gen. & Coml. Mgr.	Edward C. Lockwood, Chief Engr.	Capitol World UP
HARLAN	WHLN 1230	250	Blanfox Radio Co. Inc. Bristol, Va.	MBS KBS	R. E. Helms, Pres. & Gen. Mgr. C. E. Whitehart, Coml. Mgr. & Prog. Dir.	J. Francke Fox, Chief Engr.	Burn-Smith Standard AP
HENDERSON	WSON 860	500-D	Henderson Bcstg. Co. Inc. Zion Road 8923	MBS	Pierce E. Lackey, Pres. Hecht S. Lackey, Gen. Mgr. & Secy.-Treas.	Martha Jane Reed, Prog. Dir. Vernon R. Nunn, Prom. Mgr. B. A. Smith, Chief Engr.	Wood & Colton Sears & Ayers Associated Thesaurus AP, UP
HOPKINSVILLE	WHOP 1230	250	Hopkinsville Bcstg. Co. Inc. Cadiz Road 1025	CBS	Pierce E. Lackey, Pres. F. Ernest Lackey, Gen. & Coml. Mgr.	Katherine Peden, Prog. Dir. & Prom. Mgr. T. E. Brewer, Chief Engr.	Wood & Colton Sears & Ayer Cole World AP, UP
LEXINGTON	WKLX 1300	1,000	Fayette Bcstg. Co. Phoenix Hotel 8115	.....	Phillip Ardery, Pres. D. H. Long, Gen. & Coml. Mgr.	Phil Sutterfield, Assiat. Mgr. & Prog. Dir. Royce O. Woodward, Chief Engr.	Young Cole Lang-Worth Standard AP
LEXINGTON 9	WLAP 1450	250	American Bcstg. Corp. Radio Bldg. 1721	ABC	Gilmore N. Nunn, Pres. & Chief Owner Miller Welch, Gen. Mgr. & Coml. Mgr.	J. B. Faulconer, Prog. Dir. Fred Augsburg, Prom. Mgr. Sanford Helt, Chief Engr.	Pearson Thesaurus World UP
LEXINGTON	WLEX 1340	250	Central Ky. Bcstg. Co. Box 985 2901	.....	J. Douglas Gay Jr., Pres. Neil Cline, Gen. Mgr.	Theodore E. Jones, Chief Engr.	Associated Capitol SESAC AP
LOUISVILLE 2	WAVE 970	5,000	WAVE Inc. 334 E. Broadway Wabash 6543	NBC	George W. Norton Jr., Pres. Nathan Lord, Vice-Pres. & Mgr. James F. Cox, Coml. Mgr.	George Patterson, Prog. Dir. Eugene Leake, Prom. Mgr. Wilbur H. Hudson, Chief Engr.	Free & Peters Lang-Worth Thesaurus AP, INS
LOUISVILLE 2	WGRC 1400	250	Northside Bcstg. Corp. Kentucky Home Life Bldg. Wabash 8871	MBS	J. Porter Smith, Pres. Charles L. Harris, Gen. Mgr. J. Porter Smith, Coml. Mgr.	Ward Hatcher, Assiat. Mgr. in Charge of Prog. H. R. Hunter, Prom. Mgr. Perry W. Esten, Chief Engr.	Walker Lang-Worth Standard AP, UP





**BETTER  
STAY  
THE HECK  
OUT OF  
SKULLBUSTER (Ky.)!**

Judging by its rootin' tootin' name, Skullbuster (Ky.) is a pretty good place to avoid. Well, that's fine, because WAVE avoids it for you! In fact, WAVE avoids scores of oddly-named settlements back in the hills and hollows. WAVE concentrates on the great *Louisville Trading Area*—an area which buys more goods and does more business than all the rest of Kentucky, combined!

So don't beat your brains out on Skullbuster! There's a better use for your head—and you use it when you use WAVE!

**LOUISVILLE'S  
WAVE**

NBC Affiliate

5000 Watts . 970 KC

FREE & PETERS, INC.



NATIONAL REPRESENTATIVES



BROADCASTING • Telecasting

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## KENTUCKY—(Continued)

City	Call Letters and Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Services
LOUISVILLE 6	WHAS 840	50,000	Courier-Journal & Louisville Times Co. 300 W. Liberty St. Wabash 2211	CBS	Barry Bingham, Pres. W. Lee Coulson, Gen. Mgr. Joe Eaton, Coml. Mgr. Richard E. Fischer, Prog. Mgr.	J. M. Wynn, Prom. Mgr. Orrin W. Towner, Tech. Dir. D. C. Summerford, Asst. Tech. Dir. Petry Lang-Worth Associated Standard World AP, UP
LOUISVILLE 1	WINN 1240	250	Kentucky Bcstg. Co. Inc. Tyler Hotel Wabash 5148	ABC	Mrs. Nelle M. Kendrick, Pres. Harry McTigue, Vice-Pres. & Gen. Mgr. G. F. Bauer, Sales Mgr.	Miss M. K. McCarten, Prog. Dir. Edwin Kallay, Prod. Mgr. E. R. Rinn, Chief Engr. Broadcast Sales Standard MacGregor AP
LOUISVILLE 2	WKYW (Construction permit) 900	1,000-D	Radio Kentucky Inc. 431 W. Jefferson Wabash 8088	.....	F. Eugene Sandford, Pres. & Treas. Stephen A. Cislcr Jr., Vice-Pres. & Ops. Mgr.	Edwin S. Weldon, Station Mgr. Parker Smith, Sales Mgr. David Willburn, Prog. Dir. James Coleman, Chief Engr. Associated Capitol Cole Standard AP
MADISONVILLE	WCIF 730	250-D	Madisonville Bcstg. Co. Madisonville 1297	.....	Pierce E. Lackey, Pres. Ralph Mills, Gen. Mgr.	John Hatcher, Prom. Mgr. C. R. Frederick, Chief Engr. Wood & Colton Sears & Ayer Standard AP
MAYFIELD	WKTM 1050	250-D	Mayfield Bcstg. Co. Inc. Mayfield Hotel 45	.....	Frank O. Evens, Pres. Pierce E. Lackey, Vice-Pres. & Gen. Mgr.	Wayne R. Morgan, Station Mgr. Ernest J. Fell, Chief Engr. Sears & Ayer Wood & Colton Standard AP
MAYFIELD	WNGO 1320	1,000-D	West Ky. Bcstg. Co. Box 41 1204	.....	H. M. Suthard } P. M. Mullins } Co-Partners	Kenneth Z. Turner, Gen. Mgr. James Ray Turner, Chief Engr. Thesaurus
MIDDLESBORO	WMIK (Construction permit) 560	500-D	Middlesboro Bcstg. Co. P. O. Box 500	.....	K. N. Harris, Pres.	.....
MIDDLEBORO	(Construction permit) 1490	250	Pinnacle Bcstg. Co. Middleboro	.....	E. P. Nicholson } John Wallbrecht } Owners	.....
OWENSBORO	WOMI 1490	250	Owensboro Bcstg. Co. Inc. P. O. Box 536 420	MBS KBS	Lawrence W. Hager, Pres. Hugh O. Potter, Mgr. Marshall W. Bruner, Asst. Mgr.	Cliffordean Potter, Prog. Dir. Leslie Goodaker, Chief Engr. Burn-Smith Lang-Worth AP
PADUCAH	WPAD 1450	250	Paducah Bcstg. Co. Inc. Taylor Bldg. 4100	CBS	Pierce E. Lackey, Pres. W. Frewitt Lackey, Station Mgr. & Coml. Mgr.	Evelyn Carroll, Prog. Dir. Gene Peak, Asst. Mgr. & Publ. Rel. U. C. Morris, Chief Engr. Sears & Ayer Wood Cole World AP, UP
PADUCAH	WKYB 800	1,000-D	Paducah Newspapers Inc. 504 Kentucky Ave. 300	MBS	Edwin J. Paxton Sr., Pres. Edwin J. Paxton Jr., Gen. Mgr. Sam Livingston, Coml. Mgr.	Neil McIntyre, Prog. Dir. C. G. Sims, Chief Engr. Burke, Kuipers & Mahoney Standard Thesaurus AP
SOMERSET	(Construction permit) 1240	250	Southeastern Bcstg. Co. Somerset	.....	Alonzo Carter, Pres.	.....

## LOUISIANA

ALEXANDRIA	KALB 580	1,000	Alexandria Bcstg. Co. Inc. 5th at Johnston 3335	ABC Louisiana	Walter H. Allen, Pres. T. B. Lanford, Gen. Mgr. Willard L. Cobb, Coml. Mgr.	Harper L. Clark, Prog. Dir. David Crockett, Prom. Mgr. Jesse R. Sexton, Chief Engr. Weed World UP
ALEXANDRIA 7	KPDR 1490	250	Central La. Bcstg. Corp. 1710 Jackson 9568	MBS	Eugene Levy, Pres. & Gen. Mgr. Joel M. Hirsch, Mgr. N. S. Cruse, Coml. Mgr.	J. Church, Prog. Dir. H. Shean, Chief Engr. Thesaurus AP
ALEXANDRIA	KSYL (Construction permit) 1400	250	Fox Bcstg. Co. 702 Monroe St.	.....	Martin Glazer } Sylvan Fox } Partners	.....
BATON ROUGE 1	WJBO 1150	5,000	Baton Rouge Bcstg. Co. Inc. 444 Florida St. 5271	NBC Louisiana	J. Roy Dabadie, Gen. Mgr. T. E. Gibbens, Sales Mgr.	Ralph H. Sims, Prog. Dir. Vernon E. Dudley, Chief Engr. Hollingbery Standard World AP, UP
BATON ROUGE 6	WLCS 1400	250	Air Waves Inc. 204 North St. 2-4411	ABC	Harry B. Nelson, Pres. Earl H. Smith, Gen. Mgr. Lamar Simmons, Coml. Mgr.	Gladys Edwards, Prog. Dir. Wm. Bland, Chief Engr. McGillvra Associated SESAC Thesaurus AP, INS
BOGALUSA	WIKC (Construction permit) 1490	250	I. K. Corkern Richmond St.	.....	I. K. Corkern, Licensee	.....
CROWLEY	KSIG (Construction permit) 1450	250	Acadia Bcstg. Co. (Temp.) Box 52	.....	Max Thomas, Sole Owner	.....
HAMMOND	WSLA (Construction permit) 1110	250-D	Hammond Bcstg. Co. (Temp.) 720 Weiblen Place New Orleans, La.	.....	Frederick Le Mieux } Edna Le Mieux } Owners	.....
HOUMA	KCIL 1490	250	Charles W. Lamar Jr. Box 1031 2047	MBS	Charles W. Lamar Jr., Chief Owner Frank Conwell, Gen. Mgr. Richard Walsh, Coml. Mgr.	Keith Kenney, Prog. Dir. & Prom. Mgr. Joseph J. Benonis, Chief Engr. World AP
LAFAYETTE	KVOL 1340	250	Evangeline Bcstg. Co. 519 S. Buchanan St. 386	NBC	Morgan Murphy, Pres. George H. Thomas, Treas. & Gen. Mgr. B. Hillman Bailey Jr., Coml. Mgr.	Lucille LeBlanc, Prog. Dir. Louis Pilcher, Chief Engr. McGillvra MacGregor Standard AP
LAKE CHARLES	KLOU (Construction permit) 1580	1,000	Frank R. Gibson 915 Front St.	.....	Frank R. Gibson, Licensee	.....





1922



1947

# WHAS

## LOUISVILLE

### enters its 25th year on the air A respected pioneer today as yesterday

A radio pioneer in fact as well as spirit, WHAS went on the air July 18, 1922 with a power of 500 watts. Today, twenty-five years later, broadcasting on a clear channel frequency of 840 kilocycles with a power of 50,000 watts, WHAS continues its leadership in radio.

Power . . . receptibility . . . program and technical excellence—these represent only one side of the WHAS story. The interests, the sympathies, the labors of WHAS are part-and-parcel of its millions of listeners. Through service during flood and prosperity, in peace and war, Radio Station WHAS has become indigenious to the market it serves. There is no greater tribute.

WHAS is again pioneering with the first and only operating FM station in Louisville: WCJT, 24 kc, 99.5 mc.

50,000 watts, clear channel  
CBS Affiliate

Represented nationally by  
Edward Petry and Co., Inc.

# 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 February 15, 1947)

## LOUISIANA—(Continued)

City	Call Letters and Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Services	
LAKE CHARLES.....	KPLC 1490	250	Calcasieu Bcstg. Co. Majestic Hotel 2713	NBC Louisiana	T. B. Lanford, Partner David Wilson, Gen. Mgr. Jerry Bozeman, Coml. Mgr.	Joe Campbell, Prog. Dir. Pelham Mills Jr., Prom. Mgr. Earl C. Moses, Chief Engr.	T-H-S World AP
LAKE CHARLES.....	KWSL (Construction permit) 1400	250	A. Stanford Dudley 1020 Front St.	.....	A. Stanford Dudley, Owner	.....	
MONROE.....	KMLB 1440	5,000-LS 1,000-N	Liners Bcstg. Station Inc. Monroe 25	ABC	J. C. Liner, Pres. & Gen. Mgr. J. C. Liner Jr., Coml. Mgr.	Mrs. Otta B. Green, Prog. Dir. & Prom. Mgr. O. L. Margan, Chief Engr.	Lang-Worth Standard UP
MONROE.....	KNOE 1230	250	James A. Noe Bernhart Bldg. 912	NBC Louisiana	James A. Noe, Owner Frank A. Browne, Gen. Mgr.	Mrs. Ruth Surguine, Sales Mgr. D. K. Strong, Chief Engr.	McGillvra Cole Thesaurus AP
NATCHITOCHE.....	KWCJ (Construction permit) 1450	250	Natchitoches Bcstg. Co. Inc. 200 Front St.	.....	William H. Pierson } James F. Pierson } Owners Clint L. Pierson }	.....	
NEW IBERIA.....	KANE 1240	250	Iberia Bcstg. Co. P. O. Box 15 1633	MBS	George H. Thomas, Chief Owner & Gen. Mgr. I. I. Femrite, Coml. & P. om. Mgr.	Mrs. Louise B. Stagg, Prog. Dir. James G. Cooper, Chief Engr.	MacGregor Standard UP
NEW ORLEANS.....	WDSU 1230	5,000	Stephens Bcstg. Co. Hotel Monteleone Raymond 7135	ABC	William Spiegelburg, Prin. Owner Fred Weber, Gen. Mgr. Charles Price, Coml. Mgr.	Stanley Holiday, Prog. Dir. Jean Spoonmoor, Prom. Mgr. Lindsey Riddle, Chief Engr. Warren Kennedy, Publ. Serv. Dir.	Blair Associated Lang-Worth AP, UP
NEW ORLEANS.....	WJBW 1230	250	Charles C. Carlson Audubon Bldg. Magnolia 3483	..... Supreme	Charles C. Carlson, Owner Cy Newman, Gen. Mgr. Pat J. Shannon, Assist. Coml. Mgr.	Harry Nigocia, Prog. Dir. Mildred Barr, Prom. Dir. Karl G. Seibold, Chief Engr.	Rambeau Capitol
NEW ORLEANS 13....	WJMR 990	250-D	Supreme Bcstg. Co. Jung Hotel Canal 6031	..... Supreme	William Cortada, Pres. George A. Mayoral, Co-Manager, Vice-Pres. in charge Engring & Station Ops.	Stanley W. Ray Jr., Co-Manager, Vice-Pres. in charge Sales & Prom. Hal Walker, Prog. Dir.	Associated Capitol Lang-Worth SESAC UP
NEW ORLEANS 12....	WNOE 1460	250	James A. Noe St. Charles Hotel Raymond 0423	MBS	James A. Noe, Owner James E. Gordon, Gen. & Coml. Mgr.	Beverly Brown, Prog. Dir. Eldon Durand, Prom. Mgr. Albert Bourgeois, Chief Engr.	McGillvra Standard AP
NEW ORLEANS.....	WSMB 1850	5,000	WSMB Inc. Maison Blanche Bldg. Magnolia 592	NBC So. Central	E. V. Richards, Pres.	H. Wheelahan, Gen. Mgr.	.....
NEW ORLEANS 13....	WTPS (Construction permit) 940	1,000-D	The Times Picayune Publ. Co. Lafayette Square Raymond 7321	.....	L. K. Nicholson, Pres.	H. F. Wehrmann, Gen. Mgr.	Associated Capitol SESAC AP
NEW ORLEANS 12....	WWL 870	50,000	Loyola University Roosevelt Hotel Raymond 2194	CBS	W. H. Summerville, Gen. Mgr. Louis Read, Coml. Mgr. Henry Dupre, Prog. Dir.	Martin Burke, Prom. Mgr. J. D. Bloom Jr., Chief Engr. Irving Vidacovich, Mus. Dir.	Katz Standard World AP, UP
SHREVEPORT "R"....	KRMD 1340	250	Radio Station KRMD P. O. Box 1712 6171	ABC Louisiana	R. M. Dean } T. B. Lanford } Owners Glenn V. Wilson, Gen. & Coml. Mgr.	William Switzer, Prog. Dir. Elizabeth Alford, Prom. Mgr. Howard Hargrove, Chief Engr.	T-H-S World
SHREVEPORT 90.....	KTBS 1480	1,000	Radio Station KTBS Commercial Bldg. 3-3673	NBC TQN	C. K. Beaver, Gen. Mgr. James P. Turner, Prog. Dir.	C. H. Maddox, Chief Engr.	Petry Lang-Worth Thesaurus AP
SHREVEPORT 92.....	KWKH 1130	50,000	International Bcstg. Co. Commercial Bldg. 2-8711	CBS So. Central	John D. Ewing, Pres. K. K. Kellam, Mgr. Dean Upson, Coml. Mgr.	Bob Atherton, Prog. Dir. James T. Briggs, Prom. Mgr. W. E. Antony, Chief Engr.	Branham Standard AP, UP

## MAINE

AUGUSTA.....	WFAU 1340	250	Twin City Bcstg. Co. Inc. 160 Bangor St. 2540	MBS Yankee	Faust Couture, Pres. Robert I. Payne, Gen. Mgr.	Norman G. Gallant, Prog. Dir. Robert H. Parker, Chief Engr.	Forjoe Standard AP
AUGUSTA.....	WRDO 1400	250	WRDO Inc. 175 Water St. 2285	NBC New England Maine	Adeline B. Rines, Chief Owner. Jack S. Atwood, Gen. Mgr. Walter Weightman, Coml. Mgr.	Don K. Powers, Prog. Mgr. Danny I. Kelly, Traffic Mgr. Harold Dinsmore, Chief Engr.	Bannan Weed World UP
BANGOR.....	WABI 910	5,000	Community Bcstg. Service 57 State St. 6446	CBS	F. B. Simpson, Pres. & Gen. Mgr. W. L. Dickson, Chief Engr.	Harold Door, Prog. & Prom. Mgr.	Young Associated AP
BANGOR.....	WGUY (Construction permit) 1450	250	Portland Bcstg. System Bangor	ABC	Guy P. Gannett (Gannett Publishing Co.)	.....	
BANGOR.....	WJOR 1230	250	Bangor Bcstg. Service 22 State St. 5612	MBS Yankee	Sidney Slon, Mgr. & Prog. Dir. Lawrence Sloan, Coml. Mgr.	Stephen Verladi, Chief Engr.	Forjoe
BANGOR.....	WLBZ 620	5,000	Maine Bcstg. Co. Inc. 100 Main St. 6023	NBC New England Maine	William H. Rines, Pres. E. E. Guernsey, Asst. Gen. Mgr.	Irving S. Hunter, Prog. Dir. John Wibby, Chief Engr.	Bannan Weed Thesaurus UP
LEWISTON.....	WCOU 1240	250	Twin City Bcstg. Co. Inc. 223 Lisbon St. 3140	MBS Yankee	Faust Couture, Pres. John C. Libby, Gen. Mgr.	Eugene Parker, Prog. Mgr. Oscar Normand, Office Mgr. Donald Mason, Chief Engr.	Bannan Forjoe Standard UP
PORTLAND 3.....	WCSH 970	5,000	Congress Square Hotel Co. 157 High St. 2-0181	NBC New England Maine	Adeline B. Rines, Pres. William H. Rines, Managing Dir. Albert W. Smith, Coml. Mgr.	Arthur Owens, Prog. Dir. Linwood T. Pitman, Prom. Mgr. G. Fred Crandon, Chief Engr.	Bannan, Saxe Weed Thesaurus AP, UP



*Leadership* in public service brings high

*listener acceptance.* Listener acceptance, in turn,

guarantees *advertiser satisfaction.* Through this

formula KWKH has gained undisputed first place in the

Ark-La-Tex for public service . . . listener acceptance . . .

advertising. This is the reason KWKH is *heard* by most,

*preferred* by most in a billion-dollar tri-state market.



**DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES**

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 (Data corrected to February 15, 1947)

**MAINE—(Continued)**

City	Call Letters and Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Services	
PORTLAND 3	WGAM 560	5,000	Portland Bestg. System Inc. 645a Congress St. 2-7489	CBS	Guy P. Gannett, Pres. Creighton E. Gatchell, Mgr. Arthur K. Atherton, Coml. Mgr.	Richard E. Bates, Prog. Dir. Creighton E. Gatchell, Prom. Mgr. Roger W. Hodgkins, Chief Engr.	Raymer Standard UP
PORTLAND	WPOR 1450	250	Centennial Bestg. Co. Inc. 21 Preble St. 3-8111	ABC NE Group	W. S. Newell, Chairman of Board M. Carpenter, Vice-Pres. & Gen. Mgr. Keith Field, Coml. Mgr.	Gordon Lewis, Prog. Dir. Marshall Miltimon, Prom. Dir. Roger Perry, Chief Engr.	Avery-Knodel Kettell-Carter World AP
PORTLAND	WMTW 1490	250	The Yankee Network Inc. Falmouth Hotel 2-1151	MBS Yankee	William O'Neil, Pres. John Shepard 3rd, Chmn. of Board	Linus Travers, Gen. Mgr. & Exec. Vice-Pres. Charles Curtin, Station Mgr.	Petry Associated Standard AP, INS Reuters
PRESQUE ISLE	WAGM 1450	250	Aroostook Bestg. Corp. 180 State St., W. 8821	KBS	Harry E. Umphrey, Pres. H. D. Glidden, Gen. & Coml. Mgr.	Ted Coffin, Prog. Dir. Lester Hughes, Chief Engr.	Bannan Cox & Tanz Cole, SESAC World UP
WATERVILLE	WTVL 1490	250	Kennebec Bestg. Co. 36 Silver St. 370	ABC	C. D. Brown, Pres. & Gen. Mgr. Chester I. Munson, Coml. Mgr.	Elden H. Shute Jr. Prog. Dir. Donald Sutherland, Chief Engr.	Kettell-Carter Radio Advertising Standard AP

**MARYLAND**

ANNAPOLIS	WANN 1190	1,000-D	Annapolis Bestg. Corp. Church Circle & School St. 2500	.....	M. H. Blum, Pres. & Gen. Mgr. Polt R. Copeland, Coml. Mgr.	Michael Murray, Prog. Dir. Ben Wolfe, Chief Engr.	SESAC Thesaurus AP
ANNAPOLIS	WASL 810	250-D	The Chesapeake Radio Corp. Annapolis 9211	.....	Harry E. Layman, Gen. Mgr. Armand Terl, Coml. Mgr.	Doris B. Brown, Prod. Dir. Harrison Eagles, Prom. Mgr. H. E. Layman, Tech. Dir.	World AP
BALTIMORE 1	WBAL 1090	50,000	Hearst Radio Inc. Lexington Bldg. Lexington 4900	NBC	Charles B. McCabe, Pres. Harold C. Burke, Gen. Mgr. Kenneth L. Carter, Sales Mgr.	Don DeGroot, Prog. Mgr. John A. Tappin, Sales Serv. Mgr. Richard S. Duncan, Chief Engr.	Petry World AP, UP, INS
BALTIMORE 17	WCAO 600	5,000	The Monumental Radio Co. 811 W. Lanvale St. Madison 7220	CBS	Lewis M. Milbourne, Pres. L. W. Milbourne, Vice-Pres. & Gen. Mgr. L. H. Peard Jr., Asst. Gen. Mgr. Chg. of Sales & Prom.	Gordon A. Scheibing, Prog. Dir. Martin L. Jones, Chief Engr.	Raymer Thesaurus AP, INS
BALTIMORE 13	WCBM 1400	250	Baltimore Bestg. Corp. Community House University 8400	MBS Maryland	John Elmer, Pres. & Coml. Mgr. George H. Roeder, Gen. Mgr.	Charles A. Roeder, Prog. Dir. G. Porter Houston, Chief Engr.	Free & Peters Associated, Lang-Worth UP, INS
BALTIMORE 2	WFBR 1300	5,000	The Baltimore Radio Show Inc. 10 E. North Ave. Mulberry 1300	ABC	Robert S. Maslin Sr., Pres. Hope H. Barroll Jr., Exec. Vice-Pres. William S. Pirie, Jr., Dir. Nat. Sales William R. Dothard, Dir. Loc. Sales	W. B. Hanauer, Prog. Dir. Robert S. Maslin Jr., Dir. of Publ. & Assist. Secy.-Treas. William Q. Ranft, Chief Engr.	Blair World AP, UP
BALTIMORE 3	WITH 1230	250	Maryland Bestg Co. 7 E. Lexington St. Lexington 7808	.....	Thomas G. Tinsley Jr., Pres. & Gen. Mgr. R. C. Embrey, Vice-Pres. Chg. of Sales	W. W. Ashley, Prog. Dir. James A. Duff, Chief Engr.	Headley-Reed Lang-Worth Standard AP, Transradio
BETHESDA-CHEVY CHASE	WBCC 1120	250-D	Broadcast Management Inc. Bethesda-Chevy Chase Oliver 2800	.....	Willard D. Egoft, Pres. Joseph W. Marshall, Coml. Mgr.	William L. Browne, Prog. Mgr. Muriel Reger, Musical Dir. Vernon V. Story, Dir. of Engr.	Associated Lang-Worth AP, UP
CUMBERLAND	WTBO 1450	250	Cumberland Bestg. Co. 31 Frederick St. 299	NBC	Aurelia S. Becker, Managing Partner & Station Mgr.	David W. Jefferies, Chief Engr.	World AP, UP
FREDERICK	WFMD 980	500	Monocacy Bestg. Co. Winchester Hall 1626	CBS Maryland	Laurence Leonard, Pres. W. E. Hardy, Gen. & Coml. Mgr.	Evelyn Leonard, Prog. Dir. James W. Robertson, Chief Engr.	World AP
HAGERSTOWN	WJEJ 1240	250	Hagerstown Bestg. Co. Inc. Franklin Court 2323	MBS Maryland	Grover C. Crilley, Gen. Mgr. Wm. H. Paulsgrove, Asst. Mgr.	Amos L. Harper, Prog. Dir. George W. McIntire, Chief Engr.	Associated Lang-Worth AP
PRESTON 1	WESL (Construction permit) 1370	1,000-D	Eastern Shore Bestg. Co. Preston 2491	.....	Max Chambers, Gen. Mgr.	.....	.....
SALISBURY	WBOC 1230 CP-960	250 CP-1,000	The Peninsula Bestg Co. Radio Park 2480	MBS Maryland	John W. Downing, Pres. C. J. Truitt, Gen. & Coml. Mgr.	John W. Downing, Jr., Prog. Dir. P. A. Alfonsi, Chief Engr.	World AP
SILVER SPRING	WGAY 1050	1,000-D	Tri-Suburban Bestg. Corp. Silver Spring Shepherd 1050	.....	John W. Kluge, Pres. & Coml. Mgr. J. L. Breehner, Gen. Mgr. & Secy.-Treas.	Arnold Low, Prog. Dir. Charles K. Chrismon, Chief Engr.	Lang-Worth, SESAC, World AP
SILVER SPRING	WOOK (Construction Permit) 1590	1,000-D	United Bestg. Co., Inc. 2900 Tilden St., N. W. Washington, D. C. Emerson 2798	.....	Richard Eaton, Owner & Gen. Mgr. Lee Morrison, Prog. Dir.	James N. Gilbert, Chief Engr.	Lang-Worth UP

**MASSACHUSETTS**

BOSTON 8	WBMS 1090	1,000-D	Templetone Radio Mfg. Corp. 35 Court St. Richmond 4500	.....	Oscar Dane, Pres. Ivan B. Newman, Vice-Pres. & Gen. Mgr.	Martin Bookspan, Mus. Dir. Merle Towle, Chief Engr.	Young AP
BOSTON 16	WBZ 1080	50,000	Westinghouse Radio Stations Inc. 275 Tremont St. Hancock 4261	NBC New England	W. C. Evans, Vice-Pres. in Charge W. C. Swartley, Mgr. C. H. Masse, Sales Mgr.	W. Gordon Swan, Prog. Mgr. L. Morrow, Prom. & Pub. Mgr. W. H. Hauser, Chief Engr.	Standard Thesaurus AP, UP
BOSTON 16	WCOP 1150	5,000	Massachusetts Bestg. Corp. 485 Boylston St. Copley 0123	ABC	John Cowles, Pres. Craig Lawrence, Gen. Mgr. A. N. Armstrong, Jr., Coml. Mgr.	John D. Maloy, Prog. Mgr. H. D. Goodwin, Prom. & Pub. Mgr. Roland C. Hale, Chief Engr.	Katz Lang-Worth Standard AP, UP, INS
BOSTON 12	WEEL 590	5,000	Columbia Bestg. System Inc. 182 Tremont St. Hubbard 2323	CBS	William S. Paley, (CBS) Chmn. of Bd. Frank Stanton (CBS), Pres. Harold E. Fellows, Gen. Mgr.	K. F. Horton, Assist. Mgr. & Prog. Dir. G. H. Cunningham, Prom. Dir.	Radio Sales World AP, UP



# WE'RE PUSHING BACK THE HORIZON.. OPENING NEW MARKET VISTAS!

**WBOC IS MOVING—**

**DOWN THE DIAL TO 960 KC**

**WBOC IS EXPANDING—**

**INCREASING TO IKW DAY AND NIGHT**

**WBOC'S ENLARGED TERRITORY WILL INCLUDE COMMUNITIES  
NOW OUTSIDE THE PRIMARY AREA OF OTHER STATIONS**

It is an epochal event for this rich, storied Delaware-Maryland-Virginia Peninsula. . . . For advertisers it provides a single, low-cost medium covering a market with \$138,417,000 retail sales; \$220,871,000 income.

In addition to increased coverage on the standard broadcast band, WBOC-FM will be on the air soon . . . 3 KW Metropolitan, blanketing more than 6,000 square miles of the peninsula's land area, day and night.

**IN THIS AREA FAR MORE PEOPLE LISTEN REGULARLY TO WBOC  
THAN ALL OTHER STATIONS COMBINED -- CONLAN AND OTHER SURVEYS**

**IF A STATION IS KNOWN BY THE ACCOUNTS IT KEEPS, WBOC IS MIGHTY PROUD,  
SIRS, TO BE ASSOCIATED WITH THESE WELL-KNOWN FIRMS:**

**AUTOMOTIVE**

Firestone Stores  
General Motors Corp.  
B. F. Goodrich Company  
Hastings Manufacturing  
Company  
Men-O Products Co.

**BEVERAGES**

G. Fava Fruit Co.  
Garrett & Co., Inc.  
Globe Brewing Co.  
Gunther Brewing Co.

**DAIRY PRODUCTS**

Breyer Ice Cream Co.  
Philadelphia Dairy  
Products  
Southern Dairies

**DRUG PRODUCTS**

B C Remedy Co.  
Barbasol Company  
Carter Products, Inc.  
Ex-Lax, Inc.  
Knox Company

Miles Laboratories  
Pharmaco, Inc.  
Serutan Co.  
Stanback Co., Ltd.

**FARM FEEDS**

Bedford Milling Co.  
Consolidated Products  
Co.  
Dixie Mills Co.  
Kentucky Chemicals, Inc.  
Ralston Purina Co.

**FOOD PRODUCTS**

Dulany Frosted Foods  
J. H. Filbert, Inc.  
Wm. Frehofer Baking  
Co.  
General Baking Co.  
General Foods Corp.  
Levering Coffee Co.  
Modern Distributors  
Quaker Oats Company  
Ralston Purina Co.  
Wilmington Provision Co.

**FINANCIAL**

Commercial Credit  
Corp.  
Personal Finance Co.  
{and all local Banks}

**JEWELRY**

Bulova Watch Company  
Helbros Watch Company

**PETROLEUM  
PRODUCTS**

Atlantic Refining Co.  
Sherwood Bros., Inc.  
Standard Oil of N. J.  
Tidewater Associated  
Oil Co.

**RETAILERS (National)**

Montgomery Ward Co.  
Sears, Roebuck & Co.

**SOFT DRINKS**

Canada Dry Ginger Ale  
Co.

Coca Cola Co.  
Dr. Pepper Co.  
Grapette Co.  
Nehi Corp.  
Pepsi-Cola Co.  
Seven-Up Co.

**TRANSPORTATION**

Chesapeake Airways, Inc.  
Red Star Motor Coaches,  
Inc.  
Victor Lynn Transporta-  
tion Co.

**UTILITIES**

Chesapeake & Potomac  
Tel. Co.  
Delaware Power and  
Light Co.  
Eastern Shore Public  
Service

**MISCELLANEOUS**

American Safety Razor  
Corp.  
Conti Products, Inc.

Cudahy Packing Co.  
D. L. & W. Coal Co.  
Dr. Salsbury Laboratories  
E. I. duPont deNemours  
Co. (Nylon Division)  
F. W. Fitch Co.  
Gardner Nursery Co.  
Gillette Safety Razor Co.  
Frank H. Lee Co.  
Murine Co., Inc.  
Mutual Benefit Health &  
Accident Ass'n of  
Omaha  
Nat'l Bd. Fire Under-  
writers  
Procter & Gamble Co.  
Revere Copper & Brass  
Co.  
Seeman Bros.  
Stephen, Seth & Co.  
Williamson Candy Co.  
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*(and more than 250 others)*

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**RADIO PARK**

**SALISBURY, MD.**

**MEMBER OF MUTUAL AND MARYLAND NETWORKS**

**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.

**MASSACHUSETTS—(Continued)**

City	Call Letters and Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Services
BOSTON 16	WHDH 850	5,000	Matheson Radio Co. Inc. 6 St. James Ave. Hancock 5600		Robert B. Choate, Pres. William B. McGrath, Gen. Mgr. Wm. W. Warner, Coml. Mgr.	Ted Steele, Prog. Dir. Philip K. Baldwin, Chief Engr. Blair Associated, Capitol, Lang-Worth, Standard, World AP, UP
BOSTON 15	WMEX 1510	5,000	The Northern Corp. 70 Brookline Ave. Commonwealth 8900		Alfred J. Pote, Acting Pres. Wm. S. Pote, Gen. & Com. Mgr.	John Kiley, Prog. Dir. George Kaplan, Prom. Mgr. John Memishian, Chief Engr. Rambeau Associated, Lang-Worth, SESAC, World INS
BOSTON 16	WNAC 1260	5,000	The Yankee Network, Inc. 21 Brookline Ave. Commonwealth 0800	MBS Yankee	William O'Neil, Pres. John Shepard 3rd, Gen. Mgr. & Board Chmn. Linus Travers, Exec. Vice-Pres.	George Steffy, Vice-Pres. & Prog. Mgr. Irving Robinson, Chief Engr. Petry Associated Standard SESAC AP, INS, Reuters
BOSTON 16	WORL 950	1,000-D	Bcstg. Service Organization Inc. 216 Tremont St. Liberty 4540		Harold A. Lafout, Pres. Geo. Lasker, Gen. & Coml. Mgr.	Robert Perry, Prog. Dir. John W. Parker, Chief Engr. AP, UP
BROCKTON 64	WBET 990	250-D	Enterprise Publishing Co. 60 Main St. 7062		Charles A. Fuller, Station Mgr. Paul A. Belaire, Coml. Mgr.	Vincent L. diMestico, Prog. Dir. Mark L. MacAdam, Tech. Dir. Standard Thesaurus AP
CHICOPEE	WACE 730	1,000-D	The Regional Bcstg. Co. 326 Chicopee St. 2330		David Hayes, Pres. John S. Begley, Treas. John S. Lloyd, Gen. Mgr.	David Hayes, Coml. Mgr. Terry Colwell, Prog. Dir. Ralph J. Robinson, Chief Engr. Thesaurus AP
FALL RIVER	WSAR 1480	1,000	The Fall River Bcstg. Co. Inc. Academy Bldg. 7-9477	MBS Yankee	Melvin Lahr, Pres. & Mgr. John Harrington, Coml. Mgr.	Angus Bailey, Prog. Dir. John Pavad, Chief Engr. Bannan, Headley-Reed Lang-Worth, Thesaurus AP
FITCHBURG	WEIM 1340	250	Radio Station WEIM 717 Main St. 1600	MBS Yankee	Milton H. Meyers, Oper. Partner E. G. Clement, Gen. & Coml. Mgr.	Dick Tucker, Prog. Dir. & Prom. Mgr. Ted Kalin, Chief Engr. Lang-Worth AP
FRAMINGHAM	WKOX (Construction permit) 1190	1,000-D	Suburban Bcstg. Co. Framingham		Richard E. Adams, Pres.	
GARDNER	WHOB 1490	250	The Gardner Bcstg. Co. Colonial Hotel 1490		David M. Richman, Pres. J. Gordon Keyworth, Gen. Mgr.	Robert E. Fuller, Prog. & Prod. Mgr. Henry E. Gendron, Coml. Rep. James Drake, Chief Engr. Rambeau SESAC Thesaurus AP
GREENFIELD	WHAI 1240	250	John W. Haigis 354 Main St. 4301	MBS Yankee	John W. Haigis, Owner James L. Spates, Gen. Mgr. Horace W. Nichols, Coml. Mgr.	John W. Haigis Jr., Prog. Dir. Leland Wheeler, Chief Engr. Burn-Smith Bannan Thesaurus AP
HAVERHILL	WHAV 1490	250	The Haverhill Gazette Co. 179 Merrimack St. 1300		John T. Russ, Pres. & Gen. Mgr. James Dunbar, Coml. Mgr.	L. Taylor, Prog. Dir. Herbert W. Brown, Chief Engr. AP
HOLYOKE	WHYN 1400	250	Hampden-Hampshire Corp. 180 High St. 8238	MBS Yankee	William Dwight, Pres. Charles N. De Rose, Gen. Mgr. Patrick J. Montague, Coml. Mgr. George H. Jaspert, Owner	Jay Heitin, Prog. & Prom. Mgr. Thomas R. Humphrey, Chief Engr. Gordon S. Ley, Gen. Mgr. Bannan, Walker Associated, World UP
LAWRENCE	(Construction permit) 800	1,000-D	George H. Jaspert Little Bldg., Boston 16 Hancock 4948			
LAWRENCE	WLAW 680	5,000 50,000-CP	Hildreth & Rogers Co. 278 Essex St. 4107	ABC	Irving E. Rogers, Pres. Harold B. Morrill, Gen. Mgr. David M. Kimmel, Sales Mgr.	James T. Mahoney, Prog. Dir. Fred A. Sullivan, Pub. Dir. George A. Hinckley, Chief Engr. Weed Standard, World UP
LOWELL	WLLH 1400	250	Merrimack Bcstg. Co. Inc. 89 Kearney Square 8715	MBS Yankee	A. S. Moffat, Pres. Gerald Harrison, Vice-Pres. Dana W. Fitzgerald, Station Mgr. Haskell Bloomberg, Coml. Mgr.	Dana W. Fitzgerald, Prog. Dir. Anthony G. Michaels, Chief Engr. Ralph B. Newton, Assist. Chief Engr. Petry Associated AP
NEW BEDFORD	WNBH 1340	250	Bristol Bcstg. Co. 588 Pleasant St. 8-5228	ABC	Basil Brewer, Owner James M. Patt, Gen. Mgr. Theo. Healy, Coml. Mgr. Donald B. Miller, Gen. Mgr.	T. J. Wertenbaker Jr., Prog. & Prom. Mgr. Arthur Deters, Chief Engr. Rambeau World AP
PITTSFIELD	WBEC (Construction permit) 1490	100	Western Mass. Bcstg. Co. Eagle St.	ABC		
PITTSFIELD	WBRK 1340	250	Leon Podolsky 8 Bank Row 2-1553	MBS Yankee	John T. Parson, Mgr. & Coml. Mgr. Leonard Lavendol, Chief Engr. John Lotas, Prog. Dir. & Prom. Mgr.	Bannan, Walker Lang-Worth UP
SALEM	WESX 1230	250	North Shore Bcstg. Co. 49 Washington St. 5670		Charles W. Phelan, Pres. & Treas. Edmund L. Phelan, Gen. Mgr.	Robert C. Taylor, Sales Mgr. Richard I. Hammond, Chief Engr. Bannan Lang-Worth Thesaurus World AP, UP
SPRINGFIELD	WBZA 1080	1,000	Westinghouse Radio Stations Inc. 275 Tremont St., Boston Hancock 4261	NBC New England	Walter C. Evans, Vice-Pres. in Chg. W. C. Swartley, Mgr. C. H. Masse, Sales Mgr. W. Gordon Swan, Prog. Mgr.	Lynn Morrow, Sales Prom. & Publ. Mgr. W. H. Hauser, Chief Engr. Standard Thesaurus AP, UP
SPRINGFIELD 3	WMAS 1450	250	WMAS Inc. 1757 Main St. 7-1414	CBS	A. S. Moffat, Pres. Gerald Harrison, Vice-Pres. Robert Donahue, Mgr. Robert Feldman, Coml. Mgr.	F. Turner Cooke, Prog. Dir. & Prom. Mgr. Earle Hewinson, Chief Engr. Petry Associated UP
SPRINGFIELD 5	WSPR 1270	1,000	WSPR Inc. Springfield 6-2757	ABC	Quincy A. Brackett, Pres. & Gen. Mgr. Milton W. Stoughton, Vice-Pres.	Wayne Henry Latham, Prog. Dir. Howard S. Keefe, Dir. Adv. & Prom. Lawrence A. Reilly, Chief Engr. Hollingbery Lang-Worth AP
WEST YARMOUTH	WOCB 1240	250	Bristol Bcstg. Co. Inc. South Sea Ave. Hyannis 502	ABC KBS	Basil Brewer, Pres. D. L. Sellers, Gen. & Coml. Mgr.	Marion Crowell, Prog. Dir. Arthur Deters, Chief Engr. Bannan Rambeau
WORCESTER	WAAB 1440	5,000	Yankee Network Inc. 34 Mechanic St. 2-5611	MBS Yankee	William O'Neil, Pres. John Shepard 3rd, Gen. Mgr. & Board Chairman William Koster, Gen. & Coml. Mgr.	Philip Brooks, Prog. Dir. David Shurtleff, Prom. Mgr. Joseph Grahm, Chief Engr. Petry Associated SESAC Standard AP
WORCESTER 8	WNEB 1230	250	New England Bcstg. Co. Park Bldg. 6-4672		Paul C. Lytle, Pres. John J. Hurley, Gen. Mgr. & Treas. Leslie P. Smith, Coml. Mgr.	John Morse, Prog. Dir. Dorothy Murray, Prom. Mgr. Vernon P. Wilson, Chief Engr. Kettell-Carter Young Capitol Thesaurus UP
WORCESTER 2	WORC 1310	1,000	Alfred F. Kleindienst 65 Elm St. 5-3101	ABC	Alfred F. Kleindienst, Owner	Mildred P. Stanton, Mng. Dir. & Coml. Mgr. Weed Lang-Worth INS
WORCESTER 1	WTAG 580	5,000	WTAG Inc. 18 Franklin St. 5-4321	CBS	E. E. Hill, Exec. Vice-Pres. R. W. Booth, Gen. Mgr. H. L. Krueger, Coml. Mgr.	A. J. Brissette, Prog. Mgr. P. R. Jasen, Prom.-Publ. Mgr. E. A. Browning, Chief Engr. Raymer Associated, World AP, Reuters



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- New England's Best Radio Buy . . . a well-known station delivering your sales talk directly to a rich, concentrated market.

Make those advertising dollars s-t-r-e-t-c-h! Reach more people in more New England states with the extra-powered station WLAW. If you've observed the rapid strides of WLAW within the past ten years, you'll be more certain than ever that WLAW is New England's BEST radio buy.



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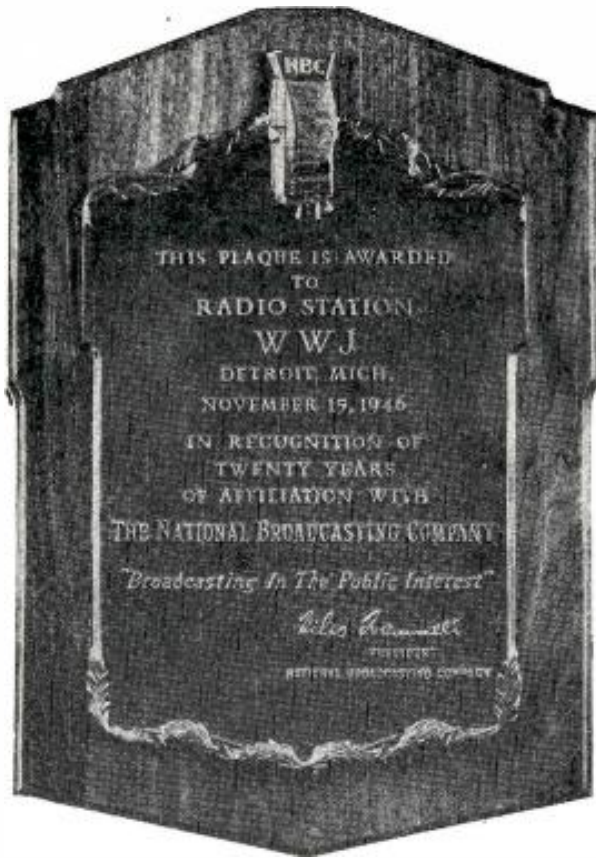
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## MICHIGAN

City	Call Letters and Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Services	
ADRIAN	WABJ 1500	250-D	The Adrian Bstg. Co. 111 E. Maumee St. 1599	.....	Gail D. Griner } Co-owners & Alden M. Cooper } Alden M. Cooper } Co-Mgrs.	Thesaurus UP	
ALPENA	WATZ 1450	250	Midwestern Bstg. Co. Alpena 1049	MBS KBS Wolverine Paul Bunyan	Les Biederman, Pres. & Chief Engr.	Drew McClay, Mgr., & Prom. Mgr. Holman AP	
ANN ARBOR	WHRV (Construction permit) 1600	1,000	Huron Valley Broadcasters, Inc. (Temp.) 6559 Hamilton Ave., Detroit, Mich.	.....	James F. Hopkins, Pres.	.....	
ANN ARBOR	WPAG 1050	250-D CP-1,000-D	Washtenaw Bstg. Co. Hutzel Bldg. 2-5517	.....	Arthur E. Greene, Pres. E. F. Baughn, Exec. Vice-Pres. A. H. Turner, Coml. Mgr.	Chas. T. Wilton, Prog. Dir. George D. Sterans, Chief Engr.	Burn-Smith Standard, World AP
BATTLE CREEK	WELL 1400	250	Federated Publications Inc. Mich. Natl. Bank Bldg. 5655	ABC Michigan Wolverine	A. L. Miller, Pres. D. E. Jayne, Gen. Mgr. E. P. Mills Jr., Coml. Mgr.	F. F. Owen, Prog. Dir. E. J. Stone, Chief Engr.	Burn-Smith Lang-Worth, Standard AP
BAY CITY	WBCM 1440	1,000-LS 500-N	Bay Bstg. Co. Inc. 100 Center Ave. 7551	ABC Michigan	Harley D. Peet, Pres. H. A. Giesel, Sec.-Tres. & Mgr.	R. H. Carpenter, Prog. Dir. & Chief Engr.	Hollingbery Lang-Worth, World UP
BENTON HARBOR	WHFB (Construction permit) 1060	1,000-D	Palladium Publishing Co. 65 Wall St. 8141	.....	Stanley R. Banyon, Pres.	Jacob P. Scherer, Gen. Mgr.	.....
CADILLAC	WATT 1240	250	Midwestern Bstg. Co. Box 219 1270	MBS KBS Wolverine Paul Bunyan	Les Biederman, Pres. & Chief Engr.	R. Wolgast, Mgr. & Prom. Mgr.	Holman AP
CALUMET	WHDF 1400	250	Upper Michigan Bstg. Co. Community Bldg. 1	MBS KBS Wolverine	John W. Rice, Exec. Vice-Pres. Albert W. Payne, Station Mgr.	Earl Norden, Prog. Dir. George L. Burgan, Techn. Supvr.	Sears & Ayer World
DEARBORN	WKMH 1540	1,000-D	Suburban Broadcasters WKMH Bldg. 5000	.....	F. A. Knorr, Pres. & Gen. Mgr. P. Butterfield, Prom. Mgr.	Kirk Knight, Prog. Dir. Cal Leedy, Chief Engr.	Weed Lang-Worth UP
DETROIT 2	WJBK 1490	250	James F. Hopkins Inc. 6559 Hamilton Ave. Trinity 2-2000	.....	James F. Hopkins, Pres. & Gen. Mgr. George M. Millar, Coml. Mgr.	Mrs. S. Krieghoff, Prog. Dir. Paul Frincke, Chief Engr.	Standard, Thesaurus, World AP
DETROIT 26	WJLB 1400	250	Booth Radio Stations Inc. Broderick Tower & Buhl Bldg. Cadillac 7600	.....	John L. Booth, Pres. & Gen. Mgr. Eric V. Hay, Coml. Mgr.	Herb. Mertz, Prog. Dir. B. R. Downey Jr., Prom. Mgr. E. H. Clark, Chief Engr.	Burn-Smith World AP
DETROIT 2	WJR 760	50,000	WJR, The Goodwill Station Inc. Fisher Bldg. Madison 4440	CBS	George A. Richards, Pres. Owen F. Uridge, Vice-Pres. & Gen. Mgr. Chas. G. Burke, Coml. Mgr.	Worth Kramer, Prog. Dir. R. F. Anthony, Prom. Mgr. G. F. Leydori, Chief Engr.	Petry Lang-Worth, Standard, Thesaurus, World AP, UP, INS
DETROIT 31	WWJ 950	5,000	Evening News Association 630 W. Lafayette Ave. Randolph 2000	NBC	W. J. Scripps, Dir. of Radio, The Detroit News Harry Bannister, Gen. Mgr. Harry W. Betteridge, Gen. Sales Mgr.	M. C. Wissman, Gen. Prog. Mgr. Jake Albert, Prom. Mgr. E. J. Love, Gen. Engring. Mgr.	Hollingbery Standard AP, UP
DETROIT 26	WXYZ 1270	5,000	King-Trendle Bstg. Corp. Stroh Bldg. Cherry 8321	ABC Michigan	James G. Riddell, Gen. Mgr. Harold Christian, Sales Mgr.	John McCarthy, Prog. Dir. W. J. Hendricks, Dir. Adv. & Prom. Chas. Kotcher, Chief Engr.	Lang-Worth, Standard UP, INS
DETROIT (Windsor)	CKLW 800	5,000	Western Ontario Bstg. Co. Ltd. Union Guardian Bldg. Cadillac 7200	MBS CBC	Malcolm G. Campbell, Pres. J. E. Campeau, Vice-Pres. & Gen. Mgr. Richard E. Jones, Coml. Mgr.	Campbell S. Ritchie, Prog. Dir. W. J. Carter, Chief Engr.	Stovin, Young Thesaurus, United, World UP, INS
EAST LANSING	*WKAR 870	5,000-D	Michigan State College East Lansing 8-1511	.....	Robert J. Coleman, Dir.	Norris E. Grover, Chief Engr.	Thesaurus AP
ESCANABA	WBDC 1490	250	Delta Bstg. Co. Ludington & First St.	MBS, KBS Wolverine	F. J. Lindenthal } Owners J. P. Norton }	G. D. Lindenthal, Mgr.	.....
FLINT	WBBC (Construction Permit) 1330	1,000	Booth Radio Stations, Inc. (Temp.) Eaton Tower Detroit 26, Mich.	MBS	John L. Booth, Pres.	.....	.....
FLINT 3	WFDF 910	1,000	Flint Bstg. Co. Mott Bldg. 2-7158	ABC Michigan	Howard M. Loeb, Secy. & Managing Dir. F. S. Loeb, Coml. Mgr.	Adrian R. Cooper, Prog. Dir. Jon R. McKinley, Asst. Coml. Mgr. Frank D. Fallain, Tech. Dir.	Burn-Smith Capitol, Lang-Worth, Standard, Thesaurus AP
FLINT 4	WMRP 1510	250-D	Methodist Radio Parish Inc. 578 Mary St. 8-5112	.....	Daniel M. Robins, Pres. William H. Morford, Gen. Mgr.	R. Mark Ferris, Prog. Dir. Homer Blumerich, Chief Engr.	Capitol, Standard UP
FLINT	WTCB 600	1,000-LS 500-N	Trendle-Campbell Bstg. Co. Stroh Bldg. Randolph 9184	NBC	Geo. W. Trendle, Pres. H. Allen Campbell, Gen. Mgr. H. Earl Moore, Station & Coml. Mgr.	Charles D. Livingstone, Prog. Dir. Harold Holmes, Chief Engr.	Raymer World UP, INS
FLINT	WWOK (Construction permit) 1470	1,000	Drohlich Bros. Flint	.....	Albert S. Drohlich } Owners Robert A. Drohlich }	.....	.....
GRAND RAPIDS 1	WJEF 1230	250	Fetzer Bstg. Co. Pantlind Hotel 6-8512	CBS	John E. Fetzer, Managing Dir. Rhea Y. Fetzer, Asst. Mng. Dir. Edward H. Bronson, Gen. Mgr. & Prom. Mgr. John W. O'Harrow, Coml. Mgr.	Albert F. Hopkins, Prog. Dir. Carl E. Lee, Chief Engr.	Avery-Knodel Associated, Standard AP
GRAND RAPIDS 2	WLAV 1340	250	Leonard A. Vershuis 6 Fountain St. N.E. 6-5461	ABC Michigan Wolverine	Leonard A. Vershuis, Owner Hy M. Steed, Gen. & Coml. Mgr.	Evelyn Moxon, Traffic Mgr. Lee Stevens, Chief Engr.	McGillvra Standard UP
GRAND RAPIDS 2	WOOD 1800	5,000	Liberty Bstg. Co. Grand Rapids Natl. Bank Bldg. 9-4211	NBC	Roy C. Kelly } Principal Ray M. Veenstra } Owners S. W. Barnett, Station & Sales Mgr. Sandy Meek, Prog. Supvr. William L. Johnson, Pres. J. W. Huss, Vice-Pres. & Gen. Mgr. Al Michela, Coml. Mgr.	Lenore Little, Prom. & Publ. Dir. Fred W. Russell, Chief Engr. Glenn LePard, Traffic Mgr.	Raymer Lang-Worth, SESAC World, UP
IRON MOUNTAIN	WKKB 1230	250	Upper Mich.-Wis. Bstg. Co. Inc. Dickinson Hotel 2020	MBS KBS Wolverine	William L. Johnson, Pres. J. W. Huss, Vice-Pres. & Gen. Mgr. Al Michela, Coml. Mgr.	Arnold Peterson, Prog. Dir. J. A. Marta, Prom. Mgr. Eugene Kaari, Chief Engr.	Walker World UP
IRON MOUNTAIN	WMTQ 1450	250	Iron Mountain Kingsford Bstg. Co. 211 E. Ludington St. 2082	.....	William E. Goodrich, Gen. Mgr. Les Sturmer, Prog. Dir.	Martin Lund, Chief Engr.	Wilson Lang-Worth UP
IRONWOOD	WJMS 1450	250	Upper Mich.-Wis. Bstg. Co. Inc. 124 E. McLeod Ave. 20	MBS KBS Wolverine	William L. Johnson, Pres. J. W. Huss, Gen. Mgr.-Vice-Pres. J. A. Marta, Coml. & Prom. Mgr.	Harold Ladin, Prog. Dir. Arne Dahlbacka, Chief Engr.	Walker World UP
JACKSON	WIBM 1450	250	WIBM Inc. Hotel Hayes 6121	ABC Michigan Wolverine	Herman Radner, Pres. Roy Radner, Vice-Pres. Wm. A. Cizek, Station Mgr.	George Reed, Prog. Dir. Warren Augustine, Prom. Mgr. Chas. W. Wirtanen, Chief Engr.	ForJoe, Holman





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It marks another milestone in the uninterrupted leadership achieved by these two pioneers, whose "teaming of talents" has proved so enjoyable to WWJ's great listening audience and so productive for both WWJ and NBC advertisers.

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Associate FM Station WENA . . . Television Station WWDT



NBC Basic Network

National Representatives: THE GEORGE P. HOLLINGBERY COMPANY

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 (Data corrected to February 15, 1947)

## MICHIGAN—(Continued)

City	Call Letters and Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Services	
KALAMAZOO	WGFG 1360	1,000	Southwestern Michigan Bcastg. Co. Kalamazoo	ABC	Gerald Gross, Mgr.		
KALAMAZOO 99	WKZO 590	5,000	Fetzer Bcastg. Co. Burdick Hotel 3-1223	CBS	John E. Fetzer, Managing Dir. & Gen. Mgr. Rhea Y. Fetzer, Assiat. Managing Dir. John W. O'Harrow, Coml. Mgr.	Willis F. Dunbar, Prog. Dir. Leonard Colby, Prom. Mgr. Carl E. Lee, Chief Engr.	Avery-Knodel Standard, World AP
LANSING 30	WJLS 1430	500-D	Lansing Bcastg. Co. 407 N. Washington 2-1655	MBS	Wellington A. Pomeroy, Pres. & Gen. Mgr. O. S. Jones, Coml. Mgr.	Bob Clayton, Prog. Dir. John C. Pomeroy, Chief Engr. & Asst. Gen. Mgr.	Hollingbery Capitol, Lang-Worth AP
LANSING 16	WJIM 1240 CP-550	250 CP-1,000	WJIM Inc. Bank of Lansing Bldg. 2-1833	ABC Michigan	Harold F. Gross, Pres. & Gen. Mgr. Howard K. Finch, Prog. Dir.	Irene Ginther, Prom. Mgr. N. Stanley Ponte, Chief Engr.	Broadcast Sales Standard, World UP
LAPER	*WMPC 1230-SH	250	Liberty Street Gospel Church 303 Liberty St.				
LUDINGTON	WKLA 1450	250	Ludington Bcastg. Co. Stearn Bldg. 842	ABC, MBS, KBS, Wolverine	Grant F. Ashbacker } Partners Karl Ashbacker, Gen. & Coml. Mgr.	Peter A. Mars, Prog. Dir. & Prom. Mgr. N. Hale Blakely, Chief Engr.	McGillivra SESAC UP
MARQUETTE	WDMJ 1340	250	Lake Superior Bcastg. Co. 146 W. Washington St.	MBS, KBS, Wolverine	Gordon H. Brozek, Bus. Mgr.		
MUSKEGON	WKBZ 1490	250	Ashbacker Radio Corp. 432 Apple Ave. 26-051	ABC, MBS, Michigan, Wolverine	Grant F. Ashbacker, Pres. Fred W. Wagenvoord, Gen. & Sales Mgr.	Howard L. Hoffman, Prog. Dir. Steve Garcia, Senior Tech.	Burn-Smith MacGregor, SESAC, World UP
MUSKEGON	WMUS (Construction Permit) 1090	1,000-D	Greater Muskegon Broadcasters, Inc. 1769 Peck St. 25-414		William C. Wester, Pres. & Gen. Mgr. John Marshall, Prog. Dir.	Clinton W. Raymond, Prom. Mgr. N. L. Kessler, Vics-Pres. & Chief Engr.	Wilson Associated, Thesaurus AP
PETOSKEY	WMBN (Construction Permit) 1340	250	Midwestern Bcastg. Co. Anderson Bldg., Traverse City Traverse City 1150	MBS, KBS, Wolverine, Paul Bunyan	Les Biederman, Pres. & Chief Engr.	R. E. Detwiler, Mgr. & Prom. Mgr.	Holman AP
PONTIAC 15	WCAR 1130	1,000-D	Pontiac Bcastg. Co. Riker Bldg. 7141		H. Y. Levinson, Pres. & Gen. Mgr. G. Marshall Jordan, Coml. Mgr.	Wayne N. Cook, Chief Engr.	Pearson Standard AP, INS
PORT HURON	WHLS 1450	250	Port Huron Bcastg. Co. 932 Military St. 2-3151	MBS, KBS	Harmon L. Stevens, Partner & Gen. Mgr. Helen Nelson, Asst. Gen. Mgr.	Lyle Patterson, Prog. Dir. Leslie Conant, Chief Engr.	Grant Lang-Worth, Standard, World UP
ROYAL OAK	WEXL 1340	250	Royal Oak Bcastg. Co. 212 W. Sixth St. 0815		Geo. B. Hartrick, Pres. Ellis C. Thompson, Gen. & Coml. Mgr.	Gordon A. Sparks, Prog. Dir. Jerome Steadley, Chief Engr.	AP, INS.
SAGINAW	WKNX (Construction Permit) 1210	1,000-D	Lake Huron Bcastg. Co. 219 S. Washington St.		O. J. Kelchner } Equal Howard H. Wolfe } Owners William J. Edwards } Station Mgr. O. J. Kelchner, Gen. Mgr.	William J. Edwards, Coml. Mgr. Howard H. Wolfe, Prog. & Station Mgr. Max Thomas, Chief Engr.	Associated, Lang-Worth UP
SAGINAW	WSAM 1400	250	Saginaw Bcastg. Co. Eddy Bldg. 2-5109	NBC	Milton L. Greenebaum, Chf. Owner & Gen. Mgr. Robert W. Phillips, Coml. Mgr.	Robert P. Ritter, Prog. Dir. Lee Chetek, Prom. Dir. Harold McCullen, Chief Engr.	Headley-Reed Standard, World INS
SAULT STE. MARIE	WSOO 1230	250-LS 100-N	Hiawathaland Bcastg. Co. 107 W. Portage Ave. 3000	ABC Michigan	Stanley R. Pratt, Pres. & Gen. Mgr. Richard Y. Burnett, Coml. Mgr. Raymond G. Ulrich, Prog. Mgr.	Russell J. Staffeld, Prom. Mgr. William F. Morris, Chief Engr.	Lang-Worth, SESAC, Standard AP, UP
TRAVERSE CITY	WTCM 1400	250	Midwestern Bcastg. Co. Anderson Bldg. 1150	MBS, KBS, Wolverine, Paul Bunyan	Les Biederman, Pres. & Chief Engr. R. E. Detwiler, Mgr. & Prom. Mgr.	W. H. Kiker, Prog. Dir.	Holman AP

## MINNESOTA

ALBERT LEA	KATE 1450	250	Albert Lea-Austin Bcastg. Co. Inc. 332 S. Broadway 2338	ABC Dairyland	E. L. Hayek, Pres. & Gen. Mgr. Warner C. Tidemann, Asst. Mgr. & Prom. Mgr.	James Delmont, Sales Mgr. Robert C. Paulson, Prog. Dir. Lawrence Lawson, Chief Engr.	Pearson Lang-Worth, SESAC UP
BEMIDJI	KBUN 1450	250	Bradford & Pihl 419 1/2 Beltrami 10	MBS	B. W. Bradford } Partners Harry Pihl } R. W. Bradford, Gen. Mgr.	Robert Mullen, Coml. Mgr. Bob Runyon, Prog. Dir. Dick Noble, Chief Engr.	Lang-Worth UP
BRAINERD	KLJZ 1400	250	Brainerd Bcastg. Co. East Oak St. 1689	MBS	E. T. O'Brien, Pres. & Gen. Mgr. Ralph H. Hegman, Jr. Sales Mgr.	Lucile G. Grosse, Prog. Dir. A. L. Vandersluis, Chief Engr.	Standard AP
DULUTH 2	KDAL 610	1,000	Red River Bcastg. Co. Inc. Bradley Bldg. Melrose 2623	CBS	Dalton LeMasurier, Mgr.-Owner Odin S. Ramsland, Coml. Mgr. Donald J. Mathers, Prog. Dir.	Joseph C. Cook, Sales Prom. Mgr. R. A. Dettman, Chief Engr.	Avery-Knodel Lang-Worth, Standard AP
DULUTH 2	WEBC 1320	5,000	Head of the Lakes Bcastg. Co. 4th Ave. W. & Superior St. Melrose 2873	NBC Northwest Arrowhead	Morgan Murphy, Pres. Walter C. Bridges, Gen. Mgr. Harry S. Hyett, Mgr.-Coml. Mgr.	Earl Henton, Resident Mgr. Leonard G. Anderson, Merch. & Prom. Mgr. William Lounsbury, Chief Engr.	Hollingbery SESAC, Thesaurus, World UP
DULUTH	(Construction permit) 1080	10,000-LS 5,000-N	Lake Superior Bcastg. Co. Torrey Bldg.		Thomas M. McCabe, Pres.		
FERGUS FALLS	KGDE 1230	250-LS 100-N	Fergus Radio Corp. Fergus Falls 3886	MBS	Harold L. Dell, Secy-Treas.	Don L. Albertson, Gen. Mgr.	AP
HIBBING	WMFG 1240	250	Head of the Lakes Bcastg. Co. Androy Hotel 1150	NBC Northwest Arrowhead	Morgan Murphy, Pres. W. C. Bridges, Gen. Mgr. Harry S. Hyett, Mgr.-Coml. Mgr.	R. E. Coe, Prog. Dir. William Lounsbury, Chief Engr.	Hollingbery UP
MANKATO	KYSM 1230	250	F. B. Clements & Co. 101 N. Second St. 4673	NBC Northwest	F. B. Clements, Pres. John F. Meagher, Gen. & Coml. Mgr.	Bob Gardner, Prog. Dir. Del Brudelis, Prom. Mgr. James Houts, Chief Engr.	Pearson Lang-Worth, Thesaurus UP
MARSHALL	KMHL 1400	250	Harry W. Linder Marshall	MBS Dairyland Gt. Northern	Harry W. Linder, Owner Gilmore F. Frayseth, Mgr. H. Willard Linder, Vics-Pres.	Donald O. Linder, Coml. Mgr. Corwin Ost, Chief Engr.	Pearson UP



**YOU MAY BE ABLE TO LIFT  
1836 POUNDS\*—**



**BUT—YOU CAN'T "RAISE" WESTERN MICHIGAN  
WITHOUT WKZO-WJEF!**

Everybody knows about the veritable *wall* of fading that keeps outside stations from "raising" much of an audience in Grand Rapids, Kalamazoo and Greater Western Michigan. But look at what a two-station *inside* com-

bination can do—WKZO at Kalamazoo, and WJEF at Grand Rapids! The following Hooper report figures (Spring, 1946) are the latest available as the Yearbook goes to press:

SHARE OF AUDIENCE—Grand Rapids, Kalamazoo

	SETS IN USE	WJEF-WKZO	OTHER CBS	ALL ABC	ALL MBS	ALL NBC	ALL OTHERS	HOMES CALLED
8:00 AM—12 NOON (MON. thru FRI.)	17.5	34.0	11.2	22.5	6.2	24.0	2.1	6481
12:00 NOON—6:00 PM (MON. thru FRI.)	18.1	37.4	11.7	13.8	6.4	27.3	3.4	9798
6:00 PM—10:00 PM (SUN. thru SAT.)	29.5	37.3	6.7	11.0	6.7	36.9	1.4	18,161

If you are trying to cover Western Michigan with radio—or with any other medium—you deserve to know the *real facts* about the situation here. Our studies of this market are certain to be helpful. Call us—or Avery-Knodel, Inc.

\*Thomas Topham did it in Derby, England, in 1741.

**WKZO**  
FIRST IN KALAMAZOO AND  
GREATER WESTERN MICHIGAN (CBS)

**WJEF**  
FIRST IN GRAND RAPIDS  
AND KENT COUNTY (CBS)

BOTH OWNED AND OPERATED BY FETZER BROADCASTING COMPANY

EVERY-KNODEL, INC. EXCLUSIVE NATIONAL REPRESENTATIVES

BROADCASTING • Telecasting

1947 Yearbook Number • Page 129

# DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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 LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.  
 (Data corrected to February 15, 1947)

## MINNESOTA—(Continued)

City	Call Letters and Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Services	
MINNEAPOLIS 14	*KUOM 770 ST-WCAL	5,000-D	U. of Minnesota Minneapolis Main 8177	.....	Burton Paulu, Mgr. Kenn Barry, Prog. Dir.	Berten A. Holmberg, Chief Engr. AP	
MINNEAPOLIS 2	WCCO 830	50,000	Columbia Bestg. System Inc. 625 2nd Ave. S. Main 1202	CBS	Wm. S. Paley, (CBS), Ch. of Bd. Frank Stanton, (CBS), Pres. A. E. Joscelyn, Gen. Mgr. Tom Dawson, Sales Mgr.	Gene Wilkey, Prog. Dir. Cari Ward, Dir. Publ. & Sales Prom. J. J. Beloungy, Chief Engr. E. W. Ziebarth, Prod. Mgr. & Educ. Dir.	Radio Sales Lang-Worth Standard AP, UP
MINNEAPOLIS 1	WDGY 1130 L-Albuquerque	5,000-LS 500-N	Twin Cities Bestg. Corp. Nicollet Hotel Bridgeport 2271	.....	Charles T. Stuart, Pres. & Gen. Mgr. (Lincoln, Nebr.) Melvin Drake, Vice-Pres. & Station Mgr.	Ken Crane, Prog. Dir. Victor H. Williams, Sales Prom. Mgr., (Omaha) Charles W. Winkler, Chief Engr., (Lincoln)	Avery-Knodel Lang-Worth, Standard AP
MINNEAPOLIS 3	WLOL 1330	5,000	Independent Merchants Bestg. Co. 1730 Hennepin Ave. Atlantic 0406	MBS	Ralph L. Atlas, Chief Owner Norman Boggs, Gen. & Coml. Mgr.	Gene Brautigam, Studio Chief Engr. Wallace Miller, Trans. Chief Engr.	Blair Standard UP, INS
MINNEAPOLIS 4	WTCN 1280	5,000-LS 1,000-N	Minnesota Bestg. Corp. Wesley Temple Bldg. Main 6562	ABC Dairyland	William J. McNally, Pres. F. Van Konynenburg, Gen. Mgr. & Vice-Pres. Robert Ekstrom, Coml. Mgr.	Judy Bryson, Prog. Dir. Cliff J. Rian, Prom. Mgr. & News Chief John M. Sherman, Tech. Dir.	Free & Peters Associated, Lang-Worth AP, UP
MOOREHEAD	KVOX 1840	250	KVOX Bestg. Co. Wright Bldg. 8-1523	MBS	David C. Shepard, Pres. M. M. Marget, Gen. Mgr. Arv Johnson, Coml. Mgr.	Ken Hollis, Prog. Dir. Wm. Hurley, Prom. Mgr. Harry Vose, Chief Engr.	..... SESAC UP
NORTHFIELD	*WCAL 770 ST-KUOM	5,000-D	St. Olaf College Northfield 770	.....	C. M. Granskou, Pres. of St. Olaf Milford Jensen, Ops. Dir. David Johnson, Prog. Dir.	Martin Hegland, Prom. Dir. M. C. Jensen, Tech. Supvr.	..... AP
ROCHESTER	KROC 1340	250	Southern Minnesota Bestg. Co. 100 First Ave. Bldg. 3924	NBC Northwest	Mrs. G. P. Gentling, Pres. Maxine Jacobs, Act. Mgr., Sec.-Treas. G. David Gentling, Coml. Mgr. & Vice-Pres.	Cal Smith, Prog. Dir. Walter Bruzek, Prom. Mgr. Fred C. Clarke, Chief Engr.	Pearson World UP
ST. CLOUD	KFAM 1450	250	Times Publishing Co. 20 6th Ave. N. 3330	NBC Northwest	Fred Schilplin, Pres. Frederick C. Schilplin, Gen. Mgr.-Vice-Pres.	Patricia Pattison, Prog. Dir. & Prom. Mgr. Robert Witschen, Chief Engr.	..... Lang-Worth Thesaurus AP
ST. PAUL 2	KSTP 1500	50,000	KSTP Inc. Saint Paul Hotel, St. Paul Radio City, Minneapolis Cedar 5511, St. Paul Bridgeport 3222, Minneapolis	NBC Northwest	Stanley E. Hubbard, Pres. & Gen. Mgr. Kenneth M. Hance, Vice-Pres.-Treas. Miller C. Robertson, Sales Mgr. John W. Boler, Pres.	Brooks Henderson, Prod. Supvr. Sam Levitan, Prom. & Publ. John N. Fricker, Tech. Supvr.	Petry Lang-Worth, Standard Thesaurus, World AP, UP
ST. PAUL 1	KYDS 700 (Construction Permit)	1,000-D	Middlewest Bestg. Co. Inc. 1st Natl. Bank Bldg. Garfield 2851	.....	.....	.....	.....
ST. PAUL 4	WMIN 1400	250	WMIN Bestg. Co. 1287 St. Anthony Ave. Nestor 6501	.....	Edward Hoffman, Pres. & Gen. Mgr. Charles E. Michaud, Coml. Mgr.	Robert E. A. Lee, Prog. Dir. Warren B. Fritze, Chief Engr.	Forjoe Standard AP
THIEF RIVER FALLS	KTRF 1230	250	Henry K. Arneson Box 191 13	.....	Henry K. Arneson, Owner-Oper. W. J. Jorgenson, Station Mgr. & Prog. Dir.	Alvin Christofferson, Coml. Mgr.	..... Thesaurus UP
VIRGINIA	WHLB 1400	250	Head of the Lakes Bestg. Co. 17th St. & 6th Ave. So. 2000	NBC Northwest Arrowhead	Morgan C. Murphy, Owner Walter C. Bridges, Gen. Mgr. O. H. Peterson, Mgr.	Alice Mae McBride, Prog. Dir. C. C. Gabrielson, Local Chief Engr.	Hollingberry SESAC UP
WILLMAR	KWLM 1340	250	Lakeland Bestg. Co. 307 W. 6th St. 1340	ABC Dairyland	H. W. Linder, Pres. & Mgr. Jack Lynch, Prog. Dir.	Ralph Shepard, Prom. Mgr. Clint Knapp, Chief Engr.	Pearson Cole UP
WINONA	KWNO 1230	250	Winona Radio Service 216 Center St. 3314	ABC Dairyland	M. H. White, Pres. L. L. McCurnin, Mgr. & Coml. Mgr. Doris Cooper, Prog. Dir.	Gordon Cloway, Prom. Mgr. L. L. McCurnin, Chief Engr.	Pearson Lang-Worth AP

## MISSISSIPPI

CLARKSDALE	WROX 1450	250	Birney Imes Sr. Delta Ave. 1566	MBS KBS Mid-South	Birney Imes Sr., Licensee P. B. Hinman, Station Mgr.	Howard Gurney, Sales Rep. George G. Tavel, Chief Engr.	..... World AP
COLUMBIA	WCJU 1450 (Construction Permit)	250	Forrest Bestg. Co. 513 S. Main St. 755	KBS Rebel	C. J. Wright, Pres. Charles J. Wright Jr. } Vice-Pres. Frank Holifield	B. B. McLemore, Chief Engr.	Hollingberry UP
COLUMBUS	WCBI 1340	250	Birney Imes Jr. Gilmer Hotel 1313	MBS KBS Mid-South	Birney Imes Jr., Owner Bob McNaney, Gen. Mgr. James W. Eatherton, Coml. Mgr.	Charles Newman, Cont. Chief Drew Shankle, Prom. Mgr. Holt Dyess, Chief Engr.	Sears & Ayer World AP
CORINTH	WCMA 1230	250	Corinth Bestg. Corp. Inc. Ray Bldg. 800	MBS Dixie Mississippi	A. B. Robinson, Vice-Pres. & Gen. Mgr. W. M. Bigley, Station-Coml. Mgr.	James E. Blaine, Prog. Dir. William M. Essary, Chief Engr.	Burn-Smith Standard, World UP
GREENVILLE	WJPR 1340	250	Radio Services Co. 107 S. Poplar St. 1770	MBS KBS, Miss. State	Emmet H. McMurry Jr., Gen. Mgr. Frank W. Baldwin, Coml. Mgr.	Robert P. Thompson, Prog. Dir. Ben F. Rogers, Prod. & Prom. Percy Lee Kuhn, Chief Engr.	Sears & Ayer Thesaurus UP
GREENWOOD	WGRM 1240	250	P. K. Ewing 222 Howard St. 1900	NBC KBS, Triangle	P. K. Ewing, Licensee F. C. Ewing, Gen. Mgr.	Sheiton Morgan, Prog. Dir. W. D. Hand Jr., Chief Engr.	Rambeau Standard AP
GULFPORT	WGCM 1240	250	WGCM Bestg. Co. Hewes-Martin Bldg. 1110	ABC KBS	Hugh O. Jones, Gen. Mgr. C. E. Vann, Assist. Mgr.	Donovan Murphy, Chief Engr.	Sears & Ayer Standard AP
HATTIESBURG	WFOR 1400	250	Forrest Bestg. Co. 302 Hemphill Street 1866	NBC KBS Rebel	C. J. Wright, Pres. & Gen. Mgr. C. J. Wright H. L. Patterson } Coml. Mgr.	E. M. Jenkins, Prog. Dir. B. B. McLemore, Chief Engr.	Hollingberry Thesaurus, World UP
JACKSON	WJDX 1300	5,000-LS 1,000-N	Lamar Life Insurance Co. Box 2171 2-2641	NBC So. Central	Wiley Harris, Dir. Frank Gentry Maurice Thompson } Coml. Mgr.	Percy G. Root, Chief Engr.	Hollingberry Lang-Worth, MacGregor, Thesaurus UP
JACKSON	WJQS 1400 (Construction Permit)	100	Mississippi Bestg. Co. Inc. Walthall Hotel	CBS Mississippi	Withers Gavin, Pres. & Gen. Mgr.	.....	..... Capitol AP
JACKSON	WJXN 1490 CP-1450	250	Ewing Bestg. Co. Deposit Guaranty Bank Bldg. 4-8871	MBS	P. K. Ewing Jr. } Partnership F. C. Ewing Myrtle M. Ewing } Guy Corley, Gen. Mgr.	Ernest Watson, Coml. Mgr. Roger Stoner, Prog. Dir. Thomas Patterson, Chief Engr. Theresa Watson, Office Mgr.	Rambeau Standard AP





# MAIN ENTRANCE Minneapolis - St. Paul MARKET

• Selecting the radio station to do your selling job in this market doesn't necessarily pose "The Lady or The Lion?" question, we know. And we'll readily admit that a side road sometimes can get you where you want to go ... even if it is the long way. But if you want to reach the rich retail market in the Minneapolis - St. Paul territory most effectively, KSTP is the right door ... the main entrance ... to fastest results. Programming and promotion combine to do the job you want done when you enter the Minneapolis - St. Paul Market through the main entrance ... KSTP!

**KEY STATION FOR THE NORTHWEST NETWORK**  
50,000 WATTS—CLEAR CHANNEL • EXCLUSIVE NBC AFFILIATE FOR THE TWIN CITIES  
REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

# DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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## MISSISSIPPI—(Continued)

City	Call Letters and Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Services
JACKSON.....	WRBC (Construction permit) 620	5,000-LS 1,000-N	Rebel Bcstg. Co. Jackson	.....	C. A. Lacy, et al, Partners	.....
JACKSON 114.....	WSLI 1450	250	Standard Life Bcstg. Co. P. O. Box 1847 3-2788	ABC	Geo. W. Covington, Pres. L. M. Sepaugh, Mgr. F. E. Wilkerson Jr., Coml. Mgr.	Weed World AP
LAUREL.....	WAML 1340	250	New Laurel Radio Station Inc. 585 1/2 Central Ave.	NBC KBS Rebel	D. A. Matison, Pres. Ward A. Coleman, Gen. Mgr. M. M. Caver, Coml. Mgr.	Hollingbery SESAC, World AP, UP
LAUREL.....	WLAU 1490	250	Southland Bcstg. Co. Laurel 420	MBS	Hugh M. Smith, Gen. Mgr. W. C. DeHority, Coml. Mgr.	Rambeau Lang-Worth CP
MACON.....	WMBC 1400	250	Mississippi Bcstg. Co. Inc. Macon Hotel	Mississippi	Withers Gavin, Pres. & Gen. Mgr.	..... Capitol AP
McCOMB.....	WSKB 1280	250	McComb Bcstg. Corp. McColgan Hotel	.....	George Blumensteck, Gen. Mgr.	..... Julia Blumenstock, Prog. Dir.
MERIDIAN.....	WCOC 910	5,000-LS 1,000-N	Mississippi Bcstg. Co. Inc. Threefoot Bldg. 1042	CBS KBS Mississippi	Withers Gavin, Pres. & Gen. Mgr.	Mrs. Withers Gavin, Prom. Mgr. ..... Cole, Standard, Thesaurus UP
MERIDIAN.....	WMOX 1240	250	Birney Imes Jr. WMOX Bldg. 495	MBS Mid-South	Birney Imes Jr., Owner Gene Tibbett, Mgr. Carl Upchurch, Sales Mgr.	Jerry Kerns, Prog. & Prod. Mgr. Raymond Bates, Chief Engr. ..... Sears & Ayer World AP
MERIDIAN.....	WTOK 1450	250	Meridian Bcstg. Co. Citizens Bank Bldg. 5070	ABC	Robt. F. Wright, Pres. & Gen. Mgr. William B. Crooks, Coml. Mgr. M. Ray Muller, Prog. Mgr.	Neill Lovett, Prom. Mgr. Joe Saxon, Chief Engr. ..... Headley-Reed Lang-Worth INS
NATCHEZ.....	WMIS 1240	250	Natchez Bcstg. Co. City Bank Bldg. 580	NBC KBS	P. K. Ewing, Pres. P. K. Ewing Jr., Vice-Pres. & Gen. Mgr. Paul Schilling, Coml. Mgr.	Wilna Nichols, Traffic Mgr. George Wilson, Chief Engr. ..... Rambeau
TUPELO.....	WELO 1490	250	Birney Imes Jr. WELO Bldg. 1242	MBS KBS Mid-South	Birney Imes, Jr., Owner Bob McRaney, Columbus, Miss., Gen. Mgr. Bob Evans, WELO Mgr.	Reeves Whirley, Coml. Mgr. Joe Russell Jr., Prog. Dir. LeRoy Green, Chief Engr. ..... Sears & Ayers World AP
VICKSBURG.....	WQBC 1420	1,000-LS 500-N	Delta Bcstg. Co. Inc. Hotel Vicksburg 312	ABC MBS KBS	L. P. Cashman, Pres. Mary Van Cashman, Mgr.	O. W. Jones, Coml. Mgr. C. E. Drake, Chief Engr. ..... Sears & Ayers World AP
YAZOO CITY.....	WAZF (Construction Permit) 1280	250	B. J. Barrier Jr., H. T. Barrier, H. P. Holmes 115 E. Jefferson	.....	B. J. Barrier Jr. } Partners H. T. Barrier } H. P. Holmes }	.....

## MISSOURI

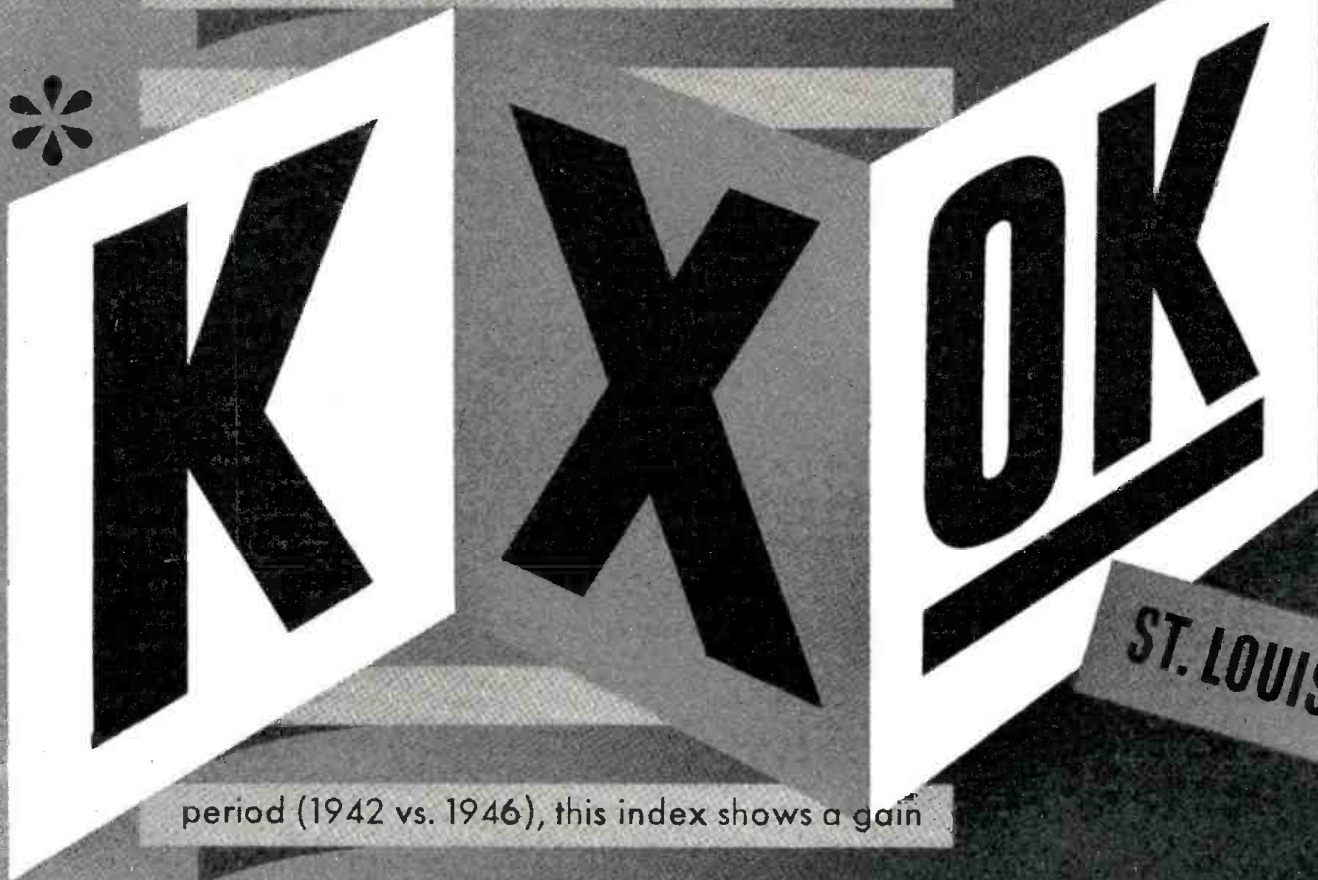
CAPE GIRARDEAU.....	KFVS 1400	250	Oscar C. Hirsch 324 Broadway 2104	.....	Oscar C. Hirsch, Owner-Mgr.	Ralph L. Hirsch, Coml. Mgr. ..... Pearson Standard UP
CARTHAGE.....	KDMO (Construction Permit) 1490	250	Carthage Bcstg. Co. Bank of Carthage Bldg.	.....	Lloyd C. McKinney } Partners John J. Hale }	.....
CLAYTON (St. Louis 5).....	*KFUO 850-SH	5,000	Evangelical Lutheran Synod 801 De Mun Ave. Delmar 3030	.....	Rev. Herman H. Hohenstein, Dir. Rev. Paul C. Barth, Dir. of Pub. Rel.	Albert H. Wiese, Chief Engr. ..... World UP
CLAYTON (St. Louis 5).....	KXLW 1320	1,000-D	Saint Louis County Bcstg. Co. 8135 Forsythe Blvd. Delmar 1320	.....	Guy Runion, Pres. & Gen. Mgr. Leslie P. Ware, Local Sales Mgr.	Edgar J. Mothershead, Assist. Mgr. & Prom. Mgr. Dennis P. Volas, Chief Engr. ..... AP, UP, INS
COLUMBIA.....	KFRU 1400	250	KFRU Inc. 9th and Elm 414	ABC	Elsley Roberts, Pres. Mahlon R. Aldridge, Mgr. & Coml. Mgr.	Harold Douglas, Prog. Dir. Robert Haigh, Chief Engr. ..... Blair Lang-Worth AP, UP
FLAT RIVER.....	KFMO (Construction Permit) 1240	250	Oscar C. Hirsch Flat River	.....	Oscar C. Hirsch, Owner	.....
HANNIBAL.....	KHMO 1340	250	Courier-Post Publishing Co. 102 1/2 S. Main St. 3430	MBS	E. L. Sparks, Secy.-Tress. Wayne W. Cribb, Gen. & Coml. Mgr.	U. Scott Smith, Prog. & Cont. Dir. Ben Parrish, Chief Engr. ..... Pearson Thesaurus, World AP
JEFFERSON CITY.....	KWOS 1240	250	Capitol Bcstg. Co. 210 Monroe St. 4000	MBS KBS	R. C. Goshorn, Pres. R. L. Rose, Secy. & Gen. Mgr.	Ray Manning, Station Mgr. & Prog. Dir. Harold White, Chief Engr. ..... Sears & Ayer Lang-Worth AP
JOPLIN.....	KSWM 1230	250	Air Time Inc. Hotel Connor 7260	CBS	Austin A. Harrison, Pres. & Gen. Mgr. Warren D. Lowry, Coml. Mgr.	Roger Page Jr., Prog. Dir. Noel Ball, Prom. Mgr. Austin A. Harrison, Chief Engr. ..... Rambeau World UP
JOPLIN.....	WMBH 1450	250	Joplin Bcstg. Co. Frisco Bldg. 380	MBS	D. J. Poyner, Gen. Mgr. Abe Radunsky, Coml. Mgr. Roy Wilson, Prog. Dir.	Charles D. Blair, Prom. Mgr. Richard Meek, Chief Engr. ..... Sears & Ayer Standard, Thesaurus AP
KANSAS CITY 6.....	KCKN 1340	250	The KCKN Bcstg. Co. Wallower Bldg. Victor 3864	MBS	Ben Ludy, Gen. Mgr. Ellis Attebery, Mgr. Joe Story, Coml. Mgr.	George Stump, Prod. Mgr. Max Williams, Chief Engr. ..... Capper Standard AP, UP
KANSAS CITY 6.....	KCMO 1480	5,000 CP-50,000-LS CP-10,000-N	KCMO Bcstg. Co. Commerce Bldg. Victor 0900	ABC	T. L. Evans, Pres. E. K. Hartenbower, Gen. Mgr. Clarence Breazeal, Assist. Mgr.	J. B. Tremble, Prog. Dir. Farrell Strawn, Prom. Dir. Karl Troeglen, Tech. Dir. ..... Pearson Lang-Worth Standard AP, UP
KANSAS CITY 6.....	KMBC 980	5,000	Midland Bcstg. Co. Pickwick Hotel Harrison 2650	CBS	Arthur B. Church, Pres. & Owner Karl R. Koerber, Vice-Pres. & Managing Dir. Sam H. Bennett, Vice-Pres. & Dir. of Sales	Roderick Cupp, Prog. Dir. E. P. J. Shurick, Dir. of Prom. Ray Moler, Chief Engr. ..... Free & Peters World AP, UP
KANSAS CITY 17.....	WDAF 610	5,000	The Kansas City Star Co. 1729 Grand Ave. Harrison 1200	NBC	Roy A. Roberts Dean Fitzner, Gen. Mgr. V. S. Batton, Assist. Mgr.	Harry J. Kaufmann, Prog. Dir. Randall Jesse, Assist. Prog. Dir. Joseph A. Flaherty, Chief Engr. ..... Petry Standard AP
KANSAS CITY 6.....	WHB 1,000-D CP-5,000-U	1,000-D CP-5,000-U	WHB Bcstg. Co. Scarritt Bldg. Harrison 1161	MBS Kansas	Donald D. Davis, Pres. & Coml. Mgr. John F. Cash, Vice-Pres. John T. Schilling, Vice-Pres. & Gen. Mgr. Hal H. McHaney, Prin.	John Wahlstedt, Prog. Dir. John Griner, Dir. Plans & Prom. Henry Goldenberg, Chief Engr. ..... Blair Associated AP
KENNETT.....	KBOA (Construction Permit) 830	1,000-D	Kennett Bcstg. Corp. Kennett	.....	.....	.....
MEXICO.....	KXEO (Construction permit) 1340	250	Audrain Bcstg. Co. Mexico	.....	John A. Badaracco, Pres.	.....
POPLAR BLUFF.....	KWOC 1340	250	McCarthy-Tedrick-Wolpers Poplar Bluff 1310	MBS	O. A. Tedrick, Chief Owner William R. Tedrick, Station & Coml. Mgr.	Byron Kearbey Jr., Prod. & Prom. Mgr. Don M. Lidenton, Chief Engr. ..... Pearson World AP
ST. GENEVIEVE.....	KSGM (Construction Permit) 1450	250	The Donze Co. 245 Merchant St.	.....	Elmer L. Donze } Partners Norbert B. Donze }	.....



YEAR AFTER YEAR, based on the Hooper

"share of audience" Index, KXOK has shown

a *substantial* audience gain. Over a five-year



ST. LOUIS

period (1942 vs. 1946), this index shows a gain

of 81.0% in KXOK's morning audience, 19.2%

in the afternoon, and 38.4% in the evening.

WHY the continuing uptrend? *More* programs and *better* programs! Rush Hughes, Weathercasts, Complete News Coverage, Bruce Barrington, Safety Campaign — *plus* ABC's top network shows — these are part of the programming line-up that has had strong box-office appeal for KXOK.



630

K I L O C Y C L E S

5000 WATTS... FULL TIME  
OWNED AND OPERATED BY  
THE ST. LOUIS STAR-TIMES  
BASIC STATION ABC NETWORK

For complete details, call a JOHN BLAIR representative.

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## MISSOURI—(Continued)

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ST. JOSEPH 7	KFEQ 680	5,000	KFEQ Inc. KFEQ Bldg. 4-0813	ABC, MBS	Barton Pitts, Pres. & Gen. Mgr. Glenn G. Griswold, Coml. Mgr. Harry H. Packard, Prog. Dir.	J. Ted Branson, Prom. Mgr. J. Weasley Koch, Chief Engr.	Headley-Reed Lang-Worth, Thesaurus UP
ST. JOSEPH	KRES 1230	250	Missouri Valley Bcastg. Inc. 113 S. 7th St. 4-6346		Paul E. Roscoe, Gen. Mgr. J. J. Fitzgerald, Coml. Mgr. Hank Henry, Prog. Dir.	Dave Widder, Prod. Mgr. Charles Wiesemann, Chf. Engr. & Asst. Mgr. Dottie Killgore, Traffic Mgr.	Sears & Ayer AP
ST. LOUIS 2	KMOX 1120	50,000	Columbia Bcastg. System Inc. 401 S. 12th St. Central 8240	CBS	Wm. S. Paley, (CBS) Chm. of Bd. Frank Stanton, (CBS) Pres. Wendell B. Campbell, Gen. Mgr. J. Soulard Johnson, Dir. Publ. Rel.	Carter Ringley, Gen. Sales Mgr. Jack Sexton, Prog. Dir. Louis McC. Young, Chief Engr.	Radio Sales Associated, Lang-Worth AP, UP
ST. LOUIS 1	KSD 550	5,000-LS 1,000-N CP-5,000	Pullitzer Publishing Co. 1111 Olive St. Main 1111	NBC	Joseph Pulitzer, Pres. George M. Burbach, Gen. Mgr.	Edward W. Hamlin, Coml. Mgr. Robert Coe, Tech. Supvr.	Free & Peters Thesaurus, World AP
ST. LOUIS 8	KWK 1380	5,000-LS 1,000-N	Thomas Patrick Inc. Chase Hotel Rosedale 8210	MBS	Robert T. Convey, Pres. Ray E. Dady, Vice-Pres. & Station Dir. V. E. Carmichael, Vice-Pres. & Coml. Dir.	John W. Tinnea, Asst. Station Dir. Russell C. Kaiser, Prog. Dir. T. E. Richter, Publ. & Prom. Dir. N. J. Zehr, Chief Engr.	Raymer World AP, UP
ST. LOUIS 1	KXOK 530	5,000	Star-Times Publishing Co. 12th & Delmar Blvds. Chestnut 8700	ABC	Elzey Roberts, Pres. C. L. Thomas, Mgr. V. N. Springgate, Sales Mgr.	E. G. Muschany, Prod. Dir. Foster H. Brown, Prom. Mgr. Arthur F. Rekart, Chief Engr.	Blair Associated, Standard AP, UP, INS Reuters
ST. LOUIS 8	WEW 770	1,000-D	St. Louis U. 3642 Lindell Blvd. Franklin 5665		Rev. Patrick J. Holloran, S.J., U. Pres. Nicholas Pagliara, Gen. Mgr.	Leonard Frankel, Sales Prom. Dir. Don Lochner, Prog. Dir. Bro. G. E. Rueppel, S.J., Chief Engr.	Pearson Lang-Worth, Standard, World INS
ST. LOUIS 8	WIL 1230	250	Missouri Bcastg. Corp. Melbourne Hotel Jefferson 8403		L. A. Benson, Pres. C. W. Benson, Vice-Pres. & Gen. Mgr. Robert L. Brockman, Coml. Mgr.	Neil Norman, Prog. Dir. & Prom. Mgr. Edward Goodberlet, Chief Engr.	Rambeau Lang-Worth, MacGregor, Standard AP
SEDALIA	KDRO 1490	250	Milton J. Hinlein 2100 W. Broadway 4004	MBS KBS	Milton J. Hinlein, Owner & Oper. Herbert W. Brandes, Gen. Mgr. William W. Davis, Coml. Mgr.	Maxine Fisher, Prog. Dir. Wayne Pash, Chief Engr. Herbert Young J	Forjoe UP
SPRINGFIELD	KGBX 1260	5,000	Springfield Bcastg. Co. 508 St. Louis St. 1360	NBC	T. W. Duvall, Pres. J. G. Wardell, Gen. & Coml. Mgr. Carl Fox, Prog. Dir.	Dudley Morris, Prom. Mgr. Dennis White, Chief Engr.	Hollingbery Thesaurus AP
SPRINGFIELD	KTTS 1400	250	Independent Bcastg. Co. Chamber of Commerce Bldg. 4308	CBS, MBS	J. H. G. Cooper, Pres. G. P. Ward, Vice-Pres. & Gen. Mgr. Bob Burke, Coml. Mgr.	Arthur Smith, Prog. Dir. W. F. Curry, Chief Engr.	Sears & Ayer MacGregor, World AP
SPRINGFIELD	KWTO 560	5,000-LS 1,000-N	Ozark Bcastg. Co. 508 St. Louis St. 3-2800	ABC	R. D. Foster, Pres. & Gen. Mgr. Leslie L. Kennon, Asst. Mgr.	William J. McCord, Prog. Dir. Fritz Bauer, Chief Engr.	Pearson Lang-Worth UP
WEST PLAINS	KWPM (Construction permit) 1450	250	Robert Neathery 24 Court Square 666		Robert Neathery, Owner		


## MONTANA

ANACONDA	KANA 1230	250	Mosby's Inc. Anaconda 136		A. J. Mosby, Pres. Don Jones, Mgr. Robert Carroll, Coml. Mgr.	Marwood Patterson, Prog. Dir. Charles Currie, Chief Engr.	Weed Lang-Worth UP
BILLINGS	KBMY 1240	250	Billings Bcastg. Co. Box 1101 3838	MBS KBS Intermountain	Robert E. Mulvaney, Managing Partner F. J. Robischon, Gen. & Coml. Mgr.	Charles du Bois, Prog. Dir. George C. Martin, Prom. Mgr. Richard E. Kaiser, Chief Engr.	Griffith Lang-Worth, MacGregor AP
BILLINGS	KGHL 790	5,000	Northwestern Auto Supply Co. 5th & N. Broadway, 2222	NBC	C. O. Campbell, Pres. Ed Yocum, Gen. & Coml. Mgr. M. V. Braunberger, Station Mgr.	June Leff, Prom. Mgr. Jeff Kitchli, Chief Engr.	Katz Standard, Thesaurus, World UP
BOZEMAN	KXLQ 1450	250	KRBM Broadcasters Inc. Bozeman 1420	NBC Z-Bar, PNB	E. A. Neath, Pres. & Gen. Mgr. J. Ray Bridges, Sales Mgr. Norman Penwell, Prog. Dir.	Betty Haskell, Prom. Mgr. Jack Provis, Chief Engr.	Walker Lang-Worth UP
BUTTE	KBOW 1490	250	Copper City Radio Co. P. O. Box 1932 7429	NBC	Frank Reardon, Pres. Leon Lloyd, Gen. Mgr.	Robert Athearn, Prog. Dir.	Thesaurus UP
BUTTE	KOPR (Construction permit) 560	1,000	Montana Bcastg. Co. Butte	ABC	Frank C. Carman, Pres.		
BUTTE	KXLF 1370	5,000	KGIR Inc. Box 1966 2-2344	NBC Z-Bar, PNB	Ed Craney, Managing Dir. Arne E. Anzjon, Gen. Mgr. S. J. Schile, Coml. Mgr.	Mei Jass, Prog. Dir. W. J. Provis, Chief Engr.	Walker Lang-Worth, MacGregor, SESAC UP
GREAT FALLS	KFBB 1810	5,000	Buttrey Broadcast Inc. First National Bank Bldg. 4377	CBS	Fred Birch, Pres. J. P. Wilkins, Mgr.	LeRoy Stahl, Prog. Dir. Wilbur Myhre, Chief Engr.	Weed Cole, Thesaurus UP
GREAT FALLS	KMON (Construction permit) 970	5,000	Sun River Bcastg. Co. Great Falls		O. P. Soule, Pres.		
GREAT FALLS	KXLK (Construction permit) 1400	250	Great Falls Bcastg. Co. Park Hotel 2-2453	Z-Bar	R. Larcombe, Pres. K. O. MacPherson, Station Mgr.	H. W. Stewart, Prog. Dir. Charles Mohler, Chief Engr.	Walker Lang-Worth UP
HAVRE	KAVR 1240	250	Montana Broadcasters Hotel Havre 888		Jessica L. Longston, Pres. Truman B. Hinkle, Gen. Mgr. Raymond C. Kennedy, Coml. Dir.	Larry Gordon, Prog. Dir. Carlesta F. Haston, Prom. Mgr. Rodney L. Sams, Chief Engr.	Grant World UP
HAVRE	KOJM (Construction permit) 730	1,000-D	North Montana Bcastg. Co. 224 6th St.		F. W. Aubin E. J. Pepin Leo J. Billings George H. Bauer } Partners		



On the Calendar...

1947

SUN	MON	TUE	WED	THUR	FRI	SAT
 <h1>KSD-TV</h1> <p>The ST. LOUIS POST-DISPATCH TELEVISION Station</p> <p>AND</p> <h1>KSD-FM</h1> <p>The ST. LOUIS POST-DISPATCH Frequency Modulation Station</p>						



KSD is the NBC basic station for St. Louis; it is 225 miles to the nearest other NBC basic outlet. KSD is the only broadcasting station in St. Louis with the full service of the Associated Press—the AP news wires plus the PA radio wire. KSD is recognized throughout its listening area for its high standard of programming and advertising acceptance. To sell the great St. Louis Market, use "The Combination that Clicks"—KSD-NBC-AP.

# KSD

ST. LOUIS • 550 KC

Owned and Operated by the  
**ST. LOUIS POST-DISPATCH**

National Advertising Representatives

**FREE & PETERS, INC.**

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 February 15, 1947)

MONTANA—(Continued)

City	Call Letters and Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Services
HAVRE	KWRA 1340	250	Northern Bcstg. Co. Masonic Temple Bldg.		William E. Ray, Pres.	
HELENA	KXLJ 1240	250	Peoples Forum of the Air 1306 11th Ave. 1240	NBC Z-Bar	Barclay Craighead, Pres. K. O. MacPherson, Gen. Mgr.	Walker Lang-Worth UP
KALISPELL	KGEZ 1340	100	Donald C. Treloar 203 1st Ave. E. 832		Don C. Treloar, Owner & Gen. Mgr. G. Millhouse, Coml. Mgr. M. Driscoll, Prog. Dir.	Paul Johnston, Prom. Mgr. Wm. Patterson, Chief Engr. World UP
LEWISTOWN	KXLO (Construction permit) 1230	250	Capital Bcstg. Co. Lewistown		George Bennett, Part-Owner	
LIVINGSTON	KPRK 1340	250	Yellowstone Amusement Co. Box 952 1000		Paul McAdam, Pres. Walter R. Carle, Gen. Mgr. Jack Swenson, Coml. & Prom. Mgr.	Bob Greer, Prog. Dir. John Boor, Chief Engr. Lang-Worth, SESAC AP
MILES CITY	KRJF 1340	250	Star Printing Co. 13 N. 6th 1340	MBS KBS Inter-Mountain	W. F. Fling, Gen. Mgr. Don Tannehill, Station & Coml. Mgr.	Boh Wilson, Prog. Dir. Norm Carson, Prog. Mgr. I. A. Elliot, Chief Engr. World UP
MISSOULA	KGVO 1290	5,000-LS 1,000-N	Mosby's Inc. 132 W. Front St. 2155	CBS	A. J. Mosby, Pres. M. E. Dixon, Coml. Mgr.	W. C. Blanchette, Prog. Dir. Lawrence Smitb, Chief Engr. Weed Lang-Worth UP
MISSOULA	KXLL (Construction permit) 1450	250	Western Montana Associates 425 Beverly Ave.,		Ed. B. Craney Louis Wazner P. M. Goodover, Pres. } Owners	Barclay Craighead A. T. Hibbard W. H. McLeod, Jr. } Owners
SHELBY	KIYI (Construction permit) 1230	250	Tri-County Radio Corp. 531 First Ave. S.		Jack C. Toole, Pres.	
SIDNEY	KGCX 1480	1,000	E. E. Krebsbach 109 S. Central Ave. 408	MBS KBS Great Northern	E. E. Krebsbach, Owner & Gen. Mgr. E. C. Krebsbach, Coml. Mgr.	G. Melvin King, Prom. Mgr. O. H. Halvorson, Chief Engr. Walker Thesaurus UP

NEBRASKA

FREMONT	KORN 1400	250	Nebraska Bcstg. Corp., 118 E. 5th St. 1060	MBS KBS	Arthur Baldwin, Pres. W. H. Baldwin, Vice-Pres. & Station Mgr. G. E. Bentz, Coml. Mgr.	Ray Arvin, Prog. Dir. M. Christensen, Prom. Mgr. Ken Dumas, Chief Engr. Sears & Ayer Lang-Worth AP
GRAND ISLAND	KMMJ 760 L-WBS	1,000-D	KMMJ Inc. Cedar & Division 708	ABC	Don Searle, Pres. Wick Heath, Gen. Mgr. Bill Martin, Coml. Mgr.	Orle Kerwood, Prog. Dir. Ray Kozak, Prom. Mgr. Norval Larsen, Chief Engr. Headley-Reed Standard UP
HASTINGS	KHAS 1230	250	Nebraska Bcstg. Co. Tribune Bldg. 1745	MBS KBS	Fred Seaton, Chief Owner D. L. Watts, Gen. & Coml. Mgr.	H. Clark, Prog. & Prom. Mgr. D. A. Allison, Chief Engr. Cox & Tanz World Transradio
KEARNEY	KGFW 1340	250	Central Neb. Bcstg. Corp. Federal Annex Bldg. 2-3541	MBS KBS	Lloyd C. Thomas, Pres. E. Anson Thomas, Vice-Pres. Peg Biber, Prog. Dir.	Wayne Beavers, Prom. Mgr. Jack Lewis, Chief Engr. UP
LINCOLN	KFAB 1110	50,000	KFAB Bcstg Co. Sharp Bldg., 2-3214	(See Omaha Listing)		
LINCOLN 8	KFOR 1240	250	Cornbelt Bcstg Corp. Stuart Bldg., 2-6965	ABC MBS	C. T. Stuart, Pres. & Gen. Mgr. Harry Peck, Station Mgr. Jack Huston, Prog. Dir.	Vic Williams, Prom. Mgr. C. W. Winkler, Chief Engr. Petry Associated, Standard AP, INS
NORFOLK	WJAG 780 L-WBMM	1,000	Norfolk Daily News Norfolk 432		Gene Huse, Pres. Art Thomas, Mgr. Bob Thomas, Assist. Mgr.	Wayne Larson, Chief Anncr. Frank Weidenbach, Chief Engr. Walker Lang-Worth AP
NORTH PLATTE	KODY 1240	250	Radio Station WOW Inc. 1521 W. 12th St. 382	NBC KBS	John J. Gillin Jr., Pres. John Alexander, Gen. Mgr. Joe di Natale, Coml. Mgr.	Jerry Wing, Prom. Mgr. Jay Blakesley, Chief Engr. Blair Lang-Worth Standard AP, UP
OMAHA 2	KBON 1490	250	Inland Bcstg. Co. 2027 Dodge St. Jackson 8282	MBS	P. R. Frye, Vice-Pres. & Gen. Mgr. Richard E. Welns, Assist. Mgr.	M. K. Doyle, Prom. Mgr. Percy R. Zeigler, Chief Engr. Weed World AP
OMAHA	KFAB 1110	50,000	KFAB Bcstg. Co. Farnam Bldg., Jackson 3420	CBS	Joe Seacrest, Chairman of Board Harry Burke, Gen. & Coml. Mgr. L. A. Miller, Prog. Dir.	H. E. Roll, Dir. of Prom. & Publ. Mark Bullock, Chief Engr. Free & Peters SESAC, Standard AP, UP
OMAHA 2	KOIL 1290	5,000	Central States Bcstg. Co. Omaha National Bank Bldg. Jackson 7626	ABC	Chas. T. Stuart, Pres. & Gen. Mgr. W. J. Newens, Station Mgr. W. O. Edholm, Sales Mgr. Forrest Blair, Natl. Sales Mgr.	Virgil Sharpe, Prog. Dir. Victor Williams, Prom. Mgr. C. W. Winkler, Chief Engr. Petry Associated Standard AP, INS
OMAHA 2	KOWH 660	500-D	World Publishing Co. World-Herald Bldg. Atlantic 2228		H. Dooryl, Pres. B. C. Corrigan, Gen. Mgr.	Frank E. Shopen, Chief Engr. Hollingbery Associated, Standard, World UP
OMAHA 2	WOW 590	5,000	Radio Station WOW Inc. Insurance Bldg. Webster 3400	NBC	John J. Gillin Jr., Pres. & Gen. Mgr. Lyle DeMoss, Prog. Mgr. Bill Wiseman, Prom. Mgr.	Wm. J. Kotera, Chief Engr. Joseph Herold, Tech. Supvr. Blair SESAC, Standard Thesaurus AP, UP
SCOTTSBLUFF	KOLT 1320	1,000	Hilliard Co. 1517 1/2 Broadway. 856	CBS KBS	L. L. Hilliard, Pres. & Mgr. Russ M. Stewart, Sales Mgr.	W. M. Walter, Prog. Dir. H. A. Morrison, Chief Engr. Standard UP

NEVADA

BOULDER CITY	KBNE 1450	250	Boulder City Bcstg. Co. 701 Ave. "R" 247	MBS	J. C. Manix, Pres. C. A. Savage, Gen. & Coml. Mgr.	Don Ashbaugh, Prog. & Prom. Mgr. Robert Maichle, Chief Engr. World UP
ELKO	KERS (Construction permit) 1340	250	Elko Service Co. (Temp.) P. O. Box 383 Logan, Utah		Herschel Bullen, Owner	
ELY	KELN (Construction permit) 1230	250	Boulder City Bcstg. Co. Ely		J. Clarence Manix, Pres.	
LAS VEGAS	KENO 1400	250	Nevada Bcstg. Co. Box 1810 1-400	ABC	Maxwell Kelch, Chief Owner & Gen. Mgr. Paul R. Gang, Coml. Mgr.	Peggy Maxwell, Prog. Dir. L. A. Newsome, Assist. Mgr. & Prom. Mgr. H. H. Haas, Chief Engr. Griffith Thesaurus INS
LAS VEGAS	KLAS (Construction permit) 1230	250	Las Vegas Bcstg. Co. Las Vegas		C. L. McCarthy, Pres.	
RENO	KATO 1340	250	Sierra Bcstg. Co. Box 2231 2-4501	MBS Don Lee	R. K. Wittenberg, Pres. & Ch. Engr. Robert L. Stoddard, Gen. Mgr.	Ray Bohannon, Coml. Mgr. Tom Magowan, Prog. Dir. Grant Standard UP
RENO	KOH 680	1,000	McClatchy Bcstg. Co. of Nev. 148 Stevenson St. 5106	NBC	Eleanor McClatchy, Pres. Hewitt Kees, Mgr.	Merle Snider, Office Mgr. Irvin Carlsen, Chief Engr. Raymer Thesaurus, World AP, UP



**NEW**

# **KFAB**

COLUMBIA BROADCASTING SYSTEM

**NOW  
50,000 WATTS**

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NEBRASKA ·**

**HARRY BURKE**  
General Manager

Represented By  
**FREE & PETERS, Inc.**

**DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES**

**NEVADA—(Continued)**

City	Call Letters and Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Services
RENO	KOLO 920	1,000	Reno Bcast. Co. 38 Sierra St. 2-4516	CBS	David McKay, Pres. & Gen. Mgr. H. W. Thompson, Coml. Mgr. Dave K. Dorris, Prog. Dir.	Dorothy Culver, Prom. Mgr. Kenneth Owen, Chief Engr. Young Capitol, Lang-Worth AP
RENO	KXXL 1230 (Construction permit)	250	The Voice of Reno 709 S. Center St.	.....	Chester L. Gonca, Owner	.....

**NEW HAMPSHIRE**

BERLIN	WMOU 1230	250	White Mountain Bcast. Co. 40 Main St. 1797	.....	Warren M. Greenwood, Gen. Mgr. C. S. Holbrook, Coml. Mgr.	Gerry Stetson, Prog. Dir. Richard Washington, Chief Engr. Broadcast Adv. Kettell-Carter Associated, SESAC AP
CONCORD	WKXL 1450	250	Hon. Charles M. Dale Eagle Hotel 4180	MBS Yankee	Hon. Charles M. Dale, Owner Bert Georges, Gen. Mgr. Robert A. Kelley, Station Mgr. Richard Shepard, Coml. Mgr.	Norman E. Bailey, Prog. Dir. Dal Wyant, Prom. Mgr. George Jowdy, Chief Engr. Bannan, Walker Capitol, Lang-Worth AP
KEENE	WKNE 1290	5,000	WKNE Corp. 17 Dunbar St. 2080	CBS	Joseph K. Close, Pres. Richard G. Bath, Vice-Pres. & Gen. Mgr.	Robert M. Peebles, Prog. Dir. Barbara Williams, Prom. Dir. Ernest F. Batchelder, Chief Engr. Headley-Reed Kettell-Carter Thesaurus, World UP
LACONIA	WLNH 1840	250	Northern Bcast. Co. 653 Main St. 501	MBS KBS Yankee	Charles S. Jenny, Vice-Pres. M. B. Avery, Mgr. & Coml. Mgr.	Sherwin Greenlaw, Prog. Dir. Wilfred Ledoux, Chief Engr. Bannan Thesaurus AP
MANCHESTER	WFEA 1870	5,000	WFEA Inc. 286 Franklin St. 4656	CBS	Harry M. Bitner, Pres. Melvin C. Green, Gen. Mgr. William C. Engel, Assist. Mgr.	Warren Jounray, Prog. Dir. R. A. B. Schow, Chief Engr. Katz, Kettell-Carter Lang-Worth Thesaurus AP
MANCHESTER	WKBR 1240	250	Granite State Bcast. Co. 155 Front St. 9456	MBS Yankee	William J. Barkley, Pres. William F. Rust Jr., Gen. Mgr. & Chief Engr. Robert Martinesi, Coml. Mgr.	Arthur I. Rothafel, Prog. Dir. William F. Rust Jr., Chief Engr. Bannan, Walker Standard UP
MANCHESTER	WMUR 610	5,000-LS 1,000-N	The Radio Voice of N. H. Inc. 1819 Elm St. 2090	ABC	Francis P. Murphy, Pres. Hervey Carter, Mgr. & Prog. Dir.	Paul Sheldon, Prom. Mgr. Vincent H. Chandler, Chief Engr. Weed World AP
PORTSMOUTH	WHEB 750 L-WSB	1,000	WHEB Inc. Lafayette Highway 4080	MBS Yankee	Hon. C. M. Dale, Pres. & Sole Owner Bert Georges, Vice-Pres. & Gen. Mgr. William Dawson, Coml. Mgr.	Winslow Bettinson, Prog. Dir. Dal Wyant, Prom. Dir. Paul G. Lindsay, Chief Engr. Bannan, Walker Capitol, World AP

**NEW JERSEY**

ASBURY PARK	WCAP 1810 ST-WCAM, WTNJ	500	Radio Industries Broadcast Co Electric Bldg. 2-8600	.....	Walter W. Reid Jr., Pres. Morris Scheck, Vice-Pres. Walter J. Reid, Coml. Mgr.	V. N. Scholes, Prog. Dir. Mathew Porter, Chief Engr. World AP
ATLANTIC CITY	WBAB 1490	250	Press-Union Publishing Co. 1900 Atlantic Ave. 5-1111	CBS	Albert J. Feyl, Pres. M. L. Mendelsohn, Gen. & Coml. Mgr. Ralph D. Shoemaker, Prog. Dir.	Earle Godfrey, Chief Engr. Headley-Reed World AP
ATLANTIC CITY	WFPG 1450	250	Neptune Bcast. Corp. Steel Pier 5-2188	ABC	John J. Laux, Pres. Edwin E. Kohn, Gen. Mgr. I. F. Teetsell, Asst. & Coml. Mgr.	Edgar A. Sweet, Prog. Dir. B. K. Thron, Chief Engr. & Prom. Dir. McGillvra Thesaurus UP
ATLANTIC CITY	WMID (Construction permit) 1840	250	Mid Atlantic Bcast. Co. Convention Hall	MBS	Earl M. Johnson, Pres. Leslie Biehl, Mgr.	Max Urlass, Chief Engr. .....
BRIDGETON	WSNJ 1240	250	Eastern States Bcast. Corp. Bridgeton 1600	KBS	Elmer H. Wene, Pres. Paul Alger, Gen. Mgr. Jerry Alden, Sales Mgr.	Don Hart, Prog. Dir. Francis Fekel, Chief Engr. Clark Thesaurus UP
CAMDEN	WCAM 1810 ST - WCAP, WTNJ	500	City of Camden City Hall 8690	.....	William H. Markward, Chg. City Bureau of Bcastg.	C. E. Onens, Chief Engr. .....
JERSEY CITY	WHOM 1480	1,000-LS 500-N	.....	(See New York City listing)	.....	.....
NEWARK 1	WAAT 970	1,000	Bremer Bcast. Corp. 11-15 Hill St. Mitchell 2-6400	.....	I. R. Rosenhaus, Pres. & Gen. Mgr. A. B. Schillin, Vice-Pres. Chg. Loc. Sales V. A. Bennett, Vice-Pres. Chg. Nat. Sales	Dale Kennedy, Prog. Dir. R. B. Macdougall, Prom. Mgr. F. V. Bremer, Vice-Pres. Chg. of Engring. Radio Advertising Associated World AP, UP
NEWARK	WHBI 1280 ST-WOV	2,500-LS 1,000-N	May Radio Broadcast Corp. 100 Shipman St.	.....	James L. Shearer, Pres. & Gen. Mgr.	.....
NEWARK	WNJW (Construction permit) 1480	5,000	North Jersey Radio Inc. 215 Market St.	(See WBYN Brooklyn)	.....	.....
NEW BRUNSWICK	WCCT 1450	250	Chanticleer Bcast. Corp. 885 George St. 2-9020	.....	James L. Howe, Pres. & Gen. Mgr. E. C. Derryberry, Sales Mgr.	Jerome H. Baker, Prog. Dir. Robert L. Williams, Chief Engr. World AP
PATERSON 1	WPAT 930	1,000-D	North Jersey Bcast. Co. 7 Church St. Armory 4-3400	.....	James V. Cosman, Pres. S. J. Flamm, Gen. Mgr. & Vice-Pres. Herman Fields, Coml. Mgr.	Ted Webbe, Prog. Dir. David T. Golden, Prom. Mgr. Earl F. Lucas, Chief Engr. McGillvra Associated, SESAC UP
TRENTON	WTNJ 1810 ST-WCAM, WCAP	500	WOAX Inc. 416 Bellevue Ave.	.....	F. J. Wolf, Vice-Pres. & Gen. Mgr.	.....
TRENTON 8	WTTM 920	1,000	Trent Broadcast Corp. 85 W. State St. 2-7127	NBC	Elmer H. Wene, Pres. Paul Alger, Gen. Mgr. F. A. Wellman, Sales Counselor	Dean Andrews, Prog. Dir. Arthur Scholz, Prom. Mgr. Theodore Kilmer, Chief Engr. McGillvra Thesaurus UP
VINELAND	WWEZ 1860	1,000-D	Community Bcast. Service Inc. 638 Wood St. 1832	.....	Joseph M. Bullock, Pres. John M. Whitman, Secy-Treas. A. Harry Zoog, Vice-Pres.	Ken Davidson, Prog. Dir. T. D. Hobart, Chief Engr. Lang-Worth World UP
ZAREPHATH	*WAWZ 1880 ST-WBNX	5,000-LS 1,000-N	Pillar of Fire Zarephath	.....	Arthur K. White } Co-Mgrs. Ray B. White }	Donald J. Wolfram, Prog. Dir. Nathaniel Wilson, Chief Engr. .....

**NEW MEXICO**

ALAMOGORDO	KYLE (Construction permit) 1230	250	Intermountain Bcast. Co. (Temp.) P. O. Box 438 Albuquerque, N. M.	.....	J. C. Morrison, Pres.	.....
ALBUQUERQUE	KGGM 1260 CP-610	1,000 CP-5,000	New Mexico Bcast. Co. Inc. Kino Theatre Bldg. 4545	CBS	A. R. Hebenstreit, Pres. Jack Skillen, Sales Mgr. R. Van Driel, Prog. Dir.	T. R. Schifani, Prom. & Pub. Mgr. Leonard F. Dodds, Chief Engr. T-H-S World AP, UP
ALBUQUERQUE	KOAT 1450	250	Rio Grande Bcast. Co. Inc. Box 1419 2-0657	ABC Zia	A. E. Buck, Pres. M. H. Tucker, Vice-Pres. & Gen. Mgr.	K. Lambertz, Coml. Mgr. & Prog. Dir. Larry Lyons, Chief Engr. Griffith Associated Capitol UP





**NEW MEXICO**

**KOAT**

Albuquerque

**KTRC**

Santa Fe

**KFUN**

Las Vegas

**KGAK**

Gallup

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Reach . . . 165,635 Population

Reach . . . 35,380 Radio Homes

Tap . . . \$78,744,000 In Retail Sales

**BUY THE ZIA NETWORK!**

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**An affiliate of the AMERICAN BROADCASTING COMPANY**

**DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES**

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 (Data corrected to February 15, 1947)

**NEW MEXICO—(Continued)**

City	Call Letters and Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Services
ALBUQUERQUE	KOB 1030 SA-770	10,000 SA-50,000-LS 25,000-N CP-50,000-U	Albuquerque Bcstg. Co. 418 W. Gold Ave. 4411	MBS-NBC	T. M. Pepperday, Pres. Roger Baker, Gen. Mgr. Rolf S. Nielson, Prog. Dir. (Acting)	Martha Summers, Traffic Mgr. George S. Johnson, Chief Engr. Free & Peters SESAC, Thesaurus AP, INS
ALBUQUERQUE	KVER (Construction permit) 1490	250	Intermountain Bcstg. Co. P. O. Box 438	.....	J. C. Morrison, Pres.	.....
AETESIA	KSVP 1450	250	Intermountain Bcstg. Co. Inc. 511 Main St. 650	AAA-Bar	S. V. Patrick, Pres. Lee Gordon, Temp. Station Mgr. Wayne S. Griffin, Sales Mgr.	W. H. Carman, Supv'sg. Engr. AAA-Bar Net Burney B. Jones, Chief Engr. KSVP Capitol, Standard AP
CARLSBAD	KAVE 1240	250	Carlsbad Bcstg. Corp. 800 S. Canal St. 244	CBS KBS, Southwest	Val Lawrence, Pres. Norman R. Loose, Gen. Mgr. Eugene Lindsay, Coml. Mgr.	Ethelbert Zachry, Prog. Dir. Harland Nitong, Chief Engr. T-H-S Standard AP
CLOVIS	KICA 1240	250	Hugh DeWitt Landis Woolworth Bldg.	MBS	Hugh DeWitt Landis, Owner R. B. McAllister, Gen. Mgr. Don Boles, Coml. Mgr.	Edward Brown, Prog. Dir. Sally Shuttleworth, Prom. Mgr. Vernon Hughes, Chief Engr.
CLOVIS	KCNM (Construction permit) 1450	250	New Mexico Bcstg. Co. (temp.) P. O. Box 1388 Albuquerque, N.M.	.....	A. R. Hebenstreit, Principal Owner	.....
GALLUP	KGAK 1230	250	Gallup Bcstg. Co. Box 1150 726	ABC Zia	Merle H. Tucker } Partners A. E. Buck } Merle H. Tucker, Gen. Mgr.	Stanley K. Brown, Station Mgr. & Sales Mgr. J. Kirkwood, Prog. Dir. W. D. Baer, Chief Engr. Griffith Associated, Cole World UP
HOBBS	KWEW 1490	100	W. E. Whitmore 110 E. Dunham 495	MBS KBS	W. E. Whitmore, Owner & Gen. Mgr. Harry McAdams, Coml. Mgr. & Assist. Station Mgr.	Layne Hungerford, Prog. Mgr. Joe F. Marquez, Chief Engr. MacGregor UP
HOT SPRINGS	KCHS 1400	250	Sierra Bcstg. Service Box 351 161	..... KBS	Leonard R. Trainer } Partners Reginald H. Shirk } Leonard R. Trainer, Gen. Mgr.	H. H. Bode, Coml. Mgr. Kemper S. Trainer, Prog. Dir. Carl G. Daubendick, Chief Engr. Cole, Standard UP
LAS VEGAS	KFUN 1230	250	Southwest Broadcasters Inc. Box 710 12	ABC Zia	E. N. Thwaites, Pres. & Gen. Mgr. H. Lee Jones, Coml. Mgr.	Dorothy G. Thwaites, Prog. Dir. A. F. Schultz, Chief Engr. Griffith Standard, World UP
RATON	KRTN (Construction permit) 1490	250	Southwest Broadcasters Inc. P. O. Box 710 Las Vegas, N. M.	.....	E. N. Thwaites, Pres.	.....
ROSWELL	KGFL 1400	250	KGFL, Inc. 810 N. Richardson St. 2000	MBS KBS	W. E. Whitmore, Pres. & Station Mgr. George F. Roberts, Coml. Mgr.	Dick Crosby, Prog. Dir. Melvin Unger, Chief Engr. Cole, MacGregor UP
ROSWELL	KRSM (Construction permit) 1340	250	New Mexico Bcstg. Co. (temp.) P. O. Box 1388 Albuquerque, N. M.	.....	A. R. Hebenstreit, Principal Owner	.....
ROSWELL	KSWs (Construction permit) 1230	250	McEvoy Bcstg. Co. 401 N. Richardson 303	.....	John A. McBoyle, Vice-Pres. & Gen. Mgr.	George R. Walsh, Coml. Mgr. Thesaurus AP
SANTA FE	KTRC 1400	250	New Mexico Publishing Co. 208 E. Marcy St. 286	ABC Zia	Frank C. Rand Jr., Pres. Ed Souder Jr., Station Mgr.	Milton Woodward, Chief Engr. Griffith Capitol Lang-Worth UP
SANTA FE	KVSF 1340 CP-1,000	100 CP-1,000	New Mexico Bcstg. Co. 759 Cerrillos Road 2020	CBS	A. R. Hebenstreit, Pres. Ivan R. Head, Gen. & Coml. Mgr.	H. L. Becker, Assist. Mgr. & Prog. Dir. Newman L. Keys, Chief Engr. T-H-S Associated, World AP, UP
SILVER CITY	KSIL 1340	250	Dorrance D. Roderick 17th & Cactus Sts. 611	CBS Southwest	Dorrance D. Roderick, Licensee Hillis F. Bell, Gen. & Coml. Mgr. Louise Upchurch, Prog. Dir.	Steve Alex, Assist. Mgr. G. W. Upchurch, Chief Engr. T-H-S Standard AP
TUCUMCARI	KTNM 1400	250	The McMa Agency P. O. Box 668 100	MBS KBS	Grady F. Maples } Fryde E. Hale } Partners R. B. McAllister } Grady F. Maples, Gen. Mgr.	J. Paul Aley, Coml. Mgr. Mickey M. Murphy, Prog. Dir. Arnold Haven Haun, Chief Engr. Lang-Worth AP, UP
<b>NEW YORK</b>						
ALBANY	WABY 1400	250	Adirondack Bcstg. Co. Radio Center	MBS	Harold E. Smith, Gen. Mgr. & Dir.	.....
ALBANY	WOKO 1460	1,000-LS 500-N	WOKO Inc. Radio Center	ABC	Harold E. Smith, Gen. Mgr.	.....
AUBURN	WMBO 1840	250	WMBO Inc. 141 Genesee St. 488	MBS KBS	F. L. Keesee, Gen. & Coml. Mgr. William J. Fischman, Prog. Dir.	Herbert J. House, Chief Engr. Clark SESAC Thesaurus AP
BATAVIA	WBTA 1490	250	Batavia Bcstg. Co. 90 Main St. 715	MBS	Edmund R. Gamble, Pres. & Gen. Mgr. Robert E. Newstead, Coml. Mgr.	Gordon Bridge, Prog. Dir. & Prom. Mgr. Fred Callendar, Chief Engr. Wood Thesaurus AP
BINGHAMTON	WINR 1490	250	Southern Tier Radio Service Inc. Robinson Bldg. 4-4318	NBC	Donald W. Kramer, Pres. E. R. Vadeboncoeur, Vice-Pres. David Carpenter, Gen. Mgr. C. Allan Bengtson, Sales Mgr.	Bernard Morley, Prog. Dir. Shirley Wilson, Prom. Dir. A. A. Kelley, Chief Engr. Headley-Reed AP
BINGHAMTON	WNBF 1290	5,000	Clark Associates Inc. Arlington Hotel 2-3461	CBS	John C. Clark Sr., Pres. & Chief Owner Cecil D. Mastin, Gen. Mgr. Stanley N. Heslop, Coml. Mgr.	Cay Maloney, Prog. Dir. E. Ray McCloskey, Prom. Mgr. Lester H. Gilbert, Chief Engr. Bolling World UP
BINGHAMTON	WKOP (Construction permit) 750	1,000-D	The Binghamton Broadcasters 9 Perkins Ave. 2-2784	.....	Andrew Jarema, Pres. & Gen. Mgr.	.....
BROOKLYN 2	*WBBR 1330 ST-WEVD, WHAZ	1,000	Watch Tower Bible & Tract Soc. Inc. 124 Columbia Heights Main 4-9785	.....	M. A. Howlett, Gen. Mgr.	R. H. Leffler, Chief Engr. INS



# FIRST

## AMONG THE INDEPENDENTS

The "Log of Nine New York Stations" by Radio Reports, Inc. (December 1946) shows:

**MORE ADVERTISERS USE  
WHN THAN ANY OTHER  
INDEPENDENT STATION**

This popular station, moreover, outclassed all but one of the network key stations in national spot and local advertising.

*Use the station other advertisers use most...*

New York's biggest radio buy

**TED HUSING'S BANDSTAND**

Participating sponsorship in  
Three- and Six-Times  
Weekly strips



# WHN

## NEW YORK

50,000 WATTS • 1050 KILOCYCLES

*Represented by 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 Sunset.    L—Limited Time with Dominant Station.    SA—Special Authorization.  
 (Data corrected to February 15, 1947)

## NEW YORK—(Continued)

City	Call Letters and Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Trans. Library News Services	
BROOKLYN 17.....	WBYN 1480	1,000-LS 600-N	North Jersey Radio Inc. 1 Nevins St. Triangle 5-3300	.....	Edward W. Scudder Jr., Pres. Charles F. Nicholson, Vice-Pres. Otis P. Williams, Gen. Mgr.	William Fariss, Prog. Dir. Peter Testan, Chief Engr.	..... Thesaurus AP
BROOKLYN.....	WLIB 1190 L-WOWO	1,000		(See New York City listing)			
BUFFALO 2.....	WBEN 980	5,000	WBEN Inc. Hotel Statler Cleveland 6400	NBC	Edward H. Butler, Pres.-Treas. A. H. Kirchhofer, Vice-Pres.-Sec. C. Robert Thompson, Station Dir.	Frank W. Kelly, Coml. Mgr. George R. Torge, Prog. Dir. Ralph J. Kingsley, Chief Engr.	Petry Associated Lang-Worth Standard Thesaurus AP, UP, INS
BUFFALO 3.....	WBNY 1400	250	Roy L. Albertson 485 Main St. Madison 4000	.....	R. L. Albertson, Owner & Gen. Mgr. Virginia C. Fyda, Coml. Mgr.	David N. Getman, Prog. Dir. Thomas L. Vines, Chief Engr.	Young Associated AP, UP, INS
BUFFALO 2.....	WEBR 1840	250	WEBR Inc. 23 North St. Lincoln 7133	MBS	Paul E. Fitzpatrick, Pres. Cy King, Station Dir. William Doerr Jr., Coml. Dir.	Robert Dambach, Prog. Dir. William Schweitzer, Prom. Dir.	Weed Lang-Worth Standard AP, INS, Reuters
BUFFALO 3.....	WGR 650	5,000-LS 1,000-N CP-5,000-U	WGR Bcastg. Corp. Rand Bldg. Washington 3100	CBS	Leo Fitzpatrick, Chm. of Board I. R. Lounsbury, Pres. & Gen. Mgr. F. Robert Greene, Assist. Gen. Mgr.	Nat Cohen, Local Sales Mgr. K. B. Hoffman, Tech. Dir.	Free & Peters SESAC, World UP
BUFFALO 3.....	WKBW 1520	50,000	Buffalo Bcastg. Corp. Rand Bldg. Washington 3100	ABC	Hiram W. Deyo, Pres. J. A. Bacon, Vice-Pres. & Gen. Mgr. Richard H. Ullman, Dir. of Sales	Ralph Snyder, Chief Anncr. Karl Hoffman, Chief Engr.	Avery-Knodel SESAC, World UP
ELMIRA.....	WELM (Construction permit) 1400	250	James Robert Meachem 222 E. Market St. 2-6378	ABC	James Robert Meachem, Owner & Gen. Mgr.	Preston L. Tapiin, Prog. Dir.	Walker AP
ELMIRA.....	WENY 1280	250	Elmira Star-Gazette Inc. Mark Twain Hotel 5181	MBS, NBC	Frank E. Gannett, Pres. Dale Taylor, Gen. Mgr. Ernest F. Oliver, Coml. Mgr.	Woodrow W. Ott, Prog. Dir. Thurlow A. Greene, Chief Engr.	McKinney Lang-Worth World UP
ENDICOTT.....	WENE (Construction permit) 1450	250	Empire Newspapers-Radio Inc. Endicott 861	.....	J. H. Ottaway, Pres. & Gen. Mgr. Stephen W. Ryder, Prog. Dir.	J. Harold Merchant, Chief Engr.	..... AP
FREEPORT.....	WGBB 1240	100	Harry H. Carman 44 S. Grove St. 8-2418	.....	H. H. Carman, Owner & Gen. Mgr. A. Cheesman, Prog. Dir.	George Graham, Chief Engr.	..... Thesaurus AP
GENEVA.....	WHIN (Construction permit) 1240	250	Star Bcastg. Co. P. O. Box 228	.....	Maurice L. Foreman, Pres.		.....
GLENS FALLS.....	WGLN (Construction permit) 1230	100	Glens Falls Publicity Corp. 80 Glen St.	ABC	(Glens Falls Post Co., 50% Owner)		.....
GLENS FALLS.....	WWSC (Construction permit) 1450	250	Great Northern Radio Inc. 11 South St. 2-6983	MBS KBS	Martin Karig, Pres. Eric Fields, Assist. Mgr. & Prom. Dir.	Arthur L. Cooper, Coml. Mgr. Robert Gifford, Prog. Dir. Joseph Thomas, Act. Chief Engr.	World UP
GLOVERSVILLE.....	WENT 1840	250	Sacandaga Bcastg. Corp. 8 W. Fulton St. 4900	CBS, MBS	George Bissell, Pres. & Owner Dale Robertson, Gen. & Coml. Mgr.	Geo. Malcolm Weaver, Prog. Dir. DeWaine Rauer, Chief Engr.	Thesaurus UP
HEMPSTEAD.....	WHLI (Construction permit) 1100	250-D	Elias I. Godofsky 245 Baldwin Rd. 7897	.....	Elias I. Godofsky, Owner	Paul Godofsky, Station Mgr.	.....
ITHACA.....	WHCU 870 L-WWL	1,000	Cornell U. Savings Bank Bldg. 3438	CBS	Michael R. Hanna, Gen. Mgr. Earl S. Coby, Sales Mgr. Joseph A. Short, Prog. Dir.	Theodore T. Howes, Publ. Dir. True McLean, Chief Engr.	Kettell-Carter Wilson World UP
JAMESTOWN.....	WJTN 1240	250	James Bcastg. Co. Inc. 110 W. Third St. 7151	ABC	Jay E. Mason, Pres. & Treas. Simon Goldman, Vice-Pres. & Mgr.	Jay E. Mason, Prog. Dir. Harold J. Kratzert, Chief Engr.	Rambeau Associated, World UP
KINGSTON.....	WKNY 1490	250	Kingston Bcastg. Corp. 601 Broadway 4500	MBS	John J. Laux, Pres. Lou Stekete, Mgr. Geo. M. Hard, Coml. Mgr.	Dick McCarthy, Prog. Dir. Claude S. Middagh, Prom. & Merch. Dir. Frank Boisvert, Chief Engr.	McGillvra Thesaurus UP
LACKAWANNA.....	WWOL 1120	1,000-D	Greater Erie Bcastg. Co. Lackawanna	.....	Leon Wyszatycki, Owner		.....
LIBERTY.....	WLBT (Construction permit) 1240	250	Bernard Johnpoll Liberty	.....	Bernard Johnpoll, Owner		.....
MALONE.....	WICY 1490	250	North Country Bcastg. Co. 65 Woodward St. 187	MBS KBS	Mitchell C. Tackley, Prod. Mgr. Ralph M. Cardinal, Coml. Mgr.	Daniel W. Casey, Prog. Dir. Charles Walker, Chief Engr.	World UP
MASSENA.....	WMSA 1340	250	The Brockway Co. Central Bldg. 990	ABC	Harold B. Johnson, Pres. Louis Saiff Jr., Gen. Mgr. Thomas R. McHugh, Station Mgr.	Robert E. Anderson, Prom. Mgr. Michael R. Yonkovic, Chief Engr.	Weed Standard UP
MIDDLETOWN.....	WALL 1340	250	Community Bcastg. Corp. 14 South St. 3119	MBS KBS	John Morgan Davis, Pres. Martin N. Oebbecke, Gen. Mgr.	George F. Shepard, Prog. Dir.	..... AP
NEWBURGH.....	WGNV 1220	1,000-D	WGNV Bcastg. Co. Inc. P. O. Box 591 4600	.....	Edward A. Chappell, Dir. Harold W. Cassill, Gen. Mgr. George W. Bingham, Business Mgr.	Joseph W. Rake, Coml. Mgr. Richard F. Crans, Prog. Dir. Marvin S. Seimes, Chief Engr.	..... Standard UP
NEW YORK 51.....	WBNX 1380 ST-WAWZ	5,000	WBNX Bcastg. Co. Inc. 260 E. 161st St. Melrose 5-0333	.....	A. L. Haskell, Pres. Wm. I. Moore, Vice-Pres. & Gen. Mgr.	Edward Ervin, Prod. Mgr. Frank Johnson, Prog. Mgr. A. L. Solbrig, Chief Engr.	Forjoe SESAC Standard AP
NEW YORK 22.....	WCBS 880	50,000	Columbia Bcastg. System Inc. 485 Madison Ave. Wickersham 2-2000	CBS	Wm. S. Paley, (CBS) Chm. of Bd. Frank Stanton, (CBS), Pres. Arthur Hull Hayes, Gen. Mgr. Don Miller, Sales Mgr.	G. Richard Swift, Prog. Dir. Jules Dundas, Adv. & Sales Prom. Mgr. Henry Grossman, Chief Engr.	Radio Sales Associated Lang-Worth AP, UP, INS, Reuters
NEW YORK 19.....	WEVD 1330 ST-WBRR, WHAZ	5,000	Debs Memorial Radio Fund Inc. 117 W. 46th St. Bryant 9-2360	.....	Adolph Held, Pres. Henry Greenfield, Managing Dir. & Coml. Mgr.	George Field, Prog. Dir. Charles Brown, Chief Engr.	..... AP



# 3 PIONEERS UNITE

and the result is

# a "New" WGR

## IN BUFFALO



WGR's Chairman of the Board is Leo J. ("Fitz") Fitzpatrick, prominent in radio since 1921. Until recently one of principal owners of WJR, Detroit and WGAR, Cleveland.



WGR's President and General Manager is E. R. ("Ike") Lounsberry, who also started his radio career in pre-broadcast days. Until recently Executive Vice President and General Manager of the Buffalo Broadcasting Corporation (WGR-WKBW). He is Chairman of CBS Affiliated Advisory Board.



WGR, Buffalo's pioneer station. Licensed 1922. Formerly owned by Buffalo Broadcasting Corp., Columbia Broadcasting System's basic outlet.

**T**HERE'S a "new" WGR in Buffalo!

The call letters are old—the oldest in Buffalo. But there's a new ownership with young vigorous ideas—and with the financial strength and radio "know-how" to go ahead with them *fast!* For the new WGR has brought together two of the most successful management pioneers in the business.

Daytime coverage? The *greatest* in upstate New York—thanks to WGR's modern 5000-watt transmitter and 550 kc position on the dial.

Nighttime? 1947 will jump WGR's former nighttime 1000-watt output to 5000 watts—thus intensifying and extending the "blanket" that covers the eight richest western New York counties, five western Pennsylvania counties and the Hamilton-Toronto district of Canada.

WGR is the Columbia Broadcasting System's basic outlet in Buffalo and, in addition, has a complete local production organization.

In Buffalo NOW—WGR is the "buy."



*Broadcasting Corporation*

BUFFALO, N. Y.

National Representatives: Free & Peters, Inc.



THE BIGGEST SHOW IN TOWN

**WFBL**

*the Greatest Selling Power  
in Central New York*

MEMBER BASIC NETWORK  
COLUMBIA BROADCASTING  
SYSTEM

Operated for the benefit of the community, WFBL  
sells more potential buyers in this market than any  
other station (figures available if you want them!)

**OFFERS YOU**

**AUDIENCE BUILDING PROGRAMS**

**Farm Show** . . . . . "RFD Program"—4:45-7:00 A.M. (Mon. thru Sat.)

**Drama** (live talent) . . . . . "The Curtain Rises"— "Historical Showcase"

**Music** (live talent) . . . . . "Musical Clock"—7:00-9:00 A.M. (Mon.-Sat.).  
"Three For A Quarter"—9:15-9:30 A.M. (Mon.-Fri.).  
"Dick Workman Sings"—6:30-6:45 P.M. (Tues.).

**Audience Participation** "WFBL Matinee"— "Round-Table on Wheels"

**Complete News Service**

9 Broadcasts Daily.  
U. P. plus complete coverage of local and regional  
news by WFBL's staff of nine correspondents.

No other radio station in Central New York can  
give you as much as

**WFBL Syracuse 2, N. Y.**

**WFBL-FM** *gives you* **FM at FULL POWER**

For Institutional Advertising or Quality Products Reaching  
This Great Central New York Market at Low Rates

**WFBL-FM Syracuse 2, N. Y.**

FREE and PETERS Exclusive National Representatives





## Serenade to New York

Throughout the day, far into the night dials light up to WQXR . . . a city listens to the great music of the world's famous concert halls. More than half a million New York families—a city within a city—turn to WQXR for music they love. They tune to WQXR—their source of comfort and pleasure for 62% of their radio time.

This vast audience . . . people selective in programs they enjoy, in products they buy . . . determines WQXR's character . . . makes it a profitable, above-average income market for over 80 advertisers. For better sales, use WQXR, "New York's Most Beloved Radio Station," famed for good music, the news bulletins of The New York Times.

# WQXR

AND FM STATION WQXQ

Radio Stations of *The New York Times*

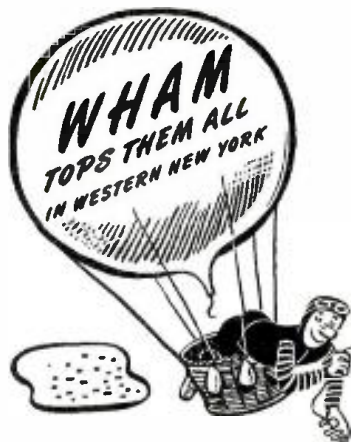
# DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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*LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.*  
 (Data corrected to February 15, 1947)

## NEW YORK—(Continued)

City	Call Letters and Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Services	
NEW YORK	WHN 1050	50,000	Marcus Loew Booking Agency 1540 Broadway Bryant 9-7800	.....	Herbert L. Petzey, Dir. Frank Roehrenbeck, Gen. Mgr. Bertram Lebnar Jr., Dir. of Sales	Raymond Katz, Prog. Dir. Robert Patt, Prom. Dir. Paul Fuelling, Chief Engr.	Rambeau Associated AP, UP, Reuters
NEW YORK 19	WHOM 1480	1,000-LS 500-N	Atlantic Bcstg. Co. Inc. 29 W. 57th St. Plaza 8-4204	.....	Generoso Pope, Pres. Fortune Pope, Exec. Vice-Pres. Jack Compter, Coml. & Sales Mgr.	Charles Baltin, Prog. Dir. Theodore Gemppe, Chief Engr.	UP
NEW YORK	WINS 1010	50,000	Crosley Bcstg. Corp. 28 W. 44th St. Bryant 9-6000	.....	James D. Shouse, Pres. Willard Schroeder, Gen. Mgr. Wm. P. Robinson, Sales Mgr.	Jerry Dansig, Prog. Dir. Paul Von Kunits, Chief Engr.	WINS-WLW AP
NEW YORK 20	WJZ 770	50,000	American Bcstg. Co. Inc. 30 Rockefeller Plaza Circle 7-5700	ABC	Mark Woods, (ABC) Pres. Murray Grabhorn, Gen. Mgr. Clarence Doty, Sales Mgr.	John Hade, Prog. Mgr. Delphine Carpenter, Sales Prom. Dir. George Milne, Chief of Engring. Ops.	ABC Spot Sales AP, UP, INS
NEW YORK 6	WLIB 1190 L-WOWO	1,000	WLIB Inc. 207 E. 30th St. Buckminster 7-5900	.....	Dorothy S. Thackrey, Owner Louis Jacobson, Station Mgr. Lee Randon, Prog. Dir.	Fred Methot, Prom. Mgr. Louis Thompson, Tech. Chief	Forjee Associated, SESAC World AP, UP
NEW YORK 19	WMCA 570	5,000	WMCA Inc. 1657 Broadway Circle 6-2200	.....	Nathan Straus, Pres. Charles Stark, Vice-Pres. & Gen. Mgr. Herman Boss, Dir. of Sales	Joseph Gottlieb, Prog. Dir. (Coml.) Howard Klarman, Sales Prom. Mgr. Pierre Versepaut, Chief Engr.	Free & Peters World AP
NEW YORK 20	WNBC 660	50,000	National Bcstg. Co. Inc. RCA Bldg. Circle 7-8300	NBC	Niles Trammell, (NBC), Pres. James M. Gaines, Station Mgr. William O. Tilenius, Sales Mgr.	deLancey Provost, Prog. Mgr. Chas. H. Phillips, Prom. Mgr. F. A. Wankel, Chief Engr.	NBC Spot Theasaurus AP, UP, INS
NEW YORK 17	WNEW 1130	10,000	Greater New York Bcstg. Corp. 565 Fifth Ave. Plaza 3-3300	.....	Arde Bulova, Pres. Bernice Judia, Vice-Pres. & Gen. Mgr. Ira M. Herbert, Sales Dir.	Ted Cott, Prog. Dir. J. V. B. Sullivan, Sales Prom. Mgr. Max J. Weiner, Chief Engr.	Blair Lang-Worth Standard, World AP
NEW YORK 7	WNYC 830 L-WCCO	1,000	City of New York Municipal Bldg. Worth 2-5600	.....	Wm. O'Dwyer, Mayor, New York Seymour N. Siegel, Dir. of Prog. Herman Neuman, Musical Supvr.	John DeProspro, Exec. Officer William Pitkin, Chief Engr.	..... AP, UP, INS.
NEW YORK 18	WOR 710	50,000	Bamberger Bcstg. Service 1440 Broadway Pennsylvania 6-8600	MBS	Theodore C. Streibert, Pres. R. C. Maddux, Vice-Pres. In Chg. of Sales Gene Thomas, Sales Mgr.	Norman Livingston, Dir. Coml. Prog. Ops. Rodney Erickson, Prog. Mgr. J. R. Poppele, Vice-Pres. & Chief Engr.	World AP, UP, INS
NEW YORK 19	WOV 1280 ST-WHBI	5,000	Woodsam Corp. 730 Fifth Ave. Circle 5-7979	.....	Arde Bulova, Pres. Ralph N. Weil, Gen. Mgr. Ralph Nardella, Coml. Mgr.	Arnold Hartley, Prog. Dir. Judith Vallen, Prom. Mgr. Hillis Holt, Chief Engr.	Pearson Standard UP
NEW YORK 19	WQXR 1560	10,000	Interstate Bcstg. Co. 730 Fifth Ave. Circle 5-5566	.....	A. H. Sulzberger, Chairman of Bd. Julius Ochs Adler, Vice-Chairman John V. L. Hogan, Pres. Elliott M. Sanger, Exec. Vice-Pres. John S. Hayes, Station Mgr.	H. K. Boice, Vice-Pres. Sales Eleanor N. Sanger, Prog. Dir. Bennet Kron, Prom. Dir. Eleanore P. Hurley, Publ. Dir. Russell D. Valentine, Chief Engr.	Young Associated, World .....
NEW YORK (Woodside)	WWRL 1600	250 CP-5,000	Long Island Bcstg. Corp. 41-30 58th St., Woodside, L. I. Newtown 9-8300	.....	W. H. Reuman, Pres. & Treas. E. Dick, Station & Coml. Mgr.	Fred Barr, Prog. Dir. & Prom. Mgr. W. H. Reuman, Chief Engr.	..... Associated, Standard AP
NIAGARA FALLS	WHLI 1290	1,000-D	Niagara Falls Gazette Pub. Co. Hotel Niagara 8421	.....	Earl C. Hull, Gen. Mgr. Richard G. Robbins, Coml. Mgr.	Robert J. Manning, Prog. Dir. E. D. Hlatt Jr., Chief Engr.	Headley-Reed Associated, Cole, Lang-Worth, Standard, World UP
OGDENSBURG	WSLB 1400	250	St. Lawrence Bcstg. Corp. 2315 Knox St. 500	MBS KBS	J. R. Brandy, Pres. & Coml. Mgr. H. J. Frank, Secy. Treas. & Gen. Mgr.	Hal Gilman, Prog. Dir. Ray Lafferty, Chief Engr.	Walker Cole, Standard UP
OLEAN	WHDL 1450	250	WHDL Inc. Exchange National Bank Bldg. 4149	ABC KBS	E. B. Fitzpatrick, Pres. Thomas L. Brown, Gen. Mgr. Joseph K. Eade, Coml. Mgr.	Lloyd B. Gibson, Prog. Dir. Leslie P. Greisch, Prom. Mgr. Thomas J. Gill, Chief Engr.	McKinney Theasaurus UP
ONEONTA	WONO (Construction permit) 1110	250-D	Oneonta Bcstg. Co. Oneonta	.....	John Nazak Jeanne M. Levke } Partners	.....	.....
OYSTER BAY	WKBS (Construction permit) 1520	250-D	Eastern Bcstg. Co. Inc. 340 Hempstead Ave. West Hempstead, N. Y. 898	.....	R. Lee Hollingsworth, Pres. & Gen. Mgr.	.....	UP
PLATTSBURG	WMFF 1340	250	Plattsburg Bcstg. Corp. Plattsburg 1600	ABC KBS	G. F. Bissell, Pres. & Gen. Mgr. Joel H. Scheier, Coml. Mgr. Betty Kraus, Prog. Dir.	Earl Sharland, Prom. Mgr. Edward Gagnon, Chief Engr.	McGillvra Theasaurus UP
POUGHKEEPSIE	WKIP 1450	250	Poughkeepsie Newspapers Inc. P. O. Box 889 6800	ABC	Edward A. Chappell, Dir. Harold W. Cassill, Gen. Mgr. George W. Bingham, Business Mgr.	Theodore Jones, Coml. Mgr. Richard F. Crans, Prog. Dir. Marvin S. Seizae, Chief Engr.	Headley-Reed Standard AP
ROCHESTER 4	WHAM 1180	50,000	Stromberg-Carlson Co. 111 East Ave. Stone 1862	NBC	Wm. Fay, Vice-Pres. Chg. Bcstg. & Gen. Mgr. John W. Kennedy Jr., Coml. Mgr. Charles W. Siverson, Prog. Dir.	Truman Brizee, Publ. & Prom. Dir. Kenneth J. Gardner, Tech. Supvr. John H. Lee, Studio Dir.	Hollingbery Theasaurus, World UP
ROCHESTER 4	WHEC 1460	5,000	WHEC Inc. 40 Franklin St. Stone 1820	CBS	Frank Gannett, Pres. Clarence Wheeler, Vice-Pres. Gunnar O. Wiig, Gen. Mgr. Le Moine Wheeler, Coml. Mgr.	Wm. J. Adams, Prog. & Prom. Mgr. Bern O'Brien, Chief Engr. Lowell MacMillan, Prod. Mgr.	McKinney Associated, MacGregor, Standard AP
ROCHESTER 4	WRNY 680	250-D	Monroe Bcstg. Co. Inc. 191 East Ave. Main 7533	.....	George B. Kelly, Pres. Lester W. Lindow, Gen. & Coml. Mgr.	Harold Kolb, Prog. Dir. Felix D. Bonvouloir, Chief Engr.	Lang-Worth AP
ROCHESTER 4	WSAY 1370	1,000	Gordon P. Brown Taylor Bldg. Stone 702	MBS	G. P. Brown, Pres. & Gen. Mgr. Elmer J. Walz, Coml. Mgr.	David Olds, Prog. Dir. Gordon P. Brown, Chief Engr.	McGillvra, Walker INS
ROME	WKAL 1450	250	Copper City Bcstg. Corp. Madison Theatre Bldg.	MBS	Myron J. Kallet, Pres.	.....	.....
SARANAC LAKE	WNBZ 1450	250	Uplstate Bcstg. Corp. 88 Main Street 1920	ABC KBS	John F. Grimes, Pres. & Gen. Mgr. Jacques DeMattos, Sales Mgr.	Kerroll Kunz, Prog. Dir. H. B. Williams, Chief Engr.	Clark Theasaurus AP



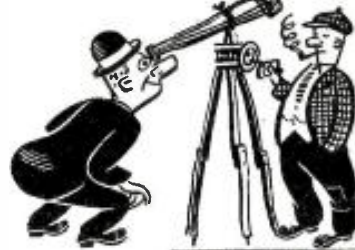


**IN LISTENERS...** In Western New York's 1,042,260 radio homes listeners have the WHAM listening habit. WHAM programs are tops in audience preference.

**IN COVERAGE...** WHAM with its 50,000 watt clear channel signal gives you not just Rochester, not just Monroe County but ALL of the rich Western New York market... 43 county coverage.

**IN AUDIENCE BUYING POWER...** WHAMland's industries are non-seasonal, its farms richly productive. It's a land of prosperous home-owners with money to spend.

*Write for your copy of* **WHAM MARKET DATA**



# WHAM

*"The Stromberg-Carlson Station"*

**ROCHESTER, N. Y.**

50,000 Watts • Clear Channel

**NBC AFFILIATE**

National Representatives

**GEORGE P. HOLLINGBERRY CO.**

An aerial photograph of a city, likely Utica, New York, is framed in a circular shape. A tall, lattice-structured radio tower stands prominently in the foreground, extending from the bottom right towards the center of the city. The city below is densely packed with buildings of various sizes and styles.

Point your message  
at this *Prosperous* market

Here's a market you can't afford to miss . . . and WIBX will see that you don't! Here nearly 400,000 people manufacture goods worth nearly \$400,000,000 in a year . . . produce farm goods worth \$50,000,000 . . . spend over \$175,000,000 in their retail outlets. And naturally they turn first to the station that's first—for WIBX was first on the air in 1925 . . . first on a network with CBS in 1934 . . . first with Frequency Modulation through its affiliate WIBX-FM in 1946. No wonder it's first with listener acceptance too!

Represented nationally by Helen Wood & Colton, New York . . . Walter Biddick Co., Pacific Coast . . . Bertha Bannan, New England.

**The Voice of the Mohawk Valley**

**WIBX**

1230 ON YOUR DIAL CBS IN UTICA

**affiliated with WIBX-FM • First National Bank Bldg. • UTICA 2, N.Y.**



# WHEC

## Hooperatings

# LEADER in ROCHESTER

## Morning-Noon *and* Night!

Now  
**5,000  
Watts**

..... and *HAS* been since  
Hooperatings were instituted  
in Rochester 4 years ago. . . .

# WHEC

## ROCHESTER, N. Y.



National Representatives: J. P. McKINNEY & SON, New York, Chicago, 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 February 15, 1947)

## NEW YORK—(Continued)

City	Call Letters and Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Services	
SCHENECTADY 5	WGY 810	50,000	General Electric Co. 1 River Road 3-2121	NBC	R. S. Peare, Vice-Pres. & Mgr. of Bcstg. B. J. Rowan, Assist. Mgr. of Bcstg. G. E. Markham, Station Mgr. R. W. Welpott, Assist. Station Mgr. A. G. MacDonald, Supvr. Station Sales & Prom.	A. G. Zink, Acting Supvr. Prog. E. J. Pudney, Supvr. Prod. W. T. Meenan, Supvr. News A. O. Coggeshall, Supvr. Music W. J. Purcell, Engr.	NBC Spot Lang-Worth Thesaurus AP, UP
SCHENECTADY 7	WSNY 1240	250	Western Gateway Bcstg. Corp. 819 State St. 3-3622		Winslow P. Leighton, Pres. George R. Nelson, Gen. Mgr. Edward F. Flynn, Prog. Dir.	Cecil Woodland, Prom. Mgr. Irving P. Beck, Chief Engr.	Wood Lang-Worth Standard AP
SYRACUSE	WAGE 620	1,000	WAGE Inc. Loew Bldg. 2-0277	ABC	Frank G. Revoir, Pres. Wm. T. Lane, Exec. Vice-Pres. & Gen. Mgr. Aaron Beckwith, Coml. & Prom. Mgr.	Gordon Alderman, Prog. Dir. Charles W. Brannen, Chief Engr.	Petty Standard Thesaurus AP
SYRACUSE 2	WFBL 1390	5,000	Onondaga Radio Bcstg. Corp. 433 S. Warren St. 2-1147	CBS	Oscar F. Soule, Pres. S. Woodworth, Vice-Pres. & Gen. Mgr. Lennox F. Wylie, Coml. Mgr.	James E. Deline, Prog. Dir. C. F. Phillips, Vice-Pres. Chg. Prom. James J. Kelly, Chief Engr.	Free & Peters World UP
SYRACUSE	WNDR 1260	5,000	Syracuse Bcstg. Corp. 806 S. Salina St. 2-6101		W. E. Beigh, Pres. & Gen. Mgr. Ray Servatius, Prog. Dir.	Patricia Farrel, Prom. Mgr. Paul H. Lee, Chief Engr.	Raymer Associated Lang-Worth SESAC AP
SYRACUSE 2	WOLF 1490	250	Civic Bcstg. Corp. Chimes Bldg. 2-7211	MBS	T. S. Marshall, Pres. & Gen. Mgr. Dan Dwyer, Coml. Mgr. Hamilton M. Woodie, Prog. Dir.	Patricia Marshall, Prom. Mgr. Thomas Crimmins, Chief Engr.	Walker Cole, Standard AP
SYRACUSE 2	WSYR 570	5,000	Central New York Bcstg. Corp. Syracuse Kemper Bldg. 3-7111	NBC	H. C. Wilder, Pres. E. R. Vadeboncoeur, Vice-Pres. W. R. Alford Jr., Coml. Mgr.	W. A. Rothrum, Prog. Dir. A. J. Gillen, Prom. Mgr. G. Armand Belle Lisle, Chief Engr.	Headley-Reed Kettell-Carter Associated Lang-Worth UP
TROY	WHAZ 1380 ST-WBBR, WEVD	1,000	Rensselaer Poly. Inst. 110 Eighth St. 6810		Livingston W. Houston, Pres. Wynant J. Williams, Gen. Mgr.	A. Olin Niles, Prog. Dir. Warren C. Stoker, Chief Engr.	
TROY	WTRY 980	1,000	Troy Bcstg. Co. Inc. 92 Fourth St. 2100	CBS	Harry C. Wilder, Pres. W. A. Ripley, Vice-Pres. & Gen. Mgr. J. W. Sutphen Jr., Coml. Mgr.	Ernest W. Rossell, Prog. Dir. Woodbury Carter, Assist. Mgr. Albert H. Chismark, Chief Engr.	Headley-Reed Kettell-Carter Lang-Worth Standard, World UP
UTICA	WFRB (Construction Permit) 900	250-D	Richard H. Balch 20 Whiteboro St.		Richard H. Balch, Owner		
UTICA	WGAT 1100	250-D	Central Bcstg. Co. Utica	ABC	J. Eric Williams, Pres. & Gen. Mgr. John Melville, Prog. Dir.	C. D. Williams, Prom. Dir. Robert N. Blair, Chief Engr.	Wilson AP
UTICA 2	WIBX 1230	250	WIBX Inc. First Bank Building	CBS	Mrs. Scott Howe Bowen, Pres. & Gen. Mgr. Helen Wood, Managing Dir.	N. W. Cook Nat. Sales-Mdse. Mgr. Elliott Stewart, Vice-Pres. & Prog. Dir. John T. Dowdell, Chief Engr.	Wood & Colton Bannan Biddick World UP, INS Wood & Colton Standard AP
WATERTOWN	WATN 1240	250	Watertown Bcstg. Corp. 118 Washington St. 2424	MBS	G. H. Righter, Pres. & Gen. Mgr.	Donald Schryver Fred Sprague James Billingsley } Co-Chief Engr.	Wood & Colton Standard AP
WATERTOWN	WWNY 790	1,000	The Brockway Co. Hotel Woodruff 4120	CBS	Harold B. Johnson, Pres. & Owner Louis Saiff Jr., Gen. & Coml. Mgr. Thomas E. Martin, Station Mgr.	Earl R. Kelly, Prog. Dir. Glenn S. Doull, Prom. Mgr. Maynard B. Davis, Chief Engr.	Weed SESAC, World UP
WHITE PLAINS	WFAS 1230	250	Westchester Bcstg. Corp. 8 Church St. 6400	KBS	J. Noel Macy, Pres. F. A. Seitz, Vice-Pres. & Managing Dir. John E. Arens, Sales Dir.	Randall Kaler, Prog. Dir. Joan Schneider, Assist. Prog. Dir. Frank A. Seitz, Chief Engr.	Headley-Reed Associated, World AP

## NORTH CAROLINA

ALBEMARLE	WABZ (Construction Permit) 1010	1,000-D	Albemarle Bcstg. Co. Hotel Albemarle Bldg.		T. R. Wolfe, et al, Owners		
ASHEBORO	WGWR (Construction Permit) 1260	1,000-D	Asheboro Bcstg. Co. Asheboro 218		W. C. Lucas Roy Cox } Chief Owners	Roy Cox, Gen. Mgr.	
ASHEVILLE	WISE 1230	250	Radio Station WISE Inc. 100 College St. 4560	MBS	Harold H. Thoms, Pres. L. B. Leonard, Gen. & Coml. Mgr.	Floye Bowers, Prog. Dir. Roger Montgomery, Chief Engr.	Burn-Smith, Cummings Lang-Worth Thesaurus AP
ASHEVILLE	WNCA 1340	250	Community Bcstg. Co. Asheville-Biltmore Hotel 2872	ABC KBS	C. F. Rabell, Vice-Pres. & Gen. Mgr. Robert M. Lambe, Coml. Mgr. Hazel William, Prog. Dir.	Fred Brown, Prom. Mgr. Joseph C. Duncan, Chief Engr.	World INS
ASHEVILLE	WSKY (Construction Permit) 1490	100	Radio Asheville Inc. 12 Church St. 2232		Carl R. Bamford, Pres. Zeb Lee, Secy. & Gen. Mgr.	Baxter Barkley, Coml. Mgr. Charles W. Sumner, Chief Engr.	Capitol, Lang-Worth AP
ASHEVILLE	WWNC 570	5,000	Asheville Citizens-Times Co. 14 O. Henry Ave. 5500	CBS	Don S. Elias, Exec. Dir. Cecil B. Hoskins, Gen. Mgr. & Chief Engr. James A. Hagan, Coml. Mgr. Wm. F. Melia, Prog. Dir.	Kenneth Willson, Prom. Mgr.	Associated AP, UP
ASHEVILLE	WLOS (Construction Permit) 1880	5,000-LS 1,000-N	Skyway Bcstg. Corp. (Temp.) c/o Charles G. Lee Legal Bldg.		Charles M. Britt, Pres.		
BURLINGTON	WBBB 920	1,000-D	Alamance Bcstg. Co. Inc. 310 1/2 S. Main St. 2780	MBS KBS Carolina	E. Z. Jones, Gen. Mgr. & Secy. Roy Springer, Coml. Mgr.	W. Sandefur, Prog. Dir. Berry Tysor, Chief Engr.	Grant Capitol, Cole Lang-Worth AP, UP



# you can't weigh a heifer on a postage scale . . .



And you can't weigh a radio audience by watts alone.

Still—you can evaluate the “spot package” buy of WSYR and WTRY combined if you use the right instruments...a simple coverage map and a cash register.

When you buy WSYR and WTRY together, the coverage map gives you 25 counties from Pittsfield, Mass., to Lake Ontario... including 40% of New York State's entire land area, with 22 cities of over 10,000 population, 1,713,000 people and 500,000 radio homes. That's *bigger* than the population of Detroit, the nation's fifth largest city.

If you measure with the cash register—a

potent yardstick for advertisers—you'll find that all those people spend nearly a billion dollars in retail sales every year.

No *single* station covers this area. And no other combination offers so much for so little in big New York State as the selling team of WSYR and WTRY.

If you want to know more—and surely you should—call the nearest Headley-Reed office. Waiting for you are some mighty significant answers.

**WSYR**  
SYRACUSE

570 KC.—5000 WATTS  
NBC IN CENTRAL NEW YORK  
“The coming electronics capital of the world”

**WTRY**

Albany-Troy-Schenectady  
980 kilocycles—1000 watts  
with Studios in Troy and Albany

REPRESENTED BY HEADLEY-REED. WELI, NEW HAVEN IS ALSO AN H. C. WILDER STATION.

# DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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## NORTH CAROLINA—(Continued)

City	Call Letters and Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Services	
BURLINGTON	WFNS 1150	1,000-D	Burlington-Graham Bcstg. Co. Burlington	.....	W. Bowman Sanders, Vice-Pres.	.....	
CHARLOTTE 2	WAYS 610	5,000-LS 1,000-N	Inter-City Advertising Co. 120 E. Third St. 3-7173	ABC MBS	George W. Dowdy, Pres. Walter H. Goan, Gen. Mgr. J. Norman Young, Prog. Dir.	Mildred Stack, Prom. Dir. A. L. Channey Jr., Chief Engr.  Lang-Worth, Standard AP	
CHARLOTTE 2	WBT 1110	50,000	Southeastern Bcstg. Co. Wilder Bldg., 3-8833	CBS	J. M. Bryan, Pres. C. H. Crutchfield, Gen. Mgr. E. J. DeGray, Business Mgr. Wm. M. Parker, Sales Mgr.	Larry Walker, Prog. Mgr. J. R. Covington, Prom. Mgr. M. J. Minor, Chief Engr.  Radio Sales Lang-Worth AP, UP	
CHARLOTTE 1	WSOC 1240	250	Radio Station WSOC Inc. 1925 N. Tryon St. 7138	NBC	E. J. Gluck, Pres. & Gen. Mgr. B. Lowrance, Natl. Sales Mgr.	R. G. Jenkins, Prog. Dir. & Prom. Mgr. L. L. Caudle Jr., Chief Engr.  Headley-Reed Standard, Thesaurus AP	
CLINTON	WJKD (Construction permit) 550	1,000-D	Sampson Bcstg. Co. (Temp.) P. O. Box 270	.....	James G. Thomas, Partner	.....	
CLINTON	WRRZ (Construction permit) 880	1,000-D	Tar Heel Bcstg. System (Temp.) Bank of Washington Bldg. Washington, N. C.	ABC	W. R. Roberson Sr., Pres.	W. R. Roberson Jr., Vice-Pres.	
CONCORD	WEGO 1410	1,000-D	Wayne M. Nelson Concord 2271	KBS	W. M. Nelson, Owner & Gen. Mgr. Anita M. Conboy, Prog. Dir. & Prom. Mgr.	E. M. Stanton, Chief Engr.  Clark Cole, SESAC, Standard AP, UP	
DUNN	WCKB 780	1,000-D	N. C. Central B'dcasters Inc. Dunn 552	KBS	Earl McD. Westbrook, Pres. A. H. Campbell, Gen. & Coml. Mgr.	Lincoln Faulk, Prom. Mgr. Bill Abbott, Chief Engr.  Lang-Worth AP	
DURHAM	WDNC 1490	250	Durham Radio Corp. 138½ E. Chapel Hill St. R-155	CBS	C. C. Council, Pres. J. Frank Jarman, Vice-Pres. & Mgr. C. J. Woodhouse, Coml. Mgr.	J. Frank Jarman, Prog. Dir. & Prom. Mgr. Walter S. Hill, Chief Engr.  Wilson Capitol AP, UP	
DURHAM	WDUK 1310	1,000-D	WDUK Inc. Box 387 R-101	ABC	S. H. Campbell Jr., Pres. Harmon L. Duncan, Gen. Mgr. Art Fazzin, Coml. Mgr.	Ken Tredwell, Prog. Dir. E. B. Jones, Chief Engr.  Pearson Lang-Worth AP	
DURHAM	WHHT 1530	1,000-D	Harold H. Thoms 31 E. Main St. L-975	MBS	Harold H. Thoms, Owner K. Beachboard, Gen. & Coml. Mgr. Vera Erwin, Prog. Dir.	Kenneth Beachboard, Prom. Mgr. William L. Wafford, Chief Engr.  Burn-Smith Standard INS	
DURHAM	WTK 780	500-D CP-1,000-D	Durham Bcstg. Co. Inc. 211½ E. Main St. N-187	.....	Floyd Fletcher, Gen. Mgr. Tom Mitchel, Coml. Mgr.	Paul W. Norris, Prog. Dir. & Prom. Mgr. John T. Boyer, Jr., Chief Engr.  Broadcast Sales Cole, World AP	
ELIZABETH CITY	WCNC 1400	250	Albemarle Bcstg. Co. 104 E. Colonial Ave. 1400	MBS KBS	Dr. J. A. Gill, Pres. Edd Harris, Gen. Mgr. T. W. Talbot, Coml. Mgr.	Don Pierce, Prog. Dir. Joe Kyle, Chief Engr.  Burn-Smith World UP	
FAYETTEVILLE	WFLB (Construction permit) 1490	250	Fayetteville Broadcasters Inc. (Temp.) 131 Hay St.	.....	Harry B. Stern, Pres.	.....	
FAYETTEVILLE	WFNC 1450	250	Cape Fear Bcstg. Co. 114 Anderson St. 4848	MBS Tobacco	Victor W. Dawson, Mgr. L. A. Gambill, Coml. Mgr. Nat. R. Martin, Prog. Dir.	John L. Slatton, Prom. Mgr. Owen A. Lehr, Chief Engr. Mrs. Tim Clark, Secy. & Treas.  Walker World UP	
FOREST CITY	WRTH (Construction permit) 780	1,000-D	Rutherford County Radio Co. (Temp.) R. F. D. No. 2	.....	E. M. Anderson, Chief owner	.....	
GASTONIA	WGNC 1450	250	F. C. Todd Natl. Bank of Commerce Bldg. 732	ABC KBS	F. C. Todd, Owner Pat McSwain, Gen. Mgr. F. C. Abernethy, Coml. Mgr.	Earl Holder, Prog. Dir. Fred Gray, Prom. Mgr. W. C. Groves, Jr., Chief Engr.  Cox & Tana Cole, MacGregor UP	
GOLDSBORO	WGBR 1400	250	Eastern Carolina Bcstg. Co. Borden Bldg. 1550	MBS Tobacco	A. T. Hawkins, Pres. L. B. Nelson, Gen. & Coml. Mgr. John G. Britt, Assist. Mgr.	George Ball, Prog. Dir. Daniel B. Trueblood, Chief Engr.  Walker Thesaurus, World AP	
GREENSBORO	WBIG 1470	5,000	North Carolina Bcstg. Co. O. Henry Hotel 6125	CBS	Edney Ridge, Pres. & Gen. Mgr. G. M. Hutchinson, Coml. Mgr. Wally Williams, Prog. Dir.	Peggy Leonard Adelaide Covey Earl F. Allison, Chief Engr. } Prom. Mgrs.	Hollingsbery Thesaurus, World AP
GREENSBORO	WGBG 980	1,000-D	Greensboro Bcstg. Co. Inc. S. Ashe St. Extn. 3-3631	ABC	R. M. Lambeth, Pres. & Gen. Mgr. J. R. Marlowe, Coml. Mgr. H. Marie Craven, Prog. Dir.	E. O. Sullivan, Publ. & Prom. James M. Stewart, Chief Engr.  Burn-Smith Lang-Worth UP	
GREENVILLE	WGTC 1490	250	Greenville Bcstg. Co. P. O. Box 893 3182	MBS KBS Tobacco	J. J. White, Owner B. S. Hodges, Jr., Gen. Mgr. C. J. McKinney, Coml. & Prom. Mgr.	Charles Whadbee, Prog. Dir. Warren G. Palmer, Chief Engr.  Walker Cole, Lang-Worth World UP	
HENDERSON	WHNC 890	1,000-D	Henderson Radio Corp. 219 Williams St. 736	MBS KBS	S. S. Stevenson, Pres. Nathan Frank, Gen. & Coml. Mgr.	Ted Austin, Prog. Mgr. Lewis Hiland, Chief Engr.  Griffith Cole, Lang-Worth, Thesaurus, World AP	
HENDERSONVILLE	WHKP 1450	250	Redege Bcstg. Co. Church St. 700	MBS KBS	W. A. Egerton } Chief Owners M. M. Redden } Ed. Leach, Gen. & Coml. Mgr.	Mrs. Agnes Leach, Prog. Dir. & Prom. Mgr. Leslie Gradick, Chief Engr.  World AP	
HICKORY 4	WHKY 1290	5,000-LS 1,000-N	Catawba Valley Bcstg. Co. Radio Building 1195	ABC KBS	Carl V. Cline, Pres.	Edmund S. Long, Secy.-Treas., Gen. Mgr. & Chief Engr.  World UP	
HIGH POINT	WHPE (Construction Permit) 1070	1,000-D	High Point Enterprise Inc. 305 Main St. 4565	.....	R. B. Terry, Pres. D. A. Rawley, Secy. & Treas. Walter F. Hester, Coml. Mgr.	John Rose, Prog. Dir. Harold C. Spengler, Chief Engr.  Standard AP	



# You Get All Three with **WPTF**...

**THE NUMBER ONE SALESMAN IN  
THE SOUTH'S NUMBER ONE STATE**

**1**  
*Market*  
(PRIMARY ONLY)

Radio Families (BMB) . . . . .	385,540
Retail Sales . . . . . \$	701,557,000
Food Sales . . . . .	151,671,000
Drug Sales . . . . .	25,762,000
General . . . . .	100,703,000
Eff. Buying Income (Gr.) . . . . .	1,515,024,000
Eff. Buying Income (Net) . . . . .	1,396,114,000
Farm Income . . . . .	804,956,000

\*Sales Management 1946 Survey

**2**  
*Coverage*  
(PRIMARY ONLY)



71 counties in North Carolina, Virginia and South Carolina where 77% of the people listen regularly to WPTF.

\*Latest NBC Survey

**3**  
*Prestige*



Governor R. Gregg Cherry and Dr. I. G. Greer, president of the North Carolina Good Health Association, launch state-wide movement for more doctors and hospitals.

WPTF advertisers enjoy the dealer and listener prestige associated with a 50,000 watt clear channel station noted for its public service and commercial programs.

**WPTF** 680 **50,000** WATTS  
KC NBC

Raleigh, North Carolina



**FREE & PETERS, INC.,**  
NATIONAL REPRESENTATIVES

**DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES**

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**NORTH CAROLINA—(Continued)**

City	Call Letters and Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Services	
HIGH POINT.....	WMFR 1230	250	Radio Station WMFR 164 S. Main St. 4593	ABC KBS	Frank S. Lambeth, Mgr. Pat Taylor, Coml. Mgr.	Gary C. Davis, Prog. Dir. Robert L. Moore, Chief Engr.	Burn-Smith Capitol Lang-Worth UP
JACKSONVILLE.....	WJNC 1240	250	Jacksonville Bcastg. Co. Rt. 24 N. Jacksonville 707	MBS Tobacco	Louis N. Howard, Pres. L. L. Gould, Mgr. & Prog. Dir. Rod Jones, Coml Mgr.	Gort Wilbur, Prom. Mgr. Elmo Cronk, Chief Engr.	Walker Lang-Worth UP
KANNAPOLIS.....	WGTL (Construction Permit) 870	1,000-D	Fred H. Whitley 400 S. Main St. 2	.....	Fred H. Whitley, Owner	.....	UP
KINSTON.....	WFTC 1230	250	Jonas Welland 204 E. King St. 4111	ABC	Jonas Welland, Pres. & Gen. Mgr. Alan C. Friedrich, Coml. Mgr.	A. R. Lanphear, Prog. Dir. & Prom. Mgr. Herman Civils, Chief Engr.	Burn-Smith Lang-Worth AP
KINSTON.....	(Construction permit) 1000	1,000-D	Kinston Bcastg. Co. Kinston	.....	W. R. Roberson Jr., Part Owner	.....	.....
LEAKSVILLE.....	WLOE 1490	100	Douglas L. Craddock Leaksville 701	MBS	D. L. Craddock, Owner & Gen. Mgr. Dallas E. Gwynn, Coml. Mgr.	Kenneth Thomas, Prog. Dir. & Prom. Mgr. Eldred Winn, Chief Engr.	McGillivra World AP
LENOIR.....	WJRI (Construction Permit) 1340	250	John P. Rabb Lenoir 860M	.....	John P. Rabb, Owner & Gen. Mgr. Don Perkins, Coml. Mgr. A. G. Foard, Prog. Dir.	K. Rabb, Prom. Mgr. John Rabb, Chief Engr.	..... Theasurus AP
LEXINGTON.....	WBUY 1190	250-D	Davidson County Bcastg. Co. P. O. Box 359 2716	KBS	O. G. Hilton } G. N. Hilton } Co-owners	O. G. Hilton, Gen. Mgr. & Chief Engr. G. N. Hilton, Coml. & Prom. Mgr.	Clark Theasurus AP
LUMBERTON.....	WTSB 1340	250	Robeson Bcastg. Corp. 112 W. Fifth St. 1080	MBS KBS	E. L. Bowman, Pres. Paul Moyle, Gen. & Coml. Mgr.	Frank Elliott, Prog. Dir. William F. Rogers, Chief Engr.	..... Standard AP
MONROE.....	(Construction Permit) 1060	250-D	Union Bcastg. Co. 104 E. Franklin St.	.....	J. Ray Shute } Olin Sikes } Owners J. S. Beaty Jr. }	.....	.....
MOREHEAD CITY.....	WMBL (Construction Permit) 740	1,000-D	Cartaret Bcastg. Co. Morehead City	.....	Grover C. Munden, Pres.	Ray Cummins, Chief Engr.	..... Standard AP
MORGANTOWN.....	WMNC (Construction Permit) 1490	250	Nathan J. Cooper (Temp.) R. R. No. 1 Valdese, N. C.	.....	Nathan J. Cooper, Owner	.....	.....
MOUNT AIRY.....	WPAQ (Construction Permit) 740	250-D	Ralph D. Epperson Ararat, Va. Mount Airy 900	.....	Ralph D. Epperson, Owner & Gen. Mgr.	.....	AP
NEW BERN.....	WHIT 1450	250	The Coastal Bcastg. Co. Inc. U. S. Highway No. 17, S. 4450	MBS Tobacco	L. N. Howard, Pres. & Gen. Mgr. Richard B. Stark, Sales Mgr.	Paul Parker, Prog. Dir. David E. Hardison, Chief Engr.	Walker Lang-Worth UP
NORTH WILKESBORO..	WILX (Construction Permit) 1450	250	Carolina-Northwest Bcastg. Co. Wilkesboro	.....	Edney Ridge } Hadley Hayes } Gen. Mgr.	.....	.....
NORTH WILKESBORO.	WKBC (Construction Permit) 810	1,000-D	Wilkes Bcastg. Co. (Temp.) c/o Dick's Service Main St.	.....	John T. Cashion, Partner	Doris B. Brown, Partner	.....
RALEIGH.....	WPTF 680	50,000	WPTF Radio Co. Insurance Bldg. 8311	NBC	J. R. Weatherspoon, Pres. Richard H. Mason, Gen. Mgr. Ollie L. Carpenter, Sales Mgr.	Graham B. Poyner, Prog. Mgr. Henry Hulick Jr., Chief Engr.	Free & Peters Theasurus, World AP, UP
RALEIGH.....	WRAL 1240	250	Capitol Bcastg. Co. Inc. 130 S. Salisbury St. 6411	MBS Tobacco	A. J. Fletcher, Pres. Fred Fletcher, Gen. Mgr. Ray Reeve, Coml. Mgr.	Howard Maschmeier, Prog. Dir. Stanley Brown, Chief Engr.	Wood Lang-Worth AP
RALEIGH.....	(Construction permit) 850	1,000	Raleigh News & Observer Raleigh	.....	Josephus Daniels, Pres.	.....	.....
REIDSVILLE.....	WMLS (Construction permit) 1600	1,000	Piedmont-Carolina Bcastg. Co. (Temp.) c/o Harold T. Williams Reidsville Furniture Co.	.....	H. T. Williams, Prin.	.....	.....
ROANOKE RAPIDS.....	WCBT 1230	250	WCBT Inc. 251 Roanoke Ave. R8551	MBS KBS	S. E. Crew, Pres. & Gen. Mgr. A. L. Drew, Coml. & Prom. Mgr.	Jesse Helms, Prog. Dir. Claude W. Mears, Chief Engr.	Burn-Smith Lang-Worth World UP
ROCKINGHAM.....	WAYN 900	1,000-D	Wayne M. Nelson Rockingham 611	.....	W. M. Nelson, Owner & Gen. Mgr. Vivian A. Yow, Prog. Dir.	J. D. McIntyre, Prom. Mgr. C. E. Rhodes, Chief Engr.	..... Cole, Lang-Worth MacGregor SESAC UP
ROCKY MOUNT.....	WCEC (Construction permit) 810	1,000-D	Josh L. Horne 150 Howard St.	.....	Josh L. Horne, Owner	.....	.....
ROCKY MOUNT.....	WEED 1450	250	W. Avera Wynne Box 752 1420	ABCJ	W. Avera Wynne, Mgr. J. L. Cummings, Coml. Mgr. Tommy Snowden, Prog. Dir.	Eunice Snipes, Prom. Mgr. Isaac G. Murphrey, Chief Engineer	World AP
SALISBURY.....	WSTP 1490	250	Piedmont Bcastg. Corp. State Theatre Bldg. 2121	MBS	Bryce P. Beard, Pres. & Gen. Mgr. Mrs. K. F. Murphy, Coml. Mgr.	Russell McIntire, Prog. Dir. & Prom. Mgr. Carl Watson, Chief Engr.	Burn-Smith Lang-Worth AP



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*Greensboro, N. C.*

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DAY AND NIGHT**

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# DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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*LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.*  
 (Data corrected to February 15, 1947)

## NORTH CAROLINA—(Continued)

City	Call Letters and Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Services
SANFORD.....	WWGP 1050	1,000-D	Lee Bcastg. Corp. P. O. Box 550 860	.....	W. W. Primm, Pres. & Gen. Mgr. L. O. Hutchins, Coml. Mgr.	G. C. Primm, Vice-Pres. & Assist. Mgr. E. Q. Proctor, Chief Engr. Capitol World UP
SHELBY.....	WOHS 730	250-D	Western Carolina Radio Corp. Shelby 840	MBS	Lee B. Weathers, Pres. Robert M. Wallace, Gen. Mgr. Milton Scarborough, Coml. Mgr.	Steve Woodson, Prog. Dir. Robert M. Wallace, Chief Engr. ..... Thesaurus AP
STATESVILLE.....	WSIC (Construction permit) 1400	250	Statesville Bcastg. Co. Inc. P. O. Box 1189 1210-W	.....	Dr. James W. Davis, Pres. Harry Gatton, Gen. & Coml. Mgr.	T. K. Abernethy, Chief Engr. .....
TARBORO.....	WCPS 760	1,000-D	Coastal Plains Bcastg. Co. Inc. Tarboro 643	.....	J. C. Hanner, Secy-Treas. & Gen. Mgr.—Chief Engr.	Eric Fields, Prog. Dir. ..... Capitol Lang-Worth AP
WASHINGTON.....	WRRF 930	5,000-D	Tar Heel Bcastg. System Inc. Bank of Washington Bldg. 403	ABC	W. R. Roberson Sr., Pres. W. R. Roberson, Jr., Vice-Pres. & Gen. Mgr. T. H. Patterson, Coml. Mgr.	Mary Winstead, Prog. Dir. Merrill Daniels, Prom. Mgr. George Martin, Chief Engr. Forjoe Thesaurus AP
WHITEVILLE.....	WENC 1240	250	Whiteville Bcastg. Co. Inc. Drawer 508 120	MBS	William Holm, Gen. Mgr. William Edmunds, Coml. Mgr.	Truman Walrod, Prog. Dir. Truman Brock, Chief Engr. Clark World AP
WILMINGTON.....	WGNI (Construction permit) 1840	250	General Newspapers Inc. Macon, Ga.	MBS	Carmage Walls, Pres. James W. Stewart, Gen. Mgr. Foster Edwards, Coml. Mgr.	Don Barber, Prog. Dir. Foster Edwards, Prom. Mgr. Wm. P. Callahan, Chief Engr. McGillvra Standard UP
WILMINGTON.....	WMFD 1400	250	Richard Austin Dunlea P. O. Box 696 4840	ABC	R. A. Dunlea, Owner & Mgr. Mrs. J. M. Mitton, Assist. Mgr. Claud O'Shields, Coml. Mgr.	Harry W. Lee, Prog. Dir. James C. Putnam, Prom. Mgr. Edward I. Herring Jr., Chief Engr. Burn-Smith World UP
WILSON.....	WGTM 1340	250	Penn Thomas Watson Wilson 2188	MBS Tobacco	Penn T. Watson, Owner A. E. Wannamaker, Gen. Mgr. H. W. Severance, Prom. Mgr. R. R. Brunson, Coml. Mgr.	Clint Paris, Assist. Mgr. W. H. Malone, Chief Engr. Walker Lang-Worth World UP
WINSTON-SALEM 3....	WAIR 1840	250	WAIR Bcastg. Co. Pepper Bldg. 2-1133	ABC	George D. Walker, Gen. Mgr. C. G. Hill, Coml. Mgr. Doris Pardington, Prog. Dir.	Doris Brown, Prom. Mgr. Lee King, Chief Engr. Walker Cole, World AP
WINSTON-SALEM 1....	WSJS 600	5,000	Piedmont Publishing Co. 419 N. Spruce St. 4141	NBC	Gordon Gray, Pres. H. Essex, Vice-Pres. & Managing Dir. Harry Shaw, Sales Mgr.	Robert Estes, Prog. Mgr. Walter Blake, Prom. Mgr. Phil Hedrick, Tech. Supvr. Headley-Reed Cole, Lang-Worth Standard UP
WINSTON-SALEM.....	WTOB (Construction permit) 710	1,000-D	Winston-Salem Bcastg. Co. P. O. Box 739 6205	MBS	James W. Coan, Pres. John G. Johnson, Secy.-Treas.	William P. Heffernan, Prog. Dir. L. C. Davis, Chief Engr. Thesaurus AP

## NORTH DAKOTA

BISMARCK.....	KFYR 550	5,000	Meyer Bcastg. Co. 320 Broadway 468	NBC Northwest	P. J. Meyer, Pres. & Gen. Mgr. F. E. Fitzsimonds, Vice-Pres. & Station Mgr. Robert MacLeod, Coml. Mgr.	Cal Culver, Prog. Dir. & Prom. Mgr. Ivar Nelson, Chief Engr. Blair Thesaurus UP
DEVILS LAKE.....	KDLR 1240	250	KDLR Inc. Devils Lake 1090	MBS	Bert Wick, Gen. & Coml. Mgr.	Richard Moritz, Chief Engr. SESAC, World UP
DICKINSON.....	KDLX (Construction Permit) 1230	250	Dickinson Radio Assn. 28 1st Ave. West	.....	Dr. Paul J. Weir, Pres.	Orville F. Burda, Gen. Mgr. ..... Standard AP
FARGO.....	WDAY 970	5,000	WDAY Inc. Black Bldg. 5357	NBC Northwest	E. C. Reineke, Pres. & Gen. Mgr. Jack Dunn, Station Mgr. Tom Barnes, Coml. Mgr. Ken Kennedy, Prog. Mgr.	Paul Ebert, Prom. Mgr. Julius Hetland, Tech. Dir. Juline Savold, Chief Engr. Free & Peters Thesaurus AP, UP
GRAND FORKS.....	*KFJM 1440 SH-KILO	1,000-LS 500-N	U. of North Dakota University Campus	.....	Donald J. Robertson, Gen. Mgr.	.....
GRAND FORKS.....	KILO 1440 SH-KFJM	1,000-LS 500-N	Dalton LeMasurier Firat Natl. Bank Bldg. 1200	CBS	Dalton LeMasurier, Owner & Gen. Mgr. Elmer O. Hanson, Coml. Mgr.	Dick Charles, Prom. Mgr. Arnold Petrich, Chief Engr. Avery-Knodel Lang-Worth UP
JAMESTOWN.....	KSJB 600	5,000	Jamestown Bcastg. Co. Inc. Box 688 100	CBS MBS	Donn D. Clayton, Pres. L. R. Amoo, Vice-Pres. & Gen. Mgr. Alfred Berry, Coml. Mgr.	Florence Putnam, Prog. Dir. & Prom. Mgr. L. R. Amoo, Chief Engr. Young Standard UP
MANDAN.....	KGCU 1270	250	Mandan Radio Assn. Inc. 200 3rd Ave. N. W. 631	MBS	W. S. Russell, Pres. M. J. Reichert, Gen. & Coml. Mgr.	Merrett Bushee, Prog. Dir. Ray Barnett, Chief Engr. Walker Lang-Worth
MINOT.....	KLPM 1390	5,000-LS 1,000-N	Minot Bcastg. Co. Fair Block 1267	MBS	John B. Cooley, Gen. Mgr. E. H. Cooley, Coml. Mgr. Gaylord McKinnon, Prog. Dir.	Leslie E. Maupin, Dir. of Prom. C. W. Baker, Chief Engr. & Station Mgr. Walker World UP
VALLEY CITY.....	KOVC 1490	250	KOVC Inc. Valley City 408-W	MBS KBS	Robert E. Ingatag, Pres. & Gen. Mgr.	George Brooks, Prog. Dir. Chas. Sjostrom, Chief Engr. Walker UP



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*(and the oldest  
station in the  
Northwest!)*



Yup, 1947 is WDAY's twenty-fifth anniversary year, boys and girls . . . *and look how good we've done for you advertisers in that little quarter-century!*

According to the latest Conlan Survey, WDAY gets 61.4% of the listeners in its coverage area. Station B gets 9.5%. Station C gets 7.2%. Actually, a great many homes in the fabulously productive Red River Valley *never dial their radios to any other station.*

That's partly habit, of course—and habits do get kinda strong in twenty-five years! Even more, though, it's WDAY's superior programming and showmanship, which really do set all the standards out here.

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# DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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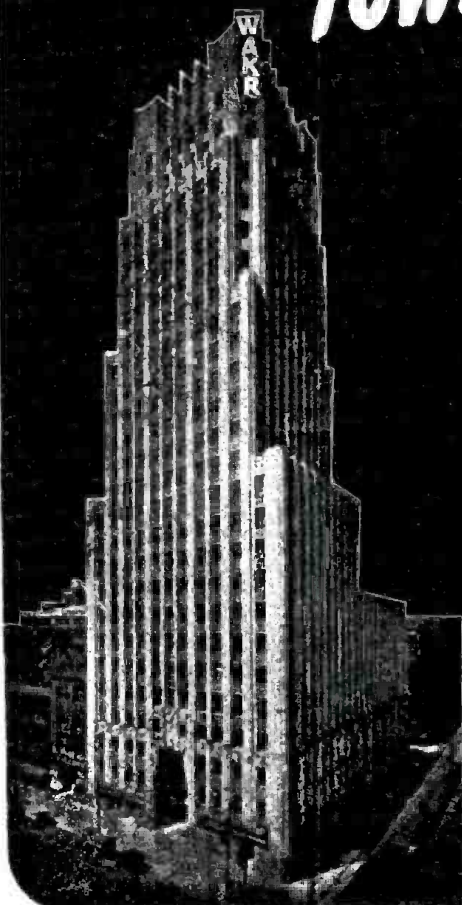
## OHIO

City	Call Letters and Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Services	
AKRON	WADC 1350	5,000	Allen T. Simmons Box 830 Meadowbrook 3211	CBS	Allen T. Simmons, Owner-Mgr. Robert Wilson, Assist. Mgr. Fred C. Bock, Coml. Mgr.	Harold Hageman, Prog. Dir. Secrest Williams, Dir. of Prom. J. L. Wildermuth, Chief Engr.	Hollingbery Lang-Worth Standard Transradio, UP
AKRON	WAKR 1590	5,000	Summit Radio Corp. First Central Tower Hemlock 6151	ABC	S. Bernard Berk, Pres. & Gen. Mgr.	Kenneth Keegan, Coml. Mgr. Robert S. French, Prog. Dir. Gordon Gray, Prom. Mgr. Irwin L. Knopp, Chief Engr.	Weed AP, UP
AKRON 8	WHKK 640 L-KFI	1,000	United Bestg. Co. 51 W. State St. Blackstone 7101	MBS	H. K. Carpenter, Exec. Vice-Pres. R. W. Richmond, Gen. Mgr. P. R. Herbert, Sales Mgr.	Lew Henry, Prog. Dir. C. J. Moyers, Prom. Dir. J. S. Hill, Chief Engr.	Raymer Cole, World AP
ASHTABULA	WICA 970	1,000-D	WICA Inc. 221 Center St.	.....	R. B. Rowley, Pres. W. W. Walrath, Gen. Mgr. D. W. Fassett, Coml. Mgr.	A. B. Newkirk, Prog. Dir. F. N. Bernato, Chief Engr.	World UP
CANTON	WAND (Construction Permit) 900	250-D	P. C. Wilson 1414 12th St. N. E.	.....	P. C. Wilson, Owner	.....	.....
CANTON 2	WCMW 1060	1,000-D	Stark Bestg. Corp. 317 W. Tuscarawas 8219	.....	Merlin R. Schneider, Pres. R. G. Lister, Vice-Pres. & Gen. Mgr.	A. F. Gebhart, Coml. Mgr. C. Hardenstein, Prog. Dir. Adam Opperman, Chief Engr.	Bura-Smith Thesaurus Standard INS
CANTON 2	WHBC 1480	5,000	Ohio Bestg. Co. 550 Market Ave. S. 7166	MBS	Eugene Carr, Dir. of Radio. Robert C. Fehlman, Station Mgr. Gervia S. Brady, Coml. Mgr.	Richard Neher, Prog. Dir. Julius Glass, Prom. Mgr. Kenneth L. Sliker, Chief Engr.	Rambeau World AP, UP
CINCINNATI 1	WKYK 1530	50,000	L. B. Wilson Inc. Hotel Gibson Cherry 6565	.....	L. B. Wilson, Pres. & Gen. Mgr. K. W. Church, Exec. Vice-Pres.	Bill Dawes, Prog. Dir. C. H. Topmiller, Chief Engr.	Free & Peters Cole Lang-Worth Standard World AP, INS
CINCINNATI 2	WCPO 1230	250	Scripps Howard Radio Inc. Carew Tower Main 3814	MBS	Jack R. Howard, Pres. Mortimer C. Watters, Vice-Pres. & Gen. Mgr. John Patrick Smith, Coml. Mgr.	Glenn Clark Miller, Prog. Dir. Jans McLean, Prom. Mgr. Glenn Davis, Chief Engr.	Branham Associated Lang-Worth Standard UP
CINCINNATI 6	WKRC 550	5,000-LS 1,000-N CP-5,000-U	Cincinnati Times-Star Co. Alms Hotel Woodburn 0550	CBS	Hulbert Taft Jr., Managing Dir. H. E. Fast, Mgr. U. A. Latham, Sales Mgr.	Lew Kent, Prog. Dir. Joel W. Stovall, Prom. Mgr. George Wilson, Chief Engr.	Katz Associated Lang-Worth Standard AP, UP
CINCINNATI 2	WLW 700	50,000	Crosley Bestg. Corp. 140 W. Ninth St. Cherry 1822	NBC	James D. Shouse, Pres. Robert E. Dunville, Gen. Mgr. Harry Mason Smith, Sales Mgr.	Eldon A. Park, Prog. Dir. Marshall M. Terry, Prom. Dir. Ronald J. Rockwell, Engr. Dir.	WLW Thesaurus AP, UP, INS Reuters
CINCINNATI	WSAI 1360	5,000	Buckeye Bestg. Co. 115 E. 4th St. Main 1068	ABC	Marshall Field, Pres. Robert M. Sampson, Gen. Mgr. E. K. Bauer, Assist. To Gen. Mgr.	Jimmy Leonard, Prog. Dir. Louis C. Nelson, Prom. Mgr. Wm. E. Symons, Chief Engr.	Avery-Knodel Standard Thesaurus AP, UP
CLEVELAND 1	WGAR 1220	5,000	The WGAR Bestg. Co. Hotel Statler Prospect 0200	CBS	G. A. Richards, Pres. John F. Patt, Vice-Pres. & Gen. Mgr. Carl George, Assist. Mgr. E. Harry Camp, Sales Mgr.	David M. Baylor, Prog. Dir. J. C. Roeder, Sales Prom. Mgr. E. M. Pierce, Vice-Pres. Chg. Engr.	Petry Lang-Worth, Standard UP
CLEVELAND 13	WHK 1420	5,000	United Bestg. Co. Terminal Tower Prospect 5800	MBS	Sterling E. Graham, Pres. K. K. Hackathorn, Vice-Pres. & Gen. Mgr. R. S. DeTehon, Sales Mgr.	C. M. Hunter, Prog. Dir. Bert Koebnitz, Prod. Mgr. R. S. DeLany, Chief Engr.	Raymer Lang-Worth, World AP, INS
CLEVELAND 15	WJW 850	5,000	WJW Inc. 1875 Euclid Ave. Superior 0101	ABC	William M. O'Neil, Pres. L. Webb, Treas. & Assist. to Pres. H. W. Waddell, Nat. Sales Mgr. W. J. Sylvester, Local Sales Mgr.	Charles V. Hunter, Prog. Dir. R. Manby, Prom. & Publ. Dir. Gerald G. Roberts, Chief Engr.	Headley-Reed Standard UP, Transradio
CLEVELAND 14	WTAM 1100	50,000	National Bestg. Co. Inc. 815 Superior Ave. Cherry 0942	NBC	Niles Trammell (NBC), Pres. Vernon H. Fribbie, Mgr. Cleve. Div. Harold Gallagher, Local Sales Mgr.	Hal Metzger, Prog. Dir. Howard Barton, Dir. of Publ. Rel. S. E. Leonard, Chief Engr.	NBC Spot Standard, Thesaurus AP, UP, INS
CLEVELAND	WJMO (Construction permit) 1540	1,000-D	W. J. Marshall Cleveland	.....	W. J. Marshall, Owner	.....	.....
CLEVELAND HEIGHTS	WSRS (Construction permit) 1490	250	Samuel R. Sague Cleveland Heights	.....	Samuel R. Sague, Owner	.....	.....
COLUMBUS 15	WBNS 1460	5,000-LS 1,000-N	RadiOhio Inc. 33 N. High St. Adams 9265	CBS	Richard S. Wolfe, Pres. Richard A. Borel, Station Mgr. W. I. Orr, Sales Mgr.	Geer Parkinson, Prog. Dir. J. R. Reeves, Dir. Prog. Prom. Lester H. Nafzger, Chief Engr.	Blair Standard, Thesaurus AP
COLUMBUS 15	WCOL 1230	250	The Pixleys 33 N. High St. Main 4581	ABC	Lloyd A. Pixley, Partner J. Kelly, Mgr. & Coml. Mgr.	Albert Albinger, Prod. Dir. Howard A. Donahoe, Publ. & March, Mgr. Leo DeConnick, Chief Engr.	Headley-Reed Lang-Worth, Associated, World AP, INS
COLUMBUS 15	WHKC 610	1,000	United Bestg. Co. 22 Gay St. Adams 1101	MBS	Sterling Graham, Pres. C. M. Everson, Vice-Pres. & Gen. Mgr. H. H. Hoessly, Coml. Mgr.	John B. Moses, Prod. Mgr. Wm. G. Minor, Chief Engr.	Raymer Lang-Worth, SESAC UP
COLUMBUS 10	*WOSU 820 L-LS Dallas	5,000	The Ohio State U. Campus, N. High St. University 8148	.....	Howard L. Bavis, OSU Pres. Robert C. Higgy, Dir. William H. Ewing, Prog. Supvr.	H. K. Schellenger, Dir. Publ. Rel. Chas. H. Bohner, Chief Opr.	Thesaurus AP, UP



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*National Representatives*

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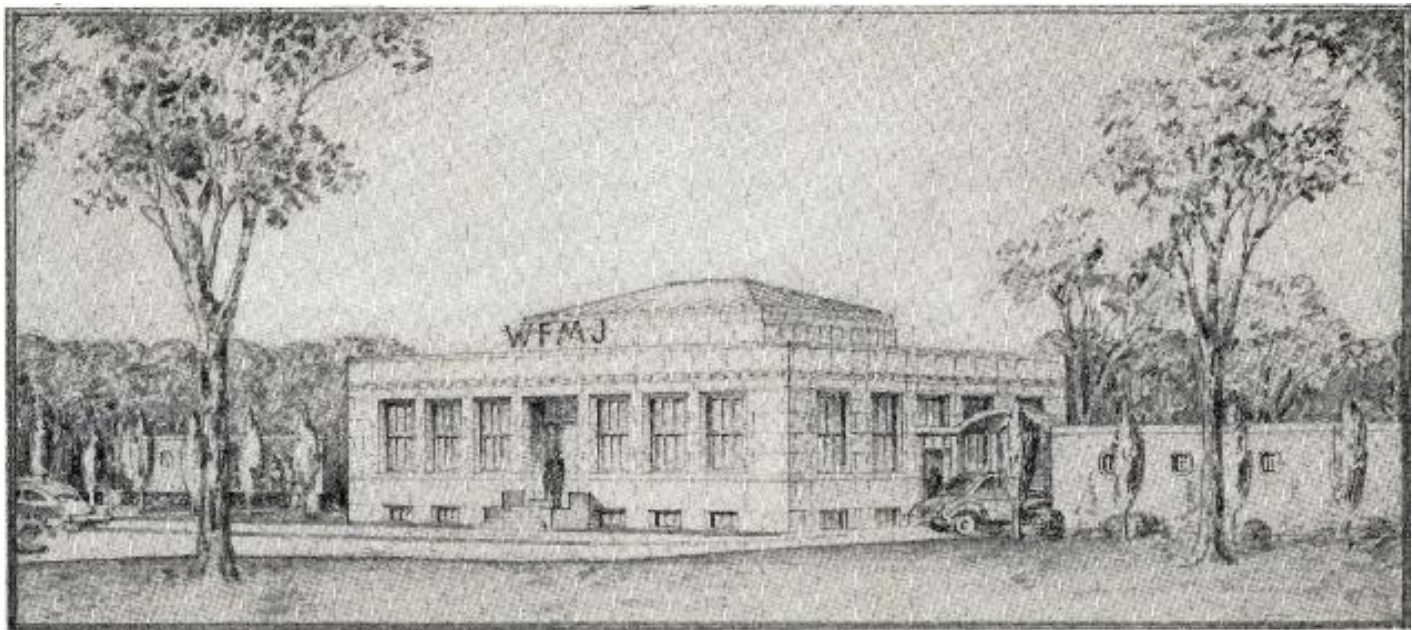
1350  
CBS

**WADJ**

*Akron's Only Independent Station*

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BASIC COLUMBIA NETWORK • 5000 WATTS  
ALLEN T. SIMMONS • OWNER-OPERATOR  
Represented Nationally by George P. Hollingbery Co.





## **WFMJ's transmitter building, to be erected this year**

**WFMJ has been granted 5,000 watts AM and 50,000 watts FM, which will make it one of the most powerful of all FM stations. Meanwhile WFMJ, as usual, offers complete coverage of the concentrated Youngstown market.**

# **WFMJ**

*Affiliate of the American Broadcasting Company*  
**News Reports of Press Association,  
the United Press and the Youngstown Vindicator**

**HEADLEY REED COMPANY, NATIONAL REPRESENTATIVES**

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## OHIO—(Continued)

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DAYTON 2	WHIO 1290	5,000	Miami Valley Bcstg. Corp. 45 S. Ludlow Adams 2261	CBS	James M. Cox Jr., Pres. Robert H. Moody, Gen. Mgr. Arthur H. Tomsett, Coml. Mgr.	Lester G. Spencer, Prog. Dir. Stanley G. Mouse, Publ. Dir. Ernest L. Adams, Chief Engr.	Hollingsbery Standard, World AP, UP, INS
DAYTON 2	WING 1410	5,000	Great Trails Bcstg. Co. 121 N. Main St. Adams 3288	ABC	Charles Sawyer, Pres. John Pattison Williams, Exec. Vice-Pres. & Gen. Mgr. Florence G. Dykstra, Station Mgr.	Ranny Daly, Prod. Dir. E. C. Crane, Prom. Mgr. Paul F. Braden, Engring. Consult.	Weed Lang-Worth, Standard AP
FINDLAY	WFIN 1830	1,000-D	Findlay Radio Co. 500½ S. Main St. 1880	.....	Fred R. Hover, Owner-Mgr. Edgar C. Smith, Chief Engr.	Joanne Lewis, Prog. & Traf. Mgr.	..... Cole, Lang-Worth, SESAC, Standard Tranaradio
HAMILTON	WMOH 1450	250	The Fort Hamilton Bcstg. Co. Second National Bank Bldg. 4664	MBS	H. G. Pabst, Pres. & Managing Dir. Jos. E. True, Sales Mgr.	Don J. Meeks, Prog. Dir. Andrew F. Bruck, Chief Engr.	..... Thesaurus UP
LIMA	WLOK 1240	250	The Fort Industry Co. National Bank Bldg. 6-3411	NBC	George B. Storer, Pres. Ralph G. Elvin, Managing Dir. & Prom. Mgr. G. F. Zwahlen, Coml. Mgr.	Edgar C. Ulrick, Prog. Dir. Darrell J. Hunter, Chief Engr.	Headley-Reed Lang-Worth AP
MANSFIELD	WMAN 1400	250	Richland Inc. 140 Park Ave. West 4285	ABC	M. F. Rubin, Pres. J. M. O'Hara, Vice-Pres. & Gen. Mgr. Carl C. Kindt, Coml. Mgr.	Harry C. Lytle, Prog. Dir. Harold Robinson, Prom. Mgr. W. E. Morrison, Chief Engr.	..... World UP
MARIETTA	WMOA 1490	250	Marietta Bcstg. Co. Inc. P. O. Box 201 Williamstown 6383	MBS KBS	Mildred Chernoff, Pres. A. N. Archer, Res. & Coml. Mgr. Harold Haight, Prog. Mgr.	Paul Nesper, Prom. Mgr. Charles E. Clark, Chief Engr.	Branham Lang-Worth. UP
MARIETTA	WOPK (Construction permit) 1840	250	Parkersburg Sentinel Co. (Temp.) 519 Juliana St. Parkersburg, W. Va.	.....	(WOPK to be relinquished by parent company of permittee under conditions of sale of WBLK Clarksburg, W. Va. to News Publishing Co.)		.....
MARION	WMRN 1490	250	Marion Bcstg. Co. P. O. Box 518 3226	ABC	R. T. Mason, Pres.-Treas. & & Coml. Mgr. Robert Morrison, Ops. Mgr.	Eric Paige, Prog. Mgr. F. J. Peters, Chief Engr.	Broadcast Sales Thesaurus UP
PORTSMOUTH	WPAY 1400	250	Scioto Bcstg. Co. 1009 Gallia St. 1010	CBS	Roy D. Moore, Pres. G. F. Boyd, Station & Coml. Mgr.	E. Sagraves, Prog. & Prod. Dir. C. P. Bodner, Prom. & Publ. Dir. Maurice L. Myers, Chief Engr.	Rambeau Lang-Worth AP, UP
SPRINGFIELD	WIZE 1840	250	Radio Voice of Springfield Inc. 315 W. High St. 8-4955	ABC	Charles Sawyer, Pres. J. P. Williams, Exec. Vice-Pres. Adna Karns, Station Mgr.	Robert Terry, Prog. Dir. Victor Bushong, Chief Engr.	Weed Standard UP
STEBENVILLE	WSTV 1840	250	The Valley Bcstg. Co. Exchange Realty Bldg. 2-6265	MBS	John J. Laux, Gen. & Coml. Mgr. J. L. Meridan, Prog. Dir. & Assist. Mgr.	J. M. Troesch, Tech. Supvr.	McGillvra Thesaurus UP
TOLEDO 4	WSPD 1870	5,000	The Fort Industry Co. 186 Huron St. Adams 3175	NBC	George B. Storer, Pres. J. Harold Ryan, Vice-Pres. & Treas. Lee B. Wailes, Gen. Mgr.—Port Industry stations. E. Y. Flanigan, Managing Dir.	W. F. Shannon, Local Sales Mgr. Glenn C. Jackson, Prog. Dir. Robert B. Evans, Prod. Dir. O. W. Myers, Sales Prom. Dir. W. M. Stringfellow, Chief Engr.	Katz Lang-Worth, Standard, Thesaurus AP, UP, INS
TOLEDO	WTOD 1560	1,000-D	Unity Corp. Inc. 515 Madison Ave. Garfield 5551	.....	W. H. Spencer, Gen. & Coml. Mgr.	Howard Malcolm, Prog. Dir. Robert Sowers, Chief Engr.	..... Associated, Lang-Worth, SESAC
TOLEDO 2	WTOL 1230	250	Community Bcstg. Co. Bell Bldg. Adams 3291	ABC	Frazier Reams, Pres. Arch Shawd, Vice-Pres. & Gen. Mgr.	Karl Nelson, Prog. Mgr. John Sheehan, Chief Engr.	Raymer Standard, World AP, UP
WARREN	WRRN 1400	250	Nied & Stevens 108 Main St. 4490	MBS	Frank T. Nied } Partners Perry H. Stevens } E. P. Pryor, Station Mgr.	Frank B. Cannon, Coml. Mgr. Richard G. Oram, Prog. Dir. Robert V. Kinney, Chief Engr.	McGillvra Lang-Worth, SESAC UP
WORTHINGTON	WRFD (Construction Permit) 880	5,000-D	Peoples Bcstg. Corp. (Temp.) 246 N. High St. Columbus	.....	Frank H. Altdoerffer, Pres.	.....	.....
YOUNGSTOWN 3	WFMJ 1450 CP-1390	250 CP-5,000	WFMJ Bcstg. Co. 101 W. Boardman St. 8-4121	ABC	William F. Magg Jr., Gen. Mgr. Phil Wood, National Sales Mgr. Robert B. Mackall, Prog. Dir.	L. E. Nasman, Business Mgr. F. A. Dieringer, Chief Engr.	Headley-Reed Standard, Thesaurus AP, UP
YOUNGSTOWN	WKBN 570	5,000	WKBN Bcstg. Corp. 17 N. Champion St. 4-2122	CBS	W. P. Williamson Jr., Pres. & Gen. Mgr.	J. H. Bowden, Station & Coml. Mgr. B. T. Wilkins, Chief Engr.	Raymer Lang-Worth World UP
ZANESVILLE	WHIZ 1240	250	Southeastern Ohio Broadcasters Inc. N. Fifth St. 6000	NBC	George B. Storer, Pres. J. Robert Kerns, Managing Dir.	Russ Gardner, Prog. Dir. Joe Atkinson, Chief Engr.	Blair Lang-Worth AP
<b>OKLAHOMA</b>							
ADA	KADA 1230	250	C. C. Morris First Natl. Bank Bldg. 1212	ABC Oklahoma	C. C. Morris, Owner James M. Griffith, Mgr. Leroy W. Moses, Coml. Mgr.	Bill Hoover, Prog. Dir. Betty Hughes, Prom. Mgr. Harold Walker, Chief Engr.	T-H-S Cole, Standard AP, J.
ALTUS	KHHW (Construction Permit) 1450	250	Altus Bcstg. Co. Inc. Box 692	.....	F. E. Wimberly, Pres. & Gen. Mgr.	Ruth S. Ferris, Coml. Mgr.	.....



*Very Personal...*



**T**O LISTENERS in one of the nation's top 25 industrial areas . . . to local and national advertisers . . . the call letters WKBN stand for personal contact.

*To the Listener,* they mean personal contact with constant fine entertainment . . . strong local and national news coverage . . . information on better products and services . . . extensive public service features. This contact is one of personal preference for more reasons than the quality and scope of programs. The listener has come to know WKBN as a friendly station and staff . . . vitally concerned with affairs of the area served. Twenty years of sincere and authoritative station conduct have demonstrated this to his satisfaction . . . and the WKBN-habit is welcomed as a personal part of his life and home.

*To the Advertiser,* WKBN means an opportunity for personal contact with a great family of radio listeners in a densely populated tri-state area. These call letters mean the one advertising medium that binds this vast purchasing power together. They represent unique market contact through a regional personality . . . a proved-power selling force . . . a friendly and profitable business relationship, based on WKBN's long-established reputation for utmost cooperation towards mutual objectives.

IF YOU COULD CHOOSE ONLY 25 U. S. MARKETS . . .  
YOU WOULD HAVE TO CHOOSE YOUNGSTOWN—WKBN

**WKBN**

Columbia Broadcasting System  
YOUNGSTOWN · OHIO  
5000 Watts · 570 K. C.

Represented by:  
Paul H. Raymer Company

# DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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 LS—Local Sunset.    L—Limited Time with Dominant Station.    SA—Special Authorization.  
 (Data corrected to February 15, 1947)

## OKLAHOMA—(Continued)

City	Call Letters and Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representative Transc. Library News Services
ARDMORE.....	KVSO 1240	250	John F. Easley Hotel Ardmore 8030	ABC KBS Oklahoma	John F. Easley, Owner Albert Riesen, Gen. Mgr. John E. Riesen, Coml. Mgr.	Dolly Dutton, Prog. Dir. John M. Molloy, Chief Engr. T-H-S SESAC, Standard World
BARTLESVILLE 1.....	KWON 1400	250	Bartlesville Bstg. Co. 100 Union National Bank 1400	MBS	J. Fred Case, Pres. & Gen. Mgr. Henry Hoerman, Coml. Mgr.	Ken. Cline, Prog. Dir. Eugene V. Burrows, Chief Engr. Standard AP
CHICKASHA.....	KWCO 1560	250-D	Washita Valley Bstg. Corp. Chickasha 2899	MBS	G. C. Robinson Jr., Pres. & Chief Engr. James B. Quattlebaum, Mgr.	Len Lyon, Coml. Mgr. George P. Miller, Prog. Dir. Standard AP
DURANT.....	KSEO (Construction Permit) 750	250-D	Democrat Printing Co. 129 N. 3rd Ave.	.....	R. F. Story } Bennett Story } Equal Partners	.....
ELK CITY.....	KASA 1240	100	Southwest Bstg. Co. 204 N. Main 730	MBS KBS	L. J. Preston, Pres. & Gen. Mgr. Lew Preston, Coml. Mgr. Mrs. Evelyn Preston, Prog. Dir.	Mrs. Alice Howenstine, Prom. Mgr. George Fenter, Chief Engr. Standard UP
ENID.....	KCRC 1390	1,000	Enid Radiophone Co. Broadway Tower 447	ABC Oklahoma	Mrs. M. C. Garber, Pres. Milton B. Garber, Gen. Mgr. H. P. Hale, Coml. Mgr.	Harold Moon, Prog. Dir. Murray D. Coleman, Chief Engr. T-H-S Cole, Standard AP
LAWTON.....	KSWO 1150 CP-1380	250-D CP-1,000-U	Oklahoma Quality Bstg. Co. 17th & E. Ave. 3413	ABC KBS Oklahoma	John W. Steele, Gen. Mgr. Neil Ashlock, Coml. Mgr.	Morgan Roberts, Prom. Mgr. W. E. Billington, Chief Engr. T-H-S Standard, World UP
McALESTER.....	KTMC 1400	250	McAlester Bstg. Co Municipal Bldg. 2411	ABC Oklahoma	C. E. Wilson } P. D. Jackson } Partners Clarence E. Wilson, Gen. Mgr.	Phillip D. Jackson, Coml. Mgr. Lowell Clark, Prog. Dir. Glen Barnett, Chief Engr. T-H-S Standard UP
MUSKOGEE.....	KBIX 1490	250	Oklahoma Press Publishing Co. 214 Wall 303	ABC Oklahoma	Tams Bixby Jr., Pres. Paul A. Bruner, Mgr. & Prog. Dir.	Mary D. Robinson, Office Mgr. & Prom. Dir. Bruce Dennis, Chief Engr. T-H-S AP
NORMAN.....	*WNAD 640	1,000-D	U. of Oklahoma Faculty Exchange 900	.....	John W. Dunn, Dir. William S. Morgan, Prod. Mgr.	Remy Perot, Chief Engr. Standard AP
OKLAHOMA CITY.....	KBYE (Construction Permit) 890	1,000-D	State Bstg. Co. Oklahoma City	.....	A. Earl Cullum, Pres.	J. M. Collins, Vice-Pres. & Treas. .....
OKLAHOMA CITY.....	KLPR (Construction Permit) 1140	1,000-D	Oklahoma City Bstg. Co. Oklahoma City	.....	Byrne Ross, Chief Exec.	.....
OKLAHOMA CITY.....	KOCY 1840	250	Plaza Court Bstg. Co. Plaza Court 8-4383	MBS	John D. Thomas, Pres. Matthew H. Bonebrake, Gen. Mgr. George Tartar, Coml. Mgr.	Paul Buening, Prog. Dir. Carlton Beck, Prom. Mgr. G. W. Brock, Chief Engr. Walker Associated Standard Thesaurus AP
OKLAHOMA CITY 1....	KOMA 1520	50,000	KOMA Inc. Box 938 2-3291	CBS	John Griffin, Pres. Kenyon Brown, Gen. Mgr. J. J. Bernard, Dir. of Sales	Allan Page, Prod. Mgr. Bill Bryan, Dir. of Pub. Rel. M. W. Thomas, Chief Engr. Free & Peters Capitol, Cole Standard UP
OKLAHOMA CITY 2....	KTOK 1400	250	KTOK Inc. 2004 Apco Tower 3-8352	ABC Oklahoma	O. L. Taylor, Pres. Robert D. Enoch, Gen. Mgr. Frank J. Lynch, Coml. Mgr.	Howard Shreve, Prog. Dir. Clifford Easum, Chief Engr. T-H-S Lang-Worth World AP, UP
OKLAHOMA CITY 2....	WKY 980	5,000	WKY Radiophone Co. Skirvin Tower 3-4306	NBC	E. K. Gaylord, Pres. P. A. Sugg, Station & Coml. Mgr. Hoyt T. Andres, Prod. Mgr.	Tom Rucker, Prom. Mgr. H. J. Lovell, Chief Engr. Katz Associated Standard AP, UP
OKMULGEE.....	KHBG 1240	250	Okmulgee Bstg. Corp. McCullough Bldg. 8646	MBS KBS	Pat Buford, Pres. & Gen. Mgr. Lucille Buford, Coml. Mgr.	Nova Clarke, Prog. Dir. Chester Ludwick, Chief Engr. Sears & Ayer Lang-Worth UP
PONCA CITY.....	WBBZ 1230	250	Adelaide Lillian Carrell 615 W. Grand Ave. 483	MBS KBS	Adelaide L. Carrell, Managing Dir.	.....
SHAWNEE.....	KGFF 1450	250	KGFF Bstg. Co. Inc. Aldridge Hotel 4390	ABC Oklahoma	Oscar S. Stauffer, Pres. Mrs. Maxine E. Bowman, Gen. Mgr.	Roy J. Bowman, Prog. Prod. Mgr. Salvatore Ricciotti, Chief Engr. T-H-S Lang-Worth AP
STILLWATER.....	KSPI (Construction Permit) 780	250-D	Stillwater Pub. Co. 117 W. 7th St. 311	.....	C. R. Bellatti, Pres. L. F. Bellatti, Gen. Mgr.	W. R. McKinsey, Prog. Dir. UP
TULSA 3.....	KAKC 1570	1,000-D	Public Radio Corp. Avey's Coliseum 4-0143	.....	Sam E. Avey, Pres. Glenn Condon, Vice-Pres. James L. Neal, Coml. Mgr.	Jack Evans, Prog. Dir. Arnold Maupin, Chief Engr. Lang-Worth AP
TULSA 3.....	KFMJ 1050	1,000-D	Fred Jones Bstg. Co. 7th and Main 3-4236	.....	Fred Jones } Mary E. Jones } Partnership Lawson Taynor, Gen. Mgr.	Tom Johnson, Assist. Gen. Mgr. Jack Hoffman, Prog. Dir. Nate Wilcox, Chief Engr. Cooke, Griffith SESAC, Standard World UP
TULSA 3.....	KOME 1340	250	Oil Capital Sales Corp. 7 W. 8th St. 3-4121	ABC MBS Oklahoma	Harry Schwartz, Pres.-Treas. H. E. Grimes, Gen. Mgr. Fred Schwartz, Coml. Mgr.	Dick Campbell, Prog. Dir. Betty Birdeen, Prom. Mgr. Roy Brown, Chief Engr. T-H-S Lang-Worth Standard AP
TULSA.....	KTUL 1430	5,000	Tulsa Bstg. Co. Boulder-on-the-Park 2-8191	CBS	John Toole Griffin, Pres. John Esau, Gen. Mgr. L. A. Blust, Coml. Mgr.	Karl Janssen, Prog. Dir. George Ketcham, Prom. Mgr. Robert Snider, Chief Engr. Free & Peters Capitol, Cole Standard Thesaurus UP
TULSA 3.....	KVOO 1170	50,000	Southwestern Sales Corp. Philtower Bldg. 2-2254	NBC	P. Q. Proctor, Pres. William B. Way, Vice-Pres. & Gen. Mgr. Gustav Brandborg, Coml. Mgr. F. M. Randolph, Prog. Dir.	Bud Jackson, Pub. Rel. & Prom. Dir. L. W. Stinson, Chief Engr. H. Hamilton, Assist. Chief Engr. Petry Lang-Worth Standard UP, INS
WOODWARD.....	KSIW (Construction Permit) 1450	250	Woodward Bstg. Co. (Temp.) P. O. Box 1805 Oklahoma City	.....	David D. Price, Pres.	.....



*WKY leads in . . .*

# AUDIENCE RATING



**IN THIS AREA**

**93.3% OF THE TIME**

**IN OKLAHOMA, It's WKY for  
MAXIMUM AUDIENCE EXPECTANCY**

Disregarding for the moment the pleasant and profitable experiences of current WKY advertisers who need no other evidence than their sales records to prove WKY's superior selling power, there is a mass of other evidence which would lead any time buyer to expect it.

Most recent evidence comes from the Diary Study conducted in 30 Oklahoma counties by Audience Surveys, Inc. WKY dominates all competition in every day-part with top station ratings 466 out of the week's 500 quarter-hours, tying for top during an additional quarter-hour.

This is where advertisers need power . . . where WKY delivers effective, useable power!

**WKY**  
*Oklahoma  
City*

OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING COMPANY: THE DAILY OKLAHOMAN—OKLAHOMA CITY TIMES—THE FARMER-STOCKMAN  
KVOR, COLORADO SPRINGS—KLZ, DENVER AND WEEK, PEORIA AFFILIATED IN MANAGEMENT—REPRESENTED BY THE KATZ AGENCY, INC.

# DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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 LS—Local Sunset.    L—Limited Time with Dominant Station.    SA—Special Authorization.  
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## OREGON

City	Call Letters and Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Services	
ALBANY.....	KWIL 1240	250	Central Willamette Bcstg. Co. 15th & Elm Sta. 1284	MBS Don Lee	W. L. Jackson, Pres. R. R. Cronise, Secy.-Treas. Chet Wheeler, Gen. Mgr. Hal Byer, Coml. Mgr.	Bob Reinholdt, Prog. Mgr. Warren Stoffer, Prom. Mgr. Herb Davidson, Chief Engr.	Griffith, Keating Cole, Standard UP
ASHLAND.....	KWIN 1400	250	Rogue Valley Bcstg. Co. Inc. 1160 Helman Road 2-1851	..... United Pacific	M. S. Hamaker, Pres. Bob Reinholdt, Gen. Mgr. Edward P. Barnett, Coml. Mgr.	Margaret M. Ritchie, Prog. Mgr. Floyd M. Rush, Chief Engr.	Keating Standard, World AP
ASTORIA.....	KAST 1230	250	Astoria Bcstg. Co. 381 Commercial 95	MBS KBS Don Lee	Merle R. Chessman, Pres. L. E. Parsons, Gen. Mgr. & Secy.-Treas. R. D. Holmes, Coml. Mgr.	Margie Christiansen, Prog. Dir. Stan Church, Spec. Events Dir. James Titus, Chief Engr.	..... Lang-Worth AP
BAKER.....	KBKR 1490	250	Inland Radio Inc. First & Court Bldg. 140	KBS	Marshall E. Cornett, Pres. L. W. Jacobs, Secy.-Treas. & Gen. Mgr. Ken Lockwood, Coml. Mgr.	Grace Baer, Prog. Dir. Milton Levy, Prom. Mgr. Sidney Williams, Chief Engr.	Grant, Keating UP
BEND.....	KB... 1340	250	Central Oregon Bcstg. Co. 1101 Wall St. 848	MBS KBS Don Lee	F. H. Loggan, Pres. & Gen. Mgr. William Barton, Coml. Mgr.	Kessler Cannon, Prog. Dir. Robert Dickinson, Chief Engr.	Griffith, Keating Lang-Worth UP
COOS BAY.....	KOOS 1230	250	KOOS Inc. Hall Bldg. 432	MBS Don Lee United Pacific	Sheldon F. Sackett, Pres. Fred F. Chitty, Gen. Mgr. Hal Shade, Resident Mgr.	Leonard Epling, Coml. Mgr. Mrs. Sara Spaugh, Prog. Dir. & Traffic Mgr. Roger L. Spaugh, Chief Engr.	Griffith World AP, UP
CORVALLIS.....	*KOAC 560	5,000	Oregon State Agric. College Corvallis 526	.....	P. C. Packer, Chancellor (State System)	James M. Morris, Prog. Mgr. Grant S. Feikert, Chief Engr.	..... UP
CORVALLIS.....	KRUL (Construction permit) 1340	250	Pacific States Radio Co. 257 Jackson 1504	.....	J. C. Haley Jr., Mgr. & Chf. Engr. Gordon E. Bjork, Coml. Dir.	Claudine Brown, Prog. & Women Dir. C. W. Peck, Prom. Mgr.	MacGregor AP
EUGENE.....	KASH (Construction permit) 1800	1,000	Radio Air Ways Inc. Eugene	.....	E. L. Kincaid, Pres.	.....	.....
EUGENE.....	KORE 1450	250	Violet G. Motter Box 1032 3	MBS Don Lee	Violet G. Motter, Owner L. W. Trommlitz, Mgr. Bruce Nidever, Coml.-Prod. Mgr.	Marjorie Jackson, Secy.-Prog. Dir. Harold Gander, Chief Engr.	Griffith, Keating World AP, UP
EUGENE.....	KUGN 1400	250	Valley Bcstg. Co. P. O. Box 1400 2800	ABC	C. H. Fisher } Owners Benj. N. Phillips } S. W. McCready, Gen. & Coml. Mgr.	J. T. Hallock, Prom. Dir. John E. Boren, Chief Engr.	Grant Thesaurus AP
GRANTS PASS.....	KUIN 1840	250	So. Oreg. Bcstg. Co. P. O. Box 148 1100	MBS Don Lee	A. E. Voorhies, Pres. E. A. Malone, Gen. Mgr. Don Telford, Coml. Mgr.	M. A. Dawson, Prog. Dir. & Traffic Mgr. N. L. Williams, Chief Engr.	Grant, Keating MacGregor, SESAC World AP
KLAMATH FALLS.....	KFJI 1240	100	KFJI Bcstrs. Box 692 5155	MBS Don Lee	W. D. Miller, Pres. & Mgr. Jack Keating, Coml. & Prom. Mgr.	Dave Hoss, Prog. Dir. William P. Grimes, Chief Engr.	Grant, Keating World UP
KLAMATH FALLS.....	KFLW 1450	250	Herald Publishing Co. Main & Esplanade 8111	ABC	Frank Jenkins, Owner Bud Chandler, Mgr. Max J. Frye, Sales Mgr.	Mel Baldwin, Prog. Dir. & Prom. Mgr. Gib Walters, Chief Engr.	Griffith Thesaurus AP
LA GRANDE.....	KLBM 1450	250	Inland Radio Inc. La Grande 220	KBS	M. E. Cornett, Pres. } Chief L. W. Jacobs, Sec-Treas. } owners John G. Jones, Gen. Mgr. Ken Lillard, Coml. Mgr.	Marjorie Pierce, Prog. Dir. Jack Hatmaker, Prom. Mgr. Wallace Guthrie, Chief Engr.	Grant, Keating Standard UP
MEDFORD.....	KMED 1440	1,000	Mrs. W. J. Virgin Ross Lane 4000	NBC	Mrs. Blanch Virgin, Owner & Gen. Mgr. Arthur Adler, Coml. Mgr.	G. Lamar, Prog. Dir. & Prom. Mgr. Dave Rees, Chief Engr.	..... Standard UP
MEDFORD.....	KYJC (Construction permit) 1230	250	Medford Printing Co. 27 N. Fir St.	.....	Robert W. Rule, Pres.	.....	.....
ONTARIO.....	KSRV 1450	250	Inland Radio Inc. Old Oregon Trail Highway 212	.....	M. E. Cornett, Pres. } Chief L. W. Jacobs, Sec-Treas. } owners Gordon L. Capps, Gen. Mgr. John W. Powell, Coml. Mgr.	Velma Morton, Prog. Dir. Ted Loud, Prom. Mgr. Charles E. Harland, Chief Engr.	Grant Keating World UP
OREGON CITY.....	KGON (Construction permit) 1230	250	Fitzgibbon, Jarmon & Ehmson 1128 Main St.	.....	Dr. John Fitzgibbon } Temple V. Ehmson } Partners Roy Jarmon }	.....	.....
FENDLETON.....	KWRC 1240	250	Western Radio Corp. Box 178 1425	.....	V. B. Kenworthy, Gen. Mgr. W. T. Slater, Station Mgr.	Leon Ospeck, Prog. Dir. James Leach, Chief Engr.	Keating Lang-Worth UP
PORTLAND 5.....	KALE 1330	5,000	KALE Inc. 919 Taylor St. Bldg. Broadway 3484	MBS Don Lee	P. L. Jackson, Pres. Chas. E. Couche, Gen. Mgr. Norman A. Davis, Coml. Mgr.	Willis Ross, Prog. Dir. K. K. LeMaster, Publ. Rel. Dir. A. E. Richmond, Chief Engr.	Blair Associated, Standard AP, UP
PORTLAND 14.....	*KBPS 1450—SH	100	Benson Polytechnic High School 546 N. E. 12th Ave. Lancaster 4586	.....	R. T. Stephens, Agent, Sch. Dist 1	Mary E. Gilmore, Assist. Supvr., Radio Charles Weagant, Chief Engr.	.....
PORTLAND 5.....	KEX 1190	5,000 CP-50,000	Westinghouse Radio Stations Inc. 1230 S. W. Main Atwater 6214	ABC	Walter Evans (WRS), Vice-Pres. Charles S. Young, Gen. Mgr. Eldon Campbell, Sales Mgr.	Melvin Bailey, Prog. Mgr. Douglas Bilmeyer, Sales Prom. Mgr. T. T. Ely, Chief Engr.	Raymer World UP, INS
PORTLAND 5.....	KGW 620	5,000	Oregonian Publishing Co. Inc. 1011 S. W. 6th Ave. Beacon 6364	NBC Northwest Triangle	H. Quenton Cox, Gen. Mgr. F. H. Coffin, Publ. Rel. Dir. J. N. Wassan, Coml. Mgr.	Homer Welch, Prog. Dir. T. J. Swafford, Prod. Mgr. Harold S. Singleton, Chief Engr.	Petry Lang-Worth, SESAC, Thesaurus AP, UP, INS





**ALICE IN WONDERLAND COMES TO LIFE**



"Reading Is Fun" has been broadcast in the public interest by Station KGW to the children of Portland during the last 8 school years. Sponsored jointly by the Portland Library Association and the Portland Junior League, these weekly programs have long led in stimulating interest in outstanding juvenile literature. KGW recently auditioned 111 girls under 16 years of age competing for the title role in the program's dramatization of "Alice in Wonderland". Winner was 13-year-old Mary Jane Pitts, who played the part on the four-week broadcast of the story.



**KGW**  
**620 ON YOUR DIAL**  
AFFILIATED WITH 

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

# DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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## OREGON—(Continued)

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PORTLAND 7	KOIN 970	5,000	KOIN Inc. P. O. Box. 1081 Atwater 3888	CBS	Marshall Field Sd, Pres. H. H. Buckendahl, Gen. & Coml. Mgr.	Ted Cooke, Prog. Dir. Marc Bowman, Prom. Mgr. L. S. Bookwalter, Chief Engr.	Avery-Knodel Associated, Capitol World AP, UP, INS
PORTLAND	KPDQ (Construction Permit) 800	1,000-D	John W. Davis Portland	.....	John W. Davis, Owner	.....	.....
PORTLAND 4	KWJJ 1080	1,000	KWJJ Broadcast Co. Inc. 1011 S. W. Sixth Ave. Atwater 4898	United-Pacific	Wilbur J. Jerman, Pres. John Egan, Secy.-Treas. & Mgr. L. D. Henderson, Assist. Mgr.	Jerry Speertra, Traffic and Prog. Dir. Frank Hood, Chief Engr.	Burn-Smith Lang-Worth, Standard UP, INS
PORTLAND 7	KXL 760 L-WSB	10,000	KXL Broadcasters Orpheum Bldg. Broadway 6461	.....	Francis Symons, Pres. H. S. Jacobson, Gen. Mgr.	Frederick Eichorn, Prog. Dir. Ralph Mifflin, Chief Engr.	Walker Lang-Worth, MacGregor, Standard UP
ROSEBURG	KRNR 1490	250	News-Review Co. 134 Jackson St. 4	MBS KBS Don Lee	Frank Jenkins, Chief Owner Marshall H. Pengra, Gen. Mgr. Del McKay, Coml. Mgr.	Iris Helliwell, Prog. Dir. Ila Mess, Traffic Mgr. LeRoy Hiatt, Chief Engr.	Griffith, Keating Standard AP
SALEM	KSLM 1390	1,000	Oregon Radio Inc. Senator Hotel Bldg. 4831	MBS KBS Don Lee	G. McCormick, Pres. & Gen. Mgr. R. Fischer Jr., Coml. Mgr. & Publ. Rel.	L. Bushnell, Prog. & Prom. Mgr. Clyde Carlton, Chief Engr.	Griffith, Keating MacGregor, World AP, UP
SALEM	KOCO (Construction Permit) 1490	250	B. Loring Schmidt 1717 John St.	.....	B. Loring Schmidt, Owner	.....	.....
THE DALLES	KODL 1280	250-LS 100-N	Western Radio Corp. The Dalles 2300	KBS	V. Barney Kenworthy, Pres. & Gen. Mgr. Alvin Anderson, Coml. Mgr.	Eunice La Sell, Prog. Dir. George Ristola, Chief Engr.	UP

## PENNSYLVANIA

ALLENTOWN	WKAP (Construction Permit) 1580	1,000-D	Allentown Bcstg. Co. 715 Hamilton St.	.....	N. Joe Rahall, Pres. Farris E. Rahall, Exec. Dir.	Hal Berg, Prog. Dir. Geo. H. Brewer, Tech. Dir.	Forjoe Standard UP
ALLENTOWN	WSAN 1470	500 CP-5,000	Lehigh Valley Bcstg. Co. 89 N. Tenth St. 9511	NBC Quaker	J. Calvin Shumberger, Pres. B. Bryan Musselman, Vice-Pres. & Managing Dir.	Olivia P. Musselman, Office Mgr. George Y. Snyder, Prog. Dir. Reuel H. Musselman, Tech. Supvr.	Headley-Reed World AP, UP
ALTOONA	WFBG 1340	250	Gable Bcstg. Co. 1318 11th Ave. 6467	NBC Quaker	George P. Gable, Pres. R. F. Thompson, Managing Dir. & Coml. Mgr.	Mrs. Dorothy M. Jones, Prog. Dir. George R. Burgoon, Chief Engr.	Headley-Reed Lang-Worth, World AP
ALTOONA	WJSW 650	250-D	Altoona Bcstg. Co. 1413 11th Ave.	MBS	Thomas W. Metzger, Gen. Mgr. James E. Moren, Station Mgr.	.....	Burn-Smith Standard UP
ALTOONA	WRTA (Construction Permit) 1240	250	Thompson Bcstg. Co. 310 Pine St. 2-7147	ABC	Roy F. Thompson, Owner-Mgr.	.....	.....
BETHLEHEM	WGPA 1100	250-D	The Bethlehems' Globe Pub. Co. 425 Brodhead St. 6-8074	.....	Rolland L. Adams, Vice-Pres.	A. C. McCracken, Station Mgr.	UP
BRADDOCK	WLOA 1550	1,000-D	Matta Bcstg. Co. 1238 Braddock Ave. Brandywine 5472	.....	W. G. Matta, Pres. & Gen. Mgr.	.....	Lang-Worth, Standard, Thesaurus
BRADFORD	WESB (Construction Permit) 1490	250	Bradford Publications 43 Main St.	.....	Lester R. Edwards, Part-Owner	.....	.....
BUTLER	WISR 680	250-D	Butler Bcstg. Co. 357 N. Main St. 4-701	KBS	D. Rosenblum, Owner & Gen. Mgr. Kent. L. Jeffery, Coml. Mgr.	R. Kaufman, Prog. Dir. & Prom. Mgr. Paul Rex, Chief Engr.	Forjoe World UP
CHAMBERSBURG	WCHA 800	1,000-D	Chambersburg Bcstg. Co. Inc. Craft Press Bldg. 1111	.....	C. M. Cassel, Pres. & Prog. Dir. John S. Booth, Gen. Mgr.	T. K. Cassel, Coml. Mgr. Joe Rose, Acting Chief Engr.	Forjoe Capitol UP
CHESTER	WPWA (Construction permit) 1590	1,000-D	Lou Poller Chester	.....	Lou Poller, Owner	.....	.....
CLEARFIELD	WTWS 1490	250	Airplane & Marine Instruments Inc. Clearfield	.....	.....	.....	.....
CONNELLSVILLE	WCVI (Construction Permit) 1340	250	Connellsville Broadcasters Inc. 111 E. Green St.	.....	J. Wylie Driscoll, Pres.	.....	.....
DuBOIS	WCED 1230	250	The Tri-County Bcstg. Co. Inc. 80 Park Place 1700	CBS KBS	J. S. Gray, Gen. Mgr. Les Ryder, Station Mgr.	Virginia Ryder, Prog. Mgr. Vernon Stahl, Chief Engr.	McGillvra Lang-Worth INS
EASTON	WEST 1400	250	Associated Broadcasters Inc. 516 Northampton St. 6131	NBC, MBS Quaker	Clair R. McCollough, Station Exec. E. C. Anderson, Station Mgr. J. Robert Gulick, Nat. Sales Mgr.	Eugene Bethman, Prog. Dir. Terry Mazza, Prom. Mgr. J. E. Mathiot, Chief Engr.	Radio Advertising Thesaurus UP
ERIE	WERC 1230	250	Presque Isle Bcstg. Co. 121 W. 10th St. 26-918	NBC Quaker	Jacob A. Young, Pres. Charles E. Denny, Gen. Mgr.	Frank Proudfoot, Sales Mgr. L. W. Cooke, Jr., Chief Engr.	Weed Associated, Lang-Worth UP
ERIE	WLEU 1450	250	WLEU Bcstg. Corp. Commerce Bldg. 22-129	ABC, MBS Quaker Wm. Penn Pennsylvania	Leo J. Omelian, Pres. V. Hamilton Weir, Gen. Mgr.	Claire Theno, Secy.	Thesaurus AP



# PILLARS OF PRODUCTION

In the Pacific Northwest, top-notch  
production for the common good is  
the 1947 goal for industry...

...and **KOIN**



A  
*Marshall Field*  
STATION

# KOIN

PORTLAND  
OREGON



AVERY-KNODEL, Inc., National Representative

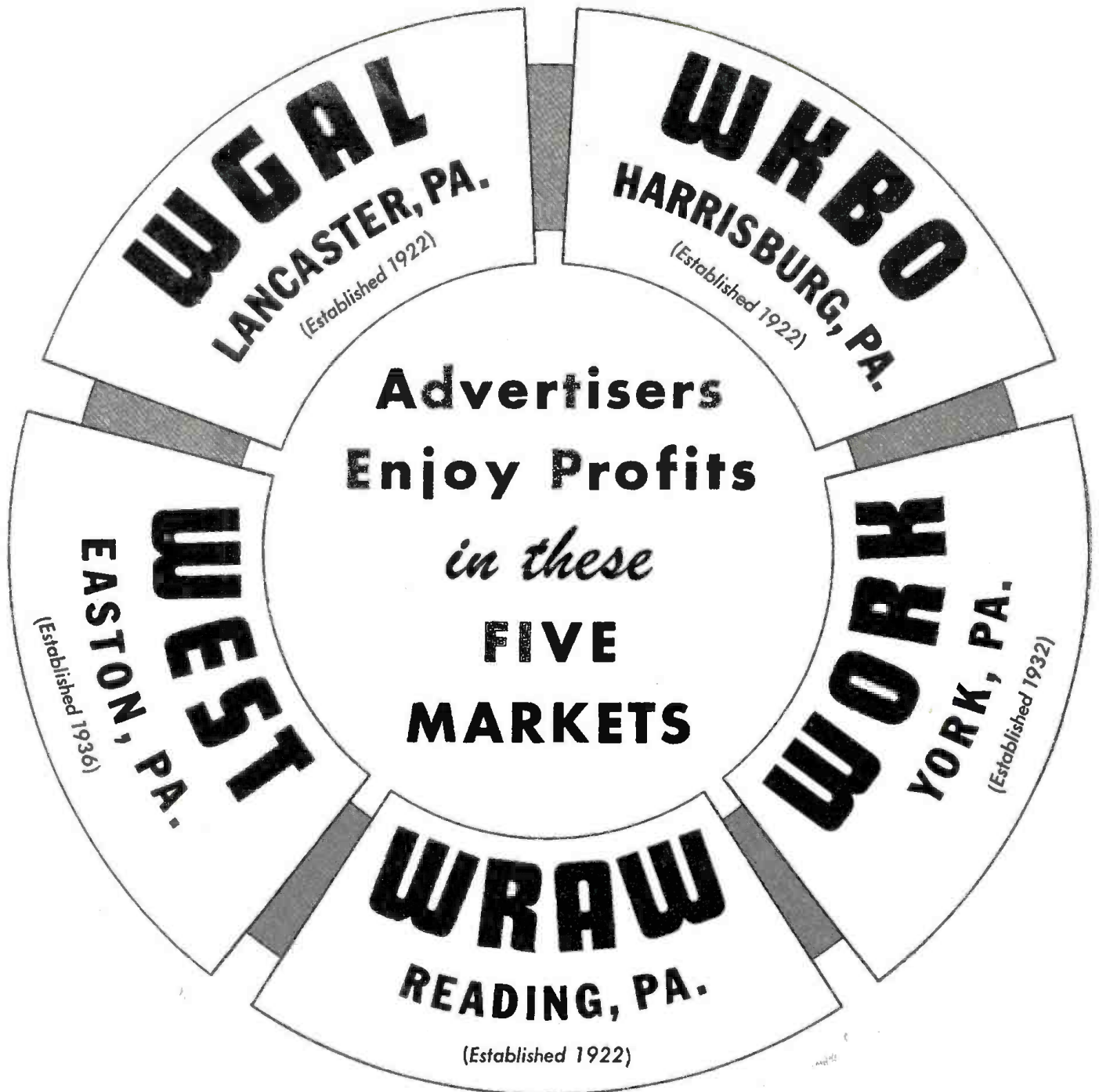
# DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

*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 February 15, 1947)

## PENNSYLVANIA—(Continued)

City	Call Letters and Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Services	
GREENSBURG	WHJB 620	250-D	Pittsburgh Radio Supply House 128 N. Pennsylvania Ave. 8740	.....	H. J. Brennan, Pres. G. J. Podyen, Gen. & Coml. Mgr.	Gladys Fox, Prog. Dir. Lyle L. Allen, Chief Engr.	Rambeau Lang-Worth UP
GROVE CITY	*WSAJ 1840—SH	100	Grove City College Broad & Main St. 763	.....	Dr. W. C. Ketler, Pres. of College	R. G. Walters, Educ. Dir. for College. D. O. Smock, Instr. in Elec. Engring.	.....
HARRISBURG	WHGB 1400	250	Harrisburg Bestg Co. 112 Market St. 2-3456	ABC	H. Kendrick, Partner & Gen. Mgr. R. A. Maxwell, Coml. Mgr.	George Hooper, Prog. Dir. G. B. Buffington, Chief Engr.	Weed SESAC Thesaurus AP
HARRISBURG	WHP 1460	5,000-LS 1000-N	WHP Inc. 216 Locust St. 4-3211	CBS	Edw. J. Stackpole, Pres. A. K. Redmond, Gen. & Coml. Mgr.	Beatrice Potteiger, Sales Prom. Dir. E. D. Leibensperger, Chief Engr.	Blair Associated Standard AP, UP
HARRISBURG	WKBO 1230	250	Keystone Bestg Corp. 31 N. Second St. 4-0191	NBC, MBS Quaker	Clair R. McCollough, Station Exec. C. G. Moss, Station Mgr. J. Robert Gulick, Nat. Sales Mgr.	David Bennett, Jr., Prog. Dir. Peter Wambach, Prom. Mgr. J. E. Mathiot, Chief Engr.	Radio Advertising World UP
HAZLETON	WAZL 1490	250	Hazleton Bestg. Service Hazleton National Bank Bldg 1488	NBC, MBS Quaker	Victor C. Dishm, Pres. & Gen. Mgr. George Martin, Coml. Mgr. Don Murray, Prog. Dir.	Kathryn Kahler, Prom. Mgr. Elwood Tito, Chief Engr.	Radio Advertising Thesaurus UP
HUNTINGDON	WHUN 1400	250	The Jos. F. Biddle Pub. Co. Inc. 400 Washington St. 1291	MBS	J. H. Biddle, Pres. & Prom. Mgr. S. H. Stroh, Jr., Gen. Mgr. Irvin C. Mann, Coml. Mgr.	Cary H. Simpson, Prog. Dir. Douglas Beeman, Chief Engr.	..... Standard UP
INDIANA	WDAD 1460	250	Indiana Broadcast Inc. Indiana 1780	CBS KBS	P. J. Short, Pres. & Gen. Mgr. P. S. Fliin, Prog. Dir. & Prom. Mgr.	Henry Niederkofer, Chief Engr.	..... Cole, Standard AP
JOHNSTOWN	WARD 1490	250	Central Bestg. Co. Inc. 237 Franklin St. 81-216	CBS	Paul B. Short, Pres. G. D. Garland, Exec. Vice-Pres. C. R. Petrie, Coml. & Prom. Mgr.	R. G. Walter, Prog. Dir. Walter Murawsky, Chief Engr.	Weed World UP
JOHNSTOWN	WCRO (Construction permit) 1230	250	Century Bestg. Corp. 317 Main St. 75-255	ABC	John J. Keel, Pres. Lloyd W. Dennis, Secy.-Treas. Henry Gladstone, Vice-Pres.	John Wealey, Prog. Dir. Hal Ackor, Prom. Mgr. H. Stohl, Chief Engr.	Young Associated INS
JOHNSTOWN	WJAC 1400	250	WJAC Inc. Tribune Annex 24-861	NBC Quaker	J. C. Tully, Pres. & Gen. Mgr. John P. Foster, Coml. Mgr. C. E. Patch, Prog. Dir.	Nancy J. Maxwell, Prom. Mgr. N. L. Straub, Chief Engr.	Headley-Reed Lang-Worth, Standard, Thesaurus AP
LANCASTER	WGAL 1490	250	WGAL Inc. 8 W. King St. 5259	NBC, MBS Quaker	Clair R. McCollough, Pres. Walter O. Miller, Station Mgr. J. R. Gulick, Nat. Sales Mgr.	Ernest Stanzola, Prog. Dir. Paul Rodenhauser, Prom. Mgr. J. E. Mathiot, Chief Engr.	Radio Advertising Standard, Thesaurus UP
LANCASTER	WLAN 1320	1,000-D	Peoples Bestg. Co. 252 N. Queen St. 7261	.....	Frank H. Altdorffer, Pres. Earl R. Shappell, Station Mgr.	Willis N. Weaver, Chief Engr.	Forjoe Lang-Worth, World AP
LEBANON	WLBR 1270	1,000-D	Lebanon Bestg. Co. Central Bldg. 3-900	.....	H. Raymond Stadium, Pres. L. P. Etter, Secy.-Treas. Philip J. Reilly, Coml. Rep.	J. F. Skinnell, Mgr. Prog. & Ops. Chet. E. Hagan, Prom. Mgr. M. Leonard Savage, Chief Engr.	Radio Advertising World AP
LEWISTOWN	WMRF 1490	250	Lewistown Bestg. Co. Monument Square 6767	NBC	J. S. Woods, Vice-Pres. T. W. Metzger, Gen. Mgr. Ralph S. Parker, Coml. Mgr.	J. Moren, Prog. Mgr. & Publ. Dir. Bernard H. Bopp, Chief Engr.	Burn-Smith Lang-Worth UP
LOCK HAVEN	WPBZ 1280	250	Lock Haven Bestg. Corp. 132 1/2 E. Main St. 4038	MBS	Donald C. Welch, Pres. Paul M. Breining, Gen. Mgr.	N. C. Caldwell, Coml. Mgr.	..... Standard AP
McKEESPORT	WEDO 810	1,000-D	Tri-City Bestg. Co. 547 Fifth Ave. Homestead 3113	.....	E. J. Hirschberg, Pres. & Gen. Mgr. John N. Karabin, Coml. Mgr. Garry Goodwin, Prog. Mgr.	Bob McKenna, Chief Anner. Wilks Hurley, Chief Engr.	McGillvra Associated, Capitol, Lang-Worth, MacGregor, Thesaurus, World AP
McKEESPORT	WMCK (Construction Permit) 1360	1,000	Mon-Yough Bestg. Co. 516 Market St. 7194	.....	George R. Raikes, Pres. J. Craddock, Gen. Mgr. & Prom. Dir.	Roy Ferree, Coml. Mgr. Charles W. White, Chief Engr.	..... SESAC, Standard Thesaurus UP
MEADVILLE	WMGW (Construction Permit) 1490	250	H. C. Winslow 833 Water St.	.....	H. C. Winslow, Owner	.....	.....
MORRISVILLE	WBUD 1490	250	Morrisville Bestg. Co. Morrisville	.....	Francis E. Streit } Partners Verna S. Hardin }	.....	.....
NANTICOKE	WHWL 730	1,000-D	Radio Anthracite Inc. 38 E. Main St. 1332	.....	Henry W. Lark, Pres. Sam Leavitt, Gen. Mgr. Stanley A. Binkoski Jr., Coml. Mgr.	Tom Bigler, Prog. Dir. Ken Beghold, Prom. Mgr. B. T. Marshall, Chief Engr.	Forjoe Capitol Standard AP, UP
NEW CASTLE	WKST 1280	1,000	WKST Inc. Cathedral Bldg. 5050	MBS Quaker	S. W. Townsend, Pres. A. W. Graham, Station & Coml. Mgr.	Al Francis, Prom. Mgr. Robert Emch, Chief Engr.	Weed Thesaurus AP
NEW KENSINGTON	WKPA 1150	250-D	Allegheny-Kiski Bestg. Co. 810 Fifth Ave. 3534	.....	E. J. Kroen, Gen. & Coml. Mgr.	W. W. Neely, Chief Engr.	Cox & Tanz Cole, Lang-Worth MacGregor UP
NORRISTOWN	WNAR 1110	500-D	Rahall Bestg. Co. Inc. 115 W. Main St. 7600	.....	N. Joe Rahall, Pres. Farris E. Rahall, Exec. Dir. Edwin W. Tucker, Prog. Dir.	Hal Berg, Prom. Mgr. George Brewer, Tech. Dir. John Thomas II, Chief Engr.	Forjoe Lang-Worth UP





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# What 1947 and 5000 Watts mean to KQV!



With 5,000 watt operation, KQV will broadcast a sure-fire signal to 1,174,679 people within the five MV/M contour (\*not 0.5) during the day, and to 1,059,302 people within the five MV/M

area (\*not 0.5) during the evening hours. This clear, unfailing reception will add abundantly to the popularity of KQV—a popularity that has grown tremendously in the past year because KQV is

## *Pittsburgh's Aggressive Station*

\* If you're interested in 0.5 MV/M coverage, write us. We have the figures.

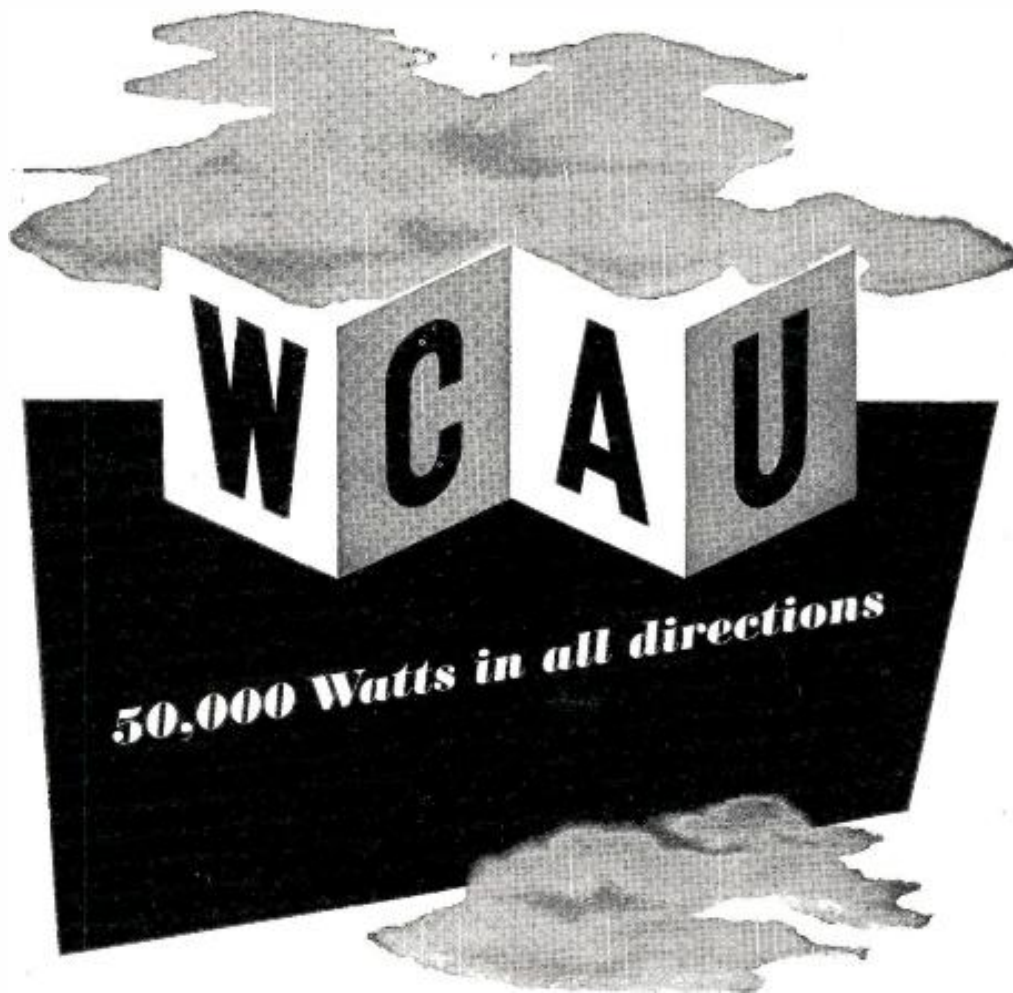
# KQV

The Station that originated "Opinion-aire"

1410 ON YOUR DIAL

Basic Mutual Network • National Representatives: WEED & CO.





***CBS affiliate  
Philadelphia's Leading Radio Institution***

**DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES**

\*—Non-Commercial Station. D—Day. N—Night. ST—Shows 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 February 15, 1947)

**PENNSYLVANIA—(Continued)**

City	Call Letters and Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Services	
OIL CITY.....	WKRZ 1340-SH	250	K. E. Rennekamp Veach Bldg. 41-269	MBS KBS	Kenneth E. Rennekamp, Owner R. E. Shettler, Mgr. C. D. McLouth, Coml. Mgr.	Ted, Finney, Prog. Dir. & Prom. Mgr. Russ Shettler, Chief Engr.	McGillvra World UP
PHILADELPHIA.....	KYW 1060	50,000	Westinghouse Radio Stations Inc. 1619 Walnut St. Locust 3760	NBC	W. C. Evans, (WRS) Vice-Pres. Robert E. White, Gen. Mgr. A. Harvey McCall, Sales Mgr.	James P. Begley, Prog. Mgr. Arthur C. Schofield, Prom. Mgr. Irvin Eney, Chief Engr.	NBC Spot AP, UP
PHILADELPHIA.....	WCAU 1210	50,000	Philadelphia Record Co. 1622 Chestnut St. Locust 7-7700	CBS	Dr. Leon Levy, Gen. Mgr. J. L. Tinney, Assist. Gen. Mgr. Alex Rosenman, Coml. Mgr.	Joseph T. Connolly, Prog. Dir. Robert N. Pryor, Prom. Mgr. John G. Leitch, Tech. Dir.	Bannan, Raymer WCAU World AP, UP
PHILADELPHIA 7.....	WDAS 1400	250	WDAS Bestg. Station Inc. 1211 Chestnut St. Locust 7-7400	.....	A. W. Dannenbaum Sr., Pres. P. J. Stanton, Vice-Pres. & Gen. Mgr. A. W. Dannenbaum Jr., Sales Mgr.	Michael Deegan, Prog. Dir. Frank Unterburger, Chief Engr.	Forjoe Lang-Worth, SESAC, World AP
PHILADELPHIA 7.....	WFIL 560	1,000 CP-5,000	Triangle Publications Inquirer Bldg. Rittenhouse 6-1600	ABC Quaker	Roger W. Clipp, Gen. Mgr. John E. Surrick, Sales Dir. Jack Steck, Prog. Dir.	James T. Quirk, Adv. & Prom. Dir. Louis E. Littlejohn, Chief Engr.	Katz Associated AP, UP
PHILADELPHIA 2.....	WHAT 1340 ST-WTEL	100	Independence Bestg. Co. 1505 Walnut St. Rittenhouse 6-2058	.....	W. A. Banks, Pres. & Gen. Mgr.	Dolly R. Banks, Prog. & Prom. Dir.	..... AP
PHILADELPHIA 2.....	WIBG 990	10,000	Seaboard Radio Bestg. Corp. 1425 Walnut St. Rittenhouse 6-2300	.....	Paul F. Harron, Pres. Edward D. Clerly, Gen. Mgr. Douglas Arthur, Prog. Dir.	R. Werling, Prom. & Prod. Mgr. John H. Henninger, Chief Engr.	Lang, Young Thesaurus AP, UP
PHILADELPHIA 7.....	WIP 610	5,000	Pennsylvania Bestg. Co. 35 S. 9th St. Walnut 2-6800	MBS	Benedict Gimbel Jr., Pres. & Gen. Mgr. Gordon Gray, Asst. Gen. Mgr. Murray Arnold, Prog. Dir.	R. H. Minton, Dir. of Prom. & Pub. Clifford C. Harris, Tech. Supvr.	Hollingbery World AP, UP
PHILADELPHIA.....	WJMJ (Construction Permit) 1530	10,000-D	Patrick Joseph Stanton St. James Hotel	.....	Patrick J. Stanton, Owner	.....	.....
PHILADELPHIA 40.....	WPEN 950	5,000	Wm. Penn Bestg. Co. 1523 Walnut St. Pennypacker 5-9490	.....	W. L. McLean Jr., Pres. G. Bennett Larson, Mgr. Milton F. Allison, Sales Mgr. John L. McClay, Prog. Dir.	W. B. Caakey, Adv. Mgr. Robin D. Compton, Dir. of Engr. Charles W. Burtis, Chief Engr. Edward C. Obrist, Assist. Mgr.	Headley-Reed Associated Thesaurus, World AP
PHILADELPHIA 40.....	WTEL 1340 ST-WHAT	250	Foulkrod Radio Eng. Co. 4312 N. Broad St. Gladstone 5-1310	.....	E. D. Hibbs, Pres. & Prog.-Sales Dir.	Henry N. Cocker, Secy.-Treas.	.....
PITTSBURGH 19.....	KDKA 1020	50,000	Westinghouse Radio Stations Inc. Grant Bldg. Grant 4200	NBC	W. C. Evans (WRS), Vice-Pres. Joseph E. Baudino, Gen. Mgr. George D. Tons, Coml. Mgr.	Franklin A. Tooke, Prog. Dir. David E. Lewis, Sales Prom. Dir. Theodore C. Kenney, Chief Engr.	NBC Spot Standard, Thesaurus AP, UP, INS
PITTSBURGH 19.....	KQV 1410	5,000	Allegheny Bestg. Corp. Chamber of Commerce Bldg. Atlantic 6802	MBS	G. S. Wasser, Gen. Mgr. James F. Murray, Coml. Mgr. Ben Kirk, Prog. Dir.	Herb Morrison, Prom. Mgr. R. F. Hunt, Chief Engr.	Weed Lang-Worth, Standard UP
PITTSBURGH 30.....	WCAE 1250	5,000	WCAE Inc. William Penn Hotel Atlantic 6900	ABC	Leonard Kapner, Pres. & Gen. Mgr. R. Clifton Daniel, Station Mgr. Carl M. Dozer, Sales Mgr.	Ben Muros, Prog. Dir. John Wilkoff, Prom. Mgr. James Schultz, Chief Engr.	Katz Standard, World AP, INS
PITTSBURGH 19.....	WJAS 1320	5,000	Pittsburgh Radio Supply House Inc. Chamber of Commerce Bldg. Grant 4860	CBS	H. J. Brennen, Pres. & Gen. Mgr. H. K. Brennen, Station Mgr. John H. Buehheit, Coml. Mgr.	James M. Hughes, Prog. Dir. Walter W. McCoy, Chief Engr.	Rambeau Cole, Lang-Worth UP, Transradio
PITTSBURGH.....	WPIT (Construction Permit) 730	1,000-D	Liberty Bestg. Co. (Temp.) 708 Sinclair Bldg. Staubenville, Ohio	.....	John J. Laux, Part-Owner John L. Meridian, Gen. Mgr.	.....	.....
PITTSBURGH.....	WPGH (Construction Permit) 1080	1,000-D	Pittsburgh Bestg. Co. (Temp.) Jones Law Bldg. Pittsburgh	.....	Henry A. Bergstrom, Pres.	.....	.....
PITTSBURGH 30.....	WWSW 1490	250	WWSW Inc. Hotel Keystone Grant 5200	..... Quaker	F. R. Smith, Pres. & Gen. Mgr. Thos. B. Price, Coml. Mgr. Fred Joyner, Prog. Dir.	Martin A. Cohen, Prom. Mgr. Henry R. Kaiser, Chief Engr.	Forjoe Associated, Cole Lang-Worth, Standard AP
POTTSVILLE.....	WPAM 1450	250	Miners Bestg. Service 106 S. Centre St. 2200	MBS	J. J. Curran } Exec. Partners J. L. Maquire } Louis H. Murray, Mgr.	J. H. Holden, Assist. Mgr. & Prom. Dir. George I. Hatfield, Chief Engr.	..... Associated UP
POTTSVILLE.....	WPPA 1360	500-D	Pottsville Bestg. Co. 8 S. Second St. 4744	.....	A. V. Tidmore, Owner-Gen. Mgr. John Naylor, Prog.-Coml. Mgr.	Julius Thiel, Chief Engr.	..... World AP
READING.....	WEEU 850	1,000-D	Hawley Bestg. Co. 583 Penn St. 7335	ABC	Hawley Quier, Chief Owner Clifford Chafey, Gen. Mgr.	E. Lester Hoffmaster, Prog. Dir. Harold Shearer, Chief Engr.	Hollingbery Lang-Worth, Standard UP
READING.....	WHUM 1240	250	Eastern Radio Corp. Berkshire Hotel 4-4805	MBS	R. G. Magee, Vice-Pres. & Gen. Mgr. Robert S. Reider, Prog. Dir.	Joseph E. McCormack, Chief Engr.	..... Standard AP
READING.....	WRAW 1340	250	Reading Bestg. Co. 19 N. Fifth St. 7173	NBC Quaker	Clair R. McCollough, Station Exec. Raymond A. Gaul, Station Mgr. J. Robert Gulick, Nat. Sales Mgr.	J. Calvin Jackson, Prog. Dir. M. M. Price, Prom. Mgr. J. E. Mathiot, Chief Engr.	Radio Advertis- ing Thesaurus, World UP
SCRANTON 3.....	WARM 1400	250	Union Bestg. Co. Bowman Bldg. 4-1143	ABC Pennsylvania	Martin F. Memolo, Pres. & Gen. Mgr. William Dawson, Coml. Mgr. Joseph Salsburg, Prog. Dir.	Lenore Levy, Prom. Mgr. Adolph Oschmann, Chief Engr.	Hollingbery Standard, Thesaurus UP





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*in the Pittsburgh Market*

Climb aboard our *magic carpet!* It covers a concentrated market of a million and a half people. And you'll be in smart company with scores of local and national advertisers who for years have harnessed their sales wagon to WWSW. The big retailers, the largest department stores and many national accounts use our sales power more than any of Pittsburgh's four other stations.

No trick mirrors. No sleight-of-hand. It's traditional with us to have our *magic carpet* loaded with listeners.

*Always first* in SPECIAL EVENT coverage. There are 30 remote lines serving Pittsburgh all the time.

*Always first* in SPORTS coverage. 14 years of major league baseball, 11 years of big-time football and now basketball, 14 years of pro-hockey, national tennis and golf tourneys, plus comprehensive coverage of local collegiate and scholastic sports.

There are many more reasons why you should be riding our *magic carpet\**—make reservations now.

IN PITTSBURGH, PA., FM AFFILIATE WMOT

*The City's Only Independent & 24 Hour Station*

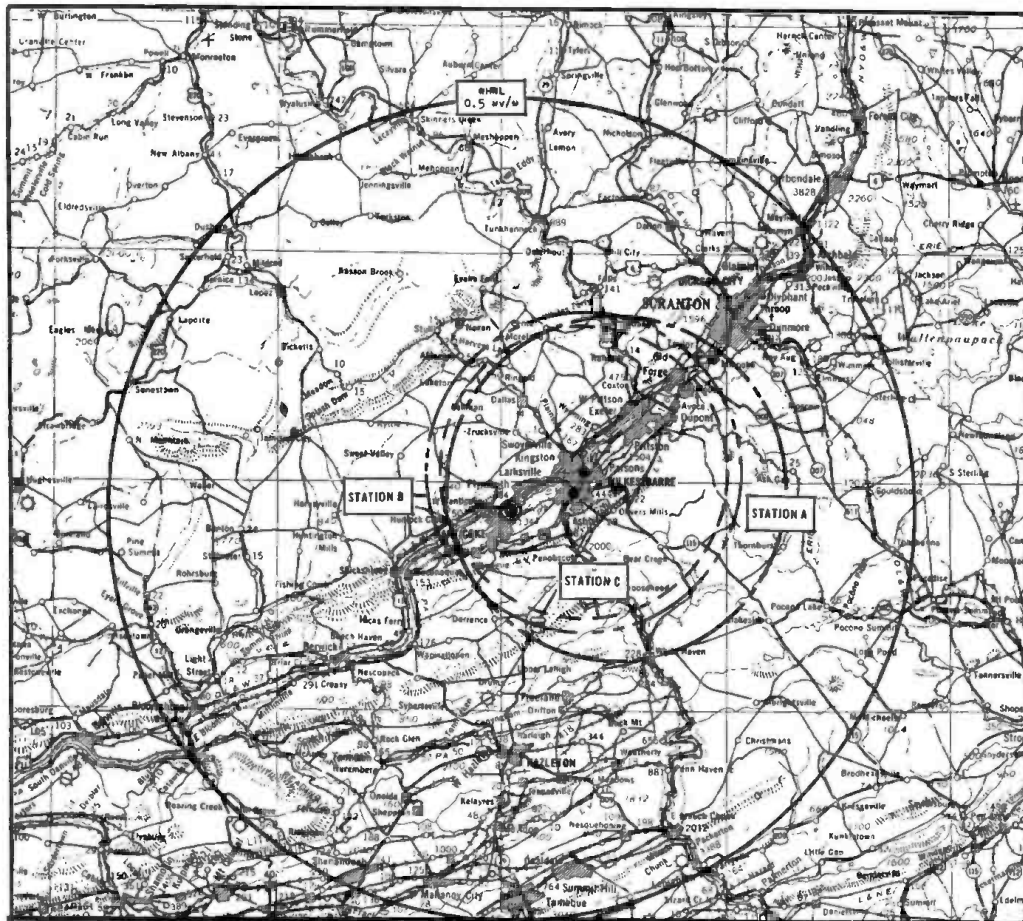
# WWSW

\*Go ahead, ask Forjoe & Co.

# NOT BRAGGADOCIO — JUST PLAIN FACTS!

## Why WHWL Is The "Anthracite's Most Powerful Independent Radio Station"

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ASSUMPTIONS:				CALCULATED DAYTIME COVERAGE COMPARISON	
STATION	POWER	FREQUENCY	POPULATION UNATTENUATED	OF	
WHWL—NANTICOKE	1000 WATTS	730 KC	891,400	NANTICOKE & WILKES-BARRE PENNSYLVANIA	
STATION "A"—WILKES-BARRE	250 WATTS	1240 KC	398,100	STANDARD BROADCAST STATIONS	
STATION "B"—WILKES-BARRE	250 WATTS	1340 KC	365,500	WELDON & CARR	
STATION "C"—WILKES-BARRE	250 WATTS	1450 KC	348,300	WASHINGTON DC	
-14				461127A	
GROUND CONDUCTIVITY USED FOR ALL CONTOURS - $2 \times 10^{-14}$ E. M. U.					
(AS SHOWN ON FCC CHART OF GROUND CONDUCTIVITY IN THE UNITED STATES AND CANADA)					

\*Offering a greater daytime service to the Anthracite Region, including the rich Wilkes-Barre—Scranton—Hazleton—Berwick Area.

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38 E. MAIN ST., NANTICOKE, PA. — TEL. 1332

Represented Nationally by  
Forjoe and Company

**SAM LEAVITT**  
General Manager



*Celebrating 25 Years of*

# RADIO ACTIVITY



**WIP-FM • PHILADELPHIA'S PIONEER VOICE  
REPRESENTED NATIONALLY—GEO. P. HOLLINGBERY CO.**



**DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES**

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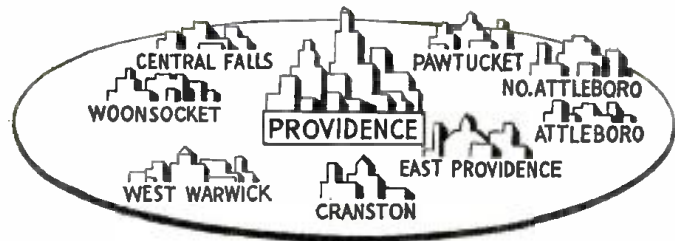
**PENNSYLVANIA—(Continued)**

City	Call Letters and Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Services
SCRANTON 2	WGBI 910 ST-WQAN	1,000-LS 500-N	Scranton Broadcasters Inc. 1000 Wyoming Ave. 6296	CBS Quaker	Frank Megargee, Pres. Robert E. McDowell, Gen. Mgr. G. D. Coleman, Coml. & Prom. Mgr.	Frank Monaghan, Prog. Dir. Kenneth R. Cooke, Chief Engr. Blair World AP
SCRANTON	*WQAN 910 ST-WGBI	1,000-LS 500-N	The Scranton Times 149 Pennsylvania Ave.			
SCRANTON	WSCR (Construction Permit) 1000	1,000-D	Lackawanna Valley Radio (Temp.) 619 Mulberry St.		Dahl W. Mack } Equal Partners J. L. Doherty, Sr. } E. L. Burke }	
SHARON	WPIC 790	1,000-D	Sharon Herald Bestg. Co. P. O. Box 541 4118		J. Fahline, Jr., Pres. & Gen. Mgr. J. T. VanSweringen, Coml. Mgr. W. Paul Gamble, Prog. Dir.	Evelyn Keller, Publ. Dir. A. C. Heck, Chief Engr. Wilson Associated, Capitol UP
STATE COLLEGE	WMAJ 1450	250	Centre Broadcasters Inc. Box 888 4959	MBS KBS	R. J. Kennard, Pres. W. K. Uerlich, Gen. Mgr. R. L. Wilson, Mgr.	S. Friedman, Coml. Mgr. S. L. Stroh, Prog. Dir. D. I. Beman, Chief Engr. Lang-Worth AP
STROUDSBURG	WHAB (Construction Permit) 840	250-D	Pocono Bestg. Co. (Temp.) 91 Chestnut St. Liberty, N. Y.		H. B. Newman } Owners Anne L. Newman }	
SUNBURY	WKOK 1240	250	Sunbury Bestg. Corp. 1150 N. 4th St. 1825	Quaker Pennsylvania	Harry H. Haddon, Pres. Basse A. Beck, Secy. & Treas. Homer R. Smith, Gen. Mgr.	Michael J. Kane, Coml. Mgr. Paul L. Miller, Prog. Dir. John Keller, Chief Engr. Cox & Tans Lang-Worth, World UP
UNIONTOWN	WMBS 890	1,000	Fayette Bestg. Corp. Fayette Title & Trust Bldg. 800	CBS Quaker Pennsylvania	J. C. Burwell, Pres. & Gen. Mgr. Harry C. Burwell, Coml. Mgr.	J. Sullivan Sages, Prog. Dir. William J. Henzly, Chief Engr. Radio Advertising Standard Thesaurus UP
UPPER DARBY	WRUD (Construction Permit) 1170	1,000-D	Suburban Bestg. Corp. 239 Fairfield Ave.		L. E. Pamphilon, Part-Owner	
WARREN	WNAE 1810	1,000-D	Northern Allegheny Bestg. Co. First National Bank Bldg. 3033	MBS	David Potter, Pres. & Gen. Mgr. Frank Foster, Coml. Mgr. LeRoy Schneck, Prog. Dir.	James Potter, Prom. Mgr. Homer M. Haines, Chief Engr. Griffith Thesaurus AP
WASHINGTON	WJPA 1450	250	Washington Bestg. Co. George Washington Hotel 4870	MBS Pennsylvania	William S. Yard, Pres. C. B. Heller, Gen. Mgr. C. R. Duvall, Coml. Mgr.	Geo. Gailey, Prog. Dir. Horace Cooper, Chief Engr. McGillvra Thesaurus UP
WILKES-BARRE	WBAX 1240	250	John H. Stenger Jr. 85 W. Union St. 3-0196	MBS	J. H. Stenger Jr. Licensee & Chief Engr. August W. Grebe, Gen. Mgr.	W. T. J. Evans, Coml. Mgr. J. H. A. Stenger, III, Prog. Dir. & Prom. Mgr. Burn-Smith Associated, SESAC UP
WILKES-BARRE	WBRE 1840	250	Louis G. Baltimore 62 S. Franklin St. 8-3101	NBC Quaker	L. G. Baltimore, Owner-Gen. Mgr. D. M. Baltimore, Assist. to Mgr. A. C. Baltimore, Sales Mgr.	F. G. Coslett, Prog. Dir. Charles Sakoskie, Chief Engr. World AP
WILKES-BARRE	WILK 1450	250	Wyoming Valley Bestg. Co. 88 N. Franklin St. 8-7165	ABC	Dr. Isaiah C. Morgan, Pres. Roy E. Morgan, Gen. Mgr. Thomas P. Shelburne, Station Mgr. Jerry Butler, Local Sales Mgr.	Hal Berg, Prog. Dir. Chuck Whittier, Prom. Mgr. Nicholas DeFrancisco, Chief Engr. Young Lang-Worth UP
WILLIAMSPORT 61	WRAK 1400	250	WRAK Inc. 244 W. 4th St. 2-6116	NBC Quaker	E. M. Case, Pres. George E. Joy, Gen. Mgr. J. Wright Mackey, Coml. Mgr.	Nancy Person, Prog. Dir. Leon Kelly, Prom. Mgr. Louis N. Persio, Chief Engr. McKinney Standard UP
YORK	WORK 1850	1,000	York Bestg. Co. 18 S. Beaver St. 6629	NBC, MBS Quaker	Clair R. McCollough, Station Exec. Harold E. Miller, Station Mgr. J. R. Gulick, Nat. Sales Mgr.	Arthur Weeks, Prog. Dir. Herold Daugherty, Prom. Mgr. J. E. Mathiot, Chief Engr. Radio Advertising Thesaurus UP
YORK	WSBA 900	1,000-D	Susquehanna Bestg. Co. R. D. 5 2678	ABC	Louis J. Appell, Pres. W. J. Rothensies, Exec. Vice-Pres. Sydney Robbins, Coml. Mgr.	Otis B. Morse, Prog. Dir. & Prom. Mgr. W. G. Eberhart, Dir. of Engring. World AP

**RHODE ISLAND**

PAWTUCKET	WFCI 1420	5,000	Pawtucket Bestg. Co. 450 Main St. Perry 9540	ABC	Howard W. Thornley, Pres. Wallace A. Walker, Gen. Mgr.	Harry A. Moreland, Prog. Dir. Gilbert Johnson, Chief Engr. Katz Standard AP
PROVIDENCE 2	WEAN 790	5,000	The Yankee Network Inc. Crown Hotel Dexter 1500	MBS Yankee	William O'Neil, Pres. John Shepard 3rd, Chmn. of Bd. & Gen. Mgr. Linus Travers, Exec. Vice-Pres. in Charge of Sales	M. Parker, Prog. Dir. & Sales Mgr. James Powers, Prom. Mgr. Irving B. Robinson, Chief Engr. Petry Associated, SESAC, Standard AP, INS, Reuters
PROVIDENCE	WEPL 1220	250-D	R. I. Bestg. Co. Industrial Trust Bldg.		Frank Rao, et al, Owners	
PROVIDENCE 2	WJAR 920	5,000	The Outlet Co. 176 Weybosset St. Gaspee 1071	NBC New England Northeast	Mortimer L. Burbank, Pres. John J. Boyle, Gen. & Coml. Mgr.	Sothern Abbott, Prom. Mgr. T. C. J. Prior, Chief Engr. Bannan, Weed World
PROVIDENCE	WKID 1110	1,000-D	Inter-City Bestg. Co. Providence			
PROVIDENCE 2	WPRO 630	5,000	Cherry & Webb Bestg. Co. 15 Chestnut St. Plantations 9776	CBS	William S. Cherry Jr., Pres. F. R. Ripley, Gen. & Coml. Mgr. Morton I. Blender, Prog. Dir.	A. F. Schoen Jr., Local Sales Mgr. John V. Ferri, Chief Engr. Raymer Lang-Worth Thesaurus AP, UP
WOONSOCKET	WWON 1240	250	Assoc. Electronic Enterprises Inc. Commercial Bldg. 3900		Garo W. Ray, Pres. & Treas. Harold Michaels, Vice-Pres.-Chief Engr. & Secy.	Mitchell F. Stanley, Mgr. Capitol, Standard AP

*It's a*



# PRETTY PLATTER

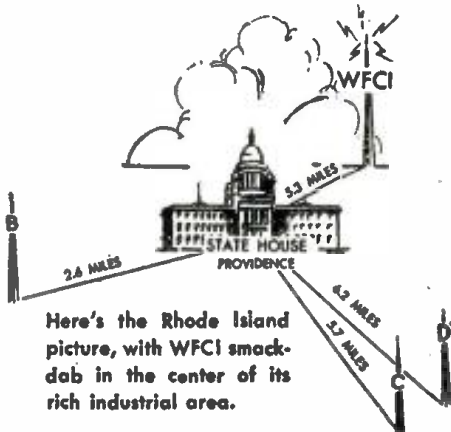
*in its fifteen-mile radius!  
that holds 9 big communities*

ORDINARY COMMUNITIES? Heck, NO! Recent figures credit our folks with incomes 38% above the national county average. That puts 'em in the luxury-item class . . . definitely! And only nine big communities? Mister, those are the cities and towns that could sue us if our towers fell over on 'em! We're pushing 5000 watts far and beyond that golden fifteen-mile radius into densely-populated southern New England, reaching thousands of ears that don't show on Rhode Island statistical charts.

## AND WHY WFCI?

We hoped you'd ask that! First, we've geared WFCI "locals" to the distinctive demands of our population. Our mail proves we're right. Then we combine "American" programming with a rate that offers you more time for your dollars. In Rhode Island, WFCI is the buy!

### 5000 WATTS Day & Night



Here's the Rhode Island picture, with WFCI smack-dab in the center of its rich industrial area.



**The "AMERICAN" Voice in Southern New England**

WALLACE A. WALKER, Gen. Mgr.

PROVIDENCE, RHODE ISLAND • • The Biltmore  
PAWTUCKET, RHODE ISLAND • • 450 Main Street

Representatives: THE KATZ AGENCY

# 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 February 15, 1947)

## SOUTH CAROLINA

City	Call Letters and Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Services
ANDERSON.....	WAIM 1230	250	Wilton E. Hall Anderson 800	CBS	Wilton E. Hall, Owner Glenn P. Warnock, Gen. Mgr.	John Davenport, Prog. Dir. Morton E. Green, Chief Engr. ..... Lang-Worth, MacGregor, SESAC, Thesaurus, World AP, INS
BENNETTSVILLE.....	..... (Construction permit) 1400	250	Loys Marsden Hawley Bennettsville	.....	Loys Marsden Hawley, Pres.	.....
CHARLESTON.....	WCBP (Construction permit) 730	1,000-D	Charleston Broadcasters (Temp.) P. O. Box 10 Augusta, Ga.	.....	J. B. Fuqua Dorothy C. Fuqua Frederick Kennedy	..... } Owners }
CHARLESTON.....	WCSC 1390	1,000-LS 500-N CP-5,000	John M. Rivers Francis Marion Hotel 7611	CBS	J. M. Rivers, Owner & Gen. Mgr. Roland Weeks, Coml. Mgr. Russell Long, Prog. Dir.	Anne Heinsman, Prom. Mgr. Wilbur Albee, Chief Engr. Free & Peters Cole, World UP
CHARLESTON.....	WHAN 1340	250	Charleston Bcstg. Co. 152 Market St.	ABC	Harry J. O'Neill, Pres. W. R. Ringson, Secy.-Treas.	C. Wylie Calder, Mgr. Avery-Knodal Lang-Worth UP
CHARLESTON.....	WTMA 1250	1,000	Atlantic Coast Bcstg. Co. 133 Church St. 2-2961	NBC	Edward Manigault, Pres. R. E. Bradham, Secy. & Gen. Mgr. W. N. Abbott, Prog. Dir.	A. Franz Witte Jr., Prom. & Merch. Mgr. Douglass M. Bradham, Chief Engr. Hollingbery Thesaurus AP
COLUMBIA E.....	WCOS 1400	250	Carolina Bcstg. Corp. 1202 Main St. 2-5601	ABC	H. F. Kincey, Pres. W. C. Bochman, Gen. Mgr.	H. M. McElveer Jr., Prog. Dir. R. A. Lambert, Dir. of Tech. Ops. Wilson Capitol AP
COLUMBIA.....	WIS 560	5,000	Surety Life Insurance Co. 1811 Main St. 2-2135	NBC	G. Richard Shafto, Gen. Mgr. J. Dudley Saumenig, Coml. Mgr. Ray A. Furr, Prog. Dir.	Steve Libby, Prom. Mgr. Herbert G. Eidson, Chief Engr. Free & Peters Standard, Thesaurus UP
COLUMBIA.....	WKIX 1490	250	Inter-City Adv. Co. 1125 Lady St. 2-8659	CBS	C. Durham Moore, Gen. Mgr. C. George Barber Jr., Coml. Mgr.	Mackie Quave, Prog. Dir. E. E. Hampton, Chief Engr. Weed Lang-Worth UP
COLUMBIA.....	WNOK (Construction Permit) 1230	250	Palmetto Radio Corp. 923 Huger St.	MBS Dixie	William E. Bennis Jr., Secy.	Richard Allen, Gen. & Coml. Mgr. ..... UP
CONWAY.....	WLAT 1490	250	Coastal Bcstg. Co. P. O. Box 497 340	MBS	Loys Marsden Hawley, Pres. Herman L. Hanks, Vice-Pres.	Edward Browning Jr., Mgr. H. L. Hanks, Chief Engr. Standard AP
DILLON.....	WDSC 800	1,000-D	Border Bcstg. Co. Box 231 470	MBS	E. H. Brown, Pres. Henry E. Sullivan, Gen. Mgr. P. G. Sewell, Coml. Mgr.	Bill Bunn, Prog. Dir. Bill Jackson, Prog. Service Mgr. Jack Ikner, Chief Engr. McGillvra Capitol, Standard UP
FLORENCE.....	WFLZ (Construction Permit) 970	5,000-D	Eugene E. Stone P. O. Box 1031	.....	Eugene E. Stone, Owner	.....
FLORENCE.....	WOLS 1230	250	Florence Bcstg. Co. Inc. 129 S. Dargan St. 354	ABC KBS	M. F. Schinibben, Pres. Nat. L. Royster, Mgr. & Prog. Dir.	W. E. Pritchett, Chief Engr. Cox & Tanz Lang-Worth, Standard UP
GREENVILLE.....	WESC 660	5,000-D	Greenville Bcstg. Co. Greenville	.....	S. Russell, Pres. & Gen. Mgr. James B. Little, Coml. Mgr. Caldwell Cline, Prog. Dir.	Harmon I. Moseley, Prom. Mgr. Lewis Elias, Chief Engr. ..... Lang-Worth, Standard AP
GREENVILLE.....	WFBC 1330	5,000	News-Piedmont Co. Poinsett Hotel 362	NBC	Roger C. Peace, Publisher Bevo Whitmire, Mgr. Robert Q. Glass Jr. Coml. Mgr.	L. Byron Jenkins, Prog. Dir. Nicholas P. Mitchell, Prom. Mgr. W. C. Etheredge, Chief Engr. Avery-Knodal Thesaurus UP
GREENVILLE.....	WMRC 1490	250	Textile Bcstg. Co. Prevoat Bldg. 5780	ABC	R. A. Jolley, Pres. W. Ennis Bray, Mgr. C. B. Denison, Coml. Mgr.	Bill Arrington, Prog. Dir. George D. Tate, Chief Engr. Burn-Smith World UP
GREENWOOD.....	WCRS 1450	250	Greco Inc. Textile Bldg. 4300	NBC KBS	Douglas Featherstone, Pres. Dan Crosland, Mgr. Ralph Norman, Coml. Mgr.	Philip Agresta, Prog. Dir. Charles M. Sparks, Chief Engr. ..... Standard, World AP
HARTSVILLE.....	WHSC 1450	250	Hartsville Bcstg. Co. Inc. College Ave. 654	MBS	C. H. Campbell, Pres. Raymond Caddell, Gen. Mgr. Ruth Covington, Coml. Sales Div.	Graham Caddell, Prog. Dir. Donald A. Brienen, Chief Engr. Cox & Tanz Thesaurus AP
NEWBERRY.....	WKDK 1240	250	Newberry Bcstg. Co. 11 Radio Drive 143	MBS KBS Dixie	C. A. Kaufmann } J. P. Clarkson } Partners C. A. Kaufmann, Gen. Mgr. & Exec. Vice-Pres.	C. E. Bowers, Coml. Mgr. & Prom. Dir. L. Wayne Davis, Prog. & Station Mgr. G. E. Martin, Chief Engr. & Ops. Mgr. ..... World AP
ORANGEBURG.....	WRNO 1450	250	WRNO Inc. Orangeburg	MBS	.....	.....

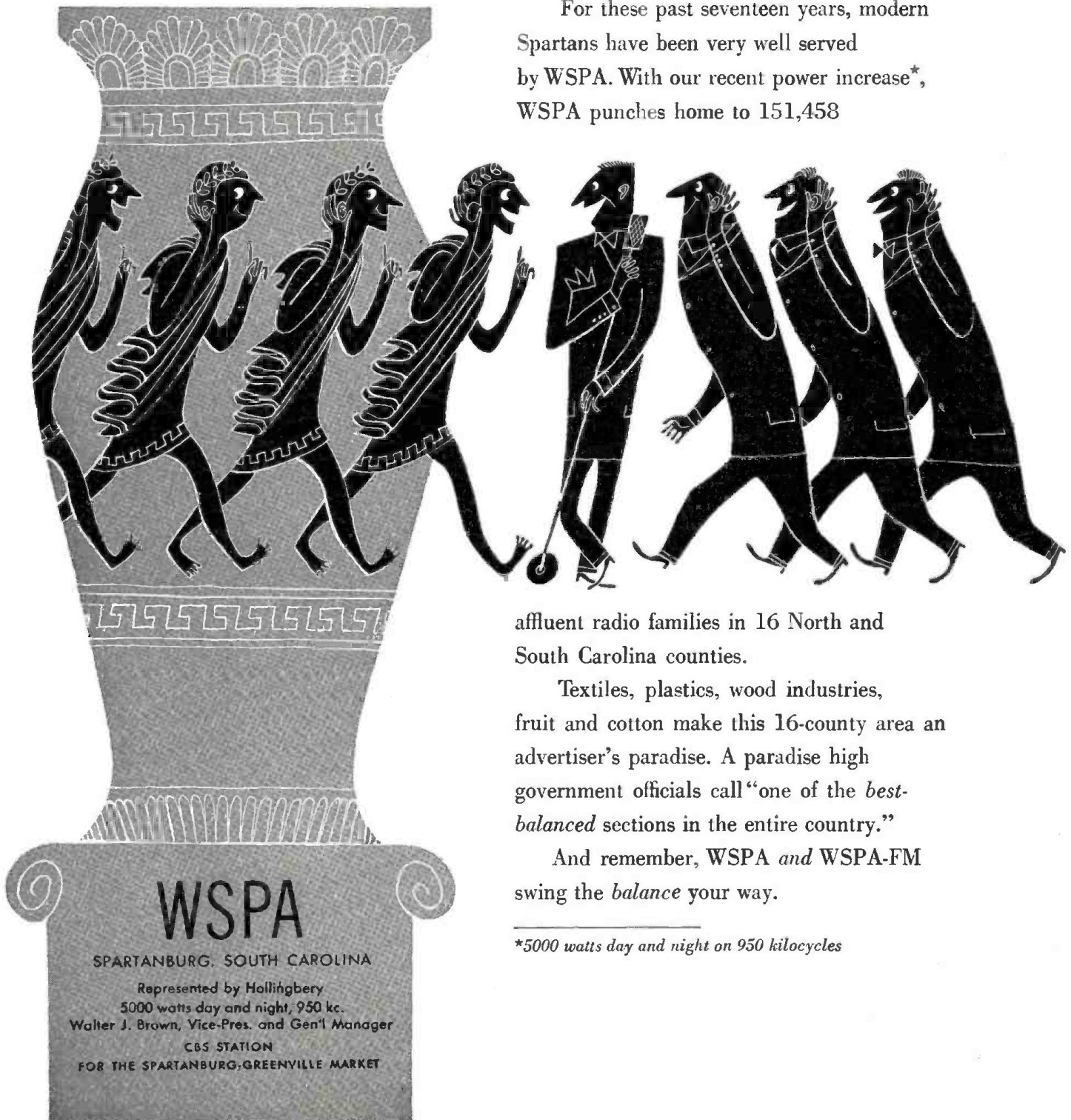


Now the Spartans  
have FM  
through WSPA-FM

No, we don't mean the ancient Spartans. We mean that the *modern* Spartans living in and around Spartanburg, South Carolina, have frequency-modulation radio.

Back in 1929, when radio was in short pants, we opened WSPA, the first AM station in South Carolina. Last November, operating on 92.1 megacycles, we opened WSPA-FM... the *first* FM station in the entire state of South Carolina.

For these past seventeen years, modern Spartans have been very well served by WSPA. With our recent power increase\*, WSPA punches home to 151,458



affluent radio families in 16 North and South Carolina counties.

Textiles, plastics, wood industries, fruit and cotton make this 16-county area an advertiser's paradise. A paradise high government officials call "one of the *best-balanced* sections in the entire country."

And remember, WSPA and WSPA-FM swing the *balance* your way.

\*5000 watts day and night on 950 kilocycles

WSPA

SPARTANBURG, SOUTH CAROLINA

Represented by Hollingbery

5000 watts day and night, 950 kc.

Walter J. Brown, Vice-Pres. and Gen'l Manager

CBS STATION

FOR THE SPARTANBURG-GREenville MARKET

**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 February 15, 1947)

**SOUTH CAROLINA—(Continued)**

City	Call Letters and Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Services	
ROCK HILL.....	WRHI 1340	250	York County Bcstg. Co. Rock Hill National Bank Bldg. 294	MBS	James S. Beaty Jr., Gen. Mgr. & Chief Engr. William C. Beaty, Station & Coml. Mgr. Paul Marion, Prom. Dir.	Cox & Tanz World AP	
SPARTANBURG.....	WORD 1400	250	Spartanburg Bcstg. Co. 291 E. Main St. 875	ABC	J. M. Bryan } Co-Owners Smith Davis } F. M. Fitzgerald, Gen. & Coml. Mgr.	Branham Lang-Worth AP	
SPARTANBURG.....	WSPA 950	5,000	Spartanburg Adv. Co. 224 E. Main St. 2900	CBS	A. B. Taylor, Pres. Walter J. Brown, Vice-Pres. & Gen. Mgr. Guy Vaughan Jr., Coml. Mgr.	Hollingbery Cole, World UP	
SUMTER.....	WFIG 1840	250	Radio Station WFIG Inc. Radio Center Bldg. 1340	MBS KBS	Julius S. Brody, Pres.-Treas. T. D. Youngblood, Vice-Pres. & Gen. Mgr. John Bradshaw, Coml. Mgr.	Louise Burnette, Prog. Dir. Ed Tacy, Prom. Mgr. James L. Williams, Chief Engr.	Cox & Tanz Thesaurus AP
WALTERBORO.....	WALD (Construction Permit) 1490	250	Walterboro Bcstg. Co. Walterboro	.....	.....	.....	

**SOUTH DAKOTA**

ABERDEEN.....	KABR 1420	5,000	Aberdeen Broadcast Co. 117 1/2 S. Main St. 4626	MBS	H. Jewett Jr., Chairman of Board A. A. Fahy, Gen. Mgr. Fred Stelner, Coml. Mgr.	Eddie Weeks, Prog. Dir. John A. Griffin, Dir. Publ. Del T. Hunt, Chief Engr.	Walker Standard AP
DEADWOOD.....	..... (Construction Permit) 1450	250	Daniels & Sons Bcstg. System (Temp.) 463 Gladstone St. Sheridan, Wyo.	.....	John Daniels } Eli Daniels } Equal Partners Harry Daniels }	.....	.....
HURON.....	KIJV (Construction Permit)	250	James Valley Bcstg. Co. K. P. Bldg.	.....	Max Staley, Pres.	.....	.....
MITCHELL.....	KMHK 1490	250	Mitchell Bcstg. Assn. Mitchell	.....	R. V. Eppel, Gen. Mgr. & Prog. Dir.	.....	.....
PIERRE.....	KGFX 680	200-D	Estate of Danna McNeil 203 W. Summit Ave. 851	KBS	Ida A. McNeil, Gen. Mgr.	Robert H. Dye, Chief Engr.	Cox & Tanz UP
RAPID CITY.....	KOTA 1380	5,000	Black Hills Broadcast Co. Hotel Alex Johnson 2000	CBS	R. J. Dean, Pres. & Gen. Mgr. Stan Lieberman, Sales. Rep. Abner H. George, Prog. Dir.	Harry S. Petersen, Prom. Mgr. A. E. Griffiths, Engr. in Charge	Walker Lang-Worth, Standard AP
RAPID CITY.....	WCAT 1230-SH	100-D	State School of Mines Rapid City 1600	.....	J. P. Connally, Pres. of School C. M. Rowe, Mgr. & Prog. Dir.	E. E. Clarke, Chief Engr.	..... AP
SIOUX FALLS.....	KELO 1230	250	Midcontinent Bcstg. Co. 208 S. Phillips Ave. 6363	NBC	Sam Fentle Jr., Pres. & Gen. Mgr. Ted Matthews, Vice-Pres. & Coml. Mgr. Evans Nord, Prog. Mgr.	Anton Moe, Prom. Merch. Mgr. Ralph Bailey, Chief Engr.	Pearson Standard UP
SIOUX FALLS.....	KSOO 1140 L-WRVA	5,000	Sioux Falls Broadcast Assn. Inc. 317 Phillips Ave. 757	.....	Morton H. Henkin, Pres. G. R. Hahn, Vice-Pres. & Gen. Mgr. R. Williams, Gen. Sales Mgr.	Veri K. Thomson, Prog. Dir. George J. Rohn, Prom. Mgr. Maxwell F. Staley, Chief Engr.	Wilson Standard, Thesaurus AP
VERMILION.....	*KUSD 920 ST-KFNF	500	U. of South Dakota Union Bldg. 601-J	.....	Irving R. Merrill, Dir. M. Margaret Sanger, Prog. Dir.	Stephen J. Graf, Chief Engr.	..... AP
WATERTOWN.....	KWAT 1240	250	Midland Natl. Life Ins. Co. Watertown 777	KBS	F. L. Bramble, Secy. & Treas. M. W. Plowman, Mgr. Bernice Dowling, Prog. Dir.	George Blum, Prom. Dir. Francis Alwin, Chief Engr.	..... Cole UP
YANKTON.....	WNAK 570	5,000	Cowles Bcstg. Co. 2nd & Capitol Sts. 442	ABC, MBS Midwest	Gardner Cowles, Pres. R. R. Tinscher, V.-P. & Gen. Mgr. Don E. Inman, Coml. Mgr.	Gene P. Loffer, Prog. Dir. James H. Allen, Prom. Mgr. Clifton M. Todd, Chief Mgr.	Katz Cole, Standard AP, UP

**TENNESSEE**

ATHENS.....	WLAR 1450	250	Athens Bcstg. Co. N. Jackson St. 891	MBS	Lowell F. Arterburn, Owner C. C. Redfern, Gen. & Coml. Mgr. Otis Parker, Prog. Dir.	Al Peck, Publ. Robert R. Magill, Chief Engr.	Grant Standard UP
BRISTOL.....	WOPI 1490	250	WOPI Inc. 310 State St. 5230	NBC KBS Tenn. Valley	W. A. Wilson, Pres. & Gen. Mgr. Roy L. Russell, Coml. Mgr.	George O'Dell, Musical Dir.	Burn-Smith, Cummings Capitol, Lang-Worth, World UP
CHATTANOOGA 2.....	WAGC 1450	250	Tenn. Valley Bcstg. Co. Hotel Patten 7-1123	MBS	V. Campbell, Gen. Mgr.	June Thurman, Traffic Dir. J. C. Vessels, Chief Engr.	Rambeau Lang-Worth AP



**648,661 PEOPLE . . .**

**92,588 RADIO HOMES**

**in South Carolina's  
leading market**

**Primary Coverage of 13 Counties**

**Retail Food Sales . . \$28,133,000**

**Retail Drug Sales . . . \$4,842,000**

**Total Retail Sales . \$124,979,000**

**NBC Station for the Greenville,  
Spartanburg, Anderson Market.**

**WFBC**

**Greenville, South Carolina**

**NBC 5000 WATTS  
DAY AND NIGHT**

REPRESENTED BY AVERY-KNODEL, INC.



**DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES**

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**TENNESSEE—(Continued)**

City	Call Letters and Frequency in Kilocycles	Power in Watta	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Services	
CHATTANOOGA 2	WAPO 1150	5,000-LS 1,000-N	WAPO Bstg. Service Read House 6-6141	NBC	R. G. Patterson, Gen. Mgr. Helen Patterson, Coml. Mgr. & Prog. Dir.	Frances Harley, Prom. Mgr. B. B. Barnes, Chief Engr.	Headley-Reed Associated, Cole, Thesaurus AP
CHATTANOOGA 2	WDEF 1400 CP-1370	250 CP-5,000-LS 1,000-N	WDEF Bstg. Co. Volunteer Bldg. 6-5664	ABC	Joe W. Engel, Pres. Frank S. Lane, Gen. Mgr. Ken Flenniken, Coml. Mgr.	Charles Gullickson, Prog. Dir. B. C. Baker, Chief Engr.	Weed Standard UP
CHATTANOOGA 2	WDOD 1810	5,000	WDOD Bstg. Corp. Hamilton Nat. Bank Bldg. 6-5117	CBS	N. A. Thomas } Owners Earl W. Winger } Carter M. Parham, Coml. Mgr.	G. A. McPherson, Prog. Dir. Elmer D. Kammer, Merch.-Prom. W. Roy Ownes, Chief Engr.	Raymer Lang-Worth, Standard UP
CLARKSVILLE	WJZM 1400	250	William Kleeman 409 Madison 2295	MBS KBS	William Kleeman, Owner W. E. Williams, Gen. Mgr. William Harris Jr., Coml. Mgr.	Clay Cline Jr., Prog. Dir. John Bailey, Chief Engr.	Cox & Tanz World AP
CLEVELAND	WBAC 1340	250	Robert W. Rounsaville Radio Center 62	MBS	R. W. Rounsaville, Owner & Gen. Mgr. Mrs. R. W. Rounsaville, Coml. Mgr.	Claudia Maxwell, Prom. Mgr. Bill Lange, Tech. Dir. Bill Stuart, Chief Engr.	Lang-Worth UP
COLUMBIA	WKRM 1340	250	Middle Tennessee Bstg. Co. Inc. Columbia 1840	MBS KBS	R. M. McKay, Jr. } Chief owners R. M. McKay, Sr. } R. M. McKay, Jr., Pres. & Gen. Mgr.	Chealey J. Smith, Prog. Dir. & Prom. Mgr. Revis V. Hobbs, Chief Engr.	Burn-Smith Thesaurus UP
COOKEVILLE 1	WHUB 1400	250	WHUB Inc. Cookeville 200	CBS KBS	M. L. Medley, Pres. & Gen. Mgr. Joe Mahry, Station Dir.	J. M. Beasley, Prom. Dir. Charles Burch, Chief Engr.	Cox & Tanz Lang-Worth UP
DYERSBURG	WDSD 1450	250	State Gazette Bstg. Co. Dyersburg 77	MBS KBS	Frank Armstrong, Acting Gen. Mgr.	Sam Pierce, Chief Engr.	World
ELIZABETHTON	WBEJ 1240	250	Elizabethton Bstg. Co. Elk Ave.	MBS	R. W. Rounsaville, Senior Partner A. D. Smith, Jr., Gen. & Coml. Mgr. Bill Lowery, Prog. Dir.	Martha Thomas, Prom. Dir. Bill Lange, Tech. Dir. James Byerly, Chief Engr.	Thesaurus UP
GREENEVILLE	WGRV 1840	250	Greeneville Bstg. Co. Radio Bldg.	MBS	R. W. Rounsaville, Gen. Mgr. C. B. Marshall, Sta. & Coml. Mgr. Bob Corley, Prog. Dir.	Eileen O'Shaughnessy, Prom. Dir. Bill Lange, Tech. Dir. Paul Metcalf, Chief Engr.	UP
HARRIMAN	WHBT (Construction permit) 1230	250	Harriman Bstg Co. Inc. Devonia & Crescent	.....	Jerre B. Brewer, Pres. N. L. Shields, Secy & Treas.	James R. O'Donnell, Station Mgr.	Thesaurus UP
JACKSON 1	WTJS 1390	1,000	The Sun Publishing Co. Inc. 104 W. Baltimore St. 1106	ABC Mid-South	A. A. Stone, Vice-Pres. & Gen. Mgr. Frank S. Procter, Station Mgr. Paul Moore, Prog. Dir.	Leslie Brooks, Assist. Mgr. Robert Gordon, Chief Engr.	Branham World AP, UP
JOHNSON CITY	WJHL 910	5,000-LS 1,000-N	WJHL Inc. 143 W. Main St.	ABC	W Hanes Lancaster, Pres. Kea Marsh, Mgr. & Coml. Mgr. David McClintock, Prog. Dir.	McBarny Burleson, Prom. Mgr. O. K. Garland, Chief Engr.	Pearson Lang-Worth AP, UP
JOHNSON CITY	WTVN (Construction permit) 1050	1,000-D	Washington County Bstg. Corp. Buffalo & Wilson St.	.....	M. T. McArthur, Pres.	.....	.....
KINGSPORT	WKPT 1400	250	Kingsport Bstg. Co. Inc. Box 870 5134	NBC Tenn. Valley	C. P. Edwards Jr., Pres. Jess Swicegood, Gen. Mgr. Paul L. Overbay, Prog. Dir.	Martin Karant, Prom. Mgr. Thomas Phillips, Jr. Chief Engr.	Burn-Smith Cummings Lang-Worth, Standard, Thesaurus UP
KNOXVILLE 42	WBIR 1240	250	Radio Station WBIR Inc. 406 W. Church 4-3321	ABC	Gilmore N. Nunn, Pres. J. F. Hart, Mgr. & Coml. Mgr.	C. T. DeVois, Prog. Dir. & Prom. Mgr. J. Rex Horton, Chief Engr.	Pearson Cole, Capitol, Standard UP
KNOXVILLE	WIBK 800	1,000-D	Independent Bstg. Corp. 708 S. Gay St.	.....	Rev. J. Harold Smith } Owners Marvin I. Thompson } Myrtice R. Smith }	.....	.....
KNOXVILLE 24	WNOX 990	10,000	Scripps-Howard Radio Inc. 110 S. Gay St. 3-3171	CBS	Jack R. Howard, Pres. R. B. Westergaard, Vice-Pres. & Gen. Mgr. O. L. Smith, Station Dir.	Charles McMahon, Prog. Dir. K. D. Wright, Publ. & Prom. Dir. John L. Cole, Jr. Chief Engr.	Branham Lang-Worth, Standard UP
KNOXVILLE	WROL 620	1,000-LS 500-N CP-5,000-U	Stuart Bstg. Co. 531 S. Gay St. 2-7111	NBC Tenn. Valley	S. E. Adcock, Owner & Gen. Mgr. Frank Gow, Station Dir. C. H. Frazier, Business Mgr.	John Reese, Prog. Dir. Allen Stout, Studio Dir. James N. Gilbert, Chief Engr.	Blair Cummings Cole, Thesaurus, World AP
LEWISBURG	WJMM 1490	250	James J. Murray Lewisburg 695	.....	J. J. Murray, Owner & Gen. Mgr.	Denzil Pulley, Chief Engr.	World AP
MARYSVILLE	WGAP (Construction permit) 1400	250	Gateway Bstg. Co. Marysville	.....	V. H. McLean } Owners George R. Dempster }	.....	.....
McMINNVILLE	WMMT 1230	250	McMinnville Bstg. Co. Inc. McMinnville	.....	Sam J. Albritton, Pres.	.....	.....
MEMPHIS	WDIA 780	250-D	Bluff City Bstg. Co. 2074 Union Ave.	.....	John R. Pepper } Owners Bert Ferguson }	Bert Ferguson, Gen. Mgr.	.....
MEMPHIS 3	WHBQ 1400	250	Radio Station WHBQ Hotel Gayoso 3-6865	MBS	Dr. George S. Benson, Pres. E. A. Alburty, Gen. Mgr. & Prog. Dir.	E. Pournelle, Coml. Mgr. W. M. Roy, Chief Engr.	Rambeau AP
MEMPHIS	WHHM 1340	250	WHHM Bstg. Co. Sterick Bldg. 37-4422	.....	Herbert Herff, Owner. Patt McDonald, Gen. Mgr. & Coml. Mgr.	Helen Powers, Prog. Dir. J. Wilson, Prom. Mgr. W. Marsh, Chief Engr.	Forjoe Cole, Lang-Worth, Standard AP
MEMPHIS 1	WMC 790	5,000	Memphis Publbing Co. 495 Union Ave. 8-7464	NBC Arkansas So Central,	John H. Sorrells, Pres. H. W. Slavick, Gen. Mgr. J. C. Eggleston, Coml. Mgr.	John H. Cleghorn, Prog. Dir. Walter E. Frase, Publ. Dir. E. C. Frase Jr., Chief Engr.	Branham Lang-Worth, Standard, Thesaurus UP

# 5 Reasons Why

★ **WMC** is your  
★ **BEST RADIO BUY**  
in **MEMPHIS**



## 1. NBC Outlet for MEMPHIS....

WMC supplies top NBC shows to Memphis and the Mid-South—the network programs that *most* people listen to *most*.



## 2. 5,000 Watts at 790 on the dial....

WMC broadcasts with 5,000 watts power day and night at 790 on the dial—for convenient tuning and clear reception throughout the vast Mid-South area.



## 3. Outstanding National, Regional, and Local SPOT SHOWS...

WMC constantly shows top Hooper ratings, with programs of proven popularity, keyed to the various segments of the Mid-South listening audience.



## 4. TOP Coverage of a TOP MARKET...

WMC, with a primary daytime coverage area embracing 684,460 radio homes\*, and with an effective buying income of over one billion dollars (\$1,000,000,000) \*\*, is truly the top station in a top market.

\*BMB's 1945 Report  
\*\*Sales Management 1946 Survey of Buying Power



## 5. Owned and Operated by THE COMMERCIAL APPEAL

WMC is backed by the publicity and prestige of The Commercial Appeal, one of the South's largest newspapers.

# ★ **WMC**

The Station **MOST** People  
Listen to **MOST**—in  
★ **MEMPHIS**

NATIONAL REPRESENTATIVES • THE BRANHAM 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 February 15, 1947)

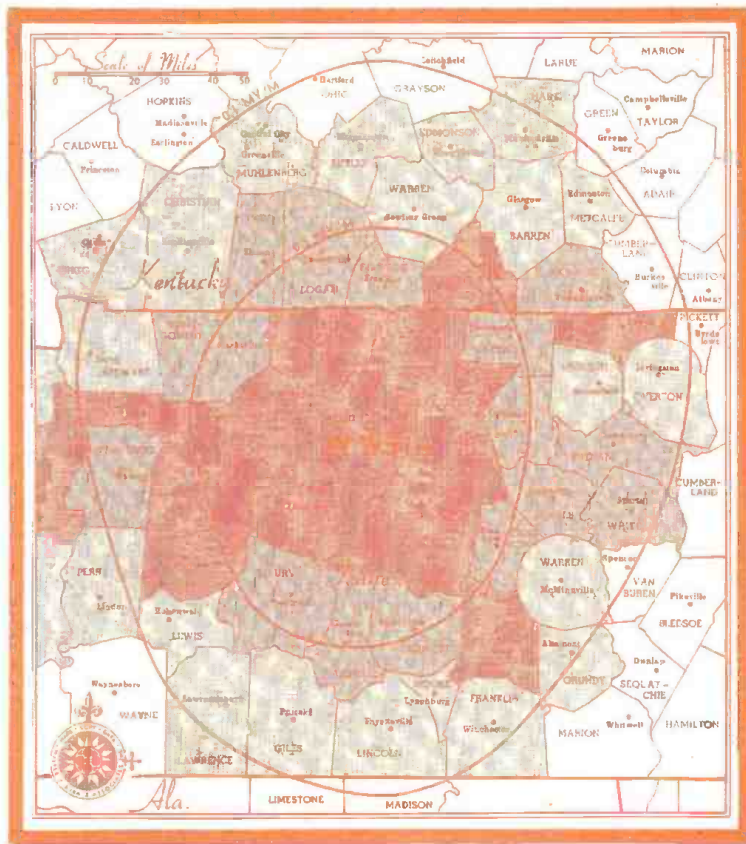
**TENNESSEE—(Continued)**

City	Call Letters and Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Services	
MEMPHIS 3	WMPS 680	10,000-LS 5,000-N	WMPS Inc. 62 N. Main St. 5-2721	ABC	Abe Plough, Pres. H. R. Kreistein, Vice-Pres. & Gen. Mgr. Fred G. Christensen, Prog. Dir.	M. J. Vosse, Prom. Mgr. Joseph G. Deaderick, Chief Engr.	Broadcast Sales Wilson Associated, Standard AP, UP
MEMPHIS 3	WREC 600	5,000	WREC Bcastg. Service Hotel Peshody Bldg. 5-1813	CBS	Hoyt B. Wooten, Owner & Gen. Mgr. Hollis Wooten, Coml. Mgr.	Roy Wooten, Prog. Dir. S. D. Wooten Jr., Chief Engr.	Katz MacGregor, SESAC, World UP
MORRISTOWN	(Construction Permit) 1450	250	Cherokee Bcastg. Corp. Hamilton National Bank Bldg.		H. S. Walters, Pres.		
MURFREESBORO	WGNS 1450	250	Murfreesboro Bcastg. Co. James K. Polk Hotel	MBS	Cecil Elrod, Gen. Mgr. Bill Pepper Jr., Station Mgr. L. M. Holshouser, Prog. Dir.		
NASHVILLE	WKDA 1240	250	Capitol Bcastg. Co. Nashville		A. G. Beaman } Owners T. B. Baker Jr. }		
NASHVILLE 3	WLAC 1510	50,000	WLAC Bcastg. Service Third Natl. Bk. Bldg. 6-0161	CBS	J. T. Ward, Owner F. C. Sowell, Gen. Mgr.	Paul Oliphant, Prog. Dir. F. D. Binns, Chief Engr.	Raymer Cole, Thesaurus World UP
NASHVILLE 3	WSIX 980	5,000	WSIX Bcastg. Station Nashville 5-5431	ABC MBS	J. M. Draughon, Owner & Gen. Mgr. L. R. Draughon, Owner & Assist. Mgr.	Eugene S. Tanner, Coml. Mgr. Otto Roush, Prog. Dir. Dr. Fred Schumann, Chief Engr.	Katz Standard AP
NASHVILLE 3	WSM 650	50,000	WSM Inc. National Bldg. 6-7181	NBC	Edwin W. Craig, Pres. Harry Stone, Vice-Pres. & Gen. Mgr. Winston S. Dustin, Coml. Mgr. Jack Stapp, Prog. Dir.	Bill Graham, Publ. Dir. George Reynolds, Chief Engr.	Petry Associated, Lang-Worth, World AP, INS
NASHVILLE	(Construction permit) 1300	5,000	Volunteer State Bcastg. Co. Nashville		Edward M. Kirby, Pres.		
OAK RIDGE	WBOM (Construction Permit) 1490	250	Pellegrin & Gruenther Oak Ridge		F. E. Pellegrin } Owners H. H. Gruenther }		
OAK RIDGE	WOND (Construction Permit) 1450	250	Highlands Broadcasters Inc. 2915 Compton Rd., Nashville 5 Nashville 8-9072		Sam K. Carson, Pres.	G. Paul Crowder, Secy.-Treas. & Gen. Mgr.	UP
PARIS	WTFR (Construction Permit) 710	250-D	Kentucky Lake Bcastg. System Inc. 100 1/2 Market St. 1700		E. W. Smith, Pres.-Gen. Mgr. & Prog. Dir.	P. R. Feezor, Coml. & Prom. Mgr.	AP
PULASKI	WKSR 780	250-D	Pulaski Bcastg. Co. Radio Center	MBS	R. W. Rounsaville, Senior Partner	Bill Lange, Tech. Dir.	UP
SHELBYVILLE	WHAL 1400	250	Shelbyville Bcastg. Co.	MBS	R. W. Rounsaville, Partner & Gen. Mgr. Eugene E. Crowe, Coml. Mgr.	Charles Christian, Prog. Dir. W. F. Lange, Tech. Advisor T. M. Marsh, Chief Engr.	UP
UNION CITY	WENK 1240	250	Union City Bcastg. Co. First & Washington 801	MBS	B. Cary Brummel, Pres. A. B. Robinson, Gen. Mgr. W. M. Winsett, Coml. Mgr.	James Hoppers, Prog. Dir. James Thomas, Chief Engr.	UP World

**TEXAS**




ABILENE	KRBC 1450	250	Reporter Bcastg. Co. Abilene 6255	ABC Texas State	M. B. Hanks, Pres. H. Barrett, Vice-Pres. & Gen. Mgr. John Mingus, Coml. Mgr. & Prog. Dir.	Forest Lane, Merch. Dir. J. B. Casey, Chief Engr.	Pearson AP
ALICE	KBKI 1070	1,000-D	Alice Bcastg. Co. Alice Hotel		E. D. Lloyd, Pres. J. H. Mayberry, Gen. Mgr.	Harold Shumate, Coml. Mgr.	Capitol AP
ALPINE	KVLF 1490	250	Big Bend Broadcasters Holland Hotel		Barney H. Hubbs, Pres.	Glenn Burgess, Gen. Mgr.	AP
AMARILLO	KFDA 1230	250	Amarillo Bcastg. Corp. 109 E. 5th St. 5343	ABC	J. Lindsey Nunn } Chief Owners Gilmore Nunn } Howard Roberson, Gen. Mgr.	J. R. Moore, Coml. Mgr. Tom Priest, Prog. Dir. Noel Luddy, Chief Engr.	Pearson Capitol, World UP
AMARILLO	KGNC 1440 CP-710	5,000-LS 1,000-N CP-10,000	Plains Radio Bcastg. Co. Radio Bldg. 4242	NBC Lone Star	Gene Howe, Pres. Aubrey Jackson, Gen. Mgr. Noel E. Thompson, Assist. Mgr.	Bob Watson, Prog. Dir. William H. Torrey, Chief Engr.	T-H-S Cole, Standard, Thesaurus AP, UP
AUSTIN	KNOW 1490	250	Frontier Bcastg. Co. Inc. Capital National Bank Bldg. 2-6213	ABC Texas State	Gene Cagle, Pres. Louis R. Cook, Mgr. M. H. Coleman, Coml. Mgr.	Conrad Vernon, Jr., Prog. Dir. Robert Tobey, Prom. Mgr. James E. Lewis, Chief Engr.	Weed AP
AUSTIN 4	KTBC 590	5,000-LS 1,000-N	Radio Station KTBC Brown Bldg. 2-2424	CBS	Claudia T. Johnson, Pres. J. C. Kellam, Gen. Mgr. Ray E. Hill, Coml. Mgr.	Joe K. Phipps, Prog. Dir. Robert E. Robinson, Prom. Mgr. Frank W. Yeagley, Chief Engr.	T-H-S World AP
AUSTIN	KVET 1300	1,000	Austin Bcastg. Co., Inc. P. O. Box 1051 8-8521	MBS	J. B. Connally, Pres. & Gen. Mgr. Jake J. Pickle, Sales Mgr.	W. E. Syers, Prog. Dir. & Prom. Frank Yeagley, Chief Engr.	Forjoe UP
BAY CITY	KIOX 1110	1,000-D	Bay City Bcastg. Co. Bay City 642	MBS	J. G. Long, Managing Dir. V. V. Trembley, Gen. Mgr., George S. Lanham, Coml. Mgr.	J. Hairgrove, Prog. & Prod. Mgr. Glenn Ellis, Supervising Engr.	Griffith Thesaurus AP
BEAUMONT	KFDM 560	5,000	Beaumont Bcastg. Corp. Edson Hotel 3883	ABC	D. A. Cannan, Pres. C. B. Locke, Secy.-Treas. & Gen. Mgr.	Dave Russell, Prog. Dir. Helen Caldwell, Prom. Mgr. L. M. Sanders, Chief Engr.	Free & Peters Long-Worth, Standard UP
BEAUMONT	KPBX (Construction permit) 1380	1,000-D	WCPZ Bcastg. Co. San Jacinto Bldg.		W. Paul Beville, Pres. & Gen. Mgr.		
BEAUMONT	KRIC 1450	250	KRIC Inc. 130 Wall St. 4200	KBS	Mrs. J. L. Mapes, Pres. Ralph K. Maddox, Gen. Mgr. George K. Utley, Coml. Mgr.	Louis A. Breault, Prog. Dir. Ed Henry, Prom. Mgr. M. J. Easterwood, Chief Engr.	Branham Capitol, Thesaurus World AP





# Here's the way WSIX covers the NASHVILLE market . . .

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.

