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NEW YORK

**INDEPENDENT STATION**



*P R E S E N T S*

THE 1941  
RADIO  
ANNUAL



*Edited by*  
*JACK ALICOATE*

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1501 Broadway, N. Y. C. WIsconsin 7-6336

**TOMMY RIGGS**

AND

**"BETTY LOU"**



EXCLUSIVE MANAGEMENT

**ROY WILSON**

444 MADISON AVENUE

NEW YORK CITY

# INTRODUCTION

*Nothing could so compellingly reflect the importance and stability of the inspiring and progressive world of radio as the one thousand pages that follow. Radio plays a distinct and convincing part in the everyday life of us all. Its past is a dynamic march of uninterrupted progress. Its future, including Short Wave, FM, Facsimile and Television is reaching toward new horizons. Its record is as honest as an old fashioned garden. And so, RADIO DAILY once again is proud to play its modest part in presenting to its subscribers, everywhere, as part of RADIO DAILY service, the 1941 edition of RADIO ANNUAL.*

# APPRECIATION

*RADIO ANNUAL is constantly in preparation. The 1942 edition will be in work before the presses stop rolling on this volume. Its comprehensiveness and accuracy is only made possible by the sympathetic and enthusiastic cooperation of every branch of radio. To the many Governmental Departments in Washington and New York, the Federal Communications Commission, The Federal Trade Commission, The National Association of Broadcasters, The Columbia Broadcasting System, the Mutual Broadcasting System, The National Broadcasting System, and to the many others from far and wide who have lent their aid, we say, many, many thanks.*



*Jack Olierate*

*Publisher*

**In Further Advancing Its Position of Leadership in  
the Field of Independent Radio Program Production**

# TRANSAMERICAN

**Expresses Its Appreciation for the Confidence  
of the Following Advertising Agencies by Whom  
We Are Now Employed . . . . .**

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| Blackett-Sample-Hummert, Inc.      | -- General Mills, Inc.                |
| Blackett-Sample-Hummert, Inc.      | -- Procter & Gamble Company           |
| Compton Advertising, Inc.          | -- Procter & Gamble Company           |
| Geyer, Cornell & Newell, Inc.      | -- Nash-Kelvinator Corporation        |
| Geyer, Cornell & Newell, Inc.      | -- Joseph Schlitz Brewing Company     |
| Hutchins Advertising Company, Inc. | -- Philco Radio & Television Corp.    |
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1941

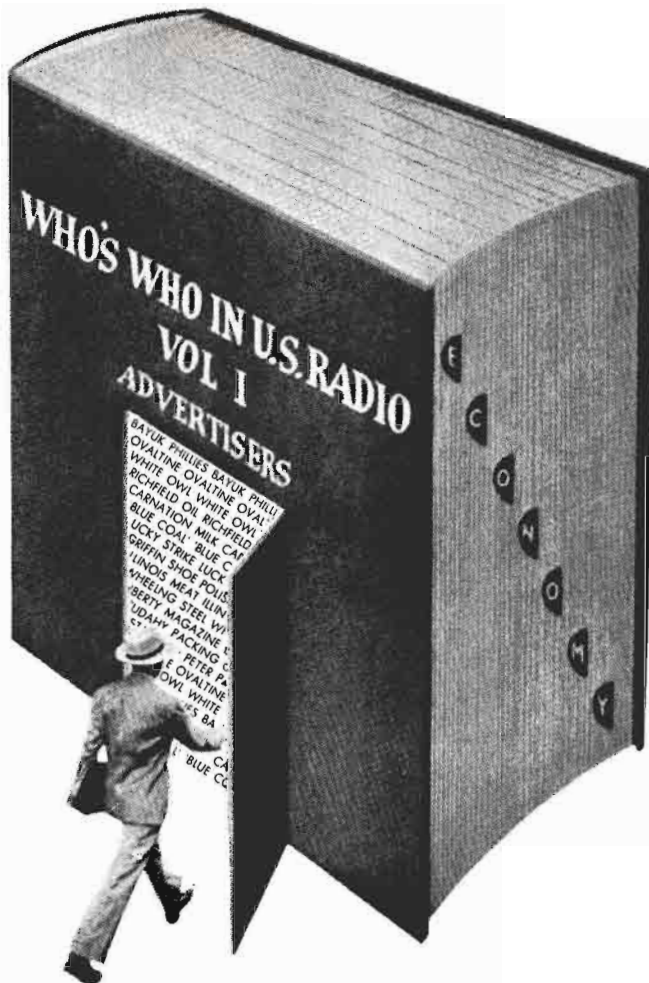
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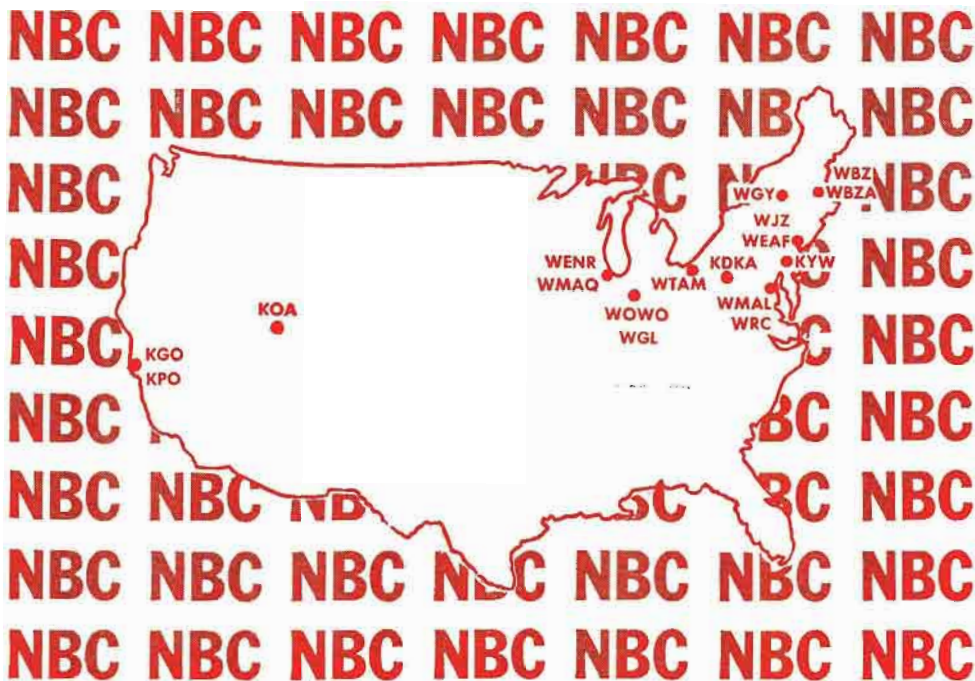
## NO LONGER JUST FOR THE CHOSEN SEVENTY-FIVE

During the past winter, only seventy-five advertisers on all networks were able to afford hookups of 50 or more stations for their products. Significantly, the average weekly expenditure of these was \$8,000 an evening half hour.

Now Mutual's new Volume Plan—by removing the budget barrier that allowed only the biggest to employ large scale broadcasting—opens the way to widespread network success on a modest budget. Seventy-six station coverage of the country, reaching over 200 of the leading 300 markets, is now available for only \$3,583 an evening half hour.

## MUTUAL BROADCASTING SYSTEM

WATCH THIS COOPERATIVE NETWORK OF INDEPENDENT STATIONS



## 17 Vital Spots in 11 Great Markets

Eleven great markets are thoroughly covered by the 17 Vital Spot stations. Scores of experienced advertisers are increasing sales in every one of these selected markets—at lowest cost; that's why NBC's spot billing on the 17 Vital Spots increased 29 per cent during 1940.

### 17 VITAL SPOTS—11 GREAT MARKETS

WEAF	New York 50,000 Watts—660 kc.	<b>WESTINGHOUSE STATIONS</b>
WJZ	50,000 Watts—770 kc.	Boston - Springfield
WMAQ	Chicago	WBZ
WENR	50,000 Watts—670 kc.	WBZA
	50,000 Watts—890 kc.	
	San Francisco	KYW
KGO	7,500 Watts—810 kc.	Philadelphia
KPO	50,000 Watts—680 kc.	50,000 Watts—1060 kc.
	Washington	KDKA
WRC	5,000 Watts—980 kc.	50,000 Watts—1020 kc.
WMAL	5,000 Watts—630 kc.	Pittsburgh
	Denver	Ft. Wayne
KOA	50,000 Watts—850 kc.	WOWO
	Cleveland	10,000 Watts—1190 kc.
WTAM	50,000 Watts—1100 kc.	WGL
		250 Watts—1450 kc.
		<b>GENERAL ELECTRIC STATION</b>
		Schenectady
		WGY
		50,000 Watts—810 kc.

The NBC Spot Specialist in New York, Chicago, San Francisco, Boston, Cleveland, Washington, Denver, or Hollywood, will give you full information on any or all of these NBC Represented Stations.



# NBC SPOT & LOCAL SALES

New York • Chicago • San Francisco • Boston • Washington • Cleveland • Denver • Hollywood

**NATIONAL BROADCASTING COMPANY** A Radio Corporation of America Service

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# *Kate Smith*

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*"Thanks for Listenin' "*

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CAMDEN



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# MARTIN BLOCK

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*Thank You!*

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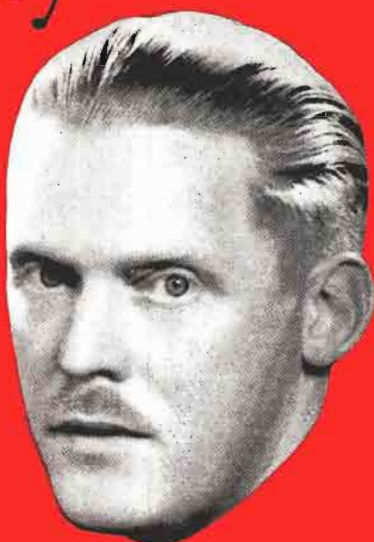
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**SINGLE LICENSE**  
AT A  
**REASONABLE COST**



**AMERICAN SOCIETY OF  
COMPOSERS, AUTHORS & PUBLISHERS**

30 ROCKEFELLER PLAZA  
NEW YORK CITY



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# THE ONE, THE ONLY and THE ORIGINAL!

## 196 RADIO STATIONS from Coast-to-Coast have contracted for Tel-Pic Displays and Service.

*THAT'S OUR ANSWER TO OUR IMITATORS!*

**56 additional Radio Stations** have adopted our new "reciprocal plan." This plan costs the station *NOTHING*. We would be most happy to furnish you, upon request, with the names of these stations and let them tell you the success they have been enjoying. Without solicitation, we have received highly complimentary testimonials from them.



### SEVEN REASONS WHY YOU SHOULD GO TEL-PIC

1. Pictures mailed daily (not just a few a week)
2. Illuminated Animated Radio Waves
3. 8 Beautiful Colors Screened On Glass
4. Separate Removable Slide With Copy (Screened On Glass)
5. Pictures Printed On 70 lb. Coated Stock.
6. Designed Exclusively for Radio
7. Used On AC OR DC Current. Just Plug in . . . That's All!

*Write or Wire For Full Particulars*

**TEL-PIC SYNDICATE, Inc.**  
1650 Broadway New York City

*Be sure to see our new 19-11 model moving message news picture display, with electrical effects. This will be shown for the first time at the NAB Convention in St. Louis.*

### This Is Our New Reciprocal Plan:

Tel-Pic Syndicate, Inc., will send its representatives to your city to sell choice locations for its displays in banks and merchants' windows at no cost to you under our new reciprocal plan that will be sent on request. Billings to customers are handled direct by Tel-Pic. No financial obligation is assumed by the radio station.

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THIS IS THE FOURTH  
EDITION OF

R A D I O  
A N N U A L

1941



*Designed to cover radio completely, for distribution shortly after the first of each year, and issued to Radio Daily subscribers as part of Radio Daily Service.*

# IINS

*Gives you:*

- 79,200 words of LIVE news daily by the highest-speed (60-words-per-minute) teletypes
- 15 additional *exclusive* features a week on special topics written for radio by ace script-writers
- the benefit of a world-wide 34-year-old news gathering organization with a reputation for “Get it First, but First get it Right.”
- an unequalled array of journalistic talent such as Barry Faris, Kenneth T. Downs, William K. Hutchinson, Pierre J. Huss, Inez Robb, W. S. Neal and W. W. Chaplin
- an unusually large number of scoops and inside information.

**INTERNATIONAL NEWS SERVICE**



# RADIO

— TELEVISION  
— F-M  
— DEFENSE



By

**JAMES LAWRENCE FLY**

Chairman, Federal Communications Commission

Ⓒ Nineteen hundred and forty-one holds rich promise of further development of the new services and continuation of the progress recorded by this vital industry in 1940.

Ⓒ In standard broadcasting, the coming year should witness a marked improvement in service by reason of reallocation of frequencies under the North American Regional Broadcasting Agreement, which is scheduled to become effective in Canada, Cuba, Mexico, and the United States on March 29, 1941.

Ⓒ The year 1941 will also go down in radio annals as witnessing the inauguration of frequency modulation—popularly known as FM—as a recognized commercial broadcast service. Millions of persons live in the charted service areas of the FM stations already authorized to go on a regular program basis. The business debut of FM invites public demand for service and sets, which should have a stimulating effect on all phases of the radio business.

Ⓒ Then there is the favorable prospect of television being able to stand on its own feet in the very near future. As this is being written, millions of dollars are available for practical research and demonstration looking to that goal, through the medium of numerous television stations authorized to operate experimentally in many cities throughout the nation.

Ⓒ The present emergency has imposed new and exacting responsibilities on the broadcasters as well as on the Federal Communications Commission. Both are united in a common cause. By this time the industry must fully appreciate the fact that the Government does not want to interfere with this service any more than is necessary for the national security. In the defense program, as in all things, success can be assured only by the joint activity of industry and Government.

*For Complete FCC Section Please Turn to Page 215*



# U

## UNITED PRESS

*niform*

Day in day out, year in year out, United Press gathers the world's news. Thoroughly, conscientiously, resourcefully.

Editors value this complete, careful coverage. They know that no matter what happens or where it happens, United Press will report it and report it reliably. They know that U.P. stands for uniform performance.

United Press scores many news beats. But these are not objectives. They are brilliant by-products, the result of sound, sure, full United Press coverage. The consistent excellence of United Press news continues to be its most impressive recommendation.

# P

*erformance!*







*Copyright Harris & Ewing*

# RADIO'S GREATEST YEAR

By

NEVILLE MILLER

President National Association of Broadcasters

**T**HE normal, everyday problems of broadcasting are kaleidoscopic and complex in serving the interests of the American radio audience—the greatest single audience ever gathered in the history of mankind. But in 1940, the industry was called upon to take on the additional responsibilities of covering a war, world-wide in proportions, and in handling a presidential election campaign of unprecedented proportions. It did both superbly. Both the winner and the loser of the presidential contest had nothing but praise for the manner in which broadcasters lived up to their public responsibilities. And both re-pledged themselves to the preservation of the free and competitive System of Broadcasting which, in its short but dazzling twenty-year record, has brought this nation the best broadcast service in the world.

At the same time, broadcasters grouped together to prevent a rear-guard action by those forces who sought to conquer their economic life and freedom through “divide and conquer” tactics. The industry has stood its ground in the music battle, with strength and common sense. In so doing, it has brought about a new impulse in the creative arts and has brought forth to the ears of listeners a body of fresh music hitherto denied access to publisher or broadcaster.

At the same time progress in the radio art has developed—technical—social—and creative. The level of programming was heightened and diversified. F-M and Television moved nearer everyday realities. Service to education, religion and public service expanded. And from the start, radio has shown vision, ability and patriotism in its contributions to the national defense program. No media can show a more generous nor effective record in giving unstintingly of its facilities in unifying the nation, in transmitting vital defense information, in building morale.

Our relations with Labor continued on the same satisfactory plane, generally, which has characterized our relations for a long period of time. New relations with public, press, government, the advertiser, and with each other have been accomplished in an environment of friendliness and understanding. It has been a great year. 1941 will be our greatest.

*For Complete NAB Section Please Turn to Page 930*

## *Thanks*

To the radio editors of the  
United States and Canada.

To my brothers, and the boys  
in the band.

To our sponsors—Lady Esther.

To the Roosevelt Hotel.

And to our exclusive agents  
and friends, MCA.

*Guy Lombardo*

# ROUND-UP OF RADIO AS WE SEE IT

By  
**M. H. Shapiro**  
*Editor RADIO DAILY*

**E**VERYWHERE on its toes, the industry again came through the year with flying colors in point of gross sales, topping all previous marks by a wide margin. Both network and spot business forged steadily ahead and as the 1941 picture looms, there is no indication that the pace will slacken.

As expected, increased overhead ate into the net profits, government taxes being a particularly high item; yet a considerable portion of the expenditures that might have been left to bolster the profit side of the ledger, went toward the ever increasing desire to supply listeners with improved educational features and every possible program coming under the head of public service.

Season of 1940-41 must be set down as the period of crisis for the industry wherein its most turbulent problem came to a head. The NAB in association with networks, affiliates down to 100-watters, all cooperated in the establishment of a music reservoir of their own. Much to the amazement of those in and out of the trade, radio found that it could get along without buying music from sources it considered too high-priced. In this respect both agency and sponsor gave valuable support.

Radio was able to peacefully settle its labor disputes and again evidenced its desire to meet union officials and work out problems across the conference table.

In its stride, the industry did a neat job of handling the many political hook-ups and individual broadcasts, both commercial and the free-time requests. Major party conventions and the presidential election came in for equally fine coverage. Radio continues to cover the war regardless of expense and the American public continues to be the best informed in the world.

From the FTC point of view, the industry is least among the offenders disseminating questionable advertising copy. No major complaint originated during the year against any program devised for the listener's entertainment. Again, the NAB Code proved that the broadcasting business was capable of self-regulation.

Full cooperation was and is being given the U. S. departments seeking to improve relations with Latin neighbors in Central and South America. Still closer cooperation is being given the National Defense program.

Another highlight for 1940 saw frequency modulation as a system of broadcasting given the go-ahead signal by the FCC which granted it full commercial rights, but to some extent at the expense of television. As FM came out of the laboratory, tele went back, a victim of disagreement on standards. With FM the center of much activity and out of the way as a "problem," tele is expected to emerge during the year, unfettered and possibly greatly encouraged.

Re-allocations of frequencies and power boosts became a reality as per Havana Treaty and the assignments become effective on March 29, 1941.

Government's attitude on radio is still unpredictable; the FCC dangling its monopoly report, and the ramifications attached thereto, seem to spell potential trouble. However, the industry is in a more confident state than at any time during its 20-year history. It has achieved a long-standing objective in the music situation and it is only reasonable to believe that it will put up an equally strong fight against any inequitable condition that may arise.



*Thanks, Radio Editors*



# Jack Benny

JELL-O PROGRAM

*My Cast:*

MARY LIVINGSTONE

DON WILSON

PHIL HARRIS

DENNIS DAY

“ROCHESTER”

*My Authors:*

BILL MORROW

ED BELOIN

---

# TEN OUTSTANDING RADIO NEWS EVENTS OF 1940

---

Broadcast Music, Inc., was organized by the radio industry to set up a pool of music independent of Ascap and to foster new songwriting talent.

Branch of the Defense Board, for Communications, was set up with prominent radio officials chosen to serve on the board.

FCC held hearings on television and frequency modulation, with the result that FM was given the green light to go commercial, while some television bands were given over to FM as well.

National Television Systems Committee was formed, the members coming from various arms of the industry, the purpose being to make a study and submit full report to the FCC to guide the body in making further decisions on the television regulations.

Hearings were held before the FCC on the investigation of chain broadcasting and possible monopoly, briefs filed and argument heard relative to the adoption of the report on the investigation made by an FCC Committee.

Networks and agencies made a new contract with AFRA after lengthy negotiations.

CBS formed an international network of 64 stations in Central and South America, to begin operations in the fall of 1941.

Network billings, CBS, NBC and MBS again exceeded all previous gross revenue for a total of \$96,000,000.

After failing to obtain a consent decree from Ascap, U. S. Attorney General Jackson instructed his assistant Thurman Arnold to bring suits under the anti-trust laws against Ascap, NBC, CBS and BMI. (*All parties have since signed respective decrees.*)

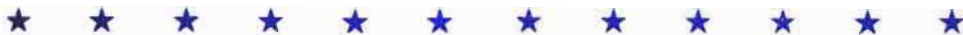
Networks and hundreds of affiliates and independent stations throughout the country discontinued the use of Ascap music at 12 midnight December 31, as the five-year contracts with Ascap came to an end.

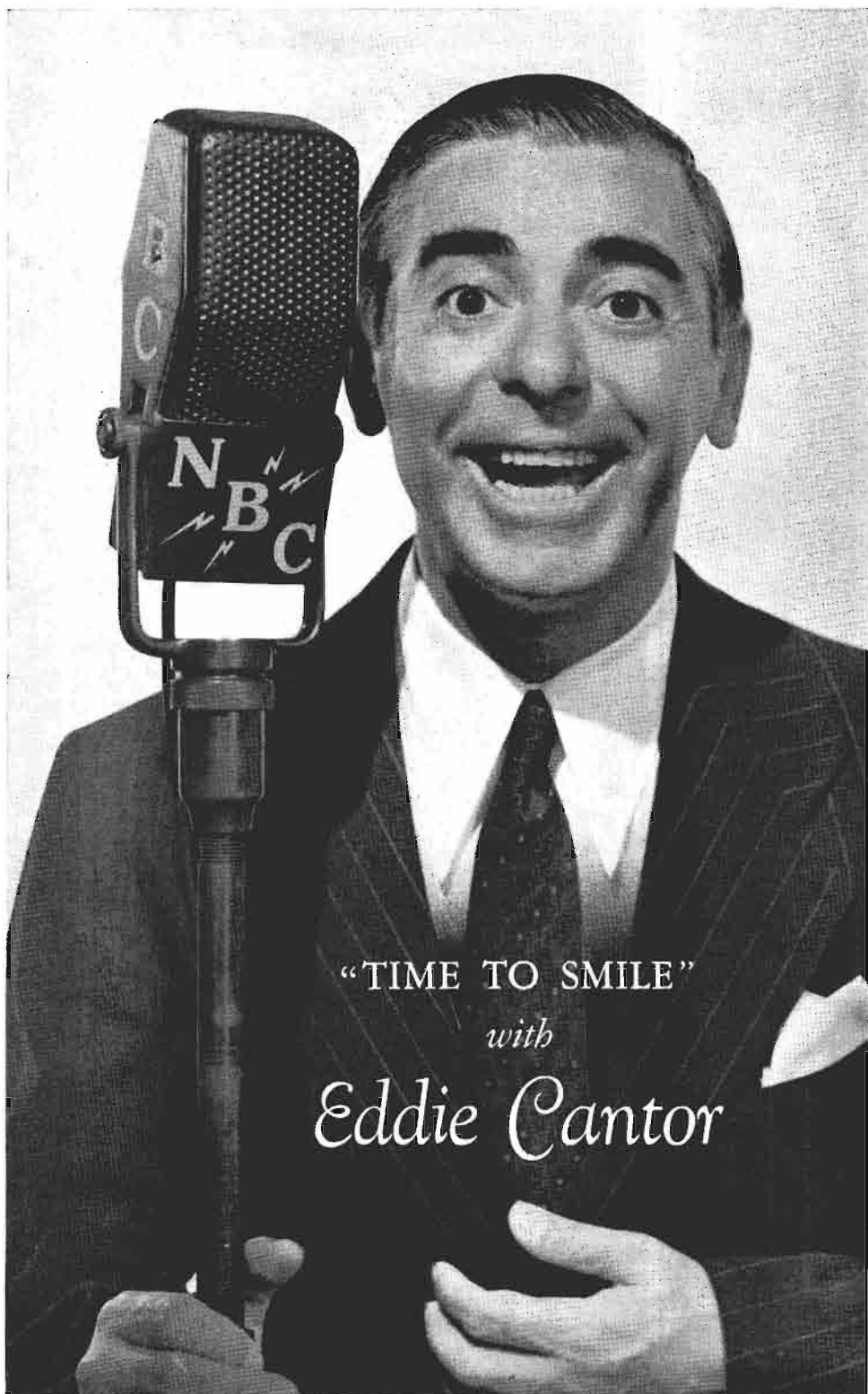
### **Outstanding New Program**

Alka-Seltzer's "Quiz Kids."

### **Most Remarkable Broadcast**

Evacuee children talking to parents in England in two-way conversation.





"TIME TO SMILE"

*with*

*Eddie Cantor*

---

# RADIO FACTS AND FIGURES OF 1940

---

As of January 1, 1941, it was estimated that 50,100,000 receiving sets were in the United States, a gain of 6.1 per cent.

Advertisers spent a gross sum of \$96,455,603 for network facilities, during 1940.

Political groups contributed \$1,638,913 of the total network revenue received from advertisers.

First television commercial contract was signed by Esso (Standard Oil subsidiary) with NBC for newscasts which opened a series on March 20.

Drug and Toilet Goods business forged ahead in 1940 billings on NBC networks for a total of \$16,932,687; Foods and Food Beverages led the clients on CBS, nosing out Foods, and spending a total of \$14,287,174; Food Beverage clients led on MBS, with an expenditure of \$584,766.

Radio's biggest individual advertiser, Procter & Gamble, spent \$10,999,416, during 1940, nearly twice the sum expended by the runner-up, Sterling Products.

Outstanding television development of the year was Dr. Peter Goldmark's color pickup and transmission under the aegis of CBS.

Final details were set by Havana Treaty signatories and the FCC, which changes the frequencies of 795 stations out of a possible 882, effective March 29, 1941.

FCC granted applications for 76 new stations during 1940, some of them still to be built, making a total number of 882 licensees in the U. S. at the year-end.

Five new affiliates joined CBS during the year, the network having 124 outlets in 123 cities as against 119 in 118 cities the year before; MBS added 50 affiliates for a total of 168; NBC entered the year 1940 with 180 Red and Blue outlets, which were increased to 219 at the year-end. Now stands at 132 for the Red and 87 for the Blue, gaining 26 and 13 respectively.

Newspaper-owned or affiliated stations climbed to 294 throughout the country, representing approximately 33-1/3 per cent of the total ownership, and a gain of nearly 5 per cent despite the many new outlets granted.

First FM commercial signed gave Longine time-signals on W2XOR (N. Y.), effective January 1, 1941.



# FRED ALLEN



TEXACO

STAR THEATRE



WABC . . . Wednesdays . . . 9-10 P. M., EST.

WALTER BATCHELOR, Manager



# 1941 PROMISES TO BE RADIO'S GREATEST YEAR

By  
**David Sarnoff**  
*President*  
*Radio Corporation of America*

**R**ADIO, as an industry and a vast service of domestic and world-wide communications, made gains on all fronts in 1940. Continued progress is foreseen for 1941. National defense and public service are the keynotes of its present plans. Going ahead full steam, the radio industry directly and indirectly is responsible for the employment of more than 500,000 people in the United States. The annual payroll is above \$500,000,000. These figures represent an increase of 15 to 20 per cent over 1939.

Radio is America's international life-line of communication. With Europe in flames, the United States finds itself equipped with the world's most efficient and far-flung radio system. It was not that way during the World War. American enterprise, scientific progress and public support have built an unmatched radio service for the United States.

## Expansion

Radio and electrical manufacturing plants throughout the country are expanding. Employment by RCA and its subsidiaries, engaged in every field of radio, has risen to 27,000 compared with 22,000 employees at the beginning of the year. All available space at the Camden and Harrison, N. J. plants of RCA is now in use. In addition, a new factory has been opened at Bloomington, Indiana, and the plant at Indianapolis has added 15 acres for new buildings.

There are no bottlenecks in radio production. Tools and machinery are geared to meet national defense requirements, as well as domestic and commercial needs. Already substantial orders for radio apparatus, spread throughout the industry, have been placed to fill the needs of the Army, Navy and aviation. Because of the importance of military communications, it is reported in the press that 80 per cent of the Signal Corps funds are being spent for radio

equipment, the majority for Air Corps needs. Expanded Army encampments call for new radio facilities, as do the new airport stations announced by the War Department.

This country is particularly fortunate in having 53,000 licensed radio amateurs to qualify for duty in case of emergency. The amateur experimenter has contributed his talents and services during the last war and has always responded to the Nation's call.

## Production

Radio broadcast receivers in the United States are counted at 49,000,000 including 8,000,000 auto radios. Production estimates for 1940 indicate more than 11,000,000 new radios have run off the production belts since the year opened. There has been a notable gain in the popularity of home-recording in combination with the radio set. The output of radio-phonograph consoles has doubled this year to 450,000. At the same time, the phonograph record business has reached a new peak. It is estimated that between 65 and 70 million discs will be sold in 1940.

While it is difficult under present conditions to compile accurate figures throughout the world, it is believed that internationally approximately 80,000,000 radio sets are "on the air"; of this total nearly 50,000,000 are in the United States. One of 1940's contributions in this country is the "personal radio," self-contained and camera-size, made possible largely by the development of miniature tubes and small but efficient dry batteries.

Despite the war and its "silencing" of many countries overseas, the circuits of R.C.A. Communications, Inc. connect directly with forty-three nations. New circuits were opened in 1940 to the Belgian Congo, Barcelona, Greenland, Finland, St. Pierre and Miquelon Islands; also to Bordeaux and Lyon, France, the latter serving Vichy. In the marine field, the S.S. America took to the ocean in 1940 equipped by the Radiomarine Corporation of America with the most up-to-date and streamlined shipboard installation ever to sail the seas.

## Television

Television, while it has been making history, has also been making technical adjustments for progress. Scientifically, there has been no television holiday on the 1940 calendar. Research experts sharpened the texture of the pictures; they enlarged the screen for home and for theatre. A new optical system has been developed. The camera "eye" has become more eagle-like.

For the first time, television participated in the national political campaign. Both President Roosevelt and Mr. Will-



# MILTON BERLE

20th CENTURY-FOX

Representative:  
ABE LASTFOGEL  
William Morris Agency

kie were televised. Election returns were illustrated on the air. Tele-viewers saw the teletype machine of the press associations tapping off the news. Television, like a long-distance telescope, took its spectators right up to the news room as the lettered keys typed the news word by word across the tele-screen. Commentators were seen in action at the microphones. About 3,000 video receivers were available in the New York area to "look-in," compared with 400 odd sets owned by wireless amateurs in the Pittsburgh district, when they eavesdropped on the first election broadcast from KDKA in 1920.

### FM Experiments

The year 1940 has been marked by interesting experiments to determine the value of the frequency modulation system of transmission, popularly known as FM. More than 30 stations have been licensed in this ultra-short wave field. The exploration of this method of broadcasting on tiny waves is characteristic of American research. The new year is likely to shed more light on the scientific and public service possibilities in this spectrum of "the ether."

The war and politics, coupled with the increased business of broadcasting, have set a fast pace for the stations in this country. For them it has been a record year. Radio has become the voice of current history.

While the press in 1940 celebrated the 500th anniversary of the invention of printing by Gutenberg, broadcasting as a public service marks its 20th milestone. In the year, radio added new glory to its reputation as the winged messenger of news. With split-second precision it jumped in and out of places bombed and blockaded. Every major war play on the checkerboards of Europe and the Orient have been reported on the air. In making this service to the public possible, radio, the press associations and the press generally have cooperated. Electrical transcription has become an important part of broadcasting. Programs and speeches are etched on discs as never-to-be-denied testimony of a broadcast. Radio recording holds for posterity the imperishable records of history made in 1940.

### War News

Around the radios, countless people throughout the world have gathered to listen in for war news. At the same time, broadcasting has mobilized the American spirit and spread the gospel of national unity, not only among the States but among the Americas. Neighborly waves of music and words of good-will knit the republics of the western hemisphere. With Europe's microphones muzzled by censors and talking chiefly of death and destruction, American radio

holds faithfully to its function as a medium of entertainment and uncensored information.

It is noteworthy that in 1940 radio won the acclaim of the listening multitudes. From the public and the press came commendation for non-partisanship, freedom from censorship, for neutrality, equality in controversy, and for upholding the Bill of Rights. That only a few scattered protests were registered from an audience of millions, at a time when many minds differ, is evidence of the fairness, self-control and common sense by which the American system of broadcasting operates.

Broadcasting, naturally, is in the public focus because it reaches directly into the home; it belongs to every member of the family. But, there is much that pulses behind the scene in communication ashore and afloat, along the airlines, in research, engineering and manufacturing. While the family tunes-in amid the comforts of home, radio is busy on wavelengths other than those allotted to broadcasting. Its beams are guiding aviators. Police headquarters are "calling all cars." Ships are sending messages every minute of the day and night; amateur experimenters are at work on their assigned channels. Engineers are designing while manufacturers are turning out new instruments and vacuum tubes to perform the magic.

### Conclusion

Behind the advance is science. Radio does not chart its future by the stars; it charts by research. If it were not for the Laboratories, the powerful wheel of radio would slow down and eventually stand still. Research is the driving force; it gives added space to progress as the calendar turns a new year.

Today, as radio branches out, its research bestows new benefits on mankind. It is no longer confined to communication. As an outstanding example of radio's contribution to humanity in 1940 is the electron microscope. Developed in the RCA Laboratories, this super-microscope, using electrons instead of rays of light, magnetic fields in place of glass lenses, sees organisms never before on view. For industrialist, bacteriologist, chemist and physicist, new worlds are open for exploration. The electron microscope is the "eye"; it is a monument to radio's era of sight.

Further, supplementing the eye, the RCA Laboratories created "Fantasound," three-dimensional sound for motion pictures. It became the "voice" of Disney's musical cartoon "Fantasia."

Radio's key of progress, which 1940 fashioned, is fitted to the lock of 1941.

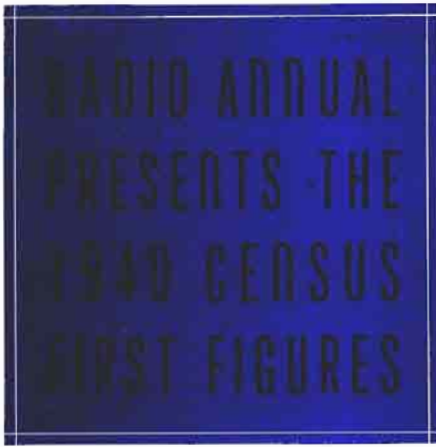


# HOPE



1938 - 9 - 40 - 41

**PEPSODENT PROGRAM  
PARAMOUNT PICTURES**



**R**ECOGNIZING radio as a major industry, and providing the broadcasting industry, for the first time, with its most complete evaluation of individual markets from one coast to the other, the initial figures compiled in the 1940 Census and listed in part in another section of RADIO ANNUAL are the results of the most involved research job ever attempted by the Census Bureau. These statistics, as completed, will provide every branch of the radio industry with a yardstick by which coverage claims, audience volume, advertising potentialities, and dollar volume can be determined on an authentic basis.

The data presented herein is based on the tabulations of three of the five major counts included in the 1940 Census: population, housing, and business, the three classifications that are of vital interest to broadcasters, advertisers and their agencies. Each of these three counts offer to broadcasters the most up-to-date figures possible, compiled at a cost that would be prohibitive to any one industry.

### Census Facts

To the advertising agency and their clients the final 1940 Census offers, under its Housing count, a complete picture of the listeners of the nation, accomplished by determining the number of individual radio sets in every dwelling in the nation. Types of audiences are also available, for in the population count are classifications for color, age, occupational status, family groupings and several other divisions. The housing count offers

a report of the manner in which the people live; the class of dwelling; its construction; its age; market value; ownership; rentals; vacancies and other pertinent information.

The Business Census is yet another phase of the count which provides the industry with facts and figures that will prove invaluable as selling aids. Here is gathered together information regarding the amount of money spent by people for merchandise and services in 15 different classes of stores and methods and conditions under which the eventual sale was consummated. This data has been broken down into cities and counties of more than 2,500 population, in addition to the total state figures, and for cities of more than 25,000 population.

### Application

To each branch of the industry the 1940 Census brings new sales weapons, potent figures that prove the heretofore challenged claims issued by the broadcasters and claimed unproven by hostile factors outside the industry. Coverage figures have been ascertained by an unbiased survey that not only proves the amount of persons within a given area, but shows conclusively the number of radio sets contained within that self-same market.

To the advertisers come absolute facts regarding the purchasing power within any given market through the population and business counts. A more concrete picture of the markets that need development is available, and agencies can, from the Census figures, offer their clients a birds-eye view of any given market, its potentialities, and radio's undeniable coverage of that market, no matter where it happens to be located.

### Research Basis

Complete returns from the Census of 1940 will not be available until late spring or early summer. However, when they are made available, they will serve as a basis of market research for the next ten years. Each station, network and advertising agency will find a starting point from which their own research organizations can determine individual problems that could not be included in the vast survey conducted by the government.

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*For Complete Census Section Please Turn to Page 239*

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# EDUCATIONAL BROADCASTING DURING 1940

By

**Sterling Fisher**

*Director of Education—CBS*

**H**EALTHY and vigorous experimentalism marked the further development of education by radio during 1940.

The networks branched out into several new, uncharted areas, and took a number of steps that promised to be of historic significance. All laid increasing emphasis on the general public service aspects of "educational" broadcasts, and both NBC and CBS continued and expanded the policy—pioneered by CBS in 1939—of holding regional conferences of station public service chiefs to consult on matters of promotion programs and public relations.

## Expansion

Paving the way toward the creation and announcement of the new Pan-American network of the Columbia Broadcasting System was the extension of the American School of the Air into all the nations of the Western Hemisphere as the "School of the Air of the Americas." This action was noted by well-known educators and statesmen of many nations as an important step toward greater friendship and understanding among all the American republics.

Typical of the enthusiasm which greeted the expansion was the statement of Secretary of State Cordell Hull: "I was pleased to learn that the American School of the Air, which has obtained such widespread recognition in our own country, is now to be extended to those other American republics whose ministers of education may indicate that they wish to participate in the preparation and utilization of these educational broadcasts. It would be difficult to devise a form of international cooperation which holds more promise for the deep-

ening and broadening of understanding between the peoples of the American republics and which may be of more general benefit to these countries."

The new project was announced by CBS in March, 1940, and was functioning fully with the start of the school year in October. The mechanics of translating the broadcasts into Spanish was performed free of charge by CBS, and CBS called upon Ministries of Education in the various countries to provide material for the broadcasts. Response from Canada and Latin America was splendid, and this year's "School of the Air" has been invigorated and widened by the cultural material which they sent CBS. At the present time, the "School" is preparing its first international conference, to be held February 27-March 2 in New York and Atlantic City. It will be attended by foreign ministers and ministers of education, eminent educators, and leading broadcasters and publishers of all the American nations, and is expected to chart out plans for the second year of the "Radio-Escuela de las Americas."

## NBC Activity

While Columbia's emphasis has thus been to considerable extent on classroom listening, the National Broadcasting Company directs its program principally toward out-of-classroom education. As a matter of fact, both networks have expanded their news and special events departments steadily since Hitler's legions first invaded Poland. It is heartening to educators that news—a cardinal type of educational broadcast—has become one of the main staples of radio; surveys show news programs mounting rapidly in audience-popularity from month to month and news coverage has become mature and sharp during the year and a half of the war.

## Adult Education

Both CBS and NBC enriched and widened their schedules of adult education programs—with a new, vigorous stress on lectures, round-table discussions, and general cultural series. A lively Lecture Stage of the Air came into being, as both CBS and NBC brought leading lecturers on a great variety of topics to their microphones. Series in the appreciation of visual arts (NBC) and of the great books of the world (Columbia's "Invitation to Learning") won many listeners, and illuminated some of the more obscure and difficult fields of radio education.

*Please turn to Page 55*



EDWARD G. ROBINSON

*Fourth Year*

**"BIG TOWN" PROGRAM**

OVER CBS



LEVER BROTHERS CO.  
(Sponsor)

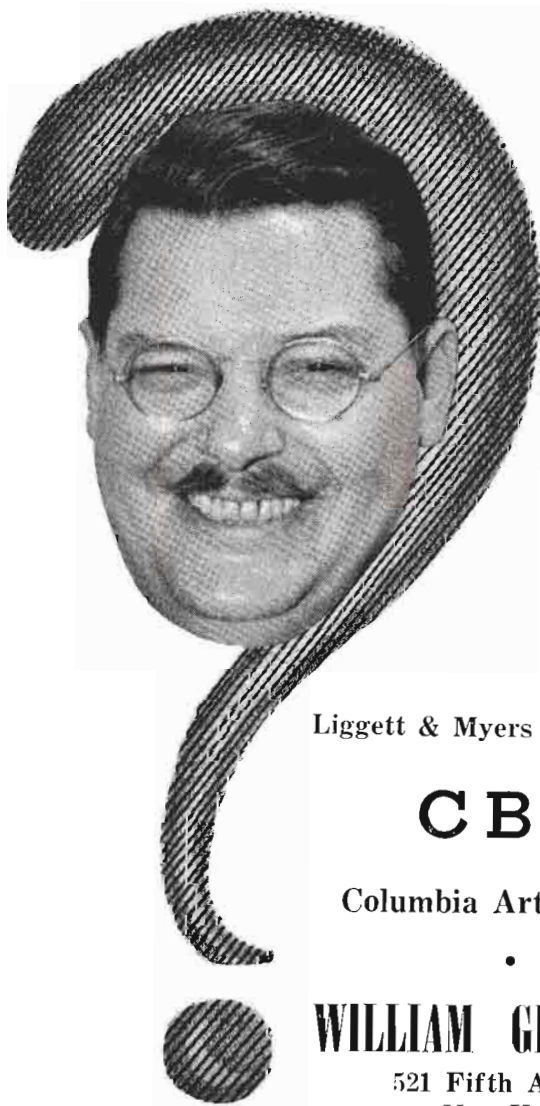
RUTHRAUFF & RYAN, INC.  
(Advertising Agency)

MOTION PICTURES; WARNER BROS.





# PROFESSOR QUIZ



Liggett & Myers Tobacco Co.

**CBS**

Columbia Artists, Inc.

•

**WILLIAM GERMANNT**

521 Fifth Avenue  
New York

Ambassadors of the spoken word, have gained the everlasting esteem and appreciation of American . . . listeners everywhere."

Through their unforgettable stories about the daily life of ordinary people under fire, of armies in life-and-death combat and of aerial bombardment, they have transferred the strange, foreign life of Balkan shepherders and Arab camel drivers over the air-waves to the living rooms on Main Street, and made the essential humanity of the human beings apparent under the kalpak and the bournous.

### Verboten Facts

More important, even, than the news that America hears, however, are the "verboten" facts that have been broadcast within conquered countries. The wardering station inside Nazi Germany has operated at intervals of seven years, always at the risk of the lives of those who know anything about it . . . even those who are unfortunate enough to get caught listening.

Today, in France, in Belgium, in Holland, Italy and Spain, there are courageous and technically-equipped individuals sending out the truth as counter-

propaganda to the official statements of dictatorships.

There are a hundred tremendous dramas behind every one of these "freedom-stations," and the influence they have had, and can have, may very easily be one of the deciding factors in overthrowing oppression.

This is particularly true in more illiterate countries like the Balkans and Russia, where newspapers are scarce and hard to distribute and where only a relatively small percentage of the population can read.

### Free Speech

A radio broadcast reaches twenty million people, where a newspaper edition may reach twenty thousand. The only restriction on news should be the requirement that it be truthful and factual.

When freedom is the privilege of both press and radio, they will, as Niles Trammel, of the National Broadcasting Company, has said, "continue to march side by side in the development of this new phase of journalism, unforeseen by the founders of the great American free press."



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## Educational Broadcasting—Fisher—Continued

NBC and CBS took giant steps in the development of station liaison during 1940, with frequent conferences, both regional and national, and with an adaptation of local educational programs to the needs of their areas. One of the biggest impacts on radio education was the increased cooperation of independent educational groups with the broadcasting chains. The National Education Association, whose 983,000 members constitute the largest teachers' organization in the world, worked directly with CBS on four of the five "School of the Air" series—"Folk Songs of America," "New Horizons," "Tales from Far and Near," and "This Living World." Some of the NEA's action on the series included demonstrations before state conventions, plans for extending teacher training in radio education at teachers' colleges, distribution of material to more than 100,000 schools, and solicitation of ideas and suggestions for programs.

### Cardinal Rules

NBC's education director, Mr. Walter Preston, has skillfully and tersely drawn the four cardinal features of that net-

work's educational activity; planning, production, promotion, and check on results. Promotion and the check on results are both services performed by the networks to make certain that their educational programs strike America with every possible bit of force. Education on the air started as something which many experts figured would be hard to sell to America, but most recent polls show that radio education has permeated every part of America, every walk of American life.

Perhaps one of the clearest indications of the range and intensity of network educational broadcasting is revealed in the NBC and CBS program schedules—in effect during the current broadcasting season. Many of the programs of both networks represent innovations, experiments in new fields of broadcasting. While these are never wild attempts (they represent the serious planning of the CBS and NBC Boards of consultants and executives), they have lent an experimental atmosphere to much broadcasting and are certainly still in their test-periods.





# THE VALUE OF THE STORY IN MODERN RADIO

By

**Helen Hayes**

*Of Radio, Stage and Screen*

**M**OTION pictures and stage plays were radio's main story sources for many years. And these channels still supply script material that is important and vital to good broadcasting. But as one who has had a great interest in radio both from the listener and performer standpoint, I'm delighted to find that radio has learned to make more adroit use of stage and screen material. No longer are radio sketches comprised of solid blocks of dialogue taken verbatim from plays or motion picture scripts. Instead the outside material is carefully rewritten into smooth scripts to fit the talents of the radio players and the programs they are presenting.

## Methods

In our current radio series, known as the "Helen Hayes Theater," we enlist five methods to obtain material for programs. Our various scripts are adapted from stage plays or motion pictures, based on novels or magazine stories, derived from original ideas, based on history or historical characters and written especially for the series.

I don't know exactly how to classify "Victoria and Albert," the initial program of our series. For script material we used sketches from the American and English stage versions of "Victoria Regina," excerpts from Laurence Houseman's books, "The Golden Sovereign" and "Victoria Regina," pages from Victoria's diary and some added original bits. Credit for this thorough job of script preparation goes to Adrian Samish, the producer of the series, Therese Lewis, script editor, and John Houseman, who did the excellent adaptation of a finely-balanced script.

One of the finest dramatic shows I've

ever heard on the air was Arch Obler's "None but the Lonely Heart," a radio original based on the love story of the great Russian composer, Peter Ilyitch Tschaikevsky, and Mme. Von Meck. Here actual history was used, real facts were high-lighted and rewritten to fit the precise requirements of broadcasting. This technique was used when we presented "Joan of Arc" on our theater over the Columbia Network. As in the case of Mr. Obler's play, the main character was taken from the pages of history, but it can be classified as a radio original.

## Originals

The program known as "Silver Theater" has been an outstanding leader in the use of original stories of a light and romantic vein. At least half of the programs they present each season are originals, scripted to the style of the players. True Boardman and the late and great Grover Jones wrote an original radio drama for this series. And, later they accomplished the almost unheard of feat of selling this radio original to a motion picture studio.

While mentioning original radio programs, one can hardly pass over the delightful "Aldrich Family" series, which with the play by Clifford Goldsmith, has started a new screen series. And then there are those two lovable characters, "Amos and Andy," whose original radio work has long been a favorite in the MacArthur household. (Editor's Note: In private life Miss Hayes is the wife of Charles MacArthur, author.)

## Good Writers

Jean Holloway, one of the youngest established writers in radio, does a masterful job of adapting Hollywood movies for the Kate Smith Hour, besides her original plays. And Cecil B. DeMille's Radio Theater has been outstanding in the field of straight drama. Writers on "The Screen Guild Theater" have done a deft job of bringing originals to the air.

Famous playwrights and novelists are turning their attention to radio. We've had the good fortune to sign Maxwell Anderson and Booth Tarkington to write one program apiece for our Lipton's series. It's not uncommon to hear an announcer terminate a radio program with: ". . . and tonight's play was adapted from the motion picture of the same name." But I am certain that before long, part of the main title billing of a motion picture will read: "Based on the original radio broadcast of the same name."



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B E N N Y



G O O D M A N

Old Gold Cigarettes

Columbia Records

★

Exclusive Management  
MUSIC CORPORATION OF AMERICA



**N**O. 1 Prodigy of the broadcasting industry for 1940 was undoubtedly frequency modulation. Coming from relative obscurity at the start of the year, the new method of broadcasting (now tersely dubbed "FM") passed through a succession of fast evolutionary stages to greet the New Year with the full blessing of the FCC and a nod to go ahead commercially as soon as new, high-power FM transmitters could be installed.

FM has a number of basic differences from standard broadcasting, (known as AM or "amplitude modulation" because of its electronic principles) that FM proponents believe will set it far enough apart to insure its rapid acceptance as a new realm of broadcasting enterprise.

### Tonal Range

FM offers a tonal range at least twice as wide as AM with a consequent improvement of naturalness in reproduction. FM is virtually free from all interference noises, either atmospheric or man-made, and can thus offer transparently clear reception. FM stations operating upon the same channel in adjacent communities will not interfere with each other because an FM receiver picks up only the stronger of two signals at once with uncanny discrimination.

Frequency modulation, to review its past briefly, is a development of Major Edwin H. Armstrong, one of the world's

foremost radio experts. By late 1939, sufficient disciples had been won for the merits of FM to permit the formation of an organization that would co-ordinate and push the development of frequency modulation. Thus it was that on January 5, 1940, a non-profit group titled FM Broadcasters, Inc., took shape in New York. Its growth has paralleled that of FM. Currently its board of directors comprises: John Shepard, 3rd of the Yankee Network, President; John V. L. Hogan of WQXR, Vice-President; Walter J. Damm, WTMJ, The Journal Co., Milwaukee; Franklin M. Doolittle, WDRC, Hartford, Conn.; C. M. Jansky, Jansky & Bailey, Washington; Ray H. Manson, Stromberg-Carlson, Rochester, N. Y.; Carl Meyers, WGN, Chicago, Ill.; Paul W. Morency, WTIC, Hartford, Conn.; Theodore C. Streibert, WOR, Newark, N. J.

### FCC Hearing

Convinced that adequate interest in FM prevailed, the FCC agreed to a special hearing on the subject in March. The two weeks' session brought to the witness stand inventor Armstrong, officers of FM Broadcasters, Inc., representatives of leading engineering firms, stations and networks to unfold an overwhelming array of evidence that demonstrated the superiority of FM.

Meanwhile, equally impressive to the Commission, was a tally of over 150 applications filed from all parts of the country for experimental FM transmitters.

In May the FCC handed down its verdict. It was a rosy verdict and one that echoed completely the confidence voiced by FM boosters. A new high frequency broadcast band, from 42 to 50 megacycles and comprising 40 channels, was opened up, making necessary a shift of television band No. 1. Five channels were for non-commercial educational stations, the rest for commercial transmitters operating on a par with ordinary broadcast stations.

As of January 1, added the Commission, FM was free to proceed commer-



# FRED WARING

*and his*

PENNSYLVANIANS



*Chesterfield Pleasure Time*



Management, John O'Connor  
1697 Broadway  
New York City



cially. All experimental applications were automatically dismissed. New application blanks for commercial applications made their appearance in June, along with complete regulations and engineering standards.

### Growth

Throughout this period FM Broadcasters, Inc., as the co-ordinating group representing FM in Washington and educating the public to its advantages, through nation-wide publicity, continued to grow in both numbers and activities. It has worked for the revision of a number of FCC regulations, simplification of application blanks, made numerous important suggestions and conferred frequently with the FCC—all in the interests of expediting the logical growth of FM.

It was on October 31 of 1940 that the first construction permits—a full 15 of them—issued from Washington. More followed, until the end of December saw 25 large commercial transmitters authorized and in various stages of construction. Some 55 applications still awaited action, with many more in the process of preparation.

Set manufacturers lost no time in climbing aboard the FM band wagon. Some 16 were licensed under the Armstrong patents during 1940, while four other concerns, three licensees, manufactured FM transmitting equipment.

### Licenses

Important factors worth knowing about FM are these:

(1) Commission regulations license three main types of station—Class “A” is for limited trade areas in towns of 25,000 or under; Class B covers basic trade areas and embraces every city in the nation, providing the area is not in excess of 15,000 square miles. None are. The third type, Class “C,” is for wide rural coverage from high mountain tops,

without any substantial basic trade areas that might be considered “B” terrain included therein.

(2) All FM stations serving the same area must radiate an equal signal strength throughout that area. Stations are licensed according to area served—not power. Equal competitive basis among stations is thus assured in any community, placing greater emphasis on caliber of programs.

(3) The range of an FM station is dependent on three factors: (a) height of antenna above the surrounding countryside; (b) efficiency of antenna used; and (c) power output.

(4) No more than six FM stations may be under common control. Growth of networks will undoubtedly be on a co-operative basis.

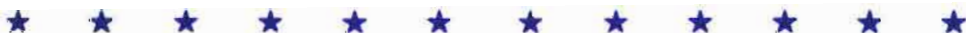
The end of 1940 saw surveys being conducted to determine the feasibility of establishing a national FM network late in 1941 to serve 40 major markets and 75 per cent of the national population.

### Future

The rapid rise of FM during these twelve months past indicates that many high-power commercial stations will start operation in 1941. Sales of FM receivers promise to climb sharply when regular service is instituted in more territories. Almost all receivers are of the combination type, receiving either AM or FM at the turn of a switch.

FM also found uses in fields other than broadcasting during 1940. The Connecticut State Police changed over its entire system to FM with ten fixed stations and 275 two-way cars. Chicago put 200 FM patrol cars into service. Both Army and Navy were quick to adapt FM for their communication problems, particularly in mechanized units. Airlines, public utilities, park services, fire departments and many other groups are also watching the development of FM closely.

*For Further Coverage of Frequency Modulation Please Turn to Page 918*



To Whom It May Concern:

EDDIE DAVIS is my idea  
of the greatest comedy  
writer in the business.

*Mrs. Eddie Davis*

# A REVIEW OF INTERNATIONAL AFFAIRS—1940

By  
**Gerald C. Gross**  
*Chief, International Division  
Federal Communications  
Commission*

**T**HE advent of the World War II has produced serious disturbances in the international communications field, but great credit is due to radio for maintaining the continuity of circuits which otherwise would have disappeared completely. All of the normal cable circuits to the European continent have been interrupted, and the only cable communication with Europe at the present time is through Great Britain, and at times when the cable circuits to Great Britain were interrupted the point-to-point radio communication circuits have provided the only remaining telegraphic links. In the telephone field the only trans-Atlantic and trans-Pacific telephone circuits were those operated by the point-to-point radiotelephone stations and it is gratifying to know that these have remained in operation and have carried thousands of words of important diplomatic and Government, as well as business conversations.

Because of the critical international conditions the fifth meeting of the International Consulting Committee on Radio (CCIR) scheduled to meet in Stockholm, Sweden, during June 1940, was indefinitely postponed. Similarly word has been received from the Bureau of International Telecommunication Union, Bern, Switzerland, that the Italian Government as host nation for the International Radio Conference and International Telegraph and Telephone Conference to be

held in Rome during 1932 has found it necessary to postpone the schedule meeting indefinitely.

## Santiago Conference

With respect to international radio matters in the Western Hemisphere, however, increased activity has been evident. During January of this year the second Inter-American Radio Conference convened in Santiago, Chile, at the invitation of the host government, in accordance with the terms of the Inter-American Radio Communications Convention signed at Havana, Cuba, on December 13, 1937. The delegation of the United States to that conference consisted of the following: Ambassador R. Henry Norweb, Chairman, from the Department of State, accompanied by Rear Admiral S. C. Hooper, U. S. Navy, Captain Wesley T. Guest, U. S. Army, Messrs. E. K. Jett and Gerald C. Gross, Federal Communications Commission, Mr. Lloyd Simson, Civil Aeronautics Administration, and Mr. Joseph T. Keating, Department of State, Secretary. The conference adopted a number of resolutions on such subjects as the exchange of shortwave broadcast program schedules; reorganization of shortwave broadcasting service by the countries which have not already done so; an agreement that each of the American nations reaffirm the principle of freedom in radio communications as a public service; the reference of certain technical studies to the Inter-American Radio Office (OIR), Havana, Cuba, as central clearing house for the exchange of technical information. Also adopted were a number of resolutions for the improvement of the international aviation radio service, among them a resolution for interchange of meteorological information; a resolution providing additional frequencies for inter-continental air routes above 6000 kc; resolutions providing for better operating arrangements for aviation radio stations, and better technical equipment for aircraft, in addition to a resolution concerning the suppression of interference caused by electrical apparatus.



*Ralph Edwards*

Creator & Conductor

# “Truth or Consequences”

IVORY SOAP

PROCTER & GAMBLE



The conference ended in an atmosphere marked by a strong feeling of cordiality and good fellowship and the delegation of the United States was successful in further strengthening the general policy of the "Good Neighbor" which has been the keynote of American policy for several years.

### **North American Regional Broadcasting Agreement**

The North American Regional Broadcasting Agreement signed at Havana, Cuba, on December 13, 1937, and ratified by the United States of America on July 21, 1938, was consummated by the formal deposit of its ratification by the Mexican Government on March 29, 1940, with the Government of Cuba at Havana, in accordance with the terms of the Treaty. It specified that its provisions will go into effect one year from the date of ratification by the last of the four countries, Canada, Cuba, Mexico and the United States; consequently it will become effective on March 29, 1941, and extensive plans are now underway to solve some of the numerous interference problems now pending between broadcast stations in each of the four countries prior to its taking effect.

The reallocation involved, the terms of which have already been generally announced by the Federal Communications Commission, will bring about the most sweeping general reallocation in the Domestic broadcasting band since the historical reallocation of November 1928. The effective operation of the Treaty should result in the permanent elimination of many international interference problems throughout North America.

### **Cooperation with the American Republics**

The Federal Communications Commission has participated actively in the work of the Committee on Cooperation With the American Republics which has met in Washington under the Chairmanship of Under-Secretary of State, Sumner Welles.

The Commission has given a great deal of time and thought to the problem of improving the service of international broadcasting stations operating in the United States. Rules have been adopted requiring all stations in this field to operate with a minimum of 50 kw power. Other rules require that these stations install directional antenna systems giving a power gain of at least 10 to one in the desired direction in order that the received field intensity at the receiving location will be increased. Other regula-

tions providing for the recording by the stations themselves of international shortwave broadcasting programs have resulted in a closer supervision and control by the licensee of the programs actually transmitted, with an expected improvement in the program service. Generally speaking it is believed that considerable improvement in the service furnished by international broadcast stations has resulted.

*(Editor's Note: Mr. Gross in his review of international affairs mentioned the reallocation of frequencies in the standard broadcast band as a result of the going into effect of the North American Regional Broadcasting Agreement on March 29, 1941. Changes necessitated by the Havana agreement will affect 777 of the 862 radio stations operating in the standard broadcast band in the United States. In shifting the United States frequencies the Commission planned a minimum alteration in broadcast service. In general the domestic shift is accomplished as follows:*

*Stations operating on channels of from 550 to 720 kilocycles retain their same assignments.*

*Stations operating between 740 and 780 kilocycles move up 10 kilocycles (the engineering equivalent to one channel).*

*Stations using from 790 to 870 kilocycles move up 20 kilocycles (two channels).*

*Stations between 880 and 1450 kilocycles advance generally 30 kilocycles (three channels).*

*Clear channel stations shift from 1460-1490 kilocycles to 1500-1530 kilocycles.*

*Local stations on 1500 kilocycles move down one channel to 1490 kilocycles.*

*The correlated shift of the frequencies of some 100 broadcast stations in Canada and of numerous stations in Mexico and Cuba serves to eliminate in considerable measure the long-complained of interference from these sources and thereby improve broadcast reception on the North American continent generally. Interference from Mexican and Cuban stations, especially the "obnoxious" broadcast stations, has been particularly objectionable to the rural listeners. The chief concern of the U. S. broadcaster as a result of the shifting of frequencies is the change of the quartz crystals which control his station's operating frequency. Under the reassignments, the United States retains six local channels; its number of regional channels has been reduced from 42 to 41; and its number of clear channels has increased from 44 to 59 and it can use 15 additional clear channels under certain restrictions set out in the treaty.)*





# BEN BERNIE

*The Ol' Maestra*

AND ALL THE LADS



Heard over NBC Blue Network  
Each Tuesday at 8  
P. M. EST. for Good Old  
Bromo-Seltzer . . . Yowsah!

# THE BUSINESS SIDE OF RADIO DURING 1940

*By*

**Benn Hall**

*Staff of RADIO DAILY*

**R**ADIO was well in advance of much of the general prosperity which highlighted 1940. Broadcasting continued its upward climb with record gains made in advertising expenditures, while set sales also mounted—a double omen that radio business is good business. Radio gained approximately 15 per cent over 1939, compared with a gain of about four per cent made by combined media. Set dealers sold an estimated 11,800,000 sets, compared with 9,000,000 sold in 1939. Increasing attention was paid to FM and television and “pioneer” set sales of both types were made during 1940.

Gross revenue for NBC, CBS, and MBS was \$96,455,603, compared with \$83,113,801 in 1939. NBC's combined Red and Blue figures totalled \$50,663,000, a 12 per cent gain over the 1939 total of \$45,244,354. CBS's gross was \$41,025,549, a gain of 18.8 per cent over the \$34,539,665 chalked up in 1939. Mutual grossed \$4,767,054, a 34.3 per cent gain over the 1939 gross of \$3,329,782.

## **Sponsors**

The year of 1940 was one of unrest among many advertisers in their relations with agencies.

Among the major shifts during the year were: Ford to McCann-Erickson and Maxon; Colgate-Palmolive-Peet to the newly-formed Ted Bates, and to Ward Wheelock and Sherman & Marquette; Continental Baking to Ted Bates, and Old Gold to J. Walter Thompson.

Regular radio advertisers increased their appropriations in many cases, as indicated by the following Blackett - Sample - Hummert statistics, while new sponsors found radio a practical sales tool. Defense activity was reflected in various campaigns and, in this connection, interest was focused on Latin America. Radio loomed as a major means of building good will and selling products in this market and sponsored short wave programs became an accepted media during 1940. Advertisers indicated approval of the NAB Code through acceptance of its provisions.

## **Agencies**

Blackett-Sample-Hummert again led the agency parade with combined network billings of \$12,108,788, compared with \$10,714,498 in 1939. Benton & Bowles hopped up from fourth to second position with \$7,678,574, while Young & Rubicam slid from second to third place with \$6,497,166.

## **Music and Labor**

Radio, tired of playing the soft-hearted uncle, said “No!” to Ascap, developed BMI and went into the new year with a tax-free source of music—to the amazement of related industries and to some broadcasters themselves. James C. Petrillo became president of the AFM but despite fears, relations continued without major strikes. Networks and AFRA reached agreements covering both commercial and sustaining programs, insuring peace until November 1, 1943.

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FOR COMPLETE 150 PAGE BUSINESS SECTION PLEASE TURN TO PAGE 93

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*Thanks* — AND  
MANY MORE THANKS

to

**CAMEL CIGARETTES**

and

**WILLIAM ESTY CO.**

FOR OUR HAPPY ASSOCIATION

On Our CBS Program—Friday Nights

from

**AL PEARCE**

---

*We Say So Too!*

**THE WRITERS—Don Prindle, Arthur Hargrove Kribs, Roswell Rogers, Carl Herzinger**

**THE PRODUCER—Bob Cannon**

**THE CAST—Artie Auerbach, Arthur Q. Bryan, Dick Lane, Wendell Niles, Mel Blanc, Margaret Brayton**

**THE MUSIC-MAKERS—Carl Hoff and His Orchestra**



# INTERNATIONAL SHORT WAVE BROADCASTING

By  
**Lunsford P. Yandell**  
*Manager, International  
Division - N. B. C.*

**T**HE international short wave broadcasting activities of the National Broadcasting Company started twelve years ago, and by 1937 NBC was broadcasting on a 16 hour a day schedule using six foreign languages. Today the NBC International Division is on the air for eighteen hours a day, with South America receiving six hours of Spanish, two hours of Portuguese and one hour of English programs daily.

To serve additional markets and listeners throughout the Southern Hemisphere early in 1941 NBC's international stations WRCA and WNBI will start operating with an increased power of 50,000 watts.

The rapid development of short wave broadcasting in the past five years makes it difficult to say just when short wave began to attract serious attention. The birth of short wave broadcasting in its own right took place over the entire world during 1936 and 1937. It was during this period that the newly awakened interest in Latin America, so characteristic of the United States today, began to make itself felt. With this new interest came the more highly specialized interest in radio broadcasts to Latin America.

## Programs

On December 1, 1939 the National Broadcasting Company inaugurated a service of commercial short wave programs. While various stations throughout the country have carried a number of network commercials over short wave, with announcements "dubbed in" in Spanish or Portuguese, the construction of special programs for commercial short wave presentation is completely new and marks an important step in the commer-

cial recognition of the importance of short wave broadcasting as a whole.

Since the United Fruit Company inaugurated the first commercial programs over short wave a year ago, many other American corporations have taken advantage of NBC's international service to further sales in Latin America. Eleven corporations have so far used these facilities commercially with many others preparing to do so shortly.

## Supplementary Promotion

It should be pointed out that short wave broadcasting is offered to U. S. advertisers as a supplementary promotion medium to augment rather than to supplement other forms of advertising and sales promotion in Latin America. As such, it is being welcomed by Latin American distributors and representatives of leading U. S. firms.

From the point of view of the broadcasting station commercial short wave makes it possible to present programs which would otherwise be beyond any reasonable limit of expenditure for a sustaining show. Up to the advent of commercial short wave programs all short wave stations were a dead loss to their owners. Guest talent has been available within limits, but the proper construction of a successful program has been impeded by a lack of funds.

## Cultural Relations

Without a doubt, the most important activity of short wave radio as directed to Latin America is the promotion of cultural relations. The European powers began with programs of that type. Only the war has temporarily halted the cultural activity in favor of the political.

The trend toward cultural development in radio in Latin America is always more evident. Our real problem in short wave broadcasting from this country is to supply our listeners in Latin America with appropriate programs designed especially for listeners to the south of us, and aided by the most up-to-date technical equipment. Commercial broadcasting will help, unquestionably, by supplying programs which would otherwise be too expensive for sustaining shows.

With true vision of what is wanted, the presentation of short wave broadcasts to Latin America becomes merely a matter of ironing out of minor details. Then short wave broadcasting can readily help in the development of closer political, economic and cultural ties between the United States and the rest of the Western Hemisphere.

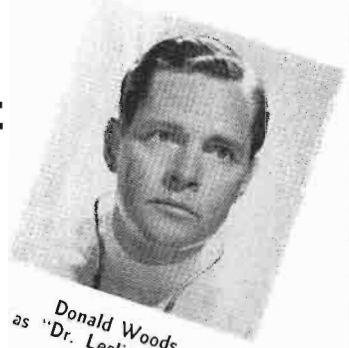




Starring Nan Grey  
as "Kathy Marshall"

### 3rd Year

## "THOSE WE LOVE"



Donald Woods  
as "Dr. Leslie Foster"

Sponsored by  
**PROCTER & GAMBLE**  
for  
**"TEEL"**  
Dentifrice



Alma Kruger  
as "Aunt Emily"

Producer-Director



Gordon T. Hughes



Richard Cromwell  
as "Kit Marshall"



Helen Wood  
as "Elaine Dascom"

Lew Crosby

Announcer



Gene O'Donnell  
as "Steve Blackman"

. . . and Oscar O'Shea (John Marshall), Virginia Sale (Martha Newbury),  
Mary Gordon (Mrs. Emmett), Ann Todd (Amy Foster) and Lee Millar (Rags).

# TELEVISION IS MOVING AHEAD AGAIN IN 1941

By  
**Norman S. Weiser**  
*Associate Editor*  
*Radio Daily*

**S**TALEMATED by the need for television standards, the audio-visual type of transmission is today on the verge of turning the corner and emerging as a full-fledged member of the communications industry. Despite several major set-backs in 1940, the telecasters have now settled down to the serious business of building up the television industry that gave so much promise a few short years ago of becoming one of the most potent advertising and entertainment media in the world.

## Tele Report

Shortly after the turn of the present year, the National Television Systems Committee, after several months of close scrutiny, set forth a 22-standard recommendation to the FCC, which, if accepted, will provide the basis for a nationally coordinated television broadcasting service. The standards as submitted will make possible the creation, in the public interest, of the service and will insure continued development of the art.

It is through the acceptance of these 22 standards that the major tele problem—the business of operating on a commercial basis—can be solved. For the standards call for a regular frequency for the telecasters, new frequencies to replace those turned over to the FM broadcasters last year, and they also solve the complex problems of standard-

ization of transmitting and receiving equipment, which has for so many years been a matter of conjecture among the factors within the industry.

## Color

Perhaps the most notable development in the industry during the chaotic 1940 was the development of color television by the CBS laboratories under the direction of Dr. Peter Goldmark. Of this development the NTSC reported that further experimentation in that field, due to its eventual importance in the industry, was urged, and that special frequencies were to be assigned as soon as color was accepted in the Class A channels.

Several other firms delved into the possibilities of color transmissions after the revelation by CBS that successful transmissions had been accomplished. DuMont announced plans to study the various processes as did RCA, while Everett Sumner Crosby, young engineer, revealed the discovery of yet another manner in which to achieve color tele in regular transmissions, which had been accepted in theory by leading tele engineers.

## Programming

Television programs, after operating via NBC on a steady schedule during the first half of 1940, were relegated to a minor position by the industry after the order to shift frequencies last fall. Majority of the telecasters utilized test patterns in the main, but NBC, after a few months of complete inactivity, turned to its mobile unit to supply the greater portion of its programs, broadcasting from hockey games, football games, and the Republican Convention in Philadelphia.

## Conclusion

1941 is expected to see the real birth of television as a major media in the United States, with activity moving to Washington, where NBC has established tele headquarters and expects to set up a small network, and the adoption of the standards by the FCC so that this industry can, for the first time, assume its rightful place in radio.

---

FOR COMPLETE TELEVISION SECTION PLEASE TURN TO PAGE 897

---

*"Hostess" of Fun*



**Barbara Jo Allen  
as Vera Vague**

# Your "SIGNAL CARNIVAL"

*Imitable Songstress*



**Kay St. Germain**

*Producer*



**Paul Conlan**

*Sponsored by*

**SIGNAL OIL COMPANY**

Every Sunday  
7:30 to 8:00 P.M., PST

From Hollywood  
NBC-Red Network

*Fun-Loving Emcee*



**Jack Carson**

*Music Master*



**Gordon Jenkins**

... and  
**THE SIGNALEERS  
Quartet . . .**

... announced by  
**JOHN FRAZER**

# FACSIMILE IS MOVING AHEAD SLOW BUT SURE

By  
**J. R. Poppele**  
*Chief Engineer—WOR*

**W**ITH FM holding the radio spotlight these days, facsimile, the big technical story of only a few years ago, has been passed, by FM development... temporarily.

The reason for this is not only the sudden spurt of Frequency Modulation system of broadcasting, but also the fact that the facsimile development has reached a kind of "plateau." Psychologists, in their study of the learning process have discovered that the average person who is studying something, keeps learning on an ascending line; but at a certain point, a kind of slow down point is reached, and the line tends to level out; this is the "plateau" of learning.

The case history of any scientific development often follows a somewhat similar line of progress. For growth is never measured and studied. There are spurts, lags, then suddenly again, new and great advances.

## Research

This is not to say, that the research and experiments in facsimile broadcasting being conducted today are not without results. Progress is being made. We are learning; we are perfecting this marvelous printed intelligence-through-the-air medium, ironing out the kinks, catching the "bugs," simplifying facsimile to make it more readily available for home use.

The most urgent need of facsimile today—if it is to make further advances—is standardization. The system of transmission must be standardized. Receivers must be standardized.

Before facsimile can come into general home use, receiving sets must be made "foolproof." They must be as simple to operate and maintain as the ordinary radio receiver. Not that the present fac-

simile receivers are so tremendously complex in their mechanism; they, however, are more complicated than the regular radio set. What's more, they have several moving parts. This usually means that the owner of a facsimile set, unless he is something of a mechanic, cannot adjust his set readily, when something goes wrong.

But I am confident that these are problems which will soon be overcome. Remember the radio sets of fifteen, sixteen, and seventeen years ago? They weren't simplified at all; they were amazingly complex, with many parts, and with sometimes dozens of dials and buttons. Some of those old radio receivers looked like something out of a Rube Goldberg invention cartoon, or a Buck Rogers comic strip.

## Many Uses

As for the uses of facsimile, they are obvious and have been discussed many times. Facsimile, once it reaches the average citizen, will have many uses. It will supplement the present system of radio; it will supplement our daily news service. Farmers, for instance . . . to give one of the many public service possibilities of facsimile . . . will be able to receive weather charts on facsimile and the latest printed farm product prices. Universities and colleges will be able to make radio a more potent means of mass education than ever before, because facsimile will make it possible for them to supplement their voice-broadcasting, with simultaneous transmission of supplementary study material, such as social science studies, reading lists, maps, and other illustrative material.

## Future

Moreover, facsimile should prove to be an invaluable aid to businessmen in the conduct of their work. Then, too, as has been demonstrated, facsimile can be utilized effectively as one of the modern communications weapons of the army, navy and air force. In fact, it may be that, because of the present world situation, facsimile will receive its major stimulus today from its uses by the armed forces, and it will develop fastest along these lines, before it is taken over by the general public.

It may be that during the coming year, facsimile will still be in the "plateau" of progress stage. It may be that some new development will suddenly accelerate its growth. At any rate, facsimile is here to stay!





No matter what you need  
for Better Broadcasting,  
you can rely on  
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Ask your engineer

**DISTRIBUTORS:** In U. S. A.: Graybar Electric Co., Graybar Bldg., New York, N.Y. In Canada and Newfoundland: Northern Electric Co., Ltd. In other countries: International Standard Electric Corp.



# TELEVISION IN FULL COLOR IS NOW READY

By  
**Adrian Murphy**  
*CBS Director of Television*

**I**N THE Columbia engineering laboratories last summer, we first broadcast television in full color. Up until then, color had seemed to be a rather remote possibility; but we now believe that it is ready to be developed into a commercial form for the living-rooms of America. Fortunately, the commercial problem in color television seems to be no more pressing than that in black and white television; for the CBS color system is not inherently expensive.

At first the subjects of our tests were only slides; then actual motion pictures; and finally, toward the end of the year, we completed equipment for picking up actual objects and living people.

## Advantages

The advantages of color television appear when one sees an object in black-and-white and then in full color. In our demonstrations—to the FCC, to the press, to engineers—we showed simultaneously, a picture on an ordinary black and white receiving set and on the color receiving set. Black and white television was less distinct simply because in it every color comes out grey, and the distinction between two shades of grey is not nearly as sharp, say, as the distinction between a red and a blue which might register as the same shade of grey in a black-and-white picture. In this general greyness, even a sharp-sighted spectator may not be able to define small objects clearly as most objects tend to lie in a flat, two-dimensional plane. Color television, on the other hand, outlines objects as they are outlined in real life—by color contrast. It also adds to the picture a distinct sense of depth and contour.

## Methods

The methods by which CBS creates color television may, at first sight, seem technical and complicated. And yet, it turns out a matter of plain common-sense.

We decided to send red, blue, and green over the air one by one—but so fast that the human eye would combine the three pictures into one full-color picture. Actually, we had a succession of three pictures, each in a different color, following each other so swiftly that the eyes blended them into a single color picture.

Between the object and the pickup, tube there is a rotating disc which contains red, green, and blue filters. When the red filter is in front of the tube, only the red components of the picture pass through, and therefore, everything containing red in the picture is transmitted; then swiftly to the green, and to the blue filter.

## Filters

The filters in the transmitting equipment are matched by filters in the receiving equipment, which “pick up” the colors and flash them on the television screen. The three filters are balanced to give the effect of pure white when the picture is white, and of course the picture comes out black-and-white when no filter is used.

## Scanning

Color television has almost doubled the speed of scanning. Instead of scanning the picture every 1/30 of a second (the standard rate for black-and-white television) pictures are scanned every 1/60 of a second. However at the end of the first sixtieth of a second, only two colors have been transmitted; and the third color requires an additional 1/120 of a second. The speed of a single picture in color is thus 1/40 of a second. The rate is so quick that the eye sees normal, and very much alive pictures in real, true color.

## Acceptance

We have been gratified by the enthusiasm of press and the television industry alike for our color television. There are still problems to be solved, but we think that the most difficult of all have been hurdled and that color television is on the way to becoming a practical, household medium.



# GENERAL AMUSEMENT CORPORATION



**THOMAS G. ROCKWELL, *President***

*Producers, Creators and Managers  
of  
Outstanding Radio Ideas, Talent and  
Orchestras For Over Ten Years*

**NEW YORK • CHICAGO • HOLLYWOOD**



# GROWTH OF RADIO STATIONS IN THE U. S. FROM 1938—1940

(As of December 1, 1940)

As of:	Licensed Stations	Construction Permits	Special Broadcast Stations	Total
January 1938	685†	32‡	4	721
February 1938	688†	31‡	4	723
March 1938	689†	34‡	4	727
April 1938	693†	35‡	4	732
May 1938	693†	40*	4	737
June 1938	696†	41*	4	741
July 1938	697†	46*	4	747x
August 1938	700†	46*	4	750
September 1938	705†	45*	4	754
October 1938	711†	44*	4	759
November 1938	711	46‡	4	761
December 1938	718*	41‡	4	763
January 1939	718*	42‡	4	764
February 1939	723*	39*	4	766
March 1939	725*	37*	4	766
April 1939	728*	37*	4	769
May 1939	730*	38*	4	772
June 1939	731*	38*	4	773
July 1939	731*	43*	4	778
August 1939	734*	56*	4	794
September 1939	735*	59*	4	798
October 1939	739*	57z	4	800
November 1939	747*	58z	4	809
December 1939	751	57z	4	812
January 1940	761	49z	4	814
February 1940	765	48z	4	817
March 1940	767	51z	4	822
April 1940	771	48z	4	823
May 1940	775	47z	4	826
June 1940	779	53z	4	836
July 1940	787	56z	y	851
August 1940	795	58z	y	864
September 1940	802	57z	y	867
October 1940	806	54z	y	868
November 1940	812	52z	y	872
December 1940	820	51z	y	881

\*Including one stay order.

†Including two stay orders.

‡Including three stay orders.

§Including four stay orders.

xAnnual report shows 748, additional station being in Court of Appeals.

zIncluding one construction permit for a special broadcast station.

Since July 1, 1940 special broadcast stations have not been licensed by the FCC and are included in with standard broadcast stations.

MANAGERS  
of  
DISTINGUISHED  
ARTISTS

•

RADIO  
STAGE  
SCREEN  
TELEVISION

**A. & S. LYONS, Inc.**

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**Hollywood**

Cal. Bank Bldg.

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Connies, Ltd.

•

# RADIO DAILY

Fourth Annual Poll of the Radio Editors and Critics for 1940-1941

(Released December 23, 1940)

## Programs

JELL-O PROGRAM .....	673
Pepsodent (Bob Hope).....	459
Information Please .....	453
Texaco Star Theater (Fred Allen).....	368
Kraft Music Hall.....	366
Chase & Sanborn Hour (Edgar Bergen).....	294
Fibber McGee and Molly.....	272
Ford Sunday Evening Hour.....	272
Lux Radio Theater.....	267
Kay Kyser's College.....	185

## Entertainers

JACK BENNY .....	804
Bob Hope .....	745
Fred Allen .....	621
Bing Crosby .....	473
Edgar Bergen .....	420
Fibber McGee and Molly.....	264
Kay Kyser .....	203
Kate Smith .....	159
Fanny Brice .....	134
Alec Templeton .....	112

## Dramatic Shows

LUX RADIO THEATER.....	696
Helen Hayes Theater.....	410
Big Town .....	231
Silver Theater .....	226
Everyman's Theater .....	225
Gulf Screen Guild Show.....	198
First Nighter .....	171
One Man's Family.....	150
The Aldrich Family.....	115
Columbia Workshop .....	94

## Educational Series

AMERICAN SCHOOL OF THE AIR.....	440
Chicago Round Table.....	394
American Town Meeting of the Air.....	255
NBC Music Appreciation Hour.....	161
Information Please .....	152
Cavalcade of America.....	118
Invitation to Learning.....	85
American Forum of the Air.....	81
The World Is Yours.....	59
The People's Platform.....	40



◆

*"and to all a good year!"*

◆

**WILLIAM MORRIS AGENCY, Inc.**

New York

London

Chicago

Hollywood

# RESULTS OF RADIO DAILY 1940 CRITICS POLL

## Dance Bands (Sweet)

GUY LOMBARDO .....	655
Wayne King .....	518
Kay Kyser .....	297
Fred Waring .....	232
Tommy Dorsey .....	219
Glenn Miller .....	176
Horace Heidt .....	150
Sammy Kaye .....	143
Ray Noble .....	121
Hal Kemp .....	96

## Comedians

JACK BENNY .....	902
Bob Hope .....	809
Fred Allen .....	678
Fibber McGee .....	378
Edgar Bergen .....	356
Eddie Cantor .....	181
Fanny Brice .....	123
Rochester .....	85
Bob Burns .....	69
Burns & Allen .....	67

## News Commentators

H. V. KALTENBORN .....	686
Lowell Thomas .....	483
Raymond Gram Swing .....	447
Elmer Davis .....	431
Paul Sullivan .....	266
Boake Carter .....	177
John B. Kennedy .....	170
Wythe Williams .....	155
Walter Winchell .....	152
Fulton Lewis, Jr. ....	142

## Dramatic Serials

ONE MAN'S FAMILY .....	385
The Aldrich Family .....	247
Vic & Sade .....	187
Those We Love .....	122
The Goldbergs .....	97
Pepper Young's Family .....	96
Mary Marlin .....	79
Second Husband .....	67
Dr. Christian .....	61
Life Can Be Beautiful .....	60

## Dance Bands (Swing)

GLENN MILLER .....	425
Tommy Dorsey .....	371
Artie Shaw .....	317
Benny Goodman .....	309
Bob Crosby .....	271
Jimmy Dorsey .....	153
Kay Kyser .....	153
Duke Ellington .....	108
Gene Krupa .....	103
Raymond Scott .....	70

## Quiz Shows

INFORMATION PLEASE .....	859
Take It or Leave It .....	387
Dr. I. Q. ....	318
Kay Kyser .....	307
Quiz Kids .....	287
Professor Quiz .....	237
Double or Nothing .....	172
Truth or Consequence .....	160
Ask-It-Basket .....	119
Battle of Sexes .....	91

## Sports Commentators

TED HUSING .....	801
Bill Stern .....	796
Red Barber .....	270
Bob Elson .....	163
Clem McCarthy .....	121
Mel Allen .....	112
Graham McNamee .....	104
Fort Pearson .....	97
Sam Taub .....	75
Grantland Rice .....	69

## Children's Programs

IREENE WICKER (SINGING LADY) .....	327
The Lone Ranger .....	239
Let's Pretend .....	238
Tom Mix .....	126
March of Games .....	120
Jack Armstrong .....	118
Quiz Kids .....	107
Uncle Don .....	73
Orphan Annie .....	72
Bud Barton .....	61

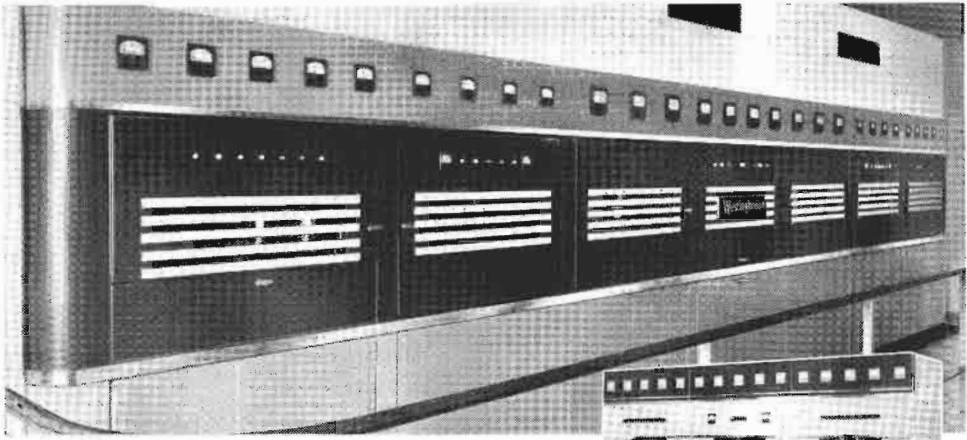
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FROM EARPHONE DAYS TO...NOW!



# complete equipment

FOR COMMERCIAL BROADCASTING



**50,000 Watts . . .** air-cooled tubes in all stages, metal rectifiers, equalized feedback, compressed gas condensers, no fuses and automatic control characterize the new Westinghouse 50-HG Transmitter for KDKA, WBZ, WPTF, WBAL and WKBW.

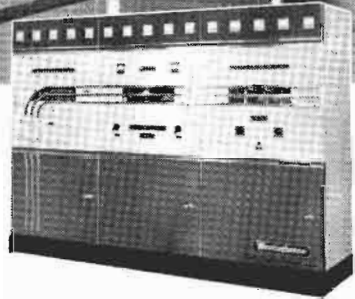
BACK in the days when a crystal detector and a headset marked the rabid radio fan, the first regularly scheduled broadcasts came over the air from Westinghouse station KDKA. Leadership *then* built the foundation for leadership *today*.

In operating experience that early nucleus expanded to include WBZ, WBZA, KYW, WPIT, WBOS, WOWO, and WGL.

In manufacturing experience it spread over the entire field of equipment for commercial broadcasting to include that last word in modern radio transmission—the new Westinghouse 50-HG transmitter.

First-hand experience and familiarity with commercial station requirements guide every step in the design and manufacture of this equipment. Westinghouse knows the problems of the commercial station operator because Westinghouse IS a commercial station operator.

If you anticipate replacement or expansion of your present broadcast equipment, talk to a Westinghouse man.



**5,000 and 10,000 Watts . . .** the new 5-HV and 10-HV transmitters have air-cooled tubes, metal rectifiers, inductive neutralization of power amplifier, equalized feedback and compressed gas condensers.

### WESTINGHOUSE STATION NO. 1 WAS KDKA IN PITTSBURGH

Its broadcast of the Harding-Cox election returns established a milestone in radio history. Since that date Westinghouse has been engaged continuously in broadcast operation—and this commercial operating experience is reflected in all the equipment which Westinghouse makes for radio stations, including equipment for antenna phasing, antenna tuning, antenna lighting, main power entrance, power transfer, generation, distribution, station lighting, power control, and operating consoles.

J-08033

# Westinghouse

BROADCAST EQUIPMENT



### **Symphonic Conductor**

ARTURO TOSCANINI .....	529
Leopold Stokowski .....	507
John Barbirolli .....	406
Frank Black .....	203
Alfred Wallenstein .....	201
Eugene Ormandy .....	165

### **Male Vocalists—Classical**

RICHARD CROOKS .....	540
Nelson Eddy .....	470
Donald Dickson .....	366
James Melton .....	365
Lawrence Tibbett .....	352
John Charles Thomas .....	318
Frank Munn .....	202
Nino Martini .....	86
Paul Robeson .....	71
Kenny Baker .....	61

### **Male Vocalists—Popular**

BING CROSBY .....	846
Kenny Baker .....	599
Lanny Ross .....	353
Dennis Day .....	234
Barry Wood .....	165
Harry Babbitt .....	99
Buddy Clark .....	98
Eddy Howard .....	87
Dick Powell .....	86
Ray Eberly .....	80

### **Symphonic Programs**

N. Y. PHILHARMONIC-SYMPHONY.....	750
NBC Symphony .....	554
Ford Sunday Evening Hour.....	506
Philadelphia Symphony .....	327
Voice of Firestone.....	132
Columbia Symphony .....	90

### **Female Vocalists—Classical**

LILY PONS .....	524
Margaret Speaks .....	415
Jessica Dragonette .....	329
Lucille Manners .....	262
Grace Moore .....	239
Marian Anderson .....	202
Jean Dickinson .....	168
Gladys Swarthout .....	161
Kirsten Flagstad .....	152
Jeannette McDonald .....	150

### **Female Vocalists—Popular**

KATE SMITH .....	430
Connie Boswell .....	426
Ginny Simms .....	409
Frances Langford .....	247
Dinah Shore .....	210
Mary Martin .....	195
Bonnie Baker .....	182
Bea Wain .....	180
Judy Garland .....	117
Yvette .....	92

**R**ADIO editors, writers and critics on newspapers and periodicals throughout the United States, its possessions and in Canada took part in the fourth annual poll conducted by RADIO DAILY.

Tabulations were made on the basis of 10 points for each first choice, 9 points for each second choice and proportionately down the line. All figures represent points out of a possible 1,500.

Original signed questionnaires as returned by the radio editors and the work-sheets used in the tabulation of the votes are carefully preserved by RADIO DAILY. It is regarded as the one authoritative poll of its kind conducted by a radio industry business paper and is presented as a service to the trade, which finds it helpful to have a true cross-section of opinion from the nation's radio editors.

CONTINUED ON FOLLOWING PAGE

# LISTEN!

Hear what a Time Buyer who bought more than \$2,695,000 of Radio time in 1939 for his Agency's accounts, says:

“. . . advertisers who want to reach radio time buyers without any waste can only do it in Radio Advertising Rates & Data. When Account Executives ask me about trade publications, I always recommend it as the one medium in which buyers can be reached 100%.”

Scores of Radio Stations are proving that their sales messages in Radio Advertising Rates & Data receive greater attention because they are carried directly to the men who make the buying decisions when either Network or Spot time is being placed.

Radio Advertising Rates & Data is a “must” for every Station and Network schedule that wants greater results in 1941.



**STANDARD RATE & DATA SERVICE**

CHICAGO • NEW YORK • LOS ANGELES • SAN FRANCISCO



# DATA ON PROGRAM WINNERS IN RADIO DAILY'S FOURTH ANNUAL POLL of RADIO CRITICS

## **Jell-O**

Sponsored by General Foods Corp., for Jell-O; Sundays, 7-7:30 p.m. on the NBC Red network. *Agency:* Young & Rubicam, Inc. *Cast:* Jack Benny, Mary Livingstone, Dennis Day, Rochester, Andy Devine, Don Wilson. *Orchestra:* Phil Harris.



## **Bob Hope Program**

Sponsored by Pepsodent Co.; Tuesdays, 10-10:30 p.m. on NBC Red network. *Agency:* Lord & Thomas, Inc. *Cast:* Bob Hope, Jerry Colonna, Brenda and Cobina and guest stars. *Orchestra:* Skinnay Ennis.



## **Information Please**

Sponsored by American Tobacco Co., for Lucky Strike cigarettes; Fridays, 8:30-9 p.m. on NBC Red network. *Agency:* Lord & Thomas, Inc. *Cast:* Clifton Fadiman, Franklin P. Adams, John Kieran, Oscar Levant, Milton Cross and guest stars.



## **Fred Allen Show**

Sponsored by The Texas Co.; Wednesdays, 9-10 p.m. on CBS network. *Agency:* Buchanan Co. *Cast:* Fred Allen, Portland Hoffa, Kenny Baker and guest stars. *Orchestra:* Al Goodman.



## **Kraft Music Hall**

Sponsored by Kraft Cheese Corp.; Thursdays, 9-10 p.m. on NBC Red network. *Agency:* J. Walter Thompson Co. *Cast:* Bing Crosby, Connie Boswell, Bob Burns and guest stars. *Orchestra:* John Scott Trotter.



## **Chase & Sanborn**

Sponsored by Standard Brands, Inc., for Chase & Sanborn coffee; Sundays, 8-8:30 p.m. on NBC Red network. *Agency:* J. Walter Thompson Co. *Cast:* Edgar Bergen and Charlie McCarthy and guest stars. *Orchestra:* Robert Armbruster.



## **Fibber McGee & Molly**

Sponsored by S. C. Johnson & Son, Inc., for floor wax and polish; Tuesdays, 9:30-10 p.m. on NBC Red network. *Agency:* Needham, Louis & Brorby, Inc. *Cast:* Marion and Jim Jordan, Halow Wilcox. *Orchestra:* Billy Mills.



## **Ford Sunday Evening Hour**

Sponsored by Ford Motor Co.; Sundays, 9-10 p.m. over a CBS network. *Agency:* N. W. Ayer & Son, Inc. *Cast:* Ford Symphony Orchestra and Chorus, guest soloists, instrumentalists and conductors.



## **Lux Radio Theater**

Sponsored by Lever Bros. for Lux toilet soap; Mondays 9-10 p.m. over a CBS network. *Agency:* J. Walter Thompson Co. *Cast:* Cecil B. DeMille, producer, and guest stars. *Orchestra:* Louis Silvers.



## **Kay Kyser's College**

Sponsored by American Tobacco Co., for Lucky Strike cigarettes; Wednesdays, 10-11 p.m. on NBC Red network. *Agency:* Lord & Thomas, Inc. *Cast:* Kay Kyser, emcee; Virginia Simms, Harry Babbitt, Sully Mason, Ben Grauer and members of the studio audience participating. *Orchestra:* Kay Kyser.

# IMPORTANT RADIO Telephone Numbers in NEW YORK



## Radio Stations

WAAT (N. Y. Office)	Circle	5-5780
WABC	Wickersham	2-2000
WARD	TRiangle	5-3300
WBBC	TRiangle	5-6690
WBRR	MAin	4-9735
WBNJ	MELrose	5-0333
WCAU (N. Y. Office)	Wickersham	2-2000
WCNW	INGersol	2-1500
WEAF	Circle	7-8300
WEVD	BRyant	8-2360
WFAS	WIsconsin	7-2299
WGN (N. Y. Office)	MURray Hill	2-3033
WHDH (N. Y. Office)	MURray Hill	2-1593
WHN	BRyant	9-7841
WHOM	PLaza	3-4204
WIBX (N. Y. Office)	PLaza	8-0066
WINS	ELdorado	5-6100
WJZ	Circle	7-8300
WLTH	ORchard	4-3939
WMCA	Circle	6-2200
WNBF (N. Y. Office)	MURray Hill	2-5767
WNEW	PLaza	3-3300
WNYC	WOrth	2-5600
WOR	PEnnsylvania	6-8383
WOV	Circle	5-7979
WQXR	Circle	5-5566
WWFW	TRiangle	5-0313
WWRL	NEwtown	9-3300

## National Networks

Columbia Broadcasting System	Wickersham	2-2000
National Broadcasting System	PEnnsylvania	6-9600
National Broadcasting Co.	Circle	7-8300

## Station Representatives

Adams & Adams	MURray Hill	2-6148
John Blair & Co.	MURray Hill	9-6084
The Branham Co.	MURray Hill	6-1860
British Broadcasting Corp.	Circle	7-0630
Burn-Smith Co.	MURray Hill	4-6947
Capper Publications, Inc.	MOhawk	4-3280
Cox & Tanz	MURray Hill	2-8284
The Foreman Co.	ELdorado	5-0174
Forioe & Co.	VAnderbilt	6-5080
Free & Peters, Inc.	PLaza	5-4131
Ferguson & Walker	MURray Hill	6-9151
Arthur H. Hagg & Associates	MURray Hill	2-8865
Headley-Reed Co.	MURray Hill	3-5470
Hearst Radio, Inc.	PLaza	8-2600
George P. Hollingberry Co.	MURray Hill	3-8078
International Radio Sales	PLaza	8-2600
The Katz Agency	LOngacre	5-4595
Joseph Hershey McGillvra	MURray Hill	2-8755
J. P. McKinney	Circle	7-1178
National Broadcasting Co.	Circle	7-8300
John H. Perry Associates	BRyant	9-3357
Edward Petry & Co.	MURray Hill	2-4401
Radio Advertising Corp.	MURray Hill	3-7865
Radio Sales	Wickersham	2-2000
William G. Rambeau Co.	CAledonia	5-4940
Paul H. Raymer Co.	MURray Hill	2-8690
Reynolds-Fitzgerald, Inc.	ELdorado	5-7020
Sears & Ayer	PLaza	8-1312
Weed & Co.	VAnderbilt	6-4542
Howard A. Wilson Co.	MURray Hill	6-1230

## Advertising Agencies

N. W. Ayer & Son, Inc.	Circle	6-0200
Badger & Browning & Hersey	Circle	7-3720
Ted Bates, Inc.	Circle	6-9700

Batten, Barton, Durstine & Osborn, Inc.	ELdorado	5-5800
Benton & Bowles, Inc.	Wickersham	2-0400
Birmingham, Castleman & Pierce, Inc.	LEXington	2-7550
The Biow Co., Inc.	Circle	6-9300
Blackett-Sample-Hummert, Inc.	Wickersham	2-2700
Brooke, Smith, French & Dorrance, Inc.	MURray Hill	6-1800
Franklin Bruck Advertising Corp.	Circle	7-7661
Buchanan & Co.	MEdallion	3-3380
Campbell-Ewald Co. of N. Y.	Circle	7-6383
Cecil-Presbry, Inc.	Wickersham	2-8200
Compton Advertising Inc.	Circle	6-2800
D'Arcy Advertising Co.	ELdorado	5-3765
Donahue & Coe, Inc.	COLumbus	5-4252
Doremus & Co.	REctor	2-1600
Sherman & Ellis Co.	LACKawanna	4-3570
Erwin, Wasey & Co.	MOhawk	4-8700
William Esty & Co.	CAledonia	5-1900
Federal Advertising Agency, Inc.	ELdorado	5-6400
Albert Frank-Guenther Law, Inc.	COrtland	7-5060
Fuller & Smith & Ross, Inc.	MURray Hill	6-5600
Gardner Advertising Co.	COLumbus	5-2000
J. Stirling Getchell, Inc.	MURray Hill	6-4800
Geyer, Cornell & Newell, Inc.	Wickersham	2-5400
Grady & Wagner Co.	ELdorado	5-1625
M. H. Hackett, Inc.	Circle	6-1940
Charles W. Hoyt Co., Inc.	MURray Hill	2-0805
Ivey & Ellington, Inc.	MURray Hill	2-5248
H. W. Kastor & Sons Advertising Co.	COLumbus	5-6135
Joseph Katz Co.	Wickersham	2-2740
Kenyon & Eckhardt, Inc.	Wickersham	2-3920
H. M. Kiesewetter Advertising Agency, Inc.	LEXington	2-0025
Knox Reeves, Advertising, Inc.	MURray Hill	4-3982
Arthur Kudner, Inc.	Circle	6-3200
Lambert & Feasley, Inc.	COLumbus	5-3721
Lennen & Mitchell, Inc.	MURray Hill	2-9170
Lord & Thomas	Wickersham	2-6600
Marschalk & Pratt, Inc.	VAnderbilt	6-2022
J. M. Mathes, Inc.	LEXington	2-7450
Maxon, Inc.	ELdorado	5-2930
McCann-Erickson, Inc.	Circle	5-7000
McKee & Albright	COLumbus	5-2058
C. L. Miller Co.	MURray Hill	2-1010
Morse International, Inc.	LEXington	2-6727
Neff-Rogow, Inc.	Circle	7-4231
Newell-Emmett Co., Inc.	ASHland	4-4900
Paris & Peart	CAledonia	5-9840
Peck Advertising Agency	PLaza	3-0900
Pedlar & Ryan, Inc.	PLaza	5-1500
Charles Dallas Reach Co.	VAnderbilt	6-5924
Redfield-Johnstone, Inc.	PLaza	3-6121
Ruthrauff & Ryan, Inc.	MURray Hill	6-6400
Stack-Goble Advertising Co.	PLaza	3-7444
J. D. Tarcher & Co.	Circle	6-2626
J. Walter Thompson Co.	MOhawk	4-7700
Tracy-Locke-Dawson	ASHland	4-1690
Warwick & Legler	MURray Hill	6-8585
Ward Wheelock Co.	PLaza	3-7120
Young & Rubicam, Inc.	ASHland	4-8400

## Publications

Advertising Age	BRyant	9-6432
Advertising & Selling	CAledonia	5-9770
The Billboard	MEdallion	3-1616
Broadcasting and Broadcasting Advertising	PLaza	5-8355
Metronome	Circle	7-4500
Printers' Ink	ASHland	4-6500

Radio Advertising (Rates and Data)	MOhawk	4-1220
Radio Craft	Rector	2-9690
<b>RADIO DAILY</b>	<b>Wisconsin</b>	<b>7-6336</b>
Radio Guide	Murray Hill	2-4690
Radio Retailing	MEdallion	3-0700
Radio Today	Plaza	3-1340
Radio Weekly	WALKER	5-2576
Standard Advertising Register	MEdallion	3-5850
Tide	ASHland	4-3390
Variety	BRyant	9-8153

## News Agencies and Associations

Associated Press	Circle	6-4111
International News Service	Murray Hill	2-0131
News Features, Inc.	Circle	6-1738
Radio News Association	Murray Hill	2-4054
Transradio Press Service, Inc.	Murray Hill	2-4054
United Press	Murray Hill	2-0400

## Talent Agencies

James Appell	Circle	7-5278
Artists Management Bureau Inc.	Murray Hill	2-1888
Batchelor Enterprises, Inc.	Circle	6-4224
Herman Bernie	Columbus	5-6647
Columbia Artists, Inc.	Wickersham	2-2000
Columbia Concerts Corp.	Circle	7-6900
Consolidated Radio Artists, Inc.	Columbus	5-3580
Dolan & Doane, Ltd.	Columbus	5-1538
Evans & Salter	Circle	7-6900
Fanchon & Marco	Circle	7-5630
Moe Gale	LONGacre	3-6111
General Amusement Corp.	Circle	7-7550
William Gernannt	Vanderbilt	6-1750
Hesse & McCaffrey	ELdorado	5-1076
Ben B. Lipset, Inc.	CHickering	4-2466
A. & S. Lyons, Inc.	Plaza	3-5181
Mills Artists, Inc.	Circle	6-1566
William Morris Agency, Inc.	Circle	7-2160
Leo Morrison, Inc.	Circle	7-6413
Music Corporation of America	Wickersham	2-8900
NBC Artists Service	Circle	7-8300
Harry Norwood	Circle	5-8242
Myron Selznick Co. of N.	Circle	7-6201
Roger White	Circle	7-4943
Roy Wilson (Wilson, Powell & Hayward)	Plaza	5-5480
Ed Wolf & Associates	Columbus	5-1621
WOR Artists Bureau	Pennsylvania	6-8383

## Program Producers and Transcription and Recording Companies

Advertisers' Broadcasting Co.	BRyant	9-1176
Advertisers Recording Service	Circle	6-0141
Air Features, Inc.	Wickersham	2-0077
Allied Radio Associates	Circle	6-5240
AMP Recording Studios, Inc.	BRyant	9-1247
Arthur H. Ashley	Columbus	5-1348
Associated Music Publishers, Inc.	BRyant	9-0847
Audio-Scriptions, Inc.	Circle	7-7690
Broadcast Producers of N. Y.	ELdorado	5-9300
Ted Collins	Circle	7-0094
Columbia, Artists, Inc.	Wickersham	2-2000
Columbia Recording Corp.	Circle	7-7301
Decca Records, Inc.	Columbus	5-5662
Federal Transcribed Programs, Inc.	CAledonia	5-7530
H. S. Goodman	Wickersham	2-3338
Jean V. Grombach, Inc.	Circle	6-6540
Hansen Associates	Murray Hill	4-9823
Heffelfinger Radio Features	Vanderbilt	6-2450
Intercontinental Audio Video Corp.	Circle	7-4560
International Radio Productions	Plaza	8-2600
Kent-Johnson, Inc.	Plaza	3-7246
Langlois & Wentworth	ELdorado	5-1620
Phillips H. Lord, Inc.	Wickersham	2-2213
Charles Michelson	Murray Hill	2-3376
Miller Broadcasting System, Inc.	Circle	6-0141
Music Corp. of America	Wickersham	2-8900
Musicraft Records, Inc.	BRyant	9-6565
NBC Radio-Recording Division	Circle	7-8300
Lilian Okun, Inc.	Columbus	5-0600
Peterson Radio Productions	Wisconsin	7-0069
Radio Events Syndicate	Murray Hill	6-3487
RCA Manufacturing Co.	ASHland	4-7605

Reeves Sound Studios	Circle	6-6686
Henry Souvaine, Inc.	Circle	7-5666
Speak-O-Phone Recording & Equipment Co.	Columbus	5-1350
Standard Radio	Plaza	3-3015
Star Radio Programs	Plaza	3-4991
Ted Steele Radio Productions	Columbus	5-6188
Douglas F. Storer	Circle	7-1150
Edwin Strong, Inc.	BRyant	9-5758
Time Abroad, Inc.	Plaza	3-3015
Transamerican Broadcasting & Television Corp.	Plaza	5-9800
Transcribed Radio Shows, Inc.	LONGacre	5-3440
Tyro Productions	Columbus	5-3737
United States Record Corp.	Circle	5-7190
Universal Recording Co.	Circle	5-4895
Victor Recording Laboratory	Murray Hill	4-6200
Voices, Inc.	Circle	5-7270
Roger White	Circle	7-4943
WHN Transcription Service	BRyant	9-7800
Roy Wilson	Plaza	5-5480
Wolf Associates	Columbus	5-1621
WOR Electrical & Recording Service	Pennsylvania	6-8383
World Broadcasting System	Wickersham	2-2100

## Organizations, Unions and Government Agencies

Actors' Equity	BRyant	9-3550
Advertising Club	CAledonia	5-1810
Advertising Federation of America	BRyant	9-0430
American Association of Advertising Agencies	MOhawk	4-7982
American Communications Association	Bowling Green	9-3006
American Federation of Musicians	Pennsylvania	6-2545
American Federation of Radio Artists	Vanderbilt	6-1810
American Newspaper Publishers Association	CAledonia	5-2000
ASCAP	Columbus	5-7464
Associated Actors & Artists of America	BRyant	9-3550
Broadcast Music, Inc.	Pennsylvania	6-5466
FM Broadcasters, Inc.	Murray Hill	4-7201
Institute of Radio Engineers	MEdallion	3-5661
National Association of Broadcasters	Circle	5-5965
National Association of Performing Artists	Circle	7-8194
National Labor Relations Board	HANover	2-4174
Professional Music Men, Inc.	Circle	7-6075
Radio Club of America	LONGacre	5-6622
SESAC	BRyant	9-3223
Society of Jewish Composers, Publishers and Song Writers	LONGacre	5-9124
Songwriters' Protective Association	Columbus	5-3758
Women's National Radio Committee	Circle	7-4110

## Railroad Terminals

Grand Central	Murray Hill	6-9100
Pennsylvania	Pennsylvania	6-5600

## Hotels

Algonquin	Murray Hill	2-0101
Ambassador	Wickersham	2-1000
Astor	Circle	6-6000
Billmore	Murray Hill	9-7920
Commodore	Murray Hill	6-6000
Edison	Circle	6-5000
Lincoln	Circle	6-4500
Lombardy	Plaza	3-8600
New Yorker	MEdallion	3-1000
New Weston	Plaza	3-4800
Park Central	Circle	7-8000
Pennsylvania	Pennsylvania	6-5000
Plaza	Plaza	3-1740
Ritz Carlton	Plaza	3-4600
Ritz Tower	Wickersham	2-5000
Roosevelt	Murray Hill	6-9200
St. Moritz	Wickersham	2-5800
St. Regis	Plaza	3-4500
Savoy Plaza	VOLunteer	5-2600
Sherry Netherland	VOLunteer	5-2800
Vanderbilt	ASHland	4-4000
Waldorf-Astoria	ELdorado	5-3000
Warwick	Circle	7-2700

# IMPORTANT RADIO Telephone Numbers in LOS ANGELES



## Radio Stations

KECA	FAirfax	2121
KFAC	Fltzroy	1231
KFI	FAirfax	2121
KFOX	Mutual	2510
KFVD	DRexel	2391
KFWB	HEmpstead	5151
KGER	MAdison	2551
KGFJ	PRospect	2434
KHJ	VAAndyke	7111
KIEV	CHapman	5-2388
KMPC	BRadshaw	2-1166
KMTR	Hillside	1161
KNX	Hollywood	1212
KOY (L. A. Office)	Hillside	3374
KRKD	TUcker	7111
XEMO-XERB (L. A. Office)	PRospect	9136

## Networks

Columbia Broadcasting System	Hollywood	1212
Between 10 P.M. and 8:30 A.M.	Hollywood	7052
Don Lee Broadcasting System	VAAndyke	7111
Mutual Broadcasting System	VAAndyke	7111
National Broadcasting Co.	Hollywood	6161

## Station Representatives

Walter Biddick Co.	Richmond	6184
R. J. Bidwell Co.	PRospect	3746
John Blair & Co.	PRospect	3584
The Branham Co.	Mlchigan	1269
Free & Peters, Inc.	VAAndyke	0569
Ferguson & Walker, Inc.	GRanite	1726
George P. Hollinbery Co.	VAN Dyke	7386
Joseph Hershey McGillvra	PRospect	5319
National Broadcasting Co.	Hollywood	6161
Edward Petty & Co.	Mlchigan	8729
Radio Sales	HOLLYWOOD	1212
Paul H. Raymer Co.	VANDike	1901
Reynolds-Fitzgerald, Inc.	TUcker	2474
Howard H. Wilson Co.	GRanite	1726

## Advertising Agencies

Alber R. H. Company	PRospect	3331
Barnes Chase Co.	PRospect	4118
Batten, Barton, Durstine & Osborn	HOLLYWOOD	7337
Benton & Bowles Inc.	Hillside	9151
Botsford, Constantine & Gardner	PRospect	0205
Brisacher, Davis & Staff	PRospect	9368
Buchanan & Company, Inc.	Mlchigan	2156
Campbell-Ewald Company	PRospect	1275
Erwin, Wasey & Company	PRospect	5317

Sidney Garfinkel Advertising Agency	TRinity	8446
Glasser Advertising Agency	Fltzroy	2141
Hillman-Shane Advertising Agency Inc.	VAAndyke	5111
Hixson-O'Donnell Advertising	MUtual	8331
Lenner & Mitchell	CRestview	1-5206
Lord & Thomas	HOLLYWOOD	626E
McCann-Erickson Inc.	Mlchigan	4049
McKee & Albright, Inc.	HOLLYWOOD	8363
Miner, Dan B.	RIchmond	3101
Morgan, Raymond R. Co.	HEmpstead	4194
Needham, Louis & Brorby	GRanite	8803
Neisser-Meyerhoff, Inc.	TUcker	2607
Ruthrauff & Ryan Inc.	Hillside	7593
Scholtz Advertising Service	Mlchigan	2395
Barton A. Stebbins Advertising Agency	TRinity	8821
Thompson, J. Walter Co.	Hillside	7241
Ward Wheelock Co.	Hillside	0191
Weinberg, Milton, Advertising Co.	TUcker	4111
Young & Rubicam Inc.	HOLLYWOOD	2734

## Program Producers and Transcription and Recording Companies

Aerogram, Inc.	GLadstone	4848
Associated Transcriptions of Hollywood	Hillside	4229
Walter Biddick Co.	Richmond	6184
Columbia Recording Corp.	GRanite	4134
Paul Cruger	HOLLYWOOD	9352
Davis & Schwegler	TRinity	2006
Earnshaw Radio Productions	GLadstone	2555
Eccles Disc Recordings	Hillside	8351
Electro-Vox Recording Studios	GLadstone	2189
Fields Bros. Radio Corp.	HOLLYWOOD	7305
Irving Fogel & Associates	HOLLYWOOD	5107
Grand-Melville Co.	CRestview	6-6543
Hollywood Recording Co.	Hillside	3097
Lippe & Lazarus Productions	WALnut	2445
C. P. MacGregor	Fltzroy	4191
R. U. McIntosh & Associates	SUnset	2-9275
Raymond R. Morgan Co.	HEmpstead	4194
Music Corporation of America	BRadshaw	2-3211
NBC Radio-Recording Division	HOLLYWOOD	6161
George Logan Price, Inc.	EXposition	1960
Radioads, Inc.	HOLLYWOOD	5107
Radio Producers of Hollywood	HOLLYWOOD	6288
Radio Recorders, Inc.	HOLLYWOOD	3917
Radio Transcriptions Co. of America	HOLLYWOOD	3545
RCA Manufacturing Co.	Hillside	5171
Rec-Art Studios	PRospect	9232
Edward Sloman Productions	CRestview	1-2242
Speed-Q Sound Effects	PRospect	2035
Standard Radio, Inc.	Hillside	0188
Wolf Associates, Inc.	GLadstone	6676
World Broadcasting System	HOLLYWOOD	6321

## Radio Artists Agencies

Columbia Artists Bureau	HOLLYWOOD 6365
Columbia Management of Calif.	HOLLYWOOD 6365
Consolidated Radio Artists	CRestview 1-1171
Everett N. Crosby, Ltd.	BRadshaw 2-2771
Dolan & Doane	CRestview 1-9185
Fanchon & Marco	HOLLYWOOD 5341
General Amusement Corp.	BRadshaw 2-4259
Irwin, Lou	OXford 1005
KMTR Artists Bureau	HOLLYWOOD 0777
Lyons, A. & S.	BRadshaw 2-2898
Morris Agency, William	BRadshaw 2-4111
Morrison, Leo	CRestview 1-9191
Music Corporation of America	BRadshaw 2-3211
NBC Artists Service	HOLLYWOOD 6161
Selznick, Myron	BRadshaw 2-1133
Swanson, H. N.	CRestview 1-5115

## Publications

Broadcasting & Broadcast Advertising	GLadstone 7353
Daily Variety	HOLLYWOOD 1141
Printer's Ink	MUTual 1809
Radio Advertising (Rates and Data)	TUcker 9706
<b>RADIO DAILY</b>	<b>GRanite 6607</b>
Radio Guide	OXford 2061
Variety	HOLLYWOOD 1141
Western Advertising	VAAndyke 6320

## Air Lines

American Airlines	MIchigan 8822
Grand Central Air Terminal	CHAPman 5-1222
Los Angeles Municipal Airport	ORegon 8-1151
Pan American Airways	MIchigan 2121
TWA	MIchigan 8881
Union Air Terminal	HOLLYWOOD 1606
United Air Lines	TRinity 4771

## Sport Arenas

American Legion (Stadium-Hollywood)	HOLLYWOOD 2951
Los Angeles Coliseum	RIchmond 6391
Gilmore Stadium	WHITney 1163

## Railway Terminals

Santa Fe	MUTual 0111
Southern Pacific	MIchigan 6161
Union Pacific	TRinity 9211

## Hotels

Ambassador Hotel	DRexel 7011
Biltmore Hotel	MIchigan 1011
Christie Hotel	HOLLYWOOD 2241
Clark Hotel	MIchigan 4121
Del Monte Hotel (L. A. Offices)	EXposition 9767
Garden of Allah Hotel	HOLLYWOOD 3581
Hollywood Hotel	HEmpstead 4181
Hollywood Knickerbocker	GLadstone 3171
Hollywood Plaza Hotel	GLadstone 1131
Roosevelt Hotel	HOLLYWOOD 2442
The Town House	EXposition 1234

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

### Federal Departments and Agencies

White House	NAational 1414
State Department	DIstrict 4510
Treasury Department	NAational 6400
War Department	NAational 2520
Justice Department	NAational 0185
Post Office Department	DIstrict 5360
Navy Department	DIstrict 2900
Interior Department (Office of Education)	REpublic 1820
Agriculture Department	REpublic 4142
Commerce Department	DIstrict 2200
Labor Department	NAational 6741
Federal Trade Commission	NAational 8206
<b>FEDERAL COMMUNICATIONS COMMISSION</b>	DIstrict 1654
Securities Exchange Commission	DIstrict 3633
National Labor Relations Board	NAational 9716
Wage & Hour Administration	NAational 6741
Social Security Board	DIstrict 2812
Supreme Court of the U. S.	NAational 5321
D. C. Court of Appeals	NAational 4624
U. S. District Court (for D. C.)	DIstrict 2854
Capitol (Senate and House)	NAational 3120

### Non-Governmental

Clear Channel Group	MEtropolitan 1464
National Association of Broadcasters	NAational 2080
National Association of Regional Broadcast Stations	MEtropolitan 0023
National Independent Broadcasters	REpublic 3607
National Press Club	MEtropolitan 0345
Radio Correspondents' Assn. (Extension 1410)	NAational 1410
<b>RADIO DAILY</b>	REpublic 2595
Radio Manufacturers' Association	NAational 4901

### Radio Stations

WJSV	MEtropolitan 3200
WMAL-WRC	REpublic 4000
WOL	MEtropolitan 0012
WWDC	NAational 7203
WINX	REpublic 8000

### Hotels

Carleton Hotel	MEtropolitan 2626
Mayflower Hotel	DIstrict 3000
Raleigh Hotel	NAational 3810
Willard Hotel	NAational 4420

### News Services

Associated Press	DIstrict 1500
International News Service	NAational 1733
Transradio Press	NAational 1178
United Press	NAational 9052

### Railway Terminals

Baltimore & Ohio R. R.	DIstrict 3300
Pennsylvania R. R.	DIstrict 1424
Union Station	NAational 2760



**READY-TO-BROADCAST LOCAL PROGRAMS?**

*NBC is your Answer!*

NBC offers radio stations two outstanding services for building audience-commanding local commercial and sustaining programs.

1. NBC Thesaurus "The Treasure House of Recorded Programs" provides "big-name, big-time" musical programs at trifling cost. Weekly continuity for 20 stellar series (70 programs weekly).
2. NBC Syndicated Program Series. Outstanding, expertly produced successes like "The Lone Ranger," "Betty and Bob," "Hollywood Headliners," "Five-Minute Mysteries" — and many more.

**CUSTOM-BUILT PROGRAMS FOR "SPOTS"?**

*NBC is your Answer!*

NBC's "custom" recorded program service is *complete*—includes writing, casting, production; also, recording, processing, manufacturing and distribution of pressings—all recorded NBC Orthoacoustic®. Recording, processing and manufacture of pressings, of course,

\* Registered Trademark

for agencies preferring to handle their own production. Yes—and a choice of 200 stations for advertisers who select NBC Thesaurus programs for "spot" and local broadcasts.

**PROGRAM PLANNING HELP?**

*NBC is your Answer!*

Includes studios, technical service, casting help—everything you need. The unmatched facilities of the "Program Center of Radio" are all yours when your show is recorded by NBC.

**AIR CHECKS?**

*NBC is your Answer!*

Of course—"off the line" and "off the air" recordings for radio artists, producers, advertisers and agencies — as production check and for audition, reference or rebroadcast. Complete facilities at all offices.

{ Scores of advertisers and agencies—large and small }  
 { —use all or part of NBC's complete radio-recording }  
 { service. Let us demonstrate how this *outstanding* }  
 { service fits your requirements. }



# NBC Radio-Recording Division

**NATIONAL BROADCASTING COMPANY**

A Radio Corporation of America Service

RCA Bldg., Radio City, N. Y. • Trans-Lux Bldg., Washington, D. C. • Merchandise Mart, Chicago • Sunset and Vine, Hollywood

# IMPORTANT RADIO Telephone Numbers in CHICAGO



## Radio Stations

KSTP (Chicago office)	SUPerior	8660
WAAF	RANdolph	1932
WBBM	WHIttehall	6000
WCBD	SEELy	8066
WCFL	SUPerior	5300
WCRW	LINcoln	2188
WEDC	CRAwford	2436
WENR	SUPerior	8300
WGES	SEELy	8066
WGN	SUPerior	0100
WHFC	LAWndale	8228
WHIP	WEBster	4514
WHN (Chicago office)	RANdolph	5254
WIND (Chicago office)	STATE	4176
WJJD	STATE	5466
WLS	HAYmarket	7500
WLW (Chicago office)	STATE	0366
WMAQ	SUPerior	8300
WMBI	MICHigan	1570
WMCA (Chicago office)	STATE	9493
WOR (Chicago office)	SUPerior	5110
WSBC	SEELy	8066

## National Networks

Columbia Broadcasting System	WHIttehall	6000
Mutual Broadcasting System	SUPerior	0100
National Broadcasting Co.	SUPerior	8300

## Station Representatives

John Blair & Co.	SUPerior	8659
The Branham Co.	CENtral	5726
Burn-Smith Co.	CENtral	4270
Capper Publications	CENtral	5977
Cox & Tanz	FRAnklin	2095
The Foreman Co.	DELaware	1869
Forjoe & Co.	DEABorn	3271
Free & Peters	FRAnklin	6373
Ferguson & Walker	STATE	5262
Arthur Hagg & Associates	CENtral	7553
Headley-Reed Co.	FRAnklin	4687
George P. Hollingbery	STATE	2898
International Radio Sales	CENtral	4547
The Katz Agency	CENtral	4238
Joseph Hershey McGillvra	SUPerior	3444
J. R. McKinney & Son	SUPerior	9866
National Broadcasting Co.	SUPerior	8300
John H. Perry Associates	HARRison	8085
Edward Petry & Co.	DELaware	8600
Radio Sales	WHIttehall	6000
Radio Advertising Corp.	CENtral	1743
William G. Rambeau Co.	ANDover	5566
Paul H. Raymer Co.	SUPerior	4473
Reynolds-Fitzgerald, Inc.	STATE	4294
Sears & Ayer	SUPerior	8177
Weed & Co.	RANdolph	7730
Howard H. Wilson Co.	CENtral	8744

## Advertising Agencies

Aubrey, Moore & Wallace Inc.	RANdolph	0830
N. W. Ayer & Son, Inc.	RANdolph	3456
Batten, Barton, Durstine & Osborn, Inc.	SUPerior	9201
Blackett-Sample-Hummert, Inc.	DEABorn	0900
William Blair Baggeley, Inc.	STATE	2154
Buchanan & Co.	SUPerior	3047
Leo Burnett Co.	CENtral	5959

Campbell-Ewald Co.	CENtral	1946
Cecil-Presbrey	CENtral	5255
Compton Advertising	STATE	8747
Critchfield & Co.	SUPerior	3061
Doremus & Co.	CENtral	9132
Sherman K. Ellis & Co.	HARRison	8612
Erwin, Wasey & Co., Ltd.	RANdolph	4952
Albert Frank-Guenther Law, Inc.	DEABorn	8910
J. Stirling Getchell	HARRison	2606
Goodkind, Joice & Morgan	SUPerior	6747
Grant Advertising, Inc.	SUPerior	9054
Henri, Hurst & McDonald, Inc.	SUPerior	3000
H. W. Kastor Advertising Co., Inc.	CENtral	5331
Lord & Thomas	SUPerior	4800
Maxon, Inc.	DELaware	3536
Hays, MacFarland & Co.	RANdolph	9360
McCann-Erickson, Inc.	WEBster	3701
McJunkin Advertising Co.	STATE	5060
C. L. Miller Co.	CENtral	1640
Needham, Louis, & Brorby, Inc.	STATE	5152
Neisser-Meyerhoff, Inc.	DELaware	7860
Presba, Fellers & Presba	CENtral	7683
Roche, Williams & Cunyngnam	HARRison	8490
Rogers & Smith	DEABorn	0021
Ruthrauff & Ryan, Inc.	RANdolph	2625
Russell M. Seeds Co.	DELaware	1045
Sherman & Marquette, Inc.	DELaware	8000
Stack-Goble Advertising Agency	RANdolph	0160
J. Walter Thompson Co.	SUPerior	0303
Wade Advertising Agency	STATE	7369
Wessel Co.	VICTory	1300
Young & Rubicam, Inc.	CENtral	3144

## Program Producers and Transcription and Recording Companies

Chicago Recording Studios	WEBster	7288
Columbia Recording Corp.	WHIttehall	6000
Decca Records, Inc.	DELaware	8800
Estelle Lutz Artists Bureau	HARRison	3435
International Radio Productions	CENtral	4547
Music Corporation of America	DELaware	1100
NBC Radio Recording Division	SUPerior	8300
Parker-Piper Talent Productions	DELaware	2277
Press Radio Features	RANdolph	9333
RCA Manufacturing Co.	DELaware	4774
Radio Recording Studios	EDGewater	6461
Standard Radio, Inc.	STATE	3153
Transamerican Broadcasting & Television Corp.	STATE	0366
Carl Wester & Co.	RANdolph	6922
World Broadcasting System	SUPerior	9114

## News Agencies and Associations

Associated Press	STATE	7700
International News Service	ANDover	1234
RADIO DAILY	STATE	7596
Transradio Press Service	STATE	8091
United Press	RANdolph	3666

## Organizations and Unions

Actor's Equity	WELLington	6377
American Federation of Musicians	STATE	0063
American Federation of Radio Artists	SUPerior	6517
Ascap	RANdolph	1805
University Broadcasting Council	CENtral	2015



**NBC**  
**Red**  
**NETWORK**

The network **MOST** people  
listen to **MOST**

NATIONAL BROADCASTING COMPANY • A RADIO CORPORATION OF AMERICA SERVICE





# THE BUSINESS SIDE of RADIO



*Major Network Billings*

*Agency and Sponsor Network  
Expenditures*

*Advertising Agencies*

*F. T. C. Activities*

*Standard Conditions and Contract  
for Spot Broadcasting*

*Station Representatives*

*Radio Library*

*American Association of  
Advertising Agencies*

*Research Firms*

*Radio Publications*

*Radio Editors of Newspapers*



"HE MUST BE ADVERTISING ON THE BLUE NETWORK!"



*Loyd*

*The*  
**BLUE**  
**NETWORK**  
**OF NBC**

*Sales thru*

*the air with the greatest of ease*



NATIONAL BROADCASTING COMPANY  
A RADIO CORPORATION OF AMERICA SERVICE

# THE GROWING TREND TO SPOT BROADCASTING

By  
**Benn Hall**  
Staff of *RADIO DAILY*

**S**POT broadcasting is assuming greater importance than ever as a potent branch of radio advertising. Flexible, adaptable, and capable of being "localized," spot has been in increasing use since it was first tried. Advertisers who saw special marketing problems and opportunities presented by the defense measures found in spot radio an ideal medium to quickly and effectively reach audiences with increasing purchasing power.

But it's not only in special cases of this type that spot radio dramatically emerges to do a unique job. Day-in, day-out spot advertising has proved itself to be a solid and practical medium for selling goods of all types to all kinds of customers and to solve numerous sales problems effectively and economically.

## Flexibility

Being among the most flexible of media, spot radio may be used as an independent advertising arm, or may be used in conjunction with other forms of radio advertising, as well as with magazine, newspaper, and farm paper campaigns. It can be used to give added impetus to a national campaign; it can be used in opening new markets; it can be the needed "shot-in-the-arm" to arouse slumbering sales by hyping customer and dealer interest.

New products may be tested via spot radio. Consumer acceptance, dealer cooperation, distribution—all the factors which may make or break a new product

may be tested "in miniature" through the proper use of spot radio.

These are some of the jobs spot radio does.

National and regional advertisers know spot radio will move goods from shelves and showrooms. The list of "contended users" is a "Who's Who" of American advertisers. Such firms as Bulova, Esso, Ex-Lax, Ford, Carter's, and Procter & Gamble are among the diverse companies which have effectively sold their goods with the aid of spot advertising.

## That Budget

But spot radio is by no means confined to advertisers with bulging bankrolls. Small firms have often seen sales soar through the judicious use of spot radio. There are few financial limits to spot broadcasting. A surprisingly small advertising budget can make one a sponsor, and there's no ceiling on what may be spent by large advertisers. Programs or announcements may be purchased on one or hundreds of stations. Day or evening hours may be used.

An indication of the importance of spot radio to advertisers may be seen in the various moves to secure additional statistical data regarding the activity of spot accounts. The NAB and National Radio Records are among the groups which have established machinery to secure and make available spot broadcasting facts.

## Cooperation

The station representative has grown in influence and in prestige through his promotion of spot radio. He is who "scouts" for accounts which may become active, who attempts to interest new advertisers in spot radio, and to sell his stations to agencies. The million-and-one details of servicing both accounts and stations are part of his job. He is the vital link between station and agency—availabilities, suitable programs or spots at the right hours for special merchandising efforts, statistical data on stations and markets are among the needed facts he furnishes as they are needed.

Stations, representatives, agencies and advertisers have in spot radio a dynamic and effective advertising medium which is finding increasing acceptance from both large and small sponsors.



# \$96,453,603\*



## DID YOU GET WHAT YOU WANTED?

That string of boxcar figures represents what advertisers spent for *time alone* on three major radio networks during 1940. When the figures for 1941 are in they'll probably be as big—or bigger. Some of 1941's expenditure will turn into sound investment. Some will have to be written off as speculations that turned into duds.

You can do a sounder job of selling over the air if your programs are Ross Federal tested. By knowing, day by day, who hears your program, who knows what you are selling, by knowing how many listeners become buyers—and WHY, you can get rid of the

bugbear of hit-or-miss spending and really make radio work for you.

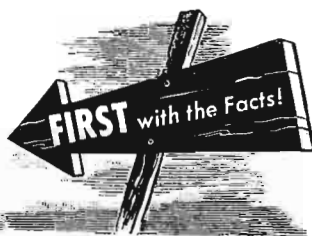
Ross Federal Research coincidental surveys will measure the size of your radio audience quickly and accurately in any American community. Ross Federal personal interview studies will speedily measure how effectively your radio advertising is converting listeners into purchasers. A complete study of your radio market—planned the Ross Federal way—will give you the facts you need to protect your investment in radio advertising.

Get in touch with a Ross Federal Research man today. Let him help you plan for '41.

*\*The amount advertisers paid for time alone on three major networks during 1940. Figures from Broadcasting, Jan. 20.*

## ROSS FEDERAL RESEARCH CORPORATION · 18 EAST 48th STREET · NEW YORK

Boston New Haven Albany Buffalo Philadelphia Pittsburgh Cleveland  
Cincinnati Washington Charlotte Memphis Atlanta New Orleans Detroit  
Chicago Milwaukee Minneapolis Des Moines Kansas City Indianapolis  
Omaha St. Louis Dallas Oklahoma City Los Angeles San Francisco  
Portland Seattle Salt Lake City Denver



# Comparative Major Network Billings For 1940—1939—1938—1937

## *Columbia Broadcasting System*

	1940	1939	1938	1937
January .....	\$3,575,946	\$2,674,057	\$2,879,945	\$2,378,620
February .....	3,330,627	2,541,542	2,680,335	2,264,317
March .....	3,513,170	2,925,684	3,034,317	2,555,716
April .....	3,322,689	2,854,026	2,424,180	2,563,478
May .....	3,570,727	3,097,484	2,442,283	2,560,558
June .....	3,144,213	2,860,180	2,121,495	2,476,576
July .....	3,071,398	2,311,953	1,367,357	1,988,412
August .....	2,875,657	2,341,636	1,423,865	1,955,280
September .....	3,109,863	2,563,132	1,601,755	2,028,585
October .....	4,001,492	3,366,654	2,387,395	2,505,485
November .....	3,689,778	3,474,163	2,453,410	2,654,473
December .....	3,819,989	3,529,154	2,529,060	2,786,618
<b>Total .....</b>	<b>\$41,025,549</b>	<b>\$34,539,665</b>	<b>\$27,345,397</b>	<b>\$28,722,118</b>

## *Mutual Broadcasting System*

	1940	1939	1938	1937
January .....	\$ 317,729	\$315,078	\$269,894	\$213,748
February .....	337,649	276,605	253,250	232,286
March .....	390,813	306,976	232,877	247,431
April .....	363,468	262,626	189,545	200,134
May .....	322,186	234,764	194,201	154,633
June .....	299,478	228,186	202,412	117,388
July .....	235,182	216,583	167,108	101,458
August .....	227,865	205,410	164,626	96,629
September .....	283,463	210,589	200,342	132,866
October .....	784,676	428,221	347,771	238,683
November .....	627,562	327,045	260,929	258,357
December .....	576,983	317,699	337,369	245,465
<b>Total .....</b>	<b>\$4,767,054</b>	<b>\$3,329,782</b>	<b>\$2,920,324</b>	<b>\$2,239,077</b>

## *National Broadcasting Company*

(Combined Blue and Red Networks)

	1940	1939	1938	1937
January .....	\$4,405,208	\$4,033,900	\$3,793,516	\$3,541,999
February .....	4,132,084	3,748,695	3,498,053	3,295,782
March .....	4,304,344	4,170,852	3,806,831	3,614,283
April .....	4,041,518	3,560,984	3,310,505	3,277,837
May .....	4,034,622	3,702,102	3,414,200	3,214,819
June .....	3,642,100	3,382,404	3,200,569	3,003,387
July .....	3,830,438	3,283,555	2,958,710	2,707,450
August .....	3,738,262	3,312,570	2,941,099	2,784,977
September .....	3,879,779	3,315,307	2,979,241	2,850,581
October .....	5,045,694	4,219,253	3,773,964	3,339,739
November .....	4,699,078	4,234,984	3,898,919	3,381,346
December .....	4,909,873	4,279,748	3,887,072	3,639,086
<b>Total .....</b>	<b>\$50,663,000</b>	<b>\$45,244,354</b>	<b>\$41,462,679</b>	<b>\$38,651,286</b>

# CLASSIFICATION BREAKDOWN OF 1940 NETWORK EXPENDITURES

Compiled by National Radio Records

GENERAL		\$86,911,904
Agriculture	\$ 239,138	
Alcoholic Beverages	25,135	
Amusements	15,275	
Confections	2,060,070	
Educational	74,416	
Groceries	37,923,862	
Baking Products	\$ 4,496,525	
Beverages	4,606,162	
Cereals and Breakfast Foods	5,023,843	
Condiments	177,812	
Dairy Products	3,104,046	
Disinfectants and Exterminators	68,794	
Laundry Soaps and Cleansers	11,265,146	
Meats, Fish and Poultry	712,811	
Miscellaneous	8,468,723	
Housing Equipment and Supplies	1,600,732	
Industrial	586,646	
Insurance	731,427	
Jewelry and Silverware	302,000	
Medical	8,704,500	
Miscellaneous	933,043	
Publications	344,468	
Public Utilities	407,028	
Radio	35,232	
Tobacco	14,703,523	
Cigars	916,054	
Cigarettes	11,338,194	
Smoking Tobacco	2,444,835	
Miscellaneous	4,440	
Toilet Requisites	17,689,002	
Antiseptics	383,463	
Dentifrices	4,972,879	
Perfumes and Cosmetics	3,224,962	
Toilet Soaps	8,457,415	
Miscellaneous	650,283	
Transportation	318,563	
Wearing Apparel	217,844	
AUTOMOTIVE		7,487,660
Gasolines and Oils	4,871,515	
Passenger Cars	2,116,652	
Tires and Tubes	492,842	
Miscellaneous	6,651	
FINANCIAL		272,951
Banks and Trust Companies	25,025	
Miscellaneous	247,926	
RETAIL		144,175
POLITICAL		1,638,913
TOTAL		\$96,455,603



CBS sweeps *all*  
network “firsts”  
in 1940

# CBS audience le

*“The strongest ‘all-day’ schedule in network history”*

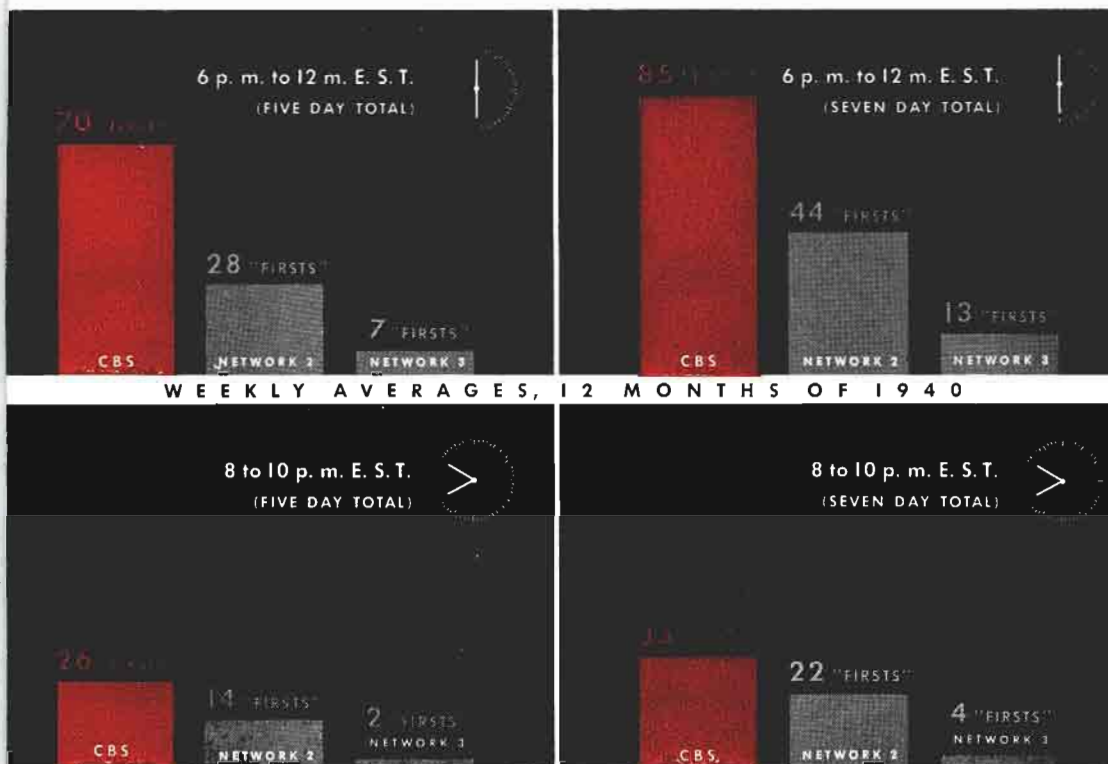
**R**egular CAB program ratings show CBS with a *consistently stronger schedule than any other network in all of 1940*. The Columbia Network, against all competition, delivered the largest audiences to its clients, for more program-periods in the *entire* broadcasting day than *any* other network. Counting every rated regularly sponsored quarter-hour on all networks in all of 1940, CBS averaged 161 “firsts” each week against all competition; the second network had 154; the third network, only 18 “firsts”.

CBS leadership is most striking in “the major battleground of network competition”; in the tensely competitive *evening* hours. Whether you take the entire evening (6:00 p.m. to 12:00 m.) or just the heart of the evening (8:00 to 10:00 p.m.), *CBS wins more “firsts” than the second and third networks combined*. The exact evening score is shown in the charts, for all of 1940.



# Leadership in 1940

*"In the major battlegrounds of network competition"\**



These charts are based on CAB rated sponsored programs in 1940, and show the average number of quarter hours, each week in 1940, in which each network delivered the largest audience to its clients against *all* other network competition.

\* 6:00 p. m. to 12:00 midnight E. S. T. and 8:00 to 10:00 p. m. E. S. T. See text on facing page for score on *entire* broadcasting day.

and 

Advertisers invested  
more money for CBS  
facilities in 1940 than  
for *any* other network  
... more than was  
*ever* before invested  
in *any* network!

And in 1940, more of the 100  
largest U.S. advertisers chose  
CBS than any other network  
... *for the 7th consecutive year!*

# — Agency National — Network Expenditures

	1940	1939	1938
Blackett-Sample-Hummert	\$12,108,788 (1)	\$10,714,498 (1)	\$9,093,125 (1)
Benton & Bowles	7,678,574 (2)	5,385,301 (4)	4,800,399 (4)
Young & Rubicam	6,497,166 (3)	6,481,352 (2)	5,093,640 (3)
Ruthrauff & Ryan	6,343,379 (4)	4,991,348 (5)	4,015,959 (6)
Compton Advertising	5,282,502 (5)	3,811,128 (7)	3,107,788 (7)
J. Walter Thompson	4,572,235 (6)	6,342,268 (3)	5,320,608 (2)
Lord & Thomas	3,779,806 (7)	3,891,308 (6)	4,791,586 (5)
Newell-Emmett	3,526,349 (8)	1,987,362 (11)	1,693,314 (9)
BBD&O	3,411,767 (9)	2,481,296 (10)	1,588,554 (10)
Ward Wheelock	3,344,475 (10)	2,595,270 (9)	2,258,425 (8)
Pedlar & Ryan	2,880,022 (11)	2,902,570 (8)	1,588,185 (11)
Wm. Esty	2,652,805 (12)	1,852,529 (12)	1,096,359 (18)
Russel M. Seeds	1,920,143 (13)	1,400,433 (15)	*
Biow Co.	1,850,340 (14)	1,234,522 (18)	1,081,115 (19)
H. W. Kastor	1,603,328 (15)	1,732,120 (13)	1,245,302 (15)
Lennen & Mitchell	1,579,545 (16)	1,613,974 (14)	1,500,635 (12)
Knox Reeves	1,556,256 (17)	*	*
N. W. Ayer	1,495,547 (18)	1,144,316 (20)	1,397,535 (13)
Stack-Goble	1,460,784 (19)	1,294,410 (16)	1,007,060 (20)
Wade Advertising	1,393,382 (20)	1,236,254 (17)	1,383,741 (14)

\* Not among 20 leaders

## Columbia Broadcasting System 1940 Sponsor Expenditures

General Foods Corp.	\$1,092,519
Campbell Soup Co.	1,013,389
Colgate-Palmolive-Peet Co.	3,368,706
Lever Brothers Co.	3,056,922
Procter & Gamble Co.	2,239,961
Liggett & Myers Tobacco Co.	1,121,327
William Wrigley Jr. Co.	1,368,221
Brown & Williamson Tobacco Corp.	1,158,722
R. J. Reynolds Tobacco Co.	1,084,619
American Tobacco Co.	1,071,751
Chrysler Corp.	986,019
Ford Motor Co.	911,638
American Home Prod. Corp.	912,622
The Texas Co.	911,171
Continental Baking Co., Inc.	908,101
Sterling Products, Inc.	871,116
Phillip Morris & Co., Ltd.	855,148
Prudential Insurance Co. of America	721,655
Pet Milk Sales Corp.	713,883
General Mills, Inc.	613,917
Corn Products Refining Co.	566,121
Lady Esther Co.	517,795
American Oil Co.	469,393
Gulf Oil Corp.	459,113
Chesebrough Mfg. Co.	115,315
Penn Tobacco Co.	108,237
E. S. Tobacco Co.	100,103
The Lambert Co.	383,463

Campana Sales Co.	371,012
The Cudahy Packing Co.	368,199
California Fruit Growers Exchange	348,363
Nehi Corp.	331,836
George A. Hormel & Co.	305,610
International Silver Co.	302,000
Gillette Safety Razor Co.	264,291
Ethyl Gasoline Corp.	262,590
Eversharp, Inc.	231,403
Lehn & Fink Products Corp.	221,121
Commercial Credit Co.	209,067
Sinclair Refining Co.	185,861
Pepsi Cola Co.	165,212
Sealttest, Inc.	158,310
Thomas J. Lipton, Inc.	150,149
Hawaiian Pineapple Co., Ltd.	136,105
Bowey's, Inc.	135,567
Florida Citrus Commission	132,153
Best Foods, Inc.	119,023
Libbey-Owens-Ford Glass Co.	111,050
Mennen Co.	106,010
Los Angeles Soap Co.	99,819
The Pure Oil Co.	98,021
Purity Bakeries Service Corp.	89,985
Fels & Co.	79,575
Stephano Brothers	55,857
Coca Cola Co.	14,510
National Lead Co.	39,129
Columbia Recording Corp.	32,995
Axton Fisher Tobacco Co.	30,737
Beneficial Management Corp.	20,735
Union Oil Co.	19,975
Bathasweet Corp.	19,222
P. Lorillard Co.	19,008
Chamberlain Labs., Inc.	13,829
Wilmington Trans. Co.	17,707
Colonial Dames, Inc.	17,103
Tidewater Associated Oil Co.	16,080



# ARTIE SHAW

MANAGEMENT: GENERAL AMUSEMENT CORP.

Peter Paul, Inc.	14,684
Albers Brothers Milling Co.	11,295
Atlantic Refining Co.	13,781
Planters Nut & Chocolate Co.	12,283
Langendorf United Bakeries	11,667
Great Atlantic & Pacific Tea Co.	8,993
General Petroleum Corp. of Calif.	8,896
Paramount Pictures, Inc.	8,858
Smith Brothers	8,802
Knox Gelatine Co., Inc.	7,566
Holland Furnace Co.	6,026
E. R. Squibb & Sons	5,061
F. B. Washburn Candy Corp.	4,890
D. Ghiradelli Co.	3,912
Luden's, Inc.	3,749
Rio Grande Oil, Inc.	3,510
Chocolate Products Co.	3,278
H. P. Hood & Sons	2,208
Noxema Chemical Co.	1,701
Political Advertisers	535,106

**TOTAL** ..... \$11,025,519

### Mutual Broadcasting System 1940 Sponsor Expenditures

The Wander Company	\$ 526,026
Bayuk Cigars, Inc.	510,949
Gospel Broadcasting Association	402,232
General Cigar Co.	343,681
Macfadden Publications	199,091
Richfield Oil Corporation	197,388
General Baking Co.	181,221
American Safety Razor Corp.	158,857
Lutheran Laymen's League	127,166
Wheeling Steel Corp.	123,556
Gillette Safety Razor Co.	116,731
The Carnation Company	99,852
Ironized Yeast Co.	99,173
The Cudahy Packing Co.	95,710
White Laboratories, Inc.	91,265
American Economic Foundation	72,115
Delaware, Lackawanna & Western Coal Co.	70,317
Illinois Meat Co.	68,940
R. B. Semler, Inc.	51,395
American Tobacco Co.	50,892
Phillp Morris & Co.	48,195
United Air Lines	42,150
Howard Clothes	40,618
The Mennen Company	40,344
Griffin Manufacturing Co.	40,291
Peter Paul, Inc.	27,858
National Refining Co.	26,975
V. La Rosa & Sons, Inc.	26,025
Bell & Company	22,376
Young People's Church of the Air	19,189
American Bird Products, Inc.	18,051
Hartz Mountain Products	17,148
Phileo Radio & Television Co.	15,000
Moody Bible Institute	14,370
Paul F. Beich Co.	13,657
Detroit Corporation	13,472
Fidelio Brewery, Inc.	11,880
John B. Canepa Company	10,847
Paramount Pictures, Inc.	5,331
William Demuth & Co.	4,410
National Conference of Prayer & Evan- gelism	3,987
Detroit Bible Class	2,576
Swift & Company	2,003
The Maltex Company, Inc.	1,316
El Paso County Board of Development	1,086
Political	293,898
Cooperative	410,688

**TOTAL** ..... \$1,767,054

### National Broadcasting Co. 1940 Sponsor Expenditures

Adam Hat Stores, Inc.	\$ 217,772
Air Conditioning Training Corp.	74,416
American Home Products Co.	1,909,117
American Oil Co.	3,320
American Tobacco Co., Inc.	1,144,570
Babbitt, Inc., B. T.	618,961
Bank of Amer. Nat. Trust & Savings Assn.	16,841
Bell Telephone System	406,308
Better Speech Institute of America	82,046
Bristol-Myers Co.	1,077,176
Brown & Williamson Tobacco Corp.	1,814,033
Canada Dry Ginger Ale, Inc.	310,933
Canadian Railway Assn.	79,368
Cardinet Candy Co.	36,208
Carnation Co.	611,904
Chamberlain Laboratories, Inc.	42,291
Chemicals, Inc.	4,101
Cities Service Co.	626,101
Colgate-Palmolive-Peet Co.	965,516
Consolidated Royal Chemical Corp.	15,984
DuPont de Nemours Co., E. I.	370,521
Emerson Drug Co.	104,982
Fendrich, Inc., H.	61,425
Firestone Tire & Rubber Co.	492,842
Fitch Co., F. W.	515,393
Food & Beverage Broadcasters Ass'n.	92,566
Gallenkamp Stores Co.	33,264
General Electric Co.	525,796
General Foods Corp.	1,794,830
General Mills, Inc.	2,195,735
Gillette Safety Razor Co.	47,850
Gordon Baking Co.	82,084
Greyhound Lines	168,028
Griswold Mfg. Co.	5,451
Grove Laboratories, Inc.	188,280
Gu'den, Inc., C. H.	52,720
Hall Bros., Inc.	63,328
Hecker Products Corp.	216,751
Hormel, Geo. A. & Co.	260,880
Illinois Central Railroad	11,310
Jergens Co., Andrew	1,033,807
Johnson, S. C. & Son, Inc.	633,512
Knapp-Monarch Co.	26,600
Lady Esther Co., Ltd.	37,104
Lance Packing Co.	16,019
Langendorf Bakeries, Inc.	31,320
Larus Bro. Co.	6,861
Lever Bros.	114,152
Lewis-Howe Co.	957,351
Liggett & Myers Tobacco Co.	1,932,386
Loose Wiles Biscuit Co.	4,424
Lorillard Co., P.	526,730
Manhattan Soap Co.	114,680
Mars, Inc.	514,714
Miles Laboratories, Inc.	1,393,382
Modern Food Process Co.	69,887
Moore & Co., Benjamin	35,280
Morrell & Co., John	135,018
Morris, Philln, & Co., Ltd.	704,868
Muel'ler, C. F., & Co.	45,600
Musterole Co.	102,600
Nash-Kelvinator Corp.	169,628
National Dairy Products Corp.	1,339,299
Ohio Oil Co.	75,048
Pacific Coast Borax Co.	318,096



# ORRIN TUCKER

*And His Orchestra*



*Management:* Music Corporation of America

Pepsodent Co. ....	624,010
Pillsbury Flour Mills Co. ....	230,424
Procter & Gamble Co. ....	8,759,452
Pure Oil Co. ....	259,679
Quaker Oats Co. ....	955,756
Ralston Purina Co. ....	310,004
Remington Rand, Inc. ....	31,112
Reynolds Tobacco Co., R. J. ....	1,012,990
Richardson & Robbins ....	70,560
Richfield Oil Corp. ....	201,137
Sherwin Williams Co. ....	250,376
Signal Oil Co. ....	61,212
Skelly Oil Co. ....	49,506
Standard Brands, Inc. ....	1,501,199
Standard Oil Co. of Cal. ....	68,580
Sterling Products, Inc. ....	5,001,680
Sun Oil Co. ....	676,712
Swift & Co. ....	4,788
Texas Co. ....	118,238
Tidewater-Associated Oil Co. ....	19,019
Tillamook County Creamery Ass'n. ....	16,324
Union Oil Co. of Cal. ....	39,456
U. S. of Brazil ....	21,752
Vick Chemical Co. ....	29,543
Wander Co. ....	28,260
Ward Baking Co. ....	76,244
Warner, Wm. R., Co., Inc. ....	209,034
Welch Grape Juice Co. ....	246,721
Wesson Oil & Snowdrift Sales Corp. ....	48,924
Westinghouse Elec. & Mfg. Co. ....	503,592
Wheatena Corp. ....	26,730
Williams Co., J. B. ....	328,861
Williamson Candy Co. ....	16,224

**TOTAL GROSS COMMERCIAL**

**EXPENDITURES \$49,853,394**

**POLITICAL ADVERTISERS  
1940**

American Labor Party .....	\$ 3,103
American Writers Committee for Willkie .....	23,733
Associated Willkie Clubs .....	104,570
Committee of Business Men for Willkie .....	7,788
Communist National Election Committee .....	7,397
Democratic National Committee .....	260,109
Democratic State Committee of New Jersey .....	23,298
Democrats for Willkie .....	46,474
District of Columbia Republican State Committee .....	1,121
Hiram Johnson for Senator .....	1,928
Jeffersonian Democrats of the 11 Western States .....	600
National Federation of Republican Women's Clubs of America .....	9,386
National Independent Committee of Voters for Roosevelt and Wallace .....	3,078
New York State Democratic Committee .....	83,582
New York State Republican Committee .....	31,915
North. California Willkie-McNary Campaign Committee .....	1,435
No Third Term Democrats .....	3,522
No Third Term Democrats of Illinois .....	6,624
Republican National Committee .....	158,924
Republican State Committee of Pennsylvania .....	8,131
Socialist Labor Party .....	4,234
Townsend for Willkie Club .....	2,910
Willkie War Veterans National Committee .....	4,488
Willkie Volunteers .....	212
Women's Republican Clubs of Boston .....	7,342
Women Workers for Willkie .....	1,032
Writers Committee for Roosevelt .....	2,670

**TOTAL GROSS POLITICAL**

**EXPENDITURES \$ 809,606**  
**TOTAL (125 Advertisers) \$50,663,000**

**Columbia Broadcasting  
System 1940 Agency  
Gross Billings**

Benton & Bowles, Inc. ....	\$5,928,983
Ruthrauff & Ryan, Inc. ....	4,569,185
Young & Rubicam, Inc. ....	4,362,245
Ward Wheelock Co. ....	3,311,475
BBD&O, Inc. ....	2,063,012
Blackett-Sample-Hummert, Inc. ....	1,959,603
Newell-Emmett Co., Inc. ....	1,589,539
William Esty & Co., Inc. ....	1,515,550
J. Walter Thompson Co. ....	1,333,142
Lord & Thomas .....	1,274,855
The Blow Co., Inc. ....	1,094,199
N. W. Ayer & Son, Inc. ....	1,033,432
Neisser-Meyerhoff, Inc. ....	960,661
Pedlar & Ryan, Inc. ....	929,519
Buchanan & Co., Inc. ....	920,329
Compton Advertising, Inc. ....	889,617
Gardner Advertising Co. ....	704,733
H. W. Kastor & Sons Adv. Co., Inc. ....	613,185
C. L. Miller Co. ....	566,121
Arthur Kudner, Inc. ....	532,256
McCann-Erickson, Inc. ....	476,830
Joseph Katz Co. ....	469,393
Knox Reeves Advertising, Inc. ....	413,378
Lambert & Feasley, Inc. ....	383,463
Aubrey, Moore & Wallace, Inc. ....	371,042
Maxon, Inc. ....	264,294
Reche, Williams & Cunningham, Inc. ....	255,031
O'Dea, Sheldon & Canady, Inc. ....	209,067
Federal Advertising Agency, Inc. ....	185,864
McKee & Albright, Inc. ....	158,340
Sorensen & Co. ....	135,567
H. M. Kiesewetter Adv. Agency, Inc. ....	125,232
William Blair Baggley Agency .....	121,339
Sherman & Marquette, Inc. ....	116,535
Raymond R. Morgan Co. ....	112,132
U. S. Advertising Corp. ....	111,050
Leo Burnett Co., Inc. ....	98,024
Campbell-Mithun, Inc. ....	89,985
Erwin Wasey & Co. ....	57,336
Aitkin-Kynett Co. ....	55,857
Westco Advertising Agency .....	55,037
D'Arcy Advertising Co., Inc. ....	44,510
Weiss & Geller, Inc. ....	30,727
Lennen & Mitchell, Inc. ....	19,008
L. W. Ramsey Co. ....	18,829
Glasser Advertising Agency .....	17,403
Brisacher, Davis & Staff .....	14,684
Leon Livingston Advertising Agency .....	11,667
Gillham Advertising Agency .....	9,150
Paris & Peart .....	8,993
Smith & Drum, Inc. ....	8,896
J. D. Tarcher & Co. ....	8,802
William R. Rankin Agency .....	7,968
Kenyon & Eckhardt, Inc. ....	7,566
Harold Cabot & Co., Inc. ....	6,129
Walter Barusch .....	5,910
Geyer, Cornell & Newell, Inc. ....	5,061
Bennett, Walther & Menadier, Inc. ....	4,890
J. M. Mathes, Inc. ....	3,749
Hixson-O'Donnell Adv., Inc. ....	3,510
Ray Davidson .....	3,408
McCord Co. ....	3,278
Al Paul Lefton Co., Inc. ....	1,857
Harry M. Frost Co., Inc. ....	1,430
Bernard F. Ostreicher Adv. ....	800
Cesana & Associates .....	386
Callaway Associates .....	320
Badger & Browning, Inc. ....	214
Direct (no agency) .....	326,937

**TOTAL \$11,025,549**



**CONNIE  
BOSWELL**

KRAFT MUSIC HALL

DECCA RECORDS



**Mutual Broadcasting  
System 1940 Agency  
Gross Billings**

Blackett-Sample-Hummert, Inc. ....	\$ 581,766
Ivey & Ellington, Inc. ....	510,919
R. H. Alber Co. ....	421,421
Erwin, Wasey & Co., Inc. ....	270,831
J. Walter Thompson Co. ....	266,977
Federal Advertising Agency, Inc. ....	237,561
Sherman K. Ellis, Inc. ....	221,672
Batten, Barton, Durstine & Osborne, Inc. ....	181,221
Ruthrauff & Ryan, Inc. ....	169,520
Critchfield & Co. ....	137,926
Kelly, Stuhlman & Zahrdt, Inc. ....	127,166
Maxon, Inc. ....	116,731
Wm. Esty & Co. ....	94,265
Arthur Kudner, Inc. ....	79,510
Bayless-Kerr Co. ....	72,115
Neisser-Meyerhoff, Inc. ....	68,940
N. W. Ayer & Son, Inc. ....	55,807
Lord & Thomas ....	50,892
Biow Co., Inc. ....	18,195
H. M. Kiesewetter ....	40,314
Redfield-Johnston, Inc. ....	40,618
Birmingham, Castleman & Pierce, Inc. ....	40,291
Roche, Williams & Cunningham, Inc. ....	37,000
Platt-Forbes, Inc. ....	27,858
Commercial Radio Service Advertising Agency ....	26,025
Anderson, Davis & Platte, Inc. ....	22,376
Weston-Barnett, Inc. ....	18,051
Geo. W. Hartman Co. ....	17,148
McKee & Albright, Inc. ....	15,000
Bass-Luckoff, Inc. ....	13,472
Dillingham, Livermore & Durham, Inc. ....	11,880
J. Edward Long Advertising Agency ...	10,847
Buchanan & Co., Inc. ....	5,331
Grey Advertising Agency ....	4,410
Van Sant, Dugdale & Co., Inc. ....	2,691
Aircasters, Inc. ....	2,576
Samuel Croot Co., Inc. ....	1,316
Mithoff & White. ....	1,086
Political ....	293,898
Direct ....	3,987
Cooperative ....	410,688
<b>TOTAL</b> .....	<b>\$1,767,051</b>

**National Broadcasting  
Co. 1940 Agency  
Gross Billings**

Blackett-Sample-Hummert, Inc. ....	\$9,564,419
Compton Advertising, Inc. ....	4,392,855
J. Walter Thompson Co. ....	2,972,116
Lord & Thomas ....	2,451,059
Young & Rubicam, Inc. ....	2,134,921
Pedlar & Ryan, Inc. ....	1,950,503
Newell-Emmett Co., Inc. ....	1,936,810
Russel M. Seeds Co., Inc. ....	1,920,143

Benton & Bowles, Inc. ....	1,749,591
Ruthrauff & Ryan, Inc. ....	1,604,674
Lennen & Mitchell, Inc. ....	1,560,537
Stack-Goble Advertising Agency ....	1,460,784
Wade Advertising Agency ....	1,393,382
Batten, Barton, Durstine & Osborn, Inc. ....	1,164,534
Knox Reeves Advertising, Inc. ....	1,142,878
Wm. Esty & Co., Inc. ....	1,042,990
H. W. Kastor & Sons Advertising Co., Inc. ....	990,143
Erwin, Wasey & Co., Inc. ....	725,610
Biow Co., Inc. ....	707,916
Roche, Williams & Cunningham, Inc. ....	676,712
Needham, Louis & Brorby, Inc. ....	633,512
L. W. Ramsey Co. ....	557,681
Grant Advertising Co., Inc. ....	541,714
Fuller & Smith & Ross, Inc. ....	503,592
Sweeney & James Co. ....	192,842
N. W. Ayer & Son, Inc. ....	406,308
McCann-Erickson, Inc. ....	386,676
Warwick & Legler, Inc. ....	378,402
McKee & Albright, Inc. ....	346,105
Henri, Hurst & McDonald, Inc. ....	335,724
Gardner Advertising Co. ....	319,004
Wm. H. Rankin Co. ....	313,010
J. M. Mathes, Inc. ....	310,933
Maxon, Inc. ....	295,966
Leo Burnett Co., Inc. ....	259,679
Hutchinson Advertising Co. ....	230,424
Sherman & Marquette, Inc. ....	225,388
Glicksman Advertising Co., Inc. ....	217,772
Hixson-O'Donnell Advertising Inc. ....	201,137
Geyer, Cornell & Newell, Inc. ....	169,628
Beaumont & Hohman, Inc. ....	168,028
Konyon & Eckhardt, Inc. ....	126,564
Westco Advertising Agency ....	123,449
C. W. Hoyt Co., Inc. ....	123,280
Buchanan & Co., Inc. ....	118,238
Franklin Brueck Advertising Corp. ....	114,680
Wm. Blair Bagglely, Inc. ....	93,479
Brisacher, Davls & Staff. ....	92,566
McJunkin Advertising Co. ....	82,046
Sherman K. Ellis & Co., Inc. ....	76,244
Byer & Bowman Advertising Agency ...	75,048
Clements Co., Inc. ....	69,887
National Classified Advertising Agency.	67,836
Barton A. Stebbins Advertising Agency.	61,212
Fitzgerald Advertising Agency, Inc. ....	48,924
M. M. Fischer Associates. ....	40,718
Tomashcke-Elliott, Inc. ....	36,208
Leeford Advertising Agency. ....	34,112
Long Advertising Service. ....	33,264
Leon Livingston Advertising Agency ...	31,320
Morse International, Inc. ....	29,543
Cramer-Krasselt Co. ....	26,600
Campbell-Ewald Co., Inc. ....	21,752
Botsford, Constantine & Gardner. ....	20,428
Charles R. Stuart. ....	16,844
Critchfield & Co. ....	16,364
Aubrey, Moore & Wallace, Inc. ....	16,224
Nachman-Rhodes, Inc. ....	16,019
W. W. Garrison Agency. ....	11,670
The Caples Co. ....	11,310
Al Paul Lefton Co., Inc. ....	8,131
Grady & Wagner Co. ....	7,788
Weill & Wilkins, Inc. ....	6,580
Albert Guenther-Frank Law, Inc. ....	4,488
Joseph Katz Co. ....	3,320
Lisle Sheldon Agency. ....	2,910
M. H. Hackett, Inc. ....	2,670
Wood, Brown & Wood, Inc. ....	1,944
Cesanna & Associates, Ltd. ....	1,928
Lowe Features ....	1,435
Wm. A. Ingoldsbys Co. ....	600
Walter Barusch Advertising Agency ...	296
Glasser Advertising Agency. ....	212
No agency (Billed Direct) .....	142,701
<b>TOTAL</b> .....	<b>\$50,663,000</b>

# TEDDY POWELL

AND HIS

*"Band of Tomorrow"*



*featuring* ~

**A sweet style that's SWEET!**

AND

**Swing that is HOT!**



BLUEBIRD RECORDS

Management: Consolidated Radio Artists

# NATIONAL SPOT ADVERTISERS

## — 101 OF MAJOR IMPORTANCE —

### AGRICULTURAL

Dr. Hess & Clark

### GASOLINES & OILS

Atlantic  
Esso  
Gulf  
Richfield  
Shell  
Socony-Vacuum Oil Co.  
Texaco  
Tydol  
White Rose

### PASSENGER CARS

Dodge  
Ford  
Mercury  
Packard

### TIRES & TUBES

Goodyear

### CONFECTIONS

Beechnut Gum  
Double-Bubble Gum  
Planter's Peanuts  
Henry Heide Cough  
Drops

### GROCERIES

**Baking Products**  
Bits Baking Chocolate  
Calumet  
City Baking Company  
Davis Baking Powder  
Drake's Cakes  
Dromedary Gingerbread  
Mix  
Dromedary Date Nut  
Bread  
Fleischmann's Yeast  
Loose-Wiles Biscuits  
Presto Flour  
Ward Bread  
**Beverages**  
Boscul Coffee  
Chase & Sanborn Coffee  
Dole Pineapple Juice  
Folger Coffee  
Lipton's Tea  
Pepsi Cola  
Sanka Coffee  
Vanti Pa-Pi-A

### Breakfast Foods & Cereals

Cubs  
Force  
H-O Oats  
Kellogg's All-Bran  
Wheatena

### Dairy Products

Borden's Chateau Cheese  
Borden-Wieland Milk  
Bosco Milk Amplifier  
Breyer's Ice Cream  
Carnation Milk  
Sheffield Farms Milk

### Disinfectants & Exterminators

Flit

### Laundry Soap & Cleaners

Double Duty Soap  
Flakes  
Fels Naphtha Bar & Chips

Hershey Soap Granules  
Procter & Gamble  
Wyandotte Cleanser  
**Meats, Fish & Poultry**  
Treet

### Miscellaneous

Birds Eye Frosted Foods  
Dole Pineapple Products  
Dromedary Dates  
Knox Gelatine  
Kroger  
Mueller's Macaroni  
Spry  
Sunkist Fruits

### HOUSING EQUIPMENT & SUPPLIES

D. L. & W. Blue Coal  
Kopper's Coke

### INSURANCE

North American  
Insurance Co.

### MEDICAL

Aspartane  
Band-Aid Bandages  
Baume-Bengue  
B-C-S Cough Syrup

Blackstone Aspirin  
Bromo Seltzer  
Lydia Pinkham  
Minit Rub  
Mistol  
Musterole Chest Rub  
Nujol-Vita Nujol  
Sal Hepatica  
Saraka  
Serutan  
Stanback

### PUBLICATIONS

Look Magazine

### TOBACCO—CIGARS

Cinco  
Harvester  
Henrietta

### TOBACCO—CIGARETTES

Camels  
Chesterfields  
Lucky Strikes  
Old Golds  
Sensations

### TOBACCO—SMOKING

Beechnut  
George Washington  
Prince Albert  
Union Leader

### TOILET REQUISITES—DENTIFRICES

Bost Toothpaste

### TOILET REQ.—PERFUMES & COSMETICS

Daggett & Ramsdell  
Hinds Honey & Almond  
Cream  
Kreml Hair Tonic

### TOILET REQ.—TOILET SOAPS, ETC.

Barbasol  
Woodbury Facial Soap



# DAVID BROEKMAN



PERSONAL REPRESENTATIVE:

DAVID BENJAMIN

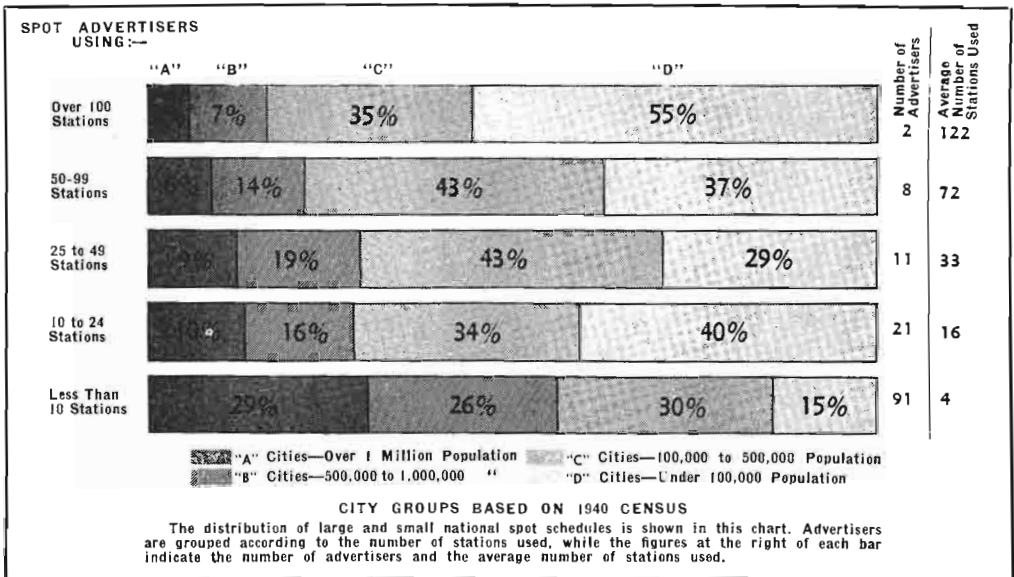
# DISTRIBUTION OF NATIONAL SPOT SCHEDULES

By N. Charles Rorabaugh, President National Radio Records

During November, 1940, twenty leading advertising agencies reported the complete schedules of 133 national advertisers who were active in spot broadcasting. An analysis of the stations and markets used during this month discloses a picture of city selection which should prove significant to all broadcasters.

Of the 133 national advertisers, 2 used an average of 122 stations, 8 averaged 72 stations, 11 averaged 33 stations, 21 averaged 16 stations, and 91 averaged 4 stations.

When it came to the selection of markets, however, "C" cities proved the most used. (In this discussion "A" cities are those of over 1,000,000 population; "B" cities, with 500,000 to 1,000,000 population; "C" cities with 100,000 to 500,000 population, and "D" cities are those with less than 100,000 population.)



The distribution of all national spot advertising schedules reported by city sizes shows that 10 per cent of all cities used were "A" cities, 16 per cent were "B" cities, 38 per cent were "C" cities, and 36 per cent were "D" cities.



# GARNETT MARKS

## **ANNOUNCER—NARRATOR**

1939

RUPPERT'S RELAXATION TIME—NBC

## **ACTOR**

DR. CHRISTIAN—CBS

ECHOES OF NEW YORK—NBC

## **SPORTS AND NEWS COMMENTATOR**

BASEBALL FOR GENERAL MILLS, SOCONY-VACUUM,

PROCTER & GAMBLE WABC—WSAY 1939

PARAMOUNT NEWSREEL, 1940

**NOW ANNOUNCING**

WKRC—CINCINNATI, OHIO

# THE PROBLEM OF FREE TIME BROADCASTING

By

**Ed Kirby**

*Secretary, NAB Code  
Compliance Committee*

**U**NTIL recently time-chiselling efforts emanated—with few exceptions—from the twilight zone of advertising. While reputable agencies have always endeavored to secure adequate merchandising of their shows, it is fairly recently that they began openly to attempt to “grab” free time.

This is an evil which has grown and fed upon itself because of two factors—(1) The loose policy of scores of stations and, (2) competition among agencies to secure free time for clients as a demonstration of their fine “servicing” of the account.

## A Case in Point

A representative of a highly respected agency inquired at the NAB not so long ago as to its attitude in connection with what was to be an outright effort to secure free time for commercial purposes.

He stated his case. “We cannot tell our client to go across the street to the other agency if this is the sort of ‘merchandising’ service he wants. So long as radio stations accept such material, and so long as competing agencies use it as evidence of their ability to secure more results for the advertiser, we are forced to compete with them in securing free time.”

This is the heart of the problem. The fact that free time is not commissionable and brings no revenue to the agency is no point of argument now.

## Mistaken Notion

Many stations use such material in the mistaken notion that it “will put them in good” with the agency and that eventually they’ll snare some business. As a matter-of-fact, agency people state that they find most of the stations which accept such “deals” weaken their standing by giving time away. Agencies know that if they give it away, they can’t sell it—so it must not be very good. On the other hand, many stations carrying a volume of business from the agency feel compelled to accept some of these chisel “deals,” thus encouraging more and more of the same thing.

## A Problem

Reputable agencies do not like the idea of competing with one another in non-commissionable time chisels, but as long as several hundred stations find such “deals” acceptable, they are forced to do so in self-protection and will continue to do so until stations put an end to the practice.

But with requests coming from outstanding, recognized agencies, it is time the industry paused and considered the matter as one of the most important commercial problems to be settled this year.

*(Editor's Note: A year-end statement from the NAB's Bureau of Advertising reported that the business of time chiseling was notably “off.” According to the Bureau only one actual “free offer had been reported by member-stations, while several advertising agencies (or sponsors) had sought to place ‘cost-per-inquiry’ advertising on stations.” The Bureau notifies member-stations of various types of objectionable business and also communicates with such prospective advertisers. They are invited to buy time on the regular basis and thus maintain the continued goodwill and cooperation of the broadcasting industry and at the same time secure all the advantages of legitimate radio advertising in selling their goods to the public.)*



# 100 Watts to 50 Kilowatts

In 1941, Look to  for YOUR Transmitter!

Highest operating efficiency . . . highest fidelity . . . superb appearance and performance . . . you get them *all* in the RCA line of transmitters. Any RCA transmitter you choose will pay you extra dividends for years to come. *Flexibility* protects your investment against obsolescence.

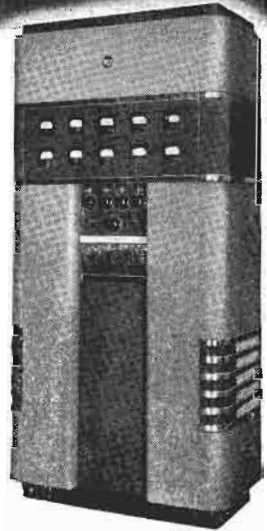
## RCA 50,000 Watt Model 50-E

Unified Front Panel Construction • High Level, Class B Modulation • Air-stream Cooled Throughout • Small Floor-Space Requirements • 5 Kw. Stand-by Service • Lower Operating Costs • Higher-Fidelity Performance.

Use RCA Radio Tubes for reliable performance night and day.

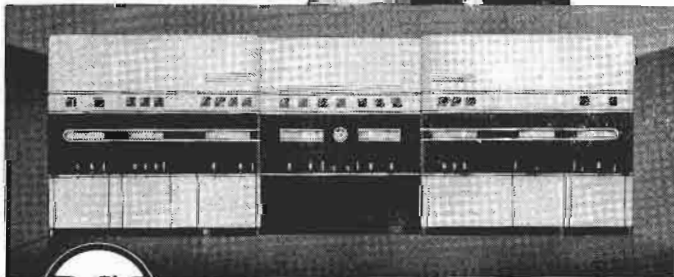
## RCA 100-250 Watt Model 250-K

You'll find it all over America! Wherever you go, you're scarcely ever out of the service area of some 250-K, somewhere!



Flat within 1.5 DB from 30 to 10,000 cycles, up to 95% modulation • Stabilized Feedback keeps distortion down to less than 3% RMS, 50-7500 cycles, even at 95% modulation! • Noise and Hum better than 60 DB below 100% modulation.

New York: 1270 Sixth Ave. • Chicago: 589 E. Illinois St. • Atlanta: 530 Citizens & Southern Bank Bldg. • Dallas: Santa Fe Bldg. • San Francisco: 170 Ninth St. • Hollywood: 1016 N. Sycamore Ave.



# Broadcast Equipment

RCA MANUFACTURING COMPANY, INC., Camden, N. J.

A Service of the Radio Corporation of America • In Canada, RCA Victor Co., Ltd., Montreal



# RADIO SURVEY —ITS VALUE TO THE SPONSOR

By

**Benn Hall**

*Staff of Radio Daily*

**I**T'S pretty hard to conceive of bacon without eggs or radio without surveys. As radio's popularity has grown by leaps and bounds with listeners, the survey's popularity with sponsors and agencies has kept pace. Surveys have helped convince hard-headed business executives that radio *does* a selling job and it has accelerated the acceptance of radio as a dominant advertising medium.

Sometimes the forest may be a bit hard to see because of the trees, but essentially the types and purposes of surveys are simple. There are various methods to compute the number of people who listen to a particular program at a particular time, but the objective remains the same. No one technique may be satisfactory for all types of inquiries, but through the proper use of available "tools," most radio research problems may be solved.

## **Early History**

Radio surveys were born when pioneer sponsors back in the twenties wondered who listened to their programs. They asked their friends, the office boy, bellhop, and business associates. With increased use of radio by national advertisers came increasing demands for yardsticks. Sponsors wanted to know what shows reached relatively the largest audiences at the lowest costs.

Advertisers using other media had been "educated" over the years to expect accurate breakdowns of coverage claims. Newspapers and magazines used the Audit Bureau of Circulations (ABC) figures as a general basis in selling their advertising pages. Advertising managers, account executives, and space buyers accepted these statistics as invaluable yardsticks in determining proper media selection for projected campaigns.

Radio, however, offered no such measuring stick. It was a husky, growing youth—getting stronger every day—but never positive of its own strength. The introduction of the radio survey served, therefore, as a weight and height-measuring device. It enabled radio to make accurate and logical claims which won respect and recognition from advertisers who had demanded just such facts.

Various services were established to meet this demand. The Cooperative Analysis of Broadcasting (CAB), which was started in March, 1930, was not the first survey group, but it was one of the first cooperative surveys and it aided in showing the way to lasting techniques. The field work is done for the CAB by Crossley, Inc. The CAB is a non-profit organization "sponsored" by the Association of National Advertisers and the American Association of Advertising Agencies.

Among the private survey organizations which conduct various types of radio research are: Crossley, Inc.; C. E. Hooper, Inc.; Hooper-Holmes Bureau, Inc.; Market Research Corp. of America; A. C. Nielsen Co.; Elmo Roper; Ross Federal Research Corp., and Daniel Starch.

## **Types of Surveys**

Research organizations conduct all types of surveys desired by advertisers, their agencies, stations, and networks. While some agencies specialize in one particular type of survey, a client can always secure the desired study from one or more of the research groups.

The Hooper-Holmes organization, for example, employs the roster (aided recall) method, using inspectors and correspondents throughout the country. This firm also checks spot announcements. Ross Federal Research Corp. conducts coincidental surveys, although other types of surveys are available. The C. E. Hooper company prepares Radio Reports as well as audience reports for individual cities. The Crossley organization, in addition to its work for the CAB, also conducts private studies for individual clients. The A. C. Nielsen Co. is continuing experiments with the Audimeter.

The number of surveys conducted by private organizations also appears to be growing. Various universities and institutions including Princeton and Columbia, Kansas State College, the Rockefeller Foundation and "Fortune" magazine have sponsored studies of radio. While the objectives of such surveys may differ from those of the commercial organizations, the results are valuable to all concerned with the habits of listeners as well as with radio's influence in American life.



# ESTHER RALSTON

## **RADIO:**

"We, The Abbotts" "Portia Faces Life" . . . Benton & Bowles  
"Big Sister" . . . Ruthrauff & Ryan  
"Our Gal Sunday" . . . Blackett, Sample & Hummert.

## **SCREEN:**

"Tin Pan Alley" . . . 20th Century-Fox  
"San Francisco Docks" . . . Universal

DOLAN & DOANE, INC.  
New York-Hollywood

## Still Growing

Radio and surveys are predestined mates. While the number of surveys conducted in broadcasting has grown rapidly, there is no indication that the peak has been reached. Instead there is every indication that the number of surveys will continue to grow.

Research—honest research—which admits its limitations, is an important factor in the growth of radio advertising. The vital question of cost per listener is told by the survey. The relative effectiveness of different time periods, different stations, different programs, different talent—different media—are told by surveys.

The sponsor who has stood at broadcasting's door, hesitant, has often been "sold" on radio through a survey. It has done more. Surveys have influenced so-called "trends" in broadcasting, they have put the seal of research approval on up-and-coming stars, have actually and impartially indicated that the public has started to tire of a star.

The survey is an impartial critic with no ax to grind. It has helped along struggling unknowns and has put them in the big-money brackets. It has "given the hook" to flops and has showed the extravagance of paying huge salaries to stars who do not draw radio audiences.

In this manner the survey also serves as an economic brake. Costs are relative to some extent, but the highly-paid, top-ranking star must continue to draw large audiences, or be dropped in favor of a better buy.

## Listening Trends

Many an agency with a successful record in radio owes part of this leadership to shrewd analyses of listening trends as indicated by surveys. And on more than one occasion, the sad but true story told by graphs and charts has convinced sponsors that they are not showmen and had better return to their desks and leave show business to their agencies.

Several types of surveys are in general use to determine

(1) Quantitative measurement, pertaining to the number of sets, coverage, etc.;

(2) Qualitative measurement, including the number of listeners, their likes and dislikes, etc.;

(3) Sales effectiveness.

Among the survey methods used to determine qualitative facts which are in increasing demand are the: coincidental, mechanical recording devices, recall and roster. The coincidental survey offers a mechanically-accurate method of measuring by minutes the station or programs

to which the set is tuned. The recall method offers a measurement of the total number of set owners who listen consciously, while with the roster method, the informant is given a printed list of names of programs which he might have heard. He is asked to check off those he has heard.

## Functions

Among the functions of a survey, according to the CAB, are:

(1) To enable the sponsor to determine the best day and hour, wherever there is a choice;

(2) To follow the trend in program audience by types;

(3) To purchase talent advantageously by comparing performances on different programs;

(4) To decide whether a given season should be kept or dropped;

(5) To make comparisons of day and evening broadcasting;

(6) To compare differences of audiences as to sections of country, population groups, and income levels;

(7) To learn where most important competition is and thus find desirable time to buy;

(8) To learn by studies of leaders and jagers what makes a good program.

The function of a program survey, according to C. E. Hooper, is to "establish a trustworthy comparative measurement of audience size between all radio programs." Such measurements "must be based on the consistent use of the same method—the identical words in every interview." These are the questions asked by interviewers representing this firm:

(1) "Were you listening to your radio just now?"

(2) "To what station are you listening?"

(3) "What program is coming over that station now?"

(4) "What advertiser puts on that program?"

The importance of the base used in establishing ratings is also stressed. Ratings supplied "must be uniformly computed against the same base. The only uniform base in use in all radio research which is literally comparable between all areas of the country, all parts of the day, all kinds of weather, and all seasons of the year, is 'Total Homes Called,'" it is said. To qualify as "Total Homes Called," every number dialed must be included in the computation, according to this research executive. The only numbers dropped are "Disconnects." "Busys" and "Refusals" are included in the base and pro-rated in the ratings because they are "At Homes."

# Independents Look to Future

By

**HAROLD A. LAFOUNT**

*President, National Independent Broadcasters, Inc.*

**N**EVER before in radio history have independent broadcasters so thoroughly represented local thought and culture as at present. Their place in the radio picture has always been appreciated, but not nearly to the same extent as at present.

The great national chains with approximately 400 affiliated stations do a grand national job, but it must be remembered that each show is carried by from 50 to 120 member stations so that 400 chain stations may have only 4 programs or one on each chain.

In contrast, think of the 400 independent stations presenting 400 different programs every hour they operate and each one calculated to serve and please the listeners in their particular location.

These independent stations are used by schools, universities, churches, clubs, societies and other groups and play a very important part in the civic and political activities of their communities. They develop local talent, employ local engineers, sales people, announcers. The independent

station is the voice of its community and as such is a vital force in community life.

When a local group broadcasts, hosts of friends and neighbors forsake other shows to tune in. Local news and market quotations, music and other programs build a loyal and steady local audience.

Among the most resourceful men and women in America will be found those undertaking the enormous task of rendering public service through independent broadcasting stations. Not bewildered by increasing problems, the local broadcaster donates much of his time and most of his income intelligently solving various complicated problems as they appear until at this date he commands the largest day audience and a substantial number of night listeners.

His efforts are now definitely producing results and he starts each year with a determination to cooperate with government, state, and local officials and all others who offer constructive suggestions to the end that his station may become a vital factor in molding public opinion and rendering a service to his public.

## A MARKET WITHIN A MARKET ...

*Yours for the Asking!*

2,500,000 CONSUMERS . . . the Jewish population of Greater New York

12 YEARS OF EXPERIENCE AND TESTED  
SERVICE

give you the BEST APPROACH to  
JEWISH BUYING POWER . . . 30% of  
the Greater New York Market.

**A**DVERTISERS' Broadcasting Company . . . specializing in the art of appealing and selling to the Jewish people . . . young and old . . . the *whole* family.

We plan and produce Jewish radio programs in either Yiddish or English—affording the MARKET COVERAGE that brings RESULTS! Advertisers' Broadcasting Company cooperates with advertising agencies to produce the best results for their Clients.

Telephone us or drop us a line. We'll be glad to send you your copy of "A MARKET WITHIN A MARKET"

**ADVERTISERS' BROADCASTING CO., Inc.**

117 West 46th Street

BRyant 9-1176

New York, N. Y.

# LOCAL SELLING OF A NATIONAL KEY STATION

By  
**Arthur Hull Hayes**  
*General Manager  
Station WABC*

**"H**OW do you sell a network's key station locally?" That's a question put to me frequently in the last four years—ever since CBS' key station, WABC, organized itself to sell time to advertisers interested in reaching WABC's market on a local basis. And always, the tone in which the question was asked has implied that in some basic, major respect, selling a network's key outlet locally is different than selling any other station on a local basis.

It isn't!

You don't merely sell it on the prestige it has acquired by its unique position as a network key outlet (though the underlying reasons for that prestige are, of course, selling tools). You don't merely sell it on the quality of its network programs (though the high degree of regular listening which the audience accords the station because of those programs is an invaluable selling aid).

## Specific Selling

In the final analysis, you do sell it for only one reason. Its ability to produce results, during local broadcast periods, for local advertisers. Just as every other radio station in the country stands or falls by that criterion, so too does the key station. Granted that "key outlet" status imparts certain basic advantages to a station. They become real advantages to the local advertiser only when the station uses them to do a specific selling job for that advertiser.

Certainly WABC has found this to be true. See what has happened—and how it happened—to the sale of early-morning time on WABC during these four years:

As of January 1, 1941, WABC had 19 advertisers sponsoring programs on a local basis before 9:00 A.M. Four years ago there were none. The record of how

WABC has built its early-morning audience to the point where these 19 advertisers find their WABC campaigns successful is a dramatic radio story. Yet were you to see it in a day-by-day recital, there would be little obvious drama in it.

## Early Hours

When WABC began selling time locally, it was immediately recognized that broadcast periods before 9:00 A.M. were potentially valuable to commercial sponsors. But only potentially. In other large cities, early-morning commercial broadcasting had been an established practice for years. But in New York City only one of the four 50,000-watt stations carried sponsored programs before 9:00 A.M. The other three had not made this time available for sponsorship, and signed-on only a short while before the start of the network schedule. Yet these early-morning periods could attract audiences. They were, therefore, far more desirable for many advertisers than any periods which might be available at any time during the day. One of WABC's main jobs, for that reason, was to develop the early-morning audience to a salable size and constancy of listening.

To do the job, a local WABC program department was developed, where none had existed before. And here, I think, is a good example of where WABC turned a basic potential advantage into a real one. WABC drew upon network program department personnel for its own local department. George Allen, who for two years had been a leading network director, after more than a decade in the industry as an agency radio executive, came to WABC as program director. From the first, therefore, WABC's local programs have conformed to network standards. And profited thereby! Under Allen's direction, WABC has built such outstanding early-morning programs as "Morning Almanac," "Rising Son," "Woman's Page of the Air," and many others. Each of them upheld—in talent, script and direction—the entertainment standards of network programs.

Thus, a potential audience which includes 14 per cent of all of America's radio homes now had available an enticing program schedule in early-morning hours.

Did they all immediately become early-morning listeners? No, of course not. But the growth of the early-morning audience in and around New York has been unmistakable. We have measured it year-by-year since 1937. We have watched it expand at a rapid rate. Today, some of radio's most advantageous buys for advertisers at any time of the day or night exist right within those early-morning periods.

## Audience Response

I've made that statement to many advertisers. Some of them have met it with obvious surprise and not-too-well concealed incredulity. But the essential truth of it can be proved. Bear in mind the real measure of an advantageous buy in radio advertising. It isn't size of audience alone. It's audience size in relation to advertising costs! Early-morning periods, remember, are lower in cost than daytime and evening periods. So simple arithmetic will indicate whether or not an advertiser is buying as much audience per dollar expended at 7:30 in the morning as at some afternoon or evening period which, on the surface, seems more desirable. And simple arithmetic has proved the case for early-morning broadcasting on many occasions.

This isn't a dissertation on radio statistics, or costs. If it were, I might use bar charts, survey figures, and equations to illustrate my point. There is another method by which I can make it clear. It's less precise than a statistician's slide-rule, but much more common in the experience of all of us who work in radio. Let's look at the record of a few advertisers who have invested in early-morning broadcasting on WABC.

### The Record

The Krug Baking Company started on WABC January 8th, 1940, on the "Woman's Page of the Air." Krug delivers to the home, making no sales through retail outlets. Krug route men reach the listeners' homes on their daily call during the morning and afternoon. So aside from all factors of lower costs, Krug finds it most advantageous to reach an audience in the early-morning. Obviously, broadcasting at a later period of the day could not achieve this goal. This advertiser would have to depend almost entirely on the carry-over effect of his broadcasts if his program reached its audience during the afternoon or evening. With early-morning broadcasting he combines long-range selling with immediate selling appeals.

Or take another case, that of the Melville Shoe Company, which manufactures shoes and sells them through its own retail outlets (the Thom McAn shoe stores) throughout the area covered by WABC. Thom McAn Shoes were first advertised over WABC on December 5, 1938 on a 15-minute news program broadcast from 7:45 to 8:00 A.M. Today, more than two years after that initial broadcast, Thom McAn shoes are still being advertised over WABC at that same time, with the same program. And shortly before the end of 1940 the contract was renewed for a third consecutive 52-week period of broadcasting.

I am convinced that this early morning campaign on WABC is more productive of successful results than broadcasting at any other time of the day would have been. Reaching listeners before they leave home in the morning means that Thom McAn can successfully combine institutional appeals with immediate sales appeals. Greater stress in the commercial copy can be placed upon buying today such low cost items as socks, stockings and slippers. And yet, the customer, although he has come into the store for a small purchase, also has been sold in advance on the quality of the shoes themselves. Thus, the program is doing a double job—more easily and more effectively, I think, because it is broadcast in the early morning.

Many experiences such as the two indicated here have convinced us that we were correct, when WABC first began the sale of time for local sponsorship, in setting the development of the early-morning audience as one of our chief goals. We have thereby created for WABC a new potential of sales and profits which never before existed.

### Network-Trained Personnel

But to return to the original question. Our position as the key station of CBS has, of course, influenced our thinking and action frequently. The same consideration which was observed in the selection of a program director for the station, for instance, has been a guide in the subsequent executive additions to WABC's staff for publicity, sales promotion and sales service departments. In each case these jobs have been filled by network-trained personnel. And that means that the functioning of these departments is on a plane which agency and advertiser, alike, had come to associate with WABC because it is a network key station.

And because every listener tends to think of a network in terms of the station on that network which he hears regularly, it isn't entirely accurate, I suppose, to say that you don't sell a network's key station on the basis of its network programs, or network prestige. After all, agency men and advertisers are listeners, as well as buyers. And a very significant portion of all of them in America live right here in New York, and listen to WABC when they want to hear CBS programs.

No, come to think of it, you sell any station—even a key outlet—on its ability to produce results. But the prestige of stature and programming which inevitably attaches itself to a key outlet help considerably.



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# NEWS SERVICES

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## ***International News Service***

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

### Executives

President.....Joseph V. Connolly  
Editor-In-Chief.....Barry Faris  
News Editor.....Leo Dolan  
Sales Manager.....Walter E. Moss

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

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

### Executives

General Manager.....William J. McCambridge  
Assistant General Manager.....Oliver Gramling  
Radio News Editor.....Tom O'Neil

## ***Radio News Association***

New York—521 Fifth Avenue.....Murray Hill 2-4341

### Executive

President.....Frederick M. Harmon

## ***Transradio Press Service, Inc.***

New York—521 Fifth Avenue.....Murray Hill 2-4053-4

### Executives

President.....Herbert Moore  
Vice-President.....Dixon Stewart  
Vice-President.....W. G. Quisenberry  
Editor.....Dixon Stewart  
General Sales Manager.....Sims Guckenheimer

## ***United Press Associations***

New York—220 East 42nd Street.....Murray Hill 2-0400

### Executives

President.....Hugh Baillie  
Vice-President-General Sales Manager.....E. M. Williams  
Radio News Manager.....Webb Artz  
Radio Sales Manager.....A. F. Harrison

# FURGASON & WALKER

☆

*Radio Station Representatives*

☆

OFFICES:

CHICAGO—State 5262

NEW YORK—MU. 6-9151

SAN FRANCISCO—Douglas 4475

LOS ANGELES—Granite 1726

SEATTLE—Elliot 6662

KANSAS CITY—Grand 0810

## National Foreign Language Broadcasting Service

★

- Pioneers in the specialized field of Foreign Language Broadcasting.
- We offer Productive Program ideas in every language.
- Pertinent Facts, Figures and capable Station Presentation.

★

### J. FRANKLYN VIOLA & CO

56 WEST 45th STREET  
NEW YORK CITY

# RADIO ADVERTISING CORPORATION

STATION REPRESENTATIVES

Giving a service of personalized selling to a selected group of stations.

9 EAST 40th STREET • NEW YORK CITY

CHICAGO

CLEVELAND

SAN FRANCISCO





# RADIO STATION REPRESENTATIVES



*Radio station representatives have been responsible in no small measure for the phenomenal growth of broadcasting in the past two decades. Their cumulative efforts in selling both spot and network time to national and regional advertisers, in servicing agencies and in supplying pertinent information, availabilities and other data, have contributed much to the industry which, because of its national characteristics, depends on the station representative to perform a most valuable and indispensable service. The listing that follows is as of February 1, 1941.*

## ADAMS & ADAMS

*New York*—11 East 44th St. . . . . MURray Hill 2-6148  
 John T. Adams, J. Trevor Adams, Jr.  
*Stations*—KFOX, Long Beach, Calif.; WTAL, Tallahassee, Fla.; KCMO, Kansas City, Mo.; WMBO, Auburn, N. Y.; WGNC, Gastonia-Charlotte, N. C.; WHBQ, Memphis, Tenn.; KVNU, Logan, Utah; The North Central Broadcasting System (KATE, Albert Lea, Minn.; KWNO, Winona, Minn.; KGDE, Fergus Fall, Minn.; WDSM, Superior, Wisc.; KVOX, Moorehead-Fargo, N. D.; KRMC, Jamestown, N. D.; KOVC, Valley City, N. D.; KDLR, Devil's Lake, N. D.; KLPM, Minot, N. D.; KGCU, Mandan-Bismarck, N. D.; KABR, Aberdeen, S. D.)

## ALL AMERICAN NEWSPAPER REPRESENTATIVES, INC.

*(Latin American Representative)*

*New York*—420 Lexington Ave. . . . . MURray Hill 5-6515  
 Edwin Seymour, Vice-President.  
*Bogota, Colombia*  
 M. Garcia Pena, President.  
*Stations*—All stations in Colombia, South America.

## ALL-CANADA RADIO FACILITIES LIMITED

*Calgary*—Southam Bldg. . . . . M 7691  
 H. R. Carson, President-Managing Director; A. R. Gibson, Secretary-Treasurer.  
*Montreal*—Dominion Square Bldg., B. Hall . . . . . Lancaster 6400  
*Toronto*—Victory Bldg., G. F. Herbert . . . . . Elgin 2464  
*Winnipeg*—Royal Alexandra Hotel, P. H. Gayner . . . . . 92-266  
*Vancouver*—541 West Georgia St., J. E. Baldwin . . . . . Marine 9542  
*Stations*—CFAC, Calgary, Alta.; CJCA, Edmonton, Alta.; CFGP, Grand Prairie, Alta.; CJOC, Lethbridge, Alta.; CFJC, Kamloops, B. C.; CKOV, Kelowna, B. C.; CJAT, Trail, B. C.; CKWX, Vancouver, B. C.; CJRC, Winnipeg, Man.; CFNB, Fredericton, N. B.; CHNS, Halifax, N. S.; CJCB, Sydney, N. S.; CKOC, Hamilton, Ont.; CJKL, Kirkland Lake, Ont.; CFCH, North Bay, Ont.; CJCS, Stratford, Ont.; CKGB, Timmins, Ont.; CFRB, Toronto, Ont.; CFCY, Charlottetown, P. E. I.; CFCF, Montreal, Que.; CKVD, Val D'Or, Que.; CKBI, Prince Albert, Sask.; CKCK, Regina, Sask.; CJRM, Regina, Sask.; CHAB, Moose Jaw, Sask.; VONF, St. Johns, Newfoundland.

## ASSOCIATED BROADCASTING CO., LTD.

*Montreal*—Dominion Square Bldg. . . . . Belair 3325  
 M. Maxwell, President; M. Feldman, Vice-President; G. Ticktin, Secretary-Treasurer; L. Chodos, Sales Director; M. Krushen, Program Production; J. Fuller, Script Director; J. Winter, Talent Director; J. O. Denis, French Director; R. Desrochers, French Scripts; J. Feldman, Recording Department.

• • •      **STATION REPRESENTATIVES**      • • •

**ASSOCIATED RADIO MARKETS**

*Minneapolis*—914 Northwestern Bank Bldg. . . . . Atlantic 3774  
 Alden R. Grimes, Manager; Frank E. Reed, Jr., Traffic Manager; Eileen Baker, Merchandising; Marjorie Collins, Merchandising; Fred Kedney, Artist.

**BERTHA BANNAN**

(*New England Representative\**)

*Boston*—538 Little Bldg., Bertha Bannan . . . . . Hubbard 4370  
*Stations*—WLBZ, Bangor, Me.; WCSH, Portland, Me.; WHAI, Greenfield, Mass.; WLAW, Lawrence, Mass.; WBRK, Pittsfield, Mass.; WSPR, Springfield, Mass.; WTAG, Worcester, Mass.; WLNH, Laconia, N. H.; WFEA, Manchester, N. H.; WHEB, Portsmouth, N. H.; WJTN, Jamestown, N. Y.; WHN, New York, N. Y.; WSYR, Syracuse, N. Y.; WCAU, Philadelphia, Pa.; WJAR, Providence, R. I.; WNBX, Springfield, Vt.; WDEV, Waterbury, Vt.

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

**I. BECK, INC.**

*New York*—331 Fourth Ave., Irving Goldman, Vice-President . . . . . GRamercy 5-2947  
*Manila, Philippine Islands*—89-91 Escolta., Harry Naftaly, General Manager.

**WALTER BIDDICK COMPANY**

*Los Angeles*—568 Chamber of Commerce Bldg. . . . . Richmond 6184  
 Walter Biddick, Manager; M. Cornell, Guy Mead, C. A. Burpee, M. Thompson.  
*San Francisco*—1623 Russ Bldg., Myron Sparrow, Manager . . . . . Sutter 5415  
*Stations*—KXO, El Centro, Calif.; KIEV, Glendale, Calif.; KFOX, Long Beach, Calif.; KTRB, Modesto, Calif.; KLX, Oakland, Calif.; KROY, Sacramento, Calif.; KFXD, Nampa, Ida.; WJJD, Chicago, Ill.; WIBW, Topeka, Kans.; WHB, Kansas City, Mo.; KFBB, Great Falls, Mont.; KGVO, Missoula, Mont.; KGFV, Kearney, Nebr.; KAST, Astoria, Ore.; KBND, Bend, Ore.; KFJI, Klamath Falls, Ore.; KLBM, La Grane, Ore.; KOOS, Marshfield, Ore.; KMED, Medford, Ore.; KLO, Ogden, Utah.

**R. J. BIDWELL COMPANY**

*San Francisco*—681 Market St., R. J. Bidwell, President-Treasurer . . . . . Garfield 0947  
*Los Angeles*—1031 South Broadway, W. H. Grubbs, Executive In Charge . . . Prospect 3746

**JOHN BLAIR & COMPANY**

*Chicago*—520 N. Michigan Avenue . . . . . Superior 8660  
 John Blair, President; Gale Blocki, Jr., Paul Ray, Charles Dilcher, Blake Blair.  
*New York City*—341 Madison Avenue . . . . . Murray Hill 9-6084  
 George Bolling, Vice-President; Richard Buckley, William Weldon, Angus D. Macintosh.  
*Detroit*—New Center Bldg., R. H. Bolling . . . . . Madison 7889  
*Los Angeles*—438 Chamber of Commerce Bldg., Carleton E. Coveny . . . . . Prospect 3548  
*San Francisco*—608 Russ Bldg., Lindsey Spight, Vice-President . . . . . Douglas 3188  
*St. Louis*—455 Paul Brown Bldg., J. Chris Hetherington . . . . . Chestnut 4154  
*Stations*—KOY, Phoenix, Ariz.; KTHS, Hot Springs, Ark.; KHJ, Los Angeles, Calif.; KGB, San Diego, Calif.; KFRC, San Francisco, Calif.; KDB, Santa Barbara, Calif.; KFEL, Denver, Colo.; WJAX, Jacksonville, Fla.; WQAM, Miami, Fla.; WFLA, Tampa, Fla.; WAGA, Atlanta, Ga.; KIDO, Boise, Ida.; WLS, Chicago, Ill.; WDSU, New Orleans, La.; WOW, Omaha, Nebr.; KGGM, Albuquerque, N. M.; WNEF, Binghamton, N. Y.; WNEW, New York, N. Y.; KFYZ, Bismarck, N. D.; WBNS, Columbus, Ohio; WHP, Harrisburg, Pa.; WGBI, Scranton, Pa.; WROL, Knoxville, Tenn.; KTRH, Houston, Texas; KDYL, Salt Lake City, Utah; WMBG, Richmond, Va.; WMMN, Fairmont, W. Va.; WWVA, Wheeling, W. Va.; KMO, Tacoma, Wash.; KIT, Yakima, Wash.; KGMB-KHBC, Honolulu, T. H.; Don Lee Network.

• • •      **STATION REPRESENTATIVES**      • • •

**BOGNER & MARTIN**

- New York*—295 Madison Ave. . . . . Ashland 4-6698  
 P. Joseph Bogner, John P. Martin.  
*Chicago*—540 N. Michigan Ave., Frank R. Buck, Manager . . . . . Delaware 1055  
 Stations—WHDF, Calumet, Mich.; WJMS, Ironwood, Mich.; WATW,  
 Ashland, Wisc.

**THE BRANHAM COMPANY**

- New York*—230 Park Avenue . . . . . Murray Hill 6-1860  
 M. H. Long, Vice-President; F. P. Motz, Vice-President; James H. Connolly,  
 Manager of radio department.  
*Chicago*—360 N. Michigan Avenue . . . . . Central 5726  
 John Petrie, President; E. F. Corcoran, Vice-President; Joseph Timlin, Man-  
 ager radio department.  
*Detroit*—General Motors Bldg., Harry Anderson . . . . . Trinity 1-0440  
*Dallas*—Texas Bank Bldg., A. J. Putman . . . . . Dallas 2-8569  
*Atlanta*—Rhodes Haverty Bldg., J. B. Keough . . . . . Walnut 4851  
*St. Louis*—Arcade Bldg., W. F. Patzloff . . . . . Chestnut 6192  
*Kansas City*—Board of Trade Bldg., G. F. Dillon . . . . . Harrison 1023  
*San Francisco*—5 Third St., George D. Close . . . . . Garfield 6740  
*Los Angeles*—448 S. Hill St., J. H. Hornung . . . . . Michigan 1269  
*Portland*—370 Pittock Block, Fred Ivey . . . . . Beacon 8657  
*Seattle*—1004 Second Ave., A. G. Neitz . . . . . Melrose 9193  
*Charlotte, N. C.*—612 Commercial National Bank Bldg., H. L. Ralls . . . . . Charlotte 8839  
 Stations—KWKH, Shreveport, La.; KTBS, Shreveport, La.; KBIX, Muskogee,  
 Okla.; WTJS, Jackson, Tenn.; WNOX, Knoxville, Tenn.; WMC, Memphis,  
 Tenn.; KRLD, Dallas, Texas; KXYZ, Houston, Texas; KRIS, Corpus Christi,  
 Texas; West Virginia Network (WCHS, Charleston; WPAR, Parkersburg;  
 WBLK, Clarksburg).

**BROADCASTING ABROAD, LTD.**

(*Latin America Representative*)

- New York*—119 West 57th Street . . . . . Circle 7-4161  
 Henry G. Hoberg, Executive Vice-President; Edward R. Parker, Vice-Presi-  
 dent.  
*Buenos Aires*—Av. Roque Saenz Pena 567, Harold Yale Rose.  
*Sao Paulo*—Av Sao Joao 1285, Olavo de Castro Fontoura.  
*Havana*—Edificio Nova Scotia, Guido Garcia Inclan.  
*Tampico*—Madero Num. 102, Wendell Cox.  
 Stations—in Argentina, Bolivia, Brazil, British West Indies, Chile, Colombia,  
 Costa Rica, Cuba, Dominican Republic, Ecuador, Salvador, Guatemala, Hon-  
 duras, Mexico, Nicaragua, Panama, Paraguay, Peru, Puerto Rico, Uruguay,  
 Venezuela.

**HOWARD C. BROWN COMPANY**

- Hollywood*—6418 Santa Monica Blvd. . . . . Hollywood 6045  
 Stations—3XY, Melbourne, Australia; 2UE, Sydney, Australia; National  
 Commercial Broadcasting Service (5 stations), New Zealand; Legionnaire  
 Transcription Co., Melbourne, Australia; Amalgamated Wireless Transcrip-  
 tion Co., Sydney, Australia.

**BURN-SMITH COMPANY, INC.**

- New York*—405 Lexington Ave., C. Oris Rawalt . . . . . MURray Hill 4-6947  
*Chicago*—307 N. Michigan Ave., John A. Toothill, President . . . . . Central 4270  
*Detroit*—New Center Bldg. . . . . Madison 3350  
*Atlanta*—663 Boulevard, N. E. . . . . Vernon 9012  
 Stations—WAGF, Dothan, Ala.; WMSD, Sheffield, Ala.; KMTR, Los An-  
 geles, Calif.; WRUF, Gainesville, Fla.; WRDW, Augusta, Ga.; WTAX,  
 Springfield, Ill.; WGRC, Louisville, Ky.; WTBO, Cumberland, Md.; WELL,  
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<i>New York City</i> —30 Rockefeller Plaza, N. L. O'Brien.....	Circle	7-1178
<i>Chicago</i> —400 N. Michigan Avenue, Ray Davis, C. W. Erwin.....	Superior	9866
<i>San Francisco</i> —681 Market Street.....	Sutter	5333
<i>Stations</i> —WTHI, Hartford, Conn.; WDAN, Danville, Ill.; WOKO, Albany, N. Y.; WABY, Albany, N. Y.; WENY, Elmira, N. Y.; WHDL, Olean, N. Y.; WRAK, Williamsport, Pa.		

**NATIONAL BROADCASTING COMPANY**

(National Spot and Local Sales Division)

<i>New York City</i> —30 Rockefeller Plaza.....	Circle	7-8300
James V. McConnell, National Spot and Local Sales Manager; W. O. Tilenius, Assistant Manager.		
<i>Boston</i> —Bradford Hotel, Elmer Kettel.....	Hancock	4261
<i>Cleveland</i> —815 Superior Ave., N. E., Donald G. Stratton.....	Cherry	0942
<i>Chicago</i> —Merchandise Mart.....	Superior	8300
Maurice M. Boyd, Manager; Oliver Morton.		
<i>Denver</i> —1625 California Street, Lloyd oder.....	Main	6211
<i>Hollywood</i> —Sunset Blvd. & Vine St., Sidney Dixon.....	Hollywood	6161
<i>San Francisco</i> —111 Sutter Street, Glenn Ticer.....	Sutter	1920
<i>Stations</i> —KPO, San Francisco, Calif.; KGO, San Francisco, Calif.; KOA, Denver, Colo.; WRC, Washington, D. C.; WMAL, Washington, D. C.; WENR, Chicago, Ill.; WMAQ, Chicago, Ill.; WGL, Fort Wayne, Ind.; WOWO, Fort Wayne, Ind.; WBZ-WBZA, Boston-Springfield, Mass.; WEF, New York, N. Y.; WJZ, New York, N. Y.; WGY, Schenectady, N. Y.; WTAM, Cleveland, Ohio; KYW, Philadelphia, Pa.; KDKA, Pittsburgh, Pa.		

**NEW ENGLAND RADIO ADVERTISING**

<i>Boston</i> —507 Statler Bldg.....	Hubbard	3225
Ralph C. Foster, Manager; Gertrude Saxe, Secretary.		
* <i>Stations</i> —WDRC, Hartford, Conn.; WELI, New Haven, Conn.; WABI, Bangor, Me.; WGAN, Portland, Me.; WSAR, Fall River, Mass.; WHAI, Greenfield, Mass.; WNBH, New Bedford, Mass.; WBRK, Pittsfield, Mass.; WESX, Salem, Mass.; WSPR, Springfield, Mass.; WORC, Worcester, Mass.; WFEA, Manchester, N. H.; WHEB, Portsmouth, N. H.; WPRO, Providence, R. I.; WCAX, Burlington, Vt.		

\*Represented on regional accounts only.

**NORTHERN BROADCASTING & PUBLISHING, LTD.**

<i>Timmins, Ont.</i> —Thomson Bldg.....	Timmins	1500
Roy Thomson, President; Jack K. Cooke, General Manager of Broadcasting Division.		
<i>Toronto</i> —305 Victory Bldg., J. Reg Beattie, Manager.....	Elgin	2464
<i>Stations</i> —CJKL, Kirkland Lake, Ont.; CFCH, North Bay, Ont.; CKGB, Timmins, Ont.; CKVD, Val D'Or, Que.		

• • •      **STATION REPRESENTATIVES**      • • •

**NORTHWEST RADIO ADVERTISING CO., INC.**

*Seattle*—American Bldg. . . . . Elliot 5488  
 Edwin A. Kraft, President-General Manager; W. L. Paul, Assistant Manager.  
*Station*—KINY, Juneau, Alaska.

**PAN AMERICAN BROADCASTING COMPANY**

*(Latin-American and Philippine Station Representative)*

*New York City*—330 Madison Avenue, E. Bernald, Manager. . . . . MUrRay Hill 2-0811  
*Chicago*—228 North La Salle St., F. R. Jones, Manager. . . . . State 5096  
*Cleveland*—1635 East Twenty-Fifth St., Alonzo Hawley. . . . . Prospect 2922

**JOHN H. PERRY ASSOCIATES**

*New York City*—225 West 39th Street. . . . . BRyant 9-3357  
 William K. Dorman, Manager; W. T. Kelly, H. H. Hatchette.  
*Chicago*—122 S. Michigan Avenue, O. J. Ranft, Manager. . . . . Harrison 8085  
*Detroit*—7338 Woodward Avenue, J. J. Higgins, Manager. . . . . Madison 0790  
*Atlanta*—406 Chamber of Commerce Bldg., R. S. Kendrick, Manager. . . . . Walnut 3443  
*Philadelphia*—1524 Chestnut St., M. S. Lewin. . . . . Rittenhouse 0886  
*Stations*—WALA, Mobile, Ala.; WMFJ, Daytona Beach, Fla.; WJHP, Jacksonville, Fla.; WTMC, Ocala, Fla.; WDLP, Panama City, Fla.; WCOA, Pensacola, Fla.; WCMI, Ashland, Ky.; WLAP, Lexington, Ky.

**EDWARD PETRY & COMPANY, INC.**

*New York City*—17 East 42nd Street. . . . . MUrRay Hill 2-4401  
 Edward Petry, President; Henry Christal, Secretary-Treasurer; Lawrence Field, Henry Ringgold, Albert Young, Jr., Mason McGuire, Norman Prouty, Lloyd George Venard, Volney F. Righter, Francis Conrad.  
*Chicago*—400 N. Michigan Avenue. . . . . Delaware 8600  
 Edward Voynow, Vice-President; John Ashenhurst, Robert Boneil, James L. Thompson.  
*Detroit*—General Motors Bldg. . . . . Madison 1035  
 William Cartwright, John W. Brooke.  
*San Francisco*—111 Sutter Street, Earle H. Smith. . . . . Garfield 4010  
*Los Angeles*—601 W. 5th Street, Chester Matson. . . . . Michigan 8729  
*St. Louis*—Southwestern Bell Telephone Bldg., George Kercher. . . . . Garfield 5194  
*Stations*—KARK, Little Rock, Ark.; KFI, Los Angeles, Calif.; KSFO, San Francisco, Calif.; KVID, Denver, Colo.; WICC, Bridgeport, Conn.; WSB, Atlanta, Ga.; KFH, Wichita, Kans.; WHAS, Louisville, Ky.; WSMB, New Orleans, La.; WFBR, Baltimore, Md.; WAAB, Boston, Mass.; WNAC, Boston, Mass.; WLLH, Lowell, Mass.; WMAS, Springfield, Mass.; WTAG, Worcester, Mass.; WJR, Detroit, Mich.; KSTP, St. Paul, Minn.; WDAF, Kansas City, Mo.; KFAB, Lincoln, Nebr.; KOIL, Omaha, Nebr.; WBEN, Buffalo, N. Y.; WGAR, Cleveland, Ohio; KVOO, Tulsa, Okla.; KEX, Portland, Ore.; KGW, Portland, Ore.; WFIL, Philadelphia, Pa.; WEAN, Providence, R. I.; WSM, Nashville, Tenn.; WFAA, Dallas, Texas; WBAP, Fort Worth, Texas; KPRC, Houston, Texas; WOAI, San Antonio, Texas; KSL, Salt Lake City, Utah; WTAR, Norfolk, Va.; WRNL, Richmond, Va.; KJR, Seattle, Wash.; KOMO, Seattle, Wash.; KGA, Spokane, Wash.; KHQ, Spokane, Wash.; WTMJ, Milwaukee, Wisc.; Colonial Network; Texas Quality Network; Yankee Network.

**PHILIPPINES AGENCY SERVICE CO.**

*New York*—33 West 42nd St. . . . . PENnsylvania 6-1485  
 L. H. Thibault, General Manager; R. T. Dulmage, Office Manager; R. D. Boswell, Publicity Director.  
*Manila, Philippine Islands*—Radio Station KZRM-KZRF. . . . . Manila 2125  
 Francisco Velasco, Manager.  
*Stations*—KZRF, Manila; KZRM, Manila.

**RALPH L. POWER**

*(Australian Representative)*

*Los Angeles*—407 Van Nuys Bldg. . . . . Madison 5617  
*Stations*—Macquarie Broadcasting Services, Macquarie Network (24 stations); transcription companies.

• • •      **STATION REPRESENTATIVES**      • • •

**RADIO ADVERTISING ASSOCIATES**

(Southeastern Representatives\*)

*Atlanta*—925-6 Grant Bldg., R. L. Watkins, President. . . . . Walnut 1833  
*Stations*—WFOY, St. Augustine, Fla.; KALB, Alexandria, La.; KMBL, Monroe, La.; KGFF, Shawnee, Okla.; KFRO, Longview, Texas; KFYO, Lubbock, Texas.

\*Stations represented on a regional basis only.

**RADIO ADVERTISING CORP.**

*New York*—9 E. 40th St. . . . . Murray Hill 3-7865  
 William B. Gellatly, President; Walter I. Tenney, Secretary-Treasurer; Louis F. J. Moore, Vice-President.

*Chicago*—307 North Michigan Ave., John Toothill, Manager. . . . . Central 1743

*Cleveland*—Terminal Tower, Charles A. Stevens, Manager. . . . . Prospect 5800  
*Stations*—WINX, Washington, D. C.; WTSP, St. Petersburg, Fla.; WCAR, Pontiac, Mich.; WOLF, Syracuse, N. Y.; WCLE, Cleveland, Ohio; WHK, Cleveland, Ohio; WHKC, Columbus, Ohio; WTOL, Toledo, Ohio; WIP, Philadelphia, Pa.; WJHL, Johnson City, Tenn.; KPAC, Port Arthur, Texas; KRSC, Seattle, Wash.

**RADIO SALES**

(A Division of the Columbia Broadcasting System)

*New York*—485 Madison Avenue. . . . . Wickersham 2-2000  
 Howard Meighan, Eastern Sales Manager; William H. Hylan, Jr., Robert Somerville, Frank McDonnell, Edwin Reynolds, Howard Schreiber, Eldon Hazard.

*Chicago*—410 N. Michigan Avenue. . . . . Whitehall 6000  
 Kelly Smith, General Sales Manager; Henry Jackson, Western Sales Manager; David Sutton, Wendell Campbell.

*Detroit*—902 Fisher Bldg., Herbert Carlborg. . . . . Trinity 2-5500

*San Francisco*—Palace Hotel. . . . . Yukon 1700  
 Gordon Owen, Sales Manager for Northern California & the Northwest.

*Los Angeles*—Columbia Square. . . . . Hollywood 1212  
 Roger K. Huston, Sales Manager for Southern California.  
*Stations*—WAPI, Birmingham, Ala.; KNX, Los Angeles, Calif.; WJSV, Washington, D. C.; WBBM, Chicago, Ill.; WEEL, Boston, Mass.; WCCO, Minneapolis-St. Paul, Minn.; KMOX, St. Louis, Mo.; WABC, New York, N. Y.; WBT, Charlotte, N. C.; CBS California Network; CBS New England Network; CBS Pacific Network.

**WILLIAM G. RAMBEAU COMPANY**

*Chicago*—360 N. Michigan Ave., William G. Rambeau, Manager. . . . . Andover 5566

*New York City*—Chanin Bldg., Roy Shults, Manager. . . . . Caledonia 5-4940  
*Stations*—WELL, New Haven, Conn.; WORL, Boston, Mass.; WESX, Salem, Mass.; WDSM, Duluth-Superior, Minn.; WDGY, Minneapolis-St. Paul, Minn.; WHB, Kansas City, Mo.; WBNY, Buffalo, N. Y.; WOV, New York, N. Y.; WHJB, Greensburg, Pa.; WPEN, Philadelphia, Pa.; KQV, Pittsburgh, Pa.; WJAS, Pittsburgh, Pa.; Kansas State Network.

**PAUL H. RAYMER CO.**

*Chicago*—435 N. Michigan Avenue. . . . . Superior 4473  
 Paul H. Raymer, Manager; George W. Diefenderfer, Richard F. Kopf.

*New York*—366 Madison Avenue. . . . . Murray Hill 2-8689  
 Fred C. Brokaw, Manager; Peirce L. Romaine, Paul Tiemer.

*Detroit*—General Motors Bldg., George W. Diefenderfer. . . . . Trinity 2-8060

*San Francisco*—Russ Bldg., David H. Sandberg. . . . . Douglas 2373

*Los Angeles*—530 West 6th St., J. Leslie Fox. . . . . Vandike 1901  
*Stations*—Mason-Dixon Radio Group; WBRC, Birmingham, Ala.; Arizona Broadcasting Co.; KWJB, Globe Ariz.; KCRJ, Jerome, Ariz.; KTAR, Phoenix, Ariz.; KYCA, Prescott, Ariz.; KGLU, Safford, Ariz.; KYUM, Yuma, Ariz.; KVOA, Tucson, Ariz.; California Radio System; KERN, Bakersfield, Calif.; KMJ, Fresno, Calif.; KFVB, Los Angeles, Calif.; KFBK, Sacramento, Calif.; KFSD, San Diego, Calif.; KTMS, Santa Barbara, Calif.; KWG, Stockton, Calif.; WDRC, Hartford, Conn.; WDEL-WILM, Wilmington, Del.; WMBR, Jacksonville, Fla.; WDBO, Orlando, Fla.; WDAE, Tampa, Fla.;

• • • **STATION REPRESENTATIVES** • • •

WJJD, Chicago, Ill.; WSBT, South Bend, Ind.; WGAN, Portland, Me.; WCAO, Baltimore, Md.; Michigan Radio Network; WXYZ, Detroit, Mich.; WOOD-WASH, Grand Rapids, Mich.; KWK, St. Louis, Mo.; KOH, Reno, Nev.; WKNE, Keene, N. H.; WJTN, Jamestown, N. Y.; WHEC, Rochester, N. Y.; WSYR, Syracuse, N. Y.; WTRY, Troy, N. Y.; WEST, Easton, Pa.; WKBO, Harrisburg, Pa.; WAZL, Hazelton, Pa.; WGAL, Lancaster, Pa.; WCAU, Philadelphia, Pa.; WORK, York, Pa.; WPRO, Providence, R. I.; WDOD, Chattanooga, Tenn.; WLAC, Nashville, Tenn.; KWFT, Wichita Falls, Texas; WRVA, Richmond, Va.

**VIRGIL REITER & CO.**

*Chicago*—360 N. Michigan Ave. . . . . State 9493

Virgil Reiter, Jr., J. M. Ward.

*Stations*—WMCA, New York, N. Y.; WIBX, Utica, N. Y.; WCAU, Philadelphia, Pa.

**REYNOLDS-FITZGERALD, INC.**

*New York City*—515 Madison Ave. . . . . ELdorado 5-7020

Harry D. Reynolds, Herbert Hatfield, Robert S. McLean, C. Harry Weissner, Lou W. Turck, L. Paul Woehlke.

*Chicago*—360 N. Michigan Ave. . . . . State 4294

John T. Fitzgerald, George A. Jones, Lee Small, Edwin C. Allen.

*Detroit*—General Motors Bldg., Richard T. Healy. . . . . Madison 4250

*Philadelphia*—Land Title Bldg., J. David Cathcart. . . . . Rittenhouse 3839

*Seattle*—1423 Joseph Vance Bldg., Fred A. Bartlett. . . . . Elliott 6452

*San Francisco*—58 Sutter Street. . . . . Garfield 6144

Judson H. Carter, Ralph E. DeMotte.

*Los Angeles*—117 West Ninth Street, Charles E. Fisher. . . . . Tucker 2474

*Stations*—KQW, San Jose, Calif.; KFNF, Shenandoah, Ia.; WIL, St. Louis, Mo.; KOL, Seattle, Wash.; WHBY, Appleton, Wisc.; WTAG, Green Bay, Wisc.; WIBA, Madison, Wisc.; WMAM, Marinette, Wisc.; WSAU, Wausau, Wisc.; XERB, Rosarito, Mexico; XEMO, Tia Juana, Mexico.

**SEARS & AYER, INC.**

*Chicago*—612 N. Michigan Ave. . . . . Superior 8177

B. H. Sears, President; A. T. Sears, Secretary-Treasurer.

*New York City*—565 Fifth Ave., Paul Adler, Manager. . . . . Plaza 8-1312

*Stations*—WJBY, Gadsden, Ala.; WHBB, Selma, Ala.; WCOV, Montgomery, Ala.; WMSD, Muscle Shoals, Ala.; WKEU, Griffin, Ga.; WDWS, Champaign, Ill.; WSOY, Decatur, Ill.; WTMV, East St. Louis, Ill.; WGIL, Galesburg, Ill.; WJPF, Herrin, Ill.; WCLS, Joliet, Ill.; WCBS, Springfield, Ill.; WHBU, Anderson, Ind.; KTSW, Emporia, Kans.; WGRM, Greenwood, Miss.; WFOR, Hattiesburg, Miss.; WSLI, Jackson, Miss.; KWOS, Jefferson, Mo.; WMBH, Joplin, Mo.; KWOC, Poplar Bluff, Mo.; WRAL, Raleigh, N. C.; WAIR, Winston-Salem, N. C.; WLPM, Suffolk, Va.; KDFN, Casper, Wyo.; KWYO, Sheridan, Wyo.; Carolina Broadcasting System.

**JACK SLATTER**

*Toronto, Ont.*—4 Albert Street. . . . . Waverley 5564

*Montreal*—408 Dominion Square Bldg. . . . . Harbour 7811

*Stations*—CFCN, Calgary, Alta.; CFRN, Edmonton, Alta.; CKPR, Fort William, Ont.; CKCR, Kitchener, Ont. (Montreal only); CKTB, St. Catherines, Ont. (Montreal only); CFQC, Saskatoon, Sask.; CJGX, Yorkton, Sask.

**EDWARD S. TOWNSEND COMPANY**

*San Francisco*—Russ Bldg., Edward S. Townsend, Owner. . . . . Douglas 2373

*Stations*—KARM, Fresno, Calif.; KROY, Sacramento, Calif.; WOR, Newark, N. J.

**J. FRANKLYN VIOLA AND COMPANY**

(Foreign Language Representative\*)

*New York City*—56 West 45th St., J. Franklyn Viola, President. . . . . MUrray Hill 2-0489

\*Stations represented for the broadcasting and producing of foreign language programs only.

**WEED & CO.**

*New York*—350 Madison Avenue. . . . . VAnDerbilt 6-4542

Joseph J. Weed, President; Grace Walsh, Secretary.

• • • STATION REPRESENTATIVES • • •

<i>Chicago</i> —203 N. Wabash Avenue.....	Randolph	7730
C. C. Weed, Vice-President.		
<i>Detroit</i> —General Motors Bldg., Charles M. Adell, Manager.....	Madison	6366
<i>San Francisco</i> —111 Sutter St., Roy Frothingham, Manager.....	Douglas	2445
<i>Stations</i> —WTIC, Hartford, Conn.; WJNO, West Palm Beach, Fla.; WEOA, Evansville, Ind.; WGBF, Evansville, Ind.; WBOW, Terre Haute, Ind.; KGLO, Mason City, Ia.; WRDO, Augusta, Me.; WLBZ, Bangor, Me.; WCHS, Portland, Me.; WORC, Worcester, Mass.; KFRU, Columbia, Mo.; KXOK, St. Louis, Mo.; KFBB, Great Falls, Mont.; WFEA, Manchester, N. H.; WEBR, Buffalo, N. Y.; WHBC, Canton, Ohio; WCOL, Columbus, Ohio; WJAR, Providence, R. I.; WFBC, Greenville, S. C.; KABR, Aberdeen, S. D.; WCAX, Burlington, Vt.; CFAC, Calgary, Alta.; CJCA, Edmonton, Alta.; CFGP, Grand Prairie, Alta.; CKOV, Kelowna, B. C.; CJOC, Lethbridge, Alta.; CJAT, Trail, B. C.; CKWX, Vancouver, B. C.; CFAR, Flin Flon, Man.; CFRC, Winnipeg, Man.; CFNB, Fredericton, N. B.; CHNS, Halifax, N. S.; CJCB, Sydney, N. S.; CKOC, Hamilton, Ont.; CFRC, Kingston, Ont.; CKJL, Kirkland Lake, Ont.; CFCH, North Bay, Ont.; CJCS, Stratford, Ont.; CKGB, Timmins, Ont.; CFCY, Charlottetown, P. E. I.; CFCF, Montreal, Que.; CHAB, Moose Jaw, Sask.; CKBI, Prince Albert, Sask.; CKCK, Regina, Sask.		

**WGN, INC.**

(Eastern Representative)

<i>New York City</i> —220 East 42nd Street.....	Murray Hill	2-3033
Norman Boggs, New York Office Manager.		
<i>Station</i> —WGN, Chicago, Ill.		

**WHDH, NATIONAL SALES OFFICE**

<i>New York</i> —366 Madison Ave.....	Murray Hill	2-1593
George M. Watson, Jr., Manager; Flora E. Watson, Secretary.		
<i>Stations</i> —WHDH, Boston, Mass.		

**F. LACELLE WILLIAMS**

<i>Atlanta</i> —617 Walton Bldg., F. Lacelle Williams, Owner.....	Jackson	1678
* <i>Stations</i> —WJHO, Opelika, Ala.; KPMC, Bakersfield, Calif.; KFOX, Long Beach, Calif.; KGB, San Diego, Calif.; WRUF, Gainesville, Fla.; WMBR, Jacksonville, Fla.; WFOY, St. Augustine, Fla.; WTAL, Tallahassee, Fla.; WDAE, Tampa, Fla.; WJNO, West Palm Beach, Fla.; WMGA, Moultrie, Ga.; WAYX, Waycross, Ga.; WJPR, Greenville, Miss.; WAIM, Anderson, S. C.; WMPS, Memphis, Tenn.; KFRO, Longview, Texas; KELA, Centralia-Chehalis, Wash.		

\*Stations represented on a regional basis in southern territory only.

**HOWARD H. WILSON COMPANY**

<i>Chicago</i> —75 East Wacker Drive.....	Central	8744
Howard H. Wilson, Owner; J. F. Johns, Harlan G. Oakes.		
<i>New York</i> —551 Fifth Ave.....	Murray Hill	6-1230
J. F. Johns, Manager; Edward J. Devney.		
<i>Kansas City, Mo.</i> —1012 Baltimore, George E. Wilson, Manager.....	Grand	1473
<i>San Francisco</i> —681 Market St., Gordon Heater, Manager.....	Douglas	4475
<i>Hollywood</i> —6362 Hollywood Blvd., Homer O. Griffith.....	Granite	1726
<i>Stations</i> —KGHF, Pueblo, Calif.; WHBF, Rock Island, Ill.; WDZ, Tuscola, Ill.; WIBC, Indianapolis, Ind.; KFBI, Wichita, Kans.; WINN, Louisville, Ky.; WKZO, Kalamazoo, Mich.; KYSM, Mankato, Minn.; KROC, Rochester, Minn.; KFAM, St. Cloud, Minn.; KDRO, Sedalia, Mo.; KMMI, Grand Island, Nebr.; WDNC, Durham, N. C.; WPIC, Sharon, Pa.; WORD, Spartanburg, S. C.; WSPA, Spartanburg, S. C.; KELO, Sioux Falls, S. D.; KSOO, Sioux Falls, S. D.; KGNC, Amarillo, Texas; KFDM, Beaumont, Texas; KROD, El Paso, Texas; KFYO, Lubbock, Texas; KTSA, San Antonio, Texas; KRGV, Westaco, Texas; WDEV, Waterbury, Vt.; WKBH, La Crosse, Wisc.; WHBL, Sheboygan, Wisc.; Lone Star Chain; The Minnesota Radio Network.		

**WOR (Newark, N. J.)**

<i>Boston</i> —80 Federal Street.....	Liberty	0437
Paul A. Belaire, Manager.		
<i>Chicago</i> —Tribune Tower, Harold C. Higgins, Manager.....	Superior	5110
<i>San Francisco</i> —Russ Bldg., Edward S. Townsend.....	Douglas	2373

# RESEARCH ————— ORGANIZATIONS

## THE ADVERTISING CHECKING BUREAU, INC.

538 South Clark St., Chicago, Ill.  
Phone Wabash 6131

President.....W. B. Katzenberger  
Western Manager.....James Watt  
*Branch Offices*

79 Madison Ave., New York, N. Y.  
Phone CAledonia 5-8333

Eastern Manager.....Horace Carver  
500 Sansome St., San Francisco, Calif.  
Phone Sutter 6978

Pacific Coast Manager.....John Kendrick  
Services Offered: (1) Clippings and analysis of radio publicity with circulation figures and monthly summaries. (2) Check-up of radio log listing. (3) Weekly scrap-book service.

## BOOZ, FRY, ALLEN & HAMILTON

135 South La Salle St., Chicago, Ill.  
Phone State 8344

285 Madison Ave., New York, N. Y.  
Phone CAledonia 5-1223

Services Offered: Business Surveys.

## WALTER P. BURN & ASSOCIATES, INC.

7 West 44th Street, New York, N. Y.  
Phone, MUrray Hill 2-7462

President.....Walter P. Burn  
Vice-President .....William Noble

Services Offered: Market data, economic studies, media coverage studies, radio coverage maps, decorative maps, economic maps, charts, trade paper advertising, brochures, dramatized sales presentation, complete promotion plans, trade area counsel on FM applications.

## CANADIAN FACTS, REGISTERED

100 Adelaide St., West, Toronto, Ont., Canada  
Phone Adelaide 2067

General Manager.....N. P. Colwell  
Director of Personnel...Ethel Fulford Colwell  
*Branch Offices*

Operating branches in 99 Canadian cities and towns with a total staff of 2100.

Services Offered: All types of marketing research including market coverage data, consumer studies, dealer investigations and checks on effectiveness of various media.

## PAUL T. CHERINGTON

c/o McKinsey & Co., 2 Wall Street,  
New York, N. Y.

Phone REctor 2-2820

Services Offered: Distribution consultant, market surveys, media studies.

## COMMERCIAL RESEARCH SERVICE

1474 Olive St., Louisville, Ky.  
Phone Sb. 1312W

President.....Newton P. Owen  
Secretary-Treasurer.....P. A. Johns

Services Offered: Checking service for advertising and agencies, coincidental telephone surveys.

## ROBERT S. CONLON & ASSOCIATES

New York Life Bldg., Kansas City, Mo.  
Phone Victor 1973

Principal.....Robert S. Conlon  
*Branch Office*  
Dallas, Texas

Executive-In-Charge.....George Walker  
Services Offered: Market research; monthly surveys, radio surveys.

**THE COOPERATIVE ANALYSIS OF BROADCASTING**

330 West 42nd Street, New York, N. Y.  
Phone, MEdallion 3-3898

Manager.....A. W. Lehman  
Governing Committee:

D. P. Smelser, Chairman (Procter & Gamble Co.); George H. Gallup, Treasurer (Young & Rubicam); C. H. Lang (General Electric Co.); A. Wells Wilbor (General Mills); L. D. H. Weld (McCann-Erickson); F. B. Ryan, Jr. (Ruthrauff & Ryan); A. W. Lehman, Manager.

Services Offered: CAB rates all commercial network programs, daytime as well as evening, and in addition analyzes these ratings by geographical sections, income groups, etc. It is authorized by the Association of National Advertisers and the American Association of Advertising Agencies to carry on this work which it has been doing since March, 1930.

**CROSSLEY, INC.**

330 West 42 St., New York, N. Y.  
Phone BRyant 9-5462

President.....Archibald M. Crossley  
Services Offered: Program rating, nationwide or individual area studies, general marketing consultants.

**THE REUBEN H. DONNELLEY CORPORATION**

350 East 22nd St., Chicago, Ill.  
Phone Victory 3-3232

President.....George V. Overton  
General Manager, Direct Mail Division,  
D. L. Harrington

*Branch Offices*

305 East 45th St., New York, N. Y.  
Phone MUrray Hill 4-7000

Eastern Manager, Direct Mail Division,  
Herbert F. Lewis

727 Venice Boulevard, Los Angeles, Calif.  
Phone Richmond 0221

Western Manager, Direct Mail Division,  
William LeGore

Services Offered: (1) Contests: contest judging service handles every detail from pick-up of contest entries at post office to the delivery of winners to the advertiser

including the creation of contests to fit advertisers' merchandising problems. (2) Premiums: premium mailing service relieves advertisers of all detail on mailed premium including the creation and selection of premiums to meet the advertisers' exact situation.

**FACT-FINDERS ASSOCIATES**

444 Madison Ave., New York, N. Y.  
Phone ELdorado 5-1600

President.....George P. Johnson  
*Branch Offices*

367 offices in United States and Canada.

Services Offered: Advertising checking, brand popularity surveys, consumer surveys, checking field inventories, marketing plans, package testing, public opinion, tabulations, radio audience surveys, survey analyses, trade surveys, outdoor poster and card checks.

**FACTS CONSOLIDATED**

68 Post Street, San Francisco, Calif.  
Phone Garfield 4047

President.....Roy S. Frothington  
Vice-President.....A. B. Mueller  
Secretary.....Mary E. Haak

*Branch Office*

8268 West Norton Ave., Hollywood, Calif.  
Phone Granite 6403

Manager.....Dorothy D. Corey

Services Offered: Monthly continuing recall survey of radio programs on the Pacific coast to determine station and program preferences based on personal interviews in a properly distributed sample of radio families.; public opinion, consumer, product, brand, listening, etc., surveys.

**EDGAR FELIX**

18 East 48th St., New York, N. Y.  
Phone PLaza 5-5052

Director.....Edgar Felix  
Chief Field Engineer.....L. C. Skipper  
Statistician.....J. Murray

Services Offered: Radio coverage reports (coverage and service areas of broadcasting stations).



**ROY S. FROTHINGHAM**

111 Sutter Street, San Francisco, Calif.  
Phone, Douglas 2445

Services Offered: Sales and advertising research; market and product studies; radio-program preference surveys.

**HERMAN S. HETTINGER**

4537 Spruce St., Philadelphia, Pa.  
Phone, Evergreen 9857

Services Offered: Marketing consultancy on broadcasting, station research, etc.

**C. E. HOOPER, INC.**

51 East 42nd St., New York, N. Y.  
Phone, VAnDerbilt 6-1500

President.....C. E. Hooper  
Vice-President.....E. A. Tomsett  
Manager, Radio Program Reports,  
A. M. Wharfield  
Manager, Station Audience Reports,  
H. G. Boyd  
Technical Director on Special Studies,  
Dr. M. N. Chappell

Services Offered: Radio audience and listening survey specialists, publishers of monthly "Hooper Radio Reports"—(National daytime programs, national evening programs, regional sets-in-use reports, regional program ratings, station audience reports, radio sales effectiveness reports, etc.)

**HOOPER-HOLMES BUREAU**

102 Maiden Lane, New York, N. Y.  
Phone WHitehall 3-9700

Director of Research.....Chester E. Haring  
*Branch Offices*

83 Offices Throughout  
United States and Canada

Services Offered: Commercial research.

**IRWIN & IRWIN**

1627 Locust St., St. Louis, Mo.  
Phone, Sterling 4460

Manager.....M. C. Irwin  
Services Offered: Market research.

**JOINT COMMITTEE ON RADIO RESEARCH**

(cooperative AAAA, ANA & NAB survey)  
420 Lexington Ave., New York, N. Y.  
Phone MOhawk 4-7982

Chairman .....John Benson

**HELEN KING**

17 East 48th St., New York, N. Y.  
Phone, Wickersham 2-1127

Services Offered: Contest consultant, research and management (i.e., judging, planning, research, statistics, etc., on contests).

**WALTER MANN & STAFF**

Newtown, Conn.  
Phone, Newtown 213

President.....Walter Mann  
Associate.....Theodore Van Doorn  
Associate.....Milton MacMurray  
Associate.....Frank Persky  
*Branch Office*

350 Madison Ave., New York, N. Y.  
Phone, MUrray Hill 2-3479

Executive-In-Charge....Theodore Van Doorn  
Services Offered: Research, surveys, and counsel for scientific advertising and sales strategy for advertisers, agencies, publishers and radio stations; editorial, circulation and program counsel.

**MARKET DATA SERVICE, INC.**

7 West 44th St., New York, N. Y.  
Phone, MUrray Hill 2-7462

President.....William Noble  
Vice-President.....Sperry Butler  
Secretary-Treasurer.....Walter P. Burn

Services Offered: Market data, economic studies, media coverage studies, radio coverage maps, decorative maps, economic maps, charts, trade paper advertising, brochures, dramatized sales presentation, complete promotion plans.

**MARKET RESEARCH CORP. OF AMERICA**

444 Madison Ave., New York, N. Y.  
Phone PLaza 3-8920

President.....Percival White  
Vice-President.....Pauline Arnold  
Secretary-Treasurer.....Matilda White

Services Offered: Marketing studies for manufacturers, publishers, radio networks and stations; consumer and retailer surveys; product tests; editorial content analyses for publishers; consumer panels, etc.

**MARKET RESEARCH OF  
CLEVELAND**

435 Schofield Bldg., Cleveland, Ohio  
Phone, CHerry 4710

Director.....Albert E. Strass  
Assistant Director.....Idamae Brignan  
Services Offered: Advertising surveys; radio surveys; market analysis and marketing surveys.

**NATIONAL RADIO RECORDS**

347 Madison Ave., New York, N. Y.  
Phone MUrray Hill 4-4351

President.....N. Charles Rorabaugh  
Sales Manager.....Leon Dick  
Services Offered: Spot and network radio advertising statistics via confidential monthly publications.

**A. C. NIELSEN COMPANY**

2101 Howard Street, Chicago, Ill.  
Phone, Hollycourt 6100

President.....A. C. Nielsen  
Executive Vice-President.....F. K. Leisch  
Executive Vice-President in Charge of  
Nielsen Radio Index.....H. L. Rusch  
*Branch Office*

500 Fifth Ave., New York, N. Y.  
Phone, PENnsylvania 6-7126

Executive Vice-President In Charge of  
N. Y. Office.....J. O. Peckham  
Services Offered: Market research work including the publication of indexes on the drug, food, liquor, radio and British business.

**NORTHWEST MARKETING SERVICE**

610 Pence Bldg., Minneapolis, Minn.  
Phone, Main 0497

Manager.....Aurilla Smith  
Assistant Manager.....Naomi Emerson  
Services Offered: Market and product research in manufacturing, wholesaling, retailing and among consumers; merchandising plans and promotions; retail store demonstrations, displays, sampling and cooperative merchandising; resident investigator work.

**OPINION RESEARCH  
CORPORATION**

90 Nassau Street, Princeton, N. J.  
Phone, Princeton 1676

President.....Dr. Claude Robinson  
Vice-President.....Harold Read  
Vice-President.....Dilman M. K. Smith  
Vice-President.....Dr. Floyd Ruch  
Services Offered: Opinion sampling.

**PARB RESEARCH SERVICES**

1526 - 48th Ave., San Francisco, Calif.  
Phone Overland 2935

Librarian.....Alice Thompson  
Assistant Librarian.....James Wellman  
Field Supervisor.....Charles MacDonald  
Services Offered: Radio and theatrical research of all types. Services offered in fourteen key city offices.

**R. L. POLK & CO., INC.**

354 Fourth Ave., New York, N. Y.  
Phone CAledonia 5-8500

President.....R. L. Polk  
Vice-President.....E. J. Loranger  
Secretary-Treasurer.....F. R. Mixer

**PSYCHOLOGICAL CORP.**

522 Fifth Ave., New York, N. Y.  
Phone MUrray Hill 2-2145

Managing Director.....Paul S. Achilles  
Director of Research.....Dr. Henry C. Link  
*Branch Office*

310 S. Michigan Ave., Chicago, Ill.  
Phone Wabash 3880

Director.....A. W. Kornhauser  
Executive Secretary.....R. N. McMurry  
Services Offered: Market research.

**PUBLISHERS' INFORMATION  
BUREAU, INC.**

31 East 10th St., New York, N. Y.  
Phone, STuyvesant 9-7334

President.....Anne R. Edgerly  
Vice-President.....Sarah E. Barnes  
Treasurer.....Mae B. Irving  
*Branch Office*

333 N. Michigan Ave., Chicago, Ill.  
Phone, Randolph 3442

Services Offered: Records and special reports of advertising in general magazines, farm publications, and of network and spot radio business.

**RADIO REPORTS, INC.**

220 East 42nd St., New York, N. Y.  
Phone MUrray Hill 2-3564

President-Treasurer.....Edward F. Loomis  
Services Offered: Provides subscribers with digests and texts of radio news and comment.

**ROSS FEDERAL RESEARCH CORP.**

18 East 48th St., New York, N. Y.  
Phone, PLaza 3-6500

Chairman of Board-President-  
Treasurer.....Harry A. Ross  
Vice-President-General Manager  
  Densmore A. Ross  
Vice-President-General Sales Manager  
  Clifford B. Ross  
Vice-President.....Richard Ross  
Director of Research.....William B. Shine  
Secretary.....Frank X. Miske  
Director of Advertising and Publicity

  Thomas B. Ellsworth

*Branch Offices*

59 E. Van Buren St., Chicago, Ill.  
753-55 Book Bldg., Detroit, Mich.  
817 Hanna Bldg., Cleveland, Ohio  
1225 Grant Bldg., Pittsburgh, Pa.  
606 West Wisconsin Ave., Milwaukee, Wis.  
1553 Carew Tower, Cincinnati, Ohio  
320 N. Meridian St., Indianapolis, Ind.  
817-18 Metropolitan Bldg., Boston, Mass.  
17 Court St., Buffalo, N. Y.  
Market St. National Bank Bldg., Philadel-  
phia, Pa.  
1028 Connecticut Ave., Washington, D. C.  
1807 Grand Ave., Kansas City, Mo.  
3615 Olive St., St. Louis, Mo.  
3723 Wilshire Blvd., Los Angeles, Calif.  
963 Monadnock Bldg., San Francisco, Calif.  
1904 Third Ave., Seattle, Wash.  
Tower Petroleum Bldg., Dallas, Texas  
903 United States National Bank Bldg., Den-  
ver, Colo.  
47 West South Temple St., Salt Lake City,  
Utah  
Rand Tower Bldg., Minneapolis, Minn.  
507 Tenth St., Des Moines, Ia.  
8 N. Third St., Memphis, Tenn.  
314 Johnston Bldg., Charlotte, N. C.  
206-7 Palmer Bldg., Atlanta, Ga.  
90 State St., Albany, N. Y.  
208 Pan American Bldg., New Orleans, La.  
413 Equity Bldg., Oklahoma City, Okla.  
306 S. Fifteenth St., Omaha, Nebr.  
602 Porter Bldg., Portland, Ore.  
Street Bldg., New Haven, Conn.

Services Offered: Market research, con-  
sumer studies, radio surveys.

**ELSIE M. RUSHMORE**

551 Fifth Ave., New York, N. Y.  
Phone MUrray Hill 2-3053

Services Offered: Surveys for market defi-  
nition; management and analysis of contests.

**PAUL W. STEWART &  
ASSOCIATES, INC.**

9 Rockefeller Plaza, New York, N. Y.  
Phone, CIrcle 5-5447

President.....Paul W. Stewart  
Vice-President.....Arthur B. Dougall  
Services Offered: Program checking; mar-  
keting and advertising analysis; listener  
studies.

**DANIEL STARCH**

420 Lexington Ave., New York, N. Y.  
MOhawk 4-6624

President.....Daniel Starch  
In Charge of Sales.....Charles A. Wolcott  
In Charge of Production...T. Mills Shepard

**DOROTHEA REILLY**

16 East 43rd St., New York, N. Y.  
Phone, VAnDerbilt 6-3882

Owner.....Dorothea Reilly  
Office Manager.....K. B. Weir  
Secretary.....Evelyn Ross

*Branch Office*

RFD No. 2, Montgomery, N. Y.  
Phone, Montgomey 5775

Services Offered: Contest management in-  
cluding ideas, plans and mail; market re-  
search including phone and field surveys and  
product testing.

**RESEARCH BUREAU OF AMERICA**

280 Madison Ave., New York, N. Y.  
Phone, MUrray Hill 5-8183

Director.....Doris Drucker  
Services Offered: Consumer and dealer  
surveys; radio audience measurements; in-  
ventory checking; merchandising and sales  
policy investigations.

**ELMO ROPER**

30 Rockefeller Plaza, New York, N. Y.  
Phone CIrcle 6-7164

Executives.....Elmo Roper, Arthur B.  
Chivvis, Carolyn W. Crusius, Robert W.  
Pratt, Robert Williams.

Services Offered: Marketing research, dis-  
tribution consultant, trade and consumer  
studies.

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# AMERICAN ASSOCIATION OF ADVERTISING AGENCIES

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## HEADQUARTERS

420 LEXINGTON AVENUE, NEW YORK  
Telephone—MOhawk 4-7982

## OFFICERS

JOHN BENSON  
President

ATHERTON W. HOBLER  
Chairman of the Board

FREDERIC R. GAMBLE  
Managing Director

GUY C. SMITH  
Vice-President

E. DE WITT HILL  
Treasurer

DAVID M. BOTSFORD  
Secretary

L. W. MAC KENZIE  
Director of Service

## COMMITTEE ON RADIO BROADCASTING

Chairman: L. T. BUSH  
Compton Advertising, Inc.  
630 Fifth Avenue, New York

JOHN U. REBER  
J. Walter Thompson Company  
420 Lexington Ave., New York

Vice-Chairman: A. K. SPENCER  
J. Walter Thompson Company  
420 Lexington Ave., New York

MAC WILKINS  
Mac Wilkins & Cole, Inc.  
Corbett Bldg., Portland, Ore.

## Added Members:

C. LAWTON CAMPBELL  
Ruthrauff & Ryan, Inc.  
405 Lexington Ave., New York

JACK SMALLEY  
Batten, Barton, Durstine & Osborn, Inc.  
633 Hollywood Blvd., Hollywood, Calif.

CHARLES F. GANNON  
Arthur Kudner Inc.  
630 Fifth Ave., New York

JOHN F. ARNDT  
John Falkner Arndt & Co.  
Lewis Tower, Philadelphia, Pa.

CHESTER J. LaROCHE  
Young & Rubicam, Inc.  
285 Madison Ave., New York

L. L. SHENFIELD  
Pedlar & Ryan, Inc.  
250 Park Ave., New York, N. Y.

EDWARD LASKER  
Lord & Thomas  
247 Park Ave., New York

ARTHUR PRYOR, JR.  
Batten, Barton, Durstine & Osborn, Inc.  
383 Madison Ave., New York

R. J. SCOTT  
Schwimmer & Scott  
75 E. Wacker Drive, Chicago, Ill.

# ADVERTISING MOVES FORWARD DURING 1940

By  
**John Benson**  
*President*  
*American Association of*  
*Advertising Agencies*

**A**S an advertising medium, radio has had a good year, and again demonstrated its usefulness in building up sales of merchandise as well as creating good will. Its low cost of coverage is doubtless a factor, but not the only factor, in a steadily developing use of the medium. It has an intimate influence of its own which continues to be productive.

From the standpoint of public opinion, radio has also been making progress, although there is still much to be done in avoiding broadcasts to which people object from the standpoint of good taste and consideration for the welfare of the American home and its children.

## NAB Code

In this connection, the Code adopted by the NAB a year and a half ago, and applicable to commercial broadcasting since October, 1940, has been a landmark of improvement in helping radio to live up to its full possibilities and discharge its obligation for entertainment and information over the air. This was a courageous step to take and will have important results to the benefit of the medium.

Advertisers and advertising agencies are as much interested in preserving the popularity of radio in the American home as the broadcasters themselves are, as no medium can create maximum goodwill which itself is lacking to any degree in that respect.

The finer possibilities of entertainment and education through radio are being steadily realized and doubtless will be improved in the future.

## Research

Advertisers are learning more and more how to use radio most effectively through evaluation of the coverage of stations, of listener habits, made possible by the yardsticks defined by the Joint Committee on Radio Research. These have given an impulse to obtaining further knowledge about how far stations can reach in geographic spread and with what clarity and freedom from interference, and how large a listening audience is available.

The number of homes and automobiles equipped with radio receiving sets increased materially during the year: 11,000,000 new sets have been produced\* making a total of some 52,000,000 in use throughout the land.\*\*

We are getting more and more knowledge of the relative popularity of programs as reported by the Cooperative Analysis of Broadcasting, so that more intelligent choice of entertainment can be made in meeting the needs of the public.

## Progress

The news broadcasts have registered a new high of accomplishment in reporting daily the events and moves of the war abroad, with enlightening comment by well-known reporters on the spot. Through radio endless speeches were heard on the election issues—by political leaders of all parties.

On the whole it seems that the year 1940 has been one of progress and a stepping stone to what may be done in 1941 in the way of further improvement, both in the service radio can render the American home and the aid it can be to American business.

\*—Estimated by Institute of Radio Engineers.

\*\*—Estimated by "Radio Today."



# STANDARDS OF PRACTICE

## AMERICAN ASSOCIATION OF ADVERTISING AGENCIES

We hold that advertising agencies have an obligation not only to their clients but to the media they employ, to the public, and to each other.

This obligation arises from mutuality of interest. The principles which govern the discharge of this obligation are various in application; some are rooted in a standard of honor which we all acknowledge, and others are based on the requirements of good business.

What is unfair in agency practice is explicitly stated in this, our Standards of Practice.

Advertising is a business, and it must therefore operate within the framework of competition. It is not the intention to limit the vigor of competition. Rather, we hold that it is necessary for the health of advertising.

Certain competitive methods are condemned in this code. They are condemned not because they are competitive, but because, if universally used, they would tend to destroy the business of advertising.

### PROFESSIONAL PRACTICE

#### ADVERTISING COPY

It is unsound and unprofessional for the advertising agency to prepare or handle any advertising of an untruthful or indecent character, as exemplified by the following copy practices disapproved in a code jointly adopted by the American Association of Advertising Agencies and the Association of National Advertisers:

1. False statements or misleading exaggerations.
2. Indirect misrepresentation of a product, or service, through distortion of details, or of their true perspective, either editorially or pictorially.
3. Statements or suggestions offensive to public decency.
4. Statements which tend to undermine an industry by attributing to its products, generally, faults and weaknesses true only of a few.
5. Price claims that are misleading.
6. Pseudoscientific advertising, including claims insufficiently supported by accepted authority, or that distort the true meaning or practicable application of a statement made by professional or scientific authority.
7. Testimonials which do not reflect the real choice of a competent witness.

### COMPENSATION

#### REBATING

The advertising agency should retain the full amount of compensation granted by media owners without direct or indirect rebating.

It shall be considered as rebating to supply materials for advertising on any basis that can be considered as direct, indirect or secret rebating. It shall also be considered as rebating to place men in the service of the advertiser at the agency's expense, or to assume all or part of the salary of any employee of the advertiser, or to pay any fee or compensation to any one connected directly or indirectly with the advertiser, for obtaining or holding an account. It shall also be considered as rebating to agree to allow cash discounts not earned.

#### EXTRA COMPENSATION

The advertising agency should not take from any third party a profit, discount or commission other than the regular agency compensation allowed by media owners, unless disclosed to the client.

### COMPETITION

#### SPECULATIVE MATERIALS

In view of its obligation to provide adequate service to clients, as well as the sound business principle of making a reasonable profit on its effort, the advertising agency should refrain from practices that dissipate its income in any unsound or uneconomic solicitation for new business.

It is recognized as unsound, uneconomic and unprofessional to submit speculative material in competitive solicitation.

#### OFFERING CREDIT EXTENSION

It is unsound and uneconomic to offer extension of credit or banking service as an inducement in solicitation.

#### UNFAIR TACTICS

The advertising agency should compete on merit and not by depreciating a competitor or his work directly or inferentially, or by circulating harmful rumors about him, or by making unwarranted claims of scientific skill in judging or prejudging advertising copy, or by seeking to obtain an account by hiring a key employee away from the agency in charge.

\* \* \*

These Standards of Practice of the American Association of Advertising Agencies are based on the belief that sound practice is good business . . . that confidence and respect are indispensable to success in a business embracing the many intangibles of agency service and involving relationships so dependent upon good faith.

They express ideals which are based on a broad experience of what has been found to be the best advertising practice. They are feasible and practical . . . involving no restrictions which advertising agencies should not voluntarily adopt.

# STANDARD CONDITIONS

## GOVERNING CONTRACTS AND ORDERS FOR SPOT BROADCASTING

*National Association of Broadcasters*

In cooperation with

*American Association of Advertising Agencies*

### 1. PAYMENT

[a]. The agency agrees to pay, and the broadcasting station agrees to hold the agency solely liable for payment, for the broadcasting covered by this order unless expressly otherwise agreed in writing.

[b]. The agency personally agrees to pay for broadcasting covered by this order, at the office of the broadcasting station or of its authorized representative, on or before the last day of the month following that in which the broadcasting is done unless otherwise stipulated on the face of this order; or, when cash discount is deducted but payment date not specified on the station's rate card, on the fifteenth of the month following.

[c]. In all cases date of payment is material and unless otherwise stipulated the postmark date on the envelope properly addressed to the broadcasting station or to its representative shall be considered the date when payment was made.

[d]. Station's invoices for broadcasting covered by this order shall be in accordance with the station's log and shall so state on each such invoice.

[e]. Invoices should be rendered not less often than monthly.

[f]. The station reserves the right to cancel the order at any time upon default by the agency in the payment of bills, or other breach, or in the event of any material violation on the part of the agency of any of the conditions herein named; and upon such cancellation all broadcasting done hereunder and unpaid shall become immediately due and payable. In case of delinquency in payments or impaired credit the station shall have the right to change the requirements as to terms of payment for further broadcasting under this order as it may see fit.

### 2. TERMINATION

[a]. This agreement may be terminated by either party by giving the other two weeks' notice, unless

otherwise stipulated on the face of this order. If the agency terminates the agreement it will pay the station according to the station's published rates for the lesser number of periods, for all services previously rendered by the station. If the station terminates the agreement; either, the agency and the station will agree on a satisfactory substitute day or time at the rates in effect at the time this agreement was made, or, the agency will pay the station according to the rates specified herein, for all services previously rendered by the station; that is, the agency shall have the benefit of the same time discounts which the agency would have earned had it been allowed to complete the order. In the event of such termination, neither party shall be liable to the other party otherwise than as specified in this paragraph.

### 3. INABILITY TO BROADCAST

[a]. Should the station, due to public emergency or necessity, legal restriction, Act of God, or at the direction of Federal, State or Municipal authorities or for any other reason beyond the control of the station, be unable to broadcast one of the agency's programs at the time specified, the station shall not be liable to the agency for damages but will communicate with the agency as far in advance as possible. The agency will then either agree with the station on a satisfactory substitute time for the broadcast, or, if no such agreement can be reached, the broadcast will be considered as cancelled, without affecting the rate shown on this order. In the event of such cancellation or postponement, the station will make, if approved by the agency, a suitable courtesy announcement as to the reason for cancellation or postponement, and as to any substitute time agreed upon.

[b]. If interruptions occur during the entertainment portion of the broadcast, credit shall be given by the station at the pro rata rate for such interruptions of one minute or more duration. If interruptions occur during the commercial announcement portion of the broadcast, credit shall be given by

the station in the same proportion to the total station time charge which the omitted commercial announcement portion bears to the total commercial announcement in the program. If the interruption equals or exceeds 50% of the total program time the station shall defray a pro rata share of the live talent costs, unless the interruption is due to an Act of God, public emergency or legal restriction.

#### 4. SUBSTITUTION OF SUSTAINING PROGRAM OF PUBLIC IMPORTANCE

[a]. The station shall have the right to cancel any broadcast covered by this order and substitute a sustaining program of such outstanding public importance that failure to broadcast same would work injury alike to the station and the advertiser. In such case, the station will notify the agency as far in advance as possible, and the agency and the station will agree on a satisfactory substitute day or time for the broadcast, or, if no such agreement can be reached, the broadcast will be considered as cancelled without affecting the rates or rights shown on this order. In the event of such cancellation or postponement, the station will make, if approved by the agency, a suitable courtesy announcement as to the reason for cancellation or postponement and as to any substituted time agreed upon. In the event of such replacement, when the station notifies the agency less than two weeks in advance of broadcast, the station shall reimburse the agency any non-cancellable cost of live talent.

#### 5. RATES

[a]. It is agreed that the rate named in this order is the lowest rate made by the station for like services and that if at any time during the life of this order the station makes a lower rate for the same services, this order shall be completed at such lower rate from that date.

[b]. All rates shall be published. There shall be no secret rates, rebates or agreements affecting rates. All rates shall be furnished agencies if requested.

[c]. If this order is continued without interruption beyond the time specified the additional broadcasts shall be considered part of this order and the same rate shall apply until any lower rate prevailing at the time this agreement is made shall have been earned; and then this lower rate shall apply to the whole order. It is agreed, however, that this provision shall not cover a service rendered by the station later than one year from the date of the first broadcast, unless specifically agreed.

#### 6. PROGRAMS

[a]. The order for station time includes the services of the technical staff and of a regular staff announcer. Other talent and services are covered by the program charge in this order which is subject to change by the agency with the consent of the station.

[b]. Should the station fail to receive program material seven days in advance of the broadcast it shall so notify the agency. Subsequent to this

notification, if the station fails to receive the program material in time for the broadcast, if the programs are transcriptions, the station shall, following first broadcast, repeat a previous program unless otherwise instructed, or unless program is one of a series, in which case the station shall have the right to announce the name, address and business classification of the advertiser, produce a creditable program and make regular charge for station time and reasonable talent charge to the agency. If the programs are produced locally it shall, following first broadcast, repeat the commercial announcement of the preceding broadcast, using the agreed talent unit.

[c]. Except as otherwise hereinafter expressly provided the agency will save the station harmless against all liability for libel, slander, illegal competition or trade practice, infringement of trade marks, trade names or program titles, violation of rights of privacy and infringement of copyrights and proprietary rights, resulting from the broadcasting of the programs herein provided for in the form furnished or approved by the agency. Such indemnity shall not apply to the musical compositions performed in non-dramatic form, the unrestricted right to perform which is licensed by ASCAP, provided the agency shall have at least one week prior to each broadcast submitted to the station in writing in duplicate a correct list of the titles of names of composers and copyright owners appearing on the published or unpublished copies of the musical compositions to be used on the said programs. The station agrees, however, to save the agency harmless against all liability where the programs are prepared and produced both as to artists and program content by the station excepting only such liability as may result from the broadcasting of the commercial credits and other material as furnished or approved by the agency.

[d]. Programs prepared by the agency are subject to the approval of the station management both as to artists and to program content.

#### 7. GENERAL

[a]. This order is subject to the terms of licenses held by the parties hereto and is also subject to all Federal, State and Municipal laws and regulations now in force, or which may be enacted in the future.

[b]. The rights under this order shall not be transferable to another advertiser than the one specified in this order unless the consent of the station has been obtained.

[c]. In dealing with agencies, the station shall follow a uniform policy to avoid discrimination.

[d]. The agency agrees that it will not rebate to its client any part of the commission allowed by the station.

[e]. The failure of the station or of the agency to enforce any of the provisions herein listed with respect to a breach thereof in any one instance shall not be construed as a general relinquishment or waiver under this agreement and the same shall nevertheless be and remain in full force and effect.

Copyright, 1933, A.A.A.A.



# ADVERTISING AGENCIES

The following listing includes agencies placing network and important spot business during 1940 as well as those handling the larger local accounts.

## Key to Symbols of Membership and Recognition Abbreviations

- AAAA . . . American Association of Advertising Agencies  
 ABP . . . Associated Business Papers  
 ANPA . . . American Newspaper Publishers' Association  
 NOAB . . . National Outdoor Advertising Bureau  
 PPA . . . Periodical Publishers' Association  
 PRB . . . Pacific Recognition Bureau  
 SAAA . . . Southwestern Association of Advertising Agencies  
 SNPA . . . Southern Newspaper Publishers' Association

### ADVERTISERS BROADCASTING CO.

117 West 46th St., New York, N. Y.  
 Phone BRyant 9-1176

#### Officers

President.....Z. H. Rubinstein  
 Treasurer.....M. Keilson

### ADVERTISING-BUSINESS CO.

1213 Throckmorton St.  
 Fort Worth, Texas  
 Phone 3-2421  
 SNPA—ABP—APA

#### Officers

Directing Manager.....Thomas L. Yates  
 Radio Production Manager...A. E. Hubbard

### ADVERTISING, INC.

1523-29 Central National Bank Bldg.,  
 Richmond, Va.  
 Phone 32800 & 32809  
 ANPA—SNPA—APA

First Advertising Agency Group

#### Officers

President.....J. Lynn Miller  
 Vice-President.....M. T. Miller  
 Secretary-Radio Director...A. G. Smithers  
 Art Director.....M. F. Riggs  
 Production Manager.....Aubrey F. Watson  
 Office Manager.....Mildred Valentine

*Radio Accounts Placed*—Southern Dairies, R. F. & P. Railroad, Richmond Maid Mfg. Co., Henry R. Haase Furs, The Young Men's Shop.

### AIRCASTERS, INC.

423 New Center Bldg.  
 Detroit, Mich.  
 Phone Trinity 1-2552  
 ABP—ANPA

#### Officers

President.....S. G. Boynton  
 Vice-President.....L. C. Boynton  
 Vice-President.....Gordon B. Castle  
 Secretary.....J. Burbank  
*Radio Accounts Placed*—American Writing Machine Co., Sin-O-Vac, Association of Osteopathic Physicians, Phillips Petroleum Co., Motor City Speedway, Crowley-Milner & Co., Sears Roebuck & Co., Berea Tabernacle Pentecostal Church, Detroit Bible Class, Wesley Radio League, Chicago Evangelistic Institute, Thomas Brothers Flying Service, Wayne Oakland Bank, Demery's.

**ADVERTISING AGENCIES**

**THE AITKIN-KYNETT COMPANY**

1400 South Penn Square  
Philadelphia, Pa.  
Phone Rittenhouse 7810  
AAAA — ABC — NOAB — ABP — ANPA  
APA — PPA

*Officers*

Senior Partner-Radio Director..H. H. Kynett  
Partner .....A. K. Aitkin  
Partner .....M. E. Goldman  
*Radio Accounts Placed*—Stephano Bros.

**R. H. ALBER COMPANY**

458 Chamber of Commerce Bldg.,  
Los Angeles, Calif.  
Phone Prospect 3331  
ANPA

President.....R. H. Alber  
*Radio Accounts Placed*—Gospel Broadcasting Association, Young People's Church of the Air, Hudson-Terraplane Sales Corp. (South California Division).

**ALLEN, HEATON & McDONALD, INC.**

1001 Enquirer Bldg., Cincinnati, Ohio  
ABP—ANPA—PPA

*Officers*

President.....Douglass M. Allen  
Vice-President .....Ralph Heaton  
Vice-President .....Donald McDonald  
Secretary.....Josephine L. Quigley  
Treasurer .....Templeton Briggs

**ALLEN & REYNOLDS, INC.**

833 Insurance Bldg.  
Omaha, Nebr.  
Phone At. 4445

*Officers*

President-Treasurer .....Earl Allen  
Vice-President-Secretary..Milton H. Reynolds  
Vice-President .....Richard Cole  
Radio Director.....Harold Roll

**ANDERSON, DAVIS & PLATTE, INC.**

1270 Sixth Ave., New York, N. Y.  
Phone Columbus 5-4868  
PPA — ANPA

*Officers*

President.....T. H. Anderson, Jr.  
Executive Vice-President.....A. F. Platte  
Vice-President.....H. H. Smith  
Secretary-Treasurer.....H. L. Ives  
*Radio Accounts Placed*—Bell & Co.

**ANIOL & AULD, ADVERTISING**

Smith Young Tower, San Antonio, Texas  
Phone Fan. 9148  
ABP—APA—SNPA

*Personnel*

Claude B. Aniol  
Orrin C. Auld  
Marshall Roland  
Erin McGary

*Radio Accounts Placed*—Southern Steel Co., Guaranty Finance Co., St. Anthony Hotel, A. B. Poe Motor Co., Edwards Appliance Co., George Mueller Motors.

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

230 N. Michigan Ave., Chicago, Ill.  
Phone Randolph 0830  
ANPA — ABP — PPA — APA

*Officers*

President .....James T. Aubrey  
Vice-Presidents .....John C. Moore,  
L. T. Wallace, John J. Finlay, L. O. Wilson

Radio Time Buyer-Production..John H. North  
*Radio Accounts Placed*—Campana Sales Co., Chicago Motor Club, Chicago Solvay Coke Co., International Harvester Co., Creamette Co., Williamson Candy Co., McIlhenny Co.

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

West Washington Square, Philadelphia, Pa.  
Phone Lombard 0100  
ANPA — PPA — ABP

*Officers*

President .....H. A. Batten  
Executive Vice-President..Gerold M. Lauck,  
Clarence L. Jordan  
Vice-President In Charge of Radio,

H. L. McClinton  
Assistant.....H. C. Sanford  
Business Manager.....Robert Collins  
Chief Time Buyer.....T. J. McDermott  
Talent.....N. E. Keesely  
Copy Chief.....James E. Hanna  
Program Promotion.....Russell E. Pierce

*Branch Offices*

30 Rockefeller Plaza, New York, N. Y.  
Phone Circle 6-0200  
Vice-President.....Edward R. Dunning  
Vice-President in Charge of Radio,  
H. L. McClinton  
Statler Office Bldg., Boston, Mass.  
Phone Hubbard 4970  
Manager.....E. Craig Greiner  
135 S. LaSalle St., Chicago, Ill.  
Phone Randolph 3456  
Vice-President.....Sterling E. Peacock  
Radio Department Head....Burke Herrick

• • • **ADVERTISING AGENCIES** • • •

235 Montgomery St., San Francisco, Calif.  
Phone Sutter 2534  
Vice-President.....Carl J. Eastman  
Penobscot Bldg., Detroit, Mich.  
Phone Randolph 3800  
Vice-President.....Frank L. Scott, Jr.  
80 Richmond St. West, Toronto, Canada  
Phone Adelaide 6156

Vice-President.....John F. Graydon  
*Radio Accounts Placed*—American Export Lines, Atlantic Refining Co., Bell Telephone System, Paul F. Beich Co., Bovril of America, Inc., Clicquot Club Co., Farnsworth Television & Radio Corp., Fisher Schools, Frank H. Fler Corp., J. B. Ford Co., Golden State Co., Goodyear Tire & Rubber Co., Hawaiian Pineapple Co., Dr. Hess & Clark, Inc., Illinois Bell Telephone Co., Jersey Ice Cream Co., Kirkman & Son, Inc., Philadelphia Coke Co., Thomas D. Richardson, Russell-Miller Milling Co., Sheffield Farms Co., Supplee-Wills-Jones Co., United Air Lines, Webster-Eisenlohr, Inc.

•

**BADGER & BROWNING**

75 Federal St., Boston, Mass.  
Phone Liberty 3364  
ANPA—ABP—PPA—APA

*Officers*

President.....J. L. Badger  
Treasurer.....F. S. Browning  
Vice-Presidents.....C. P. Parcher,  
J. Paul Hoag, L. C. Keyes

*Affiliated Agency*

Badger & Browning & Hersey  
30 Rockefeller Plaza, New York, N. Y.  
Phone Circle 7-3720

President.....R. W. Hersey  
Time Buyer.....H. W. Mallison, Jr.  
*Radio Accounts Placed*—American Chiclé Co., First National Stores, New England Confectionery Co., Boston Consolidated Gas Co.

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**BADGER AND BROWNING  
& HERSEY, INC.**

30 Rockefeller Plaza, New York, N. Y.  
Phone Circle 7-3720  
ANPA — PPA — ABP

*Officers*

President.....R. W. Hersey  
Chairman of Board.....J. L. Badger  
Treasurer.....F. S. Browning  
Radio Director.....Mrs. Marjorie de Mott  
Time Buyer.....H. W. Mallinson, Jr.

*Affiliated Agency*

Badger & Browning  
75 Federal St., Boston, Mass.  
Phone Liberty 3364

*Radio Account Placed*—American Chiclé Co.

**WILLIAM BLAIR BAGGLEY, INC.**  
8 South Michigan Ave., Chicago, Ill.  
Phone State 2154

*Officers*

President.....W. B. Baggaley  
Treasurer.....P. G. Heldman  
Secretary.....H. H. Hammer

•

**BARLOW ADVERTISING AGENCY,  
INC.**

309 Starrett-Syracuse Bldg., Syracuse, N. Y.  
Phone 3-0131  
APA — PPA — ABP

*Officers*

President.....E. S. Barlow  
Vice-President.....E. S. Crawford  
Vice-President.....H. H. Goodhart  
Secretary.....E. V. Cole  
Production Manager.....I. M. Smith  
Copy Chief.....J. J. Hines  
Art Director.....H. C. Millard  
Radio Manager.....J. R. Coleman

*Radio Accounts Placed*—Dairymen's League Co-operative Association, Inc., Proeino & Rossi.

•

**BARRONS ADVERTISING CO.**

Kirkwood Bldg., McGee at 18th,  
Kansas City, Mo.  
Phone HArrison 7730-1

*Officers*

President & Treasurer.....M. J. Barrons  
Vice-President.....Wheeler Godfrey  
Secretary.....A. W. Durrin  
Radio Dept. Heads.....Frank H. Little,  
Jas. Harper

*Radio Accounts Placed*—Zerbst Pharnaeal Co., Seidlitz Paint & Varnish Co., Diesel Power Engineering School, Manor Baking Co., Chevrolet Dealers of Kansas City, American Royal Live Stock Show, The Sodiphene Co., Atlas Burner Co.

•

**BASS-LUCKOFF, INC.**

Lafayette Bldg., Detroit, Mich.  
Phone Randolph 0707

*Officers*

President.....Louis Bass  
Vice-President.....Louis H. Luckoff

*Radio Account Placed*—Detrola Corp.

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**TED BATES, INC.**

630 Fifth Avenue, New York, N. Y.  
Phone Circle 6-9700  
AAAA — ANPA — PPA

*Officers*

President-Treasurer.....Theodore L. Bates  
Vice President-Secretary...Thomas J. Carnese  
Vice-President.....Thomas Buechner

Director of Media-

Asst. Secretary.....Edgar Small  
 Time & Space Buyer.....Alman Taranto  
 Assistant Treasurer.....Carlos Justiz  
 Radio Director.....Jack Runyon  
 Assistant Radio Director.....Cecil Secrest  
*Radio Accounts Placed*—Colgate-Palmolive-  
 Peet Co. (Colgate Dental Cream, Octagon  
 Soap Products, Palmolive Shave Cream);  
 Continental Baking Co.

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

383 Madison Ave., New York, N. Y.  
 Phone Eldorado 5-5800  
 AAAA

*Officers*

Chairman of Board.....William H. Johns  
 President .....Bruce Barton  
 Chairman of Executive Committee-  
 Treasurer .....F. R. Feland  
 Executive Vice-President.....Alex F. Osborn  
 Secretary.....F. M. Lawrence  
 Vice-President-Director of Radio,  
 Arthur Pryor, Jr.

Radio Producers and Writers,  
 William Spier, Homer Flickett, David  
 White, Kenneth Webb, Frank Linder, C.  
 M. Underhill, Kirk Alexander, John  
 Driscoll, Kay Winn.  
 Business Manager,  
 Radio Dept.....C. E. Midgley, Jr.

*Branch Offices*

919 N. Michigan Ave., Chicago, Ill.  
 Phone Superior 9201  
 Vice-President .....R. B. Barton  
 Rand Bldg., Buffalo, N. Y.  
 Phone Cleveland 7915  
 Vice-President.....Stanley P. Irwin  
 Grant Bldg., Pittsburgh, Pa.  
 Phone Grant 8060  
 Vice-President.....Leon D. Hansen  
 178 Tremont St., Boston, Mass.  
 Phone Hubbard 0430  
 Vice-President.....Francis W. Hatch  
 Northwestern Bank Bldg., Minneapolis, Minn.  
 Phone Atlantic 4575  
 Vice-President.....John C. Cornelius  
 1515 Terminal Tower, Cleveland, Ohio  
 Phone Prospect 3621  
 Vice-President.....C. L. Davis  
 404 Guaranty Bldg., Hollywood, Calif.  
 Phone Hollywood 7337  
 Manager .....Jack Smalley  
 Russ Bldg., San Francisco, Calif.  
 Phone Garfield 1017  
 Manager.....R. L. Hurst

*Radio Accounts Placed*—American Cran-  
 herry Exchange, American Unitarian, Amer-  
 ica First Committee, Archer Daniels Mid-

land Company, Armstrong Cork Co., Baskin  
 Clothing, Berwind Fuel Co., Borden Co.,  
 Boston Edison Co., Boston Globe, Broadway-  
 Hollywood Department Stores, Brown & Wil-  
 liamson Tobacco Corp., Cream of Wheat,  
 L. S. Donaldson Co., P. Duff & Sons, E. I.  
 Du Pont de Nemours & Co., Inc., Ethyl Gaso-  
 line Corp., Fenn Bros., Fort Pitt Brewing  
 Co., Fruit Dispatch Co., Gamble Stores, Gen-  
 eral Baking Co., General Electric, Griese-  
 dieck Bros. Brewing Co., Hoffman Beverage,  
 Geo. A. Hormel & Company, Household  
 Finance Corp., Leisy Brewing Co., Lyon Van  
 & Storage Co., Marine Trust Co., Minneap-  
 olis Brewing Co., Mutual Savings Bank Assn.  
 of Massachusetts, Nehi Corp., N. Y. Tele-  
 phone Co., Penick & Ford, Ltd., Remington  
 Rand, Inc., Royal Crown Bottling Co., Sat-  
 urday Evening Post, F. & M. Schaefer Brew-  
 ing, Servel, Inc., Southern New England Tel-  
 ephone Company, Sportsmen's Service Bu-  
 reau, Tennessee Coal, Iron & R.R. Co., Wil-  
 liam Underwood Company, U. S. Steel Corp.,  
 Waitt & Bond, Inc.

**BRACE BEEMER, INC.  
 RADIO ADVERTISING**

2180 E. Milwaukee, Detroit, Mich.  
 Phone Madison 3363

President & Director of Radio. Brace Beemer  
 Vice-President.....B. B. O'Brecht  
 Secretary-Treasurer.....K. S. Carrick

**BENNETT, WALTHER &  
 MENADIER, INC.**

234 Boylston St., Boston, Mass.  
 Phone Kenmore 3820

*Officers*

President .....Nelson Bennett  
 Vice-President.....Arthur M. Menadier  
 Vice-President.....Frederick P. Walther, Jr.  
 Treasurer.....Royal W. Leith  
 Secretary .....Dorothy Dodge  
 Production Manager.....Selden M. Loring  
*Radio Accounts Placed*—Washburn Candy  
 Co., Hudson Coal Co., Massachusetts Wharf  
 Coal Co., Quality, Inc., Reliable Flour Co.

**BENTON AND BOWLES, INC.**

444 Madison Ave., New York, N. Y.  
 Phone Wickersham 2-0400  
 AAAA — ANPA — PPA — ABP  
 ABC — NOAB — APA

*Officers*

Chairman of Board.....Chester B. Bowles  
 President.....Atherton W. Hobler

• • • **ADVERTISING AGENCIES** • • •

Vice-President-General Manager,  
James G. Rogers, Jr.  
Vice-President & Director of Radio,  
Tom Revere

*Branch Offices*

Equitable Bldg., Hollywood, Calif.  
Phone Hillside 9151

Production Head.....Mar:n Holiner  
*Radio Accounts Placed* — General Foods Corp. (Maxwell House Coffee, Diamond Crystal Salt, Huskies, Post Toasties, Post's Bran Flakes); Best Foods, Inc. (Nucoa); Prudential Insurance Co., Dr. Pepper Co., Hudnut Co.

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

136 East 38th St., New York, N. Y.  
Phone Lexington 2-7550  
ANPA — PPA — NOAB — APA

*Officers*

President .....Arch Bermingham  
Executive Vice-President.....Stewart Wark  
Vice-President.....Col. Meade Wildrick  
Secretary-Treasurer.....Winston H. Hagen  
Radio Director.....George C. Castleman  
*Radio Accounts Placed*—Griffin Manufacturing Co., Inc.; Conti Products Corp., Frank H. Lee Co., Roma Wine Co., O'Sullivan Rubber Co., A. Schreter & Sons.

**GEORGE BIJUR, INC.**

9 Rockefeller Plaza, New York, N. Y.  
Phone Circle 6-6330  
ABP — ANPA — PPA

*Officers*

Radio Director.....George Bijur  
*Radio Accounts Placed*—Mutual Broadcasting System, Radio Station WOR.

**THE BIOW CO., INC.**

9 Rockefeller Plaza, New York, N. Y.  
Phone Circle 6-9300  
ANPA — PPA — ABP

*Officers*

President and Treasurer....Milton H. Biow  
Secretary .....Anna Hauptman  
Director of Radio.....Regina Schuebel  
Dramatic Radio Director.....Jack Johnstone  
*Radio Accounts Placed* — Bulova Watch Co., Joe Lowe Corp., Philip Morris & Co., Revelation Tobacco, Bond Street Tobacco, Postal Telegraph & Cable Co., Westfield Watches, Eversharp, Inc.

**BLACKETT-SAMPLE-HUMMERT, INC.**

221 N. La Salle St., Chicago, Ill.  
Phone Dearborn 0900  
ABP—ANPA—APA—PPA—ABC—NOAB

*Officers*

President-Director.....H. M. Dancer  
Vice President-Director.....J. G. Sample  
Vice President-Director.....Hill Blackett  
Director.....H. N. Pritchard  
Assistant to President.....Paul Keenan  
Vice-Presidents.....Lucius A. Crowell,  
Marvin Harms, Homer McKee, L. D. Milligan, O'Neill Ryan Jr., Robert M. Wenban  
Secretary.....J. R. Lieber  
Space Buyer.....Jack Loucks  
Radio Time Buyer.....J. James Neale

*Branch Offices*

247 Park Ave., New York, N. Y.  
Phone Wickersham 2-2700

*Officers*

Vice President-Director...E. Frank Hummert  
Vice-Presidents .....Anne Hummert,  
Maurice H. Bent, George G. Tormey  
*Radio Accounts Placed*—Affiliated Products, Inc., American Automobile Insurance Co., Anacin Co., Bayer Co., Bi-So-Dol Co., A. S. Boyle Co., Continental Illinois National Bank & Trust Co., Cudahy Packing Co., F. & F. Laboratories, General Mills, Inc., Knowlton Danderine Co., Kolynos Co., Midway Chemical Co., Morton Salt Co., Mystic Laboratories, Parker Pen Co., Chas. H. Phillips Chemical Co., Procter & Gamble Co., Public Health Institute, The Pullman Co., Sears, Roebuck & Co., A. E. Staley Mfg. Co., Sterling Products Co., The Wander Co., R. L. Watkins Co., Wyeth Chemical Co.

**THE BLAINE THOMPSON CO.**

321 West 44th St., New York, N. Y.  
Phone Circle 6-0170  
ANPA — PPA

*Officers*

President-Treasurer .....Mycr Lesser  
Vice-President.....John J. Shubert, Jr.  
Assistant Secretary.....G. L. Surrey  
Art Director.....James A. Lannon  
Production Manager.....J. Adams  
Radio Director.....Marlo Lewis

*Branch Office*

234 West 44th St., New York, N. Y.  
Phone Chickering 4-6169

**BOTSFORD, CONSTANTINE & GARDNER**

115 SW 4th, Portland, Oregon  
Phone Atwater 9541  
AAAA — ANPA — PPA — ABP  
APA — NOAB

*Officers*

President.....David M. Botsford  
Treasurer.....Merle W. Manly  
Secretary.....Frankie Coykendall

• • • **ADVERTISING AGENCIES** • • •

Vice-Presidents.....C. P. Constantine,  
Stanley G. Swanberg, John H. Weiser,  
Ray Andrews, Frankie Coykendall, Merle  
W. Manly.

*Branch Offices*  
814 2nd Ave. Bldg., Seattle, Wash.  
Phone Elliott 3523

Vice-President.....C. P. Constantine  
350 Russ Bldg., San Francisco, Cal.  
Phone Exbrook 7565

Vice-President.....Stanley G. Swanberg  
323 Petroleum Securities Bldg.,  
Los Angeles, Cal.  
Phone Prospect 0206

Vice-President.....John H. Weiser  
*Radio Accounts Placed*—Tillamook County  
Creamery Association, Gilhore Oil Co., Mac-  
Fralane Candy Co., Chemicals, Inc., Rose-  
field Packing Co., California Grown Sugar  
Group, Davidson Baking Co., First Federal  
Saving & Loan Association, Popt Investment  
Co., Sego Mills, Santiseptic Co.

•

**BRISACHER, DAVIS AND STAFF**

310 Crocker Bldg., San Francisco, Calif.  
Phone Garfield 0276  
ANPA — APA — PPA  
*Officers*

President .....Emil Brisacher  
Vice-President.....Robert J. Davis  
Account Executive.....Charles H. Gabriel  
*Branch Offices*

Petroleum Securities Bldg., Los Angeles, Cal.  
Phone Prospect 9368

Robert J. Davis, Louise Ludke,  
Vernon Wosnick

*Radio Accounts Placed*—Acme Breweries,  
Tea Garden Products, Albert Samuels & Co.,  
Peter Paul, Inc., S & W Fine Foods, Cali-  
fornia Conserving Co., Van Camp Sea Food  
Co., Challenge Cream & Butter Association,  
"I Want a Divorce" Cooperative Programs.

•

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

82 Hancock Ave., East, Detroit, Mich.  
Phone Columbia 0860

347 Madison Ave., New York, N. Y.  
Phone Murray Hill 6-1800

AAAA — ANPA — PPA — ABP  
APA — NOAB

*Officers*

Chairman of Board.....Sturges Dorrance  
President.....Willard S. French  
Executive Vice-President.....Guy C. Smith  
Vice President-

Treasurer.....Charles W. Brooke  
Vice President-

Secretary.....H. H. Ohlmacher  
Vice-Presidents.....H. M. Overstreet,  
Henry E. Pengel, Jr., Charles C. Kahlert,

C. C. Wilmot, J. G. Williams, Walter C.  
Ayers  
Manager, Media Dept.....Herbert R. Bayle  
Production Managers.....Fred P. Zick,  
John A. Cremer

Director of Research.....Walter C. Ayers  
Director of Radio.....H. H. Ohlmacher  
*Radio Accounts Placed*—Detroit: Goebel  
Brewing Co., Hudson Motor Car Co., Auto-  
mobile Club of Michigan. New York: State  
of Maine, Church & Dwight, Christmas Club.

•

**D. P. BROTHER & CO., INC.**

General Motors Bldg., Detroit, Mich.  
Phone Trinity 2-8250  
AAAA — ANPA — PPA  
*Officers*

President .....D. P. Brother  
Vice President-Treasurer.....C. Hatch, Jr.  
Secretary.....E. M. Reitz  
Radio Time Buyer.....C. Georgi, Jr.  
*Radio Account Placed*—Oldsmobile Divi-  
sion of General Motors Sales Corp.

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**FRANKLIN BRUCK ADVERTISING  
CORP.**

RKO Bldg., Rockefeller Center,  
New York, N. Y.  
Phone Circle 7-7661  
ANPA — PPA — APA  
*Officers*

President .....Franklin Bruck  
Secretary and Radio

Director.....M. J. Kleinfeld  
Treasurer .....Mort Heineman  
Radio Production.....A. Funt  
Research Director.....Jules Nathan  
*Radio Accounts Placed*—North American  
Accident Insurance Co., Manhattan Soap  
Company, The Sitroux Co., Remington-Rand,  
Inc., Simplicity Patterns, Inc., Johnson Candy  
Co., Parkehouse Candy Co.

•

**BUCHANAN & COMPANY, INC.**

1501 Broadway, New York, N. Y.  
Phone MEdallion 3-3380  
AAAA — ANPA — PPA — ABP — SNPA  
*Officers*

Chairman of Board.....Joseph A. Hanff  
President.....T. S. Buchanan  
Secretary-Treasurer.....L. J. Seeger  
Executive Vice-President...A. O. Dillenbeck  
Vice-President.....A. E. Bonn  
Vice-President.....John Hertz, Jr.  
Radio Director.....Paul Munroe  
Assistant Director.....Robert Salter

*Branch Offices*

919 No. Michigan Ave., Chicago, Ill.  
Phone Superior 3047

• • • **ADVERTISING AGENCIES** • • •

Vice-President.....George Enzinger  
427 West 5th St., Los Angeles, Cal.  
Phone Michigan 2156

Vice-President.....Fred M. Jordan  
*Radio Accounts Placed*—The Texas Co.,  
Royal Typewriter Co., Paramount Pictures,  
Inc., The B. F. Goodrich Co.

**LEO BURNETT COMPANY, INC.**

360 North Michigan Ave., Chicago, Ill.  
Phone Central 5959  
AAAA — ANPA — PPA — APA

*Officers*

President and Treasurer.....Leo Burnett  
Executive Vice-President.....R. N. Heath  
Secretary-Treasurer.....E. Ross Gamble  
Vice-President.....DeWitt O'Kieffe  
Vice-President.....Frank Smith  
Vice-President.....R. N. Heath  
*Radio Accounts Placed*—Pure Oil Co.

**BYER & BOWMAN  
ADVERTISING AGENCY**

203 East Broad St., Columbus, Ohio  
Phone Main 3276  
ABP — ANPA — PPA

*Partners*

Herbert Byer  
Gus K. Bowman  
Joel M. Burghalter

*Radio Accounts Placed*—The Ohio Oil Co.,  
Ohio Seed Improvement Association, Moores  
& Ross, Capital City Laundry-Cleaners.

**HAROLD CABOT & CO.**

24 Milk St., Boston, Mass.  
Phone HANcock 7690  
AAAA

*Officers*

President-Treasurer.....Harold Cabot  
Executive Vice-President.....Henry W. Patterson  
Vice-President.....Donald D. Douglass  
Vice-President.....John E. Kennedy  
Secretary.....Richard Holland  
Assistant Treasurer.....Eveleth R. Todd  
*Radio Accounts Placed*—H. P. Hood &  
Sons, Boston & Maine Railroad, The James  
Hanley Co., Massachusetts Republican State  
Committee, S. S. Pierce Co.

**CAHN, MILLER & NYBURG, INC.**

413 N. Charles St., Baltimore, Md.  
Phone Vernon 4411

*Officers*

President.....Louis F. Cahn  
Vice-President-Treasurer.....C. LeRoy Miller  
Secretary.....Robert Nyburg  
Account Executive.....E. Lyell Guntz  
*Radio Accounts Placed*—Chatham Home-  
spun Suits, Homeland Tailors, Inc., Jarman  
Motors, Baltimore Milk Dealers, Gibbs &  
Co., Maryland Publicity Commission, Elite  
Laundry, H. B. Davis Co., Burke-Savage Co.