## NASHVILLE—a market with a Future— assured by the great Tennessee Valley expansion

### Here are the Market Facts:

	MAIL SURVEY				FIELD INTENSITY SURVEY		
	Intense	Regular	Secondary	Total	0.5 MV/M	0.1 MV/M	Total
Population	517,522	286,459	445,981	1,249,962	610,984	668,093	1,278,077
Families	130,906	71,828	108,462	311,196	156,908	155,914	312,822
Radio Homes	89,913	39,993	57,615	187,521	106,771	80,580	187,351
Total Retail Stores	5,640	2,855	4,288	12,783	6,761	5,977	12,738
Sales \$	122,814	38,889	46,694	218,397	144,078	72,040	216,118
Food Stores	1,951	967	1,432	4,350	2,299	1,979	4,278
Sales \$	28,810	9,233	11,857	49,900	33,282	15,627	48,909
General Stores	277	408	701	1,386	407	1,079	1,486
Sales \$	2,920	3,816	7,538	14,274	4,096	10,596	14,692
General Merchandise Stores	203	156	179	538	270	264	534
Sales \$	14,297	4,716	6,559	25,572	17,400	6,202	23,602
Apparel Stores	260	65	122	447	307	140	447
Sales \$	10,648	1,342	2,327	14,317	11,382	2,642	14,024
Furniture-Household	155	103	97	355	212	146	358
Sales \$	6,145	1,484	669	8,298	7,190	1,822	9,012
Automotive Outlets	145	86	123	354	190	165	355
Sales \$	17,588	5,054	8,696	31,338	20,562	10,068	30,630
Filling Stations	724	385	606	1,697	827	833	1,660
Sales \$	9,596	3,753	5,299	18,648	11,542	6,987	18,529
Lumber-Bldg.-Hardware	148	97	160	405	247	215	462
Sales \$	7,151	2,984	5,367	15,502	9,703	6,224	15,927
Eating and Drinking Places	968	324	432	1,724	1,159	586	1,746
Sales \$	7,025	1,501	2,210	10,736	8,356	2,881	11,237
Drug Stores	308	72	117	497	238	144	382
Sales \$	5,375	1,504	2,216	9,095	6,294	2,706	9,000
Other Stores	499	212	319	1,030	605	426	1,031
Sales \$	13,259	3,502	3,956	20,717	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.



**5,000 WATTS**  
**980 KC.**  
**AMERICAN**  
**MUTUAL**

Represented Nationally  
By  
**THE KATZ AGENCY, 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 February 15, 1947)

## TEXAS—(Continued)

City	Call Letters and Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Services	
BEAUMONT.....	KTRM 990	250-D	KTRM Inc. Beaumont	.....	Frank B. Neil Jr., Part-Owner Jack Neil, Mgr.	G. L. Kirk, Coml. Mgr. Ben F. Hughes, Chief Engr.	.....
BIG SPRING.....	KBST 1490	250	Big Spring Herald Bcstg. Co., Inc. 702 Johnson St. 1500	ABC Texas State	Jack Wallace, Gen. Mgr. William L. Cox, Coml. Mgr. Andrew M. Jones, Chief Engr.	Lloyd Hawkins, Prog. Dir. & Prom. Mgr.	Pearson Thesaurus AP
BORGER.....	KHUZ 1490	250	R. G. Hughes Highway 117 1800	.....	R. G. Hughes, Owner Wayne Phelps, Gen. Mgr. Les Helmes, Coml. Mgr.	Larry Prihyl, Prog. Dir. Herman Kreiger, Chief Engr.	Lang-Worth, SESAC, World AP
BRADY.....	KNEL 1490	250	G. L. Burns Brady 77	KBS	G. L. Burns, Owner & Gen. Mgr. C. D. Reed, Coml. Mgr.	Daron Moore, Prog. & Prom. Dir. Cecil Nelin, Chief Engr.	.....
BRENNHAM.....	KWHI (Construction permit) 1280	1,000-D	Tom S. Whitehead 306 E. Main St.	.....	Tom S. Whitehead, Owner	.....	.....
BROWNSVILLE.....	KVAL 1490	250	KEEW Ltd. 2701 San Benito Rd. 1278	ABC	T. Frank Smith, Gen. Partner & Gen. Mgr. Roy Suber, Coml. Mgr.	Fred McCall, Prog. Dir. Dorothy Smith, Prom. Mgr. Troy Whitaker, Chief Engr.	Free & Peters AP
BROWNWOOD.....	KBWD 1380	1,000-LS 500-N	Brown County Bcstg. Co. 800 Hawkins St. 2401	MBS KBS	Wendell Mayes, Pres. & Gen. Mgr. Frank T. Wilson, Coml. Mgr.	Mike Shapiro, Prog. Dir. & Prom. A. W. Stewart, Chief Engr.	Walker Standard UP
CHILDRESS.....	KCTX (Construction permit) 1510	250-D	Golden West Bcstg. Co. 217½ N. Main 1086	.....	R. Malone Hagan, Pres. & Coml. Mgr. George D. Cowan, Gen. Mgr.	Leroy Carter, Prog. Dir. Hal Christenson, Chief Engr.	.....
CLEBURNE.....	KCLE (Construction permit) 1120	250-D	Marti Inc. 414 N. Main St.	.....	George W. Marti, Pres.	.....	.....
COLLEGE STATION....	WTAW 1150	1,000-D	Agric. & Mech. College of Tex. Administration Bldg. 4-6724	ABC	G. B. Winstead, Gen. Mgr.	Frank J. Sosolik, Chief Engr.	Griffith SESAC, World AP
CORPUS CHRISTI.....	KEYS 1490	250	Nueces Bcstg. Co. Centre Theatre Bldg. 2-7411	CBS	Bill Hughes, Gen. Mgr. Kelly Wofford, Coml. Mgr. Bill Crable, Prog. Dir.	Fred Burr, Station Mgr. Harold Griffith, Chief Engr.	T-H-S World UP
CORPUS CHRISTI.....	KRIS 1360	1,000	Gulf Coast Bcstg. Co. Box 840 6854	NBC—MBS Lone Star	T. Frank Smith, Pres. & Gen. Mgr. R. S. Bush, Coml. Mgr. & Chief Engr.	Charles Nethery, Prog. Dir.	Free & Peters Standard AP
CORPUS CHRISTI.....	KSIX 1230	250	Corpus Christi Bcstg. Co. Driscoll Bldg.	.....	Vann M. Kennedy, Pres.	Charles R. Mannings, Coml. Mgr.	.....
CORPUS CHRISTI.....	KWBU 1030	50,000-D	Century Bcstg. Co. 912 Commerce St., Dallas, Texas Riverside 2431	ABC	Carr P. Collins, Pres. Carr P. Collins Jr., Vice-Pres. Homer Hogan, Mgr.	John Bachman, Radio Dir., Baylor U. Nestor Cuesta Jr., Chief Engr.	Branham Capitol, SESAC, Standard AP, INS
CORSICANA.....	KAND 1340	250	Alto, Inc. State National Bank Bldg. 2486	KBS	J. C. West, Pres. Aubrey H. Escoe, Gen. Mgr.	H. L. Cofer, Coml. Mgr. E. R. Hellums, Chief Engr.	Cole, Thesaurus UP
DALLAS.....	KIXL (Construction Permit) 1040	1,000-D	Variety Bcstg. Co. Inc. 2401 South Boulevard	.....	Lee Segall, Pres.	.....	.....
DALLAS.....	KRLD 1080	50,000	KRLD Radio Corp. Hotel Adolphus Central 6811	CBS	John W. Runyon, Pres. Clyde W. Rembert, Managing Dir. William A. Roberts, Coml. Mgr.	Roy S. George, Prog. Dir. J. W. Crocker, Assist. Mgr. Roy M. Flynn, Tech. Supvr.	Branham Capitol, SESAC, Standard AP, INS
DALLAS 4.....	KSKY 660	1,000-D	SKY Bcstg. Service Hotel Stoneleigh Central 6198	.....	A. L. Chilton, Pres. & Gen. Mgr. R. G. Terrill, Coml. & Prom. Mgr.	Leonard Holland, Prog. Dir. Morris M. Ming, Chief Engr.	Associated AP
DALLAS 2.....	WFAA ST-WBAP 820 570	50,000 5,000	A. G. Belo Corp. 122 Jackson St. Riverside-9631	NBC—ABC Texas Quality	E. M. Dealey, Pres. Martin B. Campbell, Gen. Mgr. R. W. Nimmons, Assist. Mgr.-Sales	Hal W. Thompson, Prog. Supvr. Robert W. Summers, Prom. Mgr. R. Collins, Assist. Mgr.-Tech.	Petry Associated, Thesaurus AP, UP
DALLAS 1.....	WRR 1310	5,000	City of Dallas Municipal Radio Bldg. Tenison 8-8101	MBS Texas State	Charles B. Jordan, Managing Dir. Dale Drake, Coml. Mgr.	Pete Teddlie, Prog. Dir. Durward J. Tucker, Chief Engr.	Weed AP
DEL RIO.....	KDLK (Construction Permit) 1280	250	Del Rio Bcstg. Co. Del Rio	.....	.....	.....	.....
DENTON.....	KDNT 1450	250	Harwell V. Shepard Kimbrough Bldg. 276	KBS	H. V. Shepard, Owner & Gen. Mgr.	.....	Thesaurus UP
EDINBURG.....	KURV (Construction Permit) 710	250-D	J. C. Looney Title Guarantees Bldg.	.....	J. C. Looney, Owner	L. Aiken Jr., Gen. Mgr. & Coml. Mgr.	World UP
EL PASO.....	KROD 600	1,000-LS 500-N	Roderick Bcstg. Corp. Wyoming & Walnut Main 2020	CBS Southwest	Dorrance D. Roderick, Owner Val Lawrence, Gen. Mgr. Ted Hunt, Prog. Dir.	Frank Junell, Dir. Publ. Rel. & Prom. Edward P. Talbott, Chief Engr.	T-H-S Associated, Standard AP
EL PASO.....	KTSM 1380	1,000-LS 500-N	Tri-State Bcstg. Co. Inc. P. O. Box 1976 Main 3122	NBC	Karl O. Wyler, Pres. & Gen. Mgr. Roy T. Chapman, Coml. Dir.	Jack Rye, Prog. Dir. Kenneth J. Walton, Chief Engr.	Hollingbery Lang-Worth, Thesaurus UP
FORT WORTH.....	KCNC 870	250-D	Blue Bonnet Bcstg. Corp. Fort Worth	.....	Jim Hill Speck, Pres. & Gen. Mgr. Robt. Shackelford, Prod. & Sales Mgr.	Jack Raymond, Prog. Dir. T. N. Lawrence, Chief Engr.	.....
FORT WORTH 1.....	KFJZ 1270	5,000	Tarrant Bcstg. Co. 1201 W. Lancaster 8-3474	MBS Texas State	Gene L. Cagle, Pres. & Gen. Mgr. Clyde Pemberton, Coml. Mgr. Russ Lamb, Prog. Dir.	Forrest Clough, Prom. Dir. Truett Kimzey, Tech. Supvr.	Weed AP, UP



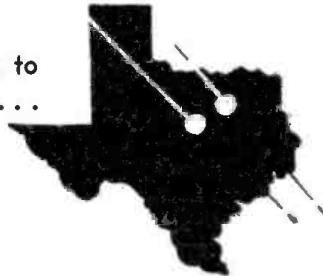
# TWO SHOTS FOR ONE PRICE

## ...cover Texas' Twin Cities with KFJZ-WRR

Yes, these two dominant Texas stations are together to double your sales impact in the billion-dollar Fort Worth-Dallas markets . . . for one budget-fitting price.

One price, with no extra costs, gives you coverage of both stations at simultaneous or separate hours.

For buying power look to Fort Worth and Dallas . . . for pulling power look to KFJZ and WRR.



MARKET DATA .5 Millivolt Area	
Population	1,902,700
Retail Sales	\$ 963,424,000
Food Stores	\$ 237,279,000
Gen. Mds.	\$ 200,767,000
Drug Stores	\$ 51,153,000
Buying Income	\$1,996,237,000
*Bank Debits	\$9,106,710,000
†Radio Homes	376,844
*Fort Worth Dallas Only	
†Radio Market Data Handbook	

TEXAS' BEST RADIO BUY

**KFJZ**  
FT. WORTH

**WRR**  
DALLAS

TWO STATIONS FOR ONE PRICE

NATIONAL REPRESENTATIVE  
**WEED & COMPANY**

NEW YORK • CHICAGO • DETROIT • ATLANTA • BOSTON • SAN FRANCISCO • HOLLYWOOD



**WE DON'T COVER  
THE WORLD**

**BUT . . .**

**WE DO COVER THE  
GREAT  
SOUTH PLAINS  
AREA OF TEXAS  
WITH 1,000 WATTS**

- 1000 WATTS - DAY AND NIGHT
- AFFILIATED WITH MBS
- A P NEWS WIRE
- WORLD TRANSCRIPTION SERVICE

**THE NEW SALES VOICE OF THE**



*Rich South Plains*

ONE OF THE FASTEST  
GROWING MARKETS  
IN THE UNITED STATES

**T E X A S**

**KCBQ**

**JOE H. BRYANT  
MANAGER**

**CAPROCK BROADCASTING COMPANY ● LUBBOCK, TEXAS**

**BROADCASTING ● Telecasting**



*In the Great  
Southwest Market*

DALLAS

*Studios in  
DALLAS  
and  
FT. WORTH*

**KRLD**

*The  
TIMES HERALD  
Station*

*Is Your Best Buy  
Day or Night*

FT. WORTH



Exclusive CBS Outlet for DALLAS - FORT WORTH  
50 K. W. 1080 K. C.

Represented by the BRANHAM COMPANY.



BROADCASTING • Telecasting

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**DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES**

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**TEXAS—(Continued)**

City	Call Letters and Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Services	
FORT WORTH 1.....	KWBC 970	1,000-D	Worth Bcstg. Co. Houston at 9th 2-9231	.....	Judge P. W. Seward, Pres. J. E. Rennie, Gen. & Sales Mgr.	C. Alton Cocke, Prog. Mgr. R. W. Chapman, Chief Engr.	Rambeau Standard AP
FORT WORTH 4.....	KXOL 1360	1,000	Fort Worth Bcstg. Co. Inc. 1216 Pennsylvania Ave. 3-7221	.....	F. M. Skinner, Pres. Russ N. Lamb, Secy. & Gen. Mgr.	John R. Crouse, Vice-Pres.	..... Lang-Worth AP
FORT WORTH 2.....	WBAP ST-WFAA 820 570	50,000 5,000	Carter Publications Inc. Medical Arts Bldg. 3-1234	NBC Texas Quality	Amon G. Carter, Pres. Harold V. Hough, Radio Supvr. George Cranston, Station Mgr. Roy I. Bacus, Coml. Mgr.	O. K. Baldwin, National Sales Mgr. Ed Lally, Prog. Dir. Jack Rogers, Prom. Mgr. R. C. Stinson, Tech. Supvr.	Free & Peters Cole, Lang-Worth, World AP
GALVESTON.....	KGBC (Construction permit) 1540	1,000-D	James W. Bradner Jr. Galveston	.....	James W. Bradner Jr., Owner Jerry Fisher, Mgr.	Dean Turner, Prog. Dir. Jesse Sims, Chief Engr.	.....
GALVESTON.....	KLUF 1400	250	KLUF Bcstg. Co. Inc. 319 1/2 21st St. 6676	MBS KBS	G. Roy Clough, Pres.	Lee Clough, Vice-Pres. & Gen. Mgr.	Rambeau World UP
GOOSE CREEK.....	KRCT 650	250-D	Bay Bcstg. Co. P. O. Box 622	.....	Carter Quinn Alexander, Pres.	.....	.....
GREENVILLE.....	KGVL 1400	250	Truett Kimzey Graham-Fagg Bldg. 2066	MBS KBS Texas State	Truett Kimzey, Owner Earle Fletcher, Mgr.	Charlie Payne, Prog. Dir. Tom E. Clyde, Chief Engr.	..... AP
HARLINGEN.....	KGBS 1240	250	Harbenito Bcstg. Co. P. O. Box 711 1400	CBS	McHenry Tichenor, Pres. Troy McDaniel, Mgr. Dave Bennett, Coml. Mgr.	Frank Parker, Prog. Dir. Bill Porter, Chief Engr.	Wilson Associated, Standard AP
HENDERSON.....	KGRI (Construction permit) 1,000	250-D	Goggan Radio Sales 115 N. Jackson St.	.....	.....	.....	.....
HOUSTON 1.....	KATL 1590	1,000	Texas Broadcasters Co. State Nat'l. Bank Bldg.	.....	Fred Weber W. H. Talbot E. A. Stephens } Owners	.....	Weed Lang-Worth, SESAC AP
HOUSTON.....	KCOH 1430	1,000-D	Lee Segall Bcstg. Co. Houston	.....	Lee Segall, Pres.	.....	.....
HOUSTON 2.....	KPRC 950	5,000	Houston Post Co. Lamar Hotel Fairfax 7101	NBC Texas Quality	W. P. Hobby, Pres. Jack Harris, Mgr. Jack McGrew, Prog. Dir.	Ray Herndon, Prom. Mgr. H. T. Wheeler, Chief Engr.	Petry Lang-Worth, Thesaurus AP
HOUSTON 4.....	KTHT 1230	250	Texas Star Bcstg. Co. Southern Standard Bldg. Capitol 6246	MBS Texas State	Roy Hofheinz, Pres. Ted Hills, Station & Coml. Mgr.	Francis Gilbert, Prog. Dir. & Prom. Mgr. Louis I. Jelly, Chief Engr.	Associated, Capitol UP
HOUSTON 1.....	KTRH 740	50,000	KTRH Bcstg. Co. Rice Hotel Preston 4361	CBS	B. F. Orr, Gen. Mgr. Ray E. Bright, Coml. Mgr. Ted E. Nabors, Prog. Dir.	George McCormick, Prom. Mgr. T. L. Hiner, Tran. Supvr. K. H. Robinson, Dir. of Publ. Rel. & Prom.	Blair World UP
HOUSTON 2.....	KXYZ 1320	5,000	Harris County Broadcast Co. Gulf Bldg. Capitol 6151	ABC Lone Star	M. Tilford Jones, Pres. & Gen. Mgr. Reese Reinecker, Manager Bill Bennett, Sales & Coml. Mgr.	Jack Edmunds, Prog. Mgr. Bettye Burke, Prom. Mgr. Gerald Chinaki, Chief Engr.	Free & Peters Standard AP
HUNTSVILLE.....	KSAM 1490	250	J. G. Long Bay City, Tex.	MBS KBS	J. G. Long, Owner J. B. McShan, Gen. Mgr. Harvard Bailes, Coml. Mgr.	E. W. Oliphant, Prog. Dir. Claude Roberts, Prom. Mgr. Frank Wood, Chief Engr.	..... AP
JACKSONVILLE 1.....	KEBE 1400	250	Billy A. Laurie P. O. Box 1312 2211	KBS	Billy A. Laurie, Owner Bill Laurie, Gen. & Coml. Mgr.	Mrs. Emo Laurie, Prog. Dir. William McCreary, Chief Anncr.	Walker Lang-Worth, SESAC UP
KILGORE.....	KOCA 1240	250	Oil Capital Bcstg. Assn. 102 1/2 E. North St. 616	KBS	Roy G. Terry, Pres. H. A. Degner, Gen. & Coml. Mgr.	Fred Lindquist, Prog. & Prom. Mgr. Karem O. Souls, Chief Engr.	..... SESAC AP
LAMESA.....	KPET (Construction permit) 690	250-D	Riley Orian Parker 510 N. Katherine St.	.....	Riley O. Parker, Owner	.....	.....
LAREDO.....	KPAB 1490	250	Laredo Bcstg. Co. Hamilton Hotel 2124	MBS KBS	Howard W. Davis, Pres. Mrs. Doane Chapman, Gen. & Coml. Mgr.	Ted Nelson, Prog. Dir. K. Hulan Smith, Chief Engr.	McGillvra SESAC
LITTLEFIELD.....	KVOW (Construction permit) 1490	250	J. C. Rothwell (Temp.) P. O. Box 312 Huntsville, Tex.	.....	J. C. Rothwell, Owner	.....	.....
LONGVIEW.....	KFRO 1370	1,600	Voice of Longview Glover-Crim Bldg. 411	ABC KBS Texas State	James R. Curtis, Pres.	.....	..... Lang-Worth AP
LUBBOCK.....	KCBD 1590	1,000	Caprock Bcstg. Co. 1803 Broadway 6848	MBS	Joe H. Bryant, Pres. & Gen. Mgr.	Ernest Green, Chief Engr.	..... World AP
LUBBOCK.....	KFYO 1340	250	Plains Radio Bcstg. Co. Inc. 914 Ave. J 5567	ABC Lone Star	Gene A. Howe, Pres. O. L. (Ted) Taylor, Exec. Gen. Mgr. DeWitt Landis, Station Mgr. Rex Webster, Coml. Mgr.	James Stiff, Prog. Dir. Frank Holloway, Prod. Mgr. W. S. Bledsoe, Chief Engr.	T-H-S Associated, Cole AP, UP

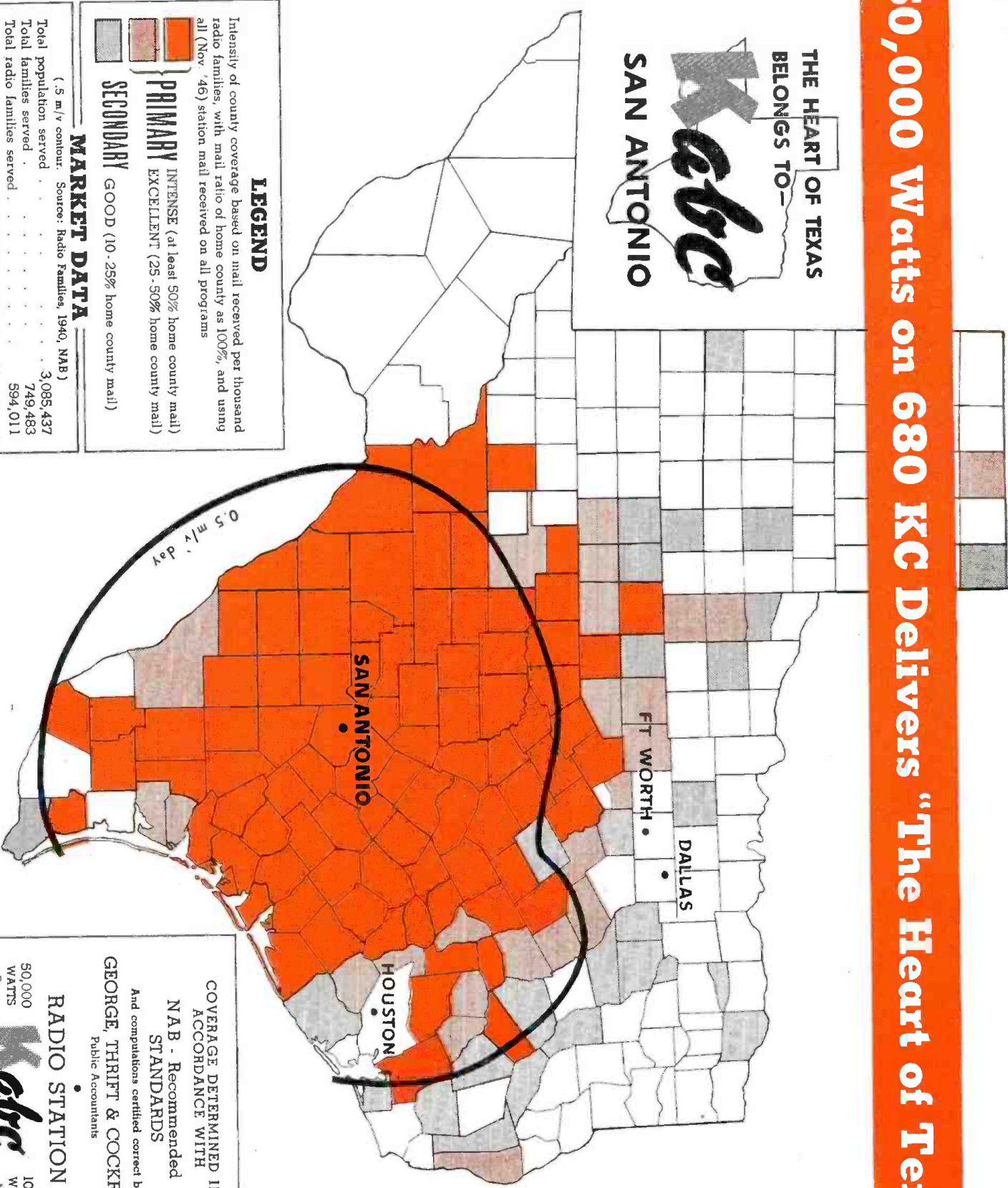
NOTE—Stations are assigned if ultimate, but divide time between two channels. NBC rides 820 kc. clear channel; ABC rides 570 kc. regional channel. When WFAA operates on clear channel, WBAP operates on regional, and vice versa. Both channels are for combined coverage of Dallas-Fort Worth market areas.



**50,000 Watts on 680 KC Delivers "The Heart of Texas"**

THE HEART OF TEXAS  
BELONGS TO—

**Kabc**  
SAN ANTONIO



**LEGEND**

Intensity of county coverage based on mail received per thousand radio families, with mail ratio of home county as 100%, and using all (Nov. '46) station mail received on all programs

- PRIMARY INTENSE** (at least 50% home county mail)
- PRIMARY EXCELLENT** (25-50% home county mail)
- SECONDARY** GOOD (10-25% home county mail)

**MARKET DATA**

(.5 m/v contour. Source: Radio Families, 1940, NAB)

Total population served . . . . .	3,085,437
Total families served . . . . .	749,483
Total radio families served . . . . .	594,011

**Ask Any Weed Salesman**

COVERAGE DETERMINED IN ACCORDANCE WITH NAB - Recommended STANDARDS  
And computations certified correct by  
**GEORGE, THRIFT & COCKRELL**  
Public Accountants

**RADIO STATION**  
**Kabc**  
SAN ANTONIO

50,000 WATTS Day  
10,000 WATTS Night

# DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

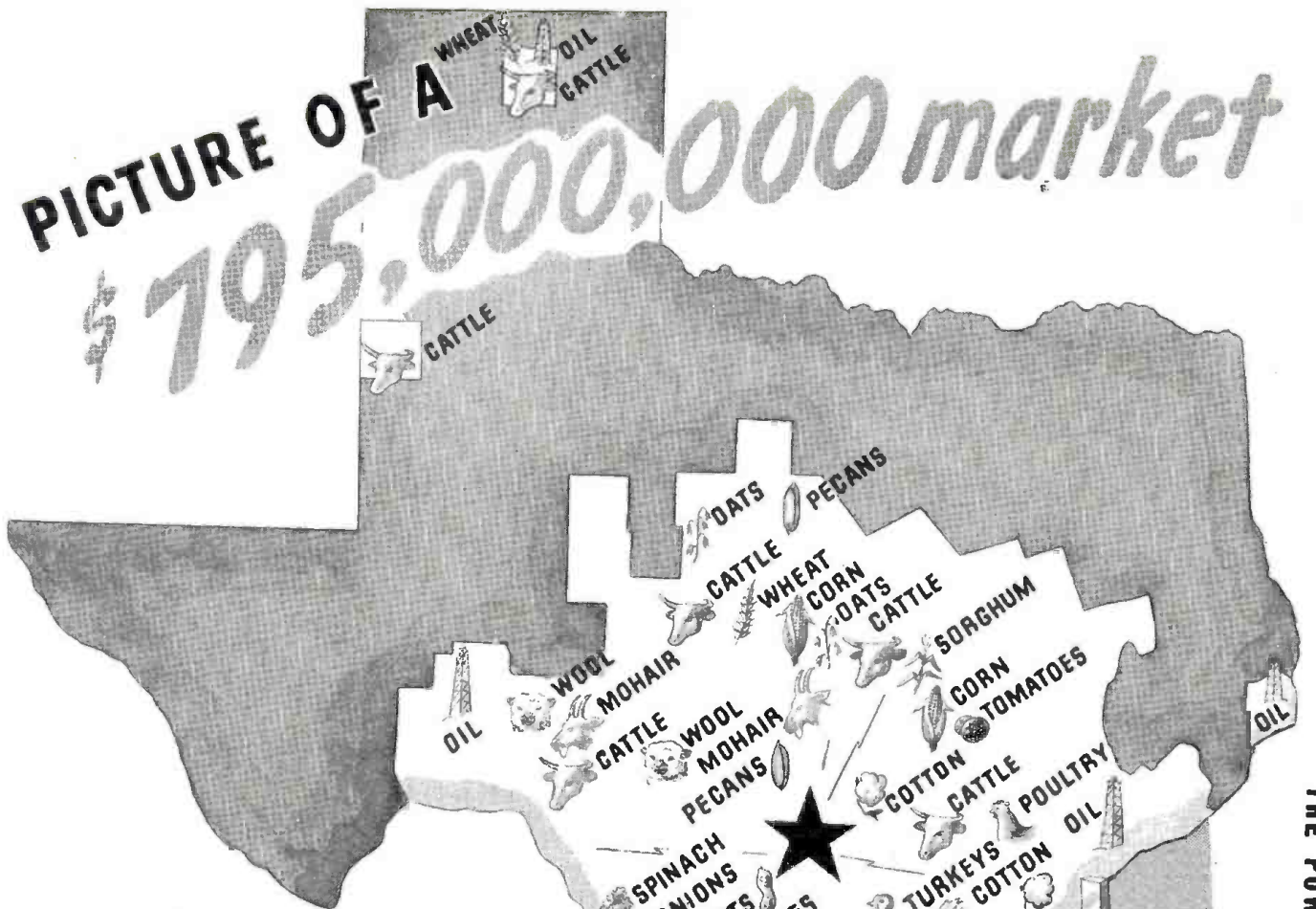
\*—Non-Commercial Station.    D—Day.    N—Night.    ST—Shares Time.    SH—Specified Hours.    U—Unlimited.    CP—Construction Permit Issued.  
 LS—Local Sunset.    L—Limited Time with Dominant Station.    SA—Special Authorization.  
 (Data corrected to February 15, 1947)

## TEXAS—(Continued)

City	Call Letters and Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Services	
LUBBOCK	KSEL 950	1,000-D	Lubbock Bcastg. Co. Box 1524 6376	.....	Walter G. Russell, Pres. Clyde H. Smith, Gen. & Coml. Mgr.	Hugh Harling, Prog. Dir. & Prom. Mgr. Roger V. Hively, Chief Engr.	Lang-Worth AP
LUBBOCK	..... (Construction permit) 1450	250	South Plains Bcastg. Co. Lubbock	.....	John R. Fullingim, Principal Owner	.....	.....
LUFKIN	KRBA 1340	250	Darrell E. Yates 108½ S. First 272	MBS KBS	Darrell E. Yates, Owner-Operator-Mgr. Richman Lewin, Prog. Dir. & Prom. Mgr.	Ambrose Maxim, Chief Engr.	Cox & Tanz Thesaurus AP
MARSHALL	KMHT (Construction permit) 1450	250	Marshall Bcastg. Co. N. Washington St.	.....	J. P. Duncan, Pres.	.....	.....
McALLEN	KRJO 910	1,000	Valley Bcastg. Assn. P. O. Box 1811	MES	Owen Council, Pres.	Ingham S. Roberts, Gen. Mgr.	.....
MIDLAND	KCRS 1230 CP-550	250 CP-5,000-LS 1,000-N	Millard Eidson 117 S. Loraine 1080	KES Texas State	J. M. McDonald, Mgr. Gladys Lee McDonald, Coml. Mgr. H. M. Shade, Prog. Dir.	William Joyce, Prom. Mgr. Jack Cecil, Chief Engr.	Thesaurus AP
MINERAL WELLS	KORC 1140	250-D	Alfred Achilles Corcanges Baker Hotel 319	.....	Achilles Corcanges, Cwner Theil W. Sharpe, Managing Dir. & Coml. Mgr.	Eddie Evans, Prog. Dir. Vernon L. Mallory, Chief Engr.	Thesaurus AP
MONAHONS	KVKM (Construction permit) 1340	250	Monahons Bcstrs. 102 S. Minar St.	.....	James W. Stuckey, Pres.	.....	.....
NACOGDOCHES	KOSF 1230	250	Kelly Bell (Temp.) P. O. Box 305	.....	Kelly Bell, Owner	.....	.....
NACOGDOCHES	KSFA (Construction permit) 860	500-D	Wilbur Courtland Fouts (Temp.) 121 Greenway Drive Florence, S. C.	.....	Wilbur C. Fouts Owne	.....	.....
ODESSA	KECK 920	1,000-D	Ector County Bcastg. Co. Box 672 1300	.....	Ben Nedow, Chief Owner Jan King, Gen. & Coml. Mgr.	William Chambers, Prog. Dir. & Prom. Mgr. James Kimbrell, Chief Engr.	Wilson Associated Lang-Worth MacGregor Standard AP
ODESSA	KOBE (Construction permit) 1350	5,000-D	Odesa Bcastg. Co. Crane Highway	.....	.....	.....	.....
ODESSA	KOSA 1450	250	Southwestern Bcastg. Corp. 115 W. Sixth	CBS Southwest	Dorrance Roderick, Vice-Pres. C. L. Trigg, Gen. Mgr.	John Rahn Braue, Prog. Dir. James Simpson, Chief Engr.	T-H-S Capitol SESAC AP
ODESSA 1	KRIG 1410	1,000	Oil Center Bcastg. Co. 111 E. Fifth St. 2180	MBS	R. O. Canon, Pres. John Thorwald, Gen. & Coml. Mgr.	Clarence M. Garnes, Prog. Dir. E. H. Hendrick, Prom. Mgr. Earl C. Pace, Chief Engr.	Griffith World UP
PALESTINE	KNET 1450	100	Palestine Bcastg. Corp. Municipal Bldg. 8686	MBS KBS	Gordon B. McLendon, Managing Dir. Joe J. Brown, Station Mgr. Dennis Sullivan, Coml. Mgr.	La Veda Wilbanks, Prog. & Traffic Dir. D. D. Dickson Jr., Chief Engr.	Griffith Standard Thesaurus UP
PAMPA	KPDN 1340	250	Radio Station KPDN 212½ N. Ballard 1100	MBS KBS	C. H. Hoiles Harry Hoiles Jane Hoiles Hardie John Michel, Station Mgr.	C. A. Donaldson, Coml. Mgr. Ken Bennett, Prog. Dir. D. E. Smith, Chief Engr.	World AP
PARIS	KPLT 1490	250	North Texas Bcastg. Co. Hotel Gibraltar 1124	ABC Texas State	E. G. Pat Mayes, Pres. A. Boyd Kelley, Gen. & Coml. Mgr.	Pat Steel, Prog. Dir. & Prom. Mgr. Bob Harmon, Chief Engr.	..... AP
PECOS	KIUN 1400	250	Jack Hawkins & Barney Hubbs 316 S. Cedar 21	KBS	Jack Hawkins, Gen. Mgr. Donald R. Brooks, Coml. Mgr. David M. Martin, Prog. Dir.	Barney Hubbs, Prom. Mgr. Harry W. Boehnemann, Chief Engr.	Griffith Cole UP
PLAINVIEW	KVOP 1400	250	W. J. Harpole 111 W. 8th St. 1400	MBS KBS	W. J. Harpole, Owner William T. Kemp, Gen. Mgr. Kermit Ashby, Coml. Mgr.	Al Turner, Prog. Dir. Wade Ebling, Prom. Dir. Carl Cook, Chief Engr.	Griffith Standard AP
PORT ARTHUR	KOLE (Construction permit) 1340	250	Port Arthur Bcastg. Co. P. O. Box 1126	.....	Socs Vrats, Gen. Mgr. Gray Harrower, Coml. Mgr. Mary Anne Petru, Prog. Dir.	Hal Parkes, Assist. to Mgr. Ben Hughes, Chief Engr.	Thesaurus AP
PORT ARTHUR	KPAC 1250	1,000-LS 500-N	Port Arthur College 1515 Lake Shore Drive 7458	MBS	John Loftus, Gen. Mgr. Marjorie Vickers, Assist. Mgr.	Corinne Enos, Prog. Dir. Glenn Boatright, Chief Engr.	Standard World INS
SAN ANGELO	KGKL 960	5,000-LS 1,000-N	KGKL Inc. P. O. Box 850 6715	ABC Texas State	Henry C. Ragsdale, Pres. Lewis O. Selbert, Gen. Mgr. Myrl Stein, Coml. Mgr.	Evelyn Nettleton, Prog. Dir. Frank Jones, Chief Engr.	Pe arson AP
SAN ANTONIO	KABC 680	50,000-LS 10,000-N	Alamo Bcastg. Co. Milam Bldg. Fannin 3126	ABC Texas State	Gene L. Cagle, Pres. Charles W. Balthrope, Station Mgr.	Bill Michaels, Assist. Station Mgr. Joseph B. Haigh, Chief Engr.	Weed World AP
SAN ANTONIO 3	KCOR 1350	1,000-D	Raoul A. Cortez 214 Broadway Cathedral 1301	.....	Raoul A. Cortez, Owner Chas. F. Harris, Gen. Mgr. Wm. P. Smythe, Coml. Mgr.	Marvin N. Broyles, Prog. Dir. (English) Lalo Astol, Prog. Dir. (Spanish) Kenneth R. Hyman, Chief Engr.	..... AP, UP
SAN ANTONIO 5	KMAC 1240	250	The Walmac Co. Natl. Bank of Commerce Bldg. Cathedral 6211	MBS Texas State	Howard W. Davis, Owner & Gen. Mgr. Earl J. Hawthorne, Coml. Mgr.	Tony Bessan, Prog. Dir. E. E. Case, Chief Engr.	McGillvra Lang-Worth AP
SAN ANTONIO	KONO 1400	250	Eugene J. Roth 317 Arden Grove Fannin 5171	.....	Eugene J. Roth, Owner James M. Brown, Gen. & Coml. Mgr.	Albert F. LaCoste, Prog. Dir. George Ing, Chief Engr.	Forjoe Lang-Worth MacGregor AP
SAN ANTONIO 6	KTSA 550	5,000-LS 1,000-N	Sunshine Bcastg. Co. Gunter Hotel Garfield 1251	CBS Lone Star	Gene A. Howe, Pres. George W. Johnson, Gen. Mgr. Rex Prels, Coml. Mgr.	Merrill Myers, Prog. Dir. Owen Johnson, Prom. Mgr. W. G. Egerton, Chief Engr.	T-H-S Associated Lang-Worth SESAC AP, UP
SAN ANTONIO 6	WOAI 1209	50,000	Southland Industries Inc. 1031 Navarro St. Garfield 4221	NBC Texas Quality	G. A. C. Half, Chairman of Board Hugh A. L. Half, Pres. & Mgr. Jack Keasler, Assist. & Coml. Mgr.	Monte Kieban, Prog. Dir. Fred A. Peary, Prom. & Merch. Mgr. Charles Jeffers, Tech. Dir.	Petry Lang-Worth Standard AP, UP, INS



PICTURE OF A **\$795,000,000** market



This is a picture of WOAI's "Texas 88"—the eighty-eight counties served by WOAI in its daytime primary range. Principal crops and natural resources are shown—in addition, new industries and new agricultural enterprises are constantly being developed. According to an industrial survey, any crop which can be grown in the United States—and many grown in foreign countries—can be cultivated profitably in Southwest Texas.

The present annual buying power of these counties, as estimated by the United States Department of Commerce, is already \$795,413,000—and this is a growing market!

According to the latest Broadcasting Measurement Bureau Survey, there were 545,620 families in this area in 1945 and 77.9% of these had radios—an increase of about 40% over 1940.

WOAI is the only 50,000 watt, clear channel broadcasting station serving this territory and its programs are arranged to suit its diversified audience.

WOAI's service is known and liked by these thousands of potential buyers—which makes WOAI the logical medium for reaching this wealthy market.

THE POWERFUL ADVERTISING INFLUENCE OF THE SOUTHWEST

**WOAI** *San Antonio*

REPRESENTED NATIONALLY BY EDWARD PETRY & CO

**50,000 WATTS** *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 February 15, 1947)

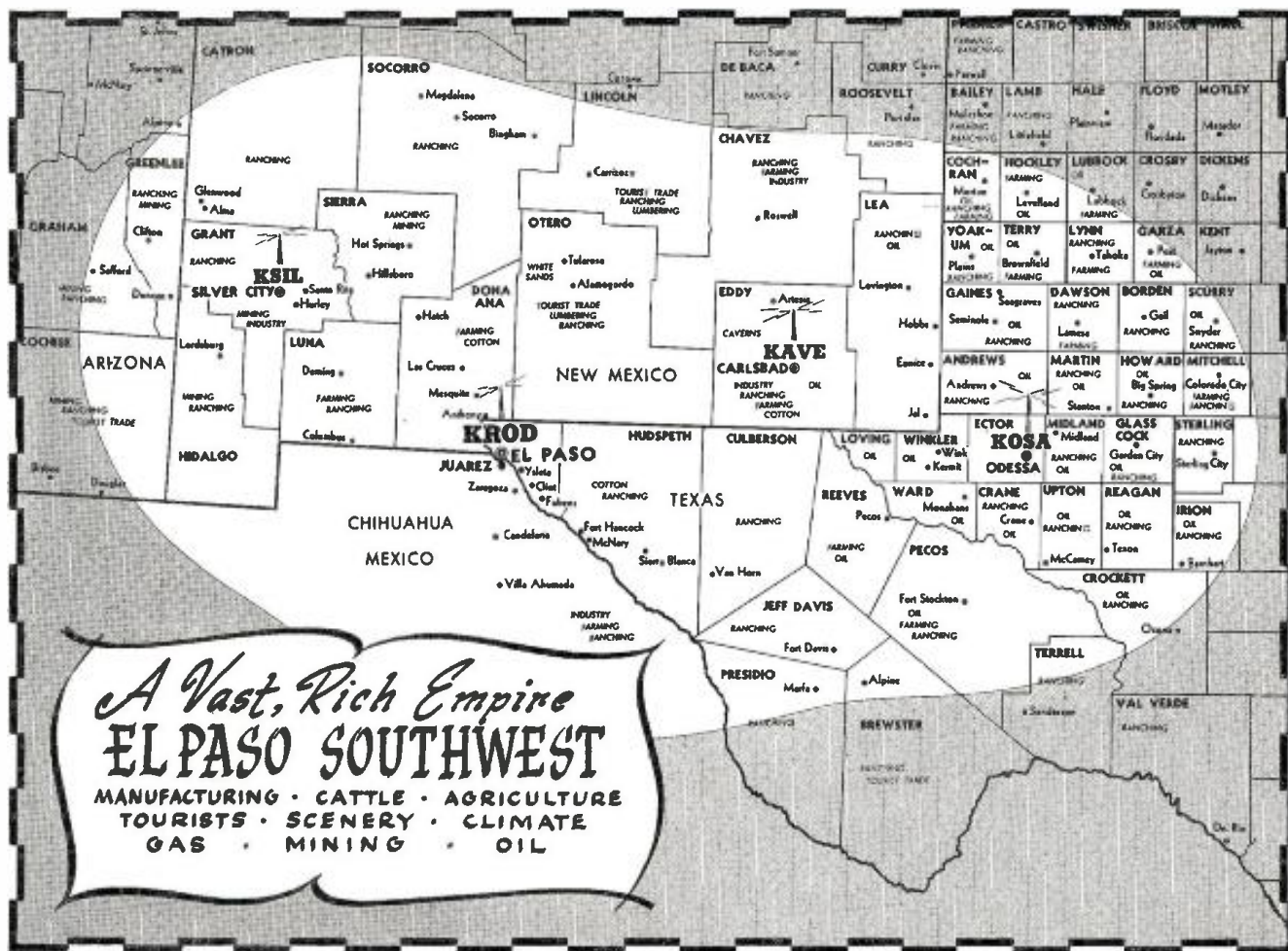
TEXAS—(Continued)

City	Call Letters and Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Services	
SHERMAN.....	KRRV 910	1,000	Red River Valley Bestg. Corp. 421 Crockett St. (Sherman) Fannin & Owing Sta. (Denison) 201 (Sherman) 423 (Denison)	MBS Texas State	G. H. Wilcox, Pres. L. L. Hendrick, Mgr., Sherman B. V. Hammond Jr., Mgr., Denison Otis McKinzie, Sales Mgr., Sherman	Orvin Franklin, Sales Mgr., Denison W. E. Wilcox, Prog. Dir., Sherman John McClain, Prog. Dir., Denison T. E. Spellman, Chief Engr.	Adv. Time Sales Standard World UP
STAMFORD.....	KDWT 1400	250	David W. Ratliff Stamford 21	.....	David W. Ratliff, Owner-Mgr.	.....	
SULPHUR SPRINGS...	KSST 1230	250	Hopkins County Bestg. Co. Sulphur Springs	.....	.....	.....	
SWEETWATER.....	KXOX 1240	250	Sweetwater Radio Inc. Roby Highway 70 2841	MBS KBS	J. S. McBeath, Pres. J. Harley Hubbard, Mgr. & Coml. Mgr.	Zeh Williams, Prog. Dir. Bill Herring, Prom. Dir. J. T. Allen, Chief Engr.	Cole Standard UP
TEMPLE.....	KTEM 1400	250	Bell Bestg. Co. Inc. P. O. Box 186 5252	MBS KBS Texas State	Frank W. Mayborn, Pres. Burton Bishop, Mgr. Charles F. Whitesides, Coml. Mgr.	Edwin Callaway, Prog. Dir. Homer A. Cook, Chief Engr.	Lang-Worth UP
TEXARKANA.....	KCMC 1230	250	KCMC Inc. Texarkana	ABC Arkansas Texas State	Frank O. Myers, Gen. Mgr. Thomas Dillahunty, Coml. Mgr. Herman Cecil, Prog. Dir.	Donald Myers, Prom. Mgr. Harvey Robertson, Chief Engr.	T-H-S Thesaurus AP
TEXARKANA.....	KTFS 1400	250	Texarkana Bestg. Co. 409½ State Line Ave. 867	MBS KBS	David M. Segal, Gen. Mgr. Les Eugene, Prog. Dir.	Henry N. Fones, Chief Engr.	Griffith World
TYLER.....	KGKB 1490	250	Jas. G. Ulmer & Jas. G. Ulmer Jr. 115 S. College 1108	MBS	Jas. G. Ulmer, Owner & Operator M. E. Danbom, Coml. Mgr. John P. York, Prog. Dir.	Minnie B. Ulmer, Prom. Mgr. Clark Walcott, Chief Engr.	Grant Pearson Lang-Worth Standard UP
UVALDE.....	KVOU 1490	250	Harpole, Harpole & Kemp Uvalde	KBS	W. J. Harpole, Chief Owner E. J. Harpole, Gen. Mgr.	Wm. T. Kemp, Coml. Mgr. John Holland, Chief Engr.	.....
VERNON.....	KVWC 1490	250	Northwestern Bestg. Co. 1813 Wilbarger St. 1048	MBS KBS	R. H. Nichols, Pres. W. D. Dixon, Gen. & Coml. Mgr.	Bob Hardison, Prog. Dir. H. F. Ridgway, Chief Engr.	Cole AP
VICTORIA.....	KVIC 1840	250	Radio Enterprises Inc. Box 725 1108	MBS KBS	John G. Long, Owner Bob Tharp, Gen. & Prom. Mgr.	Geo. Lanham, Coml. Mgr. Mildred Neunar, Prog. Dir. Bob McCown, Chief Engr.	Griffith Thesaurus AP
WACO.....	WACO 1460	1,000	Frontier Bestg. Co. Amicable Bldg. 9815	ABC Texas State	R. E. Lee Glasgow, Gen. Mgr. Stanley Wilson, Sales Mgr.	Bernie Helton, Prog. Dir. L. H. Appleman, Chief Engr.	Weed AP
WACO.....	KWTX 1230	250	KWTX Bestg. Co. 108½ S. 6th St. 5770	MBS	Beauford H. Jester, Pres. M. N. Bostick, Gen. Mgr.	William E. Closs Jr., Prog. Dir. Leo S. Burch, Chief Engr.	Griffith Wilson Thesaurus AP
WESLACO.....	KRGV 1290	1,000	KRGV Inc. 201 Border 875	NBC Lone Star	O. L. (Ted) Taylor, Exec. Gen. Mgr. Byron W. Ogle, Station Mgr. Phil D. Dixon, Coml. Mgr.	Bernie C. Barth, Prog. Dir. Theilma Pearce, Prom. Mgr. Lewis Hartwig, Chief Engr.	T-H-S Lang-Worth Standard AP, UP
WICHITA FALLS.....	KWFT 620	5,000-LS 1,0000-N	Wichita Broadcasters Kemp Hotel 4182	CBS	Joe B. Carrigan, Owner Chas. E. Clough, Gen. & Coml. Mgr.	Bea Montgomery, Prog. Dir. A. L. Pierce, Prom. Mgr. & Merch. Mgr. John Adams, Chief Engr.	Raymer Standard UP

UTAH

CEDAR CITY.....	KSUB 1840 590-CP	250 1,000-CP	Southern Utah Bestg. Co. El Escalante Hotel 898	CBS KBS	Ivor Sharp, Pres. Lennox Murdoch, Gen. Mgr. Roscoe A. Grover, Resident Mgr.	Richard W. Ashard, Assist. Mgr. Henry Mattingly, Tech. Advisor	World AP, UP
LOGAN.....	KVNU 1230	250	Cache Valley Bestg. Co. P. O. Box 264 1400	MBS KBS Intermountain	Herschel Bullen, Pres. Reed Bullen, Gen. & Coml. Mgr.	Paul Coburn, Prom. Mgr. Carroll Secrist, Chief Engr.	World UP
OGDEN.....	KLO 1430	5,000	Interstate Bestg. Corp. Ben Lomond Hotel 5721	MBS Intermountain	A. L. Glassman, Owner & Gen. Mgr. George Morgan, Station Mgr.	Frank Kaull, Coml. & Prom. Mgr. Collin W. Lowder, Prog. Dir. Wayne Booth, Chief Engr.	Avery-Knodel Standard UP
OGDEN.....	KLWT 780	1,000-D	James B. Littlejohn Ogden	.....	James B. Littlejohn, Owner	.....	.....
PRICE.....	KOAL 1230	250	Eastern Utah Bestg. Co. Price 200	MBS KBS Intermountain	Jack Richards, Pres.-Treas. & Gen. Mgr.	P. J. Bowman, Tech. Advisor	Avery-Knodel UP
PROVO.....	KCSU (Construction permit) 1490	250	The Central Utah Bestg. Co. P. O. Box 627 2036	..... Intermountain	Frank A. Van Wagenen, Pres. & Co-Owner Harold E. Van Wagenen, Gen. Mgr. & Co-Owner	Owen J. Ford, Chief Engr.	..... UP
PROVO.....	KOVO 1240	250	KOVO Bestg. Co. 108 W. Center St. 1680	MBS Intermountain	Clifton A. Tolboe, Pres. & Gen. Mgr. S. Garn Carter, Coml. Mgr.	Arthur M. Mortensen, Prog. Dir. Joseph C. Lee, Prom. Mgr. Parley P. Rasmussen, Chief Engr.	Avery-Knodel Thesaurus World AP
RICHFIELD.....	KSVC (Construction permit) 690	1,000-D	Sevier Valley Bestg. Co. P. O. Box 61	.....	William L. Werner, Owner	.....	.....

# ALL OF THE EL PASO SOUTHWEST...



## NOW covered by the SOUTHWEST NETWORK

and ONLY by this **NEW** Regional Net!



**KROD** . . . EL PASO  
Basic Network Station  
Val Lawrence . . . Manager

**KAVE** . . . CARLSBAD  
Norman Loose . . Manager

**KSIL** . . . SILVER CITY  
Hillis Bell . . . . . Manager

**KOSA** . . . . . ODESSA  
Cecil Trigg . . . . . Manager

Here is an area larger than all the New England states put together, the REAL Southwest—vast, prosperous, varied. It is populated by progressive people who can most effectively and economically be reached by placing your message on the Southwest Network—the ONLY network serving this area. ALL stations carry the full CBS schedule, are “prime” listening in their respective coverage areas. Together they blanket the El Paso Southwest as does the sunshine for which this region is justly famed. We’d be happy to send you full details, write us, or call your nearest T-H-S office.

**DORRANCE D. RODERICK, PRESIDENT**  
**VAL LAWRENCE, VICE-PRES. & GEN. MGR.**  
**CARL DUNBAR, SALES MANAGER**

4TH FLOOR, MARTIN BLDG., EL PASO, TEXAS

REPRESENTED NATIONALLY BY TAYLOR-HOWE-SNOWDEN RADIO SALES

# 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.  
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 (Data corrected to February 15, 1947)

## UTAH—(Continued)

City	Call Letters and Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Services	
SALT LAKE CITY 1....	KALL 910	1,000	Salt Lake City Bestg. Co. Inc. 248 S. Main St. 4-1843	MBS Intermountain	George C. Hatch, Gen. Mgr. Intermountain Net Robert Warner, Prom. Dir. Alvin G. Pack, Mgr. Thomas H. Anderson, Sales Mgr.	Albert R. Collins, Prog. Dir. Stanley Benson, Chief Engr.	Avery-Knodel Associated Cole MacGregor AP, UP, INS Reuters
SALT LAKE CITY.....	KDYL 1920	5,000	Intermountain Bestg. Corp. Tribune-Telegram Bldg. 5-2991	NBC	S. S. Fox, Pres. & Gen. Mgr. George A. Provol, Natl. Sales Mgr. E. J. Drucker, Retail Sales Mgr.	Emerson S. Smith, Prog. Dir. Kay W. Richins, Prod. Mgr. John M. Baldwin, Tech. Dir.	Blair Thesaurus World UP, INS
SALT LAKE CITY 1....	KNAK 1400	250	Granite District Bestg. Co. Continental Bank Bldg. 5-8118	.....	Howard Johnson, Pres. & Chief Engr. Richard F. Connor, Gen. Mgr.	Ray Noll, Coml. Mgr. Ed Black, Prog. Dir. Howard M. Buchman, Prom. Mgr.	Griffith Lang-Worth AP
SALT LAKE CITY 1....	KSL 1160	50,000	Radio Service Corp. of Utah 10 S. Main St. 5-4641	CBS	J. Reuben Clark Jr., Pres. Ivor Sharp, Vice-Pres. & Gen. Mgr. Frank B. McLatchy, Sales Mgr.	Lynn A. McKinlay, Prog. Dir. R. L. Bergman, Prom. Mgr. C. Richard Evans, Chief Engr.	Petry Associated Capitol AP, UP
SALT LAKE CITY 1....	KUTA 570	5,000	Utah Bestg. & Telev. Co. 29 S. State St. 3-2737	ABC Rocky Mt.	Frank C. Carman, Pres. & Gen. Mgr. Jack A. Burnett, Coml. Mgr.	Frank McIntyre, Prog. Dir. Al Thomas, Prom. Mgr. Wendell Bell, Chief Engr.	Katz Lang-Worth Standard AP, UP
VERNAL.....	KJAM 1340	250	James C. Wallentine Vernal	MBS	James C. Wallentine, Pres. Leland E. Walker, Resident Mgr. Clem Rawlins Jr., Coml. Mgr.	Lee Walker, Prog. Dir. David A. King, Chief Engr.	Griffith World AP

## VERMONT

BURLINGTON.....	WCAX 620	1,000	WCAX Bestg. Corp. 135 Main St. 2000	CBS	C. P. Hasbrook, Owner & Pres. John D. Swan, Assist. Mgr. & Coml. Mgr.	Robert Burger, Prog. Mgr. James Tierney, Chief Engr.	Weed Lang-Worth World UP
BURLINGTON.....	WJOY 1280	250	Vermont Bestg. Corp. 688 Main St. 5400	ABC	D. W. Howe, Pres. A. E. Spokes, Mgr. & Prog. Dir.	T. R. Morrow, Adv. Mgr. John C. Quill, Chief Engr.	Bannan McGillvra Thesaurus AP
RUTLAND.....	WHLW (Construction permit) 1000	1,000-D	Herbert L. Wilson 1018 Vermont Ave. N.W., Wash., D. C. National 7240	.....	Herbert L. Wilson, Owner		Lang-Worth AP
RUTLAND.....	WSYB 1380	1,000	Phillip Weiss 80 West St. 1247	MBS KBS Yankee	Philip Weiss, Owner & Gen. Mgr. J. H. Weiss, Prog. Dir. & Prom. Mgr.	N. K. Ransom, Chief Engr.	McGillvra UP
ST. ALBANS.....	WWSR 1420	1,000-D	Vermont Radio Corp. 32 N. Main St. 1390	KBS Yankee	Lloyd Squier, Pres. & Chief Owner Warren Marsden, Station Mgr.	Theodore Bolsvert, Chief Engr.	World UP
WATERBURY.....	WDEV 550	1,000-D CP-1,000-U	L. E. Squier & W. G. Ricker Estate 8 Stowe St. 13	MBS KBS Yankee	Lloyd E. Squier, Owner & Gen. Mgr.	Tom Dodd, Prog. Dir. Paul A. Hurd, Chief Engr.	Wilson World UP

## VIRGINIA

ALEXANDRIA.....	WPIK 730	1,000-D	Potomac Bestg. Corp. P. O. Box 298 Overlook 3000	.....	Howard B. Hayes, Pres. & Gen. Mgr. Carl L. Lindberg, Vice-Pres. & Treas. & Chief Engr.	Henry Z. Ungar, Sales Mgr. Willard L. Dougherty, Prog. & Prod. Mgr. Mary Vaughn Lindberg, Publ. Dir.	Clark & McGeehan Lang-Worth World AP
ARLINGTON.....	WARL 780	1,000-D	Northern Va. Broadcasters Inc. 3102 N. 10th Rd. Owens 6377	.....	R. Kilbourne Castell, Pres. & Gen. Mgr. Frank U. Fletcher, Secy. William Jefferay, Coml. Mgr.	Frank Blair, Prog. Dir. Ruth Mulvey, Prom. Mgr. Earle Merryman, Chief Engr.	Universal Capitol Standard UP
ARLINGTON.....	WEAM (Construction permit) 1390	1,000-D	Arlington-Fairfax Bestg. Co. 2080 16th St.	.....	Maynard Gruder, Pres.	Ferry Walders, Coml. Mgr.	.....
BRISTOL.....	WCYB 690	1,000-D	Appalachian Bestg. Corp. Cumberland and Front Sts.	.....	Fey Rogers, Gen. Mgr. Warren Wright, Coml. & Prom. Mgr.	Marjorie Freels, Prog. Dir. Robert H. Smith, Chief Engr.	McGillvra Associated AP
BRISTOL.....	WFHG 860	1,000-D	Blanfox Radio Co. Inc. Bristol 3621	MBS	R. B. Helms, Pres. C. Alden Baker, Gen. Mgr.	John Hughlett, Chief Engr.	Standard AP



1847  
**UTAH'S CENTENNIAL**  
 1947

**HOOPER INDEX — November-December 1946**

	KDYL	Station A	Station B	Station C	Station D
Morning	27.1	24.0	25.8	14.4	7.8
Afternoon	32.8	15.8	10.6	26.4	13.0
Evening	38.8	31.6	13.0	9.9	5.9
Saturday	19.5	26.5	13.0	29.9	9.4
Sunday	30.9	24.2	12.5	25.8	5.0

**Around the clock . . . . Around the year**

# **KDYL** **is the Popular Station**

The Hooper Index figures shown above are typical of KDYL's leadership week in and week out. It is good programming that does it - - the famous NBC Parade of Stars together with sparkling local features produced with KDYL'S flair for showmanship. This year - - Utah's Centennial - - will find more listeners than ever relying on KDYL for information and radio entertainment.

*For availabilities and information wire, phone or write  
 JOHN BLAIR & CO., National Representative*



# DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

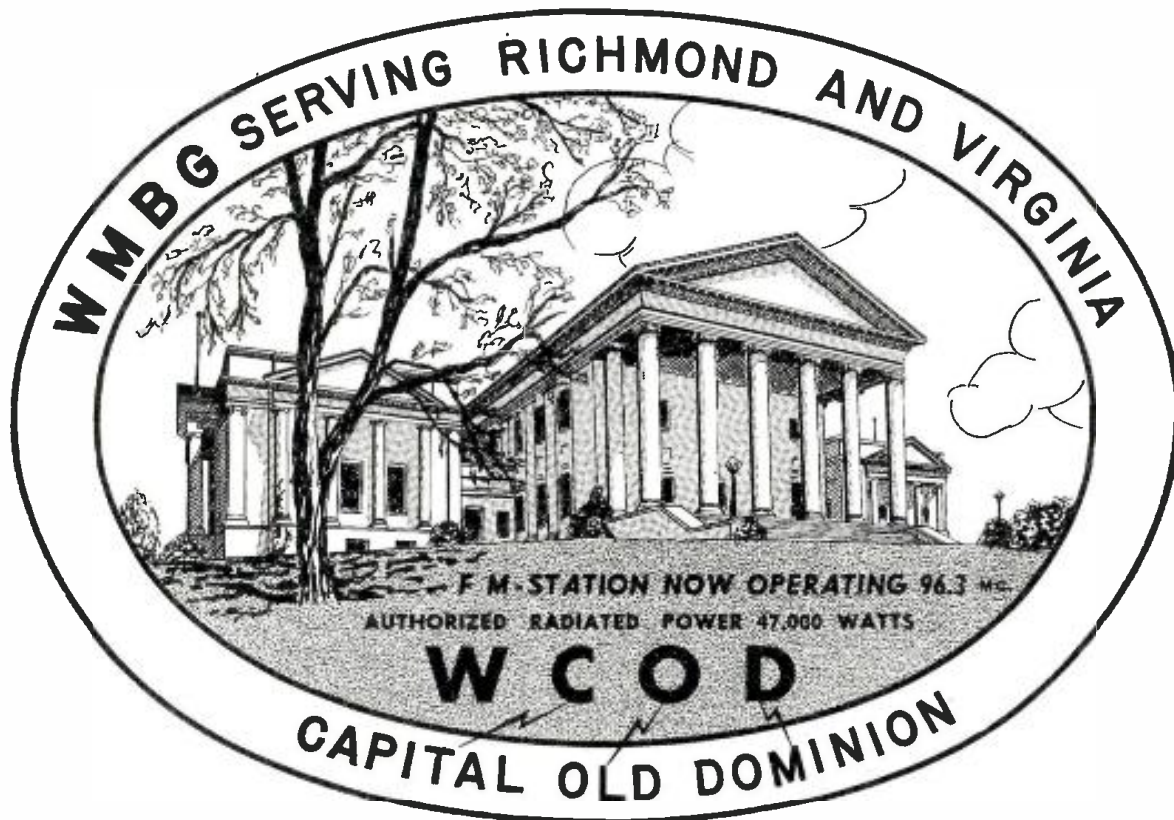
\*—Non-Commercial Station.    D—Day.    N—Night.    ST—Shares Time.    SH—Specified Hours.    U—Unlimited.    CP—Construction Permit Issued.  
 LS—Local Sunset.    L—Limited Time with Dominant Station.    SA—Special Authorization.  
 (Data corrected to February 15, 1947)

## VIRGINIA—(Continued)

City	Call Letters and Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Services	
CHARLOTTESVILLE...	WCHV 1240	250	Barham & Barham 4th and E. Market St. 2500	ABC KBS	Charles Barham Jr., Owner Randolph Bean, Mgr. & Coml. Mgr.	Robert C. Walker, Prog. Dir. Walter W. Gray, Chief Engr.	Cox & Tanz Standard AP
COVINGTON.....	WKEY 1340	250	Earl M. Key Main St. 840	ABC KBS	Earl M. Key, Owner & Operator Carroll Harrison, Prog. Dir. & Prom. Mgr.	Lawrence L. Kennedy, Chief Engr.	World UP
CREWE 1.....	WSVS (Construction permit) 650	1,000-D	Southern Virginia Bcastg. Corp. 109 Carolina Ave., E. 3191	.....	Calvin S. Willis, Pres. William L. Willis Jr., Secy. & Gen. Mgr.	Shirlee Deforest, Prog. Dir. Charles E. Wilson, Chief Engr.	Capitol AP
DANVILLE.....	WBTM 1400 1330-CP	250 CP-5,000-LS 1,000-N	Piedmont Bcastg. Corp. Hotel Danville 2350	ABC	L. N. Dibrell, Pres. R. Sanford Guyer, Vice-Pres. & Gen. Mgr. Edward Gardner, Coml. Mgr.	Ambert Dall, Prog. Dir. Buck Hurd, Prom. Mgr. Lyle Motley, Chief Engr.	Cole Lang-Worth Thesaurus AP
DANVILLE:::.....	WDVA (Construction permit) 1250	5,000-LS 1,000-N	Virginia-Carolina Bcastg. Co. American Natl. Bank Bldg. 3210	.....	J. D. Pruitt, Pres. Henry D. Lea, Chief Engr.	Walter M. Windsor, Gen. & Coml. Mgr.	Capitol World UP
FREDERICKSBURG....	WFVA 1230	250	Fredericksburg Bcastg. Corp. Drawer 269 1261	ABC KBS	Richard F. Lewis Jr., Vice-Pres. & Gen. Mgr. Walter F. Harris Jr., Station Mgr.	Walter Harris, Prog. Dir. William S. Candler, Chief Engr.	Burn-Smith Lang-Worth
GALAX.....	WBOB 1400	250	Carroll-Grayson Bcastg. Corp. Poplar Knob Road 300	.....	Robert V. Morris, Pres. John W. Shultz, Secy.-Treas.	Carl E. Duckett, Chief Engr.	..... AP
HARRISONBURG:::....	WSVA 550	1,000-D	Shenandoah Valley Bcastg. Corp. Newman Bldg. 875	NBC	Frederick L. Allman, Pres. & Gen. Mgr. Robert B. Harrington, Coml. & Prom. Mgr.	Richard H. Johnson, Prog. Dir. Warren L. Braun, Chief Engr.	Weed Standard UP
LYNCHBURG.....	WLVA 1230	250	Lynchburg Bcastg. Corp. Allied Arts Bldg. 3030	ABC	Edward A. Allen, Pres. Philip F. Allen, Gen. Mgr. Joseph F. Wright Jr., Sales Mgr.	Eric F. Lund, Prog. Dir. John T. Orth, Chief Engr.	Lang-Worth Standard AP
LYNCHBURG.....	WLDC (Construction permit) 1390	1,000	Old Dominion Bcastg. Corp. 218 Woodland Ave.	.....	.....	.....	.....
MARTINSVILLE.....	WMVA 1450	250	Martinsville Bcastg. Co. Inc. Fighboro Road 2152	NBC KBS	William C. Barnes, Pres. John W. Shultz, Gen. Mgr. C. Robert Ray, Coml. Mgr.	B. F. Harding, Prog. Dir. Charles F. Adams, Prom. Mgr. Dewey W. Muse, Chief Engr.	..... AP
NEWPORT NEWS.....	WGH 1340	250	Hampton Roads Bcastg. Corp. Portlock Bldg., Norfolk Norfolk 2-7031	ABC	Raymond B. Bottom, Pres. Edward E. Bishop, Vice-Pres. & Gen. Mgr.	Edward E. Edgar, Coml. & Prom. Mgr. Jack A. Black, Prog. Mgr. Charles A. Runyan, Chief Engr.	Burn-Smith Lang-Worth Standard AP
NORFOLK.....	WLOW 1590	1,000-D	Commonwealth Bcastg. Corp. Granby St. and Brooke Ave.	.....	E. L. Scott, Pres. Robert Wasdon, Vice-Pres. & Gen. Mgr. Don Kelly, Sales Mgr.	Ray Penner, Prog. Dir. Ralph Wasdon, Prom. Mgr. Jack Siegel, Secy.-Treas. & Chief Engr.	Associated Capitol UP
NORFOLK 10.....	WTAR 790	5,000	WTAR Radio Corp. Natl. Bank of Commerce Bldg. 2-5671	.....	Campbell Arnoux, Pres. & Gen. Mgr. John W. New, Sales Mgr.	Henry Cowies Whitehead, Prog. Dir. John C. Peffer, Chief Engr.	Petry Standard AP, UP
NORTON.....	WNVA 1450	250	Bianfox Radio Co. Inc. Box 447 520	MBS KBS	Richard B. Helms, Pres. Jack T. Helms, Gen. & Coml. Mgr.	Bill Benesch, Prog. Dir. John L. Hughlett, Chief Engr.	Burn-Smith Lang-Worth AP
PETERSBURG.....	WSSV 1240	250	Southside Virginia Bcastg. Corp. 112 W. Tabb St. 3881	MBS	Louis H. Peterson, Pres. & Gen. Mgr. Henry B. Kenny, Coml. Mgr.	Paul C. Louthier, Prog. Dir. Ward Blagden, Prom. Mgr. Edward F. Schwarz, Chief Engr.	Burn-Smith Standard AP
PORTSMOUTH.....	WSAP 1490	250	Portsmouth Radio Corp. Professional Bldg. 6323	MBS	Tom Gilman, Pres. T. W. Aydlett, Gen. Mgr. Jack Norfleet, Coml. Mgr.	Abbot Lutz, Prom. Mgr. Frederic F. Clair, Chief Engr.	McGillvra Thesaurus World UP
PULASKI.....	WPUV 1230	250	Southwest Bcastg. Co. Cool Springs-Dora Highway 8-3931	MBS KBS	Howard R. Imboden, Owner Robert C. Wolfenden, Gen. & Coml. Mgr.	William R. Murray, Prog. Dir. & Prom. Mgr. Fitzgerald McDaniel, Chief Engr.	Sears & Ayer Thesaurus AP
RICHMOND.....	*WBBL 1450-SH	250	Grace Covenant Presbyterian Ch. 1627 Monument Ave.	.....	.....	.....	.....
RICHMOND.....	WFFV (Construction permit) 720	1,000-D	Radio Virginia Inc. Lyric Bldg. 6-7165	.....	Douglas H. Robertson, Pres. & Gen. Mgr.	.....	Associated Cole AP
RICHMOND 19.....	WLEE 1450	250	Thomas G. Tinsley Jr. Broad-Grace Arcade 3-6741	MBS	Thomas G. Tinsley Jr., Owner Irvine G. Abeloff, Gen. & Coml. Mgr.	R. W. Baker, Ops. Mgr. George McGuigan, Chief Engr.	Headley-Reed Standard AP
RICHMOND 22.....	WMBG 1380	5,000	Havens & Martin Inc. 3301 W. Broad St. 5-8611	NBC	Wilbur M. Havens, Pres. & Gen. Mgr. Walter A. Bowry Jr., Assist. Gen. Mgr.	Ralph Wallerstein, Dir. Natl. Sales & Ady. Allan Phaup Jr., Prog. & Prom. Dir. Wilfred H. Wood, Chief Engr.	Blair Lang-Worth Thesaurus Transradio
RICHMOND 13.....	WRNL 910	5,000	Richmond Radio Corp. 823 E. Grace St. 3-3436	ABC	D. Tennant Bryan, Pres. E. S. Whitlock, Gen. & Coml. Mgr. R. A. Velz, Prod. Mgr.	Harold Phillips, Assist. Prod. Mgr. Walter R. Selden, Chief Engr. G. Mallory Freeman, Assist. Mgr. William Sharpe, Assist. Chief Engr.	Petry Capitol Standard AP
RICHMOND.....	WRVA 1140	50,000	Larus & Brother Co. Inc. Richmond 3-6683	CBS	C. T. Lucy, Gen. Mgr. Barron Howard, Bus. Mgr. Samuel S. Carey, Prog. Serv. Mgr.	John L. Stone Jr., Prom. Mgr. David C. Woods, Chief Engr. Walter R. Bishop, Publ. Rel. Mgr.	Raymer Lang-Worth World UP
ROANOKE 11.....	WDBJ 960	5,000	Times-World Corp. 124 W. Kirk Ave. 8131	CBS	J. P. Fishburn, Pres. R. P. Jordan, Gen. Mgr. John W. Harkrader, Coml. Mgr.	Paul E. Reynolds, Prog. Dir. Dorothy Turner, Prom. Mgr. J. Edward Newman, Chief Engr.	Free & Peters Lang-Worth World AP, UP

THE GREATEST SHOWS IN RADIO ARE ON  
**WMBG**

5000 WATTS - NBC IN RICHMOND, VA.



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# DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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## VIRGINIA—(Continued)

City	Call Letters and Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Services
ROANOKE 5	WROV 1490	250	Radio Roanoke Inc. Mountain Trust Bank Bldg. 3-4444	MBS	Leo F. Henebry, Pres. Lambert B. Beeuwkes, Gen. Mgr. Frank E. Koehler, Sales Mgr.	Gordon R. Phillips, Prog. Dir. J. J. Ralston, Chief Engr. Lang-Worth UP Reuters
ROANOKE 7	WSLS 1240	250	Roanoke Bestg. Corp. Shenandoah Life Bldg. 9227	ABC	Paul C. Buford, Pres. James H. Moore, Vice-Pres. & Gen. Mgr.	Horace Fitzpatrick, Bus. & Coml. Mgr. Robert Menefee, Prog. Dir. Phillip Briggs, Chief Engr. Cole Lang-Worth Thesaurus AP
STAUNTON	WTON 1400	250	Charles P. Blackley 305 W. Beverley St. 1400	ABC	Charles P. Blackley, Owner & Gen. Mgr. Charles E. Seebeck, Coml. Mgr.	Fulton A. King, Prog. Dir. & Prom. Mgr. Rex Houser, Chief Engr. World AP
SUFFOLK	WLPM 1450	250	Suffolk Bestg. Corp. 105 Bank St. 1420	ABC KBS	Fred L. Hart, Pres. & Gen. Mgr. William Warwick, Local News Editor	Allen B. Jones, Prog. Mgr. Veryl W. Rupp, Chief Engr. Sears & Ayer Lang-Worth UP
WINCHESTER	WINC 1400	250	Richard Field Lewis Jr. WINC Bldg. 4855	ABC KBS	Richard Field Lewis Jr., Owner & Gen. Mgr.	John Carl Morgan, Coml. & Prog. Mgr. Philip B. Whitney, Chief Engr. Lang-Worth

## WASHINGTON

ABERDEEN	KXRO 1340	250	KXRO Inc. 207½ E. Market St. 4098	MBS KBS Don Lee	Harry R. Spence, Pres. Fred G. Goddard, Mgr. Bertha Ruby, Coml. Mgr.	Stan Spiegle, Prog. Dir. & Prom. Mgr. B. G. Cunningham, Chief Engr. Griffith Keating Standard AP, UP
BELLINGHAM	KVOS 790	1,000	KVOS Inc. KVOS Bldg. 4200	ABC KBS	Rogan Jones, Pres. Frank Adams, Vice-Pres. & Gen. Mgr.	Fred Elsethagen, Coml. Mgr. John Grlawold, Prog. Dir. Mel Featherkile, Chief Engr. Griffith MacGregor World UP
BREMERTON	KBRO 1490	250	Bremerton Best. Co. Bremerton	.....	Bruce Bartley, Prin. Owner	.....
CENTRALIA	KELA 1470	1,000	Central Bestg. Corp. P. O. Box 720 721	MBS KBS Don Lee	J. Elroy McCaw, Pres. Mrs. Mabel A. Gwinn, Secy.-Treas. Joe Chytil, Mgr. & Vice-Pres.	Robert S. Brister, Coml. Mgr. Schuyler Hill, Prog. Dir. Ken Solston, Prom. Mgr. Ellwood W. Lippincott, Chief Engr. ..... UP
ELLENSBURG	KXLE 1240	250	Central Washington Broadcasters Inc. P. O. Box 689 2-4406	.....	Goodwin Chase Jr., Pres. Joe Kendall, Mgr.	Robert B. Vaughn, Coml. Mgr. & Chief Engr. Walker Moore Lang-Worth MacGregor UP
EVERETT	KRKO 1400	250	Everett Bestg. Co. Inc. KRKO Bldg. Main 526	MBS KBS Don Lee	William R. Taft, Pres. & Gen. Mgr. D. A. Baker, Vice-Pres. & Coml. Mgr.	Marlin E. Smythe, Prog. Dir. & Prom. Mgr. Earl J. Gerdon, Chief Engr. Keating Cole MacGregor SESAC UP
LONGVIEW	KWLK 1490	250	Twin City Bestg. Corp. Natl. Bank Bldg. 1-500	MBS KBS Don Lee	C. O. Chatterton, Prin. Owner Jack Richards, Coml. Mgr. Claire Banks, Prog. Dir.	F. H. Chatterton, Prom. Mgr. John Van Voorhees, Chief Engr. Griffith World UP
MOSES LAKE	KSEM 1450	250	Columbia Basin Broadcasters Moses Lake	.....	Jessica L. Longston et al, Owners	.....
MOUNT VERNON	KBRC 1430	500-D	Beckley Radio Co. P. O. Box 240	.....	Leo H. Beckley, Owner & Gen. Mgr. Robert J. Wells, Coml. Mgr.	Nancy Griffin, Prog. Dir. M. D. Herr, Chief Engr. Standard UP
OLYMPIA	KGY 1240	250	Tom Olsen Rockway-Leland Bldg. 6636	MBS KBS Don Lee	Tom Olsen, Owner & Gen. Mgr. J. Harris Dorr, Coml. Mgr. Eve Knutson, Prog. Dir.	Elmer J. Holmberg, Prom. Mgr. Charles Roark, Chief Engr. Griffith Keating MacGregor World UP
PASCO	KPKW 1340	250	Western Radio Corp. Pasco 890	United Pacific	V. Barney Kenworthy, Pres. & Gen. Mgr. Don E. Sealey, Mgr.	Walter V. Mott, Prog. Dir. & Chief Engr. Griffith Keating Standard UP
PORT ANGELES	KONP 1450	250	Radio Pacific Inc. 313 W. First St. 1700	KBS	C. N. Webster, Treas. & Gen. Mgr. Esther Webster, Assist. Mgr.	Hal Chase Jr., Sales Mgr. Sears & Ayer Standard UP
PULLMAN	*KWSC 1250 ST-KTW	5,000	State College of Wash. Pullman 9021	.....	Dr. Wilson Compton, Pres., State College Frederic Hayward, Station Mgr.	Eldon C. Barr, Prog. Dir. John L. Blake, Prod. Mgr. George M. Freese, Chief Engr. Thesaurus World UP
SEATTLE 4	KEVR 1090	10,000	Evergreen Bestg. Corp. Smith Tower Main 1090	Evergreen	A. W. Talbot, Pres. & Owner Bartley Sims, Vice-Pres. & Gen. Mgr. Kirby Torrance, Coml. Mgr.	Harry Jordan, Prog. Dir. Kirby Torrance, Prom. Mgr. J. B. Hatfield, Chief Engr. Weed Associated Lang-Worth MacGregor SESAC AP, UP
SEATTLE 1	KIRO 710	50,000	Queen City Bestg. Co. Cobb Bldg. Seneca 1500	CBS	Louis K. Lear, Pres. Saul Haas, Vice-Pres. Loren B. Stone, Mgr.	William F. Tucker, Natl. Adv. Mgr. Kenneth Yeend, Prog. Dir. Homer Ray Jr., Chief Engr. Free & Peters Associated Standard AP
SEATTLE 1	KJR 950	5,000	Totem Broadcasters Inc. Skinner Bldg. Elliot 5890	ABC	Marshall Field 3rd, Pres. Howard Lane, Vice-Pres. J. A. Morton, Mgr. Arthur Gerbel Jr., Coml. Mgr.	Homer Pope, Prog. Mgr. Maidand Jordan, Prom. Mgr. F. J. Brott, Chief Engr. Avery-Knodel Thesaurus UP
SEATTLE 1	KOL 1300	5,000	Seattle Bestg. Co. 1220 Third Ave. Main 2312	.....	Archie Taft Sr., Pres. Oliver A. Runchey, Bus. Mgr. Archie Taft Jr., Coml. Mgr.	Bob Druxman, Prog. Dir. Sharon Kane, Publ. Dir. Ferry C. Lind, Chief Engr. Blair SESAC Cole Standard World AP, UP
SEATTLE 1	KOMO 1000	5,000 50,000-CP	Fisher's Blend Station Inc. 1331 3rd Ave. Bldg. Main 1401	NBC	O. W. Fisher, Pres. & Gen. Mgr. Ray Baker, Coml. Mgr. W. W. Warren, Prog. Mgr.	Richard E. Green, Mgr. Natl. Sales & Sales Serv.; Mdag. & Prom. Mgr. F. J. Brott S. D. Bennett } Chief Engrs. Petry Lang-Worth Capitol Associated MacGregor AP



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**for  
SEATTLE  
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SOUND COUNTRY**



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## WASHINGTON—(Continued)

City	Call Letters and Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Services	
SEATTLE 4	KRSC 1150	1,000	Radio Sales Corp. 2939 4th South Elliott 2480		P. K. Leberman, Pres. Robt. E. Priebe, Gen. Mgr. & Secy.	Romig C. Fuller, Coml. Mgr. Ted Bell, Prog. Dir. George Freeman, Chief Engr.	Leberman, Associated Cole Lang-Worth World AP
SEATTLE 4	KTW 1250 ST-KWSC	1,000	First Presbyterian Church 7th Ave. and Spring St. Main 2056		Dr. F. Paul McConkey, First Presb. Church James S. Ross, Gen. Mgr. & Chief Engr.	Don Bevilacqua, Coml. Mgr. & Prog. Dir.	
SEATTLE 1	KXA 770 L-WJZ	1,000	KXA Inc. 312 Bigelow Bldg. Seneca 1000		Wesley I. Durm, Pres. Rodney G. McArdle, Gen. Mgr.	John Dubuque, Chief Engr.	Universal MacGregor Standard UP
SPOKANE 8	KFIO 1230	250	Spokane Bcstg. Corp. 526 Riverside Ave. 8083	MBS Don Lee	Arthur L. Smith, Pres. R. G. McBroom, Gen & Coml. Mgr.	Robert Plummer, Prog. Dir. & Prom. Mgr. Dean Bula, Chief Engr.	McGillvra World UP
SPOKANE 8	KGA 1510	10,000	Louis Wasmer Radio Central Bldg. Main 5883	ABC	Louis Wasmer, Owner Harvey Wixson, Gen. & Coml. Mgr.	A. L. Fuller, Prog. Dir. A. L. Sparring, Chief Engr.	Petry Associated Capitol AP
SPOKANE 8	KHQ 590	5,000	KHQ Inc. Radio Central Bldg. Main 5131	NBC	R. O. Dunning, Vice-Pres. Charge of Sales R. W. Brazeal, Vice-Pres. Charge of Prog.	John Walker, Chief Engr.	Katz World AP
SPOKANE 8	KREM 1340	250	Cole E. Wylie 242 Riverside Ave. Riverside 3844		Cole E. Wylie, Owner	Henry Poole, Chief Engr.	AP
SPOKANE 8	KXLY 920	5,000	Symons Broadcasting Co. Symons Bldg. Main 1218	CBS	E. B. Craney, Pres. & Gen. Mgr. Bryan Woolston, Sales Mgr. George McGowan, Prog. Dir.	Robert Rutter, Prom. Mgr. George Langford, Chief Engr.	Walker Pacific N. W. Broadcasters Lang-Worth MacGregor SESAC UP
TACOMA 1	KMO 1360	5,000	Carl E. Haymond 914½ Broadway Main 4144		Carl E. Haymond, Owner James A. Murphy, Dir. Jerry Geehan, Station Mgr.	Verne E. Sawyer, Prog. & Prom. Mgr. Max Bice, Chief Engr.	McGillvra Scott Cole Capitol Standard SESAC UP
TACOMA 2	KTBI 810	1,000-D	Tacoma Broadcasters Inc. 1117 Pacific Ave. Broadway 2241	KBS	H. J. Quilliam, Pres. Burke Ormsby, Gen. Mgr. & Prog. Dir.	King Mitchell, Coml. Mgr. Don McCroskey, Chief Engr.	Grant Associated World AP
TACOMA 2	KVI 570	5,000	Puget Sound Bcstg. Co. Inc. Camlin Hotel, Seattle Rust Bldg., Tacoma Seneca 4348, Seattle Broadway 4211, Tacoma	MBS Don Lee	Laura M. Doernbecher, Vice-Pres. & Chief Owner Vernice Irwin, Pres. & Gen. Mgr.	Earl T. Irwin, Coml. Mgr. Larry Huseby, Prog. Dir. E. M. McDonough, Chief Engr.	Hollingbery Associated Lang-Worth AP
VANCOUVER	KVAN 910	500-D CP-1,000-U	Vancouver Radio Corp. 701½ Main St. 150		Sheldon F. Sackett, Pres. Fred F. Chitty, Secy. Mark F. DeLaunay, Coml. Mgr.	Charlene Jackson, Prog. Dir. Joy Vinton, Prom. Mgr. Edgar R. Means, Chief Engr.	Griffith Keating Cole Standard World UP
WALLA WALLA	KUJ 1420	1,000	KUJ Inc. Second and Rose Sts. 1230	MBS Don Lee	H. E. Studebaker, Pres. & Gen. Mgr. Donald A. Wike, Mgr. Natl. & Regional Sales	Norval Armes, Mgr. Local Sales Howard Rhoads, Prog. Dir. Donald A. Wike, Prom. Mgr. M. L. MacLafferty, Chief Engr.	Griffith Keating Lang-Worth UP
WALLA WALLA	KWWB 1490	250	Walla Walla Bcstg. Co. Book Nook Bldg. 4103		John W. Kendall, Pres. Arthur W. Lindsay, Gen. Mgr. Kenneth K. Williams, Coml. Mgr.	William A. Bennington, Prog. Dir. Theima E. Bennington, Prom. Mgr. John L. Kelley, Chief Engr.	Grant Standard AP
WENATCHEE	KPQ 560	1,000	Wescoast Bcstg. Co. Inc. 2nd and Columbia St. 45	ABC	Rogan Jones, Pres. James W. Wallace, Vice-Pres. & Mgr. Meryle Thompson, Local Coml. Mgr.	David W. Gordon, Prog. Mgr. Les Carpenter, Prom. Mgr. Robert B. Sutton, Chief Engr.	Keating McGillvra SESAC World UP
YAKIMA	KIT 1280	1,000	Carl E. Haymond 414 E. Yakima Ave. 8115	MBS Don Lee	Carl E. Haymond, Pres. & Owner James A. Murphy, Dir. John K. Clarke, Station Mgr. Harrison Am Miller, Coml. Mgr.	James Nolan, Prog. Dir. William B. Hansen, Prom. Mgr. Harry B. Murphy, Chief Engr.	McGillvra Keating Scott Capitol Lang-Worth Standard AP, UP
YAKIMA	KTYW 1460	500	Cascade Bcstg. Co. Inc. Box 702 6104	CBS	A. W. Talbot, Pres. Bartley Sims, Vice-Pres. R. Lee Black, Resident Mgr.	Tom Bostic, Prog. Dir. Ben Swisher, Chief Engr.	Weed Associated Lang-Worth AP

## WEST VIRGINIA

BECKLEY	WJLS 560	1,000-LS 500-N	Joe L. Smith Jr. 101½ Main St. 7811	CBS	Joe L. Smith Jr., Owner Virginia N. Cooper, Station Mgr. Robert L. Burns, Coml. Mgr.	Jerry McDevitt, Prog. Dir. A. J. Ginkel, Chief Engr.	Burn-Smith Standard UP
BECKLEY	WWNR 1450	250	Rahall Bcstg. Co. Harper Road 9300	MBS	N. Joe Rahall, Pres. & Gen. Mgr. Robert D. Buchanan, Coml. Mgr. Steve Fisher, Prog. Dir.	Eric Paige, Prom. Mgr. George H. Brewer (Rahall) Chief Engr. James Bucy (WWNR)	McGillvra Lang-Worth AP
BLUEFIELD	WHIS 1440	1,000-LS 500-N	Daily Telegraph Printing Co. 625 Commerce St. 7114	NBC	H. I. Shott, Pres. J. Lindsey Alley, Mgr. Pat Murphy, Sales Mgr.	Melvin Barnett, Prog. Dir. Ruby Brewer, Traffic Dir. Pat Flanagan, Assist. Mgr. & Chief Engr.	Katz Lang-Worth World AP
CHARLESTON	WCAW 1400	250	Capitol Bcstg. Corp. P. O. Box 2791 Capitol 37-503		Garland F. Wilkinson, Pres. Kenneth N. McClure, Gen. Mgr. Leslie W. Smith, Coml. Mgr.	James Flenniken, Prog. Dir. Wes Johnstone, Prom. Mgr. William D. Stone, Chief Engr.	Capitol Lang-Worth AP
CHARLESTON 24	WCHS 580	5,000	Charleston Bcstg. Co. 1016 Lee St. 28-181	CBS W. Va.	John A. Kennedy, Pres. Howard L. Chernoff, Vice-Pres. & Managing Dir.	Berton Sonis, Prog. Dir. John Sinclair, Prom. Mgr. Odes E. Robinson, Tech. Supvr.	Branham SESAC World AP, UP



# A Standout...

## IN THE PACIFIC NORTHWEST MARKET



 Merchandisable coverage area

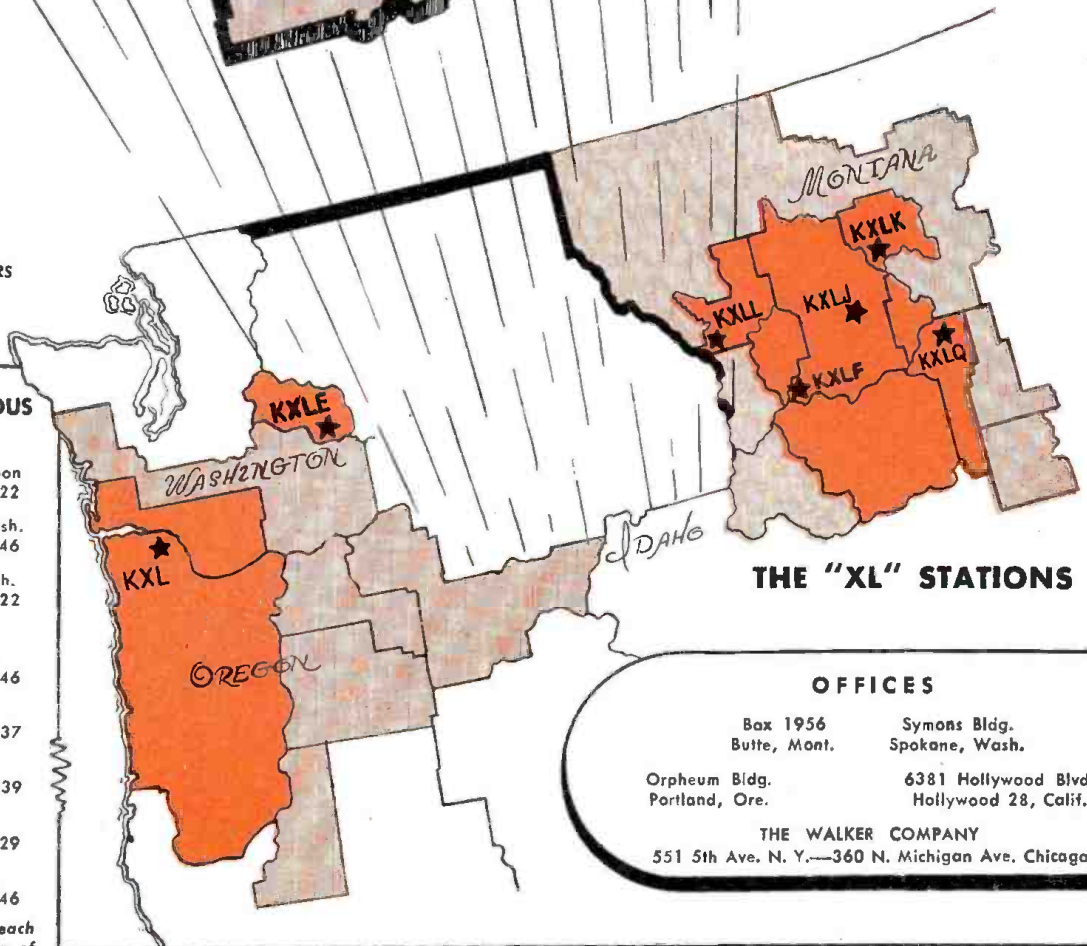
 Tune-in-able coverage area

\* SERVING 2 1/2 MILLION LISTENERS

### GET TO KNOW THIS FABULOUS FAMILY

KXL	Portland, Oregon Established 1922
KXLE	Ellensburg, Wash. Established 1946
KXLY	Spokane, Wash. Established 1922
 NET-MONTANA	
KXLK	Great Falls Established 1946
KXLJ	Helena Established 1937
KXLQ	Bozeman Established 1939
KXLF	Butte Established 1929
KXLL	Missoula Established 1946

A single contract . . . 5% off for each additional market area . . . "Parade of Products" for increased distribution.



### THE "XL" STATIONS

#### OFFICES

Box 1956  
Butte, Mont.      Symons Bldg.  
Spokane, Wash.

Orpheum Bldg.  
Portland, Ore.      6381 Hollywood Blvd.  
Hollywood 28, Calif.

THE WALKER COMPANY  
551 5th Ave. N. Y.—360 N. Michigan Ave. Chicago

# PACIFIC NORTHWEST BROADCASTERS

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.

WEST VIRGINIA—(Continued)

City	Call Letters and Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Trans. Library News Services
CHARLESTON 30	WGKV 1490	250	Kanawha Valley Bestg. Co. 208 Dickinson St. 37-541	NBC	R. M. Venable, Pres. John S. Phillips, Gen. Mgr. Norman Gittleson, Local Acct. Exec.	C. P. Vogel Jr., Prog. Prod. Mgr. George Whiteman, Chief Engr. McGillvra Thesaurus AP
CHARLESTON 1	WKNA 950	1,000	Joe L. Smith Jr. 804 Kanawha Blvd. Capitol 26-194	ABC	Joe L. Smith Jr., Owner John T. Gelder, Station & Coml. Mgr.	Frank E. Shaffer, Prog. Dir. & Prom. Mgr. Taylor Marcum, Chief Engr. Weed Standard AP
CHARLESTON 1	WTIP 1240	250	Gus Zaharis & Penelope Zaharis Scott Bldg. 23-136	MBS	Gus Zaharis, Owner & Gen. Mgr. Richard Glaser, Prog. Dir.	M. Swilling, Prom. Mgr. Paul Sullivan, Chief Engr. Wilson Associated AP
CLARKSBURG	WBLK 1400	250	Charleston Bestg. Co. 444½ W. Pike St. 3040	NBC W. Va.	John A. Kennedy, Pres. George Clinton, Gen. Mgr. Fred Zimmerman, Station Dir.	Mary Hornor, Prog. Dir. Jos. A. Wright, Chief Engr. Branham SESAC World AP
CLARKSBURG	WHAR 1340	250	Mountain State Bestg. Co. 1200 E. Pike St.	MBS	G. C. Merrill } Owners A. H. Kovian }	Bud Burka, Prog. Dir. George C. Blackwell, Sales Mgr. A. H. Kovian, Chief Engr. ....
CLARKSBURG	WPDX (Construction permit) 750	1,000-D	Clarksburg Bestg. Corp. P. O. Box 950	.....	O. L. Billingsley, Pres.	UP
ELKINS	WDNE (Construction permit) 1240	250	W. Va. Radio Corp. (Temp.) 446 Spruce St. Morgantown, W. Va.	.....	H. C. Greer, Pres.	.....
FAIRMONT	WMMN 920	5,000	Monongahela Valley Bestg. Co. 208 Adams St. 3100	CBS	George B. Storer, Pres. Allen Haid, Managing Dir. Charles E. Smith, Coml. Mgr.	Frank Lee, Prog. Dir. Frank Watkins, Merch. Dir. Robert D. Hough, Chief Engr. Blair Lang-Worth AP
HUNTINGTON	WHTN (Construction permit) 800	1,000-D	Greater Huntington Radio Corp. 1112½ 4th Ave. 6185	.....	A. B. Hyman, Pres. Meyer Layman, Vice-Pres. & Gen. Mgr.	Arnold Silver, Prog. Dir. & Prom. Mgr. Harold F. Sturm, Chief Engr. Associated INS
HUNTINGTON	WPLH 1450	250	Huntington Bestg. Corp. 1106 Fourth Ave. 7097	MBS	F. J. Evans, Pres. & Gen. Mgr. Claude Landrey, Coml. Mgr. Jay Caldwell, Prog. Dir.	Lillian P. Swann, Prom. Mgr. William H. Hansher Jr., Chief Engr. Wilson Capitol Standard AP
HUNTINGTON 18	WSAZ 980	5,000-LS 1,000-N	WSAZ Inc. 912½ Third Ave. 4106	ABC W. Va.	John A. Kennedy, Pres. Marshall Rose, Station Dir. & Coml. Mgr.	Ted Eiland, Prog. Dir. Lawrence Rogers, Prom. Mgr. Leroy Kilpatrick, Chief Engr. Branham Lang-Worth SESAC AP
LOGAN	WLOG 1230	250	Clarence H. Frey & Robert O. Greever 761	KBS	Clarence H. Frey } Partners Robert O. Greever } Walter T. Gaines, Gen. & Coml. Mgr.	Lucille Gallon, Prog. Dir. Louis Frye, Chief Engr. Cole Lang-Worth UP
MARTINSBURG	WEPM 1340	250	Martinsburg Bestg. Co. W. King St., Ext. 1146	.....	C. Leslie Golliday } Owners C. M. Zinn } C. Leslie Golliday, Gen. & Coml. Mgr.	Herbert A. Golombeck, Prog. Dir. Mrs. Ruby Reynolds Ware, Prom. Mgr. Bernard J. Swandic, Chief Engr. Burn-Smith World AP
MONTGOMERY	WMON 1340	250	Fayette Associates Inc. 303½ Washington St. 620	MBS KBS	Arnold Vickers, Pres. Harold B. Shaw, Station Mgr. & Prom. Dir.	A. W. Vickers, Coml. Mgr. Bill Humbert, Prog. Dir. J. C. Carver, Chief Engr. Young World AP
MORGANTOWN	WAJR 1230	250	West Virginia Radio Corp. 446 Spruce 9488	MBS KBS	H. C. Greer, Pres. Numa Fabre Jr., Mgr.	Richard Raese, Prog. Dir. Francis Berry, Prom. Mgr. Ray C. Spence, Chief Engr. Griffith World AP
OAK HILL	WOAY 860	250-D	Robert R. Thomas Jr. Oak Hill	.....	Robert R. Thomas Jr., Owner & Gen. Mgr.	Cecil Lindsay, Coml. Mgr. .... AP
PARKERSBURG	WCOM (Construction permit) 1230	250	Parkersburg Bestg. Co. Parkersburg	.....	J. V. Anderson, Pres.	.....
PARKERSBURG	WPAR 1450	250	Ohio Valley Bestg. Corp. 701 Market St. 2530	CBS W. Va.	John A. Kennedy, Pres. Geo. H. Clinton, Gen. & Coml. Mgr.	Carl Loose, Prog. Dir. John Evans, Educational Dir. Cecil Knowles, Chief Engr. Branham Standard AP
RONCEVERTE	WRON 1400	250	William E. Blake Ronceverte 300	.....	William E. Blake, Owner & Gen. Mgr.	Durward M. Stanley, Prog. Dir. & Prom. Mgr. P. T. Flanagan, Chief Engr. McGillvra Thesaurus AP
WELCH	WBRW 1340	250	McDowell Service Co. 10 Riverside Drive 818	MBS KBS	J. G. Hunt, Pres. John Sinclair, Gen. Mgr.	Johnny Villani, Prog. Dir. Howard King, Chief Engr. Forjoe Standard AP
WHEELING	WKWK 1400	250	Community Bestg. Inc. 16th & Market St. 5320	ABC (June 15)	Joe L. Smith Jr., Pres. John B. Reynolds, Mgr.-Secy.-Treas. & Coml. Mgr.	Albert H. Stewart, Prog. Dir. Fred A. Baker, Chief Engr. Weed Standard UP
WHEELING	WWVA 1170	50,000	West Virginia Bestg. Corp. Nawley Bldg. 5383	CBS (June 15)	George B. Storer, Pres. William E. Rine, Managing Dir. Paul J. Miller, Assist. Managing Dir.	Paul A. Myers, Prog. Dir. Howard W. Meagle, Prom. Dir. Edwin L. Keim, Chief Engr. Blair Lang-Worth AP
WILLIAMSON	WBTH 1400	250	Williamson Bestg. Corp. Williamson 1241	MBS	Mrs. Lewis C. Tierney, Pres. Alice Shein, Gen. & Coml. Mgr.	Robert E. Spiros, Prog. Dir. & Prom. Mgr. Robert W. Bullio, Chief Engr. Thesaurus UP

WISCONSIN

APPLETON	WHBY 1230	250	WHBY Inc. 600 S. Lawe St. 1161	MBS KBS Wisconsin	Rev. James A. Wagner, Managing Dir. J. L. Gallagher, Gen. Mgr. W. C. Porsow, Coml. Mgr.	Rodger L. Mueller, Prog. Dir. W. C. Porsow, Prom. Mgr. George Merkl, Chief Engr. Lang-Worth AP
ASHLAND	WATW 1400	250	Upper Mich.-Wis. Bestg. Co. Inc. Northern State Bank Bldg. 1420	MBS KBS	William L. Johnson, Pres. J. W. Huss, Gen. Mgr.-Vice Pres. Terence Hogan, Coml. Mgr.	Bob Kennedy, Prog. Dir. J. A. Marta, Prom. Mgr. Hine Dabibacka, Chief Engr. Walker World UP
EAU CLAIRE	WEAU 790	5,000-LS 1,000-N	Central Bestg. Co. 203 S. Barstow St. 6149	NBC Northwest Arrowhead	Walter C. Bridges, Pres. & Gen. Mgr. Clyde Riddle, Adv. Mgr.	Jack Kelly, Prog. Dir. & Prom. Mgr. Thorwald O. Jorgenson, Chief Engr. Hollingbery Lang-Worth Thesaurus UP
FOND DU LAC	KFIZ 1450	250	KFIZ Bestg. Co. 18 W. 1st St. 356	MBS Wisconsin	A. H. Lange, Pres. Lynn N. Fairbanks, Gen. Mgr. Emery W. Martin Jr., Coml. Mgr.	Lucille A. Fairbanks, Prog. Dir. Clarence Gosser, Prom. & Traffic Dir. Wendell S. Meyers, Chief Engr. .... INS
GREEN BAY	WTAQ 1360	5,000	WHBY Inc. Green Bay Adams 1	CBS	Rev. James A. Wagner, Managing Dir. Haydn R. Evans, Gen. & Coml. Mgr.	Al Michel, Sales Mgr. Bob Savage, Prog. Dir. Wallace Stangel, Chief Engr. Weed World AP
GREEN BAY	(Construction permit) 1400	250	Green Bay Bestg. Co. Green Bay	.....	Ben Laird Irvin S. Kramlich C. L. Kramlich } Equal Owners	.....
JANESVILLE	WCLO 1230	250	Southern Wisconsin Radio Inc. Janesville 2500	MBS KBS Wisconsin	Sidney H. Bliss, Pres. Vern W. Williams, Station & Coml. Mgr.	Wayne Clay, Chief Engr. Rambeau SESAC World AP



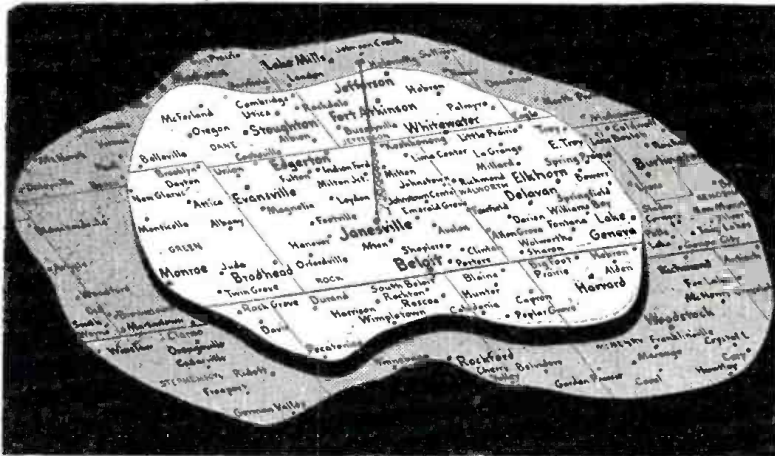
# AUDIENCE *Makes* WCLO

Audience participating shows . . . AP wire service and complete area news fed by 85 community correspondents . . . all area sports . . . civic and social events . . . plus well balanced music and drama. These make WCLO the Voice of Southern Wisconsin and Northern Illinois in a highly productive market of 310,651 people.



**AUNT "EM'S"  
HOMEMAKERS  
HOUR  
16 YEARS OF  
SERVICE  
AVAILABILITIES  
FOR 3 DAILY SPOTS**

Aunt "Em"—A loveable radio personality who knows more about down to earth cookin' than 90% of the gals on the air today. She'll create consumer demand for any product sold by food merchants.



## WCLOAREA MARKET DATA

Located in the very heart of nation's rich dairy and Swiss cheese center . . . home area of 26 major industries . . . resort playground of Middle West . . . high Per Capita Retail Sales of \$387.30 (Wis. \$339.43—U. S. \$319.29) . . . radio families, 93%.

### FARM-PRIMARY MARKET ONLY

Farm Population *	60,793
Farm Families *	14,495
Radio Families *	14,095
Average Value per Farm **	\$19,800
Average Income per Family **	\$5,966
Total Annual Gross Income **	\$86,482,520

### URBAN and FARM Primary Secondary Total

	Sales Expressed in Thousands		
	Primary	Secondary	Total
Population *	201,129	109,522	310,651
Families *	57,181	30,568	87,749
Radio Homes *	53,928	28,800	82,728
Total Retail Stores *	3,492	1,252	4,744
Total Retail Sales **	\$135,808	\$48,900	\$184,700
Total Food Stores *	774	252	1,026
Total Food Sales **	\$33,910	\$12,208	\$46,118
Total Drug Stores *	100	38	138
Total Drug Sales **	\$4,119	\$1,483	\$5,602

\* 1940 Census

\*\* 1946 Sales Management



150,000 people came to see and participate in WCLO shows on the midways of four County Fairs in the month of August, 1946. WCLO is the only station to originate broadcasts from these fairs. Letters from the Fair secretaries prove the effective use of this radio publicity.

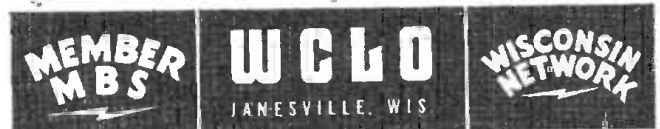


450 Rural Schools, with enrollment of more than 9,000 children in 4 counties, participate doily, Monday thru Friday, in Schoolltime broadcasts. This series supervised by County School Superintendent Radio Committee. 161 schools and better than 3,000 students, will have presented programs from the WCLO studios at the conclusion of the 1947 spring term.



The "Country Caller," Grant Ritter, WCLO Farm Director, drove 22,500 miles in 1946 to wire record his interviews with 336 farm families in 9 Southern Wisconsin and Northern Illinois counties. His morning farm program, 6:30 to 8, and his noon farm round up, 11:30 to 1 P. M., provide the farmer with exclusive livestock reports, 4-H, county agent and farm news.

BROADCASTING • Telecasting



**REPRESENTED by Rambeau**  
NEW YORK • CHICAGO • LOS ANGELES

1947 Yearbook Number • Page 207



# DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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 LS—Local Sunset.    L—Limited Time with Dominant Station.    SA—Special Authorization.  
 (Data corrected to February 15, 1947)

## WISCONSIN—(Continued)

City	Call Letters and Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Services	
KENOSHA	WLIP (Construction permit) 1050	250-D	William Lipman Kenosha Natl. Bank Bldg.		William L. Lipman, Owner Richard V. Driscoll, Gen. Mgr. & Prog. Dir.	William L. Lipman, Coml. Mgr. Jack Price, Chief Engr.	
LA CROSSE	WKBH 1410	5,000	WKBH Inc. 409 Main St. 450	NBC	Howard Dahl, Pres. & Gen. Mgr. Berneice Callaway, Prog. Dir.	Al Leeman, Chief Engr. Raymond Flamadore, Prod. Mgr.	Wilson Lang-Worth Standard AP
LA CROSSE	WLCX (Construction permit) 1490	250	Bermac Radio Inc. (Temp.) 2202 Ogden Ave. Superior, Wis.		Margaret S. MacLennan, Chief Owner		
MADISON	*WHA 970	5,000-D	U. of Wisconsin Radio Hall Badger 580, Ex. 476		H. B. McCarty, Dir. Walter Krulevitch, Prog. Supvr. Harold A. Engel, Publ. Rel. Dir.	John Stiehl, Chief Engr. Wm. G. Harley, Mgr.	Associated Standard UP
MADISON 3	WIBA 1310	5,000	Badger Bestg. Co. 110 E. Main St. Fairchild 8800	NBC	William T. Evjue, Pres. Kenneth F. Schmitt, Station Mgr. Howard A. Johnson, Bus. Mgr.	Frank Bignell, Prog. Dir. C. W. Wallis, Merch. Dir. Norman Hahn, Chief Engr.	Wilson Standard AP, UP
MANITOWOC	WOMT 1240	250	Francis M. Kadow Radio Bldg.	MBS KBS Wisconsin	Francis M. Kadow, Owner & Gen. Mgr.	George M. Erdman, Prog. Dir. W. F. Dubin, Chief Engr.	Walker UP
MARINETTE	WMAM 570	250-LS 100-N	M&M Bestg. Co. 400 Wells St. 570	NBC	Wm. E. Walker, Pres. Joseph D. Macklin, Gen. Mgr. Howard L. Emich, Coml. Mgr.	Mary Kay, Prog. Dir. Patrick Kehoe, Traffic Mgr. Leo Stewart, Chief Engr.	Wilson Associated UP
MARSHFIELD	WDLB 1450	250	Dairyland's Bestg. Service 1710 N. Central Ave. 1212	KBS	Lloyd L. Felker, Pres. George F. Meyer, Gen. Mgr. Robert W. Behling, Coml. Mgr.	Roy La Mere, Prog. Dir.-Chief Anncr. Gerald J. Boos, Chief Engr.	World UP
MEDFORD	WIGM 1490	250	George F. Meyer Medford 5147	KBS	George F. Meyer, Owner & Mgr. Irma Meyer, Assist. Mgr. & Prog. Dir.	Raymond Bohnert, Chief Engr.	Cox & Tanz SESAC UP
MILWAUKEE 3	WEMP 1340	250	Milwaukee Bestg. Co. 710 N. Plankinton Marquette 7722	ABC	Glen Roberts, et al } Robert LaFollette } Partners Hugh K. Boice Jr., Gen. & Coml. Mgr.	Bert Mulroy, Assist. Mgr. & Prog. Mgr. Rolland Paske, Supervr. Engr.	Wilson UP
MILWAUKEE 2	WFOX 860	250-D	Wisconsin Bestg. System Inc. 739 N. Broadway Broadway 1272		Chas. J. Lanphier, Pres. & Gen. Mgr. Carl G. Zimmermann, Prog. Dir. & Prom. Mgr.	Dan Gellerup, Chief Engr.	SESAC Standard AP
MILWAUKEE 1	WISN 1150	5,000	Hearst Radio Inc. 123 W. Michigan Daly 6476	CBS	G. W. Grignon, Gen. & Coml. Mgr. W. O. Dreyfus, Prog. Dir. Ellis Saxton, Prom. Mgr.	D. A. Weller, Chief Engr. R. E. Shireman, Local Coml. Mgr.	Katz Standard World UP, INS
MILWAUKEE	WMLO (Construction permit) 1290	1,000-D	Cream City Bestg. Co., Inc. Milwaukee		Gene Posner, Pres.		
MILWAUKEE 4	WTMJ 620	5,000	The Journal Co. 333 W. State St. Marquette 6000	NBC	Walter J. Damm, Gen. Mgr. L. W. Herzog, Assist. Gen. Mgr. R. G. Winnie, Mgr.	E. J. Robertson, Prog. Dir. Bruce Wallace, Prom. Mgr. William Hebal, Broadcast Tech. Supvr.	Petry Associated Thesaurus AP
NEENAH	WNAM 1280	1,000-D	Neenah-Menasha Bestg. Co. Natl. Mfrs. Bank Bldg. 823		Don C. Wirth, Exec. Gen. Mgr.	E. W. Fliedel, Chief Engr.	World UP
OSHKOSH	WOSH 1490	250	Oshkosh Bestg. Co. 151 1/2 N. Main St. Stanley 4580	ABC	Myles H. Johns, Senior Partner Allan Curnutt, Mgr.	Sherwood Lorenz, Prog. Dir. Nathan Williams, Chief Engr.	Walker World UP
POYNETTE	WIBU 1240	250	Wm. C. Forrest Poynette 97R5	MBS KBS Wisconsin	Wm. C. Forrest, Owner & Gen. Mgr. Ralph O'Connor, Coml. Mgr.	Sarah Forrest, Prog. Dir. & Prom. Mgr. Leonard Doese, Chief Engr.	Burn-Smith SESAC Standard UP
RACINE	WRJN 1400	250	Racine Bestg. Corp. 441 Main St. Jackson 290	ABC KBS Wisconsin	Frank R. Starbuck, Pres. Harry R. LePoldevin, Secy.-Treas. Harold J. Newcomb, Station Mgr.	Lyman Merens, Prog. Dir. F. Lee Dechant, Chief Engr.	Walker AP
RHINELANDER	WOBT 1240	250	Oneida Bestg. Co. Route 8 East		John R. Tomek, Pres. Robert F. Christopher, Gen. Mgr.	Edward J. Schlueter, Coml. Mgr.	UP
RICE LAKE	WJMC 1240	250	WJMC Inc. 1615 S. Main St. 550	MBS Arrowhead	W. C. Bridges, Chief Owner Greg Rouleau, Mgr.	Harry Wills, Prog. Dir. Robert P. Kolsky, Chief Engr.	Hollingsbery SESAC World
SHEBOYGAN	WHLB 1380	1,000-LS 250-N	Press Publishing Co. Press Bldg. 1900	ABC	A. Matti Werner, Exec. Dir. G. P. Richards, Gen. & Coml. Mgr.	Glen James, Prog. Dir. Doris Donnie, Prom. Mgr. Herbert Mayer, Chief Engr.	World AP
STEVENS POINT	*WLBL 930	5,000-D	Wisconsin Dept. of Agriculture Box 233 Main 525		Milton Button, Dir., Dept. Agr. (Madison) F. R. Calvert, Mgr. (Stevens Point)	Walter Ninneman, Engr. (Auburn- dale)	UP
SUPERIOR	WDSM 1230	250	Ridson Inc. 1213 Tower Ave. 4451	ABC	Robert B. Ridder, Pres. Carl Bloomquist, Gen. Mgr. Clifford J. Lue, Coml. Mgr.	Lewis D. Martin, Prog. Dir. Jack Maltby, Prom. Mgr. J. Melvin Laskey, Chief Engr.	Free & Peters Lang-Worth SESAC AP

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 (Data corrected to February 15, 1947)

**WISCONSIN—(Continued)**

City	Call Letters and Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Services
SUPERIOR.....	WSBR 1490	250	WSBR Inc. First & Baxter Ave. 2-2012	MBS	Ford S. Campbell, Pres. James J. Conroy, Gen. Mgr. Arthur C. Robinson, Station Mgr.	Rolf M. Erickson, Prog. Dir. Olaf N. Gabrielson, Tech. Dir. Standard AP
WAUKESHA.....	WAUX (Construction permit) 1510	250-D	WAUK Bestg. Co. 819 W. Main St.	.....	Carl Taylor, Pres. Lloyd Burlingham, Vice Pres. Russ Salter, Secy.-Treas.	Meldgar Figi, Gen. & Coml. Mgr. Russ Salter, Tech. Supvr. Cole AP
WAUSAU.....	WSAU 1400	250	Northern Bestg. Co. Inc. 125 3rd St. 6521	CBS Wisconsin	William E. Walker, Pres. Ben F. Hovel, Gen. Mgr. Joseph W. Killen, Coml. Mgr.	Don R. Burt, Prog. Dir. Roland W. Richardt, Chief Engr. Wilson World AP, UP
WISCONSIN RAPIDS ..	WFHR 1840	250	William F. Huffman 141 W. Grand Ave. 1340	MBS Wisconsin	William F. Huffman, Owner George T. Frechette, Gen. Mgr. Bruce G. Beichl, Coml. Mgr.	Sigmund Kelbanowsky, Prog. Dir. George T. Frechette, Prom. Mgr. Victor W. Nickel, Chief Engr. Thesaurus AP

**WYOMING**

City	Call Letters and Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Services
CASPER.....	KDFN 1470	1,000	Donald L. Hathaway 1st and Lennox Sts. 407	MBS KBS Intermountain	Donald L. Hathaway, Owner & Gen. Mgr. Frederic Hulsmith, Coml. Mgr.	Marcus R. Nichols, Prog. Dir. & Prom. Mgr. Donald L. Hathaway, Chief Engr. Sears & Ayer Lang-Worth UP
CASPER.....	KVOC 1230	250	Natrona County Tribune 1540 S. Wolcott St.	ABC	E. E. Hanway, Publisher John R. Bailey Jr., Station Mgr.	Vern Baumgartner, Chief Engr. Standard AP
CHEYENNE.....	KFBC 1240	250	Frontier Bestg. Co. Plains Hotel 4461	ABC	Tracy S. McCracken, Pres. Wm. C. Grove, Gen. Mgr. & Natl. Sales Mgr. Frank Flynn, Local Coml. Mgr.	Neal Wallace, Chief Anner. Dale Sunderland, Traffic Mgr. Clark Grove, Chief Engr. Rambeau Thesaurus UP
CODY.....	KODI 1400	250	Absawka Bestg. Co. (Temp.) Alger Bldg.	MBS	Breck Moran, Pres.	.....
POWELL.....	KPOW 1230 1260-CP	250 1,000-CP	A. J. Meyer Powell 222	MBS Intermountain	A. J. Meyer, Owner & Gen. Mgr. Del Brandt, Coml. Mgr. & Chief Engr.	Mary Kawano, Prom. Mgr. Sears & Ayer, Griffith Cole SESAC UP
RAWLINS.....	KRAL (Construction permit) 1240	250	Rawlins Bestg. Co. Box 37	ABC	Tracy S. McCracken, Pres. Wm. C. Grove, Vice-Pres.	Maxwell Young, Gen. & Coml. Mgr. Clark Grove, Prog. Dir. & Chief Engr. UP
RAWLINS.....	KSWR (Construction permit) 1840	250	Southern Wyoming Bestg. Co. (Temp.) 2780 Quincy St. Ogden, Utah	.....	G. Stanley Brewer, Owner	.....
ROCK SPRINGS.....	KVRS 1400	250	Wyoming Bestg. Co. 1307 Wyoming St. 98	MBS KBS Intermountain	Marjorie L. McCracken, Pres. & Prog. Dir.	Harold L. McCracken, Gen. & Coml. Mgr. Archie W. Buchanan, Chief Engr. Standard AP
SHERIDAN.....	KWYO 1410	1,000-LS 500-N	Bighorn Bestg. Co. 19 N. Main 601	MBS KBS Intermountain	R. E. Carroll, Pres. Jim Carroll, Mgr.	Mel Hallock, Prog. Mgr. Robert Crosthwaite, Chief Engr. Griffith Sear & Ayer Lang-Worth UP
WORLAND.....	KWOR 1490	250	Joseph P. Ernst Box 92 808	KBS	Joseph P. Ernst, Owner & Mgr. Mildred V. Ernst, Coml. Mgr. & Prog. Dir.	Joseph P. Ernst, Chief Engr. AP

**DIRECTORY OF BROADCASTING STATIONS OF U. S. POSSESSIONS AND TERRITORIES**

\*—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 February 15, 1947)

**ALASKA**

City	Call Letters and Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Services
ANCHORAGE.....	KENI (Construction permit) 550	5,000	Midnight Sun Bestg. Co. Anchorage	.....	Austin E. Lathrop, Pres.	.....
ANCHORAGE.....	KFQD 790	1,000 5,000-CP	Alaska Bestg. Co. Box 1040 Main 143	KBS Alaska	Wm. J. Wagner, Owner & Gen. Mgr. Ken Laughlin, Coml. Mgr.	Jay Stauter, Prog. Dir. & Prom. Mgr. Wm. J. Wagner, Chief Engr. Pan American Lang-Worth AP
ANCHORAGE.....	..... (Construction permit) 1240	250	Aleutian Broadcaster Anchorage	.....	Keith Capper, Sole Owner	.....

**DIRECTORY OF BROADCASTING STATIONS OF U. S. POSSESSIONS AND TERRITORIES**

**ALASKA—(Continued)**

City	Call Letters and Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Trans. Library News Services
FAIRBANKS	KFAR 610 660-SA	5,000 10,000-SA	Midnight Sun Bestg. Co. Box 910 East 380	.....	Austin E. Lathrop, Pres. Alvin O. Bramstedt, Gen. Mgr. Allan B. Walker, Prog. Dir.	Ruben Gaines, Prom. Mgr. August G. Hiebert, Chief Engr. Wellington AP
JUNEAU	KINY 1460	5,000	Edwin A. Kraft 708 American Bldg. 5438 Seattle, Wash.	Alaska	Edwin A. Kraft, Owner Henry M. Hogue, Gen. Mgr.	Richard Peter, Prog. Dir. & Prom. Mgr. Lucian Armour, Chief Engr. Pan American MacGregor Standard AP
KETCHIKAN	KTKN 930	1,000	Edwin A. Kraft KTKN Bldg. 789	.....	Edwin A. Kraft, Owner Ed Lytle, Mgr.	Dale Chronicle, Prog. Mgr. Herbert L. Foster, Chief Engr. MacGregor Standard Thesaurus AP

**HAWAII**

HILO	KHBC 1230	250	Hawaiian Bestg. System Ltd. 1288 Kalaniana'ole Highway 3877	CBS Hawaiian	Carl T. Thrumston, Station Mgr. Harold L. Marques, Coml. Mgr.	Amy C. Izumi, Prog. Dir. William H. Dirks, Chief Engr. Blair World UP
HONOLULU	KGMB 590	5,000	Hawaiian Bestg. System Ltd. 1534 Kapiolani Blvd. 2323	CBS Hawaiian	J. Howard Worrall, Pres. & Gen. Mgr. Robert L. Dick, Assist. Gen. Mgr. & Secy.-Treas.	Owen Cunningham, Prog. Dir. Marion Ruane, Prom. Mgr. Ernest Lindemann, Chief Engr. Blair Associated Standard World UP
HONOLULU	KGU 760 L-WJR	2,500	Marion A. Mulrony & Advertiser Publ. Co. Ltd. P. O. Box 3110 2311	NBC	Lorin P. Thurston, Pres. Marion A. Mulrony, Station Mgr. & Chief Engr.	George T. Plummer, Coml. Mgr. Kenton Case, Prog. Mgr. Katz Lang-Worth UP, Transradio
HONOLULU	KHON 1400	250	Aloha Bestg. Co. Ltd. P. O. Box 1380, Kalia, Waikiki 9-5295	MBS Don Lee	R. M. Fitkin, Pres. Webley Edwards, Exec. Vice-Pres. & Station Mgr.	L. Roy Turner, Coml. Mgr. Alexa Ames, Prog. Dir. Ira G. Mercer, Chief Engr. Avery-Knodel Capitol Lang-Worth MacGregor Standard UP
HONOLULU	KPOA 630	5,000	Island Bestg. Co. P. O. Box 3499 9-2761	.....	Henry C. Putnam Joan D. Keating } Partners J. Elroy McCaw Henry C. Putnam, Gen. Mgr. Harry F. Cooper, Local Sales Mgr.	Richard S. Downie, National Sales Mgr. Donald E. Klein, Prog. Dir. Larry Grant, Prod. Mgr. James R. Bird, Chief Engr. Petry Lang-Worth AP
HONOLULU	KULA (Construction permit) 690	10,000	Pacific Frontier Bestg. Co. Ltd. P. O. Box 1479	ABC	Harold T. Kay, Pres. Frank V. Webb Jr., Gen. Mgr.	Homer R. Johnson, Chief Engr. Associated Capitol Standard UP
LIHUE, KAUALA	KTOH 1490	250	Garden Isle Pub. Co. Ltd. Lihue 261	CBS	Charles J. Fern, Gen. Mgr. John P. Needham, Coml. Mgr.	Raymond K. Sasaki, Prog. Dir. Katashi Nose, Chief Engr. Blair Standard UP
WAILUKU, MAUI	KMVI 550	1,000	Maui Puhl. Co. Ltd. Box 374 Maui 996	MBS Don Lee	J. Walter Cameron, Pres. Ezra J. Crane, Gen. Mgr. Charles C. Young, Adv. Mgr.	Richard E. Mawson, Prog. Dir. T. C. Frerichs, Chief Station Engr. Sadami Katahara, Chief Tech. Walker Cole MacGregor Lang-Worth Standard UP

**PUERTO RICO**

ARECIBO	WCMN (Construction permit) 1280	1,000	Caribbean Bestg. Corp. P. O. Box 248	.....	.....	.....
ARECIBO	WKVM 1230	250	American-Colonial Bestg. Co. P. O. Box 772 463	.....	Ralph P. Perry, Pres.-Gen. Mgr. & Chief Engr. Maria Colon, Assist. Mgr.	Antonio Diaz Velazquez, Prod. & Prom. Mgr. Ralph Mercado, Assist. Chief Engr.
CAGUAS	WIRA (Construction permit) 1450	250	Inter-American Radio Corp. Caguas	.....	Eduardo Biascoehra, Pres. & Gen. Mgr.	Alberto H. Biascoehra, Coml. Mgr. Jose A. Rivera, Prod. Mgr.
FAJARDO	..... (Construction permit) 1490	250	Madrazo & Diaz (Temp.) 2 Cristo St. San Juan, P. R.	.....	Jose R. Madrazo Rubin D. Atiles } Owners	.....
HATO REY	WIAC 580	5,000	Radio Station WIAC Inc. P. O. Box 4504 San Juan	.....	Mrs. Enrique Abarca Sanfeliz, Executrix	.....
MAYAGUEZ	WECW 1490	250	Electronica Corp. of P. R. P. O. Box 791 990	.....	Santiago E. Caino, Pres. Benjamin Cole, Coml. Mgr.	Rosado Baez, Prog. Dir. Jesus M. Aviles-Brunet, Chief Engr. King AP
MAYAGUEZ	WKJB 1340	250	Jose Bechara Jr. Minerva St. 8 983	.....	Jose Bechara Jr., Owner Patricio R. Fermaint, Gen. Mgr. Jaime Sanjurjo, Coml. Mgr.	Dieguita Rivera, Prog. Dir. Henry Fischbach, Chief Engr.
MAYAGUEZ	WORA (Construction permit) 1150	1,000	Radio Americas Corp. 4 Muelle St.	.....	Alfredo Ramirez de Arellano Jr., Pres.	.....
MAYAGUEZ	WPBP 1450	250	Paradise Bestg. Co. Comercio 24 812	.....	Jose M. Sepulveda, Co-Owner & Gen. Mgr. & Chief Engr.	Angel Rivera Graziani, Prog. Dir. Edgar Olivieri, Prom. Mgr. AP
MAYAGUEZ	WPRA 990	5,000-LS 1,000-N	Puerto Rico Adv. Co. Inc. Box 869 269	.....	Andres Camara, Pres. & Gen. Mgr. Luis Freyre, Coml. Mgr.	Ismael Torrellas, Prog. Dir. Felix Santiago, Prom. Mgr. Eliezer D. Lugo, Chief Engr.
PONCE	WPAB 1370	1,000	Portorican American Bestg. Co. Inc. 17 Leon St. 783	.....	Carlos C. Clavell, Pres. A. Gimenez Aguayo, Gen. Mgr. & Treas.	Antonio Miro, Adv. Department Jose Ramon Diaz, Prog. Dir. AP
PONCE	WPRP 1420	250	Voice of Puerto Rico Inc. 6 Trujillo St. 1015	.....	Andres Grillasca, Pres. Jose Ramon Rodriguez, Coml. Mgr.	Daniel Pales, Tech. Supvr.
SAN JUAN	WAPA 680	10,000	Jose Ramon Quinones Stop 5 1/2 Ponce de Leon Ave. 2-4271	ABC, MBS	Jose Ramon Quinones, Chief Owner Harwood Hull Jr., Gen. Mgr.	Rafael Acosta, Chief Engr. Rector A. Moll, Chief Studio Engr. Thesaurus
SAN JUAN	WKAQ 620	5,000	Radio Corp. of Porto Rico Telephone Bldg. 2-2021	CBS	E. J. Powell, Vice-Pres. & Gen. Mgr. J. C. Irizarry, Coml. Mgr.	M. Ochoa, Prod. & Prom. Mgr. A. P. del Valle, Vice-Pres. & Tech. Supvr. Guzman Associated AP
SAN JUAN	WNEL 1320 860-CP	5,000	Juan Piza 59 Brau St. 2-1300	.....	Juan Piza, Owner Oscar H. Romaguera, Gen. Mgr. Rodulfo Blanco, Coml. Mgr.	M. T. Padilla, Prog. Dir. Camilo Fraticelli, Prom. Mgr. William Greer, Chief Engr. Piza Lang-Worth World





*Coming Soon!!*

— To serve Alaska's swiftly  
growing needs —

**A husky new running  
mate for KFAR —**

**KENI**

Will be on the air in Anchorage, Alaska approximately October 1, 1947. As Alaska's newest and most modern radio station, KENI will join KFAR (Fairbanks) in bringing the wealthy Alaska market the finest in radio entertainment.

KFAR + KENI = the outstanding advertising buy in the rich and ever-increasing Alaska market.

Write us now for full particulars—including the new combination rates.

**KENI**

**ANCHORAGE**

**5000 Watts—550 KC.**

*Owned and operated by*  
Midnight Sun Broadcasting Company,  
Fairbanks, Alaska

AUSTIN E. LATHROP, *President*

ALVIN O. BRAMSTEDT, *Mgr.*

*National Adv. Manager*

GILBERT A. WELLINGTON

1011 American Bldg.

Seattle 4, Washington

**KFAR**

**FAIRBANKS**

**10,000 Watts—660 KC.**

# 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 and Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Services	
CALGARY.....	CFAC 960	5,000	Southern Co. Ltd. Southam Bldg. Renfrew 1036	CBC Foothills	H. R. Carson, Pres. A. M. Cairns, Mgr. F. R. Shaw, Coml. Mgr.	P. Freeman, Prog. Dir. D. Hartford, Prom. Mgr. E. C. Connor, Chief Engr.	All-Canada Weed Associated Thesaurus World PN, BUP
CALGARY.....	CFCN 1010	10,000	Voice of The Prairies Ltd. Toronto General Trusts Bldg. Main 1161	.....	H. G. Love, Gen. Mgr. E. H. McGuire, Coml. Mgr.	Ed Maloney, Prog. Dir. Bob Lamb, Chief Engr.	Radio Represent- atives Lang-Worth Standard PN, BUP, TP
CALGARY.....	CJ CJ 1230	100	Albertan Publishing Co. Ltd. Victory Bldg. Main 9966	CBC Alberta	G. M. Bell, Pres. D. H. MacKay, Mgr. F. C. Colborne, Coml. Mgr.	N. R. Pringle, Prod. & Prom. Mgr. D. Readwin, Chief Engr.	Alexander McGillvra Sesac BUP
EDMONTON.....	CFRN 1260	5,000	G. R. A. Rice CPR Bldg. 2-2101	Dominion	G. R. A. Rice, Owner & Mgr. A. J. Hopps, Assist. Mgr. J. B. Parsons, Prog. Dir.	Leo McKinnon, Publ. Rel. Dir. F. G. A. Makepeace, Chief Engr.	Radio Represent- atives Wilson Cole Lang-Worth Standard United BUP
*EDMONTON.....	CKUA 580	1,000	Alberta Government Telephones Provincial Bldg. 2-7212	CBC	F. Walker Blake, Gen. Mgr. James McRae, Prog. Dir.	Tom O'Neil, Prom. Mgr. Roy Usher, Chief Engr.	Associated PN
EDMONTON.....	CJCA 930	5,000	Edmonton Journal Ltd. Birks Bldg. 2-6131	Trans-Canada Foothills	Gordon S. Henry, Mgr. Rolfe L. Barnes, Assist. Mgr. Arthur H. Nicholl, Coml. Mgr.	Dalton Elton, Prod. Mgr. Thomas Shandro, Publ. Rel. Dir. Frank Hollingworth, Chief Engr.	All-Canada Weed Thesaurus World PN
GRANDE PRAIRIE....	CFGP 1050	1,000	Northern Bcstg. Corp. Ltd. Grande Prairie 109	Trans-Canada	Art Balfour, Gen. Mgr. Gordon Cockburn, Coml. Mgr.	Jack Soars, Prog. Dir. & Prom. Mgr. Gordon L. Sadler, Chief Engr.	All-Canada Weed Cole Thesaurus PN
LETHBRIDGE.....	CJOC 1060	5,000	Lethbridge Bcstg. Ltd. Marquis Hotel Bldg. 3161	CBC	H. R. Carson, Pres. W. M. Guild, Gen. Mgr. C. A. Perry, Coml. Mgr.	G. A. Brown, Prod. Mgr. R. A. Reagh, Chief Engr.	All-Canada Weed Lang-Worth Thesaurus PN
MEDICINE HAT.....	CHAT 1270	1,000-LS 250-N	Monarch Bcstg. Co. Ltd. 520 First St. 2821	.....	J. H. Yuill, Pres. R. J. Buas, Mgr. & Sales Mgr. Bartley Brown, Prog. Dir.	Evelyn McNally, Prom. Dir. J. M. Ellis, Chief Engr.	All-Canada Weed Standard BUP

## BRITISH COLUMBIA

CHILLIWACK.....	CHWK 1340	250	Fraser Valley Broadcasters Ltd. Box 507 6106	Dominion	C. Casey Wells, Pres. & Bus. Dir. Jack Pilling Managing Dir. & Chief Engr.	W. G. Teetzal, Coml. Mgr. J. M. MacLachlan, Prod. Mgr.	All-Canada Weed United .....
DAWSON CREEK.....	CJDC 1270	1,000	..... Dawson Creek	.....	.....	.....	.....
KAMLOOPS.....	CFJC 910	1,000	Kamloops Sentinel Ltd. 310 St. Paul St. 1021	Trans-Canada	Ralph E. White, Pres. Ian Clark, Gen. Mgr. Walter Harwood, Assist. Mgr.	Ted Reynolds, Prog. Dir. George Henderson, Chief Engr.	All-Canada Weed Freemantle United PN
KELOWNA.....	CKOV 630	1,000	Okanagan Broadcasters Ltd. Radio Bldg. 200	Trans-Canada	J. W. B. Browne, Managing Dir. Stan E. Tapley, Station Mgr.	J. H. B. Browne, Chief Engr.	All-Canada Weed Lang-Worth SESAC Thesaurus PN
NELSON.....	CKLN 1240	250	News Publishing Co. Radio Ave. 19	Trans-Canada	Joan Orr, Gen. & Coml. Mgr.	Roy Macay, Chief Engr.	Stovin Young Standard PN
NEW WESTMINSTER..	CKNW 1230	250	International Bcstg. Co. Windsor Hotel 3000	.....	William Rea Jr., Pres. & Gen. Mgr. David Armstrong, Coml. Mgr. Gordon M. Reid, Prog. Dir.	Sheila Husell, Prom. Mgr. Ross McIntyre, Chief Engr.	Forjoe Radio Represent- atives AMP Cole SESAC United World PN

# DIRECTORY OF BROADCASTING STATIONS IN CANADA

\*—Non-Commercial Stations.

N—Night.

LS—Operates to Local Sunset.

Station Name	Call Letters	Power	Address	Service	Management	Notes
PORT ALBERNI.....	CJAV 1240	250	Harold E. Warren P. O. Box 333 239		Harold E. Warren, Licensee & Owner-Mgr. Joe Chesney, Prog. Dir. & Prom. Mgr. Hugh Holloway, Chief Engr.	Radio Representatives Lang-Worth PN
POWELL RIVER.....	..... 1490	250	Al Harvey Alagard Powell River		Al. Harvey Alagard, Owner & Gen. Mgr.	.....
PRINCE GEORGE.....	CKPG 1230	250	Radio Station CKPG Ltd. 436 George St. 140	CBC Trans-Canada	Frank H. Elphicke, Pres. Cecil G. Elphicke, Managing Dir. Jack C. Carbutt, Coml. & Prod. Mgr.	John V. Boates, Prom. Mgr. Ray J. Tate, Chief Engr.
PRINCE RUPERT.....	CFPR 1240	50	Northwest Bcst. & Serv. Co. Ltd. (Station Leased to CBC) 336 Second Ave. 868	Trans-Canada	CBC (Lessee) Dr. Augustin Frigon C. H. Insulander, Mgr. & Chf. Engr.	Lloyd Morris, Prog. Dir.
TRAIL.....	CJAT 610	1,000	Kootenay Bcstg. Co. 515 Victoria St. 1243	CBC Trans-Canada	E. H. Hazlewood, Pres. Eric C. Aylen, Station Mgr	N. A. Harrod, Sales & Prod. Mgr. G. L. Fairweather, Chief Engr.
VANCOUVER.....	CBR 1130	5,000	Canadian Bcstg. Corp. 701 Hornby St. Marine 6121	Trans-Canada CBC Pacific	CBC—Dr. A. Frigon, Gen. Mgr. Ira Dilworth, Regional Rep. E. A. Weir, Coml. Mgr.	Kenneth P. Caple, Prog. Dir. Patrick C. Keatley, Pr. & Inf. Rep. A. B. Ellis, Regional Engr.
VANCOUVER.....	CJOR 600	5,000	CJOR Ltd. 846 Howe St. Marine 6464	Dominion	George C. Chandler, Pres.-Mgr. Don Laws, Coml. Mgr. Ross Mortimer, Prog. Dir.	Dorwin Baird, Prom. Mgr. A. H. Chandler, Chief Engr.
VANCOUVER.....	CKMO 1410	1,000	B. C. Bcstg. System Ltd. 812 Robson St. Marine 1271		Mrs. R. J. Sprott, Pres. John N. Hunt, Mgr. T. S. Slattery, Adv. Mgr.	A. V. Reusch, Prog. Dir. Phil J. Baldwin, Prom. Mgr. R. L. Whiteside, Chief Engr.
VANCOUVER.....	CKWX 980	5,000	Western Bcstg. Co. Ltd. 543 Seymour St. Marine 3344	MBS Don Lee	Arthur Holstead, Pres. Frank H. Elphicke, Mgr. Stuart MacKay, Reg. Sales Mgr.	Laurie Irving, Prog. Mgr. Don McKim, Prom. Mgr. Jack Gordon, Chief Engr.
VERNON.....	CJIB 940	1,000	Schroter Bros. Vernon		Edward Schroeter } Owners & Bernard Schroeter } Gen. Mgr.	..... Stovin
VICTORIA.....	CJVI 900	1,000	Island Bcstg. Co. Central Bldg. Garden 2014	Dominion	M. V. Chestnut, Gen. Mgr. Lee Hallberg, Coml. Mgr. R. T. Bately, Prog. Dir.	W. V. Birney, Prom. Mgr. J. Sommers, Chief Engr.

**LISTENERS ARE MADE... NOT BORN!**  
CKNW's consistent promotion pulls listeners to CKNW  
Over 14,000 lines paid space monthly.  
DAILY IN THESE DAILIES • WEEKLY IN THESE WEEKLIES

The Vancouver Sun  
THE BRITISH COLUMBIAN  
NORTH SHORE PRESS  
Fraser Valley Record  
WEST VANCOUVER NEWS  
The Ladner Optimist  
Highland Echo  
THE ADVANCE  
THE GAZETTE  
THE LANGLEY AD  
THE ADVANCE  
THE ADVANCE  
THE ADVANCE  
THE ADVANCE

CAR CARDS... DISPLAYS... SCHOOL TIE-INS TOO  
No other Western Canadian station can prove such consistent promotion to build audience for  
**CKNW**  
NEW WESTMINSTER, B.C.  
YOUR SALES MESSAGES

**MUTUAL PLUS**  
*Vancouver's*  
**CKWX**  
**5000**  
**WATTS**

**YOUR Direct ROUTE TO CANADA'S 3RD MARKET**

call WEED & CO.



# DIRECTORY OF BROADCASTING STATIONS IN CANADA

\*—Non-Commercial Stations.

N—Night.

LS—Operates to Local Sunset.

## MANITOBA

City	Call Letters and Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel		Representatives Transc. Library News Services
BRANDON	CKX 1150	1,000	Manitoba Telephone System Eighth St. & Princess Ave. 4532	Dominion	William F. Seller, Gen. Mgr. W. T. Grigg, Coml. Mgr.	Eric Davies, Prog. Dir. Claude Snider, Chief Engr.	Stovin Young Lang-Worth BUP
FLIN FLON	CFAR 590	250	Arctic Radio Corp. Ltd. Box 806 590	CBC	J. G. Mundie, Pres. G. B. Quinney, Mgr.	Gordon Woodward, Engr.	Stovin Young Lang-Worth BUP
ST. BONIFACE	CKSB 1250	1,000	Radio Saint-Boniface Limitée 607 College St. 204	.....	Dr. H. Guyot, Pres. Louis E. Leprohon, Managing Dir.	R. Dussault, Prog. Dir. D. R. Thomson, Chief Engr.	Wright Associated BUP
WINNIPEG	CJOB 1340	250	John Blick Lindsay Bldg. 9-6374	.....	John O. Blick, Pres. & Gen. Mgr. Anthony J. Messner, Coml. Mgr. Edward Farey, Prod. Mgr.	R. MacLennan, Publ. Rel. Mgr. R. Durie, Chief Engr.	Radio Representatives Associated United PN, BUP
WINNIPEG	CKRC 680	5,000	Transcanada Communications Ltd. Free Press Bldg. 9-2276	Dominion	Victor Sifton, Pres. Gerry Gaetz, Mgr. V. Staples, Adv. Mgr.	Jack M. Hill, Prog. Mgr. A. W. Hooper, Chief Engr.	All-Canada Weed Lang-Worth Standard World PN, BUP
WINNIPEG	CKY 990	15,000	Manitoba Telephone System Telephone Bldg. 92-191	Trans-Canada	W. A. Duffield, Mgr. Wilf Carpentier, Coml. Mgr. R. H. Roberts, Prog. Dir.	D. R. P. Coats, Mgr. Pub. Rel. George Henderson, Engr.	Stovin Young Thesaurus PN

## NEW BRUNSWICK

CAMPBELLTON	CKNB 950	1,000	Restigouche Bestg. Co. Ltd. Bank of Nova Scotia Bldg. 8	CBC	Dr. C. H. Houde, Managing Dir. Stan Chapman, Sta. & Coml. Mgr.	Jim Woods, Prog. Dir. L. P. Paquet, Chief Engr.	All-Canada Weed
EDMUNDSTON	CJEM 1230	250	Edmundston Radio Ltd. 99 Canada Road 296	CBC	Judge E. Michaud, Chief Owner R. W. Leclair, Gen. Mgr.	F. A. Jean, Coml. Mgr. Maurice Lacasse, Prog. Dir.	Stovin Young World
FREDERICTON	CFNB 550	5,000	J. S. Neill & Sons Ltd. Fredericton 1255	CBC Trans-Canada	J. S. Neill, Chief Exec. D. Malcolm Neill, Gen. & Coml. Mgr.	C. Austin Moore, Prog. Dir. Glenn D. Love, Chief Engr.	All-Canada Weed Thesaurus BUP
MONCTON	CKCW 1220	5,000	Moncton Bestg. Co. K. of P. Bldg. 9111	Dominion	J. L. Black, Pres. F. A. Lynda, Managing Dir. C. C. Chambers, Coml. Mgr.	M. E. McCarron, Prog. Dir. A. T. Parkes, Dir. of Pub. Rel. J. A. White, Chief Engr.	McGillvra Stovin Lang-Worth United World BUP
SACKVILLE	CBA 1070	50,000	Canadian Bestg. Corp. 100 Sackville St., Halifax, N. S. 3-6188	Trans-Canada Maritime	(CBC) Dr. A. Frigon, Gen. Mgr. W. E. S. Briggs, Reg. Prog. Dir. E. A. Weir, Coml. Mgr.	Wells Ritchie, Supvr. Press & Information Service H. M. Smith, Regional Engr.	CBC Lang-Worth PN, Reuters BUP
ST. JOHN	CFBC 830	5,000	Fundy Bestg. Co. St. John	Dominion	Norman Botterill, Gen. & Coml. Mgr.		All-Canada Weed Thesaurus BUP
ST. JOHN	CHSJ 1150	5,000	New Brunswick Bestg. Co. Ltd. 14 Church St. 3-3304	Trans-Canada	George A. Cromwell, Station Mgr. Cleve G. Stillwell, Prog. Dir.	John G. Bishop, Chief Engr.	Stovin Young Associated Lang-Worth Standard United World PN

## NOVA SCOTIA

ANTIGONISH	CJFX 580	5,000	Atlantic Broadcasters Ltd. Broadcasting Bldg. 66	CBC	J. Clyde Nunn, Secy.-Treas. & Gen. Mgr. T. C. Robertson, Prog. Dir.	R. J. Ricketts, Prom. Mgr. Gordon C. MacDougall, Chief Engr.	Alexander Young Lang-Worth United PN
BRIDGEWATER	CKBW 1000	1,000	Radio Station CKBW Bridgewater	.....	John F. Hurtle, Mgr.		.....
HALIFAX	CBH 1240	100	Canadian Bestg. Corp. 100 Sackville St. 3-6188	Trans-Canada Maritime	CBC—Dr. A. Frigon, Gen. Mgr. W. E. S. Briggs, Regional Prog. Dir.	E. A. Weir, Coml. Mgr. H. M. Smith, Regional Engr.	CBC PN Reuters BUP
HALIFAX	CHNS 960	5,000	Maritime Bestg. Co. Broadcasting House 3-8318	Dominion Maritime	Andrew W. Robb, Pres. William C. Borrett, Managing Dir. Gerald T. Redmond, Mgr. Station Ops. (Natl. Coml., Prog. & Staff)	Harry Stephen, Coml. Mgr. (Local Coml., Cont., Prom. etc.) John Funston, Chief Anncr. Arthur W. Greig, Chief Engr.	All-Canada Weed Lang-Worth Thesaurus World United PN, BUP

# DIRECTORY OF BROADCASTING STATIONS IN CANADA

\*—Non-Commercial Stations.

N—Night.

LS—Operates to Local Sunset.

## NOVA SCOTIA—(Continued)

City	Call Letters and Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Trans. Library News Services
HALIFAX	CJCH 920	5,000	Chronicle Co. Ltd. Lord Nelson Hotel 3-7811	.....	B. Pearson McCurdy, Pres. Lew Hill, Gen. Mgr. A. Holley, Coml. Mgr. & Prog. Dir.	James Reditt, Prom. Mgr. Reginald MacWilliams, Chief Engr. McGillvra Stovin Standard World PN
SYDNEY	CJCB 1270	5,000	Eastern Broadcasters Ltd. Radio Bldg. 209	Trans-Canada	N. Nathanson, Gen. Mgr. M. Grant, Coml. Mgr.	C. J. MacDougall, Prog. Dir. & Prom. Mgr. A. Vernon, Chief Engr. All-Canada Weed Cole Thesaurus United PN
WINDSOR	CFAB 1450	250	Avard M. Bishop Windsor 59	.....	Avard M. Bishop, Owner & Mgr.	Willard A. Bishop, Prog. Dir. & Prom. Mgr. Alexander Young Cole United PN
YARMOUTH	CJLS 1340	100	Laurie L. Smith Drawer 440 500	.....	Laurie L. Smith, Gen. Mgr. Ernest LeRoy Mabey, Prog. Dir.	Donald L. M. Smith, Chief Engr. All-Canada Weed Lang-Worth United PN



### The Voice of Halifax - Nova Scotia

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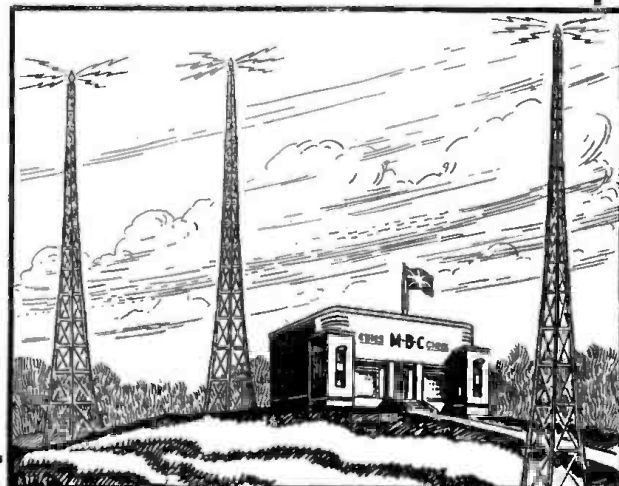
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# DIRECTORY OF BROADCASTING STATIONS IN CANADA

\*—Non-Commercial Stations.

N—Night.

LS—Operates to Local Sunset.

## ONTARIO

City	Call Letters and Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Trans. Library News Services	
BELLEVILLE	CJBQ 1280	250	A. McLean Haig 11 Victoria Ave. 3200	.....	McLean Haig, Pres. W. H. Stovin, Mgr. T. V. Wilkinson, Coml. Mgr.	W. E. Arnold, Prog. Dir. J. B. Buchanan, Chief Engr.	Stovin Young Thesaurus World PN
BRANTFORD	CKPC 1380	1,000	Telephone City Broadcast Ltd. Colborne St. 5140	Dominion	Mrs. Florence M. Buchanan, Managing Dir. Hugh Brenner, Mgr. Carl Roadhouse, Coml. Mgr.	Charles Packham, Coml. Mgr. Tom Potter, Prog. Dir. Alfred Teague, Chief Engr.	Alexander United World BUP
BROCKVILLE	CFJM 1450	100	Eastern Ontario Bcstg. Co. Ltd. Revere Hotel 4628	Dominion	J. R. Radford, Pres. & Gen. Mgr.		Alexander Young Standard United BUP
CHATHAM	CFCO 630	1,000	John Beardall P. O. Box 277 2626	Dominion	John Beardall, Owner-Mgr. & Coml. Dir.	P. A. Kirkey, Coml. Dir. & Prom. Mgr. Gordon Brooks, Chief Engr.	..... Cole BUP
CORNWALL	CKSF 1230	250	Standard-Freeholder Ltd. 36 Pitt St. 1700	Dominion	H. Duncan Wightman, Gen. Mgr. & H. Harrison Flint, Station & Coml. Mgr.	E. Norman Bailey, Prog. Dir. Burton Heward, Prom. Mgr. Mahlon Clark, Chief Engr.	Freemantle Stovin McGillvra World PN
FORT FRANCES	CKFI 1340	250	J. M. Reid Wells Balg. 200	Dominion	J. M. Reid, Owner & Mgr. R. S. Mittenner, Coml. Mgr. G. J. McLaren, Prod. Mgr.	L. C. Evans, Prog. Dir. R. E. Martin, Chief, Engr.	Alexander Messner Young Cole BUP
FORT WILLIAM	CKPR 580	1,000	Dougall Motor Co. Ltd. May St. S. South 315	Trans-Canada	H. F. Dougall, Pres. & Gen. Mgr. G. D. Jeffrey, Coml. Mgr.	R. Baker, Prod. Mgr. T. Ross, Chief Engr.	Radio Repre- sentatives All-Canada Stovin Wilson Thesaurus United PN
HAMILTON	CHML 900	5,000-LS 1,000-N	Maple Leaf Bcstg. Co. Ltd. Pigott Bldg. 7-1595	Dominion	Kenneth D. Soble, Pres. & Gen. Mgr. T. E. Darling, Assist. Mgr.	Edward Stock, Aud. Prom. Dir. W. D. Whitaker, Sales Mgr. O. R. Smith, Chief Engr.	Associated Standard United BUP
HAMILTON	CKOC 1150	5,000	Wentworth Radio Bcstg. Co. Ltd. 82 John St. 7-4484	Trans-Canada	H. R. Carson, Pres. W. T. Cranston, Mgr. A. O. Botsford, Coml. Mgr.	J. Lyman Potts, Prod. Mgr. L. A. Westmoreland, Prom. Mgr. Leslie Horton, Chief Engr.	All-Canada Weec Lang-Worth Thesaurus World PN
KENORA	CJRL 1220	1,000	Kenora Bcstg. Co. Brydon Block 717	CBC	G. E. Tonkin, Mgr. M. Cooke, Prod. Mgr.	P. J. Whitebread, Chief Engr.	Stovin Young Freemantle Thesaurus PN
*KINGSTON	CFRC 1490	100	Queen's U. Fleming Hall	.....	(Under direction of University)		.....
KINGSTON	CKWS 960	5,000	Allied Bcstg. Corp. Kingston 4401	Trans-Canada	Senator W. R. Davies, Pres. Roy W. Hoff, Mgr. W. Brennen, Coml. Mgr.	R. Baer, Prog. Dir. B. Coy, Chief Engr.	National Broad- cast Sales Lang-Worth Standard Thesaurus PN
KIRKLAND LAKE	CJKL 560	5,000	Northern Bcstg. & Publ. Ltd. Canadian Bank of Commerce Bldg., Toronto	CBC	Roy H. Thomson, Owner Brian G. Shelton, Mgr. Thomas J. Warner, Coml. Mgr.	Neil J. Weatherwax, Prog. Dir. Thomas G. Watson, Chief Tech.	National Broad- cast Sales Cook Lang-Worth Standard Thesaurus PN
KITCHENER	CKCR 1490	250	K. W. Bcstg. Co. 125 King St. W. 3-3628	.....	W. C. Mitchell } Owners G. Liddle } W. C. Mitchell, Gen. Mgr.	G. Liddle, Coml. Mgr. Ed. Manning, Prog. Dir. Ion Hartman, Chief Engr.	Wright United PN
LONDON	CFPL 1570	5,000	London Free Press Printing Co. 442 Richmond St. Metcalf 5200	.....	W. J. Blackburn, Pres. & Managing Dir. D. J. A. Wright, Mgr. & Prog. Dir.	M. T. Brown, Coml. Mgr. D. J. A. Wright, Prog. Dir. John Warder, Chief Engr.	Stovin McGillvra Thesaurus World PN
NIAGARA FALLS	CKCV 1600	1,000	Howard Bedford Niagara Falls	.....	Howard Bedford, Owner & Gen. Mgr.		Alexander .....
NORTH BAY, ONT.	CFCH 600	1,000	Northern Bcstg. & Publ. Ltd. 142 Main East 2400	Trans-Canada	Roy H. Thomson, Pres. Cliff Pickrem, Station Mgr. Keith Packer, Coml. Mgr.	Phil Clayton, Prog. Dir. Jack Barnaby, Chief Engr.	Cooke National Broad- cast Sales Lang-Worth Standard Thesaurus PN
ORELLIA	CFOR 1450	250	Gordon E. Smith Orellia 187	Dominion	Gordon E. Smith, Owner & Mgr. R. E. Water, Coml. Mgr.	Alan Brooks, Prog. Dir. Jerry Stovin, Prom. Mgr.	Stovin Young Thesaurus United BUP



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1231 St. Catherine Street West, Montreal 25, P. Q.

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\*—Non-Commercial Stations.

N—Night.

LS—Operates to Local Sunset.

## ONTARIO—(Continued)

City	Call Letters and Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Services	
OSHAWA.....	CKDO 1240	100	Oshawa Bcstg. Co. 70 King St. E.	.....	T. W. Elliott, Pres.  George Elliott, Gen. & Coml. Mgr.	Alexander Thesaurus PN	
OTTAWA.....	CBO 910	1,000	Canadian Bcstg. Corp. Chateau Laurier Hotel 2-1151	Trans-Canada	(CBC) Dr. Augustin Frigon, Gen. Mgr. Charles P. Wright, Station Mgr. & Prog. Dir.	E. A. Weir, Coml. Mgr. Wells Ritchie, Supvr. of Press & Information Maxted Gilbert, Chief Opr.	CBC Canadian Press
OTTAWA.....	CFRA 560	1,000	J. Frank Ryan 18 Rideau St.	.....	J. Frank Ryan, Chief Owner	Stovin	
OWEN SOUND.....	CFOS 1470	1,000	Howard Fleming 904 Second Ave. E. 1940	Dominion	Howard Fleming, Pres. Ralph T. Snelgrove, Managing-Dir. William Hawkins, Assist. Mgr.	Denys Ferry, Prog. Dir. Everett Smith, Prom. Mgr. William Vallins, Chief Engr.	Stovin Young World PN
OTTAWA.....	CKCO 1810	1,000	Dr. G. M. Geldert 272 Somerset St. W. 2-5611	Dominion	Dr. G. M. Geldert, Gen. Mgr. Gerald Geldert, Coml. Mgr. John Pollie, Prog. Dir.	Bob Brazil, Prom. Mgr. W. H. McLellan, Chief Engr.	McGillvra Wright Associated Lang-Worth BUP
PEMBROOKE.....	CHOV 1840	250	Ottawa Valley Bcstg. Co. Ltd. 97 Albert St. 430	Dominion	E. G. Archibald, Chief Owner & Gen. Mgr.	W. Montaigne, Coml. Mgr. Marg. Miller, Prom. Mgr.	McGillvra Stovin Thesaurus BUP
PETERBOROUGH.....	CHEX 1480	1,000	Peterborough Bcstg. Co. Ltd. Hunter St. 4644	Dominion	Senator Rupert W. Davies, Pres. Harold G. Burley, Station Mgr. El Jones, Coml. Mgr.	Karl E. Monk, Prog. Dir. Harry R. McLay, Prom. Mgr. Bert Crump, Chief Engr.	National Broad- cast Sales Cooke Lang-Worth Thesaurus United PN
PORT ARTHUR.....	CFPA 1280	250	Ralph H. Parker Public Utilities Bldg. 315	Dominion	Ralph H. Parker, Owner & Gen. Mgr.	R. P. MacGowan, Coml. Mgr. Edison Gunn, Prog. Dir.	National Broad- cast Sales Broadcast Re- presentatives Weed Fremantle Lang-Worth Standard
SAULT ST. MARIE.....	CJIC 1490	250	Hyland Bcstg. Co. Box 504 3500	Trans-Canada	J. G. Hyland, Chief Exec. & Gen. Mgr.	Italo Marinelli, Chief Engr.	Alexander McGillvra Thesaurus United PN

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# ONTARIO CANADA

## Northern Ontario

The Northern Ontario gold mines account for over 60% of Canada's gold production. Accompanying high wages give the people in Northern Ontario a high per capita purchasing power—a profitable market for advertisers. This rich market area can only be reached by CKGB—CJKL—CFCH.

### CKGB TIMMINS 5000 Watts - 680 Kc.

*Trans-Canada Network, Basic*

is located in the heart of the famous Porcupine gold mining area. It serves an intense listening area of 83,845 persons. Elliott-Haynes ratings show an average listenership of 97.3%.



### CJKL KIRKLAND LAKE 5000 Watts - 560 Kc.

*Trans-Canada Network, Basic*

is located in centre of Northern Ontario's rich mining district, with an intense listening area of 121,718 persons. Elliott-Haynes ratings show 98.3% average listenership.

### CFCH NORTH BAY 1000 Watts - 600 Kc.

*Trans-Canada Network, Basic*

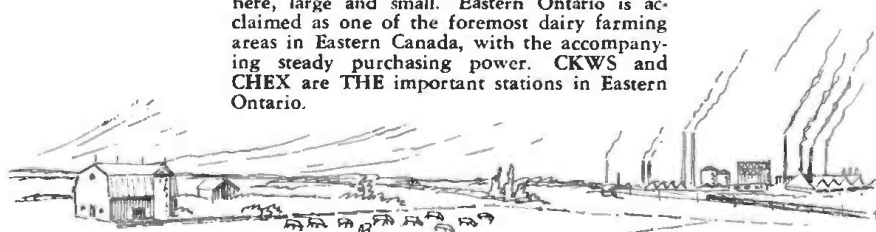
is strategically located at the gateway to Northern Ontario. North Bay, a railway centre, has been chosen as operational point for this district by many distributing organizations. The CFCH intense coverage serves 45,857 listeners.

An average listenership of 97.2% is shown by Elliott-Haynes ratings.



## Eastern Ontario

is a rich industrial and agricultural district. Hundreds of diversified industries are located here, large and small. Eastern Ontario is acclaimed as one of the foremost dairy farming areas in Eastern Canada, with the accompanying steady purchasing power. CKWS and CHEX are THE important stations in Eastern Ontario.



### CHEX PETERBORO 1000 Watts - 1430 Kc.

*Dominion Network, Basic*

The home of 67 diversified industries, Peterboro ranks 13th in Canada for the value of its manufactured goods. Also the hub of the popular Kawartha Lakes tourist district, and centre of a rich agricultural area, the Peterboro market is stable and rich.

### CKWS KINGSTON 5000 Watts - 960 Kc.

*Trans-Canada Network, Basic*

is located almost mid-way between Toronto and Montreal, and is the centre of activity of Eastern Ontario. Diversified industries and rich general and dairy farming assure steady purchasing power. Intense coverage, 245,869 persons, (plus 97,056 in Northern New York State). Elliott-Haynes ratings show an average listenership of 81.7%.

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Canada—National Broadcast Sales

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# DIRECTORY OF BROADCASTING STATIONS IN CANADA

\*—Non-Commercial Stations.

N—Night.

LS—Operates to Local Sunset.

## ONTARIO—(Continued)

City	Call Letters and Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Services	
ST. CATHARINES.....	CKTB 1550	1,000	The Niagara Dist. Bcstg. Co. Ltd. 12 Yates St. 3900	.....	W. B. C. Burgoyne, Pres. & Prom. Mgr. H. B. Burgoyne, Managing Dir.	V. A. Lococo, Coml. Mgr. W. Wheeler, Prog. Dir. William Allen, Chief Engr.	National Broad- cast Sales McGillvra United PN
SARNIA.....	CHOK 1070	5,000-LS 1,000-N	Sarnia Bcstg. Co. Ltd. 148½ Front St. N. 4000	.....	Henry M. Hueston, Pres. Claude R. Irvine, Managing Dir. Sidney J. King, Coml. Mgr.	Russell A. Reinhart, Prog. Dir. J. Grant Webber, Assist. Prog. Dir. Robert F. Cooke, Chief Engr.	Cooke National Broad- cast Sales Lang-Worth Standard Thesaurus AP, PN
STRATFORD.....	CJCS 1240	100	F. M. Squires Windsor Hotel-Stratford 1875	.....	F. M. Squires, Owner & Gen. Mgr. D. A. Watson, Coml. Mgr. John K. Beale, Prog. Dir.	John E. Phillips, Prom. Mgr. R. C. Clark, Chief Engr. Charles Trethewey, Prod. Mgr.	All-Canada Weed United BUP
SUDBURY.....	CKSO 790	5,000	W. E. Mason Sudbury	Trans-Canada	W. E. Mason, Owner W. J. Woodfill, Gen. Mgr. W. H. McLellan, Assist. Mgr.	Bill Acheson, Prog. Dir. J. McRae, Chief Engr.	All-Canada Weed Thesaurus World PN, BUP
TIMMINS.....	CKGB 680	5,000	Northern Bcstg. & Publ. Ltd Thomson Bldg. 1500	Trans-Canada	R. H. Thomson, Pres. H. C. Freeman, Station Mgr. H. Edgar, Coml. Mgr.	E. M. Bowser, Prog. Dir. E. Mott, Chief Engr.	National Broad- cast Sales Lang-Worth Standard Thesaurus PN
TORONTO.....	CBL 740	50,000	Canadian Bcstg. Corp. 354 Jarvis St. Midway 5481	Trans-Canada	(CBC) Dr. Augustin Frigon, Gen. Mgr. Ernest L. Bushnell, Dir. Gen. of Programs E. A. Weir, Coml. Mgr.	H. J. Boyle, Prog. Dir. CBC Trans-Canada Network Wells Ritchie, Supvr. of Press & Information Howard Hilliard, Supervising Engr. (Toronto Area)	CBC PN, BUP Reuters
TORONTO.....	CFRB 860	10,000	Rogers Radio Bcstg. Co. Ltd. 37 Bloor St. W. Midway 3515	CBS	Harry Sedgwick, Pres. & Managing Dir. J. Elsworth Rogers, Vice-Pres. E. Lloyd Moore, Station Mgr.	Wes McKnight, Prog. Mgr. Wishart Campbell, Musical Dir. Jack Sharpe, (Studio) Chief Engr.	Young All-Canada Associated Lang-Worth Thesaurus World PN, BUP
TORONTO.....	CHUM 1050	1,000-D	York Broadcasters Ltd. 21 Dundas Sq. Elgin 4271	.....	John Q. Part, Pres. & Managing Dir. Rolly Ford, Station & Coml. Mgr.	Monty Hall, Prog. Dir. Harry Sayers, Publ. Rel. Dir. A. Boisvert, Chief Engr.	Weed Alexander Standard United Lang-Worth Cole BUP
TORONTO 5.....	CJBC 1010	5,000	Canadian Bcstg. Corp. 354 Jarvis St. Midway 5481	Dominion	(CBC) Dr. Augustin Frigon, Gen. Mgr. Ernest L. Bushnell, Dir.-Gen. of Programs E. A. Weir, Coml. Mgr.	H. G. Walker, Mgr., Dominion Network Wells Ritchie, Supvr. Press & Information Howard Hilliard, Supervising Engr. (Toronto area)	CBC Lang-Worth Standard PN, BUP Reuters
TORONTO.....	CKEY 580	5,000-LS 1,000-N	Toronto Bcstg. Co. Ltd. 444 University Ave. Waverley 3881	.....	Jack K. Cooke, Pres. & Gen. Mgr. Len Smith, Coml. Mgr. Don Innsley, Prog. Dir.	Harry Witton, Prom. & Merch. Ernie Swan, Chief Engr.	Cooke National Broad- cast Sales Associated Lang-Worth Standard Thesaurus World PN, BUP
WINDSOR.....	CKLW 800	5,000	Western Ontario Bcstg. Co. Ltd. Guaranty Trust Bldg. 4-1155 (Windsor) Cadillac 7200 (Detroit)	CBC MBS	Malcolm G. Campbell, Pres. J. E. Campeau, Vice-Pres. & Gen. Mgr.	Richard E. Jones, Coml. Mgr. Campbell S. Ritchie, Prog. Dir. W. J. Carter, Chief Engr.	Stovin Young Thesaurus United World UP, INS
WINGHAM.....	CKNX 920	1,000	W. T. Cruickshank Wingham 158	Dominion	W. T. Cruickshank, Gen. Mgr. Frank Johnson, Coml. Mgr. Thomas Rafferty, Prog. Dir.	John Brent, Prom. Mgr. Scott Reid, Chief Engr.	Alexander Young Thesaurus BUP

## PRINCE EDWARD ISLAND

CHARLOTTETOWN....	CFCY 630	5,000-LS 1,000-N	Island Radio Bcstg. Co. Ltd. 85 Kent St. 741	Dominion Maritime	Lt. Col. K. S. Rogers, Pres. & Managing Dir. R. F. Large, Prog. Mgr.	W. J. Brown Jr., Prom. Mgr. R. F. Large, Chief Engr.	All-Canada Weed Cole Lang-Worth Standard World PN
SUMMERSIDE.....	CHGS 1480	100	R. T. Holman Ltd. 180 Water St. 138	Trans-Canada	H. T. Holman Sr., Pres. R. L. Mollison, Gen. Mgr.	A. A. Nicholson, Prog. Dir. A. McKee, Chief Engr.	Radio Repre- sentatives

# DIRECTORY OF BROADCASTING STATIONS IN CANADA

\*—Non-Commercial Stations.

N—Night.

LS—Operates to Local Sunset.

## QUEBEC

City	Call Letters and Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Services	
AMOS	CHAD 1340	100	Radio Rouyn-Abitibi Ltd. Reilly Bldg., Rouyn 1400	French	R. Beaudry, Pres.	J. R. Linklater, Gen. & Coml. Mgr. National Broadcast Sales Weed Thesaurus United PN	
CHICOUTIMI	CBJ 1580	1,000 10,000-CP	Canadian Bestg. Corp. 286A Racine St. 814	Trans-Canada	(CBC) Dr. Augustin Frigon, Gen. Mgr. Vilmond Fortin, Station Mgr. Omer Renaud, Coml. Mgr.	Leopold Houle, Supvr. Press & Information J. E. Roberts, Supervising Best. Opr.	CBC PN Reuters BUP
GRANBY	CHEF 1200 1300-CP	250 1,000-CP	Granby Bestg. Co. Ltd. 7 Johnson St. 353		C. E. Leroux, Pres. Jacques A. Thivierge, Gen. Mgr.	Herve Marchand, Local Sales Mgr. Gerard Laliberte, Chief Engr.	Fremantle United World PN
HULL	CKCH 1240	250 1,000-CP	Cie de Radiodiffusion de Hull CKCH Ltée. 85 Champlain 2-1701		Edras Terien, Pres. & Gen. Mgr. Raymond Benoit, Directing Mgr.	Max Gebhardt, Chief Engr.	Radio Representatives Wilson Thesaurus PN
JONQUIERE		250					
MONTREAL	CBF 690	50,000	Canadian Bestg. Corp. 1231 St. Catherine St. W. Plateau 7161	Trans-Canada ABC NBC	(CBC) Dr. Augustin Frigon, Gen. Mgr. J. M. Beaudet, Dir. of CBC French Network Omer Renaud, Coml. Mgr.	Leopold Houle, Supvr. of Press & Information E. D. Roberts, Chief Best. Opr.	PN, Reuters BUP
MONTREAL	CBM 940	5,000	Canadian Bestg. Corp. 1231 St. Catherine St. W. Plateau 7161	Trans-Canada NBC	(CBC) Dr. Augustin Frigon, Gen. Mgr. J. M. Beaudet, Dir. of CBC French Network Omer Renaud, Coml. Mgr.	W. J. O'Reilly, Prog. Dir. Leopold Houle, Supvr. of Press & Information E. D. Roberts, Chief Best. Opr.	PN, Reuters BUP
MONTREAL 25	CFCF 600	500	Canadian Marconi Co. 1231 St. Catherine St. W. Plateau 2577	ABC Dominion	James A. Shaw, Station Mgr. S. M. Finlayson, Gen. Mgr. P. E. Hiltz, Coml. Dir.	H. H. Hewatson, Prog. Dir. E. H. Smith, Sales Prom. & Publ. Dir. J. G. Gettenby, Engr.-in-Charge	All-Canada Weed Thesaurus PN, BUP
MONTREAL	CHLP 1150	250	La Patrie Publishing Co. Ltd. Sun Life Bldg. Plateau 5225		P. R. Du Tremblay, Pres. O. Louis Bourque, Gen. Mgr. Charles-Arthur Berthiaume, Managing Dir.	Romeo Mousalau, Assist. Mgr. Simon Gendron, Sales Prom. Mgr. Fernand Bergevin, Prod. & Tech. Dir. Alphonse Cloutier, Chief Engr.	
MONTREAL	CJAD 800	1,000	CJAD Ltd. 1191 Mountain St. Plateau 1805		J. Art Dupont, Pres. & Gen. Mgr. Ron Morrier, Prog. Dir.	Bob Laurion, Traffic Dir. Al Taylor, Chief Engr.	National Broadcast Sales Young Associated, World Standard Lang-Worth PN, BUP



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KET OF EASTERN CANADA**



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**630 KC**

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**CFCY**

*The Friendly Voice of the Maritimes*  
**CHARLOTTETOWN**

## 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

t. Johns	VONG	*Broadcasting Corp. of Newfoundland	9475	300
"	VONH	*Broadcasting Corp. of Newfoundland	5970	300

Log compiled as of Jan. 1, 1947.

\*Indicates station sells time commercially.

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# DIRECTORY OF BROADCASTING STATIONS IN CANADA

\*—Non-Commercial Stations.

N—Night.

LS—Operates to Local Sunset.

## QUEBEC—(Continued)

City	Call Letters and Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Services	
MONTREAL	CKAC 730	5,000	La Cie. de Publication La Presse Ltée 980 Ste. Catherine St. W. Marquette 3611	CBS	Phil Lalonde, Gen. Mgr. Geo. Bourrassa, Coml. Mgr.	Ferdinand Biondi, Prog. Dir. & Prom. Mgr. Leonard Spencer, Chief Engr.	Wright Young Lang-Worth World PN, BUP
NEW CARLISLE	CHNC 610	5,000	Gaspesia Radio Bcstg. Co. New Carlisle 38	.....	Dr. Charles H. Houde, Gen. Mgr. Viateur Bernard, Coml. Mgr.	Gordon S. Coleman, Chief Engr.	Young All-Canada
QUEBEC	CBV 980	1,000	Canadian Bcstg. Corp. Palais Montcalm 8155	Trans-Canada	(CBC) Dr. Augustin Frigon Gen. Mgr. Guy Dumais, Acting Station Mgr. Omer Renaud, Coml. Mgr.	Leopold Houle, Supvr. of Press & Information C. Frenette, Supervising Bcst. Opr.	CBC PN, Reuters BUP
QUEBEC	CHRC 800	5,000	CHRC Ltd. 39 St. John St. 2-8177	.....	Lt. Col. H. Baribeau, J. Narcisse Thivierge, Managing Dir.	LePage Hervin, Secy.-Treas. Aurele Pelletier, Prog. Dir. Arsene Nadeau, Chief Engr.	Hardy Young Lang-Worth BUP
QUEBEC	CKCV 1340	250	CKCV Ltd. 142 St. John St. 2-1585	CBC	J. Herve Baribeau, Chief Exec. Paul LePage, Gen. Mgr. Lucien A. Bernier, Coml. Mgr.	Leon LaChance, Prog. Dir. Marcel Berlinger } Arthur Duberger } Chief Engr.	Radio Representatives Weed World PN
RIMOUSKI	CJBR 900	5,000-LS 1,000-N	The Central Pub. Serv. Corp. Ltd. 1 St. John St. 396	CBC	J.-A. Brillant, Pres. G.-A. Lavoie, Gen. Mgr. C. Charbonneau, Coml. Mgr.	Paul Gagnon, Prog. Dir. F.-C. Doak, Chief Engr.	Stovin Young Standard United AP
RIVIERE du LOUPE	CFJP 1470	250	Radio Station CFJP	.....	Armand Belle, Mgr.	.....	.....
ROUYN	CKRN 1400	250	Radio Rouyn-Abitibi Ltd. Reilly Bldg. 1400	French	R. Beaudry, Pres.	J. R. Linklater, Gen. & Coml. Mgr.	National Broad- cast Sales Weed Thesaurus United PN
SHERBROOKE	CHLT 900	1,000	La Tribune Ltée 3 Marquette St., 2071	CBC	Senator Jacob Nicol, Pres. Alphee Gauthier, Gen. Mgr. Henri V. Delorme, Coml. Mgr.	Jean Louis Gauthier, Prog. Dir. & Prom. Mgr. S. C. Cusack Romeo Paquette } Chief Engrs.	Hardy United World
SHERBROOKE	CKTS 1240	250	Telegram Printing & Publ. Co. Ltd. 3 Marquette St. 2071	Dominion	Senator Chas. B. Howard, Pres. Alphee Gauthier, Gen. Mgr. Henri V. Delorme, Coml. Mgr.	Jean Louis Gauthier, Prog. Dir. Jeanne Tremblay, Prom. Mgr. S. C. Cusack, Chief Engr.	Radio Representatives Thesaurus
SOREL	CJSO 1400	250	Radio Richelieu Ltd. 72 Du Roi St. 540	.....	Gerard Boulay, Gen. Mgr.	.....	Radio Representatives World PN
THREE RIVERS	CHLN 1450	250	LeNouveliste Ltd. Chateau de Blois Hotel 4500	.....	Hon. Jacob Nicol, Chief Exec. Leon Trepanier, Gen. & Coml. Mgr.	Charles Couture, Prog. Dir. & Prom. Mgr.	Hardy Young United World PN
VAL d'OR	CKVD 1230	100	Radio Rouyn-Abitibi Ltd. Reilly Bldg., Rouyn 1400	French	R. Beaudry, Pres.	J. R. Linklater, Gen. & Coml. Mgr.	National Broad- cast Sales Weed Thesaurus United PN
VERDUN	CKVL 990	1,000	Radio Station CKVL 211 Gordon Ave.	.....	Jack Lietolman, Chief Owner	.....	Stovin

## SASKATCHEWAN

MOOSE JAW	CHAB 800	5,000	CHAB Ltd. Grant Hall Hotel 2334	Dominion	J. S. Boyling, Gen. Mgr. A. E. Jacobson, Cons. Engr.	Glen D. Burner, Sales Mgr. Bob Giles, Prod. Mgr. Merv Pickford, Chief Engr.	All-Canada Weed Cole Lang-Worth United BUP
NORTH BATTLEFORD	CJNB 1240	250	..... North Battleford	.....	Jack H. Coalston	.....	All-Canada World BUP
PRINCE ALBERT	CKBI 900	5,000-LS 1,000-N	Central Bcstg. Co. Ltd. Sanderson Block 2621	Dominion	Edward A. Rawlinson, Gen. Mgr. Gerald M. Prest, Coml. Mgr.	Kenneth F. Davey, Prog. Dir. Thomas VanNes, Chief Engr.	All-Canada Weed Thesaurus BUP
REGINA	CKCK 620	5,000	Leader-Post Ltd. Leader-Post Bldg. 8325	Trans-Canada	Victor Sifton, Pres. Harold A. Crittenden, Gen. Mgr. John L. Sayers, Coml. Mgr.	W. E. Collier, Prod. Mgr. Rob't W. Weir, Sales Prom. Dir. E. A. Strong, Chief Engr.	All-Canada Weed Standard Thesaurus BUP
REGINA	CKRM 980	5,000	Transcanada Communications, Ltd. Fidelity Life Bldg. 7631	Dominion	Wm. A. Speers, Gen. Mgr. Bruce M. Pirie, Coml. Mgr. Fred Laight, Prog. Dir.	Grant Carson, Prom. Mgr. Wm. McDonald, Chief Engr.	All-Canada Weed Lang-Worth World PN
SASKATOON	CFQC 600	5,000	A. A. Murphy 216 1st Ave., N. 7282	.....	A. A. Murphy, Managing Dir. Vernon Dallin, Mgr. & Coml. Mgr. Wilfred Gilbey, Prog. Dir.	Blair Nelson, Sales Mgr. Len Hoskins, Chief Engr.	Radio Representatives Wilson Cole Lang-Worth Standard Thesaurus BUP
WATROUS	CBK 540	50,000	Canadian Bcstg. Corp. 300 Telephone Bldg. 9-7261	Trans-Canada	(CBC) Dr. Augustin Frigon, Gen. Mgr. James R. Finlay, Regional Rep. E. A. Weir, Coml. Mgr.	Charles E. L'Ami, Press & Information Rep. Richard L. Punahon, Chief Opr.	CBC PN Reuters BUP
YORKTON	CJGX 940	1,000	Yorkton Bcstg. Co. Ltd. Smith-Mackay Bldg. 824	.....	Dawson Richardson, Pres. A. Leslie Garside, Managing Dir. Douglas McBride, Coml. Mgr.	Kenneth S. Parton, Prod. Mgr. Arthur Mills, Chief Engr.	Stovin Young Cole SESAC World PN
DAWSON CITY	..... 1230	250	.....	.....	.....	.....	.....



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# DIRECTORY OF COMMERCIAL FM STATIONS

(Including grants to Jan. 1, 1947)

†—Station in Operation CP—Construction Permit CG—Conditional Grant ERP—Effective Radiated Power  
S.T.A.—Special Temporary Authorization (for interim operation pending completion of construction permit)

AM Affiliation is shown parenthetically after license name, except in obvious instances where the licensee or grantee uses AM call letters with "FM" suffix

## ALABAMA

- †BIRMINGHAM, WAFM—Voice of Alabama, Inc. (WAPI), Protective Life Bldg., telephone 3-8116. Personnel: Ed Norton, chairman of board; Thad Holt, pres. & gen. mgr.; Joe Rumore, prog. dir.; N. S. Hurley, chief engr. Facilities: CP, Channel 232, ERP 13.7 kw.; S.T.A. 1 kw. On air March, 1946.
- †ANNISTON, WHMA-FM—Harry M. Ayers, Radio Bldg., telephone 2380. Personnel: Harry M. Ayers, pres.; J. W. Buttram, gen. & com. mgr.; James Hudson, chief engr. Facilities: CP, Channel 280, ERP 24 kw. On air Dec. 1, 1946.
- BIRMINGHAM, WBRC-FM—Birmingham Bestg. Co., Inc., Second & 18th Sts., telephone 4-7741. Personnel: J. C. Bell, WBRC gen. mgr. Facilities: CP, Channel 230, ERP 30 kw.
- BIRMINGHAM, WDXE—Johnston Bestg. Co. (WJLD), 324 N. 21st St., telephone 4-4526. Personnel: George Johnston Jr., pres.; Wm. R. Terry, gen. mgr.; Rufus M. Jones, chief engr. Facilities: CP, Channel 228, ERP 40.0 kw.
- BIRMINGHAM, WSGN-FM—The Birmingham News Co., P. O. Box 2553, telephone 4-3434. Personnel: Julian Flint, com. mgr.; Eugene M. Plumstead, prog. dir.; Gordon F. Bishop, chief engr. Facilities: CP, Channel 226, ERP 37.0 kw.
- BIRMINGHAM—Thomas N. Beach (WTNB), 117 N., 21st St., telephone 4-4511. Personnel: Mrs. Evelyn S. Hicks, vice-pres. & gen. mgr. Facilities: CG.
- GADSDEN—Gadsden Bestg. Co. Inc. (WJBY), 108 Broad St., telephones 88. Personnel: Bascom H. Hopkins, pres. Facilities: CG.
- HUNTSVILLE—The Huntsville Times Co. Inc. (WHBS), Gallitin & Clinton Sts., telephone 2345. Personnel: A. L. Smith, mgr. Facilities: CG.
- LANETT, WRLD-FM—Valley Bestg. Co. (See listing under West Point, Ga.)
- MOBILE, WALA-FM—Pape Bestg. Co., 106 St. Joseph St., telephone 3-3756. Personnel: W. O. Pape, owner. Facilities: CP, Channel 271, 32.5 kw.
- MOBILE, WKRG-FM—Giddens & Rester, 205 Government St., telephone 2-8373. Personnel: T. J. Rester & K. R. Giddens, partners. Facilities: CP, Channel 250, 9.0 kw.
- MOBILE—Mobile Daily Newspapers Inc. Facilities: CG.
- MOBILE—Nunn Bestg. Corp. (WMOB), 485 Government St., telephone 2-4566. Personnel: Gilmore N. Nunn, pres.; Archie S. Grimaldi, gen. mgr. WMOB. Facilities: CG.
- MONTGOMERY, WSFA-FM—Montgomery Bestg. Co. Inc., P. O. Box 1031, telephone 8361. Personnel: Howard E. Pill, pres.; David E. Dunn, gen. mgr.; Cliff Shelkowsky, chief engr. Facilities: CP, Channel 263, ERP 29.7 kw.
- MONTGOMERY—G. W. Covington Jr. (WCOV), Exchange Hotel, telephone 5781. Personnel: G. W. Covington Jr., owner. Facilities: CG.
- MONTGOMERY—Dixie Bestg. Co. (WIMGY), Dexter Ave. & Perry St., telephone 5245. Personnel: Dr. S. D. Suggs, pres. Facilities: CG.

## ARIZONA

- PHOENIX—Sun Country Bestg. Co. (KPSC), 74 E. Pierson St. Personnel: J. R. Heath, pres. Facilities: CG.
- TUCSON—Sun Country Bestg. Co. (KTSC), 74 E. Pierson St., Phoenix. Personnel: J. R. Heath, pres. Facilities: CG.

## ARKANSAS

- FORT SMITH, KFPW-FM—Southwestern Hotel Co., 1213 Garrison Ave., telephone 4106. Personnel: John A. England, gen. mgr.; Pat Garner, com. mgr.; Dorothy Gibson, prog. dir.; John M. Van Horn, chief engr. Facilities: CG.

- FORT SMITH, KFSA-FM—Donald W. Reynolds, 507 Rogers Ave., telephone 3125. Personnel: Donald W. Reynolds, owner; Jay W. Anderson, acting gen. mgr.; E. C. McNally, chief engr. Facilities: CG.
- FORT SMITH, KWHN-FM—KWHN Bestg. Co. Inc., City National Bank. Personnel: Allen Whiteside, pres.; William Slates, gen. mgr.; J. Frederick Darby, chief engr. Facilities: CG.
- FORT SMITH—Arkansas-Oklahoma Bestg. Corp. (KRKN)—Kaley Bldg. Personnel: Clyde B. Randall, pres.; R. A. Young, secy.-treas. Facilities: CG.
- SILOAM SPRINGS—KUAO, Inc. (KUAO), telephone 77. Personnel: Dr. John E. Brown, pres.; Storm Whaley, mgr. Facilities: CG.

## CALIFORNIA

- ALAMEDA—Times-Star Publishing Co. Personnel: Abraham Kofman & Sara E. Kofman, owners. Facilities: CG.
- BAKERSFIELD—McClatchy Bestg. Co. (KERN), 17th & I Sts., telephone 8-8431. Personnel: Eleanor McClatchy, pres. Facilities: CG.
- BERKELEY—Central California Broadcasters Inc. (KRE), 601 Ashby Ave., telephone Ashberry 7715. Personnel: Arthur Westlund, pres. & gen. mgr.; Don Hamby, com. mgr.; Les Avery, prog. dir.; Phil McKernan, chief engr. Facilities: CG.
- BEVERLY HILLS, KHRB—Beverly Hills Bestg. Co., 9016 Wilshire Blvd. Personnel: R. E. Henry and J. T. Henry, co-partners. Facilities: CP, 104.7 mcs., No. 284, ERP 760 w.
- CHICO—Golden Empire Bestg. Co. (KHSL), 334 Broadway, telephone 237. Personnel: Hugh McClung, owner. Facilities: CG.
- EUREKA, KRED—Redwood Bestg. Co. Inc. (KIEM), 6th & E Sts. Personnel: William B. Smaulin, pres. & chief owner. Facilities: CP, Channel 230, ERP 2.0 kw. Tentatively plans operation in March, 1947.
- FRESNO, KARM-FM—KARM, the George Harn Station, 1333 VanNess Ave., telephone 3-6277. Personnel: Eleanor McClatchy, pres. Facilities: CP, Channel 270, ERP 24.5 kw.
- †FRESNO, KRFM—J. E. Rodman (KFRE), Patterson Bldg., telephone 4-5001. Personnel: J. E. Rodman, owner; Paul R. Bartlett, gen. mgr.; Herb N. Ferguson, com. mgr.; Edward J. Fresh, prog. dir.; Harold E. Brown, chief engr. Facilities: CP, Channel 272, ERP 69.8 kw.; S.T.A. 250 w. On air Aug. 23, 1946.
- LOS ANGELES, KFIF-FM—Earle C. Anthony Inc., 141 N. Vermont Ave. Personnel: Earl C. Anthony, pres.; Wm. B. Ryan, gen. mgr. Facilities: CG; S.T.A., Channel 243, 250 w.
- †LOS ANGELES, KHJ-FM—Don Lee Bestg. System (KHJ), 5515 Melrose Ave., telephone Hollywood 8111. Personnel: Thomas S. Lee, pres.; Lewis Allen Weiss, exec. vice-pres. & gen. mgr.; Willet H. Brown, exec. vice-pres. & asst. gen. mgr.; Charles Bulotti Jr., prog. dir.; Frank M. Kennedy, chief engr. Facilities: License (Temp.) 44.5 and 99.7 mcs. (No. 259). Went on air in 1941.
- LOS ANGELES, KMGW—Metro-Goldwyn-Mayer Studios Inc., 701 S. Broadway. Personnel: Herbert L. Petzey, dir. Facilities: CP, 46.1 mcs.
- LOS ANGELES—American Bestg. Co. Inc. (KECA), 1440 N. Highlands Ave., telephone Hillside 8231. Facilities: CG.
- LOS ANGELES—Consolidated Bestg. Corp. Ltd. Facilities: CG.
- LOS ANGELES—Echo Park Evangelistic Association (KFSG), 1100 Glendale Blvd., telephone Exposition 1141. Personnel: Rolf K. McPherson, pres. Facilities: CG.
- LOS ANGELES—KMPC, the Station of the Stars Inc. (KMPC), 5939 Sunset Blvd., telephone Hollywood 5341. Personnel: G. A. Richards, pres.; Robert O. Reynolds, vice-pres. & gen. mgr. Facilities: CG.
- LOS ANGELES—Los Angeles Bestg. Co. Inc. (KFAC), 645 S. Mariposa Ave., telephone Fitzroy 1231. Personnel: E. L. Cord, chief owner; Calvin J. Smith, pres. & gen. mgr. Facilities: CG; S.T.A., Channel 245, 500 w.; 156.75 mcs. 10 w.
- LOS ANGELES—Radio Broadcasters Inc. (KRKD), Spring Arcade Bldg. Facilities: CG.
- LOS ANGELES—Standard Bestg. Co. (KFVD), 338 S. Western Ave., telephone Drexel 2391. Personnel: Frank Burke Jr., pres. Facilities: CG.
- LOS ANGELES—Unity Bestg. Corp. of California. Facilities: CG.
- MARYSVILLE, KMYC-FM—Marysville-Yuba City Broadcasters Inc., P. O. Box 631, telephone 2080. Personnel: Horace E. Thomas, pres.; Joe D. Carroll, gen. & com. mgr.; Loyd McQuary, chief engr. Facilities: CG.
- MARYSVILLE, KQVA—Sacramento Valley Broadcasters. Personnel: Warren N. Shingle, Lester Rice & Beverly B. Ballard, partners. Facilities: CP, Channel 222, ERP 38 kw.
- MERCED—Merced Bestg. Co. (KYOS), P. O. Box 717, telephone 1430. Personnel: Hugh McClung, owner & gen. mgr. Facilities: CG.
- MONTEREY—Monterey Peninsula Bestg. Co. (KDON), 470 Calle Principal, telephone 8501. Personnel: Paul H. Caswell, pres.; Reed Pollock, gen. mgr. Facilities: CG.
- OAKLAND, KLX-FM—Tribune Bldg. Co., 401 13th St., telephone Glencourt 0660. Personnel: J. R. Knowland Jr., pres.; Glenn Shaw, gen. mgr.; Anne Truax, prog. dir.; Roswell Smith, chief engr. Facilities: CG.
- OAKLAND, KWBR-FM—Warner Brothers, 327 21st St., telephone Highgate 1212. Personnel: S. W. & E. N. Warner, owners; S. W. Warner, gen. mgr.; F. Wellington Morse, com. mgr.; Sylvia L. Chandler, prog. dir.; Roger L. Roberts, chief engr. Facilities: CP, 97.3 mcs., No. 247, ERP 10 kw. Plans operation about April 1, 1947.
- †ONTARIO, KOCS-FM—The Daily Report, 222 E. B. St., telephone 627-54. Personnel: Mrs. Jerene Appleby Harnish, pres.; Kenneth H. Thornton, gen. & com. mgr.; John R. Conway, asst. mgr.; John Hicks, chief engr. Facilities: CP, 104.3 mcs., No. 282, ERP 310 w.
- PALO ALTO, KPNI-FM—Peninsula Newspapers Inc. Facilities: CP, Channel 282, ERP 770 w.
- PASADENA, KAGH—Rose Bowl Broadcasters Ltd., 560 S. Orange Grove, telephone Sycamore 3-6403. Personnel: Andrew G. Haley, pres.; Ernest J. Vogt, chief engr. Facilities: CP, 105.1 mcs., No. 286, ERP 180 w.
- PASADENA—Southern California Bestg. Co. (KWKW), 425 E. Green St., telephone Ryan 1-3744. Personnel: Marshall S. Neal, chief owner. Facilities: CG.
- REDDING—Golden Empire Bestg. Co. (KVCV), S. Highway 99., telephone 1646. Personnel: Hugh McClung, pres. Facilities: CG.
- †RICHMOND, KRCC—Contra Costa Bestg. Co., 202 10th St., telephone 7616. Personnel: John Galt, pres.; Warren Brown, secy.; Phil Bernheim, gen. mgr.; Herbert Watson, chief engr. Facilities: CP, 104.7 mcs., No. 284, ERP 500 w.
- †RIVERSIDE, KPOR—The Bestg. Corp. of America (KPRO), 3401 Russell St., telephone 6290. Personnel: W. L. Gleeson, pres. & gen. mgr.; Gene Williams, com. mgr.; Larry Sutton, prog. dir.; Stan Reynolds, chief engr. Facilities: CP, 102.1 mcs., No. 271, ERP 20 kw.; S.T.A., 250 w. On air Dec. 15, 1946.
- †SACRAMENTO, KANY—McClatchy Bestg. Co. (KFBK), 708 Eye St., telephone 2-5011. Personnel: Eleanor McClatchy, pres. Facilities: CG; S.T.A., Channel 273, 1 kw.
- SACRAMENTO, KXOA-FM—Sacramento Broadcasters Inc., 1617 30th St., telephone 6-4728. Personnel: Lincoln Dellar, licensee and gen. mgr.; Morton Sidley, com. mgr.; Robert W. Dumm, prog. dir.; Paul Leake, chief engr. Facilities: CG.
- SACRAMENTO—Harmco Inc. (KROY), Hotel Sacramento, telephone 3-2525. Personnel: Clyde F. Coombs, vice-pres. & gen. mgr. Facilities: CG.
- SACRAMENTO, KRRA-FM—Central Valley Bestg. Co., California State Life Bldg., telephone 2-0758. Personnel: Ewing C. Kelly, pres.; Ralph Miller, sales mgr.; Irving Phillips, prog. dir.; Marvin Myers, chief engr. Facilities: Channel 271, ERP 50.28 kw. Plans start in 1947.
- SALINAS—Luther E. Gibson (KHUB Watsonville). Personnel: Luther E. Gibson, owner. Facilities: CG.
- SAN BERNARDINO, KBMT—The Sun Co. of San Bernardino, Calif. Facilities: CP, Channel 279, ERP 6.4 kw.
- SAN BERNARDINO, KFYM-FM—Lee Brothers Bestg. Co., 512 Fifth St., telephone 4761. Personnel: J. C. & E. W. Lee, co-owners; M. A. Vroman, gen. mgr.; Don S. Cummings, com. mgr.; Larry Shields, prog. dir.; George W. Ewing, chief engr. Facilities: CP, 103.8 mcs.; No. 271, ERP 470 w. S.T.A.

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**SAN BRUNO**—Radio Diablo Inc. Facilities: CG.; S.T.A., Channel 249, 50 kw.

**SAN DIEGO, KPFD-FM**—African Radio Corp. Ltd., 326 Broadway, telephone Franklin 6358. Personnel: Thomas E. Sharp, pres. Facilities: CP, 100.9 mcs., No. 265, ERP 38 kw.

†**SAN DIEGO, KPMB-FM**—The Jack Gross Bcstg. Co., Pacific Bldg., telephone Main 2114. Personnel: Jack O. Gross, gen. & coml. mgr.; John Harrison, prog. dir.; Vern A. Milton, chief engr. Facilities: CG., S.T.A., 100.5 mcs., No. 263, 250 w. On air Feb. 1947.

**SAN DIEGO**—Studebaker Bcstg. Co. (KSON). Personnel: John W. Studebaker, principal owner; John Gordon Studebaker, gen. mgr. Facilities: CG.

**SAN FRANCISCO, KGO-FM**—American Bcstg. Co. Inc., 155 Montgomery St., telephone Exbrook 6544 Facilities: CG.

†**SAN FRANCISCO, KJBS-FM**—KJBS Broadcasters, 1470 Pine St., telephone Ordway 4148. Personnel: E. P. Franklin, pres. & gen. mgr.; Stanley G. Breyer, coml. mgr.; Chuck Pendleton, prog. dir.; Bill Nielsen, chief engr. Facilities: CP, 98.5 mcs., No. 253, ERP 35 kw.; S.T.A. 1 kw. On air Dec. 19, 1946.

†**SAN FRANCISCO**—The Chronicle Publishing Co. Facilities: CG, S.T.A., Channel 241, 3 kw.

**SAN FRANCISCO, KSFO-FM**—The Associated Broadcasters Inc., Mark Hopkins Hotel, telephone Exbrook 4567. Personnel: Wesley I. Dumm, pres.; Philip G. Lasky, vice-pres. & gen. mgr.; Keith Kerby-Lakin, prog. dir.; Royal V. Howard, vice-pres. in charge of engrng. Facilities: CP, 98.1 mcs., No. 251, ERP 14 kw. Plans start in 1947.

**SAN FRANCISCO**—National Bcstg. Co. Inc. (KPO), Taylor & O'Farrell Sts., telephone Graystone 8700. Facilities: CG.

**SAN FRANCISCO**—Pacific Agricultural Foundation, Ltd. (KQW). Facilities: CG.

**SAN FRANCISCO**—Pacific Bcstg. Co. Facilities: CG.

**SAN JOSE, KLOK-FM**—Valley Bcstg. Co., 40 W. San Antonio St., telephone Columbia 1483. Personnel: E. L. Barker, pres. & gen. mgr.; S. E. Ryan, coml. mgr.; Dave Dorris, prog. dir.; J. T. Binder, chief engr. Facilities: CP, 100.5 mcs., No. 263, ERP 10 kw. Plans start about April, 1947.

†**SAN JOSE, KSJO-FM**—Santa Clara Bcstg. Co., Box 995, telephone Ballard 3660. Personnel: Frank C. Mitchell, pres.; John G. Bauriedel, gen. mgr. & chief engr.; Donald H. Telford, coml. mgr.; Dave Simmons, prog. dir. Facilities: CP, 105.5 mcs., No. 233, ERP 1.0 kw. On air Jan., 1947.

**SAN JOSE**—FM Radio and Television Corp. Facilities: CG.

**SAN LUIS OBISPO, KVFC-FM**—The Valley Electric Co., 851 Higuera St., telephone 1100. Personnel: Christina M. Jacobson, owner; Les Hacker, gen. mgr. Facilities: CP, Channel 222, ERP 11.0 kw.

**SAN MATEO, KSMO-FM**—Amphlett Printing Co., 811 B St., telephone 4-4112. Personnel: J. Hart Clinton, pres.; John H. Schacht, gen. mgr.; H. Neil Black, chief engr. Facilities: CG.

**SANTA ANA**—The Voice of the Orange Empire Inc. Ltd. (KVOE), 206 N. Main St., telephone 4901-R. Personnel: Ernest L. Spencer, pres. & gen. mgr. Facilities: CG.

**SANTA BARBARA**—News-Press Publishing Co. (KTMS), telephone 6111. Personnel: Thomas M. Storke, pres.; Charles A. Storke, gen. mgr. Facilities: CG.

**SANTA MARIA, KRJM**—Santa Maria Daily Times, Box 400, telephone 10. Personnel: Robert K. & Stan C. Hancock, owners; Robert K. Hancock, gen. mgr.; Richard Kelly, coml. mgr.; William R. Rich, prog. dir.; Kent Young, chief engr. Facilities: CP, 104.3 mcs., No. 282, ERP 386 w. Plans start in early 1947.

†**STOCKTON, KGDH-FM**—E. F. Peffer, 519 E. Market St., telephone 4-4551. Personnel: E. F. Peffer, owner & gen. mgr. Facilities: CG, S.T.A., No. 267, 1 kw.

**YREKA**—Siskiyou Bcstg. Co. (KSYC), 304 W. Miner St. Facilities: CG.

**COLORADO**

**DENVER**—KLZ Bcstg. Co. (KLZ), Shirley-Savoy Hotel, telephone Main 4271. Personnel: E. K. Gaylord, pres.; Hugh B. Terry, KLZ mgr. Facilities: CG.

**DENVER**—National Bcstg. Co., Inc. (KOA), 1625 California St., telephone Main 6211. Personnel: Lloyd E. Yoder, KOA gen. mgr.; James R. MacPherson, KOA asst. mgr. in charge of coml. activities; Robert E. Owen, KOA asst. gen. mgr. chg. of engrng. activities. Facilities: CG.

**CONNECTICUT**

**DANBURY**—The Berkshire Bcstg. Corp. Facilities: CG.

†**HARTFORD, WDFC-FM**—WDFC, Inc., 750 Main St., telephone 7-1188. Personnel: Franklin M. Doolittle, pres. Facilities: License—46.5 mcs. and Channel 232. Went on air experimentally May 13, 1939.

†**HARTFORD, WTIC-FM**—The Travelers Bcstg. Service Corp., 26 Grove St., telephone 2-3181. Personnel: Paul W. Morency, vice-pres. & gen. mgr.; Walter Johnson, asst. gen. mgr. & coml. mgr.; Leonard J. Patricelli, prog. mgr.; H. D. Taylor, plant mgr. Facilities: License 45.3 mcs. and Channel 228. S.T.A. Channel 228, 250 w. Went on air experimentally March 1, 1940.

**HARTFORD**—The Hartford Times, Inc. (WTHT), 555 Aylm St., telephone 2-0237. Personnel: C. Grover DeLancy, WTHT station mgr. Facilities: CG.

**HARTFORD**—State Bcstg. Corp. Facilities: CG.

**MERIDEN, WCLV**—Silver City Crystal Co. Facilities: CP, Channel 224, ERP 7.0 kw.

**NEW BRITAIN, WKNB-FM**—The New Britain Bcstg. Co., 213 Main St., telephone 702. Personnel: Julian Gross, pres.; Walter M. Windsor, gen. & coml. mgr.; David Scott, prog. dir.; William R. Atkinson, chief engr. Facilities: CP, Channel 236, ERP 20.0 kw. On air Dec. 25, 1946.

**NEW HAVEN, WNHC-FM**—Elm City Bcstg. Corp., 1110 Chapel St., telephone 8-3151. Personnel: Patrick J. Goode, pres.; James T. Milne, WNHC gen. mgr. Facilities: CP, Channel 276, ERP 20 kw.

†**NEW HAVEN**—The Colony Bcstg. Corp. Facilities: CP. S.T.A.

**NEW HAVEN**—Connecticut Radio Foundation, Inc. (WELI), 221 Orange St., telephone 8-1133. Personnel: Harry C. Wilder, pres. & chief owner. Facilities: CG.

**NEW LONDON, WNLC-FM**—Thames Bcstg. Corp., 281 State St., telephone 2-4365. Personnel: Roderick L. Morey, pres.; Gerald J. Morey, gen. mgr.; Edward F. Darrell, natl. sales mgr.; Leo B. Keegan, local sales mgr.; Leslie Morson, prog. dir.; Walter J. Tucker Jr., chief engr. Facilities: CP, Channel 250, ERP 20 kw. Plans start March 15, 1947.

**STAMFORD**—The Western Connecticut Bcstg. Co. (WSTC), 270 Atlantic St., telephone 4-7575. Personnel: Kingsley Gillespie, vice-pres.; Harold H. Meyer, WSTC gen. mgr. Facilities: CG.

**WATERBURY, WBRY-FM**—American Republican, Inc., 136 Grand St., telephone 8-1125. Personnel: W. J. Pape, pres.; Eric Pape, WBRY business mgr. Facilities: CG.

**DELAWARE**

**WILMINGTON, WILM-FM**—Delaware Bcstg. Co., 920 King St., telephone 4-7771. Personnel: Alfred G. Hill, pres.; Francis H. Brinkley, vice-pres. & WILM gen. mgr. Facilities: CG.

**WILMINGTON**—Port Frere Bcstg. Co., Inc. (WTUX), 1326 Market St. Personnel: Gordon K. MacIntosh, pres.; Howard R. Robinson, secy-treas. & gen. mgr. Facilities: CG.

**WILMINGTON**—WDEL Inc. (WDEL), 10th & Kings Sts., telephone 7268. Personnel: J. Hale Steinman & John F. Steinman, owners. Facilities: CG.

**DISTRICT OF COLUMBIA**

†**WASHINGTON, WASH**—Commercial Radio Equipment Co., International Bldg., telephone District 1319. Personnel: Everett L. Dillard, owner & gen. mgr.; Hudson Eldridge, coml. mgr.; Larry Carl, prog. dir.; Leigh Kimball, chief engr. Facilities: CP, Channel 267, ERP 20 kw. On air Dec. 17, 1946.

**WASHINGTON, WCFM**—Potomac Bcstg. Cooperative Inc., 2621 Virginia Ave. N.W. Personnel: Helmuth Kern, gen. mgr.; R. Ekman, prog. dir. Facilities: CP, Channel 271.

**WASHINGTON, WHMB**—Theodore Granik. Personnel: Theodore Granik, owner. Facilities: CG.

†**WASHINGTON, WINX-FM**—WINX Bcstg. Co., Eighth & Eye Sts. N. W., telephone Republic 8000. Personnel: Philip L. Graham, chief engr.; R. C. O'Donnell, station mgr.; L. C. Sweatt, coml. mgr.; R. C. McNamara, prog. dir.; Ralph E. Cannon Jr., chief engr. Facilities: CP, Channel 225, ERP 20 kw. On air Sept. 1946.

**WASHINGTON, WMAL-FM**—The Evening Star Bcstg. Co., 724 14th St., N. W., telephone National 5400. Personnel: S. H. Kauffmann, pres.; K. H. Berkeley, gen. mgr.; Ben B. Baylor Jr., coml. mgr.; Gordon Hubbel, prog. dir.; Daniel Hunter, chief engr. Facilities: CP, Channel 231, ERP 20 kw.

**WASHINGTON, WOL-FM**—Cowie Bcstg. Co., 1627 K St., N. W., telephone Metropolitan 0010. Personnel: Gardner Cowie, pres.; Merle S. Jones, gen. mgr.; William B. Murdock, coml. mgr.; Arthur J. Casey, prog. dir.; Harold Reed, chief engr. Facilities: CP, Channel 268, ERP 20 kw.

**WASHINGTON, WQQW-FM**—Metropolitan Bcstg. Co., 2627 Connecticut Ave., N. W., telephone Columbia 6331. Personnel: Edward Brecher, gen. mgr.; Robert Martin, chief engr. Facilities: CP, Channel 269, ERP 20 kw.

**WASHINGTON, WQAM-FM**—National Bcstg. Co. Inc., 724 14th St. N. W., telephone Republic 4000. Personnel: Niles Trammell, NBC pres.; Frank M. Russell, vice pres.; Carleton D. Smith, gen. mgr.; George Y. Wheeler, prog. dir.; A. E. Johnson, chief engr. Facilities: CP, Channel 233, ERP 20 kw.

**WASHINGTON, WDDC-FM**—Capital Bcstg. Co., 1000 Connecticut Ave. N. W., telephone National 7203. Personnel: Joseph Katz, pres.; Ben Strouse, vice pres. & gen. mgr. Facilities: CG.

**FLORIDA**

**CORAL GABLES**—Southern Media Corp. Facilities: CG.

**DAYTONA BEACH, WNDB-FM**—News-Journal Corp. Facilities: CP, Channel 233, ERP 8.5 kw.

**FORT LAUDERDALE**—Gore Publishing Co. Personnel: R. H. Gore, pres.; J. W. Dickey, gen. mgr. Facilities: CG.

**JACKSONVILLE, WJAX-FM**—City of Jacksonville, City Hall, telephone 5-5821. Personnel: Thos. C. Imeson, city commissioner in charge; John T. Hopkins III, WJAX mgr. & chief engr. Facilities: CG.

**JACKSONVILLE, WJHP-FM**—The Metropolis Co., 500 Laura St., telephone 5-7610. Personnel: John H. Perry, pres. Facilities: CP, Channel 244, ERP 34 kw.

**JACKSONVILLE, WMBR-FM**—Florida Bcstg. Co., 675 Main St., S., telephone 5-4387. Personnel: Frank King, pres. & gen. mgr.; Glenn Marshall Jr., coml. mgr.; J. C. Bett, chief engr. Facilities: CP, Channel 240, ERP 20 kw. Plans start in early 1947.

**JACKSONVILLE, WPDQ-FM**—Jacksonville Bcstg. Corp., Gulf Life Bldg., telephone 5-6781. Personnel: L. D. Baggs, chief owner; James R. Stockton, pres.; Robert R. Feagin, gen. mgr.; Frank Taylor Jr., coml. mgr.; Bernie Adams, prog. dir.; James Donovan, chief engr. Facilities: CP, Channel 248, ERP 36 kw.

†**MIAMI, WIOD-FM**—Isle of Dreams Bcstg. Corp., 600 Biscayne Blvd., telephone 3-6444. Personnel: Daniel J. Mahoney, pres.; James M. LeGate, gen. mgr.; Robert L. Fidler, coml. mgr.; Warren Sinot, prog. dir.; M. C. Scott, chief engr. Facilities: CP, Channel 248, ERP 34.0 kw.; S.T.A., 1 kw. Went on air Sept. 20, 1946.

†**MIAMI, WQAM-FM**—Miami Bcstg. Co., 327 N.E. First Ave., telephone 2-6121. Personnel: F. W. Borton, pres.; Mrs. Hazel McGuire, asst. to pres.; Fred Mizer, coml. mgr.; Marjorie Christopher, prog. dir.; Earl W. Lewis, chief engr. Facilities: CP, channel 238, ERP 49 kw. S.T.A., 250 w. Went on air Sept. 20, 1946.

**MIAMI**—Paul Brake. Facilities: CG.

(Continued)

# 1st Commercial FM Station IN WASHINGTON, D. C.

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# COMMERCIAL FM DIRECTORY

(Continued)

- MIAMI**—Everglades Bstg. Co. Facilities: CG.  
**MIAMI**—The Fort Industry Co. (WGBS), 1605 Biscayne Blvd., telephone 3-6444. Personnel: George B. Storer, pres. (Fort Industry); Stanton P. Kettler, WGBS managing director. Facilities: CG.  
**MIAMI BEACH, WKAT-FM**—A. Frank Katzentine, 1759 Bay Road, telephone 5-5711. Personnel: A. Frank Katzentine, owner. Facilities: CG, S.T.A., Channel 244, 1 kw.  
**ORLANDO**—Hazelwood Inc. (WLOF), Angebilt Hotel, telephone 8168. Personnel: Victor Buisset, WLOF, gen. mgr. Facilities: CG.  
**ORLANDO**—Orlando Daily Newspapers Inc. (WHOO), 238 S. Orange Ave., telephone 4161. Personnel: Martin Andersen & Ronald B. Woodyard, chief owners. Facilities: CG.  
**PENSACOLA, WCOA-FM**—Pensacola Bstg. Co., P. O. Box 1669, telephone 4111. Personnel: John H. Perry, pres. Facilities: CG, S.T.A., Channel 225, ERP 3 kw.  
**ST PETERSBURG, WTSP-FM**—Pinellas Bstg. Co., Times Bldg., telephone 8108. Personnel: Irwin Simpson, chief executive. Facilities: CG.  
**TALLAHASSEE**—Capital City Bstg. Corp. (WTAL), P. O. Box 989, telephone 2160. Personnel: Frank Pepper, pres. & gen. mgr. Facilities: CG.  
**TAMPA, WDAE-FM**—Tampa Times Co., 114 N. Franklin St., telephone M-1818. Personnel: David E. Smiley, pres.; L. Spencer Mitchell, gen. & coml. mgr.; Kenneth W. Skelton, prog. dir.; William Pharr Moore, chief engr. Facilities: CG.  
**TAMPA, WFLA-FM**—The Tribune Co., Lafayette & Hyde Park Ave., telephone H-1823. Personnel: J. S. Mims, publisher; Charles G. Baskerville, WFLA gen. mgr. Facilities: CP, Channel 227, ERP 46 kw.  
**WEST PALM BEACH, WJNO-FM**—WJNO Inc., 1500 N. Flagler Drive, telephone 3638. Personnel: Marshall Heminway, pres.; Stephen P. Willis, gen. mgr.; Matt Gettings, prog. dir.; Otis C. Wright, chief engr. Facilities: CG.  
**PALM BEACH, WWPQ-FM**—Palm Beach Bstg. Corp., South Ocean Blvd., telephone 215. Personnel: Charles E. Davis, pres.; Donald Greenleaf, coml. mgr.; Clyde Walden, chief engr. Facilities: CG, S.T.A. 3 kw., Channel 250. On air Dec. 1, 1946.

## GEORGIA

- ATHENS**—J. K. Patrick & Co. (WGAU), Bobbins Mill Road, telephone 1741. Personnel: R. Lewis Doster, gen. mgr. Facilities: CG.  
**ATLANTA, WCON-FM**—The Constitution Publishing Co., c/o Atlanta Constitution, telephone Walnut 6555. Personnel: Clark Howell, chief exec.; Allen Post, gen. mgr. Facilities: CP, Channel 251, ERP 20 kw.  
**AUGUSTA, WRDW-FM**—Augusta Bstg. Co., Eighth & Broad Sts., telephone 2-8805. Personnel: William K. Jenkins, pres.; W. R. Ringson, gen. mgr.; William B. Smart, coml. mgr.; Joseph G. Hunt, prog. dir.; Harvey J. Aderhold, chief engr. Facilities: CG.  
**AUGUSTA**—The Augusta Chronicle Bstg. Co. Facilities: CG.  
**CEDARTOWN**—Northwest Georgia Bstg. Co. (WGAA), telephone 777. Personnel: O. C. Lam, pres. Facilities: CG.  
**COLUMBUS, WDAK-FM**—Radio Columbus Inc., 1028 1/2 Broadway, telephone 3-2771. Personnel: Allen M. Woodall, gen. mgr.; James W. Hicks, coml. mgr.; Ed Westcott, prog. dir.; L. R. Jones, chief engr. Facilities: CP, Channel 246, ERP 10.4 kw.  
**COLUMBUS, WGBA**—Georgia-Alabama Bstg. Corp., 1213 1/2 Broadway, telephone 3-8583. Personnel: A. H. Chapman, pres.; James R. Cook, gen. mgr. & prog. dir.; Jack Robinson, coml. mgr.; J. G. Cobble, chief engr. Facilities: CP, Channel 242, ERP 9.0 kw.; S.T.A., 250 w. On air Dec. 1, 1946.  
**COLUMBUS, WRBL-FM**—Columbus Bstg. Co., 1420 Second Ave., telephone 2-0601. Personnel: J. W. Woodruff, pres.; J. W. Woodruff Jr., exec. mgr. & coml. mgr.; W. S. Massie, local sales mgr.; G. S. Martin, prog. dir.; Joe Gamble, chief engr. Facilities: CP, Channel 244, ERP 12 kw.; S.T.A., 250 w. On air Nov. 18, 1946.  
**DUBLIN**—Dublin Bstg. Co. (WMLT), Box 569, telephone 873. Personnel: George T. Morris & J. Newton Thompson, owners. Facilities: CG.  
**MACON, WBML-FM**—Middle Georgia Bstg. Co., First Natl. Bank Bldg., telephone 2728. Personnel: E. D. Black, pres.; Charles W. Pittman, gen. mgr.; Walter Graham, coml. mgr.; Mary Heater, Richard, prog. dir.; H. S. Goodrich, chief engr. Facilities: CP, Channel 272, ERP 32.0 kw.; S.T.A., 250 w. On air Feb. 10, 1947.  
**MACON, WMAZ-FM**—Southeastern Bstg. Co., Bankers Insurance Bldg., telephone 3131. Personnel: George P. Rankin, pres.; Wilton E. Cobb, Secy.-Treas. Facilities: CP, Channel 270, ERP 32 kw. On air Feb. 10, 1947.  
**MACON**—Macon Telegraph Publishing Co. Facilities: CG.  
**MOULTRIE, WMGA-FM**—John F. Pidcock, telephone 999. Personnel: John F. Pidcock, owner; Thomas R. Barber, gen. mgr. Facilities: CP, Channel 262, ERP 9.1 kw.  
**ROME, WRGA-FM**—Rome Bstg. Corp., Natl. City Bank Bldg., telephone 6589. Personnel: John W. Quarles, pres.; Mather Payne, gen. mgr.; Al Kirby, prog. dir.; Sox Starr, chief engr. Facilities: CP, Channel 255, ERP 1.4 kw. S.T.A. On air Jan., 1947.  
**SAVANNAH, WSAV-FM**—WSAV Inc., Liberty Natl. Bank Bldg., telephone 3-0234. Personnel: Harben Daniel, pres. & gen. mgr.; L. H. Theasmar, coml. mgr.; N. W. Brandon, prog. dir.; M. E. Thompson, chief engr. Facilities: CP, Channel 255, ERP 11 kw.; S.T.A., 250 w.  
**SAVANNAH, WTOCFM**—Savannah Bstg. Co., 516 Abercorn St., telephone 2-0127. Personnel: William T. Knight Jr., pres. & gen. mgr.; Ben Williams, coml. mgr.; Dwight Bruce, prog. dir.; Reeve Owen, chief engr. Facilities: CP, Channel 253, ERP 45 kw.; S.T.A., 250 w.  
**SAVANNAH**—Carter C. Peterson (WCCP), 140 Bull St., telephone 2-4182. Personnel: Carter C. Peterson, pres. owner. Facilities: CG.  
**TOCOGA, WRLE-FM**—E. G. LeTourneau (WRLC), Prather Bridge Road, telephone LeTourneau 1751. Personnel: R. G. LeTourneau, owner; Virgie E. Craig, gen. mgr.; Sam A. Gaines, coml. mgr.; Carroll S. Lee, prog. dir.; Keith Brown, chief engr. Facilities: CP, Channel 249, ERP 10 kw.  
**VALDOSTA**—E. D. Rivers (WGOV), East Park Ave., telephone 1420. Personnel: E. D. Rivers, owner; John R. Bartlett, WGOV gen. mgr. Facilities: CG.  
**WEST POINT, WRLD-FM**—Valley Bstg. Co., General Tyler Hotel, telephone 178. Personnel: L. J. Duncan, gen. mgr.; Miles H. Ferguson, coml. mgr.; Kathryn Smith, prog. dir.; Luther W. Martin, chief engr. Facilities: CG.

## IDAHO

- BOISE, KIDO-FM**—KIDO Inc., Hotel Boise, telephone 660. Personnel: Mrs. C. G. Phillips, prin. owner; Walter E. Wagstaff, gen. mgr.; Boyd Braithwaite, coml. mgr.; Hub Werner, prog. dir.; H. W. Toddmetier, chief engr. Facilities: CP, Channel 271, ERP 3.3 kw.  
**BOISE, KFID-FM**—Frank B. Hurt & Edward P. Hurt, telephone 1200. Personnel: Frank E. Hurt, gen. mgr.; Doyles Cain, coml. mgr.; S. Black, prog. dir.; Edward P. Hurt, chief engr. Facilities: CP, Channel 267, ERP 2.5 kw. On air Nov. 15, 1946.  
**POCATELLO, KSEI-FM**—Radio Service Corp., Yellowstone Highway, telephone 960. Personnel: O. P. Soule, pres.; Henry H. Fletcher, gen. mgr. & chief engr.; Ruthe A. Fletcher, prog. dir. Facilities: CP, Channel 277, ERP 1.8 kw. Plans start in early 1947.  
**TWIN FALLS, KTFI-FM**—Radio Bstg. Corp., 241 Main Ave., W., telephone 2400. Personnel: O. P. Soule, pres.; F. M. Gardner, gen. mgr.; Kenneth Montgomery, coml. mgr.; L. Otto, prog. dir.; George Malone, chief engr. Facilities: CP, Channel 241, ERP 3.0 kw.

## ILLINOIS

- AURORA**—The Copley Press Inc. (Aurora Beacon-News Division). Facilities: CG.  
**BLOOMINGTON, WJBC-FM**—Radio Station WJBC, 209 E. Washington, telephone 2683-0. Personnel: A. M. McGregor & Hugh L. Gately, partners & co-mgrs.; Marion Gillespie, coml. mgr.; Joseph J. Glass, prog. dir.; Fred Bailey, chief engr. Facilities: CP, Channel 230, ERP 6.0 kw.  
**BROOKFIELD, WRBK**—George M. Ives, 4221 Arthur Ave., telephone 2038. Personnel: George M. Ives, owner & gen. mgr. Facilities: CP, Channel 284, ERP 250 w.  
**CARBONDALE, WCIL-FM**—Southern Illinois Bstg. Partnership, 219 W. Main St., telephone 167. Personnel: Paul F. Roy, gen. mgr. Facilities: CP, Channel 263, 3.0 kw.  
**CHAMPAIGN, WDW5-FM**—The Champaign News-Gazette Inc., 48 Main St., telephone 6-1855. Personnel: J. A. McDermott, vice-pres. & gen. mgr.; Frank R. Mills, coml. mgr.; Marc Howard, prog. dir.; Jack Baum, chief engr. Facilities: CG.

†—In operation

- CHICAGO, WBBM-FM**—Columbia Bstg. System Inc., 410 N. Michigan Ave., telephone Whitehall 6000. Personnel: H. Leale Atlase, gen. mgr.; E. H. Shomo, coml. mgr.; Walter Preston, prog. dir.; George Sherman, chief engr. Facilities: License, Channel 257; CP, Channel 257, ERP 18 kw. On air Nov. 17, 1941.  
**CHICAGO, WDLM**—The Moody Bible Institute of Chicago (WMBI), 158 Institute Place, telephone Michigan 1570. Personnel: Henry C. Crowell, gen. mgr.; Robert Parsons, prog. dir.; A. P. Frye, chief engr. (WDLM is non-commercial station). Facilities: License, 47.5 kw., Channel 259. On air experimentally Sept. 5, 1941.  
**CHICAGO, WEFM**—Zenith Radio Corp., 135 S. LaSalle, telephone State 1357. Personnel: E. F. McDonald Jr., pres.; Ted Leitzell, gen. mgr.; Violet Kmety, prog. dir.; J. E. Brown, chief engr. Facilities: License, 45.1 and Channel 253; S.T.A. On air experimentally Feb. 2, 1940.  
**CHICAGO, WEHS-WHFC Inc.**, 6138 W. Cermak Road, telephone Lawndale 8228. Personnel: R. W. Hoffman, pres. & gen. mgr.; E. Hayes, engr. in charge. Facilities: License Channel 261; CP, Channel 261, ERP 16.0 kw.; S.T.A. On air Oct. 1, 1945; on Jan. 6, 1946 for equip. changes; plan resumption in Feb., 1947.  
**CHICAGO, WGNB-WGN Inc.**, 441 N. Michigan Ave., telephone Superior 0100. Personnel: Marlon Claire, dir.; William McGuineas, coml. mgr.; Estelle Barnes, prog. dir.; George Lang, chief engr. Facilities: License, 45.9 and Channel 255; S.T.A., 3 kw. On air Sept. 21, 1941.  
**DECATUR, WSOY-FM**—Commodore Bstg. Inc., 351 N. Main St., telephone 5371. Personnel: Frederick W. Schaub, pres.; Merrill Lindsay, gen. mgr.; Charles Bruce, coml. mgr.; Bernie Johnson, prog. dir.; Paul Wnorowski, chief engr. Facilities: CP, Channel 254, ERP 31.2 kw.; S.T.A., 250 w. On air Nov. 20, 1946.  
**ELMWOOD PARK, WLEY**—Elmwood Park Bstg. Corp. Facilities: CG.  
**EVANSTON, WEAU**—North Shore Bstg. Co. Inc., 2425 Main St., telephone University 4608. Personnel: Edward A. Wheeler, pres. & gen. mgr.; Gerard Gazy, coml. mgr.; Harry Hale, chief engr. Facilities: CP, Channel 282, 655 W. S.T.A. On air Feb. 1, 1947.  
**EVANSTON**—Sentinel Radio Corp. Facilities: CG.  
**FREEDPORT, WFJS**—Freedport Journal-Standard Publishing Co., 6 N. Galena Ave., telephone State 504. Personnel: Donald L. Breen, pres.; Thomas C. Moers, gen. mgr.; Charles W. Taylor, coml. mgr.; Robert P. Moogk, prog. dir.; John D. Holmes, chief engr. Facilities: CG, S.T.A., Channel 271, ERP 250 w. On air Oct. 1, 1946.  
**HARRISBURG, WBEQ-FM**—Harrisburg Bstg. Co., 100 E. Poplar St., telephone 28. Personnel: Inglis M. Taylor, gen. & coml. mgr.; Wanda R. Owen, prog. dir. Facilities: 95.9 mc, 32.7 kw.  
**HERRIN, WJPF-FM**—Orville W. Lyeria, P. O. Box 179, telephone 382. Personnel: Orville W. Lyeria, owner; Charles R. Cook, gen. & coml. mgr. Facilities: CG.  
**KANKAKEE, WKIL**—Kankakee Daily Journal Co. (WKAN), 183 N. Schuyler Ave. Personnel: Leslie C. Small, pres.; Burrell L. Small, gen. mgr.; Bruce Brown, mgr.; Ralph Mueller, prog. dir.; Robert Harrell, chief engr. Facilities: CP, Channel 243, 60 kw. Plans start March 1, 1947.  
**MT. VERNON, WMIX**—Mt. Vernon Radio and Television Co., 121 1/2 N. Ninth St., telephone 2870. Personnel: John R. Mitchell, pres.; Fred Dodge, gen. mgr.; W. David Ames, coml. mgr.; Art Milward, prog. dir.; David Taylor, chief engr. Facilities: CP, Channel 279, ERP 9.5 kw.; S.T.A., 250 w. On air Sept. 15, 1946.  
**MT. VERNON, WMIW**—Midwest Bstg. Co. Facilities: CG.  
**QUINCY, WTAD-FM**—Lee Bstg. Inc., 510 Main St., telephone 6200. Personnel: Lee P. Loomis, pres.; F. C. Eighmey, gen. mgr.; George Arnold Jr., assist. to gen. mgr.; W. T. Burghart, coml. mgr.; Walter J. Rothschild, dir. natl. sales; Merritt Milligan, prog. dir.; Urlin F. Whitman, chief engr.; Leo Bron, tech. dir. Facilities: CP, Channel 251, ERP 53 kw.  
**QUINCY, WQDI**—Quincy Newspapers Inc. Facilities: CP, Channel 249, ERP 18.0 kw.  
**ROCK ISLAND, WHBF-FM**—Rock Island Bstg. Co., Safety Bldg., telephone 918. Personnel: John W. Potter, pres.; Leslie C. Johnson, gen. mgr.; Maurice J. Corken, coml. mgr.; Ted Arnold, prog. dir.; Robert J. Sinner, chief engr. Facilities: CG.  
**ROCKFORD**—Rockford Broadcasters Inc. (WROK), News Tower, telephone Main 5632. Facilities: CG.  
**SPRINGFIELD, WCVS-FM**—WCBS Inc., 523 E. Capital Ave., telephone 9855. Personnel: Harold L. Dewing, pres.; C. W. Needl, gen. & coml. mgr.; R. Ashenleifer, chief engr. Facilities: CP, Channel 269, ERP 19 kw.  
**SPRINGFIELD, WTAX-FM**—WTAX Inc. Personnel: O. J. Miller, mgr. Facilities: CG.  
**WAUKEGAN, WKRS**—Keystone Printing Service Inc., 116 Madison Ave., telephone Majestic 1. Personnel: F. H. Just, pres.; F. Ward Just, gen. mgr. Facilities: CP, Channel 251, ERP 4.0 kw.

## INDIANA

- COLUMBUS, WCSI**—Syndicate Theatres Inc. Personnel: Paul Wagner, gen. mgr. Facilities: CG.  
**CONNERSVILLE, WCNB**—News-Examiner Co., telephone 71. Personnel: Mrs. E. W. Tatman, prin. owner; George S. Tatman, gen. mgr. Facilities: CP, Channel 278, ERP 6.5 kw.  
**ELKHART, WTRC-FM**—Truth Publishing Co. Inc., 116 S. Second St., telephone 948. Personnel: C. D. Greenleaf, pres.; R. R. Baker, gen. mgr.; Dick Holloway, coml. mgr.; Louis Glass, prog. dir.; L. W. Zellmer, chief engr. Facilities: CP, Channel 276, ERP 22 kw. Plans start about Aug., 1947.  
**EVANSVILLE, WMJF**—Tri-State Bstg. Corp. Facilities: CP, Channel 230, ERP 20 kw.  
**EVANSVILLE, WMLL**—Evansville on the Air Inc. (WGBF), 519 Vine St., telephone 2-1171. Personnel: Clarence Leich, gen. & coml. mgr.; Mrs. Pat Roper, prog. dir.; Erwin Schoeny, chief engr. Facilities: License, Channel 284. On air Jan., 1942.  
**FORT WAYNE, WOWO-FM**—Westinghouse Radio Stations Inc., 925 S. Harrison, telephone Anthony 2136. Personnel: Robert G. Duffield Jr., gen. mgr.; Paul E. Mills, coml. mgr.; Carl Vandagriff, prog. dir.; Bruce Ratts, chief engr. Facilities: License, 44.9 mcs. and Channel 240. On air Oct. 15, 1942.  
**FORT WAYNE**—Farnsworth Television & Radio Corp. (WGL), 201 W. Jefferson St., Eastbrook 3366. Personnel: E. A. Nicholas, pres.; Pierre Boucheron, gen. mgr. Facilities: CP, Channel 238, 20 kw.  
**FORT WAYNE**—Fort Wayne Bstg. Inc. (WFTW), Lincoln Tower. Personnel: Edward G. Thoms, pres. & gen. mgr. Facilities: CP, Channel 256, ERP 20 kw.  
**FORT WAYNE**—Northeastern Indiana Bstg. Co. Inc. (New AM grantee), Lincoln Tower Bldg. Personnel: Wm. A. Kunkel Jr., prin. owner. Facilities: CP, Channel 236, ERP 20 kw.  
**HAMMOND, WJOB-FM**—South Shore Bstg. Co., 447 State St., telephone Sheffield 8400. Personnel: O. E. Richardson, R. C. Adair & F. L. Adair, owners; O. E. Richardson, R. C. Adair, coml. mgr.; L. B. Welter, prog. dir.; Stanley Strasburg, chief engr. Facilities: CG.  
**INDIANAPOLIS, WABW**—Associated Broadcasters Inc. (WBBW), 445 N. Penn, telephone Lincoln 7886. Personnel: R. M. Crandall, pres.; Helen Cole, prog. dir. Facilities: License, 47.3 mc. and Channel 285. On air Oct. 1, 1945.  
**KOKOMO, WKMO-FM**—Kokomo Bstg. Corp., 400 1/2 N. Main, telephone 5171. Personnel: Dr. Spencer Taylor, pres. Facilities: CG.  
**LAFAYETTE, WFAM Inc.**, Wallace Bldg., telephone 4300. Personnel: O. E. Richardson, pres.; J. Gibbs Spring, gen. & coml. mgr.; Harry C. Garba, chief engr. Facilities: CG.  
**MUNCIE, WLBC**—Donald A. Burton, P. O. Box 271, telephone 4403. Personnel: Donald A. Burton, owner & gen. mgr.; W. F. Craig, coml. mgr.; Lee W. Allerton, prog. dir.; M. M. Crain, chief engr. Facilities: CP, Channel 279, ERP 6.2 kw.  
**SHELBYVILLE**—Shelbyville Radio Inc. Facilities: CG.  
**NEW CASTLE, WCTW**—Courier-Times Inc., 218 S. 14th St., telephone 1. Personnel: Walter S. Chambers Sr., pres.; Scott B. Chambers, Courier-Times gen. mgr.; E. D. Osborne, WCTW gen. mgr. Facilities: CP, Channel 284, ERP 340 w.  
**SOUTH BEND, WBSF**—South Bend Tribune (WSBT), 225 W. Colfax Ave., telephone 3-6161. Personnel: F. A. Miller, pres.; Robert H. Swintz, gen. mgr.; Neal B. Welch, coml. mgr.; Mark Boyden, prog. dir.; H. C. Cole, chief engr. Facilities: License, Channel 287. On air May 10, 1943.  
**TERRE HAUTE, WBOW-FM**—Banks of the Wabash Inc., 303 S. Sixth St., telephone Crawford 5084. Personnel: Martin Leich, gen. mgr.; W. F. Ripptoe, coml. mgr.; Leo Baxter, prog. dir.; Donald Adrich, chief engr. Facilities: CG.  
**TERRE HAUTE, WTHI-FM**—Wabash Valley Bstg. Corp., Fairbanks Bldg., telephone Crawford 6100. Facilities: CG.

(Continued)



# KOZY FM

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# COMMERCIAL FM DIRECTORY

(Continued)

## IOWA

- †**BURLINGTON, KBUR-FM**—Burlington Bestg. Co., Natl. Bank Bldg., telephone 680. Personnel: Dan T. Riley, pres.; G. B. McDermott, gen. mgr.; George B. J. Adkisson, coml. mgr.; Layton Hurst, prog. dir.; John Gallino, chief engr. Facilities: CG.
- CEDAR RAPIDS, KCRG-FM**—The Gazette Co., 500 Third Ave. S., telephone 2-1121. Personnel: J. F. Hladky Jr., gen. mgr.; Wayne L. Babcock, chief engr. Facilities: CG.
- DAVENPORT**—Tri-City Bestg. Co. (WOC), 1002 Brady St., telephone 3-3661. Personnel: Col. B. J. Palmer, pres.; Buryl Lottridge, vice-pres. Facilities: CG.
- DES MOINES, KRNT-FM**—Cowles Bestg. Co., 715 Locust St., telephone 3-2111. Personnel: Gardner Cowles, pres.; Phil Hoffman, gen. mgr.; Robert Dillon, coml. mgr.; Charles D. Miller, prog. dir.; Charles Quentin, chief engr. Facilities: CG.
- DES MOINES, KSO-FM**—Murphy Bestg. Co., Tenth & Grand Ave., telephone 3-0571. Personnel: Kingsley H. Murphy, pres.; George J. Higgins, vice-pres. Facilities: CP, Channel 267, ERP 154 kw.
- DES MOINES, WHO-FM**—Central Bestg. Co., 914 Walnut St., telephone 3-7147. Personnel: Col. B. J. Palmer, pres.; J. O. Maland, gen. mgr.; Hale Bondurant, coml. mgr.; Harold Fair, prog. dir.; Paul A. Loyet, chief engr. Facilities: CG. Plans start about May 1, 1947.
- DES MOINES**—Independent Bestg. Co. Facilities: CG.
- DUBUQUE, KDTH-FM**—Telegraph Herald, 8th & Bluff, telephone 1603. Personnel: F. W. Woodward, pres.; K. S. Gordon, gen. mgr.; G. K. Downey, coml. mgr.; Arnie Stierman, prog. dir.; Charles M. Cain, chief engr. Facilities: CP, Channel 260, ERP 180 kw.
- DUBUQUE**—Dubuque Bestg. Co. (WKBB), 505 Main St., telephone 572. Personnel: James D. Carpenter, exec. vice-pres. Facilities: CG.
- MASON CITY**—Lee Radio Inc. (KGLD), 12 Second St. N. E., telephone 2800. Personnel: Lee P. Loomis, pres.; F. C. Eighmey, secy.-treas. Facilities: CG.
- SIOUX CITY**—Perkins Brothers Co. (KTRD), Commerce Bldg., telephone 8-0165. Personnel: Dietrich Dirks, pres. & gen. mgr. Facilities: CG.
- WATERLOO, KXEL-FM**—Josh Higgins Bestg. Co., Insurance Bldg., telephone 3-3371. Personnel: Joe DuMont, gen. mgr.; A. J. DuMont, coml. mgr.; Emyln Owen, prog. dir.; Dan Kassner, chief engr. Facilities: CG; S.T.A., Channel 251, 3 kw.

## KANSAS

- HUTCHINSON, KIMV**—Hutchinson Publishing Co., 28 E. Second St., telephone 4400. Personnel: John P. Harris, pres. & gen. mgr. Facilities: CP, Channel 237, ERP 60 kw.
- HUTCHINSON**—Nation's Center Bestg. Co. (KWBW), 101 East Ave. A, telephone 5202. Personnel: William Wyse, owner & mgr. Facilities: CG.
- KANSAS CITY**—Sunflower Bestg. System. Personnel: Harry Butler and Harry Scherzer, owners. Facilities: CG.
- LAWRENCE**—The World Co., 722 Massachusetts St., telephone 22. Personnel: Dolph Simons, gen. mgr. Facilities: CG.
- †**TOPEKA, KTSJ**—The Topeka State Journal Inc., telephone 8581. Personnel: Oscar S. Stauffer, owner-pres. Stauffer Publ. & KTSJ gen. mgr.; Thad Sandstrom, prog. dir.; Chester Wallick, chief engr. Facilities: CG; S.T.A., Channel 275, 250 w. On air Dec. 15, 1946.
- †**TOPEKA, WIBW-FM**—Topeka Bestg. Association Inc., 1035 Topeka Ave., telephone 3-2377. Personnel: H. S. Blake, pres.; Ben Ludy, gen. & coml. mgr.; K. G. Marquardt, chief engr. Facilities: CP, Channel 278, ERP 2.9 kw. On air Nov. 10, 1946.
- WICHITA, KFHF-FM**—The Radio Station KFHF Co., KFHF Bldg., telephone 2-4491. Personnel: Marcellus M. Murdock, pres.; Pletz Clark, business mgr.; Clark A. Luther, coml. mgr.; Vernon E. Reed, prog. dir.; Amos Dadsman, chief engr. Facilities: CP, Channel 243, ERP 185 kw.
- WICHITA**—The Wichita Beacon Bestg. Co. Personnel: Louis, Max & John Levand, owners. Facilities: CG.
- WICHITA**—The Farmers & Bankers Bestg. Corp. (KFBI), 200 E. First, telephone 2-1447. Personnel: H. K. Linsley, pres.; R. K. Linsley, gen. mgr.; D. W. McCoy, coml. mgr.; J. B. Bradshaw, prog. dir.; K. W. Pyle, chief engr. Facilities: CG.

## KENTUCKY

- ASHLAND**—Ashland Bestg. Co. (WCMJ), Box 949, telephone 8010. Personnel: Gilmore N. Nunn, pres. Facilities: CG.
- BOWLING GREEN**—The Bowling Green Bestg. Co., Fairview & Lehman Ave., telephone 1340. Personnel: Ken D. Givern, pres. & gen. mgr. Facilities: CG.
- †**HENDERSON, WSON-FM**—Henderson Bestg. Co. Inc., Zion Road, telephone 8923. Personnel: Pierce E. Lackey, pres.; Hecht S. Lackey, gen. mgr.; Martha Jane Reed, prog. dir.; B. A. Smith, chief engr. Facilities: 93.1 Mc. S.T.A.
- †**HOPKINSVILLE, WHOP-FM**—Hopkinsville Bestg. Co. Inc. (WHOP), Cadiz Road, telephone 1025. Personnel: Pierce E. Lackey, pres. Facilities: 97.9 Mc. S.T.A.
- LEXINGTON, WLAF-FM**—American Bestg. Corp. of Kentucky, Radio Bldg., telephone 1721. Personnel: Gilmore N. Nunn & J. Lindsay Nunn, chief owners; Miller Welch gen. & coml. mgr.; J. B. Faulkner, prog. dir.; Sanford Held, chief engr. Facilities: CP, Channel 272, ERP 8.0 kw.
- LOUISVILLE, WAVE-FM**—Wave, Inc. Facilities: CP, Channel 260, ERP 33 kw.
- LOUISVILLE, WBOX**—Northside Bestg. Corp. (WGRG). Facilities: CP, Channel 262, ERP 29.8 kw. Plans start in 1947.
- LOUISVILLE, WCJT**—Courier-Journal and Louisville Times Co. (WHAS), 300 W. Liberty St., telephone Wabash 2211. Personnel: Barry Bingham, pres. & chief owner; W. Lee Coulson, gen. mgr.; Joe Eaton, coml. mgr.; Richard E. Fischer, prog. dir.; Orrin W. Towner, chief engr. Facilities: CP, Channel 258, ERP 24 kw. On air Jan. 30, 1946.
- OWENSBORO, WOMI-FM**—Owensboro Bestg. Co. Inc., telephone 420. Personnel: Lawrence W. Hager, pres.; Hugh O. Potter, gen. mgr.; Marshall W. Bruner, asst. mgr.; Cliffordean Potter, prog. dir.; Leslie Goodaker, chief engr. Facilities: CG.
- OWENSBORO**—Owensboro on the Air Inc. (WKYB), 504 Kentucky Ave., telephone 800. Personnel: Edwin J. Paxton Sr., pres.; E. J. Paxton Jr., gen. mgr.; Sam Livingston, coml. mgr.; Neil McIntyre, prog. dir.; C. G. Sims, chief engr. Facilities: CG.
- PADUCAH, WKYC**—Paducah Newspapers Inc. Facilities: CP, Channel 247, ERP 32 kw.
- †**PADUCAH, WPAD-FM**—Paducah Bestg. Co. Inc., Taylor Bldg., telephone 4100. Personnel: Pierce E. Lackey, pres. & gen. mgr.; Evelyn Carroll, prog. dir.; V. C. Morris, chief engr. Facilities: CG; S.T.A., Channel 245, 8 kw. On air Nov. 27, 1946.
- WINCHESTER, WINW**—Winchester Sun Co. Inc. Facilities: CG.

## LOUISIANA

- ALEXANDRIA, KALB-FM**—Alexandria Bestg. Co. Inc., 5th at Johnston, telephone 3385. Personnel: Walter H. Allen, pres. Facilities: CG.
- †**ALEXANDRIA, KPDR-FM**—Central Louisiana Bestg. Corp., 1710 Jackson, telephone 9568. Personnel: E. Levy, pres. & gen. mgr.; Joel M. Hirsch, mgr.; N. S. Cruse, coml. mgr.; J. Church, prog. dir.; Henry Shean, chief engr. Facilities: CG; S.T.A., Channel 262. On air June 13, 1946.
- †**BATON ROUGE, WBRL**—Baton Rouge Bestg. Co. Inc. (WJBO), 444 Florida St., telephone 5271. Personnel: J. Roy Dabadie, gen. mgr.; T. E. Gibbins, coml. mgr.; Ralph H. Sims, prog. dir.; Vernon E. Dudley, chief engr. Facilities: License, Channel 241; CP, Channel 241, ERP 51 kw.; S.T.A. On air May, 1941.
- NEW ORLEANS, WDSU-FM**—E. A. Stephens, Fred Weber, and H. G. Wall, d/b as Stephens Bestg. Co., Hotel Monteleone, telephone Raymond 7135. Facilities: CG.
- †**NEW ORLEANS, WRCM**—Supreme Bestg. System Inc. (WJMR), Jung Hotel, telephone Canal 5081. Personnel: William Cortada, pres.; Stanley W. Ray Jr. & George A. Mayoral, co-mgrs.; Hal Walker, prog. dir.; George A. Mayoral, chief engr. Facilities: CP, S.T.A., 250 w., Channel 237, ERP 81 kw. On air May 1, 1946.
- NEW ORLEANS, WSBM-FM**—WSMB Inc., Maison Blanche Bldg., telephone Magnolia 592. Personnel: E. V. Richards, pres. Facilities: CP, Channel 289, ERP 158 kw.

†—In operation

## MAINE

- †**NEW ORLEANS, WTSP-FM**—The Times Picayune Publishing Co., 615 Howard St., telephone Canal 5561. Personnel: L. K. Nicholson, pres.; A. H. Talbot Jr., co-mgr. & coml. mgr.; H. F. Wehrmann, co-mgr. & chief engr. Facilities: CG; S.T.A., Channel 233, 1 kw.
- †**NEW ORLEANS, WWLH**—Loyola University (WWL), Roosevelt Hotel, telephone Raymond 2194. Personnel: W. H. Summerville, gen. mgr.; Ed Hoerner, prog. dir.; J. D. Bloom, chief engr. Facilities: CG; S.T.A., Channel 235, 8 kw.
- BANGOR, WARY**—Portland Bestg. System Inc. (WGAN Portland). Personnel: Guy P. Gannett, pres. Facilities: CP, Channel 232, ERP 10.8 kw.
- LEWISTON**—Twin City Bestg. Co. Inc. (WCOU), 223 Lisbon St., telephone 3140. Personnel: Faust Couture, pres. Facilities: CG.
- PORTLAND, WGAN-FM**—Portland Bestg. System Inc., 645a Congress St., telephone 2-7489. Personnel: Guy P. Gannett, pres. Facilities: CP, Channel 261, ERP 8.6 kw.

## MARYLAND

- ANNAPOLIS, WJWD**—The Capital Bestg. Co. Facilities: CP, Channel 261, ERP 16.6 kw.
- BALTIMORE, WASA**—The A. S. Abell Co., Baltimore & Charles St., telephone Lexington 7700. Personnel: Paul S. Patterson, pres. A. S. Abell Co.; Donald Withycomb, gen. mgr.; Robert B. Cochrane, prog. dir.; Carlton G. Nopper, chief engr. Facilities: CG. Plans start in June, 1947.
- BALTIMORE, WFBR-FM**—The Baltimore Radio Show Inc., 10 E. North Ave., telephone Mulberry 1300. Personnel: Robert S. Maalin Sr., pres.; Hope H. Barroll Jr., gen. mgr.; William S. Pirie Jr., dir. natl. sales; William R. Dohard, dir. local sales; William B. Hanauer, prog. dir.; William G. Ranft, chief engr. Facilities: CP, Channel 259, ERP 20 kw.
- †**BALTIMORE, WITH-FM**—Maryland Bestg. Co., 7 E. Lexington St., telephone Lexington 7808. Personnel: Thomas G. Tinsley, pres. & gen. mgr.; R. C. Embry, coml. mgr.; W. Wallace Ashley, prog. dir.; James S. Duff, chief engr. Facilities: CG; S.T.A., Channel 273, 1 kw. On air July 16, 1945.
- BALTIMORE, WMCP**—Belvedere Bestg. Corp., 502 E. North Ave., telephone Hopkins 3700. Personnel: Thomas F. McNulty, pres.; Bernard G. Peter, gen. mgr.; Hal Kemp, chief engr. Facilities: CG. Plans start about June 1, 1947.
- BALTIMORE**—Baltimore Bestg. Corp. (WCBM), Community House, telephone University 8400. Personnel: John Elmer, pres. Facilities: CG.
- BALTIMORE**—The Monumental Radio Co. (WCAO), 811 W. Lanvale St., telephone Madison 7220. Personnel: Lewis M. Milbourne, pres.; L. Waters Milbourne, vice-pres. & gen. mgr.; Leslie H. Peard Jr., coml. mgr.; Gordon A. Scheising, prog. dir.; Martin L. Jones, chief engr. Facilities: CG.
- CUMBERLAND**—The Tri-State Bestg. Co. Facilities: CG.
- FREDERICK, WFMD-FM**—The Monocacy Bestg. Co., Winchester Hall, telephone 1626. Personnel: Laurence Leonard, pres.; William E. Hardy, gen. & coml. mgr.; Evelyn Leonard, prog. dir.; James W. Robertson, chief engr. Facilities: CP, Channel 251, ERP 2.0 kw.
- †**HAGERSTOWN, WJEJ-FM**—Hagerstown Bestg. Co., Franklin Court, telephone 2323. Personnel: Grover C. Crilly, WJEJ, gen. mgr. Facilities: CP, S.T.A.
- SALISBURY**—The Peninsula Bestg. Co. (WBOC), Radio Park, telephone 2480. Personnel: John W. Downing, pres.; Charles J. Truitt, gen. mgr. Facilities: CG.
- SILVER SPRING, WDAY-FM**—Tri-Suburban Bestg. Corp., telephone Shepherd 1050. Personnel: John W. Kluge, pres. & coml. mgr.; Joseph L. Brechner, gen. mgr.; Arnold Low, prog. dir.; Charles K. Christman, chief engr. Facilities: CP, Channel 282, ERP 440 w. Plans start in early 1947.

## MASSACHUSETTS

- †**BOSTON, WBZ-FM**—Westinghouse Radio Stations Inc., 275 Tremont St., telephone Hancock 4261. Personnel: Walter C. Evans, vice-pres. & gen. mgr. WRS; W. C. Swartley, station mgr.; C. Herbert Masse, coml. mgr.; W. Gordon Swan, prog. dir.; W. H. Hauser, chief engr. Facilities: License, 46.7 and Channel 264.
- †**BOSTON, WGTR**—The Yankee Network Inc., 21 Brookline Ave., telephone Commonwealth 0800. Personnel: William O'Neil, pres.; John Shepard 3rd, chairman of bd.; Linus Travers, exec. vice-pres.; George Steffy, vice-pres.; Irving Robinson, chief engr. Facilities: License, 44.3 and Channel 278; S.T.A., 1 kw.
- †**BOSTON, WMNE**—The Yankee Network Inc. (WMTW), 21 Brookline Ave., telephone Commonwealth 0800. Personnel: William O'Neil, pres.; John Shepard 3rd, chairman of bd.; Linus Travers, exec. vice-pres.; George Steffy, vice-pres.; Irving Robinson, chief engr. Facilities: License, 43.9 and Channel 251; S.T.A., 1 kw.
- BROCKTON, WAZV**—Cur-Nan Co. Facilities: CP, Channel 286, ERP 800 w.
- FALL RIVER, WSAR-FM**—The Fall River Bestg. Co. Inc., Academy Bldg., telephone 7-9477. Personnel: Marvin Lehr, pres. & mgr. Facilities: CP, Channel 248, ERP 20 kw.
- FITCHBURG, WEIM-FM**—Mitchell G. Meyers, Ruben E. Aronheim and Milton H. Meyers, 717 Main St., telephone 1600. Personnel: Earl Clement, gen. mgr.; Carter Knight, coml. mgr.; Richard Tucker, prog. dir.; Theodore Kalin, chief engr. Facilities: CP, Channel 260, ERP 18 kw.
- GREENFIELD**—John W. Haigis (WHAJ), 354 Main St., telephone 4301. Personnel: John W. Haigis, owner. Facilities: CG.
- HAVERHILL**—The Haverhill Gazette Co. (WHAJ), telephone 1300. Personnel: John T. Russ, pres.; Herbert W. Brown, chief engr. Facilities: CG.
- HOLYOKE, WHYN-FM**—The Hampden-Hampshire Corp., 180 High St., telephone 8238. Personnel: William Dwight, pres.; Charles N. De Rose, WHYN gen. mgr. Facilities: CP, Channel 238, ERP 3.5 kw.
- LAWRENCE, WLAW-FM**—Hildreth & Rogers Co., 278 Essex St., telephone 4107. Personnel: Irving E. Rogers, pres. Facilities: CP, Channel 239, ERP 17 kw.
- LOWELL**—Merrimac Bestg. Co. Inc. (WLLH), 89 Kearney Square, telephone 8715. Personnel: A. S. Moffat, pres.; Gerald Harrison, vice-pres. Facilities: CG.
- NEW BEDFORD, WBSM**—Bay State Bestg. Co. Facilities: CG.
- †**NEW BEDFORD, WPMR**—E. Anthony & Sons Inc. (WNBH), 555 Pleasant St., telephone 3-8215. Personnel: Basil Brewer, pres.; William R. Hutchins, gen. & coml. mgr. Facilities: CP, Channel 247, ERP 20 kw.; S.T.A., 250 w.
- NEW BEDFORD**—Southeastern Mass. Bestg. Corp. Facilities: CG.
- NORTH ADAMS, WMFM**—James A. Hardman. Personnel: James A. Hardman, owner. Facilities: CP, Channel 268, ERP 1 kw.
- PITTSFIELD**—Eagle Publishing Co. Facilities: CG.
- PITTSFIELD**—Leon Podolsky (WBRK). Personnel: Leon Podolsky, owner; John T. Parsons, gen. mgr.; Robert H. Burbank, coml. mgr.; Daniel Healy, prog. dir.; Leonard Lavendoll, chief engr. Facilities: CG.
- SALEM, WESX-FM**—North Shore Bestg. Co., 4958 Washington St., telephone 5670. Personnel: Charles W. Phelan, pres.; Edmund L. Phelan, gen. mgr.; Robert C. Taylor, coml. mgr.; Richard I. Hammond, chief engr. Facilities: CP, Channel 238, ERP 500 w.
- †**SPRINGFIELD, WBZA-FM**—Westinghouse Radio Stations Inc., 275 Tremont St., Boston, telephone Hancock 4261. Personnel: See WBZ-FM, Boston. Facilities: License, 48.1 mcs. and Channel 245.
- SPRINGFIELD**—WMAS Inc., Hotel Charles, telephone 7-1414. Personnel: A. S. Moffat, pres.; Gerald Harrison, vice-pres. Facilities: CG.
- †**WORCESTER, WTAG-FM**—WTAG Inc., 18 Franklin St., telephone 5-4321. Personnel: E. E. Hill, exec. vice-pres.; Robert W. Booth, gen. mgr.; Herbert L. Krueger, coml. mgr.; A. J. Brisette, prog. dir.; Elliott A. Browning, chief engr. Facilities: License, Channel 274; S.T.A., 500 w. On air June 17, 1940.

## MICHIGAN

- †**ANN ARBOR, WGUN**—Washtenaw Bestg. Co. (WPAG), 106 E. Liberty St., telephone 2-5517. Personnel: Arthur E. Greene, pres.; Edward F. Baughn, gen. mgr.; Ted Turner, coml. mgr.; Charles T. Wilton, prog. dir.; George D. Stearns, chief engr. Facilities: CP, Channel 277, ERP 2 kw. On air Jan. 1, 1947.
- †**BATTLE CREEK, WELL-FM**—Federated Publications Inc., 1 W. Michigan Ave., telephone 5655. Personnel: A. L. Miller, pres.; Dan E. Jayne, gen. mgr.; E. P. Mills Jr., coml. mgr.; F. F. Owen, prog. dir.; Earl J. Stone, chief engr. Facilities: 102.1 mc. S.T.A.

(Continued)



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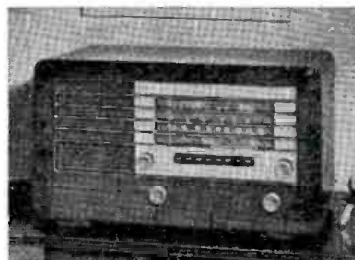
The NEW WORLD, 1121-M2-M—Pan American in the trend of its pattern, with uniquely original disappearing doors, this automatic radio-phonograph contains all the famous Stromberg-Carlson technical advances. Receives on standard, two FM bands, and short wave with spread-band tuning. Engineered for wire recording.



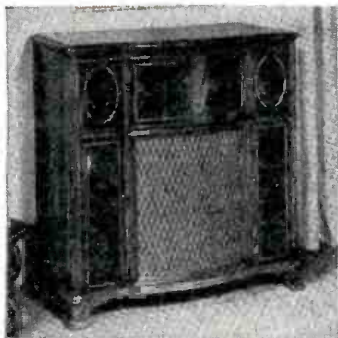
The IMPERIAL, 1121-LW — The ideal console radio. Outstanding reception on standard broadcast; on both present and newly approved FM bands; and on spread-band international short-wave.



The HEPPLEWHITE, 1121-PGM—A beautifully appointed automatic radio-phonograph console in a cabinet of classic 18th century design. Standard, two FM bands, and short wave band with spread-band tuning. Engineered for wire recording.



The INTERNATIONAL, 1121-HW — Finest of the Stromberg-Carlson table radios. Gives magnificent performance on standard broadcast; on both present and newly approved FM bands; and on spread-band international short-wave.



The EMPIRE, 1121-PL — Superb radio-phonograph combination offering standard broadcast, complete FM, international short wave; splendid reproduction of recorded programs—engineered for wire recording, too. Elegantly graceful bowfront cabinet provides generous record storage space.



The EIGHTEENTH CENTURY, 1121-PFM, 1121-PFW — Beautiful tone characterizes this automatic radio-phonograph console. The distinguished cabinet of 18th century design is in the true English fine furniture tradition. Standard broadcast, two FM bands, and spread-band short wave. Engineered for wire recording.

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Radios, Radio-Phonographs, Television, Sound Equipment and Industrial Systems, Telephones, Switchboards, and Intercommunication Systems

# COMMERCIAL FM DIRECTORY

(Continued)

†BAY CITY, WBCM-FM—Bay Bstg. Co. Inc., 100 Center Ave., telephone 7551. Personnel: Harley D. Peet, pres.; Hughford A. Giesel, gen. mgr.; Ralph H. Carpenter, chief engr. Facilities: CG; S.T.A., Channel 250, 1 kw.

BENTON HARBOR, WHFB-FM—The Palladium Publishing Co., 65 Wall St., telephone 8141. Personnel: Stanley R. Banyon, pres.; Jacob P. Scherer, gen. mgr.; Edward Zick, local consultant. Facilities: CP, Channel 280, ERP 9.2 kw. Plans to start in Spring of 1947.

DEARBORN—Herman Radner (WIBM Jackson). Facilities: CG.

†DETROIT, WENA—The Evening News Association (WWJ), Penobscot Bldg., telephone Cherry 1411. Personnel: W. J. Scripps, dir. of radio for Detroit News; Edwin K. Wheeler, gen. mgr.; Harry W. Betteridge, gen. sales mgr.; Melvin C. Wisman, prog. dir.; E. J. Love, chief engr. Facilities: License, 44.5 and Channel 245. On air May 9, 1941.

DETROIT, WJBK-FM—James F. Hopkins Inc., 6559 Hamilton Ave., telephone Trinity 2-2000. Facilities: CP, Channel 238, ERP 33 kw.

DETROIT, WJR-FM—WJR, The Goodwill Station, Fisher Bldg., telephone Madison 4400. Personnel: G. A. Richards, pres.; Owen F. Uridge, gen. mgr.; Charles G. Burke, com. mgr.; Worth Kramer, prog. dir.; G. F. Leydorf, chief engr. Facilities: CP, Channel 235, ERP 28 kw.

†DETROIT, WLOU—Booth Radio Stations Inc. (WJLB), Eaton Tower, telephone Cadillac 7600. Personnel: John L. Booth, pres. & gen. mgr.; Hugh M. Gray, station mgr.; Eric V. Hay, com. mgr.; Richard Pavay, prog. dir.; E. H. Clark, chief engr. Facilities: License, 44.9 and Channel 243; S.T.A., 1300 w. On air May 1, 1941.

DETROIT—King-Trendle Bstg. Corp. (WXYZ), Stroh Bldg., telephone Cherry 8321. Personnel: Not yet selected by ABC. Facilities: CG.

DETROIT—Knight-Ridg Corp. Facilities: CG.

DETROIT—UAW-CIO Bstg. Corp. of Michigan, 411 Milwaukee St., telephone Triangle 1-6800. Personnel: Owned by International Union, UAW-CIO; staff not yet selected. Facilities: CG.

ESCANABA—John P. Norton (WDBC), c/o Escanaba Daily Press. Facilities: CG.

FLINT—Advertisers Press Inc. Facilities: CG.

FLINT—Flint Bstg. Co. (WFDF), Mott Bldg., telephone 2-7158. Facilities: CG.

†GRAND RAPIDS, WFRS—The Grand Rapids Bstg. Corp., Murray Bldg., telephone 8-4222. Personnel: Gordon A. Thorpe, pres. & chief engr.; Gerald R. Loop, gen. mgr.; Donald H. Foster, com. mgr.; Robert L. Epstein, prog. dir. Facilities: CP, Channel 226, ERP 10.5 kw. S.T.A.

GRAND RAPIDS, WJEF-FM—Fetzer Bstg. Co. Facilities: CG.

†GRAND RAPIDS, WLAV-FM—Leonard A. Verlaui, 6 Fountain St. N. E., telephone 6-5461. Personnel: Leonard A. Verlaui, owner; Hy M. Steed, WLAV gen. mgr. Facilities: 93.9 mc. S.T.A.

GRAND RAPIDS—Lear, Inc. Facilities: CG.

JACKSON, WIBM-FM—WIBM Inc., Hotel Hayes, telephone 6121. Personnel: Herman Radner, pres.; Roy Radner, vice-pres. Facilities: CP, Channel 290, ERP 870 w.

LANSING, WJIM-FM—WJIM, Inc., Bank of Lansing Bldg., telephone 2-1333. Personnel: Harold F. Gross, pres. & gen. mgr.; Howard Finch, prog. dir.; Melvin Wirth, chief engr. Facilities: CP, Channel 258, ERP 53 kw.

MT. CLEMENS, WMLN—Macomb Publishing Co. Personnel: Paul McKee, pres. & gen. mgr.; Wilburn Schattler, chief engr. Facilities: CP, Channel 286, ERP 340 w. Plans start in early 1947.

MUSKEGON, WKBZ-FM—Ashbacker Radio Corp., 432 Apple St., telephone 26-051. Personnel: Grant F. Ashbacker, pres.; Fred W. Wagenvoerd, gen. mgr.; Howard Hoffman, prog. dir.; Steven Garcia, chief engr. Facilities: CG.

MUSKEGON, WMUS-FM—Greater Muskegon Broadcasters Inc., 1769 Peck St., telephone 25-414. Personnel: William C. Wester, pres. & gen. mgr.; John Marshall, prog. dir.; N. L. Kessler, chief engr. Facilities: CG.

OWOSSO, WQDV—The Argus-Press Co. Facilities: CG.

PONTIAC—Pontiac Bstg. Co. (WCAR), Riker Bldg., telephone 7141. Personnel: H. Y. Levinson, pres. & gen. mgr. Facilities: CG.

PORT HURON—The Times Herald Co. Facilities: CG.

SAGINAW, WSPM—Saginaw Bstg. Co., Eddy Bldg., telephone 2-5109. Personnel: Milton L. Greenbaum, pres. Facilities: CG.

WYANDOTTE—Wyandotte News Co. Facilities: CG.

## MINNESOTA

MANKATO, KYSM-FM—Southern Minnesota Supply Co., 101 N. Second St., telephone 4673. Personnel: F. B. Clements, pres.; John F. Meagher, gen. & com. mgr.; James Hout, chief engr. Facilities: CP, Channel 224, ERP 29.2 kw.

MINNEAPOLIS, WLOL-FM—Independent Merchants Bstg. Co., 1730 Hennepin Ave., telephone Atlantic 0406. Personnel: Ralph L. Atlas, owner. Facilities: CG.

†MINNEAPOLIS, WTCN-FM—Minnesota Bstg. Corp., Foshay Tower, telephone Main 6562. Personnel: F. Van Konyenburg, gen. mgr.; Robert Ekstrum, com. mgr.; Judy Bryson, prog. dir. Facilities: CP, Channel 246, ERP 400 kw.; S.T.A., 3 kw. On air Dec. 15, 1946.

MOOREHEAD, KVOX-FM—KVOX Bstg. Co. Personnel: David C. Shepard, pres. & M. M. Margot, gen. mgr.; William Hurley, com. mgr.; Arv Johnson, prog. dir.; Harry Vose, chief engr. Facilities: CG.

†ROCHESTER, KROC-FM—Southern Minnesota Bstg. Co., 100 First Ave. Bldg., telephone 3924. Personnel: Mrs. G. P. Gentling, pres.; Maxine Jacobs, secy.-treas.; G. David Gentling, vice-pres. Facilities: CP, Channel 234, ERP 20 kw.; S.T.A., 250 w.

ST. CLOUD—The Times Publishing Co. (KFAM), The Times Bldg., telephone 3380. Personnel: Frederick C. Schlipf, gen. & com. mgr.; Robert Witschen, chief engr. Facilities: CG.

†ST. PAUL, KSTP-FM—KSTP Inc., 363 St. Peter St., telephone Cedar 5511. Personnel: Stanley E. Hubbard, pres.; Kenneth M. Hance & Stanley E. Hubbard, gen. mgrs.; Miller Robertson, com. mgr.; Brooks Henderson, prog. dir.; John N. Fricker, chief engr. Facilities: CP, Channel 271, ERP 318 kw. On air April 23, 1946.

ST. PAUL—WMIN Bstg. Co. (WMIN), 1287 St. Anthony Ave., telephone Nestor 5501. Personnel: Edward Hoffman, pres. Facilities: CG.

WINONA, KWNO-FM—Winona Radio Service, 216 Center St., telephone 3314. Personnel: M. M. White, pres.; L. L. McCurnin, KWNO mgr. Facilities: CP, Channel 229, ERP 55 kw.

## MISSISSIPPI

CLARKSDALE—Birney Innes Sr. (WROX), telephone 1566. Personnel: Birney Innes Sr. owner; Bob McRaney, gen. mgr.; P. B. Hinman, station mgr. Facilities: CG.

JACKSON, WJDX-FM—Lamar Life Insurance Co., P. O. Box 2171, telephone 2-2641. Personnel: Wiley P. Harris, gen. mgr.; Howard Langfitt, prog. dir.; P. G. Root, chief engr. Facilities: CP, Channel 268, ERP 69 kw.

## MISSOURI

CAPE GIRARDEAU—Oscar C. Hirsch (KFVS), 324 Broadway, telephone 2104. Facilities: CG.

†CLAYTON KFUM-M—Evangelical Lutheran Synod of Missouri, Ohio and other States, 801 De Mun Ave., telephone Delmar 3030. Personnel: Rev. Herman H. Hohenstein, dir. Facilities: 102.1 mc.

JEFFERSON CITY—Capital Bstg. Co. (KWOS), 210 Monroe St., telephone 4000. Personnel: R. C. Goshorn, pres. Facilities: CG.

JOPLIN, WMBH-FM—Joplin Bstg. Co., Frisco Bldg., telephone 330. Personnel: D. J. Poyner, pres. & gen. mgr.; Abe Radunsky, com. mgr.; Roy Wilson, prog. dir.; Dick Meek, chief engr. Facilities: CG, S.T.A., Channel 272, 2.5 kw.

KANSAS CITY, KCFM—KCMO Bstg. Co., Commerce Bldg., telephone Victor 0900. Personnel: T. L. Evans, pres.; E. K. Hartenbauer, gen. & com. mgr.; J. B. Tremble, prog. dir.; Karl Troegen, chief engr. Facilities: CP, Channel 252, ERP 20 kw.

†—In operation

KANSAS CITY, KCST—The Kansas City Star Co. (WDAF), 1729 Grand Ave., telephone Harrison 1200. Personnel: Earl McCollum, pres.; Dean Fitzer, WDAF gen. mgr. Facilities: CG.

†KANSAS CITY, KMBC-FM—Midland Bstg. Co., Pickwick Hotel, telephone Harrison 2635. Personnel: Arthur B. Church, pres. & gen. mgr.; Sam H. Bennett, com. mgr.; Roderick Cupp, prog. dir.; Ray Moler, chief engr. Facilities: License, 46.5 mcs., 1.5 kw; CP, Channel 250, ERP 30 kw.; S.T.A. On air June, 1944.

†KANSAS CITY, KOZY—Commercial Radio Equipment Co., Porter Bldg., telephone Logan 6920. Personnel: Everett L. Dillard, owner; Robert F. Wolfkill, gen. mgr.; O. R. Wright, com. mgr.; Elizabeth Whitehead, prog. dir.; E. L. Hendry, chief engr. Facilities: License, Channel 260. On air Aug. 15, 1942.

KANSAS CITY, WHB-FM—WHB Bstg. Co., Scarritt Bldg., telephone Harrison 1161. Personnel: Donald D. Davis, pres.; John F. Cash, vice-pres.; John T. Schilling.

ST. JOSEPH, KFEQ-FM—KFEQ Inc. Facilities: CG. vice-pres. Facilities: CP, Channel 254, ERP 20 kw.

ST. LOUIS, KMOX-FM—Columbia Bstg. System Inc., 401 S. 12th St., telephone Central 8240. Personnel: Staff not yet announced. Facilities: CP, Channel 233, ERP 441 kw.

ST. LOUIS, KRSL—Star-Times Publishing Co. (KXOK), 12th & Delmar Blvd., telephone Chestnut 3700. Personnel: Sleyce Roberts, pres.; C. L. Thomas, gen. mgr.; V. N. Springate, com. mgr.; E. G. Muschany, prog. dir.; A. F. Rekart, chief engr. Facilities: CP, Channel 229, ERP 40 kw.

ST. LOUIS, KSD-FM—The Pulitzer Publishing Co., 1111 Olive St., telephone Main 1111. Personnel: Joseph Pulitzer, publisher; George M. Burbach, gen. mgr.; Robert L. Coe, chief engr. Facilities: CP, Channel 227, ERP 34 kw.

ST. LOUIS, KWGD—Globe-Democrat Publishing Co. Charles W. Nax, gen. mgr.; Wells R. Chapin, chief engr. Facilities: CP, Channel 225, ERP 53 kw. Plans start in July, 1947.

†ST. LOUIS, KWK-FM—Thomas Patrick Inc., Hotel Chase, telephone Rosedale 3210. Personnel: Robert T. Convey, pres.; Ray E. Dady, vice-pres. & station dir.; V. E. Carmichael, vice-pres. in charge of sales; Russell C. Kaiser, prog. dir.; N. J. Zehr, chief engr. Facilities: CP, Channel 237, ERP 360 kw.; S.T.A. 3 kw. On air Sept. 28, 1946.

ST. LOUIS, WEW-FM—St. Louis University, 3642 Lindell Blvd., telephone Franklin 5685. Personnel: Very Rev. Patrick J. Holloran, S.J., U. pres.; Nicholas Pagliara, gen. mgr.; Leonard Frankel, com. mgr.; Don Lochner, prog. dir.; Brother George E. Rueppel, S.J., chief engr. Facilities: CP, Channel 231, ERP 42.6 kw. On air Dec., 1946.

†ST. LOUIS, WIL-FM—Missouri Bstg. Corp., 3601 Lindell Blvd., telephone Jefferson 8403. Personnel: L. A. Benson, pres.; C. W. Benson, vice-pres. & gen. mgr.; Kenneth M. Parke, com. mgr.; Neil Norman, prog. dir.; Edward Goodberlet, chief engr. Facilities: CG.

ST. LOUIS—Unity Bstg. Corp. of Missouri. Facilities: CG.

## NEBRASKA

LINCOLN, KFOR-FM—Cornbelt Bstg. Corp., Stuart Bldg., telephone 2-6965. Personnel: Charles T. Stuart, pres.; com. mgr.; Harry Peck, office mgr.; Jack Huston, prog. dir.; Charles W. Winkler, chief engr. Facilities: CG.

LINCOLN—KFAB Bstg. Co. (KFAB). Facilities: CG.

†OMAHA, KOAD—World Publishing Co. (KOWH), World Herald Bldg., telephone Atlantic 2228. Personnel: Henry Dooly, pres.; Frank E. Shopen, gen. mgr. & chief engr.; Harvey Twyman, prog. dir. Facilities: CP, Channel 223, ERP 160 kw.; S.T.A. 1000 w. On air July 1, 1946.

OMAHA, KBON-FM—Inland Bstg. Co., 2027 Dodge St., telephone Jackson 8282. Personnel: P. E. Frye, vice-pres. & KBON gen. mgr. Facilities: CP, Channel 221, ERP 330 kw.

## NEVADA

LAS VEGAS, KENO-FM—Nevada Bstg. Co., P. O. Box 1310, telephone 1-400. Personnel: Maxwell Kelch, pres. & gen. mgr.; Paul R. Gang, com. mgr.; Leo A. Newsome, prog. dir.; E. H. Haas, chief engr. Facilities: CP, Channel 282, ERP 330 w. On air Jan. 1, 1947.

RENO, KSAV—Saviers Electrical Products Corp. Facilities: CP, Channel 282, ERP 780 w.

RENO KWRN—Reno Newspapers, Inc., 123 N. Center St., telephone 3161. Personnel: Merritt C. Spedel, pres. Reno Newspapers Inc.; Merrill Inch, mgr. Facilities: CP, Channel 263, ERP 10 kw.

## NEW HAMPSHIRE

CLAREMONT, WLOB—Claremont Eagle Inc., Eagle Bldg., telephone 1500. Personnel: Lincoln O'Brien, pres. & gen. mgr.; William Hall, chief engr. Facilities: CP, Channel 271, ERP 1.5 kw.

MANCHESTER, WMUJ-FM—The Radio Voice of New Hampshire Inc. Personnel: Francis P. Murphy, pres.; Hervey Carter, gen. & com. mgr.; Robert Collins, prog. dir.; Vincent H. Chandler, chief engr. Facilities: CG.

MANCHESTER—Harry M. Bitner (WFEA), Carpenter Hotel. Personnel: Harry M. Bitner, owner. Facilities: CG.

PORTSMOUTH, WMFI—WHEB Inc. (WHEB), Lafayette Road, telephone 4080. Personnel: Charles M. Dale, pres.; Bert Georges, gen. mgr.; William Dawson, com. mgr.; Winslow Bettinson, prog. dir.; Paul G. Lindsay, chief engr. Facilities: CG. Plans start in July, 1947.

## NEW JERSEY

†ALPINE, WFMJ—Edwin H. Armstrong. Personnel: Edwin H. Armstrong, owner. Facilities: License, 43.1 and Channel 255.

ASBURY PARK, WCAP-FM—Radio Industries Broadcast Co., Electric Bldg., telephone 2-8600. Personnel: Walter W. Reid Jr., pres.; Morris Scheck, gen. mgr. Facilities: CP, Channel 296, ERP 260 w.

ASBURY PARK, WJLK—Asbury Park Press Inc., 605 Mattison Ave., telephone 2-3000. Personnel: Wayne D. McMurray, pres. & gen. mgr.; Thomas B. Tighe, station mgr. Facilities: CP, Channel 284, ERP 1.0 kw. Plans start about May, 1947.

ATLANTIC CITY—Neptune Bstg. Corp. (WFPG), Virginia Ave. & Boardwalk, telephone 5-2188. Personnel: John Laux, pres.; Edwin E. Kohn, gen. mgr.; Irving F. Teetsell, com. mgr.; Edgar A. Sweet, prog. dir.; Blair K. Thorn, chief engr. Facilities: CG.

ATLANTIC CITY—Press-Union Publishing Co., 1900 Atlantic Ave., telephone 5-111. Personnel: Albert J. Feyl, pres. Facilities: CG.

BRIDGETON, WSNJ-FM—Eastern States Bstg. Corp., telephone 1600. Personnel: Elmer H. Wene, pres.; Paul Alger, gen. mgr.; Jerry Alden, com. mgr.; Don Hart, prog. dir.; Francis Fekel, chief engr. Facilities: CP, Channel 268, ERP 20.0 kw.

ELIZABETH, WPOE—Radio Elizabeth Inc., 1143 E. Jersey St., telephone 2-6294. Personnel: Frederick A. Brodessa, pres.; William Maron, gen. mgr. & chief engr. Facilities: CG.

EWING TWP.—Mercer Bstg. Co. Facilities: CG.

JERSEY CITY, WAAW—Bremer Bstg. Corp., 11 Hill St., telephone Mitchell 2-6400. Personnel: Irving Robert Rosenhaus, pres. & gen. mgr.; A. Schill, local sales mgr.; V. Bennett, natl. sales mgr.; Dale Kennedy, prog. dir.; Frank V. Bremer, chief engr. Facilities: CP, Channel 239, ERP 13.5 kw.

JERSEY CITY, WFMO—Fidelity Media Bstg. Corp. Facilities: CP, Channel 292, ERP 360 w.

NEW BRUNSWICK, WHNM—Home News Publishing Co. Facilities: CG.

PATERSON, WWDX—The Passaic Daily Times. Facilities: CG.

(Continued)





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# COMMERCIAL FM DIRECTORY

(Continued)

## NEW YORK

**ALBANY**—Champlain Valley Bcstg. Corp. Facilities: CG.  
**ALBANY**—Hudson Valley Bcstg. Co., Inc. Facilities: CG.  
**BINGHAMTON**, WNEF-FM—Clark Associates Inc., Arlington Hotel, telephone 2-3461. Personnel: John C. Clark, pres.; C. D. Mastin, gen. mgr.; S. H. Heslop, com. mgr.; Ray McCloskey, prog. dir.; Lester Gilbert, chief engr. Facilities: License, 44.9 mcs. and Channel 242.  
**BROOKLYN**, WHNY—Elias I. Godofsky, (WHLI), 245 Baldwin Road, Hempstead, L. I., telephone Hempstead 7897. Personnel: Elias I. Godofsky, owner & gen. mgr.; Paul Godofsky, station mgr.; Frank Knaack, chief engr. Facilities: Channel 288.  
**BROOKLYN**—Brooklyn Bcstg. Service Inc. Facilities: CG.  
**BUFFALO**, WBEN-FM—WBEN Inc., Hotel Statler, telephone Cleveland 6400. Personnel: Edward H. Butler, pres.; Alfred H. Kirchofer, exec. vice-pres.; C. Robert Thompson, station dir.; Frank W. Kelly, com. mgr.; Woodrow Magnuson, prog. dir.; Ralph J. Kingsley, chief engr. Facilities: CG, S.T.A., Channel 221, 3 kw. On air Nov. 11, 1946.  
**BUFFALO**, WBNY-FM—Roy L. Albertson, 485 Main St., telephone Madison 4000. Personnel: Roy L. Albertson, owner & gen. mgr.; Virginia C. Fyda, com. mgr.; David N. Getman, prog. dir.; Thomas L. Vines, chief engr. Facilities: Channel 225. ERP 48 kw. On air Jan. 15, 1947.  
**BUFFALO**, WEBR-FM—WEBR Inc., 23 North St., telephone Lincoln 7133. Personnel: Cy King, gen. mgr.; William Doerr Jr., com. mgr. Facilities: S.T.A., Channel 223, 3 kw.  
**CORAM, LONG ISLAND**, WFSS—Suffolk Bcstg. Corp., Box 82, telephone Patchogue 1000. Personnel: Capt. John T. Tullihill Jr., pres. Facilities: CP, Channel 290, ERP 285 w. Plans start in Spring of 1947.  
**CORNING**, WKPN—Corning Leader Inc., 114 Walnut St., telephone 1000. Personnel: W. A. Underhill, pres.; E. S. Underhill, secy.-treas.; Walter Valerius, gen. mgr.; Allen Bell, chief engr. Facilities: CP, Channel 236, ERP 4.2 kw.  
**DUNKIRK**—Dunkirk Printing Co. Facilities: CG.  
**ELMIRA**—Elmira Star-Gazette Inc. (WENY), Mark Twain Hotel, telephone 5181. Personnel: Frank E. Gannett, pres.; Dale Taylor, WENY gen. mgr. Facilities: CG.  
**HOENELL**, WWHG—The W. H. Greenhow Co., Canisteo St., telephone 2000. Personnel: Mrs. Olive G. Buisch, pres.; Louis G. Buisch, gen. mgr.; Ronald E. Aldrich, prog. dir.; William Amidon, chief engr. Facilities: CP, Channel 260, ERP 10.0 kw.; S.T.A., 250 w. On air Dec. 15, 1946.  
**IITHACA**, WHCU-FM—Cornell University, Savings Bank Bldg., telephone 3438. Personnel: Michael R. Hanna, gen. mgr.; Joseph A. Short, prog. dir.; True McLean, chief engr. Facilities: CP, Channel 267, ERP 40 kw.; S.T.A., 1 kw. Plans start in early 1947.  
**JAMESTOWN**, WJTN-FM—James Bcstg. Co. Inc., Hotel Jamestown Bldg., telephone 7151. Personnel: Jay E. Mason, pres. & prog. dir.; Simon Goldman, gen. & com. mgr.; Harold J. Kratzert, chief engr. Facilities: CP, Channel 268, ERP 9.5 kw.  
**MASSENA**—The Brockway Co. (WMSA), Control Bldg. Personnel: Harold B. Johnson, pres.; Louis Saiff Jr., gen. mgr.; Mike Yonkovig, chief engr. Facilities: CG.  
**MT. VERNON**—Hudson Bcstg. System Inc., (temp. address) 1775 Broadway, New York. Personnel: Bert Harmon, pres. & chief owner. Facilities: CG.  
**NEW YORK**, WABF—Metropolitan Television Inc. Facilities: License, 47.5 and 98.5 mcs.; CP, Channel 253, ERP 15.0 kw.; S.T.A.  
**NEW YORK**, WBAM—Bamberger Bcstg. Service Inc. (WOR), 444 Madison Ave., telephone Pennsylvania 6-8600. Personnel: Theodore C. Streibert, pres.; Rufus C. Maddux, com. mgr.; Rodney Erickson, prog. dir.; J. R. Poppele, vice pres. chg. engring. Facilities: License, 47.1 and 96.5 mcs.; CP, Channel 243, ERP 15.0 kw. On air Feb. 26, 1940.  
**NEW YORK**, WCBF-FM—Columbia Bcstg. System Inc., 485 Madison Ave., telephone Wickersham 2-2000. Personnel: William S. Paley, chairman of board. CBS; Arthur Hull Hayes, gen. mgr.; Don Miller, com. mgr.; G. Richard Swift, prog. dir.; Henry Grossman, chief engr. Facilities: License, Channel 245, ERP 5.8 kw.  
**NEW YORK**, WGHF—William G. H. Finch, 10 E. 40th St., telephone Lexington 2-4927. Personnel: William G. H. Finch, owner & gen. mgr.; Frank H. Bottenus, com. mgr.; Herbert A. Florence, chief engr. Facilities: CP, Channel 259, ERP 10.3 kw.; S.T.A. On air Feb. 18, 1946.  
**NEW YORK**, WGYN—WGYN Inc., 70 Pine St., telephone Bowling Green 9-4054. Personnel: Palmer K. Leberman, pres.; Ralf Brent, gen. & com. mgr.; Robert Siegel, prog. dir.; Roy Olerud, chief engr. Facilities: License, Channel 241, ERP 4.0 kw. On air Dec. 11, 1941.  
**NEW YORK**, WGMG—Marcus Loew Booking Agency (WHN), 1540 Broadway, telephone Bryant 9-7800. Personnel: Herbert L. Pettey, dir.; Frank Roehrenbeck, gen. mgr.; Bertram Lebar Jr., com. mgr.; Raymond Katz, prog. dir.; Paul Fuelling, chief engr. Facilities: License, Channel 257. On air June, 1942.  
**NEW YORK**, WNBC-FM—National Bcstg. Co. Inc., 30 Rockefeller Plaza, telephone Circle 7-8300. Personnel: Niles Trammell, pres. NBC; Frank E. Mullen, gen. mgr.; Earnest LaPrade, prog. dir.; O. B. Hanson, chief engr. Facilities: License, Channel 247, ERP 1.6 kw.; S.T.A., 500 w. On air May 21, 1940.  
**NEW YORK**, WNYC-FM—City of New York, Municipal Bcstg. System, Municipal Bldg., telephone Worth 2-5600. Personnel: Hon. William O'Dwyer, mayor NYC; Seymour N. Siegel, gen. mgr. & prog. dir.; William H. Pitkin, chief engr. Facilities: License, 43.9 mcs.; CP, Channel 237, ERP 15.0 kw. On air Sept. 21, 1945.  
**NEW YORK**, WQXQ—Interstate Bcstg. Co. Inc. (WQXR), 730 Fifth Ave., telephone Circle 5-5566. Personnel: Elliott M. Sanger, exec. vice-pres.; Hugh Kendall Boice, vice-pres. in charge of sales; Eleanor N. Sanger, prog. dir.; Russell D. Valentine, chief engr. Facilities: License, 45.9 and Channel 249; S.T.A. On air Nov. 8, 1939.  
**NEW YORK**—WLIB Inc., 75 West St., telephone Buckminster 7-5900. Facilities: CG.  
**NIAGARA FALLS**, WHLD-FM—The Niagara Falls Gazette Publishing Co., Hotel Niagara, telephone 8421. Personnel: Earl C. Hull, gen. mgr.; Richard G. Robbins, com. mgr.; Robert Manning, prog. dir.; E. Dean Hiatt Jr., chief engr. Facilities: CP, Channel 239, ERP 20 kw.  
**OGDENSBURG**—St. Lawrence Bcstg. Corp., 2315 Knox St., telephone 500. Personnel: J. R. Brandy, pres.; H. J. Frank, secy.-treas. Facilities: CG.  
**ONEONTA**, WDOS—Oneonta Star Inc. (AM grantee), 12 Broad St., telephone 2300. Personnel: James M. Ottaway, pres.; Eugene J. Brown, gen. & com. mgr.; Stephen W. Ryder, prog. dir.; J. Harold Merchant, chief engr. Facilities: CG.  
**OSWEGO**—Palladium-Times Inc., 174 W. First St., telephone 8. Personnel: E. M. Waterbury, gen. mgr.; T. A. Cloutier, com. mgr.; John Morrison, chief engr. Facilities: CG.  
**POUGHKEEPSIE**, WHVA—Poughkeepsie Newspapers Inc. (WKIP), P. O. Box 889, telephone 6800. Personnel: Merritt C. Speldel, pres.; Harold W. Cassill, gen. mgr.; Richard F. Crans, prog. dir.; Marvin Seimes, chief engr. Facilities: CP, Channel 277, ERP 2.3 kw.  
**ROCHESTER**, WHEF—WHEC Inc. (WHEC), 40 Franklin St., telephone Stone 1320. Personnel: Frank E. Gannett, pres.; Clarence Wheeler, vice-pres.; Gun-

† In operation.

nar O. Wilk, gen. mgr.; LeMoine C. Wheeler, com. mgr.; William J. Adams, prog. dir.; Bernard C. O'Brien, chief engr. Facilities: License, 44.7 and Channel 253.  
**ROCHESTER**, WHFM—Stromberg-Carlson Co. (WHAM), 111 East Ave., telephone Stone 1862. Personnel: William Fay, vice-pres. of Stromberg-Carlson in charge of bcastg.; George Driscoll, prog. dir., asst. to gen. mgr.; Truman Brizee, com. mgr.; Kenneth J. Gardner, chief engr. Facilities: License, 45.1 and Channel 255. On air Nov. 27, 1939.  
**ROCHESTER**, WRNY-FM—Monroe Bcstg. Co. Inc., 191 East Ave., telephone Main 7533. Personnel: George B. Kelly, pres.; Lester W. Lindow, gen. & com. mgr.; Harold Kolb, prog. dir.; Felix D. Bonvouloir, chief engr. Facilities: CG.  
**ROCHESTER**—Amalgamated Bcstg. System Inc. Facilities: CG.  
**ROME**, WKAL-FM—Copper City Bcstg. Corp., Capitol Theatre Bldg., telephone 3616. Personnel: Michael C. Fusco, gen. mgr.; Samuel N. Kirkland, com. mgr.; DeForrest T. Layton Jr., chief engr. Facilities: CG.  
**†SCHNECTADY**, WBCA—Capitol Bcstg. Co. Inc., 408 State St., telephone 3-1423. Personnel: Leonard L. Asch, pres. & gen. mgr.; Vivian Mongillo, com. mgr.; Glen Walrath, prog. dir.; Dwelle S. Hoag, chief engr. Facilities: License, 44.7 mcs.; CP, Channel 266, ERP 3.5 kw.; S.T.A. On air July 17, 1941.  
**†SCHENECTADY**, WGFN—General Electric Co. (WGY), 1 River Road, telephone 3-2121. Personnel: R. S. Peare, vice-pres. & mgr. of bcastg.; B. J. Rowan, asst. mgr. of bcastg.; G. E. Markham, station mgr.; E. W. Weltpot, asst. to station mgr.; A. G. MacDonald, supvr. station sales & prom.; Caleb Paine, acting supvr. of prog.; W. T. Meenam, supvr. of news; A. O. Coggeshall, supvr. of music; W. J. Purcell, engr. Facilities: License, 48.5 and Channel 264; S.T.A., 250 w. On air Nov. 20, 1940.  
**SYRACUSE**, WAGE-FM—WAGE Inc., 108 W. Jefferson St., telephone 2-0277. Personnel: Frank G. Revolt, pres.; William T. Lane, gen. mgr.; Aaron Beckwith, com. mgr.; Gordon Alderman, prog. dir.; Charles W. Brannen, chief engr. Facilities: CP, Channel 230, ERP 1.6 kw.  
**SYRACUSE**, WFBL-FM—Onondaga Radio Bcstg. Corp., 433 S. Warren St., telephone 2-1147. Personnel: O. P. Soule, pres.; Samuel Woodworth, gen. mgr.; Charles Phillips, com. mgr.; James J. Kelly, chief engr. Facilities: CP, Channel 224, ERP 1.5 kw. On air Dec. 15, 1946.  
**SYRACUSE**, WNDR-FM—Syracuse Bcstg. Corp., Wilson Bldg., telephone 2-6101. Personnel: Walter Bligh, pres. & gen. mgr.; Ray Servatius, prog. dir.; Paul H. Lee, chief engr. Facilities: CP, Channel 224, ERP 8.5 kw. On air Jan. 15, 1947.  
**†SYRACUSE**, WSYR-FM—Central New York Bcstg. Corp., 224 Harrison St., telephone 3-7111. Personnel: H. C. Wilder, pres.; Lansing B. Lindquist, gen. mgr.; William R. Alford Jr., com. mgr.; Armand G. Belle Isle, chief engr. Facilities: CP, Channel 228, ERP 7.0 kw.; S.T.A., 250 w. On air July 9, 1946.  
**SYRACUSE**, WOLF-FM—Civic Bcstg. Corp., Chimes Bldg., telephone 2-7211. Personnel: T. S. Marshall, pres. Facilities: CG.  
**SYRACUSE**—Radio Projects Inc. Facilities: CG.  
**†TROY**, WTRI—Troy Bcstg. Co. Inc. (WTRY), 92 Fourth St., telephone 2100. Personnel: H. C. Wilder, pres.; William A. Ripley, gen. mgr.; Woodbury Carter, prog. dir.; Albert H. Christmark, chief engr. Facilities: CP, Channel 272, ERP 2.4 kw.; S.T.A., 250 w.  
**TROY**, WINY—The Troy Record Co. Facilities: CP, Channel 223, ERP 13 kw.  
**†TUTICA**, WIBX-FM—WIBX Inc., First Bank Bldg., telephone 2-2101. Personnel: Mrs. Margaret Potter Brown, pres.; Miss Helen Wood, managing dir.; Walter P. Griswold, prog. dir.; John T. Dowdell, chief engr. Facilities: CG; S.T.A., Channel 250, 250 w.  
**†TUTICA**, WRUN—Rome Sentinel Co., 136 N. James St., Rome, N. Y., telephone Rome 336. Personnel: Bradley C. Barnard, pres.; Fritz S. Updike, gen. mgr. & acting prog. dir.; George Woods, chief engr. Facilities: CP, Channel 252, ERP 4.3 kw.; S.T.A., 250 w.  
**WATERLOO**, WWNY-FM—The Brockway Co., Hotel Woodruff. Personnel: Harold B. Johnson, pres.; Louis Saiff Jr., gen. & com. mgr.; Earl Kelly, prog. dir.; Maynard Davis, chief engr. Facilities: CP, Channel 265, ERP 8.8 kw.  
**WHITE PLAINS**, WFAS-FM—Westchester Bcstg. Corp., 8 Church St., telephone 6400. Personnel: J. Noel Macy, pres.; Frank A. Seitz, gen. mgr. & chief engr.; John E. Arens, com. mgr.; Randal Kaler, prog. dir. Facilities: CP, Channel 282, ERP 120 w.  

### NORTH CAROLINA

**AHOSKIE**, WPBN—Parker Brothers Inc., telephone 293. Personnel: J. Roy Parker, pres.; J. Mayon Parker, gen. mgr. Facilities: CP, Channel 282, ERP 665 w.  
**†ASHEVILLE**, WISE-FM—Radio Station WISE Inc., 100 College St., telephone 4560. Personnel: Harold H. Thoms, pres. & gen. mgr.; Loyd B. Leonard, com. mgr.; Miss Flye Bowers, prog. dir.; Charles Sumner, chief engr. Facilities: CP, Channel 234, ERP 9.6 kw.  
**ASHEVILLE**, WLOS—Skyway Bcstg. (AM grantee). Personnel: Charles H. Britt, pres. & gen. mgr. Facilities: CG.  
**ASHEVILLE**—Radio Asheville, Inc. (WSKY), 12 Church St., telephone 2232. Personnel: Carl R. Banford, pres.; Zeb Lee, secy. & WSKY gen. mgr. Facilities: CG.  
**BURLINGTON**, WBBB-FM—Alamance Bcstg. Co. Inc., 310 S. Main St., telephone 2730. Personnel: R. Z. Jones, gen. mgr.; Roy Springer, com. mgr.; G. Bill Sandefur, prog. dir.; Berry Tysor, chief engr. Facilities: CP, Channel 267, ERP 34 kw. S.T.A. 1 kw. On air Oct. 5, 1946.  
**†CHARLOTTE**, WBT-FM—Southeastern Bcstg. Co., Wilder Bldg., telephone 38333. Personnel: J. M. Bryan, pres.; Charles H. Crutchfield, gen. mgr.; E. J. DeGray, asst. mgr.; William M. Parker, com. mgr.; J. B. Covington, prom. mgr.; Larry Walker, prog. dir.; M. J. Minor, chief engr. Facilities: CP, Channel 273, 160 kw. ERP. S.T.A. 1 kw. On air Feb. 23, 1947.  
**BURLINGTON**, WFNS-FM—Burlington—Graham Bcstg. Co., 103 W. Andrews St., telephone 3350. Personnel: W. B. Sanders pres.; E. C. Qualls, gen. mgr.; Jack P. Hankins, com. mgr.; prog. dir.; Harold Taylor, chief engr. Facilities: CG.  
**DURHAM**, WDNCFM—Durham Radio Corp., 138½ E. Chapel Hill St., telephone R-155. Personnel: C. C. Council, pres.; J. F. Jarmon, vice-pres. Facilities: CP, Channel 257, ERP 21 kw.  
**FAYETTEVILLE**, WFNC-FM—Cape Fear Bcstg. Co., 114 Anderson St., telephone 4848. Personnel: Victory W. Dawson, gen. mgr.; Luther Gambill, com. mgr.; Nat R. Martin, prog. dir.; Owen Lehr, chief engr. Facilities: CG.  
**GASTONIA**, WGNC-FM—F. C. Todd. Personnel: F. C. Todd, owner; Pat McSwain, gen. mgr. Facilities: CG.  
**†GOLDSBORO**, WGBR-FM—Eastern Carolina Bcstg. Co. Inc., Borden Bldg., telephone 1550. Personnel: A. T. Hawkins, pres.; Leland B. Nelson, gen. mgr.; John G. Britt, asst. mgr.; George Ball, prog. dir.; Daniel B. Truseblood, chief engr. Facilities: CG. S.T.A. 1 kw. Channel 259. On air Nov. 1, 1946.  
**GREENSBORO**, WFMY—Greensboro News Co., 211 N. Davis St., telephone 2-3131. Personnel: P. T. Hines, chief exec.; Gaines Kelley, gen. & com. mgr.; Paul Dillon, chief engr. Facilities: CP, Channel 251, ERP 23 kw.  
**GREENSBORO**—North Carolina Bcstg. Co. Inc. (WBIG), O. Henry Hotel, telephone 6125. Personnel: Edney Ridge, pres. Facilities: CG.  
**GREENVILLE**—Greenville Bcstg. Co., P. O. Box 898, telephone 3182. Personnel: J. J. White, owner. Facilities: CG.  
**HICKORY**, WHKY-FM—Catawba Valley Bcstg. Co. Inc., Radio Bldg., telephone 1195. Personnel: Carl V. Cline, pres.; Edmund S. Long, gen. mgr. & chief engr. Facilities: CP, Channel 258, ERP 180 kw.  
**†HIGH POINT**, WHPE-FM—High Point Enterprises Inc., N. Main St. Personnel: E. B. Terry, pres.; D. A. Rawley, secy.-treas.; Walter F. Heater, com. mgr.; John Rose, prog. dir.; Harold Spengler, chief engr. Facilities: CG. On air Jan., 1947.

(Continued)



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IN ROCHESTER, N. Y.**



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# COMMERCIAL FM DIRECTORY

(Continued)

†HIGH POINT, WMFR-FM—Radio Station WMFR, P. O. Box 27, telephone 4593. Personnel: Frank S. Lambeth, gen. mgr.; Pat Taylor, gen. mgr.; Gary Davis, prog. dir.; Robert L. Moore, chief engr. Facilities: CG. S.T.A. Channel 249, 1 kw. On air Oct. 8, 1946.

MORGANTOWN—Beatrice Cobb. Facilities: CG.

†RALEIGH, WRAL-FM—Capitol Bcstg. Co. Inc., 130 S. Salisbury St., telephone 6411. Personnel: A. J. Fletcher, pres.; Fred Fletcher, gen. mgr.; Howard Mashmire, prog. dir.; Stanley H. Brown, chief engr. Facilities: CG. S.T.A. Channel 237, 1 kw. On air Aug. 11, 1946.

RALEIGH—WPTF Radio Co., Insurance Bldg., telephone 8311. Personnel: Richard H. Mason, gen. mgr.; O. L. Carpenter, coml. mgr.; Graham B. Poyner, prog. dir.; Henry Hulleck, chief engr. Facilities: CG.

RALEIGH—The News and Observer Publishing Co. Facilities: CG.

ROANOKE RAPIDS, WCBT-FM—WCBT, Inc., 251 Roanoke Ave., telephone R-8551. Personnel: S. E. Crew, pres. Facilities: CG.

SALISBURY, WSTP-FM—Piedmont Bcstg. Corp., State Theatre Bldg., telephone 2121. Personnel: Bryce P. Beard, pres.; Russell McIntire, gen. mgr. & prog. dir.; Katherine F. Murphy, coml. mgr.; Carl B. Watson, chief engr. Facilities: CP. Channel 260, ERP 23.2 kw. Plans start in early 1947.

STATESVILLE, WSIC-FM—Statesville Bcstg. Co. Inc., Box 1189, telephone 1210-W. Personnel: Dr. James W. Davis, pres.; Harry Gatton, gen. & coml. mgr.; T. K. Abernathy, chief engr. Facilities: CG.

ROCKY MOUNT—Josh L. Horne (AM grantee), 150 Howard St., telephone 23. Personnel: Josh L. Horne, owner. Facilities: CG.

ROCKY MOUNT—William Avera Wynne (WEED), Box 752, telephone 1420. Personnel: W. A. Wynne, gen. mgr.; Jack L. Cummings, coml. mgr.; Tommy Snowden, prog. dir. Facilities: CG.

WASHINGTON, WRRF-FM—Tar Heel Bcstg. System, Bank of Washington Bldg., telephone 403. Personnel: W. R. Roberson Sr., pres.; W. R. Roberson Jr., vice-pres. Facilities: CP, Channel 270, ERP 29 kw.

WILMINGTON—Richard Austin Dunlea (WMPD), P. O. Box 696, telephone 4840. Facilities: CG.

WILMINGTON—Wilmington Star-News Co. Facilities: CG.

WILSON, WGMT-FM—Penn Thomas Watson, telephone 2188. Personnel: Penn Thomas Watson, owner; Allen E. Wannamaker, gen. mgr.; R. R. Brunson, coml. mgr.; Richard Harding Davis, prog. dir.; William H. Malone, chief engr. Facilities: CG.

WINSTON-SALEM, WAIR-FM—WAIR Bcstg. Co., Pepper Bldg., telephone 2-1133. Personnel: George D. Walker, gen. mgr.; C. G. Hill, coml. mgr.; Lee King, chief engr. Facilities: CP, Channel 241, ERP 32 kw.

†WINSTON-SALEM, WMIT—Gordon Gray (WSJS), 419 N. Spruce St., telephone 4141. Personnel: Gordon Gray, owner; Harold Essex, gen. mgr.; Elizabeth Trotman, prog. dir.; C. M. Smith Jr., chief engr. Facilities: License, 44.1 and Channel 247, S.T.A. Went on air June 1, 1942.

## OHIO

ALLIANCE, WFAH—Review Publishing Co., 2720 S. Union Ave., telephone 6286. Personnel: Arthur J. Holles, vice pres.; Review Pub. Co.; Paul W. Reed, gen. mgr.; F. A. Joseph, coml. mgr.; Robert K. Hansen, prog. dir.; W. H. Propst Jr., chief engr. Facilities: CP, Channel 284, ERP 330 w.

ASHTABULA—WICA Inc. (WICA), 221 Center St. Personnel: R. B. Rowley, pres. Facilities: CG.

ASHLAND, WATG—Beer and Koehl, telephone Main 1575. Personnel: Robert M. Beer, partner-mgr.; Richard D. Ledy, prog. dir.; Fred Rosentreter, chief engr. Facilities: CP, Channel 264, ERP 8.6 kw. Plans start in early 1947.

ATHENS, WAMS—The Messenger Publishing Co. Facilities: CP, Channel 275, ERP 16.5 kw.

BELLAIRE—Tri-City Bcstg. Co. Facilities: CG.

†CANTON, WCMW-FM—Stark Bcstg. Corp., 317 W. Tuscarawas, telephone 8219. Personnel: Marlene Schneider, pres.; Roy G. Lister, vice-pres.; Arnold F. Gebhart, coml. mgr.; Conrad Hardenstein, prog. dir.; Adam Opperman, chief engr. Facilities: 96.3 mc.

CANTON, WHBC-FM—The Ohio Bcstg. Co., 550 Market Ave. South, telephone 7166. Personnel: Eugene Carr, dir. of radio. Facilities: CG.

CANTON—P. C. Wilson (WAND), 1414 12th St., N. E. Personnel: P. C. Wilson, owner. Facilities: CG.

†CINCINNATI, WCTS—The Cincinnati Times Star Co. (WKRC), Hotel Alms, Woodburn 0550. Personnel: Hulbert Taft Jr., gen. mgr. & prog. dir.; David G. Taft, station mgr.; George Wilson, chief engr. Facilities: CP, Channel 245, ERP 12.6 kw.

†CINCINNATI, WLWA—The Crosley Corp. (WLW), Crosley Square, telephone Cherry 1822. Personnel: James D. Shouse, pres.; Wilfred Gunther, gen. mgr.; Ralph M. Brown, prog. dir.; R. J. Rockwell, vice-pres. in charge of engr. Facilities: CG. S.T.A. Channel 251, 1 kw. On air Nov. 15, 1946.

CINCINNATI, WSAI-FM—Buckeye Bcstg. Co., 115 E. Fourth St., telephone Main 1068. Personnel: Marshall Field, pres.; Robert M. Sampson, gen. mgr.; E. K. Bauer, coml. mgr.; James Leonard, prog. dir.; William E. Symons, chief engr. Facilities: CG.

CINCINNATI—Scripps-Howard Radio Inc. (WCPO), Carew Tower, telephone Main 3314. Personnel: Jack R. Howard, pres.; M. C. Watters, vice-pres. Facilities: CG.

CINCINNATI—L. B. Wilson Inc. (WCKY), Hotel Gibson, telephone Cherry 6565. Personnel: L. B. Wilson, pres. & gen. mgr. Facilities: CG.

CLEVELAND HEIGHTS, WSRS-FM—Samuel R. Sague, Radio Center Bldg. Personnel: Samuel R. Sague, owner & gen. mgr. Facilities: CG.

COLUMBUS, WCOL-FM—The Pixleys, Broad & Young St., telephone Main 4581. Personnel: L. A. Pixley, partner; A. H. Kelly, gen. & coml. mgr.; Gene Ragle, prog. dir.; Leo DeConnick, chief engr. Facilities: CP, Channel 221, ERP 31.0 kw.

†COLUMBUS, WELD—RadiOhio Incorporated (WBNS), 33 N. High St., telephone Main 1644. Personnel: Richard S. Wolfe, pres.; R. A. Borel, gen. mgr.; Lester H. Nafziger, station dir. & chief engr.; Jim Yerlan, prom. dir.; Herb Welch, prog. dir. Facilities: License, 44.5 and Channel 233, S.T.A. 10 kw. On air March, 1940.

COLUMBUS, WHKB—United Bcstg. Co. (WHKC), 22 E. Gay St., telephone Adams 1101. Personnel: Sterling Graham, pres.; Carl M. Everson, gen. mgr.; E. H. Hoessly, coml. mgr.; John B. Moses, prog. dir.; William Minor, chief engr. Facilities: CG. Plans start in Summer of 1947.

COLUMBUS—Sky Way Bcstg. Corp. Facilities: CG.

DOVER, WTUS—The Tuscora Bcstg. Co. Facilities: CP, Channel 288, ERP 700 w.

FINDLAY, WFIN-FM—Findlay Radio Co., 500½ S. Main St., telephone Main 1330. Personnel: Fred R. Hoover, owner-mgr.; Edgar C. Smith, chief engr. Facilities: CG.

† In operation.

†FOSTORIA, WFOB—Laurence W. Harry, First Natl. Bank Bldg., telephone 4635. Personnel: Laurence W. Harry, owner; Arthur Barrie, gen. mgr. & prog. dir.; Robert Cowley, chief engr. Facilities: CP, Channel 286, ERP 370 w; S.T.A., 250 w. On air Dec. 1, 1946.

†FREMONT, WFRO—Robert F. Wolfe Co., 905 W. State St., telephone Main 3401. Personnel: Robert F. Wolfe, pres.; J. Weddell Kerr., coml. mgr.; Donald M. Gehring, prog. dir.; G. W. Swartzlander, chief engr. Facilities: CP, Channel 284, ERP 300 w; S.T.A. On air Jan. 15, 1947.

HAMILTON—The Fort Hamilton Bcstg. Co., Second Natl. Bank, telephone 4664. Personnel: Herbert G. Pabst., pres. & gen. mgr.; Joseph E. True, coml. mgr.; Don J. Meeks, prog. dir.; Andrew F. Bruck, chief engr. Facilities: CG.

LAKEWOOD—United Garage & Service Corp. Facilities: CG.

LIMA—Northwestern Ohio Bcstg. Corp. Facilities: CG.

MARION, WMRN-FM—The Marion Bcstg. Co., N. Main St., telephone 3226. Personnel: R. T. Mason, pres. Facilities: CP, Channel 272, ERP 2.3 kw.

NEWARK, WCLT—The Advocate Printing Co. (temp. address), 25 W. Main St., telephone 4056. Personnel: Frank W. Spencer, pres.; Thomas A. Rogers, gen. mgr.; Ben E. Windle, chief engr. Facilities: CP, Channel 268, ERP 8.5 kw. Plans start in April, 1947.

PORTSMOUTH, WPAY-FM—The Scioto Bcstg. Co., 1009 Gallia St., telephone 1010. Personnel: Roy D. Moore, pres.; Paul Wagner, gen. mgr.; G. F. Boyd, coml. mgr.; Edward Sagraves, prog. dir.; Maurice L. Myers, chief engr. Facilities: CP, Channel 280, ERP 4 kw. Plans start in spring of 1947.

SENECA COUNTY—Jay R. David, P. O. Box 4, Tiffin, Ohio. Personnel: Jay R. David, owner. Facilities: CG.

STEUBENVILLE, WSTV-FM—The Valley Bcstg. Co., Exchange Realty Bldg., telephone 2-6265. Personnel: John J. Laux, gen. & coml. mgr.; John L. Meridian, prog. dir.; Joseph M. Troesch, chief engr. Facilities: CP, Channel 259, ERP 1.0 kw.

TOLEDO, WSPD-FM—The Fort Industry Co., 136 Huron St., telephone Adams 3175. Personnel: George B. Storer, pres.; E. Y. Flannigan, gen. mgr.; Glenn Jackson, prog. dir.; William M. Stringfellow, chief engr. Facilities: CG. Plans start in 1947.

†TOLEDO, WTQB—Unity Corp., Inc., 515 Madison Ave., telephone Garfield 5551. Personnel: William H. Spencer, gen. & coml. mgr.; Howard Malcolm, prog. dir.; Robert Sowers, chief engr. Facilities: CG, S.T.A., Channel 249, 250 w. On air Dec. 7, 1946.

†WARREN, WRRN-FM—Nied & Stevens, 108 Main St., telephone 4490. Personnel: Frank T. Nied & Perry H. Stevens, partners. Facilities: CG; S.T.A., Channel 282, ERP 250 w.

WOOSTER, WWST—The Wooster Republican Printing Co. Facilities: CP, Channel 250, ERP 9.6 kw.

YOUNGSTOWN, WFMJ-FM—The WFMJ Bcstg. Co., 101 W. Boardman St., telephone 3-4121. Personnel: William F. Maag, pres. & gen. mgr.; Phil Wood, coml. mgr.; Robert B. Mackall, prog. dir.; Frank A. Dieringer, chief engr. Facilities: CP, Channel 253, ERP 50 kw. Plans start in Oct., 1947.

YOUNGSTOWN—WKBN Bcstg. Corp. (WKBN), 17 N. Champion St., telephone 4-2122. Personnel: W. P. Williamson Jr., pres. Facilities: CG.

ZANESVILLE—Southeastern Ohio Bcstrs. Inc. (WHIZ), N. Fifth St., telephone 6000. Facilities: CG.

## OKLAHOMA

ANDMORE, KVSO-FM—John F. Easley, Hotel Ardmore, telephone 3030. Personnel: John F. Easley, owner. Facilities: CG.

DURANT, KDPS—Democrat Printing Co. (AM grantee), 129 N. Third St. Personnel: R. F. Story & Bennett Story, equal partners. Facilities: CP, Channel 276, ERP 2.9 kw.

LAWTON—Oklahoma Quality Bcstg. Co. (KSWO), 17th & E Ave., telephone 3413. Facilities: CG.

†MUSKOGEE, KMUS—Muskogee Bcstg. Co., 412 Court St., telephone 1826. Personnel: W. J. Rea Jr., pres.; Duane W. Holington, gen. mgr. & chief engr. Facilities: CG; S.T.A., Channel 221, 1 kw. Plans start March 1, 1947.

†OKLAHOMA CITY, KOCY-FM—Plaza Court Bcstg. Co.; Plaza Court Bldg., telephone 3-4333. Personnel: John D. Thomas, pres.; Matthew M. Bonebrake, gen. mgr.; George Tarter, coml. mgr.; Paul Buening, prog. dir.; George W. Brock, chief engr. Facilities: CP, Channel 253, ERP 176 kw; S.T.A., 250 w. On air Sept. 16, 1946.

OKLAHOMA CITY, KOMA-FM—KOMA Inc., Box 983, telephone 2-3291. Personnel: John Griffin, pres. Facilities: CP, Channel 261, ERP 190 kw.

†OKLAHOMA CITY, KTOK-FM—KTOK Inc., Apco Tower, telephone 3-8352. Personnel: O. L. Taylor, pres.; Robert D. Enoch, gen. mgr.; Frank J. Lynch, coml. mgr.; Harold M. Shreve, prog. dir.; Clifford M. Easum, chief engr. Facilities: CG; S.T.A., Channel 263. On air Oct. 2, 1946.

†OKLAHOMA CITY, WKY-FM—WKY Radiophone Co., Skirvin Tower, telephone 3-4306. Personnel: E. K. Gaylord, pres.; F. A. Suss, gen. & coml. mgr.; Hoyt T. Andres, prog. dir.; H. J. Lovell, chief engr. Facilities: 98.9 mc.

OKLAHOMA CITY—Sooner Bcstg. Co., First Natl. Bldg. Personnel: Steve Pennington, pres.; Neal Barrett, gen. mgr. Facilities: CG.

SHAWNEE, KGFF-FM—KGFF Bcstg. Co., Aldridge Hotel, telephone 4390. Personnel: Oscar S. Stauffer, pres.; Mrs. Maxine Bowman, gen. mgr.; Glen Harmon, coml. mgr.; Roy J. Bowman, gen. mgr.; Salvatore Ricciotti, chief engr. Facilities: CG. Plans start in Jan., 1947.

STILLWATER—Stillwater Publishing Co. (KSPI), 117 W. 7th St., telephone 311. Personnel: C. E. Bellatti, pres. Facilities: CG.

TULSA, KFJM-FM—Fred Jones Bcstg. Co., Alvin Hotel, telephone 3-4236. Personnel: Fred Jones, pres.; Lawson Taylor, gen. mgr.; Tom Johnson, coml. mgr.; Jack Hoffman, prog. dir.; Nate Wilcox, chief engr. Facilities: CG.

TULSA, KTUL-FM—Tulsa Bcstg. Co., Boulder-on-the-Park, telephone 2-1391. Personnel: John T. Griffin, pres. Facilities: CP, Channel 233, ERP 170 kw.

†TULSA KAKC-FM—Public Radio Corp. Facilities: 94.9 mc.

## OREGON

ALBANY, KWIL-FM—Central Willamette Bcstg. Co., 15th & Elm, telephone 1234. Personnel: W. L. Jackson, pres.; Chet Wheeler, gen. mgr.; Warren Stoffer, coml. mgr.; Leroy Jolley, prog. dir.; Herb Davidson, chief engr. Facilities: CP, Channel 282, ERP 710 w. On air Dec. 1, 1946.

ASHLAND, KSBO—Slaskiyou Bcstg. Co., 150 N. Main, telephone Ashland 6851. Personnel: G. M. Green, pres. & gen. mgr. Facilities: CG.

ASHLAND—Rogue Valley Bcstg. Co. Inc. (KWIN), 1160 Helman Road, telephone 2-1351. Personnel: M. S. Hamaker, pres. Facilities: CG.

EUGENE, KUGN-FM—Valley Bcstg. Co., P. O. Box 1400, telephone 2800. Personnel: C. H. Fisher & Benj. N. Phillips, co-owners; Ralph Hanson, gen. mgr.; S. W. McCready, coml. mgr.; J. F. Hoffman, prog. dir.; John E. Boren, chief engr. Facilities: CP, Channel 259, ERP 8.0 kw.

EUGENE—Eugene Broadcast Station (KORE), Box 1032, telephone 3. Personnel: Violet G. Motter, pres. Facilities: CG.

GRANTS PASS, KGPO—Southern Oregon Bcstg. Co. (KUIN), P. O. Box 148, telephone 1100. Personnel: William B. Smullin, pres.; Edward A. Malone, gen. mgr.; Nes Williams, chief engr. Facilities: CG. Plans start in 1947.

MEDFORD, KMED-FM—Mrs. W. J. Virgin. Facilities: CP, Channel 276, ERP 950 w.

MEDFORD—Medford Printing Co. (KYJC), 2729 N. First St. Personnel: Robert W. Rule, pres. Facilities: CG.



**PORTLAND, KALE-FM**—KALE Inc., 919 S. W. Taylor St. Bldg., telephone Broadway 3484. Personnel: P. L. Jackson, pres.; Charles E. Couche, vice-pres. & gen. mgr.; Norman A. Davis, coml. mgr.; Willis Ross, prog. dir.; A. E. Richmond, chief engr. Facilities: CP, Channel 241, ERP 250 kw.

**PORTLAND, KGW-FM**—Oregon Publishing Co., 1011 S. W. Sixth Ave., telephone Beacon 6364. Personnel: Caroline Leadbetter, pres.; H. Quentin Cox., gen. mgr.; Jack Wassan, coml. mgr.; Homer Welch, prog. dir.; Harold C. Singleton, chief engr. Facilities: CG; S.T.A., Channel 237, 250 w. On air May 7, 1946.

**PORTLAND, KOIN-FM**—KOIN Inc., P. O. Box 1031, telephone Atwater 3333. Personnel: Marshall Field 3d, pres.; H. H. Buckendahl, KOIN gen. mgr. Facilities: CP, Channel 253.

**PORTLAND, KPFW**—Broadcasters Oregon, Ltd., Box 1230, telephone Broadway 2436. Personnel: S. M. Goard, gen. mgr.; W. E. Dallas, asst. mgr.; D. L. Norton, gen. mgr. Facilities: CP, Channel 235, 1.53 kw. On air Nov. 1, 1946.

**PORTLAND, KPRA**—Pacific Radio Advertising Service. Facilities: CP, Channel 239, ERP 3.2 kw.; S.T.A., 250 w.

**PORTLAND, KXL-FM**—KXL Broadcasters, Orpheum Bldg., Broadway 6451. Personnel: Francis Symons, pres. Facilities: CG.

**PORTLAND**—Westinghouse Radio Stations Inc. (KEX), 1230 S. W. Main, telephone Atwater 6214. Facilities: CG.

**PENNSYLVANIA**

**ALLEN TOWN, WSN-FM**—Lehigh Valley Bcstg. Co., 39 N. Tenth St. Personnel: J. Calvin Shumberger, pres.; B. Bryan Musselman, vice-pres. Facilities: CP, Channel 240, ERP 8 kw.

**ALLEN TOWN, WFMZ**—Penn-Allen Bcstg. Co., Masonic Temple Bldg., telephone 3-0531. Personnel: Raymond F. Kohn, pres.; Keith A. Rogers, chief engr. Facilities: CG.

**ALLEN TOWN**—Allentown Bcstg. Co. (WKAP), 715 Hamilton St. Personnel: N. Joe Rahall, pres.; Farris E. Rahall, exec. dir. Facilities: CG.

**ALTOONA, WFBG-FM**—The Gable Bcstg. Co., 1318 11th Ave., telephone 6467. Personnel: George P. Gable, pres. Facilities: CP, Channel 264, 3.9 kw.

**BETHLEHEM, WGPB-FM**, The Bethlehem's Globe Publishing Co., 426 Broadhead St., telephone 6-8074. Personnel: Rolland L. Adams, vice-pres.; Arthur C. McCracken, gen. mgr. Facilities: CP, Channel 234, ERP 10 kw.

**BETHLEHEM**—Associated Broadcasters Inc. Facilities: CG.

**BEAVER FALLS**—Tribune Printing Co. Facilities: CG.

**BRADFORD, WPLI**—Bradford Publications Inc. (AM grantee), 43 Main St., telephone 3173. Personnel: Lester R. Edwards, pres.; H. A. Satterwhite, gen. mgr.; E. F. Harlan, coml. mgr.; A. H. Hertlein, prog. dir.; Benjamin Franklin, chief engr. Facilities: CP, Channel 246, ERP 2.7 kw.

**BUTLER**—Butler Broadcasting Co. (WISR), 357 N. Main St., telephone 4701. Facilities: CG.

**CLEARFIELD**—Airplane & Marine Instruments Inc. (WTWS). Facilities: CG.

**DUBOIS**—Tri-County Bcstg. Co. Inc. (WCED), 80 Park Place, telephone 1700. Facilities: CG.

**ERIE**—Presque Isle Bcstg. Co. (WERC), 121 W. 10th St., telephone 26-918. Personnel: Jacob A. Young, pres. Facilities: CG.

**FORKS TOWNSHIP, WEEK**—Easton Publishing Co. Facilities: CP, Channel 289, ERP 250 w.

**HARRISBURG, WABX**—Harold O. Bishop, 604-A Maclay St., telephone 2-5372. Personnel: Harold O. Bishop, pres. & gen. mgr.; J. A. Bishop, coml. mgr.; R. Oren, prog. dir.; Walter Deemer, chief engr. Facilities: Channel 284, ERP 107 w. On air Dec. 1, 1946.

**HARRISBURG, WCOY**—The Patriot Co. Facilities: CP, Channel 245, ERP 6.3 kw.

**HARRISBURG, WBEQ-FM**—Harrisburg Bcstg. Co. (WHGB), 112 Market St., telephone 2-3456. Facilities: CG.

**HARRISBURG, WHP-FM**—WHP Inc., 216 Locust St., telephone 4-3211. Personnel: E. J. Stackpole, pres. Facilities: CP, Channel 247, ERP 4.0 kw; STA, 250 w.

**JOHNSTOWN**—Central Bcstg. Co. Inc. (WARD), 237 Franklin St., telephone 81-216. Personnel: Paul B. Short, pres., G. D. Garland, exec. vice-pres. Facilities: CG.

**JOHNSTOWN**—WJAC Inc. (WJAC), Tribune Annex, telephone 24-361. Facilities: CG.

**LANCASTER, WGAL-FM**—WGAL Inc., 8 W. King St., telephone 5259. Facilities: CG; STA, Channel 224, 250 w.

**LANCASTER, WLAN-FM**—Peoples Bcstg. Co., 252 N. Queen St., telephone 7261. Personnel: F. H. Altedoerfer, pres.; Earl R. Shappell, gen. mgr.; Willis N. Weaver, chief engr. Facilities: CG; S.T.A., Channel 222.

**LEWISTON, WMBF-FM**—Lewiston Bcstg. Co., Monument Square, telephone 6757. Personnel: J. S. Woods, vice-pres.; T. W. Metzger, gen. mgr.; Bernard Bopp, chief engr. Facilities: CP, Channel 274, ERP 2.25 kw.

**MCKEESPORT, WMCK-FM**—Mon-Yough Bcstg. Co., Elks Temple, telephone 7194. Personnel: George E. Ralke, pres.; Jack Craddock, gen. mgr.; Roy Ferree, coml. mgr.; Charles White, chief engr. Facilities: CP, Channel 290, ERP 246 w. On air Dec. 15, 1946.

**MEADVILLE, WNJH**—H. C. Winslow (AM grantee). Personnel: H. C. Winslow, owner; Victor C. Diehm, gen. mgr. Facilities: CP, Channel 257, ERP 3.2 kw. Plans start in 1947.

**NEW CASTLE, WKST-FM**—WKST Inc., Cathedral Bldg., telephone 5050. Personnel: S. W. Townsend, pres. & gen. mgr.; A. W. Graham, coml. mgr.; Charles Wilson, prog. dir.; Robert Emch, chief engr. Facilities: CP, Channel 273, ERP 9.2 kw.

**PHILADELPHIA, KYW-FM**—Westinghouse Radio Stations Inc., 1619 Walnut St., Locust 7-3760. Personnel: Robert E. White, gen. mgr.; Harvey McCall, coml. mgr.; James Begley, prog. dir.; Irvin Eney, chief engr. Facilities: License—45.7 mc and Channel 262. On air Oct. 5, 1942.

**PHILADELPHIA, WCAU-FM**—WCAU Bcstg. Co., 1622 Chestnut St., telephone Locust 7-1700. Personnel: Leon Levy, gen. mgr.; Alex Rosenman, coml. mgr.; Norris West, prog. dir. Facilities: License—Channel 274. On air Dec. 1, 1941.

**PHILADELPHIA, WFIL-FM**—Triangle Publications Inc. (The Philadelphia Inquirer Division), Widener Bldg., telephone Rittenhouse 6-6900. Personnel: Roger Clipp, gen. mgr.; John E. Surrick, coml. mgr.; Felix Meyer, prog. dir.; Louis E. Littlejohn, chief engr. Facilities: License—45.3 and Channel 260; S.T.A., 3 kw. On air Nov. 10, 1941.

**PHILADELPHIA, WIBG-FM**—Seaboard Radio Bcstg. Corp., 1425 Walnut St., telephone Rittenhouse 6-2300. Personnel: Paul F. Barron, pres.; Edward D. Clery, gen. & coml. mgr.; Douglas Arthur, prog. dir.; John Henninger, chief engr. Facilities: CP, 46.5 mcs.

**PHILADELPHIA, WIP-FM**—Pennsylvania Bcstg. Co., 35 S. Ninth St., telephone Walnut 2-6800. Personnel: Benedict Gimbel Jr., pres. & gen. mgr.; Murray Arnold, prog. dir.; Clifford C. Harris, chief engr. Facilities: License, Channel 248, ERP 20 kw. On air April 20, 1942.

**PHILADELPHIA, WPEN-FM**—Wm. Penn Bcstg. Co., 1528 Walnut St., telephone Pennypacker 5-9490. Personnel: William L. McLean Jr., pres.; G. Bennett Larson, gen. mgr.; Milton F. Allison, coml. mgr.; John McClay, prog. dir.; Charles W. Burtis, chief engr.; Robin Compton, dir. of engring. Facilities: License, Channel 258, ERP 10.0 kw; S.T.A., 300 w. On air June 22, 1942.

**PITTSBURGH, KDKA-FM**—Westinghouse Radio Stations Inc., Grant Bldg., telephone Grant 4200. Personnel: Gwilym A. Price, chief exec.; J. E. Baudino, gen. mgr.; George D. Toms, coml. mgr.; Franklin A. Tooke, prog. dir.; T. C. Kenney, chief engr. Facilities: License, 47.5 and Channel 225; S.T.A., 1 kw. On air April 11, 1942.

**PITTSBURGH, KQV-FM**—Allegheny Bcstg. Corp., Chamber of Commerce Bldg., telephone Atlantic 6802. Facilities: CP, Channel 227, ERP 20 kw.

**PITTSBURGH, WMOT**—WWSW Inc. (WWSW), Hotel Keystone, telephone Grant 5200. Personnel: Frank E. Smith, pres. & gen. mgr.; Thomas B. Price, coml. mgr.; Marie Wilk, prog. dir.; Henry R. Kaiser, chief engr. Facilities: License, Channel 233; S.T.A., 3 kw. On air Aug., 1941.

**PITTSBURGH**—Pittsburgh Radio Supply House (WJAS), Chamber of Commerce Bldg., telephone Grant 4860. Personnel: H. J. Brennan, pres. Facilities: CP, Channel 235, ERP 20 kw.

**PITTSBURGH, WCAE Inc. (WCAE)**, Wm. Penn Hotel, telephone Atlantic 6900. Facilities: CP, Channel 223, ERP 20 kw.

**PITTSBURGH**—West Virginia Radio Corp. Facilities: CP, Channel 229, ERP 20 kw.

**POTTSVILLE, WMIB**—Miners' Bcstg. Service (WFAM), 106 S. Centre St., telephone 2200. Personnel: J. J. Curran & J. L. McGuire, exec. partners. Facilities: CP, Channel 252, ERP 5.8 kw.

**POTTSVILLE**—Pottsville Bcstg. Co. (WPPA), 8 S. Second St., telephone 4744. Personnel: A. W. Tidmore, gen. mgr. Facilities: CG.

**READING, WHBP**—Hawley Bcstg. Co. (WEEU), 533 Penn St., telephone 7335. Personnel: Hawley Quier, chief owner. Facilities: CP, Channel 226, ERP 9.0 kw.

**SCRANTON, WARM-FM**—Union Bcstg. Co., Bowman Bldg., telephone 4-1148. Personnel: Martin F. Memolo, pres. & gen. mgr. Facilities: CG.

**SCRANTON, WGBI-FM**—Scranton Bcstrs. Inc. Facilities: CG.

**SHARON, WPIC-FM**—Sharon Herald Bcstg. Co., P. O. Box 541, telephone 4113. Personnel: J. Fahnline, pres. Facilities: CG.

**SUNBURY, WKOK-FM**—Sunbury Bcstg. Corp., 1150 N. Front St., telephone 1325. Personnel: Harry H. Haddon, pres.; Homer R. Smith, gen. mgr.; Michael J. Kane, coml. mgr.; Paul Miller, prog. dir.; John W. Keller Jr., chief engr. Facilities: CP, Channel 257, ERP 4.4 kw.

**UNION TOWN, WMBS-FM**—Fayette Bcstg. Corp., Fayette Title & Trust Bldg., telephone 800. Personnel: Joseph C. Burwell, pres. & gen. mgr.; Harry C. Burwell, coml. mgr.; J. Sullivan Sages, prog. dir.; William Henzly, chief engr. Facilities: CP, Channel 241, ERP 1.5 kw.

**UNION TOWN, WNIQ**—Uniontown Newspapers Inc., 8 E. Church St., telephone 1000. Personnel: S. W. Galkins, pres.; Don C. Hayman, gen. mgr. & prog. dir.; Lindsay Blerer, coml. mgr. Facilities: CP, Channel 243, ERP 1.1 kw.

**WILKES-BARRE, WBRE-FM**—Louis G. Baltimore, 62 S. Franklin St., telephone 3-3101. Personnel: Louis G. Baltimore, pres.; David M. Baltimore, gen. mgr.; A. C. Baltimore, coml. mgr.; Franklin D. Coslett, prog. dir.; Charles Sakoskie, chief engr. Facilities: CP, Channel 279, ERP 2.2 kw.

**WILKES-BARRE, WIZZ**—Scranton-Wilkes-Barre-Pittston Bcstg. Co. Inc., 156 Prospect St., telephone 3-7421. Personnel: Richard G. Evans, pres. & gen. mgr. Facilities: CG; S.T.A., Channel 277, 250 w. On air Dec. 7, 1946.

**WILLIAMSPORT, WRAK-FM**—WRAK Inc. Facilities: CP, Channel 223, ERP 3.2 kw.

**YORK, WCYA**—Susquehanna Bcstg. Co. (WSBA), R.D. 5, telephone 2676. Personnel: Louis J. Appell, pres.; W. J. Rothensties, exec. vice-pres. Facilities: CP, Channel 235, ERP 20 kw.

**YORK**—White Rose Bcstg. Co. Facilities: CG.

**SOUTH CAROLINA**

**ANDERSON, WCAC**—Wilton E. Hall (WAIM), telephone 800. Personnel: Wilton E. Hall, owner; Glenn P. Warnock, gen. mgr.; John Davenport, prog. dir.; M. E. Green, chief engr. Facilities: CP, Channel 278, ERP 33.2 kw.

**CHARLESTON, WTMA-FM**—Atlantic Coast Bcstg. Co., 133 Church St., telephone 2-2961. Personnel: Edward Manigault, pres.; Robert E. Bradham, gen. mgr.; W. N. Abbott, prog. dir.; Douglass M. Bradham, chief engr. Facilities: S.T.A. 92.3 mc.

**COLUMBIA**—Surety Life Insurance (WIS), 1811 Main St., telephone 2-2135. Facilities: CG.

**GREENVILLE, WFBC-FM**—The Greenville News-Piedmont Co., Poinsett Hotel, telephone 362. Personnel: Beverly T. (Bevo) Whitmore, gen. mgr.; Robert G. Glass Jr., coml. mgr.; L. Byron Jenkins, prog. dir.; W. C. Etheredge, chief engr. Facilities: CP, Channel 225, ERP 160 kw.

(Continued)

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# COMMERCIAL FM DIRECTORY

(Continued)

GREENVILLE, WMRC-FM—Textile Bcstg. Co., Prevost Bldg., telephone 5730. Personnel: R. A. Jolley, pres. Facilities: CP, Channel 227, ERP 48.6 kw.  
 GREENWOOD—Grenco, Inc. (WCKS), Textile Bldg., telephone 4300. Personnel: Douglas Featherstone, mgr. Facilities: CG.  
 LANCASTER, WLSC—Lancaster Bcstg. Co. Facilities: CG.  
 ROCK HILL—York County Bcstg. Co. (WRHI), Rock Hill Natl. Bank Bldg., telephone 294. Personnel: James S. Beatty Jr., gen. mgr. & chief engr.; William C. Beatty coml. & prog. dir. Facilities: CG.  
 †SPARTANBURG, WSPA-FM—Spartanburg Adv. Co., 224 E. Main, telephone 2900. Personnel: A. B. Taylor, pres.; Walter J. Brown, vice-pres.; Roger A. Shafer, managing dir.; Harold Beckholt chief engr. Facilities: CP, Channel 221, ERP 24 kw.; S.T.A., 250 w. On air Nov. 3, 1946.  
 SPARTANBURG—Spartanburg Bcstg. Co. (WORD), 291 E. Main St., telephone 875. Personnel: J. M. Bryan & Smith Davis, owners. Facilities: CG.

## TENNESSEE

†BRISTOL, WOPI-FM—Radiophone Bcstg. Station WOPI Inc., 310 State St. Personnel: W. A. Wilson, pres. & gen. mgr.; Roy Russell, coml. mgr.; Dick Swanson, prog. dir.; Rus Robinson, chief engr. Facilities: CP, Channel 245, ERP 10.4 kw.; S.T.A., 214 mcs. On air Dec. 25, 1946.  
 †CHATTANOOGA, WAPO-FM—WAPO Bcstg. Service, Ninth & Broad Sts., telephone 6-6141. Personnel: Ramon G. Patterson & Louise Patterson Pursley, prin. owners; Ramon G. Patterson, gen. mgr.; Nelson Krepps, coml. mgr.; Helen Patterson, prog. dir.; Bertram B. Barnes, chief engr. Facilities: CP, Channel 233, ERP 37.2 kw.; S.T.A., Channel 250, 250 w.  
 CHATTANOOGA, WDDO-FM—WDDO Bcstg. Corp., Hamilton Natl. Bank Bldg., telephone 6-5117. Personnel: N. A. Thomas & E. W. Winger, co-owners; E. W. Winger, gen. mgr.; Carter M. Parham, coml. mgr.; G. A. McPherson, prog. dir.; W. Roy Owens, chief engr. Facilities: CP, Channel 237, ERP 42 kw.  
 CHATTANOOGA—Unity Bcstg. Corp. of Tennessee. Facilities: CG.  
 CLARKSVILLE—William Kleeman (WJZM), 409 Madison, telephone 2295. Facilities: CG.  
 CLARKSVILLE—Leaf Chronicle Co. Facilities: CG.  
 †JACKSON, WTJS-FM—The Sun Publishing Co. Inc. Personnel: Albert A. Stone, vice-pres. & gen. mgr. of Sun Pub. Co. Facilities: CG.  
 JACKSON—Jackson Bcstg. Co. Facilities: CG.  
 JOHNSON CITY, WJHL-FM—WJHL Inc., 143 W. Main St. Personnel: W. H. Lancaster, pres. Facilities: CG.  
 KINGSPOBT, WKPT-FM—Kingsport Bcstg. Co. Inc. Personnel: C. P. Edwards Jr., pres. Facilities: CP, Channel 277, ERP 44 kw. Plans start about Sept., 1947.  
 KNOXVILLE, WKPB—Knoxville Publishing Co., Journal Bldg., telephone 2-4141. Personnel: Roy N. Lospelch, pres.; Harold G. Price, gen. mgr. Facilities: CP, Channel 222, ERP 20 kw.  
 †KNOXVILLE, WROL-FM—S. E. Adcock, Hamilton Natl. Bank Bldg., telephone 2-7111. Personnel: S. E. Adcock, pres.; P. C. Gow, gen. mgr.; Claude M. Frazier, coml. mgr.; Allan Stout, prog. dir.; James Gilbert, chief engr. Facilities: S.T.A., Channel 226, 1 kw.; CP, Channel 226, 76 kw. On air Dec., 1946.  
 MEMPHIS, WHHM-FM—WHHM Bcstg. Co., Sterick Bldg., telephone 37-4422. Personnel: Herbert Herff, owner; Patt McDonald, gen. & coml. mgr.; Dean Turner, prog. dir.; William Marsh, chief engr. Facilities: CP, Channel 224, ERP 49 kw.  
 MEMPHIS, WMC-FM—Memphis Publishing Co., 495 Union Ave., telephone 8-7484. Personnel: John H. Sorrells, pres.; H. W. Slavick, gen. mgr.; J. C. Eggleston, coml. mgr.; John H. Cleghorn, prog. dir.; E. C. Fraze Jr., chief engr. Facilities: CG. Plans start April 1, 1947.  
 †NASHVILLE, WSM-FM—WSM Inc., National Bldg., telephone 6-7181. Personnel: Edwin W. Craig, pres.; Harry Stone, gen. mgr.; Jack Harris, asst. gen. mgr.; Winston S. Dustin, coml. mgr.; Tom Stewart, prog. dir.; George Reynolds, chief engr. Facilities: License, 44.7 and Channel 261. On air March 1, 1941.  
 MEMPHIS—WMPB Inc. (WMPB), 62 N. Main St., telephone 5-2721. Facilities: CG.  
 MEMPHIS—Hoyt B. Wooten (WREC), Hotel Peabody Bldg., telephone 5-1313. Facilities: CG.  
 NASHVILLE—WSIX Bcstg. Station (WSIX), telephone 5-5431. Personnel: J. M. Draughon & L. R. Draughon, owners. Facilities: CG.

## TEXAS

ABILENE, KRBC-FM—The Reporter Bcstg. Co., telephone 6255. Personnel: N. B. Hanks pres.; Howard Barrett, gen. mgr.; J. B. Casey, chief engr. Facilities: CG.  
 AMARILLO, KFDA-FM—Amarillo Bcstg. Corp., 109 E. Fifth St., telephone 5343. Personnel: J. L. Nunn & Gilmore Nunn, chief owners. Facilities: CG.  
 AMARILLO, KGNC-FM—Plains Radio Bcstg. Co., Radio Bldg., telephone 4242. Personnel: Gene Howe, pres.; Aubrey Jackson, gen. mgr.; Noel E. Thompson, asst. mgr.; Bob Watson, prog. dir.; W. H. Torrey, chief engr. Facilities: CP, Channel 269, ERP 50.4 kw.  
 BEAUMONT, KRIC-FM—KRIC Inc., 130 Wall St., telephone 4200. Personnel: Mrs. J. L. Mapes, pres. Facilities: CG.  
 BELTON—Mary Hardin-Baylor College. Facilities: CG.  
 BROWNSVILLE—Brownsville Herald Publishing Co. Facilities: CG.  
 †COLLEGE STATION, KAMT—Agricultural and Mechanical College of Texas (WFAW), Administration Bldg., telephone 4-6724. Personnel: G. B. Winstead, gen. mgr.; W. R. Pierre, coml. mgr. & prog. dir.; Frank J. Sosolik, chief engr. Facilities: S.T.A., 94.5 mc.  
 †DALLAS, KERA—A. H. Belo Corp. (WFAA), 1122 Jackson St., telephone Riverside 9631. Personnel: E. M. Dealey, pres.; Martin Campbell, gen. mgr.; William Shapard, prog. dir.; Raymond Collins, chief engr. Facilities: CP, Channel 232, ERP 37 kw.; S.T.A., 250 w. On air Oct. 5, 1946.  
 DALLAS, KRLD-FM—KRLD Radio Corp., Hotel Adolphus, telephone Central 6811. Personnel: John W. Runyon, pres. Facilities: CG.  
 DALLAS—City of Dallas (WRR), telephone Tenison 3.6101. Personnel: Charles B. Jordan, gen. mgr.; Dale Drake, coml. mgr.; Pete Teddlie, prog. dir.; Durward J. Tucker, chief engr. Facilities: CG.  
 DALLAS—Variety Bcstg. Co. Inc. (KIXL), 2401 South Blvd. Personnel: Lee Segal, pres. Facilities: CG.  
 DENTON, KDNT-FM—Harwell V. Shepard, telephone 276. Personnel: Harwell V. Shepard, owner & gen. mgr. Facilities: CP, Channel 269, 3.1 kw.  
 FORT WORTH—Carter Publications Inc. (WBAP), Medical Arts Bldg., telephone 3-1234. Personnel: Amon G. Carter, pres.; Harold V. Hough, radio supvr. Facilities: CG.  
 FORT WORTH—Lone Star Bcstg. Co. Personnel: David H. Rankin & J. Lee Rankin, partners. Facilities: CG.  
 GALVESTON—The KLUF Bcstg. Co. Inc. (KLUF), 319½ 21st St., telephone 6676. Personnel: G. Roy Clough, pres.; Lee Clough, vice-pres. Facilities: CG.  
 HARLINGEN, KGBS-FM—Harbenito Bcstg. Co. Inc., Box 711. Personnel: Troy McDaniel, gen. mgr.; Dave Bennett, coml. mgr.; Frank Parker, prog. dir.; W. O. Preston, chief engr. Facilities: CP, Channel 237, ERP 12.5 kw. Plans start in 1947.  
 †HOUSTON KOPY—Texas Star Bcstg. Co. (KTHT), Southern Standard Bldg., telephone Capitol 6353. Personnel: Roy M. Hofheinz, pres. & chief owner; John Erie Stephens, gen. mgr.; Ted Hills, coml. mgr.; Dick Altman, prog. dir.; Louis Jelly, chief engr. Facilities: CG; S.T.A., Channel 253, 1 kw. On air Aug. 17, 1946.

† In operation.

†HOUSTON, KPRC-FM—Houston Printing Corp., Lamar Hotel, telephone Fairfax 7101. Personnel: W. P. Hobby, pres. Facilities: CP, Channel 259, ERP 39.2 kw.; S.T.A., 250 w.  
 HOUSTON, KTRH-FM—KTRH Bcstg. Co., Rice Hotel, telephone Preston 4361. Personnel: B. F. Orr, gen. mgr.; Ray E. Bright, coml. mgr.; T. E. Nabors, prog. dir.; Tom Hiner, chief engr. Facilities: CP, Channel 257, ERP 290 kw.  
 HOUSTON, KXYZ-FM—Harris County Broadcast Co., Gulf Bldg., telephone Capitol 6151. Personnel: M. Tilford Jones, gen. mgr.; Reese Reinecker, station mgr.; Bill Bennett, coml. mgr.; Jack Edmunds, prog. dir.; Gerald R. Chinski, chief engr. Facilities: CP, Channel 242, ERP 177 kw.  
 HOUSTON—Lee Segal Bcstg. Co. (KCOH). Personnel: Lee Segal, pres.  
 LONGVIEW—R. G. LeTourneau (Georgia AM interests). Facilities: CG.  
 LUFKIN, KRBA-FM—Darrell E. Yates, telephone 272. Personnel: Darrell E. Yates, owner & gen. mgr.; James Byrd, prog. dir.; Ambrose Maxim, chief engr. Facilities: CP, Channel 225, ERP 2.9 kw.  
 SAN ANGELO, KGKL-FM—KGKL Inc., Saint Angelus Hotel, telephone 6715. Personnel: H. C. Ragsdale, pres.; Lewis O. Seibert, gen. mgr.; Myrl Stien, coml. mgr.; Julian Hill, prog. dir.; Frank Jones, chief engr. Facilities: CG.  
 †SAN ANTONIO, KISS—The Walmac Co. (KMAC), Natl. Bank of Commerce Bldg., telephone Cathedral 6211. Personnel: Howard G. Davis, owner. Facilities: CG; S.T.A., Channel 261, 250 w.  
 †SAN ANTONIO, KYFM—Express Publishing Co. Facilities: CG; S.T.A., Channel 268, 250 w.  
 †SAN ANTONIO, WOAI-FM—Southland Industries Inc., 1031 Navarro, telephone Garfield 4221. Personnel: G. A. C. Half, chief owner; Hugh A. L. Half, mgr.; Jerome Lee, prog. dir.; Charles Jeffers, chief engr. Facilities: CG; S.T.A., Channel 272, 3 kw. On air Dec. 1, 1946.  
 SAN ANTONIO—Southern Bcstg. Corp. Facilities: CG.  
 SAN ANTONIO—Sunshine Bcstg. Co. (KTSA), Gunter Hotel, telephone Garfield 1251. Personnel: Gene Howe, pres. Facilities: CG.  
 TEMPLE, KTEM-FM—Bell Bcstg. Co. Inc., P. O. Box 186, telephone 5252. Personnel: Frank Mayborn, pres. Facilities: CP, Channel 282, ERP 200 w.  
 †TEXARKANA, KCMC-FM—KCMC Inc., telephone 832. Personnel: Frank O. Myers, gen. mgr. Facilities: CG; S.T.A., Channel 223, 250 w.  
 †TYLER, KGKB-FM—East Texas Bcstg. Co., 115 S. College, Telephone 1106. Personnel: James G. Ulmer, pres. & gen. mgr.; M. E. Danbom, coml. mgr.; John P. York, prog. dir.; Clark Wolcott, chief engr. Facilities: 103.9 mc.  
 VERNON, KWVC-FM—Northwestern Bcstg. Co., 1813 Wilbarger St., telephone 1048. Personnel: R. H. Nichols, pres. Facilities: CP, Channel 268, ERP 8.0 kw.  
 †WICHITA FALLS, KTRN—Times Publishing Co. of Wichita Falls, P. O. Box 120, telephone 2-5214. Personnel: Ed Howard, pres. Times Pub. Co.; W. W. Robertson, gen. mgr. & chief engr.; John E. White, coml. mgr.; Louis C. Pitchford Jr., prog. dir. Facilities: CG, S.T.A., Channel 249, 250 w.  
 WICHITA FALLS—Wichita Broadcasters (KWFT), Kemp Hotel, telephone 4182. Personnel: Joe B. Carrigan, owner. Facilities: CG.

## UTAH

SALT LAKE CITY, KDYL-FM—Intermountain Bcstg. Corp., Tribune Bldg., telephone 5-2961. Personnel: S. S. Fox, pres. & gen. mgr.; George A. Provol, coml. mgr.; Emerson Smith, prog. dir.; John M. Baldwin, chief engr. Facilities: CG.  
 †SALT LAKE CITY, KSL-FM—Radio Service Corp. of Utah. Facilities: CP, 44.7 mcs., S.T.A. 100.1 mc.

## VERMONT

RUTLAND, WSYB-FM—Philip Welas Music Co., 80 West St., telephone 1247. Personnel: Philip Welas, owner & gen. mgr.; N. K. Ransom, chief engr. Facilities: CG.  
 RUTLAND—The Herald and Globe Association. Facilities: CG.

## VIRGINIA

DANVILLE, WBTM-FM—Piedmont Bcstg. Corp., Hotel Danville Bldg., telephone 2350. Personnel: L. N. Dibrell, pres.; R. Sanford Guyer, gen. mgr.; E. G. Gardner, coml. mgr.; Milton Adams, prog. dir.; Lyle Motley, chief engr. Facilities: CG.  
 †HARRISONBURG, WSWA-FM—Shenandoah Valley Bcstg. Corp., Newman Bldg., telephone 875. Personnel: Frederick L. Allman, pres. & gen. mgr.; Robert B. Harrington, coml. mgr.; Richard H. Johnson, prog. dir.; Warren L. Braun, chief engr. Facilities: CP, Channel 232, ERP 37.2 kw.; S.T.A., 3 kw. On air Dec. 1, 1946.  
 LYNCHBURG, WLDC-FM—Old Dominion Bcstg. Corp., 218 Woodland Ave. Facilities: CP, Channel 270, ERP 20 kw.  
 LYNCHBURG, WLVA-FM—Lynchburg Bcstg. Corp., Allied Arts Bldg., telephone 3030. Personnel: Edward A. Allen, pres. Facilities: CP, Channel 268, ERP 3.7 kw.  
 NEWPORT NEWS, WGH-FM—Hampton Roads Bcstg. Corp. Facilities: CG.  
 NORFOLK, WTAR-FM—WTAR Radio Corp., Natl. Bank of Commerce Bldg., telephone 2-5671. Personnel: Campbell Arnoux, pres. Facilities: CG.  
 †PORTSMOUTH, WSAP-FM—Portsmouth Radio Corp., Professional Bldg., telephone 6383. Personnel: Tom Gilman, pres.; T. W. Aydlett, gen. mgr.; J. L. Norfleet, coml. mgr.; Ernest Tannen, prog. dir.; Frederic F. Clair, chief engr. Facilities: CG; S.T.A., Channel 234, 3 kw.  
 PORTSMOUTH—Portsmouth Star Publishing Corp. Facilities: CG.  
 †RICHMOND, WCOD—Havens and Martin, Inc. (WMBG), 3301 W. Broad St., telephone 5-8611. Personnel: Wilbur M. Havens, pres. & gen. mgr.; Walter A. Bowry, asst.; William J. Filler, local coml. mgr.; Ralph Wallerstein, natl. coml. mgr.; Allen Phaup, prog. dir.; Wilfred H. Wood, chief engr. Facilities: CP, Channel 242, ERP 47 kw.; S.T.A., 250 w. On air Oct. 25, 1946.  
 RICHMOND, WLEE-FM—Thomas Garland Tinsley Jr., Broad-Grace Arcade, telephone 3-6741. Personnel: T. G. Tinsley, pres.; Irvin G. Abloff, gen. & coml. mgr.; Raymond W. Baker, prog. dir.; George McGuigan, chief engr. Facilities: CG.  
 RICHMOND, WRNL-FM—Richmond Radio Corp., 323 E. Grace St., telephone 3-3436. Personnel: D. Tennant Bryan, pres.; E. S. Whitlock, gen. & coml. mgr.; Richard A. Velz, prog. dir.; Walter R. Selden, chief engr. Facilities: CG.  
 RICHMOND, WRVA-FM—Larus & Brother Co. Inc., telephone 3-6633. Personnel: C. T. Lucy, gen. mgr. Facilities: CP, Channel 248, ERP 21 kw.  
 ROANOKE, WDBJ-FM—Times-World Corp., P. O. Box 150, telephone 8131. Personnel: Ray P. Jordan, gen. mgr.; John W. Harkrader, coml. mgr.; Paul E. Reynolds, prog. dir.; J. Edward Newman, chief engr. Facilities: CG.  
 ROANOKE, WROV-FM—Radio Roanoke Inc., Mountain Trust Bank Bldg. telephone 3-4444. Personnel: Leo F. Henebery, pres.; Lambert B. Beuwkes, gen. mgr.; Frank E. Kohler, coml. mgr.; Gordon Phillips, prog. dir.; J. J. Ralston, chief engr. Facilities: CP, Channel 229, ERP 3 kw.  
 ROANOKE—Roanoke Bcstg. Corp. (WSLS), Shenandoah Life Bldg., telephone 927. Personnel: Paul C. Buford, pres.; James H. Moore, vice-pres. Facilities: CG.  
 SUFFOLK, WLPM-FM—Suffolk Bcstg. Corp., 105 Bank St., telephone 1420. Personnel: Fred L. Hart, pres. Facilities: CG.  
 †WINCHESTER, WINC-FM—Richard Field Lewis Jr., Box 605, telephone 4855. Personnel: Richard Field Lewis Jr., owner & gen. mgr.; John Carl Morgan, coml. mgr.; Phil Whitney, chief engr. Facilities: CP, Channel 223, ERP 13.4 kw.; S.T.A., 50 w., 4000 mcs.; S.T.A., 3 kw. On air Nov. 18, 1946.



WASHINGTON

†LONGVIEW, KWLK-FM—Twin City Bcstg. Corp., Natl. Bank of Commerce Bldg., telephone 1500. Personnel: C. O. Chatterton, pres. & gen. mgr.; Jack Richards, coml. mgr.; Claire Banks, prog. dir.; John Van Voorhees, chief engr. Facilities: CP, Channel 282, ERP 410 w. On air Jan. 25, 1947.  
 SEATTLE, KEVR-FM—Evergreen Bcstg. Corp., Smith Tower, telephone Main 1090. Personnel: A. W. Talbot, pres.; Bartley Sims, vice-pres. Facilities: CP, Channel 226, ERP 9.6 kw.  
 SEATTLE, KIRO-FM—Queen City Bcstg. Co., Inc., Cobb Bldg., telephone Seneca 1530. Personnel: Saul Haas, pres.; Loren Stone, gen. mgr.; William Tucker, coml. mgr.; Kenneth Yeend, prog. dir.; Homer A. Ray Jr., chief engr. Facilities: CG.  
 SEATTLE, KOMO-FM—Fisher's Blend Station Inc., 1331 Third Ave. Bldg. Facilities: CP, Channel 224, ERP 48 kw.  
 †SEATTLE, KRSC-FM—Radio Sales Corp., 2939 Fourth St., telephone Elliott 2480. Personnel: P. K. Leberman, pres.; Robert E. Priebe, gen. mgr.; Romig C. Fuller, coml. mgr.; Ted Bell, prog. dir.; George Freeman, chief engr. Facilities: CP, Channel 228, ERP 15 kw. On air Jan. 1, 1947.  
 SEATTLE, KING—Western Waves Inc. Facilities: 94.7 mc.

WEST VIRGINIA

†BECKLEY, WCFC—Beckley Newspapers Corp., 305 Reservoir Road, telephone 5778. Personnel: Charles Hodl, pres.; E. J. Hodl, gen. mgr.; W. S. Jackson, prog. dir.; George W. Yazell, chief engr. Facilities: CP, Channel 286, ERP 3 kw.; S.T.A., 250 w. On air Aug. 15, 1946.  
 †BECKLEY, WJLS-FM—Joe L. Smith Jr., WJLS Bldg., telephone 7311. Personnel: Joe L. Smith Jr., owner; Virginia N. Cooper, gen. & coml. mgr.; Jerome McDevitt, prog. dir.; A. J. Ginkel, chief engr.; John A. Dinter, asst. chief for FM. Facilities: CP, Channel 264, ERP 31.7 kw.; S.T.A., 2500 w. On air Nov. 15, 1946.  
 BLUEFIELD—WHIS-FM—Daily Telegraph Printing Co., 623 Commerce St., telephone 7114. Personnel: H. I. Shott, pres.; J. Lindsey Alley, gen. mgr.; Mel Barnett, prog. dir.; P. T. Flanagan, chief engr. Facilities: CP, Channel 250, ERP 186 kw.  
 CHARLESTON—Daily Gazette Co. Facilities: CG.  
 HUNTINGTON, WPLH-FM—Huntington Bcstg. Corp., 1105 Fourth Ave., telephone 7097. Personnel: F. J. Evans, pres. & gen. mgr.; Claude Landry, coml. mgr.; Jay Caldwell, prog. dir.; William H. Hansher Jr., chief engr. Facilities: CP, Channel 258, ERP 38 kw.  
 HUNTINGTON, WKYO—Mayflower Bcstg. Co. Inc., 1124 Third Ave., telephone 2-9400. Personnel: Nicholas J., Charles T. & Norman J. Tweel, owners; Nicholas J. Tweel, gen. mgr.; Norman J. Tweel, prog. dir. Facilities: CP, Channel 282, ERP 275 w.  
 HUNTINGTON—Greater Huntington Radio Corp. (WHTN), 1112½ Fourth Ave., telephone 6185. Personnel: A. B. Hyman, pres.; Meyer Layman, gen. mgr.; Arnold Silvert, coml. mgr.; Harold F. Sturm, chief engr. Facilities: CG.  
 LOGAN—Clarence H. Frey & Robert O. Greever (WLOG), telephone 761. Facilities: CG.  
 MORGANTOWN, WAJR-FM—West Virginia Radio Corp., 446 Spruce, telephone 9488. Personnel: H. C. Greer, pres. Facilities: CP, Channel 282, ERP 275 w.  
 WHEELING, WKWK-FM—Community Bcstg. Inc., 16th & Market St., telephone 5320. Personnel: Joe L. Smith Jr., pres.; John B. Reynolds, gen. & coml. mgr.; Albert H. Stewart, prog. dir.; Fred A. Baker, chief engr. Facilities: CP, Channel 265, ERP 14 kw. On air in early 1947.  
 WHEELING—West Virginia Bcstg. Corp. (WWVA), Hawley Bldg., telephone 5383. Facilities: CG.

WISCONSIN

BELOIT, WBNB—Daily News Publishing Co., 413 Pleasant St., telephone 4500. Personnel: Donald L. Dobson, gen. mgr.; Wallace M. Morton Jr., chief engr. Facilities: Channel 230, ERP 8.7 kw.  
 GREEN BAY, WPG—Green Bay Newspaper Co., c/o Press-Gazette, telephone Adams 4400. Personnel: Victor I. Minahan, A. B. Turnbull, Joseph Horner Jr., prin. owners; John M. Walter, station mgr. Facilities: CP, Channel 266, ERP 14.4 kw.  
 GREEN BAY, WTAQ-FM—WHBY Inc., telephone Adams 1. Personnel: Rev. James H. Wagner managing dir. Facilities: CP, Channel 268, ERP 14 kw.  
 GREENFIELD, WWCF—Wm. C. Forrest (WBU), Poynette, Wis., telephone Poynette 3785. Personnel: William C. Forrest, owner & gen. mgr.; Ralph R. O'Connor, coml. mgr.; Sarah Forrest, prog. dir.; L. Stanley Sadler, chief engr. Facilities: CG.  
 JANESVILLE—Gazette Printing Co. Facilities: CG.  
 LaCROSSE, WKBH-FM—WKBH Inc., Radio Bldg., telephone 450. Personnel: Howard Dahl, pres. Facilities: CP, Channel 221, ERP 40.2 kw.  
 MADISON, WIBA-FM—Badger Bcstg. Co., 110 E. Main St., telephone Fairchild 8800. Personnel: William T. Evjue, pres.; Kenneth F. Schmitt, gen. mgr.; Howard A. Johnson, bus. mgr.; Norman Hahn, chief engr. Facilities: CG.  
 MARSFIELD, WDLB-FM—Dairyland's Bcstg. Service, Inc., 1710 N. Central Ave., telephone 1212. Personnel: Lloyd L. Felker, pres.; George F. Meyer, gen. mgr.; Robert Behling, coml. mgr.; Roy Lamere, prog. dir.; Gerald J. Boos, chief engr. Facilities: CG.  
 MILWAUKEE, WPAW—Midwest Bcstg. Co. (WMAW), 135 W. Wells St., telephone Daly 2154. Personnel: John A. Fleissner, pres.; George A. Inghram, gen. mgr.; R. H. Host, chief engr. Facilities: CG.  
 †MILWAUKEE, WTMJ-FM—The Journal Co. (The Milwaukee Journal), 333 W. State St., telephone Marquette 6000. Personnel: Walter J. Damm, vice-pres. & gen. mgr.; L. W. Herzog, asst. gen. mgr.; R. G. Winnie, coml. mgr.; E. J. Robertson, prog. dir.; Philip Laesser, chief engr. Facilities: License, Channel 222; ERP 349 kw; S.T.A., 2 kw, 45.4 mcs. On air 1940.  
 MILWAUKEE—Hearst Radio Inc. (WISN), 123 W. Michigan, telephone Daly 6476. Facilities: CG.  
 MILWAUKEE—Myles H. Johns. Facilities: CG.  
 MILWAUKEE—Milwaukee Bcstg. Co. (WEMP), 710 N. Plankinton, telephone Marquette 7722. Facilities: CG.  
 OSHKOSH, WOSH-FM—Oshkosh Bcstg. Co., 151½ N. Main St., telephone Stanley 4580. Facilities: CG.  
 RACINE, WRJN-FM—Racine Bcstg. Corp., 441 Maine St., telephone Jackson 290. Personnel: Frank E. Starbuck, pres.; Harry R. Le Poidevin, secy.-treas. Facilities: CG.  
 RICE LAKE, WJMC-FM—WJMC Inc., 1615 N. Maine St., telephone 550. Personnel: W. C. Bridges, chief owner. Facilities: CG.  
 SHEBOYGAN, WHBL-FM—Press Publishing Co. Press Bldg., telephone 1900. Personnel: A. Matt Werner, exec. dir. Facilities: CG.  
 †SUPERIOR, WDUL—Head of the Lakes Bcstg. Co., WEBC Bldg., Duluth, Minn., telephone Melrose 2873. Personnel: Morgan Murphy, pres.; W. C. Bridges, gen. mgr.; Earl Henton, coml. mgr.; W. C. Lounsbury, chief engr. Facilities: License, Channel 222. On air April, 1940.  
 WAUSAU, WSAU-FM—Northern Bcstg. Co. Inc., 125 Third St., telephone 6521. Facilities: CP, Channel 235 ERP 19.5 kw.  
 WAUSAU—The Journal Co. (The Milwaukee Journal) (WTMJ). Facilities: CG.  
 WAUSAU—Record-Herald Co. Facilities: CG.  
 WISCONSIN RAPIDS, WFHR-FM—William F. Huffman, 141 W. Grand Ave., telephone 1340. Facilities: CP, Channel 284, ERP 290 w.

WYOMING

\*CHEYENNE, KFBA—Frontier Bcstg. Co. (KFBC), Plains Hotel, telephone 4461. Personnel: Tracy S. McCracken, pres.; William C. Grove, gen. mgr. & chief engr.; Frank Flynn, coml. mgr.; Dale Sunderland, prog. dir. Facilities: CP, Channel 239, ERP 9.5 kw.; S.T.A., 1 kw.

PUERTO RICO

SAN JUAN, WSJN—Radio Americas Corp., Box 371, telephone 91. Personnel: Alfredo R. de Arellano Jr., pres.; Richard C. Durham, gen. mgr. Facilities: CP, Channel 286, ERP 330 watts.

CHANNELS DESIGNATED FOR FM BROADCASTING AND THEIR MEGACYCLE EQUIVALENTS

Channel No.	Mc.	Channel No.	Mc.	Channel No.	Mc.	Channel No.	Mc.
201	88.1	226	93.1	251	98.1	276	103.1
202	88.3	227	93.3	252	98.3	277	103.3
203	88.5	228	93.5	253	98.5	278	103.5
204	88.7	229	93.7	254	98.7	279	103.7
205	88.9	230	93.9	255	98.9	280	103.9
206	89.1	231	94.1	256	99.1	281	104.1
207	89.3	232	94.3	257	99.3	282	104.3
208	89.5	233	94.5	258	99.5	283	104.5
209	89.7	234	94.7	259	99.7	284	104.7
210	89.9	235	94.9	260	99.9	285	104.9
211	90.1	236	95.1	261	100.1	286	105.1
212	90.3	237	95.3	262	100.3	287	105.3
213	90.5	238	95.5	263	100.5	288	105.5
214	90.7	239	95.7	264	100.7	289	105.7
215	90.9	240	95.9	265	100.9	290	105.9
216	91.1	241	96.1	266	101.1	291	106.1
217	91.3	242	96.3	267	101.3	292	106.3
218	91.5	243	96.5	268	101.5	293	106.5
219	91.7	244	96.7	269	101.7	294	106.7
220	91.9	245	96.9	270	101.9	295	106.9
221	92.1	246	97.1	271	102.1	296	107.1
222	92.3	247	97.3	272	102.3	297	107.3
223	92.5	248	97.5	273	102.5	298	107.5
224	92.7	249	97.7	274	102.7	299	107.7
225	92.9	250	97.9	275	102.9	300	107.9

Non-Commercial Educational FM Broadcast Stations

Call Letters	Licensee and Location	Frequency in Mc.	Power in Kw.
WNYE	Board of Education, City of New York, Brooklyn, N. Y.	91.7	20 (eff. radiated)
†KAOG	Oklahoma Agricultural and Mechanical College, Nr. Stillwater, Okla.	91.7	42 (eff. radiated)
KALW	Board of Education of the San Francisco Unified School District, San Francisco, Calif.	91.7 (42.1)	1.5 (1) (eff. radiated)
†KCRW	Santa Monica School Board, Santa Monica, Calif.	90.1	.3 (eff. radiated)
†KCUN	College of the Pacific, Stockton, Calif.	91.3	2.6 (eff. radiated)
†KICR	School District of Kansas City, Kansas City, Mo.	To be assigned	1
†KIDE	The Independent School District of the City of El Paso, Tex.	91.7	2.15 (eff. radiated)
†KOKU	State University of Oklahoma, Norman, Okla.	91.1	7 (4.4) (eff. radiated)
†KSCU	Sacramento City Unified School District, Sacramento, Calif.	90.9	0.37 (eff. radiated)
†KSUI	The State U. of Iowa, Iowa City, Iowa	42.7	1
†KUSC	University of Southern California, Los Angeles, Calif.	91.7 (42.9)	2.9 (1) (eff. radiated)
†WATX	The Regents of U. of Michigan, Ann Arbor, Mich. T-Dexter Twp., near Dexter, Mich.	To be determined	To be determined
WBEZ	Board of Education, City of Chicago, Ill.	42.5	1
†WBGO	The Board of Education of Newark in the County of Essex, Newark, N. J.	To be assigned	1
WBKY	U. of Kentucky, Lexington, Ky.	91.8 (42.9)	2.3 (.5) (eff. radiated)
WBOE	Cleveland City Board of Education (Charles H. Lake, Superintendent), Cleveland, Ohio	90.1 (42.5)	10 (1) (eff. radiated)
†WCAH	Board of Education, City of Buffalo, N. Y.	42.9	1
†WCCV	The Trustees of Columbia University in the City of New York, N. Y.	To be assigned	20
†WDTR	The Board of Education of the City of Detroit, Mich.	91.3	2.6 (eff. radiated)
†WDWD	School District No. 4, Lake County, Ore., Eugene, Ore.	90.1	.3 (eff. radiated)
†WFCV	Fordham U., New York	90.1	3.5 (eff. radiated)
WIUC	U. of Illinois, Urbana, Ill.	42.9	.25
†WIUN	State of Wisconsin—State Radio Council, Madison, Wis.	91.5	9.3 (eff. radiated)
†WIUV	State of Wisconsin—State Radio Council, Madison, Wis.	91.1	31.1 (eff. radiated)
†WLSU	Board of Supervisors, Louisiana State U. Mech. College, Baton Rouge, La.	To be assigned	5
†WPTL	Providence Bible Institute, Providence, R. I.	90.9	1.45 (eff. radiated)
†WSHS	Board of Education, Sewanhaka High School, Floral Park, N. Y.	90.5	0.35 (eff. radiated)

†Construction permit.



# Directory of COMMERCIAL TELEVISION STATIONS IN UNITED STATES

(As of March 1, 1947)

## CALIFORNIA

City	Call Letters	Channel and Power	Name of Licensee Headquarters Address Telephone Number	Executive Personnel	AM Affiliation Equipment Type Commencement Date
LOS ANGELES 28.....	Unassigned	Channel 7, 4.5 kw vis; 2.7 kw aur.	American Bestg. Co. Inc. 6285 Sunset Blvd. Hillside 8231	Don Searle, ABC (Western Div.) Vice-Pres. in Charge T. B. Palmer, Chief Engr.	KECA .....
LOS ANGELES 4.....	Unassigned	Channel 9, 16.1 kw vis; 17 kw aur.	Earle C. Anthony Inc. 141 N. Vermont Fairfax 2121	Earle C. Anthony, Pres. William E. Ryan, Gen. Mgr. Charles Brown, Prog. Dir. H. L. Blatterman } Curtis Mason } Chief Engr.	KFI RCA
LOS ANGELES 53.....	Unassigned	Channel 11, 19.15 kw vis. and aur.	Los Angeles Times 202 W. First St.	Norman Chandler, Pres. Philip Chandler, Gen. Mgr. David M. Crandell, Prog. Dir. Ray A. Monfort, Chief Engr. Joseph W. Conn, Studio Ops. Supvr.	..... RCA
LOS ANGELES.....	Unassigned	Channel 4, 15 kw vis.; 8 kw aur.	National Bestg. Co. Inc. Los Angeles	Sidney N. Strotz, NBC (Western Div.) Vice-Pres. in Charge	..... RCA
LOS ANGELES 28.....	KTLA	Channel 5, 29.2 kw vis.; 15.7 kw aur.	Television Productions Inc. 5441 Marathon St. Hollywood 2411	Paul Ralibourn, Pres. Klaus Landsberg, Gen. Mgr. Ray Moore, Engring. Supvr.	..... DuMont, RCA, WE Not announced (Now Exp. as W6XYZ)
LOS ANGELES 23.....	Unassigned	Channel 13, 16 kw vis. and aur.	Dorothy S. Thackrey 1000 Cahuenga Hillside 1161	Dorothy S. Thackrey, Licensee Don Feddersen, Gen. Mgr. Dave Lundy, Coml. Mgr. Paul Schultz, Chief Engr.	KLAC RCA Not set
RIVERSIDE.....	KARO	Channel 1, 1 kw vis. and aur.	Broadcasting Corp. of America 3401 Russell St. 6290	W. L. Gleason, Pres.	KPRO .....
SAN FRANCISCO 6.....	KCFR	Channel 11, 19.2 kw aur.; 13.24 kw vis.	The Chronicle Publishing Co. 907 Mission St. Garfield 1112	George T. Cameron, Pres.-Publisher R. A. Isberg, Chief Engr.	..... RCA 1947
SAN FRANCISCO.....	KGO-TV	Channel 7, 2.7 kw aur.; 5.4 kw vis.	American Bestg. Co. Inc. 155 Montgomery St. Exbrook 6544	Don Searle, ABC (Western Div.) Vice-Pres. in Charge	KGO .....
SAN FRANCISCO 19.....	KWIS	Channel 5, 12.6 kw aur.; 23.6 kw vis.	The Associated Broadcasters Inc. Mark Hopkins Hotel Exbrook 4567	W. I. Dumm, Pres. Philip G. Lasky, Vice-Pres. and Gen. Mgr. Keith Kerby-Latkin, Prog. Dir. Royal V. Howard, Vice-Pres. Chg. Engring.	KSFO ..... 1947
STOCKTON.....	KGDM-TV	Channel 8, 1.8 kw aur.; 1.98 kw vis.	E. F. Peffer 517 E. Market St. 4-4551	E. F. Peffer, Owner & Gen. Mgr.	KGDM .....

## DISTRICT OF COLUMBIA

WASHINGTON 5.....	WNBW	Channel 4, 10 kw aur.; 13.8 kw vis.	National Bestg. Co. Inc. 724 14th St., N.W. Republic 4000	Frank M. Russell, Wash. Vice-Pres. Carleton D. Smith, Gen. Mgr. Mahlon H. Glascock, Coml. Mgr. John Gaunt, Prog. Dir. A. E. Johnson, Chief Engr. George Sanderfer, Assist. to Mgr.	WRC RCA 1947
†WASHINGTON 1.....	WTTG	Channel 5, 2.5 kw aur.; 6.2 kw vis.	Allen B. DuMont Labs. Inc. 11th and E Sts., N.W. Executive 2240	Leonard F. Cramer, Exec. Vice-Pres. Chg. Tele. Bestg. Div. Samuel H. Cuff, Dir. of Tele. Stations Ops. Paul Eshleman, Exec. Assist. to Vice-Pres. Lealie G. Arries, Gen. Mgr. Charles Kelly, Prog. Dir. William Sawyer, Chief Engr.	..... DuMont June 25, 1945
WASHINGTON 5.....	WTVW	Channel 7, 15.2 kw aur.; 14.25 vis.	The Evening Star Bestg. Co. 724 14th St., N.W. National 5400	S. H. Kaufmann, Pres. K. H. Berkeley, Gen. Mgr. Ben. B. Baylor Jr., Coml. Mgr. Gordon Hubbel, Prog. Dir. Daniel Hunter, Chief Engr. Frank Harvey, Tele. Ops. Supvr.	WMAL RCA 1947
WASHINGTON.....	WWBR	Channel 9, 24.5 kw vis.; 30.25 kw aur.	Bamberger Bestg. Service Inc. 1440 Broadway, New York Pennsylvania 8-8600	Theodore C. Strelbert, Pres. Rufus C. Madux, Coml. Mgr. Rodney Erickson, Prog. Dir. J. R. Poppele, Chief Engr.	WOR New York ..... Mid-1947

## ILLINOIS

†CHICAGO 1.....	WBKB	Channel 4, 7.5 kw aur.; 12.42 kw vis.	Balaban & Katz Corp. 190 N. State St. Franklin 6446	John Balaban, Pres. Capt. W. C. Eddy, UNSR, Gen. Mgr. E. C. Upton, Coml. Mgr. Warne Jones, Prog. Dir. A. H. Brolly, Chief Engr. Reinald Werrenrath, Dir. Spec. Events Jack Gibney, Field Dir.	..... DuMont, RCA, GE October 1942
CHICAGO.....	WENR-TV	Channel 7, 15 kw aur.; 30 kw vis.	American Bestg. Co. Inc. 20 N. Wacker Drive Delaware 1900	E. R. Borroff, ABC (Central Div.) Vice-Pres. in Charge	WENR RCA September 1947
CHICAGO 11.....	WGN-TV	Channel 9, 11.4 kw aur.; 18.4 kw vis.	WGN Inc. 441 N. Michigan Ave. Superior 0100	Frank P. Schreiber, Mgr. Carl J. Meyers, Dir. of Engring.	WGN RCA May 1947
CHICAGO 54.....	WNBY	Channel 5, 21.8 kw aur. and vis.	National Bestg. Co. Inc. 222 W. North Bank Drive Superior 8300	L. E. Showerman, Mgr. NBC Central Div.	WMAQ RCA Indefinite

†—In operation

# IN TELEVISION BROADCASTING . . .



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# DIRECTORY OF COMMERCIAL TELEVISION STATIONS IN UNITED STATES

City	Call Letters	Channel and Power	Name of Licensee Headquarters Address Telephone Number	Executive Personnel	AM Affiliation Equipment Type Commencement Date
<b>INDIANA</b>					
INDIANAPOLIS 9	WWHB	Channel 8, 7.6 kw aur.; 14.44 kw vis.	The Wm. H. Block Co. 50 N. Illinois St. Riley 8421	Merrill Lindley, Tele. Dir.	RCA
<b>IOWA</b>					
AMES	WOI-TV	Channel 4, 10.4 kw aur.; 13.8 kw vis.	Iowa State College Ames 2500, Ext. 281	Richard B. Hull, Gen. Mgr. Edward P. Wegener, Prog. L. L. Lewis, Chief Engr. H. L. Kooser, Film Dir.	WOI
<b>KENTUCKY</b>					
LOUISVILLE 2	WHAS-TV	Channel 9, 7.2 kw aur.; 9.6 kw vis.	Courier-Journal & Louisville Times Co. 300 W. Liberty St. Wabash 2211	Barry Bingham, Pres. W. Lee Coulson, Gen. Mgr. Joe S. Eaton, Coml. Mgr. Richard E. Fischer, Prog. Dir. Orrin W. Towner, Chief Engr.	WHAS
<b>LOUISIANA</b>					
NEW ORLEANS	Unassigned	Channel 4, 7.2 kw aur.; 13.6 kw vis.	Maison Blanche Co. Maison Blanche Bldg.	E. V. Richards, Pres.	WSMB (60%)
<b>MARYLAND</b>					
BALTIMORE 2	WAAM	Channel 13, 26 kw aur.; 31.65 kw vis.	Radio-Television of Baltimore Inc. 217 E. Baltimore St.	Ben Cohen Herman Cohen } Owners Walter Compton, Prog. Dir.	Indefinite
BALTIMORE 3	WMAR	Channel 2, 17.1 kw aur. and vis.	The A. S. Abell Co. Baltimore and Charles Sts. Lexington 7700	Paul Patterson, (Abell Co.) Pres. Donald Withycomb, Gen. Mgr. Robert B. Cochran, Prog. Dir. Carlton G. Nopper, Chief Engr.	RCA September 1, 1947
BALTIMORE 1	WWBT	Channel 11, 17.2 kw aur.; 32.6 kw vis.	Hearst Radio Inc. Lexington Bldg. Lexington 4900	Charles McCabe, Pres. Harold C. Burke, Gen. Mgr.	WBAL RCA October 1947
<b>MASSACHUSETTS</b>					
BOSTON 16	WBZ-TV	Channel 4, 7.5 kw aur.; 15 kw vis.	Westinghouse Radio Stations Inc. 275 Tremont St. Hancock 4261	Walter C. Evans, (WRS) Vice-Pres. W. C. Swartley, Gen. Mgr. Herbert Masseo, Coml. Mgr. W. Gordon Swan, Prog. Dir. W. H. Hauser, Chief Engr.	WBZ RCA 1947
WALTHAM	WRTB	Channel 2, 30.7 kw aur.; 50 kw vis.	Raytheon Mfg. Co., Waltham	.....	.....
<b>MICHIGAN</b>					
DETROIT 14	WDLT	Channel 5, 14 kw aur.; 16 kw vis.	King-Trendle Bcastg. Corp. Stroh Bldg. Cherry 8321	E. R. Borroff, ABC (Central Div.) Vice-Pres. in Charge (Personnel not yet selected)	ABC RCA
DETROIT 31	WWDT	Channel 4, 17.7 kw aur.; 17.1 kw vis.	Evening News Assn. 630 W. Lafayette St. Randolph 2000	W. J. Scripps, Dir. of Radio Harry Bannister, Gen. Mgr. William Walbridge, Sales Mgr. Melvin C. Wisman, Gen. Prog. Mgr. E. J. Love, Gen. Engring. Mgr. Edwin K. Wheeler, Assist. Gen. Mgr. Harry W. Betteridge, Gen. Sales Mgr.	WWJ Dumont, RCA 1947
<b>MINNESOTA</b>					
MINNEAPOLIS 4	WTCN-TV	Channel 4, 9.2 kw aur.; 17.9 kw vis.	Minnesota Bcastg. Corp. Wealey Temple Bldg. Main 6562	F. Van Konyenburg, Gen. Mgr. Bob Ekstrum, Coml. Mgr. Joe Beck, Prog. Dir. John M. Sherman, Chief Engr.	WTCN ..... Summer 1947
ST. PAUL 2	KSTP-TV	Channel 5, 6.48 kw aur.; 13.68 kw vis.	KSTP Inc. 363 St. Peter St. Cedar 5511	Stanley E. Hubbard, Pres. Kenneth M. Hance } Stanley E. Hubbard } Gen. Mgr. Miller Robertson, Coml. Mgr. Brooks Henderson, Prog. Dir. John N. Fricker, Chief Engr.	KSTP RCA December 1947
<b>MISSOURI</b>					
ST. LOUIS 1	KSD-TV	Channel 5, 18.7 kw aur.; 18.15 kw vis.	The Pulitzer Publishing Co. 1111 Olive St. Main 1111	Joseph Pulitzer, Pres. George M. Burbach, Gen. Mgr. Robert L. Coe, Chief Engr.	KSD RCA February 1947
<b>NEW MEXICO</b>					
ALBUQUERQUE	KOB-TV	Channel 4, 5 kw aur. and vis.	Albuquerque Bcastg. Co. Inc. 418 W. Gold St. 4411	T. M. Pepperday, Pres. Frank Quinn, Gen. Mgr. George S. Johnson, Chief Engr.	KOB RCA June 1947
<b>NEW YORK</b>					
BUFFALO 2	WBEN-TV	Channel 4, 7.2 kw aur.; 14.4 kw vis.	WBEN Inc. Hotel Statler Cleveland 6400	Edward H. Butler, Pres. C. Robert Thompson, Gen. Mgr. Frank W. Kelly, Coml. Mgr. R. J. Kingsley, Chief Engr.	WBEN RCA 1947
NEW YORK 22	WABD	Channel 5, 7.23 kw aur.; 1.81 kw vis.	Allen B. Dumont Labs Inc. 515 Madison Ave. Plaza 3-9800	Leonard F. Cramer, Exec. Vice-Pres. Samuel H. Cuff, Dir. of Tele. Stations Ops. Paul Eshleman, Exec. Assist. to Vice-Pres. Louis A. Sposa, Chg. Coml. Sales Bob Emery, Chg. Prog. Salvatore Patremio, Chief Engr.	Dumont May 2, 1944
NEW YORK 17	WCBS-TV	Channel 2, 1.67 kw aur.; 1.72 kw vis.	Columbia Bcastg. System Inc. 15 Vanderbilt Ave. Murray Hill 6-6340	Lawrence Lowman, Vice-Pres. Worthington C. Miner, Dir. of Tele. Leonard Hole, Assist. Dir. of Tele. George L. Moskovic, Coml. Mgr. Ben F. Feiner, Assist. Prog. Dir. Charles Holden, Prod. Mgr. Paul Wittig, Chief Engr. Merritt Coleman, Dir. of Ops.	WCBS RCA July 1, 1941

†—In operation



# DIRECTORY OF COMMERCIAL TELEVISION STATIONS IN UNITED STATES

NEW YORK—(Continued)					
†NEW YORK 20.....	WNBT	Channel 4, 5.75 kw aur.; 7 kw vis.	National Bestg. Co. Inc. 30 Rockefeller Plaza Circle 7-8300  John F. Royal, NBC Vice-Pres. Chg. Tele. O. B. Hanson, NBC Vice-Pres. and Chief Engr. Noran E. Kersta, Mgr., NBC Tele. Dept. Reynold R. Kraft, Sales Mgr., NBC Tele. Dept. Warren Wade, Exec. Producer, NBC Tele. Dept. Charlotte F. Stern, Mgr. Adv. and Prom., NBC Tele. Dept. John T. Williams, Bus. Mgr. Allan H. Kalmus, Tele. Press Editor	WNBC ..... July 1941	
†SCHENECTADY 5.....	WRGB	Channel 4, 40 kw aur.; 20 kw vis.	General Electric Co. 60 Washington St. 4-2211  R. S. Peare, Vice-Pres. and Mgr. Bestg. B. J. Rowan, Assist. Mgr. Bestg. G. E. Markham, Station Mgr. R. W. Walpole, Assist. to Station Mgr. A. G. MacDonald, Supvr. Sales and Prom. Helen T. Rhodes, Supvr. Prod. W. J. Purcell, Chief Engr.	WGY GE November 6, 1939	
OHIO					
CINCINNATI 2.....	WLWT	Channel 4, 17 kw aur.; 84 kw vis.	Crosley Bestg. Corp. 140 W. 9th St. Cherry 1822  James D. Shouse, Pres. Justin R. Duncan, Chief Engr. Philip Konkle, Mgr. Engring. Research	WLW Crosley 1947	
CLEVELAND.....	WEWS	Channel 5, 37.4 kw aur.; 40 kw vis.	Scripps-Howard Radio Inc. Cleveland (Inquiries should be ad- dressed to Mr. Hanrahan at temp. address: 195 E. Bridge St., Berea, Ohio: Phone, 7795)	Jack R. Howard, Pres. James C. Hanrahan, Gen. Mgr. Joseph B. Epperson, Chief Engr.	WCFO Cincinnati, others DuMont 1947
CLEVELAND.....	WNBK	Channel 4, 19.5 kw aur.; 19 kw vis.	National Bestg. Co. Inc. 815 Superior St., N.E. Cherry 0942  Vernon H. Pribble, Gen. Mgr. S. Edwin Leonard, Chief Engr.	WTAM RCA 1947	
COLUMBUS.....	WLWX	Channel 3, 24 kw aur.; 48 kw vis.	Crosley Bestg. Corp. 140 W. 9th St., Cincinnati Cherry 1822, Cincinnati	(See listing for WLWT Cincinnati)	WLW Cin., WINS N. Y. Crosley 1947
TOLEDO 4.....	WTVT	Channel 13, 14.4 kw aur.; 27.4 kw vis.	The Fort Industry Co. 136 Huron St. Adams 3175  George B. Storer, Pres. (Detroit) J. Harold Ryan, Vice-Pres. E. Y. Flanigan, Gen. Mgr. Glenn Jackson, Prog. Dir. William Stringfellow, Chief Engr.	WSPD RCA 1947	
OREGON					
PORTLAND 5.....	KGWG	Channel 6, 11.2 kw. aur.; 10 kw vis.	Oregonian Publishing Co. Oregonian Bldg. Beacon 6364  Caroline P. Leadbetter, Pres. H. Quenton Cox., Gen. Mgr. Jack Wassan, Coml. Mgr. Homer Welch, Prog. Dir. Harold Singleton, Chief Engr.	KGW .....	
PENNSYLVANIA					
JOHNSTOWN.....	WJAC-TV	Channel 13, 9 kw vis.; 6.8 kw aur.	WJAC Inc. Tribune Annex 2-4861  J. C. Tully, Pres. and Gen. Mgr.	WJAC .....	
PHILADELPHIA.....	WFIL-TV	Channel 6, 5 kw aur. and vis.	Triangle Publications Inc. Widener Bldg.  Walter Annenberg, Pres. Roger Clipp, Gen. Mgr.	WFIL .....	
PHILADELPHIA 2.....	WPEN-TV	Channel 10, 26.4 aur.; 25 kw vis.	Wm. Penn Bestg. Co. 1528 Walnut St. Pennypacker 5-9490  William L. McLean Jr., Pres. G. Bennett Larson, Gen. Mgr. Milton F. Allison, Coml. Mgr. John McClay, Prog. Dir. Charles W. Burtis, Chief Engr. Robin Compton, Dir. of Engring. Edward C. Obrist, Assist. Mgr. Roy Meredith, Prod. Mgr. John Banzhaf, Office Mgr.	WPEN RCA June 1947	
†PHILADELPHIA 3.....	WPTZ	Channel 3, 10.37 kw aur.; 10.7 kw vis.	Philco Television Bestg. Corp. 17th and Sansom Sts. Locust 7-7136  E. B. Loveman, Vice-Pres. and Gen. Mgr. Rolland V. Tooke, Coml. Mgr. Ernest Walling, Prog. Dir. Raymond J. Bowley, Chief Engr.	..... RCA, Philco 1941	
PITTSBURGH.....	Unassigned	Channel 3, 7.3 kw aur.; 14.6 kw vis.	Allen B. DuMont Labs. 515 Madison Ave., New York  Leonard F. Cramer, Exec. Vice-Pres. Samuel H. Cuff, Dir. of Tele. Station Ops. Paul Eshleman, Exec. Assist. to Vice-Pres.	..... ..... .....	
RHODE ISLAND					
PROVIDENCE.....	WJAR-TV	Channel 11, 50 kw vis. and aur.	The Outlet Co. 176 Weybosset St. Gaspee 7000  Mortimer J. Burbank, Pres. John J. Boyle, Gen. Mgr. (WJAR)	WJAR .....	
TEXAS					
DALLAS.....	KRLD-TV	Channel 4, 46 kw vis.; aur. power to be assigned	KRLD Radio Corp. Hotel Adolphus Central 6811  John W. Runyon, Pres. Clyde Rembert, (KRLD) Managing Dir. Roy M. Flynn, (KRLD) Tech. Supvr.	KRLD .....	
FORT WORTH 2.....	KCPN	Channel 5, 30.4 kw aur. and vis.	Carter Publications Inc. 400 W. Seventh St. 3-1284  Amon Carter, Pres. Harold Hough, Gen. Mgr. Roy Baccus, Coml. Mgr. George Cranston, Prog. Dir. R. C. Stinson, Chief Engr.	WBAP-KGKO RCA 1947	
UTAH					
SALT LAKE CITY 1.....	KDYL-TV	Channel to be assigned 7 kw aur.; 13.2 kw vis.	Intermountain Bestg. Corp. Tribune Bldg. 5-2991  S. S. Fox, Pres. and Gen. Mgr. George Frowl, Coml. Mgr. Emerson Smith, Prog. Dir. John M. Baldwin, Chief Engr.	KDYL Composite .....	
VIRGINIA					
RICHMOND 20.....	WTVR	Channel 3, 6.4 kw aur.; 12.2 kw vis.	Havens & Martin Inc. 3801 W. Broad St. 5-8611  Wilbur M. Havens, Pres. and Gen. Mgr. Walter A. Bowry Jr., Coml. Mgr. Allen J. Phaup, Prog. Dir. Wilfred H. Wood, Chief Engr.	WMBG RCA, Dumont 1947	
WASHINGTON					
SEATTLE 4.....	KRSC-TV	Channel 5, 9.79 kw aur.; 19.95 kw vis.	Radio Sales Corp. 2989 Fourth St. Elliott 2480  P. K. Leberman, Pres. Robert E. Friebe, Gen. Mgr. Romig C. Fuller, Coml. Mgr. Ted Bell, Prog. Dir. George Freeman, Chief Engr.	KRSC RCA 1947	
WISCONSIN					
MILWAUKEE.....	WTMJ-TV	Channel 3, 16.1 kw aur. and vis.	The Journal Co. 383 W. State St. Marquette 6000  Walter Damm, Gen. Mgr.	WTMJ .....	

†—In operation

# Directory of BROADCASTING STATION REPRESENTATIVES

With Lists of Stations Represented

Lists of stations supplied by each firm; dagger (†) indicates firm is also newspaper representative

## ABC SPOT SALES

(American Broadcasting Company)

Ralph E. Dennis, *Manager*

New York—83 W. 42nd St. Tel.: Wisconsin 7-1737. Eastern Mgr.: John W. Brooke  
Chicago—20 N. Wacker Drive. Tel.: Delaware 1900. Mgr.: Roy McLaughlin.  
Hollywood—1440 N. Highland Ave. Tel.: Hillside 8281. Mgr.: Amos Baron.  
Detroit—Stroh Bldg. Tel.: Cherry 8321. Mgr.: John Donohue  
San Francisco—155 Montgomery St. Tel.: Exbrook 6544. Mgr.: Kirk Lorney  
Pittsburgh—Oliver Bldg. Tel.: Atlantic 8129. Mgr.: Kent Patterson

### Represents

WMAL Washington	WENR Chicago
WJZ New York	KECA Los Angeles
KGO San Francisco	WXYZ Detroit

American Pacific Network

## ADVERTISING TIME SALES COMPANY

Chicago 1—360 N. Michigan Ave. Tel.: Franklin 5296. Mgr.: D. B. Milliken  
New York—60 E. 42nd St. Tel.: Murray Hill 6-1788. Mgr.: Lowell Brown.  
Dallas—Texas Bank Bldg. Tel.: Central 9026. Mgr.: S. W. Papert.

### Represents

WDWS Champaign-Urbana, Ill. KRRV Sherman-Denison, Tex. KSTT Davenport, Iowa.

## AIRSPOT SALES

Chicago 1—64 E. Lake St. Tel.: Franklin 0961. Gen. Mgr.: Joseph Kapps

(Stations represented not reported)

## AVERY-KNODEL Inc.

New York 17—565 Fifth Ave. Tel.: Plaza 3-2622. Mgr.: Lewis H. Avery  
Chicago 1—333 N. Michigan Ave. Tel.: Andover 4710. Mgr.: J. W. Knodel  
San Francisco 4—544 Market St. Tel.: Douglas 5873. Mgr.: David H. Sandeberg  
Los Angeles 15—315 W. Ninth St. Tel.: Tucker 2095. Mgr.: Norman E. Noyes.

### Represents

WGAC Augusta, Ga.	KILO Grand Forks, N. D.	KOIN Portland, Ore.
KERO Bakersfield, Calif.	WJEF Grand Rapids, Mich.	WHBF Rock Island, Ill.
WKBW Buffalo	WFBG Greenville, S. C.	KROY Sacramento, Calif.
WHAN Charleston, S. C.	KHON Honolulu, T. H.	KALL Salt Lake City
WJBD Chicago	WGNK Kalamazoo, Mich.	WDR Savannah, Ga.
WSAI Cincinnati	WDGY Mnpla.-St. Paul	KJR Seattle
KDAL Duluth-Superior	KLO Ogden, Utah	KMA Shenandoah, Iowa
KFRE Fresno, Calif.	WPOR Portland, Me.	KXEL Waterloo, Iowa
	WEMP Milwaukee	

The Intermountain Network—Intercollegiate Broadcasting System

## BERTHA BANNAN

Boston—Little Bldg. Tel.: Hubbard 4870. Bertha Bannan, Gertrude Saxe

### New England Representation

WCAU Philadelphia	WHEB Portsmouth, N. H.	WSYB Rutland, Vt.
WHN New York	WBRK Pittsfield, Mass.	WSNY Schenectady, N. Y.
WJAR Providence	WLNH Laconia, N. H.	WDEV Waterbury, Vt.
WLBZ Bangor, Me.	WKNE Keene, N. H.	WWSR St. Albans, Vt.
WHA1 Greenfield, Mass.	WESX Salem, Mass.	WKNB New Britain, Conn.
WCSH Portland, Me.	WNBH New Bedford, Mass.	WNAB Bridgeport, Conn.
WHYN Holyoke, Mass.	WOCB Cape Cod, Mass.	WNEC New Haven, Conn.
WIBX Utica, N. Y.	WVIM Fitchburg, Mass.	WNLC New London, Conn.
WRDO Augusta, Me.	WKBR Manchester, N. H.	WSTC Stamford, Conn.
WATR Waterbury, Conn.	WKXL Concord, N. H.	WAGM Presque Isle, Me.
WSPR Springfield, Mass.	WJOY Burlington, Vt.	

Connecticut State Network—Maine Broadcasting System

## WALTER BIDDICK CO.

Los Angeles 15—Chamber of Commerce Bldg. Tel.: Richmond 6184. Mgr.: Guy M. Biddick.

### Represents on Pacific Coast

KSRO Santa Rosa, Calif.	KDON Monterey, Cal.	KRKO Everett, Wash.
KHUB Watsonville, Calif.	KGIW Alamosa, Colo.	KWLK Longview, Wash.
WIBW Topeka, Kan.	KIUP Durango, Colo.	KRSC Seattle
KAST Astoria, Ore.	KWIL Albany, Ore.	KTBI Tacoma, Wash.
KBYD Bend, Ore.	KORE Eugene, Ore.	KTYW Yakima, Wash.
WIBX Utica, N. Y.	KMED Medford, Ore.	KVRS Rock Springs, Wyo.
KODL The Dalles, Ore.	KWRC Pendleton, Ore.	WATN Watertown, N. Y.
ECKN Kansas City, Kan.	KSLM Salem, Ore.	KWBR Oakland, Calif.
KIEV Glendale, Calif.	KVOS Bellingham, Wash.	KWKW Pasadena, Calif.
		WSNY Schenectady, N. Y.

## JOHN BLAIR & COMPANY

Chicago—520 N. Michigan Ave. Tel.: Superior 8659. Mgr.: John Blair.  
New York—341 Madison Ave. Tel.: Murray Hill 9-6084. Mgr.: Richard D. Buckley.  
St. Louis—Paul Brown Bldg. Tel.: Chestnut 5688. Mgr.: J. Chris Hetherington.  
Los Angeles—6331 Hollywood Blvd. Tel.: Granite 6108. Mgr.: Carleton Coveny.  
San Francisco—Ruas Bldg. Tel.: Douglas 3188. Mgr.: Lindsey H. Spight.  
Detroit—Book Bldg. Tel.: Randolph 5257. Mgr.: Charles M. Adell.

### Represents

Don Lee Broadcasting System (MBS)

The Arizona Radio Network

KOY Phoenix, Ariz.	WLS Chicago	KOL Seattle
KIEM Eureka, Cal.	WFBR Baltimore	WMMN Fairmont, W. Va.
KHJ Los Angeles	WOW Omaha	WVVA Wheeling, W. Va.
KFKM, San Bernardino, Cal.	WNEF Binghamton, N. Y.	KGMB Honolulu, Hawaii
KGB San Diego, Cal.	WNEW New York	WDBO Orlando, Fla.
KFRC San Francisco	KFYR Bismarck, N. D.	WIBC Indianapolis
KDB Santa Barbara, Cal.	WBNS Columbus, O.	KXOK St. Louis
KGDM Stockton, Cal.	WHIZ Zanesville, O.	KODY North Platte, Neb.
KFEL Denver	WHP Harrisburg, Pa.	KFRU Columbia, Mo.
WJAX Jacksonville, Fla.	WGB Scranton, Pa.	KALE Portland, Ore.
WQAM Miami, Fla.	WROL Knoxville, Tenn.	WDSU Miami, Fla.
WFLA, Tampa, Fla.	KTRH Houston	WLOL Minneapolis
KIDO Boise, Idaho	KDYI Salt Lake City	WHDH Boston
	WMBG Richmond, Va.	WEB Kansas City

## THE BOLLING COMPANY Inc.

New York 17—480 Lexington Ave. Tel.: Plaza 9-8150. Mgr.: George W. Bolling.  
Chicago 1—360 N. Michigan Ave. Tel.: Dearborn 5277. Mgr.: Ken Carpenter.

### Represents

WNEF Binghamton, N. Y.

## †THE BRANHAM CO.

Chicago—360 N. Michigan Ave. Tel.: Central 5726. Mgr.: C. B. Peterson.  
New York—230 Park Ave. Tel.: Murray Hill 6-1860. Mgr.: Joseph F. Timlin.  
Atlanta—Rhodes-Haverty Bldg. Tel.: Walnut 4851. Mgr.: J. B. Keough.  
St. Louis—Arcade Bldg. Tel.: Chestnut 6192. Mgr.: J. E. Nicholson.  
Kansas City—Board of Trade Bldg. Tel.: Harrison 1023. Mgr.: G. F. Dillon.  
Dallas—First National Bank Bldg. Tel.: Central 8569. Mgr.: George Harding.  
Detroit—General Motors Bldg. Tel.: Trinity 1-0440. Mgr.: H. A. Anderson.  
Charlotte, N. C.—Commercial National Bank Bldg. Tel.: 8889. Mgr.: H. L. Ralla.  
San Francisco—5 Third St. Tel.: Garfield 6740. Mgr.: G. D. Close.  
Los Angeles—448 S. Hill St. Tel.: Michigan 1269. Mgr.: Chet Doyle.  
Memphis—Sterick Bldg. Tel.: 8-2344. Mgr.: Sidney Nichols.

### Represents

WLAY Muscle Shoals, Ala.	WCPO Cincinnati	WMC Memphis
WMOB Mobile, Ala.	WORD Spartanburg, S. C.	KRIC Beaumont, Tex.
KTHS Hot Springs, Ark.	WTJS Jackson, Tenn.	KWBU Corpus Christi, Tex.
KFMB San Diego, Cal.	WNOX Knoxville, Tenn.	KRLD Dallas
KWKH Shreveport, La.		
	West Virginia Network	
WCHS Charleston, W. Va.	WBLK Clarkburg, W. Va.	WPAR Parkersburg, W. Va.
	WSAZ Huntington, W. Va.	

## BROADCAST SALES CO.

New York 16—280 Madison Ave. Tel.: Murray Hill 7-7422. Mgr.: Peggy Stone.  
Chicago 1—360 N. Michigan Ave. Tel.: Randolph 9034. Mgr.: George Roessler.  
Pacific Coast Offices (see Homer Griffith Co. listing).

### Represents

WINN Louisville	WJIM Lansing, Mich.	WTIK Durham, N. C.
WMPS Memphis	WMAN Mansfield, O.	WMRN, Marion, O.

## HOWARD C. BROWN CO.

Hollywood 28,—6404 Sunset Blvd. Tel.: Hollywood 6045. Mgr.: Howard C. Brown.

### Represents

3XY Melbourne, Australia      KORA Shanghai, China

## †BURKE, KUIPERS & MAHONEY, Inc.

New York 17—420 Lexington Ave. Tel.: Mohawk 4-9761. Mgr.: Stephen P. Mahoney.  
Chicago 1—203 N. Wabash Ave. Tel.: State 4218. Pres.: C. A. G. Kuipers.  
Dallas 1—Southwestern Life Bldg. Tel.: 2-2702. Mgr.: A. W. Howe.  
Los Angeles 28—607 S. Hill St. Tel.: Vandike 7386. Mgr.: J. V. Filer.  
Atlanta 3—Rhodes Haverty Bldg. Tel.: Walnut 1334. Mgr.: Mrs. A. S. Grant.  
Oklahoma City 1—First National Bldg. Tel.: 7-7417. Mgr.: C. M. Lintecum.  
San Francisco 4—300 Montgomery St. Tel.: Douglas 4393. Mgr.: R. J. Birch.

### Represents

WKYB Paducah, Ky.

(Continued)

BROADCASTING • Telegraphing

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In today's highly competitive markets where people have strongly developed buying habits—and radio listening preferences—it takes an old hand to get peak results for exacting advertisers.

Hollingbery-represented stations are proven performers. They have the prestige, audience and sales ability *to move goods*. And, equally important, they're located in the nation's richest markets.

For accepted leadership where spending is heaviest, count on their influence. There's no gambling with advertisers' dollars when you call on these stations to put sales messages where they'll make sales.

*Stations exclusively represented by  
the George P. Hollingbery Company*

## GEORGE P. HOLLINGBERY COMPANY

With Offices in Chicago, 307 N. Michigan Ave.—New York, Graybar Bldg., 420 Lexington Ave.—Los Angeles, 411 W. 5th Street—San Francisco, 300 Montgomery Street—Atlanta, Whitehead Bldg., 223 Peachtree Street.

WADC, Akron, Ohio \* WATL, Atlanta, Ga. \* WRDW, Augusta, Ga. \* WJBO, Baton Rouge, La. \* WBCM, Bay City, Mich. \* WTNB, Birmingham, Ala. \* WTMA, Charleston, S.C. \* WAAF, Chicago, Ill. \* WRBL, Columbus, Ga. WHIO, Dayton, Ohio \* WWJ, Detroit, Mich. \* WEBC, Duluth, Minn. \* WEAU, Eau Claire, Wis. \* KTSM, El Paso, Tex. \* WBIG, Greensboro, N.C. \* WJDX, Jackson, Miss. \* WREN, Lawrence, Kan. \* WIOD, Miami, Fla. KOWH, Omaha, Neb. \* WIP, Philadelphia, Pa. \* WEEU, Reading, Pa. \* WHAM, Rochester, N.Y. \* WSAV, Savannah, Ga. \* WARM, Scranton, Pa. \* KSCJ, Sioux City, Ia. \* WSPR, Springfield, Mass. \* WSPA, Spartanburg, S.C. \* KGBX, Springfield, Mo. \* KVI, Seattle-Tacoma, Wash. \* KFBI, Wichita, Kan. \* ARROWHEAD NETWORK—WEBC, Duluth, Minn. \* WMFG, Hibbing, Minn. \* WHLB, Virginia, Minn. \* WEAU, Eau Claire, Wis. WJMC, Rice Lake, Wis. \* REBEL NETWORK—WFOR, Hattiesburg, Miss. \* WJDX, Jackson, Miss. \* WAML, Laurel, Miss. \* GEORGIA BROADCASTING SYSTEM—WATL, Atlanta, Ga. \* WGPC, Albany, Ga. \* WRBL, Columbus, Ga.



# Directory of BROADCASTING STATION REPRESENTATIVES

(Continued from page 242)

## BURN-SMITH CO., Inc.

New York 18—19 W. 44th St. Tel.: Murray Hill 2-3124. Mgr.: C. Stanley Bailey.  
Chicago 1—307 N. Michigan Ave. Tel.: Central 4437. Mgr.: John A. Toothill.  
Los Angeles 15—Chamber of Commerce Bldg. Tel.: Richmond 6184. Mgr.: Walter Biddick.

### Represents

WELL Battle Creek, Mich. WFDF Flint, Mich. WMRP Lewistown, Pa. WGH Newport News, Va. WALB Albany, Ga. WJLS Beckley, W. Va. WJLB Detroit WRUF Gainesville, Fla. WJSW Altoona, Pa. WNVA Norton, Va. WEPM Martinsburg, W. Va. WHHT Durham, N. C. WSUA Bloomington, Ind. KCBC Des Moines	KVFD Fort Dodge, Ia. WMRC Greenville, S. C. WLOF Orlando, Fla. KWJY Portland, Ore. WBAX Wilkes-Barre, Pa. WTEC Elkhart, Ind. WHAI Greenfield, Mass. WFVA Fredericksburg, Va. WSSV Petersburg, Va. WCMA Corinth, Miss. WOPI Bristol, Tenn. WKPT Kingsport, Tenn. WOMI Owensboro, Ky. WLBW Bowling Green, Ky	WHLN Harlan, Ky. WIBU Madison, Wis. Wisconsin Network WISE Asheville, N. C. WCNC Elizabeth City, N. C. WGBG Greensboro, N. C. WMFR High Point, N. C. WFTC Kinston, N. C. WCBT Roanoke Rapids, N. C. WSTP Salisbury, N. C. WMFD Wilmington, N. C. WPAG Ann Arbor, Mich. WCMW Canton, O. KFOX Long Beach, Calif.
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## †CAPPER PUBLICATIONS

New York City—420 Lexington Ave. Tel.: Mohawk 4-3280. Mgrs.: Philip Zach, W. L. McKee.  
Chicago—180 N. Michigan Ave. Tel.: Central 5977. Mgr.: Frank Gaughen.  
Kansas City—21 W. Tenth St. Tel.: Harrison 4700. Mgr.: Joe Story.  
San Francisco—Russ Bldg. Tel.: Douglas 5220. Mgr.: Fred Jameson.

### Represents

KCKN Kansas City, Kan.                      WIBW Topeka, Kan.

## CLARK & McGEEHAN, Inc.

New York—247 Park Ave. Tel.: Wickersham 2-0512. Mgr.: W. S. Clark.  
Chicago—360 N. Michigan Ave. Tel.: Franklin 3719. Mgr.: M. J. McGeehan.  
Boston—Statler Office Bldg. Tel.: Liberty 5669. Mgr.: A. C. MacCarey.  
Atlanta—22 Marietta St. Tel.: Walnut 1231. Mgr.: Pierce Cook.  
Detroit—General Motors Bldg. Tel.: Madison 3584. Mgr.: Jack F. Kent.  
San Francisco—Russ Bldg. Tel.: Garfield 5080. Mgr.: Phil Gilstrap.

### Represents

WPIK Alexandria, Va.                      WKNB New Britain, Conn.

## CLARK-WANDLESS CO.

New York 17—205 E. 42nd St. Tel.: Murray Hill 7-6958. Owners: Thomas F. Clark,  
H. J. Wandless.  
Chicago 1—35 E. Wacker Drive. Tel.: Central 1112. Mgr.: C. J. Anderson.

(Represents stations in Cuba, Panama, Colombia, Ecuador, Peru)

## 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

WJRD Tuscaloosa, Ala. KOKO La Junta, Colo. KGEK Sterling, Colo. KIUP Durango, Colo. WMOG Brunswick, Ga. WMJM Cordele, Ga. WLAG La Grange, Ga. WRLC Toccoa, Ga. WMGA Moultrie, Ga. WCAZ Carthage, Ill.	WSNJ Bridgeton, N. J. WTFM Tucumcari, N. M. WNBZ Saranac Lake, N. Y. WNEO Auburn, N. Y. WVRL Woodside, N. Y. WEGO Concord, N. C. KWIL Albany, Ore. KMED Medford, Ore. WTEL Philadelphia KOCA Kilgore, Tex.	KPLT Paris, Tex. KIUN Pecos, Tex. KVOS Bellingham, Wash. KTBI Tacoma, Wash. KGIW Alamosa, Colo. WIRA Ft. Pierce, Fla. WRHP Tallahassee, Fla. WFRP Savannah, Ga. WBUY Lexington, N. C. WENC Whiteville, N. C.
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## PIERCE W. COOK

(Associated with Ward-Griffith Co. Inc., Newspaper Representatives)  
Atlanta—Marietta St. Bldg. Tel.: Walnut 1231. Mgr.: Pierce W. Cook.

(Representation in the South only)

WFBC Greenville, S. C.                      WALB Albany, Ga.

## DONALD COOKE, Inc.

New York 1—220 Fifth Avenue. Tel.: Murray Hill 7-6584. Mgr.: Donald Cooke.  
Chicago 4—20 E. Jackson Blvd. Tel.: Harrison 1570. Mgr.: Donald Harding.  
Hollywood 28—1651 Cosmo St. Tel.: Granite 9596. Mgr.: Gene Grant.  
San Francisco—681 Market St. Tel.: Garfield 5612. Mgr.: Ralph Bidwell.

### Represents

KBUR Burlington, Ia. KROS Clinton, Ia. KPTH Dubuque, Ia. KVFD Fort Dodge, Ia. KFJB Marshalltown, Ia.	KBIZ Ottumwa, Ia. KTRI Sioux City, Ia. KICD Spencer, Ia. KSIB Creston, Ia. KWPC Muscatine, Ia.	KTIP Porterville, Calif. KFMJ Tulsa, Okla. WKAL Rome, N. Y. WGIL Galesburg, Ill. WQXR New York (in Midwest only)
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### Canadian Stations

CKEY Toronto, Ont. CJLK Kirkland, Ont. CKGB Timmins, Ont.	CHOK Sarnia, Ont. CFCH North Bay, Ont. CKMO Vancouver, B. C.	CKWS Kingston, Ont. CHEX Peterborough, Ont. CJOB Winnipeg, Man.
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(Continued)

# If you have anything to sell to Radio Stations

- USE "BROADCASTING" to reach station executives.
- USE EDITOR & PUBLISHER to reach the newspaper executives who are very important when the station is owned by a newspaper.

The newspaper field is very important in radio because . . .

- 1—300 AM stations are affiliated with newspapers.
- 2—43% of all FM conditional grants have gone to newspapers.
- 3—Newspapers are getting into television.
- 4—Many are also interested in facsimile, the radio telephone, wire recorder and walkie talkie.

If you have anything to sell to radio stations, send for our radio presentation and other material including our radio survey.

## EDITOR & PUBLISHER

*The Oldest Publishers' and Advertisers' Newspaper in America*

1475 BROADWAY, NEW YORK 18, N. Y.



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## **We have proved that Aggressive Activity brings results . . . .**

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

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

### **EAST CENTRAL**

WKBW BUFFALO, N. Y.  
WSAI CINCINNATI, OHIO  
WJEF GRAND RAPIDS, MICH.  
WKZO KALAMAZOO, MICH.  
WPOR PORTLAND, MAINE

### **WEST CENTRAL**

WJJD CHICAGO, ILL.  
KDAL DULUTH, MINN.  
KILO GRAND FORKS, N. D.  
WDGY MINNEAPOLIS-ST. PAUL  
WHBF ROCK ISLAND, ILL.—  
QUAD CITIES  
KMA SHENANDOAH, IOWA  
KXEL WATERLOO, IOWA

### **SOUTHEAST**

WGAC AUGUSTA, GA.  
WHAN CHARLESTON, S. C.  
WFBC GREENVILLE, S. C.  
WDAR SAVANNAH, GA.

### **ROCKY MOUNTAIN**

KALL SALT LAKE CITY, UTAH  
KLO OGDEN, UTAH  
INTERMOUNTAIN NETWORK

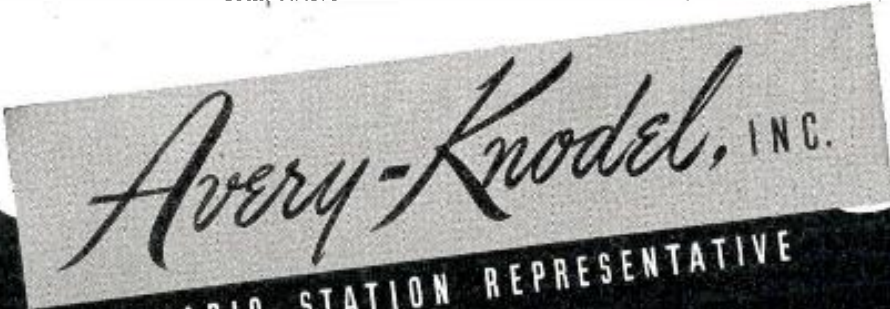
### **WEST COAST**

KERO BAKERSFIELD, CALIF.  
KFRE FRESNO, CALIF.  
KOIN PORTLAND, OREGON  
KROY SACRAMENTO, CALIF.  
KJR SEATTLE, WASH.  
KULA HONOLULU, HAWAII

### **INTERCOLLEGIATE BROADCASTING SYSTEM**

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

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



**RADIO STATION REPRESENTATIVE**

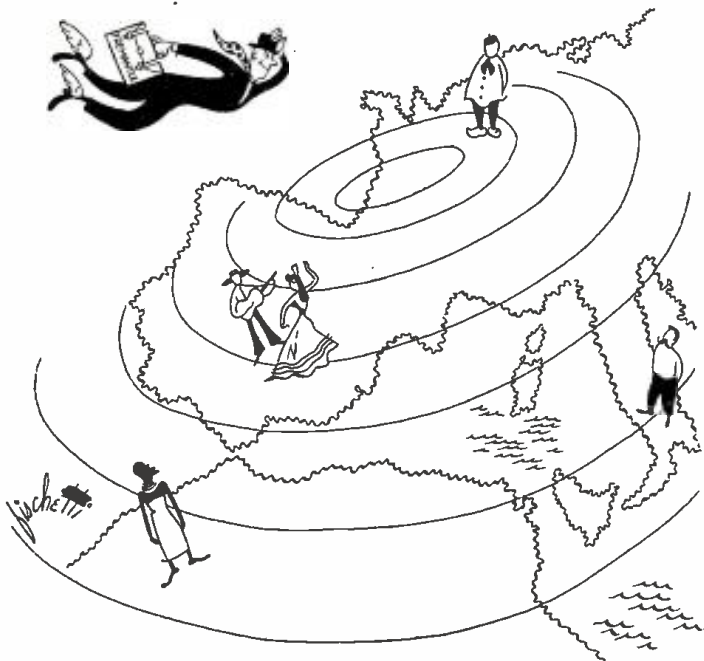
NEW YORK  
565 Fifth Ave.  
PLaza 3-3622

SAN FRANCISCO  
544 Market Street  
DOuglas 5873

LOS ANGELES  
315 W. Ninth St.  
TUcker 2095

CHICAGO  
333 N. Michigan Ave.  
ANDover 4710

# TALK ABOUT coverage!



When Fremantle representatives talk about coverage they talk in terms of continents. When they talk about listeners they're talking about the most *receptive* listeners in the world . . . receptive to American type radio (they voted The American Forces Network shows tops) and receptive to American products . . . your products. You can reach your present or potential *customers* in FRANCE, ITALY, SWITZERLAND, SPAIN, FRENCH and SPANISH MOROCCO, TANGIER and the MIDDLE EAST\* through the stations represented by

## FREMANTLE OVERSEAS RADIO LIMITED

**NEW YORK**  
660 Madison Ave.  
Butterfield 8-8505

**LONDON**  
18 Park St.  
Grosvenor 3221

**TANGIER**  
39 Calle Shakespeare

**HOLLYWOOD**  
Homer Griffith Co.  
6123 Selma Ave.  
Granite 6113

**SAN FRANCISCO**  
Homer Griffith Co.  
681 Market St.  
Douglas 4475

**CHICAGO**  
Homer Griffith Co.  
612 N. Mich. Ave.  
Superior 8177

**DALLAS**  
Homer Griffith Co.  
711 Construction Bldg.

\*and now South America, too!

## Directory of BROADCASTING STATION REPRESENTATIVES

(Continued from page 244)

### COX & TANZ

Philadelphia—Drexel Bldg. Tel.: Lombard 8-1720. Mgr.: E. R. Tanz.  
New York—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.	KSAM Huntville, Tex.
WKOK Sunbury, Pa.	WKPA New Kensington, Pa.	KBBA Lufkin, Tex.
WOLS Florence, S. C.	WCHV Charlottesville, Va.	KHAS Hastings, Neb.
WFIG Sumter, S. C.	KELD El Dorado, Ark.	WPRM Mayaguez, P. R.
KGFX Pierre, S. D.	WJZM Clarksville, Tenn.	WAGM Presque Isle, Me.
WHUB Cookeville, Tenn.	WGNC Gastonia, N. C.	WMFJ Daytona Beach, Fla.
WHUB Cookeville, Tenn.	WCRW Chicago	WMLT Dublin, Ga.
KNEL Brady, Tex.	KIUL Garden City, Kan.	WSGC Elberton, Ga.

### 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.
WISE Asheville, N. C.	WHIO Dayton, O.	WDBO Orlando, Fla.

#### Tennessee Valley Network Comprising:

WOPI Bristol	WKPT Kingsport	WROL Knoxville
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### FORJOE & COMPANY

New York—19 W. 44th St. Tel.: Vanderbilt 6-5080. Mgr.: Joseph Bloom, Jack Koste  
Chicago—300 N. Michigan Ave. Tel.: State 5587. Mgr.: Zangwill Golobe.  
Los Angeles—408 W. 8th St. Tel.: Vandike 9885. Mgr.: Lawrence Krasner.  
San Francisco—Russ Bldg. Tel.: Douglas 8587. Mgr.: Lawrence Krasner.  
Philadelphia—Widener Bldg. Tel.: Rittenhouse 9698. Mgr.: Charles Stahl.  
Pittsburgh—Hotel Keystone. Tel.: Grant 5200. Mgr.: Thomas B. Price.

#### Represents

KONO San Antonio, Tex.	WWDC Washington	WFAU Augusta, Me.
KVET Austin, Tex.	WWSW Pittsburgh	**WIBM Jackson, Mich.
WBNX New York	WNAE Norristown, Pa.	WISR Butler, Pa.
WDAS Philadelphia	KARV Mesa, Ariz.	WLAN Lancaster, Pa.
WHHM Memphis	KDRO Sedalia, Mo.	WRRF Washington, N. C.
**WJBK Detroit	WAND Anderson, S. C.	KKIN Visalia, Calif.
WMIN Mpls-St. Paul	WBRW Welch, W. Va.	KWKW Los Angeles
*WORL Boston	WCHA Chambersburg, Pa.	WKAP Allentown, Pa.
WSBC Chicago	WCOU Lewiston, Me.	WHWL Wilkes-Barre, Pa.
KXLW St. Louis	WRZ Clinton, N. C.	WLOW Norfolk, Va.

CKNW New Westminster, B. C., Canada

\* Except in New York

\*\* Except in Chicago

### FREE & PETERS, Inc.

Chicago 1—180 N. Michigan Ave. Tel.: Franklin 6373. Mgr.: Russel Woodward.  
New York 22—444 Madison Ave. Tel.: Plaza 5-4130. Mgr.: H. Preston Peters.  
San Francisco 4—58 Sutter St. Tel.: Sutter 4363. Mgr.: A. Leo Bowman.  
Hollywood 28—6931 Hollywood Blvd. Tel.: 2151. Mgr.: Hal W. Hoag.  
Atlanta 8—Palmer Bldg. Tel.: Main 5667. Mgr.: James M. Wade.  
Detroit 26—Penobscot Bldg. Tel.: Cadillac 4255. Mgr.: W. W. Bryan.

#### Represents

WGR Buffalo, N. Y.	WFBL Syracuse	KRIS Corpus Christi, Tex.
WCKY Cincinnati	WCSC Charleston, S. C.	KXYZ Houston
WOC Davenport, Ia.	WIS Columbia, S. C.	KDSH Boise, Idaho
WHO Des Moines	WPTF Raleigh, N. C.	KFDM Beaumont, Tex.
WDAY Fargo, N. D.	WDBJ Roanoke, Va.	KVOD Denver (April 1)
KMBC Kansas City	WAVE Louisville	WDSM Duluth-Superior
WISH Indianapolis	KOMA Oklahoma City	WMCA New York
WTCN Minneapolis-St. Paul	KTUL Tulsa, Okla.	KFAB Omaha
WMBD-WDZ Peoria-Tuscola	KOB Albuquerque, N. M.	KEK Portland, Ore.
KSD St. Louis	KIRO Seattle	KSDJ San Diego, Calif.
	WCBM Baltimore	

### FREMANTLE OVERSEAS RADIO LIMITED

New York 21—660 Madison Ave. Tel.: Butterfield 8-8505. Mgr.: Paul Talbot.

#### Represents

EJDE-HJDK (Medellin, Colombia) RADIO AFRICA (Tangier, Morocco)

RADIO ANDORRA (Andorra)

#### ITALIAN NETWORKS

##### Blue Network

Milano 1 (Milan)  
Torino 1 (Turin)  
Genova 1 (Genoa)  
Bologna 11 (Bologna)  
Venezia (Venice)  
Verona (Verona)  
Padova (Padua)  
Bolzano (Bolzano)  
Firenze 1 (Florence)  
Roma 11 (Rome)  
Napoli 11 (Naples)  
Bari 11 (Bari)

##### Red Network

Roma 1 (Rome)  
Bari 1 (Bari)  
Napoli 1 (Naples)  
Firenze 11 (Florence)  
Catania (Catania)  
Palermo (Palermo)  
San Remo (San Remo)  
Torino 11 (Turin)  
Genova 11 (Genoa)  
Milano 11 (Milan)  
Bologna 1 (Bologna)  
Ancona (Ancona)  
Messina (Messina)

Cagliari (Sardegna, Italy) (Independent)

### GILMAN, NICOLL & RUTHMAN

Chicago—400 N. Michigan Ave. Tel.: Superior 2198.  
New York—19 W. 44th St. Tel.: Murray Hill 2-9049.  
Boston—18 Tremont St. Tel.: Capitol 4454.  
Philadelphia—Old Newtown Rd. Tel.: Bustleton 8345.  
San Francisco—625 Market St. Tel.: Douglas 5275.

#### Represents

KVNI Coeur d'Alene, Idaho



## Directory of BROADCASTING STATION REPRESENTATIVES

### GENE GRANT & CO.

Hollywood 28—1680 N. Vine St. Tel.: Granite 9596.  
San Francisco 5—681 Market St. Tel.: Garfield 5512.

#### Represents

WJRD Tuscaloosa, Ala.	WSKB McComb, Miss.	KVWC Vernon, Tex.
KFFA Helena, Ark.	WBBB Burlington, N. C.	WBTH Williamson, W. Va.
KBTM Jonesboro, Ark.	KASA Elk City, Okla.	WMRO Aurora, Ill.
KOKO La Junta, Colo.	WBBZ Ponca City, Okla.	WLDS Jacksonville, Ill.
KMLB Monroe, La.	KNEL Brady, Tex.	WMOG Brunswick, Ga.
WHLS Port Huron, Mich.	KOCA Kilgore, Tex.	KTIP Porterville, Calif.
WEXL Royal Oak, Mich.	KGKB Tyler, Tex.	KTBI Tacoma, Wash.
		KVSM San Mateo, Calif.

### W. S. GRANT CO.

San Francisco—708 Market St. Tel.: Exbrook 6685. Gen. Mgr.: W. S. Grant.  
Los Angeles—412 W. 6th St. Tel.: Vandike 6341. Mgr.: David S. Ballou.  
New York—38 W. 42nd St. Tel.: Bryant 9-1374. Mgr.: Bernard Howard.  
Chicago—180 N. Michigan Ave. Tel.: Dearborn 7869. Mgr.: Frank R. Back.

#### Represents

WLAR Athens, Tenn.	KMYC Marysville, Calif.	KVEC San Luis Obispo, Calif.
KBKR Baker, Ore.	KYOS Merced, Calif.	KVOE Santa Ana, Calif.
KPMC Bakersfield, Calif.	KTRB Modesto, Calif.	KSRO Santa Rosa, Calif.
KHSL Chico, Calif.	KSRV Ontario, Ore.	KTTC Visalia, Calif.
KUGN Eugene, Ore.	KCMJ Palm Springs, Calif.	KWWB Walla Walla, Wash.
KUIN Grants Pass, Ore.	KPRL Paso Robles, Calif.	KHUB Watsonville, Calif.
KFJJ Klamath Falls, Ore.	KVCV Redding, Calif.	KVAR Havre, Mont.
KLBM La Grande, Ore.	KATO Reno, Nev.	KSEM Moses Lake, Wash.
KPMO Pomona, Calif.	KSJO San Jose, Calif.	

### HOMER GRIFFITH CO.

Hollywood 28—6123 Selma Ave. Tel.: Hollywood 6281. Mgr.: Homer Griffith, David A. Williamson.  
San Francisco 4—681 Market St. Tel.: Douglas 4475. Mgr.: H. G. Wells.  
Chicago 11—612 N. Michigan Ave. Tel.: Superior 8177. Mgr.: Al Halus.  
New York 17—475 Fifth Ave. Tel.: Murray Hill 6-4090. Mgr.: John Livingston.  
Dallas—Construction Bldg. Tel.: Riverside 2675. Mgr.: Walter Kline.

(Stations represented not reported)

### MELCHOR GUZMAN CO., Inc.

New York—45 Rockefeller Plaza. Tel.: Circle 7-0624. Mgr.: A. M. Martinez.

(Represents stations in Cuba, Mexico, Central and South America)

### †ARTHUR H. HAGG ASSOCIATES, Inc.

Chicago 1—360 N. Michigan Ave. Tel.: Central 7563. Mgr.: Arthur H. Hagg.  
New York 17—366 Madison Ave. Tel.: Murray Hill 2-8865. Mgr.: Phil Broderick.

#### Represents

KGNO Dodge City, Kans.

### THE HAMILTON COMPANY

San Francisco—285 Montgomery St. Tel.: Exbrook 5872. Mgr.: Ray V. Hamilton.  
Los Angeles—6331 Hollywood Blvd. Tel.: Hollywood 5111. Mgr.: Burt E. Wilcox.

(Representing stations on West Coast. List of stations represented not reported.)

### HEADLEY-REED CO.

New York—405 Lexington Ave. Tel.: Murray Hill 9-5469. Mgr.: Frank M. Headley.  
Chicago—180 N. Michigan Ave. Tel.: Franklin 4686. Mgr.: Dwight S. Reed.  
Detroit—Penobscot Bldg. Tel.: Randolph 9615. Mgr.: Harold V. Barrett.  
Atlanta—Palmer Bldg. Tel.: Cypress 4311. Mgr.: E. W. Sweatman, Jr.  
San Francisco—300 Montgomery St. Tel.: Yukon 6-1265. Mgr.: Ralph W. Mitchell.  
Los Angeles—210 W. 7th St. Tel.: Vandike 1725. Mgr.: Harold Lindley.

#### Represents

WSGN Birmingham	WINR Binghamton, N. Y.	WJW Cleveland
WALA Mobile, Ala.	WITE Baltimore	WCOL Columbus, O.
WSFA Montgomery, Ala.	WSAR Fall River, Mass.	WLOK Lima, O.
KJBS San Francisco	WSAM Saginaw, Mich.	WFMJ Youngstown, O.
WELI New Haven	KFEQ St. Joseph, Mo.	WSAN Allentown, Pa.
WAGA Atlanta	KMMJ Grand Island, Neb.	WFBC Altoona, Pa.
WGAC Augusta, Ga.	WKNE Keene, N. H.	WJAC Johnstown, Pa.
WDAK Columbus, Ga.	WBAB Atlantic City	WPEN Philadelphia
WROK Rockford, Ill.	WHLN Niagara Falls	WAPO Chattanooga
WGL Ft. Wayne, Ind.	WKIP Poughkeepsie, N. Y.	WLEE Richmond
KSO Des Moines	WSOC Charlotte, N. C.	WSYR Syracuse, N. Y.
WINX Washington, D. C.	WSJS Winston-Salem, N. C.	WTRY Troy, N. Y.

### GEORGE P. HOLLINGBERY CO.

Chicago—307 N. Michigan Ave. Tel.: Andover 2686. Mgr.: George P. Hollingbery.  
New York—420 Lexington Ave. Tel.: Murray Hill 9-9447. Mgr.: F. E. Spencer Jr.  
Atlanta—223 Peachtree St. Tel.: Cypress 1489. Mgr.: Frederick F. Hague.  
San Francisco—300 Montgomery St. Tel.: Douglas 4893. Mgr.: R. J. Birch.  
Los Angeles—411 W. Fifth St. Tel.: Madison 6-8633. Mgr.: Harry H. Wise Jr.

#### Represents

WGPC Albany, Ga.	WWJ Detroit	WEEU Reading, Pa.
WADC Akron, O.	WBCB Duluth	WHAM Rochester, N. Y.
WATL Atlanta	WEAU Eau Claire, Wis.	WSAV Savannah, Ga.
WRDW Augusta, Ga.	WTSM El Paso, Tex.	WARM Scranton, Pa.
WAGO Baton Rouge, La.	WBIG Greensboro, N. C.	KSCJ Sioux City, Ia.
WBCM Bay City, Mich.	WJDX Jackson, Miss.	WSPA Spartanburg, S. C.
WTMA Charleston, S. C.	WREN Lawrence, Kans.	WSPR Springfield, Mass.
WAAF Chicago	WIOD Miami	GBX Springfield, Mo.
WRBL Columbus, Ga.	KOWH Omaha	KVI Tacoma, Wash.
WHIO Dayton	WIP Philadelphia	KFBI Wichita, Kans.
		WTNB Birmingham

(Continued)

BROADCASTING • Telecasting

# 48 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.

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Sales problems are always changing and maximum Spot-Sales can be obtained through

- \* FACTS that help increase the time spent with prospects.
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## GEORGE McKITTRICK & COMPANY

108 Fulton Street

New York 7, N. Y.

# Directory of BROADCASTING STATION REPRESENTATIVES

(Continued)

## HAL HOLMAN CO.

Chicago 1—360 N. Michigan Ave. Tel.: Franklin 0016. Mgr.: Hal Holman.  
New York—4 E. 41st St. Tel.: Murray Hill 3-8421. Mgr.: Jerry Stanley

### Represents

*WJBK Detroit	WATZ Alpena, Mich.	WAYX Waycross, Ga.
*WIBM Jackson, Mich.	WMBN Potoskey, Mich.	WBBU Anderson, Ind.
*WLBC Muncie, Ind.	W500 Saulte Ste. Marie, Mich.	KAND Corsicans, Tex.
WTCM Traverse City, Mich.	WMJM Ironwood, Mich.	KNET Palestine, Tex.
WATT Cadillac, Mich.	WD8C Escanaba, Mich.	WCAZ Carthage, Ill.
	WGOV Valdosta, Ga.	

\* Chicago only.

## †THE KATZ AGENCY

New York 18—500 Fifth Ave. Tel.: Wisconsin 7-8620. Sales Mgr.: George Brett.  
Chicago 1—307 N. 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.: Thomas J. Flanagan.  
Atlanta 3—22 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. Raitton.  
Los Angeles 14—530 W. 6th St. Tel.: Tucker 8219. Mgr.: Stanley J. Reulman.

### Represents

KLRA Little Rock, Ark.	WPDQ Jacksonville, Fla.	WKRC Cincinnati
KVOR Colorado Springs	KHQ Spokane, Wash.	WSPA Toledo
KLZ Denver	WEEK Peoria, Ill.	WKY Oklahoma City
WOL Washington	WFBM Indianapolis	WFIL Philadelphia
WDAE Tampa	WMT Cedar Rapids-Waterloo	WCAE Pittsburgh
WGST Atlanta	KRNT Des Moines	WFCE Providence
WMAZ Macon, Ga.	WNAX Sioux City-Yankton	WREC Memphis
WTOC Savannah	WWL New Orleans	WSIX Nashville
KGU Honolulu	WCOP Boston	KUTA Salt Lake City
WCFL Chicago	KGHL Billings, Mont.	WISN Milwaukee
WGBS Miami, Fla.	WFEA Manchester, N. H.	

## KEENAN AND EICKELBERG

San Francisco 4—235 Montgomery St. Tel.: Douglas 1323. Mgr.: W. Hubbard Keenan.  
Los Angeles 13—411 W. Fifth St. Tel.: Michigan 7571. Mgr.: Wilbur Eickelberg.

(Stations represented not reported)

## JOHN KEATING

Portland, Ore.—Studio Bldg. Tel.: Beacon 4107. Mgr.: Lee P. Bishop.  
Seattle, Wash.—2nd & Pine Blvd. Tel.: Elliott 3300. Mgr.: James A. McLoughlin.

*Special regional representation of Oregon, Washington and Idaho stations*

KAST Astoria, Ore.	KFXD Boise-Nampa, Idaho	KXRO Aberdeen, Wash.
KRNR Roseburg, Ore.	KTFI Twin Falls, Idaho	KVOS Bellingham, Wash.
KFJI Klamath Falls, Ore.	KBIO Burley, Idaho	KPQ Wenatchee, Wash.
KSLM Salem, Ore.	KSRV Ontario, Ore.	KUJ Walla Walla, Wash.
KOOS Coos Bay, Ore.	KIT Yakima, Wash.	KOL Seattle, Wash.
KEND Bend, Ore.	KWRC Pendleton, Ore.	KGA Spokane, Wash.
KBKR Baker, Ore.	KODL The Dalles, Ore.	KIEM Eureka, Cal.
KORE Eugene, Ore.	KWLL Albany, Ore.	KRKO Everett, Wash.
KMED Medford, Ore.	KRLC Lewiston, Idaho	KONP Port Angeles, Wash.
KUIN Grants Pass, Ore.	KWLK Longview, Wash.	KVAN Vancouver, Wash.
KLBM LaGrande, Ore.	KELA Centralia, Wash.	KALE Portland, Ore.
KWIN Ashland, Ore.	KGY Olympia, Wash.	KPKW Pasco, Wash.

## KETTLE-CARTER

Boston—Park Square Bldg. Tel.: Liberty 5799. Partners: Elmer Kettle, Marjorie Carter.

*Represents in New England and New York State*

WELI New Haven, Conn.	WMOU Berlin, N. H.	WNEB Worcester, Mass.
WHCU Itasca, N. Y.	WTVL Waterville, Me.	WTRY Troy, N. Y.
WKNE Keene, N. H.	*WPOR Portland, Me.	*WSYR Syracuse, N. Y.
*WFEA Manchester, N. H.		

\* New England only.

## MACK RADIO SALES CO.

Camden, N. J.—126 N. Broadway. Tel.: 2122. Sales Mgr.: L. M. Maxwell

### Represents

WCAM Camden

## JOSEPH HERSHEY MCGILLVRA, Inc.

New York 17—366 Madison Ave. Tel.: Murray Hill 2-8755. Pres.: Joseph Hershey McGillvra.  
Vice-Pres. and Gen. Mgr.: James W. LeBaron.  
Chicago 1—85 E. Wacker Dr. Tel.: State 5282. Mgr.: Walter Beadell.  
Los Angeles 5—634 S. Lafayette Park Pl. Tel.: Drexel 4388. Mgr.: Robert W. Walker.  
San Francisco 4—68 Post St. Tel.: Sutter 5568. Mgr.: Rogers P. Parrett.

### Represents

KXLR Little Rock, Ark.	WNOE New Orleans, La.	WDSC Dillon, S. C.
KGER Long Beach, Cal.	WLAV Grand Rapids, Mich.	KPAB Laredo, Tex.
KIST Santa Barbara, Cal.	WKLA Ludington, Mich.	KMAC San Antonio, Tex.
KVOD Denver, Col.	WKWB Muskegon, Mich.	KVNU Logan, Utah
KGHF Pueblo, Col.	WFGP Atlantic City, N. J.	WJOY Burlington, Vt.
WBRY Waterbury, Conn.	WTTM Trenton, N. J.	WSYB Rutland, Vt.
WILM Wilmington, Del.	WKNY Kingston, N. Y.	WCYB Bristol, Va.
WPIK Alexandria, Va.	WMFF Plattsburg, N. Y.	WSAP Portsmouth, Va.
WBAY Coral Gables, Fla.	WSAY Rochester, N. Y.	WNNR Beckley, W. Va.
WWPG Palm Beach, Fla.	WLOE Leaksville, N. C.	WGKV Charleston, W. Va.
WBBQ Augusta, Ga.	WGNL Wilmington, N. C.	WHAR Clarksburg, W. Va.
WBML Macon, Ga.	WSTV Steubenville, O.	WRON Roanoke, W. Va.
WJOL Joliet, Ill.	WRRN Warren, O.	WFOK Milwaukee, Wis.
WJOB Hammond, Ind.	WCED DuBois, Pa.	WFIO Spokane, Wash.
WASK Lafayette, Ind.	WEDO McKeesport, Pa.	KMO Tacoma, Wash.
WLCS Baton Rouge, La.	WKRZ Oil City, Pa.	KPQ Wenatchee, Wash.
KVOL Lafayette, La.	WJPA Washington, Pa.	KIT Yakima, Wash.
KNOE Monroe, La.		

### Canadian Stations Represented

CFCO Chatham, Ont.	CHNC New Carlisle, Que.	CKCO Ottawa, Ont.
CFPL London, Ont.	CJCH Halifax, N. S.	CKCW Moncton, N. B.
CHGB	CKTB St. Catharines, Ont.	CKNX Wingham, Ont.
Ste.-Anne-de-la-Pocatiere	CJCY Calgary, Alta.	CKSF Cornwall, Ont.
CHLP Montreal, Que.	CJIC Sault Ste. Marie, Ont.	

## †J. P. MCKINNEY & SON

New York 20—30 Rockefeller Plaza. Tel.: Circle 7-1178. Mgr.: Max Everett.  
Chicago 11—400 N. Michigan Ave. Tel.: Superior 9866. Mgr.: Walter Nilson.  
San Francisco 6—681 Market St. Tel.: 5512. Mgr.: R. J. Bidwell.  
Hollywood 28—1651 Cosmo St. Tel.: Granite 9596. Mgr.: R. J. Bidwell.

### Represents

WENY Elmira, N. Y.	WRAC Williamsport, Pa.	WHDL Olean, N. Y.
WABY-WOKO Albany, N. Y.	WHTT Hartford, Conn.	WDAN Danville, Ill.
	WHEC Rochester, N. Y.	

## NATIONAL BROADCASTING CO. [NBC SPOT]

(National Spot Sales Dept.)

New York—30 Rockefeller Plaza. Tel.: Circle 7-8300. Director: J. V. McConnell. Mgr.: W. C. Roux.

Chicago—Merchandise Mart. Tel.: Superior 8300. Mgr.: O. Morton.  
Cleveland—815 Superior Ave. N. E. Tel.: Cherry 0942. D. G. Stratton.  
Boston—Hotel Bradford. Tel.: Hancock 4231. Mgr.: John Dodge.  
Denver—1625 California St. Tel.: Main 6211. James R. MacPherson.  
Hollywood—Sunset & Vine. Tel.: Hollywood 6161. Mgr.: Lathrop Mack.  
San Francisco—Taylor & O'Farrell Sta. Tel.: Sutter 1920. Carl Nielsen.  
Washington—Trans-Lux Bldg. Tel.: Republic 4000. Mahlon Glascock.

### Represents

WNBC New York	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
	KZRH Manila, P. I.	

## NORTHWEST RADIO ADVERTISING CO.

Seattle 4, Wash.—American Bldg. Tel.: Elliott 5488. Mgr.: Edwin A. Kraft.

### Represents

KINY Juneau, Alaska	KTKN Ketchikan, Alaska
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## PAN AMERICAN BROADCASTING CO.

New York—330 Madison Ave. Tel.: Murray Hill 2-0810. Mgr.: E. Bernald.  
Chicago—228 N. LaSalle St. Tel.: State 5096. Mgr.: Fred R. Jones.  
Hollywood—6123 Selma Ave. Tel.: Hollywood 6281. Mgr.: Homer Griffith.

### Represents stations in

Alaska	El Salvador	Uruguay
Argentina	Guatemala	Venezuela
Bolivia	Haiti	Angola
British Guiana	Honduras	South Africa
Chile	Nicaragua	China
Colombia	Panama	Iceland
Costa Rica	Paraguay	Fiji Islands
Dominican Republic	Peru	Dutch Guiana
Ecuador	Puerto Rico	Europe

(Continued)

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# Directory of BROADCASTING STATION REPRESENTATIVES

(Continued from page 248)

## JOHN E. PEARSON CO.

Chicago—360 N. Michigan Ave. Tel.: Franklin 2359. Mgr.: John E. Pearson.  
New York 17—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. WIND Chicago KLCN Blytheville, Ark. WCAR Pontiac, Mich. WLAK Lakeland, Fla. WOV New York KCNO Kansas City WINK Fort Myers, Fla. WSPB Sarasota, Fla. KOAM Pittsburg, Kan. WCMJ Ashland, Ky. WLAF Lexington, Ky. KWLM Willmar, Minn. KWNO Winona, Minn. WEW St. Louis WIRE Indianapolis	KSAL Salina, Kan. WAOV Vincennes, Ind. WKRO Cairo, Ill. KFVS Cape Girardeau, Mo. KWOC Poplar Bluff, Mo. WMFT Florence, Ala. KPRO Riverside, Cal. KROP Brawley-El Centro, Cal. KREO Indio-Palm Springs, Cal. WJPF Herrin, Ill. WMMJ Peoria, Ill. KROC Rochester, Minn. KMHL Marshall, Minn. WDUK Durham, N. C.	KHMO Hannibal, Mo. KRBC Abilene, Tex. KBST Big Spring, Tex. KGKL San Angelo, Tex. WBIR Knoxville, Tenn. KFDA Amarillo, Tex. KVGB Great Bend, Kan. WTSF St. Petersburg-Tampa KYSM Mankato, Minn. KATE Albert Lea, Minn. Florida West Coast Network KELO Sioux Falls, S. D. WJHL Johnson City, Tenn. KGKB Tyler, Tex. West Texas Network
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## JOHN H. PERRY ASSOCIATES

New York 17—310 E. 45th St. Tel.: Murray Hill 4-1647. Mgr.: William K. Dorman.  
Philadelphia 7—12 S. 12th St. Tel.: Walnut 3555. Mgr.: Robert Hitchings.  
Chicago 3—122 S. Michigan Ave. Tel.: Harrison 8085. Mgr.: F. W. Thurman.  
Detroit 2—7338 Woodward Ave. Tel.: Madison 0790. Mgr.: J. J. Higgins.  
Atlanta 3—Rhodes-Haverty Bldg. Tel.: Walnut 1334. Mgr.: Alice S. Grant.

### Represents

WCOA Pensacola, Fla. WJHP Jacksonville, Fla.	WTMC Ocala, Fla. WTAL Tallahassee, Fla.	WDLF Panama City, Fla. WDHL Bradenton, Fla.
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## EDWARD PETRY & CO., Inc.

New York—17 E. 42nd St. Tel.: Murray Hill 2-4400. Mgr.: Henry I. Christal.  
Chicago—400 N. 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 4082. Mgr.: Earle H. Smith.  
Los Angeles—601 W. Fifth St. Tel.: Michigan 8729. Mgr.: Chester G. Matson.  
St. Louis—Shell Bldg. Tel.: Chestnut 7191. Mgr.: George Kercher.  
Atlanta 2—New Palmer Bldg. Tel.: Jackson 7983. Mgr.: Charles F. Grisham.  
Boston 16—Statler Bldg. Tel.: Hubbard 6342. Mgr.: James G. Sandison.

### Represents

Yankee Network WSB Atlanta WNAC Boston WAAB Worcester WICC Bridgeport WBEN Buffalo WGAR Cleveland WFAA Dallas WBAP Fort Worth WJR Detroit KPRC Houston WDAF Kansas City WAGE Syracuse, N. Y. KARM Fresno, Cal. KPOA Honolulu	WMTW Portland, Me. WWCO Waterbury, Conn. KFOR Lincoln, Neb. KGA Spokane WBAL Baltimore KARK Little Rock, Ark. KFI Los Angeles WHAS Louisville WLLH Lowell, Mass. WMTJ Milwaukee KSTP St. Paul WSM Nashville WSMB New Orleans WTR Norfolk KOIL Omaha	KGW Portland, Ore. WONS Hartford KGKO Fort Worth Texas Quality Network WEAN Providence WRNL Richmond KSI Salt Lake City WOAI San Antonio KOMO Seattle WMAS Springfield, Mass. KVOO Tulsa, Okla. KFH Wichita, Kan. KQW San Francisco KTBS Shreveport, La.
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## RADIO ADVERTISING CO.

New York 17—521 Fifth Ave. Tel.: Murray Hill 2-2170. Gen. Mgr.: Robert D. C. Meeker.  
Mgr.: Louis J. F. Moore.  
Chicago 1—833 N. Michigan Ave. Tel.: Central 1742. Mgr.: R. L. Swats Jr.  
San Francisco 6—631 Market St. Tel.: Douglas 4475. Mgr.: H. G. Wells.  
Hollywood 28—6123 Selma Ave. Tel.: Hollywood 6281. Mgr.: David A. Williamson.  
Dallas—Construction Bldg. Tel.: Riverside 2673. Mgr.: Walter Kline.

### Represents

WMBS Uniontown, Pa. WMGY Montgomery, Ala. WGAL Lancaster, Pa. WDEL Wilmington, Del. WKBO Harrisburg, Pa.	WORK York, Pa. WEST Easton, Pa. WAZL Hazelton, Pa. WJNO West Palm Beach, Fla. WKAT Miami Beach WAAT Newark	WTVL Waterville, Me. WLBR Lebanon, Me. WRAW Reading, Pa. WBSR Pensacola, Fla. HOX-HOXA-HOXB-HOXD Panama
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## RADIO SALES [CBS SPOT]

(The Spot Broadcasting Division of Columbia Broadcasting System)

New York—485 Madison Ave. Tel.: Wickersham 2-2000. Mgr.: J. L. Van Volkenburg.  
Chicago—410 N. Michigan Ave. Tel.: Whitehall 6000. Mgr.: Wilbur Edwards.  
Los Angeles—Columbus Square. Tel.: Hollywood 1212. Mgr.: L. D. Larimer.  
San Francisco—Palace Hotel. Tel.: Yukon 1700. Mgr.: J. L. Brumback.  
Atlanta—101 Marietta St. Bldg. Tel.: Jackson 5960. Mgr.: H. H. Holtzshouser.  
Detroit—Fisher Bldg. Tel.: Trinity 2-5600. Mgr.: William Ogden.

### Represents

WCBS New York WBMM Chicago WTOP Washington CBS New England Network	KNX Los Angeles KMOX St. Louis WBT Charlotte, N. C. CBS Pacific Network	WCCO Minneapolis WEI Boston WAPI Birmingham, Ala. CBS California Network
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## WILLIAM G. RAMBEAU CO.

Chicago 1—360 N. Michigan Ave. Tel.: Andover 5566. Mgr.: William G. Rambeau.  
New York 17—Chanin Bldg. Tel.: Lexington 2-1820. Mgr.: William M. Wilson.  
Los Angeles 5—672 So. Lafayette Park Pl. Tel.: Mutual 2317. Mgr.: Jack V. Porter.

### Represents

WJAS Pittsburg WIL St. Louis KFWB Los Angeles WNAB Bridgeport, Conn. WLBQ Memphis KMYR Denver KTKC Visalia, Cal. WATR Waterbury, Conn. WJTN Jamestown, N. Y. WHBC Canton, O. WYAP Portsmouth, O. WMEX Boston	WHJB Greensburg, Pa. WAGC Chattanooga WLAU Laurel, Miss. KSWM Joplin, Mo. WHOP Gardner, Mass. KEVR Seattle WHN New York (outside N. Y. area) WNHC New Haven, Conn. WCLO Janesville, Wis. WNBH New Bedford, Mass. WOCB Cape Cod, Mass.	WKBV Richmond, Ind. KFBC Cheyenne, Wyo. KWBR Oakland KSAN San Francisco WGRM Greenwood, Miss. WJKN Jackson, Miss. WMIS Natchez, Miss. WJBW New Orleans KLUF Galveston, Tex. WORD Spartanburg, S. C. KVAK Atchison, Kan.
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## PAUL H. RAYMER CO., Inc.

Chicago 11—435 N. Michigan Ave. Tel.: Superior 4473. Mgr.: Richard F. Kopf.  
New York 17—366 Madison Ave. Tel.: Murray Hill 7-6640. Mgr.: Fred C. Brokaw.  
Boston 16—Statler Office Bldg. Tel.: Hubbard 3225. Mgr.: Robert C. Foster.  
Detroit 25—Pencolot Bldg. Tel.: Cherry 0754. Mgr.: Robert B. Rains.  
Atlanta 3—Candler Office Bldg. Tel.: Jackson 5026. Mgr.: Royal E. Penny.  
San Francisco 4—Russ Bldg. Tel.: Douglas 8908. Mgr.: L. Ray Rhodes.  
Los Angeles 14—707 S. Hill St. Tel.: Vandike 1901. Mgr.: J. Leslie Fox.

### Represents McClatchy Beeline, Arizona Broadcasting System

WPRO Providence KWK St. Louis WRVA Richmond WLAC Nashville WDRG Hartford KTAR Phoenix KVOA Tucson, Ariz. KTMS Santa Barbara, Cal. WKBN Youngstown KMPC Los Angeles	KFBK Sacramento, Cal. KERN Bakersfield, Cal. KMJ Fresno, Cal. KWG Stockton, Cal. WACO Baltimore WBRC Birmingham WDOO Chattanooga WOOD Grand Rapids, Mich. WCAI Philadelphia (Pacific) WTOL Toledo KOH Reno	KFSD San Diego WSBT South Bend, Ind. WGAN Portland, Me. WHK Cleveland WTAG Worcester, Mass. KWFT Wichita Falls KXO El Centro, Cal. WNSR Syracuse, N. Y. WIKC Columbus, O. WHKK Akron
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## DUNCAN A. SCOTT AND COMPANY

Los Angeles 13—448 S. Hill St. Tel.: Michigan 6203. Mgr.: A. O. Dillenbeck Jr.  
San Francisco 4—Mills Bldg. Tel.: Sutter 1393. Mgr.: Duncan A. Scott.

(See Adam J. Young Jr., Inc.)

## SEARS & AYER, Inc.

Chicago—612 N. Michigan Ave. Tel.: Superior 8177. Mgr.: B. H. Sears.  
New York—295 Madison Ave. Tel.: Lexington 2-0772. Mgr.: P. Joseph Bogner.  
Kansas City—15 W. 10th St. Tel.: Victor 0021. Mgr.: William M. Temple.  
Los Angeles—412 W. 6th St. Tel.: Van Dike 6814. Mgr.: David S. Bailou.  
San Francisco—703 Market St. Tel.: Exbrook 6885. Mgr.: Jack Hall.

### Represents

WHMA Anniston, Ala. WJLD Besemer, Ala. WJOI Florence, Ala. WJBY Gadsden, Ala. WHBB Selma, Ala. WTBC Tuscaloosa, Ala. WFCF Hot Springs, Ark. WJBC Bloomington, Ill. WSIV Pekin-Peria, Ill. WCVS Springfield, Ill. WKEU Griffin, Ga. KSTT Davenport, Iowa WSON Henderson, Ky.	WHOP Hopkinsville, Ky. WKIM Mayfield, Ky. WCIF Madisonville, Ky. WPAD Paducah, Ky. WHDF Claret, Mich. WGCN Gulfport, Miss. WROX Clarksdale, Miss. WCBI Columbus, Miss. WJPR Greenville, Miss. WMOX Meridian, Miss. WQBC Vicksburg, Miss. WELO Tupelo, Miss.	KWOS Jefferson City, Mo. WMBH Joplin, Mo. KRES St. Joseph, Mo. KTTS Springfield, Mo. KORN Fremont, Neb. KHG Okmulgee, Okla. WLFM Suffolk, Va. KONF Port Angeles, Wash. KDFN Casper, Wyo. KPWF Powell, Wyo. KWYO Sheridan, Wyo. Mid-South Network
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## TAYLOR-HOWE-SNOWDEN RADIO SALES

Amarillo, Tex.—Radio Bldg. Tel.: 4242. Gen. Mgr.: Alex Keese.  
New York 17—590 5th Ave. Tel.: Pennsylvania 6-6857. Mgr.: Roy Cowan.  
Chicago 1—860 N. Michigan Ave. Tel.: State 5260. Mgr.: Tom Peterson.  
Dallas 1—Tower Petroleum Bldg. Tel.: Riverside 5663. Mgr.: Clyde Melville.  
Los Angeles 13—411 W. 5th St. Tel.: Michigan 7571. Mgr.: Wilbur Eickelberg.  
San Francisco 4—235 Montgomery St. Tel.: Douglas 1323. Mgr.: W. Hubbard Keenan.

### Represents

KGNC Amarillo KFYO Lubbock KTSA San Antonio KRGV Weslaco KTOK Oklahoma City KROD El Paso KAVE Carlsbad, N. M. KSIL Silver City, N. M.	KCMC Texarkana KADA Ada, Okla. KGFF Shawnee, Okla. KVSO Ardmore, Okla. Oklahoma Network KTBC Austin, Tex. KRMD Shreveport KPLC Lake Charles, La. KANs Wichita	KTMC McAlester, Tex. KSVO Lawton, Okla. KOME Tulsa, Okla. KCRK Enid, Okla. KBIX Muskogee, Okla. KGGM Albuquerque, N. M. KVSF Santa Fe, N. M. KEYS Corpus Christi, Tex.
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(Continued)

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 WRC.....Washington  
 KDKA.....Pittsburgh  
 WTAM.....Cleveland  
 WOWO.....Ft. Wayne  
 WMAQ.....Chicago  
 KOA.....Denver  
 KPO.....San Francisco  
 KZRH.....Manila

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

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



# NBC SPOT SALES

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



# Directory of BROADCASTING STATION REPRESENTATIVES

(Continued from page 250)

## UNIVERSAL RADIO SALES

New York 19—730 Fifth Ave. Tel.: Circle 6-7447. Mgr.: George E. Hughes.  
Chicago 1—360 N. Michigan Ave. Tel.: Central 6815. Mgr.: John D. Stebbins.  
San Francisco 6—1 Nob Hill Circle. Tel.: Exbrook 4567. Mgr.: Barry Keit.  
Hollywood 28—6757 Hollywood Blvd. Tel.: Hollywood 8282. Mgr.: John Gordon.  
Seattle 1—4th & Pike Sta. Tel.: Seneca 1000. Mgr.: Rod McArdle.

*Represents*

KSFO San Francisco	WCLE Clearwater, Fla.	KXOL Ft. Worth
KXA Seattle	WCAW Charleston, W. Va.	WARL Arlington, Va.
KXLA Los Angeles	WTOD Toledo	*KIST Santa Barbara
WINZ Miami	KGVL Greenville, Tenn.	

\* West Coast only.

## THE WALKER COMPANY

New York 17—551 Fifth Ave. Tel.: Murray Hill 2-7986.  
Chicago 1—360 N. Michigan Ave. Tel.: State 5262.  
Kansas City 6—15 W. 10th St. Tel.: Victory 0021.  
Los Angeles 5—672 S. LaFayette Park Pl. Tel.: Fairfax 3200.  
San Francisco 4—Monadnock Bldg. Tel.: Douglas 4475.

*Represents*

WOLF Syracuse, N. Y.	WKWF Key West, Fla.	The Tobacco Network, N. C.
WBRK Pittsfield, Mass.	WKBR Manchester, N. H.	WSAY Rochester, N. Y.
WAIR Winston-Salem, N. C.	WKXL Concord, N. H.	WHEB Portsmouth, N. H.
WSLB Ogdensburg, N. Y.	KOCY Oklahoma City	KGHI Little Rock, Ark.
WLBC Muncie, Ind.	KFPY Spokane, Wash.	KFPW Ft. Smith, Ark.
KABR Aberdeen, S. D.	KXLF Butte, Mont.	WHYN Holyoke, Mass.
WJAG Norfolk, Neb.	KXIJ Helena, Mont.	WATW Ashland, Wis.
KLPM Minot, N. D.	KXIZ Bozeman, Mont.	WOMT Manitowoc, Wis.
WTMV East St. Louis, Ill.	KXL Portland, Ore.	WJMS Ironwood, Mich.
WOSH Oshkosh, Wis.	KSEI Pocatello, Idaho	KSKY Dallas
WRJN Racine, Wis.	Z-Bar Network, Montana	Pacific Northwest Broadcasters
WGRC Louisville		

## GEORGE W. WEBBER

Des Moines 9—Shops Bldg. Tel.: 2-0225.

*Represents*

KROS Clinton, Ia.	KSIB Creston, Ia.	KFJB Marshalltown, Ia.
	KWPC Muscatine, Ia.	KICD Spencer, Ia.

## WEED & CO.

New York—360 Madison Ave. Tel.: Murray Hill 7-7772. Mgr.: Joseph J. Weed.  
Chicago—208 N. Wabash Ave. Tel.: Randolph 7730. Mgr.: C. C. Weed.  
Detroit—Book Bldg. Tel.: Randolph 5382. Mgr.: William Reilly.  
San Francisco—68 Post St. Tel.: Yukon 6-1899. Mgr.: Burton L. Beggs.  
Boston—Statler Bldg. Tel.: Hubbard 5677. Mgr.: Dana Baird.  
Hollywood—4233 Hollywood Blvd. Tel.: Hillside 8611. Mgr.: Lincoln P. Simonds.  
Atlanta—Haas Howell Bldg. Tel.: Cypress 4081. Mgr.: C. C. Coleman.

*Represents*

KBON Omaha	WHOT South Bend, Ind.	WING Dayton
KEVR Seattle	KGLO Mason City, Iowa	WIZE Springfield, O.
WKRG Mobile, Ala.	KGGF Coffeyville, Kan.	WERC Erie, Pa.
KCRA Sacramento, Cal.	KALB Alexandria, La.	WHGE Harrisburg, Pa.
WARD Johnstown, Pa.	WRDO Augusta, Me.	KQV Pittsburgh
KTYW Yakima, Wash.	WLBZ Bangor, Me.	WABR Providence
WKNA Charleston, W. Va.	WCSH Portland, Me.	WKIX Columbia, S. C.
WTAD Quincy, Ill.	WLAW Lawrence, Mass.	WDEF Chattanooga
WKMJ Dearborn, Mich.	WORC Worcester, Mass.	KNOW Austin, Tex.
WORZ Orlando, Fla.	WSLI Jackson, Miss.	WRR Dallas
WTIC Hartford	KFBB Great Falls, Mont.	KFJZ Fort Worth
WMBR Jacksonville	KGVO Missoula, Mont.	KABC San Antonio
WSUN St. Petersburg	WMCR Manchester, N. H.	WACO Waco, Tex.
KTFI Twin Falls, Ida.	WEBR Buffalo	WCAX Burlington, Vt.
WSOY Decatur, Ill.	WMSA Massena, N. Y.	WSVA Harrisonburg, Va.
WTAX Springfield, Ill.	WWNY Watertown, N. Y.	WKWK Wheeling
WEGA Evansville, Ind.	WAYS Charlotte, N. C.	WTAQ Green Bay, Wis.
WGBF Evansville, Ind.	WRAL Raleigh	New England Regional Network
WBOW Terre Haute, Ind.	WAKR Akron	Texas State Network

*Canadian stations*

CFAC Calgary, Alta.	CJLS Yarmouth, N. S.	CKOC Hamilton, Ont.
CJCA Edmonton, Alta.	CKPG Prince George, B. C.	CKBI Prince Albert, Sask.
CFGP Grand Prairie, Alta.	CFBC St. John, N. B.	CHAB Moose Jaw, Sask.
CJOC Lethbridge, Alta.	CFFA Port Arthur, Ont.	CHCK Regina, Sask.
CKOV Kelowna, B. C.	CHNS Halifax, N. S.	CKNB Campbellton, N. B.
CJAP Trail, B. C.	CJCB Sydney, N. S.	CFNB Fredericton, N. B.
CKWV Vancouver, B. C.	CJCS Stratford, Ont.	CFCF Montreal, Que.
CJVI Victoria, B. C.	CKRC Winnipeg, Man.	CFCY Charlottetown, P. E. I.
CFJC Kamloops, B. C.	CKSO Sudbury, Ont.	CHUM Toronto, Ont.

## HOWARD H. WILSON CO.

Chicago—75 E. Wacker Drive. Tel.: Central 8744. Mgr.: S. M. Aston.  
New York—551 Fifth Ave. Tel.: Murray Hill 6-1230. Mgr.: Edward Devney.  
Hollywood—672 Lafayette Pk. Place. Tel.: Fairfax 3200. Mgr.: H. G. Oakes.  
San Francisco—Monadnock Bldg. Tel.: Douglas 4475. Mgr.: J. L. Meek.

(Continued)



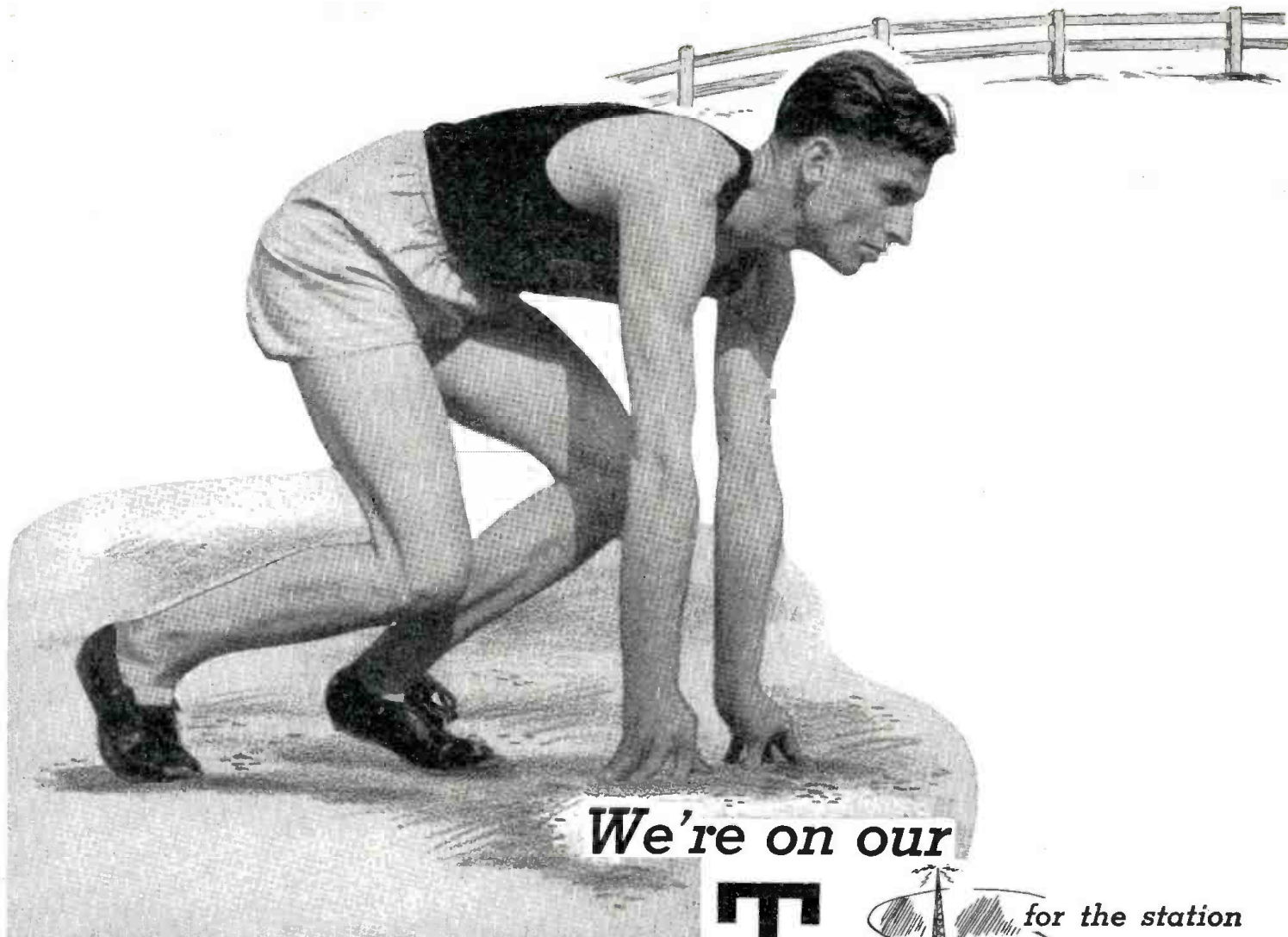
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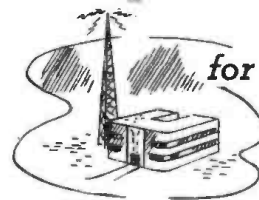
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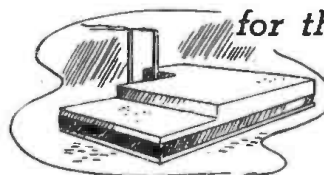
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*for the agency*



*for the advertiser*

## **HOWARD H. WILSON COMPANY**

*Radio Station Representative*

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**HOLLYWOOD**

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1085 Monadnock Bldg.

**NEW YORK**  
551 Fifth Avenue

**BROADCASTING • Telecasting**

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# Directory of BROADCASTING STATION REPRESENTATIVES

(Continued from page 252)

## HOWARD H. WILSON CO. (Continued)

### Represents

WHKY Hickory, N. C.  
KSOO Sloux Falls, S. D.  
WDEV Waterbury, Vt.  
WDNC Durham, N. C.  
WJHL Johnson City, Tenn.  
WWSR St. Albans, Vt.  
WPIC Sharon, Pa.  
WBA Madison, Wis.  
WNOC Norwich, Conn.

WCOV Montgomery, Ala.  
WEMP Milwaukee  
WAIT Chicago  
WHCU Ithaca, N. Y.  
WKBH La Crosse, Wis.  
WMAM Marinette, Wis.  
WSAU Wausau, Wis.  
WMPB Memphis

WKBB Dubuque, Ia.  
WKMO Kokomo, Ind.  
WCOS Columbia, S. C.  
WQUA Moline, Ill.  
WCLL Carbondale, Ill.  
WEBQ Hattiesburg, Miss.  
KGBS Harlingen, Tex.  
KWTX Waco, Tex.  
WGAT Utica, N. Y.

### Canadian Stations

CFCN Calgary, Alta.  
CFQC Saskatoon, Sask.

CKMO Vancouver, B. C.  
CFRN Edmonton, Alta.  
CKPR Fort Williams, Ont.

CKCH Hull, Que.  
CHLT Sherbrooke, Que.

## HELEN WOOD

New York 21—89 E. 68rd St. Tel.: Regent 7-1154. Mgr.: Helen Wood.

### Represents

WIBX Utica, N. Y.  
WSNY Schenectady, N. Y.  
WPAJ Paducah, Ky.  
WHOP Hopkinsville, Ky.

WSTC Stamford, Conn.  
Connecticut State Network  
WSOJ Henderson, Ky.  
WATN Watertown, N. Y.  
WHAT Philadelphia

WFKY Frankfort, Ky.  
WBTA Batavia, N. Y.  
WCIF Madisonville, Ky.  
WKTU Mayfield, Ky.

## 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 5448. Mgr.: Robert S. Russel.  
Los Angeles 13—448 S. Hill St. Tel.: Michigan 6203. Mgr.: A. O. Dillenbeck Jr.  
San Francisco 4—Mills Bldg. Tel.: Sutter 1393. Mgr.: Duncan A. Scott.

### Represents

CKLW Detroit  
KLAC Los Angeles  
KOLO Reno  
KSJB Jamestown  
KXOA Sacramento

KYA San Francisco  
WABI Bangor  
WBMS Boston  
WBNY Buffalo  
WKNE Keene, N. H.

WIBG Philadelphia  
WKLX Lexington  
WKNB New Britain  
WLBB New York  
WHB Kansas City

### Canadian Stations

CFAB Windsor, N. S.  
CFAR Flin Flon, Man.  
CFJM Brockville, Ont.  
CFOR Orillia, Ont.  
CFOS Owen Sound, Ont.  
CFRB Toronto  
CHLN Three Rivers, Que.  
CHML Hamilton, Ont.  
CHNC New Carlisle, Que.

CHOV Pembroke, Ont.  
CHRC Quebec  
CHSJ St. John, N. B.  
CJAD Montreal  
CJBQ Belleville, Ont.  
CJBR Rimouski, Que.  
CJEM Edmundston, N. B.  
CJFX Antigonish, N. S.

CJOR Vancouver, B. C.  
CJRL Kenora, Ont.  
CKAC Montreal  
CKFI Fort Frances, Ont.  
CKLN Nelson, B. C.  
CKLW Windsor, Ont.  
CKX Brandon, Man.  
CKY Winnipeg, Man.  
CJGX Yorkton, Sask.

## WCAU Philadelphia

New York—485 Madison Ave. Tel.: Wickersham 2-2000. Rep.: Harold Davis.  
Chicago—400 N. Michigan Ave. Tel.: Superior 5072. Rep.: Virgil Reiter Jr.  
(WCAU is represented in Boston by Bertha Bannan; Los Angeles and San Francisco by Paul H. Raymer Co.)

## WGN Chicago

New York—220 E. 42nd St. Tel.: Murray Hill 2-3033. Mgr.: Geo. W. Harvey.

## WKAQ San Juan, P. R.

New York—International Telephone & Telegraph Corp., 67 Broad St. Tel.: Bowling Green 9-3800.

## WLW Cincinnati

Chicago—360 N. Michigan Ave. Tel.: State 0366. Mgr.: Harry F. Albrocht.  
New York—630 Fifth Ave. Tel.: Circle 6-1750. Mgr.: Warren Jennings.  
Atlanta—Mortgage Guarantee Bldg. Tel.: Main 5750. Mgr.: Herbert L. Flaig.  
Hollywood—6381 Hollywood Blvd. Tel.: Hollywood 5408. Mgr.: Tracy Moore.

## CANADIAN STATION REPRESENTATIVES

### JAMES 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.  
CKFI Fort Frances, Ont.  
CKPC Brantford, Ont.  
CJCS Sault St. Marie, Ont.

CKNX Wingham, Ont.  
CHLF Montreal, Que.  
(Toronto only)  
CKDO Oshawa, Ont.

CFAB Windsor, Ont.  
CEUM Toronto  
CFJM Brockville, 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.  
CKOV Kelowna, B. C.  
CJAT Trail, B. C.  
CKWX Vancouver, B. C.  
CFAC Calgary, Alta.  
CJCA Edmonton, Alta.  
CFGE Grande Prairie, Ont.  
CHAB Moose Jaw, Sask.  
CJVI Victoria, B. C.  
CKNB Campbellton, N. B.  
CHNC New Carlisle, Que.

CKBI Prince Albert, Sask.  
CKRM Regina, Sask.  
CKRC Winnipeg, Man.  
CKCK Regina, Sask.  
CFRB Toronto, Ont.  
CKOG Hamilton, Ont.  
CJCS Stratford, Ont.  
CJOC Lethbridge, Alta.  
CFCE Montreal, Que.  
CFNB Fredericton, N. B.  
CHNS Halifax, N. S.  
CJCB Sydney, N. S.

CKSO Sudbury, Ont.  
CFCY Charlottetown, P.E. I.  
VONF St. John's, Newfoundland  
VOWN Cornerbrook, Newfoundland  
CJLS Yarmouth, N. S.  
CHWK Chillsiwack, B. C.  
CHAT Medicine Hat, Alta.  
CFBC St. John, N. B.  
CJNB North Battleford, Sask.

## ASSOCIATED BROADCASTING CO., Ltd.

Montreal, Que.—1010 St. Catherine St., W. Tel.: Belair 3325. Mgr.: M. Maxwell.  
Toronto, Ont.—199 Bay St. Tel.: Waverly 8056. Mgr.: M. Raymond.

(General Canadian station representation non-exclusive)

## CANADIAN BROADCASTING CORPORATION

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Montreal—1231 St. Catherine St., W. Tel.: Plateau 7161. Commercial Mgr.: Omer Renaud.

### Represents CBC-owned Stations

CBH Halifax, N. S.  
CBA Sackville, N. B.  
CBJ Chicoutimi, Que.  
CBV Quebec, Que.

CBM Montreal, Que.  
CBO Ottawa, Ont.  
CBL Toronto, Ont.  
CJBC Toronto, Ont.  
CBF Montreal, Que.

CBK Watrous, Sask.  
CBR Vancouver, B. C.  
CFPR (leased), Prince Rupert  
B. C.

## JOS A. HARDY & CO., Ltd.

Quebec—39 St. John St. Tel.: 3-6693.  
Montreal—1405 Peel St. Tel.: Harbour 2515.  
Toronto—80 Richmond St., W. Tel.: Adelaide 8432.

### Represents

CHRC Quebec

CHLT Sherbrooke, Que.

CHLN Three Rivers, Que.

## NATIONAL BROADCAST SALES

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Montreal—University Tower Bldg. Tel.: Harbour 3051. Mgr.: R. A. Leslie.

### Represents

CFCH North Bay, Ont.  
CKGB Timmins, Ont.  
CKVD Val d'Or, Que.  
CJKL Kirkland Lake, Ont.  
CKWS Kingston, Ont.

CKRN Rouyn, Que.  
CHEX Peterborough, Ont.  
CHAD Amos, Que.  
CKEY Toronto  
(Montreal only)  
CFPA Port Arthur, Ont.

CJAD Montreal  
CHGB Ste. Anne de la  
Pocatiere, Que.  
CKTB St. Catharines, Ont.  
CHOK Sarnia, Ont.

## RADIO REPRESENTATIVES, Ltd.

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Montreal—Dominion Sq. Bldg. Tel.: Harbour 3051. Mgr.: W. Dippie.

### Toronto and Montreal Representation

CFCN Calgary, Alta.  
CFRN Edmonton, Alta.  
CKNW New Westminster, B. C.  
CKPR Fort William, Ont.  
CFQC Saskatoon, Sask.

CKCB Quebec  
CKMO Vancouver, B. C.  
CKCH Hull, Que.  
CHGS Summerside, P. E. I.

CJSO Sorel, Que.  
CKTS Sherbrooke, Que.  
CJAV Port Albert, B. C.  
CJOB Winnipeg, Man.

## HORACE N. STOVIN & CO.

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### Represents

CKY Winnipeg, Man.  
CKX Brandon, Man.  
CFAR Flin Flon, Man.  
CHSI St. John, N. B.  
CKCW Moncton, N. B.  
CFOS Owen Sound, Ont.  
CFPR Prince Rupert, B. C.  
CJGX Yorkton, Sask.

CJBQ Belleville, Ont.  
CKUL Verdun, Que.  
CKSF Cornwall, Ont.  
CJBR Rimouski, Que.  
CFOR Orillia, Ont.  
CJEM Edmundston, N. B.  
CJCH Halifax, N. S.  
CJOR Vancouver, B. C.

CKLW Windsor, Ont.  
CFPL London, Ont.  
(Montreal and Winnipeg only)  
CJRL Kenora, Ont.  
CKLN Nelson, B. C.  
CHOV Pembroke, Ont.  
CHML Hamilton, Ont.  
(Montreal and Winnipeg only)

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CKSB St. Boniface, Man.

CKCO Ottawa  
CKCR Kitchener, Ont.

CKAC Montreal  
(In Toronto only)

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# 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.

**FRANK H. ALTEDOERFFER**—70% stockholder in Peoples Broadcasting Corp. (licensee WLAN Lancaster, Pa. and WRFD Worthington), 51% in WKOP Binghamton, N. Y.

**AMERICAN BROADCASTING CO. OWNED AND MANAGED STATIONS**—WJZ, New York; WENR, Chicago; KGO, San Francisco; KECA, Los Angeles; WXYZ, Detroit; WOOD, Grand Rapids (application transfer pending). All affiliates of American Broadcasting Co.; all represented nationally by ABC Spot Sales.

**BLANFOX RADIO CO. STATIONS**—WHLN Harlan, Ky.; WNSA Norton, Va., and WFBG Bristol, Va.

**BLUE OX GROUP**—Operating the Midwestern Broadcasting Co. stations: WTCM, Traverse City; WATT, Cadillac; WATZ, Alpena, and WMBN, Petoskey, all in Michigan. Headquarters: WTCM, Traverse City, Mich. Les Biederman, general manager.

**BROPHY STATIONS**—KPAK, Flagstaff; KRUX, Glendale; KSOL, Yuma, all in Arizona. Gene Burke Brophy, owner; John D. Morgan, P. O. Box 1365, Phoenix, Ariz., General Manager.

**CLEVELAND PLAIN DEALER STATIONS**—Includes WHK, Cleveland; WHKK, Akron; WHKC, Columbus; WKBN, Youngstown (minority interest).

**COLUMBIA OWNED STATIONS**—WCBS, New York; WTOP, Washington; KMOX, St. Louis; KNX, Los Angeles; WBBM, Chicago; WCCO, Minneapolis; WEEI, Boston; WAFB, Birmingham (minority interest). All affiliates of CBS network; all represented nationally by Radio Sales.

**THE COWLES STATIONS** (Cowles Broadcasting Company)—Comprising KRNT, Des Moines; WNAX, Sioux City; Yankton; WOL, Washington; WCOP, Boston. Though the Cowles Stations are not sold as a group, the Mid-Stations Group composed of KRNT, WNAX 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; James S. Milroy, vice president; T. A. M. Craven, vice president in charge of engineering; Craig Lawrence, vice president directly supervising WCOP; Luther Hill, vice president supervising KRNT and WNAX; Phil Hoffman, vice president managing KRNT; Robert Tinscher, general manager of WNAX; Merle Jones, vice president in charge of WOL; A. N. Armstrong, Jr., general manager of WCOP; Ted Enns, national sales manager, Cowles Stations; Robert Dillon, commercial manager of KRNT; Don Imman, commercial manager of WNAX; Carl T. Koester, treasurer; Karl R. Haase, assistant treasurer.

**JAMES E. COX STATIONS**—WSB, Atlanta; WIOD, Miami; WHIO, Dayton. Headquarters: WSB, James E. Cox Jr., vice president; J. Leonard Reinsch, manager of radio.

**ED CRANEY STATIONS**—KXLF, Butte, Mont.; KXL, Portland, Ore.; KFPY, Spokane, Wash. (Craney only); KXLI, Helena, Mont. (Craney only); KXLG, Bozeman, Mont.; KCOV, Ellensburg, Wash.; KXLL, Missoula, Mont.

**CURTIS RADIOCASTING CORP. STATIONS**—WGBF, Evansville, Ind.; WBOW, Terre Haute, Ind.; WTMV, East St. Louis (purchase pending).

**DON LEE BROADCASTING SYSTEM**—Owned and managed stations: KHJ, Los Angeles; KFRC, San Francisco; KGB, San Diego; KDB, Santa Barbara; KHJ-FM and WXAQ (TV), Hollywood. Vice president and general manager, Lewis Allen Weiss, 5515 Melrose Ave., Hollywood 38.

**WESLEY I. DUMM STATIONS**—KSFO, San Francisco; KXLA, Los Angeles; KXA, Seattle; KWID-KWIK, San Francisco (international). Headquarters: KSFO, Wesley I. Dumm, president; Philip G. Lasky, general manager. Represented by Universal Radio Sales.

**EWING STATIONS**—WGRM Greenwood; WJXN Jackson, and WMIS, Natchez, all in Mississippi.

**MARSHALL FIELD STATIONS** (Field Enterprises Inc.)—WJJD, Chicago; WSAI, Cincinnati; KOIN, Portland, Ore.; KJR, Seattle. Headquarters: 230 N. Michigan Ave., Chicago. Marshall Field 3d, president; Howard Lane, vice president in charge of radio. Nationally represented by Avery-Knodel Inc.

**FORT INDUSTRY CO. STATIONS** (George B. Storer, president; John H. Ryan, vice president)—WSPD, Toledo; WWVA, Wheeling, W. Va.; WMMN, Fairmont, W. Va.; WLOK, Lima, O.; WAGA, Atlanta; WGBS, Miami; KIRO, Seattle (minority); WJBK, Detroit (transfer pending). Headquarters: New Center Bldg., Detroit. Lee B. Wallis, general manager. John Koepf, Washington manager.

**THE FRIENDLY GROUP**—WSTV, Steubenville, O.; WFPG, Atlantic City; WPTT, Pittsburgh; WKNY, Kingston, N. Y. John J. Laux, managing director.

**GANNETT NEWSPAPERS STATIONS**—WHEC, Rochester; WENY, Elmira, N. Y.; WHDL, Olean, N. Y. (minority); WTHT, Hartford; WGAN, Danville, Ill.; WOKO and WABY, Albany, N. Y. (minority). All holdings through newspapers.

**WITHERS GAVIN STATIONS**—WJQS, Jackson; WMBC, Macon, and WCOO, Meridian, all in Mississippi.

**GENERAL TIRE & RUBBER CO. STATIONS**—WNAC, Boston; WAAB, Worcester; WEAN, Providence; WIOC, Bridgeport; WONS, Hartford; WMTW, Portland, Me. President: William F. O'Neill. Chairman of the Board: John Shepard 3d. Executive Vice President: Linus Travers. [See Yankee Network regional listing.]

**GEORGIA BROADCASTING SYSTEM**—Operates jointly owned WRBL, Columbus; WATL, Atlanta; WGPC, Albany. Available at joint rates. Headquarters: WRBL, Columbus. Officers: J. W. Woodruff, Jr., executive manager. Represented nationally by George P. Hollingbery Co.

**HEARST RADIO Inc.**—Licensee of WBAL, Baltimore; WISN, Milwaukee; WCAE Inc., licensee of WCAE, Pittsburgh. Headquarters: 25 W. 43d St., New York 18. E. M. Stoer, vice president.

**OSCAR C. HIRSCH STATIONS**—WKRO, Cairo, Ill.; KFVS, Cape Girardeau, Mo.; CP in Flat River, Mo.

**GENE A. HOWE-T. E. SNOWDEN STATIONS**—KGNC, Amarillo; KFYO, Lubbock; KISA, San Antonio; KRGV, Weslaco, Tex. O. L. Taylor, executive general manager.

**IMES STATIONS**—WCBI, Columbus; WMOX, Meridian, and WELO, Tupelo, all in Mississippi and owned by Birney Imes Jr. Birney Imes Sr. is licensee of WROX, Clarksville, Miss.

**INLAND RADIO INC. STATIONS**—KBKR, Baker; KLBK, LaGrande, and KSRV, Ontario, all in Oregon. Principal owners: Marshall E. Cornett, Pres., and Lee W. Jacobs, Secy-Treas.

**INTERMOUNTAIN BROADCASTING CO.**—KVSP, Artesia, N. M.; KVER, Albuquerque and KYLE, Alamogordo, N. M.

**PIERCE E. LACKEY STATIONS**—WPAD, Paducah, Ky.; WHOP, Hopkinsville, Ky.; WSON, Henderson, Ky.; WCFF, Madisonville, Ky.; WKTU, Mayfield, Ky. (part-ownership).

**J. C. LONG STATIONS**—KIOX Bay City, KVIC Victoria and KSAM Huntsville, all in Texas. J. F. Long, son of J. C. Long, is partner in KNET Palestine, Tex. (fourth member of the Long Texas Group, a package unit).

**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: KPFB, Sacramento; KMMJ, Fresno; KWG, Stockton; KERN, Bakersfield; KOH, Reno, Nev. Headquarters: McClatchy Broadcasting Co., Sacramento. President: Eleanor McClatchy.

**McCLUNG STATIONS** of California—KHSL, Chico; KYOS, Merced; KVCV, Redding.

**MORGAN MURPHY-WALTER C. BRIDGES STATIONS**—WEBC, Duluth; WMFG, Hibbing, Minn.; WHLB, Virginia, Minn.; WEAU, Eau Claire, Wis. Mr. Murphy also has an interest in KVOL, Lafayette, La. Mr. Bridges has interest in WJMC, Rice Lake, Wis.

**NBC MANAGED AND OPERATED STATIONS**—Owned: WNBC, New York; WRC, Washington; WMAQ, Chicago; WTAM, Cleveland; KPO, San Francisco; KOA, Denver. All members of NBC network; all represented nationally by NBC Spot Sales.

**NEW MEXICO BROADCASTING CO. STATIONS**—KGGM Albuquerque; KCONM Ows; KVSF Santa Fe; KRSM Roswell. A. R. Hebenstreit, president and principal owner.

**THE NUNN STATIONS**—WLAP, Lexington, Ky.; WCML, Ashland, Ky.; KFDA, Amarillo, Tex.; WBIR, Knoxville, Tenn.; WMOB, Mobile, Ala. Headquarters: Radio Bldg., Lexington, Ky. J. Lindsay Nunn, chairman of the board; Gilmore N. Nunn, president; J. E. Willis, vice president and general manager; John G. Ballard, national sales director; Sanford Helt, chief engineer; G. Don Bowie, treasurer. Represented nationally by John E. Pearson Co. and The Branham Co.

**OKLAHOMA PUBLISHING CO. STATIONS** (E. K. Gaylord, Edgar T. Bell, et al.)—WKY, Oklahoma City; KIZ, Denver and KVOR, Colorado Springs (owned by stockholders of Oklahoma Publishing Co.); WEEK, Peoria (officials affiliated with ownership). Nationally represented by The Katz Agency.

**JOHN H. PERRY STATIONS**—WCOA, Pensacola, Fla.; WJHP, Jacksonville, Fla.; WTMG, Ocala, Fla.; WDLF, Panama City, Fla.

**GEORGE A. RICHARDS STATIONS**—WJR, Detroit; WGAR, Cleveland; KMFC, Beverly Hills, Cal. (Stock in WJR publicly held).

**RAHALL STATIONS**—WFFA, Allentown, Pa.; WNAR, Norristown, Pa.; WNNR, Beckley, W. Va.; N. Joe Rahall, president; Farris Rahall, executive director.

**ADELIN B. RINES STATIONS**—WCSH, Portland, Me.; WRDO, Augusta, Me.; WLBZ, Bangor, Me.

**DORRANCE D. RODERICK**—Owns KROD El Paso, Tex., and KSIL Silver City, N. M.; holds 64% of KOSA Odessa, Tex.

**SCRIPPS-HOWARD GROUP**—Scripps-Howard Radio Inc. is licensee of WCPO, Cincinnati, and WNOX, Knoxville. Memphis Publishing Co. is licensee of WMC, operated separately. Officials: Jack R. Howard, 230 Park Ave., New York, president; James C. Hanrahan, Cleveland, vice president; Richard Westergaard, vice president and general manager, WNOX; Mortimer C. Watters, WCPO vice president and general manager.

**STEINMAN STATIONS** (J. Hale & John F. Steinman)—WGAL, Lancaster, Pa.; WORK, York, Pa.; WKBO, Harrisburg, Pa.; WEST, Easton, Pa.; WDEL, Wilmington, Del.; WRAW, Reading, Pa. Clair R. McCollough, WGAL, Lancaster

**WESTINGHOUSE RADIO STATIONS Inc.**—Operating WBZ-FM, Boston; WBZA, WBZA-FM, Springfield, Mass.; WBOS, Boston (International); KDKA, KDKA-FM, Pittsburgh; KYW, KYW-FM, Philadelphia; WOWO, WOWO-FM, Fort Wayne, Ind.; KEX, Portland, Ore. A subsidiary of Westinghouse Electric Corp. Headquarters: 1619 Walnut St., Philadelphia 3. Telephone: Rittenhouse 6-6870. Officers: Walter Evans, vice president and general manager; Walter E. Benoit, vice president; J. B. Conley, manager; F. M. Sloan, asst. manager; B. A. McDonald, sales manager; W. B. McGill, advertising manager; D. A. Myer, engineering manager; Gordon Hawkins, program and educational director; C. M. Meehan, director of public relations; L. E. Rawlins, industrial relations manager; I. C. Ruby, auditor; F. P. Nelson, Washington representative.

**HARRY C. WILDER STATIONS**—WSYR, Syracuse, N. Y.; WTRY, Troy, N. Y.; WELI, New Haven, Conn.

## NAB COMMITTEES

(Continued from page 255)

**Sales Practice Subcommittee**—John W. Kennedy, chairman, WHAM, Rochester; John M. Outler Jr., WSB Atlanta; Craig Lawrence, WCOP Boston; John Toothill, Burn-Smith Co., New York; J. Robert Gulick, WGAL Lancaster, Pa.

**Audience Measurement Subcommittee**—William B. Murdock, chairman, WOL Washington; Henry I. Christal, Edward Petry & Co., New York; Howard S. Meighan, CBS, New York; Ted Jones, WKIP Poughkeepsie, N. Y.

**Joske Advisory Subcommittee**—James Brown, KONO San Antonio, chairman; Walter Johnson, WTIC Hartford; Lewis H. Avery, Avery-Knodel, New York; Lee Hart, NAB.

**Spot Sales Subcommittee**—H. Preston Peters, chairman, Free & Peters, New York; Beverly

Middleton, WSYR Syracuse; John Blair, John Blair & Company, Chicago.

**Sales Promotion Subcommittee**—John M. Outler Jr., chairman, WSB Atlanta; Edward P. J. Shurick, KMBC Kansas City; John Carl Jeffrey, WKMO Kokomo, Ind.; Joseph Creamer, WOR New York; Louis Hausman, CBS, New York; Eugene Katz, The Katz Agency, New York; Hugh M. P. Higgins, NAB.

**Retail Advisory Subcommittee**—William B. Murdock, WOL Washington, chairman.

**Television Subcommittee**—Eugene S. Thomas, WOR New York, chairman; Arthur Hull Hayes, WCBS New York; James V. McConnell, NBC New York.

**Subcommittee on Agency Billing Practices**—Ray Baker, KOMO Seattle, chairman; Louis Read, WWL New Orleans; J. Robert Gulick, WGAL Lancaster, Pa.

**Subcommittee on Advertising Agency Recognition Bureau**—Louis Read, WWL New Orleans, chairman; Harold Soderlund, KFAB Omaha; Lewis H. Avery, Avery-Knodel.

**SMALL MARKET STATIONS EXECUTIVE COMMITTEE**—Wayne W. Cribb, KHMO Hannibal, Mo., chairman; Marshall Pengra, KRNR Roseburg, Ore.; Robert T. Mason, WMRN Marion, O.; R. Sanford Guyer, WBTM Danville, Va.; A. E. Spokes, WJOY Burlington, Vt.; John F. Meagher, KYSM Mankato, Minn.; Simon Goldman, WJTN Jamestown, N. Y.; Frank Mills, WDWS Champaign, Ill.; L. L. Hendrick, KRRV Sherman, Texas. *Board Liaison*: William B. Smullin, KIEM Eureka, Calif.; Michael Hanna, WHCU Ithaca, N. Y.

**THE SPECIAL STANDARDS OF PRACTICE COMMITTEE**—Robert D. Swezey, MBS chairman; Edgar Bill, WMBD Peoria, Ill.; Gayle Grubb, KGO San Francisco; Walter Damm, WTMJ Milwaukee; Ken Dyke, NBC, New York; Harold Fellows, WEEI Boston; John M. Outler Jr., WSB Atlanta; C. T. Lucy, WRVA Richmond; Eugene Carr, WPAY Portsmouth, O.; Roger Clipp, WFIL Philadelphia; Gilson Gray, CBS.



## REGIONAL NETWORKS OF THE UNITED STATES

**ARIZONA BROADCASTING SYSTEM**—Comprising KTAR, Phoenix; KVOA, Tucson; KYUM, Yuma, EGLU, Safford; KWJB, Globe; KYCA, Prescott; KAWT, Douglas. Executive officers: R. B. Williams, KVOA, president; Dick Lewis, KTAR, manager; Bill Harvey, KTAR, commercial manager; J. Howard Pyle, KTAR, program manager; Ben Slack, KVOA, 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; KAMD, Camden; 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.; WELB, Virginia, Minn.; WEAU, Eau Claire, Wis.; WJMC, Rice Lake, Wis. Available as a hookup. Represented nationally by George P. Hollingbery Co. Headquarters: WEBC Bldg., Duluth 2, Minn. Executive officers: Walter C. Bridges, WEBC, manager; E. E. Westmoreland, director of operations.

**PAUL BUNYON NETWORK**—(see Blue Ox Group, page 256).

**CALIFORNIA RURAL NETWORK**—Comprising KPPO, Riverside; KROP, Brawley; KBEO, Indio; KVOE, Santa Ana. Office: 3401 Russell St., Riverside. W. L. Gleason, president and general manager. Represented by John E. Pearson Co.

**CONNECTICUT STATE NETWORK**—Regional network comprising WSTC, Stamford; WNAB, Bridgeport; WHTT, Hartford; WELL, New Haven; WNLG, New London; WATR, Waterbury. Officers: Harold H. Meyer, WSTC, 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, WEO. Sales manager: Hale, Bondurant, WHO. National representatives: Free & Peters Inc.

**DAIRYLAND NETWORK**—Comprising WTCN, Maples, St. Paul; KATE, Albert Lea; KWLM, Wilmar, and KWNO, Winona. All in Minnesota. Headquarters: Wesley Temple Bldg., Minneapolis 4. Telephone: Main 6562.

**DON LEE BROADCASTING SYSTEM**—Southern California: KHJ, Los Angeles; KGB, San Diego; KDB, Santa Barbara; KPXM, San Bernardino; KAFY, Bakersfield; KCOK, Tulare-Visalia; KVOE, Santa Ana; KXO, 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; KXOA, Sacramento. Northwest (Oregon): KALE, Portland; KRNR, Roseburg; KFJF, Klamath Falls; KORE, Eugene; KOOS, Coos Bay; KAST, Astoria; KUIN, Grants Pass; KWIL, Albany; KBND, Bend; KSLM, Salem. Northwest (Washington): KVI, Seattle-Tacoma; KIT, Yakima; KKRO, Aberdeen; KGY, Olympia; KEA, Centralia; KRKO, Everett; KWLK, Longview; KFIO, Spokane; KUJ, Walla Walla; KWAL, Wallace, Idaho; KRLL, Lewiston, Idaho; KATO, Reno, Nevada. 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.

**FLORIDA WEST COAST GROUP**—Comprising WTSP, St. Petersburg; WLAK, Lakeland; WSPB, Sarasota; WINK, Ft. Meyers. Headquarters: WSPB, Sarasota. Represented by John E. Pearson. John B. Browning, WSPB, manager.

**GEORGIA MAJOR MARKET TRIO**—Comprising WGST, Atlanta; WTOG, Savannah; WMAZ, Macon. Available individually and in group. National Representatives: The Katz Agency Inc.

**GEM STATE NETWORK**—Comprising KGEM Boise; KEIO Burley; KIFI Idaho Falls; KEIO Pocatello and KLIX Twin Falls. All in Idaho.

**INTERCOLLEGIATE BROADCASTING SYSTEM** (Ivy network—Middle Atlantic Network)—Network of college and university campus radio stations comprising: WBRU, Brown-Pembroke; WHCN, Harvard; WRAD, Radcliffe; WYBC, Yale; WES, Wesleyan; WMS, Williams; WKCR, Columbia-Barnard; UCRS, Union; WVBR, Cornell; WPRU, Princeton; WSRN, Swarthmore; WHAV, Haverford; WBRG, Bucknell; BRN, Alabama; WOUB, Ohio; KWWC, Stephens; WMWC, Mary Washington; WBS, Wellesley; WXPB,

U. of Penna.; WBMC, Bryn Mawr; WHC, Hamilton; WMAC, MacMurray College; KBYU, Brigham Young. Headquarters: 507 Fifth Avenue, New York 17. Executives: George Abraham, chairman; David Borst, technical manager; David Linton, program manager; Sonia-Jane Brown, station relations manager; Paul F. Yergin, business manager. Network and stations represented by Avery-Knodel Inc.

**INTERMOUNTAIN NETWORK**—Operating as a regular network and also as a segment of MBS. Comprises KLO, Ogden; KOVO, Provo; KOAL, Price; KVVU, Logan; KALL, Salt Lake City; all in Utah; KID, Idaho Falls; KFXD, Boise-Nampa; KVMV, Twin Falls, all in Idaho; KQRS, Rock Springs; KDFN, Casper; KPOW, Powell; KWYO, Sheridan, all in Wyo.; KRJF, Miles City, and KBMI, Billings, Mont. Offices: 248 So. Main St., Salt Lake City. Lynn L. Meyer, general sales manager. Represented nationally by Avery-Knodel Inc.

**IOWA TALL CORN NETWORK**—An Iowa network comprising KBUR, Burlington; KRCS, Clinton; KDTH, Dubuque; KVFD, Fort Dodge; KFJB, Marshalltown; KBIZ, Ottumwa; KTRI, Sioux City; KICD, Spencer; KSIB, Creston; KWPC, Muscatine. Operating committee, managers of the member stations: G. B. McDermott, Morgan Sexton, E. M. Horning, K. S. Gordon, Edward Breen, H. R. Hurd, George Volger, James Conroy, Dietrich Dirks, Ben Sanders. General Manager and central area representative: George W. Webber, Shops Bldg., Des Moines 9. National Representative for network and individual stations: Donald R. Cooke Inc.

**KANSAS STATE NETWORK**—Regional network comprising WHB, Kansas City; KTSW, Emporia; KVGB, Great Bend; KSAL, Salina; KFBI, Wichita. Also a unit of MBS. Headquarters: WHB, Scarratt Bldg., Kansas City. Represented by Adam J. Young Jr. Inc.

**LONE STAR CHAIN**—Texas regional network comprising KGKO, Fort Worth-Dallas; KGNC, Amarillo; KRGV, Weslaco; KTSA, San Antonio; KXYZ, Houston; KRIS, Corpus Christi; KFYO, Lubbock. M. Tilford Jones, chairman of operating committee, Gulf Bldg., Houston.

**LONG TEXAS GROUP**—Comprising KIOX Bay City, KVIC Victoria, KSAM Huntsville, and KNET Palestine, all in Texas and available as a package group. J. G. Long, managing director; Verne V. Trembley, general manager, both at KIOX headquarters.

**MAINE BROADCASTING SYSTEM**—Comprising WCEH, Portland; WLBZ, Bangor; WRDO, Augusta. William Rines, WCEH, manager. Represented by Weed & Co. and Bertha Bannan.

(Continued on page 258)

# SIX OUTSTANDING PROFIT BUYS . . .

## "The Steinman Stations"



**WDEL**  
Wilmington, Del.  
(Established 1922)

**WKBO**  
Harrisburg, Pa.  
(Established 1922)

**WORK**  
York, Pa.  
(Established 1932)

**WGAL**  
Lancaster, Pa.  
(Established 1922)

**WRAP**  
Reading, Pa.  
(Established 1922)

**WEST**  
Easton, Pa.  
(Established 1936)

### NBC

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Sales Representative

### RADIO ADVERTISING CO.

New York    Chicago    San Francisco  
Dallas    Hollywood



## REGIONAL NETWORKS OF THE UNITED STATES

(Continued from page 257)

**MASON DIXON RADIO GROUP**—Regional group comprising WDEL, Wilmington, Del.; WORK, York, Pa.; WGAL, Lancaster, Pa.; WRAW, Reading, Pa.; WEST, Easton, Pa.; WKBO, Harrisburg, Pa. Represented nationally by 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; WKBZ, Muskegon. Available as a regional network and also sold as a unit of ABC Network. Headquarters: Stroh Bldg., Detroit. Executives: James G. Riddell, general manager; Harold Christian, sales manager; Wm. J. Hendricks Jr., advertising, promotion and publicity director; Bess Ashton, traffic manager.

**MID-STATES GROUP**—Regional Network comprising KRNT, Des Moines; WNAX, Sioux City, Yankton; WMT, Cedar Rapids-Waterloo. Headquarters: KRNT, Register and Tribune Bldg., Des Moines. Represented by the Katz Agency.

**NEW ENGLAND REGIONAL NETWORK**—Special regional network of NBC-affiliated stations, comprising WTIC, Hartford; WBZ, Boston; WJAR, Providence; WCSH, Portland; WLBZ, Bangor; WRDO, Augusta, Me. Directors: Paul W. Morency, WTIC, chairman; J. B. Conley, Westinghouse Radio Stations; John J. Boyle, WJAR; William E. Rines, WCSH. Operations Director: Paul W. Morency. Represented nationally by Weed & Co.

**NORTHWEST NETWORK**—Comprising KSTP, St. Paul; KROC, Rochester, Minn.; KYSM, Mankato, Minn.; KFAM, St. Cloud, Minn.; WEAU, Eau Claire, Wis.; WDAY, Fargo, N. D.; KFYZ, Bismarck, N. D.; WEBC, Duluth, Minn.; WMFG, Hibbing, Minn.; WELB, Virginia, Minn. Headquarters: KSTP, St. Paul, Hotel, St. Paul. Sales Office, KSTP, Radio City, Minneapolis 2. Officials: Stanley E. Hubbard, general manager; Kenneth M. Hance, treasurer; Miller Robertson, sales manager.

**OKLAHOMA NETWORK**—Comprising KTOK, Oklahoma City; KOMB, Tulsa; KCRC, Enid; KBLK, Muskogee; KGFJ, Shawnee; KADA, Ada; KVSO, Ardmore; KTMC, McAlester; KSWO, Lawton; all stations affiliated with American Network. Available as a regional network. Headquarters: APCO Tower, Oklahoma City. Managing Director: Robert D. Enoch, KTOK. Represented nationally by Taylor-Howe-Snowden.

**QUAKER STATE NETWORK**—Pennsylvania regional hookup comprising WFIL, Philadelphia; WRAW, Reading; WBSN, Allentown; WEST, Easton; WORK, York; WAZL, Hazleton; WGAL, Lancaster; WGBI, Scranton; WBRE, Wilkes-Barre; WKBO, Harrisburg; WKOK, Sunbury; WBAK, Williamsport; WFBG, Al-

toona; WJAC, Johnstown; WLEU, Erie; WWSW, Pittsburgh; WKST, New Castle. Operates as network or split, as desired. Other cities available on order. Headquarters: WFIL, Philadelphia. General Manager: Roger W. Clipp.

**ROUNSAVILLE STATIONS**—Comprising WBAC, Cleveland; WBEJ, Elizabethton; WGEV, Greenville; WKSE, Pulaski, and WHAL, Shelbyville, all in Tennessee. Available on package basis. Information available from R. W. Rounsaville at WBAC.

**SOUTH CENTRAL QUALITY NETWORK**—Regional network comprising WMC, Memphis; KARK, Little Rock; KWKH, Shreveport; WJDK, 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.

**SUNSHINE TRIO**—Comprising WMBR, Jacksonville; FLOY, St. Augustine; WMFJ, Daytona Beach, Fla. Glenn Marshall Jr., general manager. Box 4428, Jacksonville, Fla. Telephone: 5-4387. Represented by Weed & Co.

**TENNESSEE VALLEY NETWORK**—Regional network comprising WROL, Knoxville (key station); WKPT, Kingsport; WOPI, Bristol.

**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. Hair, 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; KNOW, Austin; KPFO, Longview; KBWD, Brownwood; KMAC, San Antonio; KCRS, Midland. Gene L. Cagle, president. Headquarters: 1201 W. Lancaster, Fort Worth 1.

**THE TOBACCO NETWORK INC.**—Regional North Carolina network, comprising WFNC, Fayetteville; WGBR, Goldsboro; WGTC, Greenville; WGTM, Wilson; WHIT, New Bern; WJNC, Jacksonville; and WRAL, Raleigh. Executives: Allen E. Wannamaker, WGTM president; Billy S. Hodges, Jr., WGTC, vice-president; Louis N. Howard, WHIT, treasurer; Richard H. Davis, WGTM, chairman program comm.; Phillip F. Whitten, general sales manager. Headquarters: Box 1988 Odd Fellows Bldg., Raleigh, N. C. Telephone 8885. Represented nationally by The Walker Company.

**WEST VIRGINIA NETWORK**—Comprising WOHS, Charleston; WBLE, Clarksburg; WPAR, Parkersburg; WSAZ, Huntington. Available as a regional network. Headquarters: WCHS, Charleston. Officials: John A.

Kennedy, president; Howard L. Chernoff, managing director. Represented nationally by the Branham Co.

**WISCONSIN NETWORK**—Network comprising WHBY, Appleton; KFIZ, Fond du Lac; WCLO, Janesville; WIBU, Poynette-Madison; WR-JN, Racine; WBLI, Sheboygan; WSAU, Wausau; WPHR, 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; WOMT, Manitowish. Main office: Wisconsin Rapids. Don C. Wirth, managing director.

**WOLVERINE NETWORK**—Regional network comprising WLAV, Grand Rapids (key station); WKBE, Muskegon; WKLA, Ludington; WTCM, Traverse City; WDBC, Escanaba; WDMJ, Marquette; WHDF, Calumet; WELL, Battle Creek; WIBM, Jackson; WIKB, Iron Mountain; WATT, Cadillac; WJMS, Ironwood. All in Michigan. WATW, Ashland and WMAM, Marinette in Wisconsin. WJJD and/or WIND, Chicago, may be added. Officers: Roy C. Kelley, president; Hy M. Steed, manager.

**YANKEE NETWORK**—Comprising WNAC, Boston, Mass.; WONS, Hartford, Conn.; WEAN, Providence, R. I.; WWCO, Waterbury, Conn.; WHYN, Holyoke-Springfield, Mass.; WAAB, Worcester, Mass.; WICC, Bridgeport, Conn.; WMTW, Portland, Me.; WLLH, Lowell-Lawrence, Mass.; WSAR, Fall River, Mass.; WJOR, Bangor, Me.; WKBR, Manchester, N. H.; WBRK, Pittsfield, Mass.; WNLC, New London, Conn.; WLNE, Laconia, N. H.; WFAU, Augusta, Me.; WCOU, Lewiston, Me.; WHAL, Greenfield, Mass.; WEIM, Pittsburg, Mass.; WSYB, Rutland, Vt.; WEEB, Portsmouth, N. H.; WDEV, Waterbury, Vt.; WWSR, St. Albans, Vt.; WKKL, Concord, N. H. Represented nationally by Edward Petry & Co. Headquarters: 21 Brookline Ave., Boston. Officers: John Shepard 3d, 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; Frank Knowlton, secretary.

**Z-NET (Z-Bar Network)**—Comprising KXLF, Butte, Mont.; KXLJ, Helena, Mont.; KXLQ, Bozeman, Mont.; KXLE, Great Falls, Mont. Available as a hookup. Managing Director: Ed Craney, KXLF.

**ZIA NETWORK**—Comprising KOAT Albuquerque; KTRC Santa Fe; KFUN Las Vegas and KGAK Gallup. All in New Mexico with representation by Homer Griffith Co.

**ALOHA BROADCASTING SYSTEM**—Hawaiian network comprising KTOH Kaula; KBON Honolulu; KMVI Maui.

(Canadian Regionals and Groups on page 802)

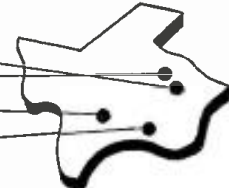


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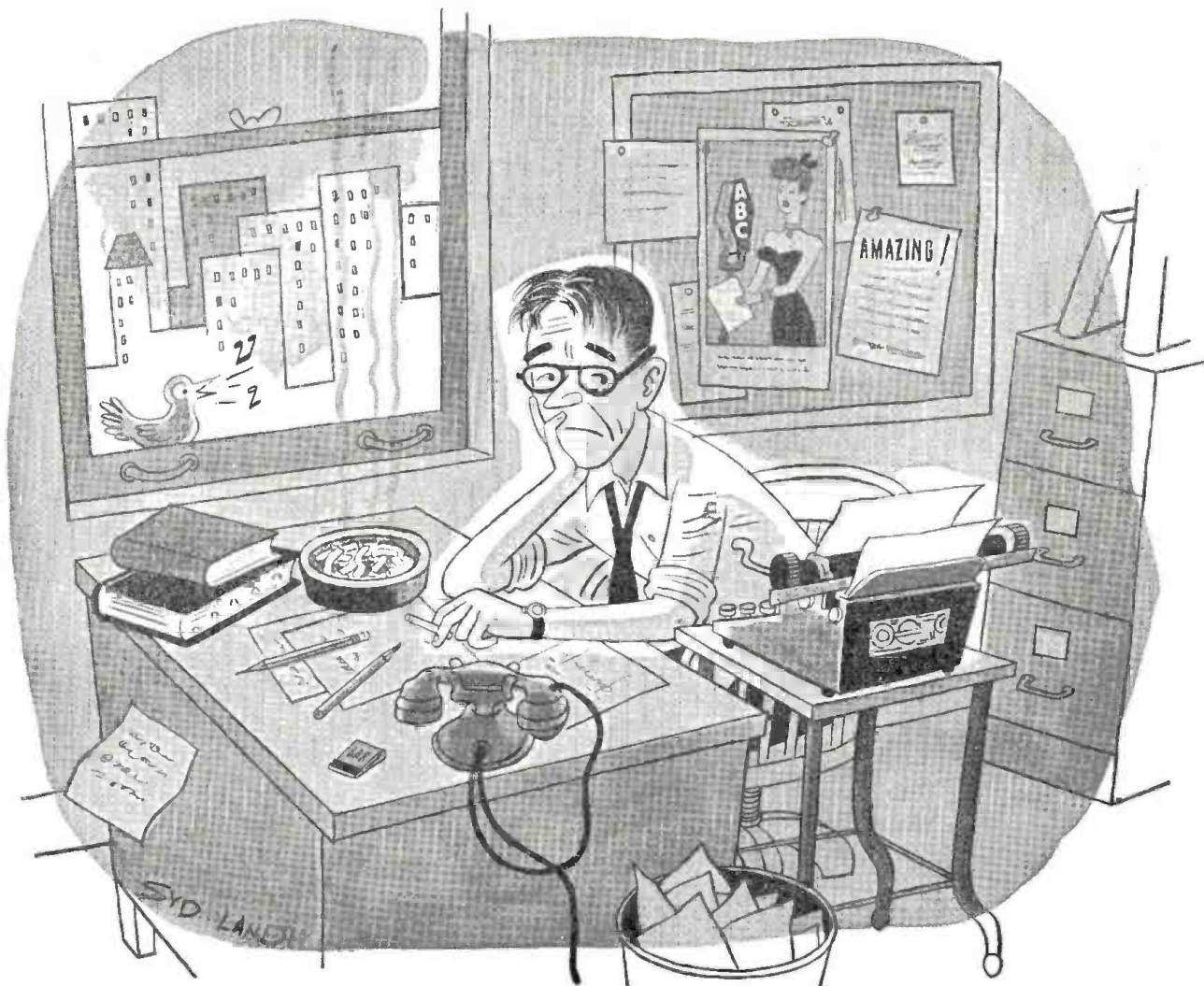
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# ADVERTISERS USING ABC NETWORK DURING 1946

Sponsor	Product	Program	Day and Time EST	No. of Stations	Duration of Contract	Agency
Allis-Chalmers Mfg. Co., Milwaukee	Institutional	Boston Symphony and Pops	Saturday, 9:30-10:30 P.M.	194	10/6/45-8/10/46	Compton Adv.
American Cyanamid Co., New York	Pharmaceuticals & Biologicals	The Doctors Talk it Over	Tuesday, 9:30-9:45 P.M. Monday, 10:00-10:15 P.M.	190 194	9/4/45-9/24/46 9/8/46—	Hazard Adv. Co.
American Dairy Association (PC) Chicago	Dairy Products	Voice of the Dairy Farmer	Sunday, 2:15-2:30 P.M. Sunday, 3:45-4:00	6 6	11/4/45-4/21/46 4/28/46-5/26/46	Campbell-Mithun
American Iron & Steel Institute, New York	Institutional	Steel Wages and Prices	Monday, 10:00-10:15 P.M. Wednesday, 10:00-10:15 P.M.	184 187	1/7/46-1/14/46 1/23/46-2/6/46	BBDO
American Oil Co., Baltimore	Gasoline & Oil	Professor Quiz	Thursday, 7:30-8:00 P.M.	86	1/24/46—	Joseph Katz Co.
America's Future, Inc., New York	Books & Booklets	Sam Pettengill	Sunday, 3:45-4:00 P.M.	148	5/19/46	Gahagan & Turnbull Co.
Armour & Company, Chicago	Treet, Vitalox and other Armour Products	Hedda Hopper's Hollywood	Monday, 8:15-8:30 P.M.	184	9/10/46-6/8/46	Foots, Cone & Belding
Bekins Van & Storage Co. (PC) Los Angeles	Moving & Storage	Hollywood Music Hall	Sunday, 7:30-8:00 P.M.	14	1/2/44	A. E. Brook Adv. Agency
Botany Worsted Mills, Passaic, N. J.	Botany Cosmetics	One Woman's Opinion Lisa Sergio	Monday, 10:45-11:00 A.M.	187	10/30/44-4/22/46	Alfred J. Silverstein—Bert Goldsmith, Inc.
Breck, John H., Inc., Springfield, Mass.	Breck Hair Shampoo	Beautiful Music	Wednesday, 4:15-4:45 P.M.	15	6/20/45-7/24/46	Charles Sheldon Adv. Agency
Bristol-Myers Co., New York	Mum, Sal Hepatica, Vitalls	The Alan Young Show Break the Bank	Tuesday, 8:30-9:00 P.M. Friday, 9:00-9:30 P.M. Friday, 9:00-9:30 P.M.	202 211 183	10/3/44-1/29/46 2/8/46-6/28/46 7/5/46—	Doherty, Clifford & Shenfield
Brown & Williamson Tobacco Corp., Louisville	Wings Cigarettes	Fact or Fiction	Sunday, 1:55-2:00 P.M.	162	10/6/46	Russell M. Seeds Co.
Carter Products, Inc., New York	Carter's Little Liver Pills Arrid & Nair	Jimmie Fidler The Policewoman	Sunday, 9:30-9:45 P.M. Sunday, 9:45-10:00 P.M.	188 188	3/2/42— 7/7/46—	Sullivan, Stauffer, Colwell & Bayles
Champion Spark Plug Co., Toledo	Spark Plugs	Champion Roll Call	Friday, 9:55-10:00 P.M.	196	10/4/46—	MacManus, John & Adams
Christian Science Publishing Society, Boston	Christian Science Monitor Newspaper	The Christian Science Monitor Views the News	Saturday, 6:15-6:30 P.M. Thursday, 8:15-8:30 P.M.	28 65	12/1/45-5/25/46 9/5/46—	H. B. Humphrey Co.
Clark, D. L. Co., Pittsburgh	Candy	Mary Small Revue	Sunday, 4:30-5:00 P.M.	178	2/27/44-2/17/46	BBDO
Club Aluminum Products Co., Chicago	Aluminum Household Utensils	Club Time	Saturday, 10:15-10:30 A.M. Monday, 10:45-11:00 A.M.	29 35	10/20/45-6/22/46 6/24/46—	Trade Development Corp.
Congress of Industrial Organizations, Pittsburgh	Institutional	Steelworkers Speak	Mon., Wed., Sat., 10:30-10:45 P.M.	92	1/4/46-2/20/46	Wiltman & Pratt Co.
Coughlin, G. N., Co., West Orange, N. J.	Chimney Sweep	Your Sports Question Box	Sunday, 1:15-1:30 P.M.	138	10/13/46	Roche, Williams & Cleary
Curtis Publishing Co., Philadelphia	The Saturday Evening Post	The Listening Post	Tues.-Fri., 10:45-11:00 P.M.	201	2/8/44	BBDO
Daumit, Kay, Inc., Chicago	Lustre-Creme Shampoo	Breakfast Club	Mon.-Fri., 9:00-9:15 A.M.	187	9/2/46	Hill, Blackett & Co.
Derby Foods, Inc., Chicago	Peter Pan Peanut Butter; Derby Line of Canned Meats & Canned Meat Specialties	Sky King	Mon.-Fri., 5:15-5:30 P.M.	197	10/28/46—	Needham, Louis & Brorby
Equitable Life Assurance Society of the U. S., New York	Insurance	This is Your F. B. I.	Friday, 8:30-9:00 P.M.	195	4/6/45	Warwick & Legler, Inc.
Esquire, Inc., Chicago	Coronet Magazine	Coronet Front Page Chester Morrison	Mon.-Fri., 9:55-10:00 P.M. Mon.-Fri., 9:55-10:00 P.M.	124 174	11/5/45-2/1/46 2/4/46-4/19/46	Schwimmer & Scott Adv., Agency
Eversharp Co., New York	Shick Razors, Pens, Pencils, or any other Acceptable Product	Henry Morgan Show	Wednesday, 10:30-11:00 P.M.	179	10/16/46	Biow Company
Fendrick, H., Inc., Evansville, Ind. (C)	Cigars	Smoke Dreams	Sunday, 2:00-2:30 P.M.	23	9/2/45-2/24/46	Ruthrauff & Ryan
Fisher Flouring Mills Co., (PC) Seattle, Wash.	Fisher's Cereal Products	Bob Nichols Bob Willis & His Texas Playboys	Mon.-Fri., 4:15-4:30 P.M. Tuesday, 12:00-12:30 A.M.	18 16	3/13/44-8/8/46 8/26/46-6/18/46	Pacific Nat'l Adv. Agency
	Fisher's Cereal & Flour Products	James Abbe Observes	Mon.-Fri., 10:30-10:45 A.M.	25	3/29/43—	Pacific Nat'l Adv. Agency
Ford Motor Co., Dearborn, Mich.	Automobiles, Service, Parts	Ford Sunday Evening Hour Ford Festival of American Music	Sunday, 8:00-9:00 P.M.	182 188	9/30/45-6/23/46 6/30/46-9/22/46	Kenyon & Eckhardt
Foster-Milburn Co., Buffalo (PC)	Doan's Pills and/or Ice mint	This Moving World	Mon., Wed., Fri., 4:30-4:45 P.M.	12	4/9/45-1/4/46	Street & Finney
Gallenkamp Stores, Inc., San Francisco (PC)	Shoes, Stockings, Handbags	Patsy Novak	Sunday, 11:00-11:30 P.M.	12	9/29/46—	Bruce Eldridge Adv.
General Foods, Inc., New York	Grapenut Flakes	Hop Harrigan	Mon.-Fri., 4:45-5:00 P.M.	185	10/1/45-6/28/46	Young & Rubicam
General Mills, Minneapolis	Bisquick, Cereals, Softasilk Flour, Goldmedal Flour, & Betty Crocker Soups	News & Betty Crocker	Mon.-Fri., 10:25-10:30 A.M.	185	9/17/45-10/11/46	Dancer, Fitzgerald & Sample
	Wheaties	Jack Armstrong	Mon.-Fri., 5:30-5:45 P.M. Mon.-Fri., 5:30-5:45 P.M.	173 185	9/3/45-5/31/46 9/2/46	Knox Reeves Adv.
	Cheerios & Kix	Hymns of all Churches	Mon.-Fri., 10:30-10:45 A.M.	195	9/17/45-10/11/46	Dancer, Fitzgerald & Sample
	Cheerios & Kix	Lone Ranger	Mon.-Fri., 10:25-10:45 A.M. Mon.-Wed.-Fri., 7:30-8:00 P.M.	184 68	10/14/46— 5/4/42	Dancer, Fitzgerald & Sample
Germain Seed & Plant Co., Los Angeles (PC)	Germain Plants & Seeds	Gillespie's Garden Guide	Sunday, 12:15-12:30 A.M.	11	2/24/46-5/19/46	Dudley L. Logan Adv.
Gillette Safety Razor Co., Boston	Razors & Razor Blades	Sugar Bowl Game U. S. Open Golf Championship Louis-Conn Fight	Tuesday, 2:45-5:30 P.M. Saturday, 6:00-6:30 P.M. Sunday, 2:00-2:45 P.M. Sunday, 7:30-8:00 P.M. Wednesday, 10:00-10:54 P.M.	177 193 120 175 864	1/1/46 Only 6/15/46 Only 6/16/46 Only 6/16/46 Only 6/19/46 Only	Maxon, Inc.

\* (PC) Pacific Only. (C) Central Only.





## Copywriters are such unhappy people

They get that way from writing copy!

Take this ad, for instance. The copy is supposed to tell what ABC has been up to in the past year. How it's been a good year.

But (and here's why copy men die young—from exasperation) there's a catch to it. No horn-blowing, please, say the brass hats. No back-patting. Sure, you can mention that Sterling Drug, Derby Foods, Eversharp-Schick and other top advertisers joined the fold—but don't brag about it. Of course say something about ABC bagging the Bing Crosby show . . . and coming up with Henry Morgan, the comedy sensation of the year . . . and getting the all-time-high Hooper for any commercial broadcast (67.2) with the Louis-Conn broadcast. And even a word about the 9.0 Hooper, for the Fat Man, an amazing

Hooperating for a sustainer. Sure, get 'em all in the ad, but be *humble* about it.

Somewhere in there, too, say the big boys, it would be a good idea to mention that American Television Society Award. And the memorable "readings" of John Hersey's historic "Hiroshima." That's about all, except, of course, that the number of American Broadcasting Company stations has been upped from 194 to 238 . . . that ABC is now *first* in network food advertising . . . that night-time Hoopers all week long average 13% higher than a year ago.

Oh, if only the copywriter could shout from the housetops "*Boy, what a year! We've made some swell progress and we've got even sweller plans for the future!*" But he can't. You just don't *do* that sort of thing if you're a copywriter.

# ABC

## American Broadcasting Company

A NETWORK OF 238 RADIO STATIONS SERVING AMERICA



## ADVERTISERS USING ABC NETWORK DURING 1946

Sponsor	Product	Program	Day and Time EST	No. of Stations	Duration of Contract	Agency
Gillette Safety Razor Co., Boston	Razors & Razor Blades	U. S. Amateur Golf Louis-Mauriello Fight Gillette Fights	Saturday, 4:30-6:20 P.M.	189	9/14/46 Only	Maxon, Inc.
			Wednesday, 10:00-10:27 P.M.	835	9/18/46 Only	
			Friday, 10:00 P.M.-Conc.	236	9/7/46—	
Goodrich, B. F. Co., Akron	Tires & Other Items Handled in Goodrich Stores	Detect & Collect Stores	Thursday, 9:30-9:55 P.M.	188	10/4/45-8/8/46	BBDO
			Saturday, 9:30-10:00 P.M.	188	8/17/46-9/28/46	
Grove Laboratories Inc., St. Louis	4-Way Cold Tablets Defender Vitamins	Your Sunday News Extra	Sunday, 1:55-2:00 P.M.	172	11/5/44-3/24/46	Donahue & Coe
Hall Brothers Inc., Kansas City	Hallmark Greeting Cards	Hallmark's Charlotte Greenwood Show	Sunday, 5:30-6:00 P.M.	185	4/8/45-1/8/46	Foote, Cone & Belding
Harvel Watch Co., New York	Harvel Watches	John B. Kennedy Cliff Edwards Show It's Harvel Music Time	Sunday, 1:00-1:15 P.M.	56	12/19/43-8/10/46	A. W. Lewin Co.
			Sunday, 1:00-1:15 P.M.	62	3/17/46-9/8/46	
			Sunday, 1:00-1:15 P.M.	63	9/15/46	
Hastings Mfg. Co., Hastings, Mich.	Piston Rings, Casite (Anti-Sludge Com- pound) & Other Acceptable Products	Right Down Your Alley I Deal in Crime	Sunday, 4:30-5:00 P.M.	199	6/2/46-10/6/46	Keeling & Co.
			Saturday, 8:30-9:00 P.M.	197	10/12/46	
Hires, Charles E. Co., Philadelphia	Hires Root Beer	Sunday Evening Party With Hires	Sunday, 6:30-7:00 P.M.	162	7/29/45-6/30/46	N. W. Ayer & Son
			Sunday, 6:00-6:30 P.M.	168	7/7/46-1/19/47	
Hunt Foods Inc., Los Angeles (PC)	Canned Fruits & Vege- tables Catsup & Relishes	What's Doin' Ladies	Mon.-Fri., 5:00-5:25 P.M.	21	9/10/45—	Young & Rubicam
Iodent Chemical Co., Detroit (PC)	Iodent Toothpaste	This Moving World	Tues. & Thurs., 4:30-4:45 P.M.	18	10/30/45-1/24/46	Duane Jones Co.
Jergens, Andrew Co., Cincinnati	Jergens Lotion, Wood- bury Soap, Face Powder & Complete Facial Creams	Walter Winchell Summer Edition Jergens Journal Walter Winchell New Louella Parsons Show	Sunday, 9:00-9:15 P.M.	200	12/4/32-7/14/46	Robert W. Orr & Assoc.
			Sunday, 9:00-9:15 P.M.	200	7/21/46-8/25/46	
			Sunday, 9:00-9:15 P.M.	195	9/1/46—	
			Sunday, 9:15-9:30 P.M.	187	12/23/46—	
Joint Sponsorship: General Mills and Wilson Sporting Goods	Any General Mills & Wilson Sporting Goods Products Acceptable	Esquire All-American Boys Baseball Game Nat'l Professional Championship Football Game	Saturday, 2:30-5:06 P.M.	197	8/10/46 Only	Knox Reeves Adv. & Canaday, Elwell & Thurber, Inc.
			Sunday, 2:00-4:20 P.M.	223	12/15/46 Only	
Kellogg Co., Battle Creek, Mich.	All-Bran & Gro-Pup	Kellogg's Home Edition Hollywood Story & Galen Drake	Mon.-Fri., 11:30-11:45 A.M.	200	8/9/43-12/27/46	Kenyon & Eckhardt
			Mon.-Fri., 11:30-11:45 A.M.	200	12/30/46—	
	All-Bran	Tom Breneman's Breakfast in Hollywood	Mon.-Fri., 11:15-11:30 A.M.	212	3/3/43—	Kenyon & Eckhardt
Kerr Glass Mfg. Co., Los Angeles (PC)	Glass Jars	Frank Hemingway	Mon.-Wed.-Fri., 5:25-5:30 P.M.	16	7/22/46-10/18/46	Raymond R. Morgan Co.
Knox Co., Los Angeles	Cystex & Mendaco	Danger, Dr. Danfield	Sunday, 3:00-3:30 P.M.	45	9/8/46	Robert L. Raisbeck Agency
Lance, Inc., Charlotte, N. C.	Toasted Peanut Prod- ucts & Crackers	Lance Sunday News	Sunday, 1:55-2:00 P.M.	73	7/7/46-9/29/46	Hugh A. Deadwyler Adv.

## VACATION LAND SUMMER AND WINTER

# WMFJ

## DAYTONA BEACH, FLA.

HOWARD H. WILSON CO., STATION REPRESENTATIVE

ROBERT S. KELLER AGENCY COORDINATOR

## ADVERTISERS USING ABC NETWORK DURING 1946

Sponsor	Product	Program	Time	No. of Stations	Duration of Contract	Agency & City
Larus & Brother Co., Inc., Richmond, Va.	Chelsea Cigarettes and Edgeworth Tobacco	Guy Lombardo & His Royal Canadians Ed Sullivan's Pipelines Ed Sullivan's Pipelines	Tuesday, 9:00-9:30 P.M. Tuesday, 9:00-9:15 P.M. Monday, 8:15-8:30 P.M.	173 176 181	5/15/45-3/26/46 4/2/46-6/4/46 6/10/46-9/30/46	Warwick & Legler Warwick & Legler
Lear, Inc., New York	Radios & Recording Machines	Orson Welles	Sunday, 1:15-1:30 P.M.	78	9/16/45-3/10/46	Arthur Kudner, Inc.
Lee, Frank H., Danbury, Conn.	Hats	Drew Pearson	Sunday, 7:00-7:15 P.M.	200	12/2/45	William Weintraub & Company
Lehr & Fink Products Corp., New York	Hinds Honey & Almond Cream Hand Lotion	Blind Date	Friday, 8:00-8:30 P.M.	178	8/17/45-1/18/46	Wm. Esty & Co.
Lewis Food Co., Los Angeles (PC)	Dog and Cat Food	Lone Ranger	Mon.-Wed.-Fri., 9:00-9:30 P.M.	15	3/25/46-6/21/46	Elwood J. Robinson Adv. Agency
Lewis-Howe Co., St. Louis	Tums & NR Tablets	Pot O' Gold	Wednesday, 9:30-10:00 P.M.	190	10/2/46—	Roche, Williams & Cleary
Libby, McNeill & Libby, Chicago	Any Libby Product Acceptable	My True Story	Mon.-Fri., 10:00-10:25 A.M.	203	4/17/44—	J. Walter Thompson Co.
Liberty Magazine, Inc., New York	Liberty Magazine	La Guardia Speaks for Liberty Edward Maher	Sunday, 9:30-9:45 P.M. Monday, 10:00-10:15 P.M.	184 186	1/6/46-5/26/46 6/8/46-7/1/46	Warwick & Legler
Mail Pouch Tobacco Co., Wheeling, W. Va.	Tobacco	Fishing & Hunting Club of the Air	Wednesday, 8:30-9:00 P.M.	90	6/28/45-12/18/46	Walker & Downing
Mars, Inc., Chicago	Candy Bars	Curtain Time	Thursday, 10-10:30 P.M.	105	10/11/45-6/27/46	Grant Advertising
Master Mates & Pilots, West Coast Local No. 90 of A. F. of L., San Francisco (PC)	Institutional	Educational Talk by Barney Mayes & Capt. C. F. May	Friday, 11-11:15 P.M.	14	11/15/46 Only	George I. Lynn Adv.
Miles Labs., Inc., Elkhardt, Ind.	Alka-Seltzer & One-a-Day Vitamins	Quiz Kids	Sunday, 7:30-8:00 P.M.	157	9/4/40-9/22/46	Wade Advertising Agency
	Alka-Seltzer & Nerveine	Lum 'n' Abner	Mon.-Thurs., 8-8:15 P.M.	134	9/29/41—	Wade Advertising Agency
Milwaukee Centurama Committee, Milwaukee	Institutional	Milwaukee 100th Birthday Party	Wednesday, 10:30-11 P.M.	183	1/30/46 Only	McJunkin Advertising
Moore, Benjamin & Co., New York	Paints	Betty Moore	Saturday, 11:30-11:45 A.M.	110	3/2/46-5/25/46	St. Georges & Keyes, Inc.
National Association of Manufacturers	Institutional	Speech by Robert R. Wason	Friday, 10:30-10:45 P.M.	192	7/26/46 Only	Benton & Bowles
National Board of Fire Underwriters, New York	Fire Insurance	Earl Godwin	Thursday, 8:15-8:30 P.M.	189	7/19/45-7/11/46	MacFarland, Aveyard & Co.
National Minerals Co., Chicago (PC)	Coldwavs & Shampoo	Helene Curtis Presents	Sunday, 11-11:30 P.M.	15	3/8/46-8/25/46	Adolphe Wenland & Assoc.
Pacific Coast Borax Co., New York	Any Product Acceptable to ABC	The Sheriff	Friday, 9:30-9:55 P.M.	193	6/29/45—	McCann-Erickson
Pepper, Dr. Co., Dallas	Dr. Pepper	Darts for Dough	Sunday, 4-4:30 P.M. Sunday, 5-5:30 P.M.	140 157	8/6/44-4/21/46 4/28/46—	Tracy-Locke Co.
Peter Paul Inc., Naugatuck, Conn. (PC)	Charcoal Gum, Choclettos	Sam Hayes—News	Sunday, 12-12:15 P.M.	14	12/31/44—	Brisacher, Van Norden & Staff
Phileo Corp., Philadelphia	Radios	Radio Hall of Fame Stairway to the Stars	Sunday, 6-6:30 P.M. Sunday, 6-6:30 P.M.	208 178	10/7/45-4/28/46 5/5/46-8/30/46	Hutchins Adv. Co.
	Refrigerators	Breakfast Club	Mon.-Fri., 9:45-10 A.M.	219	9/3/45—	
	Radios & Refrigerators	Bing Crosby	Wednesday, 10-10:30 P.M.	210	10/16/46—	

**KEEP YOUR EYES  
ON  
KTKC-Visalia-Fresno**

★  
**TODAY . . . . . 5000 WATTS  
TOMORROW . . . . . ? ? ? ?**

★  
**SERVING THE GREAT SAN JOAQUIN  
VALLEY, ONE OF THE NATION'S  
RICHEST AGRICULTURAL AREAS, ON  
940 KC—A CLEAR CHANNEL**

★  
**A REAL VALUE FOR  
YOUR ADVERTISING DOLLAR**

★  
**BASIC ABC**

**W D S U**  
**NEW ORLEANS**  
**1280 KC.**  
**ABC NETWORK**



**5000 WATTS  
ENGINEERED FOR  
20,000 WATT SERVICE  
24 HOURS A DAY  
FOR SOUTH LOUISIANA AND GULFCOAST  
REPRESENTED BY BLAIR & COMPANY**

## ADVERTISERS USING ABC NETWORK DURING 1946

Sponsor	Product	Program	Day and Time EST	No. of Stations	Duration of Contract	Agency
Popular Home Products, Inc., New York	Staze	Wake up and Smile	Saturday, 9:30-10 A.M.	189	1/19/46-4/13/46	Raymond Spector Co.
Prince Matchabelli Perfumery, Inc., New York	Perfumes.	Stradivari Orchestra	Sunday, 12:30-1 P.M.	33	3/3/46-5/26/46	Morse International
Procter & Gamble Co., Cincinnati	Ivory Flakes	Tom Breneman's Breakfast in Hollywood	Mon.-Fri., 11-11:15 A.M.	211	1/31/44-	Compton Adv.
	Crisco & Ivory Snow	Glamour Manor Kenny Baker Show	Mon.-Fri., 12-12:30 P.M. Mon.-Fri., 12-12:30 P.M.	174 174	7/3/44-12/12/46 12/13/46-	Compton Adv. (Crisco) Benton & Bowles (Ivory Snow)
Prudential Life Insurance Company of America, Newark	Insurance	Jack Berch	Mon.-Fri., 4-4:15 P.M.	182	8/27/45-9/27/46	Benton & Bowles
Quaker Oats Co., Chicago	Puffed Wheat & Rice Sparkies	Terry and the Pirates	Mon.-Fri., 5-5:15 P.M.	206	5/29/44-	Sherman & Marquette
	Aunt Jemima Pancake Flour	Ladies be Seated	Mon.-Fri., 3:45-4 P.M.	201	6/18/45-9/13/46	LaRoche & Ellis
	Muffets & Other Products Acceptable to Network	Ladies be Seated	Mon.-Fri., 3:00-3:15 P.M.	202	9/16/46-	
Ranier Brewing Co., San Francisco (PC)	Ranier Beer Malt & Ale	Murder Will Out	Tues., 12:30-1:00 A.M.	10	2/6/45-7/2/46	Buchanan & Co.
		Philo Vance	Tues., 12:30-1:00 A.M.	11	7/9/46-10/1/46	
Raymond Laboratories Inc., & Hudnut Sales Co., New York	Rayve Creme Shampoo & Richard Hudnut Cosmetics	Sammy Kaye Sunday Serenade	Sunday, 1:30-1:55 P.M.	125	11/18/45	Roche, Williams & Cleary
	Rayve Creme Shampoo & Richard Hudnut Cosmetics	The Affairs of Ann Scotland	Wednesday, 9-9:30 P.M.	194	10/30/46-1/22/47	Roche, Williams & Cleary
Safeway Stores Inc., San Francisco (PC)	Beverly Peanut Butter	Tennessee Jed	Mon.-Fri., 7:45-8 P.M.	16	7/1/46-	J. Walter Thompson
Schutter Candy Co., St. Louis	Old Nick & Bit of Honey	Counterspy	Sunday, 5:30-6 P.M.	193	2/8/46-	Schwimmer & Scott
Scull, William S. Co., Camden, N. J.	Boscul Tea	A Present from Hollywood	Sunday, 3:30-3:45 P.M.	50	4/7/46-	M. H. Hackett Co.
Sealy Mattress Co., Los Angeles (PC)	Mattresses	Alvin Wilder—Commentary	Tuesday, 10:45-11 P.M.	14	6/5/46-	Alvin Wilder Adv.
Seeman Bros., Inc., New York	Air Wick	Monday Morning Headlines	Sunday, 7:15-7:30 P.M.	193	9/29/46-	William H. Weintraub & Co.
Semler, R. B. Inc., New Canaan, Conn.	Kremi Hair Tonic & Kremi Shampoo	New Adventures of Sherlock Holmes	Saturday, 9:30-10 P.M.	198	10/12/46-	Erwin Wasey & Co.
Serutan Co., New York	Serutan	News—Don Gardiner	Sunday, 7:15-7:30 P.M.	176	7/23/44-6/23/46	Roy S. Durstine, Inc.
Signal Oil Co., Los Angeles (PC)	Signal Oil & Gasoline	What's New With Norman Nesbitt	Mon.-Fri., 2:25-2:30 P.M.	15	10/15/45-6/28/46	Barton A. Stebbins Adv.
Southern Cotton Oil Co., New Orleans	Wesson Oil & Snowdrift Shortening	Try 'N' Find Me	Mon.-Fri., 3:30-3:45 P.M.	81	3/11/46-12/6/46	Kenyon & Eckhardt
		Human Side of the News	Mon.-Fri., 8:30-3:45 P.M.	83	12/9/46-	Kenyon & Eckhardt
Stanley Home Products, Westfield, Mass.	Kitchen Equipment	One Thousand Voice Choir	Sunday, 4:30-5 P.M.	94	5/12/46 Only	
Sterling Drug, Inc., New York (PC)	Phillip's Toothpaste, Phillip's Tablets, Mulisified Shampoo, Dr. Lyon's Tooth Powder, Bayer's Aspirin and Others Any Acceptable Products	Bride and Groom	Mon.-Fri., 2:30-3 P.M.	193	1/7/46-	Dancer, Fitzgerald, Sample
		Zeke Manners	Mon.-Fri., 10:45-11 A.M.	13	2/18/46-	Dancer, Fitzgerald, Sample
Sweets Co. of America, Hoboken, N. J.	Tootsie Food & Candy Products	Dick Tracy	Saturday, 7:30-8 P.M. Saturday, 8-8:30 P.M.	58 56	10/6/45-2/9/46 2/16/46-6/8/46	Ivey & Ellington
		Breakfast Club	Mon.-Fri., 9:30-9:45 A.M. Mon.-Fri., 9:15-9:30 A.M.	247 247	10/29/45- 6/8/46-	J. Walter Thompson Co.
Texas Co., New York	Texaco Petroleum Products	Metropolitan Opera	Saturday, 2-5 P.M. Saturday, 2-5 P.M.	213 207	12/1/45-3/30/46 11/16/46-	Buchanan & Co.
		Dorothy Dix Program	Mon., Wed., Fri., 8:45-4 P.M.	9	11/4/46-	Abbott Kimball Co.
Union Pharmaceutical Co., Inc. Bloomfield, N. J. (PC)	Saraka and/or Sutra, Artra Imra					
United States Army Recruiting Service, Washington, D.C.	Recruiting Campaign	Sports by Harry Wismer	Mon.-Fri., 9:55-10 P.M.	177	5/27/46-8/23/46	N. W. Ayer & Son
		Football Games	Saturday, 1:45 to Conc. P.M.	161	9/21/46-11/9/46	
		N. Y. Giants-Chicago Bears Football Game	Sunday, 2:15-4:30 P.M.	154	9/1/46 Only	
United States Steel Corp., New York	Institutional	Theatre Guild on the Air	Sunday, 10-11 P.M.	183	9/9/45-6/2/46	BBDO
		Hour of Mystery	Sunday, 10-11 P.M.	189	6/9/46-9/1/46	
		Theatre Guild on the Air	Sunday, 10-11 P.M.	197	9/8/46-	
Ward Baking Co., New York	Bread & Cakes	Tennessee Jed	Mon.-Fri., 5:45-6 P.M.	25	9/3/45-	J. Walter Thompson Co.
Washington Cooperative Farmers Ass'n., Seattle (PC)	Lynden Chicken Products	Collins Calling	Saturday, 10:45-11 A.M.	14	7/1/44-3/23/46	Pacific National Adv. Agency
Waterman, L. E., New York	Fountain Pens, Pencils & Ink	Gang Busters	Saturday, 9-9:30 P.M.	187	9/15/45-6/8/46	Radio Consultants
		Gang Busters	Saturday, 9-9:30 P.M.	192	9/14/46-	
Westinghouse Electric Corp., Pittsburgh	Institutional	Ted Malone	Mon.-Fri., 11:45-12 Noon	187	6/11/45-6/6/46	McCann-Erickson
		Ted Malone	Mon., Wed., Fri., 11:45-12 Noon	194	6/10/46	
Wildroot Co. Inc., Buffalo (PC)	Wildroot Toilet Articles Wildroot Creme Oil	Woody Herman Show	Saturday, 8-8:30 P.M.	184	10/13/45-1/19/46	BBDO
		Woody Herman Show	Fri., 8-8:30 P.M.	188	1/25/46-7/5/46	
		Adventures of Sam Spade	Fri., 8-8:30 P.M.	189	7/12/46-10/4/46	
		Dark Venture	Tuesday, 11:30-12 Midnight	15	4/16/46-	
Williamson Candy Co., Chicago	Candy Bars	Famcus Jury Trials	Fri., 9-9:30 PM.	175	1/12/45-2/1/46	Aubrey, Moore & Wallace
Wm. Wise & Co., New York	Books	Galen Drake	Saturday, 10-10:15 A.M.	39	9/22/45-6/8/46	Huber Hoge & Son
		Galen Drake	Tuesday, 11:45-12 Noon	64	6/11/46-7/9/46	
		Galen Drake	Sunday, 3:15-3:30 P.M.	39	1/6/46-6/30/46	
		William Lang	Thursday, 11:45-12 Noon	64	7/4/46-	
		William Lang	Tuesday, 11:45-12 Noon	64	7/16/46-	
		Galen Drake	Monday, 10:45-11 A.M.	67	4/29/46 Only	
Zukor's Inc., Los Angeles (PC)	Zukor's Dresses	Sam Balter and the News	Sunday, 2-2:15 P.M.	14	10/23/45-9/29/46	John Barnes & Assoc.



## ADVERTISERS USING MUTUAL NETWORK DURING 1946

Sponsor	Product	Program	Time	No. of Stations	Duration of Contract	Agency & City
Adam Hat Stores Inc., New York	Adam Hats	The Fight of the Week American Legion Fights	Sun., 10:15 P.M. to conc. Fri., 10:00 P.M. to conc.	107 8	2/18/46-7/1/46 4/12/46-7/5/46	LaRoche & Ellis, N. Y.
All America Football Conference	Football	Eddie Dooley's All America Football Roundup	Thurs., 10:00-10:15 P.M.	25	9/5/46-12/12/46	Frederick-Clinton Co., N. Y.
American Bird Products Inc., Chicago	Bird Food	American Radio Warblers	Sun., 1:15-1:30 P.M. eff 10/14/45 Sun., 1:00- 1:15 P.M.	16	10/16/39-4/28/40 10/18/40-4/18/41 10/19/41-4/12/42 10/17/43-4/9/44 10/16/44-4/29/45 10/14/45-4/14/46 10/20/46-	Weston-Barnett, Chicago
American Safety Razor Corp., Brooklyn	Gem Razor Blades	The Adventures of the Falcon	Tues., 8:30-9:00 P.M.	301	7/3/45-	Federal Advertising Agency, N. Y.
American Transit Assn.	Transportation	Spotlight on America	Fri., 10:00-10:30 P.M.	50	7/19/46-	Owens & Chappell, N. Y.
Barbasol Company, Indianapolis	Barbasol	Gabriel Heatter	Sun., 8:45-9:00 P.M. eff 7/3/46 Wed., 9:00-9:15 P.M.	288	4/6/41-12/25/46	Erwin, Wasey Co., N. Y.
G. Barr & Co., Chicago	Balm Barr Hand Lotion and Shampoo	The Shadow	Sun., 5:00-5:30 P.M.	90	9/8/46-	Arthur Meyerhoff & Co., Chicago
Bayuk Cigars Inc., Philadelphia	Phillies Cigars	Sizing Up the News Inside of Sports	Mon., Wed., Fri., 8:00- 8:15 P.M. Tues., Thurs., Sat., 7:45- 8:00 P.M. Mon.-Fri., 7:45-8:00 P.M.	102	11/7/41-9/7/45 6/14/38-6/27/42 9/10/45-	Ivey & Ellington, Philadelphia eff 3/1/45 Neal D. Ivey, Philadelphia
Berkshire Knitting Mills, Reading	Full-fashioned Stockings	Ilka Chase	Sun., 1:15-1:30 P.M.	121	9/9/45-9/1/46	Geyer, Cornell & Newell, N. Y.
Bible Institute of Los Angeles	Religious Talks	Bible Institute	Sun., 11:00-11:30 A.M.	187	9/29/46-	The Tullis Co., Los Angeles
Carey Salt Co., Hutchinson, Kan.	Carey Salt	The Shadow	Sun., 5:00-5:30 P.M.	98	9/9/45-6/2/46 9/8/46-	McJunkin Advertising Co., Chicago
Carter Products Inc., New York	Carter's Little Liver Pills and Arrid	John J. Anthony Gabriel Heatter	Mon.-Fri., 1:45-2:00 P.M. Mon., Wed., Fri., 9:00- 9:15 P.M.	303	3/19/45-12/27/46 12/30/46-	Ted Bates Inc., N. Y.
Christmas Club, New York	Christmas Club Savings	Lowell Thomas	Wed., 7:30-7:45 P.M.	268	12/4/46 only	Brooke, Smith, French & Dorrance Inc., Detroit
Clipper Craft Clothes, New York (formerly Trimount Clothing Co.)	Clipper Craft Clothes	Topics of Today with Dorothy Thompson Tom Harmon--All American Sports Editor Crime Cases of Warden Lawes	Sun., 9:45-10:00 P.M. Sat., 7:45-8:00 P.M. Sun., 1:00-1:15 P.M.	56 99	3/25/45-7/16/45 10/13/45-1/5/46 10/20/46-	Emil Mogul Co., Inc., N. Y. Wm. H. Weintraub & Co., N. Y.
Coca Cola Co., Atlanta	Coca Cola	Songs by Morton Downey eff 6/8/46 Coke Club with Morton Downey Spotlight Bands	Mon.-Fri., 12:15-12:30 P.M. Mon.-Fri., 10:15-10:30 P.M. and Sat., 10:15-10:45 P.M. eff 2/2/42 Mon.-Fri., 9:30- 9:45 P.M. and Sat., 9:30- 10:00 P.M. eff 6/18/45 Mon. and Wed., 9:30-10:00 P.M. eff 7/18/45 Mon., Wed., Fri., 9:30-10:00 P.M.	167 259	2/5/45- 11/3/41-5/2/42 6/18/45-7/12/46 9/9/46-11/22/46	D'Arcy Advertising Co., N. Y.
H. C. Cole Milling Co., Chester, Ill.	Omega Flour	Smilin' Ed McConnell	Sat., 10:00-10:15 A.M.	48	10/5/46-	J. Walter Thompson Co., Chicago
Commercial Credit Co., Baltimore, Md.	Institutional	Special Investigator	Sun., 8:30-8:45 P.M.	296	6/23/46-	Sheldon, Quick & McElroy, N. Y.
Conti Products Inc., Brooklyn	Conti Shampoo and Soap	Treasure Hour of Song Treasure Hour of Song Walter Compton Treasure Hour of Song Memo for Tomorrow Treasure Hour of Song eff 6/22/44 Starlight Serenade eff 11/28/44 Treasure Hour of Song eff 6/7/45 Starlight Serenade eff 11/22/45 Treasure Hour of Song eff 6/27/46 By Popular Demand eff 11/21/46 Treasure Hour of Song	Sat., 8:00-8:30 P.M. Fri., 10:00-10:30 P.M. Sun., 10:45-11:00 A.M. Thurs., 9:30-10:00 P.M. Sun., 10:45-11:00 A.M. Thurs., 9:30-10:00 P.M.	171	1/24/42-5/2/42 5/8/42-7/17/42 7/26/42-1/17/43 1/21/43-6/3/43 6/13/43-11/14/43 11/18/43-	Birmingham, Castleman & Pierce, N. Y.
Coty Inc., New York	Cosmetics	Fashions and Perfumes	Wed., 1:15-1:30 P.M.	261	3/27/46 only	Direct
G. N. Coughlan Mfg. Co., West Orange, New Jersey	Chimney Sweep Soot Destroyer	Fulton Lewis, Jr.	Sun., 6:45-7:00 P.M.	192	10/7/45-2/17/46	Roche, Williams & Cleary, N. Y.
Cudahy Packing Co., Chicago	Old Dutch Cleanser	Nick Carter	Sun., 6:30-7:00 P.M.	289	9/15/46-	Grant Advertising, Chicago
Delaware, Lackawanna & Western Coal Co., New York	Blue Coal	The Shadow	Sun., 5:30-6:00 P.M. eff 9/9/45 Sun., 5:00-5:30 P.M.	36	9/26/37-9/20/38 9/25/38-3/19/39 9/24/39-4/7/40 9/29/40-4/20/41 9/28/41-3/22/42 9/27/42-3/21/43 9/26/43-4/16/44 9/24/44-4/15/45 9/9/45-6/2/46 9/8/46-	Ruthrauff & Ryan, N. Y.
Employer's Group Insurance Co., Boston	Insurance	Cedric Foster	Fri., 10:00-10:15 P.M. eff 11/7/45 Sun., 10:00- 10:15 P.M. eff 9/17/44 Sun., 9:30-9:45 P.M. eff 7/8/45 Sun., 6:30-6:45 P.M.	180	8/6/43-6/30/46	H. B. Humphrey Co., Boston
F. W. Fitch Co., Des Moines	Fitch Shampoo	Rogue's Gallery eff 6/27/46 Vic & Sade	Thurs., 8:30-9:00 P.M.	272	9/27/45-9/19/46	L. W. Ramsey Co., Davenport, Ia.
General Foods Corp., New York	Post Toasties, Raisin Bran	House of Mystery	Sat., 12:00-12:30 P.M. Sun., 4:00-4:30 P.M.	300	9/15/45-6/8/46 10/5/46-	Benton & Bowles, N. Y.
General Foods Corp., New York	Corn Toasties	Buck Rogers	Mon.-Fri., 4:45-5:00 P.M.	270	9/30/46-	Benton & Bowles, N. Y.
General Foods Corp., New York	Gaines' Dog Food	Juvenile Jury	Sun., 1:30-2:00 P.M.	91	12/8/46-	Benton & Bowles, N. Y.

(Continued)

# ADVERTISERS USING MUTUAL NETWORK DURING 1946

(Continued)

Sponsor	Product	Program	Time	No. of Stations	Duration of Contract	Agency & City
General Motors Corp., Detroit	Institutional	Your Land and Mine with Henry J. Taylor	Mon., Fri., 10:00-10:15 P.M. eff 4/1/46 Mon, Fri., 7:30-7:45 P.M.	309	12/21/45—	Kudner Agency, Detroit
Gillette Safety Razor Co., Boston	Safety Razors and Blades	World Series	1:15 P.M. to conc.	424	10/6, 7, 10, 11, 18, 15/46	Maxon Inc., N. Y.
		Cotton Bowl Game	2:00 P.M. to conc.	236	1/1/46 only	
		East-West Football Game All-Star Baseball Game	4:45 P.M. to conc. 1:15 P.M. to conc.	250 290	1/1/46 only 7/9/46 only	
Gospel Broadcasting Assn. (eff 11/3/46 Dr. Fuller Foundations)	Evangelical Talks	Pilgrim Hour	Sun., 12:00-12:30 P.M.	185	9/6/42—	R. H. Alber Co., Los Angeles
Grove Laboratories Inc., St. Louis	Four Way Cold Tablets, B-Complex Vitamins	The Shadow	Sun., 5:00-5:30 P.M.	51	9/9/45-3/3/46	Russell M. Seeds Co., Chicago
Gum Laboratories Inc.	Ivoryne Chewing Gum	Sweetheart Time eff 6/16/46 Singing Sweethearts	Sun., 1:30-2:00 P.M. Sun., 1:30-1:45 P.M. eff 12/8/46 Sun., 8:45-9:00 P.M.	94	3/18/45-12/8/46	McJunkin Advertising, Chicago eff 11/1/45 Makelim Assoc., N. Y.
Hastings Manufacturing Co., Hastings, Mich.	Piston Rings	Michael Shayne	Tues., 8:00-8:30 P.M.	307	10/22/46—	Keeling & Co. Inc., Indianapolis
Helbros Watch Co., New York	Watches	Pick and Pat Time eff 7/15/44 Quick As A Flash eff 6/10/45 The Abbott Mysteries eff 9/9/45 Quick As A Flash eff 6/9/46 The Abbott Mysteries eff 9/8/46 Quick As A Flash	Tues., 8:30-9:00 P.M. Sun., 6:00-6:30 P.M. eff 1/20/46 Sun., 5:30-6:00 P.M.	300	1/18/44—	Wm. H. Weintraub & Co., N. Y.
Horwitz & Duberman, New York	Junior Miss Fashion Products	Judy 'N Jill 'N Johnny	Sat., 12:00-12:30 P.M.	53	10/12/46—	Sterling Advertising Co., N. Y.
Household Finance Corp., Chicago	Finance Service	Square With the World	Thurs., 9:30-10:00 P.M.	6	11/29/45-2/21/46	BBDO Inc., Chicago
Ice Capades	Ice Capades	Ice Capades	Wed., 10:15-10:30 P.M.	2	9/4/46 only	Smith, Bull, McCreery, N. Y.
I. J. Fox, New York	Institutional	I. J. Fox Testimonial Dinner	Thurs., 10:00-10:30 P.M.	4	6/8/46 only	Peck Advertising Agency Inc., N. Y.
Kellogg Company, Battle Creek	Kellogg's Pep	Superman	Mon.-Fri., 5:45-6:00 P.M., local eff 7/4/44 Tues, Thurs., 5:45-6:00 P.M., local eff 1/15/45 Mon.-Fri., 5:15-5:30 P.M., local	220	1/4/43-9/28/44 1/15/45—	Kenyon & Eckhardt, N. Y.
Knox Company, Los Angeles	Cystex	What's the Name of That Song? eff 7/15/45 Crime Is My Pastime eff 9/9/45 The Nebbs	Sun., 4:30-5:00 P.M. Sun., 4:30-4:45 P.M. Sun., 4:30-5:00 P.M.	248	10/1/44-1/6/46	Raymond R. Morgan Co., Hollywood
Knox Company, Los Angeles	Mendaco	Murder is My Hobby	Sun., 4:00-4:30 P.M.	81	10/14/45-4/28/46	Raymond R. Morgan Co., Hollywood
Lewis-Howe Company, St. Louis	Nature's Remedy	Adventures of Bulldog Drummond	Mon., 8:00-8:30 P.M.	284	10/22/45-10/14/46	Olian Advertising Co., St. Louis
Lin-X, Detroit (formerly Acme White Lead & Color Works)	Lin-X	The Shadow	Sun., 5:30-6:00 P.M.	130	10/1/44-4/15/45 10/1/44-1/13/46	Henri, Hurst & McDonald Inc., Chicago
		The Return of Nick Carter	Sun., 3:30-4:00 P.M. eff 4/22/45 Sun., 5:30-6:00 P.M.			
P. Lorillard & Co., New York	Old Gold	Dodgers vs. Cardinals	Thurs., 1:25 P.M. to conc.	323	10/3/46 only	Lennen & Mitchell Inc., N. Y.
Lutheran Laymen's League, St. Louis	Religion	Lutheran Hour	Sun., 1:30-2:00 P.M. eff 9/17/44 Sun., 12:30-1:00 P.M.	228	10/24/37-4/17/38 10/28/38-4/16/39 10/29/39-4/21/40 10/27/40-4/20/41 10/19/41-4/19/42 10/25/42—	Kelly, Zahndt & Kelly, St. Louis eff 4/25/43 Gotham Advertising Co. Inc., N. Y.
Mail Pouch Tobacco Co., Wheeling, W. Va.	Tobacco	Fishing and Hunting Club of the Air	Mon., 10:00-10:30 P.M.	45	12/23/46—	Walker & Downing, Pittsburgh
Metropolitan Life Insurance Co., New York	Insurance	Today's Sports with Stan Lomax	Sun., 6:45-7:00 P.M.	10	6/23/46-8/4/46	Young & Rubicam Inc., N. Y.
Miles Laboratories Inc., Elkhart, Ind.	Alka Seltzer	Queen For A Day	Mon.-Fri., 2:30-3:00 P.M.	304	10/29/45—	Wade Advertising Agency, Chicago
Murine Co. Inc., Chicago	Eye Lotion	Cecil Brown—News	Sun., 8:25-8:30 P.M.	257	7/14/46—	Batten, Barton, Durstine & Osborn Inc., Chicago
Mutual Benefit Health & Accident Assn., Omaha	Insurance	Freedom of Opportunity eff 7/14/46 Mystery Is My Hobby eff 10/13/46 Gabriel Heatter's Brighter Tomorrow	Fri., 8:30-9:00 P.M. eff 1/6/46 Sun., 10:00-10:30 P.M.	306	1/14/44—	Arthur Meyerhoff & Co., Chicago
National Assn. of Manufacturers, New York	Institutional	O.P.A.—Talk	Thurs., 9:15-9:30 P.M.	207	7/25/46 only	Benton & Bowles Inc., N. Y.
National Board of Fire Underwriters, New York	Fire Insurance	Crimes of Carelessness	Sun., 3:30-4:00 P.M.	209	11/3/46—	MacFarland-Aveyard & Co., N. Y.
National Economic Council Inc.	Institutional	Upton Close	Tues., 10:15-10:30 P.M.	65	2/19/46—	Roche, Williams & Cleary Inc., Chicago
Pepsi-Cola Co., Long Island City, New York	Pepsi-Cola	Let's Talk It Over with Quentin Reynolds	Sun., 6:45-7:00 P.M.	288	2/24/46-5/19/46	Newell-Emmett Co., N. Y.
Perfect Circle Co., Hagerstown, Ind.	Piston Rings	Indianapolis Speedway	Thurs., 11:45-12:05 P.M.; 1:15-1:30 P.M.; 3:30-3:45 P.M.; 4:15 P.M. to conc.	263	5/30/46 only	Roger Beane Adv. Agency, Indianapolis
Petr. Wine Co., San Francisco	Wine	The Adventures of Sherlock Holmes	Fri., 8:30-8:55 P.M. eff 10/4/43 Mon., 8:30-9:00 P.M.	138	4/30/43-5/28/45 9/3/45—	Erwin, Wasey & Co. Inc., N. Y. eff 11/1/43 Young & Rubicam, N. Y.
		eff 6/3/46 The Case Book of Gregory Hood				
Pharmaco Inc., Newark	Feen-a-mint and/or Chooz	Double or Nothing	Sun., 6:00-6:30 P.M. eff 5/8/42 Fri., 9:30-10:00 P.M. eff 7/15/45 Sun., 9:30-10:00 P.M.	287	9/29/40—	Wm. Esty & Co., N. Y. eff 11/1/44 Ruthrauff & Ryan, N. Y.

(Continued)

# Are your advertising costs moving up?

YOU'LL FIND AN ANSWER IN THIS CHART

Your advertising dollar works harder, buys more impact—if the medium has a record of growth...vitality... and ability to deliver sales punch and results, at a price.

Many top-rank advertisers have found that Mutual is such a medium. That's why billings have gone from \$19,600,000 to \$25,800,000 in two years...increased through *new* advertisers and *old* advertisers *buying more facilities*.

The significant statistics of Mutual's growth and vitality are highlighted in the chart below. *Most significant of all, in these days of skyrocketing costs—Mutual's cost per 1000 radio homes remains practically what it was in 1944—32.8 cents as against 31.9 cents.*

So, if rising costs threaten your advertising program, may we suggest that you'll find an answer at Mutual?

	January 1945	January 1947
No. of Stations (Full Facilities)	Day 251 Night 248	372 354
Radio Homes Covered	Day 23,450,000 Night 23,000,000 (Based on 1940 census)	28,500,000 26,500,000 (Based on 1946 "Radio Families, U. S. A.")
Gross Billing	(1944) \$19,600,000	(1946) \$25,800,000
No. of Sponsors	44	48
No. of Full Network Accounts	0	17
No. of Sponsored Quarter-hours	98 Week of Dec. 1-8, 1944	123 Week of Dec. 1-8, 1946
Average No. of Stations per Program	108.7 Week of Dec. 1-8, 1944	194.2 Week of Dec. 1-8, 1946
No. of MBS Sustainers Bought by Sponsors	5	11*
Net Cost per 1000 radio homes (Max. Discounts 52-week basis)	31.9 cents	32.8 cents

\*For Sale: Gold & Silver Minstrels, Married For Life, Hop Harrigan, Bulldog Drummond, Leave It To The Girls, and many others.

## Mutual Broadcasting System

WORLD'S LARGEST NETWORK



**ADVERTISERS USING MUTUAL NETWORK DURING 1946**  
(Continued)

Sponsor	Product	Program	Time	No. of Stations	Duration of Contract	Agency & City
Phileo Corp., Philadelphia	Radios	Burl Ives	Fri., 8:00-8:15 P.M.	276	10/18/46—	Hutchins Adv. Co. Inc., N. Y.
Procter & Gamble Co., Cincinnati	Duz	Queen For A Day	Mon.-Fri., 2:30-3:00 P.M.	305	12/31/45-12/30/46	Compton Advertising Inc., N. Y.
Quaker Oats Co., Chicago	Oatmeal	Those Websters	Sun., 6:00-6:30 P.M.	323	3/3/46—	Ruthrauff & Ryan Inc., Chicago
Radio Bible Class, Detroit	Religious Talks	Detroit Bible Class eff 9/1/43 Radio Bible Class	Sun., 10:00-10:30 A.M.	205	11/10/40—	Stanley G. Boynton, Detroit
Ralston Purina Co., St. Louis	Cereal and Farm Foods	Tom Mix and His Ralston 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. eff 6/24/46 Tues, Thurs, Fri., 5:45-6:00 P.M. eff 9/2/46 Mon.-Fri., 5:45- 6:00 P.M.—(all local times)	313	6/7/44—	Gardner Advertising Co., St. Louis
Ralston Purina Co., St. Louis	Cereal and Farm Foods	Purina Opry House Matinee eff 6/29/46 Checkerboard Jamboree	Sat., 1:00-1:25 P.M.	234	1/5/46-12-28-46	Gardner Advertising Co., St. Louis
		Pathfinder News Ralston Opry House Matinee eff 6/29/46 Checkerboard Jamboree	Sat., 1:25-1:30 P.M. Sat., 1:30-2:00 P.M.	164	1/5/46-12/28/46 11/17/45-12/28/46	
Rensie Watch Co., New York	Rensie Watches	Rensie's Radio Auction Gallery	Mon., 10:00-10:30 P.M. eff 12/26/45 Wed., 10:00- 10:30 P.M.	77	9/17/45-8/13/46	Weiss & Geller Inc., Chicago
Revere Copper & Brass Inc., New York	Institutional	The Human Adventure  eff 12/2/45 Exploring the Unknown	Wed., 10:00-10:30 P.M. eff 10/14/45 Sun., 9:00- 9:30 P.M.	296	7/4/45-6/30/46 9/8/46—	St. Georges & Keyes, N. Y.
Richfield Oil Corp., New York	Oil and Gasoline	Confidentially Yours with Arthur Hale  eff 1/2/45 Arthur Hale—Your Richfield Reporter	Sat., 7:30-7:45 P.M. eff 4/2/40 Tues., Thurs., Sat., 7:30-7:45 P.M.	39	1/6/40-6/29/40 10/1/40-9/27/41  1/6/42—	Sherman K. Ellis, N. Y. eff 2/1/41 Hixson-O'Donnell Advertising, N. Y.
R. B. Semler Inc., New York	Kremi Shampoo and Hair Tonic	Gabriel Heatter  William Lang—News eff 2/4/46 Lyle Van—News	Wed., Fri., 9:00-9:15 P.M. eff 3/22/41 Wed., Fri., Sat., 9:00-9:15 P.M. eff 7/7/41 Mon., Wed., Fri., 9:00-9:15 P.M. eff 7/1/46 Mon., 9:00-9:15 P.M. Mon.-Fri., 12:15-12:30 P.M.	291  262	8/7/40-12/23/46  12/4/44-6/28/46	Erwin, Wasey & Co. Inc., N. Y.
Ronson Art Metal Works, Newark	Ronson Lighters	Twenty Questions	Sat., 8:00-8:30 P.M.	163	7/6/46—	Cecil & Presbrey Inc., N. Y.
Serutan Company, Jersey City	Serutan and/or Nutrex	A. L. Alexander's Mediation Board  Richard Maxwell Letters to Lindlahr Gabriel Heatter	Sun., 8:00-8:45 P.M. eff 9/20/45 Sun., 8:15- 8:45 P.M. eff 10/11/45 Sun., 8:00- 8:30 P.M. Mon.-Fri., 12:30-12:45 P.M. Mon.-Fri., 11:45-12:00 Noon Fri., 9:00-9:15 P.M. eff 12/31/46 Tues., Thurs., 9:00-9:15 P.M.	12  63 266 133	7/11/43-3/31/46  9/10/45-5/17/46 10/1/45— 7/12/46—	Raymond Spector Co., N. Y.  eff 7/1/45 Grant Advertising Inc., N. Y. eff 3/1/46 Roy S. Durstine Inc., N. Y.
Seven-Up Bottling Co., St. Louis	Seven-Up	The Fresh Up Show	Wed., 8:30-9:00 P.M.	290	4/4/45-6/28/46	J. Walter Thompson Co., N. Y.
Shipstad & Johnson	Ice Follies	Ice Follies	Thurs., 12:00-12:30 A.M.	42	9/20/46 only	Smith, Bull, McCreery, Los Angeles
Sinclair Refining Co., New York	Oil and Gasoline	Confidentially Yours with Arthur Hale  eff 5/2/44 Frank Singiser	Tues., Thurs., Sat., 7:45- 8:00 P.M. eff 1/4/44 Tues., Thurs., Sat., 8:00-8:15 P.M. eff 10/15/46 Mon., Wed., Fri., 7:30-7:45 P.M.	176	3/16/43-3/29/46	Hixson-O'Donnell Advertising, N. Y.
Stokely Bros. & Co. Inc., Indianapolis	Tenderoni and Other Van Camp Products	Luncheon with Lopez  eff 1/29/45 Take It Easy Time	Mon., Wed., Fri., 1:30- 1:45 P.M. eff 7/28/44 Fri., 1:30-1:45 P.M. Mon., Wed., Fri., 11:30- 11:45 A.M.	176	1/31/44-7/26/46	Calkins & Holden, N. Y.
Triangle Publications Inc., New York	Seventeen Magazine	It's Up to Youth	Wed., 8:30-9:00 P.M.	181	8/21/46—	Al Paul Lefton Co. Inc., N. Y.
U. S. Army Recruiting Service	Army Recruiting	Game of the Week Blue-Gray Game	Sat., 2:45 P.M. to conc. Sat., 2:45 P.M. to conc.	185 340	9/28/46-11/30/46 12/23/46 only	N. W. Ayer & Son Inc., N. Y.
Vick Chemical Company, New York	Vick's Va-Tro-Nol and Vick's VapoRub	Break the Bank	Sat., 9:30-10:00 P.M.	245	10/20/45-4/13/46	Morse International Inc., N. Y.
Voice of Prophecy	Religious Talks	Voice of Prophecy	Sun., 7:00-7:30 P.M. eff 10/10/43 Sun., 9:30- 10:00 A.M.	216	1/4/42—	Jack Parker & Assoc., Hollywood eff 10/10/43 G. C. Hoskin Assoc., Chicago
Wander Co., Chicago	Ovaltine	Captain Midnight	Mon.-Fri., 5:30-5:45 P.M. local	124	9/24/45-6/21/46 9/23/46—	Hill Blackett & Co., Chicago
Wesley Radio League	Religious Talks	Rev. John E. Zoller	Sun., 11:00-11:30 A.M.	172	11/1/42-3/31/46	Stanley G. Boynton, Detroit
Whitehall Pharnacal Co., New York	Anacin and Other Products	Real Stories from Real Life	Mon.-Fri., 9:15-9:30 P.M.	79	7/9/45-7/5/46 9/9/46-10/4/46 11/11/46—	Dancer, Fitzgerald & Sample, N. Y.
Williamson Candy Co., Chicago	Oh! Henry Candy Bars	True Detective Mysteries	Sun., 4:30-5:00 P.M.	300	3/3/46—	Aubrey, Moore & Wallace Inc., Chicago
Wilson Sporting Goods Co., Chicago	Sporting Goods	All-Star Football Game	Fri., 9:30 P.M. to conc.	275	8/23/46 only	Ewell & Thurber Assoc., Chicago
Wm. H. Wise & Co. Inc., New York	Publications	Louis Kaufman	Sat., 2:00-2:15 P.M.	25	1/26/46-4/20/46	Huber Hoge & Sons, N. Y.
Young People's Church of the Air	Religious Talks	Young People's Church of the Air	Sun., 9:30-4:00 P.M. Sun., 4:30-5:00 P.M. eff 12/5/43 Sun., 9:00- 9:30 A.M.	206	10/13/40-1/5/41 1/19/41-4/13/41 10/19/41—	R. H. Alber Co., Los Angeles eff 1/19/41 Ivey & Ellington Inc., Philadelphia eff 4/9/44 Erwin, Wasey Co. N. Y.
Zonite Products Corp., New York	Forhan's Toothpaste	Gabriel Heatter	Mon., 9:00-9:15 P.M. eff 3/20/41 Mon., Thurs., 9:00-9:15 P.M. eff 7/8/41 Tues., Thurs., 9:00-9:15 P.M.	220	1/6/41-12/26/46	Erwin, Wasey Co., N. Y.



“American radio  
 belongs to the American people and  
 we consider it a sacred trust.”

COLONEL ROBERT R. McCORMICK

*A Clear Channel Station . . . . .*

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## ADVERTISERS USING CBC NETWORK DURING 1946

Sponsor	Product	Programme	Time	No. of Stations	Net-work*	Duration of Contract	Agency & City
Borden Co. Ltd., Toronto	Milk, Ice Cream	Canadian Cavalcade	Mon., 8:00-8:30 P.M.; 11:00-11:30 P.M.	28	TC	9/17/45-6/8/46 9/16/46-6/9/47	Young & Rubicam, Ltd., Toronto
British American Oil Co. Ltd., Toronto	B. A. Products	Peerless Parade	Thur., 9:30-10:00 P.M.	28	TC	9/27/45-2/7/46	Spitzer & Mills, Ltd., Toronto
British American Oil Co. Ltd., Toronto	B. A. Products	Taxi 13	Thur., 8:30-9:00 P.M.	5	F	9/27/45-6/20/46	Spitzer & Mills, Ltd., Toronto
British American Oil Co. Ltd., Toronto	B. A. Products	L'Equipe aux Quatre Vents	Thur., 8:30-9:00 P.M.	6	F	9/26/46-6/26/47	Spitzer & Mills, Ltd., Toronto
Bristol Myers Co. of Canada Ltd., Montreal	Sal Hepatica, Vitals, Trushay	Alan Young	Tues., 8:30-9:00 P.M.; 11:30-12:00 Mid. Fri., 9:00-9:30 P.M.; 12:00-12:30 A.M.	36	D	1/1-2/1/46 2/8-6/28/46	Ronalds Advertising Agency, Montreal
Bristol Myers Co. of Canada Ltd., Montreal	Vitalis, Ipana, Ingram's Shaving Cream	Alan Young	Fri., 8:30-9:00 P.M.; 11:30-12:00 Mid.	39	D	9/20/46-6/13/47	Ronalds Advertising Agency, Montreal
Bristol Myers Co. of Canada Ltd., Montreal	Ipana, Vitals, Trushay, Ingram's Shaving Cream	Duffy's Tavern	Wed., 9:00-9:30 P.M.	39	D	10/2/46-6/25/47	Ronalds Advertising Agency, Montreal
Campbell Soup Co. Ltd., New Toronto	Campbell Soups	Requet Performance Meet Corias Archer Hildegarde	Sun., 9:00-9:30 P.M.	30	D	10/7/45-4/14/46 4/28/46-9/29/46 10/6/46-8/31/47	Ward, Wheelock Co., Philadelphia
Campbell Soup Co. Ltd., New Toronto	Campbell Soups	Jack Carson	Wed., 8:00-8:30 P.M.; 12:00-12:30 A.M.	29	D	11/14/45-6/26/46 10/2/46-11/6/46 11/18/46-11/5/47	Ward, Wheelock Co., Philadelphia
Campbell Soup Co. Ltd., New Toronto	Campbell Soups	Jeunesse Doree	Mon.-Fri., 12:00-12:15 P.M.	3	F	1/1-12/31/46	Cockfield, Brown & Co. Ltd., Montreal
Canadian Breweries (Quebec) Ltd.	Institutional	Radio-Carabins	Wed., 9:00-10:00 P.M.	10	F	10/2/46-3/26/47	McKim Adv. Ltd., Montreal
Canadian Ironized Yeast Co. Ltd., Windsor	Ironized Yeast	Big Town	Tues., 8:00-8:30 P.M.; 12:00-12:30 A.M. (11:30-12:00 Mid. effective 10/1/46)	24	TC	10/2/45-9/24/46 10/1/46-9/23/47	Pedlar & Ryan, Inc., New York
Canadian Marconi Co., Montreal	Institutional	Stardust Serenade	Sun., 7:30-8:00 P.M.	26 11	TC F	1/6-3/31/46	Cockfield, Brown & Co., Montreal
Canadian National Carbon Co., Toronto	Batteries	Les Alouettes Eveready	Sat., 1:00-1:15 P.M.	10	F	4/6-6/1/46 8/24-12/14/46	Locke, Johnson & Co. Ltd., Toronto
Canadian Oil Ltd., Montreal	Oil, Gasoline	Military Horse Jumps	10:30-11:00 P.M.	11	D	11/12, 13, 14, 16, 18, 19, 20/46	McConnell, Eastman & Co., Montreal
Canada Starch Company, Montreal	Starch	Que Diriez-vous	Thur., 8:30-8:55 P.M.	3	S	10/4/45-3/28/46	Vickers & Benson Ltd., Montreal
Canada Starch Company, Montreal	Starch	Les Duel des Epoux	Thur., 8:30-8:55 P.M.	3	S	10/3/46-3/27/47	Vickers & Benson Ltd., Montreal
Carnation Milk Co. Ltd., Toronto.	Carnation Milk	Carnation Contented Hour	Mon., 10:00-10:30 P.M.	29	D	1/7-12/30/46	Baker Adv. Agency, Toronto
Carnation Milk Co. Ltd., Toronto	Carnation Milk	Le Quart d'Heure de Detente	Tues. and Thurs., 10:45- 11:00 A.M.	7	F	1/1-12/31/46	Baker Adv. Agency, Toronto
Colgate-Palmolive-Peet Co. Ltd., Toronto	Palmolive Soap Colgate Toothpaste Halo Shampoo	Les Joyeux Troubadours	Mon.-Fri., 11:30-12:00 Noon	5	F	1/1-6/28/46 9/9-12/31/46	Spitzer & Mills Ltd., Toronto
Colgate-Palmolive-Peet Co. Ltd., Toronto	Cashmere Bouquet Products	La Mine d'Or	Tues., 8:30-9:00 P.M.	7	F	1/1-6/25/46 10/8-12/31/46	Spitzer & Mills Ltd., Toronto
Colgate-Palmolive-Peet Co. Ltd., Toronto	Cashmere Bouquet Products	House Party	Sat., 8:30-9:00 P.M.	27	TC	1/5-6/29/46	Spitzer & Mills, Ltd., Toronto
Colgate-Palmolive-Peet Co. Ltd., Toronto	Palmolive Shave Cream Cue Dentifrice Halo Shampoo	Share the Wealth	Sat., 8:00-8:30 P.M.; 11:30-12:00 Mid. Sat., 8:30-9:00 P.M.; 11:30-12:00 Mid.	27	TC	1/5-6/29/46 9/7-12/28/46	Spitzer & Mills Ltd., Toronto
Colgate-Palmolive-Peet Co. Ltd., Toronto	Palmolive Soap, Princess Flakes, Colgates Paste, Powder and Tooth Brush	Happy Gang	Mon.-Fri., 1:15-1:45 P.M. (1:00-1:30 P.M. EDST)	27	TC	1/1-6/28/46 9/2-12/31/46	Spitzer & Mills Ltd., Toronto
Colgate-Palmolive-Peet Co. Ltd., Toronto	Colgate Tooth Powder, Halo Shampoo	Theatre of Romance The Mel Blanc Show	Tues., 8:30-8:55 P.M.	27	D	2/5-8/27/46 9/8-11/12/46	Spitzer & Mills Ltd., Toronto
Colgate-Palmolive-Peet Co. Ltd., Toronto	Cashmere Bouquet Products	Singing Sweethearts	Tues., 8:55-9:00 P.M.	26	D	2/5-11/12/46	Spitzer & Mills Ltd., Toronto
Dominion Government (Dept. of Agriculture)	Food Conservation	This Hungry World	Thur., 5:00-5:15 P.M. Fri., 2:00-2:15 P.M.	24	TC	6/20-9/12/46	Canadian Adv., Montreal
Dominion Government (Dept. of Agriculture)	Food Conservation	Partageons avec Ceux qui ont Faim	Thurs., 5:00-5:15 P.M.	3	F	6/20-9/12/46	Canadian Adv., Montreal
Dow Brewery, Montreal	Institutional	Dow Award Show (English)	Mon., 8:30-9:00 P.M.	3	S	7/15/46-1/6/47	MacLaren Adv. Co., Toronto
Dow Brewery, Montreal	Institutional	Dow Award Show (French)	Mon., 8:30-8:55 P.M.	3	S	7/15/46-1/6/47	MacLaren Adv. Co., Toronto
Dominion Corset Co. Ltd., Montreal	Corsets	Tour d'Horizon Canadien	Sun., 8:00-8:30 P.M.	3	S	10/6/46-12/29/46	Ronalds Adv. Agency, Montreal
Electric Auto-Lite Co., Toronto	Batteries, sparkplugs and Service	Dick Haymes Show	Sat., 8:00-8:30 P.M. Thurs., 9:00-9:30 P.M.	29	D	10/13/46-6/1/46 6/6/46-1/2/47	Ruthrauff & Ryan, Inc., New York
T. H. Estabrooks Co. Ltd., St. John, N. B.	Tea and Coffee	Le Theatre de Chez-Nous	Thurs., 7:30-8:00 P.M.	7	F	10/18/45-5/16/46 10/10/46-4/8/47	McConnell, Eastman & Co., London
Eversharp (Canada) Ltd., Toronto	Pens, Pencils	Take It or Leave It	Sun., 10:00-10:30 P.M.	29	D	10/6/46-9/7/47	Biow Co. Inc., New York
Family Fair Limited, Winnipeg	Clothing	Family Fair Man	Mon.-Fri., 3:45-4:00 P.M.	5	S	10/21/46-1/17/47	Spitzer & Mills Ltd., Toronto
Gillette Safety Razor Co. of Canada Ltd., Montreal	Razors and Blue Blades	Championship Fights	Fri., 10:00 P.M. to end	37	D	9/7/45-8/30/46 9/6/46-8/29/47	MacLaren Adv. Co. Ltd., Toronto
Gillette Safety Razor Co. of Canada Ltd., Montreal	Razors and Blue Blades	Kentucky Derby	Sat., 6:00-6:30 P.M.	36	D	5/4/46 only	Maxon Inc., N. Y.
Gillette Safety Razor Co. of Canada Ltd., Montreal	Razors and Blue Blades	Louis-Conn Fight	Wed., 10:00 P.M. to end	53	D	6/19/46 only	Maxon Inc., N. Y.
Gillette Safety Razor Co. of Canada Ltd., Montreal	Razors and Blue Blades	All-Star Baseball Game	Tues., 1:15 P.M. to end	36	D	7/9/46 only	MacLaren Adv. Co.
Gillette Safety Razor Co. of Canada Ltd., Montreal	Razors and Blue Blades	Louis-Mauriello Fight	Wed., 10:00 P.M. to end	53	D	9/18/46 only	MacLaren Adv. Co., Toronto

\*TC—Trans-Canada; D—Dominion; F—French; S—subsidiary



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Sponsor	Product	Programme	Time	No. of Stations	Net-work*	Duration of Contract	Agency & City
Gillette Safety Razor Co. of Canada Ltd., Montreal	Razors and Blue Blades	World Series Baseball	2:15 P.M. to conclusion 1:15 P.M. to conclusion	62	D	10/6, 7, 13, 15/46 10/9, 10, 11/46	MacLaren Adv. Co., Toronto
Goodyear Tire & Rubber Co., New Toronto	Tires	Parade of Song	Tues., 8:00-8:30 P.M.; 12:00-12:30 A.M.	36	D	10/2/45-3/26/46	J. J. Gibbons Ltd., Toronto
Gurney Foundry Co., Montreal	Stoves	Au Coin du Feu	Tues and Thurs., 6:45- 7:00 P.M.	3	F	10/9/45-4/4/46	Harry E. Foster, Montreal
B. Houde-Grothe, Ltee, Montreal	Cigarettes and Tobacco	Soirees Canadiennes	Mon., Wed. and Fri., 7:30-7:45 P.M.	10	F	10/15/45-4/26/46	Whitehall Broadcasting, Montreal
B. Houde-Grothe, Ltee, Montreal	Cigarettes and Tobacco	Les Troubadours du Quebec	Wed. and Fri., 7:30- 7:45 P.M.	4	F	9/11/46-3/7/47	Whitehall Broadcasting, Montreal
B. Houde-Grothe, Ltee, Montreal	Cigarettes and Tobacco	Le Theatre Improvise	Fri., 8:00-8:30 P.M.	3	S	10/6/45-4/12/46 9/6/46-2/28/47	Whitehall Broadcasting, Montreal
Hudson Bay Co., Winnipeg	Tea and Coffee	Rhythm and Romance	Mon., 8:45-9:00 P.M.	9	TC	9/17/45-1/28/46 4/29-6/24/46 9/9/46-6/30/47	Cockfield, Brown & Co., Winnipeg
Hudson Bay Co., Winnipeg	Raw Fur Buying	Red River Barn Dance	Sat., 11:00-11:30 P.M.	6	TC	11/3/45-3/9/46	Cockfield, Brown & Co., Winnipeg
Imperial Oil Ltd., Toronto	Imperial Oil Products and Service	NHL Hockey	Sat., 9:05 to conclusion	42 43	TC TC	10/27/45-3/16/46 10/19/46-3/22/47	MacLaren Advertising Co., Toronto
Imperial Tobacco Co. Ltd., Montreal	Tobacco and Cigarettes	Light Up and Listen Sweet Cap Summer Show Light Up and Listen	Thurs., 9:30-10:00 P.M. Fri., 9:30-10:00 P.M., Fri., 9:00-9:30 P.M.	36 36 36	D D D	9/20/45-6/14/46 7/5/46-9/7/46 10/4/46-6/27/47	Whitehall Broadcasting Montreal
International Silver Co., Hamilton	Silverware	Ozzie and Harriet Silver Theatre	Sun., 6:00-6:30 P.M. Sun., 6:00-6:30 P.M.	26	TC	1/6-6/16/46 9/22-12/29/46 6/28-9/15/46	Young & Rubicam Ltd., Toronto
S. C. Johnson & Son Ltd., Brantford	Johnson's Wax and Car-nu	Fibber McGee and Molly Fred Waring Show	Tues., 9:30-10:00 P.M. Tues., 9:30-10:00 P.M.	27	TC	10/2/45-6/11/46 10/1/46-3/25/47 6/18-9/24/46	Needham, Louis & Brorby Inc., N. Y.
S. C. Johnson & Son Ltd., Brantford	Johnson's Wax and Car-Nu	Qui Suis-je	Mon., 9:30-10:00 P.M.	6	F	1/7-7/1/46 9/16-12/9/46	Vickers & Benson Ltd., Montreal
Kelly, Douglas & Co. Ltd., Vancouver	Nabob Tea, Coffee, Spices, Baking Powder	Harmony House	Mon., 11:30-12:00 Mid.	13	TC	9/10/45-6/3/46 9/16/46-6/9/47	Stewart-Lovick Ltd., Vancouver
Kelly, Douglas & Co., Vancouver	Nabob Tea, Coffee, Spices, Baking Powder	Nabob Coffee Time	Mon.-Fri., 8:15-8:30 A.M.	3	S	12/3/45-6/7/46 9/9-11/29/46	Cockfield, Brown & Co., Vancouver
Kraft Cheese Co. Ltd., Toronto	Kraft Cheese, Salad Dressing	Kraft Music Hall	Thurs., 9:00-9:30 P.M.	28	TC	1/3-12/26/46	J. Walter Thompson, Montreal
Lambert Pharmacal Co. (Canada) Ltd., Toronto	Listerine Tooth Paste	Treasure Trail	Wed., 8:30-9:00 P.M.	5	S	10/30/46-1/22/47	Lambert & Feasley, N. Y.
Lamont Corliss & Co. Ltd., Toronto	Ponds Cosmetic Products	John and Judy	Tues., 9:00-9:30 P.M. Thurs., 8:30-9:00 P.M.	26	TC	1/1-6/25/46 9/5-12/26/46	J. Walter Thompson, Toronto
Lamont Corliss & Co. Ltd., Toronto	Ponds Creams and Powders	Ceux qu'on Aime	Wed., 8:00-8:30 P.M.	3	F	1/2-6/19/46 9/4-12/26/46	J. Walter Thompson, Toronto
Laura Secord Candy Shops Ltd.	Laura Secord Candies	Rex Battle	Mon. and Fri., 7:45- 8:00 P.M.	7	S	9/24/45-4/26/46 9/23/46-4/25/47	Cockfield, Brown & Co. Ltd., Toronto
S. F. Lawrason Co., Toronto	Ammonia	Name It	Fri., 7:30-7:45 P.M.	4	S	9/7/45-6/28/46	MacLaren Adv., Toronto
Lever Brothers Ltd., Toronto	Rinso	Amos 'N Andy	Tues., 9:00-9:30 P.M.	24	TC	10/1/46-9/23/47	Ruthrauff & Ryan Inc., N. Y.
Lever Bros. Ltd., Toronto	Lux Soap	Lux Radio Theatre	Mon., 9:00-10:00 P.M.	26	TC	12/31/45-6/24/46 8/26-12/23/46	J. Walter Thompson Co. Ltd., Toronto
Lever Bros. Ltd., Toronto	Lifebuoy Soap	Lucy Linton's Stories from Life	Mon.-Fri., 11:45-12:00 Noon (1:45-2:00 P.M. EDST)	27	TC	12/31/45-6/21/46	Ruthrauff & Ryan Inc., N. Y.
Lever Bros. Ltd., Toronto	Rinso	Lucy Linton's Stories from Life	Mon.-Fri., 12:15-12:30 P.M.; 2:45-3:00 P.M.	27	TC	6/24-12/27/46	Ruthrauff & Ryan Inc., N. Y.
Lever Bros. Ltd., Toronto	Lux Flakes	Laura Limited	Mon.-Fri., 11:45-12:00 Noon (1:45-2:00 P.M. EDST)	26	TC	6/24-12/31/46	J. Walter Thompson Co. Ltd., Toronto
Lever Bros. Ltd., Toronto	Rinso	Big Sister	Mon.-Fri., 12:15-12:30 P.M.; 2:45-3:00 P.M.	27	TC	12/31/45-6/21/46	Ruthrauff & Ryan Inc., N. Y.
Lever Bros. Ltd., Toronto	Lux and Rinso	Vers le Soleil avec Tante Lucie	Mon.-Fri., 1:30-1:45 P.M. (1:00-1:15 P.M. EDST)	9	F	1/1-12/31/46	Ruthrauff & Ryan, N. Y.
Lever Bros. Ltd., Toronto	Rinso	Grande Soeur	Mon.-Fri., 11:00-11:15 A.M.	10	F	1/1-6/21/46	Ruthrauff & Ryan Inc., N. Y.
Lever Bros. Ltd., Toronto	Lux Soap, Flakes	Coeur Atout	Mon.-Fri., 6:45-7:00 P.M.	9	F	9/30-12/31/46	J. Walter Thompson Co. Ltd., Toronto
Lever Bros. Ltd., Toronto	Pepsodent Tooth Paste	Un Homme et Son Peche	Mon.-Fri., 7:00-7:15 P.M.	9	F	9/24/45-6/28/46 9/2-9/20/46 9/28/46-9/19/47	Ruthrauff & Ryan Inc., N. Y.
J. Lyons & Co. (Canada) Ltd., Toronto	Tea and Coffee	The Money Makers	Thurs., 8:30-9:00 P.M.	3	S	10/3/46-6/26/47	Albert Jarvis Ltd., Toronto
MacDonald Tobacco Co., Montreal	Tobaccos	Curling Competition	Mon.-Thurs., 12:15- 12:30 A.M.	12	TC	3/4, 5, 6, 7/46	Harold F. Stanfield Ltd., Montreal
Maple Leaf Milling Co., Toronto	Red River Cereal, Brex and Flour	Jolly Miller Time	Wed., 8:00-8:30 P.M.	28	TC	10/10/45-4/3/46	Cockfield, Brown & Co. Ltd., Toronto
McColl-Frontenac Oil Co. Ltd., Montreal	McColl-Frontenac Products	Mosaïque Musicale	Wed., 8:30-9:00 P.M.	11	F	3/6-5/29/46 9/11-12/4/46	Ronalds Adv. Agency, Montreal
McColl-Frontenac Oil Co. Ltd., Montreal	McColl-Frontenac Products	Metropolitan Opera	Sat., 2:00 P.M. to conclusion	23	TC	12/1/45-3/30/46 11/16/46-3/15/47	Ronalds Adv. Agency, Montreal
McColl-Frontenac Oil Co. Ltd., Montreal	McColl-Frontenac Products	Texaco Star Theatre Eddie Bracken Show	Sun., 9:30-10:00 P.M.	38	D	10/7/45-9/22/46 9/29-12/29/46	Ronalds Adv. Agency, Montreal
Miles Laboratories Ltd., Toronto	Alka Seltzer and Vitamin Tablets	National Barn Dance Saturday Night Round-Up Starring Roy Rogers	Sat., 9:00-9:30 P.M.	26	D	1/5-9/28/46 10/5-12/28/46	Cockfield, Brown & Co. Ltd., Toronto
Molson's Brewery Ltd., Montreal	Institutional	Radio-Concert Canadien	Mon., 9:00-9:45 P.M.	10	F	10/7/46-3/31/47	Cockfield, Brown & Co. Ltd., Montreal

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Sponsor	Product	Program	Time	No. of Stations	Net-work*	Duration of Contract	Agency & City
Mother Parker's Tea Co., Toronto	Tea and Coffee	Musical Mysteries	Sat., 8:00-8:30 P.M.	6 7	S S	9/8/45-5/25/46 9/14/46-5/3/47	A. J. Denne & Co., Toronto
Northern Electric Co., Toronto	Electrical Appliances	Northern Electric Hour	Mon., 8:00-8:30 P.M.; 12:00-12:30 A.M.	30 7	D F	10/8/45-4/1/46	Harry E. Foster Agencies, Toronto
Northern Electric Co., Toronto	Electrical Appliances	Northern Electric Show featuring Mart Kenney	Mon., 8:00-8:30 P.M.	30 3	D F	4/8-7/1/46	Harry E. Foster Agencies, Toronto
Northern Electric Co., Toronto	Electrical Appliances	Northern Electric Hour	Mon., 8:00-8:30 P.M.; 11:30-12:00 Mid.	30 6	D F	10/7/46-3/31/47	Harry E. Foster, Toronto
Noxzema Chemical Co. of Canada Ltd., Toronto	Noxzema	Mayor of the Town	Sat., 8:30-8:55 P.M.	25	D	9/7/46-8/30/47	Ruthrauff & Ryan, N. Y.
Pepsodent Co., Ltd., Toronto	Toothpaste & Tooth Powder	Bob Hope	Tues., 10:00-10:30 P.M.	29	D	1/1-6/11/46 9/24-12/24/46	Ruthrauff & Ryan, Inc., N. Y.
Pepsodent Co., Ltd., Toronto	Toothpaste & Tooth Powder	The Man Called X	Tues., 10:00-10:30 P.M.	29	D	6/18-9/17/46	Ruthrauff & Ryan, Inc., N. Y.
Philco Corp. of Canada, Ltd., Toronto	Radios, Refrigerators	Radio Hall of Fame Stairway to the Stars	Sun., 6:00-6:30 P.M.	29	D	12/2/45-4/28/46 5/5-5/26/46	Hutchins Adv. Co. of Canada, Ltd., Philadelphia
Philco Corp. of Canada, Ltd., Toronto	Radios, Phonographs	Bing Crosby	Wed., 10:00-10:30 P.M.	11	D	10/16/46-7/9/47	Hutchins Adv. Co. of Canada, Ltd., Philadelphia
Philco Corp. of Canada Ltd., Toronto	Radios, Phonographs	Bing Crosby	Thurs., 10:30-11:00 P.M.	9	D	12/19/46-7/10/47	Hutchins Adv. Co. of Canada, Ltd., Philadelphia
Procter & Gamble Co., Toronto	Ivory Soap, Oxydol	Road of Life	Mon.-Fri., 11:00-11:15 A.M. (1:45-2:00 P.M. EDST)	21	TC	7/2/45-6/28/46	Compton Adv., N. Y.
Procter & Gamble Co., Toronto	Oxydol	Road of Life	Mon.-Fri., 11:00-11:15 A.M. (1:45-2:00 P.M. EDST)	17	TC	7/1/46-6/27/47	Dancer-Fitzgerald-Sample Inc., Chicago
Procter & Gamble Co., Toronto	Ivory Soap, Oxydol	Big Sister	Mon.-Fri., 11:00-11:15 A.M.	5	TC	6/25/46-6/30/47	Compton Adv., N. Y.
Procter & Gamble Co., Toronto	Ivory Soap	Big Sister	Mon.-Fri., 11:15-11:30 A.M. (2:00-2:15 P.M. EDST)	17	TC	6/25/46-6/30/47	Compton Adv., Inc., N.Y.
Procter & Gamble Co., Toronto	Ivory Snow, Crisco	Woman of America	Mon.-Fri., 3:00-3:15 P.M. (4:00-4:15 P.M. EDST)	22	TC	7/2/45-6/30/46	Benton & Bowles, Inc., N. Y.
Procter & Gamble Co., Toronto	Ivory Snow	Life Can Be Beautiful	Mon.-Fri., 3:00-3:15 P.M. (4:00-4:15 P.M. EDST)	22	TC	7/1/46-6/27/47	Benton & Bowles, Inc., N. Y.
Procter & Gamble Co., Toronto	Oxydol	Ma Perkins	Mon.-Fri., 3:15-3:30 P.M. (4:15-4:30 P.M. EDST)	22	TC	7/2/45-6/30/46 7/1/46-6/27/47	Dancer-Fitzgerald-Sample, Inc., Chicago
Procter & Gamble Co., Toronto	Camay & Chipso	Pepper Young's Family	Mon.-Fri., 3:30-3:45 P.M. (4:30-4:45 P.M. EDST)	22	TC	7/2/45-6/30/46 7/1/46-6/27/47	Pedlar & Ryan, Inc., N. Y.
Procter & Gamble Co., Toronto	Ivory Soap, Spic & Span, Oxydol	Right to Happiness	Mon.-Fri., 3:45-4:00 P.M.	16	TC	7/2/45-6/28/46 7/1/46-6/27/47	Compton Adv., Inc., N. Y.
Procter & Gamble Co., Toronto	Drene Shampoo, Oxydol	Jack Smith	Mon.-Fri., 7:15-7:30 P.M.	23	TC	8/19/46-6/27/47	Dancer-Fitzgerald-Sample, N. Y.
Procter & Gamble Co., Toronto	Drene Shampoo	Rudy Vallee	Thurs., 10:30-11:00 P.M.	23	D	11/8/45-6/27/46	Kastor & Sons
Procter & Gamble Co., Toronto	Camay	Vie de Famille	Mon.-Fri., 10:30-10:45 A.M. (12:45-12:59 P.M. EDST)	4	F	7/2/45-6/28/46	Pedlar & Ryan, Inc., N. Y.
Procter & Gamble Co., Toronto	Camay	Vie de Famille	Mon.-Fri., 1:00-1:15 P.M. (12:45-12:59 P.M. EDST)	3	F	7/1/46-6/27/47	Pedlar & Ryan, Inc., N. Y.
Procter & Gamble Co., Toronto	Barsalou & Drene	Quelles Nouvelles	Mon.-Fri., 12:15-12:30 P.M. (11:00-11:15 A.M. EDST)	4	F	7/2/45-6/28/46	Compton Adv., Inc., N. Y.
Procter & Gamble Co., Toronto	Barsalou & Drene	Quelles Nouvelles	Mon.-Fri., 11:00-11:15 A.M.	4	F	7/1/46-6/27/47	Compton Adv., Inc., N. Y.
Procter & Gamble Co., Toronto	Oxydol	La Rue Principale	Mon.-Fri., 1:00-1:15 P.M. (12:15-12:30 P.M. EDST)	3	F	7/2/45-6/28/46	Dancer-Fitzgerald-Sample, Chicago
Procter & Gamble Co., Toronto	Oxydol	La Rue Principale	Mon.-Fri., 12:15-12:30 P.M.	3	F	7/1/46-6/27/47	Dancer-Fitzgerald-Sample, Chicago
Procter & Gamble Co., Toronto	Ivory & Oxydol	Metropole	Mon.-Fri., 7:15-7:30 P.M.	3	F	7/2/45-6/28/46 7/1/46-6/27/47	Compton Adv., Inc., N. Y.
Purity Flour Mills, Ltd., Montreal	Flour	La Soiree au Vieux Moulin	Fri., 9:00-9:30 P.M.	10	F	11/1/46-4/25/47	McKim Adv., Ltd., Montreal
Quaker Oats Co., Ltd., Peterborough	Quaker Oats, Aunt Jemima Flour	Those Websters	Fri., 9:30-10:00 P.M.	29	D	1/4-2/22/46	Spitzer & Mills, Ltd., Toronto
Radiomonde, Montreal	Radio World	Le Moulin de la Chanson	Wed. & Fri., 2:00-2:15 P.M.	3	F	1/2-3/29/46	
Radiomonde, Montreal	Radio World	Le Moulin de la Chanson	Wed., 2:00-2:15 P.M. (2:45-3:00 P.M. EDST)	3	F	4/3-10/4/46	
Radiomonde, Montreal	Radio World	Le Moulin de la Chanson	Wed. & Fri., 2:45-3:00 P.M.	3	F	10/9/46-3/28/47	
RCA Victor Co., Ltd., Montreal	RCA Victrola, Records, Radios	Voice of Victor	Thurs., 8:30-9:00 P.M.	25	TC	9/27/45-4/25/46	Spitzer & Mills, Ltd., Toronto
RCA Victor Co., Ltd., Montreal	RCA Victrola, Records, Radios	Wayne & Shuster Show	Thurs., 9:30-10:00 P.M.	25	TC	9/12/46-6/5/47	Spitzer & Mills, Ltd., Toronto
Robin Hood Flour Mills, Ltd., Toronto	Flour & Oats	They Tell Me, Claire Wallace	Mon., Wed., Fri., 1:45- 2:00 P.M. (1:30-1:45 P.M. EDST)	27	TC	9/3/45-5/31/46	Young & Rubicam, Ltd., Toronto
Robin Hood Flour Mills, Ltd., Toronto	Flour & Oats	They Tell Me, Claire Wallace	Mon., Wed., Fri., 1:45- 2:00 P.M. (1:30-1:45 P.M. EDST)	27	TC	8/19/46-5/16/47	Young & Rubicam, Ltd., Toronto
Robin Hood Flour Mills, Ltd., Toronto	Flour	Les Talents de Chez-Nous	Thurs., 8:00-8:30 P.M.	8	F	10/4/45-6/27/46	Young & Rubicam, Ltd., Montreal
Robin Hood Flour Mills, Ltd., Toronto	Flour	Les Talents de Chez-Nous	Thurs., 8:00-8:30 P.M.	10	F	8/22/46-5/15/47	Young & Rubicam, Ltd., Montreal
Ronson Art Metal Works, Toronto	Ronson Lighters & Lighter Necessities	Twenty Questions	Sat., 8:00-8:30 P.M.	20	D	10/5/46-6/28/47	Cecil & Presbrey, Inc., N. Y.
Robert Simpson Co., Ltd., Toronto	Institutional	Christmas Carols	Mon.-Sat., 9:10-9:30 A.M.	8	S	12/18-24/46	Locke, Johnson & Co., Toronto

**ADVERTISERS USING CBC NETWORK DURING 1946**  
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Sponsor	Product	Program	Time	No. of Stations	Net-work'	Duration of Contract	Agency & City
Robert Simpson (Eastern) Ltd., Halifax	Institutional	Christmas Carols	Mon.-Sat., 8:00-8:15 A.M.	5	TC	12/16-24/46	No Agency
Robert Simpson Co., Ltd., Toronto	Institutional	Toronto Symphony "Pops" Concert	Fri., 8:00-9:00 P.M.	26 3	TC F	10/26/45-4/5/46	Harry E. Foster Agencies, Toronto
Robert Simpson Co., Ltd., Toronto	Institutional	Toronto Symphony "Pops" Concert	Fri., 8:00-9:00 P.M.	26 8	TC F	10/18/46-4/11/47	Harry E. Foster Agencies, Toronto
Socony Vacuum Oil Co. of Canada, New York	Socony Products	Information Please	Mon., 9:30-10:00 P.M.	29	D	9/10/45-2/4/46 2/11-6/24/46	Cockfield, Brown & Co., Ltd., Toronto
St. Lawrence Starch Co., Port Credit	Beehive Syrup, Durham Corn Starch, & Laundry Starch	Wes McKnight	Sat., 7:00-7:15 P.M.	24	TC	10/27/45-3/16/46	McConnell, Eastman & Co., Ltd., Toronto
St. Lawrence Starch Co., Port Credit	Beehive Syrup, Durham Corn Starch & Laundry Starch	NHL Interviews—Wes McKnight	Sat., 6:45-7:00 P.M.	24	TC	10/19/46-3/22/47	McConnell, Eastman & Co., Ltd., Toronto
St. Lawrence Starch Co., Port Credit	Starch	NHL Interviews—Michael Normandin	Sat., 6:45-7:00 P.M.	3	F	10/19/46-3/22/47	McConnell, Eastman & Co., Ltd., Toronto
Sterling Drug Inc., Windsor	Aspirin	Album of Familiar Music	Sun., 9:30-10:00 P.M.	25 5	TC F	7/15/45-7/7/46	Dancer-Fitzgerald-Sample, Chicago
Sterling Drug Inc., Windsor	Aspirin	Album of Familiar Music	Sun., 9:30-10:00 P.M.	26 5	TC F	7/14/46-7/6/47	Dancer-Fitzgerald-Sample, Chicago
Sterling Drug Inc., Windsor	Philips Milk of Magnesia Products and Aspirin	Waltz Time	Fri., 9:30-10:00 P.M.	25 5	TC F	1/26/45-1/18/46 1/25/46-1/17/47	Dancer-Fitzgerald-Sample, Chicago
Sterling Drug Inc., Windsor	Bayer Aspirin	Les Secrets du Dr. Morhanges	Tues., 8:00-8:30 P.M.	4	F	1/1-12/24/46	Dancer-Fitzgerald-Sample, N. Y.
Standard Brands Ltd., Montreal	Tender Leaf Tea	Fred Allen	Sun., 8:30-9:00 P.M.	34	D	10/6-12/29/46	J. Walter Thompson Co. Ltd. Montreal
Standard Brands Ltd., Montreal	Chase & Sanborn Coffee	Charlie McCarthy Show	Sun., 8:00-8:30 P.M.	28	TC	1/6-5/26/46 9/1-12/29/46	J. Walter Thompson Co. Ltd., Montreal
Standard Brands Ltd., Montreal	Chase & Sanborn Coffee	Alec Templeton	Sun., 8:00-8:30 P.M.	28	TC	6/2-8/25/46	J. Walter Thompson Co., Ltd. Montreal
Swift Canadian Co. Ltd., Toronto	Meats	Breakfast Club	Mon.-Fri., 9:30-9:45 A.M.; 11:30-11:45 A.M. (12:30-12:45 P.M. EDST)	27	TC	10/29/45-5/31/46	J. Walter Thompson Co., Toronto
Swift Canadian Co. Ltd., Toronto	Meats	Breakfast Club	Mon.-Fri., 9:15-9:45 A.M. 11:15-11:45 A.M. (12:15-12:45 P.M. EDST)	27	TC	6/3-10/25/46 10/28/46-10/24/47	J. Walter Thompson Co., Toronto
Swift Canadian Co. Ltd., Toronto	Meats	Courier Confidences	Mon., Wed., Fri., 10:15-10:30 A.M.	3	TC	11/5/45-8/2/46 9/23/46-8/1/47	J. Walter Thompson Co., Toronto
Tip Top Tailors, Toronto	Clothing	Music for Canadians	Sun., 8:30-9:00 P.M.	36	D	10/7/45-4/7/46	McConnell, Eastman & Co. Ltd., Toronto
Tip Top Tailors, Toronto	Clothing	Music for Canadians	Sun., 7:30-8:00 P.M.	28	TC	10/6/46-3/30/47	McConnell, Eastman & Co. Ltd., Toronto
Tuckett Limited, Hamilton	Cigarettes and Tobacco	Curtain Time at Buckingham Theatre	Wed., 9:30-10:00 P.M.	30	TC	9/12/45-6/5/46 9/11/46-12/11/46	MacLaren Adv. Co. Ltd., Toronto
Tuckett Limited, Hamilton	Cigarettes and Tobacco	Curtain Time at Buckingham Theatre	Wed., 9:30-10:00 P.M.	44	D	12/18/46-6/4/47	MacLaren Adv. Co. Ltd., Toronto
Underwood Ltd., Toronto	Typewriters and Office Machines	Marjorie Lea Underwood Hour	Sun., 1:30-2:00 P.M.	18	D	10/13/46-4/6/47	J. J. Gibbons Ltd., Toronto
Wartime Prices & Trade Board, Ottawa	Ration Regulations	George's Wife	Mon.-Fri., 11:30-11:45 A.M. 12:30-12:45 P.M. (1:45-2:00 P.M. EDST) 2:30-2:45 P.M.	49	TC	8/13/45-6/28/46	MacLaren Adv. Co. Ltd., Toronto
Wartime Prices & Trade Board, Ottawa	Ration Regulations	Household Counsellor	Mon.-Fri., 11:40-11:45 A.M.; 12:40-12:45 P.M. (1:40-2:00 P.M. EDST) 2:40-2:45 P.M.	31	TC	7/1/46-3/28/47	MacLaren Adv. Co. Ltd., Toronto
Wartime Prices & Trade Board, Ottawa	Ration Regulations	La Metairie Rancourt	Mon.-Fri., 11:15-11:30 A.M.	15	F	6/21/45-7/12/46	Canadian Adv., Montreal
Wartime Prices & Trade Board, Ottawa	Ration Regulations	L'Ami du Consommateur	Mon.-Fri., 11:15-11:20 A.M.	10	F	7/15/46-3/31/47	Canadian Adv., Montreal
Whitehall Pharmacal (Canada) Ltd., Toronto	Kolynos, Anacin	Ellery Queen	Wed., 7:30-8:00 P.M.; 12:30-1:00 A.M.	30	D	1/2-7/17/46	Young & Rubicam Ltd., Toronto
Whitehall Pharmacal (Canada) Ltd., Toronto	Kolynos, Anacin	George's Wife	Mon.-Fri., 11:30-11:40 A.M.; 12:30-12:40 P.M. (1:45-1:55 P.M. EDST) 2:30-2:40 P.M.	24	TC	9/9/46-6/6/47	Young & Rubicam Ltd., Toronto
Whitehall Pharmacal (Canada) Ltd., Toronto	Kolynos, Anacin	Stars to Be	Tues. and Thurs., 1:45-2:00 P.M. (1:30-1:45 P.M. EDST)	25	TC	2/5-8/1/46 10/8/46-1/2/47	Young & Rubicam Ltd., Toronto
Wildroot Co., Buffalo	Wildroot Toilet Articles	King Cole Trio Time	Sat., 5:45-6:00 P.M.	28	D	11/9/46-11/1/47	Batten, Barton, Durstine & Osborn Inc., N. Y.
Wm. Wrigley Jr. Co. Ltd., Toronto	Gum	Treasure Trail	Tues., 10:30-11:00 P.M.	10	D	8/7/45-7/30/46 8/6/46-10/22/47	Jack Murray Ltd., Toronto
Wm. Wrigley Jr. Co. Ltd., Toronto	Gum	Treasure Trail	Wed., 8:30-9:00 P.M.	6	S	11/28/45-10/23/46	Jack Murray Ltd., Toronto
York Knitting Mills Ltd., Toronto	Yarns and Knitted Products	Singing Stars of Tomorrow	Sun., 5:30-6:00 P.M.; 5:03-6:00 P.M.	26	TC	11/4/45-4/21/46 4/28/46 only	Cockfield, Brown & Co. Ltd., Toronto
York Knitting Mills Ltd., Toronto	Yarns and Knitted Products	Singing Stars of Tomorrow	Sun., 5:30-6:00 P.M.; 5:03-6:00 P.M.	26	TC	11/3/46-4/20/47 4/27/47 only	Cockfield, Brown & Co. Ltd., Toronto



## ADVERTISERS USING CBS NETWORK DURING 1946

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American Home Products Corp., Jersey City (Whitehall Pharmacal Co. Div.)	Anacin, Kolynos	Give and Take eff 9/30 Hollywood Jackpot	Mon., Wed., Fri., 4:30-5:00 P.M.	24	6/8/46—	Dancer-Fitzgerald-Sample, N. Y.
American Home Products Corp., Jersey City (Whitehall Pharmacal Co. Division)	Anacin	Ellery Queen	Wed., 7:30-8:00 P.M.; 12:30-1:00 A.M.	54+ CBC	10/24/45-8/28/46	Ruthrauff & Ryan, N. Y. Young & Rubicam, Toronto
American Home Products Corp., Jersey City (Whitehall Pharmacal Co. Division)	Anacin, Kolynos	Ellery Queen	Wed., 7:30-8:00 P.M.	54	10/9/46—	Ruthrauff & Ryan, N. Y. eff 11/20 Sullivan, Stauffer, Colwell & Bayles, N. Y.
American Home Products Corp., Jersey City (Whitehall Pharmacal Co. Division)	Anacin	Our Gal Sunday	Mon.-Fri., 12:45-1:00 P.M.	138	9/17/45—	Dancer-Fitzgerald-Sample, N. Y.
American Home Products Corp., Jersey City (Whitehall Pharmacal Co. Division)	Bisodol, Kolynos	Romance of Helen Trent	Mon.-Fri., 12:30-12:45 P.M.	136	9/17/45-9/27/46	Dancer-Fitzgerald-Sample, N. Y.
American Home Products Corp., Jersey City (Was the Chef Boy-Ar-Dee Quality Foods, Inc. and acquired by AHP 2/2/46)	Chef Boy-Ar-Dee Spaghetti Dinner eff 5/18 Chef Boy-Ar-Dee Quality Foods	Give and Take	Sat., 10:00-10:30 A.M. eff 10/5 Sat., 11:30-12:00 Noon	149	8/25/45-12/28/46	McJunkin Adv. Co., Chicago
American Home Products Corp., Jersey City	Duff's Ready-to-Bake Mixes	Meet the Missus	Mon., Wed., Fri., 2:45-3:00 P.M. PST	23*	12/31/45-6/28/46	W. Earl Bothwell, Pittsburgh
American Home Products Corp., Jersey City (American Home Foods Inc. division)	G. Washington Coffee	Surprise Party	Tues., Thurs., 3:00-3:30 P.M.	36-61	7/2/46-12/26/46	Ruthrauff & Ryan, N. Y.
American Home Products Corp., Jersey City (Whitehall Pharmacal Co. division)	Kolynos, Neet	Romance of Helen Trent	Mon.-Fri., 12:30-12:45 P.M.	136	9/30/46—	Dancer-Fitzgerald-Sample, N. Y.
American Home Products Corp., Jersey City (Whitehall Pharmacal Co. division)	Kolynos	Mr. Keed, Tracer of Lost Persons	Thurs., 7:30-8:00 P.M.	52	10/25/45—	Dancer-Fitzgerald-Sample, N. Y.
American Oil Co., Baltimore	Lubricants and Service Stations	Edward R. Murrow	Sun., 1:45-2:00 P.M.	54	8/19/45-5/12/46	Joseph Katz Co., Baltimore
American Oil Co., Baltimore	Lubricants and Service Stations	CBS World News	Thurs., 6:00-6:15 P.M.	51	8/16/45-2/7/46	Joseph Katz Co., Baltimore
American Tobacco Co., New York	Lucky Strikes Cigarettes	Your Hit Parade	Sat., 9:00-9:45 P.M.	157	4/28/45—	Foote, Cone & Belding, N. Y.
Anchor Hocking Glass Corp., Lancaster, O.	Anchorglass, Fire King Ovenglass	Hobby Lobby eff 8/8 Crime Photographer	Thurs., 9:30-10:00 P.M.	141	1/3/46—	Wm. H. Weintraub & Co., N. Y.
Armstrong Cork Co., Lancaster, Pa.	Armstrong Quaker Rugs, Linoleum Products, Floor Coverings	Armstrong Theater of Today	Sat., 12:00-12:30 P.M.	150	9/29/45	Batten, Barton, Durstine & Osborn, Inc., N. Y.
Ballard & Ballard Co., Louisville	Ballard's Obelisk Flour and other milling products	Renfro Valley Folks	Sun., 9:15-9:45 A.M.; Wed.- Sat., 8:15-8:39 A.M. aft. 4/27 cancel weekday	25	8/1/45—	Henri, Hurst & McDonald, Chicago
Barron-Gray Packing Co., San Jose	Health Vegetable Juice	Ona Munson in Hollywood	Fri., 9:55-10:00 P.M. PST	10*	10/19/45	Long Adv. Service, San Jose
Bekins Van & Storage Co., Seattle	Moving and Storage	Harry W. Flannery	Mon., Wed., Fri., 5:30-5:45 P.M. PST	7*	9/24/45—	Brooks Adv. Agcy., Los Angeles
The Borden Co., New York	All Products	Ginny Simms Show 6/10 Tommy Riggs and Betty Lou 9/20 Ginny Simms Show	Fri., 7:30-8:00 P.M.; 9:00- 9:30 P.M. eff 2/1 rept. 11:30-11:55 P.M. eff 9/20 Fri., 9:00-9:30 P.M.	152	7/6/45—	Young & Rubicam, N. Y.
The Borden Co., New York	Instant Coffee	County Fair	Sat., 1:30-2:00 P.M.	153	12/8/45	Kenyon & Eckhardt, N. Y.
Bourjois Inc., New York	Cosmetics and Perfumes	Powder Box Theater with Danny O'Neil, Ray Bloch's Orch. 4/20 Tony Martin Show	Thurs., 10:30-11:00 P.M. 4/20 Sat., 7:30-8:00 P.M. 5/4 rept. 12:45-1:15 A.M. 10/5 rept. 9:00-9:30 P.M.	141	10/11/45-10/5/46	Foote, Cone & Belding, N. Y.
Bowey's Inc., Chicago	Dari-Rich Products	Stars Over Hollywood	Sat., 12:30-1:00 P.M.	52	9/22/45—	Sorensen & Co., Chicago
E. L. Bruce Co., Memphis	Bruce Floor Cleaner	Front Page Features with Knox Manning	Mon., Wed., Fri., 4:00- 4:15 P.M. PST 9/30 Mon., Wed., Fri., 5:00- 5:15 P.M. PST	11*	9/2/46—	Christiansen Adv. Agcy., Chicago
Calif. Prune & Apricot Growers Assn.	Sunsweet Tenderized Fruit	Suprise Theater	Sun., 8:25-8:30 P.M. PST	13	12/15/46	Long Adv. Service, San Francisco
California War Veterans Committee for Proposition No. 2	Political	Talks	Sun., 5:30-6:45 P.M. PST	7*	10/13/46-11/3/46	Whitaker & Baxter, San Francisco
Campana Sales Co., Batavia	All Products	First Nighter	Sat., 7:30-8:00 P.M.	142	10/20/46-4/31/46	Wallace-Ferry-Hanty Co., Chicago
Campbell Soup Co., Camden	Campbell Soup	Robert Trout with the News Till Now	Mon.-Fri., 6:45-7:00 P.M.	24-130	4/1/46—	Ward Wheelock Co., Phila.
Campbell Soup Co., Camden	All Products	Request Performance 4/28 Corliss Archer 10/5 Campbell Room starring Hildegard	Sun., 9:00-9:30 P.M.	142+ CBC	9/9/45—	Ward Wheelock Co., Phila.
Campbell Soup Co., Camden	Campbell Soup	Jack Carson Show	Wed., 8:00-8:30 P.M.; 12:00- 12:30 A.M.	142+ CBC	2/28/45-6/26/46 10/2/46—	Ward Wheelock Co., Phila.
Campbell Soup Co., Camden	All Products	Carroll Alcott, News	Mon.-Sat., 8:55-9:00 A.M. PST	11*	10/1/45—	Ward Wheelock Co., Phila.
Canada Dry Ginger Ale Inc., New York	Canada Dry Beverages	Sparkle Time with Meredith Willson	Fri., 7:30-8:00 P.M.; 11:30- 11:55 P.M.	143	10/4/46—	J. M. Mathes, Inc., N. Y.
Carnation Co., Milwaukee	Carnation Evaporated Milk and Friskies Dog Food	Lone Journey	Mon.-Fri., 2:30-2:45 P.M.	62	9/30/46—	Erwin Wasey & Co., Chicago
Celanese Corp. of America, New York	Celanese Products	Great Moments in Mu	Wed., 10:00-10:30 P.M.	142	1/2/46-6/26/46	Young & Rubicam, N. Y.
Chemicals Inc., Oakland	Vano Household Chemical	Don't You Believe It	Sat., 9:45-10:00 P.M. PST 5/4 Sat., 9:15-9:30 P.M. PST 10/5 Sat., 9:45-10:00 P.M. PST	11*	11/3/45-10/26/46	Garfield & Guild, San Francisco
Chemicals Inc., Oakland	Vano Household Chemical	Meet the Missus	Fri., 2:30-2:45 P.M. PST	11*	12/20/46—	Garfield & Guild, San Francisco

\*Pacific Coast Stations only  
†New York State regional only

(Continued)

5000 watts



104%



## Happy Coincidence\*

WCSC shortly goes 5000 watts full time. This coincides happily with a fact that Printer's Ink Magazine gleaned from a mass of market data the other day:

**Retail sales in Charleston  
increased 104%  
in the years 1939 through 1945.**

But that's not the complete story. Charleston and the Coastal Carolina area is a great and growing market. How *great* and how *growing* is indicated by some facts *we* gleaned from a mass of market data:

1. There are 38,000 radio homes<sup>1</sup> in Charleston County — more radio homes than any county in South Carolina, North Carolina or Georgia, with the exception of Atlanta.
2. Charleston bank debits to individual accounts, June through August, were \$146,980,000. A gain of 20% — largest percentage gain in the Richmond Federal Reserve area.
3. 35 rich new industries (among them Todd Shipbuilding Corporation and Manhattan Shirt Co.) have come to Charleston in the past year.

4. Charleston's great new \$10,000,000 harbor, funneling goods to and from the nation, is pulling in profit-making commerce from all over the world.

5. Forward-looking Charleston businessmen have raised more than a half-million dollars to bring new industry to Charleston and to provide new homes for new industry.

WCSC covers this *great* and *growing* market, reaching to every corner of 17 counties in South and North Carolina. And with the coming increase in night-time power to 5000 watts (construction permit granted) WCSC will, more than ever, *sell* Charleston and the Coastal Carolina area.

# WCSC



**Charleston, South Carolina**

John M. Rivers, Owner

Represented Nationally by

Free & Peters

\*Increase in power for WCSC, increase in retail sales for Charleston.

<sup>1</sup>BMB Radio Homes, 1946.

**ADVERTISERS USING CBS NETWORK DURING 1946**  
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Sponsor	Product	Program	Time	No. of Stations	Duration of Contracts	Agency & City
Chesebrough Mfg. Co., New York	Vaseline Petroleum Jelly, Hair Tonic	Dr. Christian	Wed., 8:30-8:55 P.M.; 11:30-11:55 P.M.	158	10/24/45—	McCann-Erickson, N. Y.
Chrysler Corp., Detroit	Motor Cars	Music of Andre Kostelanetz	Thurs., 9:00-9:30 P.M.	144	9/6/45-5/30/46	Ruthrauff & Ryan, Inc., N. Y.
Citizens Committee for Epstein, New York	Political	Talk by Henry Epstein	Sat., 6:30-6:45 P.M.	10†	11/2/46 only	Blaine-Thompson Co., N. Y.
Colgate-Palmolive-Peet Co., Jersey City	Colgate Tooth Powder, Halo Shampoo	Theater of Romance 9/3 Mel Blanc Show	Tues., 8:30-8:55 P.M.; 11:30-11:55 P.M.	145	7/3/45—	Sherman & Marquette, Inc., Chicago Spitzer & Mills, Ltd., Toronto
Colgate-Palmolive-Peet Co., Jersey City	Super Suds	Blondie	Sun., 7:30-8:00 P.M.; 11:30-12:00 Mid.	145	8/12/45—	Wm. Esty & Co., N. Y.
Colonial Dames Inc., Hollywood	Cosmetics	Meet the Miasus	Tues., 2:30-2:45 P.M. PST	11*	2/27/45-5/28/46	Abbott Kimball Co., N. Y. 2/19 Hixson-O'Donnell Adv., Los Angeles
Colonial Dames Inc., Hollywood	Cosmetics	Song of the Week 3/3 Surprise Theater	Sun., 8:25-8:30 P.M. PST	13*	12/16/45—	Abbott Kimball Co., N. Y. 2/19 Hixson-O'Donnell Adv., Los Angeles
Continental Baking Co. Inc.,	Wonder Bread and Hostess Cake	Bachelor's Children 9/30 Grand Slam	Mon.-Fri., 10:45-11:00 A.M.; 3:45-4:00 P.M. 9/30 Mon.-Fri., 11:30-11:45 A.M.	47	11/26/45—	Ted Bates Inc., N. Y.
Continental Can Co., New York	Packaging, Plastic Products	Continental Celebrity Club	Sat., 10:15-10:45 P.M.	146	1/5/46-6/29/46	Batten, Barton, Durstine & Osborn, N. Y.
Cream of Wheat Corp., Minneapolis	Cream of Wheat Cereal	Let's Pretend	Sat., 11:05-11:30 A.M.	143	9/22/45—	Batten, Barton, Durstine & Osborn, N. Y.
Cresta Blanca Wine Co., New York	Cresta Blanca Wines	This is My Best	Tues., 9:30-10:00 P.M.	120	9/13/45-5/28/46	Batten, Barton, Durstine & Osborn, N. Y.
Cresta Blanca Wine Co., New York	Cresta Blanca Wines	Hollywood Players	Tues., 9:30-10:00 P.M.	117	9/3/46—	Batten, Barton, Durstine & Osborn, N. Y.
Cudahy Packing Co., Chicago	Old Dutch Cleanser	Tena and Tim	Mon.-Fri., 2:45-3:00 P.M. 4/29 Mon.-Fri., 11:30-11:45 A.M.	45	8/6/45—	Grant Adv., Chicago
Curtiss Candy Co., Chicago	Butterfinger Candy and other products	Warren Sweeney	Sat., Sun., 11:00-11:05 A.M.	140	12/29/45—	C. L. Miller Co., N. Y.

**THE PACIFIC NORTHWEST MEANS ...**

**KIRO**

**SEATTLE • TACOMA**

**A RICH MARKET — SERVED BY AN  
OUTSTANDING RADIO STATION**

*The Friendly Station*

**50,000 Watts  
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Sponsor	Product	Program	Time	No. of Stations	Net-work*	Duration of Contract	Agency & City
Democrats for Earl Warren, L. A.	Political	Talk	Tues., 8:45-9:00 P.M. PST	7*		5/28/46 only	Elwood J. Robinson Adv. Agcy., Los Angeles
Democratic Central Committee, L. A.	Political	Talks	Wed., 9:30-9:45 P.M. PST Thurs., 6:30-6:45 P.M. PST Sat., 9:45-10:00 P.M. PST	7*		5/1/46-6/1/46	Hixson-O'Donnell Adv., Los Angeles
Democratic State Committee, L. A.	Political	Talk	Mon., 8:00-8:30 P.M. PST	7*		6/3/46 only	Hixson-O'Donnell Adv., Los Angeles
Democratic State Central Committee, L. A.	Political	Will Rogers, Jr. for U. S. Senator	Sun., 11:00-11:15 A.M. PST	7*		10/6/46 only	Hixson-O'Donnell Adv., Los Angeles
Democratic State Committee, New York	Political	James Mead	Wed., 6:15-6:30 P.M.	10†		10/16/46 only	Blaine-Thompson Co., N. Y.
Democratic State Committee, New York	Political	Henry Epstein	Fri., 6:15-6:30 P.M.	10†		10/18/46 only	Blaine-Thompson Co., N. Y.
Democratic State Committee, New York	Political	Herbert Lehman	Thurs., 6:15-6:30 P.M.	10†		10/31/46 only	Blaine-Thompson Co., N. Y.
Democratic State Committee, New York	Political	James Mead	Tues., 6:15-6:30 P.M.	10†		10/22 and 29 only	Blaine-Thompson Co., N. Y.
Democratic State Committee, New York	Political	James Mead	Fri., 6:15-6:30 P.M.	10†		11/1/46 only	Blaine-Thompson Co., N. Y.
Democratic State Committee, New York	Political	Henry Epstein	Sat., 6:30-6:45 P.M.	10†		11/2/46 only	Blaine-Thompson Co., N. Y.
Democratic State Committee, New York	Political	Paul E. Fitzpatrick	Mon., 6:30-6:45 P.M.	10†		11/4/46 only	Blaine-Thompson Co., N. Y.
Electric Auto-Lite Co., Toledo	Spark Plugs, Batteries, Ignition Systems, other auto accessories	Dick Haymes Show	Sat., 8:00-8:30 P.M.; 11:00-11:30 P.M. eff 6/6 Thurs., 9:00-9:30 P.M.; 1:00-1:30 A.M. eff 10/3 cancel repeat	153+ CBC		10/13/45—	Ruthrauff & Ryan, N. Y.
Electric Companies Advertising Program	Institutional	Electric Hour with Nelson Eddy 6/16-9/22 Summer Electric Hour 9/29 The Hour of Charm with Phil Spitalny's Orch.	Sun., 4:30-5:00 P.M.	145		7/22/45—	N. W. Ayer & Son, N. Y.
Elgin National Watch Co., Elgin, Ill.	Watches	Two Hours of Stars	Thurs., 4:00-6:00 P.M.	158		11/28/46 only	J. Walter Thompson Co., Chicago
Elgin National Watch Co., Elgin, Ill.	Watches	Two Hours of Stars	Wed., 4:00-6:00 P.M.	159		12/25 only	J. Walter Thompson Co., Chicago
Emerson Drug Co., Baltimore	Bromo-Seltzer	Vox Pop 4/29 Forever Ernest 7/29 Inner Sanctum	Mon., 8:00-8:30 P.M.	146		7/28/45—	McCann-Erickson, N. Y. eff 4/29 Batten, Barton, Durstine & Osborn, Inc., N. Y.
Eversharp Inc., Chicago	Eversharp Pens, Pencils, Take It or Leave It Red Top Lead		Sun., 10:00-10:30 P.M.	159+ CBC		9/16/45—	The Biow Co. Inc., N. Y.
Eversharp Inc., Chicago	Eversharp Pens, Pencils, Maisie Red Top Lead		Wed., 9:30-10:00 P.M. eff 3/8 Fri., 10:30-11:00 P.M.	154		1/2/46-6/28/46 ret. 8/16/46—	The Biow Co. Inc., N. Y.
Eversharp Inc., Chicago	Schick Razors & Blades	Tonight on Broadway	Mon., 10:30-11:00 P.M.	58		5/13/46-11/4/46	The Biow Co. Inc., N. Y.
"42" Products Inc., Los Angeles	All Products	Bob Garred News	Tues., Thurs., Sat., 5:45-5:55 P.M. PST	10*		6/18/46—	Brisacher, Van Norden & Staff, San Francisco

(Continued)

# KROY

*Sacramento, California*

*Columbia's Basic Station for California's Capital*

Represented Nationally By

**AVERY-KNODEL, Inc.**    **New York**    —    **Chicago**    —    **San Francisco**    —    **Los Angeles**

**ADVERTISERS USING CBS NETWORK DURING 1946**  
(Continued)

Sponsor	Product	Programme	Time	No. of Stations	Net-work*	Duration of Contract	Agency & City
Ferry-Morse Seed Co., Detroit	Seeds	Garden Gate	Sat., 9:15-9:30 A.M.	189		1/19/46-5/18/46	MacManus, John & Adams, Detroit
Ferry-Morse Seed Co., Detroit	Seeds	Time for Rolly Langley	Fri., 4:30-4:45 P.M. PST	6*		3/4/46-	MacManus, John & Adams, Detroit
Ford Motor Co., Dearborn	Ford Motor Cars	Bob Crosby Show	Tues., 10:00-10:30 P.M. 3/6 Wed., 9:30-10:00 P.M.	151		10/2/45-7/17/46	J. Walter Thompson Co., N. Y.
Ford Motor Co., Dearborn	Ford Motor Cars	Ford Show starring Dinah Shore	Wed., 9:30-10:00 P.M.	157		9/18/46-	J. Walter Thompson Co., N. Y.
General Electric Co., Schenectady	Household Appliances	G. E. House Party	Mon.-Fri., 4:00-4:25 P.M. 4/15 Mon., Wed., Fri., 4:00-4:25 P.M.	154		1/14/46-	Youhg & Rubicam, N. Y.
General Foods Corp., New York	Certo	Kate Smith Speaks	Tues., Thurs., 12:00-12:15 P.M.	141		6/8/46-8/30/46	Young & Rubicam, N. Y.
General Foods Corp., New York	Grapenuts and Grape-nuts Flakes	Aldrich Family	Fri., 8:00-8:30 P.M.; 12:00-12:30 P.M.	146		9/14/45-6/27/46	Young & Rubicam, N. Y. Baker Adv. Agcy. Ltd., Toronto
General Foods Corp., New York	Jell-O, Jell-O Puddings	Baby Snooks Show with Fanny Brice	Fri., 8:00-8:30 P.M.; 12:00-12:30 A.M.	146		9/6/46-	Young & Rubicam, N. Y.
General Foods Corp., New York	LaFrance, Satina	Two on a Clue 1/7 Second Mrs. Burton	Mon., Tues., Fri., 2:00-2:15 P.M. 7/1 Mon.-Fri., 2:00-2:15 P.M.	65		3/30/45-	Young & Rubicam, N. Y.
General Foods Corp., New York	Maxwell House Coffee	Two on a Clue 1/7 Second Mrs. Burton	Wed., Thurs., 2:00-2:15 P.M.	142		9/5/45-8/28/46	Benton & Bowles, N. Y.
General Foods Corp., New York	Post 40% Bran Flakes	Kate Smith Speaks	Mon.-Fri., 12:00-12:15 P.M. 6/3-8/30 Mon., Wed., Fri., 12:00-12:15 P.M. 9/2-9/27 Mon.-Fri., 12:00-12:15 P.M. 9/30 Mon., Tues., Thurs., Fri., 12:00-12:15 P.M.	142		9/3/45-	Benton & Bowles, N. Y.
General Foods Corp., New York	Post's Raisin Bran	Kate Smith Speaks	Mon.-Fri., 12:00-12:15 P.M. 6/3-8/30 Mon., Wed., Fri., 12:00-12:15 P.M. 9/2-9/27 Mon.-Fri., 12:00-12:15 P.M. 10/2 Wed., 12:00-12:15 P.M.	142		9/3/45-	Benton & Bowles, N. Y.
General Foods Corp., New York	Post Toasties	Two on a Clue 1/7 Second Mrs. Burton	Mon., Tues., Fri., 2:00-2:15 P.M. 4/1 Mon.-Fri., 2:00-2:15 P.M.	142		10/1/45-6/28/46	Benton & Bowles, N. Y.
General Foods Corp., New York	Post Toasties	Adv. of the Thin Man	Sun., 7:00-7:30 P.M.; 12:00-12:30 A.M.	145		9/16/45-6/9/46	Benton & Bowles, N. Y.
General Foods Corp., New York	Postum	Aldrich Family	Fri., 8:00-8:30 P.M.; 12:00-12:30 A.M.	145		7/5/46-8/16/46	Foote, Cone & Belding, N. Y.
General Foods Corp., New York	Postum	Kate Smith Sings	Fri., 8:30-8:55 P.M.; 12:30-12:55 A.M. Sun., 6:30-7:00 P.M.; 10:30-11:00 P.M.	145		9/14/45-6/28/46 ret. 10/6	Foote, Cone & Belding, N. Y.
General Foods Corp., New York	Sanka	Baby Snooks Show with Fanny Brice	Sun., 6:30-7:00 P.M.; 10:30-11:00 P.M.	144		9/16/45-6/9/46	Young & Rubicam, N. Y. Baker Adv. Agcy. Ltd., Toronto
General Foods Corp., New York	Sanka, 9/1 add Instant Sanka	Adv. of the Thin Man	Fri., 8:30-8:55 P.M.; 12:30-12:55 A.M.	146		8/9/46-	Young & Rubicam, N. Y. Baker Adv. Agcy. Ltd., Toronto
General Mills Inc., Minneapolis	All American Enriched Flour	Light of the World	Mon.-Fri., 10:15-10:30 A.M.; 11:30-11:45 A.M. 4/29 rpt., 6:15-6:30 P.M.	62		6/4/45-8/28/46	Dancer-Fitzgerald-Sample, Chicago

# KARM

*Fresno, California*

*Basic CBS Columbia Station for Central California*

**Represented Nationally By**

**EDWARD PETRY & CO., Inc.**    New York — Chicago — Detroit — St. Louis — Los Angeles — San Francisco

**ADVERTISERS USING CBS NETWORK DURING 1946**  
(Continued)

Sponsor	Product	Program	Time	No. of Stations	Duration of Contracts	Agency & City
General Mills Inc., Minneapolis	Cherries and Breakfast Tray	Valiant Lady	Mon.-Fri., 10:00-10:15 A.M.; 11:15-11:30 A.M. 4/29 rpt., 6:00-6:15 P.M.	61	6/5/45-8/23/46	Dancer-Fitzgerald-Sample, Chicago
General Motors Corp., Dayton	Frigidaire Division	Hollywood Star Time	Sun., 2:30-3:00 P.M. 6/8 Sat., 8:00-8:30 P.M.; 11:00-11:30 P.M.	150	1/6/46—	Foote, Cone & Belding, Chicago
General Petroleum Corp. of Calif., Los Angeles	All Products	Hollywood Preview with Otto Kruger	Sat., 6:00-6:30 P.M. PST	14*	5/1/45-4/27/46	Smith & Drum, Inc., Los Angeles
Gillette Safety Razor Co., Boston	Blades, Shaving Cream	Orange Bowl Game	Tues., 1:45-4:30 P.M.	142	1/1/46 only	Maxon, Inc., N. Y.
Gillette Safety Razor Co., Boston	Blades, Shaving Cream	Kentucky Derby	Sat., 6:00-6:30 P.M.	158	5/4/46 only	Maxon, Inc., N. Y.
Grove Laboratories Inc., St. Louis	Cold Tablets	Call of the Range	Mon., Wed., Fri., 4:00-4:15 P.M. PST	6*	11/4/46—	Duane Jones Co., N. Y.
Grove Laboratories Inc., St. Louis	Cold Tablets	Melody Trail	Mon., Wed., Fri., 12:15-12:30 P.M. PST	10*	12/2/46—	J. D. Tarcher & Co., N. Y.
Guitard Chocolate Co., San Francisco	Chocolate and Chocolate Products	That's a Good Idea 8/4/ Crooks' Cruise 10/1 Meet the Missus	Sat., 6:30-6:45 P.M. PST 4/30 Tues., 8:30-8:45 P.M. PST 6/16 Sun., 8:00-8:15 P.M. PST 10/1 Tues., Fri., 2:30-2:45 P.M. PST	11*	11/3/45-10/25/46	Garfield & Guild, San Francisco
Gulf Oil Corp., Pittsburgh	Gulf Oil Products	We the People	Sun., 10:30-11:00 P.M.	108	2/11/46—	Young & Rubicam, N. Y.
Hall Bros. Inc., Kansas City, Mo.	"Hallmark" Greeting Cards	Reader's Digest—Radio Edition	Sun., 2:00-2:30 P.M. 9/12 Thurs., 10:00-10:30 P.M.	155	1/13/46-7/14/46 9/12/46—	Foote, Cone & Belding, Chicago
R. M. Hollingshead Corp., Camden	Polishes	Meet the Missus	Thurs., 2:45-3:00 P.M. PST	14*	8/15/45-3/7/46	Aitkin-Kynett Co., Philadelphia
House of Delicacies, New York	French Kettle Onion Soup	Meet the Missus	Wed., 2:30-2:45 P.M. PST	11*	11/13/46—	Emil Mogul Co., N. Y.
Household Finance Corp., Chicago	Personal Loans	Phone Again Finnegan 10/10 That's Finnegan	Thurs., 10:30-11:00 P.M.	64	6/27/46—	Shaw-Le Vally, Inc., Chicago
Fred Howser for Attorney General, Los Angeles	Political	Talks	Fri., 9:30-9:45 P.M. PST	7*	5/8-5/31/46	Lockwood-Shackelford Adv., Los Angeles
Independent Citizens Committee, New York	Political	Herbert Lehman	Sat., 6:00-6:15 P.M.	10†	9/28/46 only	Blaine-Thompson Co., N. Y.
Independent Citizens Committee, New York	Political	Fiorello LaGuardia	Wed., 6:30-6:45 P.M.	10†	10/30/46 only	Blaine-Thompson Co., N. Y.
Independent Citizens Committee, New York	Political	Mrs. Eleanor Roosevelt	Sat., 10:45-11:00 P.M.	10†	11/2/46 only	Blaine-Thompson Co., N. Y.
Independent Citizens Committee for Dewey & Ives	Political	Governor's Executive Mansion	Fri., 6:30-6:45 P.M.	10†	9/6/46 only	Gahagan-Turnbull, N. Y.

(Continued)

**ONE YEAR OLD . . .**  
**AND WE'RE MAKING HISTORY!**

**THESE 3 STARS SHINE ON RADIOASIS**

- ★ SHELDON BREN, News
- ★ ROLAND VAILE, Sports
- ★ JACK DONAHUE, Music

**THE ONLY LISTENABLE  
STATION SERVING AMERICA'S  
FOREMOST DESERT RESORT AREA**



**PALM SPRINGS, CALIF.**



**"Jonathan Dayton" and "Miss Miami Valley"**  
Welcome WHIO Advertisers into the Homes  
of Southwestern Ohio

WHIO delivers your sales message right into the homes of busy, prosperous Dayton and of the \$100 million agricultural market of the Miami Valley. Since VJ Day, 70 plant expansions have been started in the Dayton area alone. Peace-time employment, which dipped with the abrupt end of the war, now far exceeds the wartime peak of 90,000! Tell this alert, expanding market about your products and services over WHIO, Dayton.



**DAYTON, OHIO**

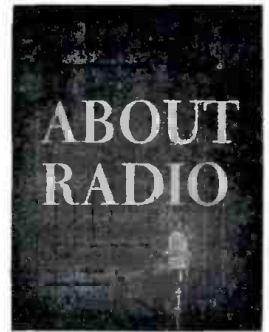
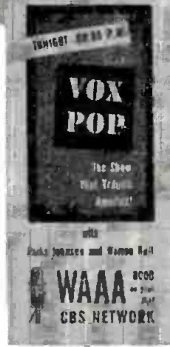
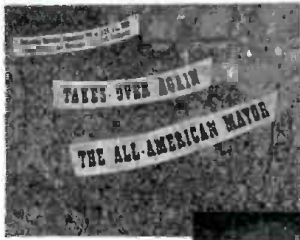
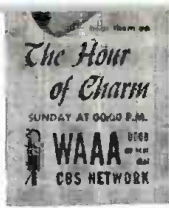


# ADVERTISERS USING CBS NETWORK DURING 1946

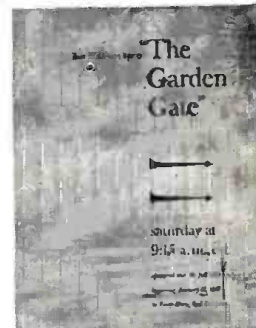
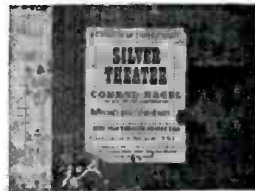
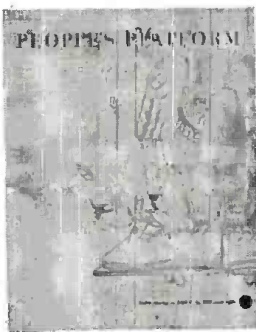
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Sponsor	Product	Program	Time	No. of Stations	Duration of Contract	Agency & City
Independent Citizens Committee for Dewey & Ives	Political	Irving M. Ives	Tues., 6:15-6:30 P.M.	10†	10/1 and 8 only	Gahagan-Turnbull, N. Y.
Independent Citizens Committee for Dewey & Ives	Political	Thomas E. Dewey	Mon., 6:15-6:30 P.M.	10†	10/14 only	Gahagan-Turnbull, N. Y.
Independent Citizens Committee for Dewey & Ives	Political	Irving M. Ives	Tues., 6:15-6:30 P.M.	10†	10/15 only	Gahagan-Turnbull, N. Y.
Independent Citizens Committee for Dewey & Ives	Political	Dewey Rally from Rochester	Tues., 10:30-11:00 P.M.	10†	10/15 only	Gahagan-Turnbull, N. Y.
Independent Citizens Committee for Dewey & Ives	Political	Dewey Rally from Syracuse	Tues., 10:00-10:30 P.M.	10†	10/22/46 only	Gahagan-Turnbull, N. Y.
Independent Citizens Committee for Dewey & Ives	Political	Thomas E. Dewey	Mon., 6:15-6:30 P.M.	10†	10/28/46 only	Gahagan-Turnbull, N. Y.
Independent Citizens Committee for Dewey & Ives	Political	Thomas E. Dewey	Mon., 6:15-6:30 P.M.	10†	11/4/46 only	Gahagan-Turnbull, N. Y.
Industrial Management Corp., Los Angeles	Insect-O-Bltz	Voice of the Moment	Sat., 5:00-5:15 P.M. PST 10/5 Sat. 4:45-5:00 P.M. PST	14*	12/1/45-11/23/46	Lockwood-Shackelford, Los Angeles 8/31 Batten, Barton, Durstine & Osborn, Los Angeles
International Silver Co., Meriden	Sterling & 1847 Rogers Bros. Silver	Adv. of Ozzie & Harriet 6/28-8/25 Silver Theater 9/1 Adv. of Ozzie & Harriet	Sun., 6:00-6:30 P.M.	148+ CBC	1/6/46—	Young & Rubicam, N. Y.
J. I. Fancy Frozen Foods Co.,	Frozen Foods	Holiday of Homicide	Sun., 8:15-8:30 P.M. PST	6*	8/4/46-9/22/46	Garfield & Guild, San Francisco
Johns-Manville Corp., New York	Building Materials	Bill Henry—News 8/19-9/6 Ned Calmer 9/9 Bill Henry	Mon.-Fri., 8:55-9:00 P.M.	64	12/24/45—	J. Walter Thompson Co., N. Y.
Kelite Products Inc., Los Angeles	Kenu Cleanser	Chet Huntley	Sat., 7:45-8:00 A.M. PST	11*	2/3/45-1/26/46	Little & Company, Los Angeles
Kelite Products Inc., Los Angeles	Kenu Cleanser	Meet the Missus	Tues., 2:45-3:00 P.M. PST	11*	1/1/46-6/25/46	Little & Company, Los Angeles
Kerr Glass Mfg. Corp., Los Angeles	Glass Products	The Pickards	Mon., Wed., Fri., 4:45-5:00 P.M. PST	11*	4/1-6/38/46	Raymond R. Morgan Co., Los Angeles
Lady Esther Sales Co. Inc., Chicago	Cosmetics	Screen Guild Players	Mon., 10:00-10:30 P.M.	149	2/12/45—	The Biow Co., N. Y.
Lambert Co., St. Louis	Listerine Tooth Powder	Billie Burke Show	Sat., 11:30-12:00 Noon	148	3/31/45-9/21/46	Lambert & Feasley, N. Y.
Lever Bros. Co., Cambridge	Lipton's Tea and Continental Soups	Inner Sanctum 6/25 only March of Time—the Hunger March is On	Tues., 9:00-9:30 P.M.	144	1/1/46-6/26/46	Young & Rubicam, N. Y. Vickers & Benson, Ltd., Toronto
Lever Bros. Co., Cambridge	Lipton's Tea and Continental Soups	Vox Pop	Tues., 9:00-9:30 P.M.	145	3/27/46—	Young & Rubicam, N. Y. Vickers & Benson, Ltd., Toronto
Lever Bros. Co., Cambridge	Lux Toilet Soap and Lux Flakes	Lux Radio Theater	Mon., 9:00-10:00 P.M.	152+ CBC	1/7-6/24/46 ret. 8/26/46—	J. Walter Thompson Co., N. Y.
Lever Bros. Co., Cambridge	Rinso	Big Sister	Mon.-Fri., 12:15-12:30 P.M.	146+ CBC	3/26/45-6/21/46	Ruthrauff & Ryan, N. Y.
Lever Bros. Co., Cambridge	Rinso	Aunt Jenny	Mon.-Fri., 12:15-12:30 P.M.	45	7/1-8/30/46	Ruthrauff & Ryan, N. Y.
Lever Bros. Co., Cambridge	Spry	Aunt Jenny	Mon.-Fri., 11:45-12:00 Noon 6/24 Mon.-Fri., 12:15-12:30 P.M.	91	3/26/45-6/28/46	Ruthrauff & Ryan, N. Y.
Lever Bros. Co., Cambridge	Spry	Aunt Jenny	Mon.-Fri., 12:15-12:30 P.M.	45+ CBC	9/2/46—	Ruthrauff & Ryan, N. Y.
Lever Bros. Co., Cambridge	Swan Soap	Joan Davis Show	Mon., 8:30-8:55 P.M.; 11:30-11:55 P.M.	143	1/7-5/27/46 9/30/46—	Young & Rubicam, N. Y.
Lever Bros. Co., Cambridge	Swan Soap	The Fighting Senator	Mon., 8:30-8:55 P.M.; 11:30-11:55 P.M.	143	7/29/46-9/23/46	Young & Rubicam, N. Y.
Lever Bros. Co., Cambridge	Swan Soap	A Woman's Life	Mon.-Fri., 11:30-11:45 A.M.	67	1/1/46-3/29/46	Young & Rubicam, N. Y.
Lewis-Howe Co., St. Louis	Tums	The Beulah Show 3/24 A Musical Tribute to Marlin Hurt 3/31 Calamity Jane 4/21 The Amazing Mrs. Danbury	Sun., 8:00-8:30 P.M.	147	8/26/45-6/16/46	Roche, Williams & Cleary, Chicago
Liberal Party, New York	Political	Russell Davenport	Fri., 6:15-6:30 P.M.	10†	10/25/46 only	Furman, Feiner & Co., N. Y.
Loma Linda Food Co., Arlington, Cal.	Loma Linda Foods	Burritt Wheeler	Mon., Wed., Fri., 12:30-12:45 P.M. PST 7/8 Mon., Fri., 11:30-11:45 A.M. PST 9/30 12:00-12:15 P.M. PST	11*	1/7/46—	Elwood J. Robinson Adv. Agcy., Los Angeles
P. Lorillard Co., New York	Old Gold Cigarettes	Frank Sinatra Show 6/12 Sad Sack Show 9/11 Songs by Sinatra	Wed., 9:00-9:30 P.M.	145	10/24/45—	Lennen & Mitchell, N. Y.
Luden's Inc., Reading	Cough Drops	Hoagy Carmichael Sings	Sun., 5:30-5:45 P.M.	146	10/20/46—	J. M. Mathes, N. Y.
Lyon Van & Storage Co., Los Angeles	Moving and Storage	Meet the Missus	Mon., Thurs., 2:30-2:45 P.M. PST 8/19 drop Mon., 2:30-2:45 P.M. PST	11*	11/19/45—	Batten, Barton, Durstine & Osborn, Los Angeles
Manhattan Soap Co., New York	Sweetheart Soap 4/1 Sweetheart Soap, and Blu-White Flakes	Strange Romance of Evelyn Winters	Mon.-Fri., 10:30-10:45 A.M.; 4:30-4:45 P.M.	151	12/31/45—	Duane Jones Co., N. Y.
Manhattan Soap Co., New York	Sweetheart Soap	Bob Garred—News 5/6-5/17 Dick Cutting	Mon., Wed., Fri., 7:00-7:15 A.M. PST 8/5 Mon., Wed., Fri., 7:30-7:45 A.M. PST	10*	5/7/45-11/29/46	Duane Jones Co., N. Y.
Manhattan Soap Co., New York	Sweetheart Soap	Rose of My Dreams	Mon.-Fri., 2:45-3:00 P.M.	155	11/25/46—	Duane Jones Co., N. Y.
McMahan Furniture Stores, Los Angeles	House Furnishings	Knox Manning—News	Mon.-Fri., 12:15-12:30 P.M. PST 9/30 Mon.-Fri., 12:30-12:45 P.M. PST	3*	8/6/45—	M-C-M Adv. Agcy., Santa Monica

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It all helps...