**CAMPBELL-EWALD CO.**

General Motors Bldg., Detroit, Mich.  
Phone Trinity 2-6200

AAAA — ANPA — ABP — PPA

*Officers*

President.....Henry T. Ewald  
Executive Vice-President.....R. H. Crooker  
Vice-Pres. & Gen. Mgr.....W. W. Lewis  
Vice President-Media Director.....J. J. Hartigan  
Radio Executive.....G. C. Packard

*Branch Offices*

714 W. Olympic Blvd., Los Angeles, Calif.  
Phone Prospect 1275  
Manager.....Steven S. Arnett  
1709 Central Tower Bldg.,  
San Francisco, Calif.  
Phone Douglas 5670  
Manager.....R. V. Dunne  
230 N. Michigan Ave.,  
Central 1946  
Chicago, Ill.  
Manager.....M. S. Charlton

**CAMPBELL-EWALD COMPANY OF  
NEW YORK, INC.**

1230 Sixth Ave., New York, N. Y.  
Phone Circle 7-6383

AAAA — ABP — ANPA — PPA  
NOAB — ABC

*Officers*

Chairman of Board.....H. T. Ewald  
President & General Manager.....F. D. Richards  
Treasurer.....Duane W. Beurmann  
Secretary.....L. B. Dudley  
Vice-President.....W. W. Lewis  
Vice-President.....W. E. Blodgett  
Director of Radio.....Kenneth Young  
Radio Continuity Writer.....Vernon Welsh

*Branch Offices*

1214 19th St., N.W., Washington, D. C.  
Phone Metropolitan 5670  
Manager.....Emmett Deady  
*Radio Accounts Placed*—The Paton Corp.,  
General Motors Acceptance Corp., Purity  
Bakeries Corp., U. S. Rubber Co.

**CECIL & PRESBRY, INC.**

247 Park Ave., New York, N. Y.  
Phone Wickersham 2-8200

AAAA — ANPA — PPA — ABP

*Officers*

Chairman of Board.....Charles Presbrey  
President.....James M. Cecil  
Secretary-Treasurer.....Luther Wait  
Vice-President.....Edward B. Noakes  
Manager, Radio Dept.....Edward Tompkins  
Radio Production.....Henry Souvaine, Inc.

*Branch Office*

228 North LaSalle St., Chicago, Ill.  
Phone Central 5255  
Manager.....Edwin C. Olson

• • • **ADVERTISING AGENCIES** • • •

*Radio Accounts Placed*—Booth Fisheries, Cunard White Star Lines, G. Washington Coffee Co., Nestles Chocolate Co., Regal Shoe Co., Art Metal Works, Inc.

•  
**C. P. CLARK, INC.**

2411 West End Ave., Nashville, Tenn.  
Phone 7-6602

ABP — ANPA — PPA — SNPA — NOAB  
First Advertising Agency Group

*Officers*

President-In Charge of Radio....C. P. Clark  
Executive Vice-President, Herbert Armstrong  
Secretary-Treasurer.....D. G. Goodwin

*Branch Office*

910 Norris Bldg., Atlanta, Ga.  
Phone Walnut 6341

Executive-in-Charge.....F. G. Storey

•  
**THE CLEMENTS COMPANY, INC.**

1601 Chestnut St., Philadelphia, Pa.  
Phone Rittenhouse 0236

*Officers*

President-Treasurer.....I. W. Clements  
Vice-President-Secretary...E. D. Masterman  
Director of Radio.....A. West

•  
**COMPTON ADVERTISING, INC.**

630 Fifth Ave., New York, N. Y.  
Phone Circle 6-2800

AAAA  
*Officers*

President .....Richard Compton  
Executive Vice-President.....Trell Yocum  
Secretary-Treasurer.....Leonard T. Bush  
Vice-Presidents.....Leonard T. Bush,  
Alfred Stanford, Robert Holbrook,  
Chauncy Landon, Gordon Aymar, Craig  
Davidson.

Vice-President-Director of Radio,  
John E. McMillin  
Radio Time Buyers.....William Maillefert,  
Frank B. Kemp

*Branch Offices*

Gwynne Bldg., Cincinnati, O.

Manager.....Robert Marsh  
Assistant Manager.....Mary Wright  
221 N. La Salle St., Chicago, Ill.  
Phone State 8747

*Radio Account Placed*—Procter & Gamble Co. (Ivory Soap, Ivory Flakes, Crisco, P. & G. Naptha Soap, Fluffo, Ivory Snow, Barsalou Soap, Duz), Wheatena Corp.

•  
**COOLIDGE ADVERTISING CO.**

308-315 Insurance Exchange, Des Moines, Ia.  
Phone 3-5195

AAAA — ABP — ANPA — PPA — APA

*Officers*

President .....Paul Blakemore  
Vice-President .....Henry Kroeger  
Production Manager.....Robert H. Morgan

•  
**COWAN & DENGLER, INC.**

527 Fifth Ave., New York, N. Y.  
Phone MURray Hill 2-0940

ANPA — PPA — NOAB — APA

*Officers*

President.....Stuart D. Cowan  
V-P, Secretary-Treasurer.....H. W. Dengler  
Media Director-Time Buyer.....Ralph Bain  
Production Manager.....Henry J. Griffin  
Office Manager.....William Erichs  
*Radio Accounts Placed*—Burry Biscuit Corp., AA Quality Products, Inc., National Motor Boat Show.

•  
**THE CRAMER-KRASSELL CO.**

733 N. Van Buren St., Milwaukee, Wis.  
Phone Daly 3500

AAAA — ABP — ANPA — PPA  
APA — NOAB

*Officers*

President.....A. W. Seiler  
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Vice-President.....H. T. Dyson,  
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Assistant Director of Radio.....L. Mahar  
*Radio Accounts Placed*—Knapp-Monarch Co., Dr. L. D. LeGear Medicine Co., Condon Bros., Plankinton Packing Co., Sperry Candy Co., John Graf Co.

•  
**CRITCHFIELD & COMPANY**

720 North Michigan Ave., Chicago, Ill.  
Phone Superior 3061

ANPA — APA — PPA — NAOB

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President.....Scott S. Smith  
Secretary.....R. C. Scrymiger  
Treasurer.....N. W. Smith  
Radio Director.....M. E. Blackburn  
*Radio Accounts Placed*—Moody Bible Institute, Wheeling Steel Corp.

•  
**SAMUEL C. CROOT CO., INC.**

28 West 44th St., New York, N. Y.  
Phone BRyant 9-2588

ANPA — ABP — APA — PPA — NOAB

*Officers*

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Vice-Presidents.....William Krieger,  
Robert D. Merrill  
Secretary.....J. W. Morgan  
Treasurer.....Stanley Gibson  
*Radio Account Placed*—Maltex Co.



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**D'ARCY ADVERTISING COMPANY**

Missouri Pacific Bldg., St. Louis, Mo.

Phone Central 6700

AAAA — ANPA — PPA — ABP — PRB —  
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President.....W. C. D'Arcy  
Treasurer.....C. C. Pangman  
Secretary.....C. C. Pangman  
Vice-President.....J. F. Oberwinder

*Branch Offices*

515 Madison Ave., New York City  
Phone Eldorado 5-3765

Vice-President in Charge of

Radio.....F. W. Coste  
Radio Continuity Writer.....W. Pflueger  
Terminal Bldg., Cleveland, Ohio  
Phone Cherry 0158  
Stanley Seward, H. M. Cooper  
P. O. Box 1734, Atlanta, Ga.  
Phone Hemlock 7608  
J. H. Kinsella

*Radio Account Placed*—The Coca-Cola Co.

**JIMM DAUGHERTY, INC.**

706 Chestnut St., St. Louis, Mo.

Phone Main 0790-0791

ABP — PPA

*Officers*

President-Time Buyer..James M. Daugherty  
Service Director.....Joseph E. Schmitt  
*Radio Accounts Placed*—Pepsi-Cola Bot-  
tlers of St. Louis.

**DOE-ANDERSON ADVERTISING  
AGENCY**

308 Martin Brown Bldg., Louisville, Ky.

Phone Wabash 3193

*Officers*

President.....Elmer H. Doe  
Account Executives.....Warwick Anderson,  
Rolo L. Headen  
*Radio Accounts Placed*—Free & Peters,  
Inc., Radio Station WAVE, Radio Station  
WHO, Radio Station WDAY, Radio Station  
WDBJ.

**DONAHUE AND COE, INC.**

1270 6th Ave., New York, N. Y.

Phone Columbus 5-4252

ANPA — PPA — ABP — PRB — SNPA

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Treasurer.....W. B. Patterson  
Secretary.....O. A. Kingsbury

*Branch Office*

411 Hurt Bldg., Atlanta, Ga.  
Phone Main 5662

Manager.....H. L. Morrill, Jr.  
*Radio Accounts Placed*—National Asso-  
ciation of Ice Industries, Scholl Mfg. Co.,

Metro-Goldwyn-Mayer, United Artists, Na-  
tional Theatre, The Playwrights Co., Asso-  
ciated Denim Producers.

**DOREMUS & CO.**

120 Broadway, New York, N. Y.

Phone REctor 2-1600

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Clifford B. Reeves  
Secretary-Treasurer....Richard E. Williams  
Space Buyer.....Harold H. Sieber

*Branch Offices*

50 Congress St., Boston, Mass.  
Phone Hubbard 1510

Vice-President.....L. W. Munro  
Manager, Commercial Dept.,

J. H. McCullough

In Charge of Radio.....P. L. Scannell  
Space Buyer.....Charles R. Rice  
1520 Sanson St., Philadelphia, Pa.  
Phone Rittenhouse 0925

Manager.....William Reid  
208 S. La Salle St., Chicago, Ill.  
Phone Central 9135

Manager.....H. L. Smith  
Space Buyer.....E. G. Harding  
544 Market St., San Francisco, Calif.  
Phone Garfield 6688

Vice-President.....H. W. Grady  
Space Buyer.....R. Brindley

*Radio Accounts Placed*—National Shaw-  
mut Bank, Paine Webber & Co., Willkie  
Volunteer Committee, New Hampshire  
Jockey Club, Workingmen's Cooperative  
Bank, Boston Five Cent Savings Bank.

**JOHN C. DOWD, INC.**

Park Square Bldg., Boston, Mass.

Phone Hubbard 8050

*Officers*

President-Radio Director....John C. Dowd  
Executive Vice-President.....E. D. Parent

**SHERMAN K. ELLIS & CO.**

500 Fifth Ave., New York, N. Y.

Phone LAckawanna 4-3570

ANPA — PPA

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Vice-Presidents.....C. E. Staudinger,  
S. J. Hamilton, Jr., Richard Barrett,  
Clifford L. Fitzgerald, Milton J. Blair

Director of Radio.....Larry Holcomb  
Radio Time Buyers.....Harry Torp,  
Edward Rohn

*Branch Offices*

141 W. Jackson Blvd., Chicago, Ill.  
Phone Harrison 8612

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Clifford L. Fitzgerald  
C. P. R. Bldg., Toronto, Can.  
Phone Adelaide 3051  
Ralph Ashcroft

*Radio Accounts Placed*—Ward Baking Co., Quaker Oats Co., Richfield Oil Co., Saraka, Calox, MacLaughlin's Manor House Coffee, Falstaff Brewing Corp., Pennsylvania Salt Co., Standard Brands, Inc., The National Refining Co.

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Graybar Bldg., 420 Lexington Ave.,  
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Phone MOhawk 4-8700

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Director of Radio.....Edward J. Fitzgerald  
Time Buyer.....John Shultz

*Branch Offices*

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230 N. Michigan Ave., Chicago, Ill.  
Phone Randolph 4952

Vice-President.....W. L. Marshall  
Erwin Wasey & Co. of Minnesota  
Midland Bank Bldg., Minneapolis, Minn.  
Phone Atlantic 1223

President.....Mac Martin  
Erwin Wasey & Co. of the Pacific Coast  
333 Montgomery St., San Francisco, Calif.  
Phone Exbrook 7004

Vice-Presidents.....S. R. Hutton, H. E. Williams  
714 W. 10th St., Los Angeles, Calif.  
Phone Prospect 5317

Executive Vice-President.....H. A. Stebbins  
Skinner Bldg., Seattle, Wash.  
Phone Maine 6435

Vice-President.....W. E. Kraft  
*Radio Accounts Placed*—Lydia E. Pinkham  
Medicine Co., Musterole Co., Zemo Co.,  
Hecker H-O Co., The Barbasol Co., Consoli-  
dated Cigar Co., Carnation Co., R. B. Sem-  
ler, Inc.; The Olive Tablet Co., Florida  
Citrus Exchange, Vanti Pa-Pi-A Corp., The  
Alkine Co.

**WILLIAM ESTY & COMPANY**

100 East 42nd St., New York, N. Y.  
Phone Caledonia 5-1900

*Officers*

President and Treasurer.....William Esty  
Secretary.....E. H. Cummings  
Director of Radio.....Richard Marvin  
Assistant Radio Director.....Harry Holcombe  
Time Buyer.....Tom Lynch  
Radio Producers.....Kenneth Fickett,  
Don Bernard, Helen Phillips, Bernard

Dougall, Hildegard Dixon, William  
Moore

Radio Continuity Writers....Helen Phillips,  
Bernard Dougall

*Radio Accounts Placed*—R. J. Reynolds  
Tobacco Co., Lehn & Fink Products, Inc.,  
Pacquin's Hand Cream, Baume Bengue,  
White Laboratories, Lever Bros. (Lifebuoy).

**FEDERAL ADVERTISING AGENCY,  
INC.**

444 Madison Avenue, New York, N. Y.

Phone Eldorado 5-6400

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Nichols, Jr., Kenneth Plumb

Treasurer.....George Dietrich  
General Manager.....D. E. Robinson  
Secretary.....George Dietrich  
Radio Department.....J. S. Davidson  
*Radio Accounts Placed*—Sinclair Refining  
Co., National Biscuit Co. (for Shredded  
Wheat), General Cigar Co., Rockwood &  
Co., Durkee's Famous Foods, American Safe-  
ty Razor Corp., State of New Jersey.

**FERRY-HANLY COMPANY**

3200 Fidelity Bldg., Kansas City, Mo.

Phone Harrison 4890

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*Officers*

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Vice-President-Manager.....B. B. Brewer

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Phone Longacre 5-5000

President.....C. P. Hanly  
Vice-President-Manager.. H. M. Montgomery  
Assistant Secretary.....H. E. Lehman  
111 W. Monroe St., Chicago, Ill.  
Phone Central 8333

Vice President-Manager..Charles L. Collette  
Vice-President.....Matthew G. Pierce

**ROBERT G. FIELDS & CO.**

Warner Bldg., Nashville, Tenn.

Phone 6-1977

PPA — SNPA

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**FITZGERALD ADVERTISING  
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New Orleans, La.

Phone Raymond 5194

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 Art Director.....E. W. Rector  
 Wooten Comptroller.....Lee O'Pry  
 Director of Radio.....Joe L. Killeen  
 Radio Continuity Writers...Roy M. Schwarz,  
 Joe L. Killeen, Martha Dulin  
*Radio Account Placed*—Wesson Oil &  
 Snowdrift Sales Co., Louisiana Power & Light  
 Co., Southern Cotton Oil Co., Godchaux  
 Sugars, Inc.

**FLACK ADVERTISING AGENCY**

Hills Bldg., Syracuse, N. Y.

Phone 2-3129

ABP — ANPA — PPA — APA

*Officers*

Owner.....John B. Flack  
 Radio Account Executives....Robert Loew,  
 Mary M. O'Neil  
*Radio Accounts Placed*—Netherlands Dairy,  
 Central New York Independent Super-Mar-  
 kets, Keepsake Diamond Rings.

**FORT & COMPANY**

301-304 Kinney Bldg., Charlotte, N. C.

Phone 3-4217

APA — PPA — SNPA

*Officers*

President.....John L. Fort  
 Secretary.....Jean Dunham  
*Radio Accounts Placed*—A. K. Sulton, Inc.,  
 McCoy's Service Stations, T. W. Garner Food  
 Co.

**ALBERT FRANK-GUENTHER LAW,  
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131 Cedar St., New York, N. Y.

Phone COrtlandt 7-5060

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 Vice-President-Treasurer...Emmett Corrigan  
 Vice-President-Secretary...Victor J. Cevasco  
 Radio Department.....Henry T. Rockwell

**HARRY M. FROST CO., INC.**

260 Tremont St., Boston, Mass.

Phone Liberty 0813

ANPA — PPA — APA

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 Vice-President-Treasurer....Harry M. Frost

Assistant Treasurer.....Edith G. Robinson  
 Secretary-Radio Director,

Harvey P. Newcomb

Radio Continuity Writers.....H. E. Besson,  
 Edward R. Young, Daniel J. Ford, Jr.

*Radio Accounts Placed*—Durkee Mower  
 Co., Page & Shaw Candy, Cranberry Can-  
 ners, Inc., Cold Spring Brewing Co.

**FULLER & SMITH & ROSS, INC.**

71 Vanderbilt Ave., New York, N. Y.

Phone MUrray Hill 6-5600

1501 Euclid Ave., Cleveland, Ohio

Phone Cherry 6700

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 C. P. Pelham, G. D. Wever, W. A.

Wright

Secretary-Treasurer.....C. C. Reidenbaugh  
 Radio Director.....S. James Andrews

Radio Time Buyer.....C. T. Williams  
*Radio Accounts Placed* — Westinghouse  
 Electric & Mfg. Co., Olney & Carpenter.

**GANDY ADVERTISING AGENCY**

Texas Bank Bldg., Dallas, Texas

Phone 2-4737

*Officers*

Owner.....Wilmer P. Gandy  
 Copy Chief.....Allen Brazell

Production Manager.....Mrs. K. Gandy  
 Account Executive.....Henry A. Hinsch

**GARDNER ADVERTISING CO.**

Mart Bldg., St. Louis, Mo.

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 Secretary-Treasurer.....E. R. Gardner

Director of Radio (St. Louis)...C. E. Claggett

*Branch Offices*

9 Rockefeller Plaza, New York, N. Y.

Phone Columbus 5-2000

Vice-President in Charge of Radio,  
 Roland Martini

1419 Heyburn Bldg., Louisville, Ky.

Phone Jackson 5328

*Radio Accounts Placed*—Pet Milk Co.,  
 Ralston Purina Co., Independent Packing  
 Co., L. & N. Rwy., Stokely Bros. & Co.,  
 Union Biscuit Co., T. M. Sayman Products  
 Co.

**SIDNEY GARFINKEL ADVERTISING AGENCY**

703 Market St., San Francisco, Calif.  
Phone Exbrook 3420  
APA — ABP — PPA

*Officers*

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Director of Radio.....Walter Guild

*Branch Offices*

Commercial Exchange Bldg., Los Angeles, Calif.  
Phone Trinity 8446

Manager.....Don Breyer  
*Radio Accounts Placed*—Euclid Candy Co., Kay Jewelers, Hastings, Money-Back Smith, Haskins Bros. & Co., Los Angeles Civic Council, Charles Kushins, Remar Baking Co., El Dorado Brewery, Anatole Robbins Sales Corp., Gravem Inglis Baking Co., Merit Health Appliance Co., Crown Products Co., C. H. Baker Shoe Co., Chemical Distributing Co., Morris Plan Bank, Del Monte Creamery, El Dorado Oil Works.

**J. STIRLING GETCHELL, INC.**

405 Lexington Ave., New York, N. Y.  
Phone MUrray Hill 6-4800  
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Secretary & General Manager,

M. Peter Franceschi

Vice-Presidents.....J. V. Tarleton,  
H. T. Mitchell, Frank Griffin

Director of Radio.....C. A. Snyder  
Radio Time Buyer.....C. R. Moser

*Branch Offices*

New Center Bldg., Detroit, Mich.  
Phone Trinity 2-3600

Radio Time Buyer.....I. H. MacKenzie  
Bryant Bldg., Kansas City, Mo.  
Harrison 8102

Radio Time Buyer.....K. Rickerson  
59 E. Van Buren St., Chicago, Ill.  
Phone Harrison 2606

L. O. Holmberg

*Radio Accounts Placed* — Socony-Vacuum Oil Co.; Devoe & Reynolds Co.; Chrysler Corp. (Plymouth and DeSoto cars).

**GEYER, CORNELL & NEWELL, INC.**

745 Fifth Ave., New York, N. Y.  
Phone Wickersham 2-5400  
AAAA — PPA — ANPA

*Officers*

President.....Bertram B. Geyer  
Vice-Presidents.....H. W. Newell,  
R. M. Ganger

Radio Director.....Eleanor Larsen

*Branch Offices*

Third National Bank, Dayton, O.  
Phone Fulton 4145

Manager.....E. G. Frost  
New Center Bldg., Detroit, Mich.  
Phone Madison 6750

Manager.....J. L. McQuigg  
*Radio Accounts Placed*—Nash-Kelvinator Corp. (Nash Division, Kelvinator Division); E. R. Squibb & Sons; The Childs Co.; Schlitz Brewing Co.; Hat Corporation of America.

**GILLHAM ADVERTISING AGENCY**

Continental Bank Bldg.,  
Salt Lake City, Utah  
Phone 4-5516  
ANPA — APA — ABP

*Officers*

President & Treasurer.....M. C. Nelson  
Vice-Presidents.....J. Y. Tipton,  
Lon Richardson

Secretary.....Genevieve Hunt  
Space Buyer & Production Manager,

A. W. Rogers

Radio Director.....J. Y. Tipton

*Radio Accounts Placed*—American Packing & Provision Co., Sege Milk Products Co., Utah Oil Refining Co., Excelcis Products Co., Fisher Brewing Co., Mountain Fuel Supply Co., Royal Baking Co., United States Fuel Co., Ogden Troy Laundry, Walker Bank & Trust Co., Colville Ice Cream Co., Automatic Heat with Coal Campaign, Sweet Candy Co., Cloverleaf Dairy, Tracy Loan & Trust Co., Utah Finance Co., Peoples Finance & Thrift Co.

**GLASER-GOTTSCHALDT, INC.**

Statler Bldg., Boston, Mass.  
Phone Liberty 6044

AAAA — ABP — ANPA — PPA — APA

*Officers*

President.....Louis Glaser  
Vice-President.....Allan C. Gottschaldt  
Radio Director.....E. E. Doten  
Production Manager.....Robert Lambert  
Art Director.....Richard T. Collins  
*Radio Accounts Placed*—Hathaway Bakeries, Inc., Gould Negative Ion Co., New England Coke Co., Rose-Derry Co.

**GLASSER ADVERTISING AGENCY**

672 S. Lafayette Park Place,  
Los Angeles, Calif.  
Phone Fitzroy 2141

President.....G. F. Glasser  
Vice-President.....P. E. Gaily  
Treasurer.....G. A. Widman  
Secretary.....Olga Bretz  
Radio Dept.....Ted Gaily  
Copy Department.....Fred Jones

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**GLICKSMAN ADVERTISING CO.**

400 Madison Ave., New York, N. Y.  
Phone PLaza 8-0716

*Officers*

President ..... Joseph Glicksman  
Vice-President-Secretary . William Glicksman  
Treasurer ..... David Glicksman  
*Radio Accounts Placed*—Adam Hat Stores.

**GRADY & WAGNER CO.**

501 Madison Ave., New York, N. Y.  
Phone ELdorado 5-1625  
ANPA — APA — PPA

*Officers*

President ..... Frank Grady  
Vice-President ..... Walter Wagner  
Vice-President ..... A. V. Grady

**GOODKIND, JOICE & MORGAN**

919 North Michigan Ave., Chicago, Ill.  
Phone Superior 6747

*Officers*

President ..... Clyde M. Joice  
Vice President-Treasurer . M. Lewis Goodkind  
Space Buyer ..... Florence A. Neighbors  
*Radio Accounts Placed* — Consolidated Book Publishers, Inc., Eisendrath Glove Co., H. P. Golver Co., Goldenrod Ice Cream Co., Alfred Johnson Skate Co., Old Rose Distributing Co., Pendleton-Palmer House, Porter Furniture Co., Straus Securities Co.

**GRANT ADVERTISING, INC.**

Gulf State Bldg., Dallas, Texas  
Phone 7-8121  
APA — SNPA

*Officers*

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Vice President-Manager, Dallas Office,  
Dave Echols  
Radio Director ..... James W. McClain, Jr.

*Branch Office*

Palmolive Bldg., Chicago, Ill.  
Phone Superior 9055

Vice President-Manager, Chicago Office,  
Lew Valentine  
Radio Directors ..... Will C. Grant,  
Lew Valentine, Allan C. Anthony, James  
Shelby  
30 Rockefeller Plaza, New York, N. Y.  
Phone Circle 5-4485

Manager ..... John C. Morrow  
*Radio Accounts Placed*—Vanette Hosiery  
Mills, Mars, Inc.

**GREEN-BRODIE, INC.**

485 Madison Ave., New York, N. Y.  
Phone PLaza 3-9533  
ANPA — PPA

*Officers*

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Secretary-Treasurer ..... Alan Green  
Vice President-Art Director . Murray A. Levin  
Production Director ..... Melford Brodie  
Radio Department ..... Michael Gore  
Account Executives ..... John J. Gronfein,  
Michael Gore

*Radio Accounts Placed*—Graceland Management Corp., Restland Management Corp., Federal Life & Casualty Insurance Co.

**THE GREY ADVERTISING AGENCY, INC.**

128 West 31st St., New York, N. Y.  
Phone CHickering 4-3900  
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*Radio Accounts Placed*—William Demuth  
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**JULIAN GROSS ADVERTISING  
 AGENCY**

11 Asylum St., Hartford, Conn.  
 Phone 7-7179 and 7-7170

*Officers*

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 Radio Director.....Geraldine A. Kenney  
 Account Executives.....Henry Burdick,  
 M. Gold, Bernard Lippman

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**M. H. HACKETT, INC.**

9 Rockefeller Plaza, New York, N. Y.  
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 Vice-President.....Crawford W. Hawkins  
 Vice-President.....Bernard Pagenstecher  
 Vice-President-Art Director.S. Garnett Goesle  
 Production Manager.....G. B. Bradley  
 Time Buyer.....Aida Stearns  
 Copy Chief.....Allen Legg  
*Radio Accounts Placed*—Riggio Tobacco  
 Corp., United Baking Co., Roosevelt Hotel,  
 Collier Florida Coast Hotels.

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**HART-CONWAY CO., INC.**

Genesee Valley Trust Bldg., Rochester, N. Y.  
 Phone Main 2073  
 ANPA — APA

*Officers*

President.....H. Lyman Hart  
 Secretary.....M. Brinkman Hart  
 Vice President.....Harold E. Kennedy  
 Radio Director.....John P. Street  
 Program Producers.....Lowell MacMillan,  
 Charlotte Edwards, Kenneth Adams, H.  
 E. Kennedy  
*Radio Accounts Placed* — Lewis Music  
 Stores, Wegman's Food Markets, Gulf Oil  
 Corp., L. C. Forman Co., Erskine Healy Co.,  
 Fincher Motors.

•

**GEORGE H. HARTMAN CO.**

307 North Michigan Ave., Chicago, Ill.  
 Phone State 0055  
 ANPA — PPA — APA — ABP — NOAB

*Officers*

President.....George H. Hartman

Vice-President .....Edwin Cahn  
 Secretary-Treasurer.....Frank R. Hartman  
 Radio Director.....Thomas Kivlan  
*Radio Accounts Placed*—Hartz Mountain  
 Products, Local Loan Co., Nelson Bros. Co.,  
 Simoniz Co., P. A. Starck Co.

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**HAYS ADVERTISING AGENCY**

Burlington, Vt.  
 Phone 852

ANPA — PPA — ABP

*Officers*

President-Treasurer.....W. A. Myers  
 Secretary.....A. E. Hawkins  
 Director of Radio.....N. H. Myers  
*Radio Accounts Placed*—Dairy Association  
 Co., Abrahams Cut Rate Drug Stores, Moquin  
 Baking Co., F. J. Preston & Sons, M. M. Far-  
 fell & Sons, Dominion Dry Co., Vermont  
 Cleansing Co., Vermont Confectionery Co.,  
 Vermont Mattress Co., La Barge Florists,  
 Shepard Lumber Co., Green Mountain Power  
 Corp., Bullock Laundry, B. C. M. P. Milk  
 Co., Densmore Memorials, Bruhn Office  
 Equipment Corp., W. G. Reynolds Depart-  
 ment Store, Danforth's Sports Shop, Borton  
 & Co., Simpson Furriers, Lowe Bros. Paint  
 Co., DuBarry Beauty Salons.

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**HENRI, HURST & McDONALD**

520 N. Michigan Ave., Chicago, Ill.  
 Phone Superior 3000  
 AAAA — ANPA — PPA

*Officers*

President .....W. B. Henri  
 Secretary .....W. D. McDonald  
 Treasurer .....J. F. Hurst  
 Media Director.....N. H. Pumpian  
 Radio Director.....Frank W. Ferrin  
*Radio Accounts Placed*—Acme White Lead  
 & Color Works, John Morrell & Co., Ballard  
 & Ballard Co., Carolene Products Co., Kroeh-  
 ler Mfg. Co., Fairbanks-Morse Co., Interna-  
 tional Shoe Co., Hall Bros., Inc., Skelly Oil  
 Co.

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**HILLMAN-SHANE ADVERTISING  
 AGENCY, INC.**

412 West Sixth St., Los Angeles, Calif.  
 Phone Vandike 5111

*Officers*

President-Radio Director..David S. Hillman  
 Vice-President.....Jefferson K. Wood  
 Secretary-Treasurer .....William Berger  
 Publicity Director.....M. Lewin

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555 South Flower St., Los Angeles, Calif.  
Phone Mutual 8331

*Officers*

President.....G. K. Breitenstein  
Secretary.....R. M. Hixson  
Treasurer.....J. E. O'Donnell  
*Radio Accounts Placed*—Richfield Oil Co.,  
Rio Grande Oil, Inc.

**WILLIAM F. HOLLAND AGENCY**

Glenn Bldg., Cincinnati, Ohio  
Phone Main 2859

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Owner.....William F. Holland  
Merchandising Director.....C. J. Schuck  
Copy Director.....Derrick Wulf  
Art Director.....Paul Bogosian  
Statistician.....John Q. Brown  
Office Manager.....D. E. Holland  
Account Executives.....Lewis M. Williams,  
Max Zeff, Elmer G. Lindsey

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551 Fifth Ave., New York, N. Y.  
Phone MURray Hill 2-0850

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President and Treasurer...Winthrop Hoyt  
Secretary.....Everett W. Hoyt  
Vice-Presidents.....F. A. Whipple,  
W. K. Dingleline  
Director of Radio.....R. G. Pratt  
Time Buyer.....C. B. Donovan

*Branch Office*

650 Main St., Hartford, Conn.  
Phone 5-6066

Vice-President.....F. A. Whipple  
*Radio Accounts Placed*—B. C. Remedy  
Co., Richardson & Robbins, Charles Guldens,  
Inc., American Molasses Co., Merck & Co.,  
Burnham & Morrill, Snider Packing Corp.,  
E. L. Knowles Co.

**THE H S G ADVERTISING AGENCY**

19 East 53rd St., New York, N. Y.  
Phone Wickersham 2-3338

*Officers*

President.....H. S. Goodman  
Secretary.....H. Knuth  
Vice-Presidents.....Everett F. Goodman,  
Andrew Schloss

**H. B. HUMPHREY CO.**

1235 Statler Bldg., Boston, Mass.  
Phone Liberty 4714

AAAA — ABP — ANPA — PPA — APA

*Officers*

Chairman of Board....Henry B. Humphrey  
President-Treasurer...Richard S. Humphrey  
Vice-President-Copy Chief,  
Julian L. Watkins  
Vice-President-Radio Director,  
John C. Strouse  
Account Executives....Herbert T. Hand, Jr.,  
William J. Breen  
Production Manager.....G. L. Leonard  
Assistant Production Manager..T. M. Munch  
Art Director.....William L. Caffrey  
Office Manager.....H. S. Kenyon  
Secretary.....Francis S. Moulton  
Assistant Treasurer.....L. M. Fawcett  
*Radio Accounts Placed*—Boston Beer Co.,  
Rumford Chemical Works.

**HUTCHINS ADVERTISING COMPANY, INC.**

Cutler Bldg., Rochester, N. Y.  
Phone Main 3528

APA — ANPA — PPA — ABP

*Officers*

President.....M. S. Hutchins  
Treasurer.....F. I. Hutchins  
Secretary.....F. R. Hutchins  
Vice-President & Director of Radio  
F. A. Hutchins  
*Radio Account Placed*—Philco Radio and  
Television Corp.

**INTERSTATE ADVERTISING AGENCY, INC.**

1008 Marshall Bldg., Cleveland, Ohio  
Phone Main 9444

*Officers*

President.....G. A. Kirkendale  
Vice-President.....C. M. Marvin  
Secretary-Production Manager,  
Evelyn A. Bowyer  
*Radio Accounts Placed*—Marshall Drug  
Co., The Bailey Co. (department store),  
Fisher Bros. Co., The William Taylor Co.,  
Goodrich Clothes.

**IVEY & ELLINGTON, INC.**

1400 South Penn Square, Philadelphia, Pa.  
Phone Locust 7909  
ANPA — PPA

*Officers*

President.....Neal D. Ivey  
Vice-President-Treasurer...Jesse T. Ellington

• • • **ADVERTISING AGENCIES** • • •

Secretary.....George V. Strong  
Media Director.....F. H. Anderson

*Branch Office*  
155 East 44th St., New York, N. Y.  
Phone MUrray Hill 2-5248

*Radio Accounts Placed*—Bayuk Cigars Inc.,  
General Baking Co., J. S. Ivins' Sons Inc.,  
Packers Tar Soap Inc.

•  
**JESSOP ADVERTISING CO.**  
First Central Tower, Akron, Ohio  
Phone Franklin 3232

*Officers*

President.....M. K. Jessop  
Space Buyer.....Charles A. Jessop  
Radio Director.....M. Rodgers

•  
**THE RALPH H. JONES COMPANY**

Carew Tower, Cincinnati, Ohio  
Phone Main 3351  
AAAA — ANPA — PPA

*Officers*

Chairman of Board.....Ralph H. Jones  
Director of Radio.....C. M. Robertson, Jr.  
Assistant Director.....M. MacPherson  
Radio Producer.....Edward Obrist  
Radio Continuity Writer....George Sparling

*Branch Office*

580 Fifth Ave., New York City  
Phone Wisconsin 7-5500

*Radio Accounts Placed*—Dow Drug Co.,  
Kroger Grocery & Baking Co., Carter Coal  
Co.

•  
**H. W. KASTOR & SONS  
ADVERTISING CO., INC.**

360 N. Michigan Ave., Chicago, Ill.  
Phone Central 5331  
ANPA — APA — PPA — ABC — NOAB

*Officers*

President.....Louis Kastor  
Treasurer.....E. H. Kastor  
Secretary.....W. B. Kastor  
Vice-President.....R. H. Kastor  
Director of Radio.....Robert G. Jennings

*Branch Offices*

9 Rockefeller Plaza, New York  
Phone Columbus 5-6135

*Radio Accounts Placed*—Procter & Gamble  
Co., Welch Grape Juice Co., Lewis-Howe  
Co.

•  
**THE JOSEPH KATZ COMPANY**

16 E. Mt. Vernon Place, Baltimore, Md.  
Phone Vernon 7094  
AAAA — ANPA — PPA — ABP

*Officers*

President.....Joseph Katz  
Treasurer.....Charles M. Harrison

Director of Radio.....Gordon Ross  
Radio Producers & Continuity Writers,  
Gordon Ross, Edward Prager, Roland  
Brave, Nat C. Wildman

*Branch Offices*

444 Madison Ave., New York, N. Y.  
Phone Wickersham 2-2740

Manager.....Nat C. Wildman  
*Radio Accounts Placed*—American Oil Co.,  
Maryland Pharmaceutical Co., Ex-Lax, Inc.,  
Arrow Beer, Jests, Inc., Laco Products, Inc.

•  
**STANLEY KAYE  
ADVERTISING AGENCY**

1012 NBC Bldg., Cleveland, Ohio  
Phone Cherry 1490

*Officers*

President-Radio Director.....Stanley Kaye  
Art Director.....R. B. Foley  
Secretary.....Helen M. Little  
*Radio Accounts Placed*—I. J. Fox, Inc.,  
The Ring Co., Ohio Floor Covering Co.,  
Dream House Corp., Perry Auto Stores.

•  
**KAYTON-SPIERO CO., INC.**

230 West 41st St., New York, N. Y.  
Phone LOngacre 5-5090  
ANPA — PPA — ABP

*Officers*

President.....Gerald B. Spiero  
Secretary-Treasurer.....Alvin J. Kayton  
*Radio Accounts Placed*—Twentieth Century-Fox Film Corp.

•  
**RAYMOND KEANE  
ADVERTISING AGENCY**

501 Railway Exchange Bldg., Denver, Colo.  
Phone, TAbor 7166

*Officers*

Owner-Manager.....Raymond Keane  
Partner.....Ethel N. Hines  
Space Buyer.....R. L. Graft  
Radio Production.....Wesley Battersea

•  
**KELLY, NASON, INCORPORATED**

30 Rockefeller Plaza, New York, N. Y.  
Phone COlumbus 5-6300  
ABP — ANPA — PPA

*Officers*

President.....John C. Kelly  
Treasurer.....James R. P. Nason



• • • **ADVERTISING AGENCIES** • • •

Secretary .....Frank J. Herel  
 Media Director .....Joseph Burland  
*Radio Accounts Placed*—Hotel Seymour,  
 Grace Line, Inc., All American Brands Inc.,  
 Roosevelt Hotel.

**KELLY, STUHLMAN & ZAHRNDT, INC.**

1101-1128 Mart Bldg., St. Louis, Mo.  
 Phone Garfield 0777

*Officers*

President.....C. F. Kelly, Jr.  
 Vice-Pres. and Treasurer...W. W. Zahrndt  
 Vice-Pres. and Secretary.....V. A. Kelly  
 Director of Radio.....C. F. Kelly, Jr.  
 Assistant Director.....W. W. Zahrndt  
 Radio Producers.....C. F. Kelly, Jr.,  
 V. A. Kelly  
 Radio Continuity Writers...C. F. Kelly, Jr.,  
 V. A. Kelly, C. F. Stuhlman  
*Radio Accounts Placed*—Central Shoe  
 Company, Lutheran Laymen's League, Pine  
 Balm Co., Trems, Inc.; American Life &  
 Accident Insurance Co., Democratic Cam-  
 paign Committee.

**KENYON & ECKHARDT, INC.**

247 Park Avenue, New York, N. Y.  
 Phone Wickersham 2-3920  
 AAAA — ANPA — PPA — ABP

*Officers*

Chairman of Board.....Henry Eckhardt  
 President.....Thomas D'Arey Brophy  
 Treasurer.....Otis Allen Kenyon  
 Secretary.....Joseph A. Vessey  
 Director of Radio.....Tyler Davis  
*Radio Accounts Placed*—Charles B. Knox  
 Gelatine Co.

**H. M. KIESEWETTER ADVERTISING AGENCY, INC.**

9 East 40th St., New York, N. Y.  
 Phone Lexington 2-0025  
 ANPA — PPA — ABP

*Officers*

President & Treasurer...E. T. Kiesewetter  
 General Manager.....H. M. Kiesewetter  
 Radio Time Buyer.....A. E. Maier  
*Radio Accounts Placed*—The Mennen Co.,  
 The Bathasweet Co.

**KLINGER ADVERTISING CORP.**

119 W. 57th St., New York, N. Y.  
 Phone Columbus 5-3435

*Officers*

President-Radio Time Buyer...A. A. Klinger  
 Vice-President.....E. A. Tenner

Secretary.....E. French  
 Radio Production.....Emory Ellis  
*Radio Accounts Placed*—Madison Long  
 Island Personal Loan Co., Madison Finance  
 Co. of N. J., Servus Clothes, United Shoe  
 Exchange, Wucker Furniture Co., Whole-  
 sale Utilities, Purepar Corp., Klizmoth Corp.,  
 Flemex Corp.

**KNOX REEVES ADVERTISING, INC.**

600 First National Bank Bldg.  
 Minneapolis, Minn.  
 Phone Bridgeport 7701  
 ANPA — PPA

*Officers*

President.....E. E. Sylvestre  
 Executive Vice-President...Wayne Hunt  
 Vice-Presidents.....J. A. Sarles,  
 Elizabeth B. Reeves, Helen A. Brown  
 Secretary.....K. P. Torgerson  
 Treasurer.....C. L. Greenwood  
 Radio Director.....Lloyd Griffin  
 Director of Media & Research,  
 Dr. A. R. Root  
 Spot Commercial Production..Brad Robinson  
 Network Commercial Production,  
 Russell Neff

*Branch Office*

925 Chanin Bldg., New York, N. Y.  
 Phone MURray Hill 4-3982

*Radio Account Placed* — General Mills,  
 Inc.

**ARTHUR KUDNER, INC.**

630 Fifth Ave., New York, N. Y.  
 Phone Circle 6-3200  
 AAAA — ANPA — PPA — ABP

*Officers*

President.....Arthur Kudner  
 Vice-Presidents.....J. H. S. Ellis,  
 E. J. Owens, Sam D. Fuson  
 V-P in Charge of Radio..Charles F. Gannon  
 Assistant Radio Director...Louis E. Dean  
 Script Buyer.....Alan Ward  
 Radio Time Buyers.....William O'Connor,  
 Ed. Krug

*Branch Offices*

New Center Bldg., Detroit, Mich.  
 Phone Madison 5315  
 Robert Copeland  
 Albee Bldg., Washington, D. C.  
 Phone National 5506  
 Frank Getty

*Radio Accounts Placed*—Macfadden Pub-  
 lications, Inc.; United States Tobacco Co.,  
 Buick Motor Division, Goodyear Tire & Rub-  
 ber Co., Florida Citrus Commission, General  
 Motors Corp.

**ADVERTISING AGENCIES**

**LAMBERT & FEASLEY, INC.**

9 Rockefeller Plaza, New York, N. Y.  
Phone COLUMbus 5-3721  
ANPA — PPA

*Officers*

President ..... John L. Johnston  
Executive V.P. .... Gordon Seagrove  
V.P.-Radio Director ..... Martin Horrell  
Vice-President ..... Berthold M. Nussbaum  
Treasurer ..... Frank Mace  
Secretary ..... Walter P. Lantz  
*Radio Accounts Placed*—Lambert Pharmaceutical Co.; Prophylactic Brush Co.; Phillips Petroleum Co.

**LANG, FISHER & KIRK, INC.**

1010 Euclid Ave., Cleveland, Ohio  
Phone Main 6579  
ANPA — PPA

*Officers*

President-Treasurer ..... H. Jack Lang  
Vice President-Secretary ..... A. B. Fisher  
Vice-President ..... Fred P. Stasbower  
Production Manager ..... Robert O. Fishel

**LAUESEN & SALOMON**

520 North Michigan Ave., Chicago, Ill.  
Phone Superior 0738  
ABP — ANPA — PPA

*Executives*

A. M. Salomon  
Wendell Walker  
F. P. Wagener

*Radio Accounts Placed*—Foley & Co.

**LEEFORD ADVERTISING AGENCY**

315 Fourth Ave., New York, N. Y.  
Phone STuyvesant 9-1742  
PPA

*Officers*

President-Radio Director ..... David D. Lee  
Treasurer ..... W. C. Hoyt  
*Radio Account Placed*—Remington-Rand, Inc., American Writing Machine Co.

**LEIGHTON & NELSON**

202 State St., Schenectady, N. Y.  
Phone 6-4202  
PPA

*Officers*

Partners ..... Winslow P. Leighton  
and George R. Nelson  
Space Buyer ..... Winifred Niles  
Production Manager ..... Edward F. Flynn  
Radio Director ..... George R. Nelson  
Copy Director ..... Robert S. Cragin

Account Executives ..... Winslow Leighton,  
George R. Nelson, R. S. Cragin  
Radio Continuity Writers ..... R. S. Cragin,  
G. R. Nelson, E. F. Flynn

**CY LELAND, INC., ADVERTISING**

Trinity Bldg., Fort Worth, Texas  
Phone 3-3949

*Officers*

President-Radio Director ..... Cy Leland, Jr.  
Vice-President ..... M. R. Smith, Jr.  
Secretary-Treasurer ..... C. J. Leland, Sr.  
*Radio Accounts Placed*—Bewley Mills, Ridglea Development Co., McCulloch Insurance Agency.

**LENNEN & MITCHELL, INC.**

17 E. 45th St., New York, N. Y.  
Phone MURray Hill 2-9170  
ANPA — PPA

*Officers*

President ..... Philip W. Lennen  
Secretary ..... Arthur L. Lynn  
Vice-President and Treasurer ..... Robert W. Orr  
Director of Radio ..... Jay Clark  
Radio Producers ..... Blayne Butcher,  
Jay Clark, William Robson

*Branch Offices*

8949 Sunset Blvd., Los Angeles, Calif.  
Phone CRestview 1-5206  
Executive-in-charge of Radio ..... William Robson  
*Radio Accounts Placed*—John H. Woodbury, Inc., Andrew Jergens Co., P. Lorillard Co., Inc., Lehn & Fink, Tidewater Associated Oil Co.

**ADDISON LEWIS & ASSOCIATES**

1414 Foshay Tower, Minneapolis, Minn.  
Phone ATLantic 6235  
ABP — ANPA — PPA

*Officers*

Owner ..... Addison Lewis  
Space Buyer ..... Margie M. Anderson  
Production Manager ..... Loraine Wilson  
Radio Director ..... John D. Finley  
Account Executives ..... Edward Grubb,  
James A. Quint, Harvey R. Kruse, John D. Finley

*Radio Accounts Placed*—Med-O-Vapo Co., General Management Co.

**LEON LIVINGSTON ADVERTISING AGENCY**

Mills Bldg., San Francisco, Calif.  
Phone Sutter 7340  
ANPA — ABP — AAAA — NOAB

*Officers*

President ..... Leon G. Livingston  
Vice-President ..... W. C. Day

• • • **ADVERTISING AGENCIES** • • •

Space Buyer.....B. B. Biederman  
*Radio Accounts Placed* — Langendorf  
 United Bakeries, Nestle's Milk Products,  
 Inc.

**LLOYD, CHESTER &  
 DILLINGHAM, INC.**

9 Rockefeller Plaza, New York, N. Y.  
 Phone Circle 5-8800  
 ABP — ANPA — PPA — NOAB — APA

*Officers*

President.....Laurence M. Lloyd  
 Vice-President-Treasurer.....Robert S. Hotz  
 Secretary.....R. S. Pierrepont, Jr.  
 Vice-Presidents.....Charles F. Pietsch,  
 Colhy M. Chester 3rd, Daniel Topping  
 Space Buyer.....Frank Leiss  
 Production Manager.....William T. Kaleb  
 Director of Radio.....Robert S. Hotz  
 Account Executives James B. Dillingham, Jr.,  
 Harvey Volkmar, William W. Prout  
*Radio Accounts Placed*—Fidelio Brewery,  
 Inc., National Graphite Co.

**LORD & THOMAS**

247 Park Ave., New York, N. Y.  
 Phone Wickersham 2-6600  
 AAAA — ANPA — ABP — PPA

*Officers*

Chairman of the Board....Albert D. Lasker  
 First Vice President-General Manager,  
 Edward Lasker  
 Vice President-Manager....Leonard Masius  
 Vice-Presidents.....Thomas M. Kersey,  
 Emerson Footc, Walter C. Krause  
 Vice-President & Radio Director,  
 Thomas A. McAvity  
 Radio Time Buyer.....John Hymes  
 Script Buyer.....Frank Wilson

*Branch Offices*

919 N. Michigan Ave., Chicago, Ill.  
 Phone Superior 4800

Executive Vice-President....John F. Whedon  
 Vice-Presidents.....R. R. Faryon  
 Howard A. Jones, Leo H. Rosenberg  
 Vice-President-Treasurer..William R. Sachse  
 Radio Time Buyer.....Jack Laemmer  
 6331 Hollywood Blvd., Hollywood, Calif.  
 Phone Hollywood 6265  
 Manager.....Norman W. Morrell  
 601 West Fifth St., Los Angeles, Calif.  
 Phone Michigan 7651  
 Vice President-Manager.....Don Belding  
 235 Montgomery St., San Francisco, Calif.  
 Phone Sutter 2355  
 Vice President-Manager.....Fairfax M. Cone

*Radio Accounts Placed*—American Tobac-  
 co Co., Pepsodent Co., Petroleum Advisers  
 Inc., Union Oil Co., California Fruit Grow-  
 ers Exchange, J. A. Folger & Co., Southern  
 Pacific Co., Sunnyvale Packing Co., Associ-  
 ated Hotels of the West. Lindsay Ripe Olives,  
 Safeway Stores, Inc., Armour & Co., Roos  
 Bros., Tidewater Associated Oil Co., Pabst  
 Sales Co.

**HAYS MacFARLAND & COMPANY**

333 North Michigan Ave., Chicago, Ill.  
 Phone Randolph 9360

ANPA — PPA — ABP — SNPA

*Officers*

President.....Hays MacFarland  
 Secretary-Treasurer.....B. G. Ruttingh  
 1st Vice-President.....Malcolm A. Jennings  
 Vice-Presidents....A. B. Dicus, S. V. Horton  
 Director of Radio.....Evelyn Stark  
*Radio Accounts Placed* — Northwestern  
 Yeast Co., Omar, Inc., J. W. Marrow Mfg.  
 Co.

**MacLAREN ADVERTISING CO.  
 LTD.**

372 Bay St., Toronto, Ont., Canada  
 Phone Elgin 0321-2551

CAAA

*Officers*

President-General Manager..J. A. MacLaren  
 Vice President-Assistant General  
 Manager.....E. V. Rechnitzer  
 Broadcast Advertising Dept...C. M. Pasmore,  
 M. Rosenfeld

*Branch Office*

901 Dominion Square Bldg.,  
 Montreal, Que., Canada  
 Phone Plateau 9556

Office Manager.....E. H. H. Smith  
*Radio Accounts Placed*—General Motors  
 Corp., Hydro-Electric Power Commission of  
 Ontario, Imperial Oil, Ltd.; People's Credit  
 Jewelers, Tuckett, Ltd.

**MacMANUS, JOHN & ADAMS, INC.**

12th and 14th Floors, Fisher Bldg.  
 Detroit, Mich.

Phone Trinity 2-8300  
 ANPA — PPA — ABP

*Officers*

President.....W. A. P. John  
 Executive Vice President-Treasurer,  
 James R. Adams  
 Vice President-Secretary John R. MacManus  
 Vice-Presidents.....Harvey G. Luce,  
 R. A. Brewer  
 General Manager.....Leo A. Hillebrand  
 Media Director.....Elmer W. Froehlich

• • • **ADVERTISING AGENCIES** • • •

*Branch Office*

714 W. Olympic Blvd., Los Angeles, Calif.  
Phone Richmond 0191

Executive-In-Charge.....F. A. Berend  
405 Montgomery St., San Francisco, Calif.  
Executive-In-Charge.....Edward Scharet  
*Radio Accounts Placed*—Pontiac Motor Co., Cadillac Motor Co., Altes Brewing Co., Boydell Paint & Varnish Co., Dow Chemical Co., LaChoy Food Products, Inc., Simple Simon Products, Champion Spark Plug Co.

**MALCOLM-HOWARD ADVERTISING AGENCY**

20 East Jackson Blvd., Chicago, Ill.  
Phone Webster 2110  
ABP — APA

*Officers*

Owner.....Arthur M. Holland  
Continuity Director.....Ray Freedman  
Radio Writers.....Hal Tate,  
Maury Cliffer, Ray Freedman  
*Radio Accounts Placed*—Dad's Root Beer, Joy Candy Shoppes, Roller Derby, Washington Auto Sales, Alert Laundry, Holland Jewelers, Newart Co., Rubin's Apparel, Clinton Watches, Lamm Co.

**DAVID MALKIEL ADVERTISING AGENCY**

260 Tremont St., Boston, Mass.  
Phone Liberty 1422  
ANPA — ABP — APA — PPA

*Officers*

President .....David Malkiel  
Secretary .....Martha Brest  
Account Executives.....Harry Lane,  
Alfred Black, Martin Kadis  
*Radio Accounts Placed*—I. J. Fox Co., Babi-Juice Oranges, Ace Vacuum Cleaners, Blueway Bus Lines, Drive-In Theatres, Inc., Gordon Mfg. Co., Paramount Baking Co., Lincoln Oil Co., E. M. Loew's Theaters, Greater Boston Theaters, Inc., RKO Theaters, L. P. Rogers & Sons, Steuben's Restaurant, Canadian Ace Ale.

**MARSCHALK & PRATT, INC.**

535 Fifth Ave., New York, N. Y.  
Phone VAnderbilt 6-2022  
ANPA — PPA — ABP — APA — ABC —  
AAAA — NOAB

*Officers*

President.....Harry C. Marschalk  
Secretary.....Arthur R. Anderson

Vice-Presidents.....Wilbur E. Johnson,  
S. H. Giellerup, S. L. Meulendyke.  
Director of Radio.....Curt Peterson  
Radio Continuity Writers...G. W. Freeman,  
Bennett Kolb, Eric Crosby, E. T. Clark  
*Radio Accounts Placed*—Standard Oil Co.  
of N. J., Congress Cigar Co.

**J. M. MATHES, INCORPORATED**

122 East 42nd St., New York, N. Y.  
Phone LExington 2-7450

*Officers*

President.....J. M. Mathes  
Treasurer.....A. E. Cox  
Secretary .....Carle Rollins  
Vice-Presidents.....William B. Okie,  
Hyland L. Hodgson, Lester Loh,  
Charles O'Donnell  
Vice-President-Director of Radio,  
Wilfred S. King  
Assistant Director.....Fletcher Turner  
*Radio Accounts Placed*—Ludens, Inc.; National Carbon Co., New York State Milk Publicity, Canada Dry Ginger Ale, Magazine Repeating Razor Co., Cocomalt Co., International Salt Co., Cheryny Perfumes.

**MAXON, INC.**

2761 E. Jefferson Ave., Detroit, Mich.  
Phone Fitzroy 5710  
ANPA — PPA

*Officers*

Chairman of Board.....Lou R. Maxon  
President .....T. K. Quinn  
Vice-President .....Searle Hendee  
Treasurer.....W. I. O'Neil  
Radio Time Buyer.....H. G. Selby  
Radio Director.....Ed Wilhelm

*Branch Offices*

570 Lexington Ave., New York, N. Y.  
Phone Eldorado 5-2930  
Vice-President In Charge....W. Ray Baker  
1260 Boston Ave., Bridgeport, Conn.  
Phone Bridgeport 6-2177  
Vice-President In Charge....W. Ray Baker  
919 N. Michigan Ave., Chicago, Ill.  
Phone Delaware 3536  
Vice-President.....L. J. Sholty  
*Radio Accounts Placed*—General Electric Co., H. J. Heinz Co., Gillette Safety Razor Co.

• • •     **ADVERTISING AGENCIES**     • • •

**McCANN-ERICKSON, INC.**

50 Rockefeller Plaza, New York, N. Y.  
Phone Circle 5-7000  
AAAA — ANPA — PPA — ABP

*Officers*

President ..... H. K. McCann  
Vice-Presidents: Harrison Atwood, Raymond Atwood, E. C. Bennett, L. S. Briggs, Lloyd O. Coulter, L. E. Firth, E. D. Hill, Gordon E. Hyde, Myron C. Lechner, E. D. Madden, J. J. McCarthy, Hugh A. Mitchell, E. O. Perrin, C. A. Posey, Jack Taylor, R. W. St. Hill.

Secretary-Treasurer and In-Charge of Radio, John L. Anderson  
Director of Research.....L. D. H. Weld  
Radio Time Buyer.....Robert W. Tannehill  
Program Directors.....Stuart D. Ludlum, Margaret E. Jessup, Lillian Steinfeld, T. F. Gannon, William J. Reddick

*Branch Offices*

910 S. Michigan Ave., Chicago, Ill.  
Phone Webster 3701

Vice-President and Manager, Homer Haverinale

Vice-President.....H. G. Smith

Vice-President.....J. H. Jameson  
Guardian Bldg., Cleveland, O.  
Phone Cherry 3490

Acting Manager.....R. T. Hanks  
Penobscot Bldg., Detroit, Mich.  
Phone Randolph 9550

Vice-President and Manager, Donald C. Hight  
Patterson Bldg., Denver, Colo.  
Phone Keystone 4297

Manager.....J. S. Barrows  
448 S. Hill St., Los Angeles, Calif.  
Phone Michigan 4049

Manager.....August J. Bruhn  
114 Sansome St., San Francisco, Calif.  
Phone Douglas 5660

Vice-President and Manager, Henry Q. Hawes  
Vice-Presidents.....M. S. Achenbach, R. H. Cochran, F. H. McCrea, C. E. Persons  
Skinner Bldg., Seattle, Wash.  
Phone Main 7459

Manager.....Vernon Churchill  
Public Service Bldg., Portland, Ore.  
Phone Atwater 4305

Manager.....Vernon Churchill  
10 Pryor St., Atlanta, Ga.

Manager.....Robert H. Scott  
Liberty Bank Bldg., Dallas, Texas

Manager.....D. S. Gillean  
*Radio Accounts Placed*—New York: Chesebrough Mfg. Co., Consolidated Edison Co., Crowell Publishing Co., Edelbrau Beer, Ford Deal Advertising, Ford Motor Co.,

Gruen Watch Co., Manufacturers' Trust Co., National Biscuit Co., Pacific Coast Borax Co., Stanco., Inc., Standard Brands, Inc., Standard Oil Co. of Latin America, Valentine Paint Co.

San Francisco: Anglo California National Bank, Bordens Associated Companies, Borden Co. (Manufactured Products Division), California Packing Corp., California Walnut Growers, Dwight Edwards Co., Fisher Flouring Mills, Ford Dealer Advertising, W. P. Fuller & Co., General Brewing Corp., Northwestern Electric Co., Pacific Gas & Electric Co., Pacific Power & Light Co., Palace Hotel Co., Portland Gas & Coke Co., Standard Oil Co. of Calif., Yosemite Park & Curry Co., Los Angeles & Suburban Gas Companies.

Chicago: Standard Oil Co. of Nebr., Standard Oil Co. of Ind., Ford Motor Co.

Atlanta: Ford Branches, Ford Dealer Advertising.

Denver: Ford Motor Co., Great Western Sugar Co., Industrial Federal Savings & Loan Assn.

Cleveland: Ford Motor Co., Perfection Stove Co., Richman Bros., Standard Oil Co. of Ohio, Tappan Stove Co., National City Bank.



**THE McCORD COMPANY**

1100 Hodgson Bldg., Minneapolis, Minn.  
Phone Bridgeport 1225  
APA — ANPA — PPA

*Officers*

President & Treasurer.....R. D. McCord  
Vice-President.....Louis Melamed  
Secretary & Space Buyer.....C. F. Baker  
Director of Radio.....E. B. Grove  
Production Manager.....Lee Skaar

*Radio Accounts Placed*—W. H. Barber Co., Breezy Point Lodge, Conrad Fur Co., Central Cooperative Livestock Assn., Furniture Exposition Mart, The Hilex Co., Chocolate Products Co., Goodman Bros. Jewelers, The Mackwin Co., Minneapolis Gas Light Co., Minnesota Farm Bureau Federation, Tom Moore Coca-Cola Bottling Co., The Roycraft Co., G. Thomas Stores. Milk Foundation of Minneapolis, The Peavey Co., McCannon & Co.



**McJUNKIN ADVERTISING CO.**

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

*Officers*

President.....William D. McJunkin  
Executive Vice-President.....Gordon Best

• • • **ADVERTISING AGENCIES** • • •

Vice-Presidents.....Roy M. Kirtland,  
 Leroy A. Kling, Willard E. Stevens, Dade  
 B. Epstein, James W. Egan  
 Manager, Radio Dept.....Sam Bartlett  
 Media Dept. Manager.....Edwin A. Trizil  
 Production Manager.....W. C. Mottershead  
*Radio Accounts Placed*—The Better-Speech  
 Institute of America, Carey Salt Co., Flor-  
 sheim Shoe Co., Chef Boiardi Food Products  
 Co., Brumner Bros., Carson, Pirie, Scott &  
 Co., Benson & Rixon, Jewel Food Stores,  
 Frank Febr Brewing Co., Andes Candies,  
 Feltman & Curme Shoe Stores, State Street  
 Council.

**McKEE & ALBRIGHT, INC.**

1400 South Penn Square, Philadelphia, Pa.  
 Phone Locust 4737  
 ANPA — PPA

*Officers*

President.....Roy J. McKee  
 Vice-President-Treasurer..David R. Albright  
 Vice President-Radio Director,  
 James A. McFadden  
 Vice-President.....Earl B. Thomas  
 Secretary.....T. E. Libby

*Branch Office*

30 Rockefeller Plaza, New York, N. Y.  
 Phone COLUMbus 5-2058  
 Equitable Bldg., Hollywood, Calif.  
 Phone Hollywood 8363  
*Radio Accounts Placed*—Sealtest, Inc.

**A. McKIM, LTD.**

Confederation Bldg., Montreal, Que., Canada  
 Phone Lancaster 5192

*Officers*

President-General Manager.....C. T. Pearce  
 Vice-President.....J. M. Baxter  
 Directors.....B. A. Bennett,  
 W. T. Brace, J. J. Gallagher, D. E. Long-  
 more, A. N. McIntosh, J. D. Pearce,  
 J. W. Thain  
 Montreal Manager.....W. T. Brace  
 Radio Director.....Don Henshaw

*Branch Offices*

320 Bay St., Toronto, Ont., Canada  
 Phone Elgin 5351  
 Manager.....D. E. Longmore  
 Electric Railway Bldg., Winnipeg, Man.,  
 Canada  
 Manager.....A. A. Brown  
 514 Province Bldg.,  
 Vancouver, B. C., Canada  
 Manager.....A. Brown

**ARTHUR MEYERHOFF CO.**

400 N. Michigan Ave., Chicago, Ill.  
 Phone Delaware 7860  
 ANPA — PPA

*Officers*

President.....Arthur E. Meyerhoff  
 Director of Radio.....Nelson A. Shawn

*Branch Offices*

530 W. Sixth Ave., Los Angeles, Calif.  
 Phone Madison 1151  
 Manager.....George Taylor  
 759 N. Milwaukee St., Milwaukee, Wis.  
 Phone Marquette 3144  
 Manager.....George Grabin  
 Radio Director.....Nelson A. Shawn  
*Radio Account Placed*—Wm. Wrigley Jr.  
 Co., Santa Catalina Island Co.

**C. L. MILLER COMPANY**

521 Fifth Ave., New York, N. Y.  
 Phone MURray Hill 2-1010  
 ANPA — PPA

*Officers*

President.....C. L. Miller  
 Sec'y & Ass't Treasurer.....George Carhart  
 Radio Director.....George Carhart

*Branch Office*

35 East Wacker Drive, Chicago, Ill.  
 Phone Central 1640  
 Manager.....I. M. Tutour  
*Radio Accounts Placed*—Corn Products  
 Refining Co., Curtis Candy Co., Blue Chan-  
 nel Corp., Keeley Brewing Co., Cooter  
 Brokerage Co.

**DAN B. MINER CO.**

250 Chamber of Commerce Bldg.,  
 Los Angeles, Calif.  
 Phone Richmond 3101  
 AAAA — ANPA — ABP

*Officers*

President.....Dan B. Miner  
 Treasurer.....M. R. Sweeney  
 Vice-Presidents.....J. C. Morse,  
 Isabel Moses, Fred W. Meyer  
 Director of Radio-Talent, Continuity &  
 Script Buyer.....John Guedel  
 Radio Time Buyer.....Fred W. Meyer  
 Producer.....John Guedel

*Radio Accounts Placed*—Wilshire Oil Co.,  
 Coast Fishing Co., Forest Lawn Memorial  
 Park, Western Auto Supply Co., Los Angeles  
 Electrical League, Blecho Co., Los Angeles  
 Downtown Shopping News, George Belsey,  
 Globe Grain & Milling Co., Barbara Ann  
 Baking Co.

• • •     **ADVERTISING AGENCIES**     • • •

**MITCHELL-FAUST ADVERTISING CO.**

230 N. Michigan Ave., Chicago, Ill.  
Phone State 6610  
ANPA — PPA — APA — NOAB

*Officers*

President ..... Paul E. Faust  
Treasurer..... Lyman L. Weld  
Secretary..... R. A. L. Herweg  
Vice-Presidents..... L. H. Copeland,  
Remy L. Hudson  
V-P & Radio Director.... Paul Holman Faust  
Manager, Radio Department  
Dorothy L. Parsons

**MITHOFF & WHITE**

706 Martin Bldg., El Paso, Texas  
Phone Main 4500  
ABP — SAAA — AAAN

*Officers*

Partner-Manager of Radio Dept.,  
Warren T. Mithoff  
Partner..... Dan T. White, Jr.  
Production Manager..... Gerald F. Perry  
*Radio Accounts Placed*—El Paso Electric Co., The Borden Co., Gateway Club, El Paso National Bank, Purity Baking Co., Acme Laundry Co., Harry Mitchell Brewing Co.

**EMIL MOGUL CO., INC.**

625 Madison Avenue, New York, N. Y.  
Phone ELdorado 5-1756

*Officers*

Radio Director..... Emil Mogul  
Copy Chief..... Alfred Berger  
Radio Time Buyer..... Helen Munroe  
*Radio Accounts Placed*—Barney's Clothes, Inc., San Gabriel Wine Co., Trimount Clothing Co., Miller's Furniture Market.

**THE CHESTER C. MORELAND CO.**

Times-Star Bldg., Cincinnati, Ohio  
PPA — ABP — ANPA

*Officers*

President-Treasurer.... Chester C. Moreland  
Vice-Presidents..... Robert N. Gorman,  
Robert H. Ames  
Vice President-Space Buyer,  
Bryce L. Schurman  
Secretary..... Walter H. Strauss

**RAYMOND R. MORGAN CO.**

6332 Hollywood Blvd., Hollywood, Calif.  
Phone Hempstead 4194

*Officers*

President..... Raymond R. Morgan  
Vice-President..... L. W. Hobson  
General Manager..... R. E. Messer

Director of Radio..... J. W. Nelson  
Continuity Director..... J. J. McCleery  
*Radio Accounts Placed*—Folger Coffee Co., Planters Nut & Chocolate Co., White King Soap Co., Bireley's, Inc., Scotch Soap, Rodney E. Sprigg Co.

**H. C. MORRIS & CO., INC.**

420 Lexington Ave., New York, N. Y.  
Phone LExington 2-8650

**MORSE, INTERNATIONAL, INC.**

122 East 42nd St., New York, N. Y.  
Phone LExington 2-6727  
PPA

*Officers*

President..... Carl J. Balliett  
Vice-Presidents..... Shaw Newton,  
E. P. Anderson  
Secretary and Treasurer..... J. P. Sawyer  
Radio Director..... Richard Nicholls  
Radio Time Buyer..... R. M. Dubois  
*Branch Offices*  
900 Market St., Wilmington, Dela.  
211-15 Blackfriars Rd., London, S. E. 1  
*Radio Accounts Placed*—Vick Chemical Co., M. J. Breitenbach Co.

**MOSS ASSOCIATES**

415 Lexington Ave., New York, N. Y.  
Phone VAnderbilt 6-2353  
APA

*Officers*

Owner..... Joseph H. Moskowitz  
Radio Director..... Hines Hachette

**NEEDHAM, LOUIS & BRORBY, INC.**

360 N. Michigan Ave., Chicago, Ill.  
Phone State 5152  
AAAA — ANPA — PPA — ABP

*Officers*

President..... Maurice H. Needham  
Secretary-Treasurer..... Otto R. Stadelman  
Vice-Presidents..... John J. Louis,  
Melvin Brorby, Harry Phelps, W. Ray  
Fowler, Jr.  
Program Director..... W. Ray Fowler, Jr.  
Radio Producer..... W. Raymond Fowler, Jr.

*Branch Offices*

1680 North Vine St., Hollywood, Calif.  
Phone GRanite 8803  
Manager..... Cecil Underwood  
*Radio Account Placed*—S. C. Johnson & Son, Inc., Wieboldt Stores, Inc., Graft Cheese Co.

• • • **ADVERTISING AGENCIES** • • •

**NEFF-ROGOW, INC.**

30 Rockefeller Plaza, New York, N. Y.  
Phone CIrcle 7-4231

*Officers*

President.....Walter J. Neff  
Vice-President.....William Rogow  
*Radio Accounts Placed*—J. W. Beardsley's  
Sons, Bond Stores, Inc., D'Arrigo Bros. Co.,  
Liggett Drug Co., Frederick F. Lowenfels &  
Son, Joseph Martinson & Co., Melville Shoe  
Corp., Sears Roebuck & Co.

**NEWELL-EMMETT COMPANY**

40 East 34th St., New York, N. Y.  
Phone ASHland 4-4900  
AAAA — ANPA — PPA — ABP — PRB —  
SAAA — SNPA

*Officers*

President.....C. D. Newell  
Treasurer.....F. H. Walsh  
Secretary.....R. L. Strobbridge  
Vice-Pres. in Charge of Radio..Wm. Reydel  
*Radio Accounts Placed*—Liggett & Myers  
Tobacco Co. (Chesterfields), Thomas Cook &  
Son, Loose-Wiles Biscuit Co., Pepsi-Cola Co.,  
Beech-Nut Packing Co.

**O'DEA, SHELDON &  
CANADAY, INC.**

400 Madison Ave., New York City  
Phone PLaza 3-1670  
AAAA

*Officers*

President.....Mark O'Dea  
Executive Vice-President..George H. Sheldon  
Vice-President.....L. C. McElroy  
Vice-President.....C. E. Nelson  
Space Buyer.....Catherine Wohlpart  
Treasurer & General Manager....J. F. Quick

**MERRITT OWENS  
ADVERTISING AGENCY**

412 Commercial National Bank Bldg.  
Kansas City, Kans.  
Phone Dr. 7250

**PARIS & PEART**

370 Lexington Ave., New York, N. Y.  
Phone Caledonia 5-9840  
ANPA — ABP — PPA

Co-Partners.....A. G. Peart,  
John H. Rehm  
Radio Time Buyer.....Frank H. Pamentel  
*Radio Account Placed*—The Great Atlan-  
tic & Pacific Tea Co., John Wiley Jones Co.,  
Fixt Products, Inc.

**PECK ADVERTISING AGENCY, INC.**

444 Madison Ave., New York, N. Y.  
Phone PLaza 3-0900

*Officers*

President.....Harry Peck  
Secretary-Treasurer.....Harry Krawitz  
Vice-President.....Walter Schwartz  
Director of Radio.....Arthur Sinsheimer  
Radio Continuity Writers.Ralph Lieberman,  
Eva Monty, Geo. Glass

**PEDLAR & RYAN, INC.**

250 Park Ave., New York, N. Y.  
Phone PLaza 5-1500  
AAAA — ANPA — PPA — ABP

*Officers*

President.....Thomas L. L. Ryan  
Secretary and Treas.....Arthur Cobb, Jr.  
Vice-Presidents.....Lawrence L. Shenfield,  
Francis J. Doherty  
Director of Radio.....Gregory Williamson  
Radio Copy Chief.....John Archer Carter  
Radio Producing Staff.....E. G. Sisson,  
Elisabeth Howard, John McClean, Jr.  
Radio Writing Staff.....Cyril J. Mullen,  
Jack Finney, Donald Wallace, Howard  
Merrill, Beth Judson.

*Radio Accounts Placed*—The Procter &  
Gamble Co. (Chipso, Camay Soap, Dash),  
Bristol-Myers Co., Lady Esther, Inc., J. C.  
Penney Co.

**PLATT-FORBES, INC.**

386 Fourth Ave., New York City  
Phone CAledonia 5-4440

*Officers*

President & Treasurer.....W. A. Forbes  
Vice-President.....Rutherford Platt  
Vice-President.....T. F. Cosgrove  
Vice-President.....John Monsarrat  
Secretary.....W. S. Walker  
Space Buyer & Prod. Manager.George Kraus  
Account Executives....John K. L. Peterson,  
Parmelee Lyman

*Radio Accounts Placed*—Peter Paul, Inc.,  
Oxo, Ltd.

**R. J. POTTS & COMPANY**

101 West 11th St., Kansas City, Mo.  
Phone Victor 4433  
APA — NOAB — ANPA — PPA  
Continental Agency Network

*Officers*

President.....R. J. Potts



• • • **ADVERTISING AGENCIES** • • •

Vice-President.....J. B. Woodbury  
 Secretary-Treasurer .....Jerry McKee  
 Account Executives....Frank F. B. Houston,  
 E. A. Warner, W. B. Hill

**THE POTTS TURNBULL COMPANY**

10th Floor, Carbide & Carbon Bldg.  
 Kansas City, Mo.  
 Phone Victor 9400  
 ANPA — PPA — APA — NOAB

*Officers*

President .....W. J. Krebs  
 V-P-Production Mgr.....D. E. Dexter  
 Secretary .....G. F. Magill  
 Treasurer .....E. T. Chester  
 Time Buyer.....B. G. Wasser

**PRESBA, FELLERS & PRESBA**

360 N. Michigan Ave., Chicago, Ill.  
 Phone Central 7683  
 APA — ABP — ANPA — NOAB

*Officers*

President.....Bert S. Presba  
 V-P in Charge of Radio.....E. A. Fellers  
 Secretary.....Will B. Presba  
*Radio Accounts Placed*—Flex-O-Glass Mfg.  
 Co., Household Magazine, Mantle Lamp Co.,  
 Earl E. May Seed Co., Olson Rug Co., Pure  
 Milk Association, Ryde & Co., Dr. Scholl  
 Foot Comforts, United Factories, Woodmen  
 Accident Co., Arcady Farms Milling Co.,  
 Bunte Bros., Glass Coffee Brewer Corp., Pio-  
 neer Life Insurance Co., Dave Minor Pub-  
 lishing Co., Mid-West Photo Service.

**THE L. W. RAMSEY CO.**

Union Bank Bldg., Davenport, Iowa  
 Phone 3-1889  
 ANPA — PPA — APA — ABP

President & Treasurer.....L. W. Ramsey  
 Secretary.....E. G. Naeckel

*Branch Office*

230 N. Michigan Ave., Chicago, Ill.  
 Phone Franklin 8155

Vice-President.....F. L. Eason  
 Director of Radio.....Fred Herendeen  
*Radio Accounts Placed*—Chamberlain Lab-  
 oratories Inc., F. W. Fitch Co.

**THE RANDALL CO.**

75 Pearl St., Hartford, Conn.  
 Phone 7-8233

*Officers*

President-Space Buyer-  
 Radio Director.....Willbur Randall

*Branch Office*

331 Madison Ave., New York, N. Y.  
 Phone VAnDerbilt 6-4952

Vice-President In Charge...Robert Dorfman

**CHAS. DALLAS REACH CO.**

58 Park Place, Newark, N. J.  
 Phone Market 3-5100  
 AAAA — ANPA — PPA — ABP — APA

*Officers*

President-Director of Radio.  
 Chas. Dallas Reach  
 Vice-President.....Howard E. Sands  
 Secretary.....F. R. Risley

*Branch Office*

6 East 45th St., New York, N. Y.  
 Phone VAnDerbilt 6-5924

Manager.....J. S. Little  
*Radio Accounts Placed*—Cut-Rite Waxed  
 Paper, R. B. Davis Sales Co., Koppers Co.-  
 Minnesota Division.

**REDFIELD-JOHNSTONE, INC.**

247 Park Ave., New York, N. Y.  
 Phone PLaza 3-6121  
 ANPA — PPA — ABP

*Officers*

Chairman of the Board.....L. L. Redfield  
 President .....E. F. Johnstone  
 Vice-Presidents.....B. L. Roberts  
 E. T. T. Williams, J. J. McNevin.  
 Treasurer-Space Buyer.....B. L. Roberts  
 Radio Department .....N. S. Livingston  
 Radio Production.....C. E. Waddell  
*Radio Accounts Placed*—Howard Clothes,  
 Inc., Meseck Line, Federation Bank & Trust  
 Co.

**MORGAN REICHNER & CO., INC.**

580 Fifth Ave., New York, N. Y.  
 Phone BRyant 9-6900  
 AAAA — NOAB — PPA — APA — ABP

*Officers*

President-Treasurer.....M. S. A. Reichner  
 Vice-President.....J. L. Livermore, Jr.  
 Secretary.....Harold A. Bowman

**EMIL REINHARDT  
 ADVERTISING AGENCY**

1736 Franklin St., Oakland, Calif.  
 Phone Templebar 2408  
 ABP — ANPA

*Officers*

Owner.....Emil Reinhardt  
 Art Director.....Robert Shelton



• • • **ADVERTISING AGENCIES** • • •

Production Directors.....Nate Tufts,  
Lee Cooley, John Loveton, Willard Tuttle  
Commercial Writers.....Regina Morgan,  
Avery Giles, Vivian Washburn, Florence Miles, Robert Mann, Walter Mead, Neil O'Brien  
Time Buyer.....T. C. Fisher

*Branch Offices*

360 N. Michigan Ave., Chicago, Ill.  
Phone Randolph 2625

Manager.....Paul Watson  
Director of Radio.....Ros Metzger  
Assistant Radio Director.....Arthur Trask  
Executive-In-Charge of Production,

Warren Johnson

Radio Producer, Daytime Shows,  
John Dennison  
Radio Producer, Evening Shows,

Paul Bia Gioni

Executive-In-Charge of Scripts,  
Catherine Haynie

Writers.....Baker Ostrin,  
Irene Small, Robert Gardner

Time Buyer.....Albert Callies  
7430 Second Boulevard, Detroit, Mich.  
Phone Madison 1980

Vice-President In Charge....Mathew J. Casey  
812 Olive St., St. Louis, Mo.  
Phone Main 0128

1680 N. Vine St., Hollywood, Calif.  
Phone Hillside 7593

Production Directors.....Carré Wilbur,  
Thomas Freebairn-Smith

Commercial Writer.....Edward Ettinger  
712 Main St., Houston, Texas  
Phone, Charter 4-1741

235 Montgomery St., San Francisco, Calif.  
Phone Douglas 5822

1216 Third Ave., Seattle, Wash.  
Phone Main 6727

*Radio Accounts Placed*—American Tobacco Co., Canadian Ironized Yeast Co., Chrysler Corp., Delaware, Lackawanna & Western Coal Co., Dodge Motor Corp., H. Fendrich, Inc., Gunther Brewing Co., Holland Furnace Co., Hyde Park Brewers Assn., Ironized Yeast Co., M. J. Lanahan, Inc., Lever Bros. Co., Lever Bros., Ltd., Noxema Chemical Co., Oshkosh B'Gosh, Inc., Penn Tobacco Co., Quaker Oats Co., Star Brewery, Inc., Sterling Brewery, Inc., Campbell Soup Co. (Franco-American Spaghetti), Emerson Drug Co., Jacob Ruppert Brewery.

**SCHOLTS ADVERTISING SERVICE**

1201 West 4th St., Los Angeles, Calif.  
Phone Michigan 2396

*Officers*

Owner.....William G. Scholts  
Radio Director.....Tom D. Scholts

**SCHWIMMER & SCOTT**

75 E. Wacker Drive, Chicago, Ill.  
Phone Dearborn 1818  
AAAA — ABP — ANPA — PPA

*Officers*

Partners.....Walter Schwimmer, R. J. Scott  
Director of Radio.....N. E. Heyne  
*Radio Accounts Placed*—Peter Fox Brew Co., Hirsch Clothing Co., Lea & Perrins, Inc., National Tea Co., Salerno-Megowen Biscuit Co., Mission Bell Wines, Studebaker Sales Co. of Chicago, Rudolph Wurlitzer Co., Thomas J. Webb Coffee Co., Walgreen Drug Co., Hudson Dealers of Cook County, Parker Bros. Evans Fur Co.

**RUSSEL M. SEEDS COMPANY, INC.**

Palmolive Bldg., Chicago, Ill.  
Phone Delaware 1046  
ANPA — PP — ABP — PRB — SNPA

*Officers*

President.....Freeman Keyes  
Chairman of Board.....Freeman Keyes  
Treasurer.....Jack Harding  
Secretary.....H. J. Smith  
Vice-Presidents .....Paul Richey,  
T. J. Wallace

*Branch Offices*

Lemcke Bldg., Indianapolis, Ind.  
Paul Richey  
Jack Harding  
Fountain Square, Cincinnati, Ohio  
John Lair

*Radio Accounts Placed*—W. A. Sheaffer Pen Co., Pinex Co., General Mills, Inc., Keystone Steel & Wire Co., Brown & Williamson Tobacco Corp., The Armand Co., Grove Laboratories, Inc.

**THEODORE H. SEGALL ADVERTISING AGENCY**

544 Market St., San Francisco, Calif.  
Phone Sutter 6557

NCBA

*Officers*

General Manager.....T. H. Segall  
Radio Director.....Frank Wright  
Service Director.....Edward G. Lansdale  
Production Manager.....Kenton S. Bates  
Art Director.....Clifford Spooner

**SHERMAN & MARQUETTE, INC.**

Room 3400 Palmolive Bldg., Chicago, Ill.  
Phone Delaware 8000  
ABP — ANPA — PPA — PRB

SAAA — SNPA

*Officers*

President .....Stuart Sherman

Vice-President and Treasurer.

Arthur Marquette  
 Secretary.....A. R. Steffen  
 Manager, Radio Dept.....Henry Selinger  
 Time Buyer.....C. E. Bonnesen  
 Radio Department Business Manager,  
 Evelyn Lyman

*Radio Account Placed*—Colgate-Palmolive-  
 Pect Co. (for Colgate Shave Cream, Colgate  
 Tooth Powder, Halo Shampoo, Vel Washing  
 Powder, Cashmere Bouquet Soap and Beauty  
 Preparations, Super Suds, Klek, Crystal  
 White Laundry Soap, Quaker Oats Co. (for  
 Quaker Farina and Ful-O-Pep Feeds); Dr.  
 W. B. Caldwell, Inc. (Dr. Caldwell's Laxa-  
 tive).

•  
**SMALL & SEIFFER, INC.**

24 W. 40th St., New York, N. Y.  
 Phone WIsconsin 7-8765  
 ANPA — PPA

*Officers*

President.....Albert Seiffer  
 Secretary-Treasurer.....Marvin Small  
*Radio Accounts Placed*—Arrid, Allcock's  
 Porous Plasters, Vapex Inhalant.

•  
**SORENSEN & COMPANY**

919 N. Michigan Ave., Chicago, Ill.  
 Phone Delaware 5030  
 ANPA — PPA

*Officers*

President.....Roy A. Sorensen  
 Production Manager.....Harry H. Hullinger  
*Radio Accounts Placed*—Bowey's, Inc.

•  
**RAYMOND SPECTOR  
 COMPANY, INC.**

32 East 57th St., New York, N. Y.  
 Phone ELdorado 5-1270  
 ANPA — PPA — ABP

*Officers*

President.....Raymond Spector  
 Vice-President.....Saul Flaum  
 Vice President-Radio Director,  
 David Chrisman

Secretary-Research Director..Horace Scherin  
 Director of Clients Service,  
 Leonard M. Leonard

Media Director.....Dan Rodgers  
*Radio Accounts Placed*—Aspertane, Inc.,  
 Beverly Hills Memorial Park, Blackstone  
 Products, Inc., Journal of Living, King David  
 Memorial Park, Lone Ranger, Inc., Look,  
 Inc., Maryland Baking Co., Modern Camera  
 Exchange, Inc., Purity Products, Inc., Serutan  
 Co., Universal Camera Corp.

**STACK-GOBLE ADVERTISING  
 AGENCY**

8 South Michigan Ave., Chicago, Ill.  
 Phone Randolph 0160  
 ANPA — PPA — APA — ABC — NOAB

*Officers*

President & Treasurer.....E. R. Goble  
 Secretary.....A. E. Goble  
 Vice-President.....H. L. Hulsebus  
 Director of Radio.....Alden Gohle

*Branch Offices*

400 Madison Ave., New York, N. Y.  
 Phone PLaza 3-7145

Vice-Presidents...R. A. Porter, J. A. Butler  
*Radio Accounts Placed*—Swift & Co.,  
 Lewis-Howe Co.

•  
**JACK STARR-HUNT**

San Juan de Letran 27-7, Mexico City, Mexico  
 Phone Eric. 12-81-20 and Mex. L-61-90

*Officers*

President.....Jack Starr-Hunt  
 Secretary.....Elana Arroyo  
 Treasurer.....Mrs. C. V. Zamora  
 Media.....Jorge Octavio Arroyo  
 Director of Radio.....Daniel Lundberg  
 Continuity.....E. Garcia de la Cadena

•  
**BARTON A. STEBBINS  
 ADVERTISING AGENCY**

811 West Seventh St., Los Angeles  
 Phone Trinity 8821  
 AAAA — ANPA — PPA — ABP — NOAB

*Officers*

Owner.....B. A. Stebbins  
 Copy Chief.....J. L. Rogers  
 Director of Radio.....B. A. Stebbins  
 Time Buyer.....Arthur W. Gudelman

*Branch Office*

247 Park Ave., New York, N. Y.  
 Phone PLaza 3-8280

Manager.....William Arnold  
*Radio Accounts Placed*—Signal Oil Co.,  
 Roman Meal Bread, Gordon Baking Co.

•  
**STERNFIELD-GODLEY, INC.**

280 Broadway, New York, N. Y.  
 Phone BArlay 7-3030  
 ABP — ANPA — PPA

*Officers*

President-In-Charge of Radio.Samuel Godley  
 Vice-President.....Earl R. Cotter  
 Secretary.....Frances C. Costello  
 Treasurer.....Samuel S. Sternfield  
 Space Buyer.....Philip Scheft

• • • **ADVERTISING AGENCIES** • • •

**CHARLES R. STUART**

625 Market St., San Francisco, Calif.  
Phone Douglas 2438  
ABP — ANPA — PPA — PACA

*Officers*

Owner.....Charles R. Stuart  
Space Buyer.....Georgia Friedmann

*Branch Office*

1402 Park Central Bldg., Los Angeles, Calif.  
Phone Tucker 2822

Manager.....Charles Levitt  
*Radio Accounts Placed*—Bank of America.

**SWEENEY & JAMES CO.**

1501 Euclid Ave., Cleveland, Ohio  
Phone Main 7142  
ANPA — PPA — APA

*Officers*

President.....John F. Sweeney  
Vice-President.....Frank G. James  
Radio Time Buyer.....W. B. Watterson  
*Radio Account Placed*—Firestone Tire & Rubber Co.

**J. D. TARCHER & CO., INC.**

630 5th Ave., New York, N. Y.  
Phone Circle 6-2626

*Officers*

President.....J. D. Tarcher  
Director of Radio.....Wm. E. Larcombe  
Radio Producers and Continuity  
Writers.....George R. Marek,  
Kenneth Whatmore  
*Radio Accounts Placed*—Smith Brothers,  
Inc., Seeman Bros., Inc., Benrus Watch Co.,  
Freed Radio Corp.

**THOMAS B. TATE, ADVERTISING**

World Bldg., Tulsa, Okla.  
Phone 4-0445

*Officers*

Owner-Space Buyer.....Thomas B. Tate

**J. WALTER THOMPSON CO.**

420 Lexington Ave., New York, N. Y.  
Phone Mohawk 4-7700  
AAAA — ANPA — ABP — PPA

*Officers*

President.....Stanley Resor  
Secretary.....Howard Kohl  
Treasurer.....Gilbert Kinney  
Assistant Secretary-Treasurer..Donald Foote

Assistant Secretary.....Edward Wilson  
Assistant Treasurer.....Luther O. Lemon  
Senior Vice-Presidents.....Gilbert Kinney,  
Henry T. Stanton, James W. Young

Vice-Presidents: Lloyd Baillie, William L. Day, Henry C. Flower, Jr., Howard Henderson, Clement Watson, Henry M. Stevens, S. Hunter Richey, William Resor, Walter R. Hine, Thayer Jaccaci, William G. Palmer, Samuel W. Meek, William C. McKeehan, Jr., Sidney W. Dean, Jr., Russell Pierce, Philip Richardson, Elwood Whitney.

Vice-President in Charge of Radio,  
John U. Reber  
Radio Time Buyer.....Linnea Nelson  
Radio Talent Buyer..Thomas D. Luckenbill

*Branch Offices*

1549 North Vine St., Hollywood, Calif.  
Phone Hillside 7241

Vice-President.....Daniel J. Danker, Jr.  
Radio Talent Buyer.....Paul Rickenbacker  
410 N. Michigan Ave., Chicago, Ill.  
Phone Superior 0303

Vice-President and General Manager,  
Henry T. Stanton  
Vice-Presidents: Merton V. Wieland, Kennett W. Hinks, Willard F. Lochbridge, James D. Woolf, Chester A. Foust

Radio Director.....B. W. Gunn  
Radio Time Buyer.....Margaret Wylie  
100 Bush St., San Francisco, Calif.  
Phone Garfield 3510

Vice President-General Manager,  
Arthur C. Farlow  
821 Second Ave., Seattle, Wash.  
Phone Seneca 0655

General Manager.....Norton W. Mogge  
*Radio Accounts Placed*—Atlantis Sales Corp., P. Ballantine & Sons; Calsodent Co., City Baking Co., Elgin National Watch Co., General Cigar Co., Grove Laboratories, Inc., Johns-Manville Corp., Kellogg Co., Kraft Cheese Co., Lamont Corliss & Co., P. Lorillard & Co., Lever Bros. Co., Northam Warren Corp., Northern Trust Co., Penick & Ford, Ltd., Planters Peanut & Chocolate Co., Safeway Stores, Inc., Scott Paper Co., Seck & Kade, Inc., Shell Oil Co., Standard Brands, Inc. (Chase & Sanborn Coffee, Tender Leaf Tea), Swift & Co., U. S. Playing Card Co., Washington State Apple Commission, Weco Products Co., J. B. Williams Co., Wine Advisory Board, William Wrigley Jr. Co.

**TOMASCHKE-ELLIOTT, INC.**

1624 Franklin St., Oakland, Calif.  
Phone Glencourt 4941  
NOAB — NCBA

*Officers*

President.....F. L. Tomaschke

**ADVERTISING AGENCIES**

Secretary.....William M. Maxfield  
 V-P & Director of Radio..Wallace F. Elliott  
*Radio Accounts Placed*—Cardinet Candy  
 Co., Pacific Guano Co., Par Soap Co., Down-  
 town Merchants Association, Key System,  
 East Bay Transit Co.

**W. I. TRACY, INC.**

515 Madison Ave., New York, N. Y.  
 Phone ELdorado 5-4404  
 ANPA — PPA — NOAB

*Officers*

Chairman of Board.....W. I. Tracy  
 President.....Frank S. Kent  
 Treasurer.....George M. Pease  
 Account Executives.....F. W. Hobbs,  
 A. S. Johansen, M. M. Fleischl, J. F.  
 Donovan, F. S. Kent, W. I. Tracy, K. H.  
 Thompson  
 Publicity Director.....Eleanor Beeson  
*Radio Accounts Placed*—Wilbert Products  
 Co., Rapinwax Paper Co., Taylor-Reed Corp.,  
 Mission Garden Co., John Opitz, Inc., Min-  
 wax Co., Senn Products Corp., Howard  
 Inches Products Co.

**TRACY-LOCKE-DAWSON, INC.**

1307 Pacific St., Dallas, Texas  
 Phone 7-8655

22 E. 40th St., New York, N. Y.  
 Phone ASHland 4-1690

AAAA — ANPA — PPA — ABP—  
 PRB — SAAA — SNPA — ABC — NOAB

*Officers*

President.....J. M. Dawson  
 Executive Vice-President..Raymond P. Locke  
 Secretary-Director.....Monty Mann  
 Treasurer.....John H. Wellenkamp  
 Vice-President.....Manfred Darmstadter  
 Vice-President.....Joe Scheideler  
 Assistant Secretary-Treasurer...G. A. Mitten  
 Radio Dept.....Joe M. Dawson,  
 Raymond P. Locke, J. J. Jeffries, Mor-  
 ris Hite, Jerry Moffett, Erle Racey, Cecil  
 Widdifield  
 Radio Time Buyers.....H E. Hendrick,  
 Emma Worthington, Monty Mann  
*Radio Accounts Placed*—Dr. Pepper Asso-  
 ciated Bottlers, Imperial Sugar Co., Garza  
 Sheets, Bordon Co. of the Southwest, Mrs.  
 Baird's Bread and Cakes, William Cameron  
 Ideal Built-In Furniture, Dallas Grand Op-  
 era Association, International Milling Co.,  
 Lone Star Brewing Co., Great Western Gar-

ment Co., National Wool Growers Associa-  
 tion, Neuhoff Packing Co., Continental Oil  
 Co.

**VANGUARD ADVERTISING**

19 East 48th St., New York, N. Y.  
 Phone, PLaza 3-4554  
 ABP

*Officers*

Owner.....J. M. Russakoff  
 Account Executives.....Jerry Albert,  
 W. E. Tracy  
 Production Manager.....D. Flam

**VANT SANT, DUGDALE & CO., INC.**

Court Square Bldg., Baltimore, Md.  
 Phone, Plaza 5280  
 AAAA — ABP — ANPA — PPA

*Officers*

President.....Wilbur Van Sant  
 Executive Vice-President & Treasurer,  
 H. K. Dugdale  
 Vice-President-Copy Director...J. P. Daiger  
 Vice-President.....R. E. Daiger  
 Production Manager.....C. D. Carr  
 Space Buyer.....G. M. Talbot  
*Radio Accounts Placed*—Manhattan Co.,  
 Sherwood Bros., Inc.

**WADE ADVERTISING AGENCY**

208 W. Washington St., Chicago, Ill.  
 Phone State 7369

*Officers*

Director.....W. A. Wade  
 Space Buyer.....Edw. N. Nelson  
 Radio Time Buyer.....L. J. Nelson  
 Radio Producers.....W. E. Jones,  
 P. C. Lund, Edward Simmons, Jeff Wade.  
 Radio Continuity Writers.....R. E. Dwyer,  
 L. W. Davidson.  
*Radio Account Placed*—Miles Laboratories,  
 Inc., Murphy Products Co., Morris B. Sachs,  
 Illinois Bottled Gas Co., Wear Proof Mat Co.,  
 Hoover Liniment Co.

**WALKER & DOWNING**

Oliver Bldg., Pittsburgh, Pa.  
 Phone Grant 1900  
 ANPA — ABP — PPA

*Officers*

President.....William S. Walker  
 Secretary-Treasurer.....B. I. Davis  
 Radio Director.....William W. Rose  
*Radio Accounts Placed*—American Fruit

• • •      **ADVERTISING AGENCIES**      • • •

Growers, Inc., Clark Bros. Chewing Gum Co., Colonial Biscuit Co., Duquesne Brewing Co., Pennsylvania Rubber Co., Pittsburgh Coal Co., Spear & Co.

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**WARWICK & LEGLER, INC.**

230 Park Ave., New York, N. Y.  
Phone MUrray Hill 6-8585  
AAAA — ANPA — PPA — ABP — ABC  
NOAB

*Officers*

President.....H. Paul Warwick  
Vice-President.....Henry Legler  
Other Vice-Presidents.....S. O. Youngheart,  
J. R. Warwick, Lester M. Malitz, Arthur  
Deerson.  
Secretary-Treasurer.....Robert H. Hughes  
*Radio Accounts Placed*—The Wm. R. War-  
ner Co., Larus & Bro. Company, Ther Sher-  
win-Williams Company.

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**LUTHER WEAVER & ASSOCIATES**

200 Globe Bldg., St. Paul, Minn.  
Phone Cedar 3777

*Officers*

President .....Luther Weaver  
Associate .....Donald Gardner  
Director of Radio.....Elizabeth Watkins  
Music Director.....Edward Megroth  
*Radio Accounts Placed*—Northern Pacific  
Railroad, Minnesota Federal Savings & Loan  
Association, F. C. Hayer Co., Star Launderers  
& Cleaners, Marshall Co.

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**WEISS & GELLER, INC.**

400 N. Michigan Ave., Chicago, Ill.  
Phone, Delaware 1124  
ANPA — PPA

*Officers*

President.....Edward H. Weiss  
Secretary-Treasurer.....Max A. Geller  
Media Director.....John Clayton

*Branch Office*

538 Fifth Ave., New York, N. Y.  
Phone, MUrray Hill 2-4640

Executive-In-Charge.....Max A. Geller  
Media Director.....S. G. Alexander  
*Radio Accounts Placed*—Axton-Fisher To-  
facco Co., Fleming-Hall Corp.

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**MILTON WEINBERG ADVERTISING  
CO.**

325 W. Eighth St., Los Angeles, Calif.  
Phone Tucker 4111  
ANPA — PPA — ABP

*Officers*

Co-Partners.....Milton Weinberg,  
Bernard Weinberg.  
Director of Radio.....Bernard Weinberg  
Space Buyer.....E. Cousino  
*Radio Accounts Placed*—Flamingo Sales  
Co., Gaffers & Sattler. Globe Department  
Stores, Hollywood Pantages Theater, Holly-  
wood Turf Club, May Co., Pep Boys of Cali-  
fornia, Thrifty Cut-Rate Drug Stores, Towne  
Talk Co.

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**WELLMAN ADVERTISING AGENCY**

1631 Chestnut St., Philadelphia, Penna.  
Phone Rittenhouse 6576

*Officers*

Owner-Radio Director.....F. A. Wellman

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**THE WESSEL COMPANY**

458 East 30th St., Chicago, Ill.  
Phone Victory 1300

*Officers*

President.....E. Wessel  
Exec. V-P. and Treas....Stanley L. Wessel  
Secretary .....Alfred Flesham  
Assistant Directors.....R. U. Moore,  
Harold Weislow  
Radio Producer.....Leroy Stewart  
Assistant Radio Producer...Martin Myrenik  
Radio Continuity Writers.....I. M. Gregori

*Branch Offices*

230 Park Ave., New York, N. Y.  
Phone MUrray Hill 6-1566

Mnager.....V. J. Swdon  
*Radio Accounts Placed*—Group of Ameri-  
can Banks, cooperative series on disk for  
undertakers, dairies, etc., Frex Fresh Dog  
Food.

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**WESTCO ADVERTISING AGENCY**

625 Market St., San Francisco, Calif.  
Phone Sutter 6744

*Officers*

President.....E. E. Sylvestre  
Manager.....R. W. Stafford  
*Radio Accounts Placed*—Sperry Flour Co.

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**WESTON-BARNETT INC.**

Arts & Crafts Bldg., Waterloo, Iowa  
Phone, 766  
ABP — ANPA — PPA

*Officers*

President.....Wells H. Barnett

• • •      **ADVERTISING AGENCIES**      • • •

Vice-President.....A. C. Barnett  
Secretary .....Phillips Taylor

*Branch Office*

520 N. Michigan Ave., Chicago, Ill.  
Phone, Whitehall 7725

Executive-In-Charge.....A. C. Barnett  
*Radio Accounts Placed*—Iowa Soap Co.,  
American Bird Products, Inc., Walker Remedy Co., Vinton Hybrid Corn Co.

**WARD WHELOCK CO.**

Lincoln-Liberty Bldg., Philadelphia, Pa.  
Phone Rittenhouse 7500  
ANPA — PPA

*Officers*

President.....Ward Wheelock  
Vice-President.....Carroll Rheinstrom  
Vice-President.....R. K. Strassman  
Secretary-Treasurer.....W. A. Dunn

*Branch Offices*

444 Madison Ave., New York, N. Y.  
Phone, PLaza 3-7120

Vice-President .....Carroll Rheinstrom  
Manager.....S. R. Gordon  
311 Equitable Bldg., Hollywood, Calif.  
Phone, Hillside 0191

*Radio Account Placed*—Campbell Soup Co.

**WORTMAN, BARTIN & CO.**

381 Fourth Ave., New York, N. Y.  
Phone Murray Hill 4-2757

*Officers*

President.....E. B. M. Wortman  
Vice-Presidents.....C. W. Barton,  
D. N. Wortman  
Secretary.....M. V. Wall  
Treasurer .....W. Wyler  
Radio Director.....M. Prehn

**YOUNG & RUBICAM, INC.**

285 Madison Ave., New York, N. Y.  
Phone Ashland 4-8400

ANPA — PPA — APA — AAAA —  
NOAB — ABC — ABP

*Officers*

Chairman of Board.....Raymond Rubicam  
President .....Chester LaRoche  
Vice-President-Chairman Plans  
Board.....Charles L. Whittier  
Vice-President-Director of Media &  
Gen. Production...A. V. B. Geoghegan  
Exec. Vice-Presidents....Sigurd S. Larmon,  
Arthur Andrews, Donald Payne, Edward Barnes  
V-P & Manager of Contact....John F. Reeder

V-P & Merchandising Director..Samuel Cherr  
V-P & Copy Director.....H. S. Ward  
V-P & Director of Research...George Gallup  
V-P & Art Director .....Vaughn Flannery  
Vice-Presidents.....John E. Grimm, Jr.,  
Louis N. Brockway, Curtis G. Pratt,  
Bryan Houston  
Secretary-Treasurer.....J. H. Geise  
Director of Radio.....Thomas F. Harrington  
Radio Dept. Manager...Thomas H. A. Lewis  
Asst. to Director of

Radio.....Frederic W. Wile, Jr.  
Manager of Talent  
Bureau.....Hubbell Robinson, Jr.  
Manager, Commercial Couy  
Bureau .....Joseph A. Moran  
Manager, Station Relations  
Bureau.....Carlos A. Franco  
Manager, Radio Publicity  
Bureau.....Wm. J. Thomas, Jr.  
Special Announcer.....Harry von Zell

*Branch Offices*

6253 Hollywood Blvd., Hollywood, Calif.  
Phone Hollywood 2734

Manager.....Joseph R. Stauffer  
Assistant Manager.....Carroll O'Meara  
Radio Production

Supervisor.....John Van Nostrand  
333 N. Michigan Ave., Chicago, Ill.  
Phone Central 3144

Vice-President-Manager.....A. E. Tatham  
Vice-President-Merch.

Director.....D. G. Schneider  
7430 Second Blvd., Detroit, Mich.  
Phone Madison 4300

Manager .....George Davis  
660 St. Catherine Street, West, Montreal, Que.  
Phone Plateau 4691

Vice-President-Canadian  
Manager.....Lorimer B. Slocum

V-P & Merchandising Director...E. D. Ring  
Director of Media &

Research.....L. C. Arbuthnot  
80 King St., West, Toronto, Ont.  
Phone Elgin 5347

Manager .....F. Goodman

*Radio Accounts Placed*—The Borden Company; Johnson & Johnson; Bristol-Myers Company (Ipana, Sal Hepatica, Minit Rub); General Foods Corp. (Calumet, Grape-Nuts and Grape-Nuts Flakes, Jell-O, Jell-O Puddings, Jell-O Ice Cream and Freezing Mix, LaFrance, Satina, Minute Tapioca, Postum, Sanka, Swans Down); Harold H. Clapp, Inc.; Drake Bakeries; Cummer Products (Energine, Molle); Gulf Oil Corporation; International Silver Company; Thomas H. Lipton, Inc.; R. H. Macy; Metropolitan Life Insurance Company; Rath Packing Company; Rit Products Corporation; Sanforizing Division of Cluett Peabody & Co.



# **RADIO EDITORS and WRITERS of NEWSPAPERS IN THE UNITED STATES and CANADA**

(As of January 1st, 1941)



*The following list of radio editors writing for newspapers and magazines in the United States and Canada was compiled from questionnaires submitted in the Fourth Annual Radio Daily Poll and through the cooperation of radio stations in both countries.*

## **ALABAMA**

Anniston Star: Edwin Mullinax  
Birmingham News: Turner Jordon  
Birmingham Post: Jean Moyer  
Florence Herald: M. B. Davnell, Jr.  
Montgomery Advertiser: Bill Mahoney  
Southern Radio News (Birmingham):  
Ormond Black

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## **ARIZONA**

Arizona Farmer (Phoenix): Les Mawhinney  
Arizona Record (Globe): Ralph Herron  
Arizona Silver Belt (Miami): Sam Kiamy  
Arizona Weekly Gazette (Phoenix): Don Frederickson  
Bisbee Review: Charles Modesette  
Douglas Dispatch: Walter Zipf  
Phoenix Gazette: Dan Crumley, R. W. Barry  
Phoenix Republic: Frank Ross  
Popular Radio Programs (Tucson):  
Connie Kelly  
Safford Daily News: Jack Copeland  
Tucson Citizen: Bill Wallace  
Tucson Star: Al Welke  
Yuma Daily Sun: Karl Allen

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## **ARKANSAS**

Arkansas Democrat (Little Rock): Evelyn Greene  
Arkansas Farmer (Little Rock): Mrs. W. C. Pope

Arkansas Gazette (Little Rock): Inez Hale McDuff  
Blytheville Courier-News: J. Graham Sudbury  
Cinemag (Paragould): Orris Collins  
Fort Smith Tribune: Gene Guthridge  
Hot Springs Sentinel Record-New Era:  
Kent Rush  
Jonesboro Sun: Fred Troutt  
Jonesboro Tribune: Donald Murray  
Siloam Springs Daily Herald & Democrat: Alf Perrine

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## **CALIFORNIA**

Anaheim Bulletin: L. Loudon  
Bakersfield Californian: Ralph Kreiser  
Berkeley Gazette: Helane Peters  
Fan Fare Magazine (San Francisco):  
Helane Peters  
Fresno Bee: A. J. Welter  
Fresno Guide: Jim McCollum  
Fullerton News Tribune: Paul Wright  
Hanford Sentinel: J. E. Richmond, Walt Christie  
Hollywood Citizen-News: Zuma Palmer  
Kern Herald (Bakersfield): Paul Newell  
Long Beach Independent: Wayne Parker  
Los Angeles Examiner, Los Angeles Herald & Express, Los Angeles News, Los Angeles Times (for logs only):  
Jack Holmes  
Marysville Appeal Democrat: Horace Thomas  
Merced Sun-Star: Dan O'Neill  
Oakland Post Enquirer: Richard Loomis

Oakland Tribune: Charles McIntosh  
 Orange Daily News: Tom Hart  
 Pasadena Independent: Bill Bird  
 Pasadena Post & Star News: Reginald Warren  
 Porterville Recorder: Homer Wood  
 Radio Life (Los Angeles): H. H. Hataway  
 Radio Time (Los Angeles): Ken Morgan, Vincent Vaughn  
 Riverside Daily Press: Earl W. Porter  
 Sacramento Bee: Ted Mandella  
 Sacramento Union: Kirt MacBride  
 San Bernardino Independent: Tom Wood  
 San Diego Union & Tribune-Sun: Maury Savage  
 San Francisco Call Bulletin: Bob Hall, Edward Romero, Tom Barca  
 San Francisco Chronicle: Gale Anderton, Sanford Paganucci, Don Knight, Herb Caen  
 San Francisco Examiner: Edward Murphy  
 San Francisco Life: J. Clarence Myers  
 San Francisco News: Emilia Hodell  
 Universal Radio Features Syndicate (Santa Ana): Tom E. Danson  
 San Jose Mercury Herald: Pearce Davies  
 San Jose News: Jack Wright  
 San Luis Obispo Telegram Tribune: J. R. Paulsen  
 Santa Ana Independent: A. B. Barry, Vic Rowland  
 Shopping News (Oakland-San Francisco): Tom Tyrell  
 Stockton News Advertiser: Edward Williamson  
 Stockton Record: Jack Bawden  
 Turlock Times: Bob Whiteside  
 Visalia Times-Delta: Click Relander  
 Watsonville Register - Parjaronian & Sun: Frank Orr  
 Whittier Reporter: Dick Crow

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**COLORADO**

Denver Daily Record-Stockman: Willard Simms  
 Denver Monitor: Carson Harris  
 Denver Post: Betty Craig, Kenneth Chappelow, Joseph A. McNee, Melvin Rupp  
 Rocky Mountain News (Denver): James Briggs, Mark Rousseau

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**CONNECTICUT**

Bridgeport Post: Rocky Clark  
 Bridgeport Sunday Herald: Leo Miller  
 Bridgeport Time Star: Fred Thoms  
 Bristol Press: Charles Murray McCarthy  
 Connecticut Echo (New Haven): Carey Cronin, Michael J. Goode

Hartford Courant: Douglas B. Fellows, John Reitmeyer  
 Hartford Times: Harold B. Waldo, Ward Duffy  
 New Haven Register: John Day Jackson  
 Stamford Advocate: Leonard Massell  
 Waterbury Democrat: Jim Parker

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**DISTRICT OF COLUMBIA**

Washington Herald & Times: Bill Frank  
 Washington News: Fred Comstock  
 Washington Post: Dick Coe  
 Washington Star: John Stepp, William Coyle

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**FLORIDA**

Bradenton Herald: Nyna Herald  
 Daytona Beach Evening News: Rexetta Leonard  
 Florida Times Union (Jacksonville): Frances Bridges  
 Fort Lauderdale Daily News: W. B. Warnick, Jr.  
 Fort Lauderdale Times: Walter Day  
 Fort Myers News Press: Fran Daughtery  
 Jacksonville Journal: Jim Massey, G. V. Sanders  
 Lakeland Ledger: Harris Sims  
 Miami Herald: Marion Stevens  
 Miami News: Jimmie McLean  
 Ocala Evening Star: Bert Dosh  
 Ocala Morning Banner: Harris Powers  
 Panama City News-Herald: Toni Veverka  
 Panama City Pilot: Eddie Pierce  
 Sarasota Herald Tribune: Bill Coe  
 Southwest Floridian (Fort Myers): George Hosmer  
 St. Augustine Record: Nina Hawkins  
 St. Petersburg Independent: Bill Dunlap, Vivian Ahlsweh, Eric Parsons  
 St. Petersburg Times: Ogden Sharpknack, Dan Hall  
 Tampa Times: J. F. Smiley  
 Tampa Tribune: Harry Schaden, Gordon Grant

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**GEORGIA**

Albany Herald: Jimmy Robinson  
 Albany Journal: John Crouch  
 Atlanta Constitution: Howell Jones  
 Atlanta Journal: Ernest Rogers  
 Augusta Chronicle: Bob Parks  
 Augusta Herald: Sam Moss  
 Chattahoochee Valley Times (West Point): Floyd Tiller  
 Columbus Free-Press: Frank Bunting  
 Columbus Ledger: Ben Vig  
 Dalton News: R. E. Hamilton

• • • **RADIO EDITORS AND WRITERS** • • •

Hartwell Sun: **Louis Morris**  
 Macon Broadcast: **Frank Young**  
 Macon News-Telegraph: **Donald McDonald**  
 Savannah Evening Press: **Kenneth Palmer**  
 Savannah Morning News: **Percy Miller**  
 Waycross Journal-Herald: **Jack Williams, Jr.**

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**IDAHO**

Blackfoot Daily Bulletin: **John Rider**  
 Boise Capital News: **Jewel Carpenter, Bill Wheeler**  
 Caldwell News-Tribune: **Maurice Russell, Tom La Fonde**  
 Idaho Daily Statesman (Boise): **Robert McDevitt**  
 McCammon News, Downey Comet and Grace Herald: **R. N. Massie**  
 Pocatello Shopper News: **Jim Rutherford**

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**ILLINOIS**

Aurora Beacon News: **John A. Corkery**  
 Aurora-Elgin Labor News: **Mr. Esnorff**  
 Chicago Herald-American: **Lorraine Nystrom, Ulmer Turner**  
 Chicago News: **Joseph Gorg**  
 Chicago Times: **Don Foster, Paul Damai**  
 Chicago Tribune: **Larry Wolters**  
 Coles County Press (Mattoon): **Frank Dennings**  
 Danville Commercial-News: **H. B. Keck**  
 Decatur Herald & Review: **E. O. McCann**  
 East St. Louis Journal: **Herbert Moore, Robert J. Boylan**  
 Elgin Courier-News: **Richard L. Lea**  
 Freeport Journal-Standard: **Grace L. Barnett**  
 Harrisburg Daily Register: **Alta Givans**  
 Illinois State Journal (Springfield): **Harry Moody**  
 Joliet Herald News: **Mavis Wenzell**  
 Marion Republican: **Homer Butler**  
 Moline Dispatch: **Jack Thompson, Fred Klann**  
 Movie-Radio Guide (Chicago): **Martin Lewis**  
 Peoria Journal-Transcript: **R. M. Shepherdson**  
 Peoria Star: **Golda Lauterbach, F. R. Oakley**  
 Rockford Register-Republic & Star: **William R. Traum**  
 Rock Island Argus: **Don Wright**  
 Tuscola Review: **Gene Dillener**  
 Waukegan News-Sun: **Ford Wilson**

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**INDIANA**

Anderson Herald: **Bill Toner**  
 Decatur Truth: **Arthur Holthouse**

The Clintonian (Clinton): **Beatrice Biggs**  
 Elkhart Truth: **Dan Albrecht**  
 Evansville Press & Courier: **John Bell, Theo Nadelstein, Clarence Kerlin**  
 Fort Wayne Journal Gazette: **Chester Brouwer**  
 Fort Wayne News-Sentinel: **Arthur Remmel**  
 Gary Times: **L. B. Snowden**  
 Goshen News-Democrat: **Herb Swartz**  
 Hammond Times: **Paul Dernaï**  
 Indianapolis News: **Herbert Kenney, Jr.**  
 Indianapolis Star: **Robert G. Tucker, C. L. Kern**  
 Indianapolis Times: **James M. Thrasher, Tom Kennedy**  
 Lafayette Journal-Courier: **Dick Greenwood**  
 South Bend Tribune: **Ira Carpenter**  
 The Spectator (Terre Haute): **R. Tuttle**  
 Vincennes Post: **J. H. Rich**  
 Vincennes Sun Commercial: **George Byers**

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**IOWA**

Cedar Rapids Gazette: **Earl Rieke**  
 Creston News-Advertiser: **W. E. Day**  
 Davenport Daily Times: **Tom O'Hearn, Rose Tart**  
 Davenport Democrat & Leader: **Ina Wickham**  
 Decorah Journal: **Justin Hammond**  
 Decorah-Posten: **Einar Lund**  
 Des Moines Register & Tribune: **Mary Little**  
 Dubuque Daily Tribune: **Carl Ochs**  
 Mason City Globe-Gazette: **H. B. Hook**  
 Ottumwa Daily Courier: **Jeannette B. Stein**  
 Ottumwa Free Press: **Thomas Keefe, Jr.**  
 Shenandoah Sentinel: **Paul Lange**  
 Sioux City Journal: **John Carey**  
 Sioux City Tribune: **John Kelly**  
 Waterloo Courier: **Velva Davis**

•  
**KANSAS**

Allen County News (Iola): **Milford C. Langley**  
 Arma Record: **E. D. McElvain**  
 Bronson Pilot: **Lawrence Moore**  
 Coffeyville Journal: **Eleanor Kee**  
 Coffeyville Leader: **Roy Benedict**  
 Emporia Times: **May Clausen**  
 Hutchinson News Herald: **Jack Harris**  
 Kansas City Kansan: **C. E. Nohe, Ruth Kendall**  
 Lawrence Journal: **Robert Busby, Doff Simons**  
 Manhattan Mercury: **Fay Seaton**  
 McPherson Daily Republican: **W. J. Krehbeil**  
 Mulberry News: **Ernest Cattaneo**

Osborne County Farmer: **Charles E. Mann**  
 Oswego Independent: **W. A. Blair**  
 Pittsburg Advertiser: **A. C. Runyan**  
 Salina Journal: **Roy Bailey**  
 Topeka Capital: **E. D. Keilmann**  
 Topeka State-Journal: **Eileen Reinhardt**  
 Weir City Spectator: **Minnie A. Butler**  
 Wichita Beacon: **S. A. Coleman**  
 Wichita Eagle: **Randy Brown, Virgil Quinlisk**

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**KENTUCKY**

Henderson Gleaner Journal: **Walker Smith**  
 Kentucky New Era (Hopkinsville): **Dudley Taylor**  
 Lexington Herald-Leader: **Richard Ferguson, Charles G. Dickerson**  
 Louisville Journal-Courier & Times: **James Sheehy, Grady Clay**  
 Owensboro Messenger & Inquirer; **LeRoy Woodward, John Potter**  
 Park City Daily News (Bowling Green): **Alvis Temple**

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**LOUISIANA**

Lafayette Advertiser-Gazette: **T. M. Calahan**  
 New Orleans Item & Tribune: **Edith Ballard**  
 New Orleans States & Times-Picayune: **Mercedes Mateu**  
 Shreveport Journal: **Fred Currie**  
 Shreveport Times: **R. K. Butcher, Pat White**

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**MAINE**

Bangor Daily Commercial: **B. M. Havey**  
 Bangor Daily News: **John O'Connell**  
 Kennebec Journal (Augusta): **Ruth Fossett**  
 Lewiston Sun-Journal: **Miss Mitchell**  
 Le Massager (Lewiston): **Miss LeBlond**  
 Portland Press-Herald & Evening Express: **Ruth Fossett, F. Erwin Cousins, Nathaniel E. Gordon**  
 Portland Sunday Telegram: **Guy Sinclair, Hal Cram**  
 Waterville Morning Sentinel: **Ruth Fossett**

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**MARYLAND**

Baltimore News-Post & Sunday American: **J. Hammond Brown**  
 Baltimore Evening Sun: **Harry Stewart**  
 Baltimore Morning Sun: **E. J. Chapman**  
 Baltimore Sunday Sun: **Harry Haller, Frances Hiss**  
 Baltimore Home News: **Howard Burman**

Queen Annes Record (Centreville): **Al Simon (1540 Broadway, N. Y. C.)**  
 Cumberland Guide: **Stanley Fields**

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**MASSACHUSETTS**

Attleboro Sun: **Ethel MacDonald**  
 Berkshire Evening Eagle (Pittsfield): **Kingsley Rex Fall**  
 Boston American & Record & Advertiser: **Newcomb F. Thompson, Mr. O'Connell**  
 Boston Globe: **Elizabeth L. Sullivan**  
 Boston Herald-Traveler: **Alice Quinlan**  
 Boston Post: **Howard Fitzpatrick**  
 Boston Transcript: **Frederick W. Hobbs, Morris Hastings**  
 Christian Science Monitor (Boston): **Albert Hughes**  
 Dalton Village Press: **Frank W. Couch**  
 Greenfield Union: **Graydon Spragg**  
 Lawrence Eagle & Evening Tribune: **Sebastian Bartolotta**  
 Lowell Courier-Citizen & Leader: **Ethel K. Billings**  
 Lowell Leader: **Ethel K. Billings**  
 Lowell Sun: **Charles G. Sampas**  
 New Bedford Mercury: **Paul Williams**  
 New Bedford Standard Times: **John Dakin, Jr.**  
 Newburyport News: **W. E. Bartlett**  
 Northfield Press: **William Hoehn**  
 Springfield News & Republican: **Richard C. Fernald**  
 Springfield Union: **Henry P. Lewis, Violet Tiffany**  
 Taunton Gazette: **James N. Lincoln**  
 Waltham Times: **Bill Canady**  
 Worcester Telegram: **Joseph Dine**  
 Worcester Sunday Telegram & Evening Gazette: **Frederick L. Rushton, Don Williams**

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**MICHIGAN**

Battle Creek Enquirer & News: **Louis Sinclair**  
 Bay City Democrat: **Al Simon (1540 Broadway, N. Y. C.)**  
 Detroit Free Press: **Ruth Robinson, Frank Gill, Douglas Martin**  
 Detroit News: **Herschell Hart, Kenneth Manuel**  
 Detroit Times: **Wendell Parker, Pat Dennis, Maurie Walker**  
 Detroit Times (Flint edition): **Jim Kauffmann**  
 Flint News-Advertiser: **Irving Chimo-vitz**  
 Flint Journal: **Dave Hoff**  
 Grand Rapids Press: **George Zarafonetic**  
 Grand Rapids Herald: **Tom Molloy**

Shopping News (Grand Rapids): **Gordon Grill**  
 Grand Rapids Press: **Evelyn Husen**  
 Ironwood Times: **H. O. Somryson**  
 Lansing State Journal: **Jerry Root**  
 Muskegon Chronicle: **William Bowles**  
 Royal Oak Tribune: **Floyd Miller**  
 Saginaw News: **Leslie Wahl**

•  
**MINNESOTA**

Duluth News-Tribune & Herald: **Nathan Cohen, Jim Watts**  
 Eveleth Clarion: **Eddie Coen**  
 Minneapolis Star-Journal: **George Grim, Elliot Tarbell, Jean Huck**  
 Minneapolis Tribune: **Phil Shipley, E. A. Ahlstrom, A. C. Cartright, Katherine Reiter**  
 Moorhead News: **Ed Eastman**  
 Rochester Shoppers' News: **Frances Ferguson**  
 St. Paul Dispatch & Pioneer Press: **Jules Steele, Oakes Miller, C. T. Peterson, Arnold Niemeyer**  
 Willmar Daily Tribune: **O. B. Auguston**  
 Winona Republican-Herald: **Gordon Closway**

•  
**MISSISSIPPI**

Columbus Commercial Dispatch: **Birney Imes, Sr.**  
 Greenwood Commonwealth: **Bob Upshur**  
 Jackson Advertiser: **Charles R. G. Schimpf**  
 Sunmit Sun: **Charles W. McGehee**

•  
**MISSOURI**

Cassville Democrat: **John P. Ray**  
 Columbia Missourian: **E. A. Soderstrom**  
 Jefferson City News & Tribune: **Robert Baker**  
 Kansas City Journal: **Dorothy Milo, Mary Hamam, Bob Locke**  
 Kansas City Star: **H. Dean Fitzer, V. S. Batten**  
 Lamar Leader: **R. B. Dool**  
 Nevada (Mo.) News: **Paul W. Yancey**  
 North Side Community News (St. Louis): **H. E. Huneke**  
 Southside Journal (St. Louis): **Frank Bick**  
 Southwest City Republic: **Joe Taylor**  
 Springfield Newspapers, Inc.: **James Billings**  
 St. Joseph News-Press: **Prentis Mooney**  
 St. Louis Catholic: **David Dunne**  
 St. Louis County Leader (Clayton): **F. Cain**

St. Louis Globe-Democrat: **Harry La Mertha**  
 St. Louis Post-Dispatch: **James L. Spencer**  
 St. Louis Star-Times: **Dave Fredericks, Harriet Hagen**  
 Webster Groves News-Times: **R. W. Behmeyer**  
 Wellston Journal (St. Louis): **Arthur Donnelly**

•  
**MONTANA**

Great Falls Tribune: **Lou Siniff**  
 Western News (Hamilton): **Miles Romney, Jr.**  
 Wolf Point Herald-News: **Fran Dolan**

•  
**NEBRASKA**

The Nonpareil (Council Bluffs): **Louise Doty**  
 Fremont Tribune: **Lynn Fenstermacher**  
 Lincoln Star & Journal: **Bruce Nicoll**  
 Norfolk Daily News: **Art Thomas**  
 Omaha World-Herald: **Keith Wilson**

•  
**NEW HAMPSHIRE**

Concord Monitor: **R. H. Keeler**  
 Laconia Evening Citizen: **Elwin Twombly**  
 Manchester Union: **Bill Thornton**  
 Somersworth Free Press: **Al Simon (1540 Broadway, N. Y. C.)**

•  
**NEW JERSEY**

Asbury Park Press: **Miss Adams**  
 Atlantic City Press & Union: **Howard P. Dimon**  
 Bayonne Facts: **Don Marshall**  
 Bound Brook Chronicle News: **Irving J. Reimers**  
 Camden Argus: **William H. Jeffries**  
 Camden Courier-Post: **Marian Gibson**  
 South Jersey News (Camden): **Lawrence Casey**  
 East Orange Courier: **Stan Coe**  
 Jersey Observer (Hoboken): **Hannah Sullivan**  
 Jersey Journal (Jersey City): **C. J. Ingram**  
 Long Branch Daily Record: **Houston Brown**  
 Newark Evening News: **Hubert R. Ede**  
 Newark Star-Ledger: **Jack Shafer**  
 Newark Sunday Call: **Albert Edwin Sonn**  
 New Brunswick Home News: **Will Baltin**  
 Paterson Morning Call: **Seymour Greenwald**  
 Plainfield Courier News: **Kenneth White**

Red Bank Daily Standard: **John Barberio, Sid Wain**  
 Red Bank Register: **Thomas Brown**  
 Somerville Messenger Gazette: **G. Wallace Conover**

•

**NEW MEXICO**

Albuquerque Journal: **Paul Weeks**  
 Albuquerque Tribune: **Janet Kromer**  
 Duke City News (Albuquerque): **Giles E. Wright**  
 Radio Waves (Santa Fe): **J. F. Pichler**

•

**NEW YORK**

Albany Times Union: **Douglas Dahm**  
 Binghamton Sun: **Letitia Lyon**  
 Batavia News: **B. J. Brown**  
 Brooklyn Eagle: **Jo Ranson**  
 Brooklyn Tablet: **Pat Scanlon**  
 Buffalo Courier-Express: **Don Tranter**  
 Buffalo News: **Joseph Betzer, Joseph Haeffner**  
 Canton Commercial Advertiser: **Gerald Fitzgerald**  
 Canton Plain Dealer: **Atwood Manley**  
 Elmira Advertiser: **Charles Barber**  
 Elmira Star Gazette: **George McCann**  
 Elmira Sunday Telegram: **Ed Van Dyke**  
 Ithaca Journal: **Lou Pickering**  
 Jamestown Evening Journal: **Alfred Hill**  
 Jamestown Post: **Harold Swanson**  
 Long Island Reporter (Queens): **Ernest Kraemer**  
 Middletown Times-Herald: **Raymond J. Dulye**  
 Newburgh News: **Wesley McGinn**  
 Associated Press (New York City): **Charles Butterfield**  
 Hudson Falls Record: **Al Simon (1540 Broadway, N. Y. C.)**  
 Jewish Day (New York City): **Samuel Landau**  
 Motion Picture Daily (New York City): **Ed Greif**  
 New York Enquirer: **Paul Benson**  
 New York Herald Tribune: **H. T. Rowe**  
 New York Journal-American: **Tom Brooks**  
 New York Mirror: **Nick Kenny**  
 New York Morning Telegraph: **Mel Spiegel**  
 New York News: **Ben Gross, Sid Shalit**  
 New York Post: **Leonard Carlton**  
 New York Sun: **E. L. Bragdon**  
 New York Times: **T. R. Kennedy, Jr.**  
 New York World Telegram: **Alton Cook**  
 P M (New York City): **John McManus**

Radio Guide (New York City): **Wilson Brown**  
 The Billboard: **Paul Ackerman**  
 The Chief (New York City): **Sylvester Point**  
 United Press (New York City): **Webb Artz**  
 Variety (New York City): **Bob Landry**  
 Niagara Falls Gazette: **Bill Boles**  
 North Shore News (Queens): **Pete Dahlen**  
 Ogdensburg Journal: **Charles Cantwell**  
 Olean Times-Herald: **Arthur Wakelee**  
 Plattsburgh Press: **William Lynch**  
 Plattsburgh Republican: **T. M. Farrell**  
 Poughkeepsie Sunday Courier: **Ruth M. Shafer**  
 Poughkeepsie Times-Herald & Evening Star: **Oscar Junggren**  
 Queens Evening News (Jamaica, L. I.): **Larry Doyle**  
 Rochester Democrat, Chronicle & Times Union: **Donald Yerger**  
 Rochester Abendpost: **H. Stoll**  
 Rochester Sun: **Orville H. Allen**  
 Schenectady Gazette: **John Hume**  
 Schenectady Union-Star: **Al Dorn, Douglas Fowler**  
 Syracuse Herald-Journal: **Karel Vander Veer, Robert Hoffman**  
 Syracuse Post-Standard: **Jack Baker, John Grimes, Estella Hilligus**  
 Syracuse Press: **Louis Kosloff, Don Rich**  
 Troy Times: **Albert De Mers**  
 Utica Observer-Dispatch & Press: **W. T. McGurty**  
 Watertown Times: **Harold Johnson**  
 Yonkers Herald Statesman: **Jack De Simone**

•

**NORTH CAROLINA**

Asheville Advertiser: **Walter Goan**  
 Durham Morning Herald: **Fred Haney**  
 Durham Sun: **Wyatt Dixon**  
 Elizabeth City Independent: **George W. Haskett**  
 Franklinton Post: **Tex Davis**  
 Goldsboro Herald: **Robert Conroy**  
 Greenville News Leader: **David W. Mosier**  
 Greenville Reflector: **David J. Wichard**  
 Hickory Record: **Mary E. Willis**  
 Kannapolis Independent: **J. Moore**  
 Mocksville Enterprise: **Ollie McQuage**  
 Rocky Mount Telegram: **Vernon Secriest**  
 Salisbury Evening Post: **John Hardin, Ralph Roberts**  
 Statesville Record: **Al Simon (1540 Broadway, N. Y. C.)**  
 Twin City Sentinel (Winston-Salem): **Stu Rabb**

Wilmington Post: **Charles West**  
 Wilson Daily Times: **John Thomas**  
 Winston-Salem Journal: **Stu Rabb**

•

**NORTH DAKOTA**

Bismarck Capital: **Charles Goodwin**  
 Bismarck Tribune: **William Moeller**  
 Fargo Forum: **Roy Johnson**  
 Jamestown Reminder: **Don Davis**  
 Jamestown Sun: **Urb Muenz**  
 Mandan Daily Pioneer: **Forrest Edwards**  
 Peoples' Opinion (Valley City): **I. J. Moe**  
 Shoppers' Guide (Fargo): **Bill Walker**  
 Stutsman County Record (Jamestown):  
**Eva Plunkett**  
 Valley City Times-Record: **Phil Marks**

•

**OHIO**

Akron Beacon Journal: **Dorothy Doran**  
 Ashtabula Star Beacon: **Jack Gotshall**  
 Canton Repository: **Clifford Grass**  
 Cincinnati Enquirer: **Andrew Foppe**  
 Cincinnati Post: **Paul Kennedy**  
 Cincinnati Times-Star: **France Raine**  
 Cleveland Plain Dealer: **Robert S. Stephen**  
 Cleveland Press: **Norman Siegel**  
 Cleveland News: **Elmore Bacon**  
 Columbus Citizen: **Norman Nadel**  
 Columbus Dispatch: **Grant Dillman**  
 Ohio State Journal (Columbus): **Harold Eckert**  
 Conneaut New Herald: **James Mohan**  
 Dayton Journal-Herald: **Bob Maltby, Bob Cuiutte, A. S. Kany**  
 Dayton News: **Chuck Gay**  
 Geneva Free Press: **C. A. Bonsor**  
 Johnstown Independent: **Harold M. Manning**  
 Lima News: **Richard F. Moffat**  
 Marion Star: **Robert Byrd**  
 Middletown Journal: **Paul J. Day**  
 Painesville Telegraph: **Harold Johnson**  
 Portsmouth Times: **Carl Hess**  
 Salem News: **Ray L. Dean**  
 Springfield News: **Richard Walvert**  
 Springfield Sun: **Justin Henley**  
 Steubenville Herald Star: **Oral Flug**  
 Toledo Blade: **Richard Pheatt**  
 Toledo Times: **Chester Morton, Mitch Woodbury**  
 Washington Record-Herald: **Christine Surtzer**  
 Xenia Gazette: **Mildred Mason**  
 Youngstown Vindicator: **Caroline MacDonald**  
 Zanesville News: **Don Wiseman**

**OKLAHOMA**

Ada Evening News: **Paul Hughes**  
 Enid News-Eagle: **Harold Baker**  
 Norman Transcript: **Ida Sloan**  
 Oklahoma City Oklahoman & Times:  
**Marshall Moore**  
 Shawnee Evening Star: **Jack Spencer**  
 Shawnee Morning News: **Harold Humphrey**  
 Radio Topics (Tulsa): **Glenn Condon**  
 Tulsa Tribune: **Bill Stevens**  
 Tulsa World: **Lee Earhart, Harry La Ferte**

•

**OREGON**

Albany Democrat-Herald: **Walter Coover**  
 Bend Bulletin: **Jim Brenton**  
 Coos Bay Times (Marshfield): **Red Hornish**  
 Eugene Morning News: **Arthur Prioux**  
 Eugene Register Guard: **William Tugman**  
 Grants Pass Courier: **A. E. Voorhies**  
 Kelso Publishing Co.: **Carlton Moore**  
 Portland Journal: **Lawrence Gilbertson**  
 Portland Oregonian: **William Moyes**

•

**PENNSYLVANIA**

Altoona Mirror: **Jack M. Rickabaugh**  
 Allentown Call-Chronicle: **Russ Worman**  
 Connellsville Courier: **James Driscoll, Jr.**  
 Donora Herald-American: **Russell Isminger**  
 Erie Dispatch-Herald: **C. B. Hollinger, A. J. White**  
 Erie Daily Times: **Charles Wells**  
 Franklin News-Herald: **Robert Davis, H. Jeanne Johnston**  
 Homestead Messenger: **Ida Ahlberg**  
 Johnstown Democrat: **John Sheridan**  
 Johnstown Tribune: **Harry E. Hesselbein**  
 Latrobe Bulletin: **William S. Robbins**  
 Nanticoke Daily Press: **Al Simon (1540 Broadway, N. Y. C.)**  
 North East (Pa.) Breeze: **Forest Hopkins**  
 Olyphant Gazette: **Joseph F. Sroka**  
 Philadelphia Bulletin: **Elmer Cull**  
 Philadelphia Inquirer: **Frank Rosen**  
 Philadelphia News: **Raymond Gathrid**  
 Philadelphia Public Ledger: **George Opp**  
 Philadelphia Record: **George Lilley**  
 Pittsburgh Post-Gazette: **Vincent Johnson**  
 Pittsburgh Press: **Si Steinhauser**  
 Pittsburgh Sun-Telegraph: **Sam Kennedy**

• • • **RADIO EDITORS AND WRITERS** • • •

Radio Press (Philadelphia): Norman Jay  
 Scranton Scrantonian-Tribune: Alex  
**Thomson**  
 Sharon Herald: **Harold Polonus**  
 Sunbury Daily-Item: **Reg Meraiden**  
 Uniontown Evening Genius: **Phil Con-  
 nelly**  
 Uniontown Morning Herald: **James Chi-  
 dester**  
 Uniontown News Standard: **George Gray**  
 Wilkes-Barre Sunday Independent: **Paul  
 J. Walker**  
 Wilkes-Barre Record: **Fred Johnson, Jo-  
 seph Collis**  
 Wilkes-Barre Times-Leader: **Joseph Mur-  
 phy**  
 Williamsport Gazette & Bulletin: **Quen-  
 tin Beauge**  
 Williamsport Sun: **Mark Good**

•  
**RHODE ISLAND**

Newport Herald: **Frances Flannery**  
 Newport News: **Clifton Holman**  
 Pawtucket Times: **Frank Healy**  
 Providence Journal & Bulletin: **Ben Kap-  
 lan**

•  
**SOUTH CAROLINA**

Anderson Independent: **S. A. Hall**  
 Anderson Daily Mail: **J. B. Hall**  
 Belton News: **Mr. Coward**  
 Charleston News & Courier: **T. R. War-  
 ing**  
 Charleston Evening Post: **Manning Rubin**  
 Columbia Record: **Caldwell Withers, G.  
 R. Buchannan**  
 Columbia State: **S. L. Latimer**  
 Florence Morning News: **Roy Graham**  
 Florence Evening Star: **J. A. Zeigler**  
 Greenville News & Piedmont: **James  
 Dawson, Glenn Adams**  
 Spartanburg Herald & Journal: **Don  
 West, S. S. Wallace**

•  
**SOUTH DAKOTA**

Brookings Register: **C. H. J. Mitchell**  
 Pierre Capital-Journal: **Charles D. An-  
 derson**  
 Rapid City Graph-Ad: **Carl Holmgren**  
 Yankton Press & Dakotan: **Fred H. Mon-  
 fore**

•  
**TENNESSEE**

Chattanooga News-Free Press: **Ralph  
 Sanders**  
 Chattanooga Evening Times: **Warner  
 Ray**

Jackson Sun: **James Elliott**  
 Johnson City Press-Chronicle: **Carl  
 Jones, Jr.**  
 Johnson City Times: **James Quillan**  
 Kingsport Times: **Frank Rule**  
 Knoxville Journal: **Frank Larkin**  
 Knoxville News-Sentinel: **Glenn McNeil,  
 Dick Golden**  
 Memphis Commercial Appeal: **Robert  
 Gray**  
 Memphis Press-Scimitar: **Robert John-  
 son**  
 Nashville Tennessean: **Robert M. Seals**  
 Nashville Banner: **Milton Randolph**

•  
**TEXAS**

Abilene Reporter-News: **Wendell Bedi-  
 chek, Bruce Francis**  
 Amarillo Globe & News: **Wes Izzard,  
 Dick Martin**  
 Amarillo Times: **Howard Arnberg,  
 George May**  
 Austin Tribune: **Ray Brown, John Bab-  
 cock**  
 Austin American-Statesman: **Bill Weeg,  
 Ruth Lewis**  
 Beaumont Enterprise: **Merita Mills**  
 Beaumont Journal: **Eva Feinberg**  
 Big Spring Herald: **Bob Whipkey**  
 Corpus Christi Chronicle: **W. J. Light**  
 Dallas Journal: **Bill Fisher**  
 Dallas News: **Victor Davis, Fairfax Nes-  
 bitt**  
 Dallas Times-Herald: **Douglas Hawley**  
 El Paso Herald-Post: **R. A. Michael**  
 El Paso Times: **Ray Stover**  
 El Continental (El Paso): **Glenn F. Nich-  
 ols**  
 Fort Worth Press: **Morris Boykin**  
 Fort Worth Star-Telegram: **Bill Potts,  
 Thane Engle**  
 Houston Chronicle: **Mildred Stockard**  
 Houston Post: **Lois Cain**  
 Houston Press: **Tony Trapolino**  
 Lamar County Echo (Paris): **Lon Boy-  
 nton**  
 Midland Reporter-Telegram: **Kathleen  
 Eiland**  
 News-Foto (San Angelo): **Bob Reed**  
 Odessa American: **Mabel Bishop Kimball**  
 Pampa News: **Tex DeWeese**  
 Pampa Press: **Helen Montgomery**  
 Paris News: **Dub Furey**  
 Port Arthur News: **Grace Foote**  
 San Angelo Standard Times: **Dean Che-  
 noweth**



• • • **RADIO EDITORS AND WRITERS** • • •

San Antonio Express: **A. W. Grant, Ed Spill**  
San Antonio Light: **Renwicke Carey**  
San Antonio News: **Mary Louise Walliser**  
San Saba News: **N. W. Trussell**  
Sherman Daily Democrat: **W. E. Adkins**  
Temple Daily Telegram: **C. Gresham**  
Texarkana Gazette & News: **J. Q. Mahaffey**  
Tyler Courier-Times: **T. Call**  
Vernon Daily Record: **R. H. Nichols, W. D. Dixon**  
Victoria Advocate: **Chester Evans**  
Wichita Falls Daily Times: **Louis T. Hamlett**

•  
**UTAH**

Iron County Record (Cedar City): **Morgan Rollo**  
Ogden Standard Examiner: **Ethel G. Clark**  
Provo Daily Herald: **Ernest Rassmussen**

•  
**VERMONT**

Burlington Daily News: **Gilbert Hammond**  
Waterbury Record: **Bill Picker**

•  
**VIRGINIA**

Bristol Herald Courier: **Bob Loving**  
Newport News Daily Press: **Lewis T. Jester**  
Newport News Times-Herald: **William M. Harrison**  
Norfolk Ledger Dispatch: **Charles Hoofnagle**  
Norfolk News-Index: **W. E. Debnam**  
Norfolk Virginian-Pilot: **C. Philip Donnell**  
Petersburg Progress-Index: **Herb Turner**  
Richmond News-Leader: **Elizabeth C. Norfleet**  
Richmond Times-Dispatch: **James Birchfield, Norman Rowe**  
Roanoke Times: **William Atkinson**  
Roanoke World-News: **C. B. Thornton**  
Suffolk News Herald: **W. H. Harry**

•  
**WASHINGTON**

Aberdeen World: **Kenneth Schell**  
Associated Country Newspapers (Spokane): **Margaret Porter**  
Bremerton Daily News Searchlight: **Myra Spencer**

Centralia Chronicle: **Ray Edinger**  
Chehalis Advocate: **Chapin Foster**  
Clark County Sun (Vancouver): **Marion Sexton**  
Grays Harbor Washingtonian (Hoquiam): **Murray Morgan**  
Inland Empire News (Spokane): **Sherman Blake**  
Longview Daily News: **Mary Kerr**  
Metropolitan Record (Spokane): **Leo Secord**  
Radio Review (Seattle): **Nick Hughes**  
Raymond Advertiser: **W. A. Kennedy**  
Seattle Post-Intelligencer: **Eddie Mitchell, Paul Tieche**  
Seattle Star: **John Randolph Smith, Randy Scott**  
Seattle Times: **Robert Heilman**  
Spokane Daily Chronicle: **Wafford Conrad**  
Spokane Spokesman-Review: **Byron Johnsrud**  
Tacoma News Tribune: **Chas. B. Welch, Elmer Voegle, Jerry Warden**  
Tacoma Times: **Joseph Mitchell**  
Twin City News (Stanwood): **Raymond Horn**  
Vancouver Columbian: **Elena Sbedico**  
Walla Walla Union Bulletin: **H. Sherman Mitchell, R. W. Fisher**  
Zillah Mirror: **John Roberts**

•  
**WEST VIRGINIA**

Beckley Independent Observer: **Norman Stoken**  
Bluefield Daily Telegraph: **Bill Blake**  
Charleston Mail: **Mr. Absolom**  
Charleston Gazette: **Major Beane**  
Clarksburg Exponent: **George Clark**  
Clarksburg Telegram: **Frank Carpenter**  
Huntington Herald, Advertiser & Dispatch: **H. R. Pinckard, Jim Haworth, Gene Brown, William C. Esther**  
Logan Banner: **Charlie Hilton**  
Logan County News: **Judy Boone**  
Williamson Mingo Republican: **Frank Sohn**

•  
**WISCONSIN**

Janesville Gazette: **Ann Tenny**  
Kenosha Evening News **Evelyn M. Johnston**  
Madison Capital Times: **K. F. Schmitt**  
Wisconsin State Journal (Madison): **William L. Doudna**  
Madison Daily Cardinal: **Lyman Nordhoff**  
Menominee Herald-Leader: **Gene Worth**

Merrill Herald: W. B. Chilsen  
 Milwaukee Journal: Edgar Thompson  
 Milwaukee Evening Post: Elmer Krahn,  
 A. C. Tews  
 Milwaukee Sentinel: Buck Herzog  
 Mosinee Times: F. F. Schweinler  
 Racine Journal-Times: Paul Fry  
 Shorewood Herald (Milwaukee): Mr.  
 Murphy

•  
**WYOMING**

Wyoming Eagle (Cheyenne): Irene Buhl  
 Wisconsin Rapids Tribune: James M.  
 Felker  
 Wyoming Tribune (Cheyenne): Louis  
 Phillips

•  
**ALASKA**

Fairbanks Daily News-Miner: Georg  
 Nelsson Meyers

•  
**TERRITORY OF HAWAII**

Hilo Tribune Herald: Ken Beyerley  
 Honolulu Star-Bulletin: Paul Findeisen  
 Maui News (Wailuku): Ez Crane, Jr.,  
 Bob Chatterton

•  
**ALBERTA**

Cardston News: Jean Burton  
 Edmonton Bulletin: Jack Deprese  
 Edmonton Journal: Gordon MacCallum  
 MacLeod Gazette: H. T. Halliwell  
 Radio Flashes (Edmonton): H. G. Tur-  
 ner  
 The Mike (Grand Prairie): Gordon Cum-  
 mings

•  
**BRITISH COLUMBIA**

Vancouver News-Herald: Ralph Daly  
 Vancouver Province: Helen Walls  
 Vancouver Sun: William Newell, Ronald  
 Rose  
 Victoria Daily Colonist: B. Fletcher  
 Victoria Times: N. Loudon

•  
**MANITOBA**

Flin Flon Miner: Lois Avery  
 Flin Flon Times: Chris Thortensten  
 Winnipeg Free Press: Peter B. Whittall  
 Winnipeg Tribune: Denny Brown

**NEW BRUNSWICK**

Campbellton Graphic: Al Anslow  
 Campbellton Tribune: Harold Crockett  
 Dalhousie News: George Christie  
 St. John Telegraph Journal & Times-  
 Globe: Christine A. Fewings

•  
**ONTARIO**

Clinton News-Record: G. E. Hall  
 Dial Radio Magazine (Timmins): Dennis  
 Braithwaite  
 Hamilton Spectator: Miss Brown  
 London Free Press: L. N. Bronson  
 Kincardine News: Arthur Rogers  
 Ottawa Citizen: C. Milne  
 Ottawa Journal: M. Taschereau  
 Le Droit (Ottawa): Y. Beriau  
 Owen Sound Sun-Times: M. Dulmadge  
 St. Catherine Standard: Don Smith  
 Seaforth Huron Expositor: A. Y. McLean  
 Stratford Beacon-Herald: T. J. Dolan,  
 Miss L. W. Gibson  
 Sudbury Star: Bill Valentine  
 Teeswater News: V. A. Statia  
 The Echo (London): Harry G. Link  
 Timmins Press: Jack Marks  
 Toronto Globe & Mail: Charles Jenkins  
 Toronto Star: Louis Chambers, Jr., J.  
 Annan  
 Toronto Telegram: James Hunter

•  
**QUEBEC**

La Patrie (Montreal): M. Carbonneau  
 La Presse (Montreal): Jean Desnechaud  
 La Voix Populaire (Val D'Or): Lucien  
 Godin  
 L'Illustration (Montreal): Marc Thi-  
 beault  
 L'Action Catholique (Quebec): Jean-  
 Thomas Perron  
 Le Soleil & L'Evenement (Quebec): Re-  
 naude Lapointe, Jean Louis Gagnon,  
 Germaine Bundock  
 Montreal Gazette: Thomas Archer  
 Montreal Herald: Owen Shannon  
 Montreal Standard: T. C. Gannon  
 Montreal Star: R. Haviland  
 Val D'Or Star: Earl Beattie

•  
**SASKATCHEWAN**

Moose Jaw Times-Herald: Vic Mackie  
 Regina Post-Leader: Gaston J. Johnson  
 Western Spotlight (Moose Jaw): Mac  
 McBride

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# PUBLICATIONS

*Covering the Field of Radio*

## **TRADE—FAN—TECHNICAL—GENERAL**

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### **The Advertiser**

MONTHLY. 3557 Bogart Ave., Cincinnati, Ohio. Phone, AVon 6825. Editor and Publisher, Manuel Rosenberg; Business Manager, Simon Rosenberg; Advertising Manager, R. Maxwell Jason; Circulation Manager, S. J. Davis; Radio Editors, Cress Little, Rosaline Greene. BRANCH OFFICES: 11 West 42nd St., New York, N. Y., L. M. MacMillan; 1138 Lake Shore Drive, Chicago, Ill., L. R. Dean. The Advertiser carries articles on radio's progress as an advertising medium; also news of advertisers' and agencies' activities in the radio and advertising fields.

### **Advertising Age**

WEEKLY. 100 East Ohio St., Chicago, Ill. Phone, Delaware 1337. Publisher, G. D. Crain, Jr.; Editor, S. R. Bernstein. BRANCH OFFICE: 330 W. 42nd St., New York, N. Y.; Irwin Robinson, Managing Editor. Treats radio strictly from the merchandising viewpoint; prints details of networks and talent used, but does not use material dealing with show-business phases of radio; also regularly prints statistical material on broadcasting, such as volume of time sales for major networks, and money spent on air by leading national advertisers, as well as news and discussions of broadcast trends and developments of interest to advertisers and advertising agencies.

### **Advertising & Selling**

MONTHLY. 9 E. 38th St., New York, N. Y. Phone, CAledonia 5-9770. Published by Robbins Publishing Co. President, J. H. Moore; Editor, F. C. Kendall; Advertising Manager, Robert G. Allison. BRANCH OFFICES: 1328 Peoples Gas Bldg., Chicago, Ill., Harry Hoole, Western Adv. Mgr.; 714 West 10th St., Los Angeles, Calif., Ned Brydone-Jack, Representative; 161 Spring St., N.W., Atlanta, Ga., A. D. Van Allen, Southern Representative. Limited largely to interpretation of major trends in the operation of radio advertising from point of view

of network, agency, and sponsor. Major personnel changes and network time sales are reported periodically. Emphasis in all coverage of radio activity is on pictorial elements involved.

### **Air Law Review**

QUARTERLY. 100 Washington Sq., E., New York, N. Y. Phone, SPring 7-2000. Publisher, Board of Air Law Review of New York University; Editor, Prof. Alison Reppy. Contains articles of technical interest on aviation and radio law; current comment on present-day problems of air law; notes and comment on important recent decisions and legislation; bibliographical section covering check-list and index of articles on air law in legal periodicals.

### **Bell Laboratories Record**

MONTHLY. 463 West St., New York, N. Y. Phone, CHelsea 3-1000. Editor, P. B. Findley. Confines itself to the work and developments of Bell Telephone Laboratories. This publication is designed to strike a median level between the popular stories of the radio magazines and the technical presentations of the professional journals.

### **Bell System Technical Journal**

QUARTERLY. 195 Broadway, New York, N. Y. Phone, EXchange 3-9800. Publisher, American Telephone & Telegraph Co. Editor, R. W. King. Scientific discussions of developments in wire and radio-telephony, telegraphy, television and broadcasting facilities.

### **Bell Telephone Quarterly**

QUARTERLY. 195 Broadway, New York, N. Y. Phone, EXchange 3-9800. Publisher, Information Department of the American Telephone & Telegraph Co. Bell Telephone Quarterly publishes historical, technical and statistical information concerning communications, particularly with regard to the operations of the Bell Telephone System.

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**The Billboard**

WEEKLY. 25 Opera Place, Cincinnati, Ohio. Phone, Main 5306. Publisher, The Billboard Publishing Co.; Editors, Elias E. Sugarman and A. C. Hartman; Radio Editor, Paul Ackerman (New York); Los Angeles Correspondent, Dean Owen; General Manager, E. W. Evans; Advertising Manager, C. J. Latscha. BRANCH OFFICES: Ashland Bldg., Chicago, Ill., R. S. Littleford, Jr., Manager; 1564 Broadway, New York, N. Y., Elias E. Sugarman, General Manager. The editorial policy of this publication's radio department is concerned with the showmanship, talent and business phases of the broadcasting industry.

**Boxoffice**

WEEKLY. 9 Rockefeller Plaza, New York, N. Y. Phone, COLUMBUS 5-6370. Publisher, Ben Shlyen; Editor-in-Chief and Associate Publisher, Maurice Kann; Eastern Editor, William Ornstein; Chicago Correspondent, Hal Tate; Hollywood Manager, Ivan Spear; Advertising Manager, Louis Rydell. Covering briefly all radio developments of interest to the motion picture industry.

**Broadcasting—Broadcast Advertising**

WEEKLY. National Press Bldg., Washington, D. C. Phone, Metropolitan 1022. Publisher, Martin Codel; Editor, Sol Taishoff; N. Y. Correspondent, Bruce Robertson; Chicago Correspondent, Edward Codel; Los Angeles Correspondent, David Glickman; Business Manager, Norman R. Goldman; Advertising Manager, Maury Long (New York). Trade journal of the broadcasting and broadcast advertising fields.

**Broadcast News**

FOUR TIMES YEARLY. C/o RCA Manufacturing Co., Camden, N. J. Editor, P. V. Lutz. Broadcast News publishes technical material of interest to broadcast station engineers.

**Business Promotion**

MONTHLY. Merchandise Mart, Chicago, Ill. Phone, Whitehall 6614. Publisher, Henry G. Bunting; Advertising Manager, Van Asmus Bunting; Promotion Manager, R. J. Christopher; Radio Editor, A. C. Tisdahl. BRANCH OFFICE: 130 West 42nd St., New York, N. Y. Phone, LONGACRE 3-4684. Business Promotion publishes information concerning all premium, prize and adver-

tising-gift offers on the radio. Readers are sales promoters and all users of premiums and gifts as sales promotional material.

**Canadian Advertising**

QUARTERLY (January, April, July and October). 481 University Ave., Toronto, Ont., Canada. Phone, Adelaide 9131. Publisher, MacLean Publishing Co.; Managing Editor, W. B. Hart; Manager, B. G. Newton; Advertising Manager, J. E. Gordon; Data Editor, Jean R. Gemell. BRANCH OFFICES: Dominion Square, Montreal, Canada; 919 N. Michigan Ave., Chicago, Ill.; 522 Fifth Ave., New York, N. Y. This publication is an advertising media reference book which includes a listing of Canadian radio stations, their rates, time on the air, power, frequency, etc.; besides media references it contains articles reviewing advertising activities in Canada.

**Commercial Broadcasting**

FORTNIGHTLY. 146 Foveaux St., Sydney, Australia. Phone, FL 3054. News Editor, L. Lippman; Managing Editor, Oswald F. Mingay; Advertising Representative, Hugh Travenner; Technical Editor, J. R. Edwards. BRANCH OFFICE: R. W. Pfeil, 239 Collins St., Melbourne, Victoria. A trade newspaper relating to commercial broadcasting and of particular interest to, and circulating among national advertisers, station advertisers, advertising agents and broadcasting stations in Australia.

**Commercial Broadcasting Rate Book**

SEMI-ANNUALLY. 146 Foveaux St., Sydney, Australia. Phone, FL 3054. Managing Editor, Oswald F. Mingay; Editor, Leo Lippman; Advertising, Hugh Travenner. BRANCH OFFICE: 239 Collins St., Melbourne, Victoria. Phone, Central 442 Commercial Broadcasting Rate Book is published in January and July and contains the rate cards of all Australian and New Zealand commercial broadcasting stations.

**Commercial Broadcasting Yearbook of Australia**

YEARLY. 146 Foveaux St., Sydney, Australia. Phone, FL 3054. Managing Editor, Oswald F. Mingay. Editor, Leo Lippman; Advertising, Hugh Travenner. BRANCH OFFICE: R. W. Pfeil, 239 Collins St., Melbourne, Victoria. Commercial Broadcasting Yearbook contains prac-

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tically all the information required by those interested in Australian broadcasting for reference purposes.

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### **Communications**

**MONTHLY.** 19 East 47th St., New York, N. Y. Phone, Plaza 3-0483. Publisher, Bryan Davis Publishing Co., Inc.; Editor, R. D. Rettenmeyer; Business Manager, B. S. Davis; Advertising Manager, Paul S. Weil. Circulates among engineers, executives and other personnel engaged in the design, manufacture, installation, operation, service and maintenance of radio and wire communications, broadcast stations—police, marine, aeronautical radio and other point to point services—sound recording and projection—public address—television and picture transmission—and in the manufacture of all radio equipment and accessories, components and instruments used in these fields.

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### **Down Beat**

**TWICE MONTHLY.** 608 S. Dearborn St., Chicago, Ill. Phone, Harrison 5540. President and Editor, Glenn Burrs; Business Manager and Secretary-Treasurer, Carl Cons; Advertising Manager, Tom Herrick; Auditor, R. V. Peters; Circulation Manager, Scott Payne. **BRANCH OFFICES:** Wellington Hotel, New York, N. Y., Ed Flynn; 1417 Georgia St., Los Angeles, Calif., Charles Emge. Down Beat publishes music news on a national basis covering professional and amateur musicians, radio and recording.

### •

### **Editor and Publisher**

**WEEKLY.** 1700 Times Bldg., New York, N. Y. Phone, BRyant 9-3052. President, James W. Brown; Publisher, James W. Brown, Jr.; Editor, Arthur T. Robb; Managing Editor, Warren L. Bassett; General Manager, Charles B. Groomes; Advertising Director, Charles T. Stuart; Chicago Correspondent, G. A. Brandenburg; Los Angeles Correspondent, Ken Taylor; Washington Correspondent, James J. Butler. Prints radio news of interest to the newspaper and advertising fields; news of newspaper-owned stations; station applications by newspapers; FCC rulings, etc.

### •

### **Education by Radio**

**QUARTERLY.** One Madison Ave., New York, N. Y. Phone, CAledonia 5-6965. Publisher, National Committee on Education by Radio; Editor, S. Howard Evans. This publication is edited in line with the purposes of the National Com-

mittee on Education by Radio, which acts as a spokesman for organized education, aiding and encouraging non-commercial educational stations and promoting cooperation between educators and commercial broadcasters. It is one of the means by which the committee acts as a clearing house for information about education by radio.

### •

### **Electrical Communication**

**QUARTERLY.** 67 Broad St., New York, N. Y. Phone, BOgardus 9-3800. Editor, H. T. Kohlhaas. Electrical Communication is a technical journal and house organ published by the International Standard Electric Corp. and is devoted to progress in the telephone, telegraph and radio art.

### •

### **Electrical Digest**

**MONTHLY.** 137 Wellington St., West, Toronto, Ont., Canada. Phone, Adelaide 1860. Publisher, Muir Publications; Editor, J. Murray Muir; Assistant Editor, J. D. Welsh. Electrical Digest presents digests of leading articles on developments and progress in all electrical fields, including radio and communications. Content is edited from a technical standpoint for the benefit of electrical engineers and executives.

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### **Electronics**

**MONTHLY.** 330 West 42nd St., New York, N. Y. Phone, MEdallion 3-0700. Publisher, McGraw-Hill Publishing Co.; Editor, Keith Henney; Managing Editor, Donald G. Fink; Assoc. Editor, Beverley Dudley; Assistant Editor, Craig Walsh; Chicago Correspondent, Branch Office; Los Angeles Correspondent, Branch Office; Business Manager, H. W. Mateer; Sales Manager, Wallace B. Blood. Branch Offices: 520 North Michigan Ave., Chicago, Ill., Charles Wardner; 1510 Hanna Bldg., Cleveland, Ohio, Leonard P. Canty; 16 South Broad St., Philadelphia, Pa., Frank Coyle; 883 Mission St., San Francisco, Cal., R. N. Phelan; 1105 Rhodes-Haverty Bldg., Atlanta, Ga., Ralph Maultsby. A magazine for executives, engineers and operations men in radio, communication including facsimile and television, industrial applications in the electronic fields—Design—Engineering—Manufacture.

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cations Bar Association; Editor-in-Chief, Percy H. Russell, Jr.; Associate Editors: Alan B. David, Stephen H. Fletcher, Frank U. Fletcher, Maurice M. Jansky, Joseph E. Keller, John W. Kendall, Harry P. Warner, Joseph F. Zias. This publication is a house organ for the Federal Communications Bar Association and contains news and information concerning the legal activities of the FCC as well as other radio legislative material.

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### **Film Daily**

DAILY. 1501 Broadway, New York, N. Y. Phone, BRyant 9-7117. Publisher, John W. Alicoate; General Manager, Donald M. Mersereau; Editor, Chester B. Bahn; Los Angeles Correspondent, Ralph Wilk; Chicago Correspondent, Joseph Esler. BRANCH OFFICE: 6425 Hollywood Blvd., Hollywood, Cal., Ralph Wilk. The Daily Newspaper of Motion Pictures: FILM DAILY reports the news of every phase of the motion picture and allied industries.

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### **FREC Service Bulletin**

MONTHLY. Federal Radio Education Commission, c/o U. S. Office of Education, Washington, D. C. Editor, Leonard Power. This publication is distributed free to broadcasters and educators. Its purpose is to serve as a medium of the exchange of information concerning education through radio on a national scale. Activities of all educational groups using radio are reported.

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### **General Radio Experimenter**

MONTHLY. 30 State St., Cambridge, Mass. Phone, TRObriidge 4400. This publication is a house organ for the General Radio Co. and contains descriptions of the latest radio and electrical measuring instruments and their applications. The appeal is to scientists, engineers and technicians engaged in development, research and maintenance of radio and industrial electrical equipment.

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### **Heinl Radio News Service**

2400 California St., Washington, D. C. Phone, Hobart 2400. Publisher, Robert D. Heinl; Editor, Robert D. Heinl. There are two services, one of which goes twice each week to a number of newspapers; the other going to various radio station subscribers.

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### **Hollywood Reporter**

DAILY (Five days weekly). 6715 Sunset Boulevard, Hollywood, Cal. Phone,

Hillside 7411. Editor and Publisher, W. R. Wilkerson; Managing Editor, Frank Pope; Business Manager, A. J. Oliver; Assistant to Publisher, George Kennedy; Manager of New York Office, Jack Harrison; Radio Editor, Charles Spangler. BRANCH OFFICES: 229 West 42nd St., New York, N. Y., Manager, Jack Harrison, Phone, WISconsin 7-2470; 540 No. Michigan Ave., Chicago, Ill.; 2, Deanery Mews, Park Lane W. 1, London, England; Erzebet Korut 7, Budapest; Gratte Ciel, Antwerp; Pelayo 1, Barcelona; Kungsgatan 28. Stockholm; 198 Pitt St., Sydney; San Martin 501, Buenos Aires. A publication devoted to the Motion Picture industry, its allies, and radio.

### •

### **Industrial Marketing**

MONTHLY (Except October). 100 East Ohio St., Chicago, Ill. Phone, Delaware 1337. Publisher, G. D. Griffin, Jr.; Editor, Ralph O. McGraw. BRANCH OFFICE: 330 West 42nd St., New York, N. Y. This publication prints all available news stories about the use of radio by industrial marketers.

### •

### **International Short Wave Radio**

MONTHLY. 923 Vine St., East Liverpool, Ohio. Phone, Main 3546 W. Editor, Arthur J. Green. This publication is a house organ for the International Short Wave Radio Club and is devoted to short wave radio. It publishes a tuning guide for listeners, news on new stations, changes in frequency, verifications, identifications of stations and personal items about the reader-members.

### •

### **Listeners Digest (Scribner's Commentator Magazine)**

MONTHLY. 654 Madison Ave., New York, N. Y. Phone, REpublic 4-4280. Editor and President, George T. Eggleston; Managing Editor, Biron Getze; Associate Editor, Edward T. Majeski; Radio Editor, George M. Moffett, Jr.; Editorial Assistant, Margaret Dreeland. Listeners Digest is a section (nearly half) of Scribner's Commentator. Editorial content consists of what the editors consider the best programs on the air, including speeches, dramas, scientific studies, humor and a selection of short quotations.

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**Markets of America**

ANNUAL. 3557 Bogart Ave., Cincinnati, Ohio. Phone, AVon 6825. Editor and Publisher, Manuel Rosenberg; Business Manager, Simon Rosenberg; Advertising Manager, R. Maxwell Jason; Circulation Manager, S. J. Davis; Radio Editors, Cress Little, Rosalire Greene. BRANCH OFFICES: 11 West 42nd St., New York, N. Y., L. M. MacMillan; 1138 Lake Shore Drive, Chicago, Ill., L. R. Dean. Markets of America is an annual publication consisting of articles written by advertising agency executives who describe and analyze the market in which each are located.

**Metronome**

MONTHLY. 119 West 57th St., New York, N. Y. Phone, Circle 7-4500. Publisher, Metronome Corp. Editors, Richard B. Gilbert and George Simon; Chicago Correspondent, M. W. Hall; Hollywood Correspondent, Jack Hirshberg; Pittsburgh Correspondent, Sid Dickler; Miami Correspondent, Mickey Cherep. This publication is a trade journal in the field of popular music, giving world coverage on news of the dance band and popular music fields, radio, band and record reviews, interviews, gossip and personality stories, domestic band routes, instruction departments conducted by leading exponents of the various dance band instruments.

**Motion Picture Daily**

DAILY. 1270 Sixth Ave., New York, N. Y. Phone, Circle 7-3100. Publisher, Martin Quigley; Editor, Sam Shain; Chicago Correspondent, I. Yergin; Los Angeles Correspondent, W. R. Weaver; Business Manager, T. J. Sullivan; Radio Advertising Manager, Robt. Harrison. BRANCH OFFICES: 6305 Yucca St., Hollywood, Calif.; 624 S. Michigan Ave., Chicago, Ill.; 4 Golden Square, London W-1, England. Spot news coverage; also radio reviews and columns.

**Movie-Radio Guide**

WEEKLY. 731 Plymouth Court, Chicago, Ill. Phone, Wabash 5050. Publisher, M. L. Annenberg; General Manager, Ed. Zoty; Editor, Curtis Mitchell; Associate Editor, Martin Lewis; Advertising Manager, Harry Hayden; Western Editor, Evans Plummer; Eastern Editor, Wilson Brown; Circulation Manager, Gilbert Keene. BRANCH OFFICES: 551 Fifth Ave., New York, N. Y., Phone, Murray Hill 2-4690; 9059 Sunset Blvd., Hollywood, Calif. Movie-Radio Guide is

a fan publication printed in 18 sectional editions covering the entire United States and Canada. It contains program schedules of all important stations in each area for the week in advance; news and gossip stories and pictures of movie and radio artists; reviews, etc.

**Moving Merchandise**

(Successor to Modern Advertising)

MONTHLY. 137 Wellington St., West, Toronto, Ont., Canada. Phone, WAverly 2711. Publisher, Charlton-Wrigley, Ltd.; Editor, D. E. A. Charlton; Business Manager, G. B. Wrigley. This publication is devoted to the improved selling of consumer goods and contains a special department, "Broadcast Promotion," which reports activities of radio stations and radio programs in Canada.

**Music Trade Review**

MONTHLY. 1270 Sixth Ave., New York, N. Y. Phone, Circle 7-5842. Editor, Glad Henderson; Executive Editor, Carleton Chace. Music Trade Review has a monthly department on radio, radio-combinations, records, etc., comprising news of the trade and merchandising articles for the benefit of the retail music merchant.

**The Music Trades**

MONTHLY. 113 West 57th St., New York, N. Y. Phone, Circle 7-0522. Publisher, John F. Majeski; Editor, William J. Dougherty; Vice-President, Morrison Swanwick. BRANCH OFFICES: 304 South Wabash Ave., Chicago, Ill. Phone, Harrison 4544. The Music Trades is devoted to reports of current activities and new developments among manufacturers and dealers of all kinds of musical instruments including radio and phonograph.

**Musical Advance**

MONTHLY. 100 West 57th St., New York, N. Y. Phone, Circle 7-3206. Publisher-Editor, Spencer B. Driggs; Advertising Manager, V. E. Matlack; Radio Editor, F. Barber. BRANCH OFFICES: Publisher has representatives in London, Paris, Berlin, Rio de Janeiro as well as the large cities in U. S. and Canada.

**Musical America**

TWENTY TIMES YEARLY. 113 West 57th St., New York, N. Y. Phone, Circle 7-0522. Publisher, John F. Majeski; Editor, Oscar Thompson; Advertising Manager, M. A. Swaab. BRANCH

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***Musical Courier***

TWICE MONTHLY. 119 West 57th St., New York, N. Y. Phone, Circle 7-4500. Publisher, Music Periodicals Corp.; Editor, Leonard Liebling; Managing Editor, Alfred Human; Chicago Correspondent, Rene Devries; Los Angeles Correspondent, Richard Drake Saunders. BRANCH OFFICES: 220 South Michigan Ave., Chicago, Ill., Rene Devries, Assoc. Editor; 5617 Hollywood Blvd., Hollywood, Calif., Richard Drake Saunders, West Coast Manager; 6 Square Leon Guillot, Paris, France, Irving Schwerke, European Chief of Staff. Review of better class musical programs throughout the world in each issue; comments on broadcast programs.

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***Musical Digest***

MONTHLY. 119 West 57th St., New York, N. Y. Phone, Circle 7-1124. Editor-Publisher, Pierre Key; Managing Editor, Irene E. Haynes. Musical Digest prints newsy notes and reviews on broadcasts of serious music as well as occasional comment on broadcasts by musical artists.

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***The Musician***

MONTHLY. 113 West 57th St., New York, N. Y. Phone, Columbus 5-0470. Editor, Nicholas De Vene; Publisher, Eugene Belier. The Musician publishes news and comments on happenings in the music world as well as educational and analytic articles regarding serious music.

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***Parts***

MONTHLY. 1270 Sixth Ave., New York, N. Y. Phone, Circle 7-5842. Editor, Glad Henderson; Advertising Manager, Charles H. Farrell; Circulation Manager, G. G. Lyon; Managing Editor, Daniel Webster; Merchandising Editor, Eugene Heslin. Parts is edited exclusively for radio parts and tube wholesalers and their sales staffs. It endeavors to cover all merchandising trends, new product developments and manufacturing merchandising policies.

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***Pick-Ups***

QUARTERLY. 195 Broadway, New York, N. Y. Phone, Cortlandt 7-7700.

Editor, Will Whitmore. This publication is a house organ of the Western Electric Co. and is distributed to customers of this company and of the Graybar Electric Co., to the personnel of broadcasting stations, police radio stations, aviation executives, schools, libraries and to others interested in all branches of commercial radio.

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***Printer's Ink***

WEEKLY. 185 Madison Ave., New York, N. Y. Phone, Ashland 4-6500. Publisher, Printers' Ink Publishing Co.; President, Roy Dickinson; Vice-President In Charge of Sales, Douglas Taylor; Editor, G. A. Nichols; Associate Editor In Charge of Radio, Eldridge Peterson; News Editor, Herbert L. Stephen. BRANCH OFFICES: 6 N. Michigan Ave., Chicago, Ill., Andrew M. Howe, Associate Editor, and Gove Compton, Manager; 326 West Third St., Los Angeles, Calif., Joseph W. Conrow, Manager. Printers' Ink uses articles about radio as an advertising medium and as related to merchandising and distribution; also news of personnel changes and spot news that will interest radio advertisers from a business point of view.

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***Printer's Ink Monthly***

MONTHLY. 185 Madison Ave., New York, N. Y. (For further information on personnel, addresses and editorial content see listing under "Printers' Ink.")

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***Proceedings of I. R. E.***

(Institute of Radio Engineers)

MONTHLY. 330 West 42nd St., New York, N. Y. Phone, Medallion 3-5661. Publisher, Inst. of Radio Engineers; Editor, Dr. Alfred N. Goldsmith; Business Manager, Harold P. Westman; Advertising Manager, John D. Crawford. The Proceedings is an engineering journal publishing technical paper on radio and allied subjects. Papers are published after review by two committees and the editor. Releases and other news cannot be used, but new commercial literature of engineering interest is listed each month.

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NINE ISSUES PER YEAR. 11 West 42nd St., New York, N. Y. Phone, Longacre 5-6622. Publisher, Radio Club of America, Inc.

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**Q S T**

MONTHLY. West Hartford, Conn. Publisher, American Radio Relay League; Editor, Kenneth B. Warner; Managing Editor, Clark C. Rodimon; Advertising Manager, F. Cheyney Beekley; Circulation Manager, David H. Houghton; Technical Editor, George Grammer. This publication is the official organ of the American Radio Relay League and is devoted to activities and developments in amateur radio.

**Radex**

BI-MONTHLY. Emerson, N. J. Publisher, The Radex Publishing Co.; Editor, Page Taylor. This publication is for the radio listener who is interested in listening to distant stations. It is of interest principally to DXers.

**Radio**

MONTHLY (except August and September.) 1300 Kenwood Rd., Santa Barbara, Calif. Phone, 4242. Published by Radio, Ltd. Publisher, K. V. R. Lansingh; Editorial Director, W. W. Smith; Editor, R. Dawley. This publication is devoted to technical and constructional material for the amateur and also information on experimental and high frequency radio; content does not touch on the business, entertainment or personal sides of radio.

**Radio Advertising Rates and Data**

MONTHLY. 333 No. Michigan Ave., Chicago, Ill. Phone, Randolph 5616. President, Walter E. Botthof; Executive Vice-President, Albert W. Moss; Vice-President-Assistant Treasurer, C. Laury Botthof; Secretary, Albert W. Moss, Jr.; Treasurer, R. A. Trenkmann. BRANCH OFFICES: 420 Lexington Ave., New York, N. Y., Phone, MOhawk 4-1220; 155 Montgomery St., San Francisco; 318 West Ninth St., Los Angeles. Radio station rates service revised and issued monthly.

**Radio Amateur Call Book**

QUARTERLY. 608 S. Dearborn St., Chicago, Ill. Phone, WABash 1903. Publisher, Radio Amateur Call Book Inc.; Editor, Harold A. Rensch; Circulation Manager, D. A. Schroeder; Advertising Manager, C. O. Stimpson. BRANCH OFFICES: 19 E. 47th St., New York, N. Y.; 10515 Wilbur Ave., Cleveland, Ohio; 4214 Country Club Drive, Long Beach, Calif. This publication contains up-to-date and

complete lists of all radio amateurs throughout the entire world.

**Radio-Craft**

MONTHLY. 20 Vesey St., New York, N. Y. Phone, REctor 2-9690. President and Publisher, H. Gernsback; Managing Editor, R. D. Washburne. BRANCH OFFICE: 520 N. Michigan Ave., Chicago, Ill. Phone, Superior 7306. This publication reports latest developments in the radio art, telegraphy and radio telephony, electronics, television, public address and facsimile, including servicing, trade news and technical descriptions.

**Radio Daily**

DAILY. 1501 Broadway, New York, N. Y. Phone, WISconsin 7-6336. Publisher, John W. Alicoate; General Manager, Donald M. Mersereau; Editor, M. H. Shapiro; Business Manager, Marvin Kirsch; Los Angeles Correspondent, Ralph Wilk; Chicago Correspondent, Frank Burke. BRANCH OFFICE: 6425 Hollywood Blvd., Hollywood, Calif.; Ralph Wilk, Manager. The National Daily Newspaper of Commercial Radio and Television.

**Radio & Electrical Retailer of Australia**

FORTNIGHTLY. 146 Foveaux St., Sydney, Australia. Phone FL 3054. Managing Editor, Oswald F. Mingay; Advertising Representative, J. Angus; Technical Editor, J. R. Edwards. BRANCH OFFICE: R. W. Pfeil. 239 Collins St., Melbourne, Victoria. A trade newspaper covering the radio and electrical manufacturing, wholesaling and retailing industries of the Commonwealth of Australia; also includes electrical information regarding refrigerators and domestic electric appliances. News releases, personal and general information regarding manufacturers, retailers, etc.

**Radio and Electrical Sales**

EVERY OTHER MONTH. 137 Wellington St., West, Toronto, Canada. Phone Waverly 2711. Publisher, Weston Wrigley; Editor, G. B. Wrigley; Advertising Manager, A. H. Boyd. A merchandising publication featuring window and store displays and advocating trade organization.

**Radio News**

MONTHLY. 608 S. Dearborn St., Chicago, Ill. Phone, Harrison 7300. Published by Ziff-Davis Publishing Co.

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Publisher, William B. Ziff; Editor, B. G. Davis; National Advertising Manager, Sanford L. Cahn; Managing Editor, Karl A. Kopetzky. BRANCH OFFICE: 381 Fourth Ave., New York, N. Y.; General Manager, J. Fred Henry. This publication is a technical radio magazine catering to the interests of the advanced listener, the radio amateur and embryo radio amateur, the short wave listener, experimenter, set constructor, serviceman, dealer and engineer.

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#### **Radio Reporter**

DAILY. New York Herald-Tribune Bldg., New York, N. Y. LOnacre 5-2754. Editor, Harry B. Brooks. Radio Reporter is an individualized daily news letter, reporting news and views as heard over the radio on any subject ordered by subscribers. It specializes in coverage of commentators, debates, speeches, etc., and on matters pertaining to industry, business, politics, labor relations and similar topics. Other services include checking for individual mentions and recordings.

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#### **Radio Retailing**

MONTHLY. 330 West 42nd St., New York, N. Y. Phone, MEdallion 3-0700. Published by McGraw-Hill Publishing Co. Vice-President and Publishing Director, Howard Ehrlich; Manager, Lee Robinson; Editor, W. W. Macdonald. BRANCH OFFICE: 520 N. Michigan Ave., Chicago, Ill., K. Groener; Radio Retailing is devoted to the selling and servicing activities of the radio dealer, serviceman and jobber. It is also widely read by radio manufacturing executives, engineers, purchasing agents and their sales representatives. The publication covers the news of the radio and home appliance industries, maintaining a permanent staff in the mid-west, on the west coast and in the east for news gathering and fact finding. Annually Radio Retailing presents a statistical review of the radio industry and at proper times publishes a directory of manufacturers, set specifications, etc.

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#### **Radio Review**

BI-MONTHLY (September to May inclusive). 113 West 57th St., New York, N. Y. Phone, Circle 7-4110. Publisher, Women's National Radio Committee; Executive Secretary, Ruth Rich. Radio Review carries comments on developments in radio; reviews of new and current programs; reports of activities of

the Women's National Radio Committee and its cooperating organizations. Its appeal is directed to radio listeners interested in raising the standards of programs.

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#### **Radio Showmanship**

MONTHLY. 11th at Glenwood, Minneapolis, Minn. Phone, BI. 6228. Publisher, Don Paul Nathanson; Managing Editor, S. H. Kaufman; Business Manager, William Huser; Field Editor, Norman V. Carlisle. Radio Showmanship is a medium of exchange bringing business men the promotion and program ideas of others in the same business field.

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#### **Radio Technician**

MONTHLY. 146 Foveaux St., Sydney, Australia. Phone, FL 3054. Managing Editor, Oswald F. Mingay; Editor, J. R. Edward; Advertising, Colin Mingay. BRANCH OFFICE: R. W. Pfeil, 239 Collins St., Melbourne, Victoria. Radio Technician publishes radio service data and circuits of radio receiving sets.

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#### **Radio-Telephone-Telegraph**

NON-PERIODIC (approximately 125 issues a year). Department of Commerce, Washington, D. C. Phone, District 2200, Extension 2371. Chief, Electrical Division of the Bureau of Foreign & Domestic Commerce, John H. Payne; Editor, Lawrence D. Batson. BRANCH OFFICES: 33 offices of the Bureau of Foreign & Domestic Commerce in U. S. cities. Each issue of Radio-Telephone-Telegraph provides information for an individual foreign country with respect to (a) public and private services for the transmission and reception of intelligence by radio or other electrical means; (b) the companies, authorities, agencies providing such service; (c) and the commodities, apparatus and accessories utilized to accomplish that service. The principal services are, broadly aural and television broadcasting, radio and wired telephone, telegraph and facsimile, cable and aids to air and marine navigation.

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#### **Radio-Television Journal**

MONTHLY. 1270 Sixth Ave., New York, N. Y. Phone, Circle 7-5842. Publisher, Henderson Publications Inc.; Editor, Glad Henderson; Associate Editor, Daniel Webster. CHICAGO OFFICE: 664 N. Michigan Ave., Chicago, Ill. (Western Representative, Richard J. Burrill).

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**Radio and Television**

MONTHLY. 99 Hudson St., New York, N. Y. Phone, Walker 5-0730. Editor and Publisher, Hugo Gernsback; Managing Editor, H. W. Secor; Secretary, Harriet Kantro. The editorial policy of this publication includes the reporting of radio and television news items with photos, interviews with prominent radio and television engineers, description of new inventions in radio and featuring, particularly, constructional articles on radio and television receivers and transmitters.

**Radio and Television Mirror**

MONTHLY. 122 East 42nd St., New York, N. Y. Phone, LEXington 2-9050. Publisher, Macfadden Publications, Inc.; Editor, Fred R. Sammis; Executive Editor, Ernest V. Heyn; Assistant Editor, Belle Landsman; Los Angeles Correspondent, Elaine Osterman; Advertising Manager, Walter Hanlon. BRANCH OFFICES: 221 North La Salle St., Chicago, Ill., Manager, C. H. Shattuck; 420 Market St., San Francisco, Calif.; 7751 Sunset Blvd., Hollywood, Calif. News and pictures of stars and shows; fictionization of radio serials; reprints of outstanding and important broadcasts; biographies; program listings.

**Radio and Television Weekly**

WEEKLY. 99 Hudson St., New York, N. Y. Phone, WA 5-2576. Publisher, Edward H. Davis; Editor, Cy Kneller; Advertising Manager, Sidney E. Davis. Radio and Television Weekly publishes news of the radio, television and phonograph record industries (manufacturing and merchandising of products).

**Radio Today**

MONTHLY. 480 Lexington Ave., New York, N. Y. Phone, PLaza 3-1340. Publisher and General Manager, M. Clements; Editor, Orestes H. Caldwell. Publication devoted to dealers, manufacturers, service men and distributors.

**Radio Trade Annual and Service Manual**

YEARLY. 146 Foveaux St., Sydney, Australia. Phone, FL 3054. Managing Editor, Oswald F. Mingay. BRANCH OFFICE: 239 Collins St., Melbourne, Victoria. Radio Trade Annual is an Australian yearbook giving practically all the information required by radio manufac-

turers, distributors and servicemen for reference purposes.

**Radio Trade-Builder**

MONTHLY. 347 Adelaide St., West, Toronto, Ont., Canada. Phone, Adelaide 6261. Publisher Hugh C. MacLean Publications Ltd.; Editor, T. C. Van Alstyne; National Advertising Manager, John T. Rochford. BRANCH OFFICES: 2118 Bleury St., Montreal, Que., Canada; 75 East Wacker Drive, Chicago, Ill. This publication reports general trade news of interest to radio dealers and servicemen, jobbers and manufacturers, radio engineers, broadcasting stations, etc. It also contains merchandising and service articles of interest to retail radio trade.

**Radio Varieties Magazine**

MONTHLY. 1056 West Van Buren St., Chicago, Ill. Phone, Mon. 8156. Publisher, F. L. Rosenthal; Editor, Wilton Rosenthal. Radio Varieties is national publication devoted exclusively to the "fan" interest in radio. It prints intimate stories and pictures about radio personalities.

**RCA Review**

QUARTERLY. 75 Varick St., New York, N. Y. Phone, Walker 5-3721. Publisher, RCA Institutes Technical Press; Editors, Charles J. Pannill, Chairman of the Board of Editors; Ralph R. Beal; Dr. H. H. Beverage; R. S. Burnap; Irving F. Byrnes; Dr. Alfred N. Goldsmith; Harry G. Grover; O. B. Hanson; Horton H. Heath; Charles W. Horn; Willson Hurt; Dr. Charles B. Jolliffe; Frank E. Mullen; E. W. Ritter; Charles H. Taylor; Arthur F. Van Dyck; C. S. Anderson, Secretary of Board of Editors. RCA Review aims to present a record of outstanding developments of the laboratories of the Radio Corporation of America in radio and associated electronic subjects.

**Sales Management**

SEMI-MONTHLY. 420 Lexington Ave., New York, N. Y. Phone, MOhawk 4-1760. Publisher and Editor, Raymond Bill; Executive Editor and General Manager, Philip Salisbury; Advertising Manager, Merrill V. Reed. BRANCH OFFICES: 333 N. Michigan Ave., Chicago, Ill., Phone State 1266, C. E. Lovejoy, Manager; 29 East de la Guerra, Santa Barbara, Calif., Phone, 6405, Warwick S. Carpenter, Manager. Sales Management's editorial front is a broad one, embracing all the

phases of general management, market analysis, operation of the sales force, use of advertising media and other sales tools, advertising agency relations, consumer research, product design, etc., which fall within the limits of the responsibility of the Director of Sales of a business concern. Specifically this publication publishes from time to time articles on the use of radio as an advertising medium; stories (in the Media Department) on the latest news in radio and network development; histories of stations' and networks' growth. The publication issues an annual survey of buying power in April for the purpose of presenting statistical information for evaluating markets. Survey provides data on current family and per capita income by counties, cities and states, together with estimates on retail sales and other market factors for all population units.

**Service**

MONTHLY. 19 East 47th St., New York, N. Y. Phone, PLaza 3-0483. Publisher, Bryan Davis Publishing Co.; Editor, R. G. Herzog; Business Manager, B. S. Davis; Advertising Manager, Paul S. Weil. Circulates among distributors of radio parts and accessories, radio set distributors, distributors of public address equipment and all types of sound apparatus; service organizations specializing in radio and allied industries; service departments of radio set and parts distributors and dealers, department stores, radio set manufacturers, public address manufacturers, and kindred lines; radio dealers, sporting goods, music and automotive stores as well as other retailers handling radio and television; independent radio service men and service engineers.

**Southern Advertising and Publishing**

MONTHLY. 75 Third St., N. W., Atlanta, Ga. Phone, VErnion 6646. Editor-President, Ernest Abernethy; Business Manager, Charles Fram; Managing Editor, Ray Warwick. Southern Advertising and Publishing runs a regular monthly department of radio news, chiefly the activities of the business and advertising executives of southern broadcasting stations, plus some news of the networks that relate to southern advertisers or stations or are of special interest. Publication is read by southern radio executives, advertisers, agencies and newspapers.

**Standard Rate and Data Service**

MONTHLY. 333 No. Michigan Ave., Chicago, Ill. Phone, Randolph 5616. President, Walter E. Botthof; Executive Vice-President, Albert W. Moss; Vice-President and Assistant Treasurer, C. Laury Botthof; Secretary, Albert W. Moss, Jr.; Treasurer, R. A. Trenkmann. BRANCH OFFICES: 420 Lexington Ave., New York, N. Y., Phone, MOhawk 4-1220; 155 Montgomery St., San Francisco; 318 West Ninth St., Los Angeles. Advertising rate service for publication field revised and issued monthly.

**Tide**

SEMI-MONTHLY. 232 Madison Ave., New York, N. Y. Phone, ASHland 4-3390. President and Publisher, David Frederick; Editor, Ellen Hess; Radio Editor, Reginald T. Clough; Vice-President, J. E. West; Los Angeles Representative, R. J. Birch. BRANCH OFFICES: 734 Little Bldg., Boston, Mass., Arthur F. Chapin; 360 N. Michigan Ave., Chicago, Ill., J. E. West; 846 South Broadway, Los Angeles, Calif., R. J. Birch; 155 Sansome St., San Francisco, Calif., R. J. Birch. Report radio news of interest to agency executives and advertisers.

**Variety**

WEEKLY. 154 West 46th St., New York, N. Y. Phone, BRyant 9-8153. Publisher, Sid Silverman; Editor, Sid Silverman; Radio Editor, Robert J. Landry; Business Manager, Harold Erichs; Advertising Manager, Don Wilson. BRANCH OFFICES: 54 W. Randolph St., Chicago, Ill., Hal Halperin; 1708-10 No. Vine St., Hollywood, Calif., Arthur Ungar.

**Variety Daily**

DAILY. 1708 North Vine St., Hollywood, Calif. Phone, Hollywood 1141. President, Sid Silverman; Editor, Arthur Ungar. BRANCH OFFICES: See listing under Variety Weekly.

**Western Advertising**

SEMI-MONTHLY. 564 Market St., San Francisco, Calif. Phone, GARfield 8966. Editor and Publisher, Ramsey Oppenheim; Assistant Publisher, R. S. Oppenheim; N. Y. Correspondent, L. V. Hohl; BRANCH OFFICES: Graybar Bldg., New York, N. Y.. L. V. Hohl, N. Y. Manager. New developments in radio generally and reporting news of western accounts and stations from a commercial angle.

# YOUR RADIO LIBRARY

*A comprehensive and important selection of books on Radio and Television. Appended is a listing of informative literature published and available through National Broadcasting Company, Columbia Broadcasting System and Mutual Broadcasting System.*



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**Understanding Opera.**

**Very Rich.**

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**When the Advertising Dollar Goes To Work In Newspapers, Magazines and Radio.**

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 Award And Reward.  
 Coverage: Maps and Market Data of the  
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 A Day In the Life of Ray D. O'Dollar  
 Floodlight And Searchlight  
 The Greeks Used a Wooden Horse.  
 A Guinea Pig Goes To Town.  
 Hollywood Moves East.  
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 How Big Is a Rubber Band.  
 The Human Element In a Sheet of Steel.  
 Mutual Educational Bulletin  
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 Napoleon's Boots.  
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 Some Think Them Sacred.  
 Study In Ups and Downs.  
 Take Your Choice.  
 We Suspect.

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 Better To Perform.  
 How Schools Can Use Radio.  
 It Looks From Here.  
 Listening To Learn.  
 Meet Edward Weeks.  
 Music For Education.  
 NBC Interprets Public Service.  
 NBC Presents (Monthly).  
 Partnership of Religion And Radio.  
 Radio Magic.  
 RCA Television.  
 Streamline Journal.  
 The Church In The Sky.  
 Travelling Cook.  
 Women, Children and Radio.  
 Working Manual of Program Policies.

### **NBC SALES PROMOTION**

It's Not Done With Mirrors.  
 Joint Committee Study of Rural Radio  
 Ownership And Use In The Use.  
 Let's Look At Radio Together.  
 Merchandising Your Radio Program.  
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 Radio Station Coverage, Day And Night.  
 Something Old, Something New.  
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### **NBC RADIO-RECORDING DIVISION**

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 NBC Thesaurus Sales Manual.  
 NBC Syndicated Recorded Programs—Pre-  
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 Agent K-7 Returns, Heart Throbs of the  
 Hills, Listeners' Club, Betty and Bob, Car-  
 son Robison and His Buckaroos, Time  
 Out, etc.  
 Two People With Millions of Friends  
 (Betty and Bob).

### **GUEST RELATIONS**

Radio City, New York, Broadcasting & Tel-  
 evision Tours Booklet.  
 NBC Radio City Hollywood Studio Tour  
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America's Town Meetings of the Air.  
 American Pilgrimage.  
 Citizens All.  
 Great Plays.  
 Handbook of Listeners' Aids.  
 Household Hints.  
 NBC Music Appreciation Hour.  
 Man and the World.  
 Pageant of Art.  
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 Your Job—Getting It And Growing In It.



# FEDERAL COMMUNICATIONS COMMISSION



*Personnel*

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*Technical Progress  
Survey*

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*Station Application  
Procedure*

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*Administrative Procedure*

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*Regulations*

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*Etc.*

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**Headquarters: New Post Office Building, Washington, D. C.**

*Personnel as of January 1st, 1941*

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# THE TECHNICAL PROGRESS OF RADIO IN 1940

By

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*Assistant Chief Engineer of  
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and

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**T**HE year 1940 is particularly significant in the history of the broadcasting art due to the several major advances in technical phases of broadcasting and their application to the service of the public. In the standard broadcast service the ratification by all parties of the North American Regional Broadcasting Agreement, which provides for an orderly allocation of broadcast facilities between the North American countries, was the most important development. An increase in the number of stations authorized from 814 on January 1 to 882 on December 31, and a large increase in the number of directional antennas utilized by standard broadcast stations were the results of extensive technical planning of great importance to the industry. A high frequency broadcast service (FM broadcasting) which has been under development for a number of years made its advent as a service to the public employing wide band frequency modulation. Television, having been in the laboratory as the major developmental problem of the industry for some time, emerged with promise of a limited service to the public. The international broadcast service witnessed the advent of new rules which required increased transmitter power and the use of efficient directional arrays to concentrate the available energy in the desired direction and provide a more reliable service conveying American good will and better understanding to other portions of the world.

## North American Regional Agreement

By far the most important development to effect the standard broadcast during 1940 was the ratification by Mexico on March 29 of the North American Regional Broadcasting Agreement, which made the Treaty valid. This Treaty is discussed in Mr. Gross' article, "A Review of International Affairs—1940," appearing in this RADIO ANNUAL. Although the Treaty would have been practically impossible of conclusion without the extensive use of directional arrays to provide mutual protection to the service of stations on shared channels, the number of such antennas increased rapidly during 1940 for reasons largely independent of the Treaty. These directional arrays make it possible to provide for a larger number of broadcast services without undue interference with existing services and in certain instances to concentrate service in desired densely populated areas. During the year the Federal Communications Commission issued 88 authorizations contemplating the installation of directional antennas at stations not so equipped previously, and on December 31, 1940, of the 882 broadcast stations in operation or authorized within the United States 186 were using or constructing directional radiating systems.

Last year there occurred the greatest increase in the use of directional radiating systems since the first such array was installed in 1932. There was also a greater increase in the number of standard broadcast stations than during any year since 1926.

## New Standards of Good Engineering Practice

The application of the modifications in the Commission's rules and allocation practices incorporated in the new rules and the Standards of Good Engineering Practice, which became effective August 1, 1939, was responsible to a considerable extent for providing an increase in service of regional and local stations by permitting increases in night operating power and by permitting additional stations to be assigned to regional and local channels. The rules also provided for the operation of unlimited time secondary stations on certain of the clear channels. As most of these stations serve concentrated urban populations, all of these developments tended toward a greater preponderance of primary service and a larger choice of programs in the urban areas.

The demand for facilities, particularly in urban areas of the northeastern por-

tion of the United States, has exceeded the supply of such facilities even though an increase was provided by the change in the rules. At the end of the year the Commission had pending before it several proposals which involve the operation of unlimited time secondary stations on clear channels which were each reserved by the rules for the exclusive use of one high powered broadcast station designed to provide secondary rural service at night. Millions of isolated rural and small community listeners remote from primary broadcast service are dependent for their broadcast service on these secondary signals. These proposals to duplicate the clear channels, all involve a further concentration of primary broadcast services in the urban areas, at the expense of, in most cases, the present service or future improvement of service to the sparsely settled rural areas. There was a significant trend toward licensing of regional stations (Class III-B) in small remote urban centers, but so far as rendering primary service to all of the rural areas, the merest dent was made in such areas. This whole matter has been the subject of extensive study and such documents as the report of the committee of the Commission which held hearings during June, 1938, and the majority and minority opinions of the Commission in connection with the application of Station WHDH for unlimited time shed much light upon the matter.

### Technical Developments

Several other developments took place in the technical phases of station operation, which, although not directly realized by the listener, are well worth mentioning. Manufacturers further perfected the low temperature quartz crystal for automatic frequency control which will enable stations to operate in better compliance with the Commission's amended requirement which requires that all transmitters be able to maintain their assigned frequency within plus or minus 20 cycles after January 1, 1942, and that all new equipment which was installed subsequent to January 1, 1940, shall be capable of maintaining this tolerance. While for years the frequency maintenance of broadcast stations has been so good that no station even changed position on your dial (except due to defects in the receiver), the new frequency reduces interference that would otherwise result between stations on the same channel. Accompanying the improvements in auto-

matic frequency control were improved frequency monitors for checking station operating frequencies as required by the rules. Inverse feed back or degenerative feed back was applied to a greater extent to broadcast transmitting equipment and it saw the first general application to the speech amplifier equipment in studios. The net result is an overall improvement in frequency response and a material reduction in audio harmonic distortion. This all means better fidelity of the program for those listeners who have receiving sets that compare in fidelity to the present transmitters.

A development of real importance to the high powered stations which heretofore employed one or more water cooled tubes with the attendant service requirements of the water cooling system, pumps, et cetera, was the perfection of high powered air cooled transmitting tubes.

A large number of stations employing directional antennas have installed phase monitors which enable operating personnel to maintain the adjustment of an array with much greater accuracy than was previously possible before the advent of these instruments. A general improvement has been noted in the technical efficiency of antennas accomplished through the installation of better ground systems, higher antenna structures, and the trend toward narrow base towers.

### High Frequency Broadcast Service

The Commission recognized the utility of a high frequency broadcast service employing wide band frequency modulation, and, as a result of a hearing held during March, 1940, adopted rules establishing a high frequency broadcast service which became effective June 22, 1940. These rules establish forty 200 kilocycle channels (five channels for non-commercial educational stations) for a high frequency broadcast service in the band of 42,000 to 50,000 kilocycles. The rules involve an entirely new technical concept of the service of broadcast stations in that the service of all stations in a particular community will be approximately the same in so far as both signal intensity and area to which service is provided is concerned. The concept of trade areas has been introduced in order to tailor the service of the stations to a center of the population and the area tributary socially and economically to that center of population. In other words, the Commission is endeavoring to inte-



grate the service provided by high frequency broadcast stations to fit the social and economic spheres of influence of the center of population in which the station is to be located. The fact that the service areas of all stations in a particular center of population will be practically co-extensive will eliminate from the elements of competition between such stations, many of the inequalities which exist between stations in the standard broadcast band by reason of large differences in coverage and signal intensity caused by differences in power, propagation, interference, et cetera.

The rules, however, provide for three general classes of high frequency broadcast stations to meet the requirements of three types of areas. Twenty-two channels were reserved for stations serving basic and limited trade areas with populations of more than 25,000 each. Six channels are allocated to stations with service areas containing less than 25,000 persons. Seven channels are allocated for the third class stations proposing to serve large rural areas of at least 15,000 square miles which cannot be conveniently provided with service by stations in limited or basic trade areas and to provide service under special circumstances to two or more limited or basic trade areas. This class of station is particularly effective where a high elevation above the surrounding area is available.

The technical requirements with respect to the equipment to be used by high frequency broadcast stations are such that the fidelity of transmission and potential reception, both as to distortion and frequency range, are well beyond the capabilities of any but the most expensive custom built broadcast receivers (none now available on the open market) to reproduce at the present time. Such operation will permit of and encourage the development and use of receiving equipment capable of the best fidelity of reproduction which the industry is capable of producing. Due to the sky wave propagation characteristics of the frequencies utilized by the high frequency broadcast stations, there will be no difference in the area which can be served during daytime or nighttime hours such as now exists with standard broadcast stations.

The use of wide band frequency modulation will permit of the operation of stations with lesser mileage separations than would be possible with amplitude

modulation. This means many stations can be assigned the same channel.

Several manufacturers now make transmitters for the high frequency broadcast service which became available during the year. Shortly before the conclusion of the year the Commission held a conference in Washington for the purpose of standardizing the ratings and characteristics of the transmitting equipment for this new service.

On December 31, 1940, construction permits had been issued for 25 high frequency broadcast stations and the Commission had approximately 50 additional applications pending at the close of the year. That is, during the year 1940 all of the necessary steps from laboratory development to actual delivery of programs of a new adjunct to the radio service as an instrument of public benefit was an accomplished fact. Thus, the number of broadcast stations may be increased substantially, but unfortunately the service will not be principally to large rural areas and all existing receiving sets must have an expensive adaptor (\$49.95 for a popular model) added to obtain the new service.

## Television

Television, long heralded as the next important contribution of the radio industry to the technological society of today, encountered rather a stormy year. This problem child of broadcasting was at its best during 1940! Although it was much closer to being an established fact as a service to the public at the close of the year than on January 1, 1940, there are still problems to be encountered. As a result of extensive field tests made by several of the radio groups which have been engaged in the technical development a television, a committee of the Commission was appointed to investigate the service and coordinate the results of the field tests and the regulatory duty of the Commission. Their report proposed rules tentatively adopted by the Commission on December 22, 1939, permitting the introduction of a television broadcast service to the public on a limited commercial basis and providing for further research and development. The development would extend to both the technical phases of the art and the very important problems of program building. A hearing on these rules was held in Washington during January, 1940, and as a result thereof the Commission adopted rules providing for two classes of television

broadcast stations, one of which would provide a program service for public consumption with provision for the licensee to be reimbursed (if there be a sponsor) for program expenses by commercial advertisers.

As a result of promotional activity in receivers using certain standards which the Commission believed to be detrimental to the future technical advances in the television broadcast art, as well as possible rapid obsolescence of receivers purchased by the public, these rules were set aside and a further hearing held on April 8, 1940. This hearing developed a detailed study of the question of engineering standards and the effect of television systems upon receivers, transmitters, present acceptance of television, obsolescence, and technical progress. The Commission then adopted rules embodying the principles arrived at pursuant to the April hearing (abolished the two classes of stations, eliminated limited commercial operation, restricted programming and intensified research on standards). As a result of the requirements for intense research on standards, the National Television Standards Committee was formed and charged with making a detailed study of the problems of a standard system of television transmission which should be adopted for service to the public. At the conclusion of the year it was anticipated that the report of this committee would be available during January 1941.

A significant development in the art of television has been the intricate work of the National Television Standards Committee. Also, a significant but complicating angle has been added by the development and demonstration by the Columbia Broadcasting System of a practical color television system. This system makes possible the reproduction within the home of a color picture having a very satisfactory range of colors throughout the visible spectrum and providing what appears to be greater detail in the reproduced picture than that possible with the conventional black and white system employing shades of gray to represent different colors and to provide contrast between obstacles being televised. This apparent improvement is possible without any accompanying increase in the frequency band required

for the transmission of such pictures. The problem of sufficient light with color and the actual (but not apparent) loss of detail in the 6 megacycle channel are worthy of study. Certainly the value of color in television must not be sidetracked or lost.

In order to provide sufficient television channels to partially satisfy the demand for such facilities that was indicated at the hearings and by the applications filed with the Commission, it has been necessary to utilize the 6 mc channels above 160 mc. The limitation upon the amount of radio frequency power which could be generated by known methods at these frequencies was such that there was considerable hesitation on the part of the industry in accepting these high frequency television channels as being of value at this time. Consequently, the development during 1940 of transmitting tubes which make possible the generation of radio frequency power in sufficient amounts and with such efficiency that television or other transmission is possible outside of the laboratory is another significant advance.

Other developments include portable television pickup equipment carried in suitcase size units, the development of a new pickup tube having greater sensitivity than any previously available, and the electron microscope which is an offshoot of television development.

### **International Broadcast Service**

International broadcast service during 1940 was affected mostly by technological changes intended to improve the signals provided by the stations in the foreign countries to which the services are directed. This improves the competitive position of these signals as compared to the services provided international broadcast stations in other countries. This effort has been directed particularly to the countries of South and Central America with which the United States is vitally concerned in the creation of good will from the standpoint of neighborliness, commerce, and national defense. The new rules require the use of not less than 50 kilowatts power and directional transmitting arrays to concentrate the energy in the desired directions so as to give the equivalent service of 500 kilowatts. This makes our stations in a

position to compete favorably (in many cases better) in signal intensity than other countries. In the promotion of good will and understanding between the countries of the Western Hemisphere through the use of radio, the United States relies upon international broadcast stations operated by private organizations. These stations carry programs originated expressly for the international broadcast service or obtained from selected programs from domestic service. During the year an increased amount of stress was placed by the operating groups upon the preparation of unique programs designed for general and wholesome appeal to the listeners in the country to which the signals were directed. The manner in which the international broadcast service is conducted may have an important bearing upon the friendly relations between the American countries in the future.

### **Relay Stations**

The year 1940 saw an increase to over 500 in the number of relay broadcast stations used for program pickup in the absence of wire lines and for mobile use to cover parades, athletic contests and other special events which are unique in their requirements. At the close of the year there was considerable interest in a new service employing frequency modulation to provide a high fidelity audio program link (to supersede wire lines of less fidelity) between studio and transmitter.

### **Facsimile**

Interest which had been evidenced on the part of the licensees of the number of standard broadcast stations having special experimental authorizations for facsimile and the licensees of facsimile broadcast stations appears to have waned considerably and at the end of 1940 there was little activity in connection with a facsimile broadcast service to the public. The rules governing the high frequency broadcast service (FM) provide for the multiplex facsimile signals with the high

frequency broadcast program providing the maximum frequency swing of plus and minus 75 kilocycles is maintained for the audio signal. However, there appeared to be certain technical problems with respect to this multiplex operation, particularly as concerned with the possibility of cross modulation (interference) between the facsimile and aural programs in receivers designed to accept not more than a 150 kilocycle band and without regard to the future multiplex facsimile. These matters will have to be made the subject of laboratory and field investigation before a solution of this problem can be reached, but unless this problem is properly taken care of in the receiver design now, "it is later than you think" for multiplex facsimile.

### **Developmental Broadcast Stations**

The licensees of developmental broadcast stations continue to use them in connection with the design of new equipment and improvement of existing transmitting equipment. One licensee of a new developmental broadcasting station is conducting experiments in connection with a "polyphase" system of broadcasting. This involves the use of a five element array and modulation of the signal is accomplished by placing the carrier on the center element and side bands on the four surrounding elements. This system offers possible economies in both equipment and power consumption, particularly for powers well above 50 kilowatts.

For the first time developmental broadcast authorizations were issued to recognized engineers for use in site surveys, thus eliminating the requirement that the broadcast licensee obtain special experimental authorization to conduct site surveys and permitting site surveys where necessity requires prior to the granting of an authorization for a standard broadcast station.

Our prediction is that 1941 will be a continuation of 1940 without abatement as to continued technical progress in broadcasting.



# BROADCAST APPLICATION PROCEDURE

*A summary of the procedure in applying for a station in the broadcast services as followed by the Federal Communications Commission*

Any person, firm, corporation, educational, or other group legally qualified may apply to the Federal Communications Commission for radio-broadcast facilities in any locality. Formal application for a standard broadcast station construction permit is submitted in duplicate direct to the Commission on Form 301, which is obtainable on request. Applicants for FM (frequency modulation) stations use Form 319, which applies to high-frequency broadcast stations.

## Time Requirements

Each construction permit must specify a maximum of 60 days from date of grant thereof as the time within which construction of the station shall begin, and a maximum of 6 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.

The time required for an application for a new broadcast station to go through the necessary routine varies with individual cases. In the case of a purely local station, where no interference is involved, the time can be as short as 4 to 6 weeks, providing that the application is accurately and completely filled out and all the required exhibits are appended. However, where interference and formal objection by other stations enter, a longer time is necessary.

Where the Commission, upon examination of a particular application, is unable to reach determination that a grant will serve the public interest, the case is designated for formal hearing upon specific issues, and all persons having an interest in the matter are given opportunity to be heard. Under present procedure, after a hearing has been held the parties are permitted 20 days in which to file supporting statements. The Commission then issues its Proposed Findings of Fact and Conclusions, and the parties are allowed 20 days thereafter to file exceptions and to request oral arguments before final decision is rendered. In the event that no exceptions or requests for oral argument are received, the Commission issues an order

adopting and making effective its proposed decision. This is the final determination unless there is litigation.

## Equipment Tests

Upon completion of construction of a radio station the permittee is authorized to test the equipment for a period not to exceed 10 days. The inspector in charge of the district in which the station is located, as well as the Commission, are notified 2 days in advance of the beginning of equipment tests. When construction and equipment tests are completed, and after application for regular station operating license has been filed with the Commission (Form 302 for standard broadcast and Form 320 for high frequency broadcast) the permittee is authorized to conduct service or program tests for a period not to exceed 30 days, again advising the Commission and inspector in charge 2 days in advance of the beginning of such tests.

Broadcast stations are licensed for a period of 1 year. Requests for renewal of license are made on special forms.

The approximate cost of constructing a 100-watt standard broadcast station (the minimum power capable of rendering appreciable public service) is, roughly, between \$5,000 and \$8,500. High frequency (FM) stations cost somewhat more.

## Public Interest Requirements

In the public interest, the Commission does not license stations to broadcast recordings exclusively.

Broadcast station licenses are denied corporations "of which any officer or director is an alien or of which more than one-fifth of the capital stock is owned of record or voted by aliens or their representatives."

The Commission exacts no fee or other charge in connection with radio licensing. Unlike telephone and telegraph, a radio-broadcast station is not deemed a common carrier under the Communications Act. No standard tariffs apply. While certain specific prohibitions are imposed by the Act, the Commission is given no general censorship powers over broadcast programs.

# — ADMINISTRATIVE — PROCEDURE OF F.C.C.

*A summary of the administrative procedure of the Federal Communication Commission reviewing its duties and activities, the administrative setup, departments and their functions.*

## Commission

The Federal Communications Commission is composed of seven Commissioners appointed by the President, subject to Senate advice and confirmation. The President also designates the Chairman. The normal term of a Commissioner is seven years. A Commissioner is not permitted to engage in any other business during such tenure. Under terms of the creative act, "not more than four Commissioners shall be members of the same political party."

The Commission functions as a unit in administrative matters. It retains direct supervision of all activities but delegates certain routine responsibilities. Committees, consisting usually of three members, have made special studies and supervised particular undertakings. A case in point was the report last June by such a committee which investigated chain broadcasting methods. As a result of two years of inquiry, this committee rendered a 13,000-page report. The latter was based upon more than 10,000 pages of testimony and nearly 800 exhibits, obtained largely through hearings which continued for 73 days.

The Commission normally holds at least two en banc meetings each week. On Tuesdays it acts on various matters relating to radio, and telegraph and telephone. At such time the Commission considers—

Applications for construction permits for new stations or modifications of existing construction permits or licenses involving changes in frequency, power, transmitter and studio sites, or change in name of licensee.

Applications for voluntary or invol-

untary control of company or corporation holding license.

Petitions for rehearing.

Dismissal of applications.

Retiring of applications to closed files.

Adoption of new rules or amendments to existing rules.

Suspension of amateur or operator licenses.

Authority to supplement existing facilities or telephone or telegraph companies.

Extension of temporary authority to common carriers to communicate with foreign countries.

Other common carrier matters, such as investigation and suspension of tariffs.

Admissions to practice.

On Wednesdays the Commission acts on docket cases, that is to say, cases which have been accorded public hearings. Where the Commission, upon examination of a particular broadcast application, is unable to determine that a grant will serve the public interest, the case is designated for formal hearing upon specific issues, and all persons interested are given opportunity to be heard. After a hearing has been held, "Proposed Findings of Fact and Conclusions" are issued by the Commission. The parties are allowed additional time in which to file exceptions and to request oral argument before final decision is made. If no exceptions or requests for oral argument are received, the Commission generally issues an order adopting and making effective its proposed decision. If exceptions are filed, the Commission may, after oral argument, affirm,

modify, or reverse the proposed findings. This is the final determination unless there is a petition for rehearing or unless there is litigation.

### Special Commission Board

Increased duties have caused the Commission to abandon its former practice of dispensing with en banc meetings for a month in summer. During vacation and at any time when a quorum of the Commission is not present the Commission continues to function under Administrative Order No. 3, effective last July, which contains these provisions:

"Whenever the Chairman or Acting Chairman of the Commission shall determine a quorum of the Commission is not present, he is authorized to place the following provisions in effect for the period during which a quorum of the Commission is not present:

"(1) There is hereby assigned and referred to a Board consisting of all members of the Commission present and able to act, all work, business, or functions of the Federal Communications Commission arising under the Communications Act of 1934, as amended, except that portion of the work, business, or functions of the Federal Communications Commission assigned and referred to the respective Boards and individual Commissioners as provided in Administrative Order No. 2, as amended; **Provided, however**, that this authority shall not extend to investigations instituted upon the Commission's own motion or, without consent of the parties thereto, to contested proceedings involving the taking of testimony at public hearings, or to investigations specifically required by the Communications Act of 1934, as amended.

"(2) The Board created by subparagraph (1) acting by a majority thereof, shall have power and authority to hear and determine, order, certify, report, or otherwise act as to any of said work, business, or functions so assigned or referred to it, and in respect thereof shall have all the jurisdiction and powers conferred by law upon the Commission, and be subject to the same duties and obligations. Any order, decision, or report made or other action taken by said Board in respect to any matters so assigned or referred shall have the same force and

effect, and may be made, evidence and enforced in the same manner as if made, or taken by the Commission.

"(3) Any party affected by any order, decision or report of said Board may file a petition for rehearing by the Commission, as provided by Section 1.271 of the Commission's Rules of Practice and Procedure, and every such petition shall be passed upon by the Commission."

### Commissioners

In addition to en banc meetings, the Commissioners individually preside at particular hearings when designated to do so by the Commission. Each month the Commissioners, in rotation, are allocated other specific duties. These assignments are changed, thus permitting each Commissioner to be directly informed on various phases of Commission activity, at the same time conserving the principal portion of each Commissioner's time for consideration of matters involved in action by the Commission as a whole. In any month one Commissioner will act upon applications for requests for special temporary broadcast authorizations. Another will consider motions or petitions in cases designated for formal hearing, final disposition of which is, of course, reserved for the Commission as such.

Such authorization is covered by the following part of Administrative Order No. 2, which went into effect last year:

"A Commissioner, to be named by subsequent supplements to this Order, is hereby designated to hear and determine, order, certify, report or otherwise act upon:

(a) except as otherwise ordered by the Commission, all motions, petitions or matters in cases designated for formal hearing, including motions for further hearing, excepting motions and petitions requesting final disposition of a case on its merits, those having the nature of an appeal to the Commission, and those requesting change or modification of a final order made by the Commission; **provided**, however, that such matters shall be handled in accordance with the provisions of Sections 1.251 to 1.256, inclusive, of the Commission's Rules of Practice and Procedure; **provided further** that when one or more members of the Commission have been designated to preside at a hearing such

Commissioner or Commissioners shall be authorized and empowered to fix the time and place such hearing shall be held; and such motions, petitions, or matters arising in connection with such hearing shall be handled by the Commissioner or Commissioners designated to preside, subject to the provisions of Sections 1.232, 1.252, 1.254, 1.255, and 1.256 of the Rules of Practice and Procedure; **provided further** that in the absence of the individual Commissioner designated to preside at a hearing, or his inability to act or pass upon such preliminary matters, they shall be referred to the presiding officer of the Motions Docket.

(b) the designation pursuant to the provisions of Sections 1.231 to 1.232 of the Commission's Rules of Practice and Procedure of officers, other than Commissioners, to preside at hearings.

"Any party affected by any order, decision, or report of any individual, board, or individual Commissioner, to whom authority is delegated under the provisions hereof, may file a petition for rehearing, as provided by Section 1.271 of the Commission's Rules of Practice and Procedure, before the Commission, and every such petition shall be passed upon by the Commission."

### Departments

In considering all types of cases the Commission is aided by recommendations of its technical and administrative units. The staff consists of four departments:

The Law Department handles litigation and the legal aspects of licensing, regulation, and general administration, including legislation, rule-making and international matters, and conduct of investigations.

The Engineering Department attends to the engineering phases of the various services, and their regulation, supervises the field staff, participates in international and governmental conferences, and conducts technical research.

The Accounting, Statistical, and Tariff Department looks after accounting regulation, tariff analysis and rate regulation, and compiles statistics pertaining to these and other Commission functions.

The Secretary's Office has charge of matters of internal administration, handles the issuance of licenses, maintains records, and is responsible for supply-

ing official copies of the Commission's order and decisions.

### Rules Committee

The heads of these departments meet regularly, on Thursdays, as a Committee on Rules to consider proposals for new or revised rules and regulations, or changes in administrative procedure. This Committee can initiate such study or make comment or recommendation upon matters referred to it by the Commission. The Committee on Rules has functioned actively since 1937, and has done much to coordinate administrative procedure.

### Administrative Board

In 1940 Commission work was further expedited by creation of an Administrative Board, consisting of the General Counsel, Chief Engineer, Chief Accountant, and Secretary. This board is authorized to pass upon routine detail in accordance with rules and policies previously established by the Commission. Administrative Order No. 2, as revised last July, gives the Administrative Board authority to "determine, order, certify, report or otherwise act upon" the following matters:

- "(a) All applications for the Coastal, Marine Relay, Aviation, Emergency and Miscellaneous services, except those falling under paragraphs (1), (2), and (3) of this Order;
- "(b) Upon all radio matters of every character (except broadcast, and cases falling under paragraphs (1), (2) and (3) of this Order) within the Territory of Alaska;
- "(c) Upon all applications for experimental authorizations except: Class II experimental stations to authorize experimentation directed toward the establishment of new services;
- "(d) Upon all broadcast service applications as follows: for licenses following construction which comply with the construction permit; applications for construction permit and modification of construction permit involving only a change in equipment; applications for extensions of time within which to commence and complete construction; applications to install frequency control equipment; applications relating to auxiliary equipment; ap-

lications for authority to determine operating power of broadcast stations by direct measurement of antenna power; applications for modification of licenses involving only change of the name of the licensee, where the ownership or control is not affected; applications for construction permit or modification of license involving relocation locally of a studio, control point or transmitter site not involving any substantial change in service area; applications for relay broadcast stations; and requests for authorization to rebroadcast under the provisions of Section 3.94 of the Rules and Regulations;

“(e) Upon all applications or requests for special temporary authorization other than those falling under paragraphs (1), (2), (3) or (5) of this Order;

“(f) All applications or requests for emergency and renewal exemptions from the provisions of Section 352 (b) of the Act;

“(g) Upon all uncontested proceedings involved in:

(1) the issuance of certificates of convenience and necessity and the authorization of temporary or emergency wire service, as provided in Section 214 of the Act;

(2) Applications for existing licensees for instruments of authorization for the Fixed Public or Fixed Public Press radio services, except applications involving (1) new points of communication, (2) changes in transmitter location other than local in character, (3) assignment of additional frequencies, or (4) involving change of policy by the Commission, or the establishment of a new type of service;

“(h) Upon requests for inspection of records under provisions of Section 1.5(c) of the Commission’s Rules of Practice and Procedure.”

Actions taken by the board are reported in writing each week to the Commission at its regular meeting. Applications or requests for special temporary standard broadcast authorizations are referred to the board for recommendation and reference to a Commissioner designated to act in such matters.

The same order which created this

board (Administrative Order No. 2) further speeded procedure by allowing the Secretary, Chief Engineer, and Chief Accountant to handle specific matters. Its particular provisions with respect to these officials follow:

### Secretary

“The Secretary of the Commission is hereby designated to determine, order, certify, report or otherwise act, upon:

- (a) all applications for operator licenses or renewals thereof; and
- (b) all applications for amateur and ship stations or renewals thereof; and
- (c) all applications for aircraft station licenses or renewals thereof where the applicant is or has been the holder of a station license within the preceding year;

“The Secretary of the Commission is hereby designated to enter the appropriate final order of the Commission in all cases involving applications for radio station authorizations in which proposed findings and conclusions of the Commission have been issued pursuant to the provisions of Section 1.231 of the Commission’s Rules of Practice and Procedure and in which no exceptions have been filed within the time prescribed in said section.”

### Chief Engineer

“The Chief Engineer of the Commission is hereby designated to determine and act upon all applications and requests and to make appropriate order in letter form for the signature of the Secretary of the Commission in the following matters:

- (a) temporary operation without specified items of equipment, or with temporary, substitute or auxiliary equipment;
  - (1) operation without an approved frequency monitor;
  - (2) operation without an approved modulation monitor;
  - (3) operation without thermometer in automatic temperature control chamber;
  - (4) operation without antenna ammeter, plate voltmeter or plate ammeter;
  - (5) operation with substitute ammeter, plate voltmeter or plate ammeter;
  - (6) operation without temporary antenna system;



- (7) operation with auxiliary transmitter as main transmitter;
- (b) operation with new or modified equipment pending repair of existing equipment, or pending receipt and action upon a formal application;
- (c) where formal application is not required, application for new or modified equipment or antenna system;
- (d) change of specifications for painting and lighting antenna towers where formal application is not required;
- (e) operation to determine power by direct method during program test period;
- (f) relocation of transmitter in same building;
- (g) operation with reduced power or time under Sections 3.57 and 3.71;
- (h) approval of types of equipment as to compliance with outstanding rules and standards;
- (i) all authorizations for equipment and program tests, or extensions thereof, where it appears that compliance has been had with the terms of the construction permit;
- (j) denial of requests for equipment and program tests where specifications of construction permit have not been met;
- (k) withdrawal of authorizations for equipment and program tests where subsequent to the issuance of the original authorizations it appears that the terms of the construction permit have not been met;
- (l) extensions of time within which to comply with technical requirements specified in authorizations, orders and rules or releases of the Commission;
- (m) representations of compliance with technical requirements specified in authorizations, orders, rules or releases (except formal applications);
- (n) 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;
- (o) all authorizations for special operation necessary to facilitate

equipment, program and service tests or to comply with technical requirements specified in authorizations, orders, rules or releases.”

### Chief Accountant

“The Chief Accountant of the Commission is hereby designated to determine, order, certify, report or otherwise act upon:

- (a) administration, interpretation and application of regulations promulgated by the Commission pursuant to Section 220 of the Act, relating to accounts, records, and memoranda to be kept by carriers subject to the jurisdiction of the Commission;
  - (b) applications for extensions of time in which to file annual, monthly, and special reports required by the Commission pursuant to Section 219 of the Act;
  - (c) administration, interpretation and application of orders or rules of practice and procedure promulgated by the Commission relating to financial and statistical data of standard broadcast stations and broadcast networks or chains, including applications for extensions of time in which to file financial and statistical statements and reports.
  - (d) all matters arising in connection with the administration of tariff regulations promulgated by the Commission pursuant to Section 203 of the Act, and in connection with the administration of this section in so far as it relates to the modification of requirements thereof or made pursuant thereto, as authorized in particular instances by subsection (b) thereof, and to the rejection of tariffs as authorized by subsection (d) thereof;
- and, where appropriate in carrying out the foregoing, to make orders in letter form for the signature of the Secretary of the Commission.”

### Procedure

The procedure under which hearings are conducted and the administrative and adjudicative processes leading up to final decisions have been revised in the interests of public convenience as well as smoother Commission functioning. From the standpoint of internal administration,

these changes have vastly simplified and expedited the decision process. This speeding up has not been at the sacrifice of complete and deliberate consideration of every element of the various type of proceedings the Commission is called upon to decide. On the contrary, the standards of "fair play" in reaching administrative determinations, as laid down by the courts, have been fully met.

Some of the outstanding practice and procedure changes may be mentioned briefly. The Communications Act requires that the Commission grant radio authorizations without hearing if it is able to determine from the information before it that the authorization would serve public interest, convenience and necessity. Formerly such grants were made, in broadcast cases, subject to the right of interested parties to file protests within a 30-day period. The previous policy had been to require the holding of hearings in virtually all such cases, which frequently involved needless expense to the parties without disclosing information of a substantial character not already known to the Commission. Under present practice, when the Commission is satisfied from the information before it that a grant is warranted, it proceeds to authorize the issuance of the license, which grant is final rather than conditional in its terms. The rules fully protect the interests of persons other than the applicant by providing for the filing of petitions for reconsideration within a 20 day period.

Formerly it was the practice of the Commission to include in the issues upon which hearings were to be held, not only those matters on which the Commission entertained doubt, but issues which required affirmative proof of all items contained in the applications. As a result the task of preparation for hearings was rendered extremely burdensome, hearings were unnecessarily prolonged by the applicant's tedious proof of many facts not really in controversy. The Commission now undertakes the burden of determining and specifying limited issues in hearing cases, which are actually controversial in character and on which the results of the hearing must turn.

In yet another direction, the Commission has improved its practice in connection with the issues involved in hearings. It frequently happens that there are any one of several grounds on which it appears from initial examination of the application that a denial must result.

Some of these grounds would necessarily result in the introduction of a great deal of testimony and documentary evidence if included among the issues to be heard. In order to save time and money, both for the applicant and the Commission, effort is now made to eliminate issues which would unnecessarily complicate the hearing.

Under its former rules the Commission permitted any party to intervene if his petition disclosed a "substantial interest in the subject matter." Furthermore, the Commission designated as parties to its hearings those persons shown by its records to have some potential interest, whether or not such persons were known to have an intention to appear. The effects of the complete freedom of intervention and of the automatic inclusion of various persons as parties to the proceeding were the unnecessarily prolonged discussion of non-controversial issues and the unnecessary multiplication and accumulation of evidence on relevant issues, due to the cross examination to which witnesses were subjected by the various parties. The Commission's rules now require all parties who desire to appear in opposition to an application to file petitions to intervene, by means of which their interests may be tested, and parties are required to make a showing that the requested intervention will be in the public interest. The Commission also makes provision for the filing and consideration by any of the parties of motions for enlargement of the issues, a further safeguard for the protection of interests of applicants and other parties.

### Motions Docket

In 1939 the Commission made provision or the holding of oral argument on all interlocutory motions, pleadings and matters of procedure which arise in cases pending before it. Previously, these motions were disposed of by the Commission without opportunity for argument, and thus without a full opportunity for parties in interest who might wish to oppose the relief sought to make a contest and have an adjudication based on a full showing of the nature of their interests. These interlocutory matters are now placed on a Motions Docket presided over by an individual Commissioner, which is called Friday of each week. Provision has also been made for the disposition in chambers of emergency motions, after proper notice to all parties.

# F. C. C. REGULATIONS REGARDING BROADCASTING APPLICATIONS

As of January 1, 1941

**P**LACE of filing; number of copies. Each application for construction permit or station license, and all papers incorporated therein and made a part thereof, with respect to the number of copies and place of filing, shall be submitted as follows:

Two copies direct to Washington, D. C.

**Contents.** Each application 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. An application for broadcast facilities in the band 550 kilocycles to 1600 kilocycles shall be limited to one specific frequency. An application for radio station construction permit or license requesting alternate facilities will not be accepted.

**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.

**Additional statements.** In addition the Commission may require an applicant to submit such documents and written statements of fact, under oath, as in its judgment may be necessary.

**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 sixty days prior to the contemplated removal and/or installation.

**Extension of time for construction.** Any application for extension of time within which to commence and/or complete construction of a station shall be filed at least thirty days prior to the expiration date of such permit: *Provided, however,* That any such application filed within less than thirty days may be accepted upon satisfactory showing to the Commission of sufficient reasons for the delay in filing such application. No application for reinstatement of a permit already forfeited will be granted, except

upon a satisfactory showing to the Commission of sufficient reasons for the delay in filing such application.

**License following construction permit.** In all cases where a construction permit is required by Section 319 of the Act 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.

**Where construction permit not required.** Each application for new license, except amateur, where a construction permit is not a prerequisite thereto, shall be filed at least sixty days prior to the contemplated operation of the station: *Provided, however,* That in emergency and for good cause shown, the Commission may waive the requirements of this rule.

**Modification of license.** 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 sixty days prior to the contemplated modification of license; *Provided, however,* that in emergencies and for good cause shown, the requirements hereof may be waived in so far as time for filing is concerned.

**Renewal of license.** Unless otherwise directed by the Commission, each application for renewal of license shall be filed at least sixty days prior to the expiration date of the license sought to be re-

newed. No application for renewal of license of a standard broadcast station will be considered unless there is on file with the Commission, the balance sheet and income statement currently required by the rules of practice and procedure of the Commission, reference to which by date and file number shall be included in the application.

*Financial statements.* Each licensee of a standard broadcast station shall file with the Commission on or before March 1 of each year on Forms 705 and 706, or such other forms as may be prescribed by the Commission, a balance sheet showing the financial condition of a licensee as of December 31 of the preceding year and an income statement for the preceding calendar year. Each such form shall be subscribed and verified by: (1) the parties or party filing the statement; (2) in the case of a corporation, an officer of the corporation. (An attorney for either is allowed with sufficient reason.)

*Filing directed by Commission.* 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 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.

*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; *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.

*Assignment or transfer of control. (a) General.* An application for consent to

assignment of a construction permit or license, or for consent to transfer of control of a corporation holding a construction permit or license, shall be filed with the Commission at least sixty days prior to the contemplated effective date of assignment or transfer of control. If the assignment or transfer is voluntary, the appropriate application shall be fully executed by all parties and, if involuntary, by assignee or transferee only.

(b) *Broadcast.* With each such application, involving any standard broadcast station construction permit or license, there shall be submitted under oath or affirmation all information required to be disclosed by the application forms prescribed by the Commission, together with such other information under oath or affirmation as the Commission may require.

(c) *Other than broadcast.* In all classes of applications for consent to assignment of construction permit or license or for consent to transfer of control of a corporation holding a construction permit or license, other than those prescribed in paragraph (b), the Commission may require the furnishing of such information as in its discretion is deemed necessary.

*Special temporary authorizations. (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; *Provided, however,* That no such request will be considered unless:

1. It is received by the Commission at least ten days previous to the date of proposed operation: *Provided, however,* That any such request received within less than ten days may be accepted upon due showing of sufficient reasons for the delay in submitting such request.

2. Full particulars as to the purpose for which the request is made are stated.

(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.

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 thirty 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 sub-paragraphs (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.

*Special Service Authorizations.* Special Service Authority may be issued to the licensee of a standard broadcast station for a service other or beyond that authorized in its existing license for a period not exceeding that of its existing license upon proper application therefor; and satisfactory showing in regard to the following, among others:

(a) That the requested operation may

not be granted on a regular basis under the existing rules governing the operation of standard broadcast stations;

(b) That experimental operation is not involved as provided for by Part 3, Section 3.22, of the Rules and Regulations;

(c) That public interest, convenience, and necessity will be served by granting the authorization requested.

*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 accepted for consideration.

*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, high frequency 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.

*Repetitious applications.* (a) *Broadcast services.* In the broadcast service, where an applicant has been afforded an opportunity to be heard with respect to a particular application for a new standard, international, television, facsimile, high frequency, or developmental broadcast station, or for an extension or enlargement 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 (as given above) to serve in whole or in part the same area, by the same applicant or his successor or assignee, or on behalf of or for the benefit of the original parties in interest, until after the lapse of twelve months from the effective date of the Commission's order.

(b) *Other radio services.* In any other radio service, where an applicant has been afforded an opportunity to be heard with respect to a particular application for a 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 of or for the benefit of the original parties in interest, until after the lapse of twelve months from the effective date of the Commission's order: Provided, however, That the Commission may waive the requirements of this rule in situations affecting safety of life or property.

*Pending appeals.* Where an appeal has been taken from the action of the Commission in denying a particular applicant 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.

### Action on Applications

*Partial grants.* Where any application is granted in part, or with any privileges, terms, or conditions other than those requested, without a hearing thereon, the action of the Commission shall be considered as granting such application unless the applicant shall, within twenty 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 for a hearing with respect to the part, or with respect to the privileges, terms, or conditions, not granted. 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, and the applicant and other parties in interest will be notified thereof.

*Designation for hearing.* In cases where an application for radio facilities is proper upon its face but the Commission is unable to determine upon examination of the same that the granting of such application either in whole or in part, would serve public interest, convenience or necessity, the Commission will designate the same for hearing and the following procedure will govern it:

(a) The Secretary shall forthwith 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.

(b) In order to avail himself of the opportunity to be heard the applicant in person or by his attorney shall, within fifteen days of the mailing of the notice of designation for hearing by the Secretary, file with the Commission one additional copy of the application and all papers incorporated as a part thereof and 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.

### Answers to Notices of Violation

*Under Title III of the Act.* Any licensee receiving official notice of a violation of the terms of the Communications Act of 1934, any legislative act, Executive Order, treaty to which the United States is a party, or the Rules and Regulations of the Federal Communications Commission, shall, within three days from such receipt, 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.; *Provided, however,* That 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 some violation that may be due to the physical or electrical characteristics of transmitting apparatus, the answer shall state fully what steps, if any, are 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 as will

permit of ready reference. If the notice of violation relates to some lack of attention or improper operation of the transmitter, the name and license number of the operator in charge shall be given.

### Revocation and Modification of Station Licenses

*Revocation.* Whenever the Commission shall institute a revocation proceeding against the holder of any radio station construction permit or license under Section 312 (a), it shall initiate said proceeding by serving upon said licensee an order of revocation effective not less than fifteen 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 fifteen 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 hereinabove 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 licensee resides.

*Modification.* (a) *Order to show cause.* Whenever the Commission shall determine that public interest, convenience, and necessity would be served, or any treaty ratified by the United States will be more fully complied with, by the modification of any radio station construction permit or license either for a limited time, or for the duration of the term thereof, it shall issue an order for such licensee to show cause why such construction permit or license should not be modified.

(b) *Contents of order to show cause.* 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 be and appear at a place and time therein named, in no event to be less than thirty days from the date of receipt of the order to show cause why the proposed modification should not be made and the order of modification issued.

(c) *Failure to appear.* 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.

### Suspension of Operator Licenses

*Order of suspension.* No order of suspension of any operator's license shall take effect until fifteen 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 fifteen 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 fifteen days in which to mail the said application. In the event that physical conditions prevent mailing of the application at the expiration of the fifteen-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.

*Proceedings.* Proceedings for the suspension of an operator's license shall in all cases be initiated by the entry of an order of suspension. Respondent will be given notice thereof together with notice of his right to be heard and to contest the proceeding. The effective date of the suspension will not be specified in the original order but will be fixed by subsequent motion of the Commission in accordance with the conditions specified above. Notice of the effective date of suspension will be given respondent, who shall send his operator license to the office of the Commission in Washington, D. C., on or before the said effective date, or, if the effective date has passed at the time notice is received, the license shall be sent to the Commission forthwith.

# DEVELOPMENTAL BROADCAST STATIONS

*The term "developmental broadcast station" means a station licensed to carry on development and research for the advancement of broadcast services along lines other than those prescribed by other broadcast rules or a combination of closely related developments that can be better carried on under one license.*

Licensee and Location	Call Letters	Frequency (kc)	Power	Emission
Bell Telephone Labs., Inc. Whippany, N. J.....	W3XDD	560, 900, 1340	50 kw	A3
Bell Telephone Labs., Inc. Whippany, N. J.....	W3XPY	43700, 44300	5000 w	Special
Central Broadcasting Co. Mitchellville, Iowa .....	W9XC	1000	1000 w	A3
The Crosley Corp. Near Mason, Ohio .....	W8XO	700	100 kw-500-kw	A3
Natl. Broadcasting Co., Inc. Area of New York, N. Y....	W10XF	1614, 2398, 3492.5, 4797.5, 6425, 9135, 12862.5, 17310, 23100, 30660, 31020, 31140, 31180, 31540, 33340, 33460, 33620, 35060, 35460, 37060, 37140, 37540, 39140, 39460, 39540, and va- rious frequencies be- tween 116050 and 161775, 162000-168000, 210000-216000, 264000-270000, 300000-400000, 401000 and above	25 w	A1, A-2, A3, A4, A5 & Spe- cial A5 on frequencies above 162000 kcs.
Natl. Broadcasting Co., Inc. Area of New York, N. Y....	W10XR	Same as above	100 w	A1, A2, A3, A4, A5 & Spc- cial A5 on frequencies above 162000 kcs.
University of Connecticut Storrs, Conn. ....	W1XCS	39540, 139960, 300000-400000 C.P. 26300, 139960, 300000-400000	250 w  C.P. 1000 w	A3 & Special C.P. A3 & Special with multiplexed facsimile

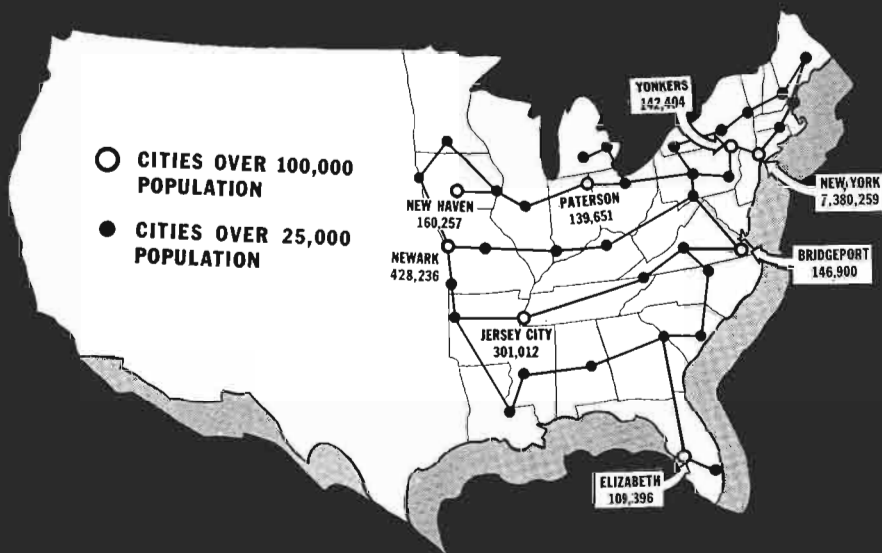


# INTERNATIONAL BROADCAST STATIONS IN THE UNITED STATES

*The term "international broadcast station" means a station licensed for the transmission of broadcast programs for international public reception. (Frequencies for these stations are allocated from bands assigned, between 6,000 and 26,600 kilocycles, for broadcasting by International Agreement). Such stations, are required to render a broadcast service which will reflect the culture of this country and promote international goodwill.*

Licensee and Location	Call Letters	Frequency (Kc)	Power
Columbia Broadcasting System, Inc. Near Wayne, N. J. ....	WCBX	6120, 6170, 9650, 11830, 15270, 17830, 21570	10 kw
C. P. Brentwood, N. Y. ....			C.P. 50 kw
Columbia Broadcasting System, Inc. Brentwood, N. Y. ....	WCRC	6060, 11830, 15270. 17830, 21520	50 kw
			(C.P. only)
The Crosley Corp. Mason, Ohio .....	WLWO	6080, 9590, 11710. 15250, 17800*, 21650 *conditional	50 kw
General Electric Company South Schenectady, N. Y. ....	WGEA	6190, 9550, 15330. 21500, 21590	25 kw
			C.P. 50 kw
General Electric Company South Schenectady, N. Y. ....	WGEO	6190, 9530, 15330	100 kw
General Electric Company San Francisco, Calif. ....			20 kw
	KGEI	6190, 9530, 15330 S.A. 9670	C.P. 50 kw
National Broadcasting Co., Inc. Bound Brook, N. J. ....	WRCA	9670, 21630 C.P. 9670, 17780	35 kw
			C.P. 50 kw
National Broadcasting Co., Inc. Bound Brook, N. J. ....	WNBI	6100, 17780 S.A. 11890 C.P. 6100, 21630	35 kw
			C.P. 50 kw
WCAU Broadcasting Company Newtown Square, Pa. ....	WCAB	6060, 15270, 21520, 25725	10 kw
Westinghouse Electric & Mfg. Co. Saxonburg, Pa. ....			40 kw
C. P. Hull, Mass. ....	WPIT	6140, 9570, 11870, 15210, 17780, 21540	C.P. 50 kw
World Wide Broadcasting Corp. Scituate, Mass. ....	WRUL	6040, 11730, 11790, 15130, 15350, 17750	20 kw
			C.P. 50 kw
World Wide Broadcasting Corp. Scituate, Mass. ....	WRUW	11730, 11790, 15130, 25600, 15350	20 kw
PENDING APPLICATION			
God's Bible School & College Cincinnati, Ohio .....	Unassigned	11710, 21610	60 kw

# HERE'S THE COVERAGE MAP OF THE BASIC "ONE-STATION NETWORK"



**W**ELL, maybe it is a little out of scale geographically. But WHN does reach into seven other cities—besides New York—of greater population than Charlotte, N. C., thirty-one others all greater than Ann Arbor, Mich., plus still forty-eight more cities each over 10,000 population. ★ These cities might well be scattered from coast to coast—but they're not. The "one-station network" delivers them all in a compact Primary Area that does one-seventh of the entire nation's buying. ★ Here you get not just America's largest city, but eighty-six other dynamic markets all at single-station cost. There is no greater value in advertising

**WHN**  
NEW YORK

1540 BROADWAY - BRYANT 9-7800  
CHICAGO OFFICE - 360 NORTH MICHIGAN  
AFFILIATED WITH LOEW'S THEATRES AND  
METRO-GOLDWYN-MAYER PICTURES



A NATION WIDE  
RADIO ANALYSIS  
*OF THE*  
UNITED STATES  
CENSUS FIGURES  
OF 1940

# THE 1940 CENSUS AND ITS VALUE TO RADIO

By

**ROBERT A. LITZBERG**

*Statistical Editor, Radio Annual*

**T**HE broadcaster's problem of determining the number of radio listeners in a given territory is well on its way to being solved for the next five or ten years through the decennial count of population and enumeration of basic business statistics conducted by the Bureau of Census last year. The 1940 census figures presented in the 1941 RADIO ANNUAL will be the basis for evaluating the potential markets of individual stations for probably the next ten years unless one of the various research organizations which have been experimenting on this subject. evolves a new, practical and more accurate method of determining potential audiences than the one currently in use. The 1940 figures presented in this volume have been generally accepted by both advertising agencies and broadcasters as a basis for evaluating the potential audiences of broadcast stations. Included in the summaries, which are broken down into states and the counties within the states, are total population, families, radio homes and retail (food, drug and automotive stores and sales) statistics.

## **New 1940 Figures**

Broadcasters who use field intensity surveys to define their population count in primary and secondary areas will necessarily have to revise their coverage data on the basis of the new 1940 figures. According to news releases of the Census Bureau a few general deductions may be made from preliminary population totals:

1. The past decade has witnessed a sharp decrease in the rate of population growth, amounting to only a 7 per cent increase.
2. The marked decline in the growth of the population in this country during

the past decade is attributable to the virtual stoppage of immigration and the continued decline in the birth rate. (The stoppage of immigration, in time, if continued, may have a serious effect on "foreign language" broadcasters in metropolitan areas.)

3. The declining birth rate combined with a declining death rate is resulting in a constant increase in the average age of people. (This fact may have a slight effect in the future on type of products advertised via the airwaves.)

4. Greater relative percentage increases in population have occurred in southern states, particularly the South Atlantic states.

5. The northern industrial states showed a rate of population increase considerably less than the national average.

6. The Pacific Coast had the largest percentage increase in population of any of the major geographic divisions of the United States during the past decade.

7. Large cities are now growing very slowly and some are even decreasing in size.

8. The character of large cities is changing; as a result of better communications and living conditions, people have been drawn from centers of population to suburban areas. (This fact, too, may change the type of product advertised via radio.)

### Facts of Importance

In addition and in connection with the Population Census, other counts have been made by the Bureau. The broadcaster may find in them facts that will aid in telling his story to advertisers. Among these are:

1. The Housing Census, consisting of statistical data on the ages of homes, values, rentals, facilities and equipment, all of which are guides in studying the economic value and character of national, regional and local capacity and habits of buying. (This count will report the presence of radio receivers in individual dwellings.)

2. The Business Census, providing an exact measurement of each market in terms of retail sales, types of business, commodities, wholesale facilities, etc.

3. Census of Sales Finance Companies, showing how retail sales on an installment plan are financed by other than the retailer.

4. Census of Manufacturers (1939), consisting of statistical data on industry and broken down into 75 individual industries.

5. The Wholesale Census, consisting of a study of wholesale business.

6. The Retail Census, consisting of a study of retail trade.

7. The Census of Mines and Quarries, a study of minerals.

8. Census of Agriculture, consisting of statistical data about the farmer.

The 1940 population count takes on added significance as the result of the introduction by the FCC of a new method of allocating FM broadcast station licenses, on the basis of square miles and population served. The value of the data supplied by the Bureau of Census is based on the care and study which is used by the broadcaster in putting the statistics to his needs. RADIO ANNUAL presents on succeeding pages of this volume the more important statistics for use by time-buyer and broadcaster alike.

In using the data on succeeding pages several considerations must be kept in mind. First, if the counties within a state are totaled the sum will not always coincide with the presented state totals. This is occasioned by the fact that the Bureau of Census makes certain adjustments on its original tabulations to account for the possibility of error or unavoidable omission. (The adjustments are accomplished by distributing a total of 125,000 to the preliminary population figures throughout the entire country; the addition of 125,000 to the total of 131,409,881 will have little percentage effect on ninety-nine per cent of all market research and the only reason for mentioning the discrepancy is to inform those who may have occasion to total one of more states for their own purpose). Second, a few figures in the retail census are omitted because of their unavailability or because their release places certain businesses in an unfair competitive situation. (This is rare and occurs only in localities which are very small). Third, in order to present the data as compactly as possible, all money figures are given in thousands of dollars.



# ALABAMA

Population ..... 2,832,961  
 Families ..... 670,111  
 Radio Homes ..... 376,330

County	Popula- tion	Families	Radio Homes	FOOD		DRUG		AUTOMOTIVE	
				Stores	Sales	Stores	Sales	Stores	Sales
Autauga	20,994	4,974	2,330	57	\$481	5	\$65	37	\$333
Baldwin	32,287	7,936	4,100	136	1,354	12	175	93	1,701
Barbour	32,711	7,664	3,870	92	728	10	118	56	979
Bibb	20,161	4,636	2,380	49	252	5	37	20	461
Blount	29,447	6,599	3,040	66	304	6	67	61	758
Bullock	19,801	4,687	2,280	103	454	3	76	20	302
Butler	32,632	7,299	3,670	120	765	7	124	48	737
Calhoun	63,276	14,525	8,840	200	3,013	22	432	105	2,727
Chambers	42,156	9,077	4,550	156	1,104	15	260	41	730
Cherokee	19,918	4,405	1,940	104	376	4	32	20	204
Chilton	28,263	6,599	3,070	75	628	7	118	61	979
Choctaw	20,205	4,555	2,200	59	140	2	*	18	312
Clarke	27,602	6,373	3,100	69	571	6	76	43	1,443
Clay	16,901	3,870	1,740	54	256	5	53	26	276
Cleburne	13,628	2,977	1,360	42	324	2	*	18	290
Coffee	31,983	7,306	3,570	128	689	9	127	78	1,009
Colbert	34,054	8,238	4,750	108	1,304	7	153	63	1,366
Conectuh	25,392	5,621	2,690	62	412	4	75	35	463
Coosa	13,496	2,972	1,370	29	173	6	32	30	†168
Covington	42,372	9,860	5,160	104	1,183	15	296	131	1,926
Crenshaw	23,632	5,554	2,610	83	421	7	73	28	469
Cullman	47,338	10,693	4,950	118	740	7	179	65	1,765
Dale	22,680	5,327	2,620	76	493	8	94	76	498
Dallas	55,283	13,765	7,500	179	1,760	9	362	80	2,098
DeKalb	43,069	9,885	4,580	88	410	7	124	71	1,000
Elmore	34,547	7,731	3,630	141	1,007	8	123	64	989
Escambia	30,665	6,785	3,640	98	842	9	144	79	1,954
Etowah	72,596	17,178	10,750	221	3,128	26	573	118	3,702
Fayette	21,648	4,921	2,280	43	406	6	64	33	659
Franklin	27,553	6,131	3,010	63	560	8	96	50	684
Geneva	29,171	6,602	3,140	76	457	12	133	63	734
Greene	19,269	4,722	2,170	24	124	3	63	14	†137
Hale	25,600	5,939	2,700	28	265	8	65	22	361
Henry	21,893	4,840	2,240	54	363	6	63	27	428
Houston	45,720	11,121	6,150	168	1,375	16	278	114	2,051
Jackson	41,895	9,110	4,250	121	787	7	129	47	750
Jefferson	458,956	118,787	85,500	1,390	25,748	185	4,047	601	27,336
Lamar	19,611	4,427	2,020	53	268	7	53	27	274
Lauderdale	45,449	10,641	5,700	130	1,464	11	193	72	1,376
Lawrence	27,878	6,234	2,740	73	439	3	34	26	†181
Lee	36,447	8,569	4,860	134	1,320	15	300	47	1,326
Limestone	35,606	8,004	3,800	95	632	7	131	44	682
Lowndes	22,602	4,936	2,190	62	242	4	13	18	†118
Macon	27,626	6,348	3,050	132	893	8	139	53	704
Madison	66,208	15,212	7,950	209	2,657	13	350	66	2,413
Marengo	35,980	8,639	4,120	110	679	6	112	37	727
Marion	28,720	6,240	2,940	36	245	7	67	58	716
Marshall	42,509	9,717	4,710	134	912	14	206	93	1,588
Mobile	141,498	35,787	24,450	701	9,122	55	1,978	271	7,359
Monroe	29,468	6,441	3,030	65	382	6	67	35	746
Montgomery	114,390	29,471	19,900	497	6,099	42	1,014	140	6,769
Morgan	47,757	11,764	6,710	157	1,602	16	284	89	2,628
Perry	26,716	5,927	2,750	77	650	5	92	19	489
Pickens	27,668	6,284	2,880	54	420	6	86	26	680
Pike	32,481	7,705	3,980	133	1,056	10	141	84	1,337
Randolph	26,924	5,793	2,800	49	320	6	72	39	520
Russell	35,786	8,572	4,300	163	916	10	82	41	717
St. Clair	27,320	6,269	3,140	80	645	7	92	45	1,141
Shelby	29,117	6,802	3,450	76	786	9	105	43	448
Sumter	27,289	6,391	2,960	40	265	7	64	29	644
Talladega	50,818	11,206	5,940	132	1,816	22	317	89	1,635
Tallapoosa	34,247	8,102	4,120	72	979	12	200	75	1,219
Tuscaloosa	75,995	17,462	9,950	247	3,043	16	581	85	3,212
Walker	64,186	14,366	7,800	143	1,689	13	259	68	1,715
Washington	16,185	3,564	1,760	65	369	—	—	28	270
Wilcox	26,259	5,959	2,710	63	246	4	55	22	†124
Winston	18,751	4,015	1,890	36	267	8	57	28	483
<b>TOTAL STATE...</b>	<b>2,832,961</b>	<b>670,111</b>	<b>376,330</b>	<b>8,802</b>	<b>\$93,910</b>	<b>833</b>	<b>\$16,117</b>	<b>4,353</b>	<b>\$105,814</b>

\*Data unavailable. †Filling Station Sales only.

*All Money Values Are In Thousands (\$000) of Dollars*

• • • U. S. CENSUS DATA • • •

# ARIZONA

Population ..... 499,261  
 Families ..... 130,020  
 Radio Homes ..... 99,420

County	Popula- tion	Families	Radio Homes	FOOD		DRUG		AUTOMOTIVE	
				Stores	Sales	Stores	Sales	Stores	Sales
Apache	24,076	5,192	3,460	20	\$239	3	*	27	\$456
Cochise	34,540	9,178	7,120	132	2,528	13	\$330	100	2,587
Cocconino	18,507	4,477	3,330	38	1,000	5	222	70	1,804
Gila	23,924	6,578	5,170	69	1,843	11	288	63	1,597
Graham	12,154	2,850	1,960	35	644	5	111	45	648
Greenlee	8,716	2,166	1,530	29	386	2	*	24	473
Maricopa	185,356	49,831	38,650	678	12,950	78	3,260	503	16,600
Mohave	8,552	2,040	1,860	33	1,119	3	122	53	1,040
Navajo	25,173	5,865	4,240	47	938	4	299	59	1,450
Pima	72,932	19,093	15,690	263	7,141	29	1,570	172	6,444
Pinal	28,825	6,876	4,790	97	1,647	12	310	92	1,417
Santa Cruz	9,541	2,384	1,920	36	702	4	110	22	559
Yavapai	26,266	7,802	5,960	100	2,270	15	406	105	2,443
Yuma	19,227	5,088	3,740	64	1,449	10	269	81	1,459
<b>TOTAL STATE...</b>	<b>499,261</b>	<b>130,020</b>	<b>99,420</b>	<b>1,641</b>	<b>\$34,856</b>	<b>194</b>	<b>\$7,424</b>	<b>1,416</b>	<b>\$38,977</b>

\*Data unavailable.

# ARKANSAS

Population ..... 1,949,387  
 Families ..... 494,716  
 Radio Homes ..... 252,760

Arkansas	24,443	6,451	3,370	70	\$959	8	\$190	48	\$1,375
Ashley	26,778	6,814	3,140	58	772	9	221	37	632
Baxter	9,796	2,520	1,110	43	175	4	52	26	191
Benton	36,111	10,046	4,800	108	964	21	283	106	1,392
Boone	15,954	4,209	2,160	59	590	7	159	59	982
Bradley	18,085	4,462	2,200	62	496	7	81	22	654
Calhoun	9,693	2,265	960	24	118	3	15	12	160
Carroll	14,871	4,017	1,800	57	349	7	105	46	426
Chicot	27,453	7,368	3,420	99	974	8	123	33	529
Clark	24,414	6,113	2,980	71	726	10	160	60	946
Clay	28,373	6,935	3,100	97	552	11	126	46	446
Cleburne	13,127	3,187	1,380	64	245	4	45	17	283
Cleveland	12,570	2,915	1,190	45	276	3	29	9	60
Columbia	29,754	7,389	3,370	92	855	8	180	39	965
Conway	21,497	4,976	2,350	89	505	7	106	34	587
Craighead	47,169	11,553	5,900	167	1,542	19	310	92	2,287
Crawford	23,914	5,940	3,050	83	769	9	121	45	648
Crittenden	41,871	11,498	4,800	198	1,375	10	99	47	2,067
Cross	26,921	6,273	2,910	111	701	9	94	31	845
Dallas	14,461	3,558	1,800	74	573	6	67	20	829
Desha	27,150	7,139	3,470	80	825	5	111	28	395
Drew	19,907	4,971	2,330	66	717	7	123	39	626
Faulkner	25,871	6,349	3,140	92	598	7	120	61	946
Franklin	15,656	3,850	1,700	34	177	6	61	33	327
Fulton	10,269	2,547	1,060	26	98	3	20	12	152
Garland	41,610	11,590	7,780	166	2,660	30	708	123	2,013
Grant	10,469	2,607	1,140	26	293	4	33	17	188
Greene	30,187	7,360	3,630	129	905	12	148	33	673
Hempstead	32,792	8,070	3,930	112	791	9	180	47	1,718
Hot Spring	18,907	4,695	2,450	73	488	7	112	63	651
Howard	16,620	4,174	1,870	51	483	6	103	37	486
Independence	25,757	6,241	3,050	93	729	5	87	42	893
Izard	12,829	3,107	1,280	38	99	4	24	14	144
Jackson	26,359	6,397	3,040	76	806	7	155	37	681
Jefferson	65,068	17,806	9,700	306	2,595	16	414	114	3,731
Johnson	18,776	4,725	2,300	65	422	6	77	39	529
Lafayette	16,852	4,267	1,990	67	371	7	72	18	482
Lawrence	22,651	5,425	2,420	72	531	6	66	43	531
Lee	26,816	6,821	3,100	118	697	5	130	25	509
Lincoln	19,707	4,916	2,020	73	347	5	55	19	156
Little River	15,928	4,083	1,790	48	358	6	75	19	191
Logan	25,960	6,052	2,870	63	498	10	146	52	807
Lonoke	29,506	7,541	3,200	97	843	10	164	77	1,275
Madison	14,543	3,520	1,430	39	78	6	49	20	153
Marion	9,467	2,326	990	36	114	2	*	12	62
Miller	31,637	8,297	4,650	136	1,390	6	188	51	2,227
Mississippi	80,148	19,711	9,420	318	2,622	31	550	111	4,351
Monroe	21,146	5,277	2,500	40	528	9	116	25	507

County	Popula- tion	Families	Radio Homes	FOOD		DRUG		AUTOMOTIVE	
				Stores	Sales	Stores	Sales	Stores	Sales
Montgomery	8,875	2,221	990	34	145	2	*	21	103
Nevada	19,786	4,794	2,220	42	484	6	81	54	721
Newton	10,888	2,456	1,000	34	63	1	*	12	80
Ouachita	31,029	7,623	4,100	104	1,230	13	205	55	1,422
Perry	9,386	1,962	850	35	101	3	14	11	55
Phillips	45,919	12,680	6,560	163	1,673	12	257	34	1,390
Pike	11,788	2,950	1,330	48	300	5	33	30	170
Poinsett	37,648	8,750	4,060	118	1,150	15	209	58	649
Polk	15,817	4,063	2,000	45	429	6	75	55	753
Pope	25,676	6,079	3,040	63	639	11	131	71	918
Prairie	15,300	3,772	1,670	35	281	7	65	30	245
Pulaski	156,153	42,134	31,100	757	9,171	74	2,322	324	13,772
Randolph	18,305	4,461	1,910	66	302	6	72	30	548
St. Francis	36,040	9,199	4,180	150	1,091	10	185	54	997
Saline	19,143	4,416	2,260	43	442	3	44	60	686
Scott	13,298	3,344	1,470	60	178	4	43	23	444
Scarcey	12,169	2,798	1,160	39	120	5	51	22	192
Sebastian	62,657	16,745	11,100	251	3,289	28	815	150	4,704
Sevier	15,250	3,820	1,850	49	455	7	125	27	278
Sharp	11,477	2,827	1,210	37	105	5	18	28	183
Stone	8,597	1,985	810	16	51	*	*	6	727
Union	50,477	13,272	7,620	232	2,834	18	561	105	3,766
Van Buren	12,292	2,979	1,230	46	94	3	20	23	1102
Washington	41,097	11,157	6,050	132	1,322	17	352	101	1,980
White	37,147	9,473	4,400	118	903	15	166	83	1,071
Woodruff	22,147	5,315	2,350	84	663	9	124	34	495
Yell	20,963	5,088	2,200	61	431	11	77	40	481
<b>TOTAL STATE...</b>	<b>1,919,387</b>	<b>491,716</b>	<b>252,760</b>	<b>7,073</b>	<b>\$62,523</b>	<b>704</b>	<b>\$12,736</b>	<b>3,590</b>	<b>\$78,435</b>

\*Data unavailable. †Filling Station Sales only.

# CALIFORNIA

Population ..... 6,907,387  
 Families ..... 2,130,997  
 Radio Homes ..... 2,013,260

Alameda	506,190	162,826	153,220	2,418	\$67,962	258	\$9,331	1,121	\$46,074
Alpine	319	100	100	4	*	—	—	1	*
Amador	8,959	2,646	2,560	41	966	8	133	29	737
Butte	42,651	13,241	12,560	153	5,247	20	465	156	4,963
Calaveras	8,214	2,788	2,680	43	836	4	104	34	679
Colusa	9,772	2,855	2,760	36	971	7	170	49	1,051
Contra Costa	97,806	29,145	27,640	393	10,679	46	1,168	259	8,446
Del Norte	4,722	1,565	1,510	34	532	3	52	49	637
El Dorado	13,172	4,408	4,260	67	1,827	4	81	60	7476
Fresno	178,574	50,212	47,800	779	18,826	69	2,248	558	19,481
Glenn	12,207	3,529	3,420	28	1,236	8	118	47	1,304
Humboldt	45,498	13,758	13,130	192	5,064	17	476	187	5,168
Imperial	59,651	15,010	14,220	194	5,832	22	724	202	6,881
Inyo	7,576	2,363	2,280	25	1,249	5	133	48	1,345
Kern	133,531	36,161	34,520	436	14,622	46	1,488	454	16,013
Kings	35,102	9,666	9,210	128	3,467	14	392	118	3,828
Lake	8,045	2,715	2,620	56	936	8	116	56	690
Lassen	14,463	4,291	4,150	42	1,620	5	190	44	1,532
Los Angeles	2,777,211	893,553	840,000	11,051	309,570	1,343	48,968	7,536	296,681
Madera	24,628	6,557	6,250	80	2,136	6	188	93	1,856
Marin	52,520	13,528	12,880	217	6,313	23	516	131	4,173
Mariposa	4,686	1,932	1,870	23	334	2	*	25	1441
Mendocino	27,775	7,697	7,340	101	2,374	11	194	132	2,115
Merced	46,935	12,894	12,330	144	4,386	17	537	185	4,726
Modoc	8,774	2,736	2,640	38	874	7	78	27	650
Mono	2,283	767	730	20	*	—	—	18	149
Monterey	72,816	20,458	19,580	264	8,353	42	1,200	256	8,633
Napa	28,414	7,714	7,370	82	2,863	11	365	95	2,449
Nevada	19,224	6,021	5,720	87	2,829	9	286	70	1,928
Orange	130,803	40,075	38,010	568	13,561	66	2,101	502	12,982
Placer	27,917	8,333	7,940	126	3,484	17	389	126	2,777
Plumas	11,557	3,508	3,410	62	1,425	8	259	49	554
Riverside	105,448	31,531	30,190	391	10,545	48	1,426	412	10,326
Sacramento	169,593	49,053	46,500	703	20,292	83	4,205	498	20,870
San Benito	11,592	3,488	3,330	40	1,104	5	121	36	1,031
San Bernardino	161,769	46,696	44,250	634	15,330	60	2,235	603	15,914
San Diego	289,473	90,583	85,450	1,223	29,149	139	4,692	824	26,901
San Francisco	629,553	206,523	194,000	3,336	87,087	371	14,664	730	46,946
San Joaquin	134,088	36,632	34,800	434	12,764	58	1,592	440	12,923
San Luis Obispo	33,145	10,147	9,740	154	3,670	19	444	167	3,916
San Mateo	109,298	33,489	31,700	457	14,923	46	1,345	309	11,069
Santa Barbara	68,207	20,807	19,700	264	9,551	31	1,227	261	8,404
Santa Clara	174,367	52,283	49,500	737	19,137	71	2,549	553	18,655
Santa Cruz	44,806	14,957	14,180	244	5,511	26	709	166	4,386
Shasta	28,754	8,967	8,540	119	3,217	9	396	114	4,043



**U. S. CENSUS DATA**

County	Popula- tion	Families	Radio Homes	FOOD		DRUG		AUTOMOTIVE	
				Stores	Sales	Stores	Sales	Stores	Sales
Sierra	3,033	1,074	1,040	14	297	2	*	7	*
Siskiyou	28,531	8,680	8,340	115	2,860	17	388	107	2,730
Solano	48,779	13,610	13,920	190	5,636	24	584	120	4,274
Sonoma	68,819	21,074	20,800	338	8,025	37	972	305	6,594
Stanislaus	74,935	21,888	20,990	206	7,493	33	924	309	9,126
Sutter	18,702	5,507	5,260	53	1,262	5	61	47	864
Tehama	14,347	4,510	4,310	64	1,428	6	189	67	1,518
Trinity	3,969	1,425	1,380	30	484	1	2	13	81
Tulare	106,285	29,480	28,100	314	9,161	30	950	361	8,533
Tuolumne	10,871	3,335	3,230	42	1,540	7	180	48	1,193
Ventura	68,833	18,861	18,010	258	7,289	30	789	237	6,801
Yolo	27,498	7,760	7,450	73	2,828	12	429	108	3,072
Yuba	16,998	4,985	4,740	85	2,935	8	367	73	1,750
<b>TOTAL STATE</b>	<b>6,907,387</b>	<b>2,130,997</b>	<b>2,013,260</b>	<b>28,110</b>	<b>\$781,293</b>	<b>3,283</b>	<b>\$111,006</b>	<b>19,631</b>	<b>\$693,171</b>

\*Data unavailable. †Filling Station Sales only.

# COLORADO

Population ..... 1,123,296  
 Families ..... 314,952  
 Radio Homes ..... 254,900

Adams	23,391	5,709	4,190	60	\$1,065	8	\$119	94	\$1,082
Alamosa	10,456	2,726	2,190	33	909	4	226	41	1,374
Arapahoe	32,171	9,018	7,320	95	2,761	11	355	114	2,212
Archuleta	3,803	968	680	19	127	2	*	8	174
Baca	6,190	1,712	1,130	25	312	5	98	34	323
Bent	9,636	2,418	1,750	32	499	4	87	38	438
Boulder	37,447	11,329	9,310	151	3,334	18	620	174	3,371
Chaffee	8,094	2,390	1,960	28	867	6	121	51	933
Cheyenne	2,967	826	550	12	160	4	48	20	233
Clear Creek	3,780	1,165	930	15	469	4	77	21	326
Conchos	11,638	2,556	1,770	36	303	6	80	31	1,251
Costilla	7,528	1,627	1,150	22	90	1	*	19	107
Crowley	5,380	1,403	970	19	296	3	48	21	360
Custer	2,268	677	460	7	133	3	17	9	70
Delta	16,564	4,488	3,190	46	980	9	185	59	1,165
Denver	318,415	96,294	87,400	1,354	32,073	236	9,348	775	33,533
Dolores	1,944	538	380	7	79	—	—	4	*
Douglas	3,101	1,053	730	13	178	2	*	32	1,237
Eagle	5,329	1,500	1,090	25	432	4	73	23	156
Elbert	5,459	1,535	1,010	17	242	4	21	24	240
El Paso	53,709	16,189	13,950	251	5,434	40	1,411	225	5,033
Fremont	19,726	5,236	4,080	73	1,333	9	217	91	1,464
Garfield	10,565	3,044	2,170	25	737	8	218	51	1,081
Gilpin	1,617	580	450	13	135	1	*	5	40
Grand	3,547	1,022	750	23	332	9	127	38	446
Gunnison	6,180	1,761	1,340	19	433	6	96	15	421
Hinsdale	349	125	100	3	15	—	—	2	*
Huerfano	15,901	4,068	3,170	58	933	5	92	55	1,069
Jackson	1,778	528	360	10	189	1	*	15	191
Jefferson	30,502	8,814	6,480	95	1,735	11	297	124	2,068
Kiowa	2,787	820	550	19	142	2	*	17	112
Kit Carson	7,499	2,005	1,330	23	342	5	134	45	686
Lake	6,877	2,001	1,600	18	703	3	176	21	623
La Plata	15,454	4,108	3,150	45	1,110	7	170	53	1,303
Larimer	35,440	10,567	8,530	154	3,097	16	572	176	3,649
Las Animas	32,318	8,193	6,300	118	2,024	9	255	82	1,960
Lincoln	5,912	1,661	1,120	19	280	5	103	61	701
Logan	18,268	4,676	3,500	52	1,166	8	214	70	1,907
Mesa	33,770	9,156	6,950	115	2,531	13	357	93	3,081
Mineral	959	294	220	10	106	1	*	6	44
Moffat	5,090	1,543	1,060	23	447	2	*	25	477
Montezuma	9,705	2,465	1,720	21	420	5	139	25	666
Montrose	15,412	4,081	2,920	30	844	6	186	40	1,574
Morgan	17,181	4,371	3,220	48	1,208	11	234	85	1,674
Otero	23,489	6,420	5,040	91	1,829	13	353	102	1,792
Ouray	2,086	629	460	8	100	4	65	5	158
Park	3,266	1,065	740	23	277	2	*	27	304
Phillips	4,948	1,394	980	20	366	5	81	33	450
Pitkin	1,660	569	420	8	100	2	*	5	42
Prowers	12,273	3,298	2,430	46	867	10	205	62	1,159
Pueblo	68,883	18,235	15,600	263	5,440	26	812	167	5,526
Rio Blanco	2,942	849	580	7	169	2	*	9	184
Rio Grande	12,390	3,129	2,340	40	814	5	221	48	1,322
Routt	10,494	3,035	2,250	23	550	7	146	35	926

County	Popula- tion	Families	Radio Homes	FOOD		DRUG		AUTOMOTIVE	
				Stores	Sales	Stores	Sales	Stores	Sales
Saguache .....	6,165	1,551	1,120	25	299	5	51	25	365
San Juan .....	1,428	387	300	5	123	2	*	6	63
San Miguel .....	3,643	1,034	740	18	273	2	*	7	†80
Sedgwick .....	5,215	1,390	980	12	426	4	83	26	522
Summit .....	1,744	668	520	8	115	1	*	10	66
Teller .....	6,450	2,007	1,550	25	687	5	85	25	368
Washington .....	8,268	2,206	1,420	27	337	2	*	28	253
Weld .....	64,941	16,568	12,050	186	3,781	38	637	246	5,602
Yuma .....	12,428	3,278	2,200	31	723	6	123	63	875
<b>TOTAL STATE...</b>	<b>1,123,296</b>	<b>314,952</b>	<b>251,900</b>	<b>4,117</b>	<b>\$88,341</b>	<b>658</b>	<b>\$19,867</b>	<b>3,941</b>	<b>\$08,444</b>

\*Data unavailable. †Filling Station Sales only.

# CONNECTICUT

Population ..... 1,709,242  
Families ..... 446,717  
Radio Homes ..... 410,790

Fairfield .....	422,003	108,998	100,300	2,115	\$51,104	228	\$6,630	831	\$35,512
Hartford .....	449,653	116,304	107,100	1,963	50,383	226	7,437	865	32,368
Litchfield .....	86,711	23,189	21,350	372	9,497	53	1,433	247	6,310
Middlesex .....	55,595	14,070	12,950	226	5,699	26	857	180	4,415
New Haven .....	483,328	127,562	117,500	2,746	52,817	288	7,939	1,031	34,872
New London .....	124,870	32,917	30,200	599	13,577	49	1,356	361	9,160
Tolland .....	31,806	8,489	7,680	123	2,195	6	145	121	1,823
Windham .....	56,146	15,188	13,710	261	5,276	20	446	192	4,269
<b>TOTAL STATE...</b>	<b>1,709,242</b>	<b>446,717</b>	<b>410,790</b>	<b>8,405</b>	<b>\$190,548</b>	<b>896</b>	<b>\$26,243</b>	<b>3,828</b>	<b>\$128,729</b>

# DELAWARE

Population ..... 266,505  
Families ..... 70,572  
Radio Homes ..... 60,700

Kent .....	34,356	9,672	7,800	203	\$2,854	15	\$263	160	\$3,608
New Castle .....	177,923	45,452	40,800	1,039	20,469	77	2,478	344	16,361
Sussex .....	52,324	14,953	12,100	299	3,700	29	452	255	4,426
<b>TOTAL STATE...</b>	<b>266,505</b>	<b>70,572</b>	<b>60,700</b>	<b>1,511</b>	<b>\$27,023</b>	<b>121</b>	<b>\$3,193</b>	<b>759</b>	<b>\$24,395</b>

# DIST. OF COL.

Population ..... 663,091  
Families ..... 171,023  
Radio Homes ..... 155,800

<b>DISTRICT OF COLUMBIA ...</b>	<b>663,091</b>	<b>171,023</b>	<b>155,800</b>	<b>2,356</b>	<b>\$88,062</b>	<b>328</b>	<b>\$21,362</b>	<b>610</b>	<b>\$64,013</b>
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# FLORIDA

Population ..... 1,897,414  
Families ..... 519,436  
Radio Homes ..... 354,980

Alachua .....	38,332	10,153	5,920	178	\$2,337	20	\$431	128	\$3,396
Baker .....	6,519	1,503	790	23	118	1	*	17	†88
Bay .....	20,603	5,452	3,290	104	1,340	9	206	64	1,230
Bradford .....	8,670	2,109	1,070	40	407	3	58	33	389
Brevard .....	16,036	4,895	2,940	113	1,463	10	259	110	1,669
Broward .....	39,432	11,628	8,000	216	3,522	24	917	107	3,728
Calhoun .....	8,223	1,968	1,030	19	202	3	13	17	242
Charlotte .....	3,642	1,121	650	22	341	3	43	15	255
Citrus .....	5,844	1,697	940	25	374	5	86	24	†229
Clay .....	6,463	1,768	970	29	304	5	46	26	255
Collier .....	5,081	1,701	1,000	26	346	3	23	21	†122
Columbia .....	16,731	4,190	2,350	51	651	7	165	69	1,192
Dade .....	266,164	75,954	61,100	1,112	26,159	184	8,412	667	27,933
DeSoto .....	7,755	2,187	1,370	24	501	4	93	33	588

**U. S. CENSUS DATA**

County	Popula- tion	Families	Radio Homes	FOOD		DRUG		AUTOMOTIVE	
				Stores	Sales	Stores	Sales	Stores	Sales
Dixie	7,007	1,877	1,080	26	247	2	*	14	†153
Duval	210,680	55,128	44,100	799	16,604	103	4,010	395	18,911
Escambia	74,314	18,631	12,410	305	4,435	19	757	107	4,654
Flagler	3,004	941	520	16	128	1	*	23	†126
Franklin	5,982	1,598	950	34	316	4	71	10	186
Gadsden	31,372	6,502	2,960	92	941	12	192	54	1,709
Gilchrist	4,235	1,033	500	8	76	1	*	10	†62
Glades	2,747	826	430	6	84	1	*	5	†34
Gulf	6,926	1,769	1,010	28	246	5	65	13	†80
Hamilton	9,774	2,409	1,230	31	401	4	48	26	†121
Hardee	10,148	2,704	1,480	29	503	6	106	55	598
Hendry	5,191	1,719	930	19	249	3	54	13	424
Hernando	5,639	1,595	840	17	361	4	79	31	559
Highlands	9,181	2,504	1,680	46	667	6	150	38	919
Hillsborough	179,209	49,692	36,180	827	11,288	92	2,456	530	14,076
Holmes	15,402	3,445	1,640	34	153	3	58	25	147
Indian River	8,827	2,513	1,400	64	834	5	134	45	600
Jackson	34,412	8,110	4,000	63	519	10	174	68	1,466
Jefferson	12,068	2,865	1,460	38	250	4	39	32	397
Lafayette	4,425	1,037	520	15	124	2	*	8	†33
Lake	27,141	8,001	4,800	123	1,940	18	372	118	2,326
Lee	17,530	4,899	3,320	69	1,367	13	293	65	1,875
Leon	31,662	8,276	4,920	119	1,617	11	470	62	2,651
Levy	12,462	3,331	1,780	50	374	5	59	51	635
Liberty	3,750	942	510	15	35	1	*	9	38
Madison	16,210	3,936	1,930	54	442	8	96	39	681
Manatee	26,181	7,346	4,660	108	1,834	14	370	77	1,709
Marion	31,193	8,435	4,710	108	1,462	11	282	106	2,454
Martin	6,266	1,983	1,140	39	641	3	67	33	309
Monroe	13,892	3,978	2,770	68	807	7	110	37	509
Nassau	10,865	2,673	1,560	54	444	4	58	39	501
Okaloosa	12,876	3,024	1,550	62	400	4	70	28	605
Okneebohee	2,995	824	460	16	195	2	*	16	†187
Orange	69,776	20,364	14,620	318	5,681	41	1,396	249	9,027
Osceola	10,109	3,199	1,890	34	550	4	98	46	574
Palm Beach	79,091	23,763	17,300	428	8,195	60	1,618	234	7,950
Pasco	13,978	4,239	2,300	58	664	8	116	60	673
Pinellas	88,208	28,554	22,700	426	8,358	48	4,023	272	8,381
Polk	87,421	24,159	15,500	374	6,784	47	1,170	330	8,453
Putnam	18,625	5,358	3,160	78	1,071	11	167	79	1,285
St. Johns	19,876	5,616	3,920	104	1,554	14	297	72	1,591
St. Lucie	11,717	3,267	2,020	56	1,049	6	189	40	1,685
Santa Rosa	16,049	4,071	2,120	64	369	3	43	27	450
Sarasota	15,899	4,709	3,300	87	1,936	8	316	74	1,940
Seminole	22,226	6,233	3,950	124	1,586	13	191	73	1,412
Sumter	11,031	2,954	1,560	35	391	8	79	37	†246
Suwannee	17,083	4,106	2,080	77	596	6	128	39	680
Taylor	11,567	3,129	1,770	42	557	4	*	35	618
Union	7,069	1,240	630	22	147	3	29	15	†83
Volusia	53,113	16,052	11,320	280	4,627	39	1,102	224	5,099
Wakulla	5,455	1,357	730	28	175	2	*	17	86
Walton	14,173	3,313	1,780	54	410	4	78	32	562
Washington	12,277	2,911	1,480	31	227	4	55	26	304
<b>TOTAL STATE</b>	<b>1,897,414</b>	<b>519,436</b>	<b>351,980</b>	<b>8,081</b>	<b>\$132,976</b>	<b>1,002</b>	<b>\$32,742</b>	<b>5,191</b>	<b>\$153,187</b>

\*Data unavailable. †Filling Station Sales only.

# GEORGIA

Population ..... 3,123,723  
 Families ..... 750,633  
 Radio Homes ..... 396,240

Appling	14,481	3,039	1,290	32	\$382	3	\$90	62	\$470
Atkinson	7,093	1,591	720	22	148	3	22	14	88
Bacon	8,143	1,785	730	27	363	4	45	36	†162
Baker	7,334	1,654	610	19	43	1	*	6	45
Baldwin	24,232	3,995	2,100	89	824	5	159	28	838
Banks	8,719	1,927	680	27	86	—	—	9	33
Barrow	13,065	3,256	1,450	52	490	4	90	37	314
Bartow	25,232	5,837	2,710	70	805	8	121	46	1,089
Ben Hill	14,518	3,567	1,890	62	784	4	140	32	1,113
Berrien	15,345	3,487	1,390	39	564	5	78	51	471
Bibb	83,791	23,192	15,260	402	6,305	36	966	135	5,786
Bleckley	9,661	2,372	950	32	337	5	41	16	†98
Brantley	6,869	1,466	650	31	158	2	*	7	†45

County	Popula- tion	Families	Radio Homes	FOOD		DRUG		AUTOMOTIVE	
				Stores	Sales	Stores	Sales	Stores	Sales
Brooks	20,489	4,663	1,960	57	580	5	85	34	506
Bryan	6,280	1,433	670	22	150	2	°	37	†117
Bulloch	26,002	5,927	2,490	111	856	11	162	67	1,204
Burke	26,433	6,878	2,780	136	783	6	83	33	581
Butts	9,192	2,280	960	32	312	3	48	28	383
Calhoun	13,501	2,593	1,030	47	244	7	53	21	191
Camden	5,909	1,449	710	29	282	2	°	26	†164
Candler	9,102	2,079	800	29	272	3	66	18	366
Carroll	34,161	8,400	3,470	108	936	10	159	65	1,096
Catoosa	10,820	2,592	1,140	40	296	1	°	32	†192
Charlton	5,259	1,207	580	21	96	2	°	16	†112
Chatham	116,803	31,704	22,250	745	9,659	52	1,162	194	7,764
Chattahoochee	15,107	556	270	6	34	—	—	5	30
Chattooga	18,522	4,208	1,900	38	538	5	91	25	459
Cherokee	20,155	4,674	2,010	69	387	5	64	34	369
Clarke	28,384	7,401	4,590	139	2,421	11	461	50	2,764
Clay	6,847	1,692	670	32	210	4	29	19	†92
Clayton	11,654	2,781	1,160	40	220	2	°	34	†139
Climch	6,437	1,578	800	34	235	2	°	15	†68
Cobb	38,250	8,994	4,880	127	1,389	14	305	101	1,524
Coffee	21,502	4,883	2,110	59	773	12	193	47	755
Colquitt	31,697	7,426	3,420	126	1,464	11	258	64	990
Columbia	9,422	2,174	820	39	157	3	7	8	†32
Cook	11,883	2,763	1,180	30	366	5	69	43	481
Coweta	27,053	6,640	3,180	105	1,043	9	163	55	977
Crawford	7,128	1,558	550	38	174	1	°	14	68
Crisp	17,518	4,420	2,170	76	768	8	142	45	1,401
Dade	5,887	1,228	520	21	194	1	°	7	45
Dawson	4,479	965	320	24	24	—	—	7	26
Decatur	22,190	5,160	2,520	84	838	7	115	30	889
De Kalb	86,827	22,717	16,900	207	4,165	36	1,052	158	3,650
Dodge	21,017	4,772	1,970	83	610	5	127	35	515
Dooly	16,883	3,942	1,530	49	385	6	69	32	326
Dougherty	28,521	7,410	4,520	118	1,833	9	384	55	2,413
Douglas	10,048	2,320	930	44	310	3	58	17	373
Early	18,696	4,369	1,690	56	450	5	78	34	770
Echols	2,964	768	360	19	67	—	—	3	°
Effingham	9,640	2,290	1,030	31	136	3	49	24	299
Elbert	19,622	4,704	2,120	92	720	5	118	51	587
Emanuel	23,502	5,591	2,210	114	810	9	92	80	1,094
Evans	7,390	1,749	760	35	303	3	65	19	367
Fannin	14,751	3,107	1,340	36	228	2	°	28	92
Fayette	8,171	1,844	690	30	162	2	°	11	†78
Floyd	56,018	13,756	7,760	190	2,840	15	513	110	3,166
Forsyth	11,319	2,566	880	39	91	1	°	11	†52
Franklin	15,623	3,443	1,320	80	488	6	60	28	474
Fulton	391,492	103,261	76,930	1,549	30,933	212	7,585	695	31,886
Gilmer	8,995	1,951	720	30	121	2	°	12	†66
Glascocok	4,554	999	380	13	53	—	—	11	†53
Glynn	21,849	5,678	3,610	126	1,624	12	341	56	1,780
Gordon	18,410	4,369	1,770	59	574	5	100	35	718
Grady	19,640	4,523	1,950	55	460	5	96	21	958
Greene	13,701	3,246	1,390	26	324	6	95	23	†132
Gwinnett	29,082	6,778	2,810	77	465	8	95	88	787
Habersham	14,782	3,389	1,520	55	469	4	86	51	605
Hall	34,842	8,094	3,990	153	1,597	8	241	83	2,432
Hancock	12,763	2,743	1,230	75	380	2	°	7	†68
Haralson	14,402	3,486	1,410	34	321	6	89	21	433
Harris	11,434	2,615	1,070	35	113	2	°	16	†77
Hart	15,446	3,453	1,260	34	256	2	°	26	198
Heard	8,531	1,896	650	17	78	1	°	5	°
Henry	15,111	3,482	1,330	49	342	4	48	44	346
Houston	11,313	2,654	1,030	42	375	2	°	23	†280
Irwin	12,930	2,772	1,580	40	455	2	°	12	†120
Jackson	20,091	4,636	1,930	61	544	6	78	49	591
Jasper	8,762	2,165	920	39	199	5	42	16	221
Jeff Davis	8,833	1,901	810	22	303	2	°	23	†99
Jefferson	19,231	4,646	1,860	63	419	6	78	49	771
Jenkins	11,839	2,893	1,180	56	458	3	57	20	344
Johnson	12,955	3,040	1,170	56	411	5	57	22	326
Jones	8,332	1,941	740	17	64	—	—	10	33
Lamar	10,090	2,486	1,190	39	515	3	65	23	†178
Lanier	5,632	1,221	450	15	87	2	°	17	†61
Laurens	33,715	7,853	3,360	146	1,177	9	157	67	1,277
Lee	7,838	2,011	760	19	61	1	°	10	†86
Liberty	8,572	1,952	820	40	154	2	°	29	†185
Lincoln	7,037	1,459	530	28	188	3	14	8	†49
Long	4,061	918	400	17	80	2	°	9	†39
Lowndes	31,854	7,610	4,180	139	1,668	16	351	75	2,021
Lumpkin	6,215	1,408	540	40	90	1	°	11	†60
McDuffie	10,787	2,602	1,050	39	392	4	53	18	†208
McIntosh	5,283	1,373	730	37	258	3	28	21	227
Macon	15,937	3,827	1,570	38	387	5	78	19	†121
Madison	13,408	3,073	1,140	39	101	1	°	31	261
Marion	6,896	1,590	610	22	113	2	°	7	†45
Meriwether	22,053	5,194	2,290	123	657	7	67	28	388

• • • U. S. CENSUS DATA • • •

County	Popula- tion	Families	Radio Homes	FOOD		DRUG		AUTOMOTIVE	
				Stores	Sales	Stores	Sales	Stores	Sales
Miller	10,000	2,174	800	40	262	3	43	15	†81
Mitchell	23,671	5,271	2,170	94	684	6	88	33	636
Monroe	10,835	2,501	1,070	48	427	3	87	17	415
Montgomery	9,668	2,054	840	30	137	5	28	15	†70
Morgan	12,531	3,046	1,240	26	271	4	59	24	345
Murray	11,142	2,358	870	13	76	2	*	21	238
Muscooge	75,183	19,478	13,050	364	5,707	34	920	116	5,278
Newton	18,590	4,498	2,080	61	611	6	101	51	765
Oconee	7,570	1,770	650	32	126	1	*	3	8
Oglethorpe	12,442	2,745	1,050	40	173	2	*	11	217
Paulding	12,842	2,800	1,030	31	231	2	*	15	260
Peach	10,375	2,561	1,290	42	390	5	75	18	679
Pickens	9,169	2,069	910	19	52	3	47	13	273
Pierce	11,794	2,582	1,080	43	577	5	87	27	†132
Pike	10,366	2,330	880	42	210	4	19	15	†69
Polk	28,466	6,469	3,420	87	1,275	8	199	34	1,084
Pulaski	9,822	2,491	1,020	37	404	4	72	19	454
Putnam	8,514	1,931	820	29	268	3	66	23	420
Quitman	3,433	742	280	10	42	1	*	9	55
Rabun	7,821	1,710	720	28	178	3	39	18	†105
Randolph	16,473	3,931	1,680	79	551	5	75	21	567
Richmond	81,851	21,035	14,050	408	5,494	26	967	130	4,823
Rockdale	7,696	1,831	760	37	308	3	67	17	174
Schley	5,031	1,127	420	17	100	2	*	12	†80
Seveven	20,343	4,549	1,760	92	515	6	68	23	475
Seminole	8,483	1,903	750	34	312	3	72	15	202
Spalding	28,380	7,117	3,860	117	1,877	9	*	59	2,050
Stephens	12,972	2,971	1,430	35	478	2	*	34	693
Stewart	10,596	2,394	1,080	49	360	4	31	12	366
Sumter	24,608	6,301	2,980	97	1,242	12	189	61	1,059
Talbot	8,147	1,839	770	32	106	4	22	18	†74
Taliaferro	6,278	1,360	530	23	133	1	*	6	61
Tattnall	16,220	3,431	1,410	51	570	7	87	35	533
Taylor	10,774	2,466	990	39	302	3	38	22	†177
Telfair	15,145	3,431	1,470	58	388	10	100	44	586
Terrell	16,646	4,113	1,800	71	500	7	76	24	405
Thomas	31,179	7,776	3,970	131	1,348	15	317	85	1,391
Tift	18,287	4,533	2,170	93	1,053	10	182	69	1,239
Toombs	16,942	3,736	1,700	64	683	6	*	41	671
Towns	4,929	1,049	380	9	7	1	*	6	†8
Treutlen	7,631	1,622	630	26	141	2	*	8	†49
Troup	43,896	10,597	5,520	188	2,980	16	419	92	2,944
Turner	10,844	1,960	810	45	353	4	56	27	416
Twiggs	9,117	1,989	760	27	149	2	*	12	†72
Union	7,822	1,739	580	42	86	1	*	9	†44
Upson	25,078	5,863	2,940	80	1,250	7	228	44	1,129
Walker	31,097	7,307	3,540	130	1,478	8	218	48	863
Walton	20,807	4,949	2,080	52	653	5	100	41	642
Ware	27,903	6,709	4,180	130	1,678	13	388	87	2,549
Warren	10,717	2,394	920	31	218	3	62	14	220
Washington	24,222	5,705	2,340	94	642	8	125	28	511
Wayne	13,124	2,984	1,160	55	429	5	74	25	405
Webster	4,720	1,023	380	16	99	1	*	5	26
Wheeler	8,531	1,820	710	30	204	2	*	10	51
White	6,362	1,391	530	34	86	1	*	5	†27
Whitfield	26,114	6,055	3,040	99	1,549	7	230	73	1,543
Wilcox	12,753	2,878	1,100	41	275	7	51	19	161
Wilkes	15,085	3,608	1,540	75	498	5	*	19	404
Wilkinson	11,230	2,656	1,140	65	420	4	31	10	249
Worth	21,447	4,875	1,900	63	499	3	27	22	367
<b>TOTAL STATE</b>	<b>3,123,723</b>	<b>750,633</b>	<b>396,210</b>	<b>12,130</b>	<b>\$110,006</b>	<b>1,109</b>	<b>\$25,510</b>	<b>5,970</b>	<b>\$111,552</b>

\*Data unavailable, †Filling Station Sales only.

# IDAHO

Ada	50,105	14,359	12,100	139	\$4,304	16	\$834	133	\$6,469
Adams	3,404	971	720	13	84	1		17	124
Bannock	34,450	8,456	7,150	113	2,987	12	520	106	3,132
Bear Lake	7,904	1,962	1,490	30	501	4	74	25	608
Benewah	7,322	2,113	1,640	21	518	3	45	15	222
Bingham	21,016	4,700	3,600	50	1,159	7	167	56	1,344
<b>Total</b>	<b>140,251</b>	<b>36,557</b>	<b>28,760</b>	<b>306</b>	<b>\$11,316</b>	<b>53</b>	<b>\$2,671</b>	<b>347</b>	<b>\$1,897</b>

County	Popula- tion	Families	Radio Homes	FOOD		DRUG		AUTOMOTIVE	
				Stores	Sales	Stores	Sales	Stores	Sales
Blaine	5,282	1,442	1,100	12	246	5	66	28	597
Boise	2,333	750	570	12	141	—	—	10	†72
Bonner	15,642	4,628	3,650	49	994	6	81	45	887
Bonneville	25,718	6,319	5,190	73	2,204	6	282	57	3,322
Boundary	5,897	1,655	1,280	20	519	2	*	24	445
Butte	1,892	504	400	7	108	1	*	9	122
Camas	1,361	369	270	5	101	1	*	6	†67
Canyon	40,833	11,355	9,100	98	2,471	14	496	124	3,813
Caribou	2,269	656	490	12	133	2	*	9	†98
Cassia	14,566	3,493	2,680	40	884	5	101	51	1,191
Clark	1,004	275	200	8	65	—	—	4	†22
Clearwater	8,235	2,247	1,730	17	433	6	91	17	474
Custer	3,535	1,007	770	13	201	3	11	18	†116
Elmore	5,471	1,554	1,220	11	200	2	*	35	578
Franklin	10,233	2,354	1,860	18	496	3	68	36	712
Fremont	10,274	2,449	1,900	32	628	4	109	43	666
Gem	9,532	2,607	2,050	17	559	3	75	34	1,070
Gooding	9,217	2,417	1,800	16	435	4	81	38	1,044
Idaho	12,642	3,525	2,650	35	772	6	72	42	967
Jefferson	10,657	2,513	1,980	15	398	4	82	28	444
Jerome	9,877	2,499	1,860	15	620	5	95	39	1,007
Kootenai	22,225	6,727	5,400	71	1,774	10	214	79	1,418
Latah	18,785	5,383	4,230	50	1,343	11	266	54	1,313
Lemhi	6,497	1,891	1,430	19	599	2	*	25	516
Lewis	4,643	1,327	1,000	17	392	5	62	20	330
Lincoln	4,232	1,116	840	10	225	2	*	14	287
Madison	9,176	2,081	1,650	17	430	3	96	31	719
Minidoka	9,846	2,544	1,900	23	550	5	110	34	761
Nez Perce	18,841	5,670	4,700	79	1,819	7	262	60	2,764
Oneida	5,302	1,283	1,020	14	254	2	*	18	309
Owyhee	5,636	1,626	1,120	16	270	2	*	19	177
Payette	9,500	2,687	2,110	25	684	4	68	35	893
Pawer	4,003	1,038	780	9	191	1	*	20	161
Shoshone	21,176	6,065	5,030	63	2,519	9	255	54	1,944
Teton	3,598	813	610	11	98	4	58	17	186
Twin Falls	36,500	9,942	7,900	92	2,621	12	457	114	4,197
Valley	3,988	1,168	900	14	387	2	*	22	397
Washington	8,861	2,302	1,810	20	648	5	69	32	804
<b>TOTAL STATE...</b>	<b>524,873</b>	<b>140,742</b>	<b>111,880</b>	<b>1,441</b>	<b>\$37,055</b>	<b>211</b>	<b>\$5,671</b>	<b>1,697</b>	<b>\$47,310</b>

\*Data unavailable. †Filling Station sales only.