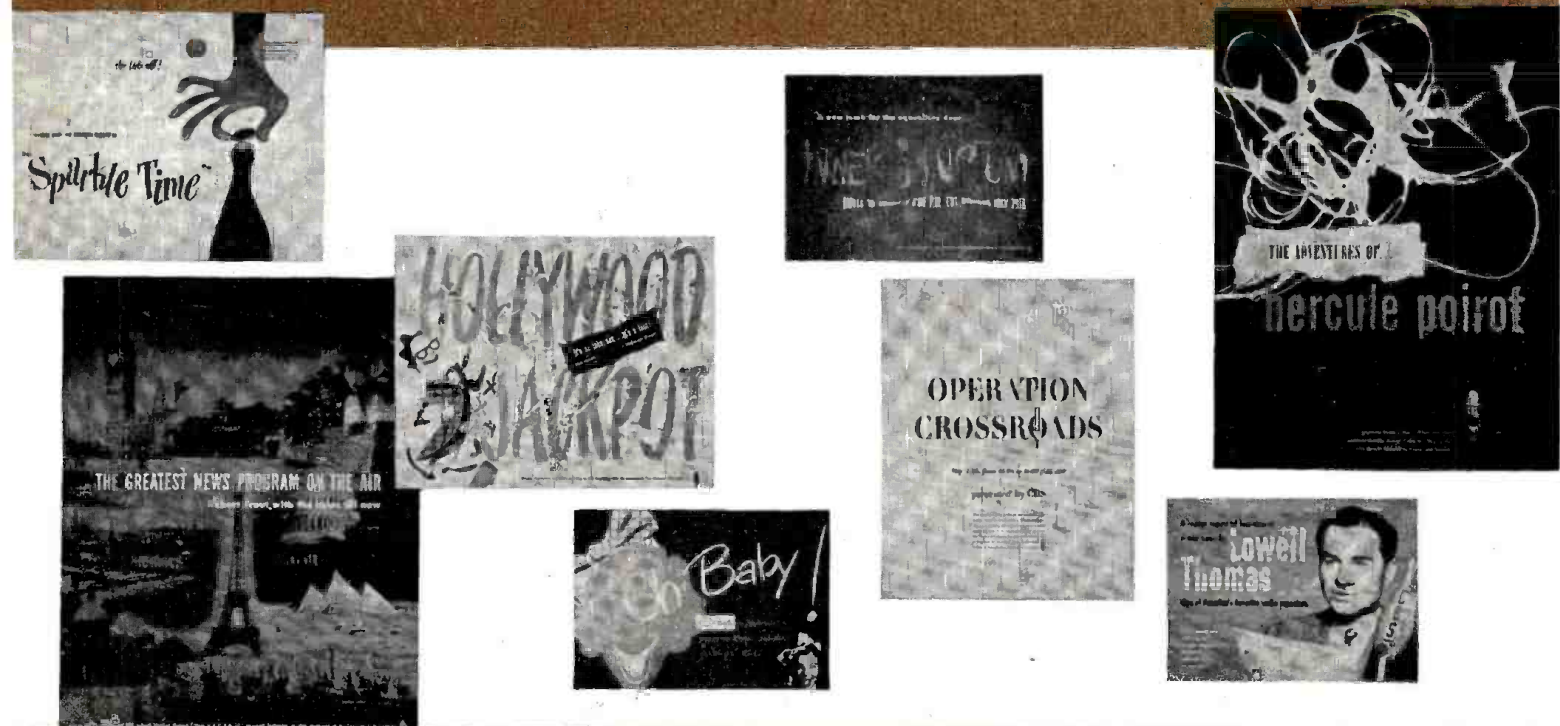


Framing these four pages is a fractional picture of the promotional effort which Columbia puts behind the multitude of programs it broadcasts each week. It is a picture you have probably never seen before since it comes from behind the scenes. It is a phase of the vast complex of supporting network service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

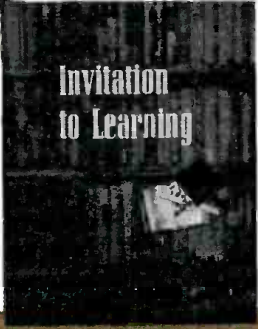
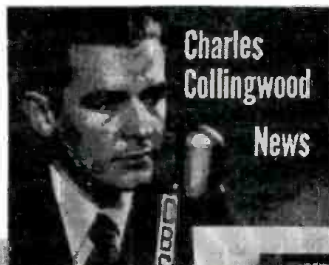
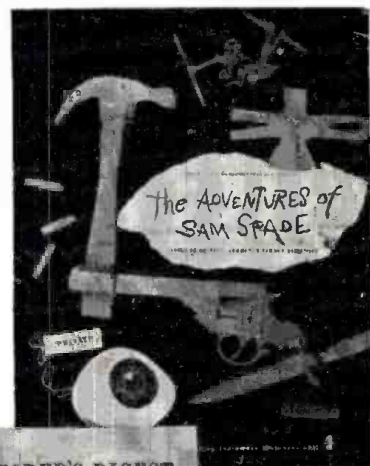
What you see is a portion of the 150 working kits that go out annually as advance agents to the network's 164 owned and affiliated stations. These

kits contain the staggering total of 24,000 mats of newspaper advertisements; 190,000 local announcements; 100,000 photographs and biographies of radio performers; 7,500 recordings giving listeners a foretaste of the programs to come.

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





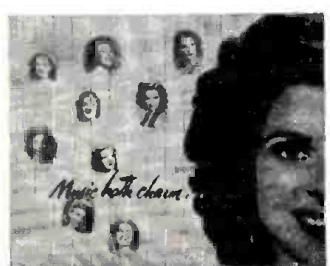


casters. Over a period of 19 years the network has developed research techniques and facilities which have become the working models for the industry. These techniques furnish the advertiser, for example, with the most comprehensive information about his audience—who they are, where they live, when and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

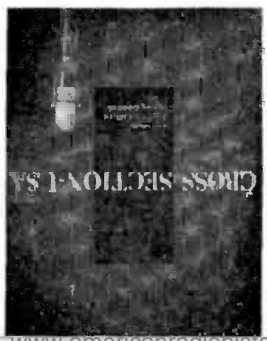
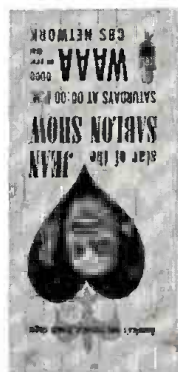
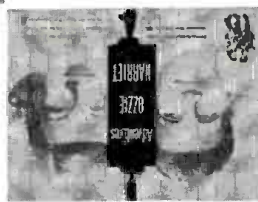
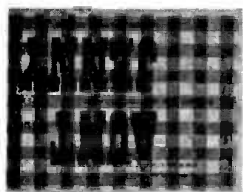
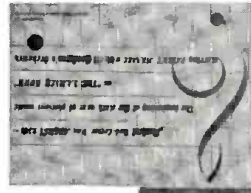
stations. And through its extensive press information activities, it builds increasing public interest in its programs and performers.

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

## COLUMBIA BROADCASTING SYSTEM







**ADVERTISERS USING CBS NETWORK DURING 1946**  
(Continued from page 280)

Sponsor	Product	Program	Time	No. of Stations	Duration of Contracts	Agency & City
Metropolitan Life Insurance Co., New York	Insurance Services	Fact Finder	Mon.-Fri., 7:45-8:00 A.M. PST	9*	9/30/46—	Young & Rubicam, N. Y.
S. A. Moffatt Co., Seattle	Polar Brand Frosted Foods	Meet the Missus	Fri., 2:30-2:45 P.M. PST	11*	10/5/45-6/28/46	Honig-Cooper Co., Seattle
Motion Pictures Producers Assn., Los Angeles	Political	No, on Proposition No. 2	Sun., 5:15-5:30 P.M. PST	8*	10/13-11/3/46	Smalley, Levitt & Smith, Los Angeles
Nash-Kelvinator Corp., Detroit	Nash Cars and Kelvinator Refrigerators	Andrew Sisters Show 4/3 Holiday for Music— David Rose's Orch.	Wed., 10:30-11:00 P.M.	151	10/3/45-9/25/46	Geyer, Cornell & Newell, N. Y.
Newell Guttrud Co., San Francisco	Stryker's Soap	Meet the Missus	Sat., 1:30-2:00 P.M. PST	7*	12/1/45-2/23/46	Garfield & Guld, San Francisco
Northern Calif. Division of Democratic State Central Comm.	Political	Will Rogers, Jr. for U. S. Senator	Sun., 5:00-5:15 P.M. PST	8*	10/27/46 only	Dorland International-Pettingell & Fenton, San Francisco
Northern Calif. Campaign Hdqts. for Senator Knowland	Political	Talks	Sun., 5:00-5:15 P.M. PST	10*	10/13 and 20	Eric Cullenward & Assoc., San Francisco
Noxzema Chemical Co., Baltimore	Noxzema, Noxzema Shave Cream	Mayor of the Town	Sat., 8:30-8:55 P.M.; 11:30-11:55 P.M.	142+ CBC	9/1/45-7/6/46 ret. 9/7/46	Ruthrauff & Ryan, N. Y. 9/7 Sullivan, Stauffer, Colwell & Bayles, N. Y.
Pabst Sales Co., Chicago	Pabst Blue Ribbon Beer	Danny Kaye Show 6/7-9/18 Mercury Summer Theater	Fri., 10:30-11:00 P.M. 3/8/46 Fri., 10:00-10:30 P.M.	136	3/24/45-9/18/46	Warwick & Legler, N. Y.
Parker Pen Co., Janesville	Parker Pens, Pencils, Quink	Ned Calmer	Sat., Sun., 8:55-9:00 P.M.	141	6/23/45—	J. Walter Thompson Co., Chicago
Parker Pen Co., Janesville	Parker Pens, Pencils, Quink	Information Please	Wed., 10:30-11:00 P.M.	154	10/2/46—	J. Walter Thompson Co., Chicago
Patterson for Senator	Political	Talks	Mon., 9:30-9:45 P.M. PST	7*	5/6/-6/3	Milton Weinberg Adv. Agcy., L.A.
Pet Milk Sales Co., St. Louis	400-D Pet Milk	Mary Lee Taylor	Sat., 10:30-11:00 A.M.; 2:00-2:30 P.M.	128	10/27/45—	Gardner Adv. Co., St. Louis
Pet Milk Sales Co., St. Louis	400-D Pet Milk	Saturday Night Serenade	Sat., 9:45-10:15 P.M.	71	10/6/45—	Gardner Adv. Co., St. Louis
Peter Paul Inc, Naugatuck, Conn.	Candy Bars	Truman Bradley 2/11 Bob Garred—News 5/6-5/17 Dick Cutting 5/20 Bob Garred—News	Mon., Wed., Fri., 5:45- 6:55 P.M. PST 5/14 Mon.-Sat., 4:45-4:55 P.M. PST 6/17 Mon., Wed., Fri., 4:45-4:55 P.M. PST 9/80 Mon., Wed., Fri., 5:45-6:55 P.M. PST	10*	10/1/45—	Brisacher, Van Norden & Staff, San Francisco
Peter Paul Inc., Naugatuck, Conn.	Candy Bars	Bob Garred—News	Tues., Thurs., Sat., 7:30- 7:45 A.M. PST	12*	11/12/46—	Brisacher, Van Norden & Staff, San Francisco
Peter Paul Inc., Naugatuck, Conn.	Candy Bars	Charles Collingwood	Sat., 6:45-7:00 P.M.	53	4/6-8/3/46	Platt-Forbes, N. Y.
Phillip Morris & Co. Ltd., New York	Philip Morris Cigarettes	It Pays to be Ignorant 2/1 Holiday & Company 5/3 It Pays to be Ignorant	Fri., 9:00-9:30 P.M.; 11:30-12:00 Mid. 2/1 cancel repeat 9/20 Fri., 10:00-10:30 P.M.	141	2/2/45—	The Blow Co., N. Y.
Phillip Morris & Co. Ltd., New York	Philip Morris Cigarettes	Crime Doctor	Sun., 8:30-8:55 P.M.; 11:00-11:25 P.M.	141	4/29/45	The Blow Co., N. Y.
Pict-Sweet Foods Inc., Mt. Vernon, Wash.	Food Products	Hope Chest	Sun., 2:30-3:00 P.M. PST 9/29 Sun., 3:30-4:00 P.M. PST	14*	5/26/46—	Ruthrauff & Ryan, Seattle
Pillsbury Mills Inc., Minneapolis	Sno-Sheen Flour and Pillsbury's Best Flour	Grand Central Station	Sat., 1:00-1:30 P.M.	129	3/3/45—	McCann-Erickson, Mpls.
Planters Nut & Chocolate Co., Wilkes Barre	Peanuts and Peanut Oil	Harry W. Flannery	Tues., Thurs., Sat., 5:30- 5:45 P.M. PST	7*	1/18/45—	Raymond R. Morgan Agcy., Los Angeles
Prince Matchabelli Inc., New York	Perfumes and Cosmetics	Stradivari Orchestra	Sun., 2:30-3:00 P.M.	50	10/6/46-12/29/46	Morse International, N. Y.
Procter & Gamble Co., Cincinnati	Camay	Perry Mason	Mon.-Fri., 2:15-2:30 P.M.	23	10/17/45-8/30/46	Pedar & Ryan, N. Y.
Procter & Gamble Co., Cincinnati	Camay	This is Hollywood	Sat., 10:15-10:45 P.M.	114	10/5/46—	Pedar & Ryan, N. Y.
Procter & Gamble Co., Cincinnati	Crisco	Young Dr. Malone	Mon.-Fri., 1:30-1:45 P.M.	45	12/31/45—	Compton Adv., N. Y.
Procter & Gamble Co., Cincinnati	Crisco	Perry Mason	Mon.-Fri., 2:15-2:30 P.M.	23	9/2/46—	Compton Adv., N. Y.
Procter & Gamble Co., Cincinnati	Dreft	Perry Mason	Mon.-Fri., 2:15-2:30 P.M.	18	11/5/45—	Dancer-Fitzgerald-Sample, Chicago
Procter & Gamble Co., Cincinnati	Dreft	Young Dr. Malone	Mon.-Fri., 1:30-1:45 P.M.	4	4/1/46—	Dancer-Fitzgerald-Sample, Chicago
Procter & Gamble Co., Cincinnati	Duz	Road of Life	Mon.-Fri., 1:45-2:00 P.M.	76	11/26/45—	Compton Adv., N. Y.
Procter & Gamble Co., Cincinnati	Ivory Soap	Life Can Be Beautiful	Mon.-Fri., 1:00-1:15 P.M.	73	12/31/45-6/24/46	Compton Adv., N. Y.
Procter & Gamble Co., Cincinnati	Ivory Snow	Rosemary	Mon.-Fri., 2:30-2:45 P.M. 6/24 Mon.-Fri., 11:45-12:00 Noon	58	9/17/45—	Benton & Bowles, N. Y.
Procter & Gamble Co., Cincinnati	Ivory Soap	Big Sister	Mon.-Fri., 1:00-1:15 P.M.	68+ CBC	6/24/46—	Compton Adv., N. Y.
Procter & Gamble Co., Cincinnati	Lava	F.B.I. in Peace and War	Thurs., 8:30-8:55 P.M.; 11:30-11:55 P.M.	80	8/23/45-8/27/46 8/22/46—	The Blow Co., N. Y.
Procter & Gamble Co., Cincinnati	Ivory Soap	Jack Kirkwood Show	Mon.-Fri., 7:00-7:15 P.M.; 11:00-11:15 P.M.	48	8/20/45-3/29/46	Compton Adv., N. Y.
Procter & Gamble Co., Cincinnati	Ivory Soap	Mommie and the Men	Mon.-Fri., 7:00-7:15 P.M.; 11:00-11:15 P.M.	18	8/20/45-3/29/46	Compton Adv., N. Y.
Procter & Gamble Co., Cincinnati	Ivory Soap	Lanny Ross	Mon.-Fri., 7:00-7:15 P.M.; 11:00-11:15 P.M.	61	4/1/46-6/28/46	Compton Adv., N. Y.
Procter & Gamble Co., Cincinnati	Ivory Soap	Mystery of the Week	Mon.-Fri., 7:00-7:15 P.M.; 11:00-11:15 P.M. 8/19 no repeat	18	4/1-6/28/46 8/19/46—	Compton Adv., N. Y.
Procter & Gamble Co., Cincinnati	Ivory Soap	Lowell Thomas	Mon.-Fri., 11:00-11:15 P.M.	16	8/19/46—	Compton Adv., N. Y.
Procter & Gamble Co., Cincinnati	Oxydol	Jack Smith	Mon.-Fri., 7:15-7:30 P.M.; 11:15-11:30 P.M.	82+ CBC	8/21/45-6/28/46 ret. 8/19/46—	Dancer-Fitzgerald-Sample, N. Y.
Procter & Gamble Co., Cincinnati	Oxydol	Ma Perkins	Mon.-Fri., 1:15-1:30 P.M.	75	12/81/45—	Dancer-Fitzgerald-Sample, N. Y.
Procter & Gamble Co., Cincinnati	Spic & Span	Perry Mason	Mon.-Fri., 2:15-2:30 P.M.	36	9/17/45—	Dancer-Fitzgerald-Sample, N. Y.
Prudential Insurance Co. of America, Newark	Insurance Services	Prudential Family Hour	Sun., 5:00-5:30 P.M.	150	5/27/45—	Benton & Bowles, N. Y.

(Continued)



## ADVERTISERS USING CBS NETWORK DURING 1946

(Continued)

Sponsor	Product	Program	Time	No. of Stations	Duration of Contracts	Agency & City
Quaker Oats Co., Chicago	Quaker Oats and Mother's Oats	Those Websters	Fri., 9:30-10:00 P.M.	139	8/2/45-3/1/46	Ruthrauff & Ryan, N. Y. Spitzer & Mills, Ltd., Toronto
R. J. Reynolds Tobacco Co., Winston-Salem	Camel Cigarettes	Bob Hawk Show	Mon., 7:30-8:00 P.M.; 10:30-11:00 P.M.	151	10/2/45-	Wm. Esty & Co., N. Y.
R. J. Reynolds Tobacco Co., Winston-Salem	Camel Cigarettes	Vaughn Monroe Show	Sat., 7:30-8:00 P.M.; 9:00-9:30 P.M.	151	10/12/46-	Wm. Esty & Co., N. Y.
Richard Hudnut Sales Co. Inc., New York	DuBarry Cosmetics	Jean Sablon	Sat., 7:15-7:30 P.M.; 12:45-1:00 A.M.	65	11/9/46-	Kenyon & Eckhardt, N. Y.
Will Rogers Jr.	Political	Talk	Thurs., 6:45-7:00 P.M. PST	7*	5/9/46 only	Mays & Bennett, Los Angeles
Will Rogers Jr. for Senator Committee	Political	Talk	Sun., 5:00-5:15 P.M. PST	7*	11/3 only	Clarence B. Juneau Agcy., Los Angeles
Roma Wine Co., Fresno	Roma Wines	Suspense	Thurs., 8:00-8:30 P.M.; 12:00-12:30 A.M.	83	3/1/45-	The Biow Co. Inc., N. Y.
Safeway Stores Inc.	Sunnybank Margarine	Money on the Line	Sun., 3:30-4:00 P.M. PST	7*	9/16/45-2/17/46	McCann-Erickson, San Francisco
Schenley Laboratories, Inc., New York	Penicillin	Encore Theater	Tues., 9:30-10:00 P.M.	149	6/4-8/27/46	The Biow Co. Inc., N. Y.
R. B. Semler Inc., New Cannan	Krem! Hair Tonic	Jack in all Trades	Mon., 8:00-8:30 P.M. PST	10*	7/1-9/23/46	Erwin Wasey & Co., N. Y.
Signal Oil Co., Los Angeles	Gas, Oil	The Whistler	Mon., 9:00-9:30 P.M. PST	15*	6/11/45-	Barton A. Stebbins Adv. Agcy., Los Angeles
Simoniz Co., Chicago	Simoniz Polish	Meet the Missus	Tues., 2:45-3:00 P.M. PST	19*	6/4/46-	Decora Inc., Chicago
Soil-Off Mfg. Co., Glendale	Cleaning Fluid	Bob Garred—News 5/7-5/18 Dick Cutting 5/21 Bob Garred	Tues., Thurs., Sat., 5:45- 5:55 P.M. PST	10*	1/30/45-5/11/46	Ruthrauff & Ryan, Los Angeles 3/3 Frank Oxarart Co., Los Angeles
Southern Cotton Oil Co., New Orleans	Wesson Oil and Snowdrift	Try 'n Find Me	Mon.-Fri., 3:00-3:15 P.M.	56	2/26/45-2/22/46	Kenyon & Eckhardt, N. Y.
E. R. Squibb & Sons, New York	All Products, Tooth Powder, Dental Cream and Pharmaceutical Products	Jimmy Carroll, Slings 3/30 Academy Award Theater	Mon., Wed., Fri., 6:15- 6:30 P.M. 8/30 Sat., 7:00-7:30 P.M. 7/3 Wed., 10:00-10:30 P.M.	145	3/26/45-12/18/46	Geyer-Cornell & Newell, N. Y.
Sterling Drug Inc., New York	Bayer Aspirin	American Melody Hour	Tues., 7:30-8:00 P.M.	144	7/17/45-	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.	146+ CBC	10/23/45-	Pedar & Ryan, N. Y.
Sterling Drug Inc., New York	Mon., Tues., Ph. Toothpaste Wed., Energine Thurs., Fri., Ph. M of M Tablets	Amanda	Mon.-Fri., 11:00-11:15 A.M.	40	7/30/45-1/25/46	Dancer-Fitzgerald-Sample, N. Y.
Sterling Drug Inc., New York	Bayer Aspirin, Dr. Lyons	Second Husband	Mon.-Fri., 11:15-11:30 A.M.	41	7/30/45-1/25/46	Dancer-Fitzgerald-Sample, N. Y.
Studebaker Corp., South Bend	Motor Cars	Studebaker Program	Sun., 6:30-7:00 P.M. PST	17*	7/23-9/22/46	Roche, Williams & Cleary, Chicago
Studebaker Corp., South Bend	Motor Cars	Bob Garred—News	Mon., Wed., Fri., 7:30- 7:45 A.M. PST	13*	12/2/46-	Roche, Williams & Cleary, Chicago
Sunset Oil Co., Los Angeles	Petroleum Products	It Couldn't Happen	Thurs., 8:30-8:45 P.M. PST 10/5 Sat., 6:30-6:45 P.M. PST	10*	5/23-11/30/46	Hillman-Shane, Los Angeles
H. H. Tanner & Co., St. Paul	Portrait Cold Wave	Free for All	Sat., 11:30-12:00 Noon PST eff 12/21 Sat., 1:30-2:00 P.M. PST	18*	12/21/46-	Mason-Gold Adv. Agcy.
Texas Company, New York	Texaco Gas and Oil, Lubricants, Service Stations, Marfak	Texaco Star Theater 9/29 Eddie Bracken Show	Sun., 9:30-10:00 P.M.	152+ CBC	9/30/45-	Buchanan & Co., N. Y. Ronalds Adv. Ltd., Montreal
Textron Inc., New York	Fabrics	Textron Theater starring Helen Hayes	Sat., 7:00-7:30 P.M.	146	9/8/45-3/2/46	J. Walter Thompson Co., N. Y.
Toni Company, St. Paul	Toni Home Permanent Wave	Meet the Missus	Mon., Wed., Fri., 2:45- 3:00 P.M. PST	20*	7/1/46-	J. Walter Thompson Co., Chicago 9/2 Foote, Cone & Belding, Chicago
Union Oil Co., Los Angeles	Gas and Oil	Nelson Pringle	Mon.-Fri., 7:45-8:00 A.M. PST 4/20 Mon.-Fri., 7:15- 7:30 A.M. PST	11*	8/27/45-2/33/46	Foote, Cone & Belding, Los Angeles
United-Rexall Drug Co., Boston	Drugs	Durante-Moore Show 6/14-9/6 Wayne King Show 9/13 Durante-Moore Show	Fri., 10:00-10:30 P.M. 8/8 Fri., 9:30-10:00 P.M.	154	4/6/45-	N. W. Ayer & Sons, N. Y.
United-Rexall Drug Co., Boston	Drugs	Los Angeles Rams vs. Washington Redskins	Fri., 8:30-11:00 P.M. PST	10*	9/6 only	Batten, Barton, Durstine & Osborn, N. Y.
U. S. Rubber Co., New York	All Products, 10/6 Tires	New York Philharmonic Symphony	Sun., 3:00-4:30 P.M.	144	10/7/45-4/14/46 10/6/46-	Campbell-Ewald Co., N. Y.
Vick Chemical Co., New York	Vick's Vaporub, Vatronol, Cough Drops, Inhaler	Dick Cutting 4/2 Bob Garred 5/7-5/18 Dick Cutting	Tues., Thurs., Sat., 7:30- 7:45 A.M. PST	10*	8/14/45-11/9/46	Morse International, N. Y.
Warren for Governor Committee	Political	Warren for Governor	Wed., 8:45-9:00 P.M. PST	7*	4/30-5/21/46	Elwood J. Robinson Adv., Los Angeles
Washington Cooperative Farmers' Assn., Seattle	Lynden Foods	Meet the Missus	Wed., 2:30-2:45 P.M. PST	21*	10/31/45-7/31/46	Pacific National Adv. Agcy., Seattle
Washington Cooperative Farmers' Assn., Seattle	Lynden Foods	Meet the Missus	Thurs., 2:45-3:00 P.M. PST	21*	3/14/46-	Pacific National Adv. Agcy., Seattle
Washington State Apple Adv. Comm., Seattle	Washington State Apples	Front Page Features	Tues., Thurs., Sat., 5:00- 5:15 P.M. PST	12*	10/1/46-	J. Walter Thompson Co., Seattle
Wilco Co., Los Angeles	Clearax window cleaner Bif insect spray	Burritt Wheeler	Tues., Thurs., 12:30- 12:45 P.M. PST 10/2 Wed., 12:00-12:15 P.M. PST	11*	1/8-10/9/46	Elwood J. Robinson Adv. Agcy., Los Angeles
Wildroot Co. Inc., Buffalo	Wildroot Cream Oil	Adventures of Sam Spade	Sun., 8:00-8:30 P.M.; 12:00-12:30 A.M.	154	9/29/46-	Batten, Barton, Durstine & Osborn, N. Y.
J. B. Williams Co., Glastonbury	Shaving Cream and Shaving Products	William L. Shirer	Sun., 5:45-6:00 P.M.	146	1/6/46-	J. Walter Thompson Co., N. Y.
Wm. Wrigley Jr. Co., Chicago	Chewing Gum	Gene Autry Show	Sun., 5:30-5:45 P.M. 6/16 Sun., 7:00-7:30 P.M.	148	9/23/45-	Ruthrauff & Ryan, N. Y.
Wm. Wrigley Jr. Co., Chicago	Chewing Gum	Island Venture	Thurs., 10:00-10:30 P.M.	144	12/27/45-6/20/46	Arthur Meyerhoff & Co., Chicago
Yellow Cab Company, San Francisco	Cab Service	The Story Teller	Sat., 8:00-8:15 P.M. PST 5/4 Sat., 9:30-9:45 P.M. PST 10/5 Sat., 7:45-8:00 P.M. PST	6*	1/5/46-12/28/46	Rhoades & Davis, San Francisco



The Eastern Iowa Market Story is Quickly Told

W  
M  
T

CEDAR RAPIDS  
WATERLOO  
5000 Watts Day and Night  
CBS Basic Network

WMT

*Reaches Rich Agricultural—  
Industrial Eastern Iowa—  
COMPLETELY!*

IOWA

and WMTland lead the nation in per capita wealth (1946 estimated buying income per family is \$4824.00—Sales Management Index.)

WMT

is "in the heart of the greatest farming country on earth" (1946 Bumper Crops mean record farm incomes.)

IOWA

ranks 16th in U. S. MANUFACTURING, yet, almost 50% of WMTland's income comes from diversified industries.

WMT

reaches 1,131,782 people within its 2.5 MV contour.

WMT

reaches approximately 3,500,000 people within its 0.5 MV contour.

WMT

has greater population coverage within its 2.5 MV line than any other station in Iowa.

WMT's

NEWS Network covers WMTland . . . 40 WMT correspondents throughout the state, plus UP, AP and INS relay up-to-the-minute news.

WMT's

Farm Bureau serves WMTland with farm programs that have real farm appeal.

WMT

is Eastern Iowa's only CBS station, bringing to WMTland exclusively those great CBS day and nighttime programs.

Member MID-STATES Group

at 600 KC's IOWA'S BEST FREQUENCY

Contact your KATZ representative for availabilities

## ADVERTISERS USING NBC NETWORK DURING 1946

Sponsor	Product	Program	Time	No. of Stations	Duration of Contract	Agency & City
Allis-Chalmers Manufacturing Co., Milwaukee	Farm Equipment	Nat'l Farm & Home Hour	Sat., 1:00-1:30 P.M.	155	Sept. '45—	Bert S. Gittins Adv., Milwaukee
American Bakeries, Atlanta	Merita Breads, Cakes and Crackers	Robert St. John	Mon., Wed., Fri., 10:00-10:15 A.M.	16	June '44—Mar. '46	Tucker Wayne & Co., Atlanta
American Cigarette & Cigar Co.	Pall Mall Cigarettes	The Fabulous Dr. Tweedy	Wed., 10:00-10:30 P.M.	153	Oct. '46—	Foote, Cone & Belding
American Dairy Association, Chicago	Dairy Products	Voice of the Dairy Farmer	Sun., 1:00-1:15 P.M.	42	July '43—	Campbell-Mithun, Chicago
American Tobacco Co., New York	Lucky Strike Cigarettes	Jack Benny, (June to Sept.) The Fabulous Dr. Tweedy	Sun., 7:00-7:30 P.M.	154	Oct. '44—	Foote, Cone & Belding
American Meat Institute	Meat	Fred Waring	Tues., Thurs., 11:00-11:30 A.M.	150	Jan. '46—	Leo Burnett & Co., Chicago
B. T. Babbitt, New York	Bab-O Cleaner	David Harum	Mon.-Fri., 11:45-12:00 Noon	95	Sept. '40—	Duane Jones & Co., N. Y.
B. T. Babbitt, New York	Bab-O Cleaner	Lora Lawton	Mon.-Fri., 10:15-10:30 A.M.	39	May '43—	Duane Jones & Co., N. Y.
P. Ballantine & Sons., Newark	Beer and Ale	His Honor the Barber	Tues., 7:30-8:00 P.M.	128	Oct. '45—Apr. '46	J. Walter Thompson, N. Y.
Bell Telephone System, New York	Telephone Service	The Telephone Hour	Mon., 9:00-9:30 P.M.; 12:00-12:30 A.M.	140	Apr. '40—	N. W. Ayer & Son, N. Y.
Picksweet Foods Inc.	Picksweet Frozen Foods	Picksweet News	Sat., 10:00-10:15 P.M. PST	6	Sept. '45—	Ruthrauff & Ryan, Seattle
Bristol-Myers Inc., New York	Sal Hepatica and Trushay	Duffy's Tavern (eff Oct. '46)	Wed., 9:00-9:30 P.M.	132	Sept. '44—	Young & Rubicam, N. Y.
Bristol-Myers Inc., New York	Vitalis and Ipana	Mr. District Attorney	Wed., 9:30-10:00 P.M.; 12:30-1:00 A.M.	132	June '40—	Doherty, Clifford & Shenfield, N. Y.
Bristol-Myers Inc., New York	Minit-Rub and Vitalis	Alan Young, (eff Sept. '46)	Fri., 8:30-9:00 P.M.; 11:30-12:00 Mid.	131	Sept. '46—	Young & Rubicam, N. Y.
Brown & Haley Candy Co., Tacoma, Wash.	Candy	King's Men	Fri., 9:00-9:15 P.M. PST	7	May '45—	Honig-Cooper Co., Seattle
Brown Shoe Co. Inc., St. Louis	Shoes	Smilin' Ed McConnell	Sat., 11:30-12:00 Noon	64	Sept. '44—	Leo Burnett Co., Chicago
Brown & Williamson Tobacco Co., Louisville	Raleigh Cigarettes	People Are Funny	Fri., 9:00-9:30 P.M.	144	Apr. '42—	Russel M. Seeds, Chicago
Brown & Williamson Tobacco Co., Louisville	Raleigh Cigarettes and Sir Walter Raleigh Tobacco	Red Skelton (June to Sept., Evening With Romberg)	Tues., 10:30-11:00 P.M.	146	Dec. '45—	Russel M. Seeds, Chicago
Bunte Brothers, Chicago	Candy	World Front	Sun., 12:00-12:30 P.M.	20	June '43—	Presba, Fellers & Presba, Chicago
Campana Sales Co., Batavia, Ill.	Solitaire Makeup	Solitaire Time	Sun., 11:45-12:00 Noon	20	Nov. '44—	The Clements Co., Philadelphia
Carnation Co., Milwaukee	Evaporated Milk	Carnation Contented Program	Mon., 10:00-10:30 P.M.	149	May '31—	Erwin, Wasey & Co., Chicago
Carnation Co., Milwaukee	Evaporated Milk	Lone Journey	Mon.-Fri., 10:00-10:15 A.M.	49	Apr. to Sept. '46	Erwin, Wasey & Co., Chicago
Centaur Co., Rahway, N. J.	Molle Shave Cream	Molle Mystery Theater	Fri., 10:00-10:30 P.M.	140	Sept. '43—	Young & Rubicam, N. Y.
Cities Service Co., New York	Petroleum Products, Tires and Accessories	Cities Service Highways In Melody	Fri., 8:00-8:30 P.M.	72	Oct. '40—	Foote, Cone & Belding, N. Y.
Colgate-Palmolive-Peet Co., Jersey City	Shave Cream	Can You Top This?	Sat., 9:30-10:00 P.M.	139	Oct. '42—	Ted Bates Inc., N. Y.
Colgate-Palmolive-Peet Co., Jersey City	Soap and Tooth Powder	Judy Canova Show (Off July to Sept.)	Sat., 10:00-10:30 P.M.	139	May '43—	Ted Bates Inc., N. Y.
Colgate-Palmolive-Peet Co., Jersey City	Shave Cream	Sports Newareel	Fri., 10:30-10:45 P.M.	69	Oct. '41—	Sherman & Marquette, N. Y.
Colgate-Palmolive-Peet Co., Jersey City	Soap and Dental Cream	Kay Kyser's College of Musical Knowledge	Wed., 10:30-11:00 P.M.	140	Dec. '44—	Ted Bates Inc., N. Y.
Colgate-Palmolive-Peet Co., Jersey City	Colgate Dental Cream and Halo Shampoo	A Day in the Life of Dennis Day	Thurs., 7:30-8:00 P.M.; 9:30-10:00 P.M. eff 12/46 Wed., 8:00-8:30 P.M. and 12:00-12:30 A.M.	143	Oct. '46—	Ted Bates Inc., N. Y.
E. I. DuPont de Nemours & Co. Inc., Wilmington, Dela.	Institutional	Cavalcade of America (Off July to Aug. '46)	Mon., 8:00-8:30 P.M.; 11:30-12:00 Mid.	143	Apr. '42—	BBDO, N. Y.
Firestone Tire & Rubber Co., Akron	Tires and Tubes	Voice of Firestone	Mon., 8:30-9:00 P.M.	148	Dec. '28—	Sweeney & James Co., Cleveland
F. W. Fitch Co., Des Moines	Shampoo, Hair Tonic	Fitch Bandwagon (June to Sept., Rogues' Gallery)	Sun., 7:30-8:00 P.M.	154	Sept. '38—	L. W. Ramsey Co., Davenport, Iowa
Florida Citrus Commission	Citrus Fruit	Fred Waring	Mon., Wed., Fri., 11:30 A.M.	150	Aug. '46—Nov. '46	Benton & Bowles
General Electric Co., Cleveland	G. E. Mazda Lamps	Hour of Charm	Sun., 10:00-10:30 P.M.	138	Sept. '39—Sept. '46	BBDO, N. Y. Foster & Davies, Cleveland
General Foods Corp., New York	Maxwell House Coffee	Burns & Allen (June to Aug., Meredith Willson)	Thurs., 8:30-9:00 P.M.; 12:00-12:30 A.M.	140	July '44—	Benton & Bowles, N. Y.
General Foods Corp., New York	Birdseye Frosted Foods	Dinah Shore (eff Sept. '46, Aldrich Family)	Thurs., 8:00-8:30 P.M.; 11:30-12:00 Mid.	140	Sept. '43—	Young & Rubicam, N. Y.
General Foods Corp., New York	Cereals, Flour	Portia Faces Life	Mon.-Fri., 5:15-5:30 P.M.	87	Apr. '41—	Young & Rubicam, N. Y.
General Foods Corp., New York	Calumet Salt, Bakers Chocolate	When A Girl Marries	Mon.-Fri., 5:00-5:15 P.M.	76	Sept. '41—	Benton & Bowles, Young & Rubicam, N. Y.
General Mills Inc., Minneapolis	Sperry Flour	This Woman's Secret	Mon.-Fri., 4:00-4:15 P.M. PST	10	May '38—	Knox-Reeves, Mnpls.
General Mills Inc., Minneapolis	Betty Crocker Soups, Wheaties	The Guiding Light	Mon.-Fri., 2:00-2:15 P.M.	128	May '38—	Knox-Reeves, Mnpls.
General Mills Inc., Minneapolis	Sperry Flour	Sam Hayes	Mon.-Sat., 7:45-8:00 P.M. PST	7	Jan. '40—	Knox-Reeves, Mnpls.
General Mills Inc., Minneapolis	Bisquick	Today's Children	Mon.-Fri., 2:00-2:15 P.M.	128	May '38—	Knox-Reeves, Mnpls.
General Mills Inc., Minneapolis	Wheaties	Woman In White	Mon.-Fri., 2:15-2:27 P.M.	128	May '38—	Knox-Reeves, Mnpls.
General Mills Inc., Minneapolis	Cake Flour	Betty Crocker	Mon.-Fri., 2:40-2:45 P.M.	128	May '38—	Knox-Reeves, Mnpls.

(Continued)





# A "Must" for COMPLETE PACIFIC NORTHWEST COVERAGE!

The Pacific Northwest is not just "the coast." Between the Rockies and the Cascades lies a rich, productive Inland Empire of over 100,000 square miles. . . . To cover this vast, wealthy region calls for KHQ, the NBC outlet in Spokane. . . . Within the KHQ "Complete Coverage" area are:

The Columbia Basin Irrigation Project

Grand Coulee Dam

*World's Largest Source of Hydroelectric Power*

The "Breadbasket of the West"

*Producing about 10% of the nation's wheat*

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Mines Producing Three-fourths of the Nation's Magnesite, One-third of Its Lead, One-fourth of Its Silver and Tungsten, One-eighth of Its Zinc

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ARTHUR L. BRIGHT  
PRESIDENT & GENERAL MANAGER

REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.

## ADVERTISERS USING NBC NETWORK DURING 1946

(Continued)

Sponsor	Product	Program	Time	No. of Stations	Duration of Contract	Agency & City
General Mills Inc., Minneapolis	Cake Flour	Light of the World	Mon.-Fri., 2:45-3:00 P.M.	138	Dec. '46—	Dancer-Fitzgerald-Sample, N. Y.
General Mills Inc., Minneapolis	Cake Flour	Masquerade	Mon.-Fri., 2:27-2:40 P.M.	128	May '38-Oct. '46	Knox-Reeves, Mnpls.
General Motors Corp., Detroit	Institutional	General Motors Symphony of the Air	Sun., 5:00-6:00 P.M.	146	Aug. '43-July '46	Kudner, N. Y.
General Motors Corp., Detroit	Institutional	John W. Vandercook	Sat., 5:30-6:45 P.M.	146	Aug. '45-Jan. '46	Kudner, N. Y.
General Petroleum Corp.	Petroleum Products	Mobile Touchdown Tips	Mon., 6:00-6:30 P.M. PST	7	Sept. '46-Dec. '46	Smith & Drum Inc., Los Angeles
George S. May Co., Chicago	Institutional	Tam O'Shanter Golf Tournament	July '46, 6:30-7:00 P.M.	138	July '28—	Jim Duffy Co., Chicago
Gillette Safety Razor Co., Boston	Razors and Blades	Navy-Notre Dame Football Game	Sat., Nov. 2, 1:15-4:00 P.M.	155		Maxon, Inc.
Gillette Safety Razor Co., Boston	Razors and Blades	Army-Navy Football Game	Sat., Nov. 30, 1:15-4:00 P.M.	155		Maxon, Inc.
Grove Laboratories Inc., St. Louis	Cold Tablets and Vitamins	Reveille Roundup	Mon., Wed. and Fri., 7:45-8:00 A.M.; 8:45-9:00 A.M.; 9:45-10:00 A.M.	121	Oct. '41—	Duane Jones & Co.
Household Finance Corp.	Insurance	Phone Again Finnegan	Sat., 5:00-5:30 P.M.	57	Mar. '46-June '46	Shaw Lavally Inc.
Hudson Coal Co., Scranton, Pa.	Coal	The D & H Miners	Sun., 9:45-10:00 A.M.	13	Oct. '45—	The Clements Co., Phila.
International Harvester Co.	Motor Trucks and Farm Machinery	Harvest of Stars	Sun., 2:30-3:00 P.M.	153	Oct. '45—	McCann-Erickson, N. Y.
Andrew Jergens Co., Cinn.	Woodbury Soap	Mr. & Mrs. North	Wed., 8:00-8:30 P.M.; 12:00-12:30 A.M.	144	Dec. '42-Nov. '46	Lennen & Mitchell, N. Y.
S. C. Johnson & Son Inc., Racine, Wisc.	Wax Products	Fibber McGee & Molly	Tues., 9:30-10:00 P.M.	143	Oct. '41—	Needham, Louis & Brorby, Chicago
Kraft Foods Co., Chicago	Kraft Products	Kraft Music Hall	Thurs., 9:00-9:30 P.M.	139	July '40—	J. Walter Thompson Co., Chicago
Kraft Foods Co., Chicago	Parkay	The Great Gildersleeve	Wed., 8:30-9:00 P.M.; 11:30-12:00 P.M.	125	Aug. '43—	Needham, Louis & Brorby Inc., Chicago
Leaf Gum Co.	Chewing Gum	Tin Pan Alley of the Air	Sat., 5:45-6:00 P.M.; 6:30-6:45 P.M.	144	Jan. '45-July '46	Bozell & Jacobs, Chicago
Lever Bros. Co., Cambridge, Mass.	Lifebuoy Soap	Bob Burns	Thurs., 7:30-8:00 P.M.; 9:30-10:00 P.M.	77	Jan. '43-June. '46	Ruthrauff & Ryan, N. Y.
Lever Bros. Co., Cambridge, Mass.	Rinso	Amos 'N' Andy (June, Dunninger) (Off July to Sept.)	Tues., 9:00-9:30 P.M.	149	Oct. '44—	Ruthrauff & Ryan, N. Y.
Lewis-Howe Co., St. Louis	Tums	A Date With Judy	Tues., 8:30-9:00 P.M.	143	June '40—	Roche, Williams & Cleary, Chicago

In Charleston  
West Virginia

# WGKV

*thoroughly covers the ONLY  
100 Million Dollar Market  
Within a Radius of 200 Miles!*

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THESE FACTS SUBSTANTIATE THE BUSINESS  
LEADERSHIP OF THE GREAT KANAWHA VALLEY!

Population 224,200  
Retail Sales \$107,072,000.00  
Effective Buying Income \$240,107,000.00  
Food Sales \$24,910,000.00  
Drug Sales \$4,064,000.00  
Bank Debits—OVER A BILLION DOLLARS

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**WGKV speaking—**

Charleston, West Virginia is my home. Here I have served seven useful years showing increases in local, regional, network, and national spot business each year. I am devoted to the best interests of my sponsors and listeners, and am happy in their confidence and goodwill. A recent Conlan survey of the Charleston listening audience—overall for entire survey showed WGKV first with 45.6% of the listeners.

WGKV Charleston, West Va., NBC Affiliate  
Represented Nationally by:  
Joseph Hershey McGillvra, Inc.

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Santa Barbara • California

Harry C. Butcher & Staff

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*Sixth Richest Per Capita  
Market in the United States*

100 Miles from Nearest Metropolitan City

NBC Commercial and Sustaining Programs Supplemented by Balanced Local Commercial and Sustaining Programs Including Press Association Services, Plus RADIO KIST News Bureau and Feature Story Coverage—Santa Barbara, Ventura, and San Luis Obispo Counties, Cities, and Communities.

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Affiliated with  
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250 Watts

1340 K.C.

**ADVERTISERS USING NBC NETWORK DURING 1946**  
(Continued)

Sponsor	Product	Program	Time	No. of Stations	Duration of Contracts	Agency & City
Liggett & Meyers Tobacco Co., New York	Chesterfield Cigarettes	Chesterfield Supper Club	Mon.-Fri., 7:00-7:15 P.M.; 11:00-11:15 P.M.	146	June '39—	Newell-Emmett Co., N. Y.
P. Lorillard Co., New York	Old Golds	Meet Me at Parky's	Sun., 10:30-11:00 P.M.	137	July '43—	Lennen & Mitchell, N. Y.
Mars Inc., Chicago	Candy	Dr. I. Q.	Mon., 10:30-11:00 P.M.	128	Apr. '44—	Grant Advertising, Chicago
Mars Inc., Chicago	Candy	Curtain Time	Sat., 7:30-8:00 P.M.	32	July '46—	Grant Advertising, Chicago
Miles Laboratories Inc., Elkhart, Ind.	Alka-Seltzer and Vitamins	News of the World	Mon.-Fri., 7:15-7:30 P.M.	140	Mar. '41—	Wade Advertising Agency, Chicago
Miles Laboratories Inc., Elkhart, Ind.	Alka-Seltzer and Vitamins	National Barn Dance (off Oct.) Saturday Night Roundup	Sat., 9:00-9:30 P.M.	129	June '42—	Wade Advertising Agency, Chicago
Miles Laboratories Inc., Elkhart, Ind.	Alka-Seltzer and Vitamins	Quiz Kids	Sun., 4:00-4:30 P.M.	139	Sept. '46—	Wade Advertising Agency, Chicago
Neighbors of Woodcraft	Insurance	Name Your Music	Sat., 3:00-3:30 P.M. PST	18	Jan. '46—	Showalter Lynch Adv.
Philip Morris & Co., New York	Cigarettes	Rudy Vallee Show (off Sept.)	Tues., 8:00-8:30 P.M.; 11:30-12:00 Mid.	140	Apr. '43—	The Biow Co. Inc., N. Y.
Pabst Sales Co.	Beer	Eddie Cantor Show	Thurs., 10:30-11:00 P.M.	139	Sept. '46—	Warwick & Legler
Pepsodent Co., Chicago	Pepsodent Toothpaste	Bob Hope (June-Sept., The Man Called X)	Tues., 10:00-10:30 P.M.	129	Sept. '38—	Foote, Cone & Belding, Chicago
Peter Paul Inc., Naugatuck, Conn.	Mounds and Ten Crown Gum	Sam Hayes	Tues., Thurs., 7:00-7:15 A.M. PST	9	Oct. '44—	Brisascher, Van Norden & Staff, San Francisco
Planters Nuts & Chocolate Co., Wilkes-Barre, Pa.	Peanuts and Peanut Oil	Adventures of Bill Lance	Sat., 9:00-9:30 P.M. PST	16	Sept. '45—	Raymond R. Morgan Co., Hollywood
Procter & Gamble Co., Cinn.	Camay	Pepper Young's Family	Mon.-Fri., 3:00-3:45 P.M.	82	June '42—	Pedlar & Ryan, N. Y.
Procter & Gamble Co., Cinn.	Ivory Soap	Road of Life	Mon.-Fri., 10:30-10:45 A.M.	141	June '42—	Compton Advertising, N. Y.
Procter & Gamble Co., Cinn.	Spic and Span	Life Can Be Beautiful	Mon.-Fri., 3:00-3:15 P.M.	133	June '42—	Dancer-Fitzgerald-Sample, Chicago
Procter & Gamble Co., Cinn.	Ivory Soap	Right to Happiness	Mon.-Fri., 3:45-4:00 P.M.	141	June '42—	Compton Advertising, N. Y.
Procter & Gamble Co., Cinn.	Oxydol	Ma Perkins	Mon.-Fri., 3:15-3:30 P.M.	142	Dec. '33—	Dancer-Fitzgerald-Sample, Chicago
Procter & Gamble Co., Cinn.	Ivory Snow	Joyce Jordan, M.D.	Mon.-Fri., 10:45-11:00 A.M.	101	June '43—	Dancer-Fitzgerald-Sample, Chicago
Procter & Gamble Co., Cinn.	Teel	Life of Riley (Off July and Aug.)	Sat., 8:00-8:30 P.M.; 11:30-12:00 Mid.	134	Nov. '44—	Dancer-Fitzgerald-Sample Chicago

(Continued on page 294)

**WSMB**

*The NBC Station  
for  
New Orleans*

*The South's Greatest City*

Complete coverage of Southern Louisiana is offered by WSMB, through an affiliation with KVOL, Lafayette and KPLC, Lake Charles.

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**WSMB**

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National Reps: Edward Petry & Co.

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MOST PEOPLE  
LISTEN TO MOST

National Representatives  
GEORGE P. HOLLINGBERRY CO.

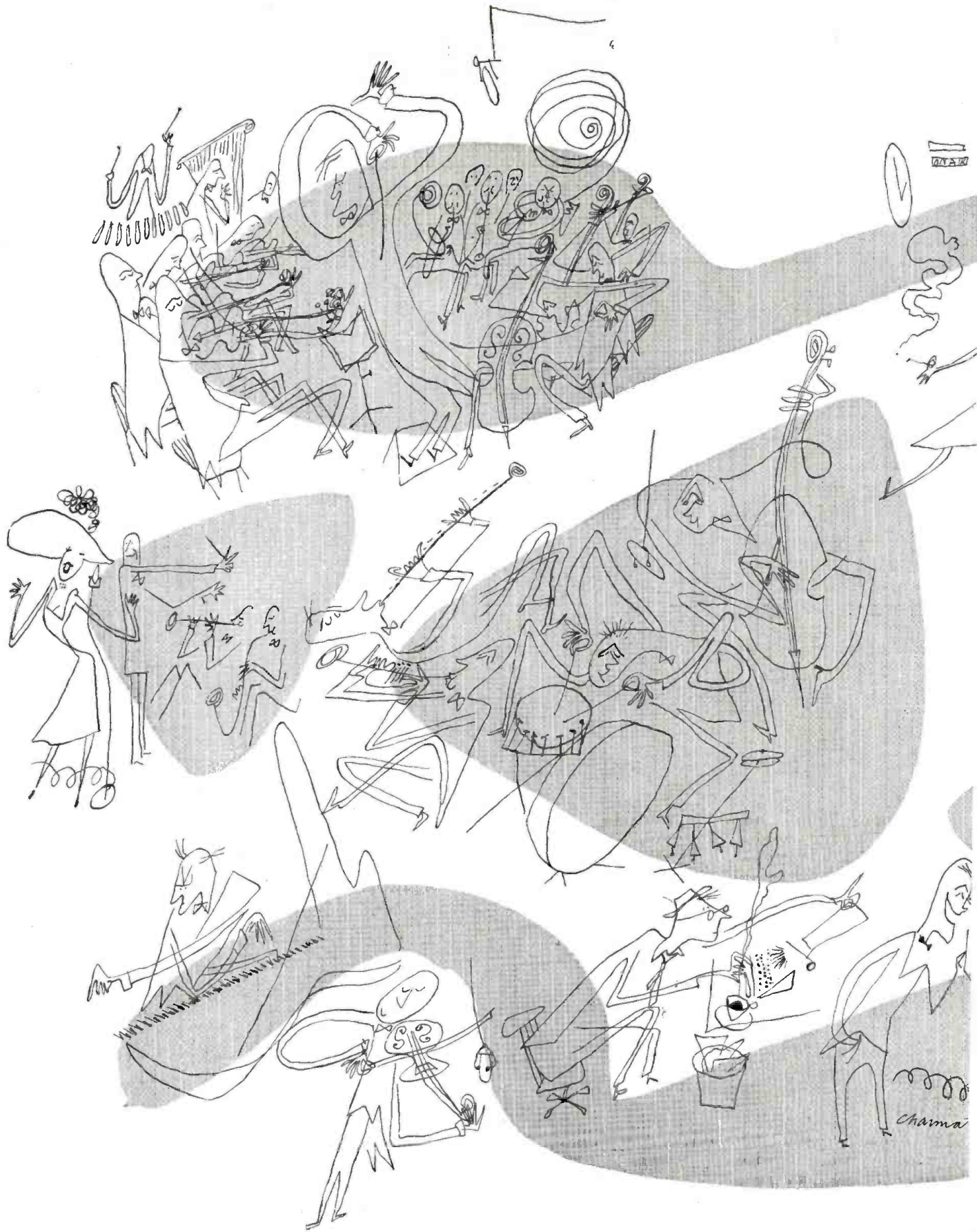
Southeast Representative  
HARRY E. CUMMINGS



JAMES M. LeGATE, Gen. Manager

**5,000 WATTS \* 610 KC \* NBC**





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## *NBC Package Programs*

### *Available for Sponsorship*

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

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

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

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

Astute advertisers will call the National Broadcasting Company's Sales Department without delay.

AMERICA'S NO. 1 NETWORK

*National Broadcasting Company*



A SERVICE OF RADIO CORPORATION OF AMERICA

# ADVERTISERS USING NBC NETWORK DURING 1946

(Continued from page 291)

Sponsor	Product	Program	Time	No. of Stations	Duration of Contract	Agency & City
Procter & Gamble Co., Cinn.	Drene & Drest	The Drene Show (Off July and Aug.)	Sun., 10:00-10:30 P.M.	143	Jan. '42—	Kastor-Farrell-Chesley & Clifford, N. Y.
Procter & Gamble Co., Cinn.	Duz	Truth or Consequences	Sat., 8:30-9:00 P.M.; 11:00-11:30 P.M.	134	Aug. '48—	Compton Advertising, N. Y.
Prudential Insurance Co. of America	Insurance	Jack Berch Show	Mon.-Fri., 11:30-11:45 A.M.	134	Sept. '46—	Benton & Bowles, N. Y.
Pure Oil Co., Chicago	Oil and Gasoline	Kaltenborn Edits the News	Mon.-Fri., 7:45 P.M.	34	May '42—	Leo Burnett Co., Chicago
Radio Corporation of America, New York	Institutional	RCA-Victor Show	Sun., 2:00-2:30 P.M.	149	Sept. '44—	J. Walter Thompson, N. Y.
R. J. Reynolds Tobacco Co., Winston-Salem, N. C.	Camels and Prince Albert Tobacco	Abbott & Costello	Thurs., 10:00-10:30 P.M.	148	Mar. '43—	William Esty & Co., N. Y.
R. J. Reynolds Tobacco Co., Winston-Salem, N. C.	Prince Albert Tobacco	Grand Ole Opry	Sat., 10:30-11:00 P.M.	146	Jan. '41—	William Esty & Co., N. Y.
Richfield Oil Corp., Los Angeles	Gasoline and Oil	The Richfield Reporter	Sun.-Fri., 9:30-9:45 P.M.; 10:00-10:15 P.M. PST	14	Apr. '31—	Hixson-O'Donnell, Los Angeles
Safeway Stores Inc., Oakland, Calif.	Duchess Salad Dressing	Aunt Mary	Mon.-Fri., 3:30-3:45 P.M. PST	17	Feb. '45—	J. Walter Thompson Co., N. Y.
Safeway Stores Inc., Oakland	Nu-Made Mayonnaise	Hoagy Carmichael	Mon., 6:00-6:30 P.M. PST	9	Feb. '46-Aug. '46	J. Walter Thompson Co., N. Y.
Safeway Stores Inc., Oakland	Dwight Edwards Coffee	Dr. Paul	Mon.-Fri., 3:45-4:00 P.M. PST	25	Aug. '45—	J. Walter Thompson Co., N. Y.
Safeway Stores Inc., Oakland	Dwight Edwards Coffee	Night Editor	Wed., 5:45-6:00 P.M. PST Fri., 9:00-9:15 P.M. PST	27	Apr. '45-Mar. '46	Ruthrauff & Ryan, San Francisco
Sealtest Inc., New York	Milk and Ice Cream	Jack Haley with Eve Arden and Guest	Thurs., 9:30-10:00 P.M.	71	July '40—	McKee & Albright Inc., Phila.
Sealy Mattress Co.	Mattresses	A Layman's View of the News	Sun., 10:00-10:15 A.M. PST	9	Nov. '43—	Alvin Wilder Advertising, Los Angeles
W. A. Sheaffer Pen Co., Madison, Iowa	Pens, Pencils and Scrip Ink	Sheaffer Parade	Sun., 3:00-3:30 P.M.	147	Sept. '42—	Russel M. Seeds, Chicago
Skelly Oil Co., Kansas City	Gas and Oil	Alex Dreier	Mon.-Fri., 8:00-8:15 A.M.	25	Sept. '42—	Henri Hurst & McDonald, Chicago
Skelly Oil Co., Kansas City	Gas and Oil	This Farming Business	Sat., 8:00-8:15 A.M.	22	Sept. '46—	Henri Hurst & McDonald, Chicago
Socony-Vacuum Oil Co., New York	Oil	Information Please (off July '46, Benny Goodman) (off Sept. '46, Victor Borge Show Starring Benny Goodman)	Mon., 9:30-10:00 P.M.	132	Feb. '45—	Compton Advertising, N. Y.
Southern Cotton Oil Co., San Francisco	Wesson Oil and Snowdrift	Noah Webster Says	Thurs., 9:30-10:00 P.M. PST	8	Oct. '44—	Fitzgerald Advertising Agency, New Orleans
Standard Brands Inc., New York	Chase & Sanborn Coffee	Charlie McCarthy Show, Starring Edgar Bergen (June-Aug., Alec Templeton)	Sun., 8:00-8:30 P.M.	144	Mar. '40—	J. Walter Thompson, N. Y.
Standard Brands Inc., New York	Tenderleaf Tea and Shefford Cheese	Fred Allen (July-Sept., Tommy Dorsey)	Sun., 8:30-9:00 P.M.	144	June '40—	J. Walter Thompson, N. Y.
Standard Brands Inc., New York	Royal Desserts and Fleischmann's Yeast	One Man's Family	Sun., 3:30-4:00 P.M.	144	July '45—	J. Walter Thompson, N. Y.
Standard Oil of California, San Francisco	Gas and Oil	Standard Hour	Sun., 8:30-9:30 P.M. PST	18	Sept. '42—	BBDO Inc., San Francisco
Standard Oil of California, San Francisco	Gas and Oil	Standard School Broadcast	Thurs., 10:00-10:30 A.M. PST	21	Oct. '42—	BBDO Inc., San Francisco
Sterling Drug Inc., New York	Ayer's Pectoral	Backstage Wife	Mon.-Fri., 4:00-4:15 P.M.	143	Sept. '36—	Dancer-Fitzgerald-Sample, N. Y.
Sterling Drug Inc., New York	Phillips Milk of Magnesia	Stella Dallas	Mon.-Fri., 4:15-4:30 P.M.	143	Sept. '42—	Dancer-Fitzgerald-Sample, N. Y.
Sterling Drug Inc., New York	Phillips Creams and Bayer Aspirin	Lorenzo Jones	Mon.-Fri., 4:30-4:45 P.M.	143	Nov. '39—	Dancer-Fitzgerald-Sample, N. Y.
Sterling Drug Inc., New York	Haleys' M-O Phillips Toothpaste, Ironized Yeast and Danderrine	Young Widder Brown	Mon.-Fri., 4:45-5:00 P.M.	143	Jan. '40—	Dancer-Fitzgerald-Sample, N. Y.
Sterling Drug Inc., New York	Bayer Aspirin	American Album of Familiar Music	Sun., 9:30-10:00 P.M.	142	Oct. '31—	Dancer-Fitzgerald-Sample, N. Y.
Sterling Drug Inc., New York	Dr. Lyons Toothpowder	Manhattan Merry-Go-Round	Sun., 9:00-9:30 P.M.	139	Nov. '32—	Dancer-Fitzgerald-Sample, N. Y.
Sterling Drug Inc., New York	Phillips Magnesia, Bayer Aspirin	Waltz Time	Fri., 9:30-10:00 P.M.	143	Sept. '33—	Dancer-Fitzgerald-Sample, N. Y.
Sun Oil Co., Philadelphia	Gas and Oil	Lowell Thomas	Mon.-Fri., 6:45 P.M.	31	June, '32—	Roche, Williams & Cleary Inc., Phila.
Teentimers Inc.	Dresses and Cosmetics	Teentimers Club	Sat., 11:00-11:30 A.M.	95	Aug. '45—	Buchanan & Co. Inc., N. Y.
Tillamook County Creamery Assoc., Tillamook, Ore.	Cheese	Benny Walker's Tillamook Kitchen	Fri., 9:45-10:00 A.M. PST	7	Oct. '41—	Botsford, Constantine & Gardner, Portland, Ore.
Western Auto Supply Co., Los Angeles	Auto Accessory and Appliances	Circle Arrow Show	Sun., 10:30-11:00 A.M.	56	Oct. '45—	Bruce B. Brewer Co., Los Angeles
Whitehall Pharmacal Co., New York	Anacin	Just Plain Bill	Mon.-Fri., 5:30-5:45 P.M.	71	Sept. '42—	Dancer-Fitzgerald-Sample, N. Y.
Whitehall Pharmacal Co., New York	Bisdol and Kolynos	Front Page Farrell	Mon.-Fri., 5:45-6:00 P.M.	70	Sept. '42—	Dancer-Fitzgerald-Sample, N. Y.
Whitehall Pharmacal Co., New York	Anacin and Kolynos	Fleetwood Lawton	Mon.-Fri., 8:15-8:30 P.M. PST	8	Aug. '43—	Dancer-Fitzgerald-Sample, Hollywood
Whitehall Pharmacal Co., New York	Anacin & Kolynos	Bob Burns	Sun., 6:30-7:00 P.M.; 11:00-11:30 P.M. (June-Sept., Ask Me Another)	61	Sept. '46—	Sullivan, Stauffer, Colwell & Bayles, N. Y.
Wildroot Co. Inc., Buffalo	Hair Tonic and Cream Oil	King Cole Trio Time	Sat., 5:45-6:00 P.M.	155	Oct. '46—	BBDO, N. Y.



# Radio Highlights and Headlines: 1946

(Major Events of Year as Chronicled in BROADCASTING)

(See issues of BROADCASTING nearest each date given for full details.)

Jan. 1—Year opened with a controversy raging over shifting of FM higher band. Zenith Radio Corp. challenges Norton findings on basis of which FM was moved upstairs. FCC orders public hearing Jan. 18.

Jan. 4—President Justin Miller of NAB tells board of directors at meeting in Los Angeles he will follow board's mandate to seek conference with AFM President James Caesar Petrillo. Instruction was to renew efforts "to eliminate at earliest possible moment confusion now existing . . . in connection with the use of union musicians on American radio stations and networks."

Jan. 9—At first 1946 board meeting of CBS, William S. Paley, president since 1928, elected chairman of the board; Paul W. Kesten, who was executive vice president and operating head of CBS throughout war, elected vice chairman; Frank Stanton, vice president and general manager named president.

Jan. 11—Phillip G. Loucks inducted as president of Federal Communications Commission Bar Association.

Jan. 15—Justin Miller, appearing at first district meetings in new capacity as NAB president, seeks support of broadcasters in fighting inroads by FCC and AFM.

Jan. 16—William Benton, former partner of Benton & Bowles, Assistant Secretary of State in charge of public affairs, protests action of UP & AP in withdrawing services from international broadcasting stations under State Department supervision.

Jan. 18—After four days of testimony clear channel hearings are recessed until April 15; regional broadcasters and farm organizations urge breakdown of clears; Department of Agriculture recommends FCC require broadcasters to provide adequate and suitable time for farm programs.

Jan. 18—FCC opens FM hearings on petition of Zenith Radio Corp. to include 42-50 mc band for frequency modulation in addition to high band.

Jan. 23—U. S. Court of Appeals for District of Columbia reverses FCC in WOKO Albany renewal denial holding Commission acted arbitrarily. Case taken by FCC to Supreme Court.

Jan. 24—FCC denies Zenith petition to allocate 42-50 mc band to FM in addition to the 88-108 band.

Jan. 24—Radio's weekly payroll up 19% in year according to report released by FCC.

Jan. 25—Lt. Col. John Hibbett DeWitt, Jr. former chief engineer of WSM Nashville, shoots the moon with radar and wins nationwide acclaim.

Jan. 28—Commissioner E. K. Jett of FCC named to head U. S. delegation at North American Regional Broadcast Engineering Conference scheduled for Feb. 4 in Washington.

Jan. 28—Lea Bill to curb Petrillo reported favorably to House after removal of objectionable phrases in penal clause.

Jan. 31—House Rules Committee votes overwhelmingly to report out Lea Bill.

Feb. 4—General Mills earmarks \$5,000,000 for radio in 1946—half of its advertising budget.

Feb. 4—Fifty delegates from 8 countries gather in Washington for opening of North American Regional Broadcast Engineering Conference. (NARBA).

Feb. 4—CBS initiates first in series of color television demonstrations, employing film and transmitting from Chrysler Building to network headquarters over distance of half mile.

Feb. 7—Niles Trammell, NBC president, announces executive promotions effective April 1: Harry C. Kopf, vice president of NBC Central Division to New York to succeed Roy C. Witmer as vice president in charge of sales; latter becomes staff vice president; I. E. "Chick" Showerman, eastern sales manager, to Chicago as Central Division manager.

Feb. 11—BROADCASTING Yearbook index shows net time sales for 1945 are \$310,450,000—gain of 7.3% over previous year.

Feb. 12—First New York-Washington coaxial cable television broadcast made under sponsorship of NBC.

Feb. 15—Frequency war threatened as second North American Regional Broadcast Engineering Conference in Washington reaches deadlock seeking to resolve Cuba's demands for use of 12 Class A-1 clear channels and increase power on eight regionals.

Feb. 15—Paul A. Porter announces his resignation as chairman of FCC and his appointment to the OPA administratorship, Charles R. Denny named acting chairman of the FCC.

Feb. 18—FCC announces it will soon undertake inquiry into possible violations of rule limiting time option from affiliates for network programs.

Feb. 21—House of Representatives votes 222-43 in passing Lea Bill (HR-5117).

Feb. 23—Westinghouse stratovision tests live up to promises.

Feb. 25—NAB's "How Much For How Many?" report, demonstrating that radio can take an advertising message to the public at less cost than magazines or newspapers, is analyzed.

Feb. 25—President Truman deaf to pressures from Capitol Hill—principally from Senator Wheeler (D-Mont.)—that vacancy left by Paul A. Porter, confirmed as OPA Administrator, be filled at FCC.

Feb. 25—Commercial television shifts to new allocation.

March 1—NBC announces gross income for 1945 totaled \$61,270,570.00 up 7.5% over 1944 gross—only corporation of RCA to announce a gain.

March 1—Donald Flamm, former owner of WMCA, wins \$350,000 verdict against Edward J. Noble, now ABC board chairman, in New York Supreme Court. Mr. Flamm had sued for \$2,925,000 charging he was forced to sell WMCA in 1940 to Mr. Noble.

March 4—NARBA signatory nations negotiate three-year Interim Agreement.

March 4—Subscription for BMB's 1946 survey of station and network audiences reach total of \$1,096,180.

March 4—Strikes beset GE and Westinghouse.

March 6—Governor William H. Wills, member of the FCC, dies of heart attack, Bryant Hotel, Brockton, Mass., 1:00 a.m. He had been member of FCC since July 23, 1945.

March 7—FCC issues 139-page programming report entitled "Public Service Responsibility for Broadcast Licensees"—soon nicknamed the Blue Book. Justin Miller, NAB president, condemns report as invasion of freedom of speech.

March 8—Senator Wallace H. White, Jr., minority leader, urged to take post as chairman of FCC.

March 9—Annual duPont awards go to KDKA Pittsburgh, WNAX Yankton and to Lowell Thomas, NBC commentator-reporter.

March 9—FCC departing from traditional method of deciding hearing cases, proposes to assign three of four available television channels in Washington to Evening Star Broadcasting Company (WMAL), Bamberger Broadcasting Company (WOR) and NBC, deferring determination of fourth applicant until conclusion of oral arguments.

March 13—First hearings on FM applications for facilities in Washington, considered precedent setting in field, held. Eleven applicants submit qualifications for 11 available frequencies.

March 15—NAB submits brief to FCC proposing new regulations providing auction (AVCO) plan for station transfers.

March 15—Walter Lemmon, head of World Wide Broadcasting Corp., licensee of WRUL Boston and four sister stations, demands State Department return his stations forthwith or permit him to use portion of time.

March 16—A. A. Schechter and Esterly C. Page named vice presidents of Mutual.

March 18—Prominent members of Congress reviewing Blue Book say freedom of air is at stake.

March 18—George Foster Peabody Awards announced—to KFWB Hollywood, KOMA Oklahoma City, WOV New York, WHAS Louisville, CBS and special citation to KRNT Des Moines.

March 18—Study by National Opinion Research Center, U. of Denver, con-

ducted in cooperation with the NAB preparatory to full text report, announces three out of five listeners prefer radio programs with advertising, 84% prefer to do without movies rather than without radio.

March 21—Airborne television demonstrated at Anacostia Naval Air Base, Washington. Method had been developed by RCA in cooperation with Armed Forces during the war. Brig. Gen. David Sarnoff called system "monumental progress in widening television's scope of service."

March 21—Rosel H. Hyde, FCC general counsel, nominated by President Truman to fill Commission vacancy left by death of Governor Willis. Confirmed on April 12.

March 22—Revocation of license of KOB Albuquerque demanded by New Mexico Governor John J. Dempsey in petition to FCC. First action of kind in Commission annals.

March 25—U. S. radio through four networks and individual coverage by scattering of independent stations observes opening of United Nations.

March 25—New network—United States Network Inc.—organized under laws of Delaware with authorized capital of one million shares at \$1.00 each. Planned as hookup of local outlets. Venture failed to develop.

March 25—Unprecedented number of dismissals of television applications (15) indicates success of CBS campaign in behalf of ultra high frequency color video and wariness of applicants in view of high cost of new medium.

March 28—Civilian Production Administration clamps new ceilings on construction of radio stations. Building structure cost must be under \$1,000.

April 1—ABC adopts policy proposed by Vice President Charles E. Rynd providing rescheduling of coast-to-coast shows in the weekday periods by an elaborate system of recording and re-broadcasting, keeping program times the same locally.

April 1—Rep. B. Carroll Reece of Tennessee, newly elected chairman of Republican National Committee, hits out at FCC for "interference in freedom."

April 4—Recommendations that Cooperative Analysis of Broadcasting drop rating service and reorganize as standard-setting body submitted to CAB board of governors, New York.

April 5—Final approval of Lea-Vandenberg bill (S-63) blocked in Senate in eleventh-hour lobby by American Federation of Radio Artists. Bill subsequently approved.

April 8—FCC proposed decision would deny unanimously sale of WINS New York, by Hearst Radio Inc. to Crosley Corp., largely on ground that \$400,000 trade time arrangement in \$1,700,000 plus deal for 10-year period was violation by FCC law and regulation (transfer approved later after objectionable matter removed).

April 8—Free & Peters demonstrates that spot radio, if it reaches only 2% of primary circulation delivered by nation's stations, still cheaper per impression than black and white magazine ad or a 650-line newspaper ad.

April 8—Sarnoff proposes UN broadcasting plan.

April 8—"Radio's Second Chance" by Charles A. Siepman, who was co-author of Blue Book while employed temporarily at FCC, issued by Little, Brown & Co.

April 12—Finch Telecommunications and Radio Invention Inc. unveil new facsimile models for press and FCC.

April 15—FCC, replying to recommendations of Senate Small Business Committee, enunciates policy limiting one FM station to each applicant—new "one to a customer" policy.

April 18—President Truman signs Lea Bill.

April 17—Benedict P. Cottone, senior assistant general counsel of the FCC, elevated to acting general counsel.

April 18—Robert W. Brown, INS executive news editor, protests FCC definition of local versus wire news program in petition to Commission calling for amendment to Blue Book.

April 19—FCC announces its policy "one to a customer" misunderstood—that it

was adopting merely a procedural policy affecting the order in which FM applications are to be processed.

April 19—Ultra high frequency color television (CBS) successfully transmitted over 450-mile coaxial cable length from New York to Washington and back.

April 22—James C. Petrillo through general counsel of AFL, Joseph A. Padway, also Petrillo attorney, announces he will test Lea Act constitutionality in court.

April 22—Winners of 5 plaques, 18 certificates and awards of merit to stations for service in radio by New York City College of Business announced.

April 25—ABC announces it will offer substantial amount of its stock to the public and to affiliated stations to provide financing for both immediate and long range expansion.

April 26—Associated Press holding annual meeting in New York votes 173 to 14 to invite broadcasters to join as associate members, breaking long standing precedent.

April 29—Radio gets associate status from AP.

April 29—Walter S. Lemmon president of WRUL Boston and four other international shortwave outlets owned by World Wide Broadcasting Corp., wins fight to obtain return of stations to private operation.

May 1—Sixteenth Annual Institute for Education by Radio, sponsored by the Ohio State U., Columbus, Ohio, devotes almost all of sessions to discussion of Blue Book.

May 2—Edward J. Noble, board chairman ABC, announces purchase of King-Trendle Broadcasting Corp. (WKYZ Detroit, WOOD Grand Rapids & Michigan Radio Network) for \$3,650,000. Approved by FCC on July 18.

May 9—President Truman meeting with NAB Board of directors, reaffirms earlier statement [BROADCASTING, July 9, 1945] that radio should be maintained free as the press.

May 9—George Wellington Smith, vice president of Fort Industry Co. and managing director of WVVVA Wheeling, dies.

May 10—Leo J. Fitzpatrick, vice president and general manager of WJR Detroit for 20 years and former president of NAB, resigns.

May 13—in precedent-setting decision FCC decides first station transfer case involving competitive bidder; granting application of Royal Miller estate to assign license of KROY Sacramento to Harmco Inc. for \$150,000.

May 20—U. S. Bureau of the Census announces that radio homes increased 17.9% between 1940 and 1945.

May 20—CBS, NBC and ABC in partial network reports show that 15,000 war aid hours were donated during course of conflict; advertisers gave 45% of time used to promote war effort.

May 20—Raymond Swing, ABC commentator, Tom Slater, MBS director of special events and Max Jordan, NBC foreign correspondent, win Headliner Awards for outstanding radio news achievements.

May 27—Comr. Durr advocates "editorial page" for radio.

May 27—in letter to AFM president James C. Petrillo, NAB president Justin Miller calls upon labor union to "quit stalling and live up to promise to negotiate with broadcasters."

May 27—"The Hucksters" by Frederic Wakeman, Rinehart & Co. publishers, hits book stalls—becomes best-seller and creates sensation in advertising circles.

May 27—Stratovision, airborne transmission plan for television and FM, under development by Westinghouse and Glenn L. Martin Co. gets first cross-country workout in flights along the east coast and flights between Baltimore and Detroit.

May 28—James C. Petrillo "pulls the plug" on WAAF Chicago—thus clearing way for court test of Lea Act.

May 28—FCC in proposed amendments to the FCC Rules and Regulations and Standards of Good Engineering Practice concerning FM broadcasting propose to simplify classifications of FM commercial stations with authorization of power of 1 kw for community FM.

(Continued)



(Continued)

May 31—LIBERTY Magazine notifies ABC that it is cancelling its program of comment by Florella H. LaGuardia.  
 May 31—Charles Luckman elevated to presidency of Lever Brothers, one of nation's largest radio advertisers.  
 June 3—FCC proposes denial of \$950,000 sale of KQW San Francisco by Brunton Brothers to CBS, Commissioners Jett and Wakefield dissenting.  
 June 3—BMB reports 95.2% urban radio families.  
 June 6—James C. Petrillo, addressing his union in assembly at St. Petersburg, announces he will strike against all radio by Feb. 1947 if Lea Act is declared constitutional by Supreme Court.  
 June 7—Westinghouse and Glenn L. Martin Co. announce first tests cross-country of stratovision successful. Plans made for night tests.  
 June 7—Benedict P. Cottone, acting general counsel of FCC named general counsel.  
 June 14—Major Edward Bowes, famed for his amateur hour, dies in Rumson, New Jersey at 72.  
 June 15—James D. Shouse, vice president in charge of broadcasting, Crosley Corp., Cincinnati (WLW) warns small town publishers to investigate carefully before investing any money in FM—speech before National Editorial Assn. meetings in Estes Park, Colo.  
 June 17—James C. Petrillo placed under \$1,000 bond on charges of violating Lea Act.  
 June 18—Temporary suspension of the 17-year old Cooperative Analysis of Broadcasting program rating service, effective July 31, announced.  
 June 22—Television takes greatest stride with presentation to audience estimated as high as 100,000 of Joe Louis-Billy Conn heavyweight championship match. Program sponsored by Gillette Safety Razor Co.  
 June 24—FCC revamps policy governing clear channel daytime and limited time stations on class 1-A clear channels.  
 June 24—Adoption of proposed rules and engineering standards governing FM broadcasting (proposed May 24) announced by FCC.

June 27—Edward Petry & Co., station representatives announces completion of study measuring audience remembrance of commercials.  
 June 30—Radio delivers first report of Bikini test to American listening audience; television employed on the scene at Bikini Atoll.  
 July 1—Poitz devises method for studying impact of radio commercials.  
 July 3—Clear Channel Broadcasting Service blasts at Census Bureau report on listening, presenting in evidence recordings of clear channel signals compared with regional signals.  
 July 5—William F. Brooks, NBC director of news and international relations, elected vice president.  
 July 8—Administrative procedure before the FCC and other government agencies, particularly with reference to hearings before examiners, to be radically altered under terms of Administrative Procedure Act (public law 404).  
 July 8—"Not so good" is report of public on Bikini broadcast—with Navy getting blame for snafu with show.  
 July 11—Brig. Gen. Ken R. Dyke elected to vice presidency of NBC.  
 July 15—Proposals for FM band expansion in hearings on proposed one year reservation of every 5th FM B channel not accepted as evidence by FCC which rules that such proposals be made only through Docket 6651 (allocations).  
 July 18—FCC approves transfer of WINS New York from Hearst Radio Inc. to Crosley Corp.; James D. Shouse heretofore vice president in charge of broadcasting for Crosley named president.  
 July 22—FCC reserves every fifth FM channel.  
 July 22—In momentous decision, FCC denies petition of Robert Harold Scott, athlete, for revocation of licenses of three San Francisco stations (KQW KPO KFRC) but declares "freedom of religious belief necessarily carries with it freedom to disbelieve."  
 July 26—Senator Charles W. Tobey (R-N.H.) introduces resolution proposing Interstate Commerce Committee conduct a probe into FCC going into FM allocations.

Aug. 1—Russia asks U. S., United Kingdom, France, China to participate in five-power telecommunications conference in Moscow scheduled for August 28.  
 Aug. 1—Census shows 76.2% of farms have radio sets. Figures based on data gathered in 1945 study.  
 Aug. 1—Jacob Rosenberg, president AFM Local 802, New York City, dies in New York's Polyclinic Hospital.  
 Aug. 2—FCC sets new "daily business" record announcing grants to 20 new AM outlets.  
 Aug. 8—NAB Board meeting in Estes Park, Colorado, authorizes establishment of machinery looking toward more stringent self-regulation by broadening the range of NAB activity.  
 Aug. 9—Procedure outlined by FCC provided for consideration of some clear channel applications with mutually exclusive non-clear channel requests without awaiting decision on breakdown of clears.  
 Aug. 10—Paul W. Kesten resigns as vice chairman of the board and director of CBS because of ill health; retained as consultant to network.  
 Aug. 14—Leo J. Fitzpatrick, former vice president and general manager of WJR Detroit, joins I. R. (Ike) Lounsbury, former executive vice president of WGR and WKWB Buffalo, in bid to purchase WGR for \$750,000.  
 Aug. 19—Bing Crosby signs for transcription series via ABC.  
 Aug. 20—Day, Duke and Tarleton, Inc. new advertising agency formed by veterans of J. Walter Thompson Co., Foote, Cone & Belding, Lennen & Mitchell and William Esty & Co. in New York.  
 Aug. 23—FCC says it will undertake no advisory opinion on legality of "Pot O' Gold" or any other significant program with give-away characteristics.  
 Aug. 23—George B. Storer, president of Fort Industry Co., purchases WJBK Detroit from John F. Hopkins, Inc. for \$550,000—record local station figure.  
 Aug. 23—Thirty per cent scale rise discussed as AFRA holds national convention in Hollywood.  
 Aug. 26—BROADCASTING'S mid-summer business survey indicates rise in radio revenue after seasonal dip.  
 Aug. 26—Radio watches James Cain American Authors' Authority Plan.  
 Sept. 4—Earl Gammons, director of CBS Washington office and Howard S. Meighan, CBS director of station administration in New York, advanced to vice presidencies.  
 Sept. 13—Fifth network, projected as full service and live talent programming operation with plans for 3000 affiliates, launched in San Francisco with the name of North American Broadcasting Service Inc.  
 Sept. 13—George Washington Hill, president of American Tobacco Co., dies.  
 Sept. 16—Radio Directors' Guild gets AFL charter.  
 Sept. 17—Pearson and Allen, former colleagues in Washington Merry-Go-Round column file for facilities of Hearst Radio's WBAL Baltimore.  
 Sept. 20—FCC cites six for programs on license renewals under Blue Book.  
 Sept. 20—U. S. names delegates for Five-Power Preliminary Telecommunications Conference, Sept. 28 in Moscow; invitations for World Telecommunications Conference "near Washington, D. C." in spring of 1947 presented to Berne Bureau by U. S.  
 Sept. 20—Fetzer Broadcasting Co., Grand Rapids (WJEF), losing participant in Supreme Court-Ashbacher decision, wins FCC proposed decision for local on 1230 kc at Grand Rapids.  
 Sept. 26—Crosley Broadcasting Corp. (WLW Cincinnati, WINS New York) obtains option for control of KSTP St. Paul-Minneapolis, NBC outlet, for \$1,200,000.  
 Sept. 27—CBS petitions FCC to adopt standards for color television.  
 Sept. 27—1000 mark in AM station licenses passed.  
 Sept. 27—BMB board of directors meeting in New York unanimously adopts resolution calling for second station study in 1948.  
 Sept. 30—Westinghouse stations remain on air manned by supervisory personnel as NABET strike continues.  
 Sept. 30—Federal Government charges Petrillo with breaking Lea Act, Sherman Anti-Trust Act, Norris-LaGuardia Act and Clayton Act in calling strike against WAAF Chicago.  
 Oct. 10—Television Broadcasters Assn. opens second annual conference in New York.

Oct. 11—Nationwide video network by 1951 seen by L. G. Woodford, general manager, long lines department, AT&T, in speech before TBA.  
 Oct. 11—"The People Look At Radio," NAB-sponsored study of audience reaction issued by North Carolina Press.  
 Oct. 11—TBA awards go to Paul Belanger, Paul Raibourn, Klaus Landsberg and John Royal.  
 Oct. 11—Clear Channel Broadcasting Service petitions FCC to reconsider policy permitting assignment of daytime stations on clears.  
 Oct. 17—FCC approves sale of WCAU Philadelphia to Philadelphia Record for gross figure of \$6,000,000.  
 Oct. 20—Revolutionary plan for realignment of clear channel stations announced by Clear Channel Broadcasting Service.  
 Oct. 21—NAB 24th annual convention opens in Chicago; freedom of radio is issue.  
 Oct. 21—Petrillo demands wage hikes up to 566% from transcription manufacturers; gives them 24 hours notice to comply.  
 Oct. 21—BROADCASTING announces inauguration Nov. 4 of new survey to be conducted by Audience Surveys Inc., New York.  
 Oct. 21—Clocktime broadcasting urged in article by William B. Lewis.  
 Oct. 21—Frederick R. Gamble, AAAA president, asks support for 2% discount.  
 Oct. 21—FCC Acting Chairman Charles R. Denny says Blue Book to remain "unbleached."  
 Oct. 21—William S. Paley, CBS chairman, urges stronger NAB program standards.  
 Oct. 22—New FM organization temporarily called FM Committee (destined to become FMA Inc.) born at NAB convention.  
 Oct. 30—RCA gives first public demonstration of electronic color television.  
 Nov. 4—BROADCASTING TRENDS in initial report, reveals opinions of station operators on radio improvement problems.  
 Nov. 15—Robert E. Kintner elected executive vice president, ABC; Joseph A. McDonald, network general attorney, advanced to vice presidency.  
 Nov. 18—Program service adequate, BROADCASTING TRENDS poll of station managers indicates; four out of five managers feel own operations need improvement.  
 Nov. 24—National Radio Week observed.  
 Nov. 27—Allen B. Du Mont Laboratories, Passaic, N. J., demonstrate television light beam transmission.  
 Nov. 29—Paul A. Porter resigns as Price Administrator; subsequently named head of Greek Economic Mission, with personal rank of ambassador.  
 Dec. 2—Radio throws influence into strike emergency as broadcasters are barred from John L. Lewis appearance in Federal Court, Washington.  
 Dec. 3—Charles R. Denny named chairman of FCC.  
 Dec. 5—AFRA officials walk out of negotiations with network; temporary suspension of arbitration called.  
 Dec. 8—Judge Justin Miller announces his legislative program for NAB in Miami speech before Florida Association of Broadcasters.  
 Dec. 9—FCC slightly modifies transcription identification rule.  
 Dec. 9—Supreme Court upholds FCC denial of license renewal for WOKO Albany.  
 Dec. 13—WBAL Baltimore petitions FCC for investigation of "false, distorted and misleading" references to station in FCC's Blue Book.  
 Dec. 14—Competitive bid for acquisition of 75% interest in KSTP St. Paul (Crosley Broadcasting Corp. holds option for purchase of control) filed by opposition group made up of St. Paul and Minneapolis businessmen.  
 Dec. 16—Broadcast Music Inc. seeking president for its organization, proffers post to Paul A. Porter. Later he turned it down.  
 Dec. 18—FCC orders networks to report on sustaining programs under Blue Book provisions.  
 Dec. 18—NAB releases figure indicating sets in use at all-time high—91.3%.  
 Dec. 18—Recommendation for world wide network to be operated by United Nations made to UN General Assembly by Advisory Committee on United Nations Telecommunications.  
 Dec. 30—Broadcasters predict higher gross revenue but lower net in 1947 in BROADCASTING'S year end forecast.

# KCMC

## TEXARKANA

### U. S. A.

- AMERICAN
- and
- KCMC-FM

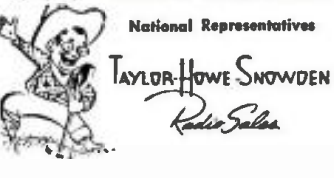
Texarkana is a major distributing point to 359,000 people in the Four States Area of Northeast Texas, Southwest Arkansas, Southeast Oklahoma and Northwest Louisiana.



1940 MARKET DATA

Population	0.5MV/M
Families	239,330
Radio Homes	61,103
Retail Sales	34,385
No. of Retail Stores	36,835,000
(1940 Market Data)	2,302

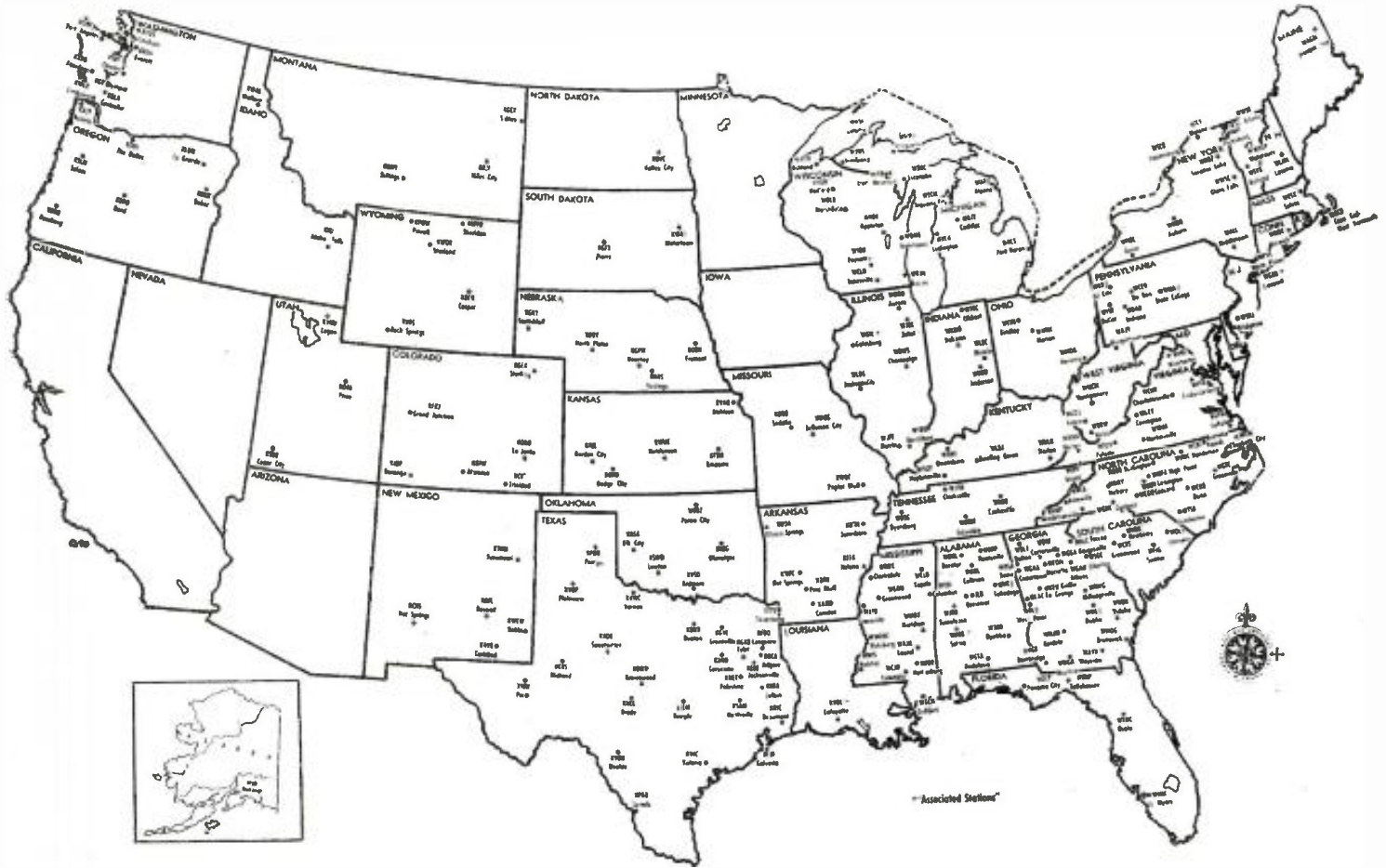
KCMC and KCMC FM INC., TEXARKANA, U. S. A. FRANK O. MYERS, Manager





# Keystone Broadcasting System Transcription Network: Officers and Affiliates

Headquarters—580 Fifth Ave., New York City. Telephone: Longacre 3-2221



**KEYSTONE BROADCASTING SYSTEM INC.**—Officers and directors: Michael M. Sillerman, president; Naylor Rogers, Arthur Wolf, Joseph Bayer, vice-presidents; Sidney J. Wolf, secretary-treasurer; William Bayer, assistant secretary. New York Office—580 Fifth Ave. Telephone: Longacre 3-2221. Michael M. Sillerman, general manager; James P. Lappin, director of station relations; Herbert Cole, manager station relations; Selma Andrews, traffic manager; Alvin Austin, sales & promotion consultant; Melvin G. Marden, statistician; Rosita Seale, office manager; Noel A. Rhys, Albert F. Dykes, account executives. Chicago Office—134 N. LaSalle St. Telephone: State 4590. Sidney J. Wolf, secretary-treasurer; Elizabeth M. Mueller, accountant and office manager; Naylor Rogers, western sales manager. Hollywood Office—6331 Hollywood Blvd. Telephone: Hollywood 5388. Elaine N. Gonda, program director; Ralph W. Harker, Pacific Coast sales. Cleveland Office—Citizens Bldg. Telephone: Cherry 4050. Louis M. Bloch Jr., Midwestern sales.

**DESCRIPTION OF SERVICE:** Keystone Broadcasting System is a transcription network principally covering beyond-Metropolitan markets from coast to coast. Its affiliated stations are joined together in a national system by means of transcription, eliminating wire charges. At time of going to press, the network included 240 affiliated stations. The network supplies its stations with 48 fully scripted sustaining shows per week, filling two hours per day, seven days per week, to a total of 14 hours per week. The System offers its facilities in blocks of time from one hour down to 5-minute periods, and also makes available announcement periods of one minute, half minute and 25 words in length. The list of stations affiliated with Keystone as of Jan. 1, 1947, is as follows:

**ALABAMA**—WCTA Andalusia; WJLD Bessemer; WKUL Cullman; WMSL Decatur; WBHP Huntsville; WLAY Muscle Shoals; WHO Opelika; WHTB Talladega; WJRD Tuscaloosa.

**ALASKA**—KFQD Anchorage.

**ARKANSAS**—KAMD Camden; KFFA Helena; KWFC Hot Springs; KBTM Jonesboro; KOTN Pine Bluff; KUOA Siloam Springs.

**COLORADO**—KGIW Alamosa; KIUP Durango; KFKJ Grand Junction; KOKO La Junta; KGEK Sterling; KCRT Trinidad.

**CONNECTICUT**—WNOG Norwich.

**FLORIDA**—WINK Ft. Myers; WTMG Ocala; WDLF Panama City; WRFP Tallahassee.

**GEORGIA**—WGAW Athens; WMGR Bainbridge; WMOG Brunswick; WBHF Cartersville; WGAA Cedartown; WMJM Cordele; WBLJ Dalton; WMLT Dublin; WSGC Elberton; WGGA Gainesville; WKEU Griffin; WLAG La Grange; WFOM Marietta; WMVG Milledgeville; WMGA Moultrie; WEGA Rome; WELC Toccoa; WRQN Vidalia; WAYX Waycross; WRLD West Point.

**IDAHO**—KID Idaho Falls; KWAL Wallace.

**ILLINOIS**—WMRO Aurora; WDWS Champaign; WEBQ Harrisburg; WJPF Herrin; WLDS Jacksonville; WJOL Joliet.

**INDIANA**—WHBU Anderson; WTRC Elkhart; WKMO Kokomo; WLBC Muncie.

**KANSAS**—KVAK Atchison; KGNO Dodge City; KTSW Emporia; KIUL Garden City; KWKH Hutchinson.

**KENTUCKY**—WLBK Bowling Green; WHLN Harlan; WHOP Hopkinsville; WOMI Owensboro.

**MAINE**—WAGM Presque Isle.

**MASSACHUSETTS**—WOCB Cape Cod.

**MICHIGAN**—WATZ Alpena; WHDF Calumet; WBBC Escanaba; WIKB Iron Mountain; WJMS Ironwood; WDMJ Marquette; WHLS Port Huron; WTCM Traverse City; WKLA Ludington; WATT Cadillac.

**MISSISSIPPI**—WROX Clarksdale; WCJU Columbia; WCBT Columbus; WJPR Greenville; WGRM Greenwood; WCGM Gulfport; WFOR Hattiesburg; WAML Laurel; WMOX Meridian; WMSM Natchez; WQBC Vicksburg; WELO Tupelo.

**MISSOURI**—KWOS Jefferson City; KWOC Poplar Bluff; KDRO Sedalia.

**MONTANA**—KBMY Billings; KRJF Miles City; KGOX Sidney.

**NEBRASKA**—KORN Fremont; KHAS Hastings; KGFV Kearney; KODY North Platte; KGKY Scottsbluff.

**NEW HAMPSHIRE**—WLNH Laconia.

**NEW JERSEY**—WSNJ Bridgeton.

**NEW MEXICO**—KAVE Carlsbad; KWEW Hobbs; KCHS Hot Springs; KGFL Roswell; KTNM Tucumcari.

**NEW YORK**—WMBO Auburn; WWSC Glens Falls; WICY Malone; WALL Middletown; WSLB Ogdensburg; WHDL Olean; WMFF Plattsburg; WNBZ Saranac Lake; WFAS White Plains.

**NORTH CAROLINA**—WNCA Asheville; WBBB Burlington; WEGO Concord; WCKB Dunn; WCNC Elizabeth City; WGNC Gastonia; WGTC Greenville; WHKP Hendersonville; WHKY Hickory; WMFR High Point; WHNC Henderson; WBUY Lexington; WTSB

Lumberton; WCBT Roanoke Rapids.

**NORTH DAKOTA**—KOVV Valley City.

**OHIO**—WFIN Findlay; WMOA Marietta; WMRN Marion.

**OKLAHOMA**—KVSO Ardmore; KASA Elk City; KHBG Okmulgee; WBBZ Ponca City; KSWO Lawton.

**OREGON**—KAST Astoria; KBKR Baker; KBND Bend; KLBK La Grande; KRNR Roseburg; KSLM Salem; KODL The Dalles.

**PENNSYLVANIA**—WISR Butler; WCED DuBois; WOAD Indiana; WKRZ Oil City; WMAJ State College.

**SOUTH CAROLINA**—WOLS Florence; WCRS Greenwood; WKDK Newberry; WFIG Sumter.

**SOUTH DAKOTA**—KGFK Pierre; KWAT Watertown.

**TENNESSEE**—WOPI Bristol; WJZM Clarksville; WKRM Columbia; WHUB Cookeville; WDSG Dyersburg.

**TEXAS**—KRIC Beaumont; KNEL Brady; KBWD Brownwood; KAND Corsicana; KDNT Denton; KLUF Galveston; KGVL Greenville; KSAM Huntsville; KEBE Jacksonville; KOCA Kilgore; KPAB Laredo; KPEB Longview; KRBA Lufkin; KCRS Midland; KNRT Palestine; KPDW Pampa; KIUN Pecos; KVOP Plainview; KKOX Sweetwater; KTEM Temple; KITS Texarkana; KVOU Uvalde; KWVC Vernon; KVIC Victoria.

**UTAH**—KSUB Cedar City; KVNU Logan; KOAL Price.

**VERMONT**—WSYB Rutland; WWSR St. Albans; WDEV Waterbury.

**VIRGINIA**—WCHA Charlottesville; WKEY Covington; WFVA Fredericksburg; WMVA Martinsville; WNVA Norton; WPUV Pulaski; WLPM Suffolk; WINC Winchester.

**WASHINGTON**—KXRO Aberdeen; KVOS Bellingham; KELA Centralia; KRKO Everett; KWLK Longview; KGY Olympia; KTIJ Tacoma; KONP Port Angeles.

**WEST VIRGINIA**—WLOG Logan; WMON Montgomery; WAJR Morgantown; WRBW Welch; WBTH Williamson.

**WISCONSIN**—WHBY Appleton; WATW Ashland; WCLO Janesville; WOMT Manitowish; WDLB Marshfield; WIGM Medford; WIBU Poyntee; WRJN Racine.

**WYOMING**—KDFN Casper; KPOW Powell; KVRB Rock Springs; KWYO Sheridan; KWOR Worland.



# AMERICAN BROADCASTING COMPANY INC.: EXECUTIVES and STAFF

RCA Bldg., 30 Rockefeller Plaza, New York 20, N. Y.  
Telephone: Circle 7-5700

## BOARD OF DIRECTORS

Edward J. Noble, *Chairman*  
Earl E. Anderson  
Justin W. Dart  
Robert H. Hinckley  
Robert E. Kintner  
C. Nicholas Priaulx  
Franklin S. Wood  
Mark Woods

## OFFICERS

Edward J. Noble, *Chairman of the Board*  
Mark Woods, *President*  
Robert E. Kintner, *Executive Vice President*  
Earl E. Anderson, *Vice President*  
E. R. Borroff, *Vice President*  
Robert H. Hinckley, *Vice President*  
Joseph A. McDonald, *Vice President and Secretary*  
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C. Nicholas Priaulx, *Vice President and Treasurer*  
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Continuity Acceptance  
Grace Johnsen, *Manager*  
Engineering Operations  
George O. Milne, *Director of Technical Operations*  
General Engineering  
Frank Marx, *Director*  
James L. Middlebrooks, *Chief Facilities Engineer*  
Legal  
Joseph A. McDonald, *Vice President, Secretary and General Attorney*  
Geraldine B. Zorbaugh, *Attorney*  
Richard Moore, *Attorney*

## News Department

Thomas Velotta, *Director of News and Special Events*  
John Madigan, *National News Editor*  
Paul Scheffels, *Manager of New York News Room*  
Harry Wismer, *Director of Sports Division*  
Office Management and Personnel Department  
D. B. Van Houten, *Office Manager and Personnel Manager*  
Frederick Lynch, Jr., *Employment Manager*  
Albert Humbert, *Building Maintenance Manager*  
Ernest Theiss, *Guest Relations Manager*

## Program Department

Adrian Samish, *Vice President in charge of Programs & Television*  
Charles C. Barry, *Director of Programs*  
Howard Nussbaum, *Eastern Production Manager*  
Paul Whiteman, *Director of Music*  
Frank Vagnoni, *Manager of Music Division*  
John C. Turner, *Script Manager*  
Paul Mowrey, *Director of Television*  
William Abernathy, *Night Program Manager*  
James Bixler, *Supervisor of Announcers*  
Helen Guy, *Business Manager*  
Maurice Brachhausen, *Supervisor of Sound Effects*  
Norah Donovan, *Manager of Literary Rights*  
Florence Morris, *Manager of Central Booking*  
William Wylie, *Program Promotion Manager*  
Bertha Kurtzman, *Supervisor of Studio Assignments*  
Helen Hedeman, *Supervisor of Casting*

Richard Ritter, *Supervisor of Auditions*  
Read Wight, *Manager of Program Sales*  
Public Service Department

Robert Saudek, *Director of Public Affairs*  
George Olenslager, *Supervisor of Audience Information*

## Publicity Department

Earl Mullin, *Publicity Manager*  
Arthur B. Donegan, *Assistant Publicity Manager*  
John Pacey, *Trade News Editor*

## Recording

Lawrence Ruddell, *Manager*

## Research

Edward F. Evans, *Director of Research*  
Ben Gedalecia, *Associate Research Director*  
H. Addison Campbell, *Director of Market Research*

## General Sales

Fred Thrower, Jr., *Vice President*  
G. T. C. Fry, *Eastern Sales Manager*  
Humboldt Greig, *Assistant to Vice President*  
Ridgway Hughes, *Director of Presentations*  
John Donohue, *Assistant to Vice President in Charge of Sales (Detroit)*  
James Kent Patterson, *Manager of Pittsburgh Office*

## Sales Service

Gladys York, *Manager*  
Stations' Sales Department  
M. B. Grabhorn, *Manager*  
National Spot Sales Department  
Ralph Dennis, *National Spot Sales Manager*  
John Brooke, *Eastern Spot Sales Manager*

## WJZ Management

Murray B. Grabhorn, *Manager*  
Clarence L. Doty, *Sales Manager*  
John J. Hade, *Program Manager*  
Madeline Cleary, *Sales Service Manager*  
Stations Department

John H. Norton Jr., *Vice President*  
Ernest L. Jahncke, *Manager of Station Relations*  
Raymond Diaz, *Traffic Manager*

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Henry T. Hede, *Purchasing Agent*

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G. I. Berry, *Sales Manager*  
Kenneth Christiansen, *Traffic Supervisor*  
Robert Jones, *Station Relations*  
Francis J. Coveney, *Auditor*  
Fred J. Dickinson, *Office Manager*  
L. E. Douglass, *Program Business Manager*  
Walter L. Emerson, *Legal Counsel*  
E. C. Hagman, *General Manager*  
E. C. Horstman, *Engineering Manager*  
Eli Henry, *Publicity Manager*  
F. E. Kasser, *Supervisor of Announcers*  
Anthony Koelker, *Manager Program Sales Department*  
Olive McCann, *Supervisor of Research*  
Roy McLaughlin, *Manager Station WENR, National Spot and Local Sales Manager*  
Cornelius O'Des, *News Supervisor*  
Harold Stokes, *Program Manager*  
James L. Storton, *Assistant to Vice President*  
Floyd G. Van Etten, *Sales Coordinator*  
Donald Kilian, *Production Manager*  
Robert White, *Public Service Supervisor*  
Karl R. Sutphin, *Sales Promotion Supervisor*

## WESTERN DIVISION—HOLLYWOOD

Don Searle, *Vice President in Charge*  
Clifford Anderson, *Program Business Manager*  
Amos Baron, *Los Angeles Spot Sales Manager. KECA*  
Dorothy L. Brown, *Continuity Acceptance Manager*  
Francis Conrad, *Station Relations Manager*  
Dresser M. Dahlstead, *Chief Announcer*  
William J. Davidson, *Program Operations Manager KECA*  
R. G. Denechaud, *Engineering Supervisor*  
Ernest Felix, *Auditor*  
Paul Gates, *Evening Program Manager*  
Russell Hudson, *Recording Manager and Sales Service Manager*  
Walter W. Lonner, *Traffic Manager*  
Foster May, *Manager of News*  
John J. O'Mara, *Sales Promotion Manager*  
Norman Ostby, *Assistant to Vice President in Charge*  
Thomas Palmer, *Manager of Technical Operations*  
Frank Samuels, *Pacific Coast Sales Manager*  
Clyde Scott, *General Manager KECA*  
Melvin P. Wamboldt, *Manager of Production and Program Operations*  
J. Donald Wilson, *Director of Program and Production*

## WESTERN DIVISION—SAN FRANCISCO

Gayle Grubb, *General Manager KGO*  
A. E. Evans, *Engineering Manager*  
Eleanor Higby, *Traffic Manager*  
Lorraine Jenevein, *Continuity Editor*  
Robert Laws, *Promotion and Publicity Manager*  
Frances La Tourette, *News Manager*  
Kenneth Stedman, *Auditor*  
Kirkham Torney, *Sales Manager*  
Blyce Wright, *Program Manager*

## FOREIGN CORRESPONDENTS

Robert Sturdevant, Paris  
Frederick Opper, London  
James Long, Prague  
Lowell Bennett, Berlin  
Catherine Clark, Rome  
Alburn West, Madrid  
Larry Stunts, Buenos Aires  
Herbert M. Clark, Buenos Aires  
Blair Fraser, Ottawa  
Walter Rundle, Shanghai  
Victor Eckland, Pearl Harbor  
Robert Wadsworth, Geneva  
Edmund Stevens, Moscow  
Martin Reynolds, Rio de Janeiro  
Norman Paige, Manila  
John Rich, Tokyo  
Walter Graf, Havana  
Harwood Hull, San Juan, Puerto Rico  
James Wyatt, Mexico City  
Ned Nordness, Stockholm  
Daniel Schorr, The Hague

## AMERICAN BROADCASTING COMPANY STATIONS PLANNING AND ADVISORY COMMITTEE

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Roger W. Clipp, WFIL, Philadelphia, *Vice Chairman*, District 1  
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E. K. Hartenbower, KCMO, Kansas City, District 3  
Harold Hough, KGO, Fort Worth, District 5  
W. D. Pyle, KFMB, Denver, District 6  
Jack Gross, KFMB, San Diego, District 7  
W. C. Boehman, WCOS, Columbia, District 8

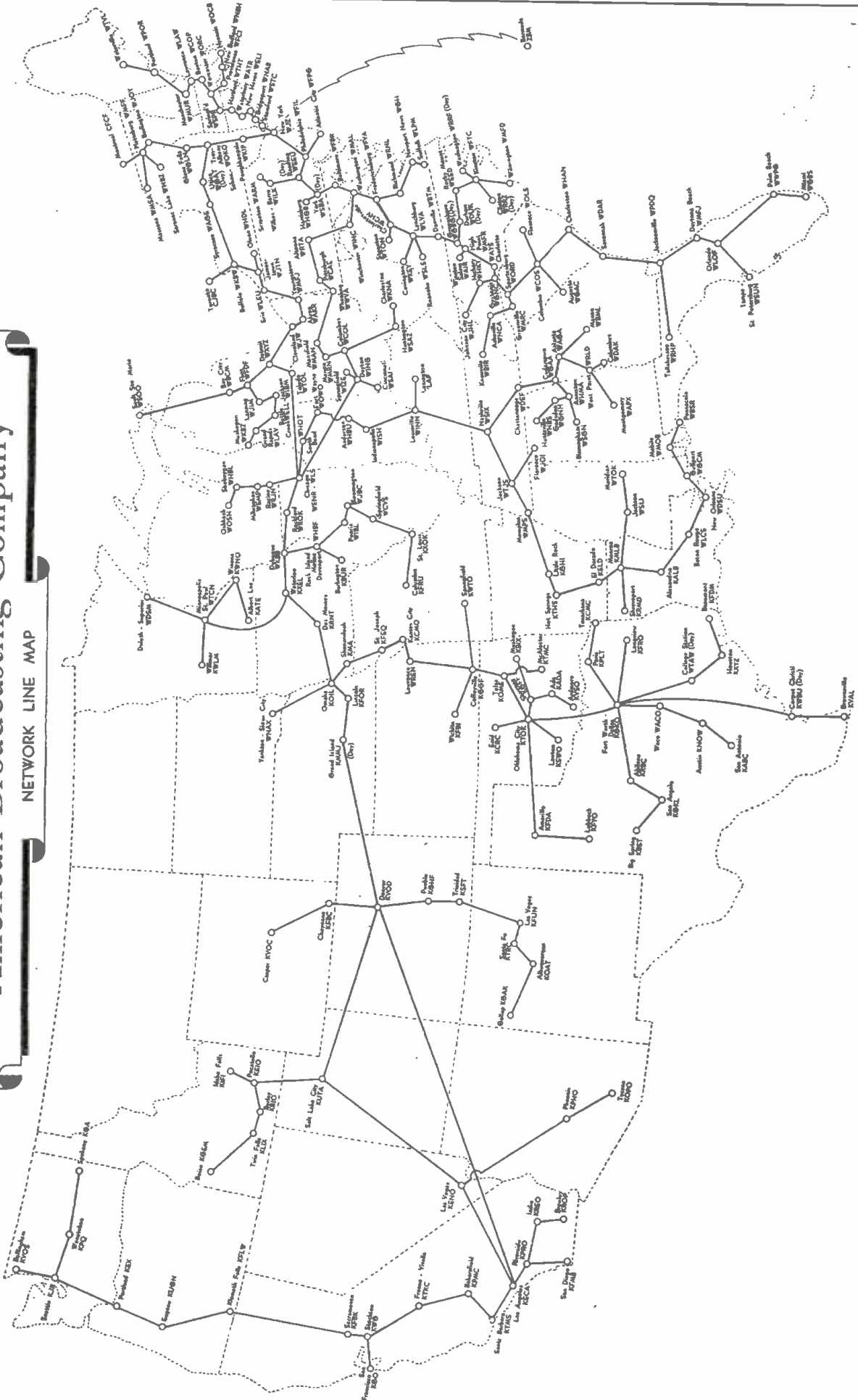
# WSTC

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# American Broadcasting Company

## NETWORK LINE MAP



January 1, 1947

# COLUMBIA BROADCASTING SYSTEM, INC.: EXECUTIVES and STAFF

485 Madison Ave., New York 22, N. Y.  
Telephone: Wickersham 2-2000

## BOARD OF DIRECTORS

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J. A. W. Islehart Jr.  
Isaac D. Levy  
Leon Levy  
Samuel Paley

William S. Paley  
Joseph H. Ream  
Dorsey Richardson  
Frank Stanton  
Herbert Bayard Swope  
Frank K. White

## CBS-OWNED STATIONS

Standard Stations:  
WCBS, New York  
WBBM, Chicago  
KNX, Los Angeles  
WEEI, Boston  
KMOX, St. Louis  
WTOP, Washington

WCCO, Minneapolis-St. Paul  
FM Stations:  
WCBS-FM, New York  
WBBM-FM, Chicago  
Television Station:  
WCBS-TV, New York

## OFFICERS

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L. W. Lowman, *Vice President in Charge of Television*  
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Davidson Taylor, *Vice President and Director of Programs*  
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Nathan L. Halpern, *Assistant to the President*  
Edward Saxe, *Assistant to the Treasurer*

## 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**  
C. R. Jacobs, *Acting Director of Construction and Building Operations*  
Kingdon S. Tyler, *Manager of Construction Operations (outside New York Area)*  
Pier Cheril, *Manager of Construction Operations (New York Area)*  
James R. Stevens, *Manager of Theatre Operations*  
Joseph E. Werden, *Manager of Building Service Operations*  
Roland Young, *Chief Estimator*

## Editing Department

Gilson Gray, *Director of Editing*  
Arthur Jersild, *Consultant on Children's Programs*

## Copyright Department

Donald I. Ball, *Director of Copyright and Associate Director of Editing*  
W. Clark Harrington, *Director of Music Clearance Division*

## General Engineering Department

William B. Lodge, *Director of General Engineering*  
A. B. Chamberlain, *Chief Engineer*  
J. W. Wright, *Chief Radio Engineer*  
H. A. Chinn, *Chief Audio Engineer*

## Engineering Research and Development Department

Peter C. Goldmark, *Director of Engineering Research and Development*  
Paul H. Reedy, *Chief Engineer*  
John H. Martin, *Executive Assistant*

## Legal Department

Julius F. Brauner, *General Attorney*  
Kenneth L. Yourd, *Senior Attorney*

## Mail, File and Mimeograph Department

Albert H. Bryant, *Manager*

## Network Sales Department

William C. Gittinger, *Vice President in Charge of Sales*  
John J. Karol, *Sales Manager*  
William J. Fagan, *Administrative Manager*  
Alyn Jay Marsh, *Assistant Sales Manager*  
Charles H. Smith, *Market Research Counsel*  
Charles E. Midgley Jr., *Sales Service Manager*  
Chicago Office Network Sales, 410 North Michigan Avenue  
W. Donald Roberts, *Western Manager*  
Detroit Office Network Sales, Fisher Building  
Joseph Spadea, *Manager*

## Personnel Relations Department

Howard L. Hausman, *Director of Personnel Relations*  
Joseph H. Jackson, *Personnel Manager*  
Willard J. Stevens, *Assistant Personnel Manager*  
Robert Kalaidjian, *Employment Manager*

## Program Department

Davidson Taylor, *Vice President and Director of Programs*  
Edward R. Murrow, *Vice President and Director of Public Affairs*  
William Fineshriber, *Assistant Director of Broadcasts*  
Ernest Martin, *Director of Network Programs, Hollywood*

Werner Michel, *Assistant to the Director of Programs*  
Gerald F. Maulsby, *Assistant to the Director of Public Affairs*

## General

Lyman Bryson, *Counselor on Public Affairs*  
Marjorie Morrow, *Casting Director*  
Frances Farmer Wilder, *Consultant on Daytime Programs*

## Talks Division

Helen Siousat, *Director of Talks*

## News Division

Wells Church, *Director of News Broadcasts*  
Henry Weffing, *Assistant Director of News Broadcasts*  
William J. Slocum, *Director of Special Events*  
Eric Severeid, *Director of News, Washington*

## News Editors

Edward Bliss  
George Herman  
Lee Otis

Robert Skedgell  
Dallas Townsend  
Joseph Wershba

## News Reporters and Analysts

**New York**  
Ned Calmer  
Charles Collingwood  
John Daly  
William Downs  
Douglas Edwards  
Don Hollenbeck  
Richard C. Hottelet  
Quincy Howe  
Larry LeSueur  
William L. Shirer  
Robert Trout

**Washington**  
John Adams  
Gunner Back  
Winston Burdett  
Tris Coffin  
Joseph G. Harsch  
Bill Henry  
Bob Lewis  
Joe McCaffrey  
Bill Shadell

## Foreign Correspondents

**London**  
Allan Jackson  
Howard K. Smith

**Paris**  
Don Pryor

**Berlin**  
Steven Laird

**Tokyo**  
Bill Costello

**Cairo**  
George Polk

**Manila**  
Bill Dunn

## Sports Division

Walter Barber, *Director of Sports Division*  
James Dolan, *Assistant Director of Sports Division*

## Program Writing Division

Robert J. Landry, *Director of Program Writing Division*  
Elwood Hoffman, *Script Editor*  
Mortimer Frankel, *Associate Script Editor*  
James Hart, *Associate Script Editor*  
Charles Monroe, *Associate Script Editor*  
Benjamin Hyams, *Music Annotator*

## Serious Music Division

James H. Fassett, *Director of Serious Music Division*  
Lucille Sinton, *Director of Vocal Auditions and Manager of Script and Record Library*

## Popular Music Division

Larry Puck, *Director of Popular Music Division and Talent Scout*

## Education Division

Robert Hudson, *Director of Education*  
Leon Levine, *Assistant Director of Education*  
John Pfeiffer, *Science Director*  
Elinor Inman, *Director of Religious Broadcasts*

## Comedy & Variety Unit

Goodman Ace, *Supervisor of Comedy and Variety Programs*

## Producers-Directors

John Becker  
Carl Beier  
Larry Berns  
William Brennen  
John Carney  
Norman Corwin  
Oliver Daniel  
John Dietz  
Robert Heller  
Cy Howard

Nils Mack  
Irving Mansfield  
John Mosman  
Ace Ochs  
William N. Robson  
Will Roland  
Robert Shayon  
William Spier  
Al Ward

## Program Operations Department

James M. Seward, *Director of Operations*  
I. S. Becker, *Assistant Director of Operations*  
R. R. Ray, *Assistant to Director of Operations*  
Leonard Zimmerman, *Assistant to Director of Operations*

## Music Library Division

Julius Mattfeld, *Director of Music Library*

## Network Operations Division

Horace Guillotte, *Manager of Network Operations*

## Program Typing Division

Harriet Hess, *Supervisor of Program Typing*

## Sound Effects Division

Walter R. Pierson, *Manager of Sound Effects Division*  
Davidson Vorhes, *Assistant Manager*

## Technical Operations Division

Henry Grossman, *Director of Technical Operations*  
R. G. Thompson, *Manager of Technical Operations, Eastern Division*

## Traffic Division

Hugh A. Cowham, *Commercial Engineer in Charge of Traffic*  
A. H. Petersen, *Traffic Manager*

## Press Information

George Crandall, *Director*  
Arthur Perles, *Assistant Director*  
Michael Boscia, *Manager of Operations*  
Charles F. Pekor Jr., *Assistant to the Director*  
Walter Seigal, *Manager of Photographic Division*  
Anne Harding, *Manager of Service Division*

Michael Foster, *Trade News Editor*  
Dorothy Leffler, *Manager of Magazines Division*

## Purchasing Department

John E. Forsander, *Purchasing Agent*  
**Radio Sales**

J. L. Van Volkenburg, *General Sales Manager*  
H. A. Carlborg, *Eastern Sales Manager, New York*  
Willbur S. Edwards, *Western Sales Manager, Chicago*  
H. H. Holtahouser, *Southern Sales Manager, Atlanta*  
John Brumbach, *Manager of San Francisco Office*  
L. D. Larimer, *Manager of Los Angeles Office*  
William Ogden, *Manager of Detroit Office*  
Richard Hess, *Supervisor of Research for Radio Sales and C-O Stations*  
Howard Stanley, *Director of Promotion for Radio Sales*  
Emmett Heerd, *Business Manager of Sales Service*

## Research Department

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Oscar Katz, *Associate Director of Research*  
Edward Reeve, *Chief Statistician*  
Harper Carraire, *Chief Quantitative Analyst*  
Tore Hallonquist, *Chief of Program Analysis Division*  
Donald Horton, *Manager of Television Audience Research Institute*

## Reference Department

William C. Akerman, *Director of CBS Reference Department*  
Stanford Mirkin, *Manager of Program Research Division*  
Agnes Law, *Librarian*

## Sales Promotion and Advertising Department

David Frederick, *Director of Sales Promotion and Advertising*  
Thomas D. Connolly, *Director of Program Promotion*  
Louis Hausman, *Manager of Presentation Division*  
John Fox, *Manager of Production*  
John P. Cowden, *Director of Promotion Service for C-O Stations*

## Shortwave Broadcasting and Latin American Affairs

Edmund Chester, *Director of Shortwave Broadcasting and Latin American Affairs*  
John Hundley, *Assistant Editor of Shortwave Broadcasting*  
Roberto Umanue, *Assistant Director of Latin American Relations*  
Tony Kraber, *Assistant in Charge of Operations*  
Lawrence S. Haas, *Director of Shortwave News*  
Terig Tuoci, *Director of Music*  
James E. Carson, *Network Service Manager*  
Margaret Kennedy, *Manager of Press Information*  
Rrs Johns, *Supervisor of Production*  
Tomás Pérez, *Supervisor of Spanish Section*  
Luis Jabota, *Supervisor of Brazilian Section*  
Robert DeHart, *Engineer in Charge of Shortwave Broadcasting*

## Station Administration Department

Howard S. Meighan, *Vice President in Charge of Station Administration*  
William H. Hylan Jr., *Assistant*  
Araby Gilmore, *Assistant*

## Station Relations Department

H. V. Akerberg, *Vice President in Charge of Station Relations*  
J. Kelly Smith, *Director of Station Relations*  
William A. Schudt Jr., *Eastern Division Manager*  
Chicago Office, Station Relations—410 N. Michigan Avenue  
Ralph S. Hatcher, *Central Division Manager*  
Los Angeles Office, Station Relations—Columbia Square  
Edwin Buckalew, *Western Division Manager*

## Television Department

Lawrence W. Lowman, *Vice President in Charge of Television*  
Worthington C. Miner, *Director of Television*  
Leonard Hole, *Director of Plans Division*  
George L. Moskovic, *Commercial Manager*  
Benjamin F. Feiner Jr., *Acting Director of Television Programs*  
Merritt H. Coleman, *Director of Operations*  
Paul Wittlik, *Manager of Technical Operations*  
Charles Holden, *Manager of Production*  
James J. Kane, *Manager of Press Information*  
James McNaughton, *Art Director*  
Robert Bendick, *Director of News and Special Events*  
Robert R. Edge, *Director of Sports*

## NEW YORK CITY

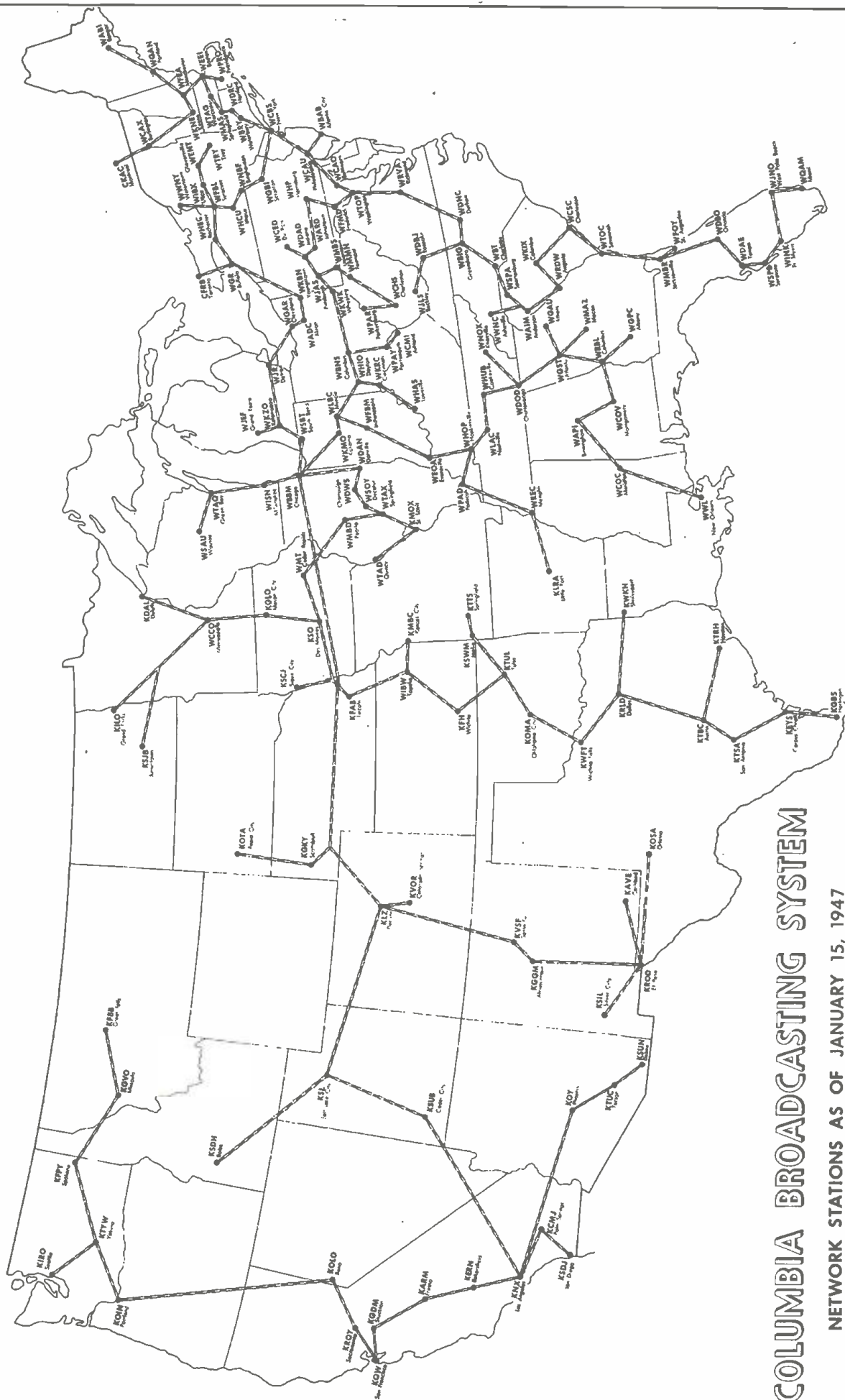
WCBS and WCBS-FM, 485 Madison Avenue  
Arthur Hul Hayes, *General Manager*  
G. Richard Swift, *Assistant General Manager and Program Director*  
Don Miller, *Sales Manager*  
Henry Grossman, *Chief Engineer*  
Jules Dundas, *Sales Promotion Manager*  
Henry Untermyer, *Director of Special Events*  
D. Gordon Graham, *Assistant Program Director*  
William Ellwell, *Manager of Program Operations*

## BOSTON

WEEI, 182 Tremont Street  
Harold E. Fellows, *Manager of New England Operations for CBS and General Manager of WEEI*  
Kingsley F. Horton, *Assistant Manager-Director of Programs and Sales*  
H. Roy Marks, *Assistant Sales Manager*  
Raymond G. Girardin, *Production Manager and Assistant Program Director*  
Harold Doraschug, *Director of Engineering, Sound and Transcriptions*

(Continued on page 302)





# COLUMBIA BROADCASTING SYSTEM

NETWORK STATIONS AS OF JANUARY 15, 1947

# MUTUAL BROADCASTING SYSTEM: EXECUTIVES and STAFF

1440 Broadway, New York 18, N. Y.

Telephone: Pennsylvania 6-9600

## BOARD OF DIRECTORS

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Willet H. Brown, Don Lee, Hollywood  
Chester Campbell, WGN, Chicago  
J. E. Campeau, CKLW, Detroit  
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Benedict Gimbel, Jr., WIP, Philadelphia  
Edgar Kobak, MBS, New York  
John Shepard, III, Yankee Network, Boston  
T. C. Streibert, WOR, New York  
Linus Travers, Yankee Network, Boston

## OFFICERS

Edgar Kobak, New York, President  
Robert D. Swezey, New York, Vice-President and General Manager  
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James E. Wallen, New York, Treasurer, Controller and Assistant Secretary  
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Z. C. Barnes, New York, Vice-President in Charge of Sales  
Carl Haverlin, New York, Vice-President in Charge of Station Relations  
A. A. Schechter, New York, Vice-President in Charge of News, Special Events and Publicity  
Robert A. Schmid, New York, Vice-President in Charge of Advertising, Promotion and Research  
A. N. Hult, Chicago, Vice-President in Charge of Midwest Operations

## LEGAL COUNSEL

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Keith Masters (Kirkland, Fleming, Green, Martin and Ellis, Chicago)  
Andrew C. Hamilton (Kirkland, Fleming, Green, Martin and Ellis, Chicago)  
Leo Lauterstein (Lauterstein, Spiller and Bergerman, New York)  
David Brown (New York)  
Esterly Chase Page, Washington, Engineering Consultant

## DEPARTMENTS AND DIVISIONS

### EXECUTIVE OFFICERS

Edgar Kobak, President  
Robert D. Swezey, Vice-President and General Manager

### ACCOUNTING DEPARTMENT

James E. Wallen, Controller  
George Ruppel, Assistant Controller  
Richard Groome, Auditor  
George Westby, Budget Director

### OFFICE MANAGEMENT

James E. Wallen, Office Manager  
Beatrice M. Marschner, Personnel Director  
Ruth Hendler, Purchasing Agent  
Margaret Maloney, Telephone Supervisor

## ENGINEERING DEPARTMENT

E. M. Johnson, Chief Plans and Allocations Engineer  
Leslie Learned, Manager of Engineering Traffic  
James Chapman, Supervisor of Engineering Traffic  
Lewis R. Tower, Chief Facilities Engineer

## PROGRAM DEPARTMENT

Phillips Carlin, Vice-President in Charge  
Adolph Opfinger, Assistant to Vice-President in Charge  
B. J. Hauser, Director of Cooperative Programs  
Walker Lurie, Director of News Program Development  
Herbert Rice, Director of Production  
Nick Keesely, Manager of Program Sales  
Edwin Otis, Supervisor of Commercial Programs  
H. L. Fishel, Script Editor  
Hugo Siler } Night Supervisors  
John Newhouse }  
Elsie Dick, Director of Women's and Religious Activities  
Dorothy Ann Kemble, Director of Continuity Acceptance

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A. A. Schechter, Vice-President in Charge  
Milton Burgh, Director of News  
Jack Paize, Director of Special Events  
Paul Jonas, Director of Sports  
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Francis X. Zusulo, Assistant Director of Publicity  
Robert Wilson, Manager of Exploitation  
Mitchell Jablons, Trade News Editor  
Geraldine Foster, Photo Editor  
Joan Stanton, Magazine Editor  
John Skinner, Press Editor  
Jack Doyle, Editor

## WASHINGTON STAFF

Charter Heslep, Washington Representative  
Alexandra Roudybush, Administrative Assistant

## SALES DEPARTMENT

Z. C. Barnes, Vice-President in Charge  
E. P. H. James, Manager of Sales Operations  
D. R. Buckingham, Eastern Sales Manager  
John R. Overall, Divisional Sales Manager  
George Benson, Divisional Sales Manager  
T. E. Danley, Manager of Sales Traffic  
Alma Graef, Contract Supervisor  
Frank Kizis, Manager of Eastern Service

## SALES PROMOTION AND RESEARCH DEPARTMENT

Robert A. Schmid, Vice-President in Charge  
Harold Coulter, Assistant Manager of Advertising and Research  
Richard J. Puff, Manager of Research  
Jesse Thompson, Copy Chief  
Carleton McVarish, Manager of Audience Promotion  
Heleen O'Reilly, Production Supervisor

## STATION RELATIONS DEPARTMENT

Carl Haverlin, Vice-President in Charge  
Charles Godwin, Manager of Station Relations  
Robert Carpenter, Field Representative (Southwest)  
Harry LeBrun, Field Representative (Southeast)  
Don Ioset, Field Representative (East)  
Paul Hancock, Station Research  
Dorothy Driscoll, Station Traffic

## CHICAGO STAFF

Adolf N. Hult, Vice-President in Charge of Midwest Operations  
Carroll Marts, Assistant to Vice-President  
DeWitt Mower, Midwestern Sales Manager  
Dorothy Reynolds, Office Manager  
Myrtle Goulet, Supervisor of Station Traffic  
Gilbert McClelland, Director of Sales Promotion  
James Mahoney, Field Representative-Station Relations  
George Herro, Publicity Director

## DETROIT

Herbert Faust, Central Division Manager

## PITTSBURGH

Richard Bachman, Sales Representative

## FOREIGN NEWS STAFF

Robert F. Allen, Mexico City  
Ted Christie, Paris  
Burton Crane, Tokyo  
Jules Dubois, Panama  
Gerald Dougherty, Buenos Aires  
Robert Durham, Oslo  
John Fisher, Moscow  
Robert Gary, Frankfurt  
Randall Gould, Shanghai  
Ted Hoskins, Cairo  
Josef Israels II, Vienna  
Birger Jacobsen, Sweden  
Arthur Mann, London  
David Perlman, Paris  
Anne Stadler, Madrid  
Robert Stewart, Manila  
Helen Townsley, Rio de Janeiro  
Frank Viner, Prague  
Alfred Wag, New Delhi  
James Wellard, Rome  
James Wahl, Honolulu

## COMMENTATORS OF MUTUAL BROADCASTING SYSTEM

Brown, Cecil, WOR, New York  
Close, Upton, KHJ, Los Angeles  
Cunningham, Bill, WNAC, Boston  
Foster, Cedric, WNAC, Boston  
Hale, Arthur, WOR, New York  
Heatter, Gabriel, WOR, New York  
Hillman, William, WOL, Washington  
Lewis, Fulton, Jr., WOL, Washington  
LaCossitt, Henry, WOR, New York  
LaGuardia, Fiorello, WOR, New York  
Putnam, George Carson, WOR, New York  
Taylor, Henry J., WOR, New York

## CBS PERSONNEL & STAFF

(Continued from page 300)

John A. Murray, Manager of Accounting, Personnel and Purchasing  
Marie Houlahan, Director of Press Information  
Guy C. Cunningham, Director of Sales Promotion

### CHICAGO

WBBM and WBBM-FM, 410 North Michigan Avenue  
H. Leslie Atlas, Vice President in Charge of Central Division and General Manager of WBBM  
Frank Falknor, Assistant General Manager  
J. V. McLoughlin, Executive Assistant  
Walter Preston, Acting Director of Program Department  
Erwin H. Shomo, Sales Manager  
G. V. Sherman, Chief Engineer of WBBM  
Everett Holles, News Editor  
Robert Savage, Sales Promotion Manager  
Urban Johnson, Chief Sound Technician  
Don E. Kelley, Director of Press Information  
Louis Lazarus, Accountant

### MINNEAPOLIS-ST. PAUL

WCCO, 625 Second Avenue, South  
Austin E. Joselyn, General Manager  
Eugene B. Wilkey, Program Director  
Thomas Dawson, Sales Manager  
J. J. Beloungy, Chief Engineer  
Carl Small Ward, Manager of Sales Promotion & Director of Press Information  
John Lucas, Accountant

### LOS ANGELES

KNX, Columbia Square  
D. W. Thornburgh, Vice President in Charge of Western Division and General Manager of KNX  
Harry W. Witt, Assistant General Manager  
Ernest Martin, Director of Network Programs, West Coast  
Hal Hudson, Western Program Director  
George W. Allen, Program Director Columbia Pacific Network

Thomas Hargis, Program Director, KNX  
J. Archie Morton, Sales Manager, KNX  
Lester Bowman, Manager of Technical Operations Western Division, and Chief Engineer of KNX  
Ben Paley, Production Manager  
Chet Huntley, Director of Special Features and Public Events  
Charles D. Ryder Jr., Manager of Accounting, Personnel and Purchasing  
Ned Marr, West Coast Attorney  
Clinton Jones, News Editor  
Lloyd Brownfield, Director of Press Information  
Ralph W. Taylor, Manager of Sales Promotion

### San Francisco Office—Palace Hotel

Wayne Steffner, Manager

### ST. LOUIS

KMOX, 401 South Twelfth Blvd.  
Wendell B. Campbell, General Manager  
Jack Sexton, Director of Program Sales  
Carter Ringle, Sales Manager  
J. Souldard Johnson, Director of Public Relations  
Harry Harvey, Chief Engineer  
Robert F. DeVoe, Supervisor of Accounting, Personnel and Office  
Jerry Hoekstra, Director of Special Events and Press Information  
Carrington W. Doebler, Director of Sales Promotion

### WASHINGTON

WTOP and Washington Office of CBS, Earle Building  
Earl H. Gammons, Vice President in Charge of Washington Office  
Carl J. Burkland, General Manager of WTOP  
Richard L. Linkroum, Production Manager  
Roy Passman, Director of Program Operations  
Edward E. Scovill, Supervisor of Public Affairs  
Maurice Mitchell, Sales Manager  
Clyde Hunt, Chief Engineer  
Harry R. Crow, Supervisor of Accounting, Personnel and Purchasing

## Canadian Regional Networks and Groups

CANADIAN BROADCASTING CORP. OWNED STATIONS—Owned: CBA, Sackville, N. B.; CBE, Halifax, N. S.; CBV, Quebec; CBF, Montreal; CBO, Ottawa; CBL and CJB, 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 division, Toronto and Montreal.

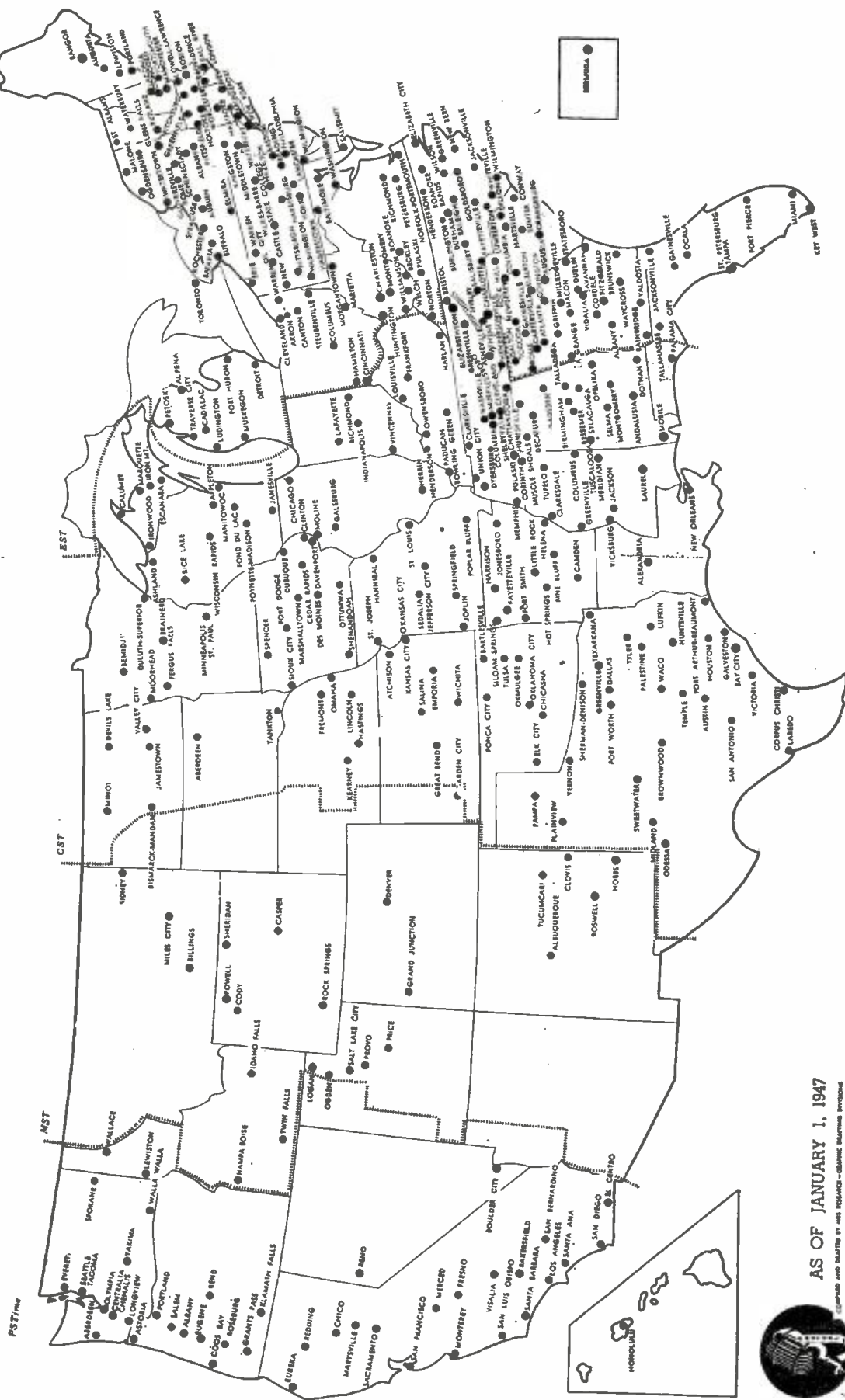
HOUE GROUP—Comprising CHNC, New Carlisle, Que.; CKNB, Campbellton, N. B. Available as network only with Canadian Broadcasting Corp. permission. Headquarters: Either station. President: Dr. Charles H. Houde, New Carlisle, Que.

MANITOBA TELEPHONE CO. OWNED STATIONS—Comprising CKY, Winnipeg; CKX, Brandon, Man. Available as network with Canadian Broadcasting Corp. permission only. Represented in Canada by H. N. Stovin & Co.; in the United States by Adam J. Young Jr. Inc. Headquarters: Telephone Bldg., Winnipeg. Manager: W. A. Duffield.

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 Donald Cook Inc. Headquarters: Thompson Bldg., Timmins, Ont.; for CHEX and CKWS, 25 King St., W., Toronto, Ont. President: Roy H. Thompson; Supervisor: Jack Davidson.

RADIO ROUYN-ABITIBI LTEE—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 Rouyn, Rouyn, Que. Montreal office: 5225 De Gaspe St. J. R. Linklater, manager.

# STATION CITIES OF THE MUTUAL BROADCASTING SYSTEM



AS OF JANUARY 1, 1947





# NATIONAL BROADCASTING CO.: EXECUTIVES and STAFF

RCA Bldg., 30 Rockefeller Plaza, New York 20, N. Y.

Telephone: Circle 7-8300. Registered Telegraphic Address: NATBROCAST, NEW YORK

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J. D'Agostino, *Liaison Engineer*  
Raymond F. Guy, *Radio Facilities Engineer*  
C. A. Rackey, *Audio and Video Facilities Engineer*  
R. E. Shelby, *Director of Technical Development*  
George E. Stewart, *National Recording Supervisor*  
F. A. Wankel, *Eastern Division Engineer*  
James Wood, Jr., *Manager of Technical Services*

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Richard H. Graham, *Attorney (Hollywood)*  
Edward McCrossin, *Attorney (Chicago)*  
Willson I. Hurt, *Attorney (Denver)*  
Cahill, Gordon, Zachry and Reindel, *Counsel (New York and Washington)*

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Willan C. Roux, *Assistant Manager*

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Edward R. Hitz, *Assistant Eastern Sales Manager*  
F. Melville Greene, *Sales Service Manager*

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Corinne Pearson, *Employee Services Manager*

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Allan Kalmus, *Television Editor*  
Leo Hershordfer, *Copy Editor*  
James McLean, *Magazine Editor*  
Sam Kaufman, *Exploitation Editor*  
Leonard Meyers, *Music Editor*  
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Dorothy Collins, *Fashion Editor*

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Frank Black, *General Music Director*  
Robert Button, *Night Program Manager*  
Samuel Chotzinoff, *Manager, Music Division*  
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Frederick Knopfke, *Supervisor of Sound Effects*  
Richard P. McDonagh, *Manager, Script Division*  
Fred Shawn, *Administrative Assistant*  
Grace H. Sniffin, *Supervisor Business Office*  
Bill Stern, *Director of Sports*

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Dwight B. Herrick, *Manager*  
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Margaret Cuthbert, *Director of Programs for Women and Children*  
Sterling Fisher, *Assistant Public Service Counselor*  
Jane T. Wagner, *Director of Home Economics*

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Henry P. Hayes, *Assistant to the Vice President and Business Manager*  
Norman C. Cloutier, *Manager of Thesaurus Programs*  
Charles G. Hicks, Jr., *Recording Sales Manager*  
Willis B. Parsons, *Thesaurus and Syndicated Sales Manager*

William Seth, *Director of Sales Promotion*  
George C. Stevens, *Office Manager*  
H. H. Wood, *Program Manager*

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Barry T. Rumble, *Manager*  
Phillip I. Merryman, *Manager Planning and Development Division*

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### STATION RELATIONS DEPARTMENT

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### TRAFFIC DEPARTMENT

Harry A. Woodman, *Manager*

### TELEVISION DEPARTMENT

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Warren Wade, *Executive Director Program Division*  
Reynold R. Kraft, *Eastern Sales Manager*  
C. G. Alexander, *Business Manager Program Division*  
R. W. Clark, *Operations Supervisor*

Allan Kalmus, *Press Editor*  
Charlotte Stern, *Promotion Manager*

### TRANSPORTATION DEPARTMENT

Marie F. Dolan, *Manager*

### TREASURER'S DEPARTMENT

Rudolph J. Teichner, *Treasurer*  
William D. Bloxham, *Purchasing Agent*  
William A. Williams, *Assistant to the Treasurer*

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James M. Gaines, *Manager*  
William Burke Miller, *Assistant Manager*  
Bob Davis, *Press Manager*  
Thomas B. McFadden, *News and Special Events Manager*  
Charles H. Phillips, *Advertising and Promotion Manager*  
delancey Provost, *Program Manager*  
William O. Tilenius, *Sales Manager*

### OPERATED STATIONS

#### Station Managers

Vernon H. Pribble, *Manager of Station WTAM*  
Lloyd E. Yoder, *Manager of Station KOA*  
John W. Elwood, *Manager of Station KPO*  
Carleton D. Smith, *Manager of Station WRC*

### CENTRAL DIVISION—CHICAGO

Merchandise Mart, Chicago 54, Ill.  
Tel.—Superior 8300

I. E. Showerman, *Manager of Central Division*  
Emmons Carlson, *Sales Promotion Manager*  
Frank Chizzini, *Radio Recording Manager*

Thomas H. Compere, *Attorney*  
William Drips, *Agriculture Manager*  
Robert Guilbert, *Continuity Acceptance Manager*  
Jules Herbuevaux, *Program Manager*  
A. W. Kanev, *Station Relations Manager*  
Howard C. Lutgens, *Chief Engineer Central Division*  
Paul McCluer, *Network Sales Manager*  
Oliver Morton, *National Spot Sales Manager*  
William B. Ray, *News and Special Events Manager*  
Jack Ryan, *Press Manager*  
Judith C. Waller, *Public Service Director*  
John F. Whalley, *Business Manager*

### WESTERN DIVISION—HOLLYWOOD

Sunset Blvd. and Vine St., Hollywood, Calif.  
Tel.—Hollywood 6161

Sidney N. Strotz, *Vice President in Charge*  
Lewis S. Frost, *Asst. to the Vice President*  
Frank Berend, *Western Division, Network Sales Manager*  
Harold J. Book, *Manager of Public Relations and Television Operations*  
Frank Dellett, *Auditor*  
Robert V. Brown, *Program Manager*  
Paul B. Gale, *Traffic Manager*  
Donald Honrath, *Continuity Acceptance Manager*  
Robert Howard, *Account Executive*  
Henry Maas, *Sales and Program Traffic Manager*  
Lathrop Mack, *Western Division National Spot Sales Manager*  
Robert McAndrews, *Promotion and Advertising Manager*  
Jennings Pierce, *Public Service and Station Relations Manager*  
Leslie Raddatz, *Press Manager*  
Alfred Saxton, *Division Engineer, Western Division*  
Oscar Turner, *Radio Recording Manager*  
John Swazey, *News and Special Events Manager*

### WASHINGTON, D. C.

724 14th Street N.W., Washington, D. C.  
Phone—Republic 4000

Frank M. Russell, *Vice President in Charge*  
Carleton D. Smith, *Manager WRC*  
R. G. Coldenstroch, *Auditor*  
Mahlon Glascock, *Sales Manager*  
Albert E. Johnson, *Engineer in Charge*  
William McAndrew, *Director, News and Special Events*  
Robert Morrison, *Manager of Radio Recording*  
Walter Royen, *Press Manager*  
James Sellar, *Sales Promotion and Advertising Manager*  
George Wheeler, *Program Manager*

### FOREIGN REPRESENTATIVES

Henry Cassidy, 52 Avenue des Champs Elysees, Paris, France  
Merrill Mueller, 43 Berkeley Square, London West 1, England  
Max Jordan, Aeschengraben 31, Basle, Switzerland  
Robert Magidoff, United States Military Mission, c/o United States Embassy, Moscow, Russia  
George Thomas Folster, GHQ PRO, AFPAC, APO 500 c/o Postmaster San Francisco, Cal.

### NBC Stations Planning and Advisory Committee

Paul W. Morency, WVIC Hartford, District 1  
Richard H. Mason, WPTF Raleigh, District 2  
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H. W. Slavick, WMC Memphis, District 4  
John J. Gillin Jr., WOW Omaha, District 5  
William B. Way, KVOO Tulsa, District 6  
Walter E. Wagstaff, KIDO Boise, Ida., District 7  
H. Quentin Cox, KGW Portland, Ore., District 8

### STATIONS OWNED AND OPERATED BY NATIONAL BROADCASTING CO.

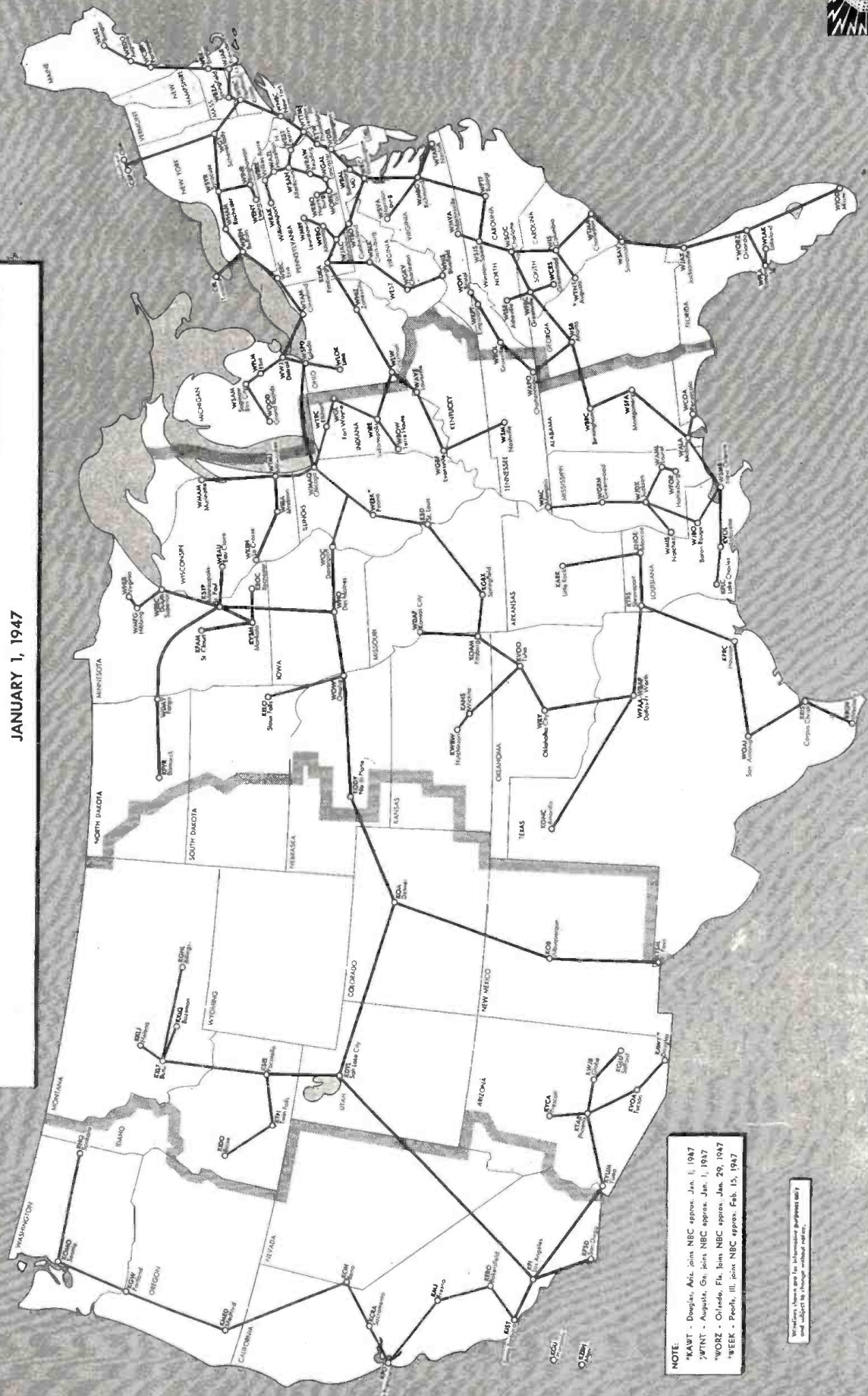
Standard Stations: WNBC, New York  
WMAQ, Chicago  
WRC, Washington  
WTAM, Cleveland  
KPO, San Francisco  
KOA, Denver  
Television Station: WNBT, New York  
FM Station: WNBC-FM, New York

BROADCASTING • Telecasting



NBC GRAPHIC DIVISION

# NETWORK FACILITIES OF THE NATIONAL BROADCASTING COMPANY, INC. JANUARY 1, 1947



**NOTE:**  
 \*KATV - Des Moines, Ark. joins NBC approx. Jan. 1, 1947  
 \*WINT - Augusta, Ga. joins NBC approx. Jan. 1, 1947  
 \*WORZ - Orlando, Fla. joins NBC approx. Jan. 29, 1947  
 \*WEEK - Peoria, Ill. joins NBC approx. Feb. 15, 1947

Facilities shown are for information purposes only and subject to change without notice.



Directory of 1946  
**NATIONAL AND REGIONAL RADIO ADVERTISERS**  
**AND THEIR AGENCIES**  
 United States and Canada

N Network Programs      S Spot Programs and announcements  
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**A**

**ABT PRODUCTS**, Chicago. S. Agency: David Seltz Co., Chicago.

**AC SPARK PLUG DIV.**, General Motors Corp., 1800 N. Dort Highway, Flint 2, Mich., spark plugs, oil filters, fuel pumps. S. Frank E. Ray, adv. manager. Agency: D. P. Brother & Co., Detroit.

**A. M. R. CHEMICAL Co.**, New York. A. M. R. Lighter Fuel. S. Agency: Ellis Adv. Co., N. Y.

**ACME BREWERIES**, San Francisco. Agency: Brischler, Van Norden & Staff, San Francisco.

**ACME WHITE LEAD & COLOR WORKS**, 8250 St. Aubin Ave., Detroit, 11, Mich., Lin-X Clear Gloss, self-polishing wax, cream polish, Kem-Tone, F. J. Schulte, advertising manager. N. Agency: Henri Hurst McDonald, Chicago.

**ADAM HAT STORES**, 665 Broadway, N. Y., Adam hats, shirts, William Pludo, v-p. N. Agency: Blow Co., N. Y.

**ADAM SCHEIDT BREWING Co.**, Norristown, Pa. S.

**ADLER SHOES**, New York. Shoes. S. Agency: Emil Mogul Co., New York.

**ADMIRACION LABS.** National Oil Products Co., First & Essex St., Harrison, N. J., Admiracion Shampoo, G. D. Davis, vice-president; W. S. Jenkins, sales manager. Radio Apprx.: \$50,000. S. Agency: Chas. Dallas Reach Co., Newark.

**ADMIRAL CORP.**, Chicago, Admiral Radios, Television Receivers. N. Cruttenden & Eger, Chicago.

**AFFILIATED PRODUCTS Inc.**, Toronto, Anacin. S. Agency: Young & Rubicam, Toronto.

**ALBERS MILLING Co.**, Seattle, Flour, Cereal Products. N. Agencies: Honig-Cooper Co., Seattle, Foote, Cone & Belding, San Francisco; Erwin, Wasey & Co., Seattle.

**ALBERT EHLERS Inc.**, New York, Ehlers Tea. S. Agency: Weiss & Geller, New York.

**ALKINE Co.**, 431 Raritan Ave., Highland Park, N. J., Flem-O-Lyn, Meyer Tobin, president. Agency: Jackson Adv. Service, New Brunswick, N. J.

**ALLEGHENY LUDLUM STEEL Corp.**, Breckinridge, Pa., Stainless Steel, tools (electrical), C. E. Templeton, Manager Sales Promotion. Agency: Walker & Downing, Pittsburgh.

**ALLIS-CHALMERS MFG. Co.**, Tractor Div., Milwaukee, Farm Equipment. N. Agencies: Bert S. Gittins Advertising, Milwaukee; Compton Advertising, Inc.

**ALLOCK POROUS PLASTER**, New York, plaster. S. Agency: Small & Seiffer, New York.

**ALTA VINEYARDS Co.**, Fresno, Cal., Alta Wines, Mattel, and St. Charles wines. S. Agency: L. H. Hartman Co., Chicago.

**ALTOFER BROS. Co.**, 812 W. Washington St. E., Peoria, Ill., ABC Washers and Ironers. W. C. Marvel, Advertising Dept. S. Agency: Cramer Krasselt, Milwaukee.

**ALUMINUM COMPANY OF AMERICA**, Pittsburgh. Institutional. N. Agency: Fuller & Smith & Ross, New York.

**FRED W. AMEND Co.**, 8 S. Michigan Ave., Chicago 3, Ill., Chuckles. S. Agency: Henri Hurst & McDonald, Chicago.

**AMERICAN BAKERIES**, 520 Ten Pryor St. Bldg., P. O. Box 2180, Atlanta, Merita Breads, Cakes, and Crackers. C. Stuart Brocman president. Radio apprx. \$400,000. N. Adv. Agency: Tucker Wayne & Co., Atlanta.

**AMERICAN BIRD PRODUCTS**, 2610 W. 25th Pl., Chicago 8, Ill., 2 Veas Bird Products. Radio Apprx. \$40,000. N. Agency: Weston-Barnett, Chicago.

**AMERICAN CHICLE Co.**, Long Island City, New York, Beemans chewing gum. S. Agency: Badger, Browning & Hershey, New York.

**AMERICAN CHIROPRACTIC ASSN.**, Los Angeles. S. Agency: Tullis Co., Los Angeles.

**AMERICAN CIGARETTE & CIGAR Co.**, New York, Pall Mall cigarettes. N. Agency: Foote, Cone & Belding, New York.

**AMERICAN CYANAMID Co.**, New York, Pharmaceuticals and Biologicals. N. Agency: Hazard Adv. Co.

**AMERICAN DAIRY ASSN.**, Chicago, dairy products. N. Agency: Campbell-Mithun, Chicago.

**AMERICAN HOME PRODUCTS Corp.**, Jersey City, Anacin, Bisodol & Kolynos, Duff's Ready-to-Bake Mixes. N. Agencies: Dancer-Fitzgerald-Sample, New York; W. Earl Bothwell, Pittsburgh; Ruthrauff & Ryan, New York and Toronto; Sullivan, Stauffer, Colwell & Bayles, New York; Young & Rubicam, New York.

**AMERICAN INSTITUTE OF FOOD PRODUCTS Inc.**, New York, Food Products. S.

**AMERICAN IRON & STEEL INSTITUTE**, New York. Institutional. N. Agency: BBDO, New York.

**AMERICAN KITCHEN PRODUCTS**, Ozone Park, New York, Noxon Polish. S. Agency: Duane Jones Co., New York.

**AMERICAN MEAT INSTITUTE**, 59 E. Van Buren St., Chicago, Vernon Schwaegele, advertising manager. Institutional. N. Agency: Leo Burnett Co., Chicago.

**AMERICAN OIL Co.**, American Bldg., Baltimore, Amoco; American Gas, N. E. F. Kalhof, advertising manager. Radio apprx.: \$750,000. Agency: Joseph Katz Co., Baltimore.

**AMERICAN POULTRY JOURNAL**, Chicago. S. Agency: Simmonds & Simmonds, Chicago.

**AMERICAN PRODUCTS Co.**, 3265 Colerain Ave., Cincinnati, Jiffy Starch, Swish C. A. Branham, Adv. & Sales Promotion Mgr. S. Agency: Savage & Talley, Cincinnati.

**AMERICAN RED CROSS** (Joint Sponsorship), Washington, D. C., Service. N. Agency: Cecil & Presbrey, New York.

**AMERICAN SAFETY RAZOR Corp.**, Brooklyn, Gem Razor Blades. N. Agency: Federal Adv. Agency, New York.

**AMERICAN SCHOOLS**, Chicago, Home Correspondence Course. S. Agency: Earl R. Culp Adv., Los Angeles.

**AMERICAN STORES Co.**, Philadelphia, Foods. S.

**AMERICAN TELEPHONE & TELEGRAPH Co.**, 195 Broadway, N. Y., T. T. Cook, asst. v-p.; H. G. Stokes, adv. supervisor of radio. N. S. Agency: N. W. Ayer & Son, New York.

**AMERICAN TOBACCO Co.**, New York, Tobacco. N. Agencies: Ruthrauff & Ryan, New York; Foote, Cone & Belding, New York.

**AMRED PRODUCTS Co.**, 1314 Jones St., Omaha 8, Neb., Extracts, cereals, F. L. Kessler, adv. mgr. Radio apprx.: \$5,000. S. Agency: Buchanan-Thomas, Omaha.

**AMERICA'S FUTURE Inc.**, New York, publication. Agency: Gahagan & Turnbull, New York.

**ANCHOR HOCKING GLASS Corp.**, Lancaster, O., Anchorglass, Fire King, Oven-glass Products. J. H. Gillurey, advertising and sales promotion manager. Radio apprx.: \$1,000. N. Agency: William Weintraub & Co., New York.

**E. O. ANDERSON Co.**, Santa Monica, Calif., shontex shampoo. Agency: Barton A. Stebbins Adv., Los Angeles.

**ANDRESEN RYAN COFFEE Co.**, 12-14 E. Michigan St., Duluth 2, Minn., Arco Coffee, Zaida A. Berg, adv. mgr. S. Agency: Stewart-Taylor Co., Duluth 2, Minn.

**ANGOSTURA-WUPERMANN Corp.**, New York, Angostura Bitters. S. Agency: Donahue & Coe, New York.

**AQUATOYS**, New York, Rainwear for Women, Misses, and Children. S. Agency: Glicksman Adv., New York.

**K. ARAKELIAN Inc.**, San Francisco, Maderia wines. S. Agency: Norman Kelso Adv., San Francisco.

**ARCO PUBLISHING Co.**, 480 Lexington Ave., N. Y. 17, books. Ben Rasburn, Adv. & Prom. Mgr. Agency: Jasper, Lynch & Fishel, N. Y.

**ARDEN FARMS**, Los Angeles, dairy products. S. Agency: Productive Adv., Los Angeles.

**ARMAND Co.**, 124 Des Moines St., Des Moines 6, Pearls in Wine Lipstick. S. Agency: Ivan Hill Agency, Chicago.

**ARMOUR & Co.**, U. S. Yards, Chicago 9, Treet, canned meats, sausage products, margarine, D. B. Hause, advertising manager; T. A. Casey, radio division. N. Agency: Foote, Cone & Belding, Chicago.

**ARMSTRONG CORK Co.**, Lancaster, Pa., Armstrong's Quaker Buns, Cameron Hawley, director of adv. and promotion; C. R. Whitmer, Jr., manager, floor division advertising. N. Agency: BBDO, New York.

**ARVEY Corp.**, 3462 N. Kimball Ave., Chicago 18, E-V-Lite, S. Straus, radio executive. S. Agency: Burlingame & Grossman, Chicago.

**ATLANTIC BREWING Co.**, Chicago, Tavern Pale Beer. S. Agency: Campbell-Mithun, Chicago.

**ATLAS LABORATORIES**, 1902 Manchester Rd., Akron, Ohio, I-O-Sal, J. K. Rubenbrod, general manager. S. Agency: McDaniel-Fisher & Spelman, Akron.

**ATLES BREWING Co.**, 10205 Mack Ave., Detroit 16, Atlas Lager Beer, J. T. Foley, adv. manager. Agency: McCann-Erickson, Detroit.

**AVALON LANE Co.**, 220 Broadway, New York 7, Lashen, Lashoor, Belador Formula No. 7, Henry B. Gottlieb. Radio apprx.: \$15,000. S. Agency: Reuben Barkov, New York.

**B**

**B-1 BEVERAGE Co.**, 400 Lindell Blvd., St. Louis, B-1 lime soda, sparkling water, Earle A. Meyer, adv. mgr. S. Agency: Gardner Adv. Co., St. Louis.

**B. C. REMEDY Co.**, Durham, N. C., Headache powders. S. Agency: Harvey-Massenzale Co., Durham, N. C.

**B. T. BABBITT Inc.**, 386 Fourth Ave., New York, Bab-o-cleaner, Lyeons, Robert Brenner, dir. of adv. N. S. Agency: Duane Jones Co., New York.

**BABSON BROS.**, Chicago, Dairy farm equipment. S.

**BALABAN & KATZ Corp.**, Chicago. S. Agency: M. M. Fisher Assoc., Chicago.

**BALL BROTHERS Co.**, 1509 S. Macedonia Ave., Muncie, Ind., Ball Fruit Jars, Caps, Rubbers and Jelly Glasses, Frank E. Burt, sales manager. Agency: Applegate Adv., Muncie, Ind.

**P. BALLANTINE & SONS**, Newark, Beer and Ale. N. Agency: J. Walter Thompson Co., New York.

**BALLARD & BALLARD**, Louisville, Oven Ready Biscuits, Ballard's Obelisk Flour and other milling products. S. N. Agency: Henri Hurst & McDonald, Chicago.

**BANK OF AMERICA N. T. & S. A.**, 300 Montgomery St., San Francisco 20, Calif., L. E. Townsend, manager, advertising and publicity; Fred Yeates, asst. manager, advt. and pub. N. S. Agency: Charles R. Stuart, San Francisco.

**BARBASOL Co.**, Indianapolis, Barbasol. N. Agency: Erwin, Wasey & Co., New York.

**G. BARR & Co.**, 1100 W. 37 St., Chicago 9, Balm Barr Creme Whipped Lotion, Balm Barr Creme Shampoo, N. & S. Radio apprx.: approx. \$225,000. Jerome N. Michell, adv. mgr.; Adaline B. Davee, asst. adv. mgr. Agency: Arthur Meyerhoff & Co., Chicago.

**BARRON-GRAY PACKING Co.**, San Jose, Health Vegetable Juice. N. Long Adv. Service, San Jose.

**HAAS BARUCH & Co.**, Los Angeles, Grocery Products. S. Agency: Robert Smith Adv., Los Angeles.

**HERMAN BASCH Co.**, New York, Hammer brand Persian Lamb. S. N. Agency: Kelley-Nason, New York.

**BATHASWEET Corp.**, New York, Soap and bath salts. S. Agency: H. M. Kiese-wetter Inc., New York.

**BATTLE PHARMACEUTICALS Co.**, Victory Bldg., Toronto, "All-in-One" Brand Vitamin Tablets, Daisy Diaper Dlp. R. Irving Battle, president. S. Agency: Grant Adv., Toronto.

**BAYUK CIGARS Inc.**, Ninth & Columbia Ave., Philadelphia 22, Pa., Phillies cigars. A. J. Newman, president; E. M. Hirst,

adv. mgr. N. Agencies: Ivey & Ellington, Philadelphia; Neal D. Ivey Co. eff. 8-1-46.

**BEAUMONT Co.**, St. Louis, Four-Way Cold Tablets and Grove B-Complex. N. Agencies: Newby & Peron, Chicago; Donahue & Coe, Inc., New York.

**BEECHAMS INC.** (Scott & Bowne, J. C. Eno Inc., County Perfumery Co.), 60 Orange St., Bloomfield, N. J., Beecham's laxative pills, Scott's Emulsion, Brylcreem Hair Dressing, Scott's Ointment, Eno Salts, MacLeans Toothpaste, Arthur A. Starin, adv. prom. mgr.; Charles J. Weedon, president. N. S. Agencies: Atherton & Currier, New York (all products except Beechams and MacLeans); Street & Finney, New York.

**BEECHNUT PACKING Co.**, 10 E. 40th St., New York, Food, Ralph Foote, adv. mgr. S. Agency: Newell-Emmett, N. Y.

**BEKINS VAN & STORAGE Co.**, Seattle, Los Angeles, Calif., Storage. N. Brooke Adv. Agency, Los Angeles.

**BELL TELEPHONE Co.**, of Canada, Toronto, Bell Tel recruiting for operators. S. Agency: Cockfield, Brown & Co., Toronto.

**BELL TELEPHONE SYSTEM**, New York, Telephone Service. N. Agency: N. W. Ayer & Son, New York.

**BEN HUR PRODUCTS Inc.**, Los Angeles, Coffee, Spices & Extract. N. Agency: Foote, Cone & Belding, Hollywood.

**BENDIX AVIATION Corp.**, Detroit. N. Agency: Grant Adv., New York.

**BENDIX HOME APPLIANCES Inc.**, 3860 W. Sample St., South Bend 24, Ind., Bendix Automatic Home Laundry, Home Ironer, Home Dryer, Walter J. Dally, advertising director. Radio apprx.: \$200,000. S. Agency: Tatham Laird Inc., Chicago.

**BENRUS WATCH Co.**, 200 Hudson St., New York 13, watches. S. Adnan J. Flantier, adv. dir.; Julian Lazrus, dir. of dealer radio. Radio apprx.: \$750,000. N. Agency: J. D. Tarcher Inc., New York.

**BENSON & HEDGES**, New York, Virginia Rounds cigarettes. S. Agency: Arthur Kudner Inc., New York.

**BENSON & HEDGES**, New York, Havana Cigars. S. Agency: Arthur Kudner Inc., New York.

**BERKSHIRE KNITTING MILLS**, Full Fashioned Stockings. N. Agency: Geyer, Cornell & Newell, New York.

**BEST FOODS Inc.**, New York, Nucoa margarine and Shinola shoe polish. Agency: Benton & Bowles, New York.

**BETTY LOU FOODS** (Remar Baking Co., Graven-Inglis Baking Co.), Oakland and Stockton, Calif., Betty Lou Foods, Shoe String Potatoes, Potato Chips, Remar Bread, Graven-Inglis Bread. S. Bernard E. Schnitzer, acct. exec. Apprx.: \$90,000. Agency: Garfield & Guild, San Francisco.

**BIBLE INSTITUTE OF LOS ANGELES**, Institutional. N. Agency: The Tullis Co., Los Angeles.

**BIRDS EYE-SNIDER**, 383 Madison Ave., New York, Birds Eye frosted foods, Howard F. Loehrie, adv. sales prom. mgr.; Donald E. Barr, v-p in chg. marketing. N. Agency: Young & Rubicam, New York.

**BLACKHAWK BREWING Co.**, Davenport, Ia. S. Agency: N. A. Winter Adv., Des Moines.

**BLANTON Co.**, St. Louis, Creamo margarine. S. Agency: Wesley K. Nash Co., New York.

**BLOCK DRUG Co.**, Jersey City, Polident. S. Agency: Cecil & Presbrey, New York.

**THE BLOSSER Co.**, Box 1707, Atlanta 1, Ga., Medical Cigarettes for Asthma. S. Sidney B. Jewett, advt. mgr. Agency: Atherton & Currier, New York.

**BLUE BUS LINES**, Terminal Bldg., Batavia, N. Y., L. H. Schuit, president. Radio apprx.: \$1,000. S. Agency: Hart-Conway Co., Rochester.

**BLUE MOON FOODS**, Thorp, Wis., cheese spread, Gold N'Rich Cheese, Harold Oldroyd, sec. and adv. manager. Agency: Reinecke, Ellis, Younggreen & Finn, Chicago.

**BLUE RIBBON Corp.**, Toronto, Canned foods vacuum sealed jars. S. Agency: Cockfield Brown & Co., Toronto.

(Continued)



# KFNF believes

## He Who Serves Best Does Profit Most

CUMBERLAND SCHOOL  
W. K. SAVILLE, SUPT.  
CUMBERLAND. - IOWA.

December 28, 1946

Mr. Frank Stubbs, Manager  
Radio Station KFNF  
Shenandoah, Iowa

Dear Mr. Stubbs

We, here in our town, listen carefully to all KFNF Public School Programs. Our town participation in the series, for the fourth time in two years, gives us a personal interest but actually it is more than just that - KFNF is doing a truly wonderful thing for Public School Music by making these program opportunities available to all schools of the more than 200 towns within your listening area.

It must cost a lot to devote a thirty minute program in "A" time, five evenings a week throughout most of the school year, to just this one Public Service feature - to say nothing of the three hour rehearsal and radio training given each group. We appreciate the great good you are doing and so, we are sure, do thousands of school students throughout the area - along with tens of thousands of their friends and relatives. It is just one more thing, among the many, which makes KFNF the most highly regarded radio station in it's area.

Sincerely yours  
*W. K. Saville*  
Mrs. W. K. Saville  
Music Director

**ESTABLISHED IN 1924, KFNF'S NET BROADCAST INCOME FOR DECEMBER, 1946, WAS ALMOST 1700% ABOVE THAT OF JUNE, 1941. PROVING, WE BELIEVE, THAT SINCERE PROGRAMMING IN THE PUBLIC INTEREST IS APPRECIATED.**

For Availabilities, Call Frank Stubbs, Phone #1, Shenandoah, Iowa.



## Set Your Sights on a Big Income Market!

COVERING THE RICH, PERMANENT MARKETS OF BEAUMONT, ORANGE, AND PORT ARTHUR

PERMANENT industries, employment, and high incomes make this one of the most favored spots in the U. S. Dairying, shipping, lumber, building construction, rice, petroleum, and synthetic rubber are among the high income producing activities.

KFDM is the major network station which really gives you coverage and deep penetration of the rich Sabine area . . . a claim supported by authenticated listening surveys.



# KFDM

BEAUMONT, TEXAS

AMERICAN BROADCASTING CO., INC. 560 K.C. 1,000 WATTS

MEANS BUSINESS

### CURRENT MARKET DATA

	Daytime	Nighttime
Total families (BMB) .....	228,657	109,482
Radio families (BMB) .....	180,880	90,403
Counties .....	24	8
Total retail sales (1945) .....	\$318,706,000	\$157,461,000
Food store sales .....	73,369,000	36,444,000
General merchandise sales .....	41,826,000	22,612,000
Drug sales .....	11,616,000	6,078,000
Effective buying income (gross) .....	701,904,000	368,260,000
Effective buying income (net) .....	631,748,000	332,443,000
Average per family .....	2,468	2,535
Average per family (Jefferson County) .....	3,916	3,916
Gross farm dollars .....	134,511,000	41,048,000

Daytime coverage determined by .5 mv/m contour  
Nighttime coverage determined by 1.75 mv/m contour

D. R. CANNAN, EXEC. VICE PRES. C. B. LOCKE, GEN. MGR.

REPRESENTED BY

## FREE & PETERS, Inc.



BLUEBIRD DIAMOND SYNDICATE, 55 E. Washington St., Chicago 2, Ill., Bluebird rings, Rudolph Samuel, adv. mgr. S. Agency: O'Neal, Larson & McMahon, Chicago.

BONCQUET LABS, Glendale, Cal., vitamins. S. Agency: Barton A. Stebbins Adv., Los Angeles.

BONNE BELL, Inc., 17609 Detroit Ave., Cleveland 7, O., Ten-O-Six, Plus 30, Nite & Day (Local contracts in most large cities, no network. Some spot, some program placements). John W. Landis, sales promotion mgr. Agency: Hicks & Greist, Inc., New York.

BOOK-OF-MONTH CLUB, New York, Books. S. Agency: Schwab & Beatty, New York.

BORDEN Co., New York, Milk and ice cream, Hemo and Instant Coffee. N and S. Agencies: Kenyon & Eckhardt, New York; Young and Rubicam, New York.

BOSTON GLOBE, Boston, Speeches. N. John C. Dowd Co., Boston.

BOSTON & MAINE RR, Boston, RR. N, S. Agency: Harold Cabot Co., Boston.

BOURJOIS Inc., 35 W. 40th St., New York, Evening in Paris cosmetics, S. H. Chambers, adv. mgr. N. Agency: Foote, Cone & Belding, New York.

BOWMAN'S GUM Inc., New York, Warren's chewing gum. S. Agency: Franklin Bruck Adv., New York.

BOWEY'S Inc., Chicago, Dari-Rich Products. A. W. Reid, adv. mgr.; G. B. Millikan, asst. mgr. Radio approx.: \$250,000. N. Agency: Sorensen & Co., Chicago.

BOZEMAN CANNING Co., San Francisco, Pictawet Frozen Foods. N. Agency: Ruthrauff & Ryan, Seattle.

E. J. BRACH & SONS, Chicago, Confectionery. N. Agency: Hill, Blackett & Co., Chicago.

JOHN H. BRECK Inc., Springfield Mass., shampoo. Agency: Charles Sheldon Adv., Springfield.

M. J. BREITENBACH Co., New York, Gude's Pepto Mangan. N. Agency: Roehs, Williams & Cleary, New York.

BRISTOL-MYERS Co., Sal Hepatica & Trushay, Vitalis & Ipana, New York. N. Agencies: Young & Rubicam, New York; Doherty, Clifford & Shenfield, New York.

BRISTOL MYERS Co. of Canada, Montreal, Sal Hepatica, Vitalis, Trushay. Agency: Ronalds Adv., Toronto.

BRITISH AMERICAN OIL Co., Toronto, Agency: Spitzer & Mills, Toronto.

BROADMOOR HOTEL Inc., Colorado Springs, Col., Ice Skating, Ice Shows and Revues, Scenic Trips, Broadmoor Tavern (all spot), T. O. Johnston, adv. mgr. Agency: Gaylen Broyles Adv., Denver.

BROOKS Inc., Los Angeles, Chain clothiers. N, S. Agency: Hillman-Shane-Breyer, Los Angeles.

BROWN & HALEY, 110 East 26th St., Tacoma 2, Almond Roca, Mountain Bars, J. C. Haley, president. Agency: Honig-Cooper, Seattle. N, S. Erwin Wasey, Seattle.

BROWN SHOE Co., St. Louis, Shoes. N. Agency: Leo Burnett Co., Chicago.

BROWN & WILLIAMSON TOBACCO Corp., Louisville, Raleigh Cigarettes, Sir Walter Raleigh Tobacco, Kool Cigarettes. N. Agency: Russel M. Seeds, Chicago.

E. L. BRUCE Co., Memphis, floor cleaner. N. Agency: Christiansen Adv., Chicago.

W. K. BUCKLEY & Co., Toronto, proprietary. Agency: Grant Adv., Toronto.

BULOVA WATCH Co., 630 Fifth Ave., New York 20, watches, Ray Warren, vice-president; W. L. Wernicke, manager, radio promotion. S. Agency: Blow Co., New York.

BU-TAY PRODUCTS, Ltd., Los Angeles, Raindrops Water Softener. N. Agency: Glasser-Gailey & Co., Los Angeles.

BUNTE BROS., Chicago, Candy. N. Agency: Preaba, Fellers & Preaba, Chicago.

BURPEE CAN SEALER Co., Barrington, Ill. S. Agency: Weston-Barnett, Chicago.

BU-TAY PRODUCTS Inc., Los Angeles, Raindrops. N, S. Agency: Glasser-Gailey & Co., Los Angeles.

C-Z CHEMICAL Co., Beloit, Wis., Marvene Suda, C-Z Floor Wax, Ray A. Weber, in charge of adv. Radio Approx.: \$30,000. S. Agency: KVPD & Assoc., Milwaukee.

CAL-WESTERN MFGS., Los Angeles, WHEE cleaner. S. Agency: Pacific Adv. Service, Los Angeles.

CALAVO GROWERS of California, Los Angeles, avocados. S. Agency: J. Walter Thompson Co., Los Angeles.

DR. W. B. CALDWELL Co., Monticello, Ill., Campho-Phenique. S. Agency: Sherman & Marquette, Chicago.

CALIFORNIA ASSOCIATED PRODUCTS Co., 3631 Union Pacific Ave., Los Angeles, Monterey Concord grape juice punch, Yankee Doodle Root Beer. R. E. Prochow, gen. sales mgr. N. & S. Agency: Lockwood-Shackelford Adv., Los Angeles.

CALIFORNIA PROCESSORS & GROWERS Inc., Oakland, Cal., cooperative. S. Agency: Foote, Cone & Belding, San Francisco.

CALIFORNIA FRUIT GROWERS EXCHANGE, 707 W. Fifth St., Los Angeles 13, Cal., Sunkist Oranges, Russell Z. Eller, adv. manager; R. S. Simmons, asst. adv. manager. Radio Approx.: \$300,000. S. Agency: Foote, Cone & Belding, Los Angeles.

CALIFORNIA NURSERY Co., Box 278, Niles, Cal., nursery stock, George C. Roeding Jr., president; C. J. Burr, assistant manager; W. A. Shunk, assistant sales manager. Radio Approx.: \$2,008. S. Agency: Ryder & Ingram, Oakland, Cal.

CALIFORNIA PRUNE & APRICOT GROWERS ASSN., Market & San Antonio St., San Jose 17, Cal., Sunsweet, E. N. Thayer, sales and advertising manager. S. N. Agency: Long Adv. Service, San Jose.

CALIFORNIA SPRAY-CHEMICAL Corp., Richmond, Cal., Ortho garden spray. S. Long Adv. Service, San Jose, Cal.

CAMCO PRODUCTS Inc., 57 William Street, New York, Camco Portable Cloverleaf Table Range. Wm. F. Cemeson, president. Agency: Timely Assoc., New York.

CAMPANA SALES Co., Batavia, Ill., Cosmetics and Toilet Goods. N. I. Willard Crull, pres.; Richard M. Crull, adv. director. N. Agency: Wallace-Ferry-Hanly, Chicago.

CAMPBELL CEREAL Co., 1212 Foshay Tower, Minneapolis 2, Malt-o-Meal, Agnes Lewis, adv. manager. Agencies: Campbell-Mithun, Minneapolis.

CAMPBELL SOUP Co., 100 Market St., Camden, N. J., soup, H. F. Jones, adv. mgr.; R. M. Budd, asst. adv. mgr.; G. D. Morris, asst. to adv. mgr. N, S. Agencies: Ward Wheelock Co., Philadelphia; Foote, Cone & Belding, New York; Cockfield, Brown & Co., Toronto; Spitzer & Mills, Ltd.

CANADA DRY GINGER ALE Inc., New York, Gingerale. S. Agency: J. M. Mathes Inc., New York.

CANADA STARCH Co., Sun Life Bldg., Montreal 2, Que., Crown Brand Corn Syrup, Karo, Benson's Corn Starch, Canada Corn Starch, Mazola oil, Linit starch, Harold E. Stephenson, adv. mgr. S. Agency: Vickers & Benson, Montreal.

CANADIAN CANNERS Ltd., Hamilton, Ont., Canned Foods. S. Agency: F. H. Hayhurst Co., Toronto.

CANADIAN CHINCHILLA Co., Toronto, S. Agency: Frontenac Broadcasting Co., Toronto.

CANADIAN INSECTICIDE & CHEMICAL Co., Toronto. S. Agency: Locke, Johnson & Co., Toronto.

CANADIAN NATL. CARBON Co. Ltd., 805 Davenport Rd., Toronto (4), Can., Radio Batteries, Flashlight Batteries. N. John M. Meldram, adv. mgr.; D. Stewart Roos, acting adv. mgr. Agency: Locke, Johnson & Co., Toronto.

CANDO Co., 18-15 Custom House St., Boston 10, Mass., Cando Silver Polish, Cando Metal Polish. S. James A. Byrne, pres. Agency: Chambers & Wiswell, Boston.

CANNON SHOE Co., Lafayette & Dickson St., Baltimore, shoes, J. Richards, asst. adv. manager. S.

CAPITAL CITY PRODUCTS Co., W. First Ave. & Perry St., Columbus 8, Dixie Margarine, Kingtaste Dressings, H. A. Patzer, advertising manager. Radio Approx.: \$36,000. S. Agencies: R. W. Knopf Co., Columbus, O.; Chambers & Wiswell, Boston, Mass.; Merrill-Kremer, Memphis, Tenn.

CAPITOL HOTEL, New York, Carnival Room. S.

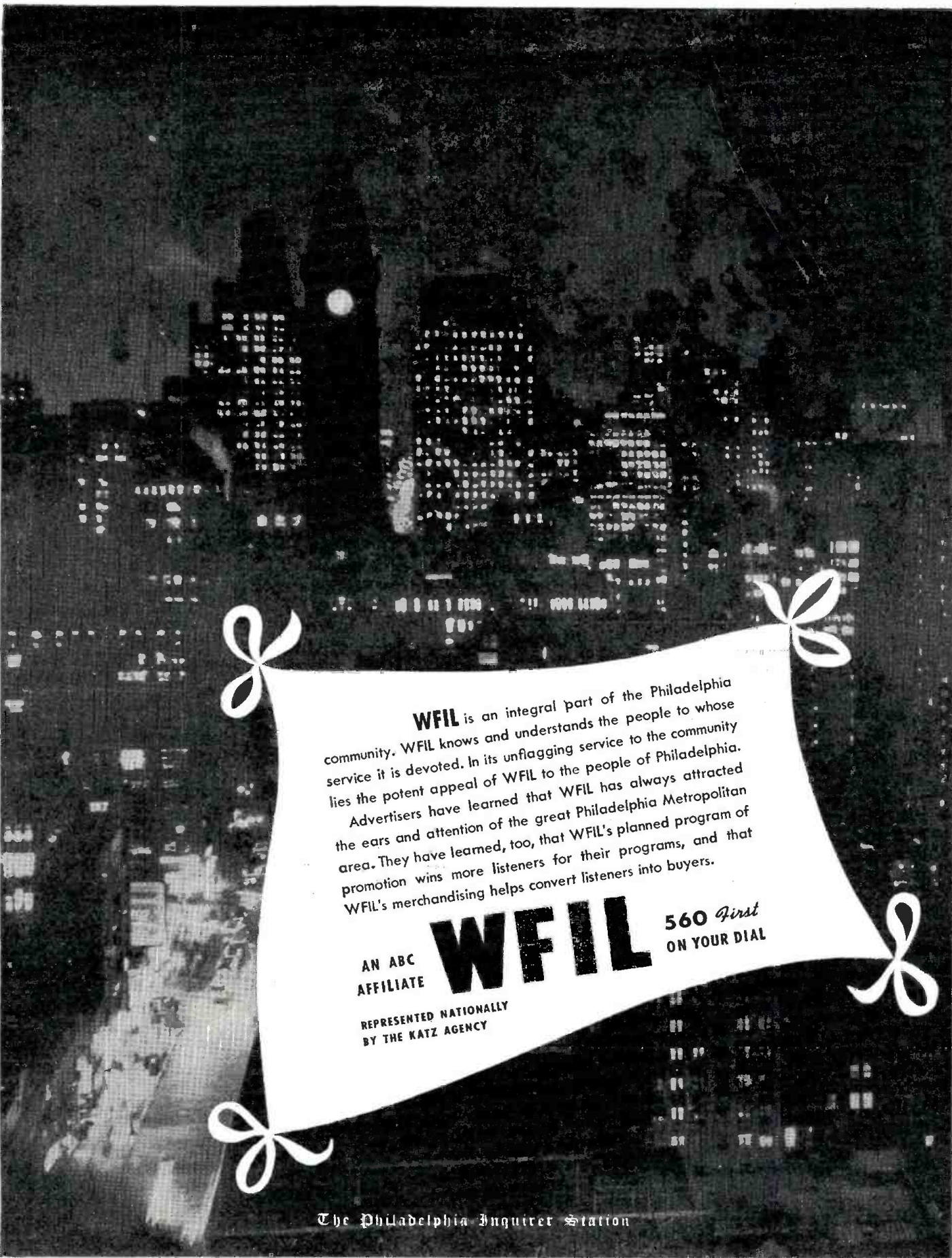
CAREY SALT Co., Carey Salt. N. Agency: McJunkin Adv. Co., Chicago.

CARGILL Inc., 761 Chamber of Commerce, Minneapolis 15, feeds and seeds, Blue Streak Dog Food, Madge A. Brown, adv. manager. Agency: Olmsted & Foley, Minneapolis.

CARNATION Co., 715 N. Van Buren St., Milwaukee, Evaporated Milk, Faskies Dog Food. N. Paul H. Willis, adv. mgr. Agency: Erwin, Wasey & Co., Chicago.

(Continued)





**WFIL** is an integral part of the Philadelphia community. **WFIL** knows and understands the people to whose service it is devoted. In its unflagging service to the community lies the potent appeal of **WFIL** to the people of Philadelphia.

Advertisers have learned that **WFIL** has always attracted the ears and attention of the great Philadelphia Metropolitan area. They have learned, too, that **WFIL**'s planned program of promotion wins more listeners for their programs, and that **WFIL**'s merchandising helps convert listeners into buyers.

AN ABC  
AFFILIATE

**WFIL**

**560** *First*  
ON YOUR DIAL

REPRESENTED NATIONALLY  
BY THE KATZ AGENCY

The Philadelphia Inquirer Station



# PUBLIC INTEREST PROGRAMMING IS NOT NEW TO KFXJ LISTENERS



For TWENTY-ONE years KFXJ has enjoyed the distinction of creating programs in the public interest. Our slogan "THE VOICE OF WESTERN COLORADO" has real meaning.

## IT IS KFXJ THAT:

- spear-heads the community civic campaigns.
- gives voice to local opinions (The Western Slope Forum of the Air).
- provides top-notch education features suitable for class-room use.
- serves the colleges and universities of the state not only with program time, but also counseling service in curricular planning for radio courses.
- provides excellent agricultural service programs with the assistance of such agencies as the Soil Conservation Service.
- has maintained AN EDITORIAL POLICY for sixteen years, providing a sphere of influence that has been the source of great community value, among 'campaigns' thus conducted are:

Construction of retaining reservoirs for conservation of water. Improved law enforcement (backed by Churches, Service Clubs, P.T.A. and Schools), resulting in complete overhauling of city police department, elimination of condition of vice, graft, and general lawlessness.

Campaign for suitable Youth Center for Teen Age Canteen. Anti-Juvenile delinquency campaigns with emphasis upon supervised playground facilities.

presents better roads and highway program.

(Needless to say our "EDITORIALS" are not to be confused with the application of the term as meaning to spread political propaganda. We leave that service to the skilled hands of the press!)

KFXJ sponsors annually the KFXJ JUNIOR RODEO, a big FREE show for kids that brings thousands of youngsters in from ranches and farms as much as 150 miles away. There isn't a single community project of merit, but what KFXJ donates unstintingly of its facilities including personnel to assure the success of such project. Added to these LOCAL features, KFXJ schedules ALL the top public interest features of NATIONAL scope originating with the MUTUAL BROADCASTING SYSTEM.

920 KC **KFXJ** 1000 W

GRAND JUNCTION

*"The Voice of Western Colorado"*

# DIRECTORY OF NATIONAL AND REGIONAL ADVERTISERS

(Continued)

- CARSON, FIRIE, SCOTT & Co., Chicago, Department store. S. Agency: Burnet-Kuhn Co., Chicago.
- CARTER PRODUCTS Inc., 53 Park Place, New York 8, Carter's Little Liver Pills, Arrid. N. S.; P. Richardson, dir. of sales and adv.; E. M. Hoey, media director. Agencies: Ted Bates Inc.; Sullivan, Stauffer, Colwell & Bayles, New York.
- CASSILL DISTRIBUTING Co., 341 No. La Brea Ave., Los Angeles. Sandra Cassill Hand Creme, Mocombo After-Shave Cologne Lotion. S.; Ernest E. Cassill, manager. Agency: W. C. Jeffry Co., Los Angeles.
- CAT'S PAW AND RUBBER Co., Baltimore, Soles and heels. S. Agency: S. A. Levynne Co., Baltimore.
- CATALINA KNITTING MILLS, Los Angeles. Agency: Hillman-Shane Adv., Los Angeles.
- CELANESE CORP. OF AMERICA, New York, All Products. N. Agency: Young & Rubicam, New York.
- CELLO WAX Co., Baltimore, Biuko and Cellowax. S. Agency: Maurice Asrael Adv., Baltimore.
- CENTAUR CO. DIV., Sterling Drug Inc., 41 E. 42d St., New York, Ironized Yeast, Mollie shaving cream, Wells W. Spence, adv. mgr.; Arthur R. Meares, Radio Apprx.: approx. \$1,000,000. N. Agencies: Young & Rubicam, New York; Pedlar & Ryan, New York.
- CENTENNIAL FLOWERING MILLS Co., 814 Second Ave., Seattle 4, Silk-sifted Flour, Peach Blossom Cake Flour, Pancake and waffle flour, dog meal, poultry feed, dairy feed, hog feeds, turkey feeds, W. A. Kaufmann, sales manager. Radio Apprx.: \$50,000. Agency: Honig-Cooper Co., Seattle.
- CENTIVRE BREWING Corp., 2501 Spy Run Ave., Fort Wayne 8, Ind., Old Crown Ale, Old Crown Beer, Herman G. Centivire, secretary & advertising manager. S. Agency: Westheimer & Co., St. Louis.
- CENTRAL NATIONAL BANK IN CHICAGO, 728 West Roosevelt Road, Bank Services. Chicago 7, Harry J. Lasarus, assistant to president. Radio Apprx.: \$10,000. S. Agency: T. R. Bauerle Adv., Chicago.
- CHALMERS GELATINE Corp., Evans St., Williamsville 21, Buffalo, Chalmers gelatine. J. R. Chalmers, president. Radio Apprx.: \$1,200. S. Agency: Arman Weill Co., Buffalo.
- CHAMBERLAIN SALES Corp., 702 6th Ave., Des Moines 9, Chamberlain's Lotion, S. Chamberlain, adv. mgr. Radio Apprx.: \$250,000. Agency: BBDO, Chicago.
- CHAMPION SPARK PLUG Co., Toledo, Agency: McManus, John & Adams, Detroit.
- CHASE CANDY Co., 5th & Sylvania Sts., St. Joseph, Mo., High Crest Chocolates, W. A. Yantis, president; T. R. Neylon, asst. sls. mgr. S. Radio apprx.: \$125,000. Agency: Reincke-Meyer & Finn, Chicago.
- DR. A. W. CHASE MEDICINE Co., Oakville, Ont., proprietary. R. Agency: Ardief Adv., Oakville, Ont.
- CHATHAM MFG. Co., New York, Blankets. N. M. H. Hackett Co., New York.
- CHEF BOY-AR-DEE QUALITY FOODS Inc., Milton, Pa., Spaghetto Dinner. S. N. Agency: McJunkin Adv., Chicago.
- CHEMICALS Inc., Oakland, Vano. S. N. Agency: Garfield & Guild, San Francisco.
- CHESAPEAKE & OHIO RAILWAY Co., Cleveland, Service. N. Agency: Kenyon & Eckhardt, New York.
- CHESEBROUGH MFG. Co., New York, Vaseline hair tonic. S. Agency: McCann-Erickson, New York.
- CHICAGO, MILWAUKEE, ST. PAUL & PACIFIC RR., Union Station, Chicago, RR. S. Agency: Roche Williams & Cleary, Chicago.
- CHICAGO & NORTH WESTERN SYSTEM, 400 W. Madison St., Chicago 6, railway, H. W. Frier, director of public relations. Radio Apprx.: \$65,000. Agency: Caples Co., Chicago.
- CHICK-BED Co., Cedar Rapids, Iowa, Poultry Litter. S. Agency: Campbell Sanford Co., Chicago.
- CHRISTIAN HERALD ASSOC., New York. S.
- CHRISTIAN HEURICH BREWING Co., Washington, D. C., beer. S.
- CHRISTIAN SCIENCE PUB. SOCIETY, Boston, Christian Science Monitor. N. H. B. Humphrey Co.
- CHRISTMAS CLUB Corp., New York. N. Agency: Brooke, Smith, French & Dorrance, N. Y.
- CHRYSLER Corp., 341 Massachusetts Ave., Detroit 81, Plymouth, Dodge, De Soto, Chrysler cars, Dodge trucks, A. VanderZee, vice-president. N. Agency: Enthrauff & Ryan, New York.
- CINCY PRODUCTS Co., Cincinnati, wall-paper cleaner. Agency: Ralph H. Jones Co., Cincinnati.
- CITIES SERVICE Co., 60 Wall St., New York, fuels, lubricants, accessories, Harry D. Frueaif, vice-president; L. H. White, adv. manager. Radio Apprx.: \$500,000. Agency: Foote, Cone & Belding, New York.
- CLAIROL Inc., 2 W. 46th St., New York 19, color accenting shampoo, Morris Gold, adv. manager. S. Agency: Roy S. Durstine, New York.
- CLARK BROS. CHEWING GUM Co., Pittsburgh, gum. N. Agency: Walker & Downing, Pittsburgh.
- D. L. CLARK Co., Pittsburgh, Candy. N. Agency: BBDO, Pittsburgh.
- CLEAN PRODUCTS Co., 815 E. Mcnnd St., Columbus 6, O., Clean wallpaper and hand cleaners. Agency: Byer-Bowman Adv., Columbus.
- CLEVELAND & BUFFALO STEAMSHIP Co., 333 N. Michigan Ave., Chicago 1, Lake Cruises. Radio Apprx.: \$5,000. S. Agency: Walter L. Rubens & Co., Chicago.
- CLIPPER CRAFT CLOTHES (formerly Trimount Clothing Co., New York), Clipper Craft Clothes. N. Agency: Emil Mogul Co., New York.
- CLUB ALUMINUM Co., 1250 W. Fullerton St., Chicago, Hammercraft crockware, glassware, cleaners, polishes, Robert Walker, asst. to president in public relations. N. Radio Apprx.: \$100,000. Agency: Trade Development Corp., Chicago.
- COCILANA, Inc., Brooklyn, Coughdrops. S. Agency: Al Paul Lefton Co., New York.
- COCA COLA Co., Atlanta, Ga. N. D'Arcy Advertising Co., New York.
- COHN-HALL-MARX Co., New York, Cohnama fabrics. S. Agencies: Dorland, International, New York; Fettingell & Fenton, New York.
- COLE MILLING Co., Chester, Ill., Omega flour. N. Agency: J. Walter Thompson Co., Chicago.
- COLGATE-PALMOLIVE-PEET Co., Jersey City, Colgate's Dental Cream, Super Suds, Palmolive Soap, Shave Cream. S. N. Agencies: Lewis Adv. Agency, Newark; Ted Bates, Inc., New York; Sherman & Marquette, New York; Wm. Esty & Co., Inc., New York.
- COLONIAL DAMES Inc., Hollywood, cosmetics. S. N. Agency: Hixson-O'Donnell, Los Angeles.
- COLORADO MILLING & ELEVATOR Co., 620 Equitable Bldg., Box 718, Denver 1, Col., Family Flour, Poultry and Livestock Feeds, Farm Supplies, Eugene S. Blish, adv. mgr. S. Agency: Ed. M. Hunter, Denver, Col.
- COLUMBIA BREWING CO., 2000 Madison St., St. Louis, J. S. McCourtney, president; Karl K. Vollmer, v-p, sec.; F. P. Rollins Jr., v-p. N. Agency: Ollian Adv. Agency, St. Louis.
- COLUMBIA PICTURES Corp., 739 Seventh Ave., New York 19, pictures, Sidney G. Schaefer, adv. manager. Radio apprx.: \$350,000. S. Agency: Weiss & Geller, New York.
- COMET RICE MILLS, 1600 Cedar St., Beaumont, Tex., Comet rice, E. H. Steinhagen, vice-president. S. Agency: Leche & Leche, Beaumont, Tex.
- COMMERCIAL ALCOHOLS Ltd., Toronto, Anti-freeze. S. Agency: McConnell Eastman & Co., Toronto.
- COMMERCIAL CREDIT Co., New York. N. Agency: Sheldon, Quick & McElroy, New York.
- COMMONWEALTH EDISON Co., Chicago. Agency: J. R. Pershall Co., Chicago.
- COMPAGNIE PARISIENNE Inc. (H. U. Rhodius), 107 Burr Rd. (P. O. Box 828), San Antonio 6, Tex., Perfumes (Spot), H. U. Rhodius, pres. Agency: Shaffer Brennan Margulis Adv. Co., St. Louis 1, Mo.
- COMPTONE Co., New York, Oculens Sunglasses. N. Agency: Byrde-Richard & Pound, New York.
- CONFECTIONS Inc., Chicago, Candy and Snacks, Karmel Korn. S. Agency: Ollian Adv., Chicago.
- CONGRESS CIGAR Co. Inc., 250 Fifth Ave., New York 1, La Palma cigars, D. A. Jenks, vice-president. S. Agency: Schwimer & Scott, Chicago.
- CONGRESS OF INDUSTRIAL ORGANIZATIONS, New York, CIO of America. N. Agency: Wiltman & Pratt, New York.

(Continued)



For **BUYING POWER** that pays off in **SALES,**



look to  
**GREATER KANSAS CITY**

**GREATER KANSAS CITY  
MARKET DATA**

COUNTIES (and Important Cities)	O.P.A. Civilian Pop. 2-15-44	Net Effective Buying Income (After Taxes)
Jackson (Mo.).....	485,900	\$672,286,000
Kansas City .....	431,700	615,119,000
Wyandotte (Ks.).....	144,500	180,556,000
Kansas City .....	135,000	169,100,000
Johnson (Ks.).....	40,200	23,771,000

	Total Retail Sales	Homes with Radios
Jackson (Mo.).....	\$400,347,000	133,067
Kansas City .....	373,286,000	112,945
Wyandotte (Ks.).....	73,602,000	36,676
Kansas City .....	68,559,000	31,163
Johnson (Ks.).....	12,009,000	8,552

SOURCES: Homes with Radios—Bureau of Census. All other data—Sales Management's "SURVEY OF BUYING POWER," May 10, 1946. (Reprinted with permission.)

... and for **RADIO ADVERTISING** that pays off in **RESULTS,** hire **KCKN**

Yes, for radio advertising that pays off in **RESULTS,** hire **KCKN** to deliver your sales messages to Kansas Citians. **KCKN,** and *only* **KCKN,** programs specifically and exclusively for the Greater Kansas City market. Result is that Kansas Citians look to **KCKN** for the kind of radio entertainment *they* like.

Thus, through **KCKN,** you may sell a substantial share of Greater Kansas City's eight hundred million dollar buying power (**AFTER** taxes) *without* the rate penalty of out-state coverage.

Wire or phone your nearest **Capper** office for availabilities.

**MUSIC BY DAY—MUTUAL AT NIGHT**



*The Voice of Greater Kansas City.*

**BEN LUDY,** GENERAL MANAGER. **KCKN,** KANSAS CITY ... **WIBW,** TOPEKA  
**ELLIS ATTEBERRY,** MANAGER. **KCKN,** KANSAS CITY

**CAPPER PUBLICATIONS, Inc.**

NEW YORK 17: 420 LEXINGTON AVENUE    MOHAWK 4-3280    CHICAGO 1: 180 NORTH MICHIGAN AVENUE CENTRAL 5977  
SAN FRANCISCO 4: 1207 RUSS BUILDING    DOUGLAS 5220    KANSAS CITY 6: 300 WALTOWER BUILDING VICTOR 3864

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DIRECTORY OF NATIONAL AND REGIONAL ADVERTISERS

(Continued)

CONRO MFG. CO., Dallas, overalls, work clothes, uniforms. N. S. Agency: Grant Adv., Dallas.

CONSOLIDATED BISCUIT CO., Louisville, Biscuits. S. Agency: Ruthraff & Ryan, Chicago.

CONSOLIDATED PRODUCTS Co., 119 N. Washington, Danville, Ill., Semi-Solid Chick Emulsion, Semi-Solid "E" Emulsion, Semi-Solid Pig Emulsion, Kaff-A, Frank A. South, advertising manager; Marian Yeazel, assistant; Eunice Jensen, assistant. S. Agency: Bert S. Gittins, Milwaukee.

CONSOLIDATED ROYAL CHEMICAL Corp., 540 S. Wells St., Chicago 7, Peruna, Kolor-Bak, Zymole Trokeys, Acidene, Ham-lins, Krank's ShaveKream, Quentin P. Pierce, dir. of sales & adv. S. Radio approx.: \$650,000. Agencies: Russel M. Seeds Co., Chicago; O'Neil, Larson & Mahon, Chicago; Arthur Meyerhoff & Co., Chicago.

CONTI PRODUCTS Corp., 45 Clinton Ave., Bklyn., New York, S. L. Nordlinger, vice president. Conti Shampoo & soap. N. Agency: Birmingham, Castelman, and Pierce, New York.

CONTINENTAL AIR LINES, Stapleton Airfield, Denver 7, air line seats, C. C. West Jr., vice-president, S. Radio approx.: \$24,000. Agency: Galen E. Broyles Co., Denver.

CONTINENTAL BAKING CO., Inc., 630 5th Ave., New York, Wonder Bread & Hostess Cake. N & S L. M. Marshall adv. mgr. Agency: Ted Bates Inc., New York.

CONTINENTAL CAN Co., New York, Cans, Institutional, Packaging, Plastic Products. N. Agency: BBDO, New York.

CONTINENTAL OIL Co., Ponca City, Okla., Oil. S. Agency: Geyer, Cornell & Newell, New York.

COOK PAINT & VARNISH Co., P. O. Box 389, Paint wall paper, Kansas City 16, Mo., C. O. BRATTEN, adv. mgr. Radio Appro.: \$25,000. S. Agency: J. R. Potts, Calkins & Holden, Kansas City.

COOPER BREWERY, 173 Cooper St., Philadelphia, Nathaniel F. Cooper, pres. S. Agency: Harry Feigenbaum Adv. Agency, Philadelphia.

COOPER RAZOR BLADE Co., 35 York Street, Brooklyn, N. Y., Razor Blades. S. Agency: Pearson Adv. Agency, New York.

COOPERATIVE G. L. F. EXCHANGE, Terrace Hill, Ithaca, N. Y., institutional. R. B. Gervan, director of information, Agency: Agricultural Advertising & Research, Ithaca.

CORN PRODUCTS REFINING Co., New York, Dextrose, Mazola & other products. N. Agency: C. L. Miller Co., New York.

CORTLAND BAKING Co., 79 Huntington St., Cortland, N. Y., Bread, doughnuts, J. J. Kane, adv. mgr. Radio Appro.: \$10,000 to \$15,000. S.

COTY INC., New York, cosmetics, N. direct.

G. N. COUGHLAN Co., West Orange, N. J., Chimney Sweep Soot Destroyer. N. Agency: Roche, Williams & Cleary, New York.

COUNTY PERFUMERY Co., Bloomfield, N. J., Brylcreem, hair dressing. S. N. Agency: Atherton & Currier, New York.

DR. S. M. COWEN, Los Angeles, credit dentist chain. S. Agency: Dean Simmons Adv., Hollywood.

CRACKER JACK Co., Chicago. S. Agency: Rogers & Smith Adv., Chicago.

CREAM OF WHEAT Corp., Minneapolis, Cream of Wheat Cereal. N. Agency: BBDO, Minneapolis.

CRESTA BLANCA WINE Co., Los Angeles, Dubonnet wine. S. N. Agency: BBDO, Los Angeles.

CROSSE & BLACKWELL Co., Toronto Agency: McKim Adv., Toronto.

CRESTONE Co., 655 Fifth Ave., New York 22, N. Y., Crestone. S. J. Blackstone, in charge of radio. Agency: Paris & Peart, New York.

CROWN DIAMOND PAINT Co., Toronto, Paint. S. Agency: McConnel, Eastman & Co., Toronto.

CROWN MILLS, Portland, Oreg., N. S. Agency: W. S. Kirkpatrick Adv., Portland.

CUDAHY PACKING Co., 221 N. LaSalle St., Chicago 1, Old Dutch Cleanser, L. G. Tremblay, adv. manager. N. Agency: Grant Advertising, Chicago.

THE GUMMER CO. DIVISION OF STERLING DRUG Inc., 22 High St., Brattleboro, Vt. Energine cleaning fluid, shoe white, M. J. Cullinane, adv. manager. N. Agency: Dancer-Fitzgerald-Sample, New York.

CURTICE BROS. Co., P. O. Box 1940, Rochester, N. Y., Blue Label Ketchup, F. J. Miller, v-p. N. Agency: Duane Jones Co., New York.

HELENE CURTIS INDUSTRIES, Chicago, cosmetics, Agency: Adolphe Wendland & Assoc., Los Angeles.

CURTIS PUB. Co., Phil., Sat. Evening Post. N. Agency: BBDO, New York.

CURTISS CANDY Co., Chicago, Butterfinger & other candy products. N. Agency: C. L. Miller Co., New York.

CYNTHIA SWEETS Co., Boston, candy. Agency: Hirshon-Garfield, Boston. N.

D

D. L. & W. COAL Co., Toronto (Blue Coal) Agency: Vickers & Benson, Toronto.

DADANT & SONS, Hamilton, Ill., Honey and bee supplies, M. G. Dadant, co-partner. S. Agency: Mace Adv., Peoria, Ill.

DAILEY MILLS, Exchange National Bank Bldg., Olean, N. Y., animal, poultry feeds, H. C. Daniels, adv. mgr., Radio Appro.: \$4,000. S. Agency: Birmingham, Castelman & Pierce, New York.

DAILEY MILLS, Exchange National Bank Bldg., Olean, N. Y., Poultry & dairy feeds, Dan R. Callahan, advertising manager, Radio Appro.: \$4,000. S. Agency: Birmingham, Castelman & Pierce, New York.

DALGLISH Ltd., London, Ont., Javex cleanser. Agency: MacLaren Adv. Co., Toronto.

DALY BROS. SHOE Co., Marion, Ind., Air-O-Magic men's shoes. S. Agency: Norman D. Waters & Assoc., New York.

KAY DAUMIT Inc., Chicago, Lustre-Creme Shampoo. Agency: Hill Blackett & Co., Chicago.

H. R. DAVI Co., Oakland, Cal., Miracle Foam. S. Agency: Ad Fried Adv., Oakland.

H. B. DAVIS Co., Baltimore, 30, Md., Paint products, C. Carroll Cooper. S. Agency: Cahn, Miller, Baltimore.

DAY & NIGHT MFG. Co., P. O. Box 150, Monrovia, Calif., water heaters and equipment, W. J. Lambert, Director sales promotion and advertising, Radio Appro.: \$55,000 N. S. Agency: Hixson-O'Donnell Adv., Los Angeles.

DAZEY Corp., St. Louis, Kitchen aids and gadgets. S. Agency: Anfenger Adv., St. Louis.

DECORATIVE CABINET Co., 261 6th Ave., New York 16, E-Z-Do wardrobes & chests. S. A. Goldsmith, adv mgr. S. Reiss Adv., New York.

DEKALB AGRICULTURAL ASSOC., DeKalb, Ill., Hybrid Corn and Seed. S. Agency: Western Adv., Chicago.

DE LUXE GIRDLECRAFT Co., 45 W. 25th St., New York 10, girdles, Raymond B. Franklin, adv. manager. S. Agency: John Thomas Miller, New York.

DELAWARE, LACKAWANNA & WESTERN COAL Co., 120 Broadway, New York, 5, Blue Coal, Charles M. Spencer, director of advertising and sales promotion. Radio Appro.: \$210,000. N. Agency: Ruthraff & Ryan, New York.

DELCO APPLIANCE DIV., General Motors Corp., 391 Lyell Ave., Rochester 1, Julian F. Warren, in charge of radio. Agency: Hutchins Adv. Agency, Rochester.

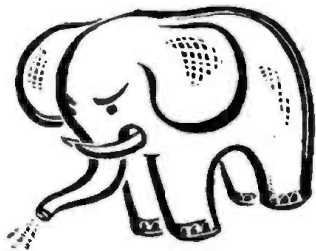
DENALAN Co., Inc., 973 Page St., San Francisco (17), Denalan Dental Plate Cleaner, Violet Currie, Secy., Radio approx.: \$1,200 per month. Agency: Rhoades and Davis, San Francisco.

H. C. DERBY Co., Div. of Swift & Co., 425-29 Fairmont Ave., Philadelphia, Pa. Table Ready Meats. N. W. F. Hyland, Mgr., J. W. Craddock, Swift & Co., Stock Yards Station, Chicago (9) Ill., in charge all Swift advertising. Agency: Aitken Kynett Co., Philadelphia.

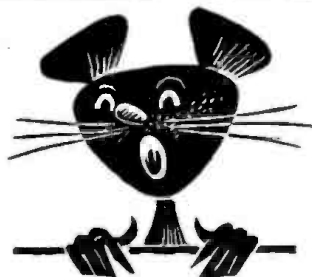
DIAPERWHITE Inc., New York, Diaperwhite, a detergent. S. Agency: Victor Van der Linde, Inc., New York.

(Continued)

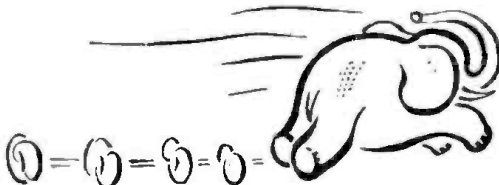
Remember the story about...



THE ELEPHANT



THE MOUSE



Keep your eye on WWDC in Washington! It's the station with the big sales wallop. There's only one reason for its power . . . people LIKE the station and its programs. We have sales success stories galore . . . we'd like to show them to you.

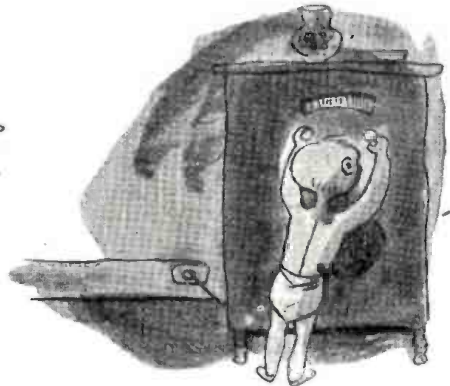
Keep your eye on

WWDC

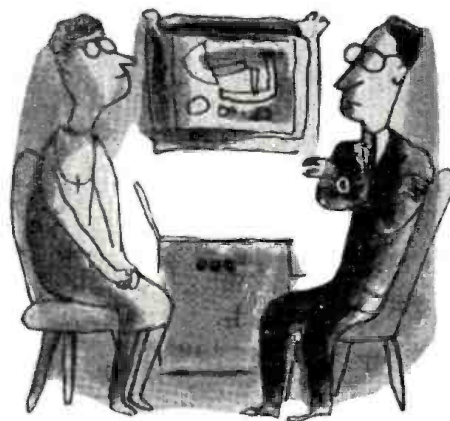
Coming Soon—WWDC—FM

Represented Nationally by FORJOE & COMPANY





# Who's Listening?



Men and women. Teen-aged, middle-aged, old-aged. Veterans, non-veterans. The well-off and the not so well-off.

We asked Philadelphians what they listen to. Out of every 100 listeners: 97 said they want the news. 88 like good music. 61 tune to sports.

Progressive WPEN aims to please Philadelphians from all walks of life. That's why WPEN features news every hour on the hour, straight from the newsrooms of the Evening Bulletin, America's largest evening newspaper. More good music than ever before. And the kind of sportscasting that daily wins new friends.

So—it is not surprising that 88% of Philadelphia listeners

know WPEN . . . far more than know any other independent and one network outlet. WPEN is welcomed into a fast-growing number of homes in this city of homes—the nation's third market.

At 950 on the dial, Philadelphians of both sexes, all ages and incomes find what they want when they want it.

950  
**WPEN** | NATIONAL REPRESENTATIVES  
PHILADELPHIA | **HEADLEY-REED COMPANY**  
New York • Chicago • Detroit • Atlanta  
San Francisco • Los Angeles  
**THE EVENING BULLETIN STATION**

# DIRECTORY OF NATIONAL AND REGIONAL ADVERTISERS

(Continued)



*im Tommy Johnson*

Minnesota has a lot of Tommy Johnsons. A great bunch of kids ...strong, husky, and high spirited. While they grow up to be Minnesota football players, they wear out shoes and grow out of clothes...they eat peanut butter and cereal...they drink milk and chew bubble gum. AND THEY LISTEN TO WTCN...and how! Because WTCN gives 'em a bang-up series of shows...network and local.

*Tommy likes to listen to ...*

The **DOUBLE-DUTY** STATION



**NOW—WTCN-FM**

Serving two-thirds of the state's buying power rural—urban

ABC . . . plus high-listener locals



FREE and PETERS National Representatives

PETER DOELGER, Harrison, N. J. Malt Products Corp. S. Agency: J. M. Mathes Inc., New York.  
 DON JUAN LIPSTICK Co., New York, Lipstick. S. Agency: J. M. Korn & Co., Philadelphia.  
 DOUGHBOY MILLS, New Richmond, Wis., flour, pancake flour, cereals, Herst Kane, adv. director. S. Radio Appro.: \$2,500.  
 DOUGLAS AIRCRAFT Corp., Santa Monica, Calif., employment. S. Agency: Essig Co., Los Angeles.  
 DOWNTOWN TABERNACLE, Portland, Ore. S. Agency: Tom Westwood Adv., Los Angeles.  
 DR. PEPPER Co., Dallas, Dr. Pepper Carbonated Beverage. N. Tracy-Locke Co. Inc. of Texas.  
 DUBONNET Corp., New York, Dubonnet Wines. S. Agency: BBDO New York.  
 DUFFY-MOTT Co., New York, Apple Juice and other processed fruit. N. Agencies: Young & Rubicam, New York, Al Paul Lefton Co., Philadelphia.  
 E. I. DUPONT DE NEMOURS & Co., Wilmington, Del., Institutional. N. Agency: BBDO, New York.  
 DURKEE'S FAMOUS FOODS, Almhurst, N. Y., foods S. Agency: Wendel Muench & Co., Chicago.

## E

EAGLE OIL & REFINERY Co., Los Angeles, Golden Eagle Gasoline. S. Agency: Ralf Spangler Adv., Los Angeles.  
 EARLY & DANIEL Co., Cincinnati, Tuxedo feeds. S. Agency: Keelor & Stiles, Cincinnati.  
 EASE Inc., Los Angeles, soapless washing powder. S. Agency: Dean Simmonds Adv., Los Angeles.  
 EASTERN WINE Corp., Bronx Terminal Market, N. Y. Chateau Martin vermouths, wines, champagne, E. C. Dratler, adv. mgr. Agency: Robt. Feldman Adv., New York.  
 EASTMAN KODAK Co., Rochester, N. Y., film and cameras. N. Agency: J. Walter Thompson Co., New York.  
 SCHOENHOFEN EDELWEISS, Chicago, Edelweiss Beer. S. Agency: Olian Adv., St. Louis.  
 EDISON BROTHERS STORES Inc., Chicago, St. Louis, Burt Shoes. S. N. Agencies: United Broadcasting, Chicago; Adolph Wendland, Los Angeles.  
 JOHN EICHLER BREWING Co., New York, Eichler's beer. S. Agency: Gear-Marston, Philadelphia.  
 ELECTRIC AUTO-LITE Co., Champlain & Chestnut Sts., Toledo, Auto-Lite spark plugs, batteries, ignition systems. H. D. Bissell, adv. mgr. N. Agency: Ruthrauff & Ryan, New York.  
 ELECTRIC AUTO-LITE Co., Toronto, Batteries. N. Agency: Ruthrauff & Ryan, Toronto.  
 ELECTRIC COMPANIES ADVERTISING PROGRAM, New York, Institutional. N. Agency: N. W. Ayer & Son, New York.  
 ELECTRICAL RESEARCH LABORATORIES, Inc., Evanston, Ill., Institutional. N. Agency: Evans Associates, Chicago.  
 ELGIN NATIONAL WATCH Co., 107 National St., Elgin, Ill., Institutional, Watches. Gordon Howard, adv. mgr. N. Agency: J. Walter Thompson Co., Chicago.  
 DR. ELLIS SALES Co., 158 48th St., Pittsburgh 1, Pa. Waveset, nail polish, shampoo, brilliantine. J. A. Magnusen, president. Agency: Smith-Taylor & Jenkins, Pittsburgh.  
 EMERSON DRUG Co., Eutaw & Lombard Sts., Baltimore, Bromo-Seltzer, John H. Kelly, vice-president, adv. director. Radio Appro.: Over \$1,000,000. N. S. Agency: BBDO, New York.  
 EMPLOYER'S GROUP INSURANCE Co., Boston, Insurance. N. Agency: H. B. Humphrey Co., Boston.  
 END-O-CORN, End-O-Corn Bldg., Rutland, Vt., End-O-Corn, Seyon. S. Al Taylor, director; George Toussignant, production manager. Agency: Earl C. Noyes Advt. Agency, Rutland.  
 ENO CHEMICAL Co., 2480 Indiana Ave., Chicago 16, moth spray, moth crystals. S. Agency: Lieber Adv. Co., Chicago.  
 EOPA Co., 880 Folsom St., San Francisco (7), Cal., Eopa Medicines, A. C. Worthington, Pres.; A. T. Boericke, v. p.  
 EQUITABLE LIFE ASSURANCE SOCIETY OF U. S., New York, Life Insurance. N. Agency: Warwick & Legler, New York.

ESQUIRE Inc., Chicago, Coronet Magazine and Esquire, etc. N. Agencies: Schwimmer & Scott, Chicago. Jack Murray, Ltd., Toronto.  
 J. H. ESTABROOKS Co., St. John, N. B., Red Rose Tea, Agency: McConnell Eastman Co., Toronto.  
 ETHYL Corp., New York, gasoline. S. Agency: BBDO, New York.  
 DAVID G. EVANS COFFEE Co., 704 N. Second St., St. Louis 2, Mo., Old Judge coffee, Joe G. Wick, advertising manager. S. Agency: Glen Stocker & Assoc., St. Louis.  
 EVERSHARP, Inc., Chicago, Eversharp Pencils, Pens, Red Top Lead Razors. N. Agency: Blow Co., New York.  
 EXCELL LABS., 2628 Indiana Ave., Chicago, 18, New Plant Life, H. P. Hanson, proprietor. Agency: Grant Adv., Chicago.

## F

FAIRBANKS-MORSE, Toronto, automatic stokers. S. Agency: Stevenson & Scott, Montreal.  
 FALLS CITY BREWING Co., Louisville, S.  
 FALSTAFF BREWING Corp., 3684 Forest Park Blvd., St. Louis, Falstaff beer. N. J. Jessen, adv. mgr. Appro.: \$315,000. S. & N. Agency: Dancer-Fitzgerald-Sample, Chicago.  
 FAMILY BIBLE LEAGUE, Chicago, Bibles. S. Agency: Sidney S. Lovitt Adv., Chicago.  
 FARM CREDIT ADMINISTRATION, 310 State St., Springfield 2, Mass., loans. C. M. Hall, information agent. N. S.  
 FARNSWORTH TELEVISION & RADIO Corp., 3702 E. Pontiac St., Fort Wayne 1, Ind., radios. John S. Garceau, advertising and sales promotion manager. Agency: N. W. Ayer & Son, Chicago.  
 FATHER JOHN'S MEDICINE Co., 73 Market St., Lowell, Mass., Father John's Medicine, Willard A. Parker, adv. manager. S. Agency: John W. Queen, Boston.  
 FAULTLESS STARCH Co., 1025 W. Eighth St., Kansas City 7, Mo., Faultless Starch, Gordon T. Beaham Jr., secretary; Merrill W. Hoyt, sales manager. S. Agency: Bruce B. Brewer & Co., Kansas City.  
 FR Corp., 951 Brook Ave., N. Y., Lawrence R. Fink, president, Radio approx.: approx. \$40,000. S. Agency: Norman A. Mack & Co., New York.  
 FEHR BAKING Co., 4104 Leeland Ave., Houston 1, Fair Maid bread & cakes, C. A. Thompson, president. S. Agency: Ruthrauff & Ryan, Houston.  
 H. FENDRICH, 101 Oakley St., Evansville 11, Ind., Charles Denby Cigars, La Fendrich Cigars, Black Hawk Cigars, F. C. Fischer, vice president & advertising manager. Radio Appro.: \$100,000. N. Agency: Ruthrauff & Ryan, Chicago.  
 FENTON'S-VIGORTONE Co., Cedar Rapids, Iowa, Livestock feed supplement. S. Agency: Ambro Advertising, Cedar Rapids.  
 FERRY-MORSE SEED Co., Detroit 31, Seeds. H. H. Hobbs, vice-president. N. Radio Appro.: \$120,000. Agency: McManus, John & Adams, Detroit.  
 FIRE UNDERWRITERS (national insurance organization). Agency: MacFarland, Aveyard & Co., N. Y. N.  
 FIRESTONE TIRE & RUBBER Co., Akron, Tires, Tubes, S. N. Agency: Sweeney & James Co., Cleveland.  
 FIRST & MERCHANTS NATIONAL BANK OF RICHMOND, 825 E. Main St., Richmond 17, bank, Fred W. Thompson, asst. to president. S. Agency: Edwin Bird Wilson Inc., New York.  
 FIRST NATIONAL STORES, Somerville, Mass. N. Agency: Badger & Browning, Boston.  
 FISHER FLOURING MILLS Co., (Packaged Products Div.) West Waterway, Harbor Island, Seattle 4, Wash., flour, cereal, John Walker, advertising manager. N. & R. Radio approx.: \$350,000. Agency: Pacific National Adv. Agency, Seattle.  
 F. W. FITCH Co., 304 15th St., Des Moines, Shampoo, Dandruff Remover Shampoo, Shaving Cream. N. Radio approx.: \$1,250,000. Gail W. Fitch, v.-p. in chg. of adv. Adv. Agency: L. W. Ramsey Adv., Davenport, Ia.  
 FITGER BREWING Co., 600 E. Superior St., Duluth 2, Minn., Rex Imperial Dry Beer, Squirt, J. Beerhalter, Jr., vice-president. N. S.  
 FITZPATRICK BROS., 1300 W. 32d Place, Chicago 8, Kitchen Kleenzer. N. Agency: Russel M. Seeds Co., Chicago.

FLORIDA CITRUS COMMISSION, Lakeland, N. Agency: Benton & Bowles, New York.  
 FOLEY & Co., Chicago, Honey and Tar Cough Syrup. S. Agency: Lauesen & Salomon, Chicago.  
 J. A. FOLGER & Co., 101 Howard St., San Francisco 5, Folger's Coffee, James A. Folger, president; Porter F. Anderson, advertising manager. N. Agency: Raymond R. Morgan Co., San Francisco.  
 FOOD MACHINERY Corp., San Jose, Cal. N. Agency: The Mayers Co., Los Angeles.  
 FORD MOTOR Co., Detroit, Ford, Lincoln & Lincoln Zephyr Automobiles. N. Agencies: J. Walter Thompson, Chicago, Maxon, Inc., New York.  
 FOREMAN & CLARK, Los Angeles, chaina clothiers. S. Agency: Botsford, Constantine & Gardner, Los Angeles.  
 FOREMOST FARMS Inc., Jacksonville, Fla. (dairy products). Agency: Newman, Lynde & Assoc., Jacksonville, Fla.  
 FOREST LAWN LIFE INSURANCE Co., Glendale, Cal., life insurance. S. Agency: Dan B. Miner Co., Los Angeles.  
 B. FORMAN Co., 46 Clinton Ave. S., Rochester 4, N. Y., fashions, John D. Roehbe, pub. dir. Radio Appro.: \$18,000. S. Agency: Hart-Conway, Rochester.  
 FORMFIT Co., Chicago, Foundation Garments. N. Buchanan & Co., Chicago.  
 "42" PRODUCTS, Ltd., 742 S. Hill St., Los Angeles 14, shampoo & hair tonic. W. R. Hauptman, adv. exec. S. Agency: Brisacher, Van Norden & Staff, Los Angeles.  
 FOSTER MILBURN Co., 468 Dewitt St., Buffalo 13, Doan's Pills, Icemint. S. Wm. Geo. Gomez, secy.; M. W. Landon, adv. mgr. Agency: Street & Finney, New York.  
 F. FOUGERA & Co., New York, Ramsdell Sulphur Cream. S. Agency: J. M. Korn & Co., Philadelphia.  
 FOULDS MILLING Co., Libertyville, Ill. S. Agency: Campbell-Ewald Co., Chicago.  
 FOWNES BROS. & Co., New York, Gloves. S. Agency: Sterling Adv., New York.  
 PETER FOX BREWING Co., Chicago, Silver Fox Deluxe Beer. S.  
 HEINR. FRANCK SONS, Third and Court Sts., Port Huron, Mich., Chicory, Rockwood Bullard, general sales manager. Radio approx.: \$5,000. S. Agency: Bullard Agency, Port Huron.  
 FREED RADIO Corp., 200 Hudson St., New York 13, Freed-Eiseman radio-phonograph combinations, Arthur Freed, vice-president, general manager. Agency: Lawrence Fertig & Co., New York.  
 FREIHOFER BACKING Co., Philadelphia. S. Agency: R. A. Foley, Philadelphia.  
 FRONTIER FOODS OF PHOENIX, Phoenix, Ariz., Potato Chips. N. Agency: Garfield & Guild Adv., Los Angeles.  
 G. T. FULFORD Ltd., Toronto (proprietary). Agency: Street & Finney, New York.  
 FRENCH KETTLE FOOD PRODUCTS, New York (onion soup). Agency: Emil Mogul Co., New York. N.

## G

GALLAHER DRUG Co., Dayton (chain drug stores). Agency: Hugo Wagenseil & Assoc., Dayton.  
 GALLENKAMP STORES Co., San Francisco, Shoes. N. Agency: Long Adv. Service, San Francisco.  
 E. & J. GALLO WINERY, Modesto, Cal., wines. S. Agencies: Advertising & Sales Council, Los Angeles, John Freiburg & Co., Los Angeles.  
 GARDNER NURSERY Co., Osage, Ia., Perennial plants and general nursery products. Clark E. Gardner, pres.; Grace Gardner Arsen, personnel mgr. Agency: Northwest Radio Adv. Co., Seattle.  
 GARRET WINE Co., Brooklyn, Virginia Dare. S. Agency: Ruthrauff & Ryan, New York.  
 GASETERIA: BONDED GAS & OIL SYSTEM, 1031 E. Washington St., Indianapolis. S. Agency: Petroleum Marketers Adv. Agency, Indianapolis.  
 GAYMONT LABS, Chicago, Agency: Vandyne, Barlowe & Capstaff, Chicago.  
 GENERAL BAKING Co., 420 Lexington Ave., New York 17, Bond Bread. A. W. Stone, adv. dir. Agencies: Neal D. Ivey Co., Mitchell-Faust Adv. Co., BBDO.



GENERAL CIGAR Co., 110 W. 40th St., N. Y. Van Dyck cigar, White Owl Cigar, William Best, senior v-p; William L. Rubin, adv. mgr. S. Agency: Federal Adv. Agency, New York, J. Walter Thompson, New York.

GENERAL DRY BATTERIES OF CANADA, Toronto. S. Agency: McKim Adv., Toronto.

GENERAL ELECTRIC CO., Schenectady, electronics division electrical products. N. Agencies: Maxon Inc., New York; Young & Rubicam, Inc., New York.

GENERAL ELECTRIC LAMP DEPT., Nela Park, East Cleveland 12, GE lamps, R. P. Burrows, ass't. adv. manager. N. S. Agencies: BBDO, New York.

GENERAL FOODS Corp., New York. Sanka coffee, Cereals, Flour, Birdseye Frosted Foods, Calumet Salt, Bakers Choc., Maxwell House Coffee. S. N. Agencies: Young and Rubicam, New York, Benton & Bowles, New York, Baker Adv. Agency, Ltd., Toronto.

GENERAL FOODS, Toronto, Maxwell House Coffee. Agency: Baker Adv., Toronto. R.

GENERAL MILLS, 400 South Ave., S., Minneapolis 15, Gold Medal flour, Softasilk, Red Band flour, Betty Crocker Vegetable Noodle Soup Ingredients, Betty Crocker Pea Soup Ingredients, Bisquick, Edward G. Smith, director of radio, Lowry H. Crites, director of media. N. Agencies: Dancer-Fitzgerald-Sample, Chicago, Knox-Reeves Adv., Minneapolis, BBDO, Minneapolis.

GENERAL MOTORS Corp., Detroit, Automobiles. N. Agencies: D. P. Brother & Co., Detroit Kudner Agency, Inc.

GENERAL PETROLEUM Corp., Los Angeles, Mobilgas Flying Horsepower gas. S-N. Agency: Smith & Drum, Los Angeles.

GENERAL PETROLEUM Corp., Los Angeles, oil. N. Agency: Smith & Drum, Los Angeles.

GENERAL TIRE & RUBBER Co., Akron, Tires and Rubber Products. N.

GERITY-ADRIAN MFG. Corp., 1365 Beecher St., Adrian, Mich., chrome bathroom accessories, automotive and plumbing hardware, James T. Bolan, secretary. S. Agency: Flores, Phillips & Clark, Detroit.

GERMAINE PLANT & SEED Co., Los Angeles (seeds, plants). Agency: Dudley L. Hogan Adv., Los Angeles.

GIBSON GREETING CARD Co., Greeting Card. Agency: Christianson Adv., Chicago.

GILLETTE SAFETY RAZOR Co., 15 W. First St., Boston 6, Blue Blades, shaving cream, safety razors. A. Craig Smith, vice-president. N. Agency: Maxon Inc., New York.

GILLETTE SAFETY RAZOR Co. of Canada, Montreal. Agency: MacLaren Adv. Co., Montreal.

GILMORE OIL Co., (consolidated with General Petroleum Co. March 20), Los Angeles, Oil & Gasoline. S. Agencies: Smith & Drum, Los Angeles, Ruthrauff & Ryan, Hollywood.

I. GINSBERG & BROS., New York, Queen Make Dresses. N. Abbott Kimball Co., New York.

GLOBE GRAIN & MILLING Co., Los Angeles, Flour. N.

GOEBEL BREWING Co., Detroit. N. S. Agency: Brooke, Smith, French & Dorrance, Detroit.

GOLD SEAL WAX Co., Chicago. Agency: Campbell-Mithun, Minneapolis.

GOLDENROD ICE CREAM Co., 3900 S. Michigan Ave., Chicago 15, Ill. Goldenrod Ice Cream, P. D. Sang, treasurer, advertising manager; V. J. McDade. S. Agency: Goodkind, Joice & Morgan, Chicago.

GOLDWATERS, 31 N. First St., Phoenix, Gifts, toiletries, R. C. King, advertising manager. S.

SAMUEL GOLDWYN PRODUCTIONS Inc., Hollywood, motion pictures. S. Agency: Foote, Cone & Belding, Los Angeles.

B. F. GOODRICH Co., 500 S. Main St., Akron, O., Rubber Products (national); Retail service and general merchandise, F. T. Tucker, director of adv. S. N. Agency: BBDO, New York.

GOODYEAR TIRE & RUBBER Co., Akron, Tires and rubber products, S. N. Agencies: Compton Advertising, New York; Young & Rubicam, N. W. Ayer & Son, New York.

JOHN GRAF Co., 4046 W. Greenfield Ave., Milwaukee 4, Wis., Gran'pa Graf's Creamy Top Root Beer. S. Robert Hirschboeck, Sales Mgr. Agency: Barnes, Milwaukee.

GOSPEL BROADCASTING ASSN., Evangelical Talks. N. R. H. Alber Co., Los Angeles.

(Continued)

# MEET KMA-

"top salesman"  
of America's No. 1  
Farm Market!

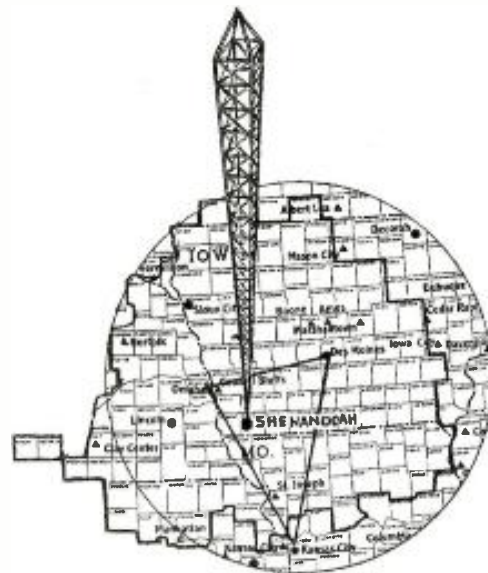
KMA is in the heart of the nation's great food market—*first* in production of corn, hogs, oats, poultry and eggs . . . *first* in value of farm buildings, farm implements and machinery!

Here are 155 rich, productive counties in Iowa, Nebraska, Missouri, and Kansas. Within this area an average of \$165,343,000 each year is spent in grocery stores; \$33,599,000 in drug stores. Retail purchases average over 857 million dollars. And KMA is known as "top salesman" in this territory!

Take a look at the map at left. Not only does KMA serve the 1,292,200 people who live on farms in this area, but it is also strategically located in the center of a triangle formed by three great distribution centers of the mid-west—Omaha, Kansas City and Des Moines. A total of 3,097,307 people residing in KMA's primary area constitute a buying market you cannot ignore.

KMA gives this area complete coverage—with its own program resources and with two major networks. It 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 listened to!*

Let us tell you the complete story, give you data on our *market*, our *audience*, our *selling power!* Write today, or contact your nearest Avery-Knodel, Inc. office.



# KMA

AMERICAN BROADCASTING CO.

155 COUNTIES AROUND  
SHENANDOAH, IOWA

AVERY-KNODEL, Inc., National Representatives



## DIRECTORY OF NATIONAL AND REGIONAL ADVERTISERS

(Continued)

**GRAPETTE Co.**, 112 E. Grinstead St., Camden, Ark., soft drink. A. Roy Allen, adv. director, S. Agency: Bryan & Bryan Adv. Co., Shreveport, La.

**GREAT ATLANTIC & PACIFIC TEA Co.**, New York, groceries. S. Agency: Paris & Peart, New York.

**GREYHOUND LINES**, Bus Service. N. Agency: Beaumont & Hohman, Cleveland.

**GRIESEDIACK BROS BREWERY**, St. Louis. S. Agency: Ruthrauff & Ryan, St. Louis.

**GRIFFIN MFG. Co.**, 410-24 Willoughby Ave., Brooklyn 5, shoe polishes. W. F. Smith, adv. mgr. S. Agency: Bermingham, Castleman & Pierce, New York.

**GRIGGS, COOPER & Co.**, 1821 University Ave., St. Paul 4, food products. E. C. Hampe, vice-president. Radio Approp.: \$75,000. Agency: Melamed Hobbs, Minneapolis.

**GROVE LABS.**, Beaumont Co., 2530 Pine St., St. Louis, Grove Cold Tablets, 4-Way Cold Tablets, Defender, Complex and ABD vitamins, Grove Chill Tonic, Dr. Porter's Oil, JitterBug, R. J. Piggott, adv. mgr. N. S. Agencies: J. D. Tarcher & Co., Duane-Jones Co., New York.

**GRUEN WATCH Co.**, Time Hill, Cincinnati 6, O., Gruen Watches (National Spot), B. M. Kliman, advt. mgr., Approp.: \$450,000. Agency: McCann-Erickson, New York.

**GUITTARD CHOCOLATE Co.**, San Francisco, Chocolates. N. S. Agency: Garfield & Guild, San Francisco.

**CHARLES GULDEN Inc.**, 50 Elizabeth St., New York 13, Guldens prepared mustard, Adoply Schief, secretary-treasurer. S. Agency: Charles W. Hoyt Co., New York.

**GULF OIL Corp.**, Pittsburgh, Gulf Gas, Oil, Lubricants. N. Agency: Young & Rubicam, New York.

**GUM LABS Inc.**, Clifton Heights, Pa., Ivoryne Gum. N. Agencies: McJunkin Adv. Co., Chicago, Makelim Assoc., Chicago.

**S. GUMPERT Co.**, Brooklyn, New York, Steero bouillon cubes. S. Agency: Rose Martin Adv., New York.

### H

**HALL BROTHERS**, Kansas City, Hallmark Greeting Cards. N. Agency: Foote, Cone & Belding, New York.

**THEO. HAMM BREWING Co.**, 720 Payne Ave., St. Paul 1, Hamm's Preferred Stock Beer, Alex Young, adv. dir. S. Agency: Campbell-Mithun, Minneapolis.

**PETER HAND BREWERY Co.**, 1612 Sheffield Ave., Chicago 14, Meister Brau, C. F. Dieterich, adv. manager. Agency: Mitchell-Faust Adv. Co., Chicago.

**HANNA COAL Co.**, Cleveland, Coal. S. Agency: John C. Dowd Agency, Boston.

**HANSCOM BAKING Corp.**, 35-25 35th St., Long Island City, 3, N. Y., Bakery products, fruit cake, ice cream, I. H. Wilson, exec. v-p.; W. J. Dilworth, supt. of stores. Radio Approp.: \$20,000. S. Agency: Ehrlich & Neuwirth, N. Y.

**HARMAN WATCH Co.**, 22 West 48th St., N. Y. 19, Watches. A. A. Harman, N. S. Agency: Moss Associates, N. Y.

**HARPER METHOD**, 1233 E. Main St., Rochester 9, N. Y., Harper Gene Creme, skin treatment, Earl Freese, gen. mgr.; Jim McGarvey, adv. mgr. S. Agency: Hutchins Adv. Agency, Rochester.

**HARRIS Co.**, Los Angeles, Perfumes. S.

**HARTZ MOUNTAIN PROD.**, 440 W. Ontario St., Chicago, Bird & Pet Foods, Dog Food Supplies, E. Stern, M. R. North, N. S. Agency: Geo. H. Hartman, Chicago.

**HARTFORD BULB Co.**, Hartford, Mich. Agency: Leo Boulette Agency, Three Rivers, Mich.

**HARTFORD TEXTILE Co.**, Hartford, plasticized fabrics. S. Agency: Hirshon-Garfield, New York.

**HARVEL WATCH Co.**, New York, Watches. N. Agency: A. W. Lewin Co., New York.

**HARVEY-WHIPPLE Inc.**, 55 Emery St., Springfield 1, Mass., Master Kraft heating equipment, T. A. Hodgdon, marketing director.

**HORWITZ & DUBERMAN**, New York, Junior Miss fashions. N. Agency: Sterling Adv. Co., New York.

**HASSENSTEIN Co.**, Hollywood, Movie Wave S. N. Agency: Dean Simmons Adv., Hollywood.

**HASTINGS MANUFACTURING Co.**, The Casite Corp., Hastings, Michigan, Piston rings, Casite, N. & S. D. H. Collins, dir. of adv. Agency: Keeling & Company, Indianapolis.

**HAYSMA Co.**, Chicago, Hay fever remedy. S. Agency: O'Neil, Larson & McMahon, Chicago.

**HEBREW EVANGELIZATION SOCIETY**, Los Angeles, (religious). S. Agency: Tom Westwood Adv., Los Angeles.

**HELBROS WATCH Co.**, 6 W. 48th St., N. Y. C. F. Rogers, adv. mgr. N. Agency: William H. Weintraub & Co., New York.

**HELLER BROS Co.**, New York, Vegetables and Fruits. S. Agency: Hill Adv. New York.

**HENKEL FLOUR MILLS**, 323 E. Atwater St., Detroit 26, Velvet Cake Flour, Robin Hood Flour, pancake mix, Arthur E. Rapp, adv. manager. Agency: H. W. Kaator & Sons, Chicago.

**DR. HESS & CLARK**, Ashland, O., livestock tonic. S. Agency: N. W. Ayer & Son, Philadelphia.

**HILLS BROS.**, New York, Dromedary Mixes. S. Agency: Biow Co., New York.

**CHARLES E. HIRES Co.**, New York, Hires Root Beer. N. Agency: N. W. Ayer & Son.

**HIRSCH BROS. & Co.**, 14th and Cedar Sts., Louisville 3, Ky., Soups, mayonnaise, chili, pickles, catsup, Frank Fleischaker, vice-president and general manager.

**DR. HESS CLINIC**, 740 South Flower St., Los Angeles 14, Calif., Shoes (Network), C. M. Rutter, controller. Radio Approp.: \$15,000. Agency: Honig-Cooper, Los Angeles.

**R. M. HOLLINGSHEAD Corp.**, 840 Cooper St., Camden, N. J., Whiz Motor Rhythm, Whiz Floor Wax and Whiz-Off Cleaner. (N.S.) R. E. Conley, adv. mgr. Agency: Aiken-Kynett Co., Philadelphia.

**HONEY BEE Co.**, 2100 S. Western Ave., Chicago 8, Potato Chips, George Gavora, partner. S. Agency: Newby & Peron, Chicago.

**HOOVER GLASS & PAINT MFG. Co.**, 651-659 Washington Blvd., Chicago 6, Hooker Paints, varnishes, enamels, B. W. Kunst, advertising manager. Radio approp.: \$20,000. S. Agency: Goodkind Joice & Morgan, Chicago.

**HORNBLOWER & WEEKS**, New York, investment house. S. Agency: Abbott Kimball Co., New York.

**HOUSE OF DELICACIES**, New York, French kettle onion soup. N. Agency: Emil Mogul Co., New York.

**HOUSE OF OLD MOLINEAUX**, Boston, wines. N. Agency: Hirshon-Garfield, Boston.

**HOUSEHOLD FINANCE Corp.**, Chicago. S. Agency: Shaw-Le Vally, Chicago.

**HUBBARD MILLING Co.**, 308 N. Front St., Mankato, Minn., Hubbard's Sunshine Concentrate, Mother Hubbard Enriched Flour, Vernard E. Lundin, Adv. Mgr. S. Radio Approp.: \$7,500. Agency: Foulke Agency.

**RICHARD HUDNUT**, New York, Three-Flowers cosmetics. S. Agency: Kenyon & Eckhardt, New York.

**RICHARD HUDNUT SALES Co.**, New York, Hudnut-DuBarry Success School—cosmetics. S. Agency: G. Lynn Sumner Co., N. Y.

**HUDSON'S BAY Co.**, Winnipeg, Department stores. N. Agency: Cockfield Brown & Co., Winnipeg.

**HUDSON COAL Co.**, Scranton, Pa., Coal. N. Agency: Clements Co., Philadelphia.

**HUNT FOODS Inc.**, 3055 Wilshire Blvd., Los Angeles 5, Cal., Hunt's food products, Charles H. Hornburg Jr., Advertising Director. N. S. Agency: Young & Rubicam, Hollywood.

**HUNT'S Ltd.**, Toronto, Chain Candy Shops and Restaurants. S. Agency: Ellis Adv. Co., Toronto.

**HY-PHEN Corp.**, Box 272, Matoaks, W. Va., Hy-Phen tablets, George R. Corvin, advertising manager. S. Radio Approp.: \$3,000.

(Continued)

Oklahoma City's

FIRST and ONLY

50,000 WATT

STATION!



AFFILIATED IN OWNERSHIP WITH KTUL, TULSA

Now you can get the "50,000 watt coverage" you have needed for so long in the heart of the rich Oklahoma market. Now you can enjoy the added sales punch of Oklahoma City's most powerful radio station *plus* CBS programming *plus* local "know how" in production. It's an unbeatable combination you can't overlook in planning those radio schedules in the Great Southwest. A few choice availabilities are still open. Write or wire today!

KOMA

OKLAHOMA CITY'S CBS STATION

Kenyon Brown, General Manager

National Representative  
Free and Peters, Inc.

---

# **IN THE MONEY**

## **98.8% OF THE TIME!**

Among programs heard over *all* New York Stations (network affiliates included) between 10:00 A. M. and 11:30 A. M. & 5:35 P. M. and 7:30 P. M.

# **THE MAKE BELIEVE BALLROOM**

**with MARTIN BLOCK over WNEW  
in the year 1946**

rated 1st 55.4% of the time  
rated 1st or 2nd 86.3% of the time  
rated 1st, 2nd or 3rd 98.8% of the time

(THE PULSE reports for January through December, Monday-Friday averages)

# **WNEW**

**SERVING NEW YORK AND NEW JERSEY  
24 HOURS A DAY**





# DIRECTORY OF NATIONAL AND REGIONAL ADVERTISERS

(Continued)

## I

**IDEAL Co.**, 24th & Mary Sts., Waco, Tex., Architectural Woodwork (Built-In), Building Millwork, Ideal Step-Saving Kitchen, N. Nathe P. Bagby, advt. director. Appropriation: \$18,150. Agency: Grant Adv., Dallas.

**ILLINOIS BAKING Corp.**, 2230 S. Union Ave., Chicago 16, Safe-T Cones, John P. Carobus, advertising manager; Belle Marshall, assistant. S. Agency: Sibert Co., Chicago.

**ILLINOIS MEAT Co.**, Chicago. Meats. S. Agency: Arthur Meyerhoff & Co., Chicago.

**IMPERIAL OIL Ltd.**, 56 Church St., Toronto. Gasoline, oils, tires, batteries. G. W. Mills, adv. mgr.; G. E. Madden, asst. on radio adv. N. Agency: MacLaren Adv., Toronto.

**IMPERIAL PRODUCTS Co.**, 1600 Fontain St., Philadelphia 21, Pa., Air-Oma, Dee-Tee, Julia Halpern, adv. mgr.; B. L. Halpern. S. Agency: Solis Cantor Agency, Philadelphia.

**IMPERIAL SUGAR Co.**, Sugar Land, Tex., Imperial Pure Cane Sugar, Extra Fine Granulated Sugar, Confectioners Powdered Sugar, Old Time Brown Sugar (Network), I. H. Kempner, Jr., v. p. & treas. Agency: Tracy-Loeke Co., Inc., Dallas, Tex.

**IMPERIAL TOBACCO Co.**, Montreal, cigarettes. S. Agency: Whitehall Broadcasting, Montreal.

**INDIAN RIVER MEDICINE Co.**, Lafollette, Tenn., Scalf's Indian River medicine, Herbal Stomachic, Mrs. D. W. Scalf, proprietor; Earl S. Rodgers, manager. Radio Apprx.: \$50,000. S.

**INDIANA STATE DEPT. OF COMMERCE AND PUBLIC RELATIONS**, 333 State House, Indianapolis 4, Ind., State of Indiana, Paul M. Ross, executive director. S.

**INDUSTRIAL MFG. Corp.**, Los Angeles, Insect-O-Blitz. N. Agency: Lockwood-Shackelford, Los Angeles.

**INDUSTRIAL TAPE Corp.**, New Brunswick, N. J., Bondex hot iron mending tape, George E. Chisolm, adv. manager. S. Agency: Kenyon & Eckhardt, New York.

**INTER-STATE NURSERIES**, Hamberg, Iowa, Nursery Stock & seeds, Carl O. Sjulfin, Ernest Balco, assistant. Radio apprx.: \$50,000.

**INTERCHEMICAL Corp.**, New York, Paints, dyes, and oil cloths. S. Agency: Fuller & Smith & Ross, New York.

**INTERNATIONAL BUSINESS MACHINES Corp.**, (joint Sponsorship), Business Machines. N. Agency: Cecil & Presbrey, New York.

**INTERNATIONAL HARVESTER Co.**, Motor Trucks & Farm Machinery. N. Agency: McCann-Erickson, New York.

**INTERNATIONAL MILLING Co.**, 800 McKnight Bldg., Minneapolis 1, Robin Hood flour, Velvet cake flour, Velvet pancake

flour. J. R. Hessey, sls. Prom. mgr.; L. G. Gilmore, adv. mgr. Agency: H. W. Kastor & Sons, Chicago.

**INTERNATIONAL SILVER Co.** of Canada, Hamilton, Ont.

**INTERNATIONAL PICTURES**, New York, Moving Pictures. S. Agency: Buchanan & Co., New York.

**INTERNATIONAL SILVER Co.**, Meriden, Sterling & 1847 Rogers Bros. Silver. N. Agency: Young & Rubicam, New York.

**INTERSTATE BAKERIES Corp.**, Los Angeles, Weber's bread. S. Agency: Dan B. Miner Co., Los Angeles.

**IODENT Co.**, 2233 Park Ave., Detroit 1, Mich., Iodent tooth paste and powder, W. O. Seelye, sales and advertising manager. Radio Apprx.: \$150,000. N. Agency: Duane Jones Co., New York.

**IOWA DAIRY INDUSTRY COMMISSION**, State Capitol Building, Des Moines 19, Dairy Products, Frank F. Barker, manager. N. Agency: The Blakemore Co., Des Moines.

**IOWA MASTER BREEDERS Inc.**, Unawa, Ia., poultry supplies, C. Edwin Holmes, president, Radio apprx.: \$20,000. S. Agency: Cole's Inc., Des Moines.

**IOWA SOAP Co.**, 810 Valley St., Burlington, Ia., Magic Washer, Nola Flakes, Protex Toilet Soap, Nola Toilet Soap. L. J. Evans, vice-president. S. Agency: Weston-Barrett, Inc., Waterloo, Iowa.

## J & K

**IROQUOIS BEVERAGE Corp.**, 230 Pratt St., Buffalo 4, N. Y., Iroquois ale, beer, Nicholas J. Schway, Jr., advertising manager. Radio apprx.: \$70,000. N. S. Agency: Baldwin, Bowers & Strachan, Buffalo.

**J. I. FANCY FROZEN FOODS**, Stockton, Calif. N. Agency: Garfield & Guild, San Francisco.

**JACKSON BREWING Co.**, 411 Wilkinson St., New Orleans 7, Jax Beer, R. G. Juchon, vice-president and general manager; L. J. Fabacher, radio dept. R. Radio apprx.: \$250,000. Agency: Antefenger Agency, St. Louis.

**JACQUES MFG. Co.**, 1603 S. Canal, Chicago 12, KC Baking Powder, E. H. Calhoun, advertising manager. N. S. Agency: Leo Burnett, Chicago.

**JAMES MFG. Co.**, Fort Atkinson, Wis., R. Gardner, adv. mgr.

**ANDREW JERGENS Co.**, 2535 Spring Grove Ave., Cincinnati 22, O., Woodbury soap, powder and creams, Jergens lotion, Robert V. Beucus, advertising vice-president. N. S. Agency: Robert Orr & Assoc., Inc., New York.

**JOHNSON & JOHNSON**, New Brunswick, Red Cross Division Surgical Dressings. N. Agency: Ferry-Hanley Co., New York.

**S. C. JOHNSON & SON**, Racine, Wis., paste, liquid wax and cream wax; Glo-Coat, Cernu, William N. Connolly, advertising manager. N. Agency: Needham, Louis & Brorby, Chicago.

**JOHNS-MANVILLE Corp.**, 22 East 40th St., New York, Building Materials, Insulations, Power Products, and Brake Linings. N. Adv. Agency: J. Walter Thompson Co., New York.

**J. W. JONES Co.**, 100 Household Ave., Caledonia, N. Y., Sunny Sol Household Bleach, Sunny Sol Magic Crystals, J. W. Jones, in charge of radio. Radio apprx.: \$30-\$50,000.

**JUNG ARCH BRACE Co.**, 312 E. Court St., Cincinnati 2, O., Keyes corr. pads and plasters. S. Agency: H. W. Kastor & Sons Co., Chicago.

**K-R-O Co.**, 19 N. Limestone St., Springfield, O., K-R-O Red Squill Powder, Bis-Kit Form, Hollis Arnold, mgr. Radio apprx.: approx. \$4,000. Agency: Erwin, Wassey & Co., Chicago.

**KATZ DRUG Co.**, Kansas City, Drugs. S. Agency: Bruce B. Brewer Agency, Kansas City.

**KAY PREPARATIONS**, New York, Formula 801. S. Agency: Irving Rosen Adv., New York.

**KELITE PRODUCTS Inc.**, Los Angeles, Kenu. N. Agency: Little & Co., Los Angeles.

**KAEMPFER'S**, 440 W. Ontario St., Chicago 10, Ill., Bird and pet foods, M. R. North, Manager. Radio apprx.: \$5,000. S. Agency: George H. Hartman, Chicago.

**KELLOGG Co.**, Battle Creek, Mich., Breakfast food. N. Agency: Kenyon and Eckhardt, New York.

**KELLOGG CO. OF CANADA**, London, Ont., cereals. S. Agency: J. Walter Thompson Co., Toronto.

**KELLY BROS. NURSERIES**, 23 Maple St., Danville, N. Y., seeds, nursery stock, John W. Kelly, secy. & treas. Agency: Baldwin-Bowers and Strachan, Buffalo.

**KELLY DOUGLAS & Co.**, Nabob Tea. N. Agency: Stewart-Lovick, Vancouver.

**KENDALL MFG. Co.**, 125 Lawrence St., Lawrence, Mass., New Speed Soapire, Louis K. Wolf, general manager. N. S. Agency: Henry A. London, New York.

**ELIZABETH KENT Co.**, New York, Lipsticks. S. Agency: A. W. Lewin Co., New York.

**KENT PRODUCTS Co.**, 222 W. Monroe St., Chicago 6, Kent Glass Coffee Maker Sets, Electric Stoves, Electric Toasters, Harry B. Wolper, partner. S. Agency: Advertising Associates, Chicago.

**KERR GLASS MFG. Corp.**, Los Angeles, Mason jars. S. N. Agency: Raymond R. Morgan Co., Hollywood.

**C. M. KIMBALL Co.**, 131 State St., Boston 9, Red Cap cleaner, Robert F. O'Brien, sls. mgr. N. Radio apprx.: \$12,000. Agency: Ingalls-Minter, Boston.

**KINGSBURY BREWERIES Co.**, 901 Marshall St., Manitowoc, Wis., pale beer, E. C. Badger, president. Agency: Christiansen Adv. Agency, Chicago.

**KIP Corp., Ltd.**, 773 E. Pico Street, Los Angeles 21, Calif., KIP (Spot), Leo McCusker, president. Agency: Dean Simmons, Los Angeles.

**KIRKMAN & SON DIVISION COLGATE-PALMOLIVE-PEET Co.**, 215 Water St., Brooklyn 1, N. Y., Kirkman Flakes and Complexion Soap, W. R. Allen, advertising manager; E. J. Corde, assistant advertising manager. N. Agency: Newell Emmett & Co., New York.

**KIRSCH'S BEVERAGES**, 925 Flushing Ave., Brooklyn 8, N. Y., Morris Kirsch, pres. Radio Apprx.: \$50,000. N. S. Agencies: Morris Adv. Agency, Brooklyn; Frank Kiernan & Co., N. Y.

**For GOOD MUSIC all the time**

KFAC

"The Music Station"

1330

ON YOUR DIAL

*The following advertisers have used KFAC consistently, utilizing large blocks of time as indicated opposite sponsors*

15 years	BULLOCK'S DEPARTMENT STORES	30 minutes
6 years	SOUTHERN CALIFORNIA GAS COMPANY	2 hours
5 years	GENERAL BREWING COMPANY	2 hours
5 years	PELTA FURS	15 minutes
3 years	SPARKLETT'S DRINKING WATER	15 minutes
2 years	W. & J. SLOANE	1 hour
2 years	SLAVICK JEWELRY COMPANY	1 hour
2 years	FAMOUS DEPARTMENT STORES	45 minutes

*No Greater Proof of an Independent Station's  
Acceptance Can Be Offered*

**THE LOS ANGELES BROADCASTING COMPANY, INC.**  
645 South Mariposa Avenue      Los Angeles, 5 California

KNOMARK MFG. Co., New York. Esquire Boot polish. S. Agency: Emil Mogul Co., New York.  
 E. L. KNOWLES Inc., 257 Page Blvd., Springfield 9, Mass., Rub-line liniment, William Pauly, president. S. Agency: Charles W. Hoyt Co., New York.  
 KNOX Co., 1651 N. Argyle St., Los Angeles, Cystex, Mendaco Romind; R. T. Aldworth, v. p. and gen. mgr. N. & S. Agencies: Robert Raisbeck, Hollywood; Allen C. Smith Adv. Agency, Kansas City.  
 KOENIG MACHINE Co., 1045 North Wells St., Chicago, Ill., Koenig's Nervine, H. L. Eberhardt, manager.  
 KORAL LABS., Mt. Vernon, N. Y., Korral toothpowder. S. Agency: Raymond Spector Co., New York.  
 KORET OF CALIFORNIA, San Francisco (women's sportswear). Agency: Abbott Kimball Co., Los Angeles.  
 KRAFT FOODS Co., 509 Peshtigo Court, Chicago 90, Kraft Cheeses, Parkay Margarine, Velveeta, Philadelphia Brand Cream Cheese, Kraft Salad Products, Kraft Powdered Whole Milk, Miracle Whip, Kraft Cream Cheese Spreads, John H. Platt, vice president in charge of advertising. N. S. Agencies: J. Walter Thompson Co., Chicago; Needham, Louis & Brorby, Chicago.  
 KREML HAIR TONIC, New York. Agency: Erwin, Wasey & Co., New York.  
 S. S. KRESGE Co., Detroit. N. Agency: Maxon Inc.  
 KRETOL Co., 1315 14th St., N. W., Washington 5, D. C., Household insecticide, deodorant, Fred L. Dawson, vice-president; Frederic G. Dawson, vice-president. Radio approx.: \$100,000. S. Agency: M. Belmont ver Standig, Washington.  
 KROGER GROCERY & BAKING Co., 35 E. Seventh St., Cincinnati 2, O., Kroger's Clock Bread, Kroger's Tenderay Beef, William J. Sanning, advertising director; Helen C. Kennedy, assistant advertising director. S. Agency: Ralph H. Jones Co., Cincinnati.

**L**

L. B. LABORATORIES, Inc., Los Angeles, L. B. Hair Oil. N. Glasser-Gailey & Co., Los Angeles.  
 LA FLOREAL PERFUME Co., Los Angeles, Perfumes. S. Agency: Advertising & Sales Council, Los Angeles.  
 LACO PRODUCTS, Waltham, Mass., Laco Castile soap and shampoo. S. Agency: Joseph Katz Co., Baltimore.  
 LADY ESTHER, Ltd., Chicago, Cosmetics. S-N. Agency: Blow Co., N. Y.  
 LANGENDORF UNITED BAKERIES, 1160 McAllister St., San Francisco, 15, Bakery Products. S. & N. Radio approx.: \$425,000. Agency: Pacific Coast Adv., Los Angeles.  
 LARUS & BROS., Richmond, Chelsa Cigarettes & Edgeworth Tobacco. N. Agencies: Warwick & Legler, New York; Duane Jones Co., N. Y.  
 H. P. LAW Co., 245 N. Eighth St., Lincoln 1, Neb., Milady Coffee, Blackbird foods, G. E. Scofield, adv. mgr. Radio approx.: \$3,000. S.  
 LAMBERT PHARMACAL Co., New York, St. Louis, Listerine Toothpowder. N and S. Agency: Lambert & Feasley, New York.  
 CHAS. E. LANE & Co., 4005 Washington Blvd., St. Louis, Lane's Pills, Chas. E. Lane, president, Harold Woodley, asst. treasurer. S. Agency: Jasper, Finch & Fischel, New York.  
 LEAF GUM Co., 33 N. LaSalle St., Room 2700, Chicago 2, Leaf Spearmint Gum, Leafmint Gum, Leaf Grape-Vine Gum, Paul R. Trent, Director of sales & advertising; A. S. Livingston, sales manager. N. S. Agency: Bozell & Jacobs, Inc., Chicago.  
 LEAM PUBLICATIONS Co., New York, Two to six Magazine. S. Agency: Friend-Sloane Adv., New York.  
 LEAR Inc., Piqua, O., Home radio division. N. Agency: Arthur Kudner Inc., New York.  
 FRANK H. LEE Co., Danbury, Conn., Lee has, N. Agencies: Birmingham, Castleman & Pierce, New York; William H. Weitraub, New York.  
 GEORGE H. LEE Co., Omaha, stock and poultry remedies. S. Agency: Allen & Reynolds Adv., Omaha.  
 DR. L. D. LEGEAR MEDICINE Co., 4161 Beck Ave., St. Louis 6, Poultry Prescription, Stock Powder, Hog Prescription, Cow Prescription, A-A Poultry Tabs, Calf Vitamins, Dr. D. H. LeGear, dir. sales and adv.; C. C. Ramick, A. M. Crew. S. Agency: Simmonds & Simmonds, Chicago.  
 LEHN & FINK PRODUCTS Corp., 693 Fifth Ave., N. Y. 22, Hinds Honey & Almond Cream, Etiquet, Pebeco, Dorothy Cocks, in charge of radio. N. Agencies: McCann-Erickson, N. Y., Lennen & Mitchell, N. Y.  
 LEVER BROS. Co., Cambridge, Mass., Lifebuoy Soap, Rinsol, Lux Toilet Soap & Flakes. N. Agencies: Ruthrauff & Ryan New York, J. Walter Thompson Co., New York, Young and Rubicam, New York.

I. LEWIS CIGAR MFG. Co., 160 Morris Avenue, Newark, 3, N. J., La Coronado, Flor De Meiba and John Ruskin Cigars (Network), Harry Lewis, President. Agency: Lewis Adv., Newark.  
 LEWIS FOOD Co., Los Angeles, dog and cat food. Agency: Elwood J. Robinson Adv., Los Angeles.  
 LEWIS-HOWE Co., 319 S. Fourth St., St. Louis 2, Mo., Tums, Natures Remedy, Irwin L. Mahl, N. Agencies: Roche, Williams & Cleary Inc., N. Y., (Tums); O'Han Adv. Co., St. Louis (Natures Remedy).  
 LIBBY, MCNEILL & LIBBY, Chicago, Canned Goods. N. J. Walter Thompson Co., Chicago.  
 LIBERTY CHERRY & FRUIT Co., Toronto, S. Agency: James Fisher Co., Toronto.  
 LIGGETT & MYERS TOBACCO Co., New York, Chesterfield Cigarettes. N. Agency: Newell Emmett Co., New York.  
 L. K. LIGGETT Co., Toronto, chain drug stores. R. Agency: Ronalds Adv., Toronto.  
 LINCO PRODUCTS DIST. Co., 2155 W. 80th St., Chicago 20, Linco, Juno. S. Giachetti, president. Radio approx.: \$30,000. S. Agency: Schwimmer & Scott, Chicago.  
 LIN-X (formerly Acme White Lead & Color Works, Detroit, Acme Paint and Lin-X. N. Agency: Henri Hurst & McDonald, Chicago.  
 THOMAS J. LIPTON Co., Hoboken, N. J., tea and soups. Agency: Young & Rubicam, New York.  
 LITTLE CROW MILLING Co., Warsaw, Ind., Coco Wheats. N. Agency: Rogers & Smith Co., Chicago.  
 LIVE FOOD PRODUCTS Co., Burbank, Cal., Health Foods. S. Agency: The Mayers Co., Los Angeles.  
 LOCKHEED AIRCRAFT Corp., Burbank, Cal., Transportation. N. Agency: Foote, Cone & Belding.  
 LOMA LINDA FOOD PRODUCTS, Arlington, Cal., Ruskets. S. Agency: Elwood J. Robinson Adv. Co., Los Angeles.  
 LONGINES-WITTAUER WATCH Co., 580 Fifth Ave., New York 17, M. Fred Cartoun, vice-president in charge sales and advertising; Lillian L. Shapiro, assistant advertising manager. S. Agency: Arthur Rosenberg Co., New York.  
 LORD DAVENPORT PIPES, London. S. Agency: Raymond Spector Co., N. Y.  
 P. LORILLARD Co., New York, Old Gold cigarettes, S-N Agency: Lennen & Mitchell, New York.  
 LOS ANGELES SOAP Co. and/or WHITE KING SOAP Co., 617 E. First St., Los Angeles 54, White King Granulated Soap, Sierra Pine Toilet Soap, Scotch Triple Action Cleanser, E. M. Finehour, adv. mgr.. I. Lessin, asst. advt. mgr. Radio approx.: \$200,000. Agency: Raymond R. Morgan Co., Hollywood, 28.  
 M. LOUIS PRODUCTS Co., New York, Eggnog Shampoo. S. Agency: Hirshon-Garfield, New York.  
 JOE LOWE Corp., 601 W. 26th St., N. Y., Popsicle, Sy Friedman, adv. mgr.  
 LUCKY TIGER Mfg. Co., Kansas City, Agency: Merritt Owens Adv., Kansas City.  
 LUDENS Inc., 8th & Walnut St., Reading, Pa., menthol cough drops, honey-licorice drops, Cocillana cough drops. S. Agency: J. M. Mathes Inc., New York.  
 GEORGE W. LUFT Co., New York, Tangee and cosmetics. S. N. Agencies: Export Adv., New York, Warwick & Legler, New York.  
 LUMBERMAN'S MUTUAL CASUALTY Co., Chicago, Insurance. N. Agency: Leo Burnett Co. Inc., Chicago.  
 LUTHERAN LAYMEN'S LEAGUE, 3558 S. Jefferson Ave., St. Louis, Religion. Dr. Eugene R. Berkerman, Radio approx.: \$1-160,000. Agencies: Gotham Adv. Co., Pan American Broadcasting Co., New York.  
 M. LYON & Co., 204 W. Third St., Kansas City 6, Mo., Wool, furs, hides, Leslie M. Lyon, in chg. advertising. Agency: Abbott Kimball Co., Kansas City.  
 LYON VAN & STORAGE Co., Los Angeles. S. Agency: BBDO, Los Angeles.

**M**

M. J. B. Co., San Francisco, coffee. N. Agency: BBDO, San Francisco.  
 M & M Ltd., 200 N. 12th St., Newark 7, N. J., M & M Candy, John F. Kurie, merch. mgr. S. Agency: Blow Co., N. Y.  
 MACDONALD TOBACCO Co., Montreal, Tobacco. S. Agency: Harold F. Stanfield Ltd., Montreal.  
 MAGGI Co., New York, Seasonings. S. Agency: Needham & Grohmann, New York.  
 MAIL POUCH TOBACCO Co., 4000 Water St., Wheeling, W. Va., Mail Pouch chewing tobacco, Kentucky Club smoking tobacco, W. J. Frankston, vice-president. N. Agency: Walker & Downing, Pittsburgh.  
 MANHATTAN SOAP Co., 441 Lexington Ave., N. Y. 17, Sweetheart Toilet Soap, Blu-White, A. Tarr, adv. manager. N. S. Agency: Duane Jones Co., New York.  
 MANTLE LAMP Co. OF AMERICA, Chicago, Aladdin lamps. S. Agency: Presba, Fellers & Presba, Chicago.  
 MAPLE LEAF MILLING Co., Toronto, flour. S. Agency: Cockfield, Brown & Toronto.

(Continued)



**FIRST**

**IN LISTENER PREFERENCE  
IN FABULOUS FLORIDA'S**

**FIRST**

**CITY OF YEAR-'ROUND SALES**

**WJAX**

**JACKSONVILLE, FLORIDA'S  
MUNICIPAL STATION**

**THOMAS C. IMESON, Commissioner in Charge  
JOHN T. HOPKINS III, Manager**

**AN NBC AFFILIATE**

**NATIONAL REPRESENTATIVES: JOHN BLAIR & CO.  
SOUTHEAST: HARRY E. CUMMINGS**



# KGGM

CBS AFFILIATE

Now

## 5000 Watts

OPERATED FULL TIME ON A NEW FREQUENCY OF

# 610 KC

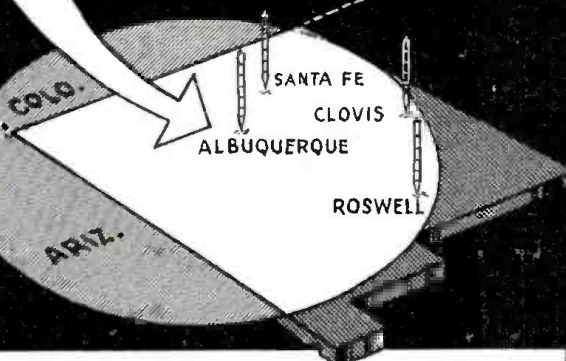
New Mexico's Major Market  
**ALBUQUERQUE**

dominates a rich trading area of more than 600,000 population in New Mexico, southern Colorado, and eastern Arizona. A great wholesale and transportation center, the metropolitan Albuquerque market accounts for more than 23% of the retail sales in the state.

RETAIL SALES\*\* \$40,580 22 8/10% OF TOTAL STATE RETAIL SALES  
 BUYING POWER\*\* \$90,265 27 1/4% OF TOTAL STATE INCOME  
 POPULATION\* 73,327 14 1/3% OF TOTAL STATE POPULATION

\* Source: U. S. Bureau of Census and O. P. A.

\*\* In thousands (000 omitted). Source: Sales Management  
 The above figures are for 1945. It is estimated there has been a proportionate increase of approximately 14% during 1946.



Also affiliated with KGGM and members of the

**NEW MEXICO BROADCASTING COMPANY**

SANTA FE	1000 WATTS	1260 KC
ROSWELL	250 WATTS	1340 KC
CLOVIS	250 WATTS	1450 KC

National Representative

## TAYOR - HOWE - SNOWDEN

NEW YORK — CHICAGO — DALLAS — AMARILLO

### DIRECTORY OF NATIONAL AND REGIONAL ADVERTISERS

(Continued)

MARINE TRUST Co., 237 Main St., Buffalo, Banking service. S. Agency: BBDO, Buffalo.

MARLIN FIREARMS Co., New Haven. Razor Blades. S. Agency: Claven & Hedrick, New York.

MARS Inc., Chicago, candy. S. and N. Agency: Grant Adv., Chicago.

MARSHALL DRUG Co., Philadelphia. Agency: Abner J. Gelula & Assoc., Philadelphia.

MARTIN-SENUOR Co., 2520 Quarry St., Chicago 8, Ill. Paints, varnishes, H. F. Weckel.

JOS. MARTINSON & Co., Inc., 85 Water St., New York 5, Martinson's coffee, Jerome S. Neuman, sales managers. Radio approx.: \$75,000. Agency: Neff-Rogov Inc., New York.

MARYLAND PHARMACEUTICAL Co., 2419 Greenmount Ave., Baltimore, Md., Rem. Walker Hollander, adv. mgr. S. Agency: Joseph Katz Co., Baltimore.

MASON, AW & MAGENHEIMER CONF. MFG. Co. Inc., 92 Pineapple St., Brooklyn 2, N. Y. F. E. MAGENHEIMER, advt. mgr. Agency: R. S. Durstine Inc., New York.

MASSACHUSETTS RADIO & TELEGRAPH SCHOOL, 271 Huntington Ave., Boston 15, school. R. Entwistle, president, G. I. Hunt, treasurer. Agency: N. W. Ayer & Son, Boston.

MAX FACTOR & Co., Los Angeles, cosmetics. S. Agency: H. Factor Adv., Los Angeles.

EARL MAY SEED Co., Shenandoah, Ia., nursery stock, seeds. Radio approx.: \$26,000. S. Agency: R. H. Cary Inc., Des Moines.

MAYFLOWER HOTEL, Main & State Sts., Akron 8, Ohio, Terrace Room, George Thomas Cullen, manager. S. Agency: Jessop Adv., Akron, Ohio.

MCCOLL-FRONTENAC OIL Ltd., Montreal, oil and gasoline. N. Agency: Ronalds Adv., Agency, Montreal.

MCCONNON & Co., 326 E. Third St., Winona, Minn., Mack-O-Blend insecticide. C. W. Lawric, sales manager S. Agency: Cramer-Krasselt Co., Milwaukee.

MCKESSON & ROBBINS, Bridgeport, Calox toothpowder, Bax, Bexel Vitamin B Complex. S-N. Agency: J. D. Tarcher Co., New York.

W. F. McLAUGHLIN & Co., Chicago, Manor House Coffee. S. Agency: Sherman K. Ellis & Co., Chicago.

McMAHAN FURNITURE STORES, Los Angeles, House Furnishings. N. M-C-M Adv. Agency, Santa Monica, Cal.

B. MEIER & SON, New York City, Golden Center Toasted Wheat Germ. S. Agency: Vanguard Adv., New York.

MEM Co., New York, Mem toiletries. S. Agency: Theodore J. Funt Co., New York.

J. C. MENDENHALL MEDICINE Co., 8 N. W. First St., Evansville, Ind., cough syrup, C. H. Mendenhall, president. Radio approx.: \$3,000. S. Agency: Charles R. Marshall, Evansville, Ind.

MENNEN Co., Newark, Lather Shave Cream & Brushless Shave Cr. S-N. Agency: Duane Jones Co., New York.

MENTHO-MULSION Co., 220 Healey Bldg., Atlanta 3, Ga., Cough syrup, J. H. Coursey, vice-president. Agency: Dillard Jacobs Agency, Atlanta.

MENTHOLATUM Co., Third at Greenhill Ave., Wilmington 99, Del., Mentholatum (Network and spot), Almer A. Reiff, advt. director. Agency: J. Walter Thompson Co., New York.

MERCANTILE-COMMERCE BANK & TRUST Co., 721 Locust, St. Louis 1, Mo. Banking, trust, safe deposits, loans, Leslie K. Curry, vice-president. Radio approx.: \$25,000. Agency: Oakleigh R. French & Assoc. St. Louis.

MERRILL, LYNCH, PIERCE, FENNER & BEANE, New York, Investment firm. S. Agency: Albert Frank-Guenther Law, New York.

METRO-GOLDWYN-MAYER, New York, Moving Pict. S. Agency: Donahue & Co., New York.

METROPOLITAN LIFE INS., New York. N. Agency: Young & Rubicam, New York.

MICHIGAN BULB Co., 148 Monroe Ave., N. W. Grand Rapids 2, flower bulbs, Forrest Laug, manager. Radio approx.: \$100,000. Agency: O'Neil, Larson & McMahon, Chicago.

MICHIGAN MUSHROOM Co., 1400 S. Third St., Niles, Mich., fresh and canned mushrooms, canned soup, apparatus, tomatoes, peaches, Myren C. Herrick, president, Richard H. White, sales manager. Agency: L. W. Ramsey Co., Chicago.

MICHIGAN MUTUAL LIABILITY Co., 163 Madison Ave., Detroit 26, Casualty insurance, Kenneth L. Wright, advertising manager. Radio approx.: \$33,000. S. Agency: Holden, Clifford, Flint, Detroit.

MICHIGAN STATE APPLE COMMISSION, 412 Mutual Bldg., Lansing 7, Mich., Apples, Minard Farley, Jr., Secy.-Mgr. Radio approx.: \$10,000. S. Agency: Brooke, Smith, French & Dorrance, Detroit 1, Mich.

MID CONTINENT AIRLINES, Inc. 102 E. 9th St., Kansas City 6, Air transportation. N. W. Coburn, v.-p. S. Agency: Goodkind, Joice & Morgan, Chicago.

MID-CONTINENT PETROLEUM Corp., Mid-Continent Bldg., Tulsa, Okla., D-X Motor Fuel, D-X Motor Oil, Diamond Motor Oil, D. C. Rogers, Adv. and Sales Promotion Mgr. Radio approx.: \$170,000. Agency: Potts-Calkins & Holden, Kansas City.

LOUIS MILANT'S FOODS, 6 N. Honlin St., Chicago 24, 1890 French Dressing, G. Hoffman, general manager. Radio approx.: \$250,000. Agency: Jim Wood Co., Chicago.

MILES LABS, Elkhart, Ind., vitamin tablets, Nervine, Anti-Pain Pills, Alka-Seltzer. N-S. Agency: Wade Adv., Chicago.

MILES LABS, Toronto, Alka-Seltzer, One-A-Day Vitamins. Agency: Cockfield, Brown & Co., Toronto.

I. MILLER & SONS, 43-10 23d St., Long Island City, N. Y., shoes, Michael McKone, adv. mgr. S. Agency: Diener & Dorskind, N. Y.

MILROSE PRODUCTS Co., New York, Rad Cleanser, S. Agency: Winer Co., New York.

MINUTE MOP Co., 17 E. 23d St., Chicago 16, Minute Mop & Drainer, Soap Bark, cellulose sponge products, J. L. Ellman, advertising manager. Agency: Guenther-Bradford, Chicago.

MISSION HOSIERY MILLS, 3764 S. Broadway Place, Los Angeles 7, H. Gilbert, Advertising director.

MISSION PAK Co., Los Angeles, California glazed and candied fruits. Agency: Hilman-Shoffe-Breyer, Los Angeles.

S. A. MOFFETT Co., Los Angeles, Polar Brand Frosted Foods. N. Agencies: Honig-Cooper Co., Seattle, Erwin, Wasey & Co., Inc.

MOLSON'S BREWERY, Montreal. Agency: Cockfield, Brown & Co., Montreal. N.

MONOGRAM MFG. Co., Los Angeles (Plasti-Craft curlers). Agency: Western Adv., Los Angeles.

MONTGOMERY WARD, 619 W. Chicago Ave., Chicago 7, Department Store. Mary Edwards, Radio dir.; C. E. Jones, time buyer. R. & S. Agency: Foote, Cone & Belding, Chicago.

MONTICELLO DRUG Co., Jacksonville, Fla. (666 cough medicine). Agency: Gahagan & Turnbull, New York.

BENJAMIN MOORE & Co., New York, Paint. N. Agency: St. Georges & Keyes Inc., New York.

L. H. MOORE CANNING Co., McAllen, Tex. (fruits and vegetables). Agency: Garfield & Guild, San Francisco.

JOHN MORRELL & Co., Iowa Ave. and Hayne St., Ottumwa, Iowa., Red Heart Dog Food, G. A. Morrell, vice-president and treasurer; A. C. Michener, advertising manager. N. Agency: Henri, Hurst & McDonald, Chicago.

PHILIP MORRIS & Co., New York, Cigarettes. N. Agencies: Biow Co. and Cecil & Presbrey, New York.

C. F. MUELLER Co., Jersey City, N. J., Macaroni products, S.

MUIR CUT RATE DRUGS, Michigan, Ohio, Indiana, and Wisconsin, drugs. S. Agency: Wallace-Lindeman Ind., Grand Rapids, Mich.

MUL-SO-LAX LABORATORIES, 141 S. Front St., Dowagiac, Mich., Mul-So-Lax Patent Medicine, Clyde M. Barber, Owner.

MURINE Co., 660 N. Wabash Ave., Chicago 11, Murine, James B. Braun, advertising manager. S. Agency: BBDO, Chicago.

MURPHY PRODUCTS Co., Burlington, Wis. Farm Feeds. S. Agency: Wade Adv., Chicago.

MUSTEROLE Co., 1748 E. 27th St., Cleveland 14, O., Musterole. C. L. Berkey, adv. mgr. S. Agency: Erwin, Wasey Co., New York.

MUTUAL BENEFIT HEALTH & ACCIDENT ASSN., 3316 Farnam St., Omaha, Insurance, Hubert C. Carden, dir. of natl. advtg. Radio approx.: \$500,000. N. Agency: Arthur Meyerhoff & Co., Chicago.

MUTUAL ORANGE DISTRIBUTORS, Redlands, Cal., Red Gold orange concentrate. S. Agency: J. Walter Thompson Co., Los Angeles.

MYSTIC FOAM Co., Los Angeles, Upholstery Cleaner. S. Agency: Glasser-Gailey and Co., Los Angeles.

N

NASH BROS. DRUG Co., 101-109 Union St., Jonesboro, Ark., chill tonic, cold capsules, purgative tablets, cough syrup, W. G. Nash, Jr., mgr. Radio approx.: \$10,000. S. Agency: Cole & Co., Memphis.

NASH-KELVINATOR Corp., Detroit, Refrigerators. S and N. Agency: Geyer, Cornell & Newell, New York.

NATIONAL BAKERS SERVICES, Inc., 100 W. Monroe St., Chicago 3, Hollywood Bread, Chas. Byron McDaniel, vice president; S. H. Kessel, assistant to C. B. McDaniel.



**SANITEX BRUSH AND PRODUCTS Co.**, 1958 W. 95th St., Chicago (43), Ill., Sanitax Aluminum Operi-Back Brushes, Edward W. Zabel, president; Earl C. Janson, v. p.; Ethel Janson, art. director. Radio Appropriation: approx. \$5,000; N. Agency: Edward W. Zabel.

**SANTA FE VINTAGE Co.**, 1700 N. Spring St., Los Angeles 12, Santa Fe Supreme Wines, Thos. Doodlittle, sls. mgr. S. Agency: Robert F. Dennis, Inc., Los Angeles.

**SARGENT & CO.**, 1850 E. Euclid, Des Moines, Iowa. All types commercial feeds. W. H. Foster, advertising manager. S. Agency: Fairall & Co., Des Moines.

**SAWYER BISCUIT Co.**, 1041 W. Harrison St., Chicago 7, Ill., Biscuits and crackers, E. A. Schaem, general sales and advertising manager. Agency: George H. Hartman Co., Chicago.

**SAYMAN PRODUCTS Co.**, 2101 Locust St., St. Louis 3, Mo., Sayman soap, salve, shampoo, Milton Monroe, advertising manager. S. Agency: Kelly, Zarndt, Kelly, St. Louis.

**F. & M. SCHAEFER BREWING Co.**, Brooklyn, S. Agency: BBDO, N. Y.

**SCHENLEY Labs.**, 350 Fifth Ave., New York. Penicillin-Schenley, S. D. Gregory, radio dir., Radio Approp.: \$295,000 (15 weeks), N. Agency: Biow Co., N. Y.

**R. SCHIFFMAN Co.**, Los Angeles. Asthmador powder, cigarettes, and pipe mixture. N. Agency: Philip J. Meany Co., Los Angeles.

**SCHENLEY DISTILLERS Corp.**, 350 Fifth Ave., New York 1, Roma Wine N & S; Penicillin Schenley N; Cresta Blanca Wine N & S; La Boheme Wine S. Sherman D. Gregory, manager of radio dept.; Ruth Bamberger, asst. to manager. Agencies: Biow Co., BBDO, McCann-Erickson Inc.

**SCHLITZ BREWING Co.**, Milwaukee. Agency: McJunkin Adv., Chicago.

**Wm. SCHLUDERBERG-T. J. KURDLE Co.**, 3800 E. Baltimore St., Baltimore 24, meats, meat products, cheese, butter, poultry, eggs, shortening, lard, W. K. Freiert, public relations director. S. Agency: Van Sant, Dugdale & Co., Baltimore.

**S. H. SCHONBRUM & Co., Inc.**, 77 Water St., New York 5, Savarin, Medaglia D'Oro Coffee, J. E. Mazzei, adv. mgr. Agencies: L. C. Grumbinner, Pettinella Adv. Co., New York.

**SCHULZE AND BURCH BISCUIT Co.**, 1133 W. 35th St., Chicago, Ill., Cookies and crackers, E. F. Chambless, v. p. Local & S. Agency: McJunkin, Chicago.

**SCHUTTER CANDY Co.**, Chicago, Candy Bars. N. Agency: Schwimmer & Scott, Chicago.

**SCOTT & BOWNE**, 60 Orange St., Bloomfield, N. J. Emulsion & ointment. A. A. Starin, adv. mgr. S. Agency: Atherton & Currier, New York.

**WM. S. SCULL Co.**, Front and Federal Sts., Camden, N. J., Boscul coffee, W. S. De La Cour, advertising manager. S. Agency: Compton Adv., Inc., N. Y.

**SCRIPTO MFG. Co.**, Atlanta, Pencils. N. Agency: Tucker Wayne & Co.

**SEAL COTE Co.**, 1227 N. Highland, Hollywood 38, Calif., Seal Cote nail protector, Louis Herzberg, president. S-N. Agencies: Allied Adv., Hollywood. Buchanan & Co., Inc., L. A.

**SEALTEST, Inc.**, New York, Milk & Ice Cream. N. Agency: McKee & Albright, Inc., Phila.

**SEALY MATTRESS Co.**, California. Mattresses. N. Agency: Alvin Wilder Adv., L. A.

**SEARS, ROEBUCK & Co.**, 925 S. Homan Ave., Chicago 7, Department store. W. E. Bennett, adv. mgr.; A. W. O'Fall, mgr. media sec. S. Agency: The Mayers Co., Los Angeles.

**SEASONETTE DISTRIBUTING Co.**, 2451 E. Colorado St., Pasadena, Cal., Seasonettes, John S. Patten, owner. Agency: C. H. Barker, Pasadena.

**SEATTLE BREWING & MALTING Co.**, Seattle, Sick's Beer. N. Agency: Western Agency, Inc., Seattle.

**LAURA SECORD CANDY SHOPS**, Toronto. Agency: Cockfield, Brown & Co., Toronto.

**SEECK & KADE, Inc.**, New York. Pertussin. S. Agency: Erwin, Wasey & Co., N. Y.

**SEEMAN BROS., Inc.**, Phila., AirWick S-N. Agency: William H. Weintraub, Inc., Phila.

**DAVID O. SELZNICK AND VANGUARD FILMS, Inc.**, 9366 Washington Blvd., Culver City, Calif., Spot and Network advertising Selznick pictures. Ted Wick, director of radio advertising; Jim Swift, director of radio publicity. Appropriation: \$60,000 to \$150,000 per film. Agency: Foote, Cone and Belding, Hollywood.

**R. B. SEMLER, Inc.**, 60 Elm St., New Canaan, Conn., Kreml Hair tonic & shampoo, E. N. Hennen, vice-president. Radio approp.: Over \$1,000,000. S-N. Agency: Erwin, Wasey & Co., N. Y.

**SENN PRODUCTS Corp.**, 4681 Metropolitan Ave., Brooklyn, N. Y., Sam Bo' choco-

late drink, George Senn, president. Agency: Tracy Kent, Inc., N. Y.

**SENTINEL RADIO Corp.**, 2020 Ridge Ave., Evanston, Ill., home and portable radios. E. G. May, sales manager; H. J. Lance, adv. manager. Agency: W. W. Garrison, Chicago.

**SERUTAN Co.**, New York, Jersey City, Serutan-Nutrex. N. Agencies: Grant Adv., N. Y., Raymond Spector Co., N. Y., Roy S. Durstine Inc., N. Y.

**SERVEL, Inc.**, New York, Refrigerators and Air Conditioning. N. Agency: B. E. D. & O., Inc., N. Y.

**SEVEN-UP Co.**, 1221 Locust St., St. Louis, Cola. N. C. Grigg, president; Joe M. Thul, adv. mgr.; Ben Wells, v-p. in chg. of sales. N. Agency: J. Walter Thompson Co., Chicago.

**SEWALL PAINT & VARNISH Co.**, 1009 W. 8th St., Kansas City 7, paint and varnish, James G. Harper, adv. manager. Radio Approp.: \$12,000. Agency: Phillips-Beick-Fardon, Kansas City.

**W. A. SHEAFFER PEN Co.**, Ft. Madison, Iowa. Pens. Pencils & Skrip Ink. N. Agency: Russel M. Seeds, Chicago.

**SHEDD-BARTUSH FOODS**, Detroit, Key-ko Margarine. N. Agency: Fred M. Randall Co., Detroit.

**SHEFFIELD BRICK & TILE Co.**, Sheffield, Iowa, Farm drainage tile, building tile, common brick, face brick and other clay products. S. J. Galvin, president. Radio Approp.: \$2,500 to \$3,000. Agency: W. D. Lyon Co., Cedar Rapids, Iowa.

**SHEFFORD CHEESE Co.**, Chicago, Cheese. S. Agency: Leo Burnett Co., Chicago.

**SHELL OIL Co.**, 50 West 50th St., New York 20, Gasolines, motor oil, fuel oil. D. C. Marschner, advertising manager; C. W. Shugert, in charge of media; J. B. Lowery, media representative. Radio Approp.: Over \$500,000. S. Agency: J. Walter Thompson, N. Y.

**SHERWIN-WILLIAMS Co.**, Cleveland, Paint. N. Agency: Warwick & Legler, Inc.

**SHIPSTEAD & JOHNSON**, N. Agency: Smith, Bull & McCreery, Hollywood.

**S. A. SHONBRUNN & Co.**, New York, Savarin Coffee. N and S. Agency: Roy S. Durstine Inc., N. Y.

**SHONTEX Corp.**, Los Angeles, hair conditioner and shampoo. Agency: Robert B. Raisbeck Adv., Hollywood. N.

**SHUPTRINE Co.**, 31 Bernard St., Savannah, Tetterine, F. E. Johnston, partner. S. Radio Approp.: \$50,000. Agency: Harvey-Massengale Co., Atlanta.

**SIERRA CANDY Co.**, San Francisco, Musical Sweets Program—candy. N. Agency: Robert B. Young, San Francisco.

**SIGNAL OIL Co.**, Los Angeles, petroleum products. S and N. Agency: Barton A. Stebbins Adv., Los Ang.

**SIMONIZ Co.**, Chicago, car polish. N. Agency: Decora Inc., Chicago.

**ROBERT SIMPSON Co.**, Toronto, National department store chain. N. Agency: Harry E. Foster Agencies, Toronto.

**SINCLAIR REFINING Co.**, New York, Sinclair H-C and Ethyl gasoline. N and S. Agency: Hixson-O'Donnell, N. Y.

**SITROUX, Inc.**, 468 Fourth Ave., New York 16, facial tissues, paper napkins, sanitary napkins, toilet tissue, William Medoff, vice-president; Ab Waxman, assistant. Agency: Franklin Bruck, N. Y.

**SKELLY OIL Co.**, 605 W. 47th St., Kansas City 10, Skelgas service, appliances, motor oil and greases, gasoline, tires, batteries, T. P. Mannion, adv. manager. N. Radio Approp.: \$350,000. Agency: Henri, Hurst & McDonald, Chicago.

**SKINNER MFG. Co.**, 14th & Jackson St., Omaha, macaroni, raisin bran, John T. Jeffrey, sales mgr. S. Agency: Bruce B. Brewer Co., Kansas City.

**SLOAN, DR. EARL R., Inc.**, New York, Sloan's Liniment. S. and N. Agencies: Wasey Assoc., N. Y., Warwick & Legler, Inc.

**W. & J. SLOANE**, Beverly Hills, home furnishings. S. Agency: William John Adv., Beverly Hills, Cal.

**SMART & FINAL Co.**, P. O. Box 1151, Los Angeles 53, S&F Foods, Table Queen Foods, Tom Paul, advertising manager; Johnny Murray, program director. R. Radio approp.: \$25,000. Agency: Heintz & Co., Los Angeles.

**ALEXANDER SMITH & SONS CARPET Co.**, 255 Lake Ave., Yonkers 1, N. Y., rugs, carpets, Karl Knipe, account executive; J. Clark Samuel, director of public relations. S. Television. Agency: Anderson, Davis & Platte, N. Y.

**SMITH BROS., Inc.**, 134 N. Hamilton St., Poughkeepsie, N. Y., Smith Bros. Cough Drops. L. M. Show, v. p. Appropriation: \$250,000. S. Agency: Sullivan, Stauffer, Colwell & Bayles, N. Y.

**F. H. SNOW CANNING Co.** (New England Clam Chowder). Daniel F. Sullivan Agency.

(Continued)

# WWRL NEW YORK

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Reach New York's millions of high income foreign language families inexpensively, effectively.

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- German
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New York's Foremost Foreign Language Station.

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Fred Barr's "1600 Club"

- An Effective Sales Approach  
To New York Women  
"This and That With  
Mona and Pat"

- Listeners Remember Products  
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"Music to Remember"

**COVERAGE HIGH—RATES LOW**  
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*"The High Spot on The Dial"*



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Programs of Local

Interest

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Top ABC Programs

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of

Watsonville, Salinas

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Carmel

Studios in

Watsonville, Calif.

National Repre-

sentative:

W. S. Grant Co.

# KHUB

AMERICAN

BROADCASTING

COMPANY

## DIRECTORY OF NATIONAL AND REGIONAL ADVERTISERS

(Continued)

series, Sunheat fuel oil, F. S. Cannan, ad-  
SOCONY VACUUM OIL Co. (Lubrite  
Div.), 4140 Lindell Blvd., St. Louis, Mobilgas,  
Mobiloil, Bug-a-hoo, Tavern household  
products, R. A. Clark. S-N. Agency:  
Compton Adv., N. Y.  
SOCONY-VACUUM OIL Co., Inc., WAD-  
HAMS DIVISION, 907 S. First St., Mil-  
waukee 1, Wis., Petroleum products, house-  
hold products, tires, batteries and acces-  
sories, Francis H. Casey, advertising man-  
ager. Radio Appro.: \$60,000. S. Agency:  
Compton Advertising, Inc., Milwaukee.  
SOFWASH Co., Chicago, Sofwash cleaner,  
S. and N. Agency: Newby & Peron, Chi-  
cago.  
SOIL-OFF MANUFACTURING Co., Glen-  
dale, Cal., Liquid paint cleaner, N. Agen-  
cies: Ruthrauff & Ryan, Hollywood, Mc-  
Cann-Erickson, Inc.  
SOLARINE Co., 625 S. Smallwood St.,  
Baltimore 23, silver polish, T. Benson Mus-  
grave, controller, S. Agency: Booth,  
Vickery & Schwinn, Baltimore.  
SONORA RADIO & TELEVISION Corp.,  
325 N. Hoyne Ave., Chicago 12, radio re-  
ceivers, H. S. Hall, adv. dir. Radio ap-  
pro.: \$75,000. S. Agency: Weiss & Geller,  
Chicago.  
SOUTH TEXAS COTTON OIL Co., 2405  
Collingsworth, Houston, Tex., Crustene  
Shortening, R. B. Trussell, v. p. S. Agen-  
cy: Steele Adv. Agency, Houston.  
SOUTHEASTERN MICHIGAN TOURIST  
& PUBLICITY ASSOCIATION, Detroit  
28, Mich., Tourist attractions of St. of  
Michigan, S. Adv. Agencies: James Dick-  
son, Jr., Detroit, Mich., Castle-Powell, Inc.,  
Detroit, Mich.  
SOUTHERN CALIFORNIA TELEPHONE  
Co., Los Angeles, S. Agency: The Mayers  
Co., Los Angeles.  
SOUTHERN COTTON OIL Co., California,  
New Orleans, Wesson Oil & Snowdrift, N.  
Agencies: Fitzgerald Adv. Agency, New  
Orleans, Kenyon & Eckhardt, Inc.  
SOUTHERN PACIFIC OIL Co., 65 Market St.,  
San Francisco (5), Calif., Railroad trans-  
portation, P. Q. Tredway, genl. advt. mgr.;  
Albert L. Kohn, asst. gen. advt. mgr.  
Agency: Foote, Cone & Belding, San Fran-  
cisco.  
SOUTHERN SPRING BED Co., 290 Hunter  
St., S. E., Atlanta, Ga., Beds & Bedding,  
P. L. Peebles, sales mgr. N. Agency:  
Tucker Wayne & Co., Inc., Atlanta.  
SOY FOOD MILLS, Inc., 105 W. Monroe  
St., Chicago 3, Ill., Golden Mix for griddle  
cakes and waffles, R. H. Thoms, Jr., pres-  
ident. Agency: Jim Duffy Co., Chicago.  
SPARKLETT'S Corp., Los Angeles, Spar-  
ketta-Up Wax, S. Agency: Raymond R.  
Morgan Co., Hollywood.  
A. G. SPAULDING & BROS., Chicopee,  
Mass., Sports equipment, S. and N. Agen-  
cy: Stanley G. Boynton, Detroit, thru  
Ferry-Hanly, N. Y.  
SPERRY FLOUR Co., San Francisco,  
Flour, Cereals, N. Agency: Knox-Reeves  
Adv., San Francisco.  
SPRATT'S PATENT (America) Ltd., New  
York, dog and cat food, S. Agency: Paris  
& Peart, N. Y.  
SPRING HILL NURSERIES, Tipp City,  
O., Nursery stock, Thomas B. Kyle, pres.  
Radio Appro.: \$15,000. S. Agency: Leo  
Boulette, Three Rivers, Mich.  
E. R. SQUIBB & SONS, New York, Tooth  
Powder, Dental Cream & Pharmaceutical  
Products, N. Agency: Geyer-Cornell &  
Newell, Inc., BBD Co., Inc., N. Y.  
SQUIRT Co., Beverly Hills, Calif. (bever-  
age), Agency: Ruthrauff & Ryan, Holly-  
wood.  
FRANK STACK HATS, Inc., South Nor-  
walk, Conn., men's fur felt hats, S. Agen-  
cy: Birmingham, Castleman & Pierce,  
N. Y.  
STAHL-MEYER, 172 E. 127th St., New  
York 35, meat products, A. B. Crampton,  
adv. mgr. S. Agency: Blaker Adv. Agency,  
N. Y.  
STANBACK Co., 1500 S. Main St., Salis-  
bury, North Carolina, Stanback Headache  
Powders, T. M. Stanback, president and  
advertising manager; T. M. Stanback, Jr.,  
assistant advertising manager. Radio Ap-  
pro.: over \$5,000. S. Agency: Piedmont  
Adv. Agency, Salisbury, N. C.  
STANCO Inc., New York, Alt. Agency:  
McCann-Erickson, New York.  
STANDARD BRANDS, Inc., 695 Madison  
Ave., New York 22, Tender Leaf Tea and  
Royal Gelatin desserts, Chase & Sanborn  
coffee, Fleischmann's Yeast, D. R. Stetler,  
adv. dir. N. & R. Agency: J. Walter  
Thompson, N. Y.  
STANDARD LABS., New York, Sloan's  
liniment, S. Agency: Wesley Associates,  
N. Y.  
STANDARD OIL CO. OF CALIF., 225  
Bush St., San Francisco (20), Calif., Pet-  
roleum products for farm use, Product  
advertising, M. A. Mattes, manager of  
advt. dept.; Institutional advt., E. A.  
Walte, manager, public relations depart-  
ment; A. F. Michaelis, program manager,  
S. & N. Agency: BBD&O, San Francisco.

STANDARD OIL OF INDIANA, Indiana,  
Oil, S. Agency: McCann-Erickson, Chi-  
cago.  
STANDARD OIL CO. OF N. J., 26 Broad-  
way, New York 4, Petroleum, tires, bat-  
teries, accessories; R. M. Gray, mgr., adv-  
sales prom. dept. S. Agency: Marschalk  
& Pratt, N. Y.  
STANDARD REMEDY Co., Candler Bldg.,  
Baltimore 2, OSR-stomachic and laxative,  
Walter T. Startzman, Agency: Redfield-  
Johnstone, N. Y.  
THE STARKIST Co., National Bank of  
Commerce Bldg., San Antonio 6, Flotation  
toothpaste, toothpowder, brushless shave  
cream, lather shave cream, B-Complex  
Vitamins, Howard H. Davis, president;  
Juanita Hines, secretary. Radio Appro.:  
\$180,000. Agency: Pitluk Advertising Co.,  
San Antonio.  
STATLER TISSUE Co., 82 McGrath High-  
way, Somerville, Mass., toilet tissue, house-  
hold (roll) towels, Albert H. Ginsburg,  
partner; Myer Ginsburg, partner, S. Agen-  
cy: Chambers & Wiswell, Boston.  
STAZE, Inc., New York, denture adhesive,  
S. and N. Agency: Raymond Spector Co.,  
N. Y.  
STERLING DRUG, Inc., New York, Drugs,  
N. Agencies: Pedlar & Ryan, Inc., N. Y.;  
Dancer-Fitzgerald-Sample, N. Y.  
STOKELY BROS. & Co., Inc., Indianapo-  
lis, Tenderoni and other Van Camp Prod-  
ucts, N. Agency: Calkins & Holden, N. Y.  
W. F. STRAUB & Co., Chicago, Honey  
Mellowed Prune Juice, S. Agency: S.  
Duane Lyon, Inc., N. Y.  
STRATHMORE PRODUCTS Co., 160 Fifth  
Ave., New York, Radio Appro.: \$1,000. S.  
Agency: Irving Rosen Adv., N. Y.  
STREET & SMITH PUBLICATIONS, New  
York, PIC magazine, S. Agency: Na-  
tional Radio Clearing House, N. Y.  
THE STROH BREWERY Co., 909 E.  
Elizabeth St., Detroit 26, Mich., Stroh's  
Bohemian beer, N. Agency: Zimmer-Keller,  
Inc., Detroit.  
STROMBERG-CARLSON Co., 100 Carlson  
Road, Rochester 3, N. Y., radios, radio-  
phonographs, FM and television, (regional),  
Stanley H. Manson, manager of public re-  
lations; Frederick W. Haup, asst. adv.  
mgr.; David S. Cook, sales promotion man-  
ager. Radio Appro.: \$50,000 (1945). Agen-  
cy: McCann-Erickson, N. Y.  
THE STUDEBAKER Corp., 635 S. Main  
St., South Bend 27, Ind., Motor Cars and  
Trucks, Radio Appro.: \$795,000. S. Agen-  
cies: Roche, Williams & Clerly, Chicago;  
Bermingham, Castleman & Pierce, New  
York.  
STUDIO GIRL SHAMPOO MFRS., Los  
Angeles, Shampoo, S. Agency: Robert F.  
Dennis, Inc., Los Angeles.  
SUFFOLK FARMS PACKING Co., Bos-  
ton, vegetable products, Agency: Hirsch-  
on-Garfield, Boston, R.  
SUCCESS PUBLICATIONS, Chicago,  
Books, N and S. Agency: Bozell & Jacobs,  
Chicago.  
R. G. SULLIVAN, Inc., 823 Elm St., Man-  
chester, N. H., 7-20-4 and Dexter cigars,  
S. Agency: Broadcast Advertising, Boston.  
SUN OIL Co., 1608 Walnut St., Philadel-  
phia 3, Pa., Sunoco Dynafuel, oil, automo-  
tive products, tires, batteries and acces-  
sories, Sunheat fuel oil, F. S. Cannan, ad-  
vertising manager, Agency: Roche, Wil-  
liams & Clerly, Philadelphia.  
SUNNYVALE PACKING Co., San Fran-  
cisco, Rancho soups, S. Agency: Ruth-  
rauff & Ryan, San Francisco.  
SUNSET OIL Co., Pacific Coast Independ-  
ent Petroleum Co. S. Agency: Hillman-  
Shane Adv., Los Angeles.  
SUPERIOR FEED MILLS, 2100 S. Robins-  
on, Oklahoma City 9, Okla., livestock,  
poultry feeds, Thomas W. Woody, adv.  
mgr. Radio Appro.: \$7,500. N. (Okla.  
only). Agency: James R. Reese Adv. Co.,  
Kansas City.  
SUPERTEST PETROLEUM, Inc., London,  
Ont., gasoline, S. Agency: Harry E. Fos-  
ter Agencies, Toronto.  
SUPERTEST PETROLEUM Corp., Tor-  
onto, gasoline and oil, S. Agency: Harry  
E. Foster Agencies, Toronto.  
MISS SWANK, Inc., New York, Miss  
Swank Slips, N. Agency: Hirschon-Gar-  
field, Inc., New York, eff. 11/5/44 Wein-  
traub & Co., New York.  
SWEETS CO. OF AMERICA, 1515 Willow  
Ave., Hoboken, N. J., Tootsie Rolls, Tootsie  
VM, Tootsie Fudge, Neddle Cloth, sec.  
adv. mgr.; Peter Simon, asst. adv. mgr.  
Radio Appro.: \$100,000. N. S. Agency:  
Ivey & Ellington, N. Y.  
SWIFT & Co., U. S. Yards, Chicago,  
Swifts Premium Ham and Bacon, Brookfield  
Sausage, Prem, Brookfield Butter, Eggs,  
Cheese, Ice Cream, Allsweet, Jewell Short-  
ening, Bland Lard, W. J. Kutsch, radio  
director. Radio Appro.: \$1,500,000. N. S.  
Agencies: J. Walter Thompson Co., Need-  
ham, Lewis & Brorby, McCann-Erickson,  
Chicago.

SWIFT & Co., Chicago, Ice Cream, S.  
Agency: Needham, Louis & Brorby, Chi-  
cago.

### T

TABLE PRODUCTS, Inc., Oakland, Cal.  
NuMade Mayonnaise, N. Agency: Foote,  
Cone & Belding, San Francisco.  
TAPPIN'S, 823 Broad St., Newark 2, N. J.,  
Jewelry, watches, hearing aids, optical  
radios, appliances, J. J. Jellinek, sales  
prom. mgr. Radio Appro.: \$25,000 to  
\$50,000. S. Agency: Cox & Tans, Phila-  
delphia.  
TAYLOR BEDDING MFG. Co., Taylor,  
Tex., "Morning Glory" Mattresses, "Inal-  
Cotton" Mattresses, "Taylor Made" Quilt  
& Comfort Batts, L. D. Hamack, v. p.;  
O. P. Harris, sales mgr. Appropriation:  
\$80,000. N. Agency: Rogers & Smith, Dal-  
las, Tex.  
TAYLOR-REED Corp., Mamaroneck, N. Y.  
(Q-T pie crust), Agency: Tracey, Kent &  
Co., New York.  
TEENTIMERS, Inc., 1359 Broadway, New  
York 18, Dresses and Cosmetics, Jules  
Rubinstein, president, N. Agency: Buch-  
anan & Co., N. Y.  
TENNESSEE COAL, IRON AND RAIL-  
ROAD CO., Brown-Marx Bldg., Birming-  
ham 3, Ala., U.S.S. American Fence,  
U.S.S. Tennesseal V-Drain Roofing, Bur-  
ton Cloud, advt. mgr. S. Agency: BBD&O,  
Pittsburgh, Pa.  
TEXAS CHIROPRACTIC COLLEGE, 618  
W. Myrtle St., San Antonio 1, education,  
Dr. H. E. Weiser, dean, Agency: Pitluk  
Adv. Co., San Antonio.  
TEXAS CO., New York, gasoline, N. Agen-  
cy: Buchanan & Co., N. Y.  
TEXAS GULF SULPHUR Co., Houston,  
Agency: direct, R.  
TEXTRON, Inc., New York, Cotton Goods,  
N. Agency: J. Walter Thompson, N. Y.  
THIS MONTH Magazine, New York, mag-  
azine, S. Agency: H. C. Morris & Co.,  
N. Y.  
TIDEWATER OIL Co., New York, Oil, N.  
Agency: Lennen & Mitchell, N. Y.  
TIDY HOUSE PRODUCTS Co., 134 E.  
Locust St., Des Moines, cleaners and  
polishers, Vernon Grant, Jr., president,  
Radio Appro.: \$10,000. Agency: Mene-  
ough Adv. Agency, Des Moines.  
TIME, Inc., New York, Time Magazine, N.  
Agency: Young & Rubicam.  
TIP TOP TAILORS, Ltd., Boulevard  
Drive, Toronto, Ontario, Clothes for men  
and women, J. Dunkelmann, general man-  
ager, Agency: McConnell, Eastman &  
Co., Ltd., Toronto.  
TILLAMOOK COUNTY CREAMERY  
Assoc., Tillamook, Ore., Cheese, N. Agen-  
cy: Botsford, Constantine & Gardner, Por-  
land, Ore.  
TIVOLI BREWING Co., 10205 Mack Ave.,  
Detroit 14, Mich., Altes Lager beer, J. T.  
Foley, advertising manager. Radio Appro.:  
\$110,000. S. Agency: McCann-Erickson, De-  
troit.  
TONI, Inc., St. Paul, Minn., hair wave,  
Agency: J. Walter Thompson Co., Chi-  
cago.  
TRAUBEE PRODUCTS, Inc., 924 Bergen  
St., Brooklyn 16, Pressure cookers, R. H.  
Hoffman, radio & advt. dir.  
TRIANGLE PUBLICATIONS, Philadel-  
phia, sports, newspaper and theatrical  
newspaper, N. Agency: Smith, Bull & Mc-  
Creery, Hollywood.  
TRIANGLE PUBLICATIONS, New York,  
Racing Form and the Morning Telegraph,  
S.  
TRIMOUNT CLOTHING Co., Boston,  
Clipper Craft clothes for men, Agency:  
William H. Weintraub & Co., New York, N.  
TRUSCON LABS., Caniff & Grand Trunk  
R. R., Detroit 12, Paratex, floor coating,  
floor dye, H. G. Doering, adv. manager;  
G. L. Turner, vice president.  
TURCO PRODUCTS, Inc., 6135 S. Central  
Ave., Los Angeles (1), Calif., Turco Tay  
(cleaners), Harry Rorick, Advt. Mgr. Ap-  
propriation: \$10,000. Agency: Davis &  
Beaven, Los Angeles.  
20TH CENTURY-FOX FILM Corp., Los  
Angeles, Moving Pict. S. Agency: Western  
Adv., Los Angeles.

### U

UNION AIR SERVICE, Box 168, Lincoln  
7, Neb., flight instruction, T. J. Umberger,  
partner, S.  
UNION ICE Co., All Products, N. Agen-  
cy: George M. Weasels Adv. Agency.  
UNION OIL CO. OF CALIFORNIA,  
Union Oil Building, 617 West 7th St., Los  
Angeles 14, W. H. Geis, assistant to the  
president, N. Agency: Foote, Cone & Beld-  
ing, Los Angeles.  
UNION PACIFIC RAILROAD, Omaha,  
Institutional, N. Agency: Caples Co., Chi-  
cago.  
UNION PHARMACEUTICAL Co., Inc.,  
Bloomfield, New Jersey, Saraka, S. Agen-  
cy: Marschalk & Pratt, N. Y.

NATIONAL BISCUIT Co., Los Angeles. Crackers, cookies, N and S. Agency: Botsford, Constantine & Gardner, Los Angeles.

NATIONAL BISCUIT Co., New York (Nabisco and Honey Maid graham crackers) Agency: McCann-Erickson, New York.

NATIONAL BOARD OF FIRE UNDERWRITERS, New York. S-N. Agencies: Aveyard & Co., New York, MacFarland, Aveyard & Co.

NATIONAL CANDY Co., 4230 Gravois Ave., St. Louis, Bob Cat Candy Bar, C. M. Sald, adv. mgr. S. Agency: Oakieixh R. French & Assoc., St. Louis.

NATIONAL ECONOMIC COUNCIL, Chicago. N. Agency: Roche, Williams & Cleary, Chicago.

NATIONAL HEALTHAIDS Inc., New York, Sul-Ray Colloidal Sulphur Products, Mineral Baths. S. Agency: Hal A. Saizman Assoc., N. Y.

NATIONAL LEAD Co., San Francisco, Dutch Boy Paint. N. Agencies: Erwin, Wasey & Co., San Francisco, Honig-Cooper Co.

NATIONAL RADIO INSTITUTE, 16th and U Sts., N. W. Washington 9, D. C., Correspondence course in technical radio, Stuart M. Armstrong, advertising manager. S. Agency: Van Sant, Dugdale & Co., Baltimore.

NATIONAL TOILET Co., Paris, Tenn., Nadinola bleach cream. S. Agency: Roche, Williams & Cleary, Chicago.

NEHI Corp., Baltimore, Royal Crown Cola. S. Agency: BBDO, N. Y.

NELSON BROS., Chicago, S. Agency: George H. Hartman Co., Chicago.

NEUMODE HOSIERY Co., Chicago, Hosiery. S. Agency: George H. Hartman Co., Chicago.

NEW YORK TELEPHONE Co., New York, toll calls. S. Agency: BBDO, N. Y.

NEWELL GUTRADT Co., San Francisco, Striker's soap. N. Agency: Garfield & Guild, San Francisco.

NIX COSMETICS Co., 162 Madison Ave., Memphis 1, Tenn., Nix deodorant, Paul Edwards, president. S. Agency: Cole & Co., Memphis.

NOMA ELECTRIC Co., of Canada, Toronto, toys. Agency: MacLaren Adv., Toronto.

NORTHERN ELECTRIC Co., Montreal, radios, electrical appliances. Agency: Harry E. Foster Agencies, Toronto.

NORTHROP KING & Co., Berkeley, Cal., Farm Seeds. S. Agency: Garfield & Guild Adv., San Francisco.

NORTHROP KING & Co., 1500 Jackson St., N. E. Minneapolis 13, farm, lawn, garden seeds, feeds, H. F. Sewell, adv. manager. S. Agency: Olmsted-Foley, Minneapolis.

NOX Co., Los Angeles, Cystex, Mendaco. Los Angeles Agency: Robert Raisbeck, Hollywood.

NOXZEMA CHEMICAL Co., Noxzema, Noxzema Shave Cream. N. Sullivan, Stauffer, Colwell, & Bayles, N. Y.

NUTRI COLA Co., Inc., 43-14 87th St., Long Island City 1, N. Y., Nutri Cola, Louis Spinelli, Exec. v. p. S.

NYLON-IZE, Hollywood. S. Agency: Rocklin Irving & Assoc., Chicago.

PACKARD-BELL Co. 3443 Wilshire Blvd. Los Angeles. 5 Radios, phonographs, phonocords. Chas. S. Alsop, advt. mgr. S. Agency: Dunn-Fenwick & Co., Los Angeles.

PAN-PACIFIC AUDITORIUM, Los Angeles. Agency: Smith, Bull & McCreery, Hollywood.

PAN AMERICAN PETROLEUM Corp., New Orleans. Oil. N. Agency: Fitzgerald Adv., New Orleans.

PARAMOUNT PEST CONTROL Co., Oakland, Cal., Insecticide. S and N. Agency: Ad. Fried Adv., Oakland.

PARAMOUNT PICTURES Inc., New York, moving pictures. S. Agency: Buchanan & Co., N. Y.

PARFUME WEILL PARIS, New York. S. Agency: Kelley, Nason, Inc., N. Y.

PARK & TILFORD, New York, Tints and Dyes. S. Agency: Charles M. Storm Co., N. Y.

PARKER BOULDIN Co., St. Paul, Priscilla Parker dual purpose lipstick. S. Agency: A. W. Lewis Co., N. Y.

PARKER-HERBEX Corp., Long Island City, L. I., hair preparations. S. Agency: Charles W. Hoyt Co., N. Y.

PARKER PEN Co., Janesville, Wis., Parker Pens, Pencils & Quink. N. Agency: J. Walter Thompson Co., Chicago.

PARKER WATCH Co., New York, Watches, S-N. Agency: Sterling Adv. Co., N. Y.

PETER PAUL, Inc. Naugatuck, Conn., Mounds & Ten Crown Gum. N&S. Agencies: Brisacher, Van Norden & Staff, San Francisco, Grey Adv. Agency. N. Y. Platt-Forbes Inc., N. Y.

PAXTON & GALLAGHER Co., Omaha, Butter-Nut coffee. S.

PEERLESS PEN AND PENCIL Co., New York, pens and pencils. S. Agency: Furman Co., N. Y.

PENNSYLVANIA SALT MANUFACTURING Co., 1000 Wilder Bldg., Philadelphia 7, Pa., Krocide 195, Ethel S. Klinsman, advertising manager. S. Agency: Genemarston Inc., Philadelphia.

PEP BOYS—MANNY, MOE & JACK OF CALIFORNIA, 1122 Washington Blvd., Los Angeles 15, Calif., Auto accessories, parts, radios, bicycles and parts, tools, tires and tubes, Murray Rosenfeld, secy. Appropriation: \$60,000. Agency: Milton Weinburg Adv., Los Angeles.

PEPPARD SEED Co., 1101 W. 8th St., Kansas City 7, Mo., Hybrid Corn, C. P. Penpard, secy. S. Agency: Potts Calkins-Holden, Kansas City.

PEPSI-COLA Co., New York, beverage. Agency: Newell-Emmett Co., New York. (Everess sparkling water) Young & Rubicam. N. Y.

PERALTA WINE Co., 155 Montgomery St., San Francisco 4, Cal., Monte Cristo wines. N. Agency: Foote, Cone & Belding, San Francisco.

PERFEX Co., 604 W. Sheridan Ave., Shendoah, Iowa, Perfex cleaner. K. C. Titus, adv. mgr., Radio Appro.: \$175,000. Agency: Buchanan-Thomas, Omaha.

DOROTHY PERKINS Co., 5111 Southwest Ave., St. Louis 10, Mo., Cosmetics, H. G. Woodward, Jr., adv. mgr., Radio appro.: \$8,000. S. Agency: Datche Adv. Agency, St. Louis.

PET MILK SALES Co., 1401 Arcade Bldg., St. Louis, 400 D Pet Milk. C. J. Hibbard, adv. mgr., Radio appro.: \$1,000,000. N. Agency: Gardner Adv. Co., St. Louis.

PETERS SHOE Co. (Division of International Shoe Co.), 1505 Washington, St. Louis 2, Mo., City Club Shoes, Velvet Step Shoes, Weather Bird Shoes, Peters Shoes (All Spot plus one 15-min. program now available), L. C. Hoppe, adv. mgr. Agency: Russell Comer Co. of Kansas City, Mo.

PENICK & FORD, New York, Br'er Rabbit Molasses. S. Agency: J. Walter Thompson Co., N. Y.

PENNZOIL Co., Los Angeles, Los Angeles, Lubricants. N and S. Agency: The Mayers Co., Los Angeles.

PEPSI-COLA Co., New York. Agency: Newell-Emmett Co., New York.

PEPSODENT Co., Chicago, Pepsodent Toothpaste. N. Agency: Foote, Cone & Belding, Chicago.

PETRI CIGAR Co., San Francisco. Agency: Carlo Vinti Adv., New York.

PETRI WINE Co., San Francisco, Wine. N. Agency: Erwin, Wasey & Co., Inc., San Francisco eff 11/1/43 Young & Rubicam. N. Y.

PETROL Corp., Los Angeles, PDQ gasoline. S. Agency: McNeill & McCleary Adv., Los Angeles.