# ILLINOIS

Population ..... 7,897,241  
 Families ..... 2,189,223  
 Radio Homes ..... 1,985,710

Adams	65,303	18,633	16,320	252	\$4,270	25	\$698	158	\$3,647
Alexander	25,866	7,232	6,220	90	1,187	14	204	43	1,366
Bond	14,526	4,328	3,580	44	771	5	56	49	1,091
Boone	15,197	4,474	3,750	43	1,301	6	80	53	1,188
Brown	8,055	2,466	1,950	22	349	4	45	35	356
Bureau	37,578	10,685	8,870	168	1,946	19	249	162	2,586
Calhoun	8,212	2,154	1,690	29	215	2	*	19	372
Carroll	17,994	5,312	4,450	74	1,357	9	98	71	1,009
Cass	16,410	4,728	3,990	74	1,216	7	135	65	980
Champaign	70,271	19,511	17,100	218	5,964	29	1,262	203	6,242
Christian	38,483	11,028	9,200	134	2,606	19	359	138	2,931
Clark	18,835	5,555	4,430	58	787	8	96	93	1,230
Clay	18,958	5,392	4,320	49	797	8	117	58	922
Clinton	22,916	5,901	4,820	64	821	6	57	60	795
Coles	38,513	11,232	9,730	164	2,504	13	366	118	3,812
Cook	4,049,331	1,121,319	1,051,800	19,860	331,129	2,160	71,339	4,050	227,620
Crawford	21,256	6,363	5,150	84	1,083	9	110	80	1,312
Cumberland	11,679	3,290	2,590	31	419	4	49	31	332
De Kalb	34,352	9,881	8,390	121	2,928	18	377	115	3,690
De Witt	18,252	5,261	4,390	69	1,345	7	165	68	1,411
Douglas	17,566	5,072	4,200	55	1,123	8	96	77	1,152
Du Page	102,779	27,429	25,200	326	9,842	41	1,392	247	8,416
Edgar	24,399	7,292	6,120	88	1,471	10	218	98	2,020
Edwards	8,962	2,724	2,200	26	298	3	26	36	582
Efingham	22,015	5,838	4,760	67	1,083	8	144	112	2,065
Fayette	29,092	7,815	6,220	86	1,450	10	256	98	2,244
Ford	14,975	4,335	3,560	48	994	9	144	68	1,428
Franklin	51,507	14,970	12,710	248	3,326	16	274	139	2,445
Fulton	44,644	13,186	10,970	156	2,752	19	355	157	2,925
Gallatin	11,406	3,155	2,520	30	293	6	35	34	404
Greene	20,291	5,746	4,700	73	1,167	6	115	49	877
Grundy	18,393	5,125	4,280	79	1,234	8	90	71	1,003
Hamilton	13,447	3,785	2,940	36	283	5	61	38	335
Hancock	26,276	8,088	6,500	100	1,277	12	151	110	1,368

**U. S. CENSUS DATA**

County	Popula- tion	Families	Radio Homes	FOOD		DRUG		AUTOMOTIVE	
				Stores	Sales	Stores	Sales	Stores	Sales
Hardin	7,673	2,035	1,630	39	279	4	32	14	118
Henderson	8,954	2,594	2,060	26	282	4	24	28	226
Henry	43,670	12,756	10,990	141	2,952	17	382	162	3,442
Iroquois	32,469	9,464	7,640	107	1,842	17	219	137	2,246
Jackson	37,868	10,793	9,070	144	2,201	14	250	137	3,115
Jasper	13,421	3,973	3,060	28	369	4	28	40	553
Jefferson	34,333	10,132	8,360	122	1,606	11	254	116	2,675
Jersey	13,625	3,941	3,240	56	728	5	104	29	685
Jo Daviess	20,008	5,997	4,940	74	1,130	10	125	62	795
Johnson	10,646	3,021	2,370	33	214	2	*	30	330
Kane	129,022	35,163	32,150	496	13,191	47	1,753	332	11,904
Kankakee	60,827	14,838	12,900	180	4,001	19	743	192	5,521
Kendall	11,069	3,289	2,650	26	585	5	66	34	560
Knox	52,065	16,279	14,290	211	3,875	18	677	172	4,286
Lake	124,728	34,376	31,250	403	12,528	48	1,864	324	11,191
La Salle	97,792	27,982	23,900	401	7,860	38	1,108	313	6,948
Lawrence	21,114	5,969	4,940	89	1,192	9	143	79	1,624
Lee	34,584	8,747	7,350	98	2,320	11	278	102	2,102
Livingston	38,864	10,191	8,400	117	2,235	15	284	140	2,601
Logan	29,382	7,328	6,160	113	1,566	13	214	105	863
McDonough	26,972	8,446	7,100	94	1,676	15	214	116	2,184
McHenry	37,189	12,810	10,860	160	3,403	25	428	139	3,339
McLean	53,897	21,587	18,700	286	5,995	32	869	245	5,901
Macon	84,683	24,859	22,200	331	7,220	30	1,087	257	8,762
Macoupin	46,255	14,359	11,990	170	3,013	20	260	150	2,247
Madison	148,917	41,567	37,400	631	11,773	55	1,358	378	11,882
Marion	47,918	14,011	11,760	176	3,672	16	666	164	5,207
Marshall	13,162	3,899	3,180	46	790	8	81	53	927
Mason	15,304	5,232	4,320	49	905	10	124	71	896
Massac	14,925	4,328	3,560	68	590	5	115	50	726
Menard	10,667	3,168	2,570	41	523	6	67	36	762
Mercer	17,652	5,371	4,330	61	763	7	72	65	963
Monroe	12,746	3,591	2,890	51	621	4	54	32	840
Montgomery	34,446	10,385	8,590	116	2,016	16	277	122	2,669
Morgan	36,311	9,720	8,250	127	2,111	10	375	95	3,292
Moultrie	13,466	3,910	3,130	42	608	5	55	46	664
Ogle	29,858	9,026	7,490	90	2,053	14	279	121	2,027
Peoria	152,925	43,876	39,700	597	14,801	66	2,314	318	14,036
Perry	23,427	6,719	5,600	86	1,361	11	191	79	1,485
Piatt	14,632	4,261	3,420	44	818	9	*	55	651
Pike	25,346	7,411	5,950	97	1,253	9	118	91	1,344
Pope	7,994	2,256	1,750	39	245	1	*	16	198
Putnaski	15,886	4,268	3,440	57	439	5	57	42	265
Putnam	5,284	1,516	1,210	19	241	1	*	22	100
Randolph	33,356	8,261	7,810	90	1,624	11	153	83	1,302
Richland	17,109	4,964	4,090	56	861	5	136	63	1,171
Rock Island	113,170	31,789	28,900	465	9,359	44	1,319	257	8,526
St. Clair	165,915	46,979	42,100	726	11,747	86	1,661	374	10,923
Saline	37,438	10,674	8,880	132	1,935	16	316	109	2,214
Sangamon	117,754	33,186	29,650	444	9,713	47	1,967	299	9,600
Schuyler	11,431	3,275	2,590	49	568	4	40	40	557
Scott	8,163	2,372	1,910	50	413	2	*	24	120
Shelby	26,257	7,696	6,140	87	1,079	12	100	92	1,219
Stark	8,881	2,562	2,060	31	496	4	65	41	453
Stephenson	40,608	11,659	10,090	149	3,378	15	487	111	2,855
Tazewell	58,344	16,250	14,090	232	4,040	17	491	180	3,322
Union	21,708	4,987	4,030	37	928	7	130	60	1,160
Vermillion	86,655	24,586	21,400	327	6,474	33	1,096	283	5,855
Wabash	13,706	3,934	3,310	60	952	5	87	47	1,099
Warren	21,279	6,259	5,230	72	1,422	9	218	88	1,811
Washington	15,803	4,493	3,580	45	511	6	50	55	682
Wayne	22,149	6,117	4,790	54	608	5	96	65	1,410
White	19,899	5,668	4,500	62	924	5	95	78	1,300
Whiteside	43,342	12,318	10,600	150	3,209	17	497	142	2,911
Will	112,995	28,883	25,450	437	8,626	41	1,256	278	6,304
Williamson	51,611	14,709	12,420	181	2,782	19	315	129	2,742
Winnebago	121,000	34,804	31,500	484	10,920	49	1,626	313	10,334
Woodford	18,969	5,252	4,230	55	1,121	10	114	74	1,716
<b>TOTAL STATE...</b>	<b>7,897,211</b>	<b>2,180,223</b>	<b>1,985,710</b>	<b>33,903</b>	<b>\$601,021</b>	<b>3,693</b>	<b>\$109,294</b>	<b>15,599</b>	<b>\$504,186</b>

\*Data unavailable. †Filling Station Sales only.

# INDIANA

Population ..... 3,427,796  
 Families ..... 959,563  
 Radio Homes ..... 840,280

County	Popula- tion	Families	Radio Homes	FOOD		DRUG		AUTOMOTIVE	
				Stores	Sales	Stores	Sales	Stores	Sales
Adams	21,232	5,451	4,530	62	\$904	7	\$146	77	\$1,641
Allen	154,833	42,269	38,400	713	12,796	80	2,387	416	13,387
Bartholomew	28,266	8,120	6,840	119	1,987	8	250	100	2,136
Benton	11,262	3,070	2,550	34	653	9	112	52	1,042
Blackford	13,758	3,931	3,330	54	876	6	181	49	870
Boone	22,016	6,632	5,510	64	1,236	10	227	86	1,567
Brown	6,187	1,617	1,310	29	218	1	*	14	143
Carroll	14,730	4,583	3,940	50	663	6	110	60	1,108
Cass	38,393	10,834	9,240	134	2,070	16	494	125	2,463
Clark	31,020	8,544	7,300	130	1,470	11	177	82	1,292
Clay	25,167	7,324	6,150	94	1,409	12	224	80	1,470
Clinton	28,300	8,231	7,010	96	1,916	12	342	105	2,358
Crawford	10,160	2,736	2,190	40	225	5	46	26	223
Daviess	26,100	7,080	5,900	113	1,408	8	178	73	1,274
Dearborn	22,623	6,441	5,430	80	1,246	9	187	68	1,135
Decatur	17,671	5,064	4,210	67	957	7	134	68	1,214
De Kalb	24,709	7,159	6,210	99	1,555	13	191	99	1,972
Delaware	74,925	21,705	19,300	287	5,499	29	1,024	193	5,933
Dubois	22,543	5,590	4,700	45	821	9	114	66	1,422
Elkhart	72,488	20,755	18,400	238	5,200	30	966	246	7,172
Fayette	19,395	5,452	4,760	79	1,347	10	229	43	1,258
Floyd	35,048	10,107	9,010	189	2,175	13	227	109	2,079
Fountain	18,302	5,361	4,480	62	1,180	11	156	76	1,668
Franklin	14,398	3,800	3,090	44	564	3	62	39	534
Fulton	15,941	4,621	3,780	58	766	7	102	71	898
Gibson	30,662	8,512	7,100	124	1,305	13	137	104	1,702
Grant	55,717	15,917	13,800	214	3,705	22	736	168	4,018
Greene	31,293	9,098	7,530	125	1,678	16	228	128	1,602
Hamilton	24,585	7,458	6,190	87	1,315	12	235	103	1,523
Hancock	17,242	5,269	4,380	79	982	8	132	75	1,334
Harrison	17,101	4,562	3,640	42	443	3	58	51	495
Hendricks	20,152	5,890	4,840	57	882	12	179	85	1,381
Henry	40,162	11,217	9,640	144	2,496	15	435	135	3,340
Howard	47,834	13,663	12,000	185	3,667	17	629	143	3,526
Huntington	29,842	8,526	7,290	132	1,865	12	368	105	1,854
Jackson	26,610	7,289	6,090	110	1,349	10	171	112	1,493
Jasper	14,829	3,806	3,120	47	758	6	99	59	955
Jay	22,487	6,139	5,030	77	1,117	8	148	91	1,691
Jefferson	19,905	5,314	4,360	79	855	4	170	83	955
Jennings	13,661	3,429	2,780	39	480	5	65	40	743
Johnson	22,448	6,514	5,480	79	1,356	12	243	89	1,683
Knox	43,865	12,315	10,690	197	2,632	21	434	170	2,939
Kosciusko	29,483	8,637	7,150	94	1,384	14	296	107	1,957
Lagrange	14,348	3,863	3,160	53	646	5	72	58	906
Lake	288,283	74,881	69,000	1,341	23,812	98	3,145	550	20,466
La Porte	63,658	16,696	14,900	232	5,611	17	624	200	4,665
Lawrence	35,556	9,728	8,360	140	1,935	12	340	93	1,668
Madison	88,092	25,276	22,470	332	6,167	35	1,187	280	6,019
Marion	456,669	130,677	120,750	1,855	38,049	299	11,846	901	41,833
Marshall	25,950	7,296	6,110	80	1,386	11	176	106	2,034
Martin	10,278	2,599	2,090	36	349	5	56	30	305
Miami	27,810	8,427	7,240	107	1,616	11	218	106	1,667
Monroe	36,348	9,959	8,710	115	2,513	9	453	109	3,293
Montgomery	27,267	8,253	6,980	110	1,829	15	323	109	2,182
Morgan	19,798	5,687	4,710	65	1,175	12	168	88	1,450
Newton	10,989	3,022	2,520	30	524	8	138	53	653
Noble	22,734	6,599	5,580	78	1,264	11	203	99	1,634
Ohio	3,764	1,119	910	16	196	1	*	12	146
Orange	17,199	4,725	3,930	71	1,033	9	121	50	778
Owen	12,158	3,462	2,840	36	560	6	62	48	856
Parke	17,353	5,038	4,160	67	897	10	110	89	1,096
Perry	17,765	4,534	3,850	84	764	7	109	48	625
Pike	17,025	4,762	3,930	94	810	3	72	52	974
Porter	27,697	7,657	6,640	114	1,851	12	327	128	2,107
Posey	19,164	5,437	4,480	65	832	7	105	61	959
Pulaski	12,057	3,218	2,600	34	418	6	76	52	820
Putnam	20,860	5,893	4,850	60	1,000	9	133	106	1,329
Randolph	26,726	8,083	6,720	99	1,587	13	239	111	1,873
Ripley	18,851	5,205	4,220	65	839	7	155	72	1,297
Rush	18,915	5,454	4,530	66	983	5	104	64	1,239
St. Joseph	161,967	44,038	40,380	662	13,327	65	2,199	391	12,967
Scott	8,071	2,549	2,050	29	396	4	53	34	369
Shelby	25,924	7,806	6,620	99	1,649	9	254	82	1,807
Spencer	16,209	4,414	3,680	45	455	6	56	60	607
Starke	12,147	3,445	2,820	47	748	5	52	59	1,006
Steuben	13,709	4,141	3,440	62	931	8	136	91	1,380
Sullivan	26,783	7,878	6,910	103	1,460	11	181	104	1,195
Switzerland	8,164	2,450	1,930	24	219	2	*	39	218
Tippecanoe	51,218	14,337	12,740	152	4,556	24	1,211	133	4,427
Tipton	15,106	4,412	3,660	47	838	7	116	57	881
Union	6,013	1,791	1,460	13	281	4	70	18	408



**U. S. CENSUS DATA**

County	Popula- tion	Families	Radio Homes	FOOD		DRUG		AUTOMOTIVE	
				Stores	Sales	Stores	Sales	Stores	Sales
Vanderburg	130,709	36,225	33,360	555	9,776	56	2,454	262	9,987
Vernillion	21,763	6,474	5,760	110	1,398	8	154	84	1,404
Vigo	99,467	30,018	26,690	511	8,643	52	1,511	292	8,038
Wabash	26,568	7,590	6,440	109	1,421	18	291	108	2,269
Warren	9,033	2,528	2,030	28	330	3	37	32	1,172
Warrick	19,421	5,433	4,460	91	827	5	61	50	1,069
Washington	17,010	4,664	3,770	46	395	4	72	63	711
Wayne	59,059	16,457	14,510	220	4,142	22	802	164	4,547
Wells	19,104	5,335	4,520	54	1,009	6	134	64	1,497
White	17,114	4,883	4,060	52	951	9	193	90	1,285
Whitley	16,934	4,913	4,070	52	958	8	158	63	961
<b>TOTAL STATE...</b>	<b>3,427,796</b>	<b>959,563</b>	<b>810,280</b>	<b>13,417</b>	<b>\$230,915</b>	<b>1,521</b>	<b>\$13,824</b>	<b>10,283</b>	<b>\$249,511</b>

\*Data unavailable. †Filling Station Sales only.

# IOWA

Population ..... 2,538,268  
 Families ..... 700,173  
 Radio Homes ..... 595,720

Adair	13,179	3,768	2,980	59	\$620	9	\$112	59	\$864
Adams	10,150	2,920	2,280	23	365	4	72	39	469
Allamakee	17,171	4,500	3,640	48	684	6	96	72	1,001
Appanoose	24,258	6,965	5,840	94	1,434	13	231	87	1,562
Audubon	11,803	3,225	2,540	46	651	7	74	32	685
Benton	22,847	6,439	5,310	88	1,456	12	162	94	1,857
Black Hawk	79,723	22,433	20,200	281	7,126	39	1,305	213	7,755
Boone	29,751	7,906	6,710	102	1,806	14	252	112	2,309
Bremer	17,935	4,938	3,980	47	871	8	140	68	1,552
Buchanan	20,971	5,345	4,360	60	910	12	124	86	1,264
Buena Vista	19,823	5,470	4,500	76	1,363	14	193	95	1,669
Butler	17,972	5,066	4,050	50	830	10	125	74	1,109
Calhoun	17,558	4,856	3,900	59	975	11	202	92	1,257
Carroll	22,754	5,705	4,720	58	1,275	13	158	81	1,979
Cass	18,566	5,454	4,540	99	1,258	10	186	85	1,908
Cedar	16,876	4,833	3,860	53	889	11	194	75	1,595
Cerro Gordo	43,812	11,687	10,400	146	3,268	18	703	144	4,219
Cherokee	19,261	4,566	3,810	53	1,124	10	184	67	1,350
Chickasaw	15,220	4,111	3,260	49	753	7	90	60	843
Clarke	10,272	3,057	2,480	24	510	4	58	45	593
Clay	17,755	4,895	4,050	57	1,067	8	260	79	2,297
Clayton	24,302	6,651	5,340	96	993	13	187	104	1,398
Clinton	44,669	12,456	10,900	224	3,681	19	444	144	3,574
Crawford	20,569	5,364	4,360	66	1,059	13	154	84	1,273
Dallas	24,587	7,164	5,950	79	1,761	15	264	112	2,050
Davis	11,123	3,192	2,500	30	422	7	76	35	714
Decatur	13,994	3,883	3,100	46	773	8	97	56	870
Delaware	18,476	4,900	3,980	48	770	9	150	65	1,153
Des Moines	36,768	10,869	9,750	169	3,391	19	631	96	3,231
Dickinson	12,171	3,205	2,650	60	833	7	149	71	1,088
Dubuque	63,704	15,624	14,050	238	4,524	24	509	145	4,694
Emmet	13,330	3,508	2,980	52	909	6	90	63	1,160
Fayette	29,134	7,915	6,650	89	1,524	13	234	95	1,999
Floyd	20,255	5,707	4,840	66	1,189	12	197	83	1,408
Franklin	16,203	4,430	3,660	35	831	7	98	72	1,436
Fremont	14,630	4,143	3,280	69	669	10	126	48	666
Greene	16,599	4,724	3,860	46	816	10	140	87	1,286
Grundy	13,514	3,694	2,930	33	567	7	136	61	1,166
Guthrie	17,216	4,891	3,900	75	999	10	126	87	955
Hamilton	19,902	5,371	4,460	55	1,226	13	181	80	1,508
Hancock	15,385	3,960	3,140	41	669	9	127	58	1,181
Hardin	22,505	6,295	5,290	81	1,565	14	239	118	2,223
Harrison	22,752	6,149	5,000	55	913	15	196	92	1,524
Henry	17,962	4,830	3,980	52	812	11	133	61	907
Howard	13,536	3,593	2,940	31	659	7	96	48	829
Humboldt	13,447	3,470	2,780	44	657	7	107	70	1,241
Ida	11,032	3,011	2,410	38	598	6	90	48	794
Iowa	17,011	4,679	3,710	53	843	8	141	50	1,320
Jackson	19,177	5,193	4,250	68	1,164	11	198	76	1,310
Jasper	31,454	8,815	7,430	70	1,375	15	310	111	1,873
Jefferson	15,749	4,543	3,840	60	911	9	160	65	1,080
Johnson	33,190	9,395	8,180	92	2,641	15	513	97	2,877
Jones	19,942	5,138	4,180	50	844	9	119	69	1,286
Keokuk	18,391	5,504	4,410	55	930	13	159	86	1,292
Kossuth	26,640	6,492	5,250	65	1,287	14	233	114	2,115

County	Popula- tion	Families	Radio Homes	FOOD		DRUG		AUTOMOTIVE	
				Stores	Sales	Stores	Sales	Stores	Sales
Lee	41,002	11,374	10,250	175	2,724	18	465	109	2,649
Linn	88,928	26,382	23,500	359	6,973	49	2,039	256	8,358
Louisa	11,375	3,288	2,650	34	622	8	81	49	891
Lucas	14,542	4,183	3,480	46	911	8	115	49	†388
Lyon	15,366	3,777	3,000	40	593	7	101	70	763
Madison	14,522	4,215	3,390	56	828	9	127	48	978
Mahaska	26,454	7,667	6,450	67	1,307	10	293	102	1,607
Marion	26,828	7,206	6,010	72	1,635	9	181	101	1,754
Marshall	35,333	9,714	8,460	123	2,775	14	242	112	3,070
Mills	15,057	3,680	2,990	51	714	8	113	54	1,108
Mitchell	14,110	3,835	3,140	52	781	7	93	55	954
Monona	18,220	4,846	3,900	48	809	8	114	77	1,328
Monroe	14,542	3,957	3,250	45	769	5	76	64	†330
Montgomery	15,706	4,616	3,900	42	947	10	164	70	1,449
Muscatine	31,281	9,235	8,060	137	2,531	16	285	107	2,505
O'Brien	19,303	5,171	4,270	73	1,159	10	153	96	1,604
Osceola	10,609	2,698	2,140	26	587	5	66	37	850
Paxe	24,821	6,651	5,660	92	1,548	11	346	87	2,314
Palo Alto	16,142	3,996	3,240	50	869	9	133	75	1,166
Plymouth	23,477	6,012	4,910	46	1,090	10	181	84	1,533
Pocahontas	16,236	4,199	3,330	43	751	10	179	62	1,158
Polk	195,389	56,432	52,000	811	16,603	117	3,894	521	15,788
Pottawattamie	66,755	18,460	16,250	249	4,692	36	895	214	4,900
Poweshiek	18,747	5,377	4,440	44	1,291	11	189	79	1,505
Ringold	11,139	3,270	2,580	22	394	4	73	40	574
Sac	17,635	4,762	3,920	51	818	11	147	82	1,256
Scott	84,660	24,137	21,850	311	8,001	39	1,212	163	7,255
Shelby	16,717	4,259	3,460	59	729	12	140	69	1,181
Sioux	27,211	6,647	5,320	80	1,043	15	199	97	1,597
Story	33,375	8,988	7,760	126	2,868	21	400	135	3,040
Tama	22,410	6,239	5,070	74	1,097	15	172	89	1,695
Taylor	14,268	4,187	3,330	63	586	10	122	56	644
Union	16,288	4,832	4,140	62	927	10	211	70	1,250
Van Buren	12,039	3,701	2,950	41	504	6	44	52	590
Wapello	44,217	12,810	11,280	139	3,394	20	644	121	2,798
Warren	17,691	5,061	4,120	93	857	7	104	111	1,122
Washington	20,028	5,747	4,750	50	976	10	213	73	1,652
Wayne	13,299	4,015	3,220	44	618	9	103	53	660
Webster	41,493	11,377	9,910	148	3,014	15	483	126	4,750
Winnebago	13,967	3,550	2,820	55	766	6	128	58	1,518
Winneshiek	22,255	5,806	4,720	63	1,003	9	137	74	1,278
Woodbury	103,450	28,366	25,500	376	8,529	57	1,788	315	8,920
Worth	11,431	3,008	2,370	32	515	9	76	43	619
Wright	20,036	5,423	4,550	61	1,220	12	215	77	1,430
<b>TOTAL STATE...</b>	<b>2,538,268</b>	<b>700,173</b>	<b>595,720</b>	<b>8,737</b>	<b>\$163,637</b>	<b>1,327</b>	<b>\$28,873</b>	<b>8,992</b>	<b>\$195,250</b>

\*Data unavailable. †Filling Station Sales only.

# KANSAS

Population ..... 1,801,028  
 Families ..... 512,090  
 Radio Homes ..... 379,160

Allen	19,837	6,181	4,520	71	\$1,028	10	\$139	79	\$1,360
Anderson	11,636	3,396	2,200	30	444	9	100	61	761
Atchison	22,180	6,310	4,840	79	1,478	12	277	72	1,358
Barber	9,063	2,568	1,660	31	651	11	125	44	912
Barton	24,972	6,771	5,050	82	1,980	14	394	92	2,525
Bourbon	20,889	6,381	4,640	81	1,264	10	225	97	1,306
Brown	17,362	5,057	3,520	48	904	11	191	80	1,398
Butler	31,985	9,269	6,850	118	2,342	17	221	129	2,852
Chase	6,329	1,836	1,150	20	292	5	45	31	269
Chautauqua	9,227	2,685	1,720	29	367	9	98	38	722
Cherokee	29,805	8,652	6,410	120	1,670	15	235	125	1,594
Cheyenne	6,219	1,590	920	13	232	4	68	32	583
Clark	4,060	1,104	690	11	215	5	74	22	381
Clay	13,271	3,964	2,700	53	870	8	138	61	967
Cloud	17,228	5,041	3,900	53	1,021	12	209	79	1,315
Coffey	12,259	3,675	2,310	37	788	7	72	51	413
Comanche	4,409	1,245	800	17	284	4	63	22	257
Cowley	38,057	11,074	8,660	126	2,687	25	413	153	3,138
Crawford	44,092	13,573	10,320	226	3,179	21	515	181	3,032
Decatur	7,448	2,000	1,200	29	298	5	49	29	389
Dickinson	22,904	6,634	4,850	94	1,575	15	217	119	1,541
Doniphan	12,919	3,700	2,230	55	515	9	69	55	412
Douglas	25,136	7,918	6,160	95	1,960	14	411	92	2,420
Edwards	6,368	1,828	1,150	22	412	6	83	42	406
Elk	8,161	2,473	1,540	23	343	5	57	39	308
Ellis	17,030	3,926	2,760	39	1,063	6	159	61	1,412
Ellsworth	9,852	2,687	1,720	37	694	7	138	40	498
Finney	10,080	2,714	2,050	23	818	4	118	51	1,728
Ford	17,183	4,558	3,570	66	1,361	11	268	89	1,880

**U. S. CENSUS DATA**

County	Popula- tion	Families	Radio Homes	FOOD		DRUG		AUTOMOTIVE	
				Stores	Sales	Stores	Sales	Stores	Sales
Franklin	20,833	6,113	4,400	59	1,358	14	266	88	1,480
Geary	15,151	3,806	3,040	36	962	7	126	40	854
Gove	4,794	1,136	660	12	158	3	16	27	278
Graham	7,058	1,572	900	16	188	4	49	23	219
Grant	1,929	491	340	5	101	2	*	11	†81
Gray	4,766	1,194	710	12	215	3	44	25	259
Greeley	1,637	417	260	6	64	1	*	10	70
Greenwood	16,488	4,765	3,240	51	964	9	138	89	1,214
Hamilton	2,643	709	450	11	176	1	*	28	†192
Harper	12,043	3,479	2,330	44	836	9	172	57	997
Harvey	21,690	5,982	4,630	49	1,547	10	148	87	1,702
Haskell	2,086	541	320	4	95	3	35	10	146
Hodgeman	3,520	890	500	8	76	1	*	16	†60
Jackson	13,357	3,918	2,430	39	948	8	69	56	568
Jefferson	12,700	3,772	2,270	41	483	8	78	47	342
Jewell	11,939	3,594	2,070	38	485	7	80	43	537
Johnson	33,284	9,699	6,800	111	1,608	17	224	162	1,681
Kearny	2,519	671	410	6	90	2	*	14	112
Kingman	12,006	3,217	2,110	40	653	7	97	75	886
Kiowa	5,095	1,392	860	9	170	3	55	34	350
Labette	30,337	8,832	6,600	118	1,907	17	332	115	1,983
Lane	2,811	757	460	8	141	2	*	16	268
Leavenworth	40,060	9,321	7,290	119	1,837	21	400	96	1,916
Lincoln	8,328	2,305	1,370	22	253	5	42	29	325
Linn	11,951	3,637	2,100	37	467	7	93	56	571
Logan	3,686	962	600	18	216	3	38	27	188
Lyon	26,366	7,654	5,790	92	1,894	14	382	110	1,921
McPherson	24,662	6,674	4,620	67	1,559	13	337	101	1,807
Marion	18,926	5,202	3,320	50	805	10	119	87	1,403
Marshall	20,963	5,960	3,940	74	1,132	14	227	93	1,205
Meade	5,515	1,444	910	9	311	5	72	27	600
Miami	19,459	5,411	3,810	51	965	11	164	86	1,261
Mitchell	11,350	3,162	2,130	38	769	9	138	60	1,005
Montgomery	49,597	14,650	12,100	195	3,876	25	583	202	3,668
Morris	10,349	2,971	1,940	50	558	7	62	50	566
Morton	2,192	608	400	7	167	3	44	16	155
Nemaha	16,734	4,482	2,740	45	735	11	156	74	821
Neosho	22,197	6,553	4,790	69	1,481	9	208	93	1,572
Ness	6,851	1,777	1,080	22	280	8	57	32	270
Norton	9,813	2,702	1,740	30	555	6	99	32	524
Osage	15,103	4,619	2,820	44	734	9	90	73	793
Osborne	9,898	2,855	1,750	32	563	6	98	62	613
Ottawa	9,208	2,772	1,710	25	445	5	71	46	517
Pawnee	10,286	2,484	1,740	28	622	6	*	29	453
Phillips	10,439	3,053	1,820	32	578	10	82	61	585
Pottawatomie	14,011	3,859	2,370	42	692	10	131	73	1,251
Pratt	12,317	3,472	2,610	30	911	9	158	72	1,300
Rawlins	6,616	1,702	1,000	20	269	4	47	30	318
Reno	52,141	14,749	11,590	174	3,854	28	738	198	4,853
Republic	13,119	3,997	2,390	37	568	7	93	69	860
Rice	17,193	5,003	3,440	50	1,276	11	184	77	1,420
Riley	20,566	6,078	4,670	76	1,660	14	369	82	1,846
Rooks	8,398	2,354	1,430	28	438	6	63	42	507
Rush	8,280	2,169	1,330	31	400	8	78	39	523
Russell	13,636	3,705	2,340	43	843	11	164	70	1,007
Saline	29,486	8,383	6,880	114	2,562	18	532	120	2,878
Scott	3,764	986	630	10	205	2	*	19	213
Sedgewick	143,170	42,410	37,400	522	11,419	86	2,582	469	13,609
Seward	6,538	1,802	1,440	19	687	3	96	34	813
Shawnee	91,009	26,360	22,950	345	7,854	52	1,643	288	7,220
Sheridan	5,310	1,254	710	9	132	2	*	22	224
Sherman	6,390	1,730	1,260	14	428	2	*	40	741
Smith	10,577	3,181	1,860	32	569	8	98	62	509
Stafford	10,504	2,922	1,820	23	668	7	120	42	791
Stanton	1,441	365	220	9	83	2	*	8	†60
Stevens	3,193	850	510	8	194	2	*	17	191
Sumner	26,296	7,560	5,260	82	1,567	18	253	102	1,430
Thomas	6,485	2,176	1,390	17	427	5	120	49	668
Trego	5,821	1,462	840	20	253	3	49	32	288
Wabaunsee	9,215	2,601	1,540	24	348	8	51	39	467
Wallace	2,434	601	360	8	106	1	*	13	†84
Washington	15,887	4,593	2,700	42	485	10	95	71	612
Wichita	2,188	566	330	8	157	1	*	5	26
Wilson	17,704	5,233	3,670	54	1,094	12	153	75	886
Woodson	8,009	2,315	1,430	32	416	4	49	50	308
Wyandotte	144,869	40,617	36,500	677	10,261	76	1,991	356	9,885
<b>TOTAL STATE...</b>	<b>1,801,028</b>	<b>512,090</b>	<b>379,160</b>	<b>6,207</b>	<b>\$115,297</b>	<b>1,076</b>	<b>\$20,998</b>	<b>7,346</b>	<b>\$129,481</b>

\*Data unavailable. †Filling Station Sales only.

# KENTUCKY

Population ..... 2,845,627  
 Families ..... 700,892  
 Radio Homes ..... 501,730

County	Popula- tion	Families	Radio Homes	FOOD		DRUG		AUTOMOTIVE	
				Stores	Sales	Stores	Sales	Stores	Sales
Adair	18,560	4,353	2,580	72	\$303	3	\$49	21	\$301
Allen	15,488	3,965	2,350	52	397	2	*	29	646
Anderson	8,907	2,404	1,480	34	427	2	*	21	385
Ballard	9,485	2,590	1,600	39	251	6	31	21	203
Barren	27,399	6,959	4,360	97	966	9	205	68	1,422
Bath	11,451	2,810	1,690	52	352	3	24	21	226
Bell	43,832	9,204	6,420	172	2,031	9	253	52	1,108
Boone	10,819	2,971	1,840	38	325	2	*	35	290
Bourbon	17,925	4,884	3,360	69	1,108	6	131	28	706
Boyd	45,937	10,927	9,240	216	3,024	16	627	81	2,770
Boyle	17,165	4,555	3,260	68	1,146	6	197	43	1,126
Bracken	9,395	2,553	1,570	40	357	4	44	25	†100
Breathitt	23,944	4,628	2,720	62	183	1	*	11	59
Breckinridge	17,739	4,504	2,740	96	444	5	59	26	348
Bullitt	9,049	2,443	1,520	27	204	2	*	19	265
Butler	14,368	3,387	1,980	89	149	2	*	14	185
Caldwell	14,656	5,634	3,720	54	552	7	115	26	494
Calloway	19,024	5,203	3,210	58	698	6	117	47	576
Campbell	70,972	20,099	17,520	395	6,893	31	983	87	2,723
Carlisle	7,632	2,060	1,270	18	258	4	32	14	178
Carrroll	8,637	2,371	1,500	30	424	4	105	24	367
Carter	25,537	5,281	3,310	119	645	5	39	26	339
Casey	19,957	4,245	2,430	60	170	2	*	18	202
Christian	36,278	9,196	6,140	155	1,437	14	227	80	1,638
Clark	17,975	4,959	3,520	79	1,042	6	176	66	1,055
Clay	23,903	4,524	2,620	73	237	2	*	13	†68
Clinton	10,279	2,284	1,340	5	12	3	34	9	94
Crittenden	12,099	3,191	1,960	37	407	3	72	11	238
Cumberland	11,918	2,619	1,520	34	76	2	*	8	186
Daviess	52,138	13,541	9,790	220	3,080	25	689	98	2,849
Edmonson	11,411	2,301	1,350	40	60	2	*	13	192
Elliott	8,714	1,740	980	28	46	—	—	3	51
Estill	17,966	3,854	2,540	58	495	4	98	22	337
Fayette	78,883	21,115	17,310	291	6,423	28	1,943	118	7,000
Fleming	13,345	3,573	2,170	58	462	3	55	32	346
Floyd	53,002	10,560	6,870	221	1,687	4	71	43	562
Franklin	23,283	6,060	4,370	79	1,949	6	245	52	1,373
Fulton	15,415	4,075	2,740	91	1,068	6	*	40	860
Gallatin	4,266	1,188	730	13	111	2	*	13	145
Garrard	11,907	2,904	1,740	44	434	2	*	25	384
Grant	9,910	2,738	1,660	38	402	3	66	36	534
Graves	31,746	8,782	5,700	127	1,317	6	191	62	1,560
Grayson	17,532	4,332	2,570	70	243	5	51	23	269
Green	12,223	3,069	1,780	53	228	2	*	22	†119
Greenup	24,915	5,461	3,480	98	757	5	80	42	342
Hancock	6,801	1,780	1,070	29	174	1	*	15	189
Hardin	26,604	6,007	3,790	99	1,127	8	156	82	1,781
Harlan	75,253	15,832	11,100	187	2,658	12	265	56	2,165
Harrison	15,078	4,225	2,830	67	970	5	138	40	793
Hart	16,745	4,224	2,500	51	415	6	132	44	371
Henderson	26,908	7,431	6,110	91	1,472	11	208	56	1,219
Henry	12,232	3,339	2,050	31	432	7	84	27	280
Hickman	9,138	2,462	1,500	22	230	3	21	13	169
Hopkins	37,752	10,292	7,000	147	1,681	12	240	87	2,232
Jackson	16,336	3,252	1,870	24	63	2	*	12	154
Jefferson	385,256	106,262	92,160	1,553	32,628	214	7,254	478	25,798
Jessamine	12,182	3,257	2,170	43	572	6	64	31	475
Johnson	26,002	5,552	3,480	84	656	2	*	27	753
Kenton	93,018	26,171	22,800	521	8,554	50	1,158	104	3,944
Knott	20,088	3,771	2,250	85	117	2	*	1	*
Knox	31,094	6,502	4,090	160	782	4	41	30	274
Larue	9,617	2,468	1,480	22	205	3	47	29	314
Laurel	25,537	5,450	3,280	100	516	4	64	37	667
Lawrence	17,294	3,745	2,220	101	381	2	*	11	157
Lee	10,857	2,281	1,400	60	250	2	*	9	112
Leslie	14,979	2,752	1,570	47	69	1	*	4	52
Letcher	40,583	8,126	5,410	129	1,043	3	56	28	603
Lewis	15,674	3,698	2,220	74	355	2	*	17	229
Lincoln	19,852	4,614	2,810	91	511	5	45	49	547
Livingston	9,134	2,401	1,450	23	105	2	*	12	†43
Logan	23,339	7,224	4,510	76	786	7	128	36	814
Lyon	9,039	1,984	1,210	28	191	2	*	9	214
McCracken	48,830	13,474	10,310	207	3,407	27	825	98	3,692
McCreary	16,452	3,293	2,130	57	322	2	*	18	†131
McLean	11,435	2,989	1,850	31	262	7	52	21	207
Madison	28,536	7,158	4,660	94	1,120	8	261	60	1,382
Magoffin	17,496	3,437	2,000	117	281	1	*	1	*
Marion	16,573	3,813	2,440	35	519	3	60	26	465
Marshall	16,615	4,361	2,590	56	414	4	54	34	467
Martin	10,970	2,007	1,220	55	193	1	*	1	*
Mason	19,133	5,109	3,600	86	1,232	5	152	55	1,011

**U. S. CENSUS DATA**

County	Population	Families	Radio Homes	FOOD		DRUG		AUTOMOTIVE	
				Stores	Sales	Stores	Sales	Stores	Sales
Meade	8,810	2,186	1,300	33	158	3	18	21	408
Menifee	5,680	1,221	700	27	105	—	—	10	52
Mercer	14,618	3,918	2,570	44	524	7	124	43	714
Metcalfe	10,778	2,679	1,530	31	75	1	*	16	†81
Monroe	14,071	3,258	1,890	37	147	5	26	20	201
Montgomery	12,264	3,204	2,180	53	613	6	105	31	608
Morgan	16,823	3,568	2,070	84	141	1	*	14	238
Muhlenberg	37,525	9,130	6,030	106	1,049	7	93	43	980
Nelson	18,817	4,180	2,590	40	536	6	90	34	720
Nicholas	8,619	2,395	1,460	21	323	3	38	24	216
Ohio	24,413	6,308	3,920	98	434	11	91	32	397
Oldham	10,719	2,101	1,340	29	329	2	*	18	264
Owen	9,759	3,004	1,780	30	323	3	50	19	321
Owsley	8,060	1,886	1,070	18	47	—	—	3	13
Pendleton	10,386	2,797	1,690	41	425	4	35	29	331
Perry	47,740	9,372	6,260	132	1,117	8	221	35	1,090
Pike	71,120	13,985	8,030	338	1,656	8	137	72	1,799
Powell	7,692	1,646	990	34	89	—	—	14	†39
Pulaski	39,848	9,038	5,640	135	910	8	181	55	980
Robertson	3,421	915	540	16	135	1	*	7	†24
Rockcastle	17,157	3,700	2,230	38	256	3	25	41	153
Rowan	12,733	2,730	1,690	77	502	1	*	21	275
Russell	13,610	2,982	1,720	26	93	3	21	14	197
Scott	14,326	3,957	2,660	44	701	6	125	40	834
Shelby	17,770	4,785	3,120	41	816	6	134	39	1,027
Simpson	11,753	3,123	2,000	31	450	3	122	31	643
Spencer	6,858	1,850	1,100	17	166	1	*	9	†53
Taylor	13,589	3,401	2,050	49	387	3	61	38	555
Todd	14,227	3,719	2,270	56	455	6	64	28	†183
Trigg	12,682	8,131	4,810	23	273	3	51	25	†98
Trimble	5,601	1,438	890	16	49	1	*	11	53
Union	17,394	4,388	2,900	46	628	5	141	36	663
Warren	36,587	9,797	6,680	157	1,605	12	384	73	2,202
Washington	12,681	3,021	1,790	29	415	2	*	23	366
Wayne	17,172	3,733	2,200	43	260	2	*	18	312
Webster	19,164	5,353	3,530	57	548	11	117	43	491
Whitley	33,190	7,324	4,860	96	993	8	168	60	1,259
Wolfe	9,997	2,074	1,210	30	96	—	—	14	†32
Woodford	11,826	2,954	1,870	51	619	5	99	23	403
<b>TOTAL STATE</b>	<b>2,845,627</b>	<b>700,892</b>	<b>501,730</b>	<b>10,826</b>	<b>\$126,418</b>	<b>871</b>	<b>\$22,229</b>	<b>4,379</b>	<b>\$106,878</b>

\*Data unavailable. †Filling Station Sales only.

# LOUISIANA

Population . . . . . 2,363,880  
 Families . . . . . 590,722  
 Radio Homes . . . . . 354,950

**Parish**

Acadia	46,372	10,997	5,940	201	\$938	14	\$240	72	\$1,551
Allen	17,606	4,445	2,170	55	434	4	78	29	467
Ascension	21,212	5,177	2,460	106	490	6	91	30	774
Assumption	18,542	4,266	1,960	75	402	6	72	14	289
Avoyelles	39,264	9,428	4,040	218	767	13	210	69	1,292
Beauregard	14,855	3,700	1,890	52	441	5	50	49	568
Bienville	23,928	5,671	2,450	55	539	12	117	50	917
Bossier	33,060	8,321	3,800	95	951	7	164	49	1,743
Caddo	149,831	40,275	36,830	544	9,798	63	3,101	286	12,505
Calcasieu	55,813	14,574	8,460	247	3,191	21	460	127	4,329
Caldwell	12,061	2,880	1,290	19	117	4	78	22	441
Cameron	7,199	1,792	740	24	118	5	16	8	†51
Catahoula	14,626	3,493	1,510	34	206	4	52	19	197
Claiborne	29,792	7,023	3,260	88	801	8	216	56	1,024
Concordia	14,593	4,134	1,930	41	474	4	69	14	183
De Soto	31,780	7,893	3,580	112	807	8	157	29	1,063
East Baton Rouge	88,182	22,982	14,150	395	6,429	41	1,753	131	7,790
East Carroll	18,811	5,121	2,320	55	415	3	130	15	261
East Feliciana	18,034	3,263	1,430	52	258	6	46	15	274
Evangeline	30,682	7,685	3,230	126	418	3	27	29	†167
Franklin	32,382	8,007	3,330	78	704	10	152	31	612
Grant	16,007	3,899	1,760	62	412	3	49	37	601
Iberia	37,171	8,882	4,460	192	1,129	12	248	58	2,200
Iberville	27,681	7,009	3,470	126	918	11	118	33	773
Jackson	17,808	4,348	1,940	42	386	5	90	22	702
Jefferson	50,395	12,714	7,310	361	2,947	17	229	95	2,351
Jefferson Davis	24,233	6,015	2,920	75	918	9	172	43	1,045

Parish	Popula- tion	Families	Radio Homes	FOOD		DRUG		AUTOMOTIVE	
				Stores	Sales	Stores	Sales	Stores	Sales
Lafayette	44,026	10,304	5,540	245	914	17	169	58	2,178
Lafourche	38,631	8,628	4,060	145	1,008	10	214	37	1,666
La Salle	10,946	2,771	1,320	35	340	6	109	33	860
Lincoln	24,763	5,805	2,820	66	684	8	195	35	1,142
Livingston	17,815	4,266	1,830	78	484	4	38	20	353
Madison	18,483	5,029	2,390	69	793	4	130	17	579
Morehouse	27,525	7,200	3,500	62	711	9	149	30	1,178
Natchitoches	40,979	9,370	4,210	131	1,088	7	173	44	896
Orleans	492,282	132,765	111,100	2,832	31,395	290	9,023	509	22,940
Ouachita	59,145	15,800	10,150	271	3,638	24	786	104	4,752
Plaquemines	12,228	2,914	1,390	82	474	3	*	9	46
Pointe Coupee	23,992	5,761	2,520	126	556	6	57	25	836
Rapides	73,751	17,525	9,880	315	2,973	24	668	134	3,604
Red River	15,859	3,898	1,630	33	249	2	*	30	421
Richland	28,830	7,107	3,020	67	680	7	134	31	698
Sabine	23,570	5,576	2,470	80	423	6	132	34	542
St. Bernard	7,272	1,755	860	51	285	1	*	11	187
St. Charles	12,318	2,892	1,440	71	501	6	71	24	297
St. Helena	9,546	2,206	910	21	48	1	*	6	38
St. James	16,597	3,785	1,810	85	506	7	56	18	310
St. John the Baptist	14,680	3,394	1,630	81	438	5	35	11	136
St. Landry	71,432	15,277	7,130	223	1,283	15	315	78	2,517
St. Martin	26,432	5,670	2,530	157	555	9	69	48	920
St. Mary	31,399	7,652	3,880	182	1,429	10	134	38	984
St. Tammany	23,633	6,051	3,190	121	1,028	12	174	47	740
Tangipahoa	45,693	11,342	5,660	163	1,405	18	356	84	1,788
Tensas	15,948	4,475	1,890	55	376	5	108	13	127
Terrebonne	35,913	8,144	4,050	190	1,459	11	316	49	1,804
Union	20,962	5,020	2,140	46	342	4	89	33	586
Vermilion	37,631	8,922	4,060	211	811	13	192	44	1,111
Vernon	19,118	4,755	2,250	58	604	2	*	38	625
Washington	34,513	8,444	4,690	123	1,235	12	290	41	1,328
Webster	33,665	8,430	4,110	105	1,021	16	274	65	1,754
West Baton Rouge	11,261	3,002	1,360	48	493	2	*	12	140
West Carroll	19,255	4,500	1,900	56	440	5	107	24	†125
West Feliciana	11,720	2,186	940	38	216	2	*	6	†40
Winn	16,928	4,197	2,060	48	545	5	112	28	617
<b>TOTAL STATE...</b>	<b>2,363,880</b>	<b>590,722</b>	<b>351,950</b>	<b>10,300</b>	<b>\$96,838</b>	<b>892</b>	<b>\$23,075</b>	<b>3,299</b>	<b>\$103,737</b>

\*Data unavailable. †Filling Station Sales only.

# MAINE

Population 845,139  
Families 209,664  
Radio Homes 190,740

## County

Androscoggin	76,598	19,251	17,500	406	\$8,112	24	\$636	149	\$5,784
Aroostook	93,804	19,595	17,600	326	5,406	33	714	286	4,963
Cumberland	145,514	36,001	33,100	696	16,699	77	2,125	401	12,731
Franklin	19,849	5,462	5,010	79	1,442	11	199	98	1,505
Hancock	32,148	9,333	8,560	251	3,774	18	333	149	2,259
Kennebec	77,214	19,225	17,400	405	7,273	37	858	212	5,872
Knox	26,833	8,195	7,410	175	2,915	16	247	121	1,943
Lincoln	16,164	4,862	4,470	95	1,523	8	176	82	1,415
Oxford	42,643	9,714	8,850	176	3,616	21	428	128	2,643
Penobscot	97,175	24,334	22,200	445	8,858	48	1,039	256	7,958
Piscataquis	18,414	5,086	4,690	67	1,486	15	201	63	937
Sagadahoc	19,004	4,466	3,980	106	1,978	8	207	58	1,435
Somerset	38,769	10,168	9,200	183	2,776	19	321	144	2,321
Waldo	21,039	5,926	5,260	114	1,560	7	105	101	998
Washington	37,588	10,008	9,000	252	3,052	16	240	162	2,007
York	82,383	18,038	16,510	557	9,056	37	886	292	5,096
<b>TOTAL STATE...</b>	<b>845,139</b>	<b>209,664</b>	<b>190,740</b>	<b>4,333</b>	<b>\$79,526</b>	<b>395</b>	<b>\$8,715</b>	<b>2,702</b>	<b>\$59,927</b>

# MARYLAND

Population 1,821,244  
Families 462,591  
Radio Homes 400,110

Allegany	88,229	21,549	18,100	425	\$8,533	26	\$978	204	\$5,080
Anne Arundel	67,935	15,334	12,800	299	5,100	15	569	114	2,755
Baltimore	155,867	37,527	31,150	484	9,000	39	1,285	320	5,979
Baltimore City	854,144	225,952	205,500	6,235	96,218	470	15,012	788	49,747
Calvert	10,511	2,380	1,910	75	634	2	*	18	†95
Caroline	17,333	4,870	3,940	96	1,093	10	137	64	1,237
Carroll	39,002	9,056	7,340	140	1,886	13	273	94	1,946

**U. S. CENSUS DATA**

County	Popula- tion	Families	Radio Homes	FOOD		DRUG		AUTOMOTIVE	
				Stores	Sales	Stores	Sales	Stores	Sales
Cecil	26,357	6,228	5,070	106	1,876	8	114	78	1,395
Charles	17,644	3,825	3,050	80	823	2	*	28	853
Dorchester	27,935	7,270	5,700	193	1,962	8	186	62	1,203
Frederick	57,544	14,357	11,700	240	4,058	12	468	137	4,263
Garret	21,890	4,857	3,920	69	771	5	68	49	1,739
Harford	34,831	8,361	6,800	126	2,128	11	304	72	2,185
Howard	16,924	3,866	3,130	84	1,186	3	80	61	1,699
Kent	13,419	3,749	2,990	90	1,088	7	137	51	719
Montgomery	81,444	20,934	17,480	240	6,295	19	1,080	101	6,406
Prince Georges	87,177	21,392	17,880	259	6,777	16	743	124	6,516
Queen Annes	14,474	3,905	3,160	69	735	5	70	44	582
St. Marys	14,637	3,087	2,490	116	984	1	*	26	654
Somerset	20,672	5,280	4,220	163	1,188	7	126	57	1,321
Talbot	18,777	5,448	4,360	100	1,497	11	433	58	2,092
Washington	68,774	17,633	14,780	370	5,135	20	688	141	4,864
Wicomico	34,433	9,762	7,870	183	2,200	12	407	141	3,013
Worcester	21,393	5,969	4,770	118	1,348	8	172	75	1,869
<b>TOTAL STATE</b>	<b>1,821,214</b>	<b>462,591</b>	<b>400,110</b>	<b>10,360</b>	<b>\$162,535</b>	<b>730</b>	<b>\$23,399</b>	<b>2,961</b>	<b>\$107,828</b>

\*Data unavailable. †Filling Station Sales only.

# MASS.

Population ..... 4,316,721  
 Families ..... 1,118,104  
 Radio Homes ..... 1,031,130

Barnstable	36,916	11,032	10,400	232	\$7,324	29	\$895	189	\$3,949
Berkshire	121,807	32,489	30,100	499	12,994	45	1,485	314	10,054
Bristol	365,092	96,975	87,800	2,131	36,670	160	4,231	637	19,571
Dukes	5,571	1,697	1,620	34	1,255	7	159	18	1,272
Essex	497,399	134,235	123,800	2,945	57,354	222	6,901	843	27,773
Franklin	49,505	13,124	12,350	202	5,233	19	517	178	4,583
Hampden	331,609	87,175	80,500	1,636	36,729	153	4,909	661	24,489
Hampshire	72,423	17,848	16,550	331	6,926	30	813	206	5,163
Middlesex	971,186	243,958	224,700	4,488	103,933	499	13,003	1,435	51,562
Nantucket	3,289	987	910	19	733	4	132	5	*139
Norfolk	324,979	82,977	77,450	1,269	36,091	174	5,138	640	28,574
Plymouth	168,060	47,927	43,550	969	19,544	75	1,983	506	13,253
Suffolk	861,640	220,608	203,000	4,826	102,868	538	17,223	813	43,231
Worcester	502,856	127,972	118,500	2,342	57,315	187	5,962	951	31,386
<b>TOTAL STATE</b>	<b>4,316,721</b>	<b>1,118,101</b>	<b>1,031,130</b>	<b>21,923</b>	<b>\$181,969</b>	<b>2,112</b>	<b>\$63,351</b>	<b>7,396</b>	<b>\$264,231</b>

†Filling Station Sales only. \*\*Automotive Sales only.

# MICHIGAN

Population ..... 5,256,106  
 Families ..... 1,382,738  
 Radio Homes ..... 1,272,120

Alcona	5,450	1,411	1,240	26	\$239	2	*	27	\$393
Alger	10,138	2,489	2,200	37	772	5	\$62	33	614
Allegan	41,768	11,721	10,330	166	2,625	17	324	167	2,961
Alpena	20,683	5,222	4,680	87	1,542	7	302	65	1,380
Antrim	10,946	2,958	2,640	30	578	7	83	43	1,334
Arenac	9,208	2,360	2,070	26	430	2	*	53	871
Baraga	9,367	2,385	2,150	22	676	2	*	37	590
Barry	22,548	6,580	5,820	64	1,234	9	196	65	1,296
Bay	74,962	19,333	17,550	311	5,454	33	1,094	172	5,286
Benzie	7,775	2,202	1,990	35	572	5	111	37	499
Berrien	88,882	25,538	23,190	316	7,730	51	1,527	354	7,530
Branch	25,797	7,700	6,830	85	1,657	10	252	125	2,175
Calhoun	94,035	26,983	24,720	351	7,924	50	1,612	289	8,334
Cass	21,922	6,510	5,840	79	1,259	9	136	97	1,497
Charlevoix	12,943	3,516	3,120	62	965	7	125	65	920
Cheboygan	13,619	3,442	3,000	65	998	10	165	53	726
Chippewa	26,411	6,667	5,950	134	2,394	10	200	70	1,638
Clare	9,160	2,411	2,140	42	766	3	68	49	625
Clinton	26,666	7,262	6,380	60	1,228	10	247	118	2,013
Crawford	3,760	946	870	15	425	3	69	35	421

County	Popu- lation	Families	Radio Homes	FOOD		DRUG		AUTOMOTIVE	
				Stores	Sales	Stores	Sales	Stores	Sales
Delta	33,713	8,722	7,910	123	2,295	12	274	94	2,201
Dickinson	28,678	7,474	6,640	112	1,855	7	149	79	1,854
Eaton	34,046	10,003	8,910	116	2,183	18	342	143	2,543
Emmet	15,746	4,209	3,770	56	1,478	7	204	67	1,605
Genesee	227,445	60,102	55,500	775	20,795	92	3,890	599	19,556
Gladwin	9,339	2,413	2,120	39	469	4	87	34	500
Gogebie	31,640	8,098	7,220	108	2,492	6	259	94	2,243
Grand Traverse	23,344	5,845	5,180	77	1,853	9	270	72	2,226
Gratiot	32,230	8,802	7,800	108	1,884	15	254	128	2,719
Hillsdale	29,014	8,547	7,560	95	1,425	10	160	132	1,666
Houghton	47,617	12,512	11,200	182	4,275	11	251	132	2,342
Huron	32,531	8,058	7,110	109	1,469	17	232	120	2,584
Ingham	130,178	36,777	34,800	417	11,391	70	2,381	358	12,067
Ionia	35,785	9,530	8,490	108	2,013	17	309	165	2,644
Iosco	8,519	2,324	2,090	40	624	6	119	33	595
Iron	20,253	5,220	4,710	69	1,667	7	148	62	1,188
Isabella	25,872	6,693	5,890	61	1,371	9	185	95	1,983
Jackson	92,158	24,401	22,400	340	7,137	49	1,278	264	7,675
Kalamazoo	99,932	27,424	25,250	351	8,714	53	2,042	289	9,455
Kalamazoo	5,146	1,363	1,210	14	219	1	*	15	†104
Kent	245,914	69,116	64,450	960	21,103	126	4,646	664	19,648
Keweenaw	3,924	1,065	990	12	407	—	—	11	79
Lake	4,794	1,440	1,280	32	244	1	*	27	186
Lapeer	32,106	7,393	6,530	81	1,550	11	220	132	2,446
Leelanau	8,408	2,143	1,890	46	496	3	45	34	255
Lenawee	53,714	14,758	13,230	191	3,806	20	375	198	4,370
Livingston	20,773	3,896	3,470	70	1,451	9	170	101	2,088
Luce	7,406	1,487	1,350	16	530	3	134	12	562
Mackinac	9,385	2,338	2,130	47	766	5	64	49	491
Macomb	107,428	27,551	25,190	303	7,622	36	1,043	315	7,962
Manistee	18,379	5,229	4,560	85	1,243	12	283	70	1,263
Marquette	46,689	12,041	10,870	173	4,285	11	356	123	2,784
Mason	19,249	5,445	4,820	76	1,449	11	180	75	1,174
Mecosta	16,842	4,566	4,010	50	805	6	165	80	1,172
Menominee	24,918	6,375	5,680	77	1,158	6	82	75	1,158
Midland	27,079	6,933	6,160	92	2,007	8	280	77	2,041
Missaukee	8,029	1,922	1,750	16	221	2	*	30	375
Monroe	57,673	15,123	13,700	231	3,699	14	416	192	3,963
Montcalm	28,561	8,363	7,370	122	1,842	21	291	152	2,331
Montmorency	3,839	970	860	20	187	3	55	19	234
Muskegon	94,264	25,728	23,740	366	8,717	36	1,327	251	6,422
Newaygo	19,253	5,272	4,670	68	974	6	108	55	958
Oakland	253,577	74,741	69,150	793	21,907	99	3,186	741	23,386
Oceana	14,794	4,135	3,650	50	892	5	84	57	817
Ogemaw	8,704	2,249	1,980	27	504	4	63	42	619
Ontonagon	11,360	2,942	2,630	39	791	5	40	39	458
Oscoda	13,288	3,574	3,160	40	606	6	101	69	961
Oscoda	2,538	664	580	10	129	2	*	18	131
Otsego	5,793	1,373	1,230	24	419	2	*	41	658
Ottawa	59,376	16,047	14,580	191	4,010	23	678	194	4,666
Presque Isle	12,224	2,759	2,440	41	727	4	76	35	579
Roscommon	3,660	1,104	990	35	472	2	*	42	396
Saginaw	130,625	34,549	31,650	425	9,687	60	2,108	301	8,645
St. Clair	76,311	20,368	18,550	318	6,348	30	949	240	5,957
St. Joseph	32,103	9,501	8,570	117	2,392	18	338	167	2,760
Sanilac	30,140	7,971	6,990	88	1,483	9	228	129	2,295
Schoolcraft	9,605	2,366	2,080	33	750	3	101	38	804
Shiawassee	41,145	11,347	10,200	128	2,959	21	364	164	3,532
Tuscola	35,693	9,321	8,200	108	1,881	17	290	126	3,287
Van Buren	35,451	10,620	9,520	139	2,693	18	341	185	2,663
Washtenaw	80,634	22,214	20,480	359	8,216	45	1,805	250	8,364
Wayne	2,012,183	504,637	474,000	8,741	162,784	997	36,793	3,039	166,646
Wexford	17,955	4,879	4,320	64	1,204	8	248	80	1,520
<b>TOTAL STATE</b>	<b>5,256,106</b>	<b>1,382,738</b>	<b>1,272,120</b>	<b>20,217</b>	<b>\$410,193</b>	<b>2,410</b>	<b>\$77,765</b>	<b>13,668</b>	<b>\$419,145</b>

\*Data unavailable. †Filling Station Sales only.

# MINNESOTA

Population . . . . . 2,792,300  
Families . . . . . 726,391  
Radio Homes . . . . . 620,770

Altkin	17,791	4,596	3,480	64	\$544	4	\$57	84	\$733
Anoka	22,456	5,470	4,650	64	1,156	4	99	51	1,064
Becker	26,604	6,455	5,090	70	1,079	6	74	74	1,504
Beltrami	26,053	6,002	4,800	90	1,676	5	202	93	1,899
Benton	16,100	3,622	2,950	46	822	4	77	71	†659
Big Stone	10,415	2,572	2,090	38	645	7	86	51	992
Blue Earth	36,165	9,659	8,110	119	2,659	13	491	128	3,358
Brown	25,532	6,472	5,450	57	1,502	13	325	91	1,957
Carlton	24,165	6,056	4,950	52	1,018	6	128	90	1,444



# U. S. CENSUS DATA

County	Popula- tion	Families	Radio Homes	FOOD		DRUG		AUTOMOTIVE	
				Stores	Sales	Stores	Sales	Stores	Sales
Carver	17,605	4,280	3,390	45	713	8	252	59	1,035
Cass	20,062	5,151	4,050	63	946	6	96	85	715
Chippewa	16,918	4,289	3,490	46	1,057	6	128	65	1,582
Chisago	13,124	3,639	2,830	46	687	6	90	66	841
Clay	25,329	6,261	5,210	69	1,711	8	176	76	1,996
Clearwater	11,122	2,788	2,120	32	386	3	56	31	398
Cook	2,996	793	660	20	260	1	*	17	1,225
Cottonwood	16,119	3,986	3,110	26	539	9	143	53	1,200
Crow Wing	30,140	7,862	6,700	131	2,674	10	295	109	2,352
Dakota	39,668	9,579	8,270	129	2,530	12	328	119	3,767
Dodge	12,928	3,316	2,560	36	530	8	86	42	520
Douglas	20,366	5,280	4,180	55	1,082	9	180	92	1,280
Faribault	23,782	6,123	4,910	71	1,545	14	221	101	1,928
Fillmore	25,517	6,899	5,430	71	1,050	13	213	112	1,355
Freeborn	31,682	8,176	6,720	95	2,227	8	227	88	2,601
Goodhue	31,504	8,337	6,870	102	1,984	15	260	117	2,424
Grant	9,820	2,475	1,930	31	428	6	57	43	745
Hennepin	566,289	161,571	148,810	2,393	63,835	295	11,715	1,240	46,245
Houston	14,733	3,779	2,930	41	582	4	75	52	798
Hubbard	10,998	2,881	2,240	38	676	3	42	41	640
Isanti	12,926	3,088	2,390	37	605	4	104	47	862
Itasca	32,994	8,224	6,650	102	2,258	7	134	91	1,980
Jackson	16,877	4,204	3,230	37	744	5	109	58	848
Kanabec	9,666	2,496	1,870	21	366	3	58	26	573
Kandiyohi	26,484	6,305	5,130	76	1,408	6	170	105	2,275
Kittson	10,722	2,534	1,970	27	304	5	45	42	915
Koochiching	16,885	4,479	3,720	63	1,350	5	133	57	1,167
Lac qui Parle	15,484	3,713	2,870	26	619	6	106	66	878
Lake	6,929	2,085	1,820	43	685	2	*	25	1,298
Lake of the Woods	5,843	1,499	1,170	27	303	2	*	15	120
Le Sueur	19,195	5,156	4,120	52	900	10	140	64	1,255
Lincoln	10,786	2,657	2,050	27	346	4	68	41	627
Lynn	21,522	5,343	4,360	58	1,268	10	193	87	2,120
McLeod	21,385	5,516	4,420	57	1,087	10	160	81	1,687
Mahnomen	8,053	1,780	1,400	18	290	2	*	17	325
Marshall	18,342	4,285	3,260	46	567	8	102	60	811
Martin	24,673	6,293	5,100	57	1,391	14	241	102	2,072
Meeker	19,268	4,765	3,720	51	1,014	7	*	77	1,219
Mille Lacs	14,785	4,132	3,210	35	557	6	108	77	1,399
Morrison	24,415	6,320	4,960	73	1,058	12	124	143	1,323
Mower	36,089	9,262	7,830	111	2,731	11	503	95	2,860
Murray	15,055	3,431	2,610	33	468	4	54	51	744
Nicollet	18,291	4,027	3,320	39	873	5	61	35	713
Nobles	21,223	5,264	4,250	53	1,136	7	171	70	2,199
Norman	14,674	3,594	2,740	39	557	5	64	43	893
Obstet	42,613	10,241	8,740	96	2,841	14	887	105	3,671
Otter Tail	53,039	12,772	10,000	141	2,185	16	297	127	2,995
Pennington	12,900	3,184	2,610	36	881	4	134	35	1,220
Pine	21,447	5,489	4,180	53	750	5	88	93	1,247
Pipestone	13,782	3,419	2,410	41	604	7	101	63	1,418
Polk	37,719	9,167	7,340	117	2,126	13	359	115	2,161
Pope	13,517	3,325	2,570	39	597	5	76	54	601
Ramsey	310,431	86,236	80,720	1,247	36,686	143	5,526	628	27,836
Red Lake	7,411	1,693	1,310	19	215	1	*	25	255
Redwood	22,277	5,405	4,260	51	1,033	12	135	87	1,408
Renville	24,601	5,946	4,640	51	1,000	10	143	104	1,798
Rice	32,145	7,557	6,340	82	1,894	12	323	86	1,930
Rock	10,929	2,789	2,240	28	554	4	53	50	850
Roseau	15,074	3,601	2,730	37	517	5	111	50	664
St. Louis	206,391	56,513	51,200	895	20,898	75	2,564	519	15,216
Scott	15,573	3,676	2,920	49	613	9	120	71	1,065
Sherburne	10,451	2,346	1,820	22	423	2	*	53	750
Sibley	16,582	4,023	3,120	34	450	9	116	55	950
Stearns	67,203	14,305	11,990	171	3,611	22	542	244	4,153
Steele	19,657	4,968	4,160	36	1,098	7	187	51	1,364
Stevens	11,016	2,640	2,060	23	487	5	80	28	1,060
Swift	15,453	3,764	2,950	37	759	7	95	72	903
Todd	27,411	6,700	5,180	54	1,065	9	129	94	1,156
Traverse	8,275	2,032	1,580	23	343	3	51	29	520
Wabasha	17,644	4,589	3,750	50	789	9	107	63	1,135
Wadena	12,585	3,109	2,460	30	550	4	83	54	787
Waseca	15,202	3,937	3,200	29	639	6	149	64	1,155
Washington	26,390	6,834	5,750	94	1,723	6	215	83	2,083
Watsonwan	14,017	3,576	2,890	31	858	7	146	63	929
Wilkin	10,526	2,453	1,930	34	640	4	77	32	436
Winona	37,746	9,978	8,720	136	3,146	11	424	102	2,878
Wright	27,477	7,101	5,520	84	1,075	14	179	121	1,714
Yellow Medicine	16,863	4,203	3,270	43	679	8	118	60	1,174
<b>TOTAL STATE...</b>	<b>2,792,300</b>	<b>726,391</b>	<b>620,770</b>	<b>9,261</b>	<b>\$211,177</b>	<b>1,131</b>	<b>\$32,991</b>	<b>8,396</b>	<b>\$201,415</b>

# MISSISSIPPI

Population ..... 2,183,796  
 Families ..... 537,359  
 Radio Homes ..... 228,090

County	Popula- tion	Families	Radio Homes	FOOD		DRUG		AUTOMOTIVE	
				Stores	Sales	Stores	Sales	Stores	Sales
Adams	27,218	7,541	4,130	147	\$1,544	11	\$262	34	\$1,209
Alcorn	26,865	6,710	3,100	123	965	7	147	55	1,470
Amite	21,885	4,947	1,700	88	377	4	52	18	332
Attala	30,502	6,961	2,740	80	862	9	129	39	860
Benton	10,426	2,371	780	36	95	3	4	8	†21
Bolivar	67,565	18,132	6,580	307	2,941	24	327	79	1,713
Calhoun	20,908	4,919	1,760	29	182	8	40	28	402
Carroll	20,648	4,744	1,580	38	290	4	34	15	†113
Chickasaw	21,438	5,081	1,890	84	538	8	106	24	357
Choctaw	13,547	3,005	1,060	31	256	4	58	13	†111
Claiborne	12,806	3,373	1,250	49	295	2	*	13	320
Clarke	20,602	4,777	1,880	60	398	5	73	21	407
Clay	19,019	4,704	2,040	77	612	5	71	22	516
Coahoma	48,321	13,476	5,640	191	1,768	17	263	56	2,257
Copiah	34,017	8,249	3,070	96	841	11	138	38	890
Covington	17,025	3,789	1,340	51	313	4	58	18	283
De Soto	26,731	6,678	2,230	84	368	3	*	24	576
Forrest	34,883	9,163	5,610	160	1,894	14	330	61	2,761
Franklin	12,495	3,047	1,180	45	190	3	41	14	136
George	8,707	1,941	740	34	261	3	56	12	409
Greene	9,513	2,042	860	22	235	4	57	13	†43
Grenada	19,044	4,499	2,020	52	511	6	106	25	915
Hancock	11,322	2,808	1,440	62	565	6	85	26	†171
Harrison	50,630	13,029	8,360	244	2,887	16	506	105	2,687
Hinds	107,038	29,956	18,350	333	5,585	45	1,396	153	7,232
Holmes	39,682	9,971	3,810	104	932	13	171	50	1,249
Humphreys	26,243	6,522	2,420	68	902	6	127	26	653
Issaquena	6,433	1,772	590	13	82	—	—	3	30
Itawamba	19,854	4,417	1,490	81	247	2	°	19	175
Jackson	20,593	5,165	2,650	82	1,004	6	154	34	573
Jasper	19,461	4,308	1,500	49	170	5	56	25	448
Jefferson	13,961	3,554	1,260	50	208	4	46	11	†71
Jefferson Davis	15,873	3,511	1,160	30	195	4	51	16	316
Jones	49,225	11,611	6,000	173	1,877	12	288	85	1,936
Kemper	21,876	4,745	1,660	68	174	5	56	12	†89
Lafayette	21,252	5,143	2,060	88	626	6	115	22	604
Lamar	12,028	2,861	1,200	25	205	5	59	23	98
Lauderdale	57,992	14,865	8,850	263	2,971	19	467	83	2,926
Lawrence	13,979	3,176	1,120	43	227	4	69	19	274
Lenke	24,576	5,477	1,910	54	293	5	78	28	668
Lee	38,817	9,581	4,190	125	1,147	11	238	73	1,081
Leflore	53,370	13,972	5,960	195	2,421	13	367	52	2,692
Lincoln	27,588	6,535	2,820	100	933	8	170	32	929
Lowndes	35,231	8,842	4,300	166	1,247	10	267	50	1,646
Madison	37,654	8,865	3,430	100	909	9	108	34	932
Marion	24,003	5,618	2,450	89	922	5	°	19	657
Marshall	25,596	6,015	2,110	119	473	8	92	24	542
Monroe	37,600	8,893	3,740	130	1,041	9	147	42	1,571
Montgomery	15,698	3,732	1,580	36	451	4	59	30	478
Neshoba	28,001	6,295	2,370	45	332	4	160	25	619
Newton	24,137	5,514	2,020	62	521	8	110	36	671
Noxubee	25,456	6,042	2,110	74	539	6	114	21	540
Oktibbeha	22,143	5,051	2,090	60	708	5	135	30	599
Panola	34,456	8,250	2,890	93	1,102	10	168	43	1,169
Pearl River	19,126	4,641	2,220	82	589	5	73	38	833
Perry	9,298	2,078	830	21	128	4	23	9	137
Pike	34,911	8,630	4,280	140	1,078	15	235	65	1,535
Pontotoc	22,896	5,450	1,890	77	415	4	78	26	†113
Prentiss	20,933	4,982	1,740	74	541	6	99	29	497
Quitman	27,101	6,852	2,320	106	691	8	113	19	453
Rankin	27,876	5,667	2,076	84	556	6	60	37	460
Scott	23,137	5,212	1,960	62	511	8	98	35	944
Sharkey	15,427	3,939	1,360	47	422	4	70	19	532
Simpson	21,998	4,972	1,840	61	306	6	54	42	502
Smith	19,450	4,245	1,500	38	145	7	66	23	253
Stone	6,159	1,497	610	28	255	2	°	13	†115
Sunflower	60,219	14,689	5,240	206	1,882	15	221	61	1,842
Tallahatchie	34,130	8,589	2,960	81	836	9	90	32	562
Tate	19,322	4,688	1,600	66	386	6	64	21	311
Tippah	19,628	4,582	1,590	46	298	7	64	30	275
Tishomingo	16,969	3,950	1,460	46	335	4	11	29	207
Tunica	22,607	6,245	2,070	111	786	4	68	23	572
Union	21,771	5,416	2,160	112	608	5	110	29	461
Walthall	17,533	3,893	1,290	36	135	3	48	18	530
Warren	39,421	11,487	6,000	159	2,440	9	101	47	1,965
Washington	67,651	19,030	8,440	253	3,010	20	412	60	2,861
Wayne	16,921	3,701	1,380	49	233	3	30	17	453
Webster	14,160	3,323	1,170	49	363	3	54	23	477

U. S. CENSUS DATA

County	Population	Families	Radio Homes	FOOD		DRUG		AUTOMOTIVE	
				Stores	Sales	Stores	Sales	Stores	Sales
Wilkinson	15,954	3,795	1,420	82	325	7	149	16	473
Winston	22,747	5,054	2,000	56	422	5	77	23	756
Yalobusha	18,395	4,491	1,980	51	389	7	103	33	1,227
Yazoo	40,088	10,076	2,740	92	827	12	303	26	1,208
<b>TOTAL STATE</b>	<b>2,183,796</b>	<b>537,359</b>	<b>228,090</b>	<b>7,423</b>	<b>\$66,543</b>	<b>626</b>	<b>\$11,163</b>	<b>2,721</b>	<b>\$71,729</b>

\*Data unavailable. †Filling Station Sales only.

# MISSOURI

Population	3,784,664
Families	1,065,653
Radio Homes	818,620

Adair	20,237	6,104	4,330	80	\$1,284	6	\$189	78	\$1,323
Andrew	13,017	3,887	2,220	41	459	9	90	51	577
Atchison	12,899	3,595	2,120	20	460	9	106	41	884
Audrain	22,648	6,775	4,800	68	1,474	9	235	80	1,444
Barry	23,458	6,259	3,810	70	641	9	189	92	1,011
Barton	13,057	4,148	2,490	46	550	9	134	63	556
Bates	19,548	5,925	3,650	64	802	11	129	86	1,152
Benton	11,219	3,156	1,780	25	171	7	85	50	344
Bollinger	12,896	3,205	1,690	30	122	2	*	36	189
Boone	34,858	10,450	7,810	112	2,522	19	785	135	2,533
Buchanan	93,998	26,802	23,600	380	6,559	71	2,136	273	5,942
Butler	34,268	8,425	5,750	99	1,277	10	245	105	1,854
Caldwell	11,635	3,609	2,190	43	476	8	78	50	803
Callaway	23,065	5,810	3,510	47	828	6	113	79	1,103
Camden	8,934	2,404	1,360	27	135	6	53	48	1164
Cape Girardeau	37,749	9,817	7,280	109	2,122	22	546	120	2,978
Carroll	17,762	5,273	3,320	55	793	11	135	68	838
Carter	6,226	1,502	910	27	178	2	*	18	106
Cass	19,366	5,895	3,540	57	883	18	228	114	1,197
Cedar	11,681	3,481	1,950	52	309	6	114	47	431
Chariton	18,059	5,183	3,000	59	658	10	100	62	862
Christian	13,538	3,716	2,000	32	197	5	60	58	387
Clark	10,163	3,118	1,830	32	360	6	49	47	455
Clay	30,093	9,069	6,840	110	1,925	21	647	176	4,394
Clinton	13,263	4,069	2,770	51	708	7	112	64	942
Cole	34,856	8,275	6,770	99	2,315	17	646	103	2,610
Cooper	17,901	4,945	3,340	51	804	11	210	59	916
Crawford	12,606	3,359	1,890	29	308	8	102	47	621
Dade	11,253	3,267	1,810	29	271	7	65	41	325
Dallas	11,517	3,053	1,590	21	140	5	48	50	359
Daviess	13,383	4,122	2,380	36	460	8	103	53	570
De Kalb	9,746	2,953	1,680	38	343	8	53	53	374
Dent	11,760	3,140	1,760	35	336	5	86	79	555
Douglas	15,574	3,811	1,950	40	199	2	*	29	308
Dunklin	45,018	11,011	6,670	168	1,674	25	413	95	2,523
Franklin	33,911	9,190	6,070	96	1,370	17	230	156	2,023
Gasconade	12,397	3,358	2,060	34	549	5	45	57	641
Gentry	13,361	4,012	2,420	36	561	10	125	57	780
Greene	90,408	26,614	21,800	388	5,740	51	1,761	430	6,204
Grundy	15,617	4,888	3,460	54	715	10	220	56	864
Harrison	16,504	4,915	2,810	31	606	11	168	76	1,011
Henry	22,300	6,794	4,490	90	949	18	257	121	1,627
Hickory	6,535	1,889	1,010	25	135	6	11	29	199
Holt	12,475	3,648	2,180	28	435	11	116	47	584
Howard	13,008	3,812	2,460	34	580	10	213	46	533
Howell	22,238	5,938	3,600	52	446	10	302	72	907
Iron	10,431	2,517	1,580	28	173	2	*	37	390
Jackson	476,566	143,371	130,200	1,806	41,675	336	16,141	1,085	30,285
Jasper	78,654	23,492	19,200	354	5,510	42	1,221	316	7,427
Jefferson	31,988	8,791	6,400	102	2,052	13	237	93	1,592
Johnson	21,408	6,356	4,060	64	961	14	244	81	1,382
Knox	8,873	2,724	1,570	35	403	5	59	39	331
Laclede	18,643	5,011	3,050	57	667	4	88	94	846
Lafayette	27,807	8,031	5,480	79	1,286	18	322	129	1,492
Lawrence	24,552	6,913	4,390	72	824	13	218	122	960
Lewis	11,391	3,638	2,250	42	470	10	80	58	677
Lincoln	14,383	4,379	2,570	34	403	8	64	54	949
Linn	21,337	6,508	4,670	65	1,022	19	309	96	1,556
Livingston	17,559	4,951	3,480	61	836	10	165	63	1,084
McDonald	15,736	4,169	2,270	43	292	11	100	68	586
Macon	21,404	6,595	4,120	76	989	14	179	84	1,765
Madison	9,636	2,507	1,660	33	342	4	76	38	437

County	Popula- tion	Families	Radio Homes	FOOD		DRUG		AUTOMOTIVE	
				Stores	Sales	Stores	Sales	Stores	Sales
Maries	8,636	2,163	1,130	7	40	3	23	24	†86
Marion	30,665	9,395	7,670	142	2,320	22	422	105	2,299
Mercer	8,764	2,599	1,440	18	262	5	73	32	437
Miller	14,793	3,901	2,500	36	459	4	*	63	618
Mississippi	23,232	5,724	3,570	84	1,097	9	113	53	1,003
Moniteau	11,764	3,417	2,050	31	358	7	79	46	621
Monroe	13,182	4,083	2,370	26	651	9	111	49	683
Montgomery	12,434	3,778	2,290	38	488	8	80	69	605
Morgan	11,125	3,032	1,730	36	313	4	50	45	426
New Madrid	39,803	9,335	5,410	111	1,149	12	191	74	901
Newton	27,988	7,989	5,070	88	1,050	11	148	118	1,382
Nodaway	25,578	7,389	4,750	56	1,072	19	269	104	1,672
Oregon	13,302	3,320	1,860	39	253	5	58	33	448
Osage	12,361	2,984	1,670	32	221	3	29	33	291
Ozark	10,767	2,588	1,300	12	27	—	—	14	†45
Pemiscot	46,714	11,627	6,740	165	1,600	20	366	90	2,321
Perry	15,292	3,716	2,300	25	370	3	81	59	†310
Pettis	33,269	9,840	7,540	123	1,940	13	374	121	2,168
Phelps	17,507	4,853	3,170	52	837	9	211	76	866
Pike	18,314	5,744	3,800	61	972	11	131	83	1,143
Platte	13,868	4,122	2,460	56	496	9	92	54	694
Polk	19,924	4,785	3,670	59	458	12	96	99	1,028
Pulaski	10,772	2,926	1,730	34	256	8	73	66	501
Putnam	11,320	3,240	1,820	38	318	3	73	40	283
Ralls	10,035	2,958	1,730	18	244	4	58	33	262
Randolph	24,453	7,648	5,850	88	1,533	17	252	89	1,186
Ray	18,562	5,560	3,560	72	802	10	151	71	722
Reynolds	9,363	2,190	1,190	12	64	1	*	18	171
Ripley	12,594	3,103	1,740	37	323	4	73	30	315
St. Charles	25,621	6,792	4,070	81	1,265	8	123	105	1,661
St. Clair	12,727	3,788	2,130	33	265	7	71	57	352
St. Francois	35,946	8,831	6,530	133	2,119	18	322	114	2,119
St. Louis	272,707	73,211	60,500	915	23,033	118	3,980	733	18,134
St. Louis City	813,748	234,512	220,000	4,403	76,111	544	13,809	1,385	60,651
Ste. Genevieve	10,901	2,666	1,730	24	419	5	33	20	437
Saline	29,374	7,978	5,670	80	1,393	19	371	104	1,719
Schuyler	6,565	2,053	1,210	26	374	5	33	32	337
Scotland	8,551	2,629	1,500	26	370	5	59	33	479
Scott	30,386	7,711	5,450	110	1,497	18	316	119	1,588
Shannon	11,823	2,830	1,620	35	185	3	41	30	168
Shelby	11,209	3,545	2,130	30	528	12	63	60	646
Stoddard	33,019	8,023	4,710	102	1,007	14	145	61	860
Stone	11,302	2,911	1,580	27	100	4	38	30	117
Sullivan	13,671	3,954	2,240	46	457	8	91	55	367
Taney	10,308	2,755	1,600	39	304	8	66	50	269
Texas	19,810	5,161	2,770	40	293	10	97	62	745
Vernon	25,593	7,125	4,700	81	1,071	11	174	105	1,232
Warren	7,727	2,225	1,300	19	235	3	29	30	359
Washington	17,485	4,092	2,540	51	462	5	42	34	384
Wayne	12,799	3,114	1,780	31	157	4	49	38	†201
Webster	17,431	4,538	2,480	42	476	7	66	78	819
Worth	6,350	1,822	1,020	18	247	3	45	26	395
Wright	17,950	4,754	2,650	29	237	10	107	68	657
<b>TOTAL STATE</b>	<b>3,781,664</b>	<b>1,065,653</b>	<b>818,620</b>	<b>14,126</b>	<b>\$235,315</b>	<b>2,171</b>	<b>\$55,246</b>	<b>11,474</b>	<b>\$233,466</b>

\*Data unavailable. †Filling Station Sales only.

# MONTANA

Population ..... 559,456  
 Families ..... 159,398  
 Radio Homes ..... 128,480

Beaverhead	7,038	2,315	1,770	38	\$882	4	\$84	28	\$1,022
Big Horn	10,407	2,508	1,890	30	675	3	59	28	767
Blaine	9,541	2,442	1,830	25	655	5	70	31	1,140
Broadwater	3,440	949	730	8	233	2	*	11	†113
Carbon	11,837	3,299	2,560	38	753	10	103	41	529
Carter	3,300	911	680	15	138	1	*	8	72
Cascade	41,877	12,383	10,800	157	4,648	16	694	112	5,246
Chouteau	7,168	2,040	1,520	19	313	3	50	18	608
Custer	10,397	2,959	2,560	35	1,042	5	189	29	1,193
Daniels	4,464	1,167	870	11	210	3	46	16	436
Dawson	8,593	2,269	1,870	22	568	4	60	30	821
Deer Lodge	15,407	4,064	3,590	62	1,808	5	131	21	966
Fallon	3,739	931	700	9	254	2	*	12	354
Fergus	14,087	4,071	3,230	55	1,223	8	131	58	1,440
Flathead	23,996	6,740	5,470	79	2,138	11	283	71	2,193
Gallatin	18,174	5,217	4,260	58	1,929	13	266	76	2,493
Garfield	2,644	756	560	13	93	1	*	10	†42
Glacier	8,994	2,383	1,820	19	639	3	119	32	1,228
Golden Valley	1,604	463	350	11	74	2	*	5	48

**U. S. CENSUS DATA**

County	Popula- tion	Families	Radio Homes	FOOD		DRUG		AUTOMOTIVE	
				Stores	Sales	Stores	Sales	Stores	Sales
Granite	3,392	1,195	920	12	363	2	*	17	324
Hill	13,143	3,398	2,790	52	1,470	6	209	36	1,297
Jefferson	4,583	1,211	930	15	344	3	55	17	†164
Judith Basin	3,638	1,026	720	16	178	3	17	17	†197
Lake	9,840	3,640	2,760	37	711	6	98	41	949
Lewis and Clark	21,721	6,806	5,880	83	2,556	10	357	60	2,818
Liberty	2,205	648	490	7	145	1	*	10	†109
Lincoln	7,850	2,359	1,810	21	573	4	62	31	496
McCone	3,786	1,010	750	9	132	2	*	8	†55
Madison	7,271	2,120	1,600	28	456	4	70	28	†292
Meagher	2,229	661	500	13	171	1	*	10	305
Mineral	2,134	731	570	15	117	2	*	16	130
Missoula	28,361	8,406	7,260	88	2,985	11	441	93	3,790
Musselshell	5,694	1,689	1,340	25	569	3	42	23	596
Park	11,490	3,432	2,900	45	1,148	7	149	45	1,302
Petroleum	1,141	334	250	4	55	—	—	6	48
Phillips	7,865	2,303	1,720	18	454	3	50	27	633
Pondera	6,712	1,803	1,370	24	627	4	84	22	571
Powder River	3,155	923	680	12	94	1	*	7	†94
Powell	6,153	1,861	1,530	17	508	3	82	22	600
Prairie	2,391	647	490	8	155	1	*	12	†81
Ravalli	12,965	3,772	2,850	33	834	9	111	38	1,053
Richland	10,192	2,629	1,907	30	708	4	89	23	691
Roosevelt	9,763	2,453	1,850	27	669	7	130	37	1,059
Rosebud	6,443	1,742	1,310	16	351	4	45	27	568
Sanders	6,523	1,950	1,480	20	315	4	54	25	278
Sheridan	7,741	2,006	1,500	23	315	4	69	13	307
Silver Bow	52,802	16,674	14,390	261	7,526	24	702	74	5,481
Stillwater	5,686	1,590	1,190	18	297	4	46	27	490
Sweet Grass	3,711	1,108	840	8	253	2	*	15	†174
Teton	6,893	2,006	1,500	26	490	5	85	24	667
Toole	6,776	1,961	1,510	28	690	5	67	30	940
Treasure	1,543	393	300	5	50	2	*	10	56
Valley	15,019	4,076	3,060	76	1,720	12	410	57	1,616
Wheatland	3,310	910	700	15	393	2	*	18	402
Wibaux	2,163	565	430	7	85	1	*	7	†24
Yellowstone	41,104	11,478	9,260	118	3,875	18	898	109	5,876
Yellowstone National Park	41	15	20	—	—	—	—	—	—
<b>TOTAL STATE</b>	<b>559,456</b>	<b>150,398</b>	<b>128,480</b>	<b>1,916</b>	<b>\$50,657</b>	<b>285</b>	<b>\$7,050</b>	<b>1,719</b>	<b>\$56,260</b>

\*Data unavailable. †Filling Station Sales only.

# NEBRASKA

Population ..... 1,315,834  
 Families ..... 360,255  
 Radio Homes ..... 291,850

Adams	24,556	6,303	5,420	72	\$1,738	13	\$292	78	\$2,159
Antelope	13,273	3,568	2,630	42	490	9	85	53	960
Arthur	1,045	269	190	3	25	1	*	3	*
Banner	1,403	362	250	3	21	1	*	5	*
Blaine	1,538	395	280	3	35	1	*	7	†44
Boone	12,015	3,117	2,290	33	562	10	85	46	701
Box Butte	10,657	2,905	2,450	35	975	6	181	39	972
Boyd	6,045	1,560	1,150	23	263	4	31	26	412
Brown	5,953	1,569	1,180	16	329	5	58	20	417
Buffalo	23,290	6,506	5,250	65	1,316	19	299	113	2,247
Burt	12,545	3,448	2,580	29	664	9	114	42	890
Butler	13,081	3,647	2,710	45	523	8	52	63	543
Cass	16,967	4,953	3,870	59	827	11	119	55	603
Cedar	15,123	3,732	2,740	30	684	10	103	45	742
Chase	5,201	1,421	1,050	22	308	3	75	25	767
Cherry	9,627	2,449	1,740	30	445	8	96	42	697
Cheyenne	9,464	2,430	1,950	27	689	6	129	47	1,092
Clay	10,417	3,154	2,380	38	344	9	57	49	482
Colfax	10,625	3,039	2,380	26	531	6	68	47	740
Cuming	13,560	3,468	2,560	28	539	8	112	39	879
Custer	22,397	6,126	4,570	67	1,521	19	234	99	1,504
Dakota	9,827	2,549	2,060	32	595	5	59	28	†218
Dawes	10,108	2,838	2,320	30	832	9	143	38	856
Dawson	17,887	4,958	3,840	42	1,278	14	281	81	2,383
Deuel	3,576	927	690	10	155	3	59	19	410
Dixon	10,407	2,763	2,060	29	411	7	62	34	407
Dodge	23,793	6,817	5,700	84	1,733	16	309	114	2,407
Douglas	246,923	68,331	62,550	867	25,294	140	4,674	500	18,973

County	Popula- tion	Families	Radio Homes	FOOD		DRUG		AUTOMOTIVE	
				Stores	Sales	Stores	Sales	Stores	Sales
Dundy	5,110	1,354	990	14	180	2	*	21	380
Fillmore	11,396	3,317	2,440	31	538	7	144	34	436
Franklin	7,725	2,242	1,660	25	439	9	56	41	330
Frontier	6,413	1,804	1,310	22	215	6	38	25	343
Furnas	10,080	3,008	2,260	47	610	10	126	55	814
Gage	29,493	7,966	6,500	96	1,958	19	421	100	1,924
Garden	4,679	1,245	910	23	256	3	33	18	267
Garfield	3,444	893	670	17	168	2	*	13	259
Gosper	3,684	987	690	7	87	2	*	6	187
Grant	1,327	340	260	11	147	2	*	8	186
Greeley	6,765	1,653	1,210	14	233	5	67	25	320
Hall	27,442	7,824	6,780	105	2,246	12	377	94	2,618
Hamilton	9,962	2,910	2,230	32	507	8	66	36	506
Harlan	7,130	1,995	1,480	19	315	4	37	27	250
Hayes	2,957	748	520	3	11	—	—	8	185
Hitchcock	6,390	1,724	1,290	21	282	4	63	29	388
Holt	16,525	4,209	3,080	49	713	9	105	61	851
Hooker	1,253	331	220	6	52	1	*	4	*
Howard	8,414	2,317	1,700	32	368	6	30	35	365
Jefferson	15,547	4,503	3,620	54	991	10	188	65	1,118
Johnson	8,651	2,463	1,830	34	326	9	79	33	492
Kearney	6,840	1,952	1,440	19	472	5	58	23	215
Keith	8,332	2,160	1,620	27	568	4	95	47	1,452
Keyapaha	3,232	791	560	14	77	1	*	6	122
Kimball	3,911	1,046	790	13	264	3	59	19	486
Knox	16,437	4,341	3,190	49	719	9	118	57	695
Lancaster	100,437	29,024	25,900	333	8,805	53	1,751	252	8,965
Lincoln	25,388	6,762	5,570	74	1,948	13	408	89	2,710
Logan	1,739	454	330	6	116	1	*	8	78
Loup	1,778	456	330	7	0	1	0	7	130
McPherson	1,175	317	230	5	0	—	—	—	—
Madison	24,237	6,477	5,330	75	1,552	13	230	109	1,749
Merrick	9,315	2,640	1,980	32	517	7	90	57	626
Morrill	9,425	2,308	1,710	30	610	5	120	39	445
Nance	7,651	1,945	1,440	15	397	5	47	25	366
Nemaha	12,779	3,691	2,860	41	776	7	199	46	699
Nevadolls	10,397	2,970	2,310	26	649	9	119	40	451
Otoe	18,969	5,400	4,310	70	1,217	12	196	81	1,338
Pawnee	8,498	2,349	1,730	22	379	6	112	38	423
Perkins	5,225	1,350	980	20	315	5	64	20	657
Phelps	8,448	2,496	1,990	50	649	6	102	40	836
Pierce	10,205	2,690	1,980	26	338	4	68	40	727
Platte	20,186	4,970	3,960	47	1,234	11	215	77	1,394
Polk	8,722	2,457	1,810	16	340	8	94	31	408
Redwillow	11,936	3,303	2,730	44	1,008	10	176	54	1,500
Richardson	19,136	5,281	4,190	54	1,142	13	256	61	1,483
Rock	3,966	1,012	730	13	127	2	*	20	286
Saline	14,994	4,615	3,580	41	847	11	173	56	884
Sarpy	10,829	2,610	1,980	20	283	4	24	32	539
Samuelson	17,883	5,152	3,920	59	998	14	128	83	1,407
Scotts Bluff	33,875	8,460	6,890	98	2,506	16	546	103	3,974
Seward	14,159	4,042	3,090	57	761	6	82	69	805
Sheridan	9,858	2,686	2,010	27	683	5	138	47	1,187
Sherman	7,753	2,030	1,480	18	305	6	54	24	1202
Sioux	4,257	1,037	720	7	82	1	0	10	140
Stanton	6,885	1,862	1,350	14	259	3	36	17	199
Thayer	12,253	3,441	2,590	36	763	13	121	52	688
Thomas	1,549	434	320	5	85	1	0	12	50
Thurston	10,253	2,443	1,800	20	304	6	79	21	1219
Valley	8,153	2,310	1,710	15	345	5	67	25	396
Washington	11,727	3,201	2,390	29	504	6	72	30	589
Wayne	9,867	2,656	1,960	20	506	4	51	32	626
Webster	8,063	2,366	1,760	26	450	5	56	31	679
Wheeler	2,168	528	380	5	49	1	*	8	43
York	14,850	4,303	3,420	40	876	8	150	50	1,032
<b>TOTAL STATE...</b>	<b>1,315,831</b>	<b>360,255</b>	<b>291,850</b>	<b>1,107</b>	<b>888,684</b>	<b>818</b>	<b>\$16,183</b>	<b>4,482</b>	<b>\$96,829</b>

\*Data unavailable. †Filling Station Sales only.

# NEVADA

	Population	Families	Radio Homes						
Churchill	5,302	1,562	1,530	10	\$429	3	\$68	21	\$598
Clark	16,347	4,829	4,430	37	2,081	8	370	85	2,654
Douglas	2,046	599	590	6	269	1	0	12	189
Elko	10,844	3,241	3,060	39	1,096	4	173	50	1,574
Esmeralda	1,553	620	610	6	116	1	0	10	94
Eureka	1,361	461	450	7	141	—	—	8	*
Humboldt	4,745	1,395	1,350	13	519	2	*	25	601
Lander	1,746	583	570	9	216	1	*	12	293

**U. S. CENSUS DATA**

County	Popula- tion	Families	Radio Homes	FOOD		DRUG		AUTOMOTIVE	
				Stores	Sales	Stores	Sales	Stores	Sales
Lincoln	4,136	1,143	1,110	10	369	5	79	11	†134
Lyon	4,144	1,201	1,170	17	237	2	*	19	233
Mineral	2,327	777	760	12	228	1	*	9	†127
Nye	3,562	1,380	1,350	21	553	2	*	20	515
Ormsby	3,209	935	910	7	515	3	86	11	372
Pershing	2,768	866	850	5	181	1	*	12	†125
Storey	1,218	395	380	5	151	1	*	2	*
Washoe	32,366	10,027	9,410	109	4,684	14	*	104	†1,706
White Pine	12,341	3,280	3,090	25	1,547	1	235	22	1,345
<b>TOTAL STATE...</b>	<b>110,011</b>	<b>33,291</b>	<b>31,620</b>	<b>338</b>	<b>\$13,332</b>	<b>53</b>	<b>\$2,183</b>	<b>133</b>	<b>\$15,415</b>

\*Data unavailable. †Filling Station Sales only.

# N. HAMPSHIRE

Population ..... 491,524  
 Families ..... 133,010  
 Radio Homes ... 121,630

Bellknop	24,312	6,742	6,160	111	\$2,918	11	\$246	84	\$2,006
Carroll	15,468	4,443	4,110	103	1,804	10	227	99	1,436
Cheshire	33,982	9,688	8,850	145	3,477	13	402	108	2,899
Coos	39,902	9,531	8,760	163	3,908	23	477	118	2,609
Grafton	44,292	12,242	11,240	157	4,637	26	841	207	4,319
Hillsborough	144,297	39,341	35,920	749	17,837	70	1,529	324	10,216
Merrimack	60,570	15,706	14,420	236	6,041	26	895	210	4,743
Rockingham	58,055	16,515	15,130	342	6,709	22	587	218	4,385
Strafford	43,516	11,832	10,630	220	5,052	17	432	110	3,354
Sullivan	25,322	6,970	6,410	88	2,434	10	271	60	2,183
<b>TOTAL STATE...</b>	<b>491,524</b>	<b>133,010</b>	<b>121,630</b>	<b>2,311</b>	<b>\$51,817</b>	<b>228</b>	<b>\$5,907</b>	<b>1,538</b>	<b>\$38,150</b>

# NEW JERSEY

Population ..... 4,160,165  
 Families ..... 1,098,284  
 Radio Homes ... 1,021,940

Atlantic	124,079	34,769	32,230	892	\$16,826	80	\$2,706	339	\$6,528
Bergen	408,507	110,335	105,370	2,075	45,809	157	4,081	920	29,934
Burlington	96,836	24,793	22,740	508	8,835	36	823	266	6,626
Camden	255,867	67,542	62,610	1,471	26,169	127	2,569	476	17,817
Cape May	28,566	8,637	7,970	423	5,991	21	389	189	3,290
Cumberland	72,850	19,885	18,120	367	8,013	25	777	228	5,845
Essex	835,272	221,297	207,500	5,401	103,892	422	12,647	1,075	53,853
Gloucester	71,928	19,519	17,900	330	5,451	26	600	237	4,867
Hudson	649,798	173,196	160,500	4,650	75,567	298	7,265	631	24,542
Hunterdon	36,706	10,430	9,500	194	3,019	14	266	149	2,190
Mercer	197,124	48,520	44,600	1,204	23,229	76	*	374	14,822
Middlesex	216,909	53,995	50,000	1,374	22,727	66	2,453	491	15,054
Monmouth	160,212	43,914	40,400	1,006	21,663	84	2,699	494	14,165
Morris	125,268	31,681	29,450	622	13,924	47	1,413	361	9,620
Ocean	37,401	10,976	10,050	293	5,692	30	829	212	3,405
Passaic	309,270	83,919	77,700	2,168	38,291	130	3,548	504	19,100
Salem	41,704	11,296	10,160	212	3,579	10	394	143	3,301
Somerset	73,941	17,064	15,750	358	6,974	22	649	205	4,753
Sussex	29,506	8,115	7,380	150	2,883	11	257	129	3,133
Union	329,720	84,513	79,270	1,959	38,752	116	3,223	610	21,863
Warren	50,098	13,888	12,740	325	4,829	13	*	162	4,353
<b>TOTAL STATE...</b>	<b>4,160,165</b>	<b>1,098,284</b>	<b>1,021,940</b>	<b>25,982</b>	<b>\$182,115</b>	<b>1,811</b>	<b>\$50,581</b>	<b>8,195</b>	<b>\$166,593</b>

\*Data unavailable.

# NEW MEXICO

Population ..... 531,818  
 Families ..... 128,389  
 Radio Homes ..... 78,910

County	Popula- tion	Families	Radio Homes	FOOD		DRUG		AUTOMOTIVE	
				Stores	Sales	Stores	Sales	Stores	Sales
Bernalillo	69,315	18,082	13,650	302	\$5,166	22	\$1,166	182	\$6,045
Catron	4,868	1,301	660	39	216	—	—	11	44
Chaves	23,834	6,126	4,460	107	1,463	11	257	90	2,508
Colfax	18,685	4,496	2,930	63	1,054	7	180	74	1,506
Curry	18,007	4,771	3,320	72	1,361	8	498	76	†745
De Baca	3,720	934	480	16	143	2	*	17	118
Dona Ana	30,374	7,262	4,140	108	1,176	6	192	78	1,508
Eddy	24,107	6,075	3,660	53	1,445	8	381	78	2,601
Grant	20,009	4,893	3,040	62	1,201	3	163	49	1,218
Guadalupe	8,600	1,902	1,020	31	229	5	90	44	489
Harding	4,344	1,053	520	9	67	5	26	16	†160
Hidalgo	4,802	1,242	670	19	440	2	*	41	703
Lea	21,142	5,709	3,000	61	1,628	13	285	92	2,944
Lincoln	8,504	2,130	1,120	48	232	6	75	38	509
Luna	6,536	1,705	1,290	22	375	4	*	49	686
McKinley	23,612	5,320	3,330	46	926	4	196	60	2,316
Mora	10,898	2,402	1,160	42	120	2	*	9	49
Otero	10,509	2,608	1,640	59	658	4	113	41	754
Quay	12,040	3,199	2,000	45	769	7	213	63	1,218
Rio Arriba	23,861	5,516	2,780	74	426	2	*	26	372
Roosevelt	14,509	3,627	2,020	53	682	9	124	38	921
Sandoval	13,783	3,200	1,620	51	220	4	31	14	78
San Juan	17,082	3,750	1,890	40	499	4	67	21	493
San Miguel	27,857	6,332	4,040	129	1,179	5	174	40	1,123
Santa Fe	30,573	6,888	4,980	100	2,230	6	342	59	2,295
Sierra	6,933	1,923	1,030	27	354	3	86	36	234
Socorro	11,399	2,681	1,440	46	358	3	68	45	469
Taos	18,442	3,897	2,030	67	419	3	74	31	376
Torrance	11,020	2,610	1,360	32	201	3	35	44	350
Union	9,068	2,344	1,320	50	519	5	*	43	572
Valencia	20,235	4,411	2,310	58	366	6	43	53	544
<b>TOTAL STATE...</b>	<b>531,818</b>	<b>128,389</b>	<b>78,910</b>	<b>1,931</b>	<b>\$26,211</b>	<b>172</b>	<b>\$5,216</b>	<b>1,567</b>	<b>\$35,095</b>

\*Data unavailable. †Filling Station Sales only.

# NEW YORK

Population ..... 13,479,142  
 Families ..... 3,663,373  
 Radio Homes ..... 3,405,680

Albany	220,886	62,817	58,600	1,379	\$25,529	94	\$2,663	443	\$16,736
Allegany	39,497	11,190	9,990	150	3,041	19	325	140	2,999
Bronx	1,385,777	378,883	360,000	8,967	157,538	611	10,246	628	29,285
Broome	165,223	43,651	40,050	680	16,343	42	1,904	388	13,028
Cattaraugus	72,278	19,941	18,020	294	6,544	35	880	214	6,319
Cayuga	65,392	18,079	16,300	336	6,263	22	665	199	4,478
Chautauque	123,154	35,942	32,600	631	11,520	43	1,184	342	9,189
Chemung	73,713	20,461	18,730	369	7,803	32	989	209	6,966
Chenango	36,146	10,297	9,150	144	3,279	17	258	171	3,248
Clinton	52,175	12,007	10,630	195	4,000	14	652	199	3,466
Columbia	41,366	11,753	10,600	235	3,963	15	258	203	3,017
Cortland	32,893	9,663	8,710	153	3,411	13	378	114	2,977
Delaware	40,851	11,446	10,210	179	3,183	22	382	216	4,410
Dutchess	118,413	28,195	25,910	579	15,035	50	1,444	325	9,911
Erie	797,170	208,822	193,600	4,447	81,683	339	9,343	1,367	52,845
Essex	33,890	8,622	7,750	135	3,542	19	381	167	3,214
Franklin	44,107	11,186	9,960	212	4,121	19	424	182	3,415
Fulton	48,725	14,645	13,380	225	5,282	20	502	144	4,192
Genesee	44,378	11,827	10,670	151	3,483	14	443	154	4,127
Greene	27,855	8,192	7,350	191	2,771	19	298	159	2,086
Hamilton	4,172	1,191	1,090	29	393	4	20	44	†279
Herkimer	59,404	16,399	14,700	270	5,135	28	467	212	4,136
Jefferson	82,936	23,160	20,930	416	7,483	30	814	309	6,987
Kings	2,660,479	711,694	668,506	18,804	289,634	1,487	22,015	1,306	67,129
Lewis	22,773	5,942	5,240	97	1,433	10	94	82	1,395
Livingston	38,435	9,543	8,580	151	2,708	16	294	171	3,497
Madison	39,657	11,363	10,150	174	3,126	18	445	154	4,231
Monroe	437,027	121,275	113,150	2,060	47,790	161	6,133	848	36,071
Montgomery	58,879	16,489	14,900	325	6,331	29	737	145	3,560
Nassau	404,888	108,187	101,650	1,870	58,473	205	5,827	1,080	39,977
New York	1,871,474	545,870	502,500	12,240	237,996	1,126	41,895	546	64,072
Niagara	158,749	42,094	38,400	748	16,181	60	1,897	334	12,084
Oneida	203,774	52,924	48,630	989	19,411	75	1,993	480	13,060
Onondaga	294,701	80,496	74,200	1,209	30,640	127	3,813	616	23,100
Ontario	55,115	14,867	13,880	212	5,067	18	476	178	4,343
Orange	139,479	37,219	34,050	760	16,193	76	1,720	422	13,508



## U. S. CENSUS DATA

County	Population	Families	Radio Homes	FOOD		DRUG		AUTOMOTIVE	
				Stores	Sales	Stores	Sales	Stores	Sales
Orleans	27,708	7,996	7,120	118	2,225	11	165	94	1,637
Oswego	71,084	19,528	17,500	319	5,426	34	565	211	4,592
Otsego	45,875	13,506	12,100	207	4,267	18	481	193	3,857
Putnam	16,475	4,430	4,050	90	2,286	9	230	73	1,376
Queens	1,291,314	371,728	352,500	6,934	160,552	698	13,044	1,164	56,798
Rensselaer	121,518	33,583	30,400	694	12,232	43	1,192	302	8,493
Richmond	171,215	43,183	40,550	1,010	18,950	86	1,602	228	8,254
Rockland	74,076	16,564	15,310	315	7,921	33	827	194	5,210
St. Lawrence	90,868	22,927	20,300	422	7,362	30	666	335	6,520
Saratoga	65,468	18,228	16,600	371	6,449	27	713	233	4,103
Schenectady	121,048	34,817	32,300	570	13,741	48	1,667	273	9,842
Schoharie	20,787	6,150	5,420	82	1,590	11	164	102	1,783
Schuyler	12,806	3,760	3,400	73	1,006	4	64	68	936
Seneca	23,652	6,056	5,350	93	1,546	9	132	80	1,516
Steuben	84,630	23,069	20,810	344	7,181	36	931	250	6,390
Suffolk	195,540	47,437	43,800	1,064	27,330	101	2,441	821	19,608
Sullivan	37,685	10,801	9,700	383	5,762	39	600	266	4,246
Tioga	26,958	7,860	6,950	105	2,069	14	168	108	1,488
Tompkins	42,212	12,224	11,050	175	4,580	13	517	130	3,651
Ulster	86,764	24,676	22,350	513	9,398	46	862	342	6,451
Warren	35,856	10,416	9,500	173	4,759	23	609	140	3,962
Washington	46,666	12,363	11,050	241	3,583	24	415	151	1,931
Wayne	52,669	15,043	13,400	184	3,685	20	350	154	3,872
Westchester	571,277	147,509	139,500	2,675	87,808	298	8,826	1,153	52,399
Wyoming	31,302	8,229	7,310	135	2,193	10	208	95	2,176
Yates	16,338	4,958	4,380	62	1,269	6	89	55	921
<b>TOTAL STATE</b>	<b>13,479,142</b>	<b>3,663,373</b>	<b>3,105,680</b>	<b>77,358</b>	<b>\$1,521,198</b>	<b>6,620</b>	<b>\$159,637</b>	<b>20,106</b>	<b>\$706,875</b>

†Filling Station Sales only.

# N. CAROLINA

Population . . . . . 3,571,623  
Families . . . . . 786,446  
Radio Homes . . . . . 438,960

Alamance	57,266	12,972	7,410	176	\$3,130	20	\$582	184	\$4,436
Alexander	13,540	2,908	1,340	32	93	4	62	26	453
Alleghany	8,348	2,008	860	23	32	1	*	34	273
Anson	28,412	5,963	2,900	73	814	5	80	68	996
Ashe	22,622	4,893	2,120	74	111	2	*	37	466
Avery	13,552	2,779	1,280	39	98	1	*	25	1,122
Beaufort	36,368	8,147	4,260	180	1,436	11	182	104	1,214
Bertie	26,196	5,361	2,450	66	384	5	59	78	968
Bladen	27,144	5,607	2,580	63	518	5	72	66	909
Brunswick	16,770	3,673	1,760	85	372	5	40	51	398
Buncombe	108,648	25,951	17,550	372	6,934	43	1,388	225	6,936
Burke	38,649	7,761	4,130	152	1,326	7	197	63	1,418
Cabarrus	59,331	13,282	7,400	200	3,257	15	517	154	3,935
Caldwell	35,799	7,638	4,120	135	1,199	7	193	86	1,780
Camden	5,439	1,271	580	42	136	1	*	10	55
Carteret	18,266	4,259	2,470	95	1,084	4	154	47	625
Caswell	20,061	3,917	1,700	21	179	2	*	58	1,265
Catawba	51,635	11,635	6,540	149	2,031	15	319	143	3,097
Chatham	24,616	5,361	2,470	71	511	5	63	82	1,242
Cherokee	18,865	4,024	1,880	58	366	3	79	23	639
Chowan	11,569	2,535	1,390	42	423	3	65	22	381
Clay	6,401	1,403	620	21	36	1	*	5	29
Cleveland	58,028	12,460	6,810	142	1,786	12	284	118	2,373
Columbus	45,635	9,800	4,520	89	1,084	9	185	175	1,979
Craven	31,587	7,383	4,330	143	1,304	10	212	106	1,592
Cumberland	56,606	11,567	6,440	157	2,051	9	340	137	2,663
Curretuek	6,685	1,664	770	28	110	1	*	29	135
Dare	5,881	1,457	780	53	258	1	*	24	169
Davidson	53,470	12,046	6,950	138	2,234	8	305	154	2,681
Davie	14,935	3,335	1,550	42	284	3	61	45	565
Duplin	39,770	8,675	3,950	154	878	9	133	94	1,050
Durham	79,735	19,823	15,000	321	4,682	29	1,029	177	6,051
Edgecombe	49,060	10,321	5,840	194	2,080	12	185	69	1,606
Forsyth	126,471	30,837	22,080	538	6,242	40	1,254	277	8,231
Franklin	30,380	6,511	2,960	89	611	7	128	66	502
Gaston	87,559	19,575	11,380	295	4,642	25	570	163	3,911
Gates	9,957	2,096	940	36	176	—	—	24	1,135
Graham	6,407	1,305	610	16	21	2	*	6	*
Granville	29,333	6,188	3,060	80	713	6	167	63	1,049

County	Population	Families	Radio Homes	FOOD		DRUG		AUTOMOTIVE	
				Stores	Sales	Stores	Sales	Stores	Sales
Greene	18,439	3,530	1,540	32	193	2	0	54	†293
Guilford	152,218	36,618	26,750	476	9,019	51	1,863	388	11,769
Halifax	55,905	11,424	5,600	192	2,166	17	319	101	2,232
Harnett	44,231	9,200	4,520	114	1,159	10	253	135	1,737
Haywood	34,719	7,624	4,060	96	797	9	248	62	1,067
Henderson	26,049	6,305	3,410	66	1,232	8	221	83	1,713
Hertford	19,268	4,000	1,850	61	654	6	69	52	876
Hoke	15,073	2,917	1,290	24	244	2	*	31	†256
Hyde	7,830	1,711	800	54	107	—	—	16	106
Iredell	50,444	11,418	6,530	173	1,732	12	300	163	2,457
Jackson	19,352	3,993	1,850	41	280	2	0	31	611
Johnston	63,703	13,705	6,350	152	1,152	20	262	175	2,020
Jones	10,925	2,174	980	38	210	1	*	22	251
Lee	18,933	4,148	2,240	47	835	8	163	66	1,183
Lenoir	41,286	8,827	4,940	136	1,388	11	332	107	2,057
Lincoln	24,186	5,149	2,600	74	609	4	90	69	1,141
McDowell	23,401	5,018	2,510	54	685	7	138	68	963
Macon	15,894	3,489	1,610	65	336	3	73	24	562
Madison	22,165	4,846	2,130	67	227	4	57	52	516
Martin	26,094	5,132	2,510	59	461	4	106	88	1,169
Mecklenburg	149,791	35,442	25,820	461	9,030	58	2,138	285	12,034
Mitchell	15,955	3,386	1,540	38	121	3	45	19	493
Montgomery	16,281	3,584	1,710	51	532	6	69	41	833
Moore	30,848	6,723	3,440	79	1,263	11	207	95	1,360
Nash	55,691	11,796	6,230	150	2,013	15	466	126	1,865
New Hanover	47,749	11,804	8,550	265	3,086	15	779	120	3,332
Northampton	28,324	5,624	2,530	57	334	6	81	58	†286
Onslow	17,922	3,813	1,720	90	508	3	54	37	†313
Orange	23,004	5,240	2,730	64	870	7	150	60	1,152
Pamlico	9,777	2,176	1,060	49	230	—	—	12	93
Pasquotank	20,775	4,932	3,110	130	1,279	4	118	53	1,334
Pender	17,701	3,755	1,730	60	357	2	*	47	348
Perquimans	9,765	2,275	1,040	45	270	2	0	34	470
Person	25,009	5,113	2,500	63	633	5	132	57	856
Pitt	61,237	12,675	6,540	150	1,806	14	270	187	3,133
Polk	11,884	2,680	1,270	25	272	4	70	20	†172
Randolph	44,685	10,078	5,010	129	1,157	10	204	130	2,127
Richmond	36,957	7,911	4,300	100	1,377	6	137	59	1,295
Robeson	76,807	15,733	7,490	149	2,045	16	385	232	3,105
Rockingham	57,914	12,922	6,710	197	2,580	13	388	184	2,888
Rowan	69,049	16,302	9,740	192	3,466	17	620	187	4,404
Rutherford	45,562	9,958	5,080	104	1,298	10	193	144	1,935
Sampson	47,403	9,759	4,490	159	1,083	9	163	112	1,767
Scotland	23,281	4,918	2,500	66	828	9	117	61	827
Stant	32,812	7,554	3,860	94	1,058	7	215	87	2,045
Stokes	22,647	4,851	2,120	61	237	2	*	46	†225
Surry	41,748	9,161	4,670	161	1,333	11	284	100	1,927
Swain	12,160	2,478	1,170	36	204	2	*	15	†122
Transylvania	12,229	2,662	1,320	31	429	3	99	14	391
Tyrrell	5,789	1,209	570	28	99	2	0	10	53
Union	39,113	8,455	4,200	140	902	9	167	85	1,360
Vance	29,949	6,259	3,350	111	1,101	9	222	75	1,637
Wake	109,467	24,250	14,950	379	4,855	45	1,508	256	8,795
Warren	23,052	4,523	2,060	73	472	4	75	55	664
Washington	12,331	2,604	1,260	58	332	3	45	28	426
Watauga	18,084	3,852	1,730	39	292	3	61	43	678
Wayne	58,264	12,024	6,860	161	1,862	16	321	203	3,011
Wilkes	42,017	9,051	4,260	149	729	6	144	87	1,575
Wilson	50,156	11,038	6,180	149	1,633	16	378	132	2,545
Yadkin	20,728	4,668	2,090	53	255	1	*	53	†282
Yancey	17,203	3,589	1,620	48	110	2	*	27	156
<b>TOTAL STATE</b>	<b>3,571,623</b>	<b>786,116</b>	<b>438,960</b>	<b>11,349</b>	<b>\$129,153</b>	<b>915</b>	<b>\$21,071</b>	<b>8,781</b>	<b>\$172,181</b>

\*Data unavailable. †Filling Station Sales only.

# N. DAKOTA

Population ..... 641,935  
 Families ..... 152,039  
 Radio Homes ..... 118,080

Adams	4,666	1,140	830	11	\$213	3	\$29	17	\$335
Barnes	17,799	4,456	3,550	62	959	8	143	72	1,237
Benson	12,631	2,828	2,050	37	498	6	65	32	†191
Billings	2,530	560	410	8	61	—	—	2	0
Bottineau	13,278	3,348	2,440	45	489	7	98	46	617
Bowman	3,862	1,034	750	11	231	4	54	24	338
Burke	7,646	1,990	1,450	34	334	6	52	28	369
Burleigh	22,372	5,531	4,750	59	1,580	7	391	58	2,704
Cass	52,442	13,336	12,400	168	3,850	20	694	134	5,967
Cavalier	13,888	3,121	2,280	37	476	8	100	46	619
Dickey	9,682	2,375	1,740	35	584	4	70	35	544

**U. S. CENSUS DATA**

County	Popula- tion	Families	Radio Homes	FOOD		DRUG		AUTOMOTIVE	
				Stores	Sales	Stores	Sales	Stores	Sales
Divide	7,083	1,872	1,360	19	305	4	45	15	244
Dunn	8,366	1,686	1,240	21	241	3	18	16	172
Eddy	5,744	1,363	990	13	284	4	48	23	478
Emmons	11,707	2,236	1,650	21	887	3	24	28	287
Foster	5,821	1,392	1,020	23	373	2	0	28	404
Golden Valley	3,486	895	630	15	276	3	22	16	223
Grand Forks	34,521	8,625	7,290	104	2,185	12	401	77	3,878
Grant	8,265	1,794	1,310	18	213	3	0	19	150
Griggs	5,855	1,410	1,030	19	210	3	36	20	192
Hettinger	7,472	1,620	1,180	20	369	2	0	23	393
Kidder	6,689	1,505	1,100	16	142	1	0	31	258
La Motre	10,296	2,369	1,730	29	352	4	45	38	413
Logan	7,558	1,569	1,140	11	77	2	0	27	1206
McHenry	14,040	3,359	2,460	51	605	7	81	51	458
McIntosh	8,983	1,995	1,460	11	69	3	26	27	271
McKenzie	8,428	2,170	1,590	20	336	3	69	25	290
McLean	16,084	3,808	2,780	41	535	6	81	62	554
Mercer	9,603	2,028	1,480	13	123	3	44	28	469
Morton	20,155	4,486	3,520	52	948	7	186	54	1,112
Mountrail	10,483	2,679	1,960	37	360	5	79	41	602
Nelson	9,124	2,202	1,610	22	250	6	89	38	427
Oliver	3,853	828	600	8	48	1	0	6	23
Pembina	15,666	3,625	2,650	57	657	9	129	55	837
Pierce	9,145	2,000	1,460	15	289	2	0	29	491
Ramsey	15,588	3,728	2,970	48	1,030	6	149	57	1,474
Ransom	10,154	2,441	1,770	33	531	5	68	33	595
Renville	5,534	1,458	1,060	16	296	2	0	25	290
Richland	20,695	4,880	3,730	55	913	10	139	55	1,599
Rolette	12,282	2,676	1,950	25	398	4	72	32	630
Sargent	8,886	2,128	1,540	27	230	4	29	28	196
Sheridan	6,633	1,482	1,090	16	112	2	0	18	129
Sioux	4,412	944	680	8	124	—	—	6	147
Slope	2,921	752	550	10	69	—	—	4	30
Stark	15,397	3,397	2,700	29	759	6	143	35	1,025
Steele	6,149	1,438	1,040	12	260	3	21	19	214
Stutsman	22,480	5,155	4,150	56	1,139	8	158	75	1,861
Towner	7,196	1,762	1,300	19	309	5	63	28	**389
Trails	12,074	2,889	2,100	35	502	7	84	38	692
Walsh	20,766	4,547	3,450	47	790	9	159	56	1,030
Ward	31,878	8,140	6,800	103	2,187	11	568	107	3,060
Wells	11,186	2,681	1,960	31	451	5	76	48	550
Williams	16,236	4,306	3,350	53	866	8	129	57	1,391
<b>TOTAL STATE...</b>	<b>611,935</b>	<b>152,039</b>	<b>118,080</b>	<b>1,786</b>	<b>\$29,815</b>	<b>266</b>	<b>\$3,243</b>	<b>1,992</b>	<b>\$41,150</b>

\* Data unavailable. † Filling Station Sales only. \*\* Automotive Sales only.

# OHIO

Population ..... 6,907,612  
 Families ..... 1,894,897  
 Radio Homes ..... 1,748,870

Adams	21,703	5,891	5,270	83	\$943	8	\$85	78	\$759
Allen	73,280	20,239	18,630	297	5,413	35	933	201	5,846
Ashland	29,956	8,639	7,880	87	2,158	12	225	104	2,811
Ashtabula	68,436	19,427	17,790	279	5,894	23	493	234	5,843
Athens	46,142	12,304	11,150	202	3,298	15	349	134	2,953
Auglaize	27,921	7,894	7,070	113	1,713	12	163	95	1,727
Belmont	95,513	24,927	22,900	485	7,240	26	507	210	3,999
Brown	21,641	6,251	5,580	78	928	8	96	79	1,038
Butler	120,315	32,505	30,130	521	11,077	37	1,361	217	7,560
Carroll	17,105	4,615	4,180	59	782	5	64	84	1,013
Champaign	25,249	7,242	6,520	105	1,621	12	316	91	2,116
Clark	95,716	26,652	24,630	469	9,284	32	1,175	204	6,220
Clermont	34,118	9,726	8,890	167	2,158	14	206	113	1,863
Clinton	22,632	6,823	6,150	103	1,634	10	144	95	1,639
Columbiana	88,277	24,534	22,670	396	8,427	39	1,011	303	7,117
Coshocton	30,566	8,734	7,880	152	2,121	9	237	91	1,887
Crawford	35,565	10,365	9,470	143	2,637	14	0	113	2,691
Cuyahoga	1,216,529	336,569	316,370	6,316	125,562	600	19,692	2,015	84,461
Darke	38,785	11,143	9,950	138	2,287	14	150	141	2,439
DeWane	24,318	6,854	6,130	86	1,709	9	365	94	2,071
Delaware	26,733	7,449	6,670	99	1,536	7	0	114	1,859
Erie	42,878	11,961	10,980	180	3,825	24	667	119	3,370
Fairfield	48,386	13,292	12,100	185	3,389	16	362	144	2,967
Fayette	21,365	6,073	5,420	91	1,511	7	139	60	1,699

County	Popula- tion	Families	Radio Homes	FOOD		DRUG		AUTOMOTIVE	
				Stores	Sales	Stores	Sales	Stores	Sales
Franklin	387,397	105,700	98,300	1,623	38,847	220	6,662	821	35,058
Fulton	23,582	6,796	6,110	76	1,544	9	168	97	2,477
Gallia	24,904	6,037	5,330	77	1,000	3	63	62	1,172
Geauga	19,398	5,152	4,640	47	1,116	6	100	72	1,192
Greene	35,866	9,784	8,920	115	2,441	11	307	91	1,972
Guernsey	38,645	10,989	9,940	181	2,488	10	250	138	2,090
Hamilton	620,053	180,836	168,360	3,129	68,635	361	10,165	1,013	43,897
Hancock	40,713	11,859	10,750	145	3,110	10	329	126	2,943
Hardin	27,007	7,966	7,150	101	1,793	12	226	94	1,605
Harrison	20,297	5,527	5,030	73	1,177	8	66	65	873
Henry	22,730	6,326	5,670	63	1,341	8	161	96	1,684
Highland	27,084	7,980	7,110	126	1,949	9	177	97	1,478
Hocking	21,489	5,730	5,180	72	1,264	5	122	73	1,184
Holmes	17,869	4,521	4,070	32	581	4	83	45	654
Huron	34,665	9,925	9,060	126	2,336	13	321	135	2,953
Jackson	27,996	7,077	6,200	106	1,791	9	142	69	1,718
Jefferson	98,025	24,570	22,890	460	8,729	31	1,124	203	6,023
Knox	30,932	9,158	8,340	103	2,005	8	251	114	2,367
Lake	48,488	13,883	12,990	180	5,092	15	625	164	4,210
Lawrence	46,682	11,422	10,330	206	2,414	8	202	92	2,165
Licking	62,141	18,298	16,720	275	5,116	19	550	193	4,414
Logan	29,572	8,628	7,890	133	2,104	13	159	114	2,107
Lorain	112,155	30,195	27,630	485	10,552	33	1,145	268	7,903
Lucas	342,184	96,044	89,420	1,335	34,131	154	5,000	603	28,817
Madison	21,828	5,446	4,910	72	1,628	7	138	73	1,591
Mahoning	240,127	59,039	55,080	941	22,140	82	2,423	472	19,523
Marion	44,932	12,708	11,690	177	3,588	16	465	128	3,006
Medina	32,857	9,303	8,480	127	2,414	10	293	132	3,779
Meigs	24,037	6,705	5,990	109	1,278	8	135	67	1,377
Mercer	25,338	6,637	5,930	81	1,313	9	133	92	1,717
Miami	52,537	15,085	13,790	203	4,306	16	584	159	4,107
Monroe	18,626	4,902	4,390	64	650	3	23	43	382
Montgomery	296,154	81,044	76,210	1,181	28,394	107	4,503	560	22,398
Morgan	14,227	3,975	3,560	40	597	5	51	40	568
Morrow	15,609	4,560	4,070	42	682	3	38	52	735
Muskingum	69,576	19,769	18,300	312	5,725	26	879	192	5,655
Noble	14,584	4,033	3,610	43	479	2	*	44	538
Ottawa	24,305	6,887	6,330	100	2,046	8	139	100	2,013
Paulding	15,600	4,408	3,980	63	836	8	81	64	1,306
Perry	31,049	8,349	7,620	126	1,908	8	151	89	1,716
Pickaway	27,862	6,947	6,180	100	1,431	7	138	70	1,447
Pike	16,108	3,909	3,500	79	689	3	29	40	550
Portage	46,598	12,796	11,700	149	3,510	10	315	142	3,525
Preble	23,326	6,761	6,080	91	1,456	8	107	86	1,546
Putnam	24,996	6,528	5,920	92	1,104	13	111	97	1,442
Richland	73,643	19,991	18,800	258	6,186	26	801	170	5,614
Ross	52,079	13,075	11,850	179	3,343	18	511	109	3,105
Sandusky	40,946	11,778	10,660	151	3,108	14	361	132	3,388
Scioto	86,560	21,620	19,990	385	5,823	26	677	186	4,612
Seneca	48,326	13,173	12,100	175	3,815	21	443	148	3,265
Shelby	26,047	7,015	6,320	120	1,840	10	188	83	1,788
Stark	234,002	61,924	57,590	919	21,812	76	2,622	572	18,514
Summit	335,978	91,343	85,040	1,369	34,153	140	4,566	739	26,033
Trumbull	131,191	33,561	31,140	463	11,181	40	1,146	334	8,219
Tuscarawas	68,698	18,700	16,700	284	5,478	26	537	233	5,084
Union	19,980	5,567	4,980	74	1,107	7	100	82	1,386
Van Wert	26,751	7,685	6,890	90	1,741	9	179	85	1,811
Vinton	11,874	2,958	2,660	39	394	2	*	27	270
Warren	29,991	8,248	7,440	113	2,012	10	193	97	1,687
Washington	43,462	12,155	11,050	155	2,379	12	307	142	2,705
Wayne	50,428	13,280	12,700	175	3,219	19	459	168	4,368
Williams	25,439	7,640	6,860	93	1,779	12	196	108	2,076
Wood	51,737	14,604	13,390	202	3,700	23	290	202	3,559
Wyandot	19,212	5,437	4,850	70	1,108	8	151	78	1,554
<b>TOTAL STATE</b>	<b>6,907,612</b>	<b>1,891,897</b>	<b>1,718,870</b>	<b>29,612</b>	<b>\$609,065</b>	<b>2,825</b>	<b>\$83,003</b>	<b>16,475</b>	<b>\$494,863</b>

\*Data unavailable.

# OKLAHOMA

Population ..... 2,336,434  
 Families ..... 609,094  
 Radio Homes ..... 450,390

Adair	15,717	3,620	2,340	42	\$257	5	\$75	33	\$287
Alfalfa	14,131	3,957	2,600	33	560	12	175	59	724
Atoka	17,532	4,384	2,830	79	534	4	52	31	484
Beaver	8,643	2,350	1,500	22	300	2	*	39	296
Beckham	22,165	6,036	4,270	66	1,212	11	189	125	1,430
Blaine	18,520	4,852	3,190	54	829	13	189	81	1,152
Bryan	38,130	9,348	6,290	143	1,551	14	232	77	1,891
Caddo	41,541	10,471	7,000	107	1,862	22	305	154	2,210

• • • U. S. CENSUS DATA • • •

County	Population	Families	Radio Homes	FOOD		DRUG		AUTOMOTIVE	
				Stores	Sales	Stores	Sales	Stores	Sales
Canadian	27,311	6,950	5,010	66	1,432	10	269	113	1,918
Carter	43,221	11,244	8,300	193	2,222	18	476	143	2,033
Cherokee	20,885	4,908	3,120	57	431	5	99	35	594
Choctaw	28,354	6,992	4,650	73	750	8	124	60	827
Cimarron	3,655	1,022	670	13	197	3	31	23	306
Cleveland	27,727	6,858	5,200	61	1,484	16	434	85	1,280
Coal	12,805	3,145	2,070	35	356	4	42	32	405
Comanche	38,876	9,228	6,750	118	1,944	17	386	121	3,040
Cotton	12,884	3,367	2,180	35	424	6	65	54	711
Craig	20,669	4,879	3,280	56	633	6	90	69	1,262
Creek	55,408	14,569	10,600	194	2,926	26	485	194	3,212
Custer	23,054	6,060	4,260	68	1,228	12	258	109	1,900
Delaware	18,577	4,519	2,830	55	226	5	39	50	†147
Dewey	11,968	3,183	2,040	35	452	10	84	69	611
Ellis	8,447	2,354	1,540	17	320	7	65	38	577
Garfield	45,450	12,923	10,330	138	2,994	18	797	179	4,299
Garvin	31,115	7,700	5,140	152	1,242	18	226	104	1,313
Grady	41,114	10,760	7,600	140	1,657	19	347	145	2,264
Grant	13,120	3,813	2,480	41	673	10	126	55	569
Greer	14,540	3,670	2,540	52	722	8	109	58	†339
Harmon	10,013	2,576	1,730	26	253	5	67	34	456
Harper	6,452	1,738	1,130	19	280	5	63	32	247
Haskell	17,316	3,963	2,540	46	306	5	67	32	425
Hughes	29,106	7,003	4,880	73	1,025	13	204	73	983
Jackson	22,697	6,147	4,340	85	1,040	13	189	92	1,477
Jefferson	15,112	3,836	2,530	42	559	10	94	62	688
Johnston	15,996	3,920	2,560	44	378	9	58	43	320
Kay	47,040	13,218	10,490	145	3,473	22	786	172	4,093
Kingfisher	15,531	4,209	2,830	41	770	8	148	69	1,326
Kiowa	22,796	6,167	4,190	71	1,135	11	226	102	1,202
Latimer	12,376	2,979	1,990	49	262	4	6	29	297
Le Flore	45,945	10,963	7,310	148	1,157	15	168	101	1,298
Lincoln	29,513	7,722	5,100	86	850	17	149	79	1,052
Logan	25,192	7,042	5,050	82	1,287	16	265	92	1,771
Love	11,431	2,768	1,770	47	384	5	53	32	154
McClain	19,274	4,618	3,010	60	584	9	135	75	529
McCurtain	41,316	9,739	6,390	116	827	8	138	71	697
McIntosh	24,064	5,352	3,430	71	544	10	115	31	419
Major	11,935	3,187	2,040	37	401	5	69	64	628
Marshall	12,380	2,981	1,940	50	477	7	76	28	388
Mayes	21,672	5,422	3,500	95	508	12	165	79	794
Murray	14,539	3,334	2,370	69	575	9	129	53	726
Muskogee	65,965	16,991	12,810	269	3,103	30	851	187	3,812
Noble	14,815	4,066	2,850	43	701	10	123	66	915
Nowata	15,773	4,182	2,820	43	884	4	91	46	704
Okfuskee	26,254	6,261	4,200	80	795	13	131	81	813
Oklahoma	244,190	69,732	61,700	904	16,076	141	5,666	683	24,118
Okmulgee	50,075	12,932	9,540	192	2,608	21	416	150	2,844
Osage	41,306	10,745	7,750	128	2,353	20	352	164	2,795
Ottawa	35,736	9,938	7,260	142	1,999	17	343	96	1,723
Pawnee	17,358	4,577	3,200	53	759	9	129	69	696
Payne	35,774	9,858	7,360	134	2,396	17	416	164	2,765
Pittsburg	46,129	11,590	8,140	155	1,961	21	341	135	2,591
Pontotoc	39,714	10,138	7,290	168	2,050	21	430	114	3,384
Pottawatomie	54,358	14,089	10,550	245	2,517	34	674	167	3,823
Pushmataha	19,463	4,639	2,990	56	400	5	96	24	435
Roger Mills	10,731	2,844	1,800	42	293	7	32	35	378
Rogers	21,064	5,444	3,680	80	851	9	147	91	835
Seminole	60,516	15,046	10,960	235	3,144	26	576	179	5,014
Sequoyah	23,141	5,244	3,340	57	272	6	92	55	408
Stephens	31,073	8,013	5,760	106	1,532	11	293	130	1,820
Texas	9,884	2,742	1,820	33	573	7	155	64	1,288
Tillman	20,739	5,646	3,840	77	834	11	179	85	866
Tulsa	192,930	54,500	47,400	735	14,020	118	3,957	566	18,670
Wagoner	21,636	5,128	3,350	70	522	5	86	48	482
Washington	30,530	8,614	6,710	93	2,304	14	440	87	2,195
Washita	22,264	5,804	3,800	46	800	11	117	81	1,002
Woods	14,902	4,250	3,060	49	919	10	193	72	1,200
Woodward	16,243	4,035	2,880	39	1,018	10	163	71	1,716
<b>TOTAL STATE...</b>	<b>2,336,434</b>	<b>609,094</b>	<b>450,390</b>	<b>7,921</b>	<b>\$112,117</b>	<b>1,135</b>	<b>\$25,700</b>	<b>7,190</b>	<b>\$144,070</b>

\*Data unavailable. †Filling Station Sales only.

# OREGON

Population ..... 1,089,684  
 Families ..... 335,944  
 Radio Homes ..... 320,780

County	Popula- tion	Families	Radio Homes	FOOD		DRUG		AUTOMOTIVE	
				Stores	Sales	Stores	Sales	Stores	Sales
Baker	18,259	5,394	5,110	78	\$1,769	10	\$271	69	\$2,026
Benton	18,607	5,735	5,490	67	2,016	10	176	58	2,195
Clackamas	56,846	17,595	17,100	177	3,611	20	465	169	3,396
Clatsop	24,248	7,561	7,110	119	2,045	14	350	80	2,421
Columbia	20,689	6,191	5,960	60	1,666	12	178	66	1,287
Coos	32,341	10,055	9,560	157	3,563	16	409	97	3,115
Crook	5,510	1,583	1,540	14	476	3	87	11	308
Curry	4,394	1,391	1,360	23	430	4	40	29	†243
Deschutes	18,634	5,576	5,250	60	1,995	9	294	69	2,720
Douglas	25,622	7,845	7,550	113	2,010	15	217	129	2,265
Gilliam	2,830	822	800	16	232	3	40	18	526
Grant	6,354	1,906	1,860	21	374	5	60	26	580
Harney	5,358	1,494	1,420	13	548	3	81	22	902
Hood River	11,534	3,398	3,270	47	1,218	5	124	42	881
Jackson	35,843	11,296	10,800	118	3,341	13	450	136	3,306
Jefferson	2,039	622	600	9	125	2	°	7	†51
Josephine	16,239	5,241	4,980	54	1,385	7	157	83	1,514
Klamath	40,366	11,900	11,400	139	4,600	21	625	125	6,121
Lake	6,280	1,928	1,870	18	553	2	°	21	860
Lane	69,020	20,903	20,100	265	5,769	29	790	247	6,707
Lincoln	14,457	4,643	4,530	99	1,373	9	106	88	1,060
Linn	30,465	9,162	8,840	92	1,756	15	228	106	2,103
Malheur	19,756	5,197	5,060	58	1,177	10	191	62	1,252
Marion	75,128	20,848	20,020	275	6,365	32	609	232	6,725
Morrow	4,340	1,231	1,200	20	260	3	32	18	324
Multnomah	355,436	116,580	110,000	1,658	39,860	206	6,351	815	37,045
Polk	19,855	5,843	5,640	73	1,037	9	85	64	1,067
Sherman	2,328	747	720	11	157	2	°	13	†112
Tillamook	12,200	3,771	3,620	70	1,039	8	162	58	1,045
Umatilla	25,979	7,458	7,190	89	2,044	16	342	104	2,729
Union	17,672	5,318	5,090	81	1,576	9	250	56	1,729
Wallowa	7,618	2,172	2,110	31	584	4	71	18	516
Wasco	13,178	3,935	3,760	49	1,353	9	197	68	2,049
Washington	39,042	11,885	11,500	137	2,673	15	223	129	2,358
Wheeler	2,961	885	860	7	76	2	°	12	†130
Yamhill	26,289	7,833	7,510	89	1,874	16	273	100	2,209
<b>TOTAL STATE...</b>	<b>1,089,684</b>	<b>335,944</b>	<b>320,780</b>	<b>1,107</b>	<b>\$101,830</b>	<b>568</b>	<b>\$11,085</b>	<b>3,145</b>	<b>\$103,020</b>

\*Data unavailable. †Filling Station Sales only.

# PENNA.

Population ..... 9,900,180  
 Families ..... 2,514,736  
 Radio Homes ..... 2,262,760

Adams	39401	10,187	8,590	147	\$1,848	12	\$222	130	\$2,097
Allegheny	1,407,570	359,856	331,800	6,274	142,494	648	20,113	1,639	74,495
Armstrong	81,087	20,448	17,510	282	5,163	25	631	190	3,362
Beaver	156,993	38,439	34,900	646	14,292	53	1,360	319	7,667
Bedford	40,739	10,186	8,520	131	1,651	9	164	140	2,530
Berks	241,860	63,693	57,320	1,854	21,990	87	2,239	519	17,084
Blair	140,152	36,017	32,600	646	13,698	49	1,315	315	7,444
Bradford	50,611	13,979	11,790	218	3,238	23	420	190	3,180
Bucks	107,658	28,109	24,400	536	7,992	39	710	270	5,517
Butler	87,584	22,797	19,680	297	6,374	30	690	273	6,069
Cambria	214,290	48,736	42,900	833	14,312	54	1,438	375	10,857
Cameron	6,844	1,887	1,600	31	664	2	°	22	409
Carbon	61,737	14,747	13,070	344	4,469	21	324	132	1,935
Centre	52,563	13,286	11,400	170	4,108	17	553	182	4,054
Chester	135,483	33,070	28,870	562	10,818	64	1,639	378	10,022
Clarion	38,341	9,714	8,260	127	2,541	13	194	127	2,447
Clearfield	92,006	22,589	19,340	378	6,289	23	497	243	3,896
Clinton	34,530	8,859	7,710	151	2,665	13	315	106	2,192
Columbia	51,308	13,469	11,500	226	3,370	14	396	138	2,450
Crawford	71,534	19,971	17,240	255	5,575	25	668	221	4,962
Cumberland	74,700	20,305	18,110	362	6,103	32	664	209	4,728
Dauphin	177,511	46,618	42,100	1,016	14,896	101	2,891	328	12,638
Delaware	310,172	80,097	73,800	1,220	29,748	182	5,041	485	18,223
Elk	34,233	8,019	6,960	139	2,692	11	304	76	1,638
Erie	177,415	47,962	43,400	1,047	15,392	49	1,544	460	12,979
Fayette	200,902	47,860	41,250	658	11,631	43	1,290	325	8,460
Forest	5,792	1,563	1,330	14	234	1	°	26	268
Franklin	69,225	17,759	15,200	280	4,325	27	594	199	4,326
Fulton	10,668	2,609	2,120	45	321	3	43	43	413
Greene	44,663	11,022	9,340	113	2,212	8	176	123	1,437

**U. S. CENSUS DATA**

County	Popu- lation	Families	Radio Homes	FOOD		DRUG		AUTOMOTIVE	
				Stores	Sales	Stores	Sales	Stores	Sales
Huntingdon	41,744	10,400	8,850	181	2,629	11	170	127	2,592
Indiana	79,796	19,221	16,290	258	4,100	21	523	233	3,654
Jefferson	54,049	13,572	11,520	211	4,297	17	329	151	3,225
Juniata	15,338	3,979	3,340	80	798	6	35	47	660
Lackawanna	301,085	72,178	65,970	1,695	25,630	127	2,359	470	12,920
Lancaster	212,387	55,344	48,640	1,642	15,243	64	1,901	510	14,414
Lawrence	96,783	24,799	22,320	443	7,920	28	924	249	6,066
Lebanon	72,596	18,871	16,290	414	4,965	21	556	181	5,837
Lehigh	177,395	45,468	41,400	1,082	15,432	51	1,800	374	12,556
Luzerne	440,246	101,805	92,300	2,574	32,858	175	3,355	631	18,001
Lycoming	93,455	25,707	22,890	450	7,610	41	1,094	252	5,588
McKean	56,383	15,178	13,380	233	5,544	25	723	151	4,558
Mercer	100,957	25,779	22,800	434	8,417	36	948	291	7,038
Mifflin	42,946	10,900	9,540	205	3,199	14	398	116	2,391
Monroe	29,792	8,106	7,100	140	2,854	15	306	164	2,382
Montgomery	288,856	71,730	65,060	1,453	31,177	144	3,808	585	23,953
Montour	15,614	3,488	2,950	53	891	5	108	35	718
Northampton	169,028	43,111	38,860	1,017	16,312	62	1,952	341	9,453
Northumberland	126,540	31,543	28,050	641	8,826	45	1,187	266	5,958
Perry	23,214	6,216	5,250	103	1,134	7	76	73	989
Philadelphia	1,935,086	507,157	471,660	12,029	178,540	1,474	26,596	1,551	69,211
Pike	7,455	2,315	1,980	40	560	2	40	40	1,249
Potter	18,260	5,050	4,230	68	1,102	8	112	77	1,302
Schuylkill	228,068	53,582	47,790	1,427	14,919	70	1,504	448	11,194
Snyder	20,197	5,346	4,500	71	710	6	78	64	797
Somerset	86,866	20,427	17,780	265	4,543	22	342	247	4,550
Sullivan	7,497	1,922	1,610	32	256	2	3	31	1,147
Susquehanna	33,778	9,024	7,590	155	2,351	7	105	114	1,358
Tioga	34,980	9,563	8,050	123	2,088	13	115	119	2,078
Union	20,218	4,950	4,220	65	1,200	6	120	57	1,059
Venango	63,826	16,238	14,550	243	5,342	15	462	154	3,425
Warren	42,869	10,843	9,420	148	3,416	13	330	93	1,782
Washington	210,500	52,121	45,400	933	16,404	64	1,716	440	10,523
Wayne	28,852	7,814	6,580	114	2,029	11	181	107	1,249
Westmoreland	302,850	74,316	65,520	1,293	22,635	90	2,311	597	15,010
Wyoming	16,688	4,531	3,920	70	1,059	8	78	73	1,053
York	177,945	48,299	42,550	826	12,551	46	1,254	361	13,885
<b>TOTAL STATE...</b>	<b>9,900,180</b>	<b>2,511,736</b>	<b>2,262,760</b>	<b>50,203</b>	<b>\$830,616</b>	<b>1,150</b>	<b>\$101,392</b>	<b>18,093</b>	<b>\$520,696</b>

\*Data unavailable. †Filling Station Sales only.

<b>RHODE IS.</b>	Population	Families	Radio Homes						
	713,346	187,795	173,450						
Bristol	25,548	6,489	5,960	137	\$2,067	10	\$217	37	\$988
Kent	58,311	15,303	14,100	320	5,496	24	526	163	3,440
Newport	46,696	12,013	11,100	224	6,052	21	624	82	2,659
Providence	550,298	145,091	134,100	2,773	58,122	307	9,037	993	34,756
Washington	32,493	8,899	8,190	175	4,106	15	507	134	2,687
<b>TOTAL STATE...</b>	<b>713,346</b>	<b>187,795</b>	<b>173,150</b>	<b>3,629</b>	<b>\$75,843</b>	<b>377</b>	<b>\$10,911</b>	<b>1,409</b>	<b>\$44,530</b>

<b>S. CAROLINA</b>	Population	Families	Radio Homes						
	1,899,804	434,557	222,170						
Abbeville	22,931	5,400	2,530	77	\$723	8	\$110	62	\$394
Aiken	49,009	12,165	6,050	224	1,782	15	237	159	1,927
Allendale	13,037	2,891	1,290	57	380	4	53	17	334
Anderson	88,688	20,726	10,390	287	3,606	25	623	226	3,285
Bamberg	18,635	4,182	1,880	65	598	9	87	39	961
Barnwell	20,135	4,788	2,090	88	582	7	92	43	421
Beaufort	22,038	4,937	2,400	120	799	4	66	29	778
Berkeley	26,828	6,381	2,830	130	596	3	61	24	587
Caldoun	16,306	3,592	1,510	86	539	4	52	23	606
Charleston	121,006	31,637	20,450	639	7,923	41	1,480	147	8,046
Cherokee	33,257	7,210	3,600	112	945	6	170	67	822
Chester	32,441	7,265	3,560	111	1,607	6	155	57	1,233

County	Population	Families	Radio Homes	FOOD		DRUG		AUTOMOTIVE	
				Stores	Sales	Stores	Sales	Stores	Sales
Chesterfield	35,901	7,579	3,510	90	975	12	172	91	1,218
Clarendon	31,499	6,359	2,800	90	607	5	78	47	1,235
Colleton	26,175	6,129	2,730	96	689	5	117	64	940
Darlington	45,195	10,264	5,050	156	1,758	10	263	100	1,494
Dillon	29,844	6,215	2,790	80	907	8	129	55	1,024
Dorchester	19,936	4,439	2,160	85	699	8	108	55	777
Edgefield	17,887	4,034	1,730	81	530	5	88	24	418
Fairfield	24,165	5,262	2,350	69	731	6	100	28	657
Florence	70,057	15,499	7,990	240	2,341	21	494	151	4,427
Georgetown	26,329	6,024	3,050	145	1,340	8	226	42	1,229
Greenville	136,289	33,918	18,900	457	8,101	44	1,470	286	7,859
Greenwood	40,082	9,474	4,970	169	2,222	13	332	115	2,299
Hampton	17,463	4,111	1,890	43	235	6	53	41	420
Horry	51,795	10,693	4,560	158	1,822	13	384	132	2,122
Jasper	11,022	2,490	1,170	30	108	1	*	17	275
Kershaw	32,885	7,143	3,390	138	1,114	9	163	59	777
Lancaster	33,464	7,348	3,470	101	1,199	9	184	61	1,305
Laurens	44,271	10,161	4,950	134	1,747	13	256	105	1,540
Lee	24,652	5,289	2,440	107	800	4	*	43	998
Lexington	36,652	8,395	4,100	142	1,020	15	150	132	1,057
McCormick	10,369	2,264	930	43	231	1	*	14	171
Marion	30,129	6,579	3,330	87	1,199	9	267	72	1,201
Marlboro	33,120	7,233	3,330	97	1,120	9	136	65	1,112
Newberry	33,579	7,958	3,970	141	1,166	11	198	69	1,449
Oconee	36,385	8,086	3,610	101	1,064	10	143	82	1,137
Orangeburg	63,028	14,514	7,010	257	2,187	22	313	167	3,195
Pickens	37,114	8,298	3,980	112	1,251	11	236	88	1,402
Richland	112,381	23,964	15,820	458	6,300	41	1,435	178	8,701
Saluda	17,190	3,857	1,560	71	331	4	42	24	300
Spartanburg	128,442	29,608	16,010	367	5,377	25	948	250	6,037
Sumter	52,869	11,634	6,110	163	2,138	12	322	87	2,933
Union	31,648	7,015	3,560	91	1,164	10	164	54	971
Williamsburg	41,005	8,298	3,460	128	912	7	109	38	1,053
York	58,682	13,299	6,910	234	2,841	19	415	93	2,133
<b>TOTAL STATE</b>	<b>1,899,804</b>	<b>431,557</b>	<b>222,170</b>	<b>6,966</b>	<b>\$76,456</b>	<b>538</b>	<b>\$12,816</b>	<b>3,822</b>	<b>\$83,258</b>

\* Data unavailable.

# S. DAKOTA

Population	642,961
Families	165,113
Radio Homes	132,010

Armstrong	42	11	10	—	—	—	—	—	—
Aurora	5,383	1,411	1,060	15	\$153	3	\$41	26	\$256
Beadle	19,554	5,205	4,410	56	1,486	7	183	78	1,535
Bennett	3,966	991	730	16	131	2	*	9	†67
Bon Homme	10,233	2,763	2,140	27	325	5	75	44	452
Brookings	16,457	4,240	3,430	47	929	9	121	57	1,370
Brown	29,727	7,710	6,600	98	2,007	17	310	105	2,803
Brule	6,199	1,672	1,280	25	333	4	92	35	481
Buffalo	1,845	436	320	5	59	—	—	2	*
Butte	7,996	2,145	1,660	37	638	5	106	51	1,032
Campbell	5,036	1,085	840	12	152	1	*	13	†78
Charles Mix	13,453	3,226	2,440	30	244	7	78	30	418
Clark	8,952	2,312	1,750	26	308	6	67	37	460
Clay	9,606	2,623	2,120	27	471	6	114	40	598
Codington	16,623	4,228	3,640	59	1,174	6	151	58	1,970
Corson	6,508	1,583	1,160	19	237	2	*	18	†152
Custer	5,995	1,704	1,360	28	414	2	*	38	608
Davison	15,271	4,178	3,700	68	1,086	8	261	79	2,218
Day	13,556	3,349	2,570	38	564	7	116	50	834
Deuel	8,478	2,029	1,540	26	210	4	29	28	279
Dewey	5,717	1,344	1,030	26	305	3	*	27	273
Douglas	6,343	1,581	1,200	11	143	3	30	33	284
Edmunds	7,799	1,826	1,390	11	250	4	47	24	282
Fall River	8,079	2,071	1,690	24	497	8	97	32	593
Faulk	5,162	1,329	1,010	23	206	3	66	26	213
Grant	10,543	2,658	2,060	30	454	5	74	37	428
Gregory	9,552	2,407	1,830	29	319	7	66	36	550
Haakon	3,506	1,002	760	14	181	3	64	16	†80
Hamlin	7,569	1,882	1,400	34	336	6	60	34	288
Hand	7,134	1,719	1,290	17	273	3	54	27	546
Hanson	5,380	1,360	1,030	9	123	2	*	15	†84
Harding	2,997	827	610	10	96	1	*	11	97
Hughes	6,566	1,970	1,690	17	584	3	116	32	899
Hutchinson	12,674	3,121	2,400	26	297	7	66	46	492
Hyde	3,110	789	610	11	131	2	*	12	†251
Jackson	1,950	553	420	9	69	2	*	25	242
Jerauld	4,729	1,271	980	17	144	3	40	22	317
Jones	2,508	694	520	8	68	1	*	14	†135



**U. S. CENSUS DATA**

County	Popula- tion	Families	Radio Homes	FOOD		DRUG		AUTOMOTIVE	
				Stores	Sales	Stores	Sales	Stores	Sales
Kingsbury	10,809	2,835	2,180	46	376	8	72	55	730
Lake	12,250	3,149	2,580	33	595	7	102	52	979
Lawrence	19,081	5,298	4,560	86	1,468	7	306	65	1,694
Lincoln	13,169	3,419	2,630	29	500	8	161	55	715
Lyman	5,039	1,266	960	19	168	3	16	31	†206
McCook	9,777	2,492	1,910	29	275	6	49	47	400
McPherson	8,354	1,874	1,420	12	134	3	28	30	258
Marshall	8,881	2,124	1,640	29	326	5	70	28	836
Meade	9,710	2,054	2,000	46	585	4	60	36	489
Mellette	4,111	956	710	7	40	1	*	14	96
Miner	6,838	1,789	1,360	23	190	5	64	27	293
Minnehaha	57,530	15,497	13,600	159	4,694	30	826	194	6,681
Moody	9,312	2,455	1,840	22	273	4	61	35	523
Pennington	23,738	6,669	5,720	99	2,272	11	529	110	4,122
Perkins	6,578	1,710	1,290	24	326	3	52	24	466
Potter	4,605	1,193	930	25	236	3	51	23	397
Roberts	15,858	3,800	2,890	47	518	5	75	52	775
Sanborn	5,745	1,573	1,200	22	177	5	40	25	†228
Shannon	5,362	1,180	880	9	166	1	*	5	43
Spink	12,527	3,190	2,520	46	691	6	84	62	768
Stanley	1,956	585	440	6	55	1	*	8	81
Sully	2,664	626	470	5	65	1	*	10	151
Todd	5,602	1,245	940	12	82	1	*	17	92
Tripp	9,922	2,468	1,870	27	251	5	64	48	934
Tirollor	13,259	3,545	2,700	42	484	10	103	62	498
Union	11,605	3,038	2,320	28	424	7	147	44	516
Walworth	7,263	1,773	1,480	22	412	6	93	24	540
Washabaugh	1,978	439	320	6	*	—	—	3	21
Washington	1,789	367	270	7	*	—	—	1	*
Yankton	16,687	3,895	3,180	29	744	6	165	62	1,127
Ziebach	2,868	704	520	11	91	1	*	5	†20
<b>TOTAL STATE...</b>	<b>642,961</b>	<b>165,113</b>	<b>132,010</b>	<b>1,092</b>	<b>\$32,118</b>	<b>330</b>	<b>\$6,026</b>	<b>2,521</b>	<b>\$17,075</b>

# TENNESSEE

Population	2,915,841
Families	713,853
Radio Homes	478,730

Anderson	26,500	5,976	3,920	77	\$975	6	\$162	34	\$527
Bedford	23,149	6,161	3,720	71	982	9	154	33	1,295
Benton	11,962	2,993	1,700	47	442	5	52	20	318
Bledsoe	8,358	1,757	990	31	189	1	*	7	†78
Blount	40,883	9,496	6,100	134	1,813	8	243	47	1,416
Bradley	26,751	6,863	4,440	82	1,226	7	109	59	1,485
Campbell	31,086	6,716	4,550	82	1,243	4	99	38	716
Cannon	9,892	2,378	1,290	37	128	1	*	14	†92
Carroll	25,960	6,706	3,910	97	881	12	112	45	862
Carter	34,975	7,750	5,040	127	1,165	5	164	38	1,378
Cheatham	9,927	2,333	1,320	47	313	1	*	19	220
Chester	11,123	2,644	1,480	46	382	3	48	17	160
Claiborne	24,714	5,315	3,090	51	253	4	22	27	308
Clay	10,904	2,314	1,310	35	105	1	*	9	†47
Coeke	24,057	5,268	3,060	77	503	3	117	32	465
Coffee	19,045	4,631	2,790	73	805	5	123	48	651
Crockett	17,244	4,408	2,450	78	622	6	73	22	152
Cumberland	15,625	3,449	2,160	38	513	2	*	17	367
Davidson	257,411	67,075	53,550	1,000	20,006	147	4,154	440	18,984
Decatur	10,311	2,437	1,360	54	222	3	32	10	113
De Kalb	14,553	3,561	1,980	54	297	2	*	13	†95
Dickson	19,710	4,832	2,900	55	668	4	77	39	833
Dyer	34,946	9,020	5,570	88	1,440	13	258	46	1,881
Fayette	30,319	6,812	3,600	37	437	2	*	23	470
Fentress	14,553	2,890	1,810	27	77	1	*	11	†81
Franklin	23,862	5,529	3,360	51	546	9	95	37	774
Gibson	44,833	11,857	7,090	140	1,728	18	276	64	971
Giles	29,123	7,188	4,090	94	857	7	150	58	1,304
Grainger	14,369	3,233	1,750	32	145	1	*	13	†93
Greene	39,391	9,064	5,200	156	1,190	7	200	75	1,295
Grundy	11,534	2,573	1,760	22	105	1	*	14	†80
Hamblen	18,439	4,510	2,910	67	807	3	117	35	1,375
Hamilton	180,439	45,945	37,100	823	14,569	75	2,177	285	12,439
Hancock	11,186	2,339	1,230	7	32	1	*	6	†17
Hardeman	23,576	5,028	2,850	62	618	6	79	34	480
Hardin	17,793	4,108	2,320	53	376	2	*	19	374
Hawkins	28,517	6,408	3,600	128	810	7	70	33	595

County	Popula- tion	Familles	Radio Homes	FOOD		DRUG		AUTOMOTIVE	
				Stores	Sales	Stores	Sales	Stores	Sales
Haywood	27,693	6,536	3,600	75	831	7	110	28	783
Henderson	19,210	4,599	2,510	61	472	5	58	29	550
Henry	25,919	6,893	4,230	76	1,038	11	188	44	1,006
Hickman	14,868	3,391	2,050	60	253	3	37	18	285
Houston	6,427	1,512	890	17	104	2	*	9	†70
Humphreys	12,420	2,960	1,770	35	376	3	56	12	287
Jackson	15,091	3,344	1,760	32	165	2	*	13	276
Jefferson	18,618	4,260	2,440	26	395	5	84	21	378
Johnson	12,980	2,817	1,590	21	96	3	39	10	†69
Knox	178,929	44,218	34,700	726	13,096	60	2,232	251	12,544
Lako	11,230	3,043	1,760	49	561	4	74	12	†200
Lauderdale	24,458	5,958	3,410	91	919	9	173	33	876
Lawrence	28,700	6,530	3,730	58	614	10	115	55	1,049
Lewis	5,849	1,312	830	15	144	1	*	11	†65
Lincoln	27,232	6,664	3,830	72	783	5	158	41	899
Loudon	19,909	4,568	2,890	74	824	6	122	27	925
McMinn	30,625	7,376	4,760	75	1,217	9	180	59	1,490
McNairy	20,423	4,844	2,710	64	438	5	34	35	508
Macon	14,902	3,562	1,930	30	149	1	*	15	†94
Madison	54,201	14,365	9,780	169	2,842	18	415	77	2,877
Marion	19,135	4,287	2,920	59	608	8	111	41	603
Marshall	16,042	4,259	2,540	55	712	5	116	23	709
Maury	40,347	10,376	6,510	170	2,034	12	313	53	1,635
Meigs	6,386	1,396	730	12	40	1	*	5	38
Monroe	24,272	5,341	3,040	35	486	7	99	35	445
Montgomery	33,346	8,274	5,030	152	1,444	6	266	53	939
Moore	4,096	1,033	560	5	14	1	*	5	†21
Morgan	15,287	3,100	2,000	31	254	3	19	10	†38
Obion	30,952	8,370	5,200	135	1,622	10	178	46	1,189
Overton	18,767	4,064	2,260	53	258	3	41	13	†134
Perry	7,536	1,773	990	40	214	2	*	10	†44
Pickett	6,212	1,283	700	12	60	—	—	2	*
Polk	15,468	3,245	2,120	42	308	4	52	19	614
Putnam	26,163	6,035	3,610	87	742	7	74	53	850
Rhea	16,342	3,750	2,390	41	550	3	94	20	804
Roane	27,714	6,375	4,210	69	819	8	189	51	975
Robertson	29,048	7,172	4,260	109	1,192	12	215	53	861
Rutherford	33,618	8,325	5,030	130	1,502	6	205	57	1,747
Scott	15,943	3,348	2,190	39	258	—	—	14	381
Sequatchie	5,037	1,111	650	12	176	1	*	4	27
Sevier	23,121	5,035	2,830	53	411	2	*	24	513
Shelby	357,620	95,712	74,900	1,202	24,800	182	6,207	497	25,392
Smith	16,152	4,176	2,370	42	245	4	61	30	441
Stewart	13,549	3,049	1,750	42	233	2	*	8	†35
Sullivan	69,172	16,076	11,200	249	3,803	13	576	59	4,027
Sumner	32,675	8,147	4,730	115	1,020	8	150	50	849
Tipton	27,814	6,774	3,770	95	1,018	6	131	25	621
Trousdale	6,113	1,532	860	15	210	2	*	8	140
Unicoi	12,130	3,061	2,070	64	322	2	*	13	351
Union	9,108	2,006	1,040	44	165	—	—	2	*
Van Buren	4,049	894	510	5	10	1	*	4	15
Warren	19,760	4,940	2,920	69	635	4	62	34	762
Washington	51,732	11,681	8,260	230	2,692	9	389	85	3,580
Wayne	13,637	3,081	1,790	39	200	3	23	15	†139
Weakley	29,470	8,088	4,690	116	1,288	12	168	54	862
White	15,991	3,636	2,150	34	286	4	66	31	409
Williamson	35,252	6,053	3,520	101	913	6	124	33	759
Wilson	26,232	6,696	3,930	95	880	4	132	39	759
<b>TOTAL STATE</b>	<b>2,915,811</b>	<b>713,853</b>	<b>478,730</b>	<b>9,904</b>	<b>\$135,211</b>	<b>924</b>	<b>\$23,964</b>	<b>4,159</b>	<b>\$132,031</b>

\*Data unavailable. †Filling Station Sales only.

# TEXAS

	Population	Families	Radio Homes						
Anderson	31,813	9,648	6,050	183	\$1,807	15	\$494	85	\$1,583
Andrews	1,283	353	210	9	110	2	*	7	65
Angelina	32,188	8,507	5,260	110	1,743	13	421	66	1,858
Aransas	3,507	953	590	16	273	2	*	13	†115
Archer	7,591	1,961	1,220	27	408	5	62	39	341
Armstrong	2,472	690	390	5	85	1	*	13	179
Atascosa	19,266	4,106	2,300	74	585	9	76	65	833
Austin	17,385	4,768	2,660	57	636	7	86	61	653
Bailey	6,317	1,588	860	31	400	2	*	23	383
Bandera	4,233	1,212	660	16	206	3	25	9	†82
Bastrop	21,466	5,523	3,240	87	1,155	10	118	55	678
Baylor	7,756	2,022	1,300	25	425	5	92	55	739
Bee	16,463	3,993	2,510	76	983	6	228	78	1,576

**U. S. CENSUS DATA**

County	Popula- tion	Families	Radio Homes	FOOD		DRUG		AUTOMOTIVE	
				Stores	Sales	Stores	Sales	Stores	Sales
Bell	44,946	12,060	7,900	184	2,658	23	570	153	2,431
Bexar	337,557	84,497	69,000	1,456	23,096	152	4,397	734	23,432
Blanco	4,240	1,141	610	14	203	4	37	20	†138
Borden	1,396	342	180	1	*	1	*	2	*
Bosque	15,859	4,921	2,790	58	657	14	145	80	599
Bowie	50,244	13,422	8,590	259	2,687	20	533	105	3,119
Brazoria	26,951	6,594	4,650	73	1,517	14	253	73	2,241
Brazos	27,052	7,190	4,600	101	1,816	11	351	65	2,262
Brewster	6,456	1,616	1,130	29	497	3	102	26	551
Briscoe	4,056	1,009	610	17	250	4	60	26	151
Brooks	6,355	1,346	780	17	175	2	**	28	637
Brown	25,917	7,284	5,030	109	1,570	14	463	142	2,172
Burleson	18,380	4,672	2,570	78	792	6	91	33	425
Burnet	10,750	2,887	1,620	34	511	5	69	54	795
Caldwell	24,832	6,032	3,880	78	1,266	11	207	90	1,860
Callahan	5,894	1,510	870	17	289	7	47	19	†186
Callahan	11,555	3,143	1,820	43	682	9	124	58	541
Cameron	81,227	19,625	13,500	517	3,724	32	662	203	4,970
Camp	10,280	2,665	1,550	53	375	5	90	22	350
Carson	6,563	1,757	1,090	18	372	9	120	32	696
Cass	33,492	8,162	4,330	87	909	13	222	64	1,783
Castro	4,625	1,133	620	17	240	3	42	17	†183
Chambers	7,495	2,091	1,240	31	458	6	80	24	428
Cherokee	43,986	10,580	6,240	172	1,972	19	398	96	1,940
Childress	12,147	3,316	2,250	43	960	8	233	55	†387
Clay	12,528	3,397	1,910	44	565	8	93	64	619
Cochran	3,734	873	480	14	193	3	33	12	†71
Coke	4,590	1,235	680	10	197	4	41	16	†94
Coleman	20,557	5,455	3,400	81	1,174	13	234	97	992
Collin	47,183	12,696	7,540	191	2,530	26	456	148	2,280
Collingsworth	10,328	2,723	1,640	43	742	5	126	33	†157
Colorado	17,802	4,720	2,720	65	895	8	158	63	1,306
Comal	12,315	3,341	2,360	58	784	5	113	53	†347
Comanche	19,244	5,291	2,960	52	492	10	*	68	674
Concho	6,191	1,570	870	22	363	4	70	37	402
Cooke	24,892	6,348	4,090	107	1,360	13	251	77	1,896
Correll	20,225	5,126	2,890	81	957	7	100	71	†264
Cottle	7,080	1,901	1,180	30	487	5	99	28	522
Crane	2,755	780	520	11	293	4	52	12	†130
Crockett	2,811	719	450	9	207	2	*	11	454
Crosby	10,050	2,631	1,470	35	447	5	131	38	607
Culberson	1,734	449	290	5	97	2	*	21	330
Dallam	6,489	1,743	1,290	22	612	6	148	33	†303
Dallas	398,049	112,628	95,000	1,388	34,325	221	8,727	900	38,968
Dawson	15,350	4,005	2,420	71	1,073	10	261	57	1,058
Deaf Smith	6,049	1,602	940	19	474	4	138	22	902
Delta	12,862	3,345	1,850	47	549	5	86	22	397
Denton	33,807	9,233	5,810	138	2,033	20	442	126	2,764
De Witt	24,972	6,489	3,940	100	1,586	19	265	83	1,796
Dickens	7,864	2,006	1,110	31	477	4	148	26	783
Dimmit	8,419	1,904	1,160	28	365	4	62	19	†149
Donley	7,498	2,016	1,270	23	514	7	99	35	557
Duval	20,562	4,699	2,690	94	1,034	8	240	43	†304
Eastland	30,409	8,361	5,780	102	1,964	19	353	169	2,016
Ector	14,903	4,357	2,860	43	1,832	8	389	78	3,589
Edwards	3,081	777	440	14	145	2	*	10	†104
Ellis	47,721	12,919	8,250	223	2,994	27	459	186	2,517
El Paso	130,895	31,613	24,100	639	8,131	61	1,878	276	10,703
Erath	20,768	5,854	3,500	64	996	9	163	78	1,108
Falls	35,955	8,881	5,060	122	1,630	16	319	82	1,049
Fannin	41,027	11,004	6,290	165	2,021	26	426	124	1,366
Fayette	29,206	7,546	4,160	83	939	18	170	116	1,301
Fisher	12,825	3,273	1,800	38	610	5	99	46	420
Floyd	10,655	2,786	1,720	29	537	5	143	35	†469
Foard	5,237	1,386	890	17	288	4	65	28	416
Fort Bend	32,935	7,709	4,280	91	1,387	11	279	111	2,350
Franklin	8,378	2,262	1,210	34	270	2	*	13	†66
Freesburg	21,125	5,434	3,150	62	754	12	193	66	987
Frio	9,207	2,134	1,280	43	340	4	62	26	†173
Gaines	8,114	2,212	1,220	24	536	5	172	44	866
Galveston	80,542	22,142	18,760	364	7,450	40	1,165	167	6,181
Garza	5,668	1,517	860	20	395	3	67	23	496
Gillespie	10,660	2,822	1,620	35	621	5	72	48	792
Glasscock	1,193	322	180	3	*	1	*	4	26
Goliad	8,796	2,086	1,150	23	245	3	57	20	347
Gonzales	26,061	6,268	3,570	100	1,018	9	122	70	972
Gray	23,847	6,776	5,020	84	2,404	14	611	100	3,286
Grayson	69,497	19,471	13,200	313	4,687	33	863	241	4,830
Gregg	57,945	16,263	10,100	257	5,232	38	1,069	198	6,888
Grimes	21,961	5,598	3,280	74	907	9	153	42	750

County	Popula- tion	Families	Radio Homes	FOOD		DRUG		AUTOMOTIVE	
				Stores	Sales	Stores	Sales	Stores	Sales
Guadalupe	25,523	6,220	3,690	105	1,365	6	114	85	905
Hale	18,800	5,050	3,540	51	1,397	14	410	92	2,482
Hall	12,104	3,208	2,010	50	783	11	222	47	690
Hamilton	13,317	3,757	2,140	35	802	8	115	80	†375
Hansford	2,782	738	450	10	164	4	54	16	545
Hardeman	11,072	3,004	1,920	36	732	12	130	64	†389
Hardin	15,854	4,218	2,680	51	740	8	112	39	698
Harris	529,479	144,831	122,900	1,797	45,222	245	8,857	1,168	49,479
Harrison	50,889	12,733	7,960	196	2,402	16	447	95	2,453
Hartley	1,868	480	280	3	12	1	*	7	50
Haskell	14,908	3,980	2,310	42	801	12	220	63	†351
Hays	15,353	3,723	2,390	55	824	8	134	71	948
Hemphill	4,161	1,139	680	11	300	2	*	20	445
Henderson	31,813	8,071	4,600	122	1,341	18	300	77	1,530
Hidalgo	106,664	23,857	15,600	449	4,461	46	837	230	5,889
Hill	38,391	10,315	6,160	115	1,886	19	295	150	1,441
Hockley	12,681	3,166	1,760	42	693	8	156	42	614
Hood	6,675	1,812	900	26	364	4	28	30	273
Hopkins	30,202	8,004	4,600	112	1,271	11	277	90	1,494
Houston	31,123	7,712	4,340	101	1,108	11	225	55	974
Howard	23,950	5,536	4,150	89	2,021	18	*	91	3,198
Hudspeth	3,139	815	470	18	108	1	*	25	168
Hunt	48,717	13,298	8,420	205	2,656	26	804	177	3,133
Hutchinson	19,054	5,300	3,680	42	1,826	10	439	47	1,831
Irion	1,964	562	350	8	102	2	*	14	90
Jack	10,196	2,751	1,580	37	474	7	129	64	626
Jackson	11,710	2,844	1,580	44	600	4	80	29	554
Jasper	17,492	4,348	2,660	60	664	6	131	50	981
Jeff Davis	2,367	579	360	12	90	1	*	7	34
Jefferson	144,314	39,143	32,050	595	11,228	77	2,231	338	13,787
Jim Hogg	5,451	1,216	750	36	258	3	78	18	544
Jim Wells	20,222	4,715	2,900	68	930	8	149	69	1,783
Johnson	30,361	8,600	5,590	103	1,769	21	360	127	1,944
Jones	23,528	6,183	3,750	82	1,520	12	342	115	1,582
Karnes	19,288	4,249	2,410	61	745	8	128	53	904
Kaufman	38,301	9,190	5,430	140	1,824	18	313	123	1,645
Kendall	5,075	1,506	850	22	288	4	50	33	511
Kenedy	700	131	80	1	*	—	—	1	*
Kent	3,408	870	480	15	165	2	*	14	129
Kerr	11,623	3,108	2,180	49	1,059	8	158	53	1,590
Kimble	5,066	1,374	790	24	341	4	53	21	398
King	1,065	267	140	5	89	—	—	3	24
Kinney	4,515	897	560	15	102	2	*	8	178
Kleberg	13,353	3,235	2,200	59	941	5	186	39	†346
Knox	10,085	2,556	1,460	39	609	11	181	49	445
Lamar	50,406	12,988	8,100	216	2,349	18	535	92	2,392
Lamb	17,615	4,562	2,660	65	1,142	16	290	64	1,340
Lampasas	9,257	2,673	1,680	45	649	6	124	38	†228
La Salle	8,001	1,895	1,160	34	302	4	53	27	364
Lavaca	25,468	5,811	3,380	72	742	7	109	77	772
Lee	12,745	3,039	1,660	41	389	9	75	39	451
Leon	17,734	4,447	2,390	71	566	14	114	66	637
Liberty	24,555	6,400	3,840	89	1,774	15	297	85	1,560
Limestone	33,780	8,848	5,120	161	1,647	17	300	89	1,142
Lipscomb	3,760	1,004	590	7	150	6	58	24	297
Live Oak	9,797	2,260	1,250	34	355	3	51	31	416
Llano	5,996	1,696	980	24	347	4	75	24	447
Loving	205	84	60	3	22	1	*	1	*
Lubbock	51,490	13,759	10,400	219	4,020	30	1,599	185	6,105
Lynn	11,923	3,079	1,690	33	779	5	153	44	862
McCulloch	13,216	3,500	2,190	49	881	11	194	101	1,251
McClellan	101,824	26,913	18,000	442	6,929	51	1,337	287	7,499
McMullen	1,374	365	200	8	62	1	*	5	23
Madison	12,036	3,052	1,630	31	800	5	82	39	794
Marion	11,454	2,863	1,600	58	450	4	104	30	466
Martin	5,558	1,374	760	23	283	2	*	19	†212
Mason	5,373	1,514	850	22	318	4	69	28	478
Matagorda	20,042	5,240	3,280	93	1,243	9	170	61	1,688
Maverick	10,369	2,166	1,520	54	505	6	102	22	467
Medina	16,103	3,877	2,200	43	422	7	91	42	471
Menard	4,514	1,222	740	20	346	3	80	15	†92
Midland	11,719	3,327	2,590	19	1,056	8	319	45	2,133
Milam	33,133	8,277	4,740	114	1,295	14	170	85	1,216
Mills	7,946	2,150	1,180	23	384	4	63	44	369
Mitchell	12,368	3,347	2,150	53	807	8	149	60	976
Montague	20,416	5,428	3,280	65	997	14	209	95	1,144
Montgomery	23,065	6,013	3,540	78	1,661	9	165	61	1,234
Moore	4,433	1,202	710	13	308	3	76	20	474
Morris	9,806	2,406	1,320	36	303	6	97	18	284
Motley	4,995	1,330	750	19	239	4	66	24	361
Nacogdoches	34,971	8,707	5,110	156	1,881	14	395	79	2,317
Navarro	51,304	13,492	8,350	225	2,913	25	442	137	2,171
Newton	13,696	3,251	1,950	44	209	3	26	20	†125
Nolan	17,351	4,653	3,440	38	1,310	10	267	86	1,709
Nueces	92,714	24,107	1,730	497	7,287	45	1,422	237	10,174
Ochiltree	4,211	1,141	830	9	337	4	104	27	742

• • • U. S. CENSUS DATA • • •

County	Population	Families	Radio Homes	FOOD		DRUG		AUTOMOTIVE	
				Stores	Sales	Stores	Sales	Stores	Sales
Oldham	1,384	354	220	5	59	1	0	14	†110
Orange	17,365	4,607	3,200	68	907	8	0	48	1,068
Palo Pinto	18,417	5,009	3,300	90	1,094	12	275	95	1,143
Panola	22,539	5,358	2,840	68	710	5	102	44	560
Parker	20,497	5,576	3,380	92	1,082	9	175	92	1,060
Parmer	5,879	1,511	840	17	251	3	73	18	†397
Pecos	8,137	2,025	1,350	32	683	4	159	43	963
Polk	20,636	5,158	2,970	64	773	8	213	51	1,076
Potter	54,260	15,071	13,010	174	5,039	45	1,710	187	6,171
Presidio	10,851	2,186	1,430	39	529	5	87	23	651
Rains	7,334	1,800	940	19	104	3	28	15	†36
Randall	7,183	2,109	1,540	15	486	5	86	34	400
Reagan	2,025	568	370	8	201	3	64	13	†90
Real	2,425	665	390	12	103	3	20	7	56
Red River	29,771	7,490	4,150	118	1,076	12	235	54	908
Reeves	7,981	2,050	1,470	33	1,017	7	0	56	1,299
Refugio	10,224	2,614	1,570	47	776	8	157	31	910
Roberts	1,289	360	220	3	112	2	0	6	62
Robertson	38,391	6,291	3,560	105	1,043	16	203	47	948
Rockwall	7,051	1,953	1,110	28	366	5	76	28	288
Runnels	18,907	4,925	3,000	69	1,327	13	236	101	1,388
Rusk	51,008	12,974	7,040	220	2,684	29	618	137	3,839
Sabine	10,880	2,736	1,580	43	333	4	66	18	†106
San Augustine	12,452	2,923	1,600	50	551	3	71	18	393
San Jacinto	9,058	2,292	1,280	48	301	3	22	12	†55
San Patricio	28,876	7,126	4,160	97	1,907	16	403	94	2,224
San Saba	10,985	2,883	1,620	47	561	5	84	39	495
Schleicher	3,083	845	490	10	190	1	0	14	†132
Seurry	11,537	3,085	1,880	41	746	7	147	63	732
Shackelford	6,234	1,716	1,050	21	377	4	102	28	428
Shelby	29,224	7,385	4,130	114	1,191	11	226	77	1,169
Sherman	2,018	541	320	4	124	2	0	5	0*102
Smith	69,020	18,050	11,350	275	3,975	41	1,229	203	5,267
Somervell	3,017	835	470	10	78	2	0	16	†58
Starr	13,305	2,554	1,520	108	197	7	50	22	144
Stephens	12,335	3,579	2,420	49	1,007	7	153	71	1,206
Sterling	1,404	398	230	8	92	1	0	9	158
Stonewall	5,586	1,380	750	14	173	4	61	19	†124
Sutton	3,974	1,023	630	18	224	3	65	14	†165
Swisher	6,488	1,780	1,030	20	387	5	149	33	725
Tarrant	225,588	64,550	53,550	866	17,361	116	4,568	678	20,279
Taylor	44,193	11,702	8,840	188	3,355	32	899	203	4,154
Terrell	2,858	752	470	14	157	3	38	12	250
Terry	11,133	2,862	1,560	42	801	5	188	40	897
Throckmorton	4,275	1,134	660	17	165	4	46	22	244
Titus	19,226	5,059	2,950	72	1,068	8	159	51	1,082
Tom Green	39,296	10,500	8,210	136	3,128	26	975	178	3,984
Travis	110,686	28,118	21,150	416	8,699	63	0	647	†2,921
Trinity	13,702	3,348	1,960	42	581	4	75	36	504
Tyler	11,922	2,931	1,760	34	256	4	31	33	621
Upshur	26,165	6,464	3,460	108	900	9	168	51	996
Upton	4,271	1,262	930	15	500	5	140	19	759
Uvalde	13,178	3,317	2,170	76	722	8	133	61	1,343
Val Verde	15,409	3,652	2,600	67	733	5	171	55	1,054
Van Zandt	31,143	7,992	4,360	105	1,229	15	210	90	1,329
Victoria	23,642	6,171	3,970	90	1,844	12	302	80	2,561
Walker	19,845	4,556	2,740	53	991	5	107	64	1,279
Waller	10,289	2,745	1,580	37	576	8	82	24	563
Ward	9,533	2,589	1,630	31	1,045	10	221	58	1,158
Washington	25,473	6,623	3,920	101	1,104	10	168	58	1,051
Webb	45,846	9,958	6,910	257	1,995	14	433	92	2,309
Wharton	36,133	9,307	5,440	84	1,984	18	353	94	2,295
Wheeler	12,385	3,235	2,040	48	876	10	188	57	994
Wichita	73,437	19,914	15,600	269	6,423	36	1,370	303	8,943
Wilbarger	20,462	5,473	3,620	74	1,426	13	330	90	1,704
Willacy	13,218	3,106	1,790	67	627	9	97	43	†242
Williamson	41,682	10,946	6,770	164	1,934	23	358	156	2,816
Wilson	17,066	3,865	2,140	50	360	8	82	61	537
Winkler	6,178	1,764	1,250	21	765	5	180	29	1,036
Wise	19,075	5,135	2,950	66	802	12	155	79	659
Wood	24,365	6,267	3,620	85	933	15	220	74	1,142
Yoakum	5,303	1,494	770	18	304	5	40	29	†159
Young	18,995	5,189	3,390	89	1,559	14	322	95	2,445
Zapata	3,916	865	500	34	44	1	0	5	14
Zavala	11,631	2,418	1,560	49	338	5	57	26	314

**TOTAL STATE**... 6,414,824 1,674,828 1,137,210 21,877 \$103,189 3,319 \$85,900 19,269 \$163,930

\*Data unavailable. †Filling Station Sales only. \*\*Automotive Sales only.

# UTAH

Population ..... 550,310  
 Families ..... 139,580  
 Radio Homes ..... 126,010

County	Popula- tion	Families	Radio Homes	FOOD		DRUG		AUTOMOTIVE	
				Stores	Sales	Stores	Sales	Stores	Sales
Beaver .....	4,984	1,232	1,100	16	\$143	2	*	17	\$240
Box Elder .....	18,816	4,510	4,020	64	921	6	\$131	79	1,428
Cache .....	29,789	7,371	6,710	80	1,599	9	281	88	2,340
Carbon .....	18,413	4,612	4,100	41	1,287	6	199	38	1,882
Daggett .....	564	131	120	3	21	—	—	—	—
Davis .....	15,371	3,712	3,320	33	749	4	59	42	789
Duchesne .....	8,944	1,977	1,770	15	242	3	53	27	294
Emery .....	7,059	1,612	1,450	9	48	3	31	19	172
Garfield .....	5,220	1,076	960	8	58	1	*	16	†115
Grand .....	2,063	523	460	5	79	1	*	9	†95
Iron .....	8,170	2,049	1,830	14	376	4	137	38	1,743
Juab .....	7,403	1,947	1,690	23	535	3	67	24	378
Kane .....	2,557	557	500	8	90	2	*	15	134
Millard .....	9,574	2,180	1,960	17	146	4	42	51	743
Morgan .....	2,610	630	570	5	49	2	*	11	205
Prote .....	2,203	543	490	3	6	1	*	13	107
Rich .....	2,023	497	450	6	41	—	—	8	54
Salt Lake .....	210,707	56,800	52,000	650	17,298	71	3,510	400	17,670
San Juan .....	4,747	996	890	10	86	—	—	6	†99
Saumpete .....	16,051	4,025	3,620	34	424	10	95	45	581
Sevier .....	12,104	2,962	2,630	34	423	8	98	42	965
Summit .....	8,694	2,198	1,840	35	346	3	36	39	495
Tooele .....	9,064	2,337	2,080	39	609	3	46	38	709
Uintah .....	9,886	2,230	2,000	24	270	3	77	20	454
Utah .....	57,437	13,690	12,190	134	2,609	22	543	160	4,161
Wasatch .....	5,694	1,399	1,260	11	122	2	*	23	384
Washington .....	9,156	2,116	1,900	42	385	4	44	44	548
Wayne .....	2,372	487	440	9	25	1	*	5	21
Weber .....	56,717	15,081	13,660	186	4,104	16	779	118	4,283
<b>TOTAL STATE...</b>	<b>550,310</b>	<b>139,580</b>	<b>126,010</b>	<b>1,558</b>	<b>\$33,091</b>	<b>191</b>	<b>\$6,121</b>	<b>1,435</b>	<b>\$41,310</b>

\*Data unavailable. †Filling Station Sales only.

# VERMONT

Population ..... 359,231  
 Families ..... 92,432  
 Radio Homes ..... 82,540

Addison .....	17,928	4,533	4,000	68	\$1,445	5	\$113	67	\$1,165
Bennington .....	22,249	6,137	5,570	113	2,295	12	236	96	1,636
Caledonia .....	24,240	6,567	5,810	96	2,120	11	237	101	2,499
Chittenden .....	50,996	12,683	11,440	233	5,100	18	557	117	3,875
Essex .....	6,483	1,677	1,500	22	409	5	50	30	†131
Franklin .....	29,595	7,370	6,530	96	2,268	12	256	85	1,410
Grand Isle .....	3,790	931	810	19	255	—	—	15	64
Lamoille .....	11,016	2,854	2,520	50	703	3	70	29	902
Orange .....	17,103	4,471	3,910	67	1,090	6	124	63	914
Orleans .....	21,703	5,461	4,750	94	1,468	12	218	85	1,716
Rutland .....	45,564	11,791	10,600	255	4,463	19	531	152	4,240
Washington .....	41,455	10,591	9,600	177	4,057	20	370	132	3,965
Windham .....	27,710	7,365	6,530	134	3,892	8	239	79	2,764
Windsor .....	37,766	10,001	8,970	154	3,534	18	361	137	3,679
<b>TOTAL STATE...</b>	<b>359,231</b>	<b>92,132</b>	<b>82,510</b>	<b>1,578</b>	<b>\$32,099</b>	<b>119</b>	<b>\$3,362</b>	<b>1,188</b>	<b>\$29,030</b>

†Filling Station Sales only.

# VIRGINIA

Population ..... 2,677,773  
 Families ..... 627,550  
 Radio Homes ..... 413,180

Accomac .....	31,460	8,340	4,920	207	\$1,372	10	\$125	61	\$641
Albemarle .....	44,015	10,762	7,980	177	3,266	15	697	104	3,302
Charlottesville .....	Independent City—	included in county above							
Alleghany .....	29,240	6,748	4,900	100	2,091	8	338	82	1,819
Clifton Forge .....	Independent City—	included in county above							
Amelia .....	8,498	1,928	990	29	121	2	*	31	254
Amherst .....	20,273	4,129	3,280	78	590	2	*	50	†329
Appomattox .....	9,012	2,019	1,070	54	145	2	*	29	735

U. S. CENSUS DATA

County	Popula- tion	Families	Radio Homes	FOOD		DRUG		AUTOMOTIVE	
				Stores	Sales	Stores	Sales	Stores	Sales
Arlington	90,300	24,770	18,910	223	9,450	34	1,683	114	6,971
Alexandria	Independent City—included in county above								
Augusta	55,860	12,794	8,220	179	2,904	13	525	172	3,681
Staunton	Independent City—included in county above								
Bath	7,174	1,738	1,000	21	236	1	°	17	†140
Bedford	29,698	6,831	3,760	74	700	5	84	79	964
Bland	6,725	1,424	770	8	47	1	°	10	†85
Botetourt	16,436	3,701	2,110	56	387	6	49	67	545
Brunswick	19,577	4,086	2,180	62	500	5	48	40	462
Buchanan	31,475	6,009	3,120	135	617	4	49	22	417
Buckingham	13,389	2,851	1,550	32	146	2	°	25	†86
Campbell	70,485	17,090	12,290	270	4,989	26	1,174	163	†5,019
Lynchburg	Independent City—included in county above								
Caroline	13,945	3,025	1,590	72	402	1	°	25	379
Carroll	25,901	5,732	3,010	85	356	1	°	23	329
Charles City	4,275	881	490	16	55	—	—	1	°
Charlotte	15,842	3,348	630	38	220	4	34	35	221
Chesterfield	31,165	7,589	4,600	104	1,108	2	°	121	1,242
Clarke	7,158	1,733	970	27	395	3	79	33	346
Craig	3,765	907	490	18	153	1	°	10	†49
Culpeper	13,365	3,130	1,770	43	596	3	129	37	714
Cumberland	7,502	1,631	870	15	52	2	°	16	105
Dickenson	21,084	4,116	2,300	78	413	2	°	16	362
Dinwiddie	48,689	11,290	7,020	271	3,695	12	653	97	†3,025
Petersburg	Independent City—included in county above								
Elizabeth City	34,743	9,141	6,910	121	2,151	13	289	49	†1,889
Hampton	Independent City—included in county above								
Essex	6,091	1,420	740	53	312	2	°	29	257
Fairfax	40,668	8,568	5,180	80	1,479	3	53	89	1,651
Fauquier	21,162	4,915	2,750	65	962	7	122	57	1,191
Floyd	11,903	2,823	1,420	26	113	4	36	23	380
Fluvanna	7,086	1,663	850	32	183	3	21	15	†92
Franklin	25,841	5,510	2,880	57	467	5	67	85	695
Frederick	26,074	6,716	4,580	119	1,766	9	364	86	1,751
Winchester	Independent City—included in county above								
Giles	14,627	2,112	1,190	23	380	5	99	31	565
Gloucester	9,541	2,471	1,400	46	329	2	°	47	389
Goochland	8,560	1,701	910	34	92	—	—	19	†69
Grayson	21,903	4,952	2,710	32	353	4	71	57	1,459
Greene	5,181	1,113	580	10	39	—	—	17	†58
Greensville	14,866	3,124	1,730	44	612	4	71	37	541
Halifax	41,260	8,711	4,750	108	912	9	177	98	1,201
Hanover	18,490	4,170	2,290	78	903	2	°	62	942
Henrico	232,217	61,540	51,400	1,127	24,105	115	5,167	439	21,253
Richmond	Independent City—included in county above								
Henry	36,300	7,888	4,760	164	1,922	8	276	112	1,938
Martinsville	Independent City—included in county above								
Highland	4,872	1,078	570	6	19	—	—	19	84
Isle of Wight	13,377	3,122	1,780	71	506	3	32	35	524
James City	8,879	1,741	1,130	25	595	3	167	27	645
Williamsburg	Independent City—included in county above								
King and Queen	6,952	1,556	780	45	140	—	—	8	†32
King George	5,424	1,384	720	34	193	—	—	11	175
King William	7,897	1,897	1,060	28	326	2	°	22	475
Lancaster	8,782	2,169	1,240	49	343	2	°	33	393
Lee	39,296	8,225	4,700	72	484	4	73	26	330
Loudoun	20,451	4,762	2,720	74	1,135	8	177	44	973
Louisa	13,673	3,236	1,770	64	397	4	36	22	†153
Lunenburg	13,841	3,134	1,670	24	386	4	78	30	368
Madison	8,431	1,871	990	15	49	1	°	21	175
Mathews	7,055	1,913	1,030	27	185	12	°	31	275
Mechlenburg	31,724	6,954	3,700	77	869	14	140	112	1,710
Middlesex	6,671	1,737	930	49	302	1	°	21	†72
Montgomery	28,026	6,673	4,200	97	1,632	11	304	87	1,186
Radford	Independent City—included in county above								
Nansemond	34,113	8,164	5,110	219	1,606	7	†238	71	†2,136
Suffolk	Independent City—included in county above								
Nelson	16,241	3,422	1,840	70	292	1	°	29	†83
New Kent	4,089	944	540	21	84	—	—	8	†28
Norfolk	237,825	61,756	49,350	1,269	20,340	103	†4,123	331	11,506
South Norfolk	Independent City—included in county above								
Norfolk	Independent City—included in county above								
Portsmouth	Independent City—included in county above								
Northampton	17,515	4,354	2,620	109	1,219	8	97	51	487
Northumberland	10,454	2,441	1,340	43	247	1	°	23	†119
Nottoway	15,538	3,450	1,990	57	792	6	148	44	812
Orange	12,641	2,965	1,700	51	695	5	115	33	594
Page	14,831	3,510	2,000	59	482	4	91	45	481
Patrick	16,614	3,518	1,780	56	169	1	°	31	†155

County	Popula- tion	Families	Radio Homes	FOOD		DRUG		AUTOMOTIVE	
				Stores	Sales	Stores	Sales	Stores	Sales
Pittsylvania	94,431	21,110	12,810	274	4,276	25	899	208	4,849
Danville	Independent City—included in county above								
Powhatan	5,669	1,168	620	27	110	—	—	16	†61
Prince Edward	14,931	3,409	1,980	43	496	5	*	49	925
Prince George	20,867	4,847	3,340	88	979	4	186	63	†750
Hopewell	Independent City—included in county above								
Princess Anne	19,916	4,769	2,830	110	1,343	4	150	41	†414
Prince William	17,237	3,466	3,660	64	792	8	132	34	604
Pulaski	22,711	5,070	3,250	89	1,106	6	174	41	1,204
Rappahannock	7,199	1,561	820	23	139	1	°	19	139
Richmond	6,620	1,503	780	49	297	2	°	22	246
Roanoke	112,057	28,052	22,950	446	8,686	45	1,764	271	8,631
Roanoke	Independent City—included in county above								
Rockbridge	26,702	6,243	3,820	82	946	8	†286	82	†992
Buena Vista	Independent City—included in county above								
Rockingham	40,016	9,662	5,830	122	1,442	14	363	138	2,658
Harrisonburg	Independent City—included in county above								
Russell	26,626	5,399	2,980	46	256	3	39	47	480
Scott	26,977	5,792	3,020	78	256	4	40	46	466
Shenandoah	20,971	5,267	3,000	97	798	7	117	60	754
Smyth	28,844	5,716	3,320	111	901	6	147	59	910
Southampton	26,457	5,552	3,050	59	701	9	136	56	971
Spotsylvania	19,976	4,914	3,230	103	1,772	6	336	68	†2,117
Fredericksburg	Independent City—included in county above								
Stafford	9,598	2,146	1,150	50	264	—	—	18	*
Surry	6,186	1,494	830	31	157	1	°	19	†83
Sussex	12,489	2,713	1,490	47	340	5	54	34	429
Tazewell	41,307	8,766	5,300	123	1,362	10	317	52	1,313
Warren	11,343	2,690	1,580	34	626	5	125	49	768
Warwick	46,171	11,928	9,050	239	4,715	20	†685	18	†3,552
Newport News	Independent City—included in county above								
Washington	47,969	10,810	6,550	147	1,600	10	397	118	2,468
Bristol	Independent City—included in county above								
Westmoreland	9,501	2,200	1,240	52	293	3	37	12	†67
Wise	52,412	11,066	6,860	149	1,752	15	257	66	1,769
Wythe	22,804	4,963	2,860	39	672	4	125	84	1,094
York	8,837	2,108	1,230	51	377	2	°	19	†156
<b>TOTAL STATE...</b>	<b>2,677,773</b>	<b>627,550</b>	<b>413,180</b>	<b>10,245</b>	<b>\$143,034</b>	<b>789</b>	<b>\$26,116</b>	<b>5,928</b>	<b>\$137,360</b>

\*Data unavailable. †Filling Station Sales only. ‡Estimated.

# WASHINGTON

Population . . . . . 1,736,191  
 Families . . . . . 534,237  
 Radio Homes . . . . . 502,780

Adams	6,168	1,658	1,590	24	\$405	4	\$81	36	\$714
Asotin	8,406	2,472	2,350	23	505	2	*	26	290
Benton	11,987	3,331	3,200	32	729	6	86	46	703
Chelan	34,406	10,352	9,860	105	3,318	18	680	130	3,528
Clallam	21,464	6,512	6,140	79	1,965	13	242	66	1,794
Clark	48,438	14,585	10,890	178	3,426	16	358	164	4,106
Columbia	5,540	1,621	1,530	20	354	2	*	20	320
Cowlitz	39,504	11,552	10,880	135	3,176	17	394	123	3,767
Douglas	9,522	2,545	2,450	25	369	1	*	29	516
Ferry	4,690	1,398	1,350	24	286	2	*	15	124
Franklin	6,297	1,871	1,760	21	647	4	82	31	660
Garfield	3,359	987	950	6	127	3	57	10	†111
Grant	14,547	4,652	4,460	68	1,074	12	232	85	1,441
Grays Harbor	51,901	16,312	15,450	260	5,805	27	597	172	5,356
Island	6,029	2,009	1,930	31	219	4	37	25	216
Jefferson	8,813	2,620	2,460	42	819	4	81	31	431
King	503,294	167,737	158,100	2,541	50,060	299	8,325	1,261	48,589
Kitsap	44,371	13,998	13,300	186	4,415	22	647	114	3,096
Kittitas	20,104	5,796	5,450	71	1,904	9	206	100	2,390
Klickitat	11,373	3,363	3,230	40	866	7	80	48	911
Lewis	40,998	12,122	11,530	153	2,946	17	357	155	3,153
Lincoln	11,343	3,282	3,150	43	887	10	154	62	1,329
Mason	11,606	3,631	3,430	67	1,073	4	126	38	769
Okanogan	24,619	5,286	5,050	68	1,235	17	245	81	1,710
Pacific	15,726	4,890	4,630	84	1,594	9	115	58	996
Pend Oreille	6,980	2,090	2,000	33	514	6	81	39	539
Pierce	175,651	55,124	52,100	853	16,407	73	2,077	513	15,716
San Juan	3,102	1,029	990	18	283	1	*	6	†52
Skagit	37,502	11,073	10,430	156	3,014	18	293	166	2,951
Skamania	4,621	1,410	1,350	18	248	3	21	22	213
Snohomish	88,441	27,492	26,050	354	7,651	36	845	305	6,961
Spokane	164,230	49,983	47,100	714	14,530	69	2,526	452	15,833
Stevens	18,645	5,540	5,330	56	1,071	10	121	60	932



**U. S. CENSUS DATA**

County	Popula- tion	Families	Radio Homes	FOOD		DRUG		AUTOMOTIVE	
				Stores	Sales	Stores	Sales	Stores	Sales
Thurston .....	36,895	11,590	10,910	143	3,291	16	519	138	3,150
Wahkiakum .....	4,256	1,263	1,220	12	215	1	*	11	79
Walla Walla .....	30,535	8,406	7,980	104	2,444	11	534	101	3,164
Whatcom .....	60,235	18,484	17,550	241	4,841	29	776	214	4,647
Whitman .....	27,192	7,834	7,450	92	2,188	20	391	109	2,562
Yakima .....	98,586	28,427	27,200	305	8,615	38	1,155	336	8,758
<b>TOTAL STATE...</b>	<b>1,736,191</b>	<b>534,237</b>	<b>502,780</b>	<b>7,127</b>	<b>\$151,116</b>	<b>860</b>	<b>\$22,696</b>	<b>5,398</b>	<b>\$152,664</b>

\*Data unavailable. †Filling Station Sales only.

# W. VIRGINIA

Population ..... **1,901,974**  
 Families ..... **445,686**  
 Radio Homes ..... **336,670**

Barbour .....	20,061	4,882	4,000	58	\$616	3	\$48	39	\$416
Berkeley .....	29,081	7,515	6,000	166	1,607	9	322	74	1,669
Boone .....	28,533	6,079	5,050	83	1,012	2	*	29	847
Braxton .....	21,563	4,648	3,770	45	414	4	73	28	534
Brooke .....	25,525	6,195	5,340	102	1,509	7	144	49	951
Cabell .....	97,389	25,057	22,150	454	6,542	47	1,315	149	6,823
Calhoun .....	12,455	2,604	2,110	21	153	1	*	18	376
Clay .....	15,208	3,056	2,500	27	302	1	*	13	†118
Doddridge .....	10,926	2,611	2,130	25	348	2	*	25	137
Payette .....	80,674	17,869	14,850	164	2,954	16	379	81	2,978
Gilmer .....	12,043	2,706	2,200	18	320	2	*	24	†145
Grant .....	8,804	2,018	1,640	35	233	1	*	28	325
Greenbrier .....	38,432	8,670	7,150	115	1,703	9	183	75	1,537
Hampshire .....	12,062	2,972	2,420	67	456	2	*	39	551
Hancock .....	31,633	7,543	6,450	113	2,541	13	281	49	1,258
Hardy .....	10,810	2,293	1,870	33	159	4	27	15	379
Harrison .....	82,948	20,603	17,300	328	5,124	27	765	149	3,790
Jackson .....	16,385	3,932	3,190	38	279	3	54	34	587
Jefferson .....	16,752	4,100	3,390	77	674	7	101	46	717
Kanawha .....	195,404	46,712	39,500	726	13,464	71	2,036	263	10,669
Lewis .....	22,267	5,091	4,220	89	965	6	161	53	924
Lincoln .....	22,899	4,672	3,800	64	269	1	*	16	†83
Logan .....	67,756	14,123	11,680	164	2,066	8	318	73	2,640
McDowell .....	94,311	19,982	16,520	204	3,676	16	346	92	2,667
Marion .....	68,555	17,237	14,410	202	4,128	21	506	114	3,392
Marshall .....	40,145	9,475	8,060	175	2,363	13	188	82	1,104
Mason .....	22,214	5,227	4,220	89	693	2	*	34	333
Mercer .....	68,329	15,597	12,860	207	3,275	22	751	123	3,273
Mineral .....	21,286	5,458	4,550	95	1,206	6	85	49	899
Mingo .....	40,792	8,707	7,110	178	2,061	8	247	46	1,540
Monongalia .....	51,236	13,175	11,100	187	3,747	13	445	115	3,088
Monroe .....	13,567	2,978	2,400	54	321	2	*	27	385
Morgan .....	8,986	2,148	1,770	52	505	2	*	17	†83
Nicholas .....	24,072	5,078	4,050	48	752	2	*	35	411
Ohio .....	73,162	19,596	17,400	390	7,588	33	1,281	141	4,910
Pendleton .....	10,884	2,168	1,760	20	52	1	*	27	516
Pleasants .....	6,710	1,670	1,380	29	359	2	*	17	381
Pocahontas .....	13,917	3,054	2,500	45	441	2	*	35	408
Preston .....	30,396	7,096	5,830	86	1,022	6	81	75	951
Putnam .....	19,490	4,435	3,620	73	516	2	*	31	374
Raleigh .....	86,723	18,940	15,550	226	3,454	11	454	112	3,536
Randolph .....	30,166	6,846	5,560	84	1,448	6	216	70	1,556
Ritchie .....	15,387	3,880	3,180	48	443	4	67	36	506
Roume .....	20,780	4,434	3,600	57	557	2	*	32	740
Summers .....	20,406	4,676	3,870	54	741	2	*	25	469
Taylor .....	19,900	4,858	4,030	73	1,088	5	167	48	596
Tucker .....	13,169	3,023	2,510	57	502	3	45	20	336
Tyler .....	12,553	3,270	2,650	39	472	3	44	35	501
Upshur .....	18,347	4,577	3,720	58	746	3	109	39	750
Wayne .....	35,188	8,544	6,970	83	501	5	83	32	†162
Webster .....	18,075	3,785	3,100	22	333	3	52	15	†185
Wetzel .....	22,342	5,346	4,370	79	1,192	9	112	55	626
Wirt .....	6,471	1,562	1,260	11	35	2	*	12	96
Wood .....	62,366	16,732	14,500	281	4,513	16	706	136	3,147
Wyoming .....	29,782	6,179	5,100	61	787	4	89	22	786
<b>TOTAL STATE...</b>	<b>1,901,974</b>	<b>445,686</b>	<b>336,670</b>	<b>6,379</b>	<b>\$93,227</b>	<b>477</b>	<b>\$12,889</b>	<b>3,118</b>	<b>\$77,877</b>

\*Data unavailable. †Filling Station Sales only.

# WISCONSIN

Population ..... 3,137,587  
 Families ..... 823,929  
 Radio Homes ..... 687,320

County	Popula- tion	Families	Radio Homes	FOOD		DRUG		AUTOMOTIVE	
				Stores	Sales	Stores	Sales	Stores	Sales
Adams	8,441	2,271	1,590	26	\$284	2	\$*	23	\$191
Ashland	20,692	5,235	4,280	70	1,698	8	174	57	1,319
Barron	34,062	8,741	6,390	77	1,297	14	270	133	2,290
Bayfield	15,147	4,096	2,940	37	713	5	92	39	557
Brown	82,972	20,140	17,200	301	6,975	41	1,095	180	7,281
Buffalo	16,088	4,104	2,930	48	540	6	78	39	744
Burnett	11,353	3,084	2,130	28	299	5	41	29	410
Calumet	17,595	4,373	3,150	51	656	8	120	50	1,108
Chippewa	40,602	9,595	7,330	123	2,007	12	205	102	2,207
Clark	33,903	8,572	6,000	93	1,248	12	155	85	1,292
Columbia	32,438	8,844	6,980	92	2,155	16	329	136	2,375
Crawford	18,325	4,553	3,420	44	666	4	77	65	915
Dane	130,307	35,326	29,960	450	12,328	75	2,580	354	11,372
Dodge	53,480	13,731	10,900	157	2,796	23	346	160	2,657
Door	18,936	4,937	3,750	72	973	6	122	61	1,288
Douglas	46,821	12,799	11,190	201	4,624	21	626	113	3,328
Dunn	27,320	6,633	4,950	76	959	6	110	72	1,299
Eau Claire	46,997	12,500	10,670	135	3,722	15	608	107	3,751
Florence	4,177	1,088	800	14	221	1	0	13	†63
Fond du Lac	62,278	16,348	13,610	234	4,852	28	909	147	4,242
Forest	11,767	2,697	2,050	30	505	3	46	28	427
Grant	40,614	10,837	8,140	118	2,246	16	267	141	2,781
Green	23,142	6,469	4,980	65	1,441	12	274	81	1,639
Green Lake	14,201	4,037	3,150	53	933	9	122	58	1,158
Iowa	20,559	5,432	3,940	47	857	12	99	70	831
Iron	10,040	2,572	2,030	47	850	3	44	29	†211
Jackson	16,554	4,190	2,960	47	804	6	85	68	1,054
Jefferson	38,795	10,818	8,780	148	3,640	19	385	136	3,295
Juneau	18,676	4,947	3,580	53	1,106	9	113	77	1,239
Kenosha	63,353	16,752	15,050	244	6,432	28	918	122	3,807
Kewaunee	16,661	4,261	3,070	43	513	5	74	52	616
La Crosse	59,613	15,873	13,800	207	5,845	20	589	126	3,900
Lafayette	18,673	4,874	3,520	61	983	8	73	65	1,301
Langlade	23,257	5,588	4,410	94	1,710	9	164	62	1,599
Lincoln	22,338	5,727	4,640	67	1,228	7	203	67	1,200
Manitowoc	61,421	15,848	13,210	237	5,238	21	458	146	4,222
Marathon	75,353	18,019	14,230	213	4,528	20	463	177	4,062
Marquette	36,096	9,098	7,230	102	2,299	10	127	96	1,798
Marquette	9,098	2,531	1,820	32	479	3	30	41	550
Milwaukee	765,480	209,688	194,900	3,234	83,756	416	11,908	1,173	55,681
Monroe	30,032	7,700	5,860	83	1,508	11	234	96	1,722
Oconto	27,046	6,539	4,850	86	1,215	8	87	85	1,071
Oneida	18,761	5,061	4,200	70	1,912	11	222	78	1,742
Outagamie	69,999	17,101	14,400	217	5,701	22	669	158	4,707
Ozaukee	18,982	4,999	3,860	62	1,240	6	114	60	1,480
Pepin	7,906	1,987	1,400	24	426	4	46	27	499
Pierce	21,447	5,800	4,070	67	1,056	9	122	76	1,882
Polk	26,197	6,834	4,780	49	733	11	191	92	1,616
Portage	35,692	8,205	6,500	108	2,326	9	305	95	2,048
Price	17,983	4,766	3,510	33	679	5	108	55	819
Racine	93,969	24,971	22,280	394	10,129	38	1,357	194	6,175
Richland	20,382	5,286	3,910	55	1,023	9	161	85	1,022
Rock	80,092	22,474	19,300	268	8,558	35	1,117	219	6,110
Rusk	17,703	4,435	3,240	44	865	4	97	57	965
St. Croix	24,815	6,342	4,660	81	1,168	11	176	83	1,404
Sauk	33,713	9,125	7,080	91	2,162	11	226	133	2,678
Sawyer	10,135	2,620	1,990	31	537	4	98	37	635
Shawano	34,881	7,824	5,750	104	1,163	10	158	109	1,703
Sheboygan	76,224	20,565	17,570	231	5,930	30	792	181	4,792
Taylor	20,103	4,928	3,450	41	642	4	70	42	837
Trempealeau	24,378	6,197	4,430	51	778	11	146	87	1,121
Vernon	29,909	7,762	5,590	78	1,296	9	180	93	1,289
Vilas	7,740	2,357	1,790	31	916	2	0	45	758
Walworth	33,024	9,472	7,590	145	3,391	19	474	141	3,156
Washburn	12,481	3,372	2,440	35	768	4	116	50	653
Washington	28,430	7,415	5,780	75	1,687	9	194	74	1,874
Waukesha	62,588	16,489	13,410	205	5,379	24	615	196	4,387
Waupaca	34,576	9,252	7,170	109	1,946	16	255	130	2,767
Wausara	14,153	3,911	2,780	37	392	6	97	66	794
Winnebago	80,439	21,769	19,130	321	7,788	31	989	180	5,342
Wood	44,476	11,143	9,010	108	3,198	13	576	105	3,127
<b>TOTAL STATE</b>	<b>3,137,587</b>	<b>823,929</b>	<b>687,320</b>	<b>10,805</b>	<b>\$250,916</b>	<b>1,340</b>	<b>\$34,476</b>	<b>7,917</b>	<b>\$209,312</b>

\*Data unavailable. †Filling Station Sales only.

U. S. CENSUS DATA

# WYOMING

Population ..... 250,742  
 Families ..... 69,227  
 Radio Homes ..... 55,520

County	Popula- tion	Families	Radio Homes	FOOD		DRUG		AUTOMOTIVE	
				Stores	Sales	Stores	Sales	Stores	Sales
Albany	13,938	4,077	3,480	32	\$1,540	5	\$296	53	\$2,109
Big Horn	12,928	3,311	2,580	38	937	7	184	64	1,317
Campbell	5,977	1,793	1,230	19	456	2	*	23	585
Carbon	12,512	3,724	3,090	35	1,425	8	234	70	1,807
Converse	6,609	1,943	1,440	20	584	5	91	43	822
Crook	5,447	1,491	1,020	24	247	3	34	21	†216
Fremont	16,113	4,352	3,370	51	1,087	8	196	77	1,074
Goshen	12,185	3,089	2,230	34	756	6	135	50	905
Hot Springs	4,657	1,440	1,170	15	406	3	100	19	399
Johnson	4,954	1,516	1,130	15	408	3	57	29	455
Laramie	30,143	8,270	7,100	100	2,956	17	782	105	4,067
Lincoln	10,263	2,552	2,050	36	532	7	117	48	857
Natrona	23,862	7,365	6,470	69	2,192	10	*	103	3,654
Niobrara	5,930	1,717	1,250	17	437	4	91	27	875
Park	10,970	3,055	2,360	24	759	7	207	56	1,538
Platte	7,987	2,229	1,690	27	564	5	137	45	1,031
Sheridan	19,199	5,435	4,450	101	1,820	8	312	84	†822
Sublette	2,772	816	570	5	*	3	39	18	* 96
Sweetwater	19,384	5,587	4,730	60	2,055	8	281	62	2,121
Teton	2,500	705	520	10	255	2	*	20	315
Vinta	7,202	1,792	1,450	30	662	3	71	34	878
Washakie	5,879	1,442	1,080	11	485	4	91	10	598
Weston	4,941	1,428	980	22	433	5	74	32	623
Yellowstone Nat. Park (Part)	411	98	80	1	*	—	—	3	*
<b>TOTAL STATE</b>	<b>250,742</b>	<b>69,227</b>	<b>55,520</b>	<b>796</b>	<b>\$21,091</b>	<b>133</b>	<b>\$1,213</b>	<b>1,096</b>	<b>\$29,778</b>

\* Data unavailable. † Filling Station Sales only. \*\* Automotive Sales only.

*All Money Values Are In Thousands (\$000) of Dollars*

ADDITIONAL DATA COVERING  
 RADIO FROM THE 1940 CENSUS  
 WILL APPEAR REGULARLY IN  
 RADIO DAILY AS OFFICIALLY  
 RELEASED FROM WASHINGTON.

DON LEE'S INCREASED FACILITIES MEAN

# New Opportunities for Advertisers

**NEW**



## STUDIOS

Don Lee's brand-new, \$500,000, Hollywood studios include new equipment, increased facilities for program production and three auditoriums for audience participation.

**NEW**



## COVERAGE

Don Lee adds two new stations to guarantee complete coverage.\* More than nine out of every ten Pacific Coast radio homes are within 25 miles of a Don Lee station.

*\*Latest figures show Pacific Coast population increased to nearly 10 million!*

**NEW**



## POWER

Power increases to 5000 watts full time on three Don Lee key outlets—Los Angeles, Portland, San Francisco—further insure Don Lee's dominance in these major markets.

**NEW**



## BUSINESS

Don Lee chalked up a 78% increase in regional business over last year... more than *twice as much* as all other Pacific Coast networks combined. Advertisers know Don Lee coverage pays—at the cash register.

**MUTUAL DON LEE**

5515 MELROSE AVE., HOLLYWOOD, CALIF.  
THOMAS S. LEE, Pres.  
LEWIS ALLEN WEISS, Vice-Pres. and Gen. Mgr.  
JOHN BLAIR & CO., NATIONAL REPRESENTATIVES

**THE NATION'S GREATEST REGIONAL NETWORK**



NETWORKS  
OF THE  
UNITED STATES



NATIONAL  
REGIONAL

# Personality

# plus!



ERLE SMITH  
KMBC Newscaster



WALT LOCHMAN  
KMBC Sportscaster



BEULAH KARNEY  
Hired on KMBC Happy Kitchen



PHIL EVANS  
Director of Farm Service



CAROLINE ELLIS—CBS and NBC  
Author-Star of "Gardine's Golden Store"



JUNE MARTIN  
KMBC Food Scout



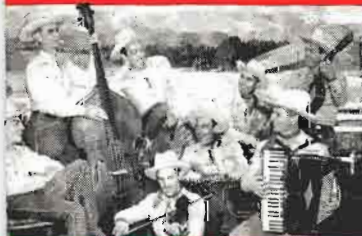
BONNIE KING—Featured with  
Bob Crosby, NBC coast-to-coast

The way KMBC draws and holds listeners in this area is no accident. It's the planned result of a tested KMBC recipe.

Take a radio personality PLUS astute programming and smart production. Add plenty of promotion and publicity. PRESTO! The major audience is yours.

KMBC spends close to \$200,000 annually on programs, production and talent. So solidly are big names built here that you'll find KMBC artists and features going great guns from coast to coast.

An established feature with the listening loyalty of the greatest audience—that's your best bet always. So you can't go wrong buying a "Personality Plus" on KMBC!



TEXAS RANGERS  
KMBC, CBS and Hollywood



RHYTHM RIDERS  
Vocal-Instrumental stars, KMBC-CBS



BRUSH CREEK FOLLIES  
CBS coast-to-coast each Saturday afternoon

# KMBC

of Kansas City  
Free & Peters, Inc.

# COLUMBIA



# BROADCASTING SYSTEM

**D**URING the past year, as never before, radio has proved its ability to keep pace with history. In this way it has met its responsibility of bringing news of the world, speedily and impartially, to its listeners.

CBS added substantially to its list of affiliates during the year just ended, and led all other single networks in gross cumulative billings, reaching the \$41,025,549 mark, an increase of 18.8 per cent. National defense, keynoting the majority of course dominate the broadcasting activity of 1940. Along these lines CBS will again carry its share of the job.

Included in the activity that highlighted the past year were the improved program standards, the establishment of an international division of affiliates; increased scientific discoveries; exploring of new frontiers in television, including the new color process; more than 11,000,000 new radio sets purchased by the public for homes and autos, an increase of 2,000,000 sets over the previous year, and now giving the U. S. approximately 52,000,000 radio sets in use throughout the 48 states.

## News Activity

Reduced to barest statistics, CBS' news department completed 2,081 pick-ups from 19 European countries, 2 far east points and 5 Latin American points. These broadcasts included, in the main, coverage of the war in Europe, including actual descriptions of the bombings of Berlin, Paris and London and the blitzkrieg warfare that shook the entire world during 1940.

## Presidential Election

1940 was the presidential year, and the

WILLIAM S. PALEY

highly-publicized third term issue was thoroughly covered. CBS presented 28 broadcasts from the Republican Convention and 16 from the Democratic conclave in Chicago. The commercial biz billed during the election period helped to boost network billings to a new all-time high. A five and one-half hour broadcast election eve was featured.

## Serious Music

There were 1,320 broadcasts of serious music, totaling 530 hours of air time, heard over CBS facilities during the year. Of this figure, more than 1,200, or 475 hours, were sustaining, and 115 commercial, or 55 hours. The New York Philharmonic began its 11th year on CBS and aired 30 concerts.

## Engineering

Construction was started on two new high fidelity 50,000 watt international broadcast stations near Brentwood, L. I. In conjunction with the two new stations, 8 antennas are being built exclusively for Latin America, capable of 15 different broadcasting combinations with either of the two stations.

Design and supervision of installing all audio facilities in the new CBS Building, including the design of a new control console which eliminates all equipment racks from the control room was completed.

## Color Tele

Late in August the successful laboratory demonstration of color television was announced, a revolutionary development in the industry. The system was invented and developed by Dr. Goldmark, chief tele engineer of CBS.



# COLUMBIA BROADCASTING SYSTEM



**NETWORK FACILITIES  
AS OF JAN 1st, 1941**





# C O L U M B I A

## Broadcasting System

485 Madison Avenue, New York City  
(Telephone number, Wickersham 2-2000)

### BOARD OF DIRECTORS

John J. Burns  
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J. A. W. Iglehart  
Paul W. Kesten  
Edward Klauber

Isaac D. Levy  
Leon Levy  
Samuel Paley  
William S. Paley  
Dorsey Richardson  
Mefford R. Runyon  
Herbert Bayard Swope

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Mefford R. Runyon..Vice-President and Director  
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Lawrence W. Lowman  
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Jos. H. Ream....Secretary and General Attorney  
Samuel R. Dean.....Assistant Treasurer  
James M. Seward.....Assistant Treasurer  
Arthur S. Padgett.....Auditor

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William J. Fagan.....Assistant Sales Manager  
Torrence E. Danley..Acting Sales Service Manager  
Howard Meighan  
Eastern Sales Manager, Radio Sales  
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John Fox, Assistant to Director of Sales Promotion  
Frank N. Stanton...Director of Market Research  
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Chief Statistician of Market Research  
George Mateyo,  
Assistant to Director of Market Research  
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Manager of Program Promotion  
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Davidson Taylor...Assistant to Vice-President in  
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Gerald Maulsby.....Production Manager  
Leroy Passman,  
Assistant Director of Program Operations  
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Director of Music Division

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Alton M. Rinker.....Assistant on Light Music  
Max Wylie.....Director of Script Division  
S. Mark Smith,  
Assistant Director of Script Division  
Francis C. Barton, Jr...Director of Program Service  
James F. Burke,  
Assistant Director of Program Service  
Paul W. White.....Director of Public Affairs  
Robert S. Wood,  
Assistant Director of Public Affairs  
William J. Slacum, Jr.  
In Charge of Special Events and Sports  
Sterling Fisher...Director of Talks and Education  
Leon Levine,  
Assistant Director of Educational Programs  
Helen Sioussat....Assistant Director of Talks  
Jan Schimek.....Director of Copyright Division  
Julius Mattfield....Director of Music Library  
Edmund Chester,  
Director of Broadcasting to Foreign Countries  
Elizabeth Tucker,  
Director of Short Wave Programs

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 Manager of Sound Effects Division  
 Harriet Hess,  
 Supervisor of Program Typing Division  
 Gilson B. Gray.....Commercial Editor  
 Donald I. Ball.....Assistant Commercial Editor  
 Adrian Murphy.....Executive Director of Television  
 Gilbert Seldes.....Director of Television Programs  
 Leonard H. Hole  
 Manager of Television Operations  
 Dr. Peter C. Goldmark.....Chief Television Engineer  
 H. I. Rosenthal.....Executive Vice-President  
 of Columbia Artists, Inc.

I. S. Becker,  
 Vice-President & Business Manager  
 of Columbia Artists, Inc.  
 J. G. Gude.....Station Relations Manager  
 Louis Ruppel.....Director of Publicity  
 Theodore Weber.....Assistant Director of Publicity  
 Michael J. Fish.....Manager Photographic Division  
 John Denson.....News Editor  
 Edwin King Cohan,  
 Director of General Engineering

A. B. Chamberlain.....Chief Engineer  
 Hugh A. Cowham  
 Commercial Engineer In Charge of Traffic  
 Jos. H. Burgess, Jr.....Personnel Manager  
 Albert H. Bryant,  
 Manager of Mail and Files  
 & Mimeograph Division

John E. Forsander.....Purchasing Agent  
 W. J. Flynn.....Chief Accountant  
 G. Stanley McAllister,  
 Director of Construction and  
 Building Operations

### Radio Sales

J. Kelly Smith.....General Sales Manager  
 Howard Meighan,  
 Eastern Sales Manager, New York  
 H. A. Carlborg.....Manager, Detroit Office  
 Henry M. Jackson,  
 Western Sales Manager, Chicago  
 Roger K. Huston.....Manager, Los Angeles Office  
 Royal Penny.....Account Executive, Charlotte  
 Charles E. Morrin,  
 Account Executive, San Francisco

### New York City

WABC, 485 MADISON AVE.

Arthur Hull Hayes.....General Manager  
 George W. Allen.....Director of Programs  
 Theodore Weber.....Director of WABC Publicity  
 Henry Grossman,  
 Eastern Division Operations Engineer  
 & Chief Engineer of WABC  
 Jules Dundes.....Sales Promotion Manager

### Chicago

410 NO. MICHIGAN AVE.

H. Leslie Atlass.....Vice-President, Chicago  
 J. L. Van Volkenburg.....Assistant to Mr. Atlass

L. F. Erikson.....Western Sales Manager  
 Robert N. Brown.....Program Director  
 Frank B. Falknor,  
 Central Division Operations Engineer  
 & Chief Engineer of WBBM  
 J. V. McLoughlin.....Accountant & Office Manager  
 James Kane,  
 Director of Publicity & Special Events  
 Urban Johnson.....Chief Sound Technician  
 Stuart Dawson.....Assistant Program Director  
 J. Oren Weaver.....News Editor  
 J. Kelly Smith,  
 General Sales Manager, Radio Sales  
 Henry M. Jackson,  
 Western Sales Manager, Radio Sales  
 King Park.....Sales Promotion Manager

### Washington

WJSV, EARLE BLDG.

Harry C. Butcher,  
 Vice-President in Charge at Washington  
 A. D. Willard, Jr.....Station Manager WJSV  
 Wm. D. Murdock.....Sales Manager WJSV  
 Ann Gillis.....Director of Public Events  
 Clyde Hunt.....Chief Engineer  
 Harry R. Crow.....Accountant  
 John Heiney.....Sales Promotion Manager  
 Paul Glynn.....Publicity Director  
 Lloyd W. Dennis, Jr.....Program Director

### Minneapolis

WCCO, 625 SECOND AVE., S.

Earl H. Gammons.....Manager of Station WCCO  
 Carl Burkland.....Sales Manager  
 Hayle C. Cavanaugh (Mrs.).....Program Director  
 H. S. McCartney.....Chief Engineer  
 Emmett J. Heerdt, Jr.....Accountant  
 Robert L. Hutton, Jr.,  
 Sales Promotion & Publicity Manager  
 Alvin B. Sheehan.....Director of Artists Bureau

### St. Louis

KMOX, MART BLDG.

Merle S. Jones.....Manager of Station KMOX  
 Arthur Casey.....Assistant to Station Manager  
 K. W. Church.....Sales Manager  
 C. G. Renier.....Program & Production Director  
 Louis McC. Young.....Chief Engineer  
 James S. Johnson.....Sales Promotion Director  
 Jerry Hoekstra.....Public Events & Publicity Director  
 Robert W. Carpenter.....Accountant

### Pacific Coast

LOS ANGELES OFFICE, KNX,  
 COLUMBIA SQUARE

D. W. Thornburgh.....Vice-President, Los Angeles  
 George L. Moskovics.....Director of Sales Promotion  
 Charles D. Ryder, Jr.....Accountant

Lester Bowman,  
Western Division Operations Engineer  
& Chief Engineer of KNX  
Nelson G. Pringle.....News Editor  
Charles Vanda...Western Director of Programs  
Fox Case,  
Director of Special Events & Public Events  
William E. Forbes,  
Assistant to Mr. Thornburgh in charge  
of Columbia Management of Calif.  
Russ Johnston.....Program Manager  
Ben Paley.....Production Manager  
Harry W. Witt.....Sales Manager  
Hal Rorke.....Publicity Director  
Roger Huston.....Manager, Radio Sales  
Alan Cormack.....Traffic Manager

### San Francisco Office

PALACE HOTEL

Arthur J. Kemp...Sales Manager, Pacific Network  
Charles Morin...Account Executive, Radio Sales

### Charlotte, N. C.

WBT, WILDER BLDG.

A. E. Joscelyn.....Manager of Station WBT  
Royal E. Penny.....Sales Manager and  
Account Executive, Radio Sales  
Edward De Gray.....Accountant  
Chas. H. Crutchfield.....Program Director  
James Beloungy.....Chief Engineer  
William G. Carley....Director of Sales Promotion

### Boston

WEEL, 182 TREMONT ST.

Harold E. Fellows....Manager of Station WEEL  
Kingsley Horton.....Sales Manager  
Lloyd G. del Castillo  
Production Manager and Musical Director  
Philip K. Baldwin.....Chief Engineer  
John J. Murray.....Accountant  
Dorothy Drake.....Publicity Director

### Detroit

FISHER BLDG.

Alfred N. Steele....Manager of Detroit Office  
G. T. C. Fry.....Manager of Sales Promotion  
Kenneth Krentel.....Manager of Research  
H. A. Carlberg...Account Executive, Radio Sales

### Foreign Staff

E. R. Murrow...Chief of European Staff—London  
Larry Le Seuer.....London Correspondent  
Joseph Congress.....Vichy Correspondent  
William L. Shirer,

Central European Representative—Geneva

Harry Flannery.....Berlin Correspondent  
Cecil D. Brown.....Rome Correspondent  
Sigrid Roll.....Oslo Correspondent  
David Anderson.....Stockholm Correspondent  
Winston Burdette.....Belgrade Correspondent  
Leigh White.....Budapest Correspondent  
Betty Wason.....Athens Correspondent  
Farnsworth Fowle....Correspondent in Turkey  
Edward Chorlian.....Cairo Correspondent  
William J. Dunn,

Director of CBS Correspondents in the Far East

W. R. Wills.....Tokyo Correspondent  
John Raleigh....Correspondent in Batavia, Java  
Alexander Garcia...Correspondent in Havana, Cuba  
Luis Alcivar,

Correspondent in Guayaquil, Ecuador  
Jorge Mantillas...Correspondent in Quito, Ecuador  
Jack Fendell...Correspondent in Bogota, Columbia  
Franklyn Whaite,

Correspondent in Caracas, Venezuela  
John Adams,

Correspondent in Rio de Janeiro, Brazil  
Carlos Griffin...Correspondent in Santiago, Chile  
Herbert Clark,

Correspondent in Buenos Aires, Argentina  
Claude Guyant....Correspondent in Lima, Peru  
John Vebber,

Correspondent in Asuncion, Paraguay  
Norman Stines, Jr.,

Correspondent in La Paz, Bolivia

## Stations Owned and Operated, or Leased by the

# COLUMBIA BROADCASTING SYSTEM

WABC	New York	Owned and operated by CBS.
WBBM	Chicago	Owned and operated by CBS.
WBT	Charlotte, N. C.	Owned and operated by CBS.
WCCO	Minneapolis	Owned and operated by CBS.
WJSV	Washington	Owned and operated by CBS.
KMOX	St. Louis	Owned and operated by CBS.
KNX	Los Angeles	Owned and operated by CBS.
WEEL	Boston	Owned by Edison Illuminating Co., of Boston Leased and operated by CBS.

# MUTUAL



**W. E. MACFARLANE**  
President

# BROADCASTING SYSTEM

**T**HE Mutual Broadcasting System, cooperative network of the nation, began 1941 with the best prospects in its history. Mutual's sixth birthday was celebrated in 1940. There are a number of reasons why we are looking forward to its seventh anniversary on September 15, 1941. Growth is a matter of absorbing interest, be it the growth of an industry, a community, or of a great radio network. And Mutual is growing.

Four stations formed the Mutual Broadcasting System at its inception in 1934. In January, 1940, there were 118 MBS affiliates. At the dawn of 1941, there are 168—an increase of 50 in one year. Indications are that by the end of 1941, there will be 200 stations affiliated with Mutual.

## Programs

Mutual and its major originating stations greet 1941 as a year of opportunity to provide outstanding programs covering the whole field of radio entertainment. Much was accomplished in 1940. Mutual became synonymous with good music. The Philadelphia orchestra, the Chicago Symphony, and the Chicago Opera were presented regularly, all on an exclusive basis.

Such stimulating shows as Double or Nothing and The Show of the Week originate in the WOR Playhouse. In Chicago Tonight is another contribution from the WGN audience studio. KHJ provides Adventures in Rhythm, California Melodies and the I Want a Divorce half-hour series.

In sports, Mutual again has options on exclusive broadcasts of the world series and national professional football championship game. New Year's Day brought

exclusive Mutual broadcasts of the Cotton Bowl and East vs. West All-Star contests.

## News Coverage

Space does not permit a thoroughgoing outline of the amplified news coverage, unique special events, and public service broadcasts in store for 1941 via Mutual. I should like to mention the exchange of programs with South American nations, which will be a Mutual feature in 1941. The series was begun last Christmas Day when a holiday program was piped to Mutual from Buenos Aires. Then on New Year's eve Mutual reciprocated by sending the music of Guy Lombardo to Argentina.

## Discount Plan

The continuous expansion of the coast-to-coast network has assured the success of the Mutual Volume Discount Plan, which brings the advertiser a maximum listening audience at reduced rates. The sponsors of Raymond Gram Swing, Wythe Williams, Double or Nothing, Captain Midnight and other series use Mutual hookups of from 70 to 115 stations.

The new sales formula was one reason for the increase in annual Mutual billings. The figure for 1940 was \$4,767,054—some 34 per cent above the 1939 total of \$3,329,782. Exceeding the \$5,000,000 mark is one of Mutual's goals for 1941.

Stations of the Mutual network in many instances are pioneering in the development of Frequency Modulation broadcasting. Of the three underwriters of the network, WOR and WGN each has been licensed to broadcast FM at this writing. The Don Lee network, a pioneer in AM and television, also has made application for an FM license.









# MUTUAL



# Broadcasting System

### *Administrative Office*

Chicago Tribune Tower, Chicago, Ill.  
Phone, Superior 0100

### *New York Office*

1440 Broadway, New York, N. Y.  
Phone, Pennsylvania 6-9600

## **Officers**

Chairman of Board of Directors,  
Alfred J. McCosker  
President..... W. E. Macfarlane  
Vice-President..... Theodore C. Streibert  
Vice-President..... Lewis Allen Weiss

Executive Secretary-Treasurer... E. M. Antrim  
General Manager..... Fred Weber  
Sales Manager..... Edward W. Wood, Jr.  
Auditor..... Miles E. Lamphiear

## **Staff**

Publicity Director..... Lester Gottlieb  
Sales Promotion Manager... Robert A. Schmid  
Program Service Mgr..... Adolph Opfinger  
Traffic Manager..... Andrew Poole  
Legal Advisor..... Keith Masters  
Midwestern Sales Promotion Coordinator,  
Don Pontius  
Music Copyright Manager,  
Mrs. Jeanie Campbell  
Sales Representative..... John R. Overall  
Sales Representative..... Sidney P. Allen  
Sales Representative..... Thomas Harker  
Sales Representative..... Morris Mudge  
Sales Representative..... Ade Hult  
Sales Representative..... Howard Keefe  
London and Foreign Representative,  
John S. Steele  
Assistant London Representative.. Arthur Mann  
Berlin Representatives,  
Sigrid Schultz, John Dickson  
Rome Representative..... Peter Tompkins

## **Branch Offices**

Detroit..... Union Guardian Bldg.  
Cincinnati..... Alms Hotel  
Boston..... 21 Brookline Ave.  
Cleveland..... Terminal Tower  
Los Angeles..... Don Lee Bldg.  
Washington..... 1627 K St., N. W.  
San Francisco..... 1000 Van Ness Ave.  
England..... Coulsdon, Surrey

## **Directors**

E. N. Antrim                      Alfred J. McCosker  
Willett H. Brown                John Shepard III  
H. K. Carpenter                Theodore C. Streibert  
W. E. Macfarlane                Fred Weber  
Lewis Allen Weiss

## **Operating Board**

J. E. Campeau..... CKLW, Detroit-Windsor  
H. K. Carpenter..... WHK-WCLE, Cleveland  
William B. Dolph... WOL, Washington, D. C.  
Eugene O'Fallon..... KFEL, Denver, Colo.  
John Shepard III..... The Colonial Network  
Frank P. Schreiber..... WGN, Chicago, Ill.

Theodore C. Streibert... WOR, New York, N. Y.  
Hulbert Taft, Jr..... WKRC, Cincinnati  
Fred Weber..... General Manager  
Lewis Allen Weiss..... Don Lee Network  
Edward W. Wood, Jr..... Sales Manager



# NATIONAL



# BROADCASTING COMPANY

**NILES TRAMMELL**  
President

**T**HE year 1940 gave radio a remarkable opportunity to demonstrate the scope of its service to the American public by accurate and complete coverage of the European war and the selection of a President of the United States. These outstanding events found radio's news organizations operating at a new high in efficiency.

Of all events of the year, the presidential campaign was perhaps of the most intense interest to this country. Radio, operating as a free instrument of that democracy which gives it life and strength, made its facilities equally available to all political parties so that the issues of the campaign might be freely discussed and fully known.

### Public Service

Evidence that the American system of broadcasting is continuing to render a wide national service is found in the large number of public service programs aired during 1940—an activity made possible only by the revenue from commercial programs.

American listeners, as well as those peoples within range of NBC's short wave programs received an accurate and complete picture of events throughout the world. NBC representatives in the capitals of belligerent nations, and in all news centers of this country, as well as the fine coverage by the American press associations, made this possible.

With the launching of the greatest peace-time defense program in history, the radio industry was ready to aid in every way possible the successful execution of the program. NBC has inaugurated several special series which relate to our defense activity and will extend its service in this field as public need indicates.

The interest of government and industry in cementing friendly relations with the Latin-American republics has

long been shared by radio broadcasters. Continuing its leadership in this direction, NBC in 1940 increased its short wave schedule over stations WNBI and WRCA from 16 to 18 hours a day, and completed an arrangement whereby local stations in the twenty Latin-American countries can rebroadcast, without cost to them, all short wave programs originating with NBC.

### International Shortwave

The International Division of the company also made outstanding progress in interesting sponsors in the Latin American markets. The first year of commercial operation ended on December 1.

Radio broadcasting revenue in general rose during 1940, with networks and individual stations alike reflecting an industry wide improvement. Both the NBC Red and Blue networks made substantial gains. But one of the most dramatic economic improvements of the entire industry was made by the Blue network which added many new commercial programs to its schedule.

Financial growth of the company was equalled by a substantial expansion of national coverage, including the addition of 40 stations, bringing the total affiliates of the Red and Blue Networks to 220 stations. In addition, 41 associated stations increased their ability to serve their respective communities through new transmitters, directional antennas and increased power. The Blue network strengthened its public service by the addition of a number of outlets in strategic sections of the country, particularly in the South and Southwest where 23 additional stations are now enjoying regular Blue Network service.



# NATIONAL BROADCAST



**RED NETWORK**  
**AS OF JAN. 1st, 1941**



# NATIONAL BROADCAST



BLUE NETWORK  
AS OF JAN. 1st, 1941



# NATIONAL Broadcasting Company

30 Rockefeller Plaza, New York City  
(Telephone number, Circle 7-8300)

Registered Telegraphic Address  
NATBROADCAST NEW YORK

## BOARD OF DIRECTORS

Angell, James Rowland	Harbord, James G.
Bliss, Cornelius N.	Harden, Edward W.
Braun, Arthur E.	McGrady, Edward F.
Cutler, Bertram	Millhauser, DeWitt
Dawes, Charles G.	Nally, Edward J.
Dunn, Gano	Sarnoff, David

Trammell, Niles

## ADVISORY COUNCIL

Young, Owen D., Chairman

Angell, James R.	Green, William
Belmont, Mrs. August	Harbord, James G.
Coffin, Henry Sloan	Hutchins, Robert M.
Comstock, Ada	Sarnoff, David
Damrosch, Walter	Smith, Alfred E.
Farrell, Francis D.	Davis, John W.

## Officers

Sarnoff, David.....Chairman of the Board	Morton, Alfred H.....Vice-President
Trammell, Niles.....President	Royal, John F.....Vice-President
Mullen, Frank E., Vice-President & General Manager	Russell, Frank M.....Vice-President
Ashby, A. L...Vice-President & General Counsel	Strotz, Sidney N.....Vice-President
Egner, C. Lloyd.....Vice-President	Witmer, Roy C.....Vice-President
Engles, George.....Vice-President	Woods, Mark, Vice-President, Treasurer and Assistant Sec'y
Gilman, Don E.....Vice-President	Horn, C. W.....Assistant Vice-President
Hanson, O. B.....Vice-President	Nelson, A. E.....Assistant Vice-President
Hedges, William S.....Vice-President	Teichner, R. J.....Assistant Treasurer
Kobak, Edgar.....Vice-President	MacConnach, Lewis.....Secretary
Mason, Frank E.....Vice-President	Pfautz, C. E.....Assistant Secretary

## DEPARTMENTS AND DIVISIONS

### Executive Offices

Trammell, Niles ..... President  
 Mullen, Frank E.  
     Vice-President & General Manager  
 Morgan, Clayland T. .... Assistant to President  
 Angell, James Rowland,  
     Counselor for Public Service Programs

### Continuity Acceptance Department

MacRorie, Janet ..... Editor  
 Kemble, Dorothy ..... Assistant Editor

### Engineering Department

Hanson, O. B. .... Vice-President and Chief Engineer  
 Clarke, William A.,  
     Manager of Technical Services  
 Guy, R. F. .... Radio Facilities Engineer  
 McElrath, George. .... Operating Engineer  
 Milne, George. .... Eastern Division Engineer  
 Morris, Robert M. .... Development Engineer  
 Rackey, C. A. .... Audio & Video Facilities Engineer  
 Shelby, R. E. .... Television Operations Engineer

### General Service Department

Gilcher, Vincent J. .... Director of General Service  
 Dunn, Ashton ..... Personnel Manager  
 Lowell, Edward M.,  
     Manager of Building Maintenance Division  
 Martin, William G.  
     Manager of Guest Relations Division  
 Van Houten, D. B.,  
     Manager of Office Services Division

### Information Department

Mason, Frank E. .... Vice-President in Charge  
 Barnard, Anita. .... Manager of Information Division  
 Kostka, William. .... Manager of the Press Division

### International Relations- Television- New Developments

Royal John F. .... Vice-President In Charge  
     *Development and Research*  
 Horn, C. W. .... Assistant Vice-President In Charge  
     *International Shortwave Department*  
 Yandell, Lunsford P.  
     Executive manager of International Broad-  
     casting  
     *Television Department*  
 Morton, A. H.  
     Vice-President in Charge of Television  
 Hutchinson, Thomas H.  
     Manager of Television Program Division  
 Kersta, Noran E.  
     Assistant to Vice-President in Charge of  
     Television

### Legal Department

Ashby, A. L. .... Vice-President & General Counsel  
 Butler, Franklin ..... Attorney  
 Graham, R. H. .... Attorney-Hollywood  
 Grimshaw, I. L. .... Attorney  
 Hennessey, P. J., Jr. .... Counsel—Washington  
 Hurley, J. .... Attorney—Washington  
 Ladner, Henry ..... Attorney  
 Leuschner, Frederick ..... Attorney—Hollywood  
 McDonald, J. A. .... Attorney—Chicago  
 Myers, R. P. .... Attorney  
 Swezey, Robert D. .... Attorney

### NBC Concert Service

Engles, George,  
     Vice-President & Managing Director  
 Bottorff, O. O. .... Vice-President and  
     General Manager of Civic Concert Service, Inc.  
     (subsidiary of NBC)  
 Jones, A. Frank. .... Asst. to Vice-Pres. in Charge  
 Levine, Marks. .... Manager of Concert Division

### NBC Radio Recording Department

Egner, C. Lloyd. .... Vice-President & Manager  
 Friedheim, Robert W. .... Eastern Sales Manager  
 MacDonald, John H. .... Business Manager  
 Parsons, Willis B. .... Sales Promotion Manager  
 Thomas, Reginald. .... Program Director

### Program Department

Strotz, Sidney N.,  
     Vice-President in Charge of Programs  
 Carlin, Phillips,  
     Red Network Program Manager  
 Hillpot, William. .... Blue Network Program Manager  
 Brainard, Bertha,  
     Manager, Program and Talent Sales Division  
 Menser, Clarence L. .... National Production Director  
 Almonte, J. de Jara. .... Night Program Manager  
 Belviso, Thomas H.  
     Manager, Music Library Division  
 Black, Frank. .... General Music Director  
 Chotzinoff, Samuel. .... Manager of Music Division  
 Cuthbert, Margaret,  
     Director, Women's and Children's Programs  
 Dunham, Franklin  
     Director of Religious Broadcasts  
 Kelly, Patrick J. .... Supervisor of Announcing  
 Kelly, N. Ray. .... Supervisor of Sound Effects  
 La Prade, Ernest. .... Director, Music Research  
 Miller, William Burke. .... Director of Talks  
 Preston, Walter G., Jr.,  
     Manager, Public Service Division  
 Roberts, Wilfred S.  
     Manager of Production Division  
 Schechter, A. A.,  
     Director of News and Special Events  
 Titterton, Lewis H. .... Manager of Continuity  
 Wall, C. A. .... Business Manager

## Sales Department

### *Blue Network*

Kobak, Edgar.....Vice-President In Charge  
 James, E. P. H.....Sales Promotion Manager  
 Kiggins, Keith.....Sales Manager  
 Saudek, Robert.....Assistant To Sales Manager

### *Red Network*

Witmer, Roy C.....Vice-President In Charge  
 Brown, C. B.....Sales Promotion Manager  
 Showerman, I. E.....Eastern Sales Manager  
 Frey, George H.....Sales Service Manager  
 H.tz, Edward R.,  
 Assistant To The Vice-President In Charge

### *Sales Traffic*

Greene, F. Melville.....Sales Traffic Manager

## Stations Department

Hedges, William S.  
 Vice-President in Charge of Stations  
 Norton, John H., Jr.....Assistant to  
 Vice-President in Charge of Stations

### *Facilities, Development and Research*

Merryman, Philip I.....Co-Director  
 Lent, W. C.....Co-Director, Washington Office

### *Station Relations Department*

Hickox, Sheldon B., Jr.  
 Manager of the Red Network Division  
 Norton, John H., Jr.  
 Manager of the Blue Network Division  
 Woolley, Easton C.  
 Manager of the Service Division

### *Managed Or Programmed Stations Department*

Gregory, Sherman D.....Manager

### *National Spot and Local Sales Department*

McConnell, J. V.  
 National Spot & Local Sales Manager  
 Roux, Willan C.  
 National, Spot & Local Sales Promotion  
 Manager  
 Tilenius, William O.....Assistant Manager  
 of Spot & Local Sales

### *Traffic Department*

McClancy, B. F.....Traffic Manager

## Managed Or Programmed Stations

### *Managed Or Programmed Stations Station Managers*

CLEVELAND, OHIO  
 Pribble, Vernon H., Manager, Station WTAM  
 DENVER, COLO.  
 Yoder, Lloyd C., Manager, Station KOA  
 SAN FRANCISCO, CALIF.  
 Nelson, A. E., Manager Stations KPO-KGO  
 WASHINGTON, D. C.  
 Berkeley, Kenneth H., Manager Stations WRC  
 WMAL

## Treasury Department

Woods, Mark,  
 Vice-President, Treasurer & Asst. Secretary  
 Bloxham, William D.....Purchasing Agent  
 Kelly, Harold M.....Asst. Auditor  
 McKeon, Harry F.....Auditor  
 Payne, Glenn W.....Budget Officer  
 Teichner, R. J.....Assistant Treasurer

## Central Division—Chicago

### *Merchandise Mart Phone: Superior 8300*

Kopf, H. C.....Manager of The Central Division  
 Borroff, Edwin R...Sales Manager—Blue Network  
 Boyd, Maurice M...Local & Spot Sales Manager  
 Carlson, Emmons C.  
 Sales Promotion and Advertising Manager  
 Chizzini, Frank....Manager of Radio Recording  
 Cunningham, E. C.....Evening Manager  
 Drips, William E.....Director of Agriculture  
 Fry, Kenneth D.....Director of Special Events  
 Golder, Frank.....Program Traffic Supervisor  
 Herbubeaux, Jules.....Program Manager  
 Kaney, A. W.....Assistant to the Manager  
 Luttgens, Howard C...Central Division Engineer  
 McCluer, Paul....Sales Manager—Red Network  
 McDonald, J. A.....Attorney  
 Morton, Oliver....Special Sales Representative  
 —Westinghouse Stations  
 Tilden, Louis E...Sales Representative, Int'l Dept.  
 Murphy, William J.....Continuity Editor  
 Ray, William B.....Manager of Press Relations  
 Stirton, James L.,  
 Manager, Program and Talent Sales  
 Waller, Judith C.....Educational Director  
 Whalley, John F.....Business Manager  
 Wright, W. P.....Production Manager



**Western Division—  
Hollywood**

*Sunset Blvd. & Vine St.  
Phone: Hollywood 6161*

Gilman, Don E. . . . . Vice-Pres. in Charge  
 Andrews, William . . . Manager of Guest Relations  
 Bock, Harold . . . . . Manager of Press Relations  
 Dellett, F. V. . . . . Auditor  
 Dixon, Sydney L. . . . Sales Manager—Red Network  
 Frost, Lewis . . . . . Assistant to Vice-President  
 Gale, Paul . . . . . Traffic Supervisor  
 Graham, R. H. . . . . Attorney—Assistant to Leuschner  
 Leuschner, Frederick . . . . . Attorney  
 McAndrews, Robert . . . Sales Promotion Manager  
 Moore, Tracy . . . . . Sales Manager—Blue Network  
 Robb, Alex. S. . . . . Manager, Program and Talent Sales  
 Saxton, A. H. . . . . Western Division Engineer  
 Schuetz, Robert . . . . Manager of Recording Division  
 Swallow, John . . . . . Program Manager  
 Williams, Wendell . . . . . Continuity Editor

**Washington, D. C.**

*14th St. & New York Ave.  
Phone: Republic 4000*

Russell, Frank M. . . . . Vice-President in Charge  
 Berkeley, Kenneth H.,  
     General Manager WRC and WMAL  
 Barry, Charles . . . . . Night Supervisor WRC and WMAL  
 Coldenstroth, R. G. . . . . Auditor  
 Dodge, John . . . . . Sales Manager WRC and WMAL  
 Hennessey, P. J., Jr. . . . . Counsel  
 Hurley, John . . . . . Attorney  
 Johnson, A. E. . . . . Division Engineer  
 Knode, Thomas E. . . . . In Charge of News,  
     Press & Special Events  
 Shawn, Fred . . . . . Assistant Manager WRC and WMAL  
 Smith, Carleton E.,  
     Assistant Manager WRC and WMAL

**Foreign Representatives**

Archinard, Paul . . . . . Vichy, France  
 Bate, Fred . . . . . England  
 Jordan, Max . . . . . Switzerland

**Stations Owned and/or Managed and/or Programmed by the**

**NATIONAL BROADCASTING COMPANY**

WEAF New York . . . . . Owned, managed, operated and programmed by NBC  
 WJZ New York . . . . . Owned, managed, operated and programmed by NBC  
 WMAQ Chicago . . . . . Owned, managed, operated and programmed by NBC  
 WENR Chicago . . . . . Owned, managed, operated and programmed by NBC  
 WRC Washington . . . . . Owned, managed, operated and programmed by NBC  
 WTAM Cleveland . . . . . Owned, managed, operated and programmed by NBC  
 KPO San Francisco . . . . . Owned, managed, operated and programmed by NBC  
 WMAL Washington . . . . . Owned by Evening Star Publishing Co.  
     Managed, operated and programmed by the NBC.  
 KGO San Francisco . . . . . Owned by General Electric  
     Managed, operated and programmed by the NBC.  
 KOA Denver . . . . . Owned by General Electric  
     Managed, operated and programmed by the NBC.  
 KEX Portland, Ore. . . . . Owned by National Broadcasting Company  
     Leased to, license held by, operated, managed and  
     programmed by Oregonian Publishing Company.  
 KJR Seattle . . . . . Owned by National Broadcasting Company  
     Leased to, license held by, operated, managed and  
     programmed by Fishers Blend Station, Inc.  
 KGA Spokane . . . . . Owned by National Broadcasting Company  
     Leased to, license held by, operated, managed and  
     programmed by Louis Wasmer.

# REGIONAL NETWORKS

*Steadily increasing growth of regional network billings indicates that more and more national advertisers are directing their campaigns in high-spot markets.*

*With the advantage of purchasing the time actually wanted, tailor-made talent of particular appeal to the specific area, and aggressive merchandising policies of the individual networks, the advertiser is provided with sales impetus in those areas where sales can be produced.*

*As the majority of these networks are sufficiently flexible to provide coverage where and when the client wants it, it is believed that the trend in 1941 will be toward greater application to selective markets as exemplified by regional networks.*

## The Alabama Network

c/o WSGN, Tutwiler Hotel, Birmingham, Ala.  
Phone: 4-3434

### PERSONNEL

President ..... Henry P. Johnston  
Vice-President ..... Howard E. Pill  
Secretary-Treasurer ..... Bascom H. Hopson

### STATIONS

WMSL, Decatur; WJBY, Gadsden; WJRD, Tuscaloosa; WSFA, Montgomery; WSGN, Birmingham; WHBB, Selma.

### COVERAGE

Primary area of the network comprises 29 counties in Alabama, whose total population in the 1940 preliminary population figures of the U. S. Census was announced at 2,830,285, an increase of seven per cent over 1930. Approximately 81 per cent of the radio homes in the state are in the network's primary area.

### NATIONAL REPRESENTATIVE

Headley-Reed Co.



## Arizona Broadcasting Co.

(ABC Network)  
711 Heard Bldg., Phoenix, Ariz.  
Phone 4-4161

### PERSONNEL

President ..... R. B. Williams  
Manager ..... Dick Lewis  
Commercial Manager ..... J. R. Heath  
Promotion Manager ..... K. M. Pennington

### STATIONS

KTAR, Phoenix; KVOA, Tucson; KYUM, Yuma; KGLU, Safford; KCRJ, Jerome; KWJB, Globe; KYCA, Prescott.

### BRANCH OFFICE

48 East Broadway, Tucson, Ariz.  
Phone 3703

Executive In Charge ..... R. B. Williams

### COVERAGE

State of Arizona.  
NATIONAL REPRESENTATIVE  
Paul H. Raymer Company



## The Arizona Network

836 N. Central Ave., Phoenix, Ariz.

### PERSONNEL

Manager (KOY) ..... Fred A. Palmer  
Manager (KTUC) ..... John Merino  
Manager (KSUN) ..... Carleton Morris

### STATIONS

KOY, Phoenix; KTUC, Tucson; KSUN, Bisbee; KGLU, Safford.

### COVERAGE

	Primary	Secondary
Population .....	209,220	251,570
Radio Homes .....	35,613	33,217

### NATIONAL REPRESENTATIVE

John Blair Company



## Arkansas Network

11th Floor, Union Life Bldg., Little Rock, Ark.  
Phone: 2-1841-2 & Long Distance 224

### PERSONNEL

Manager (KARK) ..... G. E. Zimmerman  
Manager (KCMC) ..... Cliff Tatom  
Manager (KUOA) ..... Storm Whaley  
Manager (KOTN) ..... B. J. Parrish

Manager (KFPW).....Dorothy A. Gibson.  
 Manager (KBTM).....Jay P. Beard  
 Manager (KTHS).....John I. Prosser  
 Manager (KELD).....F. E. Bolls  
 Manager (WMC).....H. W. Slavick  
 Manager (WREC).....Hoyt B. Wooten

## STATIONS

KARK, Little Rock; KCMC, Texarkana, Texas; KUOA, Siloam Springs; KOTN, Pine Bluff; KFPW, Fort Smith; KBTM, Jonesboro; KTHS, Hot Springs; KELD, El Dorado; WMC, Memphis, Tenn.; WREC, Memphis, Tenn.

★

### Arrowhead Broadcasting System

WEBC Building, Duluth, Minn.

## PERSONNEL

General Manager.....Walter C. Bridges  
 Business Manager.....Thomas W. Gavin

## STATIONS

WEBC, Duluth, Minn. & Superior, Wisc.; WMFG, Hibbing, Minn.; WHLB, Virginia, Minn.

## COVERAGE

This network claims coverage in northern Minnesota and Wisconsin and the upper peninsular of Michigan.

## NATIONAL REPRESENTATIVE

George P. Hollingsbery Co.

★

### Blue Ridge Network

Hotel Greenville, Greenville, S. C.  
 Phone: Greenville 362

## PERSONNEL

Manager.....B. T. Whitmire

## STATIONS

WFBC, Greenville, S. C.; WISE, Asheville, N. C.; WOPI, Bristol, Tenn.-Va.; WKPT, Kingsport, Tenn.

## REPRESENTATIVE

Weed & Company

★

### California Radio System

708 Eye Street, Sacramento, Calif.  
 Phone: Main 5000

## PERSONNEL

Vice-President.....G. C. Hamilton  
 General Manager.....Howard Lane

## STATIONS

KFBK, Sacramento; KFWB, Los Angeles; KSAN, San Francisco; KFOX, Long Beach; KMJ, Fresno; KWG, Stockton; KERN, Bakers-

field; KTMS, Santa Barbara; KFSD, San Diego; KQW, San Jose.

## COVERAGE

Network offers state coverage through the ten stations located in each of the first eight population centers of California.

## BRANCH OFFICES

366 Madison Ave., New York, N. Y.

Phone: MUrray Hill 2-8690

Manager.....Humboldt Grieg  
 530 West Sixth St., Los Angeles, Calif.

2223 Russ Bldg., San Francisco, Calif.

Phone: Exbrook 2093

## NATIONAL REPRESENTATIVE

Paul H. Raymer Co.

★

### Central States Broadcasting System

Omaha (Nebr.): Omaha National Bank Bldg.

Phone: Jackson 7626

Lincoln (Nebr.): Hotel Lincoln

Phone: 2-3214

## PERSONNEL

President.....Frank D. Throop  
 General Manager.....Don Searle  
 Sales Manager.....Frank Pellegrin  
 Manager, Lincoln Office.....Jud Woods  
 Chief Engineer.....Mark Bullock

## STATIONS

KFOR, Lincoln; KFAB, Lincoln; KOIL, Omaha.

## COVERAGE

Nebraska, Kansas, Western Iowa, Southeastern South Dakota, Southwestern Minnesota, Northwestern Minnesota.

## REPRESENTATIVE

Edward Petry & Co., Inc.

★

### The Colonial Network

21 Brookline Ave., Boston, Mass.

Phone: Commonwealth 0800

## PERSONNEL

President.....John Shepard 3rd  
 V-P in Charge of Operations.....R. L. Harlow  
 V-P in Chg. of Sales & Production...Linus Travers  
 V-P in Chg. of Engineering...Paul A. DeMars  
 Sales Manager.....W. W. Warner  
 Sales & Station Relations.....Gerald Harrison  
 Editor of Colonial Network

News Service.....Leland Bickford  
 Director, Merchandising &

Promotion.....Robert S. Mairfair  
 Director of Publicity.....Al Stephenson  
 Merchandising.....F. Carleton McVarish  
 Director of Special Events...Fred McLaughlin

Chief Engineer.....Irving Robinson  
 Program Director.....Eleanor Geer  
 Sports Editor.....Jim Britt  
 Manager of Artist Bureau...Josephine White

**BRANCH OFFICES**

Crown Hotel, Providence, R. I.  
 Phone: Dexter 1500

Supervisor.....Malcolm S. Parker  
 Hotel Stratfield, New Haven, Conn.  
 Phone: 6-1121

Supervisor.....Judson LaHaye

**STATIONS**

Key Station: WAAB, Boston; WEAN, Providence; WICC, Bridgeport and New Haven; WSAR, Fall River; WSPR, Springfield; WLBZ, Bangor; WFEA, Manchester; WHTT, Hartford; WNBH, New Bedford; WLLH, Lowell and Lawrence; WLNH, Laconia; WRDO, Augusta; WNLC, New London; WHAL, Greenfield; WCOU, Lewiston and Auburn; WATR, Waterbury; WBRK, Pittsfield; WSYB, Rutland, Vt.; WELL, New Haven.

**COVERAGE**

	Evening	Daytime
Population .....	5,538,299	5,674,855
Radio Homes .....	1,274,009	1,305,019

**NATIONAL REPRESENTATIVE**

Edward Petry & Co., Inc.



**Connecticut Broadcasting System**

Address Individual Stations

**PERSONNEL**

Manager (WELI).....James T. Milne  
 Manager (WNBC).....Richard W. Davis  
 Manager (WATR).....Harold Thomas

**STATIONS**

WELI, New Haven; WNBC, New Britain;  
 WATR, Waterbury; WNLC, New London.



**Corn Belt Wireless  
 Rebroadcasting Service**

c/o WHO, Des Moines, Ia.  
 Phone: 3-7147

**PERSONNEL**

Vice-President.....J. O. Maland  
 Sales Manager.....Hale Bondurant  
 Program Director.....Harold Fair  
 Technical Supervisor.....Paul A. Loyet

**STATIONS**

Basic: WHO, Des Moines; WOC, Davenport;  
 KMA, Shenandoah.

Additional stations can be selected by the advertiser in Kansas City, St. Joseph and Columbia, Mo.; Mason City, Sioux City and Dubuque, Ia.; Rochester, Minn.; Topeka, Kans.; and Peoria, Ill.

This network is a service supplied by WHO, Des Moines, providing for rebroadcasting, without the use of lines, by other stations in the Middle West that can consistently pick up and rebroadcast its signal. Rate is the 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 simply provides for an exchange of programs without use of lines.

**NATIONAL REPRESENTATIVE**

Free & Peters, Inc.



**The Cowles Group**

Des Moines Register and Tribune Building,  
 Des Moines, Ia.  
 Phone: 3-2111

Cedar Rapids Office: Paramount Theater Bldg.

Waterloo Office: Russell Lamson Hotel

Sioux City Office: Orpheum Theater Bldg.

Yankton Office: Gurney Bldg.

**PERSONNEL**

President .....Gardner Cowles, Jr.  
 Vice-President.....John Cowles  
 Vice-President and Treasurer...Luther L. Hill  
 Vice-President .....Sumner Quarton  
 Manager (WNAX).....Robert R. Tinch  
 National Sales Manager.....H. T. Enns  
 Com. Manager (Des Moines)..Craig Lawrence  
 Com. Manager (Cedar Rapids).W. B. Quarton  
 Com. Manager (Yankton).....Phil Hoffman

**STATIONS**

KSO, Des Moines; KRNT, Des Moines; WMT,  
 Waterloo-Cedar Rapids; WNAX, Yankton-Sioux  
 City.

**SERVICES**

Network maintains production, announcing and technical staffs available to advertisers without charge.

**COVERAGE\***

Population .....	6,700,649
Families .....	1,644,549
Radio Families .....	1,364,860

\* Summary of 385 primary counties (in Montana, Wyoming, North Dakota, South Dakota, Nebraska, Minnesota, Iowa, Missouri, Wisconsin, Illinois).

**NATIONAL REPRESENTATIVE**

The Katz Agency



**Don Lee Broadcasting System**

5515 Melrose Ave., Hollywood, Calif.

Phone: Hollywood 8111

San Francisco office: 1000 Van Ness Ave.

PERSONNEL

V-P & General Manager... Lewis Allen Weiss  
 Assistant Manager... Willet Brown  
 General Sales Manager... Wilbur Eickelberg  
 Program Director... Van Newkirk  
 Production Manager... James Burton  
 Publicity Director... Mark Finley

STATIONS

Southern California: KHJ, Los Angeles; KGB, San Diego; KDB, Santa Barbara; KFXM, San Bernardino; KPMC, Bakersfield; KVOE, Santa Ana; KXO, El Centro; KVEC, San Luis Obispo.  
 Northern California: KFRC, San Francisco; KMYC, Marysville; KHSL, Chico; KVCV, Redding; KYOS, Merced; KDON, Monterey; KIEM, Eureka; KTKC, Visalia.

Northwest (Oregon): KRNR, Roseburg; KALE, Portland; KFJI, Klamath Falls; KORE, Eugene; KOOS, Marshfield.

Northwest (Washington): KMO, Tacoma; KIT, Yakima; KPQ, Wenatchee; KVOS, Bellingham; KXRO, Aberdeen; KOL, Seattle; KGY, Olympia; KELA, Centralia; KRKO, Everett; KWLK, Longview.

NATIONAL REPRESENTATIVE

John Blair & Co.



**Georgia Broadcasting System**

*(Selling Group; not available as a network)*

1420 Second Avenue, Columbus, Ga.

Phone: 4300

Atlanta Office: Henry Grady Bldg.

Phone Walnut 4377

PERSONNEL

Executive Manager... J. W. Woodruff, Jr.

STATIONS

WATL, Atlanta; WRBL, Columbus; WGPC, Albany.

COVERAGE\*

	Evening	Daytime
Population	636,280	948,600
Radio Homes	112,577	140,990

\* In primary markets of west Georgia and eastern Alabama.

NATIONAL REPRESENTATIVE

International Radio Sales



**Georgia Major Market Trio**

Atlanta Office: Forsyth Bldg.

Phone: Walnut 8441

Macon Office: 211 Cotton Ave.

Phone: 3131-2

Savannah Office: 516 Abercorn St.

Phone: 2-127-8-9

PERSONNEL

General Manager (WGST)... C. H. Calhoun  
 General Manager (WMAZ)... E. K. Cargill  
 General Manager (WTOC)... Marjorie B. Willis

STATIONS

WGST, Atlanta; WMAZ, Macon; WTOC, Savannah.

COVERAGE\*

	Primary	Secondary
Population	2,058,532	2,023,064
Radio Homes	277,640	282,640

\* Population is based on the 1930 Census; radio homes figure is based on 1938 Joint Committee Report.

REPRESENTATIVE

The Katz Agency



**Inter-City Broadcasting System**

1657 Broadway, New York City

Phone: Circle 6-2200

Philadelphia Office: 35 S. 9th St.

Phone: Walnut 6800

PERSONNEL

General Manager... Don S. Shaw  
 Assistants to General Manager... Jack Curtis, L. E. Roberts

Director of Sales... Charles M. Stark

Publicity-Special Events Dir... Leon Goldstein

Program Manager... Charles Capps

Musical Director... Joe Rines

Continuity Director... Raymond Sweeney

Sports & News Director... Hal Janis

Chief Engineer... Frank Marx

STATIONS

Key Station: WMCA, New York City; WIP, Philadelphia; other stations and cities available on request.

COVERAGE

Linked together by A. T. & T. lines, the stations of this network, covering the North Atlantic seaboard may be engaged collectively, in any combination, or individually.

REPRESENTATIVE

Virgil Reiter & Co. (West)



**Intermountain Network**

McIntyre Bldg., Salt Lake City, Utah

PERSONNEL

President... Paul R. Heitmeyer

STATIONS

KLO, Ogden; KOVO, Provo; KEUB, Price.

REPRESENTATIVE

George P. Hollingbery Co.

### Kansas State Network

c/o Don Davis, Scarritt Bldg., Kansas City, Mo.  
Phone: Harrison 1161

**PERSONNEL**

Sales Manager.....Don Davis  
Program Co-Ordinator.....J. Nelson Rupard  
Regional Sales Manager.....Bryan P. Murphy

**EXECUTIVE COMMITTEE**

K. W. Pyle (KFBI); R. J. Laubengayer (KSAL);  
K. W. Trimble (KTSW); Clem Morgan (KVGB);  
John Schilling (WHB).

**BRANCH OFFICE**

1012 Baltimore, Kansas City, Mo.  
Phone: Grand 0810

Executive in Charge.....Bryan P. Murphy

**STATIONS**

WHB, Kansas City (Mo.); KFBI, Wichita;  
KSAL, Salina; KTSW, Emporia; KVGB, Great  
Bend.

**COVERAGE\***

	Primary
Population .....	2,924,021
Radio Homes .....	830,440

\*Population is based on 1930 Census; radio homes figure is based on 1938 Joint Committee Report.

**REPRESENTATIVE**

William G. Rambeau Co.

★

### The Lone Star Chain

Medical Arts Bldg., Fort Worth, Texas  
Phone: 3-1234  
Dallas Office: c/o WFAA & KGKO

**PERSONNEL**

Managing Director.....Sam H. Bennett  
Operating Committee.....Harold V. Hough.  
Chairman; O. L. Taylor, Tilford Jones.

**STATIONS**

KGKO, Fort Worth-Dallas; KXYZ, Houston;  
KRIS, Corpus Christi; K TSA, San Antonio;  
KRGV, Weslaco; KGNC, Amarillo; KFDM,  
Beaumont (supplementary).

**COVERAGE**

Network with its supplementary station claims coverage of the entire state of Texas as a primary area.

**NATIONAL REPRESENTATIVES**

Howard H. Wilson Co.

★

### Mason-Dixon Radio Group

8 W. King St., Lancaster, Pa.  
Phone 5252

**PERSONNEL**

General Manager.....Clair R. McCollough

**STATIONS**

WORK, York, Pa.; WDEL, Wilmington, Del.;  
WGAL, Lancaster, Pa.; WAZL, Hazleton, Pa.;  
WEST, Easton, Pa.; WILM, Wilmington, Del.;  
WKBO, Harrisburg, Pa.

**NATIONAL REPRESENTATIVE**

Paul H. Raymer Co.

★

### Michigan Radio Network

Operated by the King-Trendle Broadcasting Corp.

Stroh Bldg., Detroit, Mich.  
Phone: Cherry 8321

**PERSONNEL**

President-Treasurer.....George W. Trendle  
Secretary-General Manager H. Allen Campbell  
Vice-President.....John H. King

**STATIONS**

WXYZ, Detroit (Key Station); WBCM, Bay City; WFDF, Flint; WJIM, Lansing; WIBM, Jackson; WELL, Battle Creek; WKZO, Kalamazoo; WOOD-WASH, Grand Rapids.

**COVERAGE**

The Michigan Network territory includes the lower peninsula of Michigan with a primary coverage of over four million people in Michigan's eight largest cities.

**REPRESENTATIVE**

Paul H. Raymer Co.

★

### The Minnesota Radio Network

Radisson Hotel, Minneapolis, Minn.  
Phone Bridgeport 3222  
St. Paul Office: St. Paul Hotel  
Phone Cedar 5511

**PERSONNEL**

General Sales Manager.....Ray C. Jenkins

**STATIONS**

KSTP, Minneapolis-St. Paul (key station);  
KYSM, Mankato; KROC, Rochester; KFAM, St. Cloud.

**COVERAGE**

	Primary*
Population .....	2,360,218
Radio Homes .....	549,520

\* The primary area of the four stations combines the total of 86 counties in Minnesota, Wisconsin and Iowa; network claims a total listening audience (primary and secondary) of 4,108,220 persons.

**NATIONAL REPRESENTATIVE**

Howard H. Wilson Co.

**Mountain & Plain Network**

Albany Hotel, Denver, Colo.  
Phone: Keystone 0178

**PERSONNEL**

Sales Manager.....Gene O'Fallon  
Manager of Station Relations....Frank Bishop

**STATIONS**

KFEL, Denver; KFKA, Greeley, Colo.; KFXJ,  
Grand Junction, Colo.; KYAN, Cheyenne, Wyo.



**New York Broadcasting System, Inc.**

20 East 57th St., New York, N. Y.  
Phone: ELdorado 5-6100

**PERSONNEL**

President.....Major E. M. Stoer  
Managing Director-Sales Mgr...C. H. Hackett  
Manager .....Albert Grobe  
Director of Publicity, News &  
Special Events.....Bernard Estes

**STATIONS**

WINS\*, New York City; WABY, Albany;  
WIBX, Utica; WMBO, Auburn; WSAY, Roch-  
ester; WBNY, Buffalo; WJTN, Jamestown;  
WTRY, Troy; WOLF, Syracuse; WKNY, Kings-  
ton.

\*WINS is the New York City daytime outlet;  
choice of WHN or WMCA as the nighttime  
outlet.

**COVERAGE**

The New York Broadcasting System claims  
coverage of the entire state of New York with  
its total population equaling one sixth of the  
total for the United States.

**NATIONAL REPRESENTATIVE**

International Radio Sales



**North Central Broadcasting System, Inc.**

Commodore Hotel, St. Paul, Minn.  
Phone: Dale 6595

**PERSONNEL**

President-General Manager....John W. Boler  
Vice-President.....Howard S. Johnson  
Treasurer.....D. C. Shepard

**STATIONS**

WLOL, Minneapolis, Minn.; KATE, Albert  
Lea, Minn.; KGDE, Fergus Falls, Minn.; KVOX,  
Moorhead, Minn.; KWNO, Winona, Minn.;  
KDLR, Devils Lake, N. D.; KRMC, Jamestown,  
N. D.; KLPM, Minot, N. D.; KGCU, Mandan,  
N. D.; KABR, Aberdeen, S. D.; WDSM, Su-  
perior, Wisc.

**Northern Broadcasting & Publishing, Ltd.**

Thomson Bldg., Timmins, Ont., Canada  
Phone: 500

**PERSONNEL**

General Manager.....Jack K. Cooke  
Manager (CJKL).....Brian G. Shellon  
Manager (CFCH) .....Cliff Pickrem

**STATIONS**

CKGB, Timmins, Ont.; CJKL, Kirkland Lake,  
Ont.; CFCH, North Bay, Ont.; CKVD, Val D'Or,  
Que.

**BRANCH OFFICE**

305 Victory Bldg., Toronto, Ont., Canada  
Phone: 500

Manager.....J. Reg Beattie



**Northwest Triangle Chain**

Address Individual Stations

**PERSONNEL**

Manager (Seattle).....Birt Fisher  
Manager (Spokane).....Louis Wasmer  
Manager (Portland).....W. Carey Jennings

**STATIONS**

KOMO, Seattle; KJR, Seattle; KHQ, Spokane;  
KGA, Spokane; KGW, Portland; KEX, Portland.

**REPRESENTATIVE**

Edward Petry & Co.



**Oklahoma Metropolitan Line**

c/o KOMA, Biltmore Hotel  
Oklahoma City, Okla.  
Phone 2-3291

c/o KTUL, 320 S. Boston Ave., Tulsa, Okla.  
Phone 4-8188

**PERSONNEL**

Manager (KOMA).....Neal Barrett  
Manager (KTUL).....William C. Gillespie  
Commercial Manager (KOMA)...Jack Howell  
Commercial Manager (KTUL)...Lawson Taylor

**NATIONAL REPRESENTATIVE**

Free & Peters, Inc.



**The Oklahoma Network**

1800 West Main St., Oklahoma City, Okla.  
Phone: 3-8352

**PERSONNEL**

President.....Ross U. Porter  
Vice-President.....Tams Bixby, Jr.  
Secretary-Treasurer.....Kenyon M. Douglass  
Managing Director.....Kenyon M. Douglass

**STATIONS**

KTOK, Oklahoma City; KGFF, Shawnee;  
KBIX, Muskogee; KCRC, Enid; KADA, Ada;  
KOME, Tulsa.

**NATIONAL REPRESENTATIVE**  
Arthur H. Hagg & Associates



**Pacific Broadcasting Co.**

914 Broadway, Tacoma, Wash.  
Phone: Main 4144

**PERSONNEL**

General Manager.....Carl E. Haymond  
Traffic Manager.....John K. Clarke  
Auditor.....Paul F. Benton

**STATIONS**

Oregon: KALE, Portland; KFJL, Klamath Falls; KOOS, Marshfield; KRNR, Roseburg; KORE, Eugene.

Washington: KGY, Olympia; KELA, Centralia; KIT, Yakima; KMO, Tacoma; KOL, Seattle; KPQ, Wenatchee; KVOS, Bellingham; KXRO, Aberdeen; KWLK, Longview.

**COVERAGE**

Network outlets in each of the 9 primary markets of Washington and 5 primary markets of Oregon. Nine out of ten radio homes in these areas within 25 miles of a Pacific Broadcasting Co. outlet. Eighty per cent of all retail sales for the entire territory covered come from within 25 miles of some Pacific Broadcasting Co. outlet.

**NATIONAL REPRESENTATIVE**  
John Blair & Co.



**The Pennsylvania Network**

1622 Chestnut St., Philadelphia, Pa.  
Phone Locust 7700

**PERSONNEL**

Manager.....Kenneth W. Stowman

**STATIONS**

WCAU, Philadelphia (key station); WGAL, Lancaster; WORK, York; WAZL, Hazleton; WEST, Easton; WSAN, Allentown; WFBG, Altoona; WLEU, Erie; WHP, Harrisburg; WKBO, Harrisburg; WJAC, Johnstown; WRAW, Reading; WGBI, Scranton; WKOK, Sunbury; WBRE, Wilkes-Barre; WBAX, Wilkes-Barre; WRAC, Williamsport; WARM, Scranton; (Harrisburg, Scranton, Wilkes-Barre and Pittsburgh stations optional).

**COVERAGE**

Network claims coverage of Pennsylvania, southern New Jersey, Delaware and portions of states bordering Pennsylvania.

**Quaker Network**

Widener Bldg., Philadelphia, Pa.  
Phone: Rittenhouse 6900

**PERSONNEL**

General Manager.....Roger W. Clipp

**STATIONS**

WFIL, Philadelphia; WRAW, Reading; WEST, Easton; WORK, York; WAZL, Hazleton; WGAL, Lancaster; WGBI, Scranton; WBRE, Wilkes Barre; WKBO, Harrisburg; WKOK, Sunbury; WRAC, Williamsport; WFBG, Altoona; WJAC, Johnstown; WLEU, Erie; WTBO, Cumberland, Md.; WWSW, Pittsburgh; WSNJ, Bridgeton, N. J.



**South Central Quality Network**

Address Individual Stations

**PERSONNEL**

Manager (WMC).....H. W. Slavick  
Manager (WJDX).....Wiley Harris  
Manager (WSMB).....H. Wheelahan  
Manager (KARK).....G. E. Zimmerman  
Manager (KWKH).....John C. McCormack  
Manager (KTBS).....John C. McCormack

**STATIONS**

WMC, Memphis, Tenn.; WJDX, Jackson, Miss.; WSMB, New Orleans, La.; KARK, Little Rock, Ark.; KWKH, Shreveport, La.; KTBS, Shreveport, La.



**The Southern Network**

Radio Bldg., Walnut & Short Sts.  
Lexington, Ky.  
Phone 1721

**PERSONNEL**

President.....Gilmore N. Nunn  
Vice-President.....J. Lindsay Nunn  
Secretary-Treasurer.....Warren G. Davis  
Production Manager.....Ted Grizzard  
Chief Engineer.....Sanford Helt

**STATIONS**

WLAP, Lexington, Ky.; WCMI, Ashland, Ky. (Huntington, W. Va.); WGRC, New Albany, Ind. (Louisville, Ky.); WSIX, Nashville, Tenn.; WKRC, Cincinnati, Ohio.

**REPRESENTATIVE**  
Burn-Smith Co., Inc.



**The Texas Quality Network**

Address Individual Stations  
The Texas Quality Network has no officers or



directors, each outlet being a sales office for the other.

**STATIONS**

WFAA, Dallas; WBAP, Fort Worth; WOAI, San Antonio; KPRC, Houston.

**NATIONAL REPRESENTATIVE**

Edward Petry & Co., Inc.

★

**Texas State Network**

1201 West Lancaster Ave., Fort Worth, Texas  
Phone: 3-9363

**PERSONNEL**

President.....Ruth G. Roosevelt  
Vice-President-Secretary-  
General Manager.....Harry A. Hutchinson  
Vice-President-Treasurer....Gerald T. Stanley  
Assistant General Manager....Gene L. Cagle  
Merchandising Director.....L. R. Duffy  
Program Director.....Helen Jane Behlke  
Chief Accountant.....D. C. Hornburg  
Traffic Manager.....Dorothy Smith  
Technical Supervisor.....Truett Kimzey

**STATIONS**

KFJZ, Fort Worth; KRBC, Abilene; KGKL, San Angelo; KBST, Big Spring; KRLH, Midland; KRRV, Sherman-Denison; KPLT, Paris; KNOW, Austin; KABC, San Antonio; KVWC, Vernon; KTEM, Temple; WRR, Dallas; KFYO, Lubbock; KFDA, Amarillo; KCMC, Texarkana; WACO, Waco.

★

**West Virginia Network**

WCHS Auditorium, Charleston, W. Va.

**PERSONNEL**

President.....John A. Kennedy  
Managing Director.....Howard L. Chernoff  
Program Director & Artist  
Bureau Head.....James C. Keefe  
Chief Engineer.....O. Robinson  
Publicity Director.....Harold Miller

**STATIONS**

WCHS, Charleston; WPAR, Parkersburg; WBLK, Clarksburg; WSAZ, Huntington.

**POLICIES**

Advertising of alcoholic beverages accepted.

**NATIONAL REPRESENTATIVE**

The Branham Co.

**The Yankee Network**

"Covering New England"

21 Brookline Ave., Boston, Mass.  
Phone: Commonwealth 0800

**PERSONNEL**

President.....John Shepard 3rd  
V-P in Chg. of Operations.....R. L. Harlow  
V-P in Chg. of Sales & Production...Linus Travers  
V-P in Chg. of Engineering...Paul A. DeMars  
Editor of Yankee Network  
News Service.....Leland Bickford  
Director of Merchandising &  
Promotion.....Robert S. Playfair  
Director of Publicity.....Al Stephenson  
Merchandising.....F. Carleton McVarish  
Director of Special Events....Fred McLaughlin  
Chief Engineer.....Irving Robinson  
Sports Editor.....Jim Britt  
Chief Meteorologist.....Salvatore Pagliuca  
Manager of Yankee Network  
Artists Bureau.....Josephine White

**STATIONS**

WNAC, Boston; WTIC, Hartford; WEAN, Providence; WTAG, Worcester; WICC, Bridgeport and New Haven; WCSH, Portland; WLBZ, Bangor; WFEA, Manchester; WSAR, Fall River; WNBH, New Bedford; WLLH, Lowell and Lawrence; WLNH, Laconia; WRDO, Augusta; WNLC, New London; WHAI, Greenfield; WCOU, Lewiston and Auburn; WBRK, Pittsfield; WSYB, Rutland, Vt.; WELL, New Haven, Conn.

**COVERAGE**

	Evening	Daytime
Population .....	6,444,623	5,293,767
Radio Homes .....	1,482,264	1,217,559

**NATIONAL REPRESENTATIVE**

Edward Petry & Co., Inc.

★

**Z (Bar) Net**

P. O. Box 1956, Butte, Montana  
Phone: 22-344

**PERSONNEL**

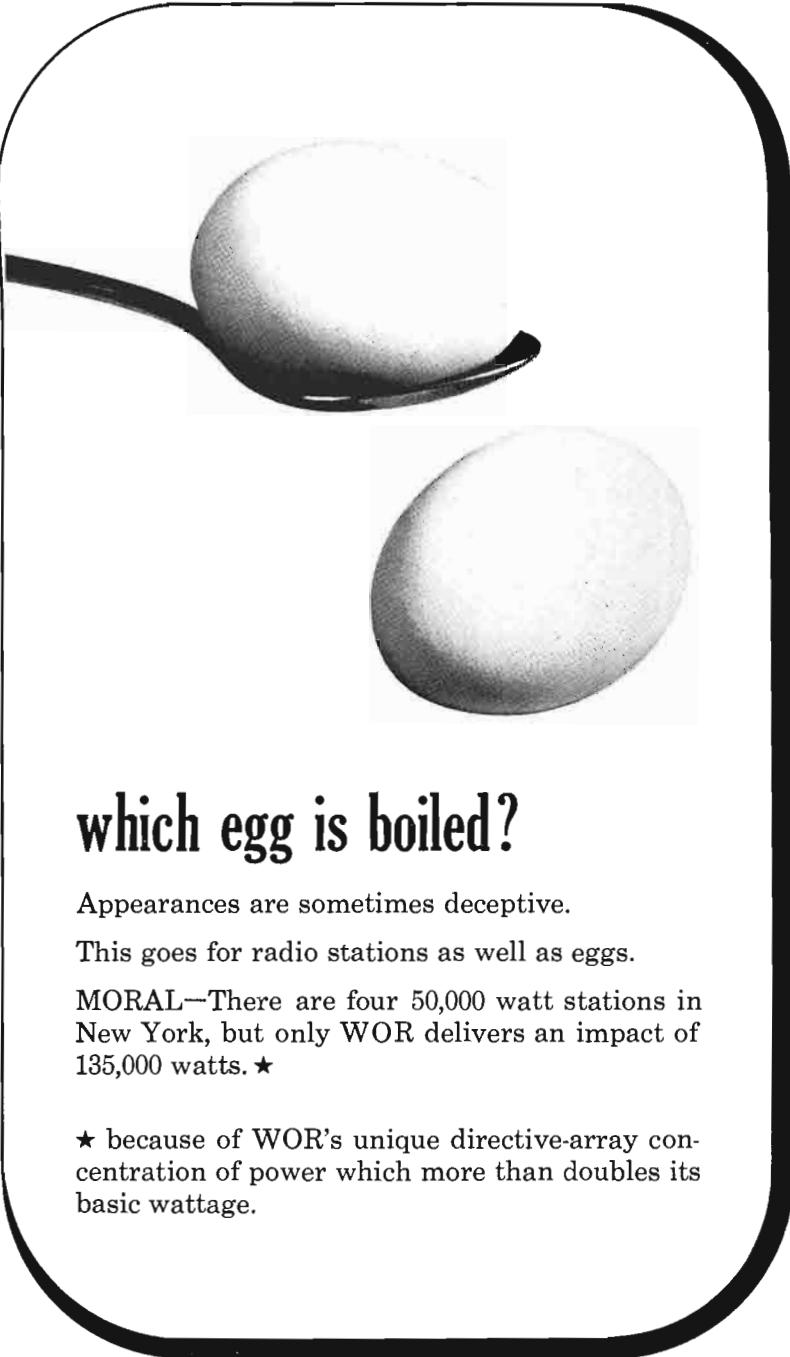
Manager.....E. B. Craney

**STATIONS**

KGIR, Butte; KPFA, Helena; KRBM, Bozeman.

**NATIONAL REPRESENTATIVE**

Gene Furgason & Co.



## which egg is boiled?

Appearances are sometimes deceptive.

This goes for radio stations as well as eggs.

**MORAL**—There are four 50,000 watt stations in New York, but only WOR delivers an impact of 135,000 watts. ★

★ because of WOR's unique directive-array concentration of power which more than doubles its basic wattage.



# STATIONS

*OF THE  
UNITED STATES*



*STANDARD  
STATIONS*



*NEWSPAPER  
OWNED STATIONS*



*MAJOR NETWORK  
AFFILIATIONS*

**FOR MOVING DRUG AND GROCERY  
ITEMS THROUGH RETAIL OUTLETS  
BECAUSE IT CREATES INSTANT  
AND CONSTANT  
CONSUMER DEMAND!**



"WLW is a powerful sales stimulator in our territory. Whenever we receive notice that a product will be advertised over WLW, we make it a point to increase our supply of it and notify our salesmen to see that the retailer is well stocked."

**Geo. H. Kauffman, Pres. & Sales Manager  
Kauffman-Lattimer Co., Wholesale Druggists  
Columbus, Ohio**

"WLW's powerful advertising is doing a most effective job for us. Due to the widespread consumer preference for WLW-advertised brands, we pay particular attention to products that are going to be advertised over WLW."

**G. B. Moxley, President  
Kiefer-Stewart Co., Wholesale Druggists  
Indianapolis, Indiana**



"As an advertising medium in the movement of merchandise, WLW, the Nation's Station, is a powerful influence in this area and we feel that the opportunity of co-operating fills a definite merchandising need."

**Elmer Brown, General Manager  
Midland Grocer Co., Wholesale Grocers  
Portsmouth, Ohio**

"We feel that WLW is the most powerful influence for the quick turn-over of nationally advertised brands. Through WLW's resources we are able to keep our sales force informed of expected sales increases of the listening public's demand."

**D. Sayre, President  
Hagen-Ratcliff and Co., Wholesale Grocers  
Huntington, W. Va.**



**WLW**

**THE NATION'S  
*most Merchandise-able*  
STATION**

REPRESENTATIVES:

NEW YORK—Transamerican Broadcasting and Television Corp. CHICAGO—WLW, 230 North Michigan Avenue  
SAN FRANCISCO—International Radio Sales

# INDEX OF THE STANDARD STATIONS OF THE UNITED STATES

*Call Letter—City—Power in Watts—Frequency in Kilocycles (as determined by North American Regional Broadcasting Agreement)  
—Page Number Providing Complete Station Information*

*Key to Abbreviations: C.P.—Construction Permit; S.A.—Special Authorization;  
d—daytime; n—night.*



Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
KABC . . .	San Antonio, Tex.....	1450	250	575
KABR . . .	Aberdeen, S. Dak.....	1420	5000	556
KADA . . .	Ada, Okla. ....	1230	250	525
KALB . . .	Alexandria, La. ....	1240	250	431
KALE . . .	Portland, Ore. ....	1330	5000	532
KAND . . .	Corsicana, Tex. ....	1340	250	568
KANS . . .	Wichita, Kans. ....	1240	250	426
KARK . . .	Little Rock, Ark.....	920	5000	351
KARM . . .	Fresno, Calif. ....	1340	250	354
KASA . . .	Elk City, Okla.....	1240	250	525
KASt . . .	Astoria, Ore. ....	1230	250	530
KATE . . .	Albert Lea, Minn.....	1450	250	457
KAWM . . .	Gallup, New Mex.....	1490	250	482
KBIX . . .	Muskogee, Okla. ....	1490	250	527
KBIZ . . .	Ottumwa, Ia. ....	1240	250	421
KBKR . . .	Baker, Ore. ....	1490	250	530
KBND . . .	Bend, Ore. ....	1340	250	530
KBPS . . .	Portland, Ore. ....	1450	250	532
KBST . . .	Big Spring, Tex.....	1490	250	566
KBTM . . .	Jonesboro, Ark. ....	1230	250	351
KBWD . . .	Brownwood, Texas.....	1380	500	567
KCKN . . .	Kansas City, Kan.....	1340	250	425
KCMC . . .	Texarkana, Ark.-Tex. ....	1450	250	577
KCMO . . .	Kansas City, Mo. ....	1480	5000 d., 1000 n.	467
KCRC . . .	Enid, Okla. ....	1390	1000	527
KCRJ . . .	Jerome, Ariz. ....	1340	250	347
KDAL . . .	Duluth, Minn. ....	1490	250	457
KDB . . .	Santa Barbara, Calif.....	1490	250	366
KDFN . . .	Casper, Wyo. ....	1470	1000	604
KDKA . . .	Pittsburgh, Pa. ....	1020	50000	543
KDLR . . .	Devils Lake, N. Dak.....	1240	250	512
KDNT . . .	Denton, Tex. ....	1450	250	569
KDON . . .	Monterey, Calif. ....	1240	250	360
KDRO . . .	Sedalia, Mo. ....	1490	250	470
KDTH . . .	Dubuque, Ia. ....	1370	1000	420
KDYL . . .	Salt Lake City, Utah.....	1320	5000	580
KECA . . .	Los Angeles, Calif. ....	790	5000	355
KELA . . .	Between Centralla and Chehalis, Wash.	1470	1000	588
KELD . . .	El Dorado, Ark.....	1400	250	350
KELO . . .	Sioux Falls, S. Dak.....	1230	250	557

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
KENO	Las Vegas, Nev.	1400	250	476
KEBN	Bakersfield, Calif.	1410	1000	353
KEUB	Price, Utah	1450	250	580
KEVR	Seattle, Wash.	1400	250	590
KEX	Portland, Ore.	1190	50000	533
KEYS	Corpus Christi, Texas	1190	250	567
KFAB	Lincoln, Nebr.	780	10000	474
KFAC	Los Angeles, Calif.	1330	1000	357
KFAM	St. Cloud, Minn.	1450	250	461
KFAR	Fairbanks, Alaska	610	1000	605
KFBB	Great Falls, Mont.	1310	5000	471
KFBC	Cheyenne, Wyo.	1455	250	604
KFBI	Wichita, Kans.	1070	5000 d., 1000 n.	426
KFBK	Sacramento, Calif.	1530	10300	361
KFDA	Amarillo, Tex.	1230	250	565
KFDM	Beaumont, Tex.	560	1000	566
KFDY	Brookings, S. Dak.	790	1000	556
KFEL	Denver, Colo.	950	5000	369
KFEQ	St. Joseph, Mo.	680	2500 d., 500 u.	468
KFGQ	Boone, Ia.	1400	250	418
KFH	Wichita, Kansas	1330	5000	427
KFI	Los Angeles, Calif.	640	50000	357
KFIO	Spokane, Wash.	1150	100	591
KFIZ	Fond Du Lac, Wisc.	1450	250	598
KFJB	Marshalltown, Ia.	1230	250	420
KFJI	Klamath Falls, Ore.	1240	250	531
KFJM	Grand Forks, N. Dak.	1440	1000 d., 500 n.	512
KFJZ	Fort Worth, Tex.	1270	5000	571
KFKA	Greeley, Colo.	910	1000	371
KFKU	Lawrence, Kansas	1250	5000 d., 1000 n.	425
KFMB	San Diego, Calif.	1450	250	362
KFNF	Shenandoah, Ia.	920	1000 d, 500 n.	421
KFOR	Lincoln, Nebr.	1240	250	474
KFOX	Long Beach, Calif.	1280	1000	355
KFPL	Dublin, Tex.	1340	250	569
KFPW	Fort Smith, Ark.	1400	250	350
KFPY	Spokane, Wash.	920	5000	592
KFQD	Anchorage, Alaska	790	250	605
KFRC	San Francisco, Calif.	610	5000	363
KFRO	Longview, Tex.	1370	1000	573
KFRU	Columbia, Mo.	1400	250	466
KFSD	San Diego, Calif.	600	5000	362
KFSG	Los Angeles, Calif.	1150	2500 d., 1000 n.	358
KFUO	Clayton, (St. Louis) Mo.	850	5000	466
KFVD	Los Angeles, Calif.	1020	1000	357
KFVS	Cape Girardeau, Mo.	1400	250	466
KFWB	Los Angeles, Calif.	980	5000	357
KFXD	Nampa, Idaho	1230	250	399
KFXJ	Grand Junction, Colo.	1230	250	371
KFXM	San Bernardino, Calif.	1240	250	362
KFYO	Lubbock, Texas	1340	250	573
KFYR	Bismarck, N. Dak.	550	5000	511
KGA	Spokane, Wash.	1510	10000	592
KGB	San Diego, Calif.	1360	1000	363
KGBU	Ketchikan, Alaska	930	500	606
KGBX	Springfield, Mo.	1260	5000	470

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
KGCU . . .	Mandan, N. Dak.....	1270	1000 d., 500 n.	512
KGCX . . .	Wolf Point, Mont. ....	1480	1000	472
KGDE . . .	Fergus Falls, Minn.....	1230	250	457
KGDM . . .	Stockton, Calif. ....	1130	1000	367
KGER . . .	Sterling, Colo. ....	1230	250	373
KGER . . .	Long Beach, Calif.....	1390	1000	355
KGEZ . . .	Kalspell, Mont. ....	1340	250	472
	..... Conditional	1460	1000	
KGFF . . .	Shawnee, Okla. ....	1450	250	529
KGFI . . .	Brownsville, Tex. ....	1490	250	567
KGFI . . .	Los Angeles, Calif.....	1230	250	358
KGFL . . .	Roswell, New Mex. ....	1400	250	482
KGFW . . .	Kearney, Nebr. ....	1340	250	474
KGFX . . .	Pierre, S. Dak.....	630	200	556
KGGF . . .	Coffeyville, Kans. ....	690	1000	422
KGGM . . .	Albuquerque, N. Mex. ....	1260	1000	481
KGHF . . .	Pueblo, Colo. ....	1350	500	373
KGHI . . .	Little Rock, Ark.....	1230	250	352
KGHL . . .	Billings, Mont. ....	790	5000	471
KGIR . . .	Butte, Mont. ....	1370	5000	471
KGIW . . .	Alamosa, Colo. ....	1450	250	368
KGKB . . .	Tyler, Tex. ....	1490	250	577
KGKL . . .	San Angelo, Tex.....	1400	250	575
KGKO . . .	Fort Worth, Tex.....	570	5000	571
KGKY . . .	Scottsbluff, Nebr. ....	1490	250	476
KGLO . . .	Mason City, Ia.....	1300	1000	421
KGLU . . .	Safford, Ariz. ....	1450	250	349
KGMB . . .	Honolulu, Hawaii ....	590	5000	606
KGNC . . .	Amarillo, Tex. ....	1440	5000 d., 1000 n.	565
KGNF . . .	North Platte, Nebr.....	1460	1000	475
KGNO . . .	Dodge City, Kans.....	1370	1000 d., 250 n.	423
KGO . . .	San Francisco, Calif.....	810	10000	363
KGU . . .	Honolulu, Hawaii ....	760	2500	606
KGVO . . .	Missoula, Mont. ....	1290	5000 d., 1000 n.	472
KGW . . .	Portland, Ore. ....	620	5000	533
KGY . . .	Olympia, Wash. ....	1240	250	589
KHAS . . .	Hastings, Nebr. ....	1230	250	474
KHBC . . .	Hilo, Hawaii ....	1230	250	606
KHBG . . .	Okmulgee, Okla. ....	1240	250	528
KHJ . . .	Los Angeles, Calif.....	930	5000	358
KHQ . . .	Spokane, Wash. ....	590	5000	592
KHSL . . .	Chico, Calif. ....	1290	1000 d., 500 n.	354
KHUB . . .	Watsonville, Calif.....	1340	250	368
KICA . . .	Clovis, New Mex.....	1400	250	481
KID . . .	Idaho Falls, Idaho.....	1350	5000 d., 500 n.	398
KIDO . . .	Boise, Idaho ....	1380	2500 d., 1000 n.	398
KIDW . . .	Lamar, Colo. ....	1450	250	371
KIEM . . .	Eureka, Calif. ....	1480	1000 d., 500 n.	354
KIEV . . .	Glendale, Calif. ....	870	250	355
KINY . . .	Juneau, Alaska ....	1460	1000	605
KIRO . . .	Seattle, Wash. ....	710	10000	590
KIT . . .	Yakima, Wash. ....	1280	1000	594
KITE . . .	Kansas City, Mo.....	1590	1000	467
KIUL . . .	Garden City, Kans.....	1240	250	423
KIUN . . .	Pecos, Tex. ....	1400	250	574
KIUP . . .	Durango, Colo. ....	1400	250	371
KJBS . . .	San Francisco, Calif.....	1100	500	363

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
KJE . . . .	Seattle, Wash. . . . .	1000	10000	590
KLAH . . . .	Carlsbad, New Mex. . . . .	1240	250	481
KLBM . . . .	La Grande, Ore. . . . .	1450	250	532
KLCN . . . .	Blytheville, Ark. . . . .	1320	100	350
KLO . . . .	Ogden, Utah . . . . .	1430	5000	579
KLPM . . . .	Minot, N. Dak. . . . .	1390	1000	513
KLRA . . . .	Little Rock, Ark. . . . .	1420	5000	352
KLS . . . .	Oakland, Calif. . . . .	1310	1000	360
KLUF . . . .	Galveston, Tex. . . . .	1400	250	571
KLX . . . .	Oakland, Calif. . . . .	910	1000	360
KLZ . . . .	Denver, Colo. . . . .	560	5000	369
KMA . . . .	Shenandoah, Iowa . . . . .	960	5000 d., 1000 n.	421
KMAC . . . .	San Antonio, Tex. . . . .	1400	250	575
KMBC . . . .	Kansas City, Mo. . . . .	980	5000	467
KMED . . . .	Medford, Ore. . . . .	1440	1000	532
KMJ . . . .	Fresno, Calif. . . . .	580	5000	355
KMLB . . . .	Monroe, La. . . . .	1230	250	432
KMMJ . . . .	Grand Island, Nebr. . . . .	750	1000	473
KMO . . . .	Tacoma, Wash. . . . .	1360	5000	592
KMOX . . . .	St. Louis, Mo. . . . .	1120	50000	468
KMPC . . . .	Beverly Hills, Calif. . . . .	710	5000	353
KMTR . . . .	Los Angeles, Calif. . . . .	570	1000	358
KMYC . . . .	Marysville, Calif. . . . .	1450	250	359
KMYR . . . .	Denver, Colo. . . . .	1340	250	370
KNEL . . . .	Brady, Tex. . . . .	1490	250	567
KNET . . . .	Palestine, Tex. . . . .	1450	250	574
KNOE . . . .	Munroe, La. . . . .	1120	250	432
KNOW . . . .	Austin, Tex. . . . .	1490	250	566
KNX . . . .	Los Angeles, Calif. . . . .	1070	50000	358
KOA . . . .	Denver, Colo. . . . .	850	50000	370
KOAC . . . .	Corvallis, Ore. . . . .	550	5000 d., 1000 n.	531
KOAM . . . .	Pittsburg, Kans. . . . .	810	1000	426
KOB . . . .	Albuquerque, New Mex. . . . .	1030	50000	481
KOBH . . . .	Rapid City, S. Dak. . . . .	1400	250	556
KOCA . . . .	Kilgore, Tex. . . . .	1240	250	572
KOCY . . . .	Oklahoma City, Okla. . . . .	1340	250	528
KODL . . . .	The Dalles, Ore. . . . .	1230	250	531
KOH . . . .	Reno, Nev. . . . .	630	1000	476
KOIL . . . .	Omaha, Nebr. . . . .	1290	5000	475
KOIN . . . .	Portland, Ore. . . . .	970	5000	533
KOKO . . . .	La Junta, Colo. . . . .	1400	250	371
KOL . . . .	Seattle, Wash. . . . .	1300	5000 d., 1000 n.	590
KOMA . . . .	Oklahoma City, Okla. . . . .	1520	5000	527
KOME . . . .	Tulsa, Okla. . . . .	1340	250	529
KOMO . . . .	Seattle, Wash. . . . .	950	5000	591
KONB . . . .	Omaha, Nebr. . . . .	1400	250	475
KONO . . . .	San Antonio, Tex. . . . .	1400	250	575
KOOS . . . .	Marshfield, Ore. . . . .	1230	250	532
KORE . . . .	Eugene, Ore. . . . .	1450	250	531
KORN . . . .	Fremont, Nebr. . . . .	1400	250	473
KOTN . . . .	Pine Bluff, Ark. . . . .	1490	250	352
KOVC . . . .	Valley City, N. Dak. . . . .	1490	250	513
KOVO . . . .	Provo, Utah . . . . .	1240	250	580
KOWH . . . .	Omaha, Nebr. . . . .	660	500	475
KOY . . . .	Phoenix, Ariz. . . . .	550	1000	347
KPAB . . . .	Laredo, Tex. . . . .	1490	250	573



Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
KPAC	Port Arthur, Tex.	1250	500	575
KPDN	Pampa, Tex.	1340	250	574
KPFA	Helena, Mont.	1240	250	472
KPHO	Phoenix, Ariz.	1230	250	348
KPLC	Lake Charles, La.	1490	250	432
KPLT	Paris, Tex.	1490	250	574
KPMC	Makersfield, Calif.	1600	1000	353
KPO	San Francisco, Calif.	680	50000	365
KPOF	Denver, Colo.	910	1000	370
KPOW	Powell, Wyo.	1230	250	604
KPPC	Pasadena, Calif.	1240	250	361
KPQ	Wenatchee, Wash.	1490	250	593
KPRC	Houston, Tex.	950	5000	572
KQV	Pittsburgh, Pa.	1410	1000	545
KQW	San Jose, Calif.	740	5000	366
KRBA	Lufkin, Tex.	1340	250	573
KRBC	Abilene, Tex.	1450	250	565
KRBM	Bozeman, Mont.	1450	250	471
KRE	Berkeley, Calif.	1400	250	353
KRGV	Weslaco, Tex.	1290	1000	578
KRIC	Beaumont, Tex.	1450	250	566
KRIS	Corpus Christi, Tex.	1360	1000	568
KRJF	Miles City, Mont.	1340	250	472
KRKD	Los Angeles, Calif.	1150	2500 d., 1000 n.	359
KRKO	Everett, Wash.	1400	250	589
KRLC	Lewiston, Idaho	1400	250	399
KRLD	Dallas, Tex.	1080	50000	568
KRLH	Midland, Tex.	1450	250	573
KRMC	Jamestown, N. Dak.	1400	250	512
KRMD	Shreveport, La.	1340	250	434
KRNR	Roseburg, Ore.	1490	250	534
KRNT	Des Moines, Iowa	1350	5000	419
KROC	Rochester, Minn.	1340	250	461
KROD	El Paso, Tex.	600	1000 d., 500 n.	569
KROW	Oakland, Calif.	960	1000	360
KROY	Sacramento, Calif.	1240	250	362
KRRV	Sherman, Tex.	910	1000	577
KRSC	Seattle, Wash.	1150	1000	591
KSAC	Manhattan, Kans.	580	1000 d., 500 n.	425
KSAL	Salina, Kans.	1150	1000	426
KSAM	Huntsville, Tex.	1490	250	572
KSAN	San Francisco, Calif.	1450	250	365
KSCJ	Sioux City, Ia.	1360	5000	422
KSD	St. Louis, Mo.	550	5000 d., 1000 n.	469
KSEI	Pocatello, Idaho	930	1000 d., 250 n.	399
KSFO	San Francisco, Calif.	560	5000 d., 1000 n.	365
KSL	Salt Lake City, Utah	1160	50000	581
KSLM	Salem, Ore.	1390	1000	534
KSO	Des Moines, Iowa	1460	5000 d., 1000 n.	419
KSOO	Sioux Falls, S. Dak.	1140	5000	557
KSRO	Santa Rosa, Calif.	1340	1000	367
KSTP	St. Paul, Minn.	1500	50000	462
KSUB	Cedar City, Utah	1340	250	579
KSUN	Lowell, Ariz.	1230	250	347
KSWO	Lawton, Okla.	1150	250	527
KTAR	Phoenix, Ariz.	620	5000	348

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
KTBC . . .	Austin, Tex. . . . .	1150	1000	566
KTBS . . .	Shreveport, La. . . . .	1480	1000	434
KTEM . . .	Temple, Tex. . . . .	1400	250	577
KTFI . . .	Twin Falls, Idaho. . . . .	1270	1000	400
KTHS . . .	Hot Springs National Park, Ark. . . . .	1090	50000	350
KTKC . . .	Visalia, Calif. . . . .	920	1000	367
KTMS . . .	Santa Barbara, Calif. . . . .	1250	1000	367
KTOH . . .	Lihue, Hawaii . . . . .	1490	250	607
KTOK . . .	Oklahoma City, Okla. . . . .	1400	250	528
KTEB . . .	Modesto, Calif. . . . .	860	250	360
KTRH . . .	Houston, Tex. . . . .	1320	5000 d., 1000 n.	572
KTRI . . .	Sioux City, Ia. . . . .	1450	250	422
KTSA . . .	San Antonio, Tex. . . . .	550	5000 d., 1000 n.	576
KTSM . . .	El Paso, Tex. . . . .	1380	500	569
KTSW . . .	Emporia, Kans. . . . .	1400	250	423
KTUC . . .	Tucson, Ariz. . . . .	1400	250	349
KTUL . . .	Tulsa, Okla. . . . .	1430	5000	529
KTW . . .	Seattle, Wash. . . . .	1250	1000	591
KUIN . . .	Grants Pass, Ore. . . . .	1340	250	531
KUJ . . .	Walla Walla, Wash. . . . .	1420	1000	593
KUOA . . .	Siloam Springs, Ark. . . . .	1290	5000	352
KUSD . . .	Vermillion, S. Dak. . . . .	920	500	557
KUTA . . .	Salt Lake City, Utah. . . . .	570	1000	582
KVAK . . .	Atchison, Kans. . . . .	1450	250	422
KVAN . . .	Vancouver, Wash. . . . .	910	250	593
KVCV . . .	Redding, Calif. . . . .	1230	250	361
KVEC . . .	San Luis Obispo, Calif. . . . .	1230	250	366
KVFD . . .	Fort Dodge, Ia. . . . .	1400	250	420
KVGB . . .	Great Bend, Kans. . . . .	1400	250	423
KVI . . .	Tacoma, Wash. . . . .	570	5000	593
KVIC . . .	Victoria, Texas . . . . .	1340	250	578
KVNU . . .	Logan, Utah . . . . .	1230	250	579
KVOA . . .	Tucson, Ariz. . . . .	1290	1000	349
KVOD . . .	Denver, Colo. . . . .	630	1000	370
KVOE . . .	Santa Ana, Calif. . . . .	1490	250	366
KVOL . . .	Lafayette, La. . . . .	1340	250	432
KVOO . . .	Tulsa, Okla. . . . .	1170	50000	529
KVOR . . .	Colorado Springs, Colo. . . . .	1300	1000	368
KVOS . . .	Bellingham, Wash. . . . .	1230	250	588
KVOX . . .	Moorhead, Minn. . . . .	1340	250	461
KVRS . . .	Rock Springs, Wyoming. . . . .	1400	250	604
KVSF . . .	Santa Fe, N. M. . . . .	1340	250	482
KVSO . . .	Ardmore, Okla. . . . .	1240	250	525
KVWC . . .	Vernon, Tex. . . . .	1490	250	578
KWAL . . .	Wallace, Ida. . . . .	1450	250	400
KWAT . . .	Watertown, S. D. . . . .	1240	250	557
KWBG . . .	Hutchinson, Kans. . . . .	1450	250	423
KWEW . . .	Hobbs, New Mexico. . . . .	1490	250	482
KWFC . . .	Hot Springs, Ark. . . . .	1340	250	350
KWFT . . .	Wichita Falls, Tex. . . . .	620	5000 d., 1000 n.	579
KWG . . .	Stockton, Calif. . . . .	1230	250	367
KWIL . . .	Albany, Ore. . . . .	1240	250	530
KWJB . . .	Globe, Ariz. . . . .	1340	250	462
KWJJ . . .	Portland, Ore. . . . .	1080	500	533
KWK . . .	St. Louis, Mo. . . . .	1380	5000	460
KWKH . . .	Shreveport, La. . . . .	1130	50000	433

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
KWLC	Decorah, Iowa	1240	250	419
KWLK	Longview, Wash.	1400	250	589
KWLM	Willmar, Minn.	1340	250	462
KWNO	Winona, Minn.	1230	250	463
KWOC	Poplar Bluff, Mo.	1340	250	468
KWOS	Jefferson City, Mo.	1340	250	466
KWSC	Pullman, Wash.	1250	5000	589
KWTO	Springfield, Mo.	560	5000	470
KWYO	Sheridan, Wyoming	1400	250	605
KXA	Seattle, Wash.	770	1000	591
KXL	Portland, Ore.	1450	250	534
KXO	El Centro, Calif.	1490	250	354
KXOK	St. Louis, Mo.	630	5000	469
KXOX	Sweetwater, Tex.	1240	250	577
KXRO	Aberdeen, Wash.	1340	250	588
KXYZ	Houston, Tex.	1470	1000	572
KYA	San Francisco, Calif.	1260	5000 d., 1000 n.	365
KYAN	Cheyenne, Wyo.	1400	250	604
KYCA	Prescott, Ariz.	1490	250	348
KYOS	Meredee, Calif.	1080	250	359
KYSM	Mankato, Minn.	1230	250	458
KYUM	Yuma, Ariz.	1240	250	349
KYW	Philadelphia, Pa.	1060	50000	539
WAAB	Boston, Mass.	1440	1000	440
WAAF	Chicago, Ill.	950	1000	401
WAAT	Jersey City, N. J.	970	1000	479
WABC	New York, N. Y.	880	50000	489
WABI	Bangor, Me.	1230	250	435
WABY	Albany, N. Y.	1400	250	482
WACO	Waco, Tex.	1450	250	578
WADC	Tallmadge, (Akron) Ohio	1350	5000	515
WAGA	Atlanta, Ga.	1480	1000 d., 500 n.	391
WAGE	Salina, N. Y.	620	1000	500
WAGF	Dothan, Ala.	1400	250	344
WAGM	Presque Isle, Maine	1450	250	437
WAIM	Anderson, S. C.	1230	250	552
WAIR	Winston-Salem, N. C.	1340	250	511
WAJR	Morgantown, W. Va.	1230	250	596
WAKR	Akron, Ohio	1590	1000	515
WALA	Mobile, Ala.	1410	5000	345
WALB	Albany, Ga.	1590	1000	391
WAML	Laurel, Miss.	1340	250	465
WAOV	Vincennes, Ind.	1450	250	417
WAPI	Birmingham, Ala.	1070	50000	343
	Condonal	1170		
WAPO	Chattanooga, Tenn.	1150	5000 d., 1000 n.	558
WARD	Brooklyn, N. Y.	1430	500	484
WARM	Scranton, Pa.	1400	250	547
WASH	Grand Rapids, Mich.	1300	5000	454
WATL	Atlanta, Ga.	1400	250	391
WATN	Watertown, N. Y.	1240	250	504
WATR	Waterbury, Conn.	1320	250	376
WATW	Ashland, Wis.	1400	250	598
WAVE	Louisville, Ky.	970	5000	429
WAWZ	Zarephath, N. J.	1380	1000	480
WAYX	Waycross, Ga.	1230	250	397
WAZL	Hazleton, Pa.	1450	250	538
WBAA	West Lafayette, Ind.	920	5000 d., 1000 n.	418
WBAB	Atlantic City, N. J.	1490	250	478
WBAL	Baltimore, Md.	1090	50000	437
WBAP	Fort Worth, Tex.	820	50000	571

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
WBAX	Wilkes-Barre, Pa.	1240	250	549
WBBC	Brooklyn, N. Y.	1430	500	484
WBBL	Richmond, Va.	1240	250	586
WBBM	Chicago, Ill.	780	5000	403
WBBR	Brooklyn, N. Y.	1330	1000	484
WBBZ	Ponca City, Okla.	1230	250	528
WBCM	Bay City, Mich.	1440	1000 d., 500 n.	449
WBEN	Buffalo, N. Y.	930	5000	485
WBHF	Huntsville, Ala.	1230	250	344
WBIG	Greensboro, N. C.	1470	5000	507
WBLK	Clarksburg, W. Va.	1400	250	595
WBIR	Knoxville, Tenn.	1240	250	560
WBLJ	Dalton, Ga.	1230	250	394
WBML	Macon, Ga.	1240	250	395
WBNS	Columbus, Ohio	1460	5000 d., 1000 n.	519
WBNX	New York, N. Y.	1380	5000	489
WBNY	Buffalo, N. Y.	1400	250	486
WBOC	Salisbury, Md.	1490	250	440
WBOW	Terre Haute, Ind.	1230	250	417
WBRB	Red Bank, N. J.	1240	250	480
WBRC	Birmingham, Ala.	960	5000	343
WBRE	Wilkes-Barre, Pa.	1340	250	549
WBRK	Pittsfield, Mass.	1340	250	447
WBRY	Waterbury, Conn.	1590	5000	376
WBRW	Welch, W. Va.	1340	250	597
WBT	Charlotte, N. C.	1110	5000	506
WBTA	Batavia, N. Y.	1490	250	483
WBTH	Williamson, W. Va.	1400	250	597
WBTM	Danville, Va.	1400	250	583
WBZ	Boston, Mass.	1030	5000	441
WBZA	Boston, Mass.	1030	1000	441
WCAD	Canton, N. Y.	1250	500	487
WCAE	Pittsburgh, Pa.	1250	5000	545
WCAL	Northfield, Minn.	770	5000	461
WCAM	Camden, N. J.	1310	500	479
WCAO	Baltimore, Md.	600	1000 d., 500 n.	438
WCAP	Asbury Park, N. J.	1310	500	478
WCAR	Pontiac, Mich.	1130	1000 d	455
WCAT	Rapid City, S. Dak.	1230	250	557
WCAU	Philadelphia, Pa.	1210	5000	541
WCAX	Burlington, Vt.	1230	250	582
WCAZ	Carthage, Ill.	1080	250	401
WCBA	Allentown, Pa.	1470	1000	535
WCBD	Chicago, Ill.	1110	5000	403
WCBI	Columbus, Miss.	1400	250	463
WCBM	Baltimore, Md.	1400	250	438
WCBS	Springfield, Ill.	1450	250	412
WCBT	Roanoke Rapids, N. C.	1230	250	510
WCCO	Minneapolis, Minn.	830	5000	459
WCED	Du Bois, Pa.	1230	250	536
WCFL	Chicago, Ill.	1000	1000	403
WCHS	Charleston, W. Va.	580	5000	595
WCHV	Charlottesville, Va.	1450	250	583
WCKY	Cincinnati, Ohio	1530	5000	516
WCLE	Cleveland, Ohio	610	500	517
WCLO	Janesville, Wisc.	1230	250	599
WCLS	Joliet, Ill.	1340	250	410
WCMI	Ashland, Ky.	1340	250	427
WCNC	Elizabeth City, N. C.	1400	250	506
WCNW	Brooklyn, N. Y.	1600	500	484
WCOA	Pensacola, Florida	1370	1000 d., 500 n.	387
WCOC	Meridian, Miss.	910	1000	465
WCOL	Columbus, Ohio	1230	250	519
WCOP	Boston, Mass.	1150	500	443
WCOS	Columbia, S. C.	1400	250	552
WCOU	Lewiston, Me.	1240	250	435
WCOV	Montgomery, Ala.	1240	250	345
WCPO	Cincinnati, Ohio	1230	250	516
WCRV	Chicago, Ill.	1240	250	403
WCSC	Charleston, S. C.	1390	1000	552
WCSH	Portland, Maine	970	5000	437
WDAE	Tampa, Florida	1250	5000	389

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
WIBU	Poynette, Wisc.	1240	250	602
WIBW	Topeka, Kans.	580	5000	425
WIBX	Utica, N. Y.	1230	250	504
WICA	Ashtabula, Ohio	970	1000	515
WICC	Bridgeport, Conn.	600	1000 d., 500 n.	373
WIGM	Medford, Wisc.	1490	250	600
WIL	St. Louis, Mo.	1230	250	469
WILL	Urbana, Ill.	580	5000	412
WILM	Wilmington, Del.	1450	250	377
WIND	Gury, Ind.	560	5000	414
WING	Dayton, Ohio	1410	5000	520
WINN	Louisville, Ky.	1240	250	420
WINS	New York, N. Y.	1000	1000	491
WINX	Washington, D. C.	1340	250 & 50-amp.	378
WIOD-WMBF	Miami, Fla.	610	5000	383
WIP	Philadelphia, Pa.	610	5000	543
WIRE	Indianapolis, Ind.	1430	5000	415
WIS	Columbia, S. C.	560	5000	553
WISE	Asheville, N. C.	1406	250	505
WISH	Indianapolis, Ind.	1310	5000 d., 1000 n.	416
WISN	Milwaukee, Wisc.	1150	5000	601
WITH	Baltimore, Md.	1230	250	439
WIZE	Springfield, Ohio	1340	250	523
WJAC	Johnstown, Pa.	1400	250	538
WJAG	Norfolk, Nebr.	780	1000	474
WJAR	Providence, R. I.	920	5000	551
WJAS	Pittsburgh, Pa.	1320	5000	545
WJAX	Jacksonville, Fla.	930	5000 d., 1000 n.	381
WJBC	Bloomington, Ill.	1230	250	401
WJBK	Detroit, Mich.	1490	250	451
WJBO	Baton Rouge, La.	1150	5000	432
WJBW	New Orleans, La.	1230	250	433
WJBY	Gadsden, Ala.	1240	250	344
WJDX	Jackson, Miss.	1300	5000 d., 1000 n.	464
WJEJ	Hagerstown, Md.	1240	250	440
WJHL	Johnson City, Tenn.	910	1000	560
WJHO	Opelika, Ala.	1400	250	346
WJHP	Jacksonville, Fla.	1240	250	455
WJIM	Lansing, Mich.	1160	20000	407
WJJD	Chicago, Ill.	1240	250	504
WJLS	Beckley, W. Va.	1240	250	602
WJMC	Rice Lake, Wisc.	1450	250	454
WJMS	Ironwood, Mich.	1230	250	390
WJNO	West Palm Beach, Fla.	1230	250	415
WJOB	Hammond, Ind.	1340	250	410
WJPF	Herrin, Ill.	1340	250	463
WJPR	Greenville, Miss.	760	50000	451
WJR	Detroit, Mich.	1230	250	346
WJRD	Tuscaloosa, Ala.	1500	50000	378
WJSV	Washington, D. C.	1240	250	488
WJTN	Jamestown, N. Y.	1240	250	515
WJW	Akron, Ohio	770	50000	493
WJZ	New York, N. Y.	620	5000	607
WKAQ	San Juan, Puerto Rico	870	5000	453
WKAR	East Lansing, Mich.	1360	1000	385
WKAT	Miami Beach, Fla.	1490	250	420
WKBB	Dubuque, Ia.	1410	5000	599
WKBH	La Crosse, Wisc.	570	1000 d., 500 n.	524
WKBN	Youngstown, Ohio	1230	250	537
WKBO	Harrisburg, Pa.	1490	250	417
WKBV	Richmond, Ind.	1520	50000	487
WKBW	Buffalo, N. Y.	1490	250	455
WKBZ	Muskegon, Mich.	1450	250	395
WKEU	Griffin, Ga.	970	5000 d., 1000 n.	390
WKG A	Tampa, Fla.	1450	250	499
WKIP	Poughkeepsie, N. Y.	1400	250	416
WKMO	Kokomo, Ind.	1290	5000	477
WKNE	Keene, N. H.	1490	250	488
WKNY	Kingston, N. Y.	1240	250	518
WKOK	Sunbury, Pa.	1150	250	539
WKPA	New Kensington, Pa.	1400	250	560
WKPT	Kingsport, Tenn.	550	5000 d., 1000 n.	517
WKRC	Cincinnati, Ohio			

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
WDAF	Kansas City, Mo.	610	5000	467
WDAN	Danville, Ill.	1490	250	409
WDAK	West Point, Ga.	1340	250	398
WDAS	Philadelphia, Pa.	1400	250	541
WDAY	Fargo, N. Dak.	970	5000	512
WDBC	Roscanaba, Mich.	1490	250	452
WDBJ	Roanoke, Va.	960	5000	587
WDBO	Orlando, Fla.	580	5000	386
WDEF	Chattanooga, Tenn.	1400	250	559
WDEL	Wilmington, Delaware	1150	5000	378
WDEV	Waterbury, Vt.	550	1000	582
WDGY	Minneapolis, Minn.	1130	5000 d., 1000 n.	459
WDLP	Panama City, Fla.	1230	250	387
WDMJ	Marquette, Mich.	1340	250	455
WDNC	Durham, N. C.	1490	250	506
WDOD	Chattanooga, Tenn.	1310	5000	559
WDRC	Hartford, Conn.	1360	5000	375
WDSM	Superior, Wisc.	1230	250	603
WDSU	New Orleans, La.	1280	5000	433
WDWS	Champaign, Ill.	1400	250	401
WDZ	Tuscola, Ill.	1050	1000	412
WEAF	New York, N. Y.	660	50000	489
WEAN	Providence, R. I.	790	5000	550
WEAU	Eau Claire, Wisc.	1070	5000 d., 1000 n.	598
WEBC	Duluth, Minn.	1320	5000	457
WEBQ	Harrisburg, Ill.	1240	250	410
WEBR	Buffalo, N. Y.	1340	250	486
WEDC	Chicago, Ill.	1240	250	403
WEED	Rocky Mount, N. C.	1450	250	510
WEEI	Boston, Mass.	590	5000	441
WEEU	Reading, Pa.	850	1000	547
WELI	New Haven, Conn.	960	1000	376
WELL	Battle Creek, Mich.	1400	250	449
WEMP	Milwaukee, Wisc.	1340	250	600
WENR	Chicago, Ill.	890	50000	405
WENY	Elmira, N. Y.	1230	250	487
WEOA	Evansville, Ind.	1400	250	413
WERC	Eric, Pa.	1490	250	536
WEST	Easton, Pa.	1400	250	536
WESX	Salem, Mass.	1230	250	448
WEVD	New York, N. Y.	1330	1000	491
WEW	St. Louis, Mo.	770	1000	469
WEXL	Royal Oak, Mich.	1340	250	456
WFAA	Dallas, Tex.	820	50000	568
WFAM	South Bend, Ind.	1230	250	417
WFAS	White Plains, N. Y.	1246	250	504
WFBC	Greenville, S. C.	1330	5000	553
WFBG	Altoona, Pa.	1340	250	535
WFBL	Syracuse, N. Y.	1390	5000	503
WFBM	Indianapolis, Ind.	1260	5000	415
WFBR	Baltimore, Md.	1300	5000	438
WFCI	Pawtucket, R. I.	1420	1000	550
WFDF	Flint, Mich.	910	1000	453
WFEE	Manchester, N. H.	1370	5000	477
WFIG	Sumter, S. C.	1340	250	555
WFIL	Philadelphia, Pa.	560	1000	541
WFHR	Wisconsin Rapids, Wisc.	1340	250	603
WFLA	Tampa, Fla.	970	5000 d., 1000 n.	390
WFMD	Frederick, Md.	930	500	439
WFMJ	Youngstown, Ohio	1450	250	524
WFNC	Fayetteville, N. C.	1370	250	507
WFOR	Hattiesburg, Miss.	1400	250	464
WFOY	St. Augustine, Fla.	1240	250	387
WFPG	Atlantic City, N. J.	1450	250	478
WFTC	Kinston, N. C.	1230	250	509
WFTL	Fort Lauderdale, Fla.	1400	250	381
WFTM	Fort Myers, Fla.	1240	250	381
WFVA	Fredericksburg, Va.	1290	250	583
WGAC	Augusta, Ga.	1240	250	393
WGAL	Lancaster, Pa.	1490	250	538
WGAN	Portland, Me.	560	5000	437
WGAR	Cleveland, Ohio	1480	5000 d., 1000 n.	518

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
WGAU	Athens, Ga.	1340	250	391
WGBB	Freeport, N. Y.	1240	250	487
WGBF	Evansville, Ind.	1280	5000 d., 1000 n.	413
WGBI	Seranton, Pa.	910	1000 d., 500 n.	548
WGBR	Goldsboro, N. C.	1400	250	507
WGCM	Gulfport, Miss.	1240	250	464
WGES	Chicago, Ill.	1390	1000 d., Sun. 500 n.	403
WGGA	Gainesville, Ga.	1240	250	395
WGH	Newport News, Va.	1340	250	584
WGIL	Galesburg, Ill.	1400	250	409
WGKV	Charleston, W. Va.	1490	250	595
WGL	Fort Wayne, Ind.	1450	250	414
WGN	Chicago, Ill.	720	50000	405
WGNC	Gastonia, N. C.	1450	250	507
WGNV	Newburgh, N. Y.	1250	250	488
WGOV	Valdosta, Ga.	1450	250	397
WGPC	Albany, Ga.	1450	250	391
WGR	Buffalo, N. Y.	550	5000 d., 1000 n.	486
WGRB	Grand Rapids, Mich.	1230	250	453
WGRC	New Albany, Ind.	1400	250	416
WGRM	Grenada, Miss.	1240	250	463
WGST	Atlanta, Ga.	920	5000 d., 1000 n.	393
WGTC	Greenville, N. C.	1490	250	508
WGTM	Wilson, N. C.	1340	250	510
WGY	Schenectady, N. Y.	810	50000	500
WHA	Madison, Wisc.	970	5000	599
WHAI	Greenfield, Mass.	1240	250	445
WHAL	Saginaw, Mich.	980	500	456
WHAM	Rochester, N. Y.	1180	50000	499
WHAS	Louisville, Ky.	840	50000	431
WHAT	Philadelphia, Pa.	1340	250	543
WHAZ	Troy, N. Y.	1330	1000	503
WHB	Kansas City, Mo.	880	1000	468
WHBB	Selma, Ala.	1490	250	346
WHBC	Canton, Ohio	1230	250	516
WHBF	Rock Island, Ill.	1270	5000	411
WHBI	Newark, N. J.	1280	2500 d., 1000 n.	480
WHBL	Sheboygan, Wisc.	1330	1000 d., 500 n.	602
WHBQ	Memphis, Tenn.	1400	250	561
WHBU	Anderson, Ind.	1240	250	413
WHBY	Appleton, Wisc.	1230	250	598
WHCU	Ithaca, N. Y.	870	1000	488
WHDF	Calumet, Mich.	1400	250	451
WHDH	Boston, Mass.	850	1000	441
WHDL	Olean, N. Y.	1450	250	497
WHEB	Portsmouth, N. H.	750	1000	478
WHEC	Rochester, N. Y.	1460	1000 d., 500 n.	499
WHFC	Cicero, Ill.	1450	250	408
WHIO	Dayton, Ohio	1290	5000	520
WHIP	Hammond, Ind.	1520	5000	414
WHIS	Bluefield, W. Va.	1440	1000 d., 500 n.	594
WHIZ	Zanesville, Ohio	1240	250	524
WHJB	Greensburg, Pa.	620	250	507
WHK	Cleveland, Ohio	1420	5000	518
WHKC	Columbus, Ohio	640	500	519
WHKY	Hickory, N. C.	1400	250	508
WHLB	Virginia, Minn.	1400	250	462
WHLD	Niagara Falls, N. Y.	1290	1000	497
WHLN	Hurlan, Ky.	1450	250	427
WHLS	Port Huron, Mich.	1450	250	456
WHMA	Anniston, Ala.	1450	250	343
WHN	New York, N. Y.	1050	5000 d., 1000 n.	491
WHO	Des Moines, Ia.	1040	10000	419
WHOM	Jersey City, N. J.	1480	1000 d., 500 n.	479
WHOP	Hopkinsville, Ky.	1230	250	429
WHP	Harrisburg, Pa.	1460	5000 d., 1000 n.	537
WHUB	Cookeville, Tenn.	1400	250	559
WHYN	Holyoke, Mass.	1400	250	445
WIBA	Madison, Wisc.	1310	5000	600
WIBC	Indianapolis, Ind.	1070	3000 d., 1000 n.	415
WIBG	Glenside, Pa.	990	1000	537
WIBM	Jackson, Mich.	1450	250	454

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
WKRO	Calro, Ill.	1490	250	401
WKST	New Castle, Pa.	1280	1000	538
WKWK	Wheeling, W. Va.	1400	250	597
WKY	Oklahoma City, Okla.	930	5000	528
WKZO	Kalamazoo, Mich.	590	1000	454
WLAC	Nashville, Tenn.	1510	50000	563
WLAG	La Grange, Ga.	1240	250	395
WLAK	Lakeland, Fla.	1340	250	383
WLAP	Lexington, Ky.	1450	250	429
WLAV	Grand Rapids, Mich.	1340	250	453
WLAW	Lawrence, Mass.	680	5000	446
WLB	Minneapolis, Minn.	770	5000	459
WLBC	Muncie, Ind.	1340	250	416
WLBJ	Bowling Green, Ky.	1340	250	427
WLBL	Stevens Point, Wisc.	930	5000	603
WLBZ	Bangor, Me.	620	1000 d., 500 n.	435
WLEU	Erle, Pa.	1450	250	536
WLLH	Lowell, Mass.	1400	250	446
WLNH	Laconia, N. H.	1340	250	477
WLOF	Orlando, Fla.	1230	250	386
WLOG	Logan, W. Va.	1230	250	596
WLOK	Lima, Ohio	1240	250	521
WLOL	Minneapolis, Minn.	1330	1000	459
WLPM	Suffolk, Va.	1450	250	587
WLS	Chicago, Ill.	890	50000	407
WLTH	Brooklyn, N. Y.	1430	500	493
WLVA	Lynchburg, Va.	1230	250	584
WLW	Cincinnati, Ohio	700	50000	517
WMAL	Washington, D. C.	630	5000	378
WMAM	Marinette, Wisc.	570	250	600
WMAN	Mansfield, Ohio	1400	250	521
WMAQ	Chicago, Ill.	670	50000	407
WMAS	Springfield, Mass.	1450	250	448
WMAW	Worcester, Mass.	1230	250	448
WMAZ	Macon, Ga.	940	5000	396
WMBC	Detroit, Mich.	1400	250	451
WMBD	Peoria, Ill.	1470	5000 d., 1000 n.	410
WMBF-WIOD	Miami, Fla. (See WIOD, Page 346)	1380	5000 d., 1000 n.	585
WMBG	Richmond, Va.	1450	250	466
WMBH	Joplin, Mo.	1110	5000	408
WMBI	Chicago, Ill.	1110	5000	408
WMBO	Auburn, N. Y.	1340	250	483
WMBR	Jacksonville, Fla.	1400	250	383
WMBS	Uniontown, Pa.	590	1000	549
WMC	Memphis, Tenn.	790	5000 d., 1000 n.	561
WMCA	New York, N. Y.	570	5000 d., 1000 n.	493
WMDF	Greenwood, S. C.	1450	250	555
WMEX	Boston, Mass.	1510	5000	443
WMFD	Wilmington, N. C.	1400	250	510
WMFF	Plattsburg, N. Y.	1340	250	499
WMFG	Hibbing, Minn.	1240	250	458
WMFJ	Daytona Beach, Fla.	1450	250	380
WMFR	High Point, N. C.	1230	250	508
WMGA	Moultrie, Ga.	1400	250	396
WMIN	St. Paul, Minn.	1400	250	462
WMJM	Cordele, Ga.	1490	250	394
WMMN	Fairmont, W. Va.	920	5000	595
WMOB	Mobile, Ala.	1230	250	345
WMOG	Brunswick, Ga.	1490	250	394
WMPC	Lapeer, Mich.	1230	250	455
WMPS	Memphis, Tenn.	1460	1000 d., 500 n.	561
WMRC	Greenville, S. C.	1450	250	553
WMRN	Marion, Ohio	1490	250	521
WMRO	Aurora, Ill.	1280	250	400
WMSD	Muscle Shoals City, Ala.	1450	250	346
WMSL	Decatur, Ala.	1400	250	344
WMT	Cedar Rapids, Ia.	600	5000	418
WMUR	Manchester, N. H.	610	5000 d., 1000 n.	477
WMVA	Martinsville, Va.	1450	250	584
WMWH	Augusta, Ga.	1450	250	393
WNAB	Bridgeport, Conn.	1450	250	373
WNAC	Boston, Mass.	1260	5000	443
WNAD	Norman, Okla.	890	1000	527



Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
WNAX	Yankton, S. D.	570	5000	558
WNBC	New Britain, Conn.	1410	5000 d., 1000 n.	375
WNBK	Binghamton, N. Y.	1490	250	484
WNBH	New Bedford, Mass.	1340	250	447
WNBZ	Saranac Lake, N. Y.	1320	100	500
WNEL	San Juan, Puerto Rico	1320	5000	607
WNEW	New York, N. Y.	1280	5000	493
WNLC	New London, Conn.	1490	250	376
WNOE	New Orleans, La.	1450	250	433
WNOX	Knoxville, Tenn.	990	5000 d., 1000 n.	560
WNYC	New York, N. Y.	830	1000	495
WOAI	San Antonio, Tex.	1200	50000	476
WOC	Davenport, Ia.	1450	250	418
WOCB	Hyannis, Mass.	1240	250	445
WOI	Ames, Ia.	640	5000	418
WOKO	Albany, N. Y.	1460	1000 d., 500 n.	483
WOL	Washington, D. C.	1260	1000	379
WOLF	Syracuse, N. Y.	1490	250	501
WOLS	Florence, S. C.	1230	250	553
WOMI	Owensboro, Ky.	1490	250	431
WOMT	Manitowoc, Wisc.	1240	250	600
WOOD	Grand Rapids, Mich.	1300	5000	454
WOPI	Bristol, Tenn.	1490	250	558
WOR	New York, N. Y.	710	50000	495
WORC	Worcester, Mass.	1310	1000	448
WORD	Spartanburg, S. C.	1400	250	555
WORK	York, Pa.	1350	1000	550
WORL	Boston, Mass.	950	1000	445
WOSU	Columbus, Ohio	570	1000	519
WOV	New York, N. Y.	1130	10000	497
WOW	Omaha, Nebr.	590	5000	475
WOWO	Fort Wayne, Ind.	1190	50000	414
WPAB	Ponce, Puerto Rico	1370	1000	607
WPAD	Paducah, Ky.	1450	250	431
WPAP	Parkersburg, W. Va.	1450	250	596
WPAT	Paterson, N. J.	930	1000	480
WPAX	Thomasville, Ga.	1240	250	397
WPAY	Portsmouth, Ohio	1400	250	521
WPEN	Philadelphia, Pa.	950	5000	543
WPER	DeLand, Fla.	1340	250	380
WPIC	Sharon, Pa.	790	1000	548
WPID	Petersburg, Va.	1240	250	585
WPRA	Mayaguez, Puerto Rico	790	2500 d., 1000 n.	607
WPRO	Providence, R. I.	630	5000	551
WPRP	Ponce, Puerto Rico	1520	5000 d., 1000 n.	607
WPTF	Raleigh, N. C.	680	50000	509
WQAM	Miami, Fla.	560	1000	385
WQAN	Scranton, Pa.	910	1000 d., 500 n.	548
WQBC	Vicksburg, Miss.	1390	1000	465
WQDM	St. Albans, Vt.	1420	1000	582
WQXR	New York, N. Y.	1600	10000	495
WRAK	Williamsport, Pa.	1400	250	549
WRAL	Raleigh, N. C.	1240	250	509
WRAW	Reading, Pa.	1340	250	547
WRBL	Columbus, Ga.	1230	250	394
WRC	Washington, D. C.	980	5000	380
WRDO	Augusta, Me.	1400	250	434
WRDW	Augusta, Ga.	1400	250	394
WREC	Memphis, Tenn.	600	5000	563
WREN	Lawrence, Kans.	1250	5000 d., 1000 n.	425
WRGA	Rome, Ga.	1490	250	396
WRJN	Racine, Wisc.	1400	250	602
WRLC	Toccoa, Ga.	1450	250	397
WRNL	Richmond, Va.	910	1000	586
WROK	Rockford, Ill.	1440	1000 d., 500 n.	411
WROL	Knoxville, Tenn.	620	1000 d., 500 n.	561
WRR	Dallas, Tex.	1310	5000	569
WRUF	Gainesville, Fla.	850	5000	381
WRVA	Richmond, Va.	1140	50000	586
WSAI	Cincinnati, Ohio	1360	5000	517
WSAJ	Grove City, Pa.	1340	250	537

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
WSAM	Saginaw, Mich.	1230	250	456
WSAN	Allentown, Pa.	1470	1000	535
WSAR	Fall River, Mass.	1480	1000	445
WSAU	Wausau, Wisc.	1400	250	603
WSAV	Savannah, Ga.	1340	250	396
WSAY	Rochester, N. Y.	1240	250	500
WSAZ	Huntington, W. Va.	930	1000	596
WSB	Atlanta, Ga.	750	50000	393
WSBC	Chicago, Ill.	1240	250	408
WSBT	South Bend, Ind.	960	500	417
WSFA	Montgomery, Ala.	1440	1000 d., 500 n.	345
WSGN	Birmingham, Ala.	1340	250	343
WSIX	Nashville, Tenn.	1240	250	563
WSJS	Winston-Salem, N. C.	600	1000	511
WSKB	McComb, Miss.	1230	250	465
WSLB	Ogdensburg, N. Y.	1400	250	497
WSLI	Jackson, Miss.	1450	250	464
WSLS	Roanoke, Va.	1490	250	587
WSM	Nashville, Tenn.	650	50000	563
WSMB	New Orleans, La.	1350	5000	433
WSNJ	Bridgeton, N. J.	1240	250	479
WSOC	Charlotte, N. C.	1240	250	506
WSOO	Sault Ste. Marie, Mich.	1230	250	456
WSOY	Decatur, Ill.	1340	250	409
WSPA	Spartanburg, S. C.	950	1000	555
WSPB	Sarasota, Fla.	1450	250	389
WSPD	Toledo, Ohio	1370	5000	524
WSPR	Springfield, Mass.	1270	500	448
WSTP	Salisbury, N. C.	1490	250	510
WSTV	Steubenville, Ohio	1340	250	523
WSUI	Iowa City, Ia.	910	5000 d., 1000 n.	420
WSUN	St. Petersburg, Fla.	620	5000	389
WSVA	Harrisonburg, Va.	550	1000	584
WSVS	Buffalo, N. Y.	1400	250	487
WSYB	Rutland, Vt.	1490	250	582
WSYR	Syracuse, N. Y.	576	1000	503
WTAD	Quincy, Ill.	930	1000	410
WTAG	Worcester, Mass.	580	5000 d., 1000 n.	449
WTAL	Tallahassee, Fla.	1340	250	389
WTAM	Cleveland, Ohio	1100	50000	518
WTAQ	Green Bay, Wisc.	1360	5000	599
WTAR	Norfolk, Va.	790	5000	585
WTAW	College Station, Tex.	1150	1000	567
WTAX	Springfield, Ill.	1240	250	412
WTBO	Cumberland, Md.	820	250	439
WTCM	Traverse City, Mich.	1400	250	456
WTCN	Minneapolis, Minn.	1280	5000 d., 1000 n.	461
WTEL	Philadelphia, Pa.	1340	250	543
WTHT	Hartford, Conn.	1230	250	375
WTIC	Hartford, Conn.	1080	50000	375
WTJS	Jackson, Tenn.	1390	1000	559
WTMA	Charleston, S. C.	1250	1000	552
WTMC	Ocala, Fla.	1490	250	385
WTMJ	Milwaukee, Wisc.	620	5000	601
WTMV	East St. Louis, Ill.	1490	250	409
WTNJ	Trenton, N. J.	1310	500	480
WTOC	Savannah, Ga.	1290	5000 d., 1000 n.	397
WTOL	Toledo, Ohio	1230	250	523
WTBC	Elkhart, Ind.	1340	250	413
WTRY	Troy, N. Y.	980	1000	503
WTSP	St. Petersburg, Fla.	1380	1000 d., 500 n.	387
WVFW	Brooklyn, N. Y.	1430	500	485
WWDC	Washington, D. C.	1400	250	380
WWJ	Detroit, Mich.	950	5000	452
WWL	New Orleans, La.	870	50000	434
WWNC	Asheville, N. C.	570	1000	505
WWNY	Watertown, N. Y.	1300	500	504
WWBL	Woodside, N. Y.	1600	500	505
WWSW	Pittsburgh, Pa.	1490	250	547
WWVA	Wheeling, W. Va.	1170	50000	597
WXYZ	Detroit, Mich.	1270	5000	452

# STATIONS BY CITIES

## ● MAJOR NETWORK AFFILIATIONS ●

Key to Network Abbreviations: C—Columbia Broadcasting System; M—Mutual Broadcasting System; NB—National Broadcasting Co. Blue Network; NR—National Broadcasting Co. Red Network.

City and State	Call Letters	Major Network	City and State	Call Letters	Major Network
Aberdeen, S. D.	KABR	M	Augusta, Me.	WRDO	NB-NR-M
Aberdeen, Wash.	KXRO	M	Aurora, Ill.	WMRO	
Abilene, Texas	KRBC	M	Austin, Texas	KNOW	M
Ada, Okla.	KADA	M-NB		KTBC	
Akron, Ohio (Tallmadge)	WADC	C	Baker, Ore.	KBKR	
	WAKR	NB	Bakersfield, Calif.	KERN	NB
	WJW	M		KPMC	M
Alamosa, Colo.	KGIW		Baltimore, Md.	WBAL	NB-M
Albany, Ga.	WALB			WCAO	C
	WGPC			WCBM	M
Albany, N. Y.	WABY	NB-M		WFBR	NR
	WOKO	C		WITH	
Albany, Oregon	KWIL	M	Bangor, Me.	WABI	C
Albert Lea, Minn.	KATE	M		WLBZ	NB-NR-M
Albuquerque, N. M.	KGGM	C	Batavia, N. Y.	WBTA	
	KOB	NB-NR	Baton Rouge, La.	WJBO	NB
Alexandria, La.	KALB		Battle Creek, Mich.	WELL	NB
Allentown, Pa.	WCBA		Bay City, Mich.	WBCM	NB
	WSAN	NB-NR	Beaumont, Tex.	KFDM	NB
Altoona, Pa.	WFBG	NR		KRIC	
Amarillo, Texas	KFDA	M	Beckley, W. Va.	WJLS	
	KGNC	NR	Bellingham, Wash.	KVOS	M
Ames, Iowa	WOI		Bend, Ore.	KBND	
Anchorage, Alaska	KFQD		Berkeley, Calif.	KRE	
Anderson, Ind.	WHBU		Big Spring, Tex.	KBST	M
Anderson, S. C.	WAIM	C	Billings, Mont.	KGHL	NB-NR
Anniston, Ala.	WHMA		Binghamton, N. Y.	WNBF	C-M
Appleton, Wisc.	WHBY	C	Birmingham, Ala.	WAPI	C
Ardmore, Okla.	KVSO	NB		WBRC	NR
Asbury Park, N. J.	WCAP			WGSN	NB-M
Asheville, N. C.	WISE	NR	Bismarck, N. D.	KFYR	NB-NR
	WWNC	C	Bloomington, Ill.	WJBC	
Ashland, Ky.	WCMI	M	Bluefield, W. Va.	WHIS	NB
Ashland, Wisc.	WATW		Blytheville, Ark.	KLCN	
Ashtabula, Ohio	WICA		Boise, Ida.	KIDO	NB-NR
Astoria, Ore.	KAST		Boone, Iowa	KFGQ	
Atchison, Kans.	KVAK		Boston, Mass.	WAAB	M
Athens, Ga.	WGAU			WBZ	NB
Atlanta, Ga.	WAGA	NB		WBZA	NB
	WATL	M		WCOP	
	WGST	C		WEEI	C
	WSB	NR		WHDH	
Atlantic City, N. J.	WBAB	C		WMEX	
	WFPG			WNAC	NR
Auburn, N. Y.	WMBO			WORL	
Augusta, Ga.	WGAC	NB	Bowling Green, Ky.	WLBJ	
	WMWH		Bozeman, Mont.	KRBM	NB-NR
	WRDW	C	Brady, Texas	KNEL	



City and State	Call Letters	Major Network	City and State	Call Letters	Major Network
Dubuque, Ia.	KDTH		Greensboro, N. C.	WBIG	C
	WKBB	NB	Greensburg, Pa.	WHJB	
Duluth, Minn.	KDAL	C	Greenville, Miss.	WJPR	
	WEBC	NB-NR	Greenville, N. C.	WGTC	
Durango, Colo.	KIUP		Greenwood, Miss.	WGRM	NB
Durham, N. C.	WDNC	C	Greenville, S. C.	WFBC	NR
East Lansing, Mich.	WKAR			WMRC	M
East St. Louis, Ill.	WTMV		Griffin, Ga.	WKUE	
Easton, Pa.	WEST	M	Grove City, Pa.	WSAJ	
Eau Claire, Wis.	WEAU	NB-NR	Gulport, Miss.	WGCM	
El Centro, Calif.	KXO	M	Hagerstown, Md.	WJEJ	M
El Dorado, Ark.	KELD		Hammond, Ind.	WHIP	
Elizabeth City, N. C.	WCNC			WJOB	
Elk City, Okla.	KASA		Harlan, Ky.	WHLN	
Elkhart, Ind.	WTRC		Harrisburg, Ill.	WEBQ	
Elmira, N. Y.	WENY	M	Harrisburg, Pa.	WHP	C
El Paso, Tex.	KROD	C		WKBO	NR-NB-M
	KTSM	NB-NR	Harrisonburg, Va.	WSVA	
Emporia, Kans.	KTSW	M	Hartford, Conn.	WDRG	C
Enid, Okla.	KCRC	M-NB		WTHT	M
Erie, Pa.	WERC			WTIC	NR
	WLEU	NB	Hastings, Nebr.	KHAS	
Escanaba, Mich.	WDBC		Hattiesburg, Miss.	WFOR	NR
Eugene, Ore.	KORE	M	Hazleton, Pa.	WAZL	M
Eureka, Calif.	KIEM	M	Helena, Mont.	KPFA	NB-NR
Evansville, Ind.	WEOA	C	Herrin, Ill.	WJPF	
	WGBF	NB-NR	Hibbing, Minn.	WMFG	C
Everett, Wash.	KRKO	M	Hickory, N. C.	WHKY	NB
Fairbanks, Alaska	KFAR		High Point, N. C.	WMFR	NB
Fairmont, W. Va.	WMMN	C	Hilo, Hawaii	KHCB	C-M
Fall River, Mass.	WSAR	M	Hobbs, N. M.	KWEW	
Fargo, N. D.	WDAY	NB-NR	Holyoke, Mass.	WHYN	
Fayetteville, N. C.	WFNC		Honolulu, Hawaii	KGMB	C-M
Fergus Falls, Minn.	KGDE	NB		KGU	NB-NR
Flint, Mich.	WFDF	NR	Hopkinsville, Ky.	WHOP	
Florence, S. C.	WOLS	M	Hot Springs, Ark.	KTHS	NB
Fond du Lac, Wis.	KFIZ			KWFC	M
Fort Dodge, Ia.	KVFD		Houston, Texas	KPRC	NR
Fort Lauderdale, Fla.	WFTL			KTRH	C
Fort Myers, Fla.	WFTM			KXYZ	NB-M
Fort Smith, Ark.	KFPW		Huntington, W. Va.	WSAZ	
Fort Wayne, Ind.	WGL	NB-NR	Huntsville, Ala.	WBHP	
	WOWO	NB	Huntsville, Tex.	KSAM	
Fort Worth, Tex.	KFJZ	M	Hutchinson, Kans.	KWBG	
	KGKO	NB	Hyannis, Mass.	WOCB	
	WBAP	NR	Idaho Falls, Ida.	KID	
Frederick, Md.	WFMD		Indianapolis, Ind.	WFBM	C
Fredericksburg, Va.	WFVA			WIBC	
Fremont, Mont.	KORN			WIRE	NR
Freeport, N. Y.	WGBB			WISH	
Fresno, Calif.	KARM	C	Iowa City, Iowa	WSUI	
	KMJ	NR	Ironwood, Mich.	WJMS	
Gadsden, Ala.	WJBY	M	Ithaca, N. Y.	WHCU	C
Gainesville, Fla.	WRUF		Jackson, Mich.	WIBM	NB
Gainesville, Ga.	WGGA		Jackson, Miss.	WJDX	NR
Galesburg, Ill.	WGIL			WLSI	NB
Gallup, N. M.	KAWM		Jackson, Tenn.	WTJS	M
Galveston, Texas	KLUF		Jacksonville, Fla.	WJAX	NR
Garden City, Kans.	KIUL			WJHP	NB
Gary, Ind.	WIND	C		WMBR	C
Gastonia, N. C.	WGNC	NB	Jamestown, N. Y.	WJTN	NB
Glendale, Calif.	KIEV		Jamestown, N. D.	KRMC	M
Glenside, Pa.	WIBG		Janesville, Wisc.	WCLO	
Globe, Ariz.	KWJB		Jefferson City, Mo.	KWOS	M
Goldsboro, N. C.	WGBR		Jerome, Ariz.	KCRJ	
Grand Forks, N. D.	KFJM		Jersey City, N. J.	WAAT	
Grand Island, Nebr.	KMMJ			WHOM	
Grand Junction, Colo.	KFXJ	M	Johnson City, Tenn.	WJHL	NB
Grand Rapids, Mich.	WASH		Johnstown, Pa.	WJAC	NR
	WGRB		Joliet, Ill.	WCLS	
	WLAV	M	Jonesboro, Ark.	KBTM	
	WOOD	NB-NR	Joplin, Mo.	WMBH	
Grants Pass, Ore.	KUIN		Juneau, Alaska	KINY	
Great Bend, Kans.	KVGB	M	Kalamazoo, Mich.	WKZO	C
Great Falls, Mont.	KFBB	C	Kalispell, Mont.	KGEZ	
Greeley, Colo.	KFKA	M	Kansas City, Kans.	KCKN	
Green Bay, Wisc.	WTAQ	C	Kansas City, Mo.	KCMO	
Greenfield, Mass.	WHAI	M		KITE	M
				KMBC	C
				WDAF	NR
				WHB	M
			Kearney, Nebr.	KGFW	
			Keene, N. H.	WKNE	C
			Ketchikan, Alaska	KGBU	M
			Kilgore, Texas	KOCA	
			Kingsport, Tenn.	WKPT	NR

City and State	Call Letters	Major Network	City and State	Call Letters	Major Network
Kingston, N. Y.	WKNY		Medford, Wisc.	WIGM	
Kinston, N. C.	WFTC		Memphis, Tenn.	WHBQ	
Klamath Falls, Ore.	KFJL	M		WMC	NR
Knoxville, Tenn.	WBFR	M		WMPS	NB-M
	WNOX	C		WREC	C
	WROL	NB-NR	Merced, Calif.	KYOS	M
Kokomo, Ind.	WKMO		Meridian, Miss.	WCOC	C
Laconia, N. H.	WLNH	M	Miami, Fla.	WIOD	NR
LaCrosse, Wisc.	WKBH	C		WQAM	C
Lafayette, La.	KVOL		Miami Beach, Fla.	WKAT	NB
LaGrange, Ga.	WLAG		Midland, Texas	KRLH	
La Grande, Ore.	KLBM		Miles City, Mont.	KRJF	
LaJunta, Colo.	KOKO		Milwaukee, Wisc.	WEMP	NB
Lake Charles, La.	KPLC			WISN	C
Lakeland, Fla.	WLAJ	NR		WTMJ	NR
Lamar, Colo.	KIDW	NB-NR-M	Minneapolis, Minn.	WCCO	C
Lancaster, Pa.	WGAL	NB		WDGY	M
Lansing, Mich.	WJIM			WLB	
Lapeer, Mich.	WMPC			WLWL	M
Laredo, Tex.	KPAB			WTCN	NB
Las Vegas, Nev.	KENO		Minot, N. D.	KLPM	M
	KFUN	NR	Missoula, Mont.	KGVO	C
Laurel, Miss.	WAML		Mobile, Ala.	WALA	NB-NR
Lawrence, Kans.	KFKU			WMOB	M
	WREN	NB	Modesto, Calif.	KTRB	
Lawrence, Mass.	WLAJ	C	Monroe, La.	KMLB	
Lawton, Okla.	KSWO			KNOE	
Lewiston, Ida.	KRLC		Monterey, Calif.	KDON	M
Lewiston, Me.	WCOU	M	Montgomery, Ala.	WCOV	C
Lexington, Ky.	WLAP	M		WSFA	NR-NB
Lihue, Hawaii	KTOH		Moorhead, Minn.	KVOX	M
Lima, Ohio	WLOK	NR	Morgantown, W. Va.	WAJR	
Lincoln, Nebr.	KFAB	C	Moultrie, Ga.	WMGA	
	KFOR	M	Muncie, Ind.	WLBC	
Little Rock, Ark.	KARK	NR	Muscle Shoals City, Ala.	WMSD	
	KGHI	M	Muskegon, Mich.	WKBB	
	KLRA	C	Muskogee, Okla.	KBIX	M-NB
Logan, Utah	KVNU		Nampa, Ida.	KFXD	
Logan, W. Va.	WLOG		Nashville, Tenn.	WLAC	C
Long Beach, Calif.	KFOX			WSIX	M
	KGER			WSM	NR-NB
Longview, Texas	KFRO		New Albany, Ind.	WGRC	M
Longview, Wash.	KWLK	M	Newark, N. J.	WHBI	
Los Angeles, Calif.	KECA	NB		WOR	M
	KFAC		New Bedford, Mass.	WNBH	M
	KFI	NR	New Britain, Conn.	WNBC	NB
	KFSG		Newburgh, N. Y.	WGNV	
	KFVD		New Castle, Pa.	WKST	
	KFWB		New Haven, Conn.	WELI	M
	KGJF		New Kensington, Pa.	WKPA	
	KHJ	M	New London, Conn.	WNLC	M
	KMPC	C	New Orleans, La.	WDSU	NB
	KMTR			WJBW	
	KNX	C		WNOE	M
	KRKD			WSMB	NR
Louisville, Ky.	WAVE	NR		WWL	C
	WHAS	C	Newport News, Va.	WGH	M
	WINN	NB	New York	WABC	C
Lowell, Ariz.	KSUN			WBNX	
Lowell, Mass.	WLLH	M		WEAF	NR
Lubbock, Texas	KFYO	M		WEVD	
Lufkin, Texas	KRBA			WHN	
Lynchburg, Va.	WLVA	M		WINS	
Macon, Ga.	WBML	M		WJZ	NB
	WMAZ	C		WLTH	
Madison, Wisc.	WHA			WMCA	
	WIBA	NB-NR		WNEW	
Manchester, N. H.	WFEA	NB-NR-M		WNYC	
	WMUR			WOV	
Mandan, N. D.	KGCU	M		WQXR	
Manhattan, Kans.	KSAC		Niagara Falls, N. Y.	WHLI	
Manitowoc, Wisc.	WOMT		Norfolk, Nebr.	WJAG	
Mankato, Minn.	KYSM	NR-NB	Norfolk, Va.	WTAR	NR
Mansfield, Ohio	WMAN		Norman, Okla.	WNAD	
Marion, Ohio	WMRN		Northfield, Minn.	WCAL	
Marquette, Mich.	WDMJ		North Platte, Neb.	KGNF	
Marrinette, Wisc.	WMAM		Oakland, Calif.	KLS	
Marshalltown, Ia.	KFJB			KLX	
Marshfield, Ore.	KOOS	M		KROW	
Martinsville, Va.	WMVA		Ocala, Fla.	WTMC	NB
Marysville, Calif.	KMYC	M	Ogden, Utah.	KLO	NB-M
Mason City, Iowa	KGLO	C	Ogdensburg, N. Y.	WSLB	
Mayaguez, P. R.	WPRA				
McComb, Miss.	WSKB				
Medford, Ore.	KMED	NB-NR			

City and State	Call Letters	Major Network	City and State	Call Letters	Major Network
Oklahoma City, Okla.	KOCY		Rapid City, S. D.	KOBH	
	KOMA	C		WCAT	
	KTOK	NB-M	Reading, Pa.	WEEU	NR
	WKY	NR		WRAW	NR
Okmulgee, Okla.	KHBG		Red Bank, N. J.	WBRB	
Olean, N. Y.	WHDL	NB	Redding, Calif.	KVCV	M
Olympia, Wash.	KGY	M	Reno, Nev.	KOH	NB
Omaha, Nebr.	KOIL	C-M	Rice Lake, Wisc.	WJMC	
	KONB		Richmond, Ind.	WKBV	
	KOWH	NB	Richmond, Va.	WBL	
	WOW	NR		WMBG	NR
Opelika, Ala.	WJHO			WRNL	NB
Orlando, Fla.	WDBO	C		WRVA	C-M
	WLOF	NB	Roanoke, Va.	WDBJ	C
Ottumwa, Iowa	KBIZ	NB		WLSL	M
Owensboro, Ky.	WOMI		Roanoke Rapids, N. C.	WCBT	NB
Paducah, Ky.	WPAD		Rochester, Minn.	KROC	NB-NR
Palestine, Tex.	KNET		Rochester, N. Y.	WHAM	NB
Pampa, Texas	KPDN			WHEC	C
Panama City, Fla.	WDLP			WSAY	M
Paris, Texas	KPLT		Rockford, Ill.	WROK	M
Parkersburg, W. Va.	WPAR	C	Rock Island, Ill.	WHBF	M
Pasadena, Calif.	KPPC		Rock Springs, Wyo.	KVRS	
Paterson, N. J.	WPAT		Rocky Mount, N. C.	WEED	NB
Pawtucket, R. I.	WPCI		Rome, Ga.	WRGA	
Pecos, Texas	KIUN		Roseburg, Ore.	KRNR	M
Pensacola, Fla.	WCOA	NB-NR	Roswell, N. M.	KGPL	
Peoria, Ill.	WMBD	C	Royal Oak, Mich.	WEXL	
Petersburg, Va.	WPID		Rutland, Vt.	WSYB	M
Philadelphia, Pa.	KYW	NR	Safford, Ariz.	KGLU	NR-NB
	WCAU	C	St. Albans, Vt.	WQDM	
	WDAS		St. Augustine, Fla.	WFOY	C
	WFIL	NB-M	St. Cloud, Minn.	KFAM	NB-NR
	WHAT		St. Joseph, Mo.	KFEQ	
	WIP	M	St. Louis, Mo.	KMOX	C
Phoenix, Ariz.	WOEN			KSD	NR
	KPHO	C		KWK	M
	KTAR	NB-NR		KXOK	NB
Pierre, S. D.	KGFX			WEW	
Pine Bluff, Ark.	KOTN	M		WIL	
Pittsfield, Mass.	WBRK	M	St. Paul, Minn.	KSTP	NR
Pittsburg, Kans.	KOAM	NB-NR		WMIN	
Pittsburgh, Pa.	KDKA	NB	St. Petersburg, Fla.	WSUN	NB
	KQV			WTSP	
	WCAE	NR-M	Sacramento, Calif.	KFBK	NB
	WJAS	C		KROY	C
	WWSW	M	Safford, Ariz.	KGLU	NB-NR
Plattsburg, N. Y.	WMFF	NB	Saginaw, Mich.	WHAL	
Pocatello, Ida.	KSEI	NB-NR		WSAM	
Ponca City, Okla.	WBBZ		Salem, Mass.	WESX	
Ponce, Puerto Rico	WPAB		Salem, Ore.	KSLM	M
	WPRP		Salina, Kans.	KSAL	M
Pontiac, Mich.	WCAR		Salina, N. Y.	WAGE	
Poplar Bluff, Mo.	KWOC		Salisbury, Md.	WBOC	
Port Arthur, Tex.	KPAC	M	Salisbury, N. C.	WSTP	M
Port Huron, Mich.	WHLS		Salt Lake City, Utah	KDYL	NR
Portland, Me.	WCSH	NR		KSL	C
	WGAN	C		KUTA	NB
Portland, Ore.	KALE	M	San Angelo, Tex.	KGKL	M
	KBPS		San Antonio, Tex.	KABC	M
	KEX	NB		KMAC	
	KGW	NR		KONO	
	KOIN	C		KTSA	C
	KWJJ			WOAI	NR
	KXL			WFOI	M
Portsmouth, N. H.	WHEB		San Bernardino, Calif.	KFXM	
Portsmouth, Ohio	WPAY	M	San Diego, Calif.	KFMB	
Poughkeepsie, N. Y.	WKIP	NB		KFSO	NB
Powell, Wyo.	KPOW			KGB	M
Poynette, Wis.	WIBU		San Francisco, Calif.	KFRC	M
Prescott, Ariz.	KYCA			KGO	NB
Presque Isle, Me.	WAGM			KJBS	
Price, Utah	KEUB	M		KPO	NR
Providence, R. I.	WEAN	NB-M		KSAN	
	WJAR	NR		KSFO	C
	WPRO	C		KYA	
Provo, Utah	KOVO	M	San Jose, Calif.	KQW	M
Pueblo, Colo.	KGHF	NB	San Juan, P. R.	WKAQ	C
Pullman, Wash.	KWSC			WNL	
Quincy, Ill.	WTAD		San Luis Obispo, Calif.	KVEC	M
Racine, Wisc.	WRJN		Santa Ana, Calif.	KVOE	M
Raleigh, N. C.	WPTF	NR	Santa Barbara, Calif.	KDB	M
	WRAL	M		KTMS	NB
			Santa Fe, N. M.	KVSF	C
			Santa Rosa, Calif.	KSRO	
			Saranac Lake, N. Y.	WNBZ	

City and State	Call Letters	Major Network	City and State	Call Letters	Major Network
Sarasota, Fla.	WSPB		Tucson, Ariz.	KTUC	C
Sault Ste. Marie, Mich.	WSOO			KVOA	NB-NR
Savannah, Ga.	WSAV	NR	Tulsa, Okla.	KOME	M-NB
	WTOC	C		KTUL	C
Schenectady, N. Y.	WGY	NR		KVOO	NR
Scottsbluff, Nebr.	KGKY		Tuscaloosa, Ala.	WJRD	
Scranton, Pa.	WARM	M	Tuscola, Ill.	WDZ	
	WGBI	C	Twin Falls, Ida.	KTFI	NB-NR
	WQAN		Tyler, Texas	KGKB	
Seattle, Wash.	KEVR		Uniontown, Pa.	WMBS	
	KIRO	C	Urbana, Ill.	WILL	
	KJR	NB	Utica, N. Y.	WIBX	C
	KOL	M	Valdosta, Ga.	WGOV	
	KOMO	NR	Valley City, N. D.	KOVQ	
	KRSC		Vancouver, Wash.	KVAN	
	KTW		Vernon, S. D.	KUSD	
	KXA		Vernon, Texas	KVWC	
Sedalia, Mo.	KDRO		Vicksburg, Miss.	WQBC	
Selma, Ala.	WHBB	M	Victoria, Texas	KVIC	
Sharon, Pa.	WPIC		Vincennes, Ind.	WAOV	
Shawnee, Okla.	KGFF	M-NB	Virginia, Minn.	WHLB	C
Sheboygan, Wisc.	WHBL		Visalia, Calif.	KTCK	M
Shenandoah, Ia.	KFNF		Waco, Texas	WACO	M
	KMA	NB	Wallace, Ida.	KWAL	
Sheridan, Wyo.	KWYO		Walla Walla, Wash.	KUJ	
Sherman, Texas	KRRV	M	Washington, D. C.	WINX-WJSV	C
Shreveport, La.	KRMD			WMAL	NB
	KTBS	NR		WOL	M
	KWKH	C		WRC	NR
Siloam Springs, Ark.	KUOA			WWDG	
Sioux City, Ia.	KSCJ	NB	Waterbury, Conn.	WATR	M
	KTRI			WBRV	C
Sioux Falls, S. D.	KELO	NR-NB	Waterbury, Vt.	WDEV	
	KSOO	NB-NR	Watertown, N. Y.	WATN	
South Bend, Ind.	WFAM			WVNY	
	WSBT	C	Watertown, S. D.	KWAT	
Spartanburg, S. C.	WORD	C	Watsonville, Calif.	KHUB	
	WSPA		Wausau, Wisc.	WSAU	
Spokane, Wash.	KFIO		Waycross, Ga.	WAYX	
	KFPY	C	Welch, W. Va.	WBRW	
	KGA	NB	Wenatchee, Wash.	KPQ	M
	KHO	NR	Weslaco, Texas	KRGV	NB-NR-M
Springfield, Ill.	WCBS	NB	West Palm Beach, Fla.	WJNO	C
	WTAX		West Point, Ga.	WDAG	M
Springfield, Mass.	WBZA	NB	West Lafayette, Ind.	WBAA	
	WMAS	C	Wheeling, W. Va.	WKWK	
	WSPR	M		WVVA	C
Springfield, Mo.	KGBX	NB-NR	White Plains, N. Y.	WFAS	
	KWTO		Wichita, Kans.	KANS	NB-NR
Springfield, Ohio	WIZE	NR-NB		KFBI	M
Sterling, Colo.	KGEK			KFH	C
Steuenville, Ohio	WSTV	M	Wichita Falls, Tex.	KWFT	C
Stevens Pt., Wisc.	WLBL		Wilkes-Barre, Pa.	WBAX	M
Stockton, Calif.	KGDM			WBRE	NB-NR
	KWG	NB		WBTH	
Suffolk, Va.	WLPM		Williamson, W. Va.	WBTH	
Sumter, S. C.	WFIG		Williamsport, Pa.	WRAM	
Sunbury, Pa.	WKOK		Willmar, Minn.	KWLM	
Superior, Wisc.	WDSM	M	Wilmington, Del.	WDEL	NR
Sweetwater, Tex.	KXOX			WILM	M
Syracuse, N. Y.	WFBL	C	Wilmington, N. C.	WMFD	NB
	WOLF		Wilson, N. C.	WGTM	
	WSYR	NB	Winona, Minn.	KWNO	M
Tacoma, Wash.	KMO	M	Winston Salem, N. C.	WAIR	M
	KVI	C		WSJS	NR
Tallahassee, Fla.	WTAL		Wisconsin Rapids, Wisc.	WFHR	
Tallmadge, Ohio (Akron)	WADC	C	Wolf Point, Mont.	KGCK	
Tampa, Fla.	WDAE	C	Woodside, N. Y.	WWRL	
	WFLA	NR	Worcester, Mass.	WMAW	
	WGA			WORC	C
Temple, Texas	KTEM	M		WTAG	NR
Terre Haute, Ind.	WBOW	NB-NR		WTAG	NR
Texarkana, Tex.	KCMC	M	Yakima, Wash.	KIT	M
Thomasville, Ga.	WPAX		Yankton, S. Dak.	WNAX	C
Toccoa, Ga.	WRLC		York, Pa.	WORK	NB-NR-M
Toledo, Ohio	WSPD	NR	Youngstown, Ohio	WFMJ	NB
	WTOL	NB		WKBN	C
	WTOL	C	Yuma, Arizona	KYUM	NR-NB
Topeka, Kans.	WIBW		Yuma, Arizona	KYUM	
Traverse City, Mich.	WTCM		Zanesville, Ohio	WHIZ	NB-NR
Trenton, N. J.	WTNJ		Zarephath, N. J.	WAWZ	
Troy, N. Y.	WHAZ				
	WTRY				



# IMPORTANT NOTICE

## REGARDING THE LISTING OF THE 882 STATIONS THAT FOLLOW

### ***Compilation***

In presenting the following list of stations, exacting effort has been made, to produce a compilation which would intelligently reflect the transition after frequency and power revisions went into effect as per North American Regional Broadcast Agreement, March 29, 1941. The listing of power, particularly, presented a problem, and it was only after a consensus of opinion from time buyers, station representatives and broadcasters, that the use of the new frequency and power figures was decided upon.

### ***Power-Frequencies***

While it is mandatory that all stations coming within the realm of the Havana Treaty agreement switch to the newly assigned frequency as of March 29, 1941, new power grants are less stringent in rule as to when they shall be carried out. Inability to obtain suitable equipment, in many cases due to priority national defense orders, means that broadcasters will have to stagger their dates throughout the year. In every case however new frequencies, and power to which the station is entitled, is listed.

### ***Coverage***

Coverage data for respective stations has been supplied by the outlets to the extent of approximately 95 per cent of the total. The remaining five per cent has been compiled from the most authoritative sources available. Radio Annual, however, does not assume responsibility for market data supplied by stations or compiled from other sources. All coverage data listed in connection with outlets whose power is subject to change, is based on the lower wattage and not on the future increase.

### ***U. S. Census***

As an additional service to both time-buyer and broadcaster, U. S. Census for 1940 for all states and counties, also the District of Columbia, is available in this edition of Radio Annual. For all practical purposes and intents these figures may be considered final since any further changes contemplated by the Census Bureau cannot exceed one per cent. To further enhance the value of the Census to the industry, a cross index has been devised. This will be found at the head of each page listing stations by states.

# **KGBX**

**SPRINGFIELD, MO.**

**Now**

**5000 Watts**

**FULL TIME**

Now a basic supplementary of both  
networks of

**RED      N B C      BLUE**

**RALPH FOSTER, General Manager**

**National Representative, John E. Pearson, 360 N. Michigan, Chicago**

# ALABAMA

Population 2,832,961

Number of Radio Homes 376,330

Number of Families 670,111

Auto Registrations 331,860

For 1940 Census data, please turn to page 242

## WHMA

ANNISTON—EST. 1938

FREQUENCY: 1450 Kc. POWER: 250 Watts. OWNED BY: Harry M. Ayers. OPERATED BY: J. Allen Brown. BUSINESS ADDRESS: WHMA Bldg., 14th & Noble Sts. PHONE: 2380-2381. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Unlimited, 6 a.m. to 10:15 p.m. (114 hours weekly). NEWSPAPER AFFILIATION: Anniston Star. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System, NBC Thesaurus. MAINTAINS ARTISTS' BUREAU.

### Personnel

Owner.....Harry M. Ayers  
General Manager.....J. Allen Brown  
Commercial Manager.....A. Lynne Brannen  
Program Director.....Edwin Mullinax  
Artists' Bureau Head.....John Cram  
Chief Engineer.....Vernon Story

### Coverage

	Daytime	Evening
Population—Primary .....	96,000	45,000
Radio Homes— " .....	19,300	10,500
Population—Secondary ..	33,000	12,000
Radio Homes— " .....	6,800	3,500

Source: 1940 U. S. Census; station survey.

## WAPI

BIRMINGHAM—EST. 1922

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1070 Kc. (1170 Kc. Temporarily) POWER: 50,000 Watts. OWNED BY: Alabama Polytechnic Institute, University of Alabama and Alabama College. OPERATED BY: Voice of Alabama, Inc. BUSINESS ADDRESS: Protective Life Bldg. PHONE: 3-8116. STUDIO ADDRESS: 14th floor, same building. TRANSMITTER LOCATION: Sandusky. TIME ON AIR: 5:30 a.m. to 11:30 p.m.; Sundays, 8:00 a.m. to 11:30 p.m. (123½ hours weekly). NEWS SERVICE: United Press.

### Personnel

Owners' Representative.....P. O. Davis  
General Manager.....Thad Holt  
National Sales & Promotion  
Manager.....H. H. Holthouser  
Program Director-Chief  
Announcer.....Lionel Baxter

Production Manager.....Stuart Mims  
Publicity Director.....Mary Bennett  
Musical Director.....Clo McAlpin  
Chief Engineer.....N. S. Hurley

### Coverage

Population—Primary .....	1,141,968
Radio Homes— " .....	155,620
Population—Secondary .....	901,391
Radio Homes— " .....	100,770

Source: Hooper-Holmes Field Survey.

### Representative

Radio Sales

## WBRC

BIRMINGHAM—EST. 1925

NBC—(RED)

FREQUENCY: 960 Kc. POWER: 5000 Watts. OWNED BY: Birmingham Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Bankhead Hotel. PHONE: 3-9293. STUDIO ADDRESS: Bankhead Hotel. TRANSMITTER LOCATION: 2400 Arkadelphia Road, Birmingham. TIME ON THE AIR: 6:00 A.M. to 11:30 P.M. NEWSPAPER AFFILIATION: Birmingham Post. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Standard Radio, Davis & Schwegler.

### Personnel

President.....K. G. Marshall  
Vice President and General Manager.....J. C. Bell  
Secretary-Treasurer.....Eloise Hanna  
Ass't Manager.....John M. Connolly  
Musical Director.....Herbert C. Grieb  
Chief Engineer.....J. C. Bell

### Coverage

	Daytime	Evening
Population—Primary .....	574,829	453,295
Radio Homes— " .....	103,300	88,467
Population—Secondary ..	1,190,285	571,566
Radio Homes— " .....	183,066	103,545

Source: Field intensity survey.

### Representative

Paul H. Raymer Co.

## WSGN

BIRMINGHAM—EST. 1926

NBC (BLUE)

ALABAMA NETWORK

FREQUENCY: 1340 Kc. POWER: 1000 watts. OWNED BY: R. B. Broyles Co. OPERATED

BY: The Birmingham News Co. BUSINESS ADDRESS: Tutwiler Hotel. PHONE: 4-3434. STUDIO ADDRESS: Tutwiler Hotel; Dixie Carleton Hotel. PHONE: 3-1121. TRANSMITTER LOCATION: Druid Hills. TIME ON THE AIR: 6:00 A.M. to 11:00 P. M., daily; 7:00 A.M. to 11:00 P.M., Sundays. CST. NEWSPAPER AFFILIATIONS: The Birmingham News, The Birmingham Age Herald. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: NBC Thesaurus, Lang-Worth, Davis & Schwegerler.

**Personnel**

V-P. and Gen. Mgr. . . . . Henry P. Johnston  
 Chief Engineer . . . . . P. B. Cram  
 Production Manager . . . . . Bill Terry  
 Promotion Manager . . . . . Carl Cannon

**Coverage**

Population—Primary . . . . . 431,493  
 Radio Homes— " . . . . . 85,710  
 Population—Secondary . . . . . 782,267  
 Radio Homes— " . . . . . 124,800  
 Source: U. S. Census 1930.

**Representative**

Headley-Reed Company

**W M S L**

DECATUR—EST. 1935  
 MUTUAL BROADCASTING SYSTEM  
 ALABAMA NETWORK

FREQUENCY: 1400 Kc. POWER: 250 watts. OWNED BY: The Tennessee Valley Broadcasting Co. OPERATED BY: The Tennessee Valley Broadcasting Co. BUSINESS ADDRESS: Mutual Savings Life Bldg. PHONE: 802-3-4. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 12:00 midnight; Sundays, 7:45 A.M. to 12:00 midnight (126 hours weekly). NEWS SERVICE: United Press.

**Personnel**

President-General Manager . . . . M. K. Vickrey  
 Vice-President . . . . . Clarence Calhoun, Jr.  
 Secretary-Treasurer . . . . . Bryan McAfee  
 Sales & Promotion Manager . . . . D. L. Sims  
 Commercial Manager . . . . . Kyle Frazier  
 Program-Production Director . . . . John Boggess  
 Chief Announcer . . . . . Joe Gannon  
 Musical Director . . . . . John Boggess  
 Chief Engineer . . . . . Hudie Brown

**Coverage**

	Daytime	Evening
Population—Primary . . . . .	175,370	75,000
Radio Homes— " . . . . .	24,000	16,000
Population—Secondary . . . . .	487,961	. . . .
Radio Homes— " . . . . .	92,220	. . . .

Mail survey (station); U. S. Census.

**Representative**

Headley-Reed Company

**W A G F**

DOTHAN—EST. 1932

FREQUENCY: 1400 Kc. POWER: 250 watts. OWNED BY: Dothan Broadcasting Co. OPERATED BY: Dothan Broadcasting Co. BUSINESS ADDRESS: 204½ E. Main St. PHONE: 1430. STUDIO ADDRESS: 204½ E. Main St. TRANSMITTER LOCATION: Headland-Alabama Highway. TIME ON THE AIR: 7:00 A.M. to local sunset. NEWS SERVICE: Transradio press. TRANSCRIPTION SERVICE: Standard Radio.

**Personnel**

Station Manager . . . . . Julian C. Smith  
 Commercial Manager . . . . . Fred Moseley  
 Program Director-Chief  
 Announcer . . . . . Samuel Hall  
 Publicity Director . . . . . Carl Shellgrove  
 Chief Engineer . . . . . John T. Hubbard

**Coverage**

Population—Primary . . . . . 380,000  
 Radio Homes— " . . . . . 45,000  
 Source: Station estimate.

**Representative**

Burn-Smith Co.

**W J B Y**

GADSDEN—EST. 1928

MUTUAL BROADCASTING SYSTEM  
 ALABAMA NETWORK

FREQUENCY: 1240 Kc. POWER: 250 watts. OWNED BY: Gadsden Broadcasting Co., Inc. OPERATED BY: Gadsden Broadcasting Co., Inc. BUSINESS ADDRESS: 108 Broad St. PHONE: 88. STUDIO ADDRESS: 108 Broad St. TRANSMITTER LOCATION: 108 Broad St. TIME ON THE AIR: 7:00 A.M. to 9:30 P.M.; Sundays, 9:00 A.M. to 9:00 P.M. NEWS SERVICE: Transradio Press.

**Personnel**

President . . . . . B. H. Hopson  
 Station Manager . . . . . J. W. Buttram  
 Chief Engineer . . . . . William Pigg

**Representative**

Sears & Ayer.

**W B H P**

HUNTSVILLE—EST. 1937

FREQUENCY: 1230 Kc. POWER: 250 watts. OWNED BY: W. H. Pollard. OPERATED BY: W. H. Pollard. BUSINESS ADDRESS: Time's

Bldg. PHONE: 313. STUDIO ADDRESS: Time's Bldg. TRANSMITTER LOCATION: 1½ miles west of Huntsville. TIME ON THE AIR: Unlimited license. TRANSCRIPTION SERVICE: NBC Thesaurus.

**Personnel**

President-Station Mgr. . . . . W. H. Pollard

**W A L A**

MOBILE—EST. 1930

NATIONAL BROADCASTING CO.

FREQUENCY: 1410 Kc. POWER: 1000 watts, d.; 500 watts, n. (C. P. 5000 watts, unlimited license). OWNED BY: W. O. Pape. OPERATED BY: Pape Broadcasting Company. BUSINESS ADDRESS: 106 St. Joseph St. PHONE: Dexter 5893-4. STUDIO ADDRESS: 106 St. Joseph St. TRANSMITTER LOCATION: Near Mobile. TIME ON THE AIR: 6:00 A.M. to 11:00 P.M. MAINTAINS ARTISTS' BUREAU. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: NBC Thesaurus.

**Personnel**

General Manager . . . . . W. O. Pape  
 Assistant Manager . . . . . J. H. Hunt  
 Sales Manager . . . . . H. K. Martin  
 Chief Announcer-Artists' Bureau  
 Head-Musical Director . . . . . Jack Lewis  
 Chief Engineer . . . . . R. M. Cole

**Coverage**

Population—Primary . . . . . 215,000  
 Radio Homes— " . . . . . 31,800  
 Population—Secondary . . . . . 390,000  
 Radio Homes— " . . . . . 48,500

Source: Station estimate.

**Representative**

John H. Perry Associates

**W M O B**

MOBILE—EST. 1939

ALABAMA NETWORK

FREQUENCY: 1230 Kc. POWER: 250 watts. OWNED BY: S. B. Quigley. OPERATED BY: S. B. Quigley. BUSINESS ADDRESS: 600 St. Louis St. Belmont 2581. STUDIO ADDRESS: 600 St. Louis St. TRANSMITTER LOCATION: 600 St. Louis St. TIME ON THE AIR: 7:00 A. M. to 10:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System.

**Personnel**

Owner-Manager . . . . . S. B. Quigley  
 Commercial Manager . . . . . F. E. Busby  
 Program Director . . . . . Byron Jenkins

**Coverage\***

Population—Primary . . . . . 300,000  
 Radio Homes— " . . . . . 60,000

\* Primary area covers a 40-mile radius; secondary area covers a 75-mile radius.

Source: Station estimate.

**W C O V**

MONTGOMERY—EST. 1939

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1240 Kc. POWER: 250 watts. OWNED BY: Capital Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 2 Montgomery St. PHONE: Cedar 3301-2. STUDIO ADDRESS: Exchange Hotel. PHONE: Cedar 1126. TRANSMITTER LOCATION: Narrow Lane Road. TIME ON THE AIR: 6:00 A.M. to 12:00 midnight; Sundays, 6:30 A.M. to 12:00 midnight (125½ hours weekly). NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Standard Radio.

**Personnel**

Manager . . . . . G. W. Covington, Jr.  
 Executive Secretary . . . . . Evelyn B. Robinson  
 Sales Manager . . . . . R. B. Raney  
 Program-Musical Director . . . . . Weston Britt  
 Publicity Director . . . . . John C. Hughes  
 Chief Announcer . . . . . Wallace Beecham  
 Chief Engineer . . . . . James Brewer

**Coverage**

Population—Primary . . . . . 104,310  
 Radio Homes— " . . . . . 23,180  
 Population—Secondary . . . . . 191,565  
 Radio Homes— " . . . . . 42,570

Source: Station estimate.

**Representative**

Sears & Ayer

**W S F A**

MONTGOMERY—EST. 1930

NATIONAL BROADCASTING CO.

(Red & Blue)

FREQUENCY: 1440 Kc. POWER: 1000 watts, d.; 500 watts, n. OWNED BY: Montgomery Broadcasting Co., Inc. OPERATED BY: Montgomery Broadcasting Co., Inc. BUSINESS ADDRESS: Jefferson Davis Hotel. PHONE: Cedar 5880. STUDIO ADDRESS: Jefferson Davis Hotel. TRANSMITTER LOCATION: Narrow Lane Road. TIME ON THE AIR: 6:00 A.M. to 12:00 midnight. NEWSPAPER AFFILIATION: Montgomery Advertiser. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: NBC Thesaurus.

**Personnel**

President . . . . . Howard E. Pill  
 Local Sales Manager . . . . . John B. DeMotte  
 Publicity Director . . . . . M. E. Price  
 Musical Director . . . . . E. Caldwell Stewart  
 Chief Engineer . . . . . Paul B. Duncan

**Coverage**

Population—Primary . . . . . 340,000  
 Radio Homes— " . . . . . 76,000

Source: Station estimate.

**Representative**

Headley-Reed Co.

# W M S D

MUSCLE SHOALS CITY—EST. 1933

ALABAMA NETWORK

FREQUENCY: 1450 Kc. POWER: 250 watts. OWNED BY: Muscle Shoals Broadcasting Corp. OPERATED BY: Muscle Shoals Broadcasting Corp. BUSINESS ADDRESS: 620 East Second St. PHONE: 181. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 10:15 P.M. NEWS SERVICE: United Press.

## Personnel

General Manager.....Joe Van Sandt  
Program-Musical Director.....James Connolly  
Chief Announcer.....George Martin  
Chief Engineer.....Maurice McKinney

## Coverage

	Daytime	Evening
Population—Primary . . . . .	134,561	75,000
Radio Homes— " . . . . .	13,500	8,500
Population—Secondary . . . . .	222,000	102,000
Radio Homes— " . . . . .	21,600	10,200

Source: Station estimate.

## Representative

Sears & Ayer

# W J H O

OPELIKA—EST. 1940

FREQUENCY: 1400 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: Yetta G. Sanford, C. S. Shealy, Thomas D. Sanford, Jr. and J. H. Ord d/b as Opelika-Auburn Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 1400 Auburn Road. PHONE: 750-1. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Unlimited license (107 hours weekly). NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

## Personnel

General Manager.....J. H. Orr  
Program Director.....Hugh Webb  
Production Manager.....Kenneth Vance  
Chief Announcer.....Mal Richards  
Chief Engineer.....R. B. Wilds

## Coverage

Population—Primary . . . . .	186,000
Radio Homes— " . . . . .	97,876
Population—Secondary . . . . .	500,000
Radio Homes— " . . . . .	.....

Source: Station estimate.

## Representative

Associated Radio Sales

# W H B B

SELMA—EST. 1935

FREQUENCY: 1490 Kc. POWER: 250 watts. OWNED BY: Selma Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Box 26. PHONE: 1233. STUDIO ADDRESS: 209 Washington St. TRANSMITTER LOCATION: Highway 80 (2 miles from town). TIME ON THE AIR: 7:00 A.M. to 10:00 P.M. (unlimited). NEWS SERVICE: Transradio Press.

## Personnel

President.....B. H. Hopson  
Vice-President-Station Mgr.....Julien Smith, Jr.  
Chief Engineer.....Sidney Spencer

## Coverage

Population—Primary . . . . .	174,000
Radio Homes— " . . . . .	25,600

Source: Station estimate.

# W J R D

TUSCALOOSA—EST. 1936

ALABAMA NETWORK

FREQUENCY: 1230 Kc. POWER: 250 watts. OWNED BY: James R. Doss, Jr. OPERATED BY: James R. Doss, Jr. BUSINESS ADDRESS: First National Bank Bldg. PHONE: 4464-3600. STUDIO ADDRESS: First National Bank Bldg. TRANSMITTER LOCATION: Greensboro Road opposite Jug Factory Rd. TIME ON THE AIR: 6:00 A.M. to 10:00 P.M. NEWS SERVICE: International News Service. MAINTAINS ARTIST BUREAU. TRANSCRIPTION SERVICE: World Broadcasting System.

## Personnel

Manager.....J. L. Doss  
Commercial Manager.....J. Ed Reynolds  
Program-Musical Director.....Wilhelmina Quarles  
Production Manager-Chief  
Announcer.....Alfred Owens  
Chief Engineer.....Fred James

## Coverage

	Daytime	Evening
Population—Primary . . . . .	365,000	190,000
Radio Homes— " . . . . .	78,000	38,000
Population—Secondary . . . . .	525,000	210,000
Radio Homes— " . . . . .	92,000	54,000

Source: Station estimate.

## Representative

Headley-Reed Company  
(for Alabama Network)

# ARIZONA

Population 499,261

Number of Radio Homes 99,420

Number of Families 130,020

Auto Registrations 135,000

*For 1940 Census data, please turn to page 243*

## K W J B

GLOBE—EST. 1938

ARIZONA BROADCASTING CO.

FREQUENCY: 1240 Kc. POWER: 250 watts.  
OWNED BY: Sims Broadcasting Co. OPERATED BY: Same. BUSINESS OFFICE: Globe. PHONE: 41. STUDIO ADDRESS: Hotel Globe. TRANSMITTER LOCATION: 1 mile south of Globe. TIME ON THE AIR: 8:00 A.M. to 10:00 P.M. (14 hours daily). NEWS SERVICE: United Press.

### Personnel

Owner-Manager.....Bartley T. Sims  
Sales Manager.....Gordon Dennis  
Program Director-Chief  
Announcer.....Chester Doll  
Publicity Director.....Emma Henderson  
Musical Director.....Elgin McCarty  
Chief Engineer.....Arthur Turnrose

### Coverage

Population—Primary ..... 55,000  
Radio Homes— " ..... 13,745

## K C R J

JEROME—EST. 1930

ARIZONA BROADCASTING CO.

FREQUENCY: 1340 Kc. POWER: 250 watts.  
OWNED BY: Central Arizona Broadcasting Co. OPERATED BY: Central Arizona Broadcasting Co. BUSINESS ADDRESS: 811 Main St. PHONE: 88. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 9:00 P.M. (92 hours weekly). NEWS SERVICE: Transradio Press TRANSCRIPTION SERVICE: C. P. MacGregor.

### Personnel

President.....Della Tovrea Stuart  
Manager.....Howard Kuhn  
Program Director.....Marian Kuhn  
Chief Announcer.....Charles Bennett  
Chief Engineer.....D. E. Towne

### Coverage

	Daytime	Evening
Population—Primary .....	102,200	50,020
Radio Homes— " .....	16,160	12,500
Population—Secondary .	103,700	2,000
Radio Homes— " .....	25,340	500

Source: Station Survey.

### Representative

Paul H. Raymer Co.

## K S U N

BISBEE-DOUGLAS—EST. 1933

ARIZONA NETWORK

FREQUENCY: 1230 Kc. POWER: 250 watts.  
OWNED BY: Copper Elec. Co., Inc. OPERATED BY: Same. BUSINESS ADDRESS: Lowell Station, Bisbee. PHONE: Bisbee 9. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: between Bisbee and Douglas. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. NEWS SERVICE: Transradio Press.

### Personnel

President.....James S. Maffeo  
Station & Commercial Mgr.....Carleton W. Morris  
Sales Manager.....Gerald O'Brien  
Program Director.....Esther Morris  
Production Manager.....Melvin Cody  
Publicity Director.....William Cody  
Chief Engineer.....John G. Gould

### Coverage

	Daytime	Evening
Population—Primary .....	40,000	24,000
Radio Homes— " .....	9,000	6,000
Population—Secondary .	80,000	30,000
Radio Homes— " .....	18,000	8,000

Source: Station survey; U.S. Census.

### Representative

John Blair & Company

## K O Y

PHOENIX—EST. 1921 (as KFCB)

1929 (as KOY)

COLUMBIA BROADCASTING SYSTEM  
THE ARIZONA NETWORK

FREQUENCY: 550 Kc. POWER: 1000 watts.  
OWNED BY: Salt River Valley Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 838 N. Central. PHONE: 4-4144. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Camelback Road & 12th St. TIME ON THE AIR: 6:00 A.M. to 12:00 Midnight. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: World Transcription Service.

### Personnel

President.....William A. Baldwin  
Business Manager.....Albert D. Johnson

Station Manager ..... Fred A. Palmer  
 Chief Announcer ..... Joe Dana  
 Program Director ..... Jack Williams  
 Publicity Director ..... Les Mawhinney  
 Musical Director ..... Alfred Becker  
 Chief Engineer ..... Robert Thompson

**Coverage**

Population—Primary ..... 190,200  
 Radio Homes— " ..... 32,770  
 Population—Secondary ..... 250,500  
 Radio Homes— " ..... 33,000

Source: CBS Listener and Dealer Study.

**Representative**

John Blair & Company

**K P H O**

PHOENIX—EST. 1940

FREQUENCY: 1230 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: M. C. Reese. OPERATED BY: M. C. Reese. BUSINESS ADDRESS: First National Bank Bldg. PHONE: 3-3197. STUDIO ADDRESS: 2323 Buckeye Rd. TRANSMITTER LOCATION: 2323 Buckeye Rd. TIME ON THE AIR: 6:00 A.M. to 12:00 midnight (126 hours weekly). NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Associated Music Publishers.

**Personnel**

Executive Manager ..... M. C. Reese  
 Station Manager ..... J. C. Sweeney  
 Sales Manager ..... F. M. Markley  
 Commercial Manager ..... Sheron Stanford  
 Program Director ..... Howard Seitz  
 Chief Engineer ..... F. Belcher

**Coverage**

Population—Primary ..... 120,000  
 Population—Secondary ..... 192,000

**K T A R**

PHOENIX—EST. 1922

NBC (Red and Blue)

ARIZONA BROADCASTING CO.

FREQUENCY: 620 Kc. POWER: 5000 watts. OWNED BY: KTAR Broadcasting Co. OPERATED BY: KTAR Broadcasting Co. BUSINESS ADDRESS: "Atop the Heard Bldg." PHONE: 4-4161. STUDIO ADDRESS: "Atop the Heard Bldg." TRANSMITTER LOCATION: 36th St. & Thomas Rd. TIME ON THE AIR: 6:30 A.M. to 12:00 Midnight NEWSPAPER AFFILIATIONS: The Arizona Republic (morning), Phoenix Gazette (evening), The Arizona Weekly Gazette. NEWS SERVICE: United Press, International News Service. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICES: NBC Thesaurus, Standard Radio Library and C. P. MacGregor.

**Personnel**

President ..... Sam Kahan  
 General Manager ..... Dick Lewis  
 Commercial Manager ..... J. R. Heath  
 Assistant Commercial Manager ..... J. E. Miller  
 Program Director ..... J. Howard Pyle  
 Production Manager ..... James Creasman  
 Sales Promotion Manager ..... K. M. Pennington  
 Artists' Bureau Head ..... Faye Meyerson  
 Publicity Director ..... Francis Connolly  
 Chief Announcer ..... A. C. Anderson  
 Musical Director ..... Paul Giroux  
 Sports Editor ..... Myron Drake  
 Traffic Manager ..... Harper Miller  
 Drama Director ..... Milton Sacks  
 Chief Engineer ..... A. C. Anderson

**Coverage**

Population—Primary ..... 400,000  
 Radio Homes— " ..... 60,000  
 Population—Secondary ..... 95,000  
 Radio Homes— " ..... 19,000

Source: U. S. Census 1930; Joint Committee; 1940 Census Estimate.

**Representative**

Paul H. Raymer Company

**K Y C A**

PRESCOTT—EST. 1939

ARIZONA BROADCASTING CO.

FREQUENCY: 1490 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: Southwest Broadcasting Co. OPERATED BY: Southwest Broadcasting. BUSINESS ADDRESS: East Gurdy St. PHONE: 244. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 103 hours weekly. NEWS-PAPER AFFILIATION: Arizona Republic & Gazette. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: NBC Thesaurus.

**Personnel**

President-Station Manager ..... Albert Stetson  
 Program Director ..... Mucio Delgado  
 Production Manager ..... Rex Bowan  
 Publicity Director ..... Laura Marston  
 Chief Announcer ..... Fred Blackburn  
 Musica Director ..... Art Willcox  
 Chief Engineer ..... Norman H. Dewes

**Coverage**

Population—Primary ..... 26,000  
 Radio Homes— " ..... 3,500  
 Radio Homes—Secondary ..... 2,200

Source: Station estimate.

**Representative**

Paul H. Raymer Co.



# K G L U

SAFFORD—EST. 1938

NATIONAL BROADCASTING CO.  
ARIZONA BROADCASTING CO.

FREQUENCY: 1450 Kc. POWER: 250 watts.  
OWNED BY: Gila Broadcasting Co. OPERATED BY: Same. BUSINESS AND STUDIO ADDRESS: Sixth Ave. and Relation St. PHONE: Safford 15. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. (111 hours weekly) NEWS SERVICE: United Press. NEWSPAPER AFFILIATION: Safford Daily News. TRANSCRIPTION SERVICES: Standard Radio.

## Personnel

President.....Louis F. Long  
General Manager.....Paul Merrill  
Program Director.....Norman Harrington  
Chief Announcer.....Lester McBride  
Musical Director.....Alberta Hunt  
Chief Engineer.....August Brieske

## Coverage

Population—Primary .....	25,000
Radio Homes— " .....	5,000
Population—Secondary .....	45,000
Radio Homes— " .....	10,000

## Representative

Paul H. Raymer Co.

# K T U C

TUCSON—EST. 1929

COLUMBIA BROADCASTING SYSTEM  
ARIZONA NETWORK

FREQUENCY: 1400 Kc. POWER: 250 watts.  
OWNED BY: Tucson Broadcasting Co. OPERATED BY: Tucson Broadcasting Co. BUSINESS ADDRESS: Box 390. STUDIO ADDRESS: 142 S. 6th Ave. PHONE: 5800. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:30 A.M. to 11:15 P.M. (17 hours daily) NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System.

## Personnel

President.....Ralph W. Bilby  
Station Manager.....John C. Merlino  
Sales Manager.....Victor Gillard  
Program Director.....Mac C. Matheson  
Chief Announcer.....Tom Hotchkiss  
Musical Director.....Keith Loftfield  
Chief Engineer.....Clifford Livingston

## Coverage

	Daytime	Evening
Population—Primary .....	75,000	55,000
Radio Homes— " .....	9,700	8,500
Population—Secondary .....	60,000	45,000
Radio Homes— " .....	8,300	7,800

Source: Joint Committee.

# K V O A

TUCSON—EST. 1929

NATIONAL BROADCASTING COMPANY

FREQUENCY: 1290 Kc. POWER: 1000 watts.  
OWNED BY: Arizona Broadcasting Co. OPERATED BY: Arizona Broadcasting Co. BUSINESS ADDRESS: P. O. Box 2911. PHONE: 3703. STUDIO ADDRESS: 48 East Broadway. TRANSMITTER LOCATION: 10th and Lee. TIME ON THE AIR: 6:00 A.M. to 11:00 P.M., daily; 7:00 A.M. to 11:00 P.M. Sundays; NEWS SERVICES: United Press, International News Service TRANSCRIPTION SERVICE: NBC Thesaurus.

## Personnel

General Manager.....R. B. Williams  
Sales Director.....S. H. Schaeffer  
Program Director.....Andrew White  
Technical Director.....Leonard L. Nalley

## Representative

Paul H. Raymer Co.

# K Y U M

YUMA—EST. 1940

NATIONAL BROADCASTING CO.  
ARIZONA BROADCASTING CO.

FREQUENCY: 1240 Kc. POWER: 250 watts.  
OWNED BY: Yuma Broadcasting Co. OPERATED BY: Yuma Broadcasting Co. BUSINESS ADDRESS: 19th Avenue & First St. PHONE: 88. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. NEWS SERVICES: United Press, International News Service. TRANSCRIPTION SERVICES: Standard Radio, NBC Thesaurus

## Personnel

President.....John H. Huber  
Station Manager.....G. E. Akers  
Commercial Manager.....George D. Smirl  
Program Director-Chief  
Announcer.....Clark Watterson  
Publicity Director.....Crystal Thomas  
Musical Director.....Irene Belzer  
Chief Engineer.....L. B. Shaw

## Coverage

	Daytime	Evening
Population—Primary .....	75,000	25,000
Population—Secondary .....	50,000	....

Source: Station survey.

## Representative

Paul H. Raymer Company

# ARKANSAS

Population 1,949,387

Number of Radio Homes 252,760

Number of Families 494,716

Auto Registrations 252,744

*For 1940 Census data, please turn to page 243*

## K L C N

**BLYTHERVILLE—EST. 1923**

FREQUENCY: 1320 Kc. POWER: 100 watts. OWNED BY: Fred O. Grimwood. OPERATED BY: Same. BUSINESS ADDRESS: Railroad & Walnut Sts. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:00 A.M. to local sunset. NEWS SERVICE: Transradio Press.

### Personnel

President.....Fred O. Grimwood  
Station Manager.....Cleo Garner  
Sales Manager.....Algie Bishop  
Chief Announcer.....Melvin Unger

### Coverage

Population—Primary ..... 190,700  
Radio Homes— " ..... 32,000  
Population—Secondary ..... 256,000  
Radio Homes— " ..... 60,000

Source: Engineering survey; Joint Committee.

## K E L D

**EL DORADO—EST. 1935**

**ARKANSAS NETWORK**

FREQUENCY: 1400 Kc. POWER: 250 watts. OWNED BY: Radio Enterprises, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 212 Exchange Bldg. PHONE: 1313-4. STUDIO ADDRESS: Country Club Colony. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 10:00 P.M. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: World Broadcasting System.

### Personnel

President .....R. E. Meinert  
Vice-President.....G. E. Zimmerman  
Station Manager .....F. E. Bolls  
Assistant Manager.....Ewing Canaday  
Chief Engineer.....John Riley

### Representative

Joseph Hershey McGillvra.

## K F P W

**FORT SMITH—EST. 1930**

**ARKANSAS NETWORK**

FREQUENCY: 1400 Kc. POWER: 250 watts. OWNED BY: Southwestern Hotel Co. OPERATED BY: Same. BUSINESS ADDRESS: Goldman Hotel. PHONE: 4106-7-7069. STU-

DIO ADDRESS: Same. TRANSMITTER LOCATION: Albert Pike & Kelly Highway. TIME ON THE AIR: 6:30 A.M. to 10:00 P.M. (104 hours weekly). NEWS SERVICE: United Press. TRANSCRIPTION SERVICES: NBC Thesaurus & Standard Radio. MAINTAINS ARTISTS' BUREAU.

### Personnel

President.....John A. England  
Station Manager.....Dorothy A. Gibson  
Commercial Manager .....Jimmie Barry  
Chief Announcer.....Bill Slaters  
Musical Director.....Afton Blake  
Chief Engineer.....D. W. Hoisington

## K W F C

**HOT SPRINGS—EST. 1940**

FREQUENCY: 1340 Kc. POWER: 250 watts. OWNED BY: Clyde E. Wilson and Howard A. Shuman d/b as Hot Springs Broadcasting Co. BUSINESS ADDRESS: 819½ Central Ave. PHONE: 413, 412. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:00 A.M. to 12:00 Midnight. NEWS SERVICE: United Press TRANSCRIPTION SERVICE: NBC Thesaurus

### Personnel

Station Manager.....Howard A. Shuman  
Commercial Manager.....Frank Rough  
Program Director-Chief  
Announcer.....Jack J. Wolever  
Production Manager.....Ward Hatcher  
Musical Director.....Doc Warren  
Chief Engineer.....James Beall Eschwege

## K T H S

**HOT SPRINGS—EST. 1924**

**NBC (RED and BLUE)**

FREQUENCY: 1090 Kc. POWER: 50,000 watts. OWNED BY: H. S. Chamber of Commerce. OPERATED BY: Chamber of Commerce. BUSINESS ADDRESS: 135 Benton St. PHONE: 1160. STUDIO ADDRESS: 135 Benton St. PHONE: 887. TRANSMITTER LOCATION: Malvern Highway. TIME ON THE AIR: 6:00 A.M. to Local Sunset, 8:00 P.M. to Midnight daily. NEWS SERVICE: Associated Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Davis & Schwegler.

### Personnel

Chairman, C of C. Radio Board..Lewis Brenner  
General Manager.....John I. Prosser

Program Director.....Ewald Kockritz  
 Director of Women's  
 Program.....Hazel Jacobs Konig  
 Chief Engineer .....J. Clinton Norman

**Coverage**

	Daytime	Evening
Population—Primary ....	147,600	248,489
Radio Homes— " .....	20,740	33,140
Population—Secondary .	989,245	1,078,256
Radio Homes— " .....	118,400	152,100

Source: Field intensity survey and mail analysis.

**Representative**

John Blair & Co.

**K B T M**

JONESBORO—EST. 1930  
 ARKANSAS NETWORK

FREQUENCY: 1230 Kc. POWER: 250 watts.  
 OWNED BY: Jay P. Beard. OPERATED BY:  
 Regional Broadcasting Co. BUSINESS AD-  
 DRESS: 104½ W. Washington. PHONE: 589.  
 STUDIO ADDRESS: Same. PHONE: 866.  
 TRANSMITTER LOCATION: State College Air-  
 port. TIME ON THE AIR: 6:00 A.M. to 10:00  
 P.M. (112 hours weekly). NEWS SERVICE:  
 Transradio Press. TRANSCRIPTION SERVICE:  
 Standard Radio.

**Personnel**

President-General Manager.....J. P. Beard  
 Program Director.....Martha Jean Booker  
 Production Manager.....Veda Beard  
 Chief Announcer.....Franklin Metzner  
 Chief Engineer.....J. C. Warren

**Coverage**

	Daytime	Evening
Population—Primary ....	150,117	100,078
Radio Homes— " .....	34,911	23,274
Population—Secondary .	334,506	223,004
Radio Homes— " .....	77,792	51,862

Source: Mail response survey; Joint Com-  
 mittee.

**K A R K**

LITTLE ROCK—EST. 1931

NBC (Southwest Red)

ARKANSAS NETWORK

SOUTHCENTRAL QUALITY GROUP

FREQUENCY: 920 Kc. POWER: 5000 watts,  
 OWNED BY: Ark. Radio & Equipment Co.  
 OPERATED BY: Ark. Radio & Equipment Co.  
 BUSINESS ADDRESS: 11th Floor, Union Life  
 Bldg. PHONE: 2-1841; LD-224. STUDIO AD-

★ **ARKANSAS MARKET!**

★ **REACH THE**

*through KARK*

LITTLE ROCK, ARKANSAS

With 5,000 watts day and night from RCA DeLuxe Transmitter—KARK is the NBC Red outlet for Arkansas, and the *only* NBC *full-time* station in the state. 890 Kc., in the center of the dial where it counts. (920 Kc. after reallocation). In the Arkansas market, KARK has the listeners!



Member of  
 South Central Quality Network:  
 KARK, WMC, KWKH, KTBS, WSMB, WJDX

★ **KARK** LITTLE ROCK  
 ARKANSAS

Arkansas Radio and Equipment Co.  
 Ed Zimmerman, Vice-President and General Manager

NATIONAL REPRESENTATIVES:  
**EDWARD PETRY & CO.**  
 NEW YORK CHICAGO DETROIT  
 ST. LOUIS LOS ANGELES  
 SAN FRANCISCO

DRESS: Same. TRANSMITTER LOCATION: North Little Rock. TIME ON THE AIR: 6:00 A.M. to Midnight. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: World Broadcasting System.

**Personnel**

V-P. and Gen. Mgr. . . . . G. E. Zimmerman  
 Commercial Manager . . . . . C. K. Beaver  
 Program-Musical Director . . . . . Paul Godt  
 Publicity Director . . . . . Gene Weil  
 News Editor . . . . . Henry Orbach  
 Chief Engineer . . . . . Dan Winn

**Coverage**

	Daytime
Population—Primary . . . . .	965,056
Radio Homes— " . . . . .	133,155
Population—Secondary . . . . .	1,874,476
Radio Homes— " . . . . .	254,800
Source: Field intensity measurements.	

**Representative**

Edward Petry & Company

**K G H I**

LITTLE ROCK—EST. 1927

FREQUENCY: 1230 Kc. POWER: 250 watts. OWNED BY: Arkansas Broadcasting Co. OPERATED BY: Arkansas Broadcasting Co. BUSINESS ADDRESS: Arkansas Gazette Bldg. STUDIO ADDRESS: Arkansas Gazette Bldg. TRANSMITTER LOCATION: Little Rock. TIME ON THE AIR: 7:00 A.M. to 10:00 P.M. NEWS-PAPER AFFILIATION: Arkansas Gazette. TRANSCRIPTION SERVICE: Standard Radio, C. P. MacGregor.

**Personnel**

Manager . . . . . R. G. Terrill  
 Program Director . . . . . Dorothy Weise  
 Chief Engineer . . . . . W. O. Van Dusen

**K L R A**

LITTLE ROCK—EST. 1926

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1420 Kc. POWER: 5000 watts. OWNED BY: Arkansas Broadcasting Co. OPERATED BY: Arkansas Broadcasting Co. BUSINESS ADDRESS: P. O. Box 550. PHONE: LD 132. STUDIO ADDRESS: Gazette Bldg. TRANSMITTER LOCATION: Adjacent to North Little Rock. TIME ON THE AIR: (daily) 6:30 A.M. to 12:00 Midnight; (Sunday) 7:30 A.M. to 12:00 Midnight. NEWSPAPER AFFILIATION: Arkansas Gazette. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC The-saurus, World Transcription System.

**Personnel**

President . . . . . A. L. Chilton  
 General Manager . . . . . S. C. Vinsonhaler  
 Chief Engineer . . . . . K. F. Tracy

**Coverage**

Population—Primary . . . . .	375,000
Radio Homes— " . . . . .	56,000
Source: Field intensity survey.	

**Representative**

The Katz Agency.

**K O T N**

PINE BLUFF—EST. 1934

FREQUENCY: 1490 Kc. POWER: 250 watts. OWNED BY: Universal Broadcasting Corp. OPERATED BY: Universal Broadcasting Corp. BUSINESS ADDRESS: 505½ Main St. PHONE: 721. STUDIO ADDRESS: 505½ Main. TRANSMITTER LOCATION: 505½ Main. TIME ON THE AIR: 7:00 A.M. to 9:00 P.M., CST. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: C. P. MacGregor.

**Personnel**

President . . . . . B. J. Parrish  
 Commercial Manager . . . . . R. W. Etter  
 Station Manager . . . . . B. J. Parrish  
 Chief Engineer . . . . . J. R. Whitworth

**Coverage**

	Daytime	Evening
Radio Homes—Primary . . . . .	40,800	27,000
Source: Station Estimate.		

**K U O A**

SILOAM SPRINGS—EST. 1923

FREQUENCY: 1290 Kc. POWER: 5000 watts. OWNED BY: KUOA, Inc. OPERATED BY: KUOA, Inc. BUSINESS ADDRESS: Siloam Springs. PHONE: Long distance 77. STUDIO ADDRESS: Siloam Springs. PHONE: 28. TRANSMITTER LOCATION: Siloam Springs. TIME ON THE AIR: 6:00 A.M. to local sunset (98 hours weekly). NEWS SERVICE: United Press. TRANSCRIPTION SERVICES: World Broadcasting System, Lang-Worth Programs, NAB Bureau of Copyrights.

**Personnel**

President . . . . . Richard Hodges  
 Station Manager . . . . . Storm Whaley  
 Chief Engineer . . . . . J. L. Miller

**Coverage**

Population—Primary . . . . .	444,376
Radio Homes— " . . . . .	71,100
Population—Secondary . . . . .	990,120
Radio Homes— " . . . . .	201,900
Source: Mail response survey.	

**Representative**

Furgason & Walker, Inc.

# CALIFORNIA

Population 6,907,387

Number of Radio Homes 2,013,260

Number of Families 2,130,997

Auto Registrations 2,770,000

*For 1940 Census data, please turn to page 244*

## KERN

**BAKERSFIELD—EST. 1932**

NBC (RED & BLUE) CALIFORNIA RADIO SYSTEM

FREQUENCY: 1410 Kc. POWER: 1000 watts. OWNED BY: McClatchy Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Elk's Bldg. PHONE: 5700-1. STUDIO ADDRESS: Same. PHONE: 978. TRANSMITTER LOCATION: Ming & Oak St. TIME ON THE AIR: 6:00 A.M. to 12:00 Midnight. NEWS-PAPER AFFILIATIONS: Fresno Bee, Sacramento Bee. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Standard Radio. MAINTAINS ARTISTS' BUREAU.

### Personnel

President.....Guy C. Hamilton  
Station & Sales Mgr.....Robert L. Stoddard  
Program-Publicity Director.....Walt Lynn  
Production Manager-Chief

Announcer.....Paul Bartlett  
Chief Engineer.....Verne Shatto

### Coverage

Population—Primary.....135,000  
Radio Homes— ".....28,000  
Population—Secondary.....200,000  
Radio Homes— ".....47,000

Source: Station estimate.

### Representative

Paul H. Raymer Co.

## K P M C

**BAKERSFIELD—EST. 1933**

MUTUAL—DON LEE BROADCASTING SYSTEM

FREQUENCY: 1600 Kc. POWER: 1000 watts. OWNED BY: Pioneer Mercantile Co. OPERATED BY: Pioneer Mercantile Co. BUSINESS ADDRESS: Twentieth & Eye Sts. PHONE: 4500, 5100. STUDIO ADDRESS: 307½ E. 21st St. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:45 A.M. to 12:00 P.M. NEWS SERVICE: United Press TRANSCRIPTION SERVICE: World Broadcasting System, NBC Thesaurus.

### Personnel

President.....F. G. R. Schamblin  
Station Manager.....L. A. Schamblin  
Chief Announcer.....C. C. Sturm  
Chief Engineer.....L. P. Jarvis

### Coverage

Population—Primary.....200,000  
Radio Homes— ".....53,600

Source: Field intensity survey.

## K R E

**BERKELEY—EST. 1922**

FREQUENCY: 1400 Kc. POWER: 250 watts. OWNED BY: Central California Broadcasters, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 601 Ashby Ave. PHONE: Ashberry 7715. STUDIO ADDRESS: 601 Ashby Ave. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:00 A.M. to 1:00 A.M. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Standard Radio.

### Personnel

Station & Commercial Mgr....Arthur Westlund  
Program Director.....Don Hambly  
Musical Director.....Harold S. Hawley

### Coverage

Population—Primary.....1,650,000\*  
Population—Secondary.....407,000\*  
\* Estimate.

Source: Field intensity survey and mail analysis; U. S. Department of Commerce.

## K M P C

**BEVERLY HILLS—EST. 1928**

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 710 Kc. POWER: 5000 watts. OWNED BY: G. A. Richards. OPERATED BY: KMPC, Inc. BUSINESS ADDRESS: 9631 Wilshire Blvd. PHONE: CRestview 6-6211; BRadshaw 2-4411. STUDIO ADDRESS: 9631 Wilshire Blvd. TRANSMITTER LOCATION: 1481 East 81st. TIME ON THE AIR: 6:00 A.M. to 1:00 A.M.; Sundays, 7:00 A.M. to 1:00 A.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: C. P. MacGregor, NBC Thesaurus, Davis & Schwegler.

### Personnel

President.....G. A. Richards  
Vice-President.....Leo Fitzpatrick  
Vice-President.....John Patt  
Vice-President-General Manager...Leo B. Tyson  
Sales Manager.....Robert O. Reynolds  
Program Director.....Alan Cameron  
Production Manager.....Arthur Faust  
Sales Promotion Manager.....Bill Anderson  
Chief Announcer.....Jack Stafford  
Musical Director.....Rex Corey  
Chief Engineer.....Roger Love

**Coverage**

Population—Primary ..... 2,690,600  
 Radio Homes— " ..... 829,228  
 Source: Field survey; U. S. Census; Joint  
 Committee.

**Representative**

A. K. Bucholz (Chicago)  
 Lloyd Venard (New York)

**K H S L**

**CHICO—EST. 1935**

**MUTUAL—DON LEE BROADCASTING  
 SYSTEM**

FREQUENCY: 1290 Kc. POWER: 1000 watts,  
 d.; 500 watts, n. OWNED BY: Golden Empire  
 Broadcasting Co. OPERATED BY: Same.  
 BUSINESS ADDRESS: 4th & Broadway. PHONE:  
 237-8. STUDIO ADDRESS: 4th & Broadway.  
 TRANSMITTER LOCATION: Hooker & Madrone  
 Aves. TIME ON THE AIR: 7:00 A.M. to 12:00  
 midnight, except Sunday (118 hours weekly).  
 NEWSPAPER AFFILIATION: Marysville Ap-  
 peal-Democrat. NEWS SERVICE: Don Lee Press  
 Bureau. TRANSCRIPTION SERVICE: Standard  
 Radio.

**Personnel**

President.....Horace Thomas  
 Vice-President.....Hugh McClung  
 Secretary-General Mgr.....M. F. Woodling  
 Chief Announcer.....Orel Phillips  
 Musical Director.....Earl Wright  
 Chief Engineer .....Emory P. Milburn

**Coverage**

	Daytime	Evening
Population—Primary ....	307,717	298,640
Radio Homes— " .....	103,662	100,634
Population—Secondary ..	47,702	43,300
Radio Homes— " .....	16,054	15,588

Source: Field strength measurements and  
 mail response survey.

**Representative**

John Blair & Co.

**K X O**

**EL CENTRO—EST. 1927**

**MUTUAL BROADCASTING SYSTEM  
 DON LEE BROADCASTING SYSTEM**

FREQUENCY: 1490 Kc. POWER: 250 watts.  
 OWNED BY: F. M. Bowles. OPERATED BY:  
 F. M. Bowles. BUSINESS ADDRESS: 793 Main  
 Street. PHONE: El Centro 1100. STUDIO AD-  
 DRESS: 793 Main Street. TRANSMITTER LO-  
 CATION: El Centro. TIME ON THE AIR:  
 Unlimited (actual, 7:00 A.M. to 11:00 P.M.).

**Personnel**

Manager.....E. R. Irey  
 Promotion Manager.....F. M. Bowles

**Coverage**

Population—Primary ..... 83,800  
 Radio Homes— " ..... 17,000  
 Population—Secondary ..... 86,750  
 Radio Homes— " ..... 20,300  
 Source: Field intensity survey.

**K I E M**

**EUREKA—EST. 1933**

**MUTUAL—DON LEE**

FREQUENCY: 1480 Kc. POWER: 1000 watts,  
 d.; 500 Watts, n. OWNED BY: Redwood  
 Broadcasting Co., Inc. OPERATED BY: Same.  
 BUSINESS ADDRESS: P. O. Box 43. PHONES:  
 93 and 94. STUDIO ADDRESS: Vance Hotel.  
 TRANSMITTER LOCATION: Eureka Inlet, Hum-  
 boldt Bay. TIME ON THE AIR: 7:00 A.M. to  
 11:00 P.M. NEWS SERVICE: United Press.  
 TRANSCRIPTION SERVICE: World Broadcast-  
 ing System, C. P. MacGregor, Lang-Worth.

**Personnel**

Station Manager.....Wm. B. Smullin  
 Commercial Manager.....Donald Telford  
 Production Manager-Chief Announcer,  
 Charles P. Corbin  
 Musical Director.....James Fasullo  
 Religious Director...Rev. Charles H. Hudson  
 Office Manager.....George E. Thomson  
 Traffic Manager.....Beatrice Stuart  
 Education Director.....Earl Roberts  
 Engineers.....Alvar Olson, Charles Baker

**Coverage**

	Daytime	Evening
Population—Primary ....	58,783	45,420
Radio Homes— " .....	17,080	14,240
Population—Secondary ..	137,678	120,000
Radio Homes— " .....	38,550	34,000

Source: Mail analysis.

**K A R M**

**FRESNO—EST. 1937**

**COLUMBIA BROADCASTING SYSTEM**

FREQUENCY: 1340 Kc. POWER: 250 watts.  
 OWNED BY: George Harm Estate. OPERATED  
 BY: George Harm Estate. BUSINESS ADDRESS:  
 1333 Van Ness Ave. STUDIO ADDRESS: Same.  
 TRANSMITTER LOCATION: First & Clinton Sts.  
 TIME ON THE AIR: Full Time License (124  
 hours weekly). NEWS SERVICE: International  
 News Service. TRANSCRIPTION SERVICE:  
 Standard Radio.

**Personnel**

President.....Mrs. George Harm  
 Acting Station Manager..William W. Gardner  
 Sales and Sales Promotion Manager,  
 Don C. Robbin  
 Publicity Director.....Dean Metcalf  
 Chief Announcer.....Milton Cook  
 Musical Director.....Jack Clawson  
 Program Director .....Dick Wegener  
 Chief Engineer .....John Scales

**Coverage**

Population—Primary .....	344,000
Radio Homes— " .....	104,243
Population—Secondary .....	630,291
Radio Homes— " .....	185,086

**Representative**

Joseph Hershey McGillvra  
Edward S. Townsend Co. (Pacific Coast)

**K M J**

FRESNO—EST. 1922

NATIONAL BROADCASTING CO.  
CALIFORNIA RADIO SYSTEM

FREQUENCY: 580 Kc. POWER: 5000 watts.  
OWNED BY: McClatchy Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Van Ness & Calaveras. PHONE: 3-6277; Transmitter, 4-2400. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Ventura and Fowler. TIME ON THE AIR: 6:00 A.M. to midnight. NEWS-PAPER AFFILIATIONS: McClatchy Newspapers. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus. MAIN-TAINS ARTISTS' BUREAU.

**Personnel**

President ..... Guy Hamilton  
Commercial Manager ..... Howard Lane  
National Sales Manager (N. Y. C.)

Humboldt J. Gregg

Station Manager ..... Keith Collins

**Coverage**

Population—Primary .....	512,600
Radio Homes— " .....	137,000
Population—Secondary .....	115,000
Radio Homes— " .....	32,000

Source: Station estimate.

**Representative**

Paul H. Raymer Co.

**K I E V**

GLENDALE—EST. 1932

FREQUENCY: 870 Kc. POWER: 250 watts.  
OWNED BY: Cannon System, Ltd. OPERATED BY: Cannon System, Ltd. BUSINESS ADDRESS: 701 E. Broadway. STUDIO ADDRESS: 701 E. Broadway. TRANSMITTER LOCATION: Glendale. TIME ON THE AIR: 6:00 A.M. to local sunset. NEWS SERVICE: United Press.

**Personnel**

Co-owner ..... D. H. Cannon  
Co-owner ..... Reed Callister  
General Manager ..... L. W. Peters  
Program Director ..... W. R. McLain

**K F O X**

LONG BEACH—EST. 1924

CALIFORNIA RADIO SYSTEM

FREQUENCY: 1280 Kc. POWER: 1000 watts.  
OWNED BY: Hal G. Nichols. OPERATED BY:

Same. BUSINESS ADDRESS: 220 E. Anaheim St. PHONE: 672-81. STUDIO ADDRESS: 220 E. Anaheim St. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 5:00 A.M. to 11:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio, C. P. MacGregor, Lang-Worth.

**Personnel**

President ..... Hal G. Nichols  
Commercial Manager ..... Lawrence W. McDowell  
Publicity Director ..... John T. Hughes  
Chief Engineer ..... Lawrence W. McDowell

**Coverage**

	Daytime	Evening
Population—Primary ...	*880,000	*1,010,000
Radio Homes— " .....	500,000	561,000
Population—Secondary .	*25,000	*25,000
Radio Homes— " .....	9,600	9,600

\* Families.

Source: Station estimate.

**Representative**

Walter Biddick Co.

**K G E R**

LONG BEACH—EST. 1925

FREQUENCY: 1390 Kc. POWER: 1000 watts.  
OWNED BY: Consolidated Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: 435 Pine Ave. STUDIO ADDRESS: 435 Pine Ave.; 643 S. Olive, Los Angeles. TRANSMITTER LOCATION: San Francisco St. TIME ON THE AIR: 6:00 A.M. to 11:00 P.M. NEWS SERVICE: Transradio Press, KGER News Bureau, and local news. TRANSCRIPTION SERVICE: World Broadcasting System, Standard Radio.

**Personnel**

President-Gen'l Manager... C. Merwyn Dobyns  
Commercial Manager ..... John A. Dobyns  
Business Manager ..... Tom Hunter  
Sales Manager ..... Don Alderman  
Program Director ..... Helene Smith  
Public Relations Manager ..... Lee Wynne  
Chief Engineer ..... Jay Tapp

**Coverage**

Population—Primary .....	2,440,000
Radio Homes— " .....	725,000
Population—Secondary .....	501,000
Radio Homes— " .....	145,000

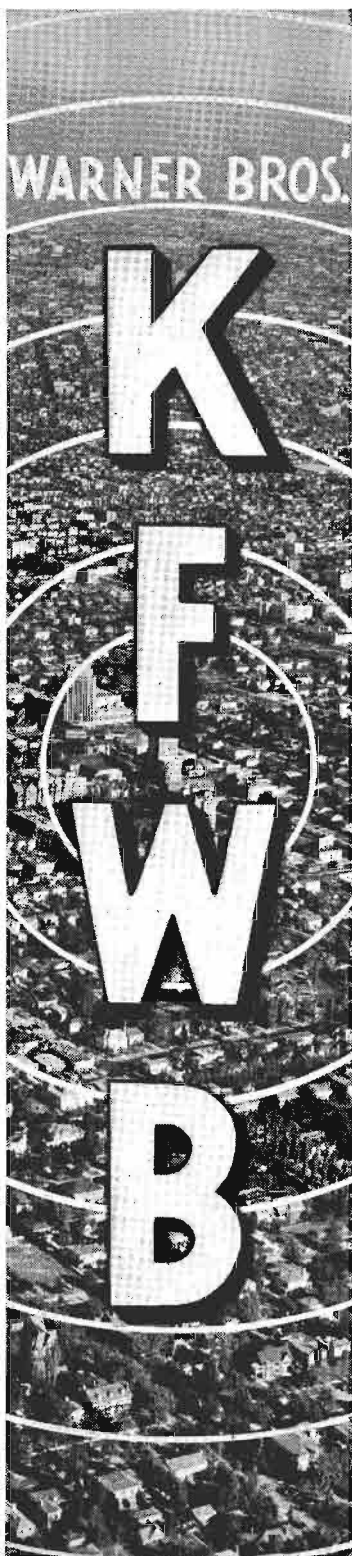
Source: Field intensity survey and mail analysis.

**K E C A**

LOS ANGELES—EST. 1929

NBC—BLUE

FREQUENCY: 790 Kc. POWER: 5000 watts.  
OWNED BY: Earle C. Anthony, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 141 N. Vermont Ave. PHONE: Fairfax 2121. STUDIO ADDRESS: Same. TRANSMITTER LOCATION:



(Photo by Fairchild Aerial Surveys, Inc.)

**K F W B**, Hollywood's own station, carries *more local business than any other station in the greater Los Angeles area*—this is as it should be:—

★ **BECAUSE** Warner Bros.' experienced staff of directors, writers and merchandising men have created high rating local shows available for your sponsorship;

★ **BECAUSE** K F W B's staff is available to produce, direct and merchandise your advertising campaign to help create greater audiences—more sales;

★ **BECAUSE** K F W B has the largest studio facilities on the west coast—studios with capacities ranging from 450 to 3,000 seats. This affords the local advertiser a *real opportunity to merchandise his show*;

★ **BECAUSE** K F W B's 5,000 Watts day and night gives it signal strength that adequately covers the greater Los Angeles area—the area that boasts one-third of the buying power of the eleven western states;

★ **BECAUSE** K F W B's position on the dial places it right in the center of the greatest activity.

• • •

WARNER BROS.

**K F W B**

LOS ANGELES, CALIF.

*Harry Maizlish, Gen. Mgr.*

5833 Fernwood Avenue  
HOLLYWOOD, CALIF.



2951 Moynier Lane, Culver City. TIME ON THE AIR: 6:30 A.M. to 12:00 Midnight; Sundays, 8:00 A.M. to 12:00 Midnight (121 hours weekly). NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio, Lang-Worth.

**Personnel**

President.....Earle C. Anthony  
 General Manager.....Harrison Holliday  
 Commercial and Sales Manager...Clyde Scott  
 Program Manager.....Glan Heisch  
 Musical Director.....Claude Sweeten  
 Production Manager.....John I. Edwards  
 Sales Promotion Manager.....E. Pederson  
 Publicity Director.....Bernard M. Smith  
 Editor.....Jose Rodriguez  
 Auditor.....Ernest Felix  
 Special Events Supervisor...Jimmy Vandiveer  
 Continuity Editor.....Volney Cunningham  
 Chief Engineers.....Curtis Mason.  
 H. L. Blatterman

**Coverage**

Population-Primary.....3,154,380  
 Radio Home- ".....896,830

Source: Station estimate

**Representative**

Free & Peters, Inc.

**K F A C**

LOS ANGELES—EST. 1932

FREQUENCY: 1330 Kc. POWER: 1000 watts.  
 OWNED BY: Los Angeles Broadcasting Co.  
 OPERATED BY: Los Angeles Broadcasting Co.  
 BUSINESS ADDRESS: 645 So. Mariposa.  
 PHONE: Fitzroy 1234. STUDIO ADDRESS: 645 So. Mariposa. TRANSMITTER LOCATION: 8581 W. 18th St. TIME ON THE AIR: 168 hours weekly. NEWS SERVICE: United Press.

**Personnel**

President and Gen'l Manager...Calvin J. Smith  
 Sales Manager.....Chas. T. Hughes  
 Program Manager.....R. Van Des Autels  
 Publicity Director.....Edith Reeback  
 Traffic Manager.....Lucile Blake  
 Record Librarian.....Don Otis  
 Chief Engineer.....H. W. Anderson

**Coverage**

	Daytime	Evening
Population—Primary ...	3,000,000	1,150,000
Radio Homes— " ...	851,210	500,000

Source: Station survey.

**K F I**

LOS ANGELES—EST. 1922

NBC—RED

FREQUENCY: 640 Kc. POWER: 50,000 watts. OWNED BY: Earle C. Anthony, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 141 N. Vermont St. PHONE: Fairfax 2121. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Buena Park. TIME ON THE AIR: 6:30 A.M. to

12:00 Midnight; Sundays, 8:00 A.M. to 12:00 Midnight (121 hours weekly). NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio, Lang-Worth.

**Personnel**

President.....Earle C. Anthony  
 General Manager.....Harrison Holliday  
 Sales Manager.....Clyde Scott  
 Program Manager.....Glan Heisch  
 Production Manager.....John I. Edwards  
 News Editor.....Jose Rodriguez  
 Publicity Director.....Bernard M. Smith  
 Sales Promotion Manager.....E. Pederson  
 Auditor.....Ernest Felix  
 Special Events Supervisor...Jimmy Vandiveer  
 Continuity Editor.....Volney Cunningham  
 Musical Director.....Claude Sweeten  
 Chief Engineers.....Curtis Mason.  
 H. L. Blatterman

**Coverage**

	Daytime	Evening
Population—Primary ...	4,739,129	4,739,129
Radio Homes— " ...	1,300,000	1,300,000

Source: Station estimate

**Representative**

Edward Petry & Co., Inc.

**K F V D**

LOS ANGELES

FREQUENCY: 1020 Kc. POWER: 1000 watts.  
 OWNED BY: Standard Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 338 S. Western Ave. PHONE: Drexel 2391. STUDIO ADDRESS: 338 S. Western. TRANSMITTER LOCATION: 9300 Cattaraugus St., Palms, Calif. TIME ON THE AIR: 6:00 A.M. to local sunset. 10:00 P.M. to 6:00 A.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Langworth, Davis & Schwegler.

**Personnel**

Owner.....J. F. Burke  
 Station Manager.....Frank Burke  
 Commercial Manager.....F. J. Smalley, Jr.  
 Chief Announcer.....Howard Gray  
 Chief Engineer.....Jack Smithson

**K F W B**

LOS ANGELES—EST. 1926

CALIFORNIA RADIO SYSTEM

FREQUENCY: 980 Kc POWER: 5000 watts. OWNED BY: Warner Bros. Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: 5833 Fernwood Ave. PHONE: Hempstead 5151. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Baldwin Hills, Culver City. TIME ON THE AIR: 130 hours weekly. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Associated Music.

**Personnel**

President.....L. J. Halper  
 Station Manager.....Harry Maizlish

Commercial Manager.....Jack O. Gross  
 Chief Announcer.....Harry Hall  
 Production Manager.....Manning Ostroff  
 Promotion Dept... Dave Davidson, William Ray  
 Musical Director.....Leon Leonardi  
 Chief Engineer.....Harry Myers

**Representative**

Paul H. Raymer Co.

**K F S G**

**LOS ANGELES—EST. 1923**

FREQUENCY: 1150 Kc. POWER: 2500 watts, d.; 1000 Watts, n. OWNED BY: Echo Park Evangelistic Association. OPERATED BY: Echo Park Evangelistic Association. BUSINESS ADDRESS: 1100 Glendale Blvd. PHONE: Exposition 1141. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:45 P.M. to 12:00 Midnight, daily except Friday; 10:30 A.M. to 12:30 P.M., 3:00 P.M. to 4:15 P.M., and 7:00 P.M. to 12:00 Midnight (29½ hours weekly).

**Personnel**

President.....Aimee Semple McPherson  
 Station Manager.....Phil Kerr  
 Chief Engineer.....Myron Kluge

**K G F J**

**LOS ANGELES—EST. 1926**

FREQUENCY: 1230 Kc. POWER: 250 watts. OWNED BY: Ben S. McGlashan. OPERATED BY: Ben S. McGlashan. STUDIO ADDRESS: 1417 S. Figueroa St. PHONE: Prospect 2434. TRANSMITTER LOCATION: 1828 Oak St. TIME ON THE AIR: 24 hours daily. NEWS SERVICE: International News Service.

**Personnel**

Manager.....Ben S. McGlashan  
 Assistant Manager.....H. Duke Hancock  
 Program Director.....Thelma Kirchner

**Coverage**

	Daytime	Evening
Population—Primary	500,000	1,000,000
Radio Homes—"	300,000	800,000
Population—Secondary	150,000	400,000
Radio Homes—"	75,000	200,000

Source: Station estimate.

**Representative**

Cox & Tanz

**K H J**

**LOS ANGELES—EST. 1923**

MBS—DON LEE

FREQUENCY: 930 Kc. POWER: 5000 watts, d.; 1000 Watts, n. OWNED BY: Don-Lee Broadcasting System. OPERATED BY: Same. BUSINESS ADDRESS: 5515 Melrose Ave., Hollywood. PHONE: Hollywood 8111. STUDIO LO-

CATION: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:00 A.M. to 1:00 A.M. (daily); 8:00 AM. to 12:00 Midnight (Sunday) NEWS SERVICE: International News Service, Associated Press. TRANSCRIPTION SERVICE: World Broadcasting System.

**Personnel**

President.....Thomas Lee  
 Vice-President and General Manager  
     Lewis Allen Weiss  
 Assistant Manager.....Willet H. Brown  
 General Sales Manager... Wilbur Eickelberg  
 Television Director.....Harry Lubcke  
 Program Director.....Van C. Newkirk  
 Commercial Manager.....Sydney Gaynor  
 Publicity Director.....Mark Finley  
 Musical Director.....Dave Rose  
 Chief Engineer.....Frank Kennedy

**Coverage**

	Daytime	Evening
Population—Primary	2,283,847	2,283,847
Radio Homes—"	693,800	693,800
Population—Secondary	385,823	385,823
Radio Homes—"	96,455	96,455

Source: Joint Committee.

**Representative**

John Blair & Company

**K M T R**

**LOS ANGELES—EST. 1924**

FREQUENCY: 570 Kc. POWER: 1000 Watts. OWNED BY: KMTR Radio Corp. OPERATED BY: KMTR Radio Corp. BUSINESS ADDRESS: 1000 Cahuenga Blvd. PHONE: Hillside 1161. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 5:00 A.M. to 12:30 P.M. NEWS SERVICE: Transradio Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Lang-Worth, Davis & Schwegler.

**Personnel**

President.....Victor E. Dalton  
 General Manager.....Kenneth O. Tinkham  
 Musical Director.....Salvatore Santaella  
 Chief Technician.....Carrol Hauser

**Representative**

Burn-Smith Co.

**K N X**

**LOS ANGELES—EST. 1922**

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1070 Kc. POWER: 50,000 Watts. OWNED BY: Columbia Broadcasting System. OPERATED BY: Same. BUSINESS ADDRESS: 6121 Sunset Blvd., Columbia Square, Hollywood. PHONE: Hollywood 1212. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Columbia Park, Torrance, Calif. TIME ON THE AIR: 6:00 A.M. to 1:00 A.M.; Sundays, 7:00 A.M. to 1:00 A.M. NEWS

SERVICE: United Press, International News Service. **ARTISTS' BUREAU:** Columbia Management of California, Inc. **TRANSCRIPTION SERVICE:** Associated Library Service.

**Personnel**

General Manager... Donald W. Thornburgh  
 Pacific Coast Sales Manager... Arthur J. Kemp  
 S. Calif. Sales Manager... Harry W. Witt  
 Assistant Manager, North California Office,

Charles S. Morin

National Network Sales... William E. Forbes  
 CBS Western Program Director... Charles Vanda  
 KNX-Pacific Network Program

Director... Russ Johnston  
 Pacific Network Sales Promotion

Manager... George L. Moskovics  
 KNX-Sales Promotion Manager,

Edwin W. Buckalew

Chief Engineer... Lester H. Bowman

Director of Public Relations... Fox Case

Director of Publicity... Hal Rorke

Traffic Manager... Alan Cormack

Auditor... Charles D. Ryder, Jr.

Assistant Program Director... Ben Paley

Musical Director... Lud Gluskin

Continuity Chief... Paul Pierce

Production Manager... Edith Todesca

Sound Effects Chief... Alfred Span

Managing News Editor... Nelson Pringle

Announcing Supervisor... William Gay

Director of Education... Frances Farmer Wilder

**Coverage**

	Daytime	Evening
Population—Primary	3,322,600	7,069,700
Radio Homes—	836,030	1,553,920
Population—Secondary	2,800,400	4,743,900
Radio Homes—	664,280	1,105,810

Source: Market Research Division of Columbia Broadcasting System.

**Representative**

Radio Sales.

# K R K D

**LOS ANGELES—EST. 1927**

FREQUENCY: 1150 Kc. POWER: 2500 watts, d.; 1000 watts, n. OWNED BY: Radio Broadcasters, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 541 South Spring St. PHONE: Tucker 7111. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 1100 Glendale Blvd. TIME ON THE AIR: 5:30 A.M. to 7:45 P.M. and 12:00 Midnight to 2:00 A.M., except Fridays and Sundays; Fridays, 7:45 P.M. to 12:00 Midnight; Sundays, 6:00 A.M. to 10:00 A.M., 12:30 P.M. to 3:00 P.M. and 4:15 P.M. to 7:00 P.M. NEWS SERVICE: International News Service

**Personnel**

General Manager... John A. Driscoll  
 Studio Manager & Program Director

Howard R. Bell

Publicity Director... Marcia Conrad

Musical Director... Salvatore Santaella

**Coverage**

Population—Primary	*798,847
Population—Secondary	*753,450

\*Families

Source: Los Angeles Chamber of Commerce.

# K M Y C

**MARYSVILLE—EST. 1940**

MUTUAL BROADCASTING SYSTEM

DON LEE BROADCASTING SYSTEM

FREQUENCY: 1450 Kc. POWER: 250 watts.

OWNED BY: Marysville-Yuba City Broadcasters, Inc. OPERATED BY: Marysville-Yuba City Broadcasters, Inc. BUSINESS ADDRESS: State Theater Bldg., 515 E St. PHONES: 2080-1. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Riverside Ave., 2 miles north of Marysville. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M.; Saturdays, 7:00 A.M. to 12:00 Midnight. NEWSPAPER AFFILIATION: Marysville Appeal-Democrat. TRANSCRIPTION SERVICE: Standard Radio.

**Personnel**

President... Horace Thomas

General Manager... Hugh McClung

Station Manager... Walter Conway

Commercial Manager... Carl Winther

Sales Promotion Manager... Paul McConnell

Program-Musical Director... Robert Hamby

Production Manager-Publicity Director,

William Mathews

Chief Engineer... Leon Stauffer

**Coverage**

Population—Primary	54,450
Radio Homes—	13,350
Population—Secondary	110,219
Radio Homes—	30,350

Source: U. S. Census; Joint Committee; Mail response analysis and field strength survey.

**Representative**

John Blair & Co.

# K Y O S

**MERCED—EST. 1936**

MUTUAL—DON LEE BROADCASTING SYSTEM

FREQUENCY: 1080 Kc. POWER: 250 watts.

OWNED BY: Merced Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS:

Merced. PHONE: 1430-1-2. STUDIO ADDRESS:

Merced. TRANSMITTER LOCATION: 2 miles

N.E. of Merced on G Street Grade. TIME ON

THE AIR: 6:00 A.M. to sunset. NEWS SERVICE:

United Press. NEWSPAPER AFFILIATION:

Merced Sun-Star. TRANSCRIPTION

SERVICE: C. P. MacGregor.

**Personnel**

President... Hugh McClung

Station Manager... David S. Ballou

Commercial Manager... Kenneth Gorsuch

Program Director... Charles Kinsley, Jr.

Publicity Director.....Viola Geary  
Chief Engineer.....Erwin Dold

**Coverage**

Population—Primary ..... 88,161  
Population—Secondary ..... 365,321  
Source: Station estimate.

**Representative**

John Blair & Co.

**K T R B**

MODESTO—EST. 1934

FREQUENCY: 860 Kc. POWER: 250 watts.  
OWNED BY: KTRB Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: P. O. Box 495. PHONE: Modesto 774. STUDIO ADDRESS: McHenry and Sylvan Aves. TRANSMITTER LOCATION: McHenry and Sylvan Aves. TIME ON THE AIR: 6:30 A.M. to sunset. NEWS SERVICE: United Press.

**Personnel**

General Manager.....William H. Bates, Jr.  
Commercial Manager.....Doug McCreary  
Program Director.....Cecil Lynch  
Chief Engineer.....Wayne Bethold

**Coverage**

Population—Primary ..... 250,000  
Population—Secondary ..... 2,000,000  
Source: Station estimate.

**K D O N**

MONTEREY—EST. 1935

DON LEE—MUTUAL

FREQUENCY: 1240 Kc. POWER: 250 watts.  
OWNED BY: Monterey Peninsula Broadcasting Co. OPERATED BY: Monterey Peninsula Broadcasting Co. BUSINESS ADDRESS: 275 Pearl St. PHONE: 8111. STUDIO ADDRESS: 275 Pearl St., Monterey; Casa Del Rey Hotel, Santa Cruz; 137 Monterey St., Salinas. TRANSMITTER LOCATION: Municipal Wharf, Monterey, Calif. TIME ON THE AIR: 6:30 A.M. to 11:00 P.M. NEWSPAPER AFFILIATION: Monterey Peninsula Herald, Salinas Newspapers, Inc. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

**Personnel**

President.....Allen Griffin  
Station Manager.....Howard V. Walters  
Commercial Manager.....H. V. Walters  
Publicity Director.....Bob Pinkerton  
Chief Engineer.....Omer Wright

**Coverage**

	Daytime	Evening
Population—Primary ....	128,690	97,650
Radio Homes " .....	30,182	22,050
Population—Secondary ..	421,000	336,800
Radio Homes " ..	90,100	72,080

Source: Field intensity survey.

**Representative**

John Blair & Co.

**K L S**

OAKLAND—EST. 1921

FREQUENCY: 1310 Kc. POWER: 1000 watts.  
OWNED BY: Warner Brothers. OPERATED BY: Same. BUSINESS ADDRESS: 327—21st St. PHONE: Higate 1212. STUDIO ADDRESS: 327—21st St. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 24 hours daily. NEWS SERVICE: International News Service.

**Personnel**

Station Manager.....S. W. Warner  
Commercial Manager.....F. W. Morse  
Program Director.....C. de Costa  
Publicity Director.....Mary Dorr  
Chief Engineer.....R. C. Butler

**Coverage**

	Daytime	Evening
Population—Primary ....	1,096,112	1,555,245
Radio Homes— " .....	186,342	236,924
Population—Secondary ..	2,050,927	2,213,004
Radio Homes— " ..	296,515	313,329

Source: Station survey.

**K L X**

OAKLAND—EST. 1922

FREQUENCY: 910 Kc. POWER: 1000 watts.  
OWNED BY: Tribune Building Co. OPERATED BY: Tribune Building Co. BUSINESS ADDRESS: Tribune Tower, 13th & Franklin. PHONE: Templebar 6000. STUDIO ADDRESS: Tribune Tower, 13th & Franklin Sts. TRANSMITTER LOCATION: Oakland. TIME ON THE AIR: 7:30 A.M. to 11:30 P.M.; Sundays, 12:00 noon to 11:00 P.M. NEWSPAPER AFFILIATION: The Oakland Tribune. TRANSCRIPTION SERVICE: World Broadcasting System.

**Personnel**

Manager .....Preston D. Allen

**K R O W**

OAKLAND—EST. 1925

FREQUENCY: 960 Kc. POWER: 1000 watts.  
OWNED BY: Educational Broadcasting Corp. OPERATED BY: Educational Broadcasting Corp. BUSINESS AND STUDIO ADDRESS: Radio Center Bldg., 464—19th St. PHONE: Glencourt 6774. SAN FRANCISCO OFFICE AND STUDIO ADDRESS: Bellevue Hotel. PHONE: Ordway 6868. TRANSMITTER LOCATION: 1520 Eighth Ave. TIME ON THE AIR: 167¼ hours weekly. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Lang-Worth, Standard Radio.

**Personnel**

President.....W. I. Dumm  
Vice-President-General  
Manager.....Philip G. Lasky

Program Director..... Keith Kerby  
 Production Manager..... Scott Weakley  
 Publicity Director..... Don Logan  
 Musical Director..... Edward House  
 Chief Engineer..... C. E. Downey

**Coverage**

	Daytime	Evening
Population—Primary . . . . .	1,929,000	1,920,000
Radio Homes— " . . . . .	460,960	460,960
Population—Secondary . . . . .	212,000	212,000
Radio Homes— " . . . . .	52,200	52,200

Source: Joint Committee.

**Representative**

Free & Peters, Inc.

**K P P C**

**PASADENA—EST. 1924**

FREQUENCY: 1240 Kc. POWER: 250 watts.  
 OWNED BY: Pasadena Presbyterian Church.  
 OPERATED BY: Same. BUSINESS ADDRESS:  
 585 E. Colorado St. PHONE: Sycamore 3-2193.  
 STUDIO ADDRESS: 585 E. Colorado. TRANSMITTER LOCATION: 585 E. Colorado. TIME ON THE AIR: (Sunday) 9:00 A.M. to 1:00 P.M. & 6:45 P.M. to 9:00 P.M. (Wednesday 7:00 P.M. to 9:30 P.M. TRANSCRIPTION SERVICE: Standard Radio.

**K R O W**

★

"THE HOME-INTEREST STATION OF  
 THE GREAT OAKLAND-SAN FRANCISCO  
 METROPOLITAN AREA."

★

RADIO CENTER BUILDING  
 19th and Broadway  
 Oakland, California

Philip G. Lasky, General Manager

Represented Nationally by Free and Peters, Inc.

**Personnel**

Station Manager..... Frank M. Veale  
 Chief Announcer..... Vincent Parsons  
 Program-Musical Director..... Leon Hill  
 Production Manager..... Raymond Wylie  
 Chief Engineer..... N. V. Parsons

**Coverage**

	Daytime	Evening
Population—Primary . . . . .	344,000	344,000
Population—Secondary . . . . .	625,000	625,000

Source: Chamber of Commerce.

**K V C V**

**REDDING—EST. 1936**

MUTUAL BROADCASTING SYSTEM  
 DON LEE BROADCASTING SYSTEM  
 FREQUENCY: 1230 Kc. POWER: 250 watts.  
 OWNED BY: Golden Empire Broadcasting Co.  
 OPERATED BY: Same. BUSINESS ADDRESS:  
 P. O. Box 477. PHONE: 900. STUDIO ADDRESS: Highway No. 99. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 12:00 Midnight; Sundays, 8:00 A.M. to 12:00 Midnight. NEWSPAPER AFFILIATION: Redding Searchlight. TRANSCRIPTION SERVICE: Standard Radio.

**Personnel**

President..... Horace E. Thomas  
 Station Manager..... Frank H. Coffin  
 Commercial Manager..... Harold Winther  
 Program Director..... Orville Burda  
 Chief Engineer..... John Boren

**Coverage**

Population—Primary . . . . .	55,160
Radio Homes— " . . . . .	18,383
Population—Secondary . . . . .	23,087
Radio Homes— " . . . . .	6,021

Source: Chamber of Commerce; Joint Committee; Mail analysis.

**Representative**

John Blair & Company

**K F B K**

**SACRAMENTO—EST. 1922**

NBC (RED & BLUE)—CALIFORNIA  
 RADIO SYSTEM

FREQUENCY: 1530 Kc. POWER: 10,000  
 Watts. OWNED BY: McClatchy Broadcasting  
 Co. OPERATED BY: Same. BUSINESS ADDRESS: 708 Eye St. PHONE: Main 5000. STUDIO ADDRESS: 708 Eye St. TRANSMITTER LOCATION: Yolo County, California. TIME ON THE AIR: 6:00 A.M. to 12:00 Midnight. NEWSPAPER AFFILIATION: The Sacramento Bee. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

**Personnel**

Vice-President..... G. C. Hamilton  
 Station & Business Manager..... Howard Lane  
 Chief Announcer..... Tony Koester

Sales Manager ..... Leo Ricketts  
 Publicity Director..... J. Cieloha  
 Musical Director ..... George Breece  
 Chief Engineer ..... Norman D. Webster

**Coverage**

Population—Primary ..... 730,000  
 Radio Homes— " ..... 197,000  
 Population—Secondary ..... 276,000  
 Radio Homes— " ..... 79,000

Source: Field intensity survey and mail response analysis.

**Representative**

Paul H. Raymer Company

**K R O Y**

**SACRAMENTO—EST. 1937**

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1240 Kc. POWER: 250 watts.  
 OWNED BY: Royal Miller. OPERATED BY:  
 Same. BUSINESS ADDRESS: Sacramento Ho-  
 tel. PHONE: Main 665-6. STUDIO ADDRESS:  
 Sacramento Hotel. TRANSMITTER LOCA-  
 TION: 14th Ave. & 65th St. TIME ON THE  
 AIR: 7:00 A.M. to 12:30 A.M. NEWS SER-  
 VICE: International News Service. (132½ hours  
 weekly). TRANSCRIPTION SERVICE: Standard  
 Radio.

**Personnel**

President-Owner ..... Royal Miller  
 Station Manager..... Will Thompson, Jr.  
 Sales Manager..... D. E. Lundy  
 Sales Promotion Manager..... Elton Rule  
 Program Director..... Ann Farrar  
 Production Manager..... Bert Barry  
 Chief Announcer..... Bob Tutt  
 Musical Director..... Garland Schuler  
 Director of Women's Programs,

Evangeline Baker

Chief Engineer..... Milton Cooper

**Coverage**

Population—Primary ..... 375,000  
 Radio Homes— " ..... 104,700  
 Population—Secondary ..... 145,000  
 Radio Homes— " ..... 42,000

Source: Mail response analysis.

**Representative**

Edward S. Townsend Co.

**K F X M**

**SAN BERNARDINO—EST. 1929**

MUTUAL—DON LEE

FREQUENCY: 1240 Kc. POWER: 250 watts.  
 OWNED BY: J. C. & E. W. Lee. OPERATED  
 BY: Lee Bros. Broadcasting Co. BUSINESS  
 ADDRESS: California Hotel. PHONE: 4761-2.  
 STUDIO ADDRESS: Same. TRANSMITTER  
 LOCATION: 990 Colton Ave. TIME ON THE  
 AIR: 6:00 A.M. to 12:00 P.M. except Wednes-  
 day: Sunday, 1:00 P.M. to 6:45 P.M. and 9:00  
 P.M. to 12:00 Midnight; Wednesday, 6:00 A.M.

to 7:00 P.M. and 9:30 to 12:00 Midnight. NEWS  
 SERVICE: United Press. TRANSCRIPTION SER-  
 VICE: Standard Radio, Davis & Schwegler.

**Personnel**

Station Manager..... J. Clifford Lee  
 Commercial Manager..... Gene W. Lee  
 Chief Announcer..... Howard Baichly  
 Sales Manager..... Maury A. Vroman  
 Publicity Director..... George A. Burns  
 Chief Engineer..... Richard T. Sampson

**Coverage**

	Daytime	Evening
Population—Primary ....	149,901	106,241
Radio Homes— " .....	41,657	25,379
Population—Secondary ..	49,121	27,491
Radio Homes— " .....	17,278	7,634

Source: Station survey.

**Representative**

John Blair & Company

**K F M B**

**SAN DIEGO—EST. 1940**

FREQUENCY: 1420 Kc. POWER: 250 watts.  
 OWNED BY: Worcester Broadcasting Corp.  
 OPERATED BY: Same. BUSINESS ADDRESS:  
 Pacific Square. PHONE: Main 2114. STUDIO  
 ADDRESS: Same. TRANSMITTER LOCATION:  
 1124 S. 34th St. TIME ON THE AIR: 118  
 hours weekly.

**Personnel**

President..... Warren B. Worcester  
 Sales Manager..... Mr. Heitfeld

**K F S D**

**SAN DIEGO—EST. 1926**

NBC (Pacific-Blue)

FREQUENCY: 600 Kc. POWER: 5000 watts.  
 OWNED BY: Airfan Radio Corp., Ltd. OPER-  
 ATED BY: Airfan Radio Corp., Ltd. BUSINESS  
 ADDRESS: U. S. Grant Hotel, 326 Broadway.  
 PHONE: Franklin 6353. STUDIO ADDRESS:  
 U. S. Grant Hotel, 326 Broadway. TRANSMIT-  
 TER LOCATION: U. S. Grant Hotel, 326 Broad-  
 way. TIME ON THE AIR: (daily) 7:00 A.M. to  
 midnight; (Sunday) 8:00 A.M. to midnight.  
 NEWS SERVICE: United Press. TRANSCRIP-  
 TION SERVICE: NBC Thesaurus.

**Personnel**

President-Station Manager... Thomas E. Sharp  
 Assistant Manager..... Sam Lipsell  
 Commercial Manager..... John Babcock  
 Program-Publicity Director ... Leah McMahon  
 Chief Engineer ..... Harold Hasenbeck

**Coverage**

Population—Primary ..... 2,591,700  
 Radio Homes— " ..... 825,000

Source: Field intensity measurement; Joint  
 Committee; U. S. Census.

**Representative**

Paul H. Raymer Company

**K G B**

**SAN DIEGO—EST. 1931**  
**MUTUAL—DON LEE**

FREQUENCY: 1360 Kc. POWER: 1000 watts.  
 OWNED BY: Don Lee Broadcasting System.  
 OPERATED BY: Same. BUSINESS ADDRESS:  
 1012 First Ave. PHONE: Franklin 6151. STU-  
 DIO ADDRESS: Same. TRANSMITTER LOCA-  
 TION: Same. TIME ON THE AIR: (daily) 7:00  
 A.M. to 1:00 A.M. (Sunday) 8:00 A.M. to Mid-  
 night (124 hours weekly). NEWS SERVICES:  
 Associated Press, United Press, International  
 News Service. TRANSCRIPTION SERVICE:  
 World Broadcasting System.

**Personnel**

Genl. Mgr. . . . . Lewis Allen Weiss  
 Station Manager . . . . . S. W. Fuller  
 Sales Manager . . . . . D. J. Donnelly  
 Program Director . . . . . James Dillon  
 Publicity Director . . . . . David Titus  
 Chief Announcer . . . . . Gene Ericson  
 Musical Director . . . . . George Bacon  
 Chief Engineer . . . . . Verne Milton

**Coverage**

	Daytime	Evening
Population—Primary . . . . .	280,000	280,000
Radio Homes— " . . . . .	75,334	75,334

Source: Station survey.

**Representative**

John Blair & Co.

**K F R C**

**SAN FRANCISCO—EST. 1924**  
**MUTUAL—DON LEE BROADCASTING**  
**SYSTEMS**

FREQUENCY: 610 Kc. POWER: 5,000 watts.  
 OWNED BY: Don Lee Broadcasting System.  
 OPERATED BY: Same. BUSINESS ADDRESS:  
 1000 Van Ness Ave. PHONE: Prospect 0100.  
 STUDIO ADDRESS: 1000 Van Ness Ave.  
 TRANSMITTER LOCATION: Same. TIME ON  
 THE AIR: 6:30 A.M. to midnight; Sundays,  
 8:00 A.M. to midnight. NEWS SERVICE: Inter-  
 national News Service, Associated Press.  
 TRANSCRIPTION SERVICE: World Broadcast-  
 ing System.

**Personnel**

President . . . . . Thomas S. Lee  
 Station Manager . . . . . William D. Pabst  
 Commercial Manager . . . . . Ward D. Ingram  
 Program Director . . . . . Ben Harkins  
 Production Manager . . . . . Mel Venter  
 Sales Promotion Manager . . . . . Gary Kreidt  
 Chief Announcer . . . . . Bob Bence  
 Sales-Traffic Manager . . . . . Enes Canata  
 Publicity Director . . . . . Pat Kelly  
 Musical Director . . . . . Cy Trobbe  
 Chief Engineer . . . . . Ernest G. Underwood

**Coverage**

	Daytime	Evening
Population—Primary . . . . .	2,554,209	2,136,890
Radio Homes— " . . . . .	663,120	580,940
Population—Secondary . . . . .	3,270,260	
Radio Homes— " . . . . .	841,710	780,670

Source: Joint Committee.

**Representative**

John Blair & Co.

**K G O**

**SAN FRANCISCO—EST. 1924**  
**NATIONAL BROADCASTING CO.**

FREQUENCY: 810 Kc. POWER: 10000 watts.  
 OWNED BY: General Electric Co. OPERATED  
 BY: National Broadcasting Co. BUSINESS  
 ADDRESS: 111 Sutter St. PHONE: Sutter  
 1920. STUDIO ADDRESS: Same. TRANS-  
 MITTER LOCATION: Oakland. TIME ON THE  
 AIR: (daily) 6:30 A.M. to midnight—(Sunday)  
 7:30 A.M. to midnight. NEWS SERVICE: In-  
 ternational News Service and United Press.  
 TRANSCRIPTION SERVICE: NBC Thesaurus,  
 Davis & Schwegler.

**Personnel**

Station Manager . . . . . A. E. Nelson  
 Sales Promotion Manager . . . . . Gene Clark  
 Program Director . . . . . Glenn Dolberg  
 Production Manager . . . . . Robert Seal  
 Office Manager . . . . . S. P. Dorais  
 Chief Announcer . . . . . Paul Gates  
 Sales Manager . . . . . William B. Ryan  
 Traffic Manager . . . . . George Fuerst  
 Education & Agriculture  
 Director . . . . . Jennings Pierce  
 Publicity Director . . . . . Milton Samuel  
 Station Engineer . . . . . Curtis D. Peck

**Coverage**

	Daytime	Evening
Population—Primary . . . . .	2,428,600	2,460,500
Radio Homes— " . . . . .	660,900	672,000
Population—Secondary . . . . .	803,300	2,644,600
Radio Homes— " . . . . .	221,500	683,400

Source: Field intensity survey and mail response analysis.

**Representative**

National Broadcasting Co., Inc.

**K J B S**

**SAN FRANCISCO—EST. 1925**

**KJBS-KQW COMBINATION**  
 FREQUENCY: 1100 Kc. POWER: 500 watts.  
 OWNED BY: Julius Brunton & Sons Co. OP-  
 ERATED BY: Julius Brunton & Sons Co. BUSI-  
 NESS ADDRESS: 1470 Pine St. PHONE: Ord-  
 way 4148. STUDIO ADDRESS: 1470 Pine St.  
 TRANSMITTER LOCATION: 1470 Pine St.  
 TIME ON THE AIR: (Mon., Tues., Wed., Thurs.,  
 Fri. and Sunday) 10:00 P.M. to local sunset  
 the following day; Saturday, 11:30 to local sunset  
 the following day. NEWS SERVICE: United

**KYA**

more frequently  
than all other local  
independent stations  
combined

# KYA

**FACTS CONSOLIDATED • Marketing Research**  
68 POST STREET, SAN FRANCISCO • TELEPHONE GARFIELD 4047

January 30, 1941

Mr. Harold H. Meyer  
Radio Station KYA  
Hearst Building  
San Francisco, California  
Dear Mr. Meyer:

The report enclosed herewith covers the survey of families having push-button radio sets with five buttons, which you authorized us to make locally in November, December, and January. All interviews were made by means of properly distributed personal calls at homes.

Of particular interest to you is the fact that KYA appeared on the push-buttons of five-button sets more frequently than all other local independent stations combined.

More specifically, KYA appeared on the buttons of 67% of the five-button sets in the homes contacted, the next highest station appearing on 38.8% of the sets.

Sincerely,

*A. B. Mueller*  
A. B. Mueller  
Vice-President

ABM:fml

# KYA

1230 KC  
5000 W. DAY  
1000 W. NIGHT

**SAN FRANCISCO'S LEADING INDEPENDENT!**  
EXAMINER BUILDING • SAN FRANCISCO • Harold H. Meyer, General Manager  
REPRESENTED BY • INTERNATIONAL RADIO SALES



Press, International News Service, KJBS News Service. TRANSCRIPTION SERVICE: Standard Radio, Lang-Worth, NAB Library, C. P. MacGregor.

**Personnel**

General Manager.....Ralph R. Brunton  
 Manager.....E. P. Franklin

**Coverage**

Population—Primary ..... 1,497,000  
 Radio Homes— " ..... 400,000

Source: Field intensity measurements.

**Representative**

Homer Owen Griffith, Los Angeles

**K P O**

SAN FRANCISCO—EST. 1922

NATIONAL BROADCASTING CO.

FREQUENCY: 680 Kc. POWER: 50,000 Watts. OWNED BY: National Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 111 Sutter St. PHONE: Sutter 1920. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Belmont. TIME ON THE AIR: (daily) 6:00 A.M. to midnight; (Sunday) 7:00 A.M. to midnight. NEWS SERVICE: International News Service and United Press. TRANSCRIPTION SERVICE: NBC Thesaurus, Davis & Schwegler.

**Personnel**

Station Manager.....A. E. Nelson  
 Sales Promotion Manager.....Gene Clark  
 Program Director.....Glenn Dolberg  
 Production Manager.....Robert Seal  
 Office Manager.....S. P. Dorais  
 Chief Announcer.....Paul Gates  
 Sales Manager.....William B. Ryan  
 Traffic Manager.....George Fuerst  
 Education & Agriculture

Director .....Jennings Pierce  
 Publicity Director.....Milton Samuel  
 Station Engineer.....Curtis D. Peck

**Coverage**

	Daytime	Evening
Population—Primary	2,736,500	2,624,600
Radio Homes— " "	741,200	714,100
Population—Secondary	293,100	3,034,300
Radio Homes— " "	80,800	753,300

Source: Field intensity survey and mail response analysis.

**Representative**

National Broadcasting Co., Inc.

**K S A N**

SAN FRANCISCO—EST. 1925

CALIFORNIA RADIO SYSTEM

FREQUENCY: 1450 Kc. POWER: 250 watts. OWNED BY: Golden Gate Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: 1355 Market St. PHONE: Market 8171. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 168 hours

weekly. NEWS SERVICE: United Press, International News Service. TRANSCRIPTION SERVICE: Lang-Worth.

**Personnel**

President.....S. H. Patterson  
 Station Manager.....Lou Keplinger  
 Program Director.....Lee Goldsmith  
 Publicity Director.....Jean Anderson  
 Chief Announcer.....Charles Cooper  
 Chief Engineer.....Mel Williams

**Coverage**

	Daytime	Evening
Population—Primary	1,561,528	1,561,528
Radio Homes— " "	391,000	391,000
Population—Secondary	1,753,460	1,753,460
Radio Homes— " "	451,030	451,030

Source: Station survey.

**Representative**

Forjoe & Co.

**K S F O**

SAN FRANCISCO—EST. 1925

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 560 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: The Associated Broadcasters, Inc. OPERATED BY: Same. BUSINESS ADDRESS: Palace Hotel Bldg., 140 Jesse St. PHONE: Garfield 4700. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Islais Creek. TIME ON THE AIR: 18 hours daily. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Lang-Worth.

**Personnel**

President.....W. I. Dumm  
 General Manager.....Lincoln Dellar  
 National Sales Manager.....Haan J. Tyler  
 Program Director.....Clifton Howell  
 Director of Public Relations.....R. W. Dumm  
 Sales Promotion Manager.....Jack P. Cowden  
 Chief Announcer.....Ken Craig  
 Traffic Manager.....I. V. Newlin  
 Publicity Director.....Marie Houlihan  
 Musical Director.....Dick Aurandt  
 Chief Engineer.....R. V. Howard

**Coverage**

	Daytime	Evening
Population—Primary	2,181,800	2,076,700
Radio Homes— " "	643,120	611,970
Population—Secondary	482,300	132,600
Radio Homes— " "	99,070	23,700

Source: Joint Committee; county auditor's estimate (1939).

**Representative**

Edward Petry & Co.

**K Y A**

SAN FRANCISCO—EST. 1926

FREQUENCY: 1260 Kc. POWER: 5000 watts, d.; 1,000 Watts, n. OWNED BY: Hearst Radio, Inc. OPERATED BY: Same. BUSINESS ADDRESS: Hearst Bldg. PHONE: Douglas

2536. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Candlestick Point, Bay View Park. TIME ON THE AIR: (daily) 6:00 A.M. to midnight. (Sunday) 8:00 A.M. to midnight. NEWSPAPER AFFILIATIONS: San Francisco Examiner, San Francisco Call-Bulletin. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Associated Music.

**Personnel**

President.....C. B. McCabe  
 General Manager.....Harold Meyer  
 Program Director.....Reiland Quin  
 Chief Announcer.....David S. Vaile  
 Publicity Director.....J. Clarence Meyers  
 Musical Director.....Edward Fitzpatrick  
 Chief Engineer.....Paul C. Schulz

**Coverage**

Population—Primary ..... 1,552,000  
 Radio Homes— " ..... 457,000  
 Population—Secondary ..... 1,960,000  
 Radio Homes— " ..... 578,000

Source: Field intensity measurement; Joint Committee; U. S. Census.

**Representative**

International Radio Sales.

**K Q W**

SAN JOSE—EST. 1912

MUTUAL—DON LEE

FREQUENCY: 740 Kc. POWER: 5000 watts. OWNED BY: Pacific Agricultural Foundation, Ltd. OPERATED BY: Same. BUSINESS ADDRESS: 87 East San Antonio St. PHONE: Ballard 2616. STUDIO ADDRESS: 87 East San Antonio St. TRANSMITTER LOCATION: Alviso, Calif. TIME ON THE AIR: 6:15 A.M. to 12:00 Midnight. NEWS SERVICE: United Press, International News Service. TRANSCRIPTION SERVICE: NBC Thesaurus, Standard Radio, C. P. MacGregor.

**Personnel**

President.....Ralph R. Brunton  
 General Manager.....C. L. McCarthy  
 Sales Manager.....H. O. Fiebig  
 Production Manager.....Dick Ellers  
 Sales Promotion and Program Manager,

Ray Lewis  
 Musical Director.....Fred Ruegg  
 Chief Engineer.....C. V. Davey

**Coverage**

	Daytime	Evening
Population—Primary	2,834,542	2,834,542
Radio Homes— "	545,870	545,870

Source: Joint Committee; Chamber of Commerce; field intensity survey.

**Representative**

Reynolds-Fitzgerald, Inc.

**K V E C**

SAN LUIS OBISPO—EST. 1937

MUTUAL—DON LEE

FREQUENCY: 1230 Kc. POWER: 250 watts. OWNED BY: Christina M. Jacobson, tr. as The Valley Electric Co. OPERATED BY: The Valley Electric Co. BUSINESS ADDRESS: 851 Higuera St. PHONE: San Luis Obispo 1100. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Roosevelt Highway. TIME ON THE AIR: 6:45 A.M. to 12:00 Midnight, daily; 8:00 A.M. to 12:00 Midnight, Sundays (119½ hours weekly). NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Standard Radio.

**Personnel**

Owner.....Christina M. Jacobson  
 Manager.....Les Hacker  
 Sales Manager.....Joe Shuttleworth  
 Program Director.....Aram Rejebian  
 Chief Announcer.....William Barton  
 Chief Engineer.....Earl Travis

**Representative**

John Blair & Co.

**K V O E**

SANTA ANA—EST. 1926

DON LEE—MUTUAL

FREQUENCY: 1490 Kc. POWER: 250 watts. OWNED BY: The Voice of the Orange Empire, Inc., Ltd. OPERATED BY: Same. BUSINESS ADDRESS: 307 North Broadway. PHONE: 4901-R. STUDIO ADDRESS: 2825 W. 5th St. PHONE: 4900. TRANSMITTER LOCATION: Same. TIME ON THE AIR: (Daily) 7:00 A.M. to 12:00 midnight; (Sunday) 8:00 A.M. to 12:00 midnight. TRANSCRIPTION SERVICE: C. P. MacGregor.

**Personnel**

President and General Manager,  
 Ernest L. Spencer  
 Vice-President.....C. P. MacGregor  
 Sales Manager.....Puck Wendling  
 Production Manager.....Wallace S. Wiggins  
 Merchandising & Promotion  
 Manager.....Vic Rowland  
 Chief Engineer.....Wallace S. Wiggins

**Representative**

John Blair & Company

**K D B**

SANTA BARBARA—EST. 1929

MUTUAL—DON-LEE BROADCASTING SYSTEMS

FREQUENCY: 1490 Kc. POWER: 250 watts. OWNED BY: Santa Barbara Broadcasters, Ltd. OPERATED BY: Don Lee Broadcasting System. BUSINESS ADDRESS: 15 E. Haley. PHONE: 4131. STUDIO ADDRESS: 15 E. Haley. TRANSMITTER LOCATION: Same. TIME ON THE

AIR: 6:45 A.M. to 12:00 Midnight. TRANSCRIPTION SERVICE: World Broadcasting System.

**Personnel**

President.....Thomas S. Lee  
 Station Manager.....Earl Pollock  
 Production Manager & Chief  
 Announcer.....Bob Perry  
 Sales Manager.....Arthur Manuel  
 Chief Engineer.....Walter Radtke

**Coverage**

	Daytime	Evening
Population—Primary . . . . .	118,400	118,400
Radio Homes— " . . . . .	37,000	37,000
Population—Secondary . . . . .	26,000	26,000
Radio Homes— " . . . . .	8,000	8,000

Source: Station survey.

**Representative**

John Blair & Co.

**K T M S**

SANTA BARBARA—EST. 1937

NATIONAL BROADCASTING CO.  
 CALIFORNIA RADIO SYSTEM

FREQUENCY: 1250 Kc. POWER: 1000 watts.  
 OWNED BY: News-Press Pub. Co. OPERATED BY: Same. BUSINESS ADDRESS: De La Guerra Plaza. PHONE: 6111. STUDIO ADDRESS: De La Guerra Plaza; Ventura, Calif. TRANSMITTER LOCATION: Goleta. TIME ON THE AIR: (daily) 6:45 A.M. to Midnight; (Sunday) 8:00 A.M. to Midnight. NEWSPAPER AFFILIATION: Santa Barbara News-Press. NEWS SERVICE: International News Service, Associated Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

**Personnel**

Manager.....Charles A. Storke

**Coverage**

	Daytime	Evening
Population—Primary . . . . .	138,958	138,958
Radio Homes— " . . . . .	34,450	34,450

Source: U. S. Census.

**Representative**

Paul H. Raymer Co.

**K S R O**

SANTA ROSA—EST. 1937

FREQUENCY: 1350 Kc. POWER: 1000 watts.  
 OWNED BY: E. L. Finley. OPERATED BY: Wilt Gunzendorfer. BUSINESS ADDRESS: Press Democrat Bldg. PHONE: Santa Rosa 110. STUDIO ADDRESS: Press Democrat Bldg. TRANSMITTER LOCATION: Vallejo & Fresno Sts. TIME ON THE AIR: 6:30 A.M. to 10:00 P.M. NEWSPAPER AFFILIATION: Santa Rosa Press-Democrat, Santa Rosa Republican. NEWS SERVICE: United Press, International News Service, Associated Press. TRANSCRIPTION SERVICE: World Broadcasting System.

**Personnel**

President.....E. L. Finley  
 Manager.....Wilt Gunzendorfer  
 Program Director.....Gordon Brown  
 Production Manager-Chief Announcer,  
 Larry Hays  
 Publicity Director.....Mike Pardee  
 Chief Engineer.....Howard McCauley

**Coverage**

Radio Homes—Primary.....139,410

Based on 250 Watts:

Source: Station survey.

**K G D M**

STOCKTON—EST. 1926

FREQUENCY: 1130 Kc. POWER: 1000 watts.  
 OWNED BY: E. F. Peffer. OPERATED BY: E. F. Peffer. BUSINESS ADDRESS: 40 S. California St. PHONE: 44551. STUDIO ADDRESS: 515 E. Market. TRANSMITTER LOCATION: Highway 99, S.E. TIME ON THE AIR: 5:45 A.M. to local sunset. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: World Broadcasting System.

**Personnel**

Manager.....E. Smith  
 Program Director.....Donald J. Ralph

**K W G**

STOCKTON—EST. 1921

NBC (RED AND BLUE) & CALIFORNIA RADIO SYSTEM

FREQUENCY: 1230 Kc. POWER: 250 watts.  
 OWNED BY: McClatchy Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Hotel Wolf. PHONE: 2-2727. 580 M. STUDIO ADDRESS: Hotel Wolf. TRANSMITTER LOCATION: Weber & E. Sts. TIME ON THE AIR: 6:00 A.M. to Midnight. NEWSPAPER AFFILIATION: McClatchy Newspapers, Inc. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio.

**Personnel**

President.....Guy C. Hamilton  
 Station & Sales Manager.....George Ross  
 Chief Announcer.....Lester Jacobson  
 Chief Engineer.....Russell Bennett

**Representative**

Paul H. Raymer Company

**K T K C**

VISALIA—EST. 1937

MUTUAL—DON LEE

FREQUENCY: 920 Kc. POWER: 1000 watts.  
 OWNED BY: Tulare-Kings Counties Radio Assoc. OPERATED BY: Same. BUSINESS ADDRESS: Visalia, P. O. Box 511. PHONE: 574-5. STUDIO ADDRESS: Visalia. TRANSMITTER

LOCATION: 1½ miles south of Visalia. TIME ON THE AIR: 6:00 A.M. to 11:00 P.M., daily except Saturday; 6:00 A.M. to 12:00 midnight, Saturdays. NEWS SERVICE: United Press. NEWSPAPER AFFILIATIONS: Time-Delta-Visalia Recorder, Porterville, Times & Advance Register, Tulare. TRANSCRIPTION SERVICE: C. P. MacGregor, Standard Radio.

**Personnel**

General Manager.....Chas. A. Whitmore  
Station Manager.....Chas. P. Scott  
Sales Manager.....Milliard Kibbe  
Program-Musical Director.....Jerry Irwin  
Production Manager.....Ken Aitken  
Chief Announcer.....Sheldon Anderson  
Chief Engineer.....Bert Williamson

**Coverage**

	Daytime	Evening
Population—Primary . . . .	455,400	350,000
Radio Homes— " . . . .	93,650	
Population—Secondary . . . .	*750,000	

\* Approximation.

**Representative**

John Blair & Company

**K H U B**

**WATSONVILLE—EST. 1937**

FREQUENCY: 1340 Kc. POWER: 250 watts. OWNED BY: John P. Scripps. OPERATED BY: E. W. Slusser. BUSINESS ADDRESS: Atkinson Lane. PHONE: 1700-1. STUDIO ADDRESS: Atkinson Lane. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. (112 hours weekly). NEWSPAPER AFFILIATION: Watsonville Register-Pajaronian. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

**Personnel**

President.....John P. Scripps  
Station Manager.....E. W. Slusser  
Commercial Manager.....George Barringer  
Program-Publicity Director.....Eddie Calder  
Chief Announcer.....Morry Bertsch  
Musical Director.....Nana Taylor  
Chief Engineer.....Farrel Buckley

**Coverage**

	Daytime	Evening
Population—Primary . . . .	50,000	30,000
Population—Secondary . . . .	20,000	

**Representative**

Walter Biddick Co.  
Forjoe & Co.

**COLORADO**

Population 1,123,296

Number of Radio Homes 254,900

Number of Families 314,952

Auto Registrations 362,000

*For 1940 Census data, please turn to page 245*

**K G I W**

**ALAMOSA—EST. 1929**

FREQUENCY: 1450 Kc. POWER: 250 watts. OWNED BY: E. L. Allen. OPERATED BY: E. L. Allen. BUSINESS ADDRESS: Alamosa, Colo. PHONE: Alamosa 26. STUDIO ADDRESS: Alamosa and Monte Vista. TRANSMITTER LOCATION: East Alamosa, Colo. TIME ON THE AIR: 7:00 A.M. to 7:30 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Standard Radio.

**Personnel**

Owner.....E. L. Allen

**K V O R**

**COLORADO SPRINGS—EST. 1922**

CBS

FREQUENCY: 1300 Kc. POWER: 1000 watts. OWNED BY: Outwest Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS:

Antlers Hotel. PHONE: Main 278. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Platte Ave. east of city limits. TIME ON THE AIR: 6:45 A.M. to midnight. NEWSPAPER AFFILIATIONS: Colorado Springs Gazette & Telegraph. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICES: NBC Thesaurus, Standard Radio, & Lang-Worth Features.

**Personnel**

President.....E. K. Gaylord  
Station Manager.....Dudley Tichenor  
Program Director.....Elaine Clemons  
Musical Director.....Duane Osborn  
Chief Engineer.....Cozine Strang

**Coverage**

Population—Primary . . . . .	166,000
Radio Homes— " . . . . .	38,000
Population—Secondary . . . . .	59,300
Radio Homes— " . . . . .	11,500

Source: Mail response analysis.

**Representative**

The Katz Agency

# K F E L

DENVER—EST. 1923

MUTUAL

MOUNTAIN & PLAIN NETWORK

FREQUENCY: 950 Kc. POWER: 5000 watts.  
 OWNED BY: Eugene P. O'Fallon, Inc. OPERATED BY: Eugene P. O'Fallon, Inc. BUSINESS ADDRESS: Albany Hotel. PHONE: Keystone 0178. STUDIO ADDRESS: Albany Hotel. TRANSMITTER LOCATION: 5350 West 20th Ave. TIME ON THE AIR: 5:30 A.M. to 12:30 A.M., daily; 7:00 A.M. to 12:30 A.M., Sundays. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: World Broadcasting System, Lang-Worth, Standard Radio, Davis & Schweigler, C. P. MacGregor.

## Personnel

President-Station Manager.....Gene O'Fallon  
 Director.....Frank Bishop  
 Commercial Manager.....Holly Moyer  
 Program and Sales Promotion Manager,  
 Don McCraig  
 Production Manager-Chief Announcer,  
 Herb Trackman  
 Chief Engineer.....Charles Hastings

## Coverage

	Daytime	Evening
Population—Primary . . . .	526,445	526,445
Radio Homes— " . . . .	124,600	110,000
Population—Secondary . . . .	323,300	526,445
Radio Homes— " . . . .	150,000	124,600

Source: Mail analysis.

## Representative

John Blair & Company

# K L Z

DENVER—EST. 1920

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 560 Kc. POWER: 5000 watts.  
 OWNED BY: KLZ Broadcasting Co. OPERATED BY: KLZ Broadcasting Co. BUSINESS ADDRESS: Shirley Savoy Hotel. PHONE: Main 4271. STUDIO ADDRESS: Shirley Savoy Hotel. TRANSMITTER LOCATION: S. Franklin at Hamden, Englewood, Colo. TIME ON THE AIR: 5:00 A.M. to 1:05 A.M.; Sunday, 6:30 A.M. to 12:00 Midnight (138 hours weekly. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Associated Program Service.

# K F E L

"THE MILE-HIGH MUTUAL NETWORK STATION"

DENVER, COLORADO

5000 Watt Western Electric Transmitter  
 with Directive Array—

Concentrating its Power in the Population Centers  
 DAY and NIGHT

Complete information, availabilities and low pro-rata talent costs on request to:



GENE O'FALLON, MGR.

Represented by  
 JOHN BLAIR & CO.

**Personnel**

President.....E. K. Gaylord  
 Station Manager.....Hugh B. Terry  
 Program Director.....Arthur Wuth  
 Production Manager.....Derby Sproul  
 Promotion Director.....R. C. Goffman  
 Musical Director.....Les Weelans  
 Chief Engineer.....T. A. McClelland

**Coverage**

	Daytime	Evening
Population—Primary	953,265	708,400
Radio Homes—"	204,641	156,068

Source: U. S. Census; Joint Committee.

**Representative**

The Katz Agency

**K M Y R \***

DENVER—EST. 1939

FREQUENCY: 1340 Kc. POWER: 250 watts.  
 OWNED BY: F. W. Meyer. OPERATED BY:  
 F. W. Meyer. BUSINESS ADDRESS: Denver.  
 STUDIO ADDRESS: Same. TRANSMITTER LO-  
 CATION: Same. TIME ON THE AIR: Unlimited  
 License.

\* Station was licensed to operate under a  
 C.P. at the time of going to press and no fur-  
 ther information was available after the usual  
 requests.

**K O A**

DENVER—EST. 1924

NATIONAL BROADCASTING CO.

FREQUENCY: 850 Kc. POWER 50,000 watts.  
 OWNED BY: General Electric Co. OPERATED  
 BY: National Broadcasting Co. BUSINESS  
 ADDRESS: 1625 California St. PHONE: Main  
 6211. STUDIO ADDRESS: Same. TRANSMIT-  
 TER LOCATION: Aurora, Colo. TIME ON THE  
 AIR: 5:30 A.M. to 1:00 A.M.; Sunday, 7:00  
 A.M. to 1:00 A.M. (135 hours weekly). NEWS  
 SERVICE: United Press, International News  
 Service. TRANSCRIPTION SERVICES: NBC  
 Thesaurus, Standard Radio. MAINTAINS ART-  
 ISTS BUREAU.

**Personnel**

President, General Electric....Charles Wilson  
 President, National Broadcasting,

Niles Trammell

General Manager.....Lloyd E. Yoder  
 Assistant Manager.....Robert H. Owen  
 National Spot Sales Manager,

James R. MacPherson

Local Sales Manager.....A. W. Crapsey  
 Production Manager.....John B. Lyman, Jr.  
 Publicity Director.....Don Martin  
 News Editor.....Albert Orrick  
 Auditor-Office Manager.....Dale L. Newbold  
 Traffic Manager.....H. M. Loucks  
 Musical Directors,

Milton Shrednik, Chester Smith

Program Director.....Clarence C. Moore

Artists Bureau Head.....Duncan McColl  
 Chief Engineer.....Robert H. Owen

**Coverage**

	Daytime	Evening
Population—Primary	1,099,400	1,113,400
Radio Homes—"	239,200	249,100
Population—Secondary	568,200	3,255,100
Radio Homes—"	104,400	625,700

Source: NBC Airea method of field strength  
 measurements and mail response analysis.

**Representative**

National Broadcasting Co., Inc.

**K P O F**

DENVER—EST. 1928

FREQUENCY: 910 Kc. POWER: 1000 watts.  
 OWNED BY: Pillar of Fire (A Corporation).  
 OPERATED BY: Pillar of Fire (A Corporation)  
 BUSINESS ADDRESS: 1845 Champa St. STU-  
 DIO ADDRESS: 1845 Champa St.  
 (Non-Commercial Station.)

**K V O D**

DENVER—EST. 1925

NATIONAL BROADCASTING CO.

FREQUENCY: 630 Kc. POWER: 1000 Watts.  
 OWNED BY: Colorado Radio Corp. OP-

STATION

**K V O D**

DENVER

Takes great pleasure in  
 announcing the appointment of  
**WEED AND COMPANY**  
 as its National Representative.



NBC Affiliate 630 Kilocycles

ERATED BY: Same. BUSINESS ADDRESS: Tenth Floor, Midland Savings Bldg. PHONE: Tabor 2291. STUDIO ADDRESS: Same. TIME ON THE AIR: 18½ hours daily; Sundays, 17 hours. NEWS SERVICE: United Press. TRANSCRIPTION SERVICES: Associated Music Publishers, Lang-Worth, C. P. MacGregor.

**Personnel**

President and General Manager... W. D. Pyle  
 Station & Commercial Manager... T. C. Ekrem  
 Program Director... J. E. Finch  
 Sales Dept... Con Hecker  
 Publicity Director... B. H. Stanton

**Coverage**

	Daytime	Evening
Population—Primary . . . . .	1,091,043	682,227
Radio Homes— " . . . . .	229,430	151,430
Population—Secondary . . . . .	227,437	134,983
Radio Homes— " . . . . .	45,245	27,366

Source: U. S. Census; Joint Committee.

**Representative**

Weed & Co.

**K I U P**

**DURANGO—EST. 1935**

FREQUENCY: 1400 Kc. POWER: 250 watts. OWNED BY: San Juan Broadcasting Co., Inc. OPERATED BY: San Juan Broadcasting Co., Inc. BUSINESS ADDRESS: 2800 Main Ave. PHONE: 117. STUDIO ADDRESS: 2800 Main Ave. TRANSMITTER LOCATION: 2800 Main Ave. TIME ON THE AIR: 7:30 A.M. to 10:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Davis & Schwegler.

**Personnel**

Station Manager... Raymond M. Beckner  
 Chief Engineer... G. L. Schmehl

**Coverage**

	Daytime	Evening
Population—Primary . . . . .	50,000	50,000
Radio Homes— " . . . . .	10,340	10,340
Population—Secondary . . . . .	125,000	125,000
Radio Homes— " . . . . .	30,000	30,000

Source: Field intensity survey and mail response analysis.

**K F X J**

**GRAND JUNCTION—EST. 1926**

MUTUAL BROADCASTING SYSTEM  
 MOUNTAIN & PLAIN NETWORK

FREQUENCY: 1230 Kc. POWER: 250 Watts. OWNED BY: R. G. Howell and Chas. Howell doing business as Western Slope Broadcasting Co. OPERATED BY: Western Slope Broadcasting Co. BUSINESS ADDRESS: La Court Hotel. PHONE: Grand Junction 126. STUDIO ADDRESS: La Court Hotel. TRANSMITTER LOCATION: Hillcrest Manor. TIME ON THE AIR: 7:00 A.M. to 10:00 P.M. (100 hours weekly). NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

**Personnel**

General Manager... Rex Howell  
 Commercial Manager... Chas. Howell  
 Traffic and Publicity Manager... Alice Barber  
 Chief Engineer... Fred Mendenhall

**Coverage**

Population—Primary . . . . .	18,321
Radio Homes— " . . . . .	13,204

Source: Field strength measurements.

**K F K A**

**GREELEY—EST. 1921**

MUTUAL BROADCASTING SYSTEM  
 MOUNTAIN & PLAIN NETWORK

FREQUENCY: 910 Kc. POWER: 1000 watts. OWNED BY: Mid-Western Radio Corp. OPERATED BY: Mid-Western Radio Corp. BUSINESS ADDRESS: 620 Eighth Ave. PHONE: 450-1. STUDIO ADDRESS: 620 Eighth Ave. TRANSMITTER LOCATION: Hoover Park. TIME ON THE AIR: 90 hours weekly. NEWS SERVICE: United Press.

**Personnel**

President-Station Manager... Francis Price  
 Program Director... Dorothy Baldwin  
 Production Manager... Charles W. Lang

**Coverage**

	Daytime
Population—Primary . . . . .	983,170
Radio Homes— " . . . . .	230,180

Source: U. S. Census; Joint Committee.

**Representative**

Furgason & Walker, Inc.

**K O K O**

**LA JUNTA—EST. 1937**

FREQUENCY: 1400 Kc. POWER: 250 watts. OWNED BY: The Southwest Broadcasting Co. OPERATED BY: The Southwest Broadcasting Co. BUSINESS ADDRESS: La Junta. STUDIO ADDRESS: La Junta. TRANSMITTER LOCATION: La Junta. TIME ON THE AIR: 6:00 A.M. to 9:30 P.M. TRANSCRIPTION SERVICE: Standard Radio.

**Personnel**

Station Manager... Leonard E. Wilson

**K I D W**

**LAMAR—EST. 1932**

FREQUENCY: 1450 Kc. POWER: 250 watts. OWNED BY: The Lamar Broadcasting Co. OPERATED BY: Lamar Broadcasting Co. BUSINESS ADDRESS: 129 W. Elm St. PHONE: 16. STUDIO ADDRESS: 129 W. Elm St. TRANSMITTER LOCATION: Lamar. TIME ON THE AIR: 7:00 A.M. to 6:00 P.M. and 9:30 P.M. to 12:00 Midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC The-saurus.



## DIRECT ROUTE TO THE BEST MARKET IN THE WHOLE UNITED STATES

WTIC offers you a direct route to Connecticut and the rest of Southern New England—the richest market in the whole United States. And that's not just talk. Sales Management in its September, 1940 issue gave the cold, hard facts concerning this rich industrial and farming community.

For example, the per family annual effective buying income for Connecticut is estimated at \$3,423.00, the highest of any of the United States and 39%

above the national average. And all indications point to an even greater figure during the coming year.

What does all this mean? It means 39% more cash response to your advertising.

The impact of 50,000 Watts and the authority of more than 15 years as the favorite station of Southern New England makes WTIC the direct route for your sales message in this rich market.

**WTIC 50,000  
WATTS**

**A "MUST" FOR A BIG JOB IN THE BIG SOUTHERN NEW ENGLAND MARKET**

The Travelers Broadcasting Service Corporation, Member NBC Red Network and Yankee Network  
Representatives: Weed & Company, New York, Chicago, Detroit, San Francisco



**Personnel**

General Manager.....C. R. Anderson

**K G H F**

PUEBLO—EST. 1928

NATIONAL BROADCASTING CO.  
(BLUE & RED)

FREQUENCY: 1350 Kc. POWER: 500 watts.  
OWNED BY: Curtis P. Ritchie. OPERATED  
BY: Same. BUSINESS ADDRESS: Pueblo Sav-  
ings & Trust Co. Bldg. PHONE: 3877. STUDIO  
ADDRESS: Same. TRANSMITTER LOCATION:  
U. S. Highway No. 87. TIME ON THE AIR:  
Unlimited license. TRANSCRIPTION SERVICE:  
World Broadcasting System.

**Personnel**

Owner.....Curtis P. Ritchie  
Station Manager.....J. H. McGill

Commercial Manager.....Maxson I. Bevens  
Program Director.....Fred Amos

**Representative**

Howard H. Wilson Co.

**K G E K**

STERLING—EST. 1926

FREQUENCY: 1230 Kc. POWER: 250 watts.  
OWNED BY: Elmer G. Beehler. OPERATED  
BY: Elmer G. Beehler. BUSINESS ADDRESS:  
Fleming Road. PHONE: 679. STUDIO AD-  
DRESS: Same. TRANSMITTER LOCATION:  
Same. TIME ON THE AIR: 11:30 A.M. to 1:30  
P.M. daily, and Tuesdays and Fridays 7:15  
P.M. to 8:45 P.M.; Sunday, 11:00 A.M. to 12:15  
P.M. and 2:30 P.M. to 3:30 P.M.

**CONNECTICUT**

Population 1,709,242

Number of Radio Homes 410,790

Number of Families 446,717

Auto Registrations 480,000

*For 1940 Census data, please turn to page 246*

**W I C C**

BRIDGEPORT (New Haven)—  
EST. 1926

NBC-MBS-YANKEE AND  
COLONIAL NETWORKS

FREQUENCY: 600 Kc. POWER: 1000 watts,  
d.; 500 watts, n. OWNED BY: The Yankee  
Network, Inc. OPERATED BY: The Yankee  
Network, Inc. BUSINESS ADDRESS: 21 Brook-  
line Ave., Boston, Mass. STUDIO ADDRESS:  
1241 Main St., Bridgeport. PHONE: 6-1121.  
TRANSMITTER LOCATION: Pleasure Beach.  
TIME ON THE AIR: 6:00 A.M. to 2:00 A.M.  
NEWS SERVICES: International News Service,  
Yankee Network News Service. TRANSCRIP-  
TION SERVICES: Associated Library. AFFILI-  
ATED with Yankee Network Artists' Bureau.

**Personnel**

President.....John Shepard 3rd  
Station Manager.....Joseph Lopez  
Supervisor, New Haven  
Studios .....Judson LaHaye  
Sales Manager.....Norman Whittaker  
Publicity Director and  
Program Director.....Florence Ballou

Musical Director.....Gus Meyers, Jr.  
Chief Engineer.....Garro Ray

**Coverage**

	Daytime	Evening
Population—Primary	803,320	517,757
Radio Homes—	184,764	119,064

Source: Field intensity measurements.

**Representative**

Edward Petry & Co., Inc.

**W N A B\***

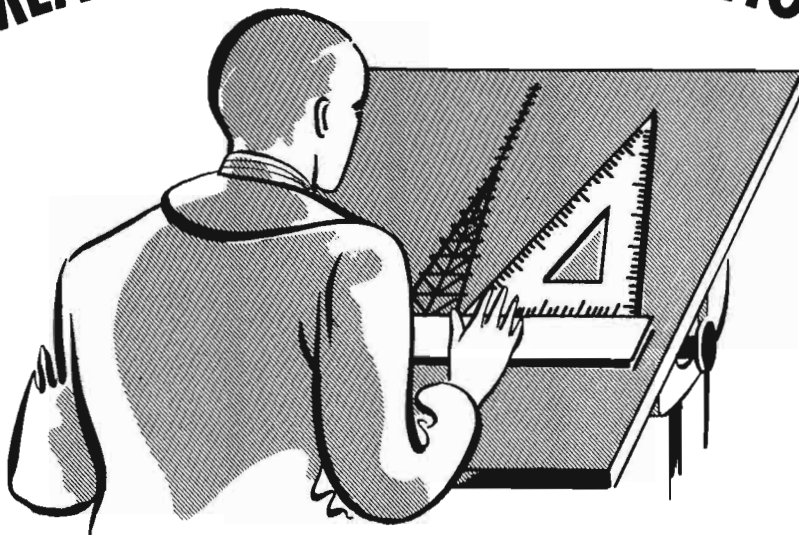
BRIDGEPORT—EST. 1941

FREQUENCY: 1450 Kc. POWER: 250 watts.  
OWNED BY: Harold Thomas. OPERATED BY:  
Harold Thomas. BUSINESS ADDRESS: Bridge-  
port. STUDIO ADDRESS: Same. TRANSMIT-  
TER LOCATION: Same. TIME ON THE AIR:  
Unlimited License.

**Personnel**

Owner .....Harold Thomas  
\*Station was licensed to operate under a  
construction permit at time of going to press  
and no further information was available.

# MEASURING A RADIO STATION



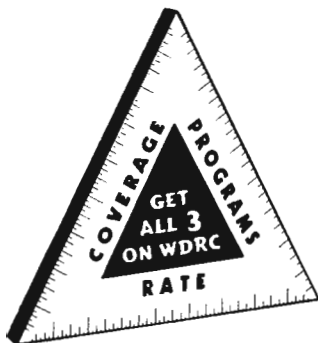
**Choosing** a radio station for “spot” business can be a measured procedure — as exact as a geometric formula.

To crystallize the formula, we give you a triangle. On one side, you have *coverage*. On the other, *programs*. And on the base of the

triangle, *rate*.

When you take all three factors into consideration, you inevitably get the right answer—and the right station.

In the Hartford Area—Connecticut’s Major Market—the triangle has a very pointed story. You get *all three*—on WDRC.



# WDRC

CONNECTICUT'S PIONEER BROADCASTER

5,000 WATTS 18 HOURS DAILY  
BASIC CBS FOR CONNECTICUT

## W D R C

HARTFORD—EST. 1922

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1360 Kc. POWER: 5000 watts.  
OWNED BY: WDRC, Inc. OPERATED BY:  
WDRC, Inc. BUSINESS ADDRESS: 750 Main  
St. PHONE: 7-1188-9. STUDIO ADDRESS: 750  
Main St. TRANSMITTER LOCATION: Blue  
Hills Ave., Bloomfield. TIME ON THE AIR:  
7:00 A.M. to 1:00 A.M. (daily); 8:00 A.M. to  
1:00 A.M. (Sunday). NEWS SERVICE: United  
Press TRANSCRIPTION SERVICE: Associated.

### Personnel

President and Station

Manager ..... Franklin M. Doolittle  
Commercial & Advertising

Manager ..... Wm. F. Malo  
Program Director ..... Walter B. Haase  
Publicity Director ..... Jack Zaiman  
Chief Announcer ..... Ray Barrett  
Musical Director ..... Sterling V. Couch  
Chief Engineer ..... Italo Martino

### Coverage

Population—Primary ..... 548,109  
Radio Homes— " ..... 341,959

Source: Station survey.

### Representative

Paul H. Raymer Co.  
Robert C. Foster (Boston)

## W T H T

HARTFORD—EST. 1936

MUTUAL—COLONIAL

FREQUENCY: 1230 Kc. POWER: 250 watts.  
OWNED BY: Hartford Times. OPERATED BY:  
Same. BUSINESS ADDRESS: 983 Main St.  
PHONE: 2-0237. STUDIO ADDRESS: Same.  
TRANSMITTER LOCATION: Same. TIME ON  
THE AIR: 7:00 A.M. to Midnight; Sunday,  
8:00 A.M. to Midnight. NEWSPAPER AFFILIA-  
TION: The Hartford Times. NEWS SERVICES:  
Associated Press. TRANSCRIPTION SERVICE:  
Lang-Worth, Standard Radio.

### Personnel

President ..... Francis S. Murphy  
Station Manager ..... Cedric W. Foster  
Commercial Manager ..... C. Glover Delaney  
Program Director ..... Laureat H. Martineau  
Publicity Director ..... Bob Martineau  
Chief Announcer ..... Jack Lloyd  
Musical Director ..... Charlotte Kaufman  
Chief Engineer ..... Richard K. Blackburn

### Coverage

Population—Primary ..... 350,000  
Radio Homes— " ..... 87,000  
Population—Secondary ..... 250,000  
Radio Homes— " ..... 62,000

Source: Field intensity measurements.

### Representative

J. P. McKinney & Son

## W T I C

HARTFORD—EST. 1925

NBC (RED)—YANKEE NETWORK

FREQUENCY: 1080 Kc. POWER: 50,000  
Watts. OWNED BY: Travelers Indemnity Co.  
OPERATED BY: Travelers Broadcasting Ser-  
vice Corp. BUSINESS ADDRESS: 26 Grove St.  
PHONE: Hartford 2-3181. STUDIO ADDRESS:  
Same. TRANSMITTER LOCATION: Avon. TIME  
ON THE AIR: (Daily) 6:00 A.M. to 1:00 A.M.;  
(Sunday) 8:45 A.M. to 1:00 A.M. NEWS SERV-  
ICE: Transradio Press. TRANSCRIPTION SER-  
VICE: World Broadcasting System, Davis &  
Schwegler, Lang-Worth, Miller Transcription  
Tape.

### Personnel

Station Manager ..... P. W. Morency  
Sales Promotion Manager ..... J. F. Clancy  
Sales Manager ..... Walter Johnson  
Program Director ..... Thomas C. McCray  
Publicity Director ..... G. Malcolm-Smith  
Musical Director ..... Moshe Paranov  
Chief Engineer ..... J. C. Randall

### Coverage

Population—Primary ..... 2,573,810  
Radio Homes— " ..... 597,600  
Population—Secondary ..... 1,230,120  
Radio Homes— " ..... 289,490

Source: Field intensity measurements and  
mail response analysis; U. S. Census.

### Representative

Weed & Company  
(See Page 372)

## W N B C

NEW BRITAIN-HARTFORD—

EST. 1935

NBC—BLUE

FREQUENCY: 1410 Kc. POWER: 5000 watts,  
d.; 1000 watts, n. OWNED BY: State Broad-  
casting Corp. OPERATED BY: State Broad-  
casting Corp. BUSINESS ADDRESS: 54 Pratt  
St., Hartford. PHONE: 7-9131. STUDIO AD-  
DRESS: 54 Pratt St., Hartford. TRANSMITTER  
LOCATION: Newington. TIME ON THE AIR:  
7:00 A.M. to 12:00 Midnight; Sunday, 8:00  
A.M. to 12:00 Midnight. NEWS SERVICE:  
United Press. TRANSCRIPTION SERVICE: As-  
sociated Library.

### Personnel

President ..... Patrick J. Goode  
Vice-President ..... Harold Lafout  
Treasurer ..... F. V. Goldstein  
General Manager ..... Richard W. Davis  
Program Director ..... Ralph Kanna  
Commercial Manager ..... Laurence C. Edwardson  
Publicity Director ..... Milton Berkowitz  
Chief Announcer ..... Jack Lacy  
Traffic Manager ..... Crean Patterson  
Chief Engineer ..... Rogers B. Holt

**Coverage**

	Daytime	Evening
Population—Primary . . . . .	501,100	421,000
Radio Homes— " . . . . .	124,200	104,450
Population—Secondary . . . . .	1,008,500	626,100
Radio Homes— " . . . . .	248,510	156,680

Source: Mail response analysis and field intensity survey.

**Representative**

Headley-Reed Company

**W E L I**

**NEW HAVEN—EST. 1935**

MBS-YANKEE & COLONIAL NETWORKS  
CONNECTICUT BROADCASTING SYSTEM

FREQUENCY: 960 Kc. POWER: 1000 watts.

OWNED BY: Patrick J. Goode. OPERATED BY: City Broadcasting Corp. BUSINESS ADDRESS: 221 Orange St. PHONE: 8-1133. STUDIO ADDRESS: 221 Orange St. TRANSMITTER LOCATION: Hamden, Conn. TIME ON THE AIR: 7:00 A.M. to 12:05 A.M. (119 hours weekly). NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: World Broadcasting System.

**Personnel**

President . . . . . Patrick J. Goode  
 Manager . . . . . James T. Milne  
 Artists' Bureau Head . . . . . Marion Reynolds  
 Program Director . . . . . Charles H. Wright  
 Production Manager . . . . . Robert Fleming  
 News Editor . . . . . William Dukeshire  
 Publicity Director . . . . . Vincent E. Palmeri  
 Musical Director . . . . . Marion Reynolds  
 Chief Engineer . . . . . J. Gordon Keyworth

**Coverage**

Population—Primary . . . . .	1,095,088
Radio Homes— " . . . . .	262,090
Population—Secondary . . . . .	818,351
Radio Homes— " . . . . .	165,990

Source: Field strength measurements.

**Representative**

William G. Rambeau Co.

**W N L C**

**NEW LONDON—EST. 1936**

YANKEE-COLONIAL-MUTUAL

FREQUENCY: 1490 Kc. POWER: 250 watts.

OWNED BY: Thames Broadcasting Corp. OPERATED BY: Thames Broadcasting Corp. BUSINESS ADDRESS: Mohican Hotel. PHONE: New London 4900. STUDIO ADDRESS: Mohican Hotel. TRANSMITTER LOCATION: Winthrop Point. TIME ON THE AIR: 8:00 A.M. to Midnight. MAINTAINS ARTISTS BUREAU.

**Personnel**

President . . . . . R. L. Morey  
 Station Manager . . . . . G. J. Morey  
 Commercial & Advertising  
 Manager . . . . . Ivon B. Newman

Program Director-Artists' Bureau Head,  
Len Stevens

Publicity Director-Chief Announcer,

Ted Hodge

Musical Director . . . . . Richard Benvenuti

Chief Engineer . . . . . Francis C. Garufy

**Coverage**

	Daytime	Evening
Population—Primary . . . . .	142,090	142,090
Radio Homes— " . . . . .	35,516	35,516
Population—Secondary . . . . .	32,240	
Radio Homes— " . . . . .	8,059	

Source: Field intensity measurements (based on 100 watts); U. S. Census.

**W A T R**

**WATERBURY—EST. 1934**

MUTUAL-COLONIAL-YANKEE

FREQUENCY: 1320 Kc. POWER: 250 watts.

OWNED BY: WATR Co., Inc. OPERATED BY: WATR Co., Inc. BUSINESS ADDRESS: 71 Grand St. PHONE: 3-5161. STUDIO ADDRESS: 71 Grand St. TRANSMITTER LOCATION: Baldwin Ave. TIME ON THE AIR: 8:00 A.M. to 12:00 Midnight. NEWS SERVICE: Yankee Network News Service. TRANSCRIPTION SERVICE: Standard Radio. MAINTAINS ARTISTS' BUREAU.

**Personnel**

President-Station Manager . . . . . Harold Thomas  
 Commercial & Advertising . . . . . Sam Elman  
 Chief Announcer . . . . . James Parker  
 Publicity Director . . . . . Foy Clark  
 Musical Director . . . . . Edith Lacci  
 Chief Engineer . . . . . John Burke

**Coverage**

	Daytime	Evening
Population—Primary . . . . .	178,813	178,813
Population—Secondary . . . . .	268,298	268,298

Source: Field intensity measurements.

**Representative**

Gene Furgason & Co.

**W B R Y**

**WATERBURY-NEW HAVEN**

**EST. 1934**

CBS

FREQUENCY: 1590 Kc. POWER: 5000 watts.

OWNED BY: American-Republican, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 136 Grand St., Waterbury—152 Temple St., New Haven. PHONE: Waterbury 3-1125—New Haven 7-1243. STUDIO ADDRESSES: Same. TRANSMITTER LOCATION: Prospect, Conn. TIME ON THE AIR: 111 hours weekly. NEWSPAPER AFFILIATION: Waterbury Republican and Waterbury American. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

**Personnel**

President.....W. J. Pape  
 Station Manager.....E. J. Frey  
 Program Director.....Jack Henry  
 Commercial Manager...Murray L. Grossman  
 Publicity Director.....E. Christy Erk  
 Chief Announcer.....Walter Howard  
 Musical Director.....Waldo S. Newbury  
 Manager, New Haven.....Harry DeVorken

Program Director, New Haven,

Scott Buckley

**Coverage**

Population—Primary .....	572,988
Radio Homes— " .....	97,494
Population—Secondary .....	276,026
Radio Homes— " .....	56,813

Source: Field intensity survey.

**Representative**

Joseph Hershey McGillvra

**DELAWARE**

Population 266,505

Number of Radio Homes 60,700

Number of Families 70,572

Auto Registrations 70,600

*For 1940 Census data, please turn to page 246*

**W D E L**

WILMINGTON—EST. 1922

NBC (Basic Red)  
 MASON-DIXON GROUP

FREQUENCY: 1150 Kc. POWER: 5000 watts.  
 OWNED BY: WDEL, Inc. OPERATED BY: Same.  
 BUSINESS ADDRESS: 10th and King Sts.  
 PHONE: 7268. STUDIO ADDRESS: Same.  
 TRANSMITTER LOCATION: Governor Printz  
 Boulevard. TIME ON THE AIR: 7:00 A.M. to  
 1:00 A.M. NEWS SERVICE: Transradio Press.  
 TRANSCRIPTION SERVICE: Lang-Worth.

**Personnel**

Station Executive.....Clair R. McCollough  
 Station Manager.....J. Gorman Walsh  
 Program Manager.....Harvey Smith  
 Publicity Director.....Robert Roberts

**Coverage**

	Daytime	Evening
Population—Primary ....	3,817,944	879,242
Radio Homes— " .....	832,866	193,264

Source: U. S. Census; Joint Committee; Field intensity measurements; mail response analysis.

**Representative**

Paul H. Raymer Co.

**Any Time is Profitable Time on**

**WDEL**

1120 KC. — 1000 WATTS  
 (C. P. 5000 Watts)

NBC BASIC RED NETWORK—  
 Covers Delaware, parts of  
 Maryland, New Jersey, Penna.

- Careful network and local programming assures our many advertisers a large audience in this rich sales territory. Evidence of sustained listener interest—more than 44,000 program letters received in 1940.

# W I L M

**WILMINGTON—EST. 1922**  
**MUTUAL BROADCASTING SYSTEM**  
**MASON-DIXON GROUP**

FREQUENCY: 1450 Kc. POWER: 250 watts.  
 OWNED BY: Delaware Broadcasting Co., Inc.  
 OPERATED BY: Same. BUSINESS ADDRESS:  
 820 King St. PHONE: 7268. STUDIO AD-  
 DRESS: Same. TRANSMITTER LOCATION:  
 Governor Printz Blvd. TIME ON THE AIR: 7:00  
 A.M. to 1:00 A.M. NEWS SERVICE: Transradio  
 Press. TRANSCRIPTION SERVICE: NBC The-  
 saurus, Lang-Worth.

## Personnel

Station Executive.....Clair R. McCollough  
 Station Manager.....J. Gorman Walsh  
 Program Manager.....Robert Kelly  
 Publicity Director.....Henry Sholly

## Coverage

	Daytime	Evening
Population—Primary .....	541,467	319,810
Radio Homes— " .....	108,004	66,316

Source: U. S. Census; Joint Committee; Field  
 intensity measurements; mail response analy-  
 sis.

## Representative

Paul H. Raymer Co.

# DISTRICT OF COLUMBIA

Population 663,091  
 Number of Families 171,023

Number of Radio Homes 155,800  
 Auto Registrations 173,100

*For 1940 Census data, please turn to page 246*

# W I N X

**WASHINGTON, D. C.—EST. 1940**

FREQUENCY: 1340 Kc. POWER: 250 watts  
 with 50-watt synchronized amplifier. OWNED  
 BY: Lawrence J. Heller. OPERATED BY: Law-  
 rence J. Heller. BUSINESS ADDRESS: 8th and  
 Eye Sts., N. W. PHONE: Republic 8000. STU-  
 DIO ADDRESS: Same. TRANSMITTER LOCA-  
 TION: Same. TIME ON THE AIR: 168 hours  
 weekly. NEWS SERVICE: International News  
 Service. TRANSCRIPTION SERVICE: Standard  
 Radio.

## Personnel

President.....Lawrence J. Heller  
 Station Manager.....Reggie Martin  
 Sales Manager.....Helen K. Mobberley  
 Program Director.....Frank Owen  
 Production Manager...Anson S. Carpenter, Jr.  
 Sales Promotion Manager...Jack B. Creamer  
 Chief Announcer.....Sam Lawder  
 Musical Director.....Bob Callahan  
 Chief Engineer.....Ralph E. Cannon, Jr.

## Representative

Radio Advertising Corp.

# W J S V

**WASHINGTON, D. C.—EST. 1926**

**COLUMBIA BROADCASTING SYSTEM**  
 FREQUENCY: 1500 Kc. POWER: 50,000 watts.  
 OWNED BY: Columbia Broadcasting System.  
 OPERATED BY: Columbia Broadcasting System.  
 BUSINESS ADDRESS: 817 Earle Bldg. PHONE:  
 Metropolitan 3200. STUDIO ADDRESS: 817  
 Earle Bldg. TRANSMITTER LOCATION:  
 Wheaton, Md. TIME ON THE AIR: (daily) 6:00

A.M. to 1:00 A.M. (Sunday) 7:30 A.M. to 1:00  
 A.M. NEWS SERVICE: United Press, Associ-  
 ated Press. TRANSCRIPTION SERVICE: World  
 Broadcasting System.

## Personnel

General Manager.....A. D. Willard, Jr.  
 Commercial Manager...William D. Murdock  
 Sales Promotion Director.....John Heiney  
 Program Director.....Lloyd W. Dennis, Jr.  
 Public Events Director.....Ann Gillis  
 Publicity Director.....Paul Glynn  
 Auditor.....Harry R. Crow  
 Chief Engineer.....Clyde Hunt

## Coverage\*

	Daytime	Evening
Population—Primary .....	958,500	801,200
Radio Homes— " .....	187,760	163,870
Population—Secondary .....	939,100	1,583,400
Radio Homes— " .....	154,020	267,230

\* Based on 10,000 watts; no data available  
 for 50,000 watts; secondary figures are based  
 on "regular listening" rather than "occasional  
 listening."

Source: CBS Research Department.

## Representative

Radio Sales

# W M A L

**WASHINGTON, D. C.—EST. 1925**

**NATIONAL BROADCASTING CO.**  
**(BASIC BLUE)**  
 FREQUENCY: 630 Kc. POWER: 5000 watts.  
 OWNED BY: M. A. Leese Radio Corp. OPER-  
 ATED BY: National Broadcasting Co. BUSI-  
 NESS ADDRESS: Radio Center, 724—14th St.,  
 N. W. PHONE: Republic 4000. STUDIO AD-

DRESS: Same. TRANSMITTER LOCATION: 712 Eleventh St., N. W. TIME ON THE AIR: 6:00 A.M. to 1:00 A.M., daily; 8:00 A.M. to 1:00 A.M., Sundays. NEWSPAPER AFFILIATION: Evening Star Newspaper, Inc. NEWS SERVICE: United Press, International News Service, Associated Press. TRANSCRIPTION SERVICES: NBC Thesaurus, Lang-Worth, Standard Radio, Associated.

**Personnel**

Vice-President.....Frank M. Russell  
 General Manager.....K. H. Berkeley  
 Assistant Manager.....Carleton D. Smith  
 Assistant Manager.....Fred Shawn  
 Sales & Advertising Manager..John H. Dodge  
 Sales Promotion Manager....J. M. Dinwiddie  
 Production Supervisor.....Ross Filion  
 Musical Director.....Morgan Baer  
 Chief Engineer.....A. E. Johnson

**Coverage**

	Daytime	Evening
Population—Primary .....	905,000	824,400
Radio Homes— " .....	201,200	190,400
Population—Secondary .....	704,900	153,100
Radio Homes— " .....	126,700	23,600

Source: NBC Statistical Department.

**Representative**

National Broadcasting Co., Inc.

**W O L**

WASHINGTON, D. C.—EST. 1928

MUTUAL BROADCASTING SYSTEM—

FREQUENCY: 1260 Kc. POWER: 1000 watts.  
 OWNED BY: American Broadcasting Co. OPERATED BY: American Broadcasting Co. BUSINESS ADDRESS: 1627 K St. N.W. PHONE: Metro 0012-3-4. STUDIO ADDRESS: 1627 K St. N.W. TRANSMITTER LOCATION: Chillum, Md. TIME ON THE AIR: 24 hours daily; Sunday, 6:30 A.M. to 2:00 A.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: Associated Music Publishers, Lang-Worth, Standard Radio, Davis & Schwegler.

**Personnel**

Vice-President-General  
 Manager.....W. B. Dolph  
 Sales Manager.....James Fishback  
 Program Director.....Madeline Ensign  
 Publicity Director.....Walter Knobeloch  
 Musical Director.....Frank Blair  
 Chief Engineer.....H. H. Lyon

**Coverage**

	Daytime	Evening
Population—Primary .....	1,029,453	838,153
Radio Homes— " .....	221,580	186,470

Source: Field intensity survey; U. S. Census; Joint Committee.

*Washington's  
 Only 24-Hour  
 Station!*



1000 Watts. 1260 Kilocycles Unlimited Time  
 MUTUAL'S STATION FOR THE DISTRICT OF COLUMBIA  
 1627 K Street, Northwest, Washington, D. C.  
 METropolitan 0010

**SIXTEENTH DECENNIAL CENSUS OF UNITED STATES**

RADIO HOMES

— 1 9 4 0 —

1/2 millivolt contour .....	256,452
WOL Base Daytime Hour Rate .....	\$90.00
Cost Per M Radio Homes .....	.35

... LOWEST IN WASHINGTON!

**AFFILIATED WITH MUTUAL BROADCASTING SYSTEM**

National Representatives: INTERNATIONAL RADIO SALES

## W R C

**WASHINGTON, D. C.—EST. 1923**  
**NATIONAL BROADCASTING CO.**  
 (BASIC RED)

FREQUENCY: 980 Kc. POWER: 5000 watts.  
 OWNED BY: National Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Radio Center, 724—14th St., N. W. PHONE: Republic 4000. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: R.F.D. No. 1, Hyattsville, Md. TIME ON THE AIR: 6:00 A.M. to 1:00 A.M., daily; 8:00 A.M. to 1:00 A.M., Sundays. NEWS SERVICE: United Press, International News Service, Associated Press. TRANSCRIPTION SERVICES: NBC Thesaurus, Standard Radio, Associated, Lang-Worth.

### Personnel

Vice-President.....Frank M. Russell  
 General Manager.....K. H. Berkeley  
 Assistant Manager.....Carleton D. Smith  
 Assistant Manager.....Fred Shawn  
 Sales & Advertising Manager..John H. Dodge  
 Sales Promotion Manager.....J. M. Dinwiddie  
 Production Supervisor.....Ross Filion  
 Musical Director.....Morgan Baer  
 Chief Engineer.....A. E. Johnson

### Coverage

	Daytime	Evening
Population—Primary . . . .	1,102,000	802,100
Radio Homes— " . . . .	237,500	187,200
Population—Secondary . . . .	873,900	465,800
Radio Homes— " . . . .	167,100	74,000

Source: NBC Statistical Department.

### Representative

National Broadcasting Co., Inc.

## W W D C

**WASHINGTON, D. C.—EST. 1940**

FREQUENCY: 1450 Kc. POWER: 250 watts with 100-watt amplifier. OWNED BY: Capitol Broadcasting Co. OPERATED BY: Capitol Broadcasting Co. BUSINESS ADDRESS: 1000 Connecticut Ave., N. W. PHONE: National 7203. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 61 Pierce St., N. E. BOOSTER LOCATION: East-West Highway, Montgomery County, Md. TIME ON THE AIR: 7:00 A.M. to 12:00 Midnight (119 hours weekly).

### Personnel

President .....Stanley H. Horner  
 General Manager.....Edwin M. Spence

# FLORIDA

Population 1,897,414

Number of Families 519,436

Number of Radio Homes 354,980

Auto Registrations 495,000

*For 1940 Census data, please turn to page 246*

## W M F J

**DAYTONA BEACH—EST. 1935**  
 NBC-BLUE

FREQUENCY: 1450 Kc. POWER: 250 watts.  
 OWNED BY: W. Wright Esch. OPERATED BY: W. Wright Esch. BUSINESS ADDRESS: 126½ Magnolia Ave. PHONE: 91. STUDIO ADDRESS: 126½ Magnolia Ave. TRANSMITTER LOCATION: 126½ Magnolia Ave. TIME ON THE AIR: 7:00 A.M. to 12:00 Midnight; Sundays, 8:00 A.M. to 12:00 Midnight. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Lang-Worth, Associated Music.

### Personnel

Owner .....W. Wright Esch  
 Station Manager.....Billee B. Esch  
 Program Director.....Ray Clancy  
 Chief Engineer.....W. K. Ellenwood  
 Chief Engineer.....W. K. Ellenwood

### Coverage

Population—Primary . . . . .	198,895
Radio Homes— " . . . . .	37,844
Population—Secondary . . . . .	305,381
Radio Homes— " . . . . .	58,183

Source: Field intensity survey; Joint Committee; U. S. Census.

## W P E R \*

**DE LAND—EST. 1941**

FREQUENCY: 1310 Kc. POWER: 250 watts.  
 OWNED BY: Tropical Broadcasting Co. OPERATED BY: Tropical Broadcasting Co. BUSINESS ADDRESS: De Land. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Unlimited license.

### Personnel

President.....Carl E. Raymond  
 Vice-President.....V. M. Fountain  
 Secretary-Treasurer.....W. H. Acree  
 \*Station was licensed to operate under a construction permit at time of going to press and no further information was available.



# WFTL

**FORT LAUDERDALE—EST. 1939**

FREQUENCY: 1400 Kc. POWER: 250 watts.  
 OWNED BY: Tom M. Bryan. OPERATED BY:  
 WFTL Broadcasting Co. BUSINESS ADDRESS:  
 2700 South Andrews Ave. PHONE: 1300-1 and  
 1799. STUDIO ADDRESS: Same. TRANSMIT-  
 TER LOCATION: Same. TIME ON THE AIR:  
 7:00 A.M. to 12:00 Midnight. NEWS SERVICE:  
 United Press. TRANSCRIPTION SERVICE:  
 Standard Radio, Associated Library.

## Personnel

Owner & Operator..... Tom M. Bryan  
 General Manager..... R. M. Tigert  
 Assistant Manager..... Perry N. Bryan  
 Program-Publicity Director... William M. Johns  
 Chief Announcer..... Marion Moore  
 Chief Engineer..... Francis Carroll

## Coverage

	Daytime	Evening
Population—Primary .....	125,000	60,000
Radio Homes— " .....	40,000	10,000
Population—Secondary ..	175,000	65,000
Radio Homes— " .....	50,000	12,000

Source: Field strength survey.

# WFTM

**FORT MEYERS—EST. 1939**

FLORIDA BROADCASTING SYSTEM

FREQUENCY: 1240 Kc. POWER: 250 watts.  
 OPERATED BY: Fort Meyers Broadcasting Co.  
 OWNED BY: Fort Meyers Broadcasting Co.  
 BUSINESS ADDRESS: 51 East 1st St. PHONE:  
 818. STUDIO ADDRESS: 51 East 1st St. TRANSMIT-  
 TER LOCATION: Same. TIME ON THE  
 AIR: 7:15 A.M. to 10:00 P.M. NEWS SERVICE:  
 International News Service. TRANSCRIPTION  
 SERVICE: Standard Radio.

## Personnel

President-Station Manager,  
 William E. Bennis, Jr.  
 Commercial Manager... Mrs. W. E. Bennis, Jr.  
 Program Director..... Margaret Williams  
 Publicity Director..... Joe Ellis  
 Chief Announcer..... Boyd Wood  
 Musical Director..... Barbara Brady  
 Chief Engineer..... Lewis Shea

## Coverage

	Winter	Summer
Population—Primary .....	94,250	86,500
Population—Secondary ..	82,200	75,300

# WRUF

**GAINESVILLE—EST. 1928**

FREQUENCY: 850 Kc. POWER: 5000 watts.  
 OPERATED BY: University of Florida. BUSI-  
 NESS ADDRESS: University Campus. PHONE:  
 1000 Ext. 55. STUDIO ADDRESS: Same.  
 TRANSMITTER LOCATION: Same. TIME ON

THE AIR: 6:30 A.M. to sunset at Denver, Colo.;  
 Sunday, 7:00 A.M. to sunset at Denver, Colo.  
 NEWS SERVICE: Associated Press. TRAN-  
 SCRPTION SERVICE: World Broadcasting  
 System, Lang-Worth.

## Personnel

Director ..... Garland Powell  
 Assistant to Director... Charles W. Dudley, Jr.  
 Commercial Manager..... Francis Kearney  
 Publicity Director..... Sam Founts  
 Office Manager..... John L. Berry  
 Production Manager..... Alvin Flanagan  
 Musical Director..... Elizabeth Tew  
 Chief Engineer..... Dean Joseph Weil

## Coverage

	Daytime
Radio Homes—Primary.....	29,614
Radio Homes—Secondary.....	137,878

Source: Field intensity survey.

## Representative

Burn-Smith Company

# WJAX

**JACKSONVILLE—EST. 1925**

NATIONAL BROADCASTING CO.

FREQUENCY: 930 Kc. POWER: 5000 watts,  
 d.; 1000 Watts, n. OWNED BY: City of  
 Jacksonville. OPERATED BY: Same. BUSI-

# W J A X

JACKSONVILLE, FLORIDA

♦

## THE MUNICIPAL BROADCASTING STATION

♦

## NBC RED NETWORK

♦

930 Kc.—Maximum Power 5000 Watts

Phone Jacksonville 5-5821

Representatives

John Blair & Co., New York, Chicago  
 Detroit and West Coast  
 H. E. Cummings, Southeast



# THE NEW FLORIDA SILHOUETTE

Palm trees were there when lusty pirates hid their stolen treasure. Today the treasure of all South Florida reflects in the changing skyline of America's fastest-growing metropolitan area.

This amazing growth (up 20% in 1940) means comparable gains for advertisers who know the Miami story. Growing, too, 5,000 watt WIOD now travels your sales message via salt water to all South Florida, delivering **THE MOST COMPLETE COVERAGE** of these rich markets.

**WIOD**  
M I A M I

**NBC Red**  
•  
**5,000**  
**ON**  
**610**

NESS ADDRESS: No. 1 Broadcast Place. PHONE: 5-5821-2. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Hyde Park Country Club. TIME ON THE AIR: (daily) 6:00 A.M. to 1:00 A.M. (Sunday) 8:00 A.M. to midnight. TRANSCRIPTION SERVICE: NBC Thesaurus.

**Personnel**

Commissioner in Charge.....Thos. C. Imeson  
Station Manager and Chief  
Engineer.....John T. Hopkins, III  
Merchandising .....Harry Cole

**Representative**

John Blair & Co.  
Harry Cummings, Atlanta

•  
**W J H P**

**JACKSONVILLE—EST. 1940**

NATIONAL BROADCASTING CO.

FREQUENCY: 1320 Kc. POWER: 250 watts. OWNED BY: The Metropolis Co. OPERATED BY: Same. BUSINESS ADDRESS: 500 Laura St. PHONE: 57610. STUDIO ADDRESS: 500 Laura St. TRANSMITTER LOCATION: Read and Alamo St. TIME ON THE AIR: 18 hours daily. NEWSPAPER AFFILIATION: Jacksonville Journal. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: World Broadcasting System.

**Personnel**

President.....John H. Perry  
Station Manager.....H. G. Wells, Jr.  
Sales Manager.....I. M. Koger  
Program Director.....James W. Young  
Publicity Director.....Speed Veal  
Chief Announcer.....Jack Rathburn  
Musical Director.....Fred Maurie  
Chief Engineer.....B. Hayford

**Representative**

John H. Perry Associates

•  
**W M B R**

**JACKSONVILLE—EST. 1933**

COLUMBIA BROADCASTING SYSTEM  
FLORIDA BROADCASTING SYSTEM

FREQUENCY: 1400 Kc. POWER: 250 watts. OWNED BY: Fla. Broadcasting Co. OPERATED BY: Fla. Broadcasting Co. BUSINESS ADDRESS: 118 West Adams St. PHONE: 5-4387-8. STUDIO ADDRESS: 118 West Adams St. TRANSMITTER LOCATION: Foot of Vine and Massachusetts Sts. TIME ON THE AIR: 6:30 A.M. to midnight. NEWS SERVICE: United Press.

**Personnel**

President.....Frank King  
Secretary-Treasurer .....Glenn Marshall  
Chief Announcer.....Chas. Stone  
Chief Engineer.....H. B. Greene

**Coverage**

	Daytime	Evening
Population—Primary . . . . .	196,835	196,835
Radio Homes— " . . . . .	35,500	35,500
Population—Secondary . . . . .	337,172	337,172
Radio Homes— " . . . . .	38,800	38,800

Source: Department of Commerce.

**Representative**

Paul H. Raymer Co.

•  
**W L A K**

**LAKELAND—EST. 1936**

NATIONAL BROADCASTING CO.

FREQUENCY: 1340 Kc. POWER: 250 watts. OWNED BY: Lake Region Broadcasting Co. OPERATED BY: Lake Region Broadcasting Co. BUSINESS ADDRESS: P. O. Box 1211. STUDIO ADDRESS: Shore Acres, East Lime St. PHONE: 2127. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. TRANSCRIPTION SERVICE: Davis & Schweigler.

**Personnel**

President.....J. E. P. Marchant  
Station Manager.....Bert Arnold  
Sales Manager.....D. M. Brown  
Commercial Manager.....James H. Jones  
Program Director.....Gordon Fletcher  
Musical Director.....Elvan B. Wilson  
Chief Engineer.....Powell Hunter

**Coverage**

	Daytime	Evening
Population—Primary . . . . .	101,000	101,000
Radio Homes— " . . . . .	14,234	14,234
Population—Secondary . . . . .	265,000	265,000
Radio Homes— " . . . . .	28,956	28,956

Source: Joint Committee; U. S. Census.

**Representative**

John Blair & Co.

•  
**W I O D**

**MIAMI—EST. 1926**

NATIONAL BROADCASTING CO.

FREQUENCY: 610 Kc. POWER: 5000 watts. OWNED BY: Isle of Dreams Broadcasting Co. OPERATED BY: Isle of Dreams Broadcasting Co. BUSINESS ADDRESS: 600 Biscayne Blvd., News Tower. PHONE: 3-6444. STUDIO ADDRESS: 600 Biscayne Blvd., News Tower. TRANSMITTER LOCATION: 79th St., Biscayne Bay. TIME ON THE AIR: 6:30 A.M. to 1:00 A.M., daily; 8:00 A.M. to 12:00 Midnight, Sunday. NEWSPAPER AFFILIATION: Miami Daily News. NEWS SERVICE: United Press, International News Service, Associated Press. TRANSCRIPTION SERVICE: NBC Thesaurus, Associated Library.

WHERE THE NATION COMES TO PLAY

MIAMI BEACH

~ F L O R I D A ~

AND

WKAT

GIVE YOU

THE MARKET WHERE  
PEOPLE WITH MONEY  
SPEND THEIR VACATIONS

•

1360 Kilocycles

WKAT

1000 W. Day and Night

MIAMI BEACH, FLORIDA

UNITED PRESS NEWS • NBC BLUE AFFILIATE

**Personnel**

President.....D. J. Mahoney  
 Secretary-Treasurer.....Ross A. Reeder  
 Station Manager.....Arch Robb  
 Commercial Manager.....S. A. Vetter  
 Promotion Manager.....Frank Jaffe  
 Production Manager.....Charles Green  
 Musical Director.....Clark Fiers  
 Chief Engineer.....Milton C. Scott Jr.

**Coverage**

Population—Primary ..... 450,753  
 Radio Homes— " ..... 138,000  
 Population—Secondary ..... 79,711  
 Radio Homes— " ..... 21,348

Source: Joint Committee; 1940 U. S. Census.

**Representatives**

George P. Hollingbery Co.  
 Harry S. Cummings, Jacksonville and Atlanta

**W Q A M**

MIAMI—EST. 1921

COLUMBIA BROADCASTING SYSTEM  
 FLORIDA BROADCASTING SYSTEM

FREQUENCY: 560 Kc. POWER: 1000 watts.

OWNED BY: Miami Broadcasting Co. OPERATED BY: Miami Broadcasting Co. BUSINESS ADDRESS: Postal Bldg., PHONE: 26121. STUDIO ADDRESS: Postal Bldg. TRANSMITTER LOCATION: Biscayne Bay at 14th St. TIME ON THE AIR: 6:30 A.M. to midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

**Personnel**

President and General Manager .....Fred W. Borton  
 Advertising Manager.....Norman MacKay  
 Program Manager.....Hazel McGuire  
 Sales Manager.....Fred Mizer  
 Chief Engineer.....Eugene Rider

**Coverage**

Population—Primary ..... 420,861  
 Radio Homes— " ..... 93,350  
 Population—Secondary ..... 471,758  
 Radio Homes— " ..... 104,350

Source: Field intensity survey.

**Representative**

John Blair & Co.

**W K A T**

MIAMI BEACH—EST. 1937

NATIONAL BROADCASTING CO.

FREQUENCY: 1360 Kc. POWER: 1000 watts.

OWNED BY: A. Frank Katzentine. OPERATED BY: Same. BUSINESS ADDRESS: 1759 N. Bay Rd. PHONE: 5-7471. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 1:00 A.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Associated Music Library.

**Personnel**

Owner.....A. Frank Katzentine  
 General Manager.....John C. McCloy  
 Sales Manager.....A. Campbell  
 Business Manager.....A. Wampler  
 Publicity Director.....O. Revelle  
 Musical Director.....Betty Lee Taylor  
 Engineers.....Tom Magee, Arthur Smith

**W T M C**

OCALA—EST. 1939

NATIONAL BROADCASTING CO.

FREQUENCY: 1490 Kc. POWER: 250 watts. OWNED BY: Ocala Broadcasting Co. OPERATED BY: Ocala Broadcasting Co. BUSINESS ADDRESS: Ocala. STUDIO ADDRESS: Anthony and Henry Sts. PHONE: 128. TRANSMITTER LOCATION: 1 Broadcast Place. TIME ON THE AIR: Unlimited License; actual, 7:00 A.M. to 11:00 P.M. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: Standard Radio. MAINTAINS ARTISTS' BUREAU.

**Personnel**

President.....John T. Alsop, Jr.  
 General Manager.....Hal Davis  
 Commercial Manager.....Helen Davis  
 Program Director.....Lester Weil  
 Production Manager.....Ethel London  
 Artists' Bureau Head-Musical Director,  
 Charles Beresford, Jr.  
 Chief Announcer.....Al Jennings  
 Chief Engineer.....Bradley Overton

**Coverage**

Population—Primary ..... 45,576  
 Radio Homes— " ..... 10,112  
 Source: Station survey.

**Representatives**

John H. Perry Associates

**RADIO DAILY  
 READERS  
 ARE  
 EVERYWHERE**

# W D B O

ORLANDO—EST. 1924

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 580 Kc. POWER: 5000 watts.  
 OWNED BY: Orlando Broadcasting Co., Inc.  
 OPERATED BY: Orlando Broadcasting Co., Inc.  
 BUSINESS ADDRESS: Ft. Gatlin Hotel, 563 N. Orange Ave. PHONE: 6181-5957. STUDIO ADDRESS: Ft. Gatlin Hotel, 563 N. Orange Ave., Deland. TRANSMITTER LOCATION: Dubsdread Country Club, Near Fairville, Fla. TIME ON THE AIR: (daily) 6:30 A.M. to 12:05 A.M.; (Sunday) 7:00 A.M. to 12:05 A.M. NEWS SERVICE: United Press. MAINTAINS ARTISTS BUREAU. TRANSCRIPTION SERVICE: World Library.

### Personnel

President.....Col. Geo. C. Johnston  
 Vice-President-General and Commercial Manager.....Harold P. Danforth  
 Local Advertising Manager.....J. M. Pedrick  
 Educational Director-Chief Announcer,  
 W. Gage McBride  
 Publicity Director.....Charles Batchelder  
 Program Director.....Ralph Rogers  
 Musical Director.....Walter D. Kimble  
 Artists' Bureau Head.....Robert Willard  
 Chief Engineer.....J. E. Yarbrough

### Coverage

	Daytime	Evening
Population—Primary . . . . .	510,960	275,541
Radio Homes— " . . . . .	75,400	39,100
Population—Secondary . . . . .	274,206	509,625
Radio Homes— " . . . . .	45,500	81,800

Source: Field intensity survey.

### Representative

Paul H. Raymer Company

# W L O F

ORLANDO—EST. 1940

FREQUENCY: 1230 Kc. POWER: 250 watts.  
 OWNED BY: Hazelwood, Inc. OPERATED BY: Hazelwood, Inc. BUSINESS ADDRESS: P. O. Box 1272. STUDIO ADDRESS: Angebilt Hotel. PHONE: 2-1061. TRANSMITTER LOCATION: Orlando. TIME ON THE AIR: 6:30 A.M. to 12:00 Midnight (121 hours weekly). NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: NBC Thesaurus.

### Personnel

President-General Manager,  
 George A. Hazelwood  
 Commercial-Program Manager,  
 John VanCronkhite  
 Publicity Director.....Tom Sawyer  
 Chief Announcer.....Bob Caffey  
 Chief Engineer.....W. Dod Daniel

*A Blanket in Florida?*

SURE!

# W D B O

ORLANDO

RADIO BLANKET OF THE SUN EMPIRE

5000 Watts—DAY & NIGHT—580 Kcs.

**1/2 FLORIDA**

AREA BUYING POWER POPULATION

Lowest Cost Response—Tops in Florida Radio Power

Representative: Paul H. Raymer—New York, Chicago, Los Angeles

**Coverage**

	Daytime	Evening
Population—Primary . . . . .	90,000	78,000
Population—Secondary . . . . .	275,543	135,000

Source: Chamber of Commerce.

**W D L P**

**PANAMA CITY—EST. 1939**

FREQUENCY: 1230 Kc. POWER: 250 watts. OWNED BY: Panama City Broadcasting Co. OPERATED BY: Panama City Broadcasting Co. BUSINESS ADDRESS: Panama City. STUDIO ADDRESS: First and Mercer Sts. PHONE: 777. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 15 hours daily; 102 hours weekly. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: World Broadcasting System.

**Personnel**

President . . . . . P. A. Roll  
 Station Manager . . . . . Braden Ball  
 Commercial Manager . . . . . Fred RaBell  
 Program-Musical Director . . . . . Fred Phillips  
 Chief Engineer . . . . . Eddie Pierce

**Coverage**

	Daytime	Evening
Population—Primary . . . . .	50,000	20,000
Radio Homes— " . . . . .	10,000	7,500
Population—Secondary . . . . .	200,000	70,000
Radio Homes— " . . . . .	75,000	50,000

Source: Mail response survey; U. S. Census.

**Representative**

John H. Perry Associates

**W C O A**

**PENSACOLA—EST. 1926**

NATIONAL BROADCASTING COMPANY  
 FLORIDA STATE NETWORK

FREQUENCY: 1370 Kc. POWER: 1000 watts. d.; 500 watts, n. OWNED BY: Pensacola Broadcasting Co. OPERATED BY: Pensacola Broadcasting Co. BUSINESS ADDRESS: San Carlos Hotel. PHONE: Pen 4111. STUDIO ADDRESS: San Carlos Hotel. TRANSMITTER LOCATION: Pensacola Bay Ridge. TIME ON THE AIR: 6:00 A.M. to 12:00 Midnight; Sundays, 8:00 A.M. to 12:00 Midnight. (18 hours daily; 125 hours weekly). NEWSPAPER AFFILIATION: News-Journal Co. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: Standard Radio.

**Personnel**

President . . . . . John H. Perry  
 General Manager . . . . . Irving F. Welch  
 Commercial Manager . . . . . Bill Helie  
 Program Director . . . . . Virgil Evans  
 Sales Promotion Manager . . . . . James Larkin

Publicity Director . . . . . Charles Sullivan  
 Continuity Director . . . . . Dorothy Eastman  
 Musical Director . . . . . Ray Rogers  
 Chief Engineer . . . . . Bert Mead

**Coverage**

Population—Primary . . . . .	162,500
Radio Homes— " . . . . .	21,020
Population—Secondary . . . . .	258,700
Radio Homes— " . . . . .	35,380

Source: Joint Committee; station survey.

**Representative**

John H. Perry Associates

**W F O Y**

**COLUMBIA BROADCASTING SYSTEM  
 FLORIDA BROADCASTING SYSTEM  
 ST. AUGUSTINE—EST. 1936**

FREQUENCY: 1240 Kc. POWER: 250 watts. OWNED BY: Fountain of Youth Properties, Inc. OPERATED BY: Fountain of Youth Properties, Inc. BUSINESS ADDRESS: Fountain of Youth Park, St. Magnolia St. PHONE: 1400. STUDIO ADDRESS: Fountain of Youth Park, St. Magnolia St. TRANSMITTER LOCATION: Fountain of Youth Gardens. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. NEWS SERVICE: United Press.

**Personnel**

President-Station Manager . . . . . Glenn Marshall, Jr.  
 Sales Manager . . . . . Frank King  
 Commercial Manager . . . . . John H. Cummins  
 Program Director . . . . . Winifred Hill  
 Chief Engineer . . . . . Pat Bernhard

**Coverage**

Population—Primary . . . . .	25,902
Radio Homes— " . . . . .	20,488
Population—Secondary . . . . .	113,721
Radio Homes— " . . . . .	89,839

**Representative**

Paul H. Raymer Co.

**W T S P**

**ST. PETERSBURG—EST. 1939**

FREQUENCY: 1380 Kc. POWER: 1000 watts. d.; 500 watts, n. OWNED BY: Pinellas Broadcasting Co. OPERATED BY: Pinellas Broadcasting Co. BUSINESS ADDRESS: 4th St., North at 35th Ave. STUDIO ADDRESS: 4th St., North at 35th Ave. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:30 A.M. to 12:00 Midnight. (17½ hours daily; 14½ hours Sunday). NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System. C. P. MacGregor. MAINTAINS ARTISTS' BUREAU.

**Personnel**

President . . . . . Nelson Poynter  
 General Manager . . . . . Ovelton Maxey  
 Program Director . . . . . Coburn Gum

*We've Got Salt Water Here Too! And It Leads Direct to Florida's Largest, Richest Market*

# WSUN

Since 1927 the ESTABLISHED RADIO PROGRAM SERVICE for West Coast and Central Florida . . . Tampa and St. Petersburg.

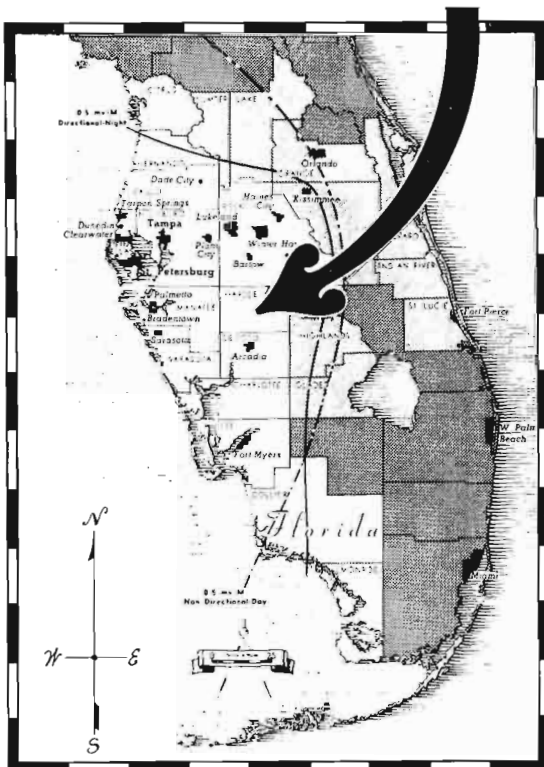
*Now*

**FULL TIME**

**5000 WATTS**

**620 KC NBC Blue**

WSUN's transmitter was ONE OF THE FIRST to utilize the superior transmission benefits of a location on SALT WATER. 620 kilocycles carries YOUR program to ALL of this rich market.



Engineering field measurements by  
McNary and Chambers, Sept. 1940

FLORIDA LEADS ALL STATES: Earliest census figures give FLORIDA a 29.2% increase . . . leading ALL OTHER STATES. WSUN's "airea" enjoys more than its share of this increase. BONUS LISTENERS TOO! During certain winter and spring months a conservative estimate gives you at least DOUBLE normal listening audience due to the tremendous numbers of seasonal residents. Radio is their most important personal diversion. They're all well above average buying power.

**W S U N**

BUSINESS OFFICES AND STUDIOS: RECREATION PIER, ST. PETERSBURG, FLORIDA

LOUIS J. LINK, General Manager

Represented by

**INTERNATIONAL RADIO SALES**

NEW YORK CHICAGO SAN FRANCISCO



Continuity Director.....Tommy Tucker  
 Chief Announcer.....Jack Swift  
 Chief Engineer.....Garvin Combs

**Coverage**

Population—Primary ..... 64,638  
 Radio Homes— " ..... 17,420  
 Population—Secondary ..... 205,988  
 Radio Homes— " ..... 40,100

Source: Field intensity survey.

**W S U N**

**ST. PETERSBURG—EST. 1927**

NATIONAL BROADCASTING CO.

FREQUENCY: 620 Kc. POWER: 5000 watts.  
 OWNED BY: City of St. Petersburg. OPERATED BY: City of St. Petersburg. BUSINESS ADDRESS: Municipal Pier. PHONE: 4747. STUDIO ADDRESS: Municipal Pier. TRANSMITTER LOCATION: Bayview-Clearwater, Fla. TIME ON THE AIR: 6:30 A.M. to 1:00 A.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Associated Music Publishers.

**Personnel**

Station Manager.....Louis J. Link  
 Sales Manager.....Jerry Wigley  
 Program Director-Chief Announcer, Fred Daiger  
 Production Manager.....Maurice Hayes  
 Public Relations Director.....Joe Frohock  
 Director of Women's Activities....Ruth Clark  
 Musical Director.....Edith Ginn  
 Sales Promotion Manager....Genevieve Burke  
 Chief Engineer.....Tom Herrin

**Coverage**

Population—Primary ..... 460,691  
 Radio Homes— " ..... 82,730  
 Population—Secondary ..... 198,763  
 Radio Homes— " ..... 34,790

**Representative**

International Radio Sales

**W S P B**

**SARASOTA—EST. 1939**

FREQUENCY: 1450 Kc. POWER: 250 watts.  
 OWNED BY: WSPB, Inc. OPERATED BY: WSPB, Inc. BUSINESS ADDRESS: City Island, Sarasota. STUDIO ADDRESS: City Island. PHONE: 2541. TRANSMITTER LOCATION: City Island. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio, World Broadcasting System.

**Personnel**

President-Station Manager.....Frank S. Lane  
 Vice-President.....Ken Flenniken  
 Treasurer.....S. C. Hutcheson  
 Commercial Manager.....Fred Temple

**Coverage**

Radio Homes—Primary..... 61,520

**W T A L**

**TALLAHASSEE—EST. 1935**

FLORIDA NETWORK

FREQUENCY: 1340 Kc. POWER: 250 watts.  
 OWNED BY: Florida Capitol Broadcasters, Inc. OPERATED BY: Same. BUSINESS ADDRESS: P. O. Box 989. STUDIO ADDRESS: Thomasville Highway. PHONE: 2160, 2161-W. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. (117 hours weekly). NEWSPAPER AFFILIATION: Highlands County Pilot, Scenic Highlands Sun (Avon, Fla.). MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Lang-Worth.

**Personnel**

President .....Gilbert Freeman  
 Station Manager.....William C. Wyatt  
 Program Director.....Mildred E. Williams  
 Chief Engineer.....William A. Snowden, Jr.

**Coverage**

	Daytime	Evening
Population—Primary ....	100,000	25,000
Radio Homes— " .....	32,000	10,000
Population—Secondary .....	350,000	
Radio Homes— " .....	125,000	

Source: Mail and telephone analysis.

**Representative**

Adams & Adams

**W D A E**

**TAMPA—EST. 1922**

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1250 Kc. POWER: 5000 watts.  
 OWNED BY: Tampa Times Company. OPERATED BY: Tampa Times Company. BUSINESS ADDRESS: 114 N. Franklin St. PHONE: M-1818. STUDIO ADDRESS: Tampa Terrace Hotel. TRANSMITTER LOCATION: Forest Hills Country Club, Area. TIME ON THE AIR: 7:00 A.M. to 12:00 Midnight. NEWSPAPER AFFILIATION: Tampa Daily Times. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Standard Radio.

**Personnel**

President .....David E. Smiley  
 Vice-President.....Ralph Nicholson  
 Station Manager .....L. S. Mitchell  
 Program Director.....Kenneth W. Skelton  
 Publicity Director.....J. F. Smiley  
 Musical Director.....M. E. Plattner  
 Chief Engineer.....William Pharr Moore

**Coverage**

	Daytime	Evening
Population—Primary ....	343,600	416,500
Radio Homes— " .....	59,460	146,500
Population—Secondary .....	210,100	70,910
Radio Homes— " .....	29,650	18,950

Source: CBS survey.

**Representative**

Paul H. Raymer Co.



# GEORGIA

Population 3,123,723

Number of Radio Homes 396,240

Number of Families 750,633

Auto Registrations 503,599

For 1940 Census data, please turn to page 247

## W A L B \*

ALBANY—EST. 1941

FREQUENCY: 1260 Kc. POWER: 1000 watts. OWNED BY: Herald Publishing Co. OPERATED BY: Herald Publishing Co. BUSINESS ADDRESS: Albany. STUDIO ADDRESS: 2½ miles north of Albany on Dixie Highway. TRANSMITTER LOCATION: Albany. TIME ON THE AIR: 6:00 A.M. to 12:00 Midnight. NEWS-PAPER AFFILIATION: Albany Herald.

### Personnel

President ..... H. T. McIntosh  
General Manager ..... Edward J. Lord

\*Station was licensed to operate under a construction permit at time of going to press and no further information was available.

## W G P C

ALBANY—EST. 1934

FREQUENCY: 1590 Kc. POWER: 250 watts. OWNED BY: Albany Broadcasting Co. OPERATED BY: J. W. Woodruff, Sr. BUSINESS ADDRESS: 127½ N. Jackson St. PHONE: 1371-1370. STUDIO ADDRESS: 127½ N. Jackson St. TRANSMITTER LOCATION: Gillionville Rd. (2 miles west of Albany). TIME ON THE AIR: 6:00 A.M. to 10:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Lang-Worth, World Broadcasting System.

### Personnel

President ..... J. W. Woodruff, Sr.  
General Manager ..... J. W. Woodruff, Jr.  
Resident Manager ..... A. T. Spies  
Program Director ..... Jerry Winters  
Production Manager-Publicity Director,

Billie Poole

Chief Engineer ..... O. E. Johnson

### Coverage

Population—Primary .....	460,500
Radio Homes— " .....	31,875
Population—Secondary .....	480,349
Radio Homes— " .....	22,172

Source: U. S. Census; station estimate.

### Representative

International Radio Sales

## W G A U

ATHENS—EST. 1938

FREQUENCY: 1340 Kc. POWER: 250 watts. OWNED BY: J. K. Patrick & Co. OPERATED BY: J. K. Patrick & Co. BUSINESS ADDRESS:

Bobbins Mill Road. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 12:00 midnight. NEWS-PAPER AFFILIATION: Athens Banner-Herald. TRANSCRIPTION SERVICE: Standard Radio.

### Personnel

Manager-Chief Engineer ..... M. C. Gorman  
Program Director ..... Bill Evans

## W A G A

ATLANTA—EST. 1937

NBC—(BLUE)

FREQUENCY: 1480 Kc. POWER: 1000 watts, d.; 500 Watts, n. OWNED BY: Liberty Broadcasting Co. OPERATED BY: Liberty Broadcasting Corp. BUSINESS ADDRESS: Western Union Bldg. PHONE: Main 5101-3. STUDIO ADDRESS: Western Union Bldg. TRANSMITTER LOCATION: East Atlanta. TIME ON THE AIR: 6:30 A.M. to 12:00 Midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

### Personnel

President ..... George B. Storer  
General Manager ..... Don Ioset  
Sales Manager ..... Maurice C. Coleman  
Program Director ..... Howard Donahoe  
Chief Engineer ..... Clif H. Hanson

### Coverage

Population—Primary .....	436,196
Radio Homes— " .....	87,160
Population—Secondary .....	208,869
Radio Homes— " .....	17,070

Source: Station survey.

### Representative

John Blair & Co.

## W A T L

ATLANTA—EST. 1931

MUTUAL BROADCASTING SYSTEM  
GEORGIA BROADCASTING SYSTEM

FREQUENCY: 1400 Kc. POWER: 250 watts. OWNED BY: J. W. Woodruff, Trustee as Atlanta Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 26 Cain St., N. W. PHONE: Walnut 4377-8. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 26 Cain St., N. W. TIME ON THE AIR: 6:00 A.M. to 1:05 A.M. (all night Sat.). NEWS SERVICE: International News Service TRANSCRIPTION SERVICE: World Broadcasting System, Davis & Schwegler, Lang-Worth.

THE ATLANTA JOURNAL STATION

# WSB

ATLANTA, GEORGIA

*In Southern Ohio*  
IT'S  
**WHIO**  
DAYTON

**POWER  
PROGRAMS  
PUBLICITY**

*In Florida*  
IT'S  
**WIOD**  
MIAMI

*Sales*  
**THE VOICE OF THE SOUTH**

**50,000 WATTS ⚡ NBC-RED ⚡ CLEAR CHANNEL**

EDWARD PETRY & CO., INC.—National Representatives

**Personnel**

President.....J. W. Woodruff  
 Sales Promotio nManager.....James Knight  
 Program-Musical Director.....Ken Keese  
 Production Manager.....Allen Parks  
 Publicity Director.....Barney Oakes  
 Chief Announcer.....Julian Flint  
 Musical Director.....Ken Keese  
 Chief Engineer.....Jim Comer Jr.

**Coverage**

Population—Primary.....496,000  
 Radio Homes— ".....89,000  
 Population—Secondary.....372,500  
 Radio Homes— ".....37,800

Source: Mail response analysis.

**Representative**

International Radio Sales

**W S B**

ATLANTA—EST. 1922

NBC—RED

FREQUENCY: 750 Kc. POWER: 50,000  
 Watts. OWNED BY: Atlanta Journal Co.  
 OPERATED BY: Atlanta Journal Co. BUSINESS  
 ADDRESS: Biltmore Hotel. PHONE: Hemlock  
 1045. STUDIO ADDRESS: Biltmore Hotel.  
 TRANSMITTER LOCATION: Near Tucker, Ga.  
 TIME ON THE AIR: Daily, 5:30 A.M. to 12:30  
 P.M.; Sunday, 7:00 A.M. to 12:00 Midnight.  
 NEWS PAPER AFFILIATION: Atlanta Journal.  
 NEWS SERVICE: Associated Press, United  
 res. TRANSCRIPTION SERVICE: C. P. Mac-  
 gregor, Lang-Worth.

**Personnel**

Manager.....J. Leonard Reinsch  
 Sales Manager.....John M. Outler, Jr.  
 Program Director.....Roy McMillen  
 Production Manager.....Marcus Bartlett  
 Sales Promotion Manager.....Loris S. Myers  
 Artists' Bureau Head.....John Lair  
 Publicity Director.....Elmo Israel  
 Farm Director.....Bill Prance  
 Musical Director.....Earl Landis  
 Chief Engineer.....C. F. Daugherty

**Coverage**

	Daytime	Evening
Population—Primary	1,567,500	1,836,700
Radio Homes— " "	247,500	249,830
Population—Secondary	3,170,400	9,730,700
Radio Homes— " "	399,530	1,370,100

Source: NBC area survey; Consumer Market  
 Data Hand Book.

**Representative**

Edward Petry & Company

**W G A C**

AUGUSTA—EST. 1940

FREQUENCY: 1240 Kc. POWER: 250 watts.  
 OWNED BY: Twin States Broadcasting Co.  
 OPERATED BY: Twin States Broadcasting Co.  
 BUSINESS ADDRESS: Augusta. PHONE:

2-2692-3. STUDIO ADDRESS: Same. TRANS-  
 MITTER LOCATION: Sand Bar Ferry Road.  
 TIME ON THE AIR: 7:00 A.M. to 12:00 Mid-  
 night; Sundays, 8:00 A.M. to 12 midnight.  
 NEWSPAPER AFFILIATION: Augusta Herald.  
 NEWS SERVICE: Associated Press. TRAN-  
 SCRIPTIION SERVICE: Associated.

**Personnel**

President.....F. Frederick Kennedy  
 General Manager.....J. B. Fuqua  
 Program Director.....John W. Watkins  
 Chief Engineer.....William Nungesser

**Coverage**

	Daytime	Evening
Population—Primary	120,000	80,000
Radio Homes— " "	25,000	20,000

Source: Field intensity survey.

**Representative**

Headley-Reed Co.

**W G S T**

AUGUSTA—EST. 1940

COLUMBIA BROADCASTING SYSTEM  
 GEORGIA MAJOR MARKET TRIO

FREQUENCY: 920 Kc. OWER: 5000 watts,  
 d.: 1000 Watts. n. OWNED BY: Georgia School  
 of Technology. OPERATED BY: Southern  
 Broadcasting Stations, Inc. BUSINESS AD-  
 DRESS: Forsyth Bldg. PHONE: Walnut 8441.  
 STUDIO ADDRESS: Same. TRANSMITTER LO-  
 CATION: Cheshire Bridge Road. TIME ON  
 THE AIR: 6:00 A.M. to 12:00 Midnight.  
 NEWS SERVICE: Transradio Press. TRAN-  
 SCRIPTIION SERVICE: World Broadcasting  
 System.

**Personnel**

President.....C. H. Calhoun  
 Treasurer.....P. J. Williams  
 National Sales-Promotion Manager,  
 Frank Gaither  
 Program Director.....John Fulton  
 Production Director.....Don Naylor  
 Publicity Director.....Mike Clarke  
 Musical Director.....Lola Wallace  
 Chief Engineer.....Ben Akerman

**Coverage**

Population—Primary	705,977*
Radio Homes— " "	112,270*

Source: Field intensity measurements based  
 on 0.5 millivolt signal.

**Representative**

The Katz Agency

**W M W H \***

AUGUSTA—EST. 1941

FREQUENCY: 1450 Kc. POWER: 250 Watts.  
 OWNED BY: W. Montgomery Harrison. OPER-  
 ATED BY: W. Montgomery Harrison. BUSINESS  
 ADDRESS: Augusta.

\*Station was licensed to operate under a  
 construction permit at time of going to press.

# WRDW

AUGUSTA—EST. 1930

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1490 Kc. POWER: 250 watts. OWNED BY: Augusta Broadcasting Co. OPERATED BY: Augusta Broadcasting Co. BUSINESS ADDRESS: 10th & Broad Sts. PHONE: 2-8805. STUDIO ADDRESS: 10th & Broad Sts. TRANSMITTER LOCATION: Buena Vista Ave., North Augusta, S. C. TIME ON THE AIR: 6:00 A.M. to Midnight; Sunday, 8:00 A.M. to Midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus. MAINTAINS ARTISTS' BUREAU.

## Personnel

President ..... Arthur Lucas  
 Station Manager..... W. R. Ringson  
 Sec. & Treas..... F. J. Miller  
 Program Director..... Charles Walters  
 Sales Manager..... Thurston Bennett  
 Publicity Director..... J. Marion Harman  
 Musical Director..... Paul Reed  
 Chief Engineer..... Harvey Aderhold

## Coverage

	Daytime	Evening
Population—Primary	285,701	141,264
Radio Homes—"	30,100	19,530
Population—Secondary	428,791	144,437
Radio Homes—"	37,700	10,570

Source: Mail response analysis.

## Representative

Burn-Smith Co.

# WMOG

BRUNSWICK—EST. 1939

FREQUENCY: 1490 Kc. POWER: 250 watts. OWNED BY: Coastal Broadcasting Co. OPERATED BY: Coastal Broadcasting Co. BUSINESS ADDRESS: Brunswick. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Brunswick. TIME ON THE AIR: 7:00 A.M. to 10:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

## Personnel

President..... Alma W. King  
 General Manager..... Kenneth E. White  
 Program Director..... Leon Lloyd  
 Chief Announcer..... Tom Gilchrist  
 Chief Engineer..... Herman Lange

# WRBL

COLUMBUS—EST. 1928

COLUMBIA BROADCASTING SYSTEM

GEORGIA BROADCASTING SYSTEM

FREQUENCY: 1230 Kc. POWER: 250 watts. OWNED BY: The Columbus Broadcasting Co., Inc. OPERATED BY: Same. BUSINESS ADDRESS: 1420 2nd Ave. PHONE: 4300-1-2. STUDIO ADDRESS: Same. TRANSMITTER LO-

CATION: 15th Ave.—30th St. TIME ON THE AIR: 6:00 A.M. to 11:00 P.M.; Sundays, 8:00 A.M. to 11:00 P.M. NEWS SERVICE: International News Service. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: World Broadcasting System, Lang-Worth, Davis & Schwegler.

## Personnel

President..... J. W. Woodruff, Sr.  
 General Manager..... J. W. Woodruff, Jr.  
 Sales Manager..... James Davenport  
 Chief Announcer Program Director, Jack Gibney

## Coverage

Population—Primary	500,000
Radio Homes—"	44,100
Population—Secondary	200,000
Radio Homes—"	21,000

Source: Mail response analysis.

## Representative

International Radio Sales

# WMJM

CORDELE—EST. 1940

FREQUENCY: 1490 Kc. POWER: 250 watts. OWNED BY: Cordele Dispatch Publishing Co. OPERATED BY: Cordele Dispatch Publishing Co. BUSINESS ADDRESS: Cordele. STUDIO ADDRESS: Cordele. TRANSMITTER LOCATION: Cordele. TIME ON THE AIR: 6:30 A.M. to 11:00 P.M. NEWSPAPER AFFILIATION: Cordele Dispatch. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio, Transco.

## Personnel

Business and General Manager,  
 J. J. Mangham, Jr.  
 Station-Commercial Manager, Harry G. Clark  
 Program Director..... Ellen M. Stewart  
 Chief Engineer..... Noel Martin

# WBLJ

DALTON—EST. 1940

FREQUENCY: 1200 Kc. POWER: 250 watts. OWNED BY: Dalton Broadcasting Corp. OPERATED BY: Dalton Broadcasting Corp. BUSINESS ADDRESS: Kenemer Bldg. PHONE: Dalton 684. STUDIO ADDRESS: Kenemer Bldg. TRANSMITTER LOCATION: River Bend Rd. TIME ON THE AIR: 6:00 A.M. to 10:00 P.M. (112 hours weekly). NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Standard Radio. MAINTAINS ARTISTS' BUREAU.

## Personnel

President ..... Baxter Roach  
 Secretary-Treasurer..... W. V. Williams  
 General Manager..... Don Spencer  
 Program Director-Artists' Bureau Head,  
 Bill Davies  
 Publicity Director..... Jack McCoy  
 Chief Engineer..... W. Roberts

**W G G A \***

**GAINESVILLE—EST. 1941**

FREQUENCY: 1240 Kc. POWER: 250 watts.  
 OWNED BY: Harry Estes, Austin Dean and  
 L. H. Christian d/b as Gainesville Broadcast-  
 ers. OPERATED BY: Gainesville Broadcasters.  
 BUSINESS ADDRESS: Gainesville. STUDIO  
 ADDRESS: Same. TRANSMITTER LOCATION:  
 Same. TIME ON THE AIR: Unlimited license.  
 NEWSPAPER AFFILIATION: Gainesville Eagle.

\*Station was licensed to operate under a  
 construction permit at time of going to press  
 and no further information was available.

**W K E U**

**GRIFFIN—EST. 1934**

FREQUENCY: 1450 Kc. POWER: 250 watts.  
 OWNED BY: Radio Station WKEU. OPERATED  
 BY: A. W. Marshall, Jr. BUSINESS ADDRESS:  
 Griffin Hotel. STUDIO ADDRESS: Same.  
 TRANSMITTER LOCATION: Same. TIME ON  
 THE AIR: Daytime to local sunset. TRAN-  
 SCRPTION SERVICE: C. P. MacGregor.

**Personnel**

Manager ..... A. W. Marshall, Jr.

**Representative**

Sears & Ayer, Inc.

**W L A G \***

**LA GRANGE—EST. 1941**

FREQUENCY: 1210 Kc. POWER: 250 watts.  
 OWNED BY: La Grange Broadcasting Co.  
 OPERATED BY: La Grange Broadcasting Co.  
 TRANSMITTER LOCATION: Same. TIME ON  
 THE AIR: Unlimited license. NEWSPAPER  
 AFFILIATION: La Grange News.

**Personnel**

President ..... Roy C. Swank  
 Vice President-Secretary ..... Willis J. Davis  
 Treasurer ..... Arthur E. Edge, Jr.

\*Station was licensed to operate under a  
 construction permit at time of going to press.

**W B M L**

**MACON—EST. 1940**

**MUTUAL BROADCASTING SYSTEM**

FREQUENCY: 1240 Kc. POWER: 250 watts.  
 OWNED BY: Middle Georgia Broadcasting Co.  
 OPERATED BY: Middle Georgia Broadcasting  
 Co. BUSINESS ADDRESS: First National Bank  
 Bldg. PHONE: 2728. STUDIO ADDRESS: First  
 National Bank Bldg. TRANSMITTER LOCA-  
 TION: Eighth and Cherry Sts. TIME ON THE  
 AIR: 6:30 A.M. to 12:00 Midnight; Sundays,  
 7:30 A.M. to 12:00 Midnight. NEWS SERVICE:  
 United Press. TRANSCRIPTION SERVICE: NBC  
 Thesaurus.

**\$14,000,000 in defense projects within ten miles—  
 military Strategists know**

**A GOOD MARKSMAN ALWAYS AIMS  
 AT THE CENTER OF HIS TARGET!!**

Concentrate your pattern in  
 MIDDLE GEORGIA  
 with

**W B M L**

*"In Beat with the Heart of Georgia"*

UNITED PRESS  
 News of the Hour on the Hour

**MACON, GEORGIA**

MUTUAL BROADCASTING SYSTEM

REPRESENTATIVES: INTERNATIONAL RADIO SALES

**Personnel**

President.....Ernest D. Black  
 General Manager.....Robert R. Feagin  
 Business Manager.....Charles W. Pittman  
 Sales Promotion Manager.....Pat Padgett  
 Program Director.....Earl J. Pudney  
 Chief Announcer.....Sid Willard  
 Musical Director.....Mary Hester Richardson  
 Chief Engineer.....David Bain

**Coverage**

	Daytime	Evening
Population—Primary .....	300,000	150,000
Radio Homes— " .....	50,200	13,860
Population—Secondary ..	450,000	200,000
Radio Homes— " .....	72,400	15,000

Source: Station survey.

**Representative**

International Radio Sales

**W M A Z**

**MACON—EST. 1922**

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 940 Kc. POWER: 5000 watts.  
 OWNED BY: Southeastern Broadcasting Co.  
 OPERATED BY: Southeastern Broadcasting Co.  
 BUSINESS ADDRESS: 211 Cotton Ave.  
 PHONE: 3131-2. STUDIO ADDRESS: 211 Cotton Ave.  
 TRANSMITTER LOCATION: Georgia Place.  
 TIME ON THE AIR: 6:30 A.M. to 12:00 Midnight; Sunday, 7:30 A.M. to 12:00 Midnight.  
 NEWS SERVICE: International News Service.  
 TRANSCRIPTION SERVICE: World Transcription System, Radio Transcription Co.

**Personnel**

President, General Manager.....E. K. Cargill  
 Vice-President.....George P. Rankin  
 Secretary-Treasurer.....Wilton E. Cobb  
 Commercial Manager.....Frank Crowther  
 Musical Director.....Allie V. Williams  
 Chief Engineer.....George P. Rankin Jr.

**Coverage**

Population—Primary .....	180,371
Radio Homes— " .....	23,748
Population—Secondary .....	524,864
Radio Homes— " .....	59,649

Source: Field intensity survey.

**Representative**

The Katz Agency

**W M G A**

**MOULTRIE—EST. 1939**

FREQUENCY: 1400 Kc. POWER: 250 watts.  
 OWNED BY: Frank R. Pidcock, Sr.  
 BUSINESS ADDRESS: Moultrie. PHONE: 999.  
 STUDIO ADDRESS: Moultrie. TRANSMITTER LOCATION: Moultrie.  
 TIME ON THE AIR: 6:00 A.M. to 11:00 P.M., daily; 8:00 A.M. to 10:00 P.M., Sundays  
 NEWS SERVICE: United Press.  
 TRANSCRIPTION SERVICE: NBC Thesaurus.

**Personnel**

Manager.....John F. Pidcock  
 Chief Engineer.....James W. Stewart

**Coverage**

Population—Primary .....	205,026
Radio Homes— " .....	23,644
Population—Secondary .....	294,066
Radio Homes— " .....	32,526

Source: Station survey.

**Representative**

F. Lacelle Williams

**W R G A**

**ROME—EST. 1929**

FREQUENCY: 1490 Kc. POWER: 250 watts.  
 OWNED BY: Rome Broadcasting Corp. OPERATED BY: Rome Broadcasting Corp.  
 BUSINESS ADDRESS: National City Bank Bldg.  
 PHONE: 6589. STUDIO ADDRESS: National City Bank Bldg.  
 TRANSMITTER LOCATION: National City Bank Bldg.  
 TIME ON THE AIR: 6:00 A.M. to 11:00 P.M., daily; 8:00 A.M. to 11:00 P.M., Sundays.  
 NEWS SERVICE: United Press.

**Personnel**

President.....John W. Quarles  
 Station Manager-Treasurer...Happy Quarles  
 Sales Manager.....Price Selby  
 Commercial Manager.....Mather Payne  
 Program Director.....Jimmy Kirby

**W S A V**

**SAVANNAH—EST. 1939**

FREQUENCY: 1340 Kc. POWER: 250 watts.  
 OWNED BY: WSAV, Inc. OPERATED BY: WSAV, Inc.  
 BUSINESS ADDRESS: Liberty National Bank Bldg.  
 PHONE: 5600 and 3-4554. STUDIO ADDRESS: Liberty National Bank Bldg.  
 TRANSMITTER LOCATION: President St.  
 TIME ON THE AIR: 7:00 A.M. to 12:00 Midnight, daily; 8:00 A.M. to 12:00 Midnight, Sundays.  
 MAINTAINS ARTISTS' BUREAU.  
 NEWS SERVICE: International News Service.  
 TRANSCRIPTION SERVICE: Associated.

**Personnel**

President.....Arthur Lucas  
 General Manager.....Harben Daniel  
 Commercial-Sales Promotion Manager, N. W. Brandon  
 Program-Musical Director...Electa Robertson  
 Production Manager.....Robert Eisenman  
 Publicity Director.....Ganus Scarborough  
 Chief Engineer.....Meredith Thompson

**Coverage**

	Daytime	Evening
Population—Primary .....	166,776	123,479
Radio Homes— " .....	33,356	24,696

Source: Field intensity measurements and mail response analysis; 1940 U. S. Census.

**Representative**

George P. Hollingbery Co.



# W T O C

SAVANNAH—EST. 1929

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1290 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: Savannah Broadcasting Co. OPERATED BY: Savannah Broadcasting Co. BUSINESS ADDRESS: 516 Abercorn St. STUDIO ADDRESS: 516 Abercorn St. TRANSMITTER LOCATION: Louisville Rd. TIME ON THE AIR: Daily, 6:30 A.M. to 12:00 Midnight; Sunday, 8:00 A.M. to 12:00 Midnight. TRANSCRIPTION SERVICE: Lang-Worth, World Broadcasting System.

## Personnel

President ..... W. T. Knight, Jr.  
 Treasurer-Station Manager... Marjorie B. Willis  
 Program Director..... Fred P. Pfahler, Jr.  
 Production-Publicity..... William B. Smart  
 Musical Director..... Dwight J. Bruce  
 Chief Engineer..... James Reynolds Donovan

## Coverage

	Daytime	Evening
Population—Primary . . . . .	322,600	431,800
Radio Homes— " . . . . .	35,980	45,940
Population—Secondary . . . . .	802,700	543,100
Radio Homes— " . . . . .	183,300	125,800

Source: CBS Listener Study.

## Representative

The Katz Agency, Inc.

# WE'RE "ON THE SPOT"!!

Where new sales records are being made!

Where a greater, richer audience is being served better by the new WTOC

Where modernized promotion, merchandising, and publicity activities really serve clients

IN SAVANNAH

SALES ARE UP  
 POPULATION IS UP  
 BUYING POWER IS UP

# W T O C

CBS • 5000 WATTS • 1290 KC.

United Press News • Member Major Market Trio • Columbia's "Voice of the Coastal Empire"

(For Proof of Above Statements Consult Nearest "KATZ" Man)

# W P A X

THOMASVILLE—EST. 1934

FREQUENCY: 1240 Kc. POWER: 250 watts. OWNED BY: H. Wimpy. OPERATED BY: H. Wimpy. BUSINESS ADDRESS: 117 Remington Ave. PHONE: 909. STUDIO ADDRESS: 117 Remington Ave. TRANSMITTER LOCATION: 117 Remington Ave. TIME ON THE AIR: Unlimited License.

## Personnel

Station Manager.....H. Wimpy

# W R L C \*

TOCCOA—EST. 1941

FREQUENCY: 1420 Kc. POWER: 250 watts. OWNED BY: R. G. LeTourneau. OPERATED BY: R. G. LeTourneau. BUSINESS ADDRESS: Toccoa. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Unlimited license.

## Personnel

Owner.....R. G. LeTourneau

\*Station was licensed to operate under a construction permit at time of going to press and no further information was available.

# W G O V

VALDOSTA—EST. 1940

FREQUENCY: 1450 Kc. POWER: 250 watts. OWNED BY: E. D. Rivers. OPERATED BY: E. D. Rivers. BUSINESS ADDRESS: East Park Ave., Lakeland Highway. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:00 A.M. to 11:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System, Transco.

## Personnel

Business and General Manager,  
 J. J. Mangham, Jr.  
 Program Director.....Harry L. Grimes  
 Chief Engineer.....David S. Traer

## Coverage

Population—Primary . . . . .	244,386
Population—Secondary . . . . .	500,000

Source: Station survey.

# W A Y X

WAYCROSS—EST. 1936

FREQUENCY: 1230 Kc. POWER: 250 watts. OWNED BY: Jack Williams. OPERATED BY: Same. BUSINESS ADDRESS: 620 Plant Ave. PHONE: 965. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Waycross. TIME ON THE AIR: 7:00 A.M. to 10:00 P.M. NEWS-PAPER AFFILIATION: Waycross Journal-Herald. NEWS SERVICE: Associated Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: World Broadcasting System.

**Personnel**

President ..... Jack Williams  
 Station Manager-Chief Engineer,  
 John J. Tobola  
 Commercial Manager..... Jack Harder  
 Program Director..... Martha Jane Folsom

**Coverage**

Population—Primary ..... 303,815  
 Population—Secondary ..... 404,834  
 Source: Station survey.

**W D A K**

WEST POINT—EST. 1940

MUTUAL BROADCASTING SYSTEM  
 ALABAMA NETWORK

FREQUENCY: 1340 Kc. POWER: 250 watts.  
 OWNED BY: Valley Broadcasting Co. OPER-

ATED BY: Valley Broadcasting Co. BUSINESS ADDRESS: General Tyler Hotel Bldg. PHONE: 173 and 193. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 5:00 A.M. to 11:00 P.M. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Associated.

**Personnel**

General Manager..... L. J. Duncan  
 Program Director..... Thomas Phillips  
 La Grange Studio Manager... Richard Ellis  
 Chief Announcer..... Perry Elliott  
 Chief Engineer..... James L. Williams

**Coverage**

	Daytime	Evening
Population—Primary ....	225,000	52,000

**IDAHO**

Population 524,873

Number of Radio Homes 111,880

Number of Families 140,742

Auto Registrations 160,500

*For 1940 Census data, please turn to page 249*

**K I D O**

BOISE—EST. 1928

NATIONAL BROADCASTING COMPANY

FREQUENCY: 1380 Kc. POWER: 2500 watts, d., 1000 watts, n. OWNED BY: C. G. Phillips and Frank L. Hill. OPERATED BY: C. G. Phillips and Frank L. Hill. BUSINESS ADDRESS: Hotel Boise. PHONE: 660-1-3040. STUDIO ADDRESS: Hotel Boise. TRANSMITTER LOCATION: 4½ miles N.W. of city. TIME ON THE AIR: 7:00 A.M. to 12:00 Midnight. NEWS SERVICE: United Press, Associated Press. TRANSCRIPTION SERVICE: World Broadcasting System.

**Personnel**

Station Manager..... C. G. Phillips  
 Commercial Manager... Richard G. McBroom  
 Program Director—Chief Announcer,  
 Billy Phillips  
 Production Manager..... Roy Civile  
 Publicity Director..... Boyd Braithwaite  
 General Office Manager..... Bonnie Scotland  
 Traffic Manager..... Catherine Scotland  
 Sales Promotion Manager..... Clete Lee  
 Musical Director..... Vern Moore  
 Chief Engineer..... Harold Toedtmeier

**Coverage**

	Daytime	Evening
Population—Primary ....	120,800	247,500
Radio Homes— " .....	31,000	52,300
Population—Secondary ..	150,200	308,000
Radio Homes— " .....	38,700	65,000

Source: Mail analysis survey.

**Representative**

John Blair and Company

**K I D**

IDAHO FALLS—EST. 1928

FREQUENCY: 1350 Kc. POWER: 5000 watts-d., 500 Watts-n. OWNED BY: KID Broadcasting Co. OPERATED BY: KID Broadcasting Co. BUSINESS ADDRESS: 3rd floor, KID Bldg. PHONE: 4. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Ammon Road. TIME ON THE AIR: 6:00 A.M. to 10:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio.

**Personnel**

President and General Manager,  
 J. W. Duckworth  
 Chief Engineer..... W. J. Provis

**Coverage**

	Daytime	Evening
Population—Primary ....	160,000	160,000
Radio Homes— " .....	35,000	35,000
Population—Secondary ..	183,462	183,462
Radio Homes— " .....	33,692	33,692

# K R L C

LEWISTON—EST. 1935

FREQUENCY: 1400 Kc. POWER: 250 watts. OWNED BY: H. E. Studebaker. OPERATED BY: H. E. Studebaker. BUSINESS ADDRESS: Lewis-Clark Hotel. PHONE 1950-1. STUDIO ADDRESS: Lewis-Clark Hotel. TRANSMITTER LOCATION: Lewiston Orchards. TIME ON THE AIR: (daily) 6:30 a.m. to 10:00 p.m., (Sunday) 12:15 P.M. to 7:15 P.M. (100 hours weekly). NEWS SERVICE: United Press. TRANSCRIPTION SERVICES: World Broadcasting System, Lang-Worth.

## Personnel

Owner.....H. E. Studebaker  
 Station Manager.....Donald A. Wike  
 Commercial Manager.....R. A. Klise  
 Chief Engineer.....Milton MacLafferty

## Coverage

	Daytime	Evening
Population—Primary .....	91,387	91,387
Radio Homes— " .....	24,100	24,100
Population—Secondary .....	77,921	77,921
Radio Homes— " .....	12,700	12,700

## Representatives

John Blair & Co.

# K F X D

NAMPA—EST. 1922

FREQUENCY: 1230 Kc. POWER: 250 watts. OWNED BY: Frank E. Hurt. OPERATED BY: Frank E. Hurt. BUSINESS ADDRESS: 1024 Twelfth Ave., South. PHONE: 1200. STUDIO ADDRESS: 1024 Twelfth Ave., S.; Eighth and Grant Sts., Caldwell; Owyhee Hotel, Boise. TRANSMITTER LOCATION: 1024 Twelfth Ave., S. TIME ON THE AIR: 6:00 A.M. to 10:00 P.M.; Sundays, 8:30 A.M. to 6:00 P.M. NEWS SERVICE: United Press TRANSCRIPTION SERVICE: NAB Library, NBC Thesaurus, Lang-Worth, C. P. MacGregor, Davis & Schwegler.

## Personnel

Owner and Station Manager.....Frank E. Hurt  
 Commercial Manager.....Doyle Cain  
 Chief Engineer.....Edward Hurt

# K S E I

POCATELLO—EST. 1926

NATIONAL BROADCASTING CO.

FREQUENCY: 930 Kc. POWER: 1000 watts-d., 250 Watts-n. OWNED BY: Radio Service Corp. OPERATED BY: Radio Service Corp. BUSINESS ADDRESS: Pocatello. PHONE: 960.

# K I D O

Boise



## NBC Red and Blue

IDAHO'S

Metropolitan Station

Serves

**46%**

of Idaho's Total

Retail Sales

JOHN BLAIR & CO., Nat. Reps.

STUDIO ADDRESS: Pocatello. TRANSMITTER LOCATION: Bannock County Fairgrounds. TIME ON THE AIR: 6:00 A.M. to 12:00 P.M.; Sunday, 7:00 A.M. to 12:00 midnight. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Lang-Worth, Davis & Schwegler.

**Personnel**

President.....O. P. Soule  
Vice Pres.-Gen. Manager...Henry H. Fletcher  
Musical Director.....Ruthe A. Fletcher  
Chief Engineer.....James E. Mitchell

**Coverage**

Population—Primary ..... 164,443  
Radio Homes— " ..... 33,730

**Representative**

Furgason & Walker, Inc.

**K T F I**

TWIN FALLS—EST. 1928

NBC (RED AND BLUE)

FREQUENCY: 1270 Kc. POWER: 1000 watts. OWNED BY: Radio Broadcasting Corp. OPERATED BY: Radio Broadcasting Corp. BUSINESS ADDRESS: Radio Center Bldg. PHONE: 30. STUDIO ADDRESS: Radio Center Bldg. TRANSMITTER LOCATION: 4 miles west of Twin Falls. TIME ON THE AIR: 6:30 A.M. to 11:00 P.M.; Sundays, 7:00 A.M. to 11:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Lang-Worth, Davis & Schwegler.