PHARMACO, Inc., Newark, Feen-A-Mint and/or Chooz. N. Agencies: Wm. Esty & Co., New York, eff 1/1/44 Ruthrauff & Ryan, N. Y.

PHARMACRAFT Corp., New York, Fresh deodorant. N. Agency: Young & Rubicam, N. Y.

PHILCO Corp., Tioga and C Sts., Philadelphia 34, Pa., Philco radio receivers, radio-phonographs, refrigerators, air conditioners. John F. Gilligan, advertising manager. N. Agency: Hutchins Advertising Co. Inc., Philadelphia.

PHILCO Corp. of Canada, Toronto, receivers. Agency: Hutchins Adv., Toronto.

O-CEDAR Corp., Chicago, Toronto, polish. S-N. Agencies: Aubrey, Moore & Wallace, Chicago, MacLaren Adv., Toronto.

OGLIVIE FLOUR MILLS Co., Montreal, cereals. S. Agency: J. J. Gibbons Ltd., Toronto.

OLD MISSION WINERIES, Los Angeles, Old Mission Mines. S. Agency: Milton Weinberg Adv. Co.

OLDSMOBILE DIV. OF GENERAL MOTORS Corp., 1000 Townsend St., Lansing 21, Mich., Oldsmobile cars, GM Hydra-Matic Drive, General Motors, V. C. Havens, adv. and sales promotion manager, G. C. Eldredge, assistant adv. manager. N-S. Agency: D. P. Brother & Co., Detroit.

OMAR Inc., 1910 Harney, Omaha 2, Nebr., K. B. Arrington, Advt. Mgr. Agency: MacFarland, Aveyard & Co., Chicago 1.

OMNIBOOK, New York, Magazine and Book Publishing Co. S. Agency: Schwab & Beatty, New York.

O-PEE-CHEE GUM Co., Toronto Agency: Walsh Adv., Toronto.

ORANGE CRUSH Co., Chicago, Soft Drink. S. Agency: Aubrey, Moore & Wallace, Chicago.

OSHKOSH B'GOSH, Inc., Oshkosh, Wis., Overalls and Work Clothing. C. E. Wittmack, v. p. Agency: Ruthrauff & Ryan, Inc., Chicago, Ill.

OWENS-ILLINOIS GLASS Co., Toledo, Institutional. N. Agency: J. Walter Thompson Co.

PABST SALES Co., Chicago, Pabst Blue Ribbon Beer. N. Warwick & Legler, Inc., N. Y.

PACIFIC BREWING & MALTING Co., 162 Guerrero St., San Francisco, Cal., Wiedland's beer, J. E. Knapp, president. NS. Agency: C. H. Macdonald, San Francisco.

PACIFIC COAST BORAX Co., New York. N. Agency: McCann-Erickson, N. Y.

PACIFIC GREYHOUND BUS LINES, San Francisco Agency: Beaumont & Hohman, San Francisco.

BROADCASTING • Telecasting

# WJBO

The **NEW**  
**NBC**  
**AFFILIATE**  
IN  
**BATON**  
**ROUGE**

Baton Rouge . . . with a trading area population of nearly half a million . . . center of one of the richest agricultural areas in Louisiana . . . the fastest growing city in the South in point of industrial activity and development. To cover this great market effectively your best bet is WJBO, the new NBC affiliate in Baton Rouge.

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5000 WATTS  
NBC AFFILIATE

National  
Representative:  
George P. Hollingsbery  
Company

(Continued)



# DIRECTORY OF NATIONAL AND REGIONAL ADVERTISERS

(Continued)

**DR. P. PHILLIPS CANNING Co.**, 60 W. Robinson Ave., Orlando 1, Fla., Canned and fresh citrus products, Bert Burris, adv. Agency: Thos. G. Greene Adv., Orlando, Fla.

**PHILLIPS PETROLEUM Co.**, Bartlesville, Okla., Gasoline, motor oil, W. R. Lund, adv. mgr.; O. E. Bettis, asst. S. Agency: Lambert & Feasley Inc., N. Y.

**PICTSWEET FOODS, Inc.**, Mt. Vernon, Wash., Canned & frozen foods, J. L. Brotherton, adv. mgr. N. Agency: Ruthrauff & Ryan, Seattle.

**PIERCE'S PROPRIETARIES**, 654 Washington St., Buffalo, Pierce's special vitamin formula. R. V. Pierce, vice-President. S. Agency: Duane Jones Co., N. Y.

**PILLSBURY MILLS, Metropolitan Bldg.**, Minneapolis 2, Pillsbury's Best Flour, Pancake Flour, Sno Sheen Cake Flour, Farina, R. J. Keith, adv. manager, G. F. Roberts, asst. to adv. manager. N-S. Agency: McCann-Erickson, Minneapolis, Leo Burnett Agency, Chicago.

**PILLSBURY MILLS, INC., FEED MILLS DIV.**, 211 Wilson Bldg., Clinton, Iowa, flour, M. E. Cook, advertising manager, C. F. Baker, assistant advertising manager. Radio approx.: \$7,500. S. Agency: McCann-Erickson, Chicago.

**PINAUD Inc.**, New York, Cosmetics, N. Agency: Dorland International-Pettingell & Fenton Inc.

**PINEX Co.**, 123 W. Columbia St., Fort Wayne 2, Ind., Pinex Cough Syrup, L. G. Noll, Advertising manager, John H. Noll, executive manager. S. Agency: Russell M. Seeds Co., Chicago.

**PIONEER HI-BRED CORN Co.**, 114 11th St., Des Moines 9, Ia., Nelson Urban, sales mgr. Agency: Wallace Advt. Agency, Des Moines.

**PLANTERS NUT & CHOCOLATE Co.**, Wilkes-Barre, Pennsylvania, Peanuts and Peanut Oil. N. Agencies: Raymond R. Morgan Co., Hollywood, Erwin Wasey & Co., San Francisco, Honig-Cooper Co.

**PLOUGH Inc.**, 121 S. Second St., Memphis, Penetro, St. Joseph Aspirin and family medicines, Mexana, Mufti products, Ever-ready oil, Pen-o-rub, Moroline, Black & White beauty preparations, J. E. Robertson, advertising director. Agency: Lake-Spiro-Shurman, Memphis.

**POLAR FROSTED FOODS**, 5138 Arcade Bldg., Seattle 1, Wash., Frozen foods, D. R. Wilson, dir. of sls. & adv.; H. C. James, adv. mgr. Agency: Honig-Cooper Co., Seattle.

**POLK-MILLER PRODUCTS Corp.**, Richmond, Va., Disinfectant. S. Agency: N. W. Ayer & Son, Philadelphia.

**PREMIER VACUUM CLEANER DIV., GENERAL ELECTRIC Co.**, 1734 Ivanhoe Rd., Cleveland 10, O., Premier Vacuum Cleaners, E. A. Hamata, advertising manager; C. A. Thompson, sales promotion manager. S. Agency: J. M. Hickerson, Inc., New York.

**PRIEBE & SONS**, Chicago, Poultry, Eggs. S. Agency: Goodkind, Joice & Morgan, Chicago.

**PRINCE MATCHABELLI Inc.**, New York, Perfumes. N. Agency: Morse International, N. Y.

**PROCTER & GAMBLE Co.**, Gwynne Bldg., 6th & Main Sts., Cincinnati 1, Ivory bar, Ivory Flakes, Ivory Snow, Duz, Oxydol, Camay, Spice & Span, Teel, Lava, Crisco, Drene & Draft, N. H. McElroy, vice president in charge of advertising; H. J. Morgens, manager advertising division; W. M. Ramsey, director of radio; A. N. Halverstadt, time buying. N. Agencies: H. W. Kastor & Sons Adv., N. Y.; Dancer-Fitzgerald-Sample, Chicago; Compton Adv., N. Y.; Benton & Bowles, N. Y.; The Biow Co., N. Y.; Pedlar & Ryan, N. Y.

**PRUDENTIAL LIFE INSURANCE CO. OF AMERICA**, 763 Broad St., Newark 1, N. J., life insurance, George E. Potter, vice-president, Henry M. Kennedy, supervisor, adv. and pub. Harry H. Edel, N. Agency: Benton & Bowles, N. Y.

**JOHN PUHL PRODUCTS Co.**, Chicago, Laundry Bleaches. S. Agency: Roche, Williams & Cleary, Chicago.

**PURE DRINKS**, 1011 Power Ave., Cleveland 14, Breakfast Orange, H. W. Hibbard, L. Rossow. Agency: Foster & Davics Inc., Cleveland.

**PURE FOODS Co.**, Mamaroneck, N. Y., Herb-Ox bouillon. S. Agency: J. M. Mathes Inc., N. Y.

**PURE OIL Co.**, Chicago, oil. S-N. Agency: Leo Burnett Co., Chicago.

**PUREPAC Corp.**, 511 E. 72d St., N. Y., Plemex, Baby Plemex, Lubinol mineral oil, Purepac health aids, Klingmoth insecticides, Arthur J. Kinsman, pres.; Claude S. Welton, exec. v-p; Thomas J. Mahon, asst. gen. sales mgr. and adv. dir.

**PURINA MILLS**, St. Louis, Purina Foods. N. Agency: Gardner Adv. Co., St. Louis.

**PURITY BAKERIES**, 919 N. Michigan, Chicago, Taystee bread, Grennan Cakes, Theo. R. Weber, advertising manager. Agency: Cambell-Mithun, Chicago.

**QUAKER OATS Co.**, Chicago, Ful-O-Pep cereals. N. Agencies: Ruthrauff & Ryan, N. Y.; Spitzer & Mills, Ltd., Sherman & Marquette, Inc.

**QUAKER OATS Co.**, Peterborough, Ont. Agency: Spitzer & Mills, Toronto.

**RKA RADIO PICTURES**, New York. S and N. Agency: Foote, Cone & Belding, N. Y.

**RADEBILL OIL Co.**, 1724 Chestnut St., Philadelphia 3, Pa., Renuzit French dry cleaner, Penn-Rad motor oil, James P. McIlvaine 2nd, merchandising manager; Paul G. Pfaffner, advertising manager. S. Agency: Feizenbaum, Philadelphia.

**RADIO BIBLE CLASS** (formerly Detroit Bible Class), Detroit, Religious Talks. N. Agency: Stanley G. Boynton, Detroit.

**RCA VICTOR DIVISION of Radio Corp. of America**, Front & Cooper St., Camden, N. J., records, home radios, radio phonographs, J. K. West, dir. public relations, Julius Haber, J. M. Williams, record adv. manager. N. Agency: J. Walter Thompson Co., N. Y.

**RAISIN BRAN**, New York. S. Agency: Benton & Bowles, N. Y.

**RALSTON PURINA Co.**, St. Louis, Cereals. N. Agency: Gardner Adv. Co., St. Louis.

**A. RAMSAY & SON**, Montreal, points. S. Agency: McKim Adv., Montreal.

**RAINIER BREWING Co.**, San Francisco, Rainier Beer Malt & Ale. N. Agency: Buchanan & Company, Inc.

**RAPINWAX PAPER Co.**, 150 26th Ave. S. E., Minneapolis 14, Minn., Rapinwax Household Roll, Nell E. Merrill, Director of Publicity. S. Agency: Mitchell Faust Advt., Chicago, Ill.

**RATH PACKING Co.**, Sycamore and Elm Sts., Waterloo, Ia., Complete Line of Meat Products. Byron G. Benson, advt. mgr.; F. D. Scappaugh, asst. advt. mgr. Agency: Young and Rubicam, Chicago, Ill.

**RAYMOND LABORATORIES Inc.**, 261 E. Fifth St., St. Paul 1, Minn., Rayve Creme Shampoo, Rayette Creme Permanent Wave (National), Raymond E. Lee, pres.; Albert LeDuc, advt. mgr. N. Agency: Roche, Williams and Cleary, New York.

**RAYTHEON MFG. Co.**, Newton, Mass., Electrical goods. S-N. Agency: J. M. Mathes, Inc.

**READERS DIGEST**, Pleasantville, N. Y., Magazine Readers Digest. N. Agency: BBDO.

**RED ROCK BOTTLERS**, 115 Jackson St. N. E., Atlanta, Ga., Red Rock Cola. E. M. Coleman, adv. mgr. S. Agency: R. S. Durstine Co., N. Y.

**RED STAR YEAST PRODUCTS Co.**, Milwaukee. Agency: Ivey & Ellington, New York.

**REICHHOLD CHEMICALS**, Detroit, Cosmopolitan Records. N. Agency: Grant Advertising, New York.

**WM. B. REILY & Co. Inc.**, 640 Magazine St., New Orleans 9, La., Luzianne Coffee and Tea. S. Agency: Saussy Adv. Agency, New Orleans.

**L. N. RENAULT & SONS**, Egg Harbor City, N. J., wines and champagne, William Lloyd, adv. manager. Agency: Al Paul Lefton, Philadelphia.

**RENEE PRODUCTS OF CHICAGO**, Chicago. S. Agency: Rocklin Irving and Association, Chicago.

**RENOIR PARFUMS**, New York, Chichi and My Alibi perfumes. S. Agency: Abbott Kimball Co., N. Y.

**RENSIE WATCH Co.**, New York, Watches. N. Agency: Weiss & Geller, N. Y.

**REPUBLIC PICTURES Corp.**, Hollywood, moving pictures. S. Agency: Donahue & Coe, N. Y.

**REPUBLIC STEEL Corp.**, Cleveland. Agency: Meldrum & Fawcett, Cleveland.

**REVERE COPPER & BRASS Inc.**, New York, Institutional. N. Agency: St. Georges & Keyes, N. Y.

**REYNOLDS INTERNATIONAL PEN Co.**, Chicago. Agency: MacFarland, Aveyard, Chicago.

**REYNOLDS, R. J. TOBACCO Co.**, Winston-Salem, N. C., Camel cigarettes. N. Agency: William Esty & Co.

**H. U. RHODIUS**, 107 Burr Rd., Box 828, San Antonio. 6, Perfumes. S. Radio approx.: \$10,000 to \$30,000. Agency: Shaffer, Brennan, Margulis Adv. Co., St. Louis 1.

**RICHARDS INSURANCE Co.**, Los Angeles, Life Insurance. S. Agency: Dean Simmons adv., Hollywood.

**RICHFIELD OIL CORP. OF N. Y.**, 19 W. 50th St., New York, Richfield gasolines, Richfield and Richlube oils, Ben N. Pollack, Sales prom. mgr. N. Agency: Walter Weir & Co., Hixson-O'Donnell, N. Y.

**JACOB RIES BOTTLING WORKS, Inc.**, 112 West Third St., Shakopee, Minn., Rock Spring sparkling water, William Ries, president. S. Agency: Erwin, Wasey & Co., Minneapolis.

**RINGLING BROS., BARNUM & BAILEY CIRCUS**, Sarasota, Fla., Circus. S. Agency: Robert Seidel Adv., N. Y.

**RIT PRODUCTS Corp.**, 1401 W. Jackson Blvd., Chicago 7, P. N. Schatz, vice-president; Wm. A. Schroeder, Jr., exec. vice-president, Dyes. S. Agency: Earle Ludgin & Co., Chicago.

**HAROLD F. RITCHIE & Co.**, Toronto, Dipfoam cleanser. S. Agency: Tandy Adv. Agency, Toronto.

**RITE-WAY PRODUCTS Co.**, 1241-1249 Belmont Ave., Chicago 13, Ill., Milking machines, electric water heaters, cream separators, F. W. Knight, manager of sales promotion and advertising. S. Agency: Klaus Van Pietersom, Milwaukee.

**ROBIN HOOD FLOUR MILLS**, Montreal. Agency: Young & Rubicam, Toronto.

**ROCKWOOD & Co.**, Brooklyn, Chocolate Bits. S. Agency: Federal Adv., N. Y.

**ROMA WINE Co.**, 582 Market St., San Francisco 4, Cal., wines, champagne, H. G. Serlis, vice-president. Radio approx.: \$1,000-000. N-S. Agency: Biow, San Francisco.

**ROMAN CLEANSER Co.**, 2700 E. McNichols Rd., Detroit 12, Mich., Roman Cleanser, Romay, Romite. Agency: Gleason Advt., Detroit.

**RONSON ART METAL WORKS**, Newark, lighters. N. Agency: Cecil & Presbury, New York.

**HOTEL ROOSEVELT**, Madison Ave. at 45th St., N. Y., Alma B. Kieft, adv. mgr. Radio approx.: \$2,000 S. Agency: Kelly-Nason, N. Y.

**ROSEFIELD PACKING Co. Ltd.**, 1916 Webster St., Alameda, Cal., Skippy peanut butter, J. M. Rosefield, sales and adv. manager. S. Agency: Garfield & Guild, San Francisco.

**MORRIS ROSENBERG Co.**, Los Angeles, Rose vacuum-packed nuts. S. Agency: The Mayers Co., Los Angeles.

**ROYAL TOBACCO Corp.**, New York, Lion Cigarettes. S. Agency: Lawrence C. Gumbinner adv., N. Y.

**ROYAL TYPEWRITER Co.**, 2 Park Ave., New York 16, typewriters, Ellis G. Bishop, adv. manager. Agency: Young & Rubicam, N. Y.

**RUBSAM AND HORMANN BREWING Co.**, 191 Canal St., Staten Island 1, N. Y., R & H Staten Island Beer and Ale; Edward H. Acres, advt. mgr. Half-hour dramatic show once weekly over local station. Appropriation: \$150,000. Agency: Paris & Peart, New York.

**RUM & MAPLE TOBACCO Corp.**, New York, Tobacco. S. Agency: Al Paul Lefton Co., N. Y.

**RUSSELL-MILLER MILLING Co.**, Midland Bank Bldg., Minneapolis 1, Minn., Occident flour, American Beauty flour, D. W. Moore, merchandising manager; J. F. Near, advertising manager. S. Agency: Campbell-Mithun Inc., Minneapolis.

**SOS Co.**, Chicago, Kitchenware cleanser. S.

**In Buffalo**

**WEBR**  
is a habit!

**1340 KC** Photo by Baxtresser

Yes—you'll find it's a habit for Buffalonians to swing their dials to 1340 for such programs as "Hi-Teen Time"—"The Outdoorsman"—"Queen City Cinderella"—Van Patrick's Play-by-Play Broadcasts Melody Men and many, many other "home-folks" programs. That's why you're SURE to talk to Buffalo through WEBR and WEBR-FM WEED & CO.—National Representatives

**S**

**S AND W FINE FOODS, Inc.**, San Francisco, Food and Coffee. N. Agency: Brischner, Van Norden & Staff.

**SAF-KIL Co.**, Benton Harbor, Mich., rat bait, roach powder, M. A. Dean, president. Radio approx.: \$25,000. S. Agency: O'Neil, Larson & McMahon, Chicago.

**SAFEWAY STORES**, Oakland, Calif., grocery chain. N. Agency: Foote, Cone & Belding, J. Walter Thompson Co., McCann-Erickson, Ruthrauff & Ryan, all West Coast.

**ST. AUGUSTINE AND ST. JOHNS COUNTY CHAMBER OF COMMERCE**, Saint Augustine, Florida, Community Advertising. S. Agency: Newman, Lynde & Assoc., Jacksonville, Fla.

**ST. LOUIS INDEPENDENT PACKING Co.**, 824 Vandeventer Ave., St. Louis, Mayrose meat products, E. Rutstein, adv. mgr. S. Agency: Gardner Adv. Co., St. Louis.

**ST. LAWRENCE STARCH Co.**, Port Credit, Ont., Beehive products. N. Agency: McConnell Eastman & Co., Toronto.

**SALES BUILDERS Inc.**, Los Angeles, Max Factor Cosmetics. N. Agency: Smith & Drum.

**DR. SALSBUURY'S Labs.**, Charles City, Ia., Ren-O-Sol, Ari-tab, H. G. Bos, C. E. Teeter, radio executives. S. Agency: E. W. Winter Adv. Agency, Des Moines.

**SAND SPRINGS CROP.**, Williamstown, Mass., Carbonated beverages, A. E. Spencer, general manager.



UNION STARCH & REFINING Co., Third and Washington Sts., Columbus, Ind., Penant brand table syrups, E. C. Fisher, advertising manager.

UNITED ARTISTS, moving pictures. S. Agency: Buchanan & Co., N. Y.

UNITED DRUG Co., Boston, Drugs. S-N. Agency: N. W. Ayer & Son, N. Y.

UNITED FRUIT Co., New York, Fruit. S. Agency: BBDO, N. Y.

UNITED FRUIT Co., San Francisco, Fruit. S. Agency: BBDO, San Francisco.

UNITED-REXALL DRUG Co., 314 W. 6th St., Los Angeles, Drugstores. T. H. Lane, dir. of sales & advt., N. Radio Approp.: \$1,700,000. Agencies: BBDO, N. W. Ayer & Son, Inc., Los Angeles.

U. S. RUBBER Co., New York, All Products. N. Agency: Campbell-Ewald Co., Inc., N. Y.

UNITED STATES ARMY, Washington, D. C., Recruiting Drive. N. Agency: N. W. Ayer & Co.

UNITED STATES RUBBER Co., New York, Agency: Campbell-Ewald Co., New York, N. Y.

UNITED STATES STEEL Corp., New York, Steel. N. Agency: BBDO, N. Y.

UNITED WALLPAPER, Inc., Chicago (Varlon Division). Agency: Foote, Cone & Belding, Chicago.

UNIVERSAL MATCH CORP., 1601 Locust St., St. Louis, John Feinstein, adv. mgr. Agency: Westheimer & Co., St. Louis.

UTILITIES ENGINEERING CO. AND WAYNE SCHOOL OF PRACTICAL NURSING, 1314 W. Belden Ave., Chicago, Ill., E. S. Hodgdon, Advt. Dept., For Utilities: Home study courses in Refrigeration, Air Conditioning, Auto Body Fender Work For Wayne School; Practical Nursing. Agency: First United Broadcasters, Chicago.

## V

VEGETABLE PRODUCTS Co., 480 E. Main St., Rochester 1, N. Y., Vivo-Ta Superior Wheat Germ, Claire Lucille Specht, owner. S.

VELLO PRODUCTS, Lyndonville, Vt., Vello, John L. Norris, Jr., treasurer. S. Agency: Badger & Browning, Boston.

VELMONT OF CANADA, Windsor, Ont. (Anacin). Agency: Young & Rubicam, Toronto.

VESS BEVERAGE Co., 2925 Locust Blvd., St. Louis, Whistle, Vess Cola, Bubble Up, L. C. Crook, adv. mgr. S. Agency: Padco, Inc., St. Louis.

VETERAN FOODS, Inc., 1 Flint St., Rochester 3, N. Y., Veteran Coffee, Birds Eye Frosted Foods (both local station accts.), H. D. Roselius, pres. Appropriation: \$5,000. Agency: Hart, Conway Co., Rochester.

VICK CHEMICAL Co., 122 E. 42nd St., New York 17, Vick Products, C. H. DuClos, adv. mgr. S. Radio approp.: \$150,000. Agency: Morse International, N. Y.

VICK CHEMICAL Co., Toronto, Cough Drops. S. Agency: Morse International, N. Y.

THE VIOBIN Corp., 226 W. Livingston, Monticello, Ill., Rex Wheat Germ Oil, James Shipley, advertising manager. N-S. Agency: F. L. Borton Adv., Monticello, Ill.

VOICE OF PROPHECY, Inc. (Seventh Day Adventist Church Radio Commission), Washington 12, D. C., Religious talks and music, Free Radio Bible Correspondence Course, Paul Wickman, secy., Radio Commission; H. H. Hicks, genl. mgr.; D. A. Delafield, promotion mgr. N & S. Agencies: U.S.A.: Geo. C. Hoskin Associates, Chicago; Jack Parker and Assoc., Hollywood, Foreign: Pan American Broadcasting Co.

## W

W. B. ASSOCIATES, New York, Softol cuticle sets. S. Agency: Slans & Maury, N. Y.

WAIT-CAHILL Co., 320-350 E. Cerro Gordo St., Decatur 7, Ill., Wait's Green Mountain Cough Syrup, Wait's G-M Lintiment, Jack W. Wait, S. Agency: Wade Adv., Chicago.

WALGREEN DRUG Co., Chicago, Drugs. S. Agency: Schwimmer & Scott.

WALKER'S AUXTEX CHILI Co., 310 San Antonio, Austin 1, Tex., Mexene Chili powder seasoning, J. T. Huxley, sales manager; H. B. Smith, assistant sales

manager. S. Agency: Crook Adv. Agency, Dallas.

WALTHAM WATCH Co., New York, Watches. N. Agency: Don McClure, television dir. N. W. Ayer & Son, N. Y.; H. B. Humphrey Co., Boston.

WANDER Company, Chicago, Ovaltine. N. Agencies: Ruthrauff & Ryan, Chicago, Hill Blackett & Co.

WARD BAKING Co., New York, Bread & Cake. N. Agency: J. Walter Thompson Co., N. Y.

WARNER BROS. PICTURES, New York, moving pictures, S. Agency: Blaine-Thompson Co., New York.

G. WASHINGTON COFFEE REFINING Co., Morris Plains, N. J. S. Agency: Ruthrauff & Ryan, N. Y.

WASHINGTON COOPERATIVE EGG & POULTRY Assoc., Seattle, Eggs & Poultry, Lynden Foods. N. Agency: Pacific National Adv. Agency, Seattle.

WASHINGTON COOPERATIVE FARMERS Assoc., 201 Elliott Ave., W. Seattle 99, Lynden brand canned poultry. T. N. Tracy, adv. mgr. N & S. Radio approp.: \$6,000. Agency: Pacific Natl. Adv. Agency, Seattle.

WASHINGTON STATE APPLE Commission, Wenatchee, Apples. N. Agency: J. Walter Thompson.

L. E. WATERMAN Co., 344 Hudson St., New York 13, Fountain Pens, Pencils and Ink. F. D. Waterman, president. N. Agency: Charles Dallas Reach Co.

WELCH GRAPE JUICE Co., 55 Fifth Ave., New York, B. Jacobson, assistant to president; E. D. Swann, N. Agencies: Buchanan & Co., N. Y.; H. W. Kastor & Sons.

WENE CHICK FARMS, WENE POULTRY LABS., Vineland, N. J., baby chicks, poultry vaccines, Arthur J. Scholz, adv. mgr. S. Agency: Shaffer, Brennan, Margulis, St. Louis.

H. WENZEL TENT & DUCK Co., St. Louis, Agency: Simmonds & Simmonds, Chicago.

WESLEY RADIO LEAGUE, Religious Talks. N. Agency: Stanley G. Boynton, Detroit.

WEST COAST SOAP Co., Oakland, Cal., Powow Cleanser. N. Agency: Brisacher, Van Norden & Staff, San Francisco.

WESTERN AUTO SUPPLY Co., 1100 S. Grand Ave., Los Angeles 15, Cal., automotive, general merchandise, Harry Press, advertising manager. S-N. Agencies: Arthur W. Stowe, Los Angeles; Bruce B. Brewer & Co., L. A.

WESTERN NEW YORK MOTOR LINES, Inc., Terminal Bldg., Batavia, New York, Blue Bus Lines, L. N. Schultz, president. S. Radio approp.: \$500. Agency: Hart-Conway Co., Inc., Rochester.

WESTERN STATIONERY Co., 110 E. Sixth, Topeka, Kan., stationery, novelties, F. E. Lindsey, manager. Radio Approp.: \$50,000. S. Agency: Shaffer, Brennan, Margulis Adv. Co., St. Louis.

WESTERN STOVE Co., Culver City, Cal. (Institutional), deluxe six-burner gas range. S. Agency: Mays & Bennett Adv., Los Angeles.

WESTINGHOUSE ELECTRIC Corp., Pittsburgh, Pa., Electrical goods. N. Agency: McCann-Erickson, Inc., N. Y.

WETALENE LAB., 784 E. First Ave., Columbus 8, O., household cleaner, W. J. Mangold, pres. S. Agency: Beyer & Bowman, Columbus.

WHITE LABS., Toronto, Feenamint. S. Agency: Baker Adv. Agency, Toronto.

THE S. S. WHITE DENTAL MFG. Co., 211 S. Twelfth St., Philadelphia 5, Pa., Oraline tooth paste and powder and mouth wash, H. P. Prager, advertising manager; C. H. Waterbury, sales manager (mouth specialties). N, S. Agency: Clements Co., Philadelphia.

WHITEHALL PHARMACAL Co., 22 E. 40th St., New York 16, Anacin and Hill's cold tablets, Heet, Bisodol & Kolynos Toothpaste. R. G. Rettig, adv. mgr.; F. Haas, media dir. S. Agency: Various.

WHITEHALL PHARMACAL Co. (Canada), Walkerville, Ont. Agency: Young & Rubicam, Toronto.

WILCO Co., Los Angeles, Clearax, Biff. S. Agency: Elwood J. Robinson Adv., Los Angeles.

WILCOX-GAY Corp., 605 Seminary St., Charlotte, Mich., Recordio, W. L. Hase-meier, vice president. Agency: Cramer-Krasselt, Milwaukee.

WILDROOT Co., Buffalo, Hair tonic, N. Agency: BBDO, N. Y.

JOHN C. WINSTON Co., 1006 Arch St., Ave., N. E., Wash. 2, D. C., coffee, tea, John H. Wilkins, Jr., vice president. Radio approp.: \$40,000. N-S. Agency: Lewis Edwin Ryan, Washington.

OSCAR H. WILL & Co., 322-324 4th St., Bismarck, N. D., Field, garden, nursery seed and greenhouse merchandise, George F. Will, S.

WILLARD TABLET Co., Chicago (proprietary). S. Agency: First United Broadcasters, Chicago.

THE WILLIAMS Co., 321 S. Union St., Kokomo, Ind., Bouffont cleaning preparation, L. O. Williams, president. Agency: Caldwell Baker Co., Indianapolis.

AL WILLIAMS HEALTH SYSTEMS, Los Angeles, Physical Culture. S. Agency: Western Adv. Agency, Los Angeles.

THE J. B. WILLIAMS Co., Glastonbury, Conn., Glider Shaving Cream, Aqua Velva, C. S. Campbell, advt. mgr. Appropriation: \$385,000. N-S. Agency: J. Walter Thompson Co., N. Y.

WILLIAMSON CANDY Co., Chicago, O'Henry candy bars. N. Agency: Aubrey, Moore & Wallace, Chicago.

WILMINGTON FISH CANNERS Assn., Terminal Island, Cal., canned fish. S. Agency: Allied Adv. Agencies, Los Angeles.

WILSON SPORTING GOODS Co., Chicago, Sporting Goods. N. U. S. Advertising, Chicago.

WILLIAM WISE & Co., New York, Books. N. Agency: Huber Hoge & Sons, N. Y.

WILSHIRE OIL Co., Los Angeles, Motor Oil. N. Agency: Dan B. Miner Co., Los Angeles.

JOHN C. WINSTON Co., 1006 Arch St., Philadelphia 7, Pa., Books, Jean H. Breiz, advertising manager. Agency: Schwab & Beatty, N. Y.

WOOL NOVELTY Co., New York, Wool-foam S. Agency: Redfield-Johnstone, N. Y.

WM. WRIGLEY JR. Co., 410 North Michigan Ave., Chicago 11, Chewing gum, H. L. Webster, advertising manager. Radio Approp.: Over \$3,000,000. N. Agencies: Ruthrauff & Ryan, Chicago; Arthur Meyerhoff & Co., Chicago; J. Walter Thompson.

WURLITZER Co., Chicago, Musical Instruments. N. Agency: Schwimmer & Scott, Chicago.

## XYZ

XZIT SOOT ERADICATOR, Los Angeles, soot eradicator, S and N. Agency: Steller-Millar-Ebberts Adv., Los Angeles.

YAGER LINIMENT Co., Baltimore, liniment. S. Agency: Harvey-Massengale Co., Durham, N. C.

YELLOW CAB Co., San Francisco, Cab Service. N. Agency: Rhoades & Davis.

YORK KNITTING MILLS, Toronto, N. Agency: Cockfield, Brown and Co., Toronto.

YOUNG PEOPLE'S CHURCH OF THE AIR, Religious Talks. N. Agencies: R. H. Alber Co., Los Angeles, Cal.; Erwin, Wasey & Co., N. Y.

W. F. YOUNG, Inc., Springfield, Mass., Absorbine Jr. Liniment. S. Agency: J. Walter Thompson, N. Y.

ZCMI, Salt Lake City, America's first department store. S.

ZERBST PHARMACAL Co., 2101 Messanie St., St. Joseph 28, Mo., Zerbst capsules, Choloryne cough syrup, E. A. Zerbst, president. Radio Approp.: \$3,500 to \$5,000. S. Agency: Potts-Turnbull, Kansas City.

ZONITE PRODUCTS Corp., Larvex division, also subsidiary, A. C. Barnes Co., Argylol and Ovoferin, Forhan's Toothpaste. N. Agency: Erwin, Wasey & Co., N. Y.

ZUKOR'S, Inc., Los Angeles, Women's Dresses. N. Agency: John Barnes & Associates.

**MUTUAL**

**WRGA**

AND

**WRGA-FM**

**ROME, GEORGIA**

*Application pending for*

**5000 WATTS**

**FULL TIME**

**HAPPY QUARLES, MANAGER**

**UNITED PRESS**



# Directory of ADVERTISING AGENCIES HANDLING RADIO ACCOUNTS

With Executive Radio Personnel and Radio Accounts

N—Network  
S—Spot

## A

**ACCURATE ADVERTISING AGENCY**  
9 W. 40th St., New York 24  
Tel.: Circle 7-3880  
Radio Dept.: R. E. Gabel, radio director, time-buyer; P. Weatherly, account executive.  
Radio Accounts: Marlon Confections Co. (S); Gold Medal Candy Corp. (S); Bonomo Culture Institute (S).

**ACE PRODUCTIONS**  
420 Market St., San Francisco 11  
Tel.: Sutter 1128  
Radio Dept.: Graham Gladwin, radio director, time-buyer.  
Radio Accounts: Les Vogel Automobiles; Fred Benioff; Mar-Bud Foods; Ida's Plantations; Pastenes; Ruth Ashbrook; Governor Grill; Dermic Labs; Pacific Coast Brands.

**WILLIAM HART ADLER INC.**  
720 N. Michigan Ave., Chicago 11  
Tel.: Whitehall 5210  
Radio Dept.: Aron Adler, radio director.  
Radio Accounts: Automatic Burner Corp.; Stickley Bros.; Book Shop of the Air.

**ADVERTISING BUSINESS AGENCY**  
1213 Throckmorton St., Fort Worth 2, Tex.  
Tel.: 3-4473  
Radio Dept.: Thomas L. Yates, general manager.  
Radio Accounts: Universal Mills; Haltom's Jewelers; Trinity State Bank.

**ADVERTISING INC.**  
Central Nat'l. Bank Bldg., Richmond 19, Va.  
Tel.: 3-2809  
Radio Dept.: J. Lynn Miller; Alicia G. Smithers.  
Radio Accounts: Virginia Electric & Power Co. (S); Richmond, Fredericksburg & Potomac Railroad (S); War Assets Administration, Richmond Regional Division (S).

**ADVERTISING INC. OF WASHINGTON**  
923 F St. N.W., Washington 4, D. C.  
Tel.: Republic 3447  
Radio Dept.: Henry Liebshutz, president; King Pedlar, vice-president in charge of radio; Charles Isbell, vice-president in charge of production; Mort Carvey.

**ADVERTISING SERVICE AGENCY**  
18 Broad St., Charleston 3, S. C.  
Tel.: 3-1129  
Radio Dept.: M. Bishop Alexander, radio director.  
Radio Accounts: The Beach Co.; Worth Agency, Magnolia Gardens.

**ADVERTISING TRADE SERVICE**  
303 Fifth Ave., New York 16  
Tel.: Murray Hill 4-3800  
Radio Dept.: Ralph B. Halley, radio director, time-buyer.

**AGENCY SERVICE CORP.**  
66 E. South Water St., Chicago 1  
Tel.: Central 5255  
Radio Dept.: Earl E. Sproul, president; A. L. Gale, A. C. Houser, vice presidents, account executives.  
Radio Accounts: Chicago Motor Club.

**AGRICULTURAL ADVERTISING & RESEARCH**  
Agriculture Research Bldg., Ithaca, N. Y.  
Tel.: 451  
Radio Dept.: Leland F. Hamrick, radio director, account executive; John B. Babcock, account executive.  
Albany, N. Y.—240 State St. Tel.: 5-4934. William W. Tyler, manager.  
New York 19—29 W. 37th St. Tel.: Plaza 3-8708. C. L. Reisinger, manager.  
Radio Accounts: Cooperative G. L. F. Exchange (S); Dairymen's League Cooperative Assn. (S); Southern States Cooperative (S).

**THE AITKIN-KYNETT CO.**  
1400 S. Penn Square, Philadelphia 2  
Tel.: Rittenhouse 6-7810  
Radio Dept.: D. B. Langan, radio director; E. M. Gretz, time-buyer.  
Radio Accounts: Phillips Packing Co. Inc. (S); Stephano Bros (S); Felton, Sibley & Co. (S); H. C. Derby Co. (S); Corkran, Hill & Co. (S); R. M. Hollingshead Corp. (S).

**R. H. ALBER CO.**  
1151 S. Broadway, Los Angeles 15  
Tel.: Prospect 3331  
Radio Dept.: R. H. Alber, radio director; Pauline Hagen, time-buyer.

**ALLEN, HEATON & McDONALD INC.**  
617 Vine St., Cincinnati 2  
Tel.: Cherry 3414  
Radio Dept.: Douglas M. Allen, president

**ALLEN & REYNOLDS**  
Insurance Bldg., Omaha 2  
Tel.: Atlantic 4445  
Radio Dept.: Earl Allen, M. H. Reynolds, Karl Joens, Robert Reynolds, account executives.

**ALLERS-JANSEN CO.**  
Bar Bldg., White Plains, N. Y.  
Tel.: 278-1100  
Radio Dept.: George C. Allers and Arthur L. Jansen, partners.

**ALLEY & RICHARDS CO.**  
370 Lexington Ave., New York 17  
Tel.: Lexington 2-3020  
Radio Dept.: Robert I. Garver, radio director; H. M. Billerbeck, director of timebuying; Violet Hummler, Grace Kipp, timebuyers; Charles A. Holcomb, Richard Reynolds, account executives.  
Boston 14—Stotler Bldg. Tel.: Hubbard 8850.  
Jeanne Ambuter, radio director; Robert H. Jones, account executive.  
Radio Accounts: R. C. Williams & Co. Inc. (S); Allen V. Smith & Co. Inc. (S); Glenwood Range Co. (S); Adams & Swett (S); Boston Consolidated Gas Co. (S); Peter Handerson & Co. (S).

**ALLIED ADVERTISING AGENCIES**  
167 S. Vermont Ave., Los Angeles 4  
Tel.: Drexel 7331  
Radio Dept.: William Welsh, radio director; Shirley Peron, time-buyer; Billy Hunter, Jack Gregory, Jack Abrams, Frank Russell Jr., Lou Sterling, account executives.  
San Francisco 3—Hearst Bldg. Tel.: Douglas 7018. Vic Ueberroth, manager.  
Seattle 1—Henry Bldg. Tel.: Elliot 0936. Dean Routh, manager.

**Radio Accounts: Los Angeles Examiner (S); J. J. Newberry (S); Central Chevrolet (S); Star Stores (S); West Pico Furniture (S); Gilmore Stadium (S); Dr. F. E. Campbell (S); Trinal Labs (S); Zuni Sales (S); Seal-Cote (S); San Francisco Chronicle (S); Bayshore Stadium (S); E. W. Taylor (S); Calif. Music House (S); Blumenfeld Theatres (S); Richey's (S); Arden Farms (S); Seattle Radio Supply (S); Hamerick-Evergreen Theatre (S); Inglewood Country Club (S); Bahemian Cafes (S); Wash. State Grange (S); Trianon Ballroom (S); Franklin Apparel (S); Sullivan Florists (S); Flamingo Sales (S).**

**ALTOMARI ADV. AGENCY INC.**  
20 Vesey St., New York 7  
Tel.: Cortland 7-1819  
Radio Dept.: Leonard S. Morvay Jr., radio director, account executive; Michael Altomari, account executive.

**AMBRO ADVERTISING AGENCY**  
Dows Bldg., Cedar Rapids  
Tel.: 4139  
Radio Dept.: H. J. Rowe, A. O. Ambroz, Jean H. Horris, account executives.

**ANDERSON, DAVIS & PLATTE INC.**  
50 Rockefeller Plaza, New York 20  
Tel.: Columbus 5-4868  
Radio Dept.: Vera J. Muenzer, time-buyer; C. K. Elliott, H. A. Thompson, account executives; Karl Knipe, television director, account executive.  
Radio Accounts: F. Schumacher & Co. (S).

**MERRILL ANDERSON CO.**  
142 E. 39th St., New York 16  
Tel.: Murray Hill 5-3045  
Radio Dept.: George Piggott, Edward S. Johnson Jr., timebuyers; Gertrude Conway, Merrill Anderson, account executives.  
Radio Accounts: Syracuse Trust Co. (S); Onondaga County Savings Bank (S); National Bank of Commerce (S); First Nat'l. Bank of Glens Falls, N. Y. (S).

**ANFENGER ADV. AGENCY INC.**  
1706 Olive St., St. Louis 3  
Tel.: Chestnut 6380  
Radio Dept.: Vernon L. Morelock, radio & television director; Lynn Westbury Brown, Jean Gose, account executives.  
television director Ray D. Williams, Lynn Westbury Brown, Jean Gose, account executives.  
New Orleans 12—Canal Bldg. Tel.: Raymond 0845. Walter Winius, radio director.  
Radio Accounts: American Packing Co. (S); F. Burkhardt Mfg. Co (S); Emerson Electric Mfg. Co. (S); Bubble-Up Corp. (S); Boatman's Nat'l. Bank (S); Detergent Corp. of America (S); Jackson Brewing Co. (S); Missouri State Chiropractor's Assn. (S); Franklin Co. (S).

**CLAUDE ANIOL & ASSOC.**  
Transit Tower Bldg., San Antonio 5  
Tel.: Fannin 9148  
Radio Dept.: Claude Aniol, president, radio director.

**JOHN FALKNER ARNDT & CO.**  
123 S. Broad St., Philadelphia 9  
Tel.: Pennypacker 3340  
Radio Dept.: J. Robert Mendte, vice-president.  
Radio Accounts: Wilson Line; Riverview Beach Park; Joseph M. Patterson Co.; Edward J. MacAlear Co.

**THE ARTWIL CO.**  
22 W. 48th St., New York 19  
Tel.: Medallion 3-0813  
Radio Dept.: Arthur Bandman, account executive.  
Radio Accounts: Yorkville Paper Co. Inc. (S); Long Island Jewelry Co. (S); Herald Publishing Co. (S).

**ASSOCIATED ADVERTISING AGENCY**  
Dixie Terminal Bldg., Cincinnati 2  
Tel.: Main 5784  
Radio Dept.: Sam Malcolm Levy, president in charge of radio and television.  
Radio Accounts: Hotel Gibson (S).

**ASSOCIATED ADVERTISING AGENCY**  
1151 S. Broadway, Los Angeles 15  
Tel.: Richmond 6218  
Radio Dept.: P. O. Narveson, president, J. Eugene Ballantyne, radio director.  
Radio Accounts: Olson Baking Company (S); Utter-McKinley Mortuaries (S); Hollywood Tunesmiths (S); Lifetime Corporation (S).

**ASSOCIATED BROADCASTING CO.**  
817 E. 92nd St., Chicago 19  
Tel.: Triangle 2244  
Radio Dept.: Frank J. Kovach, radio director; Bertha R. Kovach, Stephen L. Segedy, script writers.

**ATHERTON & CURRIER INC.**  
420 Lexington Ave., New York 17  
Tel.: Mohawk 4-8795  
Radio Dept.: John P. Atherton, radio director; W. T. Tiaman, time-buyer.  
Toronto, Ont.—100 W. Adelaide St. O. F. Burkhardt, manager.  
Radio Accounts: Potter Drug & Chemical Corp. (S); J. C. E. Inc. (S); Scott & Bawne (S); County Perfumery Co. (S).

**ATHERTON & GRESHAM**  
6000 Sunset Blvd., Los Angeles 28  
Tel.: Hollywood 7151  
Radio Dept.: Sanford Woolf, radio director; Dick Fishell, account executive. Andreas Atherton, M. H. Gresham, partners.  
Radio Accounts: Deacons (S); Crib Driver Service (S); Aladdin Recordings (S); Michael Todd Productions (S); Amos Carr Photographers (S); Campus Theatres (S); Vita Squash Growers (S); Million Dollar Theatre (S); Honest John Used Cars (S); C. L. Merrill Co. (S); Motel Supplies Inc. (S); Excella Mfg. Co. (S); Weaver Jackson (S); La Nacion Newspaper (S); David Jones Radios (S); Modern Realty Assoc. (S).

**R. EMMET ATKINSON ADV. AGENCY**  
Parkway Bldg., Pasadena 1  
Tel.: Sycamore 2-1131  
Radio Dept.: Bob Atkinson, radio and television director; Marion Lee, chief time-buyer; Marshall Farnum, Betty Bliss, Norma Johns, Don Ward, account executives; Bob Williams, continuity department; Claire Bernstein, Edith Graves, production.  
Radio Accounts: National Soap; Pierre's; Zymolac-Zymogel; Marc Ezra Co.; Gregory's Jewelers; Hairdew; Vitamalt; Neoform; Ryan School.

**AUBREY, MOORE & WALLACE INC.**  
230 N. Michigan Ave., Chicago  
Tel.: Randolph 0830  
Radio Dept.: Jack North, radio director.  
Radio Accounts: International Harvester Co. (S); Williamson Candy Co., Oh Henry Bar (N); Orange Crush (S); McIlhenny Co., Tabasco (S); McKenzie Pancake Flour (S); Old Colony Beverages (S); Dubuque Packing Co., Tempt (S); Kelling Nut Co., Double K Nuts (S); Sealy Inc. (S).

**J. J. AUERBACH CO.**  
103 Park Ave., New York 17  
Tel.: Lexington 2-9660  
Radio Dept.: J. J. Auerbach, radio head.  
Radio Accounts: Le Ruban Bleu (S); Brussels Restaurant (S); Theodore's Restaurant (S); Champs-Elysees (S); Divan Parisien (S).

**AVERY-NOLAN CO.**  
617 Montgomery St., San Francisco 11  
Tel.: Yukon 6-0181.  
Radio Dept.: Norbert N. Nolan, radio director; Earl Avery.

**N. W. AYER & SON INC.**  
30 Rockefeller Plaza, New York 20  
Tel.: Circle 6-0200  
Radio Dept.: H. L. McClinton, vice-president in charge of radio; Robert Collins, manager; James E. Hanna, radio plans; T. J. McDermott, business manager; John W. Purves, Richard S. Bunbury, Paul F. Klizenberger, timebuyers; Joseph R. Stauffer, manager radio production; Marge Kerr, talent; Philip A. Young, copy chief; Wauhillauf LeHay, publicity; G. D. Gudebrod, films; Don McClure, director of television.  
Boston 16—Stotler Office Bldg. Tel.: Hubbard 4970.  
Chicago 3—135 La Salle St. Tel.: Randolph 3456.  
Detroit 16—Penobscot Bldg. Tel.: Randolph 3800.  
Hollywood 28—Toft Bldg. Tel.: Hempstead 4871.  
Philadelphia 6—West Washington Sq. Tel.: Lombard 3-0100.  
San Francisco 4—235 Montgomery St. Tel.: Sutter 2534.  
London S. W. 1, England—39 St. James St. Tel.: Regent 3445.

Honolulu 16, Hawaii—Dillingham Bldg.  
Radio Accounts: Admiral Farragut Naval Camp (S); The Atlantic Co. (S); The Bell Telephone System (N); Chesapeake and Potomac Telephone Co. (S); Chrysler Corp. (S); Plymouth Division, Chrysler Corp. (S); Citecut Club Co. (S); The Detroit and Ebling Creameries (S); Electric Companies Advertising Program (N); Hawaiian Pineapple Co. Ltd. (S); Dr. Hess & Clark Inc. (S); Charles E. Hires Co. (N); Illinois Bell Telephone Co. (S); Johnson & Johnson (S); The Kellogg Co. (S); Kentucky Dairies (S); Kerr Chickeries Inc. (S); Michigan Bell Telephone Co. (S); The Philadelphia National League Baseball Club (S); Sheffield Farms Co. Inc. (S); Supplee Wills Jones Milk Co. (S); United Air Lines (S); United Rexall Drug Co. (N); United States Army Recruiting Service (N-S).  
Television Accounts: The Atlantic Refining Co.; Goodyear Tire & Rubber Co.; Waltham Watch Co.

## B

**BADGER & BROWNING & HERSEY INC.**  
30 Rockefeller Plaza, New York 20  
Tel.: Circle 7-3720  
Radio Dept.: J. D. Knop Jr., Genevieve Schubert, Marie H. Missing, Jack Wilcher, William Doty Eduarde.  
Radio Accounts: Amercian Chiclé Co. (S); Denver Chemical Mfg. Co., Inc. (S); Wilbur-Schard Chocolate Co. Inc. (S).

**S. C. BAER CO.**  
Times-Star Bldg., Cincinnati 2  
Tel.: Parkway 0409  
Radio Dept.: S. Schindler.

**BALDWIN, BOWERS & STRACHAN INC.**  
374 Delaware Ave., Buffalo 2  
Tel.: Washington 6854  
Radio Dept.: Everett L. Thompson, radio director; James E. Corbett, Joseph H. Raddar, Jean E. Schantz, radio producers.  
Radio Accounts: Maritime Milling Co. (S); Iroquois Beverage Corp. (S); S. M. Fickinger Co. (S); General Ice Cream Corp. (S); O'Rourke Baking Co. (S); Ettoh Products Inc. (S); First Federal Savings & Loan Assn. (S); International Railway Co. (S); Jas. Strauss Co. Inc. (S); Sears Roebuck & Co. (S); Colonial Preserves (S); Thomas Products Inc. (S); Hambleton Terminal Corp. (S); Kabler and Miller (S); Prechtel Optical Co. (S); Jafco Marine Sales (S).

**BARNES ADVERTISING AGENCY**  
312 E. Wisconsin Ave., Milwaukee 2  
Tel.: Daly 2393  
Radio Dept.: Margaret M. Millman, time-buyer; Kenneth Goelzer, account executive, copy-writer.  
Radio Accounts: Mrs. Karl's Bakeries; Wisconsin's Ice and Coal Co. (S); John Graf Co. (S); Pate Oil Co. (S).

**BARNES-CHASE CO.**  
530 Broadway, San Diego 1  
Tel.: Franklin 7771  
Radio Dept.: Ted Burrell, radio director; Mark Moore, Norman Foster, Mortimer Posner, Robert Fling, account executives.  
Los Angeles—1121 South Hill St.  
Radio Accounts: Quality Dairy (S); Electric Railway Co. (S); San Diego Union (S); San Diego Tribune-Sun (S); Security Bank (S); Pepsi-Cola Co. (S); Jessop's Jewelers (S); Frazee's Paints (S); Wraylco (S); Whitney's (S); Bay Shore Motors (S); United Furniture Co. (S); Bowie Pie Co. (S); Pacific Pilots (S).

**BARRONS ADVERTISING CO.**  
903 McGee, Kansas City 6  
Tel.: Harrison 7730  
Radio Dept.: Frank H. Little, director; Ralph S. Page, H. W. Godfrey, John Harvey, John Gaughan, timebuyers, account executives.  
Radio Accounts: Sodiphene Co (S); Midwest Wool Marketing Cooperative (S); Seidlitz Paint & Varnish Co. (S); Cleveland College (S); Sifers Chocolate Syrup Co. (S).

**STUART BART ADVERTISING**  
114 E. 32nd St., New York  
Tel.: Lexington 2-2323  
Radio Dept.: Budd Gotschal radio director.

**TED BATES INC.**  
630 5th Ave., New York 20  
Tel.: Circle 6-9700  
Radio Dept.: Jay Clark, William Harding, Allan Dingwall, radio directors; Richard Mann, MacDonald Dunbar, Raymond Fiechter, Betty Ruth Bruns, timebuyers; Walker Everett, T. F. Harrington, E. F. Hudson, J. M. Lyden, John O'Brien, D. R. Parson, W. L. Musser, W. H. Kearns, account executives.  
Hollywood 28—6432 Selma Ave. Tel.: Hollywood 2161. H. Austin Peterson, vice-president in charge of radio production; Harry Szaz, Frank O'Connor, producers.  
Radio Accounts: Colgate-Palmolive-Peet Co. (N-S); Continental Baking Co. (N-S); Brown & Williamson Tobacco Corp. (N-S); Carter Products Inc. (N-S); Standard Brands Inc. (N-S).

(Continued)



**TAKE THE AIR** gives Portlanders the opportunity to match their wits against the gogs and questions of Bill Ross, KALE's fun lavin' MC; gives new talent the chance to be heard and acclaimed; presents KALE's sensational 16-piece orchestra, directed by Alan Uhles. Aired Monday evenings from the stage of Portland's Paramount Theater, "Take The Air" is a riotous half-hour for the 3,500 audience participants and a growing group of air fans. A KALE production for all the family.



**PAY DIRT** is KALE's complete program for the farm people of the Pacific Northwest. Produced by Burton Hutton, KALE's widely recognized Farm and Home Service Director, "Pay Dirt" is an increasingly accepted part of Pacific Northwest farm family living, serving all members and their interests. Twice daily, six days a week, "PAY DIRT" is the KALE production that works for the Pacific Northwest farm family.



**HELLO AGAIN** is the familiar salutation of Margaret Allyn . . . aired afternoons Monday through Friday for the past eight years. An informal get-together that brings fascinating chit-chat and pleasant musical moments for Oregon homemakers. To Allyn's personality is injected into "Hello Again" in such a manner that she's the "next-door neighbor" to thousands of loyal listeners . . . and an outstanding favorite on the KALE roster. Yes . . . it's another KALE production . . . for the woman of the house.

*Ask your John Blair man today  
about participation availabilities!*

# KALE

*Fastest Growing Station  
in the Pacific Northwest*

**Attracts a growing audience  
with KALE built shows and  
public interest features!**



"1330 on Your Dial" has become the by-word of radio listeners in the Pacific Northwest and particularly in the Portland, Oregon area. "1330" is "KALE", Portland's fastest growing station . . . producer of "Take The Air", "Veteran's Job Shop", "Pay Dirt", "Hello Again", and a host of other top-drawer shows and public interest programs which gain and hold an ever-growing audience at "1330 on Your Dial".



**PORTLAND, OREGON**

**1330 ON YOUR DIAL**



**HI TIME** gives the younger generation its chance in the limelight. The brain-wave of KALE Sportcaster Jack Colon, "Hi Time" presents the latest school news and sports reviews, combined with the day's most popular music of the bobby sox brigade. Each Saturday afternoon one of Portland's eight senior high schools takes top billing . . . presents the leading students of the school and music from the school glee club. . . . KALE-produced for the young set.



**MARY CULLEN ON THE AIR** brings Portland homemakers the latest tips on how to cope with seasonal household problems . . . supplies thrifty women with recipes and procedures for everything from biscuit building to quick-freeze food problems. A 5-a-week morning show produced in conjunction with the Oregon Journal's famous Mary Cullen column, this unusual air-show has built a tremendous following. Produced by KALE for Oregon women.



# ADVERTISING AGENCIES HANDLING RADIO ACCOUNTS

(Continued)

## BATTEN, BARTON, DURSTINE & OSBORNE INC.

383 Madison Ave., New York 17  
Tel.: Plaza 5-5800  
Radio Dept.: Arthur Pryor, vice-president in charge of radio; W. W. Crider, ass't director of radio in charge of television; Leonard F. Erikson, business manager; Robert L. Foreman, radio commercial supervisor; Frank Silvernail, head timebuyer; Elenore Scanlon, local radio manager; George Kondalf, chief story editor; James A. McGarry, manager of radio promotion and merchandising.  
Boston 16—Stoller Bldg. Tel. Hubbard 0430.  
F. W. Hatch, vice-president.  
Buffalo 3—Rand Bldg. Tel.: Cleveland 7915.  
S. P. Irvin, vice-president.  
Chicago 11—919 N. Michigan Ave. Tel.: Superior 9200. R. B. Barton, vice-president.  
Cleveland 13—Terminal Tower Bldg. Tel.: Prospect 3621. E. L. Haring, manager.  
Detroit 26—Book Bldg. Tel.: Cherry 5571.  
Robert Copeland, manager.  
Hollywood 28—1680 N. Vine St. Tel.: Hollywood 7337. Wayne Tiss, vice-president.  
Los Angeles 14—523 W. 6th St. Tel.: Michigan 1354. W. B. Geissinger, vice-president.  
Minneapolis 2—Northwestern Bank Bldg. Tel.: Bridgeport 8881. Edward A. Cashin, vice-president.  
Pittsburgh 19—Grant Bldg. Tel.: Grant 8060.  
Leon D. Hansen, vice-president.

## San Francisco 14—Russ Bldg. Tel.: Sutter 2232. C. H. Ferguson, vice-president.

Radio Accounts: Armstrong Cork Co.; E. I. du Pont de Nemours & Co. Inc.; Cream of Wheat; Cresta Blanca Wine Co.; Emerson Drug Co.; Curtis Publishing Co.; Wildroot Co. Inc.; U. S. Steel Corp.; Bon Ami Co.; Boston Edison Co.; B. & W. Tobacco Corp.; Chamberlain Sales Corp.; De Soto Division, Chrysler Corp.; Ethyl Specialists Corp.; Farmers & Mechanics Savings Bank; First National Bank of Boston; First National Bank of Minneapolis; Fort Pitt Brewing Co.; Gamble Stores; General Baking Co.; Peter Hand Brewing Co.; Jouvelle Inc.; Lyon Van & Storage Co.; Minneapolis Brewing Co.; Mutual Savings Bank of Mass.; Murine Co.; Nehi Corp.; Nehi Corp. of Los Angeles; New York Telephone Co.; Pacific Telephone & Telegraph Co.; Penick & Ford Ltd.; Polaroid Corp.; Readers's Digest; Southern New England Telephone Co.; United Fruit Co.; United-Rexall Drug Co.; Tennessee Coal, Iron & R. R. Co.; F. & M. Schaefer Brewing Co.; General Electric Co. Television Accounts: Royal Crown Cola; B. F. Goodrich; Remington Arms; Easy Washer; Du Pont; Corning Glass; North Star Blankets; Reader's Digest; William Carter Co.; Consolidated Edison; Continental Can Co.; Hamilton Watch; General Electric; Liberty Mutual; Waitt & Bond; Wildroot; Servel.

## BEAUMONT, HELLER & SPERLING INC.

6th and Walnut St., Reading, Pa.  
Tel.: Reading 7447  
Radio Dept.: Dorathea A. Hassler, radio director.  
BEAUMONT & HOHMAN INC.  
6 N. Michigan Ave., Chicago 2  
Tel.: Central 4230  
Radio Dept.: Guy Davis, radio director; C. J. Trudea, production manager.  
Atlanta 3—32 Peachtree St. N. W. Tel.: Main 4770. J. J. Hanna, radio director.  
Charleston 1—Knight Bldg. Tel.: 34-431. Russ Cheadle, radio director.  
Cleveland 14—NBC Bldg. Tel.: Cherry 3658.  
T. R. McCabe, radio director.  
Dallas 1—Petroleum Bldg. Tel.: 2-5388. Paul H. Leach, radio director.  
Detroit 26—Book Tower. Tel.: Cherry 4409.  
I. C. Bettiker, radio director.  
Kansas City 6—921 Walnut St. Tel.: Victor 3063. Harvey Pearman, radio director.  
Los Angeles 13—816 W. Fifth St. Tel.: Trinidad 8173. Douglas R. Young, radio director.  
New York 20—630 Fifth Ave. Circle 6-7040.  
Portland 4, Ore.—Pacific Bldg. Tel.: Beacon 5151. Elwood Enke, radio director.  
San Francisco 4—Russ Bldg. Tel.: Garfield 0846. H. D. Cayford, radio director.  
Seattle 4—Central Bldg. Tel.: Seneca 0066.  
Marl Bratooin, radio director.  
Omaha 2—Insurance Bldg. Tel.: 0369. J. P. Jones, manager.

## 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; L. M. Prince Co.; Premium Coal Co.  
BENNETT, WALTHER & MENDADIER INC.  
69 Newbury St., Boston 16  
Tel.: Kenmore 3820  
Radio Dept.: Elizabeth Parsons, timebuyer.

## BENSON & DALL

327 S. LaSalle St. Chicago 4  
Tel.: Wabash 845  
Radio Dept.: Roland J. Dooley, radio director; W. J. Grady, timebuyer.

## BENTON & BOWLES INC.

444 Madison Ave., New York 22  
Tel.: Wickersham 2-0400  
Radio Dept.: Walter Craig, vice-president and director of radio; George Kern, timebuyer; Ruth Jones, spot timebuyer.

Hollywood 28—Equitable Bldg. Tel.: Hillside 9151. Ted Steele, vice-president; Al Koye, radio director; Ken Burton, producer; M. E. Stahl, manager; Carol Davis, publicity.

Radio Accounts: Best Foods Inc.; Can Manufacturers Institute; Florida Citrus Commission; General Foods Corp.; Procter & Gamble Co.; Prudential Insurance Co.; Labrafac's Inc.

## BERMINGHAM, CASTLEMAN & PIERCE INC.

136 E. 38th St., New York 16  
Tel.: Lexington 2-7550  
Radio Dept.: George C. Castleman, radio director; Phillip R. Warner, timebuyer.  
Radio Accounts: Griffin Mfg. Co. (S); Conti Products (N); E. Pritchard Inc. (S); Lewis Ltd. (S); Daily Mills Inc. (S); Louis Sherry (S); United Business Service (S).

## BO BERNSTEIN & CO. INC.

26 Custom House St., Providence 3  
Tel.: Gaspee 6741  
Radio Dept.: Joseph M. Bernstein, president, account executive; Walter H. Cavell, radio director, account executive.

Radio Accounts Lyk-Nu Co. (S); Kay Jewelry Co. (S); Newton-Robertson (S); Whelan Jewelry Co. (S); R. I. Supply Co. (S); Anderson-Little (S); John the Shoeman (S); Harmin's Children Shop (S); Marty's Clothing Mart (S); Morton's Shoe Stores (S); Read's Inc. (S); Walnut Sandwich Shop (S); City Hall Hardware Co. (S); M & M Clothing Co. (S); House of Talinize (S) Sorority Shop (S); Cherry & Webb Co. (S); Democratic State Committee (S); Lee's Dress Shop (S).

## TED BERNSTEIN ASSOCIATES

51 Madison Ave., New York 10  
Tel.: Murray Hill 5-3730  
Radio Dept.: Sylvester J. Bernstein, timebuyer.

## FRANK BEST & CO.

9 Rockefeller Plaza, New York 20  
Tel.: Circle 7-6760  
Radio Dept.: A. H. Van Buren, radio director; Irving Mark, vice-president.  
Radio Account: Prince George Hotel (S).

## BOB BETTS ADVERTISING

First National Bank Bldg., Denver 2  
Tel.: Main 6782  
Radio Dept.: R. J. Betts, Dole Hilden.  
Radio Accounts: Denver Dalry Council (S); Carlson-Frink Co. (S); Joe Kavanaugh (S).

## THE BIOW CO. INC.

9 Rockefeller Plaza, New York 20  
Tel.: Circle 7-6760  
Radio Dept.: Bruce Dodge, radio director; Ethel Wieder, Patricia Fennel, timebuyers; John D. Hymes, business manager; Harry Spears, producer; C. H. Snyder, account executive (Bulova).  
Hollywood—6111 Sunset Blvd. Tel.: Hempstead 2377. Irving Brecher, William L. Lawrence, producers; Jack Runyon, William Spier, directors.  
San Francisco—703 Market St. Tel.: Garfield 4854.  
Radio Accounts: Phillip Morris Co., Crime Doctor (N); Eversharp Co., Take It or Leave It (N); Lady Esther Sales Co. Inc., Screen Guild Players (N); Phillip Morris Co., Rudy Valle Show (N); Procter & Gamble, FBI in Peace and War (N); Roma Wine, Suspense (N); Phillip Morris Co., It Pays to be Ignorant (N); Eversharp Co., Maisie (N); Procter & Gamble Co., Life of Riley (N); Eversharp Co., Henry Morgan Show (N); Eversharp Co., Tonight on Broadway (N); Bulova (S).  
Television Accounts: Bulova.

## HILL BLACKETT & CO.

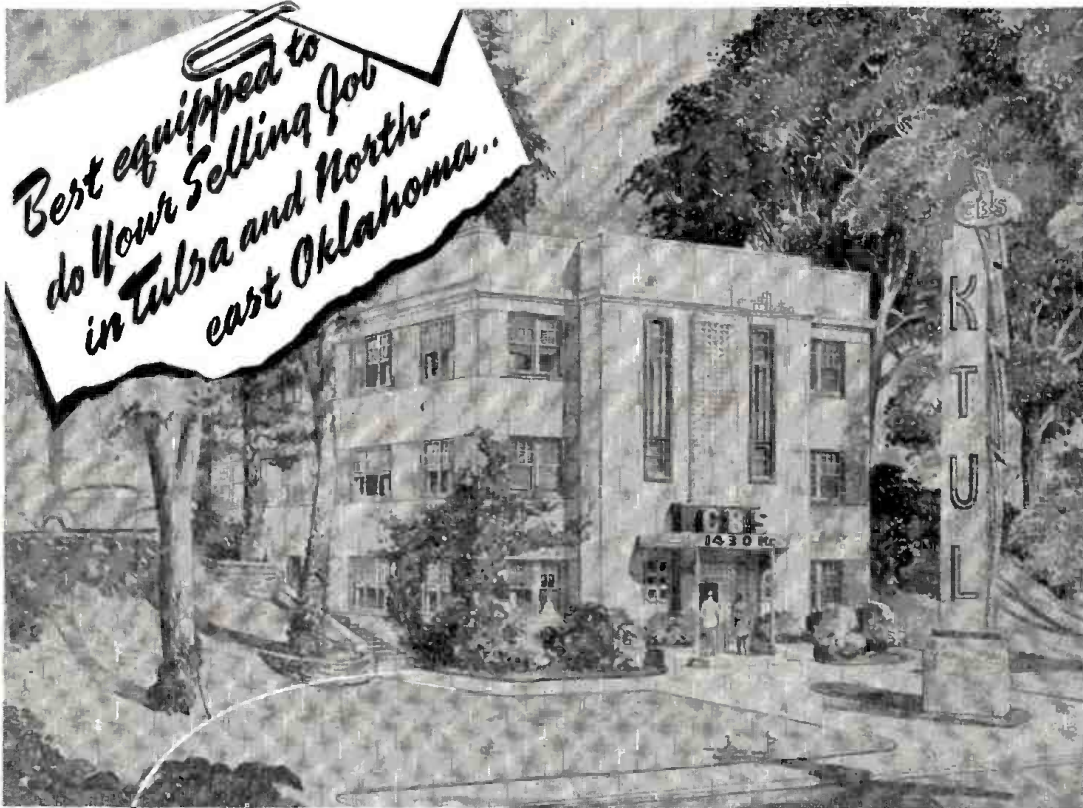
221 N. LaSalle St., Chicago 1  
Tel.: State 0930  
Radio Dept.: Priscilla Blackett, radio director; Frank Reed, meria director; Russ Young, production.

Radio Accounts: Wander Co.; Morton Salt Co.; Kay Daumit Inc.

## BLACKSTONE CO.

221 W. 57th St., New York 19  
Tel.: Circle 7-4915

(Continued)



# KTUL

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National Representatives

*John Esau*  
General Manager





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

Added highlights of the year: thanks to ABC programming and Spot Sales representation, American

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

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Stroh Building

1947 Yearbook Number • Page 329



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## ADVERTISING AGENCIES HANDLING RADIO ACCOUNTS (Continued)

Radio Dept.: Jack Steiner, radio director; Paul Zousmer, scripts; M. Rodman, timebuyer; Jack Steiner, Charles Kandia, Mortimer Curtis, Robert Towers, account executives.  
Radio Accounts: The Bass Rail (S); Capacabana (S); Rogers' Corner Zanzibar (S); Simon Adler Restaurants (S); Hotels of Sullivan Co. (S); Eureka Shipbuilding Corp. (S); Smith Bros. Ice Cream (S).

**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: Warner Bros. Pictures (S); Select Theatres Corp. (S).

**THE BLAKEMORE CO.**  
2021 Grand Ave., Des Moines 12  
Tel.: 2-0221  
Radio Dept.: Paul Blakemore, president and account executive; W. A. Brewer, vice-president and account executive; Robert H. Morgan, William F. Riley Jr., account executives.  
Radio Accounts: Bankers Trust Co.; Iowa Packing Co. Western Grocer Co.

**BLAKER ADVERTISING AGENCY**  
501 Madison Ave., New York 22  
Tel.: Eldorado 5-7563  
Radio Dept.: Jean Zipsper, radio director, timebuyer; Helen Nash, Harold Tuers, account executives.  
Radio Accounts: Stahl-Meyer Inc. (S); Sell's Planned Foods Inc. (S).

**CHARLES BLUM ADVERTISING CORP.**  
1120 Spruce St., Philadelphia 7  
Tel.: Pennypacker 4424  
Radio Dept.: Charles Blum, president, radio director, account executive.

**BLUMBERG & CLARICH**  
31 Union Sq., New York 3  
Tel.: Algonquin 4-0897  
Radio Dept.: H. Blumberg, J. J. Clarich.

**ARNOLD C. BOONE ADVERTISING**  
4 N. Eighth St., St. Louis 1  
Tel.: Central 6-282  
Radio Dept.: A. C. Boone  
Radio Accounts: Slack Furniture (S); Columbia Pictures, St. Louis (S); Cross Out Co. (S).

**W. EARL BOTHWELL**  
600 Grant St., Pittsburgh 19  
Tel.: Court 6565  
Radio Dept.: G. Taylor Urquhart, radio director; T. Howard Black, media director; William Dahلمان, Gordon Arnold, account executives.

New York 16—101 Park Ave. Lexington 2-1845. H. B. Troutman, manager.  
Hollywood—1624 N. Hudson Ave. Nathan A. Tufts, manager.  
Radio Accounts: American Home Products Corp. (N-S); Boyle-Midway Inc., division, American Home Corp. (S); Frank & Seder department store (S); Christian & Co. (S); Allegheny County Democratic Committee (S).

**BOTSFORD, CONSTANTINE & GARDNER**  
115 S. Fourth Ave., Portland 4  
Tel.: A'water 9541  
Seattle 4—Central Bldg. Tel.: Elliott 3523.  
San Francisco 4—Russ Bldg. Tel.: Exbrook 7565.

Los Angeles 14—629 S. Hill St. Tel.: Michigan 1427.  
New York 1—Empire State Bldg. Tel.: Bryant 9-4845.

**STANLEY G. BOYNTON AGENCY**  
Fisher Bldg., Detroit 2  
Tel.: Trinity 1-2552  
Radio Dept.: Stanley G. Boynton, president; L. C. Boynton, vice-president; V. Cory Hancock, secretary; D. H. Bartlette, treasurer; Larry Payne, program director and assistant to president; R. M. Wilson, traffic manager; Larry Payne, radio producer.  
Radio Accounts: Radio Bible Class (N-S); Wesley Radio League (S); American Society of Industrial Engineers (S); The Calvary Hour (S); New World Coming (S); Highland Park Baptist Church (S); Devotional Hour (S); National Tennis Matches (S); Zeller Gospel Tabernacle (S).

**BOZELL & JACOBS INC.**  
325 W. Madison St., Chicago 6  
Tel.: Central 6505  
Radio Dept.: A. D. Reiwitich, executive vice-president; Phillip Rouda, radio director; Frances Fakete, timebuyer.  
Minneapolis 2—Foshay Tower. Tel.: Main 4527. Sam Kaufman, radio director.

Radio Accounts: Leaf Gum Co.; Deer Park Baking Co.; Orion Chemical Co.; Jordan Carper Co.; Calumet Iron & Supply Co.; Dan's Candy Co.; Central Illinois Electric & Gas Co.; Sister Elizabeth Kenny Foundation; Society of American Florists.  
Television Accounts: Society of American Florists.

**ARTHUR BRAITSCH ADVERTISING**  
15 Westminster St., Providence  
Tel.: Dexter 5313  
Radio Dept.: Arthur Braitsch, director; John A. Lorimer, timebuyer, Norma Black, secretary.

Radio Accounts: Narragansett Brewing Co. (S); Hospital Trust Co. (S); Sally's Fur Studio (S); Baird North Inc. (S); Strand Theatre (S); Weybosset Markets (S); White Fuel Co. (S); Main Buick Co. (S).

**THE J. CARSON BRANTLEY ADV. AGENCY**  
Owen Building, Salisbury, N. C.  
Tel.: 900.

Radio Dept.: J. Carson Brantley, radio director, producer; A. N. Cheney, timebuyer; Nancy Payne, traffic; A. R. Monroe, auditor.  
Radio Accounts: R. J. Reynolds Tobacco Co. (S); Stanback Co. (S); Duke Power Co. (S); The Bonna Co. (S); L. B. Coulter Co. (S).

**BRESNICK & SOLOMONT**  
216 Tremont St., Boston 16  
Tel.: Liberty 7751  
Radio Dept.: Avner Rakov, radio director, timebuyer; William F. Carley, copy chief.

**R. C. BRETH INC.**  
310 Pine St., Green Bay, Wis.  
Tel.: Howard 134  
Radio Dept.: M. E. Klein, radio timebuyer, account executive.

Radio Accounts: Home Mutual Ins. Co. (S); Home Casualty Co. (S); Brillion Iron Works (S); Rahr Brewing Co. (S).

**BRUCE B. BREWER & CO.**  
Fidelity Bldg., Kansas City 6  
Tel.: Harrison 4890  
M. E. Klein, radio timebuyer.

**BRIGGS & VARLEY INC.**  
14 E. 48th St., New York 17  
Tel.: Wickersham 2-8534  
Radio Dept.: Tom Varley, radio director.  
Radio Accounts: Davidson Bros. Corp (S).

**BRISACHER, VAN NORDEN & STAFF**  
Crocker Bldg., San Francisco 4  
Tel.: Garfield 0276

Radio Dept.: Emil Brisacher, president, radio director; Marie Eaton, timebuyer; Franklin Wheeler, Weston Sattlemier, Walton Purdom, Charles Gabriel, Lester Friedman, account executives.  
Los Angeles 14—Garfield Bldg. Tel.: Michigan 8763. R. T. Van Narden, vice-president; Charles Chaplin, producer.

New York 17—250 Park Ave. Tel.: Plaza 8-1634. James P. Derum. Other Offices: Chicago, Portland, Ore., Seattle; London, England.

Radio Accounts: S & W Fine Foods Inc. (S); Peter Paul Inc. (S); Standard Beverages (S); West Coast Soap (S); Acme Breweries (S); Bohemian Distributing (S); Franzia Bros. Winery (S); Davi Miracle Foam (S); Fairmont Hotel (S); I. G. Labs (S); M-Dee Products (S); Monogram Pictures Corp. (S); Products Ltd. (S).

**BROADCAST ADVERTISING**  
3055 Wilshire Blvd., Los Angeles 5  
Tel.: Exposition 1339  
Radio Dept.: Van C. Newkirk, owner; John G. Fryer, production manager; Betty Culbert, office manager.

Radio Accounts: Haven of Rest (S); King's Ambassador (S); Know Your Bible (S); World's Greatest Book Quiz (S); Youth for Christ (S); Grace Datsion Bible Lessons (S); Challenge to Youth (S); Calvary Assemblé (S).

**BROADCAST ADVERTISING INC.**  
B Newbury St., Boston 16  
Tel.: Kenmore 0854

Radio Dept.: J. E. Murley, director; J. J. Manning, timebuyer; J. J. Howe, account executive; Marjorie Mills, E. P. Gieringer, production.

Radio Accounts: R. G. Sullivan Inc. (S); Hy-Trous Sales Co. (S); Bonide Chemical Co. (S); The Yankee Kitchen (S).

**BROOKS ADVERTISING AGENCY**  
416 W. 8th St., Las Angeles 14  
Tel.: Trinity 0558  
Radio Dept.: A. R. Brooks, timebuyer; Gordon Gumpertz, copy chief; Richard Woolen, production.

Radio Accounts: Bekins Van & Storage Co.; Golden West Food Products Co.; Hartford Despatch & Warehouse Co.; Campbells Storage Ltd.

**BROOKS & MATTHEWS ADV. AGENCY**  
6 W. 23rd St., Baltimore 18  
Tel.: Hopkins 1913

Radio Dept.: Chauncey Brooks Jr., Ralph Kaye.  
Radio Accounts: F. G. Schenuit Rubber Co. (S); Balseco Chemicals (S); Congress Hotel Chain (S); Carlins (S).  
Television Accounts: Schenuit Rubber Co.; Balseco Chemicals.

**S. M. BROOKS ADV. AGENCY**  
Union Nat'l Bank Bldg., Little Rock, Ark.  
Tel.: 2-1874

Radio Dept.: Earl L. Saunders, radio director.  
**BROOKE, SMITH, FRENCH & DORRANCE INC.**  
E. Jefferson at Burns, Detroit 14  
Tel.: Lenox 9700  
New York 17—52 Vanderbilt Ave. Tel.: Murray Hill 6-1800.

(Continued)



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*Martin Block*



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*Glowing stars  
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*Two of the  
many leading lights  
in the KFWB galaxy!*



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"something really new is being added!"

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## ADVERTISING AGENCIES HANDLING RADIO ACCOUNTS

(Continued)

**BROOKES & SONS CO.**  
801 S. Wells St., Chicago 7  
Tel.: Harrison 9470  
Radio Dept.: Marguerite Heinrichs, radio director.  
Radio Accounts: Gulbrandsen Co.

**D. P. BROTHER & CO. INC.**  
General Motors Bldg., Detroit 2  
Tel.: Trinity 2-8250  
Radio Dept.: Carl Georgi Jr., timebuyer.  
Radio Account: Oldsmobile (S).

**C. FRANKLIN BROWN & CO.**  
20 N. Wacker Drive, Chicago 6  
Tel.: Central 5377  
Radio Dept.: C. F. Brown, owner; O. Gygi, radio director.

**E. H. BROWN ADVERTISING AGENCY**  
20 North Wacker Drive, Chicago 6  
Tel.: Franklin 9494

**E. L. BROWN ADVERTISING**  
1606 Walnut St., Philadelphia 3  
Tel.: Pennypacker 5-7510  
Radio Dept.: Roland Israel  
Radio Accounts: Kald Kit Corp. (S); Otto Erlanger Brewery (S).

**BURTON BROWN ADVERTISING**  
619 N. Michigan, Chicago 11  
Tel.: Delafield 8300  
Radio Dept.: T. Bryce Spruill; timebuyer; Paul D. Bazazian, Burton Browne, Frank Walsh, E. J. Conlan, account executives.  
Radio Account: Raytheon Mfg. Corp.

**FRANKLIN BRUCK ADVERTISING CORP.**  
1270 Avenue of the Americas, New York 20  
Tel.: Circle 7-7660

Radio Dept.: M. J. Kleinfeld, radio director; Rae B. Elbroch, timebuyer.  
Los Angeles 29-5874 Hollywood Blvd. Tel.: Gladstone 2955 Howard Blake.  
Radio Accounts: Bowman Gum Inc.; Theobald Industries; Remington Rand; Rosenau Bros. Inc.; Fashion Frocks.

**BUCHANAN & CO. INC.**  
1501 Broadway, New York 18  
Tel.: Medallion 3-3380  
Radio Dept.: Martin Jones, director of radio and television; Alfred Beckman, business manager, network timebuyer; William D. Smith, spot timebuyer.  
Chicago 11-919 N. Michigan Ave. Tel.: Superior 3407.  
San Francisco 4-155 Montgomery St. Tel.: Superior 3407.  
San Francisco 4-155 Montgomery St. Tel.: Yukon 2927.  
Los Angeles 13-427 W. Fifth St. Tel.: Mutual 6316.  
Radio Accounts: The Texas Company (N-S); Paramount Pictures (S); United Artists Corp. (S); PRC Pictures (S); Rainier Brewing Co. (N); Title Insurance & Trust Co. of Los Angeles (N).  
Television Accounts: Allen B. DuMant Laboratories.

**BUCHANAN-THOMAS ADV. CO.**  
412 S. 19th St., Omaha 2  
Tel.: Atlantic 2125  
Radio Dept.: C. Coe Buchanan, L. H. Thomas, partners; Adam Reinemund, radio director; Robert Savage, account executive.

**THE BUCHEN CO.**  
400 W. Madison St., Chicago 6  
Tel.: Randolph 9305  
Radio Dept.: Herbert K. Butz, Martin G. Reynolds.  
Radio Accounts: Michigan Notl. Bank; Carpenter's Farmer Magazine.

**BULL SMITH & MCCREERY**  
6642 Sunset Blvd., Hollywood 28  
Tel.: Hamstead 5671  
Radio Dept.: V. R. Smith, Frank Bull, Walter McCreery, Georgina Small, Charles Ganz, Allen McKee.  
New York—Empire State Bldg. Tel.: Longacre 3-4107. F. J. Smalley, Earl Dumont.  
San Francisco—Loew Warfield Bldg. Tel.: Ordway 7967. Robert Selby.  
Radio Accounts: Ice Fallies (S); Ice Capades (S); Western Harness Racing Assn. (S); Seaboard Finance Co. (S); Los Angeles Rams professional football team (S); Triangle Publishing Co. (S); Marshall & Clappett (S); J. E. Coberly Inc. (S).

**LEO BURNETT CO. INC.**  
360 N. Michigan Ave., Chicago 1  
Tel.: Central 5959  
Radio Dept.: W. L. Weddell, vice-president in charge of radio; W. J. McIlvain, timebuyer; C. O. Husting (American Meat Institute), Paul Harper (Pure Oil Co.), D. K. Colvin (Brown Shoe Co.), account executives.  
New York 22-743 Fifth Ave. Tel.: Plaza 5-2772. Donough Prince.  
Los Angeles 13-411 W. Fifth St. Tel.: Mutual 5167. Owen Smith.

Radio Accounts: American Meat Institute (N); Pure Oil Corp. (N-S); Brown Shoe Co. (N-S); Shefford Cheese Co. (N); Horlick's (S); Wurlitzer (S); Pillsbury, Farina (S); Converted Rice (S).

**BURNET-KUHN ADVERTISING**  
520 N. Michigan Ave., Chicago 11  
Tel.: Superior 3800  
Radio Dept.: Mary Agnes Schroeder, radio director.  
Radio Account: Carson's Dept. Store.

**BUSBEY ADVERTISING AGENCY**  
316 Water St., Akron 8  
Tel.: Franklin 2104  
Radio Dept.: R. C. Busby, president; Adelaide Schott, radio director.

**BYER & BOWMAN ADVERTISING AGENCY**  
203 E. Broad St., Columbus 15  
Tel.: Main 3276  
Radio Dept.: William Copeland, producer; Herbert Byer, Joel M. Burghalter, Gus K. Bowman, Reg Testement, account executive.  
Radio Accounts: Ashland Oil & Refining Co. (S); Buckeye Foods (S); Skidoo Co. (S); Wetolene Labs. Inc. (S); Central Bldg. and Loan (S); Ohio State Fair (S); Clean Products (S); Budd & Co. (S).

**RICHARD W. BYRNE ADVERTISING**  
57 Post St., San Francisco  
Tel.: Exbrook 5183  
Radio Dept.: Richard W. Byrne.  
Radio Accounts: Marin Dairymen's Milk Co., Ltd.

C

**HAROLD CABOT & CO. INC.**  
136 Federal St., Boston 10  
Tel.: Hancock 7690  
Radio Dept.: Harold Cabot, president; Henry W. Peterson, copy chief; James I. Summers, media director; Jan Gilbert, timebuyer.  
Portland 3, Me.—120 Exchange St. Tel.: 3-5962.

**CADDEN-ALLEN ADVERTISING AGENCY**  
215 S. Court St., Montgomery 4, Ala.  
Tel.: 4468  
Radio Dept.: John S. Allen.

**CAHN-MILLER INC.**  
413 N. Charles St., Baltimore 1  
Tel.: Saratoga 4466  
Radio Dept.: George Gettman, radio director.

**CALDWELL-BAKER CO. INC.**  
Merchants Bank Bldg., Indianapolis 4  
Tel.: Market 7449  
Radio Account: M. O'Connor and Co. (S).

**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.: Randolph 3831. R. A. Washburn, manager.  
Radio Accounts: Oakite Products Inc. (S); Stokely-Van Camp Inc. (S); Weston Biscuit (S).

**JOS. F. CALLO INC.**  
349 E. 149th St., New York 51  
Tel.: Man Haven 9-6300  
Radio Dept.: Joseph F. Callo, president; T. Orlando, vice-president; Lewis Tusarolo, Marion Hayden.  
Radio Accounts: Rogers Dept. Store (S); La Belle Beauty Salon (S); Bronx County Trust Co. (S).

**CARL CALMAN INC.**  
55 W. 42nd St., New York  
Tel.: Wisconsin 7-1005  
Radio Dept.: Carl Calman, radio director and timebuyer.  
Radio Accounts: Empire Diamond Corp. (S).







**CAMPBELL-EWALD CO.**  
General Motors Bldg., Detroit 2  
Tel.: Trinity 2-6200  
Radio Dept.: J. J. Hartigan, vice-president and director of media; J. H. Neets, W. H. Cose, vice-presidents.  
Los Angeles 13—Petroleum Bldg. Tel.: Richmond 6204. R. H. Crooker, vice-president.  
Chicago 3—Carbide and Carbon Bldg. Tel.: Central 1946. Earl W. Clements, vice-president.

Radio Accounts Chevrolet Motor Division; The Detroit Edison Co.; Norge Division of Borge-Warner Corp.  
Television Accounts: Chevrolet Motor Division; The Detroit Edison Co.

**CAMPBELL-EWALD CO. OF NEW YORK INC.**  
10 Rockefeller Plaza, New York 20  
Tel.: Circle 7-6383  
Radio Dept.: E. A. Elliott, vice-president in charge of media; R. E. Hackenger, director of radio; Kenneth Young, associate director of radio and director of television; G. E. Pamental, timebuyer.  
Radio Accounts: United States Rubber Co. (N); Eastern Air Lines (S); John Eichler Brewing Co. (S); Dry Dock Savings Bank (S); Durham Enders Razor Co. (S).

(Continued)

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**YOUR** time can stay put on your station. Local or national spot shows never need be switched **Y** to accommodate network time changes. The reason—the Mosby Plan  of time allocation. **And** your local advertisers can be guaranteed the same period out of each hour  every hour of the day because  hour of each hour belongs exclusively to you, the affiliate— hour to your network. This means during choice time periods your show sits alongside  the best on your network—and stays there—regardless of daylight saving time changes. Urge  your network to adopt this plan of option time now!

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● 5000 w Day  
● 1000 w Night

● 250 w

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**covering the no. 2 market  
in this rich area**



**5000 WATTS**

**BASIC CBS**

**630 KC.**



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Now your salesmen can bring *studio quality* transcription equipment into the client's office! The Panacoustic portable plays 6" to 16" records at 33 1/3 or 78 r.p.m. The 12" turntable and motor operate smoothly and silently, affording truly superior reproduction. The extremely lightweight pickup, with permanent sapphire stylus, assures finest quality reproduction over an exceptionally wide frequency range... with practically no distortion. The pickup is mounted on a sturdily built extension bracket, maintaining proper alignment at all times.

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- SPEECH INPUT EQUIPMENT
- AMPLIFIERS—EQUALIZERS
- PORTABLE AC-DC TRANSCRIPTION PLAYERS
- COMPLETE RECORDING AND TRANSCRIPTION EQUIPMENT AND INSTALLATION

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Joseph Tait, President

## ADVERTISING AGENCIES HANDLING RADIO ACCOUNTS (Continued)

### CAMPBELL-MITHUN INC.

Palmolive Bldg., Chicago 11  
Tel.: Delaware 7553  
Radio Dept.: Ari Lund, radio director, time-buyer; Harry M. Johnson, timebuyer; J. K. Mortland, Benton Ferguson, G. C. Mohlke, R. L. Farrest, Dick Sleep, A. C. Ragnow, Lester Will, account executives.  
Minneapolis 2—Northwest Bank Bldg. Tel.: Atlantic 3231.

Radio Accounts: Andes Candies; Atwood Coffee Co.; Campbell Cereal Co.; Gold Seal Co.; Hall Hardware Co.; Theo Hamm Brewing Co.; Land O' Lakes Creameries Inc.; Northwestern Nat'l. Bank; Red Dot Foods; Russell-Miller Milling Co.

### D. T. CAMPBELL INC.

222 W. Adams St., Chicago 6  
Tel.: State 2713  
Radio Dept.: D. T. Campbell, radio director.

### SOLIS S. CANTOR ADV. AGENCY

1711 Walnut St., Philadelphia 3  
Tel.: Locust 7-8141  
Radio Dept.: Gloria Lorch, radio director.  
Miami Beach—Lincoln Road Bldg. Tel.: 58-1637.

Radio Accounts: Duval (S); David T. Robinson Co. (S); Palmer School (S); Ford Optical (S); Jim Brady Shoes (S); Friendly Loan Service (S).

### CAPLES CO.

225 E. Erie St., Chicago 11  
Tel.: Superior 6016  
Radio Dept.: R. N. Harising, vice-president, sec'y and treat.; W. E. Gibson, buyer; Don J. Powers, account executive.  
Omaha—1504 Dodge St. Tel.: Jackson 7795.  
L. M. Branch, vice-president; David P. Lewis, account executive.  
Los Angeles 14—412 W. 6th St. Tel.: Mutual 4143. A. M. Caron, manager.  
New York 17—535 Fifth Ave. Tel.: Lexington 2-0850. Hudson Meyer, vice-president.

Radio Accounts: Chicago & North Western Railway; Union Pacific Railroad.

### CARTER ADVERTISING AGENCY

912 Baltimore St., Kansas City 6, Mo.  
Tel.: Harrison 1356  
Radio Dept.: Lee Hall, radio director; Charles Carter, William G. Rowe, account executives.  
Kansas City 12, Kan.—609 Minnesota St. Tel.: Drexel 3077.

Radio Accounts: Helzberg's Jewelers (S); Rushton Baking Co (S); Rudy Patrick Seed Co. (S); Kansas City Dairy Counsel (S); R. B. Jones & Sons Insurance (S); Perry Pontiac (S).

### R. H. CARY INC.

Liberty Bldg., Des Moines 9  
Tel.: 4-0375  
Radio Dept.: Fred A. Reed, radio director; R. H. Cary, chief timebuyer; Helen A. La Velle, timebuyer.  
Radio Accounts: Des Moines Ice and Fuel Co. (S); Oelwein Chemical Co. (S); Thompson Hybrid Corn Co. (S); Riverview Park (S).

### CAYTON INC.

350 Fifth Ave., New York 1  
Tel.: Bryant 9-0390  
Radio Dept.: Earle McGill, radio director; D. R. Roberts, timebuyer; Bill Cayton, account executive.  
Television Account: Barret Textile Corp.

### CECIL & PRESBREY INC.

247 Park Avenue, New York 17  
Tel.: Wickersham 2-8200  
Radio Dept.: John M. Wyatt Jr., director radio.  
Radio Accounts: Block Drug Co.; Ranson Art Metal Works Inc. (N).

### CENTRAL ADVERTISING CORP.

Board of Trade Bldg., Indianapolis 4  
Tel.: Franklin 4731  
Radio Dept.: G. Vance Smith, director.

### CHARLES J. CHARNEY ASSOCIATES

150 W. 49th St., New York  
Tel.: Chickering 4-2628  
Radio Dept.: Alvin George, radio director; Charles J. Charney, timebuyer; Seymour Chodorkoff, Melvin H. Levy, account executives.

### HERBERT CHASON CO.

24 E. 23rd St., New York  
Tel.: Gramercy 3-7272  
Radio Dept.: Herbert Chason, radio director, timebuyer  
Radio Account: Mack Drug Co (S).

### NELSON CHESMAN CO.

Hamilton Bank Bldg., Chattanooga 8  
Tel.: 6-4942  
Radio Dept.: H. Gene Sample, John E. Fontaine, J. Monning Sullivan, John E. Fontaine III, Sara Kelly.  
Radio Accounts: The Chattanooga Medicine Co.; The Double-Cola Co.; Olan Mills Portrait Studios; Fleetwood Coffee Co.

### CHICAGO UNION ADV. AGENCY

20 W. Jackson Blvd., Chicago 4  
Tel.: Wabash 5732  
Radio Dept.: Simon Levin, radio director.

### CHERNOW ADVERTISING CO.

350 Fifth Ave., New York 1  
Tel.: Pennsylvania 6-3520  
Radio Dept.: Morlon Junger, director of radio.

### CINEMA ADVERTISING AGENCY

1204 S. Hill St., Los Angeles 15  
Tel.: Prospect 2141  
Radio Dept.: Willis Allen, manager of radio dept.  
San Francisco 3—Grant Bldg.

### DARWIN H. CLARK

541 S. Spring St., Los Angeles 13  
Tel.: Michigan 602  
Radio Dept.: Phil McHugh, radio director; Darwin H. Clark, M. L. Gowan, Karl A. Lott Jr., account executives.

### CLEMENTS CO. INC.

Horn Bldg., Philadelphia 3  
Tel.: Rittenhouse 0236  
Radio Dept.: Alice Clements, radio director.

### THE ARNOLD COHAN CORP.

390 Fourth Ave., New York 18  
Tel.: Murray Hill 5-8323  
Radio Dept.: Edward F. McDougal, director of radio and television; Arnold Cohan, account executive.  
Radio Accounts: Jim Dole Clothes Inc. (S); Roxy Custom Clothes Inc. (S).

### RICHARD COLE ADVERTISING

Insurance Bldg., Omaha 2  
Tel.: Jackson 7868  
Radio Dept.: Richard Cole, account executive, timebuyer  
Radio Accounts: Nebraska Savings & Loan Assn. (S); Tekseed Hybrid Corn Co. (S).

### MAURICE C. COLEMAN & ASSOC.

Bona Allen Bldg., Atlanta 3  
Tel.: Main 4012  
Radio Dept.: Barbara Swafford, M. J. Penny.

### HOLDER MORROW COLLIER INC.

35 E. Wacker St., Chicago 1  
Tel.: Central 4162  
Radio Dept.: Halder M. Collier, president; E. J. Weinstock, vice president; George S. Lannan, account executive.  
Radio Accounts: Carolina Coach Co., Raleigh; Santa Fe Trail Transportation Co., Wichita.

### COMMERCIAL BROADCASTERS

188 W. Randolph St., Chicago 1  
Tel.: Dearborn 0203  
Radio Dept.: Dave Edelson, senior partner; M. F. Edelson, junior partner; Catherine O'Heron, timebuyer.  
Radio Accounts: American Deacalomania Co.; Corona Watch Sales; El Gratio Supper Club; Cimbelf's Restaurant; Spiegel's Inc.; Tip Top Inn.

### COMMERCIAL RADIO SERVICE

30 Rockefeller Plaza, New York 20  
Tel.: Columbus 5-0771  
Radio Dept.: Andre Luotto, radio director; George Gatti, timebuyer; Amelia Bonvicino, executive.  
Radio Accounts: Bislari Co. Inc. (S); La Rosa & Sons (N); Balbo Oil Co. (S); Superfilm Co. (S); Casa Luotta Inc. (S).

### COMPTON ADVERTISING INC.

620 Fifth Ave., New York 20  
Tel.: Circle 6-2800  
Radio Dept.: Lewis Titterton, vice-president, radio director; Frank Kemp, assistant media director; Storrs Haynes, radio department manager; Bill Maillorfer, head timebuyer; Jean Lawler, Henry Clochessy, Donald Carter, Edward Whitley, timebuyers.  
Chicago 5-59 E. Van Buren St. Tel.: Harrison 3570.  
Cincinnati 2—Gwynne Bldg. Tel.: Parkway 6961

Detroit 2—New Center Bldg. Tel.: Trinity 1-2200  
Hollywood 28-6253 Hollywood Blvd. Tel.: Hollywood 8107. Murray Bolen, vice-president

Kansas City 6, Mo.—15 W. 10th St. Tel.: Harrison B102  
Milwaukee 2—3744 N. Fourth St. Tel.: Marquette 2778.  
Radio Accounts: Practer & Gamble (N-S); Socony Vacuum Oil Co. Inc. (N-S); Good-year Tire & Rubber Co., Shoe Products Division (S); Central National Bank & Trust Co. (S); Garst & Thomas Hybrid Corn (S); Wheatena Corp. (S); Allis Chalmers Mfg. Co. (N-S); William S. Scull Coffee (S); Pioneer Hybrid Corn of Illinois (S); Pioneer Hybrid Corn of Indiana (S).

### THE CONDON CO. INC.

Rust Bldg., Tacoma 2, Wash.  
Tel.: Main 8155  
Radio Dept.: Howard R. Smith, timebuyer.

### THE CONNOR COMPANY

544 Market St., San Francisco 4  
Tel.: Yukon 6-0196

### EDWARD C. COONTZ INC.

Colcord Bldg., Oklahoma City  
Tel.: 7-5031  
Radio Dept.: Edward C. Coontz, general manager.



**COOPER & CROWE**

Interurban Bldg., Salt Lake City 1  
Tel.: 3-8151  
Radio Dept.: Gordon Crowe, director and timebuyer; Edward M. Lynch, account executive  
Radio Accounts: Axelrad Furniture Co. (S); American Fur Co. (S); Leon Brown Floral Co. (S); Hoffmann's Hardware & Sporting Goods (S); Broadway Shoe Repair (S); Lovinger Disinfectant Co. (S); New Method Sanitane Cleaners (S); Paramount Beauty Supply Co. (S); Lus-tr-Lox Cold Wave Co. (S); Posture Form Reducing Studios (S); Wilson's Products Co. (S); Yim Dog Food Co. (S); McFarlane Wholesale Meat Co. (S); Wally's Flowers (S); Aladdin's Gifts (S); Beatrice Drew Inc. (S); Holi-Gift Co. (S); Veteran's Supply Co. (S); Zinik's Sporting Goods Co. (S); Utah Cafe (S); Sutton's Cafe (S); Ceros Cafe (S); Lido Cafe (S); V. F. Larsen Co. (S); Dorrel Beauty Products (S); Perry-Zozzi Inc. (S); Estelle Compton Inc. (S); Nissley of Colorado Inc. (S); Utah Chimney Co. (S); Utah Society of Public Accountants (S); Columbia Chemical Co. (S).

**COPELY ADVERTISING AGENCY**

457 Stuart St., Boston  
Tel.: Commonwealth 7350  
Radio Dept.: A. J. Cucchiara, president, account executive; C. Wayland Kline, radio director; C. J. Rideout, account executive; William J. Tibbets, radio auditor.  
Radio Accounts: Brandt-Mage Theatres (S); Dayshine Wax (S); Fletcher Tea Co. (S); Gambarelli & Devite Prod. (S); Massachusetts C.I.O.-P.A.C. (S); Moller's Furniture (S); Perry Seed Co. (S); F. Ruggiero (S); H. L. Shaw (S); United Artists (S).

**COWAN & DENGLER INC.**

527 Fifth Ave., New York 17  
Tel.: Murray Hill 2-0940  
Radio Dept.: A. Marie Maus, timebuyer; Porter F. Leach, account executive.

**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. (S); Brown's (S).

**CRAVEN & HEDRICK INC.**

522 Fifth Ave., New York 18  
Tel.: Murray Hill 2-5010  
Radio Dept.: Horace Hagedorn, vice-president in charge of radio  
Radio Accounts: Marlin Firearms Co., Blade Div. (S); Abraham and Straus Dept. Store (S); Ludwig Baumann Chain Dept. Stores (S).  
Television Accounts: Abraham and Straus Dept. Store.

**CRITCHFIELD AND CO.**

720 N. Michigan Ave., Chicago 11  
Tel.: Superior 3061  
Radio Dept.: E. P. Nesbitt, president; Merle Blackburn, account executive.  
Radio Account: Crow's Hybrid Corn Co.

**CROMWELL ADVERTISING**

122 E. 42nd St., New York 17  
Tel.: Murray-Hill 3-0616  
Radio Dept.: Jerry Law, radio and television director, account executive; J. J. Pallack, account executive.

**SAMUEL C. CROOT CO.**

28 W. 44th St., New York 18  
Tel.: Bryant 9-2588.  
Radio Dept.: Donald B. Bryant, vice-president; Elva Willoschot, asst.

**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.: Harry C. Pick, timebuyer; Edmond I. Eger, Harley B. Hobbs, account executives.  
Radio Accounts: Admiral Corporation (N); Valier & Spies (S).  
Television Account: Admiral Corp.

**CUMMINGS, BRAND & McPHERSON**

Cos-Electric Bldg., Rockford, Ill.  
Tel.: Blackhawk 2514  
Radio Dept.: E. M. Cummings, radio director; Roger Porter, account executive.  
Chicago 6-20 N. Wacker Drive. Tel.: Central 8653. R. J. Christopher, manager.  
Radio Accounts: Keig-Stevens Baking Co (S); Smith Oil & Refining Co (S).

**D****DANCER-FITZGERALD-SAMPLE**

221 N. LaSalle St., Chicago 1  
Tel.: State 3800  
Radio Dept.: James J. Neale, radio director; Harry Y. Bingham, radio service head; Dan Ryan, radio commercial production; Carl Stanton, supervisor nighttime shows; David Owen, supervisor daytime shows; Charles Hotchkiss, director of television and motion pictures; Louis Cowan, special radio consultant; Lester Schroeder, chief timebuyer; George Boals, Thomas Carson, timebuyers; Thomas L. Greer, J. M. Greeley, Charles Fitzmorris Jr., Don Manchester, Gordon Johnson, Sewell Gardner, Everett Bradley, Thomas Denton, Ted Mertz, Fred Klein, account executives.

New York 17-247 Park Ave. Tel.: Wickerham 2-4200; George Durham, media coordinator; F. Moriarty, Stanley H. Pulver, timebuyers.

Hollywood 28-1680 N. Vine St. Tel.: Hempstead 0716. Alvin Kabokery, manager.  
Toronto 1-6 King St. Tel.: Adelaide 2851.  
John Crosby.

Radio Accounts: General Mills (N-S); Procter & Gamble (N-S); Falstaff Brewing Corp. (S).

Television Accounts: General Mills; Procter & Gamble.

**MAXWELL DANE INC.**

113 W. 57th St., New York 19  
Tel.: Columbus 5-4990  
Radio Accounts: Hygrade Food Products Corp. (S); Frederick Loeser Inc. (S).

**D'ARCY ADVERTISING CO.**

Missouri Pacific Bldg., St. Louis 3  
Tel.: Central 6700  
Radio Dept.: A. L. Lee, chairman of the board.  
Cleveland 13-Terminal Tower. Tel.: Cherry 0158. S. P. Seward, vice-president in charge.

New York 22-515 Madison Ave. Tel.: Plaza 8-2600. Paul Lewis, radio director.  
Toronto, Ont.-90 Broadview Ave. Tel.: Gladstone 4651. Grammont P. Altenbernd, vice-president in charge.

Mexico City, D. F.-Reforma No. 164. E. A. Hallett Jr., C. Riveroll del Prado, vice-presidents.

Radio Accounts: Coca-Cola Co., Atlanta (N); Coca-Cola Co. of Canada, Ltd.

**JIMM DAUGHERTY INC.**

706 Chestnut St., St. Louis 1  
Tel.: Main 0790.  
Radio Dept.: James M. Dougherty, president, radio director.

**DAVID INC.**

1st Nat'l. Bank Bldg., St. Paul 1  
Tel.: Garfield 3872.  
Radio Dept.: Kay Cooke, radio director.

**DAVIS & BEAVEN**

Pacific Mutual Bldg., Los Angeles 14  
Tel.: Michigan 3908.  
Radio Dept.: Joseph Sill Jr., radio director; Jane Leider, timebuyer.  
Radio Accounts: Scudder Food Products (S); Wilson & Co. (S); Fruit Industries, Ltd. (S); Turco Products Inc. (N); Dodson Ltd. (S); Seeman Tobacco Co. (S).

**FRANK T. DAY INC.**

729 Boyston St., Boston 16  
Tel.: Kenmore 4854  
Radio Dept.: Frances B. Day, president, treasurer, timebuyer, account executive.

**JOHN L. de BRUEYS ADVERTISING**

Ben Milam Hotel, Houston 2  
Tel.: Capital 2241  
Radio Dept.: John L. de Brueys, timebuyer.

**ROBERT F. DENNIS INC.**

1151 S. Broadway, Los Angeles 15  
Tel.: Prospect 5201  
Radio Dept.: Robert F. Dennis, president, account executive; W. C. Jeffries, vice-president, account executive; George Irwin, radio director; Wilda Cruithers, timebuyer; Phil McHugh, account executive.

**CRAIG E. DENNISON ADV.**

225 N. Michigan Ave., Chicago 1  
Tel. Randolph 0040  
Radio Dept.: Helene Sullivan, radio director.  
Radio Accounts: Alden's Mail Order; Kungsholm Sweden House Cookies; Gardan's Clothing Co.; Congress Hotel; Joliet Citizens Beer; Van Buren Products.

**DEUTSCH & SHEA INC.**

Times Tower, New York  
Tel.: Bryant 9-3240  
Radio Dept.: Stephen Lewis, radio director.  
Radio Accounts: Hollywood Shoe Polish Co. (S); McKay Davis Industries (S); Glenn's Sulphur Soap (S); Chance Vought Aircraft (S).

**DEVINE ADVERTISING AGENCY INC.**

1457 Broadway, New York 18  
Tel.: Wisconsin 7-0056  
Radio Dept.: J. J. O'Hearne, radio director, timebuyer.

**DICKLOW ADVERTISING AGENCY**

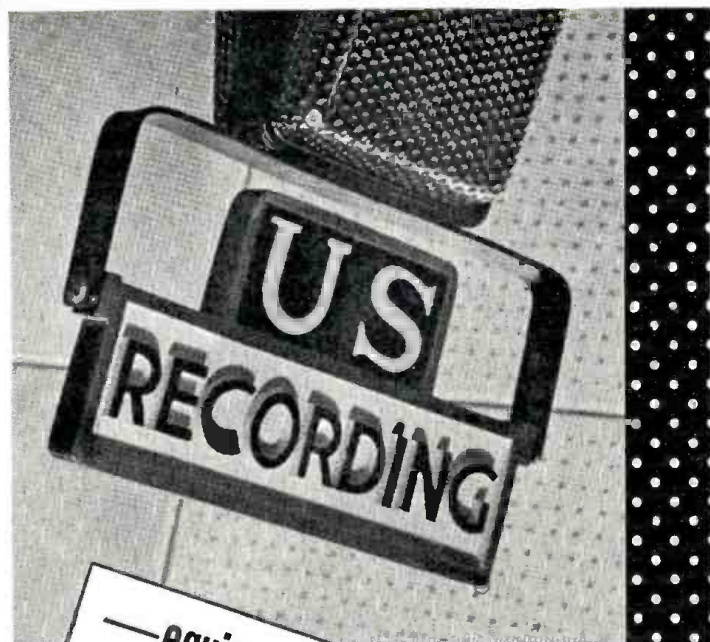
Liberty Bank Bldg., Dallas 1  
Tel.: Central 8295  
Radio Dept.: Irene Scott Dicklow  
Radio Accounts: Magnolia Seed Co. (S); Thomas Optical Co. (S); Marrs-Mundy-Quill (S); Chigger Chaser Co. (S).

**DIENER & DORSKIND**

147 W. 42nd St., New York 18  
Tel.: Bryant 9-8300  
Radio Dept.: Nathan Diener, radio director; Benjamin Dorskind, secretary-treasurer; S. O. Lipset.  
Radio Accounts: Collins Self-O-Lac Floor Wax (S); I. J. Fox (S); Kroll Bros. (S); Paragon Oil Co. (S).

**DIXIE ADVERTISERS**

Lampton Bldg. Annex, Jackson, Miss.  
Tel.: 3-5383  
Radio Dept.: George W. Godwin, W. L. Cooper, Larry E. Painter, Albert P. Hand, Rex A. Moody, Sallie L. Whitney, George L. Sugg.

*(Continued)*

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**DOE-ANDERSON ADV. AGENCY**  
Martin Brown Bldg., Louisville 2  
Tel.: Wabash 3193

**DOHERTY, CLIFFORD & SHENFIELD INC.**  
350 Fifth Ave., New York 1  
Tel.: Bryant 9-0445  
Radio Dept.: Chester MacCracken, radio director, John Mullen, head of commercials; Helen Wilbur, timebuyer.  
Radio Accounts: Bristol-Myers Co., Mr. District Attorney (N); Bristol-Myers Co., Break the Bank (N); Reid's Ice Cream (S); General Aniline & Film (S).  
Television Accounts: Bristol-Myers Co.; The Borden Co.

**RALPH L. DOMBROWER CO. INC.**  
11 East Franklin, Richmond 19, Va.  
Tel.: 3-111.  
Radio Dept.: J. C. Fulmer, J. Linwood Jackson, T. Michoux Moody.  
Washington, D. C.—Woodward Bldg. Tel.: Republic 1420.  
Radio Accounts: Southland Wine Co. (S); Southern Biscuit Co. (S); Grip-an-Corp. (S).

**DONAHUE & COE**  
1270 Sixth Ave., New York 20  
Tel.: Columbus 5-4252  
Radio Dept.: A. Carl Rigrod, radio director; Thomas Lynch, timebuyer.  
Radio Accounts: Loew's Inc.; Republic Pictures; Schall Mfg. Co.; Angostura Wuppermann Co.; New York Herald-Tribune; Southland Coffee Co.; Radio City Music Hall; Brandt Theatres.

**W. B. DONER & CO.**  
Washington Blvd. Bldg., Detroit 26  
Tel.: Cherry 0244  
Radio Dept.: N. J. Abodaher, radio director; Phil Hower, Dorothy Cloudman, Charles Rosen, account executives.  
Rochester, N. Y.—Commerce Bldg. Tel.: Stone 3113.

Chicago—185 N. Wabash. Tel.: Dearborn 4676.  
Radio Accounts: Orley Freezers Inc.; Stetson Electromatic; Cooper Drug Co.; Detroit News; Electric Steam Radiator Corp.; Everkrisp Food Products; Fostola Chemical Products; Grosse Point Foods; Big Bear Markets; C. J. Bowers Meat Products; Testagar & Co.; Famous Cleaners; Farrell Publishing Co.; William A. Lewis Stores; Federal Dept. Stores; Lords Jewelers; Burton's Jewelers; Rose Jewelry Co.; Laura Jewelry Stores; Speedway Petroleum Corp.; Crown Furniture Co.; Weil Furniture; Clayton's Men's Clothiers; Tool Shop Sporting Goods; Grand River Chevrolet; Herzberg & Keystone Furriers; Marks Furs; Peters' Sports Goods; Detroit Suspender & Belt Co.; Faygo Beverages; Krandall Jewelers.

**DORLAND INTERNATIONAL-PETTINGELL & FENTON**  
247 Park Ave., New York 17  
Tel.: Eldorado 5-2685  
Radio Dept.: Arthur F. Connolly, vice-president; export radio director; Bernice Newton, timebuyer; Carlos Caberra, export radio timebuyer.

**JOHN C. DOWD INC.**  
Park Square Bldg., Boston 16  
Tel.: Hubbard 8050  
Radio Dept.: Gerard H. Slattery, radio director; E. D. Parent, timebuyer.  
Radio Accounts: Albany Carpet Cleaning Co. (S); Britex Co. (S); Martin L. Hall Co. (S); Jenney Gasoline (S); Clinton Clothing Mfg. Co. (S); Wm. Filene's Sons Co. (S); Homes Inc. (S); Allied Salt & Chemical Co. (S); First National Stores (S); Paine Furniture Co. (S); Studio Shop (S).

**DOYNE ADVERTISING**  
Warner Bldg., Nashville 3  
Tel.: 6-0811  
Radio Dept.: George W. Doyne.

**MONROE F. DREHER INC.**  
30 Rockefeller Plaza, New York 20  
Tel.: Circle 6-6675  
Radio Dept.: Helen Burst, timebuyer; Alvin Hatfield, account executive.

**JIM DUFFY CO.**  
35 E. Wacker Drive, Chicago 1  
Tel.: Randolph 4827  
Radio Dept.: James A. Duffy, president; Harrison Howard, vice-president; F. T. McCain Jr., A. R. Roberts, account executives; Publy L. Kesler, timebuyer.  
Radio Accounts: Ambrosia Brewing Co. (S); National Economic Council (N); Soy Food Mills Inc. (S).

**DUNDES & FRANK INC.**  
64 West 48th St., New York 19  
Tel.: Longacre 3-1633  
Radio Dept.: Ben Frank, radio director and timebuyer.

**DUNN-FENWICKE & CO. INC.**  
4015 Wilshire Blvd., Los Angeles 5  
Tel.: Drexel 7305  
Radio Dept.: David R. Fenwick, radio director.  
Radio Accounts: Packard-Bell Co. (S); DeMille Foundation (N).

**ROY S. DURSTINE INC.**  
730 Fifth Ave., New York 19  
Tel.: Circle 6-1400  
Radio Dept.: Richard L. Eastland, radio director; John T. W. Martin, Maurice Condon, associate directors of radio; Bergi Bos, timebuyer; Robert L. Whitehead, radio promoter.  
Chicago 1—333 N. Michigan Ave. Tel.: Dearborn 2373. George Enzinger, vice-president.  
Cincinnati 2—Enquirer Bldg. Tel.: Cherry 0032.  
Radio Accounts: The Sarutan Co. (N-S); Homix Products Inc. (S); Edelbrew Brewery Inc. (S); Booth Fisheries Corp. (S).

**EASTBURN AND SIEGEL**  
623 Spring St., Atlanta 3  
Tel.: Vernon 4707  
Radio Dept.: Harry Siegel, owner.  
Radio Accounts: Coca Cola Bottling; Lane Drug; Atlanta Title; Lenak Studios; Bank of Atlanta; Orkin Exterminating.

**FRED H. EBERSOLD INC.**  
20 N. Wacker Drive, Chicago 6  
Tel.: Franklin 0106  
Radio Dept.: B. B. Pope, director.

**ADAM F. EBY & ASSOC.**  
Andrews Bldg., Buffalo, N. Y.  
Tel.: Madison 2922  
Radio Dept.: Adam F. Eby, Samuel E. Eby, Catherine D. Walsh.  
Radio Accounts: Buffalo Hockey Club (S); Acme Radio Service (S); Schreiber Brewing Co. (S); Buffalo Drive-In (S).

**EDWARD EDELSTEIN ADV. AGENCY**  
27 E. Monroe St., Chicago 3  
Tel.: Anderson 3867  
Radio Dept.: Edward Edelstein, Robert Doebler.

**ELLINGTON & CO.**  
535 Fifth Ave., New York 17  
Tel.: Murray Hill 2-2562  
Radio Dept.: Hal James, radio director, timebuyer; A. G. Graff, media director.  
Radio Account: McKesson & Robbins Inc. (S).

**ROY ELLIOTT CO.**  
25 Huntington Ave., Boston 16  
Tel.: Kenmore 7974  
Radio Dept.: Roy D. Elliott, timebuyer.

**ELLIS ADVERTISING CO.**  
Rand Bldg., Buffalo 3  
Tel.: Cleveland 0422  
Radio Dept.: Caesarina Cardarelli, radio director.  
New York—18 W. 42nd St. Tel.: Longacre 5-1367. James W. Gillis, manager.  
Toronto—74 King St. E. Tel.: Waverly 3438. Abbey A. Muter, manager.

**EMERY ADVERTISING CO. INC.**  
Baltimore Life Bldg., Baltimore 1  
Radio Dept.: Charles E. Emery, president.  
Tel.: Plaza 7440  
Radio Accounts: Helwig & Leitch Inc.; Floor-krafters; Tumbler Laboratories.

**ROBERT J. ENDERS ADVERTISING**  
Atlantic Bldg., Washington 4, D. C.  
Tel.: Executive 5834  
Radio Dept.: Robert J. Enders, president; Robert L. Howard, radio director; Sheila Ryan, script and continuity director; Charles Warren, production manager; John Barnes, chief timebuyer.

**ENGEL ADVERTISING INC.**  
185 N. Wabash, Chicago 11  
Tel.: State 1366  
Radio Dept.: Frank Engel.  
Radio Account: Birk Bros. Brewing Co.

**F. A. ENSIGN ADV. AGENCY INC.**  
Grant Bldg., Pittsburgh 21  
Tel.: Atlantic 4028  
Radio Dept.: Gordon Davis, radio director, timebuyer.  
Radio Accounts: First Federal Bank; North Side Packing; Peters Packing Co.; R. C. McAeer Co.; Meadowdale Dairies; Potter McCune Inc.; Weaver Costello Inc.; S. Pgh. Saving & Loan; C. L. S. Products Inc.; Marlan Bridal Shop; Haugh & Keenan Inc.

**ERLAND ADVERTISING AGENCY**  
18 E. 41st St., New York 17  
Tel.: Murray Hill 5-4764  
Radio Dept.: Louis H. Ehrlich, radio director and timebuyer.

**ERWIN, WASEY & COMPANY INC.**  
420 Lexington Ave., New York 17  
Tel.: Mahawk 4-8700  
Radio Dept.: C. H. Co'tington, radio director; John Halpern, radio producer; Joe Brattain, ass't. radio director; Charles Lawe, radio producer; Archibald Dauglass, business manager radio dept.  
Chicago—230 N. Michigan Ave. Tel.: Randolph 4952. L. R. Northrup, vice-president.  
Minneapolis—Rand Tower Bldg. Tel.: Atlantic 1223. Mac Martin, vice-president.  
Oklahoma City—First Nat'l. Bldg. Tel.: Oklahoma City 2-0603. Harold Halsell, vice-president.  
Seattle—White-Henry-Stuart Bldg. Tel.: Elliott 8250. Miller Munson, vice-president.

Toronto-749 Yonge St. Tel.: Randolph 5187.  
Rolph Lawson, vice-president.  
Radio Accounts: Acme Flour Mills Co. (S);  
Albers Milling Co. (N-S); Anderson-Prichard  
Oil Corp. (S); Barbasol Co. (N-S); Carnation  
Co. (N-S); Consolidated Cigar Co. (S); Peter  
Fox Brewing Co. (S); House of Herbs Inc. (S);  
S. C. Johnson & Son (S); Krem! Hair Tonic  
& Shampoo (N-S); K-R-O Co. (S); Austerville  
Co. (S); Nugh Coffee Co.; Pertussin (S); Prim-  
rose House Inc. (N-S); Jacob Ries Bottling  
Works Inc.; Salisbury & Sotterlee Co.; Zonite  
Products (N-S); Lydia E. Pinkham Medicine  
Co.

**BENJAMIN ESHLEMAN CO.**  
1522 Locust St., Philadelphia 2  
Tel.: Kingsley 5-2590  
Radio Dept.: Leon H. Greenhouse, vice-presi-  
dent, radio director, account executive; C. R.  
Palmer, media director; R. S. Aarons, account  
executive.

Radio Account: Sears, Roebuck & Co.  
Television Account: Sears, Roebuck & Co.

**ESSIG CO. LTD.**  
1121 South Hill St., Los Angeles 15  
Tel.: Prospect 6287  
Radio Dept.: J. S. Macaulay, vice-president;  
Norman J. Boroughs, radio director.  
Radio Accounts: Rhodes Jewelers; Green  
Haldeman Co.; Randall Mo'or Club.

**WILLIAM ESTY & CO. INC.**  
100 E. 42nd St., New York 17  
Tel.: Caledonia 5-1900  
Radio Dept.: Thomas D. Luckenbill, radio di-  
rector; John C. Esty, Richard C. Grahl, time-  
buyers; Kendall Foster, radio publicity and  
television.

Hollywood 28-1537 Vine St. Tel.: Hillside  
2183. Don Bernard, producer.  
Radio Accounts: Colgate-Palmolive-Peet Co.;  
Thomas Leeming & Co. Inc.; National Carbon  
Co. Inc.; Piel Bros.; R. J. Reynolds Tobacco  
Co.; Pacquin Inc.  
Television Accounts: Colgate-Palmolive-Peet  
Co.

**EVANS ASSOCIATES INC.**  
307 N. Michigan Ave., Chicago 1  
Tel.: State 8927  
Radio Dept.: R. R. Glenn, vice-president, ac-  
count executive; R. W. Classen, director of  
space, time and research.

**ALBERT EVANS ADVERTISING**  
Dan Waggoner Bldg., Fort Worth 2  
Tel.: 2-3371  
Radio Dept.: Albert Evans, general manager;  
George W. Linn, radio director; Albert Evans,  
Gordan Teague, Dorothy Cantrell, account  
executives.  
Radio Accounts: Axtell Co. (S); Ellison's Furni-  
ture (S); Foremost-Dairyland (S); M. J. Justin  
& Sons; Premier Oil Refining Co.; Texas  
Motors (S); Wayside Inn (S).

**LAWRENCE I. EVERLING INC.**  
1700 Walnut St., Philadelphia 3  
Tel.: Pennypacker 5-7927  
Radio Dept.: Frank J. Corkery, vice-president.  
Radio Accounts: Fos'a, Miller & Blerly (S);  
Fleming & Bates (S); Mrs. Smith's Pie Co. (S).

**EWELL & THURBER ASSOC.**  
612 N. Michigan Ave., Chicago 11  
Tel.: Delaware 4466  
Radio Dept.: A. J. Englehardt, radio director,  
timebuyer; M. H. Milton, ass't. radio director.  
Radio Accounts: Wilson & Co.; Wilson Sport-  
ing Goods.

**EXPORT ADVERTISING AGENCY**  
519 N. Michigan Ave., Chicago 11  
Tel.: Superior 3875  
Radio Dept.: R. C. Lebert, president.  
Radio Accounts: (On Latin-American Stations):  
The Knox Co.; Wintersmith Chemical Co.;  
Grove Laboratories; Menhollatum Co.; Pep-  
sodent Co.; Waco Products Co.; Citrus Pro-  
ducts Co.; Bauer & Black; Burma Shave; Tayton  
Co.; Golden State Co.

**F**

**H. W. FAIRFAX ADV. AGENCY INC.**  
551 Fifth Ave., New York 17  
Tel.: Murray Hill 2-8680.  
Radio Dept.: Janice Hamilton, Bernard Katz,  
account executives (Hearns).  
Radio Accounts: General Instrument Corp.  
(S); Bloomingdales Dept. Store (S); Hearns  
Dept. Store (S); Nissy Perfums Inc. (S).

**FEDERAL ADV. AGENCY INC.**  
385 Madison Ave., New York  
Tel.: Eldorado 5-6400  
Radio Dept.: Francis C. Barton Jr., director;  
Penelope Simmons, timebuyer; Jules B. Singer,  
Charles Wright, John S. Davidson, Kenneth  
Plumb, vice-presidents and account execu-  
tives; Dr. Wallace H. Wulfack, management  
vice-president; Laura Carson, Brooke Watson,  
account executives; Thomas Hicks, produc-  
tion; Kenneth Kear, commercial writer.  
Radio Accounts: American Safety Razor Corp.  
(N-S); The Barbizon Corp. (S); Jos. Dixon  
Crucible Co. (S); General Cigar Co. (S);  
Lightfoot Schultz Co. (S); Rockwood & Com-  
pany (S); John F. Trommer Inc. (S); Lily of  
France (S).

**HARRY FEIGENBAUM ADV. AGENCY**  
1420 Walnut St., Philadelphia 2  
Tel.: Pennypacker 3623  
Radio Dept.: Ralph A. Hart, radio director;  
David Wermen, timebuyer.

**COURTLAND D. FERGUSON INC.**  
National Press Bldg., Washington 4  
Tel.: National 7713  
Radio Dept.: Courtland D. Ferguson, presi-  
dent; J. A. Holte, radio timebuyer.  
Baltimore 1-325 North Charles St., Tel.:  
Vernon 7211. George W. Ross, radio  
director and timebuyer.  
Richmond, Va.-Life Insurance Co. of Va.  
Bldg. Tel.: 7-0788. Frank G. Christian,  
manager.

Radio Accounts: Anderson Brothers (S);  
Blackstone Inc. (S); L. S. Briggs Inc. (S);  
Burt's Translux (S); Columbia Specialty Co.  
(S); Croker General Tire Co. (S); Ellison &  
Hawes, Richmond, Va. (S); James G. Gill  
Inc., Norfolk, Va. (S); P. D. Gwaltney Co.  
Inc., Smithfield, Va. (S); Highland Farms  
Dairy (S); High's Ice Cream Co. (S); E. P.  
Hinkel & Co. (S); Stanley H. Horner Inc. (S);  
Howard's Odorless Cleaners (S); M. A. Leese  
Optical Co. (S); Little Tavern Shops (S);  
Loving Motors (S); Luray Caverns, Luray, Va.  
(S); Mann's Potato Chips (S); Noland Co.  
Inc., Newport News, Va. (S); Old Colony  
Laundry (S); Press Cafeteria (S); Rainbow  
Dyeing & Cleaning (S); Riverside Stadium (S);  
Schindler's Peanut Products Inc. (S); Smithy-  
Douglass Co., Norfolk, Va. (S); Smith's Trans-  
fer & Storage Co. Inc (S); Uline Ice Arena (S);  
Old Virginia Packing Co. (S); Anderson  
Motors, Baltimore (S); Goody's Ltd., Winstan-  
Salem, N. C. (S); Lincoln Warehouse Corp.,  
New York (S); Security Storage Co., Baltimore  
(S); John H. Delaney & Son Inc., Fruitland,  
Md. (S).

**FERRY-HANLY CO.**  
500 Fifth Ave., New York 18  
Tel.: Longacre 5-3000  
Radio Dept.: H. E. Lehman.

**LAWRENCE FERTIG & CO. INC.**  
149 Madison Ave., New York 16  
Radio Dept.: Henry Bretzfeld, radio director.  
Radio Accounts: David L. Loew Productions  
(S); Farrell Publishing Co. (S).

**FERWERDA-BOONE INC.**  
15 E. 40th St., New York 16  
Tel.: Murray Hill 3-1948  
Radio Dept.: Paul R. Ferwerda, president,  
radio director.

**ROBERT G. FIELDS & CO.**  
Warner Bldg., Nashville 3  
Tel.: 6-1977

**JOHN A. FINNERAN INC.**  
1475 Broadway, New York 18  
Tel.: Bryant 9-1290  
Radio Dept.: H. B. Pettengill, radio director;  
P. Lewis, timebuyer; John A. Finneran,  
George J. Walsh, B. Silon, account executives.  
Radio Accounts: Heiler Bros. (S); Miller Venet-  
ian Blinds (S); Conrad Razor Blade (S);  
Grant Employment Agency (S).

**FIRST UNITED BROADCASTERS**  
201 N. Wells, Chicago 6  
Tel.: Randolph 7800  
Radio Dept.: Hugh Rager, managing director;  
Walter Bennett, James T. Lambie, account ex-  
ecutives.

**M. M. FISHER ASSOCIATES**  
134 N. LaSalle St., Chicago 2  
Tel.: Central 1610  
Radio Dept.: Jack L. Fisher Sr., owner; Jack L.  
Fisher Jr., co-owner, timebuyer.  
Radio Accounts: Trav-Ler Radio Corp. (S);  
20th Century Fox Film Corp. (S); United Ar-  
tists Corp. (S); Universal Pictures (S); Van-  
guard Films (S); Warner Bros. (S).

**FITZGERALD ADVERTISING AGENCY**  
833 Howard Ave., New Orleans 13  
Tel.: Raymond 5194  
Radio Dept.: Leonard Gessner, timebuyer;  
Roy M. Schwarz, programs and television;  
Mildred Thomas, continuity.  
Radio Accounts: Wesson Oil & Snowdrift  
Sales Co. (N-S); Blue Plate Foods Inc. (S).

**FLACK ADVERTISING AGENCY INC.**  
Hills Bldg., Syracuse 2, N. Y.  
Tel.: 2-3129.  
Radio Dept.: Prof. Kenneth Bartlett, radio  
consultant; John B. Flack, Richard H. Wick-  
ham, Claire Evans, James B. Lennie, account  
executives.  
Radio Accounts: Bardeen's Inc. (S); First  
Trust & Deposit Co. (S); Blue Cross Plan (S);  
Keepsake Diamonds & Rings (S).

**JAMES R. FLANAGAN ADV. AGENCY**  
505 Fifth Ave., New York 17  
Tel.: Murray Hill 2-1048  
Radio Dept.: Robert L. Flanagan.  
Radio Accounts: Jean Jordeau inc. (S).

**C. C. FOGARTY CO.**  
307 N. Michigan Ave., Chicago 1  
Tel.: Randolph 7000  
Radio Dept.: C. C. Fogarty, president; Robert  
E. Potter, partner.  
Radio Accounts: Babson Brother; Pfanstiel  
Chemical Co.

**FOLEY ADVERTISING AGENCY**  
N B C Bldg., Cleveland 14  
Tel.: Cherry 1490  
Radio Dept.: Robert B. Foley, radio director;  
L. M. Robertson, account executive.  
Radio Accounts: I. J. Fox Co. (S); The Stearn  
Co. (S); Arena Attractions (S); This!edown  
Racing Assn. (S).

(Continued)

# KSO - Des Moines

## Central Iowa's Best Buy

KSO is the only CBS station serving  
Central Iowa—the world's greatest agri-  
cultural producing section. Des Moines,  
capital of Iowa, is the hub of this rich  
section and a nationally known manu-  
facturing center.

Basic CBS, Response-Rated KSO-pro-  
duced shows — plus all-around smart  
programming, production and promo-  
tion . . . keep radio dials in Des Moines  
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Smart time buyers know, "KSO is the  
best radio buy in Central Iowa!

Ask the nearest Headley-Reed repre-  
sentative for the fact-full KSO story.

# KSO



**DES MOINES, IOWA 5000 WATTS**

**Basic Columbia in Central Iowa**

**MURPHY BROADCASTING COMPANY**

Kingsley H. Murphy, President George J. Higgins, General Manager

Headley-Reed Company—National Representatives



**ADVERTISING AGENCIES HANDLING RADIO ACCOUNTS**  
(Continued)

**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.: Hubbell Robinson, vice-president and national radio director; Douglas Coulter, radio dept. manager; Bunny Coughlin, Harry Ingram, Thomas Loeb, producers; Bernard M. Douglas, Stephen Czufin, Kenath Sponsel, John Tormey, Cyrus Nathan, Harry Frier, Harold Halt, account executives; Lillian Seib, timebuyer.

San Francisco 4-235 Montgomery St. Tel.: Suffer 2355. David Taylor, radio director; Herb Reynolds, Jack Messler, Les Mosely, Russ Insley, account executives; Frances Ryland, timebuyer.

Los Angeles 13-601 W. Fifth St. Tel.: Michigan (N); David Taylor, radio director; Ford Sibley, Jack Smock, Chester Hess, Jack Little, Kendall Thurstan, account executives; Dorothy Kahza, timebuyer.

Hollywood 28-6117 Sunset Blvd. Tel.: Hollywood 6265. C. Burt Oliver.

Chicago 11-919 N. Michigan Ave. Tel.: Superior 4800. Stuart Dawson, radio director; Genevieve Lemper, timebuyer.  
Radio Accounts: American Tobacco Co. (N-S); American Cigarette & Cigar Co. (S); Bourjois (N); Barbara Gould (S); RKO Pictures Inc. (S); Hunt Stromberg (S); Samuel Goldwyn (S); Selznick International (S); Vanguard Film Co. (S); Lockhead (N-S); Union Oil (S); Petroleum Advisers (N-S); General Foods (N-S); Lever Bros. (N-S); Armour & Co. (N-S); Montgomery Ward (S); California Fruit Growers Assn. (N-S); Tani Co. (N-S).

**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.**  
Wildier Bldg., Charlotte 1, N. C.  
Tel.: 4-7122  
Radio Dept.: John L. Fort, director.

**JONES FRANKEL CO.**  
43 E. Ohio St., Chicago 11  
Tel.: Superior 0707  
Radio Dept.: Jones B. Frankel, A. G. Gaines, R. J. Lind, account executives; Alice Jolivet, radio director.

**ALBERT FRANK-GUENTHER LAW INC.**  
131 Cedar St., New York 6  
Tel.: Cortlandt 7-5060  
Radio Dept.: Cecile Robinson, radio director, timebuyer.  
Boston-10 Post Office Square. Tel.: Hancock 5900.

Chicago-1 LaSalle St. Tel.: Dearborn 8910.  
Philadelphia-Packard Bldg. Tel.: Rittenhouse 3915.

San Francisco-235 Montgomery St. Tel.: Ebbrook 3484.

London, Eng.-E. C. 2.  
Radio Accounts: Merrill, Lynch, Pierce, Fenner & Beane (S); Chase National Bank (S); Noma Electric Corp. (S).

**ROBERT FRANKLIN & ASSOC.**  
Fulton-Fresno Bldg.  
Tel.: 4-6566  
Radio Dept.: R. C. Franklin Jr., director of plans and production.

**FREDERICK-CLINTON CO.**  
545 Fifth Ave., New York 17  
Tel.: Murray-Hill 2-7433  
Radio Dept.: John H. Mitchell, radio director.  
Radio Accounts: All-American Football Conference (N); Pavonia Grape Juice Jobbers Inc. (S); Coward Shoes Inc. (S); Acme Oranges Inc. (S).

**CURT FREIBERGER & CO. INC.**  
Cooper Bldg., Denver 2  
Tel.: Keystone 0487  
Radio Dept.: Curt Freiburger, president; Ruth L. Torgerson, radio director; Verne Ewing, Gene Blish, account executives; Robert A. McCutcheon, timebuyer.

Radio Accounts: Bell Tailors; Brecht Candy Co.; A. Carbone & Co.; Central Bank & Trust Co.; Colorado Potato Flake Co.; Z. M. Cooper Coal Co.; Denver Jewelry Co.; Gart Bros. Sporting Goods Co.; O.K. Rubber Welding Co.; Securities Credit Corp.; Stone-Hall Brokerage Co.; Tivoli-Union Brewing Co.; Toner's Inc.; Ute Chief Mineral Water Co.

**JOHN FREIBURG & CO.**  
520 W. Seventh St., Los Angeles 14  
Tel.: Michigan 8286  
Radio Dept.: Edward Love'on, radio director; C. J. Kellogg.  
Radio Accounts: E. & J. Gallo Winery (S).

**FREITAG ADV. AGENCY**  
761 Peachtree St., N.E., Atlanta  
Tel.: Hemlock 1345  
Radio Dept.: Norman Frankel, radio director, timebuyer; J. V. Freitag, account executive.  
Radio Accounts: Columbia Baking Co. (S).

**FREMONT ADV. AGENCY**  
6 N. Michigan Ave., Chicago 1  
Tel.: State 3188  
Radio Accounts: Princess Pat; National Novelities.

**MORTON FREUND ADV. AGENCY**  
400 Madison Ave., New York 17  
Tel.: Plaza 7-7110.  
Radio Dept.: Morton Freund, radio director.  
Radio Accounts: Stratsbury Mfg. Co. (S); Timely Clothes (S); Sherman Bows (S).

**E. M. FREYSTADT ASSOC. INC.**  
570 Lexington Ave., New York 22  
Tel.: Plaza 3-1253.  
Radio Dept.: E. M. Freystadt; Charles E. Ballard, Charles C. Walter, account executives.

**FENSHOLT CO.**  
360 N. Michigan Ave., Chicago 1  
Tel.: Randolph 1671  
Radio Dept.: A. H. Fensholt, president.  
Radio Account: John Meck Industry.

**OAKLEIGH R. FRENCH & ASSOCIATES**  
4235 Lindell Blvd., St. Louis 8  
Tel.: Newstead 0037  
Radio Dept.: A. Moescher Jr., radio director, timebuyer.

Radio Accounts: National Candy Co. (S); H-P. Coffee Co. (S); Hunter Packing Co. (S); Clinton Industries (S); Mercantile Bank (S).  
**JEAN SCOTT FRICKELTON ADV. AGENCY**  
1355 Market St., San Francisco 3  
Tel.: Hemlock 6030

**AD FRIED ADVERTISING AGENCY**  
Easton Bldg., Oakland 12  
Tel.: Highgate 6380  
Radio Dept.: Ad Fried, radio and television director; James A. Scott, copy and continuity director; Elaine Trigger, program director; Elaine McCune, timebuyer; Scott B. Anderson, producer.

Radio Accounts: Advance Products Co. (S); Aircraft Leather Co. (S); Bigelow Films (S); Darling Shops Corp. (S); Eb Wells Pontiac Distributor (S); Miracle Foam (S); Fox West Coast Theaters (S); Fred Benioff (S); Foster Insurance Agency (S); Gould-Pacific Co. (S); Gross Bros. (S); G. H. Halman Co. (S); Home Supply Co. (S); Heidt Equipment Co. (S); Magazine Service Bureau (S); Nutrisol (S); Morse-Starratt Products Co. (S); Office Appliance Co. (S); Oakland Frame & Axle Co. (S); Oakland Pro-Football Assn. (S); Oakland Federal Savings & Loan Assn. (S); Panda Room (S); Rainbow Hybridizing Gardens (S); Renee Perfume (S); Linn Co. (S); Coast Millinery Co. (S); Tash Furriers (S); Sunset Venetian Blind Co. (S); Swan's Market (S); Van S. Laboratories (S); Travel Service Inc. (S); W. F. Barton Co. (S); West Coast Soap Co. (S).

**FRIZZELL ADV. AGENCY INC.**  
Plymouth Bldg., Minneapolis 2  
Tel.: Main 1915  
Radio Director: F. C. Sigurdson, account executive; J. P. Pikala, chief, radio production.  
Radio Accounts: Hilltop Laboratories (S); Security Food Co. (S); St. Paul Hatchery (S); Northern Hatcheries (S); N. W. Hide & Fur Co. (S).

**HARRY M. FROST CO. INC.**  
260 Tremont, Boston 16  
Tel.: Liberty 0813  
Radio Dept.: Karl M. Frost, president; Harvey P. Newcombe, radio director, timebuyer; Sherman Keene, Raymond E. McLaughlin, John D. O'Leary, Edward W. Young, Charles H. Bauer, Ruth L. Young, Allen H. Wood, account executives.  
Radio Accounts: Durkee-Mawer Inc. (N); Supreme Wine Co. (S); Eastern Racing Assn. (S); Eldred & Barba (S); Arabian Coffee Co. (S); Shubert Theatres (S); Campbell Fairbanks Exposition (S); Genoa Packing Co. (S); Boston Yanks Football Club (S); Boston Braves Baseball Club (S); Gentle Baking Co. (S); Reliable Flour (S).

**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, Ray Huhta, timebuyers.  
Cleveland 15-1501 Euclid Ave. Tel.: Cherry 6700. W. J. Steab, media director; Reed Drummond, television director; M. M. Scott.

Radio Accounts: Aluminum Co. of America (S); Commonwealth Shoe & Leather Co. (S); Westminister Ltd. (S); Central Nat'l. Bank of Cleveland (S); Westinghouse Lamps & Westinghouse Home Radios (S); Stouffer Restaurants (S); Burkhardt Brewery (S); Pennzoil (S); Westinghouse Home Appliance (S); War Assets Administration (S); Dayton Rubber Co. (S); Dougherty Lumber Co. (S).

**JUSTIN FUNKHOUSER ADV. INC.**  
O'Sullivan Bldg., Baltimore 2.  
Tel.: Mulberry 8524  
Radio Dept.: Harry H. Wright, radio director; Jay Wingate, media director; Dan Wright, production chief; Paul Cornell, creative director; Malcolm MacPherson, publicity.

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**FURMAN, FEINER & CO. INC.**  
117 W. 46th St., New York 19  
Tel.: Bryant 9-2927  
Radio Dept.: Norman Furman, president;  
Joyce Grabard, timebuyer.  
Radio Accounts: Colomby Watch Co. (S);  
Michaels Bros. (S); International Ladies Garment  
Workers Union (S); Casul Chemical  
Corp. (S); Roberts Minute Cleaner (S); Kindle  
Lite Co. (S).

**G**

**GAHAGAN, TURNBULL & CO. INC.**  
270 Park Ave., New York 17  
Tel.: Plaza 9-2500  
Radio Dept.: George De Pua Jr., radio director;  
Barbara L. Smith, timebuyer.  
Radio Accounts: America's Future (N); New  
York Republican State Committee (S); Clairco  
Co. (S).

**GANO-BACHRODT-EDWARDS INC.**  
Union National Bank Bldg., Houston 2  
Tel.: Charter 4-6083  
Radio Dept.: Joe W. Edwards, vice-president;  
Hazel Keener, timebuyer; D. J. Wallace Jr.,  
Francis J. Murphy, account executives.  
Chicago 1-75 E. Wacker Drive. Tel.: Franklin  
4883. J. C. Bachrodt.  
Radio Accounts: Second National Bank (S);  
James Bu'e Co. (S); Fannin Pharmacy (S).

**GARDNER ADVERTISING CO.**  
915 Olive St., St. Louis 1  
Tel.: Garfield 2015  
Radio Dept.: C. E. Claggett, vice-president  
and radio director; E. A. W. Schulenburg,  
vice-president and media director; Miss D.  
R. Buss, C. C. Humphrey, John J. Schwarz,  
timebuyers.  
New York 20-9 Rockefeller Plaza. Tel.: Col-  
lumbus 5-2000. Roland Martini, vice-  
president and radio director.

Radio Accounts: Hyde Park Breweries Assn.  
(S); H. D. Lee Co. (S); Lion Oil Co. (S);  
Pet Milk Co. (N-S); Rals'on Purina Co. (N-S);  
St. Louis Independent Packing Co. (S); St.  
Louis Public Service Co. (S); Sutho Suds Inc.  
(S); Union Electric Co. (S); Wabash Railroad  
(S).

**ALVIN GARDNER CO.**  
67 W. 44th St., New York 18  
Tel.: Murray Hill 2-4655.  
Radio Dept.: Alvin I. Gardner, radio director;  
William Glickman.  
Radio Accounts: National House & Farms  
Assoc. (S).

**GARFIELD & GUILD ADVERTISING**  
660 Market St., San Francisco 4  
Tel.: Exbrook 3420  
Radio Dept.: William Morrison, radio director;  
Sally Paul, timebuyer; Walter Guild,  
executive vice-president.  
Los Angeles 5-3925 W. Sixth St. Tel.: Trinity  
3832. Lee Ringer, manager.

Radio Accounts: Rosefield Packing Co. (S);  
Good Foods Inc. (S); Alta Vineyards (S);  
Chemicals Inc. (N); Duchess Party Foods (S);  
El Dorado Oil Works (S); Grace Bros. Brew-  
ing Co. (S); Grovem Inglis Baking Co. (S);  
Guittard Chocolate Co. (N); HQZ Distribu-  
tors (S); J. I. Frozen Foods (S); Kay Jewelry  
Co. (S); Rev. Charles E. Lukens (S); Newell  
Gutradt Co. (S); No Dos Awakeners (S);  
Northrup King Co. (S); Remar Baking Co.  
(S); Smith's Men's Clothing Co. (S).

**W. W. GARRISON & CO.**  
400 N. Michigan Ave., Chicago 11  
Tel.: Superior 8388  
Radio Dept.: Tim Morrow, radio director;  
George P. Schill, timebuyer; W. W. Garri-  
son, E. Earl Lines, account executives.  
Radio Accounts: Florida Citrus Exchange;  
Joseph Triner Corp.; Dante Candies; Hamil-  
ton Foods.

**JOSEPH R. GERBER CO.**  
1305 S. W. 12th Ave., Portland 1  
Tel.: Broadway 0515  
Radio Dept.: Charles H. Devlin, radio direc-  
tor and account executive.  
Radio Accounts: Cascade Frozen Foods Inc.  
(S); Equitable Savings & Loan Assn. (S);  
Fowler Mfg. Co. (S); Keller Baking Co. (S);  
Standard Insurance Co. (S); Portland General  
Electric Co. (S).

**GEYER, NEWELL & GANGER**  
745 Fifth Ave., New York 22  
Tel.: Wickersham 2-5400  
Radio Dept.: Donald S. Shaw, vice-president  
and radio director; Ted Long, production  
manager; Kay Callahan, timebuyer.  
Detroit 32-14250 Plymouth Rd. Tel.: Hogarth  
5520. H. M. Hempstead and R. Tuttle,  
vice-presidents.

Dayton, Ohio—U. B. Bldg. Tel.: Fulton 4145.  
E. G. Frost, manager.  
Hollywood-6605 Hollywood Blvd. Tel.:  
Granite 6141. Ed Cushman, manager.  
Radio Accounts: E. R. Squibb & Sons (N);  
Nash-Kelvinator Corp.

**GIBSON ADV. AGENCY INC.**  
Daniel Bldg., Tulsa 3  
Tel.: 4-2444  
Radio Dept.: J. Burr Gibbons, president; L.  
E. White, vice-president, radio director.

**THE GIEZENDANNER ADV. CO.**  
Southern Standard Bldg., Houston 2  
Tel.: Preston 5551  
Radio Dept.: Maudeen Marks, radio direc-  
tor; Albert Black, timebuyer; C. J. Giezen-  
danner Jr., Kit Parsons, Maudeen Marks, ac-  
count executives.

Radio Accounts: Holsum Bread (S); Braswell's  
Fower Gardens (S); Sun-Up Ice Cream (S);  
Polyanna Shop (S); Fogle-West Funeral Home  
(S); Fogle-West Life Insurance (S); Bill Wil-  
liams (S); Houston Ice Hockey (S); C. B. Del-  
homme Marine Distributors (S); Real Tailors  
(S); Union Bottling Co., Dr. Pepper (S);  
Houston Fat Sock Show (S); Flato (S).

**GILLHAM ADV. AGENCY**  
Continental Bank Bldg., Salt Lake City 1  
Tel.: 4-5516  
Radio Dept.: Victor V. Bell, radio director;  
Bob Rohlfing, ass't radio director; Pearl  
Eccles, secretary; Edith Abbott, copywriter.  
Radio Accounts: Salt Lake City Chamber of  
Commerce (S); Jesse M. Chase (S); Cloverleaf  
Dairy (S); Ex-Cel-Cis Inc. (S); First Federal  
Savings (S); George A. Fuller Co. (S); Fisher  
Brewing Co. (S); Mountain Fuel Supply Co.  
(S); Pony Express Stages (S); Porter-Scar-  
pelli Macaroni Co. (S); Royal Baking Co. (S);  
Salt Lake Hardware (S); Sego Milk Pro. Co.  
(S); Sweet Candy Co. (S); Tracy-Collets Trust  
Co. (S); Utah Finance (S); Utah Oil Refining  
Co. (S); Utah Power & Light Co. (S); Ogden  
First Federal Savings (S); Walker Bank &  
Trust Co. (S); Western Colorado Power Co.  
(S); American Packing & Provision Co. (S);  
Colville Ice Cream Co. (S); J. A. Hogle Inv.  
Co. (S).

**BERT S. GITTINS ADVERTISING**  
739 N. Broadway, Milwaukee 2  
Tel.: Daly 6230  
Radio Dept.: Gerald L. Seaman, radio execu-  
tive; Robert J. Rice, Milton O. Gustafson, M.  
C. Ivey, Carl D. Stoddard, account execu-  
tives.

Radio Accounts: Allis-Chalmers Tractor Divi-  
sion (N); Kasco Mills Inc. (S); Consolidated  
Products Co. (S); Beebe Laboratories Inc.  
(S); Dri-Seal Products Inc. (S); William F.  
Renk & Sons (S).

**GLASSER-GAILEY INC.**  
3725 Wilshire Blvd., Los Angeles 5  
Tel.: Fitzroy 2141  
Radio Dept.: P. E. Gailey, vice-president, ra-  
dio director; A. E. Anderson, timebuyer; J.  
G. Stevens, Jefferson K. Wood, M. L. Gra-  
ham, George Harschberger, account execu-  
tives.  
New York 22-32 E. 57th St. Tel.: Plaza 5-2877.

Richard T. Ney.  
San Francisco 4-DeYoung Bldg. Tel.: Ex-  
brook 6468. R. O. Davis.  
Radio Accounts: Bu-Toy Products Ltd.; L. B.  
Laboratories; Kerr Food Products Inc.; K & R  
Fruit Products Inc.; Lucky Stores Inc.; Pismo  
Brands Inc.

**FRANCIS K. GLEW ADVERTISING**  
Murray Bldg., Grand Rapids 2, Mich.  
Tel.: 9-1848  
Radio Dept.: Francis K. Glew, owner.  
Radio Accounts: Valley City Milling Co. (S).

**JACK GOHRING ADVERTISING**  
20 W. 43 St., New York 18  
Tel.: Chickering 4-7658  
Radio Dept.: Jack Goehring, radio director  
and timebuyer; Irene Press, account execu-  
tive.  
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.: Lou Haber, radio direc'tor, ac-  
count executive; Shirley Dublin, timebuyer.

**GOLDMAN & WALTER ADV. AGENCY**  
36 State St., Albany 7, N. Y.  
Tel.: 5-8864

Radio Dept.: Louise Benay, radio director;  
Robert W. Snyder, ass't director; Harry L.  
Goldman, Jack Goldman, Keran Markey, ac-  
count executives; Ruth Novik, copywriter.  
Radio Accounts: DuPont de Nemours Paint  
Co. (S); David's Women's Specialty Shop  
(S); John G. Myers Co. (S); Seven-Up Bot-  
tling Co. (S); Tru-Ade Bottling Co. (S);  
Standard Furniture (S); Albany Garage &  
Appliance Co. (S); Rubin's Jewelers (S);  
Green's Stationery (S); Drive-In Theatres  
(S); Dally's Department Store (S); Stone  
Liquor Distributors (S); Spector's Music Centre  
(S); Rathbards Upholstering (S); Roxy Clean-  
ers & Dyers (S).  
Television Accounts: David's Women's Ap-  
parel Shop; John G. Myers Dept. Store.

**GOODKIND, JOICE & MORGAN**  
919 N. Michigan Ave., Chicago 11  
Tel.: Superior 6746.  
Radio Dept.: Harlow P. Roberts, vice-presi-  
dent; Florence Neighbors, media director.  
Hollywood 28-Roymond R. Morgan Co. 6362  
Hollywood Blvd. Tel.: Hampstead 4194.

(Continued)

**THE BRANHAM COMPANY**

representing

- WMOB** Mobile, Ala.
- WLAY** Muscle Shoals, Ala.
- KTHS** Hot Springs, Ark.
- KFMB** San Diego, Calif.
- KWKH** Shreveport, La.
- WCPO** Cincinnati, Ohio
- WORD** Spartanburg, S. C.
- WTJS** Jackson, Tenn.
- WNOX** Knoxville, Tenn.
- WMC** Memphis, Tenn.
- 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.

**CHICAGO**  
**NEW YORK**  
**DETROIT**  
**DALLAS**  
**ATLANTA**  
**CHARLOTTE**  
**ST. LOUIS**  
**MEMPHIS**  
**KANSAS CITY**  
**SAN FRANCISCO**  
**LOS ANGELES**



# ADVERTISING AGENCIES HANDLING RADIO ACCOUNTS

(Continued)

San Francisco 2—Raymond R. Morgan Co., Loew's Warfield Bldg. Tel.: Graystone 2851.

Radio Accounts: Associated Products (S); Burlington Brewing Co. (S); Goldenrod Ice Cream (S); Hooker Glass & Paint Manufacturing Co. (S); Iowa Soap Co. (S); Jewel Food Stores (S); Planters Edible Oil Co. (S); Planters Nut & Chocolate Co. (S); Mid-Continent Airlines (S).

**JESSE GOROY CO.**  
666 Lake Shore Drive, Chicago 11  
Tel.: Superior 4312  
Radio Dept.: Jesse Goroy.  
Radio Accounts: Wonder-Rest Corp.

**GOTHAM ADVERTISING CO.**  
2 W. 46th St., New York 19  
Tel.: Longacre 5-2616.  
Radio Dept.: Arthur A. Kron, radio director; Herman Kron.  
Radio Accounts: Lutheran Laymen's League (S); Kruschew Salts (S).

**THE GOULSTON CO.**  
35 Court St., Boston  
Tel.: Lafayette 5866  
Radio Dept.: Donald J. McNeil Jr., time-buyer.  
Radio Accounts: J. P. Squire (S).

**GOURFAIN-COBB ADVERTISING AGENCY**  
Wrigley Bldg., Chicago 11  
Tel.: Whitehall 3230

Radio Dept.: Adele J. Jenks, timebuyer.  
Radio Accounts: Erie Clothing Co.

**GRADY & WAGNER CO.**  
1790 Broadway, New York 19  
Tel.: Columbus 5-3358  
Radio Dept.: Frank A. Grady, account executive; Maureen McMahon, timebuyer.  
Radio Accounts: Associated Laboratories Inc. (N-S); Vitamin-Quota Blondex (S); F. H. Leggett & Co. (S).

**GRANT ADVERTISING AGENCY**  
919 N. Michigan Ave., Chicago 11  
Tel.: Superior 6500  
Radio Dept.: Harry Holcombe, radio director; George McGivern, timebuyer; Howard Jones, George Clark, Robert Watson, Ralph Ellis, account executives.

New York—350 Fifth Ave. Tel.: Bryant 9-6100.  
New York—350 Fifth Ave. Tel.: Bryant 9-6100.  
Dallas 1—Gulf States Bldg. Riverside 8121.  
S. W. Hepworth.  
Weslaco, Tex.—113 W. Fourth St. Tel.: 175.  
Mildred Lee.

Detroit—Penobscot Bldg. Tel.: Cherry 9400.  
E. R. Grace.  
Miami 32—duPont Bldg. Tel.: 3-0883. John Day.  
Hollywood 28—6513 Hollywood Blvd. Tel.: Gladstone 7163. Frank Carter.

**J. GRANT CO. INC.**  
Hotel William Penn, Pittsburgh 19

Tel.: Grant 3331  
Radio Dept.: Lionel Poulton, radio director; L. H. Neiplin, account executive; Betty Gass, timebuyer.

**PAUL GRANT ADVERTISING**  
520 N. Michigan Ave., Chicago 11  
Tel.: Delaware 5671  
Radio Dept.: Paul Grant, Helen Rayn, time-buyers.  
Radio Accounts: Le Maire Cosmetic Co.; Safety Legion of America.

**GRANT & WADSWORTH INC.**  
405 Lexington Ave., New York 17  
Tel.: Murray Hill 9-4591.  
Radio Dept.: W. A. Grant, radio director & timebuyer.

**WILL GRANT ADVERTISING AGENCY**  
530 W. Sixth St., Los Angeles 14  
Tel.: Trinity 1384  
Radio Dept.: Will Grant, radio director.  
Radio Accounts: Fletcher Oil Co.

**THE GRAPHIC CO.**  
1225 Broadway, New York  
Tel.: Lexington 2-1392.  
Radio Dept.: M. Pollack, radio director and timebuyer.

**GRAY & ROGERS**  
12 S. 12th St., Philadelphia 7  
Tel.: Walnut 2-3636

Radio Dept.: Edmund N. Rogers, partner, director; Walter M. Erickson, ass't director.  
Radio Accounts: Bell Telephone Co. of Pa. (S); Southern States Iron Roofing (S); Asam Bros. (S); Keystone Auto Club (S); American Chemical, Paint (S); Borbey's Inc. (S); V. Arena & Sons (S).

**FINLEY H. GREENE ADV. AGENCY**  
Walbridge Bldg., Buffalo 2  
Tel.: Washington 3371  
Radio Dept.: Finley H. Greene, owner and account executive.

**THOMAS G. GREENE INC.**  
Florida Bank Bldg., Orlando, Fla.  
Tel.: 2-0422  
Radio Dept.: Edith N. Greene, radio director.  
Radio Accounts: Dr. P. Phillips Canning Co. (S).

**GREY ADVERTISING AGENCY INC.**  
166 W. 32nd St., New York 1  
Tel.: Chickerling 4-3900  
Radio Dept.: Marvin Corwin, radio director; Harriett M. Bellille, timebuyer.  
Radio Accounts: Consolidated Razor Blade Co.; Dif Corp.; Doughnut Corp. of America; Hallanderizing Corp. of America; Jacques Kreisler Mfg. Corp.; Lambert Bros.; Mocy's, New York; The Mennen Co.; Orbach's Inc.; Phillips-Jones Inc.; Bernard Ullman Co. Inc.

**GRIFFITH ADVERTISING AGENCY**  
Times Bldg., St. Petersburg 1  
Tel.: 4311  
Radio Dept.: Robert J. Bullard, radio director.

**H. M. GROSS CO.**  
221 N. LaSalle St., Chicago 1  
Tel.: Dearborn 1380  
Radio Dept.: Harold Gross, president, account executive; Henry Flarsheim, vice-president, treasurer, account executive; Milton Schwartz, radio director, partner.  
Radio Accounts: Mason Shoe Mfg. Co.

**JULIAN GROSS ADV. AGENCY INC.**  
11 Asylum St., Harvard 3  
Tel.: 7-7179  
Radio Dept.: Erwin B. Needles, radio director, timebuyer; Benton Berman, copy chief; Julian Gross, Samuel R. Jacobs, Franklin Gross, account executives.

**LAWRENCE C. GUMBINNER ADV. AGENCY**  
9 E. 41st St., New York 17  
Tel.: Murray Hill 2-5680.  
Radio Dept.: Paul Gumbinner, radio director.  
Radio Accounts: Norwich Pharmaceutical Co. (N-S); S. A. Schonbrunn & Co. Inc. (S); Chap Stick Co (S).

**GUENTHER-BRADFORD & CO.**  
15 E. Huron St., Chicago 11  
Tel.: Superior 9474  
Radio Dept.: C. J. Zeller, radio director; J. C. Conway, S. A. Peterson, account executives.  
Radio Accounts: Dr. Delaney Footies; Refiners Distributing Co.

**GUNN-MEARS ADVERTISING AGENCY**  
Times Bldg., New York 19  
Tel.: Bryant 9-2901.  
Radio Dept.: William Gunn, director.  
Radio Accounts: Brooklyn Academy of Music (S); Robert Evans Radio Academy (S); Clara Lane (S).

**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 Account: Bloch Freres Inc. (S).

**GUTMAN ADVERTISING CO.**  
1600 Main St., Wheeling, W. Va.  
Tel.: 5110  
Radio Dept.: Phyllis Kalany, radio director.  
Radio Accounts: The Hub (S); Nat'l Bank of W. Va. (S); Concord Clothes (S); L. S. Good & Co. (S).

H

**WM. J. HACKENBERG ADVERTISING**  
Hawley Bldg., Wheeling, W. Va.  
Tel.: 1787  
Radio Dept.: Wm. J. Hackenberg.  
Radio Accounts: Coeoy-Bentz Furniture Co. (S); Dr. Frank W. Remick (S).

**M. H. HACKETT CO.**  
9 Rockefeller Plaza, New York 20  
Tel.: Circle 6-1950.  
Radio Dept.: M. H. Hackett, radio director; Aida Stearns, timebuyer; Helen Gunn, television director.  
Radio Account: William S. Scull (N-S).

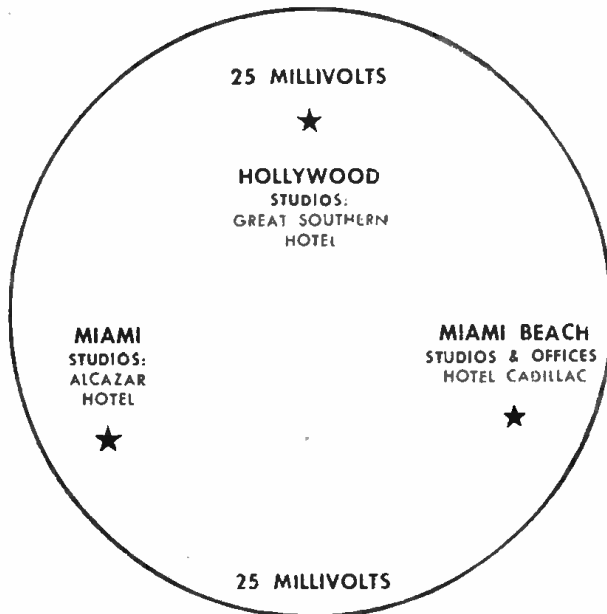
**THE WALTER HAENLE ADV. AGENCY**  
Dixie Terminal Bldg., Cincinnati 2  
Tel.: Main 9185  
Radio Dept.: William H. Poter, radio director, timebuyer; Richard Brito, copy chief.

**HALPERN ADVERTISING AGENCY**  
1457 Broadway, New York 18  
Tel.: Longacre 5-7167  
Radio Dept.: Samuel Halpern, radio director.

1000 WATTS

# WINZ

940 K.C.



Covering Florida's richest market  
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Jonas Weiland *President*  
**UNIVERSAL RADIO SALES** *Nat'l Reps.*

**JOHN L. HALPIN ADVERTISING**  
208 State St., Schenectady 5, N. Y.  
Tel.: 2-0492  
Radio Dept.: John L. Halpin, account executive, timebuyer.  
Radio Accounts: Chas. Frelhofer Baking Co. (S).

**HAMILTON ADVERTISING AGENCY INC.**  
221 N. LaSalle St., Chicago 1  
Tel.: Randolph 7060  
Radio Dept.: Ann Sandy, timebuyer.

**WM. IRVING HAMILTON INC.**  
267 Fifth Ave., New York 16  
Tel.: Murray Hill 5-1737  
Radio Dept.: Wm. I. Hamilton, radio director.  
Radio Account: Eimer & Amend (S).

**HAMMEL & HAMMEL**  
228 W. Fourth St., Los Angeles 3  
Tel.: Madison 5225  
Radio Dept.: Max J. Hammel; Fred H. Hammel.

**THE HAMMER CO.**  
983 Main St., Hartford 3, Conn.  
Tel.: 5-4883  
Radio Dept.: M. H. Hammar, account executive; Ralston Munson, director.  
Radio Accounts: Kay Jewelry (S); Double B Products (S); Lloyds Furs (S); Sykes-Libby (S); Connecticut Refining (S); French Dye Corp. (S); White Magic (S).

**HANLY, HICKS & MONTGOMERY INC.**  
500 Fifth Ave., New York 18  
Tel.: Longacre 5-5000  
Radio Dept.: Wells W. Spence, H. E. Lehman.

**HANNAH ADVERTISING CO.**  
275 Post St., San Francisco 8  
Tel.: Garfield 4185  
Radio Dept.: Leslie J. Hannah, radio director; Warren S. Carter Jr., timebuyer, account executive.  
Radio Accounts: Walston, Hoffman & Goodwin (S).

**HOWARD G. HANVEY CO.**  
Phelan Bldg., San Francisco 3  
Tel.: Douglas 4100  
Radio Dept.: Howard G. Hanvey.

**JOHN L. HALPIN ADVERTISING**  
408 State St., Schenectady 5  
Tel.: Schenectady 2-0492  
Radio Dept.: John L. Halpin.

**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.

**R. T. HARRIS ADVERTISING AGENCY INC.**  
Walker Bank Bldg., Salt Lake City 1  
Tel.: 3-8815  
Radio Dept.: T. H. Axelsen, Keith Montague.  
Radio Accounts: Morning Milk Co. (S); Hotel Temple Square (S); Prudential Federal Savings & Loan Assn. (S); Southeast Furniture (S); George A. Fuller Co. (S); Independent Coal & Coke Co. (S); J. G. McDonald Choc. Co. (S); Hilland Dairymen's Assn. (S).

**LESTER HARRISON INC.**  
341 Madison Ave., New York 17  
Tel.: Murray Hill 3-1267  
Radio Dept.: Robert Russell, radio director.  
Radio Accounts: Blue Ribbon Ice Cream (S); Harman Watch Co. (S); Ball Brassiere Co. (S); Charbert Perfumes (S); Diana Girdle Co. (S); Hecht's Department Stores (S); Brenner Bros. (S).  
Television Account: Diana Girdle Co.

**HART-CONWAY CO. INC.**  
Genesee Valley Trust Bldg., Rochester 4  
Tel.: Main 2073  
Radio Dept.: Joseph P. Brown, radio director.

**GEORGE H. HARTMAN CO.**  
307 N. Michigan Ave., Chicago 1  
Tel.: State 0055  
Radio Dept.: Thomas Kivlan, director.

**L. H. HARTMAN CO. INC.**  
50 Rockefeller Plaza, New York 20  
Tel.: Circle 5-4664  
Radio Dept.: Norman H. Clemence, radio director; Miss M. C. Ryan, timebuyer.  
Radio Accounts: Alta Vineyards (S); Gallagher's Steak House (S).

**HARVEY-MASSINGALE CO. INC.**  
Walton Bldg., Atlanta 1, Ga.  
Tel.: Walnut 9117  
Radio Dept.: R. Winston Harvey, president.  
Durham, N. C.—Snow Bldg. Tel.: J-8451, C. Knox Massey, manager, radio director; John Morehead, timebuyer.

**MARION F. HATFIELD ASSOCIATES**  
American Bank Bldg., Portland 5  
Tel.: Broadway 6877  
Radio Dept.: Marian F. Hatfield, general manager; Helen Hatfield, secretary.

**HAYS ADVERTISING AGENCY**  
252 College St., Burlington, Vt.  
Tel.: 852  
Radio Dept.: Norman H. Myers, vice-president, radio director.

**HAZARD ADVERTISING CO.**  
295 Madison Ave., New York 17  
Tel.: Murray Hill 7-7880  
Radio Dept.: Joseph L. Boland Jr., vice president and radio director.  
Radio Account: Lederle Lobs. Inc. (N).

**HEINTZ & CO. INC.**  
Paramount Bldg., Los Angeles 13  
Tel.: Michigan 6062  
Radio Dept.: Robert R. Heintz, June Morgan.  
Radio Accounts: Smart & Final Co. Ltd.; Knudsen Creamery Co.

**PAUL LYNN HELLER ADVERTISING AGENCY**  
Atlantic Bldg., Washington 4, D. C.  
Tel.: Metropolitan 1806  
Radio Dept.: Paul Lynn Heller.

**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 and timebuyer; Mildred Mishler, traffic manager.  
Radio Accounts: Fred W. Amend Co. (S); Ballard & Ballard Co. Inc. (S); Carolene Products Co. (S); John Morrell & Co. (S); Perfect Circle Corp. (S); Skelly Oil Co. (S).

**THE HERALD ADV. CO. INC.**  
610 North Medina St., San Antonio 7  
Tel.: Fannin 7095  
Radio Dept.: Charlotte F. Byers, president, timebuyer; Katherine H. Netting, production, radio director.

**J. M. HICKERSON INC.**  
110 E. 42nd St., New York 17  
Tel.: Murray Hill 3-7426  
Radio Dept.: E. H. Pearson.  
Washington, D. C.—1510 19th St., N. W. Tel.: Columbia 8459. John Paul Jones Jr., manager.

Radio Accounts: Capital Transit Co. (S); William E. Miller Furniture Co. (S); Martin Gillet & Co. (S).

**HICKS ADVERTISING AGENCY**  
580 Fifth Ave., New York 19  
Tel.: Bryant 9-2365  
Radio Dept.: Frances Marquis, president; Fred G. Russell, radio director, timebuyer.

**HICKS & GRIEST INC.**  
420 Lexington Ave., New York 17  
Tel.: Murray Hill 3-9135  
Radio Dept.: Peter A. F. Byers, radio director.  
Radio Accounts: Lewyt Corp. (S); Bonne Bell Cosmetics (S).

**IVAN HILL INC.**  
900 N. Michigan Ave., Chicago 11  
Tel.: Superior 3116  
Radio Dept.: Eleanor Fahrenholz, radio director; Dora di Bartolomeo, timebuyer.  
Radio Accounts: The Armand Co. (S); The Fair Store (S); Gospel Tabernacle (S); Sunday Schools Inc. (S).  
Television Account: The Fair Store.

**HILLMAN-SHANE**  
1206 S. Maple Ave., Los Angeles 15  
Tel.: Prospect 4345  
Radio Dept.: David Hillman, radio, copy director; Leona D'Ambry, timebuyer; Martin Newman, George Bamberger, account executives; Betty Smith, copy writer.  
Radio Accounts: Zeeman Clothing Co.; Mission Pak Co.; Independent Refiners Assoc.; Sunset Oil Co.; Christopher Candy Co.

**HIRSHON-GARFIELD INC.**  
580 Fifth Ave., New York 19  
Tel.: Bryant 9-9350  
Radio Dept.: Walter Green, radio and television director.  
Boston 16—Pork Square Bldg. Tel.: Liberty 0488.  
Lon'on, Eng.—12 Orange St. Tel.: Hay Market W. C. 2.

Radio Accounts: McGregor Sportswear Co. (S); Lektrolite Corp. (S); Young's Hats (S); Spaidel Corp. (S); Columbia Diamond Rings (S); Adolph Goebels Inc (S).

**HIXSON-O'DONNELL ADVERTISING INC.**  
580 Fifth Ave., New York 19  
Tel.: Bryant 9-5950  
Radio Dept.: L. B. Van Doran, vice-president; Kathryn Shonahan, timebuyer.  
Radio Accounts: Sinclair Refining Co. (S); Richfield Oil Corp. of New York (S).

**HOFFMAN & YORK**  
808 N. Third St., Milwaukee 3  
Tel.: Daly 6510  
Radio Dept.: Howard L. Peck, radio director.

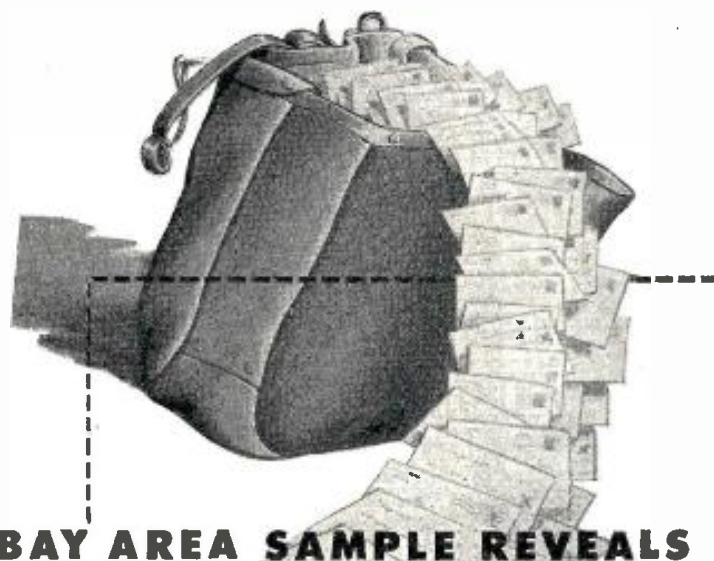
**WILLIAM F. HOLLAND AGENCY**  
Fourth and Vine Sts., Cincinnati  
Tel.: Main 3450  
Radio Dept.: William F. Holland, radio director; Robert C. Koppes, program director; Rosemary Bader, continuity director; Robert Bentley, talent director.

**GEORGE C. HOSKIN ASSOCIATES**  
210 S. Clark St., Chicago 4  
Tel.: Central 4565  
Radio Dept.: G. C. Hoskin, timebuyer.  
Hollywood 28—6000 Sunset Bldg. Tel.: Hollywood 4153. Larry Hoskin, manager, producer.

**E. T. HOWARD CO. INC.**  
341 Madison Ave., New York 17  
Tel.: Murray Hill 4-5031  
Radio Dept.: Dan Rodgers, radio director.

**CHARLES W. HOYT CO. INC.**  
551 Fifth Ave., New York 17  
Tel.: Murray Hill 2-0850  
Radio Dept.: William Philip Smith, radio and television director; C. B. Donovan, timebuyer.  
Hartford, Conn.—15 Lewis St. Tel.: 5-6066.  
Frank Whipple, manager.

(Continued)



**BAY AREA SAMPLE REVEALS**

**KSFO** is  
**PREFERRED**

★ There's one outstanding non-network station in every major market in the United States. In the San Francisco-Oakland Bay Area Market, KSFO stands alone as the preferred non-network station by nearly 3 to 1 over its closest rival, according to independent market-wide survey.\* This singular fact is but an interesting high-spot in an accurate listener sample conducted among 3500 Bay Area radio homes... But it is an important fact to remember when you plan your advertising schedule for this rich industrial market.

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Market Tip*

Buy **KSFO PREFERRED**  
for quick sales, less cost.  
Guaranteed blue chip  
investment

**KSFO**  
560

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\* 43.1% list KSFO 1st preference among the 7 Bay Area non-networks. 2nd place station "B" received only 16.9%



ADVERTISING AGENCIES HANDLING RADIO ACCOUNTS

(Continued)

**WDBJ**  
**LISTENERS**  
**HAVE**  
**24.6%**  
**OF**  
**VIRGINIA'S**  
**BUYING**  
**INCOME!**



Twenty-four dollars out of every one hundred earned in the entire State of Virginia are earned by people who live in WDBJ's listening area. And the competition for these people's listenership is so much less than in larger, more metropolitan areas that your ratio of buying power to advertising costs is even more significant.

WDBJ — alone — gives you Roanoke and most of Southwest Virginia, and at moderate rates. Ask us, or Free & Peters, for complete facts.

**WDBJ**

CBS • 5000 WATTS • 960 KC  
 Owned and Operated by the  
 TIMES-WORLD CORPORATION  
**ROANOKE, VA.**  
 FREE & PETERS, INC., Natl. Representatives

Radio Accounts: B. C. Remedy Co. (S) Burnham & Morrill (S); Charles Gulden Inc. (S); The Chattanooga Medicine Co. (S); Silent Glow Oil Burner Co. (S).

**H. S. G. ADVERTISING AGENCY INC.**  
 19 E. 53rd St., New York 22  
 Tel.: Wickersham 2-3339  
 Radio Dept.: William Fender, radio director; Harry S. Goodman, account executive; Everett F. Goodman, timebuyer.  
 Radio Accounts: Automobile Brakers Corp. (S).

**THE HUBBELL ADV. AGENCY INC.**  
 1220 Huron Rd., Cleveland 15  
 Tel.: Cherry 0212  
 Radio Dept.: Frank Hubbell, president, talent buyer; Inez Wallace, radio director; Irving M. Adams, timebuyer.

**E. ROSS HUMPHREY & ASSOCIATES**  
 505 N. Michigan Blvd., Chicago 11  
 Tel.: Whitehall 6718  
 Radio Dept.: Gordon Van Dover, radio director; G. Stuart Kenney, account executive; Mrs. Helen M. Sewell, director of women's activities; Jack Berry, production.  
 Radio Accounts: Huber Sales (S); Cushman Rug Co. (S); C. A. Boushelle & Son (S); Hotel Continental (S); Community Builders Inc. (S).

**H. B. HUMPHREY CO.**  
 Statler Bldg., Boston 16  
 Tel.: Liberty 4714  
 Radio Dept.: William H. Eynon, radio director; Sally Larkin, asst. to radio director.  
 New York 17-420 Lexington Ave. Tel.: Murray Hill 5-0993. Walter Butterfield, producer.

Radio Accounts: The Christian Science Monitor; First Church of Christ, Scientist; The Employers' Group; E. T. Wright & Co.  
 Television Account: Wellington Sears Co.

**HUMPHREY, PRENTKE & ASSOCIATES INC.**  
 2025 E. 71st St., Cleveland  
 Tel.: Express 5645  
 Radio Dept.: Ralph B. Humphrey  
 Radio Accounts: Benesch-Federman Co. (S); Cleveland Union Stockards (S); Modern Bedding Co. (S); National Air Races (S); National Aircraft Show (S); Yeager-Raybestos Co. (S).

**HUTCHINS ADVERTISING CO. INC.**  
 42 East Ave., Rochester 4, N.Y.  
 Tel.: Main 3528  
 Radio Dept.: R. P. Weiss, asst. to president  
 New York 18-19 W. 44th St. Tel.: Murray Hill 2-0716. H. Pierson Mapes, vice-president.

Philadelphia 40-3701 N. Broad St. Tel.: Radcliff 1900. Max Enelow, vice-president.  
 Hollywood-8169 Sunset Blvd. Hendrik Booraen Jr., vice-president.

Toronto-1244 Dufferin St. Walter Engwer, manager.  
 Radio Accounts: Philco (N-S); Schuler's (S); McCurdy's (S); American Brewery (S).

**IDAHO ADVERTISING AGENCY**  
 Broadbent Bldg., Boise, Ida.  
 Tel.: 2064

Radio Dept.: Edwin F. Casebeer, owner; Arthur H. Mazzola, timebuyer; Francis H. Berk, Howard C. Bowker, account executives.  
 Radio Accounts: City Dye Works; Idaho Creameries; Idaho State Automobile Assn.; Rocky Mountain Smoked Turkey; Thrifty Drug Co.

**INDUSTRIAL ADVERTISING ASSOCIATES**  
 400 N. Michigan Ave., Chicago 11  
 Tel.: Delaware 7875  
 Radio Dept.: Milton G. Peterson.  
 Radio Accounts: Ar-Ex Cosmetics Inc. (S); Ivo Inc. (S).

**INGALLS-MINITER CO.**  
 137 Newbury St., Boston 16  
 Tel.: Commonwealth 5767  
 Radio Dept.: Virginia M. Wein, timebuyer; J. R. Minitzer, A. W. Ingalls, Everett E. Doten, account executives.  
 Radio Accounts: La Touraine Coffee Co.; Whiting Milk Co.; Friend Bros. Inc.; C. M. Kimball Co.

**INTERNATIONAL ADVERTISERS**  
 60 N. Division St., Grand Rapids 2, Mich.  
 Tel.: 9-4184

Radio Dept.: Lewis N. Steenwyk, manager, radio director; Victor E. Lundberg, account executive; Abbie J. Seastrom, timebuyer; Mas Rasmussen, art director.  
 Radio Accounts: Berean Baptist Church; Children's Bible Hour; Gospel of Valvary; Family Hour; Hebrew-Christian Mission; Hour of Praise; Independent Fundamental Baptist Church; Inter-Race Bible Class; Lutheran Gospel Hour; Radio Revival Crusade; Reformed Witness Hour; Sunday School of the Air; Sunday School Hour; Temp's Time; Word of Life; Word of Truth Ministry; Your Worship Hour; Colonial Custom Upholstering Co.; H. F. Cole Recordings; De Korne Furniture Co.; Ottawa Grill Inc.

**ROCKLIN IRVING & ASSOCIATES**  
 155 N. Clark St., Chicago 1  
 Tel.: Randolph 2324  
 Radio Dept.: Irving Rocklin, account executive; Laurence Arnold, radio director; Annette S. Cook, timebuyer.

Radio Accounts: Union Life Insurance Co. (S); Walton Motors (S); Libby Furniture & Appliance Co. (S); Balaban Floor Covering Co. (S); Malden Co. (S); United Silverware (S); Modern Merchandisers (S); Martin Jewelers (S); Cedergreen Frozen Foods (S); Ace Window Screen Co. (S); Aircraft Originals (S); Ball Point Pen Co. (S); Credit Loan Co. (S); International Events (S); Kent Jewelers (S); Marshall Sanitar Products Co. (S); Real Teletries Co. (S); Rockford Chair & Lounge Co. (S); Tru-Art Lamp & Shade Co. Inc. (S).

**JACKSON & CO.**  
 49 Worth St., New York 13  
 Tel.: Worth 4-7005

Radio Dept.: Paul E. Jackson, general partner; Julia T. Lucas, radio director, timebuyer; Charles F. Schroeder, Frank B. Tiebout, John Yeargain, T. N. L. Hope, account executives.  
 San Francisco 4-41 Sutter St. Tel.: Sutter 6608. J. Stanton, manager.  
 Chicago-58 E. Washington Blvd. Tel.: Anderson 5263. Bruner Tucker, manager.

**JOSEPH JACOBS MERCHANDISING & ADV. INC.**  
 6 E. 46th St., New York 17  
 Tel.: Murray Hill 2-6995

Radio Dept.: Joseph Jacobs, president, timebuyer; S. Rubenstein, radio director; M. Keilson, talent buyer; J. I. Freedman, script.

**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. Arakelian Inc., Mission Bell Wines (S).

**JASPER, LYNCH & FISHEL**  
 17 E. 49th St., New York 17  
 Tel.: Plaza 5-1700

Radio Dept.: Michael Gore, radio director.  
 Radio Accounts: Charles E. Lane & Co. (S); Harry J. Tren (S).

**JOHNSON ADVERTISING SERVICE**  
 Lloyd Bldg., Seattle 1  
 Tel.: Main 4744

Radio Dept.: Frank S. Conkey, radio director, account executive.  
 Radio Accounts: Dennison's Foods (S); Model Laundry (S).

**JOHNSON, READ & CO. INC.**  
 53 W. Jackson Blvd., Chicago 4  
 Tel.: Wabash 7071

Radio Dept.: Mrs. M. B. Sutherby, radio director.

**HIRAM W. JOHNSON ADVERTISING AGENCY**  
 212 W. Seventh St., Fort Worth 2  
 Tel.: 2-6241

Radio Dept.: Hiram W. Johnson, B. W. Johnson, Raley Dunn, C. A. Massey.

**REDFIELD JOHNSTONE INC.**  
 420 Madison Ave., New York 17  
 Tel.: Plaza 3-6120

Radio Dept.: L. L. Redfield, radio director.  
 Radio Accounts: Howard Clothes Inc. (S); Block Drug Co. (S); Wool Novelty Co. (S).

**JONES & BRAKLEY INC.**  
 150 Nassau, New York 7  
 Tel.: Beekman 3-1912

Radio Dept.: Henry T. Rockwell, radio director, account executive; Mario C. Power, timebuyer.

**DANA JONES CO.**  
 756 S. Broadway, Los Angeles 14  
 Tel.: Tucker 6131

Radio Dept.: Dana H. Jones, owner, account executive; O. V. Johnson, account executive.  
 Chicago 3-122 S. Michigan Ave. Tel.: Harrison 0049.

Radio Accounts: The Studebaker Pacific Corp. (S); Bullock's Inc. (S). Helms Bakeries (S).

**DUANE JONES CO. INC.**  
 570 Lexington Ave., New York 22  
 Tel.: Plaza 3-4828

Radio Dept.: R. Schuebel, radio director; Vera Brannen, head timebuyer; Jaenna Sullivan, Sally Reynolds, timebuyers; Walter Ware, television director.  
 Radio Accounts: American Kitchen Products Co. (S); B. T. Bobbitt Inc. (N-S); Clark Bros. Chewing Gum Co. (S); Curlice Bros. Co. (S); The Grove Laboratories (N-S); Household Products Inc. (S); Hudson Pulp & Paper Co. (S); Iodent Chemical Co. Inc. (S); Kilmer & Co. (S); Lorus & Brother Co. Inc. (S); Manhattan Soap Co. (N-S); Megawon Educator Food Co. (S); The Mennen Co. (S); C. F. Mueller Co. (S); E. Myers Lye Corp. (S); Newsweek (S); Noxon Inc. (S); Pierce's Proprietaries Inc. (S); The Sweets Co. of America Inc. (S); Joseph Tolley & Co. Inc. (S); Wesson Oil & Snowdrift Sales Co. (S); Wilbert Products Co. Inc. (S).

**THE RALPH H. JONES CO.**  
 Carew Tower, Cincinnati 2  
 Tel.: Main 3351

Radio Dept.: C. M. Robertson Jr., president and radio director; Stanley A. Miller, James M. Nelson, vice-presidents; Eimer A. Vehr, secretary; Kathryn M. Hardig, asst. radio director.  
 New York-580 Fifth Ave. Tel.: Wisconsin 7-5500. Harry E. Warren, manager.

Radio Accounts: Bavarian Brewing Co.; The Carter Coal Co.; Cincinnati Street Ry. Co.; Fifth Third Union Trust Co.; Kroger Co.; Cincy Products Co.; Miami Margarine Co.; Netherland Plaza Hotel; Martin Rosenberger Wall Paper Co.

**CLARENCE B. JUNEAU AGENCIES**  
 213 S. Vermont Ave., Los Angeles 4  
 Tel.: Drexel 1361

Radio Dept.: Ray Gage, co-owner, radio director; George Johns, production manager.  
 Radio Accounts: United American Federation of Labor; Los Angeles Evening Herald & Express.

**ROBERT KAHN & ASSOCIATES**  
 430 N. Michigan Ave., Chicago 11  
 Tel.: Delaware 5480

Radio Dept.: James Newhall, Earl Kahn, account executives.

**KAL, EHRLICH & MERRICK ADV. INC.**  
 Evening Star Bldg., Washington 4  
 Tel.: Executive 3700

Radio Dept.: Alvin Q. Ehrlich, vice-president in charge of radio and television; Rhoda Bandier Raider, copy chief; Forest R. Entwisle, Alexander L. Charles, William B. Mullett, Alvin I. Miller, Ralph Easton, account executives.

**KALOM CO.**  
 664 N. Michigan, Chicago 11  
 Tel.: Superior 8464

Radio Dept.: Russ Felzer, radio director, timebuyer, account executive; Jerome H. Kalom, account executive.  
 St. Louis 1-721 Olive St. Tel.: Garfield 0909  
 Bernadine Pelter, account executive.

Radio Account: Zip Bottling Co. (S).

**KANE ADVERTISING**  
 508 North East, Bloomington, Ill.  
 Tel.: 7969

Radio Dept.: Arthur P. Kane, president; James W. McNaldy, radio director.

**JOHN KARCH ADVERTISING AGENCY**  
 280 Broadway, New York 7  
 Tel.: Barclay 7-1045

Radio Dept.: John George Karch, radio director, timebuyer.

**H. W. KASTOR & SONS ADVERTISING CO.**  
 360 N. Michigan Ave., Chicago 1  
 Tel.: Central 5331

Radio Dept.: James H. West, radio director; Robert Holman, media and research director; Walter Kniffen, media manager.  
 Radio Accounts: Proctor & Gamble (S); International Milling Co. (S); F. Ad Richter Co. (S).

**THE JOSEPH KATZ CO.**  
 8 South St., Baltimore 2  
 Tel.: Lexington 1500

Radio Dept.: Robert G. Swon, director of radio; John T. McHugh, timebuyer.  
 New York 22-444 Madison Ave. Tel.: Wickersham 2-2740. Elizabeth Black, timebuyer.

Radio Accounts: American Oil Co. (N); Ex-Lac Inc. (S); Maryland Pharmaceutical Co. (S); Globe Brewery Co. (S); Loco Products (S).

**HENRY J. KAUFMAN & ASSOCIATES**  
 Homer Bldg., Washington 5, D. C.  
 Tel.: District 7400

Radio Dept.: Jeffrey A. Abel, radio director, timebuyer; Robert S. Maurer, program and continuity director.

**KAYTON-SPERO CO. INC.**  
 230 W. 41st St., New York  
 Tel.: Longacre 5-5090

Radio Dept.: Herman Jacobs, timebuyer.  
 Radio Accounts: 20th Century Fox Film Corp.; S. Hurak Attractions.

**RAYMOND KEANE ADVERTISING AGENCY**  
 1441 Welton St., Denver 2  
 Tel.: Main 6201

Radio Dept.: Marise Chostain, radio director; Ann Wright, timebuyer; Harold E. Niemann, account executive.

Los Angeles 14-707 S. Broadway  
 Radio Accounts: American National Bank; Seven-Up; Kay's Better Jewelers; Kortz Jewelry Co.

**KEELING & CO. INC.**  
 Chamber of Commerce, Indianapolis 4  
 Tel.: Riley 1478

Radio Dept.: M. C. Dill, timebuyer; Lawrence T. Sagard, copy director.

**THE KEELOR & STITES CO.**  
 Carew Tower, Cincinnati 2  
 Tel.: Parkway 1310

Radio Dept.: Sells Stites, president, treasurer; T. P. Wright, production manager.



**KELLY, ZAHRNDT & KELLY INC.**  
 3529 Franklin Ave., St. Louis 6  
 Tel.: Jefferson 8488  
 Radio Dept.: Chas. F. Kelly Jr., president;  
 Walter W. Zahndt, Virgil A. Kelly, vice-  
 presidents.

**KENT ADVERTISING INC.**  
 511 East 72nd St., New York 21  
 Tel.: Butterfield 8-0902  
 Radio Dept.: Claude S. Welton, president;  
 Samuel Gallin, vice-president; Arthur J. Kins-  
 man, treasurer.  
 Radio Accounts: Purepac (S).

**KENYON & ECKHARDT INC.**  
 247 Park Ave., New York 17  
 Tel.: Plaza 3-0700  
 Radio Dept.: William B. Lewis, vice-president  
 and radio director; Robert D. Wolfe, associate  
 radio director; Frank Palmer, director of time-  
 buying; Mory Dwyer, network timebuyer;  
 Gin Parham, spot timebuyer; Richard Dunne,  
 radio research director; Thomas K. Carpenter,  
 continuity director; Hal Davis, radio publicity  
 director; Doris Smith, commercial copy di-  
 rector; Donald W. Severn, talent buyer;  
 Arthur Moore, Andy Andrews, Walter Gar-  
 man, producers; Frank Palmer, Arthur Moore,  
 co-directors of television; John Brew, Ralph  
 Linder, Richard Stanton, Glenn Wiggins, E.  
 W. Newsam, account executives.  
 Chicago 3-135 LaSalle St. Tel.: Randolph  
 6470.

Detroit—Penobscot Bldg. Tel.: Cadillac 3608.  
 Ian M. Smith, manager.  
 Hollywood 28—Equitable Bldg. Tel.: Hillside  
 8368. John Swallow, manager.  
 Montreal—Sun Life Bldg. Tel.: Plateau 9939.  
 Jack Scanlon, manager.

Radio Accounts: American Fat Salvage Com-  
 mittee (S); Borden Co. (N-S); Richard Hud-  
 nut (N); Kellogg Co. (N); Rock City Tobacco  
 (S); Industrial Tape Corp. (S); Southern Cot-  
 ton Oil Co. (S); White Rock Corp. (S);  
 Henry H. Reichhold, Musical Digest Magazine  
 (N); Pere Marquette (S); Wesson Oil & Snow-  
 drift Sales Co. (N-S).

**KERMIN, THALL & LAVELLE**  
 222 Fourth Ave., New York  
 Tel.: Orchard 4-5500  
 Radio Dept.: Eve Lavelle, account executive.

**FRANK KIERNAN & CO.**  
 41 Maiden Lane, New York 7  
 Tel.: Whitehall 3-0810  
 Radio Dept.: Samuel D. Mollin, general man-  
 ager.  
 Radio Accounts: Flowery Manicure Products  
 Co. (S).

**KIESEWETTER, WETTERAU & BAKER INC.**  
 9 E. 40th St., New York 16  
 Tel.: Lexington 2-0025  
 Radio Dept.: Sam S. Baker, Edward Chase,  
 S. A. Finger, account executives; Elizabeth  
 Thompson, timebuyer.  
 Radio Accounts: Bathosweet Corp.; Royal Lace  
 Paper Works; Grana Watch Corp.; D. P.  
 Harris Co. Inc.; Windsor Wax Co. Inc.  
 Television Account: Royal Lace Paper Works  
 Inc.

**ABBOTT KIMBALL CO. INC.**  
 250 Park Ave., New York 17  
 Tel.: Polza 3-9600  
 Radio Dept.: Cecil H. Hackett, vice-president;  
 Miriam Traeger, timebuyer.  
 Chicago 1—333 N. Michigan Ave. Tel. Frank-  
 lin 0673. E. Howard Claypoole.  
 Kansas City, Mo.—21 W. Tenth St. Tel.: Victor  
 1950. David Mindlin.  
 Los Angeles 5—649 S. Olive St. Tel.: Trinity  
 7575. Blaisdell Gates.  
 San Francisco 4—155 Sansome St. Tel.: Ex-  
 brook 3288. Phillip Farnsworth.  
 Radio Accounts: Northam Warren (S); Union  
 Pharmaceutical Co. (S); Hornblower & Weeks  
 (S); Mark Cross (S); Koret of California  
 (S); Bonne Bell (S).

**WILLIAM H. KINSALL & CO.**  
 101 W. Monroe St., Bloomington, Ill.  
 Tel.: 9853  
 Radio Dept.: V. M. Denney, account execu-  
 tive.

**KIRCHER, HELTON & COLLETT**  
 Mutual Home Bldg., Day'on 2  
 Tel.: Fulton 2151  
 Radio Dept.: Herman W. Land, radio director;  
 Frank O'Neil, radio production.  
 Radio Accounts: Fan Tam Gum Corp. (S);  
 Gem City Bldg. & Loan Assn. (S); August  
 Wagner Breweries Inc. (S); Old Capitol Brew-  
 ing Co. (S).

**ALBERT KIRCHER CO.**  
 1001 W. Washington Blvd., Chicago 7  
 Tel.: Chesapeake 2800  
 Radio Dept.: Russell Giradian, radio director;  
 L. H. Lasher, Betty Jette, timebuyer.

**KLEIN & ASSOCIATES ADVERTISING**  
 64 East Lake St., Chicago 1  
 Tel.: Franklin 6001  
 Radio Dept.: William L. Klein, radio director;  
 Egmont Sonderling, timebuyer; Nathan S.  
 Goldenberg, Barney Samet, Franz Gersten-  
 berg, account executives.  
 Radio Accounts: Universal Motors (S); Patricia  
 Stevens Model School (S); Like Nu Reupholst-  
 (S); Meyers Furniture Co. (S); Gibby's  
 Restouant (S); Shapiro's Shoes (S); 4 Penny  
 Shampoo (S); Einhorn's Furriers (S); Master  
 Jewelry (S).

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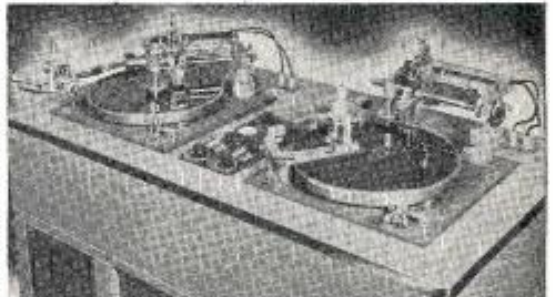
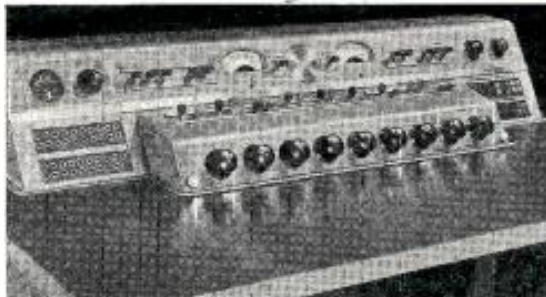
**UNITED BROADCASTING SERVICE** will design, write and produce "tailor-made" shows for your product — no dubbing in. Our surveys, analysis and market research give you true market potentials.

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**FACILITIES:** Modern studios with acoustic control by De Gelleke; the latest Western Electric Cardioid mikes with W.E. AM-FM speech input console; Presto's newest Model "A" recorder; and MUZAK quality processed Vinylite discs.

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Take advantage of this new transcription service for you. Production costs are lower in this area, we can give you more for your money. Let us tell you how UBS "tailor-made" shows pull listeners, increase your sales.



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# WILX

## WILKESBORO

### NORTH WILKESBORO N. C.

# 250 WATTS

### DAY AND NITE NOW UNDER CONSTRUCTION

Carolina - Northwest Broadcasting Company has now under construction WILX to serve Wilkesboro and North Wilkesboro, North Carolina. A 250-watt station, unlimited time, covering rich and virgin radio territory high in the mountains of North Carolina on the mighty Yadkin River. A station to serve the freest people on earth—mountain people of Carolina—and WILX will serve these people well in public service and as an aid to commerce.

# WILX

## WILKESBORO AND NORTH WILKESBORO

### N. C.

### EDNEY RIDGE and HADLEY HAYES

## ADVERTISING AGENCIES HANDLING RADIO ACCOUNTS (Continued)

**PHILIP KLEIN ADVERTISING**  
1910 Rittenhouse Sq., Philadelphia 3  
Tel.: Kingsley 5-1420  
Radio Dept.: Herbert Ringold, radio director.  
Radio Accounts: Morris Plan Bank (S); Sunday Drug Co. (S); Buten Paint Stores (S); Al Cook Clothing (S); Gittelman's Sons (S); Gerson Automobile Dealer (S); Equitable Finance Co. (S).

**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 (S); Schenley Import Co. (S).

**H. M. KLINGENSMITH CO.**  
Commercial Bldg., Canton 2, Ohio  
Tel.: 4-5115  
Radio Dept.: Rex Forrall.

**KLINGER ADVERTISING CORP.**  
119 W. 57th St., New York 19  
Tel.: Circle 6-3660  
Radio Dept.: Atwood A. Klinger, president, account executive; Elsie French, sec.-treas., account executive.  
Radio Accounts: Madison L. I. Personal Loan (S); Stanback Co. (S); Bill Williams (S); Parks Square Motor Co. (S).

**KNOLLIN ADVERTISING AGENCY**  
105 Montgomery St., San Francisco 4  
Tel.: Suiter 6110  
Radio Dept.: J. C. Knollin, president and general manager; Robert H. Knollin, asst. general manager; Thomas J. McNamara, John Hansen, W. A. Dunkle, Paul Michelson, account executives; H. W. Hansen, timebuyer.  
Los Angeles 14-530 W. Sixth St. Tel.: Vandike 4057.

Radio Accounts: Golden West Brewing Co. (S); Grand National Livestock Exposition (S); Payne Furnace Co. (S); Pacific Coast Gas Assn. (S).

**M. R. KOPMEYER CO. ADV. AGENCY**  
Realty Bldg., Louisville 2  
Tel.: Wabash 3357  
Radio Dept.: M. R. Kopmeyer, president; W. A. Freeman, vice-president; Fred Gerberding, account executive; Mary Borders, continuity.  
Radio Accounts: Wheatley Mayonnaise Co.; Oertel Brewing Co.; Sutho Suds Co., Indianapolis; Field Packing Co.; Vic Lorch & Sons; Fenley Model Dairy; Leo A. Seltzer Inc.; Dr. Pepper Bottling Co.; Grocers Biscuit Co.

**KUDNER AGENCY INC.**  
630 Fifth Ave., New York 20  
Tel.: Circle 6-3200  
Radio Dept.: Myron P. Kirk, radio director; Gordon Mills, business manager; William Templeman, production manager; Mary V. King, timebuyer.  
Detroit 2, Mich.—710 New Center Bldg. Tel.: Madison 5315.  
San Francisco 5-215 Market St. Tel.: Garfield 5433.  
Washington, D. C.—Albee Bldg. Tel. National 8506.

Honolulu 42, T. H.—1370 Kaplalan Blvd.  
Radio Accounts: General Motors Corp. (N-S); U. S. Tobacco Co. (S); Benson & Hedges (S).

**KUFF ADVERTISING**  
2100 St. Paul St., Baltimore  
Radio Dept.: I. Harold Kuff.  
**J. R. KUPSICK ADVERTISING**  
122 E. 42nd St., New York 17  
Tel.: Murray Hill 5-9145  
Radio Dept.: J. R. Kupsick, Saul Kampf, account executives.

**KUTTNER & KUTTNER**  
540 N. Michigan Ave., Chicago 11  
Tel.: Superior 7940  
Radio Dept.: Larry Kurtze, director; Ed Stern, timebuyer; Robert Schoenbrod, promotions; Chester Kuttner, Harold Kuttner, Stanley Kuttner, Ed Grassfield, Burton Klein, account executives.  
Radio Accounts: Pacific Wine Co. (S); Kay Daumit (S); Crest Specialty Co. (S); Baer Bros & Prodie (S); Golden Cracklets Specialty Co. (S); Finders Mfg. Co. (S).

**THOS. J. LA BRUM ASSOCIATES**  
Bankers Security Bldg., Philadelphia  
Tel.: Kingsley 1616  
Radio Dept.: Florence A. Sullivan, radio director, timebuyer.

**LAMBERT & FEASLEY INC.**  
9 Rockefeller Plaza, New York 20  
Tel.: Columbia 5-3721  
Radio Dept.: Frank W. Mace, vice-president and general manager; Joseph Burland, media director; Ray H. Kremer.  
Radio Accounts: Listerine Tooth Paste and Powder (S); Phillips Petroleum (S); Prophylactic Brush Co. (S).

**LAKE-SPIRO-SHURMAN, INC.**  
2800 Sterick Bldg., Memphis 3  
Tel.: 5-1571  
Radio Dept.: Hugh Murphy, executive asst. in charge of radio; Lucille Simmons, Eve Cullison, timebuyers.

Radio Accounts: Plough Inc. (S); The Pisa Co. (S); Pantaze Drug Stores (S).  
**LAMB, SMITH & KEEN INC.**  
1616 Walnut St., Philadelphia 3  
Tel.: Pennpoker 5-9650  
Radio Dept.: Billie Farran, timebuyer.  
Radio Accounts: Esslinger's Beer (S); Key-stone Macaroni (S); Standard Homes Co. (S); Country Gentlemen (S); Johnson Laboratories-Ezol (S).

**LAMPOR, FOX, PRELL & DOLK INC.**  
825 J.M.S. Bldg., South Bend 5  
Tel.: 3-2161  
Radio Dept.: C. F. Prell, radio director  
**LANG, FISHER & STASHOWER INC.**  
1010 Euclid Ave., Cleveland 15  
Tel.: Main 6579

Radio Dept.: Alvin B. Fisher, vice-president, radio director.  
Radio Accounts: Cat'on Club Beverages (S); Yellow Cab (S); Cleveland Browns Professional Football Club (S); Brewing Corp. of America (S); Lane Drug Co. (S); Cleveland Indians Professional Baseball Club (S); Texas Co. (S); World Publishing Co. (S).  
**LAPORTE & AUSTINE INC.**  
369 Lexington Ave., New York 17  
Tel.: Murray Hill 3-5884  
Radio Dept.: F. B. Leedom, F. F. Casey, account executives.

**LA ROCHE & ELLIS INC.**  
247 Park Ave., New York 17  
Tel.: Plaza 5-7711  
Radio Dept.: William R. Stuhler, vice-president in charge of radio and television; Ellis Sard, director of television.  
Chicago—141 W. Jackson Blvd. Tel.: Harrison 8612. John F. Price, vice-president; G. M. Beecher, account executive.

Radio Account: Quaker Oats Co. (N).  
**LLOYD LARSON & ASSOC. INC.**  
83 W. Jackson Blvd., Chicago  
Tel.: Harrison 2686  
Radio Dept.: Lloyd Larson, president; John H. Stillwell, vice-president, radio director; Ann E. Kerwin, copy chief, account executive.

**LAUESEN & SALOMON**  
520 N. Michigan Ave., Chicago 11  
Tel.: Superior 0738  
Radio Dept.: Wendell Walker, account executive.  
Radio Accounts: Foley & Co.; Imperial Credit Co.

**LAVENSON BUREAU**  
12 S. 12th St., Philadelphia 7  
Tel.: Lombard 3-1158  
Radio Dept.: Jerrie C. Rosenberg, radio director.

**LEE-STOCKMAN INC.**  
30 Vesey St., New York 7  
Tel.: Worth 2-5583  
Radio Dept.: J. Lewis Reid, manager.  
Radio Accounts: Zippo Mfg. Co. (S); Hyper Humus (S).

**LEEFORD ADVERTISING AGENCY INC.**  
432 Fourth Avenue, New York 10  
Tel.: Murray Hill 4-7116  
Radio Dept.: David D. Lee, president.  
**AL PAUL LEFTON CO. INC.**  
521 Fifth Ave., New York 17  
Tel.: Vanderbilt 4-4340  
Radio Dept.: S. Carl Mark, radio director; Ruth G. Browne, G. William Wolfsten Jr.  
Philadelphia 3-1617 Pennsylvania Blvd. Tel.: Rittenhouse 1500.  
Chicago—Tribune Tower Bldg. Tel.: Superior 7977.

**HART LEHMAN ADVERTISING**  
118 E. 28th St., New York 16  
Tel.: Murray Hill 6-9458  
Radio Dept.: Hart E. Lehman.

**LEIGHTON & NELSON**  
619 State St., Schenectady 7, N. Y.  
Tel.: 6-4202  
Radio Dept.: Winslow P. Leighton, partner, account executive; George X. Nelson, partner, radio director, account executive; Robert S. Cragin, copy director, account executive.

Radio Accounts: Breslow Bros. (S); The Carl Co. (S); H. S. Barney Co. (S); D'Jimas Bros. (S); Hershey Beverage (S); Industrial Bank of Schenectady (S); Rudolph Bros. (S); Stanton Brewery (S); William W. Lee & Co. (S); Saratoga Racing Assn. (S); Saratoga Vichy Spring Co. (S); Veddersburg Corp. (S); Union-Fern (S).

**SIDNEY K. LENBY ADVERTISING**  
168 N. Michigan Ave., Chicago  
Tel.: Anderson 1533  
Radio Dept.: Arthur A. Kohn, radio director; W. W. Lipsey, account executive.

**LENNEN & MITCHELL INC.**  
17 E. 45th St., New York 17  
Tel.: Murray Hill 2-9170  
Radio Dept.: P. W. Lennen, president; Ray Vir Den, executive vice-president and general manager; Peter Keveson, radio copy chief; Catherine V. Parker, vice-president in charge of media; Michael J. Madar, vice-president in charge of production; Virginia Butler, radio timebuyer; Todd B. Franklin, research director.

Beverly Hills—308 N. Rodeo Dr. Tel.: Crestview 1-7221. Mann Holiner, vice-president in charge of radio; Ted E. Sherdeman, program director; William L. Card, business manager.

Radio Accounts: American Car & Foundry Co.; William Cagney Productions Inc.; Colvert Distillers Corp.; Corstains Distilling Co. Inc.; Dell Publishing Co., Modern Screen Magazine; Lehn & Fink Products Corp.; P. Lorillard Co., Old Gold Cigarettes, Beech-Nut Cigarettes, Muriel Cigars, Union Leader Tobacco; Beech-Nut Chewing Tobacco; Maxon Food Systems Inc.; Jacob Ruppert Brewery; Scripps-Howard Newspapers; Swedish American Line; Tide Water Oil Co., Tydol Gasoline, Vedol Motor Oil, Vedol Tractor Oil.

**S. R. LEON CO.**  
1 Madison Ave., New York 10  
Tel.: Murray Hill 5-8019  
Radio Dept.: George Lewis Jr., radio director.

**H. B. LeQUATTE INC.**  
200 Madison Ave., New York 16  
Tel.: Ashland 4-5571  
Radio Dept.: H. B. LeQuatte, radio director.  
Radio Accounts: New York World Telegram (S); D. & L. Slade Co. (S).

**ADDISON LEWIS & ASSOCIATES**  
Foshay Tower, Minneapolis 2  
Tel.: Atlantic 6235  
Radio Dept.: Addison Lewis, W. A. Grove, Edward Grubb, account executives.  
Radio Accounts: Minneapolis-Honeywell Regulator Co.; Brown Instrument Co.; Minnesota & Ontario Paper Co.

**TED LEVY ADVERTISING AGENCY**  
Temple Court Bldg., Denver 2  
Tel.: Main 7133  
Radio Dept.: Ted Levy, supervisor; Barbara D. Altan, radio director and timebuyer; Martha Gobbie, Gloria Grey, account executives.

**LIBER ADVERTISING CO.**  
30 W. Washington St., Chicago 2  
Tel.: Dearborn 5670  
Radio Dept.: VI Warren, radio director; R. R. Kaufman, vice-president and account executive.  
Radio Accounts: Enox Chemical Co. (S); Progress Feather Co. (S); Gypsy Dye Co. (S); Liberty Loan Corp. (S); Sheldon's (S); Davidson Bakeries (S).

**LILLER, NEAL & BATTLE AGENCY**  
Chamber of Commerce Bldg., Atlanta 3  
Tel.: Jackson 2664  
Radio Dept.: C. K. Liller and W. W. Neal, partners, account executives; Sarah Williams, timebuyer.  
Radio Accounts: Allied Drug Products Co. (S); Beck Candy Co. (S); H. W. Lay & Co. (S); The Sessions Co. (S).

**LINDSAY ADVERTISING AGENCY**  
97 Crown St., New Haven 10, Conn.  
Tel.: 5-2141  
Radio Dept.: Jean Gardon, radio director; Merrill K. Lindsay, account executive; Brian McCrory, timebuyer.  
Radio Accounts: Edward Malley Co. (S); Bridgeport City-Trust Co. (S); Connecticut USO (S); Associated Seed Growers Inc. (S).

**LITTLE & CO.**  
3757 Wilshire Blvd., Los Angeles 5  
Tel.: Exposition 1267  
Radio Dept.: Gayb Little, owner and radio director; George M. Wolfe, account executive.  
Radio Accounts: Kenu Products Co.; Adohr Milk Farms.

**LEON LIVINGSTON ADVERTISING**  
Mills Bldg., San Francisco 4  
Tel.: Sutter 7340  
Radio Dept.: Zonabelle Samson, timebuyer.  
Radio Accounts: Colgate-Palmolive Past Co.; Wells Fargo Bank & Union Trust Co.; Morris Plan Co.

**LIVINGSTONE-PORTER-HICKS**  
Transportation Bldg., Detroit 26  
Tel.: Randolph 6640  
Radio Dept.: Patricia Adams, general manager; L. P. Hicks, owner.  
Radio Accounts: Laffer Brothers (S); Koppitz-Melchers Inc. (S).

**ROSS LLEWELLYN INC.**  
209 S. La Salle St., Chicago  
Tel.: State 4366  
Radio Dept.: Tom J. Montgomery, account executive.  
Radio Account: Martin Auto Parts (S).

**LLOYD, CHESTER & DILLINGHAM, INC.**  
9 Rockefeller Plaza, New York 20  
Tel.: Circle 5-8800  
Radio Dept.: Robert S. Hotz, vice-president, radio director; Harvey N. Volkmar, John J. Hagan, account executives.  
Radio Account: Gambine Labs. Inc. (S).

**LOCKWOOD-SHACKELFORD ADV.**  
122 E. 7th St., Los Angeles 14  
Tel.: Trinity 9801  
Radio Dept.: Russell N. Lockwood, president, account executive.

Hollywood 28—6233 Hollywood Blvd. Tel.: Gladstone 6131. Lou Holzer, manager, radio director.

Radio Accounts: Los Angeles Brewing Co.; Breakfast Club Sales Corp.; California Associated Products Co.; Los Angeles Furniture Co.; Mission Stove Co.; California Medical Assn.

**LOEB & PAIRO ADV. AGENCY**

Norris Bldg., Alhambra 3, Ga. Tel.: Main 6935  
Radio Dept.: Mabel H. Loeb, president and account executive; Virginia A. Pairo, vice-president and account executive.

**T. ROBLEY LOUITT INC.**

58 Weybosset St., Providence 3 Tel.: Dexter 7804  
Radio Dept.: D. J. MacDonald, radio director.  
Radio Accounts: Buckley & Scott (S); Nelson E. Miller Inc. (S); Swiss Cleansing Co. (S).

**LOEWY ADVERTISING AGENCY**

41 Park Row, New York 7 Tel.: Worth 2-3773  
Radio Dept.: Henry H. Loewy, vice-president.

**LUCERNA CO. INC.**

17 E. 45th St., New York 19 Tel.: Murray Hill 2-7267  
Radio Dept.: Emanuel Goldman, radio director.  
Radio Accounts: Koven Waterfilm Boilers (S).

**EARLE LUDGIN & CO.**

121 W. Wacker Drive, Chicago 1 Tel.: Anderson 1888  
Radio Dept.: Vincent R. Bliss, radio director and account executive; Jane Daly, Catherine Lewis, timebuyers; Jack Sharp, account executive.  
Radio Accounts: Rit Products Corp.; Glaser-Crandell Co.; Chicago Title & Trust Co.

**THE LYON AGENCY**

116 New Montgomery St., San Francisco. Tel.: Douglas 3546  
Radio Dept.: Dwight Lyon.  
Radio Accounts: Spreckles-Russell Dairy; Lohar Spring & Tire.

**W. D. LYON CO.**

303 2nd Ave., S.E., Cedar Rapids, Ia. Tel.: 5139  
Radio Dept.: Jane Rice.

**LYNN-FIELDHOUSE**

15 S. Franklin St., Wilkes-Barre, Pa. Tel.: 2-7182  
Radio Dept.: W. B. Pritchard, radio director.  
Radio Accounts: Carr-Consolidated Biscuit Co. (S); Golden Quality Ice Cream Co. (S).

**S. DUANE LYON INC.**

9 Rockefeller Plaza, New York 20 Tel.: Circle 5-8181  
Radio Dept.: Duane Lyon, president; Chester Raeven, vice-president.  
Radio Accounts: Italian Cook Oil Corp. (S); Bailey's Jewelry (S).

**M**

**NORMAN A. MACK & CO.**

37 W. 57th St., New York Tel.: Plaza 9-2900  
Radio Dept.: Charles Tanton, director; Betty Ann Nelson, assistant; Norman B. Norman, account executive.

**MacFARLAND AVEYARD & CO.**

333 N. Michigan Ave., Chicago 1 Tel.: Randolph 9360  
Radio Dept.: Mrs. Marilyn Roseberry, radio director; Allen B. Dicus, vice-president and gen. mgr.; Wm. F. Pitney, account executive.  
New York 20—10 Rockefeller Plaza. Tel.: Circle 6-2890. A. E. Aveyard, partner.  
Radio Accounts: Zenith Radio Corporation; United Wallpaper Inc.; Form Fit Co.; Jaques Mfg. Co.; KC Baking Powder; Stewart-Warner Corp.

**W. W. MacGRUDER INC.**

Midland Savings Bldg., Denver 2 Tel.: Alpine 1478  
Radio Dept.: Gil Verba, vice-president, radio-recording division; Helen Anne Verba, timebuyer; George H. Morris, account executive.  
Albuquerque, N. M.—118 N. Third. Tel.: 2-3754. Herbert Fitch, vice-president in charge.

Radio Accounts: Adolph Coors Co. (S); Sunshine Jewelers (S); Fairmount Assn. (S); Midland Savings Assn. (S); Jonas Bros. Furs (S); Empire State Bldg. & Loan Assn. (S); Hecke-thorn Mfg. & Supply Co. (S); Zefer Products Inc. (S); Galler Motor Co. (S); Denver Federal Bldg. & Loan Assn. (S).

**MacMANUS, JOHN & ADAMS**

Fisher Bldg., Detroit 2 Tel.: Trinity 2-8300  
Radio Dept.: Elmer W. Fraehlich, radio director; Sherwood Reekie, account executive; Martha Ude, timebuyer.  
Radio Accounts: Champion Spark Plug Co. (N); Terry-Morse Seed Co. (N).

**MADISON ADVERTISING CO.**

400 Madison Ave., New York 17 Tel.: Plaza 9-3200.  
Radio Dept.: David R. Gibson, radio director.  
Radio Accounts: Aquatogs (S); Byer-Rolnick Hat Co. (S).

**MAGGART ADVERTISING AGENCY**

333 N. Michigan Ave., Chicago 1, Ill. Tel.: Central 3861  
Radio Dept.: M. E. Maggart.  
Radio Account: Monarch Brewing Co.

**MALCOLM-HOWARD**

20 E. Jackson, Chicago 4 Tel.: Webster 2110

Radio Dept.: A. M. Holland, Nikki Kaye, H. A. Borkun, Max G. Holland, account executives; Ray Freedman, radio production; Alan Sweetow, producer; Ruth Hudson, writer.

**DAVID MALKIEL ADVERTISING AGENCY**

260 Tremont St., Boston 16 Tel.: Liberty 1421  
Radio Dept.: Harry Kadis, radio director; Harry Weinbaum, Martin Kadis, account executives.

Radio Accounts: Belmont Furniture (S); Canadian Ace Ale (S); J. J. Fox, (S); Paramount Bakeries (S); Lithian Society (S); Old Monastery Wines (S); Richard Clothes (S); Serta Mattresses (S); Staubens Restaurants (S); Royal Crown Co's (S); Clearweave Hosiery (S); E. M. Loew's (S).

**LOYD MANSFIELD CO.**

Dun Bldg., Buffalo, N. Y. Tel.: Washington 2762  
Radio Dept.: Lloyd Mansfield, owner, timebuyer.

**MANSON-GOLD ADV. AGENCY**

1004 Marquette Ave., Minneapolis 2 Tel.: Geneva 9619  
Radio Dept.: D. P. Nothson, partner, radio director, timebuyer; Meyer Gold, Bruce Sieloff, D. P. Nathanson.  
Hollywood 28—1520 Crossroads of the World. Tel.: Hempstead 8189.

Radio Accounts: Sears Roebuck Co.; Pfunder Co.; Marine Electric Elm. Co., Seattle, Wash.; Jannay Semple Hill & Co.

**TERRILL BELKNAP MARSH ASSOCIATES**

480 Lexington Ave., New York 17 Tel.: Eldorado 5-4570  
Radio Dept.: T. B. Marsh, radio director.

**MARSHALK & PRATT CO.**

535 Fifth Ave., New York 17 Tel.: Vanderbilt 6-2022  
Radio Dept.: Curt A. Peterson, radio director; H. C. Marshalk, account executive, Standard Oil Company of New Jersey (Esso Reporter); Herbert Gasparan, timebuyer.  
Radio Accounts: Standard Oil Co. of New Jersey (S); The Esmond Mills Inc. (S); Metal Textile Corp. (S).  
Television Accounts: Standard Oil Company of New Jersey (Esso Television Reporter).

**HAROLD MARSHALL ADVERTISING CO.**

565 Fifth Ave., New York 17 Tel.: Plaza 3-0404  
Radio Dept.: Harold Marshall.

**MASON-RELKIN CO.**

67 W. 44th St., New York 18 Tel.: Murray Hill 2-4949  
Radio Dept.: Roger B. Relkin, radio director.

**J. M. MATHES INC.**

122 E. 42nd St., New York 17 Tel.: Lexington 2-7450  
Radio Dept.: John Bates, radio director; Edna S. Cathcart, timebuyer; Patricia Hartnet, ass't. timebuyer; William H. Vilas, television director.  
Radio Accounts: American Express Co. (S); Burlington Mills Corp. (S); Canada Dry Ginger Ale Inc. (N-S); Dodger Brewing Corp. (S); Expello Corp. (S); International Salt Co. (S); Nettleton Co. (S); Pan-American Coffee Bureau (S); The Pure Food Co. (S); Sylvania Industrial Corp. (S); Luden's Inc. (N); Fred Fear & Co. (S); Walsh Construction Co. (S).

**JOSEPH MAXFIELD CO.**

87 Webster St., Providence 3, R. I. Tel.: Gaspee 4456  
Radio Dept.: Joseph M. Finkle, president and timebuyer; Archie M. Finkle, vice-president and radio director; Robert Aronson, copy director.

Radio Accounts: Apex Tire Inc. (S); Berry Clothing Co. (S); Candy Mart Inc. (S); Continental Importing Co. (S); Cranston Loan Co. (S); Eastern Scientific Co. (S); Eclipse Food Products (S); Faln's (S); Grayson's Inc. (S); United Camera Exchange (S); Union Street Railway Co. (S); Jack & Harry's Auto Stores (S); Royal Confectionery Co. (S).

**MENEUGH, MARTIN & SEYMOUR INC.**

Garver Bldg., Des Moines 9 Tel.: 3-1221  
Radio Dept.: Wayne Welch, James Mitchell, radio directors, timebuyers.

**MAXON INC.**

2761 E. Jefferson Ave., Detroit 7 Tel.: Fitzroy 5710  
New York 22—570 Lexington Ave. Tel.: Eldorado 5-2930. W. Ray Baker, vice-president; E. Wilhelm, timebuyer.  
Chicago—919 N. Michigan Ave. Tel.: Delaware 3536 L. J. Shofly, manager.  
Los Angeles 13—448 S. Hill St. Vinton H. Hall, manager.

Radio Accounts: General Electric Co. (Electronics Dept.); Gillette Safety Razor Co..  
Television Accounts: Gillette Safety Razor Co.

**MAY ADVERTISING INC.**

106 S. 16th St., Philadelphia Tel.: Rittenhouse 7642  
Radio Dept.: Bertram May, president; J. P. Monahan, radio director, account executive.

**THE MAYERS CO.**

1240 S. Main St., Los Angeles 15 Tel.: Prospect 0101  
Radio Dept.: James C. McCormick, radio director and timebuyer.

**MAYS & BENNETT**

412 W. 6th St., Los Angeles 14 Tel.: Trinity 8334

Radio Dept.: Roderick Mays, television director & account executive; Cornelia Clark, writer-producer.  
Radio Accounts: Barker Bros. (S); J. W. Robinson Co. (S); Western Stove Co. (S).

**McCANN-ERICKSON INC.**

50 Rockefeller Plaza, New York 20 Tel.: Circle 5-7000  
Radio Dept.: Lloyd O. Coulter, vice-president charge of radio; Lawson Payner, executive asst. to vice-president; William C. Dekker, director of timebuying and stations relations; William A. Franchey, director of radio copy.  
Producers: Russ Johnston, vice-president charge of programs; Lee Cooley, television director. Senior Producers: Gian Heisch, Dorothy B. McConn, Nell Reagon.

Boston 16—31 St. James Ave. Tel.: Liberty 5468. Watson M. Gordon, vice-president, manager.  
Chicago 4—318 S. Michigan Ave. Tel.: Webster 3701. Homer Havermale, vice-president, manager.

Cleveland 14—Guardian Bldg. Tel.: Cherry 3490. A. A. Sommer, vice-president, manager.  
Detroit 26—Panobscot Bldg. Tel.: Randolph 9792. Donald C. Hight, vice-president, manager.

Hollywood 28—6331 Hollywood Blvd., Tel.: Hillside 8286. August Bruhn, vice-president.  
Los Angeles 13—448 S. Hill St. Tel.: Mutual 1181. Burt Cochran, vice-president, manager.

Minneapolis 2—609 Second Ave., S. Tel.: Bridgeport 6801. Jackson Taylor, vice-president, manager.  
Portland 4, Ore.—Public Service Bldg. Tel.: Atwater 4305. Harry Burton, manager.

San Francisco 4—114 Sansome St. Tel.: Douglas 5560. H. Q. Howes, vice-president, manager.  
Radio Accounts: New York and Hollywood: Chesebrough Mfg. Co. (N); Columbia Recording Corp.; Consolidated Edison Co.; Daggett & Ramsdell; Fawcett Publications; Gruen Watch Co.; Humble Oil & Refining Co.; La Baheme Vineyards Co.; LaSalle Hat Co.; Lekro Products Inc.; Manufacturers Trust Co.; National Biscuit Co.; Pacific Coast Borax Co. (N); Stancin Inc.; Stromberg-Carlson Co.; Westinghouse Electric Corp. (N).

Chicago: International Harvester Co. (N); Standard Oil Co. of Indiana; Milk Foundations Inc.; Swift & Co.; Brookfield Div. (N).

Cleveland: Interstate Creamery Co.; Leisy Brewing Co.; National City Bank of Cleveland; Ohio Bell Telephone; Richmond Bros. Co.; Standard Oil Co. of Ohio.

Detroit: Tivoli Brewing Co.  
Los Angeles: Enterprise Productions; Globe Mills Inc.; Southern Calif. Gas Co.; Southern Counties Gas Co.

Minneapolis: Gluek Brewing Co.; Pillsbury Mills Inc. (N); Twin City Federal Savings & Loan Assn.

Portland: Northwestern Electric Co.; Pacific Power & Light Co.; Portland Gas & Coke Co.

San Francisco: Anglo Calif. National Bank of San Francisco; Associated Dental Supply Co.; Calif. Packing Corp.; Calif. Walnut Growers Assn.; Dwight Edwards Co.; General Brewing Corp.; Hale Bros. Inc.; Macey's; Safeway Stores Inc., Coldstream Products Div.

L. F. McCARTHY & CO.  
Providence Bank Bldg., Cincinnati 2 Tel.: Parkway 0368  
Radio Dept.: L. F. McCarthy, Emil Bauer.

R. E. McCARTHY ADVERTISING AGENCY  
Tampa Theatre Bldg., Tampa 5, Florida Tel.: Main 2323  
Radio Dept.: R. E. McCarthy, radio director and radio timebuyer.  
Radio Accounts: The Borden Co. (S); Southern Brewing Co. (S); Peninsular Telephone Co. (S); Pioneer Tire Co. (S); W. S. Badcock Corp. (S).

McCARTY CO.  
1206 Maple Ave., Los Angeles 15 Tel.: Prospect 7011  
Radio Dept.: Aiden Weis, radio director, timebuyer.

San Francisco 5—116 New Montgomery St. Tel.: Sutter 8224. William H. Wilda, manager.  
Pittsburgh 19—Koppers Bldg. R. S. Reed Jr., manager.

Dallas 1—2217 Cedar Springs. Tel.: Riverside 6815. J. B. Taylor, manager.  
Radio Accounts: Arrowhead & Puritas Waters Inc.; Seaside Oil Co.; War Assets Administration.

McCORMICK CO.  
217 E. 7th, Amarillo, Texas Tel.: 5333  
Radio Dept.: John R. Forkner, account executive.  
Radio Accounts: The Shamrock Oil & Gas Corp.; The Borden Co.; Amarillo Gas Co.

L. E. McGIVENA CO. INC.  
444 Madison Ave., New York 22 Tel.: Plaza 3-7422  
(Continued)

# WNDR

## THE WONDER STATION IN SYRACUSE

*The Wonder Market*

Great new industries are making Syracuse their home. More and bigger stores are opening. A new university has been established. A greater listening audience is the inevitable result.

WNDR—the newest radio station in Central New York—is pointed to the needs of this growing audience and provides complete coverage of Greater Syracuse for advertisers.

WNDR serves a market of over one million consumers — WNDR is staffed by men with life-long merchandising experience — WNDR's programs fit the needs of its growing audience — WNDR's listeners have incomes 13% above the state average and 48% above the national average.

*Owned and Operated by the SYRACUSE BROADCASTING CORPORATION*  
Wilson Building, 306 S. Salina St. Syracuse, New York.

*National Representative:*  
Paul H. Raymer Company, New York, Chicago, Detroit, San Francisco, Los Angeles, Boston and Atlanta.

# WNDR

## 5000 WATTS

DAY AND NIGHT  
1260 KILOCYCLES



ADVERTISING AGENCIES HANDLING RADIO ACCOUNTS

(Continued)

COAL  
INTO  
GOLD

Isn't Necessarily  
Magic . . .

Coal is the source material for 51 percent of the energy used in the United States. Coal is also the raw material for thousands of the new plastics and synthetics that are revolutionizing modern life.

This coal is mined primarily in the Upper Kanawha Valley of West Virginia—the Chemical Kingdom of the United States. It is in this "Magic Valley" that much of the raw material is converted into the plastics that make life better and happier for the people of the world.

In this integrated market WMON provides outstanding local programming, plus Mutual service, to a population of more than 165,000 who in 1945 spent MORE than \$70,000,000 in retail establishments.

In the Upper Kanawha Valley, WMON is a tool for better sales. USE IT!

"MUTUAL  
IN THE  
Magic Valley"  
WMON

Montgomery, West Va.

1340 KC—250 W.

Radio Dept.: Kenneth F. Greene, radio director; Howard Roper, television director.  
Radio Accounts: Calco Sales Corp. (S); New York Inkograph Co. (S).

McGIVERAN-CHILD CO.  
431 S. Dearborn, Chicago 5  
Tel.: Wobash 2494  
Radio Dept.: M. J. Klee, radio director.

McELROY ADVERTISING AGENCY  
1489 W. Washington Blvd., Los Angeles 7  
Tel.: Prospect 2047  
Radio Dept.: Edward J. McElroy, owner and account executive; Mary Sullivan, radio director, timebuyer.  
Radio Account: Fitzsimmons Stores, Ltd.

McJUNKIN ADVERTISING CO.  
228 N. LaSalle St., Chicago 1  
Tel.: State 5060  
Radio Dept.: R. V. Suerth, radio director.  
Radio Accounts: Schulze & Burch Biscuit Co.; Chef Boy-Ar-Dee Quality Foods Inc.; Carey Salt Co.; Schlitz Brewing Co.

McKEE & ALBRIGHT INC.  
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. Robert L. Redd, producer.  
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 & ASSOCIATES  
1127 18th St., N. W., Washington 6  
Tel.: Republic 1771  
Radio Dept.: R. J. A. McLaughlin, president account executive, timebuyer; Grace Fields, radio director.

McNEILL & McCLEERY  
Pershing Sq. Bldg., Los Angeles 13  
Tel.: Michigan 7496  
Radio Dept.: James McCleery, radio director; Edith Sweazy, timebuyer.  
Radio Accounts: The Patrol Corp. (S); Los Angeles Times (S); Sparklets Drinking Water Corp. (S); Episcopal Diocese of Los Angeles (S).

PHILIP J. MEANY CO.  
816 W. Fifth St., Los Angeles 13  
Tel.: Michigan 3601  
Radio Dept.: Ray Clinton.

MELAMED-HOBBS INC.  
Hodgson Bldg., Minneapolis 1  
Tel.: Bridgeport 1225  
Radio Dept.: Frank Johns, timebuyer; Ralph W. Hobbs, E. T. Holmgren, Paul Severeid, account executives.  
St. Paul 1—First National Bank Bldg. Tel.: Garfield 7662. E. T. Holmgren.  
Chicago 1—333 North Michigan Ave. Tel.: State 9522. H. C. Lewis.

MELDRUM & FEWSMITH  
Republic Bldg., Cleveland 15  
Tel.: Cherry 3510  
Radio Dept.: R. G. Simmons, vice-president, general manager. H. H. Ohlmacher, account executive.

MERCURY ADVERTISING AGENCY  
1307 1/2 Commerce St., Dallas 1  
Tel.: Central 7996  
Radio Dept.: Harvey R. Boyd, owner, manager.

METROPOLITAN ADVERTISING CO.  
527 Fifth Ave., New York 17  
Tel.: Murray Hill 2-2220  
Radio Dept.: Harry D. Adair, president; Murray R. Director, Laurence Reis.  
Radio Accounts: Cortile Restaurants (S).

ARTHUR MEYERHOFF & CO.  
410 North Michigan Ave., Chicago 11  
Tel.: Delaware 7860  
Radio Dept.: Ken Robinson, radio director; Bernard Howard, asst. radio director; Kay Kennelly, timebuyer.  
Milwaukee 2—759 N. Milwaukee. Tel.: Marquette 3144. George Grabin, manager.  
Radio Accounts: Wm. Wrigley Jr. Co.; Mutual Benefit Health & Accident Insurance Co.; Paul F. Beach Candy Co.; Andy Latshaw Co.; G. Barr & Co.; Consolidated Royal Chemical Co.

MID-TOWN ADVERTISING AGENCY  
271 W. 12th St., New York  
Tel.: Riverside 9-1385  
Radio Dept.: Joseph R. Wortman, radio director.

C. L. MILLER CO.  
521 Fifth Ave., New York 17  
Tel.: Murray Hill 2-1010  
Radio Dept.: G. V. Carhart, partner; Rita Driscoll, asst. timebuyer.  
Chicago 1—333 N. Michigan Ave. Tel.: Central 1640. I. M. Tuteur, manager.  
Radio Accounts: Curtiss Candy Co. (N).

M. GLEN MILLER ADVERTISING  
8 S. Michigan Ave., Chicago 3  
Tel.: Franklin 1309  
Radio Dept.: M. Glen Miller.

RAY MILLS ADVERTISING  
108 Court St., Auburn, Me.  
Tel.: 190  
Radio Dept.: Ray Mills, president, treasurer, radio director.

DAN B. MINER CO.  
1151 S. Broadway, Los Angeles 15  
Tel.: Richmond 3101  
Radio Dept.: Robert B. Struble, radio director, timebuyer; Sam Godfrey, copywriter.  
Radio Accounts: Interstate Bakeries; Forest Lawn Memorial Park; Coast-Curries Ice Cream Co.; Kerr Glass Mfg. Co.; Wilshire Oil Co.; Luer Packing Co.

MITCHELL-FAUST ADVERTISING CO.  
230 N. Michigan Ave., Chicago 1  
Tel.: State 6610  
Radio Dept.: Hildred Sanders, vice-president in charge radio; Mary Palosan, timebuyer; Ray Herweg, L. L. Weld, D. R. Collins, Holman Faust, account executives.

MITHOFF & WHITE  
Marrin Bldg., El Paso, Tex.  
Tel.: Main 4500  
Radio Dept.: Warren T. Mithoff, Dan T. White Jr., partners; E. Ric Clark, account executive.  
Radio Accounts: Acme Laundry & Cleaners (S); Braden Co. (S); El Paso National Bank (S); El Paso Natural Gas (S); The Fashion (S); Standard Oil of Texas (S); Don Thompson (S); Southern Union Gas (S); El Paso Electric Co. (S); Neveaux Imports (S).

ARTHUR R. MOGGE INC.  
307 N. Michigan Ave., Chicago 1  
Tel.: Andover 3540  
Radio Dept.: Albert Swanson, timebuyer.  
St. Louis 8—Continental Bldg. Tel.: Franklin 2155. E. E. Kromnacker, account executive.  
Radio Account: The Anderson Co. (S).

RALPH MOORE INC.  
812 Olive St., St. Louis 1  
Tel.: Chestnut 8728  
Radio Dept.: Ralph Moore.

CHESTER C. MORELAND CO.  
Times-Star Tower, Cincinnati 2  
Tel.: Parkway 1178

Radio Dept.: Carl Press, radio director; L. C. Schurman, timebuyer; C. C. Moreland, account executive.  
Radio Accounts: Rainbo Baking Co. (S); Coney Island Amusement Co. (S); Coca-Cola Bottling Co. of Cincinnati, Springfield, Cleveland (S); Adam Wuest Co. (S).

RAYMOND R. MORGAN CO.  
6362 Hollywood Blvd., Hollywood 28  
Tel.: Hempstead 4194  
Radio Dept.: Robert C. Temple, executive vice-president, general manager; James Morgan, radio director; Kaye Burchell, timebuyer; George Ewing, account executive; Bud Ernst Jr., producer-director.  
Chicago 11—Palmolive Bldg. Tel.: Superior 6747. Clyde Joice, Charles Puffer, Harlow Roberts.

San Francisco 11—260 California St. Tel.: Douglas 6073. Porter Anderson.  
Radio Accounts: Planters Nut & Chocolate Co.; J. A. Falger Co.; Los Angeles Soap Co.

MORLOCK ADVERTISING AGENCY  
139 N. Clark St., Chicago 2  
Tel.: Randolph 8336  
Radio Dept.: A. R. Marlock, account executive.

MORSE INTERNATIONAL INC.  
122 E. 42nd St., New York 17  
Tel.: Murray Hill 7-7200  
Radio Dept.: Chester Slaybaugh, manager, timebuyer; M. Bassett, timebuyer; John T. Mitchell, production.  
Radio Accounts: Vick Chemical Co. (Vicks VapoRub, Va-tra-nol, Cough Drops, Inhaler) (N-S); Prince Matchabelli Inc. (N); Alfred D. McKelvy Co. (Seaforth) (S); John G. Paton Inc. (S).

MOSER & COTINS INC.  
10 Hopper St., Utica 3, N. Y.  
Tel.: 4-6141  
New York 17—420 Lexington Ave. Tel.: Murray Hill 3-9140.  
Radio Accounts: Near's Food Co.; West End Brewing Co.; Long's Ox-Heart Peanut Butter Co. Inc.; Hospital Plan Inc.

MOSS ASSOCIATES  
415 Lexington Ave., New York 17  
Tel.: Murray Hill 7-7377

(Continued)

Now... For the first time!  
YOU CAN BUY  
OAKLAND  
ALAMEDA  
BERKELEY  
AND THE ENTIRE  
SAN FRANCISCO BAY AREA  
RADIO MARKET  
MORE INTELLIGENTLY!  
WITH THE NEW  
OAKLAND HOOPER AUDIENCE RATINGS  
(QUARTER HOUR AND HALF HOUR RATINGS)



19TH AND BROADWAY OAKLAND 12, CALIFORNIA  
ESTABLISHED 1925  
"THE STATION THAT LED THE 1946 SUMMER SPORTS PARADE"

*George W. Trendle and H. Allen Campbell*

OWNERS AND PRODUCERS  
OF RADIO'S OUTSTANDING  
DRAMATIC ADVENTURES

THE LONE RANGER, THE GREEN HORNET, CHALLENGE OF THE YUKON  
AND OTHER RADIO PRODUCTIONS

*Announce the formation of*

**Trendle-Campbell Broadcasting Corp.**

TO OWN AND OPERATE

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EXECUTIVE OFFICES . . . . .

1800 STROH BUILDING  
RAndolph 9184  
DETROIT 26, MICHIGAN



**ADVERTISING AGENCIES HANDLING RADIO ACCOUNTS**  
(Continued)

**C. WENDEL MUENCH & CO.**  
520 N. Michigan Ave., Chicago 11  
Tel.: Whitehall 7717  
Radio Dept.: James Kelley, radio director;  
Robert Byron, media director; C. W. Muench,  
C. T. Kerrigan, account executives.  
Radio Accounts: Durkee Famous Foods; Shot-  
well Mfg. Co.; Toffenetti Restaurant Co., New  
York; Triangle Restaurant Co.; Armstrong  
Food Co. (Borden).

**MUIR AND CO. INC.**  
9 Rockefeller Plaza, New York 20  
Tel.: Circle 7-6641  
Radio Dept.: Charles W. Earle, vice-president  
& radio director.

**H. C. MULBERGER INC.**  
411 East Mason, Milwaukee 2, Wisconsin  
Tel.: Daly 4090  
Radio Dept.: Edward G. Ball, radio director;  
H. C. Mulberger, account executive; C. A.  
Mathison, account executive.  
Radio Accounts: Miller Brewing Co. (S); Ed-  
wards Motor Co. (S).

**IRVING MYERSON AGENCY**  
330 S. Wells St., Chicago 6  
Tel.: Harrison 6828  
Radio Dept.: Irvin P. Myerson.

**N**

**NACHMAN-RHODES INC.**  
Marion Bldg., Augusta, Ga.  
Tel.: 2-8301  
Radio Dept.: Herbert Nachman, timebuyer.

**NASCON & BOURNE**  
60 E. 42nd St., New York 17  
Tel.: Vanderbilt 6-1423  
Radio Dept.: Severin Bourne, radio director.  
Radio Account: Wascos Sales (S).

**NEEDHAM & GROHMANN INC.**  
630 Fifth Ave., New York 20  
Tel.: Circle 5-6200  
Radio Dept.: Donald H. Parker, vice-presi-  
dent, radio director.  
Radio Account: Maggi Co. Inc. (S).

**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, Melvin S.  
Hattwick, account executives; A. Wallace,  
production.  
Hollywood 28-1680 N. Vine St. Tel.: Granite  
7168. Frank Pittman; Francis Von Hartes-  
veldt.

Radio Accounts: Kraft Cheese Co.; S. C. John-  
son & Son; Swift & Co. (Sunbrite, Ice  
Cream); Wieboldt Stores Inc.

**NEFF RADIO PRODUCTIONS**  
Stroh Bldg., Detroit 26  
Tel.: Randolph 3006  
Radio Dept.: M. A. Neff and Dorothy Ann  
Marks.  
Radio Accounts: R. H. Fyfe & Co. (S); Moon  
Brothers (S); McDonald Coal Co. (S); MKM  
Knitting Mills (S); Gately's Inc. (S); Harry  
Sufferin (S); McLouth Steel (S); Northville  
Race Track (S); Household Products Inc. (S).

**NEFF-ROGOW INC.**  
30 Rockefeller Plaza, New York 20  
Tel.: Circle 7-4230  
Radio Dept.: William Rogow, president, ac-  
count executive, timebuyer; Stewart Pierce  
Brown, copy chief.  
Radio Accounts: Bond Stores Inc. (S); Mel-  
ville Shoe Corp. (S); Joseph Martinson &  
Co. (S).

**RAYMOND E. NELSON INC.**  
341 Madison Ave., New York 17  
Tel.: Murray Hill 5-1762  
Radio Dept.: Raymond E. Nelson, president,  
timebuyer; Betty Carrall, casting director;  
Hill Rose.  
Radio Accounts: Sears Roebuck & Co., Phila-  
delphia (S); Amco Photo Co. (S); Soprano  
Perfumes Co. (S); Ford Chemical Corp. (S).  
Television Account: Sears Roebuck & Co.,  
Philadelphia.

**NEWBY & PERON**  
59 E. Van Buren, Chicago 5  
Tel.: Harrison 9494  
Radio Dept.: A. W. Newby, timebuyer, ac-  
count executive; E. J. Lewinski, account  
executive.

Radio Accounts: Prima Bismarck Brewing Co.;  
Gassman Dept. Store; Ben-Ge Products; Mar-  
tin Food Products; R. Gerber & Co.; Honey-  
Bee Co. Cedar-Green Frasted Foods.

**NEWELL-EMMETT CO.**  
40 E. 34th St., New York 16  
Tel.: Ashland 4-4900  
Radio Dept.: William Ruydez, partner-in-  
charge; Blayne Butcher, manager; N. F.  
McEvoy, timebuyer.

Hollywood 28-6331 Hollywood Blvd. Tel.:  
Hempstead 1974. Martin Barrett.  
**NEWMAN, LYNDE & ASSOCIATES INC.**  
400 Fla. Natl. Bank Bldg., Jacksonville 2  
Tel.: 3-1253  
Radio Dept.: M. T. Newman, president;  
Hunter Lynde, executive vice-president; Gor-  
don Stewart, vice-president; Mary R. Miller,  
radio director; Milton Smith, account exec-  
utive; Charles Gressle, account executive.  
Radio Accounts: Foremost Dairies; JAX Brew-  
ing Co.; E. B. Malone Mattress Co.; Laundromat  
Stores of Jacksonville.

**N. J. NEWMAN ADVERTISING AGENCY**  
631 W. 9th, Los Angeles 15  
Tel.: Trinity 7664  
Radio Dept.: N. J. Newman; Lionel Fink; G.  
Hargus.

**NEWMARKS ADVERTISING AGENCY**  
217 Seventh Ave., New York 11  
Tel.: Watkins 9-7070  
Radio Dept.: Samuel S. Zipser, president,  
radio director; Joseph Bell, Rosalie J. Jones,  
account executives.

**KELSO NORMAN ADVERTISING**  
215 Kearney St., San Francisco 8  
Tel.: Douglas 2848  
Radio Dept.: S. M. Watson.  
Radio Accounts: Podesta & Baldocchi; North-  
ern California Floral Assn.; Madera Wineries  
& Distillers.

**NORTHWEST RADIO ADVERTISING CO.**  
708 American Bldg., Seattle 4  
Tel.: Elliott 5488  
Radio Dept.: Edwin A. Kraft, manager; W. L.  
Poul, assistant manager.  
Radio Accounts: Gardner Nursery (S); Happy  
Tumbling Blocks (S); Simon & Schuster (S);  
Alaska Life (S); Radio Print Shop (S); Gros-  
set & Dunlap (S).

**NORTON ADV. SERVICE**  
615 Orchard Pkwy, Niagara Falls, N. Y.  
Tel.: 2-3508  
Radio Dept.: M. L. Norton.

**EARLY C. NOYES ADV. AGENCY**  
129 State St., Rutland, Vt.  
Tel.: 56

Radio Dept.: Al Taylor, radio director; George  
Toussaint, production manager; F. H. Web-  
ster, G. R. Miller, Steve Amsden, account  
executives.  
Washington 9, D. C.—1909 19th St., N. W.  
Tel.: Adams 0923.

**O**

**R. T. O'CONNELL CO.**  
420 Madison Ave., New York 17  
Tel.: Plaza 3-5412  
Radio Dept.: Charlotte B. Shadwick, head of  
radio dept.; William Cammerer, timebuyer.  
Radio Accounts: A. S. Harrison Co. (S);  
Sapolin Paint Co. (S).

**OLIAN ADVERTISING CO.**  
411 N. Seventh St., St. Louis 1  
Tel.: Central 8380  
Radio Dept.: Clarke Brown, radio director;  
Margaret Hart Nelson, timebuyer; Irwin A.  
Olian, William King, James Spencer, radio  
executives.

Chicago 1—Pure Oil Bldg. Tel.: State 3381.  
I. J. Wagner, radio director; Armella  
Smirge, timebuyer; M. Bronner, Clair  
Callahan, account executives.

New York 18-1440 Broadway. Tel.: Bryant  
9-4125. Harold Kaye, radio director.  
Radio Accounts: Columbia Brewing Corp.;  
John G. Ayars Co.; Cardinal Diamond Rings;  
Milton Oil Co.; Eagle Stamp Co.; Hardy Salt  
Co.; General Grocer Co.; Lewis-Howe Co.;  
Star-Times Publishing Co.; Rice-Slix Dry  
Goods Co.; Veste Beverage Co.; Zerkat Phar-  
maceutical Co.; Atlas Brewing Co.; F & F Labo-  
ratories Inc.; Schaeffgen-Edelweiss Co.; Mar-  
shall Field & Co.; Confections Inc.; Western  
United Dairy; A. Guttelman Brewing Co.;  
Portis Bros. Hat Co.; International Labora-  
tories; Biscaglia Bros. Wines Corp.; Greater  
New York Industries.

**OLMSTEAD & FOLEY**  
1200 Second Ave., Minneapolis 4  
Tel.: Atlantic 8166  
Radio Dept.: James D. McTigue, radio direc-  
tor, timebuyer; Ward H. Olmstead, John T.  
Foley, Clarence Russell, Gordon Daline, War-  
ren T. Way, Catherine Tidemanson, account  
executives.

Radio Accounts: Cargill Inc. (S); King Midas  
Flour (S); Northrup, King & Co. (S); Owa-ton-  
na Canning (S); Marshall-Wells (S).

**O'NEILL, LARSON & McMAHON**  
230 N. Michigan Ave., Chicago 1  
Tel.: Andover 4470  
Radio Dept.: Otto Goes, radio director; Wal-  
ter Zivi, account executive and timebuyer;  
Nelson J. McMahon, partner.  
Radio Accounts: Consolidated Royal Chemical  
Co.; Charm Kurl Co.; Tintz Co.; Charms and  
Cain; Ru-Ex; Udga Co.; Michigan Bulb Co.;  
Bunny Gay Frocks; Parr Vitamins; Saf-Kil Co.

**THE E. A. OPPENHEIM COMPANY**  
220 Bagley Avenue, Detroit 26  
Tel.: Cadillac 6765  
Radio Dept.: E. A. Oppenheim, director and  
timebuyer; M. McCracken, script writer.

**OWEN & CHAPPELL INC.**  
595 Madison Ave., New York 22  
Tel.: Plaza 8-2400  
Radio Dept.: David Hale Halpern, radio direc-  
tor; Mar Selkass, media director; Dan  
Standish, timebuyer; John H. Owen, Walter  
Greenlee, Larry Stevens, account executives.  
Radio Accounts: National Brewing Co. (S);  
American Transit Assn. (S); Robinson Lloyds  
Ltd. (S).

**MERRITT OWENS ADV. AGENCY INC.**  
Bennett Bldg., Kansas City 10, Kan.  
Tel.: Draxel 7250  
Radio Dept.: James Coy, radio director.  
Radio Accounts: Inter-State Moving & Storage  
(S); Diamant's (S); Field Chevrolet (S); Kon-  
sars Motors (S); Hall Lithographing (S); Nourse  
Oil Co. (S); Jungo Biscuit Co. (S).

**M. M. OWEN INC.**  
122 E. 42nd St., New York 17  
Tel.: Lexington 2-4188  
Radio Dept.: L. E. Schneider, radio director.

**THE FRANK OXARAT CO.**  
659 S. Rampart Blvd., Los Angeles 5  
Tel.: EX 4191  
Radio Dept.: William Larkin, media director.  
Radio Accounts: Armor Laboratories Inc.;  
Caltone Corporation; Soil-Off Mfg. Co.; Del  
E. Webb Prod. Co.

**OZARK ADVERTISING AGENCY INC.**  
501 St. Louis St., Springfield, Mo.  
Tel.: 3-5340  
Radio Dept.: M. W. Fullington, president;  
J. W. Fuson, radio director.  
Radio Accounts: General Council, Assemblies  
of God; Hunter and Hunter Health Clinic.

**P**

**PACIFIC ADVERTISING STAFF**  
1624 Franklin St., Oakland 12  
Tel.: Templebar 2885

Radio Dept.: Helen Augsburg, manager.  
Radio Accounts: First Federal Savings & Loan  
Assn. (S); Thrift Federal Savings & Loan  
Assn. (S); Prudential Realty & Finance Co.  
(S); Oakland Columbarium (S); Jackson  
Furniture Co. (S); Albert Brown Co. (S).

**PACIFIC COAST ADVERTISING CO.**  
1167 McAllister St., San Francisco 15  
Tel.: Fillmore 4120

Radio Dept.: Paul Franklin, Hollywood radio  
director; Norman E. Mark, timebuyer; Richard  
E. Goebel, account executive; Frank Newton,  
account executive.  
Radio Accounts: Langendorf United Bakeries  
(N-S); Homestead Bakery (S); California Bak-  
ing Co. (S); National Bakers Services (S);  
Casper's Eggs (S); Dairy Belle Milk Co. (S).

**PACIFIC NATIONAL ADVERTISING AGENCY**  
605 Union St., Seattle 1  
Tel.: Elliot 1401

Radio Dept.: W. H. Horsley, president; H. O.  
Stone, secretary; Kay Shinn, account execu-  
tive; Trevor Evans, radio director; G. M.  
Nyman, timebuyer.  
Portland 4, Oregon—Spalding Bldg., Tel.: At-  
water 4339.

Radio Accounts: Fisher Flouring Mills Co. (N-  
S); Washington Co-op. Farmers Assn. (N-S);  
Johnson & Sons (S); Seattle-First Nat'l.  
Bank (S); Seafoods Inc. (S); Lang & Co.  
(S); N. W. Cherry Bureau (S); Assoc. Apricot  
Marketers (S); Cedargreen Frozen Back Corp.  
(S); Wm. O. McKay (S).

**ALBERT E. PACINI ADVERTISING**  
301 N. Seventh St., Minneapolis 3  
Tel.: Main 3574  
Radio Dept.: Albert E. Pacini  
Radio Account: U. S. Bedding Co. (S).

**PARIS & PEART**  
370 Lexington Ave., New York 17  
Tel.: Caledonia 5-9840

Radio Dept.: M. C. Thomas, media director  
and timebuyer; R. C. Hozleton, W. F. James,  
Remus Harris, account executives.  
Radio Accounts: Atlantic & Pacific Tea Co.  
(S); R. & H. Beer; Spratt's Dog Food (S);  
Atlantic Commission Co. (S); South Car-  
olina Peach Growers Assn. (S); Boston War-  
ren Hose & Rubber Co. (N).

**PARKER-ALLSTON ASSOCIATES**  
116 John St., New York 7  
Tel.: Rector 2-6314  
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  
Radio Account: Van Raalte Co. Inc. (S).

**PEARSON ADVERTISING AGENCY**  
50 E. 42nd St., New York 17  
Tel.: Vanderbilt 6-0029  
Radio Dept.: C. H. Pearson, president and  
head of radio.

**PECK ADVERTISING AGENCY INC.**  
400 Madison Ave., New York 17  
Tel.: Plaza 3-0900  
Radio Dept.: Arthur Sinshemer, director of  
radio.

Los Angeles—8511 Sunset Blvd. Tel.: Hem-  
stead 1337. Art Daly, manager.  
Radio Accounts: Beverwyck Breweries Inc.;  
Old Dutch Mills Inc.; Durex Razor Blade Co.  
Inc.; Tumbletone Radio Mfg. Co. Inc.; Pando  
& Co. Inc.; Parker Watch Co. Inc.; Estate  
Appliance Co. Inc.

**PEDLAR AND RYAN INC.**  
250 Park Ave., New York 17  
Tel.: Plaza 5-1500

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**BASIC MUTUAL**

**THE INDIANAPOLIS NEWS STATION**

**Radio Dept.:** E. G. Sisson Jr., vice-president in charge of radio; G. Douglas Morris, vice-president and account executive (P & G); Elizabeth C. Shay, production supervisor; William Barrett, production supervisor; Cyril J. Mullen, radio copy chief; T. C. Fisher, media director; Mary Dunlavey, radio time-buyer; Ernest P. Zobian, account executive (Centaur Division, Sterling Drug Co.).  
Hollywood 28-6331 Hollywood Blvd. Tel.: Hollywood 5354. Karl W. Schullinger, manager.

**Radio Accounts:** Proctor & Gamble (Camay, Chipsa, Dash); Centaur Division, Sterling Drug Co. (Ironized Yeast).

**PERRY-BROWN INC.**  
530 Walnut St., Cincinnati 2  
Tel.: Cherry 3181

**Radio Dept.:** Edward J. Doran, radio director and time-buyer; Donald A. Kortekamp, account executive.

**Radio Accounts:** Security Storage Co. (S); Security Rug Cleaning Co. (S); Proto-Pups Inc. (S); Holiday on Ice (S).

**HAROLD PETTUS ADVERTISING**

Janes Bldg., Corpus Christi, Tex.  
Tel.: 2-5621

**Radio Dept.:** Harold Pettus.

**Radio Accounts:** Grisham Ice Cream Co. (S); Nueces Coffee Co. (S); C. C. Bank & Trust Co. (S); Langford Botling Co. (S); Music Center (S); Nueces Credit Co. (S); Maverick-Clarke Litho Co. (S).

**THE PHILLIPS COMPANY**

604 First Nat'l. Bldg., San Diego 1  
Tel.: Franklin 2122

**Radio Dept.:** Bill Mesmer, radio director; Ruth B. Hale, time-buyer; Charles C. Ramsey, Fred J. Volz, account executives.

**Radio Accounts:** Arden Farms Co. (S); Boston-Strause Inc. (S); Mrs. Conkling's Bakery (S); Davidson Furniture Co. (S); First National Bank (S); Home Federal Savings & Loan Assn. (S); S. D. Daily Journal (S); The Swan Shop (S); Tufford Motor Co. (S); Vaile's Restaurant (S); Lowell Wood Co. (S).

**PHILLIPS-REICK-FARDONN ADVERTISING**

1012 Baltimore St., Kansas City 6, Mo.  
Tel.: Harrison 7650

**Radio Dept.:** Donald C. Leach, radio director and account executive.

Chicago-185 N. Wabash. Tel.: Doarborn 4344.  
**Radio Accounts:** Marie'ta Paint & Color Co. (S); Schorn Paint Mfg. Co. (S); Ottawa Paint Works Ltd. (S); Sewal Paint & Varnish Co. (S); Nebraska Seed Co. (S); Braemoor Co. (S).

**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, time-buyer.

**Radio Accounts:** Harvest House (S); Life Study Fellowship (S); Herald Publishing Co. (S); Raley Sales (S); Cadillac Publishing Co. (S).

**PITLUK ADVERTISING COMPANY**

Alamo Nat'l. Bldg., San Antonio  
Tel.: Garfield 7268

**Radio Dept.:** Rena Lynn, assistant director; Stanley Nelson, assistant.

**Radio Accounts:** Pearl Brewery (S); Taylor Bedding Mfg. Co. (S); Handy Andy (S); Mrs. Ragsdale's Foods Co. (S); Joske's of Texas (S); Shaw Jewellery (S); Alamo Nat'l. Bank (S); Kaufmans Inc. (S); Gebhardt Chili Powder Co. (S); Karolkin Furniture Co. (S); Byer Rolnick Hat Co. (S); Fehr Baking Co. (S); Henke & Pilot (S); Pioneer Flour Mills (S); Roegelaine Provision Co. (S); Shepherd Laundries (S); Texas Carbonate Co. (S); Wolff & Marx Co. (S).

**PLATT-FORBES INC**

386 Fourth Ave., New York 16  
Tel.: Caledonia 5-4440

**Radio Dept.:** William S. Walker, vice-president, secretary; T. F. Cosgrove, vice-president; Rutherford Platt, W. A. Forbes, account executives.

Harford 5-3 Van Dyke Ave. Tel.: 7-0758. G. Frank Sweet, vice-president, manager.

**Radio Accounts:** Squirrel Brand Co. (S); Peter Poul Inc. (S); Oxo Ltd. (S).

**PLAZA ADVERTISING AGENCY INC.**

9 Rockefeller Plaza, New York 20  
Tel.: Circle 6-6500

**Radio Dept.:** John T. O'Flaherty, president; Nancy M. Viaroli, secretary, treasurer and time-buyer.

**Radio Accounts:** I. Lefkowitz & Sons; Trunz, Inc.; Crompton Food Products Corp.

**JULIAN G. POLLOCK CO.**

1717 Sansom St., Philadelphia 3  
Tel.: Locust 1686

**Radio Dept.:** Julian G. Pollock, owner, account executive; Louis L. Schwerin, radio director.

**Radio Accounts:** Kohn & Rosenau, Adams Clothes; Commonwealth Optical Co.; Quaker Storage Co.; Columbia Institute.

**POLLYEA ADVERTISING**

670 Cherry St., Terre Haute, Ind.  
Tel.: Crawford 6707

**Radio Dept.:** William Polje, account executive; Carl W. Geiger, time-buyer; Edith M. Krizan, copy chief.

**Radio Accounts:** Hulman & Co. (S); Terre Haute Brewing Co. (S).

**PONDROM & COLLINS**

912 Commerce St., Dallas 2  
Tel.: Riverside 6381

**Radio Dept.:** Sam Pondrom, partner, time-buyer.

**POSNER ADVERTISING AGENCY**

222 Fifth Ave., New York 1  
Tel.: Lexington 2-3878

**Radio Dept.:** James B. Zabin, vice-president.  
**Radio Accounts:** Bill Rite Baby Carriage Co. (S); Ninth Federal Savings & Loan Assn. (S).

**POST - JOHNSON INC.**

242 Trumbull St., Hartford 3  
Tel.: Hartford 2-1717

**Radio Dept.:** Jack Livingston, secretary-treasurer, radio director, time-buyer.  
**Radio Account:** Manhattan Shop.

**POTTS-TURNBULL CO.**

912 Baltimore Ave., Kansas City 6  
Tel.: Victor 9400

**Radio Dept.:** W. L. Krebs, president; N. P. Rowe, radio director.

**R. J. POTTS-CALKINS & HOLDEN**

215 W. Pershing Road, Kansas City 8, Mo.  
Tel.: Victor 4433.

**Radio Dept.:** Miss Connie Connor, radio director; R. J. Potts, J. B. Woodbury, E. A. Warner, C. C. Tucker, C. L. Robinson, Alex. Coleman, Wayne Ross, R. M. Robinson, Mrs. B. Bobb, account executives.

**POWELL ADVERTISING, INC.**

350 Madison Ave., Detroit 26  
Tel.: Cadillac 4321

**JOHN O. POWERS CO.**

220 East 42nd St., New York 17  
Tel.: Murray Hill 2-8766

**Radio Dept.:** Robert W. Powers, radio director, time-buyer.

**PRATT & BURK**

Benedum-Trees Bldg., Pittsburgh 22  
Tel.: Atlantic 4139

**Radio Accounts:** Meadow Gold Dairies Inc.; Roth Rug Cleaners; Tucker & Tucker Hats; Vogue Studios; Hutchinson Cleaners; Peerless Wallpaper Co.; Standard Floor Co.; National Record Mart; Liberty Baking Co.; Pittsburh Home Savings & Loan Assn.; Knight's Life Insurance Co.

**E. J. PRESSER & CO.**

Box 1174, Charlotte 1, N. C.  
Tel.: 4-7754

**Radio Dept.:** E. J. Presser, contact; Ethel J. Presser, time-buyer.

**Radio Accounts:** Southern Margarine Co. (S).

**PRESBA, FELLERS & CO.**

360 N. Michigan, Chicago 1  
Tel.: Central 7683

**Radio Dept.:** W. B. Presba, president; Marquis M. Smith, radio director; Ralph Cushing, account executive.

**Radio Accounts:** Bunte Bros.; Mantle Lamp Co.; Flex-O-Glass Pfg. Co.; Book House for Children; Linnea Perfumes.

**J. G. PROCTOR CO. INC.**

250 Park Ave., New York 17  
Tel.: Plaza 3-5252

**Radio Dept.:** J. G. Proctor, president.  
**Radio Account:** Freed Furs (S).

**PRODUCTIVE ADVERTISING AGENCY**

553 S. Western Ave., Los Angeles 5  
Tel.: Fitzroy 4321

**Radio Dept.:** John T. Davies, copy and radio director.

**Radio Accounts:** Arden Farms Company.

**PUBLICITY AND ADVERTISING ASSOC.**

Spreckels Bldg., San Diego 1.  
Tel.: Main 801

**Radio Dept.:** Buckleigh Oxford, director of radio activities; Etta Burton time-buyer; Robert Imberman, production; Mary Alice Haggard, account executive.

**Radio Accounts:** Crisler Auto Sales (S); Dainty Diddy Baby Laundry (S); Distinctive Pattern Furniture (S); Firestone Stores (S); Graf's Furs (S); Hammond's Department Store (S); F. W. James & Sons Florists (S); Lory Dry Cleaners (S); Modern Furniture Co. (S); Pacific Surplus (S); San Diego Daily Journal (S); San Diego Tuberculosis Assn. (S); St. James Tavern (S); Sailor Main Used Cars (S); Zero Isle Foods Inc. (S).

**R**

**RADIO ADVERTISING CORP. OF AMERICA**

47 Auddubon Ave., Jersey City 5  
Tel.: Bergen 4-2332

**Radio Dept.:** Michael A. Fiore, president; B. V. Fiore, vice-president and treasurer; S. Chasnoff, secretary; P. Apello, production manager, account executive; Albert A. Fiore, radio director, time-buyer; B. Wilmon, account executive.

**Radio Accounts:** Melody Club (S); China Clipper Inc. (S); Non-Sectorian Church Inc. (N); Radio Church (N); Prophetic Testimony of Philadelphia (S); Watchung Lake Inc. (S); Casino Beach & Pool (S); Freehold Raceways Inc. (S); D. Wolff & Co. (S); Paragon Products Inc. (S).

**L. W. RAMSEY CO.**

230 N. Michigan Ave., Chicago 1  
Tel.: Franklin 8155

**Radio Dept.:** L. H. Copeland, vice-president, account executive; Dorothy Parsons, radio director; F. L. Eason, account executive.

Davenport, Ia.-111 E. 3rd St. Tel. 3-1889.

L. W. Ramsey, president.

(Continued)



**WRRF**  
930 KC 5000 Watts  
Washington, N. C.

There's a new voice in the prosperous Eastern North Carolina market that means extra sales for you. This latest addition to the Tar Heel Broadcasting System is WRRZ, 1000 Watts, located in Clinton, North Carolina. Both WRRZ, and WRRF in Washington, N. C., are affiliated with ABC. Located in the heart of Eastern North Carolina's Bright Leaf Tobacco Belt, these stations offer you complete sales coverage of one of the richest agricultural markets in the nation. The 1946 tobacco crop alone in Eastern North Carolina sold for over \$225,000,000.00.

**WRRZ**  
880 KC 1000 Watts  
Clinton, N. C.

**TARHEEL SELLS EASTERN NORTH CAROLINA**

When you use Tar Heel stations, you are assured of receiving full promotional and merchandising cooperation. WRRF and WRRZ are the favorites of the "home folks" in Eastern North Carolina, where the dials stayed tuned to the Tar Heel Broadcasting System. If you want complete data on selling the "as good as gold" market, write to The Tar Heel Broadcasting System, Inc., Washington, North Carolina... or ask your Forjoe and Co. representative.

**TARHEEL SELLS EASTERN NORTH CAROLINA**

**WRRF** **WRRZ**

AFFILIATED WITH ABC NETWORK

**WRRF - FM**

**TARHEEL BROADCASTING SYSTEM**

WASHINGTON, NORTH CAROLINA

NATIONAL RADIO REPRESENTATIVES

**FORJOE & CO.**

NEW YORK • CHICAGO • LOS ANGELES



## ADVERTISING AGENCIES HANDLING RADIO ACCOUNTS (Continued)

Radio Accounts: Michigan Mushroom Co.; Life Soap Co.; Illinois Commercial Men's Assn.; Berghoff Brewing Corp.

### RANDALL CO.

75 Pearl St., Hartford 3  
Tel.: 7-1179  
Radio Dept.: Catherine A. MacDonald, radio director.

### RATCLIFFE ADVERTISING AGENCY

Mercantile Bank Bldg., Dallas 1  
Tel.: Central 8035  
Radio Dept.: M. K. Ratcliffe, owner; O. S. Bruck, timebuyer, account executive.

### RAY-HIRSCH & WATERSON

7 E. 42nd St., New York 17  
Tel.: Murray Hill 2-3355  
Radio Dept.: Murray Hirsch, radio director.

### CHAS. DALLAS REACH CO.

6 E. 45th St., New York  
Tel.: Murray Hill 2-2590  
Radio Dept.: Charles A. King Jr., vice-president in charge of radio.

Radio Accounts: Waterman Fountain Pen Corp. (N); Admiration Shampoo (S); Dugan Bros. (S); Ideal Publishing Co. (S); Newark Star Ledger (S); New Jersey Bell Telephone Co. (S); Mutual Benefit Life Insurance Co. (S).

### REALSERVICE INC.

110 W. 34th St., New York 1  
Tel.: Pennsylvania 6-4611  
Radio Dept.: J. Elkins, radio director, timebuyer.

### KNOX REEVES ADVERTISING INC.

National Bank Bldg., Minneapolis 2  
Tel.: Bridgeport 7701  
Radio Dept.: Russell E. Neff, radio director; Elizabeth Reeves, radio public relations director; H. King Painter, radio programs production; Kenneth Torgerson, director of media; Clayton Rassland, timebuyer.

New York 17—Channin Bldg. Tel.: Murray Hill 4-3982.  
San Francisco 5—625 Market St. Tel.: Sutter 6744. H. H. Strbusch, manager.

Radio Accounts: General Mills Inc. (N-S); Gamble Robinson Co. (S); Midland Bank (S).

### REINCKE-MEYER-FINN INC.

520 N. Michigan Ave., Chicago 11  
Tel.: Whitehall 7440

Radio Dept.: Frank M. Baker, radio director.  
Radio Accounts: Chase Candy Co.; Blue Moon Foods Inc.; Chicago, Burlington & Quincy Railroads; Great Northern Railway.

### EMIL REINHARDT

1736 Franklin St., Oakland 12  
Tel.: Templebar 2408  
Radio Dept.: Joseph Connor, manager; Anne Hageman, timebuyer.

### REISS ADVERTISING

221 W. 57th St., New York 19  
Tel.: Columbus 5-7733  
Radio Dept.: Joseph Reiss, partner, director of radio.  
Radio Accounts: Rand Rubber Co. (S); Vitrophone (S).

### WM. B. REMINGTON INC.

196 Worthington St., Springfield 3, Mass.  
Tel.: 2-2135  
Radio Dept.: Elizabeth McGonigle, William R. Mason, account executives.

### REPUBLIC RADIO FEATURES

64 East Loke St., Chicago 1  
Tel.: State 0460  
Radio Dept.: Capico Kapps, radio director; Albert Kapps, timebuyer; Joseph Kapps, account executive and partner.

### RHOADES & DAVIS

DeYoung Bldg., San Francisco 4  
Tel.: Exbrook 6468  
Radio Dept.: Rufus Rhoades, president; Robert O. Davis, vice-president, radio director; Angela Brereton, timebuyer.

Los Angeles—3275 Wilshire Blvd. Tel.: Fitzroy 2141. P. E. Gailey, manager.  
Radio Accounts: H. C. Capwell; Corley Diet Foods Co.; Federal Stores; Radio Insurance Agencies; 7-Up Bottling Co.; Yellow Cab Co.; Cook Products Corp.

### M. EVANS RICHMOND ADV. AGENCY

1411 Walnut St., Phila. 2  
Tel.: Locust 7-3479  
Radio Dept.: M. Evans Richmond, director; Robert Sanford Richmond, timebuyer; Harriet S. Starkman, account executive; Claude Lathrop, account executive.

### LEE RINGER ADVERTISING

3923 W. 6th St., Los Angeles 5  
Tel.: Drexel 8131  
Radio Dept.: Lorraine Packard.

### JOHN H. RIORDAN CO.

816 W. 5th St., Los Angeles 13  
Tel.: Michigan 8296  
Radio Dept.: John H. Riordan, owner, radio director and account executive; A. Culver Boyd Jr., account executive.  
Radio Accounts: California Flyers Inc.; Omega Shoe Polish Co.

### ARTHUR G. RIPPEY & CO.

First National Bank Bldg., Denver  
Tel.: Tabor 0221  
Radio Dept.: Arthur G. Rippey, C. G. Henderson, Harry A. Lazier, R. L. Coffin.  
Radio Accounts: Kuner-Empson Co. (S); The Denver Post (S); U. S. National Bank (S); Baur's Confectionery Co. (S).

### PHIL RITTER CO. INC.

511 Fifth Ave., New York 17  
Tel.: Murray Hill 7-6574  
Radio Dept.: Phillip Ritter Jr., president, radio director.

### DAN RIVKIN AGENCY

1418 Walnut St., Philadelphia 2  
Tel.: Pennypacker 5766  
Radio Dept.: Dan Rivkin.  
Radio Accounts: Dan's Cancellation Shoes (S); Dunoff Shoes (S); Foot Step Shoes (S); Frank's Juvenile Shoes (S); Huskey's Furniture (S); Ismak Rug Mills (S); Joe Krass & Sons Clothing (S); Monroe's Tailors (S); Althell's Furniture (S); Moskin Clothes (S); Richard's Clothes (S); Morris Rosoff Clothes (S); Royal Shoe Markets (S); Sam the Tailor (S); Spiro's Apparel (S); Stanley's Corrective Shoes (S).

### ROBERTS & REIMERS INC.

551 Fifth Ave., New York 17  
Tel.: Murray Hill 2-3175  
Radio Dept.: Leon Kelley, vice-president, radio director; John Keravin Lecken, timebuyer.

### ELWOOD J. ROBINSON ADV. AGENCY

541 South Spring St., Los Angeles 13  
Tel.: Mutual 1142  
Radio Dept.: Elwood J. Robinson, Melvin A. Jensen, John W. Haynes, account executives; Robert C. Neuman, timebuyer.  
Radio Accounts: Loma Linda Food Co. (S); Wilco Co. (S); Western Federal Savings & Loan Institute (S); Lewis Food Co. (S); Pioneer Savings & Loan (S).

### ROCHE, WILLIAMS & CLEARY INC.

135 S. LaSalle St., Chicago  
Tel.: Randolph 9760  
Radio Dept.: Phil Stewart, radio director; N. J. Covanagh, timebuyer.  
New York 17—400 Madison Ave. Tel.: Plaza 3-7444. R. A. Porter, vice-president.  
Philadelphia 2—225 S. 15th St. Tel.: Pennypacker 2766. Guy C. Pierce, vice-president.  
Radio Accounts: Tum's; R. Hudnut Co.; Sun Oil Co.; Studebaker Corp.; Chmney-Sweep; Milwaukee Railroad.

### ROGERS & SMITH ADV. AGENCY

20 N. Wacker Drive, Chicago 6  
Tel.: Dearborn 0020  
Radio Dept.: Roland Blair, vice-president and director of radio.

Dallas 1—Irwin-Keasler Bldg. Tel.: Riverside 6044. Marie Callahan, radio director.  
New York 17—41 E. 42nd St. Tel.: Murray Hill 2-2907. Francis C. Kerr, eastern manager.

Los Angeles 5—2412 W. 7th St. Tel.: Fitzroy 1947. Marian Fay, 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.  
Radio Accounts: Lombardo Wine Co. (S).

### ROSE-MARTIN INC.

21 W. 46th St., New York 19  
Tel.: Bryant 9-4621  
Radio Dept.: G. M. Rundbaken, media director.  
Radio Accounts: American Kitchen Products Co. (S); S. Grumper Co. (S).

### IRVING ROSEN ADVERTISING

160 Fifth Ave., New York 10  
Tel.: Chelsea 2-7930  
Radio Dept.: Irving Rosen, timebuyer; E. Rose, account executive.

### ARTHUR ROSENBERG CO. INC.

570 Seventh Avenue, New York 18  
Tel.: Chickerling 4-4420  
Radio Dept.: Arthur Rosenberg, Samuel Rubenstein, Charles S. Silver, account executives.  
Radio Accounts: Longine-Wittnauer Watch Co. Inc.; Hennafoam Shampoo Co.; Luxor Baths Hotel; Myers 1890 Beverages; Grelva Inc.  
Television Account: Longines-Wittnauer Watch Co. Inc.

### W. B. ROSS & ASSOCIATES

672 W. Washington Blvd., Los Angeles 15  
Tel.: Prospect 7656  
Radio Dept.: Beatrice Henning Shaw, radio director.

Radio Accounts: Monarch Finer Foods; Hollywood Cemetery Assn.; Pierce Bros.; Pierce Life Insurance Co.; California Wines Ltd.

### WALTER L. RUBENS & CO.

410 N. Michigan Ave., Chicago 11  
Tel.: Whitehall 3540  
Radio Dept.: Helen Shaney, vice-president.  
Radio Accounts: Komiss Co.; Clean Home Products; Silberman Fur Co.; Piper Fudge Co.

### RUTHRAUFF & RYAN INC.

405 Lexington Ave., New York 17  
Tel.: Murray Hill 6-6400  
Radio Dept.: Merritt W. Barnum, Wilson Tuttle, co-radio directors; Charles T. Ayres, business manager; Grant Y. Flynn publicity and television director; Tom Slater, John G. Cole, Knowles Entrikin, Robert Ballin, Merrit W. Barnum, Grant Y. Flynn, Robert Steel, Wilson Tuttle, John Wellington, radio supervisors and producers; Miss Regina Morgan, radio commercial supervisor; Miss Kathleen McMahon, talent buyer; Miss Helen Hartwig, Charles Wiles, spot timebuyers.

Chicago 1—360 N. Michigan Ave. Tel.: Franklin 0485. Paul E. Watson, western manager; R. W. Metzger, radio director; Jack Sharp, charge of commercial writing; Holly Shively, charge of scripts.

Hollywood 28—1680 N. Vine St. Tel.: Hillside 7993. Robert Ballin, vice-president; Ruth Fredericks, spot timebuyer; Sam Pierce, Richard Uhl, Glen Middleton, Stewart Carver, producers.

Detroit 2—7430 Second Blvd. Tel.: Madison 1980. M. J. Casey, vice-president.  
St. Louis 1—812 Olive St. Tel.: Main 0127. Oscar A. Zahner, vice-president and manager.

Houston 2—712 Main St. Tel.: Charter 4-1741. W. Van A. Combs, manager.  
San Francisco 4—235 Montgomery St. Tel.: Exbrook 4616. Herbert O. Nelson, account executive.

Seattle 1—1218 Third Ave. Tel.: Main 6727. F. G. Mullins, vice-president.  
Cincinnati 2—Carew Tower. Tel.: Main 2413. John L. Mogro, manager.

Toronto—80 Richmond St. W. Tel.: Adelaide 4069. Gordon W. Raiston, manager.  
Radio Accounts: Chrysler Corp.; Delaware, Lackawanna & Western R. R.; Electric Auto-Lite Co.; Lever Bros. Inc.; Savings Bank of New York State; Pharmaco Inc.; Taylor-Reed Corp.

### LEWIS EDWIN RYAN

726 Jackson Place, Washington 6, D. C.  
Tel.: Republic 7606  
Radio Dept.: Laura D. Baker, director, timebuyer; Loy Minor, Pat Brennan, Bonnie Bode.

### ROBERT M. RYAN

906 E. John St., Seattle 2  
Tel.: Capital 6615  
Radio Dept.: Robert M. Ryan, owner; Edward Lutz, technical radio director; Gene Hogan, Henry Chalker, Robert Graves, salesmen.  
Radio Accounts: Al Winters Clothing Store; Hansen Photography Studio.

### RYDER & INGRAM LTD.

1924 Franklin St., Oakland 12  
Tel.: Templebar 0363  
Radio Dept.: Ross H. Ryder, Robert L. Ingram, E. A. Bonfield, account executives; Thomas H. Moriarty, copy chief; Estelle Guy, timebuyer.

### S

### BEN SACKHEIM INC.

29 W. 57th St., New York 19  
Tel.: Eldorado 5-6023  
Radio Dept.: Leonard H. Spring, timebuyer; Ben Sackheim, account executive.

### ST. GEORGES & KEYES INC.

250 Park Ave., New York 17  
Tel.: Plaza 5-1180  
Radio Dept.: Victor van der Linde, radio director; Charlotte Rains, timebuyer; D. Fackler, ass't. timebuyer.  
Radio Accounts: Revere Copper & Brass Inc. (N-S); Ball Bread Corp. (S); Dolcin Corp. (S); Dolcin Ltd. (S); Benjamin Moore & Co. (N-S); Fine Products Co. (S); L. Bamberger Co. (S); Street & Smith (S); James McCreery (S).  
Television Account: Mido Watch Co. of America.

### HAL A. SALZMAN ASSOCIATES

6 E. 45th St., New York 17  
Tel.: Vanderbilt 6-4750  
Radio Dept.: Jack Ross, radio director, time and talent buyer; Hal Salzman, account executive.  
Radio Account: National Healthaids (S).

### WALKER SAUSSY ADVERTISING

318 Carondelet St., New Orleans 12  
Tel.: Magnolia 3218  
Radio Dept.: Joyce Vitari, radio timebuyer.

### SAVAGE & TALLEY

Fountain Square Bldg., Cincinnati 2  
Tel.: Main 1164  
Radio Dept.: William Savage Jr., Thomas M. Talley, partners; Rosella Quinn, timebuyer.

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**WILLIAM A. SCHAUTZ INC.**  
247 Park Avenue, New York 17  
Tel.: Plaza 5-1161  
Radio Dept.: Stanley L. Musselman, radio director, timebuyer.  
Radio Accounts: J. B. Fishel's Bakery (S); Manbeck Baking Co. (S); Gunzenhauser's Bakery (S); Se-Lect Baking Co. (S); Hauswald Baking Co. (S); Van Black & Gamba Inc. (S); Corland Baking Co. (S); Corning Baking Co. (S).

**SCHECK ADVERTISING AGENCY INC.**  
9 Clinton St., Newark 2  
Tel.: Market 2-0480  
Radio Dept.: E. Grant Scheck, radio director; Morris Scheck, Julius Scheck, Wm. Andrews, account executives.

**HUGO SCHEIBNER INC.**  
111 W. 7th St., Los Angeles 14  
Tel.: Michigan 6636  
Radio Dept.: Phil Lone, radio director.  
San Francisco—26 O'Farrell St. Tel.: Sutter 5226. B. Wolf.

Radio Accounts: Al Stuebing (S)  
**SCHOLTS ADVERTISING SERVICE**  
1201 West Fourth St., Los Angeles 13  
Tel.: Michigan 2396  
Radio Dept.: Tom Scholts, radio director; Fred Montgomery, writer; L. G. Myhro, program merchandising.

**GORDON SCHONFARBER & ASSOC. INC.**  
58 Weybasset St., Providence 3  
Tel.: Gaspee 4813  
Radio Dept.: Claire R. Grenier, radio director; Gordon Schonfarber, Rodger Cubbert, Russel Edwards, account executives.

Radio Accounts: Calif. Artificial Flower Co. (S); Comfi-Coil Inc. (S); DuBlouis Oil Co. (S); Gladding's Inc. (S); Louttit Laundry (S); New England Bakery Co. (S); Oil Colony Cooperative Bank (S); Tilden-Thurber Inc. (S); United Electric Railways (S).

**SCHWAB & BEATTY INC.**  
1230 Sixth Ave., New York 20  
Tel.: Circle 5-9090  
Radio Dept.: Victor O. Schwab, president, account executive; James M. Schwenck, radio director, timebuyer.  
Radio Accounts: Book-of-the-Month Club Inc. (S); Omnibook Magazine (S).

**HAROLD S. SCHWARTZ & ASSOCIATES**  
1227 Loyola Ave., Chicago 10  
Tel.: Rogers Park 1502  
Radio Dept.: Harold S. Schwartz.

**SCHWIMMER & SCOTT INC.**  
75 E. Wacker Drive, Chicago 1  
Tel.: Dearborn 1815  
Radio Dept.: Alan Fishburn, radio and television director; Evelyn Vanderploeg, director of media; Walter Schwimmer, R. J. Scott, Ed Guy, Fred Vosse, C. Lillianfeld.  
Radio Accounts: Congress Cigar Co. (S); Fox de Luxe (S); Hirsch Clothing (S); Peter Fox Sans Co. (S); Linco Products Co. (S); Salerno McGowen Co. (S); Walgreen (S); Coronet Magazine (N-S); Dell Publishing Co. (S); National Small Businessmen (S); Schutter Candy Co. (N); Sealy Mattress Co. (S); Kitchen Art Foods (S); Puritan Co. of America (S).

**THE SCOTT AGENCY**  
Independence Bldg., Charlotte, N. C.  
Tel.: 3-6727  
Radio Dept.: R. K. Scott, owner, radio director, account executive; Jean Darnell, timebuyer; Mack Sanders, account executives.  
Radio Accounts: Biltmore Dairy Farms; North Carolina Cosmetologists Assn.; South Carolina Cosmetologists Assn.; Charlotte Laundries; Belk Bros. Dept. Stores; Midas Mineral Spring Water Co.

**HUNTER SCOTT ADVERTISING AGENCY**  
752 Fulton St., Fresno, Calif.  
Tel.: 4-3612  
Radio Dept.: Art Primm, radio director; Jean Casey, timebuyer.  
Radio Accounts: Co-Ed Cleaners (S); Chimo-Oliver (S).

**WALTER SCOTT ADVERTISING AGENCY**  
299 Madison Ave., New York 17  
Tel.: Murray Hill 2-6653.

**RUSSELL M. SEEDS CO.**  
919 North Michigan Ave., Chicago 11  
Tel.: Delaware 1045  
Radio Dept.: Freeman Keyes, president; George Bayard, executive vice-president; Jack Simpson, radio director; H. J. Jackson, timebuyer.  
Hollywood—Plaza Hotel. Tel.: Hempstead 7824.  
Lou Place, manager.  
Indianapolis—Lempke Bldg. Tel.: Market 1395.  
Paul Richey, manager.

Radio Accounts: Brown & Williamson Tobacco Co. (N-S); the Pinex Co. (S); W. A. Shaffer Pen Co. (N); Keystone Steel & Wire Co. (N-S); Polk Sanitary Milk Co. (S); House of Crane (S).

**LEE SEGALL & ASSOC. INC.**  
Gibraltar Bldg., Houston 2  
Tel.: Fairfax 1323  
Radio Dept.: Fredora Alexander, radio director, account executive; Helen Bender, timebuyer, account executive; Lyn Kingswell, account executive.  
Radio Accounts: In'erstate Theatres Inc. (S); Gibraltar Savings & Bldg. Assn. (S); Phoenix Dairy (S); Lacks Auto Supply (S); Palais Royal (S).

**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; Stanley Clothiers.

**ROSCOE W. SEGAR ADVERTISING AGENCY**  
2125 N. E. 48th Ave., Portland 13, Ore.  
Tel.: Trinity 3445  
Radio Dept.: R. W. Segar, radio director; D. Segar, account executive.  
Radio Accounts: Niklas & Sons, Florists (S); George B. Wallace, Studebaker Dist. (S).

**SEIDEL ADVERTISING AGENCY INC.**  
Times Bldg., Times Square, New York  
Tel.: Pennsylvania 6-0491  
Radio Dept.: Reid Lighton, radio director; Charles Sarvin, timebuyer; Jeanne McEwen, account executive.  
Radio Accounts: Ringling Bros. Circus (S); Old London Melba Toast (S); Henry Rosanfeld Inc. (N-S); Seeco Records Inc. (S); Talisman Blouses Inc. (S); Melville Radio Institute (S); Kassoy Inc. (S); Maria Kramer Enterprises (S).

**WM. G. SEIDENBAUM ADV. AGENCY**  
9 E. 40th St., New York 16  
Tel.: Astor 4-3763  
Radio Dept.: Wm. G. Seidenbaum, radio director, account executive.

**SHAFFER BRENNAN, MARGULIS ADV. CO.**  
4 N. 8th St., St. Louis 1  
Tel.: Main 2579  
Radio Dept.: Sam B. Margulis, partner, radio director.

**SHAPPE-WILKES INC.**  
215 Fourth Ave., New York 2  
Tel.: Gramercy 5-3560  
Radio Dept.: Louis Shappe, radio director; Milton Hermanson, script writer.

**SHARP ADVERTISING AGENCY**  
Pike Bldg., Seattle 1  
Tel.: Main 6286

**THE SHAW COMPANY**  
816 W. 5th St., Los Angeles 13  
Tel.: Mutual 3161  
Radio Dept.: Ida M. Lynch, radio director.  
Radio Accounts: Pre-Fabricated Home Builders (S).

**SHAW-LEVALY INC.**  
228 N. LaSalle St., Chicago 1  
Tel.: Randolph 5730  
Radio Dept.: Edmund B. Abbott, radio director; Pauline B. Watros, timebuyer; John W. Shaw, Norman W. LeVally, account executives.  
Radio Accounts: Household Finance Corp. (N-S); College Inn Tomato Juice Cocktail (S).

**K. E. SHEPARD ADVERTISING AGENCY**  
105 S. La Salle St., Chicago 11  
Tel.: Andover 5966  
Radio Dept.: K. E. Shepard.  
Radio Account: Wilson & Co.

**SHERMAN & MARQUETTE INC.**  
919 N. Michigan Ave., Chicago 11  
Tel.: Delaware 3000  
Radio Dept.: Louis E. Tilden, radio director; Carolyn E. Bonnesen, timebuyer.  
New York City—10 Rockefeller Plaza. Tel.: Circle 6-1550. Samuel Fuller, radio director. John B. Crandall, timebuyer.  
Radio Accounts: Calgate-Palmolive-Pest Co. (N-S); The Quaker Oats Co. (N-S); Sterling Drug Co. Inc. (S); W. F. McLaughlin & Co. (S).

**SHORLANE-BENET CO.**  
229 W. 42nd St., New York 18  
Tel.: Langacre 3-2708

Radio Dept.: A. H. Lange, treasurer, radio director, timebuyer.

**SHORT & BAUM ADVERTISING**  
718 W. Burnside St., Portland 9  
Tel.: Beacon 5153  
Radio Dept.: Hal E. Short, Charles L. Baum, partners.

**ALFRED J. SILBERSTEIN, BERT GOLDSMITH INC.**  
9 E. 40th St., New York 16  
Tel.: Murray Hill 7-7676  
Radio Dept.: Walter F. Kearns Jr., radio, television director.  
Radio Accounts: West Disingraving Co. (S).  
Television Account: Botany Worsted Mills.

**CHARLES SILVER & CO.**  
737 N. Michigan Ave., Chicago 11  
Tel.: Superior 6625  
Radio Dept.: B. R. Solomon, timebuyer, television director.  
Radio Accounts: I. J. Grass Noodle Co.; Rival Packing Co.

**SILVERMAN ADV. CO.**  
400 N. Michigan Ave., Chicago 1  
Tel.: Superior 1040  
Radio Dept.: M. B. Silverman, radio director.

**SIMMONDS & SIMMONDS INC.**  
201 N. Wells St., Chicago 6  
Tel.: Central 1166  
Radio Dept.: Phil W. Tobias, radio director; Marion Azzarelo, timebuyer; Phil Tobias, Merle Fuller, account executives.  
St. Louis—611 Olive St. Tel.: Garfield 6357.  
Merle Fuller, vice-president.  
Radio Accounts: Dr. LeGaar Medicine Co. (S); H. Wenzel Tent & Duck Co. (S); Spear Mills (S); Economy Mills (S); B-1 Beverage Co. (S).

(Continued)

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(Continued)

**SIMONS-MICHELSON CO.**  
Lafayette Bldg., Detroit 26  
Tel.: Cherry 3000

Radio Dept.: Glen Kyker, radio director; Leonard N. Simons, president and treasurer; Lawrence C. Michelson, vice-president and secretary; Ivan Frankel, general manager; Mae Mikjian, Marge Arranson, Frances Matthews.

Radio Accounts: American Hospital Medical Benefit (S); Bert Baker Used Cars (S); Crowley-Milner Co. (S); Cunningham's Drug Stores (S); Detroit Free Press (S); Detroit Times (S); Dossin's Food Products (S); Forest Cleaners (S); Frank & Seder (S); Grinnell Bros. (S); Hudson Cleaners (S); Hughes & Hatcher (S); Korn's (S); Mac-O-Lac (S); Plas-i-Kate (S); Rogers Paint Products (S); Sallan Jewelers (S); Sealy Mattress Co. (S); The Schmidt Brewing Co. (S); Scotland Woolen Co. (S); Simmons & Clark (S); Velvet Nut Products (S); Wrigley's Super Markets (S).

**SMALL & SEIFFER INC.**

24 W. 50th St., New York 18  
Tel.: Wisconsin 7-8764

Radio Dept.: Samuel Leddy, media director.

**WILLIAM J. SMALL AGENCY**

216 Tremont St., Boston 16  
Tel.: Liberty 8992

Radio Dept.: D. H. Simonds, media director, timebuyer.

**A. CARMAN SMITH INC.**

650 S. Grand Ave., Los Angeles 14

Tel.: Trinity 3454

Radio Dept.: E. Fred Franklin, radio director.

Radio Accounts: Max Factor.

**SMITH, BENSON & McCLURE INC.**

8 S. Michigan Ave., Chicago 3

Tel.: State 1931

Radio Dept.: W. F. McClure, radio contact.

Radio Accounts: Fehr Beer Co.; Carson, Pirie, Scott & Co.; Kentucky Macaroni Co.

**SMITH, TAYLOR & JENKINS INC.**

223 Fourth Ave., Pittsburgh 22

Tel.: Atlantic 9312

Radio Dept.: Ronald P. Taylor, vice-president; Thomas J. MacWilliams, radio and television director; Leslie B. Sterne, copy and account executive; Lambert S. Smith, Vaughn R. King, E. M. Blichfeld, account executives.

Radio Accounts: Pittsburgh Brewing Co. (S);

Spear & Co. (S); Pittsburgh Provision & Packing Co. (S); Lackzoom Laboratories (S);

Dr. Ellis Sales Corp. (S); Quicky Beverage Co. (S); Polar Water Co. (S).

**SORENSEN & CO.**

919 N. Michigan Ave., Chicago 11

Tel.: Delaware 5030

Radio Dept.: Dorothy C. Samer, radio director.

Radio Accounts: Bowey's Inc.; Sunway Vitamin Co.; Sunway Fruit Products Co.; Hard-

ing's Restaurants.

**W. A. SOUDERS & ASSOC.**

735 Bryden Rd., Columbus 5

Tel.: Evergreen 5548

Radio Dept.: Senora Souders, vice president,

treasurer, radio director.

**SPARROW ADVERTISING AGENCY**

Farley Bldg., Birmingham 3, Ala.

Tel.: 3-0287

Radio Dept.: J. Martin Smith, director; Eliza-

beth K. Hanby, script writer.

**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

Radio Dept.: Franklin Spier, radio director;

Ruth S. Low, timebuyer.

**SPITZ & WEBB**

206 E. Genesee St., Syracuse 2

Tel.: 4-6868

Radio Dept.: William Spitz and Stephen Webb,

partners, account executives.

Radio Accounts: Best Ice Cream Co. (S); C.

E. Chappell & Sons (S); Chase Clothes Inc.

(S); Grange Silo Co. Inc. (S); People's Ice

cream Co. (S); Syracuse Nettleton Co. (S).

**CHAS N. STAHL ADVERTISING**

509 Broadway, Los Angeles 13

Tel.: Madison 7844

Radio Dept.: Charles N. Stahl, radio director; Kay Huldermann, timebuyer; Henry Heller, account executive; John V. Stahl, production director; June Fulton, script writer.

San Francisco—Heard Bldg. Tel.: Exbrook 4713.

John J. Casey, manager.

Radio Accounts: Murphy Motors; War Re-

frigerator & Mfg. Co.; Dr. A. Reed Shoe Co.;

Waber Showcase & Fixture Co.; Gorton Chil-

dren Clothing Stores; Yorktown Shirt Shop.

**BARTON A. STEBBINS ADV. AGENCY**

811 W. 7th St., Los Angeles 14

Tel.: Trinity 8821

Radio Dept.: E. C. Bloodworth, director of

radio; A. W. Gudelman, timebuyer.

Radio Accounts: Signal Oil Co. (N-S); E. F.

Hutton & Co., Los Angeles (S); E. F. Hutton

& Co. of San Francisco (S); Stevenson Motor

Corp. (S).

**STEELE ADVERTISING AGENCY INC.**

M & M Bldg., Houston 2

Tel.: Charter 4-6408

Radio Dept.: John Paul Goodwin, timebuyer;

James M. Sanders, radio director.

Radio Accounts: Duncon Coffee Co. (S); Inter-

state Theatres Inc. (S); South Texas Cotton

Oil (S); O.J.'s Beauty Lotion (S); Bama

Food Products (S).

**STERLING ADV. AGENCY**

70 W. 40th St., New York 18

Tel.: Longacre 5-4610

Radio Dept.: Alfred S. Moss, radio, television

director; Cecile Zadek, timebuyer, ass't. di-

rector.

Radio Accounts: Olympic Knitwear Inc. (S);

Horwitz & Duberman (N); J. Laskin & Sons

Furs (S); Zero King Sportswear (S); Sher-

man Bros. (S); Sterling Point Frozen Foods

(S).

**HENRY H. STERLING INC.**

2412 W. 7th St., Los Angeles 5

Tel.: Drexel 5128

Radio Dept.: Henry H. Sterling, president,

radio director; Iris Neal, account executive.

Radio Accounts: Castle Co. of Los Angeles;

Hollywood Talent Scout's Inc.; Gloria Bristle

Inc.; Mark-it Memo Division, Plastex Corp.

**STERNFIELD-GODLEY INC.**

280 Broadway, New York 7

Tel.: Barclay 7-3030

Radio Dept.: Samuel I. Godley, director; S. S.

Sternfield and Phillip Schefs, account execu-

tives.

**FRED D. STEVENS CO.**

14 Devereux St., Utica 2, N. Y.

Tel.: 4-9339

Radio Dept.: Fred D. Stevens, account execu-

tive.

Radio Accounts: Wicks & Greenman (S);

Cornhill Bldg. and Loan Assn.

**JEWELL F. STEVENS CO.**

25 E. Jackson Blvd., Chicago 4

Tel.: Wabash 1441

Radio Dept.: J. F. Stevens.

Radio Accounts: McBirnie Publications; Clean

Surface Products Co.; Chicago Accordion Cen-

ter; First Federal Savings & Loan; New-Era

Professional College.

**J. L. STEWART AGENCY**

664 N. Michigan Ave., Chicago 11

Tel.: Superior 6183

Radio Dept.: J. L. Stewart.

Radio Accounts: Federal Life & Casualty

United Insurance Co.

**STOCKTON, WEST BURKHART INC.**

First National Bank Bldg., Cincinnati

Tel.: Cherry 8325

Radio Dept.: R. S. West, radio director; E.

W. Stockton, J. N. Nelson, H. L. Lenz, E. P.

Broome, J. C. Gerding, account executives.

Radio Accounts: Cincinnati Gas & Electric Co.

(S); Central Trust Co. (S); Sperti Inc. (S);

Ohio Oil Co. (S); Enquirer (S); Gibson Wine

Co. (S).

**CHARLES M. STORM CO. INC.**

50 E. 42nd St., New York 17

Tel.: Murray Hill 6-2820

Radio Dept.: Allston E. Storm, president and

radio director; Edward Klein, executive vice-

president and media director; Arthur J. Klein,

timebuyer.

Radio Accounts: Park & Tilford (perfumes and

cosmetics); The Tintex Co. (tints and dyes).

**ARTHUR W. STOWE ADVERTISING**

672 S. Lafayette Park Place, Los Angeles 5

Tel.: Drexel 8138

Radio Dept.: Arthur W. Stowe, Alan Cameron,

Barbara Hathaway, Georgia Nicklett.

Radio Accounts: Rowsey Motor Sales (S);

Auto Investment Co. (S); Taylor Auto Co.

(S); Western Auto Supply (S).

**STRANG & PROSSER**

Smith Tower, Sea He 4

Tel.: Elliot 1322

Radio Dept.: Lyle Burt, director; Dixie Lou

Thompson, writer-producer; Jayco Merchant,

continuity.

Radio Accounts: Pudget Sound Power & Light

Co. (S); National Fruit Canning (S); Mellor

Dentists (S); Littler (S).

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**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; Helen A. Thomas, timebuyer.  
Radio Accounts: Foster-Milburn Co., Doan's Pills, Allen's Foot Ease (S); George T. Fulford Co. (S); McCormick Co., McCormick Tea (S); United Sales & Mfg. Co. (S).

**DANIEL F. SULLIVAN CO.**  
Staller Bldg., Boston 16  
Tel.: Hancock 7645  
Radio Dept.: Fred W. Cole, radio director.  
**G. LYNN SUMNER CO.**  
444 Madison Ave., New York 22  
Tel.: Plaza 3-8730  
Radio Dept.: Frances Eakin, radio director.  
Radio Account: Richard Hudnut Sales Co. (S).

**CHARLES R. STUART ADVERTISING**  
625 Market St., San Francisco 5  
Tel.: Douglas 2438  
Radio Dept.: Don Hildebrandt, timebuyer, ass't. account executive.  
Radio Accounts: Bank of America (S).

**SUDLER COMPANY**  
412 W. Sixth St., Los Angeles 14  
Tel.: Trinity 0709  
Radio Dept.: Cliff Munro, radio director.

**SULLIVAN, STAUFFER, COLWELL & BAYLES INC.**  
270 Park Ave., New York 17  
Tel.: Plaza 9-3080  
Radio Dept.: Donald D. Stauffer, vice-president and radio director; Frank Minehan, media director; Robert M. Reuschle, timebuyer; Phil Cohen, production director; Thomas F. Vieter Jr., ass't. production director.  
Hollywood 28-1607 Vista Del Mar Ave. Tel.: Gladstone 5048. J. J. Van Nostrand Jr., vice-president and director; J. Thompson, production director.  
Radio Accounts: Whitehall Pharmaceutical Co. (N); Noxema Chemical Co. (N); Carter Products Inc. (N).

**WALTER M. SWERTFAGER CO.**  
40 E. 49th St., New York 17  
Tel.: Plaza 3-9810  
Radio Dept.: Walter M. Swertfager.

**MERRILL SYMONDS ADVERTISING**  
407 S. Dearborn St., Chicago 5  
Tel.: Wabash 8056  
Radio Dept.: Henry Behr, radio director; Roy MacKenzie, vice-president, timebuyer, account executive; Merrill Symonds.

**T**

**J. D. TARCHER & CO.**  
630 Fifth Ave., New York 20  
Tel.: Circle 6-2626  
Radio Dept.: Jerome Sill, radio director.  
Radio Accounts: McKesson & Robbins Inc.; Grove Laboratories; Beaumont Co.; Personna Blades; Benrus Watches; Seaman Bros.; Lewis-Howe Co.; Coty Inc.; Fleer's Gum; Max Ams Inc.

**TATHAM-LAIRD INC.**  
20 N. Wacker Drive, Chicago 6  
Tel.: Randolph 2171  
Radio Dept.: M. R. Sheridan, timebuyer, media director.

**SAMUEL TAUBMAN & CO.**  
Lewis Tower, Philadelphia  
Tel.: Pennypacker 7113  
Radio Dept.: Samuel Taubman, owner; J. Newman, radio director.  
Radio Accounts: Harry Krois; Feinstein Furniture; Penn-Jersey Auto Stores.

**GEORGE TAYLOR ADV. AGENCY**  
420 Market St., San Francisco 11  
Tel.: Garfield 6812  
Radio Dept.: George Taylor.  
Radio Accounts: Andrew Williams Co.; J. E. French Co.; Doelger Co.; Sable Bay Fur Co.; Byington Electric Co.

**J. WALTER THOMPSON CO.**  
420 Lexington Ave., New York 17  
Tel.: Murray Hill 3-2000  
Radio Dept.: Stanley Resor, president; Gilbert Kinney, Henry T. Stanton, senior vice-presidents; Arno H. Johnson, director of media and research; John U. Reber, vice-president in charge of radio; Linnea Nelson, radio and television timebuyer; Virginia Spragle, radio talent buyer; Robert M. Gillham, vice-president in charge of motion pictures and television.  
Hollywood 28-1549 N. Vine St. Tel.: Hillside 7241. Carnwell Jackson, vice-president and manager; Norman Blackburn, vice-president.

Chicago 11-410 N. Michigan Ave. Tel.: Superior 0303. Henry T. Stanton, vice-president and general manager; Merton V. Wieland, Willard F. Lochridge, Harry T. Mitchell, vice-presidents; Harold R. Rorke, radio director; Margaret Wylie, radio timebuyer.  
San Francisco-100 Bush St. Tel.: Garfield 3510. Arthur Farlow, vice-president and manager; Henry M. Jackson, radio director; Lowell Mainland, radio timebuyer.  
Los Angeles 36-645 S. Flower St. Tel.: Madison 2861. Norton W. Mogge, vice-president and general manager; Charles A. Stephenson Jr., radio director; Robert H. Thurmond, radio timebuyer.

Radio Accounts: Atlantis Sales Corp. (S); Bowman Dairy Corp. (S); Brillio Mfg. Co. (S); Cole Milling Co. (N); Eastman Kodak Co. (S); Elgin National Watch Co. (N); Fanny Farmer Candy Shops Inc. (S); Ford Dealers Advertising Fund (S); Ford Motor Co. (N); Johns-Manville Corp. (N); Kraft Foods Co. (N); Lever Bros. ((N); Libby, McNeill & Libby (N); Northern Trust Co. (S); Pan American World Airways (S); Pharma-Craft Corp. Inc. (S); Penick & Ford Ltd. (S); Planters Nut & Chocolate Co. (S); RCA Victor Division, Radio Corp. of America (N); Reynolds Metals Co. (S); Safeway Stores Inc.; Essex Adv. Service (N); Famous Flours Inc. (N-S); Linwood Poultry Co. (S); Shell Oil Co. Inc. (S); Standard Brands Inc. (N); Swift & Co. (N-S); The Mentalatum Co. (S); The Parker Pen Co. Inc. (N); Ward Baking Co. (N-S); Washington State Apples (N-S); Weco Products Co. (S); J. B. Williams Co. (N-S); W. F. Young Inc. (S); Boyle Midway Inc. (S); Calavo Growers (S); California Desert Grapefruit Committee (S); California Lima Beans (S); Douglas Aircraft (S); Mutual Orange Distributors (S); Northrup Aircraft (S); Universal Pictures Inc. (S).

**THOMSON, SAVA & VALENTI INC.**  
40 E. 49th St., New York 17  
Tel.: Plaza 9-0850  
Radio Dept.: R. D. MacNamee, vice-president in charge of radio; Rosetta Valenti, timebuyer.  
Radio Account: Tiara Champaigne (S).

**TIMELY ASSOCIATES**  
70 E. 45th St., New York 17  
Tel.: Murray Hill 4-0286  
Radio Dept.: Hubert K. Simon, radio director; Elaine Goldsmith, timebuyer.  
Television Accounts: Bienn-Davis; Prevore Electric Mfg. Corp.; Jacques Kreister Mfg. Corp.

**ALFRED F. TOKAR**  
850 Broad St., Newark 2  
Tel.: Mitchell 2-2561  
Radio Dept.: Norman Tokar.  
Radio Accounts: Benjamin & Johns (S); Henian Inc. (S); Halory (S).

**THE TOLLE CO.**  
1340 3rd Ave., San Diego 1  
Tel.: Franklin 6606  
Radio Dept.: Norman W. Tolle, radio director, account executive; Muriel Tolle, timebuyer, account executive; Robert C. Wilson, account executive.  
Radio Accounts: Hage's Ltd. (S); Home Planners' Institute (S); Hope & Co. (S); Stanley Andrews Co. (S).

**ARTHUR TOWELL INC.**  
119 Monona Ave., Madison 3, Wis.  
Tel.: Fairchild 870  
Radio Dept.: Arthur Towell, John R. Egan, Edward Kirley.  
Radio Accounts: Oscar Mayer & Co. (S); Mautz Paint & Varnish Co. (S); Gardner Baking Co. (S); Kennedy-Mansfield (S); Wolff, Kulby & Hirsig (S); Solvitt Chemical Co. (S).

**TRACY, KENT & CO. INC.**  
515 Madison Ave., New York 22  
Tel.: Eldorado 5-4404  
Radio Dept.: Frank S. Kent, account executive; Wm. Irwin Tracy, account executive; Philip A. Baeker, radio director.  
Radio Accounts: B. Fischer & Co. Inc. (S); John Opitz Inc. (S); Chas. Schaefer Corp. (S); The Taylor-Reed Corp. (S); Senn Products Corp. (S); American National Corp. (S).

**TRACY-LOCKE CO. INC.**  
1307 Pacific Ave., Dallas 1  
Tel.: Riverside 8655  
Radio Dept.: Raymond P. Locke, president; Monty Mann, vice-president in charge of media; Morris Hite, Jerry Moffett, Dan Gillean, vice-presidents, account executives; Ashley Hale, G. C. Mossman, Ernest Lavan, Wanda Jarrott, Bob Glasman, Randall Brooks, G. D. Addington, account executives.  
Radio Accounts: Dr. Pepper Co. (N); Burrus Mill & Elevator Co. (S); Imperial Sugar Co. (S); The Borden Co., Southern Division (S); Mrs. Baird's Bread Co. (S); Byer-Rolnick Co. (S).

**TRIANGLE ADV. AGENCY**  
201 N. Wells St., Chicago 6  
Tel.: Randolph 4394  
Radio Dept.: Bruce Cowan, timebuyer.  
Radio Accounts: American Crayon Co.; Jacques Seed Co.; Lowe Seed Co.; Moewis Seed Co.; Tubbs Mfg. Co.

**THE TULLIS CO.**  
215 W. 5th St., Los Angeles 13  
Tel.: Mutual 6361  
Radio Dept.: Howard L. Tullis, president; Ralph H. Whitmore Jr., radio director; C. Lowell Smith, production manager; Cecile Gryka, Luther Banker, timebuyers; Tom Ross, George H. Patton, Dorothy Streeter, account executives.  
Hollywood 28-6000 Sunset Blvd. Tel.: Hollywood 2071. Howard L. Tullis.  
San Francisco-519 California St. Tel.: Exchange 4333. Elsie M. Bennett.  
Chicago-800 N. Clark St. Tel.: Delaware 2125. Anne G. Andrews.  
New York-342 Madison Ave. Tel.: Vanderbilt 6-2834. Elisabeth J. Rubino.

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**Radio Accounts:** American Chiropractor's Assn. (S); Jean Ball Charm School (S); Bible Institute of Los Angeles (N); Casa Mariana Inc. (S); California Bowl Inc. (S); Church of the Open Door (S); Kelley Kar Co. (S); Las Kelley Ford Dealer (S); Los Angeles Automotive Works (S); Neerco Corp. (S); Party Pics (S); Tom Rooney Real Estate (S); Red Devils Professional Basketball Team (S); Standard Broadcasting Co. (S); Party Snax Food Products (S); Roberts Ranch Markets (S); California Dist. Co. (S); Whitman Piano Co. (S).

**TURNER ADVERTISING AGENCY**  
520 N. Michigan Ave., Chicago 11  
Tel.: Superior 2161  
Radio Dept.: A. F. Marthens, director radio and television.  
Television Account: American Television Institute.

**U**

**ULRICH & ASSOCIATES**  
77 W. Washington, Chicago  
Tel.: Andover 5328  
Radio Dept.: C. J. Ulrich, president, radio director, timebuyer.

**V**

**VAN AUKEN & RAGLAND**  
324 W. Madison St., Chicago 6  
Tel.: Franklin 2910  
Radio Dept.: B. F. Stevens, Kenneth L. Van Auker, C. A. Ragland, account executives.

**VAN DOLEN, GIVAUDAN & MASSECK**  
341 Madison Ave., New York 17  
Tel.: Murray Hill 4-4322

**THE VANDEN CO. INC.**  
620 N. Michigan Ave., Chicago 11  
Tel.: Superior 9608  
Radio Dept.: G. W. Vanden.

**VANGUARD ADVERTISING**  
15 E. 40th St., New York 16  
Tel.: Murray Hill 5-4686  
Radio Dept.: A. M. Ragonetti.

**VAN HECKER INC.**  
644 N. Michigan Ave., Chicago 11  
Tel.: Delaware 3122  
Radio Dept.: C. E. Van Hecker, account executive.  
Radio Accounts: International Diamond Pyroil Co.; Great American Sales Co.; Time Finance Corp.; Circulator Machine Co.

**VENABLE-BROWN CO. INC.**  
211 E. 4th St., Cincinnati 2  
Tel.: Parkway 6078  
Radio Dept.: Dolores Mescher, treasurer, timebuyer.

**M. BELMONT VER STANDIG**  
1917 Eye St., N. W., Washington, D. C.  
Tel.: Republic 2929  
Radio Dept.: M. Belmont Ver Standig, owner, radio director; James Milloy, Norris H. Sachs, Alfred Kahn, account executives.

**Radio Accounts:** Kretol Chemical Co. (S); Southern Venetian Blind Co. (S); Tru Blu Beer (S); Dr. Mounds Preparations (S); Embassy Dairy, Washington (S); Hot Shoppes, Washington (S); Green Spring Dairy, Baltimore (S); H. Abramson Dept. Store (S); Zlotnick the Furrier (S).

**CARLO VINTI ADVERTISING**  
431 Fifth Ave., New York 16  
Tel.: Lexington 2-9477  
Radio Dept.: Carlo Vinti, producer; Mario Rossel, art director; Ann D'Angelo, timebuyer; Ronnie Ettore, timebuyer.  
Detroit—Eaton Tower, Larry Bruzess.  
San Francisco—470 Columbus Ave. R. Gelsi-Meadot.

Chicago—5001 W. Monroe St. Amerigo Lupi.  
Radio Accounts: Patri Cigar Co.; Butani Products Inc.; Amerit Shipping & Trading Corp.; French Italian Wine Co.; Maria Specialties Shoppe; Chicago Macaroni Co.; National Candle Co.; Roma Wine Co.; Barbaro Pastry Shop.

**IRWIN VLADIMIR & CO. INC.**  
285 Madison Ave., New York 17  
Tel.: Murray Hill 5-0750  
Radio Dept.: Thomas M. Quinn, executive vice-president, radio director.  
Chicago 2-1 N. LaSalle St. Tel.: Andover 5053. Richard Hobbs, manager.

**W. L. VOLMACK INC.**  
420 Madison Ave., New York 17  
Tel.: Eldorado 5-4874

Radio Dept.: Robert B. Vallon, radio director.  
Radio Accounts: Gold Medal Co. (S).

**W**

**WADE ADVERTISING AGENCY**  
20 N. Walker Dr., Chicago 6  
Tel.: State 7369  
Radio Dept.: Jeff Wade, radio director; P. C. Lund, L. W. Davidson, Booth Luck, E. H. Freckman, producers; L. J. Nelson, media director; W. B. Condon, timebuyer.  
Los Angeles 13-411 W. Fifth St. Tel.: Michigan 8608. Robert E. Dwyer, manager.  
Radio Accounts: Jelsert Co.; Miles Labs.; Murphy Products Co.; Morris B. Sachs; Wait-Cahill Co.

**WADSWORTH & WALKER INC.**  
369 Lexington Ave., New York 17  
Tel.: Caledonia 5-6100  
Radio Dept.: Ralph K. Wadsworth, president, radio director.

**CARL C. WAKEFIELD ADV. AGENCY**  
Kohl Bldg., San Francisco 4  
Tel.: Douglas 5407  
Radio Dept.: Carl C. Wakefield.  
Radio Accounts: San Francisco Bank; Mercantile Acceptance Co.; San Francisco '49ers Professional Football Team.

**WALLACE-FERRY-HANLY CO.**  
430 N. Michigan Ave., Chicago 11  
Tel.: Superior 4462  
Radio Dept.: L. T. Wallace, president.  
Radio Account: Campana Sales Corp.

**DUANE WANAMAKER ASSOC. INC.**  
210 E. Ohio, Chicago 11  
Tel.: Superior 1136  
Radio Dept.: Patrick Shannon, radio director.  
Radio Account: Sonata Products Co.

**WARWICK & LEGLER INC.**  
230 Park Ave., New York 17  
Tel.: Murray Hill 6-8585  
Radio Dept.: Travis Huhn, director of radio.  
Hollywood 28-6331 Hollywood Blvd. Tel.: Hempstead 8163.

Radio Accounts: Pabst Sales Co., Eddie Cantor Show (N); The Equitable Life Insurance Society of the U. S., This is Your FBI (N); Larus & Bros. (S); Pabst Sales Co., New York Giants baseball games, New York Yankees baseball and football games; National Exhibition Co. (S).

**NORMAN D. WATERS & ASSOC. INC.**  
1140 Broadway, New York 1  
Tel.: Murray Hill 5-8950  
Radio Dept.: Richard Werden, radio director; Norman D. Waters, television director.  
Radio Accounts: Daly Bros., Marion Shoe Div. (N); Spencer Shoe Corp. (N); Beaunit Mills Inc. (N); Stardust Corp. (S).  
Television Accounts: Air-O-Magic Shoes; Cel-O-Sheen Tablecloths; Stardust Fashion-Wear; Flatternit Hosiery.

**WATSON & CO.**  
Lewis Tower, Philadelphia  
Tel.: Kingsley 1357  
Radio Dept.: Henry D. Watson, president, radio director.

**WATTS, PAYNE-ADVERTISING INC.**  
205 South Chyenne, Tulsa 3  
Tel.: 3-8108  
Radio Dept.: Don Watts, Leslie S. Hauger, Ted Dougherty, timebuyers.  
Dallas—1801 San Jacinto St. Tel.: 5625. Burke Gilliam, manager.  
Wichita, Kan.—227 S. Market St. Tel.: 3-6651. D. B. Schall, manager.

Radio Accounts: Oklahoma Tire & Supply Co. (S); Arnholz Coffee (S); Sears & Roebuck Inc. (S); Motor Exchange Tire Co. (S); Tulsa Federal Savings & Loan (S); Steffen Ice & Ice Cream Co. (S); Belt Oil & Gas Co. (S); United Federal Savings & Loan Assn. (S); Swamp & Dixie Laboratories Inc. (S); John Zink Co. (S).

**TUCKER WAYNE & CO.**  
Ten Pryor St. Bldg., Atlanta 3  
Tel.: Walnut 6701  
Radio Dept.: Douglas D. Connah, radio director; C. C. Fuller, timebuyer; Tucker Wayne, account executive.  
Radio Accounts: Southern Spring Bed Co. (S); American Bakeries Co. (S); J. Allen Smith & Co. (S).

**LUTHER WEAVER & ASSOCIATES**  
Globe Bldg., St. Paul 1  
Tel.: Cedar 3777  
Radio Dept.: Luther Weaver, director of radio; Bess Lyman, Olga Marie Novak, associates.  
Radio Accounts: F. C. Hoyer Co. (S); Minnesota Federal Savings & Loan Assn. (S); T. Ruben Inc. (S).

**ARMAND S. WEIL CO. INC.**  
170 Franklin, Buffalo 2  
Tel.: Washington 6250  
Radio Dept.: Helen Burdick, station relations.

**WILLIAM H. WEINTRAUB & CO.**  
30 Rockefeller Plaza, New York 20  
Tel.: Circle 7-4282  
Radio Dept.: Harry Trenner, vice-president in charge of radio; William Weintraub Jr., ass't. director.

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Radio Dept.: Anchor Hocking Glass Corp. (N); Halibros Watch Co. (N); Seaman Bros. (N); Lee Hat Co. (N); Trimont Clothing Co. Inc. (N); Multi-Facet Diamond Corp (S); Pratt's Fresh Frozen Foods Corp. (S).

**WEISS & GELLER INC.**  
400 N. Michigan, Chicago  
Tel.: Delafield 1124  
Radio Dept.: Marvin L. Mann, radio director; D. Sell, timebuyer.  
New York 17-400 Madison Ave. Tel.: Plaza 3-4070. Max Geller.

Radio Accounts: Illinois Watch Case Co.; College Inn, Food Products; Sprague Warner, Richieu Foods; Steinway Drugs; Cary Corp.; Serta Assn.

**MARION E. WELBORN & ASSOC.**  
610 S. Broadway, Los Angeles 14  
Tel.: Vandike 2208  
Radio Dept.: Marion E. Welborn, manager.  
Radio Accounts: Mt. Vernon Ice Cream Co.; Peerless Laundry.

**MILTON WEINBERG ADV. CO.**  
325 W. 8th St., Los Angeles 14  
Tel.: Tucker 4111  
Radio Dept.: Bernard Weinberg, president and radio talent buyer; William H. Krauch, radio director; Ernestine Cousins, timebuyer.  
Radio Accounts: Pep Boys of California; May Co.; Mike Lyman Grills; Hamilton Diamond Co.; Thrifty Drug Stores; Capitol Milling Co.; Savenick's Tires; Hollywood Film Studios; Hollywood Pantages Theater Corp.; Hollywood Turf Club; Maler Brewing Co.; Los Angeles Hockey Club.

**WELLMAN ADVERTISING AGENCY INC.**  
Bankers Security Bldg., Philadelphia 7  
Tel.: Pennypacker 5-6760  
Radio Dept.: Frank A. Wellman, Frank A. Wellman Jr., Lawrence S. Tone, Richard H. Wright.  
Radio Accounts: Jersey Maid Dairies (S); Weathersall Company (S); Crosby Jewelers (S); Peptatabs (S); Metropole Clothing (S); Baltimore Gospel Tab. (S).

**WERTHEIM ADV. ASSOC.**  
11 W. 42nd St., New York 18  
Tel.: Wisconsin 7-5978

**THE WESLEY ASSOCIATES**  
347 Madison Ave., New York 17  
Tel.: Murray Hill 6-7077  
Radio Dept.: Harry Weiner, director of media.

**HOWARD WESSON COMPANY**  
50 Portland St., Worcester 8  
Tel.: Worcester 3-7266  
Radio Dept.: R. Anne Cristy, radio director; Richard Burke, Herman Allen, account executives.  
Radio Accounts: N.D.S. Gifts of Distinction; Religious Supply Center; Police Linament Co.; La Pointe Machine Tools; Old Mill Cigars; Jennings Airservice; Industrial Development Programs; Brackett Brewery.

**BRONSON WEST ADVERTISING**  
500 Robert St., St. Paul 1  
Tel.: Garfield 4422  
Radio Dept.: Gayle J. Miesen, radio director.

**WEST-MARQUIS & CURTISS**  
Rialto Bldg., San Francisco  
Tel.: Garfield 1716  
Radio Dept.: G. Bussi, Art Arlett.

**WESTERN ADV. AGENCY**  
668 S. Coronado St., Los Angeles 5  
Tel.: Drexel 7367  
Radio Dept.: Milton Carlson, vice-president, radio director; Corrinne Carroll, timebuyer.  
Radio Accounts: Fox West Coast Theatres; Stationers Corp.

**WESTHEIMER & COMPANY**  
315 N. 7th St., St. Louis 1  
Tel.: Garfield 4080  
Radio Dept.: Louis E. Westheimer, Wm. M. Wider.  
Radio Accounts: Centliver Brewing Corp.; Peter Ehrlich & Sons, Inc.; Schneider's Credit Jewelers, Inc.; Sears Roebuck Co.; Staten Island Cleaners; Volley Farm Dairy.

**WESTON-BARNETT INC.**  
Arts & Crafts Bldg., Waterloo, Ia.  
Tel.: 4677  
Radio Dept.: Wells H. Barnett, president; Elizabeth V. Bohan, timebuyer; Phillips Taylor. Chicago 11-520 N. Michigan. Tel.: Whitehall 7725. A. C. Barnett, vice-president; Martha Schwartz, timebuyer.  
Radio Accounts: American Bird Products (N); Walker Remedy Co. (S); Iowa Soap Co. (S); Vinton Hybrid Corn Co. (S).

**TOM WESTWOOD ADV. AGENCY**  
416 W. 8th St., Los Angeles 14  
Tel.: Trinity 8496  
Radio Dept.: Tom Westwood, account executive; Leana Brandes, timebuyer.  
Radio Accounts: Hebrew-Christian Hour (S); Wings of Healing (S); Voice of China (S); Lutheran Hour (S).

**WARD WHELOCK COMPANY**  
Lincoln-Liberty Bldg., Philadelphia 7  
Tel.: Rittenhouse 6-7500  
New York 22-444 Madison Ave. Tel.: Plaza 3-7120. Ralph K. Strassman, vice-president.  
Hollywood 28-Guaranty Bldg. Tel.: Hillside 9221. Diana Bourbon, manager.  
Radio Accounts: Campbell Soup Co. (N).

**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. (S); H. Hoffman Inc. (S).

**WALTER W. WILEY ADVERTISING**  
8 W. 40th St., New York 18  
Tel.: Bryant 9-2472  
Radio Dept.: Walter W. Wiley, radio director; Dorothy Wiley, timebuyer.  
Radio Accounts: Indian Walk Shoes; Bridgeport Herald (Conn.).

**WILHELM-LAUGHLIN-WILSON & ASSOC.**  
Esperson Bldg., Houston 2  
Tel.: Capitol 2287  
Radio Dept.: Stephen R. Wilhelm, managing director; William C. Bryan, radio director. Dallas-1319 Young St. Tel.: Central 6718. Don L. Baxter, manager.

**MAC WILKINS, COLE & WEBER**  
Corbett Bldg. Portland 4  
Tel.: Broadway, 6401  
Radio Dept.: Ken Tillson, radio director and account executive.  
Seattle 1-Republic Bldg. Tel.: Elliott 7377.  
Radio Accounts: U. S. Bakery; Arthur L. Fields Chevrolet Co.; Montag Stove & Furnace Works, Fahey-Brockman; Bradley's Pies.

**WILLIAMS ADVERTISING AGENCY**  
49 E. 34th St., New York 16  
Tel.: Murray Hill 3-8592  
Radio Dept.: Ray Austrian, William 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.

**WAYNE G. WILLIAMS ADV. AGENCY INC.**  
1 Harwal, Danville, Ill.  
Tel.: Main 3335  
Radio Dept.: Wayne G. Williams, president, radio director, timebuyer; Robert B. Wright, ass't. radio director; Lew Selby, office manager, account executive; R. W. Van Dyke, radio producer.