**Personnel**

President.....O. P. Soule  
Vice Pres.-Gen. Manager....John E. Gardner  
Commercial Manager.....Jay Spracher  
Production Manager-Chief Announcer,  
Charles Crabtree  
Program Director.....F. M. Soule  
Musical Director.....Will E. Wright  
Chief Engineer.....Franklin V. Cox

**Coverage**

	Daytime	Evening
Population—Primary ....	96,342	84,228
Radio Homes— " .....	16,900	14,600
Population—Secondary ..	168,203	56,783
Radio Homes— " .....	49,830	11,700

Source: U. S. Department of Commerce; Joint Committee; U. S. Census of Business.

**Representative**

Furgason & Walker  
Homer O. Griffith (Pacific Coast)

**K W A L**

WALLACE—EST. 1939

FREQUENCY: 1450 Kc. POWER: 250 watts. OWNED BY: Chester Howarth and Clarence Berger. OPERATED BY: Same. BUSINESS ADDRESS: 319 Civic Center Bldg. PHONE: 330. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Wallace. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M.; Sundays, 10:00 A.M. to 9:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio, NBC Thesaurus.

**Personnel**

General Manager.....Clarence Berger  
Station Manager.....William M. Bruner  
Program Director.....Ethel Clayton  
News Editor.....Mel Sayre  
Chief Engineer.....William M. Bruner

**Coverage**

	Daytime	Evening
Population—Primary ....	25,000	28,000
Radio Homes— " .....	4,800	5,000
Population—Secondary ..	*30,000	*35,000
Radio Homes— " .....	*5,200	*5,900

\*Includes primary count.

Source: Station survey; 1940 U. S. Census.

**ILLINOIS**

Population 7,897,241

Number of Radio Homes 1,985,710

Number of Families 2,189,223

Auto Registrations 1,930,000

For 1940 Census data, please turn to page 250

**W M R O**

AURORA—EST. 1938

FREQUENCY: 1280 Kc. POWER: 250 watts. OWNED BY: Martin R. O'Brien. OPERATED BY: Martin R. O'Brien. BUSINESS ADDRESS: 34 S. River St. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: North Aurora. TIME ON THE AIR: Daytime License. NEWS SERVICE: Associated Press through Aurora

Beacon News. TRANSCRIPTION SERVICE: NBC Thesaurus, Standard Radio. MAINTAINS ARTISTS' BUREAU.

**Personnel**

Owner-General Manager...Martin R. O'Brien  
Commercial Manager.....Vincent G. Cofey  
Program Director-Chief Announcer,  
Robert Carlton  
Musical Director.....Mary Louise Brown  
Chief Engineer.....Leo Burch

**Coverage**

Population—Primary ..... 1,000,000  
 Population—Secondary ..... 2,300,000  
 Source: U. S. Census; field intensity measurements.

**W J B C**

**BLOOMINGTON—EST. 1934**

FREQUENCY: 1230 Kc. POWER: 250 watts. OWNED BY: A. M. and D. C. McGregor (a partnership). OPERATED BY: A. M. McGregor. BUSINESS ADDRESS: Bloomington. PHONE: 535-534. STUDIO ADDRESS: Wesleyan University; Normal University, Normal. TRANSMITTER LOCATION: West Gregory St., Normal. TIME ON THE AIR: 6:00 A.M. to 10:00 P.M. NEWS SERVICE: Transradio Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Standard Radio.

**Personnel**

President and Station Manager, A. M. McGregor  
 Commercial Manager.....Hugh L. Gately  
 Program Director-Artists' Bureau Head, Don Glasgow  
 Chief Announcer.....Stanley Lantz  
 Chief Engineer.....Ted Bailey

**Coverage**

Population—Primary ..... 401,700  
 Radio Homes— " ..... 95,150  
 Population—Secondary ..... 593,300  
 Radio Homes— " ..... 142,290

Source: U. S. Census; station survey.

**Representative**

Cox & Tanz

**W K R O**  
**CAIRO—EST. 1941**

FREQUENCY: 1500 Kc. POWER: 250 watts. OWNED BY: Oscar C. Hirsch. OPERATED BY: Oscar C. Hirsch. BUSINESS ADDRESS: Cairo. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Unlimited license.

**Personnel**

Owner.....Oscar C. Hirsch  
 \*Station was licensed to operate under a construction permit at time of going to press and no further information was available.

**W C A Z**

**CARTHAGE—EST. 1921**

FREQUENCY: 1080 Kc. POWER: 100 watts. OWNED BY: Superior Broadcasting Service, Inc. OPERATED BY: Superior Broadcasting Service, Inc. BUSINESS ADDRESS: 502 Wash Ave. PHONE: 520. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: R. F. D. Carthage. TIME ON THE AIR: Daytime to local sunset. NEWS SERVICE: Own local news bureau.

**Personnel**

President.....Bob Compton  
 Station Manager.....John Palmer

**W D W S**

**CHAMPAIGN—EST. 1937**

FREQUENCY: 1400 Kc. POWER: 250 watts. OWNED BY: News Gazette, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 48 Main St. PHONE: 6-1855. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: South of Champaign. TIME ON THE AIR: 6:30 A.M. to 11:00 P.M.; Sunday, 8:00 A.M. to 11:00 P.M. NEWS-PAPER AFFILIATION: News Gazette. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Associated.

**Personnel**

Station Manager.....Marajen Stevick

**Coverage\***

Population—Primary ..... 85,000  
 Population—Secondary ..... 300,000  
 \*Station estimates that 90 per cent in both primary and secondary areas as being radio homes.

Source: Station survey.

**Representative**

Sears & Ayers

**W A A F**

**CHICAGO—EST. 1922**

FREQUENCY: 950 Kc. POWER: 1000 watts. OWNED BY: Chicago Daily Drivers Journal. OPERATED BY: Chicago Daily Drivers Journal. BUSINESS ADDRESS: Palmer House. PHONE: Randolph 1932. STUDIO ADDRESS: Palmer House. TRANSMITTER LOCATION: 1001 Exchange Ave. TIME ON THE AIR: 6:00 A.M. to local sunset. NEWSPAPER AFFILIATION: Chicago Daily Drivers Journal. NEWS SERVICE: United Press. TRANSCRIPTION SERVICES: Associated, Lang-Worth, Standard Radio

**Personnel**

President.....Ward A. Neff  
 General Manager.....William E. Hutchinson  
 Commercial Manager.....Arthur F. Harre  
 Program Director.....Bradley R. Eidmann  
 Production Manager-Publicity Director, Rodney O. Daly  
 Musical Director.....James Kozak  
 Chief Engineer.....Carl Ulrich

**Coverage**

Population—Primary ..... 5,000,000  
 Radio Homes— " ..... 1,750,000  
 Population—Secondary ..... 2,500,000  
 Radio Homes— " ..... 700,000

Source: Field intensity measurements.

**Representative**

George P. Hollingsbery Co.

# It's Been Going on For Years

... in America's second market

One-third of WBBM's current local clients have had contracts with us during an average of eight years.

In their time on WBBM several of these sponsors have risen to first in their field.

The reason is simple. Since 1925 WBBM has been the dominant station for over ten million listeners who spend billions\* annually. This market, and our coverage of it, makes WBBM one of America's most economical advertising buys. Is your advertising worth an "eight-year run"?

\* WBBM listeners spend five billion, *Printers' Ink*, November 29, 1940.



**Sold first** in the Chicago market, Marvel cigarettes quickly secured complete distribution. WBBM was the only advertising medium used. The program pattern WBBM created is now successfully opening and holding other markets for Marvels. Today, after five years on WBBM, Marvel cigarettes are the top sellers in the ten-cent class.

**Evans Furs** are starting their eleventh year with WBBM. From a modest beginning Evans has become the nation's largest exclusive furrier.

Specifically for your product . . . WBBM has the skill to shape a fast-selling program. A program that can single-handedly sell . . . and keep sold . . . America's second largest market.



**A new 52-week contract** starts WBBM into its third year of filling shoes for Thom McAn. For an inside answer on how WBBM starts sales cash-registering home, ask any McAn dealer in Chicago.

Two surveys have revealed that dealers in general prefer WBBM advertising by a 30% margin.



**50,000 watts • Chicago**

**WBBM is owned and operated by the Columbia Broadcasting System.**  
Represented by RADIO SALES: New York, Chicago, Detroit, St. Louis, Charlotte, Los Angeles, San Francisco.

WBBM sells more people in America's second market.

# W B B M

CHICAGO—EST. 1923

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 780 Kc. POWER: 50,000 Watts. OWNED BY: Columbia Broadcasting System, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 410 N. Michigan Ave. PHONE: Whitehall 6000. STUDIO ADDRESS: 410 N. Michigan Ave. TRANSMITTER LOCATION: Glenview. TIME ON THE AIR: 6:30 A.M. to 1:30 A.M. NEWS SERVICES: United Press, Associated Press, International News Service; MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Associated.

## Personnel

President ..... Wm. S. Paley  
 Vice-President and Station  
 Manager ..... H. Leslie Atlas  
 Assistant Manager ..... J. L. Van Volkenburg  
 Sales Promotion Manager ..... King Park  
 Program Director ..... Robert N. Brown  
 Sales Manager ..... J. Kelly Smith  
 Western Division Publicity Director,  
 James J. Kane  
 Artists' Bureau Head ..... Robert Hafter  
 News Editor ..... J. Oren Weaver  
 Office Manager ..... John V. McLoughlin  
 Musical Director ..... Caesar Petrillo  
 Chief Engineer ..... Frank E. Falknor

## Coverage

	Daytime	Evening
Population—Primary . . . . .	9,552,400	8,173,400
Radio Homes— " . . . . .	2,248,000	1,884,410
Population—Secondary . . . . .	8,998,400	9,419,000
Radio Homes— " . . . . .	1,936,300	2,042,140

Source: CBS Listener Survey; U. S. Census.

## Representative

Radio Sales

# W C B D

CHICAGO

FREQUENCY: 1110 Kc. POWER: 5000 watts. OWNED BY: WCB D, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 2400 W. Madison St. PHONE: Seeley 8066. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Church Road, Elmhurst. TIME ON THE AIR: 7:30 A.M. to 10:30 A.M., 1:00 P. M. to 3:00 and 5:00 P.M. to local sunset. Shares time with WMBI. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Associated Music Publishers.

## Personnel

President ..... Gene T. Dyer  
 Station and Commercial  
 Manager ..... Joseph Rudolph  
 Chief Engineer ..... Edward J. Jacker

# W C F L

CHICAGO—EST. 1926

NATIONAL BROADCASTING CO.

FREQUENCY: 1000 Kc. POWER: 1000 watts. OWNED BY: Chicago Fed. of Labor (AFL). OPERATED BY: Chicago Federation of Labor. BUSINESS ADDRESS: 666 Lake Shore Drive. PHONE: Superior 5300. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Downers Grove, Ill. TIME ON THE AIR: (daily) 6:30 A.M. to midnight; (Sunday) 8:30 A.M. to midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio.

## Personnel

President ..... John Fitzpatrick  
 General Manager ..... Maynard Marquardt  
 Commercial Manager ..... M. B. Wolens  
 Program Director ..... Miles Reed  
 Musical Director ..... John Kelly  
 Chief Engineer ..... Maynard Marquardt

## Coverage

	Daytime	Evening
Population—Primary . . . . .	6,612,458	9,678,601
Radio Homes— " . . . . .	1,616,950	2,353,990
Population—Secondary . . . . .	3,066,143	
Radio Homes— " . . . . .	899,186	

Source: Field intensity measurements.

## Representative

The Katz Agency

# W C R W

CHICAGO—EST. 1926

FREQUENCY: 1240 Kc. POWER: 250 watts. OWNED BY: Clinton R. White. OPERATED BY: Same. BUSINESS ADDRESS: 2756 Pine Grove Ave. PHONE: Diversey 4440. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 11:00 A.M. to 2:00 P.M.—5 to 7:00 P.M. TRANSCRIPTION SERVICE: Has full facilities.

# W E D C

CHICAGO—EST. 1926

FREQUENCY: 1240 Kc. POWER: 250 watts. OWNED BY: Emil Denmark, Inc. OPERATED BY: Emil Denmark, Inc. BUSINESS ADDRESS: 3860 Ogden Ave. PHONE: Crawford 4100. STUDIO ADDRESS: 3860 Ogden Ave. TRANSMITTER LOCATION: 3860 Ogden Ave. TIME ON THE AIR: 77 hours weekly. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Davis & Schwegler. MAINTAINS ARTISTS' BUREAU.

## Personnel

President ..... Emil Denmark  
 Manager ..... Frank J. Kotnour  
 Sales Promotion Manager ..... Don F. Lavery  
 Program Director ..... Al La Valle  
 Musical Director—Artists' Bureau Head,  
 William P. Brady

*to the*  
**SPOT**  
**ADVERTISER** *and his*  
**ADVERTISING**  
**AGENCY**

*All other factors being equal,  
your program will have more  
 listeners on WGN than on any  
 other Chicago station.*

This was true for:

Red Cross Program . . . . . May 26, 1940  
 National Democratic Convention . . . June 18, 1940  
 Willkie Acceptance Speech . . . . . August 17, 1940  
 Community Chest Appeal . . . . . October 20, 1940  
 President's Address to Congress . . . January 6, 1941

*May we show you the facts?*

*WGN—the first station in Chicago and the first  
 Chicago station in the Middle West.*

*Buy WGN and reach more buyers!*

50,000 watts **WGN** INC. 720 kilocycles

Eastern Sales Office  
 Norman Boggs  
 220 E. 42nd St.  
 New York, N. Y.

441-445 North Michigan Avenue  
 Chicago, Illinois

*Member of The Mutual Broadcasting System*

Pacific Coast Office  
 Paul H. Raymer Co.  
 Los Angeles  
 San Francisco



Supervising Engineer... Edward M. Ziolkowski  
 Chief Engineer..... C. K. Frisk

**Coverage**

	Daytime	Evening
Population—Primary .....	5,375,620	5,156,493
Radio Homes— " .....	1,343,905	1,289,123
Population—Secondary ..	1,460,922	
Radio Homes— " .....	365,231	

Source: Field intensity survey.

**WENR**

CHICAGO—EST. 1925

NATIONAL BROADCASTING CO.  
 (BASIC BLUE)

FREQUENCY: 890 Kc. POWER: 50,000  
 Watts. OWNED BY: National Broadcasting  
 Co., Inc. OPERATED BY: Same. BUSINESS  
 ADDRESS: Merchandise Mart. PHONE: Su-  
 perior 8300. STUDIO ADDRESS: Same.  
 TRANSMITTER LOCATION: Tinley Park.  
 TIME ON THE AIR: (Mon. thru Fri.) 3:00 P.M.  
 to 6:30 P.M.—8:00 P.M. to 1:00 A.M. (Satur-  
 day) 3:00 P.M. to 6:30 P.M.—12:00 midnight to  
 1:00 A.M.; (Sunday) 12:00 noon to 7:00 P.M.  
 —8:00 P.M. to 1:00 A.M. (Shares time with  
 WLS.) NEWS SERVICES: International News  
 Service, United Press. TRANSCRIPTION SER-  
 VICE: NBC Thesaurus. MAINTAINS ARTISTS'  
 BUREAU.

**Personnel**

President..... Niles Trammell  
 Manager, Central Division..... Harry C. Kopf  
 Division Engineer..... Howard C. Luttgens  
 Supervisor of Music Library..... D. A. Marcotte  
 Night Manager..... E. C. Cunningham  
 Program Manager..... Jules Herbeuveaux  
 Advertising and Sales Promotion Manager,  
 Emmons C. Carlson  
 Director of Agriculture..... William E. Drips  
 Special Events Director..... Kenneth D. Fry  
 Asst. to Manager..... A. W. Kaney  
 Artists' Service Manager..... James Stirton  
 Chief Announcer..... William Kephart  
 Publicity Director..... William Ray  
 Production Manager..... Wynn Wright  
 Sales Manager..... M. M. Boyd  
 Continuity Editor..... William Murphy  
 Business Manager..... John F. Whalley  
 Musical Director..... Roy Shield  
 Educational Director..... Judith Waller

**Coverage**

	Daytime	Evening
Population—Primary .....	10,910,000	11,147,500
Radio Homes— " .....	2,667,600	2,713,600
Population—Secondary .....	6,285,900	21,798,400
Radio Homes— " .....	530,800	851,800

Source: Field intensity measurements and  
 mail response analysis.

**Representative**

National Broadcasting Co., Inc.

**WGES**

CHICAGO—EST. 1924

FREQUENCY: 1390 Kc. POWER: 1000 watts,  
 Sundays: 500 watts, daily. OWNED BY: Oak  
 Leaves Broadcasting Station, Inc. OPERATED  
 BY: Same. BUSINESS ADDRESS: 2400 Madison  
 St. PHONE: Seeley 8066. STUDIO ADDRESS:  
 Same. TRANSMITTER LOCATION: 4000 Wash-  
 ington Blvd. TIME ON THE AIR: 7:00 A.M.  
 to 12:00 noon and 3:30 P.M. to 8:00 P.M. NEWS  
 SERVICE: International News Service. TRAN-  
 SCRPTION SERVICE: Associated Music Pub-  
 lishers.

**Personnel**

Station Manager ..... Gene T. Dyer  
 Commercial Manager ..... M. B. Arbeiter  
 Chief Announcer ..... Peter Bradley  
 Publicity Director..... Arnold Hartley  
 Musical Director ..... Irma Gareri  
 Chief Engineer ..... George Bush

**WGN**

CHICAGO—EST. 1924

MUTUAL

FREQUENCY: 720 Kc. POWER: 50,000  
 Watts. OWNED BY: WGN, Inc. OPERATED  
 BY: WGN, Inc. BUSINESS ADDRESS: 441 N.  
 Michigan Ave. PHONE: Superior 0100. STU-  
 DIO ADDRESS: 441 N. Michigan Ave. TRANS-  
 MITTER LOCATION: 2½ Miles Southeast of  
 Schaumburg, Ill. TIME ON THE AIR: 5:30 A.M.  
 to 1:30 A.M.; Sundays, 8:00 A.M. to 1:30 P.M.  
 NEWSPAPER AFFILIATION: Chicago Tribune.  
 NEWS SERVICE: Associated Press, United  
 Press. TRANSCRIPTION SERVICE: World  
 Broadcasting System.

**Personnel**

President..... Col. Robert R. McCormick  
 Managing Director..... W. E. Macfarlane  
 Coordinator..... Frank P. Schreiber  
 Commercial Manager... William A. McGuineas  
 Program Director..... William A. Bacher  
 Sa'es Promotion Manager... Ben H. Berentson  
 Publicity Director..... Bruce Dennis  
 Special Events Director..... Tom Foy  
 Talent Division Head..... Noel B. Gerson  
 Concert Division Head..... Austin Wilder  
 Musical Director..... Henry Weber  
 Chief Engineer..... Carl J. Meyers

**Coverage**

Population—Primary .....	12,946,334
Radio Homes— " .....	3,100,000
Population—Secondary .....	25,875,000
Radio Homes— " .....	5,427,000

Source: Mail response analysis.

**Representatives**

WGN, Inc. (New York)

Paul H. Raymer Co. (San Francisco and  
 Los Angeles)

# 11 Millions

**A**NOTHER year, another million! In 1940, listeners sent WLS 1,058,032 letters, making it 11 million in 11 years—a million letters a year for 11 consecutive years—the period WLS has been under its present management.

It all adds up to this: the WLS audience is a responsive audience and loyal—loyal to the fine programs of WLS and to the advertisers who present them . . . and that means—

**WLS GETS RESULTS!**



**THE PRAIRIE FARMER STATION**

*BURRIDGE D. BUTLER, President*

*GLENN SNYDER, Manager*

*National Representatives:*

**JOHN BLAIR & COMPANY**

**WLS**  
CHICAGO

**KOY**  
550  
K.C.  
**PHOENIX**  
CBS Affiliate

**And In Arizona—**

**FIRST** on the dial;

**FIRST** with listeners;

**FIRST** in Results for Advertisers

National Representatives: **JOHN BLAIR & COMPANY**

# W J J D

CHICAGO—EST. 1932

FREQUENCY: 1160 Kc. POWER: 20,000 Watts. OWNED BY: WJJD, Inc. OPERATED BY: WJJD, Inc. BUSINESS ADDRESS: 230 N. Michigan Ave. PHONE: State 5466-7. STUDIO ADDRESS: 230 N. Michigan Ave. TRANSMITTER LOCATION: Des Plaines. TIME ON THE AIR: 6:00 A.M. to sunset, Salt Lake City. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Standard Radio.

## Personnel

President.....Ralph L. Atlas  
 Vice-President.....H. Leslie Atlas  
 Commercial Manager.....H. P. Sherman  
 Program Manager.....J. L. Allabough, Jr.  
 Studio Supervisor.....Tom Dunlop  
 Director of Public Relations.....Al Hollender  
 Musical Director.....Ben Kanter  
 Chief Engineer.....Walter Myers

## Coverage

Population—Primary ..... 6,877,376  
 Radio Homes— " ..... 1,535,612

Source: Field intensity measurements.

## Representatives

Paul H. Raymer Co.  
 Walter Biddick Co. (West Coast)

# W L S

CHICAGO—EST. 1924

NATIONAL BROADCASTING CO.

FREQUENCY: 890 Kc. POWER: 50,000 watts. OWNED BY: Agricultural Broadcasting Co. OPERATED BY: Prairie Farmer. BUSINESS ADDRESS: 1230 W. Washington Blvd. PHONE: Haymarket 7500. STUDIO ADDRESS: 1230 W. Washington Blvd. TRANSMITTER LOCATION: Tinley Park. TIME ON THE AIR: 5:30 A.M. to 8:00 P.M. (midnight on Saturday). NEWSPAPER AFFILIATION: Prairie Farmer. NEWS SERVICE: United Press, Transradio Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICES: Usual Facilities.

## Personnel

President.....Burridge D. Butler  
 Station Manager.....Glenn Snyder  
 Commercial Manager.....Wm. R. Cline  
 Artists' Bureau Head.....George Ferguson  
 Publicity and Sales Promotion  
 Director.....Don Kelley  
 Program Director.....Harold Safford  
 Chief Engineer.....Thomas L. Rowe

## Coverage

Population—Primary ..... 19,209,500  
 Radio Homes— " ..... 4,408,800

Source: Mail response analysis.

## Representative

John Blair & Company

# W M A Q

CHICAGO—EST. 1922

NATIONAL BROADCASTING CO.  
 (BASIC RED)

FREQUENCY: 670 Kc. POWER: 50,000 Watts. OWNED BY: National Broadcasting Co., Inc. OPERATED BY: Same. BUSINESS ADDRESS: Merchandise Mart. PHONE: Superior 8300. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Elmhurst, Ill. TIME ON THE AIR: (daily) 6:45 A.M. to 1:00 A.M.; (Sunday) 8:00 A.M. to 1:00 A.M. NEWS SERVICES: United Press, International News Service. TRANSCRIPTION SERVICE: NBC The-saurus. MAINTAINS ARTISTS' BUREAU.

## Personnel

President.....Niles Trammell  
 Manager, Central Division.....Harry C. Kopf  
 Division Engineer.....Howard C. Lutgens  
 Supervisor of Music Library.....D. A. Marcotte  
 Night Manager.....E. C. Cunningham  
 Director of Agriculture.....William E. Drips  
 Special Events Director.....Kenneth D. Fry  
 Asst. to Manager.....A. W. Kaney  
 Artists' Service Manager.....James Stirton  
 Chief Announcer.....William Kephart  
 Publicity Director.....William Ray  
 Continuity Editor.....William Murphy

## "HITCH YOUR WAGON TO A STAR"

The constantly improved effectiveness of WJJD programming will in 1941 include the play by play baseball broadcast with . . .

# PAT FLANAGAN

for over 13 years Chicago's leading sports announcer. In this period by survey Mr. Flanagan has by a wide margin led the field in popularity.

# W J J D

20,000 WATTS

CHICAGO

"The Nation's Largest  
 Independent Station"

PAUL H. RAYMER CO.

NATIONAL REPRESENTATIVES

Production Manager.....Wynn Wright  
 Sales Manager.....M. M. Boyd  
 Business Manager.....John F. Whalley  
 Program Manager.....Jules Herbiveaux  
 Advertising and Sales Promotion Manager,  
 Emmons C. Carlson  
 Musical Director.....Roy Shield  
 Educational Director.....Judith Waller

**Coverage**

	Daytime	Evening
Population—Primary	14,123,500	12,291,600
Radio Homes—	3,436,200	2,998,500
Population—Secondary	10,209,300	23,101,000
Radio Homes—	660,300	1,279,200

Source: Field strength surveys and mail response analysis.

**Representative**

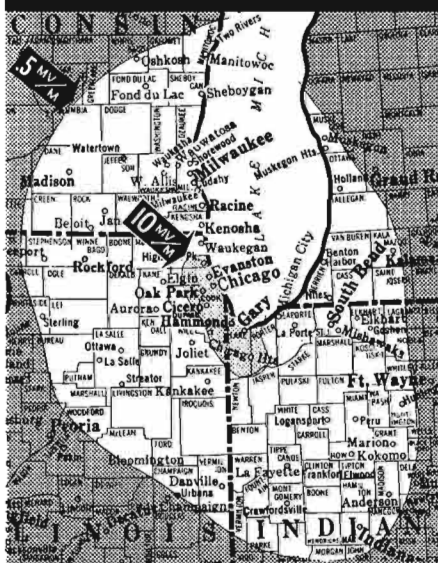
National Broadcasting Co., Inc.

**W I N D**

CHICAGO

(For station listing see Gary, Ind.)

**W-I-N-D**  
 5000 Watts — 560 Kc. — Full Time  
 STUDIOS  
 Gary, Indiana and Chicago, Illinois  
 NATIONAL SALES OFFICES — 220 NORTH MICHIGAN AVENUE, CHICAGO, ILLINOIS



**W-I-N-D** delivers a signal of  
 OVER 25 MV M  
 covering the major part of Chicago,  
 including the greater loop area.

**W M B I**

CHICAGO—EST. 1926

FREQUENCY: 1110 Kc. POWER: 5000 watts.  
 OWNED BY: The Moody Bible Institute of Chicago. OPERATED BY: The Moody Bible Institute of Chicago. BUSINESS ADDRESS: 153 Institute Place. PHONE: Michigan 1570. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Addison. TIME ON THE AIR: Shares Limited Time with WBT and WCBD (40 to 50 hours weekly).

**Personnel**

Vice-President.....H. Coleman Crowell  
 Program Director...Rev. Wendell P. Loveless  
 Publicity Director.....Russell Hitt  
 Chief Engineer.....A. P. Frye

**W S B C**

CHICAGO—EST. 1925

FREQUENCY: 1240 Kc. POWER: 250 watts.  
 OWNED BY: WSBC, Inc. OPERATED BY: WSBC, Inc. BUSINESS ADDRESS: 2400 Madison St. PHONE: Seeley 8066. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:30 A.M. to 8:30 A.M., 10:00 to 11:00 A.M., 2:00 P.M. to 3:30 P.M., 8:00 P.M. to 10:00 P.M. and 11:00 P.M. to 12:00 midnight. TRANSCRIPTION SERVICE: Associated Music Publishers.

**Personnel**

President .....Gene T. Dyer  
 Station Manager.....John A. Dyer  
 Chief Announcer.....John Steadman  
 Publicity Director.....S. S. Shulman  
 Musical Director.....Dean Remick  
 Chief Engineer.....Ed Jacker

**W H F C**

CICERO—EST. 1926

FREQUENCY: 1450 Kc. POWER: 250 watts.  
 OWNED BY: WHFC, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 6138 W. Cermak Rd. PHONE: Cicero 4305-Lawndale 8228. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 1:00 A.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

**Personnel**

President.....R. W. Hoffman  
 Manager.....M. E. Clifford  
 Chief Announcer.....M. Hartman  
 Musical Director.....D. Volkow  
 Chief Engineer.....E. P. Hayes

# W D A N

DANVILLE—EST. 1938

FREQUENCY: 1490 Kc. POWER: 250 watts.  
 OWNED BY: Northwestern Publishing Co.  
 OPERATED BY: Same. BUSINESS ADDRESS:  
 Hotel Wolford. PHONE: Main 1700. STUDIO  
 ADDRESS: Hotel Wolford. TRANSMITTER  
 LOCATION: 1500 North Washington Ave.  
 TIME ON THE AIR: 7:00 A.M. to 10:15 P.M.  
 NEWSPAPER AFFILIATION: Danville Commer-  
 cial News. NEWS SERVICE: United Press.  
 TRANSCRIPTION SERVICE: Standard Radio.  
 MAINTAINS ARTISTS' BUREAU.

## Personnel

General Manager.....E. C. Hewes  
 Station Manager.....Francis A. Higgins  
 General Sales Manager.....Guy Kitchen  
 Assistant General Sales Manager.Ward White  
 Chief Engineer.....Ted Magin

## Coverage

Population—Primary  
 and Secondary ..... 171,211  
 Radio Homes—Primary  
 and Secondary ..... 32,720  
 Source: Field strength measurements.

## Representative

J. P. McKinney & Sons

# W S O Y

DECATUR—EST. 1925

FREQUENCY: 1340 Kc. POWER: 250 watts.  
 OWNED BY: Commodore Broadcasting, Inc.  
 OPERATED BY: Same. BUSINESS ADDRESS:  
 353-357 N. Main St. PHONE: 5371-2. STUDIO  
 ADDRESS: Same. TRANSMITTER LOCATION:  
 1891 N. Oakland Ave. TIME ON THE AIR:  
 6:00 A.M. to midnight; Sundays, 7:30 A.M. to  
 12:00 midnight. NEWSPAPER AFFILIATION:  
 Decatur Herald, Decatur Review. NEWS SER-  
 VICE: Associated Press. MAINTAINS ART-  
 ISTS' BUREAU. TRANSCRIPTION SERVICE:  
 World Broadcasting System and Standard  
 Radio.

## Personnel

President.....F. W. Schaub  
 General Manager.....Merrill Lindsay  
 Program Director.....Bern Enterline  
 Artists' Bureau Head.....Ishmael Leveall  
 Publicity Director.....J. William McElvain  
 Musical Director.....E. C. Deffenbaugh  
 Chief Engineer.....M. H. Stuckwisch

## Coverage

	Daytime	Evening
Radio Homes—Primary..	104,570	20,370
Radio Homes—Secondary	102,430	—

Source: Field strength measurements (prim-  
 ary); mail response analysis (secondary).

## Representative

Sears & Ayer, Inc.

# W K B B

EAST DUBUQUE

(See Dubuque, Ia.)

# W T M V

EAST ST. LOUIS—EST. 1935

FREQUENCY: 1490 Kc. POWER: 250 watts.  
 OWNED BY: Mississippi Valley Broadcasting  
 Co. OPERATED BY: Mississippi Valley Broad-  
 casting Co. BUSINESS ADDRESS: Hotel Broad-  
 view. PHONE: Bridge 3424—East 4390. STUDIO  
 ADDRESS: Hotel Broadview. TRANSMITTER  
 LOCATION: Hotel Broadview. TIME ON THE  
 AIR: 6:00 A.M. to 11:00 P.M. NEWS SERVICE:  
 International News Service. MAINTAINS ART-  
 ISTS' BUREAU. TRANSCRIPTION SERVICE:  
 Associated Music Publishers.

## Personnel

President-Station Manager.William H. West, Jr.  
 Commercial and Sales Promotion Manager,  
 Carlin S. French  
 Program Director.....George T. Case  
 Chief Announcer.....Fred Moegle  
 Musical Director.....Doyle Blackard  
 Chief Engineer.....Thos. R. McLean

## Coverage

	Daytime	Evening
Population—Primary ....	1,347,600	1,347,600
Radio Homes— " .....	355,210	355,210
Population—Secondary .	416,900	416,900
Radio Homes— " .....	90,810	90,810

Source: U. S. Department of Commerce.

## Representative

Sears & Ayer, Inc.

# W G I L

GALESBURG—EST. 1938

FREQUENCY: 1400 Kc. POWER: 250 watts.  
 OWNED BY: Galesburg Broadcasting Co. OP-  
 ERATED BY: Same. BUSINESS ADDRESS: Hill  
 Arcade Bldg. STUDIO ADDRESS: Same.  
 TRANSMITTER LOCATION: Galesburg. TIME  
 ON THE AIR: Unlimited license. NEWS SER-  
 VICE: International News Service. MAINTAINS  
 ARTISTS' BUREAU. TRANSCRIPTION SERV-  
 ICE: Standard Radio.

## Personnel

President and General  
 Manager.....Howard A. Miller  
 Commercial Manager.....Virgil Schmit  
 Program Director.....Rol Laughner  
 Chief Announcer.....Bill Traylor  
 Chief Engineer.....Gerald Foster

## Coverage

Population—Primary .....	350,000
Radio Homes— " .....	100,000

Source: Station survey.

## Representative

Sears & Ayer

# W E B Q

**HARRISBURG—EST. 1923**

FREQUENCY: 1240 Kc. POWER: 250 watts. OWNED BY: Harrisburg Broadcasting Co. OPERATED BY: Harrisburg Broadcasting Co. BUSINESS ADDRESS: 100 East Poplar. PHONE: 28—Transmitter, 125. STUDIO ADDRESS: 100 East Poplar. TRANSMITTER LOCATION: 100 E. Poplar. TIME ON THE AIR: 6:00 A.M. to 10:00 P.M. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU.

## Personnel

Station Manager.....I. M. Taylor  
Commercial Manager.....Lindle Moore  
Sales Promotion Manager.....Jay Warren  
Production Manager.....Bob Franz  
Program Director.....Virginia Crane  
Chief Announcer-Artists' Bureau Head,  
Lindle Moore  
Musical-Publicity Director.....Bernie Smith  
Chief Engineer.....Joseph R. Tate

## Coverage

	Daytime	Evening
Population—Primary	396,680	198,340
Radio Homes—"	99,170	49,585
Population—Secondary	686,040	343,020
Radio Homes—"	171,510	85,755

Source: Field intensity measurements.

# W J P F

**HERRIN—EST. 1939**

FREQUENCY: 1340 Kc. POWER: 250 watts. OWNED BY: Orville W. Lyerla. OPERATED BY: Orville W. Lyerla. BUSINESS ADDRESS: Herrin. STUDIO ADDRESS: Herrin. PHONE: 382. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Unlimited License. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

## Personnel

President.....Orville W. Lyerla  
Station Manager.....Charles R. Cook  
Commercial Manager.....E. L. May  
Program Director-Chief Announcer,  
Fred Reinhardt  
Chief Engineer.....Lynton Lemond

## Representative

Sears & Ayer, Inc.

# W C L S

**JOLIET—EST. 1926**

FREQUENCY: 1340 Kc. POWER: 100 watts. OWNED BY: WCLS, Inc. OPERATED BY: WCLS, Inc. BUSINESS ADDRESS: 7 East Clinton. PHONE: 4761. STUDIO ADDRESS: 7 Clinton St. TRANSMITTER LOCATION: U. S. Highway No. 6. TIME ON THE AIR: 7:00 A.M. to 12:00 midnight; Sundays, 9:00 A.M. to 12:00 midnight. NEWS SERVICE: United Press.

TRANSCRIPTION SERVICE: Standard Radio, Associated.

## Personnel

President.....Walter Ashe  
Station Manager.....Robert M. Holt  
Sales Manager.....D. W. Craig  
Program Director.....Jack Sharp  
Chief Announcer.....Scott Dilworth  
Chief Engineer.....David Maltby

## Coverage

Population—Primary	153,600
Radio Homes—"	34,900
Population—Secondary	800,600
Radio Homes—"	164,100

Source: Field intensity survey; Joint Committee; U. S. Census.

## Representative

Sears & Ayer, Inc.

# W M B D

**PEORIA—EST. 1925**

COLUMBIA BROADCASTING SYSTEM  
FREQUENCY: 1470 Kc. POWER: 5000 watts, d.; 1000 Watts, n. OWNED BY: Peoria Broadcasting Co. OPERATED BY: Peoria Broadcasting Co. BUSINESS ADDRESS: Alliance Life Bldg. PHONE: 7133. STUDIO ADDRESS: Alliance Life Bldg. TRANSMITTER LOCATION: Route 29 between Peoria and Pekin. TIME ON THE AIR: 5:45 A.M. to midnight; (Sunday) 8:00 A.M. to midnight. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Associated Music Publishers, Lang-Worth.

## Personnel

President and Manager.....Edgar L. Bill  
Commercial Manager.....Charles C. Caley  
Program Manager.....Gene Trace  
Promotion Manager.....C. Russell Ehresman  
Director, Women's Activities,  
Jessica McFarland  
Continuity Director.....Chester Miller  
Chief Announcer.....Brooks Watson  
Business Manager.....Paul Scherer  
Artists' Bureau Head.....Milton Budd  
Musical Director.....Jack Lyon  
Chief Engineer.....Ted Giles

## Coverage

Population—Primary	610,011
Radio Homes—"	141,320

Source: Field intensity measurements and mail response analysis; U. S. Census.

## Representative

Free & Peters, Inc.

# W T A D

**QUINCY—EST. 1926**

COLUMBIA BROADCASTING SYSTEM  
FREQUENCY: 930 Kc. POWER: 1,000 watts. OWNED BY: Illinois Broadcasting Corp.

OPERATED BY: Illinois Broadcasting Corp.  
 BUSINESS ADDRESS: WCU Bldg. PHONE:  
 363. STUDIO ADDRESS: Same; and Hannibal  
 Mo. TRANSCRIPTION LOCATION: 3 miles  
 south of Quincy. TIME ON THE AIR: 6:00  
 A.M. to 12:00 midnight. NEWS SERVICE:  
 United Press. TRANSCRIPTION SERVICE:  
 World Broadcasting System.

**Personnel**

President.....W. Emery Lancaster  
 Secretary-Treasurer.....H. G. Kreitemeyer  
 Vice-President.....R. E. Whitfield  
 General Manager.....C. Arthur Fifer  
 Commercial Manager.....W. J. Rothschild  
 Program Director.....Jack Sexton  
 News Editor.....William H. Sohm  
 Chief Engineer.....Francis Wentura

**Coverage**

Population—Primary ..... 1,291,523  
 Radio Homes— " ..... 315,500  
 Source: Station survey.

**Representative**

International Radio Sales

**W R O K**

ROCKFORD—EST. 1923

MUTUAL BROADCASTING SYSTEM

FREQUENCY: 1440 Kc. POWER: 1000  
 Watts, d.; 500 Watts, n. OWNED BY: Rock-  
 ford Broadcasters, Inc. OPERATED BY: Rock-  
 ford Broadcasters, Inc. BUSINESS ADDRESS:  
 News Tower. PHONE: Main 5632. STUDIO  
 ADDRESS: News Tower. TRANSMITTER LO-  
 CATION: Kilburn Ave. Road. TIME ON THE  
 AIR: 6:00 A.M. to 12:00 midnight. NEWSPAPER  
 AFFILIATIONS: Rockford Morning Star, Rock-  
 ford Register-Republic. NEWS SERVICE:  
 United Press. MAINTAINS ARTISTS' BU-  
 REAU. TRANSCRIPTION SERVICE: Standard  
 Radio.

**Personnel**

President.....Ruth Hanna Simms  
 Managing Director.....James Rodgers  
 General Manager.....Walter Koessler  
 Sales Promotion Manager... William R. Traum  
 Program Director.....John Dixon  
 Chief Announcer-Artists' Bureau,  
 Maurice P. Owens  
 Continuity Director.....Marjorie Hilliard  
 Musical Director.....Florence L. Shugars  
 Chief Engineer.....Thomas G. Cameron

**Coverage**

	Daytime	Evening
Population—Primary . . . . .	350,221	350,221
Radio Homes— " . . . . .	125,420	125,420
Population—Secondary . . . . .	502,242	502,242
Radio Homes— " . . . . .	200,841	200,841

Source: Department of Commerce.

**Representative**

Headley-Reed Co.

**W H B F**

ROCK ISLAND—EST. 1925

MUTUAL BROADCASTING SYSTEM

FREQUENCY: 1270 Kc. POWER: 5000 watts.  
 OWNED BY: Rock Island Broadcasting Co.  
 OPERATED BY: Rock Island Broadcasting Co.  
 BUSINESS ADDRESS: 1800 Third Ave. PHONE:  
 918 and 919. STUDIO ADDRESSES: 1800  
 Third Ave., Rock Island; Fifth Ave. Bldg.,  
 Moline; Orpheum Theater Bldg., Davenport.  
 TRANSMITTER LOCATION: 23 Ave. & 52 St.,  
 Moline, Ill. TIME ON THE AIR: (daily) 5:30  
 A.M. to midnight; (Sunday) 8:00 A.M. to mid-  
 night. NEWSPAPER AFFILIATION: The Rock  
 Island Argus. NEWS SERVICE: United Press.  
 TRANSCRIPTION SERVICE: Standard Radio,  
 Lang-Worth.

**Personnel**

President.....John W. Potter  
 General Manager.....L. C. Johnson  
 Commercial Manager.....Maurice Corken  
 Program Director.....Ivan Streed  
 Publicity Director.....Don Wright  
 Sales Promotion Manager.....Ted Arnold  
 Chief Announcer.....J. Woodrow Magnuson  
 Musical Director.....Lucia Thompson  
 Chief Engineer.....R. J. Sinnett

**FACTS**

*About* **ROCKFORD!**

The Nation's Second Machine  
 Tool City!

298 Busy Factories!

1940 Building Permits Over  
 \$2,000,000!

Location of Camp Grant—Scene  
 of a \$10,000,000 Construction  
 Program!

This \$150,000,000 Market in  
 Northern Illinois and Southern  
 Wisconsin Effectively Served By:

**WROK** **ROCKFORD, ILLINOIS**

MUTUAL NETWORK AFFILIATE

National Representatives: HEADLEY-REED CO.

**Coverage**

	Daytime	Evening
Population—Primary . . . .	1,663,580	665,600
Radio Homes— " . . . .	401,610	166,650

**Representative**

Howard H. Wilson Co.

**W C B S**

SPRINGFIELD—EST. 1926

NATIONAL BROADCASTING CO.

FREQUENCY: 1450 Kc. POWER: 250 watts.  
 OWNED BY: WCBS, Inc. OPERATED BY:  
 WCBS, Inc. BUSINESS ADDRESS: 523 E. Cap-  
 itol Ave. PHONE: 9855. STUDIO ADDRESS:  
 523 E. Capitol Ave. TRANSMITTER LOCATION:  
 2200 S. 6th St. TIME ON THE AIR: 6:00 A.M.  
 to 12:00 midnight. NEWSPAPER AFFILIATION:  
 Illinois State Journal. NEWS SERVICE: Asso-  
 ciated Press. TRANSCRIPTION SERVICE:  
 World Transcription Service. MAINTAINS  
 ARTISTS' BUREAU.

**Personnel**

President . . . . . Harold L. Dewing  
 Vice-President . . . . . A. W. Shipton  
 Secretary . . . . . L. G. Pfefferle  
 Commercial Manager . . . . . Jack Heintz  
 Musical Director . . . . . John Geil  
 Production Manager . . . . . John Midgely  
 Sales Promotion Manager . . . . . Carroll Needl  
 Publicity Director . . . . . Bob Gregory  
 Chief Engineer . . . . . Richard L. Ashenfelter

**Coverage**

	Daytime	Evening
Population—Primary . . . .	955,402	246,327
Radio Homes— " . . . .	226,790	76,416

Source: Field intensity survey; U. S. Census.

**Representative**

Sears & Ayers, Inc.

**W T A X**

SPRINGFIELD—EST. 1930

FREQUENCY: 1240 Kc. POWER: 100 watts.  
 OWNED BY: WTAX, Inc. OPERATED BY:  
 WTAX, Inc. BUSINESS ADDRESS: 117 S. 5th  
 St. PHONE: 2-4441. STUDIO ADDRESS: Same.  
 TRANSMITTER LOCATION: Same. TIME ON  
 THE AIR: 6:00 A.M. to 11:30 P.M. NEWS SER-  
 VICE: INS. TRANSCRIPTION SERVICE: Asso-  
 ciated.

**Personnel**

President and Manager . . . . . Jay A. Johnson  
 Program Director . . . . . Bob Kay  
 Chief Engineer . . . . . Edward Ring

**Coverage**

	Daytime	Evening
Population—Primary . . . .	250,000	250,000
Radio Homes— " . . . .	60,000	60,000
Population—Secondary . . . .	223,400	223,400
Radio Homes— " . . . .	52,870	52,870

Source: Station survey.

**Representative**

The Foreman Co.

**W D Z**

TUSCOLA—EST. 1920

FREQUENCY: 1050 Kc. POWER: 1000 watts.  
 OWNED BY: WDZ Broadcasting Co. OPER-  
 ATED BY: WDZ Broadcasting Co. BUSINESS  
 ADDRESS: Star Store Bldg. PHONE: 98 and 153.  
 STUDIO ADDRESS: Star Store Bldg. TRANS-  
 MITTER LOCATION: Intersection of U. S. High-  
 ways No. 36 and 45. TIME ON THE AIR: 6:00  
 A.M. to sundown. NEWS SERVICE: United  
 Press. MAINTAINS ARTISTS' BUREAU. TRAN-  
 SCRPTION SERVICE: Standard Radio.

**Personnel**

President . . . . . E. L. Bill  
 Station and Sales Manager . . . . . Clair B. Hull  
 Promotion Manager . . . . . Walter Schafer  
 Program Director-Artists' Bureau Head,  
 Frank Jennings  
 Production Manager . . . . . Curt Poulton  
 Musical-Publicity Director . . . . . Herbert L. Johnson  
 Chief Announcer . . . . . Fran Booton  
 Continuity Director . . . . . Kent Saunders  
 Chief Engineer . . . . . Mark C. Spies

**Coverage**

Population—Primary . . . . .	1,158,049
Radio Homes— " . . . . .	280,930

Source: Field intensity measurements.

**Representative**

Howard H. Wilson Co.

**W I L L**

URBANA—EST. 1922

FREQUENCY: 580 Kc. POWER: 5000 watts.  
 OWNED BY: University of Illinois. OPE-  
 RATED BY: Same. BUSINESS ADDRESS:  
 Urbana. PHONE: 7-2616 — 7-2400. STUDIO  
 ADDRESS: 400 S. Wright. TRANSMITTER  
 LOCATION: S. First St. Road, Champaign. TIME  
 ON THE AIR: 7:00 A.M. to local sunset (ex-  
 cept Sunday). NEWSPAPER AFFILIATION:  
 The Daily Illini. NEWS SERVICE: Associated  
 Press. TRANSCRIPTION SERVICES: Lang-  
 Worth.

**Personnel**

Director . . . . . Jos. F. Wright  
 Program Director . . . . . Frank E. Schooley  
 Publicity Director . . . . . Art Wildhagen  
 Musical Director . . . . . Lanson F. Demming  
 Production Director . . . . . Nat H. Cohen  
 Chief Engineer . . . . . A. James Ebel



# INDIANA

Population 3,427,796

Number of Families 959,563

Number of Radio Homes 840,280

Auto Registrations 1,002,320

For 1940 Census data, please turn to page 252

## W H B U

ANDERSON—EST. 1923

FREQUENCY: 1240 Kc. POWER: 250 watts.  
OWNED BY: Anderson Broadcasting Corp.  
OPERATED BY: Anderson Broadcasting Corp.  
BUSINESS ADDRESS: Citizens Bank Bldg.  
PHONE: 234. STUDIO ADDRESS: Citizens Bank Bldg. TRANSMITTER LOCATION: 1110 Meridian St. TIME ON THE AIR: 7:00 A.M. to 10:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus, Standard Radio.

### Personnel

President-General Manager..... L. M. Kennett  
Commercial Manager..... John R. Atkinson  
Program Director..... L. M. Shrayer  
Production Manager..... J. B. Burton  
Chief Engineer..... Wayne Reeves

### Coverage

Population—Primary ..... 905,000  
Radio Homes— " ..... 238,000

Source: Field intensity measurements.

### Representative

Sears & Ayer, Inc.

## W T R C

ELKHART—EST. 1931

FREQUENCY: 1340 Kc. POWER: 250 watts.  
OWNED BY: Truth Pub. Co. OPERATED BY: Elkhart Daily Truth. BUSINESS ADDRESS: 216 S. Second St. PHONE: 999. STUDIO ADDRESS: Hotel Elkhart. PHONE: 948. TRANSMITTER LOCATION: One mile south of Elkhart on Route No. 19. TIME ON THE AIR: 7:00 A.M. to 10:00 P.M.; Sundays, 11:00 A.M. to 9:00 P.M. (100 hours weekly). NEWSPAPER AFFILIATION: Elkhart Daily Truth. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System, Standard Radio.

### Personnel

President..... C. D. Greenleaf  
General Manager..... R. R. Baker  
Production Manager..... Paul Upson  
Chief Engineer..... Kenneth Singleton

### Coverage

	Daytime	Evening
Population—Primary	342,000	216,000
Radio Homes— " "	68,500	48,000
Population—Secondary	145,000	105,000
Radio Homes— " "	27,000	22,500

Source: Field intensity survey; U. S. Census.

### Representative

Tonney, Woodward & Conklin, Inc.

## W E O A

EVANSVILLE—EST. 1936

COLUMBIA BROADCASTING SYSTEM  
FREQUENCY: 1400 Kc. POWER: 250 watts.  
OWNED BY: Evansville on the Air, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 519 Vine St. PHONE: 2-1171. STUDIO ADDRESS: 519 Vine St. TRANSMITTER LOCATION: 519 Vine St. TIME ON THE AIR: 7:00 A.M. to 12:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

### Personnel

Secretary-Treasurer and General Manager, Clarence Leich  
Station Manager..... Martin L. Leich  
Program Director..... Pat Roper  
Chief Engineer..... John B. Caraway, Jr.

### Coverage

	Daytime	Evening
Population—Primary	259,200	139,300
Radio Homes— " "	60,760	34,100
Population—Secondary	325,900	109,100
Radio Homes— " "	69,470	24,660

Source: CBS Mail Count Study; U. S. Dept. of Commerce.

### Representative

Weed & Co.

## W G B F

EVANSVILLE—EST. 1925

NBC (Red and Blue)

FREQUENCY: 1280 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: Evansville on the Air, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 519 Vine St. PHONE: 2-1171. STUDIO ADDRESS: 519 Vine St.; TRANSMITTER LOCATION: Burkhart Road. PHONE: 3-7011. TIME ON THE AIR: 6:00 A.M. to 12:00 midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

### Personnel

General Manager..... Clarence Leich  
Program Director..... Pat Roper  
Chief Engineer..... Fay Gehres

### Coverage

Population—Primary & Secondary	1,323,095
Radio Homes— " " "	185,600

Source: U. S. Census; Joint Committee; field intensity measurements.

### Representative

Weed & Co.

# W G L

**FORT WAYNE—EST. 1924**

NBC—SUPPLEMENTARY BASIC RED & BLUE  
 FREQUENCY: 1450 Kc. POWER: 250 watts.  
 OWNED BY: Westinghouse Radio Stations, Inc.  
 OPERATED BY: Westinghouse Radio Stations, Inc.  
 BUSINESS ADDRESS: 925 S. Harrison.  
 PHONE: Anthony 2136-7. STUDIO ADDRESS: 925 S. Harrison. TRANSMITTER LOCATION: Junction of Highways No. 30 and No. 33. TIME ON THE AIR: 6:00 A.M. to midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus, C. P. MacGregor.

## Personnel

Vice-President.....Walter Evans  
 Station Manager.....J. B. Conley  
 Commercial Manager.....Frank V. Webb  
 Auditor.....Kenneth Foellinger  
 Sales Promotion Mgr.....Jack O'Mara  
 Program Director.....Franklin A. Tooke  
 Production Director.....Carl Vandagriff  
 Chief Announcer.....J. Howard Acklerley  
 Musical Director.....Jeane Brown  
 Women's Program Director.....Jane Weston  
 Farm Program Director.....Jim Conway  
 Chief Engineer.....Robert G. Duffield, Jr.

## Coverage

Population—Primary ..... 300,798  
 Radio Homes— " ..... 70,429

Source: Mail response analysis and field strength measurements.

## Representative

National Broadcasting Co.

# W O W O

**FORT WAYNE—EST. 1925**

NBC BASIC BLUE

FREQUENCY: 1190 Kc. POWER: 50000 watts.  
 OWNED BY: Westinghouse Radio Stations, Inc. OPERATED BY: Westinghouse Radio Stations, Inc. BUSINESS ADDRESS: 925 S. Harrison, Westinghouse Building. PHONE: Anthony 2136-7. STUDIO ADDRESS: Westinghouse Bldg. TRANSMITTER LOCATION: Intersection of Routes Nos. 30 and 33, Fort Wayne. TIME ON THE AIR: 6:00 A.M. to local sunset; shares evening time with WWVA. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus, C. P. MacGregor.

## Personnel

Vice-President.....Walter Evans  
 Station Manager.....J. B. Conley  
 Commercial Manager.....Frank V. Walsh  
 Auditor.....Kenneth Foellinger  
 Program Manager.....Franklin Tooke  
 Sales Promotion Mgr.....Jack O'Mara  
 Chief Announcer.....J. Howard Ackley  
 Women's Program Director.....Jane Weston  
 Production Director.....Eldon Campbell

Farm Program Director.....Jim Conway  
 Musical Director.....Jeane Brown  
 Chief Engineer.....Robert G. Duffield, Jr.

## Coverage

	Daytime	Evening
Population—Primary	2,072,350	2,292,070
Radio Homes— " "	507,390	556,870
Population—Secondary	4,014,600	2,465,760
Radio Homes— " "	969,760	606,630

Source: NBC Airea method of circulation ascertainment.

## Representative

National Broadcasting Co.

# W I N D

**GARY—EST. 1927**

CBS

FREQUENCY: 560 Kc. POWER: 5000 watts.  
 OWNED BY: Johnson-Kennedy Radio Corp.  
 OPERATED BY: Johnson-Kennedy Radio Corp.  
 BUSINESS ADDRESS: 504 Broadway. PHONE: Gary 9191. NATIONAL ADVERTISING OFFICE: 230 N. Michigan Ave., Chicago, Ill. PHONE: State 4176. STUDIO ADDRESS: 504 Broadway. TRANSMITTER LOCATION: Black Oak, Ind. TIME ON THE AIR: 6:00 A.M. to 4:00 A.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Standard Radio.

## Personnel

President .....Ralph L. Atlas  
 Manager .....E. S. Mittendorf  
 Sales Manager .....John T. Carey  
 Program Director.....Brooks Connolly  
 Director of Public Relations.....Al Hollender  
 Musical Director.....Bob Atcher  
 Chief Engineer.....Ken Shirk

## Coverage

Population—Primary ..... 8,506,156  
 Radio Homes— " ..... 1,886,405

Source: Field intensity measurements.

## Representative

The Foreman Co.

# W H I P

**HAMMOND—EST. 1937**

FREQUENCY: 1520 Kc. POWER: 5000 watts.  
 OWNED BY: Hammond-Calumet Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 5935 Hohman Ave. PHONE: Hammond 10000. SALES OFFICE ADDRESS: 25 E. Jackson Blvd., Chicago, Ill. PHONES: Webster 3234 and Plaza 4300. STUDIO ADDRESSES: 5935 S. Hohman Ave., Hammond; and 25 E. Jackson Blvd., Chicago, Ill. TRANSMITTER LOCATION: Hammond. TIME ON THE AIR: 6:00 A.M. to local sunset (at Buffalo, N. Y.). NEWSPAPER AFFILIATION: Lake County (Ind.) Times. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Lang-Worth. MAIN-TAINS ARTISTS' BUREAU.

**Personnel**

President-General Manager George F. Courier  
 Managing Director.....Doris Keane  
 Program Director.....Elmer Herkner  
 Production Manager.....Emmett Jackson  
 Chief Announcer.....Ralph Eddy  
 Musical Director.....Reinhardt Elster  
 Chief Engineer.....H. V. Fitzcharles

**Coverage**

Population—Primary ..... 5,537,000  
 Radio Homes— " ..... 1,729,000  
 Population—Secondary ..... 1,661,000  
 Radio Homes— " ..... 337,500  
 Source: Station survey.

**W J O B  
 HAMMOND**

FREQUENCY: 1230 Kc. POWER: 250 watts.  
 OWNED BY: O. E. Richardson and Fred L. Adair. OPERATED BY: O. E. Richardson and Fred L. Adair. BUSINESS ADDRESS: 5935 Hohman Ave. PHONE: 9800. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Douglas Park. TIME ON THE AIR: 7:00 A.M. to 12:00 midnight.

**Personnel**

Station Manager.....O. E. Richardson  
 Commercial Manager.....R. C. Adair  
 Program Director.....W. R. Bean  
 Sales Promotion Manager.....Stanley Davis  
 Chief Announcer.....Howard Dunovan  
 Musical Director.....Joseph Gibbs Spring  
 Chief Engineer.....John Felthouse

**Coverage**

Population—Primary ..... 2,242,453 519,046  
 Radio Homes— " ..... 606,091 280,000  
 Population—Secondary .. 3,500,000 1,200,000  
 Radio Homes— " ..... 900,000 400,000  
 Source: Station survey.

**Representative**

Associated Radio Sales

**W F B M**

INDIANAPOLIS—EST. 1924

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1260 Kc. POWER: 5000 watts.  
 OWNED BY: WFBM, Inc. OPERATED BY: WFBM, Inc. BUSINESS ADDRESS: 48 Monument Circle. PHONE: Lincoln 8506. STUDIO ADDRESS: 48 Monument Circle. TRANSMITTER LOCATION: Rural Route 13, Box 125-G, Indianapolis. TIME ON THE AIR: 6:00 A.M. to 12:00 midnight; Sundays, 7:30 A.M. to 12:00 midnight. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Associated Music Publishers.

**Personnel**

President.....H. M. Bitner, Sr.  
 Station Manager.....Lester W. Lindow  
 Publicity Director.....A. Herbert Green

Office Manager.....Harry M. Bitner, Jr.  
 Chief Announcer.....H. J. Pierson  
 Program Director.....F. O. Sharp  
 Musical Director.....Walter H. Reuleaux  
 Chief Engineer.....Harold Holland

**Coverage**

	Daytime	Evening
Population—Primary	1,509,700	678,697

Source: Field test measurements.

**Representative**

The Katz Agency

**W I B C**

INDIANAPOLIS—EST. 1938

MUTUAL BROADCASTING SYSTEM

FREQUENCY: 1070 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: Indiana Broadcasting Corp. OPERATED BY: Indiana Broadcasting Corp. BUSINESS ADDRESS: 350 N. Meridian St. PHONE: Lincoln 2305. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Northwest of Indianapolis. TIME ON THE AIR: 6:00 A.M. to 12:00 midnight. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus.

**Personnel**

President.....H. G. Wall  
 Vice-President Genl. Mgr.....C. A. McLaughlin  
 Program Director.....Robert Longwell  
 Production Manager.....John Burns  
 Musical Director-Artists' Bureau Head,

Lester Huff

Chief Announcer.....William Schingle  
 Continuity Director.....John Byrnes  
 Traffic Manager.....Rosemary Horn  
 Chief Engineer.....Harry Adams

**Coverage**

Population—Primary	997,195
Radio Homes— "	262,690

Source: Field intensity measurements and mail response analysis; 1930 U. S. Census; Joint Committee.

**Representative**

Howard H. Wilson Co.

**W I R E**

INDIANAPOLIS—EST. 1926

NATIONAL BROADCASTING CO.—MUTUAL

FREQUENCY: 1430 Kc. POWER: 5,000 watts. OWNED BY: Indianapolis Broadcasting, Inc. BUSINESS ADDRESS: Claypool Hotel. PHONE: RI 1541-2-3. STUDIO ADDRESS: Claypool Hotel. TRANSMITTER LOCATION: Ralston Road. TIME ON THE AIR: 6:00 A.M. to 1:00 A.M., daily; 7:30 A.M. to 1:00 A.M., Sundays. NEWS AFFILIATION: Central Newspapers, Inc. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICES: World Broadcasting System, Standard Radio.

**Personnel**

President ..... Eugene C. Pulliam  
 Business Manager..... Rex Schepp  
 Secretary-Treasurer..... N. G. Mason  
 Sales Promotion Manager..... Lawrence Hammer  
 Program Director..... J. P. Mason  
 Publicity Director..... Eugene S. Pulliam  
 Public Relations Director..... Walter A. Shead  
 Chief Announcer-Musical Director..... Harry Bason  
 Chief Engineer..... Earl W. Lewis

**Coverage**

Population—Primary ..... 1,569,900  
 Radio Homes— " ..... 393,500  
 Population—Secondary ..... 1,872,000  
 Radio Homes— " ..... 422,700

Source: Station survey.

**Representative**

George P. Hollingsbery Co.

**W I S H \***

INDIANAPOLIS—EST. 1941

NATIONAL BROADCASTING CO.

FREQUENCY: 1280 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: Capitol Broadcasting Corp. OPERATED BY: Capitol Broadcasting Corp. BUSINESS ADDRESS: Indianapolis. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: East of Indianapolis, Warren Township. TIME ON THE AIR: Unlimited license.

**Personnel**

President..... G. Bruce McConnell  
 Treasurer..... Edward H. Harris  
 Vice-President..... Alvin R. Jones  
 Station Manager..... W. W. Behrman  
 Commercial Manager..... R. E. Bausman

\*Station was licensed to operate under a construction permit at time of going to press and no further information was available.

**W K M O \***

KOKOMO—EST. 1941

FREQUENCY: 1420 Kc. POWER: 250 watts. OWNED BY: Kokomo Broadcasting Corp. OPERATED BY: Kokomo Broadcasting Corp. BUSINESS ADDRESS: 400 North Main St. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Morgan & Ohio Sts. TIME ON THE AIR: 6:00 A.M. to 11:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Lang-Worth. MAINTAINS ARTISTS' BUREAU.

**Personnel**

President-Commercial  
 Manager..... Dr. Charles K. Boyajian  
 Station Manager..... Les Ryder  
 Production Manager..... Budd Hibbs  
 Artists' Bureau Head..... Katheleen Wilson  
 Chief Announcer..... Charles Boyajian, Jr.  
 Chief Engineer..... Wilbur Nongesser

**Representative**

Cox & Tanz

\*Station was licensed to operate under a construction permit at time of going to press.

**W L B C**

MUNCIE—EST. 1926

FREQUENCY: 1340 Kc. POWER: 250 watts. OWNED BY: Donald A. Burton. OPERATED BY: Donald A. Burton. BUSINESS ADDRESS: 8 Anthony Bldg. PHONE: 4404. STUDIO ADDRESS: 8 Anthony Bldg. TRANSMITTER LOCATION: 8 Anthony Bldg. TIME ON THE AIR: 5:30 A.M. to 11:30 P.M. NEWS SERVICES: United Press and local news department. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Associated Music Publishers.

**Personnel**

Owner..... Donald A. Burton  
 Commercial Manager..... Wm. F. Craig  
 Station Manager..... Donald A. Burton  
 Sales Manager..... Wm. F. Craig  
 Publicity Director..... Ed De Miller  
 Musical Director..... Carl Noble  
 Chief Engineer..... Maurice Crain

**Coverage**

Population—Primary ..... 350,593  
 Radio Homes— " ..... 68,900  
 Population—Secondary ..... 411,757  
 Radio Homes— " ..... 72,500

Source: Station survey.

**Representatives**

Forje & Co. (New York)

**W G R C**

NEW ALBANY (LOUISVILLE, KY.)

EST. 1926

MUTUAL BROADCASTING SYSTEM  
 SOUTHERN NETWORK

FREQUENCY: 1400 Kc. POWER: 250 watts. OWNED BY: Northside Broadcasting Corp. OPERATED BY: Northside Broadcasting Corp. BUSINESS ADDRESS: Elsby Bldg. PHONE: Wabash 3343. STUDIO ADDRESS: Elsby Bldg., New Albany; Kentucky Home Life Bldg., Louisville; Jeffersonville. TRANSMITTING LOCATION: McCulloch Pike. TIME ON THE AIR: 6:00 A.M. to 1:00 A.M. NEWS SERVICE: Transradio Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Associated, Standard Radio, Lang-Worth.

**Personnel**

President and Manager..... S. A. Cisler  
 Commercial Manager..... J. Porter Smith  
 Business Manager..... C. L. Harris  
 Musical Director..... Isabel Schroeder  
 Chief Engineer..... H. W. Hathaway

**Coverage**

	Daytime	Evening
Population—Primary . . . . .	448,300	420,000
Radio Homes— " . . . . .	114,060	110,000
Population—Secondary . . . . .	132,400	
Radio Homes— " . . . . .	26,560	

Source: Station survey.

**Representative**

Burn-Smith Company

**W K B V**

**RICHMOND—EST. 1926**

FREQUENCY: 1490 Kc. POWER: 250 watts. OWNED BY: Knox Radio Corp. OPERATED BY: Knox Radio Corp. STUDIO ADDRESS: 225 North 8th St. TRANSMITTER LOCATION: North of Richmond. TIME ON THE AIR: Full time license. TRANSCRIPTION SERVICE: Lang-Worth.

**Personnel**

President . . . . . William O. Knox

**W F A M** \*

**SOUTH BEND—EST. 1922**

COLUMBIA BROADCASTING SYSTEM  
FREQUENCY: 1230 Kc. POWER: 100 watts. OWNED BY: South Bend Tribune. OPERATED BY: South Bend Tribune. BUSINESS ADDRESS: 225 West Colfax Ave.

\*Station is to give up its license as of March 29, 1941.

**W S B T**

**SOUTH BEND—EST. 1922**

COLUMBIA BROADCASTING SYSTEM  
FREQUENCY: 960 Kc. POWER: 500 watts. OWNED BY: South Bend Tribune. OPERATED BY: South Bend Tribune. BUSINESS ADDRESS: 225 West Colfax Ave. PHONE: 3-6161. STUDIO ADDRESS: 225 West Colfax Ave. TIME ON THE AIR: 7:00 A.M. to 12:00 midnight; Sundays, 8:00 A.M. to 12:00 midnight. NEWSPAPER AFFILIATION: South Bend Tribune. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Associated Library, Standard Radio.

**Personnel**

President . . . . . F. A. Miller  
Station Manager . . . . . Franklin D. Schurz  
Commercial Manager . . . . . R. H. Swintz  
Chief Announcer . . . . . Robert Drain  
Publicity Director . . . . . Mary Stockdale  
Musical Director . . . . . Harlan Hogan  
Chief Engineer . . . . . H. Cole

**Representative**

Paul H. Raymer Company

**W B O W**

**TERRE HAUTE—EST. 1926**

NBC (RED and BLUE)

FREQUENCY: 1230 Kc. POWER: 250 watts. OWNED BY: Banks of Wabash, Inc. OPERATED BY: Banks of Wabash, Inc. BUSINESS ADDRESS: 303 S. 6th St. PHONE: Crawford 3394. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: First St. and Peyton Ave. TIME ON THE AIR: 6:45 A.M. to 12:00 midnight. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Lang-Worth, Standard Radio.

**Personnel**

President . . . . . Alvin Eads  
Auditor . . . . . Martha Turner  
Program Director . . . . . Leo Baxter  
Production Manager . . . . . George Jackson  
Continuity Chief . . . . . Ruthmary Morton  
Chief Announcer . . . . . Marold Ross  
Chief Engineer . . . . . Stokes Gresham, Jr.

**Coverage**

Population—Primary . . . . .	317,196
Radio Homes— " . . . . .	78,293
Population—Secondary . . . . .	573,511
Radio Homes— " . . . . .	136,815

Source: Field intensity measurements; Joint Committee.

**Representative**

Weed & Co.

**W A O V**

**VINCENNES—EST. 1940**

FREQUENCY: 1450 Kc. POWER: 250 watts. OWNED BY: Vincennes Newspapers, Inc. OPERATED BY: Vincennes Newspapers, Inc. BUSINESS ADDRESS: Grand Hotel. STUDIO ADDRESS: Grand Hotel. PHONE: 787-8. TRANSMITTER LOCATION: U. S. Highway No. 41. TIME ON THE AIR: 6:00 A.M. to 10:00 P.M.; Sundays, 8:00 A.M. to 10:00 P.M. NEWSPAPER AFFILIATION: Vincennes Sun Commercial. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: World Broadcasting System.

**Personnel**

General Manager . . . . . Howard N. Greenlee  
Station Manager . . . . . Victor H. Lund  
Commercial-Sales Promotion Manager,  
John Carl Jelfy  
Program Director-Chief Announcer,

Carl Erickson  
Publicity Director . . . . . Frank Burger  
Chief Engineer . . . . . Claude Harris

**Coverage**

	Daytime	Evening
Population—Primary . . . . .	70,000	40,000

Source: Station estimate.

**Representative**

George P. Hollingbery Co.

**W B A A**  
WEST LAFAYETTE—EST. 1922

FREQUENCY: 920 Kc. POWER: 5000 watts d.: 1000 watts. n. OWNED BY: Purdue University. OPERATED BY: Purdue University. BUSINESS ADDRESS: West Lafayette. PHONE: 6076. STUDIO ADDRESS: Electrical Engineering Bldg. TRANSMITTER LOCATION: Electrical Engineer-

ing Bldg. TIME ON THE AIR: 11:00 A.M. to 5:00 P.M. (Mon., Tues., Wed., Thurs., Fri.); 11:00 A.M. to 4:00 P.M. (Saturday). TRANSCRIPTION SERVICE: Standard Radio.

**Personnel**

Station Manager, Program Director  
Gilbert D. Williams  
Asst. Program Director.....Fred L. Conger  
Chief Engineer.....Ralph R. Townsley

**IOWA**

Population 2,538,268  
Number of Families 700,173

Number of Radio Homes 595,720  
Auto Registrations 785,299

*For 1940 Census data, please turn to page 253*

**W O I**  
AMES—EST. 1921 (as 9YI)

FREQUENCY: 640 Kc. POWER: 5000 Watts. OWNED BY: Iowa State College. OPERATED BY: Iowa State College. BUSINESS ADDRESS: Ames. PHONE: 2500. STUDIO ADDRESS: Ames. TRANSMITTER LOCATION: Ames. TIME ON THE AIR: 6:00 a.m. to local sunset. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio.

RATED BY: Same. BUSINESS ADDRESS: Paramount Bldg., Cedar Rapids—Russell Lamson Hotel, Waterloo. PHONE: Cedar Rapids 6127. Waterloo 236. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Marion. TIME ON THE AIR: 5:30 A.M. to 12:00 midnight; Sunday, 7:00 A.M. to 12:00 midnight. NEWSPAPER AFFILIATION: Des Moines Register and Tribune. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System, NAB Library, Davis & Schwegler, Lang-Worth.

**Personnel**

**Personnel**

Director.....W. I. Griffith  
Assistant Director.....A. G. Woolfries  
Chief Announcer.....Robert Miles  
Editor.....Rod Holmgren  
Continuity Director.....Mrs. Blair Converse  
Musical Director.....Tolbert McRae  
Chief Engineer.....Louie L. Lewis  
(Non-Commercial Station)

President.....Gardner Cowles, Jr.  
V.-P. and General Manager.....S. D. Quarton  
Commercial Manager  
W. B. Quarton (Cedar Rapids)  
Commercial Manager...Don Inman (Waterloo)  
National Sales Manager.....Ted Enns  
Sales Promotion Manager.....Leo F. Cole  
Program-Musical Director....Douglas B. Grant  
Production Manager.....Benne Alter  
Publicity Director.....L. Von Linder  
Chief Announcer.....Bert Puckett  
Chief Engineer.....Charles F. Quentin

**K F G Q**  
BOONE

FREQUENCY: 1400 Kc. POWER: 250 watts. OWNED BY: Boone Biblical College. OPERATED BY: Boone Biblical College. BUSINESS ADDRESS: Boone, Ia. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Specified hours during daytime.

**Coverage**  
Population—Primary.....3,315,822  
Radio Homes— ".....778,680  
Source: Field strength survey.

**Personnel**

**Representative**

Manager.....Lois Crawford  
(Non-Commercial Station)

The Katz Agency

**W M T**

CEDAR RAPIDS, WATERLOO—  
EST. 1922  
CBS-MUTUAL

**W O C**

DAVENPORT—EST. 1922  
COLUMBIA BROADCASTING SYSTEM  
FREQUENCY: 1450 Kc. POWER: 250 watts. OWNED BY: Tri City Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 1000 Brady St. PHONE: 2-3521. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 18 hours daily; 15 hours, Sundays (123 hours weekly). NEWS

THE COWLES GROUP  
FREQUENCY: 600 Kc. POWER: 5,000 Watts. OWNED BY: Iowa Broadcasting Co. OPE-

SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System, Associated.

**Personnel**

President ..... Col. B. J. Palmer  
 Vice-President ..... Dave Palmer  
 General Manager ..... J. Buryl Lottridge  
 Sales and Sales Promotion Manager,

L. O. Fitzgibbons

Program Director ..... Charles Freburg  
 Publicity Director ..... Jack Paulsen  
 News Editor-Chief Announcer ..... Bill Voss  
 Traffic Manager ..... Paul Clark  
 Musical Director ..... Pat Maynard  
 Chief Engineer ..... Allan Richter

**Coverage**

	Daytime	Evening
Population—Primary	180,800	198,100
Radio Homes—	42,730	46,160
Population—Secondary	1,113,400	564,300
Radio Homes—	264,550	138,600

Source: CBS Listener Study.

**Representative**

Free & Peters, Inc.

**K W L C**

DECORAH—EST. 1926

FREQUENCY: 1240 Kc. POWER: 250 watts. OWNED BY: Luther College. OPERATED BY: Luther College. BUSINESS ADDRESS: 600 Leiv Eiriksson Drive. PHONE: 690. STUDIO ADDRESS: C. K. Preus Auditorium. TRANSMITTER LOCATION: Larsen Hall. TIME ON THE AIR: Daytime license (35 hours weekly).

**Personnel**

Director ..... Evelyn Steele  
 Production Manager ..... Robert E. Lee  
 Music Director ..... Professor T. H. Nickel  
 Chief Engineer ..... O. M. Eittrheim  
 (Non-Commercial Station)

**K R N T**

DES MOINES—EST. 1935

CBS—THE COWLES STATIONS

FREQUENCY: 1350 Kc. POWER: 5000 watts. OWNED BY: Iowa Broadcasting Co. OPERATED BY: Iowa Broadcasting Co. BUSINESS ADDRESS: Des Moines Register & Tribune Bldg. PHONE: Des Moines 3-2111. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Southeast of Des Moines. TIME ON THE AIR: 127½ hours weekly. NEWSPAPER AFFILIATION: Des Moines Register & Tribune. NEWS SERVICE: United Press, Associated Press. TRANSCRIPTION SERVICE: Standard Radio.

**Personnel**

President ..... Gardner Cowles, Jr.  
 General Manager ..... Luther L. Hill  
 Assistant General Manager and  
 Commercial Manager ..... Craig Lawrence  
 National Sales Manager ..... Ted Enns

Program Director ..... Ed Linehan  
 Sales Promotion Manager ..... Wayne Welch  
 Publicity Director ..... Mary Little  
 Chief Announcer ..... Dale Morgan  
 Musical Director ..... Dick Teela  
 Chief Engineer ..... Paul Huntsinger

**Coverage**

Population—Primary	843,104
Radio Homes—	200,750

Source: U. S. Census; Joint Committee.

**Representative**

The Katz Agency

**K S O**

DES MOINES—EST. 1932

NBC (BLUE)—MBS—THE COWLES STATIONS  
 FREQUENCY: 1460 Kc. POWER: 5000 watts. OWNED BY: The Iowa Broadcasting Co., subsidiary of the Des Moines Register and Tribune. OPERATED BY: Same. BUSINESS ADDRESS: 715 Locust St. PHONE: 3-2111. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Southeast of Des Moines. TIME ON THE AIR: 132 hours weekly. NEWSPAPER AFFILIATION: Des Moines Register & Tribune. NEWS SERVICE: United Press, Associated Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Standard Radio.

**Personnel**

President ..... Gardner Cowles, Jr.  
 General Manager ..... Luther Hill  
 Assistant General Manager and  
 Commercial Manager ..... Craig Lawrence  
 National Sales Manager ..... Ted Enns  
 Program Director ..... Ed Linehan  
 Sales Promotion Manager ..... Wayne Welch  
 Publicity Director ..... Mary Little  
 Chief Announcer ..... Dale Morgan  
 Musical Director ..... Dick Teela  
 Chief Engineer ..... Paul Huntsinger

**Coverage**

Population—Primary	812,340
Radio Homes—	192,968

Source: U. S. Census; Joint Committee.

**Representative**

The Katz Agency

**W H O**

DES MOINES—EST. 1924

NBC—CORN BELT WIRELESS  
 REBROADCASTING SERVICE

FREQUENCY: 1040 Kc. POWER: 50,000 Watts. OWNED BY: Central Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 914 Walnut St. PHONE: 3-7147. TRANSMITTER LOCATION: Mitchellville. TIME ON THE AIR: 5:30 A.M. to 1:00 A.M.; Sundays, 8:00 A.M. to 12:00 midnight. NEWS SERVICE: United Press, International News Service. TRANSCRIPTION SERVICE: NBC Thesaurus.

**Personnel**

President.....Col. B. J. Palmer  
 V.P. & Treasurer.....D. D. Palmer  
 V-P & Station Manager.....J. O. Maland  
 Secretary.....William Brandon  
 Sales Manager.....Hale Bondurant  
 Publicity Director.....Woody Woods  
 Program Director.....Harold Fair  
 Technical Director.....Paul A. Loyet

**Coverage**

Population—Primary.....3,745,000  
 Radio Homes— ".....866,000

Source: Field intensity measurements.

**Representative**

Free & Peters, Inc.

**K D T H** \*  
 DUBUQUE

FREQUENCY: 1370 Kc. POWER: 1000 watts.  
 OWNED BY: Telegraph Herald. OPERATED  
 BY: Telegraph Herald. BUSINESS ADDRESS:  
 Dubuque. STUDIO ADDRESS: Same. TRANS-  
 MITTER LOCATION: E. Dubuque, Ill. NEWS  
 AFFILIATION: Dubuque Telegraph Herald.

\*Station was licensed to operate under a  
 construction permit at time of going to press  
 and no further information was available.

**W K B B**  
 DUBUQUE—EST. 1933

NATIONAL BROADCASTING CO.

FREQUENCY: 1490 Kc. POWER: 250 watts.  
 OWNED BY: Sanders Bros. Radio Station. OP-  
 ERATED BY: Sanders Bros. Radio Station. BUSI-  
 NESS ADDRESS: Hotel Julien. PHONE: Dubuque  
 572. STUDIO ADDRESS: Hotel Julien. TRANS-  
 MITTER LOCATION: Rural Route No. 2. TIME  
 ON THE AIR: 6:30 A.M. to midnight (daily),  
 8:00 A.M. to midnight (Sunday). NEWS SER-  
 VICE: Transradio Press. TRANSCRIPTION SER-  
 VICE: Associated, NBC Thesaurus.

**Personnel**

President.....Walter E. Klauer  
 Station Manager.....James D. Carpenter  
 Program Director.....Gleason E. Kistler  
 Musical Director-Chief Announcer,

Vaughn Gayman

Publicity Director.....Sig Fritschel  
 Chief Engineer.....Leonard Carlson

**Coverage**

	Daytime	Evening
Population.....	379,549	
Radio Homes.....	85,517	40,140

**Representative**

International Radio Sales

**K V F D**

FORT DODGE—EST. 1939

FREQUENCY: 1400 Kc. POWER: 250 watts.  
 OWNED BY: Northwest Broadcasting Co. OP-

ERATED BY: Northwest Broadcasting Co.  
 BUSINESS ADDRESS: Warden Bldg. PHONE:  
 Walnut 3761. STUDIO ADDRESS: Warden  
 Bldg. TRANSMITTER LOCATION: Fort Dodge.  
 TIME ON THE AIR: 102 hours weekly. NEWS  
 SERVICE: United Press. TRANSCRIPTION  
 SERVICE: Standard Radio. MAINTAINS AR-  
 TISTS' BUREAU.

**Personnel**

President.....Edward Breen  
 Commercial Manager.....Charles A. Kennedy  
 Program Director.....Nick Bame  
 Chief Engineer.....Jack Duncan

**Coverage**

Population—Primary.....469,619  
 Radio Homes— ".....109,214

**W S U I**  
 IOWA CITY

FREQUENCY: 910 Kc. POWER: 50000 watts,  
 d.; 1000 watts, n. OWNED BY: State Univ. of  
 Iowa. OPERATED BY: State Univ. of Iowa.  
 BUSINESS ADDRESS: Iowa City. PHONE:  
 University 2111-237. STUDIO ADDRESS: Iowa  
 City. TRANSMITTER LOCATION: Iowa City.  
 TIME ON THE AIR: 80 hours weekly. NEWS  
 SERVICE: Associated Press.

**Personnel**

Chairman Radio Board.....Bruce E. Mahan  
 Station Director.....Carl H. Menzer  
 Program Director.....Pearl B. Broxam  
 Production.....Prof. H. Clay Harshberger  
 Staff Announcer.....William Sener  
 Chief Engineer.....S. J. Ebert  
 (Non-Commercial Station)

**K F J B**

MARSHALLTOWN—EST. 1923

FREQUENCY: 1230 Kc. POWER: 250 watts.  
 OWNED BY: Marshall Electric Co. OPERATED  
 BY: Marshall Electric Co. BUSINESS AD-  
 DRESS: 1603 W. Main St. PHONE: 3361. STU-  
 DIO ADDRESS: 1603 W. Main St. TRANSMIT-  
 TER LOCATION: 2 miles northwest of town.  
 TIME ON THE AIR: 6:00 A.M. to 10:00 P.M.  
 (daily); 11:00 to 7:00 P.M. (Sunday). NEWS  
 SERVICE: United Press. TRANSCRIPTION SER-  
 VICE: C. P. MacGregor.

**Personnel**

President and Station Manager...Earl Peak  
 Chief Engineer.....Wayne Peak

**Coverage**

Population—Primary.....	385,293
Radio Homes— ".....	88,418
Population—Secondary.....	215,296
Radio Homes— ".....	58,842

Source: Mail response analysis.

**Representative**

Ferguson & Walker



**K G L O**

**MASON CITY—EST. 1937**

**COLUMBIA BROADCASTING SYSTEM**

**FREQUENCY:** 1300 Kc. **POWER:** 1000 watts.  
**OWNED BY:** Mason City Globe Gazette Co.  
**OPERATED BY:** Mason City Globe Gazette Co.  
**BUSINESS ADDRESS:** Hotel Hanford. **PHONE:** 2800. **STUDIO ADDRESS:** Hotel Hanford. **TRANSMITTER LOCATION:** 2 miles west of M. C. on Highway 18. **TIME ON THE AIR:** 6:00 A.M. to 12:03 P.M. (daily); 7:00 A.M. to 12:00 P.M. (Sunday). **NEWSPAPER AFFILIATION:** Mason City Globe-Gazette. **NEWS SERVICES:** United Press and Globe Gazette City Reporters and correspondents in North Iowa and Southern Minn. **TRANSCRIPTION SERVICE:** NBC The-saurus, Standard Radio, and NAB Library.

**Personnel**

Station Manager.....F. C. Eighmey  
 Program Director.....John Price  
 Production Manager.....Jim Woods  
 Publicity Director.....Henry Hook  
 Chief Engineer.....Leo Born

**Coverage**

	<b>Daytime</b>
Population—Primary .....	178,700
Radio Homes— " .....	38,370
Population—Secondary .....	480,600
Radio Homes— " .....	106,280

Source: CBS Listener Study.

**Representative**

Weed & Co.

**K B I Z**

**OTTUMWA—EST. 1941**

**FREQUENCY:** 1240 Kc. **POWER:** 100 watts.  
**OWNED BY:** J. D. Falvey. **OPERATED BY:** J. D. Falvey. **BUSINESS ADDRESS:** Ottumwa. **Phone:** 5480. **STUDIO ADDRESS:** Same. **TRANSMITTER LOCATION:** Same. **TIME ON THE AIR:** 18 hours daily. **NEWS SERVICE:** United Press. **TRANSCRIPTION SERVICE:** World Broadcasting System, C. P. MacGregor.

**Personnel**

Station Manager.....J. D. "Jack" Falvey  
 Commercial Manager.....J. R. Livingston  
 Program-Musical Director.....Stan Corley  
 Production Manager-Publicity Director,

James Downey

Chief Announcer.....Bill Ballagh  
 Chief Engineer.....Wayne Hatchett

**Coverage**

	<b>Daytime</b>	<b>Evening</b>
Population—Primary .....	163,000	48,500
Radio Homes— " .....	41,160	10,235

Source: Station survey; Joint Committee.

**K F N F**

**SHENANDOAH—EST. 1924**

**FREQUENCY:** 920 Kc. **POWER:** 1000 watts, d.; 500 watts, n. **OWNED BY:** KFNF, Inc. **OPERATED BY:** KFNF, Inc. **BUSINESS ADDRESS:** 407 Sycamore. **PHONE:** No. 1—departmental connections. **STUDIO ADDRESS:** 407 Sycamore St. **TRANSMITTER LOCATION:** 407 Sycamore St. **TIME ON THE AIR:** (daily) 5:30 A.M. to 4:00 P.M.; 5:00 P.M. to 9:00 P.M.; (Saturday) 5:30 A.M. to 10:00 P.M. **NEWS SERVICE:** International News Service. **TRANSCRIPTION SERVICE:** Standard Radio.

**Personnel**

Manager.....John Nicholson  
 Commercial Manager.....E. C. Woodward  
 Chief Engineer.....George Crocker

**Coverage**

Population—Primary .....	1,267,512
Radio Homes— " .....	264,630
Population—Secondary .....	1,142,149
Radio Homes— " .....	250,000

Source: Mail response analysis.

**Representative**

Reynolds-Fitzgerald, Inc.

**K M A**

**SHENANDOAH—EST. 1925**

**NBC—BLUE AND MUTUAL**

**CORN BELT WIRELESS REBROADCASTING SERVICE**

**FREQUENCY:** 960 Kc. **POWER:** 5000 watts, d.; 100 watts, n. **OWNED BY:** May Broadcasting Co. **OPERATED BY:** May Broadcasting Co. **BUSINESS ADDRESS:** Lowell and Elm Sts. **PHONE:** 192. **STUDIO ADDRESS:** Lowell & Elm Sts. **TRANSMITTER LOCATION:** Shenandoah Rt. 48. **TIME ON THE AIR:** 4:30 A.M. to 12:00 midnight. **NEWS SERVICE:** United Press. **TRANSCRIPTION SERVICE:** World Broadcasting System. **MAINTAINS ARTISTS' BUREAU.**

**Personnel**

President.....Earl E. May  
 Station & Commercial Mgr.....J. (Cy.) Rapp  
 Program Director.....Fred Greenlee  
 Sales Promotion Manager.....Owen Saddler  
 Artists' Bureau Head.....Clifford Cross  
 Musical Director.....Faylon Geist  
 Chief Engineer.....Ray Schroeder

**Coverage**

	<b>Daytime</b>	<b>Evening</b>
Population—Primary .....	2,200,100	1,261,464
Radio Homes— " .....	476,440	285,330
Population—Secondary .....	1,884,060	1,792,410
Radio Homes— " .....	451,710	388,130

Source: Field intensity measurements and mail response analysis.

**Representative**

Free & Peters, Inc.

# K S C J

SIoux CITY—EST. 1927

NATIONAL BROADCASTING CO.

FREQUENCY: 1360 Kc. POWER: 5000 watts.  
 OWNED BY: Perkins Bros. Co. OPERATED BY:  
 Same. BUSINESS ADDRESS: 415 Douglas St.  
 PHONE: 57993. STUDIO ADDRESS: Same.  
 TRANSMITTER LOCATION: 4500 Floyd Ave.  
 TIME ON THE AIR: 6:00 A.M. to midnight.  
 NEWSPAPER AFFILIATION: Sioux City Journal.  
 NEWS SERVICE: Associated Press. TRAN-  
 SCRPTION SERVICE: C. P. MacGregor, Davis  
 & Schwegler.

## Personnel

President.....William H. Sammons  
 Station Manager.....Eugene T. Flaherty  
 Program Director.....Elizabeth Sammons  
 Chief Announcer.....Charles Sebastian  
 Musical Director.....Everett Timm  
 Chief Engineer.....S. C. Dier

## Coverage

Population—Primary ..... 1,189,871  
 Radio Homes— " ..... 40,000  
 Population—Secondary ..... 1,688,810  
 Radio—Homes— " ..... 200,000  
 Source: Field intensity measurements; U. S.  
 Census.

## Representative

George P. Hollingbery Co.

# K T R I

SIoux CITY—EST. 1938

FREQUENCY: 1450 Kc. POWER: 250 watts.  
 OWNED BY: Sioux City Broadcasting Co. OP-  
 ERATED BY: Sioux City Broadcasting Co.  
 BUSINESS ADDRESS: Commerce Bldg., 6th  
 & Nebraska Sts. PHONE: 8-0165. STUDIO AD-  
 DRESS: Same. TRANSMITTER LOCATION:  
 Same. TIME ON THE AIR: 6:00 A.M. to mid-  
 night. NEWSPAPER AFFILIATION: The Sioux  
 City Tribune. NEWS SERVICE: United Press.  
 MAINTAINS ARTISTS' BUREAU. TRANSCRIP-  
 TION SERVICE: Standard Radio.

## Personnel

President .....Eugene Kelly  
 General Manager.....Dietrich Dirks  
 Program Director.....Gordon Horner  
 Commercial Manager.....Ray Jensen  
 Artists' Bureau Head.....Bernie Marr  
 Publicity Director.....Vincent Skaff  
 Chief Announcer.....Norman Schmeling  
 Chief Engineer.....Carleton Gray

## Coverage

	Daytime	Evening
Population—Primary ....	476,940	476,940
Radio Homes— " ....	101,430	101,430

Source: Field intensity measurements.

## Representative

Furgason & Walker, Inc.

# KANSAS

Population 1,801,028

Number of Radio Homes 379,160

Number of Families 512,090

Auto Registrations 576,000

*For 1940 Census data, please turn to page 254*

# K V A K

ATCHINSON—EST. 1939

FREQUENCY: 1450 Kc. POWER: 250 watts.  
 OWNED BY: Carl Latenser. OPERATED BY:  
 Carl Latenser. BUSINESS ADDRESS: Latemer  
 Bldg., 622 Commercial St. STUDIO ADDRESS:  
 Same. TRANSMITTER LOCATION: East  
 Atchinson. TIME ON THE AIR: 6:30 A.M. to  
 10:30 P.M. TRANSCRIPTION SERVICES: C. P.  
 MacGregor.

## Personnel

Owner & Director.....Carl Latenser

# K G G F

COFFEYVILLE—EST. 1930

MUTUAL BROADCASTING SYSTEM

FREQUENCY: 690 Kc. POWER: 5000 watts.  
 OWNED BY: Hugh J. Powell. OPERATED BY:  
 Same. BUSINESS ADDRESS: Eighth & Elm Sts.  
 PHONE 147. STUDIO ADDRESS: Same.  
 TRANSMITTER LOCATION: South Coffeyville.  
 TIME ON THE AIR: 6:00 A.M. to 11:00 P.M.  
 NEWSPAPER AFFILIATION: The Coffeyville  
 Journal. NEWS SERVICE: The Associated  
 Press. TRANSCRIPTION SERVICE: NBC  
 Thesaurus.

## Personnel

Owner.....Hugh J. Powell  
 General Manager.....Melvin Drake  
 Commercial Manager.....R. G. Patterson

Program Director-Chief Announcer,  
 Dick Campbell  
 Publicity Director..... Eleanor Kee  
 Musical Director..... Ozzie Osborne  
 Chief Engineer..... J. S. Jaminet

**Coverage**

Population—Primary ..... 717,900  
 Radio Homes— " ..... 132,800  
 Population—Secondary ..... 503,900  
 Radio Homes— " ..... 102,000

Source: Field intensity measurements.

**Representative**

The Katz Agency

**K G N O**

DODGE CITY—EST. 1930

FREQUENCY: 1370 Kc. POWER: 1000 watts,  
 d.; 250 Watts, n. OWNED BY: Dodge City  
 Broadcasting Co. OPERATED BY: Same.  
 BUSINESS ADDRESS: Globe Bldg. PHONE:  
 1100. STUDIO ADDRESS: Same. TRANS-  
 MITTER LOCATION: Westview Park. TIME  
 ON THE AIR: 7:00 A.M. to 2:00 P.M. and 4:00  
 P.M. to 10:00 P.M. NEWSPAPER AFFILIATION:  
 Dodge City Globe. NEWS SERVICE: Associ-  
 ated Press. TRANSCRIPTION SERVICE: Stand-  
 ard Radio.

**Personnel**

President..... J. C. Denious  
 Business Manager..... N. C. Petersen  
 Commercial Manager..... Vaughn Kimball  
 Chief Engineer..... Ralph Hickman

**Representative**

Arthur H. Hagg and Associates

**K T S W**

EMPORIA—EST. 1939

MUTUAL BROADCASTING SYSTEM  
 KANSAS STATE NETWORK

FREQUENCY: 1400 Kc. POWER: 250 Watts.  
 OWNED BY: Emporia Broadcasting Co. OPER-  
 ATED BY: Same. BUSINESS ADDRESS: 613  
 Merchant. PHONES: 153 and 154. STUDIO  
 ADDRESS: Same. TRANSMITTER LOCATION:  
 Emporia. TIME ON THE AIR: 6:00 A.M. to 12:00  
 Midnight, daily; 7:30 A.M. to 12:00 Midnight,  
 Sundays. NEWS SERVICE: United Press.  
 TRANSCRIPTION SERVICE: C. P. MacGregor.

**Personnel**

President..... S. B. Warren  
 Station Manager..... K. W. Trimble  
 Commercial Manager..... Henry Ellenberger  
 Production-Sales Promotion Manager,  
 Robert Brenner

Program Director..... Larry Simms  
 Chief Engineer..... Paul H. Daniels

**Coverage**

Population—Primary ..... 293,733  
 Radio Homes— " ..... 58,130

**Representative**

Sears & Ayer, Inc.

**K I U L**

GARDEN CITY—EST. 1935

FREQUENCY: 1240 Kc. POWER: 250 watts.  
 OWNED BY: Garden City Broadcasting Co.  
 OPERATED BY: Garden City Broadcasting Co.  
 BUSINESS ADDRESS: 404 N. Main. PHONE:  
 666. STUDIO ADDRESS: 404 N. Main. PHONE:  
 999. TRANSMITTER LOCATION: Warner Ter-  
 race. TIME ON THE AIR: 6:00 A.M. to 7:15  
 P.M. daily; 10:00 A.M. to 5:00 P.M., Sundays  
 (103 hours weekly). NEWS SERVICE: United  
 Press. TRANSCRIPTION SERVICE: C. P. Mac-  
 Gregor, Davis & Schwegler.

**Personnel**

President..... F. D. Conard  
 Station Manager..... Al Pyatt  
 Chief Announcer-Musical Director,  
 Dick Hamilton

Chief Engineer..... Virgil E. Creig

**Coverage**

Population—Primary ..... 833,097  
 Radio Homes— " ..... 23,620  
 Population—Secondary ..... 238,890  
 Radio Homes— " ..... 68,881

Source: Station survey.

**Representative**

Cox and Tanz

**K V G B**

GREAT BEND—EST. 1937

MUTUAL BROADCASTING SYSTEM  
 KANSAS STATE NETWORK

FREQUENCY: 1400 Kc. POWER: 250 watts.  
 OWNED BY: Helen Townsley. OPERATED BY:  
 Helen Townsley. BUSINESS ADDRESS: Cork  
 Bldg. PHONE: 1080. STUDIO ADDRESS: Cork  
 Bldg. TRANSMITTER LOCATION: 2 miles of  
 Great Bend on Highway No. 281. TIME ON  
 THE AIR: 6:00 A.M. to 11:00 P.M.; 8:00 A.M.  
 to 6:00 P.M., Sundays. NEWS SERVICE: Trans-  
 radio Press, Associated Press

**Personnel**

Owner..... H. T. Townsley  
 General Manager..... Clem Morgan  
 Musical Director..... Ray Beals  
 Program Manager..... Dave Wilson  
 Chief Engineer..... Leo Legleiter

**Coverage**

Radio Homes—Primary ..... 30,000  
 Radio Homes—Secondary ..... 23,000

Source: Field survey.

**K W B G**

HUTCHINSON—EST. 1935

FREQUENCY: 1450 Kc. POWER: 100 watts.  
 OWNED BY: Nation's Center Broadcasting Co.,  
 Inc. OPERATED BY: W. B. Greenwald. BUSI-  
 NESS ADDRESS: 101 East Avenue A. PHONE:  
 5202. STUDIO ADDRESS: Same. TRANSMIT-

WIBW is *FIRST* in

2,380 *MARKETS* like this 

and 1,238,890 *HOMES* like this 

### What More Can You Ask Than to Reach the Market Pictured Here?

Without asking you to read reams of factual data and sales arguments, we solicit your business on the basis of RESULTS ACCOMPLISHED

#### For Those Who Want Additional Information

WIBW operates with 5,000 watts, day and night, on the dominating 580 Kc. channel.

Primary service area of 206 counties in Kansas, Missouri, Nebraska, Iowa and Oklahoma . . . 5,327,227 listeners.

We're mighty proud of the results obtained for our advertisers. However, we'd rather you got current "success" stories direct from them. We suggest that you write to H. D. Lee Mercantile Co., Allis Chalmers, Proctor & Gamble, General Mills, or International Harvester.

*\*In Kansas, Missouri, Nebraska, Iowa and Oklahoma.*

WIBW's wholehearted acceptance in so many radio homes is due to our many years of unceasing efforts to be of real SERVICE to our listeners . . . to our interest in *their* problems and welfare . . . to our friendly, neighborly programs and personalities.

We believe . . . with all our heart . . . that we can get RESULTS for you by introducing your product into these homes where we are accepted members of the family.

**WIBW**

IN  
TOPEKA

*"The Voice of Kansas"*

BEN LUDY, Gen. Mgr.

COLUMBIA OUTLET FOR KANSAS

REPRESENTED BY CAPPER PUBLICATIONS, INC.

NEW YORK

DETROIT

CHICAGO

KANSAS CITY

SAN FRANCISCO

TER LOCATION: Hutchinson. TIME ON THE AIR: 18 hours daily. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio.

**Personnel**

President.....W. B. Greenwald

**K C K N**

KANSAS CITY—EST. 1925 (as WLBF)  
1936 (as KCKN)

FREQUENCY: 1340 Kc. POWER: 250 watts. OWNED BY: The KCKN Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 901 N. 8th St. PHONE: Drexel 4300. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:00 A.M. to 11:00 P.M. NEWSPAPER AFFILIATIONS: The Kansas City Kansan. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Library, Radio, NBC Thesaurus.

**Personnel**

President.....W. A. Bailey  
Vice-President-General

Manager.....Ellis Atteberry  
Sales Promotion Manager.....Jack Jones  
Program Director.....John Drake  
Director of Publicity.....Ruth Kendall  
Musical Director.....Ruth Royal  
Chief Engineer.....C. E. Salzer, Jr.

**Coverage**

	Daytime	Evening
Population—Primary	797,703	600,000
Radio Homes—	210,530	180,000

Source: Field intensity measurements: Joint Committee.

**Representative**

Capper Publications

**K F K U**

LAWRENCE—EST. 1924

FREQUENCY: 1250 Kc. POWER: 5000 watts, d.; 1000 Watts, n. OWNED BY: University of Kansas. OPERATED BY: University of Kansas. BUSINESS ADDRESS: Lawrence, Kans. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Tonganoxie, Kans. TIME ON THE AIR: Shares time with WREN.

**Personnel**

Director.....Harold G. Ingham  
Assistant Program  
Director.....Mildred I. Seaman

**W R E N**

LAWRENCE—EST. 1926

NBC-BLUE

FREQUENCY: 1250 Kc. POWER: 5000 watts, d.; 1000 Watts, n. OWNED BY: The WREN Broadcasting Co. OPERATED BY: The WREN Broadcasting Co. BUSINESS ADDRESS: WREN Bldg. PHONE: Lawrence 110. STUDIO AD-

DRESS: Same. TRANSMITTER LOCATION: Between Lawrence and Kansas City, Mo. TIME ON THE AIR: Shares time KFKU. Sunday 8:00 A.M. to 12:00 Midnight; week days, 6:30 A.M. to 3:00 P.M. and 3:30 P.M. to 12:00 Midnight (117 hours weekly). NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

**Personnel**

General Manager.....Verl Bratton  
Promotion Director.....John Bondeson  
Chief Announcer.....Millard Ireland  
Chief Engineer.....Carl Bliesner

**Coverage**

Population—Primary	3,699,476
Radio Homes—	771,200

Source: Field intensity measurements: U. S. Census; Joint Committee.

**Representative**

George P. Hollingsbery Co.

**K S A C**

MANHATTAN—EST. 1924

FREQUENCY: 580 Kc. POWER: 1000 Watts, d.; 500 Watts, n. OWNED BY: Kansas State College of Agriculture and Applied Science. OPERATED BY: Kansas State College of Agriculture and Applied Science. BUSINESS ADDRESS: Manhattan. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Shares time with WIBW.

**W I B W**

TOPEKA—EST. 1925

CBS—KANSAS NETWORK

FREQUENCY: 580 Kc. POWER: 5000 watts. OWNED BY: Capper Publications, Inc. OPERATED BY: Capper Publications, Inc. BUSINESS ADDRESS: Box 119. PHONE: 3-2377. STUDIO ADDRESS: 1035 Topeka Blvd. TRANSMITTER LOCATION: Near Topeka. TIME ON THE AIR: 4:30 A.M. to Midnight (daily); 6:00 A.M. to midnight (Sunday) (114½ hours weekly). NEWSPAPER AFFILIATION: Capper Publications, Inc. NEWS SERVICE: United Press. TRANSCRIPTION SERVICES: Standard Library, NAB Library. MAINTAINS ARTISTS' BUREAU.

**Personnel**

General Manager.....Ben Ludy  
Publicity Director.....Charles Hill  
Artists' Bureau Head.....Maudie Shreffler  
Dramatics Director.....Art Holbrook  
Chief Engineer.....Karl Troeglen

**Coverage**

Population—Primary	1,920,500	642,600
Radio Homes—	361,980	130,990
Population—Secondary	6,819,100	4,126,200
Radio Homes—	1,300,100	768,900

Source: CBS Listeners and Dealers.

**Representative**

Capper Publications, Inc.

# K O A M

**PITTSBURG—EST. 1937**  
**NATIONAL BROADCASTING CO.**  
 (RED & BLUE)

FREQUENCY: 810 Kc. POWER: 1000 watts.  
 OWNED BY: Pittsburg Broadcasting Co. OPERATED BY: Pittsburg Broadcasting Co. BUSINESS ADDRESS: Commerce Bldg. PHONE: 2165-6. STUDIO ADDRESS: Commerce Bldg. TRANSMITTER LOCATION: 2½ miles southeast of Pittsburg. TIME ON THE AIR: 5:00 A.M. to local sunset. NEWS SERVICE: International News Service.

## Personnel

President.....E. Victor Baxter  
 Station Manager.....R. E. Wade  
 Sales & Promotion Manager.....J. A. Schell  
 Program Director.....Bruce Robertson  
 Publicity Director.....Don Taylor  
 Chief Announcer.....Bob Gadberry  
 Musical Director.....Leota Helm  
 Chief Engineer.....W. L. Brown

## Coverage

Population—Primary ..... 920,451  
 Radio Homes— " ..... 187,483  
 Source: U. S. Census; Joint Committee.

## Representative

Furgason & Walker, Inc.

# K S A L

**SALINA—EST. 1937**  
**MUTUAL BROADCASTING SYSTEM**  
**KANSAS STATE NETWORK**

FREQUENCY: 1150 Kc. POWER: 1000 watts.  
 OWNED BY: KSAL, Inc. OPERATED BY: R. J. Laubengayer. BUSINESS ADDRESS: 201 West Iron. PHONES: 100, 101 and 423. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: West State St. TIME ON THE AIR: 6:00 A.M. to 12:00 Midnight (125 hours weekly). NEWS-PAPER AFFILIATION: Salina Journal. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: NBC Thesaurus, Lang-Worth.

## Personnel

President.....R. J. Laubengayer  
 Station Manager.....Owen Balch  
 Program Director.....Sidney Tremble  
 Musical Director.....Al Thompson  
 Chief Engineer.....N. E. Vance, Jr.

## Coverage

Population—Primary ..... 569,525  
 Radio Homes— " ..... 114,360  
 Source: Field intensity measurements.

## Representative

The Katz Agency

# K A N S

**WICHITA—EST. 1936**

**NATIONAL BROADCASTING COMPANY**  
 FREQUENCY: 1240 Kc. POWER: 250 watts.  
 OWNED BY: The KANS Broadcasting Co. OPERATED BY: The KANS Broadcasting Co. BUSINESS ADDRESS: Hotel Lassen. PHONE: 4-2387. STUDIO ADDRESS: Hotel Lassen. TRANSMITTER LOCATION: Hotel Lassen. TIME ON THE AIR: 6:00 A.M. to 12:05 A.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus, Standard Radio.

## Personnel

President .....Herb Hollister  
 General Manager.....Jack Todd  
 Program Director.....Jack Laffer  
 Musical Director.....Raymond Shelly  
 Chief Engineer.....L. F. Heithecker

## Coverage

	Daytime
Population—Primary .....	347,885
Radio Homes— " .....	74,472

Source: Field intensity measurements; Joint Committee.

## Representative

International Radio Sales

# K F B I

**WICHITA—EST. 1923**

**MUTUAL BROADCASTING SYSTEM**  
**—KANSAS STATE NETWORK**

FREQUENCY: 1070 Kc. POWER: 5000 watts, d. (C.P. 1000 watts, n.). OWNED BY: Farmers & Bankers Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: First and Market Sts. PHONES: 2-1447, 4-6452. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 42nd St. and Broadway. TIME ON THE AIR: 6:00 A.M. to sunset, Pacific Time (C.P. 125 hours weekly). NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: World Broadcasting System and Standard Radio.

## Personnel

President .....H. K. Lindsley  
 Station Manager.....K. W. Pyle  
 Commercial Manager.....Fred L. Allen  
 Program Director.....Coleman Ashe  
 Sales Promotion Manager.....Clarence Rupp  
 Local Sales Manager.....Leroy C. Stokely  
 Chief Announcer.....Les Jarvies  
 Musical Director.....Frank Chiddin  
 Chief Engineer.....G. H. Johnstone

## Coverage

Population—Primary .....	1,010,900
Radio Homes— " .....	199,700
Population—Secondary .....	1,669,000
Radio Homes— " .....	383,600

Source: Mail response analysis.

## Representative

Howard H. Wilson Company

**K F H**

**WICHITA—EST. 1925**

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1330 Kc. POWER: 5000 watts.  
 OWNED BY: Radio Station KFH Co. OPERATED BY: Same. BUSINESS ADDRESS: York Rite Bldg. PHONE: 35254-5-6. STUDIO ADDRESS: York Rite Bldg. TRANSMITTER LOCATION: R. F. D. No. 3, Wichita. TIME ON THE AIR: (Daily) 5:00 A.M. to Midnight; (Sunday) 8:00 A.M. to Midnight. NEWS SERVICE: United Press. NEWSPAPER AFFILIATION: The Wichita Eagle. TRANSCRIPTION SERVICE: Associated Libraries.

**Personnel**

Vice President-General Mgr. . . . M. M. Murdock  
 National Sales & Promotion  
 Manager . . . . . Clark A. Luther  
 Business Manager . . . . . P. S. Clark  
 Program Director . . . . . Vernon E. Reed  
 Chief Engineer . . . . . Amos C. Dadisman

**Coverage**

Population—Primary . . . . . 1,700,000  
 Radio Homes— " . . . . . 300,000  
 Source: Mail response analysis and field intensity survey.

**Representative**

Edward Petry & Co.

**KENTUCKY**

Population 2,845,627  
 Number of Families 700,892

Number of Radio Homes 501,730  
 Auto Registrations 462,600

*For 1940 Census data, please turn to page 256*

**W C M I**

**ASHLAND—EST. 1935**

MUTUAL—SOUTHERN NETWORK

FREQUENCY: 1340 Kc. POWER: 250 watts.  
 OWNED BY: Ashland Broadcasting Co. OPERATED BY: Ashland Broadcasting Co. BUSINESS ADDRESS: WCMi Bldg. PHONE: 3010-11. STUDIO ADDRESS: WCMi Bldg.; First National Bank Bldg., Ironton. Phone 2 8358; Ohio, Phone 678; Radio Center, Huntington, W. Va. TRANSMITTER LOCATION: 48th Street and Ohio River. TIME ON THE AIR: 6:30 A.M. to 12:00 Midnight. NEWSPAPER AFFILIATION: Ashland Daily Independent. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Standard Radio.

**Personnel**

President . . . . . Gilmore Nunn  
 Station & Sales Manager . . . Robert MacKenzie  
 Treasurer-Business Manager . . Warren G. Davis  
 Program Director . . . . Richard F. Westerkamp  
 In Charge of Huntington  
 Studio . . . . . Bert Georges  
 In Charge of Ironton  
 Studio . . . . . Harold Marler

**Coverage**

Population—Primary . . . . . \*208,194  
 Population—Secondary . . . . . 454,775  
 Radio Homes—Primary & Secondary . . . . . 86,300

\* Area covered includes 7 counties in Kentucky, 3 in Ohio and 4 in West Virginia.  
 Source: Station survey.

**Representative**

John H. Perry Associates

**W L B J**

**BOWLING GREEN—EST. 1939**

FREQUENCY: 1340 Kc. POWER: 250 watts.  
 OWNED BY: Bowling Green Broadcasting Co. OPERATED BY: Bowling Green Broadcasting Co. BUSINESS ADDRESS: Fairview and Lehman Ave. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:00 A.M. to 10:30 P.M.; Sunday, 8:00 A.M. to 10:30 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NBC Thesaurus. MAINTAINS ARTISTS' BUREAU.

**Personnel**

President-General Manager . . . Rayburn R. Rose  
 Program Director-Sales Promotion Manager,  
 J. P. Turner  
 Chief Engineer . . . . . Earl Jaego

**Coverage**

Population—Primary . . . . . 167,715  
 Radio Homes— " . . . . . 23,550

**W H L N\***

**HARLEN—EST. 1941**

FREQUENCY: 1420 Kc. POWER: 250 watts.  
 OWNED BY: Blaufox Radio Co., Inc. OPERATED BY: Blaufox Radio Co., Inc. BUSINESS ADDRESS: Harlen, Ky. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Unlimited license.

**Personnel**

President . . . . . Combs Blanford  
 Secretary-Treasurer . . . . . John F. Fox  
 Vice-President . . . . . Richard B. Helms

\* Station was licensed to operate under a construction permit at time of going to press.



**YOU CAN'T  
RING  
THE BELL  
IN  
BELFRY (Ky.)!**

You *can* ring the bell in Kentucky, all right! But not in lilliput hamlets like Belfry, Belcher, and Barrenfork! It takes the big Louisville Trading Area—where a million-*plus* buyers spend more money than all the rest of Kentucky put together! . . . *Alone*, WAVE covers this market completely and *at lowest cost*. Shall we send you the *proof*?

**LOUISVILLE'S  
WAVE**

**5000 WATTS**



**940 K. C.**

**N. B. C.**

**FREE & PETERS, INC.,**

**NAT'L REPRESENTATIVES**





# W H O P

HOPKINSVILLE—EST. 1939

FREQUENCY: 1230 Kc. POWER: 250 watts.  
 OWNED BY: Paducah Broadcasting Co. OPERATED BY: Paducah Broadcasting Co. BUSINESS ADDRESS: Taylor Bldg. PHONES: 1025, 1026. STUDIO ADDRESS: 1½ miles northwest of Hopkinsville. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:00 A.M. to 11:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System, Associated.

## Personnel

President.....Pierce E. Lackey  
 Station Manager.....Hecht S. Lackey  
 Commercial Manager.....F. Ernest Lackey  
 Program Director.....Mary Ellis  
 Chief Engineer.....Benson Arwood Smith

## Coverage

	Daytime	Evening
Population—Primary .....	160,000	50,000
Radio Homes— " .....	29,540	10,000
Population—Secondary ..	175,000	
Radio Homes— " .....	45,639	

Source: U. S. Census; Joint Committee.

# W L A P

LEXINGTON—EST. 1928

MUTUAL—SOUTHERN NETWORK

FREQUENCY: 1450 Kc. POWER: 250 watts.  
 OWNED BY: American Broadcasting Corp. of Kentucky. OPERATED BY: American Broadcasting Corp. of Kentucky. BUSINESS ADDRESS: Radio Bldg., Walnut and Short Sts. PHONE: 1721. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Walton Bldg., Main and Esplanade. TIME ON THE AIR: 6:30 A.M. to 12:00 Midnight, daily; 8:00 A.M. to 12:00 Midnight, Sundays. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

## Personnel

President-Genl. Mgr.....Gilmore N. Nunn  
 Vice President.....J. Lindsay Nunn  
 Treasurer.....Warren G. Davis  
 Station Director.....Ted Grizzard  
 Program Director.....George Jesse  
 Chief Engineer.....Sanford Helt

## Coverage

	Daytime	Evening
Population—Primary .....	306,078	189,620
Radio Homes— " .....	70,280	47,452
Population—Secondary ..	491,058	299,510
Radio Homes— " .....	116,921	70,672

Source: Field intensity survey; U. S. Census.

\*Based on 250 watts, daytime and 100 watts, evening; station now operating 250 watts, full time.

## Representative

John H. Perry Associates

# W A V E

LOUISVILLE—EST. 1933

NATIONAL BROADCASTING COMPANY

FREQUENCY: 970 Kc. POWER: 5000 watts.  
 OWNED BY: WAVE, Inc. OPERATED BY: WAVE, Inc. BUSINESS ADDRESS: Brown Hotel. PHONE: Wabash 6543. STUDIO ADDRESS: Brown Hotel. TRANSMITTER LOCATION: near Jeffersonville, Ind. TIME ON THE AIR: (Daily) 6:00 A.M. to 1:00 A.M.; (Sunday) 8:00 A.M. to 1:00 A.M. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: NBC Thesaurus, Lang-Worth.

## Personnel

President.....Geo. W. Norton, Jr.  
 Station Manager.....Nathan Lord  
 Commercial Manager.....James F. Cox  
 Program Director.....George Patterson  
 Chief Announcer.....H. Burt Blackwell  
 Musical Director.....Clifford Shaw  
 Chief Engineer.....Wilbur E. Hudson

## Coverage

	Evening
Population—Primary .....	953,180

Source: Station survey.

## Representative

Free & Peters, Inc.

# W I N N

LOUISVILLE—EST. 1940

FREQUENCY: 1240 Kc. POWER: 250 watts.  
 OWNED BY: Kentucky Broadcasting Corp. OPERATED BY: Kentucky Broadcasting Corp. BUSINESS ADDRESS: Tyler Hotel. PHONE: Wabash 6791. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Unlimited license (124 hours weekly). NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: C. P. MacGregor, Standard Radio.

## Personnel

President.....D. E. Kendrick  
 Station Manager.....Morris Hicks  
 Commercial Manager.....G. F. Bauer  
 Program and Musical Director.....M. K. McCarten  
 Sales Promotion Manager.....Charles Pettinger  
 Chief Engineer.....Al Rutherford

## Coverage

	Daytime	Evening
Population—Primary .....	782,469	505,963
Radio Homes— " .....	168,780	117,790
Population—Secondary ..	*1,157,712	*763,242
Radio Homes— " .....	*240,080	*163,260

\*Total Area.

Source: Radio Daily Major Market Survey.

## Representative

Plug Kendrick, 309 West Jackson Blvd., Chicago, Ill.

# W G R C

LOUISVILLE

(See New Albany, Ind.)

# WHAS

**is now broadcasting  
from the No. 1  
opportunity market of  
the United States!**



The total U. S. investment in defense projects now under way here is around \$125,000,000 and going up all the time. The new payrolls are in excess of \$5,000,000 per month, and it looks like \$100,000,000 will be added to our spendable income this year. The Louisville area, already the largest industrial community in the South, now includes a \$75,000,000 powder plant, the world's largest; an \$18,000,000 powder bag-loading plant; a \$5,000,000 naval ordnance plant; the U. S. Government Depot, now letting \$10,000,000 in contracts per month; a major Army airport housing the 28th Air Base; an important auxiliary military airport now building, and Fort Knox, headquarters of the Mechanized Army of the U. S., now housing 25,000 men with more coming all the time.



Basic C.B.S. 50,000  
Watts. Represented  
Nationally By  
Edw. Petry & Co.

# LOUISVILLE

**W H A S**

**LOUISVILLE—EST. 1922**

COLUMBIA BROADCASTING SYSTEM  
 FREQUENCY: 840 Kc. POWER: 50,000 watts.  
 OWNED BY: Courier-Journal & Louisville Times Co. OPERATED BY: Same. BUSINESS ADDRESS: Third and Liberty Sts. PHONE: Wa. 2211. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: R. R. No. 2, Anchorage, Ky. (near Eastwood, Ky.). TIME ON THE AIR: 6:30 A.M. to 1:00 A.M. daily; 8:00 A.M. to midnight Sunday (140 hours weekly). NEWS-PAPER AFFILIATION: Courier Journal and Louisville Times. NEWS SERVICE: United Press, International News Service. TRANSCRIPTION SERVICE: Associated Music Publishers Library.

**Personnel**

Owner .....Barry Bingham  
 Radio Director .....Credo Fitch Harris  
 Executive Manager .....W. Lee Coulson  
 Commercial Manager .....Joe Eaton  
 Program Manager .....Robert L. Kennett  
 Sales Promotion Manager .....Neil D. Klein  
 Production Manager .....T. Dudley Musson  
 Office Manager .....J. H. Callaway  
 Agricultural Coordinator .....John Merrifield  
 Librarian .....Edward Barret  
 Musical Director .....Robert Hutsell  
 Publicity Director .....John H. Hoagland  
 Technical Advisor .....Orrin W. Towner

**Coverage**

Population—Primary ..... 5,039,828  
 Radio Homes— " ..... 1,185,900  
 Source: Field intensity measurements.

**Representative**

Edward Petry & Company

**W O M I**

**OWENSBORO—EST. 1938**

FREQUENCY: 1490 Kc. POWER: 250 watts.  
 OWNED BY: Owensboro Broadcasting Co., Inc.  
 OPERATED BY: Owensboro Broadcasting Co., Inc. BUSINESS ADDRESS: Byers Ave. & Liver-

more Road. PHONE: 420 & 421. STUDIO ADDRESS: Byers Ave. & Livermore Road. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 10:35 P.M. NEWS-PAPER AFFILIATIONS: Owensboro Messenger (morning); Owensboro Inquirer (evening). NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

**Personnel**

President .....Lawrence W. Hager  
 General Manager .....Hugh O. Potter  
 Production Manager .....Marshall Bruner  
 Sales Promotion Manager .....Malcolm Greep  
 Musical Director .....Lee C. Meredith  
 Chief Engineer .....W. W. Binford

**Coverage**

Population—Primary ..... 157,407  
 Radio Homes— " ..... 29,670  
 Population—Secondary ..... 367,442  
 Radio Homes— " ..... 76,810

Source: Field intensity survey; Joint Committee.

**W P A D**

**PADUCAH—EST. 1930**

FREQUENCY: 1450 Kc. POWER: 250 watts.  
 OWNED BY: Paducah Broadcasting Co., Inc.  
 OPERATED BY: Paducah Broadcasting Co., Inc. BUSINESS ADDRESS: Taylor Bldg. PHONE: 4100. STUDIO ADDRESS: Taylor Bldg. TRANSMITTER LOCATION: 9th and Terrell. TIME ON THE AIR: 6:00 A.M. to 11:30 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Associated, World Broadcasting System.

**Personnel**

President & Genl. Mgr. ....Pierce E. Lackey  
 Sales Manager .....Prewitt Lackey  
 Program Director-Chief Announcer, Gene Peak  
 Musical Director .....Ernest Pell  
 Chief Engineer .....C. G. Sims

**Representative**

Cox & Tanz

**LOUISIANA**

Population 2,363,880

Number of Families 590,722

Number of Radio Homes 354,950

Auto Registrations 370,631

For 1940 Census data, please turn to page 257

**K A L B**

**ALEXANDRIA—EST. 1935**

LOUISIANA NETWORK

FREQUENCY: 1240 Kc. POWER: 250 watts.  
 OWNED BY: Alexandria Broadcasting Co., Inc.  
 OPERATED BY: Alexandria Broadcasting Co.,

Inc. BUSINESS ADDRESS: 3rd and Jackson Sts. PHONE: 65. STUDIO ADDRESS: 3rd and Jackson Sts. TRANSMITTER LOCATION: Upper 3rd St. TIME ON THE AIR: 6:30 A.M. to 10:00 P.M. (105 hours weekly). NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Davis & Schwegler, Lang-Worth, Standard Radio.

**Personnel**

President.....Walter H. Allen  
 General Manager.....C. Edly Rogers  
 Sales Manager.....Edgar Cappellini  
 Program Director.....Gordon Loudon  
 Musical Director.....John Pegues Kelley  
 Chief Engineer.....Jesse R. Sexton

**Coverage**

	Daytime	Evening
Population—Primary .....	116,119	61,266
Radio Home— " .....	19,354	10,211
Population—Secondary .....	375,000	100,000
Radio Homes— " .....	50,000	15,000

Source: Mail response survey; Joint Committee.

**W J B O**

**BATON ROUGE—EST. 1934**  
 NATIONAL BROADCASTING CO.

FREQUENCY: 1150 Kc. POWER: 5000 watts. OWNED BY: Baton Rouge Broadcasting Co., Inc. OPERATED BY: Same. BUSINESS ADDRESS: Magnolia and Fifth Sts. PHONE: 6060. STUDIO ADDRESS: Magnolia and 5th. TRANSMITTER LOCATION: Roosevelt Rd. TIME ON THE AIR: 6:30 A.M. to midnight. NEWSPAPER AFFILIATIONS: Baton Rouge State-Times, Baton Rouge Morning Advocate. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System, Standard Radio.

**Personnel**

President.....Chas. P. Manship, Jr.  
 Vice Pres. & Genl. Mgr.....H. Vernon Anderson  
 Secretary-Treasurer...Charles P. Manship, Sr.  
 Production Supervisor.....Ralph H. Sims  
 Sales Manager.....J. Roy Dabadie  
 Chief Engineer.....Wilbur T. Golson

**Coverage**

Population—Primary .....	344,291
Radio Homes— " .....	41,700

Source: Field intensity measurements; U. S. Census; Joint Committee.

**Representative**

George P. Hollingbery Co.

**K V O L**

**LAFAYETTE—EST. 1935**

FREQUENCY: 1340 Kc. POWER: 250 watts. OWNED BY: Evangeline Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 300 Jefferson St. PHONE: 336. STUDIO ADDRESS: Evangeline Hotel. PHONE: 2062. TRANSMITTER LOCATION: Scott Rd. TIME ON THE AIR: 7:00 A.M. to 10:00 P.M. (87 hours weekly). NEWSPAPER AFFILIATION: Advertiser-Gazette. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio.

**Personnel**

President.....Morgan Murphy  
 Station Manager.....Geo. H. Thomas  
 Commercial Manager.....R. A. Escudier

Program Director-Chief Announcer...A. B. Craft  
 Publicity Director.....Lela A. Turner  
 Chief Engineer.....Clovis L. Bailey

**Coverage**

	Daytime	Evening
Population—Primary .....	250,000	150,000
Radio Homes— " .....	75,000	50,000
Population—Secondary .....	300,000	250,000
Radio Homes— " .....	100,000	75,000

Source: Station survey.

**K P L C**

**LAKE CHARLES—EST. 1935**

FREQUENCY: 1490 Kc. POWER: 250 watts. OWNED BY: Calcasieu Broadcasting Co. OPERATED BY: Calcasieu Broadcasting Co. BUSINESS ADDRESS: Majestic Hotel. PHONE: 81-82. STUDIO ADDRESS: Majestic Hotel. TRANSMITTER LOCATION: La Grange St. TIME ON THE AIR: 7:00 A.M. to 9:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio.

**Personnel**

President.....T. B. Lanford  
 Station Manager.....C. R. Porter  
 Commercial Manager.....F. C. Carroll  
 Chief Engineer.....E. C. Moses

**K M L B**

**MONROE—EST. 1930**

LOUISIANA NETWORK

FREQUENCY: 1410 Kc. POWER: 1000 watts. OWNED BY: Liner's Broadcasting Station, Inc. BUSINESS ADDRESS: Frances Hotel. PHONE: 4321. STUDIO ADDRESS: Frances Hotel. PHONE: 4771. TRANSMITTER LOCATION: Millhaven Rd. TIME ON THE AIR: 6:00 A.M. to 10:00 P.M. NEWS SERVICES: United Press. TRANSCRIPTION SERVICE: Standard Radio, NBC Thesaurus, Lang-Worth.

**Personnel**

President-General Manager...J. C. Liner, Jr.  
 Program-Musical Director.....Melba Henry  
 Chief Engineer.....O. L. Morgan

**Coverage**

Population—Primary .....	98,800
Radio Homes— " .....	12,384
Population—Secondary .....	132,000
Radio Homes— " .....	13,656

Source: Field intensity measurements.

**K N O E \***

**MUNROE—EST. 1941**

FREQUENCY: 1420 Kc. POWER: 250 watts. OWNED BY: KNOE, Inc. OPERATED BY: KNOE, Inc. BUSINESS ADDRESS: Munroe. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Unlimited license.

\*Station was licensed to operate under a construction permit at time of going to press.

**WDSU**

NEW ORLEANS—EST. 1923

NBC-BLUE

FREQUENCY: 1280 Kc. POWER: 5000 watts.  
OWNED BY: WDSU, Inc. OPERATED BY:  
WDSU, Inc. BUSINESS ADDRESS: Hotel  
Monteleone. PHONE: Raymond 7135. STUDIO  
ADDRESS: Hotel Monteleone. TRANSMITTER  
LOCATION: Gretna. TIME ON THE AIR: 7:00  
A.M. to Midnight. NEWS SERVICE: International  
News Service. TRANSCRIPTION SERVICE:  
C. P. MacGregor.

**Personnel**

President ..... Joseph H. Uhalt  
General Manager ..... P. K. Ewing

**Representative**

John Blair & Co.

**WJBW**

NEW ORLEANS—EST. 1926

FREQUENCY: 1230 Kc. POWER: 250 watts.  
OWNED BY: Charles C. Carlson. OPERATED  
BY: Charles C. Carlson. BUSINESS ADDRESS:  
Jung Hotel. STUDIO ADDRESS: Jung Hotel.  
TRANSMITTER LOCATION: 3617 Bruxelles St.  
TIME ON THE AIR: Unlimited license. TRAN-  
SCRIPTION SERVICE: C. P. MacGregor.

**Personnel**

General Manager ..... C. C. Carlson

**KWKH**

SHREVEPORT—EST. 1925

COLUMBIA BROADCASTING SYSTEM  
SOUTHCENTRAL QUALITY NETWORK

FREQUENCY: 1130 Kc. POWER: 50,000  
watts. OWNED BY: International Broadcasting  
Corp. OPERATED BY: The Shreveport Times.  
BUSINESS ADDRESS: P. O. Box 1387. PHONE:  
2-8711. STUDIO ADDRESS: Commercial Bldg.  
TRANSMITTER LOCATION: Gamm Rd., Dixie,  
La. TIME ON THE AIR: 5:00 A.M. to 1:05  
A.M. NEWSPAPER AFFILIATIONS: The Shreve-  
port Times. NEWS SERVICE: United Press,  
Associated Press. TRANSCRIPTION SERVICE:  
World Broadcasting System, NAB Library.

**Personnel**

President ..... John D. Ewing  
General Manager ..... John C. McCormack  
Commercial Manager ..... J. A. Oswald  
Program Director ..... Fred Ohl  
Publicity Director ..... B. G. Robertson  
Chief Engineer ..... W. E. Antony

**Coverage**

Population—Primary ..... 2,346,512  
Radio Homes— " ..... 324,840

Source: Station survey.

**Representative**

The Branham Company

**WNOE**

NEW ORLEANS—EST. 1926

MUTUAL BROADCASTING SYSTEM  
LOUISIANA NETWORK

FREQUENCY: 1450 Kc. POWER: 250 watts.  
OWNED BY: WNOE, Inc. OPERATED BY:  
WNOE, Inc. BUSINESS ADDRESS: 720 Com-  
mon St. PHONE: Raymond 0423. STUDIO  
ADDRESS: St. Charles Hotel. TRANSMITTER  
LOCATION: S. White & Ephrosene. TIME ON  
THE AIR: 24 hours daily. NEWS SERVICE:  
United Press. TRANSCRIPTION SERVICE:  
Standard Radio. MAINTAINS ARTISTS' BU-  
REAU.

**Personnel**

President ..... James A. Noe  
Vice-President-General  
Manager ..... James Gordon  
Station Manager ..... James Hunter  
Program Director ..... Hubert J. Grant  
Educational Director ..... Benet F. Cain  
Chief Engineer ..... C. E. Davidson

**Coverage**

	Daytime	Evening
Population—Primary	1,000,000	750,000
Radio Homes— "	105,000	.....
Population—Secondary	2,000,000	1,000,000
Radio Homes— "	250,000	.....

Source: Station estimate.

**Representative**

Cox & Tanz

**WSMB**

NEW ORLEANS—EST. 1925

NBC (RED)

FREQUENCY: 1350 Kc. POWER: 5000 watts.  
OWNED BY: Maison Blanche & Saenger Thea-  
ters. OPERATED BY: WSMB, Inc. BUSINESS  
ADDRESS: 901 Canal St. PHONE: MA, 5920.  
STUDIO ADDRESS: 901 Canal St. TRANS-  
AIR: 7:00 A.M. to 12:00 Midnight. NEWS SER-  
VICE: United Press. MAINTAINS ARTISTS' BU-  
REAU. TRANSCRIPTION SERVICE: NBC  
Thesaurus.

**Personnel**

President ..... E. V. Richards  
General Manager ..... H. Wheelahan  
Sales Manager-Publicity Director,  
T. J. Fontelieu  
Chief Announcer-Artists' Bureau Head,  
William Brengel  
Musical Director ..... M. Sandi  
Chief Engineer ..... H. G. Nebe

**Coverage**

Population—Primary	836,700
Radio Homes— "	145,400
Population—Secondary	246,600
Radio Homes— "	28,000

Source: Field intensity measurements and  
mail response analysis.

**Representative**

Edward Petry & Company

# W W L

**NEW ORLEANS—EST. 1922**

**COLUMBIA BROADCASTING SYSTEM**

FREQUENCY: 870 Kc. POWER: 50,000 Watts. OWNED BY: Loyola University. OPERATED BY: Loyola University. BUSINESS ADDRESS: Roosevelt Hotel. PHONE: Raymond 2196-7-8. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Kenner, La. TIME ON THE AIR: 5:00 A.M. to 12:00 midnight.

## Personnel

General Manager.....W. H. Summerville  
 Commercial Manager.....A. Louis Read  
 Program Manager.....Henry Dupre  
 Auditor.....A. J. Cummings  
 Production Manager.....Ed Hoerner  
 Publicity Director.....Leon Adams  
 Musical Director.....Pinky Vidacovich  
 Chief Engineer.....J. D. Bloom, Jr.

## Representative

The Katz Agency

# K R M D

**SHREVEPORT—EST. 1928**

**LOUISIANA NETWORK**

FREQUENCY: 1340 Kc. POWER: 250 watts. OWNED BY: KRMD, Inc. OPERATED BY: Same. BUSINESS ADDRESS: P. O. Box 1712. PHONE: 6171-2. STUDIO ADDRESS: New Jefferson Hotel. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:30 A.M. to 11:00 P.M. (111 hours weekly). NEW SERVICE: International News Service. TRANSCRIPTION SERVICE: Standard Radio.

## Personnel

President.....R. M. Dean  
 Station Manager.....G. V. Wilson  
 Commercial Manager.....David Wilson

Program Director-Chief Announcer,

Les Carmichael

Director of Women's Programs. Elizabeth Alford

Chief Engineer.....R. M. Dean

## Coverage\*

Population—Primary ..... 111,784  
 Radio Homes— " ..... 29,000

\*Secondary area adds an additional 50-mile radius covering an additional 280,000 persons.

Source: Mail response survey; U. S. Census.

# K T B S

**SHREVEPORT—EST. 1928**

**NATIONAL BROADCASTING CO.**

**SOUTHCENTRAL QUALITY NETWORK**

FREQUENCY: 1480 Kc. POWER: 1000 watts. OWNED BY: Tri-State Broadcasting System. OPERATED BY: The Shreveport Times. BUSINESS ADDRESS: P. O. Box 1387. PHONE: 2-8711. STUDIO ADDRESS: Commercial Bldg. PHONE: 7-4295. TRANSMITTER LOCATION: Dixie Gardens. TIME ON THE AIR: 6:30 A.M. to 12:00 Midnight. NEWSPAPER AFFILIATIONS: The Shreveport Times. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

## Personnel

President.....John D. Ewing  
 General Manager.....John C. McCormack  
 Commercial Manager.....J. A. Oswald  
 Program and Publicity Director. B. G. Robertson  
 Chief Engineer.....C. H. Maddox

## Coverage

Population—Primary\* ..... 414,320  
 Radio Homes— " ..... 59,520

\* Includes portions of secondary area.

Source: Mail response analysis.

## Representative

The Branham Company

# MAINE

Population 845,139

Number of Radio Homes 190,740

Number of Families 209,664

Auto Registrations 210,500

*For 1940 Census data, please turn to page 258*

# W R D O

**AUGUSTA—EST. 1932**

**NBC—YANKEE—COLONIAL NETWORKS**

FREQUENCY: 1400 Kc. POWER: 250 watts. OWNED BY: WRDO, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 175 Water St. PHONE: 2285. STUDIO ADDRESS: 175 Water St. TRANSMITTER LOCATION: 341 Water St. TIME ON THE AIR: 7:30 A.M. to 12:00 midnight. NEWS SERVICE: Yankee Network News Service. TRANSCRIPTION SERVICE: Davis & Schweigler.

## Personnel

Station Manager.....Jack S. Atwood  
 Chief Engineer.....Harold T. Dinsmore

## Coverage

Population—Primary ..... 78,000  
 Radio Homes— " ..... 19,000  
 Population—Secondary ..... 150,000  
 Radio Homes— " ..... 36,000

Source: Station survey.

## Representative

Weed & Co.

# W A B I

BANGOR—EST. 1922

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1230 Kc. POWER: 250 watts.  
 OWNED BY: Community Broadcasting Service, Inc. OPERATED BY: Community Broadcasting Service, Inc. BUSINESS ADDRESS: 57 State St. PHONE: 6658. STUDIO ADDRESS: 57 State St. TRANSMITTER LOCATION: Brewer, Maine. TIME ON THE AIR: 116 hours weekly. NEWS SERVICE: Associated Press. MAINTAINS ARTISTS' BUREAU.

## Personnel

President.....F. B. Simpson  
 Station Manager.....R. M. Wallace  
 Program Director.....Maurice Dolbier  
 Artists' Bureau Head-Musical Director,

Harold Dorr

Chief Announcer.....R. O. Marcoax  
 Chief Engineer.....Nelson Lawson

## Coverage

Population—Primary .....	188,400
Radio Homes— " .....	46,900
Population—Secondary .....	143,700
Radio Homes— " .....	34,100

Source: Field intensity measurements.

## Representative

Furgason & Walker, Inc.

# W L B Z

BANGOR—EST. 1926

NBC—MBS

FREQUENCY: 620 Kc. POWER: 1000 Watts, d.; 500 Watts, n. OWNED BY: Maine Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 100 Main St. PHONE: 6023. STUDIO ADDRESS: 100 Main St. TRANSMITTER LOCATION: Outer Broadway. TIME ON THE AIR: 7:00 A.M. to Midnight; Sundays, 8:45 A.M. to midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

## Personnel

General Manager ....Thompson I. Guernsey

## Coverage

Population—Primary* .....	805,200
Radio Homes— " " .....	191,100

\*Includes portions of secondary area.

Source: Station survey.

## Representative

Weed & Company

# W C O U

LEWISTON—EST. 1938

MBS—YANKEE—COLONIAL NETWORKS

FREQUENCY: 1240 Kc. POWER: 250 watts.

OWNED BY: Twin City Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 223 Lisbon St. PHONE: 3140. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: East Ave. PHONE: 2904. TIME ON THE AIR: Full Time License (18 hours daily). NEWSPAPER AFFILIATION: Le Messenger (French daily). NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio. MAINTAINS ARTISTS' BUREAU.

## Personnel

President .....Jean B. Couture  
 Manager.....John C. Libby  
 Program Director.....Elden Shute, Jr.  
 Office Manager.....Oscar Normand  
 Chief Announcer.....Varner Paulsen  
 Musical Director.....Bertrand Cote  
 Chief Engineer.....Leslie R. Hall

## Coverage

	Daytime	Evening
Population—Primary .....	70,154	70,154
Radio Homes— " .....	17,720	17,720
Population—Secondary .....	84,163	25,229
Radio Homes— " .....	21,023	6,744

Source: Field intensity measurements.

## Representative

Forjoe & Co.

MAINE'S TWIN CITY STATION

# W-C-O-U

LEWISTON-AUBURN

(MUTUAL—YANKEE—COLONIAL)

THE WCOU MARKET IS  
 MAINE'S FIRST MARKET

1ST—PER CAPITA BUYING POWER

1ST—NUMBER OF WAGE EARNERS

1ST—SIZE OF PAY ROLLS

1ST—PRODUCT VALUES

Represented by

**FORJOE & COMPANY**

19 W. 44th Street, New York, N. Y.  
 201 N. Wells Street Chicago, Ill.

*Spotlight on Baltimore*  
--- I N 1 9 4 1



*SOON* --- FULL TIME AND 50,000 WATTS  
IN 1941—MORE THAN EVER BEFORE **WBAL** *means business in Baltimore*



# W C S H

PORTLAND—EST. 1925

NBC-RED—YANKEE NETWORK

FREQUENCY: 970 Kc. POWER: 5000 watts.  
 OWNED BY: Congress Square Hotel Co. OPERATED BY: Congress Square Hotel Co. BUSINESS ADDRESS: 579 Congress St. PHONE: Portland 3-9667. STUDIO ADDRESS: 579 Congress St. TRANSMITTER LOCATION: Scarborough, Maine. TIME ON THE AIR: Sunday, 8:00 A.M. to 12:00 Midnight; Week Days, 7:00 A.M. to 12:00 Midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

## Personnel

President.....Adeline B. Rines  
 Supervisor.....George F. Kelley, Jr.  
 Station Manager.....Linwood T. Pitman  
 Program Director.....Albert W. Smith  
 Sales Promotion Manager...Frederick W. Cole  
 Chief Engineer.....G. Fred Crandon

## Coverage

Radio Homes—Primary ..... 95,200  
 Radio Homes—Secondary ..... 18,412  
 Source: NBC Aareas Survey; Joint Committee.

## Representative

Weed & Co.

# W G A N

PORTLAND—EST. 1937

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 560 Kc. POWER: 5000 watts.  
 OWNED BY: Portland Broadcasting System, Inc. OPERATED BY: Portland Broadcasting System, Inc. BUSINESS ADDRESS: Columbia Hotel. PHONE: 2-7480; 2-7489. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Riverton Section, Portland. TIME ON THE

AIR: Unlimited license (122 hours weekly).  
 NEWSPAPER AFFILIATION: Gannett Publishing Co. TRANSCRIPTION SERVICE: Standard Radio.

## Personnel

President-Treasurer.....Guy P. Gannett  
 General Manager.....Creighton E. Gatchell  
 Program Manager.....Richard E. Bates  
 Chief Engineer.....Rodger D. Hodgkins

## Coverage

	Daytime*	Evening*
Population—Primary .....	658,500	
Radio Homes— " .....	159,720	137,720
Population—Secondary ..	341,500	
Radio Homes— " .....	85,375	76,190

\*Station estimate based on new wattage.

## Representative

Paul H. Rayner Co.

# W A G M

PRESQUE ISLE—EST. 1930

FREQUENCY: 1450 Kc. POWER: 250 watts.  
 OWNED BY: Aroostook Broadcasting Corp. OPERATED BY: Aroostook Broadcasting Corp. BUSINESS ADDRESS: Northern National Bank Bldg. PHONE: Presque Isle 8821. STUDIO ADDRESS: Northern National Bank Bldg. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 11:00 A.M. to 1:00 P.M. and 4:00 P.M. to 7:00 P.M. MAINTAINS ARTISTS' BUREAU.

## Personnel

General Manager.....R. W. MacIntosh  
 Commercial Manager-Chief Engineer,  
 L. E. Hughes

## Coverage

Population—Primary ..... 80,000  
 Radio Homes— " ..... 14,600  
 Source: Station survey

# MARYLAND

Population 1,821,244

Number of Radio Homes 400,110

Number of Families 462,591

Auto Registrations 446,713

For 1940 Census data, please turn to page 258

# W B A L

BALTIMORE—EST. 1925

NBC (Blue)—MUTUAL

FREQUENCY: 1090 Kc. POWER: 50,000 watts. OWNED BY: WBAL Broadcasting Co. OPERATED BY: WBAL Broadcasting Co. BUSINESS ADDRESS: Lexington Bldg. PHONE: Plaza 4900. STUDIO ADDRESS: Lexington

Bldg. TRANSMITTER LOCATION: Pikesville, Md. TIME ON THE AIR: (daily) 6:00 A.M. to 12:00 Midnight; (Sunday) 8:30 A.M. to 12 Midnight. NEWSPAPER AFFILIATIONS, Baltimore News-Post, Baltimore Sunday American. NEWS SERVICES: International News Service, United Press. TRANSCRIPTION SERVICE: World Broadcasting System, Lang-Worth Features. MAINTAINS ARTISTS' BUREAU.



10 East North Ave. TRANSMITTER LOCATION: Westport, Baltimore. TIME ON THE AIR: 6:30 A.M. to 12 midnight; Sunday, 8:00 A.M. to midnight. NEWS SERVICE: International News Service. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICES: Associated Recorded Program Service.

**Personnel**

President.....Robert S. Maslin  
 Executive Vice-President.....Hope H. Barroll, Jr.  
 Treasurer.....Harold W. Batchelder  
 Assistant Treasurer.....Robert S. Maslin, Jr.  
 Commercial Manager.....Purnell H. Gould  
 Merchandising Manager.....Wall Mathews  
 Program Director.....Bert Hanauer  
 Musical Director.....Jos. Imbroglio  
 Chief Engineer.....Wm. Q. Ranft

**Coverage**

Population—Primary ..... 1,450,000  
 Radio Homes— " ..... 265,000  
 Population—Secondary ..... 1,000,000  
 Radio Homes— " ..... 200,000

Source: Field intensity measurements and mail analysis.

**Representative**

Edward Petry & Co., Inc.

**W I T H \***

**BALTIMORE—EST. 1940**

FREQUENCY: 1200 Kc. POWER: 250 watts. OWNED BY: The Maryland Broadcasting Co. OPERATED BY: Maryland Broadcasting Co. BUSINESS ADDRESS: 7 East Lexington St. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Unlimited License.

**Personnel**

President.....Thomas G. Tinsley, Jr.  
 Secretary-Treasurer....Louise McClure Tinsley  
 \*Station was licensed to operate under a construction permit at time of going to press and no other information was available.

**W T B O**

**CUMBERLAND—EST. 1928**

MARYLAND COVERAGE NETWORK

FREQUENCY: 820 Kc. POWER: 250 watts. OWNED BY: Associated Broadcasting Corp. OPERATED BY: Associated Broadcasting Corp. BUSINESS ADDRESS: Commercial Bank Bldg. PHONE: Cumberland 299. STUDIO ADDRESS: Commercial Bank Bldg. TRANSMITTER LOCATION: Fort Hill. TIME ON THE AIR: 7:00 A.M. to local sunset, at Dallas, Tex.; Sunday, 8:00 A.M. to local sunset at Dallas. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System, NBC Thesaurus.

**Personnel**

President-General Manager...Frank V. Becker  
 Vice President-Treasurer.....L. E. Pamphilon  
 Secretary.....Chas. Z. Heskett

Commercial Manager.....Edward H. Allen  
 Program Director.....Stewart W. Phillips  
 Production Manager.....Peg Lynch  
 Chief Announcer.....Willis Conover  
 Chief Engineer.....Charles Ray Sine

**Coverage**

Population—Primary ..... 357,000  
 Radio Homes— " ..... 54,000  
 Population—Secondary ..... 262,000  
 Radio Homes— " ..... 45,000

Source: Mail response survey.

**Representative**

International Radio Sales

**W F M D**

**FREDERICK—EST. 1936**

MARYLAND COVERAGE NETWORK

FREQUENCY: 930 Kc. POWER: 500 watts  
 OWNED BY: Monocacy Broadcasting Co.  
 OPERATED BY: Same. BUSINESS ADDRESS: Winchester Hall. PHONE: 1466. STUDIO ADDRESS: Winchester Hall Bldg.; Gobrecht Bldg., Hanover, Pa.; West Main St., Westminster, Md. TRANSMITTER LOCATION: Jefferson Pike. TIME ON THE AIR: 6:30 A.M. to 12:00 Midnight. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System. MAINTAINS ARTISTS' BUREAU.

*Look!*

*Cumberland's the Shopping Center for miles around.*

*Nearest other Shopping Centers are over 100 miles away!*

★ ★ ★

*You can't afford to leave out this rich market.*

**W T B O**

CUMBERLAND, MD.

Nat'l Reps.: INTERNATIONAL RADIO SALES

• • • MARYLAND - MASSACHUSETTS • • •

**Personnel**

Vice-President and General Manager,  
A. V. Tidmore  
Commercial and Promotion Manager,  
John Carnaghan  
Program Director-Chief Announcer,  
R. L. Longstreet  
Musical Director-Artists' Bureau Head,  
Winston Shipley  
Chief Engineer.....John A. Fels

**Coverage**

Population—Primary ..... 476,567  
Radio Homes— " ..... 82,250  
Population—Secondary ..... 576,210  
Radio Homes— " ..... 155,540  
Source: Mail response survey.

**W J E J**

**HAGERSTOWN—EST. 1932**

MUTUAL BROADCASTING SYSTEM  
MARYLAND COVERAGE NETWORK

FREQUENCY: 1240 Kc. POWER: 250 watts.  
OWNED BY: Hagerstown Broadcasting Co.  
OPERATED BY: Hagerstown Broadcasting Co.  
BUSINESS ADDRESS: Franklin Court. STUDIO  
ADDRESS: Franklin Court. PHONE: 2322.  
TRANSMITTER LOCATION: Carroll Heights.  
TIME ON THE AIR: 7:00 A.M. to 1:00 A.M.  
(18 hours daily). NEWS SERVICE: Transradio  
Press. TRANSCRIPTION SERVICE: Standard  
Radio, Davis & Schwegler. MAINTAINS AR-  
TISTS' BUREAU.

**Personnel**

President.....Dr. Arthur L. Blessing  
Secretary-General Manager.. Grover C. Crilley

Commercial Manager.....Clarence Myers  
Program Director-Chief Announcer,  
W. H. Paulsgrove  
Musical Director.....Charles Cassel  
Chief Engineer.....G. Harold Brewer

**Coverage**

	Daytime	Evening
Population—Primary . . . . .	348,000	261,000
Radio Homes— " . . . . .	67,190	50,403
Population—Secondary . . . . .	565,000	423,850
Radio Homes— " . . . . .	184,040	138,030

Source: Field strength measurements; Joint  
Committee.

**Representative**

International Radio Sales

**W B O C**

**SALISBURY—EST. 1940**

FREQUENCY: 1500 Kc. POWER: 250 watts.  
OWNED BY: Peninsula Broadcasting Co. OP-  
ERATED BY: Peninsula Broadcasting Co. BUSI-  
NESS ADDRESS: Salisbury. PHONE: 2480  
STUDIO ADDRESS: Same. TRANSMITTER LO-  
CATION: North of Salisbury. TIME ON THE  
AIR: 7:00 A.M. to 12:00 Midnight; Sundays,  
8:30 A.M. to 12:00 Midnight. TRANSCRIP-  
TION SERVICE: World Broadcasting System.

**Personnel**

President.....John W. Downey  
Vice-President.....William F. Allen  
Secretary.....Albert W. Ward  
Treasurer.....John T. Holt  
General Manager.....Charles J. Truitt  
Chief Engineer.....Edward J. Hagert

**MASSACHUSETTS**

Population 4,316,721

Number of Families 1,118,104

Number of Radio Homes 1,031,130

Auto Registrations 918,994

*For 1940 Census data, please turn to page 259*

**W A A B**

**BOSTON—EST. 1930**

MUTUAL—COLONIAL

FREQUENCY: 1440 Kc. POWER: 1000 watts.  
OWNED BY: The Yankee Network, Inc. OPER-  
ATED BY: The Yankee Network, Inc. BUSI-  
NESS ADDRESS: 21 Brookline Ave. PHONE:  
Comm. 0800. STUDIO ADDRESS: 21 Brookline  
Ave. TRANSMITTER LOCATION: Squantum  
(Quincy). TIME ON THE AIR: 7:00 A.M. to  
1:30 A.M.; Sunday, 7:30 A.M. to 2:00 A.M.  
NEWS SERVICE: International News Service,  
Universal Service. ARTISTS' BUREAU: Colonial  
Network Artists Bureau. TRANSCRIPTION

SERVICE: Associated Library, Langworth,  
Davis & Schwegler.

**Personnel**

President.....John Shepard, 3rd  
Executive Secretary to President. Robert Bartley  
Vice-President in Charge of  
Station Operations.....R. L. Harlow  
Vice-President in Charge of  
Sales and Production.....Linus Travers  
Vice-President in Charge of Engineering,  
Paul A. DeMars  
Sales Manager.....Wm. Warner  
Merchandising and Promotion Director,  
Robert A. Playfair

Merchandising ..... F. Carleton McVarish  
 Special Events ..... Fred McLaughlin  
 Program Director ..... Eleanor Geer  
 Production Director ..... George Steffy  
 Production Supervisor ..... Charles Curtin  
 Editor of News Service ..... Leland Bickford  
 Artists Bureau Head ..... Josephine White  
 Publicity Director ..... A. J. Stephenson  
 Musical Director ..... Francis J. Cronin  
 Chief Engineer ..... Irving B. Robinson

**Coverage**

	Daytime	Evening
Population—Primary	1,972,320	1,716,823
Radio Homes—	453,634	394,870

Source: Field intensity measurements.

**Representative**

Edward Pety & Co., Inc.

**WBZ & WBZA**

BOSTON & SPRINGFIELD

EST. 1921

NATIONAL BROADCASTING CO.

(BASIC BLUE)

FREQUENCY: 1030 Kc. POWER: WBZA—Springfield—1,000 Watts. WBZ—Boston—50,000 Watts. OWNED BY: Westinghouse Electric & Mtg. Co. OPERATED BY: Same. BUSINESS ADDRESS: WBZ, Hotel Bradford, Boston. WBZA, Hotel Kimball, Springfield. PHONE: WBZ—Hancock 4261, WBZA—Springfield 6-8336. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: WBZ—Hull, WBZA—Springfield. TIME ON THE AIR: 6:00 A.M. to 1:00 P.M., daily; 8:00 A.M. to 1:00 A.M., Sundays. NEWS SERVICE: United Press, Associated Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

**Personnel**

President ..... Geo. H. Bucher  
 Station Manager ..... W. C. Swartley  
 Assistant Manager ..... Charles S. Young  
 Sales Promotion Manager ..... Harry D. Goodwin  
 Program Manager ..... John F. McNamara  
 Production Manager ..... John H. Wright  
 Chief Announcer ..... Robert E. White  
 Sales Manager ..... Frank R. Bowes  
 Publicity Director ..... Marjorie L. Spriggs  
 Musical Director ..... Aimer Rakov  
 Plant Manager ..... Dwight A. Myer (WBZ)  
 Plant Manager ..... H. E. Randol (WBZA)

**Coverage**

	Daytime	Evening
Population—Primary	5,467,500	5,691,000
Radio Homes—	1,265,400	1,318,500
Population—Secondary	1,682,500	1,907,000
Radio Homes—	390,800	443,900

Source: NBC Statistical Department; Joint Committee; U. S. Census.

**Representative**

National Broadcasting Co., Inc.

**W E E I**

BOSTON—EST. 1924

COLUMBIA BROADCASTING SYSTEM  
 FREQUENCY: 590 Kc. POWER: 5000 watts.  
 OWNED BY: Boston Edison Co. OPERATED BY: Columbia Broadcasting System. BUSINESS ADDRESS: 182 Tremont St. PHONE: Hubbard 2323. STUDIO ADDRESS: 182 Tremont St. TRANSMITTER LOCATION: Mystic Valley Parkway, Medford, Mass. TIME ON THE AIR: 6:00 A.M. to 1:00 A.M.; Sundays, 8:00 A.M. to 1:00 A.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

**Personnel**

Station Manager ..... H. E. Fellows  
 Sales Manager ..... Kingsley Horton  
 Sales Promotion Manager ..... David S. Garland  
 Production Manager ..... L. G. Del Castillo  
 Publicity Director ..... Dorothy Drake  
 Chief Announcer ..... C. H. Dickerman  
 Musical Director ..... C. R. Hector  
 Chief Engineer ..... P. K. Baldwin

**Coverage**

Population—Primary	4,927,500
Radio Homes—	1,097,120
Population—Secondary	2,393,500
Radio Homes—	545,570

Source: CBS Market Research Division.

**Representative**

Radio Sales

**W H D H**

BOSTON—EST. 1929

FREQUENCY: 850 Kc. POWER: 1000 watts.  
 OWNED BY: Matheson Radio Co., Inc. OPERATED BY: Matheson Radio Co., Inc. BUSINESS ADDRESS: Hotel Touraine, 62 Boylston St. PHONE: Hancock 0900-1-2. STUDIO ADDRESS: Hotel Touraine, 62 Boylston St. TRANSMITTER LOCATION: Saugus. TIME ON THE AIR: 6:30 A.M. until sunset in Denver; Sundays, 8:45 A.M. until sunset in Denver. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: Standard Radio, C. P. MacGregor, Associated.

**Personnel**

General Manager ..... Ralph G. Matheson  
 Assistant General Manager ..... John J. Matheson  
 Program Director ..... Alice J. Friend  
 Musical Director ..... Kenneth Wilson  
 Chief Engineer ..... Donald Wise

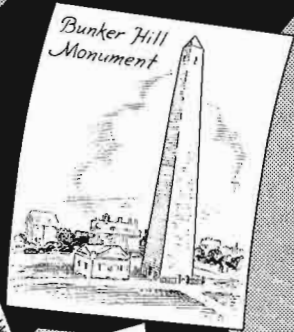
**Coverage**

Population—Primary	5,850,000
Radio Homes—	1,303,180
Population—Secondary	1,857,000
Radio Homes—	353,490

**Representative**

George Watson (New York)

# LWCOP



CARRIES ON IN TRADITIONAL  
FASHION  
AND GETS RESULTS IN *Boston*

••• MASSACHUSETTS BROADCASTING CORP.  
STUDIOS and OFFICES . . . COPLEY PLAZA HOTEL  
COMMONWEALTH 1717 BOSTON, MASSACHUSETTS

New York  
Chicago

National Representatives  
HEADLEY-REED COMPANY

Detroit  
Atlanta

# W C O P

BOSTON—EST. 1935

FREQUENCY: 1150 Kc. POWER: 500 watts.  
 OWNED BY: Mass. Broadcasting Corp. OPERATED BY: Mass. Broadcasting Corp. BUSINESS ADDRESS: Copley Plaza Hotel. PHONE: Commonwealth 1717. STUDIO ADDRESS: Copley Plaza Hotel. TRANSMITTER LOCATION: Speedway, Brighton. TIME ON THE AIR: Unlimited license. MAINTAINS ARTISTS' BUREAU. NEW SERVICE: International News Service. TRANSCRIPTION SERVICE: World Broadcasting System.

## Personnel

President.....Harold A. Lafount  
 General Manager.....A. N. Armstrong, Jr.  
 Production Manager.....Mary E. Thatcher  
 Public Relations Director...John K. Gowen, 3rd  
 Chief Announcer.....Morton Blender  
 Artists' Bureau Head.....Eleanor Kane  
 Musical Director.....Sidney P. Reinherz  
 Chief Engineer.....Whitman N. Hall

## Coverage

Population—Primary ..... 1,904,600  
 Radio Homes— " ..... 409,400  
 Population—Secondary ..... 475,000  
 Radio Homes— " ..... 108,600

Source: Field intensity measurements.

## Representative

Headley-Reed Co.

# W M E X

BOSTON—EST. 1934

FREQUENCY: 1510 Kc. POWER: 5000 watts.  
 OWNED BY: Northern Corporation. OPERATED BY: Same. BUSINESS ADDRESS: WMEX Bldg., 70 Brookline Ave. PHONE: Commonwealth 3900-1. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Quincy, Mass. TIME ON THE AIR: 111 Hours weekly. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Langworth, Davis & Schwegler.

## Personnel

President-Program Director.....John E. Reilly  
 Station Manager.....Alfred J. Pote  
 Sales Manager.....S. A. Wasser  
 Commercial Manager.....W. S. Pote  
 Office Manager.....Marie Mason  
 Publicity Director.....Vivienne Cameron  
 Musical Director.....Alexander Thiede  
 Chief Engineer.....William M. Smith

## Coverage

Population—Primary ..... 1,850,000  
 Radio Homes— " ..... 426,000  
 Population—Secondary ..... 2,716,000  
 Radio Homes— " ..... 625,000

Source: Field intensity measurement; Mass. Decennial Census; Joint Committee.

## Representative

Joseph Hershey McGillvra

# W N A C

BOSTON—EST. 1922

NBC (RED)—YANKEE NETWORK

FREQUENCY: 1260 Kc. POWER: 50000 watts.  
 OWNED BY: The Yankee Network, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 21 Brookline Ave. PHONE: Comm. 0800. STUDIO ADDRESS: 21 Brookline Ave. TRANSMITTER LOCATION: Squantum (Quincy). TIME ON THE AIR: 6:00 A. M. to 1:05 A.M. (daily), 8:00 A.M. to 1:05 A.M. (Sunday). NEWS SERVICES: International News Service, Universal Service. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICES: Associated, Davis & Schwegler.

## Personnel

President.....John Shepard, 3rd  
 Executive Secretary to President...Robert Bartley  
 Vice-President in Charge of  
 Station Operations .....R. L. Harlow  
 Vice-President in Charge of  
 Sales and Production.....Linus Travers  
 Vice-President in Charge of Engineering,  
 Paul A. DeMars  
 Merchandising and Promotion Director,  
 Robert S. Playfair  
 Merchandising.....F. C. McVarish  
 Special Events.....Fred McLaughlin  
 Sales and Station Relations...Gerald Harrison  
 Program Director.....Eleanor Geer  
 Production Director.....George Steffy  
 Production Supervisor.....Charles Curtin  
 News Editor.....Leland Bickford  
 Artists Bureau Head.....Josephine White  
 Publicity Director.....A. J. Stephenson  
 Musical Director.....Francis J. Cronin  
 Chief Engineer.....Irving B. Robinson

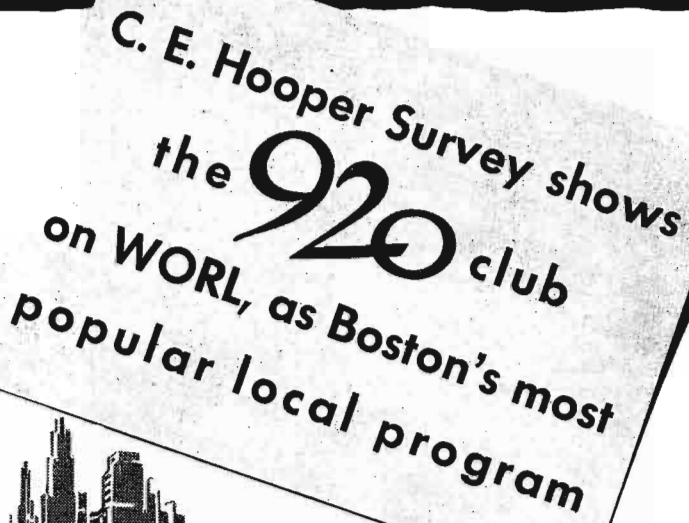
## Coverage

	Daytime	Evening
Population—Primary	2,296,726	2,021,665
Radio Homes— " "	529,275	464,983

Source: Field intensity measurements.

## Representative

Edward Petry & Co., Inc.



C. E. Hooper Survey shows  
the **920** club  
on WORL, as Boston's most  
popular local program

"The 920 CLUB on WORL is Boston's overwhelming favorite local program"—so was the finding of C. E. Hooper, Inc., nationally known radio research organization, when a survey was made January 28-29, 1941 in the Boston area.

The 920 CLUB received more votes than the total of the next three local programs combined.

For maximum results in one of the nation's richest markets WORL's 920 CLUB offers national advertisers Boston's biggest participating program.

**920 KILOCYCLES**

*Boston, Mass.*

**1000 WATTS**



**W O R L**

**BOSTON—EST. 1926**

FREQUENCY: 950 Kc. POWER: 1000 watts.  
 OWNED BY: Broadcasting Service Organization, Inc. OPERATED BY: Broadcasting Service Organization, Inc. BUSINESS ADDRESS: Myles Standish Hotel, 610 Beacon St. PHONE: Commonwealth 5100. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Needham. TIME ON THE AIR: 7:00 A.M. to local sunset. NEW SERVICE: United Press.

**Personnel**

President.....Harold A. Lafount  
 General Manager.....George Lasker  
 Publicity Director.....Stephen Manookian  
 Program-Musical Director.....Robert N. Perry  
 Chief Engineer.....Melvin Stickles

**Coverage**

Population—Primary ..... 1,970,200  
 Radio Homes— " ..... 443,800  
 Population—Secondary ..... 750,000  
 Radio Homes— " ..... 150,000

Source: Field intensity survey.

**Representative**

Burn-Smith Co.  
 See Page 408

**W S A R**

**FALL RIVER—EST. 1921**

**MUTUAL—COLONIAL & YANKEE**

FREQUENCY: 1480 Kc. POWER: 1000 watts.  
 OWNED BY: Doughty & Welch Elec. Co., Inc. OPERATED BY: Doughty & Welch Electric Co., Inc. BUSINESS ADDRESS: 102 S. Main St. PHONE: Fall River 450-1. STUDIO ADDRESS: 102 S. Main St. PHONE: 2787. TRANSMITTER LOCATION: 20 Walker St., Somerset, Mass. TIME ON THE AIR: (Daily) 7:30 A.M. to 12:00 Midnight; (Sunday) 8:00 A.M. to 12:00 Midnight (115 hours weekly). NEWS SERVICE: Yankee Network News Service. TRANSCRIPTION SERVICE: Standard Radio.

**Personnel**

President and Station Manager. Wm. T. Welch  
 Secretary and Assistant Treasurer,  
 Philly J. Maurette  
 Program Director.....Josephine Y. Welch  
 Commercial Mgr.....Leonard C. Cox  
 Chief Engineer. ....John C. Pavao

**Coverage**

Population—Primary ..... 1,022,753  
 Radio Homes— " ..... 132,121  
 Population—Secondary ..... 2,519,621  
 Radio Homes— " ..... 377,600

Source: Joint Committee; Editor & Publisher.

**Representative**

Furgason & Walker, Inc.

**W H A I**

**GREENFIELD—EST. 1938**

**MUTUAL—YANKEE & COLONIAL NETWORKS**

FREQUENCY: 1240 Kc. POWER: 250 Watts.  
 OWNED BY: John W. Haigis. OPERATED BY: John W. Haigis. BUSINESS ADDRESS: Mansion House. PHONE: 4-3-0-1. STUDIO ADDRESS: Mansion House. TRANSMITTER LOCATION: Woodard Road. TIME ON THE AIR: 7:00 A.M. to 12:00 Midnight (118 hours weekly). NEWS SERVICE: Yankee Network News Service, Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System. MAINTAINS ARTISTS' BUREAU.

**Personnel**

Owner .....John W. Haigis  
 Manager.....James L. Spates  
 Commercial Manager.....C. D. Barradale  
 Program-Musical Director..Warren Greenwood  
 Production and Sales Promotion Manager,  
 Hal Goodwin  
 Publicity Director.....Ken Houseman  
 Artists' Bureau Head-Chief Announcer,  
 Robert S. Findlay  
 Chief Engineer.....James L. Spates

**Coverage**

	Daytime	Evening
Population—Primary ....	45,756	30,450
Radio Homes— " .....	10,630	7,095
Population—Secondary ..	209,407	.....
Radio Homes— " .....	47,370	.....

Source: Field intensity measurements.

**Representative**

Joseph Hershey McGillvra

**W H Y N \***

**HOLYOKE—EST. 1941**

FREQUENCY: 1370 Kc. POWER: 250 watts.  
 OWNED BY: The Hamden-Hampshire Corp. OPERATED BY: Same. BUSINESS ADDRESS: Holyoke, Mass. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Hadley, Mass. TIME ON THE AIR: Unlimited license. NEWS-PAPER AFFILIATION: Holyoke Transcript-Telegram, Northampton Hampshire Gazette.

**Personnel**

President .....William Dwight  
 Commercial Manager.....Patrick J. Montague  
 Treasurer .....Minnie R. Dwight  
 Manager.....Charles N. DeRose

\*Station was licensed to operate under a construction permit at time of going to press and no further information was available.

**W O C B**

**HYANNIS, CAPE COD—EST. 1939**

FREQUENCY: 1240 Kc. POWER: 250 watts.  
 OWNED BY: Harriet M. Alleman and Helen W.

MacLellan. OPERATED BY: Cape Cod Broadcasting Co. BUSINESS ADDRESS: West Yarmouth, Mass. STUDIO ADDRESS: West Yarmouth, Mass. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 8:00 A.M. to 11:00 P.M.; Sundays, 9:00 A.M. to 11:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Associated.

**Personnel**

Station Manager..... H. M. Alleman  
 Commercial Manager..... A. A. Newcomb  
 Program Director..... A. H. Flint  
 Sales Promotion Manager..... Rodney Merrill  
 Chief Engineer..... Ralph Lawton

**W L A W**

LAWRENCE—EST. 1937

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 680 Kc. POWER: 5000 watts. OWNED BY: Hildreth & Rogers Co. OPERATED BY: Hildreth & Rogers Co. BUSINESS ADDRESS: 278 Essex St. PHONE: 4107. STUDIO ADDRESS: 278 Essex St. TRANSMITTER LOCATION: River Road, Andover, Mass. TIME ON THE AIR: 6:30 A.M. to 1:00 A.M. NEWS-PAPER AFFILIATIONS: Lawrence Daily Eagle, The Evening Tribune. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NBC

Thesaurus, World Broadcasting System, Standard Radio.

**Personnel**

President..... A. H. Rogers  
 General Manager..... Irving E. Rogers  
 Sales Manager..... David M. Kimel  
 Business Manager..... David G. Jones  
 Program Director..... John D. Maloy  
 Publicity Director..... William M. Noble  
 Chief Engineer..... George A. Hinckley

**Coverage**

	Daytime	Evening
Population—Primary	.....	1,874,000
Population—Secondary	.. 2,671,000	
Source: Field intensity survey.		

**Representative**

The Katz Agency

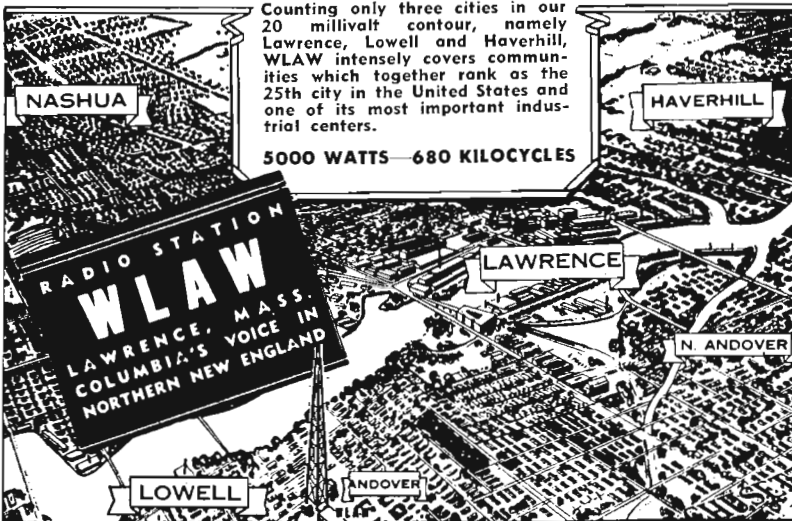
**W L L H**

LOWELL-LAWRENCE—EST. 1934

MUTUAL—YANKEE & COLONIAL

FREQUENCY: 1400 Kc. POWER: Lowell, 250 watts. OWNED BY: Merrimac Broadcasting Co., Inc. BUSINESS ADDRESS: Rex Center. PHONE: Lowell 8715. STUDIO ADDRESS: Rex Center; also Cregg Bldg., Lawrence. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:25

**GREATER STRENGTH-CLEARER  
 THE NEW WLAW-5000 WATTS**



A.M. to 12:00 midnight. NEWS SERVICE: Yankee Network News Service, International News Service. HAS ARTISTS' BUREAU AFFILIATION. TRANSCRIPTION SERVICE: Associated Music, Lang-Worth.

**Personnel**

President.....A. S. Moffat  
 Station Manager.....Robert F. Donahue  
 Commercial Manager.....Haskell Bloomberg  
 Production Manager.....Thomas Clayton  
 Chief Engineer.....Anthony Michaels

**Coverage**

Population—Primary ..... 585,684  
 Radio Homes— " ..... 131,040  
 Population—Secondary ..... 1,041,216  
 Radio Homes— " ..... 232,960

Source: Field strength measurements and mail response analysis.

**Representative**

Edward Petry & Co., Inc.

**WNBH**

NEW BEDFORD—EST. 1921

COLONIAL—YANKEE—MUTUAL

FREQUENCY: 1340 Kc. POWER: 250 watts.  
 OWNED BY: E. Anthony & Sons, Inc. OPERATED BY: E. Anthony & Sons, Inc. BUSINESS ADDRESS: 588 Pleasant St. PHONES: 3-3447,

3-0246. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Crow Island, Fairhaven, Mass. TIME ON THE AIR: 7:30 A.M. to 11:30 P.M. (daily); 7:30 A.M. to midnight (Saturday); 8:45 A.M. to 11:30 P.M. (Sunday). NEWSPAPER AFFILIATIONS: Standard-Times, Morning Mercury. TRANSCRIPTION SERVICE: NBC Thesaurus.

**Personnel**

General Manager.....Irving Vermilya  
 Chief Engineer.....Clyde Pierce

**WBRK**

PITTSFIELD—EST. 1938

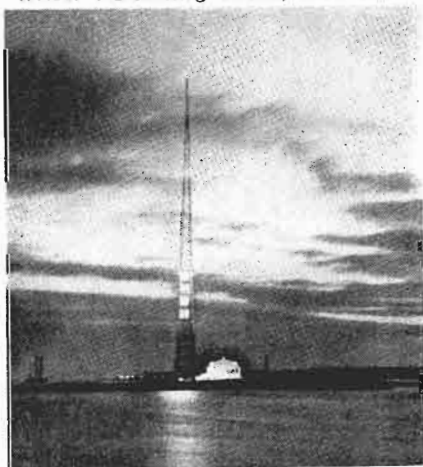
MUTUAL—COLONIAL & YANKEE NETWORKS  
 FREQUENCY: 1340 Kc. POWER: 250 watts.  
 OWNED BY: Harold Thomas. OPERATED BY: Harold Thomas. BUSINESS ADDRESS: 8 Bank Row. PHONES: 2-1553-4. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: East St. TIME ON THE AIR: 7:00 A.M. to 12:00 Midnight (118 hours weekly). NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Standard Radio.

**Personnel**

President-Owner.....Harold Thomas  
 Local Manager.....Levon Thomas  
 Commercial Manager.....Bruff W. Olin  
 Program Director.....Bernie Adams

*"Position Is Everything"*

WNBH Transmitting Station, Crow Island



*"An old sand bar of the sea gives birth to a miracle of the air"*

250 Watts Day and Night on a small island is equivalent to 750 Watts power elsewhere, due to water conduction.

This added and improved coverage is available at the 250 Watt advertising rates.

Reaching 300,000 people daily makes WNBH of New Bedford, Mass. a better buy for your advertising dollar.

RADIO STATION **WNBH** NEW BEDFORD, MASS.

*Member Yankee Network*

# W E S X

SALEM—EST. 1939

FREQUENCY: 1230 Kc. POWER: 250 watts. OWNED BY: North Shore Broadcasting Co. OPERATED BY: North Shore Broadcasting Co. BUSINESS ADDRESS: 126 Washington St.; 341 Union St., Lynn. PHONES: Salem 5670; Lynn 5-1435. STUDIO ADDRESSES: Same. TRANSMITTER LOCATION: Marblehead. TIME ON THE AIR: Unlimited Schedule (actual, 6:30 A.M. to 12:00 Midnight). NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Associated, World Broadcasting System. MAINTAINS ARTISTS' BUREAU.

## Personnel

President.....Charles W. Phelan  
General Manager.....Van D. Sheldon  
Commercial Manager.....Robert C. Taylor  
Program Director.....Marjorie Leadbetter  
Chief Engineer.....Richard I. Hammond

## Coverage

	Daytime	Evening
Population—Primary	400,000	300,000
Radio Homes— " "	91,000	76,000
Radio Homes—Secondary	125,000	

Sources: Department of Commerce; Field strength measurements.

## Representative

William G. Rambeau Co.

# W M A S

SPRINGFIELD—EST. 1932

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1450 Kc. POWER: 250 watts. OWNED BY: Radio Station WMAS, Inc. OPERATED BY: Radio Station WMAS, Inc. BUSINESS ADDRESS: Hotel Charles. PHONE: 7-1414-5. STUDIO ADDRESS: Hotel Charles. TRANSMITTER LOCATION: Pynchon Park, West St. TIME ON THE AIR: (daily) 7:00 A.M. to 1:00 A.M.; (Sunday) 8:30 A.M. to 1:00 A.M. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Associated Recorded Program Service.

## Personnel

President.....A. S. Moffat  
General Manager.....A. W. Marlin  
Program Director.....F. Turner Cooke  
Musical Director.....Paul Pelletier  
Chief Engineer.....Earl G. Hewinson

## Coverage

	Daytime	Evening
Population—Primary	427,900	351,600
Radio Homes— " "	100,600	83,680
Population—Secondary	1,237,000	532,200
Radio Homes— " "	279,530	130,000

Source: CBS Listener Study.

## Representative

Edward Petry & Co., Inc.

# W S P R

SPRINGFIELD—EST. 1936

MBS—YANKEE—COLONIAL NETWORKS

FREQUENCY: 1270 Kc. POWER: 500 watts. OWNED BY: WSPR, Inc. OPERATED BY: WSPR, Inc. BUSINESS ADDRESS: 63 Chestnut St. PHONE: Springfield 6-2757. STUDIO ADDRESS: 63 Chestnut St. TRANSMITTER LOCATION: West Springfield. TIME ON THE AIR: 7:00 A.M. to 12:00 Midnight. NEWS SERVICE: Transradio Press and Yankee Network News Service. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Standard Radio.

## Personnel

President-Station Manager...Quincy A. Brackett  
Treasurer.....Lewis B. Breed  
Commercial Manager...Milton W. Stoughton  
Program Director.....W. H. Latham  
Chief Engineer.....A. R. Bradley

## Coverage

	Daytime	Evening
Population—Primary	1,119,000	671,400
Radio Homes— " "	267,100	170,000
Population—Secondary	618,500	370,000
Radio Homes— " "	145,000	86,900

Source: Field strength survey.

## Representative

George P. Hollingsbery Co.

# W M A W \*

WORCESTER—EST. 1941

FREQUENCY: 1200 Kc. POWER: 250 watts with 3 100-watt amplifiers at Auburn, Whitinsville and Marlborough, Mass. OWNED BY: C. T. Scherer Co. OPERATED BY: Same. BUSINESS ADDRESS: Worcester.

## Personnel

President.....Frank F. Butler  
Vice-President.....W. Robert Ballard  
\*Station was licensed to operate under a construction permit at time of going to press.

# W O R C

WORCESTER—EST. 1925

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1310 Kc. POWER: 1000 watts. OWNED BY: A. F. Kleindienst. OPERATED BY: Same. BUSINESS ADDRESS: 65 Elm St. PHONE: 5-3101. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Auburn. TIME ON THE AIR: 8:00 A.M. to 12:00 midnight. TRANSCRIPTION SERVICE: NBC Thesaurus.

**Personnel**

Owner ..... A. F. Kleindienst  
 Station Manager..... Mildred P. Stanton  
 Chief Engineer..... A. F. Kleindienst

**Coverage**

Population—Primary ..... 459,159  
 Radio Homes— " ..... 108,486  
 Source: Field intensity measurements.

**Representative**

Weed & Co.

**W T A G**

WORCESTER—1924

NBC (RED)—YANKEE NETWORK

FREQUENCY: 580 Kc. POWER: 5000 watts.  
 OWNED BY: Worcester Telegram Pub. Co., Inc.  
 OPERATED BY: Worcester Telegram Pub. Co., Inc.  
 BUSINESS ADDRESS: 18 Franklin St.  
 PHONE: Worcester 5-4321. STUDIO ADDRESS:  
 18 Franklin St. TRANSMITTER LOCATION:  
 Holden. TIME ON THE AIR: 6:30 A.M. to 12:00  
 Midnight (12½ hours weekly). NEWSPAPER  
 AFFILIATIONS: Worcester Telegram, Evening

Gazette, Sunday Telegram. NEWS SERVICE:  
 Associated Press, United Press, International  
 News Service. TRANSCRIPTION SERVICE:  
 World Broadcasting System.

**Personnel**

Vice-President-General  
 Manager..... George F. Booth  
 Director..... Edward E. Hill  
 Assistant Director..... Robert W. Booth  
 Commercial Manager..... George H. Jaspert  
 Local Sales Manager..... Dorothy Robinson  
 Chief Announcer..... Hollis Wright  
 Publicity Director..... Frederick L. Rushton  
 Program Director..... William T. Cavanagh  
 Musical Director..... Onell Smith  
 Chief Engineer..... Hobart H. Newell

**Coverage**

	Daytime	Evening
Population—Primary	1,014,000	764,564
Radio Homes— " "	245,626	159,030

Source: Field intensity measurements; U. S. Census.

**Representative**

Edward Petry & Co., Inc.

**MICHIGAN**

Population 5,256,106

Number of Radio Homes 1,272,120

Number of Families 1,382,738

Auto Registrations 1,187,000

*For 1940 Census data, please turn to page 259*

**W E L L**

BATTLE CREEK—EST. 1925

NATIONAL BROADCASTING CO.

MICHIGAN RADIO NETWORK

FREQUENCY: 1400 Kc. POWER: 250 watts.  
 OWNED BY: Federated Publications, Inc. OP-  
 ERATED BY: Enquirer-News Co. BUSINESS  
 ADDRESS: 1 West Michigan Ave., 212-218  
 First National Bank Bldg. PHONE: 5655-7166.  
 STUDIO ADDRESS: Same. TRANSMITTER LO-  
 CATION: Same. TIME ON THE AIR: 7:00 A.M.  
 to Midnight; Sundays, 9:00 A.M. to Midnight.  
 NEWSPAPER AFFILIATIONS: Enquirer-News.  
 NEWS SERVICE: Associated Press, United  
 Press.

**Personnel**

President ..... A. L. Miller  
 General Manager..... D. E. Jayne  
 Commercial Manager ..... F. F. Owen  
 Program Director..... A. H. Haight  
 Chief Engineer ..... R. B. Roof

**Representative**

Burn-Smith Co.

**W B C M**

BAY CITY—EST. 1928

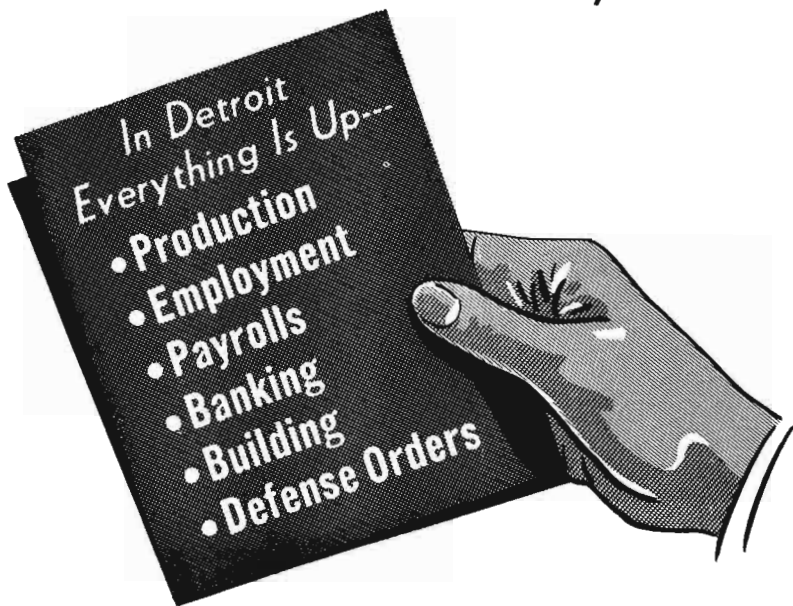
NBC—MICHIGAN RADIO NETWORK

FREQUENCY: 1440 Kc. POWER: 1000 watts,  
 d.; 500 watts, n. OWNED BY: Bay Broadcast-  
 ing Co., Inc. OPERATED BY: Same. BUSI-  
 NESS ADDRESS: 104 Center Ave. PHONE:  
 Bay City 7551 and Saginaw 2-2171. STUDIO  
 ADDRESS: Wenonah Hotel. TRANSMITTER  
 LOCATION: Hampton Township. TIME ON  
 THE AIR: 6:30 A.M. to 12:00 midnight; Sun-  
 days, 8:00 A.M. to 12:00 Midnight. NEWS  
 SERVICE: United Press. TRANSCRIPTION SER-  
 VICE: NBC Thesaurus.

**Personnel**

President..... James E. Davidson  
 General Manager..... H. A. Giesel  
 Sales Promotion Manager..... A. F. Huebner  
 Program Director..... Jack D. Parker  
 Production Manager..... Russ Lyon  
 Musical Director..... Lionel DeRemer  
 Chief Engineer..... Ralph H. Carpenter

— "and Remember, Detroit  
is Now in its 3rd Year of  
Important Business Gains



For 20 Year's, WWJ, Americas Pioneer  
Radio Station, has been First in Listener  
Interest in the Great Detroit Market.

WWJ

National Representatives

George P. Hollingbery Company

New York    ••    Chicago    ••    Atlanta  
San Francisco    ••    Los Angeles

**Coverage**

	Daytime	Evening
Population—Primary	106,319	64,218
Radio Homes—"	26,575	16,057
Population—Secondary	559,463	408,367
Radio Homes—"	139,866	162,692

Source: Field intensity measurements; 1930 U. S. Census.

**Representative**

George P. Hollingsbery Co.

**W H D F**

**CALUMET—EST. 1929**

NORTH CENTRAL BROADCASTING SYSTEM  
 FREQUENCY: 1400 Kc. POWER: 250 watts.  
 OWNED BY: Upper Michigan Broadcasting Co. OPERATED BY: Upper Michigan Broadcasting Co. BUSINESS ADDRESS: Community Bldg., Houghton, Mich. PHONE: Houghton 1; and Calumet 869. STUDIO ADDRESS: 515 Scott St.; and Community Bldg., Houghton. TRANSMITTER LOCATION: Calumet. TIME ON THE AIR: 7:30 A.M. to 7:30 P.M., daily; 10:00 A.M. to 8:30 P.M., Sundays. NEWS SERVICE: Associated Press and local news. NEWSPAPER AFFILIATIONS: Houghton Morning Gazette, Calumet Evening News-Journal. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: World Broadcasting System, Lang-Worth, Standard Radio.

**Personnel**

General Manager..... John W. Rice  
 Commercial Manager..... Albert W. Payne  
 Program Director..... Earl Nordeen  
 Technical Supervisor..... George L. Burgan

**Coverage**

Population—Primary	51,541
Radio Homes—"	11,760
Population—Secondary	20,727
Radio Homes—"	4,010

Source: Signal strength survey; Joint Committee.

**Representative**

Bogner & Martin

**W J B K**

**DETROIT—EST. 1928**

FREQUENCY: 1490 Kc. POWER: 250 watts.  
 OWNED BY: James F. Hopkins, Inc. OPERATED BY: James F. Hopkins, Inc. BUSINESS ADDRESS: 6559 Hamilton. PHONE: Trinity 2-2000. STUDIO ADDRESS: 6559 Hamilton. TRANSMITTER LOCATION: 15551 Woodrow Wilson. TIME ON THE AIR: 24 hours per day. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Associated Music, Standard Popular Library, NAB (Public Domain).

**Personnel**

President..... James F. Hopkins  
 Commercial Manager..... Art Croghan

Chief Announcer..... Charles Starrett  
 Station Manager..... James F. Hopkins  
 Publicity Director..... Ethel Berman  
 Musical Director..... Sybil Krieghoff  
 Chief Engineer..... Paul Frinke

**Coverage**

Population—Primary	1,999,000
Radio Homes—"	480,900

Source: Field intensity measurements.

**W J R**

**DETROIT—EST. 1925**

COLUMBIA BROADCASTING SYSTEM  
 FREQUENCY: 760 Kc. POWER: 50,000 watts.  
 OWNED BY: WJR Goodwill Station. OPERATED BY: WJR Goodwill Station. BUSINESS ADDRESS: Fisher Bldg. PHONE: Madison 4440. STUDIO ADDRESS: Fisher Bldg. TRANSMITTER LOCATION: Trenton, Mich. TIME ON THE AIR: 5:30 A.M. to 1:00 A.M. daily; 8:00 A.M. to 1:00 A.M., Sundays. NEWS SERVICE: International News Service TRANSCRIPTION SERVICE: World Broadcasting System, Standard Radio.

**Personnel**

President..... G. A. Richards  
 Executive Vice-President and General Manager..... Leo Fitzpatrick  
 Vice-President..... John Pat'  
 Assistant General Manager-Sales Manager, Owen F. Uridge  
 Secretary-Treasurer..... P. M. Thomas  
 Publicity Director..... Neal Tomy  
 Program Director..... Norman White  
 Chief Announcer..... Franklin C. Mitchell  
 Musical Director..... Samuel Benavie  
 Chief Engineer..... M. R. Mitchell

**Coverage**

	Daytime	Evening
Population—Primary	7,961,800	7,176,100
Radio Homes—"	1,689,960	1,532,300
Population—Secondary	11,678,500	22,904,800
Radio Homes—"	2,500,510	4,974,470

Source: CBS Listener Study.

**Representative**

Edward Petry & Co.

**W M B C**

**DETROIT—EST. 1925**

FREQUENCY: 1400 Kc. POWER: 250 watts.  
 OWNED BY: John L. Booth Broadcasting, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 7310 Woodward. PHONE: Madison 9100. STUDIO ADDRESS: 7310 Woodward Ave. and Eaton Tower Bldg. TRANSMITTER LOCATION: 7310 Woodward. TIME ON THE AIR: 6:00 A.M. to 2:00 A.M. (134 hours weekly). NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Standard Radio.

**Personnel**

President-General Manager..... John L. Booth

• • • MICHIGAN • • •

Vice-President.....W. W. Booth  
 Secretary.....Hugh M. Gray  
 Station Manager.....Edythe Fern Melrose  
 Program-Publicity Director.....Fred Knorr  
 Chief Announcer.....Charles Farrell  
 Musical Director.....Herbert Mertz  
 Chief Engineer.....Edward Clark

**Coverage**

Population—Primary ..... 1,999,000  
 Radio Homes— " ..... 480,900  
 Population—Secondary ..... 2,242,000

Source: Field intensity measurements.

**Representative**

Furgason & Walker

**CKLW**

DETROIT

(See Windsor, Ont., Canada)

**WWJ**

DETROIT—EST. 1920

NATIONAL BROADCASTING CO. (RED)

FREQUENCY: 950 Kc. POWER: 5000 watts.

OWNED BY: Evening News Assn. OPERATED BY: Same. BUSINESS ADDRESS: 615 W. Lafayette Blvd. PHONE: Randolph 2000. STUDIO ADDRESS: 624-30 W. Lafayette Blvd. TRANSMITTER LOCATION: 12700 W. Eight Mile Rd..

Oak Park, Mich. TIME ON THE AIR: 6:00 A.M. to 1:00 A.M. NEWSPAPER AFFILIATION: The Detroit News. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Lang-Worth, Standard Radio.

**Personnel**

General Manager.....W. J. Scripps  
 Assistant General Manager.....E. L. Tyson  
 Sales Manager.....Harry Bannister  
 Sales Promotion Manager.....Jake Albert  
 Musical Director.....Mischa Kottler  
 Operations Manager.....Forrest Wallace  
 Chief Engineer.....Walter Hoffman

**Coverage**

	Daytime	Evening
Population—Primary .....	3,170,062	2,388,741
Radio Homes— " .....	641,502	488,090
Population—Secondary ..	2,541,000	744,000
Radio Homes— " .....	607,000	153,000

Source: Field intensity measurements.

**Representative**

George P. Hollingbery Co.

(See Page 450)

**WXYZ**

DETROIT—EST. 1930

NBC (BLUE)—CBC—MICHIGAN RADIO NETWORK (KEY STATION)

FREQUENCY: 1270 Kc. POWER: 5000 watts.  
 OWNED BY: King-Trendle Broadcasting Corp.

CKLW



5000 WATTS DAY and NIGHT • CLEAR CHANNEL  
 MUTUAL BROADCASTING SYSTEM



OPERATED BY: Same. BUSINESS ADDRESS: 17th Floor—Stroh Bldg. PHONE: PBX Cherry 8321. STUDIO ADDRESS: Atop Maccabees Bldg. TRANSMITTER LOCATION: 15505 Joy Rd. TIME ON THE AIR: 6:30 A.M. to 1:00 A.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Has wide range of transcription library.

**Personnel**

President-Treasurer.....George W. Trendle  
 Vice-President.....John H. King  
 Secretary-General Manager,  
 H. Allen Campbell  
 Commercial Manager.....Harry Sutton, Jr.  
 Advertising and Sales Promotion Manager,  
 Charles C. Hicks  
 Studio Supervisor.....H. Earl Noore  
 Chief Announcer.....Roy Gardner  
 Publicity Director.....Felix Holt  
 Musical Director.....Benny Kyte  
 Chief Engineer.....Roy Gardner

**Coverage**

	Daytime	Evening
Population—Primary	2,945,474	2,287,329
Radio Homes—	683,111	524,070

Source: Field intensity survey.

**Representative**

Paul H. Raymer Co.

**W K A R**

EAST LANSING—EST. 1922

FREQUENCY: 870 Kc. POWER: 5000 watts. OWNED BY: Michigan State College. OPERATED BY: Michigan State College. BUSINESS ADDRESS: East Lansing. PHONE: 59113, Ext. 600. STUDIO ADDRESS: Campus. TRANSMITTER LOCATION: Campus. TIME ON THE AIR: 6:00 A.M. to 5:00 P.M., daily except Sunday.

**Personnel**

Station Manager.....Robert J. Coleman  
 Chairman, Radio Committee....R. J. Baldwin  
 Chief Engineer.....Norris Grover

**Coverage**

Population—Primary	4,160,000
Radio Homes—	955,760

Source: Joint Committee.

**W D B C \***

ESCANABA—EST. 1941

FREQUENCY: 1500 Kc. POWER: 250 watts. OWNED BY: Delta Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Escanaba. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Unlimited license. NEWSPAPER AFFILIATION: Marquette Mining Journal.

**Personnel**

President.....Joe J. Clancy  
 Vice-President.....George F. Perrin  
 Secretary-Treasurer.....Gordon H. Bozek

\*Station was licensed to operate under a construction permit at time of going to press.

**W F D F**

FLINT—EST. 1922

NBC—BLUE

MICHIGAN RADIO NETWORK

FREQUENCY: 910 Kc. POWER: 1000 watts. OWNED BY: Flint Broadcasting Co. OPERATED BY: Flint Broadcasting Co. BUSINESS ADDRESS: Union Industrial Bldg. PHONE: 2-7158. STUDIO ADDRESS: Union Industrial Bldg. TRANSMITTER LOCATION: E. Bristol Rd. TIME ON THE AIR: (daily) 6:00 A.M. to 12:00 Midnight, (Sunday) 8:00 A.M. to 12:00 Midnight. NEWS SERVICES: International News Service and WFDF News Bureau (local). TRANSCRIPTION SERVICE: NBC The-saurus.

**Personnel**

President.....Frank D. Fallain  
 Station Manager.....Howard M. Loeb  
 Commercial Manager.....F. S. Loeb  
 Program Director.....Adrian R. Cooper  
 Publicity Director.....R. V. Osgood  
 Chief Announcer.....Don Degroot  
 Musical Director.....William Geyer  
 Chief Engineer.....Frank D. Fallain

**Coverage**

	Daytime	Evening
Population—Primary	564,200	943,750
Radio Homes—	120,900	202,232
Population—Secondary	956,840	972,360
Radio Homes—	204,857	208,286

Source: U. S. Census; Joint Committee; field intensity survey.

**Representative**

Burn-Smith Co.

**W G R B \***

GRAND RAPIDS—EST. 1940

FREQUENCY: 1230 Kc. POWER: 250 watts. OWNED BY: Grand Rapids Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: Grand Rapids. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Unlimited license.

**Personnel**

President.....Boyd K. Muir  
 Treasurer.....Harrison L. Goodspeed  
 Vice-President.....Angus D. Plaff  
 Secretary.....Siegel W. Judd

\*Station was licensed to operate under a construction permit at time of going to press and no further information was available.

**W L A V**

GRAND RAPIDS—EST. 1940

MUTUAL BROADCASTING SYSTEM  
 FREQUENCY: 1340 Kc. POWER: 250 watts.

OWNED BY: Leonard A. Versluis. OPERATED BY: Leonard A. Versluis. BUSINESS ADDRESS: Keeler Bldg., 6 Fountain St., N. E. PHONE: 6-5461. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:45 A.M. to 1:00 A.M.; Sundays, 8:00 A.M. to 1:00 A.M. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Standard Radio.

**Personnel**

Owner.....Leonard A. Versluis  
 Station Manager.....Hy M. Steed  
 Merchandising Manager.....Roy C. Kelley  
 Sales Promotion Manager.....King C. Bard  
 Publicity Director.....Pat Hannagan  
 Traffic Manager.....Kathryn Mordo  
 Chief Announcer.....John Marshall  
 Musical Director.....Lew Srubman  
 Chief Engineer.....Lauren Bergeron

**WOOD-WASH**

GRAND RAPIDS—EST. 1923

NBC (RED & BLUE)

MICHIGAN RADIO NETWORK

FREQUENCY: 1300 Kc. POWER: 5000 watts.

OWNED BY: King-Trendle Broadcasting Corp. OPERATED BY: King-Trendle Broadcasting Corp. BUSINESS ADDRESS: 16th floor, G. R. National Bank Bldg. PHONE: 9-4211. STUDIO ADDRESS: 16th floor, G. R. National Bank Bldg. TRANSMITTER LOCATION: Bridge Road. TIME ON THE AIR: 7:00 A.M. to 12:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Associated Program Service.

**Personnel**

President.....George W. Trendle  
 Station and Sales Manager, Stanley W. Barnett  
 Merchandising Manager.....Paul Eichhorn  
 Traffic Manager.....David H. Harris  
 Publicity Director.....T. Wilcox Putnam  
 Musical Director.....Sandy Meek

**Coverage**

	Daytime	Evening
Population—Primary	240,000	240,000
Radio Homes—"	59,000	59,000
Population—Secondary	519,000	519,000
Radio Homes—"	126,000	126,000

Source: Field intensity measurements; Joint Committee.

**Representative**

Paul H. Raymer Co.

**WJMS**

IRONWOOD—EST. 1931

ARROWHEAD BROADCASTING SYSTEM

FREQUENCY: 1450 Kc. POWER: 250 watts.

OWNED BY: Upper Michigan-Wisconsin Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: St. James Hotel Annex. PHONE: 20. STUDIO ADDRESS: St. James Hotel Annex. TRANSMITTER LOCATION: North of Ironwood

on U. S. No. 2 near Douglas Blvd. TIME ON THE AIR: Unlimited time; regular schedule 7:00 A.M. to 10:00 P.M.; Sunday, 10:00 A.M. to 6:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Associated Music Publishers, Standard Radio.

**Personnel**

Vice-President and General Manager, Noel C. Ruddell  
 Commercial Manager.....Richard Hasbrook  
 Program and Musical Director....Harry Wills  
 Chief Engineer.....R. L. Johnson

**Coverage**

	Daytime	Evening
Population—Primary	95,978	60,000
Radio Homes—"	24,289	15,000
Population—Secondary	66,783	45,000
Radio Homes—"	16,691	11,250

Source: U. S. Census; Mail analysis.

**Representative**

Bogner & Martin

**WIBM**

JACKSON—EST. 1925

NBC—BLUE

MICHIGAN RADIO NETWORK

FREQUENCY: 1450 Kc. POWER: 250 watts.

OWNED BY: WIBM, Inc. OPERATED BY: Same. BUSINESS ADDRESS: Hayes Hotel, 228 West Michigan Ave. PHONE: 6121. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:30 A.M. to 12:00 midnight. MAINTAINS ARTISTS' BUREAU. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: Standard Radio.

**Personnel**

President .....Herman Radner  
 Vice-President and Station Manager .....Roy Radner  
 Program Director.....Willie Dunn  
 Sales Promotion Manager.....William Cizek  
 Chief Engineer.....C. W. Wirtanen

**Coverage**

Population—Primary	102,400
Radio Homes—"	25,200
Population—Secondary	184,100
Radio Homes—"	51,200

Source: Field intensity survey.

**Representative**

Forjoe & Co.

**WKZO**

KALAMAZOO—EST. 1923

MICHIGAN RADIO NETWORK

FREQUENCY: 590 Kc. POWER: 1000 watts.

OWNED BY: WKZO, Inc. OPERATED BY: WKZO, Inc. BUSINESS ADDRESS: Burdick Hotel. PHONE: Kalamazoo 3-1223. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Parchment. TIME ON THE AIR: 6:00 A.M. to

12:00 Midnight; Sundays, 7:30 A.M. to 12:00 Midnight. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NBC Thesaurus. MAINTAINS ARTISTS' BUREAU.

**Personnel**

President-General Manager... John E. Fetzer  
Commercial Manager... John W. O'Harrow  
Program Director... Merlin Stonehouse  
Chief Engineer... Edwin Rector

**Coverage**

Population—Primary ..... 708,596  
Radio Homes— " ..... 176,350  
Source: Field intensity survey; U. S. Census, 1930; Joint Committee.

**Representative**

Howard H. Wilson Co.

**W J I M**

LANSING—EST. 1934

NBC (BLUE)

MICHIGAN RADIO NETWORK

FREQUENCY: 1240 Kc. POWER: 250 watts. OWNED BY: WJIM, Inc. OPERATED BY: Same. BUSINESS ADDRESS: City Nat'l Bldg., 100 N. Washington Ave. PHONE: 2-1333-4-5. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 12:00 midnight. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

**Personnel**

President-General Manager... Harold F. Gross  
Sales Promotion Manager... Omri S. Jones  
Program Director... Bob Innes  
Publicity Director... H. K. Finch

**Coverage**

	Daytime	Evening
Population—Primary ....	201,333	201,333
Radio Homes— " ....	46,306	46,306
Population—Secondary ...	175,867	175,867
Radio Homes— " ....	40,449	40,449

Source: Station survey.

**W M P C**

LAPEER—EST. 1926

FREQUENCY: 1230 Kc. POWER: 250 watts. OWNED BY: The Liberty Street Gospel. OPERATED BY: Same. BUSINESS ADDRESS: 803 Liberty. PHONE: 455 J-455 M. STUDIO ADDRESS: 803 Liberty. TRANSMITTER LOCATION: Lapeer. TIME ON THE AIR: 9:00 A.M. to 10:30 P.M. except Saturday.

**Personnel**

President... Frank S. Hemingway  
Chief Announcer... Nora Eastman  
Station Manager... Frank S. Hemingway  
Musical Director... A. O. Voorheis  
Chief Engineer... H. F. Hayes

**W D M J**

MARQUETTE—EST. 1931

FREQUENCY: 1340 Kc. POWER: 250 watts. OWNED BY: The Lake Superior Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 146 West Washington St. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Marquette. TIME ON THE AIR: 8:00 A.M. to 10:00 P.M.; Sunday, 9:00 A.M. to 1:30 P.M. NEWSPAPER AFFILIATION: The Daily Mining Journal. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System.

**Personnel**

Manager-Program Director... Gordon H. Brozek

**Coverage**

Population—Primary ..... 77,200  
Radio Homes— " ..... 17,900  
Source: Station estimate.

**W K B Z**

MUSKEGON—EST. 1926

FREQUENCY: 1490 Kc. POWER: 250 watts. OWNED BY: Ashbacker Radio Corp. OPERATED BY: Same. BUSINESS ADDRESS: Michigan Theater Bldg. PHONE: 26-051. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Muskegon Township. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus. Associated, Lang-Worth, Davis & Schwegler.

**Personnel**

General Manager... Grant F. Ashbacker  
Chief Announcer... Curt Flowers  
Publicity Director... W. R. Duchane  
Artists' Bureau Head-Musical Director,

Frank Lynn

Chief Engineer ..... Geo. Krivitzky

**Coverage**

Population—Primary ....	150,000	150,000
Radio Homes— " ....	40,000	40,000
Population—Secondary ..	400,000	200,000
Radio Homes— " ....	100,000	50,000

Source: Department of Commerce.

**Representative**

Burn-Smith Co.

**W C A R**

PONTIAC—EST. 1939

FREQUENCY: 1130 Kc. POWER: 1000 watts. OWNED BY: Pontiac Broadcasting Co. OPERATED BY: Pontiac Broadcasting Co. BUSINESS ADDRESS: 6th Floor, Riker Bldg. STUDIO ADDRESS: 6th Floor, Riker Bldg. TRANSMITTER LOCATION: Square Lake & Telegraph Roads. TIME ON THE AIR: Daytime License to local sunset. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NBC Thesaurus.



LOCATION: Elmwood Township, Mich. TIME ON THE AIR: 6:00 A.M. to 10:00 P.M. TRANSCRIPTION SERVICE: Standard Radio. MAIN-TAINS ARTISTS' BUREAU.

**Personnel**

President-Station Manager..... Les Biederman  
Sales Manager..... Graham Keevil  
Chief Engineer..... Drew McClay

# MINNESOTA

Population 2,792,300

Number of Radio Homes 620,770

Number of Families 726,391

Auto Registrations 869,940

*For 1940 Census data, please turn to page 260*

## KATE

ALBERT LEA—EST. 1937

MUTUAL BROADCASTING SYSTEM  
NORTH CENTRAL BROADCASTING SYSTEM  
FREQUENCY: 1450 Kc. POWER: 250 watts.  
OWNED BY: Albert Lea-Austin Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 332 South Broadway. PHONE: 2338. STUDIO ADDRESS: 332 Broadway. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:00 A.M. to 12:00 Midnight. NEWS SERVICE: C. P. MacGregor, World Broadcasting Co. and Standard Radio.

**Personnel**

President and Station Manager... E. L. Hayek  
Assistant Manager..... Warren C. Tidemann  
Commercial Manager..... Tom H. Lathrop  
Program Director..... Sherman Booen  
Publicity Director..... Ernest Murray  
Musical Director..... Helen Davis  
Chief Engineer ..... George Church

**Coverage**

Population—Primary ..... 242,876  
Radio Homes— " ..... 51,570  
Population—Secondary ..... 548,630  
Radio Homes— " ..... 117,566

Source: Field intensity measurements and mail count.

## K D A L

DULUTH—EST. 1936

COLUMBIA BROADCASTING SYSTEM  
FREQUENCY: 1490 Kc. POWER: 250 watts.  
OWNED BY: Red River Broadcasting Co. OPERATED BY: Red River Broadcasting Co. BUSINESS ADDRESS: 218 Bradley Bldg. PHONE: Melrose 2230. STUDIO ADDRESS: Bradley Bldg. TRANSMITTER LOCATION: Park Point. TIME ON THE AIR: 6:30 A.M. to 12:00 Midnight; Sundays, 8:00 A.M. to 12:00 Midnight. NEWS SERVICE: Transradio Press-Radio Bureau. TRANSCRIPTION SERVICE: Lang-Worth, Davis & Schwegler.

**Personnel**

Station Manager..... Dalton LeMasurier  
Commercial Manager..... A. H. Flaten  
Publicity Director..... Ellis Harris

Program Director..... Gilbert Fawcett  
Chief Engineer..... Robert A. Dettman

**Coverage**

	Daytime	Evening
Population—Primary ....	180,600	180,600
Radio Homes— " .....	38,950	38,950
Population—Secondary ..	135,400	142,400
Radio Homes— " .....	28,420	30,140

Source: CBS Listener Study.

## W E B C

DULUTH—EST. 1924

NATIONAL BROADCASTING COMPANY  
ARROWHEAD BROADCASTING SYSTEM  
NORTH CENTRAL BROADCASTING SYSTEM  
FREQUENCY: 1320 Kc. POWER: 5000 watts.  
OWNED BY: Head of Lakes Broadcasting Co. OPERATED BY: Head of Lakes Broadcasting Co. BUSINESS ADDRESS: WEBC Bldg. PHONE: Melrose 1537. STUDIO ADDRESS: WEBC Bldg., Duluth; WEBC Bldg., Superior. TRANSMITTER LOCATION: Superior, Wisc. TIME ON THE AIR: Unlimited; Sunday, 16 hours per day; week days, 17 hours per day. NEWSPAPER AFFILIATION: Stockholders interested in newspapers in Wisconsin. NEWS SERVICE: United Press, Associated Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

**Personnel**

General Manager..... Walter C. Bridges  
Business Manager..... Thomas W. Gavin  
Chief Engineer..... Charles Persons

**Coverage**

Population—Primary .....	339,310
Radio Homes— " .....	70,894
Population—Secondary .....	182,501
Radio Homes— " .....	37,233

Source: Station survey.

**Representative**

George P. Hollingbery Co.

## K G D E

FERGUS FALLS—EST. 1926

MUTUAL BROADCASTING SYSTEM  
NORTH CENTRAL BROADCASTING SYSTEM  
FREQUENCY: 1230 Kc. POWER: 250 watts.



# WCCO

now in its  
seventeenth year is  
the greatest  
advertising force  
in the Twin Cities  
and in the  
Northwest.

Among other things, it has:

## 50,000 WATTS WHERE IT COUNTS THE MOST

810 KILOCYCLES • MINNEAPOLIS-ST. PAUL  
Owned and operated by the Columbia Broadcasting  
System. Represented nationally by Radio Sales.

OWNED BY: C. L. Jaren. OPERATED BY:  
Same. BUSINESS ADDRESS: Fergus Falls.  
PHONE: 898. STUDIO ADDRESS: Same.  
TRANSMITTER LOCATION: Same. TIME ON  
THE AIR: 6:30 A.M. to 12:00 Midnight: Sun-  
days, 7:30 A.M. to 12:00 Midnight. NEWS  
SERVICE: Transradio Press. TRANSCRIPTION  
SERVICE: C. P. MacGregor, Davis & Schweg-  
ler. MAINTAINS ARTISTS' BUREAU.

### Personnel

General Manager.....C. L. Jaren

### Coverage

Population—Primary .....	250,100
Radio Homes— " .....	45,300
Population—Secondary .....	225,600
Radio Homes— " .....	40,200

Source: Mail response analysis.

### Representative

Allied Representation Co.

# W M F G

HIBBING—EST. 1935

COLUMBIA BROADCASTING SYSTEM  
NORTH CENTRAL BROADCASTING SYSTEM  
ARROWHEAD BROADCASTING SYSTEM

FREQUENCY: 1240 Kc. POWER: 250 watts.

OWNED BY: Head of the Lakes Broadcasting  
Co. OPERATED BY: Same. BUSINESS AD-  
DRESS: Androy Hotel. PHONE: 1150. STUDIO  
ADDRESS: Same. TRANSMITTER LOCATION:  
Same. TIME ON THE AIR: 6:30 A.M. to 11:00  
P.M. NEWSPAPER AFFILIATION: Superior  
(Wis.) Telegram.

### Personnel

President .....Morgan Murphy  
Station Manager .....H. S. Hyett

# K Y S M

MANKATO—EST. 1938

NATIONAL BROADCASTING CO.  
MINNESOTA RADIO NETWORK

FREQUENCY: 1230 Kc. POWER: 250 watts.

OWNED BY: F. B. Clements & Co. OPERATED  
BY: F. B. Clements & Co. BUSINESS ADDRESS:  
101 North Second St. PHONE: 4673. STUDIO  
ADDRESS: Same. TRANSMITTER LOCATION:  
N. Mankato, top of Belgrade Hill. TIME ON  
THE AIR: Full time license. NEWS SERVICE:  
United Press. TRANSCRIPTION SERVICE:  
NBC Thesaurus. MAINTAINS ARTISTS' BU-  
REAU.

### Personnel

Manager.....Ray E. Schwartz  
Continuity Director.....Bess Lyman  
Sales Promotion Manager....John F. Meagher  
Program-Publicity Director.....Jack Hansen  
Musical Director.....Maurice Piche  
Chief Engineer.....H. D. Kimberly

**Coverage**

	Daytime	Evening
Population—Primary . . . . .	311,165	311,165
Radio Homes— " . . . . .	63,940	63,940

Source: Joint Committee.

**Representative**

Howard H. Wilson Co.

**W C C O**

MINNEAPOLIS-ST. PAUL—EST. 1924

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 830 Kc. POWER: 50,000 watts.

OWNED BY: Columbia Broadcasting System.

OPERATED BY: Columbia Broadcasting System.

BUSINESS ADDRESS: 625 Second Ave.,

South. PHONE: Main 1202 (Minneapolis), Cedar

7666 (St. Paul). STUDIO ADDRESS: 625

Second Ave., South; Hotel Lowry, St. Paul.

TRANSMITTER LOCATION: Anoka, Minn.

TIME ON THE AIR: 6:00 A.M. to 1:00 A.M.

MAINTAINS ARTISTS' BUREAU. NEWS SERVICE:

United Press.

**Personnel**

General Mgr. . . . . E. H. Gammons

Production Manager . . . . . Hayle C. Cavanor

Sales Manager . . . . . Carl J. Burkland

Artists Bureau Head . . . . . Al Sheehan

Sales Promotion Director . . . . . Robert L. Hutton, Jr.

Chief Engineer . . . . . Hugh S. McCartney

**Coverage**

	Daytime	Evening
Population—Primary . . . . .	3,385,200	3,270,000
Radio Homes— " . . . . .	704,240	684,760

Population—Secondary . . . . . 3,016,100 2,299,300

Radio Homes— " . . . . . 608,750 572,540

Source: CBS Listener Study.

**Representative**

Radio Sales

**W D G Y**

MINNEAPOLIS-ST. PAUL—EST. 1923

NORTHLAND NETWORK

FREQUENCY: 1130 Kc. POWER: 5000

watts, d.; 1000 watts, n. OWNED BY: Geo. W.

Young. OPERATED BY: Geo. W. Young.

BUSINESS ADDRESS: Hotel Nicollet. PHONE:

Bridgeport 7777-7778, Midway 6363. STUDIO

ADDRESS: Same. TRANSMITTER LOCATION:

Superior Blvd. TIME ON THE AIR: 6:00 A.M.

to sunset, Mountain Standard Time (129½

hours weekly). NEWS SERVICES: Transradio

Press. TRANSCRIPTION SERVICES: Standard

Radio, Lang-Worth.

**Personnel**

Owner and General Mgr. . . . . Geo. W. Young

Commercial and Program Manager,

Wallace E. Stone

Office Manager . . . . . Gertrude Faue

Accountant . . . . . A. A. Conrad

Musical Director . . . . . Carl Johnson

Chief Engineer . . . . . George K. Jacobson

**Coverage**

Population—Primary . . . . . 1,651,093

Radio Homes— " . . . . . 346,950

Population—Secondary . . . . . 310,030

Radio Homes— " . . . . . 68,680

Source: 1940 U. S. Census; Department of Commerce.

**Representative**

William G. Rambeau Co.

**W L B**

MINNEAPOLIS—EST. 1924

FREQUENCY: 770 Kc. POWER: 5000 watts.

OWNED BY: University of Minnesota. OPER-

ATED BY: University of Minnesota. BUSINESS

ADDRESS: Eddy Hall, University of Minnesota.

PHONE: Main 8177, Extensions 419, 822 and

821. STUDIO ADDRESS: Same. TRANSMIT-

TER LOCATION: North Cleveland Ave. and

County Rd. A-2, St. Paul. TIME ON THE AIR:

Shares daytime hours with WCAL. NEWS

SERVICE: United Press.

**Personnel**

Manager . . . . . Burton Paulu

Program Director . . . . . J. Hubert Swanson

Production Manager . . . . . Reid Erekson

Chief Announcer . . . . . Averill Berman

Musical Director . . . . . Leland B. Sateren

Chief Engineer . . . . . Francis J. Blitz

(Non-Commercial Station)

**W L O L**

MINNEAPOLIS-ST. PAUL—EST. 1940

MUTUAL BROADCASTING SYSTEM

NORTH CENTRAL BROADCASTING SYSTEM

FREQUENCY: 1330 Kc. POWER: 1000 watts.

OWNED BY: Independent Merchants Broad-

casting Co. OPERATED BY: Same. BUSINESS

ADDRESS: 1730 Hennepin Ave. STUDIO AD-

DRESS: 1730 Hennepin Ave., Minneapolis;

Commodore Hotel, St. Paul. PHONES: At

0406 and Mi 4043. TIME ON THE AIR: 18

hours daily. NEWS SERVICE: International

News Service. TRANSCRIPTION SERVICE:

Associated.

**Personnel**

President . . . . . John P. Devaney

General Manager . . . . . Edward P. Shurick

Sales Manager . . . . . Stan H. Haigh

Sales Promotion Manager . . . . . E. Brautigann

Continuity Director . . . . . Beatrice Leaman

Program Director . . . . . Jerry Harrington

Chief Announcer . . . . . James Payton

Musical Director . . . . . Verne Rooney

Chief Engineer . . . . . Ogden Prestholdt

**Representative**

Foreman Co.

# *There must be a Reason*

Nearly 400 of the nation's leading network, national spot and local advertisers—represented by more than 100 of the country's outstanding advertising agencies—chose to tell their sales messages in the Twin Cities' market in 1940 via KSTP.

# KSTP

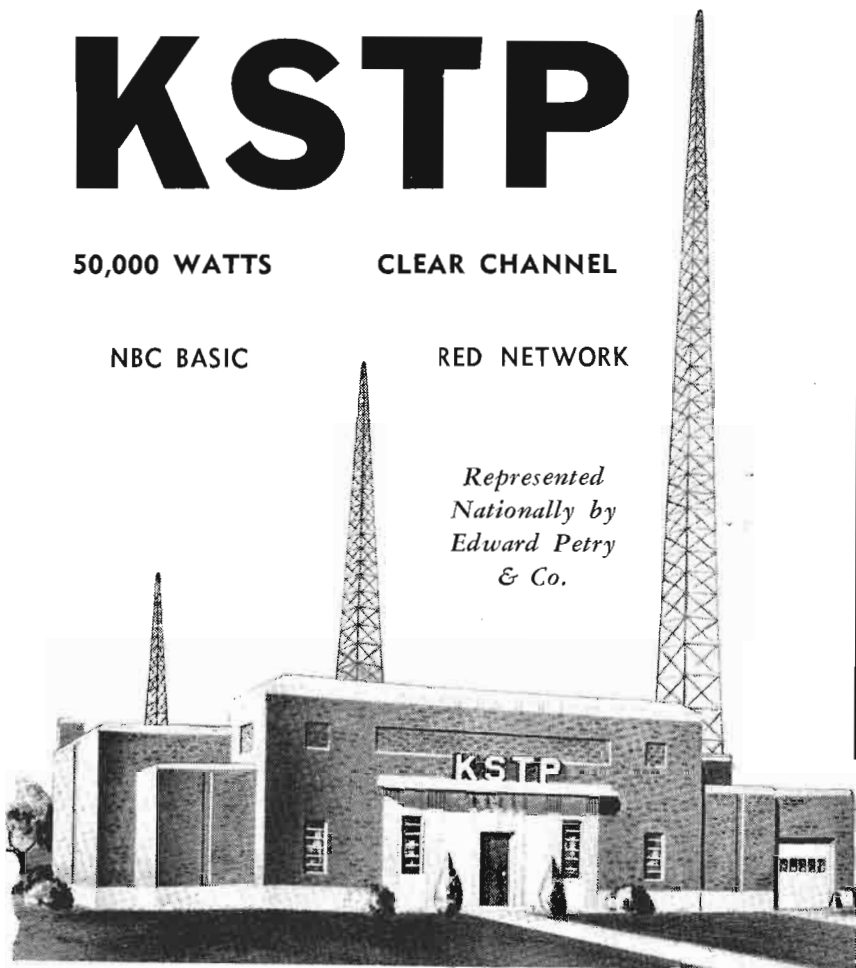
**50,000 WATTS**

**CLEAR CHANNEL**

**NBC BASIC**

**RED NETWORK**

*Represented  
Nationally by  
Edward Petry  
& Co.*





# WTCN

MINNEAPOLIS-ST. PAUL—EST. 1928

NATIONAL BROADCASTING CO. (BLUE)  
 FREQUENCY: 1280 Kc. POWER: 5000  
 watts, d.; 1000 watts, n. OWNED BY: Minne-  
 sota Broadcasting Co. OPERATED BY: Minne-  
 apolis Tribune-Times Tribune & St. Paul Dis-  
 patch-Pioneer Press. BUSINESS ADDRESS:  
 Wesley Temple Building. PHONE: Main 6562.  
 TRANSMITTER LOCATION: Snelling Ave. and  
 County Rd. B. TIME ON THE AIR: 124 hours  
 weekly. NEWSPAPER AFFILIATION: Minne-  
 apolis Tribune-Times Tribune & St. Paul Dis-  
 patch-Pioneer Press. NEWS SERVICES: Inter-  
 national News Service, Associated Press (non-  
 commercial). TRANSCRIPTION SERVICE: Asso-  
 ciated Music Library, Lang-Worth.

## Personnel

President.....W. F. Johns  
 Station Manager.....C. T. Hagman  
 Commercial Manager.....L. L. Whiting  
 Program Director.....Robert DeHaven  
 Technical Director.....John M. Sherman

## Coverage

	Daytime	Evening
Population—Primary	1,326,171	1,047,309
Radio Homes—	259,084	224,400
Population—Secondary	2,869,345	
Radio Homes—	332,863	

Source: Station survey.

## Representative

Free & Peters

# KVOX

MOORHEAD—EST. 1937

MUTUAL BROADCASTING SYSTEM

NORTH CENTRAL BROADCASTING SYSTEM  
 FREQUENCY: 1340 Kc. POWER: 250 watts.  
 OWNED BY: KVOX Broadcasting Co. OPER-  
 ATED BY: Same. BUSINESS ADDRESS: Com-  
 stock Hotel. PHONE: 3-1523. STUDIO AD-  
 DRESS: Same. TRANSMITTER LOCATION:  
 14th St. and 12th Ave. TIME ON THE AIR:  
 6:30 A.M. to 12:00 Midnight (12½ hours  
 weekly). NEWS SERVICE: United Press. TRAN-  
 SCRIPTIION SERVICE: World Broadcasting Sys-  
 tem.

## Personnel

President.....R. K. Herbst  
 Station Manager.....M. M. Marget  
 Commercial Manager....Reinhart Steinley, Jr.  
 Program Director.....Frank Gillespie

# WCAL

NORTHFIELD—EST. 1922

FREQUENCY: 770 Kc. POWER: 5000 watts.  
 OWNED BY: St. Olaf College. OPERATED  
 BY: Same. BUSINESS ADDRESS: St. Olaf  
 College, Northfield. PHONE: 770. STUDIO

ADDRESS: Same. TRANSMITTER LOCATION:  
 Same. TIME ON THE AIR: Shares time with  
 WLB.

## Personnel

Director.....Dr. Martin Hegland  
 Station Manager.....M. C. Jensen  
 Production Manager.....Alvar Sandquist  
 Musical Director.....O. R. Overby  
 Chief Engineer.....Amos Dicke  
 (Non-Commercial Station)

# KROC

ROCHESTER—EST. 1935

NATIONAL BROADCASTING CO.

MINNESOTA RADIO NETWORK

FREQUENCY: 1340 Kc. POWER: 250 watts.  
 OWNED BY: Southern Minn. Broadcasting Co.  
 OPERATED BY: Same. BUSINESS ADDRESS:  
 100 First Ave. Bldg. PHONE: 3924-5 STU-  
 DIO ADDRESS: 100 First Ave. Bldg.  
 TRANSMITTER LOCATION: Crusade Township.  
 TIME ON THE AIR: 6:00 A.M. to 1:00 A.M.  
 NEWS SERVICE: United Press. MAINTAINS  
 ARTISTS' BUREAU. TRANSCRIPTION SER-  
 VICE: World Broadcasting System, Associated  
 Music Library.

## Personnel

President and General  
 Manager.....Gregory Gentling  
 Secretary.....Maxine Jacobs  
 Program Director.....La Vell Waltman  
 Production Manager-Chief Announcer,  
 GERAL WING  
 Publicity Director.....Cal Smith  
 Musical Director.....William Neville  
 Chief Engineer.....Fred C. Clark

## Coverage

	Daytime	Evening
Population—Primary	306,984	306,984
Radio Homes—	72,105	72,105
Population—Secondary	1,025,108	922,000
Radio Homes—	149,301	

Source: U. S. Census; station survey.

## Representative

Joseph Hershey McGillvra

# KFAM

ST. CLOUD—EST. 1938

NATIONAL BROADCASTING CO.

MINNESOTA RADIO NETWORK

FREQUENCY: 1450 Kc. POWER: 250 watts.  
 OWNED BY: The Times Publishing Co. OPER-  
 ATED BY: The Times Publishing Co. BUSINESS  
 ADDRESS: 16-18 Sixth Ave., North. STUDIO  
 ADDRESS: Weber Bldg. TRANSMITTER LOCA-  
 TION: Highway No. 152. TIME ON THE AIR:  
 6:00 A.M. to 12:00 midnight. NEWSPAPER AF-  
 FILIATIONS: St. Cloud Times Journal. NEWS  
 SERVICE: Associated Press, United Press.  
 MAINTAINS ARTISTS' BUREAU.

**Personnel**

General Manager.....Fred Schilplin

**Coverage**

Population—Primary ..... 197,396  
 Radio Homes— " ..... 37,180  
 Population—Secondary ..... 1,238,312  
 Radio Homes— " ..... 289,290

Source: Field intensity measurements.

**K S T P**

ST. PAUL-MINNEAPOLIS—EST. 1928

NBC (RED)

MINNESOTA RADIO NETWORK

FREQUENCY: 1500 Kc. POWER: 50,000 watts.  
 OWNED BY: KSTP, Inc. OPERATED BY: KSTP, Inc. BUSINESS ADDRESS: St. Paul Hotel. PHONE: Cedar 5511-St. Paul; Bridgeport 3222-Minneapolis. STUDIO ADDRESS: St. Paul Hotel, Raddisson Hotel. TRANSMITTER LOCATION: Highway 61. TIME ON THE AIR: 6:00 A.M. to 1:00 A.M. (daily), 7:00 A.M. to 1:00 A.M. (Sunday). (132 hours weekly.) NEWS SERVICE: United Press, Radio News Assoc. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: World Broadcasting System, NBC The-saurus.

**Personnel**

President-General Manager. Stanley E. Hubbard  
 Vice President-Assistant Manager. K. M. Hance  
 Sales Manager.....Ray C. Jenkins  
 Educational Director.....T. D. Rishworth  
 Program Director.....Corinne Jordan  
 Sales Promotion Manager.....Sam Levitan  
 Publicity Director.....Joseph O. Meyers  
 Chief Announcer.....Brooks Henderson  
 Artists' Bureau Head.....David Stone  
 Musical Director.....Leonard Leigh  
 Technical Supervisor.....Hector Skifter

**Coverage**

Population—Primary ..... 1,619,118  
 Radio Homes— " ..... 338,413  
 Population—Secondary ..... 2,489,102  
 Radio Homes— " ..... 457,800

Source: U. S. Department of Commerce; station survey; U. S. Census; Joint Committee; Editor and Publisher.

**Representative**

Edward Pety & Co., Inc.  
 (See Page 460)

**W M I N**

ST. PAUL & MINNEAPOLIS

EST. 1936

FREQUENCY: 1400 Kc. POWER: 250 watts.  
 OWNED BY: WMIN Broadcasting Co. OPERATED BY: WMIN Broadcasting Co. BUSINESS ADDRESS: 1287 St. Anthony St., St. Paul. PHONE: Nestor 6501. St. Paul; Atlantic 6293. Minneapolis. STUDIO ADDRESS: 1287 St. Anthony St., St. Paul; 200 Hodgson Bldg., Minne-

apolis. TRANSMITTER LOCATION: 1287 St. Anthony St., St. Paul. TIME ON THE AIR: 6:00 A.M. to midnight. NEWS SERVICE: International News Service. Associated Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICES: Lang-Worth, Standard Radio, Associated Music Publishers.

**Personnel**

President and General  
 Manager ..... Edward Hoffman  
 Program-Publicity Director.....Marlyn Powell  
 Production Manager-Chief Announcer,  
 Frank Devaney  
 Musical Director.....Lillian Jones  
 Chief Engineer.....Warren Fritze

**Coverage**

Daytime  
 Population—Primary ..... 825,000  
 Population—Secondary ..... 1,025,000  
 Source: Chamber of Commerce.

**W H L B**

VIRGINIA—EST. 1936

COLUMBIA BROADCASTING SYSTEM  
 ARROWHEAD NETWORK

NORTH CENTRAL BROADCASTING SYSTEM  
 FREQUENCY: 1400 Kc. POWER: 250 watts.  
 OWNED BY: Head of the Lakes B/C Co. OPERATED BY: Head of the Lakes B/C Co. BUSINESS ADDRESS: Duluth, Minn. STUDIO ADDRESS: Sixth Ave., South. PHONE: 2000. TRANSMITTER LOCATION: Sixth Ave., South. TIME ON THE AIR: 16½ hours daily. NEWS-PAPER AFFILIATION: Superior Telegram. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU.

**Personnel**

President.....W. C. Bridges  
 Station Manager.....Barney Irwin  
 Program Director-Chief Announcer,  
 Wayne C. Byers  
 Publicity-Educational Director...Norman Page  
 Sales Promotion Manager.....Bill Lofback  
 Artists' Bureau Head.....Billie Denison

**Coverage**

Population—Primary ..... 82,043  
 Radio Homes— " ..... 15,000  
 Population—Secondary ..... 91,065  
 Radio Homes— " ..... 15,956

Source: Station survey.

**K W L M**

WILMAR—EST. 1940

FREQUENCY: 1340 Kc. POWER: 250 watts.  
 OWNED BY: Lakeland Broadcasting Co. OPERATED BY: Lakeland Broadcasting Co. BUSINESS ADDRESS: Willmar. STUDIO ADDRESS: Willmar War Memorial Auditorium. PHONE: 1310. TRANSMITTER LOCATION: Foot Lake. TIME ON THE AIR: 6:00 A.M. to 10:00 P.M.

NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System, Transco.

**Personnel**

President.....H. W. Linder  
Station Manager.....Edgar Parsons  
Chief Announcer.....Jack Lynch  
Chief Engineer.....Verne Baumgartner

**Representative**

Associated Radio Markets

**K W N O**

WINONA—EST. 1938

MUTUAL BROADCASTING SYSTEM

NORTH CENTRAL BROADCASTING SYSTEM  
FREQUENCY: 1230 Kc. POWER: 250 watts.  
OWNED BY: Winona Radio Service. OPERATED BY: Winona Radio Service. BUSINESS ADDRESS: 216 Center St. PHONE: 3314

STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 831 Sarnia St. TIME ON THE AIR: 6:30 A.M. to 11:00 P.M. NEWS SERVICE: United Press: NEWSPAPER AFFILIATION: Winona Republican-Herald. TRANSCRIPTION SERVICE: Standard Radio.

**Personnel**

President.....M. H. White  
Treasurer.....H. R. Wiekling  
General Manager.....L. L. McCurnin  
Sales Manager.....Bob Owen  
Chief Announcer.....Ryan Halloran  
Musical Director.....Margaret Johnson  
Chief Engineer.....Maurice Reutter

**Coverage**

Population—Primary .....	167,700
Radio Homes— " .....	35,260
Population—Secondary .....	476,500
Radio Homes— " .....	93,670

Source: U. S. Census; mail response analysis.

**MISSISSIPPI**

Population 2,183,796

Number of Radio Homes 228,090

Number of Families 537,359

Auto Registrations 249,705

*For 1940 Census data, please turn to page 262*

**W C B I**

COLUMBUS—EST. 1940

FREQUENCY: 1400 Kc. POWER: 250 watts. OWNED BY: Birney Imes, Sr. OPERATED BY: Birney Imes, Sr. BUSINESS ADDRESS: Commercial Dispatch Bldg. STUDIO ADDRESS: Gilmer Hotel. PHONE: 980, 1313. TRANSMITTER LOCATION: Tombigbee Bridge. TIME ON THE AIR: 108 hours weekly. NEWSPAPER AFFILIATION: Commercial Dispatch. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: Standard Radio.

**Personnel**

President.....Birney Imes, Sr.  
General Manager.....Bob McRaney  
Station Manager.....Birney Imes, Jr.  
Commercial Manager.....Walter G. Allen  
Program Director.....W. E. Williams  
Publicity Director.....Drew Shankle  
Musical Director.....Annie Pearl Ferguson  
Chief Engineer.....Robert Montgomery

**Coverage**

Population—Primary .....	535,000
Radio Homes— " .....	65,000

**W J P R**

GREENVILLE—EST. 1939

FREQUENCY: 1340 Kc. POWER: 250 watts. OWNED BY: John R. Pepper. OPERATED BY:

John R. Pepper. BUSINESS ADDRESS: 107 S. Poplar. PHONE: 1770. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: North on Highway No. 1. TIME ON THE AIR: 7:00 A.M. to 10:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Associated Music Publishers.

**Personnel**

Owner.....John R. Pepper  
Manager.....Paul Thompson  
Program Director.....Bert Ferguson  
Production Manager.....Barleu Ashley  
Chief Engineers.....Millard Perry, Ray Dickson

**Coverage**

	Daytime	Evening
Population—Primary .....	345,812	172,906
Radio Homes— " .....	37,753	18,877
Population—Secondary ..	165,000	82,500
Radio Homes— " .....	13,410	6,705

Source: Field intensity measurements.

**Representative**

Frank Baldwin

**W G R M**

GREENWOOD—EST. 1937

NBC-Blue—MISSISSIPPI NETWORK

FREQUENCY: 1240 Kc. POWER: 250 watts. OWNED BY: P. K. Ewing. OPERATED BY: P. K. Ewing. BUSINESS ADDRESS: 222 How-

ard St. PHONE: 1717. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Leflore County. TIME ON THE AIR: 7:00 A.M. to 10:00 P.M. NEWS SERVICE: International News SERVICE: International News Service. TRANSCRIPTION SERVICE: Associated.

**Personnel**

President..... P. K. Ewing, Sr.  
 General Manager..... P. K. Ewing, Jr.  
 Program Director..... Ross Nelson  
 Production Manager..... Ray McGuire  
 Chief Engineer..... George Wilson

**Coverage**

Population—Primary .....	400,000
Radio Homes— " .....	68,000
Population—Secondary .....	500,000
Radio Homes— " .....	75,000

Source: State Census.

**Representative**

Sears & Ayer, Inc.

**W G C M**

**GULFPORT—EST. 1929**

FREQUENCY: 1240 Kc. POWER: 250 watts. OWNED BY: WGCM, Inc. OPERATED BY: WGCM, Inc. BUSINESS ADDRESS: Hotel Markham. PHONE: Gulfport 1111. STUDIO ADDRESS: Markham Hotel. TRANSMITTER LOCATION: 22nd St. and 15th Ave. TIME ON THE AIR: 7:00 A.M. to 10:00 P.M. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Associated. MAINTAINS ARTISTS' BUREAU.

**Personnel**

President..... P. K. Ewing  
 General Manager..... F. C. Ewing  
 Program Director..... Jack Reid  
 Production Manager..... H. C. Hill  
 Artists' Bureau Head..... V. M. Glass  
 Chief Announcer..... Harry Brown  
 Chief Engineer..... Kenneth Ervin

**Coverage**

Population—Primary .....	64,326
Radio Homes— " .....	14,212
Population—Secondary .....	169,306
Radio Homes— " .....	31,110

Source: Station survey.

**Representative**

Burn-Smith Co.

**W F O R**

**HATTIESBURG—EST. 1924**

FREQUENCY: 1400 Kc. POWER: 250 watts. OWNED BY: Forrest Broadcasting Company. OPERATED BY: Same. BUSINESS ADDRESS: 302 Hemphill St. PHONE: 1866-67. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Columbia Road. TIME ON THE AIR: 7:00 A.M. to 9:30 P.M. NEWS SERVICE: Transradio Press.

**Personnel**

President and General Manager... C. J. Wright  
 Chief Engineer..... C. H. Dyess

**Representative**

Sears & Ayer, Inc.

**W J D X**

**JACKSON—EST. 1929**

NATIONAL BROADCASTING COMPANY  
 FREQUENCY: 1300 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: Lamar Life Insurance Co. OPERATED BY: Lamar Life Insurance Co. BUSINESS ADDRESS: Lamar Life Bldg. STUDIO ADDRESS: Lamar Life Bldg. & Heidelberg Hotel. TRANSMITTER LOCATION: Highway No. 51. TIME ON THE AIR: 6:30 A.M. to 11:00 P.M. (daily); 8:00 A.M. to 11:00 P.M. (Sunday). NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

**Personnel**

Station Manager..... Wiley P. Harris  
 Commercial and Advertising  
 Manager..... Allen Lacy, Jr.  
 Program-Musical Director... Maurice Thompson  
 Publicity Director..... Ralph Maddox  
 Chief Engineer..... P. G. Root

**Coverage**

	Daytime	Evening
Population—Primary .....	1,401,660	647,418
Radio Homes— " .....	160,175	75,715
Population—Secondary .....	1,244,218	765,242
Radio Homes— " .....	115,425	35,250

Source: Station survey.

**Representative**

George P. Hollingbery Co.

**W S L I**

**JACKSON—EST. 1938**

FREQUENCY: 1450 Kc. POWER: 250 watts. OWNED BY: Standard Life Insurance Co. OPERATED BY: Standard Life Broadcasting Co. BUSINESS ADDRESS: Robert E. Lee Hotel. PHONE: 3-2788. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: High at Larson St. TIME ON THE AIR: 6:45 A.M. to 11:00 P.M. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Standard Radio.

**Personnel**

President..... G. W. Covington  
 Manager..... L. M. Sepaugh  
 Commercial Manager..... F. E. Wilkerson, Jr.  
 Sales and Merchandising Manager,  
 Maurice B. Wray  
 Chief Announcer-Publicity Director,

Paul Wilson  
 Program-Musical Director..... George Philp  
 Production Manager..... Vassar Dubard  
 Chief Engineer..... Tommie Hubbard

**Coverage**

	Daytime	Evening
Population—Primary . . . . .	172,755	137,000
Radio Homes— " . . . . .	28,500	26,000
Population—Secondary . . . . .	65,000	30,000
Radio Homes— " . . . . .	11,500	5,400

Source: Station survey.

**Representative**

Sears & Ayer, Inc.

**W A M L**

LAUREL—EST. 1935

NATIONAL BROADCASTING CO.

MISSISSIPPI NETWORK

FREQUENCY: 1340 Kc. POWER: 250 watts. OWNED BY: New Laurel Radio Station, Inc. OPERATED BY: Same. BUSINESS ADDRESS: Central Ave. PHONE: 288. STUDIO ADDRESS: 312½ Central Ave. TRANSMITTER LOCATION: Washington Road. TIME ON THE AIR: 6:00 A.M. to 7:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

**Personnel**

President . . . . . D. A. Matison  
 Station & Commercial  
 Manager . . . . . H. M. Smith  
 Program Director . . . . . Bill Tracy  
 Chief Engineer . . . . . A. A. Touchstone

**Coverage**

Population—Primary . . . . .	90,100
Radio Homes— " . . . . .	12,400
Population—Secondary . . . . .	112,000
Radio Homes— " . . . . .	9,600

Source: Field intensity survey.

**W S K B**

McCOMB—EST. 1939

FREQUENCY: 1230 Kc. POWER: 250 watts. OWNED BY: McComb Broadcasting Corp. OPERATED BY: McComb Broadcasting Corp. BUSINESS ADDRESS: McColgan Hotel. STUDIO ADDRESS: McColgan Hotel, McComb; Whitworth College, Brookhaven; and Southwest Junior College Summit. TRANSMITTER LOCATION: Pike County, Miss. TIME ON THE AIR: 6:00 A.M. to 9:00 P.M., daily except Saturday; 6:00 A.M. to 12:00 Midnight Saturdays; 6:00 A.M. to 10:00 P.M. Sundays. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System. MAINTAINS ARTISTS' BUREAU.

**Personnel**

President . . . . . Robert L. Sanders  
 General Manager . . . . . George Blumenstock  
 Program Director . . . . . Julia D. Blumenstock  
 Production-Publicity Director . . . . . Joe Butler  
 Commercial Manager . . . . . Howard Shannon  
 Artists' Bureau Head-Chief Announcer,  
 Woody Ossof  
 Musical Director . . . . . George Medaille  
 Chief Engineer . . . . . Robert Louis Sanders

**Coverage**

	Daytime	Evening
Population—Primary . . . . .	500,000	300,000
Radio Homes— " . . . . .	60,000	40,000
Population—Secondary . . . . .	300,000	100,000
Radio Homes— " . . . . .	30,000	15,000

Source: Station estimate.

**Representative**

Cox & Tanz

**W C O C**

MERIDIAN—EST. 1926

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 910 Kc. POWER: 1000 watts. OWNED BY: Mississippi Broadcasting Co., Inc. OPERATED BY: Mississippi Broadcasting Co., Inc. BUSINESS ADDRESS: Strand Bldg. PHONE: 1042. STUDIO ADDRESS: Strand Bldg. TRANSMITTER LOCATION: Highway 45. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU.

**Personnel**

General Manager . . . . . D. W. Gavin

**W Q B C**

VICKSBURG

FREQUENCY: 1390 Kc. POWER: 1000 watts. OWNED BY: Delta Broadcasting Co., Inc. OPERATED BY: Delta Broadcasting Co., Inc. BUSINESS ADDRESS: Hotel Vicksburg. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: East of Vicksburg. TIME ON THE AIR: Daytime. NEWSPAPER AFFILIATION: The Vicksburg Evening Post. TRANSCRIPTION SERVICE: World Broadcasting System.

**Personnel**

President . . . . . L. P. Cashman  
 Station Director . . . . . O. W. Jones  
 Chief Engineer . . . . . C. E. Drake

# MISSOURI

Population 3-784,664

Number of Radio Homes 818,620

Number of Families 1,065,653

Auto Registrations 922,000

*For 1940 Census data, please turn to page 263*

## K F V S

### CAPE GIRARDEAU—EST. 1925

FREQUENCY: 850 Kc. POWER: 5000 watts. OWNED BY: Oscar C. Hirsch. OPERATED BY: Same. BUSINESS ADDRESS: KFVS Radio Home, 324 Broadway. PHONE: 2104-5. STUDIO ADDRESS: KFVS Radio Home, 324 Broadway. TRANSMITTER LOCATION: 3½ miles N.W. of Girardeau. TIME ON THE AIR: 6:30 A.M. to 10:00 P.M.; Sundays, 8:00 A.M. to 9:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Standard Radio, Lang-Worth.

#### Personnel

President-General Manager...Oscar C. Hirsch  
Sales Manager.....Ralph L. Hirsch  
Musical Director.....Virginia Bahn

Station Manager.....C. L. Thomas  
Program Director.....Guy Lowe  
Commercial Manager.....J. W. Roth  
Production Manager.....Harold Douglas  
Sales Promotion Manager....Foster H. Brown  
Artists Bureau Head.....Wm. Haley, Jr.  
Musical Director.....Carl Stepp  
Chief Engineer.....Robert Haigh

#### Coverage

Population—Primary .....	200,907
Radio Homes— " .....	42,080
Population—Secondary .....	137,135
Radio Homes— " .....	25,230

Source: Mail analysis survey; 1930 U. S. Census.

#### Representative

Weed & Co.

## K F U O

### CLAYTON—EST. 1924

FREQUENCY: 850 Kc. POWER: 1000 watts. OWNED BY: Evangelical Lutheran Synod of Missouri, Ohio and Other States. OPERATED BY: Board of Control of Concordia Seminary. BUSINESS ADDRESS: 801 DeMun Ave., St. Louis, Mo. PHONE: Cabany 2499. STUDIO ADDRESS: 801 DeMun. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Unlimited license. NEWS SERVICE: United Press.

#### Personnel

Station Manager.....Herman H. Hohenstein  
Production Manager-Chief Announcer,  
Elmer Knoernschild  
Musical Director.....Hilmar Rosenberg  
Chief Engineer.....Carl S. Meyer

## K W O S

### JEFFERSON CITY—EST. 1936

#### MUTUAL BROADCASTING SYSTEM

FREQUENCY: 1340 Kc. POWER: 250 watts. OWNED BY: Tribune Printing Co. OPERATED BY: Tribune Printing Co. BUSINESS ADDRESS: 210 Monroe. PHONES: 5000, 4000, 3030. STUDIO ADDRESS: 400 East Capitol Ave. TRANSMITTER LOCATION: St. Mary's Blvd. TIME ON THE AIR: 123 hours weekly. NEWSPAPER AFFILIATION: Capitol News and Post Tribune. NEWS SERVICES: Associated Press and United Press. TRANSCRIPTION SERVICES: World Broadcasting System.

#### Personnel

President.....R. C. Goshorn  
Station Manager.....R. L. Rose  
Program Director.....John J. Corrigan  
Chief Engineer.....J. C. Haynes, Jr.

#### Coverage

Population—Primary .....	161,987
Radio Homes— " .....	30,450
Population—Secondary .....	302,123
Radio Homes— " .....	62,730

Source: Joint Committee; U. S. Census.

#### Representative

Sears & Ayer, Inc.

## K F R U

### COLUMBIA—EST. 1925

#### NATIONAL BROADCASTING CO.

FREQUENCY: 1400 Kc. POWER: 250 watts. OWNED BY: Star-Times Pub. Co. OPERATED BY: Same. BUSINESS ADDRESS: 9th and Elm Sts. PHONE: 4141-2. STUDIO ADDRESS: 9th and Elm Sts. TRANSMITTER LOCATION: Campus of Stephens College. TIME ON THE AIR: 7:15 A.M. to 11:00 P.M. (11¼ hours weekly). NEWSPAPER AFFILIATION: Star-Times Pub. Co. (St. Louis). NEWS SERVICE: United Press. Associated Press, International News Service. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus.

#### Personnel

President.....Elzey Roberts  
Vice-President.....John C. Roberts, Jr.

## W M B H

### JOPLIN—EST. 1933

FREQUENCY: 1450 Kc. POWER: 250 watts. OWNED BY: Joplin Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Keystone Hotel at 4th & Main Sts. PHONE: 330-1-2. STUDIO ADDRESS: Keystone Hotel at 4th & Main Sts. TRANSMITTER LOCATION:

13th & Roosevelt. TIME ON THE AIR: 6:00 A.M. to 11:30 P.M. NEWSPAPER AFFILIATION: Joplin Globe & News-Herald. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System. NAB Library, Davis & Schwegler.

**Personnel**

President-Station Manager.....D. J. Poynor  
 Chief Announcer.....J. Chas. McIntire  
 Sales Manager.....W. H. Clark  
 News Editor.....Paul Stubblefield  
 Production Manager.....Stella Lukens  
 Chief Engineer.....Baxter Burriss

**Coverage**

	Daytime	Evening
Population—Primary . . . . .	285,000	225,000
Radio Homes— " . . . . .	88,000	65,000
Population—Secondary . . . . .	593,000	450,000
Radio Homes— " . . . . .	118,490	96,000

Source: U. S. Census; Joint Committee.

**Representative**

Sears & Ayer

**K C M O**

KANSAS CITY—EST. 1925

FREQUENCY: 1480 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: KCMO Broadcasting Co. OPERATED BY: KCMO Broadcasting Co. BUSINESS ADDRESS: Commerce Trust Bldg. PHONE: Victor 0900. STUDIO ADDRESS: Commerce Trust Bldg. TRANSMITTER LOCATION: 10th and Hardesty. TIME ON THE AIR: 6:30 A.M. to 12:00 Midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Associated, Lang-Worth.

**Personnel**

President.....T. L. Evans  
 General & Sales Manager.....Jack Stewart  
 Business Manager.....C. E. Breazell  
 Program Director.....James Coy  
 News Editor.....James Munroe  
 Chief Engineer.....L. C. Sigmon

**Coverage**

Population—Primary . . . . .	2,615,712
Radio Homes— " . . . . .	602,568

Source: Station survey.

**K I T E**

KANSAS CITY—EST. 1934

MUTUAL BROADCASTING SYSTEM

FREQUENCY: 1590 Kc. POWER: 1000 watts. OWNED BY: First National Television, Inc. OPERATED BY: Same. BUSINESS ADDRESS: Irving-Pitt Bldg., 816 Locust St. PHONE: Harrison 5818. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 86th and Summit Sts. TIME ON THE AIR: 5:00 A.M. to 12:00 Midnight; Sunday, 8:00 A.M. to 12:00 Midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: C. P. MacGregor, Titan.

**Personnel**

Vice President and General  
 Manager.....D. E. "Plug" Kendrick  
 Station Manager.....L. L. Jaquier  
 Commercial Manager.....Robert S. Peyton

**K M B C**

KANSAS CITY—EST. 1921

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 980 Kc. POWER: 5000 watts. OWNED BY: Midland Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Pickwick Hotel, 10th & McGee St. PHONE: Harrison 2650. STUDIO ADDRESS: Pickwick Hotel, 11th floor. TRANSMITTER LOCATION: 50th & Belinder Rd., Johnson County, Kans. TIME ON THE AIR: 5:00 A.M. to 12:03 A.M.; Sunday, 7:00 A.M. to 12:03 A.M. NEWS SERVICE: Transradio press. MAINTAINS AN ARTISTS' BUREAU. TRANSCRIPTION SERVICES: World Program Library, Lang-Worth, Station maintains own recording laboratory.

**Personnel**

President .....Arthur B. Church  
 Vice-President and Managing Director,

Karl Koerper

Promotion Manager.....Frank Barhydt  
 Artists Bureau Head.....J. W. McConnell  
 Director of Research &

Merchandising.....Mark N. Smith  
 Program Director.....Felix Adams  
 Director of Sales.....Sam H. Bennett  
 Director Natl. Program Sales...Geo. E. Halley  
 Studio Director .....Kenneth Krahl  
 News Editor.....Erle H. Smith  
 Farm Service Director.....Phil Evans  
 Educational Director.....Edwin Browne  
 Studio Director.....Kenneth Krahl  
 Chief Announcer.....Bert Lane  
 Musical Director.....P. Hans Flath  
 Technical Supervisor .....Ray Moler

**Representative**

Free & Peters, Inc.

**W D A F**

KANSAS CITY—EST. 1922

NATIONAL BROADCASTING CO. (RED)

FREQUENCY: 610 Kc. POWER: 5000 watts. OWNED BY: The Kansas City Star Co. OPERATED BY: Same. BUSINESS ADDRESS: 1729 Grand Ave. PHONE: Harrison 1200. STUDIO ADDRESS: 1729 Grand Ave. TRANSMITTER LOCATION: Johnson County, Kansas. TIME ON THE AIR: 125 hours weekly. NEWSPAPER AFFILIATION: The Kansas City Star. NEWS SERVICES: Associated Press. TRANSCRIPTION SERVICE: Standard Radio, Lang-Worth.

**Personnel**

Station Manager.....H. Dean Fitzer  
 Assistant Manager.....V. S. Batton

Sales ..... R. Gardner Reames  
 Program Manager..... Harry J. Kaufmann  
 Chief Engineer..... Joseph A. Flaherty

**Coverage**

	Daytime	Evening
Population—Primary	5,683,275	5,683,275
Radio Homes—	979,113	979,113

Source: Field intensity measurements.

**Representative**

Edward Petry & Co.

**W H B**

**KANSAS CITY—EST. 1922**

MUTUAL

KANSAS STATE NETWORK

FREQUENCY: 880 Kc. POWER: 1000 watts.  
 OWNED BY: WHB Broadcasting Co. OPERATED BY: WHB Broadcasting Co. BUSINESS ADDRESS: Scarritt Bldg. PHONE: Harrison 1161. STUDIO ADDRESS: Scarritt Bldg. (Station maintains remote studios throughout Kansas City.) TRANSMITTER LOCATION: North Kansas City. TIME ON THE AIR: 6:00 A.M. to local sunset. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Associated, NAB Library.

**Personnel**

President..... Donald Dwight Davis  
 Station Manager..... John T. Schilling  
 Vice-President and Treasurer... John F. Cash  
 Regional Sales Manager..... Bryan Murphy

**Representative**

William G. Rambeau Co.

**K W O C**

**POPLAR BLUFF—EST. 1938**

FREQUENCY: 1340 Kc. POWER: 250 watts.  
 OWNED BY: A. L. McCarthy, C. A. Tedrick and J. H. Wolpers. OPERATED BY: Same. BUSINESS ADDRESS: 1801 N. Main St. PHONE: 1310. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 10:00 P.M.; Sundays, 8:00 A.M. to 5:00 P.M. NEWSPAPER AFFILIATION: Poplar Bluff American Republic. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: World Broadcasting System.

**Personnel**

General Manager..... P. H. Cunningham  
 Production Manager..... William R. Tedrick  
 Chief Announcer..... A. S. Parish  
 Musical Director..... Lola Sechrest  
 Chief Engineer..... Don Lidenton

**Coverage**

	Daytime	Evening
Population—Primary	114,742	76,498
Radio Homes—	12,210	5,572
Population—Secondary	336,644	
Radio Homes—	41,450	

Source: Field intensity measurements and mail analysis; U. S. Census.

**K F E Q**

**ST. JOSEPH—EST. 1924**

FREQUENCY: 680 Kc. POWER: 2500 watts, d.; 500 watts, n. OWNED BY: KFEQ, Inc. OPERATED BY: KFEQ, Inc. BUSINESS ADDRESS: Schneider Bldg. PHONE: 4-0813. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Southeast of St. Joseph. TIME ON THE AIR: 6:00 A.M. to Pacific Coast sunset. NEWSPAPER AFFILIATIONS: St. Joseph News-Press and Gazette. NEWS SERVICE: United Press.

**Personnel**

President-Treasurer ..... Barton Pitts  
 Nat'l Advertising Manager.. Glen G. Griswold  
 Program Director..... Harry Packard  
 Promotion Manager..... J. Ted Branson  
 Chief Engineer..... J. Wesley Koch

**Coverage**

Population—Primary	1,694,680
Radio Homes—	292,270
Population—Secondary	3,013,880
Radio Homes—	619,220

Source: Mail response analysis.

**Representative**

Headley-Reed Co.

**K M O X**

**ST. LOUIS—EST. 1925**

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1120 Kc. POWER: 50,000 Watts. OWNED BY: Columbia Broadcasting System. OPERATED BY: Same. BUSINESS ADDRESS: Mart Bldg. PHONE: Central 8240. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Lemay Ferry and Baumgartner Rds. TIME ON THE AIR: 5:30 A.M. to 1:00 A.M., daily; 7:29 A.M. to 1:00 A.M., Sundays. NEWS SERVICE: United Press, Transradio Press, Associated Press.

**Personnel**

General Manager..... Merle S. Jones  
 Sales Manager..... Kenneth W. Church  
 Program Director..... Chester Renier  
 Sales Promotion Director... J. Soulard Johnson  
 Public Affairs Dept. & Press  
 Relations Director..... Jurien Hoekstra  
 Director of Public Relations... Arthur J. Casey  
 Production Manager..... Rollie Williams  
 Chief Announcer..... France Laux  
 Musical Director..... Ben Feld  
 Chief Engineer..... L. McComas Young

**Coverage**

	Daytime	Evening
Population—Primary	2,572,100	2,033,100
Radio Homes—	581,200	475,650
Population—Secondary	5,899,900	2,586,600
Radio Homes—	1,232,950	510,680

Source: Market Research Division of CBS; U. S. Census.

**Representative**

Radio Sales



**K S D**

ST. LOUIS—EST. 1922

NBC (RED)

FREQUENCY: 550 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: Pulitzer Pub. Co. OPERATED BY: Same. BUSINESS ADDRESS: 12th & Olive St. PHONE: Main 1111. STUDIO ADDRESS: Post-Dispatch Bldg. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 8:00 A.M. to midnight. NEWSPAPER AFFILIATION: St. Louis Post-Dispatch. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICES: NBC Thesaurus, Lang-Worth.

**Personnel**

General Manager.....George M. Burbach  
Commercial and Sales

Manager.....Edward W. Hamlin  
Chief Engineer.....Robert L. Coe

**Representative**

Free & Peters, Inc.

**K W K**

ST. LOUIS—EST. 1927

NBC (BLUE)—MBS—MISSOURI-ILLINOIS  
BROADCASTING SYSTEM

FREQUENCY: 1380 Kc. POWER: 5000 watts. OWNED BY: Thomas Patrick, Inc. OPERATED BY: Same. BUSINESS ADDRESS: Hotel Chase. PHONE: Rosedale 3210. STUDIO ADDRESS: Hotel Chase. TRANSMITTER LOCATION: Baden. TIME ON THE AIR: 6:00 A.M. to 12:00 Midnight, daily; 7:00 A.M. to 12:00 Midnight, Sundays. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

**Personnel**

President.....R. T. Convey  
Sales Manager.....V. E. Carmichael  
Studio Supervisor.....Ray Dady  
National Sales Manager.....R. M. Sampson  
Chief Announcer.....Martin Bowin  
Program Director.....John Tinnea  
Production Manager.....Dan Seyforth  
Musical Director.....Al Sarli  
Continuity Chief.....Claire Harrison  
Chief Engineer.....James Burke

**Coverage**

Population—Primary ..... 1,494,444  
Radio Homes— " ..... 431,108  
Population—Secondary ..... 954,812  
Radio Homes— " ..... 173,500

Source: Field intensity measurements.

**Representative**

Paul H. Raymer Company

**K X O K**

ST. LOUIS—EST. 1939

NATIONAL BROADCASTING CO.

FREQUENCY: 630 Kc. POWER: 5000 watts.

OWNED BY: Star-Times Publishing Co. OPERATED BY: Star-Times Publishing Co. BUSINESS ADDRESS: Star-Times Bldg., 12th & Delmar. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Madison County, Ill. TIME ON THE AIR: 5:30 A.M. to 12:00 Midnight. NEWSPAPER AFFILIATION: St. Louis Star-Times. NEWS SERVICE: United Press, International News Service. TRANSCRIPTION SERVICE: Associated, Standard Radio, Lang-Worth.

**Personnel**

General Manager.....John C. Roberts, Jr.  
Sales Manager.....Clarence G. Cosby  
Program Director.....Blaine Cornwell  
News Editor.....Bruce Barrington  
Publicity Director.....Dave Frederick  
Continuity Editor.....Charles Barnhart  
Musical Director.....Stanley W. Daugherty  
Chief Engineer.....Art Rekart

**Coverage**

	Daytime	Evening
Population—Primary	3,416,300	1,607,154
Radio Homes— " "	822,388	410,428

Source: Field intensity measurements; Dept. of Commerce; 1930 U. S. Census.

**Representative**

Weed & Co.

**W E W**

ST. LOUIS—EST. 1921

FREQUENCY: 770 Kc. POWER: 1000 watts. OWNED BY: St. Louis University. OPERATED BY: Same. BUSINESS ADDRESS: 221 N. Grand Blvd. PHONE: Franklin 5665. STUDIO ADDRESS: 3542 Lindell Blvd. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 5:00 A.M. to local sunset. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Lang-Worth, Standard Radio.

**Personnel**

Faculty Director.....W. A. Burk, S.J.  
General Manager.....Nicholas Pagliara  
Program Manager.....Arthur T. Jones  
Musical Director.....Ralph Stein  
Chief Engineer.....George Rueppel

**Representative**

Joseph Hershey McGillvra

**W I L**

ST. LOUIS—EST. 1922

FREQUENCY: 1230 Kc. POWER: 250 watts. OWNED BY: Missouri Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: Grand and Lindell Blvds. PHONE: Jefferson 8403-4-5. STUDIO ADDRESS: Grand and Lindell Blvds. TRANSMITTER LOCATION: 2601 Lindell Blvd. TIME ON THE AIR: 7:00 A.M. to 2:00 A.M., daily except Saturday and Sunday; 7:00 A.M. to 3:30 A.M., Saturdays; 8:30 A.M. to

12:00 Midnight, Sundays. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Standard Radio, C. P. MacGregor, Lang-Worth.

**Personnel**

President and General  
 Manager.....Lester A. Benson  
 Vice-President.....Clarence W. Benson  
 Commercial Manager.....David Pasternak  
 Program Director.....Neil Norman  
 Sales Promotion Manager....William Durney  
 Publicity Director.....Bart Slattery  
 Musical Director.....Allister Wylie  
 Chief Engineer.....Chal H. Stoup

**Coverage**

	Daytime	Evening
Population—Primary	1,385,840	1,347,527
Radio Homes—	362,820	354,950

Source: Mail response analysis.

**Representative**

Reynolds-Fitzgerald, Inc.

**K D R O**

SEDALIA—EST. 1939

FREQUENCY: 1490 Kc. POWER: 250 watts. OWNED BY: Albert S. and Robert A. Drohlich d/b as Drohlich Bros. OPERATED BY: Same. BUSINESS ADDRESS: 2100 West Broadway. STUDIO ADDRESS: 2100 West Broadway. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:00 A.M. to 11:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio. MAINTAINS ARTISTS' BUREAU.

**Personnel**

Station Manager.....Robert A. Drohlich  
 Promotion Manager.....Albert S. Drohlich  
 Commercial Manager.....Charles Lamm  
 Program-Musical Director.....William Davis  
 Chief Announcer.....Marvin Mueller  
 Chief Engineer.....Thomas L. Yount

**Coverage**

	Daytime	Evening
Population—Primary	207,706	207,706
Radio Homes—	42,300	42,300
Population—Secondary	127,372	127,372
Radio Homes—	24,950	24,950

Source: Mail response analysis; Joint Committee.

**Representative**

Howard H. Wilson Co.

**K G B X**

SPRINGFIELD—EST. 1924  
 NATIONAL BROADCASTING CO.  
 (RED AND BLUE)

FREQUENCY: 1260 Kc. POWER: 5000 watts. OWNED BY: Springfield Broadcasting Co.

OPERATED BY: Same. BUSINESS ADDRESS: 508 St. Louis. PHONE: 1360-1-2-3. STUDIO ADDRESS: 508 St. Louis. TRANSMITTER LOCATION: Bolivar Road. TIME ON THE AIR: 6:30 A.M. to Midnight. NEWSPAPER AFFILIATION: Springfield Newspapers, Inc. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

**Personnel**

President.....T. W. Duvall  
 General Manager.....Ralph D. Foster  
 Business Manager.....C. Arthur Johnson  
 Promotion Manager.....Carl S. Ward  
 Program Director.....George Earle  
 Chief Engineer.....Fritz Bauer  
 National Sales Manager.....Lester Kennon  
 Local Sales Manager.....Gordon Wardell  
 Chief Engineer.....Fritz Bauer

**Coverage**

Population—Primary	499,673
Radio Homes—	73,900
Population—Secondary	641,673
Radio Homes—	87,700

Source: Mail response analysis; Joint Committee; U. S. Census.

**Representative**

John E. Pearson

(See Page 342)

**K W T O**

SPRINGFIELD—EST. 1933

FREQUENCY: 560 Kc. POWER: 5000 watts (5:00 A.M. to local sunset); 1000 watts (5:00 to 6:00 A.M.). OWNED BY: Ozarks Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 508 St. Louis. PHONE: 1360-1-2-3. STUDIO ADDRESS: 508 St. Louis. TRANSMITTER LOCATION: Bolivar Road. TIME ON THE AIR: 5:00 A.M. to local sunset. NEWSPAPER AFFILIATION: Springfield Newspapers, Inc. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

**Personnel**

President and Station  
 Manager.....Ralph D. Foster  
 Chief Announcer.....Russ Davis  
 National Sales Manager.....Lester Kennon  
 Local Sales Manager.....Gordon Wardell  
 Promotion Manager.....Carl S. Ward  
 Program Director.....Terry Moss  
 Chief Engineer.....Fritz Bauer

**Coverage**

Population—Primary	1,231,110
Radio Homes—	284,900

Source: U. S. Census; Joint Committee.

**Representative**

John E. Pearson

# MONTANA

Population 559,456

Number of Radio Homes 128,480

Number of Families 159,398

Auto Registrations 190,000

*For 1940 Census data, please turn to page 264*

## K G H L

**BILLINGS—EST. 1928**

NBC (RED AND BLUE)

FREQUENCY: 790 Kc. POWER: 5000 watts.  
OWNED BY: Northwestern Auto Supply Co.  
OPERATED BY: Northwestern Auto Supply Co.  
BUSINESS ADDRESS: 5th and North Broadway.  
PHONE: 2222. STUDIO ADDRESS: 5th and North Broadway. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. (daily); 9:00 A.M. to 11:00 P.M. (Sunday). NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio. NBC Thesaurus.

### Personnel

President.....C. O. Campbell  
Station Manager.....Ed Yocum  
Chief Engineer.....Jeff Kiichli

### Coverage

Population—Primary .....	444,000
Radio Homes— " .....	94,400
Population—Secondary .....	181,200
Radio Homes— " .....	45,000

Source: Mail response analysis.

### Representative

The Katz Agency

## K R B M

**BOZEMAN—EST. 1939**

NATIONAL BROADCASTING CO.

Z-BAR NET

FREQUENCY: 1450 Kc. POWER: 250 watts.  
OWNED BY: KRBM Broadcasters. OPERATED BY: KRBM Broadcasters. BUSINESS ADDRESS: Baxter Hotel. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: East of Bozeman. TIME ON THE AIR: 8:00 A.M. to 10:30 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Davis & Schwegler, Lang-Worth.

### Personnel

President.....R. B. MacNab, Jr.  
Station Manager.....Pat M. Goodover  
Sales Manager.....Rodney McArdle

### Representative

Ferguson & Walker, Inc.

## K G I R

**BUTTE—EST. 1929**

NATIONAL BROADCASTING CO.

PACIFIC NORTHWEST COVERAGE GROUP

Z-BAR NET

FREQUENCY: 1370 Kc. POWER: 5000 watts.  
OWNED BY: KGIR, Inc. OPERATED BY: KGIR, Inc. BUSINESS ADDRESS: Butte. PHONE:

22-3-44. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Sunday, 9:00 A.M. to midnight; Week Days, 7:00 A.M. to 1:00 A.M. TRANSCRIPTION SERVICE: Standard Radio, Titan, Lang-Worth, NAB.

### Personnel

Manager .....Ed. B. Craney  
Sales Manager.....M. E. Dunn  
Musical Director .....B. R. Sprague  
Chief Engineer.....Fred Heister  
Program Director.....Jack Boor

### Representative

Ferguson & Walker, Inc.

## K F B B

**GREAT FALLS—EST. 1922**

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1310 Kc. POWER: 5000 watts.  
OWNED BY: Buttrey Broadcast, Inc. OPERATED BY: Buttrey Broadcast, Inc. BUSINESS ADDRESS: First National Bank Bldg. PHONE: 4377. STUDIO ADDRESS: First National Bank

## K G I R BUTTE

MONTANA'S ONLY 5000 WATT  
FULL TIME STATION



*Also (As Bonus Stations)*

## K P F A - K R B M

Helena

Bozeman & Livingston



Connected by permanent lines—

Available on Z Net or

on NBC Red & Blue

BOX 1956

BUTTE, MONTANA

Bldg. TRANSMITTER LOCATION: 4½ miles west of Great Falls. TIME ON THE AIR: 6:55 A.M. to 11:15 P.M. (daily), 9:00 A.M. to 11:15 P.M. (Sunday). NEWSPAPER AFFILIATION: Great Falls Tribune. NEWS SERVICES: United Press. TRANSCRIPTION SERVICE: Standard Library, C. P. MacGregor, Davis & Schwegler.

**Personnel**

President.....F. A. Buttrey  
 General Manager.....Joseph P. Wilkins  
 Sales Promotion Manager....William Wallace  
 Program Director.....John Alexander  
 News Editor.....LeRoy Mattingly  
 Publicity-Special Events Director,

Deanne Flett

Office Manager.....Josie Weir  
 Sports Director.....Bill Tredway  
 Continuity Chief.....Dorothy Roberts  
 Musical Director.....Roscoe Kernan  
 Chief Engineer.....Wilbur Myhre

**Coverage**

Population—Primary ..... 144,700  
 Radio Homes— " ..... 31,560  
 Population—Secondary ..... 121,000  
 Radio Homes— " ..... 23,350

Source: Mail response analysis; CBS Listener Study; U. S. Census.

**Representatives**

Weed & Company

Walter Biddick Co. (Los Angeles & Seattle)

**K P F A**

HELENA—EST. 1937

NATIONAL BROADCASTING CO.—Z BAR NET

FREQUENCY: 1240 Kc. POWER: 250 watts. OWNED BY: Peoples Forum of the Air. OPERATED BY: Peoples Forum of the Air. BUSINESS ADDRESS: 1306 East 11th. PHONE: 857. STUDIO ADDRESS: 1306 East 11th. TRANSMITTER LOCATION: 1306 East 11th St. TIME ON THE AIR: 8:00 A.M. to midnight. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Langworth, Davis & Schwegler.

**Personnel**

President.....Barclay Craighead  
 Station Manager.....K. O. MacPherson

**Representative**

Furgason & Walker, Inc.

**K G E Z**

KALISPELL—EST. 1927

FREQUENCY: 1340 Kc. POWER: 250 watts (C.P. 1480 Kc.; 1000 watts). OWNED BY: Donald C. Treloar. OPERATED BY: Same. BUSINESS ADDRESS: 203—1st Ave. E. PHONE: 32-332. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 2¼ miles south on Highway No. 93. TIME ON THE AIR: 7:00 A.M. to 9:30 P.M. NEWS SERVICE: United Press.

**Personnel**

General Manager .....Donald C. Treloar

**K R J F \***

MILES CITY—EST. 1941

FREQUENCY: 1340 Kc. POWER: 250 watts. OWNED BY: Star Printing Co. OPERATED BY: Same. BUSINESS ADDRESS: Miles City. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. NEWSPAPER AFFILIATION: Miles City Star.

**Personnel**

President.....Sarah M. Scanlon  
 Vice-President.....C. J. Zimmerman  
 Secretary-Treasurer.....W. F. Flinn

\*Station was licensed to operate under a construction permit at time of going to press and no further information was available.

**K G V O**

MISSOULA—EST. 1931

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1290 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: Mosby's, Inc. OPERATED BY: Mosby's, Inc. BUSINESS ADDRESS: 132 W. Front St. PHONE: 2155. STUDIO ADDRESS: 132 W. Front St. TRANSMITTER LOCATION: 4 miles west on Highway 10. TIME ON THE AIR: 7:00 A.M. to 11:49 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Lang-Worth, Davis & Schwegler.

**Personnel**

President and Station Manager....A. J. Mosby  
 Secretary-Treasurer.....Edna Mae Mosby  
 Commercial Manager.....Jack Burnett  
 Comptroller.....Palmer Stetjen  
 Advertising Manager.....Nick Moriana  
 Artists Bureau Head.....Richard Bartlett  
 News Editor.....Frank McIntyre  
 Chief Announcer.....Paul Aarnette  
 Program and Publicity

Director.....James Alden Barber  
 Musical Director.....Margaret Castle  
 Merchandising Manager.....Marion Dixon  
 Women's Editor.....Dagmor Ann Weston  
 Traffic Manager.....Ernestine Flannery  
 Chief Engineer.....George Allison

**Coverage**

Population—Primary ..... 135,200  
 Radio Homes— " ..... 34,430  
 Population—Secondary ..... 435,400  
 Radio Homes— " ..... 110,200

Source: Station survey.

**Representative**

Burn-Smith Co.

**K G C X**

WOLF POINT—EST. 1926

FREQUENCY: 1480 Kc. POWER: 1000 watts. OWNED BY: E. E. Krebsbach. OPERATED BY: E. E. Krebsbach. BUSINESS ADDRESS: Wolf Point. STUDIO ADDRESS: Westland Super Ser-

vice Station. PHONE: 102. TRANSMITTER LOCATION: 2 miles east of Wolf Point. TIME ON THE AIR: 8:00 A.M. to 10:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Lang-Worth, World Broadcasting System, Davis & Schwegler.

**Personnel**

President ..... E. E. Krebsbach  
Station and Commercial  
Manager..... Milton J. Severson

Chief Announcer..... Eugene Bunker  
Musical Director..... Skeets Shaw  
Chief Engineer..... Harold Klimpel

**Coverage**

Population—Primary .....	51,375
Radio Homes— " .....	9,184
Population—Secondary .....	222,605
Radio Homes— " .....	26,533

Source: Field intensity measurements.

# NEBRASKA

Population 1,315,834

Number of Radio Homes 291,850

Number of Families 360,255

Auto Registrations 418,500

*For 1940 Census data, please turn to page 265*

## KORN

FREMONT—EST. 1939

FREQUENCY: 1400 Kc. POWER: 250 watts. OWNED BY: Nebraska Broadcasting Corp. OPERATED BY: Nebraska Broadcasting Corp. BUSINESS ADDRESS: 6th and Broad Sts. STUDIO ADDRESS: 6th and Broad Sts. TRANSMITTER LOCATION: East 16th St. TIME ON THE AIR: 6:00 A.M. to 10:00 P.M. TRANSCRIPTION SERVICE: Standard Radio. NEWS SERVICE: Associated Press.

**Personnel**

President ..... Arthur Baldwin  
Legal Counsel..... Clark Standiford  
Acting Station Manager..... John Palmquist  
Sales Manager..... Warren Binkley  
Program-Musical Director..... Fred Christenson  
Chief Announcer..... Paul Boyer  
Artists' Bureau Head..... Bob Irwin  
Chief Engineer..... E. A. Blackburn

**Coverage**

Population—Primary .....

Population—Secondary .....	134,000
Population—Secondary .....	375,000

Source: Station estimate.

## KMMJ

GRAND ISLAND—EST. 1925

FREQUENCY: 750 Kc. POWER: 1000 watts. OWNED BY: KMMJ, Inc. OPERATED BY: KMMJ, Inc. BUSINESS ADDRESS: 513½ North Locust St. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Phillips, Nebr. TIME ON THE AIR: 6:00 A.M. to local sunset. NEWS-PAPER AFFILIATION: Clay County Sun. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio.

**Personnel**

President ..... Don Searle  
General Manager..... Ted Matthews  
Commercial Manager..... William Martin

Program Director-Chief Announcer,  
Orie Kerwood  
Chief Engineer..... Raymond E. Snoddy

**Coverage**

Population—Primary .....	782,738
Radio Homes— " .....	109,510

**Representative**

Howard H. Wilson Co.

# KGFW

KEARNEY, NEBRASKA

87,530 Radio Families in central, southern and western Nebraska, the center of the white spot of the nation, listen regularly to . . .

## KGFW

Their Local Station

Lloyd C. Thomas, Gen. Mgr.

# K H A S

HASTINGS—EST. 1939

FREQUENCY: 1230 Kc. POWER: 250 watts. OWNED BY: Nebraska Broadcasting Co. OPERATED BY: Nebraska Broadcasting Co. BUSINESS ADDRESS: Hastings. PHONE: 1745. STUDIO ADDRESS: Hastings. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 92½ hours weekly. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: World Broadcasting System.

## Personnel

President.....Henry Smith  
Station Manager.....Orville Rennie  
Sales Manager.....Earl McIntire  
Program Director.....Al Ray Brown  
Chief Announcer.....Russell VanDyke  
Chief Engineer.....Walter Ely

# K G F W

KEARNEY—EST. 1928

FREQUENCY: 1340 Kc. POWER: 250 watts. OWNED BY: Central Nebraska Broadcasting Corp. OPERATED BY: Central Nebraska Broadcasting Corp. BUSINESS ADDRESS: Federal Annex. PHONE: 23541. STUDIO ADDRESS: Federal Annex Bldg. TRANSMITTER LOCATION: South Central Ave. TIME ON THE AIR: 6:00 A.M. to 10:00 P.M. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Standard Radio.

## Personnel

General Manager.....Lloyd C. Thomas  
Commercial Manager.....E. Anson Thomas  
Program Director.....Paul Roscoe  
Sales Promotion Manager.....Kemper Wilkins  
Production Manager.....Lester Bashara  
Publicity Director.....Marjorie Mattson  
Chief Engineer.....Leland Gustafson

## Coverage

Population—Primary ..... 454,497  
Radio Homes— " ..... 87,140

Source: Mail response analysis.

## Representative

Joseph Hershey McGillvra  
(See Page 473)

# K F A B

LINCOLN—EST. 1924

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1110 Kc. POWER: 10,000 Watts. OWNED BY: KFAB Broadcasting Co. OPERATED BY: KFAB Broadcasting Co. BUSINESS ADDRESS: Omaha National Bank Bldg., Omaha, Nebr. PHONE: 2-3214. STUDIO ADDRESS: Hotel Lincoln. TRANSMITTER LOCATION: 17th St. and Holdredge. TIME ON THE AIR: 4:45 A.M. to 12:00 Midnight. NEWS-

PAPER AFFILIATIONS: State Journal, Lincoln Star. NEWS SERVICES: International News Service. TRANSCRIPTION SERVICE: World Broadcasting System, Standard Radio.

## Personnel

President.....Frank D. Throop  
General Manager.....Don Searle  
National Sales Manager.....Frank Pellegrin  
Sales Promotion Manager.....R. Bruce Wallace  
Chief Engineer.....Mark Bullock

## Coverage

Population—Primary ..... 1,534,513  
Radio Homes— " ..... 311,230  
Population—Secondary ..... 1,810,960  
Radio Homes— " ..... 368,590

Source: U. S. Census; Joint Committee.

## Representative

Edward Petry & Co., Inc.

# K F O R

LINCOLN—EST. 1924

MUTUAL BROADCASTING SYSTEM

CENTRAL STATES BROADCASTING SYSTEM

FREQUENCY: 1240 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: Cornbelt Broadcasting Corp. OPERATED BY: Cornbelt Broadcasting Corp. BUSINESS ADDRESS: Omaha National Bank Bldg., Omaha, Nebr. STUDIO ADDRESS: Hotel Lincoln. TRANSMITTER LOCATION: 4607 South 48th. TIME ON THE AIR: 6:30 A.M. to midnight. NEWSPAPER AFFILIATIONS: State Journal, Lincoln Star. NEWS SERVICES: International News Service. TRANSCRIPTION SERVICE: World Broadcasting System, C. P. MacGregor, Standard Radio.

## Personnel

President.....Frank D. Throop  
General Manager.....Don Searle  
National Sales Manager.....Frank Pellegrin  
Sales Promotion Manager.....R. Bruce Wallace  
Chief Engineer.....Mark Bullock

## Coverage

Population—Primary ..... 270,990  
Radio Homes— " ..... 58,770  
Population—Secondary ..... 155,652  
Radio Homes— " ..... 44,530

Source: U. S. Census.

## Representative

Edward Petry & Co., Inc.

# W J A G

NORFOLK—EST. 1922

FREQUENCY: 780 Kc. POWER: 1000 watts. OWNED BY: Norfolk Daily News. OPERATED BY: Norfolk Daily News. BUSINESS ADDRESS: 116 N. Fourth St. PHONE: 432. STUDIO ADDRESS: Hotel Norfolk. TRANSMITTER LOCATION: W. Koenigstein Ave. TIME ON THE AIR: 6:30 A.M. to local sunset; Sunday, 10:00

A.M. to local sunset. NEWSPAPER AFFILIATION: Norfolk Daily News. NEWS SERVICE USED: Associated Press. TRANSCRIPTION SERVICE: Langworth.

**Personnel**

President ..... Gene Huse  
 Station Manager..... Art Thomas  
 Program Director..... Russell Jensen  
 Chief Engineer..... Frank Weidenbach

**Coverage**

Population—Primary ..... 291,595  
 Radio Homes— " ..... 51,890  
 Population—Secondary ..... 1,358,649  
 Radio Homes— " ..... 283,750

Source: U. S. Census.

**Representative**

Furgason & Walker, Inc.

**K G N F**

**NORTH PLATTE—EST. 1930**

FREQUENCY: 1460 Kc. POWER: 1000 watts. OWNED BY: Great Plains Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 1521 W. 12th. PHONE: 132. STUDIO ADDRESS: 1521 W. 12th. TRANSMITTER LOCATION: 1521 W. 12th. TIME ON THE AIR: 7:00 A.M. to local sunset. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: C. P. MacGregor, Land-Worth.

**Personnel**

President and Station  
 Manager..... W. I. LeBarron  
 Secretary-Treasurer..... V. J. LeBarron  
 Chief Engineer ..... J. B. Eaves

**Coverage**

Population—Primary ..... 468,800  
 Radio Homes— " ..... 94,680

Source: Station survey and estimate.

**K O I L**

**OMAHA—EST. 1925**

COLUMBIA BROADCASTING SYSTEM  
 MUTUAL BROADCASTING SYSTEM

FREQUENCY: 1290 Kc. POWER: 5000 watts. OWNED BY: Central States Broadcasting Co. OPERATED BY: Central States Broadcasting Co. BUSINESS ADDRESS: Omaha National Bank Bldg. PHONE: Jackson 7626. STUDIO ADDRESS: Omaha Nat. Bank Bldg. TRANSMITTER LOCATION: Council Bluffs, Iowa. TIME ON THE AIR: 6:00 A.M. to Midnight, daily except Saturday and Sunday; 6:00 A.M. to 12:30 P.M., Saturdays; 8:00 A.M. to Midnight, Sundays. NEWSPAPER AFFILIATION: Lincoln Star, Nebraska State Journal. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: World Broadcasting System, C. P. MacGregor, Standard Radio.

**Personnel**

President ..... Frank Throop

General Manager..... Don Searle  
 National Sales Manager..... Frank Pellegrin  
 Program Director..... Cliff Johnson  
 Production Manager..... Harold Hughes  
 Sales Promotion Manager... R. Bruce Wallace  
 Chief Engineer..... Mark Bullock

**Coverage**

Population—Primary ..... 529,237  
 Radio Homes— " ..... 122,400  
 Population—Secondary ..... 422,726  
 Radio Homes— " ..... 90,080

Source: U. S. Census; Joint Committee.

**Representative**

Edward Pety & Co.

**K O N B \***

**OMAHA—EST. 1941**

FREQUENCY: 1490 Kc. POWER: 250 watts. OWNED BY: MSB Broadcasting Co. OPERATED BY: MSB Broadcasting Co. BUSINESS ADDRESS: 2170 Dodge St. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Unlimited license.

**Personnel**

President..... Arthur Baldwin  
 Vice-President..... C. J. Malmsten  
 Vice-President..... John K. Morrison

\*Station was licensed to operate under a construction permit at time of going to press and no further information was available.

**K O W H**

**OMAHA—EST. 1922**

NATIONAL BROADCASTING CO.

FREQUENCY: 660 Kc. POWER: 500 Watts. OWNED BY: World Publishing Co. OPERATED BY: Omaha World Herald. BUSINESS ADDRESS: 8th Floor, World-Herald Bldg. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Northwest of Omaha. TIME ON THE AIR: Daytime. NEWS SERVICE: United Press, Omaha World-Herald. TRANSCRIPTION SERVICE: Standard Radio, Davis & Schwegler.

**Personnel**

Manager..... Vernon H. "Bing" Smith  
 Assistant Manager..... Frank E. Shoppen  
 Commercial Manager..... Clem Young

**Representative**

George P. Hollingbery Co.

**W O W**

**OMAHA—EST. 1923**

NBC (Basic Red)

NEBRASKA WIRELESS NETWORK

FREQUENCY: 590 Kc. POWER: 5000 watts. OWNED BY: Woodmen of the World Life Insurance Society. OPERATED BY: Woodmen of the World Life Insurance Society. BUSINESS ADDRESS: Insurance Bldg. PHONE:

Webster 3400. STUDIO ADDRESS: Insurance Bldg. TRANSMITTER LOCATION: 56th and Kansas Ave. TIME ON THE AIR: 5:45 A.M. to 1:00 A.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus, Lang-Worth.

**Personnel**

President.....De Emmet Bradshaw  
 Station Manager.....John J. Gillin, Jr.  
 Personnel Director.....William Ruess  
 Program Manager & Chief  
 Announcer.....Harry Burke  
 Sales Promotion Manager...Howard Peterson  
 Production Manager.....Lyle DeMoss  
 Publicity Director.....Bill Wiseman  
 Director of News & Special  
 Events.....Foster May  
 Musical Director.....Fred Ebener  
 Chief Engineer.....Wm. J. Kotera

**Coverage\***

Population—Primary and  
 Secondary ..... 3,465,000  
 Radio Homes—Primary and  
 Secondary ..... 700,330

\* Based on mail return from counties in six states.

**Representative**

John Blair & Company

**K G K Y**

SCOTTSBLUFF—EST. 1930

FREQUENCY: 1490 Kc. POWER: 250 watts. OWNED BY: Hilliard Co., Inc. OPERATED BY: Hilliard Co., Inc. BUSINESS ADDRESS: 1517½ Broadway. PHONE: 856. STUDIO ADDRESS: 1517½ Broadway. TRANSMITTER LOCATION: South Broadway. TIME ON THE AIR: 6:30 A.M. to 9:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: NBC Thesaurus.

**Personnel**

President and Station Manager...L. L. Hilliard  
 Vice-President-Commercial  
 Manager.....R. M. Stewart  
 Program Director.....Bill Walter  
 Chief Engineer.....Harlan Morrison

**Coverage**

	Daytime	Evening
Population—Primary .....	53,358	53,358
Radio Homes— " .....	10,208	10,208
Population—Secondary ..	95,867	95,867
Radio Homes— " .....	18,365	18,365

Source: U. S. Census; Department of Commerce.

**NEVADA**

Population 110,014  
 Number of Families 33,294

Number of Radio Homes 31,620  
 Auto Registrations 44,300

*For 1940 Census data, please turn to page 266*

**K E N O**

LAS VEGAS—EST. 1940

FREQUENCY: 1400 Kc. POWER: 250 watts. OWNED BY: Nevada Broadcasting Co. OPERATED BY: Nevada Broadcasting Co. BUSINESS ADDRESS: "The Meadows," P. O. Box 1696. STUDIO ADDRESS: "The Meadows." PHONE: 14. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 8:00 A.M. to 12:00 Midnight. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

**Personnel**

President.....Maxwell Kelch  
 Station Manager.....George Penn Foster  
 Commercial Manager.....John C. Strock

**K O H**

NBC—CALIFORNIA RADIO SYSTEM  
 RENO—EST. 1930

FREQUENCY: 630 Kc. POWER: 1000 Watts. OWNED BY: The Bee, Inc. OPERATED BY:

McClatchy Broadcasting Co. BUSINESS ADDRESS: 143 Stevenson St. PHONE: 5106-7. STUDIO ADDRESS: 440 N. Virginia. TRANSMITTER LOCATION: Sparks, Nev. TIME ON THE AIR: 7:00 A.M. to midnight; Sunday, 8:00 A.M. to midnight. NEWSPAPER AFFILIATION: McClatchy Newspapers. NEWS SERVICES: United Press. TRANSCRIPTION SERVICE: World Broadcasting System, NAB Library.

**Personnel**

Vice-President.....G. C. Hamilton  
 Business Manager.....Howard Lane  
 Station Manager.....Wallie D. Warren  
 Chief Announcer.....Merrill Inch  
 Chief Engineer.....Hewitt Kees

**Representative**

Paul H. Raymer Company



# NEW HAMPSHIRE

Population 491,524

Number of Radio Homes 121,630

Number of Families 133,010

Auto Registrations 129,973

*For 1940 Census data, please turn to page 267*

## W K N E

KEENE—EST. 1927

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1290 Kc. POWER: 5000 watts.

OWNED BY: Twin State Broadcasting Corp.  
OPERATED BY: Same. BUSINESS ADDRESS:  
Keene. STUDIO ADDRESS: Dunbar St. TRANSMITTER LOCATION: Stanhope St. TIME ON THE AIR: 6:30 A.M. to 12:00 Midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Associated.

### Personnel

President.....Harry C. Wilder  
Station and Commercial

Manager .....Herman Steinbruch  
Program Director.....Robert A. Freeman  
Publicity Director.....Kaye Winters  
Chief Engineer.....Willis F. Moore

### Coverage

Population—Primary .....	348,900
Radio Homes— " .....	85,100
Population—Secondary .....	265,000
Radio Homes— " .....	65,600

Source: Field strength survey.

### Representative

Paul H. Raymer Co.

## W L N H

LACONIA—EST. 1922

MUTUAL—COLONIAL AND YANKEE NETWORKS

FREQUENCY: 1340 Kc. POWER: 250 watts.  
OWNED BY: Northern Broadcasting Co. OPERATED BY: Northern Broadcasting Co. BUSINESS ADDRESS: 653 Main St. PHONE: 501. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Sanbornton. N. H. TIME ON THE AIR: 7:00 A.M. to 12:00 Midnight; Sunday, 8:00 A.M. to 12:00 Midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

### Personnel

President.....Vernon Mason  
General Manager.....Earle Clement  
Sales Manager.....Alfred Tyler  
Program-Musical Director...Sherwin Greenlaw  
Chief Engineer.....Wilfred Ledoux

### Coverage

Population—Primary .....	107,347
Radio Homes— " .....	27,836
Population—Secondary .....	162,463
Radio Homes— " .....	41,652

Source: Field intensity survey; U. S. Census.

### Representative

Joseph Hershey McGillvra

## W F E A

MANCHESTER—EST. 1932

NBC (OPTIONAL BLUE AND RED)—YANKEE AND COLONIAL NETWORK

FREQUENCY: 1370 Kc. POWER: 5000 watts.  
OWNED BY: N. H. Broadcasting Co. OPERATED BY: N. H. Broadcasting Co. BUSINESS ADDRESS: Carpenter Hotel. PHONE: 7970-7520. STUDIO ADDRESS: Carpenter Hotel. TRANSMITTER LOCATION: Merrimack. TIME ON THE AIR: (daily) 7:30 A.M. to Midnight; (Sunday) 8:00 A.M. to Midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

### Personnel

President.....Mrs. Henry P. Rines  
Manager.....C. G. H. Evans  
Commercial Manager.....Leslie F. Smith  
Program Director.....David Shurtleff  
Sales Promotion Manager.....Frederick Cole  
Production Manager-Publicity Director,  
Steve Burke  
Musical Director.....Alfred Engel  
Chief Engineer.....Irving Mower

### Coverage

	Daytime	Evening
Population—Primary .....	201,800	178,900
Radio Homes— " .....	47,550	41,500

Source: Mail response analysis.

### Representative

Weed & Company

## W M U R \*

MANCHESTER—EST. 1941

FREQUENCY: 610 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: The Radio Voice of New Hampshire, Inc. OPERATED BY: Same. BUSINESS ADDRESS: Manchester. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Unlimited license. NEWSPAPER AFFILIATION: Laconia Citizen.

### Personnel

President.....Francis P. Murphy  
Vice-President.....James J. Powers

\*Station was licensed to operate under a construction permit at time of going to press and no further information was available.

# W H E B

PORTSMOUTH—EST. 1932

GRANITE STATE NETWORK  
(WHEB—WFEA—WLNH—WNBX)

FREQUENCY: 750 Kc. POWER: 1000 watts.  
OWNED BY: Granite State Broadcasting Corp.  
OPERATED BY: Same. BUSINESS ADDRESS:  
Lafayette Rd. PHONE: 2670-1. STUDIO AD-  
DRESS: Lafayette Rd. TRANSMITTER LOCA-  
TION: Same. TIME ON THE AIR: 7:00 A.M. to  
one hour after local sunset (72½ to 95¼ hours

weekly). NEWS SERVICE: United Press. TRAN-  
SCRIPTION SERVICE: NBC Thesaurus.

## Personnel

President-General Manager..... H. J. Wilson  
Commercial Manager..... H. C. Wilson  
Chief Announcer..... Win Bettinson  
Chief Engineer..... Donald R. Stevens

## Coverage

Population—Primary ..... 123,563  
Population—Secondary ..... 2,502,404  
Source: Field intensity survey; 1930 U. S.  
Census.

# NEW JERSEY

Population 4,160,165

Number of Radio Homes 1,021,940

Number of Families 1,098,284

Auto Registrations 1,081,066

*For 1940 Census data, please turn to page 267*

# W C A P

ASBURY PARK—EST. 1927

FREQUENCY: 1310 Kc. POWER: 500 watts.  
OWNED BY: Radio Industries Broadcasting  
Co. OPERATED BY: Radio Industries Broad-  
casting Co. BUSINESS ADDRESS: 4 Con-  
vention Hall. PHONE: 1911-2955. STUDIO AD-  
DRESS: 8, 10, 12 Convention Hall. TRANS-  
MITTER LOCATION: Whitesville, N. J. TIME  
ON THE AIR: Shares time with WCAM and  
WTNJ. NEWS SERVICE: local news. MAIN-  
TAINS ARTISTS' BUREAU.

MITTER LOCATION: Absecon Blvd. and Beach  
Thoroughfare. TIME ON THE AIR: 7:00 A.M.  
to 12:00 Midnight. NEWSPAPER AFFILIATION:  
Atlantic City Press, Atlantic City Union. NEWS  
SERVICE: Associated Press. TRANSCRIPTION  
SERVICE: NBC Thesaurus, World Broadcasting  
System. MAINTAINS ARTISTS' BUREAU.

## Personnel

President..... Albert J. Foyl  
Station Manager..... Norman Reed  
Chief Announcer..... Ray Morgan  
Chief Engineer..... Earle Godfrey

## Coverage

Population—Primary ..... 185,000  
Radio Homes— " ..... 47,250  
Source: Station survey.

## Representative

Headley-Reed Co.

## Personnel

President..... George S. Ferguson  
Station Manager..... V. N. Scholes  
Technical Advisor..... Thomas F. Burley  
Musical Director..... George Howard  
Chief Engineer..... August McAllister

## Coverage

	Daytime	Evening
Population—Primary .....	491,486	491,486
Radio Homes— " .....	98,750	98,750
Population—Secondary .....	4,100,976	4,100,976
Radio Homes— " .....	1,385,700	1,385,700

Source: Station survey.

## Representative

Forjoe & Co.

# W B A B \*

ATLANTIC CITY—EST. 1939

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1490 Kc. POWER: 250 watts.  
OWNED BY: Press Union Publishing Co. OP-  
ERATED BY: Press Union Publishing Co. BUSI-  
NESS ADDRESS: Ohio and Atlantic Aves.  
PHONE: 5-1111. STUDIO ADDRESS: Convention  
Hall, Georgia Ave. and Boardwalk. TRANS-

# W F P G

ATLANTIC CITY—EST. 1940

FREQUENCY: 1450 Kc. POWER: 250 watts.  
OWNED BY: Neptune Broadcasting Corp. OP-  
ERATED BY: Neptune Broadcasting Corp.  
BUSINESS ADDRESS: Steel Pier. PHONE:  
52188. STUDIO ADDRESS: Same. TRANS-  
MITTER LOCATION: Same. TIME ON THE AIR:  
7:00 A.M. to 1:00 A.M. NEWS SERVICE: Inter-  
national News Service. TRANSCRIPTION SER-  
VICE: Associated. MAINTAINS ARTISTS'  
BUREAU.

## Personnel

President-Station Manager..... A. Harry Zoog  
Commercial Manager..... E. E. Kohn  
Program Director..... Ralf Brent  
Artists' Bureau Head..... Joseph Stern  
Publicity Director..... Ethel Rattay

• • • **NEW JERSEY** • • •

Chief Announcer.....Bob Lewis  
 Traffic Manager.....John Montgomery  
 Assistant Sales Manager.....Harry Howell  
 Continuity Director.....Joel Chesney  
 Musical Director.....Harold Stephens  
 Chief Engineer.....Blair K. Thron

**Coverage**

	Daytime	Evening
Population—Primary .....	175,000	130,000
Radio Homes— " .....	45,000	35,000
Population—Secondary ..	200,000	

Source: Mail response survey.

**W S N J**

**BRIDGETON—EST. 1937**

**QUAKER NETWORK**

FREQUENCY: 1240 Kc. POWER: 250 watts.  
 OWNED BY: Eastern States Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: Bridgeton. PHONE: Bridgeton 1600. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. NEW YORK OFFICE ADDRESS: 1634 RCA Bldg., New York, N. Y. Phone: Circle 5-7270. TIME ON THE AIR: 7:00 A.M. to 12:00 Midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Langworth, C. P. MacGregor. MAINTAINS ARTISTS' BUREAU.

**Personnel**

President-Manager.....Howard S. Frazier  
 Commercial Manager.....Jack Plumley  
 Publicity Director.....Paul Alger  
 Chief Engineer.....Russel Ely

**Coverage**

	Daytime	Evening
Population—Primary .....	106,380	106,380
Radio Homes— " .....	26,595	26,595
Population—Secondary ..	343,043	

Source: Field intensity measurements; Joint Committee.

**W C A M**

**CAMDEN—EST. 1926**

FREQUENCY: 1310 Kc. POWER: 500 watts.  
 OWNED BY: City of Camden. OPERATED BY: Same. BUSINESS ADDRESS: City Hall. PHONE: 9000-907-4523. STUDIO ADDRESS: City Hall. TRANSMITTER LOCATION: Civic Center. TIME ON THE AIR: 10:30 to 11:30 A.M., Mondays, Wednesdays and Fridays; 2:00 to 5:00 P.M., Mondays through Fridays; 8:00 P.M. to 12:00 Midnight, Mondays; 9:00 P.M. to 12:00 Midnight, Fridays; 10:15 A.M. to 12:30 P.M. and 3:00 P.M. to 5:00 P.M., Sundays. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Standard Radio.

**Personnel**

Station Manager.....Frederick Caperoon  
 Program Director and Chief  
 Announcer.....Edwin Tucker

Musical Director.....E. Nelson Layman  
 Chief Engineer.....Marvin Seimes

**Coverage**

Population—Primary .....	2,696,919
Radio Homes— " .....	544,900
Population—Secondary .....	391,143
Radio Homes— " .....	82,400

Source: Station survey.

**W A A T**

**JERSEY CITY—EST. 1926**

FREQUENCY: 970 Kc. POWER: 1000 watts.  
 OWNED BY: Bremer Broadcasting Corp. OPERATED BY: Bremer Broadcasting Corp. BUSINESS ADDRESS: 50 Journal Square. PHONE: Journal Square 4-3500; For Newark, N. J., Market 3-0383; For New York City, Rector 2-5878. STUDIO ADDRESS: 50 Journal Square. TRANSMITTER LOCATION: Belleville Turnpike, Kearney, N. J. TIME ON THE AIR: 24 hours daily. NEWS SERVICE: United Press, International News Service. TRANSCRIPTION SERVICE: NBC Thesaurus, Standard Radio. MAINTAINS ARTISTS' BUREAU.

**Personnel**

President and General  
 Manager.....Paul H. LaStayo  
 Sales Manager.....A. B. Schillin  
 Program-Publicity Director.....Walter P. Kelly  
 Production Manager.....Gabrielle C. Haas  
 Artists' Bureau Head.....Jay Stanle  
 Chief Announcer.....Wat Watkins  
 Musical Director.....Fabe Nicholson  
 Technical Supervisor.....Frank V. Bremer  
 Chief Engineer.....Anthony Castellani

**Coverage**

Population—Primary .....	12,000,000
Radio Homes— " .....	3,800,000
Population—Secondary .....	2,000,000
Radio Homes— " .....	587,000

Source: Station survey.

**Representative**

Burn-Smith Co.  
 (See Page 494)

**W H O M**

**JERSEY CITY—EST. 1930**

FREQUENCY: 1480 Kc. POWER: 1000 watts, d.; 500 watts, n. OWNED BY: N. J. Broadcasting Corp. OPERATED BY: N. J. Broadcasting Corp. BUSINESS ADDRESS: 29 W. 57th St., New York City. PHONE: PLaza 3-4204. STUDIO ADDRESS: 2870 Hudson Blvd., Jersey City, N. J.; 29 W. 57th St., New York City. PHONES: Jersey City, Journal Square 2-9595; New York, Plaza 3-4204. TRANSMITTER LOCATION: Jersey City, N. J. TIME ON THE AIR: 6:30 A.M. to 12:00 Midnight. NEWS SERVICE: International News Service. TRANSCRIPTION

SERVICE: Lang-Worth. MAINTAINS ARTISTS' BUREAU.

**Personnel**

President.....Paul F. Harron  
 Station and Commercial  
 Manager.....Joseph Lang  
 Program & Continuity  
 Director.....West W. Willcox  
 Sales Promotion Manager.....J. M. Compter  
 Production Manager.....Thurston S. Holmes  
 Publicity Director.....Fred Coll  
 Musical Director.....Joseph DeLuca  
 Chief Engineer.....Allison Burnham

**Coverage**

	Daytime	Evening
Population—Primary	10,000,000	12,000,000
Radio Homes—	3,700,000	6,000,000

Source: Station survey.

**W H B I**

NEWARK—EST. 1922

FREQUENCY: 1280 Kc. POWER: 2500 Watts, d.; 1000 Watts, n. OWNED BY: May Radio Broadcasting Corp. OPERATED BY: May Radio Broadcasting Corp. BUSINESS ADDRESS: 100 Shipman St. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Newark. TIME ON THE AIR: Part time.

**Personnel**

President-General Manager..James L. Shearer

**W P A T \***

PATERSON—EST. 1941

FREQUENCY: 930 Kc. POWER: 1000 watts. OPERATED BY: North Jersey Broadcasting Co. OWNED BY: North Jersey Broadcasting Co. BUSINESS ADDRESS: National Union Bank of America Bldg. STUDIO ADDRESS: Paterson. TRANSMITTER LOCATION: Clifton, N. J. TIME ON THE AIR: Daytime license.

**Personnel**

President.....James B. Cosman  
 Vice-President.....Frank B. Falknor  
 Secretary-Treasurer.....Ela M. Cosman  
 \*Station was licensed to operate under a construction permit at time of going to press and no further information was available.

**W B R B**

RED BANK—EST. 1932

FREQUENCY: 1240 Kc. POWER: 250 watts. OWNED BY: Monmouth Broadcasting Co. OPERATED BY: Monmouth Broadcasting Co. BUSINESS ADDRESS: 63 Broad St. PHONE: 980. STUDIO ADDRESS: 63 Broad St. TRANSMITTER LOCATION: 63 Broad St. TIME ON THE AIR: Divides time with WFAS and WGBB. NEWS SERVICE: Local and country news gathered.

**Personnel**

President.....Thomas F. Burley, Jr.  
 Station Manager.....V. N. Scholes  
 Chief Announcer.....Frank Hamilton  
 Consulting Engineer.....Paul S. Woodland  
 Chief Engineer.....R. T. Marshall

**Coverage**

	Daytime	Evening
Population—Primary	359,417	359,417
Radio Homes—	89,300	89,300

Source: U. S. Department of Commerce.

**Representative**

Forjoe & Company

**W T N J**

TRENTON—EST. 1923

FREQUENCY: 1310 Kc. POWER: 500 watts. OWNED BY: WOAX, Inc. OPERATED BY: WOAX, Inc. BUSINESS ADDRESS: 416 Bellevue Ave. PHONE: Trenton 8149. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Lincoln Highway. TIME ON THE AIR: 7:00 A.M. to 10:30 A.M. and 5:00 P.M. to 8:00 P.M.; Saturday, 7:00 A.M. to 10:30 A.M. and 4:00 P.M. to 8:00 P.M. TRANSCRIPTION SERVICE: NAB Library, C. P. MacGregor, Standard Radio, Lang-Worth.

**Personnel**

Vice-President-General Manager...F. J. Wolff

**Representative**

Joseph Hershey McGillvra

**W A W Z**

ZAREPHATH—EST. 1931

FREQUENCY: 1380 Kc. POWER: 1000 watts. OWNED BY: Pillar of Fire Church. OPERATED BY: Same. BUSINESS ADDRESS: Zarephath. PHONE: Bound Brook 223. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Alma White College. TIME ON THE AIR: 6:00 A.M. to 9:00 A.M. and 6:00 P.M. to 7:30 P.M., Monday, Wednesday, Thursday and Friday; 6:30 A.M. to 9:00 A.M. and 6:00 P.M. to 7:30 P.M., Tuesday and Saturday; 6:00 A.M. to 9:00 A.M., 11:00 A.M. to 12:30 P.M., 3:00 P.M. to 4:30 P.M. and 7:00 P.M. to 8:30 P.M., Sunday. TRANSCRIPTION SERVICE: Makes own transcriptions.

**Personnel**

President.....Bishop Alma White  
 Vice-President-Secretary  
 Co-Manager.....Arthur K. White  
 Vice-President-Co-Manager.....Ray B. White  
 Program-Musical Director.....Orland Wolfram  
 Chief Engineer.....N. L. Wilson  
 (Non-Commercial Station)

# NEW MEXICO

Population 531,818  
Number of Families 128,389

Number of Radio Homes 78,910  
Auto Registrations 120,491

*For 1940 Census data, please turn to page 268*

## K G G M

**ALBUQUERQUE—EST. 1929**

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1260 Kc. POWER: 1000 watts.  
OWNED BY: New Mexico Broadcasting Co.  
OPERATED BY: Same. BUSINESS ADDRESS:  
Kimo Theater Bldg. PHONE: 929-930. STUDIO  
ADDRESS: Same. TRANSMITTER LOCATION:  
Albuquerque. TIME ON THE AIR: 6:00 A.M.  
to 12:00 Midnight; Sunday, 8:00 A.M. to 12:00  
Midnight (124 hours weekly). TRANSCRIPTION  
SERVICE: World Broadcasting System.

### Personnel

President.....A. R. Hebenstreit  
General Manager.....Dale Robertson  
Program Director.....Robert Van Driel  
Publicity Director.....Elmer Fondren  
Merchandising Manager.....C. E. Redman  
Chief Announcer-Musical Director,  
Joe Salsburg  
Chief Engineer.....Leonard Dodds

### Coverage

	Daytime	Evening
Population—Primary .....	270,263	296,114
Radio Homes— " .....		29,920
Population—Secondary ..	159,367	113,616
Radio Homes— " .....		59,910

Source: Mail response analysis.

### Representative

John Blair & Co.

## K O B

**ALBUQUERQUE—EST. 1920**

NBC (RED AND BLUE SUP.)

FREQUENCY: 1030 Kc. POWER: 50,000  
watts. OWNED BY: Albuquerque Broadcast-  
ing Co. OPERATED BY: Albuquerque Broad-  
casting Co. BUSINESS ADDRESS: 424 W.  
Gold Ave. PHONE: 4411. STUDIO ADDRESS:  
424 W. Gold Ave. TRANSMITTER LOCATION:  
Alameda. TIME ON THE AIR: 7:00 A.M. to  
11:00 P.M. (110 hours weekly). NEWS SER-  
VICE: International News Service, United  
Press. TRANSCRIPTION SERVICE: NBC The-  
saurus.

### Personnel

President.....T. M. Pepperday  
Manager.....Frank Quinn  
Program Director.....Dorothy McCain  
Chief Announcer.....J. C. MacGregor  
Women's Editor.....Mary Hickox  
Musical Director.....Bud Nelson  
Chief Engineer.....Geo. S. Johnson

### Coverage

Population—Primary .....	191,261
Radio Homes— " .....	28,770
Population—Secondary .....	354,234
Radio Homes— " .....	59,900

Source: Field intensity measurements and  
mail response analysis; U. S. Census; Joint  
Committee.

### REPRESENTATIVE

The Katz Agency

## K L A H

**CARLSBAD—EST. 1936**

FREQUENCY: 1240 Kc. POWER: 250 watts.  
OWNED BY: Jack Hawkins and Barney Hubbs.  
OPERATED BY: Jack Hawkins and Barney  
Hubbs. BUSINESS ADDRESS: Crawford Hotel.  
PHONE: 244 STUDIO ADDRESS: Craw-  
ford Hotel. TRANSMITTER LOCATION: Carls-  
bad. TIME ON THE AIR: 6:30 A.M. to 9:00  
P.M. NEWS SERVICE: Transradio Press.  
TRANSCRIPTION SERVICE: NBC Thesaurus.

### Personnel

Station Manager.....Jack Hawkins  
Commercial Manager.....Lucille Nelson  
Chief Announcer.....Louis Pitchford  
Chief Engineer.....Harry Boehnemann

### Coverage

	Daytime	Evening
Population—Primary .....	80,500	62,300
Radio Homes— " .....	16,120	12,475
Population—Secondary ..	31,600	18,900
Radio Homes— " .....	6,320	3,782

## K I C A

**CLOVIS—EST. 1931**

FREQUENCY: 1400 Kc. POWER: 250 watts.  
OWNED BY: Western Broadcasters, Inc. OP-  
ERATED BY: Western Broadcasters, Inc.  
BUSINESS ADDRESS: Fourth and Main.  
PHONE: 3. STUDIO ADDRESS: Same. TRANS-  
MITTER LOCATION: Clovis. TIME ON THE  
AIR: 6:00 A.M. to 9:00 P.M. TRANSCRIPTION  
SERVICE: Associated.

### Personnel

President and Station  
Manager.....Chas. C. Alsup

### Representative

Forjoe & Company

# K A W M

GALLUP—EST. 1937

FREQUENCY: 1490 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: A. W. Mills. OPERATED BY: A. W. Mills. BUSINESS ADDRESS: 1100 E. Aztec. PHONE: 19. STUDIO ADDRESS: 1100 E. Aztec. TRANSMITTER LOCATION: 1100 E. Aztec. TIME ON THE AIR: Unlimited license.

## Personnel

Station Manager ..... A. W. Mills

## Representative

Cox & Tanz

# K W E W

HOBBS—EST. 1937

FREQUENCY: 1490 Kc. POWER: 250 watts. OWNED BY: W. E. Whitmore. OPERATED BY: W. E. Whitmore. BUSINESS ADDRESS: Hobbs. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 10:00 P.M. TRANSCRIPTION SERVICE: Standard Radio.

## Personnel

General Manager ..... W. E. Whitmore

Station Manager ..... Orland A. Foster

# K G F L

ROSWELL—EST. 1927

FREQUENCY: 1400 Kc. POWER: 250 watts. OWNED BY: KGFL, Inc. OPERATED BY: KGFL, Inc. BUSINESS ADDRESS: 502 W. 2nd

St. PHONE: 288. STUDIO ADDRESS: 502 W. 2nd St. TRANSMITTER LOCATION: 511 W. 16th St. TIME ON THE AIR: 7:00 A.M. to 10:00 P.M. NEWS SERVICE: Transradio Press, Associated Press. TRANSCRIPTION SERVICES: C. P. MacGregor, Standard Radio, Davis & Schwegler.

## Personnel

Station Manager ..... W. E. Whitmore

Commercial Manager ..... John MacBoyle

Production Manager ..... Cecil Seavey

Chief Engineer ..... James Simpson

# K V S F

SANTA FE—EST. 1934

FREQUENCY: 1340 Kc. POWER: 250 watts. OWNED BY: New Mexico Broadcasting Co. OPERATED BY: New Mexico Broadcasting Co. BUSINESS ADDRESS: 759 Cerrillos Road. PHONE: 2020. STUDIO ADDRESS: 759 Cerrillos Road. TRANSMITTER LOCATION: 759 Cerrillos Road. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System.

## Personnel

President ..... A. R. Hebenstrief

Station Manager ..... Ivan R. Head

Commercial Manager ..... J. C. McGrane

Program-Musical Director ..... Paul McCallister

Chief Announcer ..... Rowland Barber

Chief Engineer ..... A. F. Schultz

## Representative

John Blair & Co.

# NEW YORK

Population 13,479,142

Number of Families 3,663,373

Number of Radio Homes 3,405,680

Auto Registrations 2,713,428

For 1940 Census data, please turn to page 268

# W A B Y

ALBANY—EST. 1934

MUTUAL

NEW YORK BROADCASTING SYSTEM

FREQUENCY: 1400 Kc. POWER: 250 watts. OWNED BY: Adirondack Broadcasting Co., Inc. OPERATED BY: Adirondack Broadcasting Co., Inc. BUSINESS ADDRESS: Radio Center. PHONE: 4-4194. STUDIO ADDRESS: Radio Center. TRANSMITTER LOCATION: Colonie, N. Y. TIME ON THE AIR: 7:00 A.M. to 1:00 A.M. NEWSPAPER AFFILIATION: Knickerbocker News. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Standard Radio.

## Personnel

General Manager ..... Harold E. Smith

Assistant Manager ..... Deuel Richardson

Sales Manager ..... Harry Goldman

Program Director ..... Johnny Lee

Musical Director ..... Carl H. Corey

Chief Engineer ..... James A. Corey

## Coverage

Population—Primary ..... 542,500

Radio Homes— " ..... 136,300

Population—Secondary ..... 112,400

Radio Homes— " ..... 35,000

Source: Mail response analysis.

## Representative

J. P. McKinney & Son

# W O K O

ALBANY—EST. 1924

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1460 Kc. POWER: 1000 watts, d.; 500 watts, n. OWNED BY: WOKO, Inc. OPERATED BY: WOKO, Inc. BUSINESS ADDRESS: Radio Center. PHONE: 4-4193. STUDIO ADDRESS: Radio Center. TRANSMITTER LOCATION: Central Ave. TIME ON THE AIR: 6:00 A.M. to 2:00 A.M. (140 hours weekly). NEWSPAPER AFFILIATION: Knickerbocker News. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Standard Radio, Lang-Worth and NAB Library.

## Personnel

General Manager.....Harold E. Smith  
 Assistant Manager.....Deuel Richardson  
 Sales Manager.....Harry L. Goldman  
 Musical Director.....Carl Miller  
 Chief Engineer.....O. A. Sardi

## Coverage

Population—Primary .....	621,000
Radio Homes— " .....	156,200
Population—Secondary .....	368,300
Radio Homes— " .....	93,200

Source: Mail response analysis.

## Representative

J. P. McKinney & Son

# W M B O

AUBURN—EST. 1926

NEW YORK BROADCASTING SYSTEM

FREQUENCY: 1340 Kc. POWER: 250 watts. OWNED BY: WMBO, Inc. OPERATED BY: WMBO, Inc. BUSINESS ADDRESS: 141 Genesee St. PHONE: 433 Studio—431 Transmitter. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: York and Division Sts. TIME ON THE AIR: 8:00 A.M. to 10:00 P.M. NEWSPAPER AFFILIATION: Auburn Citizen - Advertiser. TRANSCRIPTION SERVICE: Standard Radio.

## Personnel

President.....William O. Dapping  
 Station Manager.....Frederick L. Keesee  
 Commercial Manager.....F. L. Keesee  
 Publicity Director.....Dorothy Bolin  
 Chief Engineer.....Herbert House

## Coverage

Population—Primary .....	677,848
Radio Homes— " .....	167,890

Source: Station survey.

# W B T A

BATAVIA—EST. 1941

FREQUENCY: 1490 Kc. POWER: 250 watts. OWNED BY: Batavia Broadcasting Corp. OP-

# Blanket

THE *Albany-Troy-Schenectady* MARKET  
 with these **PROVED PROFIT MAKERS**

# W O K O

1460 Kc. 1000 W.D. 500 W.N.

**CBS Basic**

# W A B Y

1400 Kc. 250 Watt

**FULL TIME  
 MUTUAL PROGRAMS**

HAROLD E. SMITH, Pres. and Gen. Mgr.

RADIO CENTRE

ALBANY, N. Y.

REPRESENTED BY J. P. MCKINNEY & SON  
 NEW YORK and CHICAGO

ERATED BY: Batavia Broadcasting Corp.  
 BUSINESS ADDRESS: 90 Main St. PHONE:  
 716. STUDIO ADDRESS: 90 Main St. TRANS-  
 MITTER LOCATION: Cheek Road. TIME ON  
 THE AIR: 16 hours daily; Sundays, 14 hours.  
 NEWS SERVICE: United Press.

**Personnel**

President-Station Manager, Edmund R. Gamble  
 Sales Manager.....Robert E. Newstead  
 Program Director.....James E. Corbett  
 Director of Women's Programs,  
 Helen Gnowney Neville  
 Chief Announcer.....William Winn  
 Chief Engineer.....Carleton Greene

**W N B F**

**BINGHAMTON—EST. 1927**

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1490 Kc. POWER: 250 watts.  
 OWNED BY: Howitt-Wood Radio Co. OP-  
 ERATED BY: Cecil D. Mastin, Mgr. BUSINESS  
 ADDRESS: Arlington Hotel. PHONE: Bing-  
 hamton 2-3461. STUDIO ADDRESS: Same.  
 TRANSMITTER LOCATION: Cleveland &  
 Stokes. TIME ON THE AIR: (Daily) 6:30 A.M.  
 to 1:00 A.M.; (Sunday) 9:00 A.M. to 1:00 A.M.  
 (127 hours weekly). NEWS SERVICE: United  
 Press.

**Personnel**

President .....John C. Clark  
 General Manager.....Cecil D. Mastin  
 Sales Manager.....Harry Trenner  
 Advertising Manager.....Virginia Howe  
 Program Director.....Elizabeth Mastin  
 Service Director.....E. Ray McCloskey  
 Chief Announcer.....Durdwood Finch  
 Musical Director.....Elizabeth Lamb  
 Chief Engineer.....Louveer Stantz

**Coverage**

	Daytime	Evening
Population—Primary	483,200	328,200
Radio Homes—"	111,460	73,470
Population—Secondary	434,600	589,600
Radio Homes—"	94,780	132,770

Source: Mail response analysis.  
**Representative**

John Blair & Company

**W A R D**

**BROOKLYN—EST. 1926**

FREQUENCY: 1430 Kc. POWER: 500 watts.  
 OWNED BY: United States Broadcasting Corp.  
 OPERATED BY: Same. BUSINESS ADDRESS:  
 427 Fulton St. PHONE: Triangle 5-3300. STU-  
 DIO ADDRESS: Same. TRANSMITTER LOCA-  
 TION: 583 Messerole St., Brooklyn. TIME ON  
 THE AIR: Shares time (actual, 29½ hours).  
 MAINTAINS ARTISTS' BUREAU.

**Personnel**

President-General Manager, Aaron Kronenberg  
 Commercial Manager-Publicity Director,  
 Helen Bernard

Program Director.....William Margolis  
 Musical Director.....Jeanette Fleischman  
 Chief Engineer.....Abraham Haas

**Representative**

Crown Advertising Inc.

**W B B C**

**BROOKLYN—EST. 1926**

FREQUENCY: 1430 Kc. POWER: 500 watts.  
 OWNED BY: Brooklyn Broadcasting Corp. OP-  
 ERATED BY: Brooklyn Broadcasting Corp.  
 BUSINESS ADDRESS: WBBC Bldg., 552-554  
 Atlantic Ave. PHONE: TRIangle 5-6690. STU-  
 DIO ADDRESS: Same. TRANSMITTER LOCA-  
 TION: Avenue X & East 70th. TIME ON THE  
 AIR: Shares time with WARD, WLTH and  
 WVFW.

**Personnel**

General Manager and Chief  
 Engineer .....Peter Testan  
 Commercial Manager.....Arnold J. Jaffe

**W B B R**

**BROOKLYN—EST. 1934**

FREQUENCY: 1330 Kc. POWER: 1000 watts.  
 OWNED BY: Watchtower Bible & Tract Soci-  
 ety, Inc. OPERATED BY: Same. BUSINESS  
 ADDRESS: 124 Columbia Heights. PHONE:  
 MAin 4-9735. STUDIO ADDRESS: Same.  
 TRANSMITTER LOCATION: Rossville, Staten  
 Island. TIME ON THE AIR: Shares time.

**Personnel**

President.....J. F. Rutherford  
 Manager.....Andrew K. Wagner  
 Musical Director.....Karl Klein  
 Chief Engineer.....Ralph Leffler  
 (Non-Commercial Station)

**W C N W**

**BROOKLYN—EST. 1926**

FREQUENCY: 1600 Kc. POWER: 500 watts.  
 OWNED BY: Arthur Faske. OPERATED BY:  
 Same. BUSINESS ADDRESS: 846 Flatbush Ave.  
 PHONE: INGersoll 2-1500. STUDIO ADDRESS:  
 846 Flatbush Ave. TRANSMITTER LOCATION:  
 180 Morgan Ave. TIME ON THE AIR: Shares  
 day and evening with WWRL.

**Personnel**

Owner-Chief Engineer.....Arthur Faske  
 Commercial Manager.....Elias I. Godofsky  
 Program Director.....Roger Wayne  
 Local Sales Manager.....Frank R. Clarke  
 Musical Director.....Roger Wayne  
 Chief Operator.....M. Goldberg

**Coverage**

Population—Primary	6,772,100
Radio Homes—"	1,692,140

**Representative**

Associated Radio Sales



# W V F W

## BROOKLYN

FREQUENCY: 1430 Kc. POWER: 500 watts.  
 OWNED BY: Paramount Broadcasting Corp.  
 OPERATED BY: Paramount Broadcasting Corp.  
 BUSINESS ADDRESS: One Nevins St.  
 PHONE: TRi. 5-0313. STUDIO ADDRESS: One Nevins St. TRANSMITTER LOCATION: 609 E. 57th St., Brooklyn. TIME ON THE AIR: Shares time with WARD, WBBC and WLTH (31¾ hours weekly).

### Personnel

President.....Harold J. Burke  
 Managing Director.....Salvatore D'Angelo  
 Chief Announcer.....Frank Daniels  
 Program-Musical Director.....Lillian Delson  
 Production Manager.....Charles Motta  
 Chief Engineer.....Hermann Florez

Statler. TRANSMITTER LOCATION: Grand Island, N. Y. TIME ON THE AIR: 7:00 A.M. to 1:00 A.M.; Sunday, 9:00 A.M. to 12:00 Mid-night. NEWSPAPER AFFILIATION: Buffalo Evening News. NEWS SERVICE: United Press (also services affiliated newspaper). TRANSCRIPTION SERVICE: NBC Thesaurus, Davis & Schwegler, Lang-Worth.

### Personnel

President.....Edward H. Butler  
 Vice-President.....A. H. Kirchofer  
 Program Director-Chief Announcer,  
 Gene Wyatt  
 Commercial Manager.....Clifford M. Taylor  
 Chief Announcer.....George Torge  
 Publicity Directors.....Joe Betzer,  
 Joe Haeffner  
 Musical Director.....Robert Armstrong  
 Chief Engineer.....Ralph J. Kingsley

### Coverage

	Daytime	Evening
Population—Primary .....	1,890,780	1,043,630
Radio Homes— " .....	451,640	243,600
Population—Secondary ..	909,430	1,032,340
Radio Homes— " .....	219,480	251,370

Source: Statistical Department of National Broadcasting Co.

### Representative

Edward Petry & Co., Inc.

# W B E N

BUFFALO—EST. 1930

FREQUENCY: 930 Kc. POWER: 5000 watts.  
 OWNED BY: WBEN, Inc. OPERATED BY: WBEN, Inc. and The Buffalo Evening News.  
 BUSINESS ADDRESS: Hotel Statler. PHONE: Cleveland 6400. STUDIO ADDRESS: Hotel



N B C RED NETWORK  
*plus*  
BEST LOCAL PROGRAMS  
**WBEN**

BUFFALO'S No. 1 STATION IN  
 NEW YORK STATE'S No. 2 MARKET

**LET US TELL THEM  
 AND YOU'LL SELL THEM**

# W B N Y

**BUFFALO—EST. 1935**

FREQUENCY: 1400 Kc. POWER: 250 watts. OWNED BY: Roy L. Albertson. OPERATED BY: Roy L. Albertson. BUSINESS ADDRESS: 485 Main St. PHONE: Cleveland 3365. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 154 East Eagle St. TIME ON THE AIR: 7:00 A.M. to 8:30 A.M., 10:00 A.M. to 12:00 Midnight; Saturday, 7:00 A.M. to 2:00 A.M.; Sunday, 9:00 A.M. to 12:00 Midnight. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Lang-Worth, Standard Radio.

## Personnel

Owner and General Manager . . . . . Roy L. Albertson  
Musical Director . . . . . Arthur Crosson  
Chief Engineer . . . . . Thomas L. Vines

## Coverage

Population—Primary . . . . . 1,015,000  
Radio Homes— " . . . . . 239,300  
Source: Field intensity measurements.

## Representative

William G. Rambeau Co.

*News Comes First*

at

# W B N Y

★

Buffalo's only independent station is noted for its quick, accurate coverage of all worldwide and local happenings of importance . . . full Transradio Press service provides many outstanding beats . . . all Western New York follows WBNY's newscasts.

★

# W B N Y

Owned and Operated by  
ROY L. ALBERTSON

485 Main Street Buffalo, N. Y.

# W E B R

**BUFFALO—EST. 1924**

NBC (Blue)

FREQUENCY: 1340 Kc. POWER: 250 watts. OWNED BY: WEBR, Inc. OPERATED BY: WEBR, Inc. BUSINESS ADDRESS: Broadcasting House, 23 W. North St. PHONE: Lincoln 7133. STUDIO ADDRESS: 23 W. North St. TRANSMITTER LOCATION: Larkin Terminal Bldg. TIME ON THE AIR: (daily) 7:00 A.M. to 12:00 midnight; (Sunday) 8:30 A.M. to midnight. NEWSPAPER AFFILIATION: Buffalo Evening News. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: NBC The-saurus, Lang-Worth.

## Personnel

President . . . . . Edward H. Butler  
Vice-President . . . . . A. H. Kirchofer  
Station Director . . . . . C. Robert Thompson  
Sales Manager . . . . . William Doerr, Jr.  
Sales Promotion Manager . . . . . Albert H. Zink  
Program Director . . . . . Kay Burkhardt  
Chief Announcer . . . . . Peter A. Krug  
Chief Engineer . . . . . Ralph Kingsley

## Coverage

	Daytime	Evening
Population—Primary . . . . .	908,266	908,266
Radio Homes— " . . . . .	213,600	213,600

Source: Field intensity measurements.

## Representative

Weed & Co.

# W G R

**BUFFALO—EST. 1922**

MBS-CBS

FREQUENCY: 550 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: Buffalo Broadcasting Corp. OPERATED BY: Buffalo Broadcasting Corp. BUSINESS ADDRESS: Rand Bldg. PHONE: Washington 3100. STUDIO ADDRESS: Rand Bldg. TRANSMITTER LOCATION: Tonawanda. TIME ON THE AIR: 6:00 A.M. to 1:00 A.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System, Inc., Associated Music.

## Personnel

Executive Vice-President . . . . . I. R. Lounsberry  
Program Director . . . . . H. C. Rice  
Sales Manager . . . . . John A. Bacon  
Publicity Director . . . . . A. F. Busch  
Chief Engineer . . . . . Karl B. Hoffman

## Coverage

Population—Primary . . . . .	1,282,000
Radio Homes— " . . . . .	303,100
Population—Secondary . . . . .	1,542,600
Radio Homes— " . . . . .	367,500

Source: Mail response analysis.

## Representative

Free & Peters, Inc.

# W K B W

**BUFFALO—EST. 1925**

CBS-MBS

FREQUENCY: 1520 Kc. POWER: 50,000 watts.  
 OWNED BY: Buffalo Broadcasting Corp.  
 OPERATED BY: Buffalo Broadcasting Corp.  
 BUSINESS ADDRESS: Rand Bldg. PHONE:  
 Washington 3100. STUDIO ADDRESS: Rand  
 Bldg. TRANSMITTER LOCATION: Tonawanda.  
 TIME ON THE AIR: 7:00 A.M. to 1:00 A.M.  
 NEWS SERVICE: United Press. TRANSCRIP-  
 TION SERVICE: World Broadcasting System.  
 Associated Music.

## Personnel

Executive Vice-President.....I. R. Lounsberry  
 Program Director.....Herbert C. Rice  
 Sales Manager.....John A. Bacon  
 Publicity Director.....A. F. Busch  
 Chief Engineer.....Karl B. Hoffman

## Coverage

Population—Primary ..... 1,110,600  
 Radio Homes— " ..... 258,900

Source: Field intensity survey.

## Representative

Free & Peters, Inc.

# W S V S

**BUFFALO—EST. 1925**

FREQUENCY: 1400 Kc. POWER: 250 watts.  
 OWNED BY: Board of Education. OPERATED  
 BY: Seneca Vocational High School. BUSINESS  
 ADDRESS: 666 E. Delavan Ave. PHONE:  
 Humbolt 0666. STUDIO ADDRESS: Same.  
 TRANSMITTER LOCATION: Same. TIME ON  
 THE AIR: Shares daytime with WBNY.

## Personnel

Principal.....Elmer S. Pierce  
 Station Director-Chief Engineer....W. C. Bieda  
 (Non-Commercial Station)

# W C A D

**CANTON—EST. 1924**

FREQUENCY: 1250 Kc. POWER: 500 watts.  
 OWNED BY: St. Lawrence University. OPER-  
 ATED BY: St. Lawrence University. BUSINESS  
 ADDRESS: Canton. PHONE: 276. STUDIO  
 ADDRESS: Canton. TRANSMITTER LOCA-  
 TION: Campus. TIME ON THE AIR: 12:30 to  
 1:30—3:00 to 4:00 (daily except Sunday).  
 NEWS SERVICE: Christian Science Monitor.

## Personnel

President.....Leslie H. Jencks  
 Chairman of Committee on  
 Radio.....R. C. Ellsworth  
 Station Manager.....H. K. Bergman  
 Musical Director.....H. Wellington Stewart  
 Chief Engineer.....Dr. Ward C. Priest  
 (Non-Commercial Station)

# W E N Y

**ELMIRA—EST. 1939**

MUTUAL BROADCASTING SYSTEM

FREQUENCY: 1230 Kc. POWER: 250 watts.  
 OWNED BY: Elmira Star-Gazette Inc. OP-  
 ERATED BY: Same. BUSINESS ADDRESS:  
 201 Baldwin St. PHONE: 5181. STUDIO AD-  
 DRESS: Mark Twain Hotel. TRANSMITTER  
 LOCATION: Schuyler Ave. TIME ON THE AIR:  
 7:30 A.M. to 1:00 A.M., daily; 9:00 A.M. to  
 12:00 Midnight, Sundays. NEWSPAPER AF-  
 FILIATION: Elmira Star-Gazette, Sunday Tele-  
 gram, Elmira Advertiser. NEWS SERVICE:  
 United Press. TRANSCRIPTION SERVICE:  
 World Broadcasting System.

## Personnel

Director.....Dale L. Taylor  
 Sales Manager.....James M. Cleary  
 Commercial Manager.....Ernest F. Oliver  
 Program Director.....Hal M. Wagner  
 Production Manager.....Woodrow Ott  
 Publicity Director.....Glenn Williams  
 Chief Announcer.....John Newhouse  
 Office Manager.....Rita E. Hogan  
 Musical Director.....Harry Springer  
 Chief Engineer.....Perry Esten

## Coverage

Population—Primary ..... 138,351  
 Radio Homes— " ..... 31,400  
 Population—Secondary ..... 300,539  
 Radio Homes— " ..... 68,259

Source: Field intensity survey.

## Representative

J. P. McKinney & Son

# W G B B

**FREEPORT—EST. 1924**

FREQUENCY: 1240 Kc. POWER: 250 watts.  
 OWNED BY: H. H. Carman. OPERATED BY:  
 Same. BUSINESS ADDRESS: 44 S. Grove St.  
 PHONE: Freeport 2418. STUDIO ADDRESS:  
 44 S. Grove St. TRANSMITTER LOCATION:  
 215 Laddell St. TIME ON THE AIR: Shares  
 time with WBRB, WFAS. TRANSCRIPTION  
 SERVICE: NBC Thesaurus.

## Personnel

Owner and General Manager...H. H. Carman  
 Sales Promotion Manager.....Neal Seaman  
 Chief Announcer .....J. Dudley  
 Publicity Director .....A. Cheesman  
 Chief Engineer.....George Graham

## Coverage

	Daytime	Evening
Population—Primary ...	400,000	200,000
Population—Secondary ...	200,000	100,000

Source: U. S. and County Census.

# W H C U

ITHACA—EST. 1921

COLUMBIA BROADCASTING SYSTEM  
 FREQUENCY: 850 Kc. POWER: 1000 Watts.  
 OWNED BY: Cornell University. OPERATED  
 BY: Cornell University. BUSINESS ADDRESS:  
 Ithaca Savings Bank Bldg. PHONE: 3438.  
 STUDIO ADDRESS: Ithaca Savings Bank Bldg.  
 TRANSMITTER LOCATION: Forest Home, N. Y.  
 TIME ON THE AIR: 7:30 A.M. to sundown  
 (New Orleans). NEWS SERVICE: United Press.  
 TRANSCRIPTION SERVICE: World.

## Personnel

Station Manager.....Michael R. Hanna  
 Sales Manager.....Lew Trenner  
 Program Director.....Sidney Ten Eyck  
 Chief Engineer.....True McLean

## Coverage

Population—Primary ..... 472,100  
 Radio Homes— " ..... 110,000  
 Population—Secondary ..... 2,714,200  
 Radio Homes— " ..... 651,280

Source: CBS Listener and Dealer Survey.

## Representative

John Blair & Co.

# W J T N

JAMESTOWN—EST. 1924

NATIONAL BROADCASTING CO. (BLUE)  
 NEW YORK BROADCASTING SYSTEM, INC.  
 FREQUENCY: 1240 Kc. POWER: 250 watts.  
 OWNED BY: James Broadcasting Co., Inc.  
 OPERATED BY: James Broadcasting Co., Inc.  
 BUSINESS ADDRESS: 208 Hotel Jamestown.  
 PHONE: 7-151. STUDIO ADDRESS: Same.  
 TRANSMITTER LOCATION: Jones and Gifford  
 Ave. TIME ON THE AIR: (daily) 7:30 A.M. to  
 12:00 midnight; (Sunday) 8:00 A.M. to mid-  
 night. NEWS SERVICE: United Press. TRAN-  
 SCRPTION SERVICE: Associated, Davis &  
 Schwegler. MAINTAINS ARTISTS' BUREAU.

## Personnel

President.....Jay E. Mason  
 Vice-President.....Fred R. Ripley  
 Treasurer.....Julius King  
 Secretary.....Hugh V. N. Bodine  
 General Manager.....Simon Goldman  
 Program Director.....Marshall B. Shantz, Jr.  
 Sales Promotion Manager...Alfred E. Spokes  
 Musical Director.....John P. Lewis  
 Chief Engineer.....Harold J. Kratzert

## Coverage

	Daytime	Evening
Population—Primary	300,000	300,000
Radio Homes— " "	74,490	74,490
Population—Secondary	330,000	
Radio Homes— " "	72,010	

Source: Field intensity measurements.

## Representative

Paul H. Raymer Company

# W K N Y

KINGSTON—EST. 1939

FREQUENCY: 1490 Kc. POWER: 250 watts.  
 OWNED BY: Kingston Broadcasting Corp. OP-  
 ERATED BY: Kingston Broadcasting Corp.  
 BUSINESS ADDRESS: Governor Clinton Hotel.  
 STUDIO ADDRESS: Governor Clinton Hotel.  
 PHONE: 4500. TRANSMITTER LOCATION:  
 Ulster Township. TIME ON THE AIR: 7:00 A.M.  
 to 12:00 Midnight. NEWS SERVICE: Interna-  
 tional News Service. TRANSCRIPTION SER-  
 VICE: World Broadcasting System.

## Personnel

President-Station Manager. John R. McKenna  
 Commercial Manager.....Leonard Bernard

## Coverage

Population—Primary ..... 274,398  
 Radio Homes— " ..... 64,650  
 Population—Secondary ..... 422,057  
 Radio Homes— " ..... 104,240

Source: Mail response survey; U. S. Census;  
 Joint Committee.

# W G N Y

NEWBURGH—EST. 1933

FREQUENCY: 1250 Kc. POWER: 250 watts.  
 OWNED BY: WGNY Broadcasting Co. OP-  
 ERATED BY: WGNY Broadcasting Co. BUSI-  
 NESS ADDRESS: 161 Broadway. STUDIO AD-  
 DRESS: Newburgh; Poughkeepsie. TRANSMIT-  
 TER LOCATION: Cochetton Turnpike. TIME  
 ON THE AIR: Daytime Schedule. NEWSPAPER  
 AFFILIATION: Poughkeepsie Sunday Courier.  
 NEWS SERVICE: United Press. TRANSCRIP-  
 TION SERVICE: Associated Music Publishers.  
 MAINTAINS ARTISTS' BUREAU.

## Personnel

President.....Merritt C. Speidel  
 Secretary.....Harry S. Bunker  
 Treasurer & Director....Edward A. Chappell  
 Business Manager.....W. Dale McLaughlin  
 Executive Manager-Program Director,  
 H. W. Cassill  
 Commercial Manager...W. E. Dunkelbarger  
 Artists' Bureau Head.....Donald Grant  
 Publicity Director.....Ruth M. Shafer  
 Chief Announcer.....Richard Crans  
 Musical Director.....Jack Stotesbury  
 Chief Engineer.....Patrick Simpson

## Coverage\*

Population—Primary ..... 563,335  
 Radio Homes— " ..... 84,100

\* Information based on 100 watts power;  
 station now operates on 250 watts on 1220  
 kilocycles.

# W A B C

NEW YORK CITY—EST. 1928

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 880 Kc. POWER: 50,000 Watts. OWNED BY: Columbia Broadcasting System. OPERATED BY: Same. BUSINESS ADDRESS: 485 Madison Ave. STUDIO ADDRESS: 485 Madison Ave.; 799 Seventh Ave.; 49 East 52nd St. TRANSMITTER LOCATION: Wayne Township, N. J. TIME ON THE AIR: 6:15 A.M. to 1:00 A.M.; Sunday, 8:00 A.M. to 1:00 A.M. NEWS SERVICE: United Press, International News Service. TRANSCRIPTION SERVICE: Associated (Transcriptions to 9:00 A.M. only).

## Personnel

General Manager.....Arthur Hull Hayes  
Sales Promotion Manager.....Jules Dundes  
Program Director.....George Allen  
Sales Representative.....Jerome B. Harrison  
Sales Representative.....Wilbur Edwards  
Sales Representative....Beverly M. Middleton  
(For additional personnel see listing of Columbia Broadcasting System, Inc., under networks.)

## Coverage

	Daytime	Evening
Population—Primary	14,501,900	13,228,400
Radio Homes—"	3,415,530	3,161,480
Population—Secondary	18,531,600	24,568,100
Radio Homes—"	4,111,120	5,286,460

Source: Market Research Division of the Columbia Broadcasting System.

## Representative

Radio Sales

# W B N X

NEW YORK—EST. 1927

FREQUENCY: 1380 Kc. POWER: 5000 watts. OWNED BY: WBNX Broadcasting Co., Inc. OPERATED BY: WBNX Broadcasting Co., Inc. BUSINESS ADDRESS: 260 E. 161st St. PHONE: MEIrose 5-0333-4-5-6-7. STUDIO ADDRESS: 260 E. 161st St. TRANSMITTER LOCATION: Carlstadt, N. J. TIME ON THE AIR: 9:00 A.M. to 6:00 P.M. and 7:30 P.M. to 12:00 Midnight; Sunday, 9:00 A.M. to 11:00 A.M., 12:30 P.M. to 3:00 P.M., 4:30 P.M. to 7:00 P.M. and 8:30 P.M. to 12:00 Midnight (9 1/2 hours weekly). NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Standard Radio.

## Personnel

President.....A. L. Haskell  
Vice-President-General Manager.W. C. Alcorn  
Secretary & Commercial Manager.W. I. Moore  
Production Manager.....Edw. Ervin  
Program Director.....Frank Johnson  
Publicity Office.....Davis-Leiber  
Musical Director.....Fred Mendelsohn  
Consult. Engineer.....H. L. Wilson

## Coverage

Population—Primary ..... 10,383,908  
Population—Secondary ..... 870,270  
Source: Field intensity measurements.

# W E A F

NEW YORK—EST. 1922

KEY STATION NBC (RED)

FREQUENCY: 660 Kc. POWER: 50,000 Watts. OWNED BY: National Broadcasting Co., Inc. OPERATED BY: Same. BUSINESS ADDRESS: 30 Rockefeller Plaza. PHONE: Circle 7-8300. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Port Washington, Long Island. TIME ON THE AIR: (daily) 6:30 A.M. NEWS SERVICE: Associated Press, United Press, International News Service.

## Personnel

See Network Listing

## Coverage

	Daytime	Evening
Population—Primary	14,886,600	13,939,100
Radio Homes—"	3,532,600	3,321,800
Population—Secondary	12,595,600	17,649,200
Radio Homes—"	796,100	1,117,100

Source: NBC Circulation Studies; Joint Committee.

**WBNX NEW YORK**

**5000 WATTS**  
*Directional*

*A NEW Sales Approach to the World's Largest Market-*  
**METROPOLITAN NEW YORK**

*On June 1st,  
1941, Station WINS will move to  
spacious modern quarters, with  
newly constructed studios and  
the very latest equipment, at  
23-31 West Forty-Third Street.*

. . . . .

**WINS**

*N E W     Y O R K*

*Effective March 29, WINS will broadcast on 1000 kilocycles*

# WEVD

NEW YORK—EST. 1927

FREQUENCY: 1330 Kc. POWER: 5000 watts.  
 OWNED BY: Debs Memorial Radio Fund.  
 OPERATED BY: Same. BUSINESS ADDRESS:  
 117 W. 46th St. PHONE: Bryant 9-2360. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 1335 Grand St., Bklyn. TIME ON THE AIR: 7:00 A.M. to 10:00 A.M., 12:00 noon to 6:00 P.M. and 8:00 P.M. to 4:00 A.M.: No schedule Monday night.

## Personnel

Chairman of Board.....Adolph Held  
 Managing Director.....Henry Greenfield  
 Chief Announcer.....David Niles  
 Program Director.....George Field  
 Musical Director.....Vladimir Heifetz  
 Chief Engineer.....Charles Brown

## Coverage

Population—Primary .....11,738,710  
 Radio Homes— " ..... 2,754,834  
 Population—Secondary ..... 4,815,860  
 Radio Homes— " ..... 1,067,780  
 Source: Station survey.

# WIN

NEW YORK—EST. 1922

FREQUENCY: 1050 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: Marcus Loew Booking Agency; OPERATED BY: Marcus Loew Booking Agency. BUSINESS ADDRESS: 1540 Broadway. PHONE: BRYant 9-7800. STUDIO ADDRESS: 1540 Broadway. TRANSMITTER LOCATION: 20th Ave. & 31st St., Astoria, L. I. TIME ON THE AIR: 6:00 A.M. to 3:00 A.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Associated Music Publishers. MAINTAINS ARTISTS BUREAU.

## Personnel

Director.....Herbert L. Pettey  
 Sales Director.....Bert Lehtar, Jr.  
 Station Manager.....Frank Roehrenbeck  
 Artists Bureau.....Leo Cohen  
 Program Manager.....Fred Raphael  
 Production Department.....Maurice Barrett  
 Comptroller.....Jacques Van Straten  
 Chief Announcer.....Russell Clancy  
 Publicity Department.....Al Simon  
 Sales Promotion Manager.....Robert G. Patt  
 Musical Director.....Don Albert  
 Chief Engineer.....Paul Fuelling

## Coverage

	Daytime	Evening
Population—Primary	11,921,522	9,737,329
Radio Homes— " "	2,970,460	2,677,830
Population—Secondary	702,920	1,748,287
Radio Homes— " "	181,100	437,110

Source: 1930 U. S. Census; Joint Committee.

## Representative

Chicago Office: 360 N. Michigan Ave.

# WHOM

(See Jersey City, N. J.)

# WINS

NEW YORK—EST. 1924

NEW YORK BROADCASTING SYSTEM  
 FREQUENCY: 1000 Kc. POWER: 1000 watts, (C.P. 50,000 watts). OWNED BY: Hearst Radio, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 110 East 58th St. PHONE: EL-5-6100. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Carlstadt, N. J. TIME ON THE AIR: 7:00 A.M. to 2 hours after local sunset, E.S.T. NEWSPAPER AFFILIATIONS: New York Journal-American, New York Daily Mirror. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: World Broadcasting System.

## Personnel

Station Manager.....Cecil H. Hackett  
 Sales Promotion Manager-Publicity  
 Director.....Bernard Estes  
 Program Director.....Hazel Bower  
 Chief Announcer.....Bill Harding  
 Musical Director.....Louis Katzman  
 Production Manager.....Robert Colton  
 Chief Engineer.....Paul Von Kunits

THE  
**LITTLE STATION**  
*with the*  
**BIG AUDIENCES!**

2,000,000 Jews  
 1,250,000 Italians  
 650,000 Germans  
 450,000 Poles

**ALL WANTING TO**  
 Listen to Their  
 Mother-Tongue  
 Programs on

# WHOM

COVERS THE NEW YORK  
 METROPOLITAN AREA

1000 WATTS—D  
 500 WATTS—N

# WNEW SELLS GOODS AT LOWEST COST

of any station claiming coverage  
of the metropolitan trading area



## BECAUSE...

**WNEW** delivers twice the audience of any other New York independent station. (See Hooper-Holmes and other impartial surveys.)

**WNEW** delivers this audience at one-third the cost of any New York network station. (See Standard Rate & Data.)



Not a local station one minute and a chain station the next. Rather WNEW is a *local* station that thinks New York — acts New York — is New York. *24 Hours a Day!*

# WNEW

501 Madison Avenue, New York

SERVING NEW YORK AND NEW JERSEY 24 HOURS A DAY

5000 watts • 1250 kilocycles • Nationally represented by John Blair & Company

*1250  
on your  
dial!*



**Coverage**

Population—Primary ..... 10,224,259  
 Radio Homes— " ..... 1,115,212  
 Population—Secondary ..... 9,590,479  
 Radio Homes— " ..... 1,025,995

Source: Station survey; Joint Committee.

**Representatives**

International Radio Sales

**W J Z**

**NEW YORK—EST. 1921**

KEY STATION NBC (BLUE)

FREQUENCY: 770 Kc. POWER: 50,000  
 Watts. OWNED BY: National Broadcasting  
 Co., Inc. OPERATED BY: Same. BUSINESS  
 ADDRESS: 30 Rockefeller Plaza, N. Y.  
 PHONE: Circle 7-8300. STUDIO ADDRESS:  
 Same. TRANSMITTER LOCATION: Bound  
 Brook, N. J. TIME ON THE AIR: (daily) 6:30  
 A.M. to 1:00 A.M. (Sunday) 8:00 A.M. to  
 1:00 A.M. NEWS SERVICE: United Press, As-  
 sociated Press, International News Service.

**Personnel**

See Network Listing

**Coverage**

	Daytime	Evening
Population—Primary	18,229,300	16,941,800
Radio Homes— " "	4,260,400	3,967,600
Population—Secondary	8,857,600	15,908,400
Radio Homes— " "	854,800	1,173,000

Source: NBC Circulation Studies; Joint Committee.

**W L T H**

**NEW YORK—EST. 1926**

FREQUENCY: 1430 Kc. POWER: 500 watts.  
 OWNED BY: WLTH, Inc. OPERATED BY:  
 WLTH, Inc. BUSINESS ADDRESS: 105 Second  
 Ave., N. Y. C. PHONE: ORchard 4-3939. STU-  
 DIO ADDRESS: 105 Second Ave., N. Y. C.  
 TRANSMITTER LOCATION: Green and Provost,  
 Brooklyn, N. Y. TIME ON THE AIR: Quarter  
 Schedule. (Shares time with WARD, WBBC,  
 WVFW); (28 hours weekly). TRANSCRIPTION  
 SERVICE: Lang-Worth, C. P. MacGregor.  
 MAINTAINS ARTISTS' BUREAU.

**Personnel**

President and General

Manager.....Samuel J. Gellard  
 Program Director.....Norman H. Warembud  
 Production Manager-Publicity Director,

Baron Kapelsohn

Sales Promotion Manager.....Edward J. May  
 Merchandising Manager.....Jacob Welt  
 Chief Engineer.....Clifton Foss

**Coverage\***

Population—Primary ..... 6,930,446  
 Radio Homes— " ..... 1,663,000

\*Station claims complete coverage of Jewish population.

Source: U. S. Census; Brooklyn Edison Mar-  
 ket Survey; Joint Committee.

**W M C A**

**NEW YORK—EST. 1925**

INTER-CITY BROADCASTING SYSTEM

FREQUENCY: 570 Kc. POWER: 5000 watts,  
 d.; 1000 watts, n. OWNED BY: Knickerbocker  
 Broadcasting Co. OPERATED BY: Knicker-  
 bocker Broadcasting Co. BUSINESS ADDRESS:  
 1657 Broadway. PHONE: Circle 6-2200. STU-  
 DIO ADDRESS: 1657 Broadway. TRANSMIT-  
 TER LOCATION: Kearney, N. J. TIME ON THE  
 AIR: 24 hours daily. NEWS SERVICE: Asso-  
 ciated Press, International News Service.  
 MAINTAINS ARTISTS' BUREAU. TRANSCRIP-  
 TION SERVICE: NBC Thesaurus.

**Personnel**

General Manager.....Don S. Shaw  
 Director of Sales.....Charles Stark  
 Operations Manager.....Charles Capps  
 Artists' Bureau Head.....Charles Wilshin  
 Sales Promotion Manager.....Edwin Weisman  
 Chief Announcer.....Bob Carter  
 Publicity Director.....Leon Goldstein  
 Musical Director.....Joseph Rines  
 Chief Engineer.....Frank Marx

**Coverage**

Population—Primary ..... 12,480,200  
 Source: Field intensity measurements.

**Representative**

Virgil Reiter & Co.

**W N E W**

**NEW YORK—EST. 1934**

FREQUENCY: 1280 Kc. POWER: 5000 watts.  
 OWNED BY: Wodaam Corp. OPERATED BY:  
 Wodaam Corp. BUSINESS ADDRESS: 501 Mad-  
 ison Ave. PHONE: Plaza 3-3300. STUDIO  
 ADDRESS: Same. TRANSMITTER LOCATION:  
 277½ Paterson Plank Rd., Carlstadt, N. J.  
 TIME ON THE AIR: 24 hours a day, except  
 Sunday and Monday. (Sunday) 12:00 Mid-  
 night to 7:00 A.M.; 10:00 A.M. to 12:30 P.M.;  
 and 6:30 P.M. to 9:00 P.M. (Monday) 7:00 A.M.  
 to 2:00 P.M. and 5:00 P.M. to 8:00 P.M. and  
 10:00 P.M. to Sunday morning at 7:00 A.M.  
 NEWS SERVICE: Associated Press. MAIN-  
 TAINS ARTISTS' BUREAU. TRANSCRIPTION  
 SERVICE: Associated.

**Personnel**

Station Manager .....Bernice Judis  
 Sales Manager .....Herman Bess  
 National Sales Manager.....Walter Duncan  
 Artist Bureau Head .....Bernice Judis  
 Special Events and Publicity Director,

Jack Banner

Production Head.....William McGrath  
 Chief Announcer .....John Jaeger  
 Chief Engineer .....M. J. Weiner  
 Musical Director.....Merle Pitt

In The New York Market  
DON'T MISS

# W A A T

A DAYTIME FACTOR SINCE 1926

***NOW*** serving the millions of residents  
in New York and New Jersey From . . . .

**DAWN to DAWN!**

U.P. & I.N.S. NEWS of the Hour --  
**EVERY HOUR . . . ON THE HOUR**

One Of the Reasons this Station is  
A "BEST BET" IN THE WORLD'S GREATEST  
MARKET . . . . . *Investigate!*

Represented by Rambeau



See Page 479

**Coverage**

Population—Primary ..... 11,803,680  
 Radio Homes— " ..... 2,950,920  
 Population—Secondary ..... 1,184,520  
 Radio Homes— " ..... 296,130

Source: Station survey; Joint Committee.

**Representative**

John Blair & Co.

**W N Y C**

NEW YORK—EST. 1924

FREQUENCY: 830 Kc. POWER: 1000 watts.  
 OWNED BY: City of New York. OPERATED  
 BY: Municipal Broadcasting System. BUSI-  
 NESS ADDRESS: Municipal Bldg. PHONE:  
 Worth 2-5600. STUDIO ADDRESS: Municipal  
 Bldg. TRANSMITTER LOCATION: Greenpoint,  
 Bklyn. TIME ON THE AIR: 7:00 A.M. to sun-  
 set (Minn., Minn.). NEWS SERVICE: Inter-  
 national News Service, Associated Press.

**Personnel**

Director..... M. S. Novik  
 Chief Announcer..... T. H. Cowan  
 Program Director..... Seymour N. Siegel  
 Publicity Director..... Jack Goodman  
 Musical Director..... Herman Neuman  
 Chief Engineer..... Isaac Brimberg  
 (Non-Commercial Station)

**W A T**

(See Jersey City, N. J., Page 479)

**W O R**

NEW YORK—EST 1922

MUTUAL BROADCASTING SYSTEM

FREQUENCY: 710 Kc. POWER: 50,000  
 Watts. OWNED BY: Bamberger Broadcasting  
 Service. OPERATED BY: Same. BUSINESS  
 ADDRESS: 131 Market St.; and 1440 Broad-  
 way, New York, N. Y. PHONE: (Newark)  
 Market 2-1212. (New York) PEnnsylvania  
 6-8383. STUDIO ADDRESS: 131 Market St.,  
 Newark and 1440 Broadway, N. Y. C.  
 TRANSMITTER LOCATION: Carteret. TIME  
 ON THE AIR: (daily) 6:00 A.M. to 2:00 A.M.  
 (Sunday) 7:45 A.M. to 2:00 A.M. NEWS SER-  
 VICES: Transradio Press Service, United Press,  
 Associated Press, General News Ticker (Sports).  
 MAINTAINS ARTISTS' BUREAU. TRANSCRIP-  
 TION SERVICE: World Broadcasting System;  
 WOR Electrical Transcription and Recording  
 Service.

**Personnel**

President..... Alfred J. McCosker  
 Vice president and general  
 manager..... Theodore C. Streibert  
 Vice-President in Charge of  
 Program Operations... Julius F. Seebach, Jr.  
 Vice-President in Charge of Sales,  
 Rufus C. Maddux  
 Sales Manager..... Eugene S. Thomas  
 Commercial Program Manager, Mitchell Benson  
 Production Manager..... Charles Godwin  
 Director of Publicity..... Jerry Danzig  
 Director of Special Features and News,  
 Dave Driscoll  
 Chief Engineer..... J. R. Poppele  
 Director WOR Artists Bureau... Nat Abramson  
 Director of Sales Promotion..... Joe Creamer  
 Musical Director..... Alfred Wallenstein

**Coverage**

Population—Guaranteed ..... \*18,070,855  
 Radio Homes— " ..... \*4,261,788

\* Includes both primary and secondary  
 areas.

Source: U. S. Census.

**Representatives**

Paul A. Belaire, Boston, Mass.  
 Harold C. Higgins, Chicago, Ill.  
 Edward S. Townsend, San Francisco

**W Q X R**

NEW YORK—EST. 1934

FREQUENCY: 1600 Kc. POWER: 10000 watts.  
 OWNED BY: Interstate Broadcasting Co., Inc.  
 OPERATED BY: Interstate Broadcasting Co.,  
 Inc. BUSINESS ADDRESS: 730 Fifth Ave.  
 PHONE: Circle 5-5566. STUDIO ADDRESS: 730  
 Fifth Ave. TRANSMITTER LOCATION: Mas-  
 peth, Long Island. TIME ON THE AIR: Full  
 Time License (99½ hours weekly). NEWS  
 SERVICE: Associated Press. TRANSCRIPTION  
 SERVICE: World Broadcasting System.

**Personnel**

President..... John V. L. Hogan  
 Station Manager..... Elliott M. Sanger  
 Vice-President in Charge of Sales,  
 Hugh K. Boice  
 Sales Manager..... Robert M. Scholle  
 Program Director..... Eleanor N. Sanger  
 Production Manager-Chief Announcer,  
 William D. Straus  
 Publicity Director..... Dorothea Beckman  
 Musical Director..... Eddy Brown  
 Chief Engineer..... Russell Valentine

**Coverage**

Population—Primary ..... 10,000,000  
 Radio Homes— " ..... 2,693,460

Source: Station survey.

*New York's  
Fifth Ave  
Station!*



**EVERYONE KNOWS  
IT'S THE BEST BUY  
IN NEW YORK**

In the world's greatest market, WOV's power and efficiency is a natural for producing more than satisfactory results.

By actual experience, shrewd advertisers and time buyers know the advantage WOV has in the vast Italo-American market. In addition to this market, WOV's new programming has resulted in reaching a greater American audience than ever before.

**W O V**

**10,000 WATTS**

*1130 on your dial*

OFFICES AND STUDIOS

730 FIFTH AVENUE, NEW YORK CITY

Circle 5-7979

# W O V

**NEW YORK—EST. 1928**

FREQUENCY: 1130 Kc. POWER: 10,000 watts. OWNED BY: Greater New York Broadcasting Corp. OPERATED BY: Greater New York Broadcasting Corp. BUSINESS ADDRESS: 730 Fifth Ave. PHONE: BRyant 9-6080. STUDIO ADDRESS: 730 Fifth Ave. TRANSMITTER LOCATION: Kearney, N. J. TIME ON THE AIR: 7:00 A.M. to 12:00 Midnight; Sundays, 8:00 A.M. to 12:00 Midnight (118 hours weekly). NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Lang-Worth, Standard Radio. MAINTAINS ARTISTS' BUREAU.

## Personnel

General Manager.....Arthur Simon  
Asst. Program Director.....John Schramm  
Artists' Bureau Director.....Syd Leipzig  
Chief Engineer.....Whitman N. Hall

## Coverage

Population—Primary ..... 8,557,725  
Radio Homes— " ..... 1,700,000

# W H L D

**NIAGARA FALLS—EST. 1939**

FREQUENCY: 1290 Kc. POWER: 1000 watts. OWNED BY: Niagara Falls Gazette Publishing Co. OPERATED BY: Niagara Falls Gazette Publishing Co. BUSINESS ADDRESS: Niagara Hotel. PHONE: 7250. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Lockport Road. TIME ON THE AIR: 7:00 A.M. to local sunset. NEWSPAPER AFFILIATION: Niagara Falls Gazette. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio. MAINTAINS ARTISTS' BUREAU.

## Personnel

General Manager.....Earl C. Hull  
Commercial Manager.....Fin Hollinger  
Program Director.....Ben Bezoff  
Chief Announcer.....Larry Lawrence  
Musical Director.....Ernie Whistler  
Chief Engineer.....Dean Hiatt

## Coverage

Population—Primary ..... 2,425,338  
Radio Homes— " ..... 609,593  
Population—Secondary ..... 2,921,864  
Radio Homes— " ..... 723,175

Source: Mail response survey; U. S. Census.

## Representative

Headley-Reed Co.

# W S L B

**OGDENSBURG—EST. 1939**

FREQUENCY: 1400 Kc. POWER: 250 watts. OWNED BY: St. Lawrence Broadcasting Corp. OPERATED BY: St. Lawrence Broadcasting

Co. BUSINESS ADDRESS: 2315 Knox St. PHONE: 500. STUDIO ADDRESS: 2315 Knox St. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Unlimited License (112 hours weekly). NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus. MAINTAINS ARTISTS' BUREAU.

## Personnel

President.....Joseph R. Brandy  
Station Manager.....Harold J. Frank  
Sales and Sales Promotion Manager,

Rudy Horst

Production Manager.....George Bingham  
Publicity Director.....Dorothy Goodbout  
Chief Announcer.....Ken Meyer  
Musical Director.....Ted Jarvis  
Chief Engineer.....Raymond E. Lafferty

## Coverage\*

	Daytime	Evening
Population—Primary	177,328	177,328
Radio Homes— " "	40,000	40,000
Population—Secondary	258,624	177,328
Radio Homes— " "	58,680	40,000

\*United States coverage only; does not include Canada.

Source: Station survey.

## Representative

DeLisser-Boyd, Inc.

# W H D L

**OLEAN—EST. Tupper Lake, 1928;  
Olean, 1934**

FREQUENCY: 1450 Kc. POWER: 250 watts. OWNED BY: WHDL, Inc. OPERATED BY: WHDL, Inc. BUSINESS ADDRESS: Main Office—601-619 Exchange National Bank Bldg. Branch office—Citizens Nat'l Bank Bldg., Bradford, Pa. PHONE: Bradford 6000; Olean 3300, and 7597. STUDIO ADDRESS: Exchange National Bank Bldg.; Citizens Nat'l Bank Bldg. Bradford; St. Bonaventure College, Allegany, N. Y.; Alfred University, Alfred. TRANSMITTER LOCATION: Allegany. TIME ON THE AIR: 7:00 A.M. to 12:00 Midnight. NEWSPAPER AFFILIATION: Olean Times-Herald. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: World Broadcasting System, Standard Radio, NBC Thesaurus.

## Personnel

President.....E. B. Fitzpatrick  
Station Manager.....Thomas L. Brown  
Sales Manager.....Rocco L. Tito  
Sales Promotion Manager.....H. A. McCaul  
Program Director-Artists' Bureau Head,

Virgil Booth

Production Manager.....Fred Meyer, Jr.  
Chief Announcer.....Arthur Hannes  
Musical Director.....Elizabeth Brady  
Chief Engineer.....Warren E. McDowell



"THE STROMBERG-CARLSON STATION"

# P R E S T I G E

**F**IFTY thousand watt domination of the rich 43 county area it serves is not the only thing your WHAM radio dollar buys. Yours, too, is the prestige of the name of "Stromberg-Carlson" which for years has, to Western New Yorkers and the world, represented the finest in voice transmission and voice reception apparatus—telephone and radio. WHAM . . . owned and operated by the Stromberg-Carlson Telephone Mfg. Co. . . . 50,000 Watts . . . Clear Channel . . . Full Time . . . NBC Blue and Red Networks . . . **National Representatives: George P. Hollingbery Co.**

# W H A M

**R O C H E S T E R , N . Y .**

**Coverage**

Population—Primary .....	69,398
Radio Homes— " .....	16,900
Population—Secondary .....	105,671
Radio Homes— " .....	26,200

Source: Field signal measurements and mail response analysis; Joint Committee.

**Representative**

J. P. McKinney & Son

**W M F F**

**PLATTSBURG—EST. 1935**

NBC—BLUE

FREQUENCY: 1340 Kc. POWER: 250 watts. OWNED BY: Plattsburg Broadcasting Corp. OPERATED BY: Plattsburg Broadcasting Corp. BUSINESS ADDRESS: Hotel Cumberland. PHONE: 1600. STUDIO ADDRESS: Hotel Cumberland. TRANSMITTER LOCATION: Boynton Ave. TIME ON THE AIR: 7:30 A.M. to 12:00 Midnight; Sunday, 9:00 A.M. to 12:00 Midnight. NEWS SERVICE: Transradio Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus.

**Personnel**

President..... E. H. Bragg  
 Vice-President..... L. E. Bragg  
 Secretary-Treasurer..... George F. Bissell  
 Assistant Secretary..... B. W. Bissell  
 General Manager..... George F. Bissell  
 Commercial Manager..... Edward Furman  
 Program-Musical Director..... Don Hart  
 Chief Engineer..... Jack Nazak

**Coverage**

Population—Primary .....	147,000
Radio Homes— " .....	31,800
Population—Secondary .....	194,500
Radio Homes— " .....	44,700

Source: Mail response analysis.

**W K I P**

**POUGHKEEPSIE—EST. 1939**

NATIONAL BROADCASTING CO.

FREQUENCY: 1450 Kc. POWER: 250 watts. OWNED BY: Poughkeepsie Broadcasting Corp. OPERATED BY: Poughkeepsie Broadcasting Corp. BUSINESS ADDRESS: The Nelson House. PHONE: 6800. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 12:05 P.M.; Sundays, 8:00 A.M. to 12:05 P.M. (118½ hours weekly). NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

**Personnel**

President-Station Manager.... Richard E. Coon  
 Commercial Manager..... Frederic W. Ayer  
 Program Director..... William F. Cope  
 Chief Announcer..... Chester Santon  
 Chief Engineer..... Peter J. Prinz

**Representative**

Headley-Reed Co.

**W H A M**

**ROCHESTER—EST. 1926**  
 NATIONAL BROADCASTING CO.  
 (RED AND BLUE)

FREQUENCY: 1180 Kc. POWER: 50,000 watts. OWNED BY: Stromberg Carlson Telephone Mfg. Co. OPERATED BY: Stromberg Carlson Telephone Mfg. Co. BUSINESS ADDRESS: Sagamore Hotel. STUDIO ADDRESS: Sagamore Hotel. TRANSMITTER LOCATION: Victor, N. Y. TIME ON THE AIR: 6:30 A.M. to 12:30 A.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System, Lang-Worth.

**Personnel**

President..... Wesley M. Angle  
 Vice-President..... Edward A. Hanover  
 General Manager..... William Fay  
 Assistant Manager..... Jack Lee  
 Commercial Manager..... J. W. Kennedy, Jr.  
 Publicity Director..... Arthur Kelly  
 Program Director..... Chas. Siverson  
 Technical Supervisor..... Ken Gardner

**Coverage**

Population—Primary .....	3,607,424
Radio Homes— " .....	896,010

Source: U. S. Census; Joint Committee.

**Representative**

George P. Hollingbery Co.

**W H E C**

**ROCHESTER—EST. 1922**  
 COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1460 Kc. POWER: 1000 watts, d.; 500 Watts, n. OWNED BY: WHEC, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 40 Franklin St. PHONE: Stone 1320-1-2. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Mt. Read Blvd., Cold Water, N. Y. TIME ON THE AIR: 6:45 A.M. to 12:30 A.M., daily except Saturdays; 6:45 A.M. to 1:00 A.M., Saturdays; 8:30 A.M. to 12:30 A.M., Sundays. NEWSPAPER AFFILIATION: Gannett Newspapers, Inc. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Associated Music Publishers.

**Personnel**

Vice-President..... Clarence Wheeler  
 Treasurer-General Manager... Gunnar O. Wiig  
 Commercial Manager..... L. C. Wheeler  
 Publicity Director..... Ross Woodbridge  
 Assistant Secretary..... Mary Carroll  
 Traffic Manager..... Elizabeth Gledhill  
 Chief Announcer..... Harry LeBrun  
 Musical Director..... Ken Sparon

**Coverage**

	Daytime	Evening
Population—Primary .....	533,000	533,000
Radio Homes— " .....	132,350	132,350
Population—Secondary ..	810,812	.....
Radio Homes— " .....	210,361	.....

Source: CBS Listening and Dealer Study.

**Representative**

Paul H. Raymer Company

**W S A Y**

ROCHESTER—EST. 1936

CBS—MBS—NEW YORK BROADCASTING SYSTEM

FREQUENCY: 1240 Kc. POWER: 250 watts.

OWNED BY: Brown Radio Service & Laboratory. OPERATED BY: Same. BUSINESS ADDRESS: 300 Taylor Bldg. PHONE: Stone 702-3. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 12:30 A.M. NEWS SERVICE: Transradio Press. MAINTAINS ARTISTS' BUREAU.

**Personnel**

President-Chief Engineer.....Gordon P. Brown  
 General Manager.....Mort Nusbaum  
 Sales and Sales Promotion Manager,  
 Winston H. Thornburg  
 Publicity Director.....Harland Evans

Chief Announcer.....Ross Weller  
 Musical Director.....Betty Brown  
 Chief Engineer.....Gordon P. Brown

**Coverage**

	Daytime	Evening
Population—Primary .....	528,000	656,550
Radio Homes— " .....	128,700	167,500
Population—Secondary ..	823,000	1,110,100
Radio Homes— " .....	193,220	265,460

Source: Mail response analysis and field intensity survey.

**W A G E \***

SALINA—EST. 1941

MUTUAL BROADCASTING SYSTEM

FREQUENCY: 620 Kc. POWER: 1000 watts.

OWNED BY: Sentinel Broadcasting Co. OPERATED BY: Sentinel Broadcasting Co. BUSINESS OFFICE: Salina. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Unlimited license.

**Personnel**

President.....Frank C. Revoir  
 Vice-President.....William T. McCaffrey  
 Vice-President.....Alexis M. Muench  
 \*Station was licensed to operate under a construction permit at time of going to press and no further information was available.

**W N B Z**

SARANAC LAKE—EST. 1937

FREQUENCY: 1320 Kc. POWER: 100 watts.

OWNED BY: Upstate Broadcasting Corp. OPERATED BY: Upstate Broadcasting Corp. BUSINESS ADDRESS: 70 Broadway. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 8:00 A.M. to local sunset. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Lang-Worth.

**Personnel**

President.....Carl F. Woese  
 General Manager.....W. H. Carpenter  
 Chief Engineer.....A. J. Kanze

**Representative**

George P. Hollingsbery Co.

**W G Y**

SCHENECTADY—EST. 1922

NATIONAL BROADCASTING CO.

(BASIC RED)

FREQUENCY: 810 Kc. POWER: 50,000

Watts. OWNED BY: General Electric Co.

OPERATED BY: Same. BUSINESS ADDRESS:

1 River Road. PHONE: 4-2211. STUDIO AD-

DRESS: Same. TRANSMITTER LOCATION:

South Schenectady. TIME ON THE AIR: 6:45

A.M. to 1:00 A.M. (daily). 9:00 A.M. to 1:00

A.M. (Sunday). NEWS SERVICE: United Press.

TRANSCRIPTION SERVICE: NBC Thesaurus.

MAINTAINS ARTISTS' BUREAU.

**FIRST** IN ROCHESTER HEARTS!  
 IN ROCHESTER MINDS!  
 IN ROCHESTER EARS!

**WSAY**

(BASIC MUTUAL BROADCASTING SYSTEM)

Lowest cost of any advertising medium for complete coverage of the third largest market of the nation's richest state!

For choice news and spot availabilities, write, wire, or phone collect to

**W S A Y**

ROCHESTER

NEW YORK



**Personnel**

President.....Charles E. Wilson  
 Station Manager.....Kolin Hager  
 Program Manager.....A. O. Coggeshall  
 Acting Sales Manager.....A. G. MacDonald  
 Publicity Director.....W. T. Meenam  
 Chief Engineer.....W. J. Purcell

**Coverage**

	Daytime	Evening
Population—Primary	1,987,400	2,571,200
Radio Homes—"	488,000	600,300
Population—Secondary	2,453,100	2,273,600
Radio Homes—"	551,300	532,900

Source: NBC Statistical Department.

**Representative**

National Broadcasting Co., Inc.

**WOLF**

SYRACUSE—EST. 1940

FREQUENCY: 1490 Kc. POWER: 250 watts.  
 OWNED BY: Civic Broadcasting Corp. OPER-  
 ATED BY: Civic Broadcasting Corp. BUSINESS  
 ADDRESS: Chimes Bldg. STUDIO ADDRESS:  
 Chimes Bldg. PHONE: 2-7211. TRANSMITTER

LOCATION: Kirkpatrick and Van Rensselaer  
 Sts. TIME ON THE AIR: 6:45 A.M. to 2:00  
 A.M. (134½ hours weekly). NEWS SERVICE:  
 Transradio Press. TRANSCRIPTION SERVICE:  
 Standard Radio. MAINTAINS ARTISTS' BU-  
 REAU.

**Personnel**

President-Manager.....T. S. Marshall  
 Program Director.....L. W. Kaiser  
 Artists' Bureau Head-Traffic Manager,  
 Wynne Parrish  
 Publicity Director-News Editor,  
 Martin A. Burstein  
 Chief Announcer.....Hamilton Woodlee  
 Musical Director.....Bob Riddle  
 Chief Engineer.....Laurence Reilly

**Coverage**

	Daytime	Evening
Population—Primary	378,060	254,997
Radio Homes—"	94,300	62,891

Source: Field intensity survey; U. S. Cen-  
 sus; Joint Committee.

**Representative**

Radio Advertising Corp.

**THE ONLY STATION**

IN CENTRAL NEW YORK

**BROADCASTING**

1. NEWS EVERY HOUR, ON THE HOUR.
2. ASCAP, BML, SESAC, PD MUSIC.
3. 19¾ HOURS PER DAY, AND
4. RATING OVER 3000 IN AUDIENCE RESPONSE EVERY WEEK.

250 WATTS  
 NON-DIRECTIONAL  
 1490 KC.



SYRACUSE  
 NEW YORK

# WFBL

## SYRACUSE

NOW . . .

# 5000 WATTS

## DAY and NIGHT

Covers far more population  
and buying power than ever before

### BETTER RECEPTION TO ALL POINTS

Here's what listeners tell us:

HAMILTON, N. Y. (45 miles away)  
"Never been able to find a good station for Glenn Miller. Your power increase has solved my problem."

NORWICH, N. Y. (66 miles away)  
"WFBL is now our best and clearest station. No interference."

WATERTOWN, N. Y. (72 miles away)  
"Since you've increased your power your reception has much improved."

CLYDE, N. Y. (44 miles away)  
"I really take pleasure in tuning WFBL now that your programs come in much clearer."

WFBL now is Syracuse and Central New York's MOST POWERFUL station, day and night! With this decided advantage of a five time increase in power, with top-flight air shows,\* the new WFBL is a powerful approach for more sales in this established 4-Billion Dollar market.

WRITE today for complete data regarding WFBL's increased coverage, rates and time available.

# WFBL

## SYRACUSE, N. Y.

\*Member Basic Network

Columbia Broadcasting System



FREE & PETERS, Inc., EXCLUSIVE NATIONAL REPRESENTATIVES

# W F B L

SYRACUSE—EST. 1922

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1390 Kc. POWER: 5000 watts.

OWNED BY: Onondaga Radio Broadcasting Corp. OPERATED BY: Onondaga Radio Broadcasting Corp. BUSINESS ADDRESS: Onondaga Hotel. PHONE: 2-1147. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Collamer, N. Y. TIME ON THE AIR: 124 hours weekly. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: World Broadcasting System.

## Personnel

President.....S. H. Cook  
 General Manager.....S. Woodworth  
 Vice-President.....Robert G. Soule  
 Vice-President and Sales Promotion  
 Manager.....R. G. Soule  
 Commercial Manager.....Charles Phillips  
 Program Director.....George Perkins  
 Publicity Director.....Harvey Sanderson  
 Musical Director.....Thelma MacNeil Curren  
 Control Room Supervisor....Walter L. Stonger  
 Chief Engineer.....A. R. Marcy

## Coverage

Population—Primary ..... 841,700  
 Radio Homes— " ..... 205,800  
 Population—Secondary ..... 2,501,600  
 Radio Homes— " ..... 579,600

Source: Field intensity measurement and mail response analysis.

## Representative

Free & Peters, Inc.

# W S Y R

SYRACUSE—EST. 1923

NATIONAL BROADCASTING CO.

FREQUENCY: 570 Kc. POWER: 1000 watts.

OWNED BY: Central New York Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: 224 Harrison St. PHONE: 3-7111—STUDIO ADDRESS: 224 Harrison Street. TRANSMITTER LOCATION: Valley Drive. TIME ON THE AIR: (Daily) 6:00 A.M. to 1:00 A.M.; (Sunday) 8:00 A.M. to 12:00 midnight. NEWS SERVICE: United Press. MAINTAINS ARTISTS BUREAU. TRANSCRIPTION SERVICE: Associated.

## Personnel

President.....Harry C. Wilder  
 Vice-President.....Fred R. Ripley  
 Program Director.....Lansing B. Lindquist  
 Artists' Bureau Head.....Fred Jeske  
 Chief Announcer.....Bill Rothrum  
 Service Director.....Arnold Schoen  
 Publicity Director.....E. R. Vadeboncoeur  
 Musical Director.....Victor Miller  
 Chief Engineer.....Armand Belle Isle

## Coverage

Population—Primary ..... 878,263  
 Radio Homes— " ..... 220,550  
 Population—Secondary ..... 470,015  
 Radio Homes— " ..... 121,340

Source: Station survey.

## Representative

Paul H. Raymer Company

# W H A Z

TROY—EST. 1922

FREQUENCY: 1330 Kc. POWER: 1000 watts.

OWNED BY: Rensselaer Polytechnic Institute. OPERATED BY: Rensselaer Polytechnic Institute. BUSINESS ADDRESS: Troy. PHONE: Troy 6810. STUDIO ADDRESS: Troy. TRANSMITTER LOCATION: Troy. TIME ON THE AIR: 6:00 P.M. to midnight (Monday only).

## Personnel

President.....Dr. W. O. Hotchkiss  
 Station Manager.....W. J. Williams  
 Commercial Manager.....Miss M. Bounds  
 Chief Announcer.....R. W. Schmelzer  
 Sales Manager.....W. C. Stoker  
 Musical Director.....A. Olin Niles  
 Chief Engineer.....H. D. Harris

# W T R Y

TROY

NATIONAL BROADCASTING CO.

FREQUENCY: 980 Kc. POWER: 1000 watts.

OWNED BY: Troy Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 92 Fourth St. STUDIO ADDRESS: Same. PHONES: Troy 2100; Albany 2500. TRANSMITTER LOCATION: Boght Corners. TIME ON THE AIR: 6:00 A.M. to local sunset. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System, Lang-Worth.

## Personnel

President.....Col. H. C. Wilder  
 Manager.....Fred R. Ripley  
 Commercial-Sales Promotion Manager.  
 William A. Riple  
 Program Director....W. Woodbury Carter, Jr.  
 Publicity Director.....Cecil Walker  
 Chief Announcer.....Al Parker  
 Musical Director.....Tony Sharpe  
 Chief Engineer.....A. H. Chismark

## Coverage

Population—Primary ..... 437,000  
 Radio Homes— " ..... 105,650  
 Population—Secondary ..... 834,000  
 Radio Homes— " ..... 208,520

Source: Station survey.

## Representative

Paul H. Raymer Co.

**WIBX**

UTICA—EST. 1924

COLUMBIA BROADCASTING SYSTEM  
NEW YORK BROADCASTING SYSTEM  
FREQUENCY: 1230 Kc. POWER: 250 watts.  
OWNED BY: WIBX, Inc. OPERATED BY: Same.  
BUSINESS ADDRESS: First National Bank Bldg.  
PHONE: 2-2101. STUDIO ADDRESS: Same.  
TRANSMITTER LOCATION: Marcy, N. Y. TIME  
ON THE AIR: (daily) 6:55 A.M. to 1:00 A.M.;  
(Sunday) 8:00 A.M. to 1:00 A.M. (128 hours  
weekly). NEWS SERVICE: Transradio Press.  
TRANSCRIPTION SERVICES: Associated Music  
Publishers. MAINTAINS ARTISTS' BUREAU.

**Personnel**

President.....Scott H. Bowen  
Business Manager.....E. K. Johnson  
Program Director-Artists' Bureau Head,  
Elliott Stewart  
Production Manager.....Michael Carlo  
Chief Announcer.....Robert Mohaney  
Public Relations.....Michael R. Hanna  
Merchandising Manager.....Nathan W. Cook  
Musical Director.....Walter Griswold  
Chief Engineer.....J. T. Dowdell

**Coverage**

	Daytime	Evening
Population—Primary .....	223,500	223,500
Radio Homes— " .....	63,760	63,760
Population—Secondary .....	521,700	521,700
Radio Homes— " .....	138,710	138,710

Source: CBS Listener and Dealer Survey.

**Representative**

New York Office: Belmont Plaza Hotel  
Chicago: Virgil Reiter & Co.

**WATN\***

WATERTOWN—EST. 1941

FREQUENCY: 1240 Kc. POWER: 250 watts.  
OWNED BY: Watertown Broadcasting Corp.  
OPERATED BY: Watertown Broadcasting Corp.  
BUSINESS ADDRESS: Watertown. STUDIO  
ADDRESS: Same. TRANSMITTER LOCATION:  
Same. TIME ON THE AIR: Unlimited license.

**Personnel**

President.....C. Harry Righter  
Treasurer.....Dean R. Richardson  
Station Manager.....Kirby Ayers  
Commercial Manager.....Dinny Dinsdale  
\*Station was licensed to operate under a  
construction permit at time of going to press  
and no further information was available.

**WWNY\***

WATERTOWN—EST. 1941

FREQUENCY: 1300 Kc. POWER: 500 watts.  
OWNED BY: The Brockway Co. OPERATED  
BY: The Brockway Co. BUSINESS ADDRESS:  
Watertown. STUDIO ADDRESS: Same. TRANS-

MITTER LOCATION: Same. TIME ON THE AIR:  
Daytime license. NEWSPAPER AFFILIATION:  
Watertown Times.

**Personnel**

President-Treasurer.....Harold B. Johnson  
Chief Engineer.....Paul Lee  
\*Station was licensed to operate under a  
construction permit at time of going to press  
and no further information was available.

**WFAS**

WHITE PLAINS—EST. 1932

FREQUENCY: 1240 Kc. POWER: 250 watts.  
OWNED BY: Westchester Broadcasting Corp.  
OPERATED BY: Same. BUSINESS ADDRESS:  
Roger Smith Hotel. PHONE: White Plains  
6400. STUDIO ADDRESS: Same. TRANSMIT-  
TER LOCATION: Same. TIME ON THE AIR:  
Shares time with WGGB and WBRB. NEWS-  
PAPER AFFILIATION: Macy-Westchester News-  
papers. NEWS SERVICE: County News Bu-  
reau, Associated Press. TRANSCRIPTION SER-  
VICE: World Broadcasting System, Lang-  
Worth.

**Personnel**

President.....J. Noel Macy  
V.P.-Managing Director.....Frank A. Seitz  
Treasurer.....William Fanning  
Secretary.....Harold F. Lippold

**WFAS**

WESTCHESTER'S  
OWN STATION

More power PLUS increased time  
ADD up to more VALUABLE  
"across the board" TIME STA-  
TION WFAS is serving West-  
chester . . . the richest county in  
the United States. Use it to put  
over your message.

**WFAS**

Roger Smith Hotel, White Plains, N. Y.

Representatives

**HEADLEY-REED COMPANY**

420 LEXINGTON AVENUE  
NEW YORK CITY

Commercial Manager . . . . . Anthony H. Francis  
 Program-Musical Director . . . . . Ran Kaler  
 Director of Women's Programs,  
 Betty Patterson  
 Chief Engineer . . . . . Harry C. Laubenstein

**Coverage**

	Daytime	Evening
Population—Primary . . . . .	480,000	480,000
Radio Homes— " . . . . .	122,000	122,000

Source: Field intensity survey.

**Representative**

Headley-Reed Co.

**W W R L**

WOODSIDE—EST. 1926

FREQUENCY: 1600 Kc. POWER: 500 watts.  
 OWNED BY: L. I. Broadcasting Corp. OPER-  
 ATED BY: L. I. Broadcasting Corp. BUSINESS  
 ADDRESS: 41-30 58th St. PHONE: NEWtown  
 9-3300-1. STUDIO ADDRESS: 41-30 58th St.

TRANSMITTER LOCATION: Same. TIME ON  
 THE AIR: Part time schedule (75 hours weekly).  
 NEWS SERVICE: International News Service.  
 TRANSCRIPTION SERVICE: Lang-Worth, Davis  
 & Schwegler.

**Personnel**

President-Station Manager, William H. Reuman  
 Commercial-Sales Promotion Manager,  
 Emil Dorer  
 Program Director . . . . . Dud Conolly  
 Special Events Director . . . . . Arthur Ford  
 Chief Engineer . . . . . William H. Reuman  
 Office Manager . . . . . Edith Dick  
 Production Manager and Musical Director,  
 Adolph Goebel

**Coverage**

	Daytime	Evening
Population—Primary . . . . .	10,000,000	3,000,000

Source: Chamber of Commerce.

**Representative**

Forjee & Co.

**NORTH CAROLINA**

Population 3,571,623

Number of Radio Homes 438,960

Number of Families 786,446

Auto Registrations 591,450

*For 1940 Census data, please turn to page 269*

**W I S E**

ASHEVILLE—EST. 1939

NATIONAL BROADCASTING CO.

BLUE RIDGE NETWORK

(WFBC-WKPT-WOPI-WISE)

FREQUENCY: 1400 Kc. POWER: 250 watts.  
 OWNED BY: WISE Broadcasting Co. OPER-  
 ATED BY: WISE Broadcasting Co. BUSINESS  
 ADDRESS: Langren Hotel. STUDIO ADDRESS:  
 Langren Hotel. PHONE: 1213. TRANSMITTER  
 LOCATION: Same. TIME ON THE AIR: 121  
 hours weekly. NEWSPAPER AFFILIATION:  
 Asheville Advertiser. NEWS SERVICES: Trans-  
 radio Press. TRANSCRIPTION SERVICE: Stan-  
 dard Radio.

**Personnel**

President-Station Manager . . . . . Harold Thoms  
 Commercial Manager . . . . . Baxter Barkley  
 Program Director . . . . . Bernard Macy  
 Chief Engineer . . . . . Ralph Kibbler

**Coverage**

Population—Primary . . . . .	337,500
Radio Homes— " . . . . .	54,843
Population—Secondary . . . . .	500,500
Radio Homes— " . . . . .	73,300

Source: Station survey.

**W W N C**

ASHEVILLE—EST. 1927

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 570 Kc. POWER: 1000 Watts.

OWNED BY: Asheville Citizen-Times Co., Inc.

OPERATED BY: Asheville Citizen-Times Co.,

Inc. BUSINESS ADDRESS: 14 O. Henry Ave.

(Citizens Times Bldg.). PHONE: 5500. STUDIO

ADDRESS: Same. TRANSMITTER LOCATION:

Flatiron Bldg. TIME ON THE AIR: 6:30 A.M. to

12:00 Midnight; Sundays, 8:00 A.M. to 12:00

Midnight. NEWSPAPER AFFILIATION: Ashe-

ville Citizen-Times. NEWS SERVICE: United

Press. TRANSCRIPTION SERVICE: Associated,

World Broadcasting System.

**Personnel**

Executive Director . . . . . Don S. Elias  
 Commercial Manager . . . . . John E. Thayer  
 Program Director . . . . . Robert B. Bingham  
 Assistant Program Director . . . . . Mardi Liles  
 Promotion Manager . . . . . Herman I. Mosely  
 Musical Director . . . . . John Eversman  
 Chief Engineer . . . . . Cecil Hoskins

**Coverage**

	Daytime	Evening
Population—Primary . . . . .	321,212	214,982
Radio Homes— " . . . . .	40,780	29,650
Population—Secondary . . . . .	423,834	200,139
Radio Homes— " . . . . .	56,052	24,170

Source: Field intensity measurement.

## W B T

**CHARLOTTE—EST. 1921**

**COLUMBIA BROADCASTING SYSTEM**  
**FREQUENCY:** 1110 Kc. **POWER:** 50,000  
 Watts. **OWNED BY:** Columbia Broadcasting  
 System, Inc. **OPERATED BY:** Columbia Broad-  
 casting System, Inc. **BUSINESS ADDRESS:**  
 Wilder Bldg. **PHONE:** 3-8833. **STUDIO AD-**  
**DRESS:** Wilder Bldg. **TRANSMITTER LOCA-**  
**TION:** Nations Ford Road. **TIME ON THE**  
**AIR:** 5:00 A.M. to 1:00 A.M.; Sundays, 7:00  
 A.M. to 12:00 Midnight. **NEWS SERVICE:**  
 United Press. **Personnel**

President.....Wm. S. Paley  
 Station Manager.....A. E. Joscelyn  
 Sales Manager.....Royal E. Penny  
 Sales Promotion Manager...William F. Carley  
 Artists' Bureau.....CBS, N. Y.  
 Program Director.....C. H. Crutchfield  
 Auditor.....E. J. DeGray  
 Chief Engineer.....J. J. Beloungy

### Coverage

	Daytime	Evening
Population—Primary .....	2,698,100	971,400
Radio Homes— " .....	329,490	115,030
Population—Secondary ..	5,334,700	7,901,200
Radio Homes— " .....	599,230	968,640

Source: CBS Research Division.

### Representative

Radio Sales

## W S O C

**CHARLOTTE—EST. 1933**

NBC-MBS

**SOUTHERN BROADCASTING SYSTEM**  
**FREQUENCY:** 1240 Kc. **POWER:** 250 watts,  
 d.; 100 watts, n. (C.P. 250 watts, n.). **OWNED**  
**BY:** Radio Station WSOC, Inc. **OPERATED BY:**  
 Radio Station WSOC, Inc. **BUSINESS AD-**  
**DRESS:** Mecklenburg Hotel. **PHONE:** 7138.  
**STUDIO ADDRESS:** Mecklenburg Hotel (C.P.  
 1925 N. Tryon St.). **TRANSMITTER LOCATION:**  
 Same. **TIME ON THE AIR:** 6:30 A.M. to Mid-  
 night (daily); 9:00 A.M. to Midnight (Sunday).  
**NEWS SERVICE:** Transradio Press. **TRAN-**  
**SCRIPTION SERVICE:** NBC Thesaurus.

### Personnel

President and Station Manager...E. J. Gluck  
 Commercial Manager.....W. C. Irwin  
 Program Director.....C. G. Hicks  
 Sales Promotion Manager....Paul W. Norris  
 Chief Engineer.....L. L. Caudle

### Coverage

Population—Primary .....	432,219
Radio Homes— " .....	131,181
Population—Secondary .....	923,123
Radio Homes— " .....	141,620

Source: Station survey and estimate; 1940

U. S. Census; Joint Committee.

### Representative

Headley-Reed Co.

## W D N C

**DURHAM—EST. 1934**

**COLUMBIA BROADCASTING SYSTEM**  
**FREQUENCY:** 1490 Kc. **POWER:** 250 watts.  
**OWNED BY:** Herald-Sun Papers. **OPERATED**  
**BY:** Herald-Sun Papers. **BUSINESS ADDRESS:**  
 138 East Chapel Hill St. **PHONE:** R-155. **STU-**  
**DIO ADDRESS:** 138 East Chapel Hill St. **TRANS-**  
**MITTER LOCATION:** Cole Road. **TIME ON THE**  
**AIR:** 6:30 A.M. to 12:00 Midnight; Sundays,  
 8:00 A.M. to 12:00 Midnight (121 hours weekly).  
**NEWSPAPER AFFILIATION:** Herald-Sun pa-  
 pers. **NEWS SERVICE:** United Press. **TRAN-**  
**SCRIPTION SERVICE:** Standard Radio. **MAIN-**  
**TAINS ARTISTS' BUREAU.**

### Personnel

President.....C. C. Council  
 General Manager.....J. F. Jarman, Jr.  
 Commercial Manager.....C. J. Woodhouse  
 Program Director-Artists' Bureau Head,  
 Clay B. Daniel

Traffic Manager.....Paul Reed  
 Musical Director.....Robert Stratton  
 Chief Engineer.....R. A. Dalton

### Coverage

	Daytime	Evening
Population—Primary .....	192,781	150,000
Radio Homes— " .....	32,871	25,871
Population—Secondary ..	247,900	176,000
Radio Homes— " .....	36,000	30,100

Source: Field intensity measurements; U. S. Census.

### Representative

Howard H. Wilson Co.

## W C N C

**ELIZABETH CITY—EST. 1939**

**FREQUENCY:** 1400 Kc. **POWER:** 250 watts.  
**OWNED BY:** Aubrey G. McCabe and T. W.  
 Aydlett d/b as Alemarle Broadcasting Co.  
**OPERATED BY:** Aubrey G. McCabe and T. W.  
 Aydlett d/b as Alemarle Broadcasting Co.  
**BUSINESS ADDRESS:** Colonial Ave. **PHONE:**  
 1370. **STUDIO ADDRESS:** Colonial Ave. **TRANS-**  
**MITTER LOCATION:** Parsonage St., Extension.  
**TIME ON THE AIR:** 7:00 A.M. to 10:00 P.M.  
**NEWS SERVICE:** United Press. **TRANSCRIP-**  
**TION SERVICE:** World Broadcasting System.

### Personnel

President-Manager.....T. W. Aydlett  
 Commercial Manager.....J. E. Aydlett  
 Chief Announcer.....Louis Rigsbee  
 Program-Musical Director.....Paul Moyle  
 Chief Engineer.....Billy Rogers

### Coverage

Population—Primary .....	488,379
Radio Homes— " .....	155,250

Source: Station survey.

# WFNC

FAYETTEVILLE—EST. 1939

FREQUENCY: 1370 Kc. POWER: 250 watts.  
 OWNED BY: W. C. Ewing and Harry Layman.  
 OPERATED BY: Cumberland Broadcasting Co.  
 BUSINESS ADDRESS: 114 Anderson St.  
 PHONE: 4848. STUDIO ADDRESS: 114 Anderson St.  
 TRANSMITTER LOCATION: Water St.  
 TIME ON THE AIR: 84 hours weekly. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Associated.

## Personnel

Station Manager.....W. C. Ewing  
 Commercial Manager.....H. E. Layman  
 Sales Promotion Manager.....C. D. Moore  
 Program Director.....Ted Ellis  
 Production Manager.....Z. V. Gwynn  
 Publicity Director.....Kate Southerland  
 Chief Announcer.....Marion Russell  
 Musical Director.....Bob Machat  
 Chief Engineer.....Frank Stewart

## Coverage

Population—Primary ..... 100,000  
 Population—Secondary ..... 150,000  
 Source: Mail response analysis; Joint Committee.

# WGNC

GASTONIA—EST. 1939

FREQUENCY: 1450 Kc. POWER: 250 watts.  
 OWNED BY: F. C. Todd. OPERATED BY: F. C. Todd. BUSINESS ADDRESS: National Bank of Commerce Bldg. STUDIO ADDRESS: National Bank of Commerce Bldg. TRANSMITTER LOCATION: Gastonia. TIME ON THE AIR: Unlimited license. TRANSCRIPTION SERVICE: Standard Radio, C. P. MacGregor.

## Personnel

Owner.....F. C. Todd  
 Manager.....Pat McSwain

## Representative

Adams & Adams

# WGBR

GOLDSBORO—EST. 1939

CAROLINA NETWORK (SPECIAL)

FREQUENCY: 1400 Kc. POWER: 250 watts.  
 OWNED BY: Eastern Carolina Broadcasting Co. OPERATED BY: Eastern Carolina Broadcasting Co. BUSINESS ADDRESS: P. O. Box 372. STUDIO ADDRESS: Raleigh Highway. PHONE: 1550. TRANSMITTER LOCATION: Raleigh Highway. TIME ON THE AIR: 7:00 A.M. to 10:00 P.M.; Sundays, 9:00 A.M. to 9:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

## Personnel

Station Director.....A. T. Hawkins  
 Secretary-Treasurer.....V. G. Herring  
 Commercial Manager.....R. L. Zealy

Program-Musical Director....Mrs. John Morris  
 Publicity Director-Chief Announcer,  
 Harry G. Bright  
 Chief Engineer.....H. H. Lance

## Coverage

	Daytime	Evening
Population—Primary .....	300,000	50,000
Radio Homes— " .....	40,000	7,000

Source: Joint Committee.

## Representative


Associated Radio Sales

# WBIG

GREENSBORO—EST. 1926

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1470 Kc. POWER: 5000 watts.  
 OWNED BY: North Carolina Broadcasting Co. OPERATED BY: North Carolina Broadcasting Co. BUSINESS ADDRESS: O. Henry Hotel. PHONE: 6125-6. STUDIO ADDRESS: O. Henry Hotel. TRANSMITTER LOCATION: Guilford Battleground Blvd. TIME ON THE AIR: 6:00 A.M. to 12 Midnight. NEWS SERVICE: Transradio Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICES: World Broadcasting System, Lang-Worth Program Features, NAB Transcription Service, Davis & Schwegler.



**ALWAYS  
A GOOD  
SHOW!**

**WBIG** GREENSBORO  
NORTH CAROLINA


George P. Hollingsbery  
Co.  
*Nat'l Reps.*

ASK  
EDNEY RIDGE

**WBIG**, GREENSBORO, N. C.

FOR  
"COLD FACTS"!

5000 Watts, Day      1000 Watts, Night  
 Soon—5000 Watts, Unlimited



**Personnel**

Station and Commercial  
 Manager .....Edney Ridge  
 Program Director.....Faye Kenyon  
 Publicity Director..Virginia Wilson McKinney  
 Musical Director.....Margaret Banks  
 Chief Engineer.....Earl Allison

**Coverage**

	Daytime	Evening
Population—Primary .....	956,000	587,900
Radio Homes— " .....	112,300	97,200
Population—Secondary ..	2,110,000	1,644,000
Radio Homes— " .....	250,000	156,200

Source: Field strength survey and mail response analysis; U. S. Census.

**Representative**

George P. Hollingsbery Co.

**W G T C**

**GREENVILLE—EST. 1939**

FREQUENCY: 1490 Kc. POWER: 250 watts.  
 OWNED BY: J. J. White. OPERATED BY:  
 Greenville Broadcasting Co. BUSINESS AD-  
 DRESS: Greenville. STUDIO ADDRESS: Falk-  
 land Highway; Louise Hotel, Washington, N.  
 C. PHONE: 3182. TRANSMITTER LOCATION:  
 Falkland Highway. TIME ON THE AIR: 6:30  
 A.M. to 12:00 Midnight; Sundays, 8:00 A.M.  
 to 12:00 Midnight. NEWS SERVICE: United  
 Press. TRANSCRIPTION SERVICE: Associated.  
 Standard Radio. MAINTAINS ARTISTS BU-  
 REAU.

**Personnel**

President.....J. J. White  
 Station Manager.....John F. Holbrook  
 Publicity Director-Artists' Bureau Head,  
 Laurine D. Skinner  
 Chief Announcer.....C. W. Gibbs  
 Musical Director.....J. D. Simpson  
 Chief Engineer.....W. G. Eberhart

**Coverage**

	Daytime	Evening
Population—Primary .....	54,466	44,100
Radio Homes— " .....	6,430	5,210
Population—Secondary ..	340,697	54,466
Radio Homes— " .....	41,070	6,430

**W H K Y**

**HICKORY—EST. 1939**

NATIONAL BROADCASTING CO.  
 FREQUENCY: 1400 Kc. POWER: 250 watts.  
 OWNED BY: Catawba Valley Broadcasting  
 Co. OPERATED BY: Catawba Valley Broad-  
 casting Co. BUSINESS ADDRESS: Hickory.  
 PHONE: 1195. STUDIO ADDRESS: Same.  
 TRANSMITTER LOCATION: Same. TIME ON  
 THE AIR: 115 hours weekly. NEWS SERVICE:  
 United Press. TRANSCRIPTION SERVICE: NBC  
 Thesaurus.

**Personnel**

President.....Carl V. Cline  
 Station-Commercial Manager.....W. T. Hix

Program Director.....James McLendon  
 Chief Engineer.....E. S. Long

**Coverage**

	Daytime	Evening
Population—Primary .....	104,050	51,635
Radio Homes— " .....	10,575	5,680
Population—Secondary ..	438,671	
Radio Homes— " .....	49,685	

Source: Field intensity survey.

**W M F R**

**HIGH POINT—EST. 1936**

NATIONAL BROADCASTING CO.

FREQUENCY: 1230 Kc. POWER: 250 watts.  
 OWNED BY: Radio Station WMFR, Inc. OPER-  
 ATED BY: Radio Station WMFR, Inc. BUSI-  
 NESS ADDRESS: 156½ S. Main St. PHONE:  
 4593. STUDIO ADDRESS: 156½ S. Main St.  
 TRANSMITTER LOCATION: 156½ S. Main St.  
 TIME ON THE AIR: Unlimited license. MAIN-  
 TAINS ARTISTS' BUREAU. TRANSCRIPTION  
 SERVICE: NAB Library, Lang-Worth, C. P.  
 MacGregor.

**Personnel**

Station Manager.....Ralph M. Lambeth  
 Commercial Manager.....R. H. Whitlow

**W F T C**

KINSTON, NORTH CAROLINA

1230 Kc.      250 W

*"The World's Foremost  
 Tobacco Center"*

**W M V A**

MARTINSVILLE, VIRGINIA

1450 Kc.      250 Wd.      100 Wn.

*Completely and Effectively  
 covering this rich market*

Jonas Weiland, Mgr.



# WFTC

KINSTON—EST. 1936

MUTUAL BROADCASTING SYSTEM  
CAROLINA BROADCASTING SYSTEM  
FREQUENCY: 1230 Kc. POWER: 250 watts.  
OWNED BY: Jonas Weiland. OPERATED BY:  
Jonas Weiland. BUSINESS ADDRESS: 210  
East King St. PHONE: 1200. STUDIO ADDRESS:  
Same. TRANSMITTER LOCATION: Kinston.  
TIME ON THE AIR: 15 hours daily. NEWS  
SERVICE: Transradio Press.

## Personnel

President.....Jonas Weiland  
Commercial Manager.....Don Bell  
Program Director.....Ray Woodard  
Chief Engineer.....Glen Neuville

## Coverage

	Daytime	Evening
Population—Primary	253,000	65,000

## Representative

Burn-Smith Co.

# WPTF

RALEIGH—EST. 1922

NATIONAL BROADCASTING COMPANY  
FREQUENCY: 680 Kc. POWER: 50,000  
watts. OWNED BY: WPTF Radio Co. OPER-  
ATED BY: WPTF Radio Co. BUSINESS AD-  
DRESS: 20 East Martin. PHONE: 3007-8-9.  
STUDIO ADDRESS: 20 East Martin. TRANSMIT-  
TER LOCATION: Cary, N. C. TIME ON THE  
AIR: 5:30 A.M. to 12:00 Midnight. NEWS SER-  
VICE: United Press. TRANSCRIPTION SER-  
VICE: NBC Thesaurus, Lang-Worth.

## Personnel

President.....J. R. Weatherspoon  
General Manager.....Richard H. Mason  
Sales Manager.....John H. Field, Jr.  
Program Director.....Graham B. Poyner  
Publicity Director.....Henry Ross Nigrelli  
Technical Supervisor.....Henry Hulick

## Coverage

	Daytime	Evening
Population—Primary	1,337,350	802,410
Radio Homes—"	161,760	97,056
Population—Secondary	1,937,705	1,162,623
Radio Homes—"	86,873	51,123

Source: Field intensity measurements and  
mail response analysis.

## Representative

Free & Peters, Inc.

# WRAL

RALEIGH—EST. 1939

MUTUAL BROADCASTING SYSTEM  
SOUTHERN BROADCASTING SYSTEM  
CAROLINA BROADCASTING SYSTEM  
FREQUENCY: 1240 Kc. POWER: 250 watts.  
OWNED BY: Capitol Broadcasting Co. OPER-

ATED BY: Same. BUSINESS ADDRESS: 130  
S. Salisbury St. PHONE: 6411. STUDIO AD-  
DRESS: 130 S. Salisbury St. TRANSMITTER  
LOCATION: Davie St. Extension. TIME ON  
THE AIR: 7:00 A.M. to 11:00 P.M.; Sundays,  
9:00 A.M. to 11:00 P.M. (110 hours weekly).  
NEWS SERVICE: Transradio Press. TRAN-  
SCRIPTION SERVICE: Associated Music Pub-  
lishers.

## Personnel

President.....A. J. Fletcher  
General Manager.....Fred Fletcher  
Commercial Manager.....Frank Stearns  
Continuity Editor.....Helen Townsend  
Publicity Director.....William M. Carpenter  
Chief Announcer.....J. C. Clark  
Musical Director.....William M. Parker  
Chief Engineer.....Stanley Brown

## Coverage

	Daytime	Evening
Population—Primary	394,500	125,000
Radio Homes—"	61,000	29,000

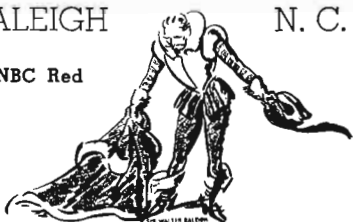
Source: Station survey.

## Representative

Sears & Ayer, Inc.

WPTF
N. C.

NBC Red



WPTF

50,000w

680 KC.

North Carolina's

No. 1

Salesman

Exclusive National Representatives

FREE & PETERS, INC.

## W C B T \*

### ROANOKE RAPIDS—EST. 1941

FREQUENCY: 1230 Kc. POWER: 250 watts.  
 OWNED BY: J. Winfield Crew, Jr. OPERATED BY: J. Winfield Crew, Jr. BUSINESS ADDRESS: Roanoke Rapids. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Unlimited license.

#### Personnel

Owner..... J. Winfield Crew, Jr.  
 \*Station was licensed to operate under a construction permit at time of going to press and no further information was available.

## W E E D

### ROCKY MOUNT—EST. 1933

NATIONAL BROADCASTING CO.  
 FREQUENCY: 1450 Kc. POWER: 250 watts.  
 OWNED BY: W. Avera Wynne. OPERATED BY: W. Avera Wynne. BUSINESS ADDRESS: Box 391. PHONE: 1420. STUDIO ADDRESS: Rocky Mount. TRANSMITTER LOCATION: Rocky Mount. TIME ON THE AIR: 7:30 A.M. to 12:00 Midnight. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System.

#### Personnel

Owner-Manager..... W. Avera Wynne  
 Assistant Manager in Charge of Sales..... B. W. Frank  
 Program-Production Manager, Thomas Snowden  
 Chief Engineer..... I. G. Murphrey

#### Coverage

Population—Primary	225,246	55,000
Radio Homes—	26,650	12,000

Source: Mail response analysis; U. S. Census.

## W S T P

### SALISBURY—EST. 1939

MUTUAL BROADCASTING SYSTEM  
 SOUTHERN BROADCASTING SYSTEM  
 FREQUENCY: 1490 Kc. POWER: 250 watts.  
 OWNED BY: Piedmont Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: Yadkin Hotel. PHONE: 2121. STUDIO ADDRESS: Yadkin Hotel. TRANSMITTER LOCATION: Statesville Highway at Grant Creek. TIME ON THE AIR: 7:00 A.M. to 12:00 Midnight.

#### Personnel

Manager..... John W. Shultz  
 Commercial Manager..... F. F. Patterson  
 Program Director..... Bob Van Camp  
 Chief Announcer..... Earl Caton  
 Chief Engineer..... James R. Yost

#### Coverage

Population—Primary	354,169
Radio Homes—	44,810
Population—Secondary	1,015,745
Radio Homes—	141,100

Source: Station survey; U. S. Census.

#### Representative

Radio Advertising Corp.

## W M F D

### WILMINGTON—EST. 1935

FREQUENCY: 1400 Kc. POWER: 250 watts.  
 OWNED BY: R. A. Dunlea. OPERATED BY: R. A. Dunlea. BUSINESS ADDRESS: Box 696. PHONE: 4840. STUDIO ADDRESS: 320 N. Front St. TRANSMITTER LOCATION: Castle Hayne Rd. TIME ON THE AIR: 7:03 A.M. to 10:30 P.M.; Sundays, 10:30 A.M. to 10:30 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

#### Personnel

President-General Manager..... R. A. Dunlea  
 Assistant Manager..... Julia M. Johnston  
 Program Director..... H. W. Lee  
 Production Manager..... Gene Stokes  
 Musical Director..... R. H. Bowden  
 Chief Engineer..... Gerald Dreger

#### Coverage

Population—Primary	90,000
Radio Homes—	18,000
Population—Secondary	85,000
Radio Homes—	18,000

Source: Station survey.

#### Representative

Burn-Smith Co.

## W G T M

### WILSON—EST. 1937

MUTUAL BROADCASTING SYSTEM  
 CAROLINA BROADCASTING SYSTEM  
 FREQUENCY: 1340 Kc. POWER: 250 watts.  
 OWNED BY: WGTM, Inc. OPERATED BY: WGTM, Inc. BUSINESS ADDRESS: 115 W. Nash St. PHONE: 2188. STUDIO ADDRESS: 115 W. Nash St. TRANSMITTER LOCATION: two miles south of Wilson on U. S. Highway 301. TIME ON THE AIR: Unlimited. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: Davis & Schwekler, Associated Recorded Program Service.

#### Personnel

President and General Manager..... H. W. Wilson  
 Vice-President..... George C. McDonald  
 Commercial Manager..... Allen Wanamaker  
 Program Director..... Clinton Faris  
 Chief Announcer-Publicity Director, Billie Steadman  
 Musical Director..... Alberta Carr  
 Chief Engineer..... Bill Malone

**Coverage**

	Daytime	Evening
Population—Primary . . . . .	50,000	50,000
Radio Homes— " . . . . .	8,000	8,000
Population—Secondary . . . . .	150,000	50,000
Radio Homes— " . . . . .	22,000	8,000

Source: U. S. Census; station survey.

**Representative**

Sears & Ayer, Inc.

**W A I R**

WINSTON-SALEM—EST. 1937

MUTUAL BROADCASTING SYSTEM  
SOUTHERN BROADCASTING SYSTEM

FREQUENCY: 1340 Kc. POWER: 250 watts.  
OWNED BY: C. G. Hill, George D. Walker, and S. H. Walker. OPERATED BY: C. G. Hill, George D. Walker, and S. H. Walker. BUSINESS ADDRESS: Pepper Bldg. PHONE: 2-1133. STUDIO ADDRESS: Pepper Bldg. TRANSMITTER LOCATION: Reynolda. TIME ON THE AIR: 6:00 A.M. to local sunset. NEWS SERVICE: Transradio Press.

**Personnel**

General Manager . . . . . George D. Walker  
Commercial Manager . . . . . C. G. Hill  
Program-Musical Director . . . . . Charles Keaton  
Production Manager . . . . . Rosser Fowlkes  
Chief Engineer . . . . . Earl Downey

**Coverage**

Radio Homes—Primary . . . . .	111,610
Radio Homes—Secondary . . . . .	275,270

Source: Mail response analysis.

**Representative**

International Radio Sales

**W S J S**

WINSTON-SALEM—EST. 1930

FREQUENCY: 600 Kc. POWER: 1000 watts.  
OWNED BY: Piedmont Pub. Co. OPERATED BY: Piedmont Pub. Co. BUSINESS ADDRESS: 416-420 N. Marshall St. PHONE: 4141. TRANSMITTER LOCATION: Liberia St. TIME ON THE AIR: 6:00 A.M. to midnight (daily); 8:30 A.M. to midnight (Sunday). NEWSPAPER AFFILIATIONS: Winston-Salem Journal, Twin City Sentinel. NEWS SERVICE: United Press. TRANSCRIPTION SERVICES: NBC Thesaurus. Lang-Worth.

**Personnel**

President . . . . . Gordon Gray  
Station Manager . . . . . N. L. O'Neil  
Sales Manager . . . . . Harold Essex  
Program Director . . . . . Johnny Miller  
Chief Announcer . . . . . Phil Cameron  
Musical Director . . . . . Elsie Tuttle  
Chief Engineer . . . . . Phil Hedrick

**Coverage**

	Daytime	Evening
Population—Primary . . . . .	199,940	199,940
Radio Homes— " . . . . .	33,470	33,470
Population—Secondary . . . . .	194,220	194,220
Radio Homes— " . . . . .	27,630	27,630

Source: Field intensity measurements.

**Representative**

Headley-Reed Co.

**NORTH DAKOTA**

Population 641,935

Number of Families 152,039

Number of Radio Homes 118,080

Auto Registrations 181,614

For 1940 Census data, please turn to page 270

**K F Y R**

BISMARCK—EST. 1925

NATIONAL BROADCASTING COMPANY

FREQUENCY: 550 Kc. POWER: 5000 Watts.  
OWNED BY: Meyer Broadcasting Co. BUSINESS ADDRESS: 320 Broadway. PHONE: 468. STUDIO ADDRESS: 320 Broadway. TRANSMITTER LOCATION: Menoken Township. TIME ON THE AIR: (Daily) 7:00 A.M. to 12:00 midnight; (Sundays) 8:00 A.M. to 12:00 midnight. NEWS SERVICES: Associated Press. TRANSCRIPTION SERVICE: Standard Radio.

**Personnel**

President and General Manager . . . P. J. Meyer

Station and Commercial

Manager . . . . . F. E. Fitzsimonds  
Program and Musical Director . . . W. R. Griffin  
Publicity Director . . . . . Mervin Clough  
Chief Engineer . . . . . Ivar Nelson

**Coverage**

	Daytime	Evening
Population—Primary . . . . .	1,600,453	1,600,453
Radio Homes— " . . . . .	305,563	305,563
Population—Secondary . . . . .	985,156	985,156
Radio Homes— " . . . . .	199,734	199,734

Source: Joint Committee.

**Representative**

John Blair & Co.

## K D L R

DEVILS LAKE—EST. 1925

MUTUAL BROADCASTING SYSTEM  
NORTH CENTRAL BROADCASTING SYSTEM  
FREQUENCY: 1240 Kc. POWER: 250 watts.  
OWNED BY: KDLR, Inc. OPERATED BY: KDLR, Inc. BUSINESS ADDRESS: 1025-3rd St. PHONE: 1090. STUDIO ADDRESS: 1025-3rd St. TRANSMITTER LOCATION: East end 4th St. TIME ON THE AIR: 6:30 A.M. to 10:00 P.M. (105 hours weekly). NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System.

### Personnel

President and General Manager... Bert Wick  
Program Director.....Merle Bjork  
Musical Director.....Kermit Myhre  
Chief Engineer.....Richard Moritz

### Coverage

	Daytime	Evening
Population—Primary .....	95,407	95,407
Radio Homes— " .....	14,708	14,708
Population—Secondary ..	200,000	200,000

Source: Field intensity measurements.

## W D A Y

FARGO—EST. 1922

NATIONAL BROADCASTING COMPANY  
FREQUENCY: 970 Kc. POWER: 5000 watts.  
OWNED BY: WDAY, Inc. OPERATED BY: WDAY, Inc. BUSINESS ADDRESS: 118 Broadway. PHONE: 5357. STUDIO ADDRESS: 118 Broadway. TRANSMITTER LOCATION: Near West Fargo. TIME ON THE AIR: 6:00 A.M. to 12:00 Midnight. MAINTAINS ARTISTS' BUREAU. NEWSPAPER AFFILIATION: Fargo Forum. NEWS SERVICE: Radio News Assn.; United Press, Fargo Forum.

### Personnel

President and General Manager... E. C. Reineke  
Commercial Manager..... B. J. Lavin  
Production Manager..... David Henley  
Chief Announcer and  
Artists' Bureau Head..... Ken Kennedy  
Publicity Director..... Bill Dean  
Chief Engineer..... Julius Hetland

### Coverage

	Daytime	Evening
Population—Primary .....	806,833	760,678
Radio Homes— " .....	149,510	140,000
Population—Secondary ..	487,885	381,905
Radio Homes— " .....	89,130	70,790

Source: Mail response analysis.

### Representative

Free and Peters, Inc.

## K F J M

GRAND FORKS

FREQUENCY: 1440 Kc. POWER: 1000 watts.  
d.; 500 Watts, n. OWNED BY: University of

N. D. OPERATED BY: University of N. D.  
BUSINESS ADDRESS: 1st Nat'l Bank Bldg.  
PHONE: 1200. STUDIO ADDRESS: 1st Nat'l  
Bank Bldg. TRANSMITTER LOCATION: Uni-  
versity of N. D. TIME ON THE AIR: 7:00 A.M.  
to 10:00 P.M.; Sundays, 9:00 A.M. to 9:00 P.M.  
NEWS SERVICE: Transradio Press. TRAN-  
SCRIPTION SERVICE: Lang-Worth.

### Personnel

Station Manager..... Dalton Le Masurier  
Sales Manager..... E. O. Hanson  
Program Director..... Helen La Velle  
Chief Engineer..... Elwin J. O'Brien

### Coverage

Population—Primary .....	274,000
Radio Homes— " .....	60,200
Population—Secondary .....	201,700
Radio Homes— " .....	43,700

Source: Mail response analysis.

## K R M C

JAMESTOWN—EST. 1937

MUTUAL BROADCASTING SYSTEM  
NORTH CENTRAL BROADCASTING SYSTEM  
FREQUENCY: 1400 Kc. POWER: 250 watts.  
OWNED BY: Roberts-MacNab Co. OPERATED  
BY: Jamestown Broadcasting Co. BUSINESS  
ADDRESS: Midland Bldg. PHONE: 100-358.  
STUDIO ADDRESS: Midland Bldg. TRANSMIT-  
TER LOCATION: South of city. TIME ON THE  
AIR: 6:30 A.M. to 12:00 Midnight. NEWS SER-  
VICE: Transradio Press. MAINTAINS AR-  
TISTS' BUREAU. TRANSCRIPTION SERVICE:  
World Broadcasting System.

### Personnel

President..... R. B. MacNab  
Station Manager..... B. Harland Ohde  
Program Director..... Verna Bekken  
Chief Engineer..... Lloyd R. Amoo

### Coverage

Population—Primary .....	238,620
Radio Homes— " .....	38,153
Population—Secondary .....	269,077
Radio Homes— " .....	43,566

Source: Mail survey; 1940 U. S. Census.

### Representative

North Central Broadcasting System

## K G C U

MANDAN—EST. 1925

FREQUENCY: 1270 Kc. POWER: 1000 watts,  
d.; 500 watts, n. OWNED BY: Man-  
dan Radio Association. OPERATED BY:  
Mandan Radio Association. BUSINESS AD-  
DRESS: 235 First St., N.W. STUDIO AD-  
DRESS: Kennelly Furniture Co. Bldg., Man-  
dan; Prince Hotel, Bismarck. TRANSMITTER  
LOCATION: between Bismarck and Mandan on  
Memorial Highway No. 10. TIME ON THE  
AIR: 5:30 A.M. to 10:00 P.M.; Sundays, 12:00  
Noon to 7:00 P.M. (108 hours weekly). NEWS

SERVICE: Transradio Press. TRANSCRIPTION SERVICE: C. P. MacGregor. MAINTAINS ARTISTS' BUREAU.

**Personnel**

President.....H. C. Schulte  
 Secretary.....Charles Toman, Jr.  
 Manager.....J. K. Kennelly  
 Chief Engineer-Assistant  
 Manager.....Arne E. Anzjon  
 Program-Musical Director.....Russ Kaber

**Coverage**

Population—Primary ..... 107,583  
 Radio Homes— " ..... 33,350  
 Population—Secondary ..... 145,606  
 Radio Homes— " ..... 18,940  
 Source: Station survey.

**K L P M**

MINOT—EST. 1929

FREQUENCY: 1390 Kc. POWER: 1000 watts.  
 OWNED BY: John B. Cooley. OPERATED BY: Same. BUSINESS ADDRESS: Fair Block. PHONE: 1267-6. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: S. E. Minot. TIME ON THE AIR: Unlimited license. TRANSCRIPTION SERVICES: World Broadcasting System.

**Personnel**

President.....John B. Cooley  
 Station Manager.....Richard J. Schmidt  
 Commercial Manager.....E. H. Cooley  
 Promotion Manager.....Leslie Maurin

**Representative**

Furgason & Walker, Inc.

**K O V C**

VALLEY CITY—EST. 1936

FREQUENCY: 1490 Kc. POWER: 250 watts.  
 OWNED BY: KOVC, Inc. OPERATED BY: KOVC, Inc. BUSINESS ADDRESS: 312 Fifth Ave. PHONE: 408. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Valley City. TIME ON THE AIR: 90 hours weekly.

**Personnel**

President.....Milton Holiday  
 General Manager.....Robert E. Ingstad  
 Program Director.....William Weaver  
 Musical Director.....Arthur Lydell  
 Chief Engineer.....Stanley Guth

**Coverage**

	Daytime	Evening
Population—Primary .....	229,476	81,265
Radio Homes— " .....	41,870	14,330
Population—Secondary ..	58,265	22,616
Radio Homes— " .....	12,930	6,376

Source: Mail count survey; U. S. Census.

*Advertising*

*Agency*

*Executives*

*Everywhere*

*read Radio Daily*

*Regularly*



**WAKR TOWERS  
OVER AKRON-  
THE RUBBER CAPITAL OF THE WORLD**

# WAKR

# AKRON

**LOCAL & NATIONAL ADVERTISERS ALREADY  
RECOGNIZE ITS SELLING POWER!**

This rich market, composed of highly-paid, buy-minded employees of the great Rubber Companies and dozens of other important industries, is now WAKR's audience. With Blue Network features and lively local programs, the new WAKR literally became a favorite overnight in Akron homes. Advertisers are buying WAKR all down the line, and they're enthusiastic about the results. Tell YOUR story to Akron through WAKR!

**BASIC  
N·B·C BLUE**  
1000 WATTS DAY & NIGHT



**STUDIOS and OFFICES**  
Ground Floor  
**FIRST CENTRAL TOWER**  
AKRON, OHIO

**Represented by INTERNATIONAL RADIO SALES**

New York  
20 E. 57th St.

Chicago  
326 W. Madison Ave.

San Francisco  
Hearst Building

# OHIO

Population 6,907,612

Number of Radio Homes 1,748,870

Number of Families 1,894,897

Auto Registrations 1,992,000

*For 1940 Census data, please turn to page 271*

## W A D C

AKRON—EST. 1925

CBS—BASIC

FREQUENCY: 1350 Kc. POWER: 5000 watts. OWNED BY: Allen T. Simmons. OPERATED BY: Same. BUSINESS ADDRESS: Box 830. PHONE: Meadowbrook 3211. STUDIO ADDRESSES: Talmadge; Akron. TRANSMITTER LOCATION: Rout No. 8 between Akron and Cleveland. TIME ON THE AIR: 125 hours weekly. NEWS SERVICE: Transradio Press.

### Personnel

President-Station Manager... Allen T. Simmons  
Sales Manager... Fred Bock  
Commercial Manager-Chief Announcer.

R. B. Wilson

Program Director... H. H. Hageman  
Production Manager... R. B. Wilson  
Chief Engineer... John Aitkenhead

### Coverage

Population—Primary ..... 2,219,696  
Radio Homes— " ..... 524,302  
Population—Secondary ..... 1,812,893  
Radio Homes— " ..... 437,655

Source: Field intensity measurements.

### Representative

George P. Hollingsbery Co.

## W A K R

AKRON—EST. 1940

NATIONAL BROADCASTING CO.

FREQUENCY: 1590 Kc. POWER: 1000 watts. OWNED BY: Summit Radio Corp. OPERATED BY: Summit Radio Corp. BUSINESS ADDRESS: First Central Tower. PHONE: Hemlock 6151. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 4½ miles south of Akron. TIME ON THE AIR: 132 hours weekly. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus, Standard Radio.

### Personnel

President-Station Manager... S. Bernard Berk  
Commercial Manager... Kenneth M. Keegan  
Sales Promotion Manager... V. G. Berk  
Program Director... John T. Vorpe  
Production Manager-Chief Announcer,

Deane S. Long

Publicity Director... Maquerite Petran  
Chief Engineer... Don Dayton

### Coverage

Population—  
Primary and Secondary ..... 718,000  
Radio Homes—  
Primary and Secondary ..... 178,620

### Representative

International Radio Sales

## W J W

AKRON—EST. 1932

MUTUAL BROADCASTING SYSTEM  
OHIO NETWORK

FREQUENCY: 1240 Kc. POWER: 250 watts. OWNED BY: WJW, Inc. OPERATED BY: WJW, Inc. BUSINESS ADDRESS: 41 S. High St. PHONE: Jefferson 6111. STUDIO ADDRESS: 41 S. High St. TRANSMITTER LOCATION: 41 S. High St. TIME ON THE AIR: 7:00 A.M. to 1:00 A.M. (127 hours weekly). NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: World Broadcasting System.

### Personnel

President-Station Manager... Bill O'Neil  
Commercial Manager... R. L. Bowles  
Program-Publicity Director... Bill Griffiths  
Artists' Bureau Head-Musical Director,

Carl Ayers

Office Manager... Lawrence Webb  
Continuity Director... Rae Carde  
Chief Engineer... Gerald Roberts

### Coverage

Population—Primary ..... 658,000  
Radio Homes— " ..... 168,000  
Population—Secondary ..... 1,485,000  
Radio Homes— " ..... 380,000

Source: Station survey.

### Representative

Headley-Reed Co.

## W I C A

ASHTABULA—EST. 1937

FREQUENCY: 970 Kc. POWER: 1000 watts. OWNED BY: WICA, Inc. OPERATED BY: WICA, Inc. BUSINESS ADDRESS: 221 Center St. PHONE: 1211-1311. STUDIO ADDRESS: 221 Center St. TRANSMITTER LOCATION: Jefferson Road. TIME ON THE AIR: 7:00 A.M. to local sunset. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Associated. MAINTAINS ARTISTS' BUREAU.

**Personnel**

President..... C. A. Rowley  
 Manager..... R. B. Rowley  
 Commercial Manager..... R. C. Marvin  
 Program Director-Artists' Bureau Head.  
 Walter W. Walrath  
 Production Manager-Chief Announcer,  
 A. L. Newkirk  
 Musical Director..... Harold Leaman  
 Publicity Director..... T. F. Sigman  
 Chief Engineer..... George Gautney

**Coverage**

Population—Primary ..... 601,650  
 Radio Homes— " ..... 205,030  
 Population—Secondary ..... 4,870,215  
 Radio Homes— " ..... 1,081,450  
 Source: Field strength and mail response survey.

**Representative**

Ferguson & Walker, Inc.

**W H B C**  
 CANTON—EST. 1925

MUTUAL BROADCASTING SYSTEM

FREQUENCY: 1230 Kc. POWER: 250 watts.  
 OWNED BY: Ohio Broadcasting Co. OPERATED BY: Ohio Broadcasting Co. BUSINESS ADDRESS: 550 Market St. PHONE: 7166. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 3 miles northwest of city. TIME ON THE AIR: 7:00 A.M. to 12:00 Midnight. NEWS-PAPER AFFILIATION: Canton Repository (Brush-Moore, Inc.). NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

**Personnel**

President..... Louis H. Brush  
 General Manager..... Felix Hinkle  
 Commercial Manager..... Bill Kirkendale  
 Program Director..... Robert Geis  
 Publicity Director..... Frank Grosjean  
 Chief Announcer..... Jack Nyatt  
 Musical Director..... James Winger  
 Traffic Manager..... Elizabeth Weeks  
 Chief Engineer..... Kenneth Sliker

**Coverage**

Population—Primary ..... 746,858  
 Radio Homes— " ..... 187,714  
 Population—Secondary ..... 1,079,223  
 Radio Homes— " ..... 257,500  
 Source: U. S. Census; Joint Committee; Department of Commerce.

**Representative**

Weed & Co.

**W C K Y**

CINCINNATI—EST. 1929

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1530 Kc. POWER: 50,000 watts. OWNED BY: L. B. Wilson, Inc. OPERATED BY: L. B. Wilson, Inc. BUSINESS AD-

DRESS: Gibson Hotel, 5th and Walnut Sts. PHONE: Cherry 6565. STUDIO ADDRESS: Hotel Gibson. TRANSMITTER LOCATION: Near Crescent Springs, Ky. TIME ON THE AIR: 5:45 A.M. to 2:00 A.M.; Sundays 8:00 A.M. to 2:00 A.M. (139½ hours weekly). NEWS SERVICE: Transradio Press, United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

**Personnel**

President and General Manager... L. B. Wilson  
 Sales Director..... Ford Billings  
 Promotion Manager..... Bev Dean  
 Program Director..... Rex Davis  
 Sales Promotion Manager... George H. Moore  
 Traffic Manager..... O. J. Fuller  
 Merchandising Director..... Thomas Mitchell  
 Publicity Director..... Elmer Dressman  
 Chief Announcer-Musical Director... Rex Davis  
 Chief Engineer..... C. H. Topmiller  
 Assistant Chief Engineer... Arthur H. Gillette

**Coverage**

Population—Primary ..... 4,129,467  
 Radio Homes— " ..... 850,060  
 Population—Secondary ..... 2,289,100  
 Radio Homes— " ..... 464,733  
 Source: Field strength and mail response survey.

**Representative**

Free & Peters, Inc.

**W C P O**  
 CINCINNATI—EST. 1922

FREQUENCY: 1230 Kc. POWER: 250 watts. OWNED BY: Scripps Howard Radio, Inc. OPERATED BY: Scripps Howard Radio, Inc. BUSINESS ADDRESS: Keith Bldg. PHONE: Main 3314-5-6-7-8-9. STUDIO ADDRESS: Keith Bldg. TRANSMITTER LOCATION: Daylight Bldg. TIME ON THE AIR: 6:00 A.M. to 12:00 midnight; Saturday, to 3:00 A.M. NEWSPAPER AFFILIATIONS: Scripps Howard Newspapers, Cincinnati Post. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICES: Standard Radio, Associated.

**Personnel**

President..... Jack Howard  
 Vice President..... J. C. Hanrahan  
 General Manager..... M. C. Waters  
 Commercial Manager..... John P. Smith  
 New Editor..... Thomas McCarthy  
 Artists' Bureau Head..... E. Eppinger  
 Publicity Director..... A. Stephan  
 Musical Director..... Jesse Walker  
 Chief Engineer..... Glen Davis

**Coverage**

	Daytime	Evening
Population—Primary	940,000	940,000
Radio Homes— "	202,800	202,800
Population—Secondary	1,500,000	1,500,000
Radio Homes— "	296,000	296,000

Source: Field intensity measurements; U. S. Census.



# W K R C

CINCINNATI—EST. 1923

MUTUAL BROADCASTING SYSTEM

FREQUENCY: 550 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Cincinnati Times Star Co. OPERATED BY: Cincinnati Times Star Co. BUSINESS ADDRESS: Hotel Alms, Victory Parkway and Wm. H. Tait Rd. PHONE: Woodburn 0550. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:30 A.M. to 2:00 A.M., daily; 8:00 A.M. to 2:00 A.M., Sundays (135 hours weekly). NEWSPAPER AFFILIATION: Cincinnati Times Star. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: Standard Radio, C. P. MacGregor.

## Personnel

General Manager.....Hulbert Taft, Jr.  
Sales Manager.....H. E. Fast  
Program Director.....Brad Simpson  
Publicity and Special Events  
Director.....Margaret Maloney  
Sales Promotion Director.....Harold Coulter  
Educational Director.....Bernice W. Foley  
Chief Announcer.....Lou Mason  
Musical Director.....Ruth Lyons  
Chief Engineer.....John Tiffany

## Coverage

	Daytime	Evening
Population—Primary	1,920,000	1,049,600
Radio Homes—"	482,290	267,600
Population—Secondary	3,615,500	2,004,400
Radio Homes—"	947,590	550,390

Source: Field intensity measurements and mail response analysis.

## Representative

The Katz Agency

# W L W

CINCINNATI—EST. 1922

NBC (RED & BLUE)

FREQUENCY: 700 Kc. POWER: 50,000 Watts. OWNED BY: The Crosley Corp. OPERATED BY: Same. BUSINESS ADDRESS: 1329 Arlington St. PHONE: Kirby 4800. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Mason, Ohio. 20 hours daily; Sundays, 18 hours. NEWS SERVICES: Associated Press, International News Service and United Press. MAINTAINS ARTISTS' BUREAU.

## Personnel

President.....Powel Crosley, Jr.  
Vice-President-General Manager  
James D. Shouse  
Sales Manager.....R. E. Dunville  
Business Manager.....E. K. Bauer  
Sales Service Manager.....J. E. Rudolph  
Promotion Manager.....William Oldham  
Program Director.....George C. Biggar  
Director of Public Service Programs,  
Joseph Ries

Artists' Bureau Head.....William McCluskey  
Chief Announcer.....Peter Grant  
News Editor.....J. N. Bailey  
Publicity Director.....Cecil Carmichael  
Technical Supervisor.....R. J. Rockwell

## Representative

Transamerican Broadcasting and Television Corp.

(See Page 320)

# W S A I

CINCINNATI—EST. 1928

NATIONAL BROADCASTING CO.

FREQUENCY: 1360 Kc. POWER: 5000 watts. OWNED BY: Crosley Radio Corp. OPERATED BY: Same. BUSINESS ADDRESS: 1329 Arlington St. PHONE: Kirby 4800. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Near Mt. Healthy, Ohio. TIME ON THE AIR: 6:00 A.M. to 2:00 A.M. (daily); 8:00 A.M. to 2:00 A.M. (Sunday). NEWS SERVICES: International News Service, Associated Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Associated.

## Personnel

President.....Powel Crosley, Jr.  
Vice-President.....James D. Shouse  
General Manager.....Dewey H. Long  
Sales Manager.....A. S. Grinalds  
Artists' Bureau Head.....George Biggar  
Chief Announcer.....Peter Grant  
Program Director.....Clair Shadwell  
Production Manager.....Harold Carr  
Publicity Director.....Cecil Carmichael  
Musical Director.....William Stoess  
Chief Engineer.....R. J. Rockwell

## Representative

International Radio Sales

# W C L E

CLEVELAND—EST. 1927

MUTUAL BROADCASTING SYSTEM

FREQUENCY: 610 Kc. POWER: 500 Watts. OWNED BY: United Broadcasting Co. OPERATED BY: United Broadcasting Co. BUSINESS ADDRESS: 1311 Terminal Tower. PHONE: Prospect 5800. STUDIO ADDRESS: 1311 Terminal Tower; TRANSMITTER LOCATION: Seven Hills. TIME ON THE AIR: 6:45 A.M. to local sunset. NEWSPAPER AFFILIATION: Cleveland Plain Dealer. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Lang-Worth.

## Personnel

President.....John S. McCarrens  
Vice-President and Station  
Manager.....H. K. Carpenter  
Assistant to Manager.....Robert D. Borland  
Sales Manager.....K. K. Hackathorn  
Program Director.....Russell Richmond

Merchandising and Advertising  
 Manager..... Robert Greenberg  
 Continuity Director..... Leslie Biebl  
 Production Manager..... Al Llewelyan  
 Chief Announcer..... Alun Jenkins  
 Publicity Director..... Milton Hill  
 Artists' Bureau Head..... Louis Rich  
 News Editor..... Lee Otis  
 Musical Director..... Willard Pott  
 Chief Engineer..... E. L. Gove

**Coverage**  
 Daytime  
 Population—Primary ..... 3,114,600  
 Radio Homes— " ..... 756,920

Source: U. S. Census; Joint Committee.

**Representative**  
 Radio Advertising Corp.

**WGAR**

CLEVELAND—EST. 1930

COLUMBIA BROADCASTING SYSTEM  
 FREQUENCY: 1480 Kc. POWER: 5000 watts,  
 d.; 1000 Watts. n. OWNED BY: WGAR Broad-  
 casting Co. OPERATED BY: WGAR Broad-  
 casting Co. BUSINESS ADDRESS: Hotel Statler.  
 PHONE: Prospect 0200. STUDIO ADDRESS:  
 Hotel Statler. TRANSMITTER LOCATION: 1000  
 Harvard Ave., Cuyahoga Heights. TIME ON  
 THE AIR: 7:00 A.M. to 1:00 A.M. (128 hours  
 weekly). NEWS SERVICE: International News  
 Service. MAINTAINS ARTISTS' BUREAU.

**Personnel**

President.....George A. Richards  
 Vice President-General Manager..John F. Patt  
 Assistant Manager in Charge  
 of Sales.....Eugene Carr  
 Local Sales Manager.....Harry Camp  
 Sales Promotion Manager....Ellis VanderPyl  
 Public Relations Director...Maurice Condon  
 Program Director.....Carl George  
 Production Manager.....David Baylor  
 Chief Announcer.....Wayne Mack  
 Artists' Bureau Head.....Jack Paar  
 Musical Director.....Walberg Brown  
 Chief Engineer.....R. Morris Pierce

**Coverage**  
 Daytime Evening  
 Population—Primary .... 2,221,256 1,676,774  
 Radio Homes— " ..... 539,988 409,103

Source: Field intensity measurements.

**Representative**  
 Edward Petry & Co.

**WIK**

CLEVELAND—EST. 1921

NBC—(BLUE) MUTUAL  
 FREQUENCY: 1420 Kc. POWER: 5000 watts.  
 OWNED BY: United Broadcasting Co. OPER-  
 ATED BY: United Broadcasting Co. BUSINESS  
 ADDRESS: 1311 Terminal Tower. PHONE:  
 Prospect 5800. STUDIO ADDRESS: 1311 Termi-

nal Tower. TRANSMITTER LOCATION: Seven  
 Hills. TIME ON THE AIR: 7:00 A.M. to 1:00  
 A.M. (125 hours weekly). NEWSPAPER AF-  
 FILIATION: Cleveland Plain Dealer. NEWS  
 SERVICE: United Press. MAINTAINS ARTISTS'  
 BUREAU. TRANSCRIPTION SERVICE: Lang-  
 Worth.

**Personnel**

President.....John S. McCarrens  
 Vice President and  
 Station Manager.....H. K. Carpenter  
 Assistant to Manager.....Robert D. Borland  
 Sales Manager.....K. K. Hackathorn  
 Program Director.....Russell Richmond  
 Merchandising and Advertising  
 Manager.....Robert Greenberg  
 Continuity Director.....Leslie Biebl  
 Production Manager.....Al Llewelyan  
 Chief Announcer.....Alun Jenkins  
 Publicity Director.....Milton Hill  
 Artists' Bureau Head.....Louis Rich  
 News Editor.....Lee Otis  
 Musical Director.....Willard Pott  
 Chief Engineer.....E. L. Gove

**Coverage\***

Daytime  
 Radio Homes—Primary ..... 2,983,800  
 Radio Homes— " ..... 725,000

\*Evening coverage figures were unavailable  
 as station went to 5000 watts after December  
 1, 1940.

Source: Joint Committee.

**Representative**  
 Radio Advertising Corp.

**WTAM**

CLEVELAND—EST. 1923  
 NATIONAL BROADCASTING CO.  
 (BASIC RED)

FREQUENCY: 1100 Kc. POWER: 50,000  
 Watts. OWNED BY: National Broadcasting  
 Co., Inc. OPERATED BY: Same. BUSINESS  
 ADDRESS: 815 Superior Ave., N. E. PHONE:  
 Cherry 0942. STUDIO ADDRESS: Same.  
 TRANSMITTER LOCATION: Brecksville Vil-  
 lage. TIME ON THE AIR: 5:59 A.M. to 1:00  
 A.M. (daily). 6:59 A.M. to 1:00 A.M. (Sunday).  
 NEWS SERVICE: United Press. Associated  
 Press. International News Service. TRAN-  
 SCRPTION SERVICE: NBC Thesaurus, Stand-  
 ard Radio.

**Personnel**

President.....Niles Trammell  
 Station Manager.....Vernon H. Pribble  
 Sales Manager.....Howard A. Barton  
 Publicity Director.....Bob Dailey  
 Program Director.....Hal Metzger  
 Production Manager.....Fred Wilson  
 Office Manager-Auditor.....Pearl Hummell  
 Musical Director.....Lee Gordon  
 Chief Engineer.....S. E. Leonard

**Coverage**

	Daytime	Evening
Population—Primary	5,344,000	4,628,000
Radio Homes—	1,253,600	1,103,100
Population—Secondary	6,758,800	9,702,600
Radio Homes—	1,527,200	2,217,200

Source: NBC Statistical Department; Joint Committee; U. S. Census.

**Representative**

National Broadcasting Co., Inc.

**W B N S**

COLUMBUS—EST. 1922

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1460 Kc. POWER: 5000 watts, d.; 1000 Watts, n. OWNED BY: WBNS, Inc. OPERATED BY: WBNS, Inc. BUSINESS ADDRESS: 33 No. High St. PHONE: Adams 9265-7. STUDIO ADDRESS: 33 No. High St. TRANSMITTER LOCATION: 1035 Barnett Rd. TIME ON THE AIR: 6:00 A.M. to 1:00 A.M.; Sunday, 8:00 A.M. to 1:00 A.M. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: Associated, World Broadcasting System.

**Personnel**

President.....Robert H. Wolfe  
 Station Manager.....Richard A. Borel  
 Sales and Commercial Manager....W. I. Orr  
 Program Director.....Jack Price  
 Musical Director.....Lowell Riley  
 Education Director.....Irwin A. Johnson  
 Promotion Manager.....Jim Yerian  
 Publicity Director.....Jerome R. Reeves  
 Chief Engineer.....Lester H. Natzger

**Coverage**

	Daytime	Evening
Population—Primary	645,800	573,700
Radio Homes—	148,990	136,990
Population—Secondary	2,297,200	761,100
Radio Homes—	498,890	153,280

Source: Field intensity measurements; Joint Committee.

**Representative**

John Blair & Company

**W C O L**

COLUMBUS—EST. 1934

NBC—(RED & BLUE)

FREQUENCY: 1230 Kc. POWER: 250 watts. OWNED BY: WCOL, Inc. OPERATED BY: WCOL, Inc. BUSINESS ADDRESS: 33 N. High St. PHONE: Main 4581. STUDIO ADDRESS: 33 N. High St. TRANSMITTER LOCATION: 33 N. High St. TIME ON THE AIR: 125 hours weekly. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: NBC Thesaurus.

**Personnel**

President.....K. B. Johnston  
 Station Manager.....Neal Smith

Production Manager.....Wallace Beavers  
 Program-Publicity Director...Edward Bronson  
 Chief Engineer.....Ernest Lowe

**Coverage**

Population—Primary	411,823
Radio Homes—	98,500

Source: U. S. Census.

**Representative**

Weed & Co.

**W H K C**

COLUMBUS—EST. 1921

MUTUAL BROADCASTING SYSTEM

FREQUENCY: 640 Kc. POWER: 500 Watts. OWNED BY: United Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 22 E. Gay St. PHONE: Adams 1101. STUDIO ADDRESS: 22 East Gay St. TRANSMITTER LOCATION: Sharon Road. TIME ON THE AIR: 6:30 A.M. to sundown Los Angeles Time. NEWSPAPER AFFILIATION: Station is owned by the United Broadcasting Co. which is owned and operated by the Cleveland Plain Dealer. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Lang-Worth. MAIN-TAINS ARTISTS' BUREAU.

**Personnel**

President.....John S. McCarrens  
 General Manager.....Carl M. Everson  
 Sales Manager.....Harry H. Hoessly  
 Program-Musical Director.....John Agnew  
 Production Manager-Artists Bureau Head,  
 George L. Beebout  
 Publicity Director.....Fred Sample  
 Chief Announcer.....John Moses  
 Chief Engineer.....J. E. Anderson

**Coverage**

	Daytime	Evening
Population—Primary	1,997,970	1,997,970
Radio Homes—	469,830	469,830

Source: U. S. Census.

**Representative**

Radio Advertising Corp.

**W O S U**

COLUMBUS—EST. 1922

MBS (Sustaining only)

FREQUENCY: 570 Kc. POWER: 1000 watts. OWNED BY: Ohio State University. OPERATED BY: Ohio State University. BUSINESS ADDRESS: Communications Laboratory. PHONE: University 3148. STUDIO ADDRESS: Ohio State University Campus. TRANSMITTER LOCATION: University Golf Course. TIME ON THE AIR: 40 hours weekly. NEWS SERVICE: United Press.

**Personnel**

President.....Howard L. Bevis  
 Station Director.....R. C. Higgy  
 Production Supervisor.....C. W. Pettegrew  
 Program Supervisor.....W. F. Heimlich

Publicity Director.....H. H. Schellenger  
 Musical Director.....Ann Charles  
 Technical Supervisor....A. L. Hammerschmidt  
 (Non-Commercial Station)

Program Director.....Lester Spencer  
 Sales Promotion Manager.....John Newssock  
 Chief Engineer.....Ernest L. Adams

# WHIO

DAYTON—EST. 1935  
 (CBS-BASIC)

FREQUENCY: 1290 Kc. POWER: 5000 watts.  
 OWNED BY: Miami Valley Broadcasting Corp.  
 OPERATED BY: Miami Valley Broadcasting  
 Corp. BUSINESS ADDRESS: 45 S. Ludlow.  
 PHONE: Adams 2261-2-3-4. STUDIO ADDRESS:  
 45 S. Ludlow St. TRANSMITTER LOCATION:  
 Virginia Drive & Brandt Pike. TIME ON THE  
 AIR: 5:45 A.M. to 1:00 A.M. (13½ hours  
 weekly). NEWSPAPER AFFILIATIONS: Day-  
 ton Daily News, Springfield News, Springfield  
 Sun. NEWS SERVICE: United Press. TRAN-  
 SCRPTION SERVICE: Associated Music Pub-  
 lishers.

## Personnel

President.....James M. Cox, Jr.  
 Manager.....James Le Gate  
 Commercial Manager.....D. A. Brown  
 Production Manager.....Richard Belt

## Coverage

	Daytime	Evening
Population—Primary .....	650,400	500,400
Radio Homes— " .....	141,170	113,430
Population—Secondary ..	4,531,500	2,139,300
Radio Homes— " .....	1,028,940	490,550

Source: CBS Listeners and Dealers Survey.

## Representative

George P. Hollingbery Co.

# WING

DAYTON—EST. 1922

NATIONAL BROADCASTING CO.

FREQUENCY: 1410 Kc. POWER: 5000 watts.  
 OWNED BY: Great Trails Broadcasting Corp.  
 OPERATED BY: Same. BUSINESS ADDRESS:  
 Loew Theatre Bldg., 121 N. Main. PHONE:  
 Adams 3288-9. STUDIO ADDRESS: Same.  
 TRANSMITTER LOCATION: Shaker Road.  
 TIME ON THE AIR: 5:45 A.M. to 1:00 A.M.  
 NEWS SERVICE: Transradio Press. TRAN-  
 SCRPTION SERVICE: NBC Thesaurus. MAIN-  
 TAINS ARTISTS' BUREAU.

The most effective and economical way  
 to sell the DAYTON MARKET is through  
 the radio station that serves it best

# WHIO

5000 WATTS DAYTON, OHIO BASIC CBS  
 NATIONAL REPRESENTATIVE: GEO. P. HOLLINGBERY CO.

**Personnel**

President.....Charles Sawyer  
 General Manager.....Ronald B. Woodyard  
 Sales Promotion Manager.....James Cox  
 Production and Program Manager,  
 Ranny Daly  
 Chief Announcer.....Jim Miles  
 Musical Director.....Charles Reeder  
 Chief Engineer.....Paul Braden

**Coverage**

	Daytime	Evening
Population—Primary .....	573,800	369,500
Radio Homes— " .....	146,260	92,170
Population—Secondary ..	412,346	219,345

Source: Station survey.

**W L O K**

LIMA—EST. 1936

NATIONAL BROADCASTING CO.

FREQUENCY: 1240 Kc. POWER: 250 watts.  
 OWNED BY: Fort Industry Co. OPERATED  
 BY: The Fort Industry Co. BUSINESS ADDRESS:  
 Broadcasting Bldg., Toledo, Ohio. PHONE:  
 Main 1316. STUDIO ADDRESS: Lima Trust  
 Bldg. TRANSMITTER LOCATION: 1424 Rice  
 Ave. TIME ON THE AIR: 7:00 A.M. to 12:00  
 Midnight. NEWS SERVICE: International News  
 Service. TRANSCRIPTION SERVICE: NBC  
 Thesaurus, Lang-Worth. MAINTAINS ARTISTS'  
 BUREAU.

**Personnel**

President.....George Storer  
 General Manager.....Ralph Elvin  
 Program Director-Artists' Bureau Head,  
 Hugh Downs  
 Chief Announcer.....Crawford Taylor  
 Chief Engineer.....Russell Shettler

**W M A N**

MANSFIELD—EST. 1939

FREQUENCY: 1400 Kc. POWER: 250 watts.  
 OWNED BY: Richland, Inc. OPERATED BY:  
 Richland, Inc. BUSINESS ADDRESS: Ohio The-  
 atre Bldg., 140 Park Ave., West. STUDIO  
 ADDRESS: Ohio Theatre Bldg., 140 Park Ave.,  
 West. TRANSMITTER LOCATION: Longview  
 and North Main St. TIME ON THE AIR: 7:00  
 A.M. to 7:00 A.M. to 10:00 P.M. NEWS SER-  
 VICE: United Press. TRANSCRIPTION SER-  
 VICE: NBC Thesaurus.

**Personnel**

President.....M. F. Rubin  
 Vice-President.....C. F. Burke  
 Secretary.....Marie W. Vandegrift  
 Treasurer.....W. M. O'Neil  
 General Manager.....Orville E. Field  
 Sales Manager.....I. D. Wallington  
 Program-Publicity Director.....Gwen Fields  
 Sales Promotion Manager.....Dave Francis  
 Chief Announcer.....Gene LaValle

Musical Director.....Earl Black  
 Chief Engineer.....Howard Jonard

**Coverage**

Population—Primary .....	175,076	105,000
Radio Homes— " .....	85,993	37,000
Population—Secondary ..	157,558	94,500
Radio Homes— " .....	77,403	33,300

Source: Station survey.

**Representative**

Headley-Reed Co.

**W M R N**

MARION—EST. 1940

FREQUENCY: 1490 Kc. POWER: 250 watts.  
 OWNED BY: The Marion Broadcasting Co.  
 OPERATED BY: The Marion Broadcasting Co.  
 BUSINESS ADDRESS: WMRN Bldg. PHONE:  
 2516. STUDIO ADDRESS: Same. TRANSMIT-  
 TER LOCATION: N. Main St. TIME ON THE  
 AIR: 7:00 A.M. to 10 P.M. (105 hours weekly).  
 NEWS SERVICE: United Press. TRANSCRIP-  
 TION SERVICE: NBC Thesaurus. MAINTAINS  
 ARTISTS' BUREAU.

**Personnel**

President.....Robert T. Mason  
 Station Manager.....Dale Robertson  
 Sales Manager.....Maurice Dunlap  
 Program-Publicity Director.....Russell Salter  
 Chief Engineer.....Robert Morrison

**Coverage**

Population—Primary .....	91,200
Population—Secondary .....	250,000

Source: Field intensity measurement.

**W P A Y**

PORTSMOUTH—EST. 1935

FREQUENCY: 1400 Kc. POWER: 250 watts.  
 OWNED BY: Vee Bee Corp. OPERATED BY:  
 Same. BUSINESS ADDRESS: 1009 Gallia St.  
 PHONE: 1010. STUDIO ADDRESS: Same.  
 TRANSMITTER LOCATION: 821 Chillicothe St.  
 TIME ON THE AIR: 7:00 A.M. to 10:00 P.M.;  
 Sunday, 9:30 A.M. to 7:00 P.M. NEWSPAPER  
 AFFILIATION: Portsmouth Times. NEWS SER-  
 VICE: United Press. TRANSCRIPTION SER-  
 VICE: NBC Thesaurus.

**Personnel**

President.....Chester B. Thompson  
 General Manager.....Ralph H. Patt, Jr.  
 Program Director.....William Aldridge  
 Chief Engineer.....Maurice Myers

**Coverage**

	Daytime	Evening
Population—Primary .....	164,000	118,000
Radio Homes— " .....	34,700	25,300
Population—Secondary ..	301,000	215,000
Radio Homes— " .....	60,600	45,200

Source: U. S. Census; Joint Committee.

**Representative**

Cox and Tanz



WFMJ's Studio No. 1 during a broadcast by Horace Heidt. The studio seats 200.

# WFMJ

has more listeners than any other station heard in the Youngstown area.\* Advertisers will assure themselves of largest audiences by choosing this popular and enterprising station in one of the nation's largest steel-making districts where every plant is working at capacity and enlarging to meet defense demands.

\*Survey by Hooper-Holmes Bureau.

# WFMJ

YOUNGSTOWN, OHIO

National Representatives: Headley-Reed Co.

New York ● Chicago ● Detroit ● Atlanta

# W I Z E

SPRINGFIELD—EST. 1940

FREQUENCY: 1340 Kc. POWER: 250 watts.  
 OWNED BY: Radio Voice of Springfield, Inc.  
 OPERATED BY: Same. BUSINESS ADDRESS:  
 117 West High St. PHONE: 6121. STUDIO  
 ADDRESS: Same. TRANSMITTER LOCATION:  
 Same. TIME ON THE AIR: 6:00 A.M. to 12:00  
 Midnight. NEWS SERVICE: Transradio Press.  
 TRANSCRIPTION SERVICE: Standard Radio

## Personnel

Vice President-Station Manager.  
 Ronald B. Woodyard  
 Sales Manager..... Lou Boulette  
 Program Director..... William Ratcliff  
 Chief Engineer..... Arthur Martin

# W S T V

STUEBENVILLE—EST. 1940

FREQUENCY: 1340 Kc. POWER: 250 watts.  
 OWNED BY: The Valley Broadcasting Co.  
 OPERATED BY: The Valley Broadcasting Co.  
 BUSINESS ADDRESS: Exchange Realty Bldg.  
 PHONE: 5200. STUDIO ADDRESS: Same.  
 TRANSMITTER LOCATION: Altamont Heights.  
 TIME ON THE AIR: 7:00 A.M. to 12:00 Mid-  
 night; Sunday, 9:00 A.M. to 12:00 Midnight.

NEWS SERVICE: United Press. TRANSCRIP-  
 TION SERVICE: Lang-Worth. MAINTAINS  
 ARTISTS' BUREAU.

## Personnel

General Manager..... John J. Laux  
 Program Director-Artists' Bureau Head.  
 John Merdian  
 Publicity Director..... James Dooley  
 Continuity Editor..... Val Senofsky  
 News Editor-Chief Announcer..... Al Gray  
 Chief Engineer..... Joseph Troesch

## Coverage

Population—Primary ..... 540,066  
 Radio Homes— " ..... 115,655  
 Source: Radio Daily Major Market Study;  
 Joint Committee.

# W T O L

TOLEDO—EST. 1938

FREQUENCY: 1230 Kc. POWER: 250 watts.  
 OWNED BY: Community Broadcasting Co.  
 OPERATED BY: Community Broadcasting Co.  
 BUSINESS ADDRESS: Penthouse, Bell Bldg.  
 PHONE: Adams 3291-2. STUDIO ADDRESS:  
 Same. TRANSMITTER LOCATION: Toledo.  
 TIME ON THE AIR: 6:30 A.M. to 1:00 A.M.,  
 NEWS SERVICE: United Press. TRANSCRIP-  
 TION SERVICE: Associated. MAINTAINS ART-  
 ISTS' BUREAU.

# First Choice by 56%

WTOL is the favorite station for newscasts by the decisive margin of 56% over the next most popular station heard in the Toledo area!

4302 personal interviews were completed by a recognized independent research organization and the above fact is quoted from the sworn statement of this authority.

Listener preference, coupled with WTOL's continued low rates offers advertisers a sensational advantage. Ask for availabilities next to news!

# WTOL

TOLEDO'S Friendly  
 STATION ARCH. SHAWD  
 Vice Pres. & Mgr.

Represented Nationally by Radio Advertising Corporation

**Personnel**

President ..... Frazier Reams  
 Executive Vice-President..... Arch Shawd  
 Program-Publicity..... Allan Miller  
 Chief Engineer..... Frank Ridgeway

**Coverage**

	Daytime	Evening
Population—Primary	700,000	700,000
Radio Homes—"	179,000	179,000
Population—Secondary	1,250,000	1,250,000
Radio Homes—"	338,000	336,000

Source: Mail Response analysis.

**Representative**

Radio Advertising Corp.

**W S P D**

TOLEDO—EST. 1921

NATIONAL BROADCASTING CO.

FREQUENCY: 1370 Kc. POWER: 5000 watts.  
 OWNED BY: The Fort Industry Co. OPERATED BY: The Fort Industry Co. BUSINESS ADDRESS: Broadcast Bldg., 136 Huron St. PHONE: Adams 3175. STUDIO ADDRESS: Commodore Perry Hotel; Broadcast Bldg. TRANSMITTER LOCATION: Oregon Road. TIME ON THE AIR: 6:00 A.M. to 1:00 A.M., daily; 8:00 A.M. to 1:00 A.M., Sundays (131 hours weekly). NEWS SERVICE: International News Service, United Press. TRANSCRIPTION SERVICE: NBC Thesaurus, Lang-Worth.

**Personnel**

President..... George B. Storer  
 V.P.-Station Manager..... J. Harold Ryan  
 Commercial Manager..... E. Y. Flanigan  
 Program Director..... Russell Gohring  
 Promotion Manager..... Merrill N. Pheatt  
 Chief Engineer..... William Stringfellow

**Coverage**

Population—Primary	1,203,574
Radio Homes—"	302,590
Population—Secondary	4,000,000
Radio Homes—"	1,000,000

Source: Station survey.

**Representative**

The Katz Agency

**W F M J**

YOUNGSTOWN—EST. 1938

FREQUENCY: 1450 Kc. POWER: 250 watts.  
 OWNED BY: William F. Maag, Jr. OPERATED BY: Same. BUSINESS ADDRESS: 101 West Boardman St. STUDIO ADDRESS: 101 West Boardman St. TRANSMITTER LOCATION: 101 West Boardman St. TIME ON THE AIR: 6:00 A.M. to 12:00 Midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio, Lang-Worth, C. P. MacGregor.

**Personnel**

Manager..... William F. Maag, Jr.  
 Program Director..... Lee Bland  
 Advertising Manager..... Leonard E. Nasman  
 Chief Engineer..... Frank Dieringer

**Coverage**

	Daytime	Evening
Population—Primary	813,150	813,150
Radio Homes—"	187,505	187,505

Source: Field strength measurements; U. S. Department of Commerce.

**Representative**

Headley-Reed Co.

(See Page 522)

**W K B N**

YOUNGSTOWN—EST. 1926

CBS

FREQUENCY: 570 Kc. POWER: 1000 Watts, d.; 500 Watts, n. OWNED BY: WKBN Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: 17 No. Champion St. PHONE: 42122. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Sunset Blvd. TIME ON THE AIR: 7:30 A.M. to 12:00 midnight. NEWSPAPER AFFILIATION: Cleveland Plain Dealer. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: World Broadcasting System, Lang-Worth.

**Personnel**

President and Gen. Mgr.. W. P. Williamson, Jr.  
 Station Director..... J. L. Bowden  
 National Sales Manager..... C. Alden Baker  
 Local Sales Manager..... Walter Link  
 Publicity and Musical Director... G. Davidson  
 Production Manager..... Wayne Johnson  
 Chief Engineer..... B. T. Wilkins

**Coverage**

Population—Primary	1,670,000
Radio Homes—"	377,600
Population—Secondary	4,946,000
Radio Homes—"	1,119,700

Source: Field strength survey.

**W H I Z**

ZANESVILLE—EST. 1924

NATIONAL BROADCASTING CO.

OHIO STATE NETWORK

FREQUENCY: 1240 Kc. POWER: 250 watts.  
 OWNED BY: WALR Broadcasting Corp. OPERATED BY: WALR Broadcasting Corp. BUSINESS ADDRESS: 48-52 North Fifth St., Lind Arcade. PHONE: 644. STUDIO ADDRESS: 48-52 North Fifth St., Lind Arcade. TRANSMITTER LOCATION: Newark Road. TIME ON THE AIR: 6:30 A.M. to 12:00 Midnight; Sunday, 8:00 A.M. to 10:00 P.M. (119 hours weekly). NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Standard Radio, Lang-Worth.



**Personnel**

President.....George Storer  
 Managing Director.....Stanton P. Kettler  
 Program Director and Assistant Manager,  
 Allen L. Haid  
 Musical Director-Chief Announcer,  
 James Minium  
 Chief Engineer.....Wm. Hunt

**Coverage**

	Daytime	Evening
Population—Primary . . . . .	214,231	185,437
Population—Secondary . . . . .	52,229	52,229
Population—Secondary . . . . .	295,421	190,231
Radio Homes— " . . . . .	59,221	59,221

Source: Mail response survey; 1940 U. S. Census; Consumer Market Data Handbook.

**Representative**

John Blair & Co.

**OKLAHOMA**

Population 2,336,434

Number of Radio Homes 450,390

Number of Families 609,094

Auto Registrations 588,109

*For 1940 Census data, please turn to page 272*

**K A D A**

ADA—EST. 1934

MUTUAL—OKLAHOMA NETWORK

FREQUENCY: 1230 Kc. POWER: 250 watts.  
 OWNED BY: Dr. C. C. Morris. OPERATED BY:  
 Dr. C. C. Morris. BUSINESS ADDRESS: High-  
 way No. 48, north of Ada. PHONE: 1212.  
 STUDIO ADDRESS: Highway No. 48, north of  
 Ada. TRANSMITTER LOCATION: Same. TIME  
 ON THE AIR: 7:00 A.M. to 11:00 P.M. NEWS  
 SERVICE: Transradio Press.

**Personnel**

Owner.....Dr. C. C. Morris  
 Station and Commercial  
 Manager.....James M. Griffith  
 Program Director.....J. B. Cahill  
 Chief Engineer.....Leiland Seay

**Coverage**

	Daytime	Evening
Population—Primary . . . . .	225,000	150,000
Radio Homes— " . . . . .	48,000	27,000

Source: U. S. Census.

**Representative**

Arthur H. Hagg & Associates

**K V S O**

ARDMORE—EST. 1935

FREQUENCY: 1240 Kc. POWER: 250 watts.  
 OWNED BY: Ardmoreite Pub. Co. OPERATED  
 BY: Ardmoreite Pub. Co. BUSINESS ADDRESS:  
 114-18 N. Washington. PHONE: 3030. STUDIO  
 ADDRESS: Chickasaw and N. W. Blvd. TIME  
 ON THE AIR: 7:00 A.M. to 11:00 P.M. NEWS-  
 PAPER AFFILIATION: Daily Ardmoreite. NEWS  
 SERVICE: Associated Press (Non-Commercial).  
 TRANSCRIPTION SERVICE: NBC Thesaurus.

**Personnel**

General Manager.....Albert Riesen  
 Station Manager.....Wilbriit Chaffin

Chief Announcer.....Paul Duncan  
 Musical Director.....Dolly Dutton  
 Chief Engineer.....J. H. Holmes

**Coverage**

	Daytime	Evening
Population—Primary . . . . .	202,413	110,184
Radio Homes— " . . . . .	31,668	18,243
Population—Secondary . . . . .	221,559	135,721
Radio Homes— " . . . . .	33,533	19,286

Source: U. S. Census; Joint Committee.

**K A S A**

ELK CITY—EST. 1932

FREQUENCY: 1240 Kc. POWER: 250 watts.  
 OWNED BY: E. M. Woody. OPERATED BY:  
 E. M. Woody. BUSINESS ADDRESS: Casa  
 Grande Hotel. PHONE: 730. STUDIO AD-  
 DRESS: Casa Grande Hotel. TRANSMITTER  
 LOCATION: Casa Grande Hotel. TIME ON  
 THE AIR: 6:00 A.M. to 10:00 P.M. (86 hours  
 weekly). NEWS SERVICE: Associated Press.  
 TRANSCRIPTION SERVICE: Davis & Schweg-  
 ler. MAINTAINS ARTISTS' BUREAU.

**Personnel**

President.....E. M. Woody  
 Station Manager.....F. E. Mayhew  
 Program Director-Artists' Bureau Head,  
 Johnny Carman  
 Publicity Director.....R. Jack Christy  
 Musical Director.....F. Leon Dean  
 Chief Engineer.....George Fenter

**Coverage**

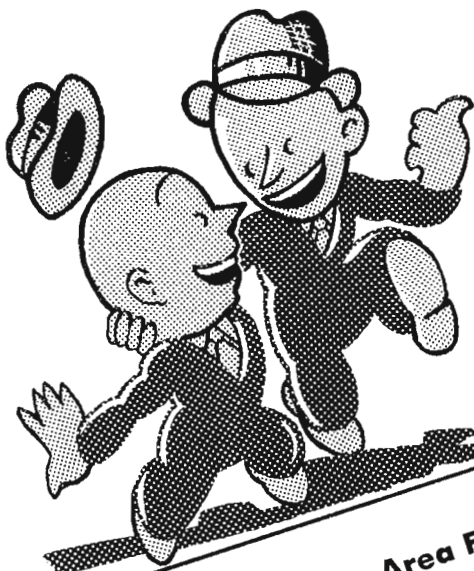
	Daytime	Evening
Population—Primary . . . . .	192,772	65,515
Radio Homes— " . . . . .	32,649	11,010
Population—Secondary . . . . .	399,508	166,443
Radio Homes— " . . . . .	66,443	33,467

Source: Mail response and field intensity surveys; 1940 U. S. Census.

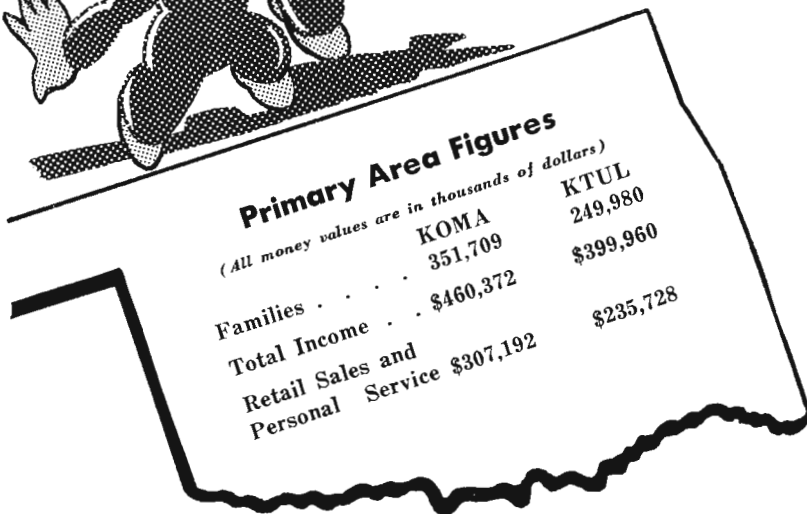
**Representative**

Cox & Tanz

# COME AND GET IT!..



We wouldn't "high pressure" you for worlds — but when you want complete Oklahoma Coverage (plus parts of other states) and you want to catch customers by the scruff of the neck and "drag 'em in," you need look no further.



**BOTH STATIONS**  
**5000 WATTS DAY AND NIGHT**  
 • CBS •

*Oklahoma City*  
**KOMA**



*Tulsa*  
**KTUL**

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

# K C R C

ENID—EST. 1926

MUTUAL and OKLAHOMA NETWORK

FREQUENCY: 1390 Kc. POWER: 1000 watts.  
 OWNED BY: Enid Radiophone Co. OPERATED BY: Enid Radiophone Co. BUSINESS ADDRESS: Willow & Kennedy Sts. PHONE: 447-8. STUDIO ADDRESS: Willow & Kennedy Sts. TRANSMITTER LOCATION: Willow & Kennedy Sts. TIME ON THE AIR: 6:30 A.M. to 11:00 P.M.; Sunday, 9:00 A.M. to 11:00 P.M. NEWSPAPER AFFILIATIONS: Enid Morning News, Enid Daily Eagle NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: World Broadcasting System.

## Personnel

President.....M. C. Garber  
 Station Manager.....Milton B. Garber  
 Sales Promotion Manager.....H. P. Hale  
 Artists' Bureau Head.....Keith Painton  
 Publicity Director.....Harold Baker  
 Musical Director.....Mabel Waken  
 Chief Engineer.....A. B. Clopton

## Coverage

Population—Primary ..... 270,700  
 Radio Homes— " ..... 44,700  
 Population—Secondary ..... 761,700  
 Radio Homes— " ..... 134,000

Source: Station survey.

## Representative

Arthur Hagg & Associates

# K S W O \*

LAWTON—EST. 1941

FREQUENCY: 1120 Kc. POWER: 250 watts.  
 OWNED BY: Willard Carver and Byrne Ross. OPERATED BY: Same. BUSINESS ADDRESS: Lawton. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Daytime license.

## Personnel

Partner.....Willard Carver  
 Partner.....Byrne Ross

\*Station was licensed to operate under a construction permit at time of going to press and no further information was available.

# K B I X

MUSKOGEE—EST. 1936

MUTUAL—OKLAHOMA NETWORK

FREQUENCY: 1490 Kc. POWER: 250 watts.  
 OWNED BY: Oklahoma Press Pub. Co. OPERATED BY: Same. BUSINESS ADDRESS: P. O. Box 1512. PHONE: 302. STUDIO ADDRESS: Barnes Bldg. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 12:00 Midnight. NEWSPAPER AFFILIATION: Muskogee Daily Phoenix, Muskogee Times-Democrat. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: World Broadcasting System.

## Personnel

Vice-President.....Tam Bixby, Jr.  
 General Manager.....O. C. Benjamin  
 Program Director.....Mark Weaver  
 Chief Announcer.....Jack Black  
 Chief Engineer.....Lester Harlow

## Coverage

Population—Primary ..... 371,000  
 Radio Homes— " ..... 53,000

Source: Mail response analysis.

## Representative

The Branham Co.

# W N A D

NORMAN—EST. 1922

FREQUENCY: 690 Kc. POWER: 1000 watts.  
 OWNED BY: University of Oklahoma. OPERATED BY: University of Oklahoma (extension division). BUSINESS ADDRESS: University of Oklahoma. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Shares time.

## Personnel

Station Director.....Homer Heck  
 Director of Production.....H. H. Leake  
 Chief Engineer.....Clyde Farrar

(Non-Commercial Station)

# K O M A

OKLAHOMA CITY—EST. 1932

(as KFJF—1923)

COLUMBIA BROADCASTING SYSTEM  
 OKLAHOMA METROPOLITAN LINE

FREQUENCY: 1520 Kc. POWER: 5,000 Watts. OWNED BY: KOMA, Inc. OPERATED BY: Same. BUSINESS ADDRESS: Biltmore Hotel. PHONE: 2-3291-2-3. STUDIO ADDRESS: Biltmore Hotel. TRANSMITTER LOCATION: 7½ miles north of Oklahoma City. TIME ON THE AIR: 6:00 A.M. to Midnight (daily); 8:00 A.M. to Midnight (Sunday). NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System. MAINTAINS ARTISTS' BUREAU.

## Personnel

President.....J. T. Griffin  
 Station Manager.....Neal Barrett  
 Commercial Manager.....Jack Howell  
 Director of Promotion.....Raymond Ruff  
 Program Director.....Jack Mitchell  
 Accountant.....Marie Green  
 Musical Director.....Paul Christenson  
 Chief Engineer.....M. W. Thomas

## Coverage

Population—Primary ..... 351,709\*  
 Radio Homes— " ..... 266,840

\*Families.

Source: Mail response and field intensity survey; 1939 Consumer Market Data Handbook.

## Representative

Free & Peters, Inc.

# K O C Y

OKLAHOMA CITY—EST. 1923

FREQUENCY: 1340 Kc. POWER: 250 watts.  
 OWNED BY: Plaza Court Broadcasting Co.  
 OPERATED BY: Plaza Court Broadcasting Co.  
 BUSINESS ADDRESS: Plaza Court. STUDIO  
 ADDRESS: Same. TRANSMITTER LOCATION:  
 Same. TIME ON THE AIR: 115½ hours weekly.  
 NEWS SERVICE: United Press. TRANSCRIPTION  
 SERVICE: Lang-Worth, Associated, C. P.  
 MacGregor, Standard Radio.

## Personnel

President..... John D. Thomas  
 Manager..... M. H. Bonnebrake  
 Commercial Manager..... Joe Bernard  
 Program Director..... Louis Hartman  
 Publicity Director..... Warren Moore  
 Chief Announcer..... Ted Andrews  
 Musical Director..... Francis Lester  
 Chief Engineer..... G. W. Brock

## Coverage

	Daytime	Evening
Population—Primary	352,507	352,507
Radio Homes—	72,511	72,511

Source: Field strength survey.

# K T O K

OKLAHOMA CITY—EST. 1927

NBC-BLUE

MUTUAL—OKLAHOMA NETWORK

FREQUENCY: 1400 Kc. POWER: 250 watts.  
 OWNED BY: Oklahoma Broadcasting Co., Inc.  
 OPERATED BY: Same. BUSINESS ADDRESS:  
 1800 W. Main. PHONE: 3-8352-3. STUDIO  
 ADDRESS: Same. TRANSMITTER LO-  
 CATION: Same. TIME ON THE AIR: 8:30 A.M.  
 to 12:00 Midnight. NEWS SERVICE: United  
 Press. TRANSCRIPTION SERVICE: Standard  
 Radio, Lang-Worth.

## Personnel

President..... Harold V. Hough  
 Station Manager..... Kenyon M. Douglass  
 Program Director..... Harold Shreve  
 Production Manager-Publicity Director,  
 Paul Buening  
 Chief Announcer..... Dale Scott  
 Chief Engineer..... Bernard Tullius

## Coverage

Population—Primary	561,010
Radio Homes—	114,200

Source: Mail response survey; Joint Com-  
 mittee.

## Representative

Arthur H. Hagg & Associates

# W K Y

OKLAHOMA CITY—EST. 1928

NATIONAL BROADCASTING COMPANY

FREQUENCY: 930 Kc. POWER: 5000 watts.  
 OWNED BY: Oklahoma Publishing Co. OP-

ERATED BY: WKY Radiophone Co. BUSINESS  
 ADDRESS: Skirvin Tower Hotel. PHONE: 3-4306.  
 STUDIO ADDRESS: Same. TRANSMITTER LO-  
 CATION: Nine miles out on highway No. 66.  
 TIME ON THE AIR: 6:00 A.M. to Midnight.  
 NEWSPAPER AFFILIATIONS: The Daily Okla-  
 homan, Oklahoma City Times. NEWS SER-  
 VICE: Associated Press (Non-Commercial); Chi-  
 cago Daily News Foreign Service. TRAN-  
 SCRPTION SERVICE: NBC Thesaurus, Stand-  
 ard Radio, C. P. MacGregor.

## Personnel

President..... E. K. Gaylord  
 Secretary-Treasurer..... Edgar T. Bell  
 Station Manager..... Gayle V. Grubb  
 Commercial Manager..... R. E. Chapman  
 Local Sales Manager..... E. L. Colbourn  
 Program Director..... Ray Buffum  
 Special Events Director..... Terry O'Sullivan  
 News Editor-Publicity Director..... Robert Eastman  
 Traffic Manager..... Daryl McAllister  
 Musical Director..... Allan Clark  
 Chief Engineer..... Herman Lovell

## Coverage

	Daytime	Evening
Population—Primary	1,533,392	942,547
Radio Homes—	314,842	146,401
Population—Secondary	401,500	
Radio Homes—	68,900	

Source: Field strength survey; mail response  
 analysis; U. S. Census; Joint Committee.

## Representative

The Katz Agency

# K H B G

OKMULGEE—EST. 1937

FREQUENCY: 1240 Kc. POWER: 250 watts.  
 OWNED BY: Okmulgee Broadcasting Corp.  
 OPERATED BY: Okmulgee Broadcasting Corp.  
 BUSINESS ADDRESS: McCulloch Bldg. PHONE:  
 3646. STUDIO ADDRESS: McCulloch Bldg.  
 TRANSMITTER LOCATION: 20th and S. Ok-  
 mulgee Sts. TIME ON THE AIR: Unlimited  
 license. NEWS SERVICE: United Press. TRAN-  
 SCRPTION SERVICE: NBC Thesaurus.

## Personnel

President-Manager..... Pat Buford  
 Secretary-Treasurer and Commercial  
 Manager..... Lucille Buford  
 Chief Engineer..... J. H. Smith

## Coverage

Population—Primary	158,000
Radio Homes—	33,200
Population—Secondary	409,500
Radio Homes—	82,000

Source: Station survey.

# W B B Z

PONCA CITY—EST. 1928

FREQUENCY: 1230 Kc. POWER: 250 watts.  
 OWNED BY: Estate of C. L. Carrell. OPERATED

BY: Adelaide Lillian Carrell, Executrix. BUSINESS ADDRESS: 615 West Grand Ave. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Ponca City. TIME ON THE AIR: 7:00 A.M. to 10:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio. MAINTAINS ARTISTS' BUREAU.

**Personnel**

Managing Director ..... A. L. Carrell  
Commercial Manager..... Frank J. Lynch  
Program Director..... Bob Latting

**Coverage**

Population—Primary ..... 420,000  
Radio Homes— " ..... 65,400  
Source: Station survey.

**K G F F**

SHAWNEE—EST. 1930

NATIONAL BROADCASTING CO.  
MUTUAL and OKLAHOMA NETWORK  
FREQUENCY: 1450 Kc. POWER: 250 watts.  
OWNED BY: KGFF Broadcasting Co., Inc. OPERATED BY: KGFF Broadcasting Co., Inc. BUSINESS ADDRESS: Aldridge Hotel. PHONE: 4390. STUDIO ADDRESS: Aldridge Hotel. TRANSMITTER LOCATION: Shawnee Country Club. TIME ON THE AIR: 7:00 A.M. to midnight. NEWSPAPER AFFILIATIONS: Shawnee Morning News, Shawnee Evening Star, Stauffer Publications, Inc. NEWS SERVICE: Associated Press.

**Personnel**

President..... Oscar Stauffer  
Secretary-Treasurer and General Manager, Joseph W. Lee  
Commercial Manager..... Weldon Stamps  
Chief Announcer..... Frank Jackson  
Publicity Director..... Maxine Eddy  
Chief Engineer..... John Molloy

**Coverage**

	Daytime	Evening
Population—Primary ....	437,563	179,931
Radio Homes— " .....	89,250	34,040

Source: Joint Committee; U. S. Census: field intensity measurements.

**Representative**

Arthur H. Hagg & Associates

**K O M E**

TULSA—EST. 1938

NATIONAL BROADCASTING CO.  
MUTUAL BROADCASTING SYSTEM—  
OKLAHOMA NETWORK

FREQUENCY: 1340 Kc. POWER: 250 watts.  
OWNED BY: Oil Capital Sales Corp. OPERATED BY: Oil Capital Sales Corp. BUSINESS ADDRESS: Radio Bldg., 910 S. Boston. PHONE: 3-4121. TRANSMITTER LOCATION: 3904 S. Newport, Tulsa. TIME ON THE AIR: 6:00 A.M. to 12:00 Midnight. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Standard Radio.

**Personnel**

President ..... Harry Schwartz  
General Manager..... John M. Whitney  
Commercial Manager..... Harold Grimes  
Program Director..... Ken Linn  
Sales Promotion Manager..... Ray E. Sollars  
Chief Engineer..... James F. Manship

**Representative**

Arthur H. Hagg & Associates

**K T U L**

TULSA—EST. 1934

COLUMBIA BROADCASTING SYSTEM  
FREQUENCY: 1430 Kc. POWER: 5000 watts.  
OWNED BY: J. T. Griffin. OPERATED BY: Tulsa Broadcasting Co., Inc. BUSINESS ADDRESS: National Bank of Tulsa Bldg. PHONE: 2-3191. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Route No. 8, Tulsa. TIME ON THE AIR: 125 hours weekly. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Associated. MAINTAINS ARTISTS' BUREAU.

**Personnel**

President..... J. T. Griffin  
Vice President-General Manager..... Wm. C. Gillespie  
Commercial Manager..... Lawson Taylor  
Promotion & Publicity Director ..... John Esau  
Program Director-Artists' Bureau Head, Jack Hoffman  
Production Manager..... Carlyle Stevens  
Chief Announcer..... Eddie Lyon  
Musical Director..... Lillian Smithline  
Chief Engineer..... Nathan Wilcox

**Coverage\***

Population—Primary .....	682,600†
Radio Homes— " .....	138,424†
Population—Secondary .....	1,321,374‡
Radio Homes— " .....	297,300‡

\*No evening figures available; station has been granted power increase.

†Within .5 Millivolt area.

‡Regular listening area.

Source: Field intensity measurements; Department of Commerce.

**Representative**

Free & Peters, Inc.  
(See Page 526)

**K V O O**

TULSA—EST. 1926

NATIONAL BROADCASTING COMPANY  
FREQUENCY: 1170 Kc. POWER: 50,000 Watts. OWNED BY: Southwestern Sales Corp. OPERATED BY: Southwestern Sales Corp. BUSINESS ADDRESS: Philtower Bldg. PHONE: 2-2254. STUDIO ADDRESS: Philtower Bldg. TRANSMITTER LOCATION: 11 miles east of Tulsa, Highway 66. TIME ON THE AIR: 127 hours weekly. NEWS SERVICES: Interna-

• • • OKLAHOMA - OREGON • • •

tional News Service, United Press. TRANSCRIPTION SERVICES: World Broadcasting System. MAINTAINS ARTISTS' BUREAU. BUREAU.

**Personnel**

President ..... P. Q. Proctor  
 Vice President-General  
 Manager ..... William B. Way  
 Commercial Manager ..... Willard Egolf  
 Promotion Manager ..... George Engleter  
 Program Director-Artists' Bureau Head,  
 Edward C. Coontz  
 Chief Announcer ..... Lou Kemper  
 News Editor ..... G. Kenneth Miller

Continuity Editor ..... F. M. Randolph  
 Director of Women's Activities, Dorothy McCune  
 Musical Director ..... Joe O'Neill  
 Publicity Director ..... Allan Page  
 Chief Engineer ..... L. W. Stinson

**Coverage**

Population—Primary ..... 2,184,058  
 Radio Homes— " ..... 418,890  
 Population—Secondary ..... 2,191,598  
 Radio Homes— " ..... 437,780

Source: Joint Committee.

**Representative**

Edward Petry & Company

# OREGON

Population 1,089,684

Number of Radio Homes 320,780

Number of Families 335,944

Auto Registrations 396,126

*For 1940 Census data, please turn to page 274*

## K W I L

ALBANY—EST. 1940

MUTUAL BROADCASTING SYSTEM  
 DON LEE BROADCASTING SYSTEM

FREQUENCY: 1240 Kc. POWER: 250 watts.  
 OWNED BY: Central Williamette Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Albany. STUDIO ADDRESS: 15th and Elm Sts. PHONE: 870. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 17 hours daily. NEWSPAPER AFFILIATION: Albany Democrat-Herald. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: C. P. MacGregor.

**Personnel**

President ..... W. L. Jackson  
 General Manager ..... R. R. Cronise  
 Station and Commercial Manager,  
 Chet Wheeler

Program Director-Chief Announcer,  
 Ben T. Weaver  
 Chief Engineer ..... Paul W. Spargo

**Coverage**

Population—Primary ..... 60,000  
 Population—Secondary ..... 177,000  
 Source: Station survey; 1940 U. S. Census.

## K A S T

ASTORIA—EST. 1935

FREQUENCY: 1230 Kc. POWER: 250 watts.  
 OWNED BY: Astoria Broadcasting Co. OPERATED BY: Astoria Broadcasting Co. BUSINESS ADDRESS: 1006 Taylor Ave. PHONE: 95. STUDIO ADDRESS: 1006 Taylor Ave. TRANSMITTER LOCATION: 1006 Taylor Ave. TIME ON THE AIR: 7:00 A.M. to 8:30 P.M. NEWSPAPER AFFILIATION: Astorian-Budget. TRANSCRIPTION SERVICE: Standard Radio.

**Personnel**

President ..... M. R. Chessman  
 Station Manager ..... James C. Wallace  
 Commercial Manager ..... Frank E. Marrison

**Representatives**

Walter Biddick Co.

## K B K R

BAKER—EST. 1939

FREQUENCY: 1490 Kc. POWER: 250 watts.  
 OWNED BY: Louis P. Thornton. OPERATED BY: Same. BUSINESS ADDRESS: Baker Loan & Trust Co. Bldg. STUDIO ADDRESS: Baker Loan & Trust Co. Bldg. TRANSMITTER LOCATION: East "H" St. TIME ON THE AIR: 6:30 P.M. to 10:00 P.M.; Sundays, 9:00 A.M. to 8:00 P.M. TRANSCRIPTION SERVICE: C. P. MacGregor.

**Personnel**

Owner ..... Louis P. Thornton  
 Resident Manager ..... Ellwood W. Lippincott  
 Sales Manager ..... Fred H. Pelger

## K B N D

BEND—EST. 1938

FREQUENCY: 1340 Kc. POWER: 250 watts.  
 OWNED BY: The Bend Bulletin. OPERATED BY: The Bend Bulletin. BUSINESS ADDRESS: 1121 Wail St. PHONE: 848. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 10:00 P.M. NEWSPAPER AFFILIATION: The Bend Bulletin. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

**Personnel**

Station Manager ..... Frank H. Loggan  
 Commercial Manager ..... Chet Wheeler  
 Chief Technician ..... Gene Lovejoy

**Coverage**

	Daytime	Evening
Population—Primary . . . . .	20,000	20,000
Radio Homes— " . . . . .	4,300	4,300
Population—Secondary . . . . .	15,000	15,000
Radio Homes— " . . . . .	3,000	3,000

Source: U. S. Census; Joint Committee.

**K O A C**

**CORVALLIS—EST. 1922**

FREQUENCY: 550 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: Oregon State Agricultural College. OPERATED BY: Oregon State Agricultural College. BUSINESS ADDRESS: Corvallis, STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 9:00 A.M. to 9:00 P.M.

**Personnel**

Director . . . . . Luke L. Roberts  
 Chief Engineer . . . . . Grant S. Feikert  
 (Non-Commercial Station)

**K O D L**

**THE DALLES—EST. 1940**

FREQUENCY: 1230 Kc. POWER: 250 watts. OWNED BY: Western Radio Corp. OPERATED BY: Western Radio Corp. BUSINESS ADDRESS: Scenic Drive. PHONE: 2300. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 102 hours weekly. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU.

**Personnel**

President-Station Manager,  
 V. Barney Kenworthy  
 Commercial and Sales Promotion Manager,  
 Glenn Howell  
 Program Director-Chief Announcer,  
 Marvin Johnson  
 Publicity Director . . . . . Margaret Burnett  
 Chief Engineer . . . . . Paul Walden

**Coverage**

	Daytime	Evening
Population—Primary . . . . .	20,000	16,000
Radio Homes— " . . . . .	96.2%	96.2%
Population—Secondary . . . . .	80,000	25,000
Radio Homes— " . . . . .	96.2%	96.2%

Source: Station estimate; Joint Committee.

**K O R E**

**EUGENE—EST. 1927**

MBS—DON LEE BROADCASTING SYSTEM  
 FREQUENCY: 1450 Kc. POWER: 250 watts. OWNED BY: Frank L. Hill & C. G. Phillips. OPERATED BY: Eugene Broadcast Station. BUSINESS ADDRESS: Route 2. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Eugene. TIME ON THE AIR: 6:00 A.M. to 1:00 A.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: C. P. MacGregor.

**Personnel**

Owner . . . . . Frank L. Hill  
 Station Manager . . . . . Glenn McCormick  
 Program-Publicity Director . . . . . Day Foster  
 Chief Announcer . . . . . Dolf James  
 Chief Engineer . . . . . Harold Gander

**Coverage**

Population—Primary . . . . .	95,748
Radio Homes— " . . . . .	20,100
Population—Secondary . . . . .	39,220
Radio Homes— " . . . . .	6,239

Source: Station survey.

**Representative**

John Blair & Co.

**K U I N**

**GRANTS PASS—EST. 1939**

FREQUENCY: 1340 Kc. POWER: 250 watts. OWNED BY: Southern Oregon Broadcasting Co. OPERATED BY: Southern Oregon Broadcasting Co. BUSINESS ADDRESS: P. O. Box 43. STUDIO ADDRESS: Redwood Highway. TRANSMITTER LOCATION: Redwood Highway. TIME ON THE AIR: 7:00 A.M. to 10:00 P.M. NEWS-PAPER AFFILIATION: Grants Pass Courier. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICES: World Program Service, C. P. MacGregor.

**Personnel**

President . . . . . A. E. Voorhies  
 Manager . . . . . John G. Bauriedel  
 Production Manager . . . . . Dick Thompson  
 Musical Director . . . . . Harold Keibel  
 Chief Engineer . . . . . Edward A. Malone

**Coverage**

	Daytime	Evening
Population—Primary . . . . .	62,413	31,500
Radio Homes— " . . . . .	17,770	8,600

Source: Mail response survey.

**Representative**

John Blair & Co.

**K F J I**

**KLAMATH FALLS—EST. 1928**

FREQUENCY: 1240 Kc. POWER: 250 watts. OWNED BY: KFJI Broadcasters, Inc. OPERATED BY: Same. BUSINESS ADDRESS: Willard Hotel Bldg. PHONE: 2125. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 10:00 P.M. TRANSCRIPTION SERVICES: World Broadcasting System.

**Personnel**

President . . . . . J. A. Kincaid  
 Station & Commercial Manager . . . . . Geo. Kincaid

**Representative**

John Blair & Co.

# K L B M

LA GRANDE—EST. 1937

FREQUENCY: 1450 Kc. POWER: 250 watts. OWNED BY: Harold M. Finlay. OPERATED BY: Harold M. Finlay. BUSINESS ADDRESS: 1120½ Adams Ave. PHONE: 220. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Near La Grande. TIME ON THE AIR: 7:00 A.M. to 10:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio.

## Personnel

Manager.....H. M. Finlay  
Chief Engineer.....John Kibby

## Representative

Cox & Tanz  
Walter Biddick Co. (Pacific Coast)

# K O O S

MARSHFIELD—EST. 1928

MBS-DON LEE BROADCASTING SYSTEM  
FREQUENCY: 1230 Kc. POWER: 250 watts. OWNED BY: KOOS, Inc. OPERATED BY: KOOS, Inc. BUSINESS ADDRESS: Hall Bldg. PHONE: 432, 433. STUDIO ADDRESS: Hall Bldg. TRANSMITTER LOCATION: Hall Bldg. TIME ON THE AIR: 7:00 A.M. to 10:30 P.M. (PST). NEWSPAPER AFFILIATION: Coos Bay Times. NEWS SERVICE: United Press.

## Personnel

President.....Sheldon F. Sackett  
General Manager.....Ben E. Stone  
Commercial Manager.....A. Thomas Morris  
Sales Manager.....Mark DeLaunay  
Program-Publicity Director.....Francis Waterbury  
Chief Announcer and Engineer,  
Roger L. Spaugh

## Coverage

Population—Primary ..... 49,200  
Radio Homes— " ..... 12,700  
Population—Secondary ..... 114,000  
Radio Homes— " ..... 30,900  
Source: Station survey.

# K M E D

MEDFORD—EST. 1926

NATIONAL BROADCASTING CO.  
(RED OR BLUE)

FREQUENCY: 1440 Kc. POWER: 1000 watts. OWNED BY: Mrs. W. J. Virgin. OPERATED BY: Mrs. W. J. Virgin. BUSINESS ADDRESS: Sparta Bldg., Main and Riverside. PHONE: 305. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Ross Lane. TIME ON THE AIR: Full Time License (95 hours weekly). NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

## Personnel

Commercial Manager.....L. P. Bishop  
Sales Manager.....A. A. Adler  
Program Director.....Gladys La Marr  
Chief Engineer.....D. H. Rees

# K A L E

PORTLAND—EST. 1924

MUTUAL-DON LEE BROADCASTING SYSTEM  
PACIFIC BROADCASTING CO.

FREQUENCY: 1330 Kc. POWER: 5000 watts. OWNED BY: KALE, Inc. OPERATED BY: Same. BUSINESS ADDRESS: New Heathman Hotel. PHONE: At. 7203. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Sylvan. TIME ON THE AIR: 6:30 A.M. to 12:00 Mid-night. NEWSPAPER AFFILIATION: The Oregon Journal. NEWS SERVICE: International News Service, United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Lang-Worth, World Broadcasting System, and Associated Recorded Program Service.

## Personnel

President.....C. Roy Hunt  
Vice-President.....S. R. Winch  
Secretary-Treasurer.....C. W. Myers  
Commercial Manager.....Ted Kooreman  
Director of Commercial Relations,  
Harry H. Buckendahl  
Sales Manager.....Charles Couche  
Program Director.....H. M. Swartwood, Jr.  
Production Manager.....Ted W. Cooke  
Publicity Director.....Lester Halpin  
Chief Engineer.....Louis Bookwalter

## Coverage

	Daytime	Evening
Population—Primary	600,000	600,000
Radio Homes— " "	141,000	141,000
Population—Secondary	200,000	200,000
Radio Homes— " "	45,000	47,000

Source: Mail response analysis.

## Representative

Free & Peters, Inc.

# K B P S

PORTLAND—EST. 1923

FREQUENCY: 1450 Kc. POWER: 250 watts. OWNED BY: Student Body Benson Polytechnic School. OPERATED BY: Same. BUSINESS ADDRESS: 546 N. E. 12th Ave. PHONE: LA 4195. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 11:00 A.M. to 1:00—3:00 to 5:00 P.M. (each school day).

## Personnel

Station Manager.....William Allingham  
Agent.....R. T. Stephens  
Program Director.....Hazel Kenyon  
Chief Engineer.....Fred Miller  
(Non-Commercial Station)



# KEX

PORTLAND—EST. 1926

NBC (Blue Network)—NORTHWEST TRIANGLE  
 FREQUENCY: 1190 Kc. POWER: 50,000  
 Watts. OWNED BY: Oregonian Pub. Co. (Lessee). OPERATED BY: Oregonian Pub. Co.  
 BUSINESS ADDRESS: The Oregonian Bldg.,  
 6th and Alder Sts. PHONE: Atwater 2121.  
 STUDIO ADDRESS: 801 Oregonian Bldg.  
 TRANSMITTER LOCATION: North Portland.  
 TIME ON THE AIR: (daily) 6:00 A.M. to 12:30  
 P.M.; Sunday, 8:00 A.M. to 12:30 P.M. NEWS-  
 PAPER AFFILIATIONS: The Oregonian. NEWS  
 SERVICES: International News Service. TRAN-  
 SCRPTION SERVICE: NBC Thesaurus. MAIN-  
 TAINS ARTISTS' BUREAU.

## Personnel

Station Manager.....W. Carey Jennings  
 Sales Manager.....Paul H. Connet  
 Traffic Manager.....Ralph Greer  
 Program Director.....H. Q. Cox  
 Artists' Bureau Head.....Stephen M. Janik  
 Sales Promotion Manager.....Paul H. Connet  
 Chief Announcer.....Donald M. Kneass  
 Musical Director.....Abe Bercovitz  
 Chief Engineer.....Harold Singleton

## Coverage

	Daytime	Evening
Population—Primary	799,383	815,200
Radio Homes—"	195,210	199,743
Population—Secondary	297,952	562,325
Radio Homes—"	72,260	137,320

Source: Joint Committee; NBC Circulation figures.

## Representative

Edward Petry & Co., Inc.

# KGW

PORTLAND—EST. 1922

NBC (Red Network)—NORTHWEST TRIANGLE  
 FREQUENCY: 620 Kc. POWER: 5000 watts.  
 OWNED BY: Oregonian Pub. Co. OPERATED  
 BY: Oregonian Pub. Co. BUSINESS ADDRESS:  
 The Oregonian Bldg., 6th & Alder Sts. PHONE:  
 Atwater 2121. STUDIO ADDRESS: 801 Ore-  
 gonian Bldg. TRANSMITTER LOCATION: North  
 Portland. TIME ON THE AIR: (daily) 6:00  
 A.M. to Midnight; (Sunday) 8:00 A.M. to 12:00  
 Midnight. NEWSPAPER AFFILIATION: The  
 Oregonian. NEWS SERVICES: International  
 News Service. TRANSCRIPTION SERVICE:  
 NBC Thesaurus. MAINTAINS ARTISTS' BU-  
 REAU.

## Personnel

Station Manager.....W. Carey Jennings  
 Sales Manager.....Paul H. Connet  
 Traffic Manager.....Ralph Greer  
 Program Director.....H. Q. Cox  
 Artists' Bureau Head.....Stephen M. Janik  
 Musical Director.....Abe Bercovitz  
 Sales Promotion Manager.....Paul H. Connet  
 Chief Engineer.....Harold Singleton

## Coverage

	Daytime	Evening
Population—Primary	922,565	724,569
Radio Homes—"	225,290	176,940
Population—Secondary	269,248	356,717
Radio Homes—"	65,750	87,110

Source: Joint Committee; NBC Circulation figures.

## Representative

Edward Petry & Co., Inc.

# KOIN

PORTLAND—EST. 1925

COLUMBIA BROADCASTING SYSTEM  
 FREQUENCY: 970 Kc. POWER: 5000 watts.  
 OWNED BY: KOIN, Inc. OPERATED BY: KOIN,  
 Inc. BUSINESS ADDRESS: New Heathman  
 Hotel. PHONE: Atwater 3333. STUDIO AD-  
 DRESS: New Heathman Hotel. TRANSMITTER  
 LOCATION: Sylvan. TIME ON THE AIR: 6:00  
 A.M. to midnight. MAINTAINS ARTISTS' BU-  
 REAU. NEWSPAPER AFFILIATION: The Ore-  
 gon Journal. NEWS SERVICE: United Press,  
 International News Service. TRANSCRIPTION  
 SERVICES: Associated Music Publishers, World  
 Program Library, Lang-Worth Public Domain.

## Personnel

President.....C. W. Myers  
 Station Manager.....C. Roy Hunt  
 Sales and Promotion Manager....C. E. Couche  
 Artists' Bureau Head.....Johnnie Walker  
 Director of Public Relations.....Art Kirkham  
 Director of Public Affairs.....John Carpenter  
 Director of Commercial Relations,

Harry Buckendahl

Program Director.....H. M. Swartwood, Jr.  
 Publicity Director.....Lester Halpin  
 Musical Director.....Joseph Sampietro  
 Technical Director.....Louis Bookwalter

## Coverage

Population—Primary	828,600
Radio Homes—"	249,240
Population—Secondary	1,197,980
Radio Homes—"	342,280

Source: Station survey.

## Representative

Free & Peters, Inc.

World Broadcasting System

# KWJJ

PORTLAND—EST. 1927

FREQUENCY: 1080 Kc. POWER: 1000 watts.  
 OWNED BY: KWJJ Broadcasting Co., Inc. OP-  
 ERATED BY: KWJJ Broadcasting Co., Inc.  
 BUSINESS ADDRESS: 622 S. W. Salmon St.  
 PHONE: Atwater 4393-4. STUDIO ADDRESS:  
 Same. TRANSMITTER LOCATION: Oaks Park,  
 Portland, Ore. TIME ON THE AIR: 6:00 A.M.  
 to local sunset—9:00 P.M. to 3:00 A.M. NEWS  
 SERVICE: United Press.

**Personnel**

President.....Wilbur J. Jerman  
 Secretary-Treasurer & General  
 Manager.....John C. Egan  
 Commercial Manager.....L. D. Henderson  
 Program Director.....Gerald E. Speerstra  
 Production Manager.....Frank Hemingway  
 Publicity Director.....Sam Taylor  
 Musical Director.....Eddie McElroy  
 Chief Engineer.....W. J. Jerman

**Representative**

Cox & Tanz

**K X L**

PORTLAND—EST. 1926

FREQUENCY: 1450 Kc. POWER: 250 watts.  
 OWNED BY: KXL Broadcasters. OPERATED  
 BY: Same. BUSINESS ADDRESS: KXL Bldg.  
 PHONE: Broadway 6451. STUDIO ADDRESS:  
 KXL Bldg. TIME ON THE AIR: 7:00 A.M. to  
 11:00 P.M. NEWS SERVICE: United Press.  
 TRANSCRIPTION SERVICES: C. P. MacGregor,  
 Lang-Worth, Standard Radio, Davis & Schweg-  
 ler.

**Personnel**

President and General  
 Manager.....T. W. Symons, Jr.  
 Commercial Manager.....H. S. Jacobsen  
 Program Director.....Stuart Hannon  
 Chief Engineer.....Ralph Mifflin

**Coverage**

Population—Primary.....438,500  
 Radio Homes— ".....123,900  
 Source: Station estimate.

**K R N R**

ROSEBURG—EST. 1935

MUTUAL—DON LEE

FREQUENCY: 1490 Kc. POWER: 250 watts.  
 OWNED BY: News Review Co. OPERATED  
 BY: Same. BUSINESS ADDRESS: Hotel Ump-  
 qua. PHONE: No. 4. STUDIO ADDRESS: Ho-  
 tel Umpqua. TRANSMITTER LOCATION:  
 Same. TIME ON THE AIR: 7:00 A.M. to 10:00  
 P.M. (unlimited license). NEWSPAPER AF-  
 FILIATION: Roseburg News Review. NEWS  
 SERVICE: Associated Press.

**Personnel**

President.....Harris Ellsworth  
 General Manager.....M. H. Pengra  
 Sales Manager-Chief Announcer....Max Frye  
 Program-Musical Director....Gilbert Walters  
 Production Manager.....Bill Thomas  
 Chief Engineer.....Henry Chandler, Jr.

**Coverage**

Population—Primary.....80,843  
 Radio Homes— ".....16,650  
 Source: Field intensity survey; U. S. Census.

**K S L M**

SALEM—EST. 1934

MBS-DON LEE BROADCASTING SYSTEM  
 PACIFIC BROADCASTING CO.  
 FREQUENCY: 1390 Kc. POWER: 1000 watts.  
 OWNED BY: Oregon Radio, Inc. OPERATED  
 BY: Oregon Radio, Inc. BUSINESS ADDRESS:  
 633 N. Front St. PHONE: 6131. STUDIO AD-  
 DRESS: 633 N. Front St. TRANSMITTER LO-  
 CATION: 633 N. Front St. TIME ON THE AIR:  
 6:30 A.M. to 11:30 P.M.; Sunday, 8:00 A.M.  
 to 11:00 P.M. NEWS SERVICE: United Press.  
 TRANSCRIPTION SERVICE: C. P. MacGregor.

**Personnel**

President-General Manager.....H. B. Read  
 Sales Promotion Manager...Earle W. Headrick  
 Program Director.....Herb Johnston, Jr.  
 Publicity Director.....Clarice Allport  
 Chief Announcer.....Thomas Nelson  
 Chief Engineer.....Albert Jacobson

**Coverage**

Population—Primary.....86,000  
 Radio Homes— ".....17,000  
 Population—Secondary.....100,000  
 Radio Homes— ".....19,000  
 Source: Station survey.

**Representative**

John Blair & Co.

260

ISSUES

A YEAR

ON THE

DESKS OF

ALL RADIO

EXECUTIVES

RADIO DAILY

# PENNSYLVANIA

Population 9,900,180

Number of Radio Homes 2,262,760

Number of Families 2,514,736

Auto Registrations 2,142,282

*For 1940 Census data, please turn to page 274*

## W C B A - W S A N

ALLENTOWN—EST. 1923

NBC (Red and Blue)

QUAKER NETWORK—PENNSYLVANIA  
NETWORK

FREQUENCY: 1470 Kc. POWER: 1000 watts.  
OWNED BY: Lehigh Valley Broadcasting Co.  
OPERATED BY: Lehigh Valley Broadcasting Co.  
BUSINESS ADDRESS: 39 N. 10th St. PHONE:  
9511. NEW YORK OFFICE: 30 Rockefeller  
Plaza, New York, N. Y. PHONE: Circle 7-0228.  
STUDIO ADDRESS: 39 N. 10th St. TRANS-  
MITTER LOCATION: North 7th St. Highway.  
TIME ON THE AIR: 7:30 A.M. to Midnight.  
NEWSPAPER AFFILIATIONS: Chronicle and  
News, Allentown Morning Call. NEWS SER-  
VICE: United Press. MAINTAINS ARTISTS'  
BUREAU. TRANSCRIPTION SERVICES: World  
Broadcasting System, Lang-Worth.

### Personnel

General Manager.....B. Bryan Musselman  
Program Director.....George Y. Snyder  
Production Manager.....George DePoe  
Chief Engineer.....Wm. A. McCutcheon

### Coverage

Population—Primary .....	343,859
Radio Homes— " .....	61,000
Population—Secondary .....	917,000
Radio Homes— " .....	300,000

Source: Mail response analysis.

## W F B G

ALTOONA—EST. 1924

NATIONAL BROADCASTING CO.

FREQUENCY: 1340 Kc. POWER: 250 watts.  
OWNED BY: The William F. Gable Co. OP-  
ERATED BY: The Gable Broadcasting Co. BUSI-  
NESS ADDRESS: 1320 Eleventh Ave. PHONE:

# MASON DIXON RADIO GROUP

*One of the Best "Spot Buys" in Radio  
Every Station In A Good Market!*

**WDEL** Wilmington, Del.

**WKBO** Harrisburg, Penna.

**WORK** York, Penna.

**WAZL** Hazleton, Penna.

**WGAL** Lancaster, Penna.

**WEST** Easton, Penna.

**WILM** Wilmington, Del.

*Address: 8 West King Street, Lancaster, Pennsylvania*

*Represented Nationally—PAUL H. RAYMER CO.*

*New York • Chicago • San Francisco • Los Angeles*

• • • PENNSYLVANIA • • •

6467. STUDIO ADDRESS: Gable Arcade Bldg. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 8:00 A.M. to 10:00 P.M. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: World Broadcasting System.

**Personnel**

Managing Director.....Roy Thompson  
Chief Engineer.....George Burgoon  
Note: Commercial department is directed by the Managing Director.

**Coverage**

	Daytime	Evening
Population—Primary .....	108,300*	108,300*
Radio Homes— " .....	106,870	106,870
Population—Secondary ..	450,000	450,000

\* Families.

Source: Station survey; Chamber of Commerce.

**Representative**

Headley-Reed Co.

**W C E D \***

DU BOIS—EST. 1941

FREQUENCY: 1230 Kc. POWER: 250 watts. OWNED BY: Tri-County Broadcasting Co. OPERATED BY: Tri-County Broadcasting Co. BUSINESS ADDRESS: Du Bois. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Unlimited license. NEWSPAPER AFFILIATION: Du Bois Courier Express.

**Personnel**

President.....H. T. Grey  
Vice-President.....W. B. Ross  
Secretary.....Jason S. Grey  
Treasurer.....L. F. Mohnhey  
Station Manager.....Ben Webster

\*Station was licensed to operate under a construction permit at time of going to press and no further information was available.

**W E S T**

EASTON—EST. 1936

MUTUAL BROADCASTING SYSTEM  
MASON-DIXON GROUP

FREQUENCY: 1400 Kc. POWER: 250 watts. OWNED BY: Associated Broadcasters, Inc. OPERATED BY: Associated Broadcasters, Inc. BUSINESS ADDRESS: 516 Northampton St. PHONE: 8001. STUDIO ADDRESS: 516 Northampton St. TRANSMITTER LOCATION: Williams Township. TIME ON THE AIR: 7:00 a.m. to 1:00 a.m.. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NBC The-saurus, Lang-Worth.

**Personnel**

Station Executive.....Clair R. McCullough  
Station Manager.....Elwood C. Anderson

Program Manager.....Wilbert Markle  
Publicity Director.....Pauline Davis

**Coverage**

	Daytime	Evening
Population—Primary .....	644,620	472,263
Radio Homes— " .....	144,543	106,377

Source: U.S. Census; Joint Committee; Field intensity measurements and mail response analysis.

**Representative**

Paul H. Raymer Co.

**W E R C \***

ERIE—EST. 1941

FREQUENCY: 1490 Kc. POWER: 250 watts. OWNED BY: Presque Isle Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Erie. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Erie. TIME ON THE AIR: Unlimited License.

**Personnel**

President.....Jacob A. Young  
Secretary.....William P. Sengal  
Treasurer.....B. Walker Sennett

\* Station was licensed to operate under a construction permit at time of going to press and no further information was available.

**W L E U**

ERIE—EST. 1935

NBC—(BLUE)

PENNSYLVANIA NETWORK  
QUAKER NETWORK

FREQUENCY: 1450 Kc. POWER: 250 watts. OWNED BY: WLEU Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: Commerce Bldg., 12th & State Sts. PHONE: 22-129. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: (Daily) 7:00 a.m. to 12:00 midnight; (Sunday) 9:45 A.M. to 12:00 P.M. (119 hours weekly). NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System.

**Personnel**

President.....Leo J. Omelian  
General Manager.....V. Hamilton Weir  
Program Director.....James Hamilton  
Publicity Director.....Raymond Boley  
Chief Announcer.....Kenneth Weber  
Musical Director.....Anthony Conti  
Chief Engineer.....Harold Roess

**Coverage**

	Daytime	Evening
Population—Primary .....	400,000	250,000
Radio Homes— " .....	100,000	62,500

Source: Station survey.

# WIBG

**GLENSIDE—EST. 1925**

FREQUENCY: 990 Kc. POWER: 1000 watts. OWNED BY: Seaboard Radio Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: Corner Mt. Carmel Ave. & Easton Rd. PHONE: Ogontz 3100 & Majestic 2675. STUDIO ADDRESS: Same. SALES OFFICE: 428 Perry Bldg., Philadelphia, Pa. PHONE: Rittenhouse 9182. TRANSMITTER LOCATION: Chenttenham Township, Montgomery County, Pa. TIME ON THE AIR: 7:00 A.M. to local sunset. NEWS SERVICE: United Press.

## Personnel

President.....Paul F. Harron  
 Vice-President-Manager.....Edward D. Clery  
 Secretary-Treasurer.....Katharine A. Harron  
 Program Director.....Douglas Arthur  
 Production Manager-Musical Director,  
 Douglas Arthur  
 Publicity Director.....Rupe Werling  
 Chief Engineer.....John H. Henninger

## Coverage

Population—Primary .....	3,000,000
Radio Homes— " .....	691,000
Population—Secondary .....	5,500,000
Radio Homes— " .....	1,330,000

Source: Station survey.

# WHJB

**GREENSBURG—EST. 1934**

FREQUENCY: 620 Kc. POWER: 250 Watts. OWNED BY: Pittsburgh Radio Supply House. OPERATED BY: Pittsburgh Radio Supply House. BUSINESS ADDRESS: 128 Pennsylvania Ave. PHONE: 3740. STUDIO ADDRESS 128 Pennsylvania Ave. TRANSMITTER LOCATION: 128 Pennsylvania Ave. TIME ON THE AIR: 7:00 A.M. to local sunset.

## Personnel

President.....H. J. Brennen  
 Station Manager.....George J. Podyyn  
 Chief Engineer.....Walter McCoy

## Coverage

Population—Primary .....	4,494,652
Radio Homes— " .....	992,110

Source: U. S. Census; Joint Committee.

## Representative

William G. Rambeau Co.

# WSAJ

**GROVE CITY—EST. 1922**

FREQUENCY: 1340 Kc. POWER: 250 watts. OWNED BY: Grove City College. OPERATED BY: Grove City College. BUSINESS ADDRESS: Hall of Science. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON

THE AIR: 4:30 p.m. to 5:30 p.m., Sundays; 7:15 p.m. to 8:45 p.m., Tuesdays and Thursdays.

## Personnel

President.....W. C. Ketter  
 Station Manager.....H. W. Harmon  
 Program Director.....Rea G. Walters  
 (Non-Commercial Station)

# WHP

**HARRISBURG—EST. 1924**

**COLUMBIA BROADCASTING SYSTEM**

FREQUENCY: 1460 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: WHP, Inc. OPERATED BY: WHP, Inc. BUSINESS ADDRESS: Telegraph Bldg. PHONE: 4-3211. STUDIO ADDRESS: Telegraph Bldg. TRANSMITTER LOCATION: Paxtang, Pa. TIME ON THE AIR: (daily) 6:30 a.m. to 1:00 a.m., (Sunday) 9:00 a.m. to 1:00 a.m. NEWS SERVICE: Transradio Press. NEWSPAPER AFFILIATION: The Harrisburg Telegraph. TRANSCRIPTION SERVICE: Lang-Worth, Standard Radio.

## Personnel

Station Manager.....A. K. Redmond  
 Sales Promotion-Publicity  
 Manager.....Dick Redmond  
 Local Sales Representative....R. A. Maxwell  
 Production Director.....E. K. Smith  
 Chief Engineer.....R. S. Duncan

## Representative

John Blair & Co.

# WKBO

**HARRISBURG—EST. 1927**

**NBC—MBS—MASON-DIXON GROUP**

FREQUENCY: 1230 Kc. POWER: 250 watts. OWNED BY: Keystone Broadcasting Corp. OPERATED BY: Keystone Broadcasting Corp. BUSINESS ADDRESS: 31 North Second St. PHONE: 4-0191. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Third & Walnut Sts. TIME ON THE AIR: 7:00 a.m. to 1:00 a.m. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

## Personnel

Station Executive.....Clair McCullough  
 Station Manager.....C. G. Moss  
 Program Director.....David Bennett

## Coverage

	Daytime	Evening
Population—Primary .....	726,871	311,977
Radio Homes— " .....	145,633	66,261

Source: U. S. Census; Joint Committee; field intensity measurements and mail response analysis.

## Representative

Paul H. Raymer Co.

# WAZL

HAZLETON—EST. 1932  
MUTUAL BROADCASTING SYSTEM  
MASON-DIXON GROUP

FREQUENCY: 1450 Kc. POWER: 250 watts.  
OWNED BY: Hazleton Broadcasting Service, Inc. OPERATED BY: Hazleton Broadcasting Service, Inc. BUSINESS ADDRESS: Hazleton National Bank Bldg. PHONE: 1488. STUDIO ADDRESS: Hazleton National Bank Bldg. TRANSMITTER LOCATION: Hazleton National Bank Bldg. TIME ON THE AIR: 7:00 a.m. to 1:00 a.m. NEWS SERVICE: Transradio News. TRANSCRIPTION SERVICES: NBC Thesaurus and Lang-Worth.

## Personnel

Station Executive..... Clair R. McCullough  
Station Manager..... V. C. Diehm  
Program Manager..... Thomas Tito  
Publicity Director..... Kathryn Kahler

## Coverage

	Daytime	Evening
Population—Primary	567,890	373,639
Radio Homes—"	116,813	71,015

Source: U. S. Census; Joint Committee; Field intensity measurements and mail response analysis.

## Representative

Paul H. Raymer Company

# WJAC

JOHNSTOWN—EST. 1925  
NATIONAL BROADCASTING CO.

FREQUENCY: 1400 Kc. POWER: 250 watts.  
OWNED BY: WJAC, Inc. OPERATED BY: WJAC, Inc. BUSINESS ADDRESS: Tribune Annex, Locust St. PHONE: 24-361. STUDIO ADDRESS: Tribune Annex, Locust St. TRANSMITTER LOCATION: Tribune Bldg., Locust St. TIME ON THE AIR: 7:30 A.M. to 11:30 P.M.; Sundays, 10:00 A.M. to 8:30 P.M. NEWSPAPER AFFILIATIONS: The Johnstown Tribune, The Johnstown Democrat. NEWS SERVICE: United Press. TRANSCRIPTION SERVICES: NBC Thesaurus, Lang-Worth.

## Personnel

President..... Walter W. Krebs  
Station Manager..... J. C. Tully  
Program Director..... J. P. Foster  
Chief Engineer..... Nevin Straub

## Coverage

Population—Primary	211,000
Radio Homes—"	40,800
Population—Secondary	258,400
Radio Homes—"	51,400

Source: Field intensity measurements.

## Representative

Headley-Reed Co.

# WGAL

LANCASTER—EST. 1922  
NBC (RED and BLUE)  
MUTUAL BROADCASTING SYSTEM  
MASON-DIXON GROUP

FREQUENCY: 1490 Kc. POWER: 250 watts.  
OWNED BY: WGAL, Inc. OPERATED BY: WGAL, Inc. BUSINESS ADDRESS: 8 West King St. PHONE: 5252. STUDIO ADDRESS: 8 West King St. TRANSMITTER LOCATION: 8 West King St. TIME ON THE AIR: 7:00 a.m. to 1:00 a.m. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Davis & Schwegler, Lang-Worth.

## Personnel

Station Executive..... Clair R. McCullough  
Station Manager..... Walter Miller  
Program Manager..... Ernest Stanzola  
Publicity Director..... Ruth Hergenrother

## Coverage

	Daytime	Evening
Population—Primary	462,144	153,229
Radio Homes—"	108,329	35,425

Source: U. S. Census; Joint Committee; field intensity measurements and mail response analysis.

## Representative

Paul H. Raymer Company

# WKST

NEW CASTLE—EST. 1938  
QUAKER STATE NETWORK

FREQUENCY: 1280 Kc. POWER: 1000 watts.  
OWNED BY: WKST, Inc. OPERATED BY: WKST, Inc., BUSINESS ADDRESS: Cathedral Bldg. PHONE: 5050-5051. STUDIO ADDRESS: Cathedral Bldg., New Castle; Lawrence Ave., Ellwood; Westminster College, New Wilmington. TRANSMITTER LOCATION: Old Pittsburgh Rd. TIME ON THE AIR: 7:00 A.M. to 12:00 Midnight (119 hours weekly). NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: NBC Thesaurus. MAINTAINS ARTISTS' BUREAU.

## Personnel

President..... S. W. Townsend  
Station Manager..... A. W. Graham  
Commercial-Sales Promotion Manager,  
Herbert S. Kirk  
Publicity Director..... Ray Wallace  
Chief Announcer..... Carl Bates  
News Editor..... Ken Eggleston  
Chief Engineer..... Robert Emch

## Coverage

	Daytime	Evening
Population—Primary	922,791	352,013
Population—Secondary	3,391,018	322,441

Source: U. S. Census; field intensity measurements.

# W K P A

NEW KENSINGTON—EST. 1940

FREQUENCY: 1150 Kc. POWER: 250 watts.  
 OWNED BY: Allegheny-Kiski Broadcasting Co.  
 OPERATED BY: Allegheny-Kiski Broadcasting Co.  
 BUSINESS ADDRESS: 810 Fifth Ave.  
 PHONE: 3533. STUDIO ADDRESS: Same.  
 TRANSMITTER LOCATION: Gassmere Heights, East Deer Township. TIME ON THE AIR: 7:00 A.M. to local sunset. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Lang-Worth.

## Personnel

President.....C. Russell Cooper  
 Station Manager.....Ed Kroen  
 Program Director.....Willard Fraker  
 Chief Announcer.....James Williams  
 Chief Engineer.....Henry Mattingly

## Representative

Cox & Tanz



## Allegheny-Kiski Broadcasting Co.

NEW KENSINGTON  
 PENNSYLVANIA

250 W.

Right in the Heart  
 of the  
 Rich Industrial  
 and  
 Commercial Area

U. P. News Service

# W K P A

Nat. Rep. COX & TANZ

# W I B G

PHILADELPHIA

(For station listing see Glenside, Pa.)

# K Y W

PHILADELPHIA—EST. 1921

NATIONAL BROADCASTING CO. (RED)  
 FREQUENCY: 1060 Kc. POWER: 50,000  
 Watts. OWNED BY: Westinghouse Electric  
 & Mfg. Co. OPERATED BY: Same. BUSI-  
 NESS ADDRESS: 1619 Walnut St. PHONE:  
 Locust 3760. STUDIO ADDRESS: Same.  
 TRANSMITTER LOCATION: RFD No. 4, Nor-  
 ristown. TIME ON THE AIR: 5:00 A.M. to  
 1:00 A.M. (137 hours weekly). NEWS SER-  
 VICE: United Press. TRANSCRIPTION SER-  
 VICE: NBC Thesaurus.

## Personnel

### WESTINGHOUSE RADIO STATIONS

President.....George H. Bucher  
 Vice-President.....Walter Evans  
 Manager of Broadcasting.....Lee B. Wailes  
 Assistant to Manager of Broadcasting,  
 Joseph E. Baudino  
 Auditor.....Frank A. Logue  
 Advertising and Publicity Manager,  
 George A. Harder  
 Program Supervisor.....Gordon Hawkins  
 Sales Manager.....Griffith Thompson  
 Director of International Shortwave Activities,  
 F. P. Nelson  
 Assistant to Auditor.....Francis C. Davis

### KYW PERSONNEL

Station Manager.....Leslie Joy  
 Program Manager.....James P. Begley  
 Sales Prom.-Advertising Manager  
 L. B. Beeuwkes  
 Sales Manager.....B. A. McDonald  
 Publicity Director.....J. A. Aull  
 Plant Manager.....E. H. Gager  
 Auditor-Personnel Manager.....A. H. Bates

## Coverage\*

\*Station recently went to 50,000 watts and new coverage data was not available at time of going to press.

## Representative

National Broadcasting Co.



**The only clear  
channel station  
covering the  
Philadelphia market.  
50,000 watts in  
ALL directions**



# WCAU

PHILADELPHIA—EST. 1921

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1210 Kc. POWER: 50,000 watts. OWNED BY: WCAU Broadcasting Co. OPERATED BY: WCAU Broadcasting Co. BUSINESS ADDRESS: 1622 Chestnut St. PHONE: Locust 7700. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Newtown Square. TIME ON THE AIR: 20 hours daily. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System.

## Personnel

President and Station

Manager.....Dr. Leon Levy  
 Commercial Manager.....Alex Rosenman  
 Director of Programs.....Stan Lee Broza  
 Special Events and Promotion Manager,  
 Joseph T. Connolly  
 Director of Copyrights.....Peggy Lowrey  
 Publicity Director.....Kenneth W. Stowman  
 Musical Director.....Joey Kearns  
 Technical Director.....John G. Leitch

## Coverage

Population—Primary ..... 5,037,000  
 Radio Homes— " ..... 1,182,010  
 Population—Secondary ..... 3,019,400  
 Radio Homes— " ..... 642,620

Source: Station's personal interview survey.

## Representatives

Robert A. Street, 485 Madison Ave., N. Y.  
 Bertha Bannon (Boston)  
 Virgil Reiter Co. (Chicago)  
 Paul H. Raymer Co. (San Francisco  
 & Los Angeles)

# WDAS

PHILADELPHIA—EST. 1922

FREQUENCY: 1400 Kc. POWER: 250 watts. OWNED BY: WDAS Broadcasting Sta., Inc. OPERATED BY: WDAS Broadcasting Sta., Inc. BUSINESS ADDRESS: 1211 Chestnut St. PHONE: Locust 7400—Race 7474. STUDIO ADDRESS: 1211 Chestnut St. TRANSMITTER LOCATION: Woodside Park. TIME ON THE AIR: 7:00 A.M. to Midnight. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Lang-Worth.

## Personnel

President.....Alexander W. Dannenbaum  
 Vice-President-General Manager..P. J. Stanton  
 Secretary-Treasurer & Commercial  
 Manager.....A. W. Dannenbaum, Jr.  
 Program Director.....Harold Davis  
 Sales Promotion Manager.....Jerry Stone  
 Musical Director.....Joseph Schribeman  
 Chief Engineer.....Frank Unterberger

## Coverage\*

Daytime

Population—Primary ..... 2,294,303  
 Radio Homes— " ..... 552,256  
 Population—Secondary ..... 3,201,627  
 Radio Homes— " ..... 764,582

\* Station has no figures available for evening but estimates coverage is greater for evening.

Source: Field intensity survey; U. S. Census; Joint Committee.

# WFIL

PHILADELPHIA—EST. 1934

NATIONAL BROADCASTING CO. (BLUE)  
 QUAKER NETWORK

FREQUENCY: 560 Kc. POWER: 1,000 Watts. OWNED BY: WFIL Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Widener Bldg. PHONE: Rit. 6900. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 63rd & Schuylkill River. TIME ON THE AIR: 6:00 A.M. to 1:00 A.M. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICES: Associated.

For Results  
 in the  
**PHILADELPHIA MARKET**  
 it's  
**WDAS**  
 Philadelphia's  
 only full-time  
 independent station

**NEWS EVERY HOUR ON THE HOUR**

# WFIL

## 1ST OR 2ND CHOICE WITH PHILADELPHIA LISTENERS

### 66 $\frac{1}{3}$ % OF DAY & NIGHT

WRITE FOR  
**"NIGHT AND DAY"**  
A survey of radio listening habits  
in the Philadelphia area  
*As reported by C. E. HOOPER, INC.*

# WFIL

560 ON YOUR DIAL

NBC BLUE • KEY STATION QUAKER NETWORK  
REPRESENTED BY EDWARD PETRY & CO., INC.

**Personnel**

President.....Samuel R. Rosenbaum  
 General Manager.....Roger W. Clipp  
 Assistant General  
 Manager.....Fred Dodge  
 Sales Manager.....John E. Surrick  
 Sales Promotion Manager...William E. Caskey  
 Program Director.....James Allen  
 Musical Director.....Norman Black  
 Acting Chief Engineer.....Arnold Nygren

**Coverage**

Population—Primary ..... 3,906,514  
 Radio Homes— " ..... 944,160  
 Population—Secondary ..... \*5,576,177  
 Radio Homes— " ..... \*1,336,760

\* Including Primary Area.

Source: Field strength survey; mail response analysis.

**Representative**

Edward Petry & Co.

**WHAT**

PHILADELPHIA—EST. 1930

FREQUENCY: 1340 Kc. POWER: 250 watts.  
 OWNED BY: Philadelphia Record. OPERATED BY: Independence Broadcasting Co., Inc. BUSINESS ADDRESS: Hotel Philadelphia, 39th & Chestnut Sts. PHONE: Lombard 2390-1. STUDIO ADDRESS: Public Ledger Bldg., 7th & Chestnut Sts. TRANSMITTER LOCATION: Hotel Philadelphian. TIME ON THE AIR: Shares time—(45 hours weekly). NEWSPAPER AFFILIATION: Philadelphia Record. TRANSCRIPTION SERVICE: NAB Library.

**Personnel**

President.....J. David Stern  
 General Manager.....Milton Laughlin  
 Program Director.....Sam Serota

**WIP**

PHILADELPHIA—EST. 1922

MUTUAL BROADCASTING SYSTEM

FREQUENCY: 610 Kc. POWER: 5000 watts.  
 OWNED BY: Gimbel Bros., Inc. OPERATED BY: Penna. Broadcasting Co. BUSINESS ADDRESS: 35 S. 9th St. PHONE: Walnut 6800. STUDIO ADDRESS: 35 S. 9th St. TRANSMITTER LOCATION: Bellmawr, N. J. TIME ON THE AIR: 24 hours, daily. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System.

**Personnel**

President & Station  
 Manager.....Benedict Gimbel, Jr.  
 V-P in Charge of Sales.....Edward A. Davies  
 Program Director.....Murray Arnold  
 Production Manager.....Edward Wallis  
 Sales Promotion Manager.....Robert Horn  
 Director of Sports.....Stony McLinn  
 News Editor.....Edward Mayer  
 Musical Director.....Joe Frassetto  
 Technical Supervisor.....Clifford C. Harris

**Coverage\***

Population—Primary ..... 3,130,134  
 Radio Homes— " ..... \*1,784,546  
 Population—Secondary ..... 4,305,478

\* Includes both primary and secondary areas

Source: U. S. Census; field intensity measurements.

**Representative**

Radio Advertising Corp.  
 (See Page 544)

**WPEN**

PHILADELPHIA—EST. 1929

(HOOK-UP WITH WOY, New York)

FREQUENCY: 950 Kc. POWER: 5000 watts.  
 OWNED BY: Wm. Penn Broadcasting Co.  
 OPERATED BY: Wm. Penn Broadcasting Co.  
 BUSINESS ADDRESS: 1528 Walnut St. PHONE: Pennypacker 9490, Race 4006. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 72nd & Vine Sts. TIME ON THE AIR: 7:00 A.M. to midnight. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Langworth. MAINTAINS ARTISTS' BUREAU.

**Personnel**

General Manager.....Arthur Simon  
 Program Director.....Thomas B. Smith  
 Musical Director.....Joseph Fransoza  
 Chief Engineer.....Charles Burtis

**Coverage**

No exact figures available at time of going to press.

(See Page 546)

**WTCL**

PHILADELPHIA—EST. 1925

FREQUENCY: 1340 Kc. POWER: 250 watts.  
 OWNED BY: Foulkrod Radio Engineering Co.  
 OPERATED BY: Foulkrod Radio Engineering Co. BUSINESS ADDRESS: 4312-14 N. Broad St. PHONE: Gladstone 1310. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Rowlandville, Pa. TIME ON THE AIR: Shares Time with WHAT.

**Personnel**

President .....Doug. Hibbs  
 General Manager.....Henry N. Cocker

**KDKA**

PITTSBURGH—EST. 1920

NBC (BLUE)

FREQUENCY: 1020 Kc. POWER: 50,000 watts.  
 OWNED AND OPERATED BY: Westinghouse Electric & Mfg. Co. BUSINESS ADDRESS: 1619 Walnut St., Philadelphia. STUDIO ADDRESS: Grant Bldg. PHONE: Grant 4200. TRANSMITTER LOCATION: Allison Park, Hampton Township, Pa. TIME ON THE AIR: 5:30 A.M. to 1:00 A.M.; Sunday, 8:00 A.M. to 1:00 A.M. (117 hours weekly). NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus.

# IT'S HUMAN TO AIR!

ESPECIALLY, MR. ADVERTISER  
WHEN YOU HAVE THE  
TREMENDOUS POTENTIAL AUDIENCE

OF

**7,435,612**

- ✓ —61.2% RENEWALS (in 1941)
- ✓ —MUTUAL BROADCASTING SYSTEM
- ✓ —24 HOURS A DAY
- ✓ —5,000 WATTS

---

NOW — A "MUST" BUY IN PHILADELPHIA

---

Edward A. Davies  
Sales Director

# WIP

610 KILOCYCLES

35 South Ninth Street  
Phone: Walnut 6800

**Personnel**

President.....G. H. Bucher  
 General Manager.....James B. Rock  
 Sales Manager.....W. E. Jackson  
 Publicity Director.....John M. Cooper  
 Program Manager.....George Heid  
 Promotion Manager.....W. B. McGill  
 Office Manager.....D. F. Dickson  
 Chief Announcer.....Wilbur C. Sutherland  
 Traffic Manager.....G. Dare Fleck  
 News Editor.....Lloyd G. Chapman  
 Special Events Director.....Robert Shield

**Coverage**

	Daytime	Evening
Population—Primary	5,803,900	5,435,800
Radio Homes—	1,233,800	1,146,000
Population—Secondary	3,997,500	17,866,900
Radio Homes—	201,600	770,200

Source: NBC Statistical Department.

**Representative**

National Broadcasting Co.

**K Q V**

PITTSBURGH—EST. 1919

MUTUAL BROADCASTING SYSTEM

FREQUENCY: 1410 Kc. POWER: 1000 watts.  
 OWNED BY: KQV Broadcasting Co. OPERATED BY: KQV Broadcasting Co. BUSINESS ADDRESS: 1406 Chamber of Commerce Bldg. PHONE: Private Exchange, Grant 4860. STUDIO ADDRESS: 1406 Chamber of Commerce Bldg. TRANSMITTER LOCATION: 1475 Crane Road. TIME ON THE AIR: 7:00 a.m. to 12:30 midnight. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: Standard Radio Library, Davis & Schwegler.

**Personnel**

President.....H. J. Brennen  
 Vice-President.....H. K. Brennen  
 Secretary.....H. N. Stehman  
 Station Manager.....E. S. Wasser  
 Commercial & Advertising Manager.....R. M. Thompson, Sr.  
 Chief Announcer.....J. Herbert Angell  
 Publicity Director.....John Howard  
 Chief Engineer.....Walter W. McCoy

**Coverage**

Radio Homes—	262,265
Source: Field intensity survey; Joint Com-	
Population—Primary	2,582,669
Radio Homes—	582,218
Population—Secondary	1,120,550

mittee.

**Representative**

William G. Rambeau Co.

**W C A E**

PITTSBURGH—EST. 1922

NBC (RED) & MUTUAL

FREQUENCY: 1250 Kc. POWER: 5000 watts.  
 OWNED BY: WCAE, Inc. OPERATED BY:

WCAE, Inc. BUSINESS ADDRESS: Hotel William Penn. PHONE: Atlantic 6900. STUDIO ADDRESS: Hotel William Penn. TRANSMITTER LOCATION: Agnew Road, Baldwin Township. TIME ON THE AIR: 7:00 A.M. to 1:30 A.M. NEWSPAPER AFFILIATION: Pittsburgh Sun-Telegraph. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: World Broadcasting System.

**Personnel**

President-General

Manager.....Leonard Kapner  
 Sales Manager.....Willard Schroeder  
 Sales Promotion Manager.....Jim Murray  
 Chief Announcer.....Bob Donley  
 Continuity Director.....Phil Davis  
 Production Manager.....Dave Olson  
 Program Manager.....R. Clifton Daniel  
 Musical Director.....Earl Truxell  
 Chief Engineer.....James Schultz

**Coverage**

	Daytime	Evening
Population—Primary	2,720,494	2,602,669
Radio Homes—	552,600	527,630
Population—Secondary	2,201,390	1,471,733
Radio Homes—	455,960	298,920

Source: Field intensity survey; U. S. Census; Joint Committee.

**Representative**

International Radio Sales

**W J A S**

PITTSBURGH—EST. 1922

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1320 Kc. POWER: 5000 watts.  
 OWNED BY: Pittsburgh Radio Supply House. OPERATED BY: Pittsburgh Radio Supply House. BUSINESS ADDRESS: 411—7th Ave. PHONE: Grant 4860-1-2-3-4-5-6. STUDIO ADDRESS: 411—7th Ave. TRANSMITTER LOCATION: 1459 Crane Road, 20th Ward, Pittsburgh. TIME ON THE AIR: 7:30 a.m. to 12:30 a.m. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: Standard Radio, also cut own disks.

**Personnel**

President & General

Manager.....H. J. Brennen  
 Commercial Manager.....R. M. Thompson, Sr.  
 Chief Announcer.....Beckley Smith  
 Publicity Director.....M. Caughy  
 Musical Director & Pgm. Mgr.....Jas. Hughes  
 Chief Engineer.....W. W. McCoy

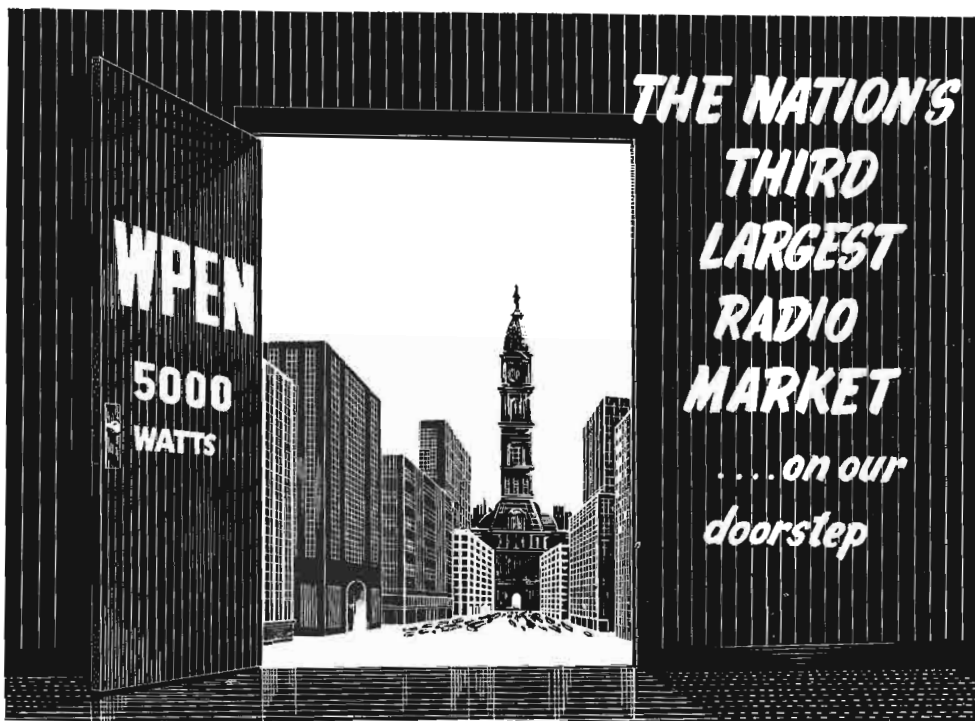
**Coverage**

Population—Primary	3,090,300
Radio Homes—	652,500
Population—Secondary	7,200,000
Radio Homes—	1,609,900

Source: Mail response analysis.

**Representative**

William G. Rambeau Co.



*and a more powerful station to cover it*

Philadelphia — the City of Homes — stands unique among America's metropolitan centers. More homes per square mile, more families listening for your message. Average American families who eat, sleep and BUY in Philadelphia. WPEN serves this market seven days a week, with family

programs. Meet our families and their neighbors. Buy WPEN . . . Open the doors of Philadelphia — the City of Homes.

WM. PENN BROADCASTING CO.

**WPEN**

Atop: 1528 Walnut Street, Philadelphia  
950 on your dial

# W W S W

PITTSBURGH—EST. 1931

MBS—NBC (Blue)—QUAKER NETWORK  
 FREQUENCY: 1490 Kc. POWER: 250 watts.  
 OWNED BY: Walker & Downing Radio Corp.  
 OPERATED BY: Walker & Downing Radio Corp.  
 BUSINESS ADDRESS: Hotel Keystone.  
 PHONE: Grant 5200. STUDIO ADDRESS: Hotel Keystone.  
 TRANSMITTER LOCATION: 341 Rising Main St. TIME ON THE AIR: 24 hours daily.  
 NEWSPAPER AFFILIATION: Pittsburgh Post Gazette.  
 NEWS SERVICE: International News.  
 MAINTAINS ARTISTS' BUREAU TRANSCRIPTION SERVICE: Associated Music Publishers, Standard Radio.

## Personnel

President..... Paul Block  
 Vice-President..... Oliver J. Keller  
 Treasurer..... Leo A. Wise  
 Secretary-General Manager Frank R. Smith, Jr.  
 Promotion Manager..... H. B. Trautman  
 Program Director..... Walter E. Sickles  
 Production Manager..... John Davis  
 Artists' Bureau Head..... Marie Wilk  
 Chief Announcer..... Ray Schneider  
 Chief Engineer..... Henry R. Kaiser

## Coverage

	Daytime	Evening
Population—Primary	1,250,000	1,000,000
Radio Homes—"	361,000	345,000

Source: Field intensity survey.

## Representative

Cox & Tanz

# W E U

READING—EST. 1931

NATIONAL BROADCASTING CO.  
 FREQUENCY: 850 Kc. POWER: 1000 watts.  
 OWNED BY: Berks Broadcasting Co. OPERATED BY: Berks Broadcasting Co.  
 BUSINESS ADDRESS: 533 Penn St. PHONE: 7335.  
 STUDIO ADDRESS: 533 Penn St., and Reading Senior High School.  
 TRANSMITTER LOCATION: Spring Township. TIME ON THE AIR: 8:00 a.m. to local sunset.  
 TRANSCRIPTION SERVICE: Lang-Worth, NBC Thesaurus, NAB Library, Standard Radio.

## Personnel

General Manager ..... Clifford M. Chafey  
 Program Director..... Paul Breedy  
 Sales Manager..... Robert Magee

## Coverage

Population—Primary	1,526,900
Radio Homes—"	346,000
Population—Secondary	2,406,600
Radio Homes—"	525,700

Source: Mail response analysis.

## Representative

George P. Hollingbery Co.

# W R A W

READING—EST. 1921

NATIONAL BROADCASTING CO.  
 FREQUENCY: 1340 Kc. POWER: 250 watts.  
 OWNED BY: Reading Broadcasting Co. OPERATED BY: Reading Broadcasting Co.  
 BUSINESS ADDRESS: 533 Penn St. PHONE: 7336.  
 STUDIO ADDRESS: 533 Penn St. and State Theatre.  
 TRANSMITTER LOCATION: Reading. TIME ON THE AIR: 7:00 A.M. to 12:00 midnight.

## Personnel

President ..... Clifford M. Chafey  
 Station Manager ..... Raymond A. Gaul  
 Sales Manager..... Arthur W. Chafey

## Representative

George P. Hollingbery Co.

# W A R M

SCRANTON—EST. 1940

MUTUAL BROADCASTING SYSTEM  
 QUAKER NETWORK  
 PENNSYLVANIA NETWORK  
 FREQUENCY: 1400 Kc. POWER: 250 watts.  
 OWNED BY: Union Broadcasting Co. OPERATED BY: Union Broadcasting Co.  
 BUSINESS ADDRESS: Select Bldg. PHONE: 4-1148.  
 STUDIO ADDRESS: Select Bldg. TRANSMITTER LO-

for **HOT** sales

USE

# WARM

MUTUAL BROADCASTING SYSTEM

## SCRANTON, PENN.

"the STATION that is LISTENED to in  
 NORTHEASTERN PENNSYLVANIA."

CATION: 721 N. Blakely St., Dunmore, Pa.  
 TIME ON THE AIR: 125 hours weekly. NEWS  
 SERVICE: United Press. TRANSCRIPTION  
 SERVICE: NBC Thesaurus.

**Personnel**

President-Station Manager... Martin F. Memolo  
 Station Director... Joseph Dobbs  
 Commercial Manager... George Field  
 Program Director... Hal Barton  
 Musical Director... Edward Cusido  
 Chief Engineer... Adolph Oschmann

**Coverage**

Population—Primary .....	922,384
Radio Homes— " .....	118,782
Population—Secondary .....	1,284,000
Radio Homes— " .....	284,000

Source: Field intensity survey; U. S. Census;  
 Joint Committee.

**Representative**

Furgason & Walker, Inc.

**W G B I**

SCRANTON—EST. 1925

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 910 Kc. POWER: 1000 watts.  
 d.; 500 watts, n. OWNED BY: Scranton Broad-  
 casters, Inc. OPERATED BY: Scranton Broad-  
 casters, Inc. BUSINESS ADDRESS: 1000 Wy-  
 oming Ave. PHONE: 6296-7. STUDIO AD-  
 DRESS: Administration Bldg. of International  
 Correspondence Schools. TRANSMITTER LO-  
 CATION: Drinker Turnpike, Dunmore, Pa.  
 TIME ON THE AIR: (daily) 7:00 a.m. to 2:00  
 a.m., (Sunday) 8:45 a.m. to 2:00 a.m. NEWS  
 SERVICE: Transradio Press. TRANSCRIPTION  
 SERVICE: Standard Radio.

**Personnel**

President..... Frank Megargee  
 Station Manager..... Robert E. McDowell  
 Commercial & Sales  
 Manager..... Geo. D. Coleman  
 Program Director..... John Groller  
 Chief Announcer..... Bill Pierce  
 Chief Engineer..... Kenneth R. Cooke

**Coverage**

	Daytime	Evening
Population—Primary ....	868,805	833,287
Radio Homes— " .....	175,813	167,665
Population—Secondary ...	1,998,123	1,605,522
Radio Homes— " .....	418,562	332,465

Source: Field strength survey and mail re-  
 sponse analysis.

**Representative**

John Blair & Co.

**W Q A N**

SCRANTON

FREQUENCY: 910 Kc. POWER: 1000 watts.  
 d.; 500 Watts, n. OWNED BY: The Scranton  
 Times. OPERATED BY: The Scranton Times.

BUSINESS ADDRESS: Scranton. STUDIO AD-  
 DRESS: Same. TRANSMITTER LOCATION:  
 Same. TIME ON THE AIR: Shares Time with  
 WGBl. NEWSPAPER AFFILIATION: The Scrant-  
 on Times.

**Personnel**

Director ..... A. J. O'Malley  
 (Non-Commercial Station)

**W P I C**

SHARON—EST. 1938

FREQUENCY: 790 Kc. POWER: 1000 watts.  
 OWNED BY: Sharon Herald Broadcasting Co.  
 OPERATED BY: Same. BUSINESS ADDRESS:  
 P. O. Box 541. STUDIO ADDRESS: Pine Hol-  
 low Blvd. PHONE: 4113. TRANSMITTER LO-  
 CATION: Same. TIME ON THE AIR: 6:00  
 A.M. to local sunset. NEWSPAPER AFFILIA-  
 TION: Sharon Herald. NEWS SERVICE: United  
 Press. TRANSCRIPTION SERVICE: Associated.  
 MAINTAINS ARTISTS' BUREAU.

**Personnel**

President & General  
 Manager..... John Fahnlne, Jr.  
 Vice-President..... A. W. McDowell  
 Secretary-Treasurer..... George E. Heiges  
 Commercial Manager..... J. T. Van Sweringen  
 Program Director..... Paul Gamble  
 Chief Announcer..... John C. MacDonald  
 Chief Engineer..... A. C. Heck

**Coverage**

Population—Primary .....	1,327,622
Radio Homes— " .....	309,350
Population—Secondary .....	5,433,221
Radio Homes— " .....	1,326,017

Source: Station survey; U. S. Census; Joint  
 Committee.

**Representative**

Howard H. Wilson Co.

**W K O K**

SUNBURY—EST. 1933

QUAKER NETWORK

FREQUENCY: 1240 Kc. POWER: 250 watts.  
 OWNED BY: Sunbury Broadcasting Co.  
 OPERATED BY: Sunbury Broadcasting Co.  
 BUSINESS ADDRESS: 1150 N. Front St. PHONE:  
 1326. STUDIO ADDRESS: 1150 N. Front St.  
 TRANSMITTER LOCATION: 1150 N. Front St.  
 TIME ON THE AIR: 8:00 a.m. to 9:00 p.m.  
 NEWS SERVICE: United Press. TRANSCRIP-  
 TION SERVICE: Standard Radio.

**Personnel**

President..... H. H. Haddon  
 Secretary-Treasurer..... B. A. Beck  
 Station Manager..... Melvin Lahr  
 Chief Announcer..... Reg Merridew  
 Program Director..... Paul Miller  
 Sales Manager..... Homer Smith  
 Chief Engineer..... Cliff Kerstetter



**Coverage**

Population—Primary ..... 141,146  
 Radio Homes— " ..... 31,725  
 Source: Field intensity measurements based on 100 watts.

**Representative**

Cox & Tanz

**W M B S**

UNIONTOWN—EST. 1937  
 QUAKER NETWORK

FREQUENCY: 590 Kc. POWER: 1000 watts.  
 OWNED BY: Fayette Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: Fayette Title & Trust Bldg. PHONE: 800. STUDIO ADDRESS: Fayette Title Trust Bldg. TRANSMITTER LOCATION: Burgess Field. TIME ON THE AIR: 7:00 A.M. to 12:00 Midnight. NEWS SERVICE: Associated Press, International News Service. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICES: Standard Radio and NBC Thesaurus.

**Personnel**

President and Station  
 Manager.....Joseph C. Burwell  
 Commercial Manager.....M. E. Slagel  
 Artists' Bureau Head.....Hugh Rafferly  
 Program Director.....Mary Lucius  
 Production Manager.....Louis R. Bennett  
 Chief Announcer.....Charles Underwood  
 Publicity Director.....Bill Fields  
 Musical Director.....Sullivan Sages  
 Chief Engineer.....Kenneth M. Meredith

**Coverage**

	Daytime	Evening
Population—Primary	3,271,936	1,417,382
Radio Homes— " "	683,715	281,142

Source: Field intensity measurements; U. S. Census; Joint Committee.

**W B A X**

WILKES-BARRE—EST. 1922  
 MUTUAL BROADCASTING SYSTEM

FREQUENCY: 1240 Kc. POWER: 250 watts.  
 OWNED BY: John H. Stenger, Jr. OPERATED BY: Northeastern Pennsylvania Broadcasters, Inc. BUSINESS ADDRESS: 141 So. Main. PHONE: 3-0196-7-8. STUDIO ADDRESS: 141 S. Main. TRANSMITTER LOCATION: Plains Township. TIME ON THE AIR: 7:00 A.M. to 3:00 A.M. (140 hours weekly). NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Lang-Worth.

**Personnel**

Station Manager.....Hal Seville  
 Sales and Sales Promotion Manager,  
     Jones Evans  
 Commercial Manager.....Norman McHugh  
 Program Director-Chief Announcer,  
     Ken Beghold  
 Production Manager.....Richard Mawson  
 Chief Engineer.....Robert Love

**Coverage**

	Daytime	Evening
Population—Primary	445,109	445,109
Radio Homes— " "	92,020	92,020
Population—Secondary	685,000	685,000
Radio Homes— " "	145,000	145,000

Source: Station survey.

**Representative**

Weed & Co.

**W B R E**

WILKES-BARRE—EST. 1924  
 NBC-QUAKER NETWORK

FREQUENCY: 1340 Kc. POWER: 250 watts.  
 OWNED BY: Louis G. Baltimore. OPERATED BY: Louis G. Baltimore. BUSINESS ADDRESS: 62 S. Franklin St. PHONE: 3-3101-2. STUDIO ADDRESS: 62 S. Franklin St. TRANSMITTER LOCATION: Kingston. TIME ON THE AIR: 142 hours weekly. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Lang-Worth. MAINTAINS ARTISTS' BUREAU.

**Personnel**

President and Station  
 Manager.....Louis G. Baltimore  
 Commercial Manager.....S. R. Baltimore  
 Sales Manager.....A. C. Baltimore  
 Program Director.....Franklin D. Coslett  
 Musical Director.....L. Savitt  
 Chief Engineer.....Charles Sakoski

**Coverage**

	Daytime	Evening
Population—Primary	850,000	600,000
Radio Homes— " "	95%*	.....
Population—Secondary	†	850,000
Radio Homes— " "	95%	.....

\* Of total families.

† Over one million.

Source: Chamber of Commerce; field intensity measurements.

**W R A K**

WILLIAMSPORT—EST. 1929  
 QUAKER—PENNSYLVANIA NETWORK

FREQUENCY: 1400 Kc. POWER: 250 watts.  
 OWNED BY: WRAK, Inc. OPERATED BY: WRAK, Inc. BUSINESS ADDRESS: 244 W. 4th St. PHONE: 2-6116-7. STUDIO ADDRESS: 244 W. 4th St. TRANSMITTER LOCATION: 1561 W. 4th St. TIME ON THE AIR: 7:30 a.m. to 10:15 p.m. NEWSPAPER AFFILIATIONS: Williamsport Sun & Williamsport Gazette & Bulletin. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System, Standard Radio.

**Personnel**

President.....E. M. Case  
 Vice-President.....R. T. S. Steele  
 Treasurer.....W. Van Person  
 Secretary-General Mgr.....George E. Joy  
 Advertising Manager.....Thomas W. Metzger  
 Chief Announcer.....Paul M. Breining

• • • PENNSYLVANIA-RHODE ISLAND • • •

Program Director.....Irving A. Berndt, Jr.  
Office Manager.....Alys Kramer  
Publicity Director.....J. W. Mackey  
Chief Engineer.....Louis Persio

**Coverage**

	Daytime	Evening
Population—Primary .....	393,161	157,725
Radio Homes— " .....	85,505	34,308

Source: Mail count survey.

**Representative**

J. P. McKinney & Son

**W O R K**

YORK—EST. 1932

NATIONAL BROADCASTING CO.  
MUTUAL BROADCASTING SYSTEM  
MASON-DIXON GROUP

FREQUENCY: 1350 Kc. POWER: 1000 watts.  
OWNED BY: York Broadcasting Co., Inc. OP-

ERATED BY: Same. BUSINESS ADDRESS: 13 S. Beaver St. PHONE: 6629. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: West Manchester Township. TIME ON THE AIR: 7:00 a.m. to 1:00 a.m. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Lang-Worth.

**Personnel**

Station Executive.....Clair R. McCullough  
Station Manager.....Robert Gulick  
Commercial Manager.....Harold Miller  
Program Director.....Otis Mørse  
Publicity Director.....Wilhelmina Hollinger

**Coverage**

	Daytime	Evening
Population—Primary .....	1,860,009	409,322
Radio Homes— " .....	423,879	84,289

Source: U. S. Census; Joint Committee; Field intensity measurements and mail response analysis.

**Representative**

Paul H. Raymer Co.

**RHODE ISLAND**

Population 713,346

Number of Families 187,795

Number of Radio Homes 173,450

Auto Registrations 186,188

*For 1940 Census data, please turn to page 275*

**W F C I**

PAWTUCKET-PROVIDENCE

—EST. 1941

FREQUENCY: 1420 Kc. POWER: 1000 watts.  
OWNED BY: Pawtucket Broadcasting Co. OPERATED BY: Pawtucket Broadcasting Co. BUSINESS ADDRESS: 450 Main St. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Lonsdale, R. I. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M.; Sundays, 9:00 A.M. to 11:00 P.M. (110 hours weekly). NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Standard Radio.

**Personnel**

President-Chief  
Engineer.....Howard W. Thornley  
Treasurer.....Frank F. Crook  
Station Manager.....W. Paul Oury  
Commercial Manager.....T. F. Allen

**Coverage**

Population—Primary .....	519,496
Radio Homes— " .....	121,450
Population—Secondary .....	327,187
Radio Homes— " .....	77,290

Source: Field intensity measurements; Joint Committee; U. S. Census.

**W E A N**

PROVIDENCE—EST. 1922

NBC-MBS-YANKEE & COLONIAL

FREQUENCY: 790 Kc. POWER: 5000 watts.  
OWNED BY: The Yankee Network, Inc. OPERATED BY: The Yankee Network, Inc. BUSINESS ADDRESS: Crown Hotel. PHONE: Dexter 1500. BOSTON OFFICE: 21 Brookline Ave. STUDIO ADDRESS: Crown Hotel. TRANSMITTER LOCATION: East Providence. TIME ON THE AIR: Sunday, 8:00 A.M. to 2:00 A.M. Week Days, 6:00 A.M. to 2:00 A.M. NEWS SERVICE: Local News by staff reporters, Yankee Network News Service. MAINTAINS AN ARTIST BUREAU. TRANSCRIPTION SERVICE: Associated, Davis & Schwegler.

**Personnel**

President.....John Shepard, III  
Station & Sales Supervisor...Malcolm S. Parker  
Program-Publicity Director....Rose M. Powers  
Production Manager.....Donald Morton  
Musical Director.....Marion Thomas  
Chief Engineer.....Harold Tilley

**Coverage**

	Daytime	Evening
Population—Primary .....	1,091,437	662,756
Radio Homes— " .....	251,030	152,434

Source: Field intensity measurements.

**Representative**

Edward Petry & Co.

# W J A R

PROVIDENCE—EST. 1922

NBC (Red)

FREQUENCY: 920 Kc. POWER: 5000 watts.  
 OWNED BY: Outlet Co. BUSINESS ADDRESS:  
 Weybossett St. PHONE: Gaspee 1071. STU-  
 DIO ADDRESS: Same. TRANSMITTER LOCA-  
 TION: East Providence. TIME ON THE AIR:  
 7:30 A.M. to 1:00 A.M.; Sunday, 9:00 A.M. to  
 1:00 A.M. TRANSCRIPTION SERVICE: World  
 Library Service. NEWS SERVICE: Local news  
 service.

## Personnel

President.....Mortimer L. Burbank  
 Station Manager.....John J. Boyle  
 Chief Engineer.....Thomas Prior

## Coverage

	Daytime	Evening
Population—Primary	1,155,016	884,387
Radio Homes—"	257,360	195,330
Population—Secondary	1,321,000	202,000
Radio Homes—"	297,000	45,000

Source: Field intensity survey based on 1000  
 watts power.

## Representative

Weed & Co.

# W P R O

PROVIDENCE

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 630 Kc. POWER: 5000 watts.  
 OWNED BY: Cherry and Webb Broadcasting  
 Co. OPERATED BY: Cherry and Webb Broad-  
 casting Co. BUSINESS ADDRESS: 15 Chest-  
 nut St. STUDIO ADDRESS: Same. TRANSMIT-  
 TER LOCATION: Wampanoag Trail, East Provi-  
 dence. TIME ON THE AIR: 130½ hours weekly.  
 NEWS SERVICE: United Press. TRANSCRIP-  
 TION SERVICE: NBC Thesaurus.

## Personnel

President.....William S. Cherry, Jr.  
 Station Manager.....William T. Brush  
 Commercial Manager.....Harvey Carter  
 Program Director.....H. William Koster  
 Publicity Director.....Albert C. Rider  
 Musical Director.....Edwin F. Drew

## Coverage

	Daytime	Evening
Population—Primary	1,126,000	1,034,400
Radio Homes—"	254,050	231,880
Population—Secondary	7,072,700	4,153,400
Radio Homes—"	1,604,350	945,030

Source: CBS Listening Area Study.

## Representative

Paul H. Raymer Co.

# NEW in New England!

# W F C I

• 1,000 WATTS—FULL TIME •

A Good Buy  
 in New England's  
 2nd Largest Market

- PROVIDENCE
- PAWTUCKET
- WOONSOCKET
- NEWPORT

and contiguous territory  
 (R. I.—Mass.—Conn.) with  
 a total population of over

**PAWTUCKET BROADCASTING CO., INC.**

Studios & Offices: 450 Main St.

PAWTUCKET

RHODE ISLAND

1,000,000

# SOUTH CAROLINA

Population 1,899,804

Number of Radio Homes 222,170

Number of Families 434,557

Auto Registrations 318,300

For 1940 Census data, please turn to page 275

## WAIM

ANDERSON—EST. 1935

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1230 Kc. POWER: 250 watts.  
OWNED BY: Wilton E. Hall. OPERATED BY: Same. BUSINESS ADDRESS: Anderson College. PHONE: 800. STUDIO ADDRESS: Anderson College. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:00 a.m. to 12:00 midnight. NEWSPAPER AFFILIATIONS: Anderson Independent, Anderson Daily Mail. NEWS SERVICE: Associated Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: World Broadcasting System, Lang-Worth.

### Personnel

Owner ..... Wilton E. Hall  
Station Manager ..... W. Ennis Bray  
Sales Promotion Manager ..... G. Paul Browne  
Program-Musical Director ..... Dan Ferguson  
Production Manager ..... George Crawford  
Artists Bureau Head ..... Edith Hall  
Publicity Director ..... Helen Hall  
Chief Announcer ..... Bill Coddling  
Chief Engineer ..... Robert L. Easley

### Coverage

	Daytime	Evening
Population—Primary	519,500	306,000
Radio Homes—"	57,090	30,810

Source: Station survey.

## WCSC

CHARLESTON—EST. 1930

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1390 Kc. POWER: 1000 watts.  
OWNED BY: The South Carolina Broadcasting Co., Inc. OPERATED BY: The South Carolina Broadcasting Co., Inc. BUSINESS ADDRESS: Francis Marion Hotel. PHONE: 7611. STUDIO ADDRESS: Francis Marion Hotel. TRANSMITTER LOCATION: Windermere, S. C. TIME ON THE AIR: Sundays—8:00 A.M. to 12:00 Midnight; daily—6:30 A.M. to 12:00 Midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

### Personnel

President-Station Manager ..... J. M. Rivers  
Program Director ..... Charles McMahon  
Sales Manager ..... Roland Weeks  
Program Director ..... Charles McMahon  
Musical Director ..... Thomas L. Means  
Publicity Director ..... Phil Sutterfield  
Chief Engineer ..... J. M. Weaver

### Coverage

Population—Primary	352,871
Radio Homes—"	40,000
Population—Secondary	123,899
Radio Homes—"	14,190

Source: Field intensity survey and mail response analysis.

### Representative

Free & Peters, Inc.

## WTMA

CHARLESTON—EST. 1939

NATIONAL BROADCASTING CO.

FREQUENCY: 1250 Kc. POWER: 1000 watts.  
OWNED BY: Atlantic Coast Broadcasting Co. OPERATED BY: Atlantic Coast Broadcasting Co. BUSINESS ADDRESS: 134 Meeting St. PHONE: 2-2961. STUDIO ADDRESS: Wagener Terrace. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 17½ hours daily; 16 hours, Sundays. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: Associated.

### Personnel

President ..... R. M. Manigault  
Station Manager ..... William D. Workman, Jr.  
Commercial Manager ..... W. P. Speight  
Program Director ..... C. Wylie Calder  
Director of Women's Programs,

Meredith Smith  
Musical Director ..... Kenneth Dent  
Chief Engineer ..... D. M. Bradham

### Coverage

	Daytime	Evening
Population—Primary	150,000	80,030
Radio Homes—"	22,950	15,000
Population—Secondary	180,000	100,000
Radio Homes—"	28,000	18,000

Source: Field intensity survey.

### Representative

George P. Hollingsbery Co.

## WCOS

COLUMBIA—EST. 1939

NATIONAL BROADCASTING CO.

FREQUENCY: 1400 Kc. POWER: 250 watts.  
OWNED BY: Carolina Advertising Corp. OPERATED BY: Same. BUSINESS ADDRESS: 1202 Main St. PHONE: 2-5601. STUDIO ADDRESS: 1202 Main St. TRANSMITTER LOCATION: 230 Senate St. TIME ON THE AIR: 6:30 A.M. to 12:00 Midnight. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Associated Library.

**Personnel**

President.....A. B. Langley  
 General Manager.....Roy A. Powell  
 Program Director.....J. Olin Tice  
 Publicity Director.....W. C. Bockman  
 Chief Announcer.....Hanirick  
 Musical Director.....Virginia Hook  
 Chief Engineer.....Charles A. Thoman

**Coverage**

Population—Primary .....	425,916
Radio Homes— " .....	76,450
Population—Secondary .....	301,656
Radio Homes— " .....	61,640

Source: Station survey.

**Representative**

International Radio Sales

**W I S**

**COLUMBIA—EST. 1930**

NATIONAL BROADCASTING COMPANY

FREQUENCY: 560 Kc. POWER: 5000 watts.

OWNED BY: The Liberty Life Insurance Co.  
 OPERATED BY: The Liberty Life Insurance Co.  
 BUSINESS ADDRESS: 1811 Main St. PHONE: 22135-22136. STUDIO ADDRESS: 1811 Main St. TRANSMITTER LOCATION: Bluff Road. TIME ON THE AIR: Daily—6:30 A.M. to 12:00 Midnight. Sundays, 8:00 A.M. to 12:00 Midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

**Personnel**

President.....W. Frank Hipp  
 Station Manager.....G. Richard Shafto  
 Commercial Manager.....J. D. Saumenig  
 Program Director.....Floyd D. Rodgers, Jr.  
 Production Manager-Publicity Director,

Loren L. Watson, Jr.

Chief Announcer-Musical Director.. Allyn Corris  
 Chief Engineer.....Scott Helt  
 Chief Control Engineer.....Herbert Eidson, Jr.

**Coverage**

	Daytime	Evening
Population—Primary .....	692,585	337,575
Radio Homes— " .....	76,140	38,859
Population—Secondary ..	1,040,817	569,067
Radio Homes— " .....	389,600	58,659

Source: Field intensity and mail response analysis.

**Representative**

Free & Peters, Inc.

**W O L S**

**FLORENCE—EST. 1937**

NATIONAL BROADCASTING CO.

FREQUENCY: 1230 Kc. POWER: 250 watts.  
 OWNED BY: O. Lee Stone. OPERATED BY: Same. BUSINESS ADDRESS: Sanborn Hotel. PHONE: 48. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Charleston Highway South of Florence. TIME ON THE AIR: 7:00 A.M.

to 12:00 Midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Davis & Schwegler.

**Personnel**

President-Station Manager.....O. Lee Stone  
 Commercial-Sales Promotion Manager,

H. Russ Holt

Program Director.....Willard I. Miller  
 Chief Announcer.....R. O. Dorsey  
 Chief Engineer.....Robert M. Wallace

**Coverage**

Population—Primary .....	66,999
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Source: Field intensity survey.

**W F B C**

**GREENVILLE—EST. 1933**

NATIONAL BROADCASTING CO.

FREQUENCY: 1339 Kc. POWER: 5000 watts.

OWNED BY: The Greenville News-Piedmont Co. OPERATED BY: Same. BUSINESS ADDRESS: P. O. Box 600. PHONE: 362-3. STUDIO ADDRESS: Poinsett Hotel. TRANSMITTER LOCATION: Gantt, S. C. TIME ON THE AIR: 6:00 A.M. to 12:00 midnight. NEWSPAPER AFFILIATIONS: Greenville News, Greenville Piedmont. NEWS SERVICES: United Press, International News Service, Associated Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

**Personnel**

President.....B. H. Peace, Jr.  
 Station Manager.....B. T. Whitmire  
 Commercial Manager.....W. H. Clews  
 Sales Promotion Manager.....Lee Parsons  
 Program Director.....Charles Batson  
 Production Manager.....Jim Reid  
 Musical and Publicity Director.. James Dawson  
 Chief Engineer.....W. C. Etheredge

**Coverage**

	Daytime	Evening
Population—Primary ....	887,190	954,994
Radio Homes— " .....	92,100	96,100
Population—Secondary ..	954,994	1,596,501
Radio Homes— " .....	96,100	187,800

Source: U. S. Census.

**Representative**

Weed & Co.

**W M R C**

**GREENVILLE—EST. 1940**

MUTUAL BROADCASTING SYSTEM

SOUTHERN BROADCASTING SYSTEM

FREQUENCY: 1450 Kc. POWER: 250 watts.

OWNED BY: Textile Broadcasting Co. OPERATED BY: Textile Broadcasting Co. BUSINESS ADDRESS: P. O. Box No. 1499. PHONE: 5730. STUDIO ADDRESS: 400 Mayberry St. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 123 hours weekly. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: World Broadcasting System. MAIN-TAINS ARTISTS' BUREAU.



**He Wouldn't Tell NOBODY:**

Wouldn't say a word, that Spartan youth of classic fame. Neither by word nor facial expression would he give himself away . . . just stood stoically there with the forbidden fox beneath his tunic, until the animal gnawed out his heart and he fell dawn dead! Kinda dumb, say we. For different, far wiser, today's lusty Spartan youth—WSPA!

**WSPA**

**TELLS EVERYBODY**

**In Spartanburg and the Prosperous Piedmont Carolinas**

Spartanburg is SOUTH CAROLINA'S No. 1 MARKET, leading all other South Carolina cities in retail sales. WSPA is a CBS regional station . . . has a favorable frequency **5000 watts day** and **1000 watts night**. Within WSPA's primary area are 650,000 persons in the high wage bracket . . . 72.9% white. Spartanburg, new home of U. S. Army cantonment with 20,000 men representing a \$1,000,000.00 monthly payroll . . . Textile mills running three shifts daily . . . Southern Railroad shops working overtime . . . Farm income to new high levels as result of bumper cotton and peach crops and produce sales to army camp. Advertise where the money is. Schedule WSPA!



Established 1929  
South Carolina's FIRST Radio Station

**SPARTANBURG**

**SOUTH CAROLINA**

**HOWARD H. WILSON CO. . . . National Sales Representative**

**Personnel**

President.....Robert A. Jolly  
 Station Manager.....Dan Crosland  
 Commercial Manager.....Alan Wanamaker  
 Program Director.....Glenn Adams  
 Chief Announcer.....Bill Hinn  
 Chief Engineer.....Edward Day

**Coverage**

Population—Primary ..... 402,762  
 Radio Homes— " ..... 50,610  
 Population—Secondary ..... 250,124  
 Radio Homes— " ..... 27,285  
 Source Station survey.

**W M D F** \*  
 GREENWOOD

FREQUENCY: 1450 Kc. POWER: 250 watts.  
 OWNED BY: Grenco, Inc. OPERATED BY:  
 Grenco, Inc. BUSINESS ADDRESS: Greenwood.  
 STUDIO ADDRESS: Same. TRANSMITTER  
 LOCATION: Same. TIME ON THE AIR: Un-  
 limited.

\* Station was licensed to operate under a  
 construction permit at time of going to press

**W O R D**  
 SPARTANBURG—EST. 1940  
 NATIONAL BROADCASTING CO.

FREQUENCY: 1400 Kc. POWER: 250 watts.  
 OWNED BY: Spartanburg Advertising Co. OP-  
 ERATED BY: Spartanburg Advertising Co.  
 BUSINESS ADDRESS: 155 South Liberty St.  
 PHONE: 2901. STUDIO ADDRESS: 155 Liberty  
 St. TRANSMITTER LOCATION: 2½ miles north-  
 east of Spartanburg. TIME ON THE AIR: 7:00  
 A.M. to 12:00 Midnight. NEWS SERVICE:  
 United Press. MAINTAINS ARTISTS' BUREAU.

**Personnel**

President.....A. B. Taylor  
 Vice-President and General Manager,  
     Walter J. Brown  
 Commercial Manager.....J. W. Kirkpatrick  
 Program Director-Chief Announcer,  
     James Waldrop  
 Production Manager.....Roger Shaffer  
 Publicity Director.....T. E. Horton  
 Public Relations Director.....Chas. O. Hearon  
 Chief Engineer.....Ralph S. Bennett

**Coverage**

	Daytime	Evening
Population—Primary ....	125,000	45,000
Radio Homes— " .....	16,700	5,000
Population—Secondary ..	215,216	132,000
Radio Homes— " .....	28,000	17,100

**Representative**  
 Howard H. Wilson Co.

**W S P A**

**SPARTANBURG—EST. 1929**

COLUMBIA BROADCASTING SYSTEM  
 FREQUENCY: 950 Kc. POWER: 5000 watts,  
 d.; 1000 watts, n. OWNED BY: Spartanburg  
 Advertising Co. OPERATED BY: Spartanburg  
 Advertising Co. BUSINESS ADDRESS: 155  
 South Liberty St. STUDIO ADDRESS: 155 Lib-  
 erty St. PHONE: 2900. TRANSMITTER LOCA-  
 TION: 2½ miles northeast of Spartanburg.  
 TIME ON THE AIR: 6:00 A.M. to local sunset.  
 NEWS SERVICE: United Press. TRANSCRIP-  
 TION SERVICE: World Broadcasting System.  
 MAINTAINS ARTISTS' BUREAU.

**Personnel**

President.....A. B. Taylor  
 Vice President-General Manager,  
     Walter J. Brown  
 Commercial Manager.....Thad E. Horton  
 Production Manager.....Roger Shaffer  
 Program Director.....Sterling Wright  
 Artists' Bureau Head-Chief Engineer,  
     Ralph S. Bennett  
 Public Relations Director.... Charles O. Hearon

**Coverage**

Population—Primary ..... 646,000  
 Radio Homes— " ..... 79,270  
 Population—Secondary ..... 835,600  
 Radio Homes— " ..... 111,840  
 Source: U. S. Census; Joint Committee.

**Representative**  
 Howard H. Wilson Co.

**W F I G**

**SUMTER—EST. 1940**

FREQUENCY: 1340 Kc. POWER: 250 watts.  
 OWNED BY: Julius S. Brody. OPERATED BY:  
 Julius S. Brody. BUSINESS ADDRESS: 39 Main  
 St. PHONE: 39. STUDIO ADDRESS: 39 N.  
 Main St. TRANSMITTER LOCATION: Highway  
 76. TIME ON THE AIR: 110 hours weekly.  
 NEWS SERVICE: United Press. TRANSCRIP-  
 TION SERVICE: World Broadcasting System.

**Personnel**

Owner.....Julius S. Brody  
 Station Manager.....T. Doug Youngblood  
 Program Director-Chief Engineer,  
     John Sherman  
 Musical Director.....Graham Caddell  
 Chief Engineer.....Rex Houser

**Coverage**

Population—Primary ..... 128,031  
 Radio Homes— " ..... 14,250  
 Population—Secondary ..... 128,708  
 Radio Homes— " ..... 17,975  
 Source: Station survey.

# SOUTH DAKOTA

Population 642,961  
 Number of Families 165,113

Number of Radio Homes 132,010  
 Auto Registrations 193,615

*For 1940 Census data, please turn to page 276*

## K A B R

**ABERDEEN—EST. 1935**

MUTUAL BROADCASTING SYSTEM  
 NORTH CENTRAL BROADCASTING SYSTEM  
 FREQUENCY: 1420 Kc. POWER: 5000 watts.  
 OWNED BY: Aberdeen Broadcast Co. OPERATED BY: Aberdeen Broadcast Co. BUSINESS ADDRESS: 117½ S. Main St. PHONE: 4626. STUDIO ADDRESS: 117½ S. Main St. TRANSMITTER LOCATION: Wylie Park. TIME ON THE AIR: 6:00 A.M. to 12:00 Midnight. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

### Personnel

President ..... H. C. Jewett, Jr.  
 Vice-President ..... C. H. Anderson  
 Vice-President ..... Olwin Ackley  
 Treasurer ..... J. H. McKeever  
 Secretary-General Manager ..... A. A. Fahy  
 Program-Publicity Director ..... R. Thompson Mabie  
 Chief Announcer ..... E. L. Weeks  
 Chief Engineer ..... Delbert Hunt

### Coverage

	Daytime	Evening
Population—Primary . . . . .	254,044	117,744
Radio Homes— " . . . . .	59,080	29,436
Population—Secondary . . . . .	292,400	159,642
Radio Homes— " . . . . .	68,000	39,913

Source: Field intensity measurements.

### Representative

Weed & Co.

## K F D Y

**BROOKINGS—EST. 1923**

FREQUENCY: 790 Kc. POWER: 1000 watts.  
 OWNED BY: South Dakota State College.  
 OPERATED BY: Same. BUSINESS ADDRESS: Brookings. PHONE: 702K-459W. STUDIO ADDRESS: College Station. TRANSMITTER LOCATION: College Station. TIME ON THE AIR: 12:30 P.M. to 2:00 P.M. except Sundays (9 hours weekly).

### Personnel

Station Manager ..... Jack Towers  
 Chief Engineer ..... W. H. Gamble  
 (Non-Commercial Station)

## K G F X

**PIERRE—EST. 1922**

FREQUENCY: 630 Kc. POWER: 200 watts.

OWNED BY: Ida A. McNeil. OPERATED BY: Ida A. McNeil. BUSINESS ADDRESS: 203 West Summit Ave. PHONE: 351. STUDIO ADDRESS: 203 W. Summit Ave. TRANSMITTER LOCATION: 203 W. Summit Ave. TIME ON THE AIR: 9:30 A.M. to sunset. NEWS SERVICE: Associated Press.

### Personnel

Owner and Director ..... Ida A. McNeil  
 Chief Engineer ..... Robert H. Dye  
 Population—Primary ..... 227,086  
 Radio Homes— " ..... 43,560  
 Population—Secondary ..... 454,000  
 Radio Homes— " ..... 87,000

Source: Mail response survey.  
 Cox & Tanz

## K O B H

**RAPID CITY—EST. 1936**

FREQUENCY: 1400 Kc. POWER: 250 watts.  
 OWNED BY: Black Hills Broadcast Co. of Rapid City. OPERATED BY: Black Hills Broadcast Co. of Rapid City. BUSINESS ADDRESS: Alex Johnson Hotel. TRANSMITTER LOCATION: 2½ miles east of Rapid City. TIME ON THE AIR: 6:30 A.M. to 10:00 P.M.; Sundays, 9:00 A.M. to 5:00 P.M. (101 hours weekly). MAINTAINS ARTISTS' BUREAU. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Lang-Worth.

### Personnel

President ..... C. A. Quarnberg  
 Vice-President-Managing Director, Robert J. Dean  
 Commercial Manager-Publicity Director, George E. Bruntlett  
 Program Director-Chief Announcer, Harry Turner  
 News Editor ..... Alvin Arnold  
 Director of Women's Programs, Myrtle Robinson  
 Chief Engineer ..... M. J. Jones

### Coverage

	Daytime	Evening
Population—Primary . . . . .	78,400	21,600
Radio Homes— " . . . . .	19,600	5,400
Population—Secondary . . . . .	86,900	21,710
Radio Homes— " . . . . .	20,200	3,620

Source: Joint Committee.



# W C A T

**RAPID CITY—EST. 1921**

FREQUENCY: 1230 Kc. POWER: 250 watts.  
 OWNED BY: South Dakota School of Mines.  
 OPERATED BY: South Dakota School of Mines.  
 BUSINESS ADDRESS: E. St. Joe St. PHONE:  
 1600-1. STUDIO ADDRESS: E. St. Joe St.  
 TRANSMITTER LOCATION: E. St. Joe St.  
 TIME ON THE AIR: 11:00 A.M. to 1:00 P.M.  
 MST. NEWS SERVICE: Associated Press (non-  
 Commercial).

### Personnel

President..... J. P. Connolly  
 Station Manager..... C. M. Rowe  
 Chief Announcer..... Roland Groethe  
 Publicity Director..... Redford Dibble  
 Chief Engineer..... E. E. Clark  
 (Non-Commercial Station)

# K E L O

**SIoux FALLS—EST. 1937**

NATIONAL BROADCASTING COMPANY  
 FREQUENCY: 1230 Kc. POWER: 250 watts.  
 OWNED BY: Sioux Falls Broadcast Assoc., Inc.  
 OPERATED BY: Sioux Falls Broadcast Assoc.,  
 Inc. BUSINESS ADDRESS: 317 S. Phillips.  
 PHONE, 757-8-9. STUDIO ADDRESS: 317 S.  
 Phillips. TRANSMITTER LOCATION: 3 miles  
 west of city limits. TIME ON THE AIR: 10:00  
 A.M. to 12:00 Midnight; Sundays, 9:00 A.M.  
 to 12:00 Midnight. NEWS SERVICE: United  
 Press. TRANSCRIPTION SERVICE: NBC The-  
 saurus, Standard Radio.

### Personnel

President and Station  
 Manager..... Joseph Henkin  
 Vice-President-Promotion Manager,  
 S. Fantle, Jr.  
 Assistant Manager-Sales Director,  
 George R. Hahn  
 Vice-President and Program Manager,  
 Morton Henkin  
 Publicity Director..... Bill Rohn  
 Traffic Manager..... Evans Nord  
 Chief Engineer..... Max Staley

### Representative

Howard H. Wilson & Co.

# K S O O

**SIoux FALLS—EST. 1926**

NATIONAL BROADCASTING COMPANY  
 FREQUENCY: 1140 Kc. POWER: 5000 watts.  
 OWNED BY: Sioux Falls Broadcasting Ass'n.,  
 Inc. OPERATED BY: Same. BUSINESS AD-  
 DRESS: 317 S. Phillips. PHONE: 757-8-9. STU-  
 DIO ADDRESS: Same. TRANSMITTER LOCA-  
 TION: 3 miles west of city limits. TIME ON  
 THE AIR: 6:00 A.M. to local sunset; Sunday,  
 8:00 A.M. to local sunset. NEWS SERVICE:

United Press. TRANSCRIPTION SERVICE: NBC  
 Thesaurus, Standard Radio.

### Personnel

President and Station  
 Manager..... Joseph Henkin  
 Vice-President-Promotion Manager,  
 S. Fantle, Jr.  
 Assistant Manager-Sales Director,  
 George R. Hahn  
 Vice-President and Program Manager,  
 Morton Henkin  
 Publicity Director..... Bill Rohn  
 Traffic Manager..... Evans Nord  
 Chief Engineer..... Max Staley

### Coverage

Population—Primary .....	1,820,840
Radio Homes— " .....	364,110
Population—Secondary .....	808,882
Radio Homes— " .....	150,490

Source: NBC Statistical Department.

### Representative

Howard H. Wilson & Co.

# K U S D

**VERMILLION—EST. 1922**

FREQUENCY: 920 Kc. POWER: 500 watts.  
 OWNED BY: University of South Dakota. OP-  
 ERATED BY: University of South Dakota. BUSI-  
 NESS ADDRESS: Union Bldg. STUDIO AD-  
 DRESS: Same. TRANSMITTER LOCATION:  
 Science Bldg. TIME ON THE AIR: 17½ hours  
 weekly.

### Personnel

Student Director..... Ed LaGrave, Jr.  
 Chief Operator..... Kenneth Relf  
 Chief Engineer..... W. H. Jordan  
 (Non-Commercial Station)

# K W A T

**WATERTOWN—EST. 1940**

FREQUENCY: 1240 Kc. POWER: 250 watts.  
 OWNED BY: Midland National Life Insurance  
 Co. OPERATED BY: Midland National Life  
 Insurance Co. BUSINESS ADDRESS: Water-  
 town. STUDIO ADDRESS: Watertown. TRANS-  
 MITTER LOCATION: Same. TIME ON THE AIR:  
 6:30 A.M. to 10:00 P.M. NEWS SERVICE:  
 United Press. TRANSCRIPTION SERVICE:  
 Davis & Schwegler.