Indianapolis-English Hotel. S. B. Friedland. Radio Accounts: Claussner Hosiery Co.; Falls City Brewing Co.; Merril Clothing Co.; Monttau Mills; U. S. Army Recruiting Service.

**WILSON, HAIGHT & WELCH INC.**  
410 Asylum St. Hartford 3, Conn.  
Tel.: 2-3208

Radio Dept.: Ronald W. Donahue, Jesse J. Haight, Jarvis W. Mason, Howard C. Wilson, Joseph D. Bates, account executives.  
New York-220 E. 42nd St. Tel.: Vanderbilt 6-4835. A. J. Welch, vice-president.

**WILTMAN & CALLAHAN**  
Benedum Trees Bldg., Pittsburgh 22  
Tel.: Atlantic 1892  
Radio Dept.: M. Thoma, C. Riley.

**PAUL WINANS ADVERTISING**  
510 S. Spring St., Los Angeles 13  
Tel.: Michigan 3884  
Radio Dept.: Paul Winans, Arthur C. Richards, account executives.

**N. A. WINTER ADVERTISING AGENCY**  
1106 Paramount Bldg., Des Moines 9, Iowa  
Tel.: 4-9154  
Radio Dept.: N. A. Winter, timebuyer.  
Radio Accounts: Dr. Salsbury's Labs.; Blackhawk Brewery; Flynn Dairy Co.; Tones Bros.

**FRED WITNER ADVERTISING**  
2 W. 45th St., New York 19  
Tel.: Vanderbilt 6-0560  
Radio Dept.: Mack Leblang, general manager.

**WOLFE-JICKLING-DOW & CONKEY INC.**  
76 W. Adams St., Detroit 6  
Tel.: Cadillac 1865  
Radio Dept.: James A. Christensen, radio director; Cy Anderson, ass't. radio director; Patricia Murphy, women's features; Ralph L. Wolfe, sales contract; Bill Randle, music director; Anne Collins, features; Russell Zarker, Robert Mulvogue, C. L. Jickling, account executives.  
Radio Accounts: The J. L. Hudson Co. (S); D & C Navigation Co. (S); Truscon Laboratories (S).

Television Accounts: The J. L. Hudson Co.

**LESTER L. WOLFF INC.**  
20 W. 43rd St., New York 18  
Tel.: Longacre 5-7730  
Radio Dept.: Lillian M. Roth, radio timebuyer.  
Radio Accounts: Ronarle Inc.; Orjone Co.

**THE ALBERT WOODLEY CO.**  
500 Fifth Ave., New York 18  
Tel.: Wisconsin 7-0380  
Radio Dept.: Albert Woodley, program director.  
New Haven 10-205 Church St. Tel.: New Haven 5-2919.

Radio Accounts: Railroad Federal Savings & Loan Assn.; The New Haven Savings Bank.

**WORLD WIDE ADV. CORP.**  
11 W. 42nd St., New York 18  
Tel.: Longacre 5-4500  
Radio Dept.: E. M. Scholz and T. P. Seymour.  
Radio Account: National Transportation Co., Parmelee System (S).

**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.

(Continued)

# COVERAGE? RATINGS? SALES? SERVICE?

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Do you want to reach a mass audience, over a wide area, at lowest per-thousand cost? **BBM PROVES CFRB delivers the widest coverage in Canada's richest market!**

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But stop, you say . . . I'm just a listener. What of me? For you, too, we are proud of our past record, alert in our future plans. CFRB is an independent community station. It pays taxes, receives not a penny in license-fee subsidies. But **CFRB has a community SERVICE record second to none!**

We are vitally interested in the problems of both majorities and minorities. We broadcast special news, support charities, rise to civic emergencies, carry expensive services which bring the best in the continent's music and fun and inspiration right into your home . . . FREE. If only you could see the letters, letters, letters of appreciation in our files!

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# A Billion-dollar audience



## in French Canada . . .

Over \$1,000,000,000—that's the figure reached by retail sales in Quebec in 1945! And eighty percent of these sales were made in areas where two out of three radio homes listen regularly to Station CKAC.

Convincing proof of the overwhelming preference Quebec's 388,614 radio families give to their own pioneer radio station, CKAC. For 25 years products advertised over CKAC have commanded French Canada's confidence—and sales.

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Montreal  
CBS Affiliate

1922  
1947

Representatives:

Canada—C. W. Wright, Victory Bldg., Toronto, Ont.  
U.S.—Adam J. Young Jr., Inc.

Y

### ROBT. B. YOUNG ADVERTISING AGENCY

625 Market St., San Francisco 5  
Tel.: Sutter 5411  
Radio Dept.: Winnifred O'Neill, radio director.  
Radio Accounts: Sierra Candy Co. (N-S); Northern California Floral Industry (S).

### YOUNG & RUBICAM INC.

285 Madison Ave., New York 17  
Tel.: Ashland 4-8400  
Radio Dept.: Sigurd S. Larmon, president; Louis N. Brockway, executive vice-president; Charles L. Whittier, vice-president, chairman of plans board; A. V. B. Geohagan, vice-president, director of media and general production; Carlos A. Franco, manager, radio timebuying; Frank Coulter Jr., ass't. manager, radio timebuying; Joseph S. Lincoln, Arthur S. Pardoll, Lorraine Y. Ruggiero, Carolyn Turner, Russell A. Young, timebuyers; H. J. O'Sullivan, manager traffic; George Gallup, vice-president and director of research; Harry Ackerman, vice-president in charge of radio program operations; Frederic W. Wile Jr., ass't. to director of radio; Joseph A. Moran, associate director of radio; Edwin Duerr, manager radio production; Lester Gottlieb, manager radio program development; David Levy, manager daytime radio; John L. Swayze, manager radio commercial copy; William E. Forbes, supervisor television department; Frederick A. Zaghi, radio business manager; Harry Rauch, manager radio publicity.

Chicago 1-333 N. Michigan Ave. Tel.: Central 9389. John F. Whedon, vice-president and manager; W. K. Ziegfeld, vice-president and copy director; Marion E. Reuter, radio timebuyer; Rupert Licas, radio program manager; Carl E. Wolf Jr., research director; E. W. Feare, traffic manager.

Detroit 26—Penobscot Bldg. Tel.: Madison 4300. George W. Davis, vice-president and manager.

San Francisco 4—235 Montgomery St. Tel.: Exbrook 4126. Howard E. Williams, manager; Winton R. Smith, media director and office manager; Richard Neely, copy director.

Hollywood 28—6253 Hollywood Blvd. Tel.: Hollywood 2734. Thomas H. A. Lewis, vice-president and director of radio; Alfred J. Scalpone, manager radio production; Innis Harris, supervisor radio commercial copy; Milton Samuel, manager radio publicity; Bruce G. Eells, radio business manager; Elliot E. Patter, supervisor of advertising service; Charles E. Lasher, copy director; George G. Dietrich Jr., media and general production; Frederick A. Chase, manager, publicity and public relations.

Montreal—660 St. Catherine St. Tel.: Plateau 4691. L. C. Arbutnot, manager.

Toronto—80 King St. West. Tel.: Elgin 5347. Gerald W. Brown, manager; Robert Simpson, head of radio.

Mexico, D. F.—Avenida Juarez 64. Tel.: Eriksen 12-11-11. Sirling R. Wheeler, manager; Jacques Brazzy, radio director.

London—24 St. James St., S.W.1. Tel.: Whitehall 9939. George D. Bryson, managing director.

Radio Accounts: The Borden Co. (N-S); Bristol-Myers Co. (N-S); Centaur Co. (N); Celanese Corp. (S); General Electric (N); General Foods (N-S); Gulf Oil Corp. (N-S); International Silver Co. (N); Hunt Foods Inc. (S); Duffy-Matt Co. Inc. (S); John F. Jelke Co. (S); Lever Bros Co. (N); Thomas J. Lipton Inc. (N-S); Metropolitan Life Insurance Co. (S); Pepsi-Cola Co. Everess Product, (S); Petri Wine Co. (N); Purity Bakeries (S); Path Packing Co. (S); Sanforized (S).  
Television Accounts: The Borden Co.; Bristol-Myers Co.; Gulf Oil Corp.

Z

### THE ZAN DIAMOND CO.

475 Fifth Ave., New York 17  
Tel.: Murray Hill 3-4350  
Radio Dept.: Zan Diamond radio director, timebuyer.

### JULIUS F. ZEDERMAN

Hearst Bldg., San Francisco  
Tel.: Exbrook 2957  
Radio Dept.: Julius F. Zederman.  
Radio Accounts: Bernstein's Fish Gratto; Paloco Hardware Co.; Redlick's Furniture; Blum's Candy.

### ZIMMER-KELLER INC.

28 W. Adams St., Detroit 26  
Tel.: Cadillac 9151  
Radio Dept.: W. F. Zimmer, chairman of the board; Ralph E. Keller, president; Warren Chittander, account executive.

### 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.

## CANADIAN AGENCIES

### ARDIEL ADV. AGENCY LTD.

371 Bay St., Toronto, Ont.  
Tel.: Adelaide 4994  
Radio Dept.: Clark Wright.  
Oakville—Colbourne St. W. Tel.: 1016. W. A. Chant, manager.  
Hamilton—37 James St. S. Tel.: 2-8524. S. P. Westaway, manager.

### ASSOCIATED BROADCASTING CO. LTD.

Dominion Square Bldg., Montreal 2  
Tel.: Belair 3325  
Radio Dept.: M. Maxwell.  
Toronto—199 Bay St. Tel.: Waverly 8056. M. R. Raymond.

### ATHERTON & CURRIER INC.

Concourse Bldg., Toronto 1, Ont.  
Tel.: Adelaide 5418  
Radio Dept.: Miss M. Flynn, radio director.

### THE BAKER ADVERTISING AGENCY LTD.

522 University Ave., Toronto, Ontario  
Tel.: Adelaide 5315  
Radio Dept.: Jack F. Horler, radio director; Hazel A. Blair, assistant radio director; Anne Pape, timebuyer.  
Radio Accounts: General Foods Ltd. (N-S); Canadian Chewing Gum Sales Ltd. (S); White Laboratories Inc. (S); Carnation Company Ltd. (N); Grove Laboratories Inc. (S); J. Rene Quimet Limtee (S); Lady Esther Ltd. (N).

### BROADCAST ADVERTISING & SALES

4 Albert St., Toronto, Ont., Canada  
Tel.: Elgin 3765  
Radio Dept.: D. H. Copeland, president and radio director.  
Calgary, Alta.—Savary & Copeland, Union Bldg. Tel.: 4560. Alfred Savary, radio director.

Radio Accounts: Dr. Bell Wonder Medicine (S); Dawn Publishers (S); Fraser Labs. Ltd. (N-S).

### CANADIAN ADVERTISING AGENCY LTD.

Sun Life Bldg., Montreal, P. Q.  
Tel.: Plateau 8046  
Radio Dept.: Michel Normandin, radio director.  
Toronto—69 Young St. Tel.: Adelaide 3051.  
R. W. Ashcraft, manager.  
Vancouver, B. C.—Province Bldg. Tel.: Tatlow 1938. R. M. Dagg, manager.  
Kelowna, B. C.—Tel.: 604. D. B. Barford, manager.

Radio Accounts: Wretime Prices & Trade Board (N-S); B. C. Tree Fruit Growers Assn. (S); N. G. Valiquette Ltd. (S); Viaw Ltd. (S); City of Montreal (S); Andrew Baile & Co. Ltd. (S); Canadian Arena Co. (S); Domestic Brands Inc. (S); Familix Products Co. (N); C. W. Lindsay & Co. Ltd. (S); Milk Distributors Assn. of P. Q. (S); Julius Kayser & Co. Ltd. (S); Canada Drug Co. Ltd. (S); World Wide Chewing Gum Co. (S); Lavaf Transport Ltd. (S).

### COCKFIELD, BROWN & CO. LTD.

Canada Cement Bldg., Montreal, Que.  
Tel.: Harbour 4171  
Radio Dept.: R. W. Harwood.  
Toronto, Ont.—Metropolitan Bldg. Tel.: Elgin 9201. C. W. McQuillin; C. R. Logan, timebuyer.

Vancouver, B. C.—Royal Bank Bldg. Tel. Pacific 7557. Peter M. Downes.  
Winnipeg, Man.—Electric Railway Chambers. Tel.: 93-538. L. G. Holmes.

Radio Accounts: Kennedy Mfg. Co.; Bell Telephone Co.; Elmhurst Dairy; Ex-Lax Ltd.; National Drug & Chemical Ltd.; Molson's Brewery Ltd.; Canadian Marconi Ltd.; Campbell Soup Co. Ltd.; Nabob Food Products Ltd.; Sherwin-Williams Ltd.; Zanite Products Corp.; Canada Packers Ltd.; Murine Hudson's Bay Co.; Laura Secord Candy Shops; Acme Farmers Dairies; Christie Brown Co.; Daggett & Ramsdell; Maple Leaf Milling; Miles Laboratories; Sherriff's Ltd.; Socony Vacuum; Willards Chocolates; York Knitting Mills; Massey Harris.

### DANCER-FITZGERALD-SAMPLE LTD.

Royal Bank Bldg., Toronto, Ontario  
Radio Dept.: Gilbert Nurns, vice-president and general manager; John S. Crosbie, director of radio.  
Radio Accounts: Proctor & Gamble; Sterling Products; American Home Products.

### A. J. DENNE & CO. LTD.

90 King St. W., Toronto, Ont.  
Tel.: Elgin 3444  
Radio Dept.: R. O. McKeown, manager; A. J. Denne, W. M. Findlay, E. R. White, account executives; L. Ryan, timebuyer.  
Radio Accounts: Dadds Medicine Co. Ltd.; Mather Parker's Tea Co.; Wilson Ltd.

### ELLIS ADVERTISING CO.

74 King St. E., Toronto, Ont.  
Tel.: Waverly 3438  
Radio Dept.: A. A. Muter, general manager.

### FERRÉS ADV. SERVICE

16 James St. S., Hamilton, Ont.  
Tel.: 7-3895  
Radio Dept.: E. Ferrés.  
Toronto, Ont.—45 Richmond St. W. Tel.: Waverly 7083. E. A. Lowden, manager.  
Radio Account: National Cellulose of Canada.

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**JAMES FISHER CO. LTD.**  
204 Richmond St., West, Toronto 1, Ont.  
Tel.: Waverly 8091  
Radio Dept.: A. L. Thompson.  
Montreal—1253 McGill College Ave. Tel.: Lancaster 1205. G. Humphrys.  
Radio Accounts: R. Hudnut Ltd.; Purina; W. G. Patrick & Co.

**HARRY E. FOSTER AGENCIES LTD.**  
King Edward Hotel, Toronto, Ont.  
Tel.: Elgin 6373  
Radio Dept.: Gordon Forsyth, radio director; T. J. Quigley, timebuyer; H. E. Foster, D. H. Foster, W. A. Dowell, J. Gratton, G. Huston, Margaret Skaney, W. R. T. Cory, C. H. Ralph, R. A. Couley, account executives.  
Television Dept.: W. S. Orest.  
Montreal, Que.—Sun Life Bldg. Tel.: Belair 1984. J. C. Nicholls.

Vancouver, B. C.—119 W. Pender St. Tel.: Pacific 1171. Leigh Webster.  
Radio Accounts: Walter M. Lowney Co. Ltd.; Robert Simpson Co. Ltd.; Superbest Petroleum Corp. Ltd.; Mutual Benefit Health & Accident Assn.; Smith Bros. Inc.; Toronto Globe & Mail; Colgate-Palmolive-Peet; Pure Gold Mfg. Co. Ltd.

**FRONTENAC BROADCASTING AGENCY**  
394 Bay St., Toronto 1, Ont.  
Tel.: Waverly 4635  
Radio Dept.: J. G. Carter, managing director; A. R. Robertson, Bob Howe, account executives.

**GENERAL BROADCASTING CO.**  
1434 St. Catherine West, Montreal, Que.  
Tel.: Belair 2855  
Radio Dept.: Jack Selinger, director; A. Tietelmann; A. R. Wilson, account executives.

**J. J. GIBBONS LTD.**  
200 Bay St., Toronto, Ont.  
Tel.: Elgin 2111  
Radio Dept.: A. W. Clare.  
Montreal, Que.—Dominion Sq. Bldg. Tel.: Harbour 6207. H. M. Reid.  
Regina, Sask.—Leader Bldg. Tel.: 6-141. S. Wayte.

Calgary, Alta.—Renfrew Bldg. Tel.: M 5437. Reg. G. Smith.  
Edmonton, Alta.—Northern Investment Bldg. Tel.: 27-512. J. H. Fulton.  
Winnipeg, Man.—Scott Block. Tel.: 97-373. A. B. Johnston.  
Vancouver, B. C.—Province Bldg. Tel.: Pacific 0157. L. E. C. Manley.

Radio Accounts: Underwood Ltd.; Drug Trading Co.; J. M. Schneider Ltd.; Ogilvie Flour Mills Co. Ltd.; Sherwin-Williams Co. of Canada Ltd.; Canada Paint Co. Ltd.; Canadian Waterpaints Ltd.; Champ Laboratories Corp.

**THE F. H. HAYHURST CO. LTD.**  
38 King St. W., Toronto 2  
Tel.: Elgin 9263  
Radio Dept.: Gordon F. Keeble, radio director.  
Montreal—1405 Peel St. Tel.: Marquette 2212.

**L. J. HEAGERTY LTD.**  
19 Malinda St., Toronto  
Tel.: Adelaide 1185  
Radio Dept.: L. J. Heagerty, Helen Whitcombe, Bruce Butler.  
Radio Accounts: Colgate-Palmolive-Peet Co. Ltd. (S); Aurline (S).

**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.**  
447 Main St. E., Hamilton, Ont.  
Tel.: 2-1155  
Radio Dept.: R. T. Kelley.  
Montreal, Que.—480 Lagachetiere St., W. Tel.: Plateau 5025. E. W. Desbarats, manager.  
Vancouver, B. C.—Dominion Bldg. M. J. O'Brien, manager.

**LOCKE, JOHNSON & CO. LTD.**  
Harbour Commission Bldg., Toronto, Ont.  
Tel.: Elgin 6271  
Radio Dept.: Elton Johnson, director; Gordon J. Hill, timebuyer.  
Radio Accounts: Canadian National Carbon Co. Ltd.; Birks, Ellis, Ryrie Ltd.; Consumer's Gas Co.; Robt. Simpson Co. Ltd.

**MacLAREN ADVERTISING CO. LTD.**  
372 Bay St., Toronto  
Tel.: Elgin 0321  
Radio Dept.: C. M. Pasmore, M. Rosenfeld, H. H. O'Connor, H. Horler, V. D. L. Dyer.  
Montreal—Dominion Square Bldg. Tel.: Plateau 9556. Pierre Ranger.  
Winnipeg—Electric Railway Chambers. Tel.: 93-321. E. P. Thompson.  
Vancouver—Province Bldg. Tel.: Marine 6268. W. D. M. Patterson.

Radio Accounts: Adam Hats Ltd.; Bulova Watch Co. Ltd.; Canada Dry Ginger Ale Ltd.; Canadian General Electric Co. Ltd.; Christie Brown & Co. Ltd.; Dominion Fur Auction Sales Ltd.; Home Oil Ltd.; Gillette Safety Razor Co. of Canada; J. J. Hambley Hatcheries; Imperial Oil Ltd.; S. F. Lawsonson Co. Ltd.; W. H. Malkin Co. Ltd.; National Breweries Ltd.; Noma Electric Corp.; The Nyal Co.; Peoples Credit Jewelers Ltd.; G. F. Stephens Co. Ltd.; Trimz Co. of Canada Ltd.; Tuckett Ltd.; Henry K. Wampole & Co. Ltd.

**MASON'S UNITED ADV. AGENCY LTD.**  
14 McCaul St., Toronto, Ont.  
Tel.: Adelaide 5112  
Radio Dept.: Allan Waters.  
Radio Accounts: International Associated Products Ltd.; Spence Ltd.; Alberta Motor Transport Ass'n.; Radiocrafts; Stewart Electric Hatcheries; Alberta Hatcheries; Henderson Secretarial School; George McLeod Dept. Store; Robert T. Garbert Ltd.

**McCONNELL, EASTMAN & CO. LTD.**  
254 Bay St., Toronto, Ont.  
Tel.: Adelaide 7004  
Radio Dept.: Edward Gould, director; Mary O'Donoghue, assistant.  
London, Ont.—Huron & Erie Bldg. Tel.: Metcalfe 844. C. S. Bowie.  
Montreal—Dominion Square Bldg. Tel.: Plateau 1146. J. E. McConnell Jr.

Winnipeg—Confederation Life Bldg. G. B. McCrea.  
Vancouver—Stock Exchange Bldg. Si Griffis.  
Radio Accounts: Perfect Circle Piston Rings; Tip Top Tailors Ltd.; Libby, McNeill & Libby Fur Canada Ltd.; Brown's Bread Ltd.; Herman Fur Ltd.; National Dry Ltd.; Medusa Products Co. of Canada Ltd.; Barker's Bakeries Ltd.; Honey Dew Coffee Shops; Muthheads Cafeterias; Canadian Oil Co. Ltd.; Crown Diamond Paint Co.; St. Lawrence Starch Co. Ltd.; Swift Canadian, Cleanser Div.

**McKIM ADVERTISING LTD.**  
320 Bay St., Toronto 1, Ontario  
Tel.: Elgin 5351  
Radio Dept.: E. W. Brodie, radio director; F. C. Flint, timebuyer; G. Henderson; E. S. Clements.  
Montreal, Que.—Dominion Square Bldg. Tel.: Lancaster 5192. W. M. Mills, R. Powell.  
Winnipeg, Man.—Paris Bldg. Tel.: A. A. Brown, manager.  
Vancouver, B. C.—Province Bldg. Tel.: Marine 3284. H. S. Watson, manager.

**METROPOLITAN BROADCASTING SERV. LTD.**  
21 Dundas Square, Toronto, Ont.  
Tel.: Adelaide 0181  
Radio Dept.: Ken. Soble, Don E. Wright.  
Radio Accounts: Owen & Elms Ltd.; Lyons Furniture Co.; Toronto Fuels Ltd.; Myers Studios Ltd.; Taplin Shoe Store Ltd.; Ontario Tobacco Co.; Daily Turf Sporting News; Tweddle Chick Hatcheries.

**JACK MURRAY LTD.**  
10 King St. East, Toronto, Ont.  
Tel.: Elgin 5600  
Radio Dept.: J. Murray, mgr. of radio dept.  
Radio Accounts: Wm. Wrigley Jr. Co. of Canada Ltd.; Barker Biscuit Co. Ltd.; Plastic Pictures Canada Ltd.; W. H. Comstock Co. Ltd.; Toronto Better Business Bureau; Lambert Pharmaceutical.

**O'BRIEN-GOURLAY LTD.**  
207 W. Hastings St., Vancouver, B. C.  
Tel.: Pacific 9174  
Radio Dept.: Michael O'Brien; Mrs. Gladys Dewey; A. Reynolds.  
Radio Accounts: British Columbia Electric Railway Co.

**WILLIAM R. ORR & CO.**  
44 Victoria St., Toronto, Canada  
Tel.: Adelaide 4331  
Radio Dept.: William R. Orr, Robert G. Tufis.  
Radio Accounts: Plymouth Cordage Co. (S); Trull Funeral Homes (S); J. A. Haugh Mfg. Co. (S); Elias Rogers Co. Ltd. (S); A. Comstock & Sons (S).

**ALFORD R. POYNTZ & CO.**  
68 King St., E., Toronto, Ont.  
Tel.: Adelaide 8716  
Radio Dept.: Alford R. Poyntz.  
Radio Account: Allen Electric Co. Ltd.  
**E. W. REYNOLDS & CO.**  
Yardley House, Toronto, Ont.  
Tel.: Waverly 6157  
Radio Dept.: T. C. Briggs, radio director.

**RONALDS ADV. AGENCY LTD.**  
1440 St. Catherine St., Montreal 25, Que.  
Tel.: Plateau 4803  
Radio Dept.: Frank Starr, radio director; S. B. Hayward.

Toronto, Ont.—New Wellington Bldg. Tel.: Adelaide 0237. R. J. Avery, radio director.

Radio Accounts: Bristol-Myers Co. (N); McColl Frontenac Oil Co. Ltd. (N); Dominion Carset Co. (S); Reliable Toy (S); United Rexall Drug Co. Ltd. (S); L. K. Liggett Co. Ltd. (S); Campbell Finance Corp. Ltd. (S); Roe Farms Milling (S); Lyman Agencies Ltd. (S); Canada Rex Spray Co. Ltd. (S); Elizabeth Arden of Canada Ltd. (S).  
Television Accounts: Bristol-Myers, New York.

**RUTHRAUFF & RYAN INC.**  
80 Richmond St. W., Toronto, Ont.  
Tel.: Adelaide 4069  
Radio Dept.: Mr. S. Ramsay Lees, radio director.  
Radio Accounts: Lever Bros., Rinso (N); Lever Bros., Pepsodent (N); Lever Bros., Lifebuoy (N); Electric Auto-Life (N).

**SAVARY & CO.**  
Union Bldg., Calgary, Alta.  
Tel.: M 4560  
Radio Dept.: A. W. Savary; G. H. McDonald.  
Radio Accounts: Ass'n Toronto Hotel Proprietors; Parker's Dye Works Ltd.

**R. C. SMITH & SON LTD.**  
80 King St. W., Toronto, Ont.  
Tel.: Elgin 9396  
Radio Dept.: G. Alec Phare, radio director.

**SPITZER & MILLS LTD.**  
19 Richmond St., West, Toronto 1  
Tel.: Waverly 1151  
Radio Dept.: W. D. Byles, radio director; Ralph Hart.  
Montreal—1010 St. Catherine St., W. Tel.: Plateau 7924.  
Vancouver, B. C.—675 W. Hastings St., Tel.: Pacific 2102.

Radio Accounts: Colgate-Palmolive Peet (N); Quaker Oats Co. of Canada Ltd. (S); Family Fair Ltd. (N); Bell Telephone Yellow Pages (S); Fruitatives Ltd. (S); California Fruit Growers (S); British American Oil Co. Ltd. (N).

**HAROLD F. STANFIELD LTD.**  
1010 St. Catherine St., Montreal, Que.  
Tel.: Plateau 9777  
Radio Dept.: Reg Geary, director.  
Toronto, Ont.—311 Bay St. Tel.: Elgin 0477.  
C. P. Sutcliffe, manager.  
Vancouver, B. C.—675 W. Hastings St.  
St. John, N. B.—Royal Security Bldg. V. P. Gray, manager.  
Edmonton, Alta.—Selkirk Hotel. D. G. Wood.

**STEVENSON & SCOTT LTD.**  
1620 University Tower Bldg., Montreal, Que.  
Tel.: Harbour 4131  
Radio Dept.: H. E. Smith, Miss M. T. Young.  
Toronto, Ont.—100 Adelaide St. W. Tel.: Adelaide 1166. George MacDonald.  
Vancouver, B. C.—402 W. Pender St. Roy Hunter, manager.

Radio Accounts: Panther Rubber Co.; Montreal Standard; Dawes Black Horse Brewery; Morrison Brothers Ltd.; Maple Leaf Anti-Freeze; Burgess Battery Co.

**STEWART-LOVICK LTD.**  
198 W. Hastings St., Vancouver, B. C.  
Tel.: Pacific 3331  
Radio Dept.: F. McDowell, radio director; N. Anthony, production chief; F. Asson, director of scripts; Douglas Rose, traffic.

Montreal—1516 Mountain St. E. Bourassa, manager.  
Toronto—Concourse Bldg. Tel.: Waverly 8648.  
Edmonton, Alta.—Birks Bldg. Tel.: 23264.  
Calgary, Alta.—337 8th Ave. West. Tel.: Main 1432.  
Winnipeg—Somerset Bldg. H. McPherson, manager.

Radio Accounts: Kelly-Douglas & Co. (N); Canadian Bakeries Ltd. (N); Dad's Cookies (S); Rump & Sandall Ltd. (S); B. C. Federation of Trade & Industry (S); Evans-Coleman-Evans (S); Robin Hood Flour Mills (S); Burns & Co. Ltd. (S); Department of Veterans Affairs, Canadian Government (S); Bendix Washers (S); Westminster Paper Co. (S); Whalen Insurance (S); Arrowsmith Insurance (S); Viking Furs (S).

**THORNTON PURKIS ADV. AGENCY**  
330 Bay St., Toronto, Ont.  
Tel.: Adelaide 3762  
Radio Dept.: Miss Gladys Race.  
Montreal—Dominion Square Bldg. Tel.: Marquette 5947. Thomas L. Marchant.  
Radio Accounts: Salada Tea Co. of Canada Ltd.

**TANDY ADVERTISING AGENCY LTD.**  
204 S. Richmond St., West, Toronto  
Tel.: Adelaide 6362  
Radio Dept.: A. C. Haight Jr., radio director; C. Leo, timebuyer.

Radio Accounts: Bridgeport Brass Co. (S); Continental Casualty Co. (S); Midland Chamber of Commerce (S); Mullifax Enterprises Ltd. (N-S); Mulvany Remedies Ltd. (S); Frank O'Hearn (S); Sun Oil Co. Ltd. (S); Super Puff Popcorn (S).

**VICKERS & BENSON LTD.**  
Keefe Bldg., Montreal, Que.  
Tel.: Plaza 5051  
Radio Dept.: Miss Jeanne Berube, timebuyer.  
Toronto, Ont.—Rexford Bldg. Tel.: Waverly 1603. C. M. Mutch, R. W. Ball, P. H. Iler, account executives; E. Kober, timebuyer.

Radio Accounts: Lipton's Teas; S. C. Johnson & Son Ltd.; Dominion Seven-Up Co. Ltd.; D. L. & W. Coal Co.

**WALLACE ADV. LTD.**  
Roy Bldg., Halifax, N. S.  
Tel.: 3-7557  
Radio Dept.: F. R. Wallace.

**WALSH ADV. CO. LTD.**  
Guaranty Trust Bldg., Windsor, Ont.  
Tel.: 3-2416  
Radio Dept.: K. G. Anderson, manager.  
Toronto—100 Adelaide St. W. Tel.: Adelaide 3055. Douglas Marshall.

**WHITEHALL BROADCASTING LTD.**  
Dominion Square Bldg., Montreal  
Tel.: Lancaster 6500  
Radio Dept.: W. V. George, president and managing director; W. L. Charland, ass't managing director; Mary E. Moran, secretary-treasurer and timebuyer.  
Radio Accounts: Imperial Tobacco Co. of Canada Ltd. (N-S); B. Houde Grothé Ltd. (N-S); Tuckett Ltd. (N)

**YOUNG & RUBICAM LTD.**  
660 St. Catherine St. W., Montreal, Que.  
Tel.: Plateau 4691  
Radio Dept.: A. R. McGill, managing director and vice-president; L. C. Arbutnot, manager; William H. Poole, supervisor of research; Brian Devlin, Mary T. Bruce, copy; Ronald J. Sweeney, media; Phyllis Day, radio.  
Toronto, Ont.—80 King St. W. Tel.: Elgin 5347. Gerald W. Brown, manager; William McDonald, John Sharp, copy; Carl Olson, media; Robert L. Simpson, supervisor of radio.  
Tel.: A-1941

**GODOY & CROSS**  
Prado 51, Havana, Cuba  
Tel.: A-1941  
Radio Dept.: Enrique Marrero, radio director; Félix J. Gomez, timebuyer; Carlos Arango, account executive.  
Radio Accounts: Cia. Pepsi-Cola de Cuba; RCA Victor; Humara y Lastra S. en C.; Villamil, Santalla y Cia.; Pal Blade Co.; Cia. Godoy Soyano, S.A.; Ulrica Medicine Co.

# JAMES MONTAGNES

## BROADCASTING REPRESENTATIVE IN CANADA

417 Harbour Commission Building

Toronto, Ont.

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# RADIO REFERENCE BOOKS AND PUBLICATIONS

Editor's Note: This selected reference literature was prepared specially for BROADCASTING by William C. Ackerman, Director of the CBS Reference Department. While the list is not intended to be complete, it will serve to provide users of the *Yearbook* with a comprehensive range of sources since 1936 of special interest to them. Included in a special section at the end of the bibliography are a few major publications of interest issued prior to 1936.

## GENERAL

NOTE: Much additional material on general aspects of broadcasting, and on the subjects following, has been issued by networks and stations. Only a few of the leading publications of this type have been included in this bibliography, inasmuch as even a representative selection would be extensive.

**THE ABC OF RADIO.** National Association of Broadcasters. 1941 (second edition). 37p. A popular account written so that the average listener may understand how radio works in America.

**ALL ABOUT BROADCASTING.** By Creighton Peet. Knopf. 1942. 66p. A condensed non-technical summary for boys and girls, or older people desiring a simple statement of radio principles and operating practices.

**BEHIND THE MICROPHONE: THE HUMAN SIDE OF RADIO.** By John J. Floherty. J. B. Lippincott. 1944. 207p. A "homey story" of the wonders of modern radio, with many illustrations.

**BROADCASTING AND THE PUBLIC.** Federal Council of the Churches of Christ in America. Abingdon Press. 1938. 220p. Report on an extended inquiry into the development of the broadcasting industry and its problems.

**BROADCASTING YEARBOOK.** Broadcasting Publications, Inc. 1935 to date.

**BUREAU OF APPLIED SOCIAL RESEARCH, COLUMBIA UNIVERSITY.** Radio research activities of this office were formerly conducted as the Princeton Radio Research Project, and later as the Office of Radio Research of Columbia University. A wide range of studies have been prepared under the direction of Dr. Paul F. Lazarsfeld.

**CODE OF WARTIME PRACTICES FOR AMERICAN BROADCASTERS.** U. S. Office of Censorship. U. S. Government Printing Office. 9p. How American radio operated during the war. Several editions of the code were issued.

**COMMUNICATION AGENCIES AND SOCIAL LIFE.** By Malcolm M. Willey and S. A. Rice. McGraw-Hill Book Co. 1938. 229p. A monograph published under the direction of the President's Research Committee on Social Trends.

**CONTROLLING BROADCASTING IN WARTIME.** By Carl Joachim Friedrich. Harvard Radiobroadcasting Research Project. 1940. 84p. A tentative public policy. No. 2 in *Studies in the Control of Radio*, issued at Harvard.

**THE CONQUEST OF OUR TIME.** By Lisa Sergio. The Town Hall, Inc. 1939. 30p. An address at Town Hall, by the radio commentator.

**COURSE OF STUDY IN RADIO APPRECIATION.** By A. F. Sterner. Educational and Radio Guides, Inc. 1941. 36p. A general approach to radio designed for school use.

**AN ECONOMIC STUDY OF THE RADIO INDUSTRY IN THE UNITED STATES OF AMERICA.** By T. T. Eoyang. RCA Institutes Technical Press. 1937. 218p. A doctoral thesis at Columbia University, covering the economics of both the radio manufacturing and the radio broadcasting industries.

**THE FIRST FREEDOM.** By Morris L. Ernst. Macmillan: 1946. 316p. Deals with problems of freedom in the media of mass communication.

**THE FIRST QUARTER-CENTURY OF AMERICAN BROADCASTING.** By E. P. J. Shurick (Station KMBC). Kansas City: Midland Publishing Co., 1946. 371p. A history of American broadcasting, with chronologies of leading events.

**GERMAN RADIO PROPAGANDA.** By Ernst Kris and Hans Speier, et al. Oxford University Press. 1944. 529p. An analysis of German radio propaganda to the people inside Germany. Based largely on the confidential digest issued by BBC.

**HELLO AMERICA!** By Cesar Saerchinger. Houghton-Mifflin Co. 1938. 383p. Radio adventures in Europe by a CBS representative in the 1930's.

**HISTORY OF RADIO TO 1926.** 421p. **BIG BUSINESS AND RADIO.** 503p. By Gleason L. Archer. American Historical Society. 1938 and 1939. Companion volumes giving a detailed history of broadcasting to 1939.

**HOW TO LISTEN TO THE RADIO.** By Luther Weaver. National Association of Broadcasters. 1942. 15p. An address by an advertising executive on how to listen to the radio intelligently.

**INTERNATIONAL TELECOMMUNICATIONS.** By Sir Osborne Mance. Oxford University Press. 1944. 90p. A careful study of trends in the principal forms of international telecommunications, including broadcasting, and the main aspects of post-war problems in these fields.

**THE INVASION FROM MARS.** By Hadley Cantril. Princeton University Press. 1940. 228p. A study in the psychology of panic with the complete script of the famous Orson Welles broadcast.

**IS RADIO OPERATING IN THE PUBLIC INTEREST?** N. Y.: Town Hall, Inc., 1946. Discussion by Clifford J. Durr, Sydney Kaye, Frederick Wakeman and Mark Woods at America's Town Meeting of the Air (December 12).

**IS AMERICAN RADIO DEMOCRATIC?** By S. E. Frost, Jr. University of Chicago Press. 1937. 234p. A critical examination of American radio regulation, control and operation in the light of this question.

**MAGIC DIALS.** By Lowell Thomas. Polygraphic Company of America. 1939. 142p. Popular account of radio and television. Full-page color illustrations by Anton Bruehl.

**MANAGEMENT IN THE PUBLIC INTEREST.** National Association of Broadcasters. 1945. 115p. A picture story of radio.

**MANUAL OF GOSPEL BROADCASTING.** By Wendell Phillips Loveless. Chicago: The Moody Press, 1946. 352p. A textbook "covering all departments of gospel broadcasting."

**MARCONI, THE MAN AND HIS WIRELESS.** By Orrin E. Dunlap, Jr. Macmillan Co. 1938. 860p. A biography containing a preface by Marconi. The inventor read final proofs to assure accuracy on facts about wireless and personal details.

**MARCONI, PIONEER OF RADIO.** By Douglas Coe. Julian Messner, Inc. 1943. 272p. A recent biography for the layman.

**MICROPHONE MEMOIRS OF THE HORSE AND BUGGY DAYS OF RADIO.** By Credo F. Harris. Bobbs-Merrill Co. 1937. 281p. Early days in radio at WHAS, Louisville.

**MASS PERSUASION: THE SOCIAL PSYCHOLOGY OF A WAR BOND DRIVE.** By Robert K. Merton and others. N. Y.: Harper, 1946. 210p. A study of the reactions and results of a war bond drive conducted on CBS by Kate Smith. (A publication of the Bureau of Applied Social Research of Columbia University.)

**NATIONAL ASSOCIATION OF BROADCASTERS.** Washington, D. C. Besides a few major publications listed by title in this bibliography, the NAB has available a wide range of other booklets, reports and reprints of addresses on various aspects of broadcasting.

**NATIONAL POLICY FOR RADIO BROADCASTING.** By C. B. Rose, Jr. Harper & Bros. 1940. 289p. Report of a committee of the National Economic and Social Planning Association.

**NOT TO BE BROADCAST.** By Ruth Brindze. Vanguard Press. 1937. 810p. Sub-titled "The Truth About the Radio." Critical comments on the problems of organization and control in radio, and some suggested "solutions."

**OLD WIRES AND NEW WAVES.** By Alvin F. Harlow. Appleton-Century Co. 1935. 548p. History of the wireless, as well as the telegraph and telephone.

**ON THE AIR.** By John J. Floherty. Doubleday, Doran & Co., Inc. 1937. 99p. The marvels of radio, in pictures and text for the general reader.

**THE PEOPLE LOOK AT RADIO.** Chapel Hill: University of North Carolina Press, 1946. 158p. Report on a survey conducted by the National Opinion Research Center, University of Denver, Harry Field, Director; analyzed and interpreted by the Bureau of Applied Social Research, Columbia University, Paul F. Lazarsfeld, Director. Commissioned by the National Association of Broadcasters.

**THE POLITICAL USE OF THE RADIO.** By Thomas Grandin. Geneva Research Centre. 1939. 116p. One of the earliest studies of the political uses of radio by various countries. By a former CBS European correspondent.

**PRINCIPLES AND PRACTICES OF NETWORK RADIO BROADCASTING.** By David Sarnoff. RCA Institutes Technical Press. 1939. 111p. Testimony before the FCC in 1938 and 1939.

**PRINT, RADIO AND FILM IN A DEMOCRACY.** Edited by Douglas Waples. University of Chicago Press. 1942. 187p. Ten papers on the administration of mass communications in the public interest read before the Graduate Library School of the University of Chicago, August 4-9, 1941.

**RADIO ALPHABET.** By Columbia Broadcasting System. N. Y.: Hastings House, 1946. 85p. A glossary of radio terms.

**RADIO AND ITS CRITICS.** By William S. Paley. N. Y.: Columbia Broadcasting System, Inc., 1946. 29p. Text of widely-discussed talk before National Association of Broadcasters, October 22, 1946.

**RADIO AND THE PRINTED PAGE.** By Paul F. Lazarsfeld. Duell, Sloan & Pearce. 1940. 354p. An introduction to the study of radio and its role in the communication of ideas. Based on studies of the Princeton Radio Research project.

**RADIO AND PUBLIC SERVICE.** By Dorothy Lewis. National Association of Broadcasters. 1944. 96p. A guide book for radio chairmen by the NAB Coordinator of Listener Activity.

**RADIO IN RIVERVALE.** By J. Howard Rowland. Columbus, Ohio: Bureau of Educational Research, Ohio State University, 1946. 15p. Mimeo. A study of radio in a typical American community.

**RADIO, THE FIFTH ESTATE.** By Judith C. Waller. Boston: Houghton Mifflin. 1946. 483p. A general survey of broadcasting, by the Director of Public Service of the Central Division of NBC.

**RADIO IS YOURS.** By Jerome H. Spingarn. (Public Affairs Pamphlet No. 121.) New York: Public Affairs Committee, Inc., 1946. 31p. Critical view of American radio today, by a former attorney with the FCC and consultant to the Senate Small Business Committee.

**RADIO BROADCASTING.** U. S. Department of Commerce. 1938. 75p. A report of the Census of Business, giving basic statistics on broadcasting in 1935.

**RADIO CENSORSHIP.** By Harrison B. Summers. H. W. Wilson Co. 1939. 297p. A collection of articles and speeches. Vol. 12, No. 10 in *The Reference Shelf series*.

**RADIO'S CONTRIBUTION TO AMERICAN DEMOCRACY.** National Association of Broadcasters. 1941. 6p. Letters of Franklin D. Roosevelt and Wendell Willkie after the presidential campaign of 1940, and a tabulation of the increase in ballots cast 1920-1940.

**RADIO DAILY ANNUAL.** Radio Daily. 1938 to date.

**RADIO FROM START TO FINISH.** By Franklin M. Reck. Crowell. 1942. 160p. Written for young men and women who are "curious about what lies behind the dial . . . and who may some day go to work for a local station or a network."

**RADIO HANDBOOK.** CIO Political Action Committee. National Political Action Committee. 1944. 47p. CIO-PAC manual on the use of radio by labor organizations.

**RADIO IN WARTIME.** By Sherman H. Dryer. Greenberg. 1942. 382p. Critical appraisal of radio's wartime performance, as viewed in 1942. Contains commentaries by writers, producers and critics.

**RADIO IN WARTIME.** By Charles Slepman. Oxford University Press. 1942. 32p. A pamphlet describing and summarizing the effects of radio on the conduct and impact of modern war. Includes the author's appraisal of radio on the home front.

**RADIO IN WARTIME.** University of Chicago Round Table. 1942. 29p. A radio discussion May 17, 1942, by William Benton, James Lawrence Fly, and Harold D. Lasswell.

**RADIO'S 100 MEN OF SCIENCE.** By Orrin E. Dunlap, Jr. Harper. 1944. 294p. Biographical narratives of pathfinders in radio, electronics and television.

**RADIO, THE NEW MISSIONARY.** By Clarence W. Jones. Chicago: The Moody Press. 1946. 148p. Use of radio in the missionary field.

**RADIO RESEARCH 1941.** Edited by Paul F. Lazarsfeld and Frank Stanton. Duell, Sloan and Pearce. 1941. 300p. A collection of significant reports, based on studies directed from Columbia University's Office of Radio Research.

**RADIO RESEARCH 1942-1948.** Edited by Paul F. Lazarsfeld and Frank Stanton. Duell, Sloan and Pearce. 1944. 598p. Second of the radio research annuals, containing extensive discussions of daytime serials, radio in wartime, among other subjects.

**RADIO'S SECOND CHANCE.** By Charles A. Slepman. Boston: Little, Brown, 1946. 282p. Criticisms and proposals for radio along the lines of the FCC "Blue Book" (PUBLIC SERVICE RESPONSIBILITY OF BROADCAST LICENSEES).

**RADIO STARS OF TODAY.** By Robert Eichberg. L. C. Page and Company. 1937. 218p. Photographs and biographical sketches of leading talent in 1937.

**THE RADIO STATION.** By Jerome Sill. N. Y.: George W. Stewart, Publisher, Inc., 1946. 127p. An analysis of radio station management, functions and future.

**RELIGIOUS BROADCASTING IN WARTIME.** National Conference of Christians and Jews. 1942. 81p. Proceedings of the religious sessions at the annual Institute for Education by Radio at Ohio State University, May 1942. See *Education On The Air* (under "Education") for similar discussions of radio and religion at other annual sessions of this Institute.

**SOUND AND FURY.** By Francis Chase, Jr. Harper and Brothers. 1942. 303p. An informal history of broadcasting.

**STANDARDS OF PRACTICE.** National Association of Broadcasters. Adopted by the Board of Directors of the NAB, August 7, 1945. 6p. A guide to assist the licensee in operating in the public interest.

**STATISTICS OF THE COMMUNICATIONS INDUSTRY IN THE UNITED STATES.** Federal Communications Commission. Washington: Government Printing Office, 1946. 266p. Financial and operating data for the year ended December 31, 1944. Also available for earlier years.

**TELECOMMUNICATIONS.** By James M. Herring and G. C. Groves. McGraw-Hill Book Co., Inc. 1936. 544p. A textbook on economics and regulation, including broadcasting.

**THIS FASCINATING RADIO BUSINESS.** By Robert J. Landry. Indianapolis: Bobbs-Merrill. 1946. 345p. Well-informed survey of broadcasting in its first quarter-century by the Director of Program Writing at CBS.

**THE TUCKERS TUNE IN.** By Hilda Morris. Putnam. 1948. 812p. Fictional account of radio's influence on a typical family.

**VARIETY RADIO DIRECTORY (Annual).** Variety, Inc. 1937-38; 1938-39; 1939-40; 1940-41.

**WARTIME CENSORSHIP OF PRESS AND RADIO.** Compiled by Robert E. Summers. H. W. Wilson Co. 1942. 297p. A collection of articles and speeches. Vol. 15, No. 8 in *The Reference Shelf series*.

**WEAPON OF SILENCE.** By Theodore F. Koop. University of Chicago Press. 1946. 340p. A report on wartime censorship. Contains a chapter titled "Broadcasting's First War."

**WHO, WHAT, WHY IS RADIO?** By Robert J. Landry. George W. Stewart, Publisher, Inc. 1946 (revised). 125p. An authoritative short history and survey of broadcasting, by the former radio editor of Variety and present Director of Program Writing of CBS.

**WRITERS' CONGRESS.** Hollywood Writers' Mobilization and the University of California, University of California Press. 1944. 683 p. Proceedings of a conference in October 1943. Contains several seminar discussions on wartime radio by prominent writers and others in radio.



## ADVERTISING

**ADVERTISING MEDIA AND MARKETS.** By Ben Duff, Prentice-Hall, 1939. 457p. Contains a chapter on radio.

**ADVERTISING'S RESPONSIBILITY IN POSTWAR EMPLOYMENT.** National Association of Broadcasters, 1944. 8p. A talk to the Newspaper Representatives Association of N. Y., June 22, 1944, by Neil H. McElroy, Vice President in charge of advertising and promotion, Procter & Gamble Co. Includes high praise for radio.

**THE DEVELOPMENT OF THE CONTROL OF ADVERTISING ON THE AIR.** By Carl Joachim Friedrich and Jeanette Sayre. Harvard Radiobroadcasting Research Project, 1940. 39p. No. 1 in Studies in the Control of Radio, issued at Harvard.

**THE ECONOMIC EFFECTS OF ADVERTISING.** By Neil H. Borden, Richard D. Irwin, Inc., 1942. 983p. An extensive study made at Harvard Business School. Contains numerous radio references. Issued in a condensed version by the same publisher as *Advertising in Our Economy* (1945, 801p.).

**EFFECTIVE ADVERTISING.** By Harry W. Heppner, McGraw-Hill, 1941. 584p. Includes a chapter on radio.

**HOW TO BUILD THE RADIO AUDIENCE.** By Douglas D. Connah, Harper & Brothers, 1938. 271p. Suggestions to advertisers for "making intelligent use of every possible opportunity to win listener attention."

**MANUAL OF RADIO ADVERTISING.** By Frank E. Pellegrin, National Association of Broadcasters, 1942. 60p. A comprehensive compilation designed to assist users of radio advertising and station managers, and also to acquaint a wider public with the role of radio advertising in our economy.

**NETWORK RADIO ADVERTISING.** National Broadcasting Co. A series of detailed studies of the network advertising experience of individual firms. Revisions issued.

**NEW FACTS ABOUT RADIO RESEARCH.** By Arthur C. Nielsen, Chicago: A. C. Nielsen Co., 1946. 63p. An address before the Radio Executives Club of New York discussing Nielsen and other methods of radio research.

**ONE THOUSAND FACTS ABOUT RADIO AND DEPARTMENT STORES.** 1942. 108p. Compiled by Alasdair MacKenzie for All-Canada Radio Facilities, Ltd., and reprinted and distributed in the U. S. by CBS.

**PRACTICAL RADIO ADVERTISING.** By Herman S. Hettlinger and W. J. Neff, 1938. 372p. A comprehensive, practical discussion of what the advertiser must consider in executing a radio advertising campaign.

**PROCEEDINGS OF THE ANNUAL RADIO AND BUSINESS CONFERENCE AT CITY COLLEGE OF NEW YORK.** School of Business, City College of New York, 1945. 177p. Addresses and discussions on radio program building, measuring the selling effectiveness of radio, future development of radio advertising and of commercial television. Conference of May 1946 also available (212p.).

**RADIO ADVERTISING FOR RETAILERS.** By C. H. Sandace, Harvard University Press, 1945. 280p. Describes the experiences with use of radio time, the experiences of a smaller number of regional distributors with this medium, and also the experiences of the broadcast stations in serving these types of advertisers.

**RADIO FOR RETAILERS.** National Association of Broadcasters, Washington, 1946. 50+28+8p. A report of the radio advertising study conducted in San Antonio by Joske's of Texas in cooperation with the National Association of Broadcasters.

**RADIO AND RETAILING IN 1948.** 82p. HOW TO BUY RADIO TIME. 40p.

**THE ELEMENTS OF A SUCCESSFUL RADIO PROGRAM.** 40p.

**HOW TO MEASURE RADIO AUDIENCES.** 24p.

National Association of Broadcasters, 1943. A series of booklets on retailing and broadcasting, prepared by the NAB Retail Promotion Committee.

**RADIO AS AN ADVERTISING MEDIUM.** By Warren B. Dyzert, McGraw-Hill Book Co., 1939. 261p. What the businessman should know "about this fast-growing advertising medium if he is to get the most out of it in sales and advertising results."

**RADIO—ONE-QUARTER CENTURY OF PROGRESS, N. Y.** Free & Peters, 1945. Costs of spot broadcasting, as compared with newspapers, magazines and network radio.

**RESULTS FROM RADIO.** National Association of Broadcasters, Bureau of Radio Advertising, 1939 et seq. A series of experience stories. Similar reports have been issued by NAB under other titles on the successful use of radio by industries, stores, etc.

**WHAT ABOUT RADIO?** By Kenneth M. Goode, Harper & Brothers, 1937. 263p. A report on experiences with radio as an advertising medium.

**WHAT RADIO BUYERS WANT TO KNOW.** By Dr. Herman S. Hettlinger, National Association of Broadcasters, 1942. 35p. A study of agency and advertiser desires in station research.

## DRAMA, SCRIPT ANTHOLOGIES

(Unless otherwise indicated, this section contains single or collected plays by the author shown.)

**ADVENTURE IN RADIO.** Edited by Margaret Cuthbert, Howell, Soskin, 1945. 288p. A book of scripts for young people.

**AIR RAID.** By Archibald MacLeish, Harcourt Brace & Co., Inc., 1938. 36p.

**THE AMERICAN STORY.** By Archibald MacLeish, Duell, Sloan & Pearce, 1944. 231p. Ten broadcasts on American history as presented in the NBC series titled "University of the Air."

**BEST BROADCASTS OF 1938-39.** 576p. **BEST BROADCASTS OF 1939-40.** 368p. **BEST BROADCASTS OF 1940-41.** 350p. Selected and edited by Max Wyllie, Whiteley House, McGraw-Hill Book Co. Collections of outstanding scripts in all fields of radio broadcasting.

**BEST ONE-ACT PLAYS.** Edited by Margaret Mayorga, Dodd, Mead, 1948. Includes radio plays.

**BOMB DOORS OPEN, AND OTHER RADIO WAR FEATURES.** Edited by Cecil McGivern, London, Allen & Unwin, Ltd., 1941. Six BBC plays about participation in the war.

**CAVALCADE OF AMERICA.** Edited by Dixon Ryan Fox and Arthur M. Schlesinger, Springfield, Mass. Milton Bradley Co., 1937, 800p.; 1938, 353p. Early scripts in this well-known series.

**COLUMBIA WORKSHOP PLAYS.** Edited by Douglas Coulter, McGraw-Hill Book Co., Inc., 1939. 378p. Fourteen radio dramas in the CBS "experimental theatre" series.

**THE FALL OF THE CITY.** By Archibald MacLeish, Farrar & Rinehart, Inc., 1938. 83p.

**FOURTEEN RADIO PLAYS.** By Arch Oboler, Random House, Inc., 1940.

**THE FREE COMPANY PRESENTS.** Compiled by James Boyd, Dodd, Mead & Co., 1941. 312p. A collection of plays by leading writers on the meaning of America.

**FREE WORLD THEATRE.** Edited by Arch Oboler and Stephen Longstreet, Random House, 1944. 270p. Nineteen radio plays by leading writers. Introduction by Thomas Mann.

**HANDBOOK OF RADIO DRAMA TECHNIQUES.** By D. W. Riley, Ann Arbor, Mich. Edwards Brothers, Inc., 1938. 77p. For the beginner, and for the teacher who desires a condensed manual of techniques.

**INVITATION TO LEARNING.** Edited by Mark Van Doren et al., Random House, 1941, 481p.; 1942, 436p. The CBS series of informal discussions of the great books of all times.

**IVORY TOWER AND OTHER RADIO PLAYS.** By Arch Oboler, W. Targ, 1940. 79p.

**LET FREEDOM RING.** U. S. Office of Education, U. S. Government Printing Office, 1938. 379p. Thirteen scripts on our civil rights heard on CBS in 1937. Accompanied by a manual, adapting the series to use in classroom and assembly and in the local broadcasting station.

**LET'S BROADCAST.** By James Roberts White, Harper & Brothers, 1939. 265p. Twelve one-act plays written expressly for young people.

**THE LONG WAY HOME.** By Millard Lampell, N. Y.: Messner, Inc., 1946. 174p. Scripts for an Army Air Forces program, later repeated on networks and on local stations by transcription. With a preface by William Rose Benet.

**MORE BY CORWIN.** By Norman Corwin, Henry Holt, 1944. 412p. Sixteen radio dramas.

**OBOLER OMNIBUS.** By Arch Oboler, Duell, Sloan & Pearce, 1945. 809p. Thirteen radio plays, eight of them never before published. Also general comments on radio and radio personalities.

**ON A NOTE OF TRIUMPH.** By Norman Corwin, Simon & Schuster, 1945. 71p. Corwin's one-hour program hailing victory in Europe. The printed version has been translated into a form expressly intended for the eye.

**ON THE AIR.** Compiled by Garrett H. Leverton, Samuel French, 1944. 259p. Fifteen plays for broadcast and for classroom use.

**100 NON-ROYALTY RADIO PLAYS.** Compiled by William Kozienco, Greenberg, 1941. 685p.

**PIED PIPER BROADCASTS.** By Sylvia Thorne and Marion Gleason, H. W. Wilson Co., 1943. 382p. Plays for children.

**PLAYS FOR AMERICANS.** By Arch Oboler, Farrar & Rinehart, 1942. 271p. Thirteen radio plays.

**THE PLOT TO OVERTHROW CHRISTMAS.** By Norman Corwin, Mt. Vernon, N. Y. Peter Pauper Press, 1940. 44p.

**RADIO CONTINUITY TYPES.** By Sherman F. Lawton, Expression Co., 1938. 529p. Dramatic and talk continuities. Also novelties and specialties used on the air.

**RADIO DRAMA.** By Sherman F. Lawton, Expression Co., 1938. 404p. For the beginning student, with assignments and exercises in dramatic writing.

**RADIO DRAMA IN ACTION.** Edited by Erik Barnouw, Farrar & Rinehart, 1945. 397p. "Twenty-five plays of a changing world."

**RADIO SCRIPTS FOR VICTORY.** U. S. Office of Education, Educational Radio Script and Transcription Exchange, 1943. 50p. Scripts available for loan to schools. (A similar service offered in transcriptions.)

**RADIO WORKSHOP PLAYS.** Revised and enlarged. By James M. Morris, H. W. Wilson Co., 1943. 559p. From the Radio Workshop at KOAC, Corvallis, Oregon.

**SIX CLASSIC PLAYS FOR RADIO AND HOW TO PRODUCE THEM.** By Elmer W. Ziebarth and R. B. Erekson, Minneapolis, Burgess Publishing Co., 1939. 196p. Adaptations of great literature for dramatic teachers, with instructions on production for students of radio drama.

**THERE'S LAUGHTER IN THE AIR!** By Jack Gaver and Dave Stanley, Greenberg, Inc., 1945. 291p. Radio's leading comedians and samples of their best shows.

**THEY FLY THROUGH THE AIR.** By Norman Corwin, Vrest Orton, 1939. 56p.

**THIRTEEN BY CORWIN.** By Norman Corwin, Henry Holt & Co., 1942. 388p.

**THIS IS WAR!** By Norman Corwin and others, Dodd, Mead, 1942. 310p. "A Collection of Plays about America on the March," broadcast over the four nationwide networks February-May, 1942.

**THIS FREEDOM.** By Arch Oboler, Random House, 1942. 239 p.

**THE TREASURY STAR PARADE.** Edited by William A. Bacher, Farrar and Rinehart, 1942. 379p. Dramatic broadcasts during the war for the U. S. Treasury Department.

**WE HOLD THESE TRUTHS.** By Norman Corwin, Howell, Soskin, 1942. 47p. Corwin's production commemorating the 150th anniversary of the signing of the Bill of Rights, December 15, 1941.

**"WE STAND UNITED" AND OTHER RADIO SCRIPTS.** By Stephen Vincent Benet, Farrar & Rinehart, 1945. 210p. With a foreword by Norman Rosten evaluating Benet's place as a radio playwright.

**THE WRITER'S RADIO THEATRE.** 1940-1941. By Norman S. Weiser, Harper, 1941. 218p. Outstanding plays of the year.

**THE WRITER'S RADIO THEATRE.** 1941. By Norman S. Weiser, Harper, 1942. 210p. A second volume of outstanding plays. Includes Norman Corwin's "We Hold These Truths."

**YALE RADIO PLAYS.** Edited by Constance Welch and Walter Prithard Eaton, Boston, Expression Co., 1940. 390p. Selections from a series on WICC, New Haven, written and acted by students of the Department of Drama at Yale.

## EDUCATION, CHILDREN'S PROGRAMS

**ALL CHILDREN LISTEN.** By Dorothy Gordon, George W. Stewart, Publisher, Inc., 1942. 123p. A survey of children and radio programs, including some material on other countries.

**AN ANALYSIS OF THE RADIOBROADCASTING ACTIVITIES OF FEDERAL AGENCIES.** By Jeanette Sayre, Harvard Radiobroadcasting Research Project, 1941. 118p. Special attention is given to broadcasting activities of the Department of Agriculture, Federal Housing Administration, and Office of Education. No. 3 in Studies in the Control of Radio.

**BROADCASTING TO THE YOUTH OF AMERICA.** By Dorothy Lewis, National Association of Broadcasters, 1941. 78p. A report on present day activities in the field of children's radio programs.

**CHILDREN AND RADIO PROGRAMS.** By A. L. Eisenberg, Columbia University Press, 1936. 240p. A study of more than 3000 children in the New York Metropolitan area.

**CHILDREN'S RADIO PROGRAM PREFERENCES.** American Broadcasting Co., 1943. A survey based on more than 8,000 children of school age in Eastern, Mid-Western and Southern sections of the U. S.

**DEVELOPMENT OF SCHOOL BROADCASTING IN TIME OF WAR.** By R. de Reding, International Broadcasting Union, (Union Internationale de Radiodiffusion, Geneva), 1943. 89p. School broadcasting in wartime in various countries, 1939-1942.

**EDUCATION ON THE AIR.** Edited by Josephine MacLachy, Ohio State University, 1930 to date. Yearbooks of the Annual Institute for Education by Radio at Ohio State University.

**EDUCATIONAL BROADCASTING.** Edited by C. S. Marsh, University of Chicago Press, 1936, 462p.; 1937, 886p. Proceedings of the National Conference on Educational Broadcasting.

**EDUCATION'S OWN STATIONS.** By S. E. Frost, Jr., University of Chicago Press, 1937. 482p. The history of broadcast licenses issued to educational institutions.

**EVALUATION OF SCHOOL BROADCASTS.** Sponsored by the Federal Radio Education Committee (see reference following). Ohio State University. More than 60 printed pamphlets and reports have been issued (1937-1942) by this research project, covering the educational values of radio in schools and classrooms, and the social and psychological effects of radio listening upon children and young people. An indispensable source for students of radio and education. List of the publications is available.

**FEDERAL RADIO EDUCATION COMMITTEE.** U. S. Office of Education. Besides the Evaluation of School Broadcasts (see above) at Ohio State University, the Federal Radio Education Committee has sponsored many other significant studies in such areas as listening groups, college radio workshops, radio councils, local cooperative broadcasting, local station policies, forums, children's programs, and other subjects in the field of educational broadcasting. An indispensable source for students of radio and education. List of the publications is available from the committee.

**FOUR YEARS OF NETWORK BROADCASTING.** By T. H. Reed, University of Chicago Press, 1937. 78p. Report of the Committee on Civic Education by Radio of the National Advisory Council on Radio in Education and the American Political Science Association.

**HOW TO USE RADIO.** By Kenneth L. Bartlett, National Association of Broadcasters, Inc., 1941 (revised). 32p. A short manual of technical information and suggestions for educational and other public service institutions.

**HOW TO USE RADIO IN THE CLASSROOM.** National Association of Broadcasters, 1941. 22p. An introductory handbook by a committee of teachers and radio educators in association with the Evaluation of School Broadcasts.

**LISTEN AND LEARN.** By Frank Ernest Hill, American Association for Adult Education, 1937. 248p. Fifteen years of adult education on the air.

**MOTION PICTURES AND RADIO.** By Elizabeth Laine, McGraw-Hill Book Co., Inc., 1938. 165p. A survey of these modern techniques for education. A publication of the Regents' Inquiry into Public Education in New York.

**PROGRAM PATTERNS FOR YOUNG RADIO LISTENERS.** By Dorothy Lewis and Dorothy L. McFadden, National Association of Broadcasters, 1945. 80p. A report on program patterns in the field of children's radio entertainment.



**RADIO AND EDUCATION.** Edited by Levering Tyson. University of Chicago Press. 1931-1935. Proceedings of the 15th Assemblies of the National Advisory Council on Radio in Education.

**RADIO AND ENGLISH TEACHING.** Edited by Max J. Herzberg. Appleton-Century Co. 1941. 247p. Experiences, problems and procedures, contributed by teachers and writers.

**RADIO AND THE SCHOOL.** Edited by Norman Woelfel and I. Keith Tyler. World Book Co. 1945. 865p. A guidebook for teachers and administrators.

**RADIO IN THE CLASSROOM.** Edited by Arvil S. Barr and others. University of Wisconsin Press. 203p. Experimental studies in the production and classroom use of lessons broadcast by radio. A report of the Wisconsin Research Project in School Broadcasting.

**RADIO BROADCASTING AND HIGHER EDUCATION.** By Carl J. Friedrich and Jeanette Sayre Smith. Harvard Radio-Broadcasting Research Project. 1942. 81p. A survey of educational broadcasting at universities on the air, and related organizations. No. 4 in Studies in the Control of Radio.

**RADIO IN THE CLASSROOM.** By Margaret Harrison. Prentice-Hall, Inc. 1937. 260p. A study of radio as a supplementary tool of education. Based on research for Teachers College of Columbia University.

**RADIO IN HEALTH EDUCATION.** Prepared under the auspices of the New York Academy of Medicine. Columbia University Press. 1945. 120p. A report on a study of radio health education by the New York Academy of Medicine, with papers contributed at a conference sponsored by the Academy in 1943.

**RADIO'S LISTENING GROUPS.** By Frank Ernest Hill and W. E. Williams. Columbia University Press. 1941. 270p. Status of listening groups in the United States and Great Britain, with some reference to other European countries.

**RADIO ROADS TO READING.** Edited by Julia L. Sauer. H. W. Wilson Company. 1939. 236p. Library book talks broadcast to girls and boys.

**SCHOOL BROADCAST CONFERENCE PROCEEDINGS.** By George Jennings (editor), 228 North LaSalle Street, Chicago. Reports of annual meetings, including utilization demonstrations. Also other publications on utilization practices, the teacher and the radio program, etc.

**SURVEY OF RESEARCH ON CHILDREN'S RADIO LISTENING.** By Herta Herzog. Office of Radio Research, Columbia University. 1941. 84p. A survey of the literature in the field of children and their leisure time listening to the radio.

**TEACHING THROUGH RADIO.** By William B. Levenson, Farrar & Rinehart. 1945. 474p. Written by the director of radio activities in the Cleveland schools.

**TUNE IN FOR EDUCATION.** By Frank Ernest Hill. National Committee on Education by Radio. 1942. 109p. A record of the seven years (1930-1941) of the National Committee on Education by Radio. (Obtainable from Payne Fund, 1 Madison Ave., New York.)

**THE USE OF THE RADIO IN PARENT EDUCATION.** By Sidonie M. Gruenberg. University of Chicago Press. 1939. 95p. Report of a study conducted by the Child Study Association of America in cooperation with other groups.

## FREQUENCY MODULATION

**NOTE:** Several broadcasting and equipment manufacturing companies have issued important reports and brochures on frequency allocation and other problems in FM.

**BROADCASTING'S BETTER MOUSE-TRAP.** National Association of Broadcasters (FM Department). 1940. 18p. One of a series of small popular booklets to explain and promote FM, issued by FM Broadcasters, Inc.

**FM BROADCASTERS, INC., FIFTH ANNUAL MEETING REPORT.** National Association of Broadcasters (FM Department). 1944. 65p. A booklet reprinting addresses, reports and discussions at the annual meeting in January 1944.

**FM FOR EDUCATION.** U. S. Office of Education. 1945. 55p. A manual of suggestions for planning, licensing and utilizing educational FM radio stations owned and operated by school systems, colleges and universities.

**FM: AN INTRODUCTION TO FREQUENCY MODULATION.** By John F. Rider. John F. Rider Publisher, Inc. 1940. 142p. Special attention is given to FM receivers and the general maintenance problems confronting radio servicemen.

**FREQUENCY MODULATION.** By August Hund. McGraw-Hill. 1942. 875p. An engineering text covering both basic principles and the design of commercial apparatus. Contains an eight-page bibliography of periodical references.

**FREQUENCY MODULATION.** By K. R. Sturley. Hulton Press, Ltd. 1942. A paper-bound monograph, one in a series based on articles in Electronic Engineering.

**HISTORY OF FREQUENCY MODULATION.** National Association of Broadcasters (FM Department). 1944. 9p. Reprint of Major Edwin H. Armstrong's testimony before the Senate Interstate Commerce Committee on December 6, 1943. From FM Radio-Electronics Engineering of March 1944.

**MONOPOLY STEALS FM FROM THE PEOPLE.** By Eugene Konecky. New York: Provisional Committee for Democracy in Radio, Madison Square Station, 1946. 48p. Presents a picture, according to the preface, of "monopoly control" of FM radio.

**THE NEWSPAPERS AND FM RADIO.** By Ernest L. Owen. School of Journalism Publications, Syracuse University. 1944. 8p. A newspaper publisher's analysis.

**A REPORT TO AMERICA ON RADIO BROADCASTING.** By National Citizens Political Action Committee. 1945. 8p. FM licenses, the report urges, should be granted to prevent concentration of control.

**SMALL BUSINESS OPPORTUNITIES IN FM BROADCASTING.** Report of the Special Committee to Study Problems of American Small Business. U. S. Senate. April 10, 1946. 79th Congress, 2d Session, Senate Committee Print No. 4. Washington: U. S. Government Printing Office, 1946. 21p. "Focus attention on the impact of the Federal Communications Commission's licensing policies on small business enterprise."

## LISTENER AND MARKET DATA

**ATTITUDES OF RURAL PEOPLE TOWARD RADIO SERVICE.** Division of Program Surveys, Bureau of Agricultural Economics, U. S. Department of Agriculture. 1945. 141p. Based on a nationwide survey requested by the Federal Communications Commission.

**DAYTIME SERIALS AND IOWA WOMEN.** By Leda P. Summers. Radio Station WHO, Des Moines. 1943. 47p. A study of daytime serial listening in Iowa, made in cooperation with the Office of Radio Research of Columbia University.

**JOINT COMMITTEE STUDY OF RURAL RADIO OWNERSHIP AND USE IN THE UNITED STATES.** SECTIONS 1-4. National Broadcasting Co. and Columbia Broadcasting System. 1939. A comprehensive statistical study sponsored by the two networks. Sections 1, 2, 3 discuss the survey and give summaries; Section 4 contains the complete tabulations.

**THE KANSAS RADIO AUDIENCE OF 1946.** By F. L. Whan. University of Wichita; F. L. Whan. 115p. Continuation of annual series since 1937.

**NAB RADIO MARKET DATA HANDBOOK.** National Association of Broadcasters. 1943. 260p. A compilation covering population, families, radio families and total retail trade, with separate tabulations for the food group, the general merchandise group, the apparel group, and drug stores.

**THE 1945 IOWA RADIO AUDIENCE SURVEY.** By F. L. Whan. University of Wichita. Kansas; F. L. Whan. Continuation of annual series since 1938.

**OCCUPIED DWELLING UNITS WITH RADIO.** 1940. U. S. Census of Housing (Second Series, General Characteristics). By states, and summaries.

**THE PATTERNING OF LISTENER ATTITUDES TOWARD RADIO BROADCASTS.** By John Gray Peatman and Tore Hallonquist. Stanford University Press. 1945. 58p. A technical monograph on methods developed for analyzing this subject.

**RADIO AUDIENCE MEASUREMENT.** By Matthew N. Chappell and C. E. Hooper. Stephen Daye. 1944. 246p. A discussion of techniques by leaders in the field.

**RADIO'S DAYTIME SERIAL.** Columbia Broadcasting System. 1945. 27p. Digest of a talk given by Frances Farmer Wilder. CBS Consultant on Daytime Programs, to educational and civic groups.

**RADIO FAMILIES—USA.** 1946. Broadcast Measurement Bureau, N. Y.: 1946. n.p. By Geographic Areas, States, Counties, Cities, Radio Station Cities, Metropolitan Districts, with Canadian Supplement.

**REACHING JUVENILE MARKETS.** By Evelyn E. Grumbine. McGraw-Hill Book Co., Inc. 1938. 430p. Radio is treated as one of the best avenues to juvenile favor.

**SOCIAL STRATIFICATION OF THE RADIO AUDIENCE.** By Hugh M. Beville, Jr. Princeton Radio Research Project (Now Office of Radio Research, Columbia University). 1939. 106p. A collection of the extensive audience data developed by radio researchers.

**A STUDY OF RADIO LISTENING HABITS IN THE STATE OF OKLAHOMA.** By F. L. Whan. University of Wichita; F. L. Whan. 1944. 86p. For the period February-March 1944.

**A SURVEY OF DAYTIME RADIO LISTENING HABITS.** Conducted by Fotee, Cone & Belding, for the Blue Network Co. (now American Broadcasting Co.). 1943.

**SURVEY OF RADIO LISTENERS IN LOUISIANA.** By Edgar A. Schuler. Louisiana State University. 1943. 77p. Designed to secure data for use in the planning of educational programs for Louisiana.

**TO DATE.** Broadcast Measurement Bureau, New York, 1946. 36p. Organization and operation of BMB; its techniques, procedures and mechanical processes.

**U. S. RADIO OWNERSHIP BY COUNTIES.** Columbia Broadcasting System. 1944. 164p. Total families and radio families, by counties, 1940-1944. 1940 census data projected by the CBS Research Department.

**URBAN RADIO LISTENING IN THE UNITED STATES.** Compiled on behalf of the broadcasting industry by NAB. March 1941. 40p. In cooperation with CBS and NBC. Based on a study conducted by Crossley, Inc.

## NEWS & SPECIAL EVENTS

(Books by radio's foreign correspondents and their experiences, unless otherwise indicated.)

**ASSIGNMENT TO BERLIN.** By Harry W. Flannery. Knopf. 1942. 439p.

**BEHIND THE IRON CURTAIN.** By George Moorad. Philadelphia: Fireside press, 1946. 309p. A report on Russia by a former CBS correspondent.

**BERLIN DIARY.** By William L. Shirer. Alfred A. Knopf. 1941. 640p.

**EUROPE NOW.** By H. V. Kaltenborn. Didier. 1945. 187p.

**THE FIFTY-TWO DAYS.** By W. W. Chaplin. Bobbs-Merrill. 1944. 215p. An NBC reporter's story of the battle that freed France.

**FROM THE LAND OF SILENT PEOPLE.** By Robert St. John. Doubleday, Doran & Co., Inc. 1942. 358p. Report on the Balkans by an NBC correspondent.

**"GO AHEAD, GARRISON!"** By A. A. Schechter. Dodd, Mead & Co. 1940. 237p. A story of news broadcasting.

**HOW WAR CAME.** By Raymond Gram Swing. W. W. Norton & Co., Inc. 1939. 266p. A compilation of Mr. Swing's commentaries on MBS.

**I BROADCAST THE CRISIS.** By H. V. Kaltenborn. Random House. 1938. 359p. The Czechoslovakian Crisis of 1938. Scripts from September 11 to October 2.

**I LIVE ON AIR.** By A. A. Schechter and Edward Anthony. Frederick A. Stokes Co. 1941. 583p. Experiences at NBC in news and special events.

**IN THE NAME OF SANITY.** By Raymond Swing. N. Y.: Harper, 1946. 116p. Scripts on the problems of atomic energy.

**JOURNALISM ON THE AIR.** By Dowling Leatherwood. Burgess Publishing Co. 1939. 100p. An abridged textbook for a course in radio journalism.

**JOURNEY INTO WAR.** By John MacVane. Appleton-Century. 1943. 380p. War and diplomacy in North Africa.

**KALTENBORN EDITS THE NEWS.** By H. V. Kaltenborn. Modern Age. 1937. 183p. Contains a chapter on "Radio and the News."

**LAST TRAIN FROM BERLIN.** By Howard K. Smith. Knopf. 1942. 355p.

**THE NEWS AND HOW TO UNDERSTAND IT.** By Quincy Howe. Simon & Schuster. 1940. 250p. How to get "more pleasure and profit from following the news," including radio news and comment.

**NEWS IS A WEAPON.** By Matthew Gordon. Knopf. 1942. 268p. Psychological war by radio as well as other media. By a former CBS news editor.

**NOT SO WILD A DREAM.** By Eric Seward. N. Y.: Knopf, 1945. 518p. Autobiography by the CBS war correspondent and Washington news analyst.

**PACIFIC BLACKOUT.** By John McCutcheon. Raleigh. Dodd, Mead. 1943. 244p.

**PREVIEW OF HISTORY.** By Raymond Gram Swing. Doubleday, Doran. 1943. 232p. Broadcasts from 1938-1943.

**RADIO JOURNALISM.** By Paul H. Wagner. Minneapolis. Burgess Publishing Co. 1940. 185p. Comprehensive approach to the basic techniques and problems of news-casting.

**REPORT ON RADIO NEWS INTERNSHIPS.** Council on Radio Journalism, National Association of Broadcasters, Washington, D. C., 1946. 18p. Documented results of first planned cooperation between broadcasters and teachers of Journalism.

**SINGAPORE GOES OFF THE AIR.** By Giles Playfair. Books, Inc. (distributed by E. P. Dutton.) 1943. 275p.

**SUEZ TO SINGAPORE.** By Cecil Brown. Random House. 1942. 545p.

**THIS IS LONDON.** By Edward R. Murrow. Simon & Schuster. 1941. 273p.

**TWELVE MONTHS THAT CHANGED THE WORLD.** By Larry Leasuer. Knopf. 1943. 345p. The War in Russia.

**UNITED PRESS RADIO NEWS STYLE BOOK.** By Phil Newsum. United Press Associations. 1943. 42p. Designed primarily to assist those already experienced in newspaper writing to adapt their skill to radio news requirements.

## OTHER COUNTRIES

**THE BBC AND ITS AUDIENCE.** By Basil Maine. Thomas Nelson and Sons, Ltd. 1939. 168p. A history of BBC by an Englishman.

**BBC AT WAR.** By Antonia White. British Broadcasting Corporation. 1942. 48p. Popular account, and well-illustrated.

**BBC WAR-REPORT; JUNE 1944-MAY 1945.** British Broadcasting Corporation. N. Y.: Oxford, 1945. 452p.

**BBC YEARBOOK, 1946.** London: British Broadcasting Corporation. 1946. Annual yearbook containing articles in the fields of radio and television and a review of the year's broadcasting in Great Britain.

**DATA AND RATES OF RADIO STATIONS IN THE OTHER AMERICAN REPUBLICS AND PUERTO RICO.** U. S. Government Office of Inter-American Affairs. 1945. 144p. A tabulation of basic information on radio stations in the other American countries.

**GENERAL REPORT ON THE DEVELOPMENT AND ACTUAL SITUATION OF INTERNATIONAL RADIO FROM 1939 TO 1942.** International Broadcasting Union. (Union Internationale de Radio-diffusion). June 1943. 84p. An attempt to record main developments in radio in a war-torn world. In French.

**POLITICAL AND CONTROVERSIAL BROADCASTING.** Canadian Broadcasting Corporation. Toronto. 1944. 18p. Policies and rulings of the CBC, issued February 21, 1944.

**RADIO TODAY.** By Arno Hnsh. Geneva Research Centre. 1942. 160p. The state of broadcasting throughout the world, based on the best information available in 1942. Vol. 12, No. 6 in the Geneva Studies.

## REGULATION, LEGAL ASPECTS

**AN ABC OF THE FCC.** Federal Communications Commission. U. S. Government Printing Office. 1940. 13p. Brief summary of FCC functions, in question-and-answer form.

**THE COMMUNICATIONS ACT OF 1934.** U. S. Government Printing Office. Revised to June 14, 1945. 85p. With amendments and index thereto.

**CONGRESS AND THE CONTROL OF RADIO BROADCASTING.** By Carl Friedrich and Evelyn Sternberg. Harvard Radio-Broadcasting Research Project. 1944. 29p. No. 5 in Studies in the Control of Radio, issued at Harvard. This study was originally published in The American Political Science Review, October and December 1943.

**THE CONTROL OF RADIO.** By Jerome G. Kerwin. University of Chicago Press. 1934. 27p. An inquiry into the social aspects of radio.

**FEDERAL COMMUNICATIONS COMMISSION ANNUAL REPORTS.** U. S. Government Printing Office. 1935 to date. See Federal Radio Commission for earlier reports.

**FEDERAL RADIO COMMISSION.** By Laurence F. Schmeckebier. Brookings Institution. 1932. 162p. History, activities and organization of the predecessor of the FCC. No. 65 in Service Monographs of the U. S. Government.

**FEDERAL RADIO COMMISSION ANNUAL REPORTS, 1927-1934.** U. S. Government Printing Office. By the predecessor of the FCC.

**HEARINGS BEFORE THE SELECT COMMITTEE OF THE HOUSE TO INVESTIGATE THE FEDERAL COMMUNICATIONS COMMISSION.** (Lea Committee, H. Res. 21). 1943-1944. U. S. Government Printing Office. 1944. Parts 1-5. 4995p. The investigating committee was originally headed by Rep. Cox, later by Rep. Lea.



HEARINGS BEFORE THE SENATE COMMITTEE ON INTERSTATE COMMERCE. (White Resolution, S. Res. 118). June 2-30, 1941. U. S. Government Printing Office, 1941. 628p. Hearings to authorize a study of the network rules and regulations promulgated in May, 1941, by the FCC.

HEARINGS ON THE WHITE-WHEELER BILL (S. 814) TO AMEND THE COMMUNICATIONS ACT OF 1934. U. S. Government Printing Office, 1944. 1022p. Testimony before the Senate Interstate Commerce Committee, November-December 1943.

HOW FAR SHOULD GOVERNMENT CONTROL RADIO? War Department, Washington, 1946. 40p. A pamphlet in the series titled "GI Roundtable." Prepared for the U. S. Armed Forces by the American Historical Association.

THE LAW OF RADIO BROADCASTING. By A. Walter Socolow, Baker, Voorhis & Co. 1939. Two volumes. This work treats all branches of broadcasting in detail, beginning with the original radio law of 1912.

THE LAW OF RADIO COMMUNICATION. By S. B. Davis. McGraw-Hill, 1927. 206p. One of the earliest texts on the subject.

LEGAL RESTRICTIONS ON THE CONTENTS OF BROADCAST PROGRAMS IN THE U. S. By L. G. Caldwell. From the author. 75p. "Report to the Second International Congress on Comparative Law, The Hague, Aug. 4-10, 1937."

PROPOSED CHANGES IN THE COMMUNICATIONS ACT OF 1934. (THE SANDERS BILL, H. R. 5497.) U. S. Government Printing Office, 1942. Parts 1-3. 1055p. Testimony before the Committee on Interstate and Foreign Commerce of the House.

A PUBLIC PRIMER. Federal Communications Commission, 1941. 24p. A short introduction to radio, the FCC, the scope of its work, and its statutory relation to broadcasting.

PUBLIC SERVICE RESPONSIBILITY OF BROADCAST LICENSEES. Report by Federal Communications Commission, March 7, 1946. Washington: U. S. Federal Communications Commission, 1946. 139p. The so-called "Blue Book." Reprinted by the National Association of Broadcasters for wider distribution.

RADIO LAW, PRACTICE AND PROCEDURE. By C. C. Dill. National Law Book Co. Inc. 1938. 853 p. History, practice and procedure of radio law are dealt with by a co-author of the Radio Act of 1927 and of the Communications Act of 1934.

RADIO LAWS OF THE UNITED STATES. Compiled by Elmer A. Lewis. U. S. Government Printing Office, 1943. 133p. RADIO NETWORKS AND THE FEDERAL GOVERNMENT. By Thomas P. Robinson. Columbia University Press, 1943. 278p. A comprehensive history of network broadcasting and its relationships to the Federal government.

RADIO PROGRAMS IN THE PUBLIC INTEREST. American Civil Liberties Union, New York, 1946. 6p. "Answers to the radio industry's objections to the FCC's new standards of judging the public service of radio."

THE RED BOOK LOOKS AT THE BLUE BOOK. Washington: Broadcasting Magazine, 1946. 28p. Reprint of editorials in *Broadcasting* on "The Blue Book" (Public Service Responsibility of Broadcast Licensees).

REPORT OF THE PROCEEDINGS BEFORE THE FCC AT WASHINGTON, D. C., JUNE 8-30, 1938. National Association of Broadcasters. Vol. I, Transcript; Vol. II, Exhibits. Hearings on clear channels and superpower.

REPORT ON CHAIN BROADCASTING. Federal Communications Commission. U. S. Government Printing Office, 1941. 153p. Report on the investigation of network operations by the FCC. Contains both the majority report and the additional views of Commissioners Case and Craven.

REPORT ON SOCIAL AND ECONOMIC DATA PURSUANT TO THE INFORMAL HEARING ON BROADCASTING. Federal Communications Commission. U. S. Government Printing Office, 1938. 197p. Data developed at hearings beginning October 5, 1936, on allocation improvements in the standard broadcast band.

A SHORT HISTORY OF RADIO REGULATION. Federal Communications Commission, 1941. 28p. Mimeographed summary of cases, orders, etc.

## SHORTWAVE

THE AXIS ON THE AIR. By Harold Ettlinger, Bobbs-Merrill, 1943. 318p. By the author of a column of the same name in the *Chicago Sun*.

BROADCASTING FOR DEMOCRACY. By Otto Friedmann. Allen & Unwin, Ltd., 1942. 82p. Psychological and sociological

discussion of democratic propaganda, particularly broadcasting to foreign countries. LISTEN, HANS. By Dorothy Thompson, Houghton, Mifflin, 1942. 292p. Broadcast talks to Germany over CBS shortwave facilities.

MEMORANDUM ON THE POSTWAR INTERNATIONAL INFORMATION PROGRAM OF THE UNITED STATES. Prepared by Dr. Arthur W. Macmahon. U. S. Department of State publication 2488. Washington: U. S. Government Printing Office, 1945. 135p. Contains a chapter on international broadcasting.

PEOPLES SPEAKING TO PEOPLES. By Llewellyn White and Robert D. Leigh. Chicago: University of Chicago Press, 1946. 122p. A report on international mass communication from The Commission on Freedom of the Press.

PROPAGANDA BY SHORTWAVE. Edited by Harwood L. Childs and John B. Whitton. Princeton University Press, 1942. 355p. A book by members of the staff of the Princeton Listening Center, who analyzed short wave propaganda for twenty months between 1939-1941.

RADIO GOES TO WAR. By Charles J. Rolo. Putnam's, 1941. 293p. The story of the international radio front which the author covered as a listener, translator, and analyst of the Princeton Listening Center.

SHORT-WAVE RADIO. By J. H. Reyner. Pitman, 1942. (3d Edition). 186p. A British resume in non-mathematical terms, of short-wave engineering knowledge.

SHORT WAVE WIRELESS COMMUNICATION. By A. W. Ladner and C. R. Stoner. John Wiley & Sons, Inc. 1944. (Revised and enlarged). 579p. A text-book on the principles of short wave wireless, including ultra-short waves.

WAR ON THE SHORT WAVE. By Harold N. Graves. Foreign Policy Association, Inc. 1941. 64p. A report on shortwave propaganda techniques, by the director of the Princeton Listening Center.

## TECHNICAL ASPECTS

(See also FM, Shortwave and Television) BASIC RADIO. By J. Barton Hoag. D. Van Nostrand, 1942. (6th printing). 379p. The essentials of electron tubes and their circuits.

COMMUNICATION ENGINEERING. By W. L. Everitt. McGraw-Hill Book Company, Inc. 1937 (2nd Edition). 727p. A text-book of fundamental principles, with engineering applications.

ELECTRONICS FOR ENGINEERS. Edited by John Markus and Vin Zeltz. N. Y. McGraw-Hill, 1945. 390p. Reference articles, charts and graphs from *Electronics Magazine*.

ELECTRONICS FOR BOYS AND GIRLS. By Jeanne Bendick. Whittlesey House, 1944. 148p. An introduction to electronics. Foreword by Keith Henney, editor of *Electronics*.

ELEMENTS OF RADIO. By Abraham Marcus and William Marcus. Prentice-Hall, 1943. 699p. Prepared at the request of the War Department and the U. S. Office of Education. Edited by Ralph E. Horton.

ENGINEERING ELECTRONICS. By Donald G. Fink. McGraw-Hill Book Company, Inc. 1938. 858p. By the managing editor of *Electronics*. For the practicing engineer with a good foundation in electricity but no specific training in electronic concepts and methods.

FUNDAMENTALS OF RADIO. By Edward C. Jordan and others; edited by W. L. Everitt. Prentice-Hall, 1942. 400p. The basic material of radio for all types of radio work, both civil and military.

FUNDAMENTALS OF RADIO. By F. E. Terman. McGraw-Hill Book Co., Inc. 1938. 458p. Basic principles of radio communication in a form suitable for use in an introductory radio course. An abridged version of the author's *Radio Engineering*.

GETTING ACQUAINTED WITH RADIO. By A. P. Morgan. Appleton-Century Co. 1940. 285p. Basic principles of the science for the average person, with more technical details included for complete understanding.

HOW TO PASS RADIO LICENSE EXAMINATIONS. By Charles E. Drew. John Wiley & Sons, 1944. (second edition). 320p. Basic information for examinations.

HYPER AND ULTRA-HIGH FREQUENCY ENGINEERING. By Robert I. Sarbacher and W. A. Edson. John Wiley, 1943. 644p. For senior students of electrical engineering.

MICROWAVE TRANSMISSION. By J. C. Slater. McGraw-Hill, 1942. 809p. Only text dealing exclusively with microwaves when published in 1942. Of an "intermediate range of difficulty."

MODERN RADIO. By Kinndon S. Tyler. Harcourt, Brace, 1944. 288p. A book on the technical aspects and operations of

radio for the person desiring a general knowledge.

MODERN RADIO ESSENTIALS. By Kenneth A. Hathaway. American Technical Society, 1943. 247p. A condensed treatise on fundamental principles.

PRACTICAL RADIO COMMUNICATION. By Arthur R. Nilson and J. L. Hornung. McGraw-Hill, 1948. (2nd edition). 927p. Principles, systems, equipment and operation, including very high and ultra-high frequencies and frequency modulation.

PRINCIPLES OF RADIO. By Keith Henney. John Wiley & Sons, Inc. 1938 (5th edition). 534p. An elementary text-book first published in 1930.

RADIO. By Robert E. Williams and Charles A. Searlott. American Book Co. 1943. 289p. Written to conform to the pre-induction course in fundamentals of radio as prepared by the War Department.

THE RADIO AMATEUR'S HANDBOOK. American Radio Relay League, 1926 to date. Annual manuals of proven methods in apparatus construction and operation.

RADIO ENGINEERING. By F. E. Terman. McGraw-Hill Book Co. 1937. (2nd Edition). 818p. Comprehensive engineering treatment of the more important vacuum-tube and radio phenomena.

RADIO ENGINEERING HANDBOOK. By Keith Henney. McGraw-Hill Book Company, Inc. 1941 (3rd edition). 945p. By a staff of twenty-three specialists.

RADIO ENGINEERS' HANDBOOK. By Frederick E. Terman. McGraw-Hill, 1943. 1019p. A reference book summarizing the body of engineering knowledge that is the basis of radio and electronics.

THE RADIO HANDBOOK. By Editors and Engineers. 1422 No. Highland Avenue, Los Angeles 28, California, 1946. 704p. Tenth edition of a general handbook compiled and revised from material originally prepared by fifteen contributors.

RADIO FOR THE MILLIONS. Popular Science Monthly. Grosset & Dunlap, 1943. 192p. Technical articles by the editorial staff of *Popular Science*.

RADIO OPERATING. By A. R. Nilson and J. L. Hornung. McGraw-Hill Book Company, Inc. 1940. (seventh edition). A standard technical radio review book, in question-and-answer form.

RADIO TECHNICAL PLANNING BOARD. Miss Martha Kinzie, General Electric Co., Bridgeport, 1944. A series of panel reports and recommendations on technical aspects of frequency allocations and post-war development of the various radio services.

REFERENCE DATA FOR RADIO ENGINEERS. N. Y.: Federal Telephone and Radio Corporation, 1946. 322p. Second edition of this basic radio data handbook.

THE STORY OF BFA (Broadcasters Fax-File Analysis). By Radio Inventions, Inc., 155 Perry Street, N. Y., 1946. 110p. Descriptions and discussions of facsimile broadcasting.

STORY OF RADIO. By Orrin E. Dunlap, Jr. Dial Press, Inc. 1935. 326p. A popular account largely devoted to the scientific aspects of radio.

ULTRA-HIGH-FREQUENCY RADIO ENGINEERING. By W. L. Emery. Macmillan, 1944. 295p. An outgrowth of the pre-war Electronics Teachers' Conference at M. I. T. in 1941. For senior electrical engineering students.

ULTRA-HIGH-FREQUENCY TECHNIQUES. By Glenn Koehler, Herbert J. Reich and L. F. Woodruff; edited by J. G. Brainerd. D. Van Nostrand, 1942. 570p. Designed for senior students in electrical engineering and physics. Based on the course at M. I. T., "engendered by the war" for engineers and physicists with training in the ultra-high frequency field.

UNDERSTANDING RADIO. By Herbert M. Watson, H. E. Welch and G. S. Eby. McGraw-Hill, 1940. 603 p. A guide to practical operation and theory.

NOTE: These are only intended to be representative of books published in the field of radio engineering. A complete list is given in "Cumulative Book Index."

## TECHNIQUES AND CAREERS

(Unless otherwise indicated, the books in this section discuss general aspects of working for radio or the learning of special techniques, as indicated by the various titles.)

AIRLINES TO ENGLISH. By Holland D. Roberts and others. McGraw-Hill, 1942. 501p. A guide to speaking, listening, reading, and writing, through speech and radio.

BOTH SIDES OF THE MICROPHONE. By John S. Hayes and H. J. Gardner. J. B. Lippincott Co. 1938. 180p. A book on training for the radio; and on "what the listener should expect from his radio" in news, drama, sports, education, religion, music, etc.

DO YOU WANT TO GET INTO RADIO? By Frank A. Arnold, Frederick A. Stokes Co. 1940. 140p. DOS AND DON'TS OF RADIO WRITING. By Ralph Rogers. Associated Radio Writers, Inc. 1937. 104p. EFFECTIVE RADIO SPEAKING. By William G. Hoffman and Ralph L. Rogers. McGraw-Hill, 1944. 241p. A HANDBOOK FOR AMATEUR BROADCASTERS. By Pauline Gibson. Scholastic Publications, 1937. 58p. A "complete and efficient little guide" for the amateur. HANDBOOK OF BROADCASTING. By Waldo Abbot. McGraw-Hill Book Company, Inc. 1941 (second edition). 422p. HANDBOOK OF RADIO WRITING. By Erik Barnouw. Little, Brown & Co. 1939. 306p.

HANDBOOK OF SOUND EFFECTS. Educational Radio Script Exchange. U. S. Office of Education, 1938. 27p. HOW TO BREAK INTO RADIO. By Robert De Haven and Harold S. Kahm. Harper and Brothers, 1941. 160p.

HOW TO SPEAK AND WRITE FOR RADIO. By Alice Keith. Harper, 1944. 238p.

HOW TO WRITE FOR RADIO. By James Whipple. McGraw-Hill Book Company, Inc. 1938. 425p.

IS YOUR HAT IN THE RING? National Association of Broadcasters, 1944. 14p. Suggestions for speaking on the radio.

HOW TO AUDITION FOR RADIO. By Ted Cott. N. Y.: Greenberg, 1946. 142p. A handbook for actors, a work book for students. With a foreword by Arch Oboler.

LISTEN IN. By Maurice Lowell. Dodge Publishing Co. 1937. 114p. A manual giving suggestions for the organization and operation of community radio groups, and to writers, artists and others with respect to techniques.

MANUAL OF FOREIGN DIALECTS FOR RADIO STAGE AND SCREEN. By Lewis and Margaret S. Herman. Ziff-Davis Publishing Co. 1943. 416p. Designed to fill the needs of actors, directors, producers, writers and students.

MIKES DON'T BITE. By Helen Sioussat. L. B. Fischer, 1943. 308p. A guide to CBS speaking over the radio by the CBS Director of Talks. Many anecdotes.

MUSIC IN RADIO BROADCASTING. Edited by Gilbert Chase. N. Y.: McGraw-Hill, 1946. 152p. Ten experts prominently identified with musical broadcasting discuss the various aspects of music in radio. No. 1 in the NBC-Columbia University Broadcasting Series.

NBC HANDBOOK OF PRONUNCIATION. Compiled by James F. Bender. Crowell, 1943. 302p. A guide to meet the needs of NBC broadcasters.

NEW FIELDS FOR THE WRITER. Edited by Stephen Moore. National Library Press, 1939. 127p. Television, radio, film and drama.

OCCUPATIONS IN RADIO. By Kenneth G. Bartlett and Douglas W. Miller. Science Research Associates, 1940. 48p.

OFF MIKE. Edited by Jerome Lawrence. Duell, Sloan & Pearce, 1944. 195p. Radio writing by some of the nation's top radio writers.

OPPORTUNITIES IN RADIO. By J. Ranson and Richard Pack. N. Y.: Vocational Guidance Manuals, 1946. 104p. A guide-book of practical information.

PRACTICAL RADIO WRITING. By Katharine Seymour and John T. W. Martin. Longmans, Green & Co. 1938. 308p.

PROFESSIONAL RADIO WRITING. By Albert Crews. Boston: Houghton, Mifflin, 1946. 479p. Comprehensive guide-book, which covers the "general considerations" which cover the radio as well as the more specific areas of general continuity writing, radio dramatic writing, and the markets for radio writing.

THE PRODUCTION AND DIRECTION OF RADIO PROGRAMS. By John S. Carlin. Prentice-Hall, Inc. 1939. 397p.

PROJECTS FOR RADIO SPEECH. By H. L. Ewbank and S. P. Lawton. Harper and Brothers, 1940. 168p. A manual for the student.

RADIO AS A CAREER. By Julius L. Hornung. Funk and Wagnalls Co. 1940. 212p. Mainly devoted to the technical side of radio.

RADIO DIRECTING. By Earle McGill. McGraw-Hill Book Company, Inc. 1940. 870p.

RADIO DRAMA PRODUCTION. By Walter and Rome C. Krulvich. N. Y.: Rinehart, 1946. 330p. A handbook by instructors in radio at the University of Wisconsin.

RADIO DRAMATICS. By Ruth Carmen. Yorston Pub. 1937. 180p. Instruction lectures.

THE RADIO HANDBOOK. By Howard Tooley. Northwestern Press, 1941. 112p. Suggestions for the radio director and technician.

RADIO PRODUCTION DIRECTING. By A. R. Crews. Houghton, Mifflin, 1944. 550p.

RADIO SKETCHES AND HOW TO WRITE THEM. By Peter Dixon. Frederick A. Stokes Co. 1936. 274p.

(Continued on page 517)



# 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 1	67 Yonge St.	Elgin 9296	John Adaskin	Production, scripts, talent
Paul F. Adler	New York 17	385 Madison Ave.	Plaza 5-7100	Paul F. Adler	Production, transcriptions, packaged shows
Advertisers Recordings Ltd.	Montreal	Dominion Square Bldg.	Marquette 6838	Walter P. Downs	Recording service
Advertisers Recording Service Inc.	New York	Steinway Bldg.	Circle 6-0141	James A. Miller	Recording service
Nicholas T. Agneta	New York 19	9 Rockefeller Plaza	Columbus 5-0232	Nicholas T. Agneta	Recording, production, scripts, talent
Air Features Inc.	New York 17	247 Park Ave.	Wickersham 2-2700	J. E. Sauter	Production
All-Canada Radio Facilities Ltd.	Toronto 1 Montreal Winnipeg Calgary Vancouver	Victory Bldg. Dominion Square Bldg. Electric Railway Chambers Southam Bldg. 198 W. Hastings St.	Elgin 2464 Lancaster 6400 96-861 M-7691 Marine 9542	G. F. Herbert Burt Hall P. H. Gayner H. R. Carson J. E. Baldwin	Transcriptions
All-Star Radio Productions	Hollywood 28	Taft Bldg.	Granite 6196	Myron Fox	Transcriptions
Allied Record Mfg. Co. Inc.	Hollywood 28	1041 N. Las Palmas	Hollywood 5107	D. K. Broadhead	Transcription processing, phonograph records
Alton Alexander Radio Production	New York 20	RKO Bldg.	Columbus 5-7035	Lottie Ritter	Production, scripts
American Foundation for the Blind	New York 11	15 W. 16th St.	Chelsea 3-2825	J. O. Kleber	Talking books
American Institute of the Air	Minneapolis 8	5 W. Lake St.	Pleasant 5290	R. C. Brown	Recording service
American Institute of Food Products Inc.	New York 22 Chicago Boston	509 Madison Ave. 30 W. Washington St. Little Bldg.	Plaza 3-7146 Dearborn 5670 Hubbard 4370	R. A. Bories Lovick Draper Bertha Bannan	Production, scripts, talent
American Jewish Broadcasting Co. Inc.	New York 7	86 Chambers St.	Worth 2-3322	Herman Younglieb	Jewish programs
American Royal Productions	Oakland 5	7928 Michigan Ave.	Trinidad 6115	M. Scott Weakley	Recording, production
American Society of Composers, Authors and Publishers (ASCAP)	New York 20	30 Rockefeller Plaza	Columbus 5-7464	John G. Paine	Music licensed for radio, scripts
F. D. Anderson	St. Louis 1	Missouri Insurance Bldg.	Garfield 1055	F. D. Anderson	Production
Jon Arthur Air Features	Hollywood 27	5819 Hollywood Blvd.	Hillside 3508	Jon Arthur	Script library, talent
Arts Recording Studios	New York 19	29 W. 57th St.	Plaza 8-0407	M. Wankel	Recording, production, phonograph records
Asch Recording Studios	New York 19	117 W. 46th St.	Bryant 9-3137	Moe Asch	Phonograph records
Arthur H. Ashley	Newton, N. J.	.....	911-F-5	Helen Clement	Foreign language programs
Associated Broadcasting Co.	Chicago 19	817 E. 92nd St.	Triangle 2244	Frank J. Kovach	Foreign language programs
Associated Program Service Inc.	New York 19	151 W. 46th St.	Bryant 9-1245	Richard S. Testut	Recording, scripts, transcription library
Audio Recording Studios	Vancouver, B. C.	850 W. Hastings St.	Marine 9053	Walt Shinnick	Recording, production, scripts, talent
Audio-Scriptions Inc.	New York 19	1619 Broadway	Circle 7-7690	Ezekiel Rabinowitz	Transcriptions (Library of Voices), recording
John Babb Associates Inc.	New York	29 W. 57th St.	Plaza 5-7722	John Babb Sr.	Production, talent
Tommy Bartlett Inc.	Chicago 11	605 N. Michigan Ave.	Superior 4584	Thompson Bartlett	Production, talent
Basch Radio Productions	New York 17 Chicago	17 E. 45th St. 64 E. Jackson Blvd.	Murray Hill 2-3877 Webster 4687	Charles J. Basch, Jr. Ed Meitzer	Production, transcriptions, television shows
Don Bassett Productions	Toronto	1175 Bay St.	Kingsdale 7924	Don Bassett	Production, scripts
Eddy Baudry Reg'd	Montreal	1318 E. Sherbrooke St.	Falkirk 2465	Yvette Baudry	Recording, production, scripts, talent
Marcel Baulu (Laboratoire de Redaction)	Montreal 25	1434 Ste. Catherine St. W.	Lancaster 9572	Louise de Martigny	French programs
Beltone Recording Corp.	New York 19	2 W. 46th St.	Bryant 9-4130	Leslie C. Cahan	Recording service
Bental Agency	Hollywood 28	6606 Sunset Blvd.	Granite 8608	Paul Cruger	Production, live and transcribed shows
M. S. Bentham	New York	48 W. 48th St.	Bryant 9-1227	M. S. Bentham	Production, scripts, talent
Berg-Allenberg Inc.	Beverly Hills, Cal.	121 S. Beverly Drive	Crestview 6-3131	Phil Berg Bert Allenberg	Production, talent
Bergen-Cunning Stage 8 Television Productions	Hollywood 28	6526 Sunset Blvd.	Hillside 5915	Patrick Michael Cunning Edgar Bergen	Production, package shows, television film
Stanley Bergerman & Co.	Beverly Hills, Cal.	9626 Brighton Way	Crestview 6-3196	Stanley Bergerman	Talent, production, scripts
Beverly Radio Sales & Service	Chicago	1805 W. 95th St.	Cedarcrest 4677	Roy Young	Recording
Walter Biddick Co.	Los Angeles 15	1151 S. Broadway	Richmond 6184	G. M. Biddick	Recording, production, transcriptions
G. C. Bird & Associates	Los Angeles 5	311 S. New Hampshire Ave.	.....	G. C. Bird	Transcriptions
Block-Joseph & Associates	Cleveland 14	Citizens Bldg.	Superior 3850	Ernest W. Joseph	Transcriptions, syndicated shows
Fritz Blocki Productions	Hollywood	7118 1/2 Hollywood Blvd.	.....	Fritz Blocki	Scripts
Joseph Bloom	New York 18	19 W. 44th St.	Vanderbilt 6-5080	Joseph Bloom	Production
Bodenmiller & Catalani	San Antonio 5	Travis Bldg.	Garfield 5471	G. W. Bodenmiller	Production, recording
Ford Bond Radio Productions Inc.	New York 20	RCA Bldg.	Circle 7-2236	Ford Bond	Transcriptions
Richard Bradley Associates	Chicago 1	188 W. Randolph St.	Randolph 9697	Richard Bradley	Recording, transcriptions, production
Broadcast Music Inc. (BMI)	New York 19	580 Fifth Ave.	Pennsylvania 6-5466	Merritt E. Tompkins	Owners and distributors of music catalogues licensed for radio
Broadcast Productions	Chicago 4	25 E. Jackson Blvd.	Wabash 0711	John Stamford	Recording, production, scripts, transcriptions
Broadcast Recorders Inc.	Hollywood 28	1538 N. Cahuenga Blvd.	Hillside 1511	Charles A. Cooper	Recording, transcriptions, phonograph records
Broadcast Recording Artists	Minneapolis 9	5821 Clinton Ave., S.	Calfax 6131	Thomas K. Scallen	Recording, production, packaged shows

\*For talent agencies and talent represented see page 387.

(Continued on page 366)

am. fm.

## ONE INCOME from TWO outlets

*Are you trying to make both ends meet?*

Station managers tell us: "Associated can help a lot!" There is only one transcribed library of radio music large enough, diversified enough and fine enough in recording quality to do a topnotch, full-time programming job for both AM and FM broadcasts... and that's

### ASSOCIATED . . . the Basic Plus radio library

**Basic** 4,532 selections in the Associated library—as of January 1, 1947. A 13% bonus over our contract guarantee of 4,000 selections! AND . . . each monthly release adds 50 to 60 new ones—all the important new tunes, by the important artists, to keep your basic Associated library sparkling, alive, fully useful for full time programming!

**Plus** Every test proves: there are no finer-sounding transcriptions than Associated's vertically-cut, wide range, high fidelity transcriptions! Associated owns and operates its own specially constructed recording studios, pressing and processing plants, and vinylite compounding laboratory . . . you're assured complete control of finest quality, from the making to the hearing!

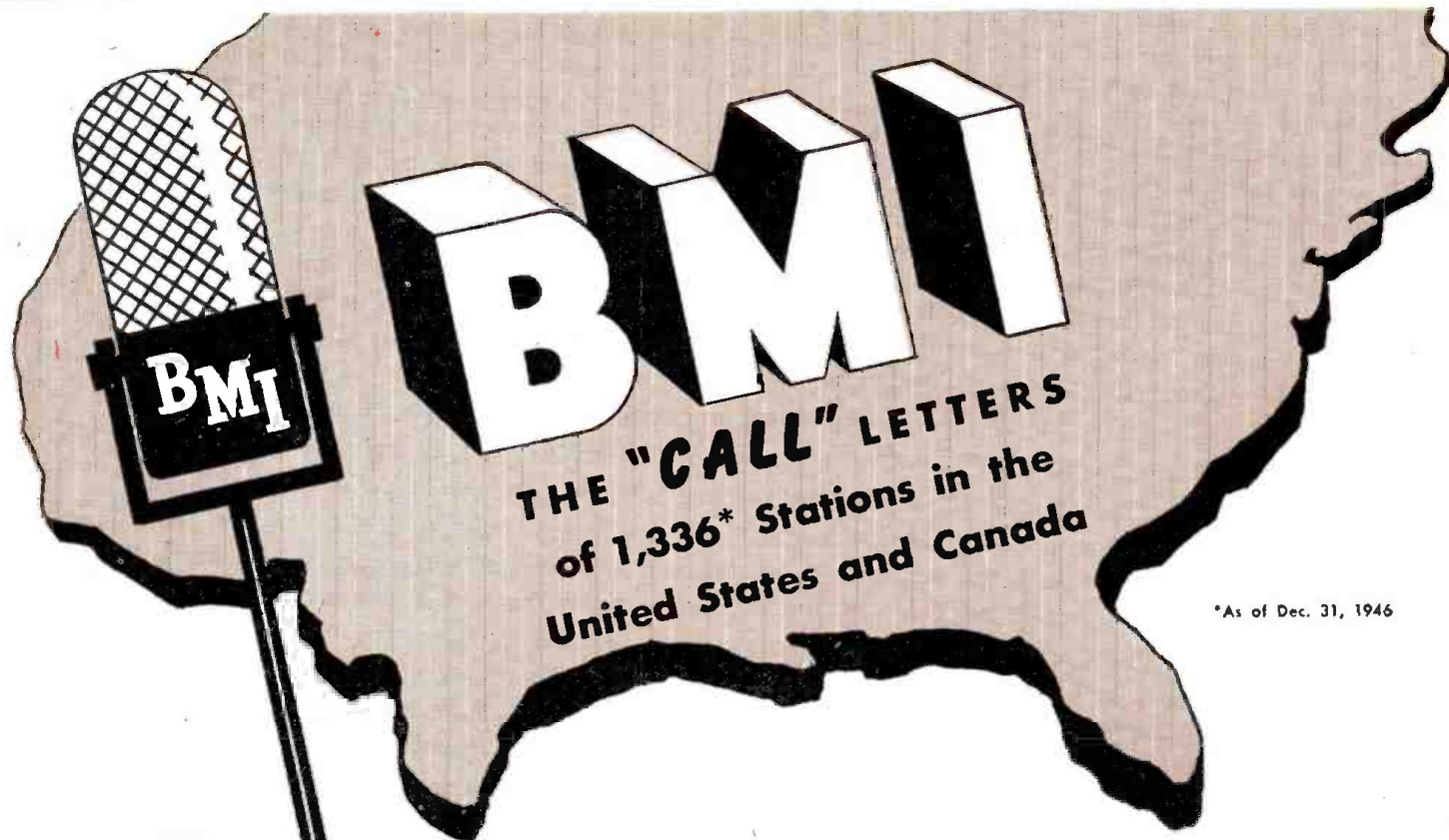
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Write today for our factual  
Comparative Analysis!

# ASSOCIATED

THE  **RADIO LIBRARY**

151 WEST 46TH ST., NEW YORK 19, N. Y.





\*As of Dec. 31, 1946

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

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

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

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

THERE'S ALWAYS A BMI HIT FOR YOUR SHOW.

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

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



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

# BMI

...YOURS TO BUILD—  
...YOURS TO PERFORM—

## HOW YOU CAN BOOST BMI PERFORMANCES

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

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

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

## HOW YOU CAN BUILD A STRONGER BMI

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

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

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

The BMI logo consists of the letters 'B', 'M', and 'I' stacked vertically inside a dark oval shape.

# BROADCAST MUSIC INC.

580 FIFTH AVENUE • NEW YORK 19, N. Y.

NEW YORK

CHICAGO

HOLLYWOOD



# DIRECTORY OF TRANSCRIPTION, PRODUCTION and RELATED SERVICES

(Continued from page 362)

NAME OF COMPANY	CITY	ADDRESS	TELEPHONE	MANAGER	NATURE OF SERVICE
Broadcasting Program Service	New York 19	45 W. 46th St.	Bryant 9-4324	Herbert Rosen	Foreign language programs
Chamberlain Brown	New York 19	145 W. 45th St.	Bryant 9-8480	Chamberlain Brown	Production, talent, scripts
Vic Brown	Chicago 1	221 N. La Salle St.	State 3310	Vic Brown	Production, packaged programs, talent
The Al Buffington Co.	Baltimore 18	2104 N. Charles St.	Chesapeake 1989	Albert B. Buffington	Transcriptions, production, scripts
Bureau of Transcribed Education	Hollywood 28	(See Jack Parker listing)			
Al Burton Radio Productions	Evanston, Ill.	2040 Sherman Ave.	Greenleaf 9089	Al Goldstone	Teen-age packaged programs
Byron Productions Inc.	New York 19	730 Fifth Ave.	Circle 6-2677	Edward A. Byron	Production
C & F Radio Productions Inc.	Hollywood 28	6365 Selma Ave.	Granite 3171	Leigh Crosby	Production, transcriptions
Campus Christian Recording Corp.	Los Angeles 15	207 W. Pico Blvd.	Prospect 1288	Earle E. Williams	Phonograph records, transcription library
Capitol Attractions Inc.	Hollywood 28	6548 Sunset Blvd.	Hempstead 6841	Ed Fishman	Transcriptions, production, recording
Capital Transcriptions (Div. of Capital Records Inc.)	Hollywood 28 New York 22	Sunset and Vine 1 E. 57th St.	Hollywood 8171 Plaza 3-1980	..... Walter B. Davison	Transcription library
The Cardinal Co. Inc.	Hollywood 28 New York 17 Chicago 1	6000 Sunset Blvd. 521 Fifth Ave. 833 N. Michigan Ave.	Hempstead 1177 Murray Hill 2-4841 State 6540	Ivan Ditmars Jos. F. MacCaughtry Jos. F. MacCaughtry	Production, transcriptions
Carson-Stempel Enterprises	Los Angeles 46	717 N. La Cienega Blvd.	Crestview 1-7141	Frank Stempel	Production, scripts, talent
Garry J. Carter Jr.	New York Toronto 1	67 W. 44th St. 394 Bay St.	Murray Hill 2-5188 Waverley 4635	Garry J. Carter A. Pearlstone	Transcriptions, production
Bruce Chapman Co.	New York 18 Boston 18	145 W. 41st St. 21 Brookline Ave.	Wisconsin 7-9244 Commonwealth 0800	Bruce Chapman Charles Forrester	Production
Mary D. Chase Productions	New York 18	234 W. 44th St.	Regent 7-1120	Mary Chase	Production, scripts, talent
Chicago Recording Studios Inc.	Chicago	64 E. Jackson Blvd.	Webster 7288	R. W. Kittinger	Recording, phonograph records
Chicago Tribune-New York News Syndicate Inc.	New York 17	220 E. 42nd St.	Murray Hill 2-1234	Mollie Slott	Newspaper features adaptable to broadcasting
Arthur B. Church Productions	Kansas City 6 New York 17	Pickwick Hotel 475 Fifth Ave.	Harrison 2650 Murray Hill 6-4080	George E. Halley Robert H. Isaacson	Transcription library
Cinemart Inc.	New York 17	565 Fifth Ave.	Plaza 3-9172	Varian Fry	Recording service
Cine-Television Studios Inc.	New York 17	25 Vanderbilt Ave.	Murray Hill 5-2874	Fred H. Fidler	Production, scripts, filmed television shows
Civic Concert Service Inc. (Subsidiary of Natl. Concerts & Artists Corp.)	New York 22	711 Fifth Ave.	Plaza 3-0820	O. O. Bottorff	Promotion of civic music associations
Leslie Clucas	Chicago 1 Hollywood 28	333 N. Michigan Ave. 6331 Hollywood Blvd.	Franklin 7100 Hollywood 5111	Leslie Clucas Burton A. Dole	Production, packaged shows
M. M. Cole Transcription Library	Chicago 5	823 S. Wabash Ave.	Harrison 7461	Sanford Skinner	Transcription library
Ted Collins Corp.	New York 23	1819 Broadway	Circle 7-0094	Ted Collins	Talent, production
Columbia Recording Corp. (Subsidiary of CBS)	Bridgeport 8 New York 19 Chicago Hollywood 28	1473 Barnum Ave. 799 Seventh Ave. 410 N. Michigan Ave. 6624 Romaine St.	6-0181 Circle 5-7300 Whitehall 6000 Granite 4134	Robert J. Clarkson Robert J. Clarkson Girard D. Ellis Andrew J. Schrade	Recording, production, scripts, phonograph records
Command Radio Productions Inc.	Hollywood 28	6000 Sunset Blvd.	Granite 7450	Michael Meshekow	Production, packaged radio programs
The Compo Co. Ltd.	Lachine, Que.	485 18th Ave.	Dexter 0905	R. A. Chislett	Processing transcriptions and recordings
Co-operative Broadcasting Service	Chicago 4	Board of Trade Bldg.	Wabash 6243	Thomas Albert Gannon	Transcribed programs
Jack L. Cooper Radio Advertising Service	Chicago	1335 W. 111th Pl.	Beverly 2056	Jack L. Cooper	Recorded programs
Continental Radio Productions	Hollywood 28	6381 Hollywood Blvd.	Hempstead 8171	Hal M. Ayres	Production, transcriptions, talent
Louis G. Cowan Inc.	New York 19 Chicago 3	250 W. 57th St. 8 S. Michigan Ave.	Circle 6-4863 Randolph 2022	Joseph W. Bailey John B. Lewellen	Production, transcriptions
Criterion Radio Features Inc.	Chicago 1	360 N. Michigan Ave.	Central 1458	Robert R. Hansen	Transcriptions, production, scripts
Bing Crosby Enterprises Inc.	Los Angeles 46	9028 Sunset Blvd.	Crestview 1-1171	Everett N. Crosby	Transcriptions, production
Cruger Radio Productions	Hollywood 28	5800 Carlton Way	Hemstead 8254	Paul Cruger	Production, scripts
Damon Transcription Laboratory	Kansas City 6	1221 Baltimore Ave.	Victor 2585	Victor Damon	Recording, production, phonograph records
Davis Record Corp.	New York 19	381 W. 51st St.	Circle 5-7658	Joe Davis	Recording service
Decca Records Inc.	New York 19	50 W. 57th St.	Columbus 5-2300	Edward R. Strauss	Phonograph records, transcriptions
Jerry Devine Productions	New York 17	230 Park Ave.	Murray Hill 4-4243	Lee Meyers	Production
Dickson & Edington Ltd.	Toronto 5	30 Bloor, W.	Randolph 1488	Roy Ward Dickson	Production
Disco Recording Co. Inc.	St. Louis 1	Arcade Bldg.	Chestnut 5987	Gordon Sherman	Recording, production, transcriptions
Alfred Dixon Productions	New York 17	424 Madison Ave.	Plaza 8-1246	Alfred Dixon	Production
Dominion Broadcasting Co.	Toronto	4 Albert St.	Adelaide 3383	Hal B. Williams	Transcriptions, production, talent
Walter P. Downs Ltd.	Montreal	Dominion Sq. Bldg.	Marquette 6363	Walter P. Downs	Production, recording, talent
Draesemer Radio Productions	Hollywood 28	5205 Hollywood Blvd.	Hillside 1782	Isabelle Draesemer	Production, scripts, talent
Harry S. Dube	New York 20	RKO Bldg.	Columbus 5-7035	J. Knight	Talent, scripts, transcriptions
Durieux Enterprises	Montreal 2	1396 St. Catherine St., W.	Lancaster 7445	Andre Durieux	Production, talent
Eccles Disc Recordings Inc.	Hollywood 28	6233 Hollywood Blvd.	Hillside 8351	Robert P. Newman	Recording, transcriptions
Charles Eckart Co.	Los Angeles 4	4880 Santa Monica Blvd.	Olympia 2901	George J. Absac	Phonograph records
Electro-Vox Recording Studios	Hollywood 38	5546 Melrose Ave.	Gladstone 2189	Bert B. Gottschalk	Recording, phonograph records
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 Jaager	Production, recording, transcriptions
Robert Evans Inc.	New York	113 W. 57th St.	Plaza 9-4545	Robert Evans	Transcribed and live programs

(Continued on page 370)

# all

**BIG**

**HITS**

## Quiz Kids



**Sponsor:**  
Miles Laboratories for Alka-Seltzer and One-A-Day Vitamins.

**Agency:**  
Wade Advertising  
**NBC Network—**  
Sunday Afternoons — 4:00-4:30 (e.s.t.)

## HOLLYWOOD JACKPOT



**Sponsor:**  
Whitehall Pharmaceutical Co. for Kolynos, Anacin

**Agency:**  
Dancer-Fitzgerald-Sample  
**Columbia Network—**  
Monday, Wednesday, Friday—  
4:30-5:00 (e.s.t.)  
(Produced in cooperation with Show Productions, Inc.)

## FIGHTING SENATOR



**Summer replacement**  
**Sponsored by:**  
Lever Brothers for Swan Soap

**Agency:**  
Young & Rubicam  
**Columbia Network—**  
Monday Eves. — 8:30-8:55 (e.s.t.)

Now Available

## MURDER AT MIDNIGHT



Cowan's first transcription show—spectacularly successful coast-to-coast. In Los Angeles (KFI) rating equalled combined ratings of all other network outlets. In New York (WJZ) it scored high second on first rating (4th broadcast). Check its availability in your market.

# all

**COWAN**

**PRODUCTIONS**

# more

## big new transcribed, custom-built and live shows for 1947!

### R.F.D. AMERICA

This great new original show idea has proved sensational in test broadcasts. Built around a flexible format, it's sure to fit any sponsor's needs. Find out now how well "R.F.D. America" can work for you!

### THE VIRGINIAN

Available now for Radio—the same famous Western that sold 1,200,000 copies as a novel, made three movie hits, seven Broadway plays! With this thoroughly established popular appeal, "The Virginian" is sure-fire for high Hooperatings!

### HIRED---OR FIRED?

Want to hire a high rating builder? Here it is! For "Hired—Or Fired?" is a terrific new show idea that adds another hit to Cowan's unbroken record of great productions! It's ready now for immediate presentation so get the facts!

**LOUIS G. COWAN, INC.**

producers . . . . . consultants

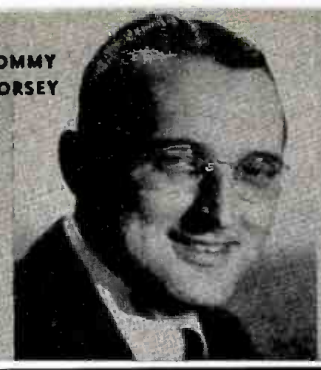
250 W. 57th St., New York 19, N. Y.  
8 So. Michigan, Chicago 3, Ill.





LANE WORTH CHORISTERS  
DIRECTOR: EMILE COTE

TOMMY  
DORSEY



AIRLANE TRIO  
ART  
DICKSON



BERTRAND  
HIRSCH



HARRY  
HORLICK



FRANKIE  
CARLE

*Go Worth  
Lang in  
1947  
!*



4 KNIGHTS



RIDERS of the  
PURPLE SAGE



ANITA  
ELLIS



BLUE  
BARRON



ERNO  
RAPEE



TONY  
PASTOR



GERTRUDE  
NIESEN



COUNT  
BASIE



JOHNNY PINEAPPLE



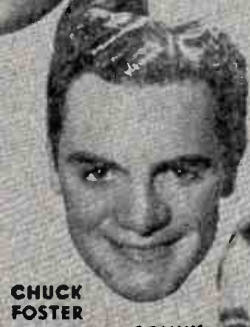
AL TRACE



BOB  
STRONG



CHARLIE  
BARNET



CHUCK  
FOSTER



SONNY  
DUNHAM



ROSALIE



DEEP RIVER  
BOYS



NEIL  
RONDSTM



EVALYM



FRANKIE



TONI



LENNY HERMAN





MAXINE SULLIVAN

EVA GARZA and her GAY CABALLEROS

CLIFF EDWARDS

JOE REICHMAN

DICK BROWN

BOBBY SHERWOOD

HOWARD BARLOW

LEONARD STOKES (HYMNS)

ELTON BRITT

CLAUDE THORNHILL

RUSS MORGAN

BOYD RAEBURN

SAMMY KAYE

ROSA LINDA

TONY RUSSO

TOMMY TUCKER

VAUGHN MONROE

D'ARTEGA and the CAVALCADE OF MUSIC

# LANG-WORTH DOES SELL TIME!

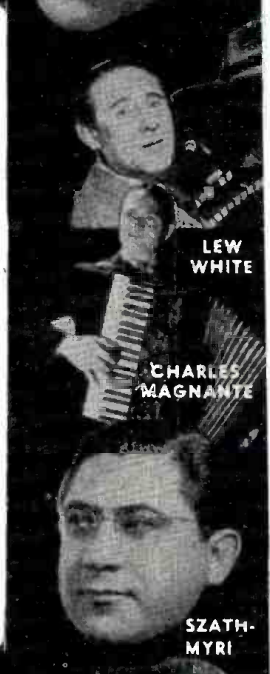
During 1946 two hundred additional radio stations "went Lang-Worth." This swing, while unparalleled, was inevitable because Lang-Worth Feature Program Service is far more than a transcribed library. Lang-Worth does sell TIME!

You can't capture elephants (or sponsors) with popguns — Lang-Worth is high calibre all the way. Many Lang-Worth affiliates have sold more than fifty units (fifteen minutes) per week — one station has sold sixty nine! Miraculous? Certainly not! Lang-Worth does sell TIME!

Langworth's Name Stars are the big guns of your sales department. Names are "open sesame" to sponsor's gold — they sell TIME! Beauticians and Brewers, Butchers and Banks — they all buy Names because Names command listeners and guarantee performance.

Lang-Worth Feature Programs provides Name Stars and tested program formulae. Numerical breakdown of selections by each artist illustrated and samples of the Lang-Worth Program scripts featuring them are yours for the asking. Lang-Worth does sell TIME!

**LANG-WORTH, Inc. 113 West 57th Street, New York 19, N. Y.**



LEW WHITE

CHARLES MAGNANTE

SZATH-MYRI



JOAN BROOKS

RANDY BROOKS

DEL COURINE

MERLE PITTI

ART MOONEY



# DIRECTORY OF TRANSCRIPTION, PRODUCTION and RELATED SERVICES

(Continued from page 366)

NAME OF COMPANY	CITY	ADDRESS	TELEPHONE	MANAGER	NATURE OF SERVICE
Exclusive Radio Features Co. Inc.	Toronto	14 McCaul St.	Adelaide 5112	A. J. Lewis	Recording, transcriptions, scripts, 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	Thomas A. McAvity	Talent, packaged programs
Feature Bureau	New York 18	152 W. 42nd St.	Wisconsin 7-9715	Marion Cahn	Scripts
Feature Productions	Chicago 1	228 N. La Salle St.	State 8999	Georgene O'Donnell Chuck Acree	Transcriptions, production, packaged shows
Featured Radio Programs Inc.	New York	247 Park Ave.	Wickersham 2-2700	Edward M. Kirby	Programming, transcribed and live shows
Fidelity Recordings	Cincinnati 1	Wurlitzer Bldg.	Main 0172	Virgil E. Seibert	Recording, scripts, talent
Film Associates Inc.	Dayton 9	440 E. Schantz Ave.	Walnut 2164	E. Raymond Arn Jr.	Recording, scripts, talent
Carl Fischer Recording Studios	New York 19	119 W. 57th St.	Circle 7-2965	Fred Herbert-Oetgen	Recording, production, transcriptions
F & M Stageshows Inc.	New York 18	1501 Broadway	Chickering 4-3956	R. W. McGowan	Production, scripts, talent
Fortune Radio Productions	New York 22	509 Madison Ave.	Eldorado 5-6397	Bernard J. Goldstein	Production
Harry E. Foster Agencies Ltd.	Toronto Montreal	King Edward Hotel Sun Life Bldg.	Elgin 6373 Belair 1984	Harry E. Foster J. C. Nicholls	Recording, production, scripts
Frankay & Jackson Recording Studios Inc.	New York 19	48 W. 48th St.	Longacre 5-8453	Harry Jackson	Recording, production
Frederick Bros. Agency	New York 24 Chicago 1 Hollywood 46	RKO Bldg. 75 E. Wacker Dr. 8584 Sunset Blvd.	Circle 6-2144 State 0008 Crestview 1-6244	B. W. Frederick Milo Stelt L. A. Frederick	Production, talent
Frieda Fishbein	New York 18	11 W. 42nd St.	Longacre 5-1379	Frieda Fishbein	Scripts, talent
Frontenac Broadcasting Agency	Toronto New York	394 Bay St. 67 W. 44th St.	Waverly 4635 Murray Hill 2-5168	Garry J. Carter Garry J. Carter	Transcriptions, production
Allen A. Funt Radio Productions	New York 17	52 Vanderbilt Ave.	Murray Hill 3-0635	Allen A. Funt	Production
Gamble Recording Studio	Chicago 4	228 S. Wabash Ave.	Harrison 1360	Gertrude Westphal	Recording
John E. Gibbs & Co.	New York	9 Rockefeller Plaza	Columbus 5-4888	John E. Gibbs	Production, scripts, talent
Grace Gibson Radio Productions	Hollywood 28	Hollywood Blvd. at Cosmo	Granite 5543	Bertha Gibson	Transcriptions
Gillespie-Girard Productions	New York 22	130 E. 56th St.	Plaza 9-8536	C. Waring Gillespie	Transcriptions, production
Lawrence Golden Inc.	New York 22	745 Fifth Ave.	Eldorado 5-1430	Lawrence Golden	Transcriptions, production, talent
Nat C. Goldstone Agency	Hollywood 46	9121 Sunset Blvd.	Crestview 6-1071	Charles Koren	Talent, production

(Continued)

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National and regional advertising agencies, to whom many of America's foremost advertisers have entrusted the responsibility for their broadcasting endeavors, are assigning to us an ever-growing portion of their transcription business.

*Thus we feel that our staff shares in that responsibility—to produce the finest possible transcriptions for the clients of:*

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Compton Advertising, Inc.  
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Robert F. Dennis Co.  
Foote, Cone & Belding

Garfield & Guild, Advertising  
Hixson-O'Donnell Advertising, Inc.  
Mayers Co.  
McCann-Erickson, Inc.  
McNeill & McCleery  
Dan B. Miner Co.  
Dean Simmons

Smith, Bull & McCreery  
Stodel Advertising Co.  
J. Walter Thompson Co.  
The Tullis Co.  
Warwick & Legler, Inc.  
Milton Weinberg Advertising Co., Inc.  
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*Universal* RECORDERS

(a division of Universal Radio Productions of Hollywood, Inc.)

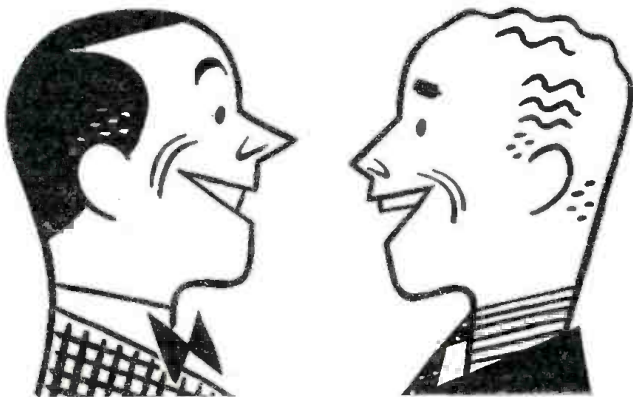
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"NEVER REALIZED  
TRANSCRIPTIONS COULD  
BE SO REALISTIC"

"YOU CAN'T BEAT  
**COLUMBIA** FOR  
SERVICE EITHER"



*Columbia  
Transcriptions*

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Wrigley Building, 410 North  
Michigan Ave., Chicago 11, Ill. 6624 Romaine Street  
Hollywood 28, Calif.

Trade-marks "Columbia," and Reg. U. S. Pat. Off.



# DIRECTORY OF TRANSCRIPTION, PRODUCTION and RELATED SERVICES

(Continued)

NAME OF COMPANY	CITY	ADDRESS	TELEPHONE	MANAGER	NATURE OF SERVICE
Harry S. Goodman Radio Productions	New York 22	19 E. 53rd St.	Wickersham 2-3398	Harry S. Goodman	Transcriptions, production, scripts
Gordon Publications & Broadcasting Co.	Los Angeles 18	355 S. Broadway	Mutual 8620	Edgar Gordon	Latin-American scripts
Gotham Radio Productions Inc.	New York 8	120 E. 16th St.	Gramercy 5-7614	Louis J. Cioffi	Production, scripts, package programs
Green Associates	Chicago 1	165 W. Wacker Dr.	State 7976	Lewis G. Green	Production, transcriptions, packaged shows
Ben Greene Film Productions	New York 19	48 W. 48th St.	Longacre 5-8250	Ben Greene	Recording, phonograph records
Lanny & Ginger Grey	New York 17	545 Fifth Ave.	Atwater 9-4020	Lanny Grey	Jingles and musical programs
Gridhall Recording Studios Inc.	Orlando, Fla.	.....	2-4804	Ansel E. Gridley Carl F. Hallberg	Recording, transcriptions, production
John Guedel Radio Productions	Hollywood 28	Taft Bldg.	Hempstead 5186	John Guedel	Production
Melchor Guzman Co. Inc.	New York 20	45 Rockefeller Plaza	Circle 7-0624	A. M. Martinez	Scripts for Latin American stations
Edward Hall Productions	New York 18	234 W. 44th St.	Chickering 4-5141	Edward Hall	Production, scripts, talent
Wendell Hall Music Maker Productions	Chicago 18	4355 N. Paulina St.	Graceland 6418	Wendell Hall	Production, musical spots
Mitchell J. Hamilburg Agency	Hollywood 46	8780 Sunset Blvd.	Crestview 1-5108	M. J. Hamilburg Frank Christl	Talent, packaged production
Harris & Steele Inc.	New York 23	50 W. 67th St.	Endicott 2-9555	Helen Steele	Production, talent
Harvey & Howe Inc.	Chicago 11 New York 17	919 N. Michigan Ave. 295 Madison Ave.	Superior 4980 Lexington 2-0257	W. S. Harvey Jr. D. F. Kronquist	Scripts, recording, production
Leland Hayward Inc.	New York 22	444 Madison Ave.	Eldorado 5-4100	Herb Rosenthal	Talent, production, scripts
George Heid Productions	Beverly Hills	9370 Burton Way	Crestview 6-2001	Lou Wasserman	
George Heid Productions	Pittsburgh 22	Century Bldg.	Grant 3696	George Heid	Recording, production, talent
A. S. Henley Production Works	Forest Hills, N. Y.	88 63rd Drive	Havemeyer 3-6729	A. S. Henley	Production
Hispano Broadcasting Co.	Los Angeles 12	105 E. First St.	Michigan 4433	Tony Sein	Spanish programs
William F. Holland Agency	Cincinnati 2	Hotel Sinton	Main 3450	D. E. Holland	Production, transcriptions, talent, scripts
Hollywood Associate Producers	Hollywood 27	1245 N. Edgemont	Olympia 3484	Chet Petersen	Production, scripts, transcriptions
Hollywood Radio Transcriptions Inc.	Los Angeles 16	2919 S. Norton Ave.	Republic 2-4602	Walter Addison Watson	Transcriptions
Howell Recording Studio	Buffalo 17	2708 Delaware Ave.	Delaware 8728	David F. Howell	Recording, phonograph records
Milton Hurwitz	Seattle 1	Douglas Bldg.	.....	Milton Hurwitz	Syndicated radio features
Imperial Radio Productions	Toronto 2	444 University Ave.	Waverly 3881	Dan V. Carr	Recording, production, scripts
Inter-California Broadcasting System	Los Angeles 12	253 S. Broadway	Mutual 2769	Gustavo Faist Moran	Spanish programs
International Artists Recording Studios Inc.	Hollywood 28	6700 Sunset Blvd.	Hollywood 7891	H. Dixon McCoy	Recording, transcriptions
International Commercial Bestg. Co.	Chicago	1147 S. Spaulding	Nevada 9088	Max Sosewitz	Jewish programs
International Productions Ltd.	Toronto Montreal	King Edward Hotel Sun Life Bldg.	Elgin 6376 Belair 1984	Arthur R. Tidy J. C. Nicholls	Recording, production, scripts
International Radio Productions	Chicago 1	203 N. Wabash	Central 4194	Beverly Dean	Television production, transcriptions, talent
Lou Irwin Inc.	Hollywood 46	9134 Sunset Blvd.	Crestview 1-7181	Lou Irwin	Talent, production, scripts
Fred Jacky Productions	Chicago 11	520 N. Michigan Ave.	Delaware 8262	Fred Jacky	Production, recording, packaged shows
Harry Jacobs Productions	Hollywood 46	8820 Sunset Blvd.	Crestview 5-2871	Harry R. Jacobs	Production, transcriptions
Sam Jaffe Agency	Hollywood 46	8553 Sunset Blvd. 119 W. 57th St.	Crestview 6-6121 Circle 7-2346	Robert Longnecker Gloria Safer	Scripts, transcriptions, package shows
J. M. Rush Jermon	New York 14	155 E. 44th St.	Murray Hill 2-6286	Rush Jermon	Talent
Jimmy Jones Recording Studios	Hollywood 28	1707 N. Hudson	3686	Jimmy M. Jones	Recording, phonograph records
Kasper-Gordon Inc.	Boston 16	140 Boylston St.	Devonshire 7347	Edwin H. Kasper Aaron S. Bloom	Syndicated transcriptions, recording scripts
Kated Co	(See Ted Collins listing)				
John Keating	Portland 5, Ore. Seattle 1 San Francisco	Taylor St. Bldg. 2nd and Pine Bldg. Fairmont Hotel	Beacon 4107 Elliott 3300 Garfield 8300	Lee Bishop James McLoughlin Vincent Francis	Production, recording, scripts, talent
David Wayne Kennedy	Los Angeles 44	1206 W. 101st St.	Pleasant 1-2240	David W. Kennedy	Recording, production
Kent-Johnson Inc.	New York 19	84 W. 53rd St.	Plaza 3-7246	Austen Croom-Johnson	Production, transcriptions
Kermit-Raymond Radio Productions	New York 22	8 E. 52nd St.	Eldorado 6-5511	Raymond R. Green	Production, scripts, transcriptions
Sam Kerner Productions	Hollywood 28	6605 Hollywood Blvd. 228 E. Orange Grove Ave.	Hillside 7289 Charleston 6-4141	Carl Aultman Sam Kerner	Production, talent, transcriptions
Key Recordings	New York 17	103 Park Ave.	Murray Hill 5-9434	Andrew Portnow	Phonograph records
Laboratoire de Redaction	Montreal	(See Marcel Baulu listing)			
A. B. Landau Adv. Agency	New York 7	270 Broadway	Rector 2-5841	Paul Berkowitz	Production, scripts, talent
Lang-Worth Feature Programs Inc.	New York 19	113 W. 57th St.	Circle 6-7410	C. O. Langlois	Production, talent, scripts, transcription library
M. C. Levee Agency	Beverly Hills	119 S. Beverly Drive	Crestview 1-5781	Ben Benjamin	Production, talent
W. Biggie Levin Agency	Chicago 11	612 N. Michigan Ave.	Superior 0506	W. Biggie Levin	Scripts, transcriptions, talent
Jack Lewis Theatrical Enterprises	New York 19	1564 Broadway	Longacre 5-8176	Sam Samuels	Production, talent, scripts
Lester Lewis Associates	New York 14	1 Christopher St.	Chelsea 2-8093	Lester Lewis	Production, scripts, talent
Lifetone Sound Recording Studios	Peoria 4	2013 Peoria Ave.	2-9443	Norris John Buechele	Recording, production, transcriptions
Lilian Okun Inc.	New York 23	2 W. 67th St.	Trafalgar 7-8916	Lilian Okun	Scripts, talent, television programs
Art Linick Enterprises	Chicago 11	400 N. Michigan Ave.	Superior 8311	Art Linick	Production
The W. E. Long Co.	Chicago 1	155 N. Clark St.	Randolph 4606	E. J. Sperry	Transcriptions
Phillips H. Lord Inc.	New York	501 Madison Ave.	Wickersham 2-2211	Dorothy E. Levy	Production
Estelle Lutz Artists Bureau	Chicago 4	25 E. Jackson	Harrison 3435	Estelle Lutz	Production, talent, scripts
A & S Lyons Inc.	New York 22	515 Madison Ave.	Plaza 3-5181	Irene Etkin	Talent, package production
	Beverly Hills	356 N. Camden Drive	Crestview 1-6181	Harry Ommerle	

(Continued)

# new 1947 MICHELSON porto-playback

FOR 16 INCH TRANSCRIPTION RECORDS

**IMMEDIATE  
DELIVERY**



## Brand New • Improved • Prompt Delivery From Stock

Here's Charles Michelson's 1947 version of the famous PORTO-PLAYBACK, for playing 16" transcription records at 33 $\frac{1}{2}$  r.p.m. and phonograph records... an entirely new conception of compactness, flexibility, tonal quality and ease of operation.

It has everything from good looks to the new permanent sapphire stylus and 16" transcription arm. Guaranteed to meet the exacting requirements of radio stations, advertising agencies, transcription companies and schools.

**TO TELL AND SELL YOUR SALES STORY BETTER,  
ORDER YOUR PORTO-PLAYBACK NOW**

**CHARLES MICHELSON, inc.**

PIONEERS IN RADIO TRANSCRIPTIONS SINCE 1934

67 West 44th St., New York 18

Phone: MURRAY HILL 2-3376

## specifications and features

**WEIGHT:** 26 pounds complete.

**CASE:** Sturdy, lightweight, attractive maroon luggage, finished in fine grain water-repellent fabric. All brass fittings rustproof.

**SIZE:** 20" long, 12" high and 8 $\frac{1}{2}$ " wide.

**SPEAKER:** Latest design 6 $\frac{1}{2}$  inch permanent magnet speaker with special oversized magnetic field.

**AMPLIFIER:** Powerful 4 tube matched amplifier.

**PICK-UP:** Latest type 16 inch transcription arm crystal pick-up with permanent sapphire stylus.

**MOTOR:** Dual speed, alternating AC current, 33 $\frac{1}{2}$  and 78 r.p.m., with improved heavy duty motor sealed in oil.

**CONTROLS:** Separate tone, equalizer, and volume controls.

**PRICE:** \$125. Net F. O. B. New York.

**GENNETT AND SPEEDY-Q SOUND EFFECT  
RECORD LIBRARY  
TRANSCRIBED PROGRAMS**



# DIRECTORY OF TRANSCRIPTION, PRODUCTION and RELATED SERVICES

(Continued)

NAME OF COMPANY	CITY	ADDRESS	TELEPHONE	MANAGER	NATURE OF SERVICE
C. P. MacGregor Electrical Transcriptions	Hollywood 5 San Francisco New York 17	729 S. Western Ave. 1120 Lake St. 247 Park Ave.	Fitzroy 4191 Bayview 3873 Wickersham 2-2700	C. P. MacGregor Cliff Engle Edward Kirby	Recording, production, transcriptions, scripts
Majestic Records Inc.	New York 19	29 W. 57th St.	Plaza 5-2621	Ben Selvin	Recording, record manufacturers
Management Corp. of America	New York 22	745 Fifth Ave.	Wickersham 2-8900	Herbert I. Rosenthal	Production
Robert Maxwell Associates	New York 17	480 Lexington Ave.	Plaza 9-5700	Robert Maxwell	Recording
McDonald Recording & Engineering Service	Los Angeles 86	415 N. Harper Ave.	Wyoming 0802	Clifford C. McDonald	Transcriptions, recording
Alexander McQueen	Chicago 11	185 E. Chestnut St.	Superior 9139	Alexander McQueen	Transcriptions
Meletone Recording Studio	New York 23	25 Central Park W.	Circle 6-1386	Mera M. Weinstein	Recording, transcriptions, phonograph records
Melodiac Recording Co.	Hollywood 28	6625 Sunset Blvd.	Gladstone 3323	Daniel O'Brien	Phonograph records
Edward Meltzer Radio Productions	Chicago 4	64 E. Jackson Blvd.	Sheldrake 2680	Edward Meltzer	Transcriptions, production, scripts
Robert P. Mendelson Productions	Buffalo 2	277 Delaware Ave.	Cleveland 0728	Robert P. Mendelson	Transcriptions, recording, production
Mercury Recording Studios	Chicago 11	232 E. Erie St.	Delaware 4786	Jack Brinkley	Recording, production, transcriptions
Merritt Productions Inc.	New York 18	19 W. 44th St.	Vanderbilt 6-5080	Joseph Bloom	Recording, transcriptions, talent
Fred C. Mertens & Associates	Los Angeles 6	(See George Logan Price listing)			
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	Stanley Roth	Recording, transcriptions, production
Charles Michelson Inc.	New York 18 Los Angeles Richmond, Ind. Toronto Sydney, Australia London, England	67 W. 44th St. 1344 S. Flower St. S. First and B Sts. Bank of Commerce Bldg. 29 Bligh St. Holme, Lacy Road	Murray Hill 2-3876 Prospect 2035 1117 Elgin 1165 BW 4681 Hereford 2-940	Charles Michelson Philip Johnson Harry Gannett Jr. R. E. McGuire Grace Gibson E. R. Voigt	Sound effects records, transcriptions, production
Michelson & Sternberg Inc.	New York 18	67 W. 44th St.	Murray Hill 2-5421	A. Michelson	Exporters of electrical transcriptions and sound effects records
Allan Miller Agency	Toledo 2	Bell Bldg.	Garfield 8608	John M. Haskin	Production, scripts, talent
Miller Broadcasting System Inc.	New York 19	113 W. 57th St.	Circle 6-0141	James A. Miller	Millertape recording
Miracoustic Recording Studios	(See Carl Fischer, Inc. listing)				
M-K-N Radio Productions	Chicago 1	208 <sup>1</sup> / <sub>2</sub> N. Wabash Ave.	State 4115	William Ballinger	Recording, production, scripts
Modern Transcription & Recording Studios	Dallas 1	1807 <sup>1</sup> / <sub>2</sub> Commerce St.	Central 7996	Harvey R. Boyd	Transcriptions, scripts, phonograph records
Monter-Gray Inc.	Hollywood 46	8736 Sunset Blvd.	Crestview 1-1191	Edward M. Gray	Package shows
Moonbeams Broadcasts Inc.	New York 19	8 W. 45th St.	Murray Hill 2-7471	.....	Production, talent, package shows
Carlton E. Morse Productions	Hollywood 28	1500 Vine St.	Hollywood 6161	Clinton E. Twiss	Transcriptions, package shows, production

(Continued)

**Milton Hurwitz**

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**QUALITY TRANSCRIBED RADIO SHOWS  
IN THE PACIFIC NORTHWEST**

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*Inquiries solicited from reputable  
producers desiring energetic sales  
representation in this territory*

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**MILTON HURWITZ**

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**SYNDICATED RADIO FEATURES**

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**205 DOUGLAS BUILDING  
SEATTLE 1, WASHINGTON**

STUDIO IN USE

"FROM BEHIND THIS DOOR  
COME AMERICA'S  
OUTSTANDING RECORDED  
SHOWS"!

Sound Industries offers nation wide  
service on all transcription problems  
from Air-checks to Productions.  
Specializing in complete radio Pro-  
ductions.

Sound Industry transcriptions are  
*Perfection* transcriptions.

Write for further information to  
**SOUND INDUSTRIES**  
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# FIRST

with programs starring outstanding network talent . . .

First with skilled direction and showmanship . . .

## FIRST WITH PROGRAMS

produced by Chas. Michelson, a name foremost in radio programming for successful shows.

### THE SHADOW

The country's most outstanding dramatic mystery program. Sponsored over 482 stations, coast-to-coast and all over the world. A few local markets available.

### A DATE WITH MUSIC

A sparkling transcribed quarter-hour musical series, now sponsored over 53 stations, featuring Phil Brito and a cast of network artists.

### THE HAPPY GANG

Highest rated Canadian program of music and mirth, now available on transcription in U. S.

### SMILIN' ED McCONNELL

This completely transcribed show of Hymns and Poetry has proven its ability to sell. For over 12 years on nationwide network broadcasts.

### THE ADVENTURES OF DICK COLE

A new half-hour transcribed juvenile show chock-full of thrills and adventure. A grand show for boys and girls.

### Adventures of FRANK MERRIWELL

Famous, typical American boy stories of Burt L. Standish, currently broadcast sustaining every Saturday morning over the NBC Network.

### NICK CARTER

Popular half-hour detective series sponsored by Old Dutch Cleanser over the entire Mutual Broadcasting System.

### THE AVENGER

A companion show to The Shadow. Thrill-packed half-hour program now successfully sponsored on regional networks and available transcribed.

### BLACKSTONE, Magic Detective

Greatest magician of the century. Featured in Blackstone Magazine, plus personal appearance tie-in promotions. Available in quarter-hour programs for young and old alike.

GENNETT AND SPEEDY-Q SOUND EFFECT RECORDS

PORTO-PLAYBACK TRANSCRIPTION MACHINES

## CHARLES MICHELSON INC.

*Pioneer Program Producers Since 1934*

67 West 44th St. New York 18, N. Y. • Phone: MUrray Hill 2-3376-5168



# DIRECTORY OF TRANSCRIPTION, PRODUCTION and RELATED SERVICES

(Continued)

NAME OF COMPANY	CITY	ADDRESS	TELEPHONE	MANAGER	NATURE OF SERVICE
Morton-Josef Radio Productions Inc.	Chicago 1	360 N. Michigan Ave.	Central 4144	Morton Jacobson	Production, transcriptions, talent
Motion Picture Productions Inc.	Cleveland 13	Rockefeller Bldg.	Prospect 4900	Donald C. Jones	Recording, phonograph records
Music City	Hollywood 28	1501 N. Vine St.	Hollywood 8211	Hugh J. Claudin	Recording service
Music Corp. of America	Chicago 11 New York 22 Beverly Hills Detroit Cleveland Dallas	430 N. Michigan Ave. 745 Fifth Ave. 9370 Burton Way Book Bldg. Union Commerce Bldg. Tower Petroleum Bldg.	Delaware 1100 Wickersham 2-8900 Crestview 6-2001 Randolph 2604 Cherry 6010 Central 1448	M. B. Lipsey D. A. Werblin Taft Schreiber D. G. Barton D. G. Barton Norman Steppe	Recording, production, phonograph records
Musicraft Records Inc.	New York 19	245 E. 23rd St.	Murray Hill 3-0800	Irving Felt, Ch. of the Bd.	Phonograph records
Muzak Corp.	New York 19	151 W. 46th St.	Bryant 9-1246	Harry E. Houghton	Recording, transcription library
National Artists' Bureau	Chicago 1	203 N. Wabash Ave.	Randolph 3858	Phil Phillips	Production
NBC Radio Recording Division	New York 20	30 Rockefeller Plaza	Circle 7-8300	C. Lloyd Egner Robert W. Friedheim Robert Z. Morrison William J. Andrews Frank E. Chizzini Oscar C. Turner	Recording, production, scripts, transcription library (Thesaurus)
National Concert & Artists Corp.	New York 22 Chicago San Francisco Hollywood	711 Fifth Ave. Merchandise Mart 79 Post St. 9059 Sunset Blvd.	Plaza 3-0820 Superior 4042 Exbrook 8033 Crestview 7121	Alfred H. Morton D. L. Cornet Alexander Haas Fred H. Davidson	Production, talent
National Record Co.	New York	1841 Broadway	Columbus 5-5430	A. B. Green	Phonograph records
National Recording & Film Corp.	Chicago 1	188 W. Randolph St.	Randolph 9697	Richard Bradley	Recording, transcriptions, talent, scripts
National Research Bureau	Chicago 10 New York 22	416 N. Dearborn St. 44 E. 53rd St.	Superior 5034 Plaza 3-1655	Frank P. Kendall Marjorie Neilsen	Scripts
Neff Radio Productions	Detroit 26	Stroh Bldg.	Randolph 3006	Dorothy Ann Marks	Production, recording
Ted Nelson Associates	New York 19	730 Fifth Ave.	Circle 6-8470	Ted Nelson	Production, talent
Bert Nevins Associates	New York 18	News-Week Bldg.	Wisconsin 7-9715	Bert Nevins	Scripts
New Tools for Learning	New York 16	280 Madison Ave.	Lexington 2-8076	Helen Gill	Production
John O'Connor	New York 19	1697 Broadway	Circle 5-4920	John O'Connor	Talent, production, scripts
Eugene P. O'Fallon Inc.	Denver 2	Albany Hotel	Keystone 0178	Gene O'Fallon	Recording, lateral transcriptions
Qrodel Radio Features Inc.	New York 19	117 W. 46th St.	Bryant 9-3638	John O'Rourke	Recording, scripts
Donna Parker Productions	Chicago	203 N. Wabash	Franklin 3811	Donna Parker	Production
Jack Parker & Associates	Hollywood 28	Box 2222	Citrus 1-8586	Jack Parker	Recording, production, transcriptions, scripts
James Parks Co.	Chicago 1 No. Hollywood	333 N. Michigan Ave. 12511 Hortense	Central 7980 Sunset 1-3426	Carol Bowers James Parks	Packaged programs
Leo J. Paulin & Associates Inc.	Washington 6	1627 K St. N. W.	National 9349	Leo J. Paulin	Transcriptions, production, scripts
Pearl-Tone Recording Studios	Des Moines 9	Plymouth Bldg.	3-3626	Sidney J. Pearlman	Recording, phonograph records
Peterson Radio Productions	New York 18	1457 Broadway	Wisconsin 7-0069	Donald Peterson	Recording, production, religious programs
Photo & Sound Inc.	San Francisco 5	141 New Montgomery St.	Exbrook 2103	John Wolfe	Recording, production
The Pittsburgh Star	Pittsburgh	904 Webster Ave.	Court 3797	Antonio Certo	Transcriptions, production, talent
Polish Broadcasting Bureau	Buffalo 12	754 Fillmore Ave.	Cleveland 6876	Joseph F. Mikolajczak	Polish programs
Ralph L. Power	Los Angeles 12	767 Castellar St.	Mutual 5277	Ralph L. Power	Buys transcriptions for export; sells Australian transcriptions in U. S.
Premier Radio Enterprises Inc.	St. Louis 3	3033 Locust St.	Newstead 3555	Wilson Daizell	Recording, production, transcriptions
George Logan Price Inc.	Los Angeles 6	946 S. Normandie Ave.	Federal 7372	S. M. Lauch	Transcriptions, production, scripts
Prockter Radio Productions Inc.	New York	250 W. 57th St.	Circle 6-4091	Bernard J. Prockter	Production, transcriptions
Public Service Transcriptions Inc.	Washington 5	1121 Vermont Ave. N. W.	Metropolitan 2386	Selden Menefee	Production, scripts, transcriptions
Rai Purdy Productions	Toronto	37 Bloor St. W.	Midway 7375	Rai Purdy	Production, scripts, talent
Radair Productions	Tacoma, Wash. Seattle 69	Puget Sound Bank Bldg. 5212 18th St. N. E.	Broadway 4588 Vermont 3997	Lionel S. Lennox M. S. McCardle	Recording, production, transcriptions
Radio Broadcasting & Recording Service Corp.	Hollywood 28	6000 Sunset Blvd.	Hempstead 6811	Jack Fredericks	Recording, phonograph records
RCA Victor Division (Recording Division of RCA)	New York New York Chicago Hollywood Hollywood	RCA Bldg. 155 E. 24th St. 445 N. Lake Shore Dr. 1016 N. Sycamore Ave. Sunset and Vine	Columbus 5-2035 Murray Hill 4-6200 Whitehall 4600 Hillside 5171 Hollywood 6161	J. W. Murray A. A. Pulley A. E. Hindle J. E. Francis W. A. Rush	Recording, phonograph records
RCA Victor Co. Ltd.	Toronto Montreal 30	Royal York Hotel 1001 Lenoir St.	Adelaide 3091 Wellington 3671	L. D. Headley L. D. Headley	Recording, production, transcriptions
Radio Centre Ltd.	Toronto 1	64 Wellington St. W.	Waverly 2036	D. Spencer Grow	Transcriptions
Radio Comics Inc.	New York 13	241 Church St.	Walker 5-9487	Louis H. Silberkleit John L. Goldwater	Comic strip characters adapted for radio
Radio Events Inc.	New York	535 Fifth Ave.	Murray Hill 6-3487	Genevieve Pace	Scripts, production, talent
Radio Features of America	New York 19	37 W. 46th St.	Bryant 9-8622	Oliver W. Nicoll	Packaged shows, transcriptions, scripts, talent
Radio Merchandising Service	Chicago 11	520 N. Michigan Ave.	Superior 4620	James Iago	Scripts
Radio Package Features	New Orleans 12	310 Camp St.	Raymond 3892	.....	Production, scripts, transcriptions
Radio Producers of Hollywood	Hollywood 28	(See Lou R. Winston listing)			Transcribed programs
Radio Production Service	New York 22	501 Madison Ave.	Plaza 3-8940	Irene Beasley	Scripts, talent, packaged shows
Radio Productions	Providence 3	Howard Bldg.	Gaspee 6893	Bettina Jones	Recording, scripts, transcriptions
Radio Programas de Mexico	Mexico, D. F.	P. O. Box 1324	J-2901	Clemente Serna Martinez	Recording, production, talent
Radio Programme Producers	Montreal New York 22 Buffalo	1440 St. Catherine St. W. 135 E. 54th St. 150 Lancaster Ave.	Marquette 1182 Plaza 5-6453 Garfield 6413	Paul L'Anglais L. P. Surprenant Gilbert Wall	Production, scripts, talent
Radio Recording Studio	Louisville 2	Boston Bldg.	Jackson 7808	George Wiederhold	Recording, talent, production
Radio Script Services	Lancaster, Pa.	Stevens House	Lancaster 3-4337	Dorothy S. Brown	Scripts

(Continued on page 380)

*Dana Andrews* *Cornel Wilde* *Ruth Harrick*  
*Anthony Quinn* *Donita Granville* *Virginia Mayo*  
*Sonny Tufts* *Farral Nash* *Paul Chatterton*  
*Mae McDonald* *Helen Walker* *Anita Lobay*

**"MacGregor**  
**Presents"**

**For Better Programming**  
**Half Hour Presentations of-**

**Drama      Mystery**  
**Romance    Comedy**

**Starring**  
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**Music Library-Basic 2500 Selections**  
**50 New Tunes Monthly**

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**729 South Western Avenue**  
**Hollywood 5, Calif.**

*Minam Hopkins*  
*Tom Drake*  
*William Fargan*  
*CHARLIE TUGGLES*  
*Susan Hayward*

*Laraine Day*  
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*Dale Evans*  
*Jon Hall*  
*Joe Di Maggio*  
*Brenda Marshall*

*Gail Patrick* *Carole Landis* *Vincent Price* *Edward Everett Horton*  
*June Haver* *Margorie Reynolds* *Turhan Bey*  
*Orich von Stroheim* *Barney Ross*  
*Wivian Blaine* *H.A. Stevens* *Binnie Barnes*



## NBC Cooperative Programs

*Available for  
Local Sponsorship*



### **KALTENBORN EDITS THE NEWS**

*7:45 to 8 p.m., New York time, Monday, Wednesday and Friday.*

H. V. Kaltenborn, Dean of Commentators, began his first series of weekly current events talks over WEAJ in 1924. Today his name is a household word throughout the United States. His news and background material are obtained at firsthand—he has made over 30 trips to Europe and Asia. In radio news reporting, H. V. Kaltenborn has been, now is, and long will be tops.



### **ROBERT McCORMICK**

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

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



### **HARKNESS OF WASHINGTON**

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

Richard Harkness is a radio reporter who goes out and gets the news firsthand. He digs out facts and tells about the men and women behind those facts. Straight objective reporting and honest, uncolored interpretations make him outstanding among Washington newsmen. He knows Congress, the White House, and the State Department inside out. This intimate knowledge gives him the instinctive ability to be on the scene and get the news while it happens.

**AMERICA'S NO. 1 NETWORK**



**WORLD NEWS ROUNDUP with James Stevenson**

8 to 8:15 a.m., New York time, Monday through Saturday.

NBC's entire world-wide staff of reporters and correspondents is continuously on call to bring spot news to the WORLD NEWS ROUNDUP when and where it is happening. James Stevenson, veteran commentator and overseas observer, whose military experience dates back to World War I, co-ordinates the program from the New York newsroom.



**WORLD NEWS ROUNDUP with John MacVane**

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

John MacVane, who takes over the Sunday stanza of WORLD NEWS ROUNDUP, was the first and only newsman on the Dieppe raid, the first radio reporter in Tunis, and the first radio man into liberated Paris. He made the first broadcast from the east side of the Rhine. Furthermore, he is the only network correspondent permanently assigned full time to cover the United Nations.



**NEWS OF THE WORLD with Morgan Beatty**

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

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



**VETERANS' ADVISER, Lt. Cmdr. Ty Krum**

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

Commander Ty Krum, formerly of Navy Public Relations and Newsweek Magazine, is now a columnist for the Washington Times Herald. His broadcasts bring to veterans the latest developments and rulings on veterans' legislation. His program guests have included General Bradley, Secretary Patterson, Secretary Forrestal and many others. The advantages to advertisers in identifying themselves with the VETERANS' ADVISER need no emphasis.



A Service of  
Radio Corporation of America

... the National Broadcasting Company



## DIRECTORY OF TRANSCRIPTION, PRODUCTION and RELATED SERVICES

(Continued from page 376)

NAME OF COMPANY	CITY	ADDRESS	TELEPHONE	MANAGER	NATURE OF SERVICE
Radio Recorders	Los Angeles 38	7000 Santa Monica Blvd.	Hollywood 8917	J. Joseph Sameth	Recording service
Radio Recording Studios	Chicago 40	1244 Carmen Ave.	Edgewater 6461	Myron Backman	Recording service
Radio Results	Chicago 17	8641 Escanaba Ave.	S. Chicago 5374	Z. George Jaworowski	Foreign language advertising
Radio Writers Laboratory	Lancaster, Pa.	(See Radio Script Services)			
Radiozark Enterprises	Springfield, Mo.	Shrine Mosque Bldg.	3-2800	Ralph Nelms	Recording, production, scripts
Rec-Art Studios	Los Angeles 15	1203 S. Main St.	Prospect 9232	L. Norman	Recording, transcriptions, phonograph records
Reeves Sound Studios Inc.	New York 19	1600 Broadway	Circle 6-6686	Chester L. Stewart	Recording, phonograph records
Religious News Service	New York 16	881 Fourth Ave.	Murray Hill 4-1463	Louis Minsky	Scripts on religion
Republic Radio Features	Chicago 1	64 E. Lake St.	State 0460	Capico Kapps	Transcriptions, production, talent, scripts
Richman Productions	New York 17	10 E. 43rd St.	Murray Hill 2-5854	Bill Richman	Transcriptions, production, scripts
Robinson Recording Laboratories	Philadelphia 7	35 S. Ninth St.	Walnut 2-6800	W. P. Robinson	Phonograph records, recording
Rockhill Radio	New York 22	18 E. 50th St.	Eldorado 5-1860	Stanley J. Wolf	Production, transcriptions, talent
Allen Roth Radio Productions	New York 19	48 W. 48th St.	Longacre 3-3836	Allen Roth	Talent, recording, production
Rozanne	New York 16	7th Ave. and 55th St.	Circle 7-3900	Florence Lennon	Talent, production
Royal Recording Co.	Berkeley 2, Cal.	KRE Bldg.	Ashberry 5453	Arthur Westlund	Recording service
Saltimieras Radio Advertisers	Chicago	6912 S. Western Ave.	Prospect 4050	Paul B. Saltimieras	Lithuanian programs
James L. Saphier Agency	Beverly Hills	9538 Brighton Way	Creatview 1-7231	James L. Saphier	Production, talent
G. Schirmer Inc.	New York	8 E. 43rd St.	Murray Hill 2-8100	R. V. Hyndman	Recording, phonograph records
Joseph C. Schramm Studios	New Orleans 19	4000 Canal St.	Galvez 5914	Joseph C. Schramm	Recording service
Bernard L. Schubert Inc.	New York 22	509 Madison Ave.	Plaza 3-4670	Bernard L. Schubert	Recording, production, talent
The Scott Agency	Charlotte, N. C.	Independence Bldg.	3-6727	R. Scott	Recording, transcriptions, production
The Script Library	New York	535 Fifth Ave.	Murray Hill 6-3487	Martin Lawrence	Scripts
Selected Radio Features	Hollywood 28	1583 Cross Roads of the World	Granite 6113	A. E. Sakin	Production, transcriptions
Sellers Co.	Dallas 2	912 Commerce St.	Central 5978	J. E. Sellers	Recording, hillbilly library
SESAC Inc.	New York 17	475 Fifth Ave.	Murray Hill 5-5365	Paul Heinecke	Music catalogues licensed for radio, transcription library

(Continued)

# The Transcribed Hunting & Fishing Series "OUTDOOR LIFE TIME"

(Produced in conjunction with OUTDOOR LIFE MAGAZINE)

**Is Doing A Complete Sales Job  
For All Types of Sponsors  
In All Sections of the Country !**

**HARTFORD:**

"The series sold itself"

**JOPLIN:**

"It is going along beautifully"

**TOLEDO:** "They appear to be very well satisfied  
with the program"

**DENVER:**

"It is a swell program"

**BUTTE:** "Sponsor and audience have the highest praise for the  
program"

For details:

**RICHMAN PRODUCTIONS, 10 E. 43 ST., NEW YORK 17, N.Y.**

MU 2-5854

## A Major Advancement in the Recording Blank Field . . .

*10 Year Guarantee*

### **GOULD-MOODY PROFESSIONAL QUALITY "BLACK SEAL" ALUMINUM INSTANTANEOUS RECORDING BLANKS . . . . AT NO INCREASE IN PRICES!**

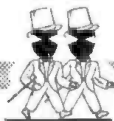
After prolonged research and experimentation, we have introduced technological improvements into "Black Seal" blanks that not only increase the life span, but materially enhance the other fine characteristics of these blanks. And so positive are we of the performance of these perfected "Black Seals" that we've placed an unconditional guarantee of ten years on each one of them.

#### ***What Does This Guarantee Mean to You?***

It means that Gould-Moody "Black Seal" blanks will not rip up, disintegrate or powder after the first playing if kept in storage for any long period of time. It means that atmospheric conditions and changes, moisture and dampness, and old age will have no effect on blanks bearing "Black Seal" labels. It means that you'll be in no danger of losing valuable recordings in what, up until now, you have considered your safe library of recordings. And it means that you can expect the finest reproduction from the finest blank you have ever had on your turntable.

#### ***You Can't Afford To Be A Recording Isolationist***

Whether you're a recording engineer in New York, Burbank or Wichita . . . no matter how well satisfied you are with your present blanks—you can't afford to be a recording isolationist now. Try these new Gould-Moody "Black Seal" blanks. Cut a few. If, for any reason whatsoever, you do not like them, you can return them at our expense.



#### **GOULD-MOODY'S PREFERRED RESHARPENING SERVICE restores the point on your precious recording needle SAPPHIRE! STELLITE!**

Exact workmanship assures lower surface noise and longer wear. In fact, needles and styli refinished by Gould-Moody are frequently reported to last longer than the original points. And the extreme accuracy with which that last 3/1000ths of an inch is shaped enables the needle to fit with microscopic perfection into the groove, thereby reducing record wear to minimum. This saving, in many cases, exceeds the cost of Gould-Moody resharpening.

### **THE GOULD-MOODY COMPANY**

RECORDING-BLANK DIVISION

395 BROADWAY, NEW YORK 13, N. Y.



**DIRECTORY OF TRANSCRIPTION, PRODUCTION and RELATED SERVICES**  
(Continued)

NAME OF COMPANY	CITY	ADDRESS	TELEPHONE	MANAGER	NATURE OF SERVICE
Show Productions Inc.	New York 17	247 Park Ave.	Wickersham 2-4200	T. H. Brown	Production
Sid Sidley Radio Productions	San Francisco 6	Fairmont Hotel	Douglas 8800	Sid Sidley	Production
Simmell-Meservey	Beverly Hills, Cal.	321 S. Beverly Drive	Bradshaw 2-3874	Douglas Meservey	Educational films and records
Stephen Slesinger Inc.	New York 17	247 Park Ave.	Eldorado 5-2544	Stephen Slesinger	Production
Edward Sloman Productions	New York 28	1654 Cherokee Ave.	Granite 6412	Edward Sloman	Transcriptions, production
Sound Industries	Chicago 6	630 W. Lake St.	Franklin 3751	A. M. Zemlo	Transcriptions, recording, production
Sound Studios Inc.	Washington 5	1124 Vermont Ave. N. W.	Republic 1984	Robert J. Coar	Transcriptions, recording, production
Sound Workshop Inc.	Los Angeles 36	418 S. Robertson Blvd.	Bradshaw 2-3208	Robert E. Grey	Recording, production, transcriptions
Henry Souvaine Inc.	New York 20	30 Rockefeller Plaza	Circle 7-5666	Ralph S. Butler Jr.	Production
Speak-O-Phone Recording & Equip. Co.	New York 23	23 W. 60th St.	Columbus 5-1350	C. A. Austin	Recording service
Speedy-Q-Sound Effects	Los Angeles 15	1344 S. Flower St.	Prospect 2035	Phillip Johnson	Recorded sound effects
Spot Film Productions Inc.	New York 17	339 E. 48th St.	Plaza 5-0808	Clarence Schmidt	Sound-on-film recordings
Standard Radio Transcription Services Inc.	Hollywood 28 Chicago 1 New York 22	6404 Hollywood Blvd. 360 N. Michigan Blvd. 1 E. 54th St.	Hillside 0188 State 3153 Plaza 3-6690	Gerald King Milton M. Blink Alex Sherwood	Transcription library, sound effects
Richard S. Stark	New York 20	30 Rockefeller Plaza	Circle 6-7337 and Plaza 9-2718	.....	Production, transcriptions
Stark-Glen Productions	Santa Fe, N. Mex. Chicago	P. O. Box 891 767 Montrose	1576-W Lakeview 0052	Evelyn Stark Irma Glen	Productions
Starr Radio Productions	Chicago 1	360 N. Michigan Ave.	Dearborn 5164	Jack Starr	Transcriptions, package shows
Rudolf Steiner Co.	New York 19	29 W. 57th St.	Plaza 3-8676	Rudolf Steiner	Recording, production, transcriptions
Osborne Putnam Stearns	Lake Forest, Ill.	251 N. King Muir Rd.	.....	Osborne Putnam Stearns	Production, scripts
Studios & Artists Recorders	Hollywood 28	6107 Sunset Blvd.	Hillside 8241	Lewis Finston	Recording, phonograph records
Superman Inc.	New York 17	480 Lexington Ave.	Plaza 9-5700	Robert Maxwell	Production
H. N. Swanson Inc.	Hollywood 46	8523 Sunset Blvd.	Crestview 1-5115	Arthur J. Walters	Scripts
The George Taggart Organization	Toronto	165 Yonge St.	Adelaide 8784	George A. Taggart	Transcriptions, production, talent
Hal Tate Radio Productions	Chicago 5	624 S. Michigan Blvd.	Harrison 7651	Hal Tate	Production, package shows
Technionic Laboratories	St. Louis 10	818 S. Kingshighway Blvd.	Franklin 2060	Charles E. Harrison	Recording, transcriptions, production
Telecast Productions Inc.	New York 3	101 Fifth Ave.	Algonquin 4-4300	Myron Zobel	Packaged productions

(Continued)

**Midwest's finest,  
most complete  
Recording facilities**

*Phonograph Masters  
Transcription Masters*

State 5635  
**Universal**  
RECORDING  
CORPORATION  
42ND FLR., 20 N. WACKER DRIVE  
AMB. 2142 • CHICAGO 6 • STA. 5635

**ROBINSON PRECISION TURNTABLE  
BELT DRIVEN!**

Absolutely Wowless and Vibrationless  
Heavy Durable Construction

**INSTANT  
CHANGE**  
78 to 33 1/3  
R.P.M.



**STARTS  
IN 1/4  
REVOLUTION!**

Chassis \$295.00 Console Cabinet \$90.00

**NEW--Transcription Tone Arm**  
Uses "G.E." Variable Reluctance Cartridge!



**\$74.50**

Write . . . Wire . . . Telephone

**ROBINSON RECORDING LABORATORIES**  
35 SO. NINTH ST., PHILADELPHIA 7, PA.



*Frederic W. Ziv Company*

PROUDLY PRESENTS THE

# Wayne King Show

With WAYNE KING HIS GOLDEN SAXOPHONE HIS ORCHESTRA  
 NANCY EVANS LARRY DOUGLAS FRANKLYN MacCORMACK

The triumphant reward to your search for a perfect radio program. Now available transcribed—for local and regional sponsorship!

THE INCOMPARABLE MUSIC OF

*Wayne King*

THE WALTZ KING

*Produced by*  
FREDERIC W. **ZIV** COMPANY  
*Radio Productions*  
1529 MADISON ROAD • CINCINNATI 6, OHIO  
NEW YORK • CHICAGO • HOLLYWOOD



**NANCY EVANS • LARRY DOUGLAS** Your radio audience will thrill to hear these glorious voices featured in solos and superbly blended in duets.



**HIS ORCHESTRA** The prestige of Wayne King and his world-renowned orchestra brings added prestige to sponsors. His matchless showmanship . . . his great group of musicians . . . all add together to the grandest half hour of music on the air.



**FRANKLYN MacCORMACK** His rich, deep, dramatic voice serves as a perfect introduction to the soothing music of the Waltz King.

BROADCASTING • Telecasting

1947 Yearbook Number • Page 383



# *A World of Services*

## **WORLD LIBRARY**

Gives you the 3 musts of Radio— (1) stars, (2) programs and (3) life-like reproduction. Our libraries offer over 4,000 basic selections to boost your time sales and send up your ratings.

## **WORLD CUSTOM-BUILT SHOWS**

When only a custom-built show will do, World has every facility needed to produce it—studios, stars, directors and top technicians to assure you of network-calibre programs.

## **WORLD COMMERCIAL TRANSCRIPTIONS**

Radio's biggest advertisers record their commercials at World. We offer you a wide experience in this branch of radio advertising and recording—a background of proved success.

## **WORLD *wired music* SERVICE**

For hotels, restaurants, retail stores, offices, banks and industrial plants. Specially programed familiar melodies in sparkling arrangements "piped" from local studios in leading markets and trading centers.

# **WORLD BROADCASTING**

*A Western Electric Licensee—Vertical and Lateral Cut Transcriptions*



# for Radio Stations!

## WORLD FEATURES

A wide variety of packaged shows available for sponsorship. Everything from a 5 minute children's show to a 30 minute musical variety. One of these is your ace-in-the-hole for that hard-to-sell sponsor.

## WORLD STUDIO FACILITIES

The most modern equipment and the latest transcription methods are yours when you come to World. In our studios are recorded many of radio's best known programs. We invite you to inspect our facilities.

## WORLD MUSIC FOR INDUSTRY

For individual plants, a library and programing service of selected music, especially transcribed for industrial use. Aids production by raising morale, easing strain and tension.

# SYSTEM, INC.

NEW YORK, 711 Fifth Ave.  
CHICAGO, 301 East Erie St.  
HOLLYWOOD, 1000 North Seward St.

—a subsidiary of Decca Records, Inc.



# DIRECTORY OF TRANSCRIPTION, PRODUCTION and RELATED SERVICES

(Continued from page 382)

NAME OF COMPANY	CITY	ADDRESS	TELEPHONE	MANAGER	NATURE OF SERVICE
L. S. Toogood Recording Co.	Chicago 1	221 N. La Salle St.	Central 5275	L. S. Toogood	Recording service
Transamerican Bcastg. & Telev. Corp.	New York 22	1 E. 54th St.	Plaza 5-9800	John L. Clark	Production, recording
Transcribed Radio Shows	New York 19	2 W. 47th St.	Longacre 5-3440	B. Crane	Transcriptions, production
Transcription Sales Inc.	Springfield, O.	117 W. High St.	2-4974	.....	Production
Transvideo Film Productions Inc.	New York 17	112 Park Ave.	Murray Hill 4-6628	Fred Mason	Television film production
Trendle-Campbell Broadcasting Co.	Detroit	Stroh Bldg.	.....	George W. Trendle H. Allen Campbell	Syndicated programs
Trianon Productions	Detroit 6 Hawthorne, N. J.	11889 12th St. 88 Diamond Bridge Ave.	Townsend 7-3077 Hawthorne 7-1581-R	Dorothy S. Brown Jack Hartley	Phonograph records, production, scripts
Ullman-Gertz Agency	Los Angeles 46	8979 Sunset Blvd.	Crestview 1-5669	George Ullman Mitchell Gertz	Talent, scripts
Ultra-Tone Broadcasting Corp.	Dallas 4	Pan-Americana Theatre Bldg.	Riverside 2823	T. E. Perrin	Transcriptions, production, packaged shows
United Artists Bureau	Des Moines 14	1164 Sixth Ave.	4-5553	R. B. Eaton	Recording, phonograph records, television productions
United Broadcasting Co.	Chicago	301 E. Erie St.	Superior 9114	Egmont Sonderling	Production, recording, phonograph records
United Broadcasting Service	Milwaukee 14	Capitol Theatre Bldg.	Spring 6705	T. J. Fleming	Transcriptions, production, recording
United Feature Syndicate Inc.	New York 17	220 E. 42nd St.	Murray Hill 2-3020	Laurence Rutman	Comic strips adaptable to radio
United Recording Artist's Bureau	New York 1	245 W. 34th St.	Chickering 4-3314	.....	Recording, phonograph records
United Sound Systems	Detroit 2	5840 Second Blvd.	Madison 0597	James V. Siracuse	Recording, production, phonograph records
United States Recording Co.	Washington 5	1121 Vermont Ave., N. W.	District 1640	Joseph Tait	Recording, production, transcriptions
United Transcribed System	Toronto	14 McCaul St.	Adelaide 5112	John H. Part	Production, recording, transcriptions
Universal Radio Productions	Phoenix Chicago 11	737 N. Michigan Ave.	Delaware 1757	Robert E. Burke M. T. Gilliam	Production, scripts
Universal Radio Productions of Hollywood Inc.	Hollywood 28	6757 Hollywood Blvd.	Hollywood 8282	Ed J. Broman	Package shows, transcribed programs
Universal Radio Sales	New York 19 Chicago 1 San Francisco 6 Seattle 1 Hollywood 28	730 Fifth Ave. 360 N. Michigan Ave. 1 Nob Hill Circle 4th and Pike Sts. 6757 Hollywood Blvd.	Circle 6-7447 Central 6815 Exbrook 4567 Seneca 1000 Hollywood 8282	Richard Nicholls Ray Linton Barry Kelt Rod McArdle John Gordon	Recording, production, transcriptions
Universal Recorders	Hollywood 28	6757 Hollywood Blvd.	Hollywood 8282	Will H. Voeller	Transcriptions, recording
Universal Recording Corp.	Chicago 6	20 N. Wacker Drive	State 5635	.....	Recording service
Unusual Features Syndicate	Chicago 40	203 N. Wabash Ave.	Franklin 3862	Dean Schaefer	Transcriptions, production, scripts
Thomas J. Valentino Inc.	New York 19	1600 Broadway	Circle 6-4675	Thomas J. Valentino	Recording, sound effects records
Videor Productions	Philadelphia 22	1649 N. Broad St.	Stevenson 4-1535	Franklin O. Pease	Television and radio productions
Chick Vincent Co.	New York 22	509 Madison Ave.	Circle 7-6454	Chick Vincent	Production
Frank W. Vincent Agency	Beverly Hills, Cal.	242 N. Canon Dr.	Crestview 6-2042	Don W. Sharpe	Talent, package shows
Owen Vinson & Co.	Hollywood 27	5042 Los Feliz Blvd.	Normandy 1-0654	Owen Vinson	Production, scripts, package shows
J. Franklyn Viola	New York 18	152 W. 42nd St.	Chickering 4-3254	J. F. Viola	Foreign language scripts, production
E. Jerry Walker Associates	Chicago 1	203 N. Wabash Ave.	Franklin 6317	Bey Dean	Production, transcriptions
Forrest Wallace	Detroit 27	12944 Mettetal	Vermont 6-4659	Forrest Wallace	Transcriptions, production
Webber Radio Programs	Des Moines 9	Shops Bldg.	2-0225	George W. Webber	Transcriptions, recording, production
Carl Wester & Co.	Hollywood 28	6047 Hollywood Blvd.	Hillside 2151	Carl W. Wester	Live programs
John Wildberg, Producer	New York	Hotel Edison	Circle 6-5000	John Wildberg	Production
Fletcher Wiley Productions	Los Angeles 28	6121 Sunset Blvd.	Hollywood 1212	Fletcher Wiley	Production
Lou R. Winston Co.	Hollywood 28	1651 Cosmo St.	Hollywood 8318	Lou R. Winston	Transcribed programs
Witte Radio Productions	Los Angeles 35	1064 S. Genessee Ave.	Webster 8716	I. Oscar Witte	Transcriptions
Wolf Associates Inc.	New York 17	420 Madison Ave.	Plaza 5-7620	Edward Wolf	Production
World Broadcasting System Inc. (Subsidiary of Decca Records Inc.)	New York 22 Chicago 1 Hollywood 38	711 Fifth Ave. 301 E. Erie St. 1000 N. Seward St.	Wickersham 2-2100 Superior 9114 Hollywood 6281	Jack W. Meyerson W. C. Hutchings M. Marquardt	Transcription library, recording, syndicated features, tailor-made programs
World High Fidelity Recording Inc.	Montreal	1139 St. Lawrence Blvd.	Lancaster 8838	E. Phaneuf	Recording, production
Carter Wright Radio Television Productions	Hollywood 28	1707 N. Hudson Ave.	Hollywood 3636	James E. Royce	Recording, production, television programs
Wright-Sonovox Inc.	Chicago 1 Hollywood 28 New York 22	180 N. Michigan Ave. 6831 Hollywood Blvd. 444 Madison Ave.	Franklin 6373 Hollywood 2161 Plaza 5-4130	J. M. Gleason John T. Abbott C. V. Dresser	Production, sound articulation
Wynn Wright Associates	New York 22	4 E. 53rd St.	Plaza 3-2517	Charles Granzow	Production, packaged shows
Ben Yost Enterprises	New York 19	1650 Broadway	Circle 6-6532	Ben Yost	Production
Frederick W. Ziv Co.	Cincinnati 6 New York Chicago Hollywood	1529 Madison Rd. 501 Madison Ave. 203 N. Wabash Taft Bldg.	Plaza 1323 Plaza 3-9812 Franklin 8917 Hemstead 3248	Frederick W. Ziv John L. Sinn Jack Thornquest N. L. Rogers	Transcriptions, production
KFI Recording Division	Los Angeles 4	141 N. Vermont Ave.	Fairfax 2121	Lyman Smith	Recording, phonograph records
KLAC Recording Studios	Hollywood 38	1000 Cahuenga Blvd.	Hillside 1161	Leland Gustafson	Transcriptions, production, recording
WJW Inc.	Cleveland 15	1375 Euclid Ave.	Superior 0101	William M. O'Neil	Production, transcriptions, recording, scripts, talent
WLW Promotions Inc.	Cincinnati 2	140 W. Ninth St.	Cherry 1822	Walter A. Callahan	Transcriptions, production, scripts, talent, recording
WMCA Artists Bureau	New York 19	1657 Broadway	Circle 6-2200	Louis Wacks	Talent, production
WMT Radio Station	Cedar Rapids Waterloo, Ia.	Paramount Theatre Bldg. Russell Lamson Hotel	6127 3618	William B. Quarton R. J. McElroy	Recording, production, talent
WOR Entertainment Dept.	New York 18	1440 Broadway	Pennsylvania 6-8600	Nathan M. Abramson	Talent, phonograph records
WOR Recording Studios	New York 18	1440 Broadway	Pennsylvania 6-1346	Henry B. Lockwood	Recording, scripts, talent

# DIRECTORY OF RADIO TALENT AGENCIES

Talent Listed Where Furnished by Firms Reporting Specific Representation

## A

**AFFILIATED ARTS LTD.**  
34 Bloor St. E., Toronto  
Tel.: Midway 2956  
Manager: David Silverstein  
Talent: Commodore Quartet (Carl Papscott, John Ringham, Don Parrish, H. Reddick); Neil Chotem, pianist; Howard Cable, composer-conductor.  
**NICHOLAS T. AGNETA**  
9 Rockefeller Plaza, New York 17  
Tel.: Columbus 5-0232  
Talent: Jan Murray, Jack Carter, Lee Davis, Diana Berry, Sonny Sparks, Herb Howard, Mildred Wayne.  
**LAURA ARNOLD**  
545 Fifth Ave., New York 17  
Tel.: Murray Hill 2-2795

## B

**HENRY BESTRY**  
1776 Broadway, New York 19  
Tel.: Circle 6-7094  
**RICHARD BRADLEY ASSOCIATES**  
188 W. Randolph St., Chicago 1  
Tel.: Randolph 9697  
Manager: Evelyn R. Brous.  
**BRISCOE & GOLDSMITH INC.**  
522 Fifth Ave., New York  
Tel.: Murray Hill 2-6244  
**BROADCAST PRODUCTIONS**  
25 E. Jackson Blvd., Chicago 4  
Tel.: Wabash 0711  
Director: John Stamford  
School for training radio artists.  
**VIC BROWN**  
221 N. La Salle St., Chicago 1  
Tel.: State 3310

## C

**CAPITOL ATTRACTIONS INC.**  
6548 Sunset Blvd., Hollywood 28  
Tel.: Hempstead 6841  
Manager: Edward I. Fishman  
Talent: Eppy Pearson, Carter & Moreland, Jack Shafran, Manya Nova.  
**ARTHUR B. CHURCH PRODUCTIONS**  
Pickwick Hotel, Kansas City 6  
Tel.: Harrison 2650  
Talent: The Texas Rangers.

## LESLIE CLUCAS

333 N. Michigan Ave., Chicago 1  
Tel.: Franklin 7100  
Hollywood—6331 Hollywood Blvd.  
Tel.: Hollywood 5115  
Manager: Burton A. Dale.  
**COLUMBIA CONCERTS INC.**  
113 W. 57th St., New York 19  
Tel.: Circle 7-6900  
Director of radio: Walter Preston;  
Asst. director of radio: Larry Fitzgerald.  
Chicago—Wrigley Bldg. Tel.: Superior 2542.  
Arthur Wisner, manager.  
Hollywood—6636 Hollywood Blvd. Tel.: Hempstead 5316. Hugh Hooks, manager.  
San Francisco—San Francisco Opera Assn.  
Tel.: Underhill 4008. Paul Posz, manager.  
Talent: Sopranos—\*Pierrette Alarie, \*Licia Albanese, \*Rose Bampton, Jean Carlon, \*Nadine Conner, Agnes Davis, Enya Gonzalez, Desi Halban, Helen Jepson, \*Florence Kirk, \*Dorothy Kirsten, Carolyn Long, Dorothy Maynor, \*Zinka Milanov, Edna Phillips, \*Lily Pons, \*Bidu Sayao, \*Helen Traubel, \*Astrid Vornay, Camilla Williams, Frances Yeend; Mezzo-Sopranos—Nan Merriman, Helen Olheim, \*Mona Paules, \*Rise Stevens, \*Jeannie Turrel; Contraltos—Karin Branzell, \*Margaret Harshaw, \*Anna Kaskas, Kathryn Meiste, Mary Van Kirk, Jean Watson, Portia White; Tenors—\*Justi Boerling, Nestor Chayres, \*John Carter, \*Donald Dame, \*Emery Darcy, William Hain, \*Charles Kullman, Maria Lanza, Christopher Lynch, \*Nino Martini, \*James Melton, Ferruccio Tagliavini, Richard Tauber; Baritone—\*Lorenzo Alvary, Gino Bechi, Walter Cassel, Todd Duncan, Nelson Eddy, Igor Gorin, Lonsing Hatfield, \*Julius Huehn, \*Arthur Kent, \*Alexander Kipnis, Enzo Mascherini, Mac Morgan, James Pease, John Tyers, \*Leonard Warren, Tivis Wicker; Bass—Paul Robeson; Violinists—Adolf Busch, Georges Enesco, Zino Francescatti, Joseph Fuchs, Carroll Glenn, Heifetz, Arthur Le Blanc, Paul Makovsky, Menuhin, Erica Morini, Riccardo Odnoposoff, Angel Reyes, Albert Spaulding, Tossy Spivakovsky, Henri Temianka, Patricia Travers, Erno Valasek; Violist—William Primrose; Thereminist—Clara Rockmore; Pianists—Robert Casadesu, Rudolf Firkušny, Sascha

Gorodnitzki, Walter Hautzig, Walter Hendl, Randolph Hakanson, Eugene Istomin, Maryla Jonas, William Kapell, Constance Keene, Eugene List, Solveig Lunde, Theodore Paxon, Serge Prokofieff, Marisa Regules, Saroma, Gyorgy Sandor, Rudolf Serkin, Zadel Skolovsky, Hilde Somer, Reginald Stewart; Two-Pianos—Appleton and Field, Bartlett and Robertson, Morley and Gearhart, Yronsky and Babin, Whittemore and Lowe; Cellists—Nikolai Graudan, Gregor Platigorsky; Harpists—Mildred Dilling; Harmonica—Larry Adler, John Sebastian; Organist—E. Power Biggs; Special Attractions—Adolf Busch and Symphony Orchestra of 34 Players; General Platoff, Don Cossack Russian Chorus, Nicholas Kastrukoff, Conductor; Trapp Family Singers, Dr. F. Wasner, Conductor; Columbia Grand Opera Quartet, Frances Yeend, Soprano, Helen Olheim, Contralto, William Hain, Tenor, \*Arthur Kent, Baritone; Paul Draper and Larry Adler; Georges Enesco, Composer-Conductor; Violinist: Adolf Busch and Rudolf Serkin, Joint Recitals; Jaanna and Nikolai Graudan, Cello and Piano Duo; Bary Ensemble, Piano, Flute, Violin, Cello; St. Louis Sinfonetta, Paul Schreiber, Conductor; Father Flanagan's Boys' Town Choir, Rev. Francis Schmitl, Musical Director; Josh White Assisted by Josephine Primice; Dance Attractions—Rosario & Antonio, Spanish Dance Ensemble; \*Marina Sve'lava, Prima Ballerina and Two Solo Dancers with Concert Pianist; Fox Hole Ballet, Grant Mouradoff and Company of 10; Russian Ballet by the Ballet Theatre by arrangement with S. Hurok.

\*Metropolitan Opera Association.

**CONSOLIDATED RADIO ARTISTS INC.**  
30 Rockefeller Plaza, New York 20  
Tel.: Calumhus 5-3580  
Manager: Charles E. Green.  
**HALLAM COOLEY AGENCY**  
9111 Sunset Blvd., Hollywood 46  
Tel.: Crestview 5-6161  
**FRANK COOPER ASSOCIATES**  
521 Fifth Ave., New York  
Tel.: Vanderbilt 6-5661

## D

**WILLIAM B. DOLPH RADIO PRODUCTIONS**  
910 17th St. N.W., Washington 6  
Tel.: District 2717  
Talent: Fulton Lewis jr., Ray Henle, commentators.

## E

**W. M. ELLSWORTH**  
75 E. Wacker Drive, Chicago 1  
Tel.: Central 0942  
Talent: Red Foley, Whitey Ford (Duke of Paducah), Maybelle Carter Family, De-Zurik (Cackle) Sisters, Sally Holmes, Patsy Montana.  
**LAWRENCE EVANS ARTIST MANAGEMENT INC.** (Division of Columbia Concerts Inc.)  
113 W. 57th St., New York 19  
Tel.: Circle 7-6900

## F

**FANCHON & MARCO INC.**  
6838 Hollywood Blvd., Hollywood 28  
Tel.: Hempstead 3263  
Manager: Marca Wolff  
**FEATURED ARTISTS SERVICE**  
247 Park Ave., New York 17  
Tel.: Plaza 5-5044  
Manager: Maurice Scopp.  
**HERMAN FIALKOFF ATTRACTIONS**  
545 Fifth Ave., New York 17  
Tel.: Vanderbilt 6-1807  
**BERNIE FOYER**  
227 W. 45th St., New York  
Tel.: Circle 6-6600  
**FREDDIE FRALICK MANAGEMENT AGENCY**  
8739 Sunset Blvd., Hollywood 46  
Tel.: Crestview 5-6111.  
**GEORGE FRANK INC.**  
1626 N. Vine St., Hollywood 28  
Tel.: Hillside 3188

## G

**GALE INC.**  
48 W. 48th St., New York 19  
Tel.: Langacre 3-0350.  
**GENERAL ARTISTS CORP.**  
1270 Sixth Ave., New York 20  
Tel.: Circle 7-7543  
Manager: Thomas G. Rockwell.  
(Continued)

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**TALENT AGENCIES**  
(Continued)

Chicago 1-360 N. Michigan Ave. Tel.: State 6288. Robert Weems, manager.  
Hollywood 46-9028 Sunset Blvd. Tel.: Crestview 1-8101. Milton W. Krasny, manager.  
Cincinnati-Carew Tower. Tel.: Main 1197.

Frank W. Henshaw, manager.  
Talent: Desi Arnaz, Mitchell Ayres, Gardner Benedict, Randy Brooks, Lou Breese, Bobby Byrne, Johnny Bothwell, Spade Cooley, Cab Calloway, Frankie Carle, Pupi Camp, Sam Donahue, Jimmy Dorsey, Sonny Dunham, Saxie Dowell, Les Elgart, Chuck Foster, Woody Herman, Eddie Hayward, Ansell Hill, Dean Hudson, Spike Jones, Louis Jordan, Stan Kenton, Elliot Lawrence, Lecuona Cuban Boys, Victor Lombardo, Clyde Lucas, Johnny Long, Lloyd Labrie Machito, Muzzy Marcellian, Glenn Miller Band with Tex Beneke, Joe Marsala, Art Mooney, Phil Moore, Ray McKinley, Jimmy Palmer, Tony Pastor, Don Ragon, Boyd Raeburn, Shorty Sherock, Jerry Wald, Cazy Cole, King Cole Trio, Jay Blackton, Joe Littau, Dave Barry, Gene Baylos, Jane Dulo, Ray English, Johnny Morgan, Lew Parker, Gracie Barrie, Perry Como, Dolly Dawn, Johnny Desmond, De Costro Sisters, Anita Ellis, Dinning Sisters, Ray Eberle, Fontaine Sisters, Jane Harvey, Bob Houston, Marion Hutton, Kitty Kallen, Peggy Lee, Mills Bros., Modernaires, Jeri Sullivan, Joe Stafford, Miguelito Valdes.

**EVE GINCHER**  
113 W. 42nd St., New York 18  
Tel.: Bryant 9-8799

**GOTHAM RADIO PRODUCTIONS INC.**  
120 E. 16th St., New York 3  
Tel.: Gramercy 5-7614.  
Manager: Louis J. Cioffi  
Talent: Jerry Gregoris, actor-announcer; Howard Z. Ringel, writer-actor; Morton Fleischmann, actor-director; James Breetveld, writer-actor.

**AL GROSSMAN**  
RKO Bldg., New York 20  
Tel.: Circle 5-8422  
**SYLVIA HAHLO**  
711 Fifth Ave., New York 22  
Tel.: Plaza 3-0820

**H**

**MARK HANNA**  
654 Madison Ave., New York 21  
Tel.: Regent 4-6250  
Talent: Helen Hayes, Quentin Reynolds, Benny Goodman, Dorothy Kilgallen, Richard Kollmar, Leo Durocher, Jane Pickens.

**GEORGE HEID PRODUCTIONS**  
Century Bldg., Pittsburgh 22  
Tel.: Grant 3496  
Talent: Betty Dougherty, soprano; Keystone Comedy Four (male quartet).

**WALTER HERZBRUN AGENCY**  
9000 Sunset Blvd., Los Angeles 46  
Tel.: Crestview 6-4157

**K**

**WALTER KANE AGENCY**  
8584 Sunset Blvd., Hollywood 46  
Tel.: Crestview 6-2396

**JOHN KEATING**  
814 Taylor St., Portland 5, Ore.  
Tel.: Beacon 4107  
Seattle 1-2nd and Pine Bldg., Tel.: Elliott 3300. Lee Bishop, manager.  
San Francisco-Fairmont Hotel. Tel.: Garfield 8300. Vincent Francis, manager.

**SAM KERNER AGENCY**  
6605 Hollywood Blvd., Hollywood 28  
Tel.: Hillside 7239  
Manager: I. J. Sarto.  
Burbank-238 E. Orange Grove Ave. Tel.: Charleston 6-4141. Mgr.: Sam Kerner.  
Talent: David Street, Lucille Norman, The Mello-Larks, Mary McCarthy, Mae Williams, Robert Mitchell Boxchoir, vocalists; Billy Gray, comedian; Bela Lugosi, actor; Don Forbes, announcer-narrator.

**AL KINGSTON AND CO. INC.**  
5582 Sunset Blvd., Hollywood 46  
Tel.: Crestview 1-8161  
Manager: Al Kingston.

Talent: Otto Kruger, Ralph Morgan, John Warburton, Harry Holman, Ivan Lebedeff, Barton MacLane, Addison Richards, Charles Kendall, Edward Earle, Greg McClure, Charles Evans, Tam Tyler, Gavin Gordon, Paul Valentine, Richard Taylor, Lynn Whitney, Charlotte Wynters, Aurora Miranda, Joan Woodbury, Jean Dean.

**L**

**YED LESSER AGENCY**  
8820 Sunset Blvd., Los Angeles 46  
Tel.: Crestview 1-5169

**LESTER LEWIS ASSOCIATES**  
1 Christopher St., New York 14  
Tel.: Chelsea 2-8033  
Talent: Bill Stern, Ronald Colman (in association with Nat Wolf), Richard Barthelme, Harriet Van Horne.

**M. C. LEEVEE AGENCY**  
119 S. Beverly Drive, Beverly Hills  
Tel.: Crestview 1-5781

Manager: Ben Benjamin.  
Talent: Herb Allen, announcer; Ben Alexander, m.; Graeme Fletcher, commentator; Barbara Fuller, actress; Bob Garred, commentator; Jean Gillespie, actress; Jack Kruschen, actor; Vincent Pallietier, announcer; Paul Sullivan, commentator; Tola Birell, Jorjo Curwright, Sonia Darrin, Greer Garson, Nancy Guild, Rita Johnson, Anna Lee, Roseanne Murray, Merle Oberon, Sandra Rodgers, Anna May Wong, motion picture actresses available for radio; Alan Curtis, Ross Hunter, Alexander Knox, Claude Rains, Franchot Tone, actors.

**W. BIGGIE LEVIN AGENCY**  
612 N. Michigan Ave., Chicago 11  
Tel.: Superior 0506  
Talent: Clifton Utey, Eddy Howard, Edgar Guest.

**LICHTIG-ENGLANDER AGENCY**  
8776 Sunset Blvd., Los Angeles 46  
Tel.: Crestview 1-2141

**M**

**GENE MANN INC.**  
8949 Sunset Blvd., Hollywood 46  
Tel.: Crestview 1-1135

**METRO ARTIST BUREAU**  
730 Fifth Ave., New York 19  
Tel.: Circle 6-8470  
Manager: Ted Nelson.

**METROPOLITAN BROADCASTING SERVICE LTD.**  
21 Dundas Sq., Toronto 1  
Tel.: Adelaide 0181  
Manager: Don E. Wright.  
Talent: Amateur Units.

**LEO MORRISON INC.**  
328 S. Beverly Drive, Beverly Hills  
Tel.: Crestview 1-9191

**MUSIC CORPORATION OF AMERICA**  
430 N. Michigan Ave., Chicago 11  
Tel.: Delaware 1100  
Manager: M. B. Lipsey.  
Beverly Hills-9370 Burton Way. Tel.: Crestview 6-2001. Taft Schreiber, manager.  
New York-745 Fifth Ave. Tel.: Wickersham 2-8900. D. A. Werblin, manager.  
Detroit-Book Bldg. Tel.: Randolph 2604. D. G. Barton, manager.  
Dallas-Tower Petroleum Bldg. Tel.: Central 1448. Norman Steppe, manager.  
Cleveland-Union Commerce Bldg. Tel.: Cherry 6010. D. G. Barton, manager.

**N**

**NATIONAL CONCERT AND ARTISTS CORP.**  
711 Fifth Ave., New York 22  
Tel.: Plaza 3-0820  
President: Alfred H. Marton.  
San Francisco-79 Post St. Tel.: Exbrook 8033.  
Alexander Haas, manager.  
Chicago-Merchandise Mart. Tel.: Superior 4042. D. L. Cornet, manager.

Hollywood-9059 Sunset Blvd. Tel.: Crestview 7121. Fred H. Davidson, manager.  
Talent: Mario Berini, Jimmy Brown, James Burrell, Robert Hall Collins, Roger Dannes, John Feeney, Mack Harrell, Harold Keel, Robert Merrill, Jan Pearce, John Raitt, Gilbert Russell, John Charles Thomas, Thomas L. Thomas, Hugh Thompson, Richard Tucker, Hal Willard, Earl Wrightson, Anne Ayars, Mary Martha Briney, Vivian Della Chiesa, Jean Dickenson, Frances Greer.  
**MEYER B. NORTH**  
1564 Broadway, New York 19  
Tel.: Bryant 9-6847.

**P**

**LELAND POWERS SCHOOL INC.**  
31 Evans Way, Boston 15  
Tel.: Aspinwall 2900  
Manager: Haven M. Powers.

**R**

**RCA VICTOR CO. LTD.** (Radio Recording Div.)  
Royal York Hotel, Toronto 1  
Manager: L. D. Headley.  
Talent auditions for benefit of advertising agencies and radio production firms in Toronto.

**RADIO FEATURES OF AMERICA**  
37 W. 46th St., New York 19  
Tel.: Bryant 9-9622  
Executive Director: Oliver W. Nicoll; Assoc. Director, Alma Sandra.  
**RADIO PRODUCTIONS**  
Howard Bldg., Providence 3  
Tel.: Gasper 6893  
Manager: Bettina Jones.  
**RADIO PROGRAMS DE MEXICO, S. A.**  
P. O. Box 1324, Mexico City  
Tel.: L-13-73  
Manager: Clemente Serna Martinez.

**REPUBLIC RADIO FEATURES**  
64 E. Lake St., Chicago 1  
Tel.: State 0460  
Talent: Miss Toni Rami, Latin-American singer; Johnny Allen, vocalist; Dynamite Daily, announcer.  
**ART RUSH INC.**  
N8C Bldg., Hollywood 28  
Tel.: Hillside 5161  
Talent: Nelson Eddy, Roy Rogers, Kenny Baker, Robert Armbruster, Sportsmen Quartette, Ken Carson.

**S**

**SAM SAMUELS**  
1564 Broadway, New York 19  
Tel.: Longacre 5-8507.  
**JAMES L. SAPHIER AGENCY**  
9538 Brighton Way, Beverly Hills  
Tel.: Crestview 1-7231  
Manager: James L. Saphier  
Talent: Ken Carpenter, Jay Stewart, James Roosevelt, Don Wilson, announcers-commentators.

(Continued on page 506)

**Radio's Weekly Payroll in 1945**

RADIO'S WEEKLY payroll continued on an upward trend, with a 19.5% increase reported for the week of Oct. 14, 1945, over the week of Oct. 15, 1944, according

to the annual FCC Employee and Compensation report, issued January 24, 1945. Weekly payroll was \$1,922,941 as compared to \$1,615,126 in 1944.

Commission figures covered full-time employes for nine networks and 876 stations.

Average wage, including executive personnel, was \$65.40, an in-

crease of 8% over the \$60.52 figure for 1944. Average wage, excluding executives, was \$57.97, a rise of 7.6% over 1944, while executives earned an average of \$125.08, as compared to \$112.63 in 1944, an increase of 11%.

As compared to other professions radio's wages again topped the list, except for the motion picture industry. Annual figures of the Bureau of Labor Statistics show that broadcasting's average wage increase was twice that of the newspaper-periodical and telephone industries. Average week-wage in the newspaper and periodical field in November 1945 was \$52.28, an increase of 4% over the \$49.96 average in 1944. In the telephone industry the average wage was \$41.89, a 4% increase over the 1944 figure of \$39 while the telegraph workers averaged \$36.89, an increase of but 26 cents or 0.7%.

Radio's total employment increased from 26,688 in October 1944 to 29,405 in the same month of 1945, a rise of 10%. Of the 29,405 fulltime employes listed, 22,518 were employed in 866 stations and 6,887 by networks and 10 key stations.

**FULL-TIME EMPLOYES FOR THE WEEK BEGINNING OCTOBER 14, 1945**

Class of employes (1)	Total 9 networks and 876 stations			9 networks including 10 key stations of nationwide networks			866 other standard stations		
	Number (2)	Compensation (3)	Average (4)	Number (5)	Compensation (6)	Average (7)	Number (8)	Compensation (9)	Average (10)
<b>Executives:</b>									
General managerial.....	1,076	\$186,540	\$173.36	53	\$23,517	\$443.72	1,023	\$163,023	\$159.86
Technical.....	655	54,628	83.40	80	4,712	167.07	625	49,914	79.86
Program.....	607	56,025	92.30	38	9,364	246.16	569	46,671	82.02
Commercial.....	484	67,177	138.80	50	11,309	226.18	484	55,868	128.73
Publicity.....	156	15,905	101.96	30	4,999	166.63	126	10,906	86.56
Other.....	276	26,738	96.88	36	5,103	141.75	240	21,635	90.15
<b>Total, executives.....</b>	<b>3,254</b>	<b>407,011</b>	<b>125.08</b>	<b>237</b>	<b>68,994</b>	<b>248.92</b>	<b>3,017</b>	<b>348,017</b>	<b>115.85</b>
<b>Employes (other than executives):</b>									
<b>Technical:</b>									
Research and development.....	143	12,369	86.50	51	5,164	101.25	92	7,205	78.32
Operating.....	5,207	316,068	60.70	1,052	79,568	75.63	4,155	236,500	56.92
Other.....	299	12,144	40.62	94	3,086	32.83	205	9,058	44.19
<b>Program:</b>									
Production.....	1,320	82,483	62.49	512	36,626	71.54	808	45,857	56.75
Writers.....	1,286	59,246	47.98	165	12,660	76.73	1,071	46,586	43.50
Announcers.....	3,787	218,847	57.79	186	14,322	77.00	3,601	204,525	56.80
Staff musicians.....	2,220	180,260	81.20	569	76,909	137.58	1,661	108,351	62.22
Other artists.....	1,764	185,658	76.90	818	74,760	91.62	948	60,898	64.24
Other.....	1,614	75,094	49.54	547	61,625	57.82	967	43,879	44.86
<b>Commercial:</b>									
Outside salesmen.....	1,451	154,622	106.56	180	24,617	138.76	1,271	130,005	102.29
Promotion and merchandising.....	793	44,928	56.29	525	31,324	69.66	273	13,699	49.81
Other.....	626	24,805	39.62	385	14,776	38.38	241	10,029	41.61
<b>General and administrative:</b>									
Accounting.....	1,203	50,063	41.62	353	14,970	42.41	850	35,093	41.29
Clerical.....	1,328	41,866	31.53	321	12,863	38.51	1,007	29,503	29.30
Stenographic.....	1,422	46,787	32.90	240	8,166	34.03	1,182	38,621	32.67
Other.....	1,389	44,494	38.23	618	22,724	36.77	721	21,770	30.19
Miscellaneous.....	494	16,291	32.98	46	2,934	68.78	448	18,357	29.81
<b>Total, excluding executives.....</b>	<b>26,151</b>	<b>\$1,515,980</b>	<b>\$57.97</b>	<b>6,650</b>	<b>\$466,594</b>	<b>\$70.16</b>	<b>19,501</b>	<b>\$1,049,336</b>	<b>\$53.81</b>
<b>Total, including executives.....</b>	<b>29,405</b>	<b>\$1,922,941</b>	<b>\$65.40</b>	<b>6,887</b>	<b>\$525,588</b>	<b>\$76.32</b>	<b>22,518</b>	<b>\$1,397,353</b>	<b>\$62.05</b>

Prepared by Accounting, Statistical and Tariff Department, January 22, 1946.

# MAJOR RADIO AWARDS and CITATIONS—1946

## American Marketing Assn. Awards \*

**First Annual Award**  
**ARNO H. JOHNSON**, director of media and research, J. Walter Thompson Co. for leadership in marketing ("57 Million Jobs—A Postwar Goal and Opportunity")

**Meritorious Service Citations**  
**DON G. MITCHELL**, president, Sylvania Electric Products Inc.

**DR. VERGIL D. REED**, associate director of research, J. Walter Thompson Co.  
**T. G. MacGOWAN**, manager, research department, Firestone Tire & Rubber Co.

**RICHARD D. CRISP**, sales analyst, S. C. Johnson & Son.

**ALFRED POLITZ**, Alfred Politz Research.  
 \* Presented by the American Marketing Assn. to give public recognition to those making important contributions to the science of marketing. The board of judges was headed by D. E. Robinson, vice president, LaRoche & Ellis.

## American Public Relations Assn. Awards

**NATIONAL BROADCASTING CO., Inc.** for outstanding public relations work in the network field.

**NATIONAL ASSOCIATION OF BROADCASTERS** for outstanding public relations work in radio.

**WNAX**, Yankton, S. D. for outstanding work in the station field.

## American Schools & Colleges Assn. Awards \*

### CULTURAL PROGRAMS

First award, *The NBC Symphony* series, for overall contribution to raising cultural levels.

Honorable mention, *Eternal Light*, NBC.

### NEWS-DRAMA PROGRAMS

First award, *You Make the News*, MBS, for impartial analytical and entertaining presentation of the making of news events.

Honorable mention, *Headline Edition*, ABC.

### SECONDARY SCHOOL AGE GROUP PROGRAMS

First award, *Teen-Times Club*, NBC, for good clean entertainment used as vehicle for straight colloquial talks on tolerance.

### PRIMARY SCHOOL AGE GROUP PROGRAMS

First award, *Let's Pretend*, CBS, for excellent children's fantasy program.

### MISCELLANEOUS AWARDS

Given to the persons most consistently identified with production, writing and direction of programs contributing most to public education and interest.  
 Producers, EDWARD BYRON, MILTON KRENTS, LESTER WEINROTT.  
 Writers, NORMAN CORWIN, MORTON WISHENGRAD, ARNOLD MARQUIS.  
 Directors, ANTON M. LEADER, FRANK PAPP, HOMER FICKETT.

\* Presented by the American Schools & Colleges Assn. to the programs and persons contributing most to education and public interest, to encourage and enhance this trend.

## American Television Society Awards

**AMERICAN BCSTG. CO. Inc.** with special citation for Paul Mowrey, chief of television operations for ABC.

**WABD**, New York jointly to above for development of television commercially.

**WCBS**, New York with special citation to James McNaughton, art director of WCBS, for scenic designs and stagery.

**WNBT**, New York, camera work jointly to above for technical excellence in television production.

**RADIO CORP OF AMERICA, VICTOR DIV.** new image orthicon super-sensitive television camera.

**RADIO CORP. OF AMERICA LABORATORIES** jointly to above for technical advancement in the science of television.

## RUTHRAUFF & RYAN LEVER BROS. CO.

Jointly to above for most consistent effort in developing effective television commercials.

**WNBT**, New York coverage of boxing matches and 1945 Army-Navy game telecast.

**WPTZ**, Philadelphia telecasting football games jointly to above for best sports programming.

**WBKB**, Chicago efforts to utilize television in Chicago schools.

**WCBW**, New York (There Ought to be a Law) jointly to above for best educational programming.

**WRGB**, Schenectady for outstanding contribution to children's programming.

## Ayer Awards

### STATION AWARDS

Stations under 5,000 watts  
 First award, WWSW Pittsburgh  
 Second Award, WBSA York, Pa.  
 Third award, WEBQ Memphis

Stations of 5,000 to 50,000 watts  
 First award, WPTF Raleigh  
 Second award, WBNS Columbus, O.  
 Third award, WRNL Richmond

### ANNOUNCER AWARDS

For men handling high school games  
 First awards, JOE SAISBURG, WARM Scranton

Colorman EVERETT W. RUBEN-DALL, WRAK Williamsport, Pa.  
 Second awards, TED PIERCE, West Easton, Pa.  
 Colorman MILTON GRANT, WARM Scranton

For men handling all other games  
 First awards, LEE KIRBY, WBT Charlotte, N. C.

Colorman WILLIAM C. SUTHERLAND, KDKA Pittsburgh  
 Second awards, THOMAS MANNING, WTAM Cleveland

Colorman KEN KREIDER, WGAL Lancaster; JOHN B. EAGAN, WCAU Philadelphia (tied)

\* Made by N. W. Ayer & Son, New York, in connection with the 11,287 1/4 hours of football radio and television broadcasts it placed during the 1946 season for the U. S. Army Recruiting Service, Atlantic Refining Co. and Goodyear Tire & Rubber Co.

## City College Broadcasting Awards

**WJN**, New York for the most effective institutional sponsored radio program developed by a clear channel station (*Author Meets the Critics*).

**AMERICAN BCSTG. CO. Inc.** for promotion done on *America's Town Meeting of the Air*.

**COLUMBIA BCSTG. SYSTEM Inc.** for outstanding development in the network public service field (*Assignment Home*).

**ST. GEORGES & KEYES Inc.**, New York for the most effective institutional sponsored network radio program developed by an advertising agency (*Exploring the Unknown*).

## duPont Awards \*

**KDKA Pittsburgh**  
**WNAX Yankton, S. D.**  
**LOWELL THOMAS**, NBC commentator-reporter.

\* Cash award of \$1,000 to each winner accompanied by embossed recognition plaques. The three annual awards are presented under a special irrevocable and perpetual trust fund, established in 1942 by the widow of Alfred I. duPont in his memory. Selection committee: Dr. Francis P. Gaines, president, Washington and Lee University, chairman; Mrs. LaFell Dickinson, president of the General Federation of Women's Clubs; M. H. Aylesworth, first president NBC; the Rt. Rev. Henry St. George Tucker, presiding bishop of the Episcopal Church; Mrs. duPont; William H. Goodman, secretary of the Awards Foundation. Previous winners: 1943—WLW, Cincinnati; WMAZ, Macon, Ga.; Raymond Swing, 1942—KGEL, San Francisco (shortwave); Fulton Lewis,

## Edison Medal \*

**DR. LEE DE FOREST**, inventor, for pioneering achievements in radio and for the invention of the grid-controlled vacuum tube.  
 \* Presented by the American Institute of Electrical Engineers.

## IRE Memorial Awards \*

**Morris Liebmann Memorial Prize**  
**DR. ALBERT ROSE**, RCA Laboratories (1946)

for outstanding contribution in the field of radio.

**DR. PETER C. GOLDMARK**, inventor of the CBS system of color television (1945).

for contribution to the development of television systems, particularly in the field of color.

**Medal of Honor for 1946**  
**RALPH V. L. HARTLEY**, research consultant of Bell Telephone Laboratories, for work on oscillating circuits employing triode tubes.

for early recognition and clear exposition of the fundamental relationship between the total amount of information which may be transmitted over a transmission system of limited bandwidth and the time required.

**IRE Fellowships**  
**DR. GREGORY BREIT**, department of physics, University of Wisconsin, for pioneering in the experimental probing of the ionosphere.

for having initiated at an early date the pulse method of probing by reflection which is the basis of modern radar.

**HENRI G. BUSIGNIES**, Forest Hills, N. Y.

for accomplishments in the field of radio direction finders.

**HOWARD A. CHINN**, chief audio engineer, CBS.

for contributions to improved broadcasting.  
**THOMAS L. ECKERSLEY**, Danbury, Nt.

Chelmsford, England, for outstanding contributions to the theory and practice of radio-wave propagation research.

**WALTER C. EVANS**, vice president in charge of broadcasting, Westinghouse Electric Corp.

in recognition of past contributions to radio and present active participation in the affairs of the Institute.

**CLARENCE W. HANSELL**, Port Jefferson, N. Y.

for pioneer work in the development and application of equipment for the ever higher frequencies employed for radio communication.

**HAROLD L. KIRKE**, research station, Balham, S. W. 12, England.

for services to broadcasting in the British Isles, particularly for leadership in research activities of the British Broadcasting System.

**ELMER D. McARTHUR**, engineer, General Electric Co.

for developments in the field of ultra-high frequency electron tubes.

**HAROLD S. OSBORNE**, Cincinnati, O.

for contributions in the electrical communications field including outstanding leadership and direction in the application of new techniques to telephony.

**RONALD J. ROCKWELL** for active work in the affairs of the Institute and in the engineering of high-power international broadcast transmitters.

**DR. ARTHUR L. SAMUEL**, engineer, Bell Telephone Laboratories.

for fundamental work in the field of electronic research.

for development of devices of particular value at very high frequencies.

**DR. JOSEPH SLEPIAN**, engineer, Westinghouse Electric Corp.

for contributions as scientist, engineer and inventor to the field of electronics.

**PROF. JULIUS A. STRATTON**, department of physics, MIT, for contributions as a teacher and author, adept in the field of fundamental research, who has applied his knowledge to improve radio communications.

(Continued)

# THE STORKE STATIONS

**KTMS** The Santa Barbara News-Press Station

Regional Channel to Santa Barbara and the \$150,000,000 Tri-County Market!

**1,000 Watts Full time!**  
**It's an ABC Basic Station!**

**NOW - A ONE-STOP BUY!**

**KTMS - Santa Barbara**  
**KCOY - Santa Maria**

—giving you TWO stations with ONE buy!  
 Opens the doors to the 55,000 top income radio homes which spend \$150,000,000 annually in retail sales in the Tri-Counties! The Storke Stations give you a clear track into Ventura, Santa Barbara and San Luis Obispo counties!

See any Raymer man for Storke Stations Time

**KTMS-KCOY**

**THE STORKE STATIONS**  
 Santa Barbara—Santa Maria  
 Charles A. Storke, General Manager



**WILLIAM W. SWINYARD**, engineer, Hazeltine Electronics Corp. for recognition of his work in promoting electronics and the affairs of the Institute, particularly in his district.

**DR. MERLE A. TUVE**, Silver Spring, Md. for pioneering the experimental probing of the ionosphere and giving to the world the first publication of the experimental proof of the existence of the ionosphere.

for having initiated at an early date the pulse method of probing by reflection which is the basis of modern radar.

\* Presented by the Institute of Radio Engineers.

### Marconi Memorial Awards \*

*Marconi Memorial Service Award Plaques*

**INSTITUTE OF RADIO ENGINEERS**  
**AMERICAN RADIO RELAY LEAGUE**  
for contributions to prosecution of war.

*Marconi Memorial Medal of Valor*

**FORREST VOSLER**, WSYR Syracuse, radio operator, former Air Corps Sgt.

*Marconi Memorial Medals of Service*

**MAJ. GEN. H. C. INGLES**, Chief Signal Officer.

**COMMODORE E. M. WEBSTER**, Chief Communications Officer, Coast Guard, on leave as assistant chief engineer, FCC.

**REAR ADM. JOSEPH R. REDMAN**, vice president, Western Union, former Director of Naval Communications.

**MAJ. GEN. H. M. McCLELLAND**, Air Communications Officer, Army Air Forces.

*Marconi Memorial Commemorative Medal*

**SGT. IRVING STROBING**, Army radio operator who sent last message from Corregidor.

\* Awards sponsored by the Veteran Wireless Operators Assn.

### National Headliners Club Medal Awards

**RAYMOND SWING**, ABC commentator, for the best consistent domestic news broadcasts (particularly for his Friday night atomic bomb series).

**TOM SLATER**, MBS director of special events, for best special broadcast of the year (for arranging and broadcasting the Army's radar contact with the moon).

**DR. MAX JORDAN**, NBC foreign correspondent, for the most outstanding exclusive foreign news broadcast (first to broadcast news of the Japanese surrender).

### NRDGA Awards \*

**THE JAMES BLACK DRY GOODS CO.**, Waterloo, Ia. *RFD 1510*, farm and local news program, **KXEL Waterloo** (grand prize), for the outstanding program entered in the contest.

*Music for Moderns*, teen-age program, **KXEL Waterloo** (first award, smaller stores group).

**McCURDY & CO.**, Rochester, N. Y. *Little Symphony* (second award, smaller stores group).

**BULLOCK'S**, Los Angeles, Cal. *Diamond Lens*, part of a series titled *Favorite Story* (first prize), for outstanding program sponsored by stores doing an annual sales volume of more than \$5,000,000.

**MAAS BROS.**, Tampa, Fla. *Melody Matinee* (second prize), for outstanding program sponsored by stores doing an annual sales volume of more than \$5,000,000.

**WILLIAM HENGERER CO.**, Buffalo, N. Y. *Early Date at Hengerer* (third prize), for outstanding program sponsored by stores doing an annual sales volume of more than \$5,000,000.

**W. J. SLOANE CO.**, San Francisco, Cal. *This is Your Home* (special award of merit).

**WIEBOLDT STORES**, Chicago, Ill. *Melody Lens* and *Hi-Times* (honorable mention).

**POMEROY'S**, Reading, Pa. *Be-Teen Jamboree* (honorable mention).

**H. & S. POGUE CO.**, Cincinnati, O. *To Cincinnati at Six* (honorable mention).

**JOSKE'S OF TEXAS**, San Antonio, Tex. *Teen Top Tunes* (honorable mention).

\* Presented by the National Retail Dry Goods Assn. in a nationwide radio program contest. Judges included: Arthur Stelzer, president, James McCreery & Co., New York; Thomas D. Connolly, director of program promotion, CBS; Margaret Cuthbert, director of women's activities, NBC; Arthur Pryor, vice president and director of radio, BBDO; Isabel Wingate, professor, New York University.

### Ohio State Awards

*GROUP I—National Networks and National Organizations:*

**RELIGIOUS BROADCASTS**  
First award, *Eternal Light*, NBC. Honorable mention, *Catholic Hour*, NBC.

**AGRICULTURAL BROADCASTS**  
First award, *Columbia Country Journal*, CBS. Honorable mentions, *National Farm Radio Forum*, CBC; *National Farm & Home Hour*, NBC.

**WOMEN'S PROGRAMS**  
First award, *Consumer Time*, NBC.

**CULTURAL PROGRAMS**  
First award, *Theatre Guild of the Air*, ABC; *Invitation to Music*, CBS. Honorable mention, *White Empire*, CBC.

**PUBLIC DISCUSSION PROGRAMS**  
First award, *America's Town Meeting of the Air*, ABC. Honorable mention, *American Forum of the Air*, MBS.

**NEWS INTERPRETATION PROGRAMS**  
First award, *Raymond Swing*, ABC.

**SOCIAL PROBLEMS PROGRAMS**  
First award, *Here's Your Health*, CBC. Honorable mention, *I Was a Convict*, MBS.

**PERSONAL & FAMILY PROGRAMS**  
First award, *Don't Be a Sucker*, MBS; *The Bastards*, NBC. Honorable mention, *Home Is What You Make It*, NBC.

**CIVIC & SERVICE PROGRAMS**  
Honorable mention, *Canadian Red Cross Campaign*, CBC.

**INTERNATIONAL PROGRAMS**  
First award, *Raymond Swing*, ABC. Honorable mention, *The Pacific Storm*, NBC; *Transatlantic Call*, CBS.

**CHILDREN'S PROGRAMS FOR LISTENING OUT OF SCHOOL**  
First award, *House of Mystery*, MBS. Honorable mentions, *Story of America*, CBS; *March of Science*, CBS.

**ONETIME PROGRAM**  
First award, *On a Note of Triumph*, CBS.

*GROUP II—Regional Networks and Organizations, Regional and Clear-Channel Stations:*

**AGRICULTURAL BROADCASTS**  
First award, *This Business of Farming*, KSL Salt Lake City. Honorable mentions, *Sweet Land of Liberty*, WTAW, Austin, Tex.; *Ohio Farm & Home Hour*, WOSU.

**WOMEN'S PROGRAMS**  
First award, *Homemakers Program*, WHA Madison, Wis.

**CULTURAL PROGRAMS**  
First awards, *The Author Meets the Critic*, WHN New York; *Human Adventure*, WGN Chicago. Honorable mention, *The Land We Live In*, KMOX St. Louis; *Speaking of Music*, KOIN Portland; *Introductory Psychology*, WHA Madison, Wis.

**SOCIAL PROBLEMS PROGRAMS**  
First awards, *One Way Street*, KECA Hollywood; *New World a'Coming*, WMCA New York. Honorable mention, *Welcome*, KIZ Denver.

**PERSONAL & FAMILY PROGRAMS**  
First award, *Jobs for G.I.s*, KECA Los Angeles. Honorable mention, *When He Comes Home*, WMCA New York; *Keeping Up With the Wigglesworths*, originated in New York.

**PUBLIC ISSUES PROGRAMS**  
First award, *Columbus Town Meetings*, WBNS Columbus. Honorable mentions, *Hate Inc.*, WIP Philadelphia; *Labor Arbitration*, WMCA New York.

**NEWS INTERPRETATION PROGRAMS**  
First award, *Northwest News Parade*, WCCO Minneapolis. Honorable mention, *Pacific Diary*, WHA Madison.

**CIVIC & SERVICE PROGRAMS**  
First award, *Constant Invader*, National Tuberculosis Assn.; *This Is Your Story*, WWJ Detroit.

**INTERNATIONAL PROGRAMS**  
Honorable mention, *Let's Talk Russian*, WNEW New York.

**PROGRAMS FOR USE IN SCHOOL BY PRIMARY CHILDREN**  
First award, *Magic Book*, KMBC Kansas City; *Rhythm and Games*, WHA Madison.

**PROGRAMS FOR USE IN SCHOOL BY ELEMENTARY CHILDREN**  
First award, *News of the Week*, WOSU Columbus; *Let's Draw*, WHA Madison; *Standard School Broadcast*, KPO San Francisco and NBC-Pacific; *Shakespeare Series*, CBL Toronto.

**ONETIME PROGRAM**  
Special award, *San Francisco Conference of United Nations*, KFVB Hollywood.

*GROUP III—Entries by Local Stations of Organization:*

**AGRICULTURAL BROADCASTS**  
First award, *Meet the Farmer*, WGRG Louisville.

**CULTURAL PROGRAMS**  
First award, *Behind the Scenes in Music*, WNYC New York.

**PERSONAL AND FAMILY LIFE PROGRAMS**  
Honorable mention, *Family Life Radio Forum*, WNAD Norman, Okla.

**PROGRAMS FOR USE IN SCHOOL BY ELEMENTARY CHILDREN**  
First award, *Know Your City*, WNYE New York. Honorable mention, *People in the News*, Rochester School of the Air, on WHAM Rochester.

**PROGRAMS FOR USE IN SCHOOL BY JUNIOR AND/OR HIGH SCHOOL PUPILS**  
First award, *The Lands Between*, WNYE New York. Honorable mention, *The News, Places and People*, WBOE Cleveland.

**ONETIME PROGRAM**  
Special award to New York City Board of Education for Roosevelt Memorial, WNYE New York.

### George Foster Peabody Radio Awards \*

**COLUMBIA BCSTG. SYSTEM Inc.**, with special citation for Paul White, CBS news chief, for outstanding news reporting.

**KRNT**, Des Moines special citation for outstanding news reporting.

**EDGAR BERGEN & ARCH OBOLER** (double award) outstanding entertainment in drama.

**SYMPHONY OF THE AIR**, NBC & DR. HOWARD HANSON, Eastman School of Music & WHAM, Rochester (double award) outstanding entertainment in music.

**GEORGE V. DENNY** (*America's Town Meeting of the Air*) for outstanding educational program.

**WE MARCH WITH FAITH** for outstanding children's program.

**KFWB**, Hollywood

**WHAS**, Louisville (*Wake Up Kentucky*)

**WOV**, New York, with special citation for Arnold Hartley (*Mr. Columbo Discovers America*) for outstanding regional public service.

**KOMA**, Oklahoma City (*Save a Life series*) for outstanding local public service.

\* Established in 1940 in honor of the late George Foster Peabody by board of regents of the University of Georgia, to be administered by its Henry W. Grady School of Journalism.

### Sporting News Awards

**MEL ALLEN**, WINS New York, for No. 1 play-by-play broadcast of baseball games in Washington.

**HARRY CARAY**, KXOK St. Louis, for outstanding play-by-play broadcasts of American and National League baseball games (respectively).

**HARRY WISMER**, ABC director of sports No. 1 sports commentator of the East.

**SAM MOLEN**, KMBC St. Louis sports director No. 1 sports commentator of the Middle West.

**SAM BALTER**, KLAC Hollywood, sports director No. 1 sports commentator of the Pacific coast.

**WAGE**  
SYRACUSE, N.Y.

**DOMINATES**  
Central New York!

FIRST CHOICE OF TOP NATIONAL ADVERTISERS

**WAGE ABC**

**WILLIAM T. LANE**, Gen'l Mgr.  
SYRACUSE, N. Y.  
1 Kw. on 620 Kc.

Represented by the Edward Petry Co.







**FOR RADIO NEWS**

**UNITED PRESS**

Station and City	News Director Sports Director	Farm Director Women's Director
WTIC Hartford	Tom Eaton Bob Steele	Frank Atwood Betty Pattee
WKNB New Britain	Phil Cross Phil Cross	Virginia Murphy
WELI New Haven	George Bronson	Jean Porter
WNHC New Haven	Margaret Wilson King Fletcher	Mary diFant
WNLC New London	Charles H. Thompson Leslie Morson	E. F. Darrell Jane C. Cobb
WNOG Norwich	Cary Lesters	.....
WSTC Stamford	Julian Schwartz	Nell Daugherty
WATR Waterbury	Wally King	Miriam Hurlbut
WBRY Waterbury	E. Christy Erk	Fay Clark
WWCO Waterbury	Vincent Maloney Jr. Al Vestio	Paul McNally Lois Fenton

**DELAWARE**

WILM Wilmington	William P. Frank Del Parks	Marjorie Price
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**DISTRICT OF COLUMBIA**

WINX Washington	William Gold Bob Wolf	Pat Griffith
WMAL Washington	William Neel	Ruth Crane
WOL Washington	Albert L. Warner Bill Brundige	Marian Sexton
WRC Washington	William R. McAndrew Dutch Bergman	Nancy Osgood
WTOP Washington	Eric Sevareid Arch McDonald	Donald Lerch Elinor Lee
WWDC Washington	Fred Hoffman Tony Wakeman	Alice Lane

**FLORIDA**

WMFJ Daytona Beach	Larry Roller Ray Clancy	.....
WFTL Fort Lauderdale	Carter Holmes	.....
WIRA Fort Pierce	Douglas Silver John Sadler	Marjorie B. Silver
WRUF Gainesville	Dan Valentine Otis Boggs	Clyde Beale Helen S. Edwards
WJHP Jacksonville	C. S. Veal Al Jennings	.....
WMBR Jacksonville	Don Ferandon	.....
WPDQ Jacksonville	Dan Daniels Paul Clinton	Kay Stanley Ken Bell
WDSR Lake City	Jack Lindsay Edward King	Anne Daly Owen Parnacott
WLAK Lakeland	Lamar Morgan Bill Reeves	.....
WGBS Miami	Bill Sheetz George Gray	Jean Carey Jack McCormack
WIOD Miami	Bob Lyle Fred Clappitt	Jane Butler
WQAM Miami	Bill Cochran Phil Kelleher	Billie Womack Collin Drake
WKAT Miami Beach	Dinty Dennis	Alaine Powell
WTMC Ocala	Stan Kelly	Ucola Katszentine Virgil Evans
WDBO Orlando	John Nicholson Carter Scofield	Candy Keith Henry S. Jacobs
WCOA Pensacola	Tom Sawyer	Jane Parks Ward Bob Maurer
WFOY St. Augustine	Frankye C. Walker	Ellen Jane Smith
WSUN St. Petersburg	Fred Schilling George Robinson	Joe Berta Bullock
WRHP Tallahassee	Jeff Moshier W. B. Fraker	.....
WTAL Tallahassee	John Barrett Kenneth Ballinger	Mrs. R. S. Meigs H. B. Franklin
WALT Tampa	Don Phillips	Helen Todd
WDAE Tampa	Hilton Crowe Gene Garcia	.....
WFLA Tampa	K. W. Skelton Sol J. Fleischman	M. E. Swingley Kay Dowst
WJNO W. Palm Beach	Tom Matthews Fred Reiter	Mardi Liles Lucille Youmans
	Matt Gettings Bob Delaney	Kay Low

**GEORGIA**

WALB Albany	.....	Laura Shinkel
WGPC Albany	L. M. George Rudolph Willis	Cecil Fowler Mildred Hule
WAGA Atlanta	Dale Clark	.....
WATL Atlanta	Ernie Harwell Stan Raymond	.....
WSB Atlanta	Stan Raymond Walter Fanchall	Fare Lee Brock Jim Romine
WBBQ Augusta	Ad Penfield	Jane Sparks
WBHF Cartersville	Robert Nelson Thurston H. Bennett	Mickey Watkins Billy Bob Robertson
WGAA Cedartown	John C. Hamrick James E. Murf Jr.	Martha Lanham Dolph Williams
WDAK Columbus	Hall Wray Ed Reilly	Rowena Whitfield
WRBL Columbus	Ed Snyder Tommy Tucker	.....
WMJM Cordele	Bernard Lee Bruce Smith	James Vinson Rose Flourney
	William Blizard	William Belote

Station and City	News Director Sports Director	Farm Director Women's Director
WMOC Covington	.....	Leo Mallard Jean Botts
WMLT Dublin	Tom Vassy Tom Vassy	Mary Hudson
WLAG LaGrange	Herb Wells John Boggess	.....
WBML Macon	Glenn Hayes Walter Graham	Dot Drieman
WMAZ Macon	Ben Chatfield "Red" Cross	Herbert Johnson Mary Ellen Findley
WNEX Macon	Jim Weathers Al Lowe	Beverly McKanzie Channing Cope
WFOM Marietta	.....	.....
WMOA Marietta	Harold Haught	Mary Alice King Doug Henson
WMVG Milledgeville	Jack O'Connor Jack O'Connor	.....
WBIX Rome	Donald M. Rainey Robert L. Tomlinson	W. Hedgepeth Martha Daniels
WRGA Rome	Cap Hicks George Eubanks	Mather Payne Kitty Alford
WROM Rome	John MacLean	Mrs. John MacLean
WFRP Savannah	Robert Finnegan	Emmy Lou Burns
WSAV Savannah	James L. Woods Norman Strand	Alberta Beckwith Dwight Bruce
WTOC Savannah	R. M. Charlton Eddie Davis	Mary Davis
WRIC Toccoa	George Rountree George Rountree	.....
WGOV Valdosta	Herbert Harris Ned Lukens	R. E. Miller Ethel Bentley
WAYX Waycross	James G. Richards Jesse L. Outlar	C. L. Blalock Mrs. Walter Kearson
WRLD West Point	Bob Hubbell Miles Ferguson	Harry Sondin Cathryn Smith

**IDAHO**

KGEM Boise	Dick Tripp Harry Waterstone	Donald Bishop Thalia Kinkade
KIDO Boise	Richard Bartlett Bob Vaughan	Richard Bartlett Trula Swinehart
KBIO Burley	Frank Krshka Frank Krshka	Frank Krshka Catherine Lick
KCID Caldwell	H. R. McCosh	Helen McCosh
KID Idaho Falls	Gene Ackertley	Lu Buddy

(Continued)

**870**  
NBC ABC MBS CBS  
**KIEV**  
KFI KECA KHJ KNX  
*Center of Your Listening Pleasure*

**DOMINANTLY  
MUSICAL**



Studios and Offices  
**Hotel Glendale**  
Glendale 6, Calif.

**Cannon System  
Ltd.**



# NEWS, SPORTS, FARM and HOME ECONOMICS DIRECTORS

(Continued)

Station and City	News Director	Sports Director	Farm Director	Women's Director
KRLC Lewiston	Bill Watts		George Shreve	Virginia Taylor
KFXD Nampa	Ralph Paulson		Shirl Black	Nancy Buehler
KSEI Pocatello	David G. Rowe			
KEJO Pocatello	David G. Rowe			
KTFI Twin Falls	John Taylor		Mildred Hubbard	
KVMV Twin Falls	Milton Holt		Jim Green	
KWAL Wallace	Harold Arnold		Kay Arnold	
	Jerry Moffett		Celestine Salmon	
	Al Weeks		Betty Spencer	
	Joe Clements			

### ILLINOIS

WMRO Aurora	Michael O'Brien		W. P. Miller	Jane Leber
WIBV Belleville	B. Arundale		Yolanda Dee	Harry Leckrone
WCNT Centralia	Grant Stark		Harry Leckrone	Anne Collins
WAAF Chicago	Fred Niles		David Evans	Cynthia Coyle
WCRW Chicago	Russell Ryan			
WEDC Chicago	Vincent Garrity			
WENR Chicago	Bill Mack		Nina Czupara	Robert B. White
WGN Chicago	Roy Roth		Beulah Karney	Harold Totten
WIND Chicago	Con O'Dea		Katherine Roche	
WJJD Chicago	Robert F. Hurleigh		Ervin Victor	Rosemary Wayne
WMAQ Chicago	Frank Korch		Everett Mitchell	Judith Waller
WMBI Chicago	Jim Dale		Frances Youngren	
WSBC Chicago	Mark Russell		Mary V. Baker	Max Shaffer
WDAN Danville	Bob Elson		Honore Ronan	Jane Waddell
WSOY Decatur	W. B. Ray			
WTMV E. St. Louis	John Erp		Tommy Land	Mary Lindsay
WEBQ Harrisburg	Ray Brubaker		Jane Wynn	
WJPF Herrin	Mendel Kochanski			
	Richard Van Dyke			
	Max Shaffer			
	Bob Bruner			
	Ross Beatty			
	Wick Evans			
	Ray Schmidt			
	John Berry			
	Jim Duncan			
	Fred J. Reinhardt			
	Doug Hadley			

Station and City	News Director	Sports Director	Farm Director	Women's Director
WKAN Kankakee	Robert J. Hawkins		George Wells	Katherine Antrobus
WLBH Mattoon	Larry King		John Sanders	Marijane Robertson
WQUA Moline	Walt Ellis			
WSIV Pekin	Bad Dawson		William Houlihan	Mary Jean Van Note
WMBD Peoria	Bud Dawson		Emil Bill	Mary Linda Grimm
WTAD Quincy	Charles Dancyey		Dick Faler	
WROK Rockford	Les. Carmichael			
WHBF Rock Island	Brooks Watson		Olga Johannes	Forest W. Cooke
WCVS Springfield	Vince Lloyd		Millicent V. Polley	
WTAX Springfield	Dick Faler		Mary L. Dilley	Eugene Spry
WDZ Tuscola	Jim Woods		William E. Taber	Virginia K. Werthem
WILL Urbana	W. R. Traum		Robert Beeler	Jessie Heathman
	Morey Owens			
	C. F. Harrison Jr.			
	Ray Hampton			
	C. W. Neeld			
	Randall Furnace			
	Orial Holt			
	Shirl Evans Jr.			

### INDIANA

WTRC Elkhart	Eldon Lundquist		R. C. Stangland	Leah Reich
WGBF Evansville	Fred A. Rollison		Fred A. Rollison	Margaret Rosencranz
WGL Fort Wayne	Dick Shively		Madge Roemer	Jay Gould
WOWO Fort Wayne	Timothy O'Sullivan		Jane Weston	Harry Martin
WFBM Indianapolis	Bob Storey		Rose Lee Farrell	Arnold C. Johnson
WIBC Indianapolis	Sam Gifford		Muriel Mattox Casey	
WISH Indianapolis	Hilliard Gates		Catherine Daniels	William Randolph
WKMO Kokomo	Gilbert Forbes			
WASK Lafayette	Gordon Graham		Harold Schmitz	Clarene Abshier
WBAA Lafayette	W. F. Fox Jr.		Lee W. Allerton	Jane Reifel
WLBC Muncie	Luke Walton		Mary E. Miller	Frances Eward
WKBV Richmond	William Randolph		Sue Riley	
WHOT South Bend	Joe Jordan		Eleanor Moore	
WSBT South Bend	Dick Fraser		Bruce McCormick	Edward Raasch
WBOV Terre Haute	Tom McCrum		Victor H. Lund	Ann Wagner
WAOV Vincennes	John DeCamp		Robert Harris	
	Fred Moore Hinshaw			
	D. A. Burton			
	Dick Perry			
	Joe Kinser			
	Frank Crosiar			
	Mort Linder			
	Joe Boland			
	Bruce McCormick			
	Andrew B. Ferguson			
	Victor H. Lund			
	Robert Harris			

### IOWA

WOI Ames	Robert Mulhall		Dale Williams	Martha Duncan
WMT Cedar Rapids	Dale Williams		Charles Worcester	Pearl Bennett Broxam
KROS Clinton	Douglas B. Grant		John Rowher	Margaret Marsh
KSIB Creston	Hank Dillman		Arden D. McKee	Dorothy Lindley
KSTT Davenport	Cole McMartin Jr.		Lois Snively	Mary Louise Marshall
WOC Davenport	E. M. Horning		Winifred Speece	Betty Wells
KRNT Des Moines	G. J. Cosby		Herb Plambeck	
	Milton Wolken			
	Bob Redeen			
	Jon Hackett			
WHO Des Moines	Jack Shelley			
KSO Des Moines	Dick Burris			
KDTH Dubuque	Gene Shumate			
WKBB Dubuque	Gene Gragg			
KVFD Fort Dodge	Karl Gorsche			
KFJB Marshalltown	Gerald McAleece			
KGLO Mason City	L. Vaughn Gayman			
KWPC Muscatine	James D. Carpenter			
KBIZ Ottumwa	Ed Breen			
KFNF Shenandoah	Frank Sims			
KMA Shenandoah	Max M. Smith			
KTRI Sioux City	William E. White			
KICD Spencer	Charles Hilton			
KXEL Waterloo	Bud Suter			
	Robert Liebbe			
	Robert Liebbe			
	Paul Pappas			
	Del Donahoo			
	Bill Kistler			
	Ralph Childs			
	Lou Black			
	Al Triggs			
	Wayne Ross			
	Les Harrt			
	Mason Dixon			
	H. R. Gross			
	Bob Elston			

### KANSAS

KSOK Arkansas City	W. "Whit" Whitley		Gene Zimmerman	Alice Finney
KVAK Atchison	W. "Whit" Whitley		Allen R. Menefee	Virginia Blair
KGGF Coffeyville	Jim Purcell		Joe Cook	
KTSW Emporia	Ken Goodding			
KIUL Garden City	Robert Mott		Norma Joat	
KVGB Great Bend	Victor Peck			
	Bob Ball			
	Ray Beals			
	Kay Lovitt			
	Bill Jarvis			

(Continued)



ALWAYS IN THE

## Winner's Circle

KWKW's Kilowatt Kolt symbolizes the attention-getting programming and sales-pulling power of this alert station serving America's third richest market.

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**Wm. J. Beaton, Gen. Mgr.**

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1435 KC 1000 WATTS

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

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

**AAP**

**FOR:**

**AM-FM-TELEVISION**



**NEWS, SPORTS, FARM AND  
HOME ECONOMICS DIRECTORS  
(Continued)**

KWBW	Hutchinson	George Alden Ray Loveless Adrian Leonida	George Alden Jane Dougherty
KWHK	Hutchinson	.....	.....
WREN	Lawrence	Fred Conger	Arden Booth
KSAC	Manhattan	Max Falkenstien Dick Cech Dick Cech	Grant Salisbury
KOAM	Pittsburg	Bob Arthur Bob Arthur	Lou Martin
KSAL	Salina	Gene Moser Stu Dunbar	Stewart Peck
WIBW	Topeka	E. C. (Ernie) Quigley	Gene Shipley
KANS	Wichita	Wayne Shull Vic Rugh	Bob Drake Josephine Rice
KFBI	Wichita	Milo Knutson Buzz Hassett	Lester Weatherwax Martha Lu Davidson
KFH	Wichita	George Gow Larry Stanley	Bruce Behymer Ethel Jane Zerkle
<b>KENTUCKY</b>			
WCMI	Ashland	William Hurt Clay Dopp Al Temple	James Cross Louise Wallace Fred Bradshaw Gayle Finley
WLBJ	Bowling Green	Ken Given Earl Davis Jack Baker	.....
WFKY	Frankfort	.....	Jessie Lockwood
WKAY	Glasgow	.....	Eula Jones
WHIN	Harlan	Eddie Whitehart	.....
WSON	Henderson	Bryan Davidson Bob McGaughey F. Ernest Lackey	Martha J. Reed Bob McGaughey Bennie Besire
WHOP	Hopkinsville	Claude Sullivan Phil Sutterfield B. Rae Hall J. B. Faulconer Russell Pirkey Don Hill Jack Donnal W. Boyard Clayton Paul Huddleston George Walsh	Reese Bach Sara Dean Charles Farmer Marcia Young Mary Jane Jesse C. M. East Ethel Lee Frank Colley Lu Murphy
WKLX	Lexington	.....	.....
WLAP	Lexington	.....	.....
WAVE	Louisville	.....	.....
WGRC	Louisville	.....	.....
WHAS	Louisville	.....	.....
WINN	Louisville	.....	.....
WKYW	Louisville	.....	.....
WOMI	Owensboro	.....	.....
WKYB	Paducah	.....	.....

Station and City	News Director Sports Director	Farm Director Women's Director
WPAD Paducah	Gene Peak	.....
<b>LOUISIANA</b>		
KALB Alexandria	Jesse Sexton Alex Marchand	Harper Clark Eleanor Wagner
WJBO Baton Rouge	.....	.....
WLCS Baton Rouge	Bob Seacree H. E. Ratcliff Earl H. Smith	I. J. Heath Gladys Edwards Arthur LeBlanc
KCIL Houma	John Bowie Dick Walsh	Mary Conwell Pelham Mills
KPLC Lake Charles	Joe Campbell Jerry Bozeman	Anna L. Clark
KMLB Monroe	Joe Pearce L. Gibbs	.....
WDSU New Orleans	Warren Kennedy Bryon Dowty	Shirley Kilgore
WJBW New Orleans	Jeff Hug Cy Newman	.....
WJMR New Orleans	Hal Walker Joe Dorsey	P. S. Bernard Olga Danner
WNOE New Orleans	Tom Abbott Ray McGuire	Eldon Durand Gordon Loudon
WWL New Orleans	.....	Suzanne Jareau
KTBS Shreveport	Bill Brengel Nick Gearhart Nick Gearhart	.....
KWKH Shreveport	Robert B. Mahoney	.....
<b>MAINE</b>		
WFAU Augusta	Robert I. Payne	Catherine Rice
WRDO Augusta	Danny Kelly Don Powers	Jake Brofee
WABI Bangor	Harold Dorr John Barry	.....
WCOU Lewiston	Roselle Coury John C. Libby	Charlotte Carter Eugene Parker Roselle Coury
WCSH Portland	John Hogan Harold Dyer	Linwood H. Brofee Agnes Gibbs
WGAN Portland	Nancy L. Hallet Worthen C. Cornish	Sherman Rowe
WPOR Portland	.....	George Hunter Rose Marie Jordan Ted Cuffin J. B. Dillen
WAGM Presque Isle	Bob Martin Elmen Ingalls Sid Cook	Deborah B. Cotton
WTVL Waterville	.....	.....
<b>MARYLAND</b>		
WASL Annapolis	Tommy Thompson Bob Dalton	Harrison Eagles Jill Allen
WCAO Baltimore	Dwight Burroughs Nelson Baker	.....
WCBM Baltimore	Jerry Mares Eddie Fenton	Bettie McCall Newell Warner Helen Hall
WFBR Baltimore	John M. Alderson Stewart R. Kennard	Martha Ross Temple
WITH Baltimore	Phil Nesbitt Bill Dyer	.....
WBCC Bethesda	Paul A. Shinkman	.....
WTBO Cumberland	.....	.....
WFMD Frederick	Jay Bechtel Bill Sell Bill Sell	Bill Sell Roenna Fahrney Will Groff
WJEJ Hagerstown	Glenn Thomas James Riser	Roma C. Preman
WBOC Salisbury	.....	.....
WGAY Silver Spring	J. B. Greenberger Don Bell	.....
<b>MASSACHUSETTS</b>		
WBMS Boston	.....	Helen Sutton
WBZ Boston	F. E. Whitmarsh "Bump" Hadley	Mildred Carlson George Graves Mildred Bailey
WCOP Boston	Ronald Cochran Chuck Crosby	J. H. Buffum Caroline Cabot Heloise Broeg
WEEI Boston	L. F. Sargent Jim Britt	Priscilla Fortescue Evelyn Howe
WMEX Boston	Karl Banks Frank Fallon Leland Bickford	Marie Mason
WNAC Boston	Tom Hussey Terry Colwell	Louise Morgan
WACE Chicopee	.....	.....
WSAR Fall River	Joe Walsh Lindy Miller	.....
WEIM Fitchburg	Jim Chalmers Jim Chalmers	Earle G. Clement Dottie McKittrick
WHAI Greenfield	Graydon Spragg John W. Haigis Jr.	.....
WHYN Holyoke	.....	Helen Hope
WLLH Lowell	Fred Simmonds Tom Clayton	Betty Clayton
WNBH New Bedford	Otto Glade James Gleason	.....
WBRK Pittsfield	Robert Burbank Dan Healy	Robert Burbank Mrs. F. Whitney
WESX Salem	Ruth Putman Henry Collins Tom Lester	Irene Roberts
WMAS Springfield	Curt Noyes Robert Donahue	.....
WSPR Springfield	Robert Feldman Wayne H. Latham	Mae Brown
WNEB Worcester	Robert L. Jones Andrew F. Hickey	.....
<b>MICHIGAN</b>		
WABJ Adrian	.....	Mrs. R. McCreery
WPAG Ann Arbor	Otis Hardy Bob Ufer	Howard Heath
WBCM Bay City	Frank J. Walsh Frank J. Walsh	G. Edward Vallender Carolyn C. Rexer

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(Continued)

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**NEWS, SPORTS, FARM AND  
HOME ECONOMICS DIRECTORS  
(Continued)**

Station and City	News Director Sports Director	Farm Director Women's Director
WHDF Calumet	Earl Norden Stanley Cook George Labadie Fred Knorr	Arnold Lahikainen Myrtle Barrette Kirk Knight Prudy Butterfield
WKMH Dearborn	Edward McKenzie Al Nagler William Sawyer Bill Martin	Betty Roberts Jean Standish Marshall Wells Agnes Clark
WJBK Detroit	G. W. Gushing Don Wattrick	John Merrifield Fren Harris
WJLB Detroit	Tom MacMahon E. L. "Ty" Tyson	Edythe F. Melrose
WJR Detroit	Henry Alexander	Tom Waber
WWJ Detroit	Tom Waber	Jack Lewin Bob Reynolds
WXYZ Detroit	Tom Waber	George Geiger
WKAR East Lansing	Tom Waber	Bruce R. Grant Don Fisher
WFDF Flint	Jack Lewin Bob Reynolds	John Marshall John Marshall
WMRP Flint	George Geiger	Dick Henry Bob Smith
WJEF Grand Rapids	Bruce R. Grant Don Fisher	Dick Henry Bob Smith
WLAV Grand Rapids	John Marshall John Marshall	Leonard Colby Alex Dillingham Ralph Kauffman
WOOD Grand Rapids	Dick Henry Bob Smith	Howard Finch P. Mars R. Andrews Jack Newman
WKZO Kalamazoo	Leonard Colby Alex Dillingham Ralph Kauffman	Ed Kihn Al Beck
WILS Lansing	Howard Finch P. Mars R. Andrews Jack Newman	Lyle Patterson Lyle Patterson Gordon A. Sparks
WJIM Lansing	Howard Finch P. Mars R. Andrews Jack Newman	William Lofback Hugh Davoll
WKLA Ludington	Howard Finch P. Mars R. Andrews Jack Newman	Clarence Harnden Yvonne Lafferty
WEBZ Muskegon	Jack Newman	
WMUS Muskegon	Ed Kihn Al Beck	
WHLS Port Huron	Lyle Patterson Lyle Patterson Gordon A. Sparks	
WEXL Royal Oak	Gordon A. Sparks	
WSAM Saginaw	William Lofback Hugh Davoll	

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Pittsburgh  
...market?**



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JOSEPH HERSHEY MCGILLVRA, Nat. Rep.

Station and City	News Director Sports Director	Farm Director Women's Director
<b>MINNESOTA</b>		
KBUN Bemidji	Bob Mullen Bob Mullen Bernard Anderley M. C. Gorham Bill Krueger Ryan Hailoran Earl Henton Milton Josephson W. E. Conner Don L. Albertson	Bob Runyon Dorothy Lagather Elizabeth Daniels
KLIZ Brainerd		
KDAL Duluth		
WEBC Duluth		
KGDE Fergus Falls		
KYSM Mankato	Orrin Melton Frank Endersbe Robert Boyle Bill Gibson Sig Mickelson Haley Hall Craig Campbell Dean Sherman Cliff Rian Rollie Johnson Arv Johnson Manny Marget David Johnson Bob Forsyth	Burt Passer Loretta Ulmen Maynard Speece Jo Bjornson Larry Haeg Darragh Aldrich Sally Delaney Max Karl Arleth Haerberle Gwendolyn Thompson John McCone Mary Miller Cliff Sakry Patricia Pattison Gary Wiegand Hunter Como Alice M. McBride Irene Peters Marjorie Mitchell
KUOM Minneapolis		
WCCO Minneapolis		
WDGY Minneapolis		
WTCN Minneapolis		
KVOX Moorhead	Bernard Lusk Frank Farrington John Verstraete Jack Horner Hunter Como Bud Germ	
WCAL Northfield		
KROC Rochester		
KFAM St. Cloud		
KSTP St. Paul		
WHLB Virginia		
KWLM Willmar		
KWNO Winona	C. E. Williams	
<b>MISSISSIPPI</b>		
WROX Clarksdale	Tom Reardon	
WCBI Columbus	Jack Dix Jack Dix	Harley Hanson Doris Winfield Willie Mae Moore T. W. Williams Lillian Howell
WCJW Columbia		
WCMA Corinth	James E. Blaine Winn Douglass Robert Thompson Robert Thompson	
WJPR Greenville		
WGFM Greenwood	Van Power Felix Adams Jr. Ed Jenkins Roger Stoner Roger Stoner	Ed Jenkins Betty Cile Freeman Roger Stoner Theresa Watson
WFOR Hattiesburg		
WJXN Jackson		
WSLI Jackson	Charlie Rawls Jack Hill Jack Hill	
WAML Laurel		
WLAU Laurel		
WMOX Meridian	Carrol Jackson Louis Neitzel Jery Kerns Jim Shelton Ray Muller Neil Lovett Dick Doyle Dick Doyle	Nancy Allen Marylyn Lawrence Neil Lovett Martta Ludlam Don Whitney Emily Grantham
WTOK Meridian		
WELO Tupelo		
<b>MISSOURI</b>		
KFUO Clayton	Elmer Knoernschild Paul Taff Wick Evans	Elmer Knoernschild Elmer Knoernschild
KXLW Clayton		
KFRU Columbia		
KHMO Hannibal	Harold Douglas George Allan Paul McClelland Paul Stubblefield	Dorothy Taylor George Allan
KSWM Joplin		
WMBH Joplin	Charles MacIntyre Charles MacIntyre Eric Tainter Larry Ray Jim Monroe Walt Lochman Erle Smith Sam Molen Bob Stansard Byron Kearbey Jr. William Bowers Leonard Rader Floyd M. Sullivan Lee George Dee D. Denver Jr. Gene Sullivan Joe Killgore Paul Roscoe Rex Davis Alex Buchan O. J. McQuigg Bill Orum Gene Terry	Ethel Owens Charles MacIntyre Leonard Brown Ann Hayes Phil Evans Caroline Ellis W. F. James Helen M. Peterson Cari Haden Harry H. Packard Dorothy Phillips Ted Mangner Louise Munsch Charles Stookay Kay Morton
KCKN Kansas City		
KCMO Kansas City		
KMBC Kansas City		
KWOC Poplar Bluff		
KTTS Springfield		
KWTO Springfield		
KFEQ St. Joseph		
KRES St. Joseph		
KMOX St. Louis		
WEW St. Louis		
KWK St. Louis		
KXOK St. Louis		
<b>MONTANA</b>		
KBMY Billings	Herbert Hunter M. F. Enright M. F. Enright	Leroy Swecker Elaine Mikalson Ralph McCall June Leff George Wooley Betty Haskell Jack Kennedy Joyce Gillham Bob Greer Glen Millhouse Alicia Byers Frances Drum Bill Strouthman Mrs. Berlin Boyd
KGHL Billings		
KXLQ Bozeman		
KXLF Butte	Mel Jass Mel Jass Bob Greer Bob Greer Don Treloar Jas. Robischon Norm Carson Glenn Denton Bob Martin Warren Mead	
KPRK Livingston		
KGEZ Kalispell		
KRJF Miles City		
KGVO Missoula		

Station and City	News Director Sports Director	Farm Director Women's Director
<b>NEBRASKA</b>		
KORN Fremont	Ray Arvin	Dan Jackson
KHAS Hastings	Ray Arvin Herb Clark	Marjorie Christensen Herb Clark Lucille Lane Ardis Scholts Floyd Kalber Peg Biber Bob Johnson Mary E. Stewart Art Thomas Mary Moore Ed Lauener
KGFW Kearney	Clair Gross John Mitchell Fred Hess Hugh Bowen Art Thomas	William Macdonald
KFOR Lincoln	Charley Craig Joe di Natale Dick McCann Ed Morgan Harvey Swenson Lyle Bremser Ted Haas Boh Steelman	Belle West
WJAG Norfolk	Jack Sander Soren Munkhof Tom Daley Tony Kehl Bill Keene	Mal Hansen
KODY North Platte		Dick Parkes Helen Boyd
KBON Omaha		
KFAB Omaha		
KOIL Omaha		
KOWH Omaha		
WOW Omaha		
KOLT Scottsbluff		
<b>NEVADA</b>		
KBNE Boulder City	Don Ashbaugh	
KATO Reno	Bob Stoddard	Betty Barr Norman Katen Jo Miller
KOH Reno	Doug Mitchell	
<b>NEW HAMPSHIRE</b>		
WKXL Concord	Norman E. Bailey Ralph Fenno Howard E. Wheelock Paul Perreault	Roberta G. Wood Blanche Crippen Stacey Cole Ruth Redington Marie Forsberg Adeline Casseboom
WKNE Keene	Armand LaPointe George Christie Arthur I. Rothafel Arthur I. Rothafel John Clarey Tony Adams Winslow Bettinson Jack Kane	Bob Webster Julie Blake Duane Young Lee Spencer
WLNH Laconia		
WFEA Manchester		
WKBR Manchester		
WMUR Manchester		
WHEB Portsmouth		
<b>NEW JERSEY</b>		
WFPG Atlantic City	Earl Keyes Mel Skind Don Hart Jerry Alden Roland Trenchard William Sherman Bob Carter Ted Webbe	Charlie Murray Phyllis Houston Adele Hunt Roy Grove Minerva Davenport A. C. Whitman
WSNJ Bridgeton		
WAAT Newark		
WPAT Paterson		
WTTM Trenton		
WWBZ Vineland		
<b>NEW MEXICO</b>		
KGGM Albuquerque	Walter L. Peterson James Maloney Robert E. Lloyd Stan Lowell Dave Button Lee Gordon Stanley K. Brown Stanley K. Brown Harry McAdams Harry McAdams L. R. Trainer H. H. Bode	Lee H. Gould Mary Walker Lee Gordon Florence Jenkins Vera Brown Beulah Shirk Dorothy G. Thwaites Glen Venrick Jeanette Lowe Lee Sawyers Harry L. Becker Chris Kelly Steve Alex Louise Upchurch
KOB Alburquerque		
KSVP Artesia		
KGAK Gallup		
KWEW Hobbs		
KCHS Hot Springs		
KFUN Las Vegas		
KGFL Roswell	Dick Crosby	
KTRC Santa Fe		
KVSF Santa Fe	Harry L. Becker Richard Greene Steve Alex Paul Hunter	
KSIL Silver City		
<b>NEW YORK</b>		
WBTA Batavia	Jim Gerrety Gordon Bridge George O'Connor Robert Cullings Hal Kent Bill Pryor	Jane Bonney Ray Whitlock Sally Work
WINR Binghamton		
WNBF Binghamton		
WBEN Buffalo	James Wells William E. Miles Gene Korzelius Edward McCarthy Van Patrick	Dorothy Shank Bernard C. Hargreaves Katherine Randolph
WBNY Buffalo		
WEBR Buffalo		
WENY Elmira	Bill Pope John Frogge Bob Stirrat Fred Carota Dan Reardon S. M. Woodside S. M. Woodside Bill Price	Robert Givvord Dorothy Karig Lou Kaiser Gertrude Grover Don Curtis Frances Balcom Ann Scott Maureen Monaghan
WGBB Freeport		
WWSC Glens Falls		
WHCU Ithaca		
WJTN Jamestown		
WKNY Kingston	Bob Browning Dick McCarthy Maureen Monaghan Bill Conroy	
WICY Malone		

Station and City	News Director Sports Director	Farm Director Women's Director
WMSA Massena	Jim Nash	Jim Nash
WALL Middletown		Gale Gray
WGNV Newburgh	William Forrest	Margaret Robinson
WHN New York	Marty Glickman Tom Velotta Joe Hesel Cliff Evans	Phil Alampi Grace Johnsen
WJZ New York		Isabella Beach
WLIB New York	Leon Goldstein Steve Ellis Thomas B. McFadden John Jaeger	
WMCA New York		
WNBC New York	Allan Zachary Kervin Kennedy Dave Driscoll Stan Lomax	Lilian Supove Joe Bier
WNEW New York		
WNYC New York	Jacko Maxwell G. T. Milan Don Felton	R. G. Spaulding Jess McConnel
WOR New York	George Bergeron Vince Tague Ned McGrath Lloyd B. Gibson	Flo Beach Rowe
WWRL New York	John Lawrence Richard Crans Charles Healy David E. Kessler Jack Ross Robert Turner Ralph Knox Lowell MacMillan	Betty Krause
WHDL Niagara Falls	John Lawrence Richard Crans Charles Healy David E. Kessler Jack Ross Robert Turner Ralph Knox Lowell MacMillan	Fern Morris Thomas W. Murray
WSLR Ogdensburg	W. T. Meenam George Miller Bill Pope Jim Healey Bill Carpenter Glenn Williams Nick Stemmier Harvey D. Sanderson Ronald Dunlavy	Geraldine Myles R. B. Child Martha Brooks Betty Lennox Martha Smith Amelia Nelson Robert F. Doubleday
WHAM Rochester		
WHEC Rochester		
WRNY Rochester		
WSAY Rochester		
WNBZ Saranac Lake		
WGY Schenectady		
WSNY Schenectady		
WAGE Syracuse		
WFBL Syracuse		
WVDR Syracuse		
WOLF Syracuse		
WSYR Syracuse		

(Continued)

# WNBF

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**Effective February 1, 1947**



**NEWS, SPORTS, FARM AND  
HOME ECONOMICS DIRECTORS  
(Continued)**

Station and City	News Director Sports Director	Farm Director Women's Director
WTRY Troy	E. W. Rossell Roy Shudd	E. W. Rossell Mary E. Gaynor
WIBX Utica	John Davis Mike Sandy	Tom Page Elizabeth Odames
WATN Watertown	.....	G. H. Righter
WWNY Watertown	John G. Case	Earl R. Kelly Gwen Scanlin
<b>NORTH CAROLINA</b>		
WISE Asheville	Dan Kilton Fred Pelle	Fred Pelle Nina Burrell
WNCA Asheville	Fred Brown Bill Ward	Jack Rabel Hazel Williams
WWNC Asheville	Bill Melia Charles Davis	Harold Dale Beth Taylor
WBBB Burlington	Leon Smith Tank Nelson	Leon Smith Carol Winter
WAYS Charlotte	J. Norman Young J. B. Clark Jack Knell	J. Norman Young Mona Paine
WBT Charlotte	.....	Grady Cole
WSOC Charlotte	.....	Mrs. Trippie Walker
WDNC Durham	.....	Mrs. J. Frank Jarman
WDUK Durham	C. James Woodhouse	.....
WTIK Durham	A. Shirley Brown George Norwig	Mildred Fazzin George Norwig
WCNC Elizabeth City	Don Pierce Bill Krough	Jane Thomason
WFNC Fayetteville	Marjorie Jordan Tiny Martin	Elsie Bray Tiny Martin
WGBR Goldsboro	Tiny Martin John G. Britt	Willard Bedell George Ball
WBIG Greensboro	Hal Grant Al Rice	Margaret Long Bob Jones
WGBG Greensboro	Wally Williams Andy Brown	Bill Taylor Andy Brown
WGTC Greenville	Ed Menke William Gatling	Charles Whedbea Margaret Richardson
WHNC Henderson	Charles Whedbea Allan Cook	Ted Austin Virginia Parham
WKHP Hendersonville	Bob Harrison Ed Leach	Bob McGarity Agnes Leach
WMFR High Point	Ed Leach Doug Mayes	Gary C. Davis Lois Cusworth
WJNC Jacksonville	Gort Wilbur Gort Wilbur	Elmo Cronk Margaret Haught

*Our story is simple and to the point. We are proud of our Station, the work we have accomplished here in the six years of our existence, the honors that have been bestowed upon us by radio editors and others for our programming and public service. Considering this record, our know-how, and the fact that our market is one of the largest in the country, we are certain we can serve you to your complete satisfaction.*

# WPAT

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ARMORY 4-3400      PENNSYLVANIA 6-2945

Station and City	News Director Sports Director	Farm Director Women's Director
WFTC Kinston	Herman Civils	Herman Civils
WLOB Leaksville	Kenneth Thomas Dallas E. Gwynn	Mabel M. Gunn W. Phil Leggett
WTSB Lumberton	Frank Elliott Frank Elliott	Ellenor French Paul Parker
WHIT New Bern	Bill O'Connell Dick Shane	Barbara Furbush Ted Leeper
WPTF Raleigh	J. Edgar Kirk Phil W. Ellis	Harriet Premly Clifford E. Bair
WRAL Raleigh	Marjorie Ragan Ray Reeve	Jesse Helms Mamie Nash
WCBT Roanoke Rapids	Jesse Helms A. L. Drew	Margaret Nisbet Valerie Nicholson
WSTP Salisbury	Russell McIntire James Turner	Steve Woodson Charles Raper
WOHS Shelby	George Flowers George Flowers	Margaret McNeill J. C. Putnam
WENC Whiteville	Paul Wynn	Mrs. D. V. Mitton Lee Parker
WMFD Wilmington	.....	Lela Watson Harvey Dinkins
WGTM Wilson	Thomas S. Gause R. H. Davis	Elizabeth Trotman
WSJS Winston-Salem	Clint Faria F. O. Carver Jr. Johnny Miller	.....
<b>NORTH DAKOTA</b>		
KFYR Bismarck	Chuck Schoregge Bill Murphy	Betty Roether
WDAY Fargo	Jim Baccus Bill Weaver	.....
KILO Grand Forks	Dick Anthony Dick Charles	Elaine Vieg Lloyd R. Amoo
KSJB Jamestown	Frank Gillespie Bill Brady	Florence Putnam
KGCU Mandan	.....	.....
KLPM Minot	Merrett Bushee John B. Cooley	E. H. Cooley Harriet Frank
KOVC Valley City	Floyd Wynne Bob Ingstad	.....
<b>OHIO</b>		
WADC Akron	Harold Hageman Bill Griffiths	Bill Beers Marion Alexander
WHKK Akron	Harvey Bogan William Pierson	Cliff Rodgers Peg Rodgers
WICA Ashtabula	A. B. Newkirk A. B. Newkirk	John Strasen Millicent Soet
WCMW Canton	Bill Karrenbauer Vic Decker	Cal Heintz Phyllis Bachelder
WHBC Canton	James L. Dooley Jim Muzzy	Richard C. Merrin Carol Adams
WCKY Cincinnati	John Murphy	.....
WCPO Cincinnati	Paul Dixon Waite Hoyt	.....
WKRC Cincinnati	Tom McCarthy Dick Nesbitt	Ben Werk Helen Nugent
WLW Cincinnati	Howard Chamberlain Henry Fisher	Roy Battles Betty Brady
WSAI Cincinnati	Michael Evans	.....
WGAR Cleveland	Charles Day Bob Neal	Esther Mullin
WHK Cleveland	Glenn Whisler Don Campbell	Eleanor Hanson
WTAM Cleveland	Edward Wallace Tom Manning	James Chapman Mildred Funnell
WBNS Columbus	Bill McKinnon Bill Corley Marty DeVictor	Bill Zipf Fern Sharp
WCOL Columbus	.....	Tom Harmon Mrs. Phil Houston
WHKC Columbus	Jay Wagner Albert Parlin	Arthur Robinson Rita Thomas
WOSU Columbus	B. J. Sweeney Paul Wagner	William Zipf Miriam Foltz
WHIO Dayton	Ed Sprague	.....
WING Dayton	Si Burick Don Snyder	Madeline Wise
WFIN Findlay	Jack Zeigen Lou Tschudi	.....
WMOH Hamilton	Fritz Sorenson	Bud Sayre
WLOK Lima	J. Paul Henson	Luella Engel Millie Soule
WMAN Mansfield	Harry Jay Edgar Ulrich	Ercel Johoske
WMRN Marion	Robert C. Horn Charles Carson	.....
WPAY Portsmouth	Don Sherwood Don Sherwood	Hal O'Halloran Madge Cooper
WIZE Springfield	R. E. Marshall R. E. Marshall	Harold Sagraves Lucile Graham
WSTV Steubenville	Robert Boettcher Robert Terry	Alice Behman F. P. Taylor
WSPD Toledo	George Wilson Wally Ingalla	Harley West Norma H. Richards
WTOB Toledo	James W. Uebelhart Robert B. Evans	Josephine Cody Ken Lawrence
WTRN Warren	Jean Shepherd Dallas DeWeese	Marge Wells Charles R. Cleaver
WFMJ Youngstown	Don Miller Robert C. Locke	Jean L. Krieger Marion Resch
WHIZ Zanesville	Lee Leonard Earl Brannon Russ Gardner	Dalton Hille

Station and City	News Director Sports Director	Farm Director Women's Director	Station and City	News Director Sports Director	Farm Director Women's Director
<b>OKLAHOMA</b>					
KADA Ada		Jerry Fulson Betty Hughes	WKRZ Oil City	Ted Fimey Joe Conners Paul Capron William Campbell Jack Melloy Sherry O'Brien Richard Koster Tom Moorehead J. J. Harper Franny Murray Chuck Thompson Samuel Ettinger	Amos Kirby Creighton Stewart
KVSO Ardmore	Glenn Pool	Maxene McGowan	WCAU Philadelphia	Jeff Carr Harold Hadley Bill Sears F. A. Fitzsimmons W. C. Sutherland John F. Boyer William M. Burns Jr. Harold Traynor	Bob Gross Anice Ives Elwood Stutz Zella Drake Harper
KWCO Chickasha		Jane Forrester L. L. Preston Alice Howenstine	WDAS Philadelphia		
KASA Elk City	Steve Cowan Steve Cowan		WFIL Philadelphia		
KCRC Enid	Hugh J. Finnerty	R. J. Christian Lucile York George Overton Molly Hutcheson Norman Godfrey Beverly Kobel	WIBG Philadelphia		
KSWO Lawton	M. Roberts Guy Brown Lowell Clark J. W. Harmon P. A. Bruner Tom Davidson	Betty Jane McClain	WIP Philadelphia		Aileen Carroll
KTMC McAlester	Jack Payne		WPEN Philadelphia		H. H. Martz Evelyn Gardiner Janet Ross
KBIX Muskogee	C. E. McDaniel Bob Eastman Curt Gowdy		KDKA Pittsburgh		Jane Gibson
WNAD Norman	Mose Simms Bruce Palmer Pat Ryan Roy J. Bowman Roy J. Bowman Glenn Coudon		KQV Pittsburgh		Florence Sando
KOCY Oklahoma City	Ed Lemons Julie Benell Richard B. Moore		WCAE Pittsburgh		Ann Cristy
KOMA Oklahoma City	Ben Harrover Tommy Warren Dick Campbell Dick Campbell Jack Morris Jack Charvat Ken Miller John Henry	Ewing Jones	WJAS Pittsburgh		Marie Wilk John Gray Peggy Portner Charles Adams Barbara Lenker
KTOK Oklahoma City		Lucille Burns Bill Hoge Mary Lou Fandel Sam Schneider Nelle Marie Skinner	WWSW Pittsburgh		Eva Sandeffer
WKY Oklahoma City			WPPA Pottsville		Rex Carter Eleanor Johnston
KGFF Shawnee			WEEU Reading		Elyn Yoders Jim Hutchison
WAKC Tulsa			WHUM Reading		Mary Jean McCarthy Herman Stebbins Kathryn Bollinger
KFMJ Tulsa			WARM Scranton		
KOME Tulsa			WMBS Uniontown		
KTUL Tulsa			WJPA Washington		
KVOO Tulsa			WBAX Wilkes-Barre		
<b>OREGON</b>					
KWIL Albany	Paul Danielson Hal Byer Milton Levy Ken Holden	Herb Davidson Blanche Pound Lee Jacobs Grace Baer Kes Cannon	WBRE Wilkes-Barre		
KBKR Baker		Arnold Ebert Lillian Schloeman	WSBA York		
KBND Bend		Gere Arnold Donn C. Shearer Beverly Clark Chester Stuart	WEAN Providence	Richard White Warren Walden	Carolyn Wallace
KOAC Corvallis	Ed Arnold James M. Morris Jack J. Craig Art Litchman	Mel Baldwin Majorie Eagle Ken Lillard Marjorie Pierce	WPRO Providence		Elizabeth Frazier
KUGN Eugene	Glenn E. Nickell Dick Maguire Dick Maguire	Gladys Lamar Gordon L. Capps Velma Morton	WWON Woonsocket	James Murray	
KUN Grants Pass	Chuck Cecil Don Neal	Doris Forsman Burton Hutton Margaret Allyn			
KFJI Klamath Falls	Jack Hatmaker John G. Jones	Kay West Wallace Kadderly Evelyn Sibley Lampman Ben Buisman			
KFLW Klamath Falls	John Duffy James Dunlevy Ted Loud Ted Loud	Lon Hunt Iris Helliwell Gordon Allen			
KLBM LaGrande	Ted Smith				
KMED Medford	A. Thomas Decker Jack Colon				
KSRV Ontario	Bob Thomas Paul Crain				
KWRC Pendleton	Don Kneass Bobby Grayson				
KALE Portland	Rudy Lachenmeir				
KEX Portland	Alen Cordon Del McKay Bob Eaton Gordon Allen				
KGW Portland					
KXL Portland					
KRNR Roseburg					
KSLM Salem					
<b>PENNSYLVANIA</b>					
WSAN Allentown	John T. Van Sant	E. G. Hamill			
WFBG Altoona		R. H. McDougal Gladys Borne Earl Strine			
WISR Butler	Robert Kaufman Robert Kaufman Carl Princi Lee Case	Leonard Firestone Virginia Ryder Glenn Grayson Gladys Fox			
WCHA Chambersburg	Les Ryder Marvin Bloom	George H. Wirt			
WCED DuBois	John Howard	Pat Schilbe Pat Schilbe Cary H. Simpson Jo Biddle McMeen Ray Scott Evelyn L. Simmons			
WEJB Greensburg	William Dean Dick Redmond Ed Gundaker	Ivy Lauer Chet E. Hagan Dora-Mary Staver Ralph Parker Rita McCoy			
WSAJ Grove City	Thomas Tito Don Murray	Bea Stevenson			
WHP Harrisburg	Cary H. Simpson Philip Short				
WAZL Hazleton	Ray Scott				
WHUN Huntingdon	Robert Harnish Chet E. Hagen				
WJAC Johnstown	George Yack Phil Tear Garry Goodwin				
WLAN Lancaster	Jack Craddock Shirley Kerr Chuck Wilson				
WLBR Lebanon	Nicholas Bossio Nicholas Bossio				
WMRF Lewistown					
WEDO McKeesport					
WMCK McKeesport					
WKST New Castle					
WNAR Norristown					

**RHODE ISLAND**

WEAN Providence	Richard White Warren Walden	Carolyn Wallace
WPRO Providence		Elizabeth Frazier
WWON Woonsocket	James Murray	

(Continued)







Station and City	News Director Sports Director	Farm Director Women's Director
KVOP Plainview	Bill Barrett	.....
KABC San Antonio	Al Turner	.....
KCOR San Antonio	Francisco Paredes	Roy Rogers
KMAC San Antonio	Eddie Hyman	M. Shaw
KONO San Antonio	Tony Bessan	Jimmy Farmer
KTSA San Antonio	Eddie Barker	.....
WOAI San Antonio	Raymond Hunt	Natalie Zogheib
KRRV Sherman	Pat Boyette	Jane Rowley
KXOX Sweetwater	Eston Pace	Ramsey Yelvington
KGKB Tyler	Bob Holleron	Betty Burns
KVIC Victoria	Henry Howell	William Shomette
WACO Waco	Jerome Lee	Marjorie Hart
KWTX Waco	Bill Jaco	.....
KRGV Weslaco	Orvin Franklin	Dorothy Cox
KWFT Wichita Falls	Dalton Hill	M. B. Tempelton
	.....	.....
	Virgil Stone	.....
	Jim Hairgrove	Jim Hairgrove
	George Lanham	Wynn Evans
	.....	.....
	Bob H. Walker	.....
	Robert Charles	Elizabeth Tirey
	Gerry Lansing	Bill Edgar
	Dick Harwell	.....
	Dick Harwell	.....
	Dave Chapman	Carter McGregor Jr.
	Dave Chapman	Gerry Wright

UTAH

KSUB Cedar City	Eddie Peterson	.....
KVNU Logan	.....	Reed Bullen
KLO Ogden	Paul Coburn	.....
KOVO Provo	Kenneth King	.....
KALL Salt Lake City	Kenneth King	Helen Rice
KDYL Salt Lake City	Lovell Killpack	.....
KNAK Salt Lake City	Chris Sanders	.....
KSL Salt Lake City	Jack Goodman	June Hayworth
KUTA Salt Lake City	Mal Wyman	Will Wright
	Delmar Leeson	Mary Jane Phillippi
	.....	Howard Buchman
	Tom Ivory	Aleen Pahlton
	Cliff Owen	Stanley C. Farnsworth
	Wayne Kearl	.....
	Lawson Davies	Harry Warren
	Ken Linn	Mildred Baker
	King Harmon	.....

VERMONT

WCAX Burlington	Lawrence F. Killick	Bob Fuller
WJOY Burlington	Ralph Collyer	Ethel Starbird
WWSR St. Albans	.....	Jo Ann Walkover
WDEV Waterbury	.....	Warren Marsden
	Tom Dodd	.....
	Fred Haggerty	Harold Grout
	.....	Virginia Dodd

VIRGINIA

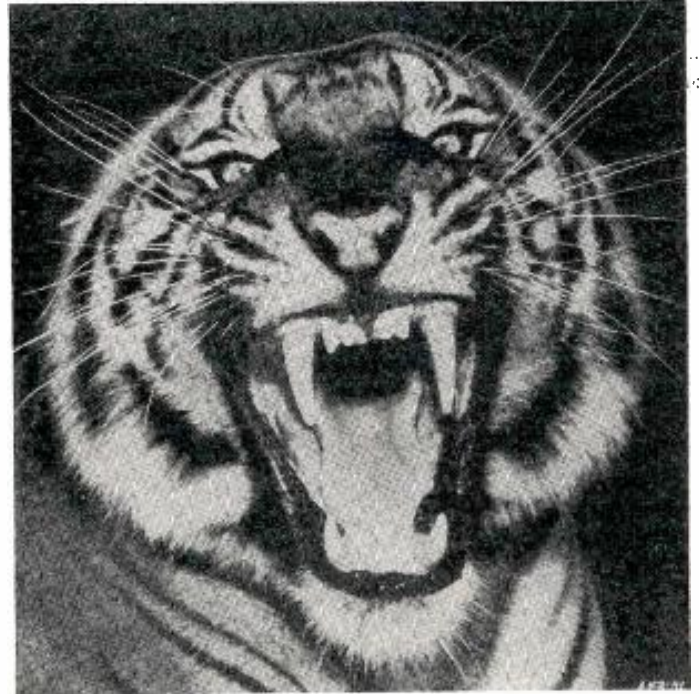
WARL Arlington	Richard Barr	Connie B. Guy
WCYB Bristol	Deane Luce	Bliss Harris
WCHV Charlottesville	Sidney Tear	Nita Orr
WKEY Covington	Hal Gruber	Nita Orr
WBTM Danville	Norman Kelsey	.....
WSVA Harrisonburg	Carl Goodwin	Carroll Harrison
WLVA Lynchburg	Dave H. Connor	.....
WMVA Martinsville	John Lee Davis	Milton Adams
WGH Newport News	Ambert Dail	Virginia Haynes
WTAR Norfolk	Den Gaynor	R. H. Johnson
WSSV Petersburg	R. H. Johnson	Lois Shirkey
WLOW Portsmouth	R. H. Johnson	Joseph B. Roberts
WSAP Portsmouth	Wayne Tyler	Caroline G. Read
WLEE Richmond	Charles F. Adams	.....
WMBG Richmond	Charles E. Harville	Barbara Hardig
WRNL Richmond	Joel F. Carlson	Doris Evelyn Ross
WRVA Richmond	Bill Diehl	.....
WDBJ Roanoke	Julian Granger	Alice Brewer White
WROV Roanoke	Blair Eubanks	Paul C. Louthier
WSLS Roanoke	H. B. Kenny	Mary Ruth Carroll
WTON Staunton	John B. H. Louthier	Ralph Wasdon
WLPM Suffolk	.....	.....
	Ray Penner	.....
	Ernest Tannen	.....
	Vince Essig	.....
	.....	.....
	Lan Singer	Allan Phaup Jr.
	.....	.....
	Richard A. Velz	Ira Hull
	Howard Hamrick	Polly Daffron
	Ray Kennedy	.....
	.....	.....
	Bill Bagby	.....
	Windel Siler	.....
	.....	.....
	Dan Cronin	.....
	Dick Sutcliffe	.....
	Alfred W. Becker	John H. Kirk
	Thomas Hughes	Virginia G. Krebs
	.....	James Derrick
	Robert Sterrett	.....
	William Warwick	L. E. Pettyjohn
	Earl Hundley	Keith Pope

WASHINGTON

KXRO Aberdeen	Stan Craft	Jim Andrews
KVOS Bellingham	Stan Craft	Lois Johnson
KELA Centralia	Bert Jackson	Hal Reeves
KRKO Everett	Norey Adams	Georgia Hale
KWLK Longview	Les Keiter	Dudley Gaylord
	Les Keiter	.....
	Shirley Bartholomew	.....
	Lloyd Rodstrom	.....
	Bob Davis	Don Bailey
	Don Bailey	Mary Martin

(Continued)

**GREETINGS!**



From  
The Greatest Show on Earth

**RINGLING BROS**  
and  
**BARNUM & BAILEY**

**CIRCUS RADIO**

BEV. KELLEY . . . FRANK MORRISSEY



**NEWS, SPORTS, FARM AND HOME ECONOMICS DIRECTORS**

(Continued)

Station and City	News Director Sports Director	Farm Director Women's Director
KGy Olympia	Sam Crawford Dick Van Huh	Allen Johnson Patricia Lee
KPKW Pasco		Elaine Skill Leonard Hognauer Inez Arnquist
KWSC Pullman	Robert Swartz John McCallum	Audrey Clark Al Bond Irene Flyzik Bill Mosher
KEVR Seattle	Harry Jordan Rod Klise Ralph Thompson Pat Hayes Dick Crombie	Bob Druzman Sharon Kane George F. Dunning Ann Sterling
KIRO Seattle		Edith Carlson
KJR Seattle		Ernie Jorgenson Margaret Smith Kenneth Hutcheson Edna Storms Glenn C. Lorang
KOL Seattle	Bob Druzman Ed Scott Rocco S. McConnell	Gail Clark Harry Long
KOMO Seattle	T. Bell (Acting) Ted Bell Leonard Beardsley Bob McCoy	Lyle Fenner Charlene Jackson Fred Stanton
KRSC Seattle		Alice Kelly Bill Green Dorothy Lee John Roberts Edna Waugh Ben Weaver Beverly Riffe
KXA Seattle		
KFPY Spokane	Loyd Salt Loyd Salt	
KGA Spokane	P. J. Cullen Richard Godon T. R. Knightlinger Rodney Belcher Harry Long Larry Huseby George Conner	
KHQ Spokane	Howard Rhoads Don Wike Austin Morgan A. W. Lindsay Joe Brownlow Ralph Shotwell Peter Wick Don White Tom Bostic	
KMO Tacoma		
KVI Tacoma		
KVAN Vancouver		
KUJ Walla Walla		
KWWB Walla Walla		
KPQ Wenatchee		
KIT Yakima		
KTYW Yakima		
<b>WEST VIRGINIA</b>		
WJLS Beckley	B. B. Boggs Jerry McDevitt Steve Fisher Eric Paige	Jerry McDevitt James Hatcher Jane Trent
WWNR Beckley	Robin Hartman Melvin Barnett	
WHIS Bluefield	George Olson	Louise Egbert
WCAW Charleston	Berton Sonia Ernie Saunders	Meiva Graham
WCHS Charleston	Phil Vogel Joe Farris	Ann Davis
WGKV Charleston	Bob Provence Bob Provence	Mary Jordan
WKNA Charleston	Darrell Harless	Bette Murphy
WTIP Charleston	Frank Lee Harold Arthur Lee Allen	Jane Hileman

Station and City	News Director Sports Director	Farm Director Women's Director
WSAZ Huntington	Ted Eiland Jack Bradley Walter T. Gaines Walter T. Gaines	Ted Eiland Mary Lee Heiser Lucille Gallion
WLOG Logan		
WEPM Martinsburg		Ruby Reynolds Ware
WMON Montgomery	Bill Humbert Art Reed	
WAJR Morgantown	Numa Fabre Jr. Charlie Snowden Carl Loose	Numa Fabre Jr.
WPAR Parkersburg		Paula Carr William E. Blake Charlotte G. Blake
WRON Ronceverte	Owen A. Taylor Willard Holsten	Pat Ware
WBRW Welch	Johnny Villani	Evelyn Haden Jane Lyman Ruth Nadal
WKWK Wheeling	Kenneth A. Davis James K. Whitaker Lew Clawson	
WWVA Wheeling		
<b>WISCONSIN</b>		
WHBY Appleton	Art Houlihan Ben A. Laird Jack Kelly	Jack Kelly
WEAU Eau Claire	Art Hanstrom Lynn N. Fairbanks Wally Konz Vern Williams Don Boyd Paul Ziemer Jack Martin	Grant Ritter Adeline Dunn Cora Hauser Milton Bliss Aline Hazard Chuck Mittlestadt
KFIZ Fond du Lac	Robert Taylor Art Bramhall Betty Klaus Pat Kehoe Raymond Adams	John Bell Mary Kay
WCLO Janesville		Homer Porter Irma Meyer
WKBH La Crosse	Roy LaMere Bert Mulroy Frank Allen Carl Zimmermann Paul Bartell Jack Raymond Jack Raymond Jack Krueger Russ Winnie	Gloria Gross Bob Sanders Grace Landre F. Y. Haggerty M. A. LeMay Nancy Grey
WHA Madison	(George Brenard Wally Bronson	William C. Forrest Doris MacPherson
WIBA Madison		Ed Bennett
WMAN Marihette	Harry Willis Glen James Herb Kley James T. Payton William Lukoskie Rolf Erickson Rolf Erickson	Marion Heiden Carol Sher Emily A. Campbell
WDLB Marshfield		Louise Gohdes Arnie Stroppe Betsy Ellen Simon
WIGM Medford		
WEMP Milwaukee		
WFOX Milwaukee		
WISN Milwaukee		
WTMJ Milwaukee		
WOSH Oshkosh		
WIBU Poynette		
WRJN Racine		
WJMC Rice Lake		
WHBL Sheboygan		
WDSM Superior		
WSBR Superior		
WSAU Wausau		
WFHR Wisconsin Rapids	Sigmund Kelbanowsky Don Unferth	
<b>WYOMING</b>		
KFBC Cheyenne	Larry Munson	Margaret O'Brien
KPOW Powell	A. J. Meyer Michael Reid Michael Reid Mel Hallock Jim Carroll	Mary Karvana Imogene Parr Nova Spracklin
KVRS Rock Springs		
KWYO Sheridan		

**ADVERTISERS USING TELEVISION DURING 1946**

Advertiser	Station	Agency	Advertiser	Station	Agency	
Adam Hats	WRGB Schenectady	Hugo Schreiber Inc.	Gimbel Bros. Dept. Store	WPTZ Philadelphia		
Air-Sped Fashions	WRGB Schenectady	Anderson, Davis & Platte	Goldblatt's Dept. Store	WBKB Chicago		
Alexander-Smith Carpet Co.	WABD New York	Walker & Downing	The Goodyear Rubber Co.	WPTZ Philadelphia	N. W. Ayer & Son	
Allegheny Steel	WRGB Schenectady	Benton & Bowles Inc.	Gruen Watch Co.	WCBS-TV New York	McCann-Erickson Inc.	
American Institute of Decorators	WRGB Schenectady	Leo Burnett Co.	Gulf Oil Corp.	WCBS-TV New York	Young & Rubicam Inc.	
Association of American Railroads	WNBT New York	N. W. Ayer & Son	Gulf Oil Corp.	WNBT New York	Young & Rubicam Inc.	
(Institutional)		Young & Rubicam Inc.	Johnson & Johnson	WBKB Chicago	Sponsor film program through ABC	
The Atchison, Topeka & Santa Fe Railway System (Institutional)	WNBT New York	Alfred J. Silbertstein-Bert Goldsmith Inc.	Lord & Taylor	WRGB Schenectady		
Atlantic Refining Co.	WPTZ Philadelphia	Doherty, Clifford & Shenfield	R. H. Macy & Co. Inc. (institutional)	WNBT New York	Foote, Cone & Belding	
H. S. Barney Dept. Store	WRGB Schenectady	Young & Rubicam Inc.	Marshall Field & Co. (dept. store)	WBKB Chicago		
The Borden Co.	WNBT New York	Young & Rubicam Inc.	Marxman Pipes Inc.	WNBT New York	Duane Jones Co.	
Botany Worsted Mills (ties)	WNBT New York	Young & Rubicam Inc.	Mennen Products	WABD New York	Duane Jones Co.	
Bristol-Myers Co. (Ipana, Vitalis)	WCBS-TV New York	Young & Rubicam Inc.	Mueller Products	WABD New York		
Bristol-Myers Co. (Trushay, Minit-Rub)	WNBT New York	Young & Rubicam Inc.	National Retailers Mutual Insurance Co.	WNBT New York		
Bristol-Myers Co.	WNBT New York	Young & Rubicam Inc.	New York Dress Institute	WRGB Schenectady	BDDO Inc.	
Brunswick-Balke-Collander	WPTZ Philadelphia	Young & Rubicam Inc.	North Star Blanket	WABD New York	J. Walter Thompson Co.	
Bulova Watch Co.	WRGB Schenectady	Young & Rubicam Inc.	Ponds (cosmetics)	WRGB Schenectady		
Bulova Watch Co.	WCBS-TV New York	Young & Rubicam Inc.	Popular Mechanics Magazine	WBKB Chicago		
Chicago Tribune	WNBT New York	Young & Rubicam Inc.	Radio Corp. of America (television receivers)	WBKB Chicago		
Chrysler Corp., Plymouth Div.	WNBT New York	Young & Rubicam Inc.	Radio Corp. of America		WNBTV New York	J. Walter Thompson Co.
Columbia Pictures Corp.	WRGB Schenectady	Young & Rubicam Inc.	Reid's Ice Cream	WCBS-TV New York	Doherty, Clifford & Shenfield	
Columbia Records	WNBT New York	Young & Rubicam Inc.	Sears, Roebuck & Co.	WNBT New York	Benjamin Eshleman Co.	
Commonwealth Edison (electrical appliances)	WABD New York	Young & Rubicam Inc.	Sears, Roebuck & Co.	WPTZ Philadelphia	Benjamin Eshleman Co.	
Cutter Cravat (ties)	WBKB Chicago	Young & Rubicam Inc.	Servi-Soft	WRGB Schenectady	Newell Emmet Co.	
Elgin National Watch Co.	WABD New York	Young & Rubicam Inc.	Sherwin Williams	WABD New York		
Elgin National Watch Co.	WBKB Chicago	Young & Rubicam Inc.	Skinner Satin	WRGB Schenectady	Marschalk & Pratt Co.	
Elgin National Watch Co.	WBKB Chicago	Young & Rubicam Inc.	Socony Vacuum	WABD New York	J. Walter Thompson Co.	
Elgin National Watch Co.	WCBS-TV New York	Young & Rubicam Inc.	Standard Brands Inc. (Chase & Sanborn Coffee, Tender Leaf Tea)	WNBT New York		
Elgin National Watch Co.	WNBT New York	Young & Rubicam Inc.	Standard Oil Co. of New Jersey (Esso Petroleum Products)	WNBT New York	Marschalk & Pratt Co.	
Esso of Pennsylvania	WPTZ Philadelphia	Young & Rubicam Inc.	Super Suds	WABD New York	William Esty & Co.	
Exchange National Bank of Chicago	WBKB Chicago	Young & Rubicam Inc.	Television Associates Inc. (television receivers and service)	WBKB Chicago	Wallace-Ferry-Hanly	
The Fair Store	WBKB Chicago	Young & Rubicam Inc.	Textron		WRGB Schenectady	
Fir Door Institute (Institutional)	WBKB Chicago	Young & Rubicam Inc.	United States Rubber Co.	WABD New York	Campbell-Ewald Co.	
The Firestone Tire & Rubber Co.	WNBT New York	Young & Rubicam Inc.	United States Rubber Co.	WNBT New York	Campbell-Ewald Co.	
The Firestone Tire & Rubber Co.	WPTZ Philadelphia	Young & Rubicam Inc.	Waltham Watch Co.	WABD New York	N. W. Ayer & Son	
Ford Motor Co.	WABD New York	Young & Rubicam Inc.	Waltham Watch Co.	WNBT New York	N. W. Ayer & Son	
Ford Motor Co.	WBKB Chicago	Young & Rubicam Inc.	Waltham Watch Co.	WPTZ Philadelphia	N. W. Ayer & Son	
Ford Motor Co.	WCBS-TV New York	Young & Rubicam Inc.	Westinghouse Electric Corp.	WABD New York	McCann-Erickson Inc.	
General Electric X-Ray Corp.	WNBT New York	Young & Rubicam Inc.				
General Motors Corp., Chevrolet Div.	WABD New York	Young & Rubicam Inc.				
Gillette Safety Razor Co.	WNBT New York	Young & Rubicam Inc.				

# 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 406)

## COMMISSIONERS AND ASSISTANTS

Charles R. Denny, Chairman  
(Democrat: Term 1945-1951)  
Assistant to the Chairman: Earl Minderman  
Confidential Assistant: Thais G. O'Brien  
Secretary: Farrell McConigal  
Clerk: Grace Miner  
Paul A. Walker, Commissioner  
(Democrat: Term 1946-1958)  
Confidential Assistant: Phyllis Hancock  
Secretary: Josephine L. Curren  
Clerk Stenographer: (Vacancy)  
Ray C. Wakefield, Commissioner  
(Republican: Term 1940-1947)  
Special Assistant: Sylvia D. Kessler  
Secretary: Mary L. Reger  
Clerk Stenographer: Esther Blanford  
Clifford J. Durr, Commissioner  
(Democrat: Term 1941-1948)  
Confidential Assistant: Charles E. Clift  
Secretary: Ethel Cox Marden  
Clerk Stenographer: Lillian A. Watson  
Ewell K. Jett, Commissioner  
(Independent: Term 1948-1950)  
Confidential Assistant: Irene M. Durgin  
Secretary: Viola Slatatory  
Clerk Stenographer: Leila C. Kreps  
Vacancy—Commissioner  
(Democrat: Term 1942-1949)  
Rösel H. Hyde, Commissioner  
(Republican: Term 1946-52)  
Confidential Assistant: Minnie Sparks  
Secretary: Vera F. Nordness  
Clerk Stenographer: Mollie V. Burgess

## SECRETARY'S DEPARTMENT

T. J. Slowie, Secretary  
Administrative Assistant: Laura L. Hollingsworth  
Secretary: Ethel M. Richardson  
Clerk: Marie A. Le Verde

## LAW DEPARTMENT

Benedict P. Cotone, General Counsel  
Secretary: Fausta Puffenberger  
David C. Adams, Assistant to the General Counsel  
Secretary: Florence I. Stretch  
Harry M. Plotkin, Assistant General Counsel (Litigation and Administration Division)  
Secretary: Margaret L. Careton  
Vernon L. Wilkinson, Assistant General Counsel (Broadcast Division)  
Secretary: Muriel Hupp  
Harold J. Cohen, Assistant General Counsel (Common Carrier Division)  
Secretary: Grace Alben  
Lester W. Spillane, Assistant General Counsel (Safety and Special Services Division)  
Secretary: Bernice E. Hase  
William H. Bauer, Chief of Technical Section (Patent and Television Matters)  
Secretary: Thekla Frey

## BROADCAST DIVISION

### AM Facilities Section

Hugh B. Hutchison (Chief of Section)  
Dwight D. Doty John C. Harrington  
Tyler Berry H. Gifford Irion  
Jay D. Bond Parker D. Hancock  
Walter R. Powell Robert J. Rawson  
Edward F. Kenehan Theodore Baron  
C. Lamont Griffith

### FM Facilities Section

John E. McCoy (Chief of Section)  
Walter Emery Albert M. Hall  
E. Theodore Mallyck David S. Stevens

### Transfer Section

David H. Deibler (Chief of Section)  
Elizabeth C. Smith  
Benito Garguile  
Raymond Sawyer (on leave of absence)  
Robert M. Koteen

### Hearing Section

(Vacancy) (Chief of Section)  
Abe L. Stein Bernard Koteen  
Jack P. Blume

### Motions and Rehearings Section

Fanney N. Litvin (Chief of Section)  
Robert H. Alford

### Renewals Section

James D. Cunningham (Chief of Section)  
Max H. Aronson  
George M. Harrington  
John H. Litzelman (on military leave)

## LITIGATION AND ADMINISTRATION DIVISION

### Litigation Section

Max Goldman Arnold D. Berkeley  
Erick Saxl Joseph N. Nelson  
Paul Dobin Richard A. Solomon

### Administration Section

Joseph Kittner Maurine W. Whiton  
A. Harry Becker Harriet A. Simons  
Dee W. Pincock

## ENGINEERING DEPARTMENT

George P. Adair, Chief Engineer  
Secretary: Olive R. Henderson  
Assistant to Chief Engineer: Virgil R. Simpson  
Secretary: Mary A. Ellis  
George E. Sterling, Assistant Chief Engineer in Charge of Field and Research Branch  
Secretary: Neva Bell Perry  
John A. Willoughby, Assistant Chief Engineer in Charge of Broadcast Branch  
Secretary: Estelle J. Bunn  
Marion H. Woodward, Assistant Chief Engineer in Charge of Common Carrier Branch  
Secretary: Annie Stearns Blischoff  
William N. Krebs, Assistant Chief Engineer in Charge of Safety and Special Services Branch  
Secretary: Willie C. Herbert

### Office of Chief Engineer

Ralph J. Renton, U. S. Member of the North American Regional Broadcasting Engineering Committee  
Secretary: Lulu E. Sabin

## BROADCAST BRANCH

### Standard Division

James E. Barr, Chief, Standard Broadcast Division  
Secretary: Thelma P. Lewis

### Engineers

Robert E. Baluta	Robert W. Moss
George B. Bairey	Horace E. Stone
Herbert L. Eaker	Ernest C. Theleman
Virginia R. Erwin	Wilson C. Wearn
Wallace E. Johnson	Robert G. Weston
Richard C. Jones Jr.	Ralph H. Garrett
Harold L. Kassens	Louis Light
A. L. Kreis	Albert Evangelista
Leslie E. Kulberg	Harry Hyman
Robert D. Linx	George Sibthorp
K. Neal McNaughten	

### FM Division

Cyril M. Braum, Chief, FM Broadcast Division  
Secretary: Joyce A. Hill

## 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 (Deceased)  
Henry A. Bellows, Minnesota  
March 15, 1927—October 31, 1927 (Deceased)  
Colonel John F. Dillon, California  
March 15, 1927—October 3, 1927 (Deceased)  
Sam Pickard, Kansas  
November 1, 1927—Jan. 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—February 23, 1934  
Thad H. Brown, Ohio  
January 21, 1928 (Deceased)  
James H. Hanley, Nebraska  
April 1, 1928—July 10, 1934 (Deceased)

## Former Members of FEDERAL COMMUNICATIONS COMMISSION

Hampson Gary, Texas  
July 11, 1934—December 24, 1934  
Anning S. Prall, New York  
January 17, 1935—July 23, 1937 (Deceased)  
Irving 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 (Deceased)  
Thad H. Brown, Ohio  
July 11, 1934—June 30, 1940 (Deceased)  
Frederick J. Thompson, Alabama  
April 8, 1939—June 30, 1941  
George H. Payne, New York  
July 1, 1934—June 30, 1943 (Deceased)  
T. A. M. Craven, District of Columbia  
August 21, 1937—June 30, 1944  
Norman S. Case, Rhode Island  
July 11, 1934—June 30, 1945  
James Lawrence Fly, Texas  
September 1, 1939—November 15, 1944  
William H. Wills, Vermont  
July 1, 1945—March 6, 1948 (Deceased)  
Paul A. Porter, Kentucky  
December 21, 1944—February 25, 1948

## Engineers

Herbert L. Beury	McIver Parker
Eltou D. Davis	Ernest D. Herder
Julian T. Dixon	Harold G. Kelley
John E. Doane	John A. Roseborough
Edward H. Hackman	Henry Selbel
Otis T. Hanson	Arnold G. Skrivseth
Harold C. Anderson	Royal K. Tanner

## Television Division

Curtis B. Plummer, Chief, Television Broadcast Division  
Secretary: Eva M. Judy

## Engineers

William C. Boese	Bruce S. Longfellow
Daniel K. Child	Hideyuki Noguchi
Hart S. Cowperthwait	Louis H. Rein
Donald C. Kanode	A. Prose Walker

## FIELD & RESEARCH BRANCH

### Technical Information Division

Edward W. Allen Jr., Chief, Technical Information Division  
Secretary: Ruby F. Floyd

## Engineers

Raymond Asserson	H. Underwood Graham
Jules Diets	Edgar F. Vandiver Jr.
Harry Fine	Louis Light
George L. Gades	George Waldo
Frederick R. Gracely	George L. Waters
	Glenn E. West

### Frequency Service-Allocation Division

Paul D. Miles, Chief, Frequency Service-Allocation Division  
Secretary: Angeline M. Raish

## Engineers

William F. Bradley	Marvin A. Price
Louis E. DeLaFleur	George V. Stelzenmuller
William S. Grenfell	Robert L. Tosch
Albert L. McIntosh	Frank V. Higgins

### Field Engineering & Monitoring Division

George S. Turner, Chief, Field Engineering and Monitoring Division  
Secretary: Genevieve Posnak

## Engineers

Willard J. Beale	Robert K. Morrell
Ernest R. Blankenship	Malcolm G. Moses
Arthur T. Caplen	Stacy W. Norman
Ralph V. DeCoursey	Carl T. Nuhn
William E. Downey	John C. Peterson
Nathan A. Hallenstein	Lloyd S. Quynn
Thomas L. Heron	Howard L. Randall
George L. Jensen	Thomas M. Stevens
Alfred H. Kleist	Warren C. Stickler
Frank M. Kratochvil	Floyd W. Wickenkamp
Ivan H. Loucks	Rex H. Wilson
Edwin M. Lovejoy	Eldridge S. Willey
Theodore R. McCartney	

## Office of Information

George O. Gillingham, Director of Information  
Assistant Director of Information: Lee J. Farran  
Assistants: Mary O'Leason, Salina M. Lindo, Eva O. Melton

## License Division

William P. Massing, Chief  
Secretary: Catherine Lunders  
Chief of Broadcast Section: Clara M. Iehl  
Chief of Commercial Section: William H. Irvin  
Chief of Amateur Section: J. B. Beads  
Chief of Tabulating Section: Raymond E. Martin

## ACCOUNTING, STATISTICAL AND TARIFF DEPARTMENT

William J. Norfleet, Chief Accountant  
Secretary: Lily J. Marshall  
Hugo Reyer, Executive Assistant Chief Accountant  
Secretary: Mrs. Elizabeth S. Harris  
Henry M. Lons, Chief, Accounting Regulations Division  
Wm. G. Butts, Chief, Rates and Tariff Division  
Alexander Ueland, Chief, Statistical Division  
Charles R. Makela, Chief, Field Division  
Leroy Schaaff, Chief, Broadcast Division  
Hyman H. Goldin, Chief, Economics Analysis Division  
Robert E. Stromberg, Assistant Chief Accountant in Charge of Accounts Branch  
Dallas W. Smythe, Assistant Chief Accountant in Charge of Economics Division

## Service Division

Paul H. Sheehy, Chief  
Secretary: Jessie Gordon  
Walter W. White, Assistant Chief

## Budget and Planning Division

William B. Robertson, Director of Budget and Planning Division

## Personnel Division

G. H. Hatfield, Director of Personnel  
Secretary: Dorothy D. Glenn  
Pansy E. Wiltshire, Chief, Employment and Placement Section  
J. J. Katsouranis, Chief, Classification Section  
Walter S. Davis, Chief, Records Division  
Lavelle W. Hughes, Chief, Minuta Section  
Investigative Unit

J. Bowker Lewis  
118 Jefferson Street, P.O. Box "L", Falls Church, Va.



## Field Offices of the Federal Communications Commission

Chief of Field Division: George S. Turner, Washington, D. C.  
(For FCC Washington personnel see page 405)

### FIELD ENGINEERING AND MONITORING DIVISION REGIONAL OFFICES

Region	Headquarters	Districts
Charles C. Kolster North Atlantic Region	506 Federal Bldg. 641 Washington St. New York 14	1, 2, 3, 4, 5
Paul H. Herndon Jr. South Atlantic Region	411 Federal Annex Atlanta 3, Ga.	6, 7, 22
Joe H. McKinney Gulf States Region	U. S. Appraisers Stores Bldg. 7800 Wingate St. Houston 11, Tex.	8, 9, 10
Kenneth G. Clark South Pacific Region	328 Customhouse San Francisco 26, Cal.	11, 12, 15
Geo V. Wiltse North Pacific Region	801 Federal Office Bldg. Seattle 4, Wash.	13, 14
L. C. Herndon Central States Region	876 U. S. Court House Chicago 4, Ill.	16, 17, 18
Emery H. Lee Great Lakes Region	1029 New Federal Bldg. Detroit 26, Mich.	19, 20
Lee R. Dawson Hawaiian Region	609 Stangenwald Bldg. Honolulu 1, T. H.	21
Victor G. Rowe Alaskan Region	P. O. Box 644 13th & K Sts. Anchorage, Alaska	23

### DISTRICT OFFICES

District No.	City	Address	Engineer in Charge
1	Boston 9, Mass.	Customhouse, 7th Floor	Walter Butterworth
2	New York 14	748 Federal Bldg. 641 Washington St.	Arthur Batcheller
3	Philadelphia 6, Pa.	Room 1200, New U. S. Customhouse 2nd and Chestnut Sts.	Forrest F. Redfern
4	Baltimore 2, Md.	508 Old Town Bank Bldg. Gay St. & Fallsway	Hyman A. Cohen
5	Norfolk 10, Va.	Room 402, New Post Office Bldg.	Edward Bennett
	Newport News, Va.	Room 106, U. S. Post Office Bldg.	(Ship Office for 801's and 795's only)
6	Atlanta 3, Ga.	411 Federal Annex	W. D. Johnson
	Savannah Ga.	P. O. Box 77 214-218 Post Office Bldg.	Andrew R. Bahley
7	Miami 1, Fla.	P. O. Box 150 312 Federal Bldg.	Arthur Fish
	Tampa 2, Fla.	409-410 Post Office Bldg.	Chalmer H. Neeb
8	New Orleans 16, La.	400 Audubon Bldg.	Theodore G. Deiler
	Mobile 10, Ala.	306 U. S. Courthouse	Walter M. Hammond (Ship Office for 801's and 795's only)
9	Houston 11, Tex.	U. S. Appraisers Bldg. 7800 Wingate St.	Louis L. McCabe
	Galveston, Tex.	404 Post Office Bldg.	Geo. E. Franklin
	Beaumont, Tex.	P. O. Box 1527 329 Post Office Bldg.	D. F. Holaday (Ship Office for 801's and 795's only)
10	Dallas 2, Tex.	P. O. Box 5238 500 U. S. Terminal Annex Bldg.	John Homsy
11	Los Angeles 12, Cal.	539 U. S. Post Office & Courthouse Bldg.	Bernard H. Linden
	San Diego 1, Cal.	307 U. S. Customhouse & Courthouse Bldg.	Harold D. Devoe
	San Pedro, Cal.	Room 326, U. S. Post Office & Courthouse Bldg.	James H. Homsy (Ship Office for 801's and 795's only)
12	San Francisco 26, Cal.	328 Customhouse	Francis V. Sloan
13	Portland 5, Ore.	805 Terminal Sales Bldg.	James M. Chapple
14	Seattle 4, Wash.	801 Federal Office Bldg.	Herbert H. Ariowe
15	Denver 2, Colo.	504 Customhouse	William E. Clyne
16	St. Paul 2, Minn.	208 Uptown Post Office & Fed. Cts. Bldg.	Donald Murray
17	Kansas City 6, Mo.	838 U. S. Court House	William J. McDonell
18	Chicago 4, Ill.	246 U. S. Court House	H. D. Hayes
19	Detroit 26, Mich.	1029 New Federal Building	Edwin S. Heiser
	Cleveland 14, O.	541 Old Post Office Bldg.	Paul A. Holloway
20	Buffalo 3, N. Y.	328 Federal Building	Edward W. Sanders
21	Honolulu 1, T. H.	609 Stangenwald Bldg.	Paul R. Fenner
22	San Juan 13, P. R.	P. O. Box 2987 322-323 Federal Bldg.	Irl D. Ball
23	Juneau, Alaska	P. O. Box 1421 7-8 Shattuck Bldg.	Sigfred F. Berge
	Anchorage, Alaska	P. O. Box 644 13th & K Streets	Paul Peringer

### Primary Monitoring Stations

— Allegan, Mich.	P. O. Box 89	Irving L. Weston
— Grand Island, Neb.	P. O. Box 788	Benjamin E. Wolf
— Kingsville, Tex.	P. O. Box 632	William R. Foley

— Dover Road, Millis, Mass.	P. O. Box 308	Charles T. Manning
— Santa Ana, Calif.	P. O. Box 744	William Hoffert
— Laurel, Md.	P. O. Box 31	Adolph Anderson
— San Leandro, Calif.	P. O. Box 116	George McLeod
— Portland 16, Ore.	P. O. Box 5165	Robert A. Landsburg
— Powder Springs, Ga.	P. O. Box 4	Henry B. Dunphy
— Honolulu 1, T. H.	609 Stangenwald Bldg.	Theodore H. Tate

### Secondary Monitoring Stations

— Searsport, Me.	P. O. Box 44—Belfast, Me.	Vernon K. Wilson
— North Scituate, R. I.	P. O. Box 3	Thomas B. Cave
— Spokane, Wash.	P. O. Box 37, Station "A"	Adelbert C. Lawrence
— Twin Falls, Idaho	P. O. Box 499	John L. Kurdeka
— South Miami, Fla.	P. O. Box 347	Robert H. Deilar
— St. Paul, Minn.	1640 Montreal Avenue	Everett Marshall
— Lexington, Ky.	P. O. Box 99	James E. Gilfoy
— Broken Arrow, Okla.		J. F. DeBardeleben
— Bay St. Louis, Miss. (near New Orleans)	P. O. Box 800	Frank H. Rawls
— Point Lena, Juneau, Alaska	P. O. Box 2961	Edwin G. Forsyth
— Anchorage, Alaska	P. O. Box 644	Jack H. White
— Hato Rey, P. R.	P. O. Box 73	Chester M. Fuller

## COMMUNICATIONS CARRIERS

**AT & T LONG LINES DEPT.**—32 Avenue of the Americas, New York 13. Telephone: Exchange 3-9700. Officers: F. P. Lawrence, vice-president; L. G. Woodford, general manager; H. H. Carter, general commercial manager.

**BELL TELEPHONE LABORATORIES**—463 West St., New York 14. Telephone: Chelsea 3-1000. Officers: O. E. Buckley, president; M. J. Kelly, executive vice-president; D. A. Quarles, director of apparatus development; M. H. Cook, director of specialty products development; O. M. Glunt, director of Whippy staff; R. E. Poole, W. H. Doherty, radio development engineers.

**FEDERAL TELECOMMUNICATION LABORATORIES Inc. (IT & T)**—67 Broad St., New York 4. Telephone: Bowling Green 9-3800. Officers: Harold B. Buttner, president; Douglas B. Baker, J. G. Copelin, Haraden Pratt, Henry C. Roemer, vice-presidents.

**GLOBE WIRELESS Ltd.**—42 Broadway, New York. Telephone: Bowling Green 9-5082. Officers: R. Stanley Dollar, president; Walter S. Lemmon, Walter P. Boatwright, vice-presidents.

**INTERNATIONAL TEL & TEL Corp.**—67 Broad St., New York 4. Telephone: Bowling Green 9-3800. Col. Sosthenes Behn, president. Subsidiaries: Federal Telecommunication Labs. Inc., Mackay Radio & Telegraph Co.

**MACKAY RADIO & TELEGRAPH Co. (AC & R)**—67 Broad St., New York 4. Telephone: Bowling Green 9-3800. Officers: Luke McNamee, president; F. L. Henderson, executive vice-president; Haraden Pratt, vice-president and chief engineer; A. C. Jorgensen, vice-president and general manager; C. C. Chapman, Morgan Heiskell, E. H. Price, Carl E. Scholz, L. Spangenberg, vice-presidents; F. H. Wirths, comptroller; D. M. Day, secretary; J. J. Brosnan, treasurer.

**PRESS WIRELESS Inc.**—1475 Broadway, New York. Telephone: Bryant 9-5030. Officers: A. Warren Norton, president; Fred P. Andrews, director of communications; John Parkerson, commercial manager.

**RCA COMMUNICATIONS**—66 Broad St., New York 4. Telephone: Hanover 2-1829. Officers: Thompson H. Mitchell, executive vice-president; S. H. Simpson Jr., manager, program transmission service.

**TROPICAL RADIO TELEGRAPH Co.**—1 Federal St., Boston, Mass. Telephone: Hubbard 9700. R. V. Howley, president.

**WESTERN UNION TELEGRAPH Co.**—60 Hudson St., New York 13. Telephone: Worth 2-7300. Officers: Joseph L. Egan, president; T. B. Gittings, public relations vice-president; F. E. d'Humy, development and research vice-president; H. P. Corwith, director of research; F. B. Bramhall, transmission research engineer; J. Z. Millar, radio research engineer; E. C. Homer, electronics research engineer.

1926 1947

# PAUL GODLEY CO.

Consulting Radio Engineers

LABORATORIES: GREAT NOTCH, N. J.

LITTLE FALLS 4-1000

# DIRECTORY OF U. S. GOVERNMENT AGENCIES DEALING WITH RADIO

(For Federal Communications Commission Listing See Page 405)

## EXECUTIVE OFFICES OF THE PRESIDENT

1600 Pennsylvania Ave., N.W.  
National 1414  
White House Office: Assistant to the President: John R. Steelman. Secretaries to the President: Matthew J. Connelly, Charles G. Ross, William D. Wassetz. Assistant to Mr. Ross: Eben A. Ayres. Radio Adviser to the President: J. Leonard Rainsch.  
Office of Temporary Controls: Administrator, Gen. Philip B. Fleming.  
Chief, Government Information Service, Katherine C. Blackburn (1400 Pennsylvania Ave., Executive 3300). Chief, Media Programming Division, Charles W. Jackson.

## DEPT. OF AGRICULTURE

14th St. & Independence Ave., S.W.  
Republic 4142  
Director of Information: Keith Himebaugh. Asst. Director of Information in Charge of Radio & Video, Kenneth M. Gopen. In Charge, Radio Activities, Div. of Information & Education, Bill Berghoffen. Radio Information Specialist, Dana Reynolds. Field Service Officer, Joseph D. Tonkin. Western Radio Adviser and Program Planner, C. W. Jackson.

## DEPT. OF COMMERCE

14th St. & Constitution Ave., N.W.  
District 2200  
Information Director: Bruce Catton. Deputy Director, Donald R. Burgess.  
Census Bureau: Director, James C. Capt. Bureau of Standards: Chief, Central Radio Propagation Lab., Dr. J. H. Dellinger. Chief, Frequency Utilization Research Section, Kenneth A. Norton.  
Office of Publication Board: Director, John C. Green.  
General Products Div., Office of International Trade, General Products Section: Analyst, Advertising, Printing & Publishing, Kenneth Davis. Analyst, Radio & Still Picture Photography, George R. Donnelly.  
Civilian Aeronautics Administration: Chief, Aids & Hazards Staff, W. J. MacKenzie: Assistant Administrator for Aviation Information, Ben Stern.

## OFFICE OF EDUCATION

Temporary M Bldg., 26th & Water Sts., N.W.  
Executive 6500  
Commissioner of Education: Dr. John W. Studebaker.  
Radio Division: Chief, Educational Uses of Radio, Dr. Franklin Dunham. Technical

Consulting Specialist, Dr. R. R. Lowdermilk. Specialist in Charge of Script & Transcription Exchange, and Secretary, Federal Radio Education Committee, Mrs. Gertrude G. Braderick.

## FEDERAL TRADE COMMISSION

Pennsylvania Ave. & 6th St., N.W.  
Executive 6800  
Commissioners: Garland S. Ferguson, Chairman; W. A. Ayres, Ewin L. Davis, Robert E. Freer, Lowell B. Mason.  
Assistant to the Chairman in Charge of Public Relations: Ronald R. Moore.

## DEPT. OF INTERIOR

C St. between 18th-19th Sts., N.W.  
Republic 1820  
Director of Information: Carlton Skinner. Radio & Television Section: Director, Willert Kempton. Engineers, Harry J. Barton, Heary Meisinger.

## DEPT. OF JUSTICE

9th & Pennsylvania Ave.  
Republic 8200  
Attorney General: Tom C. Clark.  
Assistant Attorney General in Charge of Anti-Trust Division: Wendell Barga. Special Assistant to the Assistant Attorney General, Chief of Litigation Section, Anti-Trust Div., Holmes Baldrige.  
Director of Public Relations: Timothy A. McInerney.

## MARINE CORPS

Navy Annex, Arlington, Va.  
Republic 7400  
Office of Public Information: Director: Brig. Gen. William E. Riley; Executive Officer: Lt. Col. Joseph D. Butcher.  
Radio Section, Office of Public Information. Director: Capt. Thomas H. Greene.

## MARITIME COMMISSION

Commerce Dept. Bldg., 14th & Penn. Ave., N.W.  
Executive 3340  
Public Information Division. Director: Stephen C. Manning Jr.

## NATIONAL LABOR RELATIONS BOARD

815 Connecticut Ave., N.W.  
National 9716  
Commissioners: Paul M. Herzog, chairman; John M. Houston, James J. Reynolds.  
Director of Information: Louis G. Silverberg.

## NAVY DEPT

18th & Constitution Ave., N.W.  
Republic 7400  
Director of Public Information: Commodore E. M. Eller.  
Radio-Television Section, Office of Public Information: Chief, Comdr. Harrison Holton. Television Supervisor, Warrant Electrician Charles Claybourn.

## DEPT. OF STATE

17th St. & Penn. Ave., N.W.  
Republic 5600  
Secretary of State: Gen. George C. Marshall. Assistant Secretary of State in Charge of Public Affairs: William B. Benton. Deputy, Charles M. Hulten. Special Assistant, John Howe.  
Office of International Information & Cultural Affairs: Director, William T. Stone. Deputy Director, G. Stewart Brown. Chief, International Broadcast Div., Kenneth D. Fry. Assoc. Chief, Forney A. Rankin, Washington; Assoc. Chief, John Sheehan, New York. Director, Press & Publicity, J. Noel Macy.  
Office of Transportation & Communications, Telecommunications Division: Chief, Francis Colt deWolf; Asst. Chief, Harvey B. Osterman.  
Special Assistant to the Secretary in Charge of Public Relations: Michael J. McDermott. Assistant to the Special Assistant, Lincoln White.

## TREASURY DEPT.

U. S. Savings Bond Division  
Washington Bldg., 15th & N. Y. Ave., N.W.  
Executive 6400  
National Director: Vernon L. Clark. Director of Advertising, Press & Radio, Louis Carow. Chief, Radio Section (2712 RKO Bldg., New York), Brent Guntz.

## VETERANS ADMINISTRATION

Vermont Ave., between H-I Sts., N.W.  
Executive 4120  
Administrator: Gen. Omar N. Bradley. Director of Public Relations: Edward McE. Lewis. Director of Radio Service, Charles E. Dillon.

## WAR ASSETS ADMINISTRATION

2d & D Sts., N. W.  
Republic 7500  
Office of Aircraft Disposal, Electronics Div.: Director, George H. Moriarty.

Office of Information & Advertising: Deputy Administrator, Northrop Clarey. Director, Advertising Div., John L. Taylor.

## WAR DEPT.

Pentagon Bldg.  
Republic 6700  
Chief of Public Information: Lt. Gen. J. Lawton Collins. Executive Director, Public Information, Brig. Gen. J. F. Bentley. Director, Public Relations Div., Brig. Gen. Floyd L. Parks.  
Radio Section, Public Relations Div.: Director, Capt. Leonard G. Schmitz. Executive Officer, Lt. Edgar M. Jones. Operations Officer, Capt. Gerald Tate.

## COMMITTEES OF CONGRESS FOR RADIO LEGISLATION

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REPUBLICANS—Wallace H. White Jr. (Me.), chairman; Charles W. Tobey (N. H.); Clyde M. Reed (Kan.); Owen Brewster (Me.); Albert W. Hawkes (N. J.); E. H. Moore (Okla.); Homer E. Caphart (Ind.).  
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DEMOCRATS—Clarence F. Lea (Cal.); Robert Crosser (O.); Alfred L. Bulwinkle (N. C.); Virgil Chapman (Ky.); Lindsey Beckworth (Tex.); J. Percy Priest (Tenn.); Oren Harris (Ark.); George G. Sadowski (Mich.); Richard F. Harless (Ariz.); Dwight L. Rogers (Fla.); Benjamin J. Rabin (N.Y.).