### Personnel

Station Manager..... F. L. Bramble  
 Sales Manager..... Morris Wisott  
 Commercial Manager..... A. R. Kant  
 Program Director..... Dale E. Russell  
 Chief Announcer..... W. Lowell Pitt  
 Musical Director..... Dorothy Vadakin  
 Chief Engineer..... Sherrill Zimmerman

### Coverage

Population—Primary .....	236,110
Radio Homes— " .....	76,618

# W N A X

**YANKTON—EST. 1927**

COLUMBIA BROADCASTING SYSTEM  
THE COWLES STATIONS

FREQUENCY: 570 Kc. POWER: 5000 watts.  
OWNED BY: WNAX Broadcasting Co. OPERATED BY: WNAX Broadcasting Co. BUSINESS ADDRESS: Second and Capitol. PHONE: 443. STUDIO ADDRESS: Second and Capitol, Yankton; Orpheum Theater Bldg., Sioux City. TRANSMITTER LOCATION: Yankton. TIME ON THE AIR: 5:30 A.M. to 12:00 Midnight, daily; 7:30 A.M. to 12:00 Midnight, Sundays. NEWSPAPER AFFILIATION: Des Moines Register & Tribune. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio, Lang-Worth.

### Personnel

President.....Gardner Cowles, Jr.

Station Manager.....Robert R. Tincher  
Commercial Manager.....Phil Hoffman  
Program Director.....Arthur J. Smith  
Sales Promotion Manager.....James G. Gies  
Production Manager.....Herb Howard  
Publicity Director.....Susan Taylor  
Chief Announcer.....Arthur J. Smith  
Musical Director.....Rex Hays  
Chief Engineer.....Clifton M. Todd

### Coverage

	Daytime	Evening
Population—Primary .....	3,917,100	1,673,900
Radio Homes— " .....	719,590	300,610
Population—Secondary ..	5,721,400	4,202,800
Radio Homes— " .....	1,240,400	889,580

Source: CBS Listening Area Study.

### Representative

The Katz Agency

# TENNESSEE

Population 2,915,841

Number of Radio Homes 478,730

Number of Families 713,853

Auto Registrations 421,400

*For 1940 Census data, please turn to page 277*

# W O P I

**BRISTOL—EST. 1929**

NATIONAL BROADCASTING CO.  
BLUE RIDGE NETWORK

FREQUENCY: 1490 Kc. POWER: 250 watts.  
OWNED BY: Radiophone Broadcasting Station WOPI. OPERATED BY: Radiophone Broadcasting Station WOPI. BUSINESS ADDRESS: 410 State St. PHONE: WOPI. STUDIO ADDRESS: 410 State St. TRANSMITTER LOCATION: Old Abingdon Pike, Bristol, Va. TIME ON THE AIR: 6:00 A.M. to 12:00 Midnight. (124 hours weekly). MAINTAINS ARTISTS' BUREAU. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

### Personnel

President and General Manager. W. A. Wilson  
Commercial Manager.....Walter Pritchard  
Artists Bureau Head.....Mary Abell  
Program Director-Chief Announcer,  
Fey Rogers  
Production Manager-Continuity Director,  
Harry S. Hudson  
Publicity Director.....Bryn Mortenson  
Chief Engineer.....Robert Smith

### Coverage

	Daytime	Evening
Population—Primary .....	186,984	50,077
Population—Secondary ..	506,108	.....

Source: Station survey; U. S. Census; Joint Committee.

### Representative

Burn-Smith Co.

# W A P O

**CHATTANOOGA—EST. 1936**

NBC-BLUE

FREQUENCY: 1150 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: W. A. Patterson. OPERATED BY: W. A. Patterson. BUSINESS ADDRESS: Read House. TRANSMITTER LOCATION: Rossville Blvd. TIME ON THE AIR: 126 hours weekly. NEWS SERVICE: International News Service. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus.

### Personnel

Owner.....W. A. Patterson  
General Manager.....R. G. Patterson  
Commercial Manager.....R. N. Krepps  
Program-Publicity Director...Helen Patterson  
Chief Announcer.....Bob Bosworth  
Musical Director.....Jimmy Johnston  
Chief Engineer.....B. B. Barnes

**Coverage**

Population—Primary ..... 167,500  
 Population—Secondary ..... 110,700  
 Source: Station survey.

**Representative**

Headley-Reed Co.

**W D E V**

**CHATTANOOGA—EST. 1941**

FREQUENCY: 1400 Kc. POWER: 250 watts. OWNED BY: Joe W. Engel. OPERATED BY: Joe W. Engel. BUSINESS ADDRESS: Volunteer Life Bldg. PHONE: 6-5664. STUDIO ADDRESS: Volunteer Life Bldg. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. (112 hours weekly). NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: Standard Radio. MAINTAINS ARTISTS' BUREAU.

**Personnel**

President ..... Joe W. Engel  
 Station Manager ..... Fred Bugg  
 Commercial Manager ..... Ovelton Maxey  
 Program Director ..... Eugene Wilkey  
 Artists' Bureau Head ..... Rachel Morton  
 Chief Engineer ..... J. V. Sanderson

**W D O D**

**CHATTANOOGA—EST. 1925**

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1310 Kc. POWER: 5000 watts. OWNED BY: WDO D Broadcasting Corp. OPERATED BY: WDO D Broadcasting Corp. BUSINESS ADDRESS: Hamilton National Bank Bldg. PHONE: 6-5117. STUDIO ADDRESS: Hamilton National Bank Bldg. TRANSMITTER LOCATION: Baylor School. TIME ON THE AIR: 5:30 A.M. to 12:00 Midnight (128½ hours weekly). NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Associated. Lang-Worth.

**Personnel**

President-Station Manager, Norman A. Thomas  
 Commercial Manager ..... Carter M. Parham  
 Sales Promotion Manager ..... Clifford Bowers  
 Program Manager ..... D. W. McCurdy  
 Chief Announcer ..... Chuck Simpson  
 Musical Director ..... Bob Barrett  
 Chief Engineer ..... J. C. Vessels

**Coverage**

Population—Primary ..... 669,867  
 Radio Homes— " ..... 98,930  
 Population—Secondary ..... 659,682  
 Radio Homes— " ..... 89,510

Source: Mail response analysis and field intensity survey; Joint Committee.

**Representative**

Paul H. Raymer Company

**W H U B**

**COOKEVILLE—EST. 1939**

FREQUENCY: 1400 Kc. POWER: 250 watts. OWNED BY: WHUB, Inc. OPERATED BY: WHUB, Inc. BUSINESS ADDRESS: Cookeville. STUDIO ADDRESS Cookeville. PHONE: 200. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:00 A.M. to 10:00 P.M.; Saturday, 6:00 A.M. to 11:00 P.M.; Sunday, 8:00 A.M. to 10:00 P.M. (110 hours weekly). NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio. MAINTAINS ARTISTS' BUREAU.

**Personnel**

President-Commercial Manager ..... M. L. Medley  
 Station Manager ..... Bill Reeves  
 Artists' Bureau Head ..... Albert Brogdon  
 Publicity Director ..... Joe Mabry  
 Musical Director ..... Willene Huddleston  
 Chief Engineer ..... Charles R. Duke

**Coverage**

	Daytime	Evening
Population—Primary	108,661	65,196
Radio Homes— "	13,904	8,342
Population—Secondary	320,229	128,091
Radio Homes— "	71,162	28,464

Source: Station survey and estimate; U. S. Census; Joint Committee.

**W T J S**

**JACKSON—EST. 1930**

MUTUAL BROADCASTING SYSTEM

FREQUENCY: 1390 Kc. POWER: 1000 watts. OWNED BY: Sun Pub. Co. OPERATED BY: Sun Pub. Co. BUSINESS ADDRESS: 104-106 E. Baltimore St. PHONE: 3340. MAIN STUDIO ADDRESS: 104-106 E. Baltimore St. TRANSMITTER LOCATION: 2 miles south on Jackson Highway No. 45. OTHER STUDIOS: Union City, Milan, Humboldt, and Corinth, Miss. TIME ON THE AIR: 6:00 A.M. to 12:00 Midnight. NEWSPAPER AFFILIATION: Jackson Sun. NEWS SERVICE: United Press, Associated Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: World Broadcasting System.

**Personnel**

President ..... C. E. Pigford  
 Station Manager ..... A. A. Stone  
 Sales and Sales Promotion Manager,  
 A. B. Robinson  
 Program-Publicity Director ..... Leslie Brooks  
 Musical Director-Artists' Bureau Head,  
 James Allen  
 Chief Announcer ..... Bill Winsett  
 Director of Women's Programs,  
 Mrs. L. C. Merwin  
 Director of Religious Programs, Donald Haynes  
 Chief Engineer ..... B. C. Brummell

**Coverage**

Population—Primary .....	286,422
Radio Homes— " .....	54,869
Population—Secondary .....	188,366
Radio Homes— " .....	41,922

Source: Mail response analysis and field intensity survey; U. S. Census.

**Representative**

The Branham Company

**WJHL**

JOHNSON CITY—EST. 1938

FREQUENCY: 910 Kc. POWER: 1000 watts. OWNED BY: WJHL, Inc. OPERATED BY: WJHL, Inc. BUSINESS ADDRESS: P. O. Box 871. STUDIO ADDRESS: 412 S. Roan St. and Bonny Kate Theater Bldg., Elizabethton, Tenn. TRANSMITTER LOCATION: Johnson City. PHONE: 2211. TIME ON THE AIR: 6:00 A.M. to 11:15 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Associated.

**Personnel**

President-Station Manager, W. Hans Lancaster  
Business Manager.....W. Kenneth Matthews  
Commercial Manager.....Ken Marsh  
Program Director.....Henry Frick  
Chief Engineer.....O. K. Garland

**Representative**

Radio Advertising Corp.

**WKPT**

KINGSPORT—EST. 1940  
NATIONAL BROADCASTING CO.  
—BLUE RIDGE NETWORK

FREQUENCY: 1400 Kc. POWER: 250 watts. OWNED BY: Kingsport Broadcasting Co., Inc. OPERATED BY: Kingsport Broadcasting Co., Inc. BUSINESS ADDRESS: Radio Center. STUDIO ADDRESS: Radio Center. TRANSMITTER LOCATION: East Kingsport. TIME ON THE AIR: 6:30 A.M. to 11:30 P.M. NEWSPAPER AFFILIATION: Kingsport Times. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System. MAINTAINS ARTISTS' BUREAU.

**Personnel**

President.....C. P. Edward, Jr.  
Station Manager.....Jess Swicegood  
Program Director.....Steve Douglas  
Production Manager.....Haden Huddleston  
Chief Engineer.....Gladman W. Upchurch

**Coverage**

	Daytime	Evening
Population—Primary .....	193,621	35,036
Radio Homes— " .....	29,060	6,540

Source: Station survey.

**Representative**

Weed & Company

**WBIR\***

KNOXVILLE—EST. 1921  
MUTUAL BROADCASTING SYSTEM  
FREQUENCY: 1240 Kc. POWER: 250 watts. OWNED BY: J. W. Birdwell. OPERATED BY: J. W. Birdwell. BUSINESS ADDRESS: Chamber of Commerce Bldg., 616 South Gay St. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Knoxville. TIME ON THE AIR: 125 hours weekly. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Associated. MAINTAINS ARTISTS' BUREAU.

**Personnel**

Owner-Manager.....J. W. Birdwell  
Commercial & Sales Promotion  
Manager.....John P. Hart  
Program-Musical Director.....B. G. Barber, Jr.  
Publicity Director.....Jean Doremus  
Chief Announcer.....Joe Wheeler  
Chief Engineer.....Edward W. McGinley  
\*Station was licensed to operate under a construction permit at time of going to press.

**WNOX**

KNOXVILLE—EST. 1941  
COLUMBIA BROADCASTING SYSTEM  
FREQUENCY: 990 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: Scripps-Howard Radio, Inc. OPERATED BY: Scripps-Howard Radio, Inc. BUSINESS ADDRESS: 110-112 S. Gay St. PHONE: 3-3171-5. NEW YORK OFFICE: 230 Park Ave., New York, N. Y. STUDIO ADDRESS: 110-112 S. Gay St. TRANSMITTER LOCATION: Anderson Road near Beverly. TIME ON THE AIR: 5:00 A.M. to 12:00 Midnight; Saturday, 5:00 A.M. to 1:00 A.M.; Sunday, 5:30 to 12:00 Midnight (133 hours weekly). NEWSPAPER AFFILIATION: Knoxville News-Sentinel. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Standard Radio.

**Personnel**

President.....Jack R. Howard  
Vice-President-General Manager,  
R. B. Westergaard  
Program Director.....Lowell Blanchard  
Traffic Manager.....Walter Corning  
Publicity Director.....C. B. Davis  
Musical Director.....Jerry Collins  
Cashier-Office Manager.....William Huggins  
Chief Engineer.....J. B. Epperson

**Coverage**

	Daytime	Evening
Population—Primary .....	512,344	377,590
Radio Homes— " .....	75,840	57,560
Population—Secondary .....	724,423	491,652
Radio Homes— " .....	90,770	61,000

Source: Field intensity survey; U. S. Census; Joint Committee.

**Representative**

The Branham Co.

# WROL

KNOXVILLE—EST. 1927

NBC—(RED & BLUE)

FREQUENCY: 620 Kc. POWER: 1000 watts, d.; 500 watts, n. OWNED BY: Stuart Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: 524 S. Gay St. PHONE: 2-7112. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Holston Hills, 3 miles northeast of Knoxville. TIME ON THE AIR: 5:00 A.M. to 12:00 Midnight; Sundays, 6:00 A.M. to 12:00 Midnight (132 hours weekly). NEWS SERVICE: International News Service, Associated Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

## Personnel

President ..... S. E. Adcock  
 Station Manager ..... C. H. Frazier  
 Program Director ..... John H. Reese  
 Chief Engineer ..... Joe Wofford

## Coverage

Population—Primary .....	580,000
Radio Homes— " .....	80,000
Population—Secondary .....	1,000,000
Radio Homes— " .....	150,000

Source: Field intensity survey and estimate; Department of Commerce; Joint Committee.

## Representative

John Blair & Co.

# WHBQ

MEMPHIS—EST. 1925

FREQUENCY: 1400 Kc. POWER: 250 watts. OWNED BY: Broadcasting Station WHBQ, Inc. OPERATED BY: Broadcasting Station WHBQ, Inc. BUSINESS ADDRESS: Hotel Claridge. PHONE: 8-6868. STUDIO ADDRESS: Hotel Claridge. TRANSMITTER LOCATION: Court & Neely. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Lang-Worth, Davis & Schwegler.

## Personnel

President ..... Thos. Thompson  
 Secretary-Treasurer ..... H. B. Wooten  
 General Manager ..... E. A. Alburty  
 Chief Announcer ..... Emmett McMurray  
 Sales Manager ..... E. Pournelle  
 Publicity Director ..... Gene Carr  
 Artists' Bureau Head and  
 Musical Director ..... J. M. Klaer  
 Chief Engineer ..... Weldon Roy

## Coverage

	Daytime	Evening
Population—Primary .....	512,298	392,870
Radio Homes— " .....	82,400	70,000
Population—Secondary .....	987,900	791,450
Radio Homes— " .....	99,380	91,210

Source: Mail response analysis; U. S. Census; Department of Commerce.

# WMC

MEMPHIS—EST. 1923

NBC—(RED)

SOUTH CENTRAL QUALITY NETWORK

FREQUENCY: 790 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: Memphis Publishing Co. OPERATED BY: Memphis Publishing Co. BUSINESS ADDRESS: Goodwyn Institute. PHONE: 8-7464. STUDIO ADDRESS: Goodwyn Institute. TRANSMITTER LOCATION: 5 Points, Tenn. TIME ON THE AIR: 5:30 A.M. to 12:00 Midnight; Saturday, 5:30 A.M. to 1:00 A.M. NEWSPAPER AFFILIATIONS: Commercial Appeal. NEWS SERVICE: United Press. TRANSCRIPTION SERVICES: NBC Thesaurus, NAB Library, Lang-Worth, Davis & Schwegler, C. P. MacGregor.

## Personnel

General Manager ..... H. W. Slavick  
 Commercial Manager ..... J. C. Eggleston  
 Local Sales Manager ..... William H. Fielding  
 Chief Announcer ..... Earl Moreland  
 Program Manager ..... John Cleghorn  
 Musical Director ..... Leonard McEwen  
 Chief Engineer ..... C. E. Baker

## Coverage

	Daytime	Evening
Population—Primary .....	2,820,693	1,258,775
Radio Homes— " .....	399,540	189,300

Source: U. S. Census; Joint Committee; field intensity survey.

## Representative

The Branham Company

# WMPS

MEMPHIS—EST. 1925

NBC (BLUE)—MBS

FREQUENCY: 1460 Kc. POWER: 1000 watts, d.; 500 Watts, n. OWNED BY: Memphis Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 62 North Main St. PHONE: 5-2721. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 1690 S. Lauderdale. TIME ON THE AIR: 6:30 A.M. to 12:00 Midnight. NEWSPAPER AFFILIATION: Memphis Press-Scimitar (Scripps-Howard papers). TRANSCRIPTION SERVICE: Standard Radio. NEWS SERVICE: United Press.

## Personnel

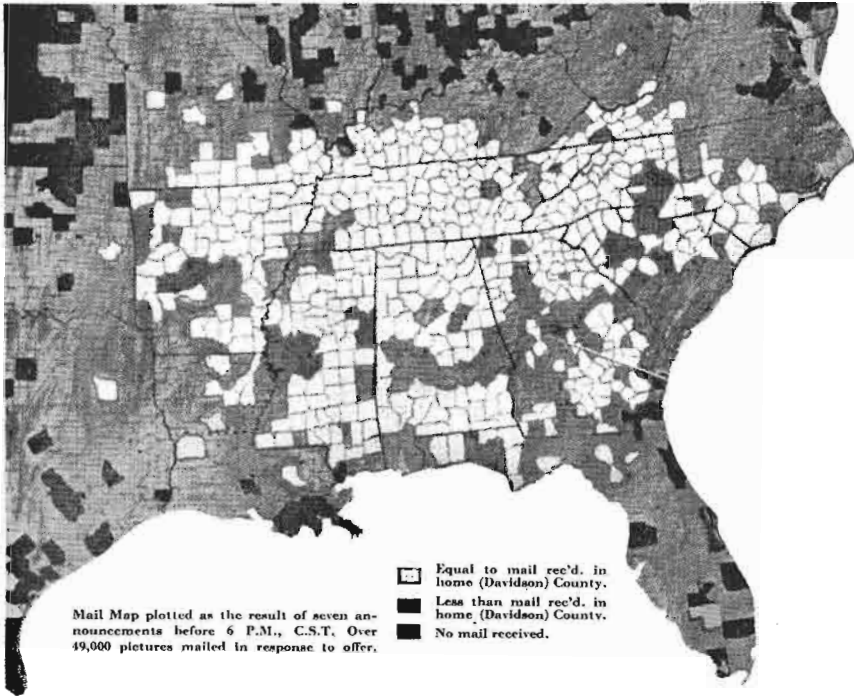
President ..... Jack R. Howard  
 Vice President-General  
 Manager ..... J. C. Hanrahan  
 Program Director-News  
 Editor ..... Lawrence Trexler  
 Chief Engineer ..... J. P. Epperson

## Coverage

Population—Primary .....	483,000
Radio Homes— " .....	91,700
Population—Secondary .....	342,400
Radio Homes— " .....	35,700

Source: Mail response analysis.

# It's Results That Count!



What do you want your radio dollar to buy? Watts, towers, channels, talent . . . or results? If it's results you're after, then choose WSM!

Oh Yes, you'll get some watts . . . 50,000 of them (as many as any other station) on a clear channel with its large secondary. You'll get a tower, too . . . America's tallest.

But if you want results, study the above map. This is only one "success story" where a WSM advertiser got results . . . there are a lot more, and if it's results you're after, better send for them, today.



NASHVILLE, TENN.

HARRY L. STONE, Gen'l. Mgr.

OWNED AND OPERATED BY  
**THE NATIONAL LIFE AND ACCIDENT INSURANCE COMPANY, INC.**  
 NATIONAL REPRESENTATIVES, EDWARD PETRY & CO., INC.

# W R E C

MEMPHIS—EST. 1922

COLUMBIA BROADCASTING SYSTEM  
 FREQUENCY: 600 Kc. POWER: 5000 watts.  
 OWNED BY: Hoyt B. Wooten d/b as WREC  
 Broadcasting Service. OPERATED BY: Hoyt  
 B. Wooten d/b as WREC Broadcasting Ser-  
 vice. BUSINESS ADDRESS: Hotel Peabody.  
 STUDIO ADDRESS: Same. TRANSMITTER LO-  
 CATION: Memphis. TIME ON THE AIR: 6:00  
 A.M. to 12:00 Midnight. NEWS SERVICE:  
 United Press. TRANSCRIPTION SERVICE:  
 World Broadcasting System, Lang-Worth.

## Personnel

Owner-General Manager..... Hoyt B. Wooten

## Coverage

Population—Primary ..... 2,110,900  
 Radio Homes— " ..... 348,500  
 Source: Field intensity survey.

## Representative

The Katz Agency

# W L A C

NASHVILLE—EST. 1926

COLUMBIA BROADCASTING SYSTEM  
 FREQUENCY: 1510 Kc. POWER: 50000 watts.  
 OWNED BY: J. T. Ward. OPERATED BY:  
 WLAC Broadcasting Service. BUSINESS AD-  
 DRESS: Third National Bank. PHONE: 6-0161.  
 STUDIO ADDRESS: Same. TRANSMITTER LO-  
 CATION: Dixie Highway. TIME ON THE AIR:  
 6:00 A.M. to 12:00 midnight. NEWS SERVICES:  
 United Press. TRANSCRIPTION SERVICES:  
 World Broadcasting System, Lang-Worth. C. P.  
 MacGregor.

## Personnel

Owner..... J. T. Ward  
 Station and Sales Manager..... F. C. Sowell  
 Publicity Director..... Paul Oliphant  
 Musical Director..... Charles Nagy  
 Chief Engineer..... F. D. Binns

## Coverage

Population—Primary ..... 583,000  
 Radio Homes— " ..... 103,900  
 Population—Secondary ..... 468,000  
 Radio Homes— " ..... 72,900  
 Source: Mail response analysis.

## Representative

Paul H. Raymer Company

# W S I X

NASHVILLE—EST. 1927

MUTUAL BROADCASTING SYSTEM  
 FREQUENCY: 1240 Kc. POWER: 250 watts.  
 OWNED BY: WSIX, Inc. OPERATED BY:

WSIX, Inc. BUSINESS ADDRESS: Nashville  
 Trust Bldg. PHONE: 5-5431. STUDIO ADDRESS:  
 Same. TRANSMITTER LOCATION: Third and  
 Boscobel Sts. TIME ON THE AIR: 18 hours  
 daily; Sundays, 16 hours. NEWS SERVICE:  
 Transradio Press. TRANSCRIPTION SERVICES:  
 Standard Radio, C. P. MacGregor, Associated  
 Music Publishers, Davis & Schwegler.

## Personnel

President-Station Manager..... Jack M. Draughon  
 Commercial Manager..... Eugene S. Tanner  
 Program Director..... Roger N. Phillips  
 Publicity Director..... R. L. Chaudoin  
 Chief Announcer..... Joe H. Calloway, Jr.  
 Music Librarian..... Thomas J. MacWilliams  
 Chief Engineer..... B. E. Porter

## Coverage

Population—Primary ..... 265,525  
 Radio Homes— " ..... 55,608  
 Population—Secondary ..... 198,220  
 Radio Homes— " ..... 32,711

## Representative

Headley-Reed Co.

# W S M

NASHVILLE—EST. 1925

NATIONAL BROADCASTING CO.  
 FREQUENCY: 650 Kc. POWER: 50,000 watts.  
 OWNED BY: National Life & A. Insurance Co.  
 OPERATED BY: Same. BUSINESS ADDRESS:  
 National Bldg. PHONE: 6-7181. STUDIO AD-  
 DRESS: Same. TRANSMITTER LOCATION:  
 Franklin, Tenn. TIME ON THE AIR: 127 hours  
 weekly. NEWS SERVICE: International News  
 Service; United Press (locally). TRANSCRIP-  
 TION SERVICE: C. P. MacGregor, Lang-Worth.  
 MAINTAINS ARTISTS' BUREAU.

## Personnel

Executive Vice-President..... Edwin W. Craig  
 Station Manager..... Harry L. Stone  
 Local Sales Manager..... W. S. Dustin  
 Publicity Director..... Jack Harris  
 Program Director..... Jack Stapp  
 Artists' Bureau Head..... Ford Rush  
 Promotion Manager..... A. E. Gibson  
 Audience Relations Manager, George D. Hay  
 Musical Directors, Pietro Brescia, Beasley Smith  
 Chief Engineer..... J. H. DeWitt, Jr.

## Coverage

Population—Primary ..... 2,399,000  
 Radio Homes— " ..... 317,900  
 Population—Secondary ..... 3,389,200  
 Radio Homes— " ..... 370,300

Source: Mail response analysis.

## Representative

Edward Petry & Co.

IT TAKES A

# BIG LOOP

TO *Rope* TEXAS



For BIG advertising jobs in the BIG state of Texas, there are FOUR BIG STATIONS which dominate 363,551 primary radio homes . . . 35% of the total! KGNC, KFYO, KTSA and KRGV give you complete and effective coverage of MUST MARKETS from the top end to the tip end of the state.

**KGNC** AMARILLO **KFYO** LUBBOCK **KTSA** SAN ANTONIO **KRGV** WESLACO

Complete data on these stations and their markets is probably already in your file. If not, it will be sent direct, upon request, or will be furnished, gladly, by—

**HOWARD H. WILSON COMPANY, REPRESENTATIVE**

New York

Chicago

Kansas City

San Francisco



# TEXAS

Population 6,414,824

Number of Radio Homes 1,137,210

Number of Families 1,674,828

Auto Registrations 1,687,016

For 1940 Census data, please turn to page 278

## K R B C

**ABILENE—EST. 1936**  
MUTUAL BROADCASTING SYSTEM  
TEXAS STATE NETWORK

FREQUENCY: 1450 Kc. POWER: 250 watts.  
OWNED BY: Reporter Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Hilton Hotel. PHONE: 6255 (for studio); 4030 (for transmitter). STUDIO ADDRESS: Hilton Hotel. TRANSMITTER LOCATION: Ambler Ave. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. (112 hours weekly). NEWSPAPER AFFILIATION: Abilene Reporter-News. NEWS SERVICE: United Press, from Texas State Network. TRANSCRIPTION SERVICE: Standard Radio. MAINTAINS ARTISTS' BUREAU.

### Personnel

President.....M. B. Hanks  
Vice-President & Managing  
Director.....Howard Barrett  
General Manager.....Elliott Roosevelt  
Secretary.....Athelene Guley  
Program Director-Artists' Bureau Head,  
Frank McIntyre  
Chief Engineer.....Fred Hammond

### Coverage

Population—Primary .....	273,052
Radio Homes— " .....	36,800
Population—Secondary .....	225,031
Radio Homes— " .....	30,500

Source: Mail response analysis.

### Representative

Texas State Network

## K F D A

**AMARILLO—EST. 1939**  
MUTUAL BROADCASTING SYSTEM  
TEXAS STATE NETWORK

FREQUENCY: 1230 Kc. POWER: 250 watts.  
OWNED BY: Amarillo Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: Nunn Bldg. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:00 A.M. to 12:00 Midnight; Sunday, 7:00 A.M. to 12:00 Midnight. NEWSPAPER AFFILIATION: Ashland (Ky.) Independent. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Standard Radio, Davis & Schwegler.

### Personnel

President.....Gilmore N. Nunn  
General Manager.....Earl R. Strandberg

Commercial Manager.....Howard Roberson  
Program Director.....Harold Kimmell  
Chief Announcer.....Leonard Johnson  
Musical-Publicity Director.....Audre Lipscomb  
Chief Engineer.....Howard Blaker

### Coverage

	Daytime	Evening
Population—Primary .....	156,958	90,616
Radio Homes— " .....	35,611	18,000
Population—Secondary .....	244,885	61,100
Radio Homes— " .....	36,260	9,767

Source: U. S. Census; Joint Committee; mail response analysis.

### Representative

John H. Perry Associates

## K G N C

**AMARILLO—EST. 1924**  
NATIONAL BROADCASTING CO.  
LONE STAR CHAIN

FREQUENCY: 1440 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: Plains Radio Broadcasting Co. OPERATED BY: Plains Radio Broadcasting Co. BUSINESS ADDRESS: 8th & Harrison. PHONE: 4242. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Bellaire Park. TIME ON THE AIR: 6:00 A.M. to 12:00 Midnight. NEWSPAPER AFFILIATION: Amarillo Globe-News, Lubbock Avalanche Journal. NEWS SERVICE: United Press, Associated Press. TRANSCRIPTION SERVICES: World Broadcasting System, NAB Library, Lang-Worth.

### Personnel

President.....O. L. Taylor  
General Manager.....John Ballard  
Assistant General Manager,  
Raymond Hollingsworth  
Merchandising Manager.....James Stanberry  
Musical Director.....Eddie Baumel  
Chief Engineer.....W. S. Bledsoe

### Coverage

Population—Primary .....	315,878
Radio Homes— " .....	58,960
Population—Secondary .....	562,933
Radio Homes— " .....	92,890

Source: Station survey; Joint Committee.

### Representative

Howard H. Wilson Co.  
(See Page 564)

# KNOW

AUSTIN—EST. 1923  
MUTUAL BROADCASTING SYSTEM  
TEXAS STATE NETWORK

FREQUENCY: 1490 Kc. POWER: 250 watts.  
OWNED BY: Frontier Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Norwood Bldg. PHONE: 2-6213-4. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: First and Tillery Sts. TIME ON THE AIR: 6:30 A.M. to 11:30 P.M. (114 hours weekly). NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Standard Radio.

## Personnel

President.....H. M. Fentress  
Station Manager.....Charles B. Meade  
Program Director-Artists' Bureau Head,  
Pat Adelman  
Publicity Director.....J. Mabel Clark  
Chief Announcer.....Conrad Vernon  
Musical Director.....Margaret Johnson  
Chief Engineer.....James Lewis

## Coverage

Population—Primary .....	240,000
Radio Homes— " .....	60,000
Population—Secondary .....	400,000
Radio Homes— " .....	100,000

Source: Station survey; U. S. Census.

# KTBC

AUSTIN—EST. 1939

FREQUENCY: 1150 Kc. POWER: 1000 watts.  
OWNED BY: State Capitol Broadcasting Assn. OPERATED BY: State Capitol Broadcasting Association. BUSINESS ADDRESS: 119 A West 8th St. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Dallas Highway. TIME ON THE AIR: Specified hours; 6:00 A.M. to local sunset. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: NBC Thesaurus.

## Personnel

President.....R. B. Anderson  
Station Manager.....Aubrey H. Escoe  
Commercial Manager.....Charles Rider  
Program Director.....Fred Caldwell  
News Editor-Publicity Director...Merle McMurry  
Director of Women's Programs...Irene Wayne  
Chief Engineer.....Harry Slife

## Coverage

Population—Primary .....	565,000
Radio Homes— " .....	187,000
Population—Secondary .....	885,000
Radio Homes— " .....	120,550

Source: Station survey; Joint Committee; 1940 U. S. Census.

# KFDM

BEAUMONT—EST. 1924

NATIONAL BROADCASTING COMPANY  
FREQUENCY: 560 Kc. POWER: 1000 Watts.  
OWNED BY: Beaumont Broadcasting Co., Inc. OPERATED BY: Beaumont Broadcasting Co., Inc. BUSINESS ADDRESS: Beaumont. PHONE: 3882. STUDIO ADDRESS: Edson Hotel. TRANSMITTER LOCATION: Doucette and Grove Sts. TIME ON THE AIR: 18 hours daily. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

## Personnel

President.....C. W. Snider  
General Manager.....C. B. Locke  
Program Director.....Len Finger  
Sales Promotion Manager.....Ed E. Carroll  
Publicity Director.....Leon Taylor  
Musical Director.....George W. Caldwell  
Chief Engineer.....Leon Saye

## Coverage

Population—Primary .....	972,629
Radio Homes— " .....	184,380

Source: Field intensity survey; U. S. Census; Joint Committee.

## Representative

Howard H. Wilson Co.

# KRIC

BEAUMONT—EST. 1939

FREQUENCY: 1450 Kc. POWER: 250 watts.  
OWNED BY: KRIC, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 130 Wall St. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:00 A.M. to 12:00 Midnight. NEWSPAPER AFFILIATION: Beaumont Enterprise & Journal. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: World Broadcasting System.

## Personnel

President.....Mrs. J. L. Mapes  
Station Manager.....Jack Neil  
Sales Manager.....G. L. Kirk  
Program Director.....Joe S. Trum  
Chief Engineer.....Clements McDaniel

## Coverage

	Daytime
Population—Primary .....	250,000
Radio Homes— " .....	71,400
Population—Secondary .....	500,000
Radio Homes— " .....	142,800

Source: Chamber of Commerce; station survey.

# KBST

BIG SPRING—EST. 1936

MBS—TEXAS STATE NETWORK  
FREQUENCY: 1490 Kc. POWER: 250 watts.  
OWNED BY: Big Spring Herald Broadcasting

Co. OPERATED BY: Same. BUSINESS ADDRESS: Crawford Hotel. PHONE: 1500-1. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: One mile east of town. TIME ON THE AIR: 16 hours daily. NEWSPAPER AFFILIATION: Big Spring Herald. NEWS SERVICE: United Press (via Texas State Network). TRANSCRIPTION SERVICE: Standard Radio. MAINTAINS ARTISTS' BUREAU.

**Personnel**

President ..... Howard Barrett  
 General Manager..... Elliott Roosevelt  
 Station Manager..... Jack Wallace  
 Program-Musical Director..... Lou Palmer  
 Publicity Director..... Bill Parady  
 Chief Engineer..... J. B. Casey

**Coverage**

Population—Primary .....	120,600
Radio Homes— " .....	16,300
Population—Secondary .....	100,000
Radio Homes— " .....	15,400

Source: Joint Committee.

**Representative**

Texas State Network

**KNEL**

**BRADY—EST. 1935**

FREQUENCY: 1490 Kc. POWER: 250 watts, d.; 100 Watts, n. OWNED BY: G. L. Burns. OPERATED BY: G. L. Burns. BUSINESS ADDRESS: Gibbons Bldg. PHONE: 77. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: East Brady. TIME ON THE AIR: 7:00 A.M. to 10:30 P.M. NEWS SERVICE: Hear O' Texas News (local).

**Personnel**

General Manager..... G. L. Burns  
 Commercial Manager..... John Sloane  
 Chief Announcer..... Norris Campbell  
 Chief Engineer..... Marion Crawford

**Coverage**

Population—Primary .....	129,000
Radio Homes— " .....	20,800
Population—Secondary .....	126,900
Radio Homes— " .....	22,300

Source: Mail response analysis.

**Representative**

Cox & Tanz

**KGFI**

**BROWNSVILLE—EST. 1937**

FREQUENCY: 1490 Kc. POWER: 250 watts. OWNED BY: Eagle Broadcasting Co. OPERATED BY: Eagle Broadcasting Co., Inc. BUSINESS ADDRESS: P. O. Box 329. PHONE: 1044. STUDIO ADDRESS: Brownsville-San Benito Highway, Brownsville; Stonewall Jackson Hotel, San Benito; Madison Hotel, Harlingen. TRANSMITTER LOCATION: Brownsville. TIME ON THE AIR: 106 hours weekly.

**Personnel**

General Manager..... E. E. "Jack" Wilson  
 Commercial Manager..... Leonard W. Briggs  
 Publicity-Traffic Manager..... F. R. Wilson  
 Program Director..... Eloise Alexander  
 Chief Announcer..... Bill Simpson  
 Chief Engineer..... Willis Wilson

**Representative**

Cox & Tanz

**KBWD\***

**BROWNWOOD—EST. 1941**

FREQUENCY: 1350 Kc. POWER: 500 watts. OWNED BY: Wendell Mayes, Joe N. Weatherby, B. P. Bludworth and J. S. McBeath d/b as Brown County Broadcasting Co. OPERATED BY: Brown County Broadcasting Co. BUSINESS ADDRESS: Brownwood. PHONE: 338. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Unlimited license. NEWSPAPER AFFILIATION: Brownwood Bulletin.

**Personnel**

President-Station Manager..... Wendell Mayes  
 \*Station was licensed to operate under a construction permit at time of going to press and no further information was available.

**WTAW**

**COLLEGE STATION—EST. 1921**

FREQUENCY: 1150 Kc. POWER: 1000 watts (C.P. 1000 watts). OWNED BY: A. & M. College. OPERATED BY: A. & M. College. BUSINESS ADDRESS: College Station. PHONE: 255. STUDIO ADDRESS: College Station. TRANSMITTER LOCATION: College Station. TIME ON THE AIR: Shares daytime hours with KTBC.

**Personnel**

Station Manager..... E. P. Humbert  
 Chief Engineer..... H. C. Dillingham  
 (Non-Commercial Station)

**KEYS\***

**CORPUS CHRISTI—EST. 1941**

FREQUENCY: 1500 Kc. POWER: 250 watts. OWNED BY: Earl C. Dunn and Charles Rossi d/b as Nueces Broadcasting Co. OPERATED BY: Nueces Broadcasting Co. BUSINESS ADDRESS: Corpus Christi. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Unlimited license.

**Personnel**

Partners..... Charles Rossi, Earl C. Dunn  
 \*Station was licensed to operate under a construction permit at time of going to press and no further information was available.

# K R I S

**CORPUS CHRISTI—EST. 1937**  
 NATIONAL BROADCASTING CO.  
 MUTUAL BROADCASTING SYSTEM  
 LONE STAR CHAIN

FREQUENCY: 1360 Kc. POWER: 1000 watts.  
 OWNED BY: Gulf Coast Broadcasting Co.  
 OPERATED BY: Same. BUSINESS ADDRESS:  
 Medical and Professional Bldg., P. O. Box  
 840. PHONE: 6354. STUDIO ADDRESS:  
 Same. TRANSMITTER LOCATION: Corpus  
 Christi. NEWSPAPER AFFILIATION: Corpus  
 Christi Caller-Times. NEWS SERVICE: Inter-  
 national News Service. TRANSCRIPTION  
 SERVICE: NBC Thesaurus.

## Personnel

General Manager.....T. Frank Smith  
 Commercial Manager.....William Hewes

## Coverage

Population—Primary .....	195,800
Radio Homes— " .....	28,700
Population—Secondary .....	76,500
Radio Homes— " .....	8,400

Source: Mail response analysis.

## Representative

The Branham Co.

# K A N D

**CORSICANA—EST. 1937**  
 MUTUAL BROADCASTING SYSTEM

FREQUENCY: 1340 Kc. POWER: 250 watts.  
 OWNED BY: Navarro Broadcasting Assn.  
 OPERATED BY: Navarro Broadcasting Assn.  
 BUSINESS ADDRESS: State Natl. Bank Bldg.  
 PHONE: 30. STUDIO ADDRESS: State Natl.  
 Bank Bldg. TRANSMITTER LOCATION: High-  
 way 75. TIME ON THE AIR: 16½ hours daily.  
 NEWS SERVICE: United Press. TRANSCRIP-  
 TION SERVICE: Standard Radio.

## Coverage

Population—Primary .....	*64,510
Radio Homes— " .....	39,030
Population—Secondary .....	*75,590
Radio Homes— " .....	48,310

\*Families.  
 Source: Field intensity measurements; esti-  
 mate.

# K R L D

**DALLAS—EST. 1926**

COLUMBIA BROADCASTING SYSTEM  
 FREQUENCY: 1080 Kc. POWER: 50,000  
 Watts. OWNED BY: KRLD Radio Corp. OP-  
 ERATED BY: KRLD Radio Corp. BUSINESS  
 ADDRESS: Adolphus Hotel. PHONE: 2-6811.  
 STUDIO ADDRESS: Adolphus Hotel. TRANS-  
 MITTER LOCATION: Garland. TIME ON THE  
 AIR: 5:45 A.M. to 1:00 A.M. NEWSPAPER  
 AFFILIATION: Dallas Times Herald. NEWS  
 SERVICE: International News Service. TRAN-  
 SCRPTION SERVICE: Standard Radio.

## Personnel

President.....Tom C. Gooch  
 Managing Director.....J. W. Runyon  
 Station & Com. Mgr.....C. W. Rembert  
 Program Director.....Ruth Clem  
 Production Manager.....Roy George  
 Publicity Director.....Douglas Hawley  
 Chief Announcer.....J. W. Crocker  
 Musical Director.....Hyman Charninsky  
 Chief Engineer.....R. M. Flynn

## Coverage

Population—Primary .....	3,276,943
Radio Homes— " .....	537,280
Population—Secondary .....	6,972,379
Radio Homes— " .....	1,155,260

Source: Field intensity measurements; 1940  
 U. S. Census.

## Representative

The Branham Co.

# W F A A

**DALLAS—EST. 1922**

NBC—RED and TEXAS QUALITY  
 FREQUENCY: 820 Kc. POWER: 50,000  
 Watts. OWNED BY: A. H. Belo Corp. OPER-  
 ATED BY: A. H. Belo Corp. and The Dallas  
 Morning News. BUSINESS ADDRESS: Santa  
 Fe Bldg. PHONE: 7-9631, LD 794. STUDIO AD-  
 DRESS: Santa Fe Bldg. TRANSMITTER LOCA-  
 TION: Near Grapevine, Texas. TIME ON THE  
 AIR: WFAA-WBAP operated continuously 5:30  
 A.M. to Midnight (daily); 7:30 A.M. to Midnight  
 (Sunday). NEWSPAPER AFFILIATION: The  
 Dallas Morning News. NEWS SERVICE: United  
 Press. TRANSCRIPTION SERVICE: NBC The-  
 saurus, Lang-Worth. MAINTAINS ARTISTS'  
 BUREAU.

## Personnel

President.....E. M. Dealey  
 Managing Director.....Martin Campbell  
 Station Manager.....Alex C. Keese  
 Sales and Promotion Manager...Irvin Gross  
 Program Director—Artists' Bureau Head,  
 Ralph Nimmons  
 Publicity Director.....Norval Schneringer  
 Musical Director.....Karl Lampertz  
 Chief Announcer.....Hal Thompson  
 Chief Engineer.....Raymond Collins

## Coverage\*

	Daytime	Evening
Population—Primary ....	5,327,484	5,327,484
Radio Homes— " .....	805,700	805,700
Population—Secondary ..	7,259,620	7,259,620
Radio Homes— " .....	1,267,300	1,267,300

\* Coverage increase estimate 30 per cent  
 over presented figures since installation of  
 vertical antenna.

Source: NBC Airea Study.

## Representative

Edward Petry & Co., Inc.  
 (See Page 570)

# W R R

DALLAS—EST. 1920

MUTUAL BROADCASTING SYSTEM  
TEXAS STATE NETWORK

FREQUENCY: 1310 Kc. POWER: 5000 watts.  
OWNED BY: City of Dallas. OPERATED BY:  
City of Dallas. BUSINESS ADDRESS: Muni-  
cipal Bldg. PHONE: 3-6101. STUDIO ADDRESS:  
State Fair Grounds. TRANSMITTER LOCA-  
TION: Same. TIME ON THE AIR: 6:45 A.M.  
to 12:00 Midnight. NEWS SERVICES: Trans-  
radio Press. MAINTAINS ARTISTS' BUREAU.

## Personnel

Managing Director.....Charles B. Jordan  
Commercial Manager.....Dale Drake  
Program Director.....Pete Teddlie  
Promotion-Merchandising Manager..Hal Smith  
Program-Publicity Director and  
Artists' Bureau Head.....Pete Teddlie  
Production Manager-Chief Announcer.

Buddy Harris  
Musical Director.....Murray Lambert  
Chief Engineer.....D. J. Tucker

## Coverage

	Evening
Population—Primary .....	2,400,412
Radio Homes— " .....	285,600

Source: Station survey.

# K D N T

DENTON—EST. 1938

FREQUENCY: 1450 Kc. POWER: 250 watts.  
OWNED BY: Harwell V. Shepard. OPERATED  
BY: Same. BUSINESS ADDRESS: 216 Jackson  
Bldg. STUDIO ADDRESS: Same. TRANS-  
MITTER LOCATION: Highway No. 24. TIME  
ON THE AIR: 15½ hours daily. NEWS SER-  
VICE: United Press. MAINTAINS ARTISTS'  
BUREAU.

## Personnel

Owner .....Harwell V. Shepard  
Sales Manager.....Herman Cecil  
Program Director.....Bob Syler  
Chief Engineer.....B. B. Honeycutt

## Coverage

	Daytime	Evening
Population—Primary ....	714,000	75,000
Radio Homes— " .....	142,880	10,000

Source: Mail and telephone response  
analysis.

# K F P L

DUBLIN—EST. 1924

FREQUENCY: 1340 Kc. POWER: 250 watts,  
d.; 100 Watts, n. OWNED BY: C. C. Baxter. OP-  
ERATED BY: C. C. Baxter. BUSINESS ADDRESS:  
205 Grafton. PHONE: 183. STUDIO ADDRESS:  
205 Grafton. TRANSMITTER LOCATION: One-

half mile out of city limits. TIME ON THE AIR:  
Unlimited license.

## Personnel

Owner.....C. C. Baxter

# K R O D

EL PASO—EST. 1940

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 600 Kc. POWER: 1000 watts,  
d.; 500 watts, n. OWNED BY: Dorrance D.  
Roderick. OPERATED BY: Dorrance D. Rod-  
erick. BUSINESS ADDRESS: 2201 Wyoming  
St. PHONE: Main 2020. STUDIO ADDRESS:  
2201 Wyoming St. TRANSMITTER LOCATION:  
Hemmett Blvd. TIME ON THE AIR: 121½  
hours weekly. NEWSPAPER AFFILIATION: El  
Paso Times. NEWS SERVICE: International  
News Service. TRANSCRIPTION SERVICE:  
Associated.

## Personnel

Owner.....Dorrance D. Roderick  
Station Manager.....Merle H. Tucker  
Commercial Manager.....Larry A. Harris  
Program-Musical Director.....H. Arthur Brown  
Publicity Director.....William Jolesch  
Chief Engineer.....Edward P. Talbott

## Coverage

Population—Primary .....	172,559
Radio Homes— " .....	31,210

Source: Station estimate.

## Representative

Howard H. Wilson Co.

# K T S M

EL PASO—EST. 1929

NBC (OPTIONAL RED & BLUE)

FREQUENCY: 1380 Kc. POWER: 1000 watts.  
OWNED BY: Tri-State Broadcasting Co., Inc.  
OPERATED BY: Same. BUSINESS ADDRESS:  
P. O. Box 1976. STUDIO ADDRESS: Paso Del  
Norte Hotel. PHONE: Main 3122. TRANSMIT-  
TER LOCATION: First Ave., near U. S. High-  
way No. 8. TIME ON THE AIR: 6:00 A.M. to  
11:30 P.M. NEWS SERVICE: United Press.  
TRANSCRIPTION SERVICES: NBC Thesaurus.  
C. P. MacGregor.

## Personnel

President.....Mrs. L. E. Bredberg  
General Manager.....Karl O. Wylar  
Sales Manager.....Willard E. Kline  
Program Director.....Roy T. Chapman  
Publicity Director.....Eric Munro  
Chief Engineer.....E. L. Gemoets

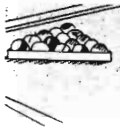
## Coverage

Population—Primary .....	153,000
Radio Homes— " .....	32,500
Population—Secondary .....	170,000
Radio Homes— " .....	37,000

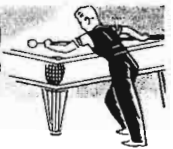
Source: Station survey.

## Representative

George P. Hollingbery Co.



# A Real Break for Timebuyers!



## Three Stations



## Two Cities



## One Centralized Management



It's easier than ever now to invest your advertising dollars profitably in "America's Fastest Growing Market". WFAA-WBAP, with the largest 50,000 watt primary coverage in the United States and KGKO, second only to its sister station in the Southwest, are jointly operated by The Fort Worth Star-Telegram and The Dallas Morning News, with a centralized sales office to assist you in placing your schedules where you'll get the most for your money. When you're thinking of Texas and Oklahoma, with millions of radio listeners with billions to spend, investigate this combination.

**National Representatives**

**WFAA-WBAP: Edward Petry & Co., Inc.**  
**KGKO: Free & Peters, Inc.**

# K F J Z

FORT WORTH—EST. 1922

MBS—TEXAS STATE NETWORK

FREQUENCY: 1270 Kc. POWER: 5000 watts.  
OWNED BY: Tarrant Broadcasting Co. OPERATED BY: Tarrant Broadcasting Co. BUSINESS ADDRESS: 1201 West Lancaster. STUDIO ADDRESS: 1201 West Lancaster. PHONE: 3-3474. TRANSMITTER LOCATION: Birdville, Texas. TIME ON THE AIR: 6:30 A.M. to 12:00 Midnight (122½ hours weekly). NEWS SERVICE: United Press.

## Personnel

President ..... Elliott Roosevelt  
Secretary-Treasurer..... H. A. Hutchinson  
General Manager..... Miss Jean Rabyor  
Commercial Manager..... Fred L. Edwards  
Program Director..... Helen Jane Behlke  
Publicity Director..... Forest Clough  
Musical Director..... George McCullough  
Chief Engineer..... Ed L. Starnes

## Coverage

Population—Primary .....	1,204,878
Radio Homes— " .....	240,600
Population—Secondary .....	1,468,700
Radio Homes— " .....	250,000

Source: Field intensity survey.

# K G K O

FORT WORTH—EST. 1928

NBC—LONE STAR CHAIN

FREQUENCY: 570 Kc. POWER: 5000 watts.  
OWNED BY: Amon G. Carter. OPERATED BY: Same. BUSINESS ADDRESS: Medical Arts, Fort Worth; Santa Fe Bldg., Dallas. PHONES: Fort Worth 3-1234; Dallas 7-9631 and Central 1330. TRANSMITTER LOCATION: Arlington. TIME ON THE AIR: 6:00 A.M. to midnight, daily; 8:00 A.M. to midnight, Sundays. NEWSPAPER AFFILIATION: Fort Worth Star-Telegram, Dallas Morning News. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: World Broadcasting System, NBC Thesaurus.

## Personnel

President ..... Amon G. Carter  
General Manager ..... Harold V. Hough  
Managing Director..... Martin Campbell  
Station Manager..... George Cranston  
Publicity Director..... Elbert Haling  
Chief Announcer..... Frank Mills  
Program Director..... Ed Lalley  
Chief Engineer..... R. C. Stinson

## Coverage

	Daytime	Evening
Population—Primary ....	1,383,488	939,260
Radio Homes— " .....	493,775	479,667
Population—Secondary ..	2,437,802	1,234,783
Radio Homes— " .....	187,610	30,034

Source: Joint Committee.

## Representative

Free & Peters, Inc.

# W B A P

FORT WORTH—EST. 1922

NBC—TEXAS QUALITY NETWORK

FREQUENCY: 820 Kc. POWER: 50,000 Watts. OWNED BY: Carter Publications, Inc. OPERATED BY: Star-Telegram. BUSINESS ADDRESS: Medical Arts Bldg. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Grapevine. TIME ON THE AIR: 5:45 A.M., closes midnight (shared with WFAA). NEWS-PAPER AFFILIATIONS: Fort Worth Star-Telegram. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: World Broadcasting System, Lang-Worth.

## Personnel

President..... Amon G. Carter  
General Manager..... Harold V. Hough  
Assistant General Manager.. George Cranston  
Commercial Manager..... Jack Keasler  
Program Director..... Ed Lally  
Publicity Director..... Elbert Haling  
Chief Announcer..... Frank Mills  
Chief Engineer..... R. C. Stinson

## Coverage

Population—Primary .....	5,327,484
Radio Homes— " .....	805,700
Population—Secondary .....	7,259,620
Radio Homes— " .....	1,267,300

Source: NBC Airea Study.

## Representative

Edward Petry & Company

# K L U F

GALVESTON—EST. 1922

FREQUENCY: 1400 Kc. POWER: 250 watts.  
OWNED BY: KLUF Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 60th & Broadway. PHONE: 6676. STUDIO ADDRESS: 60th & Broadway. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 a.m. to 11:00 p.m. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio.

## Personnel

President..... Geo. Roy Clough  
Commercial and Sales Promotion Manager,  
C. V. Bracht  
Program-Publicity Director..... H. D. Clough  
Chief Engineer..... L. D. Clough

## Coverage

	Daytime	Evening
Population—Primary ....	576,321	102,290

Source: Station survey.

# K P R C

HOUSTON—EST. 1925

NBC—TEXAS QUALITY NETWORK

FREQUENCY: 950 Kc. POWER: 5000 watts. OWNED BY: Houston Printing Corp. OPERATED BY: Same. BUSINESS ADDRESS: Lamar Hotel. PHONE: Fairfax 7101. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Deepwater. TIME ON THE AIR: 6:00 A.M. to Midnight (125 hours weekly). NEWSPAPER AFFILIATION: The Houston Post. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

## Personnel

President.....W. P. Hobby  
 Station Manager.....Kern Tips  
 Program Director.....Jack McGrew  
 Publicity Director.....Lois Cain  
 Musical Director.....K. Burt Sloan  
 Chief Engineer.....H. T. Wheeler

## Coverage

Population—Primary ..... 1,412,700  
 Radio Homes— " ..... 227,960  
 Population—Secondary ..... 386,100  
 Radio Homes— " ..... 45,400

Source: NBC Airea Study.

## Representative

Edward Petry & Co.

# K T R H

HOUSTON—EST. 1930

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1320 Kc. POWER: 5000 watts. OWNED BY: KTRH Broadcasting Co. OPERATED BY: Houston Chronicle. BUSINESS ADDRESS: Rice Hotel. PHONE: Preston 4361. STUDIO ADDRESS: Rice Hotel. TIME ON THE AIR: 6:00 A.M. to 12:00 Midnight; Sunday, 7:00 A.M. to 12:00 Midnight. NEWSPAPER AFFILIATION: Houston Chronicle. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

## Personnel

Station Manager.....B. F. Orr  
 Commercial Manager.....Ray E. Bright  
 Program Director.....Harry Grier  
 Chief Engineer.....Tom Hiner

## Coverage

Population—Primary ..... 847,800  
 Radio Homes— " ..... 193,200  
 Population—Secondary ..... 4,702,900  
 Radio Homes— " ..... 652,700

Source: Mail response analysis and field intensity measurements.

## Representative

John Blair & Company

# K X Y Z

HOUSTON—EST. 1930

NATIONAL BROADCASTING CO.

MUTUAL BROADCASTING SYSTEM

LONE STAR CHAIN

FREQUENCY: 1470 Kc. POWER: 1000 watts. OWNED BY: Harris County Broadcast Co. OPERATED BY: Harris County Broadcast Co. BUSINESS ADDRESS: 5th floor, Gulf Bldg. PHONE: Capitol 6151. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Houston. TIME ON THE AIR: 168 hours weekly. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: NAB Library, Lang-Worth.

## Personnel

Manager.....T. F. Smith  
 Program Director.....Charles Nethery  
 Chief Engineer.....Gerald Chinski

## Coverage

	Daytime	Evening
Population—Primary	820,581	800,539
Radio Homes— " "	127,530	124,570
Population—Secondary	284,621	420,844
Radio Homes— " "	51,380	65,730

Source: Mail response analysis; 1940 U. S. Census; Joint Committee.

## Representative

The Branham Co.

# K S A M

HUNTSVILLE—EST. 1938

FREQUENCY: 1490 Kc. POWER: 250 watts. OWNED BY: Sam Houston Broadcasting Association. OPERATED BY: Same. BUSINESS ADDRESS: 1121 Twelfth St. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Walker County Fair Grounds. TIME ON THE AIR: 7:00 A.M. to 5:00 P.M. TRANSCRIPTION SERVICE: Standard Radio.

## Personnel

President.....H. G. Webster  
 Station Manager.....Kenneth Krug, Jr.  
 Program Director-Chief Announcer,  
 James Jones  
 Chief Engineer.....Jack Whitley

# K O C A

KILGORE—EST. 1936

FREQUENCY: 1240 Kc. POWER: 250 watts. OWNED BY: Oil Capitol Broadcasting Association. OPERATED BY: Same. BUSINESS ADDRESS: 102½ East North St. PHONE: 616. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Kilgore. TIME ON THE AIR: 6:00 a.m. to 10:00 p.m. NEWSPAPER AFFILIATIONS: Kilgore Daily News.

## Personnel

General Manager .....Roy G. Terry



# K P A B

LAREDO—EST. 1938

FREQUENCY: 1490 Kc. POWER: 250 watts. OWNED BY: Mervel M. Valentine. OPERATED BY: Mervel M. Valentine. BUSINESS ADDRESS: P. O. Box 1120. STUDIO ADDRESS: 300 Loring Ave. PHONE: 1490. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Over 102 hours weekly.

## Personnel

General Manager.....Mervel M. Valentine  
Chief Announcer.....Dave Moody  
Musical Director.....Adelaide Bunn  
Chief Engineer.....Ed Schoeler

## Coverage

	Daytime	Evening
Population—Primary . . . .	79,500	79,500
Radio Homes— " . . . .	15,081	15,081
Population—Secondary . . . .	45,300	20,000
Radio Homes— " . . . .	9,931	4,500

Source: Mail and phone survey; U. S. Census.

## Representative

Forjoe & Company, New York

# K F R O

LONGVIEW—EST. 1934

FREQUENCY: 1370 Kc. POWER: 1000 watts. OWNED BY: Voice of Longview. OPERATED BY: Voice of Longview. BUSINESS ADDRESS: P. O. Box 607. PHONE: 411. STUDIO ADDRESS: 620 Glover Crim Bldg. TRANSMITTER LOCATION: 1918 Marshall-Longview Road. TIME ON THE AIR: 6:30 A.M. to 11:05 P.M.; Sunday, 7:00 A.M. to 9:15 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Lang-Worth, C. P. MacGregor.

## Personnel

President-General Manager...James R. Curtis

## Coverage

	Daytime	Evening
Population—Primary . . . .	107,117	75,050
Radio Homes— " . . . .	26,779	18,762
Population—Secondary . . . .	240,937	93,267
Radio Homes— " . . . .	60,236	23,318

Source: Field intensity measurements.

## Representatives

Forjoe & Co. (New York)  
Ferguson & Walker, Inc. (Chicago)  
Walter Biddick Co. (Los Angeles)  
F. Lacelle Williams (Atlanta)

# K F Y O

LUBBOCK—EST. 1927

MBS—TEXAS STATE NETWORK  
FREQUENCY: 1340 Kc. POWER: 250 watts. OWNED BY: Plains Radio Broadcasting Co. OPERATED BY: Plains Radio Broadcasting Co.

BUSINESS ADDRESS: 914 Avenue J. PHONE: 1700-1. STUDIO ADDRESS: 914 Ave. J. TRANSMITTER LOCATION: 2312 5th St. TIME ON THE AIR: 110 hours weekly. MAINTAINS ARTISTS' BUREAU. NEWSPAPER AFFILIATION: Lubbock Avalanche Journal. NEWS SERVICE: United Press. TRANSCRIPTION SERVICES: World Broadcasting System, Lang-Worth, C. P. MacGregor.

## Personnel

President.....O. L. Taylor (Amarillo)  
Station Manager.....DeWitt Landis  
Sales-Publicity Manager.....Bruce Collier  
Program Director-Artists' Bureau Head,  
R. B. McAlister  
Production Manager-Chief Announcer,  
Wesley Youngblood  
Musical Director.....Burnie Howell  
Chief Engineer.....W. H. Terry

## Coverage

Population—Primary . . . . .	171,696
Radio Homes— " . . . . .	22,510
Population—Secondary . . . . .	49,173
Radio Homes— " . . . . .	5,300

Source: Field intensity survey; Joint Committee.

## Representative

Howard H. Wilson Company  
(See Page 564)

# K R B A

LUFKIN—EST. 1938

FREQUENCY: 1340 Kc. POWER: 250 watts. OWNED BY: Red Lands Broadcasting Association (Ben T. Wilson, President). OPERATED BY: Red Lands Broadcasting Association. BUSINESS ADDRESS: 108½ S. First St. PHONE: 272. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Highway No. 35. TIME ON THE AIR: Daytime License. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Standard Radio.

## Personnel

President.....Ben T. Wilson  
Manager.....Darrell E. Yates  
Commercial Manager.....Richman Lewin  
Chief Announcer.....William Pharr  
Chief Engineer.....Earle Pettey

# K R L H

MIDLAND—EST. 1935

MBS—TEXAS STATE NETWORK  
FREQUENCY: 1450 Kc. POWER: 250 watts. OWNED BY: Clarence Scharbauer. OPERATED BY: Same. BUSINESS ADDRESS: Hotel Scharbauer. PHONE: 1070. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 2100 West Wall. TIME ON THE AIR: 6:00 A.M. to 12:00 Midnight (126 hours weekly). NEWS SERVICE: United Press, Associated Press. TRANSCRIPTION SERVICE: Standard Radio.

**Personnel**

Station Manager.....W. H. McCumber  
 Program Director.....C. A. Roark  
 Director of Women's Programs.Claudine Hogan  
 Publicity Director.....E. P. Helm  
 Chief Announcer.....A. B. Kelley  
 Chief Engineer.....Robert Harnoa

**Coverage**

	Daytime	Evening
Population—Primary .....	100,000	60,000
Radio Homes— " .....	30,000	22,000
Population—Secondary .....	156,000	100,000
Radio Homes— " .....	47,500	20,000

Source: Station estimate.

**Representative**

Cox & Tanz

**KNET**

**PALESTINE—EST. 1936**

FREQUENCY: 1450 Kc. POWER: 250 watts.  
 OWNED BY: Palestine Broadcasting Assn. OP-  
 ERATED BY: Palestine Broadcasting Association.  
 BUSINESS ADDRESS: John and Crawford Sts.  
 PHONE: 411. STUDIO ADDRESS: Same.  
 TRANSMITTER LOCATION: Strickland Park.  
 TIME ON THE AIR: 106 hours weekly. NEWS  
 SERVICE: Transradio Press. TRANSCRIPTION  
 SERVICE: Standard Radio.

**Personnel**

President.....Dr. Bonner Frizzell  
 Station Manager.....John Sullivan  
 Program Director.....Elizabeth Cage  
 Chief Announcer.....Dennis Sullivan  
 Musical Director.....Leland Adams  
 Chief Engineer.....C. H. Anglin

**Coverage**

Population—Primary .....	60,000
Radio Homes— " .....	8,000
Population—Secondary .....	75,000
Radio Homes— " .....	15,000

Source: Station estimate.

**KPDN**

**PAMPA—EST. 1936**

FREQUENCY: 1340 Kc. POWER: 250 watts.  
 OWNED BY: R. C. Hoiles. OPERATED BY:  
 R. C. Hoiles. BUSINESS ADDRESS: Box 1701.  
 PHONE: 1100. STUDIO ADDRESS: 212 N. Bal-  
 lard. TRANSMITTER LOCATION: East of city  
 limits. TIME ON THE AIR: 7:00 A.M. to 11:00  
 P.M. (99½ hours weekly). NEWSPAPER AF-  
 FILIATION: Pampa News. NEWS SERVICE:  
 Associated Press. TRANSCRIPTION SERVICES:  
 World Broadcasting System. MAINTAINS ART-  
 ISTS' BUREAU.

**Personnel**

President.....R. C. Hoiles  
 General Manager.....H. E. Kreiger  
 Commercial Manager.....John Wells  
 Sales Promotion Manager.....Bill Browne

Program Director.....Ray Monday  
 Production Manager.....Elleta Bullard  
 Chief Announcer.....Bob Morris  
 Musical Director-Artists' Bureau Head,  
 Ken Bennett  
 Chief Engineer.....Herman Kreiger

**Coverage**

	Daytime	Evening
Population—Primary .....	55,308	47,012
Radio Homes— " .....	21,150	.....
Population—Secondary .....	25,456	21,637
Radio Homes— " .....	7,055	.....

Source: Station survey; U. S. Census; Joint  
 Committee.

**KPLT**

**PARIS—EST. 1936**

**MUTUAL BROADCASTING SYSTEM  
 TEXAS STATE NETWORK**

FREQUENCY: 1490 Kc. POWER: 250 watts.  
 OWNED BY: North Texas Broadcasting Co.  
 OPERATED BY: North Texas Broadcasting Co.  
 BUSINESS ADDRESS: Gibraltar Hotel. PHONE:  
 1124-5. STUDIO ADDRESS: Gibraltar Hotel.  
 Mezzanine Floor. TRANSMITTER LOCATION:  
 1¼ miles south on Texas Highway No. 24.  
 TIME ON THE AIR: 6:45 A.M. to 11:00 P.M.  
 (113¾ hours weekly). NEWSPAPER AFFILIA-  
 TION: Paris News. NEWS SERVICE: United  
 Press (via Texas State Network). TRANSCRIP-  
 TION SERVICE: Standard Radio. MAINTAINS  
 ARTISTS' BUREAU.

**Personnel**

President.....A. G. Pat Mayse  
 Station Manager.....Frank O. Meyers  
 Program Director.....David Crockett  
 Chief Engineer.....Weldon Jeffus

**Coverage**

Population—Primary .....	300,000
Radio Homes— " .....	60,000
Population—Secondary .....	150,000
Radio Homes— " .....	30,000

Source: Mail response analysis.

**Representative**

Texas State Network

**KIUN**

**PECOS—EST. 1935**

FREQUENCY: 1400 Kc. POWER: 250 watts.  
 OWNED BY: Jack Hawkins and Barney Hubbs.  
 OPERATED BY: Jack Hawkins and Barney  
 Hubbs. BUSINESS ADDRESS: 306 S. Cedar St.  
 STUDIO ADDRESS: 306 S. Cedar St. TRANSMIT-  
 TER LOCATION: North of city, 1 mile. TIME  
 ON THE AIR: 6:30 A.M. to 10:00 P.M. NEWS-  
 PAPER AFFILIATION: Affiliated with Pecos  
 Enterprise, a weekly, through interlocking  
 ownership. NEWS SERVICE: Transradio Press.  
 TRANSCRIPTION SERVICE: NBC Thesaurus.

**Personnel**

Co-Owner-General Manager... Jack Hawkins  
 Co-Owner-Publicity Director... Barney Hubbs  
 Chief Announcer... W. D. Martin  
 Musical Director... Paul Cox  
 Chief Engineer... Stanley Hall

**K P A C**

PORT ARTHUR—EST. 1934

MUTUAL BROADCASTING SYSTEM

FREQUENCY: 1250 Kc. POWER: 500 watts.  
 OWNED BY: Port Arthur College. OPERATED  
 BY: Port Arthur College. BUSINESS ADDRESS:  
 1500 Procter St. PHONE: 7458. STUDIO AD-  
 DRESS: 1515 Lakeshore Drive. TRANSMITTER  
 LOCATION: 1500 Procter St. TIME ON THE  
 AIR: 6:00 A.M. to 12:00 Midnight. NEWS SER-  
 VICE: Transradio Press. TRANSCRIPTION  
 SERVICE: World Broadcasting System. MAIN-  
 TAINS ARTISTS' BUREAU.

**Personnel**

President ..... Carl Vaughan  
 Station Manager..... Glenn Hewitt  
 Program-Publicity Director... George Morrison  
 Artists' Bureau Head..... Marjorie Vickers  
 Chief Announcer..... Dusty Rhodes  
 Musical Director..... Jimmie Hart  
 Chief Engineer..... Joe Walters

**Coverage**

Population—Primary ..... 574,000  
 Radio Homes— " ..... 138,900  
 Population—Secondary ..... 1,750,000  
 Radio Homes— " ..... 337,230

Source: Station survey.

**Representative**

Radio Advertising Corp.

**K G K L**

SAN ANGELO—EST. 1928

MBS—TEXAS STATE NETWORK

FREQUENCY: 1400 Kc. POWER: 250 watts.  
 OWNED BY: KGKL, Inc. OPERATED BY: KGKL,  
 Inc. BUSINESS ADDRESS: St. Angelus Hotel.  
 PHONE: 6715. STUDIO ADDRESS: St. Angelus  
 Hotel. TRANSMITTER LOCATION: 50 S. Milton  
 St. TIME ON THE AIR: 6:30 A.M. to 11:00  
 P.M. (11½ hours weekly). NEWSPAPER AF-  
 FILIATION: San Angelo Standard Times. NEWS  
 SERVICE: United Press, Associated Press.  
 TRANSCRIPTION SERVICE: Standard Radio.

**Personnel**

President..... H. C. Ragsdale  
 Station Manager..... Lonnie Preston  
 Commercial Manager..... Ollie Cook  
 Sales Promotion Manager... Marlowe Preston  
 Program-Musical Director... Lynn Bigler  
 Production Manager..... Harold Von Egger  
 Publicity Director..... Dorothy Kindred  
 Chief Engineer..... Frank M. Jones

**Coverage**

Population—Primary ..... 83,824  
 Radio Homes— " ..... 17,470  
 Population—Secondary ..... 164,888  
 Radio Homes— " ..... 12,320

**K A B C**

SAN ANTONIO—EST. 1926

MBS—TEXAS STATE NETWORK

FREQUENCY: 1450 Kc. POWER: 250 watts.  
 OWNED BY: Alamo Broadcasting Co. OPER-  
 ATED BY: Alamo Broadcasting Co. BUSINESS  
 ADDRESS: Milam Bldg. PHONE Garfield 4241.  
 STUDIO ADDRESS: Same. TRANSMITTER LO-  
 CATION: 811 E. Myrtle St. TIME ON THE AIR:  
 6:30 A.M. to 12:00 Midnight, daily; 7:00 A.M.  
 to 11:00 P.M., Sundays. NEWS SERVICE:  
 United Press (via Texas State Network).

**Personnel**

President ..... R. Early Wilson  
 Station Manager..... H. C. Harvey  
 Commercial Manager..... Waymond Ramsev  
 Program Director..... Jerry Lee Pecht

**Coverage**

	Daytime	Evening
Population—Primary	465,000	465,000
Radio Homes— "	119,500	119,500
Population—Secondary	153,000	153,000
Radio Homes— "	33,700	33,700

Source: Station survey.

**K M A C**

SAN ANTONIO—EST. 1930

FREQUENCY: 1400 Kc. POWER: 250 watts.  
 OWNED BY: W. W. McAllister and Howard  
 W. Davis d/b as Walmac Co. OPERATED BY:  
 Walmac Company. BUSINESS ADDRESS: 27th  
 floor, Smith Young Tower. STUDIO ADDRESS:  
 Same. TRANSMITTER LOCATION: 319 Ave-  
 nue A. TIME ON THE AIR: Part time schedule  
 (divides time with KONO). TRANSCRIPTION  
 SERVICE: Davis & Schwegler. MAINTAINS  
 ARTISTS' BUREAU.

**Personnel**

Manager..... Howard W. Davis  
 Program Director..... A. S. Bessan  
 Secretary-Treasurer..... Ruth Burleson

**Coverage**

	Daytime
Population—Primary	400,000

Source: Station survey.

**Representative**

Burn-Smith Co.

**K O N O**

SAN ANTONIO—EST. 1927

FREQUENCY: 1400 Kc. POWER: 250 watts.  
 OWNED BY: Eugene J. Roth. OPERATED BY:  
 Mission Broadcasting Co. BUSINESS ADDRESS:

317 Arden Grove. PHONE: Fannin 5171. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 9 hours daily (shares time with KMAC). MAINTAINS ARTISTS' BUREAU.

**Personnel**

Owner-Manager ..... Eugene J. Roth  
Sales Manager..... James M. Brown  
Chief Engineer..... George Ing

**Coverage**

	Daytime
Population—Primary .....	350,000
Radio Homes— " .....	92,000

Source: U. S. Census; Chamber of Commerce.

**Representative**

Forjoe & Co.

**K T S A**

SAN ANTONIO—EST. 1927

CBS—LONE STAR CHAIN

FREQUENCY: 550 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Sunshine Broadcasting Co. OPERATED BY: Sunshine Broadcasting Co. BUSINESS ADDRESS: Gunter Hotel. PHONE: Garfield 1251. STUDIO ADDRESS: Gunter Hotel. TRANSMITTER LOCATION: St. Hedwig Road. TIME ON THE AIR: 6:00 a.m. to 12:00 midnight, daily; Sunday, 7:45 a.m. to 12:00 midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System. MAINTAINS ARTISTS' BUREAU.

**Personnel**

President..... O. L. Taylor  
Station Manager..... George W. Johnson  
Sales and Assistant Station Manager.  
Charles Balthrope  
Sales Promotion Manager..... Lew Lacey  
Program Manager..... William C. Bryan  
Production Manager-Chief Announcer,

Jack Mitchell  
Publicity Director..... Jack Svhlischenmaier  
Educational Director..... Frances Scarborough  
Musical Director..... Rex L. Preis  
Chief Engineer..... Wm. Egerton

**Coverage**

	Daytime	Evening
Population—Primary ....	1,680,657	1,348,676
Radio Homes— " .....	249,130	155,120
Population—Secondary ..	2,630,410	2,304,513
Radio Homes— " .....	368,433	291,150

Source: CBS Listening Study and station survey.

**Representative**

Howard H. Wilson Co.  
(See Page 564)

**W O A I**

SAN ANTONIO—EST. 1922

NBC—TEXAS QUALITY NETWORK

FREQUENCY: 1200 Kc. POWER: 50,000 Watts. OWNED BY: Southland Industries, Inc. OPERATED BY: Southland Industries, Inc.

BUSINESS ADDRESS: 1031 Navarro. PHONE: Garfield 4221-2-3-4. STUDIO ADDRESS: 1031 Navarro. TRANSMITTER LOCATION: Selma, Texas. TIME ON THE AIR: 6:00 A.M. to 12:00 midnight, daily; 7:30 a.m. to 12:00 midnight, Sunday. NEWS SERVICE: United Press, International News Service. TRANSCRIPTION SERVICE: NBC Thesaurus, Lang-Worth.

**Personnel**

Pres. & General Manager..... Hugh A. L. Halft  
Chairman of Board..... G. A. C. Halft  
Vice-President..... Ellis Chaney  
Secretary..... George Beury  
Sales Promotion & Merchandising  
Manager..... Walter S. Zahrt  
Program-Musical Director..... Dwight Bourn  
Production Manager..... Monte Eleban  
Educational Director..... Leona Bender  
News Editor..... Corwin Riddell  
Chief Announcer..... Pat Flaherty  
Chief Engineer..... Fred Sterling

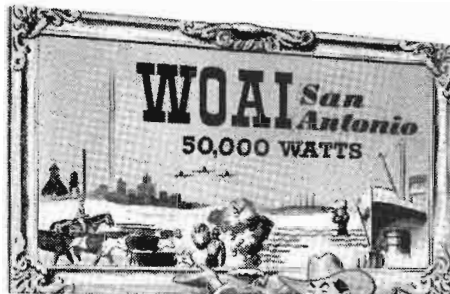
**Coverage**

	Daytime	Evening
Radio Homes—Primary..	274,480	207,800
Radio Homes—Secondary	65,400	154,400

Source: Field strength survey; mail response analysis; Joint Committee.

**Representative**

Edw. Petry & Co., Inc.



AFFILIATE  
NBC  
MEMBER  
TQN

Represented  
Nationally  
by  
Edward Petry  
& Co.



**“Here’s  
the Texas Picture!”**

# K R R V

SHERMAN—EST. 1936

MBS—TEXAS STATE NETWORK

FREQUENCY: 910 Kc. POWER: 1000 watts. OWNED BY: Red River Valley Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: P. O. Box 163. PHONE: 201. STUDIO ADDRESS: 1910 S. Crockett St., Sherman; Fannin & Owing Sts., Denison. TRANSMITTER LOCATION: 1 3/4 miles north of Sherman. TIME ON THE AIR: 6:45 A.M. to 12:00 Midnight. NEWSPAPER AFFILIATION: Sherman Daily Democrat. NEWS SERVICE: United Press (via Texas State Network).

## Personnel

President.....G. H. Wilcox  
Station Manager.....L. L. Hendrick  
Commercial Manager.....Orvin Franklin  
Program Director-Chief Announcer, T. E. Perrin  
Merchandising Manager.....C. Wells, Jr.  
Denison Studio Manager.....B. V. Hammond  
Musical Director.....Louise Cobbler  
Chief Engineer.....T. E. Spellman

## Coverage

Population—Primary ..... 1,243,420  
Radio Homes— " ..... 247,470  
Source: Station survey.

# K X O X

SWEETWATER—EST. 1939

FREQUENCY: 1240 Kc. POWER: 250 watts. OWNED BY: Sweetwater Radio, Inc. OPERATED BY: Sweetwater Radio, Inc. BUSINESS ADDRESS: Highway 70. PHONE: 2341. STUDIO ADDRESS: Highway 70. TRANSMITTER LOCATION: Sweetwater. TIME ON THE AIR: 6:45 A.M. to 10:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus. MAINTAINS ARTISTS' BUREAU.

## Personnel

President.....George Bennett  
Secretary-Treasurer & General  
Manager.....Russell Bennett  
Commercial Manager.....J. H. Hubbard

## Coverage

Population—Primary ..... 411,699  
Radio Homes— " ..... 45,700  
Source: Mail response analysis.

# K T E M

TEMPLE—EST. 1936

MUTUAL BROADCASTING SYSTEM  
TEXAS STATE NETWORK

FREQUENCY: 1400 Kc. POWER: 250 watts. OWNED BY: Bell Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Kyle Hotel. PHONE: 4646. STUDIO ADDRESS: Kyle Hotel. TRANSMITTER LOCATION: 2.6 miles north of Temple. TIME ON THE AIR: 7:00 a.m. to 12:00

midnight. (119 hours weekly). NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: C. P. MacGregor.

## Personnel

President.....Ruth Mayborn  
General Manager.....Frank Mayborn  
Station Manager.....Burton Bishop  
Commercial Manager.....R. L. Kanatazar  
Program Director.....Edwin Callaway  
Chief Engineer.....Paul Shaw

## Coverage

	Daytime	Evening
Population—Primary .....	289,543	50,030
Radio Homes— " .....	48,280	8,560
Population—Secondary ..	267,901	239,543
Radio Homes— " .....	43,880	39,720

Source: Mail response analysis; U. S. Census.

## Representative

Texas State Network  
Associated Radio Sales

# K C M C

TEXARKANA—EST. 1932

MUTUAL BROADCASTING SYSTEM  
TEXAS STATE NETWORK

FREQUENCY: 1450 Kc. POWER: 250 watts. OWNED BY: KCMC, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 317 Pine St. PHONE: 832. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:30 A.M. to 11:00 P.M. NEWSPAPER AFFILIATIONS: Texarkana Gazette, Texarkana Daily News. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio. MAINTAINS ARTISTS' BUREAU.

## Personnel

President.....Henry Humphrey  
General Manager.....Cliff Tatam  
Artists Bureau Head and  
Traffic Manager.....Paulyne Sorsby  
Program & Publicity Dir.....Thomas Dillahunt  
Chief Engineer.....Harvey Robertson

## Coverage

Radio Homes—Primary ..... 30,810  
Radio Homes—Secondary ..... 58,580  
Source: Station survey.

# K G K B

TYLER—EST. 1931

FREQUENCY: 1490 Kc. POWER: 250 watts. OWNED BY: East Texas Broadcasting Co. OPERATED BY: J. G. Ulmer. BUSINESS ADDRESS: 115 S. College. PHONE: 1106-7. STUDIO ADDRESS: 115 S. College. TRANSMITTER LOCATION: Sandflat Road. TIME ON THE AIR: 7:00 A.M. to 10:30 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: C. P. MacGregor.



# KWFT

WICHITA FALLS—EST. 1938

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 620 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: Wichita Broadcasting Co. OPERATED BY: Wichita Broadcasting Co. BUSINESS ADDRESS: Harvey Snyder Bldg. PHONE: 4183. STUDIO ADDRESS: Kemp Hotel. TRANSMITTER LOCATION: 2½ miles northwest of Wichita Falls. TIME ON THE AIR: 6:00 A.M. to 12:00 Mid-night; Sunday, 8:00 A.M. to 11:00 P.M. (123 hours weekly). NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Associated Music Publishers.

## Personnel

President-Sales Manager.....Joe B. Carson

Station and Commercial Manager,

Charles E. Clough

Program Director.....Claudine French  
Publicity Director.....Leslie Pierce  
Traffic Manager.....Bea Montgomery  
Continuity Chief.....Bedford Furr  
Chief Announcer.....Dick Nauman  
Musical Director.....Lucille Crouch  
Chief Engineer.....John Adams

## Coverage

	Daytime	Evening
Population—Primary ....	3,832,217	889,429
Radio Homes— " .....	526,300	116,000

Source: Field intensity measurements; U. S. Census.

## Representative

Paul H. Raymer Co.

# UTAH

Population 550,310

Number of Radio Homes 126,010

Number of Families 139,580

Auto Registrations 137,875

*For 1940 Census data, please turn to page 282*

# KSUB

CEDAR CITY—EST. 1937

FREQUENCY: 1340 Kc. POWER: 250 watts. OWNED BY: Southern Utah Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Box 811. STUDIO ADDRESS: El Escalante Hotel. PHONE: 398. TRANSMITTER LOCATION: West 2nd South. TIME ON THE AIR: 7:00 A.M. to 10:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: C. P. MacGregor.

## Personnel

President.....Leland M. Perry  
Station Manager.....Sherman T. Wright  
Program-Musical Director.....Inez Corry  
Chief Announcer.....Fenton Dalley  
Chief Engineer.....Sherman T. Wright

## Coverage

	Daytime	Evening
Population—Primary ....	18,000	7,500
Radio Homes— " .....	5,500	1,500

## Representative

Cox & Tanz

# KVNU

LOGAN—EST. 1938

FREQUENCY: 1230 Kc. POWER: 250 watts. OWNED BY: Cache Valley Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS:

41 S. Main St. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Logan. TIME ON THE AIR: 7:00 A.M. to 10:00 P.M.; Sundays, 10:00 A.M. to 6:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio.

## Personnel

Manager .....Reed Bullen

## Representative

Adams & Adams

# KLO

OGDEN—EST. 1924

NBC-MBS-INTERMOUNTAIN

FREQUENCY: 1430 Kc. POWER: 5000 watts. OWNED BY: Interstate Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: Hotel Ben Lomond, Ogden; McIntyre Bldg., Salt Lake City. PHONES: Ogden 84; Salt Lake City 4-1849. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Kaneshville, Utah. TIME ON THE AIR: 7:00 A.M. to 12:00 Midnight; Sunday, 8:00 A.M. to 11:30 P.M. NEWSPAPER AFFILIATION: Ogden Standard Examiner. NEWS SERVICE: Associated Press. MAINTAINS ARTISTS' BUREAU.

## Personnel

President .....A. L. Glasmann  
V.P.-General Manager....Paul R. Heilmeyer  
Assistant Manager.....Merrill J. Bunnell

Sales Manager.....Sam Jones  
 National Advertising Manager.....Socs N. Vratits  
 Program Manager.....Ethel G. Clark  
 Production Manager.....Mel Wright  
 Chief Announcer.....Hal Parkes  
 Chief Engineer.....W. D'Orr Cozzens

**Coverage**

	Daytime	Evening
Population—Primary .....	460,412	460,412
Radio Homes— " .....	112,300	112,300

Source: Field strength measurements; U. S. Census.

**Representative**

George P. Hollingbery Co.

**KEUB**

PRICE—EST. 1936

MBS-INTERMOUNTAIN NETWORK

FREQUENCY: 1450 Kc. POWER: 250 watts.  
 OWNED BY: E. Utah Broadcasting Co.  
 OPERATED BY: E. Utah Broadcasting Co. BUSINESS ADDRESS: Price. PHONE: Price 200. STUDIO ADDRESS: Price. TRANSMITTER LOCATION: Price. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M.; Sunday, 8:30 A.M. to 11:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System.

**Personnel**

President-General Manager.....Jack Richards  
 Chief Engineer and Announcer, Owen J. Ford

**Coverage**

	Daytime	Evening
Population—Primary .....	22,000	30,000
Radio Homes— " .....	6,000	7,000
Population—Secondary ..	20,000	25,000
Radio Homes— " ..	5,250	6,250

**Representative**

George P. Hollingbery Co.

**KOVO**

PROVO—EST. 1939

MUTUAL BROADCASTING SYSTEM  
 INTERMOUNTAIN NETWORK

FREQUENCY: 1240 Kc. POWER: 250 watts.  
 OWNED BY: Clifford A. Talboe, trustee, d/b as Citizens Voice and Air Show. OPERATED BY: Same. BUSINESS ADDRESS: 108 West Center St. PHONE: 1680. STUDIO ADDRESS: 108 West Center St. TRANSMITTER LOCATION: 17 West Second St., South. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

**Personnel**

President.....Clifton A. Talboe  
 Manager.....Arch L. Madsen  
 Sales Manager.....S. G. Carter  
 Commercial Manager.....Evelyn Hansen  
 Program Director.....Shirl Black  
 Publicity Director.....Jack Davies  
 Chief Engineer.....Arch L. Madsen

**Coverage**

	Daytime	Evening
Population—Primary .....	66,226	66,226
Radio Homes— " .....	15,269	15,269
Population—Secondary ..	28,941	8,260
Radio Homes— " ..	6,943	1,961

Source: Field intensity survey; 1940 U. S. Census; Joint Committee.

**KDYL**

SALT LAKE CITY—EST. 1922

NBC (RED)

FREQUENCY: 1320 Kc. POWER: 5000 watts.  
 OWNED BY: Intermountain Broadcasting Corp.  
 OPERATED BY: Same. BUSINESS ADDRESS: 6th floor, Tribune-Telegram Bldg. PHONE: 5-2991. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 9th West and 33rd South. TIME ON THE AIR: 6:00 A.M. to 1:00 A.M. NEWS SERVICE: Transradio Press, United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: World Broadcasting System, NBC Thesaurus.

**Personnel**

President & General Manager.....S. S. Fox  
 Secretary-Treasurer.....L. A. Loeb  
 Commercial Manager.....W. E. Wagstaff  
 Program Director.....Emerson Smith  
 Production Manager.....George A. Provol  
 Artists' Bureau Head.....John M. Woolf  
 Publicity Director.....Charles S. Buck

for Results  
 in the  
**Intermountain  
 Market**

*The*  
**POPULAR  
 Station**  
 Salt Lake City

NBC  
 RED  
 NETWORK

National Representative  
 JOHN BLAIR & CO.



Chief Announcer.....Douglas C. Gourlay  
 Traffic Manager.....Craig Rogers  
 Continuity Editor.....George D. Snell  
 Musical Director.....By Woodbury  
 Chief Engineer.....J. M. Baldwin

**Coverage**

	Daytime	Evening
Population—Primary . . . . .	607,805	432,734
Radio Homes— " . . . . .	131,460	94,650
Population—Secondary . . . . .	246,076	103,920
Radio Homes— " . . . . .	54,180	22,689

Source: Field intensity survey and mail count.

**Representative**

John Blair & Company

**K S L**

SALT LAKE CITY—EST. 1921

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1160 Kc. POWER: 50,000

watts. OWNED BY: Radio Service Corporation of Utah. OPERATED BY: Same. BUSINESS ADDRESS: Union Pacific Bldg. PHONE: 5-4641. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Saltair. TIME ON THE AIR: 6:00 A.M. to 1:00 A.M. (133 hours weekly). NEWSPAPER AFFILIATION: Salt Lake Trib-

une. NEWS SERVICES: United Press, International News Service. TRANSCRIPTION SERVICE: Associated Library, Standard Library, C. P. MacGregor.

**Personnel**

President.....J. Reuben Clark, Jr.  
 Executive Vice-President.....Earl J. Glade  
 Vice-President.....John F. Fitzpatrick  
 Secretary.....Joseph L. Wirthlin  
 Auditor.....Dan H. Vincent  
 Station Manager.....Ivor Sharp  
 Sales Manager.....E. J. Broman  
 Commercial Manager.....Lennox Murdoch  
 Production Manager.....Glenn Shaw  
 Chief Announcer.....Russell Stewart  
 Musical Director.....Gene Halliday  
 Technical Director.....Eugene G. Pack  
 Chief Engineer.....Willice E. Groves

**Coverage**

	Daytime	Evening
Population—Primary . . . . .	844,000	1,690,800
Radio Homes— " . . . . .	173,940	373,700
Population—Secondary . . . . .	10,607,900	11,687,300
Radio Homes— " . . . . .	2,458,400	2,619,600

Source: CBS Listening Area Study; Joint Committee.

**Representative**

Edward Petry & Co., Inc.

from Salt Lake City

**KSL**

Covers  
 Intermountain  
 America with  
 50000 Watts  
 CBS AFFILIATE

The  
 on-the-spot  
 station for more  
 than 400,000  
 families who spend  
 their money in  
 KSL's wide  
 market.

EDWARD PETRY & CO., NATIONAL REPRESENTATIVE

# KUTA

SALT LAKE CITY—EST. 1938

NBC—BLUE

FREQUENCY: 570 Kc. POWER: 1000 watts.  
 OWNED BY: Utah Broadcasting Co. OPERATED BY: Utah Broadcasting Co. BUSINESS ADDRESS: 29 S. State St. PHONE: 3-2737. STUDIO ADDRESS: 29 S. State St. TRANSMITTER LOCATION: 13th St. S. and 5th West. TIME ON THE AIR: 108 hours weekly. NEWS SERVICE: International News Service. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Standard Radio.

## Personnel

President-General Manager... Frank C. Carman  
 Assistant Manager..... William B. Sears  
 Program Director..... Robert A. Hansen  
 Musical Director..... Paul Alexander  
 Chief Engineer..... Lyle Wahlquist

## Coverage

	Daytime	Evening
Population—Primary . . . . .	220,000	200,000
Radio Homes— " . . . . .	47,660	47,660
Population—Secondary . . . . .	30,000	50,000

Source: Field strength survey; Joint Committee.

## Representative

Joseph Hershey McGillvra

# VERMONT

Population 359,231

Number of Radio Homes 82,540

Number of Families 92,432

Auto Registrations 92,695

*For 1940 Census data, please turn to page 282*

# WCAX

BURLINGTON—EST. 1931

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1230 Kc. POWER: 250 watts.  
 OWNED BY: Burlington Daily News, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 203 College St. PHONE: 4880. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 12:00 Midnight; Sundays, 8:00 A.M. to 12:00 Midnight. NEWSPAPER AFFILIATION: Burlington Daily News. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: Associated Recorded Program Service, C. P. MacGregor.

## Personnel

President-Treasurer..... C. P. Hasbrook  
 Station Manager..... Howard J. Perry  
 Program and Production Manager, H. B. Wight  
 Chief Engineer..... James W. Tierney

## Coverage

Population—Primary . . . . .	246,700
Radio Homes— " . . . . .	59,700

Source: Station survey.

## Representative

Weed & Company

# WSYB

RUTLAND—EST. 1930

FREQUENCY: 1490 Kc. POWER: 250 watts.  
 OWNED BY: P. Weiss Music Co. OPERATED BY: Same. BUSINESS ADDRESS: 80 West St. PHONE: 1247. STUDIO ADDRESS: Same.

TRANSMITTER LOCATION: Creek Road. TIME ON THE AIR: Unlimited License. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Lang-Worth.

## Personnel

President . . . . . P. Weiss  
 Station Manager . . . . . J. H. Weiss

# WQDM

ST. ALBANS—EST. 1929

FREQUENCY: 1420 Kc. POWER: 1000 watts.  
 OWNED BY: F. Arthur Bostwick and E. J. Regan. OPERATED BY F. Arthur Bostwick and E. J. Regan. BUSINESS ADDRESS: 32 North Main. PHONE: 126. STUDIO ADDRESS: 32 North Main St. TRANSMITTER LOCATION: ¼ mile north of city on route 7. TIME ON THE AIR: 6:00 A.M. to local sunset. MAINTAINS ARTISTS BUREAU. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Lang-Worth.

## Personnel

General Manager..... T. F. Allen  
 Production Manager..... Alec Coursey  
 Chief Engineer..... Edward J. Regan

# WDEV

WATERBURY—EST. 1931

FREQUENCY: 550 Kc. POWER: 1000 watts.  
 OWNED BY: Lloyd E. Squier and William G. Ricker d/b as Radio Station WDEV. OPERATED BY: L. E. Squier and W. G. Ricker.

BUSINESS ADDRESS: 8 Stowe St. PHONE: 13-2. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Waterbury. TIME ON THE AIR: Local sunrise to sunset. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus.

**Personnel**

Station Manager..... Lloyd E. Squier  
Commercial and Sales Promotion Manager,  
William D. Ricker

Program-Musical Director..... Mal Weaver  
Chief Engineer..... Fred Hilsdale

**Coverage**

Population—Primary ..... 307,847  
Radio Homes— " ..... 75,680  
Population—Secondary ..... 600,000  
Radio Homes— " ..... 150,000  
Source: Mail response and field intensity survey.

**Representative**

Howard H. Wilson Co.

**VIRGINIA**

Population 2,677,773

Number of Radio Homes 413,180

Number of Families 627,550

Auto Registrations 487,900

*For 1940 Census data, please turn to page 282*

**WCHV**

CHARLOTTESVILLE—EST. 1932

FREQUENCY: 1450 Kc. POWER: 250 watts. OWNED BY: Community Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: E. Market and 4th. PHONE: 2500. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Richmond Road. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. (110 hours weekly). NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Associated Music Publishers, Lang-Worth.

**Personnel**

President-Station Manager. Charles Barham, Jr.  
Secretary-Treasurer..... Mary Wyne  
Sales Manager..... Walter Pegrum  
Program Director-Chief Announcer,  
Alden Aaroe  
Traffic Manager..... Ed Hase  
Chief Engineer..... Walter W. Gray

**Coverage**

Population—Primary ..... 202,973  
Radio Homes— " ..... 30,688  
Population—Secondary ..... 268,111  
Radio Homes— " ..... 43,903

Source: Station survey.

**Representative**

Forjoe & Company

**WBTM**

DANVILLE—EST. 1930

MUTUAL BROADCASTING SYSTEM  
TRI-CITY STATIONS  
(WLVA-WBTM-WLSL)

FREQUENCY: 1400 Kc. POWER: 250 watts, d., 100 Watts, n. OWNED BY: Piedmont

Broadcasting Corp. OPERATED BY: Piedmont Broadcasting Corp. BUSINESS ADDRESS: Hotel Danville. PHONE: 2350. STUDIO ADDRESS: Hotel Danville. TRANSMITTER LOCATION: Danville. TIME ON THE AIR: 6:00 A.M. to 12:05 A.M.; Sundays, 9:00 A.M. to 12:05 A.M. (123½ hours weekly). NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: C. P. MacGregor, Standard Radio.

**Personnel**

President..... L. N. Dibrell  
Vice-President..... Edward A. Allen  
Station Manager..... James L. Howe  
Commercial Manager..... John M. Croft  
Publicity Director..... Rosbert S. Guyer  
Traffic Manager..... R. W. Cuddy  
Continuity Chief..... Peter Harkins  
Music Librarian..... Earl Hotaling  
Program Director..... W. P. Heffernan  
Chief Engineer..... Harry W. Spencer

**Coverage**

	Daytime	Evening
Population—Primary	268,420	* 90,000
Radio Homes— "	33,870	* 18,000

\* Estimate

Source: Field intensity and mail response survey; U. S. Census; Joint Committee.

**WFVA**

FREDERICKSBURG—EST. 1939

FREQUENCY: 1290 Kc. POWER: 250 watts. OWNED BY: Fredericksburg Broadcasting Corp. OPERATED BY: Fredericksburg Broadcasting Corp. BUSINESS ADDRESS: Fredericksburg. STUDIO ADDRESS: Fredericksburg. TRANSMITTER LOCATION: near Fredericks-

burg. TIME ON THE AIR: 6:30 A.M. to local sunset.

**Personnel**

General Manager.....Richard F. Lewis  
Commercial Manager.....L. E. Smith

**Representative**

Burn-Smith Co.

**W S V A**

HARRISONBURG—EST. 1935

FREQUENCY: 550 Kc. POWER: 1000 watts. OWNED BY: Shenandoah Valley Broadcasting Corp. OPERATED BY: Shenandoah Valley Broadcasting Corp. BUSINESS ADDRESS: Newman Bldg. PHONE: Harrisonburg, 875. STUDIO ADDRESS: Newman Bldg.; Hotel Beverley, Staunton. PHONES: Harrisonburg 875; Staunton 647. TRANSMITTER LOCATION: Route No. 1. TIME ON THE AIR: 6:30 A.M. to local sunset. NEWS SERVICE: Transradio News. TRANSCRIPTION SERVICE: World Broadcasting System.

**Personnel**

President.....Frederick L. Allman  
Secretary.....Helen K. Berry  
General and Commercial Manager.....Chas. P. Blackley  
Program Director.....Wendell Siler  
Chief Announcer.....Charles Ballou  
Continuity Director.....Helen S. Lynch  
Chief Engineer.....U. L. Lynch

**Coverage**

Population—Primary ..... 154,000  
Radio Homes— " ..... 21,560  
Population—Secondary ..... 503,000  
Radio Homes— " ..... 77,190  
Source: Department of Commerce; mail response analysis.

**Representative**

Joseph Hershey McGillvra

**W L V A**

LYNCHBURG—EST. 1930

MUTUAL BROADCASTING SYSTEM

TRI-CITY STATIONS (WLVA-WBTM-WLSL)

FREQUENCY: 1230 Kc. POWER: 250 watts. OWNED BY: Lynchburg Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: Allied Arts Bldg. PHONE: 3030. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Leewood Addition. TIME ON THE AIR: 6:00 A.M. to 12:00 Midnight. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: Lang-Worth, Standard Radio, Davis & Schwegler, NBC Thesaurus, C. P. MacGregor, Associated Music Publishers.

**Personnel**

President.....Edw. A. Allen  
Station Manager.....Philip P. Allen  
Sales Manager.....Glenn E. Jackson  
Sales Promotion Manager.....Carl Ogilvie

Program Director.....Eric F. Lund  
Production Manager.....Claude Taylor  
Chief Engineer.....Albert E. Heisen

**Coverage**

Population—Primary ..... 186,000  
Radio Homes— " ..... 25,000  
Source: Field intensity and mail response survey; U. S. Census; Joint Committee.

**W M V A**

MARTINSVILLE—EST. 1941

FREQUENCY: 1450 Kc. POWER: 250 watts, d.; 100 Watts, n. OWNED BY: W. C. Barnes and Jonas Weiland d/b as Martinsville Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Martinsville. STUDIO ADDRESS: Thomas Jefferson Hotel. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Unlimited License. NEWSPAPER AFFILIATION: Martinsville Bulletin.

**Personnel**

Station Manager.....Jonas Weiland  
(See Page 508)

**W G H**

NEWPORT NEWS—EST. 1928

MUTUAL BROADCASTING SYSTEM

FREQUENCY: 1340 Kc. POWER: 250 watts. OWNED BY: Hampton Roads Broadcasting Corp. OPERATED BY: Hampton Roads Broadcasting Corp. BUSINESS ADDRESS: Portlock Bldg., Norfolk. PHONE: 27031. STUDIO ADDRESS: Warwick Hotel, Newport News; Portlock Bldg., Norfolk; American National Bank Bldg., Portsmouth. PHONES: Portsmouth, 991; Norfolk, 27031. Newport News, 2297. TRANSMITTER LOCATION: Newport News. TIME ON THE AIR: 6:30 A.M. to 12:00 Midnight; Sunday, 8:30 A.M. to 11:30 P.M. NEWSPAPER AFFILIATION: Newport News Press, Newport News Times-Herald. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: Lang-Worth.

**Personnel**

President.....Raymond B. Bottom  
V.P.—General Manager.....Edward E. Bishop  
Secretary-Treasurer.....W. R. VanBuren  
Commercial Manager.....Edward E. Edgar  
Program Director.....Gene D. Stratton  
Chief Announcer.....Joel F. Wahlberg  
Musical Director.....Willby Goff  
Chief Engineer.....Raymond P. Aylor, Jr.  
Director of Women's Programs,

Kathleen Sawyer

Special Events Manager.....Frank Vann

**Coverage**

	Daytime	Evening
Population—Primary	320,900	320,900
Radio Homes— "	61,750	61,750
Population—Secondary	292,700	162,500
Radio Homes— "	19,600	10,000

Source: Mail response analysis.

# WTAR

**NORFOLK—EST. 1923**  
**NATIONAL BROADCASTING CO.**  
 (RED & BLUE)

FREQUENCY: 790 Kc. POWER: 5000 watts.  
 OWNED BY: WTAR Radio Corp. OPERATED BY: WTAR Radio Corp. BUSINESS ADDRESS: National Bank of Commerce Bldg. PHONE: 2-5671. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Glen Rock Rd. TIME ON THE AIR: 6:30 A.M. to 1:00 A.M. NEWSPAPER AFFILIATIONS: Norfolk Ledger-Dispatch, Norfolk Virginian Pilot. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NAB Library, Davis & Schwegler, Lang-Worth.

## Personnel

President.....Paul S. Huber  
 General Manager.....Campbell Arnoux  
 Commercial Manager.....John W. New  
 Program & Musical  
 Director.....Henry Cowles Whitehead  
 Assistant Program Director.....Jeff Baker  
 Sports & Special Events  
 Director.....Blair Eubanks  
 Commercial Traffic  
 Manager.....Shirly Enright  
 Production Manager.....Vaughn Bradshaw  
 Sales Promotion Director...Ralph S. Hatcher  
 Technical Director.....J. L. Grether

## Coverage

	Daytime	Evening
Population—Primary .....	626,404	368,382
Radio Homes— " .....	113,040	63,660
Population—Secondary ..	588,000	79,600
Radio Homes— " .....	108,000	8,900

Source: Field intensity measurements based on 1000 watts; 1940 U. S. Census.

## Representative

Edward Petry & Co.

# WPID

**PETERSBURG—EST. 1940**

FREQUENCY: 1240 Kc. POWER: 250 watts.  
 OWNED BY: Petersburg Newspaper Corp. OPERATED BY: Same. BUSINESS ADDRESS: 121 N. Sycamore St. PHONE: 1053. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Colonial Heights, Va. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M.; Sunday, 1:30 P.M. to 5:30 P.M. NEWSPAPER AFFILIATION: Petersburg Progress Index. NEWS SERVICE: Transradio Press.

## Personnel

President.....R. B. Huber  
 Station Manager.....Lee Chadwick  
 Sales Manager.....E. B. Pickard  
 Sales Promotion Manager...Richard Godsey  
 Program Director.....Ben Miller  
 Production Manager.....Frank Facenda  
 Chief Announcer.....Edward Burch  
 Chief Engineer.....Herb Powell

## Coverage

Population—Primary .....	139,856
Radio Homes— " .....	27,518
Population—Secondary .....	418,883
Radio Homes— " .....	78,050

Source: Field intensity survey; Chamber of Commerce.

# WMBG

**RICHMOND—EST. 1926**

NBC-RED

FREQUENCY: 1380 Kc. POWER: 5000 watts. d.; 1000 watts, n. OWNED BY: Havens & Martin, Inc. OPERATED BY: Havens & Martin, Inc. BUSINESS ADDRESS: 3301 West Broad St. PHONE: 5-8611. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Staples Mill Road and Broad St. TIME ON THE AIR: 7:00 A.M. to 1:00 A.M. NEWS SERVICE: Transradio Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus.

## Personnel

President & Station  
 Manager.....Wilbur M. Havens  
 Secretary.....C. H. Woodward  
 Treasurer.....Wilfred H. Wood  
 National Sales and Promotion Manager,  
 R. E. Mitchell

## BUY SEVEN SPOTS FOR THE PRICE OF THREE

Seven 1 minute spots—night-time rate— on WMBG—the Red Network outlet in Richmond—cost \$105.00—or \$15.00 each. On the other leading Richmond Station three 1 minute spots—night-time rate—cost \$105.00—or \$35.00 each.

WMBG offers you the Red Network audience—5,000 watts daytime—1000 watts night—and equal density of coverage. WMBG charges you only for what it covers—a saving of \$20.00 on a minute spot—other savings in proportion. Before you buy—get the WMBG story. WMBG, NBC Red Outlet, Richmond, Va.

National Repr.—John Blair Co.  
 Basic Red Network Supplementary May Be Purchased Independent of Any Group

# WMBG

RED NETWORK OUTLET · RICHMOND, VA.

JOHN BLAIR CO., REP.

Chief Announcer.....Jack Hooper  
 Program Director.....Garnett Tate  
 Local Sales Manager.....Wm. Filer  
 Production Manager.....J. F. Skannell  
 Musical Director.....J. Yellen  
 Chief Engineer.....Willfred H. Wood

**Coverage**

	Daytime	Evening
Population—Primary .....	441,000	278,000
Radio Homes— " .....	98,900	91,200
Population—Secondary ..	290,000	288,000
Radio Homes— " ..	76,890	71,000

Source: Department of Commerce; Joint Committee.

**Representative**

John Blair & Co.

**WRNL**

RICHMOND—EST. 1927

NATIONAL BROADCASTING CO.

FREQUENCY: 910 Kc. POWER: 1000 watts.  
 OWNED BY: Richmond Radio Corporation. OPERATED BY: Same. BUSINESS ADDRESS: 323 E. Grace St. PHONE: 3-4242. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Wilkinson Road. TIME ON THE AIR: 5:30 A.M. to 1:00 A.M.; Sunday, 7:00 A.M. to 1:00 A.M. NEWSPAPER AFFILIATION: Richmond

**SOMETHING TO CROW ABOUT!**



*We have moved to another swell spot on the dial . . . now located at **910** Result St., in Richmond, Va.*

**WRNL**

News Leader, Richmond Times-Dispatch. NEWS SERVICE: United Press. TRANSCRIPTION SERVICES: Associated Music, Lang-Worth. MAIN-TAINS ARTISTS' BUREAU.

**Personnel**

President.....John Stewart Bryan  
 Vice-President.....Dr. D. S. Freeman  
 Secretary-Treasurer.....Tennant Bryan  
 Station Manager.....E. S. Whitlock  
 Production Manager.....G. Mallory Freeman  
 Assistant Production Manager..Newton Smyth  
 Artists' Bureau Head.....Graham Oliver  
 Chief Engineer.....Walter S. Selden

**Representative**

Edward Petry & Co.

**WBBL**

RICHMOND—EST. 1924

FREQUENCY: 1240 Kc. POWER: 250 watts.  
 OWNED BY: Grace Covenant Presbyterian Church (M. A. Sifton, Agent). OPERATED BY: Grace Covenant Presbyterian Church. BUSINESS ADDRESS: 1627 Monument Ave. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Sundays, 10:55 A.M. to 12:15 P.M. and 7:45 P.M. to 9:15 P.M.

**Personnel**

Station Manager.....M. A. Sifton  
 Chief Engineer.....J. A. Steere

**Coverage**

	Daytime
Population—Primary .....	150,000
Radio Homes— " .....	50,000

Source: Station estimate.  
 (Non-Commercial Station)

**WRVA**

RICHMOND—EST. 1925

CBS-MBS

FREQUENCY: 1140 Kc. POWER: 50,000 watts.  
 OWNED BY: Larus & Brother Co., Inc. OPERATED BY: Same. BUSINESS ADDRESS: Hotel Richmond, 9th & Grace St. PHONE: 3-6633. STUDIO ADDRESS: Hotel Richmond. TRANSMITTER LOCATION: Edgeworth, Henrico County, Va. TIME ON THE AIR: 5:30 A.M. to Midnight; Sunday, 8:00 A.M. to 12:00 Midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System, NAB Library, Langworth, Davis & Schwegler.

**Personnel**

General Manager.....C. T. Lucy  
 Business Manager.....Barron Howard  
 Public Relations Director.....W. R. Bishop  
 Program Service Manager.....Irvin Abeloff  
 Publicity Director.....William L. Willis  
 Musical Director.....E. D. Naff  
 Special Events Production

Manager.....Ira L. Avery  
 Chief Engineer.....D. C. Woods

# VIRGINIA

## Coverage

Population—Primary ..... 1,215,880  
 Evening  
 Radio Homes— " ..... 213,810

Source: Field strength measurements; mail response analysis; coincidental telephone surveys; U. S. Census.

## Representative

Paul H. Raymer Company

# W D B J

ROANOKE—EST. 1924

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 960 Kc. POWER: 5000 watts, OWNED BY: Times-World Corp. OPERATED BY: Times-World Corp. BUSINESS ADDRESS: 124 West Kirk Ave. PHONE: 8131, 8132. STUDIO ADDRESS: 124 West Kirk Ave. TRANSMITTER LOCATION: Roanoke. TIME ON THE AIR: 6:00 A.M. to 12:00 Midnight; Sunday, 8:00 A.M. to 12:00 Midnight. (124 hours weekly). NEWSPAPER AFFILIATIONS: The Roanoke Times (morning); The Roanoke World News (evening). NEWS SERVICE: United Press. TRANSCRIPTION SERVICES: NAB Library, Lang-Worth, World Broadcasting System. MAINTAINS ARTISTS' BUREAU.

## Personnel

President.....J. P. Fishburn



## How Ya Doin' in Roanoke?

Sidewalk salesmen have their points, but there's a far better way of getting attention for your product here in the rich, responsive Roanoke area! And that's via the air-waves of WDBJ! You see, this market of more than two-and-a-half million people (who spend over \$400,000,000 at retail a year!) depends largely on WDBJ for clear radio reception!

If that sounds like wishful thinking, we'll be happy to send you the proof!

# WDBJ

**ROANOKE,  
VIRGINIA**



*Owned and Operated by the TIMES-WORLD CORP.*  
 CBS Affiliate • 5000 Watts Day • 1000 Watts Night • 930 Kc.

Station Manager.....Ray P. Jordan  
 Commercial Manager.....Frank D. Kesler  
 Program-Publicity Director.....Jack Weldon  
 Production Manager.....Paul Reynolds  
 Artists' Bureau Head &

Musical Director.....Mary Henson  
 Chief Engineer.....J. W. Robertson

## Coverage

	Daytime	Evening
Population—Primary ....	320,200	133,300
Radio Homes— " .....	47,860	26,880
Population—Secondary ..	2,212,900	924,800
Radio Homes— " .....	261,300	109,990

Source: CBS Listening Area Study.

## Representative

Free & Peters, Inc.

# W S L S

ROANOKE—EST. 1940

MUTUAL BROADCASTING SYSTEM

TRI-CITY STATIONS (WLVA-WBTM-WLSL)

FREQUENCY: 1490 Kc. POWER: 250 watts.

OWNED BY: Roanoke Broadcasting Corp. OPERATED BY: Roanoke Broadcasting Corp. BUSINESS ADDRESS: Shenandoah Life Bldg. PHONE: 9227. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:00 A.M. to 12:00 Midnight; Sunday, 8:00 A.M. to 12:00 Midnight. (124 hours weekly). NEWSPAPER AFFILIATION: Roanoke Times-World. NEWS SERVICE: Transradio.

## Personnel

President ..... Paul C. Buford  
 Station Manager.....James H. Moore  
 Commercial Manager.....Frank E. Koehler  
 Program Director.....Fred C. Johnstone  
 Publicity Director.....Hunton Downs  
 Chief Announcer.....Joe Ripley  
 Musical Director.....John Kirk  
 Chief Engineer.....Philip Briggs

## Coverage

	Daytime	Evening
Population—Primary ....	132,436	112,057
Radio Homes— " .....	25,219	22,120
Population—Secondary ..	220,828	163,941
Radio Homes— " .....	37,320	29,968

Source: Field intensity survey; 1940 U. S. Census; Joint Committee.

# W L P M

SUFFOLK—EST. 1940

FREQUENCY: 1450 Kc. POWER: 250 watts.

OWNED BY: Suffolk Broadcasting Corp. OPERATED BY: Suffolk Broadcasting Corp. BUSINESS ADDRESS: 105 Bank St. STUDIO ADDRESS: 105 Bank St. TRANSMITTER LOCATION: Richmond Highway. TIME ON THE AIR: 110 hours weekly. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

**Personnel**

President-Station Manager.....Fred L. Hart  
 Commercial Manager.....Robert Wasdon  
 Program Director.....Ken Given  
 Production Manager.....Bill Brown  
 Publicity Director.....Elizabeth Griggs  
 Sales Promotion Manager...Margaretta Smith  
 Chief Announcer.....Don Smith  
 Musical Director.....Ken Beavers  
 Chief Engineer.....Jack Siegal

**Coverage**

	Daytime	Evening
Population—Primary .....	150,000	80,000
Radio Homes— " .....	77,560	77,560
Population—Secondary ..	300,000	200,000

Source: Station survey.

**Representative**

Sears & Ayer, Inc.

# WASHINGTON

Population 1,736,191

Number of Radio Homes 502,780

Number of Families 534,237

Auto Registrations 564,800

*For 1940 Census data, please turn to page 284*

## K X R O

ABERDEEN—EST. 1926

MUTUAL—DON LEE BROADCASTING CO.

PACIFIC BROADCASTING CO.

FREQUENCY: 1340 Kc. POWER: 250 watts.  
 OWNED BY: KXRO, Inc. OPERATED BY:  
 KXRO, Inc. BUSINESS ADDRESS: P. O. Box  
 1120. PHONE: Aberdeen 4098 and 4099.  
 STUDIO ADDRESS: 207 East Market St.  
 TRANSMITTER LOCATION: Finch Farms.  
 TIME ON THE AIR: 7:00 A.M. to 11:00 P.M.  
 (Daily); 8:30 A.M. to 11:00 P. M. (Sunday).  
 NEWS SERVICE: United Press. TRANSCRIP-  
 TION SERVICE: World Broadcasting System.

**Personnel**

President.....Harry R. Spence  
 Commercial Manager.....Fred G. Goddard  
 Program Director.....Edith Garrett  
 Production Manager.....Art Lindsay  
 Publicity Director.....Elmer Holmberg  
 Chief Announcer.....W. M. McGoffin  
 Home Economics Director....Ruth Poindexter  
 News Editor.....John Forbes  
 Musical Director.....Stan Spiegle  
 Chief Engineer.....W. M. McGoffin

**Coverage**

	Daytime	Evening
Population—Primary .....	85,346	85,346
Radio Homes— " .....	21,300	21,300
Population—Secondary ..	39,866	19,933
Radio Homes— " ..	13,950	6,975

Source: MBS Survey.

**Representative**

John Blair & Company

## K V O S

BELLINGHAM—EST. 1927

MUTUAL—DON LEE

PACIFIC BROADCASTING CO.

FREQUENCY: 1230 Kc. POWER: 250 watts.  
 OWNED BY: KVOS, Inc. OPERATED BY:  
 KVOS, Inc. BUSINESS ADDRESS: KVOS Bldg.  
 PHONE: 4200-1627-34. STUDIO ADDRESS:  
 KVOS Bldg. TRANSMITTER LOCATION: 900  
 Roeder Ave. TIME ON THE AIR: 6:00 A.M. to  
 11:00 P.M. NEWS SERVICE: Transradio Press.  
 TRANSCRIPTION SERVICES: Lang-Worth, C.  
 P. MacGregor.

**Personnel**

President.....Rogan Jones

**Coverage**

Population—Primary .....	117,767
Radio Homes— " .....	22,200

Source: Mail response analysis.

**Representative**

John Blair & Co.

## K E L A

CENTRALIA AND CHEHALIS

EST. 1937

MUTUAL—DON LEE

PACIFIC BROADCASTING CO.

FREQUENCY: 1470 Kc. POWER: 1000 watts.  
 OWNED BY: Central Broadcasting Corp.  
 OPERATED BY: Central Broadcasting Corp.  
 BUSINESS ADDRESS: Kela Bldg. PHONE:  
 Chehalis 721—Centralia 721. STUDIO AD-  
 DRESS: Same. TRANSMITTER LOCATION:  
 Same. TIME ON THE AIR: 7:00 A.M. to 12:00  
 Midnight. NEWS SERVICE: Transradio Press.  
 United Press. TRANSCRIPTION SERVICE:  
 Lang-Worth, Davis & Schwegler.



**Personnel**

General Manager.....J. Elroy McCaw  
 Commercial Manager.....Joseph Chytil  
 Sales Promotion Manager.....Sam Norin  
 Program Director.....Vincent Voegele  
 Chief Announcer.....Carl Tucker  
 Chief Engineer.....Arnold Werner

**Coverage**

Radio Homes—Primary ..... 28,000  
 Radio Homes—Secondary ..... 22,500

Source: Mail response analysis.

**Representative**

John Blair & Company  
 Romig Fuller (Seattle)

**K R K O**

EVERETT—EST. 1922

MUTUAL—DON LEE  
 PACIFIC BROADCASTING CO.

FREQUENCY: 1400 Kc. POWER: 250 watts.  
 OWNED BY: Everett Broadcasting Co. OPER-  
 ATED BY: Everett Broadcasting Co. BUSINESS  
 ADDRESS: 300 Clark Bldg. STUDIO ADDRESS:  
 300 Clark Bldg. TRANSMITTER LOCATION:  
 Everett. TIME ON THE AIR: 7:00 A.M. to 12:00  
 noon—4:00 P.M. to 7:00 P.M.; Sunday, 9:00  
 A.M. to 4:00 P.M. NEWS SERVICE: Transradio  
 Press. MAINTAINS ARTISTS' BUREAU.

**Personnel**

President-Station Manager.... Lee E. Mudgett  
 Commercial Manager..... W. F. Knehr  
 Program-Musical Director..... P. A. Mudgett  
 Musical Director..... Maynard Bordsen  
 Chief Engineer..... Floyd Steele

**Coverage**

Population—Primary ..... 123,800  
 Radio Homes— " ..... 33,900

Source: Mail response analysis.

**Representative**

John Blair & Co.

**K W L K**

LONGVIEW—EST. 1938

MBS—DON LEE BROADCASTING SYSTEM  
 PACIFIC BROADCASTING CO.

FREQUENCY: 1400 Kc. POWER: 250 watts.  
 OWNED BY: Twin City Broadcasting Corp.  
 OPERATED BY: Twin City Broadcasting Corp.  
 BUSINESS ADDRESS: National Bank Commerce  
 Bldg. PHONE: 1-500. STUDIO ADDRESS: Same.  
 TRANSMITTER LOCATION: Ocean Beach High-  
 way. TIME ON THE AIR: 6:55 A.M. to 11:00  
 P.M. NEWSPAPER AFFILIATION: Longview  
 Daily News. NEWS SERVICE: Associated  
 Press. United Press. TRANSCRIPTION SER-  
 VICE: C. P. MacGregor.

**Personnel**

President ..... Art Campbell  
 Station Manager..... Ralph R. Bryan  
 Sales Manager..... Leonard Franklin

Commercial Manager..... Todd Atkinson  
 Program Director..... Ross Snyder  
 Production Manager..... Bill Cunningham  
 Publicity Director-Traffic Manager,

Thelma Bryan

Musical Director..... Dorothy Atkinson  
 Chief Engineer..... Larry Curd

**Coverage**

Population—Primary ..... 135,000  
 Radio Homes— " ..... 33,000  
 Population—Secondary ..... 102,347  
 Radio Homes— " ..... 27,296

**Representative**

John Blair & Co.

**K G Y**

OLYMPIA—EST. 1921 (non-Comm.)  
 1932 (Comm.)

MUTUAL—DON LEE BROADCASTING  
 SYSTEM

PACIFIC BROADCASTING CO.

FREQUENCY: 1240 Kc. POWER: 250 watts.  
 OWNED BY: KGY, Inc. OPERATED BY: KGY,  
 Inc. BUSINESS ADDRESS: Capitol Park Bldg.  
 PHONE: 5000. STUDIO ADDRESS: Capitol  
 Park Bldg. TRANSMITTER LOCATION: Capitol  
 Park Bldg. TIME ON THE AIR: 7:00 A.M. to  
 11:00 P.M. (except Thursday—off at 7:30 P.M.)  
 Silent Sunday. NEWS SERVICE: United Press,  
 Transradio Press.

**Personnel**

President-Station Manager..... Tom Olsen  
 Sales Manager..... J. Harris Dorr  
 Program Director..... Brockett Hiley  
 Production Manager..... Theresa K. Olsen  
 News Editor..... Sam Crawford  
 Chief Engineer..... John H. Thatcher

**Coverage**

Population—Primary ..... 303,400  
 Radio Homes— " ..... 86,300

Source: Mail response analysis.

**Representative**

Burn-Smith Co.

**K W S C**

PULLMAN—EST. 1921

FREQUENCY: 1250 Kc. POWER: 5000 watts.  
 OWNED BY: State College of Wash. OPER-  
 ATED BY: State College of Wash. BUSINESS  
 ADDRESS: State College. PHONE: 6044. STU-  
 DIO ADDRESS: State College. TRANSMITTER  
 LOCATION: Pullman. TIME ON THE AIR:  
 77½ hours weekly.

**Personnel**

President..... E. O. Holland  
 Station Manager..... Kenneth E. Yeond  
 Production Director..... Allen Miller  
 Chief Engineer..... Hugo L. Libby  
 (Non-Commercial Station)

# KEVR

SEATTLE—EST. 1925

FREQUENCY: 1400 Kc. POWER: 250 watts.  
 OWNED BY: Evergreen Broadcasting Corp.  
 OPERATED BY: Evergreen Broadcasting Corp.  
 BUSINESS ADDRESS: Smith Tower. PHONE:  
 Seneca 2056. STUDIO ADDRESS: Smith Tower.  
 TRANSMITTER LOCATION: Smith Tower.  
 TIME ON THE AIR: 57 hours weekly. TRAN-  
 SCRPTION SERVICE: Standard Radio.

## Personnel

President.....Walter Wyckoff  
 Commercial Manager.....R. S. Diwnie  
 Program-Publicity Director.....A. B. Fuller  
 Chief Announcer.....J. J. Shawcroft

# KIRO

SEATTLE—EST. 1935 (1928 as KPCB)

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 710 Kc. POWER: 10,000 watts.  
 OWNED BY: Queen City Broadcasting Co.  
 OPERATED BY: Queen City Broadcasting Co.  
 BUSINESS ADDRESS: Cobb Bldg. PHONE:  
 Seneca 1500. STUDIO ADDRESS: Cobb Bldg.  
 TRANSMITTER LOCATION: Vashon Maury  
 Island, Chautauqua, Wash. TIME ON THE  
 AIR: 6:00 A.M. to 2:00 A.M. daily; Sunday,  
 7:00 A.M. to 1:00 A.M. NEWS SERVICE: Trans-  
 radio Press. TRANSCRIPTION SERVICES:  
 World Broadcasting System, Standard Radio.

## Personnel

President.....Louis K. Lear  
 Station Manager.....H. J. Quilliam  
 Assistant Business Manager...Loren B. Stone  
 Business Manager.....Loren B. Stone  
 Program Director.....Tommy Thomas  
 Sales Manager.....J. A. Morton  
 Chief Announcer.....Maurice Rider  
 Publicity Director.....Bill Mosher  
 Chief Engineer.....James Hatfield

## Coverage

	Daytime	Evening
Population—Primary	1,137,800	1,315,500
Radio Homes—"	261,300	295,303
Population—Secondary	1,033,400	1,379,600
Radio Homes—"	244,280	307,480

Source: CBS Listening Area study (based on 1000 watts).

## Representative

Free & Peters, Inc.

# KJR

SEATTLE—EST. 1921

NBC (PACIFIC COAST BLUE)  
 NORTHWEST TRIANGLE

FREQUENCY: 1000 Kc. POWER: 10000 watts.  
 OWNED BY: National Broadcasting Co. OP-  
 ERATED BY: Fisher's Blend Station, Inc.  
 BUSINESS ADDRESS: Skinner Bldg. PHONE:  
 Elliott 5890. STUDIO ADDRESS: Same.

TRANSMITTER LOCATION: 2600 26th Ave.,  
 S. W. West Waterway. TIME ON THE AIR:  
 (daily) 7:00 A.M. to 12:00 P.M. (Sunday) 8:00  
 A.M. to 11:00 P.M. NEWS SERVICE: United  
 Press. TRANSCRIPTION SERVICE: NBC  
 Thesaurus.

## Personnel

President.....O. W. Fisher  
 Station Manager.....Birt F. Fisher  
 Commercial & Advertising  
 Manager.....H. M. Feltis  
 Program Director.....W. W. Warren  
 Sales Promotion Manager...Charles A. Baillie  
 Public Relations Director.....Peter Lyman  
 Publicity Director.....Dick Keplinger  
 Chief Announcers..Homer Pope, Bennett Fisher  
 Traffic Manager.....Virginia Murray  
 Auditor.....J. B. Henley  
 Chief Engineer.....Francis Brott

## Coverage

	Daytime	Evening
Population—Primary	909,600	909,600
Radio Homes—"	213,800	213,800
Population—Secondary	118,100	118,100
Radio Homes—"	20,900	20,900

Source: Mail and field intensity surveys;  
 U. S. Census; Joint Committee.

## Representative

Edward Petry & Co., Inc.

# KÖL

SEATTLE—EST. 1922

MUTUAL—DON LEE

PACIFIC BROADCASTING CO.

FREQUENCY: 1300 Kc. POWER: 5000 watts,  
 d.; 1000 watts, n. OWNED BY: Seattle Broad-  
 casting Co. OPERATED BY: Same. BUSINESS  
 ADDRESS: Northern Life Tower. PHONE: Main  
 2312. STUDIO ADDRESS: Same. TRANSMIT-  
 TER LOCATION: 1110 West Florida. TIME  
 ON THE AIR: 6:00 A.M. to 12:00 Midnight,  
 daily; 8:00 A.M. to 11:00 P.M., Sundays. NEWS  
 SERVICE: United Press. TRANSCRIPTION  
 SERVICES: Standard Radio, Lang-Worth, C. P.  
 MacGregor.

## Personnel

Manager.....Archie Taft  
 Commercial Manager.....Oliver A. Runchey  
 Program Director.....Wheeler Smith  
 Publicity-Continuity Director.....Fair Taylor  
 Dramatic Director.....Arnold Morgan  
 Traffic Manager.....Grace Larsen  
 Musical Director.....Don Isham  
 Chief Engineer.....Perry Lind

## Coverage

	Daytime	Evening
Population—Primary	1,010,000	1,010,000
Radio Homes—"	271,010	271,010

Source: Field strength measurements and  
 mail response analysis.

## Representative

Reynolds-Fitzgerald, Inc.

# K O M O

SEATTLE—EST. 1925  
NBC (PACIFIC COAST RED)  
NORTHWEST TRIANGLE

FREQUENCY: 950 Kc. POWER: 5000 watts.  
OWNED BY: Fisher's Blend Station, Inc. OPERATED BY: Same. BUSINESS ADDRESS: Skinner Bldg. PHONE: Elliott 5890. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 2600 26th Ave., S. W. West Waterway. TIME ON THE AIR: (daily) 7:00 A.M. to 12:00 Mid-night. (Sunday) 8:00 A.M. to 11:00 P.M. TRANSCRIPTION SERVICE: NBC Thesaurus.

## Personnel

President.....O. W. Fisher  
Station Manager.....Birt F. Fisher  
Commercial & Advertising  
Manager.....H. M. Feltis  
Program Director.....W. W. Warren  
Publicity News Director.....Dick Keplinger  
Public Relations Director.....Peter Lyman  
Sales Promotion Manager.....Charles A. Bailie  
Traffic Manager.....Virginia Murray  
Auditor.....J. B. Henley  
Chief Engineer.....Francis Brott

## Coverage

	Daytime	Evening
Population—Primary	909,600	909,600
Radio Homes—"	213,800	213,800
Population—Secondary	99,900	99,900
Radio Homes—"	17,200	17,200

Source: Mail and field intensity surveys;  
U. S. Census; Joint Committee.

## Representative

Edward Petry & Co., Inc.

# K R S C

SEATTLE—EST. 1926

FREQUENCY: 1150 Kc. POWER: 1000 watts.  
OWNED BY: Radio Sales Corp. OPERATED BY: Radio Sales Corp. BUSINESS ADDRESS: 2939 Fourth St. PHONE: Main 0110. STUDIO ADDRESS: 2939 Fourth St. TRANSMITTER LOCATION: 2939 Fourth St. TIME ON THE AIR: 6:00 A.M. to 2:00 A.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Lang-Worth, C. P. MacGregor, Associated Music Publishers, Davis & Schwegler.

## Personnel

President.....P. K. Leberman  
Station Manager.....Robt. E. Priebe  
Commercial Manager.....R. C. Fuller  
Program Director.....Ted Bell  
Publicity Director.....E. B. Rivers  
Musical Director.....Jack Meves  
Chief Engineer.....George A. Freeman

## Coverage

Population—Primary ..... 735,200  
Radio Homes— " ..... 204,900  
Source: Field strength survey.

## Representative

Radio Advertising Corp.

# K T W

SEATTLE—EST. 1920

FREQUENCY: 1250 Kc. POWER: 1000 watts.  
OWNED BY: The First Presbyterian Church of Seattle. OPERATED BY: Same. BUSINESS ADDRESS: 7th & Spring Sts. PHONE: Main 4177, Main 2056. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: (Sunday) 9:30 A.M. to 10:30 P.M. (Thursday) 7:30 P.M. to 10:30 P.M. (Shares time with radio station KWSC.)

## Personnel

Pastor and Station  
Manager.....Dr. M. A. Matthews  
Chief Announcer.....Gene Freeman  
Musical Director.....Mrs. C. R. Foss  
Chief Engineer.....James S. Ross  
(Non-Commercial Station)

# K X A

SEATTLE—EST. 1928

FREQUENCY: 770 Kc. POWER: 1000 watts. OWNED BY: American Radio Telephone Co. OPERATED BY: American Radio Telephone Co. BUSINESS ADDRESS: Bigelow Bldg. PHONE: Seneca 1000-1001. STUDIO ADDRESS: Bigelow Bldg. TRANSMITTER LOCATION: S. Alaskan Way and Atlantic St. TIME ON THE AIR: 6:30 A.M. to sundown; 10:00 P.M. to 3:00 A.M. (9:00 P.M. during eastern daylight saving time). NEWS SERVICE: International News Service.

## Personnel

President.....R. F. Meggee  
Station Manager.....Florence Wallace  
Program Director.....J. Jackson Latham  
Publicity Director.....Darwin Solseth  
Chief Engineer.....Maurice M. McMullen

## Representative

Burn-Smith Co.

# K F I O

SPOKANE—EST. 1922

FREQUENCY: 1150 Kc. POWER: 100 watts.  
OWNED BY: Spokane Broadcasting Co. OPERATED BY: Spokane Broadcasting Co. BUSINESS ADDRESS: 526 Riverside Ave. PHONE: Main 3400. STUDIO ADDRESS: 526 Riverside Ave. TRANSMITTER LOCATION: 526 Riverside Ave. TIME ON THE AIR: 6:00 A.M. to local sunset. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: C. P. MacGregor, Lang-Worth.

**Personnel**

President & Manager.....Arthur L. Smith  
 Commercial Manager.....B. E. Woolston  
 Program Director.....G. Longmeier  
 Chief Announcer.....Robert Plummer  
 Chief Engineer.....C. T. Strong

**K F P Y**

**SPOKANE—EST. 1922**

COLUMBIA BROADCASTING SYSTEM  
 FREQUENCY: 920 Kc. POWER: 5000 watts.  
 OWNED BY: Symons Broadcasting Co., Inc.  
 OPERATED BY: Same. BUSINESS ADDRESS:  
 Symons Bldg. PHONE: Main 1218. STUDIO  
 ADDRESS: Same. TRANSMITTER LOCATION:  
 Route 3, Box 100. TIME ON THE AIR: (Daily)  
 6:00 A.M. to 12:05 P.M.; (Sunday) 8:00  
 A.M. to 12:05 P.M. (106½ hours weekly). NEWS  
 SERVICE: United Press. TRANSCRIPTION SER-  
 VICE: Lang-Worth, NAB Library, Standard  
 Radio, Davis & Schwegler.

**Personnel**

President.....T. W. Symons, Jr.  
 General Manager.....Arthur L. Bright  
 Program Manager.....R. W. Brazeal  
 Chief Announcer.....John L. Mallow  
 Musical Director.....James B. Clark  
 Chief Engineer.....George Langford

**Coverage**

	Daytime	Evening
Population—Primary	506,100	523,500
Radio Homes—	103,350	106,120
Population—Secondary	726,800	279,800
Radio Homes—	179,170	60,410

Source: CBS Listening Area study (based on 1000 watts).

**Representative**

The Katz Agency

**K G A**

**SPOKANE—EST. 1926**

NBC (BLUE)—NORTHWEST TRIANGLE CHAIN  
 FREQUENCY: 1510 Kc. POWER: 10000 watts.  
 OWNED BY: Louis Wasmer. OPERATED BY:  
 Louis Wasmer. BUSINESS ADDRESS: Radio  
 Central Bldg. PHONE: M 5383. STUDIO AD-  
 DRESS: Same. TRANSMITTER LOCATION:  
 Lidgewood & Rowan. TIME ON THE AIR:  
 Full Time License.

**Personnel**

Station Manager.....Louis Wasmer  
 Assistant Manager.....Harvey Wixson

**Coverage**

Population—Primary	232,700
Radio Homes—	84,600
Population—Secondary	103,200
Radio Homes—	24,900

Source: Mail response analysis.

**Representative**

Edward Petry & Company

**K H Q**

**SPOKANE—EST. 1920**

NORTHWEST TRIANGLE CHAIN

NATIONAL BROADCASTING CO.—(RED)

FREQUENCY: 590 Kc. POWER: 5000 Watts.  
 OWNED BY: Louis Wasmer, Inc. OPERATED  
 BY: Louis Wasmer, Inc. BUSINESS ADDRESS:  
 Radio Central Bldg. PHONE: M-5383. STU-  
 DIO ADDRESS: Radio Central Bldg. TRANS-  
 MITTER LOCATION: 4105 S. Regal St. TIME  
 ON THE AIR: 6:30 A.M. to 12:00 midnight;  
 Sunday, 8:00 A.M. to 12:00 midnight. NEWS  
 SERVICE: Transradio Press. TRANSCRIPTION  
 SERVICE: NBC Thesaurus and has Studio Re-  
 cording Equipment.

**Personnel**

President.....Louis Wasmer  
 Station Manager.....Harvey Wixson  
 Chief Announcer.....Harry Lantry  
 Musical Director.....Earl Shinkoskey  
 Chief Engineer.....A. G. Sparling

**Coverage**

Population—Primary	742,352
Radio Homes—	186,322

Source: Mail analysis and field strength survey.

**Representative**

Edward Petry & Co., Inc.

**K M O**

**TACOMA—EST. 1922**

MUTUAL—DON LEE NETWORK

PACIFIC BROADCASTING CO.

FREQUENCY: 1360 Kc. POWER: 5000  
 watts. OWNED BY: Carl E. Haymond.  
 OPERATED BY: Carl E. Haymond. BUSI-  
 NESS ADDRESS: 914½ Broadway. PHONE:  
 Main 4144. STUDIO ADDRESS: 914½  
 Broadway. TRANSMITTER LOCATION: 1½  
 miles east of Tacoma on Tacoma-Seattle High-  
 way. TIME ON THE AIR: 6:00 A.M. to 12:00  
 Midnight; Sunday, 8:00 A.M. to 11:00 P.M.  
 (123 hours weekly). NEWS SERVICE: United  
 Press. TRANSCRIPTION SERVICES: Lang-  
 Worth, Davis & Schwegler; C. P. MacGregor.

**Personnel**

Owner-General Manager... Carl E. Haymond  
 Station Manager.....J. A. Murphy  
 Commercial Manager.....Roscoe A. Smith  
 Traffic Manager.....Jack Clark  
 Chief Announcer.....Charles Foll  
 Musical Director.....Marion Kay  
 Auditor.....Paul F. Benton  
 Program Director.....Dick Ross  
 Chief Engineer.....Joe Kolesar

**Coverage**

Population—Primary ..... 253,235  
 Radio Homes— " ..... 73,069  
 Population—Secondary ..... 739,220  
 Radio Homes— " ..... 213,260

Source: Mail response analysis; Joint Committee.

**Representative**

John Blair & Company  
 Romig C. Fuller & Associates (Washington)

**KVI**

TACOMA—EST. 1929

COLUMBIA BROADCASTING SYSTEM  
 FREQUENCY: 570 Kc. POWER: 5000 watts.  
 OWNED BY: Puget Sound Broadcasting Co.  
 OPERATED BY: Same. BUSINESS ADDRESS:  
 W. R. Rust Bldg. PHONE: BR. 4211 (Tacoma);  
 Ma. 1171 (Seattle). STUDIO ADDRESS: W. R.  
 Rust Bldg., Tacoma; Olympic Hotel, Seattle.  
 TRANSMITTER LOCATION: Vashon Island.  
 TIME ON THE AIR: 6:00 A.M. to Midnight;  
 Sunday, 8:00 A.M. to 12:00 Midnight (124 hours  
 weekly). NEWSPAPER AFFILIATION: Tacoma  
 News Tribune. NEWS SERVICE: Associated  
 Press (non-commercial). TRANSCRIPTION SER-  
 VICE: C. P. MacGregor.

**Personnel**

President & Station  
 Manager ..... Vernice Irwin  
 Commercial Manager ..... Earl T. Irwin  
 Sales Promotion Director ..... Elvin E. Evans  
 Program Director ..... Dorothy Doernbecher  
 Publicity Director ..... Vincent Daniel  
 Traffic Manager ..... Louise Receconi  
 Musical Director ..... Jane Powers  
 Chief Engineer ..... William Haase

**Coverage**

	Daytime	Evening
Population—Primary	1,327,500	980,900
Radio Homes— "	300,380	231,530
Population—Secondary	1,650,100	1,262,000
Radio Homes— "	358,800	282,420

Source: CBS Listening Study (based on 1,000 watts).

**Representative**

George P. Hollingbery Co.

**KVAN**

VANCOUVER—EST. 1939

FREQUENCY: 910 Kc. POWER: 250 watts.  
 OWNED BY: Vancouver Radio Corp. OP-  
 ERATED BY: Same. BUSINESS ADDRESS:  
 Evergreen Hotel. PHONE: 150, 771. STUDIO  
 ADDRESS: Evergreen Hotel. TRANSMITTER  
 LOCATION: 2915 Fruit Valley Road. TIME ON  
 THE AIR: Daytime License. NEWSPAPER AF-  
 FILIATION: Clark County Sun, Vancouver Sun.  
 NEWS SERVICE: United Press. TRANSCRIP-  
 TION SERVICE: Standard Radio.

**Personnel**

President-General Manager . . . . . Walter L. Read  
 Vice-President . . . . . D. Elwood Caples  
 Commercial Manager . . . . . S. W. McReady  
 Chief Engineer . . . . . Paul W. Spargo

**Coverage**

Population—Primary ..... 420,000  
 Radio Homes— " ..... 114,250  
 Population—Secondary ..... 600,000  
 Radio Homes— " ..... 196,423

Source: Field intensity survey.

**KUJ**

WALLA WALLA—EST. 1928

FREQUENCY: 1420 Kc. POWER: 1000  
 watts. OWNED BY: KUJ, Inc. OPERATED  
 BY: KUJ, Inc. BUSINESS ADDRESS:  
 2nd and Rose Sts. PHONE: 1230. STUDIO  
 ADDRESS: 2nd and Rose Sts. TRANSMITTER  
 LOCATION: 2nd and Rose Sts. (C.P. U. S.  
 Highway No. 410 and Sudbury Rd.). TIME ON  
 THE AIR: 6:30 A.M. to 10:00 P.M. NEWS SER-  
 VICE: United Press. TRANSCRIPTION SER-  
 VICE: World Broadcasting System, Lang-  
 Worth, Associated.

**Personnel**

President and General  
 Manager . . . . . H. E. Studebaker  
 Assistant General Manager . . . . . G. S. Studebaker  
 Commercial Director . . . . . Jerry Jensen  
 Advertising Director . . . . . Norval Arnes  
 Publicity Director . . . . . Birney Blair  
 Chief Announcer . . . . . Jimmie Nolan  
 Musical Director . . . . . Roy Dorr  
 Chief Engineer . . . . . Milton MacLafferty

**Coverage**

	Daytime	Evening
Population—Primary	60,000	100,000
Radio Homes— "	22,500	37,000
Population—Secondary	110,000	150,000
Radio Homes— "	35,000	67,000

Source: Field intensity survey; U. S. Cen-  
 sus (based on 1000 watts).

**Representative**

John Blair & Co.

**KPQ**

WENATCHEE—EST. 1930

MUTUAL—DON LEE BROADCASTING  
 COMPANY

PACIFIC BROADCASTING CO.  
 FREQUENCY: 1490 Kc. POWER: 250 watts.  
 OWNED BY: Wescoast Broadcasting Co. OP-  
 ERATED BY: Wescoast Broadcasting Co.  
 BUSINESS ADDRESS: KPQ Bldg. PHONE: 45  
 and 875. STUDIO ADDRESS: KPQ Bldg. TIME  
 ON THE AIR: 6:30 A.M. to 11:00 P.M. (Daily);  
 9:00 A.M. to 11:15 P.M. (Sunday). NEWS SER-  
 VICE: Transradio Press.

**Personnel**

President ..... Rogan Jones  
 Station and Commercial  
 Manager ..... Cole Wylie  
 Chief Announcer..... Pat Hayes  
 Chief Engineer..... E. E. Wylie

**Coverage**

Population—Primary ..... 74,500  
 Radio Homes— " ..... 19,000  
 Source: Mail response analysis.

**KIT**

YAKIMA—EST. 1929

MUTUAL—DON LEE BROADCASTING  
 SYSTEM

PACIFIC BROADCASTING CO.

FREQUENCY: 1280 Kc. POWER: 1000 watts.  
 OWNED BY: Carl E. Haymond. OPERATED  
 BY: Carl B. Haymond. BUSINESS ADDRESS:  
 414 E. Yakima Ave. PHONE: 8115, 8116.  
 STUDIO ADDRESS: 414 E. Yakima Ave.  
 TRANSMITTER LOCATION: Old Town, Wash.

TIME ON THE AIR: 6:00 A.M. to 12:00 Mid-  
 night; Sunday, 8:00 A.M. to 12:00 Midnight  
 (124 hours weekly). NEWS SERVICE: United  
 Press. TRANSCRIPTION SERVICES: Lang-  
 Worth, Davis & Schwegler.

**Personnel**

President..... Carl E. Haymond  
 Resident Station Manager..... J. A. Murphy  
 Commercial and Sales Promotion Manager,  
 Harrison A. Miller  
 Program Director..... William Murphy  
 Publicity Director..... P. W. Wick  
 Chief Announcer..... Charles Foster  
 Musical Director..... Maryalce Adkins  
 Chief Engineer..... H. B. Murphy

**Coverage**

	Daytime	Evening
Population .....	210,000	168,900
Radio Homes .....	49,875	40,536

Source: Mail response analysis; 1940 U. S.  
 Census.

**Representative**

John Blair & Company

**WEST VIRGINIA**

Population 1,901,974

Number of Radio Homes 336,670

Number of Families 445,686

Auto Registrations 295,510

*For 1940 Census data, please turn to page 285*

**WJLS**

BECKLEY—EST. 1939

FREQUENCY: 1240 Kc. POWER: 250 watts.  
 OWNED BY: Joe L. Smith Jr. OPERATED BY:  
 Joe L. Smith Jr. BUSINESS ADDRESS: WJLS  
 Bldg., Main St. PHONE: 2700. STUDIO AD-  
 DRESS: Same. TRANSMITTER LOCATION:  
 Teel Road. TIME ON THE AIR: 6:00 A.M. to  
 10:00 P.M., daily; 9:00 A.M. to 8:30 P.M.,  
 Sunday (107½ hours weekly). NEWS SER-  
 VICE: Transradio Press, United Press. TRAN-  
 SCRPTION SERVICE: NBC Thesaurus, Davis  
 & Schwegler.

**Personnel**

Station Manager..... Joe L. Smith Jr.  
 Assistant Manager..... Charles Armentrout  
 Program Director..... Kathryn Riddick  
 Chief Announcer..... Jay O'Reilly  
 Auditor..... V. Z. Cooper  
 Continuity Director..... James Burke  
 Chief Engineer..... Al Ginkle

**Coverage**

	Daytime	Evening
Population—Primary ....	217,394	176,237
Radio Homes— " .....	40,470	32,890
Population—Secondary ..	234,922	102,717
Radio Homes— " .....	43,610	19,410

Source: 1930 U. S. Census; Joint Committee.

**Representative**

Associated Radio Sales

**WHIS**

BLUEFIELD—EST. 1928

FREQUENCY: 1440 Kc. POWER: 1000 watts,  
 d.; 500 watts, n. OWNED BY: Daily Tele-  
 graph Printing Co. OPERATED BY: Daily  
 Telegraph Printing Co. BUSINESS ADDRESS:  
 621 Commerce St., Bodell Bldg. STUDIO AD-  
 DRESS: Same. TRANSMITTER LOCATION:  
 Harry Heights. TIME ON THE AIR: 5:00 A.M.  
 to 11:00 P.M. NEWSPAPER AFFILIATION:  
 Bluefield Daily Telegraph, Sunset News. NEWS  
 SERVICE: Associated Press. TRANSCRIPTION  
 SERVICE: World Broadcasting System, Lang-  
 Worth. MAINTAINS ARTISTS' BUREAU.

**Personnel**

President..... H. I. Shott  
 Manager..... J. Lindsey Alley  
 Program Director..... Stuart Odell  
 Production Manager..... Barnes Nash  
 Artists' Bureau Head..... Melvin Barnett  
 Publicity Director..... Bill Blake  
 Chief Announcer..... James Clark  
 Musical Director..... Gibson Morrissey  
 Chief Engineer..... P. T. Flanagan

**Coverage**

Population—Primary .....	559,295
Radio Homes— " .....	97,560
Population—Secondary .....	321,610
Radio Homes— " .....	51,550

Source: Mail response analysis.

**Representative**

The Katz Agency

**W C H S**

**CHARLESTON—EST. 1927**  
CBS—WEST VIRGINIA NETWORK

FREQUENCY: 580 Kc. POWER: 5000 watts. OWNED BY: John A. Kennedy. OPERATED BY: Howard L. Chernoff, Station Manager. BUSINESS ADDRESS: 1016 Lee St. PHONE: 28-131-2-3-4. STUDIO ADDRESS: 1016 Lee St. TRANSMITTER LOCATION: Kanawha Country Club Road. TIME ON THE AIR: 5:30 A.M. to 1:00 A.M. NEWS SERVICE: United Press, Associated Press. TRANSCRIPTION SERVICE: World Broadcasting System.

**Personnel**

President.....John A. Kennedy  
Managing Director.....Howard L. Chernoff  
Technical Advisor.....Odes E. Robinson  
Program Director.....James C. Keeffe  
Local Commercial Mgr.....H. C. Wright

**Coverage**

	Daytime	Evening
Population—Primary ....	1,186,628	*140,670
Radio Homes— " .....	244,986	142,230
Population—Secondary .	580,805	*168,794
Radio Homes— " .....	131,737	163,700

\* Families.

Source: Department of Commerce.

**Representative**

The Branham Co.

**W G K V**

**CHARLESTON—EST. 1939**  
NATIONAL BROADCASTING CO.

FREQUENCY: 1490 Kc. POWER: 250 watts. OWNED BY: Kanawha Valley Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 1016 Lee St. PHONE: 37-541. STUDIO ADDRESS: 1016 Lee St. TRANSMITTER LOCATION: Coal Branch Heights. TIME ON THE AIR: 7:00 A.M. to 12:00 Midnight, daily; 8:00 A.M. to 12:00 Midnight, Sundays (118 hours weekly). NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Associated Music Publishers.

**Personnel**

President.....W. A. Carroll  
Managing Director.....R. F. Sowers  
Sales Promotion Manager...Charles Williams  
Production Manager.....J. B. Matthews  
Chief Announcer.....Alloy Gerard

**W B L K**

**CLARKSBURG—EST. 1937**  
NATIONAL BROADCASTING CO.  
THE WEST VIRGINIA NETWORK

FREQUENCY: 1400 Kc. POWER: 250 watts. OWNED BY: The Exponent Company. OPERATED BY: Same. BUSINESS ADDRESS: 444½ West Pike St. PHONE: 3040. STUDIO ADDRESS: 444½ West Pike St. TRANSMITTER LOCATION: Glen Elk, Clarksburg. TIME ON THE AIR: 7:00 A.M. to 12:00 Midnight; Sunday, 8:00 A.M. to 12:00 Midnight. NEWS-PAPER AFFILIATION: The Clarksburg Exponent. NEWS SERVICE: United Press, Associated Press. TRANSCRIPTION SERVICE: World Broadcasting System.

**Personnel**

President.....John A. Kennedy  
General Manager.....G. C. Blackwell  
Program-Musical Director....Don McWhorter  
Chief Announcer.....Charles T. Snowdon  
Bookkeeper.....Joy Wilfong  
Chief Engineer.....C. S. Clemans

**Coverage**

Population—Primary .....	*51,136
Radio Homes— " .....	49,520
Population—Secondary .....	*45,242
Radio Homes— " .....	42,050

\* Families.

Source: U. S. Census.

**Representative**

The Branham Co.

**W M M N**

**FAIRMONT—EST. 1928**

COLUMBIA BROADCASTING SYSTEM  
FREQUENCY: 920 Kc. POWER: 5000 watts. OWNED BY: Monongahela Valley Broadcasting Co. OPERATED BY: Monongahela Valley Broadcasting Co. BUSINESS ADDRESS: 208 Adams St. PHONE: 3100. STUDIO ADDRESS: 208 Adams St. TRANSMITTER LOCATION: Monongah. TIME ON THE AIR: 3:00 A.M. to 12:00 Midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio, Davis & Schwegler. MAINTAINS ARTISTS' BUREAU.

**Personnel**

President.....George B. Storer  
Station & Sales Manager.....O. J. Kelchner  
Office Manager.....R. C. Warden  
Program Manager & Chief  
Announcer.....Howard Wolfe  
Production Manager.....Joe Edison  
Continuity Editor.....C. Swiger  
Publicity Director.....Pat Moran  
Musical Director.....Henry Gruner  
Chief Engineer.....Roy Heck

**Coverage**

	Daytime	Evening
Population—Primary . . . . .	1,235,500	763,000
Radio Homes— " . . . . .	258,190	163,240
Population—Secondary . . . . .	1,142,500	690,762
Radio Homes— " . . . . .	241,260	152,670

Source: Sales Management.

**Representative**

John Blair & Company

**W S A Z**

HUNTINGTON—EST. 1927

WEST VIRGINIA NETWORK

FREQUENCY: 930 Kc. POWER: 1000 Watts. OWNED BY: WSAZ, Inc. OPERATED BY: WSAZ, Inc. BUSINESS ADDRESS: 929½ 4th Ave. PHONE: 4106. STUDIO ADDRESS: 929½ 4th Ave. TRANSMITTER LOCATION: Burlington, Ohio. TIME ON THE AIR: Unlimited license. NEWSPAPER AFFILIATION: Huntington Herald-Dispatch, Huntington Advertiser. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

**Personnel**

President and General

Manager . . . . . John A. Kennedy  
 Commercial Manager . . . . . Mike Layman  
 Program Director . . . . . William J. Adams  
 Chief Announcer . . . . . Bob Drexler  
 Musical Director . . . . . Frank Knutti  
 Chief Engineer . . . . . Russell Banks

**Coverage**

Population—Primary . . . . .	909,961
Radio Homes— " . . . . .	184,766
Population—Secondary . . . . .	1,363,610
Radio Homes— " . . . . .	604,904

Source: Station survey; Chamber of Commerce.

**W L O G**

LOGAN—EST. 1940

FREQUENCY: 1230 Kc. POWER: 250 watts. OWNED BY: Clarence H. Frey and Robert O. Greever. OPERATED BY: Clarence H. Frey and Robert O. Greever. BUSINESS ADDRESS: Logan. STUDIO ADDRESS: Kanada St. PHONE: 761. TRANSMITTER LOCATION: Kanada St. TIME ON THE AIR: 7:00 A.M. to 10:00 P.M. (102 hours weekly). NEWSPAPER AFFILIATION: Logan Banner. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio. MAINTAINS ARTISTS' BUREAU.

**Personnel**

President . . . . . Clarence H. Frey  
 General Manager . . . . . C. E. Vann  
 Commercial and Sales Promotion Manager  
 Chief Announcer . . . . . Fred Parsons  
 Musical Director and Director of

Women's Programs . . . . . Quinnelle Vann  
 Chief Engineer . . . . . Bernard H. Bopp

**Coverage**

Population—Primary . . . . .	67,756
Radio Homes— " . . . . .	10,870

Source: Mail response survey.

**W A J R**

MORGANTOWN—EST. 1940

FREQUENCY: 1230 Kc. POWER: 250 watts. OWNED BY: West Virginia Radio Corp. OPERATED BY: West Virginia Radio Corp. BUSINESS ADDRESS: 440-446 Spruce St. PHONE: 9488. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Charleston Ave. and Summers St. TIME ON THE AIR: 6:00 A.M. to 11:00 P.M. NEWSPAPER AFFILIATION: Morgantown Dominion-News and Post. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

**Personnel**

President . . . . . H. C. Greer  
 Station Manager . . . . . C. H. Murphey  
 Program Director . . . . . Jon Goerss  
 Musical Director . . . . . Elsie Thomas  
 Chief Engineer . . . . . R. C. Spence

**W P A R**

PARKERSBURG—EST. 1935

CBS—WEST VIRGINIA NETWORK

FREQUENCY: 1450 Kc. POWER: 250 watts. OWNED BY: Ohio Valley Broadcasting Corp. OPERATED BY: Ohio Valley Broadcasting Corp. BUSINESS ADDRESS: Grinter Bldg. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Gihon Road, S. Parkersburg. TIME ON THE AIR: 7:00 a.m. to 11:05 p.m., daily; 9:00 a.m. to 11:05 p.m., Sundays. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

**Personnel**

President . . . . . John A. Kennedy  
 Station Manager . . . . . Abe Rauch  
 Commercial Manager . . . . . Audra Archer  
 Sales Manager . . . . . Roland Marshall  
 Program Director . . . . . Carl Loose  
 Musical Director . . . . . Sarah L. Heermans Heck  
 Chief Engineer . . . . . William Sodaro

**Coverage**

	Daytime	Evening
Population—Primary* . . . . .	33,915	31,575
Radio Homes— " . . . . .	32,380	30,250
Population—Secondary* . . . . .	125,086	82,909
Radio Homes— " . . . . .	119,250	79,870

\* Families.

Source: Joint Committee.

**Representative**

The Branham Co.



**W B R W**

WELCH—EST. 1940

FREQUENCY: 1340 Kc. POWER: 250 watts. OWNED BY: McDowell Service Co. OPERATED BY: McDowell Service Co. BUSINESS ADDRESS: 10 Riverside. PHONE: 818. STUDIO ADDRESS: 10 Riverside. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 110 hours weekly. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NBC The-saurus.

**Personnel**

President ..... J. W. Blakely  
 Station Manager..... Harold McWhorter  
 Program-Musical Director..... Joe J. Herget  
 Production Manager-Chief Announcer,  
 Gordon Redding  
 Publicity Director..... Harold Haught  
 Chief Engineers... Tom Phillips, George Yazell

**Coverage**

Population ..... 117,536\*  
 \*Radio equipped population.  
 Source: Station survey.

**W K W K \***

WHEELING—EST. 1941

FREQUENCY: 1370 Kc. POWER: 100 watts. OWNED BY: Community Broadcasting, Inc. OPERATED BY: Community Broadcasting, Inc. BUSINESS ADDRESS: Wheeling. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Unlimited license.

**Personnel**

President..... Joe L. Smith  
 Vice-President..... Mary E. Meadows  
 Secretary-Treasurer..... Hulett C. Smith  
 \*Station was licensed to operate under a construction permit at time of going to press and no further information was available.

**W W V A**

WHEELING—EST. 1926

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1170 Kc. POWER: 50000 watts. OWNED BY: West Virginia Broadcasting Corp. OPERATED BY: West Virginia Broadcasting Corp. BUSINESS ADDRESS: Hawley Bldg. PHONE: Wheeling 5383. STUDIO ADDRESS: Hawley Bldg. TRANSMITTER LOCATION: Near West Liberty. TIME ON THE AIR: 5:30 A.M. to between 8:30 P.M. and 2:00 A.M. daily; 7:00 A.M. to between 9:00 P.M. and 2:00 A.M.,

Sundays. NEWSPAPER AFFILIATION: Greater Wheeling Home Talk. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC The-saurus, Lang-Worth.

**Personnel**

President..... George B. Storer  
 Managing Director..... George W. Smith  
 Production Manager..... Paul J. Miller  
 Program Director..... William L. Thomas  
 Chief Engineer..... Glenn G. Boudy

**Coverage**

	Daytime	Evening
Population—Primary .....	3,051,400	1,356,400
Radio Homes— " .....	523,310	238,740
Population—Secondary ..	6,145,300	4,537,100
Radio Homes— " .....	1,272,800	890,450

Source: Columbia Listening Area Study.

**Representative**

John Blair & Company

**W B T H**

WILLIAMSON—EST. 1939

FREQUENCY: 1400 Kc. POWER: 250 watts. OWNED BY: Williamson Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: Mountaineer Hotel Bldg. PHONE: 1241. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 104 hours weekly. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio. MAIN-TAINS ARTISTS' BUREAU.

**Personnel**

President..... G. W. Taylor  
 Station Manager..... Combs Blanford, Sr.  
 Program Director-Artists' Bureau Head,  
 Eddie Wikehart  
 Publicity Director-Chief Announcer,  
 Mark Williams  
 Sales Promotion Manager..... R. Taylor  
 Office Manager..... Alice Shein  
 Special Events Director..... H. Rhodes  
 Musical Director..... Freda Wikehart  
 Chief Engineer..... J. Francke Fox, Jr.

**Coverage**

	Daytime	Evening
Population—Primary .....	85,700	25,140
Radio Homes— " .....	16,800	6,250
Population—Secondary ..	135,150	28,300
Radio Homes— " .....	27,330	7,100

Source: Station estimate; 1930 U. S. Census.

# WISCONSIN

Population 3,137,587

Number of Radio Homes 687,320

Number of Families 823,929

Auto Registrations 832,780

For 1940 Census data, please turn to page 286

## W H B Y

APPLETON—EST. 1925

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1230 Kc. POWER: 250 watts.

OWNED BY: WHBY, Inc. OPERATED BY:

WHBY, Inc., subsidiary of St. Norbert College.

BUSINESS ADDRESS: Bellin Bldg., Green Bay,

Wisc. and Grand Chute Island, Appleton.

STUDIO ADDRESS: Grand Chute Island.

PHONE: Appleton 1161. TRANSMITTER LO-

CATION: Grand Chute Island. TIME ON THE

AIR: 8:00 a.m. to 9:30 p.m. MAINTAINS ART-

ISTS' BUREAU. NEWS SERVICE: United Press.

TRANSCRIPTION SERVICE: World Broadcast-

ing System, Standard Radio.

### Personnel

Managing Director.....Rev. James A. Wagner

Sales Manager.....Haydn R. Evans

Commercial Manager.....J. L. Gallagher

Chief Engineer.....George Merkle

### Coverage

Population—Primary ..... 200,000

Radio Homes— " ..... 45,000

Population—Secondary ..... 370,000

Radio Homes— " ..... 79,000

Source: CBS Listening Area Study.

### Representative

Reynolds-Fitzgerald, Inc.

## W A T W

ASHLAND—EST. 1940

ARROWHEAD BROADCASTING SYSTEM

WJMS-WATW LINE

FREQUENCY: 1400 Kc. POWER: 250 watts.

OWNED BY: WJMS, Inc. OPERATED BY: Up-

per Michigan-Wisconsin Broadcasting Co., Inc.

BUSINESS ADDRESS: Northern State Bank

Bldg. PHONE: 1420. STUDIO ADDRESS: North-

ern State Bank Bldg. TRANSMITTER LOCA-

TION: 1½ miles south of Ashland on Highway

No. 13. TIME ON THE AIR: 7:00 A.M. to 10:00

P.M.; Sunday, 10:00 A.M. to 6:00 P.M. NEWS

SERVICE: United Press. TRANSCRIPTION

SERVICE: Standard Radio.

### Personnel

Vice President-General Manager,

Noel C. Ruddell

Commercial Manager.....John D. Hubbard, Jr.

Program Director.....Ruth Wright

Chief Engineer.....R. L. Johnson

### Coverage

	Daytime	Evening
Population—Primary . . . . .	50,000	40,000
Radio Homes— " . . . . .	12,500	10,000
Population—Secondary . . . . .	18,000	15,000
Radio Homes— " . . . . .	5,000	4,000

Source: Mail response analysis; U. S. Census.

### Representative

Bogner & Martin

## W E A U

EAU CLAIRE

FREQUENCY: 1070 Kc. POWER: 5000 watts,

d.; 1000 watts, n. OWNED BY: Central Broad-

casting Co. OPERATED BY: Central Broad-

casting Co. BUSINESS ADDRESS: 203 S. Bar-

stow St. PHONE: 6149. STUDIO ADDRESS:

Same. TRANSMITTER LOCATION: 26th and

Crescent. TIME ON THE AIR: 6:00 A.M. to

Los Angeles sunset. NEWSPAPER AFFILIA-

TION: Superior Evening Telegram, Eau Claire

Leader. NEWS SERVICE: United Press. TRAN-

SCRIPTION SERVICE: World Broadcasting Sys-

tem, C. P. MacGregor.

### Personnel

President.....W. C. Bridges

Manager.....John J. Stack

Chief Announcer.....James J. Hulwi

Chief Engineer.....Charles B. Persons

### Coverage

	Daytime
Population—Primary . . . . .	600,000
Radio Homes— " . . . . .	50,000

Source: Station Survey.

### Representative

George P. Hollingbery Co.

## K F I Z

FOND-DU-LAC—EST. 1922

FREQUENCY: 1450 Kc. POWER: 250 watts.

OWNED BY: Reporter Printing Co. OP-

ERATED BY: Reporter Printing Co. BUSINESS

ADDRESS: 18 W. 1st St. PHONE: 356. STUDIO

ADDRESS: 18 W. 1st St. TRANSMITTER LO-

CATION: 18 W. 1st St. TIME ON THE AIR:

8:00 A.M. to 10:00 P.M.; Sunday, 6:00 A.M.

to 7:00 P.M. NEWSPAPER AFFILIATIONS:

Fond-du-Lac Commonwealth Reporter. NEWS

SERVICE: United Press. TRANSCRIPTION SER-

VICE: Standard Radio.

**Personnel**

President ..... A. H. Lange  
 Station Manager..... Lucille Fairbanks  
 Sales ..... William E. O'Brien  
 Chief Announcer..... Don Marshall  
 Chief Engineer..... Wendell S. Meyers

**Coverage**

Population—Primary ..... 259,266  
 Radio Homes— " ..... 49,750

Source: Mail response analysis; Joint Committee.

**W T A Q**

**GREEN BAY—EST. 1922**

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1360 Kc. POWER: 5000 watts.  
 OWNED BY: WHBY, Inc. OPERATED BY: WHBY, Inc., subsidiary of St. Norbert College.  
 BUSINESS ADDRESS: Bellin Bldg. PHONE: Adams 1, Adams 2. STUDIO ADDRESS: Bellin Bldg. TRANSMITTER LOCATION: W. De Pere. TIME ON THE AIR: 6:00 A.M. to 12:00 Midnight; Sunday, 8:00 A.M. to 12:00 Midnight (124 hours weekly). MAINTAINS ARTISTS' BUREAU. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

**Personnel**

President..... Rev. James A. Wagner  
 Station Manager..... Haydn R. Evans  
 Sales Manager..... Bill Hines  
 Commercial Manager..... Val Schneider  
 Program Director..... Al Michel  
 Production Manager..... Johnnie Olson  
 Artists' Bureau Head..... D. E. Lent  
 Chief Announcer..... Stan Stewart  
 Musical Director..... Herman Daumler  
 Chief Engineer..... Wallace J. Stangel

**Coverage**

Population ..... 548,422  
 Radio Homes ..... 108,290

Source: CBS Listening Area Study.

**Representative**

Reynolds-Fitzgerald, Inc.

**W C L O**

**JANESVILLE—EST. 1930**

FREQUENCY: 1230 Kc. POWER: 250 watts.  
 OWNED BY: Gazette Printing Co. OPERATED BY: Same. BUSINESS ADDRESS: 200 E. Milwaukee St. PHONE: 2500. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 3843 Oakhill Ave. TIME ON THE AIR: 16 hours daily. NEWSPAPER AFFILIATION: The Janesville Daily Gazette. NEWS SERVICE: Associated Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Standard Radio.

**Personnel**

President ..... Sidney H. Bliss  
 General Manager..... James F. Kyle  
 Sales Promotion Manager, Charles W. Brannen

Production Manager..... Lyell Ludwig  
 Publicity Director..... Paul Ruhle  
 Program Director-Chief Engineer..... Hester Kyler

**Coverage**

	Daytime	Evening
Population—Primary ....	61,081	61,081
Population—Secondary ..	280,000	280,000

Source: Department of Commerce.

**W K B H**

**LA CROSSE—EST. 1923**

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1410 Kc. POWER: 5000 watts.  
 OWNED BY: WKBH, Inc. OPERATED BY: WKBH, Inc. BUSINESS ADDRESS: Radio Building, 409 Main St. PHONE: 450. STUDIO ADDRESS: Radio Building, 409 Main St. TRANSMITTER LOCATION: R.F.D., La Crosse. TIME ON THE AIR: 120 hours weekly. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System, Standard Radio.

**Personnel**

President and Station  
 Manager..... Otto M. Schlachach  
 Commercial Manager..... Ed Cunniff  
 Chief Announcer..... Ray Plamadore  
 Program Director..... Bernice Callaway  
 Musical Director..... Gene Mendez  
 Chief Engineer..... Al Leeman

**Coverage**

	Daytime	Evening
Population—Primary ....	259,800	209,900
Radio Homes— " .....	53,440	49,990
Population—Secondary ..	587,500	646,400
Radio Homes— " .....	116,630	132,470

Source: CBS Listening Area Study.

**Representative**

Howard H. Wilson Co.

**W H A**

**MADISON—EST. 1917 (as 9XM)  
 1922 (as WHA)**

FREQUENCY: 970 Kc. POWER: 5000 watts.  
 OWNED BY: University of Wisconsin. OPERATED BY: University of Wisconsin. BUSINESS ADDRESS: Madison. PHONE: Badger 580. STUDIO ADDRESS: Radio Hall, U. of W. Campus. TRANSMITTER LOCATION: Fish Hatchery Road. TIME ON THE AIR: 8:00 A.M. to local sunset.

**Personnel**

Director..... H. B. McCarty  
 Program Director..... William G. Harley  
 Production Manager..... Gerald Gartell  
 Script Editor..... Joyce Jaeger  
 Public Relations Director..... H. A. Engel  
 Musical Director..... Frederick Fuller  
 Chief Operator..... John Stuehl  
 (Non-Commercial Station)

# W I B A

MADISON—EST. 1924

NBC (Red and Blue)

FREQUENCY: 1310 Kc. POWER: 5000 watts. OWNED BY: Badger Broadcasting Co. OPERATED BY: Badger Broadcasting Co. BUSINESS ADDRESS: 110 East Main St. PHONE: Fairchild 8800. STUDIO ADDRESS: 110 East Main St. TRANSMITTER LOCATION: Rt. 5, Madison. TIME ON THE AIR: 6:30 A.M. to Midnight. NEWSPAPER AFFILIATIONS: The Capital Times, Wisconsin State Journal. NEWS SERVICE: United Press. TRANSCRIPTION SERVICES: World Broadcasting System, NBC Thesaurus.

## Personnel

President.....William T. Evjue  
 Secretary-Treasurer.....Tom C. Bowden  
 Vice-President.....A. M. Brayton  
 Business Manager.....W. E. Walker  
 Program Manager & Publicity  
 Director.....K. F. Schmitt  
 Musical Director.....Leon Perssion  
 Chief Engineer.....Norman Hahn

## Coverage

	Daytime	Evening
Population—Primary	577,400	129,900
Radio Homes—	134,280	30,250
Population—Secondary	950,000	250,000
Radio Homes—	221,000	58,100

Source: Field intensity survey; U. S. Census.

## Representative

Reynolds-Fitzgerald, Inc.

# W O M T

MANITOWOC—EST. 1926

FREQUENCY: 1240 Kc. POWER: 250 watts. OWNED BY: Francis M. Kadow. OPERATED BY: Same. BUSINESS ADDRESS: Radio Bldg. PHONE: 167-400W. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 11110 Washington St. TIME ON THE AIR: 6:57 A.M. to 9:30 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

## Personnel

General Manager.....F. M. Kadow  
 Commercial Manager.....Arthur Blake  
 Program Director.....Fred Hessler  
 Chief Engineer.....W. F. Dubin

## Coverage

	Daytime	Evening
Population—Primary	125,000	125,000
Radio Homes—	36,000	36,000
Population—Secondary	40,000	.....
Radio Homes—	8,000	.....

Source: U. S. Census.

# W M A M

MARINETTE—EST. 1939

FREQUENCY: 570 Kc. POWER: 250 watts. OWNED BY: M. & M. Broadcasting Co. OPERATED BY: M. & M. Broadcasting Co. BUSINESS ADDRESS: 400 Wells St. PHONE: 570. STUDIO ADDRESS: 400 Wells St. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Sunrise to local sunset, daily; 7:00 A.M. to local sunset, Sundays (77 hours weekly). NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Associated Music Publishers.

## Personnel

President.....W. E. Walker  
 General Manager.....M. F. Chapin  
 Program-Musical Director.....P. F. Skinner  
 Chief Announcer.....Howard Emich  
 Chief Engineer.....Werner Schwartz

## Coverage

Population—Primary	179,690
Radio Homes—	35,090

Source: Station estimate.

## Representative

Reynolds-Fitzgerald, Inc.

# W I G M \*

MEDFORD—EST. 1941

FREQUENCY: 1500 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: George F. Meyer. OPERATED BY: George F. Meyer. BUSINESS ADDRESS: Medford. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Unlimited license.

## Personnel

Owner.....George F. Meyer  
 Station Manager.....Waldemar C. Porsow  
 Chief Engineer.....Nathan Williams

\*Station was licensed to operate under a construction permit at time of going to press and reported that operations would not be started until May, 1941.

# W E M P

MILWAUKEE—EST. 1935

WISCONSIN BROADCASTING SYSTEM

FREQUENCY: 1340 Kc. POWER: 250 watts. OWNED BY Milwaukee Broadcasting Co. OPERATED BY: Milwaukee Broadcasting Co. BUSINESS ADDRESS: 710 N. Plankinton. PHONE: Marquette 7722. STUDIO ADDRESS: 710 N. Plankinton Ave. TRANSMITTER LOCATION: 710 N. Plankinton Ave. TIME ON THE AIR: 6:30 A.M. to 12:00 Midnight (122 hours weekly). NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NAB Library.

## Personnel

President.....Glenn D. Roberts  
 Station Manager.....C. J. Lanphier  
 Program Director.....Chas. La Force

• • • **WISCONSIN** • • •

Sales Manager.....Ben Wolf  
 Chief Announcer.....Fahey Flynn  
 Publicity Director.....Conrad Rice  
 Musical Director.....Florence Betty-Kelly  
 Chief Engineer.....Raymond Host

**Coverage**

Population—Primary ..... 861,236  
 Radio Homes— " ..... 170,490  
 Population—Secondary ..... 53,524  
 Radio Homes— " ..... 24,540

Source: Field intensity survey; U. S. Census.

**Representative**

Furgason & Walker, Inc.  
 (Wisconsin Broadcasting System only).

**W I S N**

**MILWAUKEE—EST. 1922**

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1150 Kc. POWER: 5000 watts.  
 OWNED BY: Heart Radio, Inc. OPERATED BY:  
 Hearst Radio, Inc. BUSINESS ADDRESS: 123 W.  
 Michigan. PHONE: DAty 3900. STUDIO AD-  
 DRESS: 123 W. Michigan. TRANSMITTER LO-  
 CATION: Public Service Bldg. TIME ON THE  
 AIR: 6:00 A.M. to 12:00 Midnight; Sunday,  
 7:30 A.M. to 12:00 Midnight. NEWSPAPER  
 AFFILIATIONS: Milwaukee Sentinel, Sunday

News-Sentinel. NEWS SERVICE: International  
 News Service. TRANSCRIPTION SERVICE:  
 World Broadcasting System. MAINTAINS ART-  
 ISTS' BUREAU.

**Personnel**

Station Manager.....G. W. Grignon  
 Sales Promotion Manager....Hugh O'Malley  
 Program Director.....Woods Dreyfus  
 Chief Announcer.....Alan Hale  
 Musical Director.....E. Krebs  
 Chief Engineer.....D. A. Weller

**Coverage**

	Daytime	Evening
Population—Primary ....	1,250,000	800,000
Radio Homes— " ....	250,000	160,000
Population—Secondary ..	1,500,000	1,000,000
Radio Homes— " ..	300,000	200,000

Source: Station survey.

**Representative**

International Radio Sales

**W T M J**

**MILWAUKEE—EST. 1927**

NATIONAL BROADCASTING CO.

FREQUENCY: 620 Kc. POWER: 5000 watts.  
 OWNED BY: The Journal Company. OPER-  
 ATED BY: The Milwaukee Journal. BUSINESS

**5,000 WATTS**  
**DAY AND NIGHT**

*Awarded*

**WISN**

**M I L W A U K E E**

FIVE TIMES MORE POWER      TWENTY TIMES MORE POWER

*Day Time*

*Night Time*

**CONTRACT NOW FOR WISN TIME**  
**AT PRESENT LOW RATES!**

*Represented by*

**INTERNATIONAL RADIO SALES**

ADDRESS: 333 West State St. PHONE: Marquette 6000. STUDIO ADDRESS: 333 W. State St. TRANSMITTER LOCATION: 12 miles west of Milwaukee on Blue Mound Road. TIME ON THE AIR: 6:00 A.M. to 12:00 Midnight. NEWS-PAPER AFFILIATIONS: The Milwaukee Journal. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: Associated, NBC The-saurus.

**Personnel**

General Manager.....W. J. Damm  
 Station Manager.....L. W. Herzog  
 Asst. Manager.....R. G. Winnie  
 Commercial Manager.....Wm. F. Dittmann  
 Chief Announcer.....Robt. Helss  
 Continuity Manager.....Russ W. Tolg  
 Musical Director.....Wm. J. Benning  
 Chief Technician.....D. W. Gellerup

**Coverage**

	Daytime	Evening
Population—Primary	2,984,189	1,634,345
Radio Homes—	646,330	365,250
Population—Secondary	6,480,000	5,246,000
Radio Homes—	1,407,000	1,168,000

Source: Field intensity measurements.

**Representative**

Edward Petry & Company

**WIBU**

POYNETTE—EST. 1925

WISCONSIN RADIO NETWORK

FREQUENCY: 1240 Kc. POWER: 250 watts. OWNED BY: Wm. C. Forrest. OPERATED BY: Same. BUSINESS ADDRESS: RFD No. 2. PHONE: 97R5. STUDIO ADDRESS: Poynette; Portage; Beaver Dam; Madison. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 9:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio.

**Personnel**

Station Manager.....Wm. C. Forrest  
 Chief Announcer.....Charles Harrison  
 Portage Studio Manager.....M. A. Hays  
 Beaver Dam Studio Manager.....Hal Woods  
 Madison Studio Manager.....Ralph O'Connor  
 Chief Engineer.....Leonard Doese

**WRJN**

RACINE—EST. 1926

WISCONSIN BROADCASTING SYSTEM  
 FREQUENCY: 1400 Kc. POWER: 250 watts. OWNED BY: Racine Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: 441 Main St. PHONE: Jackson 290. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Mt. Pleasant. TIME ON THE AIR:

7:30 A.M. to 10:00 P.M. NEWSPAPER AFFILIATIONS: Racine Journal-Times. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: Lang-Worth.

**Personnel**

President.....F. R. Starbuck  
 Secretary-Treasurer &  
 General Manager.....Harry R. LePoidevin  
 Station & Commercial  
 Manager.....Harold J. Newcomb  
 Program Director-Chief Announcer,  
 H. S. Mann, Jr.  
 Publicity Director.....Ken Hegard  
 Chief Engineer.....F. Lee Dechant

**Coverage**

	Daytime	Evening
Population—Primary	921,832	921,832
Radio Homes—	196,356	196,356
Population—Secondary	142,523	142,523
Radio Homes—	30,427	30,427

Source: Field intensity survey; Joint Committee; U. S. Census.

**Representative**

Furgason & Walker, Inc.

**WJMC**

RICE LAKE—EST. 1939

FREQUENCY: 1240 Kc. POWER: 250 watts. OWNED BY: Walter H. McGenty. OPERATED BY: J. J. McGenty. BUSINESS ADDRESS: 410 North Main St. PHONE: 550. STUDIO ADDRESS: 410 North Main St. TRANSMITTER LOCATION: 1615 South Main St. TIME ON THE AIR: Unlimited license. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Standard Radio. MAINTAINS ARTISTS' BUREAU.

**Personnel**

General Manager.....J. J. McGenty  
 Station Manager.....Denis McGinty  
 Commercial Manager.....Charles Hinz  
 Public Relations Director.....Dr. J. H. Wallis  
 Women's News Editor.....Mrs. L. Sherman  
 Home Economics Consultant..Vera MacDowell  
 Chief Announcer.....Del Florida  
 Musical Director.....Robert Yaeger  
 Agricultural Director.....Ingvald Hembre  
 Chief Engineer.....Ray Pearson

**Coverage**

Population—Primary	100,000
Radio Homes—	25,000
Population—Secondary	25,000
Radio Homes—	6,000

Source: Joint Committee.

**WHBL**

SHEBOYGAN—EST. 1928

WISCONSIN BROADCASTING SYSTEM  
 FREQUENCY: 1330 Kc. POWER: 1000 watts. d.; 500 watts. n. OWNED BY: Press Publishing

Co. OPERATED BY: Press Publishing Co.  
 BUSINESS ADDRESS: 626-636 Center Ave.  
 PHONE: 1900. STUDIO ADDRESS: 636 Center  
 Ave. TRANSMITTER LOCATION: R R 3 Sheboy-  
 gan, Wis. TIME ON THE AIR: daily, 7:00 a.m. to  
 10:15 p.m.; Sunday, 10:00 a.m. to 10:15 p.m.  
 NEWSPAPER AFFILIATION: Sheboygan Press.  
 NEWS SERVICE: United Press. MAINTAINS  
 ARTISTS' BUREAU. TRANSCRIPTION SER-  
 VICES: Standard Radio, NBC Thesaurus.

**Personnel**

President.....C. E. Broughton  
 Manager.....Wayne W. Cribb  
 Chief Announcer.....Clair Stone  
 Bus. Mgr.....H. H. Born  
 Publicity Director.....Glen James  
 Program & Musical Director.....M. J. Pape  
 Chief Engineer.....Herbert Mayer

**Coverage**

Population—Primary ..... 264,930  
 Radio Homes— " ..... 64,900  
 Population—Secondary ..... 588,100  
 Radio Homes— " ..... 143,200

Source: Field intensity and mail response surveys.

**Representative**

Howard H. Wilson & Co.

**W L B L**

STEVENS POINT—EST. 1924

FREQUENCY: 930 Kc. POWER: 5000 watts.  
 OWNED BY: State of Wisconsin—Department  
 of Agriculture and Markets. OPERATED BY:  
 Department of Agriculture and Markets. BUSI-  
 NESS ADDRESS: State Teachers' College.  
 PHONE: 525. STUDIO ADDRESS: Same.  
 TRANSMITTER LOCATION: Auburndale. TIME  
 ON THE AIR: Daytime License.

**Personnel**

Station Manager.....F. R. Calvert  
 Program Director.....W. P. Wichmann  
 Chief Engineer.....H. O. Brickson  
 (Non-Commercial Station)

**W D S M**

SUPERIOR—EST. 1937

FREQUENCY: 1230 Kc. POWER: 250 watts.  
 OWNED BY: WDSM, Inc. OPERATED BY:  
 WDSM, Inc. BUSINESS ADDRESS: Board of  
 Trade Bldg. STUDIO ADDRESS: Board of Trade  
 Bldg. TRANSMITTER LOCATION: Connor's  
 Point. TIME ON THE AIR: 18½ hours daily.

**Personnel**

Manager.....Robert D. Kennedy

**W S A U**  
 WAUSAU—EST. 1937

FREQUENCY: 1400 Kc. POWER: 250 watts.  
 OWNED BY: Northern Broadcasting Co., Inc.  
 OPERATED BY: Northern Broadcasting Co.,  
 Inc. BUSINESS ADDRESS: 125 Third St.  
 PHONE: 6521. STUDIO ADDRESS: 125 Third  
 St. TRANSMITTER LOCATION: Same. TIME  
 ON THE AIR: 6:30 A.M. to 10:15 P.M. (119¼  
 hours weekly). NEWS SERVICE: United Press.  
 TRANSCRIPTION SERVICE: World Broadcas-  
 ting System.

**Personnel**

President .....W. E. Walker  
 General Manager.....Ben F. Hovel  
 Commercial Manager.....J. W. Killeen  
 Program Director .....Donald R. Burt  
 Musical Director.....Vern Peterson  
 Chief Engineer .....Roland Richardt

**Coverage**

	Daytime	Evening
Population—Primary ....	113,245	70,160
Radio Homes— " .....	20,660	12,580
Population—Secondary ..	386,400	24,300
Radio Homes— " .....	68,720	8,090

Source: Mail response analysis; Joint Com-  
 mittee.

**Representative**

Reynolds-Fitzgerald, Inc.

**W F H R**

WISCONSIN RAPIDS—EST. 1940

FREQUENCY: 1340 Kc. POWER: 250 watts.  
 OWNED BY: William F. Huffman. OPERATED  
 BY: William F. Huffman. BUSINESS ADDRESS:  
 141 West Grand Ave. PHONE: 1340. STUDIO  
 ADDRESS: 141 West Grand Ave. TRANSMIT-  
 TER LOCATION: 1500 Bonow Ave. TIME ON  
 THE AIR: 110 hours weekly. NEWS SERVICE:  
 Associated Press. TRANSCRIPTION SERVICE:  
 Standard Radio. MAINTAINS ARTISTS' BU-  
 REAU.

**Personnel**

Owner.....William F. Huffman  
 General Manager.....George T. Frechette  
 Commercial Manager.....Bruce G. Beichl  
 Program Director-Chief Announcer, Ernie Smith  
 Artists' Bureau Head.....Donald Blanchard  
 Director of Women's Programs, Virginia Lee  
 Chief Engineer.....Garth N. Bowker  
 Assistant Chief Engineer.....Victor Nickel

**Coverage**

	Daytime	Evening
Population—Primary ....	100,000	75,000
Population—Secondary ..	75,000	35,000

Source: Station survey.

# WYOMING

Population 250,742

Number of Radio Homes 55,520

Number of Families 69,227

Auto Registrations 86,200

*For 1940 Census data, please turn to page 287*

## K D F N

CASPER—EST. 1930

FREQUENCY: 1470 Kc. POWER: 1000 watts.  
OWNED BY: D. L. Hathaway. OPERATED BY:  
D. L. Hathaway. BUSINESS ADDRESS: Box  
930. PHONE: 407. STUDIO ADDRESS: 1st  
and Lennox Sts. TRANSMITTER LOCATION:  
Same. TIME ON THE AIR: 7:30 A.M. to 10:00  
P.M. NEWS SERVICE: Radio News and  
Transradio Press. TRANSCRIPTION SER-  
VICE: Lang-Worth.

### Personnel

Station & Sales Manager.....D. L. Hathaway  
Commercial Manager.....F. R. Hufsmith  
Program Director.....Marcus R. Nichols  
Production Manager.....Byers Fleming  
Publicity Director.....Harrison Brewer

### Coverage

Population—Primary ..... 87,428  
Radio Homes— " ..... 17,557  
Population—Secondary ..... 58,622  
Radio Homes— " ..... 11,296

Source: Station survey; Joint Committee.

### Representatives

Sears and Ayer  
Walter Biddick Co.

## K F B C

CHEYENNE—EST. 1940

NATIONAL BROADCASTING CO.

FREQUENCY: 1450 Kc. POWER: 250 watts.  
OWNED BY: Frontier Broadcasting Co. OP-  
ERATED BY: Frontier Broadcasting Co. BUSI-  
NESS ADDRESS: Plains Hotel. PHONE: 4461.  
STUDIO ADDRESS: Plains Hotel. TRANSMIT-  
TER LOCATION: Third and Evans Sts. TIME  
ON THE AIR: 127½ hours weekly. NEWS-  
PAPER AFFILIATION: Wyoming Eagle, Wy-  
oming Tribune. NEWS SERVICE: United Press.  
TRANSCRIPTION SERVICE: World Broadcast-  
ing System.

### Personnel

President.....S. H. Patterson  
Vice-President.....Tracy S. McCracken  
Station Manager.....William C. Grove  
National Sales Manager.....Larry Bloom  
Local Sales Manager.....C. E. Hopkins  
Program Director.....Robert Youmans  
Musical Director.....Del Brandt  
News Editor.....Lee Karsen  
Chief Engineer.....John Dawson

### Coverage

	Daytime	Evening
Population—Primary ....	44,252	36,549
Radio Homes— " .....	5,000	7,000
Radio Homes—Secondary	7,000	10,000

Source: Station survey and estimate.

## K Y A N

CHEYENNE—EST. 1940

FREQUENCY: 1400 Kc. POWER: 250 watts.  
OWNED BY: J. Cecil Bott, Matilda Lannen and  
Nettie Bott, d/b as The Western Broadcasting  
Co. of Wyoming. OPERATED BY: Western  
Broadcasting Co. BUSINESS ADDRESS: 1500  
East Fifth St. STUDIO ADDRESS: Same.  
TRANSMITTER LOCATION: Same. TIME ON  
THE AIR: 6:00 A.M. to 12:00 Midnight. TRAN-  
SCRIPTION SERVICE: Associated.

### Personnel

Station Manager.....H. L. McCracken  
Commercial Manager.....L. Peach

## K P O W \*

POWELL—EST. 1941

FREQUENCY: 1200 Kc. POWER: 250 watts.  
OWNED BY: Albert Joseph Meyer. OPERATED  
BY: Albert Joseph Meyer. BUSINESS AD-  
DRESS: Powell. STUDIO ADDRESS: Same.  
TRANSMITTER LOCATION: Same. TIME ON  
THE AIR: Unlimited license.

### Personnel

Owner .....A. J. Meyer  
\*Station was licensed to operate under a  
construction permit at time of going to press  
and no further information was available.

## K V R S

ROCK SPRINGS—EST. 1938

FREQUENCY: 1400 Kc. POWER: 250 watts.  
OWNED BY: Wyoming Broadcasting Co. OP-  
ERATED BY: Wyoming Broadcasting Co. BUSI-  
NESS ADDRESS: 1307 Wyoming St. PHONE:  
93. STUDIO ADDRESS: 1307 Wyoming St.  
TRANSMITTER LOCATION: 1307 Wyoming St.  
TIME ON THE AIR: 99 hours weekly. NEWS  
SERVICE: Transradio Press. TRANSCRIPTION  
SERVICES: NBC Thesaurus, C. P. MacGregor.

### Personnel

President.....R. R. West  
Station Manager.....H. L. McCracken  
Sales Manager.....Harold Tannehill



Program Director.....Michael Reid  
 Chief Announcer.....Elmer Ellsworth  
 Chief Engineer.....Willard Easterly

# K W Y O

**SHERIDAN—EST. 1934**

FREQUENCY: 1400 Kc. POWER: 250 watts.  
 OWNED BY: Bighorn Broadcasting Co. OPERATED BY: Bighorn Broadcasting Co. BUSINESS ADDRESS: P. O. Box 727. PHONE: 601. STUDIO ADDRESS: 19 N. Main. TRANSMITTER LOCATION: Park Drive and O'Marr. TIME ON THE AIR: 7:00 A.M. to 10:00 P.M. (9½ hours weekly). NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: Keystone Broadcasting, Standard Radio.

## Personnel

President.....R. E. Carroll  
 Station Manager.....Jack R. Gage  
 Sales Manager.....Herb W. Siebert  
 Program Director-Chief Announcer,  
 James W. Carroll  
 Chief Engineer.....Bob Crossthwaite

## Coverage

Population—Primary .....	40,995
Radio Homes— " .....	13,665
Population—Secondary .....	70,692
Radio Homes— " .....	18,851

Source: Station Survey.

## Representatives

Sears & Ayer, Inc.  
 Homer Owen Griffith

# TERRITORIES — — POSSESSIONS

## Alaska

# K F Q D

**ANCHORAGE—EST. 1924**

FREQUENCY: 790 Kc. POWER: 250 watts.  
 OWNED BY: Anchorage Radio Club, Inc. OPERATED BY: Anchorage Radio Club, Inc. BUSINESS ADDRESS: KFQD Bldg. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 4111 Fourth Ave. TIME ON THE AIR: 6:00 A.M. to 11:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: C. P. MacGregor, Standard Radio.

## Personnel

General Manager.....W. J. Wagner  
 Program Director.....Ken Laughlin  
 Chief Operator.....L. Tate

## Representative

Romig C. Fuller & Associates

# K F A R

**FAIRBANKS—EST. 1938**

FREQUENCY: 610 Kc. POWER: 1000 watts.  
 OWNED BY: Midnight Sun Broadcasting Co. OPERATED BY: Midnight Sun Broadcasting Co. BUSINESS ADDRESS: Lathrop Bldg. PHONE: East 380. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Farm Road. TIME ON THE AIR: 7:00 A.M. to 1:00 P.M. and 4:00 P.M. to 11:00 P.M. (13 hours daily). NEWSPAPER AFFILIATION: Fairbanks Daily News-

Miner. NEWS SERVICE: Associated Press, Transradio Press. TRANSCRIPTION SERVICE: NBC Thesaurus, C. P. MacGregor.

## Personnel

President.....A. E. Lathrop  
 Commercial Manager.....Wilson K. Foster  
 Program Director.....Alvin K. Bramstedt  
 Production Manager.....August Hiebert  
 Publicity Director.....Lincoln W. Miller  
 Musical Director.....Don Adler  
 Chief Engineer.....Stanton D. Bennett

## Coverage

	Daytime	Evening
Population—Primary .....	35,000	50,000
Population—Secondary .....	45,000	60,000

Source: Field strength measurements; U. S. Census.

## Representative

Gilbert A. Wellington

# K I N Y

**JUNEAU—EST. 1935**

FREQUENCY: 1460 Kc. POWER: 1000 watts.  
 OWNED BY: Edwin A. Kraft. OPERATED BY: Same. BUSINESS ADDRESS: Box 2597. PHONE: 197. SEATTLE OFFICE ADDRESS: 708 American Bank Bldg. STUDIO ADDRESS: Triangle Bldg. TRANSMITTER LOCATION: Alaska Juneau Mine Property. TIME ON THE AIR: 7:45 A.M. to 1:30 P.M. and 4:30 P.M. to 12:00 Midnight. NEWS SERVICE: Transradio Press, International News Service. TRANSCRIPTION SERVICES: Standard Radio, MacGregor, Titan and Lang-Worth. MAINTAINS ARTISTS' BUREAU.

**Personnel**

Owner .....Edwin A. Kraft  
 Station Manager .....C. B. Arnold

**Coverage**

	Daytime	Evening
Population—Primary* ...	35,000	55,000
Radio Homes— " .....	31,500	47,000
Population—Secondary* .	7,000	12,000
Radio Homes— " ..	6,300	10,800

\* Families.

Source: Mail response analysis.

**Representatives**

Northwest Radio Adv. Co., Inc., Seattle  
 Joseph Hershey McGillvra

**K G B U**

**KETCHIKAN—EST. 1926**

MUTUAL BROADCASTING SYSTEM  
 DON LEE BROADCASTING SYSTEM

FREQUENCY: 930 Kc. POWER: 1000 watts.  
 OWNED BY: Alaska Radio and Service Co.  
 OPERATED BY: Alaska Radio and Service Co.  
 BUSINESS ADDRESS: Radio House-KGBU Bldg.  
 STUDIO ADDRESS: Same. TRANSMITTER LO-  
 CATION: Same. TIME ON THE AIR: 10:00  
 A.M. to 12:30 A.M.; Sunday, 4:00 P.M. to 9:00  
 P.M. NEWS SERVICE: United Press. TRAN-  
 SCRIPTIION SERVICE: Lang-Worth, Davis &  
 Schwegler.

**Personnel**

President .....James A. Britton  
 Station Manager .....R. W. Britton  
 Musical Director .....Bradley Starr  
 Chief Engineer .....J. A. Britton

**Coverage**

	Daytime	Evening
Population—Primary ....	26,000	150,000
Radio Homes— " .....		60,000

Source: Mail response analysis and estimate.

**Hawaii**

**K H B C**

**HILO—EST. 1936**

CBS-MBS

HAWAIIAN BROADCASTING SYSTEM  
 FREQUENCY: 1230 Kc. POWER: 250 watts.  
 OWNED BY: Hawaiian Broadcasting System,  
 Ltd. OPERATED BY: Hawaiian Broadcasting  
 System, Ltd. BUSINESS ADDRESS: P. O. Box  
 595. STUDIO ADDRESS: 1285 Kalaniole Ave.  
 TRANSMITTER LOCATION: Hilo. TIME ON  
 THE AIR: 6:30 a.m. to 10:30 p.m., daily; 8:00  
 a.m. to 9:30 p.m., Sundays. NEWSPAPER AF-  
 FILIATION: Tribune Herald of Hilo. NEWS  
 SERVICE: United Press. TRANSCRIPTION  
 SERVICE: World Broadcasting System, C. P.  
 MacGregor.

**Personnel**

General Manager.....J. Howard Worrall  
 Station Manager.....Al Green  
 National Sales Manager....Henry C. Putnam

**Coverage**

Population—Primary .....	43,000
Population—Secondary .....	10,000

**Representative**

John Blair & Co.

**K G M B**

**HONOLULU—EST. 1930**

CBS—MBS

FREQUENCY: 590 Kc. POWER: 5000 watts.  
 OWNED BY: Hawaiian Broadcasting System,  
 Ltd. OPERATED BY: Hawaiian Broadcasting  
 System, Ltd. BUSINESS ADDRESS: Box 581.  
 PHONE: 2323. STUDIO ADDRESS: Kapiolani  
 Blvd. TRANSMITTER LOCATION: Same. TIME  
 ON THE AIR: 5:55 a.m. to 12:00 midnight.  
 NEWSPAPER AFFILIATION: Honolulu Star-Bul-  
 letin. NEWS SERVICE: United Press. TRAN-  
 SCRIPTIION SERVICES: World Broadcasting  
 System, Associated, C. P. MacGregor.

**Personnel**

President-General  
 Manager.....J. Howard Worrall  
 Station Manager.....Webley Edwards  
 National Sales Manager....Henry C. Putnam  
 Program Director-Chief Announcer...Leo Rumsey  
 Chief Engineer.....Eugene T. Goldrup

**Coverage**

Population—Primary .....	423,332
Radio Homes— " .....	81,300

Source: Mail and telephone surveys; 1940  
 U. S. Census.

**Representative**

John Blair & Co.

**K G U**

**HONOLULU—EST. 1922**

NBC (RED & BLUE)

FREQUENCY: 760 Kc. POWER: 2500 watts.  
 OWNED BY: Marion A. Mulrony and Adver-  
 tiser Publishing Co., Ltd. OPERATED BY: Ad-  
 vertiser Publishing Co., Ltd. STUDIO AD-  
 DRESS: Advertiser Square. TRANSMITTER  
 LOCATION: Same. TIME ON THE AIR: 6:00  
 A.M. to 11:15 P.M. NEWSPAPER AFFILIA-  
 TION: Honolulu Advertiser. NEWS SERVICE:  
 Transradio Press. TRANSCRIPTION SERV-  
 ICE: NBC Thesaurus, Lang-Worth.

**Personnel**

General Manager.....M. A. Mulrony  
 Director of Natl. Advertising...R. S. Thurston  
 Assistant Manager.....Don O. Crozier

**Representative**

The Katz Agency

# K T O H

LIHUE—EST. 1940

FREQUENCY: 1490 Kc. POWER: 250 watts. OWNED BY: Garden Island Publishing Co. OPERATED BY: Same. BUSINESS ADDRESS: Lihue. PHONE: 261-361. STUDIO ADDRESS: Lihue. TRANSMITTER LOCATION: Ahokini, Kauai. TIME ON THE AIR: 16 hours daily. NEWSPAPER AFFILIATION: The Garden Island, Kauai Filipino News. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio.

## Personnel

General Manager.....C. J. Fern  
 Station Manager.....Deane Stewart  
 Sales Manager.....Robert Barrington  
 Program Director.....William Parsons  
 Production Manager.....Clarence Ashman  
 Women's Editor.....Lorraine Fountain  
 Manager, Filipino Dept.....A. A. Abayalde  
 Manager, Japanese Dept.....T. Fukushima  
 Chief Engineer.....Robert Glenn

## Coverage

	Daytime	Evening
Population—Primary	300,000	400,000
Radio Homes—"	50,000	70,000
Population—Secondary		400,000
Radio Homes—"		70,000

Source: Radio Commission of Hawaii.

## Representative

Homer Owen Griffith

# Puerto Rico

# W P R A

MAYAGUEZ—EST. 1937

FREQUENCY: 790 Kc. POWER: 2500 watts, d.; 1000 watts, n. OWNED BY: Puerto Rico Adv. Co. OPERATED BY: Same. BUSINESS ADDRESS: McKinley Cor del Rio. PHONE: 269. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Anasco Road. TIME ON THE AIR: 7:00 A.M. to 2:00 P.M. and 4:00 P.M. to 10:15 P.M. NEWS SERVICE: Transradio

## Personnel

President.....Andres Camara  
 Station Manager-Chief Engineer. Ralph P. Perry  
 Program Director.....P. R. Fermanintt  
 Chief Announcer.....Mario Acosta  
 Musical Director.....Celso Torres

## Coverage

	Daytime	Evening
Population—Primary	500,000	300,000
Radio Homes—"	50,000	40,000

Source: Station survey.

# W P A B

PONCE—EST. 1940

FREQUENCY: 1370 Kc. POWER: 1000 watts. OWNED BY: Portorican American Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Ponce. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Unlimited license.

# W P R P

PONCE—EST. 1934

FREQUENCY: 1520 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: Julio M. Conesa. OPERATED BY: Same. BUSINESS ADDRESS: 4-8-16 Trujillo St. STUDIO ADDRESS: Same. TIME ON THE AIR: 7:00 A.M. to 2:00 P.M. and 5:00 P.M. to 11:00 P.M.

## Personnel

General Manager.....Julio M. Conesa

# W K A Q

SAN JUAN—EST. 1922

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 620 Kc. POWER: 5000 watts. OWNED BY: Radio Corporation of Porto Rico. OPERATED BY: Radio Corporation of Porto Rico. BUSINESS ADDRESS: P. O. Box 3746. PHONE: 2014. NEW YORK OFFICE: c/o International Telephone & Telegraph Corp., 67 Broad St., New York City. STUDIO ADDRESS: Telephone Bldg. TRANSMITTER LOCATION: Hato Rey, P. R. TIME ON THE AIR: 16 hours daily. NEWS SERVICE: Transradio Press.

## Personnel

President.....H. H. Buttner  
 Vice-President-Gen. Manager...John A. Zerbe  
 Commercial Manager.....Jose C. Irizarry

# W N E L

SAN JUAN—EST. 1934

FREQUENCY: 1320 Kc. POWER: 5000 watts. OWNED BY: Juan Piza. OPERATED BY: Same. BUSINESS ADDRESS: 59 Brau St. PHONE: 107. STUDIO ADDRESS: 59 Brau St.; 99 Sol St. TRANSMITTER LOCATION: 99 Sol St. TIME ON THE AIR: 6:45 A.M. to 11:15 P.M. NEWS SERVICES: Transradio News, Radio News Assoc. MAINTAINS ARTISTS' BUREAU.

## Personnel

Owner-Operator.....Juan Piza  
 General Manager.....Gustavo Diaz  
 Commercial Manager.....Augustin Camunas  
 Chief Engineer.....William N. Greer

## Coverage

Radio Homes—Primary	29,147
" " —Secondary	44,486

# RADIO STATIONS IN THE U. S. A. OWNED WHOLLY OR PARTIALLY BY NEWSPAPER INTERESTS

*The following listing was compiled through the cooperation of the FCC and is up-to-date as of Jan. 1, 1941.*

## ALABAMA

The Anniston Star.....WHMA  
*Licensee*—Harry M. Ayers, Anniston.

The Birmingham Age-Herald.....WSGN  
The Birmingham News  
Huntsville Times  
*Licensee*—The Birmingham News  
Co., Birmingham.

Dothan Eagle.....WAGF  
*Licensee*—Dothan Broadcasting Co.,  
Dothan, Ala.

Through stock ownership.....WSFA  
*Licensee*—Montgomery Broadcasting  
Co., Montgomery.

## ARIZONA

Arizona Republic, Phoenix Gazette, KYUM  
Arizona Weekly Gazette, through  
stock ownership.  
*Licensee*—Yuma Broadcasting Co.,  
Yuma, Ariz.

Prairie Farmer Publishing Co.....KOY  
*Licensee*—Salt River Valley Broad-  
casting Co., Phoenix.

Arizona Republic .....KTAR  
Phoenix Gazette  
Arizona Weekly Gazette  
*Licensee*—KTAR Broadcasting Co.,  
Phoenix.

Arizona Republic .....KVOA  
Phoenix Gazette  
*Licensee*—Arizona Broadcasting Co.,  
Tucson.

Prescott Daily Courier.....KCRJ  
*Licensee*—Central Arizona Broad-  
casting Co., Jerome, Ariz.

## ARKANSAS

Arkansas Gazette .....KGHI  
*Licensee* — Arkansas Broadcasting  
Co., Little Rock.

Arkansas Gazette .....KLRA  
*Licensee* — Arkansas Broadcasting  
Co., Little Rock.

## CALIFORNIA

McClatchy Newspapers .....KERN  
*Licensee* — McClatchy Broadcasting  
Co., Bakersfield, Cal.

Marysville Appeal-Democrat.....KHSL  
*Licensee*—Golden Empire Broadcast-  
ing Co., Chico, Cal.

Humboldt Times .....KIEM  
Humboldt Standard  
*Licensee*—Redwood Broadcasting Co.,  
Eureka.

McClatchy Newspapers .....KMJ  
*Licensee* — McClatchy Broadcasting  
Co., Fresno, Cal.

Through stock ownership.....KMYC  
*Licensee* — Marysville-Yuba City  
Broadcasters, Inc., Marysville,  
Calif.

Merced Sun Star.....KYOS  
*Licensee*—Merced Broadcasting Co.,  
Merced, Cal.

Monterey Peninsula Herald.....KDON  
Salinas Index-Journal  
Salinas Post  
*Licensee*—Monterey Peninsula  
Broadcasting Co., Monterey, Cal.

The Oakland Tribune .....KLX  
*Licensee* — Tribune Building Co.  
Oakland, Cal.

Redding Searchlight .....KVCV  
(See KHSL)  
*Licensee*—Golden Empire Broadcast-  
ing Co., Redding.

McClatchy Newspapers .....KFBK  
*Licensee* — McClatchy Broadcasting  
Co., Sacramento, Cal.

American Newspapers, Inc.....KYA  
*Licensee* — Hearst Radio, Inc., San  
Francisco, Cal.

Santa Barbara News.....KTMS  
Santa Barbara Press  
*Licensee*—The News-Press Publish-  
ing Co., Santa Barbara, Cal.

Santa Rosa Press-Democrat.....KSRO  
*Licensee*—Ernest L. Finley, Santa  
Rosa, Calif.

McClatchy Newspapers .....KWG  
*Licensee*—McClatchy Broadcasting  
 Co., Stockton, Cal.  
 Visalia Times Delta.....KTKC  
*Licensee* — Tulare-Kings Counties  
 Radio Associates, Charles A.  
 Whitmore, Pres., Visalia, Cal.  
 Register-Pajaronian .....KHUB  
*Licensee*—John P. Scripps, Watson-  
 ville, Cal.

## COLORADO

Stockholders interested in Okla- KVOR  
 boma Publishing Co.; The Ga-  
 zette & Telegraph; (Daily Okla-  
 homan, Oklahoma City Times and  
 Farmer - Stockman). Oklahoma  
 Publishing Co., 33% stockholder.  
*Licensee*—Outwest Broadcasting Co.,  
 Colorado Springs, Colo.  
 The Daily Oklahoman.....KLZ  
 The Oklahoma City Times  
 The Farmer-Stockman  
*Licensee* — KLZ Broadcasting Co.,  
 Denver, Colo.  
 Through stock ownership.....KFKA  
*Licensee*—The Mid-Western Radio  
 Corp., Greeley, Colo.

## CONNECTICUT

Hartford Times .....WTHT  
 (Gannett Co., Inc.)  
*Licensee*—The Hartford Times, Inc.,  
 Hartford, Conn.  
 Waterbury American .....WBRY  
 Waterbury Republican  
*Licensee* — American - Republican,  
 Inc., Waterbury.

## DELAWARE

Lancaster (Pa.) Newspapers, Inc....WDEL  
*Licensee*—WDEL, Inc., Wilmington,  
 Del.  
 Lancaster (Pa.) Newspapers, Inc....WILM  
*Licensee* — Delaware Broadcasting  
 Co., Wilmington, Del.

## DISTRICT OF COLUMBIA

The Washington Star.....WMAL  
*Licensee*—National Broadcasting Co.,  
 Washington, D. C.  
 Station owned by Star Newspaper Co.  
 and is operated by the National  
 Broadcasting Co.

## FLORIDA

Jacksonville Journal .....WJHP  
 Miami Daily News  
 Panama City News-Herald  
 (See WIOD)  
*Licensee*—The Metropolis Co., Jack-  
 sonville.

Through stock ownership.....WLAK  
 (Tribune Co.)  
*Licensee*—Lake Region Broadcast-  
 ing Co., Lakeland, Fla.  
 The Miami Daily News.....WIOD  
 Jacksonville Journal  
 Panama City News-Herald  
 (The Metropolis Publishing Co.)  
*Licensee*—Isle of Dreams Broad-  
 casting Corp., Miami, Fla.  
 Owner holders 33 1/3% of Society WKAT  
 Pictorial  
*Licensee* — A. Frank Katzentine,  
 Miami Beach, Fla.  
 Daytona Beach News & Journal....WTMC  
 (News Journal Co.)  
*Licensee* — Ocala Broadcasting Co.,  
 Ocala, Fla.  
 Panama City News-Herald.....WDLP  
*Licensee*—Panama City Broadcasting  
 Co., Panama City, Fla.  
 Pensacola News .....WCOA  
 Pensacola Journal  
*Licensee* — Pensacola Broadcasting  
 Co., Pensacola, Fla.  
 St. Petersburg Times.....WTSP  
*Licensee*—Pinellas Broadcasting Co.,  
 St. Petersburg, Fla.  
 Highlands County Pilot.....WTAL  
 Scenic Highlands Sun  
 (Avon Park, Fla.)  
 Lake Placid News  
 (Lake Placid, Fla.)  
*Licensee*—Florida Capital Broad-  
 casters, Inc., Tallahassee, Fla.  
 Tampa Times .....WDAE  
*Licensee*—Tampa Times Company,  
 Tampa, Fla.  
 Tampa Tribune .....WFLA  
*Licensee*—Florida West Coast Broad-  
 casting Co., Tampa, Fla.  
 Tampa Tribune .....WKGA  
*Licensee*—The Tribune Co., Tampa,  
 Fla.

## GEORGIA

Albany Herald .....WALB  
*Licensee*—Herald Publishing Co.,  
 Albany, Ga.  
 Athens Banner-Herald .....WGAU  
*Licensee*—J. K. Patrick Co., Athens,  
 Ga.  
 Augusta Herald .....WGAC  
*Licensee*—The Twin States Broad-  
 casting Co., Augusta, Ga.  
 Atlanta Journal owns 40% of stock.  
 The Atlanta Journal.....WSB  
*Licensee*—The Atlanta Journal Co.,  
 Atlanta, Ga.  
 Cordele Dispatch .....WMJM  
*Licensee*—Cordele Dispatch Publish-  
 ing Co., Cordele.

Gainesville Eagle .....WGGA  
*Licensee*—Harry Estes, Austin Dean  
 & L. H. Christian d/b as Gaines-  
 ville Broadcasters, Gainesville,  
 Ga.  
 La Grange News.....WLAG  
*Licensee*—La Grange Broadcasting  
 Co., La Grange, Ga.  
 Waycross Journal .....WAYX  
*Licensee*—Jack Williams, Waycross.

## ILLINOIS

News-Gazette .....WDWS  
*Licensee*—Champaign News-Gazette,  
 Inc., Champaign, Ill.  
 Chicago Daily Drivers Journal.....WAAF  
*Licensee*—Drivers Journal Publish-  
 ing Co., Chicago, Ill.  
 Chicago Tribune & News-Syndicate, WGN  
 Inc., publisher of the N. Y.  
 News. Directors interested in the  
 Washington Herald; Rockford  
 Morning Star and Register Re-  
 public.  
*Licensee*—WGN, Inc., Chicago, Ill.  
 Farmers Radio Weekly.....WLS  
 Prairie Farmer  
 Stand-By  
*Licensee* — Agricultural Broadcast-  
 ing Co., Chicago, Ill.  
 Danville Commercial-News .....WDAN  
 100% owned by Gannett Publications.  
*Licensee*—Northwest Publishing Co.,  
 Danville, Ill.  
 Decatur Herald .....WSOY  
 Decatur Review  
*Licensee*—Commodore Broadcasting,  
 Inc., Decatur, Ill.  
 Galesburg Register-Mail .....WGIL  
*Licensee*—Galesburg Broadcasting  
 Co., Galesburg, Ill.  
 Rockford Consolidated Newspapers, WROK  
 Inc.  
 Rockford Morning Star  
 Rockford Register Republic  
*Licensee* — Rockford Broadcasters,  
 Inc., Rockford, Ill.  
 Rock Island Argus.....WHBF  
*Licensee*—Rock Island Broadcasting  
 Co., Rock Island, Ill.  
 Illinois State Journal.....WCBS  
*Licensee*—WCBS, Inc., Springfield,  
 Ill.

## INDIANA

Elkhart Daily Truth.....WTRC  
*Licensee* — The Truth Publishing  
 Co., Inc., Elkhart, Ind.  
 Hammond-Lake County Times.....WHIP  
*Licensee* — Hammond - Calumet  
 Broadcasting Corp., Hammond,  
 Ind.

Through stock ownership.....WFBM  
*Licensee*—WFBM, Inc., Indianap-  
 olis, Ind.  
 Central Newspapers, Inc. (100%)....WIRE  
 Huntington Herald-Express  
 Vincennes Sun-Commercial  
*Licensee* — Indianapolis Broadcast-  
 ing, Inc., Indianapolis, Ind.  
 South Bend Tribune.....WFAM  
*Licensee*—The South Bend Tribune,  
 South Bend, Ind.  
 The South Bend Tribune.....WSBT  
*Licensee*—The South Bend Tribune,  
 South Bend, Ind.  
 Vincennes Sun Commercial.....WAOV  
*Licensee* — Vincennes Newspapers,  
 Inc., Vincennes, Ind.

## IOWA

Des Moines Register & Tribune.....WMT  
*Licensee*—Iowa Broadcasting Co.,  
 Cedar Rapids, Iowa.  
 Register & Tribune.....KRNT  
*Licensee* — Iowa Broadcasting Co.,  
 Des Moines, Iowa.  
 Register & Tribune.....KSO  
*Licensee* — Iowa Broadcasting Co.,  
 Des Moines, Iowa.  
 Director interested in The Daven- WHO  
 port Democrat and Leader, Dav-  
 enport, Iowa.  
*Licensee*—Central Broadcasting Co.,  
 Des Moines, Iowa.  
 Dubuque Telegraph-Herald.....KDTH  
*Licensee*—Telegraph - Herald Co.,  
 Dubuque, Iowa.  
 Globe-Gazette .....KGLO  
*Licensee* — Mason City Globe Ga-  
 zette Co., Mason City, Iowa.  
 The Sioux City Journal.....KSCJ  
*Licensee*—Perkins Bros. Co., Sioux  
 City, Iowa (The Sioux City Jour-  
 nal).  
 Principal Stockholder: Tribune Co., KTRI  
 publisher of Sioux City Tribune  
 (50%).  
*Licensee*—Sioux City Broadcasting  
 Co., Sioux City, Iowa.

## KANSAS

The Coffeyville Daily Journal.....KGGF  
 Coffeyville, Kans.  
*Licensee*—Hugh J. Powell, Coffey-  
 ville, Kans.  
 Dodge City Daily Globe.....KGNO  
 Dodge City, Kans.  
*Licensee*—The Dodge City Broad-  
 casting Co., Inc., Dodge City,  
 Kans.

**NEWSPAPER-OWNED STATIONS**

Kansas City Kansan.....KCKN  
 Topeka Daily Capital  
 (Capper Publications)  
 Licensee—KCKN Broadcasting Co.  
 Kansas City, Kans.

Salina Journal .....KSAL  
 Hays Daily News  
 Goodland Daily News  
 Hall City Times  
 Licensee—KSAL, Inc., Salina, Kans.

The Topeka Daily Capital.....WIBW  
 Kansas City Kansan  
 (Capper Publications)  
 Licensee—Topeka Broadcasting As-  
 sociation, Inc., Topeka, Kans.

The Wichita Eagle.....KFH  
 Licensee—Radio Station KFH Co.,  
 Wichita, Kans.

**KENTUCKY**

Ashland Daily Independent.....WCMI  
 Licensee—The Ashland Broadcast-  
 ing Co., Ashland, Ky.

Lexington Herald .....WLAP  
 Licensee—American Broadcasting  
 Corp. of Ky., Lexington, Ky.

Louisville Times .....WHAS  
 Louisville Courier-Journal  
 Licensee—The Courier Journal Co.  
 and the Louisville Times Co.,  
 Louisville, Ky.

Owensboro Messenger .....WOMI  
 Owensboro Inquirer  
 Licensee—Owensboro Broadcasting  
 Co., Owensboro, Ky.

**LOUISIANA**

Capital City Press.....WJBO  
 Licensee—Baton Rouge Broadcast-  
 ing Co., Inc., Baton Rouge, La.

Lafayette Advertiser .....KVOL  
 Licensee—Evangeline Broadcasting  
 Co., Inc., Lafayette, La.

Stockholders interested in KPLC  
 KRRV and KVOL.  
 Licensee—Calcasieu Broadcasting  
 Co., Lake Charles, La.

Stockholders interested in news- KRMD  
 paper publishing.  
 (See KPLC, KRRV and KHBG.)  
 Licensee—Radio Station KRMD,  
 Inc., Shreveport, La.  
 (See KPLC, KRRV and KHBG.)

The Shreveport Times.....KTBS  
 Licensee—Tri-State Broadcasting  
 System, Inc., Shreveport, La.

The Shreveport Times.....KWKH  
 Licensee—International Broadcast-  
 ing Corp., Shreveport, La.

**MAINE**

Stockholder with 99.4% interest in the WCOU  
 newspaper business.  
 Licensee—Twin City Broadcasting  
 Co., Lewiston, Maine.

Stockholders are interested in news- WGAN  
 paper publishing.  
 Licensee—Portland Broadcasting  
 System, Portland, Me.

**MARYLAND**

American Newspapers, Inc.....WBAL  
 Licensee—The WBAL Broadcasting  
 Co., Baltimore, Md.

**MASSACHUSETTS**

Holyoke Transcript-Telegram .....WHYN  
 Licensee—Hampden-Hampshire Corp.,  
 Holyoke, Mass.

Lawrence Daily Eagle.....WLAW  
 The Evening Tribune  
 Licensee—Hildreth & Rogers Co.,  
 Lawrence, Mass.

The Evening Standard Times.....WNBH  
 The Sunday Standard-Times  
 The Morning Mercury  
 Licensee—E. Anthony & Sons, Inc.,  
 New Bedford, Mass.

Worcester Telegram .....WTAG  
 Worcester Evening Gazette  
 Licensee—Worcester Telegram Pub-  
 lishing Co., Inc., Worcester, Mass.

**MICHIGAN**

Enquirer and News.....WELL  
 (Federated Publications, Inc.)  
 Licensee—Federated Publications,  
 Inc., Battle Creek, Mich.

Calumet News .....WHDF  
 Houghton Mining Gazette  
 Licensee—Upper Michigan Broad-  
 casting Co., Calumet, Mich.

Grand Rapids Press, Flint Journal, WMBC  
 Kalamazoo Gazette, Saginaw News,  
 Jackson Citizen Patriot, Muskegon  
 Chronicle, Bay City Times, Ann  
 Arbor News (Booth Newspapers,  
 Inc.)  
 Licensee—Michigan Broadcasting  
 Co., Detroit, Mich.

The Detroit News.....WWJ  
 Licensee—The Evening News Asso-  
 ciation, Detroit, Mich.

Marquette (Mich.) Mining Journal..WDBC  
 Licensee—Delta Broadcasting Co.,  
 Escanaba, Mich.

The Daily Mining Journal.....WDMJ  
 The Rhinelander News  
 Rhinelander, Wisc.  
 The Iron Mountain News  
 Iron Mountain, Mich.  
*Licensee*—The Lake Superior Broad-  
 casting Co., Marquette, Mich.  
 Farmington (Mich.) Enterprise.....WCAR  
*Licensee*—Pontiac Broadcasting Co.,  
 Pontiac.

### MINNESOTA

Northwestern Jeweler (Trade KATE  
 Paper)  
*Licensee*—Albert Lea Broadcasting  
 Corp., Albert Lea, Minn.  
 Owner of one sixth interest in  
 president of Trades Publishing Co.  
 Duluth News-Tribune .....WEBC  
 Superior Telegram  
 Northwestern Publications, Inc.,  
 publisher of Duluth News-Tribune  
 and Evening Telegram Co., pub-  
 lisher of Superior (Wisc.) Tele-  
 gram, both own 32% of stock each.  
*Licensee*—Head of Lakes Broad-  
 casting Co., Duluth, Minn.  
 Stockholders interested in news- WMFG  
 paper publications. (See WEBC)  
*Licensee*—Head of the Lakes Broad-  
 casting Co., Hibbing, Minn.  
 St. Paul Dispatch-Pioneer Press .....WTCN  
 Minnesota (Minneapolis) Tribune  
 (Northwest Publications, Inc.)  
*Licensee* — Minnesota Broadcasting  
 Corp., Minneapolis, Minn.  
 Times-Journal .....KFAM  
*Licensee*—The Times Publishing  
 Co., St. Cloud, Minn.  
 Evening Telegram .....WHLB  
 (See WEBC)  
*Licensee*—Head of Lakes Broad-  
 casting Co., Virginia, Minn.  
 Winona Republican-Herald .....KWNO  
 Partners are editor and general man-  
 ager of newspaper.  
*Licensee*—Winona Radio Service,  
 Winona, Minn.

### MISSISSIPPI

Columbus Commercial Dispatch.....WCBI  
*Licensee*—Birney Imes, Columbus,  
 Miss.  
 The Clarke County Tribune.....WCOC  
 Quitman, Miss.  
*Licensee*—Miss. Broadcasting Co.,  
 Inc., Meridian, Miss.  
 The Vicksburg Evening Post .....WQBC  
 The Vicksburg Herald  
*Licensee* — Delta Broadcasting Co.,  
 Inc., Vicksburg, Miss.

### MISSOURI

St. Louis Star-Times.....KFRU  
*Licensee*—KFRU, Inc., Columbia,  
 Mo.

Capital News .....KWOS  
 Post-Tribune  
*Licensee* — Tribune Printing Co.,  
 Jefferson City, Mo.  
 Joplin Globe .....WMBH  
 Joplin News Herald  
*Licensee*—Joplin Broadcasting Co.,  
 Joplin, Mo.  
 Kansas City Star.....WDAF  
*Licensee*—The Kansas City Star Co.,  
 Kansas City, Mo.  
 Stockholders: News Broadcasting KFEQ  
 Co.; officers and directors asso-  
 ciated with St. Joseph News-Press  
 Gazette.  
*Licensee* — KFEQ, Inc., St. Joseph  
 Mo.  
 Poplar Bluff American Republic...KWOC  
*Licensee*—A. L. McCarthy, O. A. Ted-  
 rick and J. H. Wolpers, Poplar  
 Bluff.  
 Post-Dispatch .....KSD  
*Licensee*—The Pulitzer Publishing  
 Co., St. Louis, Mo.  
 Star-Times .....KXOK  
*Licensee* — Star-Times Publishing  
 Co., St. Louis, Mo.  
 Springfield News .....KGBX  
*Licensee* — Springfield Broadcasting  
 Co., Springfield, Mo.  
 Springfield News .....KWTO  
 Leader & News  
*Licensee*—Ozarks Broadcasting Co.,  
 Springfield, Mo.

### MONTANA

Great Falls Tribune.....KFBB  
*Licensee*—Buttrely Broadcast, Inc.,  
 Great Falls, Mont.  
 Miles City Star.....KRJF  
*Licensee*—Star Printing Co., Miles  
 City, Mont.

### NEBRASKA

Clay County Sun (weekly).....KMMJ  
*Licensee*—KMMJ, Inc., Clay Center,  
 Neb.  
 Hastings Daily Tribune.....KHAS  
*Licensee* — Nebraska Broadcasting  
 Co., Hastings.  
 Stockholders: Sidles Co., Lincoln KFAB  
 State Journal, Lincoln Star.  
*Licensee*—KFAB Broadcasting Co.,  
 Lincoln, Neb.  
 Stockholders: Sidels Co., Lincoln KFOR  
 State Journal, Lincoln Star.  
*Licensee* — Cornbelt Broadcasting  
 Corp., Lincoln, Neb.  
 The Norfolk Daily News.....WJAG  
*Licensee*—The Norfolk Daily News,  
 Norfolk, Neb.



• • • **NEWSPAPER-OWNED STATIONS** • • •

Stockholders interested in State Journal Co., Publishers of Nebraska State Journal and the Evening News; and Star Publishing Co., publisher of Lincoln Daily Star. **KOIL**  
*Licensee*—Central States Broadcasting Co., Omaha, Neb.  
 Omaha World-Herald .....**KOWH**  
*Licensee*—World Publishing Co., Omaha, Neb.

**NEVADA**

McClatchy Newspapers .....**KOH**  
*Licensee* — The Bee, Inc., Reno, Nevada.

**NEW HAMPSHIRE**

Through stock ownership.....**WMUR**  
*Licensee*—The Radio Voice of New Hampshire, Inc., Manchester, N.H.

**NEW JERSEY**

Atlantic City Press.....**WBAB**  
 Atlantic City Union  
*Licensee* — Press Union Publishing Co., Atlantic City.

**NEW MEXICO**

Owner of stock in licensee corporation is an officer in following: Albuquerque Publishing Co.; Journal Publishing Co.; Scripps-Howard Newspapers (Rocky Mt. Division), Denver Publishing Co. **KOB**  
*Licensee* — Albuquerque Broadcasting Co., Albuquerque, New Mex.  
 Pecos Enterprise, Pecos, Tex.....**KLAH**  
*Licensee* — Carlsbad Broadcasting Co., Carlsbad, N. M.  
 Lexington (Ky.) Herald.....**KICA**  
*Licensee*—Western Broadcasters, Inc., Clovis, N. M.

**NEW YORK**

Knickerbocker News .....**WABY**  
*Licensee*—Adirondack Broadcasting Co., Albany, N. Y.  
 Knickerbocker News .....**WOKO**  
*Licensee* — WOKO, Inc., Albany, N. Y.  
 Auburn Citizen-Advertiser .....**WMBO**  
*Licensee*—WMBO, Inc., Auburn, N. Y.  
 Through stock ownership.....**WBTA**  
*Licensee*—Batavia Broadcasting Co., Batavia, N. Y.  
 Buffalo Evening News.....**WBEN**  
*Licensee* — WBEN, Inc., Buffalo, N. Y.

Buffalo Evening News.....**WEBR**  
*Licensee* — WEBR, Inc., Buffalo, N. Y.

Elmira Star Gazette.....**WENY**  
 Elmira Advertiser  
*Licensee*—Elmira Star-Gazette, Inc., 100% owned by Gannett Publications  
 Elmira, N. Y.

Through stock ownership.....**WJTN**  
*Licensee*—James Broadcasting Co., Jamestown, N. Y.

Through stock ownership.....**WKNY**  
*Licensee*—Kingston Broadcasting Corp., Kingston, N. Y.

Poughkeepsie Sunday Courier.....**WCNY**  
*Licensee*—WCNY Broadcasting Co., Newburgh, N. Y.

Jewish Daily Forward.....**WEVD**  
*Licensee* — Debs Memorial Radio Fund, Inc., New York City.  
 Officers and directors are publishers.

American Newspapers, Inc.....**WINS**  
*Licensee*—Hearst Radio, Inc., New York, N. Y.

Paterson (N. J.) Morning Call.....**WNEW**  
*Licensee* — WODAAM Corp., New York, N. Y.

Niagara Falls Gazette.....**WHLA**  
*Licensee* — Niagara Falls Gazette Publishing Co., Niagara Falls.

Through stock ownership.....**WSLB**  
*Licensee*—St. Lawrence Broadcasting Corp., Ogdensburg.

Olean Times Herald.....**WHDL**  
*Licensee*—WHDL, Inc., Olean, N. Y.

Through stock ownership.....**WKIP**  
*Licensee* — Poughkeepsie Broadcasting Corp., Poughkeepsie.

Gannett Co., Inc.....**WHEC**  
 (Newspaper publishers)  
*Licensee* — WHEC, Inc., Rochester, N. Y.

Watertown Times .....**WWNY**  
*Licensee*—The Brockway Co., Watertown, N. Y.

Yonkers Herald-Statesman.....**WFAS**  
 (Westchester Newspapers, Inc.)  
*Licensee*—Westchester Broadcasting Corp., White Plains.

**NORTH CAROLINA**

Asheville Daily News.....**WISE**  
*Licensee*—WISE, Inc., Asheville.

Asheville Citizen-Times .....WWNC  
*Licensee*—Asheville Citizen-Times  
 Co., Inc., Asheville, N. C.  
 The Durham Morning Herald.....WDNC  
 The Durham Sun  
*Licensee*—Durham Radio Corp.,  
 Durham, N. C.  
 Goldsboro News-Argus .....WGBR  
*Licensee*—Eastern Carolina Broad-  
 casting Co., Goldsboro.  
 Through stock ownership.....WHKY  
*Licensee*—Catawba Valley Broad-  
 casting Co., Hickory, N. C.  
 Salisbury Post.....WSTP  
 Stockholder with 39.33% interest is  
 vice president and treasurer of a  
 newspaper.  
*Licensee*—Piedmont Broadcasting  
 Co., Salisbury, N. C.  
 Winston-Salem Journal .....WSJS  
*Licensee*—Piedmont Publishing Co.,  
 Winston-Salem, N. C.

## NORTH DAKOTA

Fargo Forum .....WDAY  
*Licensee*—WDAY, Inc., Fargo, N. D.

## OHIO

Ashtabula Star-Beacon .....WICA  
 Geneva Free Press  
 Conneaut News-Herald  
 Painesville Telegraph  
*Licensee*—WICA, Inc., Ashtabula,  
 Ohio.  
 Canton Repository .....WHBC  
*Licensee*—The Ohio Broadcasting  
 Co., Canton, Ohio.  
 100% owned by Brush-Moore News-  
 papers Inc.  
 Scripps-Howard Newspapers .....WCPO  
 Cincinnati Post  
*Licensee*—Scripps-Howard Radio  
 Inc., Cincinnati, Ohio.  
 Cincinnati Times Star .....WKRC  
*Licensee*—Cincinnati Times Star Co.,  
 Cincinnati, Ohio.  
 The Cleveland Plain Dealer.....WHK  
*Licensee*—United Broadcasting Co.,  
 Cleveland, Ohio.  
 The Cleveland Plain Dealer.....WCLE  
*Licensee*—United Broadcasting Co.,  
 Cleveland, Ohio.  
 Columbus Dispatch .....WBNS  
 Ohio State Journal  
*Licensee*—WBNS, Inc., Columbus,  
 Ohio.  
 The Cleveland Plain Dealer.....WHKC  
*Licensee*—United Broadcasting Co.,  
 Columbus, Ohio.  
 Dayton Daily News.....WHIO  
 Springfield News  
 Springfield Sun  
*Licensee*—Miami Valley Broadcast-  
 ing Corp., Dayton, Ohio.

Through stock ownership.....WING  
*Licensee*—WSMK, Inc., Dayton, Ohio.  
 Owners interested in newspaper WPAY  
 publishing.  
 (Brush-Moore Newspapers, Inc.)  
*Licensee*—Vee Bee Corp., Ports-  
 mouth, Ohio.  
 Stockholders interested in Cleveland WKBN  
 Plain Dealer.  
*Licensee*—WKBN Broadcasting  
 Corp., Youngstown, Ohio.  
 Through stock ownership.....WIZE  
*Licensee*—Radio Voice of Spring-  
 field, Inc., Springfield, Ohio.  
 Youngstown Vindicator & Telegram..WFMJ  
*Licensee*—WKBN Broadcasting  
 Corp., Youngstown, Ohio.

## OKLAHOMA

The Ardmoreite .....KVSO  
*Licensee*—The Ardmoreite Publish-  
 ing Co., Inc., Ardmore, Okla.  
 Enid Morning News.....KCRC  
 Enid Daily Eagle  
*Licensee*—Enid Radiophone Co.,  
 Enid, Okla.  
 Daily Phoenix and Times Democrat..KBIX  
*Licensee*—Okla. Press Publishing  
 Co., Muskogee, Okla.  
 Fort Worth (Texas) Star Telegram...KTOK  
*Licensee*—Oklahoma Broadcasting  
 Co., Inc., Oklahoma City, Okla.  
 Oklahoma City Oklahoman.....WKY  
 Oklahoma City Times  
*Licensee*—WKY Radiophone Co.,  
 Oklahoma City, Okla.  
 Stauffer Publications Inc.....KGFF  
 Newspapers in Neb., Kans., Mo.,  
 Okla., Ark. and N. M.  
*Licensee*—KGFF Broadcasting Co.,  
 Inc., Shawnee, Okla.  
 Owner is a publisher.....KOME  
*Licensee*—Oil Capitol Sales Corp.,  
 Tulsa, Okla.

## OREGON

Albany Democrat-Herald.....KWIL  
*Licensee*—Central Williamette  
 Broadcasting Co., Albany, Ore.  
 Astoria-Budget .....KAST  
*Licensee*—Astoria Broadcasting Co.,  
 Inc., Astoria, Ore.  
 Bend Bulletin .....KBND  
*Licensee*—The Bend Bulletin, Bend,  
 Ore.  
 Grants Pass Courier.....KUIB  
 Humboldt (Calif.) Times  
 Humboldt (Calif.) Standard  
*Licensee*—Southern Oregon Broad-  
 casting Co., Grants Pass.  
 La Grande Observer.....KLBM  
*Licensee*—Harold Finlay, La Grande,  
 Ore.  
 Coos Bay Times.....KOOS  
*Licensee*—KOOS, Inc., Marshfield,  
 Ore.

Oregon Journal .....KALE  
*Licensee* — KALE, Inc., Portland, Ore.  
 Morning Oregonian .....KEX  
*Licensee*—Oregonian Publishing Co., Portland, Ore.  
 Oregonian .....KGW  
*Licensee* — Oregonian Publishing Co., Portland, Ore.  
 Oregon Journal .....KOIN  
*Licensee* — KOIN, Inc., Portland Ore.  
 Roseburg News-Review .....KRNR  
 Klamath Falls Herald and News  
 Medford Mail-Tribune  
*Licensee* — News-Review Co., Roseburg, Ore.

**PENNSYLVANIA**

Allentown Call .....WCBA-WSAN  
 Chronicle & News  
*Licensee*—Lchigh Valley Broadcast-  
 ing Co., Allentown, Pa.  
 Stockholders interested in news- WEST  
 paper publications.  
*Licensee* — Associated Broadcasters,  
 Inc., Easton, Pa.  
 The Harrisburg Telegraph.....WHP  
*Licensee*—WHP, Inc., Harrisburg,  
 Pa.  
 Harrisburg Telegraph News.....WKBO  
*Licensee* — Keystone Broadcasting  
 Corp., Harrisburg, Pa.  
 Stockholders interested in news- WAZL  
 paper publishing.  
*Licensee* — Hazleton Broadcasting  
 Service, Inc., Hazleton, Pa.  
 Johnstown Tribune .....WJAC  
*Licensee*—WJAC, Inc., Johnstown,  
 Pa.  
 Lancaster Newspapers, Inc.....WGAL  
 Stockholders interested in news-  
 paper publications (Mason Dixon  
 Radio Group, Inc.)  
*Licensee* — WGAL, Inc., Lancaster  
 Pa.  
 Through stock ownership.....WHAT  
*Licensee*—Independence Broadcast-  
 ing Co., Philadelphia, Pa.  
 Pittsburgh Sun-Telegraph.....WCAE  
*Licensee*—WCAE, Inc., Pittsburgh,  
 Pa.  
 Pittsburgh Post Gazette.....WWSW  
*Licensee*—Walker & Downing Radio  
 Corp., Pittsburgh, Pa.  
 Scranton Times .....WQAN  
*Licensee* — The Scranton Times,  
 Scranton, Pa.  
 Sharon Herald .....WPIC  
*Licensee* — Sharon Herald Publish-  
 ing Co., Sharon, Pa.  
 Sunbury Item .....WKOK  
*Licensee* — Sunbury Broadcasting  
 Corp., Sunbury Pa.

Williamsport Sun .....WRAK  
 Williamsport Gazette-Bulletin  
*Licensee* — WRAK, Inc., Williams-  
 port, Pa.  
 Lancaster Newspapers, Inc.....WORK  
 Stockholders interested in news-  
 paper publishing (Mason Dixon  
 Radio Group, Inc., Wilmington,  
 Del.)  
*Licensee*—York Broadcasting Co.,  
 York, Pa.

**SOUTH CAROLINA**

Independent & Daily Mail.....WAIM  
*Licensee*—Wilton E. Hall, Anderson,  
 S. C.  
 Charleston News & Courier.....WTMA  
 Charleston Post  
*Licensee*—Atlantic Coast Broadcast-  
 ing Co., Charleston, S. C.  
 Greenville News .....WFBC  
 Greenville Piedmont  
*Licensee*—Greenville News-Piedmont  
 Co., Greenville, S. C.

**SOUTH DAKOTA**

Stockholder is a newspaper pub- WNAX  
 lisher.  
*Licensee*—WNAX Broadcasting Co.,  
 Yankton, S. D.

**TENNESSEE**

Britol Herald Courier.....WOPI  
 Bristol News Bulletin  
*Licensee*—Radiophone Broadcasting  
 Station WOPI, Inc., Bristol, Tenn-  
 Va.  
 Jackson Sun .....WTJS  
*Licensee*—The Sun Publishing Co.,  
 Inc., Jackson, Tenn.  
 Kingsport Times .....WKPT  
*Licensee*—C. P. Edwards, Jr. & Howard  
 Long d/b Kingsport Broadcasting  
 Co., Kingsport, Tenn.  
 Scripps-Howard Newspapers .....WNOX  
*Licensee* — Scripps-Howard Radio  
 Inc., Knoxville, Tenn.  
 Memphis Commercial Appeal.....WMC  
*Licensee*—Memphis Commercial Ap-  
 peal Co., Memphis, Tenn.  
 Memphis Press-Scimitar .....WMPS  
*Licensee* — Memphis Broadcasting  
 Co., Memphis, Tenn.

**TEXAS**

Sweetwater Reporter .....KRBC  
 Big Spring Herald  
 Paris News  
 Corpus Christi Caller  
 Corpus Christi Times  
 San Angelo Standard  
*Licensee* — Reporter Broadcasting  
 Co., Abilene, Tex.

Ashland Daily Independent (Ky)....KFDA  
 Through stock ownership.  
*Licensee*—Amarillo Broadcasting  
 Co., Amarillo, Texas.

Amarillo Globe & News.....KGNC  
 Lubbock Avalanche Journal  
*Licensee*—Plains Radio Broadcast-  
 ing Co., Amarillo, Tex.

American Newspapers, Inc.....KNOW  
*Licensee*—Frontier Broadcasting Co.,  
 Austin, Tex.

Beaumont Enterprise .....KRIC  
 Beaumont Journal  
*Licensee* — KRIC, Inc., Beaumont,  
 Texas.

Big Spring Herald.....KBST  
 San Angelo Standard  
 Corpus Cristi Caller  
 Corpus Christi Times  
 Sweetwater Reporter  
*Licensee*—Big Spring Herald Broad-  
 casting Co., Big Spring, Tex.

Brownwood Banner .....KBWD  
*Licensee*—Brown County Broadcast-  
 ing Co., Brownwood, Texas

Corpus Christi Caller-Times.....KRIS  
 (W. G. Kinsolving, publisher, 40%  
 stockholder).  
*Licensee*—Gulf Coast Broadcasting  
 Co., Corpus Christi, Tex.

Dallas Times Herald.....KRLD  
*Licensee*—KRLD Radio Corpora-  
 tion, Dallas, Tex.

Dallas News .....WFAA  
 Dallas Journal  
 Farm News (semi-weekly)  
 Texas Almanac  
 State Industrial Guide  
*Licensee*—A. H. Belo Corp., Dallas,  
 Tex.

El Paso Times.....KROD  
*Licensee*—Dorrance D. Roderick, El  
 Paso, Tex.

Fort Worth Star-Telegram.....KGKO  
*Licensee*—KGKO Broadcasting Co.,  
 Fort Worth, Tex.

Fort Worth Star-Telegram.....WBAP  
*Licensee*—Carter Publications, Inc.  
 Fort Worth, Tex.

Houston Post .....KPRC  
*Licensee*—Houston Printing Co.,  
 Houston, Tex.

Houston Chronicle .....KTRH  
*Licensee*—KTRH Broadcasting Co.,  
 Houston, Tex.

Kilgore Daily News.....KOCA  
*Licensee*—Oil Capital Broadcasting  
 Assn., Kilgore, Tex.

Lubbock Avalanche-Journal .....KFYO  
 (See KRBC and KBST)  
*Licensee*—Plains Radio Broadcast-  
 ing Co.

Santa Ana (Calif.) Daily Register...KPDN  
 Clovis (N. M.) News Journal  
 Bucyrus (Ohio) Telegraph-Forum  
 Pampa Daily News  
*Licensee*—R. C. Hoiles, Pampa, Tex.

Paris News .....KPLT  
 (See KRBC and KBST)  
*Licensee*—North Texas Broadcasting  
 Co., Paris, Tex.

Pecos Enterprise .....KIUN  
*Licensee*—Jack W. Hawkins and  
 Barney H. Hubbs, Pecos, Tex.

San Angelo Standard Times.....KCKL  
 Abilene Reporter-News, Sweetwater  
 Reporter, Big Spring Herald, Paris  
 News, Corpus Christi Caller-Times  
*Licensee*—KCKL, Inc., San Angelo,  
 Tex.

San Antonio Light.....KTSA  
*Licensee*—Sunshine Broadcasting Co.,  
 San Antonio, Tex.

The Sherman Democrat.....KRRV  
 Sherman, Tex.  
*Licensee*—Red River Valley Broad-  
 casting Corp., Sherman, Tex.

Sweetwater Reporter .....KXOK  
*Licensee* — Sweetwater Radio, Inc.,  
 Sweetwater.

Temple Telegram .....KTEM  
*Licensee*—Bell Broadcasting Co.,  
 Temple, Tex.

Texarkana Gazette .....KCMC  
 Texarkana Daily News  
*Licensee* — KCMC, Inc., Texarkana.

Vernon Daily Record.....KVWC  
*Licensee*—R. H. Nichols, W. H.  
 Wright & Stewart Hatch d/b as  
 The Northwestern Broadcasting  
 Co., Vernon, Texas.

American Newspapers, Inc.....WACO  
*Licensee*—Frontier Broadcasting Co.,  
 Waco, Tex.

Amarillo Globe-News .....KRGV  
*Licensee* — KRGV, Inc., Weslaco,  
 Texas.  
 98.43% stockholder is also inter-  
 ested in Globe News Publishing  
 Co.

**UTAH**

Ogden Standard-Examiner .....KLO  
*Licensee* — Interstate Broadcasting  
 Corp., Ogden, Utah

Salt Lake City Tribune, Salt Lake KSL  
 City Telegram.  
*Licensee*—Radio Service Corp. of  
 Utah, Salt Lake City, Utah.

**VERMONT**

Burlington Daily News.....WCAX  
*Licensee*—Burling Daily News, Inc.,  
 Burlington, Vt.

**VIRGINIA**

Martinsville Bulletin .....WMVA  
*Licensee*—William C. Barnes & Jonas  
 Weiland d/b as Martinsville  
 Broadcasting Co., Martinsville, Va.

• • • **NEWSPAPER-OWNED STATIONS** • • •

Newport News Press.....WGH

Newport News Times-Herald  
Licensee — Hampton Roads Broad-  
casting Corp., Newport News.

Ledger-Dispatch .....WTAR  
Virginian Pilot

Licensee—WTAR Radio Corp., Nor-  
folk, Va.

Petersburg Progress-Index .....WPID

Licensee — Petersburg Newspaper  
Corp., Petersburg, Va.

Richmond News Leader.....WRNL

Licensee—Richmond Radio Corp.,  
Richmond, Va.

Times-Dispatch .....WRTD

Licensee—The Times-Dispatch Ra-  
dio Corp., Richmond, Va.

Roanoke Times .....WDBJ

World News  
Licensee—Times World Corp., Roa-  
noke, Va.

Through stock ownership.....WSLS

Licensee — Roanoke Broadcasting  
Corp., Roanoke, Va.

**WASHINGTON**

Longview Daily News.....KWLK

Licensee — Twin City Broadcasting  
Corp., Longview, Wash.

Coos Bay Times .....KVAN

(See KOOS)  
Licensee — Vancouver Radio Corp.,  
Vancouver.

**WEST VIRGINIA**

Beckley Post-Herald & Raleigh WJLS

Register  
Licensee—Joe L. Smith, Jr., Beckley,  
W. Va.

Bluefield Daily Telegram.....WHIS

Sunset-News & Times-Leader  
Licensee—Daily Telegraph Printing  
Co., Bluefield, W. Va.

The Huntington Advertiser.....WCHS

The Herald-Dispatch  
The Sunday Herald-Advertiser

(See WBLK and WPAR)  
Licensee — Charleston Broadcasting  
Corp., Charleston, W. Va.

Clarksburg Exponent .....WBLK

Clarksburg Telegram  
(See WCHS and WPAR)

Licensee—The Exponent Co., Clarks-  
burg, W. Va.

Huntington Herald-Dispatch .....WSAZ

Huntington Advertiser  
Licensee—WSAZ, Inc., Huntington,  
W. Va.

Logan Banner .....WLOG

Licensee—Clarence H. Frey & Rob-  
ert O. Greever, Logan, W. Va.

Through stock ownership .....WAJR

Licensee—West Virginia Radio Corp.,  
Morgantown, W. Va.

Clarksburg Exponent .....WPAR

Clarksburg Telegram  
(See WBLK and WCHS)

Licensee—Ohio Valley Broadcasting  
Corp., Parkersburg, W. Va.

**WISCONSIN**

Superior Evening Telegram.....WEAU

Eau Claire Telegram  
Eau Claire Leader

Licensee—Central Broadcasting Co.,  
Eau Claire, Wisc.

FDL Commonwealth Reporter.....KFIZ

Licensee—Reporter Printing Co.,  
Fond du Lac, Wis.

Janesville Gazette .....WCLO

Licensee — Gazette Printing Co.,  
Janesville, Wis.

Madison Capital Times.....WIBA

Wisconsin State Journal  
Licensee—Badger Broadcasting Co.,  
Inc., Madison, Wis.

American Newspapers, Inc.....WISN

Licensee—Hearst Radio, Inc., Mil-  
waukee, Wis.

The Milwaukee Journal .....WTMJ

Licensee—The Journal Co. (The Mil-  
waukee Journal), Milwaukee, Wis.

Racine Journal Times.....WRJN

Catholic Daily Tribune  
Licensee — Racine Broadcasting  
Corp., Racine, Wis.

Stock & Dairy Farmer.....WJMC

Licensee—Walter H. McGenty, Rice  
Lake, Wisc.

The Sheboygan Press.....WHBL

Licensee—Press Publishing Co., She-  
boygan, Wis.

Wisconsin Rapids Tribune.....WFHR

Licensee—Wm. F. Huffman, Wiscon-  
sin Rapids, Wisc.

**WYOMING**

Wyoming Eagle & Wyoming State KFBC

Tribune & Leader  
Licensee—Frontier Broadcasting Co.,  
Cheyenne, Wyo.

**ALASKA**

Fairbanks News-Miner .....KFAR

Licensee—Midnight Sun Broadcast-  
ing Co., Fairbanks, Alaska.

**HAWAII**

Honolulu Advertiser .....KGU

Licensee — Marion A. Mulrony &  
Advertiser Publishing Co., Ltd.,  
Honolulu, T. H.

Garden Island Publishing Co.....KTOH

Licensee—Garden Island Publishing  
Co., Lihue, T. H.



## **NETWORK STATIONS**

*in*

**SYDNEY  
HALIFAX  
CHARLOTTETOWN  
SACKVILLE  
MONCTON  
SAINT JOHN  
FREDERICTON  
NEW CARLISLE  
RIMOUSKI  
CHICOUTIMI  
QUEBEC  
MONTREAL  
OTTAWA  
KINGSTON  
TORONTO  
SUDBURY  
NORTH BAY  
KIRKLAND LAKE  
TIMMINS  
FORT WILLIAM  
WINNIPEG  
BRANDON  
REGINA  
WATROUS  
MOOSE JAW  
SASKATOON  
PRINCE ALBERT  
EDMONTON  
CALGARY  
LETHBRIDGE  
KAMLOOPS  
KELOWNA  
TRAIL  
VANCOUVER**

## **COVER CANADA**

# **CANADIAN BROADCASTING CORPORATION**

**COMMERCIAL DEPARTMENT**

**55 York Street, Toronto**

**1231 St. Catherine St. W., Montreal**

618



# CANADA



**STATIONS**

•

**NETWORKS**

•

**NEWSPAPER-OWNED**

**STATIONS**

# CANADIAN Broadcasting Corporation

*Headquarters Office*

Victoria Building, Ottawa, Ontario

## BOARD OF GOVERNORS

Rene Morin, K.C., Chairman  
N. L. Nathanson, Vice-Chairman  
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J. Wilfred Godfrey, K.C.

Professor Adrien Pouliot  
Mrs. Nellie McClung  
Reverend J. S. Thomson, M.A., D.D.  
Brigadier-General Victor Odlum

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General Manager . . . . . W. E. Gladstone Murray  
(Ottawa)  
Assistant General Manager . . . Dr. Augustin Frigon  
(Montreal)  
Chief Executive Assistant . . . . Donald Manson  
(Ottawa)  
Treasurer . . . . . Harry Baldwin  
(Ottawa)  
Secretary . . . . . R. P. Landry  
(Ottawa)  
General Supervisor of Programs . . . E. L. Bushnell  
(Toronto)  
Commercial Manager and Supervisor of  
Press and Information . . . . . E. A. Weir  
(Toronto)  
Assistant Commercial Manager . . . W. E. Powell  
(Toronto)  
Commercial Manager,  
Quebec Division . . . . . J. A. Dupont  
(Montreal)  
Chief Engineer . . . . . G. W. Olive  
(Montreal)  
Supervisor of Station  
Relations . . . . . J. R. Radford  
(Toronto)  
Traffic Manager . . . . . E. W. Jackson  
(Toronto)

### OFFICES

Victory Building, Ottawa, Ontario  
Keefer Building, Montreal, Quebec  
55 York Street, Toronto, Ontario  
1231 S. Catherine St., West, Montreal, Quebec

### *Regional Networks*

#### *Maritime*

CJCB, Sydney, Nova Scotia  
CHNS, Halifax, Nova Scotia  
CFCY, Charlottetown, Prince Edward Island

CBA, Sackville, New Brunswick  
CKCW, Moncton, New Brunswick  
CHSJ, Saint John, New Brunswick  
CFNB, Fredericton, New Brunswick

#### *Quebec*

CBM, Montreal, Quebec (English)  
CBF, Montreal, Quebec (French)  
CBV, Quebec City, Quebec  
CBJ, Chicoutimi, Quebec  
CJBR, Rimouski, Quebec  
CHNC, New Carlisle, Quebec

#### *Ontario*

CBO, Ottawa, Ontario  
CFRC, Kingston, Ontario  
CBL, Toronto, Ontario  
CKSO, Sudbury, Ontario  
CFCH, North Bay, Ontario  
CJKL, Kirkland Lake, Ontario  
CKGB, Timmins, Ontario  
CKPR, Fort William, Ontario

#### *Prairie*

CKY, Winnipeg, Manitoba  
CKX, Brandon, Manitoba  
CKCK, Regina, Saskatchewan  
CBK, Watrous, Saskatchewan  
CHAB, Moose Jaw, Saskatchewan  
CFQC, Saskatoon, Saskatchewan  
CKBI, Prince Albert, Saskatchewan  
CJCA, Edmonton, Alberta  
CFAC, Calgary, Alberta  
CJOC, Letbridge, Alberta

#### *British Columbia*

CFJC, Kamloops, British Columbia  
CKOV, Kelowna, British Columbia  
CJAT, Trail, British Columbia  
CBR, Vancouver, British Columbia



# STATIONS OF CANADA

*The following list of stations is arranged in call letter alphabetical order giving page number for complete station data.*

*Every effort has been made to present accurate and complete information in a self-explanatory method. Data was obtained from questionnaires sent to the stations early in December and corrections were made up to the time of going to press to insure the inclusion of late developments.*

*Canadian network facilities covered in full on page 620.*



Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
CBA . . . .	Sackville, N. B. . . . .	1070	50000	630
CBF . . . .	Montreal, Que. . . . .	690	50000	640
CBJ . . . .	Chicoutimi, Que. . . . .	1240	100	640
CBK . . . .	Watrous, Sask. . . . .	540	50000	644
CBL . . . .	Toronto, Ont. . . . .	740	50000	636
CBM . . . .	Montreal, Que. . . . .	940	5000	640
CBO . . . .	Ottawa, Ont. . . . .	910	1000	634
CBR . . . .	Vancouver, B. C. . . . .	1130	5000	627
CBV . . . .	Quebec, Que. . . . .	980	1000	641
CBY . . . .	Toronto, Ont. . . . .	1010	1000	636
CFAC . . . .	Calgary, Alta. . . . .	960	1000	623
CFAR . . . .	Flin Flon, Man. . . . .	1400	100	628
CFCF . . . .	Montreal, Que. . . . .	600	500	640
CFCH . . . .	North Bay, Ont. . . . .	1230	100	634
CFCN . . . .	Calgary, Alta. . . . .	1010	10000	624
CFCO . . . .	Chatham, Ont. . . . .	630	100	632
CFCT . . . .	Victoria, B. C. . . . .	1480	500	628
CFCY . . . .	Charlottetown, P. E. I. . . . .	630	1000	639
CFGP . . . .	Grand Prairie, Alta. . . . .	1340	250	625
CFJC . . . .	Kamloops, B. C. . . . .	910	1000	626
CFLC . . . .	Prescott, Ont. . . . .	1450	100	635
CFNB . . . .	Fredericton, N. B. . . . .	550	1000	629
CFOS . . . .	Owen Sound, Ont. . . . .	1400	100	634
CFPL . . . .	London, Ont. . . . .	1570	1000	634
CFPR . . . .	Prince Rupert, B. C. . . . .	1240	50	626
CFQC . . . .	Saskatoon, Sask. . . . .	600	1000	644
CFRB . . . .	Toronto, Ont. . . . .	860	10000	637
CFRC . . . .	Kingston, Ont. . . . .	1490	100	633
CFRN . . . .	Edmonton, Alta. . . . .	1260	1000	624

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
CHAB . . . .	Moose Jaw, Sask.	1220	1000	643
CHCK . . . .	Charlottetown, P. E. I.	1340	50	639
CHGB . . . .	St. Anne de la Pocatiere, Que.	1230	100	643
CHGS . . . .	Summerside, P. E. I.	1480	50	639
CHLN . . . .	Three Rivers, Que.	1450	100	643
CHLP . . . .	Montreal, Que.	1490	100	641
CHLT . . . .	Sherbrooke, Que.	1240	100	643
CHML . . . .	Hamilton, Ont.	900	1000	632
CHNC . . . .	New Carlisle, Que.	610	1000	641
CHNS . . . .	Halifax, N. S.	960	1000	631
CHRC . . . .	Quebec, Que.	1400	100	642
CHSJ . . . .	Saint John, N. B.	1150	1000	630
CHWK . . . .	Chilliwack, B. C.	1340	100	625
CJAT . . . .	Trail, B. C.	610	1000	627
CJBR . . . .	Rimouski, Que.	900	1000	642
CJCA . . . .	Edmonton, Alta.	930	1000	624
CJCB-CJCX . . . .	Sydney, N. S.	1270	1000	631
CJCJ . . . .	Calgary, Alta.	1230	100	624
CJCS . . . .	Stratford, Ont.	1240	50	635
CJGX . . . .	Yorkton, Sask.	1460	1000	645
CJIC . . . .	Sault Ste. Marie, Ont.	1490	100	635
CJKL . . . .	Kirkland Lake, Ont.	560	1000	633
CJLS . . . .	Yarmouth, N. S.	1340	100	631
CJOC . . . .	Lethbridge, Alta.	1400	100	625
CJOR . . . .	Vancouver, B. C.	600	1000	627
CJRC . . . .	Winnipeg, Man.	630	1000	629
CJRM . . . .	Regina, Sask.	980	1000	644
CKAC . . . .	Montreal, Que.	730	5000	641
CKBI . . . .	Prince Albert, Sask.	900	1000	644
CKCA . . . .	Kenora, Ont.	1450	250 d., 100 n.	633
CKCH . . . .	Hull, Que.	1240	100	640
CKCK . . . .	Regina, Sask.	620	1000	644
CKCL . . . .	Toronto, Ont.	580	1000	638
CKCO . . . .	Ottawa, Ont.	1340	100	634
CKCR . . . .	Kitchener, Ont. (Waterloo)	1490	100	633
CKCV . . . .	Quebec, Que.	1340	100	642
CKCW . . . .	Moncton, N. B.	1400	100	630
CKGB . . . .	Timmins, Ont.	1470	1000	636
CKLN . . . .	Nelson, B. C.	1450	100	626
CKLW . . . .	Windsor, Ont.	800	5000	638
CKMC . . . .	Cobalt, Ont.	1240	50	632
CKMO . . . .	Vancouver, B. C.	1410	100	627
CKNB . . . .	Campbellton, N. B.	1240	100	629
CKNX . . . .	Wingham, Ont.	1230	100	639
CKOC . . . .	Hamilton, Ont.	1150	1000 d., 500 n.	633
CKOV . . . .	Kelowna, B. C.	630	1000	626
CKPC . . . .	Brantford, Ont.	1380	100	632
CKPR . . . .	Fort William-Port Arthur, Ont.	580	1000	632
CKRN . . . .	Rouyn, Que.	1400	100	642
CKSO . . . .	Sudbury, Ont.	790	1000	636
CKTB . . . .	St. Catherines, Ont.	1230	100	635
CKUA . . . .	Edmonton, Alta.	580	500	625
CKVD . . . .	Val D'Or, Que.	1230	100	643
CKWX . . . .	Vancouver, B. C.	980	1000	628
CKX . . . .	Brandon, Man.	1150	1000	628
CKY . . . .	Winnipeg, Man.	990	15000	629

# ALBERTA

Population 789,000

Number of Radio Licenses 93,900

Number of Families 160,000

Auto Registrations 106,586

## CFAC

CALGARY—EST. 1922

CBC & FOOTHILLS NETWORK

FREQUENCY: 960 Kc. POWER: 1000 watts.  
 OWNED BY: South Western Publishers, Ltd.  
 OPERATED BY: Taylor Pearson & Carson.  
 BUSINESS ADDRESS: 1006 Southam Bldg.  
 PHONE: Renfrew 1036-7. STUDIO ADDRESS:  
 1006 Southam Bldg. TRANSMITTER LOCA-  
 TION: 6 miles east of Calgary. TIME ON THE  
 AIR: 7:00 A.M. to 12:00 Midnight. NEWSPAPER  
 AFFILIATION: Calgary Daily Herald. NEWS  
 SERVICE: Canadian Press. TRANSCRIPTION  
 SERVICE: NBC Thesaurus, World Broadcasting  
 System. MAINTAINS ARTISTS' BUREAU.

### Personnel

President ..... H. R. Carson  
 Station Manager ..... V. F. Nielsen

Commercial Manager ..... F. R. Shaw  
 Sales Promotion Manager ..... J. N. Hunt  
 Program Director-Artists' Bureau Head.  
 R. H. C. Straker  
 Chief Announcer ..... A. Smith  
 Traffic Manager ..... R. Meadows  
 Musical Director ..... J. Toulson  
 Chief Engineer ..... Earl C. Connor

### Coverage

	Daytime	Evening
Population—Primary . . . . .	250,000	350,000
Radio Homes— " . . . . .	60,000	75,000
Population—Secondary . . . . .	100,000	150,000
Radio Homes— " . . . . .	25,000	35,000

Source: Station survey.

### Representatives

All Canada Radio Facilities  
 Weed & Co.



# NORTH OF THE 49<sup>th</sup> PARALLEL

IT'S THE "ALL-CANADA" STATIONS  
 WHICH DOMINATE THE BUSY CANADIAN MARKET

TWENTY-EIGHT of the leading Canadian radio stations form the "All-Canada" group. Spotting your programme over these stations assures dominant coverage of Canada's wealthy markets from coast to coast and in Newfoundland. There are audience figures to prove it.

During the last four years, improvements in Canadian station power and equipment have increased their physi-

cal coverage from 48% in 1936 to 80% in 1940. Only a small part of this territory is reached by U.S. stations.

Don't overlook this Canadian market. War conditions are increasing Canadian payrolls and sales potential. The All-Canada stations are ready to help with programme service and merchandising cooperation. Check us for available times and market information.



## ALL-CANADA RADIO FACILITIES

Limited

MONTREAL • TORONTO • WINNIPEG • CALGARY • VANCOUVER  
 U.S.A. Representatives: WEED AND COMPANY

# CFCN

CALGARY—EST. 1922

FREQUENCY: 1010 Kc. POWER: 10,000 Watts. OWNED BY: The Voice of the Prairies, Ltd. OPERATED BY: Same. BUSINESS ADDRESS: Toronto Gen. Trusts Bldg. PHONE: M 1161. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Strathmore. TIME ON THE AIR: Daily, 6:30 A.M. to 12:00 midnight; Sunday, 9:30 A.M. to 11:00 P.M. NEWS SERVICES: Transradio Press, Radio News Assn, British United Press. TRANSCRIPTION SERVICES: Standard Radio, Lang-Worth, Davis & Schwegler.

## Personnel

President and Managing Director . . . H. G. Love  
 Commercial Manager . . . . . E. H. McGuire  
 Program Director . . . . . Ed Maloney  
 News Editor . . . . . C. H. Stout  
 Sports Editor . . . . . Doug Smith  
 Chief Engineer . . . . . W. V. McLaughlin

## Coverage

Population—Primary . . . . . 917,200  
 Radio Homes— " . . . . . 131,800

Source: Mail response analysis.

## Representative

Joseph Hershey McGillvra (U. S. and Montreal)  
 Jack Slatter (Toronto)  
 Inland Broadcasting Co. (Winnipeg)

# CJCL

CALGARY—EST. 1922

FREQUENCY: 1230 Kc. POWER: 100 watts. OWNED BY: Albertan Publishing Co., Ltd. OPERATED BY: Same. BUSINESS ADDRESS: Renfrew Bldg. PHONE: R 2001 — M-9966. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Grandview Heights. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M.; Sunday, 9:00 A.M. to 11:00 P.M. NEWSPAPER AFFILIATION: Albertan Publishing Co., Ltd. NEWS SERVICE: Canadian Press. TRANSCRIPTION SERVICES: Lang-Worth, Titan Productions.

## Personnel

President . . . . . Gordon Bell  
 Station Manager . . . . . J. E. Gerke  
 Commercial Manager . . . . . V. A. Thompson  
 Chief Engineer . . . . . T. E. Snelgrove

# CFRN

EDMONTON—EST. 1934

CBC

FREQUENCY: 1260 Kc. POWER: 1000 watts (C.P. 1000 watts). OWNED BY: Sunwapta Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 109 C. P. R. Bldg. PHONE:

22101-5. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Jasper Highway, Edmonton West. TIME ON THE AIR: 6:30 A.M. to 12:00 Midnight, daily; 9:00 A.M. to 11:30 P.M., Sundays. NEWS SERVICES: Canadian Press, British United Press. TRANSCRIPTION SERVICE: Lang-Worth, Davis & Schwegler, Standard Radio. MAINTAINS ARTISTS' BUREAU.

## Personnel

President . . . . . H. F. Nielsen  
 Station Manager . . . . . G. R. A. Rice  
 Commercial Manager . . . . . D. Atkinson  
 Program Director . . . . . S. S. Lancaster  
 Production Manager . . . . . W. Sutton  
 Chief Announcer . . . . . D. G. Hill  
 News Editor . . . . . S. Ross  
 Musical Director . . . . . R. Jacobs  
 Chief Engineer . . . . . F. Makepeace

## Coverage

Population—Primary . . . . . 350,000  
 Radio Homes— " . . . . . 58,000

Source: Station survey.

## Representatives

Joseph Hershey McGillvra (U. S. A.)  
 Jack Slatter (Toronto and Montreal)  
 Inland Broadcasting Service (Winnipeg)

# CJCA

EDMONTON—EST. 1922

CBC—FOOTHILLS NETWORK

FREQUENCY: 930 Kc. POWER: 1000 watts. OWNED BY: North Western Publishers, Ltd. "Edmonton Journal." OPERATED BY: Taylor & Pearson Broadcasting Co. Ltd. BUSINESS ADDRESS: Birk's Bldg., Jasper Ave. PHONE: 26131. STUDIO ADDRESS: Birk's Bldg. TRANSMITTER LOCATION: Belmont. TIME ON THE AIR: 123½ hours weekly. NEWSPAPER AFFILIATION: Edmonton Journal. NEWS SERVICE: Canadian Press. TRANSCRIPTION SERVICE: NBC Thesaurus, World Broadcasting System.

## Personnel

Station Manager . . . . . Gordon S. Henry  
 Assistant Manager . . . . . Norman Botterill  
 Sales Manager . . . . . W. Blake  
 Sales Promotion Manager . . . . . Walter Dales  
 Program Director-Chief Announcer,  
 Reo Thompson  
 Traffic Manager . . . . . Esther Nairn  
 Musical Director . . . . . R. Taylor  
 Technical Director . . . . . Hastings McMahon

## Coverage

Population—Primary . . . . . 452,463  
 Radio Homes— " . . . . . 76,276

Source: Population estimate.

## Representatives

All Canada Radio Facilities Ltd.  
 Weed & Co.

# CKUA\*

EDMONTON—EST. 1927

CBC—ALBERTA EDUCATIONAL NETWORK  
 FREQUENCY: 580 Kc. POWER: 500 watts.  
 OWNED BY: University of Alberta. OPERATED BY: University of Alberta. BUSINESS ADDRESS: University of Alberta. PHONE: 3-2233. STUDIO ADDRESS: Extension Department. TRANSMITTER LOCATION: University Campus. TIME ON THE AIR: 12:15 to 3:00 P.M. and 5:30 to 8:00 P.M. except Saturday and Sunday.

## Personnel

President of the University.....W. A. R. Kerr  
 Station Manager.....Donald Cameron  
 Studio Supervisor-Chief Announcer,

Richard MacDonald

Secretary.....Alice Mary Carpenter  
 Chief Engineer.....John Wardlaw Porteous

\*Station is installing a new 1000-watt transmitter and will be operated as a commercial station after installation.

# CFGP

GRANDE PRAIRIE—EST. 1937

FOOTHILLS NETWORK

FREQUENCY: 1340 Kc. POWER: 250 watts.  
 OWNED AND OPERATED BY: Northern Broadcasting Corp., Ltd. BUSINESS ADDRESS: Grande Prairie. PHONE: 153. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Grande Prairie. TIME ON THE AIR: 6:45 A.M. to 8:30 P.M.; Sunday, 8:45 A.M. to 6:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Standard Radio.

## Personnel

President-General Manager.....C. L. Berry  
 Program-Musical Director.....Jack Soars  
 Production Manager-Chief Announcer,

Gordon Cummings

News Editor.....Mrs. N. Robinson  
 Chief Operator.....Bill Couch

## Coverage

	Daytime	Evening
Population—Primary .....	80,000	85,000
Radio Homes— " .....	10,000	16,000

Source: Station estimate.

## Representative

All Canada Radio Facilities, Ltd.  
 Weed & Co.

# cjoc

LETHBRIDGE—EST. 1926

FOOTHILLS NETWORK

CANADIAN BROADCASTING CORP.

FREQUENCY: 1400 Kc. POWER: 100 watts.  
 OWNED BY: Lethbridge Broadcasting Co. OPERATED BY: H. R. Carson, Ltd. BUSINESS ADDRESS: Marquis Hotel, Fourth Ave., South. PHONE: 3871-2. STUDIO ADDRESS: Marquis Hotel. TRANSMITTER LOCATION: Marquis Hotel. TIME ON THE AIR: 6:30 A.M. to 12:00 midnight, daily; 8:00 A.M. to 12:00 midnight, Sundays. NEWS SERVICE: British United Press, local news. TRANSCRIPTION SERVICE: NBC Thesaurus.

## Personnel

President.....W. Watson  
 Station Manager.....A. H. Nicholl  
 Commercial Manager.....R. Buss  
 Program Director.....C. A. Perry  
 Traffic Manager.....A. Lewls  
 Chief Engineer.....G. J. Gow

## Coverage

	Daytime	Evening
Population—Primary .....	32,500*	32,500*
Radio Homes— " .....	20,000	20,000

\* Families.

Source: Station survey.

## Representatives

All Canada Radio Facilities, Ltd.  
 Weed & Company

# BRITISH COLUMBIA

Population 774,000

Number of Radio Licenses 92,100

Number of Families 164,680

Auto Registrations 117,351

# CHWK

CHILLIWACK—EST. 1927

CBC & BC NETWORK

FREQUENCY: 1340 Kc. POWER: 100 watts.  
 OWNED BY: Chilliwack Broadcasting Co., Ltd. OPERATED BY: Same. BUSINESS ADDRESS: 16 Wellington Ave. PHONE: 6106.

STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 115 hours weekly. NEWS SERVICE: Canadian Press.

## Personnel

President and Station Manager, C. Casey Wells  
 Assistant Manager.....R. G. Wells  
 Musical Director.....Jack Bartindale  
 Chief Engineer.....Jack Pilling



# CJAT

TRAIL—EST. 1934  
CBC

FREQUENCY: 610 Kc. POWER: 1000 watts.  
OWNED BY: Kootenay Broadcasting Co., Ltd.  
OPERATED BY: Same. BUSINESS ADDRESS:  
815 Victoria St. PHONE: 737. STUDIO AD-  
DRESS: 815 Victoria St. TRANSMITTER LOCA-  
TION: Warfield. TIME ON THE AIR: 7:00 A.M.  
to 12:00 Midnight (119 hours weekly). NEWS  
SERVICE: Canadian Press. TRANSCRIPTION  
SERVICE: NBC Thesaurus.

## Personnel

President.....B. A. Stimmel  
Manager.....A. J. Balfour  
Commercial Manager.....N. A. Harrod  
Program Director.....C. R. Smith  
Chief Announcer.....R. Hartman  
Chief Engineer.....E. C. Ayles

## Coverage

Population—Primary ..... 202,800  
Radio Homes— " ..... 27,800  
Source: Station survey.

## Representatives

Weed & Company  
All-Canada Radio Facilities

# CBR

VANCOUVER—EST. 1925

CANADIAN BROADCASTING CORP.  
BRITISH COLUMBIA REGIONAL NETWORK

FREQUENCY: 1130 Kc. POWER: 5000 watts.  
OPERATED BY: Canadian Broadcasting Corp.  
BUSINESS ADDRESS: Ottawa, Ont. STUDIO  
ADDRESS: Vancouver Hotel. PHONE: Marine  
6121. TRANSMITTER LOCATION: Lulu Island.  
TIME ON THE AIR: 7:25 A.M. to 12:00 Mid-  
night. NEWS SERVICE: CBC News Bureau.

## Personnel

Station Manager.....Ira Dilworth  
Program Director.....Harold W. Paulson  
Production Manager.....Ernest Morgan  
Publicity Directory-Chief Announcer,  
W. J. Herbert  
Director of Special Events.....Jack Peach  
Traffic Manager.....Edward Pegy  
Chief Engineer.....N. R. Olding

## Coverage

	Daytime	Evening
Population—Primary .....	662,182	711,181
Radio Homes— " .....	122,019	124,891
Population—Secondary ..	23,141	33,266
Radio Homes— " .....	4,128	3,932

Source: Station survey.

## Representative

Canadian Broadcasting Corp.

# CJOR

VANCOUVER—EST. 1926

FREQUENCY: 600 Kc. POWER: 1000 watts.  
OWNED BY: CJOR, Ltd. OPERATED BY: CJOR,  
Ltd. BUSINESS ADDRESS: 846 Howe St.  
PHONE: Marine 6464. STUDIO ADDRESS: Ho-  
tel Grovesnor. TRANSMITTER LOCATION:  
Richmond, B. C. TIME ON THE AIR: 6:30 A.M.  
to 12:00 Midnight; Sunday, 8:00 A.M. to 9:30  
P.M. NEWS SERVICES: Transradio Press,  
British United Press. TRANSCRIPTION SER-  
VICE: NBC Thesaurus.

## Personnel

Station Manager.....G. C. Chandler  
Assistant Manager.....A. H. Chandler  
Commercial Manager.....Don Laws  
Publicity Director.....D. R. Baird  
Program-Musical Director.....Wallie Peters  
Chief Announcer.....Ross Mortimer  
Women's Editor.....Gladys Hodge  
Accountant .....L. Watkins  
Chief Engineer.....H. B. Seabrook

## Coverage

Population—Primary ..... 551,000  
Radio Homes— " ..... 140,000  
Source: Mail response analysis.

## Representative

Joseph Hershey McGillvra

# CKMO

VANCOUVER—EST. 1922

CANADIAN BROADCASTING CORP.

FREQUENCY: 1410 Kc. POWER: 100 watts.  
OWNED BY: Sprott-Shaw Radio Co. OPER-  
ATED BY: British Columbia Broadcasting Sys-  
tem, Ltd. BUSINESS ADDRESS: 812 Robson  
St. PHONE: Marine 1271. STUDIO ADDRESS:  
812 Robson St. TRANSMITTER LOCATION:  
Sun Bldg. TIME ON THE AIR: 123½ hours  
weekly. NEWS SERVICE: Canadian Press;  
News-Herald. TRANSCRIPTION SERVICE: C.  
P. MacGregor.

## Personnel

President.....R. J. Sprott  
Vice-President.....B. A. Arundel  
Station Manager.....R. H. Wright  
Commercial Manager.....J. Short  
Chief Announcer.....P. Baldwin  
Chief Engineer.....E. Rose

## Coverage

Population—Primary ..... 594,000  
Radio Homes— " ..... 145,248  
Source: Station survey.

## Representative

Radio Centre, Ltd.

# CKWX-CKFX

VANCOUVER—EST. 1923

CBC (Secondary)

FREQUENCY: 980 Kc. POWER: 1000 watts.  
 OWNED BY: Western Broadcasting Co., Ltd.  
 OPERATED BY: Same. BUSINESS ADDRESS:  
 Hotel Georgia. PHONE: Marine 3344. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Lulu Island, B. C. TIME ON THE AIR: 6:30 A.M. to 12:00 Midnight. NEWS SERVICE: Local news from Vancouver Sun. TRANSCRIPTION SERVICE: World Broadcasting System.

## Personnel

General Manager.....A. Holstead  
 Commercial Manager.....Reg. M. Dagg  
 Program-Musical Director.....Fred C. Bass  
 Publicity Director.....Charles Morris  
 Chief Announcer.....W. Moyer  
 Continuity Editor.....Hester Atkins  
 Chief Engineer.....E. Ross MacIntyre

## Coverage

Population—Primary ..... 600,000  
 Radio Homes— " ..... 150,000  
 Source: Mail response analysis and license figures.

## Representatives

Weed & Company (U.S.)  
 All-Canada Radio Facilities, Ltd.

# CFCT

VICTORIA—EST. 1923

FREQUENCY: 1480 Kc. POWER: 500 watts.  
 OWNED BY: G. W. Deaville. OPERATED BY: Victoria Broadcasting Assn. BUSINESS ADDRESS: 620 View St. PHONE: G-2014. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Portage Inlet. TIME ON THE AIR: 50 hours weekly. NEWS SERVICE: Transradio Press.

## Personnel

General and Commercial Mgr...G. W. Deaville  
 Sales Manager.....J. Bell  
 Program Director.....L. Matheson  
 Chief Engineer.....H. R. Hough

## Representative

Associated Broadcasting Co.

# MANITOBA

Population 727,000

Number of Radio Licenses 86,500

Number of Families 154,680

Auto Registrations 87,505

# CKX

BRANDON—EST. 1928

CBC

FREQUENCY: 1150 Kc. POWER: 1000 watts.  
 OWNED BY: Manitoba Telephone System,  
 OPERATED BY: Same. BUSINESS ADDRESS:  
 City Hall Sq., 8th & Princess Ave. PHONE: 4532.  
 STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Brandon. TIME ON THE AIR: 7:30 A.M. to 11:30 P.M.; Sunday, 10:00 A.M. to 11:30 P.M. NEWS SERVICE: Canadian Press.

## Personnel

Station Manager .....W. F. Seller  
 Chief Engineer .....C. E. R. Collins

## Representatives

H. N. Stovin (Canada)  
 Joseph Hershey McGillvra (U. S. A.)

OWNED BY: Arctic Radio Corp. OPERATED BY: Duke McLeod. BUSINESS ADDRESS: 120 Main St. PHONE: 290. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 110 hours weekly. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System.

## Personnel

General Manager.....Duke McLeod  
 Program Director-Chief Announcer,  
 Edward Farey  
 Chief Engineer.....Raymond Tate

## Coverage

	Daytime	Evening
Population—Primary ....	12,000	18,000
Radio Homes— " ....	3,000	5,000
Population—Secondary ..	20,000	25,000
Radio Homes— " ..	5,000	7,000

Source: Station estimate.

## Representatives

H. N. Stovin  
 Weed & Company

# CFAR

FLIN FLON—EST. 1937

FREQUENCY: 1400 Kc. POWER: 100 watts.



## CJRC

WINNIPEG

CBC-Supplementary

FREQUENCY: 630 Kc. POWER: 1000 Watts.  
OWNED BY: Transcanada Communications, Ltd. OPERATED BY: Same. BUSINESS ADDRESS: Royal Alexandra Hotel. PHONE: 92-266. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Middlechurch. TIME ON THE AIR: 7:00 A.M. to 12:00 Midnight (117 hours weekly). NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System.

### Personnel

Station Manager.....F. H. Elphicke  
Commercial Manager.....P. H. Gayner  
Sales Promotion Manager.....Hugh Newton  
Publicity-Merchandising Director,  
N. R. Chamberlin  
Program Director.....E. H. Houston  
News Editor.....Ev Dutton  
Musical Director.....W. Wilson  
Chief Engineer.....Bert Hooper

### Coverage

Population—Primary ..... 612,000  
Radio Homes— " ..... 101,000

Source: Station survey.

### Representatives

All Canada Radio Facilities, Ltd.  
Weed & Company

## CKY

WINNIPEG—EST. 1922

CANADIAN BROADCASTING CORP.

FREQUENCY: 990 Kc. POWER: 15000 watts.  
OWNED BY: Manitoba Telephone System. OPERATED BY: Manitoba Telephone System. BUSINESS ADDRESS: Winnipeg. PHONE: 92191. STUDIO ADDRESS: Portage Ave., East. TRANSMITTER LOCATION: St. Francis Xavier. TIME ON THE AIR: 7:30 A.M. to 12:15 A.M. NEWS SERVICE: British United Press, Canadian Press. TRANSCRIPTION SERVICE: NBC The-saurus.

### Personnel

Commissioner of Telephones.....J. E. Lowry  
Station Manager .....William Backhouse  
Commercial Manager.....A. Messner  
Program Director.....R. H. Roberts  
Public Relations Director.....D. R. P. Coats  
Chief Announcer.....W. Davidson  
Musical Director.....P. H. Richardson  
Chief Engineer.....W. A. Duffield

### Coverage

Population—Primary ..... 563,800  
Radio Homes— " ..... 107,800  
Population—Secondary ..... 145,500  
Radio Homes— " ..... 25,600

Source: Station survey.

### Representatives

H. N. Stovin (Canada)  
Joseph Hershey McGillvra (U. S. A.)

# NEW BRUNSWICK

Population 451,000

Number of Radio Licenses 53,700

Number of Families 95,957

Auto Registrations 36,914

## CKNB

CAMPBELLTON—EST. 1939

CANADIAN BROADCASTING CORP.

FREQUENCY: 1240 Kc. POWER: 100 watts.  
OWNED BY: Dr. Charles Houde. OPERATED BY: Dr. Charles Houde. BUSINESS ADDRESS: Chateau Restigouche. STUDIO ADDRESS: Chateau Restigouche. PHONE: 8. TRANSMITTER LOCATION: Campbellton. TIME ON THE AIR: 8:00 A.M. to 12:00 midnight, daily; 9:00 A.M. to 12:00 midnight, Sundays. NEWS SERVICE: British United Press. TRANSCRIPTION SERVICE: All Canada Radio Facilities, Ltd.

### Personnel

Station Manager.....C. S. Chapman  
Chief Engineer.....L. P. Paquet

### Coverage

Population—Primary ..... 65,000  
Radio Homes— " ..... 12,000  
Population—Secondary ..... 90,000  
Radio Homes— " ..... 15,000

Source: Station survey.

## CFNB

FREDERICTON—EST. 1923

CANADIAN BROADCASTING CORP.

FREQUENCY: 550 Kc. POWER: 1000 watts.  
OWNED BY: James S. Neill & Sons Ltd. OPERATED BY: Same. BUSINESS ADDRESS: Queen St. PHONE: 209. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: University of New Brunswick. TIME ON THE AIR: 8:00

A.M. to 12:00 Midnight. **NEWS SERVICE:** Transradio Press. **TRANSCRIPTION SERVICE:** NBC Thesaurus.

**Personnel**

General Manager.....J. Stewart Neill  
 Chief Announcer.....Cleve Stillwell  
 Chief Engineer.....E. S. Cassidy

**Coverage**

Population—Primary .....	467,226
Radio Homes— " .....	49,039
Population—Secondary .....	193,491
Radio Homes— " .....	22,184

Source: Station survey.

**Representatives**

Weed & Co.  
 All-Canada Radio Facilities

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**CKCW**

**MONCTON—EST. 1934**

CANADIAN BROADCASTING CORP.

FREQUENCY: 1400 Kc. POWER: 100 watts. OWNED BY: Moncton Broadcasting Co., Ltd. OPERATED BY: Moncton Broadcasting Co., Ltd. BUSINESS ADDRESS: K of P Bldg. PHONE: 3388. STUDIO ADDRESS: K of P Bldg. TRANSMITTER LOCATION: Harrisville. TIME ON THE AIR: 7:30 A.M. to 12:00 Midnight, daily; 11:00 A.M. to 12:00 midnight, Sundays. NEWSPAPER AFFILIATIONS: Moncton Transcript, Moncton Times. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System.

**Personnel**

President.....J. L. Black  
 Station Manager.....F. A. Lynds  
 Sales Manager.....Clair Chambers  
 Program Director.....Earl McCarron  
 Chief Engineer.....J. G. White

**Coverage**

Population—Primary .....	140,274
Radio Homes— " .....	12,793
Population—Secondary .....	161,187
Radio Homes— " .....	14,714

Source: Station survey.

**Representative**

Joseph Hershey McGillvra

•  
**C B A**

**SACKVILLE—EST. 1939**

CANADIAN BROADCASTING CORP.

FREQUENCY: 1070 Kc. POWER: 50,000 watts. OWNED BY: Canadian Broadcasting Corp.

OPERATED BY: Same. BUSINESS ADDRESS: Nova Scotian Hotel, Halifax, N. S. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Sackville. TIME ON THE AIR: 8:00 A.M. to 12:15 A.M.; Sundays, 9:00 A.M. to 12:15 A.M. NEWS SERVICE: CBC News Bureau, Canadian Press. TRANSCRIPTION SERVICE: Lang-Worth.

**Personnel**

General Manager.....Gladstone Murray  
 Regional Representative.....George Young  
 Program Division.....W. J. O'Reilly  
 Regional Engineer.....James Carlisle

**Coverage**

Population—Primary .....	531,254
Radio Homes— " .....	51,391
Population—Secondary .....	511,463
Radio Homes— " .....	43,964

Source: Field intensity measurements; Dominion Reports.

•  
**CHSJ**

**SAINT JOHN—EST. 1934**

CANADIAN BROADCASTING CORP.

MARITIME NETWORK

FREQUENCY: 1150 Kc. POWER: 1000 watts. OWNED BY: New Brunswick Broadcasting Co., Ltd. OPERATED BY: Same. BUSINESS ADDRESS: 14-16 Church St. PHONE: 3-2307. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Coldbrook, N. B. TIME ON THE AIR: 7:30 A.M. to 12:00 Midnight; Sunday, 8:00 A.M. to 12:00 Midnight. NEWSPAPER AFFILIATIONS: Telegraph-Journal, Times-Globe. NEWS SERVICES: British United Press, Canadian Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: World Broadcasting System.

**Personnel**

President.....H. P. Robinson  
 Station Manager.....L. W. Bewick  
 Commercial Manager.....George Cromwell  
 Program Director-Artists' Bureau Head,  
 deB. Holly  
 Publicity Director.....Christine Fewings  
 Chief Engineer.....J. G. Bishop

**Coverage**

Radio Homes—Primary .....	35,913
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Source: Licensed Receivers.

**Representative**

Joseph Hershey McGillvra

# NOVA SCOTIA

Population 556,000

Number of Radio Licenses 66,200

Number of Families 117,872

Auto Registrations 50,942

## CHNS

HALIFAX—EST. 1926

CBC AND MARITIME NETWORK

FREQUENCY: 960 Kc. POWER: 1000 watts.  
OWNED BY: Maritime Broadcasting Co., Ltd.  
OPERATED BY: Same. BUSINESS ADDRESS:  
Broadcasting House, Tobin St. PHONE: B-8318.  
STUDIO ADDRESS: Broadcasting House; Lord  
Nelson Hotel. TRANSMITTER LOCATION:  
Bedford. TIME ON THE AIR: 8:00 A.M. to 12:15  
A.M. NEWSPAPER AFFILIATION: Halifax Her-  
ald, Halifax Mail. NEWS SERVICE: Trans-  
radio Press. TRANSCRIPTION SERVICE: NBC  
Thesaurus, Standard Radio, and Lang-Worth.

### Personnel

President ..... Andrew Robb  
General Manager ..... William C. Borrett  
Commercial Manager ..... John L. Redmond  
Artists Bureau Head ..... L. L. Shatford  
Chief Announcer ..... Fletcher Coates  
Musical Director ..... R. L. Fry  
Chief Engineer ..... A. W. Greig

### Coverage

Population—Primary .....	290,700
Radio Homes— " .....	40,200
Population—Secondary .....	58,300
Radio Homes— " .....	5,600

Source: Field strength measurements.

### Representatives

All-Canada Radio Facilities, Ltd.  
Weed & Company

## CJCB-CJCX

SYDNEY—EST. 1929

CANADIAN BROADCASTING CORP.

FREQUENCY: 1270 Kc. POWER: 1000 watts.  
OWNED BY: Eastern Broadcasters, Ltd. OP-  
ERATED BY: Eastern Broadcasters, Ltd. BUSI-  
NESS ADDRESS: Radio Bldg. PHONE: 209-  
1412. STUDIO ADDRESS: Radio Bldg. TRANS-  
MITTER LOCATION: South Bar, C.B. TIME ON  
THE AIR: 8:00 a.m. to midnight. NEWS SER-  
VICE: Transradio Press and local news.  
TRANSCRIPTION SERVICE: NBC Thesaurus.

### Personnel

Commercial-Advertising Manager,  
N. Nathanson  
Chief Announcer ..... T. C. Robertson

Sales Manager ..... C. H. McDougall  
Publicity Director ..... O. W. Loeb  
Musical Director ..... Mrs. A. F. McKinnon  
Chief Engineer ..... Chas. Atkinson

### Coverage

	Daytime	Evening
Population—Primary ....	217,640	310,552
Radio Homes— " .....	52,865	71,224
Population—Secondary ..	122,746	246,850
Radio Homes— " .....	29,678	56,947

Source: Canadian Census Data.

### Representatives

All-Canada Radio Facilities  
Weed & Co.

## CJLS

YARMOUTH—EST. 1934

CANADIAN BROADCASTING CORP.  
MARITIME NETWORK

FREQUENCY: 1340 Kc. POWER: 100 watts.  
OWNED BY: Gateway Broadcasting Co. OP-  
ERATED BY: Same. BUSINESS ADDRESS: Box  
684. PHONE: 500 and 316. STUDIO ADDRESS:  
Radio Bldg., Main St. TRANSMITTER LOCA-  
TION: Same. TIME ON THE AIR: 8:15 A.M.  
to 12:15 A.M., daily except Saturdays and  
Sundays; 8:15 A.M. to 1:00 A.M., Saturdays;  
9:00 A.M. to 12:15 A.M., Sundays. NEWS  
SERVICE: Transradio Press. TRANSCRIPTION  
SERVICES: Lang-Worth Programs.

### Personnel

Owner-Chief Engineer ..... Laurie L. Smith  
Program Director ..... Earl Jeffrey  
Commercial & Production Manager,  
Fin Hollinger

### Coverage

	Daytime	Evening
Population—Primary ....	87,534	87,534
Radio Homes— " .....	10,461	10,461
Population—Secondary ..	55,076	55,076
Radio Homes— " .....	7,968	7,968

Source: Canadian Census Data.

### Representative

Dominion Broadcasting Co.

# ONTARIO

Population 3,760,000

Number of Radio Licenses 447,500

Number of Families 797,872

Auto Registrations 663,882

## CKPC

BRANTFORD—EST. 1923

CBC

FREQUENCY: 1380 Kc. POWER: 100 watts. OWNED BY: Telephone City Broadcasting, Ltd. OPERATED BY: Same. BUSINESS ADDRESS: 49-51 Colborne St. PHONE: 625-1646. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Glebe Property. TIME ON THE AIR: 7:30 A.M. to midnight; Sunday, 9:00 A.M. to 12:00 Midnight. NEWS SERVICES: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System.

### Personnel

Commercial Manager.....Evelyn Feely  
Chief Engineer.....Clayton Anguish

### Representative

A. L. Alexander

## CFCO

CHATHAM—EST. 1925

CANADIAN BROADCASTING CORP.

FREQUENCY: 630 Kc. POWER: 100 Watts. OWNED BY: John Beardall. OPERATED BY: John Beardall. BUSINESS ADDRESS: William Pitt Hotel, Sixth St. PHONE: 2626. STUDIO ADDRESS: William Pitt Hotel. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:30 A.M. to 11:00 P.M.; Sunday, 9:00 A.M. to 11:00 P.M. (10½ hours weekly). NEWS SERVICE: Transradio Press.

### Personnel

Owner-Manager .....John Beardall  
Sales & Commercial Director.....P. A. Kirkey  
Program Director .....Ross Wright  
Chief Engineer .....Gordon Brooks

### Coverage

Population—Primary ..... 161,677  
Population—Secondary ..... 277,319

Source: Station survey.

## CKMC \*

COBALT

FREQUENCY: 1240 Kc. POWER: 50 watts. OWNED BY: R. L. MacAdam. OPERATED BY: Same.

\*No further information available at time of going to press.

## CKPR

FORT WILLIAM—PORT ARTHUR—

EST. 1931

CBC

FREQUENCY: 580 Kc. POWER: 1000 Watts. OWNED BY: Dougall Motor Car Co., Ltd. OPERATED BY: Same. BUSINESS ADDRESS: Radio Hall. PHONE: South 315. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Port Arthur. TIME ON THE AIR: 8:00 A.M. to 12:00 Midnight, daily; 11:00 A.M. to 12:00 midnight, Sundays. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NBC The-saurus.