## Unions And Labor Groups Dealing in Radio Fields

Name of Organization	Affiliation	Address Telephone No.	Executive
American Federation of Labor	AFL	901 Mass. Ave. N.W. Washington, D. C. National 3870	William Green, Pres.
Congress of Industrial Organizations	CIO	718 Jackson Pl., N.W. Washington, D. C. Executive 5581	Philip Murray, Pres.
American Communications Association	CIO	5 Beekman St. New York City Courtland 7-1374	Joseph P. Selly, Pres.
International Brotherhood of Electrical Workers	AFL	1200 15th St. N.W. Washington, D. C. District 3766	E. J. Brown, Pres.
American Federation of Musicians	AFL	570 Lexington Ave. New York City Plaza 8-0600	James C. Petrillo, Pres.
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.
Radio Writers' Guild of the Authors League of America	....	6 E. 39th St. New York City Murray Hill 5-6930  203 N. Wabash Chicago  1655 N. Cherokee Ave. Hollywood	Sam Moore, Natl. Pres. Peter Lyon, V. P., Eastern Region Roy Langham, Natl. Sec. Orin Tovorov, V.P., Mid-Western Region  Maurice Vimm, V.P., Western Region
American Newspaper Guild	CIO	63 Park Row New York City Rector 2-0481	Milton Murray, Pres.

Associated Actors & Artistes of America	AFL	45 W. 47th St. New York City Bryant 9-3550	Paul Dullzell, Pres.
National Assn. of Ind. Broadcast Engineers & Technicians (NABET)	....	86 Court St. Brooklyn, New York Main 4-2855 6000 Sunset Blvd. Hollywood, Cal. Granite 7278	Allen T. Powley, Pres.
<i>Organizations affiliated with Associated Actors &amp; Artistes of America</i>			
Actors Equity Assn.	AFL	45 W. 47th St. New York City Bryant 9-3550	Clarence Derwent, Pres. Paul Dullzell, Ex. Secy.-Treas.
American Federation of Radio Artists	AFL	2 W. 45th St. New York City Vanderbilt 6-1810	Ken Carpenter, Natl. Pres. George Heller, Natl. Exec. Secy. Raymond Jones, Natl. Asst. Exec. Secy.
American Guild of Musical Artists Inc.	AFL	2 W. 45th St. New York City Murray Hill 2-8407	Lawrence Tibbett, Pres. Hyman R. Faie, Exec. Secy.
American Guild of Variety Artists	AFL	1697 Broadway New York City Circle 6-7130	Matt Shelvey, National Director
Radio Directors Guild	....	114 E. 52nd St. New York 22 Plaza 9-0875  6000 Sunset Blvd. Hollywood Granite 5866	Ed Byron, Pres. George Zachary, V.P. Ted Corday, Secy. Frank Papp, Treas. Thomas Freebairn-Smith Pres. Robert Dwan, V.P.
Screen Actors Guild	AFL	7046 Hollywood Blvd. Hollywood, Cal. Hollywood 7311  545 Fifth Ave. New York City Murray Hill 2-0184	Robert Montgomery, 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.



# Directory of BROADCASTING EQUIPMENT MANUFACTURERS

NAME OF COMPANY	CITY	ADDRESS	TELEPHONE	MANAGER	PRODUCTS
Acoustic Equipment Co.	Atlanta 3, Ga.	323 Walton Bldg.	Walnut 6714	P. C. Bangs	Recordings, air-checks
H. W. Acton Co. Inc.	New York 1, N. Y.	370 Seventh Ave.	Longacre 5-4884	H. Bengeyfield	Transcription needles, playback and cutting needles
Advance Recording Products Co.	Long Island City 1	36-12 34th St.	Stillwell 4-7837	I. H. Goldman	Recording blanks
Aerovox Corporation	New Bedford, Mass. Hamilton, Ont. New York 16	740 Belleville Ave. 1551 Barton St. 18 E. 40th St. (Export Office)	New Bedford 6-8221 East 5-1186 Lexington 2-3555	Charles Golenpaul W. H. Furneaux Arthur Rocke	Capacitors, for AM, FM, TV and facsimile
	New York 16 Chicago 6 Los Angeles 15	347 Fifth Ave. 9 S. Clinton St. 1147 S. Broadway	Lexington 2-2184 Central 1894 Prospect 2105	J. A. Simberkoff F. R. Ellinger W. C. Hitt	
Airdesign Inc.	Upper Darby, Pa.	241 Fairfield Ave.	Allegheny 4-3805	L. Edward Pamphilon	Transformers for FM, TV and facsimile—transformers all types (iron core)
Alden Products Co.	Brockton 64, Mass.	117 N. Main St.	Brockton 160	E. D. Cross	Facsimile—Terminal equipment 4", 8", 8" and 18" recorders. Special recorders—special purpose scanners, recording amplifiers, tuning fork controlled oscillators, subcarrier generators, modulators, power supplies, exciter lamp-photoecel assemblies
Allied Record Mfg. Co. Inc.	Hollywood 38	1041 N. Las Palmas Ave.	Hollywood 5107	D. K. Broadhead	Transcriptions, phonograph records. For FM: Transcriptions
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 Corporation	Hollywood 38 New York 19	1161 N. Vine St. 250 W. 57th St.	Hillside 1121 Columbus 5-3255	A. A. Ward H. S. Morris	Loudspeakers, audio amplifiers (AM, FM, TV and facsimile) and intermodulation test equipment
American Transformer Company	Newark 5	178 Emmet St.	Biglow 3-4444	Walter Garlick	All types of transformers, audio reactors
Amperex Electronic Corporation	Brooklyn 1, N. Y.	25 Washington St.	Main 5-2050	Sam Norris	Transmitting and rectifying tubes
Amplifier Corp. of America	New York 13	398 Broadway	Canal 6-7612	N. M. Haynes	Electronic equipment, power supplies, amplifiers, transformers, filter networks
Andrew Co.	Chicago 19	363 E. 75th St.	Triangle 4400	C. Russell Cox	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
The Astatic Corp.	Conneaut, Ohio	.....	12-656	R. T. Schottenberg	Microphones, phonograph pickups, pickup cartridges, recording heads, microphone stands and accessories
Audak Company	New York 18	500 Fifth Ave.	Lackawanna 4-3723	G. V. Sullivan	Pickups and cutters
Audio Devices Inc.	New York 22	444 Madison Ave.	Plaza 3-0978	N. K. Hoskins	Recording discs, recording and playback points for AM and FM
Automatic Electric Co.	Chicago 7	1033 W. Van Buren St.	Haymarket 4800	H. F. Lello	Keys (lever and turn), jacks, lamp jacks. For TV and facsimile: same
Blaw-Knox Co. (Blaw-Knox Div.)	Pittsburgh 30	P. O. Box 1198	Sterling 2700	E. J. Staubitz	Antenna, towers, vertical radiators. For FM, TV and facsimile: Antenna towers
Bliley Electric Company	Erie, Pa.	Union Station Bldg.	26-857	G. E. Wright	Quartz crystals, holders and ovens. For FM, TV and facsimile: same
The Brush Development Co.	Cleveland 14 New York 7 Chicago Chicago Hartford Silver Spring, Md. Hollywood	3405 Perkins Ave. 11 Park Place 2007 S. Michigan 35 E. Wacker Dr. 289 Fairfield Ave. Box 111 1051 N. Havenhurst	Endicott 3315 Worth 2-2171 Calumet 1450 Central 0375 2-5832 Shepherd 4003 Gladstone 6932	Blair Foulds Bruce O. Brullingame J. W. Berggren W. E. Carroll R. M. Coldwell Morris F. Taylor G. B. Miller	Magnetic recording equipment, headsets, microphones, phonograph pickups, record cutters
Burgess Battery Company	Freeport, Ill. New York 11 Chicago 1	Foot of Exchange St. 76 Ninth Ave. 180 N. Wabash Ave.	Main 3300 Chelsea 2-2270 Randolph 3647	M. J. Johnson ..... .....	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. Vancouver, B. C. Winnipeg, Man. Toronto, Ont. Halifax, N. S. St. John's, Nfld.	P. O. Box 1690 Place d'Armes 550 Burrard St. 356 Main St. 855 Bay St. 578 Barrington St. 90 New Gower St.	Marquette 7081 ..... ..... ..... ..... .....	G. E. Morden L. S. Hawkins W. F. Souch G. F. Eaton H. A. Rice J. J. Collins	Microphones, studio and remote amplifiers, turntables, loudspeakers, AM transmitters, aerial systems. For FM, TV and facsimile: same
Centralab	Milwaukee 1	900 E. Keefe Ave.	Edgewood 9200	W. S. Parsons	Variable resistors, volume and tone controls, ceramic capacitors, switches, steatite and specialized ceramics
Chatham Electronics	Newark 2, N. J.	475 Washington St.	Market 2-1892	W. L. Meier	For FM and facsimile: Rectifier tubes for transmitters. For TV: Rectifiers, transmitting and receiving.
Chisholm-Ryder Co. Inc. (Premax Products Div.)	Niagara Falls, N. Y.	College and Highland Aves.	Niagara Falls 9186	S. M. Ryder	Antennas, insulators, antenna mountings
Clark Radio Equipment Corp.	Chicago 40 San Francisco 4 Los Angeles 15 Philadelphia 2 Chicago 1	4636 Ravenswood Ave. 519 California St. 1320 S. Grand Ave. 1411-19 Walnut St. 221 N. LaSalle St.	Lincoln 1747 Exbrook 4335 Prospect 2251 Rittenhouse 8295 Central 1866	M. L. Koerner Harold W. David F. H. Cole Frank B. Russell A. H. Flowers	Studio consoles, transcription turntables, pickups, speech input and recording amplifiers. For Fm: Speech input equipment. For TV: Custom built speech input equipment
Clarostat Mfg. Co. Inc.	Brooklyn 11	285-7 N. 6th St.	Evergreen 8-6770	Peter D'Angelo	Electronic equipment for sound system controls
Classophone Inc.	Long Island City 5	22-78 Steinway St.	Ravenswood 8-5900, 8-5943	Emmanuel Friedlander	Record containers
Collins Radio Company	Cedar Rapids, Iowa New York 18 Los Angeles 1	855 35th St., N. E. 11 West 42nd St. 468 S. Spring St.	3-0281 Lackawanna 4-0229-30 Tucker 9404	J. H. Boekhoff W. J. Barkley Carl W. Service	Complete stations—AM: 250 watt, 1, 5 and 10 kw. transmitters. For FM: 250 watt, 1, 8 and 10 kw. transmitters with all speech equipment, accessories and attendant facilities

**THE SURE WAY TO BETTER BROADCASTING**

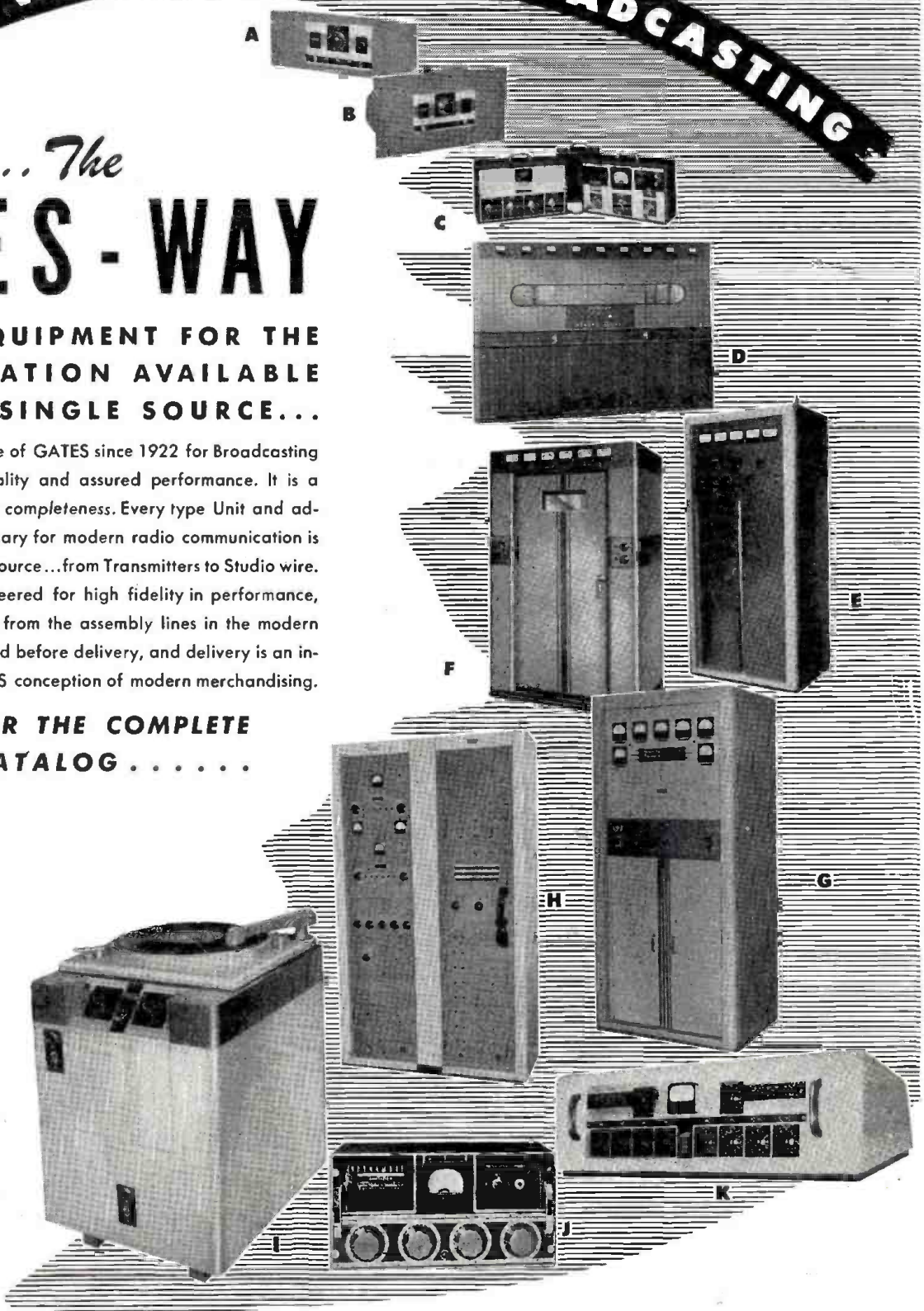
... The  
**GATES - WAY**

**... EVERY EQUIPMENT FOR THE MODERN STATION AVAILABLE FROM THIS SINGLE SOURCE...**

You have known the name of GATES since 1922 for Broadcasting Equipment of highest quality and assured performance. It is a name that stands also for completeness. Every type Unit and adjunctive equipment necessary for modern radio communication is available from this single source...from Transmitters to Studio wire. Precision built and engineered for high fidelity in performance, every piece of equipment from the assembly lines in the modern GATES factory is pre-tested before delivery, and delivery is an integral factor in the GATES conception of modern merchandising.

**WRITE FOR THE COMPLETE GATES CATALOG . . . . .**

- A** MO-2694 Line Amplifier
- B** MO-2696 Multi-Purpose Amplifier
- C** GR-9091 Remote Foursome
- D** BC-5A-10A 5 and 10 KW Transmitter
- E** BF-250A 250 watt FM Transmitter
- F** BC-1E 1 KW Transmitter
- G** BC-250-D 250 watt Transmitter
- H** 5M Speech Input Equipment Racks
- I** CB-10 Transcription Turntable
- J** Dynamote Remote Amplifier
- K** 31-B Speech Input Console



**GATES RADIO CO.**  
 QUINCY, ILLINOIS

New York Office:  
 9th Floor  
 40 Exchange Place

Sold in Canada by:  
 Canadian Marconi Co.,  
 Ltd., Montreal

**EXCLUSIVE MANUFACTURERS OF RADIO TRANSMITTING EQUIPMENT SINCE 1922**



**DIRECTORY OF BROADCASTING EQUIPMENT MANUFACTURERS**  
(Continued from Page 410)

NAME OF COMPANY	CITY	ADDRESS	TELEPHONE	MANAGER	PRODUCTS
Eitel-McCullough Inc.	San Bruno, Calif.	798 San Mateo Ave.	San Bruno 4000	O. H. Brown	Transmitting type vacuum tubes and vacuum capacitors. For FM, TV and facsimile: same
Electronic Service Co.	Louisville 2, Ky.	431 W. Jefferson St.	.....	S. A. Cister	New and used transmitters, speech input equipment, towers and specialized electronic and telephone equipment
Electronic Tube Corp.	Philadelphia 18	1200 E. Mermaid Ave.	Chestnut Hill 6800	Deas Sinkler	Tubes: cathode ray and dual gun cathode ray. Regulated power supplies; dual gun cathode ray oscillographs; special test equipment. Record-players
Electro-Voice Inc.	Buchanan, Mich.	.....	1000	W. F. Soules	Microphones, floor stands
Erie Resistor Corp.	Erie, Pa.	644 W. 12th St.	Erie 26-835	W. H. Fryling	Custom injection molded plastics; custom extrusion molded plastic; ceramic condensers—receiving and transmitting; button silver mica condensers—receiving and transmitting; carbon resistors—receiving; suppressors—receiving
Essex Wire Corp.	Ft. Wayne 6, Ind.	1601 Wall St.	Anthony 4261	W. J. Shea	Copper wire products
Evanston Sound Proof Door	Evanston, Ill.	1127 Hinman Ave.	.....	W. W. Lloyd	Sound proof doors
Fairchild Camera & Instrument Corp.	Jamaica 1, N. Y.	88-06 Van Wyck Blvd.	Jamaica 6-3800	C. V. Kettering	Recorders, recording amplifiers, transcription tables, cutterheads, lateral dynamic pickups. For FM: Same as A.M. For TV: Sound recording and playback equipment. For facsimile: Disc recorder
Federal Telephone and Radio Corp.	Clifton, N. J. Washington, D. C. Chicago	100 Kingsland Road 8 DuPont Circle 343 N. Michigan Ave.	Nutley 2-3600 Michigan 0622 Central 6000	Clyde E. Dickey E. J. Girard Harold KaDell	Complete broadcast systems—transmitters, tubes, cables, field intensity meters, antennas, crystals, microphones, consoles and associated apparatus. For FM: Same as above, also square-loop antennas. For TV: Transmitters for color and high definition black and white, studio equipment, high-gain antenna permitted by the use of higher carrier frequencies, tubes, cables
Ferranti Electric Inc.	New York 20	30 Rockefeller Pl.	Circle 7-0912	W. R. Spittal	Transformers, chokes, filters, assemblies
Finch Telecommunications Inc.	New York 16	10 E. 40th St.	Murray Hill 5-7976	A. J. Eaves	FM: Antennas. For facsimile: Transmitters (input equipment), receivers, combination radio and receivers
Gates Radio Company	Quincy, Ill. New York 5 Los Angeles	128 Hampshire St. 40 Exchange Pl. 288 Grandview, S.	522 Hanover 2-0198 Walnut 4539	F. J. Pippenger O. J. McReynolds Walter L. Read	Transmitters, speech equipment, turntables, recording equipment, microphones, allied equipment



**CONSTANT-IMPEDANCE Controls**

★ Intended for quality sound reproduction—broadcasting, recording, public-address systems, etc. Eliminate distortion arising from mismatching of impedances. Available in "L" and "T" pads. Rated at 2.5 watts maximum power dissipation. Continuous range from 0.5 to 30 db. attenuation in 90% of rotation, attaining infinity attenuation in last 10%. Used at either source or load. Widely used as mixers, faders, individual or multiple speaker controls, etc. Standard values stocked by Clarostat jobbers.

★ Write for Literature . . .



*Controls and Resistors*

CLAROSTAT MFG. CO., Inc. - 265-7 N. 6th St., Brooklyn, N. Y.

# SONOCRAFT

*Distributors of*

## DISK - TAPE - WIRE

### Recording Equipment and All Accessories



**PRESTO**

### SALES - SERVICE - INSTALLATION

Distributors of: Altec-Lansing Corp. - Brush Development Co.  
Presto Recording Corp. - Recoton Corp. - Rek-o-Kut Co.  
The Magnavox Co.

# SONOCRAFT CO. INC.

45 W. 45th St., NEW YORK 19, N. Y.    **BRyant 9-8997**

**Prompt deliveries** Fairchild is now in a position to accept orders for most of the AM and FM Sound Equipment shown on this page on a basis of—*immediate to sixty days delivery*—depending upon the units selected. For complete information address: Fairchild Camera and Instrument Corporation, 88-06 Van Wyck Boulevard, Jamaica 1, New York.

**FAIRCHILD'S UNIT 523 STUDIO RECORDER** so faithfully duplicates the original sound that even trained ears have difficulty in distinguishing the playback from the original 'live' performance. Designed in close collaboration with broadcast and recording engineers, it meets and exceeds exacting professional requirements for lateral recording on acetate or wax masters up to 18" in diameter at 33.3 and 78 rpm. It will approximate the wide dynamic range of a full symphony orchestra—with amazing freedom from distortion. Further, its low noise level, and synchronous, positive drive permits its use in the professional movie studio and for the exacting requirements of recording facsimile and wire photos for printing or re-transmission purposes. Fairchild's UNIT 541 Magnetic Cutterhead, microscope and mount in combination with the precision-built lead screw mechanism assures uniform cutting at any pitch from 80 to 160 lines—either IN-OUT or OUT-IN.

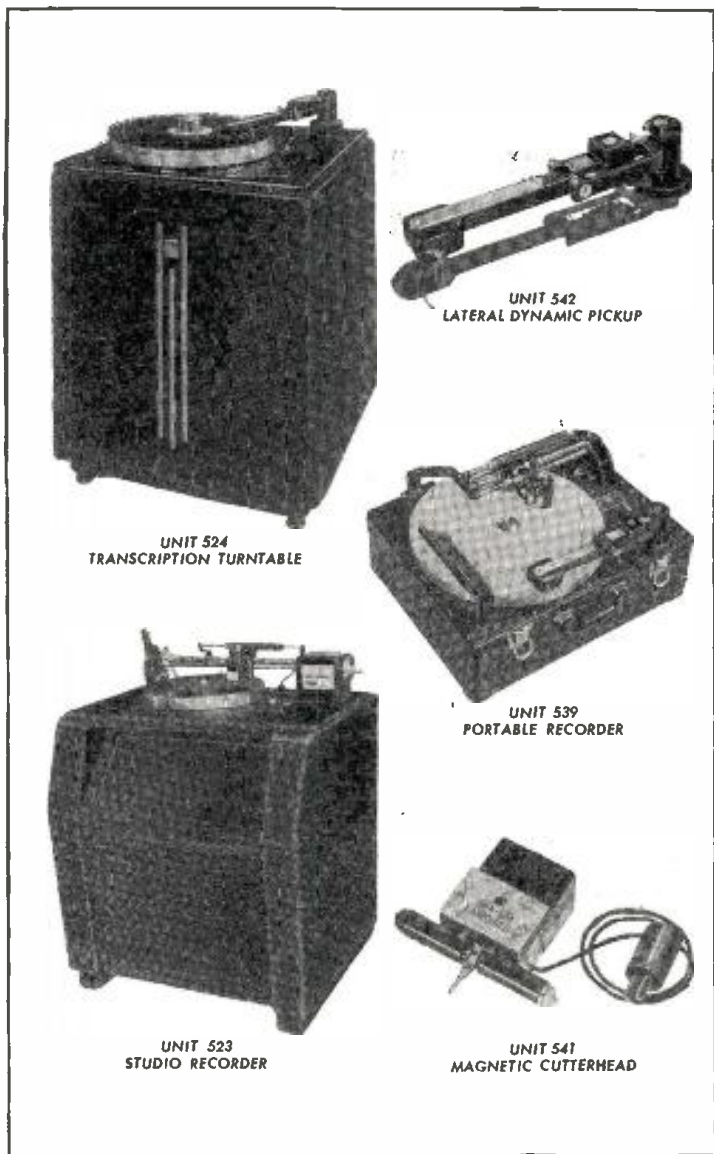
**UNIT 524 TRANSCRIPTION TURNTABLE.** FM performance puts a premium on precision-built sound equipment that has been engineered for wide dynamic range, minimum distortion content and wide frequency range. Why? Because disc recording has attained a fidelity that is uncanny. It must keep the record 'alive'! Fairchild has anticipated the needs of FM with the UNIT 524 Transcription Turntable. It is completely new. It offers 'WOW'-free performance without turntable noise, rumble or vibration for either FM or AM broadcasts; for dubbing from disc to disc, or to film; and for laboratory uses where extraneous noise and distortion cannot be tolerated.

**UNIT 541 MAGNETIC CUTTERHEAD** was designed around advanced engineering principles and produced by precision methods to meet the exacting requirements of both AM and FM broadcasting and professional recording. This cutterhead will put onto the record the greatest undistorted volume over the widest frequency range. Being exceptionally free from harmonic distortion, clean cut recordings may be made at a level to give the highest signal-to-noise ratio. Exclusive features include an unusual damping device, adjustments for aligning the armature without disassembling the cutterhead and a viewing 'window' for checking the armature alignment.

**UNIT 539 PORTABLE RECORDER,** with its new cast panel and motor mount, brings console stability to professional portable recording. The full weight of the recorder mechanism is supported independently of the trunk. 'WOW'-free performance is assured by the famed Fairchild drive. Quiet operation is assured by 'floating' the entire motor assembly below the recorder panel. Evenness of speed—at the critical 33.3 rpm—is obtained by a carefully calculated loading of the 54 to 1 gear-and-worm drive mechanism. The 78 rpm speed results from a precision friction-ball-race step up. Recordings at 33.3 rpm are accurate to the split-second. Fairchild's precision-built carriage mechanism and lathe produce uniformly cut grooves. Calibrated scales show minutes of recording completed; minutes remaining for the selected pitches.

**UNIT 542 LATERAL DYNAMIC PICKUP** meets the most exacting requirements, of both AM and FM broadcasting and other specialized uses, for reproducing all of the quality and natural beauty of recorded music or speech with full naturalness. Special mounting of a 3-ounce cartridge provides a 25 gram 'floating' stylus pressure. Other advanced design features maintain a uniform stylus pressure even under unfavorable playing conditions . . . hold distortion and record wear to a minimum by reducing lateral drag . . . and eliminate tone arm inertia in the vertical plane—another cause of difficulty when playing warped records or playing on uneven turntables.

The **FAIRCHILD UNITIZED AMPLIFIER SYSTEM** is designed to permit assembly of more than 30 different combinations to meet the varied requirements of the recording industry, from the simplest portable set to the most extensive multiple channel installation. The unitized system includes the UNIT 620 Power Amplifier, UNIT 621 Microphone Preamplifier, UNIT 622 Pickup Preamplifier, UNIT 623 Line Amplifier, UNIT 624 Output Switch Panel, UNIT 625 Input Switch Panel, UNIT 626 NAB Equalizer, UNIT 627 Variable Equalizer, UNIT 628 Diameter Equalizer, UNIT 629 Mixer, UNIT 630 V I Panel, UNIT 631 Bridging Device and UNIT 632 Auxiliary Power Supply. One of the many fine features of the Fairchild Unitized System is its complete flexibility. Any basic combination can be expanded to include additional preamplifiers, mixers, bridging devices, V I panels, auxiliary power supplies to meet any recording or special purpose requirement.



UNIT 524  
TRANSCRIPTION TURNTABLE

UNIT 542  
LATERAL DYNAMIC PICKUP

UNIT 539  
PORTABLE RECORDER

UNIT 523  
STUDIO RECORDER

UNIT 541  
MAGNETIC CUTTERHEAD



*Fairchild* CAMERA  
AND INSTRUMENT CORPORATION

**SOUND  
EQUIPMENT**





# DIRECTORY OF BROADCASTING EQUIPMENT MANUFACTURERS

(Continued from Page 412)

NAME OF COMPANY	CITY	ADDRESS	TELEPHONE	MANAGER	PRODUCTS
General Electric Co.	Syracuse 1, N. Y. Boston New York 22 Philadelphia 2 Atlanta 3 Cleveland Chicago 7 Minneapolis 2 Kansas City, Mo. Denver 2 Dallas 2 San Francisco 6 Los Angeles Seattle	Thompson Rd. 140 Federal St. 570 Lexington Ave. 1405 Locust St. 187 Spring St., N. W. 4966 Woodland Ave. 840 S. Canal St. 12 S. Sixth St. 106 W. 14th St. 650 17th St. 1801 N. Lamar St. 235 Montgomery St. 212 N. Vignes St. 710 Second Ave.	6-4411 Hubbard 1800 Wickersham 2-1811 Pennepacker 9000 Walnut 9787 Endicott 4464 Wabash 5611 Main 2541 Victor 9745 Keystone 7171 LD 224 Douglas 3740 Madison 7381 Main 7100	W. R. David W. C. Jaeger H. L. Perdue T. B. Jacobs J. M. Comer, Jr. F. R. Walker S. W. Pozgay M. F. Chapin G. F. Foster F. D. Morton J. H. Douglas F. P. Barnes C. G. Pierce J. E. Hogg	Transmitters; internal short wave transmitters; electronic tubes, crystals, monitors, consolettes, amplifiers, loudspeakers and other audio accessories including test equipment. For FM: Same as above plus antennas. For TV: Same as above plus control equipment and Video accessories. For facsimile: Transmitters, monitoring and control equipment, receivers, internal short wave transmitters, electronic tubes and crystals
General Electronics Inc.	New York 28	1819 Broadway	Circle 7-8093	T. A. Haish	Rectifiers, triode, amplifying electron tubes
General Radio Co.	Cambridge 89, Mass. New York 6 Chicago 5 Hollywood 38	275 Massachusetts Ave. 90 West St. 920 S. Michigan Ave. 950 N. Highland Ave.	Trowbridge 4400 Worth 2-5837 Wabash 3820 Hollywood 6201	Myron T. Smith Ivan G. Easton Kipling Adama Frederick Ireland	Broadcast frequency monitors, modulation monitors, radio-frequency bridges, sound measuring equipment, audio-frequency, oscillators, volume controls, variacs, FM monitors, distortion meters
Goat Metal Stampings Inc.	Brooklyn 17, N. Y.	314 Dean St.	Triangle 5-0940	Edward M. Haines	Tube parts; tube shields; small intricate drawn, formed and stamped metal parts
The Gould-Moody Co.	New York 13	395 Broadway	Canal 6-3446	Sidney S. Gould	Recording discs—styli
Grady Instrument Co.	Belmont 78, Mass.	689 Belmont St.	Belmont 5005	Edward Grady	Frequency modulated mobile relay transmitter; for DC-AC operation, mobile relay receivers—DC operation for cueing, associated AC station receivers and antennas, hi-fidelity rack mounting, relay transmitters—studio to transmitter links
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, Mo. Los Angeles 12 Minneapolis 15 New York 14 Philadelphia 7 Pittsburgh 22 Richmond 19, Va. San Francisco 1 Seattle 4 St. Louis 3 Washington, D. C.	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. Ninth and Howard Sts. King and Occidental Sts. 2642 Washington Ave. 1329 E St., N. W.	Mohawk 4-4000 Cypress 1751 Kenmore 4667 Webster 2800 Main 0600 Cherry 1360 Central 6454 Temple 1-5500 Jacksonville 5-6785 Grand 0324 Trinity 3321 Geneva 1621 Walker 5-8000 Walnut 2-5405 Court 4000 Richmond 2-2833 Market 5131 Main 4695 Newstead 4700 Executive 0022	J. W. LaMarque E. W. Stone J. P. Lynch E. H. Taylor G. W. Steck W. S. Rockwell C. C. Ross P. L. Gundy W. C. Winfree J. Manship R. B. Thompson W. G. Free F. C. Sweeney G. I. Jones R. F. Grossett E. C. Toms B. R. Cole R. W. Griffiths J. P. Lenkerd L. H. Whitten	AM and FM transmitters, antenna towers, speech input equipment, microphones, tubes, frequency monitors, amplifiers, rectifiers, meters, resistances, condensers, transformers, motor generators, emergency power plants and associated apparatus; antenna control equipment, phase monitors, public utility radio equipment
The Hallicrafters Co.	Chicago 24	4401 W. Fifth Ave.	Van 6300	R. J. Sherwood	Shortwave receivers and low-power (500 w.) transmitters
Hammarlund Mfg. Co. Inc.	New York 1	460 W. 34th St.	Longacre 5-1300	H. B. McCartney	Transmitters: Standard broadcast, VHF broadcast, short wave broadcast, television, relay, fixed station
Hardwick, Hindle Inc.	Newark 5, N. J.	40 Hermon St.	Market 2-8200	T. B. Ure	Resistors and rheostats
Harvey Radio Company	New York 18	103 West 43rd St.	Longacre 3-1800	Harvey Sampson	Amplifiers, microphones, disc and wire recorders, associated electronic equipment
Harvey Radio Laboratories Inc.	Cambridge 38, Mass.	447 Concord Ave.	Trowbridge 2800	Frank Lyman, Jr.	FM transmitters, signal generators, monitor-receivers
Hewlett-Packard Co.	Palo Alto, Calif.	395 Page Mill Rd.	Palo Alto 2-4651	W. Noel Eldred	Audio oscillators, distortion analyzers, vacuum tube voltmeters
Hoke Vertical Radiator Co.	Petersburg, Va.	135 S. Market St.	3348	John J. Hoke	Self supporting, uniform cross section, guyed radiators
The Hunt Corporation	Carlisle, Pa.	.....	Carlisle 1486	Lindsay Goeltz	Quartz crystals
Hyton Radio & Electronics Corp.	Salem, Mass. Chicago 39 New York 16	76 Lafayette St. 4090 W. North Ave. 432 Fourth Ave.	Salem 2260 Capitol 6500 Murray Hill 4-4178-79	Harry G. Burnett Donald G. Haines David H. Cogan	Radio and electronic tubes
International Derrick & Equipment Co.	Columbus 8 New York 17 Dallas 1 Torrance, Calif.	875 Michigan Ave. 122 E. 42nd St. 1315 Pacific Ave. 2410 Carson St.	University 2123 Murray Hill 3-4838 Riverside 1081 Torrance 261	J. Roger Hayden F. J. Olson T. D. Collins F. C. Ripley Jr.	Towers
International Resistance Co.	Philadelphia 8	401 N. Broad St.	Walnut 2166	Harry A. Ehle	Fixed resistors—metallized, precision, power wire wound, voltage dividers, voltmeter multipliers, high voltage and high frequency resistors; variable resistors—composition and wire wound types of volume controls, tone controls, potentiometers, rheostats and attenuators
Jackson Electrical Instrument Co.	Dayton 1	16-18 S. Patterson Blvd.	Hemlock 4076	Paul F. Jackson	Radio and electronic testing instruments
Jefferson Electric Co.	Bellwood, Ill.	.....	Manfield 7161—Chicago	James C. Daley	Radio power transformers, chokes and audio input and output transformers, television deflecting yokes, horizontal and vertical scanning transformers and centering and focusing coils
Jefferson-Travis Inc.	New York 10	380 2nd Ave.	Gramercy 3-3035	Harold H. Lloyd	Marine telephone (transmitter and receiver) equipment. For FM: Mobile telephone systems
Johns-Manville	New York 16	22 E. 40th St.	Lexington 2-7600	Paul Washburn	Acoustical materials and sound control systems
E. F. Johnson Company	Waseca, Minn.	206 2nd Ave., S. W.	990	Wally B. Swank	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, panels, racks and cabinets. For FM: "Iso-Coupler" for feeding FM antennas mounted on an AM tower

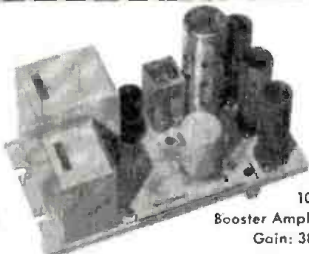
# broadcast audio facilities

BY *Langevin*

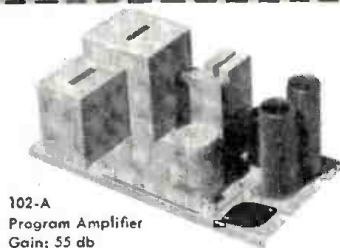


111-A Dual  
Preliminary Amplifier  
Gain: 47 db

MIXER NETWORK

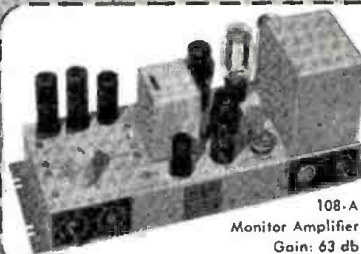


106-A  
Booster Amplifier  
Gain: 38 db



102-A  
Program Amplifier  
Gain: 55 db

LINE



108-A  
Monitor Amplifier  
Gain: 63 db

Worthy of an  
Engineer's Careful  
Consideration

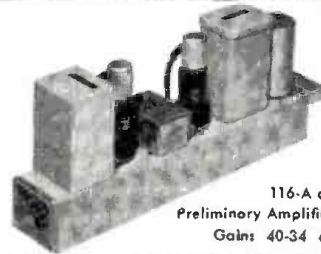
REPRESENTING A NEW APPROACH to audio engineering is the series of Langevin Plug-in amplifiers pictured at right. Only two types of tubes are employed. And only these two types of amplifiers—the 116-A Preliminary and/or Booster Amplifier and the 117-A Program and/or Monitor Amplifier—are necessary to engineer *complete* studio systems.

At left, is the Langevin standard line of speech input amplifiers which more than meet the electrical specifications recommended by the FCC.

In addition to the illustrated equipment, Langevin has introduced the PROGAR\*, a fast acting peak limiter preceded by an automatic gain control amplifier with variable time constants. The resulting action of this combination of amplifiers is a higher percentage of modulation than can be obtained with a limiter alone.

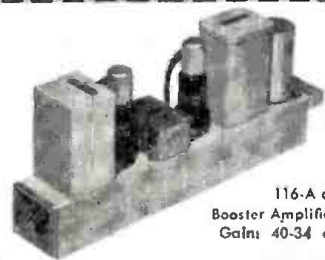
Also available is a new selenium disc rectifier power supply for the above PLUG-IN amplifiers—and various other supplies and mounting accessories necessary to adapt Langevin equipment to all types of installations.

\*REG. U. S. PATENT OFFICE



116-A as  
Preliminary Amplifier  
Gain: 40-34 db

MIXER NETWORK



116-A as  
Booster Amplifier  
Gain: 40-34 db



117-A as  
Program Amplifier  
Gain: 50 db

LINE



117-A as  
Monitor Amplifier  
Gain: 50 db

# The Langevin Company

INCORPORATED

SOUND REINFORCEMENT AND REPRODUCTION ENGINEERING



## DIRECTORY OF BROADCASTING EQUIPMENT MANUFACTURERS

(Continued from Page 414)

NAME OF COMPANY	CITY	ADDRESS	TELEPHONE	MANAGER	PRODUCTS
Kester Solder Co.	Chicago 39	4201 Wrightwood Ave.	Belmont 1601	F. C. Englehart	Solders and soldering fluxes
Kluge Electronics Co.	Los Angeles 26	2125 1/4 Sunset Blvd.	Exposition 1742 or Fitzroy 7430	Myron E. Kluge	Transmitters, tubes, frequency and modulation monitors, magnetic recording and reproducing equipment
The James Knights Co.	Sandwich, Ill. Chicago	175 W. Jackson	465 Wabash 2550	L. A. Faber E. H. Aberdeen	Quartz crystals
Kuthe Laboratories Inc.	Newark 4, N. J.	150 Summit St.	Mitchell 2-6466	Herman K. Kuthe	Tubes: Transmitting, power rectifiers, gas and mercury-filled electronic tubes
The Langevin Co. Inc.	New York 23 San Francisco 3 Los Angeles 38	37 W. 65th St. 1050 Howard St. 1000 N. Seward St.	Endicott 2-7200 Market 7421 Hollywood 6321	Harry B. Miller H. A. Wollenberg W. T. Brown	Broadcast audio facilities including preliminary, booster, program and monitoring amplifiers, power supplies, console equipment and program guardian and limiter amplifier (program), rack mounting accessories. For FM: Same. For TV: Same as above except console
Lehigh Structural Steel Co.	New York 4	17 Battery Pl.	Whitehall 4-1424	J. F. Neary	Vertical radiators, radio towers, towers for FM and TV
Lenz Electric Mfg. Co.	Chicago 47	1751 N. Western Ave.	Armitage 4454	J. Mayo Lenz	Cords, cables and wires; dial light assemblies
Lewis Electronics	Los Gatos, Calif.	16 Lyndon St.	Los Gatos 1100 PBX	Mason Shaw	Electronic vacuum transmitting tubes and rectifiers
John E. Lingo & Son Inc.	Camden, N. J.	2814 Buren Ave.	Camden 4-0487	John E. Lingo	Tubular steel vertical radiators; VHF antennas and supporting towers. For FM and TV: Antennas and supporting poles. For facsimile: Supporting poles
Fred M. Link	New York 11	125 West 17th St.	Chelsea 2-1100	D. G. Beachler	Mobile relay pickup equipment, transmitters, studio transmitter links
Machlett Laboratories Inc.	Springdale, Conn.	1063 Hope St.	Stamford 4-5781	Harold W. Rober	Transmitting tubes
Magnecord Inc.	Chicago 21	304 W. 63rd St.	Normal 3202	C. G. Barker	High-fidelity magnetic wire sound recorders and reproducers
Maspeth Telephone & Radio Corp.	Brooklyn 1	427 Flatbush Ave., Ext.	Nevins 8-5709	Philip Krieger	Test equipment
Meletron Corporation	Los Angeles 38	950 N. Highland Ave.	Hempstead 4841	G. A. Starbird	Microphone booms and stands
Merit Coil and Transformer Corp.	Chicago 40	4427 N. Clark St.	Longbeach 6311	John I. Crockett	Transformers
Miles Reproducer Co. Inc.	New York 3	812 Broadway	Gramercy 5-9466	J. M. Kuchlik	Recorders and reproducers
Mirror Record Corp.	New York 10	1183 Broadway	Chelsea 3-2222	P. K. Trautwein	Record blanks, cutting and playback needles
Mycalex Corporation of America	New York 20	30 Rockefeller Plaza	Columbus 5-5989	Jerome Tashoff	Mycalex low-loss, high-frequency insulation
National Company Inc.	Malden 48, Mass. Garden City, L. I., N. Y. Chicago Los Angeles	61 Sherman St. 48 Transverse Road 565 W. Washington Blvd. 1406 S. Grand Ave.	Malden 7950 Garden City 1296 Franklin 9095 Millbrae 2011	S. W. Bateman Arthur H. Lynch L. A. Chambers Herb Becker	Monitoring equipment and component parts. For FM: Receivers and component parts
National Union Radio Corp.	Newark 2, N. J.	57 State St.	Humboldt 2-5050	J. J. Clune	Electron tubes
North American Philips Company Inc.	New York 17	100 E. 42nd St.	Lexington 2-0900	H. E. Fry	Crystals for frequency control. For FM, TV and facsimile: Quartz crystal oscillator, concentric air trimmer capacity
Northern Radio Co. Inc.	New York 11	143-45 W. 22nd St.	Watkins 9-5310	S. A. Barone	Special custom-built equipment
Ohmite Mfg. Co.	Chicago 44	4835 Flournoy St.	Austin 1070	D. T. Siegel	Wirewound resistors, wirewound rheostats, rotary tap switches, R. F. chokes and power line chokes
Permo Inc.	Chicago 26	6415 N. Ravenswood Ave.	Brlargate 2420	Arthur J. Olsen	Phonograph needles and styli
Permoflux Corporation	Chicago 39 Glendale, Calif.	4900 W. Grand Ave. 236 S. Verdugo Rd.	Berkshire 3200 Citrus 2-1811	H. R. Letzter R. J. Anderson	Headsets, microphones, speakers, transformers
Phonograph Needle Mfg. Co. Inc.	Providence 5	42 Dudley St.	Gaspee 5032	J. H. Moody	Reproducing needles for transcriptions
R. C. Powell & Co. Inc.	New York 5	57 William St.	Bowling Green 9-6286	R. C. Powell	Magnetic sound recorders and wire
Precision Piezo Service	Baton Rouge 10	427 Mayflower St.	5359	C. E. Pearce	Quartz crystals, holders and ovens
Press Wireless Mfg. Corp.	New York 18	1475 Broadway	Bryant 9-5030	Stephen Horbach	Line amplifiers, terminal equipment. For facsimile: Transmitter receivers
Presto Recording Corp.	New York 19 Belmont, Mass. Chicago Cleveland Dallas Denver Detroit Kansas City, Mo. Los Angeles Seattle Silver Spring, Md. New York New York (Export only) Clayton, Mo. Philadelphia Montreal, Que. Honolulu	242 W. 56th St. 350 Lake St. 600 S. Michigan Ave. 1886 Euclid Ave. P. O. Box 1805 4258 Quitman St. 13000 MacKenzie Ave. 309 Reliance Bldg. 7422 Melrose Ave. 104 Battery St. 8416 Georgia Ave. 242 W. 56th St. 25 Warren St. 139 N. Central Ave. 139 S. Fairview Ave. Dominion Sq. Bldg. 1105 Kapiolani Blvd.	Circle 5-7760 Belmont 4510 Harrison 4240 Main 1565 Dallas 3-7093 Grand 1768 University 1-0180 Victor 4631 Whitney 1147 Sen 2560 Shepherd 4003 Circle 5-7760 Barclay 7-5313 Delmar 3723 Sunset 2383R Marquette 6988 .....	Thomas B. Aldrich Henry M. Lane Leroy W. Beier Ernest P. Scott J. Earl Smith Richard A. Hyde Art Adams C. E. Terry Norman B. Neely L. D. Marsh M. F. Taylor Thomas B. Aldrich Norman Simons Lee Maynard Malcolm A. Peckham Walter P. Downs Tommy Kearns	Stationary and portable sound recorders. Stationary and portable transcription equipment, associated amplifier equipment, master discs, instantaneous recording discs, recording and reproducing styli
Q R K Electronic Products	Visalia, Calif.	P. O. Box 767	Visalia 2232 or 1288M	Bert Williamson	Transcription turntables, recorders, reproducers
Radex Corp.	Chicago 4	53 W. Jackson Blvd.	Harrison 0600	R. R. Cook	Receiving—Radio coils, test equipment, coaxial cable, blower motors, dynamotors, filter boxes; transmitting—coaxial cable, blower motors
Radio Corporation of America (RCA Victor Div.)	Camden, N. J. Atlanta 3 Chicago 11 Cleveland 15 Dallas 1 Kansas City 8 New York 16 San Francisco 3 Los Angeles 14 Washington 6, D. C. Boston	Front and Cooper Sts. 530 Citizens and Southern Bk. Bldg. 445 N. Lake Shore Dr. 1621 Euclid Ave. 2010 Jackson St. 221 W. 18th St. 411 5th Ave. 1355 Market St. 621 S. Hope St. 1625 K St., N. W. 260 Tremont St.	Camden 8000 Walnut 5946 Whitehall 4600 Cherry 3450 Riverside 1371 Victor 6410 Ashland 4-7605 Hemlock 5300 Mutual 1103 District 1260 Hubbard 0123	A. R. Hopkins P. G. Walters, Jr. C. M. Lewis H. V. Sommerville W. M. Witty David Bain A. Josephsen R. J. Newman E. Frost F. H. Engel J. K. Hiller	AM, FM and television transmitters; tubes, microphones, instantaneous recorders, broadcast audio equipment and associated apparatus, television studio film and field pickup equipment, field intensity meters, frequency monitors, modulation monitors, beat frequency oscillators, cathode ray oscillographs, mica condensers, faradon condensers, transcription turntables, laboratory and test equipment, antenna phasing equipment, antennas and crystals. For FM and TV: Complete line—antennas, transmitter, studio equipment and tubes

Insure Your Station's

PEAK PERFORMANCE at LOWEST COST

with a

LINGO VERTICAL TUBULAR STEEL RADIATOR

*Before You Specify*

Here are a few of the many alert stations who have insured their "peak performance at lowest cost" with a LINGO radiator:

WWSW—Pittsburgh, Pa.  
WIBW—Topeka, Kans.  
WTAR—Norfolk, Va.  
CJCL—Kirkland Lake, Ontario  
WBOC—Salisbury, Md.  
WIBC—Indianapolis, Ind.  
WSAV—Savannah, Ga.  
WOLF—Syracuse, N. Y.  
WTON—Staunton, Va.  
WARD—Johnston, Pa.  
WMAJ—State College, Pa.  
WCTC—New Brunswick, N. J.  
WWBZ—Vineland, N. J.  
WHUM—Reading, Pa.  
WDAD—Indiana, Pa.  
WBPZ—Lockhaven, Pa.  
WPAM—Pottsville, Pa.  
WDAR—Savannah, Ga.  
WKNB—New Britain, Conn.  
WACE—Holyoke, Mass.  
WAGM—Presque Isle, Me.  
WGAT—Utica, N. Y.  
WRRN—Warren, Ohio  
WTHT—Hartford, Conn.  
WBT—(Satellite) Shelby, N. C.  
WRQN—Vidalia, Ga.  
WCSH—Portland, Me.

Investigate How LINGO Guarantees You These 6 Advantages at No Extra Cost!

- 1 SAVINGS** through *modest initial costs*. Total installation costs less than heavy type of vertical radiator.
- 2 GREATER EFFICIENCY** through *Peak Performance*. Actual tests show Lingo Radiators deliver *within 3% of 100% maximum efficiency*.
- 3 LOWEST UPKEEP**. Only needed maintenance is occasional painting (at a cost usually  $\frac{1}{4}$  that of a structural steel tower of the same height).
- 4 5 YEARS' INSURANCE**. Every Lingo installation is insured against loss or damage. You get this extra protection at no extra cost to you.
- 5 CORRECT DESIGN**. Lingo has been building vertical structures for 50 years. Lingo radiators have been erected nearly 600 feet high and have withstood wind velocities over 100 MPH.
- 6 SINGLE RESPONSIBILITY**. Lingo designs, constructs and installs for you. We also design foundations and recommend extent of your ground system. *Lingo does the job start-to-finish*.

Lingo's skilled engineers have designed, built and constructed radiators of peak efficiency for hundreds of stations in the U. S., Canada and throughout the world. Each installation is a testimony to Lingo's half century of experience.

WRITE FOR ENGINEERING SERVICE. Profit by Lingo's specialized experience. Our engineering department will be glad to help you plan your new or modernized antenna system. Please indicate location, power and frequency in all correspondence. (No obligation to you, of course.)

Half a Century of Engineering Progress

**JOHN E. LINGO & SON, INC.**

Camden, New Jersey

Write Today! Our consultants will translate your requirements into PLANNED ACTION.



# DIRECTORY OF BROADCASTING EQUIPMENT MANUFACTURERS

(Continued from Page 416)

NAME OF COMPANY	CITY	ADDRESS	TELEPHONE	MANAGER	PRODUCTS
RCA Victor Co. Ltd.	Montreal, Que. Vancouver, B. C. Calgary, Alta. Winnipeg, Man. Toronto, Ont. Montreal, Que. Halifax, N. S.	1001 Lenoir St. 1207 Homer St. 523 Eighth Ave., W. 168 Market St. 1140 Yonge St. 976 LaCasse St. 99 Brunswick St.	WE 3671 Marine 4241 M-3928 97-201 Midway 5421 Wellington 3671 3-6186	H. S. Walker C. R. Gordon F. T. Myles E. P. Burns F. A. Boyle A. Bayard 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 Development and Research Corp.	Jersey City 4	26 Cornellson Ave.	Bergen 3-6900	E. L. Slegmund	Transmitters, sound and speech equipment, transformers, sound-On-Tape recorders
Radio Engineering Laboratories Inc.	Long Island City 1, N. Y. Chicago 1 Detroit Hollywood High Point, N. C. Leaside, Ont. New Orleans	85-54 36th St. 612 N. Michigan Ave. 2040 Grand River Ave., W. 7422 Melrose Ave. 134 W. Commerce St. 11-19 Brentcliffe Rd. Jung Hotel	Astoria 8-1010 Superior 9109 Cherry 2270 Whitney 1147 51409 Waverly 1011 .....	Frank A. Gunther Ralph B. Ritter M. N. Duffy Norman B. Neely John F. Bivins S. G. Paterson Dr. G. A. Mayoral	Frequency modulation transmitters, antennas, consoles, test equipment, STL's. For FM: Transmitters, receivers, antennas, studio and measuring equipment
Radio Inventions Inc.	New York 14	155 Perry St.	Chelsea 2-7855	Raymond W. Bristol	Facsimile equipment
Radio Music Corp.	New York 6	136 Liberty St.	Whitehall 4-1165	Arthur H. Lynch	Transcription turntables, reproducers
Radio & Television Maintenance Corp.	Ft. Wayne, Ind.	901 E. Lewis	Anthony 1801	M. J. Gaskins	Erection and maintenance all types of radio towers; coaxial lines
Raytheon Mfg. Co. (Broadcast Equip. Div.)	Chicago 26 Boston Dallas New York 17 Cedar Rapids Los Angeles Chattanooga Seattle 6	7475 Rogers Ave. 131 State St. 414 E. 10th St. 60 E. 42nd St. 625 Memorial Dr. 215 W. Seventh St. Signal Mountain 6305 49th Ave., S.W.	Ambassador 0712 Lafayette 2070 Yale 2-1904 Murray Hill 2-7440 23408 Tucker 7117 8-2487 West 6473	W. E. Philippe Christian Brauneck Howard D. Crissey Henry J. Geist Clair Miller Emile J. Rome W. B. Taylor William R. Zinn	AM, FM and television transmitters, transmitter accessories, transmitting tubes, speech input equipment, antenna phasing and coupling equipment, transmission line accessories, amplifier equipment, engineering services, custom-built transmitting and studio equipment
Recordit Distributing Company	St. Louis 3	3028 Locust	Newstead 6550	A. Edward Gross	Recording machines, equipment and supplies
Recoton Corporation	New York 10	212 Fifth Ave.	Murray Hill 5-6092	H. H. Borchardt	Playback and cutting needles, recording blanks
Reeves Soundcraft Corp.	New York	10 E. 52nd St.	Plaza 3-3055	Edwin Conklin	Blank recording disc manufacturer, recording equipment
Rek-O-Kut Company	New York 13	146 Grand St.	Walker 5-1787	George Silber	Instantaneous recording turntables, cutting mechanisms, matching transformers, recording meters, transcription turntables
Robinson Recording Labs.	Philadelphia 7	85 S. 9th St.	WA 2-6800	W. P. Robinson	Recording equipment
The Charles E. Schuler Engineering Co.	Newark, Ohio	Cambria St.	4319	Charles E. Schuler	Self supporting and guyed radio towers
Scientific Radio Service	Hyattsville, Md.	4301 Sheridan St.	Hyattsville 0535	H. D. Eisenhauer	Piezo electric crystals
J. P. Seeburg Corp.	Chicago 22	1510 N. Dayton St.	Michigan 0800	C. T. McKelvy	Wire recorders and reproducers
Sherron Electronics Co.	Brooklyn 6, N. Y.	1201 Flushing Ave.	Evergreen 7-2820	P. H. Sherron	TV equipment: Video transmitters, FM (aural) transmitters, audio control desks, video control unit, master control unit, monscope units, TV test equipment: Television chanalyst, sync. generators, special video wave shaper, R. F. oscilloscope
Shure Brothers Inc.	Chicago 10	225 W. Huron St.	Delaware 4550	J. A. Berman	Microphones
Snyder Mfg. Co.	Philadelphia 40	22nd and Ontario	Radcliff 5-6565	Dick Morris	For FM and TV: Antenna
Sonocraft Co. Inc.	New York 19	45 W. 45th St.	BR 9-8997	R. G. Harvey	Recording machines on discs, wire and tape, speakers, turntables, recording microscopes, equalizers, amplifiers, loud speakers, microphones, floor and table stands, record blanks and needles
Sound Apparatus Company	New York 7	233 Broadway	Rector 2-7579	A. W. Niemann	Graphic recorders
The Sound Scriber Corp.	New Haven 4, Conn.	146 Munson St.	7-2125	Alan W. Crowell	Recording equipment
Speak-O-Phone Recording & Equip. Co.	New York 23	28 W. 60th St.	Columbus 5-1350	C. A. Austin	Transcription reproducers, recording machines
Standard Piezo Company	Carlisle, Pa.	127 Cedar St.	1495	L. W. McCoy	Quartz crystal frequency control units
The Superior Electric Co.	Bristol 6, Conn.	.....	Bristol 3141	V. S. Loudon	Seco automatic voltage regulators, powerstat variable transformers. For FM and TV: AC automatic voltage regulators. DC power supplies (regulated and unregulated)
Sylvania Electric Products Inc.	New York 18 Atlanta 3 Boston 15 Buffalo 2 Chicago 3 Cleveland 14 Detroit 2 Kansas City 8 Los Angeles 13 Philadelphia 7 San Francisco 4 Seattle 1 Washington 5, D. C.	500 Fifth Ave. 1223 William-Oliver Bldg. 70 Forsyth St. 421 Jackson Bldg. 135 South LaSalle St. 797 Union Commerce Bldg. 613 Boulevard Bldg. 2109 Broadway 555 S. Flower St. 1120 Lincoln Liberty Bldg. 111 Sutter St. 951 White-Henry-Stuart Bldg. Washington Bldg., 15th and New York Ave.	Cbickering 4-4470 Jackson 3015 Kenmore 8900 Washington 0418 Franklin 4512 Cherry 4100 Trinity 1-7660 Victory 5565 Michigan 3145 Rittenhouse 6-4862 Garfield 1846 Elliot 7122 Republic 7783	George C. Connor Hugh Saussy D. W. Atchley Jr. Raymond P. Connors L. A. Wheelock P. M. Pritchard A. G. Holl A. C. Jones F. E. Gilbert Jr. Howard J. Martin George R. Sommers C. T. Clark G. Dallas Rand	Transmitter and receiving tubes, modulation meter, cathode ray tubes, oscilloscopes, polymeter
Tower Construction Co.	Sioux City 9, Iowa	Commerce Bldg.	55735	W. Hungerford	Erection of radio towers, ground systems, lights, painting, all maintenance of radio towers. Installation of FM antenna and coaxial lines
Tower Sales & Erecting Co.	Portland 11, Ore.	6100 N. E. Columbia Blvd.	Trinity 7803	C. H. Fisher	Radio towers, erection, lighting, painting and ground systems. For FM: FM antennas
Trans-Lux News-Sign Corp.	New York 20	1270 Ave. of the Americas	Circle 7-4970	Bert W. Roth	Traveling message signs, "Flashcasting" and "Ad-casting" equipment
Transmitter Equipment Mfg. Co. Inc.	New York 14 Cambridge 42, Mass. Newark 2, N. J. Philadelphia 7 Atlanta Dallas 1 Hollywood 28 New Orleans 13	845 Hudson St. 238 Main St. 744 Broad St. 1348 Arch St. 650 Boulevard, N. E. P. O. Box 1801 623 Guaranty Bldg. Jung Hotel	Worth 4-7805-6-7-8-9 Elliot 1751-52 Mitchell 2-6734 Philadelphia 7-5135 Hemlock 4416 Tennison 3-7093 Hollywood 5111 Canal 6031	Morton B. Kahn William A. Holliday Art Cerf L. D. Lowery A. Sidney Hardy J. Earl Smith Harold A. Kittleson Stanley W. Ray	Transmitters, studio speech amplifying equipment, relay transmitters and receivers, mobile equipment, studio-transmitter links, marine and public utilities communication equip, For FM, TV and facsimile: Relay and studio-transmitter link

# PRESTO

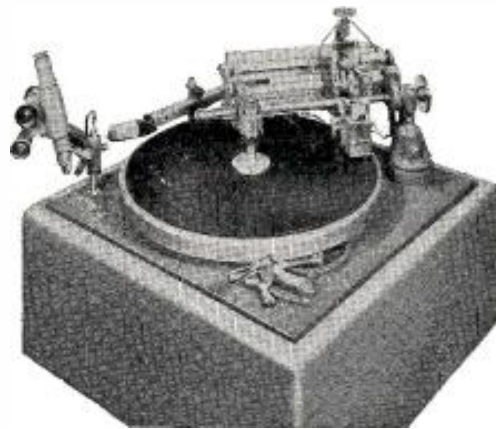
## First Choice with Broadcasters

► Recording engineers continue to find in the Presto line the most versatile selection of finely engineered equipment and discs. Today many Prestos which began their service more than ten years ago are still turning out high quality recordings.

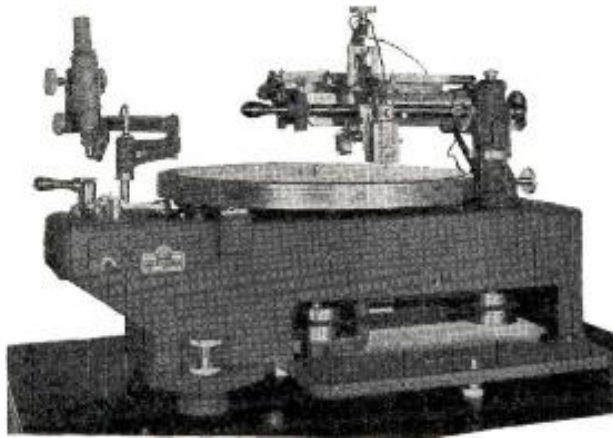
► On this page is additional evidence why Presto is the world's largest manufacturer of instantaneous sound recording equipment and discs.



**THE PRESTO 6-N** is the most widely used recorder ever manufactured. It is unexcelled for delayed broadcasts, remote recordings and for general small station and recording studio use. It is the most economical fully professional unit in the Presto Line.



**THE PRESTO 8-N** recorder has been familiar to broadcast stations and recording studios for years and is known as a precision instrument equal to any recording assignment.



**THE PRESTO 8-D** is suited for exceptionally heavy demands by the large stations and studios. Its unusually heavy weight is a big factor in recording high fidelity masters.



**PRESTO GREEN SEAL DISCS.** Because of their consistently fine quality Presto Green Seal Discs are unsurpassed for perfect instantaneous recordings and masters. For true to life recording there has never been anything finer.



RECORDING CORPORATION • 242 WEST 55TH STREET • NEW YORK 19, N. Y.

Walter P. Downs, Ltd., in Canada

World's Largest Manufacturer of Instantaneous Sound Recording Equipment & Discs



## DIRECTORY OF BROADCASTING EQUIPMENT MANUFACTURERS

(Continued from Page 418)

NAME OF COMPANY	CITY	ADDRESS	TELEPHONE	MANAGER	PRODUCTS
Truscon Steel Company	Youngstown 1, Ohio	Albert St.	Youngstown 32171	George F. Bateoon	Self-supporting and uniform cross section guyed masts and copper mesh ground screen, complete line of steel building products
The Turner Company	Cedar Rapids, Iowa	.....	3-2607	Wm. J. Nezerka	Microphones
United States Recording Co.	Washington 5, D. C.	1121 Vermont Ave., N. W.	District 1640	Joseph Tait	Recording and transcription, portable transcription players, speech input consoles, custom built equipment. For FM: Speech input consoles
United States Television Mfg. Corp.	New York 23	8 West 61st St.	Circle 6-4255	Hamilton Hoge	Transmitters and associated equipment
Western Electric Co. Inc. (See Graybar Elec. Co.)	New York 5	120 Broadway	Cortlandt 7-7700	S. P. Taylor	FM and AM transmitters, antennas and antenna accessories, phase monitors and antenna phasing equipment, speech input, equipment for FM and AM, speech input amplifiers and accessories, microphones and accessories, transcription turntables and pickups, loudspeakers, power supplies, electron tubes, relays, keys, jacks, mountings, thermistors, variators, sound measuring equipment.
Western Sound & Elec. Lab. Inc.	Milwaukee 8	3512 W. St. Paul Ave.	West 9030-31	E. M. Dieringer	Amplifiers, recorders-paging, remote control and line matching equipment
Westinghouse Electric Corp.	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.	3601 Washington Blvd. 1299 Northside Drive, N.W. 19 High St. 20 N. Wacker Dr. 40 Wall St. 3001 Walnut St. 306 Fourth Ave. 411 N. 7th St. 1 Montgomery St. 1625 K St., N. W.	Edmondson 2300 Atwood 1641 Liberty 0600 Franklin 5520 Whitehall 3-4321 Evergreen 6-8700 Atlantic 8400 Central 1120 Exbrook 5353 National 8843	C. W. Miller A. W. Rose E. C. Delano W. J. Maytham, Jr. J. S. Parry T. P. Jones J. E. Payne A. F. Buck G. B. Rosenblatt R. M. Wilson	Amplitude and frequency modulated transmitters, custom built equipment, high definition color television studio and transmitting 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. For FM: Transmitters, 1 kw, 3kw, 10 kw and 50 kw, antennas and associated equipment. For TV: High definition color television studio and transmitting equipment
Weston Electrical Instrument Corp.	Newark 5, N. J. Chicago 6 New York 7	614 Frelinghuysen 205 W. Wacker Dr. 50 Church St.	Bigelow 3-4700 Franklin 4656 Cortlandt 7-0506	E. T. Higgons P. Westburg L. C. Nichols	RF ammeters, voltmeters, ammeters, milliammeters, microammeters, VU meters, volt-ohmmeters, tube testers, tower lighting controls, hour counters
Wincharger Corporation	Sioux City 6, Iowa	E. 7th and Division Sts.	86513	M. M. Lasensky	Radio towers, lighting equipment for radio towers. For FM: Antennas, towers
Wirecorder Corporation	Detroit 26	Stroh Bldg.	Cadillac 1503	M. A. Neff	Wire recording equipment
Zack Radio Supply Co.	San Francisco 2	1426 Market St.	Market 1426	V. N. Zachariah	Replacement parts, tubes and accessories

*your servant,*

# PRESS WIRELESS, INC.

1475 BROADWAY, NEW YORK 18

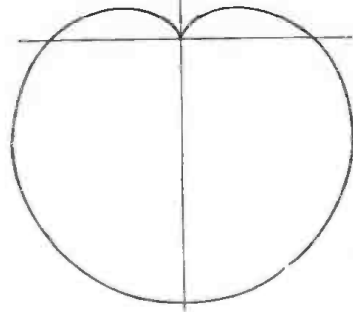
BRYant 9-5030

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

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

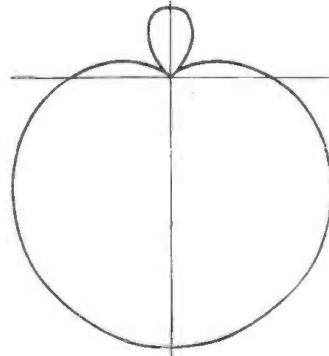
## .. This is Cardioid

"Cardioid" means heart-shaped. It describes the pickup pattern of a microphone as illustrated in this diagram. Unwanted sounds approaching from the rear are cancelled out and the pickup of random noise energy is reduced by 66%. The actual front to back ratio of reproduction of random sound energy is 7 to 1.



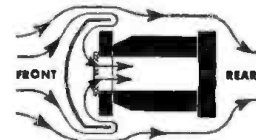
## .. This is Super-Cardioid

"Super-Cardioid" also describes a pickup pattern and is a further improvement in directional microphones. The Super-Cardioid has a wide front-side pickup angle with greater exclusion of sounds arriving from the sides and the rear. The front to back random sound ratio is 14 to 1 which makes it twice as unidirectional as the "Cardioid." A 73% decrease in the pickup of random noise energy is accomplished.

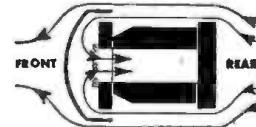


## .. This is Uniphase

"Uniphase" describes the principle by which directional pickup is accomplished in a single Microphone unit. This is a patented Shure development and makes possible a single unit "Super-Cardioid" Directional Microphone eliminating the necessity of employing two microphone units in one case—it gives greater uniformity in production, greater ruggedness, lower cost for comparable quality and more uniform vertical pickup pattern.



Sounds entering from front.



Sounds entering from rear.

## .. This is the result

### The SHURE Super-Cardioid

A decrease in the pickup of random sound energy by 73%—reduction of feedback and background noise—simplification of sound pickup are among the many advantages offered by the Shure "Super-Cardioid" Dynamic. These, plus faithful reproduction, are the reasons why Shure "Super-Cardioid" Microphones are used by more than 750 Broadcast Stations in the United States alone, by our Armed Forces throughout the world, and on thousands of Public Address Systems everywhere.

## SHURE BROTHERS, Inc.

Microphones and Acoustic Devices

225 West Huron Street Chicago 10, Illinois

Cable Address: SHUREMICRO





# International Broadcasting Stations of the United States

Authorized by FCC as of January 1, 1947

Note: Under arrangements carrying over from the war, these U. S. shortwave stations are leased by the licensees to the Government and are programmed by the International Broadcast Division, Office of International Information and Cultural Affairs, Department of State. (Under the 1947 fiscal year Appropriations Act, private licensees are permitted to program their stations, without State Dept. supervision, 25% of the broadcast time, but as of Jan. 1, 1947, the State Dept. still was programming all stations full time by agreement with the licensees.)

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
KWIX	The Associated Broadcasters Inc. San Francisco, Cal.	6.06, 7.23, 9.57, 11.87, 15.29, 17.76, 21.61	50,000
KCBA	Columbia Broadcasting System Inc. Delano, Cal.	.....	50,000
KCBF	Columbia Broadcasting System Inc. Delano, Cal.	.....	50,000
KCBR	Columbia Broadcasting System Inc. Delano, Cal.	.....	200,000
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
WCBX	Columbia Broadcasting System Inc. Brentwood, L. I., New York	6.06, 6.12, 6.17, 9.85, 11.83, 15.27, 17.83, 21.52, 21.57	50,000
WCDA	Columbia Broadcasting System Inc. Brentwood, L. I., New York	SA-9.49 SA-9.59 SA-15.267 in lieu of 15.27	10,000
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	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
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
WLWK	The Crosley Corp. Mason, O.	6.08, 9.59, 11.71, 15.25, 17.8, 21.65	50,000
WLWL	The Crosley Corp. Mason, O.	6.08, 9.59, 11.71, 15.25, 17.8, 21.65	200,000
WLWO	The Crosley Corp. Mason, O.	6.08, 9.59, 11.71, 15.25, 17.8, 21.65	75,000
WLWR	The Crosley Corp. Mason, O.	6.08, 9.59, 11.71, 15.25, 17.8, 21.65	200,000
WLWS	The Crosley Corp. Mason, O.	6.08, 9.59, 11.71, 15.25, 17.8, 21.65	200,000
KGEI	General Electric Co. Near Belmont, Cal.	6.19, 7.25, 9.53, 9.55, 11.78, 15.21, 15.33	50,000
KGEX	General Electric Co. Belmont, Cal.	.....	100,000
WGEA	General Electric Co. So. Schenectady, N. Y.	6.19, 7, 9.55, 11.8475, 15.33, 21.59	50,000
WGEO	General Electric Co.	SA-9.53 6.19, 7, 9.53, 11.8475, 15.33	100,000
WGEX	General Electric Co. So. Schenectady, N. Y.	.....	25,000
WNBI	National Broadcasting Co. Inc. Bound Brook, N. J.	6.1, 9.67, 11.89, 15.15, 15.19, 17.78, 21.63	50,000 (100,000 on 9.67)
KNBA	National Broadcasting Co. Inc. Near Dixon, Cal.	.....	50,000
KNBC	National Broadcasting Co. Inc. Near Dixon, Cal.	.....	50,000
KNBI	National Broadcasting Co. Inc. Near Dixon, Cal.	.....	50,000
KNBX	National Broadcasting Co. Inc. Near Dixon, Cal.	.....	50,000
WNBI	National Broadcasting Co. Inc. Bound Brook, N. J.	SA-11.893 6.1, 9.67, 11.89, 15.15, 15.19, 17.78, 21.63	50,000 (100,000 on 9.67)
WNRA	National Broadcasting Co. Inc. Bound Brook, N. J.	6.1, 9.67, 11.89, 15.15, 15.19, 21.63	50,000
WNRE	National Broadcasting Co. Inc. Bound Brook, N. J.	6.1, 9.67, 11.89, 15.15, 15.19, 20.63, 21.63	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
WNRX	National Broadcasting Co. Inc. Bound Brook, N. J.	6.1, 9.67, 11.89, 15.15, 15.19, 21.63	50,000
WRCA	National Broadcasting Co. Inc. Bound Brook, N. J.	6.1, 9.67, 11.89, 15.15, 15.19, 17.78, 21.63	50,000 (100,000 on 9.67)
WBOS	Westinghouse Radio Stations Inc. Hull, Mass.	SA-11.893 6.14, 9.57, 11.87, 15.21, 17.78, 21.54	50,000
WRUA	World Wide Broadcasting Corp. Scituate, Mass.	6.04, 9.7, 11.73, 15.35, 17.75, 21.46	50,000
WRUA	World Wide Broadcasting Corp. Scituate, Mass.	6.04, 11.73, 11.79, 15.13, 15.35, 17.75, 21.46	50,000
WRUS	World Wide Broadcasting Corp. Scituate, Mass.	6.04, 9.7, 11.73, 15.35, 17.75, 21.46	50,000
WRUW	World Wide Broadcasting Corp. Scituate, Mass.	9.7, 11.73, 11.79, 15.13, 15.35, 17.75, 25.6	20,000
WRUX	World Wide Broadcasting Corp. Scituate, Mass.	.....	7,000

SA-Special Authorization.

## CANADA

Call Letters	Licensee and Transmitter Location	Frequency in mc.	Power in Watts
CFCX	Canadian Marconi Co., Montreal Montreal, Que.	6.005	75
CFRX	Rogers Radio Broadcasting Co. Ltd., Toronto Township of King, Ont.	6.07	1,000
CFVP	Voice of the Prairies Ltd., Calgary, Alta. Strathmore, Alta.	6.03	100
CHNX	Maritime Broadcasting Co. Ltd., Halifax, N. S. Bedford, N. S.	6.13	500
CJCX	Eastern Broadcasters Ltd., Sydney, N. S. South Bar Road near Sydney, N. S.	6.01	1,000
CKRO	Transcanada Communications Ltd., Winnipeg, Man. Middlechurch, Man.	6.15	2,000
CKRX	Transcanada Communications Ltd., Winnipeg, Man. Middlechurch, Man.	11.72	2,000
CKFX	Western Broadcasting Co. Ltd., Vancouver, B. C. Lulu Island, B. C.	6.08	10
CBFW	Canadian Broadcasting Corp., Montreal Vercheres, Que.	6.09	7,500
CBFX	Canadian Broadcasting Corp., Montreal Vercheres, Que.	9.61	7,500
CBFY	Canadian Broadcasting Corp., Montreal Vercheres, Que.	11.705	7,500
CBFZ	Canadian Broadcasting Corp., Montreal Vercheres, Que.	15.19	7,500
CBRX	Canadian Broadcasting Corp., Vancouver, B. C. Lulu Island, B. C.	6.16	150
VE9AI	Edmonton Journal Ltd., Edmonton, Alta.	6.005	200
VE9AI	Edmonton Journal Ltd., Edmonton, Alta.	9.54	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
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
CKEX	Canadian Broadcasting Corp., Montreal Sackville, N. B.	11.9	50,000
CBXL	Canadian Broadcasting Corp., Montreal Vercheres, Que.	15.09	7,500
CBFA	Canadian Broadcasting Corp., Montreal Vercheres, Que.	11.76	7,500
CBFL	Canadian Broadcasting Corp., Montreal Vercheres, Que.	11.72	7,500
CBFO	Canadian Broadcasting Corp., Montreal Vercheres, Que.	9.63	7,500
CKCS	Canadian Broadcasting Corp., Montreal Sackville, N. B.	15.82	50,000
CKLX	Canadian Broadcasting Corp., Montreal Sackville, N. B.	15.09	50,000
CKRA	Canadian Broadcasting Corp., Montreal Sackville, N. B.	11.76	50,000

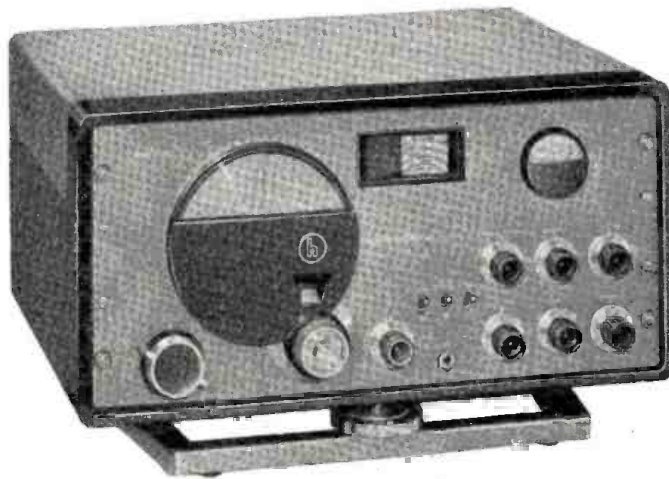
hallicrafters PRESENTS THE

# SX-42

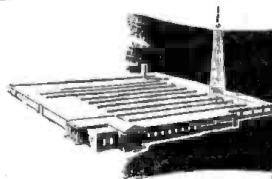
Another first!  
Greatest continuous frequency coverage of any communications receiver — from 540 kc to 110 Mc

This is the long-awaited Hallicrafters SX-42, a truly great communications receiver. The tremendous frequency range of the SX-42, *greater than ever before available in a receiver of this type*, is made possible by the development of a new "split-stator" tuning system and the use of dual intermediate frequency transformers. Packed with advance features that every ham and every other radio enthusiast desires, the SX-42 clearly lives up to the Hallicrafters ideal of "the radio man's radio."

From now on watch Hallicrafters — the name that's remembered by the veteran, preferred by the radio amateur. See your distributor for demonstration of the SX-42 and for colorful literature describing this great set in complete technical detail.



Because of the precise and thorough engineering that must be done on the SX-42 and because the parts supply has not been continuous, top production peaks have not yet been reached. In the immediate future deliveries will necessarily run behind the demand, but the SX-42 is definitely worth waiting for.



**hallicrafters RADIO**

THE HALLICRAFTERS CO., MANUFACTURERS OF RADIO AND ELECTRONIC EQUIPMENT, CHICAGO 16, U. S. A.  
Sole Hallicrafters Representatives in Canada: Rogers Majestic Limited, Toronto-Montreal

BUILDERS OF *Skyfone* AVIATION RADIOTELEPHONE



## TELEVISION SERVICES

**ADVANCE TELEVISION PICTURE SERVICE Inc.**—729 7th Ave., New York 19. Tel.: Bryant 9-5600. Charles A. Alcoate, president. (Television picture producers and distributors.)

**AMERICAN BROADCASTING Co.**—30 Rockefeller Plaza, New York 20. Tel.: Circle 7-5700. Paul B. Mowray, national director of television; Richard B. Rawlf, manager of television operations. (Facilities of WRGB Schenectady, WPTZ Philadelphia, and WABD New York, used by ABC.)

**ASSOCIATES TELEVISION AGENCIES**—2027 80th St., Brooklyn 14. Tel.: Bensonhurst 6-8905. Victor H. Komow, director. (Television film production.)

**AMERICAN TELEVISION SOCIETY**—415 Lexington Ave., New York 17. Tel.: Vanderbilt 6-2144. Officers: George T. Shupert, president; Ralph Rockafellow, vice-president; Dian Dincin, secretary; Archibald U. Braunfeld, treasurer.

**BASCH RADIO PRODUCTIONS**—17 E. 45th St., New York 17. Tel.: Murray Hill 2-8877. Charles J. Basch, manager. Office: 604 E. Jackson Blvd., Chicago; tel.: Webster 4687. (Television program production.)

**CARAVEL FILMS INC.**—730 Fifth Ave., New York 19. Tel.: Circle 7-8111. Robert C. McKean, president; H. G. Christensen, vice-president; Claire V. Barton, secretary; David I. Pincus, treasurer. (Television picture producers.)

**CENTRAL RADIO & TELEVISION SCHOOLS Inc.**—204 W. 17th St., Kansas City 8. Officials: G. L. Taylor, president; C. L. Foster, vice-president and secretary; Phil Murray, vice-president and sales manager.

**CINE-TELEVISION STUDIOS Inc.**—25 Vanderbilt Ave., New York 17. Tel.: Murray Hill 5-2874. Fred H.

Fidler, president; Robert F. Lewine, vice-president. (Television films and live talent package shows.)

**COLUMBIA BROADCASTING SYSTEM Inc.**—485 Madison Ave., New York 22. Tel.: Wickersham 2-2000. Television executives: Lawrence Lowman, vice-president in charge of television; Worthington C. Miner, director of television; Leonard Hole, asst. director of television; George L. Moskovics, commercial manager; Benjamin F. Feiner Jr., acting director of television programs; Merritt H. Coleman, director of operations; Charles Holden, manager of production; James J. Kane, manager of press information; James McNaughton, art director; Robert Bendick, director of news and special events; Robert R. Edge, director of sports; Henry Grossman, director of technical operations; Dr. Peter C. Goldmark, director, engineering research and development dept.; Dr. Donald Horton, manager, television audience research institute.

**PATRICK MICHAEL CUNNING TELEVISION PRODUCTIONS**—6528 Sunset Blvd., Hollywood 28. Tel.: Hillside 5915. Patrick M. Cunningham, manager. (Television films, programs, production.)

**DON LEE BROADCASTING SYSTEM**—3800 Mt. Lee Drive, Hollywood 28. Tel.: Hollywood 8255. Officers: Thomas S. Lee, president; Lewis Allen White, vice-president and general manager; Willet H. Brown, vice-president and asst. general manager; A. M. Quinn, secretary-treasurer; Harry R. Lubcke, director of television. (Operates television station W6XAO.)

**ALLEN B. DU MONT LABORATORIES Inc.**—2 Main Ave., Passaic, N. J. Tel.: 3-1616. Allen B. Du Mont, president; Paul Raibourn, treasurer; Bernard Goodwin, secretary. Manufacturing Division: 2 Main Ave., Passaic. T. T. Goldsmith, director of research; P. S. Christaldi, chief engineer; C. Edwin Williams, general manager; B. T. Du Mont, general superintendent. Television Broadcasting Division: 515 Madison Ave., New York 22. Tel.: Plaza 3-9800. Leonard F. Cramer, vice-president and director; Paul Eshleman, executive assistant to vice-president; Samuel H. Cuff, general manager WABD New York; Leslie G. Arries, general manager, WTTG Washington. Television Receiver Division: Ernest A. Marx, general manager. (Manufacturers of electronic and television apparatus; operates WABD, WTTG.)

**FARNSWORTH TELEVISION & RADIO Corp.**—3700 E. Pontiac St., Fort Wayne 1, Ind. Tel.: 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; E. M. Martin, vice-president and secretary.

**INTERNATIONAL RADIO PRODUCTIONS**—203 N. Wabash, Chicago 1. Tel.: Central 4192. Manager: Bev Dean. (Television program production, talent.)

**NATIONAL BROADCASTING Co.**—RCA Bldg., New York 20. Tel.: Circle 7-8300. Officials Assigned to Television: John F. Royal, vice-president in charge of Television; O. B. Hanson, vice-president and chief engineer; Noran E. Kersta, manager of television dept.; Reynold R. Kraft, sales manager of television dept.

**PHILCO TELEVISION BROADCASTING Corp.**—Architects Bldg., Philadelphia 3. Tel.: Locust 7-7136. Vice-president: E. B. Loveman; Chief Operations Engineer: Ray Bowley; Program Manager: Ernest Walling; Commercial Manager: Rolland V. Tooke. (Operates commercial station

WPTZ and experimental station W3XE.)

**RADIO CORP OF AMERICA (RCA Victor Division)**—Front and Cooper Sts., Camden, N. J. Tel.: Camden 8000. (Television receiving and transmitting equipment.)

**RKO TELEVISION Corp.**—625 Madison Ave., New York 22. Tel.: Plaza 9-3600. Ralph B. Austrian, president; Gordon E. Youngman, vice-president. (Television films.)

**SPECIAL PURPOSE FILMS**—16 E. 58th St., New York 22. Tel.: Plaza 9-3820. Hampton W. Howard, president. (Television picture producers.)

**RUDOLF STEINER Co.**—29 W. 57th St., New York 19. Tel.: Plaza 3-8676. Manager Rudolf Steiner. (Television program production.)

**TELECOMICS Inc.**—1154 N. Western Ave., Hollywood 38. Tel.: Gladstone 2591. Dick Moore, president and manager. (Production of comic strip and cartoon type television film.)

**TELEFILM Inc.**—6039 Hollywood Blvd., Hollywood 28. Tel.: Hollywood 7205. Don McNamara, director of television. (Television films, production.)

**TELEVISION ASSOCIATES Inc.**—190 N. State St., Chicago. Tel.: Anderson 3294. Ann Drobrna, representative.

**TELEVISION BROADCASTERS ASSN.**—500 Fifth Ave., New York 18. Telephone: Lackawanna 4-4788 (For complete listing of officers and membership—active, affiliate and educational—see listing below.)

**TELEVISION FILM INDUSTRIES CORP.**—340 Third Ave., New York 10. Tel.: Lexington 2-6780. Officers: George H. Cole, president; Walter J. Lynch, vice-president in charge of operations; George D. Cody, secretary.

**TELEVISION PRODUCERS ASSOCIATION**—515 Madison Ave., New York. Tel.: Plaza 3-9800. Officers: Bob Emory, WABD New York, president; William Wallace, DuMont Stu-

dios, vice-president; Bob Anthony, WJR Detroit, secretary; Clarence Van Aucken, Biow Agency, treasurer. **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. (Operates television station W6XYZ.)

**UNITED ARTISTS BUREAU**—1162 Sixth Ave., Des Moines 14. Tel.: 4-5553. R. B. Eaton, president. (Television program production, 16 mm films and transcription.)

**UNITED STATES TELEVISION MFG. Corp.**—3 W. 61st St., New York. Tel.: Circle 6-4255. Officials: Hamilton Hoge, president; Francis H. Hoge, vice-president and secretary; John O. Hoge, vice-president and treasurer; Harold Nielsen, chief engineer. (Television receiver and electronic radio apparatus manufacturer.)

**LEE WALLACE TELESHOWS**—222 E. 40th St., New York. Tel.: Murray Hill 4-3529. Lee Wallace, executive producer; Robert Mayberry, production manager; Sara Jane Troy, Harold D. Salkin, associate producers; Clarence Tripp, manager, film department. (Packaged television shows.)

**ZENITH RADIO CORP.**—6001 Dickens Ave., Chicago 39. Tel.: Berkshire 7500. Officials: E. F. McDonald Jr., president and general manager; Hugh Robertson, executive vice-president and treasurer; H. C. Bonfig, vice-president and director of sales; G. E. Gustafson, vice-president in charge of production; J. E. Brown, assistant vice-president in charge of engineering; Karl E. Hassel, asst. vice-president; R. D. Burnet, secretary and controller; S. Kaplan, asst. vice-president and asst. treasurer; Irving Herriott, general counsel.

## Television Broadcasters Assn. Inc.

500 Fifth Ave., New York 18.

Telephone: Lackawanna 4-4788.

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J. R. Poppele, *President*  
G. Emerson Markham, *Vice-President*  
Will Baltin, *Secretary-Treasurer*  
Paul Raibourn, *Asst. Secretary-Treasurer*

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G. Emerson Markham  
Paul Raibourn  
Curtis W. Mason  
E. A. Hayes  
J. R. Poppele  
F. J. Bingley  
John F. Royal  
Frank P. Schrieber  
Ernest H. Vogel

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National Broadcasting Co., (New York, Chicago and Washington television stations)  
Farnsworth Television & Radio Corp.  
RCA Victor Div. Radio Corp. of America  
Allen B. DuMont Laboratories Inc.  
Bamberger Broadcasting Service  
Earle C. Anthony Inc.  
Crosley Corp.  
Don Lee Broadcasting System  
Hughes Productions  
WGN Inc.  
Television Productions Inc.  
Balaban & Katz Corp.  
Raytheon Manufacturing Co.

Bremer Broadcasting Corp.  
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Cecil B. DeMille Productions  
Midland Broadcasting Co.  
William Morris Agency  
North American Philips Co. Inc.  
General Electric Co.  
E. I. du Pont de Nemours & Co.  
Westinghouse Electric Corp.  
Western Electric Co.  
American Television Labs. Inc.  
Federal Telephone & Radio Corp.  
The Rauland Corp.  
Bryan Davis Publishing Co.  
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Research Council of Academy of Motion Picture Arts and Sciences  
American Telephone & Telegraph Co.  
Twentieth Century Fox Film Corp.  
Pilot Radio Corp.  
The Hallicrafters Co.  
Telicon Corp.  
Anso Div. of General Aniline & Film Corp.  
Sonora Radio & Television Corp.  
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#### EDUCATIONAL

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# HOW TO APPLY FOR A BROADCAST STATION LICENSE

Pertaining to AM, FM, Television and Related Services

Any qualified citizen, firm or group may apply to the Federal Communications Commission for authority to construct a commercial standard, frequency modulation, or television broadcast station.

Licensing of these facilities is prescribed by the Communications Act of 1934, which sets up certain basic requirements. In general, applicants must satisfy the Commission that they are legally, technically and financially qualified, and that operation of the proposed station would be in the public interest, convenience and necessity.

The application procedure is substantially the same whether the facility sought is an FM, television or standard broadcast station.

The licensing procedure is detailed in Part 1 of the Commission's "Rules Relating to Organization and Practice and Procedure", while station operation is covered by Part 3, "Rules Governing Standard and High-Frequency Broadcast Stations".

This statement summarizes the consecutive steps required in applying for authorization to build and operate a commercial broadcast station of any of the three types mentioned.

## Selecting a Frequency

The Communications Act recognizes broadcasting as a competitive industry and invests the Commission with the responsibility of allocating facilities so as to provide a fair, efficient and equitable distribution of radio service.

Standard broadcast stations operate on "local", "regional", or "clear" channels. Local stations are of 100 to 250 watts power and serve smaller communities; stations of 500 watts to 5 kilowatts cover larger centers of population and surrounding areas; stations of 10 to 50 kilowatt maximum power are for large area coverage, particularly at night.

To determine whether an AM frequency is available for assignment in a particular area, it is necessary for the applicant to have a channel study made by a competent engineer. The Commission's engineering personnel cannot undertake to make such studies for prospective applicants.

In applying for an FM station, however, it is not essential for the applicant to specify a particular frequency. The Commission has tentatively allocated geographic blocks of frequencies to accommodate Class A stations (community) and Class B stations (metropolitan and rural) throughout the United States. Except in a few large cities, the demand for FM stations has not yet exceeded the supply of available frequencies.

Television channels are apportioned for "metropolitan", "community" and "rural" service.

## Applying for a Construction Permit

Once a prospective licensee has decided the type of station he wants to apply for (and in AM the frequency he will seek) then the next step is to make application for a construction permit. This application must be in writing, on a form supplied by the Commission (Form 301 for standard broadcast, Form 319 for FM, and Form 330 for television). These forms require information about the citizenship and character of the applicant, as well as his financial, technical and other ability to construct and operate a station, plus details about the transmitting apparatus to be used and the proposed new service. Triplicate copies are required, two of which must be executed under oath or affirmation.

## Concerning FCC Rules & Regulations

Published herewith are:

(1) Full text of the Rules & Regulations of the Federal Communications Commission embodied under Part 3, containing all rules governing radio broadcast services, as amended to Feb. 1, 1947.

(2) Selected portions, under topical headings, of Rules Relating to Organization and Practice & Procedure, embodied under Part I, dealing with all procedures in the processing of applications and in station operations.

(3) Rules and Regulations governing facsimile broadcasting embodied in Part 4.

Also published in this issue (this page) is a comprehensive statement prepared by the Law Department, FCC, titled: "How to Apply For a Broadcast Station" which explains in lay language, procedures to be followed in pursuing applications in the various broadcast services. Further information may be procured from the office of the Secretary, FCC, New Postoffice Building, Washington 25, D. C.

Because of impending changes in the Rules & Regulations and the Standards of Good Engineering Practice of the FCC, it is the intention of BROADCASTING to publish the integrated rules and regulations in full text in special edition form at a date to be announced.

**PRESERVE YOUR 1946 YEARBOOK**

*(Which Contained the Rules & Regulations as of Jan. 1, 1946 In Full Text)*

## Application Processing

Applications are, in turn, studied by the Commission's Engineering, Law and Accounting Departments which make their respective recommendations to the Commission. The system of processing is so designed that applications are considered by different categories in the order in which received.

If, upon examination of an application, the Commission determines that there are no engineering conflicts and that all other requirements are met, the application is granted and a construction permit is issued.

## Hearings

However, where it appears that interference would be caused to another station above the degree prescribed in the Commission's "Standards of Good Engineering Practice", or if other serious questions are involved, a hearing is usually required before a determination can be made. Sometimes, also, a hearing is necessary because two or more applicants request the same frequency.

In designating an application for hearing, the Commission gives public notice of the issues raised for the information of the applicant and other parties who may be concerned. Prior to the hearing, requests may be made for enlargement of the issues, to amend the application, or to permit other parties to intervene.

Usually the hearing date is not fixed until after the applicant agrees to such a hearing and has filed for his appearance. It may, however, be designated in the original notice. The notice generally allows the applicant a period of 30 days or more in which to prepare. Even after being designated for hearing, an applicant may find it possible to satisfy the issues raised by amending his application, especially if there are engineering considerations.

Hearings are customarily conducted by a presiding officer designated by the Commission. He can be a Commissioner or an examiner. He has authority to administer oaths, examine witnesses and rule upon the admission of evidence. Individual or partnership applicants may appear in person or by counsel, but corporate applicants must be represented by attorney.

## Request for Argument

Within 20 days after the close of the hearing, each party has the privilege of filing proposed findings of fact and conclusions in support of his contentions. After review of evidence and statements, the Commission enters its proposed decision.

In the event he wishes to contest the proposed decision, the applicant and any other interested party then has 20 days to file exceptions and to request oral argument before the Commission. Oral argument is granted on request. After oral argument the Commission may adopt, modify or reverse its proposed findings.

In event that no exceptions are taken, the Commission issues an order making its proposed findings effective. Within 20 days thereafter, any party involved may file a petition for rehearing. Such a petition may be filed whether or not the decision is based upon a hearing, but the petition does not stay the proceedings unless ordered by the Commission.

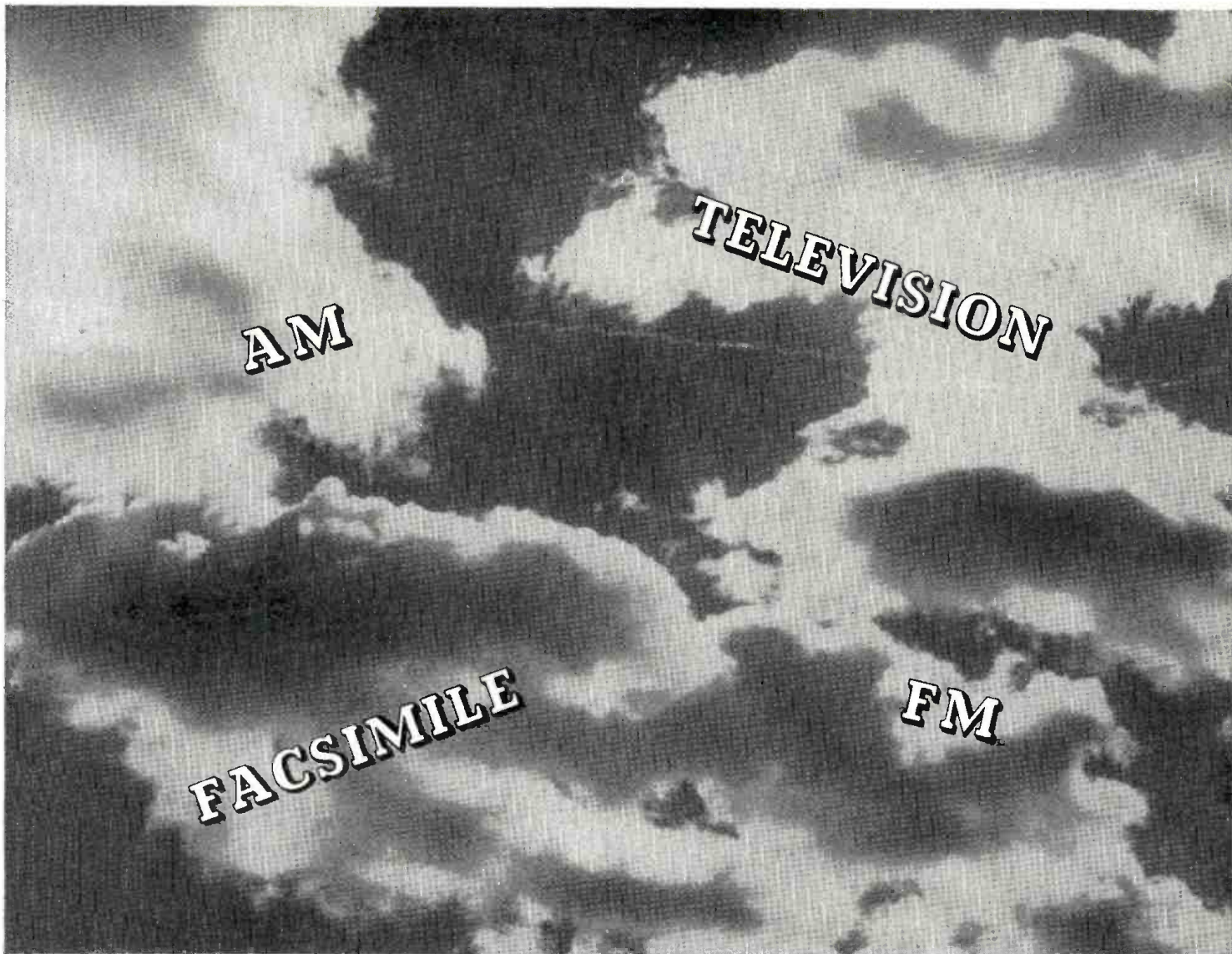
## Construction Permit

When and if an application meets statutory and other requirements, it is granted and a construction permit is issued. The latter specifies a date for commencement and another for completion of construction. A maximum of 60 days from date of grant is provided in which construction shall begin, and a maximum of six months thereafter as the time for completion (or 8 months in all). In some instances a permit will be issued subject to certain conditions, such as approval of the transmitter site. In such cases information to satisfy these conditions is submitted in an application for modification of the permit. If the permittee is unable to build his station within the time specified he can apply for a modification of permit to extend the construction permit, stating the reasons. Upon completion of construction, the permittee is authorized to test the equipment for a 10-day period.

## License

The final step is to apply for the actual license. This application (Form 302, application for license, and Form 306, application to determine operating power by direct measurement, both for AM; Form 320 for FM, and Form 310 for TV) must show compliance with all terms, conditions and obligations set forth in the application and the construction permit. After applying for a license, the holder of a construction permit can conduct program tests for a period not to exceed 30 days. A station license is then issued if no new cause or circumstance has come to the attention of the Commission that would make operation of the station contrary to public interest.

Standard broadcast stations are licensed for the statutory limit of three years; FM and television stations for one year.

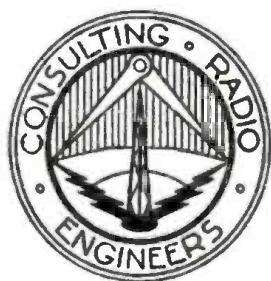


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# FCC RULES & REGULATIONS FOR BROADCAST SERVICES

Selected Sections as Amended to Feb. 10, 1947

## PART 1

### SUBPART D—RULES RELATING TO APPLICATIONS AND PROCEEDINGS AFFECTING RADIO LICENSES UNDER TITLE III OF COMMUNICATIONS ACT

#### GENERAL APPLICATIONS REQUIREMENTS

Sec. 1.301	Applications required.	1.304	Contents of applications.
1.302	Place of filing and number of copies.	1.305	Full disclosures.
		1.306	Additional statements.
1.303	Subscription and verification of applications.	1.307	Form of amendments to applications.
		1.308	Amendments of applications ordered.

#### RULES RELATING TO FILING OF APPLICATIONS AND APPLICATION FORMS

Sec. 1.311	Application Forms for Construction Permit or Modification thereof; broadcast services.
1.312	Application Forms for Construction Permit or Modification thereof; radio services other than broadcast.
1.313	Installation or removal of apparatus; broadcast and non-broadcast.
1.314	Application for extension of construction permit; broadcast and non-broadcast.
1.315	Application for equipment tests; broadcast and non-broadcast.
1.316	Application for service or program test; broadcast and non-broadcast.
1.317	Application for license following construction permit.
1.318	Application for station license where no construction permit is required.
1.319	Application for modification of license; broadcast and non-broadcast.
1.320	Application for renewal of license; broadcast and non-broadcast.
1.321	Application for voluntary assignment or transfer of control; broadcast.
1.322	Application for voluntary assignment or transfer of control; non-broadcast.
1.323	Application for involuntary assignment or transfer of control; broadcast and non-broadcast.
1.324	Application for special temporary authorization; broadcast and non-broadcast.
1.325	Application for special service authorization; broadcast.
1.326	Application for standard broadcast station experimental operation.
1.327	Application concerning programs to be transmitted to foreign radio stations.
1.328	Application to determine operating power by direct measurement of antenna power.
1.332	Informal applications.

#### RULES RELATING TO OTHER FORMS AND INFORMATION

Sec. 1.341	Financial report, broadcast licensees.
1.342	Filing of contracts.
1.343	Ownership reports, broadcast licensees.
(a)	Annual ownership reports.
(b)	Interim ownership reports.
(c)	Exceptions.
1.344	Definitions of terms used in Sections 1.341-1.343.
1.345	Information regarding station equipment filed under Section 308 of the Communications Act.
1.346	Reports in connection with certain Fixed Public Radio Service operations.

#### RULES RELATING TO ACCEPTANCE, AMENDMENT OR DISMISSAL OF APPLICATION

Sec. 1.361	Defective applications.
1.362	Inconsistent or conflicting applications.
1.363	Repetitious applications.
1.364	Multiple applications; broadcast service.
1.365	Amendments and dismissals of applications.

#### MANNER IN WHICH APPLICATIONS ARE PROCESSED

Sec. 1.371	Acceptance of applications.
1.372	Staff consideration of applications which receive action by the Commission.
1.373	Special procedure with respect to processing of standard broadcast applications.
1.374	Staff consideration of applications which do not require action by the Commission.
1.375	Procedure with respect to amateur and commercial radio operator licenses.

#### ACTION ON APPLICATIONS

Sec. 1.381	Failure to prosecute applications.
1.382	Grants without a hearing.

1.383	Partial grants.
1.384	Temporary extension of station licenses.
1.385	Designation for hearing.
1.386	Petition for reconsideration and grant without hearing.
1.387	Procedure when case is designated for hearing.
1.388	Petitions to intervene.
1.389	Motions to enlarge or change the issues.
1.390	Petitions for reconsideration or for rehearing.
1.391	Special procedure relative to waiver of hearing on broadcast applications.

#### REVOCATION AND MODIFICATION OF LICENSE AND SUSPENSION OF OPERATOR'S LICENSE

Sec. 1.401	Notice of violations.
1.402	Revocation of licenses.
1.403	Modification of licenses.
1.404	Suspension of operator licenses.

#### General Application Requirements

§ 1.301 *Applications required.*—Construction permits, modifications of construction permits, operator and station licenses, renewal of operator and station licenses, modification of station licenses, special temporary authorizations, special service authorizations, assignment of construction permits or licenses and consent to transfer control of a corporation holding a construction permit or license, shall be granted only upon written, subscribed, and verified application upon forms prescribed by the Commission. A separate application shall be filed for each instrument of authorization requested.

§ 1.303 *Subscription and verification of applications.*—Each application or amendment thereto shall be personally subscribed and verified or affirmed according to law: (1) By the party filing such application or amendment, or by one of the parties, if there be more than one; (2) by an officer of the party filing the application or amendment if the party be a corporation: *Provided, however,* That subscription and verification may be made by the attorney for the party (1) in case of physical disability of the party, or (2) his absence from the continental United States. If it be made by a person other than the party, he must set forth in the verification the grounds of his belief as to all matters not stated upon his knowledge and the reason why it is not made by the party. Where more than one copy of an application is required to be filed with the Commission, only the original need be signed and verified; the copies may be conformed.

§ 1.304 *Contents of applications.*—Each application (unless otherwise directed) shall be specific with regard to frequency or frequencies, power, hours of operation, equipment, location of the station, and other information required by the application forms.<sup>2</sup> An application for broadcast facilities in the standard, FM, or television bands shall be limited to one frequency and an application for radio station construction permit or license requesting alternate facilities will not be accepted.

§ 1.305 *Full disclosures.*—Each application shall contain full and complete disclosures with regard to the real party or parties in interest, and their legal, technical, financial, and other qualifications, and as to all matters and things required to be disclosed by the application forms.

§ 1.306 *Additional statements.*—The Commission may require an applicant to submit such documents and written statements of fact, under oath, as in its judgment may be necessary.

§ 1.307 *Form of amendments to applications.*—Any amendment to an application shall be subscribed, verified, and submitted in the same manner, and with the same number of copies, as was the original application.

§ 1.308 *Amendments of applications ordered.*—The Commission may, upon its own motion or upon motion of any party to a proceeding, order the applicant to amend his application so as to make the same more definite and certain.

#### Rules Relating to Filing of Applications and Application Forms

§ 1.311 *Application Forms for Construction Permit or Modification thereof; Broadcast Services.*—Applications for new facilities or modification thereof in the broadcast services including AM (standard), FM (frequency modulation), noncommercial educational, commercial television, commercial facsimile, international, experimental (experimental television, experimental facsimile and developmental), and auxiliary (remote pickup and studio-transmitter) shall be made on the following forms:

(a) FCC Form No. 301—"Application for new standard broadcast station construction permit."

(b) FCC Form No. 335—"Supplement concerning chain broadcasting to application for standard broadcast authorization."

(c) FCC Form No. 304—"Application for construction permit, modification of construction permit or modification of license for an existing standard broadcast station."

(d) FCC Form No. 319—"Application for new FM broadcast station construction permit."

(e) FCC Form No. 309—"Application for Relay, International, Television, Facsimile, Experimental Broadcast Station Construction Permit or Modification Thereof." To be submitted with FCC Form No. 318 for experimental television applications.

(f) FCC Form No. 340—"Application for new noncommercial educational broadcast station construction permit."

(g) FCC Form No. 330—"Application for new television broadcast station construction permit."

(h) FCC Form No. 322—"Application for construction permit, modifi-

<sup>1</sup> For additional information relative to applications see the respective rules relating to each service.

<sup>2</sup> Applications for FM facilities filed before July 1, 1947, need not specify a particular frequency unless the applicants are directed to do so by the Commission.

(Continued)

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## FCC Rules & Regulations (Continued)

cation of construction permit, or modification of license for an existing FM broadcast station."

(i) FCC Form No. 333—"Application for construction permit, modification of construction permit, or modification of license for an existing television broadcast station."

(j) FCC Form No. 318—"Supplemental application for experimental television broadcast station construction permit, license or modification thereof."

(k) FCC Form No. 305—"Application for authority to install new equipment or to make changes in equipment of an existing standard broadcast station" shall be used in making application for authority:

- (1) To install new automatic frequency control equipment;
- (2) To install new automatic temperature control equipment;
- (3) For any other change affecting the accuracy or stability of the operating frequency of a standard broadcast station where an application for construction permit is not required;
- (4) To install new transmitter;
- (5) To make changes in existing equipment with respect to system of modulation;
- (6) To change type of vacuum tubes in the last radio stage except to tubes of the same rating in accordance with release "Power Rating of Vacuum Tubes;"
- (7) To change number of vacuum tubes in the last radio stage;
- (8) To make any other change affecting the maximum-rated carrier power or type number of equipment.

§ 1.312 *Application forms for construction permit or modification thereof; radio services other than broadcast.*—Applications for new facilities or modification thereof in the Fixed Public Radio Services, Experimental Radio Services, Coastal and Marine Relay Services, Aviation Services, Emergency Radio Services, Miscellaneous Radio Services, Radio Stations in Alaska, War Emergency Services, Railroad Radio Services and Utility Radio Services shall be made on the following forms:

(a) FCC Form No. 401—"Application for new or modified Radio Station Construction Permit (other than Broadcast)."

(b) FCC Form No. 401A—"Description of Proposed Antenna Structure[s] (services other than Broadcast)."

(c) FCC Form No. 401B—"Application for police, fire or forestry radio station construction permit."

(d) FCC Form No. 401C—"Application for Radio Station Construction Permit in the Utility or Miscellaneous Radio Service."

(e) FCC Form No. 455—"Application for authority to construct and operate radio stations in the War Emergency Radio Service."

§ 1.313 *Installation or removal of apparatus; broadcast and non-broadcast.*—Applications for construction permit or modification thereof, involving removal of existing transmitting apparatus and/or installation of new trans-

mitting apparatus, shall be filed at least 60 days prior to the contemplated removal and/or installation.

§ 1.314 *Application for extension of construction permit; broadcast and non-broadcast.*—

(a) A construction permit shall be automatically forfeited if the station is not ready for operation within the time specified therein or within such further time as the Commission may have allowed for completion, and a notation of the forfeiture of any construction permit under this provision will be placed in the records of the Commission as of the expiration date.

(b) Application for extension of time within which to construct a station shall be filed on FCC Form No. 701 at least thirty days prior to the expiration date of such permit if the facts supporting such application for extension are known to the applicant in time to permit such filing. In other cases such applications will be accepted upon a showing satisfactory to the Commission of sufficient reasons for filing within less than thirty days prior to the expiration date. Such applications will be granted upon a specific and detailed showing that the failure to complete was due to causes not under the control of the grantee, or upon a specific and detailed showing of other matters sufficient to justify the extension.

§ 1.315 *Application for equipment tests; broadcast and non-broadcast.*—Upon completion of construction of a radio station in exact accordance with the terms of the construction permit, the technical provisions of the application therefor and the rules and regulations governing the class of station concerned and prior to filing of application for license, the permittee is authorized to test the equipment for a period not to exceed 10 days: *Provided, That:*

(a) The inspector in charge of the district in which the station is located, is notified 2 days in advance of the beginning of tests.

(b) In the case of all broadcast stations the Commission also shall be notified 2 days in advance of the beginning of tests, which shall be conducted in the case of standard broadcast stations, only between 1 a.m. and 6 a.m. local standard time unless otherwise specifically authorized. Equipment tests shall not be conducted during the frequency monitoring period when the station is required to remain silent.

(c) The Commission may notify the permittee to conduct no tests or may cancel, suspend, or change the date of beginning for the period of such tests as and when such action may appear to be in the public interest, convenience, and necessity.

§ 1.316 *Application for service or program test; broadcast and non-broadcast.*—(a) When construction and equipment tests are completed in exact accordance with the terms of the construction permit, the technical provisions of the application therefor, and the rules and regulations governing the class of station concerned, and after an application for station license has been filed with the Commission showing the transmitter to be in satisfactory operating condition, the permittee is authorized to conduct service or program tests in exact accordance with the terms of the construction permit for a period not to exceed 30 days: *Provided, That:*

(Continued)

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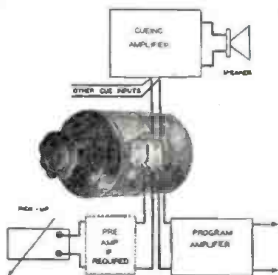
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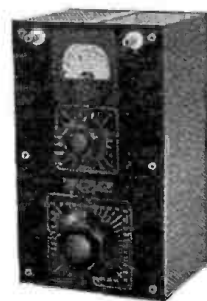


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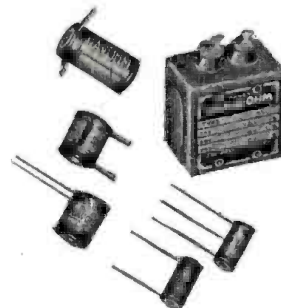
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- (1) The inspector in charge of the district in which the station is located is notified 2 days in advance of the beginning of such tests.
- (2) In the case of all broadcast stations the Commission also shall be notified 2 days in advance of the beginning of tests.

(b) The Commission reserves the right to cancel such tests or suspend, or change the date of beginning for the period of such tests as and when such action may appear to be in the public interest, convenience, and necessity by notifying the permittee.

(c) Service or program tests will not be authorized after expiration date of the construction permit.

(d) The authorization for tests embodied in sections 1.315 and 1.316 shall not be construed as constituting a license to operate but as a necessary part of the construction.

§ 1.317 *Application for license following construction permit*—(a) In all cases where a construction permit is required for the construction of a station, the application for station license (or for station license or modification thereof, if for station other than broadcast) shall be filed by permittee prior to service or program tests.

(b) The following application forms shall be used:

- (1) FCC Form No. 302—"Application for standard broadcast station license."
- (2) FCC Form No. 310—"Application for Relay, International, Television, Facsimile, Experimental, Broadcast Station License."
- (3) FCC Form No. 320—"Application for FM broadcast station license."
- (4) FCC Form No. 403—"Application for Radio Station License or Modification thereof (other than broadcasting, amateur, ship and aircraft)."

§ 1.318 *Application for station license where no construction permit is required*—(a) Where a construction permit is not required by the Communications Act or the applicable Rules and Regulations of the Commission, an application for a new station license shall be filed at least 60 days prior to the contemplated operation of the station.<sup>1</sup> In emergency and for good cause shown, the Commission may waive the requirements of this rule.

(b) The following application forms should be used:

- (1) FCC Form No. 302—"Application for standard broadcast station license"—to be used for all applications for license to use the former main transmitter as the auxiliary transmitter when no new construction is involved, and for regular authorization covering special experimental authorization.

§ 1.319 *Application for modification of license; broadcast and non-broadcast*—(a) An application for modification of license, except amateur, and except as otherwise provided by these rules, may be filed for change in frequency, change in operating power where no construction is necessary, change in hours of operation, and for change in name of licensee where no change in ownership or control is involved. In case of a broadcast station, an application for modification of license may be filed for change in location of main studio. In case of all stations other than broadcast, an application for modification of license may be filed for change in points of communication, change in nature of authorized service, and to cover an outstanding construction permit where the station is already licensed. Except when filed to cover construction permit, each application for modification of license shall be filed at least 60 days prior to the contemplated modification of license: *Provided, however*, That in emergencies and for good cause shown, the requirements hereof may be waived insofar as time for filing is concerned.

(b) The following application forms should be used:

- (1) FCC Form No. 304—"Application for construction permit, modification of construction permit or modification of license for an existing standard broadcast station"—to be used for all applications for modification of any term of an existing regular license of a standard broadcast station:
  - (a) Change of frequency.
  - (b) Change of power where the equipment at present installed is capable of satisfactory operation at the proposed power.
  - (c) Change of time of operation.
  - (d) Change of location of main studio (See Section 3.31).
  - (e) Change of name of licensee where no change of ownership is involved.
  - (f) To change location of an existing transmitter or for approval of location previously authorized to be determined subject to Commission approval.
  - (g) To install directional antenna system.
  - (h) For modification of any outstanding construction permit which has not been covered by license.
- (2) FCC Form No. 322—"Application for construction permit, modification of construction permit, or modification of license for an existing high frequency broadcast station."
- (3) FCC Form No. 312—"Application for modification of relay, international, television, facsimile, experimental broadcast station license."
- (4) FCC Form No. 333—"Application for construction permit, modification of construction permit or modification of license for an existing television broadcast station."

§ 1.320 *Application for renewal of license; broadcast and non-broadcast*—(a) Unless otherwise directed by the Commission, each application for renewal of license shall be filed at least 60 days<sup>1</sup> prior to the expiration date of the license sought to be renewed. No application for renewal of license of a broadcast station will be considered unless there is on file with the Commission, the information currently required by Sections 1.341 to 1.344, reference to which by date and file number shall be included in the application.

(b) Whenever the Commission regards an application for a renewal of license as essential to the proper conduct of a hearing or investigation, and specifically directs that it be filed by a date certain, such application shall be filed within the time thus specified. If the licensee fails to file such application within the prescribed time, the hearing or investigation shall proceed as if such renewal application had been received.

<sup>1</sup> Applications for Amateur Station License need not be filed 60 days prior to the contemplated operation of the station.

(Continued)

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## FCC Rules & Regulations (Continued)

(c) The following application forms should be used:

- (1) FCC Form No. 303—"Application for renewal of standard broadcast station license."
- (2) FCC Form No. 303-A—"Statement of technical information concerning standard broadcast stations using non-directional antennas," to be filed with FCC Form No. 303.
- (3) FCC Form No. 303-B—"Statement of technical information concerning standard broadcast stations using directional antennas," to be filed with FCC Form No. 303.
- (4) FCC Form No. 311—"Application for renewal of international, television, facsimile, high frequency, experimental broadcast station license"—to be used for all applications for renewal of licenses of international, television, facsimile, FM, noncommercial educational and experimental broadcast stations.
- (5) FCC Form No. 313—"Application for renewal of relay broadcast radio station license"—to be used for all applications for renewal of regular licenses of auxiliary (remote pickup and ST) radio broadcasting stations.

§ 1.321 *Application for voluntary assignment or transfer of control; broadcast.*—(a) Applications for consent to the assignment of a construction permit or license for an AM, FM, television or other broadcast station or for consent to the transfer of control of a corporation holding such a construction permit or license shall be filed with the Commission on FCC Form No. 314 (Assignment of License) or FCC Form No. 315 (Transfer of Control). Each application shall be accompanied by a copy of a proposed notice in a form prescribed by the Commission which notice the licensee or permittee shall cause to be published at least twice a week for the 3 weeks immediately following the filing of such application in a daily newspaper of general circulation published in the community in which the station is located. The notice shall state the terms and conditions of the proposed assignment or transfer, the name of the proposed assignee or transferee, and, further, that any other person desiring to purchase the facilities upon the same terms and conditions may file an application to this effect with the Federal Communications Commission within 60 days from the date of the first publication of the notice, which date shall be expressly set forth therein. Upon receipt of the application, the Commission itself will issue a similar public notice stating the terms and conditions of the proposed sale and stating that others may file competing applications for the same facilities upon the same terms and conditions.

(b) No action on any such application will be taken by the Commission for a period of 60 days from the date of first publication, during which time any person desiring to purchase the facilities upon the same terms and conditions may file a competing application. In the case of such competing application, it shall be necessary for the applicant to execute only so much of the application form as relates to the proposed assignee or transferee—FCC Form No. 314, Part II, and Form No. 315, Part III.

(c) If no competing application is filed during this 60-day period, the Commission will consider the original application upon its merits and will grant it if it appears from an examination of the application and supporting data that public interest will be served thereby; otherwise it will be designated for hearing. If, during such 60-day period, any other application is filed, all

such applications will then be considered simultaneously upon their merits, and if, upon such consideration, it appears that the proposed assignee or transferee selected by the licensee is the best qualified and that the transfer would otherwise be in the public interest, the Commission will grant the original application without a hearing. If the Commission is unable to make such a determination upon consideration of the several applications, the original application and all competing applications will be designated for hearing, to be heard in a consolidated proceeding, to determine among other things which of the applicants is best qualified to operate the station in the public interest.

(d) If, at the conclusion of such hearing, the Commission is of the opinion that the proposed assignee or transferee selected by the licensee is the best qualified and that the transfer is otherwise in the public interest an order will be entered granting the original application. However, if the Commission is of the opinion that one of the other applicants is the best qualified and that a transfer is otherwise in the public interest, an order will be entered denying the original application and stating that the Commission's consent to an assignment of the license or construction permit or to the transfer of control of the corporate licensee or permittee to such competing applicant will be given provided the licensee or permittee and such competing applicant enter into and file with the Commission within 30 days from the date of such order a contract for the assignment of the license or construction permit, or the transfer of control of the licensee or permittee, to such competing applicant upon the same terms and conditions as stated in the original application or upon such other terms and conditions as the parties may agree upon and which new terms and conditions the Commission shall find to be in the public interest.

(e) The provisions of this section shall not apply to the following cases:

- (1) Where there is a reorganization of a corporation holding a license or construction permit which involves no substantial change in the beneficial ownership of that corporation;
  - (2) Where there is an assignment from an individual or individuals to a corporation owned and controlled by such individual or individuals without any substantial change in their respective interests or from a corporation to the individual stockholders controlling such corporation when there is no substantial change in their respective interests;
  - (3) Where there is an assignment or transfer by way of gift or testamentary disposition of a license or construction permit or of a controlling interest in a corporate licensee or permittee, or an assignment or transfer of a license, permit or interest to effect such testamentary disposition. This section shall, however, apply to an assignment or transfer by an administrator or executor to persons other than the lawful heirs or legatees of the licensee or permittee or to trustees or beneficiaries other than those designated in the licensee's or permittee's will or other testamentary instrument.
  - (4) Where the interest being transferred, if acquired by a person other than the proposed assignee, would not result in such person acquiring control. The Commission, however, will scrutinize carefully successive transfers to the same person or persons to determine whether such transfers are for the purpose of evading compliance with this section.
  - (5) In the case of any other assignments or transfers where the parties are in doubt as to whether the provisions of this section are applicable, or are of the opinion that if the section is applicable, the requirements should be waived, the application may be filed with a request for a ruling as to whether the section is applicable or with a petition for waiver of the rule. The Commission will determine on the facts of each case whether the section is applicable or whether public interest will be served by a waiver of the rule.
- (f) The following application forms should be used:
- (1) FCC Form No. 314—"Application for consent to assignment of radio broadcast station construction permit or license."
  - (2) FCC Form No. 315—"Application for consent to transfer of control of corporation holding radio broadcast station construction permit or license."
  - (3) FCC Form No. 316—"Inventory of station property to be submitted with and as a part of FCC Form 314 or 315."
  - (4) FCC Form No. 328—"Income statement." Applicant's own form of income statement may be used if he desires.
  - (5) FCC Form No. 329—"Balance Sheet." Applicant's own form of balance sheet may be used if he desires.

§ 1.322 *Application for voluntary assignment or transfer of control; non-broadcast.*—(a) 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.

§ 1.323 *Application for involuntary assignment or transfer of control; broadcast and non-broadcast.*—In the event of the death or legal disability of a permittee or licensee, or a member of a partnership, or a person directly or indirectly in control of a corporation, which is a permittee or licensee

(a) the Commission shall be notified in writing promptly of the occurrence of such death or legal disability, and

(b) within thirty days after the occurrence of such death or legal disability (except in the case of a ship or amateur station), application shall be filed for consent to involuntary assignment of such permit or license or for involuntary transfer of control of such corporation to a person or entity legally qualified to succeed to the foregoing interests under the laws of the place having jurisdiction over the estate involved. The procedure and forms to be followed are the same as those specified in Sections 1.321 and 1.322. In the case of ship and amateur stations, involuntary assignment of licenses will not be made; such licenses shall be surrendered for cancellation upon the death or legal disability of the licensee.

§ 1.324 *Application for special temporary authorization broadcast and non-broadcast.*—(a) Special temporary authority may be granted for the operation of a station for a limited time, or in a manner and to an extent or for service other or beyond that authorized in an existing license upon proper application therefor. No such request will be considered unless full particulars as to the purpose for which the request is made are stated and unless the request is received by the Commission at least 10 days previous to the date of proposed operation. A request received within less than 10 days may be accepted upon due showing of sufficient reasons for the delay in submitting such request.

(b) If the request is for operation of a standard broadcast station, the following additional requirements shall apply:

- (1) No such authority may be granted to a person other than the licensee of an existing standard broadcast station.

(Continued)

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## FCC Rules & Regulations (Continued)

- (2) The request shall be limited to a definite or temporary period or periods for the transmission of programs or events which are not recurrent, and approval thereof will not be granted for a period in excess of 30 days.
- (3) The request shall show that it has been seasonably submitted to other stations whose operations may be affected (to be determined as indicated below), and the date on which such request was so submitted, which such stations shall submit direct to the Commission waiver of objection to the granting thereof or a statement of the nature of any objections that such stations may desire to interpose.
- (4) If the request is for operation upon a clear channel, showing required above shall be made with respect to the Class I station or stations on the channel.
- (5) If the request is made by time-sharing station, the showing required above shall be made with respect to the station or stations with which time is shared.
- (6) In any case, the showing required above must be made with respect to any station on the same or adjacent channels when any such station is located within the interference range of the station making the request to be determined by the "Standards of Good Engineering Practice Concerning Standard Broadcast Stations."
- (7) Waiver of objections, or statement of objections, when furnished under this rule, shall be forwarded direct to the Commission by the responding station, and in the case of waiver shall show whether the waiver covers simultaneous operation or whether the station is giving up the time sought by the applicant. Where it appears that the proposed operation has been seasonably submitted to the station or stations referred to in subparagraphs (4), (5), and (6), above, and no reply has been received, it will be considered that such stations have waived any objections to the granting of the request.

(c) Informal application may be used for broadcast purposes.

§ 1.325 *Application for special service authorization; broadcast.*—(a) Special service authority may be issued to the licensee of a standard broadcast station or in connection with the furnishing of facilities for service to the United States Government, to the licensee of an international broadcast station, for a service other or beyond that authorized in its existing license for a period not exceeding that of its existing license.

(b) Application for special service authorization must be made by formal application on FCC Form No. 317—"Application for Standard Broadcast Station Special Service Authorization or Extension Thereof"—and a satisfactory showing must be made in regard to the following, among others:

- (1) That the requested operation may not be granted on a regular basis under the existing rules governing the operation of standard broadcast stations;
- (2) That experimental operation is not involved as provided for by Section 3.32 of the Rules and Regulations;
- (3) That public interest, convenience, and necessity will be served by the authorization requested.

§ 1.326 *Application for standard broadcast station experimental operation.*—

Special experimental authorization may be issued in accordance with Section 3.22 to the licensee of a standard broadcast station in addition to the regular license. An informal application should be used in applying for such authorization.

§ 1.327 *Application concerning programs to be transmitted to foreign radio stations.*—Application under Section 325(b) of the Communications Act for authority to locate, use or maintain a radio broadcast studio in connection with a foreign radio station should be made on FCC Form No. 308, entitled "Application for permit to locate, maintain or use studio or apparatus for production of programs to be transmitted or delivered to foreign radio station."

§ 1.328 *Application to determine operating power by direct measurement of antenna power.*—Application to determine operating power of broadcast stations by direct measurement of antenna power shall be made on FCC Form No. 306, entitled "Application to Determine Operating Power of Broadcast Station by Direct Measurement of Antenna Power."

§ 1.332 *Informal applications.*—(a) Whenever Commission authorization is required by the Communications Act or the Commission's Rules and Regulations in connection with any matter under Title III of the Act and no application form is specified in this Subpart, informal application may be utilized.

(b) A partial list of some of the matters concerning standard broadcast operation as to which informal request may be made is given below:

- (1) To operate additional time.
- (2) To discontinue operation or services not covered by section 3.71.
- (3) To operate with additional power.
- (4) To operate with reduced power not covered by section 3.57.
- (5) To operate for test purposes (to determine site, etc.).
- (6) To rebroadcast programs of stations of other classes.
- (7) Other special temporary operation beyond terms of existing license.
- (8) Temporary operation without specified items of equipment, or with temporary, substitute, or auxiliary equipment.
  - (a) Operation without an approved frequency monitor.
  - (b) Operation without an approved modulation monitor.
  - (c) Operation without thermometer in automatic temperature control chamber.
  - (d) Operation without antenna ammeter, plate voltmeter, or plate ammeter.
  - (e) Operation with substitute ammeter, plate voltmeter, or plate ammeter.
  - (f) Operation with temporary antenna system.
  - (g) Operation with auxiliary transmitter as main transmitter.
- (9) Operation with new or modified equipment pending repair of existing equipment, or pending receipt and action upon a formal application.
- (10) Where formal application is not required, application for new or modified equipment or antenna system.
- (11) Change of specifications for painting and lighting antenna towers where formal application is not required.
- (12) Relocation of transmitter in same building.
- (13) Operation with reduced power or time under Sections 3.57 and 3.71.
- (14) Approval of types of equipment as to compliance with outstanding rules or standards.
- (15) All authorizations for equipment and program tests, or extensions

(Continued)



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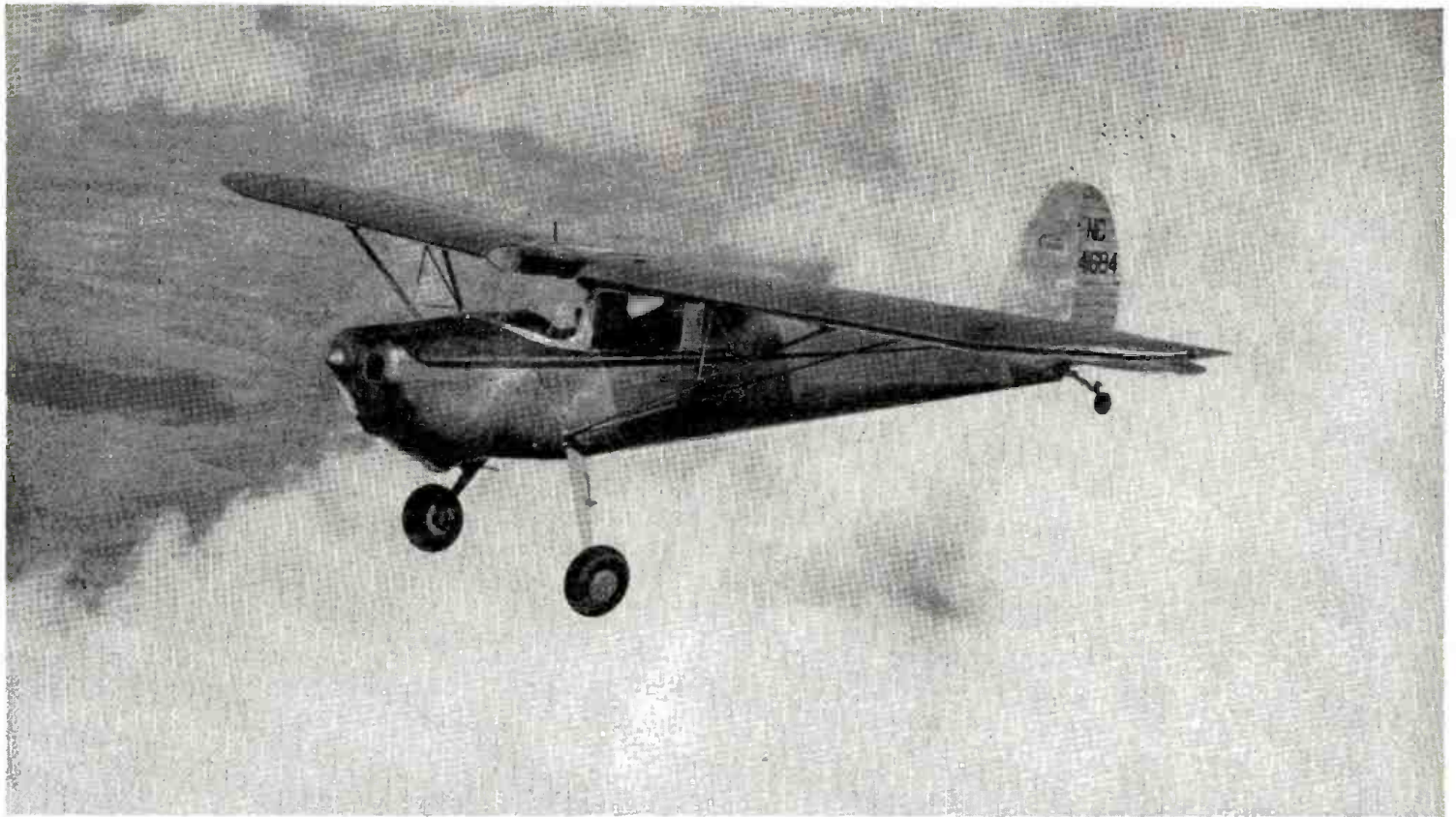
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## FCC Rules & Regulations (Continued)

thereof, where it appears that compliance has been had with the terms of the construction permit.

- (16) Extensions of time within which to comply with technical requirements specified in authorizations, orders, and rules or releases of the Commission,
- (17) Representations of compliance with technical requirements specified in authorizations, orders, rules, or releases (except formal applications).
- (18) Operation with licensed, new or modified equipment at a temporary location with a temporary antenna system in case of an emergency when, due to causes beyond the control of the licensee, it becomes impossible to continue operating at the licensed location,
- (c) Requests for type approval of equipment should be made by informal application. Arrangements should be made through the office of Chief Engineer for inspection and examination of the equipment in question.

### Rules Relating to Other Forms and Information

§ 1.341 *Financial report, broadcast licensees.*—Each licensee of a broadcast station (standard, FM, television and international) shall file with the Commission on or before April 1 of each year on Form 324, together with supporting schedules, a balance sheet showing its financial condition as of December 31 of the preceding calendar year and an income statement for said calendar year.

§ 1.342 *Filing of contracts.*—Each licensee of a broadcast station (standard, FM, television, and international) shall file with the Commission within 30 days of execution thereof verified copies of all documents, instruments, contracts (the substance of oral contracts or understandings shall be reported in writing for submission) together with amendments, supplements, and changes therein and cancellations thereof relating to ownership, management or control of licensee of station, or of any of licensee's stock, rights or interests therein; the use, management, or operation of licensed facilities; and agreements relating to network service, transcription service or bulk time sales (amounting to two hours or more per day); including but not limited to: (a) Articles of partnership, association, or incorporation; (b) By-laws affecting character of organization, control, number or powers of its officers or directors, the classification or voting rights of any stock; (c) Any document, instrument, or contract relating to or affecting ownership of licensee, rights or interests therein, its stock, or voting rights thereto; (d) Management contracts, network contracts, transcription network contracts, and time sales to brokers.

§ 1.343 *Ownership reports, broadcast licensees.*—(a) *Annual ownership reports.* The licensee of each broadcast station (standard, FM, television, and international) shall file on or before April 1 of each year on FCC Form 323 an annual ownership report and shall show the following information as of December 31 of the preceding calendar year:

- (1) In the case of an individual, the name of such individual.
- (2) In the case of a partnership; the names of the partners and the interests of each partner.<sup>1</sup>

<sup>1</sup> Any change in partners or in their rights will require prior consent of the Commission upon an application for consent to assignment of license.

- (3) In the case of a corporation or association: (i) Capitalization, with a description of the classes and voting power of stock authorized and the shares of each class issued and outstanding; (ii) the name, residence, citizenship, and stockholdings of officers and directors, and stockholders; (iii) full information with respect to the interest and identity of any person whether or not a stockholder of record, having any interest, direct or indirect, in the licensee or any of its stock;

### FOR EXAMPLE:

(a) Where A is the beneficial owner or votes stock held by B, the same information should be furnished for A as is required for B.

(b) Where X corporation controls the licensee, or holds 25% or more of the stock of the licensee, the same information should be furnished with respect to X corporation (its capitalization, officers, directors, and stockholders and the amount of stock in X held by each) as is required in the case of the licensee, together with full information as to the identity and citizenship of the person authorized to vote licensee's stock.

(c) The same information should be furnished as to Y corporation if it controls X corporation or holds 25% or more of the stock of X, and as to Z corporation if it controls Y corporation or holds 25% or more of the stock of Y and so on back to natural persons.

(iv) Full information as to family relationship or business association between two or more officials and/or stockholders.

- (4) In the case of all licensees: (i) the name, residence, position and date of appointment of operating personnel determining program policy (such as general manager, program director, etc.); (ii) a list of all contracts still in effect required to be filed with the Commission by Section 1.342 showing the date of execution and expiration of each contract; (iii) any interest which the licensee may have in any other broadcast station.

(b) *Interim ownership reports.* An interim ownership report shall be filed by each licensee on FCC Form 323A describing any change in information required in the annual ownership report from that previously reported within 30 days after any such change occurs, including without limitation:

- (1) Any change in capitalization or organization.
- (2) Any change in officers and directors or in operating personnel determining program policy.
- (3) Any transaction affecting the ownership, direct or indirect, or voting rights of licensee's stock, such as (i) a transfer of stock, (ii) issuance of new stock or disposition of treasury stock, (iii) acquisition of licensee's stock by the issuing corporation.
- (4) Any change in the officers, directors or stockholders of a corporation other than the licensee such as X, Y or Z Corporation described in the example above.

*Provided, however.* That in the case of a change in the officers, directors or stockholders of a corporation other than the licensee (such as X, Y or Z corporation described in the example above), such change need not be reported in the interim report unless that corporation directly or indirectly owns 25% or more of the voting stock in the licensee.<sup>1</sup>

(c) *Exceptions.* Where information is required under paragraphs (a) or (b) of this section with respect to a corporation having more than 50 stockholders, such information need be filed only with respect to stockholders having 1% or more of the stock of the corporation.

§ 1.344 *Definitions of terms used in Sections 1.341-1.343.*—As used in Sections 1.341-1.343:

(a) "Stock" shall include any interest, legal or beneficial in, or right or privilege in connection with stock.

(b) "Officer" and "director" shall include the comparable officials in unincorporated associations.

(c) "Contract" shall include any agreement (including, without limitation, an option, trust, or pledge) or any modification thereof, express or implied, oral or written.

§ 1.345 *Information regarding station equipment filed under Section 308 of the Communications Act.*—Supplemental statements of fact concerning station equipment required pursuant to Section 308 of the Communications Act shall be made on FCC Form No. 327. This form shall be submitted:

- (1) Subsequent to the completion of any changes in automatic frequency control or devices.
- (2) As may be required on other changes affecting frequency stability provided by Section 3.60.

§ 1.346 *Reports in connection with certain Fixed Public Radio Service operations.*—Monthly and quarterly reports must be filed with the Commission in connection with certain fixed public radio service operations. No form is prescribed.

### Rules Related to Acceptance, Amendment or Dismissal of Application

§ 1.361 *Defective applications.*—(a) Applications which are defective with respect to completeness of answers to required questions, execution or other matters of a purely formal character will not be received for filing by the Commission, unless the Commission shall otherwise direct, and will be returned to the applicant with a brief statement as to the omissions.

(b) If an applicant is requested by the Commission to file any documents or information not included in the prescribed application form a failure to comply with such request will constitute a defect in the application.

(c) Applications which are not in accordance with the Commission's rules, regulations or other requirements will be considered defective unless accompanied either (1) by a petition to amend any rule or regulation with which the application is in conflict, or (2) by a request of the applicant for waiver of, or an exception to, any rule, regulation or requirement with which the application is in conflict. Such request shall show the nature of the waiver or exception desired and set forth the reasons in support thereof.

(d) Applications found to be complete are accepted for filing and are given a file number. Public notice of broadcast applications accepted for filing is given at regular intervals.

§ 1.362 *Inconsistent or conflicting applications.*—When an applicant has an application pending and undecided, no other inconsistent or conflicting application filed by the same applicant, his successor or assignee, or on behalf or for the benefit of said applicant, will be considered by the Commission.

<sup>1</sup> Before any change is made in the organization, capitalization, officers, directors or stockholders of a corporation other than licensee, which results in a change in the control of the licensee, prior Commission consent must be received under Section 810(b) of the Communications Act.

(Continued)

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## FCC Rules & Regulations (Continued)

§ 1.363 *Repetitious applications.*—(a) Where an applicant has been afforded an opportunity to be heard with respect to a particular application for new station, or for an extension or enlargement of service or facilities, and the Commission has, after hearing or default, denied the application or dismissed it with prejudice, the Commission will not consider a like application involving service of the same kind to the same area by the same applicant, or by his successor or assignee, or on behalf or for the benefit of the original parties in interest, until after the lapse of 12 months from the effective date of the Commission's order. The Commission may, for good cause shown, waive the requirements of this rule.

(b) Where an appeal has been taken from the action of the Commission in denying a particular application, another application for the same class of broadcast station and for the same area, in whole or in part, filed by the same applicant or by his successor or assignee, or on behalf or for the benefit of the original parties in interest, will not be considered until the final disposition of such appeal.

§ 1.364 *Multiple applications; broadcast service.*—In the broadcast service, while there is one application for new or additional facilities pending for a standard, international, television, facsimile, FM, or experimental broadcast station, the Commission will not consider another application for new or additional facilities for a station of the same class (as given above) to serve in whole or in part the same area, by the same applicant or by his successor or assignee, or on behalf or for the benefit of the original parties in interest. Two such applications may not be filed simultaneously.

§ 1.365 *Amendments and dismissals of applications.*—(a) Any application may be amended or dismissed without prejudice as a matter of right prior to the designation of such application for hearing. Thereafter, requests to amend or dismiss without prejudice will be considered only upon written motion properly served upon all parties of record.

(b) When leave to amend has been granted after an application has been designated for hearing, the application will not be removed from the hearing docket unless the Motions Commissioner shall determine that the proposed amendment substantially affects the issues upon which the application has been designated for hearing and orders that the application shall be removed from the hearing docket. An amended application which has been removed from the hearing docket will be reexamined by the Commission and when necessary will be redesignated for hearing at a subsequent time.

(c) When a broadcast applicant seeks removal from the hearing docket by proposing an amendment as to frequency or other matter substantially affecting the issues in the proceeding in which he is involved, and is unable concurrently to specify and submit the desired amendment, his application shall be dismissed without prejudice, subject to the right of reinstatement within a reasonable time. In any proper case of this kind where dismissal without prejudice has been allowed, the application involved will be reinstated upon the filing of a proper petition, accompanied by the amendment necessary to complete the application.

### Processing Applications:

§ 1.371 *Acceptance of applications.*—All applications, other than amateur,

operator and ship radio inspection, which are tendered for filing by mail are dated upon receipt by Mail and Files Section of the Secretary's Office and are forwarded to Broadcast License Section if a broadcast application, otherwise to Commercial License Section.<sup>2</sup> Applications tendered for filing, in person, in the Secretary's Office are dated and forwarded to the Broadcast or Commercial License Section. An administrative examination is made of all applications by the Broadcast or Commercial License Section to ascertain whether the application is complete. If found to be complete it is accepted and is then routed to the other departments of the Commission.

§ 1.372 *Staff consideration of applications which receive action by the Commission.*—(a) Upon acceptance of an application, the complete file is routed to the appropriate Branch of the Engineering Department. The application is there reviewed, from an engineering standpoint. A draft report containing the recommendations of the Engineering Department is prepared. In cases where no engineering problems are involved, the report contains no recommendations as to disposition.

(b) The complete file is then routed to the appropriate Branch of the Accounting Department where it is reviewed from an accounting standpoint. A draft report containing the recommendations of the Accounting Department is prepared. In cases where no accounting problems are involved the report contains no recommendations as to disposition.

(c) The complete file is then routed to the appropriate division of the Law Department where it is reviewed to determine whether the authorization requested will be in accordance with the Commission's policies, Rules and Regulations and any other requirements imposed by law. A joint report containing the recommendations of the Law Department and the other departments and any other documents required is prepared and the entire file routed to the Minute Section of the Secretary's Office which records, mimeographs and distributes necessary papers to the members of the Commission, heads of departments and other interested staff members, and places the matter on the Commission's agenda.

§ 1.373 *Special procedure with respect to processing of standard broadcast applications.*—(a) When an application for the construction of a new broadcast station, or for a change in the facilities of an existing station, is received in the Commission it is immediately referred to the Broadcast License Section which examines the application to determine whether it is sufficiently complete to permit the Commission to process it. If it is found to be sufficiently complete to be processed—even though it is incomplete in certain minor particulars—it is immediately given a file number and a letter is sent to the applicant requesting the correction of any minor defects that may have been disclosed by the examination. If the examination by the Broadcast License Section discloses that the application is incomplete in major particulars which makes it impossible to process it, the Broadcast License Section then with the advice and con-

<sup>1</sup> This description is applicable to all applications filed under Title III. However, some of the detailed provisions governing processing are applicable only to applications which are tendered for filing in Washington. Operator and ship radio inspection applications are filed in the field. Their processing in general is substantially similar to that accorded applications filed in Washington.

<sup>2</sup> Applications for Alaskan stations tendered for filing with the Inspector in Charge of Radio District 14, Seattle, Washington, are forwarded to Washington for processing.

(Continued)

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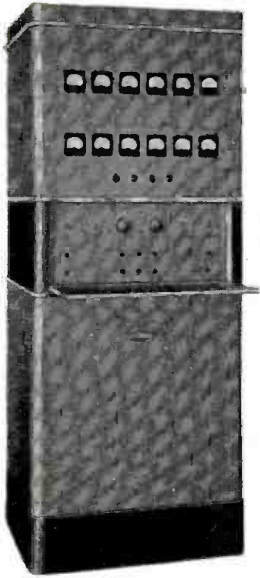
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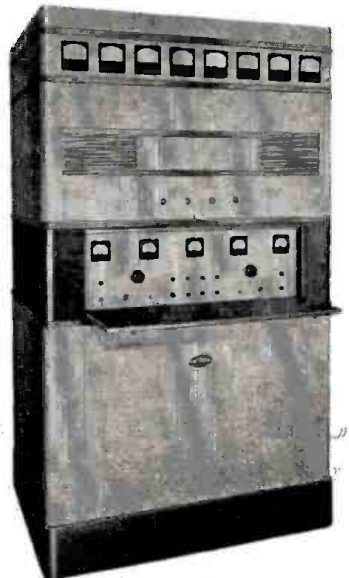


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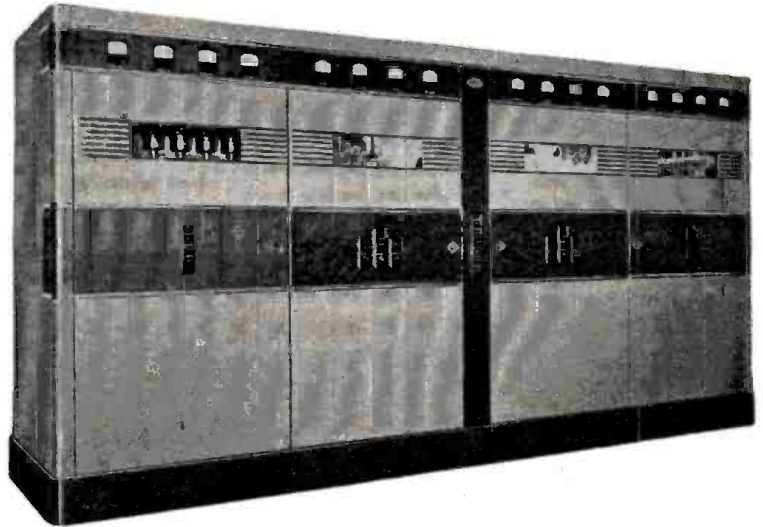
## AM TRANSMITTERS 250 to 10,000 Watts



RA-250  
250 Watt AM Transmitter



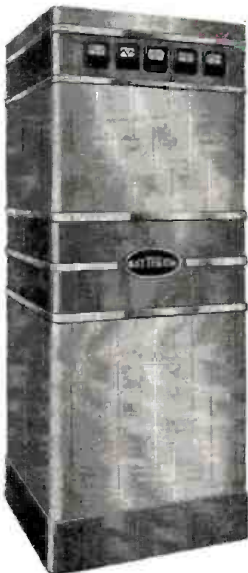
RA-1000  
1000 Watt AM Transmitter



RA-5 or 10  
5000 or 10,000 Watt AM Transmitter

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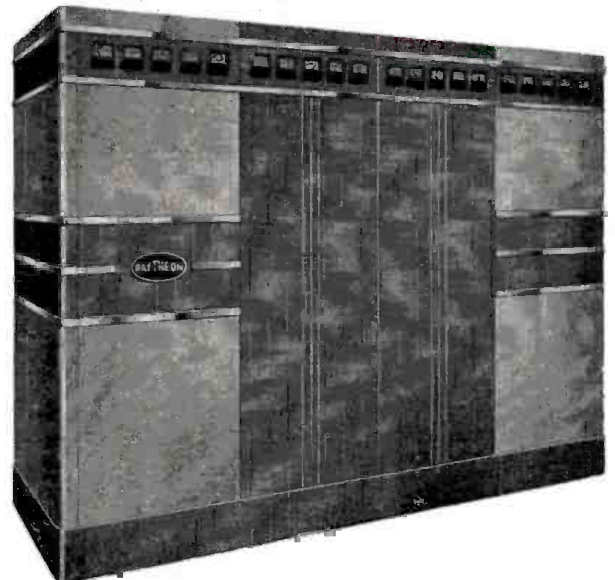
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RF-250  
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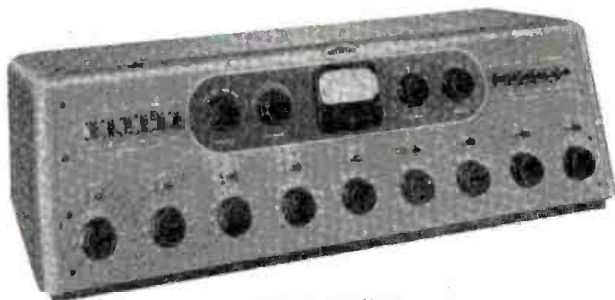


RF-10  
10,000 Watt FM Transmitter

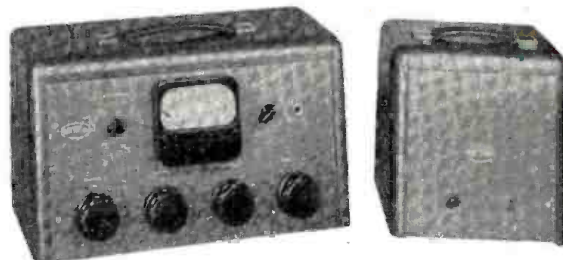
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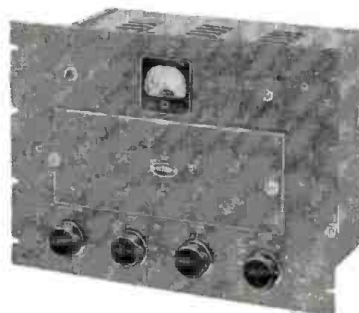
RC-11—Studio Console



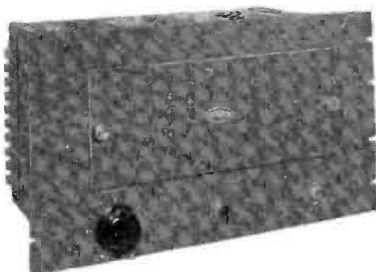
RR-30—3-Channel Remote Amplifier



RPC-40—Portable Consolelette



RL-10—Volume Limiter



RM-10—Monitoring Amplifier

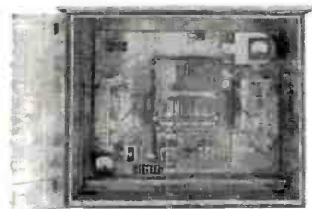
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## FCC Rules & Regulations (Continued)

currence of the Engineering Department and Law Department, returns the application to the applicant with a statement that it cannot be accepted. The reasons for its rejection are specified in the letter returning the application.

(b) Once an application has been given a file number it is referred to a member of the Engineering Department for "classification." This involves two separate functions. First, the application is examined to determine whether it is one which must obviously go to hearing. For example, if the application seeks to use 1240 kc in a particular town and there is already pending an application for that same frequency in that same town, then the two obviously must be consolidated for hearing and steps are set in motion at this stage looking toward an order designating the two applications for a consolidated hearing. At this stage, however, only those cases which are obvious conflicts are sifted out and put into hearing. If an engineering study is necessary in order to determine whether the case must go to hearing, the application is not set for hearing at this stage but is put in line for processing by the Engineering Department and is set for hearing after the engineering study is completed (provided that such a study discloses an engineering conflict requiring a hearing). In view of this, it is to the advantage of an applicant who knows that his case does present a conflict requiring a hearing promptly to point that fact out to the Commission—preferably at the time the application is filed—so that it will be immediately recognized as a hearing case at the time it is classified. This will result in getting the application immediately into line awaiting the assignment of a date on the hearing calendar instead of having the case remain in line awaiting processing by the Engineering Department with the result that some weeks or months later it will be recognized as a hearing case and then put in the hearing line.

(c) The second step performed by the classifier is to determine whether the application presents a relatively simple engineering question or whether it presents an engineering question of some complexity. If it presents a fairly simple engineering problem, such as is presented by 250 watt applications on local frequencies and applications for daytime only operation, it is classified as a case to be put in processing Line No. 1. If on the other hand it is found to present engineering questions of some complexity, such as are presented by applications for nighttime operation on regional and clear channels, particularly those involving directional antennas, it is classified as a case to be put in processing Line No. 2.

(d) Once it is determined that a case falls into a particular line it is listed in its proper order according to file number. The oldest (lowest file number) is at the front of the line and the newest (highest file number) is at the back of the line. Cases are drawn by the group of engineers working on Line 1 from the front of Line 1 and similarly cases are drawn by the groups of engineers working on Line 2 in order of file number. Thus, the file number strictly determines the order in which the staff's work is begun on a particular application. There is one exception to this. The Broadcast Branch of the Engineering Department is authorized to group together for study cases in Lines 1 and 2 which involve interference conflicts where it appears that by making a simultaneous study of such conflicting applications rather than individual studies of separate applications, a substantial amount of the Engineering Department's time can be saved. Further, such cases would ordinarily require simultaneous consideration by the Commission and preparation of simultaneous reports is, therefore,

necessary.

(e) It takes longer to process some applications than it does others, even where both applications are in the same general category and therefore in the same processing line. Also it frequently occurs that when the processing of an application is begun it is discovered that additional information is needed and the staff's work cannot be completed until further word is received from the applicant. Thus, there will be cases where the processing of a particular application may be completed and ready for Commission action prior to another application even though the processing of the latter application began at an earlier date. However, every effort is made, once the processing of an application has begun, to carry its processing through to completion at the earliest possible date in the light of the circumstances involved in the particular case. The Law and Accounting Departments by keeping track of the cases which will be reached next in the processing line are in position to plan their work so that they will be writing reports on the same applications that are being studied by the Engineering Department.

(f) If, as a result of the study by the three departments and the Commission it appears that the application is satisfactory in all respects, it can be granted without a hearing. If, on the other hand, the complete study by the staff and the Commission indicates that a hearing is required, then the application will be designated for hearing.

(g) If a waiver of hearing is requested pursuant to Section 1.391, the Commission will, if it determines that a hearing may properly be dispensed with, take the case out of the hearing line and place it back in the appropriate processing line in its proper position (as determined by file numbers). However, if any such case involves conflicting applications a decision will not be made prior to the time when the file number of the oldest of such conflicting applications is reached in the proper processing line.

(h) Frequently, when two cases are designated for hearing because they are mutually exclusive, one of the applicants amends and removes the conflict. Where this occurs the appropriate procedure is to petition for leave to amend and remove from the hearing docket. Such motions will be considered promptly and if it appears that the conflict which caused the case originally to be set for hearing has been removed and there is no other obvious conflict, the two cases will be removed from the hearing docket and placed back in their proper position (as determined by the file numbers) in the processing line. Petitions for amendment, removal from the hearing docket, and grant will not be entertained insofar as they request a grant. The Motions Commissioner in acting on such petitions will dismiss the request for a grant. In such a case the matter will simply be put back in its proper place in line.

(i) An application will continue to be carried under the same file number unless major amendment is made which really involves the substitution of a different application. Amendments simply changing the frequency and/or power or changing from fulltime to daytime only will be accepted without changing the file number.

(j) Sometimes it occurs that when an application is reached for processing it is necessary for one of the departments or the Commission itself to address a letter to the applicant asking further information. If the application cannot be processed until the information requested is received, then the application is placed in the pending file to await the applicant's response. Also it sometimes occurs that a particular category of cases is placed in the pending file by Commission action. In such cases the Commission makes a public announcement of its policy and notifies the individual applicant as to why his application is being placed in the pending file.

(k) From time to time the Commission will publish lists giving the status of all pending applications in the processing line.

§ 1.374 *Staff consideration of applications which do not require action by the Commission.*—Those applications which do not require action by the Commission but which pursuant to the delegation of authority contained in Subpart B may be acted upon by employees designated in that Subpart are forwarded to the appropriate heads of departments for necessary action. In those cases where the Secretary may act after securing the approval of the various departments, the applications are forwarded to such appropriate departments. If the application is granted, it is returned to the appropriate License Section for issuance of the formal authorization. In cases where the Secretary acts by himself the appropriate License Section reviews the applications before final decision is made and the authorization issued if the application is granted. In any case where it is recommended that it be set down for hearing, a novel question of policy is presented or where the employee to whom authority is delegated desires instructions from the Commission, the file with necessary recommendations is forwarded to the Minute Section to be placed on the Commission agenda for action by the Commission.

§ 1.375 *Procedure with respect to amateur and commercial radio operator licenses.*—(a) After an application for an amateur radio operator license is accepted for filing, and an examination conducted in accordance with Part 12 of the Commission's Rules and Regulations, the examinations are sent to Washington where they are graded in the Amateur License Section of the Secretary's Office and, if the applicant passes, a license is issued by that section.

(b) After an application for a commercial radio operator license is accepted for filing, and an examination conducted in accordance with Part 13 of the Commission's Rules and Regulations, the examination papers are graded by the office supervising the examination which also issues a license, if the applicant is successful. In the case of third class radiotelephone operator permits an examination is not required.

**Action on Applications**  
§ 1.381 *Failure to prosecute applications.*—An applicant not desiring to prosecute his application may request the dismissal of same without prejudice. A request of an applicant for the return of an application which has been accepted for filing will be considered as a request to dismiss the same without prejudice. Where an applicant fails to respond to official correspondence or request for additional material, the application will be dismissed without prejudice.

§ 1.382 *Grants without a hearing.*—Where an application for radio facilities is proper upon its face and where it appears from an examination of the application and supporting data that (1) the applicant is legally, technically and financially qualified; (2) a grant of the application would not involve modification, revocation, or non-renewal of any existing license or outstanding construction permit; (3) a grant of the application would not cause electrical interference to an existing station or station for which a construction permit is outstanding within its normally protected contour as prescribed by the applicable Rules and Regulations; (4) a grant of the application would not preclude the grant of any mutually exclusive application; and (5) a grant of the application would be in the public interest, the Commission will grant the application without a hearing.

(Continued)

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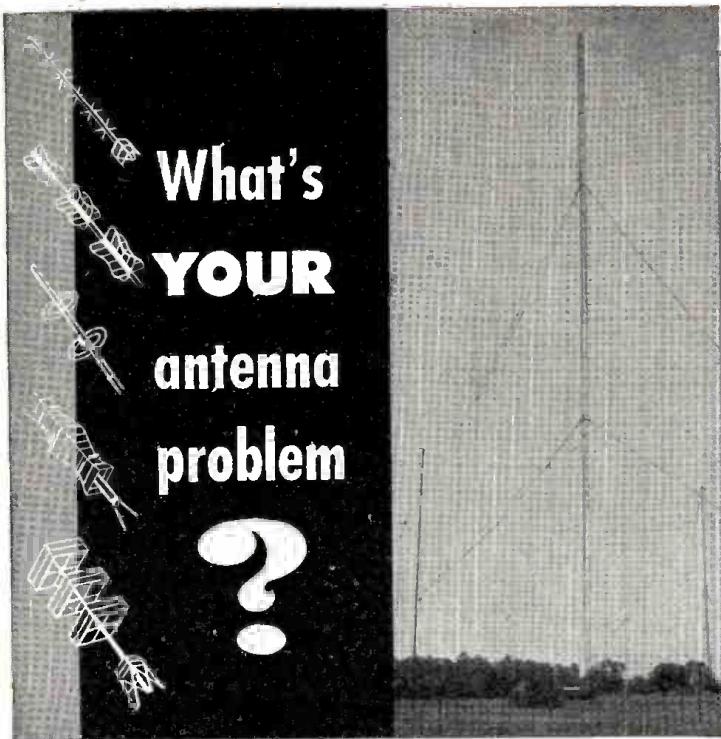
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## FCC Rules & Regulations (Continued)

§ 1.383 *Partial grants.*—Where the Commission without a hearing grants any application in part, or with any privileges, terms, or conditions other than those requested, or subject to any interference that may result to the station if designated application or applications are subsequently granted, the action of the Commission shall be considered as a grant of such application unless the applicant shall, within 20 days from the date on which public announcement of such grant is made, or from its effective date if a later date is specified, file with the Commission a written request rejecting the grant as made. Upon receipt of such request, the Commission will vacate its original action upon the application and set the application for hearing in the same manner as other applications are set for hearing.

§ 1.384 *Temporary extension of station licenses.*—Where there is pending before the Commission any application, investigation, or proceeding which, after hearing, might lead to or make necessary the modification of, revocation of, or the refusal to renew an existing license, the Commission may, in its discretion, grant a temporary extension of such license. No such temporary extension shall be construed as a finding by the Commission that the operation of any radio station thereunder will serve public interest, convenience, and necessity beyond the express terms of such temporary extension of license or will be no wise affect or limit the action of the Commission with respect to any pending application or proceeding.

§ 1.385 *Designation for hearing.*—Applications will be designated for hearing in the following cases:

(a) Where it does not appear from an examination of the application that the applicant is legally, technically or financially qualified; or

(b) Where a grant of the application would require the modification, revocation, or non-renewal of license of an existing station or of any outstanding construction permit; or

(c) Where a grant of the application would cause electrical interference to an existing station or station for which a construction permit is outstanding within its normally protected contour as prescribed by the applicable Rules and Regulations; or

(d) Where it does not appear from an examination of the application that a grant of the application will be in the public interest.

(e) Where a grant of the application would preclude the grant of an application or applications mutually exclusive with it. However, the Commission may, if public interest will be served thereby, make a conditional grant of one of the applications and designate all of the mutually exclusive applications for hearing. Such conditional grant will be made upon the express condition that such grant is subject to being withdrawn if at the hearing it is shown that public interest will be better served by a grant of one of the other applications. Such conditional grants will be issued only where it appears:

(1) That some or all of the applications were not filed in good faith but were filed for the purpose of delaying or hindering the grant of another application; or

(2) That public interest requires the prompt establishment of radio service in a particular community or area; or

(3) That a grant of one or more applications would be in the public interest and that a delay in making a grant to any applicant until after the conclusion of a hearing on all applications might jeopardize the rights of the United States under the provisions of international agreement to the use of the frequency in question; or

(4) That a grant of one application would be in the public interest and that it appears from an examination of the remaining applications that they cannot be granted because they are in violation of provisions of the Communications Act, or of other statutes, or of the Commission's Rules and Regulations.

§ 1.386 *Petition for reconsideration and grant without hearing.*—Where the Commission has designated an application for hearing, the applicant may file a petition requesting reconsideration and grant of the application without hearing. If the petition shows that a grant of the application without hearing would be consistent with Section 1.382, the petition will be granted. Otherwise it will be denied.

§ 1.387 *Procedure when case is designated for hearing.*—(a) When an application has been designated for hearing, the Secretary of the Commission will mail a written notice to the applicant setting forth the action of the Commission designating the application for hearing, together with such statement of the Commission's reasons therefor as shall be appropriate to the nature of the application. In addition, notice of hearing involving matters under Part I of Title III of the Act will be given by publishing the notice of hearing in the Federal Register. The Commission will attempt, when possible, to give at least 30 days advance notice of a hearing. In order to avail himself of the opportunity to be heard, the applicant, in person or by his attorney, shall, within 15 days of the mailing of the notice of designation for hearing by the Secretary, file with the Commission a written appearance stating that he will appear and present evidence on the issues specified in the statement of reasons furnished by the Commission on such date as may be fixed for the hearing. In cases involving applications for facilities other than AM broadcast, FM broadcast, international broadcast, or television, the applicant shall submit with his appearance an additional copy of his application and supporting documents.

(b) The Commission will on its own motion name as parties to the hearing:

(1) Any existing licensee or holder of an outstanding construction permit who, if the application were granted, would suffer electrical interference within his normally protected contour as prescribed by the Commission's Rules and Regulations.

(2) Any existing licensee or holder of an outstanding construction permit whose license or construction permit would have to be modified or revoked, or whose application for renewal of license would have to be denied, if the application in question were granted.

(3) Any person who, prior to the time the application in question was designated for hearing, had filed with the Commission a mutually exclusive application. Persons filing mutually exclusive applications after the application in question has been designated for hearing will be named as parties only if the Commission in its discretion deems such action advisable.

§ 1.388 *Petitions to intervene.*—(a) Where the Commission has failed on its own motion to name as parties to a hearing any person specified in Section 1.387 (b), such person will be permitted to participate in the proceeding by filing a petition to intervene showing that he comes within the provisions of Section 1.387 (b). Where the petition to intervene is based upon a claim that a grant of the application would cause electrical interference to an existing station

(Continued)



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# GENERAL ELECTRIC





**FCC Rules & Regulations (Continued)**

or a station for which a construction permit is outstanding within its normally protected contour as prescribed by the applicable Rules and Regulations, the petition must be accompanied by an affidavit of a qualified radio engineer which shall show either by reference to the Commission's Standards of Good Engineering Practice or to actual measurements made in accordance with the methods prescribed by the Commission's Standards of Good Engineering Practice that electrical interference will be caused to the existing station or station for which a construction permit is outstanding within the normally protected contour of the station.

(b) Any other person desiring to participate in the hearing may file a petition to intervene. The petition must set forth the interest of the petitioner in the proceedings and must show how such person's participation will assist the Commission in the determination of the issues in question. The Commission may grant or deny such petition or may permit intervention by such persons limited to particular issues or to a particular stage of the proceeding.

(c) The granting of any petition to intervene shall not have the effect of changing or enlarging the issues specified in the Commission's notice of hearing unless the Commission shall on motion amend the same.

(d) Petitions to intervene under this section must be filed with the Commission not later than 15 days after the issues in the hearing have first been published in the Federal Register. Any person desiring to file a petition to intervene after the expiration of such 15 days must set forth the reason why it was not possible to file the petition within the prescribed 15 days. Unless good cause is shown for delay in filing, the petition will not be granted.

§ 1.389 *Motions to enlarge or change the issues.*—Motions to enlarge or change the issues may be filed by any party to a hearing. Such motions must be filed with the Commission not later than 15 days after the issues in the hearing have first been published in the Federal Register. Any person desiring to file a motion to enlarge or change the issues after the expiration of such 15 days must set forth the reason why it was not possible to file the petition within the prescribed 15 days. Unless good cause is shown for delay in filing, the motion will not be granted.

§ 1.390 *Petitions for reconsideration or for rehearing.*—(a) Where an application has been granted without a hearing, any person aggrieved or whose interests would be adversely affected thereby may file a petition for reconsideration of such action. Such petition must be filed with the Commission within 20 days after public notice is given of the Commission's action in granting the application. Such petition will be granted if the petitioner shows that:

- (1) Petitioner is an existing licensee or permittee and a grant of the application would require the modification, revocation, or non-renewal of his license or construction permit; or
- (2) That petitioner is an existing licensee or permittee and a grant of the application would cause interference to his station within the normally protected contour as prescribed by applicable Rules and Regulations; or
- (3) At the time the application was granted, petitioner had a mutually exclusive application pending before the Commission; or
- (4) A grant of the application is not in the public interest.

(b) Where an application has been granted or denied after hearing, petitions for rehearing may be filed within 20 days after public notice is given of the Commission's action in granting or denying the application. Petitions for rehearing by persons not parties to the Commission's hearing will not be granted unless good cause is shown as to why it was not possible for such person to participate earlier in the Commission's proceeding.

(c) Where a petition for reconsideration or for rehearing is based upon a claim of electrical interference within the normally protected contour of an existing station or a station for which a construction permit is outstanding, such petition must be accompanied by an affidavit of a qualified radio engineer which shall show either by reference to the Commission's Standards of Good Engineering Practice or to actual measurements made in accordance with the methods prescribed by the Commission's Standards of Good Engineering Practice that electrical interference will be caused to the station within its normally protected contour. If the claim of interference is not based upon actual measurements made in accordance with the Standards of Good Engineering Practice, it may be controverted by affidavit containing results of actual measurements made in accordance with the Standards of Good Engineering Practice.

(d) Any opposition to a petition for reconsideration or rehearing may be filed within 10 days after the filing of such petition.

(e) Petitions for reconsideration or rehearing filed under this section may request (1) reconsideration, either in cases decided after hearing or in cases of

applications granted without hearing; (2) reargument; (3) reopening of the proceeding; (4) amendment of any finding; or (5) such other relief as may be appropriate. Such petition shall state specifically the form of relief sought and, subject to this requirement, may contain alternative requests. Each such petition shall state with particularity in what respect the decision, order or requirement or any matter determined therein is claimed to be unjust, unwarranted, or erroneous, and with respect to any finding of fact must specify the pages of record relied on. Where the petition is based upon a claim of newly discovered evidence, it must be accompanied by a verified statement of the facts relied upon, together with the facts relied on to show that the petitioner, with due diligence, could not have known or discovered such facts at the time of the hearing.

(f) The filing of a petition for reconsideration or rehearing shall not excuse any person from complying with or obeying any decision, order, or requirement of the Commission, or operate in any manner to stay or postpone the enforcement thereof. However, upon good cause shown the Commission may stay the effectiveness of its order or requirement pending a decision on the petition for rehearing.

§ 1.391 *Special procedure relative to waiver of hearing on broadcast applications.*—(a) In the case of any broadcast applications designated for hearing, the parties may request the Commission to waive a hearing and to grant or deny the applications upon the basis of the information contained in the applications and other papers on file with the Commission pertaining to the applicants or applications. Any party desiring to waive a hearing in accordance with this procedure should execute and file with the Commission a waiver in accordance with subsection (f) and serve copies on all other parties, or a joint waiver may be signed by all the parties. Upon the receipt of waivers from all the parties to a proceeding, the Commission will decide whether the case is an appropriate one for determination without a hearing. If it is determined by the Commission that notwithstanding the waiver, a hearing is necessary, the case will be continued on the hearing docket. If the Commission concludes that the case can appropriately be decided without a hearing, the case will be removed from the hearing docket.

(b) In all cases which are removed from the hearing docket in accordance with this procedure, the Commission will be free to proceed to decide the case upon the basis of the information contained in the applications and in any other papers on file with the Commission which pertain to the applicants or applications in question, including any protests filed at any time prior to final decision. The Commission reserves the right to call upon any party to furnish any additional information which the Commission deems necessary to a proper decision. Such information shall be served upon opposing parties.

(c) This procedure does not in any way change the Commission's practice with respect to protests. Any party, or any member of the public, may file with the Commission any information concerning the applicant which bears upon his qualifications to operate a station in the public interest. Where such protest raises a question of substance which might affect the granting of the application a hearing will generally be required. If the protest is not of any substance the Commission may proceed to act upon the application without hearing.

(d) In all cases where the Commission issues a decision pursuant to this procedure without holding a hearing a brief memorandum opinion will be issued by the Commission stating its reasons for its grant or denial of the individual applications. This decision shall have the same effect as a proposed decision, and the procedure thereafter to be followed shall be the same as in the case of a proposed decision made after a hearing.

(e) The Commission does not construe this procedure as involving any waiver, by the parties of the right to appeal to the Courts from any adverse final decision of the Commission.

(f) The waiver of hearing shall be in the following form:

**Waiver of Hearing**

Name of Applicant.....  
 Call Letters.....  
 Docket No. ....

The undersigned hereby waives its (their) right to a hearing in the above-entitled docket case and in all other docket cases which have been consolidated for hearing with such case and requests the Commission to decide said case or cases upon the basis of the information contained in the applications and in any other papers on file with the Commission pertaining to the applicants or applications in question. It is expressly understood that the Commission may render a proposed decision based upon such information or such additional information as the Commission may request from any party at any time before such decision and that such decision shall have the same force and effect as though made after a hearing.

/s/.....

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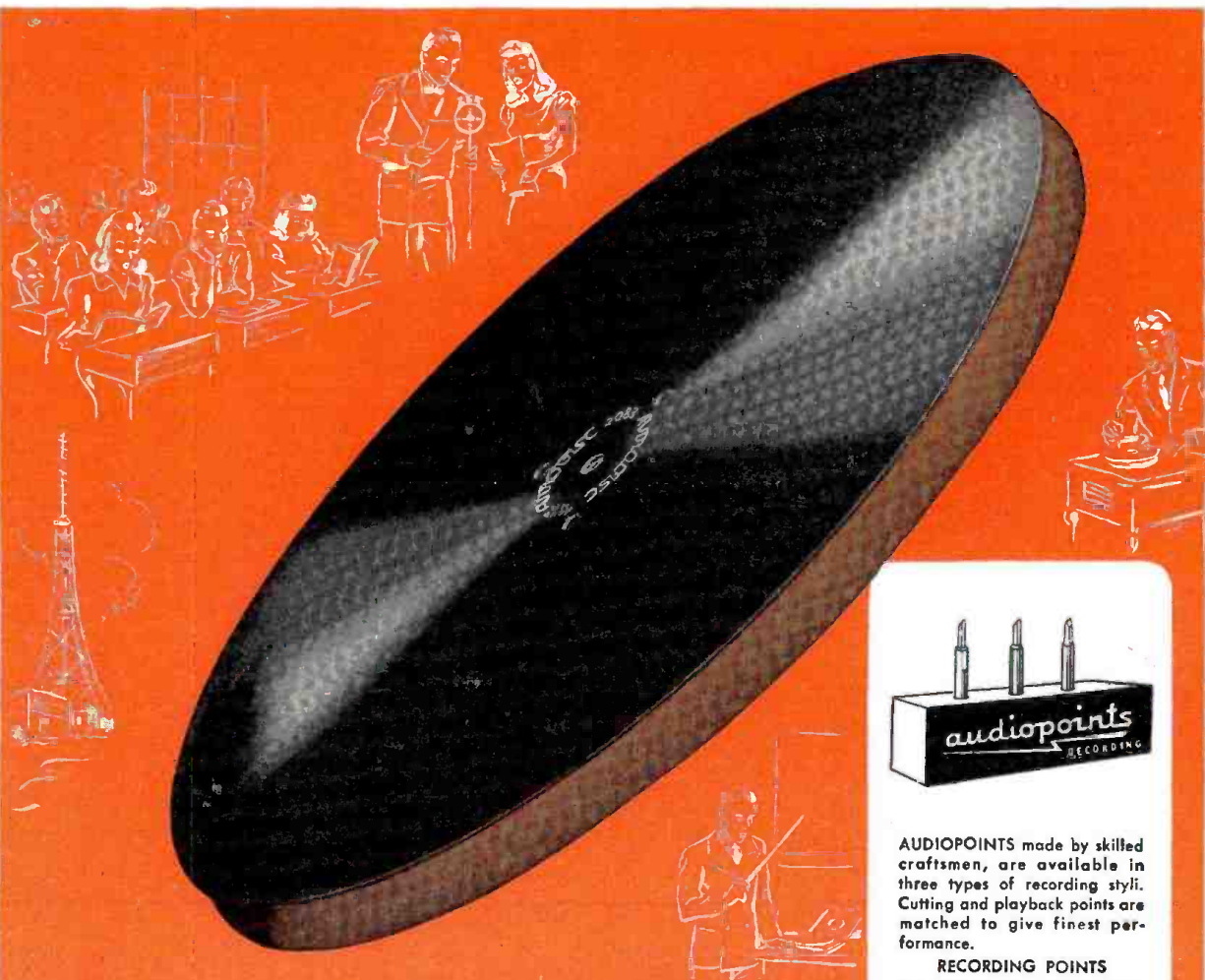
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Revocation and Modification of License

§ 1.401 *Notice of violations.*—Any licensee who appears to have violated any provision of the Communications Act of 1934 or of the Rules and Regulations of the Federal Communications Commission, shall be served with a notice calling the facts to his attention and requesting a statement concerning the matter. Within three days from receipt of such notice, or such other period as may be specified, the licensee shall send a written answer direct to the Federal Communications Commission at Washington, D. C. and a copy thereof to the office of the Commission originating the official notice when the originating office is other than the office of the Commission in Washington, D. C. If an answer cannot be sent nor an acknowledgment made within such three-day period by reason of illness or other unavoidable circumstances, acknowledgment and answer shall be made at the earliest practicable date with a satisfactory explanation of the delay. The answer to each notice shall be complete in itself and shall not be abbreviated by reference to other communications or answers to other notices. If the notice relates to violations that may be due to the physical or electrical characteristics of transmitting apparatus, the answer shall state fully what steps, if any, have been taken to prevent future violations, and if any new apparatus is to be installed, the date such apparatus was ordered, the name of the manufacturer, and promised date of delivery. If the installation of such apparatus requires a construction permit, the file number of the application shall be given, or if a file number has not been assigned by the Commission such identification shall be given as will permit ready identification thereof. If the notice of violation relates to lack of attention to or improper operation of the transmitter, the name and license number of the operator in charge shall be given.

§ 1.402 *Revocation of licenses.*—Whenever it appears that grounds exist for revocation of license, as provided in Section 312(a) of the Act, the Law Department after conferring with the other departments of the Commission prepares a report and other necessary papers which are presented to the Commission for action. If the Commission concludes that a revocation proceeding should be instituted, an order of revocation will be issued effective not less than 15 days after written notice thereof is given the licensee. The order of revocation shall contain a statement of the grounds and reasons for such proposed revocation and a notice of the licensee's right to be heard by filing with the Commission a written request for hearing within 15 days after receipt of said order. Upon the filing of such written request for hearing by said licensee, the order of revocation shall stand suspended and the Commission will set a time and place for hearing and shall give the licensee and other interested parties notice thereof. If no request for hearing on any order of revocation is made by the licensee against whom such an order is directed within the time set forth, the order

of revocation shall become final and effective, without further action of the Commission. When any order of revocation has become final, the person whose license has been revoked shall forthwith deliver the station license in question to the inspector in charge of the district in which the station is located.

§ 1.403 *Modification of licenses.*—Whenever it appears that public interest, convenience, and necessity would be served, or the provisions of the Communications Act, or of any treaty ratified by the United States will be more fully complied with, by the modification of any radio station construction permit or license, the Law and Engineering Departments prepare a report and other necessary papers which are presented to the Commission for action. If the Commission concludes that proceedings should be instituted, an order will be issued to show cause why such construction permit or license should not be modified. Such order to show cause shall contain a statement of the grounds and reasons for such proposed modification, and shall specify wherein the said construction permit or license is required to be modified. It shall require the licensee against whom it is directed, to appear at a place and time therein named to show cause why the proposed modification should not be made and the order of modification issued. If the licensee against whom the order to show cause is directed does not appear at the time and place provided in said order, a final order of modification shall issue forthwith.

§ 1.404 *Suspension of operator licenses.*—Whenever it appears that grounds exist for suspension of an operator license, as provided in Section 303(n) of the Act, the Law Department after conferring with the other Departments of the Commission prepares a report and other necessary papers which are presented to the Commission for action. If the Commission concludes that suspension proceedings should be instituted, a suspension order will be issued. No order of suspension of any operator's license shall take effect until 15 days' notice in writing thereof, stating the cause for the proposed suspension, has been given to the operator licensee who may make written application to the Commission at any time within said 15 days for a hearing upon such order. The notice to the operator licensee shall not be effective until actually received by him, and from that time he shall have 15 days in which to mail the said application. In the event that physical conditions prevent mailing of the application at the expiration of the 15-day period, the application shall then be mailed as soon as possible thereafter, accompanied by a satisfactory explanation of the delay. Upon receipt by the Commission of such application for hearing, said order of suspension shall be held in abeyance until the conclusion of the hearing which shall be conducted under such rules as the Commission shall deem appropriate. Upon the conclusion of said hearing the Commission may affirm, modify, or revoke said order of suspension. If the license is ordered suspended, the operator shall send his operator license to the office of the Commission in Washington, D. C., on or before the effective date of the order, or, if the effective date has passed at the time notice is received, the license shall be sent to the Commission forthwith.

(Continued)

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# FCC Rules & Regulations (Continued)

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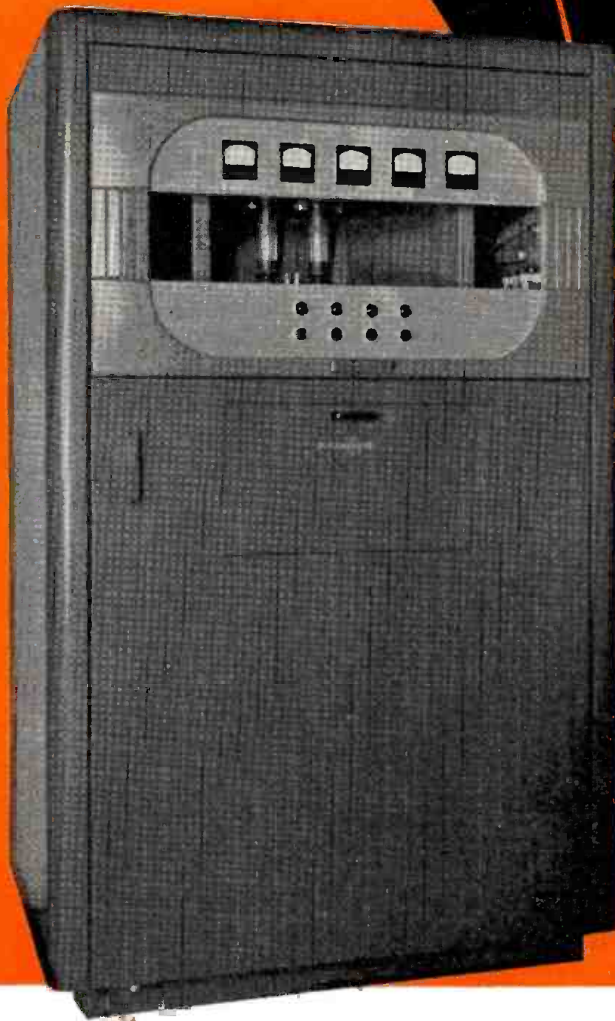
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# Look to Collins



The Collins 732A

Whether you are planning a new AM or FM station, or modernizing your present facilities, take advantage of the competent assistance available from Collins. Begin your program by calling upon our engineers, experienced in the various phases of broadcasting, to help you determine your requirements.

The transmitters and speech equipment shown are examples of Collins newly designed high fidelity products for broadcasting. They utilize the newest developments in electronic circuits and components. They are unexcelled for reliability, accessibility, and thorough satisfaction for management, operating staff, and listening audience.



The Collins 12Z

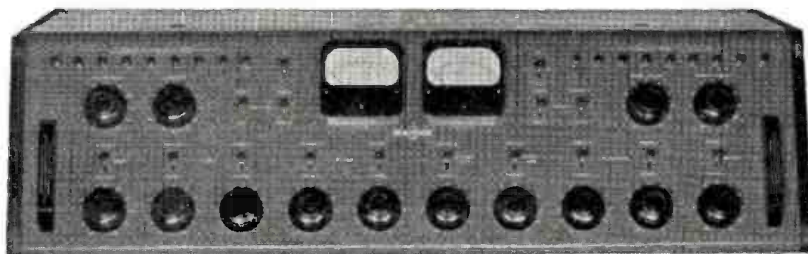
## AM

- 21L 10,000/5,000 watts
- 21A 5,000/1,000 watts
- 20T 1,000/500 watts
- 300G 250/100 watts

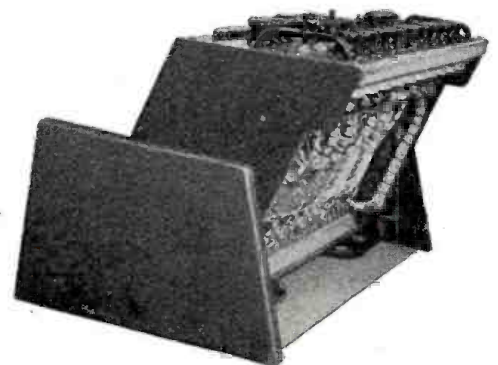
## FM

- 731A = 250 watts
- 732A = 1,000 watts
- 733A = 3,000 watts
- 734A = 10,000 watts
- 735A = 25,000 watts
- 736A = 50,000 watts

featuring efficiency, accessibility, high safety factors, and automatic power reduction.



The Collins 212A Studio Console



The 212A Tilted for Servicing

# for Quality Leadership

Collins can supply your entire station requirements from microphone to antenna. Enjoy the benefits in efficiency, integrated equipment, and styling that accrue from having our organization assist you from the beginning of your plans until your station is on the air. Our engineering staff will continue to serve you during the life of your station. We will be pleased to send you illustrated descriptive bulletins to acquaint you with our products.



The Collins 20T



The Collins 213A

Write for our "Broadcast Speech Equipment and Accessories" booklet. It describes and illustrates our studio equipment, transmitter accessories, and measuring instruments. In it you will find preamplifiers, program amplifiers, line amplifiers, monitors, remote amplifiers, consoles, jack strips, limiting amplifiers, equalizers, meter panels, attenuators, and a host of other high quality products for your studio, laboratory, and transmitter house.

The 213A transcription turntable is described in a special bulletin.

FOR BROADCAST QUALITY, IT'S...



**COLLINS RADIO COMPANY, CEDAR RAPIDS, IOWA**

11 West 42nd Street, New York 18, N. Y.

458 South Spring Street, Los Angeles 13, California



# FCC Rules & Regulations (Continued)

## OTHER RULES RELATING TO OPERATION

Sec. 3.681	Logs.	Sec. 3.689	Sponsored Programs, Announcement of.
3.682	Logs, Retention of.		
3.683	Logs, By Whom Kept.	3.690	Broadcasts by Candidates for Public Office.
3.684	Log Form.		(a) Legally qualified candidate.
3.685	Correction of Logs.		(b) General requirements.
3.686	Rough Logs.		(c) Rates and Practices.
3.687	Station Identification.		(d) Inspection of records.
3.688	Mechanical Reproductions.	3.691	Rebroadcast.

### Subpart A—Rules Governing Standard Broadcast Stations

#### DEFINITIONS<sup>1</sup>

**§3.1 Standard broadcast station.**—The term "standard broadcast station" means a station licensed for the transmission of radio-telephone emissions primarily intended to be received by the general public and operated on a channel in the band 550-1600 kilocycles, inclusive.

**§3.2 Standard broadcast band.**—The term "standard broadcast band" means the band of frequencies extending from 550-1600 kilocycles, inclusive, both 550 kilocycles and 1600 kilocycles being the carrier frequencies of broadcast channels.

**§3.3 Standard broadcast channel.**—The term "standard broadcast channel" means the band of frequencies occupied by the carrier and two side bands of a broadcast signal with the carrier frequency at the center. Channels shall be designated by their assigned carrier frequencies. Carrier frequencies assigned to standard broadcast stations shall begin at 550 kilocycles and be in successive steps of 10 kilocycles.

**§3.4 Dominant station.**—The term "dominant station" means a class I station, as hereinafter defined, operating on a clear channel.

**§3.5 Secondary station.**—The term "secondary station" means any station except a class I station operating on a clear channel.

**§3.6 Daytime.**—The term "daytime" means that period of time between local sunrise and local sunset.

**§3.7 Nighttime.**—The term "nighttime" means that period of time between local sunset and 12 midnight local standard time.

**§3.8 Sunrise and sunset.**—The terms "sunrise and sunset" mean, for each particular location and during any particular month, the average time of sunrise and sunset as specified in the license of a broadcast station. (For tabulation of average sunrise and sunset times for each month at various points in the United States, see "Average Sunrise and Sunset Times.")

**§3.9 Broadcast day.**—The term "broadcast day" means that period of time between local sunrise and 12 midnight local standard time.

**§3.10 Experimental period.**—The term "experimental period" means that

<sup>1</sup> Other definitions which may pertain to standard broadcast stations are included in sections 2.1 to 2.35 and the Communications Act of 1934, as amended.

time between 12 midnight and local sunrise. This period may be used for experimental purposes in testing and maintaining apparatus by the licensee of any standard broadcast station on its assigned frequency and with its authorized power, provided no interference is caused to other stations maintaining a regular operating schedule within such period. No station licensed for "daytime" or "specified hours" of operation may broadcast any regular or scheduled program during this period.

**§3.11 Service areas.**—(a) The term "primary service area" of a broadcast station means the area in which the ground wave is not subject to objectionable interference or objectionable fading.

(b) The term "secondary service area" of a broadcast station means the area served by the sky wave and not subject to objectionable interference. The signal is subject to intermittent variations in intensity.

(c) The term "intermittent service area" of a broadcast station means the area receiving service from the ground wave but beyond the primary service area and subject to some interference and fading.

**§3.12 Main studio.**—The term "main studio" means, as to any station, the studio from which the majority of its local programs originate, and/or from which a majority of its station announcements are made of programs originating at remote points.

**§3.13 Portable transmitter.**—The term "portable transmitter" means a transmitter so constructed that it may be moved about conveniently from place to place, and is in fact so moved about from time to time, but not ordinarily used while in motion. In the standard broadcast band, such a transmitter is used in making field intensity measurements for locating a transmitter site for a standard broadcast station. A portable broadcast station will not be licensed in the standard broadcast band for regular transmission of programs intended to be received by the public.

**§3.14 Auxiliary transmitter.**—The term "auxiliary transmitter" means a transmitter maintained only for transmitting the regular programs of a station in case of failure of the main transmitter.

**§3.15 Combined audio harmonics.**—The term "combined audio harmonics" means the arithmetical sum of the amplitudes of all the separate harmonic components. Root sum square harmonic readings may be accepted under conditions prescribed by the Commission.

**§3.16 Effective field.**—The term "effective field" or "effective field intensity" is the root-mean-square (RMS) value of the inverse distance fields at a distance of 1 mile from the antenna in all directions in the horizontal plane.

#### ALLOCATION OF FACILITIES

**§3.21 Three classes of standard broadcast channels.**—(a) *Clear channel:* A "clear channel" is one on which the dominant station or stations render service over wide areas and which are cleared of objectionable interference within their primary service areas and over all or a substantial portion of their secondary service areas.

(b) *Regional channel:* A "regional channel" is one on which several stations may operate with powers not in excess of 5 kilowatts. The primary service area of a station operating on any such channel may be limited, as a consequence of interference to a given field intensity contour.

(c) *Local channel:* A "local channel" is one on which several stations may operate with powers not in excess of 250 watts. The primary service area of a station operating on any such channel may be limited, as a consequence of interference, to a given field intensity contour.

**§3.22 Classes and power of standard broadcast stations.**—(a) *Class I station:* A "class I station" is a dominant station operating on a clear channel and designed to render primary and secondary service over an extended area and at relatively long distances. Its primary service area is free from objectionable interference from other stations on the same and adjacent channels and its secondary service area free from interference except from stations on the adjacent channel, and from stations on the same channel in accordance with the channel designation in section 3.25 or in accordance with the Engineering Standards of Allocation. The operating power shall be not less than 10 kilowatts nor more than 50 kilowatts. (Also see section 3.25 (a) for further power limitation.)

(b) *Class II station:* A "class II station" is a secondary station which operates on a clear channel (see section 3.25) and is designed to render service over a primary service area which is limited by and subject to such interference as may be received from class I stations. A station of this class shall operate with power not less than 0.25 kilowatts nor more than 50 kilowatts. Whenever necessary, a class II station shall use a directional antenna or other means to avoid interference with class I stations and with other class II stations, in accordance with the Engineering Standards of Allocation.

(c) *Class III station:* A "class III station" is a station which operates on a regional channel and is designed to render service primarily to a metropolitan district<sup>2a</sup> and the rural area contiguous thereto. Class III stations are subdivided into two classes:

(1) *Class III-A station:* A "class III-A station" is a class III station which operates with power not less than 1 kilowatt nor more than 5 kilowatts, and the service area of which is subject to interference in accordance with the Engineering Standards of Allocation.

(2) *Class III-B station:* A "class III-B station" is a class III station which operates with a power not less than 0.5 kilowatt nor more than 1 kilowatt night and 5 kilowatts daytime, and the service area of which is subject to interference in accordance with the Engineering Standards of Allocation.

(d) *Class IV station:* A "class IV station" is a station operating on a local channel and designed to render service primarily to a city or town and the suburban and rural areas contiguous thereto. The power of a station of this class shall not be less than 0.1 kilowatt nor more than 0.25 kilowatt, and its service area is subject to interference in accordance with the Engineering Standards of Allocation.

**§3.23 Time of operation of the several classes of stations.**<sup>2</sup>—The several

<sup>2a</sup> The term "metropolitan district" as used in this paragraph is not limited in accordance with the definition given by the Bureau of the Census but includes any Principal center of population in any area.

<sup>2</sup> Formal application required for change in time of operation of existing broadcast station.

See Standards of Good Engineering Practice for form number.

(Continued)

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WEST COAST  
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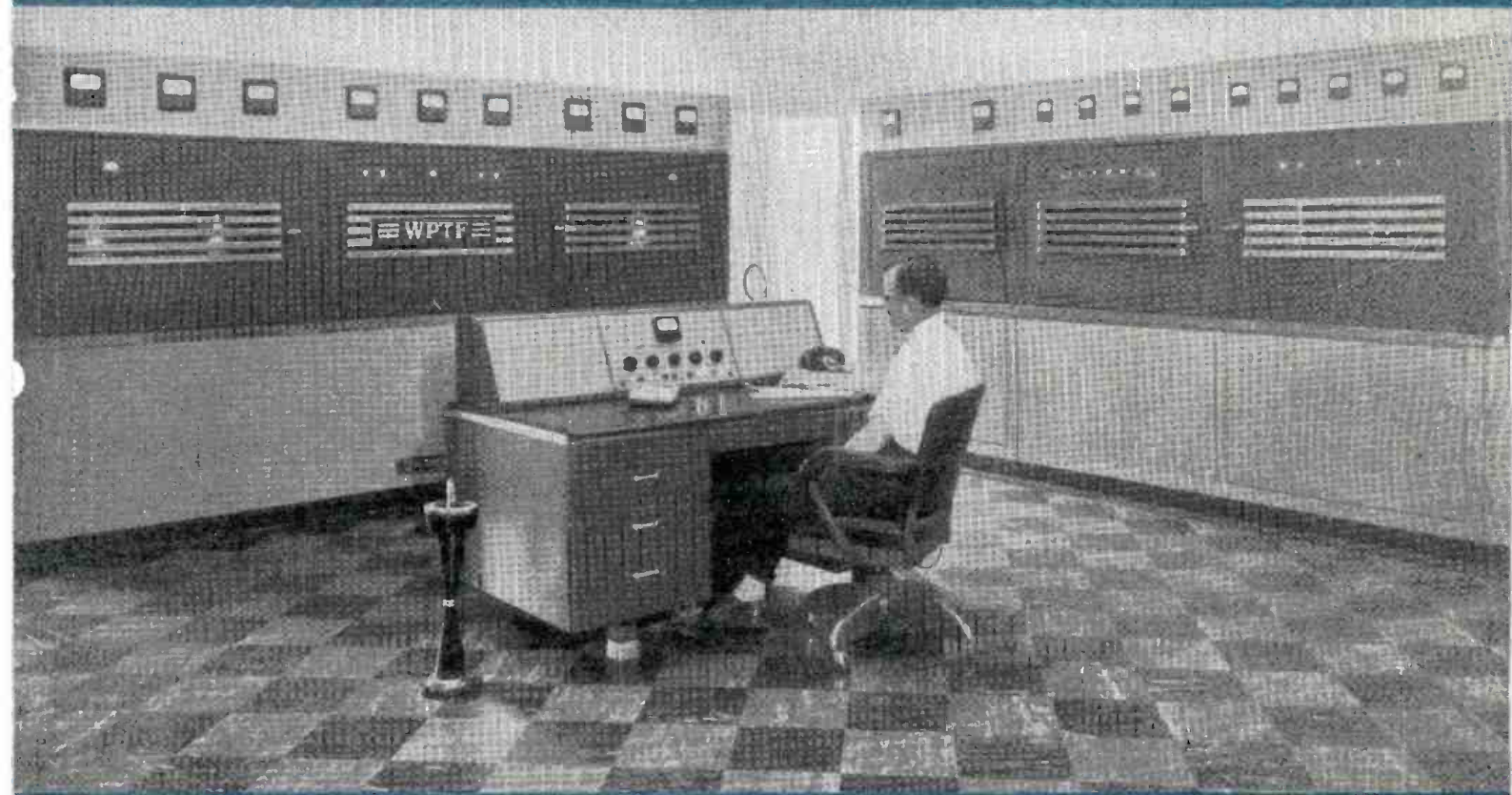
Gladstone 6178





# am

## WESTINGHOUSE BROADCAST TRANSMITTERS

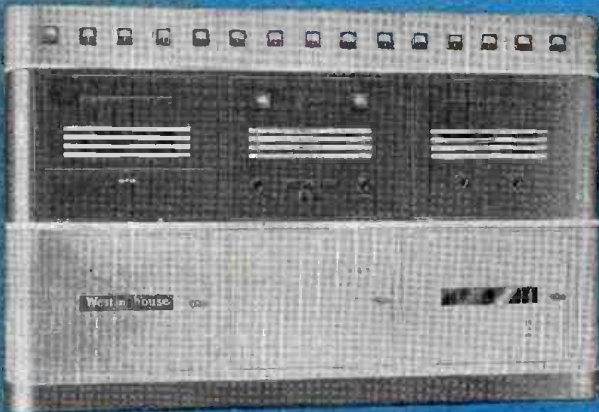


Westinghouse has been designing, building and operating AM transmitters for 27 years. The net results are a list of important benefits to owners and operators of Westinghouse 5, 10 and 50-kw AM equipment.

*for instance, you get* →



7 BASIC FEATURES IN WESTINGHOUSE AM TRANSMITTERS



1

**UNIT CONSTRUCTION THROUGHOUT** . . . unit cubicles completely metal enclosed; provide compact assembly for quick, easy installation. On 50-kw AM transmitter, cubicles can be arranged to fit station plans.

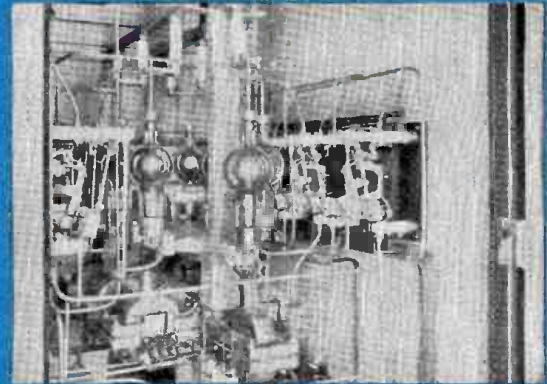
**ECONOMICAL** . . . tubes operate well below peak rating, resulting in extended tube life and minimum replacement costs.

4



2

**SERVICE** . . . every cubicle is a completely shielded unit. All access doors are electrically interlocked for safety of personnel. Full-opening doors, adequate clearances and convenience outlets facilitate inspection and maintenance.



5

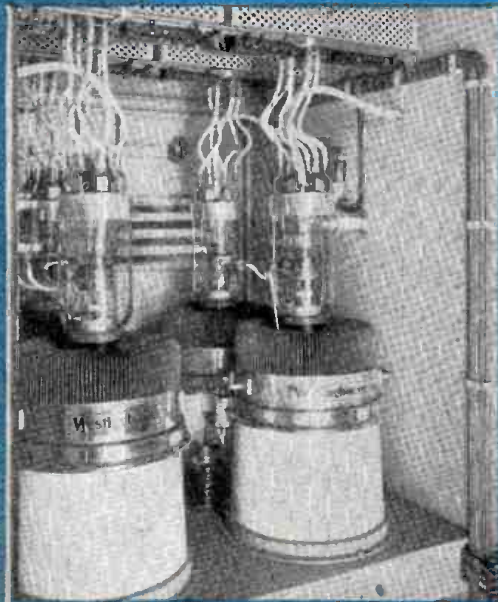
**SUPERVISORY CONTROL** . . . instantly spots circuit location of outage trouble. Westinghouse AM transmitters have more supervisory control than any other transmitters built.

6

**DRY-TYPE TRANSFORMERS** . . . (high-temperature, Class "B" insulation) in all ratings reduce weight factor, eliminate maintenance problems and need for fireproof vaults.

7

**SERVICE EVERYWHERE** . . . Westinghouse has 17 parts warehouses, a staff of engineers on 24-hour call and 35 maintenance and repair shops . . . all at your disposal.



3

**AIR-COOLED TUBES** . . . all transmitter tubes are air-cooled, eliminating cumbersome, unreliable water-cooling equipment. One blower with standby, ventilates the entire transmitter.

. . . and a long list of others, all important to top rate efficiency in AM transmitter operation.

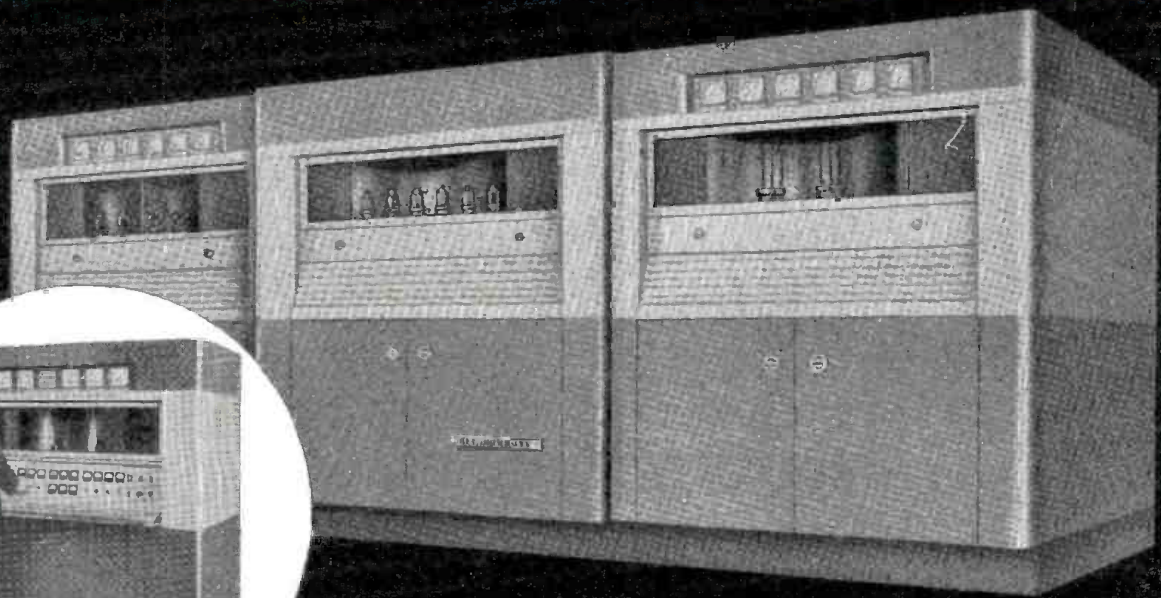






# fm

**WESTINGHOUSE FM TRANSMITTERS  
ARE BACKED BY THIS EXPERIENCE**



- 1** **OUR EXPERIENCE**—gained in operating these Westinghouse FM stations which broadcast on regular daily schedules . . .
- |                                   |                 |
|-----------------------------------|-----------------|
| 1. KYW-FM has been operating for  | 4 years         |
| 2. KDKA-FM has been operating for | 4 years         |
| 3. WOWO-FM has been operating for | 4 years         |
| 4. WBZ-FM has been operating for  | 5 years         |
| 5. WBZA-FM has been operating for | 6 years         |
| <b>Total FM experience</b>        | <b>23 years</b> |

As a result the entire line of Westinghouse FM transmitters is designed from a practical operating viewpoint.

- 2** **YOUR EXPERIENCE**—We took a nationwide survey among 162 engineers and operators to determine the design of the "Perfect FM Transmitter". The basic features indicated in this survey are incorporated in the entire line of Westinghouse FM units.

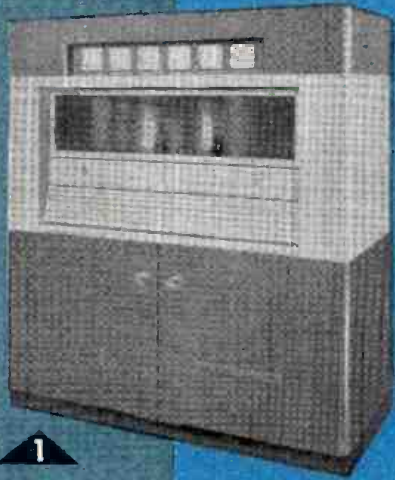
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The net result of this combined experience is the most practical line of FM transmitters (1, 3, 10, 50 kw) available. For instance, here are a few of the host of benefits to owners and operators of Westinghouse FM equipment.



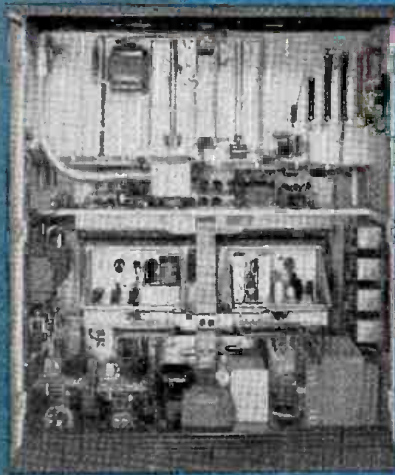


8 BASIC FEATURES IN WESTINGHOUSE FM TRANSMITTERS



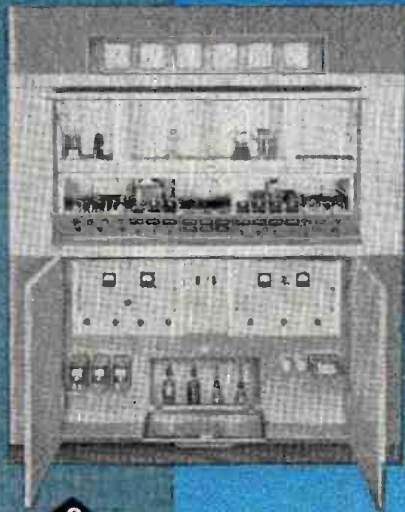
1

**EASY INSTALLATION** . . . unit cubicle design minimizes inter-cubicle wiring. Light weight aluminum construction is used throughout. Installation time and costs are reduced to a minimum.



2

**EASY TO MAINTAIN** . . . full-opening doors, open vertical arrangement of components, and power outlets, facilitate inspection and maintenance. All access doors are electrically interlocked for safety of service personnel.



3

**CENTRALIZED CONTROLS** . . . all major controls are located on the front panel to make simultaneous adjustments easy. All tubes are replaced from the front of the cubicle.



4

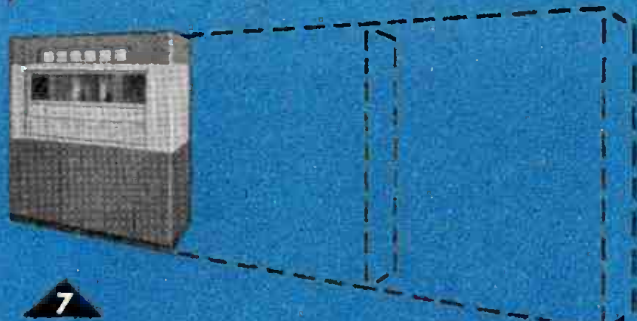
**NEW METERS** . . . new 270° type indicating meters are at eye level and easy to read.

5

**INDIVIDUAL INSTRUMENTS** . . . one instrument for each key circuit—no instrument switching.

6

**SUPERVISORY CONTROL** . . . indicating lamps on control panel immediately spot outage location.



7

**BUILDING BLOCK DESIGN** . . . easily adapted for higher power by adding amplifier units to the basic 3-kw transmitter.

8

**SERVICE EVERYWHERE** . . . Westinghouse has 17 parts warehouses, a staff of engineers on 24-hour call and 35 maintenance and repair shops . . . all at your disposal.

*. . . and there are a great many more, too—all to meet your requirements for the best in FM transmitter equipment.*

*More Information?*

In these books are more facts on new Westinghouse transmitters . . . B-3829 (1 and 3-kw FM) and B-3850 (10-kw FM). Ask your nearest Westinghouse office for your copies, or write directly to Westinghouse Electric Corporation, P. O. Box 868, Pittsburgh 30, Pa. J-02096



**Westinghouse**  
PLANTS IN 25 CITIES . . . OFFICES EVERYWHERE

*Electronics at Work*





## FCC Rules & Regulations (Continued)

classes of standard broadcast stations may be licensed to operate in accordance with the following:

(a) "Unlimited time" permits operation without a maximum limit as to time.

(b) "Limited time" is applicable to class II (secondary stations) operating on a clear channel only. It permits operation of the secondary station during daytime, and until local sunset if located west of the dominant station on the channel, or if located east thereof, until sunset at the dominant station; and in addition during night hours, if any, not used by the dominant station or stations on the channel.

(c) "Daytime" permits operation during the hours between average monthly local sunrise and average monthly local sunset. (For exact time of sunset at any location see "Average Sunrise and Sunset Times.")

(d) "Sharing time" permits operation during hours which are so restricted by the station license as to require a division of time with one or more other stations using the same channel.

(e) "Specified hours" means that the exact operating hours are specified in the license. (The minimum hours that any station shall operate are specified in section 3.71.)

**§3.24 Broadcast facilities; showing required.**—An authorization for a new standard broadcast station or increase in facilities of an existing station<sup>3</sup> will be issued only after a satisfactory showing has been made in regard to the following, among others:

(a) That the proposed assignment will tend to effect a fair, efficient, and equitable distribution of radio service among the several states and communities.

(b) That objectionable interference will not be caused to existing stations or that if interference will be caused the need for the proposed service outweighs the need for the service which will be lost by reason of such interference. That the proposed station will not suffer interference to such an extent that its service would be reduced to an unsatisfactory degree. (For determining objectionable interference, see Engineering Standards of Allocation and Field Intensity Measurements in Allocation.)

(c) That the applicant is financially qualified to construct and operate the proposed station.<sup>4</sup>

(d) That the applicant is legally qualified. That the applicant (or the person or persons in control of an applicant corporation or other organization) is of good character and possesses other qualifications sufficient to provide a satisfactory public service.

(e) That the technical equipment proposed, the location of the transmitter, and other technical phases of operation comply with the regulations governing the same, and the requirements of good engineering practice. (See technical regulations herein and Locations of Transmitters of Standard Broadcast Stations.)

(f) That the facilities sought are subject to assignment as requested under existing international agreements and the Rules and Regulations of the Commission.

(g) That the public interest, convenience, and necessity will be served through the operation under the proposed assignment.

**§3.25 Clear channel: class I and II stations.**—The frequencies in the following tabulation are designated as clear channels and assigned for use by the classes of stations are given:

(a) To each of the channels below there will be assigned one class I station and there may be assigned one or more class II stations operating limited time or daytime only: 640, 650, 660, 670, 700, 720, 750, 760, 770, 780, 820, 830, 840, 870, 880, 890, 1020, 1040, 1100, 1120, 1160, 1180, 1200, and 1210 kilocycles. The power of the class I stations on these channels shall not be less than 50 kilowatts.

(b) To each of the channels below there may be assigned class I and class II stations: 680, 710, 810, 850, 940, 1000, 1030, 1060, 1070, 1080, 1090, 1110, 1130, 1140, 1170, 1190, 1500, 1510, 1520, 1530, 1550, and 1560 kilocycles.

(c) For class II stations which will not deliver over 5 microvolts per meter ground wave or 25 microvolts per meter 10 percent time sky wave at any point on said border and provided that such stations operating nighttime (i.e., sunset to sunrise at the location of the class II station) are located not less than 650 miles from the nearest Canadian border. 690, 740, 860, 990, 1010<sup>5</sup> and 1580 kilocycles.

(d) For class II stations which operate daytime only with power not in excess of 1 kilowatt and which will not deliver over 5 microvolts per meter ground wave at any point on the nearest Mexican Border, 730, 800, 900, 1050,<sup>6</sup> 1220,<sup>7</sup> and 1570 kilocycles.

(e) For class II stations which will deliver not over 5 microvolts per meter ground wave or 25 microvolts per meter 10 per cent time sky wave at any point of land in the Bahama Islands, and provided that such stations operating nighttime (i.e., sunset to sunrise at the location of the class II station) are located not less than 650 miles from the nearest point of land in the Bahama Islands. 1540 kilocycles.

**§3.26 Regional channels: classes III-A and III-B stations.**—The following frequencies are designated as regional channels and are assigned for use by class III-A and III-B stations<sup>8</sup>: 550, 560,<sup>9</sup> 570,<sup>9</sup> 580, 590,<sup>9</sup> 600, 610, 620, 630,<sup>9</sup> 790, 910, 920, 930, 950, 960, 970, 980, 1150, 1250, 1260, 1270,<sup>9</sup> 1280, 1290, 1300, 1320, 1330, 1350, 1360, 1370, 1380, 1390, 1410, 1420, 1430, 1440, 1460, 1470, 1480, 1590, and 1600 kilocycles.

**§3.27 Local channels: class IV stations.**—The following frequencies are designated as local channels and are assigned for use by class IV stations: 1230, 1240, 1340, 1400, 1450, and 1490 kilocycles.

**§3.28 Assignment of stations to channels.**—(a) The individual assignments of stations to channels which may cause interference to other United States stations only shall be made in accordance with the standards of good engineering practice prescribed and published from time to time by the Commission for the respective classes of stations involved. (For determining objectionable interference see "Engineering Standards of Allocation" and "Field Intensity Measurements in Allocation", Section C.)

(b) In all cases where an individual station assignment may cause interference with or may involve a channel assigned for priority of use by a station in another North American country, the classifications, allocation requirements and engineering standards set forth in the North American Regional Broadcasting Agreement shall be observed.

**§3.29 Assignment of class IV stations to regional channels.**—On condition

that interference will not be caused to any class III station, and that the channel is used fully for class III stations and subject to interference as may be received from class III stations, class IV stations may be assigned to regional channels.

**§3.30 Station location.**—(a) Each standard broadcast-station shall be considered located in the State and city where the main studio is located.

(b) The transmitter of each standard broadcast station shall be so located that primary service is delivered to the borough or city in which the main studio is located in accordance with the Standards of Good Engineering Practice, prescribed by the Commission.

**§3.31 Authority to move main studio.**—The licensee of a standard broadcast station shall not move its main studio outside the borders of the borough or city, State, district, Territory, or possession in which it is located without first making written application<sup>10</sup> to the Commission for authority to so move, and securing written permission for such removal. The licensee shall promptly notify the Commission of any other change in location of the main studio.

**§3.32 Special experimental authorizations.**—(a) Special experimental authorizations<sup>11</sup> may be issued to the licensee of a standard broadcast station in addition to the regular license upon proper application therefor<sup>12</sup> and satisfactory showing in regard to the following, among others:

(1) That the applicant has a program of research and experimentation which indicates reasonable promise of contribution to the development and practical application of broadcasting, and will be in addition to and advancement of the work that can be accomplished under its regular license.

(2) That the experimental operation and experimentation will be under the direct supervision of a qualified engineer with an adequate staff of engineers qualified to carry on the program of research and experimentation.

(3) That the public interest, convenience, and necessity will be served by granting the authorization requested.

(b)<sup>13</sup> In case a special experimental authorization permits additional hours of operation, no licensee shall transmit any commercial or sponsored program or make any commercial announcement during such time of operation. In case of other additional facilities, no additional charge shall be made by reason of transmission with such facilities.

<sup>3</sup> Formal applications required. See Standards of Good Engineering Practice for form number.

<sup>4</sup> See Money Required to Construct and Complete Electrical Tests of Stations of Different Classes and Powers.

<sup>5</sup> A station on 1010 kilocycles shall also protect a class I-B station at Havana, Cuba.

<sup>6</sup> See North American Regional Broadcasting Agreement for use of this channel by a station in New York (Appendix I, Table IV.)

<sup>7</sup> See Agreement with Mexico for further use of this channel.

<sup>8</sup> See section 3.29 in regard to assigning class IV stations to regional channels.

<sup>9</sup> See North American Regional Broadcasting Agreement for special provisions concerning the assigning of class II stations in other countries of North America to these regional channels. Such stations shall be protected from interference in accordance with appendix II, Table I, of said Agreement.

<sup>10</sup> Formal application required. See Standards of Good Engineering Practice for form number.

<sup>11</sup> Special authorizations which do not involve experimental operation may be granted pursuant to section 1.865.

<sup>12</sup> The Commission on September 24, 1946, advanced the effective date of section 3.32 (b) to March 29, 1941.

(Continued)

## from TOWER FOUNDATIONS to program tests . . .

Complete construction engineering by GRETHER

GRETHER Service Engineering offers C. P. holders and established stations alike a unique personalized field engineering service. Often this means solving a station breakdown *overnight*, supplying stop-gap parts with minimum loss of air time.

Grether assumes complete responsibility for complete station construction. Twenty-one years working experience as broadcast technicians and chief engineers are your assurance that a Grether-engineered station means the best engineering coupled with sensible costs.

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## FCC Rules & Regulations (Continued)

(c) A special experimental authorization will not be extended after the actual experimentation is concluded.

(d) The program of research and experimentation as outlined in the application for a special experimental authorization shall be adhered to in the main unless the licensee is authorized to do otherwise by the Commission.

(e) The Commission may require from time to time a broadcast station holding such experimental authorization to conduct experiments that are deemed desirable and reasonable.

(f) A supplemental report shall be filed with and made a part of each application for an extension of a special experimental authorization and shall include statements of the following:

(1) Comprehensive summary of all research and experimentation conducted.  
(2) Conclusions and outline of proposed program for further research and development.

(3) Comprehensive summary and conclusions as to the social and economic effects of its use.

§3.33 *Directional antenna; showing required.*—(a) No application for authority to install a directional antenna<sup>9</sup> will be accepted unless a definite site and full details of the design of the directional antenna are given with the application. (See Data Required with Applications Involving Directional Antenna Systems.)

(b) No application for an authorization to operate a directional antenna during the broadcast day will be accepted unless proof of performance of the directional antenna taken during equipment test period is submitted with the application. (See Field Intensity Measurements in Allocation, section B.)

§3.34 *Normal license period.*—All standard broadcast station licenses will be issued for a normal license period of 3 years. Licenses will be issued to expire at the hour of 3 a.m., Eastern Standard Time, in accordance with the following schedule, and at three-year intervals thereafter:

(a) For stations operating on the frequencies 640, 650, 660, 670, 680, 690, 700, 710, 720, 730, 740, 750, 760, 770, 780, 800, 810, 820, 830, 840, 850, 860, 870, 880, 890, 900, 940 kc., Nov. 1, 1946.

(b) For stations operating on the frequencies 990, 1000, 1010, 1020, 1030, 1040, 1050, 1060, 1070, 1080, 1090, 1100, 1110, 1120, 1130, 1140, 1160, 1170, 1180, 1190, 1200, 1210, 1220; 1500, 1510, 1520, 1530, 1540, 1550, 1560, 1570, 1580 kc., May 1, 1945.

(c) For stations operating on the frequencies 550, 560, 570, 580, 590, 600, 610, 620, 630, 790 kc., May 1, 1946.

(d) For stations operating on the frequencies 910, 920, 930, 950, 960, 970, 980, 1150, 1250 kc., May 1, 1947.

(e) For stations operating on the frequencies 1260, 1270, 1280, 1290, 1300, 1310, 1320, 1330, 1350, 1360 kc., Nov. 1, 1945.

(f) For stations operating on the frequencies 1370, 1380, 1390, 1410, 1420, 1430, 1440, 1460, 1470, 1480, 1590, 1600 kc., Nov. 1, 1947.

(g) For stations operating on the frequency 1230 kc., Feb. 1, 1946.

(h) For stations operating on the frequency 1240 kc., Aug. 1, 1946.

(i) For stations operating on the frequency 1340 kc., Feb. 1, 1947.

(j) For stations operating on the frequency 1400 kc., Aug. 1, 1947.

(k) For stations operating on the frequency 1450 kc., Feb. 1, 1948.

(l) For stations operating on the frequency 1490 kc., Aug. 1, 1948.

§3.35 *Multiple Ownership*<sup>10</sup>—No license shall be granted for a standard broadcast station, directly or indirectly owned, operated or controlled (10<sup>a</sup>.) by any person (10<sup>b</sup>.) 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.

<sup>9</sup> Formal application required. See Standards of Good Engineering Practice for form number.

<sup>10</sup> 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 provides:

"I. Except as provided below the effective date of Regulation 3.35 is hereby suspended. II. 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.

III. 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.

IV. 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.

V. 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.

<sup>10a</sup> The word "control", as used herein, is not limited to majority stock ownership but includes actual working control in whatever manner exercised.

<sup>10b</sup> The word "person", as used herein, includes all persons under common control.

(Continued)

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## FCC Rules & Regulations (Continued)

### EQUIPMENT

**§3.41 Maximum rated carrier power; tolerances.**—The maximum rated carrier power of a standard broadcast transmitter shall not be less than the authorized power nor shall it be greater than the value specified in the following table:

Class of station	Maximum power authorized to station	Maximum rated carrier power permitted to be installed <sup>1</sup>
		Watts
Class IV	100 or 250 watts	250
Class III	500 or 1,000 watts	1,000
Class II	5,000 watts	5,000
	250, 500, or 1,000 watts	1,000
	5,000 or 10,000 watts	10,000
Class I	25,000 or 50,000 watts	50,000
	10,000 watts	10,000
	25,000 or 50,000 watts	50,000

<sup>1</sup> The maximum rated carrier power must be distinguished from the operating power (see Sections 2.18 and 2.19.)

**§3.42 Maximum rated carrier power; how determined.**—The maximum rated carrier power of a standard broadcast transmitter shall be determined as the sum of the applicable power ratings of the vacuum tubes employed in the last radio stage.

(a) The power rating of vacuum tubes shall apply to transmitters employing the different classes of operation or systems of modulation as specified in Power Rating of Vacuum Tubes prescribed by the Commission.

(b) If the maximum rated carrier power of any broadcast transmitter, as determined by paragraph (a) of this section, does not give an exact rating as recognized in the Commission's plan of allocation, the nearest rating thereto shall apply to such transmitter.

(c) Authority will not be granted to employ, in the last radio stage of a standard broadcast transmitter, vacuum tubes from a manufacturer or of a type number not listed until the manufacturer's rating for the class of operation or system of modulation is submitted to and approved by the Commission. This data must be supplied by the manufacturer in accordance with Requirements for the Approval of the Power Rating of Vacuum Tubes, prescribed by the Commission.

**§3.43 Changes in equipment; authority for.**—No licensee shall change, in the last radio stage, the number of vacuum tubes to vacuum tubes of different power rating or class of operation, nor shall it change system of modulation without the authority of the Commission.<sup>2</sup>

**§3.44 Other changes in equipment.**—Other changes except as provided for in these rules or Standards of Good Engineering Practice, prescribed by the Commission, which do not affect the maximum power rating or operating power

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of the transmitter or the operation or precision of the frequency control equipment may be made at any time without authority of the Commission, but in the next succeeding application for renewal of license such changes which affect the information already on file shall be shown in full.

**§3.45 Radiating system.**—(a) All applicants for new, additional, or different broadcast facilities and all licensees requesting authority to move the transmitter of an existing station shall specify a radiating system the efficiency of which complies with the requirements of good engineering practice for the class and power of the station. (Also see Use of Common Antenna by Standard Broadcast Stations or Another Radio Station.)

(b) The Commission will publish from time to time specifications deemed necessary to meet the requirements of good engineering practice. (See Minimum Antenna Heights or Field Intensity Requirements and Field Intensity Measurements in Allocation, sec. A.)

(c) No broadcast station licensee shall change the physical height of the transmitting antenna, or supporting structures, or make any changes in the radiating system which will measurably alter the radiation patterns, except upon written application to and authority from the Commission.<sup>3</sup>

(d) The antenna and/or supporting structure shall be painted and illuminated in accordance with the specifications supplied by the Commission pursuant to section 303 (q) of the Communications Act of 1934, as amended. (See Standard Lamps and Paints.)

(e) The simultaneous use of a common antenna or antenna structure by two standard broadcast stations or by a standard broadcast station and a station of any other class or service will not be authorized unless both stations are licensed to the same licensee. (See Use of Common Antenna by Standard Broadcast Stations or Another Radio Station.)

**§3.46 Transmitter.**—(a) The transmitter proper and associated transmitting equipment of each broadcast station shall be designed, constructed, and operated in accordance with the Standards of Good Engineering Practice in all phases not otherwise specifically included in these regulations.

(b) The transmitter shall be wired and shielded in accordance with good engineering practice and shall be provided with safety features in accordance with the specifications of article 810 of the current National Electrical Code as approved by the American Standards Association.

(c) The station equipment shall be so operated, tuned, and adjusted that emissions are not radiated outside the authorized band<sup>4</sup> which cause or which, in accordance with the Standards of Good Engineering Practice, are considered as being capable of causing interference to the communications of other stations. The spurious emissions, including radio frequency harmonics and audio frequency harmonics, shall be maintained at as low level as required by good engineering practice. The audio distortion, audio frequency range, carrier hum, noise level, and other essential phases of the operation which control the external effects shall at all times conform to the requirements of good engineering practice.

(d) Whenever, in this section, the term "good engineering practice" is used, the specifications deemed necessary to meet the requirements thereof will be published from time to time. (See Construction, General Operation and Safety of Life Requirements.)

### TECHNICAL OPERATION

**§3.51 Operating power; how determined.**—The operating power of each standard broadcast station shall be determined by:

(a) Direct measurement of the antenna power in accordance with section 3.54.<sup>5</sup>

(1) Each new standard broadcast station.

(2) Each existing standard broadcast station after June 1, 1941.

(b) Indirect measurement by means of the plate input power to the last radio stage on a temporary basis in accordance with sections 3.52 and 3.53.

(1) In the case of existing standard broadcast stations and pending compliance with paragraph (a) (2) of this section.

(2) In case of an emergency where the licensed antenna has been damaged or destroyed by storm or other cause beyond the control of the licensee or pending completion of authorized change<sup>6</sup> in the antenna system.

(c) Upon making any change<sup>7</sup> in the antenna system, or in the antenna current measuring instruments, or any other change which may change the characteristics of the antenna, the licensee shall immediately make a new determination of the antenna resistance (see section 3.54) and shall submit application for authority to determine power by the direct method on the basis of the new measurements.

**§3.52 Operating power; indirect measurement.**<sup>8</sup>—The operating power determined by indirect measurement from the plate input power of the last radio stage is the product of the plate voltage ( $E_p$ ), the total plate current of the last radio stage ( $I_p$ ), and the proper factor ( $F$ ) given in the following tables: that is

#### OPERATING POWER $E_p \times I_p \times F$

A. Factor to be used for stations employing plate modulation in the last radio stage<sup>1</sup>

Factor (F) to be used in determining the operating power from the plate input power

Maximum rated carrier power of transmitter: <sup>2</sup>	
100-1,000 watts	.70
5,000 and over watts	.80

B. Factor to be used for stations of all powers using low level modulation<sup>1</sup>

Factor (F) to be used in determining the operating power from the plate input power

Class of power amplifier in the last radio stage:	
Class B	.85
Class BC <sup>3</sup>	.66

C. Factors to be used for stations of all powers employing grid modulation in the last radio stage<sup>1</sup>

Factor (F) to be used in determining the operating power from the plate input power

Type of tube in the last radio stage:	
Table C <sup>1</sup>	.25
Table D <sup>1</sup>	.35

<sup>1</sup> See Power Rating of Vacuum Tubes.  
<sup>2</sup> The maximum rated carrier power must be distinguished from the operating power. (See sections 2.18 and 2.19.)

<sup>3</sup> All linear amplifier operation where efficiency approaches that of class C operation.

<sup>4</sup> Formal application required. See Standards of Good Engineering Practices for form number.

<sup>5</sup> Informal application may be made, except in controversial cases or directional antennas;

(Continued)

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## FCC Rules & Regulations (Continued)

**§3.53 Application of efficiency factors.**—In computing operating power by indirect measurement the above factors shall apply in all cases, and no distinction will be recognized due to the operating power being less than the maximum rated carrier power. (See Plate Efficiency of Last Radio Stage.)

**§3.54 Operating power; direct measurement.**—The antenna input power determined by direct measurement is the square of the antenna current times the antenna resistance at the point where the current is measured and at the operating frequency. Direct measurement of the antenna input power will be accepted as the operating power of the station, provided the data on the antenna resistance measurements are submitted under oath giving detailed description of the method used and the data taken. The antenna current shall be measured by an ammeter of accepted accuracy.<sup>15</sup> This data must be submitted to and approved by the Commission before any licensee will be authorized to operate by this method of power determination.<sup>16</sup> The antenna ammeter shall not be changed to one of different type, maximum reading, or accuracy without the authority of the Commission. If any change is made in the antenna system or any change made which may affect the antenna system, the method of determining operating power shall be changed immediately to the indirect method. (See Further Requirements for Direct Measurements of Power.)

**§3.55 Modulation.**—(a) A licensee of a broadcast station will not be authorized to operate a transmitter unless it is capable of delivering satisfactorily the authorized power with a modulation of at least 85 percent. When the transmitter is operated with 85 percent modulation, not over 10 percent combined audio frequency harmonics shall be generated by the transmitter.

(b) All broadcast stations shall have in operation a modulation monitor approved by the Commission.

(c) The operating percentage of modulation of all stations shall be maintained as high as possible consistent with good quality of transmission and good broadcast practice and in no case less than 85 percent on peaks of frequent recurrence during any selection which normally is transmitted at the highest level of the program under consideration.

then formal application shall be made.

<sup>12</sup> See Construction, General Operation and Safety of Life Requirements.

<sup>13</sup> Program tests on equipment, including a new or different antenna system, will not be authorized unless application for authority to determine power by the direct method has been granted, or is submitted simultaneously with the application for license to cover the construction permit and the application for license will not be granted until such time as the application for direct measurement is approved.

<sup>14</sup> Changes shall not be made except upon making proper request and obtaining approval thereof in accordance with sections 3.45 and 3.53.

<sup>15</sup> See order No. 107 dated November 6, 1942, effective December 1, 1942, which makes certain changes in the method of determining operating constants of standard broadcast stations; and Order No. 107A, dated July 10, 1945, effective September 1, 1945, and October 1, 1945, which revokes Order No. 107 and reinstates the provisions of section 3.52.

<sup>16</sup> See Indicating Instruments pursuant to section 3.58.

<sup>17</sup> Formal application required. See Standards of Good Engineering Practice for form number.

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(d) The Commission will, from time to time, publish the specifications, requirements for approval, and a list of approved modulation monitors. (See Approved Modulation Monitors and also Requirements for Approval of Modulation Monitors.)

**§3.56 Modulation; data required.**—A licensee of a broadcast station claiming a greater percentage of modulation than the fundamental design indicates can be procured shall submit full data showing the antenna input power by direct measurement and complete information, either oscillograms or other acceptable data, to show that a modulation of 85 percent or more with not over 10 percent combined audio harmonics, can be obtained with the transmitter operated at the maximum authorized power.

**§3.57 Operating power; maintenance of.**—The licensee of a broadcast station shall maintain the operating power of the station within the prescribed limits of the licensed power at all times except that in an emergency when, due to causes beyond the control of the licensee, it becomes impossible to operate with the full licensed power, the station may be operated at reduced power for a period of not to exceed 10 days, provided that the Commission and the Inspector in Charge<sup>17</sup> shall be notified in writing immediately after the emergency develops. (See Operating Power Tolerance.)

**§3.58 Indicating instruments.**—Each broadcast station shall be equipped with suitable indicating instruments of accepted accuracy to measure the antenna current, direct plate circuit voltage, and the direct plate circuit current of the last radio stage. These indicating instruments shall not be changed or replaced, without authority of the Commission, except by instruments of the same type, maximum scale reading, and accuracy. (See Indicating Instruments Pursuant to section 3.58.)

**§3.59 Frequency tolerance.**—The operating frequency of each broadcast station shall be maintained within 50 cycles of the assigned frequency until January 1, 1940, and thereafter the frequency of each new station or each station where a new transmitter is installed shall be maintained within 20 cycles of the assigned frequency, and after January 1, 1942, the frequency of all stations shall be maintained within 20 cycles of the assigned frequency.

**§3.60 Frequency monitor.**—The licensee of each standard broadcast station shall have in operation at the transmitter a frequency monitor independent of the frequency control of the transmitter. The frequency monitor shall be approved by the Commission. It shall have a stability and accuracy of at least 5 parts per million. (See Approved Frequency Monitors and also Requirements for Approval of Frequency Monitors.)

**§3.61 New equipment; restrictions.**—The Commission will authorize the installation of new transmitting equipment in a broadcast station or changes in the frequency control of an existing transmitter only if such equipment is so designed that there is reasonable assurance that the transmitter is capable of maintaining automatically the assigned frequency within the limits specified in section 3.59.

**§3.62 Automatic frequency control equipment; authorization required.**—New automatic frequency control equipment and changes in existing automatic frequency control equipment that may affect the precision of frequency control or the operation of the transmitter shall be installed only upon authorization<sup>18</sup> from the Commission. (See Approved Equipment.)

**§3.63 Auxiliary transmitter.**—Upon showing that a need exists for the use of an auxiliary transmitter<sup>19</sup> in addition to the regular transmitter of a broadcast station, a license therefor may be issued provided that:

(a) An auxiliary transmitter may be installed either at the same location as the main transmitter or at another location.

(b) A licensed operator shall be in control whenever an auxiliary transmitter is placed in operation.

(c) The auxiliary transmitter shall be maintained so that it may be put into immediate operation at any time for the following purposes:

(1) The transmission of the regular programs upon the failure of the main transmitter

(2) The transmission of regular programs during maintenance or modification<sup>20</sup> work on the main transmitter, necessitating discontinuance of its operation for a period not to exceed five days.

(3) Upon request by a duly authorized representative of the Commission.

(d) The auxiliary transmitter shall be tested at least once each week to determine that it is in proper operating condition and that it is adjusted to the proper frequency, except that in case of operation in accordance with paragraph (c) of this section during any week, the test in that week may be omitted provided the operation under paragraph (c) is satisfactory. A record shall be kept of the time and result of each test operating under paragraph (c). Tests shall be conducted only between midnight and 9 a.m., local standard time.

(e) The auxiliary transmitter shall be equipped with satisfactory control equipment which will enable the maintenance of the frequency emitted by the station within the limits prescribed by these regulations.

(f) An auxiliary transmitter which is licensed at a geographical location different from that of the main transmitter shall be equipped with a frequency control which will automatically hold the frequency within the limits prescribed by these regulations without any manual adjustment during operation or when it is being put into operation.

(g) The operating power of an auxiliary transmitter may be less than the authorized power, but in no event shall it be greater than such power.

**§3.64 Alternate main transmitters.**—The licensee of a standard broadcast station may be licensed for alternate main transmitters provided that a technical need<sup>21</sup> for such alternate transmitters is shown and that the following conditions are met:

(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 per-

<sup>17</sup> See Field Offices of the Commission.

<sup>18</sup> Formal application required. See Standards of Good Engineering Practice for form number.

<sup>19</sup> All regulations as to safety requirements and spurious emissions applying to broadcast transmitting equipment shall apply also to an auxiliary transmitter. (See Use of Frequency and Modulation Monitors at Auxiliary Transmitter.)

<sup>20</sup> This includes the equipment changes which may be made without authority as set forth elsewhere in the Rules and Regulations and the Standards of Good Engineering Practice or as authorized by the Commission by letter or by construction permit. Where such operation is required for periods in excess of 5 days, request therefor shall be made in accordance with section 1.365.

<sup>21</sup> Such as licensees maintaining 24-hour schedule and needing alternate operation for maintenance, or where developmental work requires alternate operation.

(Continued)

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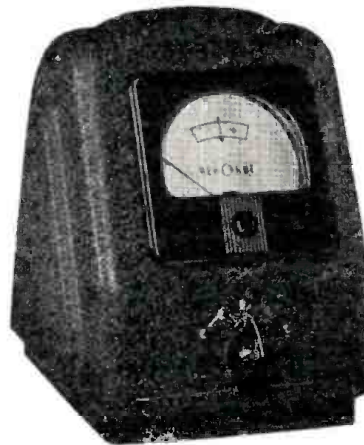
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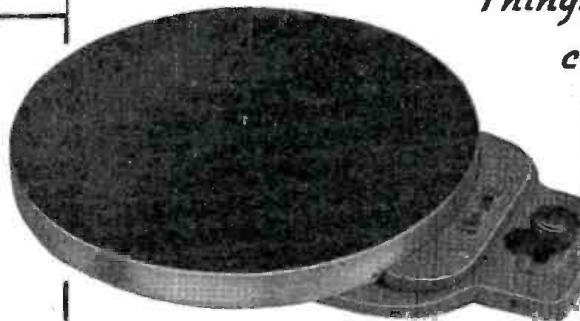
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## FCC Rules & Regulations (Continued)

missible 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.

### OPERATION

§3.71 *Minimum operating schedule.*—Except Sundays, the licensee of each standard broadcast station shall maintain a minimum operating schedule of two-thirds of the total hours that it is authorized to operate between 6 a.m. and 6 p.m., local standard time, and two-thirds of the total hours it is authorized to operate between 6 p.m. and midnight, local standard time, except that in an emergency when, due to causes beyond the control of the licensee, it becomes impossible to continue operating, the station may cease operation for a period of not to exceed 10 days, provided that the Commission and the inspector in charge<sup>28</sup> shall be notified in writing immediately after the emergency develops.

§3.72 *Operation during experimental period.*—The licensee of each standard broadcast station shall operate or refrain from operating its station during the experimental period as directed by the Commission in order to facilitate frequency measurement or for the determination of interference. (Stations involved in the after-midnight frequency monitoring programs are notified of their operating and silent schedule.)

§3.73 *Specified hours.*—If the license of a station specifies the hours of operation, the schedule so specified shall be adhered to except as provided in sections 3.71 and 3.72.

§3.74 *Sharing time.*—If the licenses of stations authorized to share time do not specify hours of operation, the licensees shall endeavor to reach an agreement for a definite schedule of periods of time to be used by each. Such agreement shall be in writing and each licensee shall file the same in triplicate original with each application to the Commission for renewal of license. If and when such written agreements are properly filed in conformity with this section the file mark of the Commission will be affixed thereto, one copy will be retained by the Commission, one copy forwarded to the inspector in charge, and one copy returned to the licensee to be posted with the station license and considered as a part thereof. If the license specifies a proportionate time division, the agreement shall maintain this proportion. If no proportionate time division is specified in the license, the licensees shall agree upon a division of time. Such division of time shall not include simultaneous operation of the stations unless specifically authorized by the terms of the license.

§3.75 *Sharing time; equivalence of day and night hours.*—For the purpose of determining the proportionate division of time of the broadcast day for sharing time stations 1 night hour shall be considered the equivalent of 2 day hours.

§3.76 *Sharing time; experimental period.*—If the license of a station authorized to share time does not specify the hours of operation, the station may be operated for the transmission of regular programs during the experimental period provided an agreement thereto is reached with the other stations with which the broadcast day is shared and further provided such operation is not in conflict with section 3.72. Time-sharing agreements for operation during the

experimental period need not be submitted to the Commission.

§3.77 *Sharing time; departure from regular schedule.*—A departure from the regular operating schedule set forth in a time-sharing agreement will be permitted only in cases where an agreement to that effect is reduced to writing, is signed by the licensees of the stations affected thereby and filed in triplicate by each licensee with the Commission prior to the time of the proposed change. If time is of the essence, the actual departure in operating schedule may precede the actual filing of written agreement, provided appropriate notice is sent to the Commission and the Inspector in Charge.<sup>29</sup>

§3.78 *Sharing time stations; notification to Commission.*—If the licensees of stations authorized to share time are unable to agree on a division of time, the Commission shall be so notified by statement to that effect filed with the applications for renewals of licenses. Upon receipt of such statement the Commission will designate the applications for a hearing and, pending such hearing, the operating schedule previously adhered to shall remain in full force and effect.

§3.79 *License to specify sunrise and sunset hours.*—If the licensee of a broadcast station is required to commence or cease operation of the station at the time of sunrise or sunset, the license will specify the hour of the day during each month of the license period when operation of such station will commence or cease. (See Average Sunrise and Sunset Time.)

§3.80 *Secondary station; filing of operating schedule.*—The licensee of a secondary station authorized to operate limited time and which may resume operation at the time the dominant station (or stations) on the same channel ceases operation shall, with each application for renewal of license, file in triplicate a copy of its regular operating schedule, bearing a signed notation by the licensee of the dominant station of its objection or lack of objection thereto. Upon approval of such operating schedule, the Commission will affix its file mark and return one copy to the licensee authorized to operate limited time, which shall be posted with the station license and considered as a part thereof. Departure from said operating schedule will be permitted only in accordance with the procedure set forth in section 3.77.

§3.81 *Secondary station; failure to reach agreement.*—If the licensee of a secondary station authorized to operate limited time and a dominant station on a channel are unable to agree upon a definite time for resumption of operation by the station authorized limited time, the Commission shall be so notified by the licensee of the station authorized limited time. After receipt of such statement the Commission will designate for hearing the applications of both stations for renewal of license, and pending the hearing the schedule previously adhered to shall remain in full force and effect.

§3.82 *Departure from schedule; material violation.*—In all cases where a station licensee is required to prepare and file an operating schedule, any deviation or departure from such schedule, except as herein authorized, shall be considered as a violation of a material term of the license.

§3.83 *Local standard time.*—All references herein to standard time or local standard time refer to local standard time as determined and fixed by the Interstate Commerce Commission.

§3.84 *Daylight saving time.*—If local time is changed from standard time to daylight saving time at the location of all stations sharing time on the same channel, the hours of operation of all such stations on that channel shall be understood to refer to daylight saving time, and not standard time, as long as daylight saving time is observed at such locations. This provision shall govern when the time is changed by provision of law or general observance of daylight saving time by the various communities, and when the time of operation of such stations is specified in the license or is mutually agreed upon by the licensees: *Provided, however,* That when the license specifies average time of sunrise and sunset, local standard time shall be observed. In no event shall a station licensed for daytime only operate on regular schedule prior to local sunrise, or shall a station licensed for greater daytime power than nighttime power or for a different radiation pattern for daytime operation than for nighttime operation operate with the daytime power or radiation pattern prior to local sunrise.

§3.85 *Changes in time; agreement between licensees.*—Where the local time is not changed from standard time to daylight saving time at the location of all stations sharing time on the same channel, the hours of operation of such stations shall be understood to have reference to standard time, and not daylight saving time, unless said licensees mutually agree upon a new schedule which shall be effective only while daylight saving time is observed at the location of some of these stations.

§3.86 *Local standard time; license provisions.*—The time of operation of any broadcast station which does not share time with other stations on the same channel shall be understood to have reference to local standard time unless modification of such license with respect to hours of operation is authorized by the Commission.

§3.87 *Program transmissions prior to local sunrise.*—(a) The provisions of sections 3.6, 3.8, 3.9, 3.10, 3.23, 3.79 and 3.84 shall not prevent the transmission of programs between four o'clock a.m., local standard time, and local sunrise, of standard broadcast stations with their authorized daytime facilities. *Provided:* That the provisions of this rule shall not extend to:

(1) Stations regularly sharing time during daytime hours either under licenses pursuant to which time-sharing agreements have been entered into or licenses specifying hours of operation, unless time-sharing agreements have been reached covering such operation prior to local sunrise. Sections 3.74, 3.77, and 3.78 of these rules shall be applicable to such agreements.

(2) Any class II station causing interference<sup>30</sup> by use of its daytime facilities within the 0.5 mv/m 50% sky wave contour of any class I station either of the United States or of any country party to the North American Regional Broadcasting Agreement, except (a) where the class I station is located east of the class II station in which case operation may begin at local sunrise at the class I station; (b) where an agreement has been reached with the class I station to begin operation prior to local sunrise.

(3) Operation by use of its daytime facilities of any class II station on any class I-A channel not assigned to the United States under the North American Regional Broadcasting Agreement.

(b) Any station operating during such hours receiving notice from the Commission that undue interference is caused shall refrain from such operation during such hours pending further notice from the Commission.

(c) Nothing contained in outstanding instruments of authorization for such stations shall prohibit such operation except as herein provided.

(d) The period 4:00 a.m. to 6:00 a.m., local standard time, shall not be included in determining compliance with section 3.71 of these rules.

<sup>28</sup> See Field Offices of the Commission.

<sup>29</sup> See Field Offices of the Commission.

<sup>30</sup> As determined by the Standards of Good Engineering Practice Governing Standard Broadcast Stations and the North American Regional Broadcasting Agreement.

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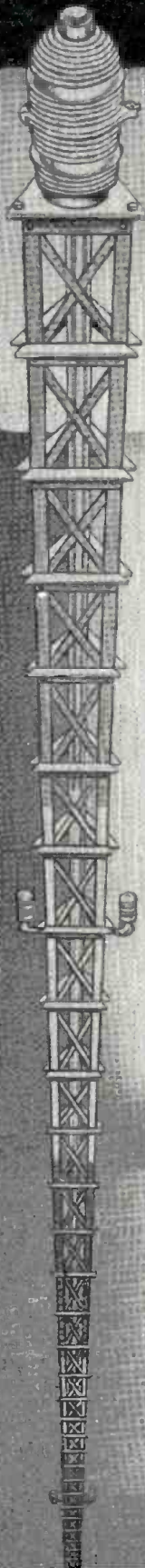
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(Continued)





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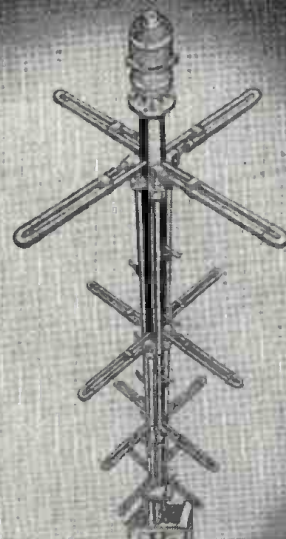
The surging, booming post-war rush of radio broadcast construction finds Wincharger again supplying the industry with the bulk of its towers. And for the same reasons. Wincharger's guyed tower, with its uniform sections and resulting mass-production economy, continues to be the industry's recognized dollar-and-cents value. The convenience of Wincharger's "packaged-buying" and Wincharger's reliable maintenance and service, continue to be powerful attractions.

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## FCC Rules & Regulations (Continued)

### RULES APPLICABLE TO STATIONS ENGAGED IN CHAIN BROADCASTING

#### LICENSING REQUIREMENTS

§3.101 *Exclusive affiliation of station.*—No license shall be granted to a standard broadcast station having any contract, arrangement, or understanding, express or implied, with a network organization<sup>24</sup> under which the station is prevented or hindered from, or penalized for, broadcasting the programs of any other network organization.<sup>25</sup>

§3.102 *Territorial exclusivity.*—No license shall be granted to a standard broadcast station having any contract, arrangement, or understanding, express or implied, with a network organization which prevents or hinders another station serving substantially the same area from broadcasting the network's programs not taken by the former station, or which prevents or hinders another station serving a substantially different area from broadcasting any program of the network organization. This regulation shall not be construed to prohibit any contract, arrangement, or understanding between a station and a network organization pursuant to which the station is granted the first call in its primary service area upon the programs of the network organization.<sup>26</sup>

§3.103 *Term of affiliation.*—No license shall be granted to a standard broadcast station having any contract, arrangement, or understanding, express or implied, with a network organization which provides, by original term, provisions for renewal, or otherwise for the affiliation of the station with the network organization for a period longer than two years: *Provided*, That a contract, arrangement, or understanding for a period up to two years, may be entered into within six months prior to the commencement of such period.<sup>27</sup>

§3.104 *Option time.*—No license shall be granted to a standard broadcast station which options<sup>28</sup> for network programs any time subject to call on less than 56 days' notice, or more time than a total of three hours<sup>27</sup> within each of four segments of the broadcast day, as herein described. The broadcast day is divided into 4 segments, as follows: 8:00 a.m. to 1:00 p.m.; 1:00 p.m. to 6:00 p.m.; 6:00 p.m. to 11:00 p.m.; 11:00 p.m. to 8:00 a.m.<sup>29</sup> Such options may not be exclusive as against other network organizations and may not prevent or hinder the station from optioning or selling any or all of the time covered by the option, or other time, to other network organizations.<sup>30</sup>

§3.105 *Right to reject programs.*—No license shall be granted to a standard broadcast station having any contract, arrangement, or understanding, express or implied, with a network organization which (a), with respect to programs offered pursuant to an affiliation contract, prevents or hinders the station from rejecting or refusing network programs which the station reasonably believes to be unsatisfactory or unsuitable; or which (b), with respect to network programs so offered or already contracted for, prevents the station from rejecting or refusing any program which, in its opinion, is contrary to the public interest, or from substituting a program of outstanding local or national importance.<sup>31</sup>

§3.106 *Network ownership of stations.*<sup>32</sup>—No license shall be granted to a network organization, or to any person directly or indirectly controlled by or

under common control<sup>32</sup> with a network organization, for more than one standard broadcast station where one of the stations covers substantially the service area of the other station, or for any standard broadcast station in any locality where the existing standard broadcast stations are so few or of such unequal desirability (in terms of coverage, power, frequency, or other related matters) that competition would be substantially restrained by such licensing.<sup>33</sup>

§3.107 *Dual network operation.*<sup>34</sup>—No license shall be issued to a standard broadcast station affiliated with a network organization which maintains more than one network: *Provided*, That this regulation shall not be applicable if such networks are not operated simultaneously, or if there is no substantial overlap in the territory served by the group of stations comprising each such network.

§3.108 *Control by networks of station rates.*—No license shall be granted to a standard broadcast station having any contract, arrangement, or understanding, express or implied, with a network organization under which the station is prevented or hindered from, or penalized for, fixing or altering its rates for the sale of broadcast time for other than the network's programs.<sup>35</sup>

<sup>24</sup> The term "network organization" as used herein includes national and regional network organizations. See Chapter VII, J. of Report on Chain Broadcasting.

<sup>25</sup> These regulations shall become effective 12:01 a.m., Eastern War Time, June 15, 1943, unless otherwise required by court order.

<sup>26</sup> As used in this section, an option is any contract, arrangement, or understanding, express or implied, between a station and a network organization which prevents or hinders the station from scheduling programs before the network agrees to utilize the time during which such programs are scheduled, or which requires the station to clear time already scheduled when the network organization seeks to utilize the time.

<sup>27</sup> All time options permitted under this section must be for specified clock hours, expressed in terms of any time system set forth in the contract agreed upon by the station and network organization. Shifts from daylight saving to standard time or vice versa may or may not shift the specified hours correspondingly as agreed by the station and network organization.

<sup>28</sup> These segments are to be determined for each station in terms of local time at the location of the station but may remain constant throughout the year regardless of shifts from standard to daylight saving time or vice versa.

<sup>29</sup> These regulations shall become effective 12:01 a.m., Eastern War Time, June 15, 1943, unless otherwise required by court order.

<sup>30</sup> Effective date of this section with respect to any station may be extended from time to time in order to permit the orderly disposition of properties; and it shall be suspended indefinitely with respect to regional network organizations.

<sup>31</sup> The word "control" as used herein, is not limited to full control but includes such a measure of control as would substantially affect the availability of the station to other networks.

<sup>32</sup> This section shall become effective April 12, 1944.

<sup>33</sup> These regulations shall become effective 12:01 a.m., Eastern War Time, June 15, 1943, unless otherwise required by court order.

### Subpart B—Rules Governing FM Broadcast Stations

#### CLASSIFICATION OF FM STATIONS AND ALLOCATION OF FREQUENCIES

§ 3.201 *Numerical designation of FM broadcast channels.*—For convenience, the frequencies available for FM broadcasting (including those assigned to non-commercial educational broadcasting) are given numerical designations:

[Editor's Note: FM Allocations by mc shown in station directory; by cities on page 496.]

§ 3.202 *Areas of the United States.*—For the purpose of allocation the United States is divided into two areas. The first area—Area I—includes southern New Hampshire; all of Massachusetts, Rhode Island, and Connecticut; southeastern New York as far north as Albany-Troy-Schenectady; all of New Jersey, Delaware, and the District of Columbia; Maryland as far west as Hagerstown; and eastern Pennsylvania as far west as Harrisburg.<sup>1</sup> The second area—Area II—comprehends the remainder of the United States not included in Area I.

§ 3.203 *Class A Stations.*—(a) A class A station is a station which operates on a Class A channel and is designed to render service primarily to a community or to a city or town other than the principal city of an area, and the surrounding rural area. The transmitter power and antenna height of a class A station shall normally be capable of coverage equivalent<sup>1</sup> to a minimum of 0.1 kw and a maximum of 1.0 kw effective radiated power at 250 feet antenna height, as determined by the methods prescribed in the Standards of Good Engineering Practice Concerning FM Broadcast Stations. Class A stations will not be authorized with more than 1 kw effective radiated power. Standard power ratings of transmitters used for Class A stations shall be not less than 250 watts nor more than 1000 watts. A normal minimum separation for class A stations of 50 miles will be provided on the same channel and 35 miles on adjacent channels.

(b) Twenty channels beginning with 104.1 mc and ending with 107.9 mc (channels 281 through 300) are designated as Class A channels. All of these channels are available for assignment in cities which are not the central city or cities of a metropolitan district. Ten of these channels are also available for assignment in central cities of metropolitan districts which have fewer than six class B stations.<sup>2</sup>

(c) The main studio of a class A station shall be located in the city served and the transmitter shall be located as near the center of the city as practicable.

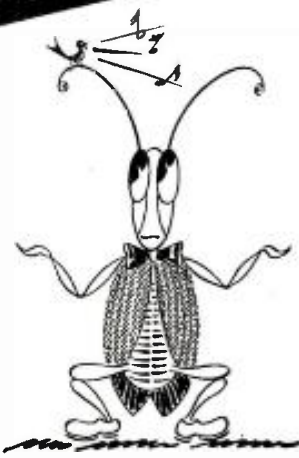
§ 3.204 *Class B Stations.*—(a) A class B station which operates on a class B channel and is designed to render service primarily to a metropolitan district or principal city and the surrounding rural area, or to rural areas removed from large centers of population. The service area of a class B station will not be protected beyond the 1000 uv/m contour; however, class B assignments will be made in a manner to insure, insofar as possible, a maximum of service to all listeners, whether urban or rural, giving consideration to the minimum

<sup>1</sup> In some of the territory contiguous to area I, the demand for frequencies requires that applications be given careful study and consideration to insure an equitable distribution of facilities throughout the region. This region includes the remainder of Maryland, Pennsylvania, and New York (except the northeastern corner) not included in area I; Virginia, West Virginia, North Carolina, South Carolina, Ohio and Indiana; southern Michigan as far north as Saginaw; eastern Illinois as far west as Rockford-Decatur; and southeastern Wisconsin as far north as Sheboygan. Other regions may be added as required.

<sup>2</sup> For the purpose of determining equivalent coverage, the 100 uv/m contour should be used.

<sup>3</sup> For the time being, until more FM broadcast stations are authorized, the Commission will not authorize class A stations in central cities of metropolitan districts having four or more standard broadcast stations.

(Continued)



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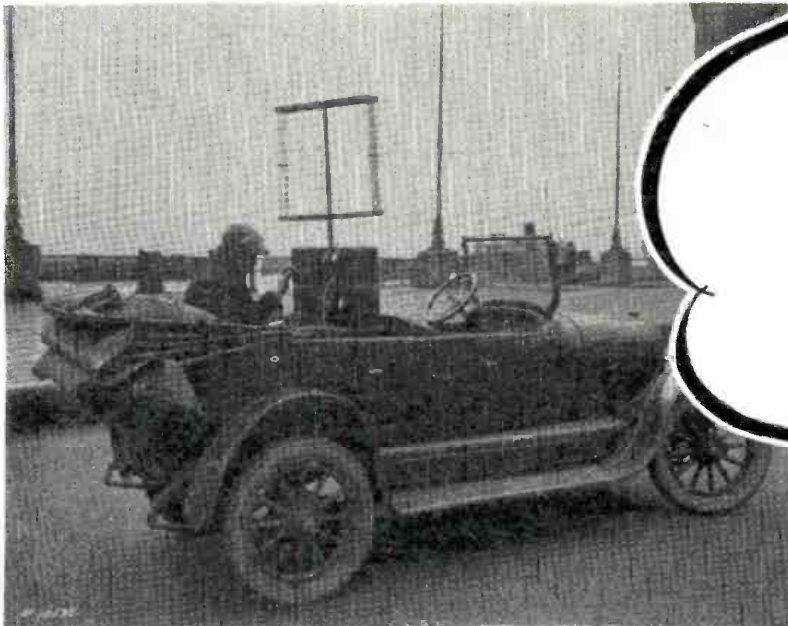
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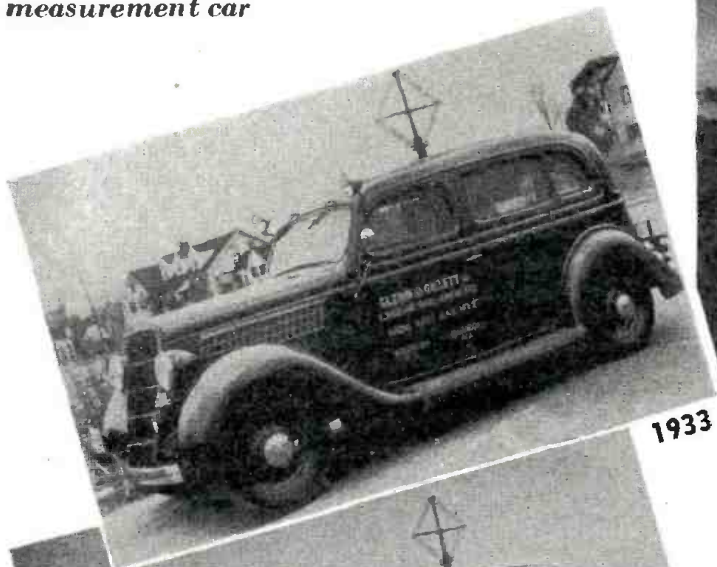
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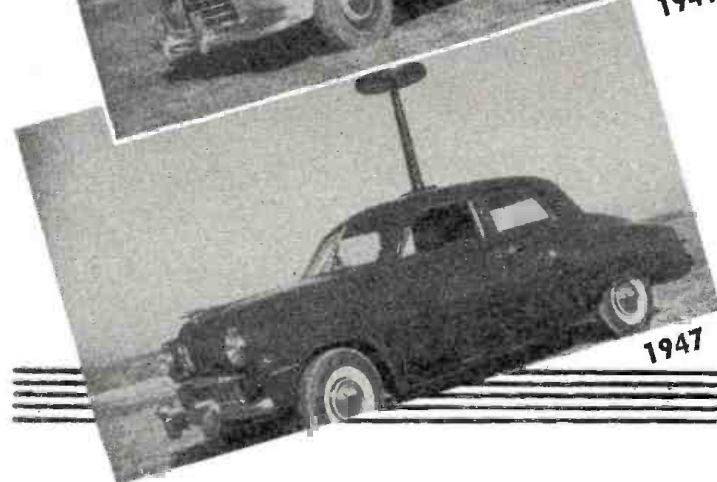
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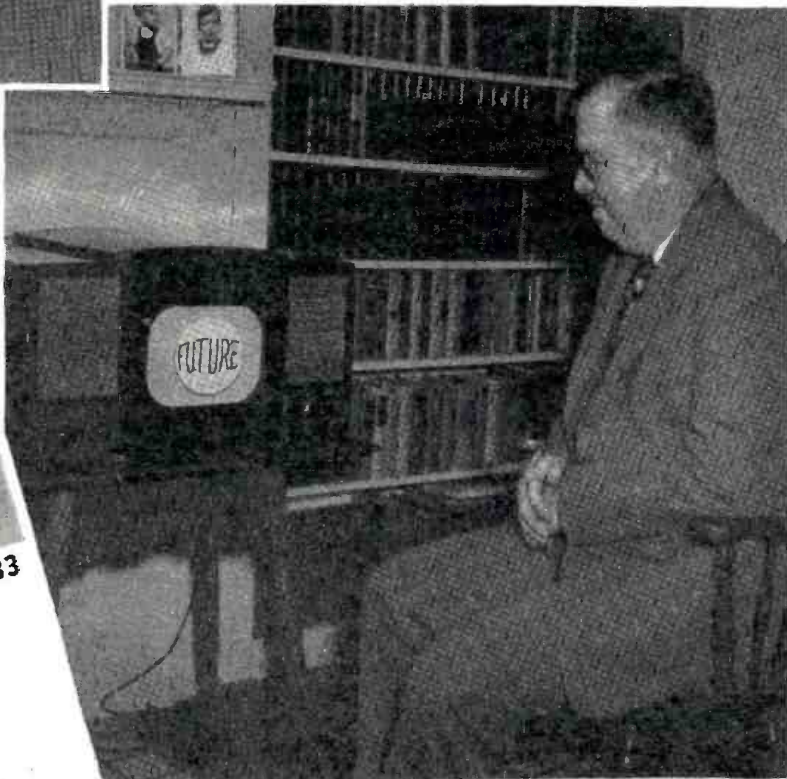
1933



1941



1947



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**FCC Rules & Regulations (Continued)**

signal capable of providing service. Standard power ratings of transmitters used for class B stations shall normally be 1000 watts or greater. In the following subsections, antenna height above average terrain and effective radiated power are to be determined by the methods prescribed in the Standards of Good Engineering Practice Concerning FM Broadcast Stations.

(1) In area I, class B stations will be licensed to operate with service area equivalent<sup>1</sup> to a minimum of 10 kw effective radiated power and antenna height of 300 feet above average terrain and a maximum of 20 kw effective radiated power and antenna height of 500 feet above average terrain.<sup>2</sup> In metropolitan districts in area I with a population greater than 250,000 the minimum service area shall be the equivalent<sup>1</sup> of 20 kw effective radiated power and an antenna height of 350 feet above average terrain. Class B stations in area I will not be licensed with an effective radiated power greater than 20 kw.

(2) In area II, class B stations will be licensed to operate with a service area equivalent<sup>2</sup> to a minimum of 2 kw effective radiated power and antenna height of 300 feet above average terrain and a normal maximum of 20 kw effective radiated power and antenna height of 500 feet above average terrain.<sup>3</sup> The use of greater power and antenna height will be encouraged in those portions of Area II where such use would not result in undue interference to stations already authorized or to probable assignments insofar as can be determined at the time of the grant. In such case, the power, antenna height and area will be determined on the merits of each application with particular attention being given to rural areas which would not otherwise receive service.

(b) Sixty channels beginning at 92.1 mc and ending at 103.9 mc (channels 221 through 280) are designated as class B channels.

(c) For the period ending June 30, 1947, one out of every 5 Class B channels tentatively indicated as available to an area shall be withheld from assignment: Provided, however, that the withholding shall apply only to those areas to which at least 5 Class B channels have been so assigned.

§ 3.205 *Station location.*—(a) Each FM broadcast station shall be considered located in the state and city where the main studio is located.

(b) The transmitter of each FM broadcast station shall be so located that satisfactory service is delivered to the city where the main studio is located, in accordance with the Standards of Good Engineering Practice Concerning FM Broadcast Stations; Provided, however, upon special showing of need, authorization may be granted to locate the transmitter so that adequate service is not rendered to this city, but in no event shall this city be beyond the 50 uv/m contour.

§ 3.206 *Main Studio.*—The term "main studio" means the studio from which the majority of local programs originate and/or from which a majority of station announcements are made of programs originating at remote points.

<sup>1</sup> In the determination of appropriate coverage, consideration should be given to population distribution, terrain, service from other FM stations, trade area and other economic factors. Among the recognized trade area authorities are the following: J. Walter Thompson (Retail Shopping Areas), Hearst Magazines, Inc. (Consumer Trading Areas), Rand McNally Map Co. (Trading Areas) and Hagstrom Map Co. (Four color Retail Trading Area Map).

§ 3.211 *Application for FM stations.*—Each applicant for a construction permit for a new FM broadcast station, change in facilities of any existing FM broadcast station, or FM station license or modification of license shall file with the Commission in Washington, D. C., three copies of applications on the appropriate form designated by the Commission and a like number of exhibits and other papers incorporated therein and made a part thereof. Only the original copy need be sworn to. If the application is for a construction permit for a new FM station, Form FCC No. 319 should be filed; for an FM license, Form FCO No. 320 should be filed; and for modification of an FM license or for change in facilities of an existing FM station, Form FCC No. 322 should be filed.

§ 3.212 *Full disclosures.*—Each application shall contain full and complete disclosures with regard to the real party or parties in interest, and their legal, technical, financial, and other qualifications, and as to all matters and things required to be disclosed by the application forms.

§ 3.213 *Installation or removal of apparatus.*—Applications for construction permit or modification thereof, involving removal of existing transmitting apparatus and/or installation of new transmitting apparatus, shall be filed at least 60 days prior to the contemplated removal and/or installation.

§ 3.214 *Period of construction.*—Each construction permit will specify a maximum of 60 days from the date of granting thereof as the time within which construction of the station shall begin, and a maximum of six months thereafter as the time within which construction shall be completed and the station ready for operation, unless otherwise determined by the Commission upon proper showing in any particular case.

§ 3.215 *Forfeiture of construction permits; extension of time.*—(a) A construction permit shall be automatically forfeited if the station is not ready for operation within the time specified therein or within such further time as the Commission may have allowed for completion, and a notation of the forfeiture of any construction permit under this provision will be placed in the records of the Commission as of the expiration date.

(b) Any application<sup>1</sup> for extension of time within which to construct a station shall be filed at least thirty days prior to the expiration date of such permit if the facts supporting such application for extension are known to the applicant in time to permit such filing. In other cases such applications will be accepted upon a showing satisfactory to the Commission of sufficient reasons for filing within less than thirty days prior to the expiration date. Such applications will be granted upon a specific and detailed showing that the failure to complete was due to causes not under the control of the grantee, or upon a specific and detailed showing of other matters sufficient to justify the extension.

§ 3.216 *Equipment tests.*—(a) Upon completion of construction of an FM station in exact accordance with the terms of the construction permit, the technical provisions of the application therefor and the rules and regulations and Standards of Good Engineering Practice governing FM stations and prior to filing of application for license, the permittee is authorized to test the equipment for a period not to exceed 90 days: Provided, that the inspector in charge of the district in which the station is located and the Commission are notified 2 days in advance of the beginning of tests.

(b) The Commission may notify the permittee to conduct no tests or may cancel, suspend, or change the date of beginning for the period of such tests as and when such action may appear to be in the public interest, convenience, and necessity.

(c) Within the 90-day period prescribed by this section for equipment tests, field intensity measurements in accordance with the methods prescribed in the Standards of Good Engineering Practice Concerning FM Broadcasting shall be submitted to the Commission. The Commission may grant extensions of time upon showing of reasonable need therefor.<sup>2</sup> The proof of performance specified in this subsection shall be made by Metropolitan and Rural stations only and need not be made by Community stations.

§ 3.217 *Program tests.*—(a) When construction and equipment tests are completed in exact accordance with the terms of the construction permit, the technical provisions of the application therefor, and the rules and regulations and Standards of Good Engineering Practice governing FM stations, and after an application for station license has been filed with the Commission showing the transmitter to be in satisfactory operating condition, the permittee is authorized to conduct program tests in exact accordance with the terms of the construction permit for a period not to exceed 30 days: Provided, That the inspector in charge of the district in which the station is located and the Commission are notified 2 days in advance of the beginning of such tests.

(b) The Commission reserves the right to cancel such tests or suspend, or change the date of beginning for the period of such tests as and when such action may appear to be in the public interest, convenience, and necessity by notifying the permittee.

(c) The authorization for tests embodied in this section or Section 3.216 shall not be construed as constituting a license to operate but as a necessary part of the construction.

§ 3.218 *Normal license period.*—All FM broadcast station licenses will be issued so as to expire at the hour of 3 a.m. E.S.T. and will be issued for a normal license period of 1 year.

§ 3.219 *License, simultaneous modification and renewal.*—When an application is granted by the Commission necessitating the issuance of a modified license less than 60 days prior to the expiration date of the license sought to be modified, and an application for renewal of said license is granted subsequent or prior thereto (but within 30 days of expiration of the present license) the modified license as well as the renewal license shall be issued to conform to the combined action of the Commission.

§ 3.220 *Renewal of license.*—(a) Unless otherwise directed by the Commission, each application for renewal of an FM license shall be filed at least 60 days prior to the expiration date of the license sought to be renewed (Form FCO No. 311). No application for renewal of license of an FM broadcast station will be considered unless there is on file with the Commission, the information currently required by Sections 1.301-1.304, reference to which by date and file number shall be included in the application.

<sup>1</sup> Form FCC No. 701.

<sup>2</sup> Until further notice, the Commission will grant FM licenses before proof of performance is submitted. In such cases, proof of performance shall be submitted within one year after the license has been issued or within such extension of time as the Commission may for good cause grant.

(Continued)

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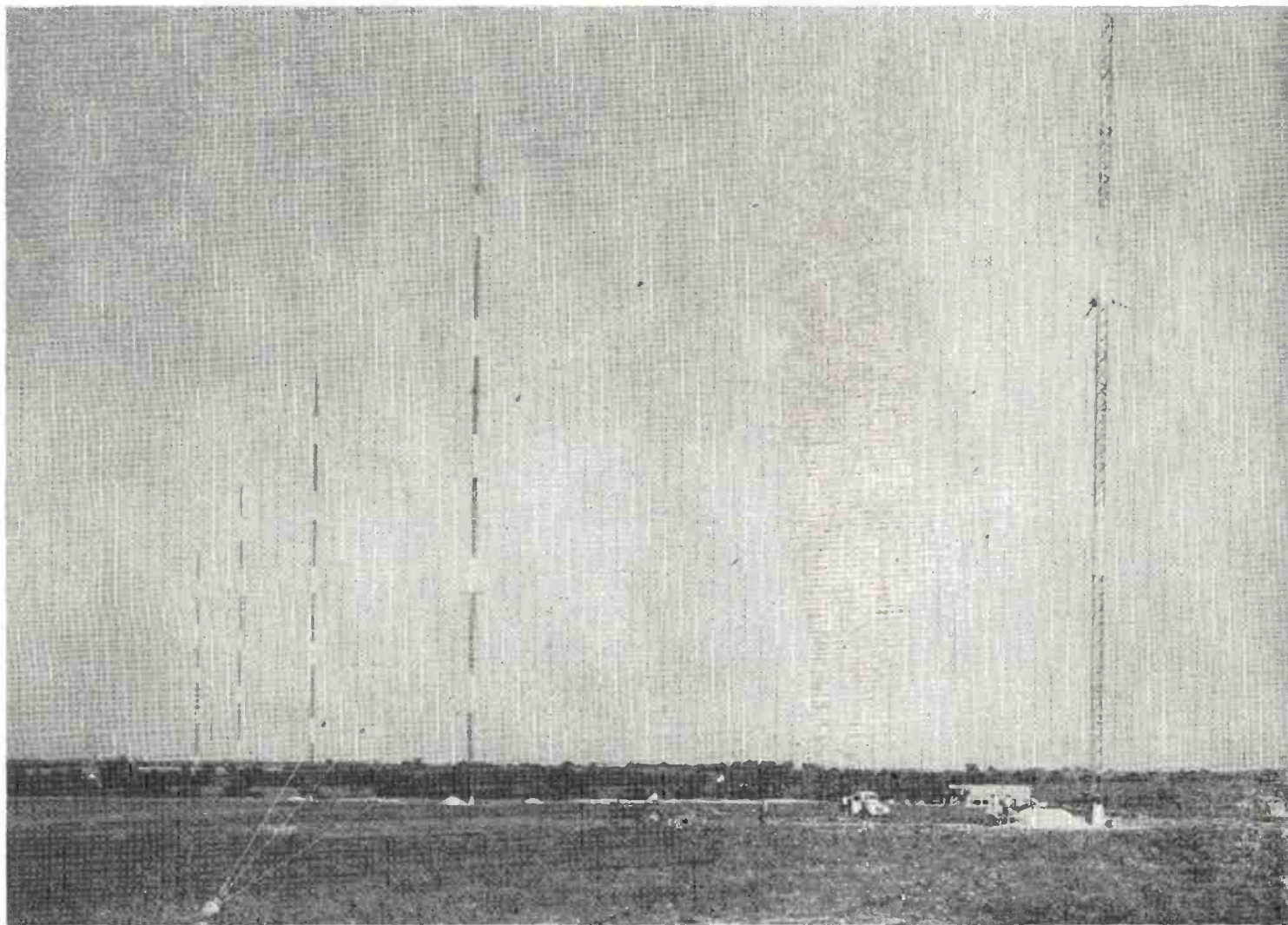
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## FCC Rules & Regulations (Continued)

(b) Whenever the Commission regards an application for a renewal of an FM license as essential to the proper conduct of a hearing or investigation, and specifically directs that it be filed by a date certain, such application shall be filed within the time thus specified. If the licensee fails to file such application within the prescribed time, the hearing or investigation shall proceed as if such renewal application had been received.

§ 3.221 *Temporary extension of station licenses.*—Where there is pending before the Commission any application, investigation, or proceeding which, after hearing, might lead to or make necessary the modification of, revocation of, or the refusal to renew an existing FM license, the Commission may, in its discretion, grant a temporary extension of such license: *Provided, however,* That no such temporary extension shall be construed as a finding by the Commission that the operation of any radio station thereunder will serve public interest, convenience, and necessity beyond the express terms of such temporary extension of license: *And provided further,* That such temporary extension of license will in no wise affect or limit the action of the Commission with respect to any pending application or proceeding.

§ 3.222 *Repetitious applications.*—(a) Where an applicant has been afforded an opportunity to be heard with respect to a particular application for a new FM broadcast station, or for change of existing service or facilities, and the Commission has, after hearing or default, denied the application or dismissed it with prejudice, the Commission will not consider another application for a station of the same class to serve in whole or in part the same area, by the same applicant or by his successor or assignee, or on behalf of or for the benefit of the original parties in interest, until after the lapse of 12 months from the effective date of the Commission's order.

(b) Where an appeal has been taken from the action of the Commission in denying a particular application, another application for the same class of broadcast station and for the same area, in whole or in part, filed by the same applicant or by his successor or assignee, or on behalf of or for the benefit of the original parties in interest, will not be considered until the final disposition of such appeal.

§ 3.223 *Assignment or transfer of control.*—(a) *Voluntary:* Application for consent to voluntary assignment of an FM construction permit or license or for consent to voluntary transfer of control of a corporation holding an FM construction permit or license shall be filed with the Commission on Form FCC No. 314 (assignment of license) and Form FCC No. 315 (transfer of control) at least 60 days prior to the contemplated effective date of assignment or transfer of control.

(b) *Involuntary:* In the event of the death or legal disability of a permittee or licensee, or a member of a partnership, or a person directly or indirectly in control of a corporation, which is a permittee or licensee:

(1) the Commission shall be notified in writing promptly of the occurrence of such death or legal disability, and

(2) within thirty days after the occurrence of such death or legal disability, application on Form FCC No. 314 or 315 shall be filed for consent to involuntary assignment of such FM permit or license or for involuntary transfer of control of such corporation to a person or entity legally qualified to succeed to the foregoing interests under the laws of the place having jurisdiction over the estate involved.

### RULES RELATING TO LICENSING POLICIES

§ 3.231 *Exclusive affiliation of station.*—No license shall be granted to an FM broadcast station having any contract, arrangement, or understanding, express or implied with a network organization<sup>1</sup> under which the station is prevented or hindered from, or penalized for, broadcasting the programs of any other network organization.

§ 3.232 *Territorial exclusivity.*—No license shall be granted to an FM broadcast station having any contract, arrangement, or understanding, express or implied, with a network organization which prevents or hinders another broadcast station serving substantially the same area from broadcasting the network's programs not taken by the former station, or which prevents or hinders another broadcast station serving a substantially different area from broadcasting any program of the network organization. This regulation shall not be construed to prohibit any contract, arrangement, or understanding between a station and a network organization pursuant to which the station is granted the first call in its primary service area upon the programs of the network organization.

§ 3.233 *Term of affiliation.*—No license shall be granted to an FM broadcast station having any contract, arrangement, or understanding, express or implied,

<sup>1</sup> The term "network organization" as used herein includes national and regional network organizations. See Chapter VII, J, of Report on Chain Broadcasting.

with a network organization which provides, by original terms, provisions for renewal, or otherwise for the affiliation of the station with the network organization for a period longer than two years: *Provided,* That a contract, arrangement, or understanding for a period up to two years, may be entered into within six months prior to the commencement of such period.

§ 3.234 *Option time.*—No license shall be granted to an FM broadcast station which options<sup>2</sup> for network programs any time subject to call on less than 56 days' notice, or more time than a total of three hours<sup>3</sup> within each of four segments of the broadcast day, as herein described. The broadcast day is divided into 4 segments, as follows:

8:00 a.m. to 1:00 p.m.; 1:00 p.m. to 6:00 p.m.; 6:00 p.m. to 11:00 p.m.; 11:00 p.m. to 8:00 a.m.<sup>4</sup> Such options may not be exclusive as against other network organizations and may not prevent or hinder the station from optioning or selling any or all of the time covered by the option, or other time, to other network organizations.

§ 3.235 *Right to reject programs.*—No license shall be granted to an FM broadcast station having any contract, arrangement, or understanding, express or implied, with a network organization which (a), with respect to programs offered pursuant to an affiliation contract, prevents or hinders the station from rejecting or refusing network programs which the station reasonably believes to be unsatisfactory or unsuitable; or which (b), with respect to network programs so offered or already contracted for, prevents the station from rejecting or refusing any program which, in its opinion, is contrary to the public interest, or from substituting a program of outstanding local or national importance.

§ 3.236 *Network ownership of stations.*—No license shall be granted to a network organization, or to any person directly or indirectly controlled by or under common control<sup>5</sup> of a network organization, for an FM broadcast station in any locality where the existing FM broadcast stations are so few or of such unequal desirability (in terms of coverage, power, frequency, or other related matters) that competition would be substantially restrained by such licensing.

§ 3.237 *Dual network operation.*—No license shall be issued to an FM broadcast station affiliated with a network organization which maintains more than one network of FM broadcast stations: *Provided,* That this regulation shall not be applicable if such networks are not operated simultaneously, or if there is no substantial overlap in the territory served by the group of stations comprising each such network.

§ 3.238 *Control by networks of station rates.*—No license shall be granted to an FM broadcast station having any contract, arrangement, or understanding, express or implied, with a network organization under which the station is prevented or hindered from, or penalized for, fixing or altering its rates for the sale of broadcast time for other than the network's programs.

§ 3.239 *Use of Common Antenna Site.*—No FM license or renewal of an FM license will be granted to any person who owns, leases, or controls a particular site which is peculiarly suitable for FM broadcasting in a particular area and (1) which is not available for use by other FM licensees; and (2) no other comparable site is available in the area; and (3) where the exclusive use of such site by the applicant or licensee would unduly limit the number of FM stations that can be authorized in a particular area or would unduly restrict competition among FM stations.

§ 3.240 *Multiple Ownership.*—(a) No person (including all persons under common control)<sup>6</sup> shall, directly or indirectly, own, operate, or control more than one FM broadcast station that would serve substantially the same service area as another FM broadcast station owned, operated, or controlled by such person.

(b) No person (including all persons under common control) shall, directly

<sup>2</sup> As used in this section, an option is any contract, arrangement, or understanding, express or implied, between a station and a network organization which prevents or hinders the station from scheduling programs before the network agrees to utilize the time during which such programs are scheduled, or which requires the station to clear time already scheduled when the network organization seeks to utilize the time.

<sup>3</sup> All time options permitted under this section must be specified clock hours, expressed in terms of any time system set forth in the contract agreed upon by the station and network organization. Shifts from daylight saving to standard time or vice versa may or may not shift the specified hours correspondingly as agreed by the station and network organization.

<sup>4</sup> These segments are to be determined for each station in terms of local time at the location of the station but may remain constant throughout the year regardless of shifts from standard to daylight saving time or vice versa.

<sup>5</sup> The word "control" as used herein, is not limited to full control but includes such a measure of control as would substantially affect the availability of the station to other networks.

<sup>6</sup> The word "control" as used herein is not limited to majority stock ownership, but includes actual working control in whatever manner exercised.

(Continued)

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or indirectly, own, operate, or control more than one FM broadcast station, except upon a showing (1) that such ownership, operation, or control would foster competition among FM broadcast stations or provide an FM broadcasting service distinct and separate from existing services, and (2) that such ownership, operation, or control would not result in the concentration of control of FM broadcasting facilities in a manner inconsistent with public interest, convenience, or necessity: *Provided, however*, That the Commission will consider the ownership, operation, or control of more than six FM broadcast stations to constitute the concentration of control of FM broadcasting facilities in a manner inconsistent with public interest, convenience, or necessity.

RULES RELATING TO EQUIPMENT

§ 3.251 *Transmitter power.*—The rated power and operating power range of transmitters shall be in accordance with the Standards of Good Engineering Practice concerning FM Broadcast Stations.

§ 3.252 *Frequency monitor.*—The licensee of each FM broadcast station shall have in operation at the transmitter an approved frequency monitor independent of the frequency control of the transmitter. For detailed requirements thereof see Standards of Good Engineering Practice concerning FM Broadcast Stations.

§ 3.253 *Modulation monitor.*—The licensee of each FM broadcast station shall have in operation at the transmitter an approved modulation monitor. For detailed requirements thereof see Standards of Good Engineering Practice concerning FM Broadcast Stations.

§ 3.254 *Required transmitter performance.*—The construction, installation, operation, and performance of the FM broadcast transmitter system shall be in accordance with the Standards of Good Engineering Practice concerning FM Broadcast Stations.

§ 3.255 *Auxiliary Transmitter.*—Upon showing that a need exists for the use of an auxiliary transmitter in addition to the regular transmitter of a broadcast station, a license therefor may be issued provided that:

(a) An auxiliary transmitter may be installed either at the same location as the main transmitter or at another location.

(b) A licensed operator shall be in control whenever an auxiliary transmitter is placed in operation.

(c) The auxiliary transmitter shall be maintained so that it may be put into immediate operation at any time for the following purposes:

(1) The transmission of the regular programs upon the failure of the main transmitter.

(2) The transmission of regular programs during maintenance or modification work on the main transmitter, necessitating discontinuance of its operation for a period not to exceed five days.

(3) Upon request by a duly authorized representative of the Commission.

(d) The auxiliary transmitter shall be tested at least once each week to determine that it is in proper operating condition and that it is adjusted to the proper frequency, except that in case of operation in accordance with paragraph (c) of this section during any week, the test in that week may be omitted provided the operation under paragraph (c) is satisfactory. A record shall be kept of the time and result of each test operating under paragraph (c). Tests shall be conducted only between midnight and 6 a.m., local standard time.

(e) The auxiliary transmitter shall be equipped with satisfactory control equipment which will enable the maintenance of the frequency emitted by the station within the limits prescribed by these regulations.

(f) The operating power of an auxiliary transmitter may be less than the authorized power of the main transmitter, but in no event shall it be greater than such power.

§ 3.256 *Alternate main transmitters.*—The licensee of a FM broadcast station may be licensed for alternate main transmitters provided that a technical need<sup>1</sup> for such alternate transmitters is shown and that the following conditions are met:

(a) Both transmitters are located at the same place.

(b) Both transmitters shall have the same power rating.

(c) Both transmitters shall meet the construction, installation, operation, and performance requirements of the Standards of Good Engineering Practice concerning FM Broadcast Stations.

§ 3.257 *Changes in equipment and antenna system.*—Licensees of FM broadcast stations shall observe the following provisions with regard to changes in equipment and antenna system:

(a) No changes in equipment shall be made:

(1) That would result in the emission of signals outside of the authorized channel.

(2) That would result in the external performance of the transmitter being in disagreement with that prescribed in the Standards of Good Engineering Practice concerning FM Broadcast Stations.

(b) Specific authority, upon filing formal application (Form FCC No. 322) therefor, is required for a change in service area or for any of the following changes:

(1) Changes involving an increase or decrease in the power rating of the transmitter.

(2) A replacement of the transmitter as a whole.

(3) Change in the location of the transmitting antenna.

(4) Change in antenna system, including transmission line.

(5) Change in location of main studio, if it is proposed to move the main studio to a different city from that specified in the license.

(6) Change in the power delivered to the antenna.

(7) Change in frequency control and/or modulation system.

(c) Specific authority, upon filing *informal* request therefor, is required for a change in the indicating instruments installed to measure transmitter power output, except by instruments of the same maximum scale reading and accuracy.

(d) Other changes, except as above provided for in this section or in Standards of Good Engineering Practice concerning FM Broadcast Stations prescribed by the Commission may be made at any time without the authority of the Commission, provided that the Commission shall be promptly notified thereof and such changes shall be shown in the next application for renewal of license.

<sup>1</sup> This includes the equipment changes which may be made without authority as set forth elsewhere in the Rules and Regulations and the Standards of Good Engineering Practice or as authorized by the Commission by letter or by construction permit. Where such operation is required for periods in excess of 5 days, request thereof shall be in accordance with section 1.365.

<sup>2</sup> Such as licensees maintaining 24-hour schedule and needing alternate operation for maintenance, or where developmental work requires alternate operation.

§ 3.261 *Time of Operation.*—All FM broadcast stations will be licensed for unlimited time operation. Until further notice a minimum of 6 hours per day of operation will be required, which shall consist of 3 hours during the period 6 a.m. to 6 p.m., local standard time, and 3 hours during the period 6 p.m. to midnight, local standard time. In an emergency, however, when due to causes beyond the control of a licensee, it becomes impossible to continue operation, the station may cease operation for a period not to exceed 10 days, provided that the Commission and the inspector in charge of the radio district in which the station is located shall be notified in writing immediately after the emergency develops.

§ 3.262 *Experimental Operation.*—The period between 12:00 midnight, and 6 a.m., local standard time, may be used for experimental purposes in testing and maintaining apparatus by the licensee of any FM broadcast station on its assigned frequency and not in excess of its authorized power, without specific authorization from the Commission.

§ 3.263 *Station inspection.*—The licensee of any FM radio station shall make the station available for inspection by representatives of the Commission at any reasonable hour.

§ 3.264 *Station license, posting of.*—The original of each station license shall be posted in the transmitter room.

§ 3.265 *Operator requirements.*—One or more licensed radio-telephone first class operators shall be on duty at the place where the transmitting apparatus of each station is located and in actual charge thereof whenever it is being operated. The original license (Form FCC No. 759) of each station operator shall be posted at the place where he is on duty. The licensed operator on duty and in charge of an FM broadcast transmitter may, at the discretion of the licensee, be employed for other duties or for the operation of another station or stations in accordance with the class of operator's license which he holds and by the rules and regulations governing such stations. However, such duties shall in no wise interfere with the operation of the broadcast transmitter.

§ 3.266 *Facsimile broadcasting and Multiplex transmission.*—Transmission of simplex facsimile on FM channels in accordance with the Commission's Standards of Good Engineering Practice on facsimile may be permitted, upon application to the Commission, during hours not required to be devoted to FM aural broadcasting. The Commission may grant experimental authority to an FM station for the multiplex transmission of facsimile or other signals and aural broadcast programs, provided that the transmission of facsimile or other signals is incidental to the aural broadcast, does not reduce the quality of the aural program and that a filter or other additional equipment is not required for receivers not equipped to receive facsimile or other signals.

§ 3.267 *Operating power: how determined.*—The operating power, and the requirements for maintenance thereof, of each FM broadcast station shall be determined by the methods prescribed in the Standards of Good Engineering Practice covering FM broadcast stations.

§ 3.268 *Modulation.*—The percentage of modulation of all stations shall be maintained as high as possible consistent with good quality of transmission and good broadcast practice and in no case less than 85 percent nor more than 100 percent on peaks of frequent recurrence during any selection which normally is transmitted at the highest level of the program under consideration.

§ 3.269 *Frequency tolerance.*—The center frequency of each FM broadcast station shall be maintained within 2000 cycles of the assigned center frequency.

§ 3.270 *Inspection of tower lights and associated control equipment.*—The licensee of any FM station which has an antenna or antenna supporting structure (s) required to be illuminated pursuant to the provisions of section 303 (q) of the Communications Act of 1934, as amended:

(a) Shall make a visual observation of the tower lights at least once each 24 hours to insure that all such lights are functioning properly as required.

(b) Shall report immediately by telephone or telegraph to the nearest Airways Communication Station or office of the Civil Aeronautics Administration any observed failure of the tower lights, not corrected within 30 minutes, regardless of the cause of such failure. Further notification by telephone or telegraph shall be given immediately upon resumption of the required illumination.

(c) Shall inspect at intervals of at least once each 3 months all flashing or rotating beacons and automatic lighting control devices to insure that such apparatus is functioning properly as required.

OTHER RULES RELATING TO OPERATION

§ 3.281 *Logs.*—The licensee of each FM broadcast station shall maintain separate program and operating logs for such station, *Provided, however*, if the same licensee operates an FM radio broadcasting station and a standard broadcast station and simultaneously broadcasts the same programs over the facilities of both such stations, one program log may be maintained for both stations for such periods as both stations simultaneously broadcast the same programs. Such licensee shall require entries to be made as follows:

(a) In the program log:  
(1) An entry of the time each station identification announcement (call letters and location) is made.

(2) An entry briefly describing each program broadcast, such as "music", "drama", "speech", etc., together with the name or title thereof and the sponsor's name, with the time of the beginning and ending of the complete program. If a mechanical record is used, the entry shall show the exact nature thereof, such as "record", "transcription", etc., and the time it is announced as a mechanical reproduction. If a speech is made by a political candidate, the name and political affiliations of such speaker shall be entered.

(3) An entry showing that each sponsored program broadcast has been announced as sponsored, paid for, or furnished by the sponsor.

(4) An entry showing, for each program of network origin, the name of the network originating the program.

(b) In the operating log:  
(1) An entry of the time the station begins to supply power to the antenna, and the time it stops.

(2) An entry of the time the program begins and ends.

(3) An entry of each interruption to the carrier wave, its cause, and duration.

(4) An entry of the following each 30 minutes:  
(i) Operating constants of last radio stage (total plate current and plate voltage).

(ii) Transmission line current or voltage.

(iii) Frequency monitor reading.

(5) Log of experimental operation during experimental period. (If regular operation is maintained during this period, the above logs shall be kept.)  
(i) A log must be kept of all operation during the experimental period. If the entries required above are not applicable thereto, then the entries shall be made so as to fully describe the operation.

(Continued)

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## FCC Rules & Regulations (Continued)

(c) Where an antenna or antenna supporting structure(s) is required to be illuminated the licensee shall make entries in the radio station log appropriate to the requirements of section 3.270 as follows:

- (1) The time the tower lights are turned on and off if manually controlled.
- (2) The time the daily visual observation of the tower lights was made.
- (3) In the event of any observed failure of a tower light.
  - (i) Nature of such failure.
  - (ii) Time the failure was observed.
  - (iii) Time and nature of the adjustments, repairs or replacements made.
- (iv) Airways Communication Station (CAA) notified of the failure of any tower light not corrected within 30 minutes and the time such notice was given.
- (v) Time notice was given to the Airways Communication Station (CAA) that the required illumination was resumed.

(4) Upon completion of the periodic inspection required at least once each three months.

(i) The date of the inspection and the condition of all tower lights and associated tower lighting control devices.

(ii) Any adjustments, replacements or repairs made to insure compliance with the lighting requirements.

§ 3.282 *Logs, retention of.*—Logs of FM broadcast stations shall be retained by the licensee for a period of 2 years. However, logs incident to or involved in any claim or complaint of which the licensee has notice shall be retained by the licensee until such claim or complaint has been fully satisfied or until the same has been barred by statute limiting the time for the filing of suits upon such claims.

§ 3.283 *Logs, by whom kept.*—Each log shall be kept by the person or persons competent to do so, having actual knowledge of the facts required, who shall sign the log when starting duty and again when going off duty. The logs shall be made available upon request by an authorized representative of the Commission.

§ 3.284 *Log form.*—The log shall be kept in an orderly manner, in suitable form, and in such detail that the data required for the particular class of station concerned are readily available. Key letters or abbreviations may be used if proper meaning or explanation is contained elsewhere in the log.

§ 3.285 *Correction of logs.*—No log or portion thereof shall be erased, obliterated, or willfully destroyed within the period of retention provided by the rules. Any necessary correction may be made only by the person originating the entry who shall strike out the erroneous portion, initial the correction made, and indicate the date of correction.

§ 3.286 *Rough logs.*—Rough logs may be transcribed into condensed form, but in such case the original log or memoranda and all portions thereof shall be preserved and made a part of the complete log.

§ 3.287 *Station identification.*—(a) A licensee of an FM broadcast station shall make separate station identification announcement (call letters and location) for such station, *Provided, however,* that if the same licensee operates an FM radio broadcasting station and a standard broadcast station and simultaneously broadcasts the same programs over the facilities of both such stations, station identification announcements may be made jointly for both stations for periods of such simultaneous operation. If the call letters of the FM station do not clearly reveal that it is an FM station, the joint announcement shall state that one of the stations is an FM station. Station identification announcement shall be made at the beginning and ending of each time of operation and during operation (1) on the hour and (2) either on the half hour or at the quarter hour following the hour and at the quarter hour preceding the next hour: *Provided,*

(b) Such identification announcement need not be made on the hour when to make such announcement would interrupt a single consecutive speech, play, religious service, symphony concert, or operatic production of longer duration than 30 minutes. In such cases the identification announcement shall be made at the beginning of the program, at first interruption of the entertainment continuity, and at the conclusion of the program.

(c) Such identification announcement need not be made on the half hour or quarter hours when to make such announcement would interrupt a single consecutive speech, play, religious service, symphony concert or operatic production. In such cases an identification announcement shall be made at the first interruption of the entertainment continuity and at the conclusion of the program. *Provided,* That an announcement within 5 minutes of the times specified in subdivision (2) of paragraph (a) of this section will satisfy the requirements of identification announcements.

(d) In the case of variety show programs, baseball game programs, or similar programs of longer duration than 30 minutes, the identification announcement shall be made within 5 minutes of the hour and of the times specified in subdivision (2) of paragraphs (a) of this section.

(e) In the case of all other programs the identification announcement shall be made within 2 minutes of the hour and of the times specified in subdivision (2) of paragraph (a) of this section.

(f) In making the identification announcement the call letters shall be given only on the channel of the station identified thereby except as otherwise provided herein.

§ 3.288 *Mechanical records.*—Each program broadcast which consists in whole or in part of one or more mechanical reproductions shall be announced in the manner and to the extent set out below.

(a) Each such program of longer duration than 30 minutes, consisting in whole or in part of one or more mechanical reproductions, shall be identified by appropriate announcement at the beginning of the program, at each 30-minute interval and at the conclusion of the program; *Provided, however,* that the identifying announcement at each 30-minute interval is not required in case of a mechanical reproduction consisting of a continuous uninterrupted speech, play, religious service, symphony concert or operatic production of longer than 30 minutes.

(b) Each such program of a longer duration than 5 minutes and not in excess of 30 minutes, consisting in whole or in part of one or more mechanical reproductions, shall be identified by an appropriate announcement at the beginning and end of the program.

(c) Each such program of five minutes or less, consisting in whole or in part of mechanical reproductions shall be identified by appropriate announcement immediately preceding the use thereof; *Provided, however,* that each such program of one minute or less need not be announced as such.

(d) In case a mechanical reproduction is used for background music, sound effects, station identification, program identification (theme music of short duration) or identification of the sponsorship of the program proper, no announcement of the mechanical reproduction is required.

(e) The exact form of identifying announcement is not prescribed, but the

language shall be clear and in terms commonly used and understood. A licensee shall not attempt affirmatively to create the impression that any program being broadcast by mechanical reproduction consists of live talent.

§ 3.289 *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.

§ 3.290 *Broadcasts by candidates for public office.*—

(a) *Definitions.*—A "legally qualified candidate" means any person who has publicly announced that he is a candidate for nomination by a convention of a political party or for nomination or election in a primary, special, or general election, municipal, county, state or national and who meets the qualifications prescribed by the applicable laws to hold the office for which he is a candidate, so that he may be voted for by the electorate directly or by means of delegates or electors, and who

(1) has qualified for a place on the ballot or

(2) is eligible under the applicable law to be voted for by sticker, by writing in his name on the ballot, or other method, and (i) has been duly nominated by a political party which is commonly known and regarded as such, or (ii) makes a substantial showing that he is a *bona fide* candidate for nomination or office, as the case may be.

(b) *General requirements.*—No station licensee is required to permit the use of its facilities by any legally qualified candidate for public office, but if any licensee shall permit any such candidate to use its facilities, it shall afford equal opportunities to all other such candidates for that office to use such facilities, *Provided,* That such licensee shall have no power of censorship over the material broadcast by any such candidate.

(c) *Rates and practices.*—The rates, if any, charged all such candidates for the same office shall be uniform and shall not be rebated by any means, directly or indirectly; no licensee shall make any discrimination in charges, practices, regulations, facilities, or services for or in connection with the service rendered pursuant to these rules, or make or give any preference to any candidate for public office or subject any such candidate to any prejudice or disadvantage; nor shall any licensee make any contract or other agreement which shall have the effect of permitting any legally qualified candidate for any public office to broadcast to the exclusion of other legally qualified candidates for the same public office.

(d) *Inspection of records.*—Every licensee shall keep and permit public inspection of a complete record of all requests for broadcast time made by or on behalf of candidates for public office, together with an appropriate notation showing the disposition made by the licensee of such requests, and the charges made, if any, if request is granted.

§ 3.291 *Rebroadcast.*—(a) The term "rebroadcast" means reception by radio of the program<sup>1</sup> of a radio station, and the simultaneous or subsequent retransmission of such program by a broadcast station.<sup>2</sup>

(b) The licensee of an FM broadcast station may, without further authority of the Commission, rebroadcast the program of a United States standard, FM or noncommercial educational broadcast station, provided the Commission is notified of the call letters of each station rebroadcast and the licensee certifies that express authority has been received from the licensee of the station originating the program.<sup>3</sup>

(c) (1) The licensee of an FM broadcast station located within a state or the District of Columbia may, without further authority of the Commission, rebroadcast on a noncommercial basis a noncommercial program of a United States international broadcast station.

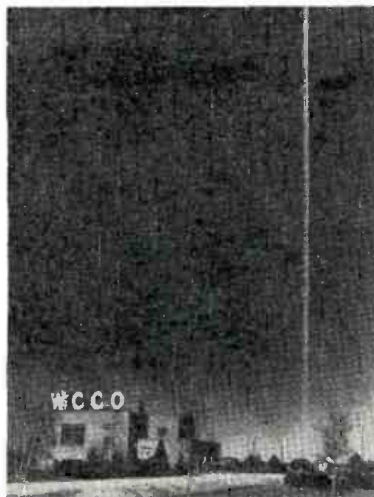
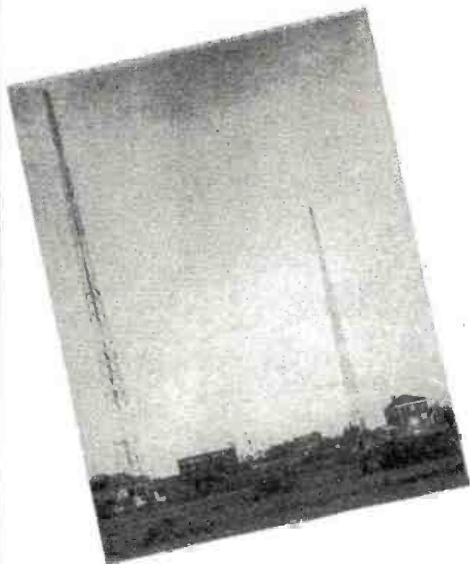
(2) The licensee of an FM broadcast station located in any territory or in-

<sup>1</sup> As used in this section, program includes any complete program or part thereof.

<sup>2</sup> In case a program is transmitted from its point of origin to a broadcast station entirely by telephone facilities in which a section of such transmission is by radio, the broadcasting of this program is not considered a rebroadcast.

<sup>3</sup> The notice and certification of consent shall be given within 3 days of any single rebroadcast, but in case of the regular practice of rebroadcasting certain programs of a standard or FM broadcast station several times during a license period, notice and certification of consent shall be given for the ensuing license period with the application for renewal of license, or at the beginning of such rebroadcast practice if begun during a license period.

(Continued)



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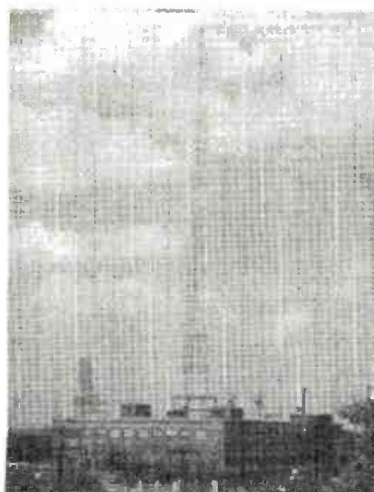
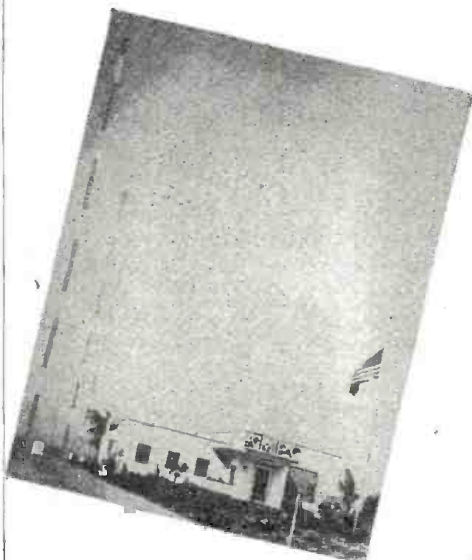
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Offices In Principal Cities





## FCC Rules & Regulations (Continued)

sular possession of the United States may, without further authority of the Commission, rebroadcast any program of a United States international broadcast station.

(3) In the case of any rebroadcast under the provisions of this paragraph (c), the Commission shall be notified of the call letters of each station whose program is rebroadcast and the licensee shall certify that express authority has been received from the licensee of the station originating the program.

(d) No licensee of an FM broadcast station shall rebroadcast the program of any United States radio station not designated in (b) or (c) above without written authority having first been obtained from the Commission upon application (informal) accompanied by written consent or certification of consent of the licensee of the station originating the program.<sup>4</sup>

### Subpart C—General Rules Applicable to Standard Broadcast Stations

**§3.401 Station license; posting of.**—The station license and any other instrument of authorization or individual order concerning construction of the equipment or the manner of operation of the station shall be posted in a conspicuous place in the room in which the transmitter is located in such manner that all terms thereof are visible and the license of the station operator shall be posted in the same manner. (See secs. 2.51 and 2.52.)

**§3.402 Licensed operator required.**—The licensee of each station shall have a licensed operator or operators of the grade specified by the Commission on duty during all periods of actual operation of the transmitter at the place where the transmitting equipment is located. (See sec. 2.53.)

**§3.403 Licensed operator; other duties.**—The licensed operator on duty and in charge of a standard or high-frequency broadcast transmitter may, at the discretion of the licensee, be employed for other duties or for the operation of another radio station or stations in accordance with the class of operator's license which he holds and by the rules and regulations governing such other stations: *Provided, however,* That such duties shall in no wise interfere with the proper operation of the standard broadcast transmitter.

**§3.404 Logs.**—The licensee of each broadcast station shall maintain program and operating logs and shall require entries to be made as follows:

(a) In the program log:  
(1) An entry of the time each station identification announcement (call letters and location) is made.

(2) An entry briefly describing each program broadcast, such as "music," "drama," "speech," etc., together with the name or title thereof, and the sponsor's name, with the time of the beginning and ending of the complete program. If a mechanical record is used, the entry shall show the exact nature thereof, such as "record," "transcription," etc., and the time it is announced as a mechanical record. If a speech is made by a political candidate, the name and political affiliations of such speaker shall be entered.

(3) An entry showing that each sponsored program broadcast has been announced as sponsored, paid for, or furnished by the sponsor.

(4) An entry showing, for each program of network origin, the name of the network originating the program.

(b) In the operating log:  
(1) An entry of the time the station begins to supply power to the antenna, and the time it stops.

(2) An entry of the time the program begins and ends.  
(3) An entry of each interruption to the carrier wave, its cause, and duration.

(4) An entry of the following each 30 minutes:  
(i) Operating constants of last radio stage (total plate current and plate voltage.)

(ii) Antenna current.  
(iii) Frequency monitor reading.  
(iv) Temperature of crystal control chamber if thermometer is used.  
(5) Log of experimental operation during experimental period. (If regular operation is maintained during this period, the above logs shall be kept.)

(i) A log must be kept of all operation during the experimental period. If the entries required above are not applicable thereto, then the entries shall be made so as to fully describe the operation.

(c) Where an antenna or antenna supporting structure(s) is required to be illuminated the licensee shall make entries in the radio station log appropriate to the requirements of section 2.82 (a), (b), and (c) as follows:

(1) The time the tower lights are turned on and off if manually controlled.  
(2) The time the daily visual observation of the tower lights was made.  
(3) In the event of any observed failure of a tower light,

(i) Nature of such failure.  
(ii) Time the failure was observed.  
(iii) Time and nature of the adjustments, repairs or replacements made.

(iv) Airways Communication Station (C.A.A.) notified of the failure of any tower light not corrected within thirty minutes and the time such notice was given.

(v) Time notice was given to the Airways Communication Station (C.A.A.) that the required illumination was resumed.

(4) Upon completion of the periodic inspection required at least once each three months,

(i) The date of the inspection and the condition of all tower lights and associated tower lighting control devices.

(ii) Any adjustments, replacements or repairs made to insure compliance with the lighting requirements.

**§3.405 Logs, retention of.**—Logs of standard or high-frequency broadcast stations shall be retained by the licensee for a period of 2 years, except when required to be retained for a longer period in accordance with the provisions of section 2.54.

**§3.406 Station identification.**—(a) A licensee of a standard or high-frequency broadcast station shall make station identification announcement (call letters and location) at the beginning and ending of each time of operation and during operation (1) on the hour and (2) either on the half hour or at the quarter hour following the hour and at the quarter hour preceding the next hour: *Provided,*

(b) Such identification announcement need not be made on the hour when to make such announcement would interrupt a single consecutive speech, play, religious service, symphony concert, or operatic production of longer duration than 30 minutes. In such cases the identification announcement shall be made at the beginning of the program, at the first interruption of the entertainment continuity, and at the conclusion of the program.

(c) Such identification announcement need not be made on the half hour or quarter hours when to make such announcement would interrupt a single consecutive speech, play, religious service, symphony concert, or operatic production. In such cases an identification announcement shall be made at the first interruption of the entertainment continuity and at the conclusion of the program, *Provided,* That an announcement within 5 minutes of the times specified in subdivision (2) of paragraph (a) of this section will satisfy the requirements of identification announcements.

(d) In the case of variety show programs, baseball game broadcasts, or similar programs of longer duration than 30 minutes, the identification announcement shall be made within 5 minutes of the hour and of the times specified in subdivision (2) of paragraph (a) of this section.

(e) In the case of all other programs the identification announcement shall be made within 2 minutes of the hour and of the times specified in subdivision (2) of paragraph (a) of this section.

(f) In making the identification announcement the call letters shall be given only on the channel of the station identified thereby.

**§3.407 Mechanical records.**—See Sec. 3.288.

**§3.408 Rebroadcast.**—(a) The term "rebroadcast" means reception by radio of the program of a radio station, and the simultaneous or subsequent retransmission of such program by a broadcast station.<sup>1</sup>

(b) The licensee of a standard or high frequency broadcast station may, without further authority of the Commission, rebroadcast the program of a United States standard or high frequency broadcast station, provided the Commission is notified of the call letters of each station rebroadcast and the licensee certifies that express authority has been received from the licensee of the station originating the program.<sup>2</sup>

(c) (1) The licensee of a standard or high frequency broadcast station located within a state or the District of Columbia may, without further authority of the Commission, rebroadcast on a noncommercial basis a noncommercial program of a United States international broadcast station.

(2) The licensee of a standard or high frequency broadcast station located in any territory or insular possession of the United States may, without further authority of the Commission, rebroadcast any program of a United States international broadcast station.

(3) In the case of any rebroadcast under the provisions of this paragraph (c), the Commission shall be notified of the call letters of each station whose programs are rebroadcast and the licensee shall certify that express authority has been received from the licensee of the station originating the program.

(d) No licensee of a standard or high frequency broadcast station shall rebroadcast the program of any other class of United States radio station without written authority having first been obtained from the Commission upon application accompanied by written consent or certification of consent of the licensee of the station originating the program.<sup>3, 4, 5, 6</sup>

(e) In case of a program rebroadcast by several standard broadcast stations, such as a chain rebroadcast, the person legally responsible for distributing the program or the network facilities may obtain the necessary authorization for the entire rebroadcast both from the Commission and from the person or licensee of the station originating the program.

Attention is directed to section 325(b) of the Communications Act of 1934, which reads as follows:

No person shall be permitted to locate, use, or maintain a radio broadcast studio or other place or apparatus from which or whereby sound waves are converted into electrical energy, or mechanical or physical reproduction of sound waves produced, and caused to be transmitted or delivered to a radio station in a foreign country for the purpose of being broadcast from any radio station there, having a power output of sufficient intensity, and/or being so located geographically that its emissions may be received consistently in the United States, without first obtaining a permit from the Commission upon proper application therefor.<sup>7</sup>

**§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 the 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

<sup>1</sup> As used in sec. 3.408, program includes any complete program or part thereof, or any signals if other than A-3 emission.

<sup>2</sup> In case a program is transmitted from its point of origin to a broadcast station entirely by telephone facilities in which a section of such transmission is by radio, the broadcasting of this program is not considered a rebroadcast.

<sup>3</sup> The notice and certification of consent shall be given within three (3) days of any single rebroadcast, but in case of the regular practice of rebroadcasting certain programs of a standard or high frequency broadcast station several times during a license period, notice and certification of consent shall be given for the ensuing license period with the application for renewal of license, or at the beginning of such rebroadcast practice if begun during a license period.

<sup>4</sup> The broadcasting of a program relayed by a relay broadcast station (sec. 4.21) is not considered a rebroadcast.

<sup>5</sup> Informal application may be employed.

<sup>6</sup> By Order No. 82, dated and effective June 24, 1941, until further order of the Commission section 3.408(d) is suspended only insofar as it requires prior written authority of the Commission for the rebroadcasting of programs originated for that express purpose by United States Government radio stations.

<sup>7</sup> Formal application required. See Standards of Good Engineering Practice for form number.

(Continued)

<sup>4</sup> The broadcasting of a program relayed by a relay broadcast station or studio transmitter link is not considered a rebroadcast.

By Order No. 82, dated and effective June 24, 1941, until further order of the Commission, section 3.291(d) is suspended only insofar as it requires prior written authority of the Commission for the rebroadcasting of programs originated for that express purpose by United States Government radio stations.



# For Sound Control . . .

## RADIO RELIES ON JOHNS-MANVILLE

Large or small . . . simple or complex, your acoustical project receives Johns-Manville's undivided responsibility, "J-M materials—installed by Johns-Manville."

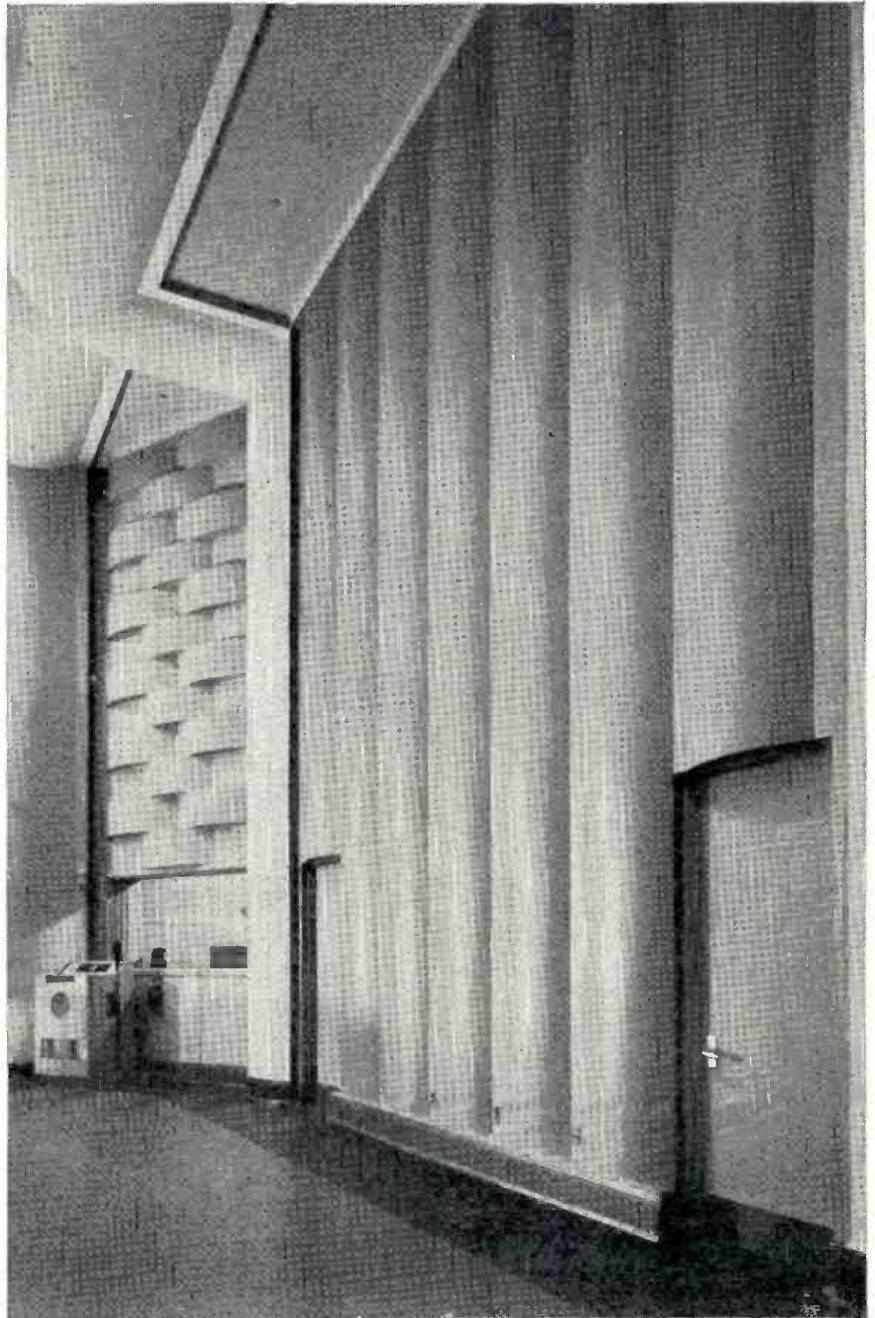
Throughout the country, radio consultants and engineers work closely with Johns-Manville on the design and the desirable acoustical characteristics of each studio, and on the isolation of sound.

Whether you plan to build new studios, or to modernize existing facilities, Johns-Manville not only provides the correct acoustical materials for each specific condition, but *follows through* in the installation of materials. Trained J-M construction crews install these sound-absorbing materials to assure maximum performance in the proper manner.

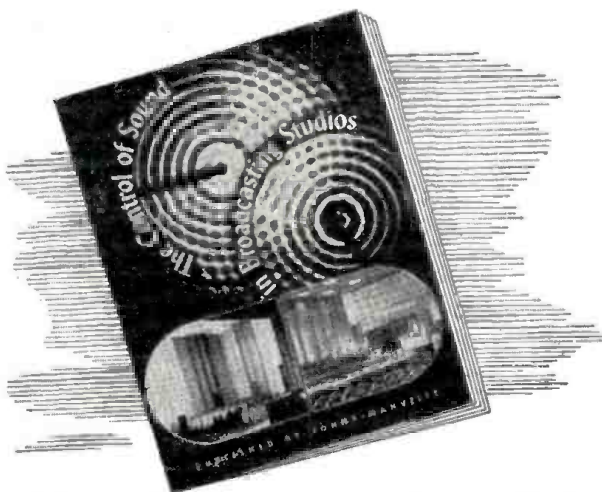
That's the all-inclusive service . . . the *undivided responsibility* you receive from Johns-Manville.

Send for the FREE illustrated booklet, "The Control of Sound in Broadcasting Studios," now on the press. Discusses radio acoustical problems and shows how Johns-Manville Acoustical Materials are serving the radio industry. Johns-Manville, Box 290, New York 16, New York.

Helpful, NEW BOOK in preparation  
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↑ A broadcasting studio at NBC, Chicago—one among hundreds of studios using Johns-Manville Acoustical Materials and Sound Control Experience. In this studio, J-M Transite Panels were used on ceiling and wall areas.



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## FCC Rules & Regulations (Continued)

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.

### BROADCASTS BY CANDIDATES FOR PUBLIC OFFICE

§3.421 *General requirements.*—No station licensee is required to permit the use of its facilities by any legally qualified candidate for public office, but if any licensee shall permit any such candidate to use its facilities, it shall afford equal opportunities to all other such candidates for that office to use such facilities. *Provided*, That such licensee shall have no power of censorship over the material broadcast by any such candidate.

§3.422 *Definitions.*—A "legally qualified candidate" means any person who has publicly announced that he is a candidate for nomination by a convention of a political party or for nomination or election in a primary, special, or general election, municipal, county, state or national, and who meets the qualifications prescribed by the applicable laws to hold the office for which he is a candidate, so that he may be voted for by the electorate directly or by means of delegates or electors, and who

(a) has qualified for a place on the ballot or  
(b) is eligible under the applicable law to be voted for by sticker, by writing in his name on the ballot, or other method, and (1) has been duly nominated by a political party which is commonly known and regarded as such, or (2) makes a substantial showing that he is a *bona fide* candidate for nomination or office, as the case may be.

§3.423 *Rates and practices.*—The rates, if any, charged all such candidates for the same office shall be uniform and shall not be rebated by any means, directly or indirectly; no licensee shall make any discrimination in charges, practices, regulations, facilities, or services for or in connection with the service rendered pursuant to these rules, or make or give any preference to any candidate for public office or subject any such candidate to any prejudice or disadvantage; nor shall any licensee make any contract or other agreement which shall have the effect of permitting any legally qualified candidate for any public office to broadcast to the exclusion of other legally qualified candidates for the same public office.

§3.424 *Records; inspection.*—Every licensee shall keep and permit public inspection of a complete record of all requests for broadcast time made by or on behalf of candidates for public office, together with an appropriate notation showing the disposition made by the licensee of such requests, and the charges made, if any, if request is granted.

### Subpart D—Rules Governing Television Broadcast Station

§3.601 *Numerical designation of television channels.*—The channels or frequency bands set forth below are available for television broadcast stations.

Channel No.	Megacycles	Channel No.	Megacycles
1.....	44-50	8.....	180-186
2.....	54-60	9.....	186-192
3.....	60-66	10.....	192-198
4.....	66-72	11.....	198-204
5.....	72-78	12.....	204-210
6.....	78-84	13.....	210-216
7.....	174-180		

§3.602 *Sharing of Television Channels.*—Channels 1 through 5 and 7 through 13 are available for assignment to radio services other than television upon a showing that no mutual interference will result.

§3.603 *Community stations.*—(a) A Community station is designed primarily for rendering service to the smaller metropolitan districts or principal cities. Television channel No. 1 is assigned exclusively for Community stations. Channels 2 to 13, inclusive, can also be used for Community stations provided such use complies with Section 3.606.

(b) The power of a Community station may not exceed an effective radiated peak power of 1 kilowatt. The maximum antenna height for such stations shall be 500 feet above the average terrain as determined by methods prescribed in the Standards of Good Engineering Practice concerning Television Broadcast Stations.

(c) The main studio of a Community station shall be located in the city or town served and the transmitter shall be located as near the center of the city as practicable.

§3.604 *Metropolitan stations.*—(a) Metropolitan stations may be assigned to television channels 2 through 13, both inclusive. They are designed primarily to render service to a single metropolitan district or a principal city and to the rural area surrounding such metropolitan district or principal city.

(b) Metropolitan stations are limited to a maximum of 50 kilowatts effective radiated peak power with antenna having a height of 500 feet above the average terrain, as determined by the methods prescribed in Standards of Good Engineering Practice concerning television broadcast stations. Where higher antenna heights are available, they should be used but in such cases the Commission may authorize less than 50 kilowatts effective radiated peak power so that the coverage (within the 5000 uv/m contour) shall be substantially similar to that which would be provided by 50 kilowatts effective radiated peak power and a 500 foot antenna. Where it is shown that an antenna height of 500 feet is not available, the Commission may authorize the use of a lower height antenna but will not permit an increase in radiated power in excess of 50 kilowatts. The service area of Metropolitan stations will not be protected beyond the 5000 uv/m contour and

such stations will be located in such a manner as to insure, insofar as possible, a maximum of television service to all listeners, whether urban or rural.

(c) The main studio for Metropolitan stations shall be located in the city or metropolitan district with which the station is associated and the transmitter should be located so as to provide the maximum service to the city or metropolitan district served.

§3.605 *Rural stations.*—(a) Licensees of Metropolitan stations or applicants who desire to qualify as licensees of Rural stations must make a special showing to the Commission that they propose to serve an area more extensive than that served by a Metropolitan station and that the additional area proposed to be served is predominantly rural in character. In addition, a showing must be made that such use of the channel will not cause objectionable interference to other television stations or prevent the assignment of other television stations where there is reasonable evidence of the probability of such station being located in the future.

(b) Channels 2 through 13 are available for assignment to Rural stations. The service area of Rural stations will be determined by the Commission.

(c) The main studio of Rural stations shall be located within the 500 uv/m contour.

§3.606 *Table Showing Allocation of Television Channels to Metropolitan Districts in the United States.*—(a) The table below sets forth the channels which are available for the areas indicated. The table below will be revised from time to time depending upon the demand for television stations which may exist in the various cities. Where it is desired to use a different channel in any such area, or to use one of the channels in another area conflicting therewith, it must be shown that public interest, convenience, or necessity will be better served thereby than by the allocation set forth in the table.

(b) Only the first 140 metropolitan districts are listed in the table below. Stations in other metropolitan or city areas not listed in the table will not be assigned closer than 150 miles on the same channel or 75 miles on adjacent channels, except upon an adequate showing that public interest, convenience, or necessity would be better served thereby or that by using lower power or by other means equivalent protection is provided.

(c) Persons desiring to enter into a voluntary sharing arrangement of a television channel may file application therefor with the Commission pursuant to the provisions of Section 3.661 (c).

[Editor's Note: Complete log of television allocations to districts on page 502.]

### RULES GOVERNING ADMINISTRATIVE PROCEDURE

§3.611 *Application for television stations.*—Each applicant for a construction permit for a new television broadcast station, change in facilities of any existing television broadcast station, or television station license or modification of license shall file with the Commission in Washington, D. C., three copies of applications on the appropriate form designated by the Commission and a like number of exhibits and other papers incorporated therein and made a part thereof. Only the original copy need be sworn to. If the application is for a construction permit for a new television station, Form FCC No. 830 should be filed; for a television station license, Form FCC No. 331 should be filed; and for modification of a television station license or for change in facilities of an existing television station, Form FCC No. 333 should be filed.

§3.612 *Full disclosures.*—Each application shall contain full and complete disclosures with regard to the real party or parties in interest, and their legal, technical, financial, and other qualifications, and as to all matters and things required to be disclosed by the application forms.

§3.613 *Installation or removal of apparatus.*—Applications for constructor permit or modification thereof, involving removal of existing transmitting apparatus and/or installation of new transmitting apparatus, shall be filed at least 60 days prior to the contemplated removal and/or installation.

§3.614 *Period of construction.*—Each construction permit will specify a maximum of 60 days from the date of granting thereof as the time within which construction of the station shall begin, and a maximum of six months thereafter as the time within which construction shall be completed and the station ready for operation, unless otherwise determined by the Commission upon proper showing in any particular case.

§3.615 *Forfeiture of construction permits: extension of time.*—(a) A construction permit shall be automatically forfeited if the station is not ready for operation within the time specified therein or within such further time as the Commission may have allowed for completion, and a notation of the forfeiture of any construction permit under this provision will be placed in the records of the Commission as of the expiration date.

(b) An application (Form FCC No. 701) for extension of time within which to construct a station shall be filed at least thirty days prior to the expiration date of such permit if the facts supporting such application for extension are known to the applicant in time to permit such filing. In other cases such applications will be accepted upon a showing satisfactory to the Commission of sufficient reasons for filing within less than thirty days prior to the expiration date. Such applications will be granted upon a specific and detailed showing that the failure to complete was due to causes not under the control of the grantee, or upon a specific and detailed showing of other matters sufficient to justify the extension.

§3.616 *Equipment tests and proof of performance.*—(a) Upon completion of construction of a television station in exact accordance with the terms of the construction permit, the technical provisions of the application therefor and the rules and regulations and standards of good engineering practice governing television stations and prior to filing of application for license, the permittee is authorized to test the equipment for a period not to exceed 90 days: *Provided*, that the inspector in charge of the district in which the station is located and the Commission are notified 2 days in advance of the beginning of tests.

(b) The Commission may notify the permittee to conduct no tests or may cancel, suspend, or change the date of beginning for the period of such tests as and when such action may appear to be in the public interest, convenience, and necessity.

(c) Within the 90-day period prescribed by this section for equipment tests, field intensity measurements in accordance with the methods prescribed in the Standards of Good Engineering Practice Concerning Television Broadcast Stations shall be submitted to the Commission. The Commission may grant extensions of time upon showing of reasonable need therefor.

§3.617 *Program tests.*—(a) When construction and equipment tests are completed in exact accordance with the terms of the construction permit, the technical provisions of the application therefor, and the rules and regulations and standards of good engineering practice governing television stations, and after an application for station license has been filed with the Commission showing the equipment to be in satisfactory operating condition, the permittee is authorized to conduct program tests in exact accordance with the terms of the construction

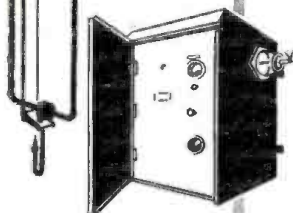
(Continued on page 484)

# DIRECTIONAL ANTENNA EQUIPMENT FOR AM THE NEW "ISO-COUPLER" FOR FM

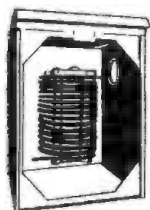
## OTHER BROADCAST PRODUCTS



Adjustable,  
Shielded  
Sampling Loop



Coupling Unit



Isolation Filter



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Open Wire  
Transmission  
Line Support



# JOHNSON

*a famous name in Radio*

Illustrated is a new phasing unit recently shipped to W G A C, Augusta, Georgia for use with their new 5 KW RCA transmitter. W G A C was the 60th station to choose JOHNSON for their directional system. This impressive total is growing at an accelerated clip—it's based on definite advantages. Your JOHNSON equipment will be more efficient because it is designed especially for your antenna system. Because it is not a "packaged" unit intended to solve everyone's problems there will be no unused components, nor will you have to add a few to meet your particular needs. JOHNSON-built cabinets will match the style and finish of your transmitter. Standardization is employed where it will not impair efficiency. For instance 90% of the major components are of standard design, and manufactured by JOHNSON. This permits an even flow of parts to your assembly job and careful control of their quality by JOHNSON engineers. No name of better reputation can appear on your phasing and antenna coupling units.

## SAVE THE COST OF A SEPARATE FM TOWER!

If you are going to add FM to your existing AM facilities, quite likely you've looked at the price of a tower and wondered if the new antenna can go on top of an AM radiator. If the location is suitable and it's structurally possible, the answer is, it can and you'll never turn an easier several thousand dollars your way. The JOHNSON ISO-COUPLER announced in March of 1946 was the first commercial equipment offered to properly handle the two systems on one structure. It's designed for power up to and including 50 KW AM, and 10 KW FM. A heavy, weatherproof cabinet does away with the need of routine cleaning and uncertainties inherent in equipment exposed to the weather.

## ONLY THE "ISO-COUPLER" OFFERS ALL OF THESE ADVANTAGES

1. Completely isolates AM and FM—no interaction possible.
2. Can be furnished with correcting network so that installation does not affect adjustment of present antenna coupling or directional equipment.
3. Easy to install and adjust.
4. Adjustments are efficient, broad, stable, and not affected by climatic changes.
5. Adjustments are possible at any time without disturbing coaxial lines.
6. Optimum impedance match possible for any FM frequency for 51.5 ohm line.
7. Standing wave ratio up to 2 caused by antenna can be eliminated between Iso-Coupler and transmitter.
8. Iso-Coupler can be used with any size and length of RMA standard FM line and any type of end terminal.
9. Coaxial line between Iso-Coupler and antenna can be fastened directly to AM tower, eliminating expensive line insulators and replacements.
10. Pressurizing maintenance independent of electrical adjustment.

The first ISO-COUPLER has already given many months of satisfactory service and we're in steady production.

Write to Department A for free Johnson literature today.

E. F. JOHNSON COMPANY • WASECA, MINNESOTA



## FCC Rules & Regulations (Continued)

permit for a period not to exceed 30 days: *Provided*, That the inspector in charge of the district in which the station is located and the Commission are notified 2 days in advance of the beginning of such tests.

(b) The Commission reserves the right to cancel such tests or suspend, or change the date of beginning for the period of such tests as and when such action may appear to be in the public interest, convenience, and necessity by notifying the permittee.

(c) The authorization for tests embodied in this section or Section 3.616 shall not be construed as constituting a license to operate but as a necessary part of the construction.

**§3.618 Normal license period.**—All television broadcast station licenses will be issued so as to expire at the hour of 3 a.m. E.S.T. and will be issued for a normal license period of 1 year.

**§3.619 License, simultaneous modification and renewal.**—When an application is granted by the Commission necessitating the issuance of a modified license less than 60 days prior to the expiration date of the license sought to be modified, and an application for renewal of said license is granted subsequent or prior thereto (but within 30 days of expiration of the present license) the modified license as well as the renewal license shall be issued to conform to the combined action of the Commission.

**§3.620 Renewal of license.**—(a) Unless otherwise directed by the Commission, each application for renewal of a television station license shall be filed at least 60 days prior to the expiration date of the license sought to be renewed (Form FCC No. 311). No application for renewal of license of a television broadcast station will be considered unless there is on file with the Commission, the information currently required by Section 1.301-1.304 reference to which by date and file number shall be included in the application.

(b) Whenever the Commission regards an application for a renewal of a television station license as essential to the proper conduct of a hearing or investigation, and specifically directs that it be filed by a certain date, such application shall be filed within the time thus specified. If the licensee fails to file such application within the prescribed time, the hearing or investigation shall proceed as if such renewal application had been received.

**§3.621 Temporary extension of station licenses.**—Where there is pending before the Commission any application, investigation, or proceeding which, after hearing, might lead to or make necessary the modification of, revocation of, or the refusal to renew an existing television license, the Commission may, in its discretion, grant a temporary extension of such license: *Provided, however*, That no such temporary extension shall be construed as a finding by the Commission that the operation of any radio station thereunder will serve public interest, convenience, and necessity beyond the express terms of such temporary extension of license: *And provided further*, That such temporary extension of license will in no wise affect or limit the action of the Commission with respect to any pending application or proceeding.

**§3.622 Repetitious applications.**—(a) Where an applicant has been afforded an opportunity to be heard with respect to a particular application for a new television broadcast station, or for change of existing service or facilities, and the Commission has, after hearing or default, denied the application or dismissed it with prejudice, the Commission will not consider another application for a station of the same class to serve in whole or in part the same area, by the same applicant or by his successor or assignee, or on behalf of or for the benefit of the original parties in interest, until after the lapse of 12 months from the effective date of the Commission's order.

(b) Where an appeal has been taken from the action of the Commission in denying a particular application, another application for the same class of broadcast station and for the same area, in whole or in part, filed by the same applicant or by his successor or assignee, or on behalf of or for the benefit of the original parties in interest, will not be considered until the final disposition of such appeal.

**§3.623 Assignment or transfer of control.**—(a) *Voluntary*: Application for consent to voluntary assignment of a television station construction permit or license or for consent to voluntary transfer of control of a corporation holding a television station construction permit or license shall be filed with the Commission on Form FCC No. 314 (assignment of license) or Form FCC No. 315 (transfer of control) at least 60 days prior to the contemplated effective date of assignment or transfer of control.

(b) *Involuntary*: In the event of the death or legal disability of a permittee or licensee, or a member of a partnership, or a person directly or indirectly in control of a corporation, which is a permittee or licensee:

(1) the Commission shall be notified in writing promptly of the occurrence of such death or legal disability, and

(2) within thirty days after the occurrence of such death or legal disability, application on Form FCC No. 314 or 315 shall be filed for consent to involuntary assignment of such television station permit or license or for involuntary transfer of control of such corporation to a person or entity legally qualified to succeed to the foregoing interests under the laws of the place having jurisdiction over the estate involved.

### RULES RELATING TO LICENSING POLICIES

**§3.631 Exclusive affiliation of station.**—No license shall be granted to a television broadcast station having any contract, arrangement, or understanding, express or implied with a network organization<sup>1</sup> under which the station is prevented or hindered from, or penalized for, broadcasting the programs of any other network organization.

**§3.632 Territorial exclusivity.**—No license shall be granted to a television broadcast station having any contract, arrangement, or understanding, express or implied, with a network organization which prevents or hinders another broadcast station serving substantially the same area from broadcasting the network's programs not taken by the former station, or which prevents or hinders another broadcast station serving a substantially different area from broadcasting any program of the network organization. This regulation shall not be construed to prohibit any contract, arrangement, or understanding between a station and a network organization pursuant to which the station is granted the first call in its primary service area upon the programs of the network organization.

**§3.633 Term of affiliation.**—No license shall be granted to a television broadcast station having any contract, arrangement, or understanding, express or implied, with a network organization which provides, by original terms,

<sup>1</sup> The term "network organization" as used herein includes national and regional network organizations. See Chapter VII, J, of Report on Chain Broadcasting.

provisions for renewal, or otherwise for the affiliation of the station with the network organization for a period longer than two years: *Provided*, that a contract, arrangement, or understanding for a period up to two years, may be entered into within six months prior to the commencement of such period.

**§3.634 Option time.**—No license shall be granted to a television broadcast station which options<sup>2</sup> for network programs any time subject to call on less than 56 days' notice, or more time than a total of three hours<sup>3</sup> within each of four segments of the broadcast day, as herein described. The broadcast day is divided into 4 segments, as follows: 8:00 a.m. to 1:00 p.m.; 1:00 p.m. to 6:00 p.m.; 6:00 p.m. to 11:00 p.m.; 11:00 p.m. to 8:00 a.m.<sup>4</sup> Such options may not be exclusive as against other network organizations and may not prevent or hinder the station from optioning or selling any or all of the time covered by the option, or other time, to other network organizations.

**§3.635 Right to reject programs.**—No license shall be granted to a television broadcast station having any contract, arrangement, or understanding, express or implied, with a network organization which (a), with respect to programs offered pursuant to an affiliation contract, prevents or hinders the station from rejecting or refusing network programs which the station reasonably believes to be unsatisfactory or unsuitable; or which (b), with respect to network programs so offered or already contracted for, prevents the station from rejecting or refusing any program which, in its opinion, is contrary to the public interest, or from substituting a program of outstanding local or national importance.

**§3.636 Network ownership of stations.**—No license shall be granted to a network organization, or to any person directly or indirectly controlled by or under common control<sup>5</sup> of a network organization, for a television broadcast station in any locality where the existing television broadcast stations are so few or of such unequal desirability (in terms of coverage, power, frequency, or other related matters) that competition would be substantially restrained by such licensing.

**§3.637 Dual network operation.**—No license shall be issued to a television broadcast station affiliated with a network organization which maintains more than one network of television broadcast stations: *Provided*, that this regulation shall not be applicable if such networks are not operated simultaneously, or if there is no substantial overlap in the territory served by the group of stations comprising each such network.

**§3.638 Control by networks of station rates.**—No license shall be granted to a television broadcast station having any contract, arrangement, or understanding, express or implied with a network organization under which the station is prevented or hindered from, or penalized for, fixing or altering its rates for the sale of broadcast time for other than the network's programs.

**§3.639 Use of common antenna site.**—No television license or renewal of a television license will be granted to any person who owns, leases, or controls a particular site which is peculiarly suitable for television broadcasting in a particular area and (a) which is not available for use by other television licensees; and (b) no other comparable site is available in the area; and (c) where the exclusive use of such site by the applicant or licensee would unduly limit the number of television stations that can be authorized in a particular area or would unduly restrict competition among television stations.

**§3.640 Multiple ownership.**—(a) No person (including all persons under common control)<sup>6</sup> shall, directly or indirectly, own, operate, or control more than one television broadcast station that would serve substantially the same service area as another television broadcast station owned, operated, or controlled by such person.

(b) No person (including all persons under common control) shall, directly or indirectly, own, operate, or control more than one television broadcast station, except upon a showing (1) that such ownership, operation, or control would foster competition among television broadcast stations or provide a television broadcasting service distinct and separate from existing services, and (2) that such ownership, operation, or control would not result in the concentration of control of television broadcasting facilities in a manner inconsistent with public interest, convenience, or necessity; provided, however, that the Commission will consider the ownership, operation, or control of more than five television broadcast stations to constitute the concentration of control of television broadcasting facilities in a manner inconsistent with public interest, convenience, or necessity.

### RULES RELATING TO EQUIPMENT

**§3.651 Transmitter power.**—The rated power and operating power range of transmitters shall be in accordance with the Standards of Good Engineering Practice concerning Television Broadcast Stations.

**§3.652 Frequency monitors.**—The licensee of each television broadcast station shall have in operation at the transmitters frequency monitors independent of the frequency control of the transmitters.

**§3.653 Modulation monitors.**—The licensee of each television broadcast station shall have in operation at the transmitter a modulation monitor for the aural transmitter. There shall also be sufficient monitoring equipment for the visual signal to determine that the signal complies with the Standards of Good Engineering Practice concerning Television Broadcast Stations.

**§3.654 Required transmitter performance.**—The construction, installation, operation, and performance of the television broadcast transmitter system shall be in accordance with the Standards of Good Engineering Practice concerning Television Broadcast Stations.

**§3.655 Auxiliary transmitter.**—Upon showing that a need exists for the use of auxiliary transmitters in addition to the regular transmitters of a television station, a license therefor may be issued provided that:

<sup>2</sup> As used in this section, an option is any contract, arrangement, or understanding, express or implied, between a station and a network organization which prevents or hinders the station from scheduling programs before the network agrees to utilize the time during which such programs are scheduled, or which requires the station to clear time already scheduled when the network organization seeks to utilize the time.

<sup>3</sup> All time options permitted under this section must be specified clock hours, expressed in terms of any time system set forth in the contract agreed upon by the station and network organization. Shifts from daylight saving to standard time or vice versa may or may not shift the specified hours correspondingly as agreed by the station and network organization.

<sup>4</sup> These segments are to be determined for each station in terms of local time at the location of the station but may remain constant throughout the year regardless of shifts from standard to daylight saving time or vice versa.

<sup>5</sup> The word "control" as used herein, is not limited to full control, but includes such a measure of control as would substantially affect the availability of the station to other networks.

<sup>6</sup> The word "control" as used herein is not limited to majority stock ownership, but includes actual working control in whatever manner exercised.

(Continued)

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## FCC Rules & Regulations (Continued)

(a) Auxiliary transmitters may be installed either at the same location as the main transmitter or at another location.

(b) A licensed operator shall be in control whenever auxiliary transmitters are placed in operation.

(c) The auxiliary transmitters shall be maintained so that they may be put into immediate operation at any time for the following purposes:

(1) The transmission of the regular programs upon the failure of the main transmitters.

(2) The transmission of regular programs during maintenance or modification<sup>1</sup> work on the main transmitters necessitating discontinuance of its operation for a period not to exceed five days.

(3) Upon request by a duly authorized representative of the Commission.

(d) The auxiliary transmitters shall be tested at least once each week to determine that it is in proper operating condition and that it is adjusted to the proper frequency, except that in case of operation in accordance with paragraph (c) of this section during any week, the test in that week may be omitted provided the operation under paragraph (c) is satisfactory. A record shall be kept of the time and result of each test operating under paragraph (c).

(e) The auxiliary transmitters shall be equipped with satisfactory control equipment which will enable the maintenance of the frequency emitted by the station within the limits prescribed by these regulations.

(f) The operating power of an auxiliary transmitter may be less than the authorized power of the main transmitters, but in no event shall it be greater than such power.

**§3.656 Alternate main transmitters.**—The licensee of a television broadcast station may be licensed for alternate main transmitters provided that a technical need for such alternate transmitters is shown and that the following conditions are met:

(a) Both transmitters are located at the same place.

(b) Both transmitters shall have the same power rating.

(c) Both transmitters shall meet the construction, installation, operation, and performance requirements of the Standards of Good Engineering Practice concerning Television Broadcast Stations.

**§3.657 Change in equipment and antenna system.**—Licensees of television broadcast stations shall observe the following provisions with regard to change in equipment and antenna system:

(a) No changes in equipment shall be made:

(1) That would result in the emission of signals outside of the authorized channel.

(2) That would result in the external performance of the transmitter being in disagreement with that prescribed in the Standards of Good Engineering Practice concerning Television Broadcast Stations.

(b) Specific authority, upon filing formal application (Form FCC No. 333) therefor, is required for a change in service area or for any of the following changes:

(1) Changes involving an increase or decrease in the power rating of the transmitters.

(2) A replacement of the transmitters as a whole.

(3) Change in the location of the transmitting antenna.

(4) Change in antenna system, including transmission line.

(5) Change in location of main studio, if it is proposed to move the main studio to a different city from that specified in the license.

(6) Change in the power delivered to the antenna.

(7) Change in frequency control and/or modulation system.

(c) Specific authority, upon filing *informal* request therefor, is required for a change in the indicating instruments installed to measure transmitter power output, except by instruments of the same maximum scale reading and accuracy.

(d) Other changes, except as above provided for in this section or in Standards of Good Engineering Practice concerning Television Broadcast Stations prescribed by the Commission may be made at any time without the authority of the Commission, provided that the Commission shall be promptly notified thereof and such changes shall be shown in the next application for renewal of license.

### RULES RELATING TO TECHNICAL OPERATION

**§3.661 Time of operation.**—(a)<sup>2</sup> All television broadcast stations will be licensed for unlimited time operation. Each licensed television station shall maintain a regular program operating schedule of not less than 2 hours in any given broadcast day, and it shall render not less than 23 hours program service per week. In an emergency, however, when due to causes beyond the control of a licensee, it becomes impossible to continue operation, the station may cease operation for a period not to exceed 10 days, provided that the Commission and the Inspector in Charge of the radio district in which the station is located shall be notified in writing immediately after the emergency develops.

(b) The aural transmitter of a television broadcast station shall not be operated separately from the visual transmitter except for experimental or test purposes, and for purposes incidental to or connected with the operation of the visual transmitter.

(c) Persons desiring to enter into a voluntary sharing arrangement of a television channel may file application therefor with the Commission. Copies of the time-sharing agreement should be filed with the application.

**§3.662 Experimental operation.**—Television broadcast stations may conduct technical experimentation directed to the improvement of technical phases of operation and for such purposes may utilize a signal other than the standard television signal subject to the following conditions:

(a) That the licensee complies with the provisions of section 3.661 with regard to the minimum number of hours of transmission with a standard television signal.

(b) That no transmissions are radiated outside of the authorized channel and subject to the condition that no interference is caused to the transmissions of a standard television signal by other television broadcast stations.

(c) No charges either direct or indirect shall be made by the licensee of a television broadcast station for the production or transmission of programs when conducting technical experimentation.

**§3.663 Station inspection.**—The licensee of any television broadcast station shall make the station available for inspection by representatives of the Commission at any reasonable hour.

**§3.664 Station license, posting of.**—The original of each station license shall be posted in the transmitter room.

**§3.665 Operator requirements.**—One or more licensed radio-telephone first

<sup>1</sup> This includes the equipment changes which may be made without authority as set forth elsewhere in the Rules and Regulations and the Standards of Good Engineering Practice or as authorized by the Commission by letter or by construction permit. Where such operation is required for periods in excess of 5 days, request therefor shall be in accordance with section 1.365.

<sup>2</sup> The requirements of Section 3.661(a) are waived until March 31, 1947.

class operators shall be on duty at the place where the transmitting apparatus of each station is located and in actual charge thereof whenever it is being operated. The original license (Form FCC No. 759) of each station operator shall be posted at the place where he is on duty. The licensed operator on duty and in charge of a television broadcast transmitter may, at the discretion of the licensee, be employed for other duties or for the operation of another station or stations in accordance with the class of operator's license which he holds and by the rules and regulations governing such stations. However, such duties shall in no wise interfere with the operation of the broadcast transmitter.

**§3.666 Operating power: how determined.**—The operating power, and the requirements for maintenance thereof, of each television broadcast station shall be determined by the methods prescribed in the Standards of Good Engineering Practice concerning Television Broadcast Stations.

**§3.667 Modulation.**—The percentage of modulation of the aural transmissions shall be maintained as high as possible consistent with good quality of transmission and good broadcast practice and in no case less than 85 per cent nor more than 100 per cent on peaks of frequent recurrence during any selection which normally is transmitted at the highest level of the program under consideration.

**§3.668 Frequency Tolerance.**—The operating frequencies of the aural and visual transmitters of a television broadcast station shall be maintained within .002% of the assigned frequencies.

**§3.669 Inspection of tower lights and associated control equipment.**—The licensee of any television station which has an antenna or antenna supporting structure(s) required to be illuminated pursuant to the provisions of section 303(q) of the Communications Act of 1934, as amended:

(a) Shall make a visual observation of the tower lights at least once each 24 hours to insure that all such lights are functioning properly as required.

(b) Shall report immediately by telephone or telegraph to the nearest Airways Communication Station or office of the Civil Aeronautics Administration any observed failure of the tower lights, not corrected within 30 minutes, regardless of the cause of such failure. Further notification by telephone or telegraph shall be given immediately upon resumption of the required illumination.

(c) Shall inspect at intervals of at least once each 3 months all flashing or rotating beacons and automatic lighting control devices to insure that such apparatus is functioning properly as required.

### OTHER RULES RELATING TO OPERATION

**§3.681 Logs.**—The licensee of each television station shall maintain program and operating logs and shall require entries to be made as follows:

(a) In the program log:

(1) An entry of the time each station identification announcement (call letters and location) is made.

(2) An entry briefly describing each program broadcast, such as "music," "drama," "speech," etc., together with the name or title thereof and the sponsor's name, with the time of the beginning and ending of the complete program. If a mechanical reproduction, either visual or aural, is used, the entry shall show the exact nature thereof, and the time it is announced as a mechanical reproduction. If a speech is made by a political candidate, the name and political affiliations of such speaker shall be entered.

(3) An entry showing that each sponsored program broadcast has been announced as sponsored, paid for, or furnished by the sponsor.

(4) An entry showing, for each program of network origin, the name of the network originating the program.

(b) In the operating log:

(1) An entry of the time the station begins to supply power to the antenna, and the time it stops.

(2) An entry of the time the program begins and ends.

(3) An entry of each interruption to the carrier wave, its cause, and duration.

(4) An entry of the following each 30 minutes:

(i) Operating constants of last radio stage of the aural transmitter (total plate current and plate voltage).

(ii) Transmission line current or voltage of both transmitters.

(iii) Frequency monitor reading.

(5) Log of experimental operation during experimental period (if regular operation is maintained during this period, the above logs shall be kept).

(i) A log must be kept of all operation during the experimental period. If the entries required above are not applicable thereto, then the entries shall be made so as to fully describe the operation.

(c) Where an antenna or antenna supporting structure(s) is required to be illuminated, the licensee shall make entries in the radio station log appropriate to the requirements of section 3.669 as follows:

(1) The time the tower lights are turned on and off if manually controlled.

(2) The time the daily visual observation of the tower lights was made.

(3) In the event of any observed failure of a tower light.

(i) Nature of such failure.

(ii) Time the failure was observed.

(iii) Time and nature of the adjustments, repairs or replacements made.

(iv) Airways Communication Station (C.A.A.) notified of the failure of any tower light not corrected within thirty minutes and the time such notice was given.

(v) Time notice was given to the Airways Communication Station (C.A.A.) that the required illumination was resumed.

(4) Upon completion of the periodic inspection required at least once each three months.

(i) The date of the inspection and the condition of all tower lights and associated tower lighting control devices.

(ii) Any adjustments, replacements or repairs made to insure compliance with the lighting requirements.

**§3.682 Logs, retention of.**—Logs of television broadcast stations shall be retained by the licensee for a period of 2 years. However, logs incident to or involved in any claim or complaint of which the licensee has notice shall be retained by the licensee until such claim or complaint has been fully satisfied or until the same has been barred by statute limiting the time for the filing of suits upon such claims.

**§3.683 Logs, by whom kept.**—Each log shall be kept by the person or persons competent to do so, having actual knowledge of the facts required, who shall sign the log when starting duty and again when going off duty. The logs shall be made available upon request by an authorized representative of the Commission.

**§3.684 Log form.**—The log shall be kept in an orderly manner, in suitable form, and in such detail that the data required for the particular class of station concerned are readily available. Key letters or abbreviations may be used if proper meaning or explanation is contained elsewhere in the log.

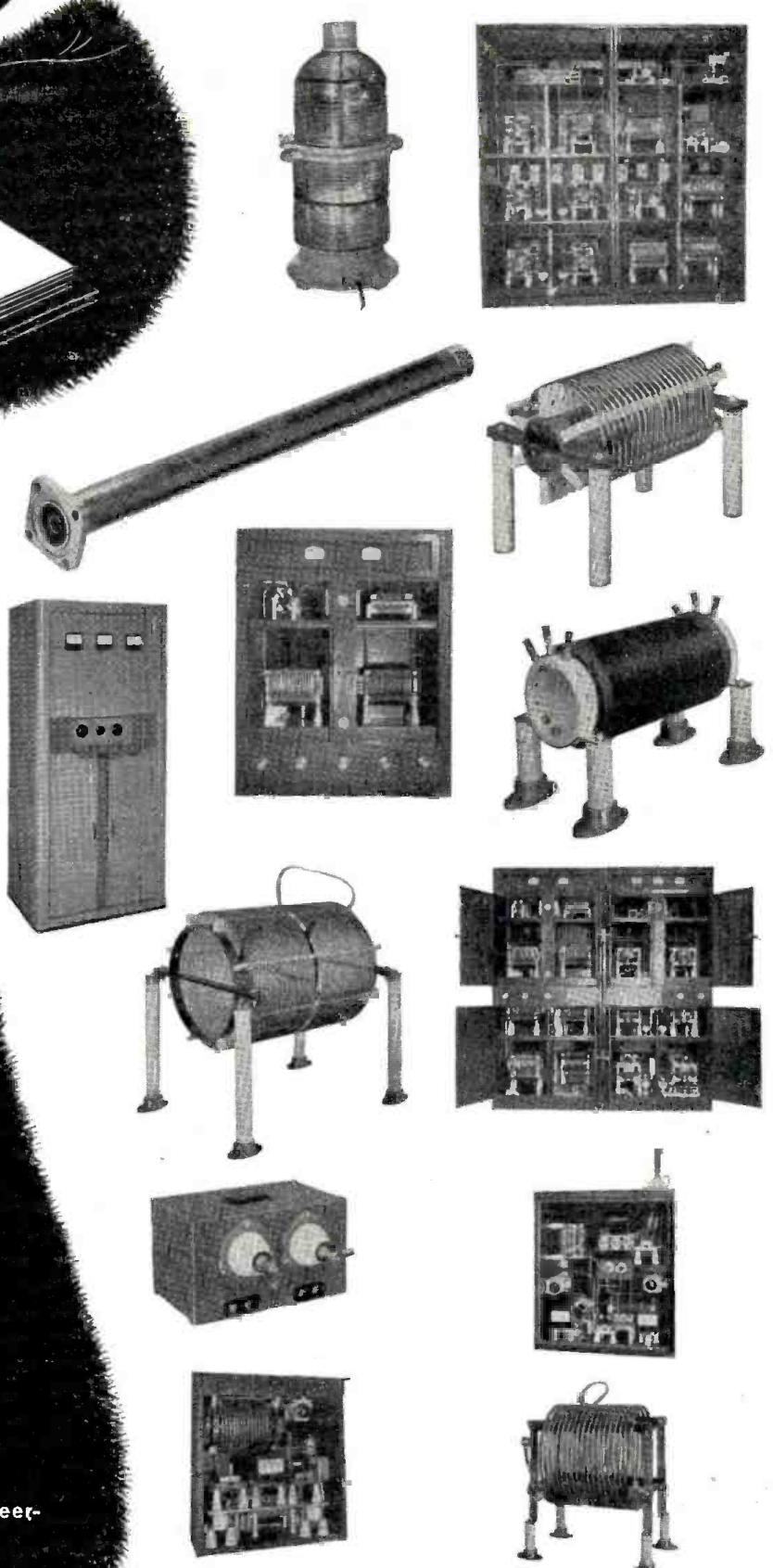
**§3.685 Correction of logs.**—No log or portion thereof shall be erased, obliterated,

(Continued)



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## FCC Rules & Regulations (Continued)

erated, or wilfully destroyed within the period of retention provided by the rules. Any necessary correction may be made only by the person originating the entry who shall strike out the erroneous portion, initial the correction made, and indicate the date of correction.

**§3.686 Rough logs.**—Rough logs may be transcribed into condensed form, but in such case, the original log or memoranda and all portions thereof shall be preserved and made a part of the complete log.

**§3.687 Station identification.**—(a) A licensee of a television broadcast station shall make station identification announcement (call letters and location), at the beginning and ending of each time of operation and during the operation on the hour. The announcement at the beginning and ending of each time of operation shall be by both aural and visual means. Other announcements may be by either aural or visual means.

(b) Identification announcements during operation need not be made when to make such announcement would interrupt a single consecutive speech, play, religious service, symphony concert, or any type of production. In such cases the identification announcement shall be made at the first interruption of the entertainment continuity and at the conclusion thereof.

**§3.688 Mechanical reproductions.**—(a) Each program which consists in whole or in part of one or more mechanical reproductions, either visual or aural, shall be accompanied by an appropriate announcement to that effect either at the beginning or end of such reproduction or at the beginning or end of the program in which such reproduction is used. No such announcement shall be required where a mechanical reproduction is used for background music, sound effects, station identification, program identification (theme music of short duration) or identification of sponsorship of the program proper.

(b) The exact form of identifying announcement is not prescribed, but the language shall be clear and in terms commonly used and understood. The licensee shall not attempt affirmatively to create the impression that any program being broadcast by mechanical reproduction consists of live talent.

**§3.689 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 films, 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 films, 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 television broadcast 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.

**§3.690 Broadcasts by candidates for public office.**—(a) *Legally qualified candidate.*—A "legally qualified candidate" means any person who has publicly announced that he is a candidate for nomination by a convention of a political party or for nomination or election in a primary, special, or general election, municipal, county, state or national, and who meets the qualifications prescribed by the applicable laws to hold the office for which he is a candidate, so that he may be voted for by the electorate, directly or by means of delegates or electors, and who

(1) has qualified for a place on the ballot or

(2) is eligible under the applicable law to be voted for by sticker, by writing in his name on the ballot, or other method, and (i) has been duly nominated by a political party which is commonly known and regarded as such, or (ii) makes a substantial showing that he is a *bona fide* candidate for nomination or office, as the case may be.

(b) *General requirements.*—No station licensee is required to permit the use of its facilities by any legally qualified candidate for public office, but if any licensee shall permit any such candidate to use its facilities, it shall afford equal opportunities to all other such candidates for that office to use such facilities. *Provided*, That such licensee shall have no power of censorship over the material broadcast by any such candidate.

(c) *Rates and practices.*—The rates, if any, charged all such candidates for the same office shall be uniform and shall not be rebated by any means, directly or indirectly; no licensee shall make any discrimination in charges, practices, regulations, facilities, or services for or in connection with the service rendered pursuant to these rules, or make or give any preference to any candidate for public office or subject any such candidate to any prejudice or disadvantage; nor shall any licensee make any contract or other agreement which shall have the effect of permitting any legally qualified candidate for any public office to broadcast to the exclusion of other legally qualified candidates for the same public office.

(d) *Inspection of records.*—Every licensee shall keep and permit public

inspection of a complete record of all requests for broadcast time made by or on behalf of candidates for public office, together with an appropriate notation showing the disposition made by the licensee of such requests, and the charges made, if any, if request is granted.

**§3.691 Rebroadcast.**—(a) The term "rebroadcast" means reception by radio of the program<sup>1</sup> of a radio station, and the simultaneous or subsequent retransmission of such program by a broadcast station. The broadcasting of a program relayed by a relay broadcast station or studio transmitter link is not considered a rebroadcast.

(b) The licensee of a television broadcast station may, without further authority of the Commission, rebroadcast the program of a United States television broadcast station, provided the Commission is notified of the call letters of each station rebroadcast and the licensee certifies that express authority has been received from the licensee of the station originating the program.<sup>2</sup>

(c) No licensee of a television broadcast station shall rebroadcast the program of any United States radio station not designated in (b) above without written authority having first been obtained from the Commission upon application (informal) accompanied by written consent or certification of consent of the licensee of the station originating the program.<sup>3</sup>

<sup>1</sup>As used in this section, program includes any complete program or part thereof.  
<sup>2</sup>The notice and certification of consent shall be given within three (3) days of any single rebroadcast, but in case of the regular practice of rebroadcasting certain programs of a television broadcast station several times during a license period, notice and certification of consent shall be given for the ensuing license period with the application for renewal of license, or at the beginning of such rebroadcast practice if begun during a license period.

<sup>3</sup>By Order No. 82, dated and effective June 24, 1941, until further order by the Commission, section 3.691(c) is suspended only insofar as it requires prior written authority of the Commission for the rebroadcasting of programs originated for that express purpose by United States Government radio stations.

## PART 4

### RULES GOVERNING EXPERIMENTAL FACSIMILE BROADCAST STATIONS DEFINITIONS AND ALLOCATION OF FREQUENCIES

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4.281	Station records.
4.282	Charges.
4.283	Station identification.
4.284	Rebroadcasts.

### RULES GOVERNING EXPERIMENTAL FACSIMILE BROADCAST STATIONS

§ 4.201 *Definition.*—The term "facsimile broadcast station" means a station licensed to transmit images of still objects for record reception by the general public.

§ 4.202 *Frequency assignment.*—(a) The band of frequencies between 470 and 480 megacycles is allocated for assignment to facsimile broadcast stations which will be licensed experimentally only.

(b) Other broadcast experimental frequencies may be assigned for the operation of an experimental facsimile broadcast station provided a sufficient need therefor is shown and no interference will be caused to established radio stations.

(c) One frequency only will be assigned to an experimental facsimile station from the band listed in paragraph (a) of this section. More than one frequency may be assigned under the provisions of paragraph (b) of this section if a need therefor is shown.

(d) Each applicant shall specify the maximum modulating frequencies proposed to be employed.

### RULES GOVERNING ADMINISTRATIVE PROCEDURE

§ 4.212 *Supplementary statements to be filed with application for construction permit.*—A supplementary statement shall be filed with and made a part of each application for construction permit for any experimental facsimile broadcast station confirming the applicant's understanding:

(1) That all operation upon the frequency requested is for experimental purposes only.

(2) That the frequency requested may not be the best suited to the particular experimental work to be carried on, and

(3) That the frequency requested need not be allocated for any service that may be developed as a result of the experimental operation.

(4) That any frequency which may be assigned is subject to change without advance notice or hearing.

(5) That any authorization issued pursuant to the application may be cancelled at any time without notice or hearing.

§ 4.213 *Supplemental report with renewal application.*—A supplemental report shall be filed with and made a part of each application for renewal of license and shall include statements of the following:

- (a) Number of hours operated for transmission of facsimile programs.
- (b) Comprehensive report of research and experimentation conducted.

(Continued on page 494)

# EVERY BROADCASTER WILL WANT TO READ THIS REPORT ON **FACSIMILE**

Every alert broadcaster will want first hand knowledge of how facsimile works, its possibilities, and its limitations. Alden has thought through the things you want to know about facsimile. For example, there are three types of recorders. Alden has made them simple, easy to use. The reactions that you get, and the field tests that you put out will be done under the most favorable conditions with Alden equipment.

If you are on the air with an FM station, or planning to build one, you owe it to yourself and to your investment to get the facts on facsimile. A visit to our Brockton plant is probably the only way you can be apprised of the great amount of thought that has gone into Alden equipment to meet the needs of your prospective listener and your operating staff.

## COSTS

*FOR A SMALL PERCENTAGE OF YOUR ORIGINAL STATION INVESTMENT YOU CAN INSTALL FACSIMILE TRANSMITTING EQUIPMENT.*

What is the future of facsimile? What does facsimile mean to you as a station operator? Eventually, it will give you an added source of revenue. You will be able to sell "after-hours" time. You will be able to sell those local retail advertisers who want visual presentation. Facsimile gives you an important medium for specialized promotion, for merchandising your own radio programs. It puts you in a strong competitive position.

## WHY YOU SHOULD ACT NOW

If you start now, you will be getting valuable experience in programming, in testing what the mass audience wants, in getting important technical background. This can be done at costs that make facsimile operation practical and immediate. 1947 and 1948 will be facsimile years, and it is not a bit too soon to get first hand experience in facsimile operation.

## WHAT ABOUT CIRCULATION?

Alden has given a great deal of thought to the ultimate viewer of facsimile programs. Thus Alden has been working on a practical, low cost method of reception. The Alden facsimile receiving unit can be operated from most any FM set now in operation as well as being adaptable to the FM sets now being manufactured. This additional service will be attractive to the set buyer. These units are designed with the utmost simplicity and convenience. What's more, larger receiving equipment can be placed in many strategic spots where the messages and photos transmitted will get mass circulation. You will want to study the Alden receiving and transmitting equipment on the following pages.

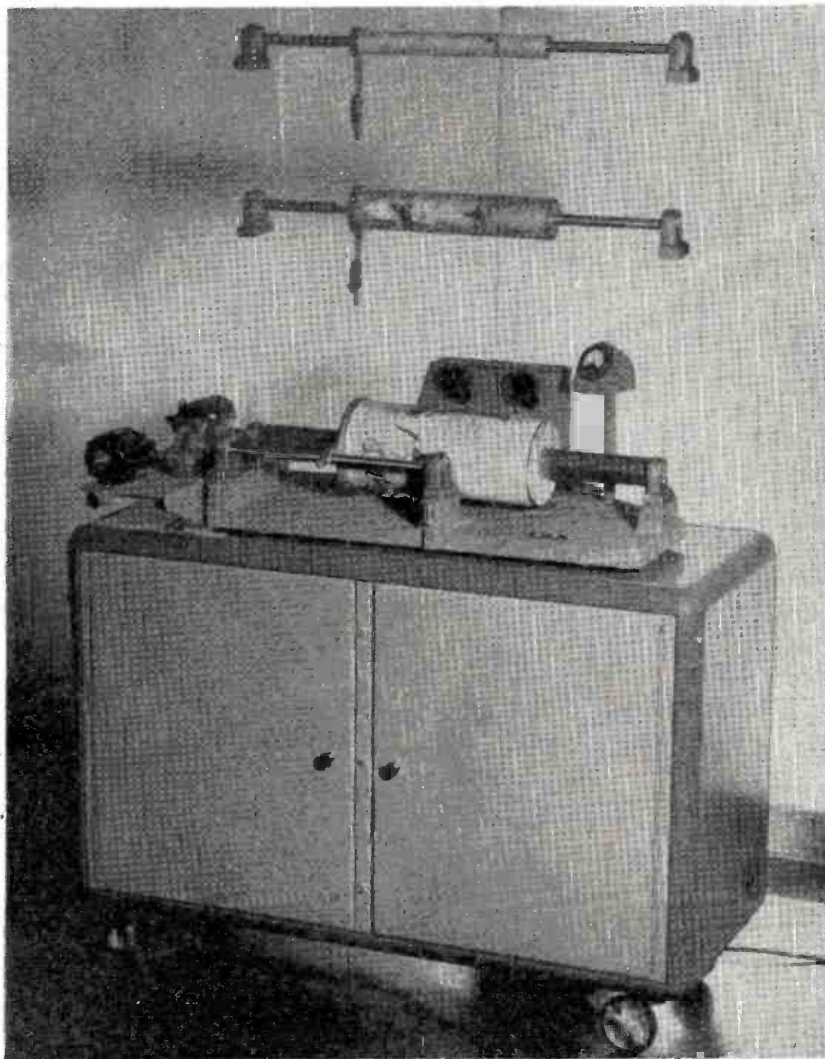


117 North Main Street, Brockton 64 FJ, Massachusetts

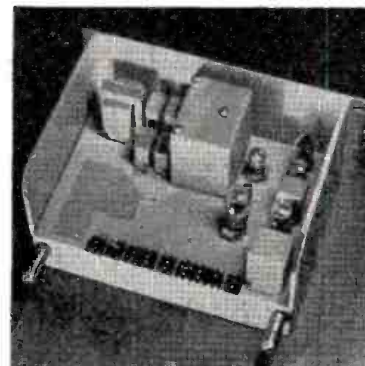


# Here is what you want

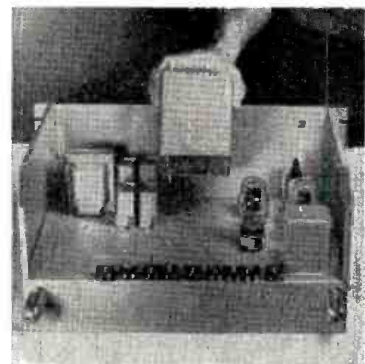
## FACSIMILE TRANSMI



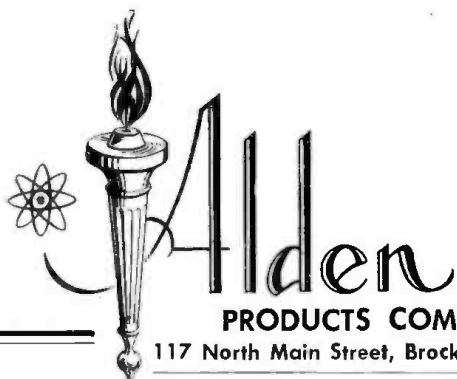
*Alden Universal Scanner transmitting 18 inch copy with pre-loaded drums ready for immediate changes to 4.1 inch or 8.2 inch copy transmission.*



*View of regulator chassis showing back connections with subcarrier oscillator in place.*



*Regulator chassis, indicating ease of replacement or substitution of subcarrier oscillator through plug-in construction.*



117 North Main Street, Brockton 64 FJ, Massachusetts

# to know about Alden TRANSMITTING EQUIPMENT

The Alden transmitting facsimile equipment is designed:

1. To be able to put out standard quality signals so that your tests with it will be conclusive.
2. To deliver equipment with the ruggedness to stand abuse and flexible enough to carry out various tests.
3. To make the equipment *interchangeable* so that improvements can be made without making the transmitter obsolete.
4. To keep the operation as simplified as possible.

One of the greatest advantages of Alden equipment is its flexibility and interchangeability. For example, with the Alden Universal Transmitter you can be on the air transmitting to 18 inch recorders, and in a matter of minutes change to transmit to either 4.1 or 8.2 inch recorders. Simply and easily, you can change from 4.1 inch to 8.2 inch.

Alden equipment is designed with plug-in and interconnected chassis unit construction. Any part can be replaced with a spare without serious loss of air time. All Alden equipment is accessible so that functions are easily understood.

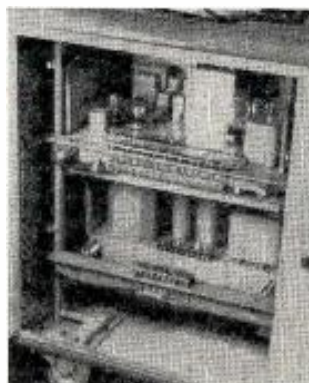
## HOW YOU CAN PUT THIS EQUIPMENT INTO IMMEDIATE PUBLIC SERVICE USE

With the Alden Universal transmitter, and with the Alden 18-inch receiving unit pictured on the next page, you can perform a valuable public service, and at the same time get first hand know-how of facsimile transmission and reception. The large receiving unit can be used as a miniature billboard with changing copy. The unit can be placed in railroad stations, in department stores, in hotel lobbies, in restaurants, in window displays, at luncheon meetings—in fact, wherever there is a good traffic spot. On to these units, and also to home recorders, you can transmit news bulletins, photos, ball scores. Just think of the interest you can get by flashing on units all over the city a picture of some major news break a short time after it happens.

The broadcaster who gets in on the ground floor will reap the benefits. You will be getting valuable experience in facsimile operation, in programming, in testing what the mass audience wants. And it puts you in a strong competitive position in your market.



*Alden Universal Scanner showing gears for quickly changing drum speed and scanning advance.*



*Rear view of Alden Universal Scanner with cabinet doors open. Back connectors, color coded leads and connectors, plus accessibility make quick signal tracing easy.*



*Alden Universal Scanner showing ease of removal and replacement of electronic chassis.*



# ALDEN FACSIMILE RECORDER

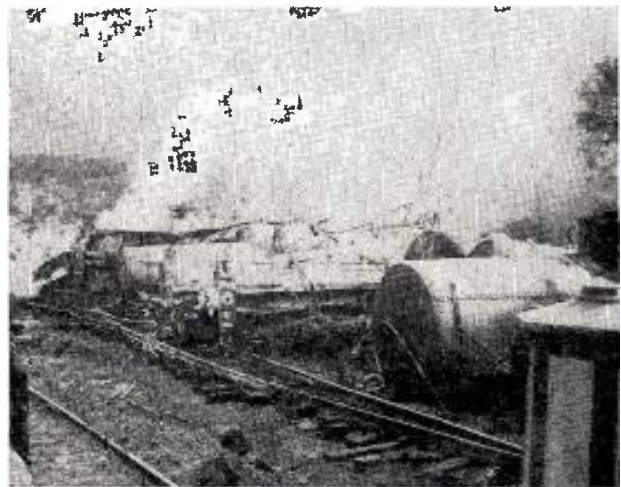


Left: This is a 4.1" width Alden Recorder in a chairside cabinet. The unit receives copy at the rate of 3.43 inches a minute, has a definition of 105 lines. The paper is easily inserted. Right: Program log as recorded on this type receiver is just one of the many service programs that can be transmitted.

Feb. 11, 1937 ALFAX PROGRAMING, INC.  
**TELEVISION PROGRAM DIGEST**  
 8:15 Program digest — for next 24 hours. Weather, news flashes, produce market reports, farmers' Almanac and calendar.  
 8:45 Preview of day's programs — illustrated.  
 9:00 Late news — direct news room of Philadelphia Bulletin.  
 9:15 Food Fair — Sponsored by Philadelphia merchants. Specials offered today at your food markets. Shoppers' check list. Program list and prices to 8 P.M. Audio program for today.  
 9:30 News roundup from all parts of the globe. Photos by I.P.  
 9:45 Elmer Seron Eddy — "The meaning of the News", sponsored by E.P. Wood & Co.  
 9:50 "Yamling dishes for Warner Weather" — Betty Matt, A & P's food expert.  
 9:45 "Stop & Shop" markets — "Mama for the Home", special offerings, cartoons.  
 9:00 Breakfast club — Dan McNeill

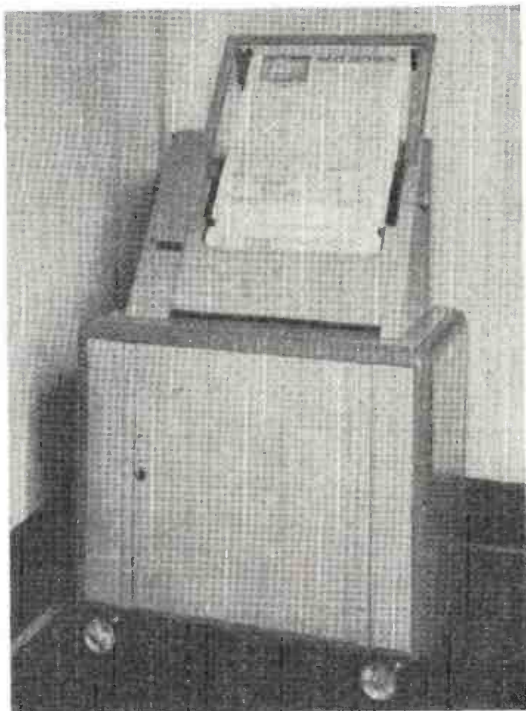
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By members of Rocky Strike  
 8:15 "People are Funny"  
 8:30 Characters in tonight's Lux Radio Theatre  
 8:45 "Can You Top This"  
 9:00 News  
 9:15 Guy Lombardo — sketches and stories about this band leader and his musicians.  
 9:30 "Inner Sanctum's" mystery story "The Corpse That Walked"  
 9:45 "Touring New England"  
 Vacation spots — maps, guides. Standard Oil Co. — sponsor.  
 "The Sea Shell" by Nancy Lynn  
 10:00 Sound of three acts  
 Sponsors — Best Clothiers



The above photo of a train wreck would be received on either recorder in approximately two minutes. Left: This is the 8.2" width Alden Recorder. Both this unit and the one pictured above, can be left unattended while the observer is busy, or out of the house. Copy drops into a receptacle, ready for viewing at any time.

# RECEIVING EQUIPMENT



Right: This is the reproduction of a full page newspaper ad as recorded on the Alden Master Recorder. Full pages of newspapers, large photographs, news bulletins can be recorded with clarity.

This 18 inch Master recorder has many practical applications. It can be used for viewing by a large number of persons in public places. It has utility as high speed communication on ultra high frequencies. It can be built as a home utility model using less space and placed against a wall. It is manufactured in two designs. One reproduces with a paper speed of 3 inches a minute. The other model enlarges copy three times with a paper feed of 9 inches a minute which means the size of a newspaper page in less than three minutes.

The basic thinking behind the Alden receiving equipment is to make it simple, easy to view. The home recorder can be operated from any suitable FM set that you may choose to use. The recorder can be installed in the radio cabinet, or as a separate unit, it can be moved anywhere in the house. Thus the observer is free to look at the copy in the most comfortable surroundings. Paper is easily inserted with no tricky adjustments. The observer can flick a switch any time to select or reject any part of the program. Therefore, with Alden receiving equipment, you test your program under the most favorable and flexible conditions.



117 North Main Street, Brockton 64 FJ, Massachusetts

**JORDAN MARSH COMPANY** MONDAY  
Store Hours  
9:30 to 8:30

run  
rush  
hurry  
scurry \$4.90  
scamper  
make haste  
take wings—fly

A famous maker's entire surplus stock of small skirts... brought to you by Jordan Marsh Company at one remarkably low price! Famous labels by American Waverley, Juddland, Puffer and other nationally famous names. Pleated, Gored, Ballo, Slim, Curved in Cut, Plush and Platin. High Shirts and Daint, Stripes, Tensardown variety... Sizes 10 to 20. Just a few of the many styles can be shown here. No mail or phone orders... Come in Monday to the most exciting skirt sale in years!

more skirts than a large department store would stock in a year  
more skirts than a small department store would stock in a year  
more skirts than a tiny specialty shop would buy in a long year

**SKIRTS**

Thousands of them!! The most remarkable sale of its kind in years!

## ALFAX PAPER FOR FACSIMILE

Choose Alfax paper and insure optimum results. For illustration: If you are using the Alden master size recorder and the subject matter will be largely pictures you would probably choose Alfax type "A"—records a rich sepia tone giving warmth to both photos and type. In photos the shaded parts of the face have the natural color of rotogravure. . . .

For emergency services and many other purposes you would probably prefer to use one of the several Alfax papers which record black.

Alfax Paper and Engineering Company is a pilot manufacturing laboratory devoted entirely to problems of impulse recording in all fields in addition to communications and will work with you understandingly on whatever signal you wish to record—with a record that emphasizes what you wish to see.

## ALFAX PAPER & ENGINEERING COMPANY

40 RIVERSIDE AVENUE  
BROCKTON 27, MASSACHUSETTS



## FCC Rules & Regulations (Continued)

- (c) Conclusions and program for further developments for the facsimile broadcast service.
- (d) All developments and major changes in equipment.
- (e) Any other pertinent developments.

### RULES RELATING TO LICENSING POLICIES

§ 4.231 *Licensing requirements, necessary showing.*—(a) An applicant for a construction permit for a new experimental facsimile broadcast station, change in facilities of any existing station, or modification of license is required to make a satisfactory showing of compliance with the general requirements of the Communications Act of 1934, as amended, as well as with regard to the following:

(1) That the applicant has a program of research and experimentation which indicates reasonable promise of substantial contribution to the development of the facsimile broadcast service.

(2) That sufficient facsimile recorders will be distributed to accomplish the experimental program proposed.

(3) That the program of research and experimentation will be conducted by qualified personnel.

(b) A license for an experimental facsimile broadcast station will not authorize exclusive use of any frequency. In case interference would be caused by simultaneous operation of stations licensed experimentally, such licensees shall endeavor to arrange satisfactory time division. If such agreement cannot be reached, the Commission will determine and specify the time division.

§ 4.232 *Power limitations.*—Experimental facsimile broadcast stations will be licensed with a power output not in excess of that necessary to render satisfactory service. The license for these stations will specify the maximum authorized power. The operating power shall not be greater than necessary to carry on the service and in no event more than 5 percent above the maximum power specified. Engineering standards have not been established for these stations. The efficiency factor for the last radio stage of transmitters employed will be subject to individual determination but shall be in general agreement with values normally employed for similar equipment operated within the frequency range authorized.

§ 4.233 *Emission authorized.*—In case emission of a different type than that specified in the license is necessary or desirable in carrying on any phases of experimentation, application setting out fully the needs shall be made by informal application.

§ 4.234 *Multiple ownership.*—No persons (including all persons under common control) shall control directly or indirectly, two or more experimental facsimile broadcast stations unless a showing is made that the character of the programs of research require a licensing of two or more separate stations.

### RULES RELATING TO EQUIPMENT

§ 4.251 *Equipment changes.*—The licensee of an experimental facsimile broadcast station may make any changes in the equipment that are deemed desirable or necessary provided:

(a) That the operating frequency is not permitted to deviate more than the allowed tolerance;

(b) That the emissions are not permitted outside the authorized band;

(c) That the power output complies with the license and the regulations governing the same; and

(d) That the transmitter as a whole or output power rating of the transmitter is not changed.

### RULES RELATING TO TECHNICAL OPERATION

§ 4.261 *Frequency tolerance.*—The licensee of an experimental facsimile broadcast station shall maintain the operating frequency of its station within plus or minus 0.01 percent of the assigned frequency.<sup>1</sup> However, where a lesser tolerance is necessary in order to prevent interference, the Commission will specify the tolerance.

§ 4.262 *Frequency monitors and measurements.*—The licensee of an experimental facsimile broadcast station shall provide the necessary means for determining that the frequency of the station is within the allowed tolerance. The date and time of each frequency check, the frequency as measured, and a description or identification of the method employed shall be entered in the station log. Sufficient observations shall be made to insure that the assigned carrier frequency is maintained within the prescribed tolerance.

§ 4.263 *Time of operation.*—(a) A licensee of an experimental facsimile broadcast station is not required to adhere to a regular schedule of operation but shall actively conduct a program of research and experimentation.

(b) The program of research and experimentation as offered by an applicant in compliance with the requirements for obtaining a license for an experimental facsimile broadcast station shall be adhered to in the main, unless the licensee is authorized to do otherwise by the Commission.

(c) The Commission may from time to time require that a station licensed experimentally conduct such experiments as are deemed desirable and reasonable for the development of the service.

§ 4.264 *Station inspection.*—The licensee of each experimental facsimile broadcast station shall make the station available for inspection by representatives of the Commission at any reasonable hour.

§ 4.265 *Station and operator licenses; posting of.*—(a) The station license and any other instrument of authorization or individual order concerning the construction of the equipment or manner of operation of the station shall be posted so that all terms thereof are visible in a conspicuous place in the room in which the transmitter is located.

(b) The original license of each station operator shall be posted at the place where he is on duty: *Provided, however,* if the original license of a station operator is posted at another radio transmitting station in accordance with the rules governing that class of station and is there available for inspection

<sup>1</sup> Tolerance may be plus or minus 0.05 percent on equipment installed prior to October 1, 1946, and until October 1, 1947, when all experimental facsimile broadcast stations shall maintain frequency within the prescribed tolerance.

by an authorized Commission representative, a verification card<sup>1</sup> is acceptable in lieu of the posting of such license.

§ 4.266 *Operator requirements.*—One or more radio operators holding radio-telephone first-class or radiotelephone second-class operator licenses shall be on duty at the place where the transmitting apparatus of any experimental facsimile broadcast station is located and in actual charge of its operation. The licensed operator on duty and in charge of a broadcast transmitter may at the discretion of the licensee, be employed for other duties or for the operation of another station or stations in accordance with the class of operator's license which he holds and the rules and regulations governing such stations. However, such duties shall in no wise interfere with the operation of the broadcast transmitter.

§ 4.267 *Inspection of tower lights and associated control equipment.*—The licensee of each experimental facsimile broadcast station which has an antenna or antenna supporting structure(s) required to be illuminated pursuant to the provisions of section 303(q) of the Communications Act of 1934, as amended:

(a) Shall make a visual observation of the tower lights at least once each 24 hours to insure that all such lights are functioning properly as required.

(b) Shall report immediately by telephone or telegraph to the nearest Airways Communication Station or office of the Civil Aeronautics Administration any observed failure of the tower lights, not corrected within 30 minutes, regardless of the cause of such failure. Further notification by telephone or telegraph shall be given immediately upon resumption of the required illumination.

(c) Shall inspect at intervals of at least once each 3 months all flashing or rotating beacons and automatic lighting control devices to insure that such apparatus is functioning properly as required.

§ 4.268 *Additional orders.*—In case the rules contained in this Part do not cover all phases of operation or experimentation with respect to external effects, the Commission may make supplemental or additional orders in each case as may be deemed necessary.

### OTHER RULES RELATING TO OPERATION

§ 4.281 *Station records.*—(a) The licensee of each experimental facsimile broadcast station shall maintain adequate records of the operation, including:

(1) Hours of operation.

(2) Program transmitted.

(3) Frequency check.

(4) Pertinent remarks concerning transmission.

(5) Research and experimentation conducted.

(b) Where an antenna or antenna supporting structure(s) is required to be illuminated the licensee shall make entries in the radio station log as follows:

(1) The time the tower lights are turned on and off if manually controlled.

(2) The time the daily visual observation of the tower lights was made.

(3) In the event of any observed failure of a tower light.

(i) Nature of such failure.

(ii) Time the failure was observed.

(iii) Time and nature of the adjustments, repairs or replacements made.

(iv) Airways Communication Station (C.A.A.) notified of the failure of any tower light not corrected within thirty minutes and the time such notice was given.

(v) Time notice was given to the Airways Communication Station (C.C.A.) that the required illumination was resumed.

(4) Upon completion of the periodic inspection required at least each three months.

(i) The date of the inspection and the condition of all tower lights and associated tower lighting control devices.

(ii) Any adjustments, replacements or repairs made to insure compliance with the lighting requirements.

§ 4.282 *Charges.*—(a) A licensee of an experimental facsimile broadcast station shall not make any charge, directly or indirectly, for the transmission of programs.

(b) No licensee of any standard or FM broadcast station shall make any additional charge, directly or indirectly, for the transmission of some phase of its programs by an associated experimental facsimile broadcast station.

§ 4.283 *Station identification.*—Each experimental facsimile broadcast station shall transmit visual information which will permit it to be identified at the beginning and end of each period of operation, and during operation, at least once every hour.

§ 4.284 *Rebroadcasts.*—(a) The term "rebroadcast" means reception by radio of the program<sup>1</sup> of a radio station, and the simultaneous or subsequent retransmission of such program by a broadcast station.<sup>2</sup>

(b) No licensee of any experimental facsimile broadcast station shall rebroadcast the program of any radio station without written authority having first been obtained from the Commission upon application.<sup>3</sup>

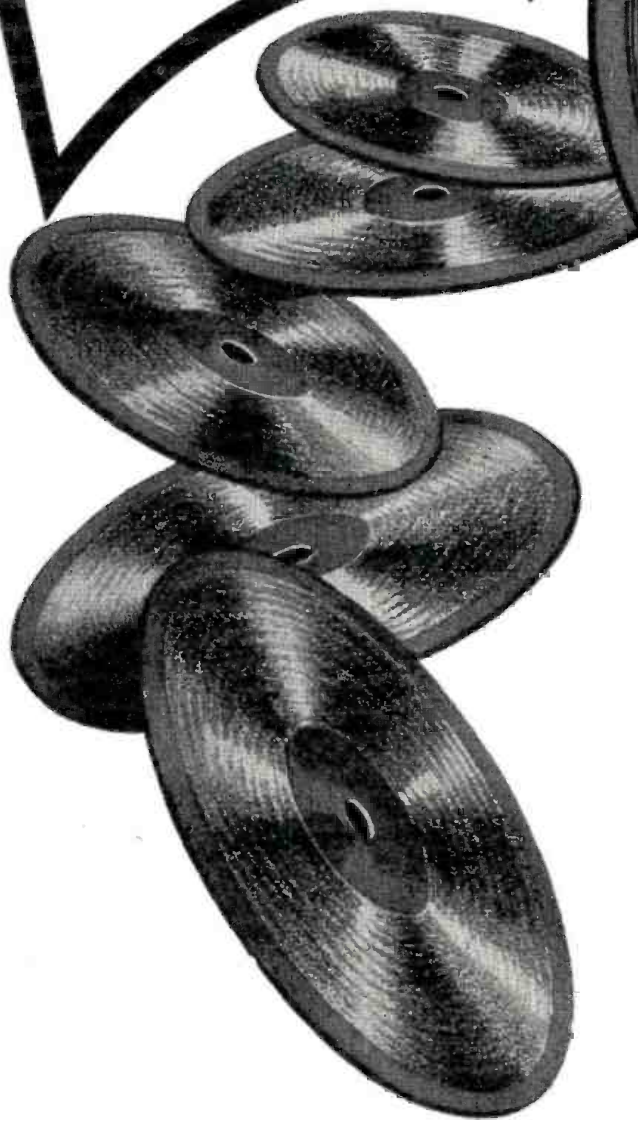
(c) An application for authority to rebroadcast the program of any radio station shall be accompanied by written consent or certification of consent of the licensee of the station originating the program.

<sup>1</sup> As used in this section the word "program" includes any complete program or part thereof.

<sup>2</sup> In case a program is transmitted from its point of origin to a broadcast station primarily by telephone facilities in which a section of such transmission is by radio, the broadcasting of this program is not considered a rebroadcast. The broadcasting of a program relayed by a remote pickup broadcast station is not considered a rebroadcast.

<sup>3</sup> Informal application may be employed.

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

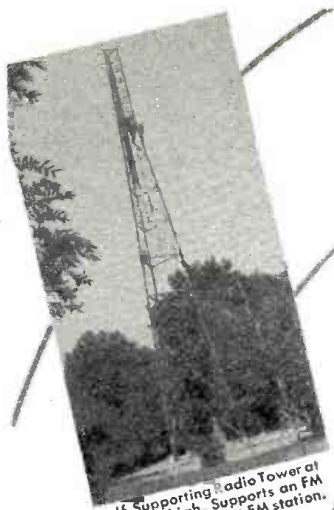
**RECORDING PRODUCTS CO.**

21-09 43rd AVENUE • LONG ISLAND CITY 1, NEW YORK

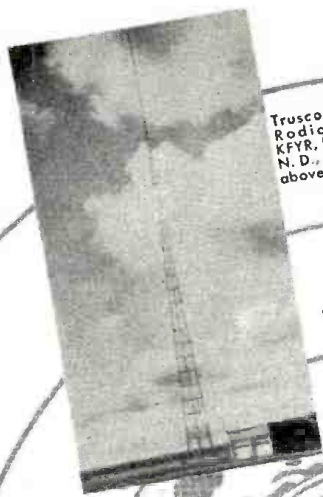


# REVISED LIST OF PROPOSED CLASS B FM ALLOCATIONS

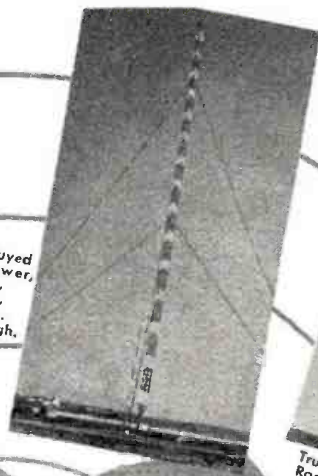
General Area	Channel No.	General Area	Channel No.	General Area	Channel No.	General Area	Channel No.																		
<b>ALABAMA</b>																									
Anniston	290	<b>DISTRICT OF COLUMBIA</b>																							
Bessemer	See Birmingham																								
Birmingham	228, 226, 228, 230, 232, 234																								
Decatur	261																								
Dothan	267, 269																								
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Huntsville	249																								
Laurens	236																								
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Montgomery	258, 260, 263																								
Muscle Shoals	244, 246																								
Opelika	277																								
(See also Columbus, Ga.)																									
Selma	221, 252																								
Sylacauga	275																								
(See also Talladega)																									
Talladega	273																								
(See also Sylacauga)																									
Tuscaloosa	254, 256																								
<b>FLORIDA</b>																									
<b>ARIZONA</b>																									
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Phoenix	245, 247, 249, 251, 253																								
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Safford	238, 235																								
Tucson	237, 239, 241, 243																								
Yuma	238, 240																								
<b>ARKANSAS</b>																									
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(See also Jonesboro)																									
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Jonesboro	268, 270																								
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<b>CALIFORNIA</b>																									
Bakersfield	264, 266, 268	<b>ILLINOIS</b>																							
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Eureka	230, 232																								
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San Bernardino	277, 279																								
San Diego	223, 263, 265, 267, 269																								
San Francisco-Oakland (Metropolitan District)	221, 225, 227, 229, 231, 233, 235, 237, 239, 241, 243, 245, 247, 249, 251, 253, 255, 263																								
San Jose	222, 263																								
San Luis Obispo	222, 224, 226																								
Santa Barbara	274, 276, 278																								
Santa Maria	234, 236																								
Santa Rosa	258, 260																								
Stockton	267, 269																								
Visalia	238, 240																								
Tulare	242, 244																								
Watsonville	275																								
<b>COLORADO</b>																									
Alamosa	222, 224	<b>INDIANA</b>																							
Colorado Springs	265, 267, 269, 271																								
Denver	245, 247, 249, 251, 253, 255, 257, 259, 261, 263																								
Durango	226, 228																								
Grand Junction	230, 232																								
Greeley	276, 278																								
La Junta	238, 235																								
Pueblo	278, 276, 277, 279																								
Sterling	272, 274																								
<b>CONNECTICUT</b>																									
Bridgeport	265, 267, 269									<b>KANSAS</b>															
(Includes Danbury)																									
Danbury	See Bridgeport																								
Hartford	226, 228, 230, 232, 234																								
(Also see Meriden)																									
Meriden	224																								
(Also see Hartford)																									
New Britain	236																								
New Haven	268, 271, 275, 279																								
New London	250, 252																								
Waterbury	222, 261, 273																								
<b>DELAWARE</b>																									
Wilmington	232, 264, 266,	<b>KENTUCKY</b>																							
<b>FLORIDA</b>																									
Daytona Beach	238, 235																	<b>LOUISIANA</b>							
Fort Myers	238, 235																								
Fort Lauderdale	229, 231																								
Gainesville	267, 269																								
Jacksonville	240, 242, 244, 246, 248, 275, 277																								
Key West	225, 227																								
Lakeland	237, 239																								
Miami	238, 240, 242, 244, 246, 248																								
Miami Beach	261, 263, 266																								
Ocala	250, 252																								
Orlando	258, 260, 262, 264																								
Palm Beach	250, 252																								
Panama City	275, 278																								
Pensacola	225, 227, 229																								
St. Augustine	226, 228																								
St. Petersburg	221, 225, 271																								
Sarasota	241, 243																								
Tallahassee	271, 273																								
Tampa	227, 229, 231, 273																								
West Palm Beach	254, 256																								
<b>GEORGIA</b>																									
Albany	226, 228, 230	<b>MAINE</b>																							
Athens	261, 263																								
Atlanta	224, 231, 251, 253, 255, 257, 259																								
Augusta	238, 235, 237																								
Brunswick	221, 223																								
Cedartown	269, 271																								
(Includes Dalton)																									
Columbus	242, 244, 246																								
(See also Opelika, Ala.)																									
Cordele	254, 256																								
Dalton	See Cedartown and Rome																								
Dublin	266, 268																								
Gainesville	276																								
Griffin	222																								
La Grange	238, 240																								
Macon	270, 272, 274, 279																								
Moultrie	262, 264																								
Rome	265, 267																								
Savannah	253, 255, 257, 259																								
Thomasville	249, 251																								
Toccoa	249																								
Valdosta	236, 238																								
Waycross	282, 234																								
West Point	248																								
<b>IDAHO</b>																									
Boise	271, 273, 275	<b>MARYLAND</b>																							
Idaho Falls	268, 270																								
Lewiston	257, 259																								
Nampa	267, 269																								
Pocatello	277, 279																								
Twin Falls	239, 241, 243																								
Wallace	268, 270																								
<b>ILLINOIS</b>																									
Aurora	275, 277									<b>MASSACHUSETTS</b>															
(Includes Joliet)																									
Bloomington	230, 232																								
Calro	243																								
(See also Cape Girardeau, Mo.)																									
Carbondale	263																								
Carthage	259, 261																								
Champaign	See Urbana																								
Chicago	221, 225, 227, 229, 231, 233, 235, 237, 239, 241, 243, 245, 247, 249, 251, 253, 257, 259, 261, 263																								
Decatur	254, 256																								
East St. Louis	See St. Louis, Mo.																								
Elgin	See Chicago																								
Evanston	See Chicago																								
Freeport	271																								
Galesburg	234, 236																								
Harrisburg	255, 257																								
Herrin	259, 261																								
Jacksonville	278, 280																								
Joliet	See Aurora																								
Kankakee	243																								
Mt. Vernon	265, 279																								
Peoria	222, 224, 226, 228																								
Quincy	249, 251																								
Rockford	273																								
Rock Island	264																								
(See also Davenport, Iowa)																									
Springfield	267, 269, 276																								
Tuscola	250, 252																								
Urbana	258, 260, 262																								
(Includes Champaign)																									
Waukegan	251																								
<b>INDIANA</b>																									
Anderson	See Indianapolis	<b>MICHIGAN</b>																							
Columbus	237																								
Connersville	273																								
Elkhart	276, 278																								
Evansville	222, 224, 226, 228, 230, 232, 234																								
(Includes Henderson and Owensboro, Ky.)																									
Fort Wayne	236, 238, 240, 256, 258																								
Indianapolis	221, 223, 225, 227, 229, 233, 235																								
(Includes Anderson)																									
Kokomo	268, 270																								
Lafayette	272, 274																								
Marion	254																								
Muncie	277, 279																								
Richmond	275																								
Shelbyville	231																								
<b>FLORIDA</b>																									
South Bend	267, 269									<b>MINNESOTA</b>															
Terre Haute	242, 244																								
Vincennes	271, 273																								
West Lafayette	246																								
<b>IOWA</b>																									
Ames	237	<b>KANSAS</b>																							
Boone	233, 235																								
Burlington	257																								
Cedar Rapids	241, 243																								
Clinton	254																								
Davenport	266, 268																								
(See also Rock Island, Ill.)																									
Decorah	225, 227																								
Des Moines	263, 265, 267, 269, 273																								
Dubuque	256, 258, 260																								
Fort Dodge	253, 255																								
Iowa City	245, 247																								
Marshalltown	230, 239																								
Mason City	257, 259																								
Ottumwa	275, 277																								
Shenandoah	238, 240, 242																								
Sixou City	274, 276, 278																								
Spencer	241, 243																								
Waterloo	249, 251																								
<b>FLORIDA</b>																									
Atchison	264, 266	<b>KANSAS</b>																							
Coffeyville	276, 278																								
Dodge City	221, 223																								
Emporia	269, 271																								
Garden City	225, 227																								
Great Bend	258, 260																								
Hutchinson	237, 239																								
Kansas City	See Kansas City, Mo.																								
Lawrence	277, 279																								
Manhattan	222, 224																								
Pittsburg	238, 240																								
Salina	253, 255																								
Topeka	232, 273, 275																								
Wichita	241, 243, 245, 247, 249																								
<b>KENTUCKY</b>																									
Ashland	See Huntington, W. Va.									<b>LOUISIANA</b>															
Bowling Green	242, 244																								
Harian	240																								
Henderson	See Evansville, Ind.																								
Hopkinsville	250, 252																								
Lexington	272, 274																								
Louisville	258, 260, 262, 264, 266, 268, 270																								
Owensboro	See Evansville, Ind.																								
Paducah	245, 247, 267																								
Winchester	233, 276																								
<b>LOUISIANA</b>																									
Alexandria	261, 263, 265	<b>MAINE</b>																							
Baton Rouge	241, 243, 245																								
Lafayette	247, 249																								
Lake Charles	277, 279																								
Monroe	254, 256, 258																								
New Orleans	222, 224, 226, 228, 230, 232, 237, 239, 242, 244, 246, 248, 250																								
Shreveport	250																								
<b>MAINE</b>																									
Augusta	226, 228, 230																	<b>MARYLAND</b>							
Bangor	232, 234, 236, 238, 222, 224																								
Lewiston	261, 263, 265																								
Portland	261, 263, 265																								
Presque Isle	240, 242																								
<b>MARYLAND</b>																									
Baltimore	253, 255, 257, 259,									<b>MASSACHUSETTS</b>															
(Includes Annapolis)	261, 273, 275, 277, 279																								
Cumberland	256, 262																								
Frederick	251																								
Hagerstown	239																								
Salisbury	245, 247																								
<b>MASSACHUSETTS</b>																									
Boston	221, 223, 225, 227, 229, 231, 233, 235, 264, 266	<b>MICHIGAN</b>																							
(Includes Waltham)																									
Fall River	243, 245, 247																								
(Includes New Bedford)																									
Fitchburg	260																								
Haverhill	241																								
Holyoke	238, 240, 242, 244, 246, 248																								
(Includes Springfield)																									
Lawrence	239																								
Lowell	237																								
New Bedford	See Fall River																								
North Adams	268																								
Pittsfield	230																								
Springfield	See Holyoke																								
Waltham	See Boston																								
Worcester	262, 274, 276																								
<b>MICHIGAN</b>																									
Ann Arbor	277, 279									<b>MINNESOTA</b>															
Battle Creek	234, 271																								
(Includes Kalamazoo)																									
<b>FLORIDA</b>																									
Bay City	248, 250, 252	<b>MISSISSIPPI</b>																							
(Includes Saginaw)																									
Benton Harbor	230																								
Cadillac	222																								
Calumet	242, 244																								
Detroit	221, 223, 225, 227, 229, 231, 233, 235, 237, 239, 241, 243, 245, 247																								
(Includes Pontiac, Royal Oak and Wyandotte)																									
East Lansing	See Lansing																								
Escanaba	221, 223																								
Flint	264, 266, 268, 270,																								
(Includes Lapeer)																									
Grand Rapids	224, 226, 232, 278																								
Ironwood	276, 278																								
Kalamazoo	See Battle Creek																								
Lansing	258, 260, 262																								
(Includes E. Lansing)																									
Lapeer	See Flint																								
Ludington	277, 279																								
Marquette	225, 227																								
Muskegon	254, 256																								
Pontiac	See Detroit																								
Port Huron	272, 274																								
Royal Oak	See Detroit																								
Saginaw	See Bay City																								
Sault Saint Marie	233, 235																								
Traverse City	237, 239																								
Wyandotte	See Detroit																								
<b>MINNESOTA</b>																									
Albert Lea	261	<b>MISSOURI</b>																							
Duluth	222, 224, 226																								
(Includes Superior, Wisc.)																									
Fergus Falls	221, 223																								
Hibbing	232, 234																								
Mankato	222, 224																								
Minneapolis	244, 246, 248, 250, 265, 267, 269, 271, 273, 275, 277, 279, 257, 259																								
(Includes St. Paul)																									
Moorhead	(See also Fargo, N. D.)																								
Northfield	238, 240																								
Rochester	234, 236, 238																								
St. Cloud	252, 254																								
See Minneapolis																									
Virginia	228, 230																								
Willmar	227, 229																								
Winona	229, 231																								
<b>MISSISSIPPI</b>																									
Clarkdale	245, 247									<b>MISSOURI</b>															
Columbus	237, 239																								
Corinth	264, 266																								
Greenville	236, 238																								
Greenwood	253, 255																								
Gulfport	258, 255																								
Hattiesburg	257, 259																								
Jackson	262, 264																								
Laurel	266, 270																								
McComb	242, 244																								
Macon	276, 278																								
Meridian	272, 274																								
Natchez	246, 248																								
Tupelo	272, 274																								
Vicksburg	277, 279																								
	225, 227																								
<b>MISSOURI</b>																									
Cape Girardeau	239, 241	<b>MONTANA</b>																							
(See also Cairo, Ill.)																									
Clayton	See St. Louis																								
Columbia	223, 274																								
Hannibal	240, 242																								
Hannibal	264, 266																								
Jefferson City	272, 274																								
Joplin	246, 248, 250, 252, 254, 256, 258, 260, 262																								
Kansas City	246, 248, 250, 252, 254, 256, 258, 260, 262																								
(Includes Kansas City, Kan.)																									
Poplar Bluff	276, 278																								
St. Joseph	234, 236																								
St. Louis	221, 223, 227, 229, 231, 233, 235, 237, 244, 246, 272																								
(Includes Clayton)																									
Sedalia	268,																								



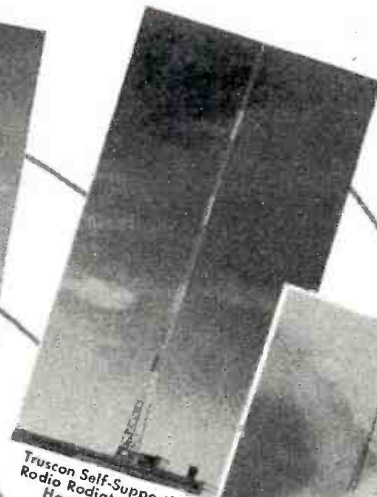
New Truscon Self-Supporting Radio Tower at Alliance, Ohio. 175 ft. high. Supports an FM Antenna and serves a 5,000 watt FM station.



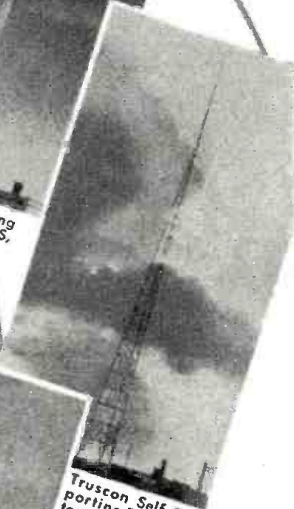
Truscon Guyed Radio Tower KFYR, Bismarck, N. D., 700 feet above ground.



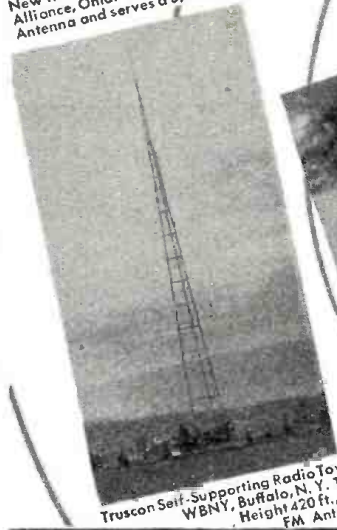
Truscon Guyed Radio Tower, WNAX, Yankton, S. Dakota, 927 feet high.



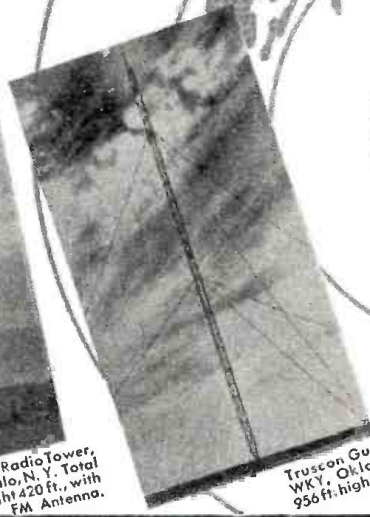
Truscon Self-Supporting Radio Radiator, KHAS, Hastings, Nebr., 205 feet high.



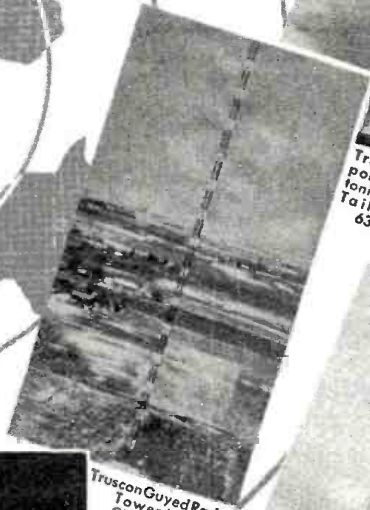
Truscon Self-Supporting Tower, Estonia Radio Station, Tallinn, Estonia, 630 feet high.



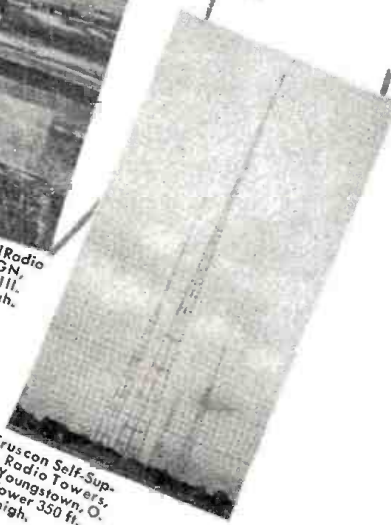
Truscon Self-Supporting Radio Tower, WBNY, Buffalo, N. Y., Total Height 420 ft., with FM Antenna.



Truscon Guyed Radio Tower, WKY, Oklahoma City, Okla., 956 ft. high to top of FM Antenna.



Truscon Guyed Radio Tower WGN, Chicago, Ill., 750 feet high.



Four Truscon Self-Supporting Radio Towers, WKBN, Youngstown, O., Each Tower 350 ft. high.



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Screen . . . Steel Building Products.



# FM Channels (Contd.)

General Area	Channel No.
<b>NEVADA</b>	
Boulder City	255, 257
Las Vegas	259, 261, 263
Reno	259, 261, 263
<b>NEW HAMPSHIRE</b>	
Claremont	271
Laconia	259
Manchester	269, 279
Mount Washington	251, 253, 255, 257
Portsmouth	249
<b>NEW JERSEY</b>	
Alpine	See New York
Atlantic City	252, 280
Bridgeton	268
Camden	See Philadelphia
Ewing Township	See Trenton
Jersey City	See New York
Newark	See New York
Paterson	See New York
Trenton	270, 272, 278
(Includes Ewing Township)	
<b>NEW MEXICO</b>	
Albuquerque	245, 247, 249, 251
Carlsbad	221, 223
Clovis	237, 239
Gallup	238, 240
Hobbs	246, 248

General Area	Channel No.
Las Vegas	254, 256
Roswell	233, 235
Santa Fe	258, 260
Tucumcari	276, 278
<b>NEW YORK</b>	
Albany	221, 223, 225, 227,
(Includes Schenectady	229, 231, 233, 235,
and Troy)	259, 264, 266, 272
Auburn	See Syracuse
Batavia	241, 243
Binghamton	242, 244, 246
Brooklyn	See New York
Buffalo	221, 223, 225, 227,
(Includes Niagara Falls)	229, 231, 233, 235,
	237, 239
Coram	See New York or
	Possibly Connect-
	icut chan-
	nels
Corning	236
(See also Elmira)	
Dunkirk	276
Elmira	238
(See also Corning)	
Gloversville	245
Hornell	260
Ithaca	258, 267
Jamestown	268, 270
Massena	226, 228
Mt. Vernon	See New York
New York	221, 223, 225, 227,
(Includes numerous	229, 231, 233, 235,
adjacent cities)	237, 239, 241, 243,
	245, 247, 249, 251,
	253, 255, 257, 259
Niagara Falls	See Buffalo
Ogdensburg	260, 262

General Area	Channel No.
Olean	272, 274
Oneonta	237, 275
Oswego	270
Plattsburg	222, 224
Poughkeepsie	277
Rochester	245, 247, 249, 251,
	255, 278
Saranac Lake	237, 239
Schenectady	See Albany
Syracuse	224, 226, 228, 230,
(Includes Auburn)	232, 234, 276
Troy	See Albany
Utica	248, 250, 252, 254
Watertown	256, 265
West New Brighton	See New York
White Plains	See New York
Woodside	See New York
<b>NORTH CAROLINA</b>	
Asheville	232, 234, 236
Burlington	267
Charlotte	264, 266, 273, 275
(See also Gastonia)	
Concord	262
(See also Salisbury)	
Durham	257
Elizabeth City	236, 238
Fayetteville	263
Gastonia	271
(See also Charlotte)	
Goldboro	259
Greensboro	251, 253, 255, 269
(See also High Point	
and Winston-Salem)	
Greenville	241, 243
Henderson	265
Hickory	258

General Area	Channel No.
High Point	249, 278
(See also Greensboro and	
Winston-Salem)	
Kinston	252, 254
(See also New Bern)	
New Bern	233
(See also Kinston)	
Jacksonville	272, 274
Raleigh	226, 228, 285, 237,
	239
Roanoke Rapids	273, 275
(See also Rocky Mount)	
Rocky Mount	277, 279
(See also Roanoke Rapids)	
Salisbury	260
Statesville	243
Washington	270
Wilmington	221, 223
Wilson	245, 247, 261
Winston-Salem	241, 247, 230
(See also Greensboro	
and High Point)	
<b>NORTH DAKOTA</b>	
Bismarck	222, 224, 226, 228
(Includes Mandan)	
Devil's Lake	231, 233
Fargo	261, 263
(See also Moorhead, Minn.)	
Grand Forks	236, 238, 240, 242
Jamestown	245, 247
Mandan	See Bismarck
Minot	249, 251
Valley City	268, 270

(Continued)

## Estimated Costs of FM Equipment

The following tables show manufacturers' estimates of equipment costs for various size FM stations and probable delivery dates:

TABLE I

Estimated Cost of Major Broadcast Property Items for 250-watt FM Station  
November 1945

Equipment	Low Estimate	Median Estimate	High Estimate
Transmitters (including Patent Royalty)	\$3,800	\$4,500	\$5,940
Antennae <sup>1</sup> (excluding Supporting Structure)	950	1,700	3,250
Control Consoles	830	1,800	3,000
Remote Pick-up (Wire Lines)	75	208	800
Turntables	165	450	650
Monitors	600	850	860
<b>TOTAL</b>	<b>\$6,420</b>	<b>\$9,508</b>	<b>\$14,500</b>

<sup>1</sup> Estimates for 2-bay antennae only. Estimates for one-bay antennae:

	Low	High
2-bay	\$500	1,500
1-bay	1,500	2,000

Source: Replies to FCC telegrams of November 5 and 17, 1945 requesting estimated cost of specified equipment for FM stations of varied powers.

Compiled by the Accounting, Statistical and Tariff Department, Economics Division.

TABLE II

Estimated Cost of Major Broadcast Property Items for 1000-watt FM Station  
November 1945

Equipment	Low Estimate	Median Estimate	High Estimate
Transmitters (including Patent Royalty)	\$6,500	\$9,200	\$10,500
Antennae <sup>1</sup> (excluding Supporting Structure)	1,850	2,250	4,200
Control Consoles	830	1,800	3,000
Remote Pick-up (Wire Lines)	75	208	800
Turntables	165	450	650
Monitors	600	850	860
<b>TOTAL</b>	<b>\$10,020</b>	<b>\$14,758</b>	<b>\$20,010</b>

<sup>1</sup> Estimate for 4-bay antennae only. Estimate for:

	2-bay	6-bay
Low	\$950	\$3500
Median	1700	3750
High	3250	4200

Source: Replies to FCC telegrams of November 5 and 17, 1945 requesting estimated cost of specified equipment for FM stations of varied powers.

TABLE III

Estimated Cost of Major Broadcast Property Items for 3000-watt FM Station  
November 1945

Equipment	Low Estimate	Median Estimate	High Estimate
Transmitters (including Patent Royalty)	\$8,900	\$12,300	\$14,917
Antennae <sup>1</sup> (excluding Supporting Structure)	1,850	2,250	4,200
Control Consoles	830	1,800	3,000
Remote Pick-up (Wire Lines)	75	208	800
Turntables	165	450	650
Monitors	600	850	860
<b>TOTAL</b>	<b>\$12,420</b>	<b>\$17,858</b>	<b>\$24,427</b>

<sup>1</sup> Estimate for 4-bay antennae only. Estimate for:

	2-bay	6-bay
Low	\$950	\$3500
Median	1700	3750
High	3250	4200

Source: Replies to FCC telegrams of November 5 and 17, 1945 requesting estimated cost of specified equipment for FM stations of varied powers.

TABLE IV  
Estimated Cost of Major Broadcast Property Items for 10,000-watt FM Station  
November 1945

Equipment	Low Estimate	Median Estimate	High Estimate
Transmitters (including Patent Royalty)	\$18,500	\$21,750	\$25,056
Antennae <sup>1</sup> (excluding Supporting Structure)	1,850	2,250	4,200
Control Consoles	830	1,800	3,000
Remote Pick-up (Wire Lines)	75	208	800
Turntables	165	450	650
Monitors	600	850	860
<b>TOTAL</b>	<b>\$22,020</b>	<b>\$27,308</b>	<b>\$34,566</b>

<sup>1</sup> Estimate for 4-bay antennae only. Estimate for:

	2-bay	6-bay
Low	\$950	\$3500
Median	1700	3750
High	3250	4200

Source: Replies to FCC telegrams of November 5 and 17, 1945 requesting estimated cost of specified equipment for FM stations of varied powers.

TABLE V  
Estimated Cost of Major Broadcast Property Items for 50,000-watt FM Station  
November 1945

Equipment	Low Estimate	Median Estimate	High Estimate
Transmitters (including Patent Royalty)	\$70,000	\$75,000	\$75,600
Antennae <sup>1</sup> (excluding Supporting Structure)	1,850	2,250	4,200
Control Consoles	830	1,800	3,000
Remote Pick-up (Wire Lines)	75	208	800
Turntables	165	450	650
Monitors	600	850	860
<b>TOTAL</b>	<b>\$73,520</b>	<b>\$80,558</b>	<b>\$85,110</b>

<sup>1</sup> Estimate for 4-bay antennae only. Estimate for:

	2-bay	6-bay
Low	\$950	\$3500
Median	1700	3750
High	3250	4200

Source: Replies to FCC telegrams of November 5 and 17, 1945 requesting estimated cost of specified equipment for FM stations of varied powers.

TABLE VI  
Estimated Cost of Major Broadcast Property (i.e. Transmitter; Antenna, excluding supporting structures and control console) for FM Stations by Power

Power	FCC Survey, November 1945		General Electric—1944	
	Low Estimate for Selected Items	Median Estimate for Selected Items	Average Estimate for Selected Items	Average Estimate for All Items
250 W	\$5,580	\$8,000		
1 KW	8,280	12,700	\$20,000	\$42,000
3 KW	11,580	16,350	26,250	33,250
10 KW	21,180	25,800	30,000	74,285
50 KW	72,680	79,050	102,000	136,530

Source: Replies to FCC telegrams of November 5 and 17, 1945 requesting estimated cost of specified equipment for FM stations of varied powers. Estimates of General Electric in *How to Plan an FM Station*, 1944.

TABLE VII

First Delivery Date	First Delivery Dates of FM Transmitters			
	Number of Manufacturers 250w 1kw	3kw	10kw	50kw
January 1946	1	2		
February	1	2		
March	1	3		
April	2	1		
May		2		
June	2	1	3	
July			1	
August			1	
September			1	
October			1	
November			1	
Early 1947	1	1	1	
June 1947			1	

Source: Replies to FCC telegrams of November 5 and 17, 1945 requesting estimated cost of specified equipment for FM stations of varied powers.

TABLE VIII

Estimated Delivery Date	Estimated Delivery Dates of Orders for FM Transmitters Placed During November 1945			
	Number of Manufacturers 250w 1kw	3kw	10kw	50kw
April 1946	1			
May				
June	2	2	1	
July				1
August	1			
September	1	1	1	
October				1
November				1
Early 1947	1	1	1	2
Middle 1947				1

Source: Replies to FCC telegrams of November 5 and 17, 1945 requesting estimated cost of specified equipment for FM stations of varied powers.



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## FM Channels (Contd.)

General Area	Channel No.	General Area	Channel No.	General Area	Channel No.
<b>OHIO</b>					
Akron (Includes Tallmadge)	222, 238, 240	Altoona	264, 266	Johnson City	269
Alliance (Includes Canton)	242, 244, 246	Beaver Falls	See Pittsburgh	(Also see Bristol)	
Ashland	264, 266	Bethlehem	See Allentown	Kingsport (Also see Bristol)	277
Ashtabula	See Erie, Pa.	Bradford	246 See also Jamestown and Olean, N. Y.	Knoxville	222, 224, 226, 228, 230
Athens	275	Butler	See Pittsburgh	Memphis	224, 226, 228, 230, 232, 234, 272, 274
Bellaire	See Wheeling, W. Va.	Clearfield	See DuBois	Nashville	221, 225, 227, 229, 231, 261
Canton	See Alliance	DuBois	248, 250	<b>TEXAS</b>	
Cincinnati (Includes Hamilton)	239, 241, 243, 245, 247, 249, 251, 253, 255	(Includes Clearfield)		Ablene	245, 247
Cleveland (Includes Lorain)	224, 226, 228, 230, 232, 234, 236	Easton	See Allentown	Amarillo	267, 269, 271
Columbus	221, 223, 225, 227, 229, 231, 233, 235, 257, 259, 261, 263, 265	Erie	259, 261, 263, 265	Austin	238, 246, 248
Dayton (Includes Springfield)	265	(Includes Ashtabula, Ohio)		Beaumont	271, 273, 275
Findlay	269	Glenaside	See Philadelphia	Big Spring	241, 243
Freemont	274	Greensburg	237	Brady	227, 229
Hamilton	See Toledo	Harrisburg	245, 247, 249, 270, 272, 273	Brownsville (Includes Harlingen and McAllen and Weslaco)	221, 223, 225, 233, 237, 239
Lima	See Cincinnati	Johnstown	258, 260	Brownwood	258, 260
Lorain	See Cleveland	Lancaster	222, 224	College Station	253, 256
Mansfield	276, 278	Lewistown	274, 276	Corpus Christi	241, 243, 245, 247, 249
Marion	272	Meadville	See Sharon	Corsicana	254, 256
Newark (Includes Zanesville)	268, 270	New Castle	See Sharon	Dallas	226, 228, 230, 232, 235, 237
Portsmouth	See Huntington, W. Va.	New Kensington	See Pittsburgh	Denton	269
Springfield	See Dayton	Oil City	278, 280	El Paso	225, 227
Steubenville	See Wheeling, W. Va.	Philadelphia (Includes Glenside, Pa., and Camden, N. J.)	242, 244, 246, 248, 250, 254, 256, 258, 260, 262, 274, 276, 221, 223, 225, 227	Fort Worth	239, 241, 243, 262, 279
Tallmadge	See Akron	Pittsburgh (Includes New Kensington, Beaver Falls and Butler, Pa.)	229, 231, 233, 235	Galveston	267, 269
Toledo	249, 251, 253, 255	Pottsville	252, 267	Harlingen	See Brownsville
(Includes Fremont)		Reading	226, 228, 230	Houston	242, 244, 251, 253, 255, 257, 259, 262, 229, 231
Warren	269, 271, also Sharon, Pa.	Scranton (Includes Wilkes-Barre)	261, 263, 265, 269, 271, 273, 277, 279	Huntsville	229, 231
Wooster	248, 250	Sharon (Includes Warren and Youngstown, Ohio and Meadville and New Castle)	251, 253, 255, 257, 273, 275	Kilgore (Includes Longview and Tyler)	272, 274, 278
Zanesville	See Newark	Stage College	254	Laredo	227, 229
<b>OKLAHOMA</b>					
Ada	271, 273	Sunbury	257, 259	Longview	See Kilgore
Ardmore	246	Uniontown	241, 243	Lubbock	226, 228
Bartlesville	231	Washington	277, 279	Lufkin	221, 225
Durant	276	Wilkes-Barre	See Scranton	Midland	273, 275
Elk City	230, 232	Williamsport	221, 223	McAllen	See Brownsville
Enid	268, 270	York	235, 237, 241, 243	Palestine	264, 266
Lawton	275, 277	<b>RHODE ISLAND</b>			
Muskogee	221, 223	Pawtucket	See Providence	Fampa	234, 236
Norman	See Oklahoma City	Providence	254, 256, 258, 270, 272, 278	Paris	258, 260
Oklahoma City (Includes Ponca City and Norman)	238, 240, 253, 255, 261, 263, 265	<b>SOUTH CAROLINA</b>			
Oklmulgee	250, 280	Anderson	273, 280	Plainview	262, 264
Ponca City	See Oklahoma City or Tulsa	Charleston	222, 224, 226	Port Arthur	223, 227
Shawnee	242, 244	Columbia (See also Sumter)	250, 252, 254, 256	San Angelo	231, 233
Tulsa	225, 227, 229, 233, 235, 237, 259	Conway	242	San Antonio	256, 261, 263, 265, 268, 270, 272, 274, 276
<b>OREGON</b>					
Albany	253, 255	Florence	230	Sherman	267
Astoria	269, 230	Greenville (See also Spartanburg)	223, 227, 229	Sweetwater	253, 255
Baker	254, 256	Greenwood	240, 242	Temple	250, 252
Bend	222, 224	Lancaster	268	Texarkana	223, 227, 229
Marshfield	263, 265	Rock Hill	238	Tyler	280
Corvallis (See also Albany)	257	Spartanburg (See also Greenville)	221, 223	(See also Kilgore)	
The Dalles	249, 251	Sumter (See also Columbia)	277, 279	Vernon	268, 270
Eugene	259, 261	<b>SOUTH DAKOTA</b>			
Grants Pass	272, 274	Aberdeen	253, 255	Victoria	278, 280
Klamath Falls	238, 240, 242	Pierre	277, 279	Waco	222, 224
La Grande	226, 228	Rapid City	221, 223, 225, 227	Waxahachie	See Dallas and Fort Worth
Medford	276, 278,	Sioux Falls	262, 264, 266, 268	Weslaco	See Brownsville
Pendleton	280, 232	Vermillion	258, 260	Wichita Falls	221, 223, 249, 251
Portland (See also Vancouver, Wash.)	221, 223, 225, 227, 229, 233, 235, 237, 239, 241, 243, 271	Watertown	237, 239	<b>UTAH</b>	
Roseburg	267, 269	Yankton	270, 272	Cedar City	221, 223
Salem	245, 247	<b>TENNESSEE</b>			
<b>PENNSYLVANIA</b>					
Allentown (Includes Bethlehem and Easton)	284, 236, 238, 240	Bristol (Includes Johnson City and Kingsport)	245, 279	Logan	273, 275
<b>TEXAS</b>					
<b>WASHINGTON</b>					
<b>WEST VIRGINIA</b>					
<b>WISCONSIN</b>					
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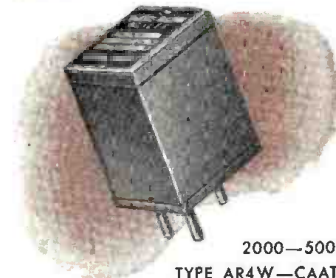
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# TELEVISION CHANNEL ASSIGNMENTS BY CITIES

**TABLE SHOWING ALLOCATION OF TELEVISION CHANNELS TO METROPOLITAN DISTRICTS IN THE UNITED STATES AS SPECIFIED BY THE FCC**

Metropolitan District (U. S. Census 1940)	Sales Rank	Population	Channel Nos.		Total Stations	
			Metro-politan	Com-munity	Metro-politan	Com-munity
Akron	85	349,705	11		1	
Albany						
Schenectady	23	431,575	2, 4, 7, 9, 11		5	
Troy						
Allentown						
Bethlehem	43	325,142		8		1
Easton						
Altoona	111	114,094	9		1	
Amarillo	136	53,463	2, 4, 5, 7		4	
Asheville	132	76,324	5, 7, 12		3	
Atlanta	25	442,294	2, 5, 8, 11		4	
Atlantic City	83	100,096		8		1
Augusta, Ga.	135	87,809	6, 12		2	
Austin	106	106,193	8, 10, 12		3	
Baltimore	13	1,046,692	2, 11, 13		3	
Beaumont	90	138,608	3, 6, 8, 10		4	
Port Arthur	75	145,156	12		1	
Binghamton	42	407,851	4, 9, 13		3	
Birmingham	5	2,350,514	2, 4, 7, 9, 13		5	
Boston	53	216,621		1		1
Bridgeport, Conn.	14	857,719	4, 7, 9, 13		4	
Buffalo	63	200,352		1		1
Niagara	115	73,219	7, 11		2	
Canton, Ohio	127	98,711	7, 10, 13		3	
Cedar Rapids	88	136,332	7, 11, 13		3	
Charleston, S. C.	99	112,986	3, 9, 11		3	
Charleston, W. Va.	76	198,215	3, 6, 10, 12		4	
Charlotte	2	4,499,126	2, 4, 5, 7, 9, 11, 13		7	
Chattanooga	16	789,309	2, 4, 7, 11		4	
Chicago	9	1,214,943	2, 4, 5, 7, 9		5	
Cincinnati	117	89,555	2, 4, 8		3	
Cleveland	133	92,478	3, 12		2	
Columbia	29	365,796	3, 6, 8, 10		4	
Columbus, Ga.	121	70,677	3, 6, 8, 10		4	
Columbus, Ohio	27	376,548	4, 8, 12		3	
Corpus Christi						
Dallas	67	174,995	2, 4, 5, 9		4	
Davenport						
Rock Island	44	271,513	5, 13		2	
Moline	122	65,764	2		1	
Dayton	26	384,372	2, 4, 5, 7, 9		5	
Decatur	39	133,973	2, 5, 9		4	
Denver	6	2,295,867	2, 4, 5, 7, 9		5	
Des Moines	72	157,098	3, 6, 8, 10		4	
Detroit	139	69,683	4, 7		2	
Duluth	105	115,801	2, 4, 5, 7		4	
Superior						
Durham						
El Paso						

Metropolitan District (U. S. Census 1940)	Sales Rank	Population	Channel Nos.		Total Stations	
			Metro-politan	Com-munity	Metro-politan	Com-munity
Erie	95	134,039	12		1	
Evansville, Ind.	93	141,614	2, 11		2	
Fall River						
New Bedford	55	272,648		1		1
Flint	64	188,554	11		1	
Fort Wayne	81	134,385	2, 4, 7, 9		4	
Fort Worth	51	207,677	2, 5, 10		3	
Fresno	79	97,504	2, 4, 5, 7		4	
Galveston	131	71,677	9, 11, 13		3	
Grand Rapids	57	209,873	7, 9		2	
Greensboro	130	73,055	2, 10		2	
Hamilton						
Middletown	110	112,686	9		1	
Harrisburg	70	173,367	8		1	
Hartford	20	502,193	8, 10		2	
New Britain						
Houston	21	610,897	2, 4, 5, 7		4	
Huntington, W. Va.	92	170,979	5		1	
Ashland, Ky.	24	455,357	3, 6, 8, 10, 12		5	
Indianapolis	128	88,008	2, 4, 5, 7		4	
Jackson	66	195,619	2, 4, 6, 8		5	
Jacksonville	100	151,731	13		1	
Johnstown, Pa.	112	77,213	3		1	
Kalamazoo	17	634,093	2, 4, 5, 9		4	
Kansas City, Mo.	87	151,829	2, 4, 8, 11		4	
Kansas City, Kans.	91	182,027		4		1
Knoxville	94	110,356	6		1	
Lancaster	109	88,191	10, 12		2	
Lansing	93	126,724	3, 6, 8, 10		4	
Lincoln	8	2,904,596	2, 4, 5, 7, 9, 11, 13		7	
Little Rock	33	434,408	5, 9		2	
Los Angeles						
Louisville	45	334,969	6		1	
Lowell						
Lawrence						
Haverhill	137	74,830	4, 7, 10		3	
Macon	101	78,349	9		1	
Madison	118	81,932		1		1
Manchester	37	332,477	2, 4, 5, 7, 9		5	
Memphis	38	250,537	2, 4, 5, 7		4	
Miami	15	790,336	3, 6, 8, 10		4	
Milwaukee	11	911,077	2, 4, 5, 7, 9		5	
Minneapolis	119	144,906	3, 5, 9, 11		4	
St. Paul	126	93,697	6, 10		2	
Mobile	56	241,769	4, 5, 7, 9		4	
Montgomery	39	308,228		6		1
Nashville	31	640,030	2, 4, 6, 7, 10		5	
New Haven						
New Orleans	1	11,690,520	2, 4, 5, 7, 9, 11, 13		7	
New York						
Northeastern						
New Jersey						
Norfolk						
Newport News	47	330,896	4, 7, 11, 13		4	
Oklaoma City	52	221,229	2, 4, 5, 9		4	
Omaha	40	287,269	3, 6, 7		3	
Council Bluffs	69	162,566	3, 5, 12		3	
Peoria	4	2,898,644	3, 6, 10, 12		4	
Philadelphia	84	121,828	2, 4, 5, 7		4	
Phoenix	8	1,994,060	3, 6, 8, 10		4	
Pittsburgh	89	106,568	3, 8		2	
Portland, Maine	22	406,406	3, 6, 8, 10, 12		5	
Portland, Oreg.	18	711,500	11		1	
Providence, R. I.	140	62,039	3, 6, 8, 10		4	
Pueblo	97	135,075		1		1
Racine				5		1
Kenosha	73	175,355				
Reading	48	246,674	3, 6, 8, 10		4	
Richmond	104	110,593	5, 9, 12		3	
Roanoke	28	411,970	2, 6, 11		3	
Rochester	102	105,259	12		1	
Rockford	54	158,999	3, 8, 10		3	
Sacramento	77	163,388	3, 8, 13		3	
Saginaw	129	86,991	13		1	
Bay City	10	1,367,977	4, 5, 7, 9, 13		5	
St. Joseph	58	204,488	2, 4, 5, 7, 9		5	
St. Louis	50	319,010	2, 4, 5, 7, 9		5	
Salt Lake City	49	256,268	3, 6, 8, 10		4	
San Antonio	7	1,428,525	2, 4, 5, 7, 9, 11		6	
San Diego	78	129,367	13		1	
San Francisco	114	117,970	3, 5, 9, 11		4	
Oakland	30	629,581	11		1	1
San Jose	19	452,639	2, 5, 7, 11		4	
Savannah	96	112,225	2, 4, 6, 8		4	
Scranton	107	87,791	4, 9, 11, 13		4	
Wilkes-Barre	80	147,022		1		1
Seattle	71	141,370	2, 4, 5, 7, 9		5	
Shreveport	103	89,484	8, 10		2	
Sioux City	32	394,623	3		1	1
South Bend	134	70,514	2, 4, 5, 9		4	
Spokane	125	77,406		1		1
Springfield, Ill.	108	79,337	8		1	
Springfield, Mass.	76	258,352	5, 8, 10		3	
Holyoke	74	156,018	4, 9, 13		3	
Springfield, Mo.	46	209,693	2, 4, 5, 7		4	
Springfield, Ohio	61	83,370	4		1	
Stockton	116	341,663	13		1	
Syracuse	34	77,749	7, 11		2	
Tacoma	60	200,128		1		1
Tampa	65	188,562	3, 6, 8, 10		4	
St. Petersburg	68	197,128	3, 13		2	
Terre Haute	138	71,114	3, 6, 9, 11		4	
Toledo	12	907,816	4, 5, 7, 9		4	
Topeka	85	144,322	12		1	
Trenton	120	67,050	3, 6, 13		3	
Tulsa	82	196,340	12		1	
Utica	86	127,308	2, 4, 5, 9		4	
Rome	62	188,974		7		1
Waco	124	109,833	6, 8		2	
Washington	41	806,194	5		1	
Waterbury	118	92,627		1		1
Waterloo	36	372,428	13		1	1
Wheeling						
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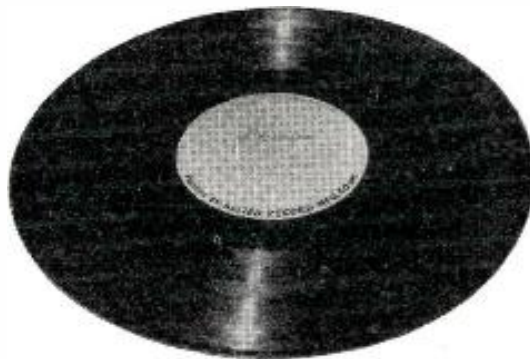
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(Continued from page 388)

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Talent: Gisele La Fleche, singer; Tony Stetson, tenor (with guitar); Frosia Gregory, singer; David Hughes, baritone; Bill Thompson, baritone.
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Tel.: Hollywood 2722
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Tel.: Crestview 1-5121  
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Talent: Jean Carson, Dave Willock, Sheldon Leonard, Sandra Gould, John Archer, Herb Ruday, Marjorie Lord, Geo. Givort, Joe Allen

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- THE GEORGE TAGGART ORGANIZATION**  
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Tel.: Adelaide 8784  
Talent: Russ Titus, Dorothy Deane, Albert Marson, Don Haskett, Chicho Valle, Dixie Deane, Al Harvey, Barry Phillips, Johnnie Perkins, Ted Rust, Dorothy Ault, Clifford Poe's, Zara Nelsova, Russell Skitch, Nora Conklin.
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Talent: Betty Williams, Arlene Thompson, William Terry, Norman Lawrence, Four Larkin Sisters.
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# ASSIGNMENTS OF LICENSES FOR U. S. STATIONS DURING 1946

(As Approved by FCC)

Assignor, Location and Assignment of Station	Assignee	Consideration and Date Authorized
Hobart Stephenson, Milton Edge and Edgar J. Korsmeyer d/b as Stephenson, Edge and Korsmeyer (WLDL), Jacksonville, Ill.; 1180 kc, 250 w, daytime	Milton Edge and Edgar J. Korsmeyer d/b as Edge and Korsmeyer	\$12,000 for 1/3 interest in partnership 1-16-46
WFIL Broadcasting Co. (WFIL and WFIL-FM), Philadelphia, Penna.; 560 kc, 1 kw, unlimited	Triangle Publications, Inc.	\$1,900,000.00 2-15-46
L. J. Duncan, Leila A. Duncan, Josephine Rawls, Effie H. Allen, Allen M. Woodall and Margaret A. Pili d/b as Valley Broadcasting Co. (WRLD), West Point, Ga.; 1490 kc, 250 w, unlimited	L. J. Duncan, Leila A. Duncan and Josephine Rawls d/b as Valley Broadcasting Co.	\$6,400.00 for 28% interest of three partners 2-20-46
L. J. Duncan, Leila A. Duncan, Josephine Rawls, Effie H. Allen, Allen M. Woodall and Margaret A. Pili d/b as Valley Broadcasting Co. (WDAK), Columbus, Ga.; 1340 kc, 250 w, unlimited	Radio Columbus, Inc. (Allen-Woodall—25%, Margaret Pili—10%)	\$164,000.00 2-20-46
O. L. Taylor (KTOK), Oklahoma City, Okla.; 1400 kc, 250 w, unlimited time	KTOK, Inc. (100% owned by assignor)	Change from individual to corporation 3-13-46
The Bend Bulletin (KBND), Bend, Oregon	Central Oregon Broadcasting Company (same stockholders as assignor corporation)	Reorganization 3-20-46
George T. Norris and J. Newton Thompson d/b as Dublin Broadcasting Co. (WMLT), Dublin, Ga.; 1340 kc, 250 w, unlimited time	George T. Morris tr/as Dublin Broadcasting Co.	\$16,550.00 for 1/2 interest in partnership 3-27-46
American Radio Telephone Co. (KXA), Seattle, Wash.; 770 kc, 1 kw, limited time	KXA, Inc. (Robert Gaylord—45%—officer KSFO—other stockholders hold interest in KPAS, KROW, KDYL and KSFO)	\$200,000.00 3-27-46
Curtis P. Ritchie (KGHF), Pueblo, Colo.; 1350 kc, 500 w, 1 kw-LS, unlimited time	Colorado Broadcasting Co., Inc. (controlled by Gifford Phillips, newspaper publisher)	\$300,000.00 3-28-46
Charles L. Jaren (KGDE), Fergus Falls, Minn.; 1230 kc, 100 w, 250 w-LS, unlimited	Fergus Radio Corp. (Roger L. Dell and Harold L. Dell, each 33 1/3%—attorneys)	\$50,000.00 4-3-46
S. B. Quigley (WMOB), Mobile, Ala.; 1230 kc, 250 w, unlimited time	Nunn Broadcasting Corporation (Gilmore N. Nunn, pres. & 50% stockholder, holds interest in KFDA, WBIR, WCMI and WLAP)	\$250,000.00 4-10-46
Mae C. Young, Executrix of the estate of George W. Young, Deceased (WDGY), Minneapolis, Minn.; 1130 kc, 500 w, 5 kw-LS, limited time	Twin Cities Broadcasting Corporation (controlled by Stuart Investment Co., principal owner of KOIL and KFOR)	\$301,000.00 4-10-46
Tribune Printing Co. (KWOS), Jefferson City, Mo.; 1240 kc, 250 w, unlimited time	Capital Broadcasting Co. (subsidiary of assignor corporation)	Reorganization 4-17-46
Jullo M. Conesa (WPRP), Ponce, P. R.; 1420 kc, 250 w, unlimited time	Voice of Porto Rico, Inc.	\$30,000.00 4-22-46
Kingsley H. Murphy (KSO and KSO-FM), Des Moines, Ia.; 1460 kc, 5 kw, unlimited time	Murphy Broadcasting Co. (assignor to own 100% of stock)	Change from individual to corporation 4-25-46
Royal Miller, Marion Miller, L. H. Penney, Gladys W. Penney d/b as Royal Miller Radio (KROY), Sacramento, Calif.; 1240 kc, 250 w, unlimited time	Harmco, Inc. (Hattie Harm—33 1/3% and pres., owns KARM)	\$150,000.00 5-2-46
James G. Ulmer (KGKB), Tyler, Texas; 1490 kc, 250 w, unlimited time	James G. Ulmer and James G. Ulmer, Jr., d/b as East Texas Broadcasting Co.	No monetary consideration—a gift of 1/3 interest in station to son 5-10-46
Joda Patterson, Ramon G. Patterson and Louise Patterson Pursley d/b as WAPO Broadcasting Service (WAPO and WAPO-FM), Chattanooga, Tenn.; 1150 kc, 1 kw, 5 kw-LS, unlimited time	Ramon G. Patterson, Louise Patterson Pursley, Ramon G. Patterson, Executor, and Louise Patterson Pursley, Executrix of Estate of Joda Patterson, Deceased, d/b as WAPO Broadcasting Service	Administration of estate 5-10-46
The KANS Broadcasting Co. (KANS), Wichita, Kansas; 1240 kc, 250 w, unlimited time	Kansas Broadcasting, Inc. (controlled by O. L. Taylor, interest in KTOK, KGNC, KFYO, KTSA & KRGV)	\$400,000 (plus or minus) 5-16-46
Gazette Printing Co. (WCLO), Janesville, Wisc.; 1230 kc, 250 w, unlimited	Southern Wisconsin Radio, Inc. (subsidiary of assignor corporation)	\$40,000.00 as of 11-5-45 5-24-46
Hoyt Houck, Robert D. Houck, Walter G. Russell and Lonnie J. Preston d/b as Tucumcari Broadcasting Co. (KTNM), Tucumcari, N. Mex.; 1400 kc, 250 w, unlimited time	Hoyt Houck, Robert D. Houck and Walter G. Russell d/b as Tucumcari Broadcasting Co.	\$8,046.00 for 1/4 interest of Lonnie J. Preston 5-29-46
Lloyd E. Squier and Wm. G. Ricker d/b as Radio Station WDEV (WDEV), Waterbury, Vermont; 550 kc, 1 kw, daytime	Lloyd E. Squier, surviving partner of Lloyd E. Squier and Wm. G. Ricker d/b as Radio Station WDEV and Ernest C. Perkins, Executor of Estate of Wm. G. Ricker, Deceased	Administration of estate 6-20-46
The Scranton Times (co-partnership), Wm. R. Lynett, Elizabeth R. Lynett, and Edward J. Lynett, Jr. (WQAN) Scranton, Penn.; 910 kc, 500 w, 1 kw-LS, 8-WGBI	The Scranton Times (co-partnership), Elizabeth R. Lynett and Edward J. Lynett, Jr.	No monetary consideration—death of Wm. R. Lynett 6-20-46
Abrelia S. Hinckley, George C. Hatch and Wilda Gene Hatch d/b as Salt Lake City Broadcasting Co. (KALL), Salt Lake City, Utah; 910 kc, 1 kw, unlimited time	Salt Lake City Broadcasting Co., Inc. (present partners of assignor to be stockholders)	Change from partnership to corporation 6-27-46
Hearst Radio, Inc. (WINS), New York, N. Y.; 1010 kc, 10 kw, unlimited time	The Crosley Corporation	\$1,700,000.00 and other consideration 7-17-46
Philco Products, Inc. (television station WPTZ), Philadelphia, Penn.	Philco Television Broadcasting Corp.	Reorganization 7-18-46
The Crosley Corporation (WLW), Cincinnati, Ohio; 700 kc, 50 kw, unlimited	Crosley Broadcasting Corp. (subsidiary of assignor corporation)	Reorganization 7-18-46
A. W. Talbot (KGEZ), Kalispell, Mont.; 1340 kc, 100 w, unlimited time	Donald C. Treloar	Cancellation of lease agreement and \$8,600.00 8-1-46
Sioux Falls Broadcast Assn., Inc. (KELO), Sioux Falls, S. Dak.; 1230 kc, 250 w, unlimited time	Midcontinent Broadcasting Co. (controlled by Sam Fantle, Jr., with assignor corp.)	\$100,000.00 8-22-46
Georgia Phillips d/b as Boise Broadcast Station (KIDO and KIDO-FM), Boise, Idaho; 1380 kc, 1 kw, 2 1/2 kw-LS, unlimited time	KIDO, Inc. (controlled by assignor)	Reorganization 8-22-46
Louis Wasmer, Inc. (KHQ), Spokane, Wash.; 590 kc, 5 kw, unlimited time	KHQ, Incorporated (both assignor and assignee corporations controlled by Spokane Chronicle Co.)	\$850,000.00 8-29-46
Martin R. O'Brien (WMRO), Aurora, Ill.; 1280 kc, 250 w, daytime	WMRO, Inc. (100% of stock owned by assignor)	No monetary consideration 9-30-46
P. K. Ewing, Jr., and F. C. Ewing d/b as Ewing Broadcasting Co. (WJKN), Jackson, Miss.; 1490 kc, 250 w, unlimited time	P. K. Ewing, Jr., F. C. Ewing and Myrtle M. Ewing d/b as Ewing Broadcasting Co. (addition of Myrtle M. Ewing to partnership—mother of P. K. and F. C.)	Gift 9-30-46
The National Life and Accident Insurance Co. (WSM and WSM-FM), Nashville, Tenn.; 650 kc, 50 kw, unlimited time	WSM, Inc. (controlled by assignor)	Rental basis 9-30-46
W. J. Harpole and J. C. Rothwell d/b as Radio Station KSAM (KSAM), Huntsville, Texas; 1490 kc, 250 w, unlimited time	J. G. Long (theatre and radio business)	\$42,500.00 10-3-46

(Continued on page 516)

# DIRECTORY OF RADIO STATIONS IN COUNTRIES UNDER NARBA

(For U. S. and Canadian Stations, See Pages 73 and 212)

## MEXICO

[ Receiving Sets, 650,000 to 700,000 ]

(Population—20,000,000; Language—Spanish; Area—763,268 sq. mi.; Foreign population—Little immigration)

Acambaro	KEGW	Jose Martinez Ramirez	1270	0.25
Acapulco	XEKJ	Refugio Acosta de Valdivieso (Plaza Alvarez)	1400	0.25
Agua Prieta	KERP		1190	50.0
Aguascalientes	KEBI	Radio Central (Pedro C. Rivas)	1360	0.25
"	XERO	Radio Hidrotermopolitana	1490	0.25
Campeche	XEA	El Echo de las Murallas (Luis A. Maury)	1370	1.0
Cananea	XEFQ	Pedro L. Diaz	980	0.5
"	XESY	Hector Compo	1320	0.2
"			1490	0.25
Cases Grandes	XETX		4400	0.25
Celaya	XENC	El Heraldo del Bajío S. de R. L.	1540	0.25
Chetumal	XEQZ	Ramon Zamora Manjarrez	1240	0.25
Chihuahua	XEFI	El Progreso del Estado de Chihuahua (Ramiro G. Uranga)	1440	1.0
"	XEM	El Heraldo del Norte (Pedro Meneses, Jr.)	1390	0.5
"	XEBW	Radio Emisora del Norte	1280	0.6
"	XEBU	Enriqueta G. de Uranga	1240	0.1
"			580	0.25-N
"				0.1-D
Chilpancingo	XERA		1490	0.1
Ciudad Camargo	XEJZ		1300	0.25
Ciudad Delicias	XEOH		1270	0.15
Ciudad Guzman	XEYK		1340	0.1
Ciudad Juarez	XEBA	Jose D. Gonzales	1270	0.25
"	XELO	Cia. Radiodifusion de Piedras Negras	800	150.0
"	XEJ	La Voz de la Frontera (Pedro Meneses, Jr.)	970	6.0
"	XEP	La Voz Panamericana (Esteban Parra)	1300	0.5
"	XEWG	Carlos Mendez	1460	1.0
"	XEF	Jose Carlos Amaza	1420	0.1
"	XEFV	Dario Cordoba	1240	0.25
"	(New)		1490	0.25
Ciudad Obregon	XEAP	La Voz del Valle del Yaqui (Emilio Manzanilla)	1290	0.1
"	XEOX	Radio Cajeme (Felipe G. de Leon)	1840	0.25
"	(New)		1580	0.5
Ciudad Valles	XETR	Tomas Olivia Bannelos	1490	0.125
Ciudad Victoria	XEBJ	La Voz de Tamarellpas (Fernando Elizalde Ramos)	1340	0.25
"				0.1
Coahuila	KEOM		1460	0.1
"	XERL	J. Roberto Levy	1340	0.25
Cordoba	XEAG	Diodoro Zuniga	1280	0.25
Cuernavaca	XEJC	La Voz del Sur (Edward Jimenez de la Cuesta)	1420	0.15
"	XEY	Radio Gugambilla de Cuernavaca (Juan Gutierrez, Jr.)	980	0.15
Culiacan	XESA	La Voz de Sinaloa (Pablos y Elizalde, S. de R. L.)	1360	0.5
"	XEBL	La Voz del Noroeste	1260	0.5
"	XEGF	(Max Gomey Blanco)	1300	0.1
"			1060	0.25
Durango	XEE	La Voz de Durango (Jose G. Valenzuela)	1280	0.25
"	XEDU	Carlos C. Armas	1400	0.15
"	XEPF	Luis Enrique Ericiux	1400	0.2
Ensenada	XEMA	Jose Miguel Acevedo Moya	1340	0.1
Fresnillo	XEMG		1310	0.25
Gomez Palacio	XEFK		1450	0.25-N
"				0.5-D
Guadalajara	XEJB	Gobierno del Estado de Jalisco	1010	5.0
"	XEDK	Radio Sonido de Occidente (Salvador Vazquez Tello)	1250	0.5
"	XEJE	Guillermo Johnston	1310	0.25
"	XEHL	Radio Annunciativa Klat, S. de R. L.	630	0.5
"	XELW	Radio Occidental (Salvador Gallardo de la Torre)	1840	2.5
"	XEHK	Francisco E. Fregoso	960	0.25
"	XEAV	Radio Guadalajara (Alfredo Vasquez)	580	1.0
"	XEAD	Radio Economico (Alejandro A. Diaz)	1150	0.125
"	XEXN	Jose Tostado Lomeli	1400	0.25
"	XELT	Gobierno del Estado de Jalisco	840	0.25
"	XEJG	El Heraldo de Guanjuato	4820	0.2
Guajuato	XEJT	El Heraldo de Guanjuato (Toje Tomas Morales)	570	0.1
Guaymas	XEDR	El Vocero de Guaymas (Modesto Ortega)	1490	0.25
Hermosillo	XEBH	El Heraldo de Sonora (Carlos Balderrama)	920	1.0
"	XEBR		11820	0.15
"	XEDL	Eufemia Esquer de Vidal	1250	0.5
"	XEQP	Radio Hermosillo, S. de R. L.	590	0.3
"			960	0.5
"			1300	0.25
"			1540	5.0
Hidalgo del Parral	XEQN		1150	0.5
"	XEJS	Sucs. Jorge Perez	1250	0.25
"	XEAT	XEW Network	1490	0.1
"	XEJR	(Anastasio Gomez Gallardo)		
Iguala			1450	0.25
Irapuato	XEBO	La Voz del Centro de la Republica (Alfonso Martinez)	1330	0.5
"	XEWE	Felipe Gallardo	1420	0.1
Jalapa	XEBF	La Amiga del Hogar (Pedro Coronel Aburto)	6090	0.1
"	XEKL	Carlos Ferraz Matos	550	0.25
"	XEJA	La Voz de las Atenas Veracruzana (Daniel Schacht Perez)	1400	0.1
"	XEJW	Mariano Caraza	1490	0.1
La Paz	XEPX		550	0.25
La Piedad	XELC		1600	1.0
Leon	XEFM	La Voz del Comercio (Sucs. R. Ortiz Gonzalez)	1270	0.1
"	XERZ	XEW Network (Rafael C. Navarro)	1240	0.25
"	XELG	Radio Impulsora del Centro S. A.	680	1.0
"	XERW	Rafael C. Navarro	1390	0.25
Linares	XER	Radio Linares S. A.	1260	0.25 JF

## MEXICO—(Continued)

Los Mochis	XECF	Le Voz del Valle del Fuerte (Francisco Perez H.)	1410	1.0-D
Magdalena	XEDJ	XEW Network (Enrique Soroleguel)	1450	0.5-N 0.1
Matamoros	XEO		970	0.75
"	XEXP		1450	0.1
"	XEAM	XEW Network (Manuel L. Salinas)	1400	0.25
Mazatlan	XERJ	La Voz de Mazatlan (Oscar Perez E.)	1320	0.5
"	XEDS	El Heraldo de Sinaloa (Alejandro A. Schober)	1420	0.5
"			1380	0.25
"	XETK	Radio Emisora Occidental S. de R. L.	1490	0.25
Merida	XEZ	La Voz de la Peninsula (Jorge L. Palomeque)	600	2.0
"	XEME	XEW Network (Perfecto Villamil Cicero)	1270	0.5
"	XEFC	La Voz de Yucatan desde Merida (Rafael Rivas Franco)	1380	0.5
"	XEPK	Radio Mexicana de Merida	1450	0.25
"	XEMQ	Lazaro Achurra Suarez	1240	0.25
"	XEMH	Alvaro Barquet Y.	1400	0.25
"	XECL	Alfonso A. Lacarra	990	5.0
Mexicali	XEAO	Juan C. Chavez	910	0.25
"	XEAA	La Voz de los Valles (Consuelo T. Eguia)	1840	0.25
"	XED		1050	5.0-D
Mexico City	XEXA	Departamento de Publicidad y Propaganda	6175	0.1
"	XEBT	El Buen Tono S. A.	6000	10.0
"	XEB	El Buen Tono S. A.	1220	100.0
"	XEW	Cadena Radiodifusora Mexicana desde Mexico	900	100.0
"	XEWV		9500	10.0
"	XEQ	Radio Panamericana	940	150.0
"	XEQQ		9680	1.0
"	XEDP	Radio Gobernacion	1060	50.0
"	XEOY	Fomento de Radio, S. A.	1000	10.0
"	KEOI		6010	2.5
"	XEBZ	El Vocero Mexicano	660	0.5
"	XELA	Radio Metropolitana	880	1.0
"	XEUZ	Partido Nacional Revolucionario	6180	10.0
"	XEFO	Cadena Radio Nacional	1110	20.0
"	XEN	Radio Mundial	690	5.0
"	XENN	(Guillermo P. de Del Corde)	11780	0.5
"	XEYU	National Univ. of Mexico	9600	0.25
"	XEUN		860	5.0
"	XEML	Robert Valezzi Esparza	1550	20.0
"	XEQR	Corporacion Mexicana de Radio, S. A.	1030	1.0
"	XERQ		9610	5.0
"	XEQK	Guillermo Morales B.	1350	1.0
"	XETT	(Angel H. Ferreiro)	9665	0.5
"	XEDA	Publicidad Commercial de Mexico, S. A.	1290	1.0
"	XEMC	Delores G. Estrada de Ferreiro	1590	5.0
"	XERC	Radio Difusora Comercial (Radio Popular de Mex., S. A.)	790	1.0
"	XELZ	La Voz de la Industria Nacional (Marie Cardora de Zetina)	1440	5.0-D 1.0-N
"	XENK	Gral. Brig. Ferrando Prool Pardo	820	5.0
"	XEPH	Padro Riestra Diaz	590	5.0
"	XERH	Sal de Uvas Picot (Arse S. A.)	1500	5.0-D 0.5-N
"	XEJP	Vocero de los Productos Dandy (Delia Cubillas de Fernandez)	1150	0.6
"	XESM	Salvador San Martin	1470	5.0-D 1.0-N
"	XEAI		1320	0.5
"	XEK	Carmen Gutierrez	970	0.5
"	XEL	Arturo Manzanilla	1260	1.0
"	XEBS	Fidel Hernandez Calderon Hispano Mexicano	1410	0.75
"	XEMX	Guillermo Robles	1380	0.5
"	XEOF		560	1.0
"	XEX		730	150.0
"	XEHH	"Arise," S. A.	11880	0.25
Minatitlan	XEDW	XEW Network (Hector Silva Canto)	1260	0.25
Monterrey	XET	El Progreso del Norte, S. A.	990	5.0
"	XEG	La Voz de Norteamerica, S. A.	1050	150.0
"	XEIH	Radio Tarrana	1420	1.0
"	XEFB	La Voz del Norte de Mexico (Emisoras Incorporadas de Monterrey)	830	1.0-D 0.5-N
"	XEMR	Henrique Serna Martinez	1370	0.5
"	XEAW	Jesus D. Gonzales	1280	0.5
"	XEAR	Radio Tiempo, S. de R. L.	1450	0.25
Morelia	XEKW	Jose Martinez Ramirez	6080	0.5
"	XELQ	Radio Comercial Michoacana (Francisco Larios Iturbido)	570	0.25
"	XEI	Tiburecio Ponce	1400	0.25
"	XESF	Jose Martinez Ramirez	1300	0.25
Naco	XETM	El Heraldo de la Frontera (Jesus Manuel Franco)	1350	1.0
Navojua	XEGL	XEW Network (Fausto M. Gomez)	1270	0.5
"	XEAJ	El Pregonera de Mayo (Emilio Manzanilla)	1400	0.25
Nogales	XEHF	XEW Network (Gaster Mascarenas)	1370	1.0
"			1240	0.25
"			1010	0.25
"			1490	0.1
Nueva Laredo	XEFE	La Voz de la Frontera (Rafael T. Carranza)	980	1.0
"	XEDF	Ruperto Villarreal	790	0.5
"	XEBK	M. M. Cortes	1840	0.1
"	XENT	Cia. Industrial Universal, S. A.	1140	50.0
"	XELF		1380	0.25
"	XEAS		1410	0.25
Oaxaca	XEAX	XEW Network (Alvaro Rodriguez A.)	1270	0.5
Orizaba	XEPP	La Voz de Orizaba (Radio Impulsora Orizabena)	1450	0.25
"	XETQ	Mensajere del Progreso Orizabeno (Francisco Campos H.)	1370	0.25
Pachuca	XEPK	Radio Publicidad de Pachuca, S. A.	1180	1.0
Piedras Negras	XEMU	Alfonso L. Bros Piedras Negras, S. A.	580	5.0-D 0.25-N
"	XEMJ	Jesus F. Elizalde	920	0.5-D 0.25-N

(Continued)



# DIRECTORY OF RADIO STATIONS IN COUNTRIES UNDER NARBA

(For U. S. and Canadian Stations, See Pages 73 and 212)

## MEXICO—(Continued)

City	Call Letters	Station and Operator	Frequency in Kilocycles	Power in Kilowatts
Puebla	XEHR	Heraldo Angelopolitano (Manuel R. Canale)	1090	0.25
"	XECC	Impulsoras del Progreso (Ricardo Vazquez A. Costa)	6185	0.05
"	XECD	Ricardo Vazquez A. Costa	1170	0.35
Queretaro	XEJX	Radiomisor Queretana	1450	0.25
Reynosa	XERT		590	0.25
Rosarito	XERB	Interamericana de Radio	1090	50.0
Sabinas	XEBX	XEW Network (Radiodifusora Coahuila, S. A.)	610	0.5
Saltillo	XESJ	La Llamada de la Cultura (Froilan Mier Narro)	1250	0.5
"	XEKS	Efrain Lopez	1330	0.1
"	XEDE	Bias Narro Dunn	1400	0.15
"	XEXU	Rafael Caranza	1490	0.1
San Luis Potosí	XECZ	La Voz de la Mesa Central (Zeliferio Z. Jimenez)	1430	1.0
"	XERM	Benjamin Briones	1260	0.25
"	XEXQ		1400	0.1
"	XESL	Josefina Delgado	1340	0.1
"	XEYI	Lucinda Arenaxde de Maza Millan	1450	0.25
San Luis Río Colorado	XESQ		1290	0.1
Santa Barbara	XESB		1400	0.15
Santa Rosalia			560	0.1
Tampico	XEFW	La Voz de Tampico	810	50.0
"	XETW	(Flores y Martinez)	6045	0.1
"	XETU	Impulsora Moderna del Radio, S. A.	1460	1.0
"	XECA	El Vocero de Tampico (Nicolas M. Picot)	980	1.0
"	XES	The Voice of Mexico From Tampico (Difusora Portena S. de R. L.)	1300	0.25
Tapachula	XETO	Radio Tiempo S. de R. L. de C. V.	1400	0.25
Tehuacan	XEWS	Wadley Dominguez Correa	630	0.1
"	XEWJ	Marion Caraza D.	1420	0.1
Tepec	XEXT	Official Station of State Government (Gobierno del Estado de Nayarit)	980	1.0
"	XERK	El Echo del Pacifico desde Tepec, Nayarit (Dario Mondragon)	1450	0.1
Teziutlan	XETZ	Ricardo Vazquez	1190	0.5
Tijuana	XEBG	Roberta Salazan	1550	1.0
"	XEAC	Jorge I. Rivera	690	5.0
"	XEMO	Fernando Frederico Ferreira	860	5.0
"	XEAU	Radio Panamericana (Manuel Acuna Varela)	1470	5.0
"	XEGM	Gustavo Falst Fernandez	950	2.5-D
"	XEXX	Cia. Radio Mexicana	1420	2.0
"	XEAZ		1590	5.0
"	XEAZ		1270	0.5-N
"	XEAZ			5.0-D
"	XEC	Luis E. Enciso	1810	0.25
Tlaxcala	XEXZ		1480	5.0
"	XEXE	State Government	2410	0.1
Toluca	XEXS	Instituto Cientifico y Literario	1340	0.1
"	XECH	Rodolfo Llamas	1490	0.25
Torreón	XETB	El Heraldo de Torreón (Sra. Leonor B. vda. de Zaragoza)	1350	0.5
"	XEDN		600	1.0
"	XEBP	La Voz de la Laguna (Alejandro O. Stevenson, Jr.)	1260	1.0-D
"	XEOB		1490	0.1
"	XEQW	Maria Refugio A. de Valdivieso	1450	0.25
"	XEDL	Difusora del Norte, S. A.	600	1.0
"	XERS		1400	0.1
Tuxpam	XETL	La Voz de la Hauxticas (Calixto Almazan)	1390	0.25
Tuxtla Gutierrez	XEON		1280	0.25
Uruapan	XEFU	Ignacio Navarro	550	0.3
Veracruz	XEUW	El Echo de Sotavento desde Veracruz (Fernando Pazos Soza)	6020	0.25
"	XEU	Fernando Pazos Soza	960	0.5
"	XEHV	Radiodifusora Veracruzana (Juan A. Palavicini)	1810	1.0
"	XETF	La Voz de Veracruz (Jose Rodriguez Lopez)	1250	0.5
"	XEFT	Sucs. Jose Rodriguez Lopez	9545	0.25
"	XELL	Delorez G. Estrada de Ferriero	1430	0.25
Villa Acuna	XEDH	Vicente Hernandez	1340	0.25
"	XEAB		1600	5.0
Villahermosa	XEVV	Ernesto E. Trujillo Gurrio	970	0.5
"	XERE	Juan T. Trujillo	9515	0.125
Zacatecas de Zac	XELK	Jose Macias Guerrero y Acovedo	1280	0.25
Zamora	XEGT	Radio Zamora	1490	0.25
"	(New)		650	1.0

### NETWORKS OF MEXICO

XEW NETWORK: 80 affiliates. Key station—XEW Mexico City.  
 RADIO MIL NETWORK: 13 affiliates. Key station—XEOM Mexico City.  
 XEB NETWORK: 12 affiliates. Key station—XEB Mexico City.  
 XEQ NETWORK: 35 affiliates. Key station—XEQ Mexico City.  
 RADIO PROGRAMAS DE MEXICO: 24 affiliates.

### TRADE ORGANIZATION

Camara Nacional de la Industria Radiodifusion, Paseo de la Reforma No. 35, Despacho 1, Mexico City.

### LABOR GROUPS

Sindicato de Anunciadores y Empleados de Radiodifusoras.  
 Sindicato de Filarmonicos y Artistas de Radio.

## BAHAMAS

[Receiving Sets, 1,200]

(Population—66,908; Area—4,404 sq. mi.)

City	Call Letters	Station and Operator	Frequency in Kilocycles	Power in Kilowatts
Naassau	ZNS	Government of the Bahamas	1540	5.0
"	ZNS2		6090	0.6

## CUBA

[Receiving Sets, 250,000.]

(Population—4,778,582; Language—Spanish; Area—44,217 sq. mi.; Foreign Population—Haitian and Jamaican Negroes, Germans)

City	Call Letters	Station and Operator	Frequency in Kilocycles	Power in Kilowatts
Bayamo	CMKX	Radiodifusion Vidal (Oscar Vidal Benitez)	1390	0.25
Caibarien	CMHD	Manuel Alvarez	1560	0.25
Camaguey	CMJL	Cirquito CMQ (Cambo y Gabriel S. A.)	920	5.0
"	CMJK	Radio Habana Cuba (Cadena Azul, S. A.)	740	1.0
"	COJK	La Voz de El Camagueyana (Jones, Castrillon y Cia.)	8660	1.0
"	CMJK		1150	0.5
"	CMJA	Gaceta de Puerto Principe (Rafael Valdes Jimenez)	1060	0.25
"	CMJE	Organizacion Insular de Radio S. A.	1230	0.25
"	CMJF	Gertrudis de la Cruz Perez	1800	0.25
"	CMJW	Andres Moran Cisneros	1440	0.25
"	CMJC	Cadena Camagueyana de Radio S. A.	1270	1.0
Cardenas	CMGE	Genaro Sabater	1470	0.25
Ciego de Avila	CMJH	Luis Masauri Mendoza	1370	0.25
"	CMJO	Bonifacio Idefonso Movales	1470	0.25
Cienfuegos	CMHM	Rafael H. Pena y Arruebo	1450	0.25
"	CMHJ	La Voz de las Villas (Romualdo Ugalde Cordero)	1350	0.25
"	CMHK	Virgilia Villanueva	1380	0.25
Cruces Florida	CMJI	La Voz de la Trocha (Dr. Osvaldo Andres y Moran Anteaiza)	1400	0.25
Guanabacoa	COCH	Gen. Bestg. Co. (Per.) Radio Internacional, S. A. (Arr.)	9437	5.0
"	CMCF	Radio Oscar Gutierrez	910	5.0
"	CMKS	Candido Savon Suarez	900	0.25
Guantanamo	CMKH	Luis Coronado Estrado	1130	0.25
"	CMCJ	Rafael Rodriguez	1580	0.25
Havana	CMCR	La Voz del Caribe (Juan Gonzalez y Seneriz)	1580	0.25
"	CMCG	Union Radio Habana (La Orda, S. A. (Per.) (Emisora CMCG, S. A. (Arr.)	1420	0.25
"	CMCQ	Cia Radiodifusion de Public S. A. (Andres Martinez)	1460	0.25
"	CMBX	Radio Talleres Alvarez (Vicente Espinosa)	1390	0.25
"	CMK	Radiomisor CMK (Fausto Montiel)	1560	0.25
"	CMQ	Cirquito CMQ S. A.	640	25.0-D
"	COCQ		8825	5.0
"			9670	
"			9740	
"	CMCY	Radio Habana Cuba (Cadena Azul, S. A.)	590	15.0
"	COCY		11740	1.0
"	CMW	Adolfo Gil y Miguel Troncosa	21820	2.5
"	COCW		8322	1.0
"			21740	
"	CMCB	Radio Metropolitana (Metropolitan Radio de Cuba, S. A.)	1330	0.25
"	CMZ	Radio Emisora CMZ (Ministry of Education, Government of Cuba)	690	5.0-LS
"	COX7		4290	5.0
"	COX4	Ministry of Education, Government of Cuba	6390	5.0
"	CMBG	Union Radio Habana (Raul Chibas)	1390	1.0
"	CMBD	Luis Perez Garcia	1460	0.25
"	CMCX	Radio Popular	1360	0.25
"	CMCH	(Jose Custodio Milagro Rumbaut y Lanza)	790	5.0-D
"	CMCW	Ondas Deportivas (Jose Vilarino)	1290	0.25
"	CMCU	Jorge Garcia Serris	1190	0.25
"	CMBY	Casa de Las Medias (Pages y Cia.)	1120	0.25
"	CMX	Talleres Tipograficos Nacionales, S. A.	1010	10.0
"	COCK		9273	0.25
"			11650	1.0
"	CMBQ	Sevilla Biltmore (Amleto Battisti)	1150	1.0-N
"	CMCM	Radio-Cadena Suaritos La Imaculada	1080	5.0-D
"	COBL	Radio-Cadena Suaritos	9830V	1.0
"	CMBL	Radio-Cadena Suaritos	860	5.0
"	CMBF	Radio Universal	950	5.0
"	COBF	(Cia. Radio Universal S. A.)	6040	1.0
"	CMCO	Emisora "Herco-CMCO" (Enrique Lasanta y Oliver)	1230	0.25
"	CMBC	Radio Progreso (Domingo Fernandez Cruz)	740	1.0-N
"	COBZ	Guillermo Salas	9026	1.0
"			9030	
"			17820	
"	COBQ	Andres Martinez	9235	1.0
"			9540	
"	COBH	Radio Cadena Habana, S. A.	11800	1.0
"	CMCD	La Voz del Aire	1260	5.0
Holguin	CMKJ	Cirquito CMQ, S. A.	730	5.0
"	CMKV	Cadena Azul, S. A.	600	1.0
"	CMKF	Manuel J. de Gongora	1050	0.25
"	CMKO	Manuel Angulo Farran	1220	0.25
Manzanillo	CMKE	Cia Radio Emisora Manzanillo, S. A.	1320	0.25
"	CMKM	Ramundo Comas Dolar, Merchan y P. Figueredo	550	0.25
Matanzas	CMGF	Bernabe R. de la Torre	1240	0.25
"	CMGW		1440	0.5
Nuevitas	CMJQ	Ramon A. de Zayas	1580	0.25
Palma Soriano	CMKZ	Juan Filgueiras Cabaleira	1430	0.25
Pinar del Rio	CMAA	Maria Dominguez Doussou	1450	0.25
"	CMAQ	Francisco Martinez	810	0.25
"	CMAN	Cirquito CMQ, S. A. Radio Habana Cuba (Cadena Azul, S. A.)	1300	1.0
Placetas	CMHP	Candido de Los Angeles, Guevara Perdomo	1250	0.25
Puerto Padre	CMKY	Emisora Comercial (Pedro Zacca Cheda)	1350	0.1
Rancho Boyeros	CMCK	Compania Editorial "El Crisol," S. A.	980	5.0
"	COCO		6010	5.0
"			3700	
"	CMBZ	Manuel y Guillermo Salas	830	1.0
"	COBC	Domingo Fernandez Cruz	9362	1.0
"			17850	



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# Americas

*with music...  
... and words*

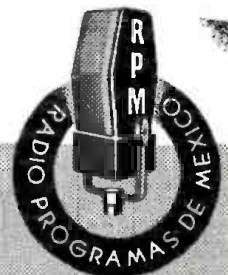
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*Largest Latin American Broadcasting System*

P.O. Box 1324 MEXICO, D.F. - EMILIO AZCARRAGA, Pres; CLEMENTE SERNA MARTINEZ, V.Pres. Gen. Mgr.





## CUBA—(Continued)

City	Call Letters	Station and Operator	Frequency in Kilocycles	Power in Kilowatts
Regia	CMCD	La Voz Del Aire, S. A.	1260	5.0
	COCD		6190	1.0
San Cristobal	CMAC	Guillermo Garcia Ovies	1030	0.25
Sancti Spiritus	CMHB	Vicente Weiss (Per.) Alberto Ruiz Sanchez (Arr.)	1410	0.25
	CMHT	Juan M. Santana	990	0.25
San Luis	CMKQ	Angel Viedro Quintero	1460	0.5
Santa Clara	CMHQ	Cirquito CMQ (Goar Maestro)	690	10.0
	CMHI	Radio Habana Cuba (Cadena Azul, S. A.)	570	15.0
	COHI		6450	5.0
			11775	
	CMHW	Salvador S. Almanza y Lopez	960	1.0
	CMHX	Radio Habana Cuba	1490	0.25
Santiago de Cuba	CMKN	(Cadena Azul, S. A.) Cirquito CMQ	970	1.0
	CMKU	(Goar Maestro)	1000	1.0
	CMKW	Ricardo Miranda, Cortes y Raul S. Eche- varria	1250	0.25
	CMKC	Dra. Angel Navarra Raca y Raul F. Rubio Catasus	1090	0.25
	CMKR	Jaime Nadal	1490	0.25
	CMKG	Emilio Grau Medina	8955	1.2
	COKG		1290	1.0
	CMKD	Emisora Oriental (Otto Juan Vinas Gimeno)	1810	1.0
Segua la Grande	CMHO	Organizacion Insular de Radio	1280	0.25
	CMHA	Obelardo Menocal	990	0.25
Trinidad	CMHT	Juan M. Santara	1090	0.25-D
Vedado	CMBS	Enrique Artealejo Fernandez	1090	0.1-N
	CMOX	Cia. Electronica S. A.	1490	0.25

### NETWORKS OF CUBA

CMQ CIRCUIT: Six affiliates; Key station—CMQ Havana.  
RADIO HABANA CUBA CADENA AZUL (RHC): Eight affiliates; Key station—CMCY Havana.

## HAITI

[ Receiving Sets, 3,800. Set Tax, 20c per Tube ]

(Population—2,720,000; Language—French; Area—10,700 sq. mi.; Foreign population—Few Jewish refugees)

City	Call Letters	Station and Operator	Frequency in Kilocycles	Power in Kilowatts
Port-au-Prince	HHW	C. Ricardo Widmaier, Jr.	1280	0.3
	HH3W		9890	0.25
	HH2S	Societe Haitienne de Radiodifusion	5945	0.3
	HHGM	(Frank C. Magloire Broadcasting Circuit)	1473	1.0
	HHCM		6168	1.0
	HHBM			1.0
	HHJM			1.0
	HHCA	Haitian Broadcasting Co.	4600	0.075

## TRANSMITTER MANUFACTURERS

(For Complete Equipment Directory See Page 408)

**COLLINS RADIO CO.**  
855 35th St., N. E., Cedar Rapids, Ia.  
Tel.: 3-0281  
Executive Officers: Arthur A. Collins, president; W. J. Barkley, executive vice-president; R. S. Gates, vice-president in charge of marketing and procurement; L. Morgan Craft, vice-president in charge of engineering and manufacturing; Max W. Burrell, sales manager and ass't. secretary; Russell B. Renaker, broadcast sales manager; Robert H. Hollister, ass't. broadcast sales manager; A. K. Higgins, director of publicity and advertising.  
Sales Offices:  
New York 18—11 W. 42nd St. Tel.: Lackawanna 4-0229. W. J. Barkley, executive vice-president.  
Los Angeles 13—458 S. Spring St. Tel.: Tucker 9404. Carl W. Service.

**FARNSWORTH TELEVISION & RADIO CORP.**  
3702 E. Pontiac St., Fort Wayne 1, Ind.  
Tel.: Anthony 3301  
Executive Officers: E. A. Nicholas, president; B. Ray Cummings, vice-president in charge of engineering; E. H. Vogel, vice-president in charge of sales; E. M. Martin, vice-president and secretary; J. P. Rogers, vice-president and treasurer; R. C. Jenkins, general superintendent; J. L. Bubul, controller; Modison Cawein, manager of research; J. C. Ferguson, chief engineer of electronic apparatus div.; Paul J. Boxell, director of public relations; J. S. Garceau, manager of advertising and sales promotion; Pierre Boucheron, manager of broadcast div.; E. H. McCarthy, sales manager of Farnsworth div.; I. C. Hunter, sales manager of Capehart div.; John A. Curtis, manager of mobile communications div.; E. S. Needler, manager of special products sales div.; Frank Harris, manager of export dept.; R. L. Colfax, purchasing agent.  
Branch Plants:  
Marion, Ind.—3301 S. Adams St. Tel.: 4600.  
Bluffton, Ind.—805 W. Walnut St. Tel.: 911.  
Huntington, Ind.—Lucretia Ave. Tel.: 1331.  
FEDERAL TELEPHONE & RADIO CORP.  
100 Kingsland Road, Clifton, N. J.  
Tel.: Nutley 2-3600  
Executive Officers: Cal. Sasthene Behn, president; E. N. Wendell, vice-president in charge; T. M. Douglas, vice-president in charge of consumer products; C. E. Dickey, general sales director; N. E. Wunderlich, executive sales director, radio div.

Branch Offices:  
New York 4—57 Broad St. Tel.: Bowling Green 9-3800.

Chicago 11—343 N. Michigan Ave. Tel.: Central 6900.  
Washington 6, D. C.—8 DuPont Circle. Tel.: Michigan 0622.  
Subsidiary:  
Federal Electric Manufacturing Co. Ltd., 9600 St. Lawrence Blvd., Montreal 1, Que.

**GATES RADIO CO.**  
123 Hampshire St., Quincy, Ill.  
Tel.: 522  
Executive Officers: P. S. Gates, president; L. J. McEwen, executive vice-president; F. J. Pippenger, sales manager; Fred O. Grimmwood, chief engineer; F. W. Wentura, ass't. chief engineer; A. S. Petzoldt, comptroller; A. D. Myers, production manager; William B. Parker, engineer in charge of FM.  
New York—40 Exchange Place. Tel.: Hanover 2-0198. O. J. Reynolds, sales engineer in charge.  
Distributors:  
Atlanta, Ga.—Specialty Distributing Co., 425 Peachtree St., N. E. Branches: Chattanooga, Tenn., Macon, Ga., Savannah, Ga.  
Houston, Tex.—Houston Radio Supply Co., LaBranch at Clay Sts.  
Montreal, Que.—Canadian Marconi Co.  
Overseas Representative: Westinghouse Electric International Co., 40 Wall St., New York.

**GENERAL ELECTRIC CO.**  
Thompson Road, Syracuse 1  
Tel.: 6-4411  
Executive Officers: Philip D. Reed, chairman of the board; C. E. Wilson, president; Dr. W. R. G. Baker, vice-president in charge of electronics; A. A. Brandt, electronics general sales manager; L. E. Pettit, ass't. to general sales manager; J. D. McLean, manager of sales, transmitter div.; W. R. David, sales manager, broadcast transmitter; R. D. Jordan, sales promotion manager.

**RADIO CORPORATION OF AMERICA**  
RCA Bldg., New York 20  
Tel.: Columbus 5-5900  
Board of Directors: Arthur E. Braun, John T. Cahill, Bertram Cutler, Gano Dunn, Frank M. Fosom, John Hays Hammond Jr., James G. Harbord, Edward W. Harnden, Edward F. McGrady, Edward J. Nally, Brig. Gen. David Sarnoff, Niles Trammell.  
Executive Officers: James G. Harbord, chairman of the board; Brig. Gen. David Sarnoff, president; Frank M. Folsom, Charles B. Jalliffe, executive vice-presidents; E. C. Anderson, Meade Brunet, Conway P. Coe, George

## DOMINICAN REPUBLIC

[ Receiving Sets, 10,000. Set Tax, \$0.50 Yearly ]

(Population—1,969,773; Language—Spanish; Area—19,129 sq. mi. Foreign population—German and Italian)

City	Call Letters	Station and Operator	Frequency in Kilocycles	Power in Kilowatts
Ciudad Trujillo	HIZ	Broadcasting Nacional (Frank Hatton)	1850	0.1
	HI1Z	Radiofonoras Nacionales (Partido Dominicano)	6812	0.2
	HIN	Radiofonoras Oficiales (Dominican Government)	1090	0.15
	HIK		6240	0.7
	HI1X		950	0.25
	HI3X		630	1.0
	HI1G	Andres Cordero Puello	11850	0.25
	HI2G		6124	0.1
	HIT	Ei Hit del aire (F. A. Sanabria)	9290	0.1
	HIL	Joaquin C. Pellcer	6630	0.1
	HI8Q	La Voz del Yuna	1470	0.025
La Romana	HI3Q	La Voz Del Papiayo (Antonio Harro)	6738	0.2
Monsignor Nouel	HI2T	(Jose Arismendi Trujillo Molina)	6480	0.2
	HI8T		1040	0.25
Puerto Plata	HI9T	Broadcasting Tropical (Luis A. Pelegrin)	6170	0.1
	HI9U		7205	0.1
San Cristobal	HI1R	La Voz de Fundacion (Luis Alberti)	6420	0.2
San Pedro de Macoris	HI1J	Fausto M. Donastorg	6025	0.1
Santiago	HI1A	La Voz del Yaque (Rafael Western)	6182	0.075
	HI3U	La Voz del Comercio (Fernando Bertran)	6015	0.2
	HI9B	Broadcasting Hotel Mercedes (Jacinto L. Sanchez)	6383	0.2
	HI8Z	Luis Felipe Moscoso C.	1120	0.2
	HI2A	Rapedy Peu	7215	0.25

S. DeSouza, J. B. Elliott, E. W. Engstrom, J. V. Heffernan, J. H. McConnell, Edward I. McGrady, J. W. Murray, D. F. Schmit, L. W. Teagarden, W. W. Watts, F. D. Wilson, John G. Wilson, vice-presidents; Henry A. Sullivan, controller; Arthur B. Tuttle, treasurer; Lewis MacConnach, secretary.  
Divisions: RCA Laboratories Div., Dr. C. B. Joffile, executive vice-president; RCA Victor Div., Frank M. Folsom, executive vice-president; Victor Div., Engineering Products Dept.; W. W. Watts, vice-president; M. C. Batsel, chief engineer; T. A. Smith, general sales manager; A. R. Hopkins, sales manager, communications equip.; RCA International Div., Meade Brunet, managing director.  
Subsidiaries: National Broadcasting Co. Inc., Niles Trammell, president; Frank E. Mullen, vice-president and general manager; RCA Communications Inc., Brig. Gen. David Sarnoff, president; Thompson H. Mitchell, executive vice-president; Radiomarine Corp. of America, Charles J. Pannill, president; George F. Sheeklen, executive vice-president; RCA Institutes Inc., Charles J. Pannill, president.  
RCA Victor Div. Offices:  
Camden, N. J.—Front and Cooper Sts. Tel.: 8000. A. R. Hopkins, manager.  
Atlanta 3—Citizens & Southern Bank Bldg. Tel.: Walnut 5946. P. G. Walters Jr., manager.  
Chicago 11—American Furniture Mart Bldg. Tel.: Whitehall 4600. C. M. Lewis, manager.  
Cleveland 15—1621 Euclid Ave. Tel.: Cherry 3450. H. V. Sommerville, manager.  
Dallas 1—2010 Jackson St. Tel.: Riverside 1371. W. M. Witty, manager.  
Kansas City 8—221 W. 18th St. Tel.: Victor 6410. David Bain, manager.  
New York 16—36 W. 49th St. Tel.: Ashland 4-7605. A. Josephson, manager.  
San Francisco 3—1355 Market St. Tel.: Hemlock 8300. R. J. Newman, manager.  
Washington 6, D. C.—1625 K St., N. W. Tel.: District 1260. F. H. Engel.  
Boston—260 Tremont St. Tel.: Hubbard 0123. J. K. Hiler, manager.

**RADIO ENGINEERING LABORATORIES INC.**  
35 36th St., Long Island City 1, N. Y.  
Tel.: Ravenswood 8-2340  
Executive Officers: Charles M. Srebroff, president; Frank A. Gunther, vice-president; Joseph Behr, sales manager; James R. Day, director of research; M. H. Jennings, chief engineer; J. A. Cronin, credit manager; M. Wade, purchasing agent; Van Dalen, Givauden Masek Inc., advertising agency; Ad Avriema Inc., export agents.

**RAYTHON MANUFACTURING CO.**  
7317 N. Clark St., Chicago 26  
Tel.: Ambassador 0712  
Executive Officers (Broadcast Equip. Div.): W. E. Phillips, manager; Stanley G. Jones, chief engineer; Ben Farmer, sales manager; John F. Sheasby, advertising manager; John M. Shields, plant superintendent; E. A. Collins, production manager; Verna Feldt, purchasing agent.  
Sales Representatives:  
Boston—131 State St. Tel.: Lafayette 2070. Christian Brauneck.  
Dallas—414 E. 10th St. Tel.: Yale 2-1904. Howard D. Crissey.  
New York 17—60 E. 42nd St. Tel.: Murray Hill 2-7400. Henry J. Geist.  
Cedar Rapids, Ia.—625 Memorial Dr. Tel.: 2-3408. Clair Miller.  
Los Angeles—215 W. Seventh St. Tel.: Tucker 7117. Emile J. Rome.

Chattanooga—Signal Mountain. Tel.: 8-2487. W. B. Taylor.  
Seattle 6—6305 49th Ave., S. W. Tel.: West 6473. William R. Zinn and Everett Henry.

**SHERRON ELECTRONICS CO.**  
1201 Flushing Ave., Brooklyn 6, N. Y.  
Tel.: Evergreen 7-2820  
Executive Officer: P. H. Sherron, president.  
**TRANSMITTER EQUIPMENT MFG. CO. INC.**  
345 Hudson St., New York 14  
Tel.: Worth 4-7305  
Executive Officer: Ben Alder, vice-president.  
Branch Offices:  
Cambridge 42, Mass.—238 Main St. Tel.: Elliot 1751. William A. Holliday.  
Newark 2—744 Broad St. Tel.: Mitchell 2-6734. Art Cerr.  
Philadelphia 7—1343 Arch St. Tel.: Philadelphia 7-5135. L. D. Lowrey.  
Atlanta—650 Boulevard N. E. Tel.: Hemlock 4416. A. Sidney Hardy.  
Dallas 1—P. O. Box 1801. Tel.: Tension 3-7093. J. Earl Smith.

Hollywood 28—Guaranty Bldg. Tel.: Hollywood 5111. Harold A. Kittleson.  
New Orleans 13—Jung Hotel. Tel.: Canal 6031. Stanley W. Ray.  
New York 16—13 E. 40th St. Tel.: Lexington 2-8555. Arthur Rocks, export representative.

**WESTERN ELECTRIC CO.**  
195 Broadway, New York 7  
Tel.: Cortlandt 7-7700  
Executive Officers: C. G. Stoll, president; W. F. Hasford, vice-president, operations; S. Bracken, vice-president, manufacturing div.; D. Levinger, vice-president and works manager, Hawthorne div.; Chicago; G. A. Johnson, general manager of installation; D. F. G. Elliot, vice-president, purchasing and traffic div.; F. W. Bierwirth, vice-president, telephone div.; G. L. Best, vice-president, patent license; T. K. Stevenson, vice-president, finance; S. W. Murkland, comptroller; H. H. Reddall, treasurer; Norman R. Frame, secretary; F. B. Wright, director of public relations; D. C. Collins, manager, ERP div.; Walter L. Brown, vice-president and general manager; A. B. Goetze, personnel director.  
Radio Div.: 120 Broadway, New York 5. Tel.: Cortlandt 7-7700.  
Officers: F. R. Lack, vice-president and manager; S. P. Taylor, manager, distributor sales; L. F. Backoven, broadcast sales engineer; H. F. Scarr, audio facilities; W. E. Jonker, AM transmitters; R. S. Barbaros, FM transmitters; J. H. Ganzhenhuber, manager; broadcast sales; L. C. Tuck, field engineering; R. H. Lindsay, staff engineer; L. C. Mueller, equipment engineer.

**WESTINGHOUSE ELECTRIC CORP.**  
2519 Wilkens Ave., Baltimore 3  
Tel.: Edmondson 2300  
Executive Officers: Gwilym A. Price, president; Walter Evans, vice-president; Walter E. Benoit, ass't. to vice-president; C. J. Burnside, manager; C. W. Miller, sales manager; R. N. Harmon, engineering manager. Westinghouse Radio Stations Inc.—1619 Walnut St., Philadelphia. Tel.: Rittenhouse 6-6870. J. B. Conley, manager; F. M. Sloan, ass't. manager; W. B. McGill, advertising manager; D. A. Myer, engineering manager. (For complete list of executive personnel, see page 256.)  
Home Radio Division: 1354 Susquehanna Ave., Sunbury, Pa. Tel.: 2520. H. B. Donley, manager; Edgar Herrman, sales manager; W. S. Winfield, chief engineer.

# 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.

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Telephone: MA 2-1811

COMMERCIAL DEPARTMENT  
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28 Geary Street  
Telephone: Garfield 4200

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 Emergency Service Consult  
the Nearer Laboratory (always open)*

LABORATORY  
RIVERHEAD, N. Y.  
SUFFOLK COUNTY  
Telephone: Riverhead 2290

LABORATORY  
POINT REYES, CAL.  
MARIN COUNTY  
Telephone: Inverness 9-W

# RCA COMMUNICATIONS, INC.

A SERVICE OF RADIO CORPORATION OF AMERICA



# CANADIAN BROADCASTING CORPORATION: EXECUTIVES AND STAFF

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 (also Keefe Bldg., 1440 St. Catherine St. W., Montreal, Que.)  
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 R. P. Landry, *Director of Personnel and Administrative Services*  
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 K. M. Kelly, *Supervisor of Personnel and Welfare*  
 Marcel Carter, *Supervisor of Administrative Services*  
 A. E. Tetu, *Chief of Records*  
 V. F. Segee, *Editor, "RADIO"*  
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 S. Schnobb, *Assistant to Treasurer*  
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 F. W. Savignac, *Assistant to Executive—Legal*  
 H. M. Palmer, *Executive Assistant and Secretary to Board of Governors*

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 Charles Jennings, *General Supervisor of Programs*  
 Peter Aylen, *General Supervisor of International Service*  
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 Arthur L. Phelps, *Assistant General Supervisor, International Service*  
 (1236 Crescent St., Montreal, Que.)  
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 H. G. Walker, *Manager, Dominion Network*  
 Andrew Allan, *Supervisor of Drama*  
 Jean-Marie Beaudet, *Supervisor of Music and Director of French Network*  
 (1231 St. Catherine St. W., Montreal, Que.)  
 W. H. Brodie, *Supervisor of Broadcast Languages*  
 Rupert Caplan, *Supervisor of Production*  
 (1231 St. Catherine St. W., Montreal, Que.)  
 D. Claringbull, *Manager, Personnel and Administrative Services*  
 Andrew G. Cowan, *European Representative, (c/o BBC, 200 Oxford St., London W. 1, England)*  
 Charles R. DeLafeld, *Supervisor of International Exchange Broadcasts*  
 W. J. Dunlop, *Special Assistant, Religious and Institutional Broadcasts*  
 Mary Grannan, *Children's Broadcasts*  
 H. E. S. Hamilton, *Technical Liaison Officer (Engineering Division)*  
 H. Hilliard, *Supervising Engineer (Toronto Area)*

E. W. Jackson, *Traffic Manager*  
 J. M. Kannawin, *Supervisor of Presentation*  
 R. S. Lambert, *Supervisor of School Broadcasts*  
 Elizabeth D. Long, *Women's Interests*  
 J. N. Mogridge, *Supervisor of Program Clearance*  
 D. C. McArthur, *Chief News Editor*  
 Neil M. Morrison, *Supervisor of Talks and Public Affairs*  
 Fergus Mutrie, *Supervisor of Farm Broadcasts*  
 H. Z. Palmer, *Program Administrative Officer*  
 A. E. Powley, *News Features Editor*  
 J. Frank Willis, *Supervisor of Feature Broadcasts*

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 W. E. Powell, *Assistant Commercial Manager*  
 Edgar Stone, *Supervisor of Acceptance and Production*  
 W. R. Johnston, *Sales Representative*  
 Arthur Barr, *Sales and Commercial Traffic*  
 H. F. Chevrier, *Coverage Statistics*

## PRESS AND INFORMATION SERVICE

354 Jarvis St., Toronto 5, Ont.  
 Wells Ritchie, *Supervisor of Press and Information*  
 Harriett M. Ball, *Press and Information Representative*  
 Valentine K. Barrow, *Reference Librarian*

## BROADCAST REGULATIONS DIVISION

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 R. E. Keddy, *Assistant to Manager*  
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 Charles Maclin, *Assistant to Director*  
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 J. A. Guimet, *Assistant Chief Engineer*  
 W. A. Nichols, *Plant Engineer*  
 D. G. McKinstry, *Chief Architect*  
 W. G. Richardson, *Transmission and Development Engineer*  
 N. R. Olding, *Operations Engineer*  
 M. L. Poole, *Project Engineer*  
 C. E. Stiles, *Supervisor of Purchasing and Stores*  
 H. E. S. Hamilton, *Supervising Engineer (Network Operations)*  
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Maritime Region, United Service Bldg.,  
 100 Sackville St., Halifax, N. S.  
 W. E. S. Briggs, *Program Director*  
 H. M. Smith, *Regional Engineer (CBA, Sackville, N. B.)*

Quebec Region, King's Hall Bldg.,  
 1231 St. Catherine St., Montreal, Que.  
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 Armand Berube, *Supervisor of Farm Broadcasts*  
 Rupert Caplan, *Supervisor of Production*  
 R. Daveluy, *Supervisor of Presentation*  
 Maurice Goudraut, *Supervisor of Station Relations (Keefe Bldg., 1440 St. Catherine St. W., Montreal, Que.)*

Leopold Houle, *Supervisor of Press and Information*  
 W. J. O'Reilly, *Program Director, CBM*  
 Marcel Ouhmet, *Supervisor of Talks and Public Affairs*  
 Omer Renaud, *Commercial Manager*  
 J. R. Samson, *Manager, Personnel and Administrative Services*  
 Aurele Seguin, *Supervisor of School Broadcasts*

Prairie Region, 300 Manitoba Telephone Bldg.,  
 Winnipeg, Man.

James R. Finlay, *Regional Representative*  
 C. E. L'Ami, *Press and Information Representative*  
 British Columbia Region, 701 Hornby St.,  
 Vancouver, B. C.

Ira Dilworth, *Regional Representative*  
 Kenneth Caple, *Program Director*  
 A. B. Ellis, *Regional Engineer*  
 Patrick C. Keatley, *Press and Information Representative*

## THE BRITISH BROADCASTING CORPORATION

630 Fifth Avenue  
 New York 20, N. Y.  
 Telephone: Circle 7-0656

## OFFICERS AND TITLES

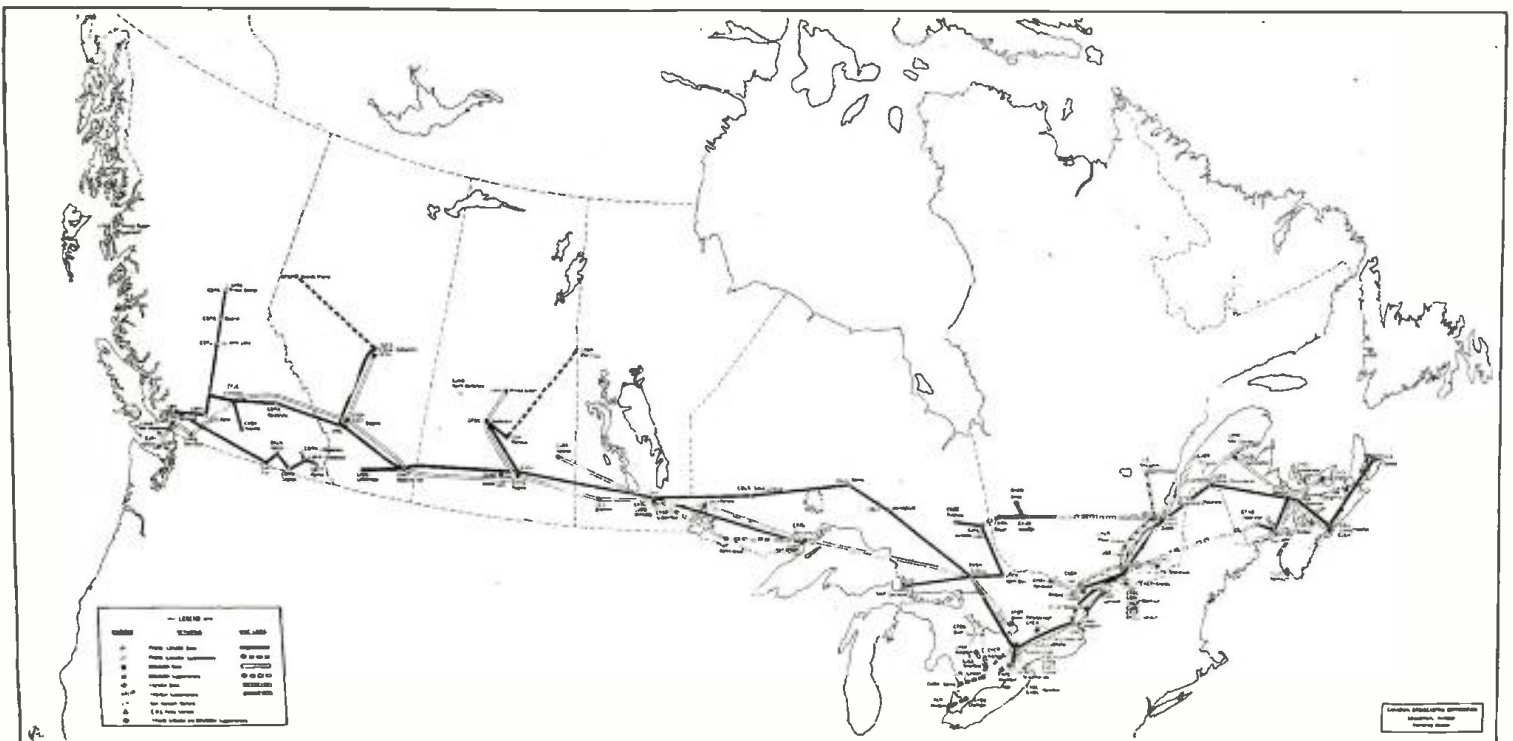
William R. Reid, *North American Director*  
 Donovan Rowse, *Special Assistant to N. A. D.*  
 Henry David, *Program Adviser*  
 J. A. S. Kenas, *Head of Research Department*  
 Alice Stamatias, *Public Relations Manager*  
 Arthur S. Toby, *Chief Engineer*  
 Sam J. Slate, *Acting Program Operations Manager*  
 Annette Ebsen, *Talks Producer*

## BRANCH OFFICES

Chicago  
 191 E. Walton Street  
 Telephone: Superior 4311  
 William N. Newton, *Middle West Representative*  
 Washington 6  
 1150 Connecticut Avenue, N. W.  
 Telephone: Executive 1465  
 Leonard Miall, *Washington Correspondent*  
 Toronto, Canada  
 354 Jarvis Street  
 Telephone: Midway 5481  
 Michael Barkway, *Canadian Representative*  
 Gilbert Harding, *Assistant Canadian Representative*

## CANADIAN BROADCASTING CORPORATION NETWORKS

JANUARY 1, 1947



# EXPERIMENTAL TELEVISION STATIONS

Licensee and Location	Call Letters	Frequency (mc)	Power		Aural
			Visual	Power	
Balaban & Katz Corp., Portable-Mobile, Area of Chicago, Ill.	W9XB B	384-396	10 w (Tele. Relay with W9XBK)		
Balaban & Katz Corp., Chicago, Ill.	W9XBK	66-72 Channel 4	4 kw	2 kw	
Balaban & Katz Corp., Area of Chicago, Ill.	W9XB T	204-216 Channels 11 & 12	40 w (Tele. Relay with W9XBK)		
Balaban & Katz Corp., Chicago, Ill.	W9XPR	384-396	10 w		
Bendix Aviation Corp., Bendix Radio Division, Towson, Md.	W8XBS (C.P. only)	To be as- signed 600-620	100 w		
Therry & Webb Bestg. Co. Providence County, R. I.	W1XDZ (C.P. only)	To be as- signed 480-500 (Temp.)	1 kw (peak)		
Columbia Bestg. System, Inc., Area of New York, N. Y.	W2XCB	346-358	25 w (peak) (Tele. Relay with WCBW)		
Columbia Bestg. System, Inc., New York, N. Y.	W2XCS	480-496	1 kw (peak)	1 kw	
The Conestoga Television Assn., Inc., T-Salisbury Twp., Pa. T-Lancaster, Pa.	W3XBR (C.P. only)	590-610 (Temp.)	200 w (peak)		
Continental Television Corp., Boston, Mass.	W1XDY (C.P. only)	To be as- signed 580-630 (Temp.)	1 kw		
Cowles Bestg. Company, Wheaton, Md.	W3XOL (C.P. only)	To be as- signed	3 kw (peak)		
The Croaley Bestg. Corp., Cincinnati, Ohio	W8XCT (C.P. only)	66-72 Channel 4	1 kw	1 kw	
Don Lee Bestg. System, Los Angeles, Calif.	W6XAO	54-60	4 kw (peak)	2 kw	
Don Lee Bestg. System, Area of Los Angeles, Calif.	W6XDU	318-330	6.5 w (Tele. Relay with W6XAO)	50 w	
Don Lee Bestg. System, Hollywood, Calif.	W6XNO (C.P. only)	To be as- signed 560-600 840-880 (Temp.)	250 w (peak)	250 w	
Allen B. DuMont Laboratories, Inc., Area of New York, N. Y.	W2XEM	To be as- signed 496-508 & 524-544 (Temp.)	1 kw (peak) (Tele. Relay with WABD & W2XWV)	1 kw	
Allen B. DuMont Laboratories, Inc. Area of New York, N. Y.	W2XNG (C.P. only)	210-216 Channel 13	40 w		
Allen B. DuMont Laboratories, Inc. Passaic, N. J.	W2XVT	78-84 Channel 4	50 w	50 w	
Allen B. DuMont Laboratories, Inc., New York, N. Y.	W2XWV	76-82 Channel 5	4 kw (peak)	1 kw	
Allen B. DuMont Laboratories, Inc. Washington, D. C.	W3XWT	To be as- signed 76-82 (Temp.)	4 kw (peak)	2 kw	
Allen B. DuMont Laboratories, Inc. Area of New York, N. Y.	W10XKT	258-270 Channels 15 & 16	50 w (Tele. Relay with W2XVT)		
Farnsworth Television & Radio Corp., Fort Wayne, Ind.	W9XFT (C.P. only)	To be as- signed 66-72 (Temp.)	4 kw (peak)	6 kw	
General Electric Co., Schenectady, N. Y.	W2XGE	162-168 Channel 8	60 w (peak) (Tele. Relay with WRGB)	50 w	
Intermountain Bestg. Corp. Salt Lake City, Utah	W6XIS	To be as- signed 54-60 186-192 (Temp.)	400 w (peak)	200 w	
The Journal Co., (The Milwaukee Journal), Milwaukee, Wis.	W9XKY (C.P. only)	To be as- signed	100 w		
Kansas State College of Agriculture & Applied Science T-Manhattan, Kan.	W0XBV (C.P. only)	To be as- signed 44-50 500-510 (Temp.)	400 w (peak)	200 w	
Metropolitan Television, Inc., New York, N. Y.	W2XMT	162-168 Channel 8	50 w (peak)	50 w	
National Bestg. Co. Inc., Area of New York, N. Y.	W2XBT	162-168 Channel 8	400 w (Tele. Relay with WNBT)		
National Bestg. Co. Inc., Area of New York, N. Y.	W2XBU	282-294 Channels 17 & 18	15 w (Tele. Relay with WNBT)		
North Jersey Bestg. Co. Inc., T-Clifton, N. J.	W2XNJ (C.P. only)	To be as- signed 514-520 900-920 1302-1325 (Temp.)	1 kw (peak)	1 kw (peak)	
Philco Corporation, Springfield Twp., Pa.	W10XAF	To be as- signed 1667 (Temp.)			50 kw (peak) (Tele. Relay)
Philco Corporation, Area of Washington, D. C., Philadelphia, Pa. and New York, N. Y.	W10XAD	To be as- signed 1305-1325 1345-1365 1375-1395 (Temp.)			50 kw (peak)
Philco Television Bestg. Corp., Springfield Twp., Pa.	W3XE	60-66 Channel 3			10 kw (peak)
Philco Television Bestg. Corp., Area of Central Md., NE Md., SE Pa. and District of Columbia	W3XPD	204-216 Channels 11 & 12	40 w (peak) (Tele. Relay)	40 w	
Philco Television Bestg. Corp., Area of Central Md., NE Md., SE Pa. & District of Columbia	W3XPE	230-242 Channels 13 & 14	40 w (peak) (Tele. Relay)	40 w	
Philco Television Bestg. Corp., (Same as above)	W3XPF	204-216 Channels 11 & 12	40 w (peak) (Tele. Relay)	40 w	
Philco Television Bestg. Corp., (Same as above)	W3XPG	204-216 Channels 11 & 12	40 w (peak) (Tele. Relay)	40 w	
Philco Television Bestg. Corp., (Same as above)	W3XPH	230-242 Channels 13 & 14	40 w (peak) (Tele. Relay)	40 w	
Philco Television Bestg. Corp., (Same as above)	W3XPI	204-216 Channels 11 & 12	40 w (peak) (Tele. Relay)	40 w	
Philco Television Bestg. Corp., (Same as above)	W3XPK	230-242 Channels 13 & 14	40 w (peak) (Tele. Relay)	40 w	
Philco Television Bestg. Corp., (Same as above)	W3XPL	230-242 Channels 13 & 14	40 w (peak) (Tele. Relay)	40 w	
Philco Television Bestg. Corp., Area of Philadelphia, Pa., Washington, D. C., & New York, N. Y.	W10XPB	230-242 Channels 13 & 14	40 w		
Philco Television Bestg. Corp., (Same as above)	W10XAE	To be as- signed 1325-1345 (Temp.)			50 kw (peak) (Tele. Relay)
Philco Television Bestg. Corp., (Same as above)	W10XP	230-242 Channels 13 & 14	40 w (peak) (Tele. Relay)	40 w	
Philco Television Bestg. Corp., (Same as above)	W10XPA	230-242 Channels 13 & 14	40 w (peak) (Tele. Relay)	40 w	
Philco Television Bestg. Corp., (Same as above)	W10XPC	230-242 Channels 13 & 14	40 w (peak) (Tele. Relay)	40 w	
Philco Television Bestg. Corp., (Same as above)	W10XPR	204-216 Channels 11 & 12	40 w (peak) (Tele. Relay)	40 w	
Pulitzer Publishing Co. Area of St. Louis, Mo.	W0XDW (C.P. only)	To be as- signed			0.1 w
Purdue U., West Lafayette, Ind.	W9XG (C.P. only)	66-72 Channel 3	750 w	750 w	
Radio Corp. of America, Area of Camden, N. J.	W3XAD	321-327 6950-7050 (Temp.)	500 w (Tele. Relay)	500 w	
Radio Corp. of America, Camden, N. J.	W3XEP	204-210 82-88 192-198 (Temp.)	30 kw	30 kw	
Radio Corp. of America, Portable-Mobile, Continental U. S.	W10XLV (C.P. only)	To be as- signed 1295-1375 6950-7050 (Temp.)			20 w (Tele. Relay)
Radio Corp. of America, (Same as above)	W10XLW (C.P. only)	To be as- signed 12500-13000 (Temp.)			20 w (Tele. Relay)
Sherron Metallic Corp., Brooklyn, N. Y.	W2XDK (C.P. only)	As may be assigned 76-82 210-216 500-510 (Temp.)			10 kw (peak)
The St. Louis U., St. Louis, Mo.	W0XDP (C.P. only)	To be as- signed			1 kw
State U. of Iowa, Iowa City, Iowa	W9XUI	210-216 44-50 Channels 13 & 1	100 w		
William B. Still, tr/as Jamaica Radio Television Co., Jamaica, L. I., N. Y.	W2XJT	210-216 Channel 13	400 w (peak)	100 w	
Television Productions, Inc., Area of Los Angeles, Calif.	W6XLA	To be as- signed 480-508 (Temp.)			100 w (peak) (Tele. Relay with W6XYZ)
Television Productions, Inc., Los Angeles, Calif.	W6XYZ	76-82 Channel 5	4 kw (peak)	1 kw	
The Times-Mirror Co., Pasadena, Calif.	W6XPC (C.P. only)	To be as- signed 520-555 700-735 865-920 (Temp.)			1 kw (peak)
Gus Zaharis, South Charleston, W. Va.	W8XGZ	54-60 Channel 2	200 w (peak)	110 w	
Zenith Radio Corp., Chicago, Ill.	W9XZC	To be as- signed 512-528	1 kw (peak)	1 kw	
Zenith Radio Corp., Chicago, Ill.	W9XZV	54-60 Channel 2	1 kw	1 kw	



# ASSIGNMENTS OF LICENSES FOR U. S. STATIONS DURING 1946

(Continued from page 508)

Assignor, Location and Assignment of Station	Assignee	Consideration and Date Authorized
W. J. Harpole and J. C. Rothwell (KVOP), Plainview, Texas; 1400 kc, 250 w, unlimited time	W. J. Harpole	\$21,875 for ¼ interest in partnership 10-3-46
Larry Finley and Clinton D. McKinnon d/b as Finley-McKinnon Broadcasting Co. (KSDJ), San Diego, Calif.; 1170 kc, 5 kw, unlimited time	Clinton D. McKinnon	Interest in partnership for \$3,400.00—Station holds construction permit only 10-4-46
State Broadcasting Corp. (WONS), Hartford, Conn.; 1410 kc, 5 kw, unlimited time	The Yankee Network, Inc. (owned control of assignor corporation)	No monetary consideration 10-10-46
Richard M. Arnold, Jack O. K. Barfield, James M. Earnest, Aloi F. Knight and J. Alfred Miller d/b as Community Broadcasting Co. (WNCA), Asheville, N. C.; 1340 kc, 250 w, unlimited time	Community Broadcasting Co.	No monetary consideration—changed from a partnership to a corporation 10-10-46
F. B. Clements & Co., a co-partnership composed of F. B. Clements, Clara D. Clements & C. C. Clements (KYSM and KYSM-FM), Mankato, Minn.; 1230 kc, 250 w, unlimited time	Addition of Durant F. Clements, Charles R. Butler, Jr., and James F. Madden, Jr., to partnership. (Son and sons-in-law of F. B. and Clara D. Clements)	F. B. and Clara D. Clements giving interest in partnership to son and sons-in-law 10-10-46
Monroe B. England (WBRE and WBRE-FM), Pittsfield, Mass.; 1340 kc, 250 w, unlimited time	Leon Podolsky (radio engineer)	\$150,000.00 10-10-46
WCAU Broadcasting Co. (WCAU and WCAU-FM), Philadelphia, Penn.; 1210 kc, 50 kw, unlimited time	Philadelphia Record Co. (owned by Courier-Post Co., publisher Camden Courier Post and Philadelphia Record)	\$6,000,000.00 10-17-46
Broadcasting Station WHBQ, Inc. (WHBQ), Memphis, Tenn.; 1400 kc, 250 w, unlimited time	Harding College	\$300,000.00 10-17-46
The Crosley Corp. (WINS), New York, N. Y.; 1010 kc, 10 kw, unlimited time (CP 50 kw)	The Crosley Broadcasting Corporation (subsidiary of Assignor Corp.)	Reorganization 10-17-46
James E. Lambeth, James E. Lambeth, Jr., Helen M. Lambeth, Ralph M. Lambeth, Frank S. Lambeth and Molly H. Lambeth d/d as Radio Station WMFR (WMFR and WMFR-FM), High Point, N. C.; 1230 kc, 250 w, unlimited time	James E. Lambeth, James E. Lambeth, Jr., Helen M. Lambeth, Frank S. Lambeth and Molly H. Lambeth d/b as Radio Station WMFR	Gift of Ralph M. Lambeth to other partners 10-31-46
Birt F. Fisher (KJR), Seattle, Wash.; 950 kc, 5 kw, unlimited time	Totem Broadcasters, Inc. (100% stock owned by Field Enterprises, Inc.)	\$700,000.00 10-31-46
Hoyt Houck, Robert D. Houck and Walter G. Russell d/b as Tucumcari Broadcasting Co. (KTNM), Tucumcari, N. Mex.; 1400 kc, 250 w, unlimited time	R. B. McAlister, Pryde E. Hale and Grady Maples d/b as McMa Agency (McAlister—mgr. KICA; Hale—physician and Maples—announcer KJFZ)	\$45,000.00 11-7-46
Buffalo Broadcasting Corp. (WGR), Buffalo, N. Y.; 550 kc, 1 kw, 5 kw-LS, unlimited time	WGR Broadcasting Corp. (I. R. Lounsbury—30% and Leo Fitzpatrick—70%)	\$750,000.00 11-7-46
George T. Morris d/b as Dublin Broadcasting Co. (WMLT), Dublin, Ga.; 1340 kc, 250 w, unlimited time	Dublin Broadcasting Co. (controlled by assignor)	Reorganization 11-7-46
W. A. Underhill & E. S. Underhill, Jr., d/b as The Evening Leader (CP for FM station), Corning, N. Y.	Corning Leader, Inc. (100% owned by assignor)	Change from partnership to corporation 11-7-46
O. E. Richardson, Fred L. Adair and Robert C. Adair d/b as Radio Station WJOB (WJOB), Hammond, Ind.; 1230 kc, 250 w, unlimited time	South Shore Broadcasting Corp. (reorganization of assignor corporation)	\$150,000.00 11-14-46
W. W. Couch, Jr., Sam H. Campbell, Jr., and W. Hanes Lancaster, Jr. (WDUK), Durham, N. C.; 1310 kc 1 kw, daytime	WDUK, Inc.	Change from a partnership to a corporation 11-14-46
Lester P. Etter and H. Raymond Stadium d/b as Lebanon Broadcasting Co. (WLBR), Lebanon, Penn.; 1270 kc, 1 kw, daytime	Lebanon Broadcasting Co. (assignor partners to hold 66 2/3%)	Formation of new corporation with present partners holding 66 2/3 of stock 11-14-46
Navarro Broadcasting Assn., J. C. West, pres. (KAND), Corsicana, Tex.; 1340 kc, 250 w, unlimited time	Alto, Inc. (Wesley W. West, P. M. Stevenson, J. C. West)	\$25,000.00 11-21-46
WDSM, Inc. (WDSM), Superior, Wisc.; 1230 kc, 250 w, unlimited time	Ridson, Inc. (same officers and stockholders as assignor corporation)	No monetary consideration 11-21-46
The Reporter Printing Co. (KFIZ), Fond du Lac, Wisc.; 1450 kc, 250 w, unlimited time	KFIZ Broadcasting Co. (same officers and stockholders as assignor corporation)	Reorganization 11-21-46
Loys Marsdon Hawley (WLAT), Conway, S. C.; 1490 kc, 250 w, unlimited time	Loys Marsdon Hawley and Herman Lee Hanks d/b as Coastal Broadcasting Co.	50% interest in station sold for \$5,023.64 11-29-46
WNAX Broadcasting Co. (WNAX), Yankton, S. Dak.; 570 kc, 5 kw, unlimited time	Cowles Broadcasting Co. (assignee owned control of assignor corporation)	No monetary consideration—cancellation of stock 11-29-46
Lincoln Dellar (KXOA and KXOA-FM), Sacramento, Calif.; 1490 kc, 250 w, unlimited time	Sacramento Broadcasters, Inc. (assignor to be 100% stockholder)	Transfer from individual to corporation 11-29-46
Glenn D. Roberts, et al d/b as Milwaukee Broadcasting Co. (WEMP), Milwaukee, Wisc.; 1340 kc, 250 w, unlimited time	Same partnership except Genevieve S. Nesbit who is replaced by Wellwood Nesbit, executor of the estate of Genevieve S. Nesbit	Administration of estate 11-29-46
Dorrance D. Roderick (KROD), El Paso, Tex.; 600 kc, 500 w, 1 kw-LS, unlimited time	Roderick Broadcasting Corp. (assignor to hold over 99% of stock)	Issuance of capital stock and bonds to assignor 11-29-46
Houston Printing Corp. (KPRC and KPRC-FM), Houston, Texas; 950 kc, 5 kw, unlimited time	Houston Post Company	No monetary consideration (reorganization) 12-5-46
Houston Post Company KPRC and KPRC-FM, Houston, Texas; 950 kc, 5 kw, unlimited time	The Houston Post Company	No monetary consideration (reorganization) 12-5-46
Evansville on the Air, Inc. (WEOA), Evansville, Ind.; 1400 kc, 250 w, unlimited time	WFBM, Inc.	\$200,000.00 12-5-46
Arthur Malcolm McGregor and Hugh L. Gately d/b as Radio Station WJBC (WJBC and WJBC-FM), Bloomington, Ill.; 1230 kc, 250 w, unlimited time	Bloomington Broadcasting Corp. (owned by The Pantagraph, Inc., publisher)	\$120,000.00 12-17-46
James F. Hopkins, Inc. (WHRV), Ann Arbor, Mich.; 1600 kc, 1 kw, unlimited time	Huron Valley Broadcasters, Inc. (Same stockholders and officers as assignor corporation)	No monetary consideration 12-17-46
King-Trendle Broadcasting Corp. (WOOD), Grand Rapids, Mich.; 1300 kc, 5 kw, unlimited time	Liberty Broadcasting, Inc. (Roy C. Kelley 50% and Ray M. Vennstra 50%)	\$850,000.00 12-17-46
Walter W. Bankhead (WWWB), Jasper, Ala.; 1240 kc, 250 w, unlimited time	Bankhead Broadcasting Co., Inc. (assignor to own 99.2%)	Reimbursement of assignor's investment 12-26-46
Glenn D. Roberts, et al, d/b as Milwaukee Broadcasting Co. (WEMP and WEMP-FM), Milwaukee, Wisc.; 1340 kc, 250 w, unlimited time	Milwaukee Broadcasting Co.	Change from a partnership to a corporation 12-26-46
Clyde W. Anderson and Joe T. Van Sandt d/b as Florence Broadcasting Co. (WJOI), Florence, Ala.; 1340 kc, 250 w, unlimited time	Florence Broadcasting Co., Inc. (Present partners to own 33 1/3% each and L. S. Caine 33 1/3%, part owner hotel)	\$18,492.00 12-30-46
John T. Hubbard, Julian C. Smith, Fred C. Moseley & Horace Hall d/b as Dothan Broadcasting Co. (WAGF), Dothan, Ala.; 1400 kc, 250 w, unlimited time	Julian C. Smith, John T. Hubbard and Fred C. Moseley d/b as Dothan Broadcasting Co.	¼ interest in station sold for \$25,000 and % of cash assets 12-31-46

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(Continued from page 361)

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**TALKING ON THE RADIO.** By Orrin E. Dunlap, Jr. Greenberg, 1936. 216p.

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## TELEVISION

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**DICTIONARY OF RADIO AND TELEVISION TERMS.** By Ralph Stranger. Chemical Publishing Co. 1941. 252p. A quick reference, with explanations made as simple as possible.

**4000 YEARS OF TELEVISION.** By Richard F. Hubbell. Putnam, 1942. 256p. A history of television for the layman.

**THE FUTURE OF TELEVISION.** By Orrin E. Dunlap, Jr. Harper & Bros. 1942. 194p. An executive of RCA offers "a guide to the new industry, and to those seeking careers and opportunities."

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**PROCEEDINGS OF THE NATIONAL ELECTRONICS CONFERENCE.** Illinois Institute of Technology (E. H. Schultz), 1945. 605p. A report of the technical papers and activities at the first conference, in Chicago, October 5-7, 1944.

**TELECASTING AND COLOR.** By Kingdon S. Tyler. N.Y.: Harcourt, Brace, 1946. 213 p. A companion volume to "Modern Radio", covering the basic principles of television in black and white as well as in color.

**TELEVISION.** By Harold Kellock. Washington. Editorial Research Reports. 1944. 36p. A general survey embracing scientific foundations, television in Europe and the United States, and a discussion of "rapid vs. restrained commercial exploitation."

**TELEVISION.** RCA Institutes Technical Press. Vol. I, 1936. Vol. II, 1937. Collected addresses and papers on the future of the new art and its recent technical developments.

**TELEVISION BROADCASTING.** By Lenox R. Lohr. McGraw-Hill Book Company, Inc. 1940. 274p. Production, economics, technique of the new art.

**TELEVISION SHOW BUSINESS.** By Judy Dupuy. Schenectady: General Electric Co. 1945. 246 p. A handbook of television programming and production, based on five years of operation of General Electric's television station, WRGB, Schenectady.

**TELEVISION—THE EYES OF TOMORROW.** By Captain William C. Eddy. Prentice-Hall, 1945. 319p. A general survey of how television works and how its shows are produced.

**TELEVISION: A GUIDE FOR THE AMATEUR.** By Sydney A. Moseley and H. McKay. Oxford University Press, 1936. 144p. Non-technical descriptions of television progress and apparatus in England up to 1936. Mr. Moseley is now a radio commentator in this country.

**TELEVISION: THE REVOLUTIONARY INDUSTRY.** By Robert E. Lee. Duell, Sloan & Pearce, 1944. 230p. A non-technical examination of the young industry, its problems, and future possibilities. Foreword by Dr. Lee De Forest.

**TELEVISION: A STRUGGLE FOR POWER.** By F. A. Waldrop and J. Borkin. William Morrow and Co. 1938. 299p. Economics, technical developments and patents are critically appraised in relation to television progress.

**TELEVISION.** By V. K. Zworykin and G. A. Morton. John Wiley & Sons, 1940. 646p. Technical treatise on the electronics of image transmission, by RCA authors.

**TELEVISION ENGINEERING.** By J. C. Wilson. Sir Isaac Pitman and Sons, Ltd. 1937. 492p. Essentials of television engineering in 1937, by an English engineer and former member of the CBS television department. Contains a brief foreword by J. L. Baird.

**TELEVISION HANDBOOK: LOOK AND LISTEN.** By M. B. Sleeper. Henley, 1939. 96p. A summary of 1939 television practice for radio servicemen, set builders and students.

**TELEVISION MANUAL.** By F. J. Camm. Brooklyn. Chemical Publishing Co. 1943 (revised edition). 224p. Includes the many secondary applications of television principles, as well as television itself.

**TELEVISION PROGRAMMING AND PRODUCTION.** By Richard W. Hubbell. Murray Hill Books, Inc. 1945. 207p. A compilation of experience so far in programming and production. Includes more than 50 photographs illustrating production problems.

**TELEVISION SEMINAR.** Radio Executives Club of New York. 1944. Mimeographed addresses on the present status and future prospects of television, delivered as a course of lectures in the summer of 1944.

**TELEVISION SIMPLIFIED.** By Milton S. Kiver. N.Y.: Van Nostrand, 1946. 382p. An aid for radio technicians on the working principles of television home sets.

**TELEVISION STANDARDS AND PRACTICE.** Edited by Donald G. Fink. McGraw-Hill, 1948. 405p. Selected papers from the proceedings of the National Television System Committee and its panels.

**TELEVISION TALK.** National Broadcasting Co. 1946. 55p. A pocket-size glossary of television engineering and production terms, designed for ready-reference by television broadcasters.

**TELEVISION TODAY AND TOMORROW.** By Lee De Forest. Dial Press, 1942. 361p. A general discussion with material of interest both to laymen and to technical students.

**TELEVISION TODAY AND TOMORROW.** By Sydney A. Moseley and H. J. B. Chapple. Pitman, 1940 (5th edition). 179p. General summary of television development in England, and more technical chapters on principles and techniques. With a foreword by J. L. Baird, and an account of his work.

**THE VICTORY OF TELEVISION.** By Philip Kerby. Harper & Bros. 1939. 120p. The status of television in 1939, and speculations on its future social role.

**WE PRESENT TELEVISION.** By John Porterfield and Kay Reynolds. W. W. Norton & Co. 1940. 298p. Several authori-

ties in the field review the status of the art in 1940.

**NOTE:** Several broadcasting and equipment manufacturing companies have issued important reports and brochures on the controversial issues of television.

## PUBLICATIONS PRIOR TO 1936 OF SPECIAL INTEREST

**ADVERTISING BY RADIO.** By Orrin E. Dunlap, Jr. Ronald Press, 1929. 186p. An early source on the rise of the new advertising medium.

**AMERICAN VS. BRITISH SYSTEM OF RADIO CONTROL.** Compiled by Ezra C. Buchler. H. W. Wilson Co. 1933. 861p. A debate manual. Vol. 8, No. 10 in the Reference Shelf series.

**BROADCAST ADVERTISING: THE FOURTH DIMENSION.** By Frank A. Arnold. John Wiley & Sons, Inc. 1933. 283p. Written for the general public and the college student.

**BROADCASTING IN THE UNITED STATES.** National Association of Broadcasters, 1933. 191p. An aid to debaters in preparing and presenting arguments. Still useful despite date of publication.

**CONQUEROR OF SPACE. THE LIFE OF LEE DE FOREST.** By Georgejet Carneal. H. Liveright, 1930. 299p. An authorized biography of the inventor.

**A DECADE OF RADIO ADVERTISING.** By Herman S. Hettinger. University of Chicago Press, 1933. 354p. A comprehensive history and survey of radio advertising to 1933. Valuable appendixes and statistical tables.

**ECONOMICS OF THE RADIO INDUSTRY.** By Hiram L. Jomec. A. W. Shaw Co. 1925. 332p. One of the earliest sources on this subject.

**GATEWAY TO RADIO.** By Ivan Firth and Gladys Shaw Erskine. The Macanlay Co. 1934. 319p. One of the earliest books on the radio techniques. Contains comment on the state of the radio art in 1934.

**MEASUREMENT IN RADIO.** By F. H. Lumley. Ohio State University, 1934. 313p. A pioneer book in the field of radio research.

**PSYCHOLOGY OF RADIO.** By Hadley Cantril and G. W. Allport. Harper and Brothers, 1935. 276p. (Reprinted: Peter Smith, 1941). The first comprehensive at-

tempt on the part of psychologists to map out from their own point of view "the new mental world created by radio." Much of the material is based on experimental studies conducted at Harvard.

**RADIO.** By Rudolf Arnheim. Faber & Faber, Ltd. 1935. 296p. A fundamental study emphasizing the peculiar characteristics and limitations of broadcasting as a distinct art. Considers radio in its scientific foundations in the laws of acoustics, and in the psychological effects of sound divorced from sight.

**RADIO IN ADVERTISING.** By Orrin E. Dunlap, Jr. Harper & Brother, 1931. 383p. A comprehensive handbook for advertisers, agencies and students.

**THE RADIO INDUSTRY.** Harvard Graduate School of Business Administration. A. W. Shaw Co. 1928. 330p. The story of radio's development as told by leaders of the industry to the students of the Graduate School of Business Administration at Harvard during the academic year 1927-28.

**RADIO PERSONALITIES.** Edited by Don Rockwell. Press Bureau, Inc. 1935. 268p. A pictorial and biographical annual.

**RADIO SPEECH.** By Sherman P. Lawton. Expression Co. 1934. 453p. An early source on the elements of radio writing and radio speaking. Contains specimens for analysis.

**TEN YEARS BEFORE THE MIKE.** By Ted Husins. Farrar & Rinehart, Inc. 1935. 298p. By the CBS sports broadcaster.

**THIS THING CALLED BROADCASTING.** By Alfred N. Goldsmith and A. C. Lescarbours. Henry Holt & Co. 1930. 362p. "A simple tale of an idea, an experiment, a mighty industry, a daily habit, and a basic influence in our modern civilization."

**USING RADIO IN SALES PROMOTION.** By Edgar H. Felix. McGraw-Hill Book Co., Inc. 1927. 386p. One of the first books on the subject designed for advertisers, station managers and performers alike.

**VOICE AND PERSONALITY AS APPLIED TO RADIO BROADCASTING.** By Tom H. Pear. John Wiley & Sons, Inc. 1931. 247p. A pioneer study in such areas as voice characteristics, psychological problems of radio drama and "radio personality."

**YOU'RE ON THE AIR.** By Graham McNamee. Harper & Brothers, 1926. 207p. Early years of radio by the NBC announcer.

When you use pictorial service,  
why not use the best.

Ask those who have had  
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**AMERICAN ASSOCIATION OF ADVERTISING AGENCIES**—420 Lexington Ave., New York. Tel.: Lexington 2-7980. Officers: Frederic R. Gamble, president; Sigurd S. Larmon, Young & Rubicam Inc., New York, chairman of the board; J. C. Cornelius, Batten, Barton, Durstine & Osborne Inc., Minneapolis, vice-chairman; James H. S. Ellis, Kudner Agency Inc., 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; Charles T. Ayres, Ruthrauff & Ryan, New York; L. T. Bush, Compton Advertising, New York; Harry Ackerman, Young & Rubicam Inc., New York; Walter Craig, Benton & Bowles, New York; T. F. Harrington, Ted Bates Inc., New York; Myron P. Kirk, Kudner Agency Inc., New York; William B. Lewis, Kenyon & Eckhardt, New York; Lawrence L. Shenfield, Doherty, Clifford & Sheinfeld, New York; C. Burt Oliver, Foote, Cone & Belding, Hollywood; Harlow P. Roberts, Goodkind, Joice & Morgau, Chicago. *Subcommittee, Radio Timebuyers*: Carlos Franco, Young & Rubicam, New York, chairman; Charles T. Ayres, Ruthrauff & Ryan, New York; Gordon Mills, Kudner Agency Inc., New York; Lijune Nelson, J. Walter Thompson Co., New York; Helen Wilbur, Doherty, Clifford & Sheinfeld, New York; Frank Palmer, Kenyon & Eckhardt, New York; Frank Silvernail, BBDO, New York; William B. Maillfert, Compton Advertising Inc., New York.

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**ADVERTISING FEDERATION OF AMERICA**—330 W. 42nd St., New York 18. Tel.: Bryant 9-0430. Officers: Allen T. Freyer, chairman of the board; E. G. Borton, president.

**AMERICAN NEWSPAPER PUBLISHERS ASSOCIATION**—370 Lexington Ave., New York 17. Tel.: Caledonia 5-2000. Officers: William G. Chandler, president; David W. Howe, vice-president; Edwin S. Friendly, treasurer; Cranston Williams, general manager. Branch office: 360 N. Michigan Ave., Chicago 1. Tel.: Franklin 3746. George N. Dale, manager.

**ASSOCIATION OF CANADIAN ADVERTISERS**—85 Richmond St. W., Toronto 1. Tel.: Adelaide 8047. Officers: Neil B. Powter, Howard Smith Paper Mills Ltd., Montreal, president; George S. Bertram, Swift Canadian Co. Ltd., Toronto; H. J. G. Jackson, Chrysler Corp. of Canada

Ltd., Windsor; Lee Trenholm, Underwood Ltd., Toronto; Hedleigh T. Venning, Shirriff's Ltd., Toronto; Muriel Whitlock, Courtauld's Ltd., Montreal, vice-presidents, J. P. Lyons, Manufacturers Life Insurance Co., Toronto, treasurer; Athol McQuarrie, Federal Bldg., Toronto 1, general manager and secretary. Directors: D. E. Bankart, Northern Electric Co., Ltd., Montreal; Robert E. Day, Bulova Watch Co., Ltd., Toronto; John W. Doherty, Imperial Oil Ltd., Toronto; J. G. Hagey, The B. F. Goodrich Rubber Co. of Canada Ltd., Kitchener; John W. Lawrence, The Borden Co., Ltd., Toronto; L. E. Phenuer, Canadair Cellucotton Products Co. Ltd., Toronto; John O. Pitt, Canadian Fairbanks-Morse Co. Ltd., Montreal; R. Harold Smyth, Dominion Rubber Co. Ltd., Montreal; A. Usher, RCA Victor Co. Ltd., Montreal; C. H. Willis, Appleford Paper Products Ltd., Hamilton.

**ASSOCIATION OF NATIONAL ADVERTISERS Inc.**—285 Madison Ave., New York 17. Tel.: Murray Hill 7-7242. Officers: Thomas H. Young, chairman of the board; Robert B. Brown, Bristol-Myers Co. and William N. Connolly, S. C. Johnson & Son, vice-chairmen; Paul B. West, president; Albert Brown, The Best Foods Inc., treasurer; E. T. Batchelder, secretary.

**CANADIAN ASSOCIATION OF ADVERTISING AGENCIES**—111 Avenue Road, Toronto, Ont. Tel.: Kingsdale 0980. Officers: T. L. Anderson, Cockfield-Brown & Co. Ltd., president; Hector Fontaine, Canadian Adv. Agency, vice-president; Harry M. Tedman, J. J. Gibbons Ltd., secretary-treasurer; Alex M. Miller, manager.

**FINANCIAL ADVERTISERS ASSOCIATION**—231 S. LaSalle St., Chicago 4. Tel.: State 5547. Swayne P. Goodenough, president; Preston E. Reed, vice-president.

**NATIONAL RETAIL DRY GOODS ASSN.**—100 W. 31st St., New York 1. Tel.: Chickering 4-8780. Officers: Lew Hahn, president, treasurer and general manager; Howard P. Abrahams, manager, sales promotion division. Office: Munsey Bldg., Washington, D. C. Tel.: National 3680; John C. Hazen, manager.

**PREMIUM ADVERTISING ASSOCIATION OF AMERICA**—45 West 45th St., New York 19. Tel.: Bryant 9-2354. President: Wm. L. Sweet. Secretary: Howard W. Dunk.

**THE PROPRIETARY ASSOCIATION OF AMERICA**—810 18th St., N. W., Washington 6, D. C. Tel.: National 1914. Officers: Dr. Frederick J. Cullen, Washington, D. C., executive vice-president; Kenneth Bonham, Emerson Drug Co., Baltimore, president; A. K. Barta, secretary-treasurer.

## CONSULTANTS, ALLIED ARTS

**MERLIN H. AYLESWORTH**—30 Rockefeller Plaza, New York 20. Tel.: Circle 6-2535.

**BLACKBURN-HAMILTON Co.**—1011 New Hampshire Ave., N.W., Washington, D. C. Tel.: National 7405. J. W. Blackburn, Office: 235 Montgomery St., San Francisco, Cal.; tel.: Exbrook 5672; Ray V. Hamilton. (Radio station brokers, specializing in negotiations, appraisals, financing, market analysis.)

**MONROE BOWMAN & ASSOCIATES**—221 N. LaSalle St., Chicago 1. Tel.: Randolph 6252. Principals: Monroe Bowman, Richard Drover, Paul Ettington, Arthur Nelson, Frank Kornacker. (Architects and engineers specializing in planning, designing and engineering of radio and television stations.)

**CARL H. BUTMAN**—National Press Bldg., Washington, D. C. Tel.: National 7846. (Consultant on FCC procedural, regulatory and technical matters; application supervisor.)

**MARTIN DODGE & Co.**—RKO Bldg., New York 20. Tel.: Circle 5-6767. (Consultants on labor public relations; publishes D-M Digest, digest of labor press.)

**T. E. DONNELLEY Corp.**—350 E. Cermak Rd., Chicago 16. Tel.: Victory 3232. Officers: T. E. Donnelley, chairman of the board; Raymond N. Gunnison, president; Clarence O. Lillyblade, Arthur H. Bamforth, Thorne Donnelley, David L. Harrington, vice presidents; Harry W. Warner, treasurer; William J. Clark, secretary. Branch offices: 305 E. 45th St., New York 17; tel.: Murray Hill 4-7000; R. M. Gunnison, manager. 401 N. Broad St., Philadelphia 8; tel.: Walnut 2434; A. H. Bamforth, manager. 209 W. Seventh St., Cincinnati 2; tel.: Parkway 2570; F. D. Inglis, manager. (Radio contest judging; premium mailing, packaging.)

**VINCENT EDWARDS & CO.**—342 Madison Ave., New York. Tel.: Vanderbilt 6-5555. President: V. Edward Borges. (Advertising mat and idea syndicate services and trade magazine publishers.)

**GORELL PUBLICATIONS Inc.**—Evans Bldg., Washington, D. C. Tel.: Republic 1899. H. T. Gorrell, editor and radio director. (Specialized feature Capital coverage for stations.)

**INTERNATIONAL EVENTS**—159 E. Chicago Ave., Chicago 11. Tel.: Superior 2441. David Gottlieb, manager. (Newspicture promotion service for radio stations.)

**THE ROBERT L. KAUFMAN ORGANIZATION**—Munsey Bldg., Washington, D. C. Tel.: District 2292. (Technical maintenance, construction supervision and business services for stations.)

**MARFREE ADVERTISING Corp.**—1560 Broadway, New York 19. Tel.: Longacre 3-4474. Harry A. Friedenberg, president; Louis P. Randell, treasurer. (Station window displays.)

**GEORGE MCKITTRICK & Co.**—108 Fulton St., New York 7. Tel.: Barclay 7-4828. Branch office: 185 N. Wabash St., Chicago 1. Tel.: State 8911. (Publishes McKittrick's Geographical and Classified Directory of Advertisers and Advertising Agency list.)

**EDWIN CLAUDE MILLS**—630 Fifth Ave., New York 20. Tel.: Circle 6-7148. (Consultant on commercial use of copyright musical works.)

**GLADSTONE MURRAY**—Victory Bldg., Toronto, Ont., Canada. Tel.: Adelaide 8184. (Policy counsel.)

**THE NATIONAL RADIO CLEARING HOUSE**—489 Fifth Ave., New York. Tel.: Murray Hill 2-2492. Stanley Young, president; Ruth Renner, director of agency relations. (Consultants, publishers of radio news letter on spot campaigns and promotion service.)

**NATIONAL REGISTER PUBLISHING Co. Inc.**—330 W. 42nd St., New

York 18. Tel.: Medallion 3-5850. President and treasurer: R. W. Ferrel. Branch: 333 N. Michigan Ave., Chicago; tel.: Randolph 5744; manager, A. J. Crane. (Publishes Standard Advertising Register services, listing national advertisers, agencies and their personnel.)

**MORRIS S. NOVIK**—30 Rockefeller Plaza, New York 20. Tel.: Circle 6-3976. (Public service radio consultant.)

**RADIO REPORTS Inc.**—220 E. 42nd St., New York 17. Tel.: Murray Hill 7-6658. Edward F. Loomis, president; P. R. Rieber, vice-president; Gorton V. Carruth, vice-president. Branch Offices: 5050 Joy Road, Detroit 4; 910 Grant Ave., Rockford, Ill.; 36 Springfield St., Wilbraham, Mass.; 11152 S. Figueroa St., Los Angeles 3. (Recording, digesting, transcribing radio news and comments.)

**RODGERS ASSOCIATES**—Crozer Bldg., Philadelphia 2. Tel.: Rittenhouse 6-9154. (Electronic consultants, specializing in development, design and construction of technical broadcast apparatus; station design and construction.)

**N. C. RORABAUGH Co.**—347 Madison Ave., New York 17. Tel.: Murray Hill 6-9186. President: N. Charles Rorabaugh. Editor: Audrey Lane. (Publishes monthly Rorabaugh Report on spot radio advertising.)

**SOCCER ASSOCIATES**—10 Overlook Terrace, New York 33. Tel.: Wadsworth 7-7749. Milton Miller, editor, general manager; Irma Ganz, business manager. (Sports show producers.)

**SOUNSCRIPT REPORTERS Inc.**—17 E. 42nd St., New York 17. Tel.: Murray Hill 2-3711. Calvin Truesdale, president. (Reporting by means of electronic recordings.)

**STARK & CO. Inc.**—10 E. 40th St., New York 16. Howard E. Stark, president; Stanley Rubin, vice-president; Sonia Bran, secretary. (Radio financing.)

**WALTER J. STILES**—75 Federal St., Boston, Mass. Tel.: Liberty 9835. (Radio engineering, affiliated with H. P. Carver Corp.)

**STONEHOUSE NEWS AGENCY**—RKO-Albee Bldg., Washington 5, D. C. Tel.: District 6344. Merlin F. Stonehouse, correspondent; Hugh M. Grauel, manager. (Radio news and feature service.)

**TRADE-WAYS Inc.**—285 Madison Ave., New York. Tel.: Ashland 4-1363. William H. Lough, president and treasurer; Frank H. Twyeffort, secretary. (Marketing counsellors.)

**VETERANS GUIDANCE IN ADVERTISING AND SELLING Inc.**—101 E. 35th St., New York 16. Tel.: Murray Hill 5-8230. Katherine E. Hillgrove, executive director. (Non-profit counseling and placement service.)

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**FRANK WRIGHT NATIONAL Co.**—Monadnock Bldg., San Francisco 5. Tel.: Exbrook 3853. (Advertising and research.)

**CLIFFORD YEWDALE**—350 Fifth Ave., New York 1. Tel.: Pennsylvania 6-7861. Branch: Stuart Bldg., Lincoln 8, Neb. Tel.: B 3135. (Accountant specializing in radio.)



## FREQUENCY MEASURING SERVICES

**BRADEN ENGINEERING Co.**—3317 Kenmore Ave., Dayton 10, Ohio. Tel.: Kenmore 6233.

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**ENGINEERING RESEARCH ASSOCIATES Inc.**—1129 Vermont Ave., N. W., Washington, D. C. Tel.: Executive 4742. Laboratories: St. Paul 4, Minn. Tel.: Nestor 9001.

**DALE POLLACK**—352 Pequot Ave., New London, Conn. Tel.: 2-4842.

**RADIO ENGINEERING Co.**—1355 Market St., San Francisco 3, Tel.: Market 8173. Norwood J. Patterson, owner.

**RCA COMMUNICATIONS Inc.**—66 Broad St., New York 4, Tel.: Hanover 2-1829. Officers: T. H. Mitchell, executive vice-president; Louis de Botari, commercial manager. Branch: Riverhead, L. I., N. Y.; tel.: 2290; E. C. Rundquist, manager. Branch: San Francisco 8; tel.: Garfield 4200; H. E. Austin, manager.

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## MUSIC LICENSING GROUPS

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**BROADCASTERS PROMOTION SERVICE**—Atlantic City, N. J. Tel.: 4-6118. James Dooley, business manager.

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**INSTITUTE FOR EDUCATION BY RADIO**—Ohio State University, Columbus, O. Telephone: University 3148. W. W. Charters, honorary

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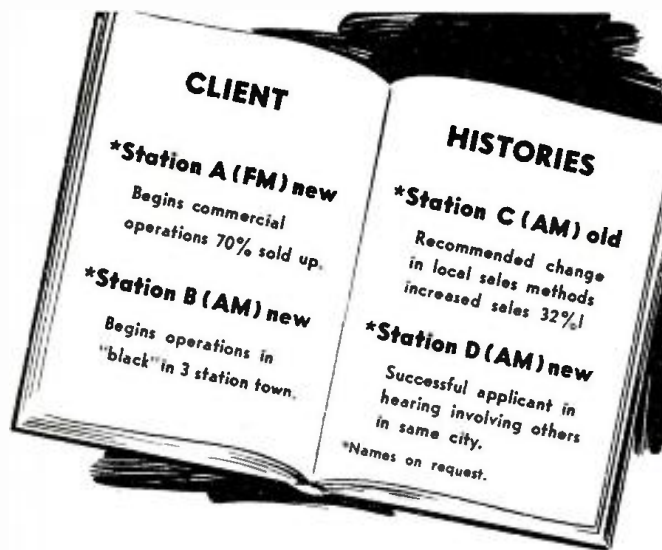
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**OFFICE OF RADIO RESEARCH**—Division of Columbia U. Bureau of Applied Social Research, 15 Amsterdam Ave., New York 23. Telephone: Columbus 5-3292. Director: Dr. Paul F. Lazarsfeld.

**RADIO WORKSHOP**—Central States Teachers College, Stevens Point, Wis. Gertie L. Hanson, director; Grant E. Thayer, production.

**ROCKY MOUNTAIN RADIO COUNCIL**—21 E. 18th Ave., Denver 2. Tel.: Keystone 5306. Executive Committee: W. D. Armentrout, Colorado State College of Education, president; Harry M. Crain, Colorado School of Mines, secretary; Clarence C. Moore, Radio Station KOA Denver, treasurer. Members: A. Helen Anderson, Denver Public Schools; Thurston Davies, Colorado College; Caleb F. Gates, University of Denver; Robert L. Stearns, University of Colorado.

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# Colleges and Universities of the United States OFFERING COURSES IN RADIO BROADCASTING

1945-1946

With Names of Instructors

*Compiled by Gertrude G. Broderick, Executive Secretary, Federal Radio Educational Committee,  
U. S. Office of Education, Federal Security Agency, Washington, D. C.*

(Alphabetized according to Institutions)  
Abilene Christian College, Abilene, Tex.—(C) Kyper; (Q) Morlan; (U) (V) (W) Mullings.  
Adelphi College, Long Island, New York—(C) Miss Plugge, Miss Stanistreet (Wkshp)  
Agricultural & Mechanical College, College Station, Texas—(C) Spriggs; (U) (V) (W) (X) Dillingham (Wkshp).  
Akron, University of, Akron, Ohio—(C) (G) Wilson.  
Alabama College, Montevallo, Ala., Maryland Wilson, Radio Director—(C) Miss Wilson (Wkshp).  
\*Alabama Polytechnic Institute, Auburn, Ala.—(T) (U) (W) (Wkshp) Sibley.  
\*Alabama, University of, University, Ala.—Leo Martin, Head Radio Department, Graydon Ausmus, Director, Radio Broadcasting—(A) (D) (K) (N) (P) (Q) (R) (S) (T) Martin; (B) Ausmus; (C) Osband; (E) (F) (G) McNamee (Wkshp).  
Allegheny College, Meadville, Pa.—(C) Cordier (Wkshp).  
Alma College, Alma, Mich.—(C) (U) (W).  
\*American University, 1901 F. St., Washington, D. C.—Gordon Hubbel, Chairman, Radio and Television—(A) Hubbel, (B) (C) (E) Shaw; (D) Stepler; (G) (L) Sackcher; (H) Edwards; (I) Hoskinson; (K) Diggee; (U) Hunter (Wkshp).  
Amherst College, Amherst, Mass.—(W) Soller.  
Arizona State College, Tempe, Ariz.—(TE) (U) (X) (Y) Merritt (Wkshp).  
Arizona, University of, Tucson, Ariz.—Ben C. Markland, Manager, Radio Bureau—(G) Markland (Wkshp).  
Arkansas, University of, Fayetteville, Ark.—(C) Baker; (U) (W) Scott.  
Arthur Jordan Conservatory of Music, Indianapolis, Ind.—(A) (D) (E) (F) (G) (I) (K) (O) (T) (TE) (W) Richardson, Phillippe Wittig (Wkshp).  
Ashland College, Ashland, Ohio—(C) Miley (Wkshp).  
Augustana College, Rock Island, Ill.—(C) LeVander; (U) Larson (Wkshp).  
Austin Presbyterian Theological Seminary, Austin, Tex.—(CC).  
Baker University, Baldwin, Kansas—(C) Mooreale; (U) Miller (Wkshp).  
Baldwin-Wallace College, Berea, Ohio—(C) Burns, Phifer.  
Ball State Teachers College, Muncie, Ind.—(C) Strother, Huckleberry.  
Barnard College, 607 West 119th St., New York—(Wkshp) Greet.  
Bates College, Lewiston, Maine—(C) Miss Frank (Wkshp).  
\*Baylor University, Waco, Tex., John W. Bachman, Director of Radio—(A) Wheeler, Donaldson; (B) (C) (D) (K) Will; (C) (D) (E) (J) (Q) Bachman; (G) (H) Garrett; (I) Steinberg; (U) (Wkshp).  
Beloit College, Beloit, Wis.—(H) Hudson.  
Bethel College, North Newton, Kans.—(U) Stucky.  
Black Hills Teachers College, Spearfish, S. D.—(C).  
Bob James College, Cleveland, Tenn.—(A) (C) (G) (I) Carr, Mrs. Barnes, Miss Barker (Wkshp).  
Boston College, Chestnut Hill, Mass., Rev. David Dunikan S. J., Director of Radio Activities—(U) (Wkshp) Rev. Dunikan.  
\*Boston University (College of Business Administration), Boston, Mass.—(A) Slade; (C) Hoffman; (D) Goff; (E) Holman; (G) —; (H) Lindquist; (K) Goodwin; (Q) —.  
Bowling Green State University, Bowling Green, Ohio—(C) (D) (E) (F) Stone (Wkshp); Sidney Stone, Radio Director.  
Bradley Polytechnic Institute, Peoria, Ill.—(C).  
Brenau College, Gainesville, Ga.—(B) (C) Miss Secor.  
Brooklyn College, Brooklyn, N. Y.—(C) Miss Bowman; (G) Metz; (P) —; (U) —; (Wkshp) Mallary.  
Brown University, Providence, R. I.—(U) (W) Tompkins.  
Butler University, Indianapolis, Ind.—(C) Burdin; (H) Richardson; (K) Hunter; (Wkshp) Burdin.  
California Institute of Technology, 1201 E. California St., Pasadena, Calif.—(W) (Y) Pickering.  
\*California Polytechnic School, San Luis Obispo, Calif.—(TE) Radius; (U) (X) Wolf; (V) Bowles; (W) (Y) —.  
California, University of, Berkeley 4, Calif.—(U) (V) (W) —; (Y) —; Los Angeles Campus—(I) (W) —; Santa Barbara College (C) (T) (U) (I).  
California, Southern, University of, Los

Following is a list of colleges and universities that have supplied information on courses in radio offered by their institutions. Out of a possible 1257 institutions of higher learning, replies were received from 743. Of that number 331 reported courses for the current school year in one or all of the following categories: Professional Training in Radiobroadcasting; Business Aspects of Radio; Social Significance of Radio; Teacher Preparation and Classroom Use of Radio; Television; and the Technical Aspects of Radio. Information thus gathered is intended only for use as a guide for students in locating schools of their choice. No attempt is made to evaluate the courses nor to give more than a general idea of the nature of radio offerings. We have tried to give a fair picture of the scope of radio training in each institution and to show a full list of courses only when there are evidences of an adequate teaching staff. In instances, for example, where a college reported "all these courses are included in our Course B", credit is given for only one course.

Code symbols used to designate the different types of courses follow:

- |                             |                                   |
|-----------------------------|-----------------------------------|
| A—History of Radio          | N—Public Service                  |
| B—Radio Acting              | O—Radio and Society               |
| C—Radio Speech              | P—Radio Appreciation              |
| D—Radio Announcing          | Q—Radio in Education              |
| E—Program Production        | R—Program Utilization             |
| F—Program Directing         | S—FM Programming                  |
| G—Script Writing (Dramatic) | T—Television                      |
| H—Radio News Writing        | TE—Television Engineering         |
| I—Radio Music               | U—Radio Engineering               |
| J—Station Management        | V—Sound Engineering               |
| K—Radio Advertising         | W—Electronics                     |
| L—Continuity Writing        | X—Transmitter Operation           |
| M—Radio Law                 | Y—Ultra High Frequency Techniques |

Wkshp—Radio Workshop

Of the 331 colleges listed, 48 offer degrees in radio, 32 of which are for Bachelors or Masters of Art or Science in Radio or Journalism, and the remaining 16 are in the Engineering field; 191 offer courses for professional training in radiobroadcasting; 11 in station management; 37 in radio advertising; and 9 in radio law; 40 offer courses in teacher preparation and classroom use of radio; 15 in television programming; 141 offer courses in engineering and electronics and 20 in television engineering; 10 reported special courses in religious broadcasting and since these are mostly in the field of speech and writing, the symbols (C) for speech, and (G) for writing have been doubled (CC) (GG) to indicate special work for religious broadcasters. Radio Workshops are reported by 150 institutions.

Anzeles, Calif.—William Sener, Director Station KJCS.  
Carleton College, Northfield, Minn.—(V) Henry; (W) Verbrugge.  
Carnegie Institute of Technology, Pittsburgh, Pa.—(C) Skinner; (E) Pearson; (G) McCalmon; (U) Williams; (W) Caywood; (Y) Teare.  
Carroll College, Waukesha, Wis.—(C) Utzinger; (B) Miss Thompson (Wkshp).  
Case School of Applied Science, Cleveland, Ohio—(U) (V) (W) (Y).  
Central Missouri State College, Warrensburg, Mo.—(C) —; (U) Morris.  
Chestnut Hill College, Philadelphia, Pa.—(C) Sister G. Marie; (U) —.  
Chico State College, Chico, Calif.—(A) (C) Adams, Starmer (Wkshp).  
Chicago Evangelistic Institute, 1754 Washington Blvd., Chicago 12, Ill.—(CC) (Wkshp) Wells.  
Citadel, The, Charleston, S. C.—(U) (W).  
City College of New York, 17 Lexington Avenue, New York, N. Y.—Earl H. Ryan, Supervisor, Radio Television—(A) Ransom; (B) (C) (D) (E) (F) Mark Siegel, Grogan; (G) Cott; (K) Katz; (T) (TE) Schwartz, Gamble, Nelson (Wkshp).  
Clarke College, Dubuque, Iowa—(C) Gayman; (G) —; (Wkshp) Sister M. Aloysius.  
Cleveland Institute of Music, Cleveland 15, Ohio—(I).  
Coe College, Cedar Rapids, Iowa—(C) (Wkshp) Welsch.  
Colgate University, Hamilton, N. Y.—(U) Reinwald.  
\*College of Music of Cincinnati, Cincinnati, Ohio—Ubert T. Neely, Radio Director—(A) (E) (F) (J) (I) (Q) (R) Neely; (B) Hale; (C) Stallard; (D) Hale-Dawes; (G) (L) Brown; (H) Grant; (I) Selhorst; (K) (L) Dietz; (T) Hubbell; (U) (V) Leonard; (Wkshp) Lammers.  
Colorado A & M College, Fort Collins, Colo.—(H) —; (U) Weber; (Wkshp) Brown.  
\*Columbia College, 410 S. Michigan Blvd., Chicago, Ill.—(B) Neff, Miller, Lovd, Barth; (C) Allen, Lawrence, Reid; (D) Peterson, Ferguson, Murray; (E) (G) Earle, Neff, Parker; (I) Griffith, Ferguson; (J) Christian; (K) White; (N) DeBoer; (P) Howard; (T) Lord, Ferguson; (Wkshp) Alexandroff.  
Columbia University, New York 27, N. Y.—Erik Barnouw, Director, Radio Courses—(B) Garrison, King; (C) Zimmerman; (CC) Rev. Parker; (D) Kelly; (E) Mc-

Gray; (F) Hill, Papp; (G) Barnouw, Metz, Arnold; (H) Schneider, Brooks; (I) Chase, Dunham; (K) Eiges, Hammond; (N) Waxner; (O) Corwith; (Q) Stasheff; (R) Macandrew, Boutwell; (T) Royal; (TE) Marchand, McDonagh, Wade; (V) Olsen; (W) Russell; (Y) Marchand, Raqqazini, Zadeb, Wankel, Concordia Theological Seminary, St. Louis, Mo.—(CC).  
Connecticut College, New London, Conn.—Josephine Rav, Director, Radio Programs—(W) (Wkshp) Mrs. Ray.  
Cornell College, Mount Vernon, Iowa—(B) (F) Johnson.  
Creighton University, Omaha, Neb.—(C) Puls; (E) Hughes; (G) (L) Munkhof; (I) Woepel; (Q) Rev. Williams; (T) (TE) —; (U) Cannon (Wkshp).  
Daniel Baker College, Brownwood, Tex.—(C) Robards; (U) (X) Stewart; (V) Chamber (W) (Wkshp).  
Defiance College, Defiance, Ohio—(C) Greene.  
Denison University, Granville, Ohio—C. R. Orr, Asst. Prof. of Radio—(C) Orr.  
\*Denver University, Denver, Col.—R. Russell Porter, Coordinator of Radio—(A) (C) Seval; (B) Woellhaf; (D) Moore; (E) (F) (G) (H) (K) (L) — (Wkshp).  
Denauw University, Greencastle, Ind.—(C) Turnell, Ross; (G) Bergmann (Wkshp).  
Detroit, University of, Detroit 21, Mich.—(W) Warner.  
\*Drake University, Des Moines, Iowa—E. J. G. Barrett, Director of Radio—(A) (C) (D) (E) (G) (K) (L) (T) Barrett; (B) Wells (Wkshp).  
Drexel Institute of Technology, 32nd & Chestnut Sts., Philadelphia, Pa.—(U) (W) (Y) Zern.  
Dubuque, University of, Dubuque, Iowa—(W) Miss Taylor.  
Duquesne University, Pittsburgh, Pa.—(C) Gallagher; (H) Lauritis; (W) —.  
East Central State College, Ada, Okla.—(C) Nahors; (E) Summers; (U) Mitchell.  
Eastern Illinois State Teachers College, Charleston, Illinois—(U) (W) Raitlsbach.  
Eastern Nazarene College, Waltham 70, Mass.—(C) Miss Dygoski (Wkshp).  
Eastern Oregon College of Education, La Grande, Oreg.—(C) Kaiser; (M) Easley (Wkshp).  
Elmira College, Elmira, N. Y.—(C) —; (U) — (Wkshp).  
Elon College, Elon College, N. C.—(B) (C) (G) (H).  
Emerson College, Boston, Mass.—(A) (B)

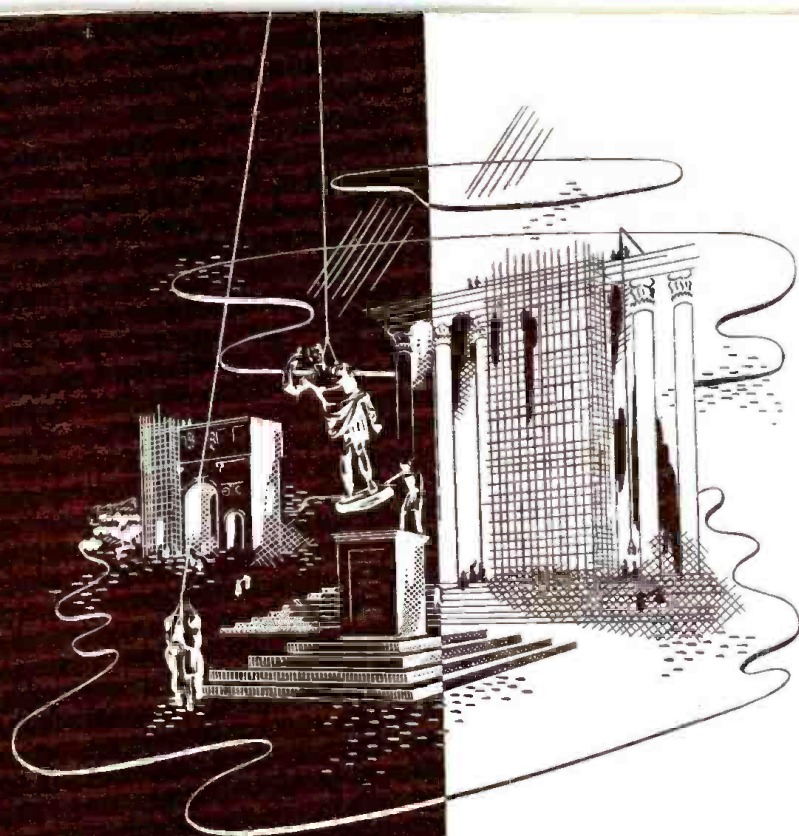
(C) (D) (E) (K) Dudley; (G) Wheeler (Wkshp).  
Evansville College, Evansville 4, Ind.—(C) Edwards.  
Fenn College, Cleveland 15, Ohio—(U) Henderson, Huge, Wandersleben; (W) Davis; (X) Lang; (Y) Sherman.  
Florida Southern College, Lakeland, Fla.—(A) (C) (E) (G) (H) (Wkshp) Miss Potter; Gail Potter, Radio Director.  
Florida State College, Tallahassee, Fla.—Kemper M. Moore, Radio Director—(C) (G) Moore; (W) Barroy (Wkshp).  
Florida State College for Women, Tallahassee, Fla.—(E) —; (G) — (Wkshp).  
Florida, University of, Gainesville, Fla.—H. P. Constans, Chairman, Radio Broadcasting; (C) Tew; (H) Emig; (I) Murphee; (K) Emig; (M) Lowry; (U) (V) (W) Sashoff (X) Craig; (Y) Staff (Wkshp).  
\*Fordham University, New York, N. Y.—Rev. R. F. Grady, S. J. Head, Dept. of Communication Arts; (A) (B) (C) (D) (E) (G) (I) (O) (Q) (Wkshp).  
Fort Hays Kansas State College, Hays, Kans.—(W) (X) Zinszer (Wkshp).  
Franklin and Marshall College, Lancaster, Pa.—(W) Fry (Wkshp).  
Franklin University, Columbus 15, Ohio—(U) (V) (W) (X) (Y).  
\*Fresno State College, Fresno, Calif.—Dr. Paul B. Rickard, Director of Radio Broadcasting—(C) (E) (G) Rickard (Wkshp).  
Furman University, Greenville, S. C.—(U).  
Geneva College, Beaver Falls, Pa.—(C) Miss Black.  
George Washington University, Washington 6, D. C.—(C) (U).  
\*Georgia School of Technology, Atlanta, Ga.—(C) Folk; (TE) Honnell; (U) (V) (Y) McKinley, Donaldson, Edson, Honnell.  
Georgia State College for Women, Milledgeville, Ga.—(C) West.  
\*Georgia, University of, Athens, Ga.—Richard Nickeson, Radio Instruction Director—(A) (G) (H) (K) (O) Nickeson; (B) (C) Vance (Wkshp).  
Greensboro College, Greensboro, N. C.—(B) (E) (G) Smith; (H) Ginn (Wkshp).  
Grinnell College, Grinnell, Iowa—(V) Gale; (W) Stireus; (Wkshp) Prescott.  
Grove City College, Grove City, Pa.—(C) (U) (Wkshp).  
Hamilton College, Clinton, N. Y.—(U) Cameron; (Wkshp) Liedke.  
Hanover College, Hanover, Ind.—(C) Watters.  
Hardin-Simmons University, Abilene, Tex.—(C) (Wkshp) Boyd.  
Harding College, Searcy, Ark. — (C) (Wkshp) Mrs. Armstrong.  
Heidelberg College, Tiffin, Ohio—(B) (C) Mrs. Halverson (Wkshp).  
Hillsdale College, Hillsdale, Mich.—(U).  
Houston College, Houston, Texas—(U).  
\*Houston University, Houston, Tex.—Ralph Matthews, Radio Director—(A) (B) (C) (E) (F) (G) (H) (L) Matthews, Caton (U) — (Wkshp).  
Howard University, 2401 Sixth St., N. W., Washington, D. C.—(W) Branson, Robinson.  
\*Humboldt State College, Arcata, Calif.—Ted DeLay, Asst. Prof. of Radio—(A) (B) (D) (E) (F) (G) (K) DeLay; (C) VanDuzer; (H) Hicklin; (I) Jeffers; (K) Wilson; (U) (W) Peithman (Wkshp).  
Huntingdon College, Montgomery, Ala.—(C).  
Idaho, University of, Moscow, Idaho—(H) Scott; (U) (V) (W) —; (Wkshp) Hatrup.  
Illinois Institute of Technology, 3800 S. Federal St., Chicago 16, Ill.—(U) (W) Roys, Schulz (Wkshp).  
Illinois State Normal University, Normal, Illinois—(C) Yates.  
Illinois Wesleyan University, Bloomington, Ill.—(C) (Wkshp) Dudley.  
Indiana State Teachers College, Terre Haute, Ind.—Clarence Morgan, Radio Director—(C) (E). (G) (R) (U) Morgan; (Q) Butts (Wkshp).  
\*Indiana Technical College, Fort Wayne, Ind.—(TE) (U) (W) (X) (Y) Salinger, Dermer (Wkshp).  
Indiana University, Bloomington, Ind.—H. J. Skornia, Radio Director—(A) (C) (G) (Q) Skornia, Lee; (H) Steigleman; (R) Larson; (U) — (Wkshp).  
Iowa State College, Ames, Iowa—Richard B. Hull, Radio Director—(C) (G) (E) Wzener; (H) H. Schwartz, Mulhall, Beckman; (K) —; (N) —; (Q) (R) (S) (TE) (U) (V) (W) (Y) (Wkshp).  
Iowa State Teachers College, Cedar Falls, Iowa—Herbert V. Hake, Radio Director—(A) (E).



- Iowa Wesleyan College, Mount Pleasant, Iowa.—(E).
- \*Ithaca College, Ithaca, N. Y.—Ernest B. Finch, Director, Dent. of Drama.—(A) (E) (F) (G) (H) (K) (L) (N) (P) (Q) (R) (S) (T) (U) (V) (W) (X) (Y) (Z) (AA) (AB) (AC) (AD) (AE) (AF) (AG) (AH) (AI) (AJ) (AK) (AL) (AM) (AN) (AO) (AP) (AQ) (AR) (AS) (AT) (AU) (AV) (AW) (AX) (AY) (AZ) (BA) (BB) (BC) (BD) (BE) (BF) (BG) (BH) (BI) (BJ) (BK) (BL) (BM) (BN) (BO) (BP) (BQ) (BR) (BS) (BT) (BU) (BV) (BW) (BX) (BY) (BZ) (CA) (CB) (CC) (CD) (CE) (CF) (CG) (CH) (CI) (CJ) (CK) (CL) (CM) (CN) (CO) (CP) (CQ) (CR) (CS) (CT) (CU) (CV) (CW) (CX) (CY) (CZ) (DA) (DB) (DC) (DD) (DE) (DF) (DG) (DH) (DI) (DJ) (DK) (DL) (DM) (DN) (DO) (DP) (DQ) (DR) (DS) (DT) (DU) (DV) (DW) (DX) (DY) (DZ) (EA) (EB) (EC) (ED) (EE) (EF) (EG) (EH) (EI) (EJ) (EK) (EL) (EM) (EN) (EO) (EP) (EQ) (ER) (ES) (ET) (EU) (EV) (EW) (EX) (EY) (EZ) (FA) (FB) (FC) (FD) (FE) (FF) (FG) (FH) (FI) (FJ) (FK) (FL) (FM) (FN) (FO) (FP) (FQ) (FR) (FS) (FT) (FU) (FV) (FW) (FX) (FY) (FZ) (GA) (GB) (GC) (GD) (GE) (GF) (GG) (GH) (GI) (GJ) (GK) (GL) (GM) (GN) (GO) (GP) (GQ) (GR) (GS) (GT) (GU) (GV) 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- \*Offers a Degree in Radio.

(Continued on page 543)





**ROME WASN'T  
BUILT IN A DAY...**

**Nor are radio stations**



**KMBC SERVICE . . .**  
 Heart of America 49%  
 never has been built

**ARTHUR B. CHURCH**



With a lifetime devoted to broadcasting, KMBC's founder and president has been active in industry developments as well as building a model organization of over 100 qualified craftsmen.

**NEW AND GREATER FACILITIES . . .**



It was KMBC a quarter-century ago which introduced radio's first studio in the midwest. Now — it's KMBC again that prepares for a greater electronic tomorrow by a move soon into a home which promises unexcelled facilities as far ahead as the ear can reach.

**NOW—7th OLDEST CBS AFFILIATE**



When the Columbia Broadcasting System was established in 1927, KMBC was among the original stations formulating the new network. Almost twenty years of continuous service as a basic affiliate!

**QUALIFIED EXECUTIVE OFFICERS**



It was *Variety* that wrote "all of them, from top execs to engineers, could be comfortably at home in Radio City or 485 Madison." Such veepees as Karl Koeper (X) and Sam H. Bennett (O) head up a staff abundant in know-how.



**BRUSH CREEK FOLLIES**



Down through the years KMBC has been a great proving grounds for some of radio's brightest stars today. Its well known barn dance is now in the 10th successful season of Saturday night stands.

**KMBC SERVICE FARMS**



With the Heart of America 49% rural, KMBC never has been half-hearted about its programming. Under the expert direction of Phil Evans, KMBC Service Farms serves as a vital developmental need to rural listeners.

**TOPFLIGHT NEWS DEPARTMENT**



Under the able direction of Erle Smith, formerly a metropolitan newspaper editor, KMBC's news department, with both A.P. and U.P. wire services, makes headlines. All newsmen are journalism graduates.



**GRADUATE HOME ECONOMICS**



June Martin "cooks" constant wealth of appreciative home Along with conducting "Happy Kitchen," she daily remotes from the Food terminal as a "Food





**W**hat one man's station has done to justify greater responsibilities in tomorrow's broadcasting

**EXCLUSIVE MARKETCASTS**

For the eighth consecutive year, KMBC (with Bob Riley as full-time marketcaster) holds exclusive rights to broadcasting official market reports direct from the world's largest livestock building.



**THE BEST IN SPORTS COVERAGE**

"Sporting News" says it's so! Sam Molen was named in 1946 the midwest's top sports commentator. No matter the competition, you'll find KMBC's "Voice of Authority in Sports" giving it the old one-two!

**CONTRIBUTING TO A "HAPPY HOME"**

Caroline Ellis, as originator of living dialogue in radio, starred the networks for years. Now, she talks for happier homes as KMBC's woman commentator with a daily quarter-hour of home-spun philosophy.



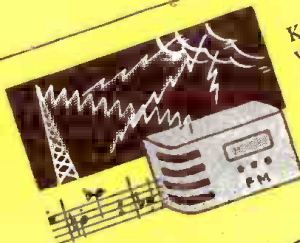
**THE NATION'S TOP AWARDS . . .**

Four separate phases of KMBC's operation received national distinction in 1946. For the third time since 1939, KMBC received the Variety Award — the most recent for knowing best how to run a radio station.



**PIONEERING FM . . .**

KMBC has stepped right along with advancements in frequency modulation. An experimental pioneer for years, KMBC-FM went "commercial" in June, 1944. It was the first in the middlewest to operate on the new high frequency band.



**MEMORANDUM**

Handy for a memaker. KMBC's originates Kansas City Scout."

**KMBC**

OF KANSAS CITY

Free & Peters, Inc.

**SINCE 1928 — THE BASIC CBS STATION FOR MISSOURI AND KANSAS**



# Name Yore Pizen, Pardner...



- **If you're mighty—mighty little, that is . . .**

You can do with some experienced wranglers these days. Don't say the best costs too much. Even a mighty little station can afford "The Texas Rangers"—America's finest library of transcribed western tunes. They're priced to your size — and the size of your market.

- **If you're mighty big—big, that is . . .**

"The Texas Rangers" have notched a couple guns in the fastest of company. Stars of Hollywood movies and network radio, they sing the songs loved in New York as well as St. Joe. Over 500 of them on wax to build hundreds of topflight programs—keeping Hooperatings shooting high!

- **If you're new to the business—a tenderfoot, that is . . .**

You can hire "The Texas Rangers" to do your riding, and you've got the best of the west in the saddle. Of particular importance to those just staking out their first claim, "The Texas Rangers" provide an almost endless combination of programs with the music that never grows old. For those with the FM brand, the wide-range vertical cut transcriptions mean the best!

#### AND NOW — ANOTHER "NOTCH"

Along with your sponsorship of "The Texas Rangers", you now have the added ammunition of a 48-page song book and picture album. What an ideal give-away or self-liquidating offer! You get copies at cost. You'll say it's the most attractive western song book published to date. Write — better yet, wire — for complete details.



# The Texas Rangers

George E. Halley, Manager, Syndicated Features  
AN ARTHUR B. CHURCH PRODUCTION

PICKWICK HOTEL KANSAS CITY, MO.

[www.americanradiohistory.com](http://www.americanradiohistory.com)

# DIRECTORY OF U. S. BROADCASTING STATIONS BY CALL LETTERS

\* Construction permit for power or frequency change

† Construction permit for new station

‡ Special service authorization

Call Letters	City	Frequency in Kc	Power in Watts	Station Name	City	Frequency in Kc	Power in Watts	Station Name	City	Frequency in Kc	Power in Watts	Station Name	City	Frequency in Kc	Power in Watts	Station Name
KABC	San Antonio, Tex.	680	LS-50,000	KFAB	Omaha, Neb.	1110	50,000	KHJ	Los Angeles, Cal.	980	5,000	†KORC	Mineral Wells, Tex.	1140	D-250	
KABR	Aberdeen, S. D.	1420	5,000	KFCAC	Los Angeles, Cal.	1330	5,000	KHMO	Hannibal, Mo.	1840	250	KORE	Eugene, Ore.	1450	250	
KADA	Ada, Okla.	1230	250	†KFAK	Flagstaff, Ariz.	1240	250				*LS-5,000	KORN	Fremont, Neb.	1400	250	
KADP	Adams, Colo.	1490	250	KFAM	St. Cloud, Minn.	1450	250				*N-1,000	†KOSA	Odessa, Tex.	1450	250	
KAFV	Bakfield, Cal.	1490	250	KFAR	Fairbanks, Alaska	610	5,000	KHON	Honolulu, T. H.	1400	250	†KOSF	Nachadoches, Tex.	1230	250	
KAKC	Tulsa, Okla.	1570	D-1,000	KFBK	Great Falls, Mont.	1810	5,000	KHOZ	Harrison, Ark.	1240	250	KOTA	Rapid City, S. D.	1380	5,000	
KALB	Alexandria, La.	580	1,000	KFCB	Cheyenne, Wyo.	1240	250	KHQ	Spokane, Wash.	590	5,000	KOTN	Pine Bluff, Ark.	1490	250	
KALE	Portland, Ore.	1330	5,000	KFCI	Wichita, Kan.	1070	LS-10,000	KHSL	Chico, Cal.	1290	1,000	KOVC	Valley City, N. D.	1490	250	
KALL	Salt Lake City, Utah	910	1,000	KFCB	Wichita, Kan.	1070	LS-10,000	KHUB	Watsonville, Cal.	1340	250	KOWH	Provo, Utah	1240	250	
KAMD	Camden, Ark.	1450	250	KFCB	Wichita, Kan.	1070	LS-10,000	KICM	Dureka, Cal.	1240	250	†KOWL	Santa Monica, Cal.	1680	D-5,000	
KANA	Anaconda, Mont.	1230	250	KFCB	Wichita, Kan.	1070	LS-10,000	KICD	Spencer, Ia.	1240	250	KOY	Phoenix, Ariz.	550	1,000	
KAND	Corcia, Tex.	1340	250	KFCB	Wichita, Kan.	1070	LS-10,000	KICO	Calexico, Cal.	1490	250	KPAB	Laredo, Tex.	1490	250	
KANE	New Iberia, La.	1240	250	KFCB	Wichita, Kan.	1070	LS-10,000	KID	Idaho Falls, Ida.	1350	LS-5,000	KPAC	Port Arthur, Tex.	1250	1,000	
KANS	Wichita, Kans.	1240	250	KFCB	Wichita, Kan.	1070	LS-10,000	KID	Idaho Falls, Ida.	1350	LS-5,000					
KARK	Little Rock, Ark.	920	5,000	KFCB	Wichita, Kan.	1070	LS-10,000	KID	Idaho Falls, Ida.	1350	LS-5,000	†KPBB	Beaumont, Tex.	1380	D-1,000	
KARM	Marshalltown, Ia.	1430	5,000	KFCB	Wichita, Kan.	1070	LS-10,000	KID	Idaho Falls, Ida.	1350	LS-5,000	KPDN	Pampa, Tex.	1840	250	
KARV	Mesa, Ariz.	1400	250	KFCB	Wichita, Kan.	1070	LS-10,000	KID	Idaho Falls, Ida.	1350	LS-5,000	†KPDP	Portland, Ore.	800	D-1,000	
KASA	Elk City, Okla.	1240	250	KFCB	Wichita, Kan.	1070	LS-10,000	KID	Idaho Falls, Ida.	1350	LS-5,000	KPDR	Alexandria, La.	1490	250	
†KASH	Eugene, Ore.	1600	1,000	KFCB	Wichita, Kan.	1070	LS-10,000	KID	Idaho Falls, Ida.	1350	LS-5,000	†KPTT	Lamesa, Tex.	690	D-250	
KAST	Astoria, Ore.	1230	250	KFCB	Wichita, Kan.	1070	LS-10,000	KID	Idaho Falls, Ida.	1350	LS-5,000	KPHO	Huron, S. D.	1840	250	
KATE	Albert Lea, Minn.	1450	250	KFCB	Wichita, Kan.	1070	LS-10,000	KID	Idaho Falls, Ida.	1350	LS-5,000	†KPKW	Pasco, Wash.	1340	250	
KATL	Houston, Tex.	1590	1,000	KFCB	Wichita, Kan.	1070	LS-10,000	KID	Idaho Falls, Ida.	1350	LS-5,000	KPLC	Lake Charles, La.	1490	250	
KATO	Reno, Nev.	1340	250	KFCB	Wichita, Kan.	1070	LS-10,000	KID	Idaho Falls, Ida.	1350	LS-5,000	KPLT	Paris, Tex.	1490	250	
KAVE	Carlsbad, N. M.	1240	250	KFCB	Wichita, Kan.	1070	LS-10,000	KID	Idaho Falls, Ida.	1350	LS-5,000	KPMO	Pomona, Cal.	1600	5,000	
KAVR	Havre, Mont.	1240	250	KFCB	Wichita, Kan.	1070	LS-10,000	KID	Idaho Falls, Ida.	1350	LS-5,000	KPO	San Francisco, Cal.	680	50,000	
KAWT	Douglas, Ariz.	1450	250	KFCB	Wichita, Kan.	1070	LS-10,000	KID	Idaho Falls, Ida.	1350	LS-5,000	KPOA	Honolulu, T. H.	680	1,000	
†KAYX	Waterloo, Ia.	1090	D-1,000	KFCB	Wichita, Kan.	1070	LS-10,000	KID	Idaho Falls, Ida.	1350	LS-5,000	KPOF	Denver, Colo.	910	*LS-5,000	
KBIO	Burley, Ida.	1400	250	KFCB	Wichita, Kan.	1070	LS-10,000	KID	Idaho Falls, Ida.	1350	LS-5,000	KPOW	Pasadena, Wyo.	1230	250	
KBIX	Muskogee, Okla.	1490	250	KFCB	Wichita, Kan.	1070	LS-10,000	KID	Idaho Falls, Ida.	1350	LS-5,000	†KPPC	Passadena, Cal.	*1260	*1,000	
KBIZ	Ottumwa, Ia.	1240	250	KFCB	Wichita, Kan.	1070	LS-10,000	KID	Idaho Falls, Ida.	1350	LS-5,000	KPQC	Wheaton, Wash.	560	1,000	
†KBKI	Alice, Tex.	1070	D-1,000	KFCB	Wichita, Kan.	1070	LS-10,000	KID	Idaho Falls, Ida.	1350	LS-5,000	KPRC	Houston, Tex.	950	5,000	
KBKR	Baker, Ore.	1490	250	KFCB	Wichita, Kan.	1070	LS-10,000	KID	Idaho Falls, Ida.	1350	LS-5,000	KPRK	Livingston, Mont.	1340	250	
KBLF	Red Bluff, Cal.	1490	250	KFCB	Wichita, Kan.	1070	LS-10,000	KID	Idaho Falls, Ida.	1350	LS-5,000	†KPRL	Paso Robles, Cal.	1230	250	
KBMV	Billings, Mont.	1240	250	KFCB	Wichita, Kan.	1070	LS-10,000	KID	Idaho Falls, Ida.	1350	LS-5,000	KPRO	Riverside, Cal.	1440	1,000	
KBND	Bend, Ore.	1340	250	KFCB	Wichita, Kan.	1070	LS-10,000	KID	Idaho Falls, Ida.	1350	LS-5,000	KPSA	Phoenix, Ariz.	1450	250	
KBNB	Boulder City, Nev.	1450	250	KFCB	Wichita, Kan.	1070	LS-10,000	KID	Idaho Falls, Ida.	1350	LS-5,000	KQV	Pittsburgh, Pa.	1410	1,000	
†KBNA	Boulder, Colo.	1490	250	KFCB	Wichita, Kan.	1070	LS-10,000	KID	Idaho Falls, Ida.	1350	LS-5,000	KQW	San Jose, Cal.	740	50,000	
KBON	Omaha, Neb.	1490	250	KFCB	Wichita, Kan.	1070	LS-10,000	KID	Idaho Falls, Ida.	1350	LS-5,000	KRAL	Crows, Colo.	1230	250	
KBOW	Butte, Mont.	1490	250	KFCB	Wichita, Kan.	1070	LS-10,000	KID	Idaho Falls, Ida.	1350	LS-5,000	KRAI	Rawlins, Wyo.	1240	250	
KBPS	Portland, Ore.	1450	250	KFCB	Wichita, Kan.	1070	LS-10,000	KID	Idaho Falls, Ida.	1350	LS-5,000	KRBA	Lufkin, Tex.	1340	250	
KBRC	Mt. Vernon, Wash.	1430	D-5,000	KFCB	Wichita, Kan.	1070	LS-10,000	KID	Idaho Falls, Ida.	1350	LS-5,000	KRBC	Abiene, Tex.	1450	250	
†KBRO	Bremerton, Wash.	1490	250	KFCB	Wichita, Kan.	1070	LS-10,000	KID	Idaho Falls, Ida.	1350	LS-5,000	†KRCT	Goose Creek, Tex.	650	D-250	
KBST	Big Spring, Tex.	1490	250	KFCB	Wichita, Kan.	1070	LS-10,000	KID	Idaho Falls, Ida.	1350	LS-5,000	†KRDO	Colorado Springs, Colo.	1240	250	
KBTM	Jonesboro, Ark.	1230	250	KFCB	Wichita, Kan.	1070	LS-10,000	KID	Idaho Falls, Ida.	1350	LS-5,000	KRDU	Denuba, Cal.	1130	D-250	
KBUN	Bemidji, Minn.	1450	250	KFCB	Wichita, Kan.	1070	LS-10,000	KID	Idaho Falls, Ida.	1350	LS-5,000	KRE	Berkeley, Cal.	1400	250	
KBUR	Burlington, Iowa	1490	250	KFCB	Wichita, Kan.	1070	LS-10,000	KID	Idaho Falls, Ida.	1350	LS-5,000	†KREM	Spokane, Wash.	1340	250	
KBWD	Brownwood, Tex.	1380	LS-1,000	KFCB	Wichita, Kan.	1070	LS-10,000	KID	Idaho Falls, Ida.	1350	LS-5,000	KREO	Indio, Cal.	1400	250	
†KBYE	Okla. City, Okla.	890	D-1,000	KFCB	Wichita, Kan.	1070	LS-10,000	KID	Idaho Falls, Ida.	1350	LS-5,000	KRES	St. Joseph, Mo.	1230	250	
†KBCB	Des Moines, Ia.	1390	1,000	KFCB	Wichita, Kan.	1070	LS-10,000	KID	Idaho Falls, Ida.	1350	LS-5,000	KRGH	Longmont, Tex.	1490	250	
KBCD	Lubbock, Tex.	1590	1,000	KFCB	Wichita, Kan.	1070	LS-10,000	KID	Idaho Falls, Ida.	1350	LS-5,000	†KRGV	Weslaco, Tex.	1290	1,000	
KCHS	Hot Springs, N. M.	1400	250	KFCB	Wichita, Kan.	1070	LS-10,000	KID	Idaho Falls, Ida.	1350	LS-5,000	KRIC	Beaumont, Tex.	1450	250	
†KCID	Caldwell, Ia.	1490	250	KFCB	Wichita, Kan.	1070	LS-10,000	KID	Idaho Falls, Ida.	1350	LS-5,000	KRIG	Odessa, Tex.	1410	1,000	
KCIL	Houma, La.	1490	250	KFCB	Wichita, Kan.	1070	LS-10,000	KID	Idaho Falls, Ida.	1350	LS-5,000	†KRIO	McAllen, Tex.	910	1,000	
KCKN	Kansas City, Kan.	1340	250	KFCB	Wichita, Kan.	1070	LS-10,000	KID	Idaho Falls, Ida.	1350	LS-5,000	KRIS	Corpus Christi, Tex.	1360	1,000	
†KCLA	Pine Bluff, Ark.	1400	250	KFCB	Wichita, Kan.	1070	LS-10,000	KID	Idaho Falls, Ida.	1350	LS-5,000	KRJF	Miles City, Mont.	1340	250	
†KCLD	Brawley, Cal.	1490	250	KFCB	Wichita, Kan.	1070	LS-10,000	KID	Idaho Falls, Ida.	1350	LS-5,000	KRKD	Los Angeles, Cal.	1160	LS-2,500	
KCLE	Kelburne, Tex.	1230	250	KFCB	Wichita, Kan.	1070	LS-10,000	KID	Idaho Falls, Ida.	1350	LS-5,000					
KCMC	Texarkana, Tex.	1230	250	KFCB	Wichita, Kan.	1070	LS-10,000	KID	Idaho Falls, Ida.	1350	LS-5,000	†KRKN	Ft. Smith, Ark.	1230	N-1,000	
KCMJ	Palm Springs, Cal.	1340	250	KFCB	Wichita, Kan.	1070	LS-10,000	KID	Idaho Falls, Ida.	1350	LS-5,000	KRKO	Everett, Wash.	1400	250	
KCMO	Kansas City, Mo.	1490	5,000	KFCB	Wichita, Kan.	1070	LS-10,000	KID	Idaho Falls, Ida.	1350	LS-5,000	KRLC	Lewiston, Ida.	1400	250	
†KCNA	Tucson, Ariz.	1340	250	KFCB	Wichita, Kan.	1070	LS-10,000	KID	Idaho Falls, Ida.	1350	LS-5,000	KRLD	Dallas, Tex.	1080	50,000	
†KCNC	Fort Worth, Tex.	870	D-250	KFCB	Wichita, Kan.	1070	LS-10,000	KID	Idaho Falls, Ida.	1350	LS-5,000	†KRLN	Canon City, Colo.	1400	250	
†KCND	Clovis, N. Mex.	1450	250	KFCB	Wichita, Kan.	1070	LS-10,000	KID	Idaho Falls, Ida.	1350	LS-5,000	KRMD	Shreveport, La.	1340	250	
†KCOH	Houston, Tex.	1430	D-1,000	KFCB	Wichita, Kan.	1070	LS-10,000	KID	Idaho Falls, Ida.	1350	LS-5,000	KRNR	Roseburg, Ore.	1490	250	
KCOK	Tulare, Cal.	1240	250	KFCB	Wichita, Kan.	1070	LS-10,000	KID	Idaho Falls, Ida.	1350	LS-5,000	KRNT	Des Moines, Ia.	1350	5,000	
†KCOL	Fort Collins, Colo.	1400	250	KFCB	Wichita, Kan.	1070	LS-10,000	KID	Idaho Falls, Ida.	1350	LS-5,000	KROC	Rochester, Minn.	1340	250	
KCOR	San Antonio, Tex.	1350	1,000	KFCB	Wichita, Kan.	1070	LS-10,000	KID	Idaho Falls, Ida.	1350	LS-5,000	KROD	El Paso, Tex.	600	LS-1,000	
†KCOY	Santa Maria, Cal.	1490	250	KFCB	Wichita, Kan.	1070	LS-10,000	KID	Idaho Falls, Ida.	1350	LS-5,000	KROP	Brawley, Cal.	1300	LS-1,000	
KCRA	Sacramento, Calif.	1340	250	KFCB	Wichita, Kan.	1070	LS-10,000	KID	Idaho Falls, Ida.	1350	LS-5,000					
KCRK	Enid, Okla.	1390	1,000	KFCB	Wichita, Kan.	1070	LS-10,000	KID	Idaho Falls, Ida.	1350	LS-5,000	KROS	Clinton, Ia.	1340	250	
KCRG	Cedar Rapids, Ia.	1890	5,000	KFCB	Wichita, Kan.	1070	LS-10,000	KID	Idaho Falls, Ida.	13						



(Continued)

Call Letters	City	Freq- ency in Kc	Power in Watts	Call Letters	City	Freq- ency in Kc	Power in Watts	Call Letters	City	Freq- ency in Kc	Power in Watts	Call Letters	City	Freq- ency in Kc	Power in Watts		
KSO	Des Moines, Ia.	1460	5,000	KTSW	Eroporia, Kan.	1400	250	†KWCG	Natchitoches, La.	1450	250	KXOX	Sweetwater, Tex.	1240	250		
KSOK	Arkansas City, Kan.	1280	D-1,000	KTTS	Springfield, Mo.	1400	250	KWCO	Chickasha, Okla.	1550	D-250	KXRJ	Russellville, Ark.	1490	250		
†KSOL	Yuma, Ariz.	1400	250	KTUC	Tucson, Ariz.	1400	250	†KWEM	W. Memphis, Ark.	940	D-1,000	KXRO	Aberdeen, Wash.	1340	250		
KSOU	Sioux Falls, S. D.	1140	LS-5,000	KTUL	Tulsa, Okla.	1430	5,000	KWEW	Hobbs, N. M.	1490	250	†KXXL	Reno, Nev.	1230	250		
†KSON	San Diego, Cal.	1240	LS-N-5,000	KTW	Seattle, Wash.	1250	1,000	KWFC	Hot Springs, Ark.	1340	250	KXYZ	Houston, Tex.	1320	5,000		
†KSPI	Stillwater, Okla.	780	D-250	†KTYL	Mesa, Ariz.	1490	250	KWFT	Wichita Falls, Tex.	620	LS-5,000	KYA	San Francisco, Cal.	1260	LS-5,000		
KSRO	Santa Rosa, Cal.	1350	1,000	KTYW	Yakima, Wash.	1460	500				N-1,000	KYCA	Prescott, Ariz.	1490	250		
KSRT	Ontario, Ore.	1450	250	KUIN	Grants Pass, Ore.	1340	250	KWG	Stockton, Cal.	1230	250	†KYDS	St. Paul, Minn.	700	D-1,000		
†KST	Sulphur Sprgs., Tex.	1230	250	KUJ	Walla Walla, Wash.	1420	1,000	†KWHI	Brenham, Tex.	1280	D-1,000	†KYJC	Medford, Ore.	1230	250		
KSTP	St. Paul, Minn.	1500	50,000	†KUKM	Monahans, Tex.	1340	250	KWHK	Hutchison, Kan.	1190	D-1,000	†KYLE	Alamogordo, N. M.	1230	250		
KSTT	Davenport, Ia.	750	D-250	KULA	Honolulu, T. H.	690	10,000	KWHW	Ft. Smith, Ark.	1320	5,000	†KYNG	Idaho Falls, Ida.	1230	250		
KSUB	Cedar City, Utah	1340	250	KUOA	Siloam Springs, Ark.	1290	D-5,000	KWIL	Albany, Ore.	1240	250	†KYOR	San Diego, Cal.	1180	D-250		
KSUN	Lowell, Ariz.	1230	250	KUOM	Minneapolis, Minn.	770	D-5,000	KWIN	Ashland, Ore.	1400	250	KYOS	Merced, Cal.	1490	250		
†KSVC	Richfield, Utah	690	D-1,000	†KURV	Edinburg, Tex.	710	D-250	KWJB	Globe, Ariz.	1240	250	KYUM	Mankato, Minn.	1230	250		
†KSVF	Artesia, N. M.	1450	250	KUSD	Vermillion, S. D.	920	500	KWJF	Portland, Ore.	1080	1,000	KYV	Yuma, Ariz.	1240	250		
KSWM	Joplin, Mo.	1280	250	†KUSN	San Diego, Cal.	1510	LS-5,000	KWK	St. Louis, Mo.	1380	LS-5,000	KYW	Philadelphia, Pa.	1060	50,000		
KSWO	Lawton, Okla.	1150	D-250	KUTA	Salt Lake City, Utah	570	5,000	KWKH	Shreveport, La.	1130	1,000						
†KSWR	Rawlins, Wyo.	1340	250	KVAK	Atchinson, Kans.	1450	250	KWKW	Pasadena, Cal.	1430	D-1,000	WAAB	Worcester, Mass.	1440	5,000		
†KSW	Rosewell, N. M.	1230	250	KVAL	Brownsville, Tex.	1490	250	KWLC	Decorah, Ia.	1240	D-250	WAAC	Chicago, Ill.	950	D-1,000		
†KSYC	Yreka, Cal.	1490	250	KVAN	Vancouver, Wash.	910	D-500	KWLK	Longview, Wash.	1400	D-250	WAAT	Jersey City, N. J.	970	1,000		
KSYL	Alexandria, La.	1400	250	KVCV	Redding, Cal.	1230	250	KWLM	Willmar, Minn.	1340	250	WABI	Bangor	910	5,000		
KSTAR	Phoenix, Ariz.	620	5,000	KVEC	San Luis Obispo, Cal.	920	LS-1,000	KWNO	Winona, Minn.	1230	250	WABJ	Adrian, Mich.	1500	D-250		
KTBC	Austin, Tex.	590	LS-5,000	†KVER	Albuquerque, N. M.	1490	250	†KWOB	Redding, Cal.	1340	250	WABY	Memphis, Tenn.	730	D-250		
KTBI	Tacoma, Wash.	1490	N-1,000	KVET	Austin, Tex.	1300	1,000	KWOC	Poplar Bluff, Mo.	1340	250	WABY	Albany, N. Y.	1400	250		
KTBS	Shreveport, La.	1480	1,000	KVLF	Alpine, Tex.	1490	250	KWOR	Bartlesville, Okla.	1400	250	†WABZ	Albermarle, N. C.	1010	D-1,000		
KTEM	Temple, Tex.	1400	250	KVMV	Twin Falls, Ida.	1450	250	KWOS	Jefferson City, Mo.	1240	250	WACE	Chicopee, Mass.	780	D-1,000		
KTFI	Twin Falls, Ida.	1270	1,000	KVNI	Coeur d'Alene, Ida.	1430	1,000	†KWPC	Muscataine, Ia.	860	D-250	WACO	Waco, Tex.	1480	1,000		
KTFS	Texarkana, Tex.	1400	250	KVNU	Logan, Utah	1280	250	†KWPM	West Plains, Mo.	1450	250	WADC	Akron, O.	690	5,000		
KTHS	Hot Springs, Ark.	1090	LS-10,000	KVOA	Tucson, Ariz.	1290	1,000	KWRA	Havre, Mont.	1340	250	WAGA	Atlanta, Ga.	1450	5,000		
			N-1,000	KVOC	Casper, Wyo.	1230	250	KWRC	Pendleton, Ore.	1240	250	WAGC	Chattanooga, Tenn.	1450	250		
			50,000	KVOE	Denver, Colo.	630	5,000	KWRZ	Flagstaff, Ariz.	1340	250	WAGE	Syracuse, N. Y.	620	1,000		
			250	KVOF	Lafayette, La.	1170	50,000	KWST	Pullman, Wash.	1250	5,000	WAGF	Dothan, Ala.	1400	250		
KTHT	Houston, Tex.	1230	250	KVOO	Tulsa, Okla.	1340	250	†KWSL	Lake Charles, La.	1340	250	WAGM	Presque Isle, Me.	1450	250		
†KTIM	San Rafael, Cal.	1510	D-1,000	KVOP	Plainview, Tex.	1400	250	†KWSD	Mt. Shasta, Cal.	1340	250	WAIM	Anderson, S. C.	1230	250		
KTIP	Porterville, Cal.	1450	250	KVOR	Colo. Springs, Colo.	1300	1,000	†KWTL	Barstow, Cal.	1230	250	WAIR	Winston-Salem, N.C.	1340	250		
KTKC	Visalia, Cal.	940	5,000	KVOS	Bellingham, Wash.	790	1,000	KWTO	Springfield, Mo.	560	LS-5,000	WAIT	Chicago, Ill.	820	LS-5,000		
KTKN	Ketchikan, Alaska	930	1,000	†KVOU	Uvalde, Tex.	1490	250	KWTX	Waco, Tex.	1230	250	WAJR	Morgantown, W.Va.	1230	N-L-5,000		
KTMC	McAlester, Okla.	1400	250	†KVOV	Littlefield, Tex.	1490	250	KWWE	Walla Walla, Wash.	1490	250	WAKR	Akron, O.	1590	5,000		
KTMS	Santa Barbara, Cal.	1250	1,000	KVOX	Moorhead, Minn.	1340	250	KWYO	Sheridan, Wyo.	1410	LS-1,000	WALA	Mobile, Ala.	1410	5,000		
KTNM	Tucumcari, N. M.	1400	250	†KVOY	Honolulu, T. H.	690	10,000				N-500	WALB	Albany, Ga.	1590	1,000		
KTOH	Lihue, T. H.	1490	250	KVRS	Rock Springs, Wyo.	1400	250	KXA	Seattle, Wash.	770	LS-1,000	†WALD	Walterboro, S. C.	1490	250		
KTOK	Okla. City, Okla.	1400	250	KVSF	Santa Fe, N. M.	1340	1,000	KXEL	Waterloo, Ia.	1540	50,000	WALL	Middletown, N. Y.	1340	250		
KTRB	Modesto, Cal.	860	1,000	KVSO	Ardmore, Okla.	1240	250	KXL	Portland, Ore.	750	LS-10,000	WALT	Tampa, Fla.	1110	D-1,000		
KTRC	Santa Fe, N. M.	1400	250	KVSM	San Mateo, Cal.	1050	D-250	KXLA	Pasadena, Cal.	1110	10,000	WAML	Laurel, Miss.	1340	250		
KTRF	Thief R. Falls, Minn.	1290	250	KVWC	Vernon, Tex.	1490	250	KXLE	Ellensburg, Wash.	1240	250	†WAND	Canton, Ohio	900	D-250		
KTRH	Houston, Tex.	740	50,000	KWAL	Wallace, Ida.	1450	250	KXLF	Butte, Mont.	1370	5,000	WANN	Annapolis, Md.	1190	D-1,000		
KTRI	Sioux City, Ia.	1450	250	KWAT	Watertown, S. D.	1240	250	KXLG	Helena, Mont.	1240	250	WAOV	Vincennes, Ind.	1450	250		
KTRM	Beaumont, Tex.	990	D-250	KWBC	Ft. Worth, Tex.	970	D-1,000	KXLL	Great Falls, Mont.	1400	250	WAPA	San Juan, P. R.	880	10,000		
KTSA	San Antonio, Tex.	550	LS-5,000	KWBK	Oakland, Cal.	1810	1,000	†KXLL	Missoula, Mont.	1450	250	WAPI	Birmingham, Ala.	1070	5,000		
			N-1,000	KWBW	Corpus Christi, Tex.	1080	SH-50,000	KXLM	Lewiston, Mont.	1230	250	WAPQ	Chattanooga, Tenn.	1150	LS-5,000		
†KTSC	Tucson, Ariz.	1490	250				†1010	KXLO	Bozeman, Mont.	1450	250	WAPX	Montgomery, Ala.	1600	N-1,000		
KTSM	El Paso, Tex.	1380	LS-1,000				*D-50,000	KXLP	N. Little Rock, Ark.	1450	250	WARD	Johnstown, Pa.	1490	250		
			N-500	KWBW	Hutchinson, Kan.	1450	250	KXLW	Clayton, Mo.	1320	1,000	WARK	Arlington, Va.	780	D-1,000		
								KXLY	Spokane, Wash.	920	5,000	WARM	Scranton, Pa.	1400	250		
								KXO	El Centro, Cal.	1230	250	WASK	Lafayette, Ind.	1450	250		
								KXOA	Sacramento, Cal.	1490	250	WASL	Annapolis, Md.	810	D-250		
								†KXOB	Stockton, Cal.	1280	1,000	WATL	Atlanta, Ga.	1400	250		
								KXOK	St. Louis, Mo.	630	5,000				*1880	5,000	
								†KXOL	Ft. Worth, Tex.	1360	1,000	WATN	Watertown, N. Y.	1240	250		

(Continued)

# There are Lots of Stations —

The Directory above lists them by the hundreds, big and small. Some of them are "standouts"—like WCAR, Pontiac, with 2,980,919 people in its coverage-area—the populous "heart of the motor area".

John E. Pearson Co. will gladly give you data on this much talked-about 1000-watt outlet that's been doing a great job for sponsors—many of them on continuously for seven years!

**RUSSELL P. MAY**  
**CONSULTING RADIO ENGINEER**

★ ★ ★ ★

**AM - FM - TV**

★ ★ ★ ★

**ALLOCATION ENGINEERING**  
**TECHNICAL REPRESENTATION**  
**ANTENNA DESIGN**  
**FIELD ENGINEERING**

**KELLOGG BUILDING    WASHINGTON 4, D. C.    REPUBLIC 3984**





# The FAVORITES of broadcasters from Coast to Coast

Model 180



HORIZONTAL  
4 FT. MIN.  
8 FT. MAX.

## DE LUXE STUDIO BOOM

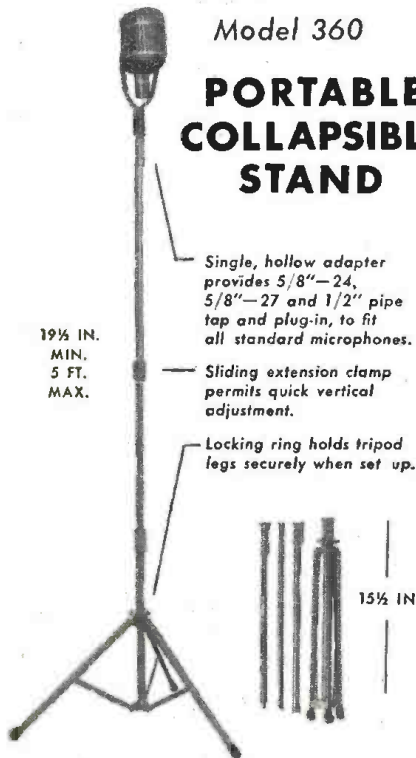
The Starbird de luxe studio boom has been the favorite of engineers and broadcasters for many years; it is in daily use in all major network studios and in nearly all of the country's leading broadcast stations. Its flexibility permits almost any microphone arrangement, and its balanced design affords maximum protection to personnel and equipment even at maximum extensions. It is absolutely silent in operation and rolls on large ball bearing casters. Its use permits you to "spot your mike" wherever you wish, plus the saving of valuable set-up time. Supplied with a complete complement of adapters to fit all standard microphones.

VERTICAL  
5 FT. MIN.  
9 FT. MAX.

AIR VALVE

Model 360

## PORTABLE COLLAPSIBLE STAND



Single, hollow adapter provides 5/8"-24, 5/8"-27 and 1/2" pipe tap and plug-in, to fit all standard microphones.

Sliding extension clamp permits quick vertical adjustment.

Locking ring holds tripod legs securely when set up.

19 1/2 IN.  
MIN.  
5 FT.  
MAX.

15 1/2 IN.

# George A. Starbird MICROPHONE BOOMS and STANDS



Here at last is a lightweight precision-made . . . portable microphone stand, designed for remote or studio use. It measures only 15 1/2 inches when collapsed—weighs but 1 1/2 lbs. No sticking or binding when adjustment is wanted, tubing is centerless ground and anodized for smooth action. Engineers will appreciate the qualities of this lightweight, rugged aluminum stand. When collapsed, it fits into the amplifier . . . or battery case of standard remote amplifier equipment.

Model 181



HORIZONTAL  
4 FT.

## SMALL FLOOR BOOM

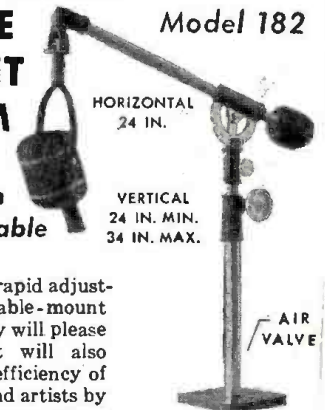
Patterned after the famous de luxe model, the small floor boom has many of the de luxe model's accepted features (such as the air valve to prevent too rapid vertical descent). It has been found ideal for small studio set-ups . . . where no horizontal extension is required. Priced lower than the de luxe model, but there has been no compromise with quality—its essential difference being in its lesser extensions. It was developed at the request of broadcast studio engineers to supply the convenience of overhead microphone support, for table and similar set-ups where the large boom with its lengthy extensions is not required. Heavy cast iron counter-weight and base insure balanced protection for equipment.

VERTICAL  
4 FT. MIN.  
6 FT. 8 IN.  
MAX.

AIR VALVE

When ordering this model, specify thread or type microphone adapter needed.

## ADJUSTABLE TABLE MOUNT BOOM



Model 182

HORIZONTAL  
24 IN.

for booth or jockey table

VERTICAL  
24 IN. MIN.  
34 IN. MAX.

AIR VALVE

Designed for rapid adjustment, this table-mount boom not only will please the eye, but will also increase the efficiency of announcers and artists by permitting proper microphone elevation for easier reading. It contains the same high quality centerless ground aluminum tubing and carefully machined castings as the floor stand booms. It is finished in Western Electric gray. When ordering, specify type microphone adapter required, and also whether it is to be mounted on the top or side of desk.

## NOTE THESE EXCLUSIVE FEATURES ON ALL STARBIRD RADIO STATION EQUIPMENT

- Each and every part is accurately machined to close tolerances, insuring dependable operation. All equipment is set-up and tested before shipment. Materials and workmanship are guaranteed.
- All tubing is centerless ground and anodized to insure smooth action and to prevent sticking.
- All hand-wheels and adjustment parts are knurled for ease in handling—no need to strain muscles.
- Appearance—you'll be proud to own these products—all paint is Westerr Electric gray—tubing is carefully polished.

A handy, reference sales catalog for your files is yours for the asking.

Please specify model numbers to insure proper selection

CONTACT YOUR EQUIPMENT JOBBER OR ANY GRAYBAR OFFICE

MANUFACTURED BY

# MELETRON CORPORATION

950 NORTH HIGHLAND AVENUE, LOS ANGELES 38, CALIFORNIA



(Continued)

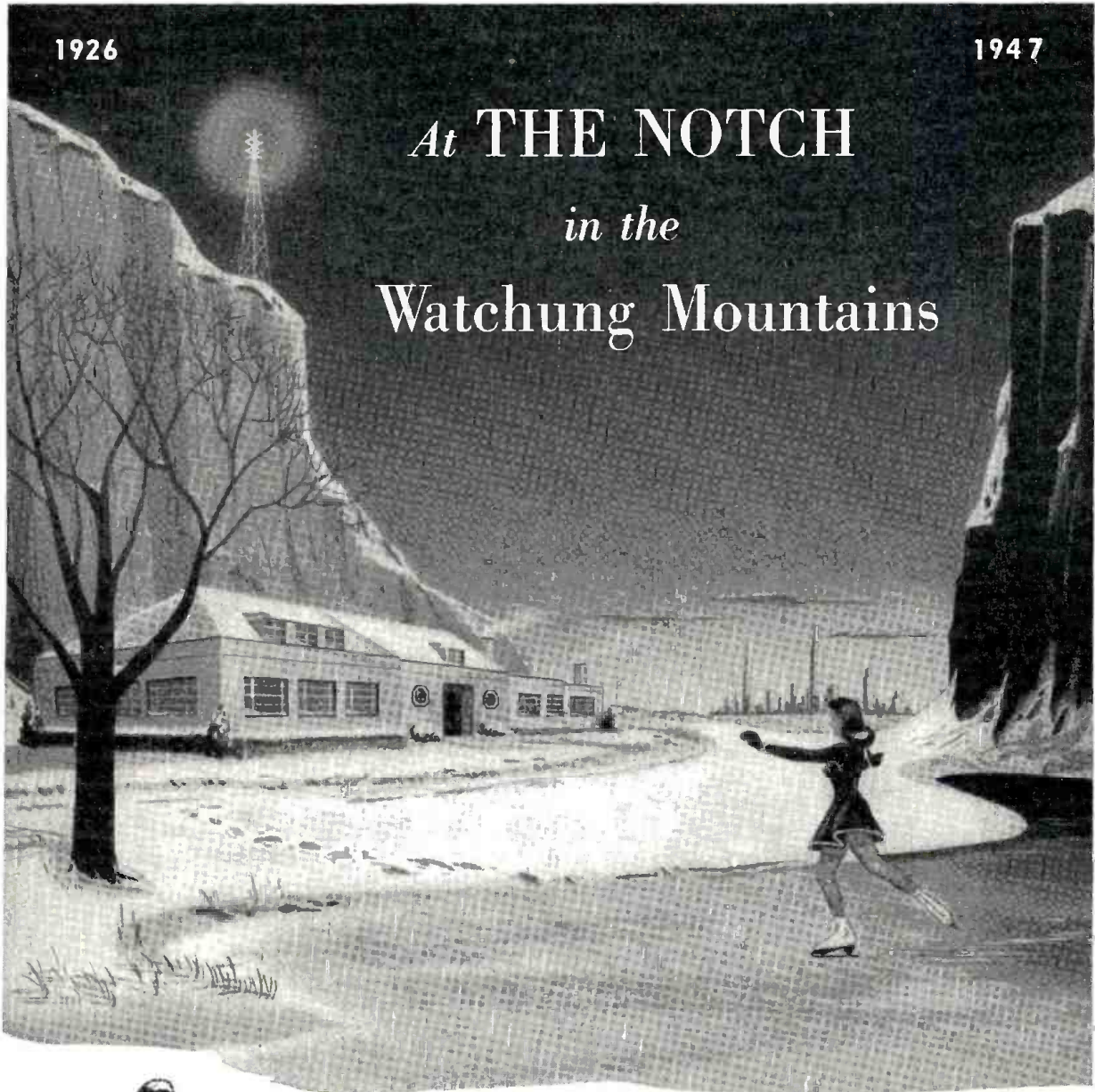
Table listing radio stations with columns for Call Letters, City, Frequency, Power, and other details. Includes stations like WHL Harlan, Ky., WJVB Jacksonville Beach, Fla., and WMBD Peoria, Ill.



1926

1947

*At* **THE NOTCH**  
*in the*  
**Watchung Mountains**



***Pioneers*** . . . *More than a century of Professional Experience*  
*at your service. Here IMAGINATION guides and INTEGRITY governs.*

**PAUL GODLEY CO.**  
**CONSULTING RADIO ENGINEERS**

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Laboratory: Great Notch, N. J.    Office: Upper Montclair, N. J.    Phone: LITTLE FALLS 4-1000



(Continued)

Table listing radio stations with columns for Call Letters, City, Frequency, Power, and other details. Includes stations like WWOV, WPAB, WPAQ, etc.

DIRECTORY OF U. S. BROADCASTING STATIONS BY FREQUENCIES

(Licensed or Authorized by FCC as of February 15, 1947)

\*CP granted for increase in power.

†Construction permit for new station.

‡Special authorization for power or frequency.

CP—Construction permit for frequency.

L—Limited time; operates night hours only when dominant station is not operating.

Main directory table listing stations by frequency bands (e.g., 550 KC. REGIONAL, 600 KC. REGIONAL, etc.) with columns for Call Letters, City, Power, and other details.

(Continued on page 538)



Great artists are great because they feel the message in the music they play. Their interpretations express the right note of pathos and strength, run the full range of joy and tragedy in human experience. ¶ Superior radio engineering demands this same expertness and attention to detail . . . a thorough understanding of the problems peculiar to each client, a knowledge of the full range of today's radio. ¶ Since 1935 we have offered full scale engineering service including: allocation engineering, systems engineering, antenna design and adjustment, field intensity measurement, audio and acoustical design, special equipment design. Your inquiries are invited.

# M McNARY & WRATHALL CONSULTING ENGINEERS



# DIRECTORY OF U. S. BROADCASTING STATIONS BY FREQUENCIES

(Continued from page 536)

Call Letters	City	Power in Watts	Frequency	Station Name	Frequency	Station Name	Frequency	Station Name
790 KC. REGIONAL	Los Angeles, Cal.	5,000	D-1,000	KECA	Los Angeles, Cal.	5,000	D-1,000	KLX
	Billings, Mont.	5,000	D-1,000	KGHL	Billings, Mont.	5,000	D-1,000	KPOF
	Watertown, N. Y.	1,000	LS-5,000	WWNY	Watertown, N. Y.	1,000	LS-5,000	KFKA
	Sharon, N. C.	D-1,000	D-1,000	WPIC	Sharon, N. C.	D-1,000	D-1,000	WSUI
	Providence, R. I.	5,000	D-1,000	WEAN	Providence, R. I.	5,000	D-1,000	WABI
	Johnson City, Tenn.	D-1,000	D-1,000	WMC	Johnson City, Tenn.	D-1,000	D-1,000	WFDF
	Memphis, Tenn.	5,000	D-1,000	WTAR	Memphis, Tenn.	5,000	D-1,000	WCOC
	Norfolk, Va.	5,000	D-1,000	KVOS	Norfolk, Va.	5,000	D-1,000	WGBI
	Bellingham, Wash.	250	D-1,000	WEAU	Bellingham, Wash.	250	D-1,000	WQAN
	Eau Claire, Wis.	LS-5,000	D-1,000	KFQD	Eau Claire, Wis.	LS-5,000	D-1,000	WJHL
	Anchorage, Alaska	1,000	D-1,000		Anchorage, Alaska	1,000	D-1,000	KKRI
		5,000	D-1,000			5,000	D-1,000	KRRY
800 KC. CLEAR	Montgomery, Ala.	D-1,000	D-1,000	WMGY	Montgomery, Ala.	D-1,000	D-1,000	KALL
	Miami Beach, Fla.	D-1,000	D-1,000	WYBMB	Miami Beach, Fla.	D-1,000	D-1,000	WRNL
	Palatka, Fla.	D-250	D-1,000	WYBMB	Palatka, Fla.	D-250	D-1,000	KVAN
	Paducah, Ky.	D-1,000	D-1,000	WYBMB	Paducah, Ky.	D-1,000	D-1,000	KARK
	Lawrence, Mass.	D-1,000	D-1,000	WYBMB	Lawrence, Mass.	D-1,000	D-1,000	KVEC
	Camden, N. J.	D-1,000	D-1,000	WYBMB	Camden, N. J.	D-1,000	D-1,000	KFXJ
	Portland, Ore.	D-1,000	D-1,000	WYBMB	Portland, Ore.	D-1,000	D-1,000	WGST
	Chambersburg, Pa.	D-1,000	D-1,000	WYBMB	Chambersburg, Pa.	D-1,000	D-1,000	WBAA
	Dillon, S. C.	D-1,000	D-1,000	WYBMB	Dillon, S. C.	D-1,000	D-1,000	KFNF
	Knoxville, Tenn.	D-1,000	D-1,000	WYBMB	Knoxville, Tenn.	D-1,000	D-1,000	KOLO
	Huntington, W. Va.	D-1,000	D-1,000	WYBMB	Huntington, W. Va.	D-1,000	D-1,000	WTTM
810 KC. CLEAR	San Francisco, Cal.	7,500	D-1,000	KGO	San Francisco, Cal.	7,500	D-1,000	WBBB
		50,000	D-1,000			50,000	D-1,000	WJAR
	Pittsburg, Kan.	D-1,000	D-1,000	KOAM	Pittsburg, Kan.	D-1,000	D-1,000	KUSD
	(CP for 860 kc.)				(CP for 860 kc.)			KECK
	Annapolis, Md.	D-250	D-1,000	WASL	Annapolis, Md.	D-250	D-1,000	KXLY
	Schenectady, N. Y.	50,000	D-1,000	WGY	Schenectady, N. Y.	50,000	D-1,000	WMMN
	N. Wilkesboro, N. C.	D-1,000	D-1,000	WKBBC	N. Wilkesboro, N. C.	D-1,000	D-1,000	KHJ
	Rocky Mount, N. C.	D-1,000	D-1,000	WCEC	Rocky Mount, N. C.	D-1,000	D-1,000	WJAX
	McKeesport, Pa.	D-1,000	D-1,000	WEDO	McKeesport, Pa.	D-1,000	D-1,000	KSEI
	Tacoma, Wash.	D-1,000	D-1,000	KTBI	Tacoma, Wash.	D-1,000	D-1,000	WTAD
	(CP for 1490 kc.)				(CP for 1490 kc.)			WFMD
820 KC. CLEAR	Chicago, Ill.	LS-5,000	D-1,000	WAIT	Chicago, Ill.	LS-5,000	D-1,000	WLSI
		5,000	D-1,000			5,000	D-1,000	WPAT
	Evansville, Ind.	D-250	D-1,000	WIKY	Evansville, Ind.	D-250	D-1,000	WBEN
	Columbus, O.	LS-5,000	D-1,000	WOSU	Columbus, O.	LS-5,000	D-1,000	WYK
	Dallas, Tex.	50,000	D-1,000	WFAA	Dallas, Tex.	50,000	D-1,000	WSAZ
	Fort Worth, Tex.	50,000	D-1,000	WBAP	Fort Worth, Tex.	50,000	D-1,000	WLBL
830 KC. CLEAR	Minneapolis, Minn.	50,000	D-1,000	WCCO	Minneapolis, Minn.	50,000	D-1,000	KTKN
	Kennett, Mo.	D-1,000	D-1,000	WYBOA	Kennett, Mo.	D-1,000	D-1,000	KTTK
	New York, N. Y.	LS-1,000	D-1,000	WNYC	New York, N. Y.	LS-1,000	D-1,000	WWIN
								WMAZ
840 KC. CLEAR	Mobile, Ala.	D-1,000	D-1,000	WKAB	Mobile, Ala.	D-1,000	D-1,000	WTPS
	New Britain, Conn.	D-1,000	D-1,000	WKNS	New Britain, Conn.	D-1,000	D-1,000	KFSA
	Louisville, Ky.	50,000	D-1,000	WLAS	Louisville, Ky.	50,000	D-1,000	KFLW
	Stillwater, Okla.	D-10,000	D-1,000	WKOAG	Stillwater, Okla.	D-10,000	D-1,000	WLOF
	Strawburg, Pa.	D-250	D-1,000	WVHAB	Strawburg, Pa.	D-250	D-1,000	WVGO
850 KC. CLEAR	Denver, Colo.	50,000	D-1,000	KOA	Denver, Colo.	50,000	D-1,000	WVOR
	Gainesville, Fla.	LS-5,000	D-1,000	WRUF	Gainesville, Fla.	LS-5,000	D-1,000	WVWJ
	Boston, Mass.	5,000	D-1,000	WHDH	Boston, Mass.	5,000	D-1,000	WVON
	Clayton, Mo.	5,000	D-1,000	KFUD	Clayton, Mo.	5,000	D-1,000	WVSP
	Raleigh, N. C.	5,000	D-1,000	WJW	Raleigh, N. C.	5,000	D-1,000	WVWA
	Cleveland, O.	5,000	D-1,000	WEEU	Cleveland, O.	5,000	D-1,000	WVWF
	Reading, Pa.	D-1,000	D-1,000		Reading, Pa.	D-1,000	D-1,000	WVWV
860 KC. CLEAR	Modesto, Cal.	1,000	D-1,000	KTRB	Modesto, Cal.	1,000	D-1,000	WVWV
	Douglas, Ga.	D-1,000	D-1,000	WDMG	Douglas, Ga.	D-1,000	D-1,000	WVWV
	Muscataine, Ia.	D-250	D-1,000	KWPC	Muscataine, Ia.	D-250	D-1,000	WVWV
	Pittsburg, Kan.	5,000	D-1,000	KOAM	Pittsburg, Kan.	5,000	D-1,000	WVWV
	(CP for 810 kc.)				(CP for 810 kc.)			WVWV
	Henderson, Ky.	D-500	D-1,000	WSON	Henderson, Ky.	D-500	D-1,000	WVWV
	Nacogdoches, Tex.	D-500	D-1,000	WNSF	Nacogdoches, Tex.	D-500	D-1,000	WVWV
	Bristol, Va.	D-1,000	D-1,000	WPHG	Bristol, Va.	D-1,000	D-1,000	WVWV
	Oak Hill, W. Va.	D-250	D-1,000	WYOX	Oak Hill, W. Va.	D-250	D-1,000	WVWV
	Milwaukee, Wis.	D-250	D-1,000	WFOX	Milwaukee, Wis.	D-250	D-1,000	WVWV
	San Juan, P. R.	5,000	D-1,000	VNEL	San Juan, P. R.	5,000	D-1,000	WVWV
	(CP for 1320 kc.)				(CP for 1320 kc.)			WVWV
870 KC. CLEAR	Glendale, Cal.	D-250	D-1,000	IEV	Glendale, Cal.	D-250	D-1,000	WVWV
	New Orleans, La.	50,000	D-1,000	WLV	New Orleans, La.	50,000	D-1,000	WVWV
	E. Lansing, Mich.	D-5,000	D-1,000	WKA	E. Lansing, Mich.	D-5,000	D-1,000	WVWV
	Ithaca, N. Y.	LS-1,000	D-1,000	WVCU	Ithaca, N. Y.	LS-1,000	D-1,000	WVWV
	Kannapolis, N. C.	D-1,000	D-1,000	WGTL	Kannapolis, N. C.	D-1,000	D-1,000	WVWV
	Fort Worth, Tex.	D-250	D-1,000	KCNC	Fort Worth, Tex.	D-250	D-1,000	WVWV
880 KC. CLEAR	Kansas City, Mo.	D-1,000	D-1,000	HB	Kansas City, Mo.	D-1,000	D-1,000	WVWV
	(CP for 710 kc.)				(CP for 710 kc.)			WVWV
	New York, N. Y.	50,000	D-1,000	CBS	New York, N. Y.	50,000	D-1,000	WVWV
	Clinton, N. C.	D-1,000	D-1,000	WRRZ	Clinton, N. C.	D-1,000	D-1,000	WVWV
	Wilmington, O.	D-5,000	D-1,000	WRFD	Wilmington, O.	D-5,000	D-1,000	WVWV
890 KC. CLEAR	Chicago, Ill.	50,000	D-1,000	ENR	Chicago, Ill.	50,000	D-1,000	WVWV
	Chicago, Ill.	50,000	D-1,000	LS	Chicago, Ill.	50,000	D-1,000	WVWV
	Henderson, N. C.	D-1,000	D-1,000	HNC	Henderson, N. C.	D-1,000	D-1,000	WVWV
	Oklahoma City, Okla.	D-1,000	D-1,000	BYE	Oklahoma City, Okla.	D-1,000	D-1,000	WVWV
900 KC. CLEAR	Birmingham, Ala.	D-1,000	D-1,000	XAX	Birmingham, Ala.	D-1,000	D-1,000	WVWV
	Blytheville, Ark.	D-1,000	D-1,000	CN	Blytheville, Ark.	D-1,000	D-1,000	WVWV
910 KC. CLEAR	Oakland, Cal.	1,000	D-1,000	KLX	Oakland, Cal.	1,000	D-1,000	WVWV
	Denver, Colo.	1,000	D-1,000	KPOF	Denver, Colo.	1,000	D-1,000	WVWV
	Greeley, Colo.	1,000	D-1,000	KFKA	Greeley, Colo.	1,000	D-1,000	WVWV
	Iowa City, Ia.	1,000	D-1,000	WSUI	Iowa City, Ia.	1,000	D-1,000	WVWV
	Bangor, Me.	5,000	D-1,000	WABI	Bangor, Me.	5,000	D-1,000	WVWV
	Flint, Mich.	1,000	D-1,000	WFDF	Flint, Mich.	1,000	D-1,000	WVWV
	Meridian, Miss.	LS-5,000	D-1,000	WCOC	Meridian, Miss.	LS-5,000	D-1,000	WVWV
	Scranton, Pa.	N-1,000	D-1,000	WGBI	Scranton, Pa.	N-1,000	D-1,000	WVWV
	Scranton, Pa.	LS-1,000	D-1,000	WQAN	Scranton, Pa.	LS-1,000	D-1,000	WVWV
	Johnson City, Tenn.	LS-5,000	D-1,000	WJHL	Johnson City, Tenn.	LS-5,000	D-1,000	WVWV
	McAllen, Tex.	1,000	D-1,000	KKRI	McAllen, Tex.	1,000	D-1,000	WVWV
	Sherman, Tex.	1,000	D-1,000	KRRY	Sherman, Tex.	1,000	D-1,000	WVWV
	Salt Lake City, Utah	1,000	D-1,000	KALL	Salt Lake City, Utah	1,000	D-1,000	WVWV
	Richmond, Va.	5,000	D-1,000	WRNL	Richmond, Va.	5,000	D-1,000	WVWV
	Vancouver, Wash.	1,000	D-1,000	KVAN	Vancouver, Wash.	1,000	D-1,000	WVWV
920 KC. REGIONAL	Little Rock, Ark.	5,000	D-1,000	KARK	Little Rock, Ark.	5,000	D-1,000	WVWV
	San Luis Obispo, Cal.	LS-1,000	D-1,000	KVEC	San Luis Obispo, Cal.	LS-1,000	D-1,000	WVWV
	Grand Junction, Colo.	LS-1,000	D-1,000	KFXJ	Grand Junction, Colo.	LS-1,000	D-1,000	WVWV
	Atlanta, Ga.	LS-5,000	D-1,000	WGST	Atlanta, Ga.	LS-5,000	D-1,000	WVWV
	W. Lafayette, Ind.	LS-5,000	D-1,000	WBAA	W. Lafayette, Ind.	LS-5,000	D-1,000	WVWV
	Shenandoah, Ia.	LS-1,000	D-1,000	KFNF	Shenandoah, Ia.	LS-1,000	D-1,000	WVWV
	Reno, Nev.	1,000	D-1,000	KOLO	Reno, Nev.	1,000	D-1,000	WVWV
	Trenton, N. J.	1,000	D-1,000	WTTM	Trenton, N. J.	1,000	D-1,000	WVWV
	Burlington, N. C.	D-1,000	D-1,000	WBBC	Burlington, N. C.	D-1,000	D-1,000	WVWV
	Providence, R. I.	5,000	D-1,000	WJAR	Providence, R. I.	5,000	D-1,000	WVWV
	Vermillion, S. D.	500	D-1,000	KUSD	Vermillion, S. D.	500	D-1,000	WVWV
	Odessa, Tex.	D-1,000	D-1,000	KECK	Odessa, Tex.	D-1,000	D-1,000	WVWV
	Tacoma, Wash.	5,000	D-1,000	KXLY	Tacoma, Wash.	5,000	D-1,000	WVWV
	Fairmont, W. Va.	5,000	D-1,000	WMMN	Fairmont, W. Va.	5,000	D-1,000	WVWV
930 KC. REGIONAL	Los Angeles, Cal.	5,000	D-1,000	KHJ	Los Angeles, Cal.	5,000	D-1,000	WVWV
	Jacksonville, Fla.	LS-5,000	D-1,000	WJAX	Jacksonville, Fla.	LS-5,000	D-1,000	WVWV
	Pocatello, Ida.	LS-1,000	D-1,000	KSEI	Pocatello, Ida.	LS-1,000	D-1,000	WVWV
	Quincy, Ill.	N-250	D-1,000	KFVD	Quincy, Ill.	N-250	D-1,000	WVWV
	Frederick, Md.	500	D-1,000	WCIL	Frederick, Md.	500	D-1,000	WVWV
	Jackson, Miss.	5,000	D-1,000	WMMJ	Jackson, Miss.	5,000	D-1,000	WVWV
	(CP for 1450 kc.)			KDKA	(CP for 1450 kc.)			WVWV
	Paterson, N. J.	D-1,000	D-1,000	WPAT	Paterson, N. J.	D-1,000	D-1,000	WVWV
	Buffalo, N. Y.	5,000	D-1,000	WBEN	Buffalo, N. Y.	5,000	D-1,000	WVWV
	Washington, N. C.	D-5,000	D-1,000	WBZ	Washington, N. C.	D-5,000	D-1,000	WVWV
	Oklahoma City, Okla.	5,000	D-1,000	WBZA	Oklahoma City, Okla.	5,000	D-1,000	WVWV
	Huntington, W. Va.	LS-5,000	D-1,000	KOB	Huntington, W. Va.	LS-5,		

**W**e draw your particular attention to the comprehensive construction services we offer to Broadcasters, from selection of site, through the planning of buildings, the design of studios, the installation of equipment, to the finished station ready for operation.

*Raymond M. Wilmotte*

In considering your plans for construction we invite you to share our experience and facilities as designers, constructors and consultants on radio broadcast projects.

All projects undertaken by the Wilmotte organization are under the personal supervision of Paul A. deMars, one of Radio's foremost engineers.

Our method of undivided responsibility, from preliminary design to dedication, gives you the benefit of sound engineering at every step, and results in maximum economies in construction and in station operation.

Our experienced engineering has made important savings for others: it will do the same for you.



**RAYMOND M. WILMOTTE Inc.**

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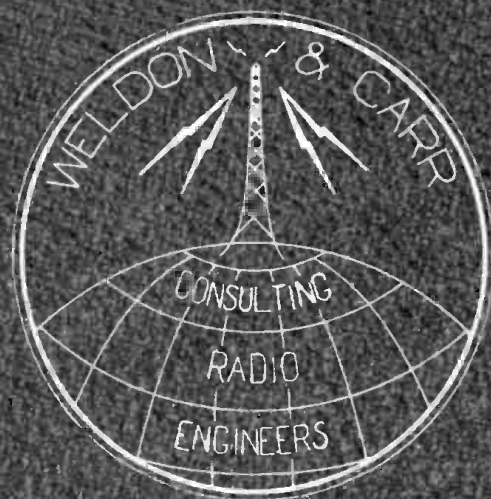






# WELDON & CARR

CONSULTING RADIO ENGINEERS



WASHINGTON, D. C.

DALLAS, TEXAS







## DIRECTORY OF CANADIAN STATIONS BY CALL LETTERS

CBA..... Sackville, N. B.	CFPL..... London, Ont.	CHVC..... Niagara Falls, Ont.	CJSO..... Sorel, Que.	CKRM..... Regina, Sask.	CBFZ..... Montreal, Que.
CBF..... Montreal, Que.	CFPR..... Prince Rupert, B. C.	CHWK..... Chilliwack, B. C.	CJVI..... Victoria, B. C.	CKRN..... Royun, Que.	CBLX..... Montreal, Que.
CBH..... Halifax, N. S.	CFQC..... Saskatoon, Sask.	CJAD..... Montreal, Que.	CKAC..... Montreal, Que.	CKSB..... St. Boniface, Man.	CBRX..... Vancouver, B. C.
CBJ..... Chicoutimi, Que.	CFRA..... Ottawa, Ont.	CJAT..... Trail, B. C.	CKBI..... Prince Albert, Sask.	CKSF..... Cornwall, Ont.	CFXC..... Montreal, Que.
CBK..... Watrous, Sask.	CFRB..... Toronto, Ont.	CJAV..... Port Alberni, B. C.	CKCK..... Hull, Que.	CKSO..... Sudbury, Ont.	CFRX..... Toronto, Ont.
CBL..... Toronto, Ont.	CFRC..... Kingston, Ont.	CJBC..... Toronto, Ont.	CKCH..... Regina, Sask.	CKTB..... St. Catharines, Ont.	CFVP..... Calgary, Alta.
CBM..... Montreal, Que.	CFRN..... Edmonton, Alta.	CJCB..... Belleville, Ont.	CKCO..... Ottawa, Ont.	CKTS..... Sherbrooke, Que.	CHAC..... Sackville, N. B.
CBO..... Ottawa, Ont.	CHAB..... Moose Jaw, Sask.	CJBR..... Rimouski, Que.	CKCR..... Kitchener, Ont.	CKUA..... Edmonton, Alta.	CHLA..... Sackville, N. B.
CBR..... Vancouver, B. C.	CHAD..... Amos, Que.	CJCA..... Edmonton, Alta.	CKCV..... Quebec, Que.	CKVD..... Val d'Or, Que.	CHLS..... Sackville, N. B.
CBV..... Quebec, Que.	CHAT..... Medicine Hat, Alta.	CJCB..... Sydney, N. S.	CKCW..... Moncton, N. B.	CKVL..... Verdun, Que.	CHNX..... Halifax, N. B.
CFAB..... Windsor, N. S.	CHEF..... Granby, Que.	CJCH..... Halifax, N. S.	CKDO..... Oshawa, Ont.	CKWS..... Kingston, Ont.	CHOI..... Sackville, N. B.
CFAC..... Calgary, Alta.	CHEX..... Peterborough, Ont.	CJCI..... Calgary, Alta.	CKEY..... Toronto, Ont.	CKWX..... Vancouver, B. C.	CHTA..... Sackville, N. B.
CFAR..... Flin Flon, Man.	CHGB..... St. Anne de la Pociatiere, Que.	CJCS..... Stratford, Ont.	CKFI..... Fort Frances, Ont.	CKY..... Brandon, Man.	CJXC..... Sydney, N. S.
CFBC..... St. John, N. B.	CHGS..... Summerside, P.E.I.	*CJDC..... Dawson Creek, B. C.	CKGB..... Timmins, Ont.	CKY..... Winnipeg, Man.	CKCS..... Sackville, N. B.
CFCF..... Montreal, Que.	CHLN..... Three Rivers, Que.	CJEM..... Edmundston, N. B.	CKLN..... Nelson, B. C.	(Unassigned) Powell River, B. C.	CKCX..... Sackville, N. B.
CFCH..... North Bay, Ont.	CHLP..... Montreal, Que.	CJFX..... Antigonish, N. S.	CKLW..... Windsor, Ont.	(Unassigned) Bridgewater, N. S.	CKEX..... Sackville, N. B.
CFCN..... Calgary, Alta.	CHLT..... Sherbrooke, Que.	CJGX..... Yorkton, Sask.	CKMO..... Vancouver, B. C.	(Unassigned) Jonquiere, Que.	CKFX..... Vancouver, B. C.
CFCO..... Chatham, Ont.	CHML..... Hamilton, Ont.	CJIB..... Vernon, B. C.	CKNB..... Campbellton, N. B.	(Unassigned) Riviere du Loupe, Que.	CKLO..... Sackville, N. B.
CFCY..... Charlottetown, P.E.I.	CHNC..... New Carlisle, Que.	CJJC..... Sault Ste. Marie, Ont.	CKNW..... New Westminster, B. C.		CKLX..... Sackville, N. B.
CFGP..... Grande Prairie, Alta.	CHNS..... Halifax, N. S.	CJKL..... Kirkland Lake, Ont.	CKNX..... Wingham, Ont.		CKNC..... Sackville, N. B.
CFJC..... Kamloops, B. C.	CHNS..... Sarnia, Ont.	CJLS..... Yarmouth, N. S.	CKOC..... Hamilton, Ont.		CKOB..... Sackville, N. B.
CFJM..... Brockville, Ont.	CHOB..... Chatham, Ont.	CJNB..... North Battleford, Sask.	CKOV..... Kelowna, B. C.		CKBA..... Sackville, N. B.
CFNB..... Fredericton, N. B.	CHOV..... Pembroke, Ont.	CJOB..... Winnipeg, Man.	CKPC..... Brantford, Ont.		CBFO..... Montreal, Que.
CFOR..... Orillia, Ont.	CHRC..... Quebec, Que.	CJOC..... Lethbridge, Alta.	CKPG..... Prince George, B. C.		CBFW..... Montreal, Que.
CFOS..... Owen Sound, Ont.	CHSJ..... St. John, N. B.	CJOR..... Vancouver, B. C.	CKPR..... Fort William, Ont.		CBFX..... Montreal, Que.
CFPA..... Port Arthur, Ont.	CHUM..... Toronto, Ont.	CJRL..... Kenora, Ont.	CKRC..... Winnipeg, Man.		CBFY..... Montreal, Que.

### SHORTWAVE

CBFA..... Montreal, Que.	CBFA..... Montreal, Que.
CBFB..... Montreal, Que.	CBFB..... Montreal, Que.
CBFC..... Montreal, Que.	CBFC..... Montreal, Que.
CBFD..... Montreal, Que.	CBFD..... Montreal, Que.
CBFE..... Montreal, Que.	CBFE..... Montreal, Que.
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CBFO..... Montreal, Que.	CBFO..... Montreal, Que.
CBFP..... Montreal, Que.	CBFP..... Montreal, Que.
CBFQ..... Montreal, Que.	CBFQ..... Montreal, Que.
CBFR..... Montreal, Que.	CBFR..... Montreal, Que.
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CBFT..... Montreal, Que.	CBFT..... Montreal, Que.
CBFU..... Montreal, Que.	CBFU..... Montreal, Que.
CBFV..... Montreal, Que.	CBFV..... Montreal, Que.
CBFW..... Montreal, Que.	CBFW..... Montreal, Que.
CBFX..... Montreal, Que.	CBFX..... Montreal, Que.
CBFY..... Montreal, Que.	CBFY..... Montreal, Que.
CBFZ..... Montreal, Que.	CBFZ..... Montreal, Que.

## DIRECTORY OF CANADIAN STATIONS BY FREQUENCIES

\* Construction permit for new station.  
N—Night power.

Licensed or Authorized by the Canadian Department of Transport as of January 1, 1947

D—Day power.  
DA—Directional antenna.

Call Letters	Location	Power in Watts	Frequency	Power in Watts	Frequency	Power in Watts	Frequency
CBF	Montreal, Que.	50,000	690 KILOCYCLES	50,000	960 KILOCYCLES	5,000	1230 KILOCYCLES
CKAC	Montreal, Que.	5,000	730 KILOCYCLES	5,000	980 KILOCYCLES	5,000	1350 KILOCYCLES
CBL	Toronto, Ont.	50,000	740 KILOCYCLES	50,000	990 KILOCYCLES	1,000	1400 KILOCYCLES
CKSO	Sudbury, Ont.	5,000	790 KILOCYCLES	5,000	1000 KILOCYCLES	1,000	1410 KILOCYCLES
CJAD	Montreal, Que.	1,000	800 KILOCYCLES	1,000	1010 KILOCYCLES	10,000	1420 KILOCYCLES
CHAB	Moose Jaw, Sask.	5,000	810 KILOCYCLES	5,000	1020 KILOCYCLES	5,000	1430 KILOCYCLES
CKLW	Windsor, Ont.	5,000	820 KILOCYCLES	5,000	1030 KILOCYCLES	1,000	1440 KILOCYCLES
CHRC	Quebec, Que. (DA)	5,000	830 KILOCYCLES	5,000	1040 KILOCYCLES	1,000	1450 KILOCYCLES
CFRB	Toronto, Ont.	10,000	840 KILOCYCLES	10,000	1050 KILOCYCLES	1,000	1460 KILOCYCLES
CJVI	Victoria, B. C.	1,000	850 KILOCYCLES	1,000	1060 KILOCYCLES	5,000	1470 KILOCYCLES
CJBR	Rimouski, Que.	5,000-D	860 KILOCYCLES	5,000-D	1070 KILOCYCLES	50,000	1480 KILOCYCLES
CHML	Hamilton, Ont.	1,000-D	870 KILOCYCLES	1,000-D	1080 KILOCYCLES	15,000	1490 KILOCYCLES
CKBI	Prince Albert, Sask.	5,000-D	880 KILOCYCLES	5,000-D	1090 KILOCYCLES	1,000	1500 KILOCYCLES
CHLT	Sherbrooke, Que.	1,000	890 KILOCYCLES	1,000	1100 KILOCYCLES	5,000	1510 KILOCYCLES
CBO	Ottawa, Ont.	1,000	900 KILOCYCLES	1,000	1110 KILOCYCLES	5,000	1520 KILOCYCLES
CFJC	Kamloops, B. C.	1,000	910 KILOCYCLES	1,000	1120 KILOCYCLES	5,000	1530 KILOCYCLES
CJCH	Halifax, N. S.	5,000	920 KILOCYCLES	5,000	1130 KILOCYCLES	5,000	1540 KILOCYCLES
CKNX	Kingston, Ont. (DA)	1,000	930 KILOCYCLES	1,000	1140 KILOCYCLES	1,000	1550 KILOCYCLES
CJCA	Edmonton, Alta.	5,000	940 KILOCYCLES	5,000	1150 KILOCYCLES	1,000	1560 KILOCYCLES
CFBC	St. John, N. B.	5,000	950 KILOCYCLES	5,000	1160 KILOCYCLES	1,000	1570 KILOCYCLES
CBM	Montreal, Que.	5,000	960 KILOCYCLES	5,000	1170 KILOCYCLES	250	1580 KILOCYCLES
CJGX	Yorkton, Sask.	1,000	970 KILOCYCLES	1,000	1180 KILOCYCLES	250	1590 KILOCYCLES
CKRC	Vernon, B. C.	1,000	980 KILOCYCLES	1,000	1190 KILOCYCLES	250	1600 KILOCYCLES
CKGB	Timmins, Ont.	5,000	990 KILOCYCLES	5,000	1200 KILOCYCLES	5,000	1610 KILOCYCLES
			1000 KILOCYCLES		1210 KILOCYCLES		1620 KILOCYCLES
			1010 KILOCYCLES		1220 KILOCYCLES		1630 KILOCYCLES
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			1060 KILOCYCLES		1270 KILOCYCLES		1680 KILOCYCLES
			1070 KILOCYCLES		1280 KILOCYCLES		1690 KILOCYCLES
			1080 KILOCYCLES		1290 KILOCYCLES		1700 KILOCYCLES
			1090 KILOCYCLES		1300 KILOCYCLES		1710 KILOCYCLES
			1100 KILOCYCLES		1310 KILOCYCLES		1720 KILOCYCLES
			1110 KILOCYCLES		1320 KILOCYCLES		1730 KILOCYCLES
			1120 KILOCYCLES		1330 KILOCYCLES		1740 KILOCYCLES
			1130 KILOCYCLES		1340 KILOCYCLES		1750 KILOCYCLES
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			1170 KILOCYCLES		1380 KILOCYCLES		1790 KILOCYCLES
			1180 KILOCYCLES		1390 KILOCYCLES		1800 KILOCYCLES
			1190 KILOCYCLES		1400 KILOCYCLES		1810 KILOCYCLES
			1200 KILOCYCLES		1410 KILOCYCLES		1820 KILOCYCLES
			1210 KILOCYCLES		1420 KILOCYCLES		1830 KILOCYCLES
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			1280 KILOCYCLES		1490 KILOCYCLES		1900 KILOCYCLES
			1290 KILOCYCLES		1500 KILOCYCLES		1910 KILOCYCLES
			1300 KILOCYCLES		1510 KILOCYCLES		1920 KILOCYCLES
			1310 KILOCYCLES		1520 KILOCYCLES		1930 KILOCYCLES
			1320 KILOCYCLES		1530 KILOCYCLES		1940 KILOCYCLES
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			1390 KILOCYCLES		1600 KILOCYCLES		2010 KILOCYCLES
			1400 KILOCYCLES		1610 KILOCYCLES		2020 KILOCYCLES
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			1490 KILOCYCLES		1700 KILOCYCLES		2110 KILOCYCLES
			1500 KILOCYCLES		1710 KILOCYCLES		2120 KILOCYCLES
			1510 KILOCYCLES		1720 KILOCYCLES		2130 KILOCYCLES
			1520 KILOCYCLES		1730 KILOCYCLES		2140 KILOCYCLES
			1530 KILOCYCLES		1740 KILOCYCLES		2150 KILOCYCLES
			1540 KILOCYCLES		1750 KILOCYCLES		2160 KILOCYCLES
			1550 KILOCYCLES		1760 KILOCYCLES		2170 KILOCYCLES
			1560 KILOCYCLES		1770 KILOCYCLES		2180 KILOCYCLES
			1570 KILOCYCLES		1780 KILOCYCLES		2190 KILOCYCLES
			1580 KILOCYCLES		1790 KILOCYCLES		2200 KILOCYCLES
			1590 KILOCYCLES		1800 KILOCYCLES		2210 KILOCYCLES
			1600 KILOCYCLES		1810 KILOCYCLES		2220 KILOCYCLES
			1610 KILOCYCLES		1820 KILOCYCLES		2230 KILOCYCLES
			1620 KILOCYCLES		1830 KILOCYCLES		2240 KILOCYCLES
			1630 KILOCYCLES		1840 KILOCYCLES		2250 KILOCYCLES
			1640 KILOCYCLES		1850 KILOCYCLES		2260 KILOCYCLES
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			1680 KILOCYCLES		1890 KILOCYCLES		2300 KILOCYCLES
			1690 KILOCYCLES		1900 KILOCYCLES		2310 KILOCYCLES
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			1710 KILOCYCLES		1920 KILOCYCLES		2330 KILOCYCLES
			1720 KILOCYCLES		1930 KILOCYCLES		2340 KILOCYCLES
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			1740 KILOCYCLES		1950 KILOCYCLES		2360 KILOCYCLES
			1750 KILOCYCLES		1960 KILOCYCLES		2370 KILOCYCLES
			1760 KILOCYCLES		1970 KILOCYCLES		2380 KILOCYCLES
			1770 KILOCYCLES		1980 KILOCYCLES		2390 KILOCYCLES
			1780 KILOCYCLES		1990 KILOCYCLES		2400 KILOCYCLES
			1790 KILOCYCLES		2000 KILOCYCLES		2410 KILOCYCLES
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			1840 KILOCYCLES		2050 KILOCYCLES		2460 KILOCYCLES
			1850 KILOCYCLES		2060 KILOCYCLES		2470 KILOCYCLES
			1860 KILOCYCLES		2070 KILOCYCLES		



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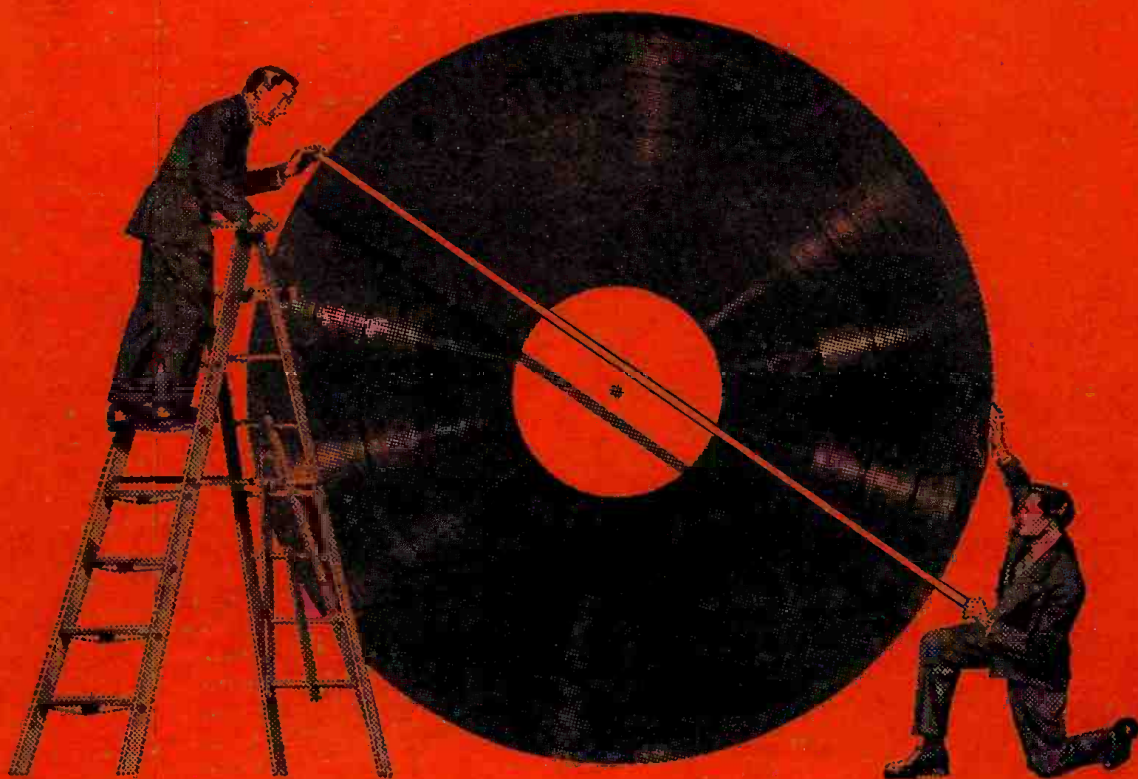
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