### Personnel

President and Station Manager...H. F. Dougall  
Vice-President.....R. H. Parker  
Commercial Manager.....Jack Downs  
News Editor.....Clint Godwin  
Chief Announcer.....Ralph Parker

### Coverage

	Daytime	Evening
Population—Primary ....	95,000	100,000
Radio Homes— " .....	25,000	26,000
Population—Secondary ..	250,000	300,000
Radio Homes— " .....	62,500	75,000

Source: Mail response analysis.

### Representatives

Jack Slatter (Canada)  
Joseph Hershey McGillvra (U. S. A.)

## CHML

HAMILTON—EST. 1927

CANADIAN BROADCASTING CORP.

FREQUENCY: 900 Kc. POWER: 1000 watts. OWNED BY: Maple Leaf Radio Co., Ltd. OPERATED BY: Maple Leaf Radio Co., Ltd. BUSINESS ADDRESS: 36 James Street. S. PHONE: 7-1539. STUDIO ADDRESS: Pigott Bldg. TRANSMITTER LOCATION: Saltfleet. TIME ON THE AIR: 7:00 A.M. to 12:00 Midnight; Sunday, 10:00 A.M. to 12:00 Midnight. NEWS SERVICE: British United Press. TRANSCRIPTION SERVICE: Standard Radio.

### Personnel

President.....A. C. Hardy  
Manager.....Kenneth D. Sobie  
Program Director.....Norman Marshall

# CKOC

HAMILTON—EST. 1922

CANADIAN BROADCASTING CORP.

FREQUENCY: 1150 Kc. POWER: 1000 watts, d.; 500 Watts, n. OWNED BY: Wentworth Radio Broadcasting Co., Ltd. OPERATED BY: Wentworth Radio Broadcasting Co., Ltd. BUSINESS ADDRESS: Wentworth Bldg. PHONE: 7-4484. STUDIO ADDRESS: Wentworth Bldg. TRANSMITTER LOCATION: Queen Elizabeth Highway. TIME ON THE AIR: 6:00 A.M. to Midnight; Sunday, 10:00 A.M. to 12:00 Midnight. NEWS SERVICE: Transradio Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: World Broadcasting System, NBC Thesaurus.

## Personnel

President.....H. R. Carson  
 Station Manager.....M. V. Chestnut  
 Commercial Manager.....W. T. Cranston  
 Program Director-Artists' Bureau Head,  
 J. Lyman Potts  
 Publicity Director-News Editor...D. A. Robbins  
 Women's Editor.....Bernice Burns  
 Sports Editor.....P. Le Sueur  
 Chief Announcer.....Werner Bartman  
 Musical Director.....Cyril Hampshire  
 Chief Engineer.....Leslie Horton

## Coverage

Population—Primary ..... 635,942  
 Radio Homes— " ..... 100,996  
 Source: Mail response analysis; Dominion Bureau of Statistics.

## Representatives

All-Canada Radio Facilities, Ltd.  
 Weed & Company

# CKCA

KENORA—EST. 1939

CANADIAN BROADCASTING CORP.

FREQUENCY: 1450 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: Kenora Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Kenricia Hotel. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Jaffray Township. TIME ON THE AIR: 8:00 A.M. to 10:00 P.M.; Sunday, 10:00 A.M. to 10:00 P.M. NEWS SERVICE: via CBC. TRANSCRIPTION SERVICE: World Broadcasting System.

## Personnel

President.....R. W. Starratt  
 Station Manager.....Gerald F. Bourke  
 Commercial Manager.....Malcolm S. McLean  
 Chief Engineer.....William McLellan

## Coverage

Population—Primary ..... 18,900  
 Radio Homes— " ..... 11,000  
 Population—Secondary ..... 12,000  
 Radio Homes— " ..... 4,500  
 Source: Station survey.

# CFRC

KINGSTON—EST. 1923

CANADIAN BROADCASTING SYSTEM

FREQUENCY: 1490 Kc. POWER: 100 watts. OWNED BY: Queens University and Kingston Whip-Standard. OPERATED BY: Same. BUSINESS ADDRESS: Kingston. PHONE: 616. STUDIO ADDRESS: Fleming Hall. TRANSMITTER LOCATION: Queens University. TIME ON THE AIR: 8:00 A.M. to 11:00 P.M. NEWS-PAPER AFFILIATION: Whip-Standard. NEWS SERVICE: Canadian Press Assoc. TRANSCRIPTION SERVICE: Standard Radio.

## Personnel

Business and Station Manager,  
 James Annand  
 Chief Announcer.....Charles Miller  
 Chief Engineer ..... Prof. H. S. Steward, M.S.

## Coverage

Population—Primary ..... 204,100  
 Radio Homes— " ..... 46,600  
 Source: Station survey.

## Representative

Weed & Co.

# CJKL

KIRKLAND LAKE—EST. 1933

CANADIAN BROADCASTING CORP.

FREQUENCY: 560 Kc. POWER: 1000 watts. OWNED BY: Northern Broadcasting Co., Ltd. OPERATED BY: Same. BUSINESS ADDRESS: Arcade Bldg. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Dane, Ont. TIME ON THE AIR: 7:00 A.M. to 12:00 Midnight; Sunday, 8:00 A.M. to 12:00 Midnight. NEWS-PAPER AFFILIATION: Timmins Press (Kirkland Lake edition). NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

## Personnel

President .....R. H. Thomson  
 Station Manager .....Brian Shellon  
 Program Director.....J. M. Garson  
 Chief Engineer.....Ed Ryan

## Representatives

All-Canada Radio Facilities, Ltd.  
 Northern Broadcasting & Publishing, Ltd.  
 Weed & Company

# CKCR

KITCHENER-WATERLOO—EST. 1926

FREQUENCY: 1490 Kc. POWER: 100 watts. OWNED BY: Kitchener-Waterloo Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Waterloo Trust Bldg. PHONE: Kitchener 2-1246; Waterloo 2-1132. STUDIO ADDRESS: Waterloo Trust Bldg.; Kitchener, Ont. TRANSMITTER LOCATION: Waterloo. TIME

ON THE AIR: 7:45 A.M. to 2:00 P.M. and 4:15 P.M. to 11:30 P.M. NEWS SERVICE: Transradio Press.

**Personnel**

Station and Commercial Manager, W. C. Mitchell  
Sales and Advertising Manager...G. Liddle

**Coverage**

	Daytime	Evening
Population—Primary	100,000	174,420
Radio Homes—"	16,000	33,414
Population—Secondary	135,000	289,227
Radio Homes—"	27,000	49,767

Source: Department of Marine; Radio Trade Builder.

**Representative**

Dominion Broadcasting Co.

**CFPL**

LONDON—EST. 1933 (CJGC est. 1922)  
CANADIAN BROADCASTING CORP.

FREQUENCY: 1570 Kc. POWER: 1000 watts. OWNED BY: Free Press Pub. Co. OPERATED BY: Free Press Pub. Co. BUSINESS ADDRESS: Free Press Bldg. PHONE: Metcalfe 5200. STUDIO ADDRESS: Free Press Bldg. TRANSMITTER LOCATION: Hotel London. TIME ON THE AIR: 8:15 A.M. to midnight. NEWSPAPER AFFILIATION: London Free Press. NEWS SERVICE: Canadian Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

**Personnel**

Station and Sales Manager... Philip H. Morris  
Chief Engineer...Lloyd York

**Coverage**

Population—Primary	436,000
Radio Homes—"	62,000
Population—Secondary	323,000
Radio Homes—"	49,000

Source: Mail response analysis.

**Representative**

Joseph Hershey McGillivra

**CFCH**

NORTH BAY—EST. 1931

CBC

FREQUENCY: 1230 Kc. POWER: 100 watts. OWNED BY: Northern Broadcasting & Publishing, Ltd. OPERATED BY: Same. BUSINESS ADDRESS: Capitol Theatre Bldg. PHONE: 2400-2401. STUDIO ADDRESS: Same. TORONTO OFFICE: Victory Bldg. TRANSMITTER LOCATION: Capitol Theater Bldg. TIME ON THE AIR: 7:00 A.M. to 12:00 Midnight; Sunday, 8:00 A.M. to 12:00 Midnight. NEWSPAPER AFFILIATION: Timmins Press. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: Standard Radio, NBC Thesaurus.

**Personnel**

President ..... R. H. Thomson  
Station Manager.....Cliff Pickrem  
Commercial Manager.....Hal Cooke  
Publicity Director.....Jack Cooke  
Chief Announcer.....Gord Smith  
Musical Director.....J. McLaren  
Chief Engineer.....Allen Taylor

**Coverage**

Population	45,857
Radio Homes	9,855

**Representatives**

All-Canada Radio Facilities, Ltd.  
Northern Broadcasting & Publishing, Ltd.  
Weed & Co.

**CBO**

OTTAWA—EST. 1924

CANADIAN BROADCASTING CORP.  
FREQUENCY: 910 Kc. POWER: 1000 watts. OWNED BY: Canadian Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: Chateau Laurier Hotel. PHONE: 2-1151. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Hawthorne. TIME ON THE AIR: 7:25 A.M. to 12:00 Midnight; Sunday, 7:45 A.M. to 12:00 Midnight. NEWS SERVICE: Canadian Press News. TRANSCRIPTION SERVICE: World Broadcasting System.

**Personnel**

Station Manager..... W. C. Anderson  
Senior Announcer..... G. E. Whittaker  
Chief Engineer..... E. C. Stewart

**CKCO**

OTTAWA—EST. 1924

FREQUENCY: 1340 Kc. POWER: 100 watts. OWNED BY: Controller G. M. Geldert, M.D. OPERATED BY: Controller G. M. Geldert, M.D. STUDIO ADDRESS: 272 Somerset St., West. TRANSMITTER LOCATION: Boone Island, Quebec. TIME ON THE AIR: Week Days, 8:00 A.M. to 11:00 P.M.; Sundays, 12:00 noon to 11:00 P.M. NEWSPAPER AFFILIATION: Le Droit, Montreal Gazette. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Lang-Worth, Associated.

**Personnel**

Manager.....G. M. Geldert  
Secretary.....Irene Beckstedt

**Representative**

Joseph Hershey McGillivra

**CFOS**

OWEN SOUND

FREQUENCY: 1400 Kc. POWER: 100 watts. OWNED BY: Grey & Bruce Broadcasting Co. OPERATED BY: Same BUSINESS ADDRESS:

904 Second Ave., East. PHONE: 1940. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Sydenham Township. TIME ON THE AIR: 7:45 A.M. to 1:30 P.M. and 5:00 to 9:45 P.M. (9¼ hours daily). NEWSPAPER AFFILIATION: Owen Sound Sun-Times. NEWS SERVICE: Canadian Press. TRANSCRIPTION SERVICE: World Broadcasting System.

**Personnel**

President.....Howard Fleming  
 Station Manager.....Ralph Snelgrove  
 Local Sales Manager.....Bill Hawkins  
 Program Director.....Denys Ferry  
 Chief Announcer.....Frank Radcliffe  
 Musical Director.....Marie Keenan  
 Chief Engineer.....Theodore Millen

**Coverage**

	Daytime	Evening
Population—Primary .....	58,000	37,000
Radio Homes— " .....	11,000	7,500
Population—Secondary .....	40,000	
Radio Homes— " .....	7,200	

Source: Bureau of Statistics; mail response analysis.

**Representative**

Joseph Hershey McGillvra

**CFLC**

**PRESCOTT—EST. 1925**

FREQUENCY: 1450 Kc. POWER: 100 watts. OWNED BY: Radio Association of Prescott. OPERATED BY: Same. BUSINESS ADDRESS: Ogdensburg, N. Y. STUDIO ADDRESS: Prescott, Ont. TRANSMITTER LOCATION: Prescott, Ont. TIME ON THE AIR: 8:00 A.M. to 2:00 P.M. and 5:00 P.M. to 7:30 P.M. (7:00 P.M. on Saturday); 11:00 A.M. to 1:00 P.M. TRANSCRIPTION SERVICE: Lang-Worth.

**Personnel**

President.....A. C. Halliday  
 Business Manager.....Maurice B. Mitchell

**CKTB**

**ST. CATHARINES—EST. 1933**

CANADIAN BROADCASTING CORP.

FREQUENCY: 1230 Kc. POWER: 100 watts. OWNED BY: E. T. Sandell. OPERATED BY: The Silver Spire Broadcasting Station, Ltd. BUSINESS ADDRESS: Yates and St. Paul Sts. PHONE: 3900. STUDIO ADDRESS: Yates and Paul Sts. TRANSMITTER LOCATION: Rifle Range, Port Dalhousie. TIME ON THE AIR: (daily) 7:45 A.M. to Midnight; (Sunday) 10:45 A.M. to Midnight (109¼ hours weekly). NEWS SERVICE: Transradio Press.

**Personnel**

President.....E. T. Sandell  
 Station Manager.....J. B. Mitchell  
 Program Director.....W. G. Adamson

Musical Director-Chief Announcer,  
 W. G. Adamson  
 Chief Engineer.....W. H. Allen

**Coverage**

Population—Primary .....	500,000
Radio Homes— " .....	100,000
Population—Secondary .....	2,000,000
Radio Homes— " .....	500,000

Source: Mail response analysis; Dominion Census.

**Representatives**

Dominion Broadcasting Co., Toronto

**CJIC**

**S S MARIE—EST. 1934**

CBC

FREQUENCY: 1490 Kc. POWER: 100 watts. OWNED BY: Hyland Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: P.O. Box 504. PHONE 3500. STUDIO ADDRESS: Windsor Hotel. MICHIGAN OFFICE: Gage Bldg. TRANSMITTER LOCATION: Tarentorus Township. TIME ON THE AIR: 7:00 A.M. to 12:00 Midnight. NEWS SERVICE: Transradio Press.

**Personnel**

General Manager.....J. G. Hyland  
 Program Manager.....J. C. Whitby  
 Manager, Michigan Office.....R. L. Warne  
 Chief Engineer.....S. C. Cusack

**Coverage**

Population .....	90,250
Radio Homes .....	17,705

Source: Mail analysis.

**Representative**

J. L. Alexander (Toronto)

**CJCS**

**STRATFORD—EST. 1927**

FREQUENCY: 1240 Kc. POWER: 50 watts. OWNED BY: F. M. Squires. OPERATED BY: Same. BUSINESS ADDRESS: Windsor Hotel. PHONE: 1675-6. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:15 A.M. to 10:00 P.M. NEWS SERVICE: Local news and Transradio Press.

**Personnel**

Station Manager.....F. M. Squires  
 Commercial Manager.....S. E. Tapley  
 Program-Musical Director....C. W. Trethewey  
 Production Manager.....J. Haney  
 Publicity Director.....M. R. Dunseith  
 Chief Engineer.....J. Camden

**Coverage**

Population—Primary .....	140,000
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**Representatives**

All-Canada Radio Facilities  
 Weed & Co.

# CKSO

**SUDBURY—EST. 1935**  
**CANADIAN BROADCASTING CORP.**  
**ONTARIO REGIONAL**

FREQUENCY: 790 Kc. POWER: 1000 watts.  
 OWNED BY: Sudbury Daily Star. OPERATED BY: Sudbury Daily Star Publishers, Ltd. BUSINESS ADDRESS: 23 Elgin St. PHONE: 280. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Neelon Township. TIME ON THE AIR: 7:45 A.M. to 12:00 Midnight. NEWSPAPER AFFILIATIONS: Sudbury Star. NEWS SERVICE: Canadian Press, Transradio Press. TRANSCRIPTION SERVICE: NBC Thesaurus, World Broadcasting System.

## Personnel

President.....W. E. Mason  
 General Manager.....W. J. Woodill  
 Sales Promotion Manager.....William Stovin  
 Program Director and Chief Announcer,  
 Howard Clark  
 Publicity Director.....R. T. Hill  
 Musical Director.....Bill Valentine  
 Chief Engineer.....J. McRae

## Coverage

Population—Primary .....	148,568
Radio Homes— " .....	65,000
Population—Secondary .....	348,895
Radio Homes— " .....	125,000

Source: Field strength measurements.

# CKGB

**TIMMINS—EST. 1935**  
**CBC**

FREQUENCY: 1470 Kc. POWER: 1000 watts.  
 OWNED BY: Northern Broadcasting & Publishing, Ltd. OPERATED BY: Same. BUSINESS ADDRESS: Thomson Bldg. PHONE: 500. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 2½ miles west of Timmins. TIME ON THE AIR: 7:00 A.M. to 1:00 A.M. NEWSPAPER AFFILIATION: Timmins Daily Press. NEWS SERVICE: Transradio Press, British United Press. TRANSCRIPTION SERVICE: NBC Thesaurus, Associated. MAINTAINS ARTISTS' BUREAU.

## Personnel

President.....R. H. Thomson  
 Station Manager.....Jack K. Cooke  
 Sales Manager.....Rip Crotty  
 Commercial Manager.....Murray Morrison  
 Sales Promotion Manager.....R. A. Leslie  
 Program Director-Chief Announcer,  
 Fred Darling  
 Production Manager.....Lloyd Monk  
 Artists' Bureau Head.....Sonya Barnett  
 Publicity Director.....Hal Lawrence  
 Musical Director.....Ted Earle  
 Chief Engineer.....W. K. Marks

## Coverage

Population—Primary .....	62,004
Radio Homes— " .....	13,200
Population—Secondary .....	11,866
Radio Homes— " .....	2,525

Source: Station survey.

## Representative

Northern Broadcasting & Publishing, Ltd.

# CBL

**TORONTO—EST. 1937**  
**CBC—NBC**

FREQUENCY: 740 Kc. POWER: 50,000 Watts. OWNED BY: Canadian Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: 55 York St. PHONE: Adelaide 5771. STUDIO ADDRESS: 805 Davenport Rd. PHONE: Kenwood 9411. TRANSMITTER LOCATION: Hornby. TIME ON THE AIR: 7:15 A.M. to 12:00 Midnight. NEWS SERVICE: CBC News Service. TRANSCRIPTION SERVICE: NBC Thesaurus.

## Personnel

Station Manager-Regional Representative,  
 Dick Claringbull  
 Commercial Manager-Supervisor of Press  
 and Information.....E. A. Weir  
 Chief Announcer-Studio Supervisor,  
 Herbert G. Walker  
 Ontario Regional Chief Operator..W. C. Little

## Coverage

	Daytime	Evening
Population—Primary ....	2,691,289	2,491,684
Radio Homes— " ....	473,972	448,376
Population—Secondary ..	518,734	1,145,103
Radio Homes— " ..	62,179	179,757

Source: Field intensity measurements.

## Representative

Canadian Broadcasting Corp.

# CBY

**TORONTO—EST. 1936**  
**CBC**

FREQUENCY: 1010 Kc. POWER: 1000 watts.  
 OWNED BY: Canadian Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: 55 York St. PHONE: Adelaide 5571. STUDIO ADDRESS: 805 Davenport Road. PHONE: Kenwood 9411. TRANSMITTER LOCATION: 805 Davenport Road. TIME ON THE AIR: 7:15 A.M. to 12:00 Midnight. NEWS SERVICE: CBC News Bureau. TRANSCRIPTION SERVICE: NBC Thesaurus.

## Personnel

Station Manager-Regional Representative,  
 Dick Claringbull  
 Commercial Manager-Supervisor of Press  
 and Information.....E. A. Weir



Chief Announcer-Studio Supervisor,  
 Herbert C. Walker  
 Ontario Regional Chief Operator... W. C. Little

# CFRB

TORONTO—EST. 1927

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 860 Kc. POWER: 10,000 watts. OWNED BY: Rogers Radio Broadcasting Co., Ltd. OPERATED BY: Same. BUSINESS ADDRESS: 37 Bloor St., W. PHONE: MI. 3515-6—Mi. 4643-4-5. STUDIO ADDRESS: 37 Bloor St., West. TRANSMITTER LOCATION: Aurora. TIME ON THE AIR: 7:00 A.M. to 12:30 A.M.; Sunday, 10:30 A.M. to 12:30 A.M. NEWS SERVICE: British United Press. TRANSCRIPTION SERVICE: Lang-Worth, NBC The-saurus.

## Personnel

President.....Harry Sedgwick  
 Station Manager.....E. L. Moore  
 Chief Announcer.....Wes McKnight  
 Musical Director.....Roy Locksley  
 Chief Engineer.....Jack Sharpe

## Coverage

Population—Primary ..... 2,123,100  
 Radio Homes— " ..... 461,700  
 Population—Secondary ..... 293,000  
 Radio Homes— " ..... 58,900

Source: Field intensity measurements and mail response analysis.

## Representative

Joseph Hershey McGillvra

STATION  
 EXECUTIVES  
 IN  
 CANADA  
 READ  
 RADIO DAILY  
 REGULARLY

# UP IN CANADA

30 NATIONAL ADVERTISERS  
 CAN'T BE WRONG . . .

in using 40% of a CFRB  
 working week, the  
year 'round!

## IN A TYPICAL WEEK . . .

SUN	MON	TUES	WED	THUR	FRI	SAT
1	2	3	4	5	6	7

10 NATIONAL ADVERTISERS  
 used 26¼ hours of CFRB's  
 119 hours on-the-air!

THE NEXT 10  
 used 15½ hours!

ANOTHER 10  
 used 5 hours!

a grand average of 40%, or,  
 over 1½ hours each, per week,  
the year 'round!

Of course shrewd advertisers use CFRB to sell their wares in Canada's richest market! The figures prove it. But more important is the answer to the question "Why are more and more advertisers reaching this market over CFRB?" . . . Here are a few reasons:

- 1 CFRB is the key to an immediate audience that represents 29% of the population of Canada, and nearly 50% of its purchasing power!
- 2 CFRB's listening area includes 12 cities, 42 towns and 192,174 farm homes!
- 3 CFRB's monthly mail averages over 200,000 letters!
- 4 In a recent "survey" comprising 1600 personal interviews, 53.4% of the interviewees named CFRB their favorite station. *In fact, CFRB led the runner-up by nearly 2 to 1!*

CFRB is now in its 14th year of continuous service. Before placing your advertising in Ontario, Canada's 2½ billion dollar market, get all the facts concerning CFRB—the key to Ontario sales!

# CFRB

TORONTO

The most popular station  
 in Canada's richest market!

Advertising representatives in U. S. A.

JOSEPH HERSHEY MCGILLVRA

New York • Chicago • Boston  
 San Francisco • Los Angeles • Atlanta

# CKCL

TORONTO, CANADA

Now 1000 Watts

(With Directional Antenna)

580 Kilocycles

and with the permission of the Canadian Broadcasting Corporation carrying NBC Blue and Red commercials.

For coverage map write us direct, or phone or wire your nearest Joseph Hershey McGillvra office.

# CKCL

TORONTO—EST. 1924

FREQUENCY: 580 Kc. POWER: 1000 watts. OWNED BY: Dominion Battery Co., Ltd. OPERATED BY: Dominion Battery Co., Ltd. BUSINESS ADDRESS: 444 University Ave. PHONE: Adelaide 1014. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Scarboro, Ont. TIME ON THE AIR: 7:00 a.m. to 12:00 midnight, daily; 9:00 a.m. to 10:30 p.m., Sundays. MAINTAINS ARTISTS' BUREAU. NEWS SERVICE: Canadian Press, Transradio Press. TRANSCRIPTION SERVICE: Lang-Worth, World Broadcasting System, Davis & Schwegler, Standard Radio.

## Personnel

President.....Henry S. Gooderham  
Station and Commercial Manager..A. E. Leary  
Publicity and Musical Director.Maurice Rapkin  
Chief Engineer.....Ernest O. Swan

## Representative

Joseph Hershey McGillvra

# CKLW

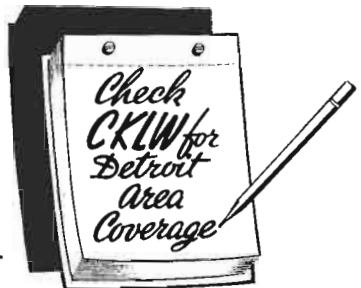
WINDSOR—EST. 1932

MUTUAL—CBC

FREQUENCY: 800 Kc. POWER: 5000 watts. OWNED BY: Western Ontario Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS:

# CKLW

5000 WATTS DAY and NIGHT • CLEAR CHANNEL  
MUTUAL BROADCASTING SYSTEM



Guaranty Trust Bldg. PHONE: 4-1155. DETROIT ADDRESS: Union Guardian Bldg. STUDIO ADDRESS: Guaranty Trust Bldg., Windsor. TRANSMITTER LOCATION: Sandwich South Township. TIME ON THE AIR: 6:00 A.M. to 4:00 A.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System. MAINTAINS ARTISTS' BUREAU.

**Personnel**

General Manager.....J. E. Campeau  
 Station Manager.....William J. Carter  
 Commercial Manager.....L. J. Dumahaut  
 Program Director.....John Gordon  
 Production Manager.....Frank Burke  
 Artists' Bureau Head.....Joe Gentile  
 Publicity Director.....Frank Lynch  
 Chief Announcer-Traffic Mgr., Campbell Ritchie  
 Chief Engineer.....William J. Carter

**Representative**

Joseph Hershey McGillvra

**CKNX**

WINGHAM—EST. 1926

CANADIAN BROADCASTING CORP.

FREQUENCY: 1230 Kc. POWER: 100 watts.

OWNED BY: W. T. Cruickshank & B. Howard Bedford. OPERATED BY: Same. BUSINESS ADDRESS: Fields Bldg. PHONE: 158. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:30 A.M. to 10:15 P.M. NEWS SERVICE: Transradio Press, local staff. MAINTAINS ARTISTS' BUREAU.

**Personnel**

General Manager.....W. T. Cruickshank  
 Commercial Manager.....B. H. Bedford  
 Production Manager.....Harry J. Boyle  
 Merchandising Director.....R. G. Buckingham  
 Musical Director-Artists' Bureau Head,  
 Harold Victor Pym  
 Chief Announcer.....John Cruickshank  
 Chief Engineer.....Scott Reid

**Coverage**

	Daytime	Evening
Population—Primary . . . .	254,721	254,721
Radio Homes— " . . . .	52,871	52,871
Population—Secondary . . . .	208,093	208,093
Radio Homes— " . . . .	45,620	45,620

Source: Mail response analysis.

**Representative**

J. L. Alexander (Toronto)

**PRINCE EDWARD ISLAND**

Population 95,000

Number of Families 20,212

Number of Radio Licenses 11,200

Auto Registrations 7,970

**CFCY**

CHARLOTTETOWN—EST. 1924

CANADIAN BROADCASTING CORP.

FREQUENCY: 630 Kc. POWER: 1000 Watts. OWNED BY: Island Radio Broadcasting Co., Ltd. OPERATED BY: Island Radio Broadcasting Co., Ltd. BUSINESS ADDRESS: Brace Bldg. PHONE: 741. STUDIO ADDRESS: Brace Bldg. TRANSMITTER LOCATION: West Royalty, P. E. I. TIME ON THE AIR: 8:00 A.M. to Midnight. NEWS SERVICE: Transradio Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Standard Radio, Lang-Worth.

**Personnel**

Managing Director.....K. S. Rogers  
 Sales and Studio Manager....L. A. McDonald  
 Chief Engineer.....M. H. F. Young

**Coverage**

Population—Primary . . . . .	275,600
Radio Homes— " . . . . .	25,500
Population—Secondary . . . . .	116,300
Radio Homes— " . . . . .	3,100

Source: Mail response analysis.

**Representatives**

All-Canada Radio Facilities  
 Weed & Co.

**CHCK**

CHARLOTTETOWN

FREQUENCY: 1340 Kc. POWER: 50 watts. OWNED BY: CHCK Broadcasting Co., Ltd. OPERATED BY: Island Radio Broadcasting Co., Ltd. (CFCY). BUSINESS ADDRESS: 4 Brace Bldg. PHONE: 724. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 2:00 p.m. to 4:00 p.m.

**Personnel**

(Same as CFCY)

**CHGS**

SUMMERSIDE—EST. 1925

CBC

FREQUENCY: 1480 Kc. POWER: 100 watts. OWNED BY: R. T. Holman, Ltd. OPERATED BY: Same. BUSINESS ADDRESS: Water St. PHONE: 134. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Holman Bldg. TIME ON THE AIR: 7:30 A.M. to 8:30 A.M., 10:30 A.M. to 2:30 P.M. and 4:00 P.M. to 9:00 P.M., daily; 11:00 A.M. to 1:00 P.M. and 3:30 P.M. to 9:00 P.M., Sunday.

**Personnel**

President.....H. T. Holman  
 Station Manager.....R. L. Mollison  
 Program Director.....C. F. MacCaull  
 Chief Engineer.....Angus McKie

# QUEBEC

Population 3,210,000  
Number of Families 428,000

Number of Radio Licenses 382,000  
Auto Registrations 202,796

## C B J

CHICOUTIMI

CBC

FREQUENCY: 1240 Kc. POWER: 100 watts.  
OWNED BY: Canadian Broadcasting Corp. OPERATED BY: Canadian Broadcasting Corp. BUSINESS ADDRESS: Chicoutimi. PHONE: 155. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 8:00 A. M. to 12:00 Midnight. NEWS SERVICE: Local news.

### Personnel

Station Manager.....Vilmond Fortin  
Chief Engineer.....J. E. Roberts

## CKCH

HULL—EST. 1932

CBC (AND PROVINCIAL)

FREQUENCY: 1240 Kc. POWER: 100 watts.  
OWNED BY: Le Droit. OPERATED BY: CKCH Broadcasting Co. BUSINESS ADDRESS: 85 Champlain Ave. PHONE: 2-1701. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: R. R. No. 1, Hull, South. TIME ON THE AIR: 7:30 to 11:30 P.M. (108 hours weekly). NEWSPAPER AFFILIATION: Le Droit (Ottawa). NEWS SERVICE: Canadian Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus.

### Personnel

President.....M. Therrien  
Station Manager.....Marcel Pare  
Sales Manager.....Georges-B. Bourassa  
Musical Director.....A. Groulx  
Chief Engineer.....J. L. Champagne

## CBF

MONTREAL—EST. 1937

CANADIAN BROADCASTING CORP.

NBC (RED & BLUE)—For Programs With French Announcements.

FREQUENCY: 690 Kc. POWER: 50,000 watts.  
OWNED BY: Canadian Broadcasting Corporation. OPERATED BY: Canadian Broadcasting Corporation. BUSINESS ADDRESS: 1231 St. Catherine St. West. PHONE: Marquette 5211. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Vercheres, Que. TIME ON THE AIR: 8:00 A.M. to Midnight.

### Personnel

Station Manager.....Maurice Goudrault  
Program Director.....J. M. Beaudet  
Commercial Manager.....J. A. Dupont  
Chief Engineer.....L. L'Allier

## CBM

MONTREAL—EST. 1933

CANADIAN BROADCASTING CORP.

NBC—(RED)

FREQUENCY: 940 Kc. POWER: 5000 watts.  
OWNED BY: Canadian Broadcasting Corporation. OPERATED BY: Canadian Broadcasting Corporation. BUSINESS ADDRESS: 1231 St. Catherine St. West, Montreal. PHONE: Marquette 5211. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Marieville. TIME ON THE AIR: 8:00 A.M. to midnight. NEWS SERVICE: Canadian Press.

### Personnel

Station Manager.....Maurice Goudrault  
Program Director.....J. M. Beaudet  
Commercial Manager.....J. A. Dupont  
Chief Engineer.....R. A. Scantlebury

## CFCF

(Short Wave CFCX)

MONTREAL—EST. 1919

NBC (Blue)

FREQUENCY: 600 Kc. POWER: 500 Watts.  
OWNED BY: Canadian Marconi Co. OPERATED BY: Canadian Marconi Co. BUSINESS ADDRESS: 1231 St. Catherine St. West. PHONE: Plateau 2577. STUDIO ADDRESS: 1231 St. Catherine St. W. TRANSMITTER LOCATION: Mt. Royal Hotel. TIME ON THE AIR: 7:45 A.M. to 1:00 A.M. (daily); 9:00 A.M. to 11:30 P.M. (Sunday), (118 hours weekly). NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

### Personnel

President.....A. H. Ginman  
Station Manager.....J. A. Shaw  
Commercial Director.....M. J. Humphreys  
Program Director.....H. H. Hewetson  
Sales Promotion Manager.....E. H. Smith  
Chief Announcer.....Ivor Francis  
Chief Engineer.....Jack Gettenby

### Coverage

	Daytime	Evening
Population—Primary	1,500,000	1,200,000
Radio Homes—"	220,000	192,000
Population—Secondary	300,000	
Radio Homes—"	28,725	

Source: Radio Division, Department of Transport.

### Representatives

All-Canada Radio Facilities, Ltd.  
Wood & Company (In the U. S.)

# CHLP

MONTREAL—EST. 1933

FREQUENCY: 1490 Kc. POWER: 100 watts.  
 OWNED BY: La Patrie Pub. Co. OPERATED BY: Same. BUSINESS ADDRESS: Sun Life Bldg. PHONE: Plateau 5225. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: La Patrie Bldg. TIME ON THE AIR: 94 hours weekly. NEWSPAPER AFFILIATION: La Patrie. NEWS SERVICE: British United Press, Canadian Press. TRANSCRIPTION SERVICE: Standard Radio.

## Personnel

Station and Commercial

Manager.....Marcel Lefebvre  
 Program Director.....Claude Sutton  
 Publicity Director.....Armand Goulet  
 Chief Engineer.....F. F. Tambling

# CKAC

MONTREAL—EST. 1922

COLUMBIA BROADCASTING SYSTEM  
 QUEBEC NETWORK

FREQUENCY: 730 Kc. POWER: 5000 Watts.  
 OWNED BY: La Presse Pub. Co., Ltd. OPERATED BY: La Presse Pub. Co., Ltd. BUSINESS ADDRESS: 980 St. Catherine St. West. PHONE: Marquette 3611. STUDIO ADDRESS: 980 St. Catherine St. West. TRANSMITTER LOCATION: St. Hyacinthe. TIME ON THE AIR: 7:00 A.M. to 1:00 A.M. NEWSPAPER AFFILIATION: La Presse. NEWS SERVICE: British United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: World Broadcasting System, Lang-Worth.

## Personnel

President.....P. R. DuTremblay  
 General Manager.....Phil Lalonde  
 Commercial Manager.....Louis Leprohon  
 Program-Musical Director.....Henri Letondal  
 Production Manager.....Ferdinand Biondi  
 Sales Promotion Manager.....Andre Daveluy  
 Chief Announcer.....Roy Malouin  
 News-Publicity-Traffic Director...Flavius Daniel  
 Office Manager.....Armand Gravel  
 Music Librarian.....T. Lenoir

## Coverage

	Daytime	Evening
Population—Primary	1,169,226	1,824,365
Radio Homes—"	258,865	280,286
Population—Secondary	1,076,717	1,697,505
Radio Homes—"	153,253	262,806

Source: CBS Listening Area Study.

## Representative

Joseph H. McGillvra

# CHNC

NEW CARLISLE—EST. 1933  
 CANADIAN BROADCASTING CORP.

FREQUENCY: 610 Kc. POWER: 1,000 Watts.  
 OWNED BY: Gaspesia Radio Broadcasting Co. OPERATED BY: Gaspesia Radio Broadcasting Co. BUSINESS ADDRESS: Main St. PHONE: 38. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: New Carlisle, Que. TIME ON THE AIR: 8:00 A.M. to 12:30 A.M.; Sunday, 9:00 A.M. to 12:30 A.M.

## Personnel

Managing Director.....Dr. Charles Houde

# CBV

QUEBEC—EST. 1934

CBC

FREQUENCY: 980 Kc. POWER: 1000 watts.  
 OWNED BY: Canadian Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: Room 4002 Chateau Frontenac. PHONE: 5658. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Charlesbourg. TIME ON THE AIR: 8:00 A.M. to 12:00 Midnight. NEWS SERVICE: Canadian Press.

## Personnel

CBC President.....Rene Morin  
 Station Manager.....Aurele Seguin  
 CBC Commercial Manager.....J. A. DuPont  
 CBC Publicity Director.....Leopold Houle  
 Chief Announcer.....Fernand Leclerc

Entering its Eighth Year of Broadcasting

1000 W **CHNC** 610 Kc.

NEW CARLISLE, QUEBEC

★

Primary Coverage includes 20,509  
 radio homes, primarily French

★

15,000 Fan Letters are  
 averaged monthly

★

## CHNC's Audience

Enjoys well-planned  
 programs—and

**THEY BUY**

CBC Program-Musical Director... J. M. Beaudet  
 Chief Engineer ..... Charles Frenette

**Coverage**

Population—Primary ..... 236,942  
 Radio Homes— " ..... 37,354

**CHRC**

QUEBEC—EST. 1926

FREQUENCY: 1400 Kc. POWER: 100 watts.  
 OWNED BY: CHRC, Limitee. OPERATED BY:  
 CHRC, Limitee. BUSINESS ADDRESS: Vic-  
 toria Hotel. PHONE: 2-8178. STUDIO AD-  
 DRESS: Victoria Hotel. TRANSMITTER LO-  
 CATION: Victoria Hotel. TIME ON THE AIR:  
 (daily) 7:30 A.M. to midnight; (Sundays) 11:30  
 A.M. to midnight. NEWS SERVICE: Own News  
 Service, British United Press. MAINTAINS  
 ARTISTS' BUREAU. TRANSCRIPTION SER-  
 VICE: Lang-Worth and own disk library of  
 20,000 selections.

**Personnel**

Station Manager ..... J. N. Thivierge  
 Secretary-Treasurer ..... Henri Lepage  
 Sales Manager ..... J. A. Hardy  
 Artists Bureau Head ..... A. Pelletier  
 Chief Announcer ..... T. H. Burham  
 Publicity Director ..... Maurice Descarreaux  
 Musical Director ..... Gaston Voyer  
 Chief Engineer ..... Arsene Nadeau

**Coverage**

Population—Primary ..... 495,300  
 Radio Homes— " ..... 36,700  
 Population—Secondary ..... 189,900  
 Radio Homes— " ..... 7,500

Source: Field intensity measurements.

**Representative**

Joseph Hershey McGillvra (U.S.A.)

**CKCV**

QUEBEC—EST. 1924

CANADIAN BROADCASTING CORPORATION  
 FREQUENCY: 1340 Kc. POWER: 100 watts.  
 OWNED BY: CKCV, Limited. OPERATED BY:  
 CKCV, Limited. BUSINESS ADDRESS: 142 St.  
 John St. PHONE: 2-1585. STUDIO ADDRESS:  
 142 St. John St. TRANSMITTER LOCATION:  
 154 Marguerite-Bourgeois Ave. TIME ON THE  
 AIR: 106 hours weekly. NEWS SERVICE:  
 Canadian Press News. TRANSCRIPTION  
 SERVICE: World Broadcasting System.

**Personnel**

President ..... H. Baribeau  
 Station Manager ..... Paul Lepage  
 Sales Promotion Manager ..... M.—Paule Vachon  
 Chief Announcer ..... Gilles Duhamel  
 Musical Director ..... Edwin Belanger  
 Chief Engineer ..... Paul Richard

**Coverage**

	Daytime	Evening
Population—Primary .....	381,000	289,421
Radio Homes— " .....	36,300	28,200
Population—Secondary ..	450,000	.....
Radio Homes— " .....	39,000	.....

Source: Radio Division, Department of Trans-  
 port.

**CJBR**

RIMOUSKI—EST. 1937

CBC-QUEBEC REGIONAL NETWORK

FREQUENCY: 900 Kc. POWER: 1000 watts.  
 OWNED AND OPERATED BY: Lower St. Law-  
 rence Power Co. BUSINESS AND STUDIO  
 ADDRESS: 1 St. John St. PHONE, 396. TRANS-  
 MITTER LOCATION: Notre-Dame du Sacre  
 Coeur. TIME ON THE AIR: Weekdays 8:00  
 A.M. to 11:30 P.M. Sundays, 12:00 noon to  
 11:30 P.M. NEWSPAPER AFFILIATION: Le  
 Progres du Golfe. NEWS SERVICE: Canadian  
 Press (via CBC).

**Personnel**

President ..... J. A. Brilliant  
 Manager ..... G. A. Lavoie  
 Program Director ..... P. E. Corbeil

**Coverage**

	Daytime	Evening
Population—Primary .....	413,483	250,910
Radio Homes— " .....	28,000	19,000
Population—Secondary ..	425,350	259,400
Radio Homes— " .....	35,000	18,000

Source: Station survey.

**Representative**

Joseph Hershey McGillvra

**CKRN**

ROUYN—EST. 1938

CANADIAN BROADCASTING CORP.

FREQUENCY: 1400 Kc. POWER: 250 watts.  
 OWNED BY: La Cie de Radiodiffusion Rouyn-  
 Noranda, Ltd. BUSINESS ADDRESS: P. O. Box  
 340. STUDIO ADDRESS: Reilly Bldg. PHONE:  
 1400. TRANSMITTER LOCATION: Same. TIME  
 ON THE AIR: 7:00 A.M. to 11:00 P.M. NEWS  
 SERVICE: British United Press.

**Personnel**

President ..... L. Labelle  
 Vice-President ..... F. Herbert  
 Vice-President ..... M. P. Cuddihy  
 General Manager ..... J. O. Tardif  
 Sales Promotion Manager ..... E. Gagnier  
 Program-Musical Director ..... John Hogue  
 Production Manager ..... E. G. Archibald  
 Chief Engineer ..... Bert Crump

**Coverage**

Population—Primary .....	85,900
Radio Homes— " .....	5,800

Source: Station survey.

## CHGB

### SAINTE ANNE DE LA POCATIERE

FREQUENCY: 1230 Kc. POWER: 100 watts.  
 OWNED BY: CHGB, Inc. OPERATED BY:  
 Same. BUSINESS ADDRESS: Sainte Anne  
 de la Pocatiere. STUDIO ADDRESS: Same.  
 TRANSMITTER LOCATION: Same. TIME ON  
 THE AIR: 7:00 A.M. to 11:00 P.M.; Sunday,  
 12:00 noon to 12:00 midnight.

#### Personnel

Station Manager.....G. T. Desjardins  
 Commercial Manager.....G. H. Bouchard  
 Program Director.....Laval Raymond

#### Representative

Joseph Hershey McGillvra

## CHLT

### SHERBROOKE—EST. 1937

CANADIAN BROADCASTING CORP.

FREQUENCY: 1240 Kc. POWER: 100 watts.  
 OWNED BY: La Tribune Ltd. OPERATED BY:  
 La Tribune Ltd. BUSINESS ADDRESS: La  
 Tribune Bldg. PHONE: 971. STUDIO AD-  
 DRESS: Same. TRANSMITTER LOCATION:  
 Sherbrooke. TIME ON THE AIR: 7:45 A. M. to  
 12:00 Midnight. NEWSPAPER AFFILIATIONS:  
 La Tribune. NEWS SERVICE: Canadian Press.  
 TRANSCRIPTION SERVICE: Standard Radio.

#### Personnel

President.....Hon. Jacob Nicol  
 Manager.....A. Gauthier  
 Chief Engineer.....L. P. Bernier

## CHLN

### THREE RIVERS

FREQUENCY: 1450 Kc. POWER: 100 watts.  
 OWNED AND OPERATED BY: Le Nouvelliste.  
 BUSINESS AND STUDIO ADDRESS: Chateau

de Blois. TRANSMITTER LOCATION: Three  
 Rivers. TIME ON THE AIR: Weekdays, 8:00  
 A.M. to 11:30 P.M. Sundays, 12:00 noon to  
 11:30 P.M. NEWSPAPER AFFILIATION: Le  
 Nouvelliste. TRANSCRIPTION SERVICE: WBS.

#### Personnel

Station Manager.....Leon Tremprier

#### Coverage

Population—Primary ..... 166,780  
 Population—Secondary ..... 233,220  
 Source: Station estimate within 25-mile radii.

## CKVD

### VAL D'OR—EST. 1939

FREQUENCY: 1230 Kc. POWER: 100 watts.  
 OWNED BY: Northern Broadcasting & Publish-  
 ing Co., Ltd. OPERATED BY: Same. BUSINESS  
 ADDRESS: Val d'Or. PHONE: 500. STUDIO  
 ADDRESS: Same. TRANSMITTER LOCATION:  
 Same. TIME ON THE AIR: 8:00 A.M. to 2:00  
 P.M. and 5:00 to 9:00 P.M. NEWSPAPER  
 AFFILIATION: Timmins Daily Press. NEWS  
 SERVICE: Transradio Press. TRANSCRIPTION  
 SERVICE: NBC Thesaurus.

#### Personnel

President .....Remi Taschereau  
 General Manager.....Dan Carr  
 Program Director.....Don Insley  
 Chief Engineer.....Ernie Mott

#### Coverage

Population—Primary ..... 25,000  
 Radio Homes— " ..... 5,321

#### Representative

All-Canada Radio Facilities, Ltd.  
 Weed & Co.

# SASKATCHEWAN

Population 949,000

Number of Radio Licenses 112,100

Number of Families 201,915

Auto Registrations 108,504

## CHAB

### MOOSE JAW—EST. 1922

CBC

FREQUENCY: 1220 Kc. POWER: 1000 watts.  
 OWNED BY: CHAB, Limited. OPERATED BY:  
 CHAB, Limited. BUSINESS ADDRESS: Grant  
 Hall Hotel. PHONE: 2377, 2378, 2379. STUDIO  
 ADDRESS: Grant Hall Hotel. TRANSMITTER  
 LOCATION: Boharm, Sask. TIME ON THE AIR:  
 7:00 A.M. to 12:00 Midnight, daily; Sunday,

7:45 A.M. to 12:00 Midnight. NEWS SERVICE:  
 British United Press.

#### Personnel

President-Chief Engineer.....A. E. Jacobson  
 Station Manager.....H. C. Buchanan  
 Sales Manager.....L. A. Bourgeois  
 Sales Promotion Manager.....G. E. Walker  
 Publicity Director.....Louis Lewry

#### Representative

All-Canada Radio Facilities, Ltd., Canada  
 Weed & Company, U. S. A.

# CKBI

PRINCE ALBERT—EST. 1924

CBC

FREQUENCY: 900 Kc. POWER: 1000 watts. OWNED AND OPERATED BY: R. E. Price and L. E. Moffat. BUSINESS AND STUDIO ADDRESS: Sanderson Block. PHONE: 3133. TRANSMITTER LOCATION: Prince Albert. TIME ON THE AIR: 18 hours daily. NEWS SERVICE: British United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

## Personnel

Manager ..... R. E. Price  
 Commercial Manager-Chief Engineer,  
 L. E. Moffat  
 Sales Promotion Manager ..... Gerald Prest  
 Program Director ..... Kenneth Davey  
 Chief Announcer ..... W. R. Hart  
 Musical Director ..... G. Dobson

## Coverage

	Daytime	Evening
Population—Primary	150,000	150,000
Radio Homes— "	29,000	.....
Population—Secondary	225,000	225,000
Radio Homes— "	42,000	.....

Source: Radio Trade Builder.

## Representative

All Canada Radio Facilities  
 Weed & Co.

# CJRM

REGINA—EST. 1926

CBC—GRAIN BELT NETWORK

FREQUENCY: 980 Kc. POWER: 1000 watts. OWNED BY: Transcanada Communications, Ltd. OPERATED BY: Same. BUSINESS ADDRESS: Saskatchewan Life Bldg. PHONE: 8424. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Pilot Butte. TIME ON THE AIR: 116 hours weekly. NEWSPAPER AFFILIATION: Regina Leader Post. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting Service.

## Personnel

President ..... Victor Sifton  
 Station Manager ..... F. V. Scanlan  
 Sales Manager ..... Bruce M. Pirie  
 Program Director-Chief Announcer,  
 Don E. Wright  
 Musical Director ..... Sam H. Hillier  
 Chief Engineer ..... W. McDonald

## Representative

Joseph Hershey McGillvra  
 All Canada Radio Facilities

# CKCK

REGINA—EST. 1922

CANADIAN BROADCASTING CORP.

FREQUENCY: 620 Kc. POWER: 1000 watts.

OWNED BY: Leader-Post, Ltd. OPERATED BY: All Canada Radio Facilities, Ltd. BUSINESS ADDRESS: Southam Bldg., Calgary, Alberta. STUDIO ADDRESS: Leader Post Bldg. PHONE: 8525. TRANSMITTER LOCATION: Victoria Plains. TIME ON THE AIR: 6:30 A.M. to 12:00 Midnight. NEWSPAPER AFFILIATION: Leader-Post, Ltd. NEWS SERVICE: British United Press. TRANSCRIPTION SERVICE: NBC The-saurus, Standard Radio, All-Canada Radio Facilities, Ltd.

## Personnel

Station Manager ..... Gerry Gaetz  
 Assistant Manager ..... W. A. Speers  
 Commercial Manager ..... A. R. Smith  
 Program Director ..... L. A. Westmoreland  
 Publicity Director ..... Don Macmillan  
 Musical Director ..... Ross MacRae  
 Chief Engineer ..... E. A. Strong

## Representative

All-Canada Radio Facilities, Ltd. (Canada)  
 Weed & Co. (U.S.A.)

# CFQC

SASKATOON—EST. 1923

CANADIAN BROADCASTING CORP.

FREQUENCY: 600 Kc. POWER: 1000 watts. OWNED BY: A. A. Murphy & Sons, Ltd. OPERATED BY: Same. BUSINESS ADDRESS: 216 First Ave., N. PHONE: 5374-7282. STUDIO ADDRESS: 216 First Ave., N. TRANSMITTER LOCATION: Exhibition Grounds. TIME ON THE AIR: 7:00 A.M. to 12:00 Midnight, daily; 8:30 A.M. to 11:30 P.M. Sundays. NEWS SERVICES: British United Press. TRANSCRIPTION SERVICE: NBC Thesaurus, Standard Radio.

## Personnel

President and Station Manager .. A. A. Murphy  
 Commercial Manager ..... Vernon Dallin  
 Program-Musical Director ..... Cy Cairns  
 Production Manager-Publicity Director,  
 Murray Dyck  
 Chief Announcer ..... Wilfred Gilby  
 Chief Engineer ..... S. Clifton

## Coverage

Population—Primary	280,000
Radio Homes— "	38,000
Population—Secondary	275,000
Radio Homes— "	36,000

## Representatives

Joseph Hershey McGillvra (USA only)  
 Jack Slater, Toronto & Montreal  
 Inland Broadcasting Service

# CBK

WATROUS—EST. 1939

CANADIAN BROADCASTING CORP.

FREQUENCY: 540 Kc. POWER: 50,000 Watts. OWNED BY: Canadian Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS:



# SASKATCHEWAN

Manitoba Telephone Bldg., Portage Ave., East,  
Winnipeg, Man. STUDIO ADDRESS: Same.  
TRANSMITTER LOCATION: Watrous, Sask.  
TIME ON THE AIR: 7:30 A.M. to 11:30 P. M.

## Personnel

Regional Director.....J. M. Kannawin  
Regional Engineer.....R. D. Cahoon

# CJGX

YORKTON—EST. 1927

CANADIAN BROADCASTING CORP.

FREQUENCY: 1460 Kc. POWER: 1000 watts.  
OWNED BY: Yorkton Broadcasting Co., Ltd.  
OPERATED BY: Yorkton Broadcasting Co., Ltd.  
BUSINESS ADDRESS: 171 McDermot Ave.,  
Winnipeg. PHONE. Winnipeg 9235 L. STUDIO  
ADDRESS: Smith MacKay Bldg., Yorkton.

TRANSMITTER LOCATION: Yorkton. TIME ON  
THE AIR: 7:00 A.M. to 11:00 P.M. NEWS  
SERVICE: British United Press. TRANSCRIP-  
TION SERVICE: World Broadcasting System.

## Personnel

Station Manager.....A. L. Garside  
Commercial Manager.....R. H. Elleker  
Public Relations Director.....C. F. Greene

## Coverage

Population—Primary ..... 154,506  
Population—Secondary ..... 143,439  
Radio Homes—Primary and  
Secondary ..... 46,266  
Source: Station survey.

## Representatives

Joseph Hershey McGillvra  
Jack Slatter  
Inland Broadcasting Service

# NEWSPAPER-AFFILIATED CANADIAN STATIONS

## ALBERTA

CFAC—Calgary. 1000 Watts; 960 Kc. V. F. Nielson, manager.....CALGARY DAILY HERALD  
CJGJ—Calgary. 100 Watts; 690 Kc. J. E. Gerke, manager.....CALGARY ALBERTAN  
CJCA—Edmonton. 1000 Watts; 630 Kc. Gordon S. Henry, manager.....EDMONTON JOURNAL

## BRITISH COLUMBIA

CFJC—Kamloops. 1000 Watts; 910 Kc. A. D. R. Homersham, manager.....KAMLOOPS SENTINEL  
CKLN—Nelson. 100 Watts; 1420 Kc. H. Lethbridge, manager.....NELSON DAILY NEWS  
CJAT—Trail. 1000 Watts; 610 Kc. A. J. Balfour, manager.....TRAIL DAILY TIMES  
CKMO—Vancouver. 100 Watts; 1410 Kc. R. H. Wright, manager.....VANCOUVER NEWS HERALD

## NEW BRUNSWICK

CKCW—Moncton. 100 Watts; 1400 Kc. F. A. Lynds, manager,  
MONCTON TRANSCRIPT, MONCTON TIMES  
CHSJ—Saint John. 1000 Watts; 1150 Kc. L. W. Bewick, manager,  
SAINT JOHN TELEGRAPH-JOURNAL, SAINT JOHN TIMES-GLOBE

## NOVA SCOTIA

CHNS—Halifax. 1000 Watts; 930 Kc. William C. Borrett, manager.....HALIFAX HERALD

## ONTARIO

CFRC—Kingston. 100 Watts; 1510 Kc. James Annand, manager... KINGSTON WHIG-STANDARD  
CJKL—Kirkland Lake. 1000 Watts; 560 Kc. Brian Shellon, manager.....TIMMINS PRESS  
CFPL—London. 100 Watts; 730 Kc. Philip H. Morris, manager.....LONDON FREE PRESS  
CFCH—North Bay. 100 Watts; 930 Kc. Cliff Pickrem, manager.....TIMMINS PRESS  
CFOS—Owen Sound. 100 Watts; 1400 Kc. Ralph Snelgrove, manager... OWEN SOUND SUN-TIMES  
CFLC—Presscott. 100 Watts; 930 Kc. Maurice B. Mitchell, manager,  
OGDENSBURG (N. Y.) JOURNAL  
CKSO—Sudbury. 1000 Watts; 790 Kc. W. J. Woodill, manager.....SUDBURY SUN  
CKGB—Timmins. 1000 Watts; 1440 Kc. Jack K. Cooke, manager.....TIMMINS DAILY PRESS

## QUEBEC

CHLP—Montreal. 100 Watts; 1120 Kc. Marcel Lefebvre, manager.....MONTREAL LA PATRIE  
CKAC—Montreal. 5000 Watts; 730 Kc. Phil Lalonde, manager.....MONTREAL LA PRESSE  
CJBR—Rimouski. 1000 Watts; 1030 Kc. G. A. LaVoie.....LE PROGRES DU GOLFE  
CHLT—Sherbrooke. 100 Watts; 1210 Kc. A. Gauthier, manager.....SHERBROOKE LA TRIBUNE  
CHLN—Three Rivers. 100 Watts; 1420 Kc. Leon Trepanier, manager,  
THREE RIVERS LE NOUVELLISTE  
CKVD—Val D'Or. 100 Watts; 1230 Kc. Dan Carr, Manager.....TIMMINS (ONT.) DAILY PRESS

## SASKATCHEWAN

CKCK—Regina. 1000 Watts; 980 Kc. G. Gaetz, manager.....REGINA LEADER-POST

DID YOU  
HEAR ABOUT  
ZIV'S  
NEW SHOW



Whether for foods, filling stations or face powder . . . we have just the show for you. Ziv-created programs run on more than a hundred stations every week. Phone or wire for details.

Frederic w. ZIV, inc.

2436 READING ROAD

CINCINNATI, O.



★ RADIO ★  
PRODUCTION



*Producers*

•

*Transcriptions*

•

*Libraries*

•

*Agents*

•

*Music Publishers*

•

*Talent*

•

*Musical Directors*

•

*Rules and Regulations*

•

*Programs*

•

*Promotion Digest*

**A** R T H U R H . **A** S H L E Y

R A D I O P R O D U C T I O N

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**A** S P E C I A L I S T I N  
F O R E I G N L A N G U A G E  
P R O G R A M M I N G

•

**A** L L S H O W S P R O D U C E D  
A R E N E T W O R K C A L I B R E

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**A** P R O G R A M S E R V I C E  
A V A I L A B L E T O R E C O G N I Z E D  
A D V E R T I S I N G A G E N C I E S O N L Y

457 W. 57th STREET  
NEW YORK CITY

GENE FALCONI, Gen. Mgr.  
Columbus 5-1348

# BACK STAGE WITH RADIO DURING 1940

By  
**Norman S. Weiser**  
*Associate Editor*  
*RADIO DAILY*

**E**STABLISHING itself as one of the greatest advertising mediums in the world, and firmly entrenching itself as a leader of industry, radio last year hit an all-time high in achievement, and offered every indication that 1941 would see no retardment of the advancements prophesized in '40. Financially speaking, the three major networks reached a new peak of \$96,000,000 in gross cumulative billings during the year, approximately a 16 per cent increase over the same period a year ago, and NBC with its two networks, retained its position as the leading advertising medium in the United States by marking up total gross cumulative billings of \$50,000,000.

## FM

Perhaps the most notable advancement during the year was the advent of frequency modulation on a large scale. Surpassing television in point of progress, FM was granted commercial licenses by the FCC, and from every nook and cranny of the country came word that FM was finding favor with the populace. More than 40 FM stations were ready to go at the turn of the year, and the list was expanding rapidly as the year progressed. Television, however, has not been eclipsed by the meteoric rise of FM, but has settled down, after a complete frequency change according to FCC rulings, to serious experimentation in all fields, with special emphasis being given to color transmission as the year faded.

## International

Rivaling FM as the fair-haired son of the broadcasting industry, short wave transmissions, on a paying basis, became popular with national advertisers, and NBC, Westinghouse and General Electric all reported steady sales in that field. CBS, as the year waned, closed a deal whereby a South American division was added to the regular network, with 64 stations available to advertisers. That set-up will start in September of the current year, and makes broadcasting an established advertising medium of international scope.

## Programs

Highlighting the year were the preparations to put BMI into the works, and towards the end of 1940 radio was functioning with a higher degree of efficiency in programming than had been evident for many a year. Musical shows continued to flourish, and the giveaways also noted heavy Crossley increases. Quiz programs continued to find large audiences available, and the daytime "soap operas" continued to sell practically every housewife from coast-to-coast. National defense, of course, highlighted the latter part of the year, and was to be the keynote of the entire broadcasting industry in '41. International newscasts held tremendous audiences, and the European war was covered thoroughly and sanely, with no war hysteria allowed to creep into the American Way of broadcasting.

## Labor

The union front was quiet for the most part during the otherwise hectic year, with AFRA, after raising a slight rumpus, signing a new contract with all concerned, and the AFM, after threatening to enter into the BMI-Ascap fracas, decided against that course and quietly went about its business.

1941 finds the radio industry at last standing on its own two feet, and entering its twenty-first year as one of the most potent medias in the world. Its coverage of the political scene in 1940; the very thorough job done for all of its advertisers, and its continued expansion in all fields of the entertainment field, ascertain that it has seen its most trying times, and that in the future it will continue to establish new records on all fronts.

# *Grombach Productions inc.*

## RADIO PROGRAMS

CREATION

PRODUCTION

DIRECTION

For eleven years we have been creating and producing radio programs for advertising agencies—network and spot—live and transcribed.



We also furnish individual writing and direction service. What we have done for others we can do for you. Anything from a **ONE MINUTE JINGLE** to a **STAR-STUDED NETWORK PRODUCTION**.



If you have an idea or program of your own which you desire **produced** or directed, we are at your service.

### *Steinway Building*

113 WEST 57th STREET

NEW YORK, N. Y.

Circle 6-6540

#### *Representatives in*

LONDON

HOLLYWOOD

BOSTON

PARIS

### *Jean V. Grombach, inc.*

RECORDING, MANUFACTURE AND DISTRIBUTION OF  
ELECTRICAL TRANSCRIPTIONS

# Program Producers

## **Adradio Associates**

11 West 42nd St., New York, N. Y. Phone, LOnacre 5-7060. Account Executive, H. Curtis Colby; Sales & Production Manager, Fulton Dent; Continuity Editor, Miles Overholt. SERVICES OFFERED: Program and spot announcement ideas, free lance script writing and production.

## **Advertisers Recording Service, Inc.**

113 West 57th Street, New York, N. Y. Phone, Circle 6-0141. President, James A. Miller; Secretary-Treasurer, George R. Smith; Ass't Secretary-Treasurer, E. B. McCutcheon; Sales Department, Norman Winters, Arthur H. Hope. SERVICES OFFERED: Program production, Millertape editing, wax and instantaneous recording, studio rental.

## **Aerogram Corporation**

1611 Cosmo St., Hollywood, Cal. Phone, Gladstone 4848. General Manager, G. Curtis Bird. REGIONAL REPRESENTATIVES: Charles J. Basch, Jr., 171 Madison Ave., New York, N. Y. Phone, MURray Hill 4-4717. Jones & Hawley, 228 N. LaSalle St., Chicago, Ill. Phone, State 5096. F. R. Jones, Scott Kingwill, Jones & Hawley, Bulkeley Building, Cleveland, Ohio. Phone, Prospect 2922. Alonzo Hawley. SERVICES OFFERED: Transcribed programs built on order, transcribed syndicated programs, program merchandising, production, scripts, air checks, studio rental, all types of lateral recording.

## **J. T. Ainley Co.**

360 N. Michigan Ave., Chicago, Ill. Phone, State 1833. President, J. T. Ainley; Director, Charles D. Penman; Script Editor, Courtenay Savage. SERVICES OFFERED: Program production.

## **Air Features, Inc.**

247 Park Ave., New York. Phone, Wickersham 2-0077.

## **Air Programs, Inc.**

441 Madison Ave., New York, N. Y. Phone, PLaza 3-4967. President, Alan Rinehart; Vice-President, Edgar Belmont; Secretary, George Hamilton Combs. SERVICES OFFERED: Program production.

## **Albany School of Cooking**

13 Fern Ave., Albany, N. Y. Phone, 2-7291. Director, Jennie N. Parkinson. SERVICES OFFERED: Production of cooking school of the air.

## **Alton Alexander**

1270 Sixth Ave., New York, N. Y. Phone, Columbus 5-1621. SERVICES OFFERED: Production, scripts, direction of both live talent and transcribed programs.

## **Norman Alexandroff Artists Bureau**

410 S. Michigan Ave., Chicago, Ill. Phone, Wabash 6762. Manager, Norman Alexandroff; In Charge of Production, Jack Reidy; Scripts, Aline Neff and Jack Reidy; Dramatic Instructor, Clark Willia; Production, U. S. Allen. SERVICES OFFERED: Program production.

## **Allied Radio Associates, Inc.**

724 Fifth Ave., New York, N. Y. Phone, Circle 6-5240. Sales Manager, Paul Wimbish; Production Manager, Irving Strouse; Account Executive, E. Ellsworth. SERVICES OFFERED: Program production.

## **American Institute of Food Products**

75 West St., New York, N. Y. Phone, Whitehall 4-7303. President, Dr. Shirley W. Wynne; General Manager, Robert A. Bories; Production Manager, Merton H. Bories; Merchandising Manager, Herman F. Kartiuke. SERVICES OFFERED: Origination, writing and production of programs specializing in food and kindred accounts.

## **American-Jewish Broadcasting Co.**

86 Chambers St., New York, N. Y. Phones, Worth 2-3322, REctor 2-5341. President, Herman Younglieb; Vice-President-Treasurer, Maurice Rappel; Secretary, Ann Barbinel. SERVICES OFFERED: Program production, script and transcription library.

**American Royal Productions**

1622 Harrison St., Oakland, Calif. Phone, HIGate 3738. SERVICES OFFERED: Commercial recording and transcription service, dramatized announcements, custom-built shows.

**AMP Recording Studios, Inc.**

151 West 46th St., New York, N. Y. Phone, BRyant 9-1247. President C. M. Finney; Vice-President & Chief Engineer, K. R. Smith; Vice-President & Recording Director, Ben Selvin; Sales Manager, David F. Crosier. SERVICES OFFERED: Studio recordings, off-the-line recordings, air-checks, vertical and lateral recordings, program consultants.

**Arnaiz Broadcasting Co.**

206 S. Spring St., Los Angeles, Calif. Phone, MUTual 8837. President-Manager, R. B. Arnaiz; Secretary, J. G. Cabrera. SERVICES OFFERED: Program production.

**Asch Recording Studios**

117 West 46th St., New York, N. Y. Phone, BRyant 9-3137. President, Moe Asch. SERVICES OFFERED: Off-the-air and off-the-line transcriptions, com-

mercial records, transcriptions, recordings and production.

**Arthur H. Ashley**

457 West 57th St., New York, N. Y. Phone, COLUMbus 5-8540. Owner, Arthur H. Ashley; General Manager, Gene Falconi; Office Manager, Louise Sesti. SERVICES OFFERED: Foreign language program production, specializing in Italian, Jewish, Polish and Spanish for South America; scripts and continuity; recording; talent.

**Associated Broadcasting Co.**

817 E. 92nd St., Chicago, Ill. Phone, Triangle 2244, Aberdeen 0184. Director, Frank J. Kovach. SERVICES OFFERED: Script writing, transcriptions, recordings, continuities and recorded library, foreign-language (Hungarian) program production.

**Associated Broadcasting Co., Ltd.**

Dominion Square Bldg., Montreal, Que., Canada. Phone, Belair 3325. President, M. Maxwell; Vice-President, M. Feldman; Secretary-Treasurer, G. Tickin; Sales Director, L. Chodos; Program

**WILSON, POWELL and HAYWARD, Inc.**

444 MADISON AVENUE, NEW YORK CITY



ARTISTS' REPRESENTATIVES

RADIO PRODUCERS



Production, M. Krushan; Script Director, J. Fuller; Talent Director, J. Winter; French Director, J. O. Denis; French Scripts, R. Desrochers; Recording Department, J. Feldman. **SERVICES OFFERED:** Production of live-talent shows in English and French, recordings of programs and spots, scripts.

**Associated Music Publishers, Inc.**

25 West 45th St., New York, N. Y. Phone, BRyant 9-0847. President C. M. Finney. **SERVICES OFFERED:** Transcriptions, library, production, scripts, recording facilities, both vertical and lateral.

**Associated Releases**

1125 N. Hudson Ave., Hollywood, Calif. Phone HOLlywood 2686. Producer, Arthur Solomon; Associate Producer, Al H. Sherman; Writer, George A. Arthur. **SERVICES OFFERED:** Program production and scripts.

**Associated Transcriptions of Hollywood**

5636 Melrose Ave., Hollywood, Cal. Phone, Hillside 4229. Manager, Harry F. Walstrum. **SERVICES OFFERED:** Electrical Transcriptions, off-the-air recordings, phonograph recordings, custom-built transcriptions, production scripts.

**David S. Ballou Productions**

505 Nineteenth St., Merced, Calif. Phone, 1631. Owner, David S. Ballou. **SERVICES OFFERED:** Program production.

**Basch Radio Productions**

171 Madison Ave., New York, N. Y. Phone, MUrray Hill 4-4717. Sales Manager, Charles J. Basch, Jr.; Program Director, Frankie Basch; Production Manager, Emanuel Demby; Publicity Director, William Kitay. **SERVICES OFFERED:** Complete program building service; ideas, scripts, talent and production on live and transcribed programs; custom and syndicated recordings; Eastern Representative for Aerogram Corp. and Twentieth Century Radio Productions.

**Batchelor Enterprises, Inc.**

1270 Sixth Ave., New York, N. Y. Phone, Circle 6-4224. President, Walter Batchelor; Director of Radio, Howard Reilly. **SERVICES OFFERED:** Program production.

**Beck Recording Studios**

1722 Hennepin Ave., Minneapolis, Minn. Phone, Atlantic 8901. Managing Director, Joseph H. Beck; Assistant Manager, R. Castle Brown; Sales Manager, W. G. Bretson; Office Manager, Giles Miller. **SERVICES OFFERED:** Producers of electrical recordings and transcriptions for radio broadcast; program building; scripts, talent; production; audition service; off-the-air recordings; complete service in the production of sound film in black and white and in natural color.

**Herman Bernie, Inc.**

1270 Sixth Ave., New York, N. Y. Phone, COLUMbus 5-6647. President, Herman Bernie; Secretary-Treasurer, Dorothy Menzin. **SERVICES OFFERED:** Program production of package shows.

**Walter Biddick Co.**

Chamber of Commerce Bldg., Los Angeles, Cal. Phone, Richmond 6184. Manager, M. Thompson. **BRANCH OFFICES:** Russ Bldg., San Francisco, Cal. Phone, Sutter 5415. **SERVICES OFFERED:** Transcriptions, production.

**Joseph Bloom**

19 West 44th St., New York, N. Y. Phone, VANDerbilt 6-5080. President, Joseph Bloom. **SERVICES OFFERED:** Program production.

**Broadcasters Mutual Transcription Service, Inc.**

818 South Kingshighway Blvd., St. Louis, Mo. Phone, Franklin 2060. President, J. Frank Eschen; Vice-President, James M. Althouse; Secretary-Treasurer, C. E. Harrison. **REPRESENTATIVES:** Walter Biddick Co., 568 Chamber of Commerce Bldg., Los Angeles, Calif.; Charles Michelson, 545 Fifth Ave., New York, N. Y.; Radioaids, Inc., 1041 North Las Palmas, Hollywood, Calif. **SERVICES OFFERED:** Transcribed productions and scripts, talent, and program service.

**Broadcast Producers of New York, Inc.**

18 E. 49th St., New York, N. Y. Phone, ELdorado 5-9300. General Manager, George W. Dan Jonas. **SERVICES OFFERED:** Dramatized spot announcements, audition, off-the-air, custom and live show recording for spot advertisers, foreign language spots, domestic and foreign, exclusive rehearsal recordings and transcriptions on WOV; rehearsal and broadcast recordings on WABC.

• • • PROGRAM PRODUCERS • • •

**Broadcast Productions**

25 East Jackson Blvd., Chicago, Ill. Phone, Wabash 0711. Director, John Stamford; Assistant Director, Bryce Talbot. SERVICES OFFERED: All types of programs produced. Electrical transcriptions and recordings.

**Curtis Brown-Alan Collins, Inc.**

347 Madison Ave., New York, N. Y. Phone, Murray Hill 6-6170. Vice-President, Frank Chase. SERVICES OFFERED: Program production.

**The Bruce Chapman Co.**

145 West 41st St., New York, N. Y. Phone, Wisconsin 7-2179. President, Bruce Chapman. SERVICES OFFERED: Production, scripts.

**Kenneth Burton**

75 Banks St., New York, N. Y. Phone, Watkins 9-8864. SERVICES OFFERED: Program production and direction.

**C. K. Recorders**

3814 S. E. 26th Ave., Portland, Ore. Phone, East 4858. President and General Manager, P. O. Clark; Secretary-

Treasurer, N. K. Clark; Engineer, J. E. Maley. BRANCH OFFICE: 917 S. W. 9th Ave., Portland, Ore. Phone, At. 3454. SERVICES OFFERED: Transcriptions, spot announcements, advertising specialties, musical programs, composition work.

**Chicago Recording Studios**

64 E. Jackson Blvd., Chicago, Ill. Phone, Webster 7288. SERVICES OFFERED: Transcriptions, spot announcements, off-the-air and off-the-line recordings, studio recordings, script and production service.

**Carle Christensen Recording Studios**

306 S. Wabash Ave., Chicago, Ill. Phone, Wabash 7069. Manager, Carle A. Christensen; Script Department, Avis Lennon; Technician, Ted Morris. SERVICES OFFERED: Scripts, production, talent, transcriptions, off-the-air recordings, phonograph records.

**Leslie Clucas**

333 North Michigan Ave., Chicago, Ill. Phone, Franklin 7100. SERVICES OFFERED: Program production of package shows.

**HENRY SOUVAINÉ INC.**

30 ROCKEFELLER PLAZA, NEW YORK CITY

SPECIALISTS FOR RADIO

TALENT

SCRIPTS

PROGRAMS

RECORDINGS

**Ted Collins Corporation**

1819 Broadway, New York, N. Y. Phone, Circle 7-0094. President, Program Director and Producer, Ted Collins; Director of Public Relations, William P. Maloney; Production, Sylvan Taplinger; Musical Director, Jack Miller; Choral Director, Ted Straeter; Writers, Jean Holloway and Jane Tompkins; Talent, Sam Schiff; Musical Arranger, Tony Gale. SERVICES OFFERED: Program building and producing.

**Columbia Artists, Inc.**

485 Madison Ave., New York, N. Y. Phone, Wickersham 2-2000. Vice-President, Herbert I. Rosenthal; Vice-President, I. S. Becker. BRANCH OFFICE: Wrigley Bldg., Chicago, Ill. Phone, Whitehall 6000. Executive-In-Charge, Robert M. Haffer. SERVICES OFFERED: Program production, scripts.

**Commercial Broadcasters**

192 N. Clark St., Chicago, Ill. Phone, Dearborn 0203-0533. Owner, Dave Edelson. SERVICES OFFERED: Program production.

**Commercial Broadcasting Service, Ltd.**

Hermant Bldg., Toronto, Ont., Canada. Phone, Elgin 3345. President, E. A. Byworth; Vice-President, H. R. Johnston; Secretary-Treasurer, A. G. Irwin; Program Department, S. K. Smith; Script Department; A. D. Wigmore. SERVICES OFFERED: Live talent production, syndicate transcriptions, custom recordings, time placements.

**The Jack L. Cooper Radio Advertising Service**

4237 Indiana Ave., Chicago, Ill. Phone, Oakland 2504, Beverly 2056. Producer, Jack L. Cooper; Secretary-Musical director, Gertrude R. Cooper. SERVICES OFFERED: Program (Negro) production.

**Cornish Recording Studio**

(Cornish School Radio Department)  
710 East Roy St., Seattle, Wash. Phone, Capitol 1400. Manager, Donald MacLean; Assistant Manager, Ralph Turner; Engineer, Roger Jacobson. SERVICES OFFERED: Wax and acetate recordings and transcriptions, off-the-line and off-the-air transcriptions, air-checks, program production, scripts.

**Cosmopolitan Broadcasting Co.**

7100 Broadway, Cleveland, Ohio. Phone, Diamond 3010, 0808. James J. Rattay, Paul Faut. SERVICES OFFERED: Foreign language programs.

**Paul Cruger**

5800 Carlton Way, Hollywood, Calif. Phone, HOLLYWOOD 9352. General Manager, Paul Cruger; Copy Chief, Harry Wendland; Art Director, Elmer Davis; Musical Director, Darrell Calker. SERVICES OFFERED: Custom built shows, commercial spots, live and transcribed, contests and merchandising campaigns.

**Ernest Cutting's Talent Development Center**

538 Fifth Ave., New York, N. Y. Phone, Vanderbilt 6-5995. Owner, Ernest Cutting. SERVICES OFFERED: Studio recordings, transcriptions, production, casting, direction.

**Czech Broadcasting Service**

307 N. Michigan Ave., Chicago, Ill. Phone, State 9344. President and Managing Director, Adele J. Fiala. SERVICES OFFERED: Preparation and production of Czech, Slovak and other foreign language programs.

**Frank C. Dahm**

501 Madison Ave., New York, N. Y. Phone, PLaza 3-5320. SERVICES OFFERED: Program production, scripts.

**Thomas J. Deegan, Jr.**

590 Madison Ave., New York, N. Y. Phone, PLaza 8-0989. Personnel, Thomas J. Deegan, Jr., Joseph D. Pyle, Philip E. Worth, Elizabeth Ward. SERVICES OFFERED: Program production, scripts.

**Alfred Dixon Radio Features**

424 Madison Ave., New York, N. Y. Phone, PLaza 8-1246. President, Alfred Dixon; Scripts and Continuity, Hume Dixon; Publicity-Promotion, Cy Newman; Business Manager, A. J. Hamerslough; Production, Joseph S. Cunningham. SERVICES OFFERED: Program production, scripts.

**Dolan & Doane, Ltd.**

1270 Sixth Ave., New York, N. Y. Phone, COLUMBUS 5-1538. President, Ken Dolan; Vice-President, James Doane; Associates, Colton C. Cronin,

Saul Reiss; Secretary, Edith Szabo.  
BRANCH OFFICE: 8905 Sunset Blvd.,  
Hollywood, Calif. Phone, CRestview  
1-9185. SERVICES OFFERED: Pro-  
gram production, package shows.

**Dominion Broadcasting Co.**

4 Albert St., Toronto, Ont., Canada.  
Phone, Adelaide 3383. General Man-  
ager, Hal B. Williams; Transcription Di-  
vision Manager, Don H. Copeland. Pro-  
duction Manager, Stan Francis; Script  
Department, Dean Hughes. SERVICES  
OFFERED: Scripts, live talent produc-  
tions, transcriptions and recordings, air  
checks.

**Walter P. Downs**

2313 St. Catherine St., West Mon-  
treal, Que., Canada. Phone, Wellington  
4218. General Manager, Walter P.  
Downs; Production, Ed Berkley; Pur-  
chasing, R. F. Brown; Chief Engineer,  
A. Ewing; Office Manager, Marion Hould.  
SERVICES OFFERED: Syndicated tran-  
scribed programs, custom-built tran-  
scriptions, production, recording, direct  
wire service for auditions, representa-  
tive for American program producing  
and transcription firms.

**Draesemer Radio  
Productions**

706 South Detroit St., Los Angeles,  
Calif. Phone, WALnut 4528. Writer-  
Producer, Marie Isabel Draesmer. SER-  
VICES OFFERED: Personalized building  
of shows for sponsors or advertising  
agencies, talent, coaching of talent, pre-  
paration of auditions, continuity confer-  
ences.

**Harry S. Dube**

1270 Sixth Ave., New York, N. Y.  
Phone, COLumbus 5-7035. Manager, J.  
Knight. SERVICES OFFERED: Scripts,  
production, talent.

**Earnshaw Radio  
Productions**

1675 N. St. Andrews Place, Holly-  
wood, Calif. Phone, GLadstone 2555.  
President, Harry A. Earnshaw; Vice-  
President, Fenton Earnshaw; Secretary-  
Treasurer & General Sales Manager, H.  
Lewis Earnshaw. REPRESENTATIVE:  
Charles Michelson. 67 West 44th St.,  
New York, N. Y. SERVICES OFFERED:  
Transcribed programs, script serial pro-  
grams.

**radio production**

**WOLF ASSOCIATES, Inc.**

**in all its phases**

EDWARD WOLF, General Manager

RKO BLDG.

RADIO CITY, N. Y.

COLumbus 5-1621

**Eccles Disc Recordings, Inc.**

6233 Hollywood Blvd., Hollywood, Calif. Phone, Hillside 8351. President, R. T. Conroy; Vice-President, C. R. Douglas; Secretary-Treasurer, R. W. Conroy; General Manager, C. R. Alford. BRANCH OFFICE: 632 Polk St., San Francisco, Calif. Phone, Ordway 0313. Executive-in-Charge, V. Harman. SERVICES OFFERED: Transcriptions, air-checks, program production, transcription library.

**W. M. Ellsworth**

75 East Wacker Drive, Chicago, Ill. Phone, Central 0942. President, W. M. Ellsworth. SERVICES OFFERED: Custom transcriptions, radio programs, script shows, talent.

**Empire Broadcasting Corporation**

480 Lexington Ave., New York, N. Y. Phone, PLaza 8-3360. President-Treasurer, Gerald A. Kelleher; Vice-President-General Manager, Eugene L. Bresson; Secretary, J. Howard Capron. SERVICES OFFERED: Syndicated transcribed programs, custom-built transcriptions, production, scripts, talent and complete recording facilities.

**Fanchon & Marco**

133 West 50th St., New York, N. Y. Phone, Circle 7-5630. Radio Director, Samuel Shayon; Publicity, Dorothy Haas. SERVICES OFFERED: Production, talent.

**Fields Brothers Radio Corporation**

Equitable Bldg., Hollywood, Calif. Phone, HOLLYWOOD 7305. President, Leo Fields; Executive Vice-President, Harry David Fields; Secretary, E. B. Hazelton. SERVICES OFFERED: Producers of custom-built radio shows, live and transcribed.

**Stanley C. Florsheim & Co.**

75 East Wacker Drive, Chicago, Ill. Phone, Franklin 1954. SERVICES OFFERED: Syndicated radio programs.

**Irving Fogel & Associates**

1041 N. Las Palmas, Hollywood, Calif. Phone, HOLLYWOOD 5107. Irving Fogel. REPRESENTATIVES: Francis J. Sullivan, 69 Yonge St., Toronto, Ont., Canada. Phone, Elgin 4086; U. S. Recording Co., 712 11th St., N. W., Washington, D. C. Phone, District 1640. Herbert

Rosen, 11, Rue Fonders, Marseilles, France. SERVICES OFFERED: Production of live and transcribed radio presentations.

**Fox Features Syndicate, Inc.**

247 Park Ave., New York, N. Y. Phone, PLaza 8-0100. President-Managing Editor, Victor S. Fox; Business Manager, S. Sidney Robbins; Promotion Manager, John McGrail. BRANCH OFFICE: 6305 Yuca St., Hollywood, Calif. Phone, Hillside 6125. Executive-in-Charge, Mitchell J. Hamilburg. SERVICES OFFERED: Transcriptions, production.

**Furness-Beattie Radio Productions Co.**

712 Eleventh St., N. W., Washington, D. C. Phone, Republic 1681. Business Manager, Nan Furness; Production Director-Script Editor, Daniel C. Beattie; Commercial Manager, O'Connor B. Woodward; Chief Engineer, Joseph Tait; Musical Director, Sid Willoughby. SERVICES OFFERED: Program production, scripts, transcriptions.

**General Amusement Corp.**

1270 Sixth Ave., New York, N. Y. Phone, Circle 7-7550. In-Charge-of-Radio, Frank Cooper; Harry Hoff. BRANCH OFFICES: 9028 Sunset Blvd., Hollywood, Calif. Phone, Crestview 1-8101. Executive - In - Charge, Ralph Wonders; 360 N. Michigan Ave., Chicago, Ill. Phone, State 6288. SERVICES OFFERED: Program production, package shows.

**General Broadcasting System**

500 Buhl Bldg., Detroit, Mich. Phone, Cherry 0400. President, Donald C. Jones; Vice-President-Sales Manager, Raymond C. Leonard; Production Manager, Richard P. Creyke. BRANCH OFFICE: Rockefeller Bldg., Cleveland, Ohio. Phone, Prospect 4900. Manager, Bob Haviland. SERVICES OFFERED: Custom - built transcriptions, production, script, recording, talent, off-the-wire and off-the-air recordings.

**William Gernannt**

521 Fifth Ave., New York, N. Y. Phone, VANDerbilt 6-1750. SERVICES OFFERED: Package shows.

**Ghostwriters Bureau**

17 East 49th St., New York, N. Y. Phone, Wickersham 2-8996. Director, Fred E. Baer. SERVICES OFFERED:

• • • **PROGRAM PRODUCERS** • • •

Writing of speeches, trade journal and general magazine articles, pamphlets and all forms of commercial literature.

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**John Gibbs & Co.**

9 Rockefeller Plaza, New York, N. Y. Phone, CIRCLE 5-8521. Owner, John Gibbs; Director, Axel Gruenberg; Casting Director, Allie Booth. SERVICES OFFERED: Program production, scripts.

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**Graham Gladwin, Ace Productions**

742 Market St., San Francisco, Calif. Phone, Sutter 4464. Manager-Producer, Graham Gladwin; Chief Engineer, Robert Bell. REPRESENTATIVE: Bonnie Binetti, 411 Patterson Bldg., Fresno Calif. Phone, 3-6082. SERVICES OFFERED: Program and spot announcement production and transcriptions.

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**Arthur M. Godfrey Productions**

808 Earle Bldg., Washington, D. C. Phone, Metropolitan 3200. Owner, Arthur M. Godfrey; Secretary, M. Richardson. SERVICES OFFERED: Program production.

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**Harry S. Goodman Radio Productions**

19 East 53rd St., New York, N. Y. Phone, WI. 2-3338. SERVICES OFFERED: Program production for live talent and transcribed shows; syndicated radio programs.

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**Gordon Broadcasting & Publishing Co.**

355 S. Broadway, Los Angeles, Calif. Phone, Ma. 8620. Producer, Edgar Gordon. SERVICES OFFERED: Program production, English and Spanish-language.

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**Gordon & Williamson, Inc.**

1270 Sixth Ave., New York, N. Y. Phone, CIRCLE 6-7480. President, Fred C. Williamson; Secretary - Treasurer, Herbert Gordon. SERVICES OFFERED: Production, scripts, talent.

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**Lillian Gordoni Radio Productions**

Hotel Crillon, 1258 S. Michigan Blvd., Chicago, Ill. Phone, CALumet 6700-6979. Owner-Manager, Lillian Gordoni;

AIR FEATURES, Inc.

247 PARK AVENUE

NEW YORK CITY

Recording Engineer, Stan Gordoni; Musical Director, Gwynne Kinsley; Dramatic Director, Herb Slade, Jo Sherman; Talent, Irving Hoffman. SERVICES OFFERED: Recording, transcriptions, spot dramatizations, continuity, production and direction, audition studios, custom-built programs.

**Grand-Melville Co.**

8782 Sunset Blvd., Hollywood, Calif. Phone, CRestview 6-6543. Executive Producer, C. E. Melville: Program Director, Stevenson Wilkinson; Associate Producers, Jerome Callahan, Donn Reed, Alan James, Ronnie St. Clair; Continuity Editor, Roger Quayle; Treasurer, Thomas M. Conway; Secretary, J. B. Wadsworth; Sales (Western Division), Myron Sunde; Musical Director, Gene James. BRANCH OFFICE: 220 W. 42nd St., New York, N. Y. Phone, Wisconsin 7-9834. Sales Director, George H. Callaghan. SERVICES OFFERED: Program production.

**Jean V. Grombach, Inc.**

113 West 57th St., New York, N. Y. Phone, Circle 6-6540. President, Jean V. Grombach; Treasurer, Margaret Kearney; Chief Recording Engineer, Hazard E. Reeves; Music Rights, Joseph Corhan. REPRESENTATIVES: 8 Newberry St., Boston, Mass. Manager, James Murley, 6200 Franklin Ave., Los Angeles, Cal. Manager, Galen Bogue. 50 New Bond St., London, England, Manager, Leslie Kettles. Rue de Lorette, Paris, France. Manager, Andre Oulmann. SERVICES OFFERED: Production, recording, manufacture and distribution of electrical transcriptions, high-fidelity wax recordings for rebroadcast purposes, spot announcements.

**Grombach Productions, Inc.**

113 West 57th Street, New York, N. Y. Phone, Circle 6-6540. President, Jean V. Grombach; Executive Vice-President, Chester H. Miller; Treasurer-Assistant director (drama), Margaret Kearney; Assistant Director (music), Joseph Corhan. REPRESENTATIVES: 8 Newberry St., Boston, Mass. Manager, James Murley. 6200 Franklin St., Los Angeles, Calif. Manager, Galen Bogue. 50 New Bond St., London, England. Manager, Leslie Kettles. Rue de Lorette, Paris, France. Manager, Andre Oulmann. SERVICES OFFERED: Unit productions (package shows), program creation, production, scripts, casting directing, live talent or transcribed programs, television production.

**Ubaldo Guidi's Italian Radio Programs**

261 Hanover St., Boston, Mass. Phone, Capitol 4035. Owner, Ubaldo Guidi. SERVICES OFFERED: Production, spot announcements.

**Sam Hammer Radio Productions**

2 West 45th St., New York, N. Y. Phone, MURray Hill 2-0174. President, Sam Hammer; Vice-President in Charge of Production, Floyd Buckley; Vice-President in Charge of Script Department, Augustus Barrat; Women's Program Director, Eve VeVerka; Secretary and Recording Manager, Dr. Claude S. Hammock; Treasurer, C. F. Comly. SERVICE OFFERED: Program Production.

**Ted Hammerstein**

150 West 46th St., New York, N. Y. Phone, LONGacre 5-9609. SERVICES OFFERED: Program production.

**Hansen Associates**

420 Lexington Ave., New York, N. Y. Phone, MURray Hill 4-9823. General Manager, Robert R. Hansen. SERVICES OFFERED: Transcribed features, radio and television scripts, production.

**Harvey & Howe, Inc.**

919 North Michigan Ave., Chicago, Ill. Phone, Delaware 1155. President, W. S. Harvey, Jr.; Vice-President, Eleanor Howe. BRANCH OFFICES: 122 East 42nd St., New York, N. Y. Phone, LEXington 2-6910. SERVICES OFFERED: Planning and writing of women's programs, radio cooking schools, talent, transcriptions.

**Sam Hayes**

NBC Radio City, Hollywood, Calif. Phone, HOLLYwood 6161. SERVICES OFFERED: Production of radio commentator programs, scripts.

**Heffelfinger Radio Productions**

522 Fifth Ave., New York, N. Y. Phone, VANDerbilt 6-2450. Manager, Radio Division, C. H. Pearson. BRANCH OFFICE: 924 Second Ave., S., Minneapolis, Minn. Phone, BRIDGEport 4730. SERVICES OFFERED: Production of live and transcribed programs.

**George Heid Productions**

1005 Century Bldg., Pittsburgh, Pa. Phone, GRant 3696. Owner, George Heid; Manager, Irma Heid; Production Manager, James McGrew. SERVICES OFFERED: Program production, continuity, recording, transcriptions.

**Hispano Broadcasting Co.**

105 E. First St., Los Angeles, Calif. Phone, Michigan 4433. Manager, Tony Sein. SERVICES OFFERED: Spanish programs, live and transcribed.

**Hollywood Chatterbox Enterprises**

5513 Sunset Blvd., Hollywood, Calif. Phone, Hillside 3097. President-General Manager, Frank Robinson Brown; Vice-President & Production Manager, H. Neal Phinney; Sound Engineer, John Hirsch; Chief Announcer, Ted Leonard; Office Manager, Edith Scollard. SERVICES OFFERED: Transcribed programs, spot announcement continuity, air-checks, recordings.

**Hollywood Transcript Co.**

6625 Sunset Blvd., Hollywood, Calif.

Phone, Gladstone 3323. Owner, Daniel O'Brien; Sales Manager, Mickey Ford. SERVICES OFFERED: Program production, scripts, transcriptions, recordings.

**Intercontinental Audio-Video Corp.**

9 Rockefeller Plaza, New York, N. Y. Phone, CIrcle 7-4560. President, Mark H. Hawley; Vice-President-General Manager, Winton L. Miller, Jr. SERVICES OFFERED: Electrical transcriptions of programs and spot announcements, auditions, program production, educational recordings.

**International Radio Productions**

20 East 57th St., New York, N. Y. Phone, PLaza 8-2600. General Manager, Loren L. Watson; New York Office Manager, Ed Harvey. BRANCH OFFICES: 326 West Madison St., Chicago, Ill. Phone, Central 4547. Western Manager, Ralph N. Weil; 512 Hearst Bldg., San Francisco, Calif. Phone, Douglas 2536. Pacific Coast Manager, John L. Livingston. SERVICES OFFERED: Program production.

**1941 HOLDS GREAT PROMISE;  
LET US HELP YOU REALIZE IT**

**THE SUNDAY PLAYERS OF HOLLYWOOD . . .**  
52 world-famous Bible Dramas; ½ hr.

**WHAT WOULD YOU DO? . . .** a housewives' forum in which actual wives, mothers and homemakers discuss real problems in a practical way . . . 5 minutes.

**LOOKING AT HOLLYWOOD . . .** Inside Hollywood in 5 minutes of friendly banter between people who know.

**LEISURE HOUSE . . .** most outstanding of all homemakers' daytime dramas; ¾ hr.

**WADE LANE'S HOME FOLKS . . .** now in its fourth consecutive year on KFVB; ¼ hr.

**HOLLYWOOD CALLING . . .** Luana Logan in an intimate 5-minute spot that's different.

**ALL OF THESE RECORDED . . .** check for samples, prices and release dates.

Or your own idea, worked out with advertising intelligence, by veteran national advertising men who have no agency ambitions of their own but are content to work behind the scenes for your glory and success. We are specialists in dealer to operation programs.

**GEORGE LOGAN PRICE, Inc.**

3902 WEST 6th STREET, LOS ANGELES

Phone EXposition 1960

Established 1934

George L. Price, President

Eugene F. Goldbach, Vice President



**Italradio, Inc.**

193 Hanover St., Boston, Mass. Phone, Capitol 3407. President - Treasurer, Silene M. Irving; Secretary, Rinaldo Fiato. SERVICES OFFERED: Creation, direction and production of Italian and English programs.

**Jewish Radio Zone Advertising Co.**

110 West 40th St., New York, N. Y. Phone, Pennsylvania 6-0043. President, Benjamin Waxelbaum; Manager, Dorothy Fineman. SERVICES OFFERED: Production of Jewish-language programs, station representation for Jewish programs and commercials.

**Archie Josephson Enterprises, Inc.**

6313 Bryn Mawr Drive, Hollywood, Calif. Phone, Gladstone 6802. President-General Manager, Archie Josephson. SERVICES OFFERED: Transcribed programs.

**Kasper-Gordon Studios, Inc.**

140 Boylston St., Boston, Mass. Phone, Devonshire 7357. President and Production Manager, Edwin H. Kasper; Treasurer and Director of Commercial Dept., Aaron S. Bloom; Recording Manager, E. N. Buzzell; Scripts-Production, Robert W. Graham, Hanley W. Norins, Albert P. Burke. SERVICES OFFERED: Custom-built transcriptions, syndicated transcriptions, studio recordings, air-checks, program production, scripts, talent, air-checks.

**Kent-Johnson, Inc.**

34 West 53rd St., New York, N. Y. Phone, PLaza 3-7246. President, Alan Kent; Executive Vice-President, Austen Groom-Johnson; Treasurer, August Tozzi, Jr.; Secretary, Abraham Males. SERVICES OFFERED: Program and spot announcement production.

**King-Trendle Broadcasting Corp.**

1700 Stroh Bldg., Detroit, Mich. Phone, Cherry 8321. President-Treasurer, George W. Trendle; General Manager-Secretary, H. Allen Campbell; Commercial Manager, Harry Sutton, Jr.; Advertising-Sales Promotion Manager, Charles C. Hicks; Traffic Manager, James G. Riddell. SERVICES OFFERED: Program production.

**Landau Broadcasting Service**

270 Broadway, New York, N. Y. Phone, REctor 2-5341. President, Herman Younglieb. SERVICES OFFERED: Original foreign-language programs and production, talent.

**Langlois & Wentworth, Inc.**

420 Madison Ave., New York, N. Y. Phone, ELdorado 5-1620. President, C. O. Langlois; Secretary-Treasurer, R. C. Wentworth; Talent, W. O'Keefe. SERVICES OFFERED: Specialized service for advertisers and advertising agencies of commercial radio programs, both live and recorded, dramatic and musical. Facilities for writing, casting and production.

**Lang-Worth Feature Programs, Inc.**

420 Madison Ave., New York, N. Y. Phone, ELdorado 5-1620. President, R. C. Wentworth; Secretary-Treasurer, C. O. Langlois; Talent, W. O'Keefe. SERVICES OFFERED: Syndicated transcribed programs for regional and local advertisers. Producers of Lang-Worth Planned Program Service, a library of tax-free music in transcription form.

**Lippe & Lazarus Productions**

407 North Sycamore, Los Angeles, Calif. Phone, Walnut 2445. General Manager, M. M. Lippe; Writer, Erna Lazarus. SERVICES OFFERED: Transcriptions, custom-built programs, scripts, talent.

**Phillips H. Lord, Inc.**

501 Madison Ave., New York, N. Y. Phone, Wickersham 2-2211. President, Phillips H. Lord. SERVICES OFFERED: Production of live talent programs.

**Estelle Lutz Artists Bureau**

410 South Michigan Ave., Chicago, Ill. Phone, Harrison 3435. Owner-Manager, Estelle A. Lutz. SERVICES OFFERED: Scripts, live talent, musical and dramatic productions.

**Alexander McQueen**

185 East Chestnut St., Chicago, Ill. Phone, Superior 9139. Manager, Alexander McQueen; Secretary-Script Writer, E. R. Junge. SERVICES OFFERED: Program productions, scripts, research, spot announcements.

**C. P. MacGregor**

729 So. Western Ave., Hollywood, Calif. Phone, Fitzroy 4191. President, C. P. MacGregor; Treasurer, Paul Quan;

Sales Manager, Niles Gates. SERVICES OFFERED: Transcription library productions; dramatic and musical custom-built programs; recording studios.

**Metro Artists Bureau**

1650 Broadway, New York, N. Y. Phone, Circle 7-2829. Director, Ted Nelson; Personnel, Rudy Feiman, Lou Grant, Ben Greene. SERVICES OFFERED: Program production, scripts, transcription and live-talent package shows.

**Metropolitan Broadcasting Service Limited**

Hermant Bldg., Toronto, Ont., Canada. Phone, Adelaide 0181. President, Ken Soble; Manager, James A. Paul; Sales Manager, Paul Morris; Program Director, "Doc" Lindsey; Engineer, Alexander Patterson. BRANCH OFFICE: 813-A Drummond Bldg., Montreal, Que., Canada. Phone, Harbour 5838. Executive-in-Charge, James M. Vernon. SERVICES OFFERED: Program production, scripts, direction, recorded programs, talent.

**Charles Michelson**

67 West 44th St., New York, N. Y. Phone, MURRAY Hill 2-3376. President, Charles Michelson. Representative for: Speedy-Q Sound Effect Records, Earnshaw Radio Productions, Porto-Playback Co. and Walter Biddick Co. SERVICES OFFERED: Transcribed program representative, sound effect record library, program production, transcriptions and transcription library.

**Michelson & Sternberg, Inc.**

116 Broad St., New York, N. Y. Phone, Bowling Green 9-8925-6. President, Aaron Michelson; Vice-President, Charles Michelson; Assistant Treasurer, Martin Diamond. SERVICES OFFERED: Exporters of transcription programs and sound effect records.

**Microphone Playhouse**

151 N. Craig St., Pittsburgh, Pa. Owner-Director, Marjory Stewart; Secretary, Ella W. Rumsey. SERVICES OFFERED: Program production, scripts.

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PROGRAM PRODUCERS

**Mid-West Transcriptions, Inc.**

4835 Minnetonka Blvd., St. Louis Park, Minn. Phone, Walnut 9131. President, H. D. Field; Manager-Recording Engineer, K. L. Seuker. SERVICES OFFERED: Custom-built programs, complete transcription service, programs, scripts, talent, production.

**George Miller Productions, Inc.**

P. O. Box 506, Culver City, Calif. Managing Director, George Miller; West Coast Sales Director, B. Schaff; Eastern Sales Director, Robert E. Gresham. BRANCH OFFICE: P. O. Box 505, Hannibal, Mo. SERVICES OFFERED: Program production, transcriptions, script and transcription library.

**Mode-Art Pictures, Inc.**

1020 Forbes St., Pittsburgh, Pa. Phone, GRant 2995. President, J. L. Baker; Sales Manager, A. H. Schwerin. SERVICES OFFERED: Program production, transcriptions.

**Modern Productions**

643 Glendora Ave., Akron, Ohio. Phone, HEMlock 9967. General Manager, Dr. Secrest Williams; Script Writer, Clyde Mason; Program and Talent Manager, Holly Long. SERVICES OFFERED: Program production.

**Moonbeams Broadcasts, Inc.**

1440 Broadway, New York, N. Y. Phone, LONgacre 5-8005. President, George Shackley; Secretary-General Manager, Lillian Stewart; Publicity Director, Gilbert Braun. SERVICES OFFERED: Musical and script programs; transcriptions, talent.

**Raymond R. Morgan Co.**

6362 Hollywood Blvd., Hollywood, Cal. Phone, HEMPstead 4194. President, Raymond R. Morgan; Manager, R. E. Messer; Program Director, John Nelson. SERVICES OFFERED: Program production.

**C. D. Morris Associates, Inc.**

Hotel Chatham, New York, N. Y. Phone, PLaza 3-4144. President, C. D. Morris; Vice-President, C. M. Widney; Production Director, Leonard Bercovici; Casting Director, Robert Sloane. BRANCH OFFICE: 431 S. Dearborn St., Chicago, Ill. Phone, Wabash 4048. Executive-in-Charge, C. M. Widney. SERVICES OFFERED: Program production.

**Hoyt Evans Morris**

2515 Barlum Tower, Detroit, Mich. Phone, Cherry 6622. President, Hoyt Evans Morris; Transcription-Production, Richard Andrus; Scripts-Production, Robert Powell. SERVICES OFFERED: Program production, transcriptions script and transcription library.

**William Morris Agency, Inc.**

1270 Sixth Ave., New York, N. Y. Phone, CIRCLE 7-2160. Executive-in-Charge of Radio, William B. Murray. BRANCH OFFICES: 203 N. Wabash Ave., Chicago, Ill. Phone, State 3632. Executive-in-Charge, Wallace Jordan; 202 N. Canon Drive, Beverly Hills, Calif. Phone, Crestview 1-6161. Executive-in-Charge, George Gruskin. SERVICES OFFERED: Production of package shows.

**Sidney P. Morse**

162 N. State St., Chicago, Ill. Phone, Dearborn 1863. Personnel, Sidney P. Morse, James J. Henshel, Al Marney, Duke Yellman, S. Lawson. SERVICES OFFERED: Program production.

**Music Corporation of America**

745 Fifth Ave., New York, N. Y. Phone, WICKersham 2-8900. Executive Vice-President, William R. Goodheart, Jr.; Vice-President, David A. Werblin; Vice-President, Charles Miller; Vice-President, W. H. Stein; Vice-President-Radio Director, Harold Hackett. BRANCH OFFICES: 430 N. Michigan Ave., Chicago, Ill. Phone, Delaware 1100. Manager, Maurie Lipsey; MCA Square, Beverly Hills, Calif. Phone, Bradshaw 23211. President J. C. Stein, Manager, Taft Schreiber, In Charge of Radio, Walter Johnson; 111 Sutter St., San Francisco, Calif. Phone, EXbrook 8922. Manager, Arthur Park, Jr.; Union Commerce Bldg., Cleveland, Ohio. Phone, Cherry 6010. Manager, DeArv G. Barton; Tower Petroleum Bldg., Dallas, Texas. Phone 2-1448. Manager, Norman Steppe. SERVICES OFFERED: Production, package shows, talent.

**E. K. Nadel**

1600 Broadway, New York, N. Y. Phone, CIRCLE 6-3949. General Manager, E. K. Nadel; Assistant Manager, Tom Kirby; Art Department Manager, Frank Smith; Treasurer, Marian Mack. SERVICES OFFERED: Program production.

**Robert S. Nash Co.**

5437 Lisette Ave., St. Louis, Mo. Phone, Flanders 4758. President, Robert S. Nash. SERVICES OFFERED: Transcriptions, scripts, talent, production, recordings, air checks, sound effects records.

**National Broadcasters & Entertainers**

Hotel Washington, Indianapolis, Ind. Phones, Lincoln 8131, Market 2541. Director, Kay Keiser; Radio Director, Charles Harrington; Musical Director, Pete French; Sales Manager, Harry Charleston; Secretary, Jacquelyn Chisman. BRANCH OFFICES: Stillwell Hotel, Anderson, Ind.; 203 N. Wabash, Chicago, Ill. Phone, State 2864. Representative, Kermit Dart. SERVICES OFFERED: Program production, scripts.

**National Radio Advertising Agency**

Hollywood Center Bldg., Hollywood, Calif. Phone, HEMPstead 1551. President, D. D. Crawford; Vice-President, J. D. Crawford. SERVICES OFFERED: Producers and distributors of transcribed programs.

**The National Vocarium**

610 Fifth Ave., New York, N. Y. Phone, Circle 7-5479. President-Director, Robert Vincent; Chief Engineer, William A. Savory. SERVICES OFFERED: Program production, transcriptions, voice library.

**Nationality Broadcasting Association, Inc.**

814 Carnegie Hall, Cleveland, Ohio. Phone, Main 4057. President, John M. Lewandowski; Vice-President, Joseph Pales; Executive Secretary-Treasurer, Frederick Wolf; Assistant to President, Martin Antonic. SERVICES OFFERED: Production of foreign-language shows, transcriptions.

**NBC Radio-Recording Division**

Radio City, New York, N. Y. Phone, Circle 7-8300. Vice-President, C. Lloyd Egner; Business Manager, John H. MacDonald; Eastern Sales Manager, Robert W. Friedheim; Assistant Sales Manager, Willis B. Parsons; Production Manager, Reginald Thomas. BRANCH OFFICES: Merchandise Mart, Chicago, Ill. Phone,

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**Nevill & Ross**

48 West 48th St., New York, N. Y. Phone, LACKawanna 4-2067. Partners, Jack Nevill and Harry Ross. SERVICES OFFERED: Program production, package shows.

**Lilian Okun, Inc.**

15 Central Park, West, New York, N. Y. Phone, COLumbus 5-0060. President, Lilian Okun. SERVICES OFFERED: Program production, live and transcribed, talent, publicity, scripts.

**Pacific Productions, Inc.**

8780 Sunset Blvd., Hollywood, Calif. Phone, Crestview 5028. President, Frank W. Purkett. SERVICES OFFERED: Production.

**Pan American Broadcasting Co.**

330 Madison Ave., New York, N. Y. Phone, MURray Hill 2-0811. Manager, A. Alexander. REPRESENTATIVES: F. R. Jones, 228 N. La Salle St., Chicago, Ill.; Alonzo Hawley, 1635 East 25th St., Cleveland, Ohio. SERVICES OFFERED: Transcriptions, program production, script service, talent bookings for Latin American and export fields.

**Parker-Piper Talent Productions**

540 N. Michigan Ave., Chicago, Ill. Phone, Delaware 2277. Partners, Donna Parker, Peter Piper. SERVICES OFFERED: Productions, talent.

**Peterson Radio Production Co.**

1457 Broadway, New York, N. Y. Phone, WISconsin 7-0069. President, Donald Peterson; Production and Public Relations, Gilbert Braun; Script Manager, Ruth Travers. SERVICES OFFERED: Program planning, writing, producing and transcribing. Publicity, special sound effects.

**Philantair Presentations**

654 Madison Ave., New York, N. Y. Phone, REgent 7-1151. Director, D. I. Heller; Elizabeth Dell. SERVICES OFFERED: Program production.

**Photo & Sound, Inc.**

152 Kearny St., San Francisco, Calif. Phone, EXbrook 2103. President, Bartlett Heard; Vice-President, Melvin S. Jacobus; Vice-President, Lindsey Spight; Transcription Production Manager, John Wolfe; Secretary, Norman Carlson; Chief Engineer, John Roseborough; Motion Picture Production, Marvin Becker, Tom Ayres; Production Assistant, Toni Jackson; Sales Promotion, Clay McDaniel; Recording Technician, Hugh Allen; Sound Effects, Bill Nye; Bookkeeper, Nellie Shields. SERVICES OFFERED: Program and spot production, electrical transcriptions, air-checks, line-checks, personal recordings, sound effect library service, representative for sound manufacturers apparatus.

**The Pittsburgh Star**

904 Webster Ave., Pittsburgh, Pa. Phone, Court 3797. Director, A. Certo; Manager, A. R. Certo; Musical Director, Salvatore Certo. SERVICES OFFERED: Program production.

**Polish Radio Program Bureau**

11301 Joseph Campau Ave., Hamtramck, Mich. Phone, Townsend 8-3830. Program Director, Walter Golanski; Commercial Manager, Edmund B. Krotkiewicz. SERVICES OFFERED: Production of programs and spot announcements.

**Premier Radio Enterprises Inc.**

530 Mart Bldg., St. Louis, Mo. Phone, Garfield 3395. President, H. S. Somson; Vice-President, Wilson Dalzell; Secretary, Jerome M. Yawitz. SERVICES OFFERED: Producing and recording of custom-built transcriptions, phonograph records, national and regional broadcasts, wax and film recording, sales presentations.

**Press Radio Features, Inc.**

360 N. Michigan Ave., Chicago, Ill. Phone, Randolph 9333. President, F. W. Hemingway; Secretary, Paul C. Weichelt. SERVICES OFFERED: Transcriptions, distributors of transcribed programs.



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**George Logan Price, Inc.**

3902 West Sixth St., Los Angeles, Calif., Phone, EXposition 1960. President, G. L. Price; Sales Manager, Gene Goldbach. SERVICES OFFERED: Transcribed programs, program production, transcription library.

**Professional Recording Studios**

1749 N. Prospect Ave., Milwaukee, Wisc. Phone, Lakeside 5840. Director, Sam Snead; Musical Director, Robert Tamms; Dramatic Director, Marie Vebber. SERVICES OFFERED: Recording, transcriptions, program production.

**Radio Centre Limited**

100 Adelaide St., West, Toronto, Ont., Canada. Phone, Waverly 2036 and 2846. General Manager, D. Spencer Grow; Vice President, Stewart L. Grow; Production Manager, Ken Murray; Sales Manager, J. C. Tobin; Transcription Supervisor, Arthur Matten. BRANCH OFFICE: 127 Seventh Ave., East, Calgary, Alberta, Canada. Phone, Main 5204. Morgan H. Pitcher, Western Manager. SERVICES OFFERED: Syndicated transcriptions, live-talent program production, recording, air checks, scripts.

**Radio Events, Inc.**

535 Fifth Ave., New York, N. Y. Phone, MURray Hill 6-3487. President, Joseph M. Koehler. SERVICES OFFERED: Production, scripts, casting.

**Radio Features**

3034 P St., N. W., Washington, D. C. Phone, DUponT 1934. Director, Caleb O'Connor; News Scripts & Transcriptions, Franklin Roudybush; Associate Director, Hugh Keiser. SERVICES OFFERED: Program production, script library.

**Radio Features of America**

37 West 46th St., New York, N. Y. Phone, BRyant 9-9622. Executive Director, Alma Sandra Munsell; Director of Programs and Production, Oliver W. Nicoll. SERVICES OFFERED: Program production and consultation, transcriptions, scripts, recordings.

**Radio House, Inc.**

18 East 50th St., New York, N. Y. Phone, ELdorado 5-1860. President, Walter L. Royall; Executive Vice-President-Chairman of Board of Directors-

Production Head, Martha Jayne Rountree; Casting Director, Camille P. Joachim; Business Manager, James McConachie II; Chief Engineer, Lester Troob; Treasurer, Arthur M. Epstein. SERVICES OFFERED: Building and production of live talent and transcribed programs, casting, scripts, direction, commercial spots.

**Radio Producers of Hollywood**

930 N. Western Ave., Hollywood, Calif. Phone, HOLlywood 6288. OWNER: Lou R. Winston. SERVICES OFFERED: Transcribed feature programs.

**Radio Programme Producers**

1440 St. Catherine St., West, Montreal, Que., Canada. Phone, Marquette 1184. Director of English Programs, Ivan F. Tyler; Directors of French Programs, Paul L'Anglais, Yves Bourassa; Musical Director, Edouard Beique; Special Field Producer, Gilbert Wall; Assistant Producers, Francoise Loranger, Katherine Cross, Jacques Herdt, Simon L'Anglais; Secretary-Treasurer, F. M. Macneill. SERVICES OFFERED: Production, scripts, talent.

**Radio-Rundfunk Corporation**

207-11 East 84th St., New York, N. Y. Phone, REgent 4-2852. President, Herbert F. Oetgen. SERVICES OFFERED: Foreign language radio production, outdoor transcriptions, manufacture of phonograph records.

**Radio Transcription Co. of America, Ltd.**

Hollywood Blvd. at Cosmo St., Hollywood, Calif. Phone, HOLlywood 3545. President and General Manager, Andrew J. Schrade; Station Relations Manager, B. M. Fink; Office Manager, T. Callison; Traffic Manager, Irwin Liefke. SERVICES OFFERED: "Readibuilt" and custom-built transcriptions.

**Rec-Art Studios**

1203 S. Main St., Los Angeles, Calif. Phone, PROspect 9232. General and Recording Manager, Al Nazareth; Musical Director, A. Norman; Production Manager, Helen Thayer. SERVICES OFFERED: Recordings, transcriptions, production, building of live and transcribed programs.

**Religious News Service**

300 Fourth Ave., New York, N. Y.  
Phone, ALgonquin 4-9746. Editor, Robert A. Ashworth; Managing Editor, Louis Minsky; News Editor, George Dugan. SERVICES OFFERED: Production of weekly religious news scripts.

**Roxanne**

871 Seventh Ave., New York, N. Y.  
Phone, Circle 7-3900. SERVICES OFFERED: Program production.

**Samuel R. Sague & Co.**

118 East 40th St., New York, N. Y.  
Phone, CAledonia 5-1000. President, S. R. Sague; Vice-President, B. B. Sague. BRANCH OFFICE: Alcazar Hotel, Cleveland, Ohio. Phone, Fairmont 5400. SERVICES OFFERED: Program production, scripts.

**Saltimeiras Radio Advertisers**

6912 South Western Ave., Chicago, Ill. Phone, Prospect 4050. Program Producer, Paul B. Saltimeiras; Copy Director, Aldona Vilimas; Business Manager, Julia Saliner; Regional Director, Stanley Milkent. BRANCH OFFICE: 1412 West 15th Ave., Gary, Ind. Phone, Gary 2-7213. Executive-in-Charge, Stanley Milkent. SERVICES OFFERED: Program production (foreign language).

**G. Schirmer, Inc.**

3 East 43rd St., New York, N. Y. Phone, MURray Hill 2-8100. President, Carl Engel; Secretary, Gustave Schirmer; Manager-Chief Recording Engineer, Harry W. Boyd; Recording Engineer, H. Duncan Peckham; Accompanist-Coch-Vocalist, Rea Reynolds. SERVICES OFFERED: Transcriptions, spot announcements, audition recording, off-the-air and studio transcriptions, processing, commercial records, recording.

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**Joseph C. Schramm Studios**

4000 Canal St., New Orleans, La. Phone, Galvez 5914. Owner, Joseph C. Schramm. SERVICES OFFERED: Program production, recordings.

**Sellers, Inc.**

912 Commerce St., Dallas, Texas. Phone, C-5978. President, J. E. Sellers. SERVICES OFFERED: Program production, recordings, transcriptions.

**Service Programs, Inc.**

535 Fifth Ave., New York, N. Y. Phone, MUrray Hill 6-3489. President, Gladys Miller. BRANCH OFFICE: 601 N. Rossmore, Hollywood, Calif. Phone, HOLlywood 1691. Manager, Marque Richard. SERVICES OFFERED: Scripts, promotion, programming, production, merchandising.

**Shaffer-Waible**

55 West 46th St., New York, N. Y. Phone, BRyant 9-2682. SERVICES OFFERED: Custom-built programs, musical and dramatic; talent; scripts.

**Addison Simmons**

1332 Birchwood Ave., Chicago, Ill. Phone, Briargate 5603. Owner, Addison Simmons; Secretary, Bernice Simmons. SERVICES OFFERED: Scripts, program production.

**Stephen Slesinger, Inc.**

247 Park Ave., New York, N. Y. Phone, ELdorado 5-2544. President, Stephen Slesinger. SERVICE OFFERED: Exclusive radio representatives for NEA comics and news features.

**Edward Sloman Productions**

8782 Sunset Blvd., Hollywood, Calif. Phone, CRestview 1-2242. Producer-Director, Edward Sloman; Manager of Sales and Production, Sam Martin Kerner; Writer, Maurice Zimm; Musical Director, Paul Sawtell; Secretary, Kay Mullane; Field Manager, Joseph Corey. SERVICES OFFERED: Syndicated programs and transcriptions, custom-built programs.

**J. Hall Smith Recording Studios**

312 Madison Theatre Bldg., Detroit, Mich. Phone, Cherry 6550. Owner-Manager, J. Hall Smith; Production Depart-

ment, Quin Heavener; Sales, W. A. Benson. SERVICES OFFERED: Scripts, transcriptions, records, portable recordings, program production.

**Sound Recording Studios, Inc.**

2016-18 Main St., Dallas, Texas. Phone, 7-4636. President-Sales Manager, Rex V. Lentz; Production Manager, Bunny Biggs; Secretary-Treasurer, Royal A. Griffin; Engineer, Lester Vaughan, Jr. SERVICES OFFERED: Syndicated programs, air-checks, line-checks, custom-built shows, recording service, program production.

**Southern Radio Features**

1009 Mercantile Bldg., Dallas, Texas. Phone, 2-8292. General Manager, A. M. Cohen. SERVICES OFFERED: Production of radio programs (cooking, charm and health schools).

**Henry Souvaine, Inc.**

30 Rockefeller Plaza, New York, N. Y. Circle 7-5666. President, Henry Souvaine; Vice-President, Archibald U. Braunfeld; Treasurer, Geraldine Souvaine; Sales Manager, David H. Halpern; Producers, Dwight Cooke, Keith McLeod. SERVICES OFFERED: Live talent and transcribed programs, talent, scripts, package shows, production.

**Standard Radio**

6404 Hollywood Blvd., Hollywood, Cal. Phone, HOLlywood 0188. President, Gerald King; Production Manager, Don Allen. BRANCH OFFICES: 360 No. Michigan Ave., Chicago, Ill. Phone, State 3153. Manager, M. M. Blink; Alex Sherwood; 29 West 57th St., New York, N. Y. Phone, PLaza 3-3015. Manager, Robert McCullough; P. O. Box 933, Dallas, Texas. Manager, Herbert Denny; White-Henry-Stuart Bldg., Seattle, Wash. Manager, Hal Pearce. SERVICES OFFERED: Library, sound effects library, transcriptions.

**Ted Steele Radio Productions**

9 Rockefeller Plaza, New York, N. Y. Phone, COlumbus 5-6188. Owner, Ted Steele; Secretary, Doris Brooks; Business Manager, Robert Coe; Musical Arranger, Anthony Mottola. SERVICES OFFERED: Program and spot announcement production.

**Thomas L. Stix**

30 Rockefeller Plaza, New York, N. Y. Phone, Circle 7-2690. Owner, Thomas L. Stix; Associate, Nellie B. Miller. SERVICES OFFERED: Production of package programs.

**Douglas F. Storer, Radio**

1270 Sixth Ave., New York, N. Y. Phone, Circle 7-1150. President, Douglas Storer. SERVICES OFFERED: Personal representation and program counsel.

**TransAir, Inc.**

105 West Adams St., Chicago, Ill. Phone, Central 0320. President, William F. Arnold. SERVICES OFFERED: Transcribed programs.

**Transamerican Broadcasting & Television Corp.**

1 East 54th St., New York, N. Y. Phone, PLaza 5-9800. President, John L. Clark; Executive Vice-President, E. J. Rosenberg. BRANCH OFFICES: 230 No. Michigan Ave., Chicago, Ill. Phone, State 0366; Hollywood, Calif. SERVICES OFFERED: Live and transcribed programs.

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**Transcribed Radio Shows, Inc.**

2 West 47th St., New York, N. Y. Phone, LOngacre 5-3440. President, M. E. Moore, SERVICES OFFERED: Custom-built and syndicated transcribed programs and spot announcements.

**Transtudio Recording Corp.**

473 Virginia St., Buffalo, N. Y. Phone, Cleveland 1160. Vice-President-Treasurer, James W. Gillis, Jr.; Secretary, H. D. Bogardus; Director of Productions, Cliff Jones. SERVICES OFFERED: Transcribed radio programs, script programs, production, studio recordings, educational recordings, remote recording facilities, off-the-air checks.

**Tyro Productions**

1697 Broadway, New York, N. Y. Phone, COLUMbus 5-3737. SERVICES OFFERED: Program production.

**Uhlmann Associates**

510 N. Palm Drive, Beverly Hills, Calif. Phone, CRestview 6-2888. Owner, Lionel H. Uhlmann, Jr.; Story Editor-Casting Director, R. Calvert Haws; Musical Director, Johnny Richards. SERVICES OFFERED: Program production.

**United Radio Shows (United Press)**

220 East 42nd St., New York, N. Y. Phone, MURray Hill 2-0400. Manager, Hartzell Spence; Sales Manager, C. E. Allen. SERVICES OFFERED: Production of package shows.

**United Recording Co.**

Suite 10-142, Merchandise Mart, Chicago, Ill. Phone, Delaware 6364. President, Frederick Bond; Engineer, Lee Stremlau; Sales, W. Francis Burns. SERVICES OFFERED: Electrical transcriptions, production, talent.

**United Writers, Inc.**

Taft Bldg., Hollywood & Vine, Hollywood, Calif. Phone, HEmpstead 225. President, Ben L. Blue; Secretary-Treasurer, Irvin Brennan; Vice-President, E. J. Holden; Vice-President, Reginald Sharland. SERVICES OFFERED: Program production of package shows, scripts.

**Universal Radio Features**

1717 Bush St., San Francisco, Calif. Phone, Ordway 0659. President, Richard Guggenheim; Manager, Ronald Guy Patrick; Production, Dick Regdon. SERVICES OFFERED: Program production, scripts.

**Thomas J. Valentino**

729 7th Ave., New York, N. Y. Phone, BRyant 9-5543. Production Manager, Thomas J. Valentino; Treasurer, Wm. Rubenstein; Secretary, N. Cevedo. SERVICES OFFERED: Custom jobs, library, recording, sound effects library.

**J. Franklyn Viola & Co.**

56 West 45th St., New York, N. Y. Phone, MURray Hill 2-0489. Manager J. Franklyn Viola. SERVICES OFFERED: Scripts, production, specializing in foreign-language programs.

**Wells Feature Syndicate**

Hollywood Center Bldg., Hollywood, Calif. Phone, GLadstone 4208. Manager, Allan W. Wells; Editor, Douglas Graham. BRANCH OFFICE: Baderas 32, Mexico City, Mexico. Phone, L 25-40. Manager, Bill Wells. SERVICES OFFERED: Scripts, production, transcriptions.

**Carl Wester & Company**

360 N. Michigan Ave., Chicago, Ill. Phone, Randolph 6922. President, Carl Wester; Production Manager, Howard Keegan; Writer, Irna Phillips. SERVICES OFFERED: Program production, scripts.

**E. F. Wheaton—Advertising**

7 West 52nd St., New York, N. Y. Phone, ELdorado 5-9501. Owner, Edward F. Wheaton. SERVICES OFFERED: Scripts, program production, syndicated news service.

**Roger White Radio Productions**

1270 Sixth Ave., New York, N. Y. Phone, Circle 7-4943. President, Roger White; Artists' Bureau, Kermit K. Schafer; Secretary-Publicity, Marilyn Brandt. SERVICES OFFERED: Producing, writing, directing and publicizing radio productions.

**WHN Transcription Service**

1540 Broadway, New York, N. Y. Phone, BRyant 9-7800. Manager, Robert G. Pratt; Production Manager, Maurice Barrett; Chief Engineer, Paul Fuelling. BRANCH OFFICE: 360 N. Michigan Ave., Chicago, Ill. Phone, Randolph 5254. Manager, Hal Makelim. SERVICES OFFERED: Electrical transcription, production, instantaneous off-the-line and off-the-air transcriptions, master recordings, pressings, air checking, talent.

**Wiederhold Recording Studios**

526 S. Fourth St., 505 Abe C. Levi Bldg., Louisville, Ky. Phone, Jackson 1757. Owner-Manager, George Wiederhold. SERVICES OFFERED: Production of live talent programs, recordings, air checks, instantaneous recordings, talent.

**Wilson, Powell & Hayward, Inc.**

444 Madison Ave., New York, N. Y. Phone, PLaza 5-5480. President, F. Leroy Wilson. SERVICES OFFERED: Production of package shows.

**Witte Radio Productions**

1163 S. La Jolla Ave., Los Angeles, Calif. Phone, Whitney 7238. Owner, Oscar Witte. SERVICES OFFERED: Program production, transcriptions.

**Wolf Associates, Inc.**

1270 Sixth Ave., New York, N. Y. Phone, Columbus 5-1621. General Manager, Ed Wolf; Production Manager, Jack Rubin; Sales Manager, William Koblenzer; Casting Director, Herbert Wolf; Director, Carlo De Angelo. BRANCH OFFICE: 6912 Hollywood Blvd., Hollywood, Calif. Phone, GLadstone 6676. Manager, L. Wolfe Gilbert. SERVICES OFFERED: Production, talent.

**WOR Electrical Transcription and Recording Service**

1440 Broadway, New York, N. Y. Phone, PENnsylvania 6-8383. Manager of Transcription Division, Ray S. Lyon; Secretary, Miss J. C. Fallon; Salesman, Earl B. Salmon. SERVICES OFFERED: Electrical transcriptions, scripts, production, talent, recordings, off-the-air, off-the-line and studio recordings, pressing.

**World Broadcasting System, Inc.**

711 Fifth Ave., New York, N. Y. Phone, Wickersham 2-2100. President, P. L. Deutsch; Vice-President and General Manager, A. J. Kendrick; Vice-President in Charge of Sales, Norton Cotterill; Secretary-Manager of Program Production, Charles Gaines; Station Relations Manager, A. E. Sambrook; Advertising Counsel, M. A. Hollinshead; Chief Engineer, Charles Lauda, Jr.; Director of Program Bureau, Aaron Steiner; BRANCH OFFICES: 301 East Erie St., Chicago, Ill. Phone, Superior 9114. Resident Manager, Read Wight; 1000 No. Seward St., Hollywood, Calif. Phone, Hollywood 6321. West Coast Manager, Pat Campbell; 1050 Howard St., San Francisco, Cal. Phone, Douglas 3310. Manager, C. C. Langevin; Wardman Park Hotel, Washington, D. C. Phone, Columbia 2000. Resident Manager, Harold A.

Lafount. SERVICES OFFERED: Custom-built recordings, processing, pressings, program ideas, production, scripts, talent, transcription program service library, nation-wide transcription network.

**Bernard Zisser, Inc.**

40 East 49th St., New York, N. Y. Phone, Eldorado 5-4227. President, Bernard Zisser. SERVICES OFFERED: Program production, package shows, transcription library.

**Frederic W. Ziv, Inc.**

2436 Reading Road, Cincinnati, Ohio. Phone, University 6124. President, Frederic W. Ziv; Vice-President, William Ziv; Vice-President-Radio Director, John L. Sinn; Secretary, M. R. Ziv. SERVICES OFFERED: Live talent and transcribed programs.

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# TRANSCRIPTION COMPANIES

## **A. A. Recording Studios**

3543 Broadway, New York, N. Y. Phone, EDgecombe 4-7600. President, Leslie C. Boyd; Engineer, Jack Costello. SERVICES OFFERED: Recordings, transcriptions, off-the-air and studio transcriptions, air checks.

## **Acoustic Equipment Company**

323 Walton Building, Atlanta, Ga. Phone, WALnut 6714. Owner and Manager, P. C. Bangs. SERVICES OFFERED: Recording of transcriptions of all types from studio, station or network; off-the-air recordings for checking programs; audition recordings; sound engineering and public address equipment.

## **ADL Recording Studios**

4334 N. Kenmore Avenue, Chicago, Ill. Phone, Wellington 3267. Executive-in-Charge, M. H. Craven. SERVICES OFFERED: Transcriptions (acetate and master); off-the-air recordings; spot announcements; audition recordings.

## **Advertisers Recording Service, Inc.**

113 West 57th St., New York, N. Y. Phone, Circle 6-0141. (For detailed information see listing under Program Producers).

## **Aerogram Corporation**

1611 Cosmo St., Hollywood, Calif. Phone, Hillside 7211. (For detailed information see listing under Program Producers).

## **Aircraft Recording Studios**

642 Smithfield St., Pittsburgh, Pa. Phone, Grant 3467. Manager, E. C. Williams; Secretary-Treasurer, H. M. Williams. SERVICES OFFERED: Recording service, electrical transcriptions, audition recordings, off-the-air recordings.

## **Albany School of Cooking**

13 Fern Ave., Albany, N. Y. Phone, 2-7291. (For detailed information see listing under Program Producers).

## **All-Canada Radio Facilities Limited**

305 Victory Bldg., Toronto, Ont., Canada. Phone, Elgin 2464. Manager, G. F.

Herbert; R. E. McGuire, F. W. Cannon. BRANCH OFFICES: 804 Southam Bldg., Calgary, Alberta, Canada. Phone, M-2670. President, H. R. Carson; Royal Alexandra Hotel, Winnipeg, Manitoba, Canada. Phone, 92-266. Manager, P. H. Gayner; 923 Dominion Square Bldg., Montreal, Que., Canada. Phone, Lancaster 6400. Manager, Burt Hall; 541 West Georgia St., Vancouver, B. C., Canada. Phone, Trinity 1391. J. E. Baldwin. SERVICES OFFERED: Transcriptions, representative for transcription companies and stations.

## **Allied Record Mfg. Co.**

1041 N. Las Palmas Ave., Hollywood, Calif. Phone, HOilywood 5107. President, Louis I. Goldberg. SERVICES OFFERED: Processing and pressing of electrical transcriptions and phonograph records.

## **Alton Alexander**

1270 Sixth Ave., New York, N. Y. Phone, COlumbus 5-1621. (For detailed information see listing under Program Producers).

## **American Foundation For the Blind, Inc.**

15 West 16th St., New York, N. Y. Phone, CHelsea 3-2821. Chief Engineer, J. O. Kleber. SERVICES OFFERED: Recording of long-playing phonograph records of books and plays.

## **American-Jewish Broadcasting Co.**

86 Chambers St., New York, N. Y. Phones, WOrth 2-3322, REctor 2-5341. (For detailed information see listing under Program Producers).

## **American Royal Productions**

1622 Harrison St., Oakland, Calif. Phone, Higate 3738. (For detailed information see listing under Program Producers).

## **AMP Recording Studios, Inc.**

151 West 46th St., New York, N. Y. Phone, BRyant 9-1247. (For detailed information see listing under Program Producers).

**Artists' Recording Service**

113 West 57th St., New York, N. Y. Phone, Circle 6-0141. Director, Alexander Leftwich, Jr.; Musical Director, Hank Sylvern; Technical Adviser, M. M. Wolsky. SERVICES OFFERED: Complete service in making audition records for artists; production, musical direction, script service and technical advice; studio facilities.

**Asch Recording Studios**

117 West 46th St., New York, N. Y. Phone, BRyant 9-3137. (For detailed information see listing under Program Producers).

**Associated Broadcasting Co.**

817 E. 92nd St., Chicago, Ill. Phone, Triangle 2244. (For detailed information see listing under Program Producers).

**Associated Music Publishers, Inc.**

25 West 45th St., New York, N. Y. Phone, BRyant 9-0847. President C. M. Finney. SERVICES OFFERED: Transcriptions, library, production, recording facilities, both vertical and lateral, scripts.

**Associated Transcriptions of Hollywood**

5636 Melrose Ave., Hollywood, Calif. Phone, Hillside 4229. (For detailed information see listing under Program Producers).

**Audio-Scriptions, Inc.**

1619 Broadway, New York, N. Y. Phone, Circle 7-7690. Manager, Ezekiel Rabinowitz. SERVICES OFFERED: Recordings and electrical transcriptions at the studio and on-the-spot; "Clipping Bureau of the Air."

**Audise Transcriptions**

1202 Brinckerhoff Ave., Utica, N. Y. Phone, 4-5250. Business Manager, Donald Gaffney; Technician, George F. Stein. REPRESENTATIVES: Morris Distributing Co., Syracuse, N. Y. Phone, 3-1153. Resident Engineer, Keith McCall. SERVICES OFFERED: Technical recording service for studio and remote coverage.

**Basch Radio Productions**

171 Madison Ave., New York, N. Y. Phone, Murray Hill 4-4717. (For detailed information see listing under Program Producers).

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1722 Hennepin Ave., Minneapolis, Minn. Phone, Atlantic 8901. (For detailed information see listing under Program Producers).

**Beverly Recording Studios**

1805 West 95th St., Chicago, Ill. Phone, Ced. 4677. Recording Engineer, Kent Okle; Manager, Roy Young. SERVICES OFFERED: Air Checks, personal recordings, on-location and studio recordings.

**Walter Biddick Co.**

Chamber of Commerce Bldg., Los Angeles, Calif. Phone, Richmond 6184. (For detailed information see listing under Program Producers).

**Broadcast Producers of New York, Inc.**

18 E. 49th St., New York, N. Y. Phone, Eldorado 5-9300. (For detailed information see listing under Program Producers.)

**Champion Recording Corporation**

1600 Broadway, New York, N. Y. Phone, Columbus 5-4445. President, Joy J. Pierri; General Manager, Omar Champion; Production Manager, W. Earl Richard. SERVICES OFFERED: Electrical transcriptions, off-the-air recordings, portables and studio recordings.

**Chicago Recording Studios**

64 East Jackson Blvd., Chicago, Ill. Phone, Webster 7288. (For detailed information see listing under Program Producers).

**Carle Christensen Recording Studios**

306 S. Wabash Ave., Chicago, Ill. Phone, Wabash 7069. (For detailed information see listing under Program Producers).

**C. K. Recorders**

3814 S. E. 26th Ave., Portland, Ore. Phone, East 4858. (For detailed information see listing under Program Producers).

**Columbia Recording Corporation**

(A Subsidiary of the Columbia Broadcasting System)

1473 Barnum Ave., Bridgeport, Conn. Bridgeport 6-0181. President, Edward Wallerstein; Manager Transcription Division, William Schudt; Promotion Director, Patrick Dolan; Production Manager, Sidney Asp. BRANCH OFFICES: 799 Seventh Ave., New York, N. Y.

Phone, Circle 5-7301. Executive-in-Charge, William Schudt; 6624 Romaine St., Hollywood, Cal. Granite 5134. Executive-in-Charge, Paul Crowley; Wrigley Bldg., Chicago, Ill. Phone, Whitehall 6000. Executive-in-Charge, Girard Ellis. SERVICES OFFERED: Manufacture and distribution of Columbia, Okeh, Brunswick and Vocalian records; electrical transcriptions.

**Commercial Broadcasting Service, Ltd.**

Herman Bldg., Toronto, Ont., Canada. Phone, Elgin 3345. (For detailed information see listing under Program Producers).

**The Compo Company Limited**

131 18th Ave., Lachine, Montreal, Canada. Phone, Dexter 0905. President, H. S. Berliner. SERVICES OFFERED: Acetate recordings, processing, pressing, recordings.

**Cornish Recording Studios**

710 East Roy St., Seattle, Wash. Phone, Capitol 1400. (For detailed information see listing under Program Producers).

**Ernest Cutting's Talent Development Center**

538 Fifth Ave., New York, N. Y. Phone, Vanderbilt 6-5995. (For detailed information see listing under Program Producers).

**Damon Transcription Laboratory & Sound Service**

816 Locust St., Kansas City, Mo. Phone, Ha. 5818. Owner-Chief Recording Engineer, Victor L. Damon; Recording Engineer, Bert W. Powell. SERVICES OFFERED: Air checks, professional phonograph recordings, transcriptions, portable transcribing facilities.

**Laboratories D'Arcy Recording**

410 S. Michigan Ave., Chicago, Ill. Phone, Webster 0914. President, E. W. D'Arcy. SERVICES OFFERED: Transcriptions in the studio and on location.

**Decca Records, Inc.**

50 West 57th St., New York, N. Y. Phone, Columbus 5-5662. President,

Jack Kapp; Vice-President and General Manager, E. F. Stevens, Jr.; Manager Transcription Division. C. D. MacKinnon. **BRANCH OFFICES:** Boston, Detroit, Kansas City, Philadelphia, Chicago, St. Louis, Cincinnati, Cleveland, Minneapolis, Charlotte, Newark, Syracuse, Jacksonville, Oklahoma City, Houston, Atlanta, Memphis, New Orleans, Dallas, Pittsburgh, Washington, Los Angeles, San Francisco and Seattle. **SERVICES OFFERED:** Custom-built electrical transcription records.

•  
**Dominion Broadcasting Co.**

4 Albert St., Toronto, Ont., Canada. Phone, Adelaide 3383. General Manager, Hal B. Williams; Transcription Division Manager, Don H. Copeland; Production Manager, Stan Francis; Script Department, Dean Hughes. **SERVICES OFFERED:** Scripts, live talent productions, transcriptions and recordings, air checks.

•  
**Walter P. Downs**

2313 St. Catherine St., West, Montreal, Que., Canada. Phone, WELLington 4218. (For detailed information see listing under Program Producers).

•  
**D.V.S.A. Recording Studios**

465 Geary St., San Francisco, Calif. Phone, Prospect 8522. Production Director, M. S. Devesa; Assistant Production Director, Rudy Hall; Manager, Mel Schull; Sound and Recording Engineer, Jaime Devesa. **SERVICES OFFERED:** Transcriptions, off-the-air recordings.

•  
**Earnshaw Radio Productions  
(Earnshaw-Young, Inc.)**

1675 N. St. Andrews Place, Hollywood, Calif. Phone, GLadstone 2555. (For detailed information see listing under Program Producers).

•  
**Eccles Disc Recordings, Inc.**

6233 Hollywood Blvd., Hollywood, Calif. Phone, Hillside 8351. (For detailed information see listing under Program Producers).

•  
**Electrical Sound Engineering Co.**

5303 Kenilworth Ave., Baltimore, Md. Phone, Tuxedo 6006. Manager, Frank X. Green. **SERVICES OFFERED:** Transcriptions, recordings, sound effect library.

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228 South Wabash Ave., Chicago, Ill. Phone, Harrison 1368. President, V. G. Geisel; Vice-President, E. E. Gamble; Engineer, A. C. Collette. SERVICES OFFERED: Sound engineering, recordings, recording equipment sales company.

**Electro-Vox Recording Studios**

5546 Melrose Ave., Hollywood, Calif. Phone, GLadstone 2189. Owner and Manager, Bert B. Gottschalk. SERVICES OFFERED: Air-check service; recordings, electrical transcriptions, phonograph records.

**Empire Broadcasting Corporation**

480 Lexington Ave., New York, N. Y. Phone, PLaza 8-3360. (For detailed information see listing under Program Producers).

**Federal Transcribed Programs, Inc.**

101 Park Ave., New York, N. Y. Phone, CAledonia 5-7530. SERVICES OFFERED: Transcription service to order, off-the-air recordings, off-the-line recordings, audition recordings, transcribed programs.

**Film Associates Co.**

429 Ridgewood Drive, Dayton, Ohio. Phone, Walnut 4641. Manager-Technician, E. R. Arn, Jr.; Director-Technician, H. E. Hollabaugh; Sales, R. E. Kelly; Producer, Martha Gowdy; Script Writer, Fred Shelton. SERVICES OFFERED: Transcriptions, air-checks.

**Fox Features Syndicate, Inc.**

247 Park Ave., New York, N. Y. Phone, PLaza 8-0100. (For detailed information see listing under Program Producers).

**Frankay Recording Studios**

153 West 44th St., New York, N. Y. Phone, LOnacre 5-0242. President-Chief Engineer, Frank Kay; General Manager, Bob Scheuing. SERVICES OFFERED: Transcription, off-the-air recordings.

**Furness-Beattie Radio Productions Co.**

712 Eleventh St., N. W., Washington, D. C. Phone, Republic 1681. (For detailed information see listing under Program Producers).

**General Broadcasting System**

500 Buhl Bldg., Detroit, Mich. Phone, Cherry 0400. (For detailed information see listing under Program Producers).

**Graham Gladwin, Ace Productions**

742 Market St., San Francisco, Calif. Phone, Sutter 4464. (For detailed information see listing under Program Producers).

**Harry S. Goodman Radio Productions**

19 East 53rd St., New York, N. Y. Phone, Wickersham 2-3338. (For detailed information see listing under Program Producers).

**Lillian Gordoni Radio Productions**

Hotel Crillon, 1258 S. Michigan Blvd., Chicago, Ill. Phone, Calumet 6700-6979. (For detailed information see listing under Program Producers).

**George Heid Productions**

1005 Century Bldg., Pittsburgh, Pa. Phone, GRant 3696. (For detailed information see listing under Program Producers).

**Hollywood Recording Co.**

5513 Sunset Blvd., Hollywood, Calif. Phone, Hillside 3097. Technician, John Hirsch; Production Manager, Frank Robinson Brown; Script Department, H. Neal Phinney. BRANCH OFFICE: 1731 N. Highland Ave., Hollywood, Calif. SERVICES OFFERED: Recording service, air-checks, line-checks, transcriptions.

**Hollywood Transcript Co.**

6625 Sunset Blvd., Hollywood, Calif. Phone, GLadstone 3323. (For detailed information see listing under Program Producers).

**Illinois Educational Sound Service**

20 North Wacker Drive, Chicago, Ill. Phone, Randolph 3550. Manager, R. W. Damron; Operator, John Trueman, Jr.; Sound Technician, Frank Roberts. SERVICES OFFERED: Studio, off-the-air and on-location recordings.

**Intercontinental Audio-Video Corp.**

9 Rockefeller Plaza, New York, N. Y. Phone, CIrcle 7-4560. (For detailed information see listing under Program Producers).

**Warren C. Jaynes Recording Service**

154 East Erie St., Chicago, Ill. Phone, Delaware 1171; Longbeach 9424 (night). President & Recording Engineer, Warren C. Jaynes; Sales Manager, William C. Giller; Secretary-Treasurer, Hazel M. Anderson. BRANCH OFFICE: 340 Scranton Ave., Lake Bluff, Ill. Phone, Lake Bluff 2359. SERVICES OFFERED: On-location and mobile unit recordings.

**G. F. Johnson Music Co.**

1022 S. W. Morrison, Portland, Ore. Phone, Beacon 8131. Owner, G. F. Johnson; Manager, C. T. Johnson. SERVICES OFFERED: Recordings.

**Kasper-Gordon Studios, Inc.**

140 Boylston St., Boston, Mass. Phone, Devonshire 7357. (For detailed information see listing under Program Producers).

**Key Recordings**

103 Park Ave., New York, N. Y. Phone, LEXington 2-2811. President, Andrew Portnow. SERVICES OFFERED: Records, recordings of special events.

**John Keating**

614 Studio Bldg., Portland Ore. Phone, Beacon 1009. Personnel, John Keating, James McLoughlin. SERVICES OFFERED: Recordings, transcriptions.

**James B. Keysor, Inc.**

137 Motor Ave., Salt Lake City, Utah. Phone, 3-8938. President, J. B. Keysor. SERVICES OFFERED: Transcription recordings, processing and pressing.

**R. U. McIntosh & Associates, Inc.**

10558 Camarillo St., N. Hollywood, Calif. Phone, SUNset 2-9275. President, R. U. McIntosh; Vice-President, Agnetta Peterson; Secretary-Treasurer, M. M. McIntosh. SERVICES OFFERED: Transcriptions, production of programs, recordings.

**C. P. MacGregor**

729 S. Western Ave., Hollywood, Calif. Phone, FITzroy 4191. (For detailed information see listing under Program Producers).

**Mak-A-Record Transcription Co.**

640 Riverside Drive, New York, N. Y. Phone, EDgecombe 4-7267. President-General Manager, Owen Seelig. REPRESENTATIVE: Alfred E. Seelig, 154

West 14th St., New York, N. Y. Phone, CHelsea 3-0026. SERVICES OFFERED: Air checks, personal recordings, transcribed programs, audition records, sound measurements.

**Melca Radio Enterprises**

307 Jackson St., Los Angeles, Calif. Phone, TUCKer 9756. Manager, Kazuo Mihara; Technical Director, K. Mihara; Musical Director, A. Umemoto; Art Director, Y. Itano. SERVICES OFFERED: Transcription of foreign-language (Japanese) programs for KRKD.

**Melotone Recording Studio**

25 Central Park, West, New York, N. Y. Phone, Circle 6-1366. Owners, Mera M. Weinstock, Lola M. Weinstock. SERVICES OFFERED: Studio and off-the-air recordings, transcriptions, processing.

**Metro Recordings & Productions**

111 O'Farrell St., San Francisco, Calif. Phone, SUTter 8786. Owner-Manager, Mrs. Ida S. Baer. SERVICES OFFERED: Recordings, transcriptions.

**Metropolitan Broadcasting Service, Ltd.**

Hermant Bldg., Toronto, Ont., Canada. Phone, Adelaide 0181. (For detailed information see listing under Program Producers).

**Charles Michelson**

67 West 44th St., New York, N. Y. Phone, MURray Hill 2-3376. (For detailed information see listing under Program Producers).

**Mid-West Transcriptions, Inc.**

4835 Minnetonka Blvd., St. Louis Park, Minn. Phone, WALnut 9131. President, H. D. Field; Manager-Recording Engineer, K. L. Seuker. SERVICES OFFERED: Custom-built programs, complete transcription service, programs, scripts, talent, production.

**Miller Broadcasting System, Inc.**

113 West 57th St., New York, N. Y. Phone, Circle 6-0141. President, James A. Miller; Secretary-Assistant Treasurer, E. B. McCutcheon; Commercial Manager, David D. Chrisman; Sales Department, Norman Winters, Arthur H. Hope. SERVICES OFFERED: Program production, Millertape recording and editing, wax and instantaneous recording.

**Miller Bros.**

445 S. La Cienga Blvd., Los Angeles, Calif. Phone, Bradshaw 2-1233. Partners, Ross Miller and W. H. Miller. SERVICES OFFERED: Transcriptions, recordings, air-check service.

**George Miller Productions, Inc.**

P. O. Box 506, Culver City, Calif. (For detailed information see listing under Program Producers).

**Mode-Art Pictures, Inc.**

1020 Forbes St., Pittsburgh, Pa. Phone, GRant 2995. (For detailed information see listing under Program Producers).

**Hoyt Evans Morris**

2515 Barlum Tower, Detroit, Mich. Phone, Cherry 6622. (For detailed information see listing under Program Producers).

**Murray Sound Systems**

3910 Carnegie Ave., Cleveland, Ohio. Phone, Endicott 3390. President, J. H. Murray; Secretary-Treasurer, R. S. Murray. SERVICES OFFERED: Transcriptions.

**Musicraft Records, Inc.**

242 West 45th St., New York, N. Y. Phone, Circle 7-0676. President, Milton L. Rein; Vice-President-Secretary, Paul Puner; Treasurer, Henry Cohen. SERVICES OFFERED: Transcriptions, off-the-air recordings.

**Robert S. Nash Co.**

5437 Lisette Ave., St. Louis, Mo. Phone, Flanders 4758. President, Robert S. Nash. SERVICES OFFERED: Transcriptions, scripts, talent, production, recordings, air checks, sound effects records.

**NBC Radio-Recording Division**

Radio City, New York, N. Y. Phone, Circle 7-8300. Vice-President, C. Lloyd Egner; Business Manager, John H. MacDonald; Eastern Sales Manager, Robert W. Friedheim; Assistant Sales Manager, Willis B. Parsons; Production Manager, Reginald Thomas. BRANCH OFFICES: Merchandise Mart, Chicago, Ill. Phone, Superior 8300. Manager, Frank E. Chizzini; Sunset and Vine Sts., Hollywood, Calif. Phone, HOLLYWOOD 6161. Manager, Robert F. Schuetz. SER-

VICES OFFERED: NBC Thesaurus Program Library, custom-built programs, simultaneous recordings of network and studio programs, recording service for advertisers and agencies, syndicated recorded programs, reference or audition recordings, NBC Orthacoustic transcriptions.

**Nationality Broadcasting Association, Inc.**

814 Carnegie Hall, Cleveland, Ohio. Phone, Main 4057. (For detailed information see listing under Program Producers).

**The National Vocarium**

610 Fifth Ave., New York, N. Y. Phone, Circle 7-5479. (For detailed information see listing under Program Producers).

**Neff Radio Productions**

1304 Stroh Bldg., Detroit, Mich. Phone, Randolph 3006. Owner, Mortimer Allan Neff.

**Eugene O'Fallon, Inc.**

Albany Hotel, Denver, Colo. Phone, Keystone 0178. Manager, Gene O'Fallon; Director, Frank Bishop; Chief Operator, Charles Hastings. SERVICES OFFERED: Lateral transcriptions.

**Peterson Radio Production Co.**

1457 Broadway, New York, N. Y. Phone, Wisconsin 7-0069. (For detailed information see listing under Program Producers).

**Photo & Sound, Inc.**

152 Kearny St., San Francisco, Calif. Phone, EXbrook 2103. (For detailed information see listing under Program Producers).

**Premier Radio Enterprises, Inc.**

530 Mart Bldg., St. Louis, Mo. Phone, Garfield 3395. (For detailed information see listing under Program Producers).

**George Logan Price, Inc.**

3902 West Sixth St., Los Angeles, Calif. Phone, EXposition 1960. (For detailed information see listing under Program Producers).

**Professional Recording Studios**

1749 N. Prospect Ave., Milwaukee, Wisc. Phone, Lakeside 5840. (For detailed information see listing under Program Producers).

**Radioaids**

1041 N. Las Palmas Ave., Hollywood, Calif. Phone, HOLLYWOOD 5107. Manager, E. D. Bedell. SERVICES OFFERED: Electrical transcriptions.

**Radio Centre, Limited**

100 Adelaide St., West, Toronto, Ont., Canada, Phone, Waverly 2036 and 2846. (For detailed information see listing under Program Producers).

**Radio Features of America**

37 West 46th St., New York, N. Y. Phone, BRyant 9-9622. (For detailed information see listing under Program Producers).

**Radio House, Inc.**

18 East 50th St., New York, N. Y. Phone, ELdorado 5-1860. (For detailed information see listing under Program Producers).

**Radio Producers of Hollywood**

930 North Western Ave., Hollywood, Calif. Phone, HOLLYWOOD 6288. (For detailed information see listing under Program Producers).

**Radio Receiving Record Co.**

304 Smith St., Providence, R. I. Phone, Dexter 4081. Manager, Lewis A. McGowan, Jr. BRANCH OFFICE: 2172 Front St., San Diego, Calif. Phone, Main 7552. Manager, Eleanor Osborne. SERVICES OFFERED: Educational recording service.

**Radio Recorders, Inc.**

932 North Western Ave., Hollywood, Cal. Phone, HOLLYWOOD 3917. President, F. H. Winter; Vice-President, J. C. Brundage; Secretary, L. D. Minkler; Treasurer, Ernest Dummel; Sales and Production Manager, J. J. Sameth. SERVICES OFFERED: Transcriptions, recording service.

**Radio Recording Studios**

4701 N. Winchester Ave., Chicago, Ill. Phone, Edgewater 6461. Owner-Manager, Myron Bachman. SERVICES OFFERED: Off-the-air recordings, instantaneous recordings.

**Radio Recording Studios**

1619 Broadway, New York, N. Y. Phone, Columbus 5-9037. Manager, A. Moran. SERVICES OFFERED: Off-the-air recordings, recordings at the studio, electrical transcriptions.

**Radio-Rundfunk Corporation**

207-11 East 84th St., New York, N. Y. Phone, REgent 4-2852. (For detailed information see listing under Program Producers).

**Radio Transcription Co. of America, Ltd.**

Hollywood Blvd. at Cosmo St., Hollywood, Calif. Phone, HOLLYWOOD 3545. (For detailed information see listing under Program Producers).

**RCA Manufacturing Co.**

155 East 24th St., New York, N. Y. Phone, Bogardus 4-6200. BRANCH OFFICES: 445 Lake Shore Drive, Chicago, Ill. Phone, Delaware 4774; 1016 North Sycamore Ave., Hollywood, Calif.; Front and Cooper Sts., Camden, N. J.

**Rec-Art Studios**

1203 S. Main St., Los Angeles, Calif. Phone, PROspect 9232. (For detailed information see listing under Program Producers).

**Reeves Sound Studios, Inc.**

1600 Broadway, New York, N. Y. Phone, Circle 6-6686. President, Hazard E. Reeves; Assistant to President, Patricia Greenhouse; Chief Engineer, Lyman J. Wiggin; Studio Manager, Chester L. Stewart; Production Engineers, Richard Vorisek, Charles Campbell; Purchasing Agent, Max Jones; Shop Engineer, Stanley Krainin; Bookkeeper, Katherine Collins. SERVICES OFFERED: Electrical transcriptions, phonographs, records, off-the-air recording, location recording.

**Robinson Recording Laboratories**

35 S. Ninth St., Philadelphia, Pa. Phone, Walnut 6800. Director, W. P. Robinson. SERVICES OFFERED: Electrical transcriptions, standard phonograph records, dramatized spot announcements, casting and direction.

**Roth & Berdun Recording Studios**

4464 Cass Ave., Detroit, Mich. Phone,

Temple 12552. Directors, Charles Roth, Cecil Berdun; Engineer, George O. Allen. **SERVICES OFFERED:** Transcriptions, off-the-air and studio recordings.

**Joseph C. Schramm Studios**

4000 Canal St., New Orleans, La. Phone, Galvez 5914. Owner, Joseph C. Schramm. **SERVICES OFFERED:** Program production, recordings.

**Sellers, Inc.**

912 Commerce St., Dallas, Texas. Phone, C-5978. President, J. E. Sellers. (For detailed information see listing under Program Producers).

**Harry Smith Recordings**

2 West 46th St., New York, N. Y. Phone, MEdallion 3-2996. Owner-Recording Engineer, Harry Smith; Manager, D. V. Reilly; Engineer, William Gardner. **SERVICES OFFERED:** Transcription, air checks, off-the-air and studio recordings, commercial records and transcriptions.

**J. Hall Smith Recording Studios**

312 Madison Theatre Bldg., Detroit, Mich. Phone, Cherry 6550. (For detailed information see listing under Program Producers).

**Sound Recording Service**

199 Brett Road, Rochester, N. Y. Phone, Culver 5548. Owner, George S. Driscoll; Manager, Raymond A. Goering. BRANCH OFFICE: 203 Nichols Ave., Syracuse, N. Y. Phone, 3-4578. Syracuse Manager, Charles Just. **SERVICES OFFERED:** Broadcast and audition recordings and transcriptions.

**Sound Recording Studios, Inc.**

2016-18 Main St., Dallas, Texas. Phone, 7-4636. (For detailed information see listing under Program Producers).

**Speak-O-Phone Recording & Equipment Co.**

23 West 60th St., New York, N. Y. Phone, COlumbus 5-1350. Secretary-Treasurer, R. L. Lee; General Sales Manager, C. A. Austin. REPRESENTATIVES: Henry P. Segel, 235 Pine St., Gardner, Mass.; Royal Smith, 912 Commerce St., Dallas, Texas; Milton Shapp, 180 Fern St., Collingswood, N. J.; Edward Tomes, 14521 Penrod Ave., Detroit, Mich.; Carl A. Stone, 1406 S. Grand

Ave., Los Angeles, Calif.; Gordon C. Moss, Box 428, Greeley, Colo.; M. E. Foster, 601 Cedar Lake Road, Minneapolis, Minn. **SERVICES OFFERED:** Custom recordings, air-checks, transcriptions, recording equipment.

**Speedy-Q Sound Effects**

1344 S. Flower St., Los Angeles, Calif. Phone, Prospect 2035. Department Manager, Harry Gennett, Jr. REPRESENTATIVE: Charles Michelson, New York. **SERVICES OFFERED:** Recorded sound effects.

**Star Record Co.**

17 West 60th St., New York, N. Y. Phone, Circle 6-2799. Manager, Dorothy Vanston. **SERVICES OFFERED:** Off-the-air, studio and portable recording service.

**Edwin Strong, Inc.**

71 W. 45th St., New York, N. Y. Phone, BRyant 9-5758. President Edwin Strong; General Manager, Gordon Butler; Chief Engineer, C. D. Sherer. **SERVICES OFFERED:** Custom recordings and electrical transcriptions, complete studio facilities.

**Studio & Artists Recorders**

6107 Columbia Square, Hollywood, Calif. Phone, Hillside 8241. General Manager, Lewis Finston; Chief Engineer, Ray McPherson. **SERVICES OFFERED:** Studio recordings, air-checks, line-checks, transcriptions.

**Technisonic Recording Laboratories**

818 South Kingshighway Blvd., St. Louis, Mo. Phone, Franklin 2060. President-General Manager, James M. Althouse; Secretary-Treasurer, Charles E. Harrison. **SERVICES OFFERED:** Transcriptions, recording service, air checks, transcribed productions.

**Time Abroad, Inc.**

29 West 57th St., New York, N. Y. Phone, PLaza 3-3015. President, E. P. Kampf; Manager, E. V. F. Brinckerhoff; Secretary, V. Meeker. **SERVICES OFFERED:** Complete facilities for all types of studio and line recordings.

**Transcribed Radio Shows, Inc.**

2 West 47th St., New York, N. Y. Phone, LOngacre 5-3440. (For detailed information see listing under Program Producers).

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- Costumes, settings, properties, electrical equipment on rental basis.

**Transray Recording & Production Co.**

10-18 McCaul St., Toronto, Ont., Canada. Phone, Adelaide 2772. General Manager, John H. Part. SERVICES OFFERED: Transcriptions, phonograph records, scripts, production.

**Transtudio Recording Corp.**

473 Virginia St., Buffalo, N. Y. Phone, Cleveland 1160. (For detailed information see listing under Program Producers).

**Tullen Sound Recording Studios**

31 Manchester St., Hartford, Conn. Phone, Hartford 6-7481. Manager, David B. Tullen. SERVICES OFFERED: Commercial and private disc recordings, air checks.

**United Artists Bureau, Inc.**

905 Walnut St., Des Moines, Iowa. Phone, 4-5553. Director, R. B. Eaton. SERVICES OFFERED: Transcriptions, studio and on-location recordings.

**United Broadcasting Co.**

201 North Wells St., Chicago, Ill. Phone, Andover 1685. Director, William L. Klein; Commercial Manager, Egmont Sonderling; Chief Engineer, Ralph Epstein. SERVICES OFFERED: Transcriptions, studio, off-the-air and off-the-line recordings.

**United Recording Co.**

142 Merchandise Mart, Chicago, Ill. Phone, Delaware 6364. (For detailed information see listing under Program Producers.)

**United Sound Systems**

5840 Second Blvd., Detroit, Mich. Phone, Trinity 2-9384. President, James V. Syracuse; Manager, M. Martini. SERVICES OFFERED: Instantaneous recordings, program transcriptions.

**United States Recording Co.**

712 Eleventh St., N. W., Washington, D. C. Phone, District 1640. President, Louise Noonan Miller; Commercial Manager, Joseph Tait; Chief Engineer, Earl A. Merryman. SERVICES OFFERED: Transcriptions, air-checks, recording vice.

**Universal Recording Co., Inc.**

1270 Sixth Ave., New York, N. Y. Phone, Circle 5-4895. General Manager, Allen Best. SERVICES OFFERED: Transcriptions; off-the-air; off-the-line and studio recordings.

**Urab Recording Studio**

245 West 34th St., New York, N. Y. Phone, Longacre 5-7646. Business Manager, Marianne; Musical Director, Mark Rubens. REPRESENTATIVES: Harriet Jane Sams, 1100 N. Duluth Ave., Sioux Falls, S. D.; Calvin E. Green, 3528 Wentworth Ave., Chicago, Ill.; F. Potvin, 129 Oak St., Providence, R. I. SERVICES OFFERED: Recordings.

**Transcription Network**

**Keystone Broadcasting System**

Postal Union Life Bldg.  
Hollywood, Calif.  
Phone, Hillside 0253

**Officers**

President.....Michael M. Sillerman  
Vice-President.....Arthur Wolf  
Secretary-Treasurer.....Sidney J. Wolf

**Branch Offices**

134 North La Salle St.  
Chicago, Ill.  
Phone, State 6543

557 Fifth Ave.  
New York, N. Y.  
Phone, Murray Hill 2-4052

SERVICES OFFERED: Keystone Broadcasting System is a transcription network of 110 affiliated stations from coast to coast covering principally secondary markets of the country. All stations are linked together by means of transcriptions, eliminating wire charges. At time of going to press the network is supplying its affiliates with four hours per day of sustaining programs, seven days weekly. All music broadcast on KBS is cleared at source and is delivered to member-stations tax free. Keystone is at the present time expanding all facilities from coast-to-coast, with activities emanating from New York.

(For stations affiliated with the Keystone Broadcasting System, see page 32.)

# Scripts

# MAKING STATION HISTORY - - - and CASH!

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## KEY:

**Bold Face Caps**—Entertainment Spots  
**Bold Face Small Letters**—Five Minute Stuff  
**Light Face Caps**—Half Hour Serials  
**Light Face Small Letters**—15 Minute Serials

**Complete in Each Broadcast** ★  
**One Man Shows (M)** **One Woman Shows (W)**  
**Twosomes (Man and Woman) (M&W)**  
**Kidstuff (K)**

* (M)	adventures in love <b>answer man</b> ARABESQUE	(K)	modern musketeer
⊙	boners	(M&W)	murder house two of a kind
⊙ (M&W)	<b>and so they met</b>	(K)	MOONSTONE
⊙	BEHIND THE MIKE	⊙	new anchorage
⊙	<b>blackouts</b>	⊙	NICK SILVO
⊙	<b>BRAIN TEASERS</b>		nocturne
⊙	brave lady		oh! ienkins
⊙	<b>burlesque mellers</b>	(M)	<b>old family almanac</b>
⊙	<b>CARICATURE COMMERCIALS</b>	(K) (M)	<b>old man of the mt.</b>
⊙	carrie and rufus	⊙ (K)	<b>original fairy tales</b>
(M&W)	christmas window shopper		<b>PAYOFFS</b>
(W)	<b>confessions</b>		racket wreckers
⊙ (M&W)	CROOKED HOUSE	(K)	red lantern
⊙	dance of the hours		<b>REVUE SHORTS</b>
⊙	DAVID COPPERFIELD	(M&W)	road to nowhere
⊙	DETECTO-TESTS	⊙	ROYAL ROMANCES
⊙	dog heroes	⊙	senator numb
⊙	dramas of life	⊙	<b>skeletons</b>
⊙ (M&W)	<b>dramatic moments</b>		SILVER MIST
⊙	DUKE FACAN		<b>SLANGUAGE</b>
⊙	EAST LYNNE		snapshots
⊙	enchanted interlude	* (M&W)	<b>SO YOU THINK YOU KNOW—</b>
⊙	FIRST PERSON PLURAL		<b>FOOD</b>
*	<b>flashes</b>		<b>FASHION</b>
⊙	FOOTLIGHT HIT OF THE WEEK		<b>AMERICA</b>
⊙	four of us	⊙	stage door romances
*	FUTURE FORMULAS	(K)	STAR STUFF
⊙	garnetville sketches		sunbov and moonrider
⊙	gentleman and the gypsy	⊙	SUPERNATURALLY SPEAKING
⊙	gods of banghah	⊙ (M&W)	fad and ann
⊙	green vase		THIRTEEN FACES
⊙ (M)	he who dreams	⊙ (M)	THIS IS TOMORROW
⊙	his girl friday	⊙	TRADE WINDS
⊙ (M&W)	<b>in each other's arms</b>	(M&W)	two of a kind
⊙	jerry and pete		UNDR TWO FLAGS
⊙	judge jenk's court	⊙	<b>variety moments</b>
⊙	JUST S'POSIN'		VOODOO
⊙	KING'S CASTLE		wedding postponed
⊙ (M)	let's tell stories		when the earth froze
⊙	LITTLE THEATRE OF THE AIR		<b>WHO IS IT?</b>
⊙	living dead		WILL WARREN
(W)	love story	⊙ (M&W)	wise guys
(M)	ma riley	⊙ (W)	<b>women on parade</b>
⊙	<b>MAN ON THE STREET MATERIAL</b>		WORDS BEHIND THE MUSIC
⊙	MFN AND MUSIC		YOUR MINSTRELS
⊙	MIKEMENS' MIXUP		YOUR VARIETY SHOW

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# LIBRARIES

## Script—Transcription

### **Albany School of Cooking**

13 Fern Ave., Albany, N. Y. Phone, 2-7291. Script. (For detailed information see listing under Program Producers).

### **American Institute of Food Products**

75 West St., New York, N. Y. Phone, Whitehall 4-7303. Script. (For detailed information see listing under Program Producers).

### **American-Jewish Broadcasting Co.**

86 Chambers St., New York, N. Y. Phones, Worth 2-3322, REctor 2-5341. Script and transcription. (For detailed information see listing under Program Producers).

### **AMP Recording Studios, Inc.**

151 West 46th St., New York, N. Y. Phone, BRyant 9-1247. Script and transcription. (For detailed information see listing under Program Producers).

### **Associated Broadcasting Co.**

817 E. 92nd St., Chicago, Ill. Phone, Triangle 2244. Director, Frank J. Kovach. Transcription. (For detailed information see listing under Program Producers).

### **Beck Recording Studios**

1722 Hennepin Ave., Minneapolis, Minn. Phone, Atlantic 8901. Script. (For detailed information see listing under Program Producers).

### **Broadcasters Musual Transcription Service**

818 South Kingshighway Blvd., St. Louis, Mo. Phone, FRanklin 2060. Script and transcription. (For detailed information see listing under Program Producers).

### **Columbia Artists, Inc.**

485 Madison Ave., New York, N. Y. Phone, Wickersham 2-2000. Script. (For detailed information see listing under Program Producers).

### **Davis & Schwegler**

1009 West 7th St., Los Angeles, Calif. Phone, Trinity 2006. President-General Manager, Herbert H. Aronson. SERVICES OFFERED: Transcription library of tax-free music and script shows.

### **Draesemer Radio Productions**

706 South Detroit St., Los Angeles, Calif. Phone, WALnut 4528. Script. (For detailed information see listing under Program Producer).

### **Eccles Disc Recordings, Inc.**

6233 Hollywood Blvd., Hollywood, Calif. Phone, Hillside 8351. Transcription. (For detailed information see listing under Program Producers).

### **Electrical Sound Engineering Co.**

5303 Kenilworth Ave., Baltimore, Md. Phone, Tuxedo 6006. Sound effect library. (For detailed information see listing under Program Producers).

### **Fox Features Syndicate, Inc.**

480 Lexington Ave., New York, N. Y. Phone, PLaza 8-0100. Transcription. (For detailed information see listing under Program Producers).

### **Graham Gladwin, Ace Productions**

742 Market St., San Francisco, Calif. Phone, Sutter 4464. Script. (For detailed information see listing under Program Producers).

### **Hollywood Chatterbox Enterprises**

5513 Sunset Blvd., Hollywood, Calif. Phone, Hillside 3097. Script and transcription. (For detailed information see listing under Program Producers).

### **Intercontinental Audio-Video Corp.**

9 Rockefeller Plaza, New York, N. Y. Phone, Circle 7-4560. Transcription. (For detailed information see listing under Program Producers).

**Italradio, Inc.**

193 Hanover St., Boston, Mass. Phone, Capitol 3407. Script. (For detailed information see listing under Program Producers).

**Kasper-Gordon Studios, Inc.**

140 Boylston St., Boston, Mass. Phone, Devonshire 7357. Transcription. (For detailed information see listing under Program Producers).

**Lang-Worth Feature Programs, Inc.**

420 Madison Ave., New York, N. Y. Phone, ELdorado 5-1620. Transcription. (For detailed information see listing under Program Producers).

**Lippe & Lazarus Productions**

407 North Sycamore, Los Angeles, Calif. Phone, Walnut 2445. Script. (For detailed information see listing under Program Producers).

**Alexander McQueen**

185 East Chestnut St., Chicago, Ill. Phone, SUperior 9139. Script. (For detailed information see listing under Program Producers).

**C. P. MacGregor**

729 S. Western Ave., Hollywood, Calif. Phone, Fitzroy 4191. Transcription. (For detailed information see listing under Program Producers).

**Melotone Recording Studio**

25 Central Park, West, New York, N. Y. Phone, Circle 6-1366. Transcription. (For detailed information see listing under Transcription Companies).

**Charles Michelson**

67 West 44th St., New York, N. Y. Phone, MURray Hill 2-3376. Script and transcription. (For detailed information see listing under Program Producers).

**George Miller Productions, Inc.**

P. O. Box 506, Culver City, Calif. Script and transcription. (For detailed information see listing under Program Producers).

**Modern Productions**

643 Glendora Ave., Akron, Ohio. Phone, HEmlock 9967. Script. (For detailed information see listing under Program Producers).

**Hoyt Evans Morris**

2515 Barlum Tower, Detroit, Mich. Phone, Cherry 6622. Script and transcription. (For detailed information see listing under Program Producers).

**National Broadcasters & Entertainers**

Hotel Washington, Indianapolis, Ind. Phones, Lincoln 8131, Market 2541. Script. (For detailed information see listing under Program Producers).

**NBC Radio-Recording Division**

Radio City, New York, N. Y. Phone, Circle 7-8300. Transcription. (For detailed information see listing under Program Producers).

**NEA Features, Inc.**

REPRESENTATIVE: Stephen Slesinger, Inc., 247 Park Ave., New York, N. Y. Phone, ELdorado 5-2544.

**Neff Radio Productions**

1304 Stroh Building, Detroit, Mich. Phone, Randolph 3006. Script. (For detailed information see listing under Program Producers).

**Photo & Sound, Inc.**

152 Kearny St., San Francisco, Calif. Phone, EXbrook 2103. Script and transcription. (For detailed information see listing under Program Producers).

**George Logan Price, Inc.**

3902 West Sixth St., Los Angeles, Calif. Phone, EXposition 1960. Transcription. (For detailed information see listing under Program Producers).

**Radio Centre, Limited**

100 Adelaide St., West, Toronto, Ont., Canada. Phone, Waverly 2036-2856. (For detailed information see listing under Program Producers).

**Radio Events, Inc.**

535 Fifth Avenue, New York, N. Y. Phone, MURray Hill 6-3487. Script. (For detailed information see listing under Program Producers).

**Radio Features**

3034 P St., N. W., Washington, D. C. Phone, DUpont 1934. Script. (For detailed information see listing under Program Producers).

**Radio Producers of Hollywood**

930 North Western Ave., Hollywood, Calif. Phone, HOLlywood 6288. Transcription. (For detailed information see listing under Program Producers).

**Radio Program Associates**

40 East 49th St., New York, N. Y. Phone, ELdorado 5-4228. President, Bernard Zisser. SERVICES OFFERED: Transcription.

**Radio Writers Laboratory**

51 Duke St., Lancaster, Pa. Phone, 2-1387. Manager, M. S. Miller; Script Editor, Scott Clark; Children's Scripts, Margaret L. Smith. SERVICES OFFERED: Script.

**Ready-To-Air Service**

P. O. Box 1057, New London, Conn. Phone, 2-2864. Partners, Robert Howell, Herbert Hicks. Script. SERVICES OFFERED: Weekly "man-in-the-street" program, children's program.

**Religious News Service**

300 Fifth Ave., New York, N. Y. Phone, ALgonquin 4-9746. Script. (For detailed information see listing under Program Producers).

**G. Schirmer, Inc.**

3 East 43rd St., New York, N. Y. Phone, MUrray Hill 2-8100. Transcription. (For detailed information see listing under Transcription Companies).

**The Script Library**

535 Fifth Ave., New York, N. Y. Phone, MUrray Hill 6-3488. Station Contact, Martin Lawrence; General Manager, Genevieve Pace. SERVICES OFFERED: Script.

**Sound Recording Studios, Inc.**

2016-18 Main St., Dallas, Texas. 7-4636. Transcription. (For detailed information see listing under Program Producers).

**Henry Souvaine, Inc.**

30 Rockefeller Plaza, New York, N. Y. Phone, Circle 7-5666. Script. (For detailed information see listing under Program Producers).

**Speedy-Q Sound Effects**

1344 S. Flower St., Los Angeles, Calif. Phone, Prospect 2035. Department Manager, Harry Gennett, Jr. REPRESENTATIVE: Charles Michelson, 67 West 44th St., New York, N. Y. Transcription.

**Standard Radio**

6404 Hollywood Blvd., Hollywood, Calif. Phone, HOLlywood 0188. Transcription. (For detailed information see listing under Program Producers).

**Star Radio Programs, Inc.**

250 Park Ave., New York, N. Y. Phone, PLaza 3-4991. President, Daniel C. Studin; Manager, John C. Treacy; Continuity Supervisor, Burke Boyce; Director of Women's Programs, Gay Lee. REPRESENTATIVES: All - Canada Radio Facilities, Toronto, Ont. (Offices also in Montreal, Winnipeg, Calgary and Vancouver.) SERVICES OFFERED: Script.

**TransAir, Inc.**

105 West Adams St., Chicago, Ill. Phone, Central 0320. Transcription. (For detailed information see listing under Program Producers).

**Thomas J. Valentino**

729 Seventh Ave., New York, N. Y. Phone, BRyant 9-5543. Transcription. (For detailed information see listing under Program Producers).

**World Broadcasting System, Inc.**

711 Fifth Ave., New York, N. Y. Phone, WISconsin 2-2100. Transcription. (For detailed information see listing under Program Producers).

**Bernard Zisser, Inc.**

40 East 49th St., New York, N. Y. Phone, ELdorado 5-4227. Transcription. (For detailed information see listing under Program Producers).

**Karl Zomar Script Service**

KWTO Bldg., 08 St. Louis St., Springfield, Mo. Phone, 1360. Director, Fred McGhee. SERVICES OFFERED: Script library.

# MANAGERS and AGENTS

*Addresses and Telephone Numbers of Those Who Handle Talent  
in New York, Los Angeles and Chicago*



- Allen, Charles H.**  
RKO Bldg. . . . . Circle 7-4124
- Allied Radio Associates, Inc.**  
724 Fifth Ave. . . . . Circle 6-5240
- Appell, James**  
1270 Sixth Ave. . . . . Circle 7-5278
- Artists Management Bureau, Inc.**  
17 E. 45th St. . . . . Murray Hill 2-1888
- Batchelor Enterprises, Inc.**  
1270 Sixth Ave. . . . . Circle 6-4224
- Bentham, M. S.**  
48 West 48th St. . . . . Bryant 9-1227
- Bernie, Herman, Inc.**  
1270 Sixth Ave. . . . . Columbus 5-6647
- Bestry, Harry**  
1501 Broadway . . . . . Chickering 4-3393
- Bloom, Joseph**  
19 West 44th St. . . . . Vanderbilt 5080
- Briscoe & Goldsmith, Inc.**  
522 Fifth Ave. . . . . Murray Hill 2-6244
- Brown, Chamberlain**  
145 W. 45th St. . . . . Bryant 9-8480
- Brown, Curtis-Collins, Alan, Inc.**  
347 Madison Ave. . . . . Murray Hill 6-6170
- Chapman, Bruce & Co.**  
145 West 41st St. . . . . Wisconsin 7-2179
- Chase, Cleveland B., Inc.**  
424 Madison Ave. . . . . Eldorado 5-1720
- Collins, Ted**  
1819 Broadway . . . . . Circle 7-0094
- Columbia Artists, Inc.**  
485 Madison Ave. . . . . Wickersham 2-2000
- Columbia Concerts Corp.**  
113 W. 57th St. . . . . Circle 7-6900
- Consolidated Radio Artists, Inc.**  
30 Rockefeller Plaza . . . . . Columbus 5-3580
- Crosby, Everett, Ltd.**  
1270 Sixth Ave. . . . . Circle 6-3860
- Cutting, Ernest**  
538 Fifth Ave. . . . . Vanderbilt 6-5995
- Dolan & Doane, Inc.**  
1270 Sixth Ave. . . . . Columbus 5-1538
- Dube, Harry S.**  
1270 Sixth Ave. . . . . Columbus 5-7035
- Evans & Salter**  
113 W. 57th St. . . . . Circle 7-6900
- Fanchon & Marco, Inc.**  
133 West 50th St. . . . . Circle 7-5630
- Featured Artist Service, Inc.**  
247 Park Ave. . . . . Plaza 5-5044
- Forkins, Marty**  
1564 Broadway . . . . . Bryant 9-0766
- Foyer, Bernie**  
1540 Broadway . . . . . Bryant 9-2030
- French, Samuel**  
25 West 45th St. . . . . Bryant 9-4778
- Gale, Inc.**  
48 W. 48th St. . . . . Longuere 3-6110
- General Amusement Corp.**  
RKO Bldg. . . . . Circle 7-7550
- Gernannt, William**  
521 Fifth Ave. . . . . Vanderbilt 6-1750
- Getts, Clark H.**  
Waldorf-Astoria Hotel . . . . . Plaza 3-9005
- Glaser, Joe, Inc.**  
30 Rockefeller Plaza . . . . . Circle 7-0862
- Gordon & Williamson**  
1270 Sixth Ave. . . . . Circle 6-7480
- Haensel & Jones**  
113 W. 57th St. . . . . Circle 7-6900
- Hahlo, Sylvia**  
145 W. 58th St. . . . . Circle 7-7440
- Hanna, Mark**  
654 Madison Ave. . . . . Regent 4-6250
- Hayward, Leland, Inc.**  
654 Madison Ave. . . . . Regent 4-7000
- Hesse & McCaffrey**  
501 Madison Ave. . . . . Eldorado 5-1076
- Hope, Constance, Associates**  
29 West 57th St. . . . . Plaza 3-3390
- Karn, Estelle H.**  
2 West 45th St. . . . . Vanderbilt 6-3860
- Kaufman, Jesse L., Inc.**  
22 W. 48th St. . . . . Pennsylvania 6-2409
- Lavin, Jack**  
Park Central Hotel . . . . . Circle 7-8000
- Langel, William C., Literary Associates**  
1860 Broadway . . . . . Circle 5-5282
- Lipset, Ben B., Inc.**  
1350 Broadway . . . . . Chickering 4-2466
- Lyons, A. & S., Inc.**  
515 Madison Ave. . . . . Plaza 3-5181
- Metro Artist Bureau**  
1650 Broadway . . . . . Circle 7-2829
- Michaud-Peppe**  
730 Fifth Ave. . . . . Circle 5-5480
- Mills Artists, Inc.**  
1619 Broadway . . . . . Circle 6-1566
- Morris, William, Agency**  
1270 Sixth Ave. . . . . Circle 7-2160
- Morrison, Leo, Inc.**  
1776 Broadway . . . . . Circle 7-6413

Moses, John, Inc.  
730 Fifth Ave.....Circle 6-2677

Music Corporation of America  
745 Fifth Ave.....Wickersham 2-8900

National Radio Artists  
1650 Broadway.....Circle 7-3071

NBC Artists Service  
30 Rockefeller Plaza.....Circle 7-8300

North, Meyer B.  
1564 Broadway.....BRyant 9-8667

Okun, Lillian, Inc.  
15 Central Park West.....Columbus 5-0060

Radio Orchestra Corp.  
1619 Broadway.....Columbus 5-5952

Romm, Harry A., Inc.  
1270 Sixth Ave.....Circle 7-7550

Roth Agency, The  
1619 Broadway.....Circle 7-8220

Rubinfoff Orchestras  
1501 Broadway.....Lackawanna 4-7147

Samuels, David S.  
1660 Broadway.....Columbus 5-7131

Selznick, Myron, Ltd. of N. Y.  
630 Fifth Ave.....Circle 7-6201

Shank, Mary L. & Tuvim, Abraham  
1619 Broadway.....Columbus 5-1332

Shurr, Louis  
1501 Broadway.....CHickering 4-8240

Souvaire, Henry, Inc.  
30 Rockefeller Plaza.....Circle 7-5666

Ted Steele Radio Productions  
9 Rockefeller Plaza.....Columbus 5-6188

Stix, Thomas L.  
30 Rockefeller Plaza.....Circle 7-2690

Storer, Douglas F.  
1270 Sixth Ave.....Circle 7-1150

Tyro Productions  
1697 Broadway.....Columbus 5-3737

Vallee, Rudy, Orchestra Units Corp.  
9 Rockefeller Plaza.....Circle 7-2620

Voices, Inc.  
30 Rockefeller Plaza.....Circle 5-7270

Waible, Fred  
55 W. 46th St.....BRyant 9-2682

White, Roger  
1270 6th Ave.....Circle 7-4943

Wilson, Roy (Wilson, Powell & Hayward)  
444 Madison Ave.....PLaza 5-5480

Wolf Associates, Inc.  
1270 Sixth Ave.....Columbus 5-1621

WHN Artists Bureau  
1540 Broadway.....BRyant 9-7800

WMCA Artists Bureau  
1657 Broadway.....Circle 6-2200

WNEW Artists Bureau  
501 Madison Ave.....PLaza 3-3300

WOR Artists Bureau  
1440 Broadway.....PENnsylvania 6-8383

WOV Artists Bureau  
730 Fifth Ave.....Circle 5-7979

Worthington, Dorothy  
17 East 55th St.....Wickersham 2-2750

Yost, Ben, Inc.  
1650 Broadway.....Circle 6-6533

Zucker, Stan  
501 Madison Ave.....PLaza 3-4677

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LOS ANGELES
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Artists & Authors, Inc.  
8555 Sunset Boulevard.....CRestview 6-2371

Artists' Managers Guild  
7048 Hollywood Blvd.....GLadstone 7101

Associated Artists, Ltd.  
8627 Sunset Blvd.....BRadshaw 2-1491

Berg-Allenberg  
9484 Wilshire Blvd. (Beverly Hills)  
CRestview 6-3131

Bergerman, Stanley, Inc.  
9165 Sunset Blvd.....CRestview 6-3196

Beyer-MacArthur & Co.  
1680 N. Vine St.....Hillside 2125

British American Film Agency  
9010 Sunset Blvd.....CRestview 1-5285

Charney, William B.  
9615 Brighton Way (Beverly Hills)  
CRestview 1-9111

Cooley & Ullman Agency  
9111 Sunset Blvd.....CRestview 5-6161

Collier-Ruth Co.  
8584 Sunset Blvd.....CRestview 6-3101

Columbia Management of Calif.  
6111 Sunset Blvd.....Hollywood 6365

Conlon-Armstrong  
8734 Sunset Blvd.....CRestview 1-5181

Consolidated Radio Artists, Inc.  
9028 Sunset Blvd.....CRestwood 6-1005

Crosby, Everett, N., Ltd.  
9028 Sunset Blvd.....CRestview 1-1171

Curtis, Jack  
9405 Brighton Way (Beverly Hills)  
CRestview 1-7161

Dolan & Doane  
8905 Sunset Blvd.....CRestview 1-9185

Epstein, David A.  
6777 Hollywood Blvd.....GRanite 2159

Famous Artists, Inc.  
9441 Wilshire Blvd. (Beverly Hills)  
CRestview 1-5222

Fanchon & Marco  
5600 Sunset Blvd.....Hollywood 5341

Fralick, Freddie  
204 S. Beverly Drive (Beverly Hills),  
CRestview 5-6111

Frank, George, Inc.  
1626 N. Vine St.....Hillside 3188

General Amusement Corp.  
9028 Sunset Blvd.....BRadshaw 2-4250

Geriz, Mitchell  
8506 Sunset Blvd.....CRestview 6-7018

Golder, Lew, Agency  
9120 Sunset Blvd.....CRestview 1-2127

Goldstone, Nat C.  
9121 Sunset Blvd.....CRestview 6-1131

Hawks-Volek  
9441 Wilshire Blvd. (Beverly Hills)  
CRestview 6-3121

Hayward, Leland Co., Ltd.  
9200 Wilshire Blvd. (Beverly Hills)  
CRestview 1-5151

Herzbrun, Walter  
9000 Sunset Blvd.....CRestview 6-4157

**Irwin, Lou**  
9134 Sunset Blvd.....CRestwood 1-7131

**Jaffe, Sam**  
8555 Sunset Blvd.....CRestview 6-6121

**Kane, Walter**  
8584 Sunset Blvd.....CRestview 6-2396

**Kingston, Al**  
9167 Sunset Blvd.....CRestview 1-8161

**Lehr, Abraham, Inc.**  
205 S. Beverly Drive.....CRestview 6-4153

**Levee, M. C.**  
1300 N. Crescent Heights Blvd..GLadstone 3117

**Leyton, Harold, Inc.**  
9172 Sunset Blvd.....CRestview 5-0121

**Lichtig & Englander**  
8776 Sunset Boulevard.....CRestview 1-2141

**A. & S. Lyons, Inc.**  
9441 Wilshire Blvd., Bev. Hills  
CRestview 6-1116

**MacQuarrie Agency**  
8913 Sunset Blvd.....CRestview 6-7162

**Mann, Gene**  
8949 Sunset Blvd.....CRestview 1-1135

**Marx, Zeppo**  
8732 Sunset Blvd.....CRestview 6-4161

**McCarthy, Charlie, Inc.**  
6305 Yucca .....Hillside 6125

**Middleton-Sackin**  
9006 Sunset Blvd.....CRestview 1-8197

**Monter-Gray**  
8736 Sunset Blvd.....CRestview 1-1191

**Morris, William, Agency**  
202 N. Canyon Drive.....CRestview 1-6161

**Morrison, Leo**  
204 S. Beverly Drive.....CRestview 1-9191

**Music Corporation of America**  
9370 Burton Road (Beverly Hills).  
CRestview 6-2001

**Mutual Broadcasting System**  
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# A · S · C · A · P

By **JOHN G. PAINE**

General Manager

*The American Society of Composers, Authors, and Publishers, organized in 1914 by the late Victor Herbert and contemporaries, is a voluntary, unincorporated, non-profit association of composers, authors and publishers of musical works.*

*The purpose of the organization is to provide for the convenience of users of music in public performance for profit, a vast central reservoir of musical works of proven quality to such users who may, through licenses made available by the Society, have access thereto, with a minimum of inconvenience and expense.*

*Another purpose of the Society is to afford the members every facility for the adequate protection of their copyrights against any illegal uses or infringements through unauthorized public performance for profit.*

*To effectuate these purposes ASCAP grants licenses in behalf of its members to fully perform for purposes of profit their respective copyrighted works.*

*The revenue collected by the Society under such licenses is, after operating costs have been deducted, distributed as royalties to the members of ASCAP and of the foreign performing rights societies with which it is affiliated, every three months.*

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By MERRITT E. TOMPKINS  
Vice President-General Manager

*Broadcast Music, Inc. (BMI), was organized in September 1939 by the National Association of Broadcasters, acting for the broadcasting industry, to provide an independent source of music supply for radio stations and users of music. The functions of BMI are threefold: (1) to buy and publish original music; (2) to coordinate and license the performing rights to music published under its own imprint and of music in the catalogs of affiliated publishers and performing rights societies; and (3) to provide equal opportunity of recognition for all writers and composers.*

*Stock and license fees in BMI are held by stations of every classification in 48 states, Alaska, Puerto Rico and Hawaii. Station members are divided into three groups: (1) independents; (2) network affiliates; (3) stations managed or operated by the national networks. Stock holdings of the networks in BMI is limited to 17.1 per cent of the total; holdings of subscribers and representation on the Board of Directors are so allocated that no group of stations can dominate the organization.*

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KOB, Albuquerque  
KICA, Clovis  
KGFL, Roswell  
KVSF, Santa Fe

## New York

WABY, Albany  
WOKO, Albany  
WMBO, Auburn  
WNBF, Binghamton  
WBBR, Brooklyn  
WCNW, Brooklyn  
WBEN, Buffalo  
WEBR, Buffalo  
WGR, Buffalo  
WKBW, Buffalo  
WCAD, Canton  
WENY, Elmira  
WGBB, Freeport  
WHCU, Ithaca  
WJTN, Jamestown  
WGNY, Newburgh  
WABC, New York  
WBNX, New York  
WEAF, New York  
WINS, New York  
WJZ, New York  
WNYC, New York  
WOR, New York  
WOV, New York  
WQXR, New York  
WSLB, Ogdensburg  
WMFF, Plattsburg  
WKIP, Poughkeepsie  
WHAM, Rochester  
WHEC, Rochester  
WNBZ, Saranac Lake  
WGY, Schenectady  
WFBL, Syracuse  
WSYR, Syracuse  
WHAZ, Troy  
WTRY, Troy  
WIBX, Utica  
WFAS, White Plains  
WWRL, Woodside

## North Carolina

WISE, Asheville  
WWNC, Asheville  
WBT, Charlotte  
WSOC, Charlotte  
WDNC, Durham  
WGNC, Gastonia  
WBIG, Greensboro  
WGTC, Greenville  
WHKY, Hickory  
WMFR, High Point  
WPTF, Raleigh  
WRAL, Raleigh  
WCBT, Roanoke Rapids  
WEED, Rocky Mount  
WSTP, Salisbury  
WMFD, Wilmington  
WGTM, Wilson  
WAIR, Winston-Salem  
WSJS, Winston-Salem

## North Dakota

KFYR, Bismarck  
KDLR, Devils Lake  
WDAY, Fargo  
KRMK, Jamestown  
KGCU, Mandan  
KLPM, Minot

## Ohio

WDAC, Akron  
WAKR, Akron  
WJW, Akron  
WICA, Ashtabula  
WHBC, Canton  
WCKY, Cincinnati  
WCPO, Cincinnati  
WKRC, Cincinnati  
WLW, Cincinnati  
WSAI, Cincinnati  
WCLE, Cleveland  
WGAR, Cleveland  
WHK, Cleveland  
WTAM, Cleveland  
WBNS, Columbus  
WCOL, Columbus  
WHKC, Columbus  
WOSU, Columbus  
WHIO, Dayton  
WING, Dayton  
WLOK, Lima  
WMRN, Marion  
WPAY, Portsmouth  
WIZE, Springfield  
WSTV, Steubenville  
WSPD, Toledo  
WTOL, Toledo  
WFMJ, Youngstown  
WKBN, Youngstown  
WHIZ, Zanesville

## Oklahoma

KADA, No. of Ada  
KGRC, Enid  
KBIX, Muskogee  
KOCY, Oklahoma City  
KOMA, Oklahoma City  
KTOK, Oklahoma City  
WKY, Oklahoma City  
KHBG, Okmulgee  
KGFF, Shawnee  
KOME, Tulsa  
KTUL, Tulsa  
KVOO, Tulsa

## Oregon

KWIL, Albany  
KAST, Astoria  
KBND, Bend  
KBKR, Baker

KOAC, Corvallis  
KORE, Eugene  
KUIN, Grants Pass  
KFJI, Klamath Falls  
KOOS, Marshfield  
KMED, Medford  
KALE, Portland  
KBPS, Portland  
KEX, Portland  
KGW, Portland  
KOIN, Portland  
KXL, Portland  
KRNR, Roseburg  
KSLM, Salem  
KODL, The Dalles

## Pennsylvania

WCBA-WSAN, Allentown  
WFBG, Altoona  
WCED, Du Bois  
WEST, Easton  
WLEU, Erie  
WIBG, Glenside  
WHJB, Greensburg  
WHP, Harrisburg  
WKBO, Harrisburg  
WAZL, Hazleton  
WJAC, Johnstown  
WGAL, Lancaster  
WKST, New Castle  
WKPA, New Kensington  
KYW, Philadelphia  
WCAU, Philadelphia  
WDAS, Philadelphia  
WFIL, Philadelphia  
WHAT, Philadelphia  
WIP, Philadelphia  
WPEN, Philadelphia  
KDKA, Pittsburgh  
WCAE, Pittsburgh  
WWSW, Pittsburgh  
WJAS, Pittsburgh  
WEEU, Reading  
WRAW, Reading  
WARM, Scranton  
WGBI, Scranton  
WKOK, Sunbury  
WMBS, Uniontown  
WBAX, Wilkes-Barre  
WBRE, Wilkes-Barre  
WRAK, Williamsport  
WORK, York

## Rhode Island

WEAN, Providence  
WJAR, Providence  
WPRO, Providence

## South Carolina

WAIM, Anderson  
WCSC, Charleston  
WTMA, Charleston  
WCOS, Columbia  
WIS, Columbia  
WOLS, Florence  
WFBC, Greenville  
WORD, Spartanburg  
WFIG, Sumter

## South Dakota

KABR, Aberdeen  
KFDY, Brookings  
KOBH, Rapid City  
WCAT, Rapid City  
KSOO, Sioux Falls  
KUSD, Vermillion  
WNAX, Yankton

## Tennessee

WOPI, Bristol  
WAPO, Chattanooga  
WDEF, Chattanooga  
WDOD, Chattanooga  
WHUB, Cookeville  
WTJS, Jackson  
WJHL, Johnson City  
WKPT, Kingsport  
WNOX, Knoxville  
WBIR, Knoxville  
WROL, Knoxville  
WHBQ, Memphis  
WMC, Memphis  
WMPS, Memphis  
WREC, Memphis  
WLAC, Nashville  
WSIX, Nashville  
WSM, Nashville

## Texas

KRBC, Abilene  
KFDA, Amarillo  
KGNC, Amarillo  
KNOW, Austin  
KTBC, Austin  
KFDM, Beaumont  
KBST, Big Spring  
WTAW, College Station  
KRIS, Corpus Christi  
KAND, Corsicana  
KRLD, Dallas  
WFAA, Dallas  
WRR, Dallas  
KFPL, Dublin  
KFJM, Fort Worth  
KROD, El Paso  
KTSM, El Paso

KGKO, Fort Worth  
WBAP, Fort Worth  
KPRC, Houston  
KTRH, Houston  
KXYZ, Houston  
KOCA, Kilgore  
KPAB, Laredo  
KFRO, Longview  
KFYO, Lubbock  
KRLH, Midland  
KPDN, Pampa  
KPLT, Paris  
KPAC, Port Arthur  
KGKL, San Angelo  
KABC, San Antonio  
KONO, San Antonio  
KTSA, San Antonio  
WOAI, San Antonio  
KRRV, Sherman  
KTEM, Temple  
KCMC, Texarkana  
KGKB, Tyler  
KVWC, Vernon  
WACO, Waco  
KRGV, Weslaco  
KWFT, Wichita Falls

## Utah

KLO, Ogden  
KEUB, Price  
KDYL, Salt Lake City  
KSL, Salt Lake City  
KUTA, Salt Lake City

## Vermont

WCAX, Burlington  
WSYB, Rutland

## Virginia

WCHV, Charlottesville  
WBTM, Danville  
WSVA, Harrisonburg  
WLVA, Lynchburg  
WGH, Newport News  
WTAR, Norfolk  
WPID, Petersburg  
WMBG, Richmond  
WRNL, Richmond  
WRVA, Richmond  
WDBJ, Roanoke  
WSLS, Roanoke  
WLPM, Suffolk

## Washington

KXRO, Aberdeen  
KIRO, Seattle  
KJR, Seattle  
KOL, Seattle

KOMO, Seattle  
KRSC, Seattle  
KXA, Seattle  
KGA, Spokane  
KHQ, Spokane  
KMO, Tacoma  
KVI, Tacoma  
KUJ, Walla Walla  
KIT, Yakima

## West Virginia

WJLS, Beckley  
WCHS, Charleston  
WGKU, Charleston  
WBLK, Clarksburg  
WMMN, Fairmont  
WSAZ, Huntington  
WLOG, Logan  
WAJR, Morgantown  
WPAR, Parkersburg  
WWVA, Wheeling

## Wisconsin

WHBY, Appleton  
WEAU, Eau Claire  
KFIZ, Fond du Lac  
WTAQ, Green Bay  
WCLO, Janesville  
WKBH, La Crosse  
WHA, Madison  
WIBA, Madison  
WEMP, Milwaukee  
WISN, Milwaukee  
WTMJ, Milwaukee  
WRJN, Racine  
WHBL, Sheboygan  
WDSM, Superior  
WSAU, Wasau  
WFHR, Wisconsin Rapids

## Wyoming

KDFN, Casper  
KFBC, Cheyenne  
KYAN, Cheyenne  
KVR5, Rock Springs  
KWYO, Sheridan

## Alaska

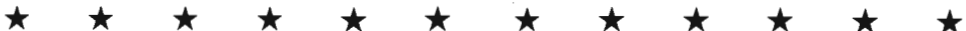
KINY, Juneau  
KHBC, Hilo

## Hawaii

KHBC, Hilo  
KGMB, Honolulu  
KGU, Honolulu  
KTOH, Lihue

## Puerto Rico

WPAB, Ponce  
WKAQ, San Juan



# SESAC

By PAUL HEINECKE

President

*SESAC will maintain the same policies it has followed since its founding in 1931, namely to extend full cooperation to all commercial users of music and to make available the best music for any type of program.*

*SESAC has long term licenses with nearly 700 radio stations in the United States and all national and regional networks, in addition to similar agreements with major hotel chains and leading theatres. All licenses approaching their expiration dates have been renewed for an additional five year period.*

*SESAC control performance rights, synchronization rights and mechanical rights in 125 music catalogs, the majority of which are American publishers. More than 55,000 copyrighted musical compositions are contained in these catalogs.*

*The SESAC Music Guide, recently issued, lists 200 classifications of music, and indicates the publishers from whom these various types of music can be ordered. SESAC music includes some of the works of Victor Herbert, Rudolf Friml, Edward MacDowell, Frankie Carle, Richard Strauss, Jan Sibelius, Mrs. H. H. A. Beach, Charles Wakefield Cadman, Franz Lehar, Igor Stravinsky, Eugene Zador and many others. SESAC also controls thousands of hymns and religious music for every denomination; thousands of hillbilly, western and cowboy ballads; brass band and patriotic music; orchestra, instrumental and vocal material; and music of every other category, thus providing the broadcaster with diversified and well balanced musical programs.*

*SESAC compositions are also obtainable in recorded form on hundreds of phonograph records and transcriptions, and are featured in film productions of all major film studios.*

*SESAC, for the past ten years has maintained a staff of traveling field representatives to contact radio stations, advertising agencies, transcription companies, motion picture studios and other licensees, for the purpose of assisting them in their music and program problems. This close cooperation has proved invaluable and has assisted SESAC to anticipate the music needs of its licensees.*

*SESAC receives hundreds of unsolicited letters from broadcasters confirming the value of the SESAC music repertory and expressing appreciation for the helpful visits of our field representatives during the past ten years; for the cooperative policy of SESAC, and for the excellent music supplied by SESAC's publisher affiliates.*

*SESAC is proud of its enviable reputation based on a decade of service to the radio industry, and proud to deserve the many expressions of appreciation from the radio industry.*

*SESAC is resolved to continue the same helpful service it has rendered in the past.*

## Publisher Affiliates

- Accordion Music Publishing Co., New York  
     Deiro, Pietro  
 Adler (see Edition Adler)  
 Albright Music Company (see National Music Co.)  
 Alford, Harry L., Chicago  
 Altschuler, J.; Warsaw  
 American Music, Inc., Portland, Ore.  
     Master Music Makers  
     Westmore Music Corporation  
 Arct, M.; Warsaw  
 Ashmall Company, Wm. E (See McLaughlin & Reilly Co.)  
 Augsburg Publishing House; Minneapolis  
 Barnes, A. S. and Company, Inc.; New York  
 Barwicki, K. T.; Poznan  
 Beirly Company (See Chart Music Publishing House, Inc.)  
 Berge Music Co. (See McLaughlin & Reilly Co.)  
 Braun, Hubert J.; Chicago  
 Braun Music Co. (See Braun, Hubert J.)  
 Braun Organization, The (See Braun, Hubert J.)  
 Broadcast Music Publishers (See National Music Company, Inc.)  
 Bryant Music Company; New York  
 Calbo, N.; Barcelona  
 Catholic Music Publishing Company (See McLaughlin & Reilly Co.)  
 Chart Music Publishing House, Inc.; Chicago  
     Beirly Company, Alfred  
     Coanacher, B.  
     Huffer, Fred. K.  
     Littig Music Publishing Co., Frank  
     Warde, Harry  
     Warner, F. Eugene  
     Western Accordion Music Company  
 Coanacher, B. (See Chart Music Publishing House, Inc.)  
 Colombo, Alberto; Hollywood  
 Composers Press, Inc., The; New York  
 Cross & Winge, Inc. (See American Music, Inc.)  
 Culla, Antonio; Barcelona  
 Deiro, Pietro (See Accordion Music Publishing Co.)  
 Denison & Co., T. S.; Chicago  
 Di Bella, O.; New York  
 Ediciones Fermata (See Ediciones Internacionales Fermata)  
 Ediciones Internacionales Fermata: Buenos Aires (South American Publications)  
 Ediciones Musicales Pampa, Buenos Aires  
 Ediciones Internacionales Fermata, Warsaw (European Publications)  
 Ediciones Musicales Pampa (See Ediciones Internacionales Fermata)  
 Ediciones Rodoch (C. Rodriguez); Bilbao  
 Ediciones A. Urmeneta; Barcelona  
 Edition Adler; Berlin  
     (See Heinrichshofen's Verlag)  
     Edition "Jastrzab"; Warsaw  
     Rudnicki, Walery; Warsaw  
     "W.J.R."; Warsaw  
     Rzepecki, J.; Warsaw  
 Editions "Olympia"; Warsaw  
 Editions Pro Arte; Lwow - Warsaw  
 Eulenburg, Ernst; London  
 Fairbank Company, H. W. (See National Music Co.)  
 Fermata (See Ediciones Internacionales Fermata)  
 Foerster, Joh. (See Reinecke)  
 Forberg, Rob.; Leipzig  
     International Edition; Leipzig  
     Jurgenson, P.; Leipzig  
 Gebethner & Wolff; Warsaw  
 Gehrman's Musikforlag, Carl; Stockholm  
 Gilbert Music Company (See McLaughlin & Reilly Co.)  
 Gornston, David; New York  
 Gospel Music Publications (See Hathaway, Franklin Earl)  
 Grabczewski, F.; Warsaw  
 Haberer-Helasco, Hermann; Madrid-Lisbon  
 Hall & McCreary Co.; Chicago  
 Hanson, E. Eddy (See National Music Company, Inc.)  
 Harmonica Edition Publishing Co., New York  
     Harmonie-Verlag  
     Rondo-Verlag  
 Hart's Music Company (See National Music Co.)  
 Haslinger, Carl T. (See Lienau)  
 Haslinger Musikverlag (See Lienau)  
 Hathaway, Franklin Earl, Music Publisher; Chicago  
     Gospel Music Publications; Chicago  
 Haushahn, G. (See Reinecke)  
 Heinrichshofen's Verlag Edition Adler  
 Helasco (See Haberer-Helasco)  
 Hoffman Company, Raymond A.; Chicago  
 Huffer Publications, Fred. K. (See Chart Music Publishing House, Inc.)  
 Idzikowski, Leon; Warsaw  
 Idzikowski, M.; Warsaw  
     International Edition (See Forberg)  
 Jastrzab (See Edition "Jastrzab")  
 Jewel Music Publishing Co.; New York  
 Jurgenson, P. (See Forberg)  
 Keene, Inc., Hank; South Coventry, Conn.  
 Kelman Music Corp.; New York  
 King Music House, Inc.; K. L.; Fort Dodge, Ia  
 Kjos Music Co., Neil A.; Chicago  
 Koester, A. (See Lienau)  
 Krentzlin, H. R. (See Lienau)  
 Lebendiger, Henryk (See Ediciones Internacionales Fermata)  
 Lienau'sche Musikverlage  
     Carl Tobias Haslinger  
     H. R. Krentzlin  
     Musikverlag Haslinger



- Musikverlag Adolf Koester  
Schlesinger'sche Buch & Musikhdlg  
Otto Werntal
- Littig Music Publishing Co., Frank (See Chart Music Publishing House, Inc.)
- Liturgical Music Company (See McLaughlin & Reilly Co.)
- Loebel, J. (See Reinecke)
- McLaughlin & Reilly Co.; Boston, Mass.  
Liturgical Music Company; Boston, Mass.  
Catholic Music Publishing Company; Boston, Mass.  
including composition taken over from  
Wm. E. Ashmall Company; Boston, Mass.  
Berge Music Company; New York, N. Y.  
John Singenberger; St. Francis, Wisc.  
Otto Singenberger; Mundelein, Ill.  
Gilbert Music Company; Chicago, Ill.
- Mora, Jose; Barcelona
- Music Products Corporation; Chicago
- National Music Company, Inc.; Chicago  
Albright Music Company; Chicago  
Broadcast Music Publishers; Chicago  
(See E. Eddy Hanson)  
Fairbank Company, H. W.; Chicago  
Hart's Music Company; Chicago  
Popular Music Publications; Chicago  
Select Music Company; Chicago  
Standard Music Company; Chicago  
(See Eddie Hanson)  
Standard Songs; Chicago  
(See Eddie Hanson)  
Windsor Music Company; Chicago  
including compositions taken over from:  
E. Eddy Hanson
- Natgrass-Schenck, Inc.; New York
- Noske, R. (See Reinecke)
- Nowa Scena; Warsaw
- Olympia (See Editions "Olympia")
- Orduna, Leopoldo; Barcelona
- Pagani, O., & Bro.; New York
- Panella, Frank A.; Pittsburgh, Pa.
- Parks Company, J. A., The; York, Neb.
- Polskie Towarzystwo Muzyki Wspolczes Nej;  
Warsaw
- Popular Music Publications (See National Music Company)
- Pro Arte (See Editions Pro Arte)
- "PWP" Przedstawicielstwo Wydawnictw Polskich (Association of Polish Publishers);  
Warsaw
- Radio City Guitar Studio; New York
- Reinecke, Gebrueder  
Joh. Foerster  
Gustave Haushahn  
J. Loebel  
Rich. Noske
- Rodoch (See Ediciones Rodoch)
- Rodriguez (See Ediciones Rodoch)
- Rondo-Verlag (See Harmonia Edition)
- Rudnicki, Walery (See Edition "Jastrzab")
- Rzepecki (See Edition "Jastrzab")
- Sajewski, W. H.; Chicago
- Schlesinger (See Lienau)
- Schmidt Co., The Arthur P.; Boston
- Schmitt Music Company, Paul A.; Minneapolis
- Schuberth, Edward, & Co., Inc.; New York
- Schuberth, Jr., Fritz
- Select Music Company (See National Music Co.)
- Seyfarth, G.; Lwow
- Singenberger, John (See McLaughlin & Reilly Co.)
- Singenberger, Otto (See McLaughlin & Reilly Co.)
- Smith Music Co., Inc., Wm. J.; New York
- Solunastra (See Haberer-Helasco)
- Stahl, Wm. C.; Milwaukee
- Stamps-Baxter Music Company, Dallas, Texas;  
Chattanooga, Tenn.; Pangborn, Ark.
- Standard Music Company (See National Music Company, Inc.)
- Standard Songs (See National Music Company, Inc.)
- Steingraeber Verlag
- Thorsings Musikforlag, Alfred; Copenhagen
- Towarzystwo Wydawnicze Muzyki Polskiej;  
Warsaw
- Union de Compositeurs; Barcelona, Spain
- Urgelles, J.; Barcelona
- Urmeneta (See Ediciones A. Urmeneta)
- Vieweg, Chr. Friedr.; Berlin
- Vitak-Elsnic Co.; Chicago
- Warde Company, Harry (See Chart Music Publishing House, Inc.)
- Warner, F. Eugene (See Chart Music Publishing House, Inc.)
- Warszawskie Towarzystwo Muzyczne (Warsaw Music Society); Warsaw
- Werntal, Otto (See Lienau)
- Western Accordion Music Company (See Chart Music Publishing House, Inc.)
- Westmore Music Corporation (See American Music, Inc.)
- Whitney Blake Music Publishers; New York
- Windsor Music Company (See National Music Co.)
- "W.J.R." (See Edition "Jastrzab")
- Yanguas, Mariano; Madrid
- "Zaiks" Związku Autorow, Kompozytorow I Wydawcow; Warsaw  
(Authors-Composers and Publishers Association of Poland)
- Zalewski, B. J.; Chicago



# MUSIC PUBLISHERS

## A NATION-WIDE LISTING

### — A —

- ABC Music Corp., 799 Seventh Avenue, New York City.
- Accordion Music Publishing Co., 46 Greenwich Avenue, New York City.
- Addazio-Robsham-Matthews Music Publishing Co., 1576 Broadway, New York City.
- Advance Music, Inc., 6700 Sunset Blvd., Hollywood, Calif.
- Affiliated Music Corp., 113 West 57th Street, New York City.
- Ager, Yellen & Bornstein, Inc., 745 Seventh Avenue, New York City.
- Alfred Music Co., 145 West 45th Street, New York City.
- Allen, Thornton W., Co., 74 Riverside Drive, New York City.
- Alpha Music, 110 West 42nd Street, New York City.
- American Music, Inc., 430 N. Michigan Avenue, Chicago, Ill.
- Amsco Music Sales Co., Inc., 1600 Broadway, New York City.
- Apollo Music Co., 301 West 41st Street, New York City.
- Artists Music Corp., 8 West 49th Street, New York City.
- Ascher, Emil, Inc., 315 Fourth Avenue, New York City.
- Associated Music Publishers, Inc., 25 West 45th Street, New York City.
- Augsburg Publishing House, 425 South 4th Street, Minneapolis, Minn.

### — B —

- Ball Music Publishing Co., 114 West 44th Street, New York City.
- Barnes, A. S., and Company, Inc., 67 West 44th Street, New York City.
- Baron, M., Inc., 1650 Broadway, New York City.
- Belwin, Inc., 43 West 23rd Street, New York City.
- Berlin, Irving, Inc., 799 Seventh Avenue, New York City.
- Birchard, C. C., & Co., 221 Columbus Avenue, Boston, Mass.
- Blake, Whitney, Music Publisher, 1585 Broadway, New York City.
- Blank, S., 190 East Second Street, New York City.
- Books and Music, Inc., 113 West 57th Street, New York City.
- Boosey-Hawkes-Belwin, Inc., 43 West 23rd Street, New York City.
- Boraine Music Co., 1619 Broadway, New York City.
- Boston Music Co., 3 East 43rd Street, New York City.
- Braun Music Co., 1619 Broadway, New York City.
- Bregman, Vocco & Conn, Inc., 1619 Broadway, New York City.
- Briegel, George F., Inc., 1270 Sixth Avenue, New York City.
- Broadcast Music, Inc., 580 Fifth Ave., New York City.
- Broadway Music Corp., 1619 Broadway, New York City.
- Brown & Henderson, Inc., 1619 Broadway, New York City.

### — C —

- Caesar, Irving, 1619 Broadway, New York City.
- Century Music Publishing Co., 235 West 40th Street, New York City.
- Chappell & Co., Inc., 1270 Sixth Avenue, New York City.
- Chart Music Publishing House, Inc., 45 East 17th Street, New York City, and 506 S. Wabash, Chicago, Ill.
- Cherio Music Publishers, 210 Fifth Avenue, New York City.
- Church, John, Co., 2410 Walnut Street, Philadelphia, Pa.
- Circle Music Publications, Inc., 1270 Sixth Avenue, New York City.
- Clark, Kenneth S., 1657 Broadway, New York City.
- Cole, M. M., Publishing House, 2611 S. Indiana Avenue, Chicago, Ill.
- Colonial Music Publishing Co., 168 West 23rd St., New York City.
- Composers Press, Inc., 853 Seventh Avenue, New York City.
- Concord Music Publishing Co., 20 West 47th Street, New York City.
- Coslow Music Co., 48 West 48th St., New York City.
- Crawford Music Corp., 1619 Broadway, New York City.
- Curtis, L. B., Music Publisher, 1595 Broadway, New York City.

### — D —

- Dash Connelly, Inc., 1619 Broadway, New York City.
- Denison & Co., 203 N. Wabash, Chicago, Ill.
- Denton & Haskins Corp., 1658 Broadway, New York City.
- Di Bella, O., 162 East 116th Street, New York City.
- Ditson, Oliver, Co., Inc., 10 East 43rd Street, New York City and 2410 Walnut St., Philadelphia, Pa.
- Donaldson, Douglas & Gumble, Inc., 1619 Broadway, New York City.

### — E —

- Empire Music Publishing Co., 1587 Broadway, New York City.
- Evans Music Co., 133 Essex Street, Boston, Mass.
- Exclusive Publications, Inc., 1619 Broadway, New York City.

### — F —

- Famous Music Corp., 1619 Broadway, New York City.
- Feist, Leo, Inc., 1629 Broadway, New York City.
- Festival Music Co., 1115 K Street, N. W., Washington, D. C.
- Fillmore Music House, 528 Elm Street, Cincinnati, Ohio.
- Fischer, Carl, Inc., 56 Cooper Square, New York City.
- Fischer, Carl, Inc., 119 West 57th Street, New York City.

Fischer, J., & Bro., 119 West 40th Street, New York City.  
 Fisher, Fred, Music Co., Inc., 1619 Broadway, New York City.  
 Fitzsimmons, H. T., Co., Inc., 23 East Jackson Blvd., Chicago, Ill.  
 Flammer, Harold, Inc., 10 East 43rd Street, New York City.  
 Flaschner, O., Music Co., 4 West 43rd Street, New York City.  
 Foley, Charles, 4 East 46th Street, New York City.  
 Forster Music Publisher, Inc., 216 South Wabash, Chicago, Ill., and 1658 Broadway, New York City.  
 Fox, Sam, Publishing Co., 1250 Sixth Avenue, New York City.

— G —

Galaxy Music Corp., 17 West 46th Street, New York City.  
 Gem Music Corp., 1619 Broadway, New York City.  
 Georgeff, Evan, Music Publishing Co., The Arcade, Cleveland, Ohio.  
 Georgia Music Corp., 1619 Broadway, New York City.  
 Gershwin, George, Publishing Corp., 1270 Sixth Avenue, New York City.  
 Gilbert, L. Wolfe, Music Publishing Co., 6912 Hollywood Blvd., Hollywood, Calif.  
 Gordon, Hamilton S., Inc., 1260 Sixth Avenue, New York City.  
 Gornston, David, 117 West 48th Street, New York City.  
 Gray, H. W., Co., Inc., 159 East 48th Street, New York City.  
 Green Bros. & Knight, Inc., 1619 Broadway, New York City.

— H —

Hall & McCreary Co., 434 S. Wabash, Chicago, Ill.  
 Handy Bros.' Music Co., Inc., 1587 Broadway, New York City.  
 Harms, Inc., 1250 Sixth Avenue, New York City.  
 Harms, T. B., Co., 1270 Sixth Avenue, New York City.  
 Harris, Charles K., 701 Seventh Avenue, New York City.  
 Hathaway, Franklin Earl, 306 S. Wabash, Chicago, Ill.  
 Haviland, F. B., Publishing Co., 114 W. 44th Street, New York City.  
 Hill, James F., & Co., 1650 Broadway, New York City.  
 Hinds, Hayden & Eldridge, Inc., 5 Union Square, New York City.  
 Hitchcock Publishing Co., 38 John Street, New York City.  
 Hoffman Co., Raymond A., 509 S. Wabash, Chicago, Ill.  
 Hollywood Songs, Inc., 1250 Sixth Avenue, New York City.

— I —

Independent Music Publishers, 205 East 42nd Street, New York City.  
 Italian Back Co., 145 Mulberry Street, New York City.

— J —

Jacobs, Walter, Inc., 120 Boylston Street, Boston.  
 Jewel Music Publishing Co., Inc., 1674 Broadway, New York City.  
 Jordon Music Publishing Co., 77 West 46th Street, New York City.

— K —

Kalmar & Ruby Music Corp., 6301 Sunset Blvd., Hollywood, Calif.  
 Kammen, J. & J., Music Co., 305 Roebing Street, Brooklyn, N. Y.  
 Kanner Music Publishing Co., 343 West 87th Street, New York City.  
 Karczag Publishing Co., 62 West 45th Street, New York City.  
 Kay & Kay Music Publishing Corp., 1658 Broadway, New York City.  
 Keane, Mitchell, Inc., 113 West 57th Street, New York City.  
 Keene, Inc., Hank, South Coventry, Conn.  
 Kelman Music Corp., 1674 Broadway, New York City.  
 Kendis Music Corp., 1587 Broadway, New York City.  
 King Music House, Inc., K. L., Fort Dodge, Iowa.  
 Kjos, Neil A., Music Co., 14 West Lake Street, Chicago, Ill.

— L —

Leeds Music, Inc., 1270 Sixth Avenue, New York City.  
 Lewis Music Publishing Co., Inc., 1619 Broadway, New York City.  
 Lincoln Music Corp., 1619 Broadway, New York City.  
 Loeb Lissauer, Inc., 1619 Broadway, New York City.  
 Luz Bros., 1674 Broadway, New York City.

— M —

Majestic Music Co., 48 West 48th St., New York City.  
 Marks, Edward B., Music Corp., 1250 Sixth Avenue, New York City.  
 Mayfair Music Co., 1619 Broadway, New York City.  
 McLaughlin & Reilly Co., 100 Baylston Street, Boston, Mass.  
 Melo-Art Music Publishers, 1674 Broadway, New York City.  
 Melrose Bros.' Music Co., Inc., 1619 Broadway, New York City.  
 Mercer & Morris, Inc., 1619 Broadway, New York City.  
 Metro Music Co., 58 Second Avenue, New York City.  
 Metropolitan Music Co., 222 Fourth Ave., New York City.  
 Miller, Bob, Inc., 1619 Broadway, New York City.  
 Miller Music, Inc., 1629 Broadway, New York City.  
 Mills Music, Inc., 1619 Broadway, New York City.  
 Movietone Music Corp., 1250 Sixth Avenue, New York City.  
 Mumil Publishing Co., 1140 Broadway, New York City.  
 Musette Publishers, 30 Rockefeller Plaza, New York City.  
 Music Products Corporation, 28 East Jackson Street, Chicago, Ill.  
 Music Publishers Holding Corp., 1250 Sixth Avenue, New York City.  
 Music Service Co., 170-A Tremont Street, Boston, Mass.

— N —

National Music Co., 306 South Wabash Avenue, Chicago, Ill.  
 Natrass-Schenck, Inc., 145 West 45th Street, New York City.  
 New Era Music Corp., 17 East 49th Street, New York City.  
 New World Music Corp., 1650 Broadway, New York City.  
 Nola Music Publications, 1619 Broadway, New York City.

— O —

Olman Music Corp., 1619 Broadway, New York City.

— P —

Paramount Music Corp., 1619 Broadway, New York City.  
Parks Company, J. A., York, Nebr.  
Paulbrook Music Corp., 730 Seventh Avenue, New York City.  
Paull-Pioneer Music Corp., 1657 Broadway, New York City.  
Peer, Ralph S., 1619 Broadway, New York City.  
Piedmont Music Co., Inc., 156 West 54th Street, New York City.  
Presser, Theodore, Co., 1712 Chestnut Street, Philadelphia, Pa., and 10 East 43rd Street, New York City.

— Q —

Quincke, W. A., & Co., 430 South Broadway, Los Angeles, Calif.

— R —

Red Star Songs, Inc., 1619 Broadway, New York City.  
Regent Music Co., 1619 Broadway, New York City.  
Remick Music Corp., 1250 Sixth Avenue, New York City.  
Rialto Music Publishing Corp., 1674 Broadway, New York City.  
Ricordi, G., & Co., 12 West 45th Street, New York City.  
Ringle, Dave, 1585 Broadway, New York City.  
Robbins Music Corp., 799 Seventh Avenue, New York City.  
Robison, Carson J., 48 West 48th Street, New York City.  
Rodehever Co., The, 20 East Jackson Boulevard, Chicago, Ill.  
Rosche, Geo. F., & Co., 337 West Madison, Chicago, Ill.  
Rossiter, Will, 173 West Madison Street, Chicago.  
Row, R. D., Music Co., 725 Boylston Street, Boston, Mass.  
Roy Music Co., 1619 Broadway, New York City.  
Rubank, Inc., 736 South Campbell Avenue, Chicago, Ill.  
Russian Music Co., Inc., 121 Lexington Avenue, New York City.

— S —

Sajewski, W. H., 1017 North Milwaukee, Chicago, Ill.  
Santly-Joy-Select, Inc., 1619 Broadway, New York City.  
Saunders Publications, 5617 Hollywood Blvd., Hollywood, Calif.  
Schirmer, E. C., Music Co., 221 Columbus Avenue, Boston, Mass.  
Schirmer, G., Inc., 3 East 43rd Street, New York City.  
Schmidt Co., The Arthur P., 120 Boylston Street, Boston, Mass.  
Schmitt Music Company, Paul A., 88 S. 10th Street, Minneapolis, Minn.  
Schroeder & Gunther, Inc., 6 East 45th Street, New York City.  
Schuberth, Edward, & Co., 11 East 22nd Street, New York City.  
Schuster & Miller, Inc., 1619 Broadway, New York City.

Sesac Publications, 113 West 42nd Street, New York City.  
Shapiro, Bernstein & Co., Inc., 1270 Sixth Avenue, New York City.  
Sing Song Music Co., 1650 Broadway, New York City.  
Skidmore Music Co., Inc., 1270 Sixth Avenue, New York City.  
Smith, William J., Music Co., 254 West 31st Street, New York City.  
Sorkin Music Co., 251 Fourth Avenue, New York City.  
Southern Music Publishing Co., 1619 Broadway, New York City.  
Spencer, Norman & Son, 145 West 45th Street, New York City.  
Spier, Larry, Inc., 1619 Broadway, New York City.  
Sprague-Coleman, 62 West 45th Street, New York City.  
Stahl, William C., 617 N. Second Street, Milwaukee, Wisc.  
Stasny Music Corp., 1619 Broadway, New York City.  
Strand Music Co., 1650 Broadway, New York City.  
Summy, Clayton F., Co., 321 South Wabash Avenue, Chicago, Ill.  
Sun Music Co., 1250 Sixth Avenue, New York City.  
Superior Music, Inc., 1619 Broadway, New York City.

— T —

Tempo Publishing Co., 745 Seventh Avenue, New York City.  
Tenney, Harry, Inc., 1619 Broadway, New York City.  
Tesio, P., & Sons, 353 Eighth Avenue, New York City.  
Tin Pan Alley Publications, Inc., 1011 Chestnut Street, Philadelphia, Pa.  
Transcontinental Music Co., 113 West 57th Street, New York City.  
Tullar-Meredith Co., 91 Seventh Avenue, New York City.  
Twentieth-Century Music Corp., 799 Seventh Avenue, New York City.

— V —

Vogel, Jerry, Music Co., Inc., 112 West 44th Street, New York City.  
Von Tilzer, Harry, Music Publishing Co., 1587 Broadway, New York City.  
Von Tilzer, Will, 1619 Broadway, New York City.

— W —

Weil, Milton, Music Co., Inc., 1250 Sixth Avenue, New York City.  
White-Smith Music Publishing Co., 13 East 17th Street, New York City.  
Williams, Clarence, Music Publishing Co., Inc., 145 West 45th Street, New York City.  
Willis Music Co., 3 East 43rd Street, New York City.  
Witmark, M., & Sons, 1250 Sixth Avenue, New York City.  
Wood, B. F., & Co., 88 St. Stephens Street, Boston, Mass.  
Words and Music, Inc., 1697 Broadway, New York City.

— Z —

Zalewski, B. J., 1505 W. Thomas, Chicago, Ill.

# FREQUENCY MODULATION

By *LT. COL. GUSTAVUS REINIGER*

*Radio Engineering Laboratories, Inc.*

**I**N 1940 Frequency Modulation (F.M.) has climbed dramatically out of the experimental classification to win the F.C.C. stamp of approval as a full fledged commercial broadcasting service. Three years ago Radio Engineering Laboratories, Inc., co-operating closely with the inventor, Major Edwin H. Armstrong, was the only manufacturer devoting an important part of its attention to F.M. transmitter equipment. Today there are three other large companies in this field: Western Electric, General Electric and R.C.A.; while Westinghouse is reported to be also planning to come into the field.

Three years ago no one was manufacturing F.M. receiving sets in quantity—today there are more than twenty-five thousand sets in use, most of these sold in the past six months. Ten or more manufacturers are making F.M. receivers and combinations. Radio dealers generally, where F.M. programs can be heard, are reporting increases in sales volume of 40 per cent or more because of F.M. interest. A very good all-use combination (shortwave, standard radio, 10-record changer, and F.M.) has sold a record volume in a New York department store priced at \$139.50. A good table model set with standard radio and F.M. sells for \$70.00. A considerable number of F.M. tuners which are designed to add F.M. to present radio sets have been bought by the public.

Frequency Modulation development seems to be following in the footsteps of its predecessor A.M. A year and a half ago anyone could have applied for a one-kilowatt experimental F.M. transmitter and got on the air promptly. In metropolitan centers such as New York City, Chicago and Philadelphia it is already doubtful whether there will be enough frequencies for all those who wish to enter this new method of broadcasting. Besides leaders in the present broadcasting industry, leaders in other industries are applying for and getting construction permits for F.M. stations, notably newspapers and department stores in New York City, Baltimore and Los Angeles. At time of going to press, due to limitations by the FCC and its regulations regarding F.M. Broadcast stations, New York City has a greater number of applications than there are available frequencies.

## **F. M. and the War**

The participation of the United States in a major war is an item of uncertainty to some prospective F.M. broadcasters. It is likely however, that the vagaries of a modern war will only make the superi-

ority of F.M. show up with greater clarity, just as this super-mechanized war has made all other kinds of excellence in technical equipment much more pronounced.

Besides its peace time excellence, F.M. is almost impossible to jam. Long distance aerial raiders would not be able to use F.M. stations to ride into the United States on their guiding signals, but all A.M. stations will have to be shut down whenever an air-raid is imminent, as is now done in Germany.

## **F. M. Networks**

What about F.M. networks? During the past year repeated successful demonstrations have been given of relaying F.M. programs through four to seven stations, without the slightest impairment of the program. This ability to relay programs through dozens of stations is one of the greatest powers of F.M. It makes for an elasticity of combination quite impossible with the A.M. system of broadcasting. Several F.M. networks have been under discussion for some months. During the coming year one or more of these will probably take definite commercial form.

Will F.M. pay? There are already thousands of enthusiastic listeners. The next year will make this number millions. F.M. is ideal for automobile radio. It eliminates all the noise, but it is still so young that this important phase has had almost no discussion.

Major Armstrong recalls the time some years ago when he expressed the opinion that a superheterodyne A.M. receiving set could not be manufactured for less than \$100.00. He invented the Superheterodyne just as he did F.M. We are now all familiar with the thousands of Superheterodyne A.M. sets that sell for \$9.00 to \$15.00. So Major Armstrong now says, "If the public wants F.M., ways will be found to meet every man's pocketbook."



# ARTHUR GODFREY

*"The Guy With the Friendly Voice"*



THIRD SUCCESSIVE YEAR  
COAST-TO-COAST  
*for*  
IRRADIATED CARNATION MILK



# STELLA UNGER



*"Your Hollywood News Girl"*



Mgt. NBC

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## *Adams & Adams*

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NEW YORK CITY



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**WRITERS**

**ANNOUNCERS**

**VOCAL ARTISTS**

**ORCHESTRA LEADERS**

**NEWS COMMENTATORS**

**BACK STAGE PERSONNEL**

**SPORTS COMMENTATORS**

**MUSICAL DIRECTORS BY STATIONS**

FOR ——— 1940

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*Bing*

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# **BOB BURNS**

(STILL BREAKING IN MY ACT ON KRAFT MUSIC HALL)



*Exclusive Management*  
WILLIAM MORRIS AGENCY, INC.



# Radio Artists

AND THEIR WORK  
DURING 1940



— A —

**ABBOTT, BUD**  
CBS. Kate Smith Hour.

**ACE, GOODMAN**  
NBC. Easy Aces.

**ACE, JANE**  
NBC. Easy Aces.

**ACUFF, RAY**  
WSM, Nashville, Tenn. Grand Ole Opry.

**ADAIR, JEAN**  
WHKC, Columbus, Ohio. Jean Adair On The Air.

**ADAMS, BILL**  
CBS. Hilltop House.

**ADAMS, BILL**  
KSFO, San Francisco, Calif. KSFO Farm Journal.

**ADAMS, DEBORAH**  
KYW, Philadelphia, Pa. Garden Beautiful.

**ADAMS, DOC**  
KHSL, Chico, Calif. Drama of History.

**ADAMS, FRANKLIN P.**  
NBC. Information Please.

**ADAMS, LESLIE**  
KFAC, Los Angeles, Calif. On the Street.

**ADAMS, MRS. MART**  
WKY, Oklahoma City, Okla. Aunt Susain's Kitchen On the Air.

**AHERN, REV. MICHAEL J.**  
WNAC, Boston, Mass. Catholic Question Box.

**AINSLIE, ANN**  
KMPC, Beverly Hills, Calif. Policewoman Christie.

**ALEXANDER, A. J.**  
WHN, New York, N. Y. Meditation Board.

**ALEXANDER, BEN**  
NBC. Little Ol' Hollywood, This Moving World, Chase and Sanborn Program.

**ALEXANDER, PAUL**  
KUTA, Salt Lake City, Utah. Noonday Heat Wave.

**ALLEN, ARTHUR**  
CBS. Kate Smith Hour.

**ALLEN, BARBARA JO**  
NBC. The Signal Carnival, Chase and Sanborn Program.

**ALLEN, CHARME**  
NBC. David Harum.

**ALLEN, FRED**  
The New Fred Allen Show  
NBC. Texaco Star Theater  
CBS.

**ALLEN, GRACIE**  
CBS-NBC. Burns and Allen.

**ALLEN, KATHRYN**  
KYA, San Francisco, Calif.

**ALLEN, DR. W. B.**  
WLPM, Suffolk, Va. Health Chats.

**ALLENBY, PEGGY**  
Life Can Be Beautiful CBS, David Harum NBC, Adventures of Ellery Queen, CBS.

**ALLISON, FRAN**  
NBC. Uncle Ezra's Radio Station EZRA.

**ALLISON, JONE**  
NBC. The Aldrich Family, The Light of the World.

**ALLMAN, ELVIA**  
NBC. Bob Hope Show.

**ALSTEADER, ANNE**  
WSAV, Savannah, Ga. Saza of Savannah.

**AMECHE, ODN**  
NBC. Old Gold Show.

**AMECHE, JIM**  
NBC. Hollywood Playhouse.

**AMSDELL, WILLIAM**  
NBC. Houseboat Hannah.

**ANDERSON, BOB**  
WJHO, Opelika, Ala.

**ANDERSON, EDDIE**  
"ROCHETSTER"  
NBC. The Jell-O Program.

**ANSON, BILL**  
WIND-WJJD, Gary, Ind. Chicago, Ill. Traffic Court, Musical Portraits.

**ANTHONY, BOB**  
WOLF, Syracuse, N. Y. Sandman's Serenade.

**APPLEBY, RAY**  
CBS. Young Doctor Malone.

**ARCHER, THOMAS**  
CFCF, Montreal, Que. Lest We Forget.

**ARD SISTERS**  
KWKH, Shreveport, La. Arizona Ranch Girls.

**ARNALL, CURTIS**  
NBC. Pepper Young's Family.

**ARNOLD, BETTY**  
NBC. Guiding Light, Wings of Destiny.

**ARNOLD, WALTER**  
KMPC, Beverly Hills, Calif. Police-woman Christie.

**ARRANTS, NEAL**  
WOPI, Bristol, Tenn.—Va. Home Folks Serenade.

**ASCOT, RITA**  
NBC. Oxydol's Own Ma Perkins.

**ATCHESON, SALLY**  
CFJC, Kamloops, B. C. Broadcast Theater.

**AUBREY, WILL**  
KGO-KPO, San Francisco, Calif. In The Good Old Days.

**AUDRIST, VIRGINIA**  
WCAU, Rapid City, S. D.

**AUERBACH, ARTIE**  
CBS. Joe Penner Program, Al Pearce and His Gang.

**AUSTIN "SHUCKS"**  
KMOX, St. Louis, Mo. Ozark Varieties, Old Fashioned Barn Dance.

**AUTRY, GENE**  
CBS. Melody Ranch.

— B —

**BECHTOLD, MARY JEANETTE**  
KSAL, Salina, Kans.

**BACKUS, GEORGIA**  
NBC. One Man's Family.

**BACON, MILTON**  
WCKY, Cincinnati, Ohio. Places Worthwhile And Folks Worth Knowing.

**BAER, PARLEY**  
KSL, Salt Lake City, Utah.

**BAILEY, MILDRED**  
WTAG, Worcester, Mass. Afternoon Journal.

**BAILEY, RUTH**  
Woman in White CBS, Right To Happiness CBS, Guiding Light NBC.

**BAIRD, ALEX**  
CFCF, Montreal, Que. Of Ships and Men.

**BAKER, ART**  
KECA-KFI, Los Angeles, Calif. Notebook Ambassador of Goodwill.

**BAKER, EVANGELINE**  
KROY, Sacramento, Calif. Who's Dancing Tonight.

**BAKER, THELMA**  
WAPO, Chattanooga, Tenn.

**BALL, LARRY**  
WISN, Milwaukee, Wis. Down By Hermans.

**BALZER, ROBERT**  
KMPC, Beverly Hills, Calif. What Shall I Have For Dinner?

**BANKS, JOAN**  
NBC. This Small Town.

**BARCLAY, LUISE**  
NBC. Backstage Wife, Arnold Grimm's Daughter.

**BARD, KING**  
WLAV, Grand Rapids, Mich.

**BARFIELD, JOHNNY**  
WRBL, Columbus, Ga. Korn Time.

**BARNES, WADE**  
WTAM, Cleveland, Ohio. Know Your Notes.

**BARNEY, MARION**  
When A Girl Marries CBS, Pepper Young's Family NBC.

**BARRETT, ARTHUR H.**  
WGH, Newport News, Va. Your Hollywood Spectator.

**BARRETT, PAT**  
NBC. Uncle Ezra's Radio Station EZRA.

**BARROWS, RICHARD**  
CBS. Young Doctor Malone.

**BARRY, MARGARET**  
KIRO, Seattle, Wash. Father Goose Comes To Town.

**BARRYMORE, JOHN**  
NBC. Rudy Vallee Hour.

**BARTON, CLARA**  
WDZ, Tuscola, Ill. The Barton Family.

**BARTON, JOHN**  
WDZ, Tuscola, Ill. The Barton Family.

**BARTON, WILMA**  
KUOA, Siloam Springs, Ark. Book Reviews.

*Microphonically Yours,*

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who broadcasts on the Sealtest  
program for National Dairies Products,  
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10 o'clock Eastern Daylight Time  
9 o'clock Central Standard Time  
8 o'clock Mountain Standard Time  
7 o'clock Pacific Standard Time\*

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over KECA at 780 kilocycles

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# RADIO ARTISTS

- BAUER, CHARITA**  
NBC. Orphans of Divorce, Set Sail.
- BAUMHOVER, JANET**  
KEX-KGW, Portland, Ore.
- BELIN, FRANK**  
CBS. Young Doctor Malone.
- BECK, JACKSON**  
Gasoline Alley MBS, Helen Hayes CBS, Kate Smith CBS, Young Doctor Malone MB.
- BECKER, BOB**  
NBC. Bob Becker's Chats About Dogs.
- BEHMILLER, HELEN**  
NBC. Story of Mary Marlin.
- BEHRENS, FRANK**  
Romance of Helen Trent CBS, Road of Life, NBC, Arnold Grimm's Daughter NBC, Jack Armstrong NBC.
- BELCHER, RED**  
WDZ, Tuscola, Ill. Kitchen Barn Dance.
- BENNETT, JULIE**  
WKY, Oklahoma City, Okla. Guild Playhouse, Karen Kerr Shop Scout.
- BENNY, JACK**  
NBC. The Jello Program.
- BENTLEY, SPENCER**  
CBS. Hilltop House.
- BERG, ELAINE**  
KFJM, Grand Forks, N. D.
- BERG, GERTRUDE**  
CBS. The Goldbergs.
- BERGEN, EDGAR**  
NBC. The Chase and Sanborn Program.
- BERGMAN, TEDDY**  
CBS. The O'Neills.
- BERLE, MILTON**  
NBC.
- BERNIE, BEN**  
NBC. Ben Bernie's Musical Quiz.
- BERWICK, VIOLA**  
CBS. Scattergood Baines.
- BERWIN, BERNICE**  
NBC. One Man's Family.
- BICE, BOB**  
KFSG, Los Angeles, Calif. Bob and Audrey, The Forgotten Man, The Anderson Family, Our American Family.
- BIEBER, FRED**  
WHTF, Hartford, Conn. Hartford Speaks.
- BINGHAM, LESLIE**  
NBC. Against the Storm.
- BINYON, CONRAD**  
NBC. One Man's Family.
- BIRD, DORIS**  
KMO, Tacoma, Wash. You and Your Home.
- BISHOP, FRED**  
WNAC, Boston, Mass. Fels Town Hall Party.
- BJORGO, ROBERT**  
KWLC, Decorah, Ia. Masterworks.
- BLACKWELL, BURT**  
WAVE, Louisville, Ky. Man On the Street.
- BLAINE, JOAN**  
NBC. The Valiant Lady.
- BLANC, MEL**  
CBS. Al Pearce and His Gang.
- BLANCHARD, LOWELL**  
WNOX, Knoxville, Tenn. Mid-day Merry-Go-Round, Swingstertime.
- BLAND, AL**  
WKCY, Cincinnati, Ohio. Morn Patrol.
- BLANK, REVEREND R. G.**  
WDGY, Minneapolis, Minn. Family Altar.
- BLANTON, ELIZABETH**  
KRBC, Abilene, Texas. What's New!
- BLOCK, MARTIN**  
WNEW, New York, N. Y. Make Believe Ballroom.
- BLOCK, VIVIAN**  
NBC. The Aldrich Family.
- BOND, JOHNNY**  
CBS. Gene Autry's Melody Ranch.
- BOTSWORTH, JAMES**  
CBS. Second Husband.
- BOUCHER, V.**  
CKCH, Hull, Que. Le Reveil Rural.
- BOUCHLEY, BILL**  
Romance of Helen Trent, CBS, Womn In White CBS, Guiding Light NBC.
- BOWES, MAJOR EDWARD**  
CBS. Major Bowes' Original Amateur Hour.
- BRADFORD, JOHN**  
WHDL, Olean, N. Y. From the Poet's Corner.
- BRADLEY, TRUMAN**  
NBC. Union Oil Program. Hollywood Playhouse.
- BRAHAM, HORACE**  
CBS. Woman of Courage.
- BRANDLOW, BELLE**  
WMRO, Aurora, Ill. Friendly Hour.
- BRAYTON, MARGARET**  
Al Pearce and His Gang CBS, Little Ol' Hollywood NBC.
- BRECKNER, GARY**  
KNX, Los Angeles, Calif. Catalina Fun Quiz, Catalina Mailbar, Meet the Missus.
- BREMNER, MURIEL**  
CBS. Road of Life.
- BRENNEMAN, TOM**  
KNX, Los Angeles, Calif. Answer Auction, Spelling Bee Limer. Good Afternoon Neighbor.
- BRENT, BARBARA**  
WFAA, Dallas, Texas.
- BRICE, FANNY**  
NBC. Good News of 1940, Maxwell Party.
- BRICKERT, CARLTON**  
NBC. The Story of Mary Marlin, Girl Alone, Houseboat Hannah, Show Boat, Thunder over Paradise.
- BRINK, VIRGINIA**  
KMPC, Beverly Hills, Calif. Policewoman Christie.
- BRODERICK, EARNEST**  
WMBS, Uniontown, Pa. Saturday Evening Jamboree.
- BROOKS, THOMAS**  
KGB, San Diego, Calif. Look at Books with Tom Brooks.
- BROWN, ALLEN**  
WMHA, Annistotn, Ala. Views and Interviews.
- BROWN, BILL**  
WLPM, Suffolk, Va. Dream River.
- BROWN, FRANK**  
WCCO, Minneapolis-St. Paul, Minn. Sunrisers.
- BROWN, HIRMAN**  
CBS. Joyce Jordan, Girl Interne.
- BROWN, JOHN LEE**  
KMPC, Beverly Hills, Calif. Hollywood Chatterbox.
- BROWN, MARY**  
WSUN, St. Petersburg, Fla. Cooking School of Air.
- BROWN, VIRGINIA**  
NBC. Ellen Randolph.
- BRUCE, NIGEL**  
NBC. The Adventures of Sherlock Holmes.
- BRUSH, ALBERT**  
KMPC, Beverly Hills, Calif. Meet the Author.
- BRYAN, ARTHUR Q.**  
CBS. Al Pearce and His Gang.
- BRYAN, WARREN**  
CBS. Our Gal Sunday
- BRYANT, GOEFFREY**  
NBC. Death Valley Days.
- BUFFUM, JESSE**  
WEEL, Boston, Mass. Farmers' Almanac of the Air.
- BULL, HOWARD**  
KVOA, Tucson, Ariz. Old Observer, Crusade for Safety.
- BUNCE, ALAN**  
CBS. Young Doctor Malone.
- BURDICK, CORNELIA**  
KPO, San Francisco, Calif. Dr. Kate.
- BURNS, BOB**  
NBC. Kraft Music Hall.
- BURNS, GEORGE**  
CBS-NBC. Burns and Allen.
- BUTTERFIELD, HERBERT**  
NBC. Kitty Keene, Jack Armstrong, girl Alone, Tom Mix.
- BUTTERFIELD, PRUDY**  
WMBC, Detroit, Mich. Children's Safety Club.
- BUTTERWORTH, WALLY**  
CBS. Vox Pop.
- BYERS, BILLIE**  
NBC. Hawthorne House.

— C —

- CALDWELL, ORESTES H.**  
NBC. Radio Magic.
- CALL, MARIAN**  
WNOE, New Orleans, La. Hi-Lites from Hollywood, Women's World.
- CALLAHAN BROTHERS**  
KRLD, Dallas, Texas.
- CALVERT, REV. G. R.**  
CJRC, Winnipeg, Manitoba. Morning Devotions.
- CAMERON, W. J.**  
CBS. Ford Sunday Evening Hour.
- CAMP, DEL**  
Vagabond Dreams.
- CAMPBELL, MARVEL**  
WAIR, Winston-Salem, N. C. Art of Entertaining.
- CANTOR, EDDIE**  
NBC. Time to Smile.
- CARD, CLELLAN**  
WCCO, Minneapolis-St. Paul, Minn. Almanac of the Air, Saturday Ayem Open House, Sunrisers.
- CARD, KATHRYN**  
NBC. The Story of Bud Barton, Uncle Walter's Doghouse, Girl Alone.

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AND

GRACIE  
ALLEN

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HORMEL  
(C.B.S.)



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*Betty Garde*

# RADIO ARTISTS

- CAREY, MACDONALD**  
NBC. Ellen Randolph, Stella Dallas, Linda Dale.
- CARLINE, BILL**  
WNOX, Knoxville, Tenn. Mid-day Merry-Go-Round.
- CARLINE, CLIFF**  
WNOX, Knoxville, Tenn. Mid-day Merry-Go-Round.
- CARLON, FRANCIS**  
NBC. The Story of Mary Marlin. The Story of Bud Barton. Girl Alone. Thunder Over Paradise.
- CARLON, LINDA**  
NBC. The O'Neills, The Parker Family.
- CARLSON, KENNETH**  
KMBC, Kansas City, Mo. Scrappy O'Brien and His Toy Band. Camel Caravan. Prairie Sweethearts. Penny Serenade. Rhythm Riders and Judy Allen. Brush Creek Follies. Early Birds Show. Dinner Bell Roundup.
- CARLTON, DEAN**  
CBS. Adventures of Ellery Queen.
- CARNEY, GRACE**  
CBS. Hilltop House.
- CARPENTER, CLIFF**  
CBS. Woman of Courage. We the Abbotts.
- CARSON, JACK**  
NBC. The Signal Carnival.
- CARSON, PAUL**  
NBC. One Man's Family.
- CASH, MARY**  
KFAR. Fairbanks, Alaska. The Woman's Radio Journal.
- CASKIN, HELENE M.**  
KYW. Philadelphia, Pa. Story Lady.
- CASSILL, PEGGY**  
WGNY. Newburgh, N. Y. Peggy's Kitchen.
- CAVANAUGH, EDDIE**  
WCFL, Chicago, Ill. Radio Gossip Club.
- CAVANAUGH, FANNY**  
WCFL, Chicago, Ill. Radio Gossip Club.
- CHALMERS, THOMAS**  
NBC. Pepper Young's Family.
- CHAPIN, MARTHA**  
KMPC, Beverly Hills, Calif. Policewoman Christie.
- CHARLTON, ELLA MAE**  
WJHO, Opelika, Ala. Mickey Mouse Club.
- CHASE, EDDIE**  
WIND, Gary, Ind. Off the Record.
- CHASE, ILKA**  
NBC. Luncheon at the Waldorf.
- CHESHIRE, HARRY "HAPPY"**  
KMOX, St. Louis, Mo. Ozark Varieties, Old Fashioned Barn Dance.
- CHEW, VIRGILIA**  
CBS. Adventures of Ellery Queen.
- CHILDREN, GEORGE**  
CFAR, Flin Flon, Manitoba, Legion Parade.
- CHILTON, RUTH**  
WSYR, Syracuse, N. Y. Ruth Chilton Matinee.
- CHOATE, HELEN**  
CBS. By Kathleen Norris.
- CHOTZINOFF, SAMUEL**  
NBC. NBC Symphony Orchestra.
- CLAIRE, HELEN**  
CBS-NBC. The O'Neills.
- CLARK, CLIFF**  
NBC. The Gilmore Circus.
- CLARK, J. BABEL**  
KNOW, Austin, Texas. Reed and Randle.
- CLARK, JOAN**  
WLEU, Erie, Pa. The Woman Listens.
- CLARK, RUTH**  
WSUN, St. Petersburg, Fla. Women of Our Town.
- CLARK, VIRGINIA**  
CBS. Romance of Helen Trent.
- CLIFFORD, JACK**  
NBC. The Gilmore Circus.
- CODY, HARRY**  
NBC. The Gilmore Circus.
- CODY, WAYNE**  
WIP, Philadelphia, Pa. Easy Does It.
- COHEN, BETTY RUTH**  
WLOG, Logan, W. Va. Radio Players Incorporated.
- COLBERT, JEAN**  
CBS. Young Doctor Malone.
- COLFMAN, NANCY**  
CBS. Young Doctor Malone.
- COLLINS, RAY**  
Cavalcade of America NBC, Martha Webster CBS.
- COLLINS, TED**  
CBS. Kate Smith Hour.
- COLLYER, CAROL**  
WFTL, Ft. Lauderdale, Fla. Gussie Gossip.
- COLLYER, CLAYTON**  
CBS. Kate Hopkins. Second Husband.
- COLONNA, JERRY**  
NBC. The Pepsodent Show.
- COLTON, KINGSLEY**  
CBS. My Son and I.
- CONKLIN, PEGGY**  
CBS. Big Sister.
- CONLEY, PATTY**  
CBS. Scattergood Baines.
- CONNOY, GLESS**  
KIRO, Seattle, Wash. Father Goose Comes To Town.
- CONTE, JOHN**  
CBS. It Happened in Hollywood.
- COOGAN, RICHARD**  
Young Doctor Malone CBS, Lone Journey NBC.
- COOK, DONALD**  
Martha Webster CBS, Mother of Mine NBC.
- COOK, PHIL**  
CBS. WABS. Morning Almanac.
- CORKLE, HUNTLEY**  
CFJC, Kamloops, B. C. Broadcast Theater.
- CORRELL, CHARLES J.**  
CBS. Amos 'n' Andy.
- COSTELLO, LOU**  
CBS. Kate Smith Hour.
- COTT, TED**  
NBC. So You Think You Know Music.
- COULE, HELEN**  
Hilltop House CBS, Ellea Randolph NBC.
- COUNCIL, HARRIET**  
WLPN, Suffolk, Va. Book Review.
- COWAN, GAY**  
WAAT, Jersey City, N. J. Gay Goes To Town.
- COWAN, JAMES**  
KFJM, Grand Forks, N. D.
- COWLEN, DELEVAN**  
WTAR, Norfolk, Va. Fashion and Thrift.
- CRABTREE, KATHERINE**  
KGB, San Diego, Calif. For Ladies Only.
- CRAIG, NANCY BOOTH**  
NBC. The Woman of Tomorrow. The Womereup Hour.
- CROCKER, BETTY**  
NBC. Betty Crocker Program.
- CROCKER, JIM**  
KRLD, Dallas, Texas.
- CROMWELL, RICHARD**  
CBS. Those We Love.
- CRONKHITE, GLADYS**  
NBC-KPO, San Francisco, Calif. International Kitchen.
- CROSBIE, GEORGE**  
WNAC, Boston, Mass. Voice of Apothecary.
- CROSBY, BING**  
NBC. Kraft Music Hall.
- CROSBY, BOB**  
NBC. Camel Caravan.
- CROSS, PAT**  
KMA, Shenandoah, Ia.
- CROSS, SKEET**  
KMA, Shenandoah, Ia.
- CROWDER, CONNIE**  
CBS. Right to Happiness.
- CROWLEY, MATTHEW**  
CBS. Life Can Be Beautiful.
- CRUMIT, FRANK**  
NBC. Battle of the Sexes.
- CRYSTAL, YVETTE**  
NBC. The Story of Bud Barton.
- CUNEEN, NORA**  
NBC. Uncle Ezra's Radio Station EZRA.
- CURTIN, JOSEPH**  
CBS. Second Husband, Hilltop House.
- CURTIS, MARGARET**  
CBS. Hilltop House.

## — D —

- DALTON, JANE**  
WSFA, Spartanburg, S. C.
- DAMEREL, DONNA**  
CBS. Myrt and Marge.
- DAMON, LESTER**  
NBC. Lone Journey.
- DANE, FRANK**  
NBC. Arnold Grimm's Daughter, The Story of Mary Marlin.
- DAVANT, MARY**  
WBT, Charlotte, N. C. Woman's World, Young America on the Air.
- DAVENPORT, MARY**  
KMPC, Beverly Hills, Calif. Policewoman Christie.
- DAVIDSON, GRETCHEN**  
CBS. Martha Webster.
- DAYIES, LYNNE**  
WAIR, Winston-Salem, N. C. Lynne Davies' Notebook.
- DAVIS, EDITH**  
CBS. Stepmother.
- DAVIS, MAUDE**  
CBS. Kate Smith Hour.
- DAVIS, OSCAR**  
WBEN, International House Party.



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**DAWLEY, MARY**  
NBC. This Moving World.

**DAY, DOROTHY**  
CBS. Romance of Helen Trent.

**DAYS, BILL**  
NBC. CBS. MBS.

**DEAN, BOBBE**  
NBC. Hawthorne House.

**DeCAMP, ROSEMARY**  
CBS. Dr. Christian.

**DeKOVEN, ROGER**  
Life Can Be Beautiful CBS-  
NBC. The Light of the  
World NBC, Against The  
Storm NBC.

**DeMILLE, CECIL B.**  
CBS. Lux Radio Theatre.

**DENLING, BILL**  
NBC. Show Boat.

**DENNETT, JACK**  
CJRC. Winnipeg, Manitoba.  
Toast and Marmalade.

**DENNIS, ALBERT N.**  
WJSV. Washington, D. C.  
Labor News Review.

**DENNIS, MARJORIE**  
WAPI. Birmingham, Ala.  
Story Lady.

**DENNY, JR., GEORGE V.**  
NBC. America's Town Meet-  
ing of the Air.

**DEVINE, ANDY**  
NBC. The Jello Program.

**DEVITT, ALAN**  
NBC. Against The Storm,  
The Man I Married.

**De WIT, JACQUELINE**  
Helen Hayes CBS. Easy Aces  
NBC. Lorenzo Jones NBC.

Second Husband CBS, Bob  
Hope Show NBC, Jergens  
Journal NBC, Ripley, Believe  
It or Not CBS.

**DEZIEL, P.**  
CKCH, Hull, Que. Le Petite  
Theatre do l'Outaouais.

**DIAMOND, STEPHANIE**  
KDKA, Pittsburgh, Pa. Bernie  
Armstrong At the Organ.

**DICKSON, NANCY**  
WJHO, Opelika, Ala. Cole-  
man Family.

**DICORSIA, TED**  
CBS. Adventures of Ellery  
Queen.

**DieHL, ED**  
WSB, Atlanta, Ga.

**DieHL, ILKA**  
CBS. Romance of Helen  
Trent.

**DONALD, PETER**  
NBC. Bright Ideas Club.

**DONNELLY, JIMMY**  
Hilltop House CBS, The O'-  
Neills CBS-NBC, Martha Web-  
ster.

**DONNELLY, TOMMY**  
Second Husband CBS, Young  
Widder Brown NBC.

**DOOLEY, JIM**  
WSTV, Steubenville, Ohio.  
Backstage.

**DOPHEIDE, HAZEL**  
NBC. L'l Abner.

**DOUGLAS, DON**  
American School of Air CBS.  
Friend in Need CBS, Grand  
Central Station CBS, Lincoln

Highway NBC. Five Star Final  
WMCA.

**DOUGLAS, DOUG**  
KFAC, Los Angeles, Calif.  
The Funny Paper Man.

**DOWLING, JEANNETTE**  
NBC. Road of Life.

**DOWLING, ZEEK**  
WWNC. Asheville, N. C.  
Around The Movie Dial.

**DOYLE, LEONARD**  
NBC. Mr. District Attorney.

**DRAKE, ALLEN**  
CBS. Adventures of Ellery  
Queen.

**DRAKE, GALEN**  
KSFO, San Francisco, Calif.  
Housewives' Protective  
League.

**DRAPER, LEE**  
WICC, Bridgeport, Conn. Your  
Old Timer.

**DuBOIS, HENRY**  
WSAV, Savannah, Ga. Saga  
of Savannah.

**DUDLEY, DONALD**  
NBC. Hawthorne House.  
Mine to Cherish.

**DUDLEY, DORIS**  
CBS. Meet Mister Meek.


**DUGAN, BETTY**  
WWSW, Pittsburgh, Pa.  
Campus Scout Craddock.


**DUMAS, HELEN**  
CBS. Young Doctor Malone.

**DUMAS, HELENE**  
NBC. Ellen Randolph.

**DUMKE, RALPH**  
CBS. Martha Webster.

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- DuMOND, JOE**  
WENT-WMAQ, Chicago, Ill.  
Josh Higgins of Finchville.
- DUNCAN, BILL**  
WSUN, St. Petersburg, Fla.  
Let's Relax.
- DUNLAP, PATRICIA**  
CBS, Bachelor's Children.
- DUNSTEDTER, EDDIE**  
CBS.
- DUNWOODY, RUSSELL**  
KUOA, Siloam Springs, Ark.  
Poetic Meditations.
- DUTTON, MYRON**  
NBC, I Love A Mystery, One  
Man's Family, Who Sang It,  
Musical Solace, Speaking of  
Glamour.
- E —
- EALES, VESTA**  
WJSV, Washington, D. C.  
Book Lady.
- EARI, CRAIG (Prof Quiz)**  
CBS, Professor Quiz.
- EAST, ED**  
Ask-It-Basket CBS, Breakfast  
In Bedlam NBC, White Rose  
Tea Quiz NBC.
- EASTMAN, CARL**  
Life Can Be Beautiful CBS-  
NBC, This Small Town NBC,  
The Light of the World NBC.
- EDWARDS, A. F.**  
KWFT, Wichita Falls, Texas.  
World Affairs.
- EDWARDS, EDDIE**  
KMBC, Kansas City, Mo.
- Happy Kitchen, Brush Creek  
Follies, Dinner Bell Roundup.
- EDWARDS, EDNA**  
KGO, San Francisco, Calif.  
The Five Edwards.
- EDWARDS, JOHN**  
KGO, San Francisco, Calif.  
The Five Edwards.
- EDWARDS, RALPH**  
NBC, Truth Or Consequences.
- EDWARDS, SAM**  
KGO, San Francisco, Calif.  
The Five Edwards.
- EDWARDS, SONNY**  
NBC, One Man's Family.
- EGAN, AUDREY**  
CBS, We The Abbotts.
- EGAN, JOHN**  
WHIP, Hammond, Ind. Amer-  
ica Talks It Over.
- EGELSTON, CHARLES**  
NBC, Oxydol's Own Ma Per-  
kins.
- EIGEN, JACK**  
WMCA, New York, N. Y.  
Bright Show.
- FITZEN, LEE**  
KWLC, Decorah, Ia. Master-  
works.
- ELDER, NEL**  
KOB, Albuquerque, N. M.  
Movie Man.
- ELDERS, HARRY**  
CBS, Woman In White.
- ELLEN, MINETTA**  
NBC, One Man's Family.
- ELLIOTT, MARIE**  
WLPM, Suffolk, Va. WLPM  
Theater Guild.
- ELLIOTT, WALLACE**  
NBC, Night Editor.
- ELLS, CAROLINE**  
KMBC, Kansas City, Mo. Car-  
oline's Golden Store, River To  
The Sea.
- ELLS, CHRISTOPHER**  
CFCF, Montreal, Que. The  
Book Reviews.
- ELLSTROM, SIDNEY**  
The Story of Bud Barton NBC,  
Thunder Over Paradise NBC,  
Arnold Grimm's Daughter  
NBC, The Story of Mary Mar-  
lin NBC, Tom Mix Straight  
Shooters NBC, Right to Hap-  
piness CBS.
- ELLMAN, DAVE**  
CBS, Hobby Lobby.
- ELMER, ARTHUR**  
Meet Mr. Meek CBS, Society  
Girl CBS, Fred Allen Pro-  
gram NBC, Tommy Riggs Pro-  
gram NBC, Myrt and Marge  
CBS, Columbia Workshop  
CBS, Valiant Lady CBS.
- ELSON, ISABEL**  
CBS, Young Doctor Malone.
- ELSTNER, ANNE**  
NBC, Stella Dallas.
- EMERY, BOB**  
WOR, New York, N. Y. Big  
Brother, Rainbow House, This  
Wonderful World.
- ENGLE, CLIFF**  
NBC, Good Morning Tonite,  
Mine To Cherish.

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**ERLENBORN, RAY**  
CBS. Texaco Star Theatre.  
**EVANSON, EDITH**  
KMPC, Beverly Hills, Calif.  
Policewoman Christie.  
**EVERETT, ETHEL**  
CBS. We the Abbotts.  
**EVERETT, LEE**  
WRC, Washington, D. C.  
**EVERETT, MEMTO**  
NBC. Arnold Grimm's Daughter.

— **F** —

**FADEL, RAY**  
KLO, Ogden, Utah. Night Hawk Hour.  
**FADIMAN, CLIFTON**  
NBC. Information Please.  
**FALLON, HENRY**  
WGNY, Newburgh, N. Y. Stamp Collector.  
**FAREY, EDWARD**  
CFAR, Flin Flon, Manitoba, Uncle Ed.  
**FARNUM, WILLIAM**  
NBC. Speak Up America. Wings of Destiny.  
**FAUST, GILBERT**  
NBC. Oxydol's Own Ma Perkins, Houseboat Hannah.  
**FELTON, VERNA**  
NBC. Jello Program Starring Jack Benny, Little Ol' Hollywood.  
**FENNELLY, PARKER**  
Ellen Randolph NBC. Valiant Lady NBC, Kate Smith Hour CBS.

**FIELDS, JOE**  
WTOL, Toledo, Ohio. Garden of Memories.  
**FILLBRANDT, LAURETTE**  
NBC. Li'l Abner, Girl Alone, Thunder Over Paradise.  
**FIRESTONE, JR., ED**  
Woman In White CBS, Hawthorne House NBC.  
**FITCH, LOUISE**  
Romance of Helen Trent CBS, Oxydol's Own Ma Perkins NBC, Houseboat Hannah NBC, Kitty Keene NBC.  
**FITZGERALD, ED.**  
WOR. New York, N. Y. Book-talk, Backtalk and Small Talk.  
**FITZGERALD, PEGEEN**  
WOR. New York, N. Y. Things Interest Me.  
**FITZMAURICE, MICHAEL**  
CBS. When A Girl Marries, Myrt and Marge.  
**FLAGLER, CHARLIE**  
KRNT-KSO, Des Moines, Ia. Kiddie's Party, Hawkeye Dinnertime, Cheerful Charlie Flagler.  
**FLEMING, D. F.**  
WSM, Nashville, Tenn. American Family Forum.  
**FLYNN, BERNARDINE**  
Vic and Sade NBC, Right to Happiness CBS.  
**FLYNN, BESS**  
CBS. Martha Webster.  
**FOLEY, BERNICE**  
WRR. Cincinnati, Ohio. Book Looks.

**FONE, ROY**  
CBS. Our Gal Sunday.  
**FORBES, MURRAY**  
NBC. Oxydol's Own Ma Perkins.  
**FORD, CHRIS**  
CBS. Romance of Helen Trent.  
**FORD, WHITEY**  
NBC, Plantation Party.  
**FOSDICK, DR. HARRY EMERSON**  
NBC. National Vespers.  
**FOSS, MARGARET**  
WDAY, Fargo, N. D. At Home With Margaret Foss.  
**FOSTER, JANE**  
WTMV, East St. Louis, Ill. Woman's Magazine of the Air.  
**FOTOU, ALEC**  
WSB, Atlanta, Ga.  
**FOX, FRANK**  
WBTH, Williamson, W. Va. Waker-Upper.  
**FOX, LUACINE**  
KSL, Salt Lake City, Utah. Story Telling Time.  
**FOX, TEMPLETON**  
CBS. Kate Hopkins.  
**FRAME, GRACE MADALON**  
WSUN, St. Petersburg, Fla. Golden Thoughts.  
**FRAMER, WALT**  
WWSW, Pittsburgh, Pa. Footlights and Stardust.  
**FRANCIS, ARLENE**  
NBC. What's My Name.  
**FRANCIS, DOROTHY**  
Road of Life CBS-NBC, Back-



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stage Wife NBC, The Story of Bud Barton.  
**FRANKLIN, CLYDE**  
 CBS. By Kathleen Norris.  
**FRANKLIN, MARY ELLEN**  
 WNEW, New York, N. Y. Is This You?  
**FREEMAN, FLORENCE**  
 NBC. Young Widder Brown.  
**FRENCH, CLAUDINE**  
 KWFT, Wichita Falls, Texas. Woman's Page of the Air.  
**FRIDELL, VIVIAN**  
 NBC. Backstage Wife.  
**FROST, ALICE**  
 CBS. Big Sister.  
**FULLER, BARBARA**  
 CBS. Second Husband, Scattergood Baines.  
**FUNT, JULIAN**  
 CBS. Joyce Jordan, Girl Intermé.

— G —

**GERRARD, CHARLES**  
 NBC. Hawthorne House, Mine To Cherish.  
**GERSON, BETTY LOU**  
 Woman In White CBS, The Story of Mary Marlin.  
**GILBERT, JANICE**  
 Second Husband CBS, Stepmother CBS, Hilltop House CBS, The O'Neills NBC-CBS.  
**GILL, FRANK**  
 NBC. Show Boat.  
**GILL, PAUL**  
 WMBD, Peoria, Ill. Old Folks, Nightfall.  
**GILLEN, DOLORES**  
 NBC. Against The Storm, Raising A President.  
**GILLILAN, STRICKLAND**  
 WJSV, Washington, D. C. Story Swap.  
**GILLIS, DELLE**  
 KDKA, Pittsburgh, Pa. Treasure Trails.  
**GILLIS, REV. JAMES**  
 NBC. The Catholic Hour.  
**GILMORE, MARGALO**  
 CBS. Big Sister.  
**GILMAN, PAGE**  
 NBC. One Man's Family.  
**GILMAN, TONI**  
 CBS. Martha Webster.  
**GILMORE, LOWELL**  
 CBS. Adventures of Ellery Queen.  
**GLASS, DORINE**  
 WSAV, Savannah, Ga. Saga of Savannah.

**GODFREY, ARTHUR**  
 WJSV, Washington, D. C. The Sun Dial.  
**GOLDBERG, RUBIN**  
 WLTH, New York, N. Y. Album of Humor.  
**GOODRICH, ROGER**  
 WOLF, Syracuse, N. Y. 1500 Club, Sandman's Serenade.  
**GORDON, RICHARD**  
 NBC. The Bishop and the Gargoyle.  
**GOSDEN, FREEMAN F.**  
 CBS. Amos 'n' Andy.  
**GOSS, JAMES**  
 NBC. Jack Armstrong.  
**GOTHARD, DAVID**  
 Hilltop House CBS. The Light of the World NBC.  
**GOTTLIEB, BILL**  
 WRC, Washington, D. C. Question Market.  
**GOTTSCHALK, NORMAN**  
 NBC. Backstage Wife, Houseboat Hannah.  
**GOULD, BUD**  
 KFBI, Wichita, Kans. La Cantina.  
**GOULD, MITZI**  
 Life Can Be Beautiful CBS-NBC. The Parker Family NBC, Raising A President NBC.  
**GRAHAM, FRANK**  
 KNX, Los Angeles, Calif. Nightcap Yarns, Sunrise Salute, Calling All Cars.  
**GRAINGER, SHARON**  
 NBC. Arnold Grimm's Daugh-



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CBS—"Big Town," "A Friend in Deed," etc.

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ter, The Story of Bud Barton,  
The Story of Mary Marlin.  
**GRAU, PHIL**  
WEMP, Milwaukee, Wisc. Ra-  
diorials.  
**GRAYSON, SHANNON**  
WNOX, Knoxville, Tenn. Mid-  
day Merry-Go-Round.  
**GREAZA, WALTER**  
CBS. Adventures of Ellery  
Queen.  
**GREEN, ART**  
WHN, New York, N. Y.  
Housewives' Program.  
**GREEN, JANE**  
NBC. Painted Dreams.  
**GREEN, WM.**  
CBS. Romance of Helen Trent.  
**GREENSLIT, JANE**  
NBC. Painted Dream.  
**GREENWAY, DOROTHY**  
CFAR, Flin Flon, Manitoba.  
CFAR Barn Dance.  
**GREENWOOD, EUNICE**  
WTHH, Hartford, Conn.  
**GREY, NAN**  
CBS. Those We Love.  
**GRIFFIN, BOB**  
Woman in White CBS, The  
Story of Mary Marlin NBC.  
**GRIFFIN, KEN**  
CBS. Road of Life.  
**GRIFFIN, VERA**  
KMPC, Beverly Hills, Calif.  
Policewoman Christie.  
**GRIFFIS, BILL**  
KMPC, Beverly Hills, Calif.  
Policewoman Christie.

**GRIFFITH, HOMER**  
KECA, Los Angeles, Calif.  
Mid-Morning Jamboree.  
**GRIGGS, NELSON**  
WGNV, Newburgh, N. Y. Auc-  
tion Mart.  
**GROVES, PAUL**  
WDZ, Tuscola, Ill.  
**GUEST, EDGAR A.**  
NBC. A Heap O' Livin'.  
**GUEST, FRED**  
WDGY, Minneapolis, Minn.  
Health Club.  
**GUILBERT, ROBERT**  
NBC. Story of Mary Marlin.  
**GUNN, TOM**  
CBS. Our Gal Sunday.

— H —

**HACKETT, ELMA LATTA**  
KROW, Oakland, Calif. Friend-  
ly Homemaker.  
**HAGEN, HARRY, DR.**  
NBC. True or False.  
**HAILEY, EVELYN**  
WAPO, Chattanooga, Tenn.  
**HALE, FRAN**  
CBS. Young Doctor Malone.  
**HALEY, AMBROSE**  
NBC. Hoosier Hop.  
**HALL, FRED**  
NBC. Fields and Hall.  
**HALL, HELEN**  
WAIM, Anderson, S. C. Magic  
Melodie.  
**HALL, WILLARD "DOC"**  
KECA, Los Angeles, Calif.  
Tune Out Time.

**HALLBAUER, LAUBETTA**  
WEDC, Chicago, Ill. Poetic  
Moods.  
**HALLOCK, TED**  
KEX-KGW, Portland, Ore.  
**HANLON, TOM**  
KNX, Los Angeles, Calif. Mid-  
night Merry-Go-Round, Sports  
Round-up, Answer Auction.  
**HANNAN, MARJORIE**  
CBS. Bachelor's Children.  
**HANSON, MAJOR J. M.**  
WPID, Petersburg, Va. The  
Cookade City.  
**HARCOURT, JEAN**  
KMPC, Beverly Hills, Calif.  
Policewoman Christie.  
**HARRIS, ARLENE**  
CBS. Al Pearce and His Gang.  
**HARRIS, HARRIET**  
WOW, Omaha, Nebr.  
**HARRIS, LESLIE**  
KQAM, Miami, Fla. Man In  
the Street, Musical Quiz, 560  
Club.  
**HART, CARL**  
WBTH, Williamson, W. Va.  
As We See Them.  
**HASTINGS, BOBBY**  
Pretty Kitty Kelly NBC, Hill-  
top House CBS, Set Sail NBC,  
Our Barn NBC, Coast to Coast  
on a Bus NBC.  
**HAWK, BOB**  
CBS. Take It or Leave It.  
**HAWKINS, LEW**  
KMA, Shendoah, Ia.

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*"Hilltop House"  
CBS*



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*"Prof. Allen" in "Against the Storm"  
"Pharaoh" in "Light of the World"  
Narrator on "Jury Trials"  
"Gangbusters"  
"Second Husband"  
"Grand Central Station"  
"Death Valley"  
"Workshop"*



• • • **RADIO ARTISTS** • • •

**HAWTHORNE, BEN**  
WTIC, Hartford, Conn. G. Fox Morning Watch.

**HAY, GEORGE D.**  
WSM, Nashville, Tenn. Grand Ole Opry.

**HAYES, ALBERT**  
CBS, Woman of Courage.

**HAYES, HELEN**  
CBS, Helen Hayes Theatre.

**HAYES, SAM**  
NBC, Sam Hayes, The Weekly Spectator.

**HAYS, HARVEY**  
NBC, Words and Music, Forest Rangers, Cameos of New Orleans, The Story of Mary Marlin.

**HAYS, MAY BRADSHAW**  
WICC, Bridgeport, Conn. Dear Reader.

**HAYWOOD, JOYCE**  
Manhattan At Midnight NBC, On Your Job NBC, Friend Indeed CBS.

**HEALD, DR. B. M.**  
WVFW, Brooklyn, N. Y. God Behind the Headlines.

**HEALY, TIM (Capt.)**  
NBC, Calling All Stamp Collectors, Capt. Tim Healy Stamp Club.

**HEARNE, JOHN**  
CBS, Scattergood Baines.

**HEATTER, GABRIEL**  
CBS, We, The People.

**HECKSCHER, ELIZABETH**  
CBS, Woman of Courage.

**HEDGE, RAY**  
CBS, Myrt and Marge.

**HEDLUND, GUY**  
WTIC, Hartford, Conn. Playhouse.

**HEEN, GLADYS**  
NBC, Guiding Light.

**HEMUS, PERCY**  
Road of Life CBS-NBC, The Adventures of Tom Mix NBC.

**HENRY, BILL**  
KNX, Los Angeles, Calif. The World Today, Second Wife, Sunrise Salute.

**HERSHOLT, JEAN**  
CBS, Dr. Christian.

**HERSON, BILL**  
WBAL, Baltimore, Md. Round The Breakfast Table, Breakfast Time, Herson In Person.

**HERZENBERG, HERB**  
KROW, Oakland, Calif. Fair Warning, Safety Sentinels.

**HEWITT, ALAN**  
CBS, My Son and I.

**HEWSON, ISABEL MANNING**  
NBC, Shopping Advice.

**HIGBY, MARY JANE**  
CBS, When A Girl Marries.

**HIGLEY, WILLIS**  
KOL, Seattle, Wash. ABC Sentinel.

**HILL, ALICE**  
NBC, Backstage Wife, Painted Dreams.

**HILLIARD, BECKY MARTIN**  
WGH, Newport News, Va. Little Chatterbox Lady.

**HISNER, HANK**  
WCLE-WHK, Cleveland, Ohio. Helping the Farmer.

**HITCHCOCK, MR. A. S.**  
WTIC, Hartford, Conn. How to Enter Contests and Win.

**HIK, JOHN**  
CBS, Strange as It Seems.

**HODGES, GIL**  
WTAG, Worcester, Mass. For Men Only.

**HODIAK, JOHN**  
NBC, Li'l Abner, Arnold Grimm's Daughter, Girl Alone, Thunder Over Paradise.

**HOFFA, PORTLAND**  
Texaco Star Theater CBS, The New Fred Allen Show NBC.

**HOFFMAN, HOWARD**  
CBS, Romance of Helen Trent.

**HOGAN, CLAUDINE**  
KRLH, Midland, Texas. For the Women.

**HOLBROOK, JOHN**  
Life Can Be Beautiful CBS-NBC.

**HOLDEN, EDDIE**  
NBC, Frank Watanabe and the Hon. Archie.

**HOLE, JONATHAN**  
NBC, Oxydol's Own Ma Perkins.

**HOLLAND, CHARLOTTE**  
CBS, Joyce Jordan, Girl Internette.

**HOLLAND, RICHARD**  
NBC, Bud Barton.

**HOPE, BOB**  
NBC, The Pepsodent Show.

**HOPKINS, CHICKIE**  
WDZ, Tuscola, Ill. Corn Crib Hoe Down.



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"AMERICAN SCHOOL OF THE AIR"	"TEXACO STAR THEATRE"
"DR. CHRISTIAN"	"DR. CHRISTIAN"



## RADIO ARTISTS

**HOPPER, HEDDA**  
CBS. Hedda Hopper's Hollywood.

**HORTON, BERT**  
NBC. Hawthorne House, Doctor Kate.

**HOUSE, BILLY**  
CBS. Al Pearce and His Gang.

**HOWARD, EUNICE**  
NBC. Pepper Young's Family.

**HOWARD, FRED**  
NBC. Oxydol's Own Ma Perkins.

**HOWARD, TOM**  
CBS. Pipe Smoking Time.

**HOWROYD, CHARLES**  
WGN, Newburgh, N. Y. Bowler On the Air.

**HOYLE, EDDIE**  
WIP, Philadelphia, Pa. Nine O'clock Scholars.

**HUBBARD, IRENE**  
CBS. Hilltop House, Our Gal Sunday

**HUBLER, WYNN**  
WNAX, Yankton, S. D. Ways to Win.

**HUGHES, ARTHUR**  
NBC. Just Plain Bill.

**HUGHES, RICCA**  
WSB, Atlanta, Ga. WSB Barn Dance.

**HUGHES, TOMMY**  
CBS. Young Doctor Malone.

**HULICK, BUDD**  
NBC. What's My Name.

**HULL, JOSEPHINE**  
CBS. The O'Neills.

**HULL, MARTHA**  
WDZ, Tuscola, Ill. Women Just Women.

**HUNG, JOSEPHINE**  
WARD, Brooklyn, N. Y. American Chinese Program.

**HUNNICUTT, MIKE**  
WKRC, Cincinnati, Ohio. Dawn Patrol. Mike The Breadman.

**HUNTER, CECIL**  
KASA, Elk City, Okla. Elmer Goofus Hoskins.

**HUNTER, HENRY**  
Woman in White CBS, Girl Alone NBC. Uncle Sam's Forest Rangers NBC, Thunder Over Paradise NBC, The Story of Bud Barton NBC, Wings of Destiny NBC. Arnold Grimm's Daughter NBC.

**HYND, JUNE**  
NBC. Guest Book.

### — I —

**IDELSON, WILLIAM**  
NBC. Vic and Sade. Thunder Over Paradise.

**INGRAM, REX**  
NBC. Against the Storm.

**IVES, RAYMOND**  
CBS. Portia Faces Life.

### — J —

**JACKSON, JOSEPH HENRY**  
KGO. San Francisco, Calif. Bookman's Notebook.

**JACOBSEN, MARTIN**  
WCFL, Chicago, Ill. Music Lovers' Program, The Opera Program.

**JACOBSON, ARTHUR**  
NBC. Thunder Over Paradise. Girl Alone, Wings of Destiny.

**JACOBSON, MOLLIE**  
WLTH, New York, N. Y. Jewish American Cooking School of the Air.

**JAEGER, ELLSWORTH**  
WEBR, Buffalo, N. Y. Wonder Trails of the Air.

**JAMES, GEE GEE**  
CBS. Hilltop House.

**JAMESON, HOUSE**  
NBC. The Aldrich Family.

**JANAVER, RICHARD**  
CBS. Myrt and Marge.

**JANES, LEILA**  
KFIZ, Fond du Lac, Wisc. Book Chat.

**JANNEY, LEON**  
NBC. The Parker Family.

**JARL, EDWIN**  
WARD, Brooklyn, N. Y. Northcape Serenade.

**JARMAN, FRANCES**  
WDNC, Durham, N. C. To the Ladies. Fashion Leader.

**JASPER, LEON**  
CBS. Hilltop House.

**JEAN, SANDRA**  
WLPN, Suffolk, Va. Women in the News.

**JEFFRIES, JIMMY**  
WFAA, Dallas, Texas.



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"Beyond These Valleys" "The World Is Yours"

RADIO ARTISTS

**JELLISON, ROBERT** . .  
NBC. The Story of Mary Mar-  
tin, Girl Alone.

**JENKINS, BILL**  
Back to Work.

**JENKINS, DEAN A.**  
WNEW, New York, N. Y. Am-  
bassador at Large.

**JENSEN, KATHALEEN**  
KROW, Oakland, Calif. The  
Hostess Room.

**JEROME, ED**  
Second Husband CBS. When  
a Girl Marries CBS, Cavalcade  
of America NBC, The Man I  
Married NBC.

**JOHNSON, BESS**  
CBS. Hilltop House.

**JOHNSON, EDWARD**  
NBC. Metropolitan Opera Au-  
ditions of the Air.

**JOHNSON, PARKS**  
CBS. Vox Pop.

**JOHNSON, RAY**  
CBS. Joyce Jordan, Girl In-  
terne.

**JOHNSON, ROBERT LEE**  
KECA-KFI, Los Angeles, Calif.  
G Bridge Club.

**JOHNSON, SETH**  
WDEV, Waterbury, Vt. Twi-  
light Hour.

**JOHNSTONE, BILL**  
NBC. Cavalcade of America.  
Valiant Lady.

**JONES, DOROTHY RAE**  
WFAA, Dallas, Texas.

**JONES, GINGER**  
CBS. Romance of Helen Trent.

**JORDAN, JACK**  
NBC. The O'Neills.

**JORDAN, JIM**  
NBC. Fibber McGee and Molly.

**JORDAN, MARION**  
NBC. Fibber McGee and Molly.

**JOSSLYN, CATHERINE**  
KFIZ, Fond du Lac, Wisc.  
Magic Casements.

**JOSTYN, JAY**  
Hilltop House CBS, Second  
Husband CBS, Mr. District At-  
torney NBC, The Parker Fam-  
ily NBC, This Small Town  
NBC.

**JUDY, GENEVIEVE**  
WGNY, Newburgh, N. Y.  
Homemakers Hour.

**JUVELIER, JEANNE**  
NBC. Arnold Grimm's Daugh-  
ter, Guiding Light.

— K —

**KACKLEY, OLIVE**  
WCKY, Cincinnati, Ohio. Pro-  
logue.

**KADILL, CARLTON**  
CBS. Right to Happiness, Ro-  
mance of Helen Trent.

**KAMMAN, BRUCE**  
NBC. Uncle Ezra's Radio Sta-  
tion EZRA.

**KANE, JOHN**  
NBC. Pepper Young's Family.

**KARNEY, BEULAH**  
KMBC, Kansas City, Mo. Hap-  
py Kitchen.

**KAUFMAN, IRVING**  
Commercial Spots.

**KAY, BONITA**  
NBC. The Story of Bud Bar-  
ton, Houseboat Hannah, Ar-  
no'd Grimm's Daughter, Back-  
stage Wife.

**KAYE, NETA**  
KFBI, Wichita, Kans. Net  
Kaye's Hollywood Notebook.

**KEATING, LARRY**  
NBC. Professor Puzzlewit,  
Benny Walker's Homestead  
Amateur Program.

**KEFAUVER, DEAN GRAYSON**  
NBC. American Education  
Forum.

**KEITH, IAN**  
NBC. The Story of Bud Bar-  
ton, Thunder Over Paradise,  
Kitty Keene, Girl Alone.

**KELK, JACKIE**  
Hilltop House CBS. Coast to  
Coast on a Bus NBC. The Al-  
dritch Family NBC, Ellen Ran-  
dolph NBC, Mother of Mine  
NBC.

**KELLER, ARLOWAYNE**  
WIBA, Madison, Wisc. Shop-  
ping with Arlowayne.

**KELLY, JOE**  
NBC. The National Barn  
Dance, Quiz Kids.

**KERR, DON**  
WBT, Charlotte, N. C. Hol-  
lywood Headlines.

**KERR, PHIL**  
KFSG, Los Angeles, Calif.  
Voice of First Nighter.

**KIERAN, JOHN**  
NBC. Information Please.



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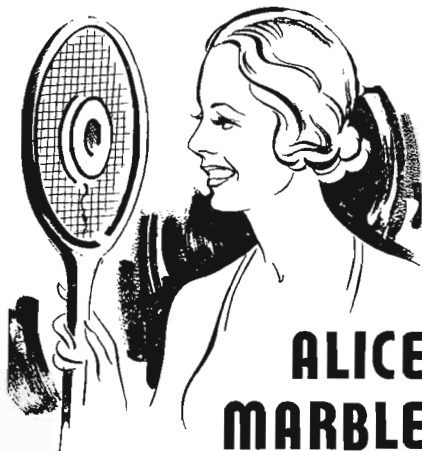
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(4th year)

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• • • **RADIO ARTISTS** • • •

**KILGALLEN, ELEANOR**  
 Superman MBS, Society Girl  
 CBS, Meet Miss Julia MBS,  
 Listener's Playhouse NBC, An-  
 gel of Mercy MBS, Command  
 Performance MBS, Bishop and  
 the Gargoyle NBC.

**KILPACK, BENNETT**  
 NBC. Mr. Keen Tracer of Lost  
 Persons, Young Widder Brown.

**KING, DAVE**  
 WEDC, Chicago, Ill. Dave  
 King's Handicaps.

**KING, DEL**  
 NBC. Show Boat.

**KING, EDDIE**  
 WCAP, Asbury Park, N. J.

**KING, JEAN**  
 NBC. Death Valley Days, Set  
 Sail.

**KING, UNA**  
 WTHT, Hartford, Conn.

**KINNEY, ROGER**  
 CBS. Johnny Presents.

**KINSELLA, WALTER**  
 CBS. Woman of Courage.

**KIRKWOOD, JACK**  
 KFRC, San Francisco, Calif.  
 Breakfast Club.

**KITCHELL, ALMA**  
 NBC. Alma Kitchell's Brief  
 Case, Streamline Journal, Pin  
 Money Party.

**KITCHELL, LARRY**  
 KIRO, Seattle, Wash. Father  
 Goose Comes to Town.

**KLEIN, ADELAIDE**  
 CBS. Life Can Be Beautiful,  
 Meet Mr. Meek.

**KLEIN, ETHEL**  
 CBS. We The Abbotts.

**KLINCK, JACK**  
 WAIM, Anderson, S. C. The  
 Tiger Takes the Mike.

**KNIGHT, JAMES H.**  
 CBS. Skyblazers.

**KNIGHT, M. P.**  
 WDNC, Durham, N. C. Health  
 and Happiness.

**KNUDSON, JOHN**  
 WOW, Omaha, Nebr. The  
 Other Woman.

**KOHL, ARTHUR**  
 Bachelor's Children CBS-NBC,  
 Right to Happiness CBS, Ad-  
 ventures of Tom Mix NBC,  
 Girl Alone NBC, The Story of  
 Bud Barton NBC, The Story of  
 Mary Marlin NBC.

**KOLLMAR, RICHARD**  
 NBC. Life Can Be Beautiful.

**KONLEE, KAY**  
 KODL, The Dalles, Ore. Kitch-  
 en's Kloek.

**KRAATZ, DON**  
 Road of Life CBS, The Story  
 of Bud Barton NBC.

**KRAMER, MANDEL**  
 Adventures of Ellery Queen  
 CBS, Kate Smith Hour CBS,  
 Grand Central Station NBC,  
 Manhattan at Midnight NBC,  
 Gangbusters CBS, Mr. Keen  
 Tracer of Lost Persons NBC,  
 Just Plain Bill NBC, Our Gal  
 Sunday NBC.

**KRUGER, ALMA**  
 CBS. Those We Love.

**KUMMER, ELOISE**  
 CBS. Right to Happiness.

**KVALDEN, GRETA**  
 NBC. Pepper Young's Family.

**KYSER, KAY**  
 NBC. Kay Kyser's College of  
 Musical Knowledge.

— L —

**LACY, JAMES S.**  
 KECA, Los Angeles, Calif.  
 School Kids Kwiz.

**LAKE, ARTHUR**  
 CBS. Blondie.

**LAKE, FLORENCE**  
 NBC. David Harum.

**LA MONTE, MITZI**  
 WOW, Omaha, Nebr. The  
 Other Woman.

**LANDERS, RUTH**  
 WAAT, Jersey City, N. J.  
 What's New.

**LANE, DICK**  
 CBS. Al Pearce and His Gang.

**LANE, "DUSTY"**  
 KROC, Rochester, Minn. KROC  
 Wranglers.

**LANG, WILLIAM**  
 KYW, Philadelphia, Pa. Geut-  
 ling's Spelling Bee.

**LANTZ, JR., JAMES**  
 KSAL, Salina, Kans. Passing  
 Parade.

**LARKIN, JOHN**  
 NBC. Girl Alone, Houseboat  
 Hannah.

**LATIMER, ED**  
 Gang Busters CBS, Mr. Dis-  
 trict Attorney NBC, American



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- School of the Air CBS, Arch Oboler's Everyman's Theater NBC, Pepper Young's Family NBC, Mother O'Mine CBS, Young Widder Brown NBC, Second Husband CBS, Big Sister CBS, A Friend in Deed NBC, Columbia Workshop CBS, Listener's Playhouse NBC, Valiant Lady NBC.
- LATHAM, JOSEPH**  
NBC. Just Plain Bill.
- LAVELLE, KAY**  
WCCO, Minneapolis-St. Paul, Minn. Sunrisers.
- LEE, EARL**  
NBC. Doctor Kate.
- LEEDS, KATHRYN ROYCE**  
WICC, Bridgeport, Conn. Woman's Viewpoint.
- LEVANT, OSCAR**  
NBC. Information Please.
- LEVY, ESTELLE**  
CBS. Hilltop House.
- LEWIS, DON**  
WABI, Bangor, Me. Along the Way.
- LEWIS, FORREST**  
CBS. Woman in White. Scattergood Baines.
- LEWIS, HELEN**  
CBS. Kate Hopkins.
- LEWIS, LILLIAN**  
WTSP, St. Petersburg, Fla. Talk of the Town.
- LIDYARD, DUKE**  
WCLE-WHK, Cleveland, Ohio. The Junior Showboat.
- LIPP, FRANCES**  
WVFW, Brooklyn, N. Y. Personality Parade.
- LIPPER, MARGARET**  
CBS. Big Sister.
- LISS, RONALD**  
Fred Allen CBS, Kate Smith CBS, Gang Busters CBS, Light of the World NBC, By Kathleen Norris CBS-NBC, Robert Ripley NBC, Arch Oboler NBC, Rudy Vallee NBC, March of Time NBC, Easy Aces NBC, Hobby Lobby NBC, Mr. Keen NBC, Widder Brown NBC, The O'Neills CBS, Aunt Jenny CBS, Great Plays NBC, Listener's Playhouse NBC, Happy Birthday NBC.
- LIST, VIRGINIA**  
WKRC, Cincinnati, Ohio. Economy Kitchen, Kitchen Quiz.
- LIVINGSTONE, MARY**  
NBC. The Jello Program.
- LOCKE, RALPH**  
NBC-CBS. Life Can Be Beautiful.
- LOCKERBIE, BETH**  
CJRC, Winnipeg, Manitoba. Woman's Radio Digest.
- LOGAN, JANET**  
CBS. Stepmother.
- LOHMEYER, DONNASUE**  
KMBC, Kansas City, Mo. Food Scout.
- LORD, PHILIP**  
Kitty Keene NBC, The Story of Mary Marlin NBC, Woman in White CBS.
- LOVEJOY, FRANK**  
NBC. Gangbusters, Valiant Lady, Mr. District Attorney, Grand Central Station, Famous O'Henry Jury Trials.
- LOWE, DAVID**  
WNEW, New York, N. Y. Sound Track.
- LOWE, FRANK M. JR.**  
KGB, San Diego, Calif. Lowe Highlights.
- LOWE, LINDA**  
WBRB, Red Bank, N. J. Over the Tea Cups.
- LOWE, MOWREY**  
WAAB, Boston, Mass. Soldiers' Quiz.
- LOWELL, DOROTHY**  
The Man I Married NBC, Lone Journey NBC, Hilltop House, Our Gal Sunday CBS.
- LOWRY, JUDITH**  
Woman in White CBS, The Story of Mary Marlin NBC, Arnold Grimm's Daughter NBC, Uncle Sam's Forest Rangers NBC, Guiding Light.
- LOYD, ERIC**  
CFCF, Montreal, Que. The Theater Review.
- LUCAS, PAUL**  
WTIC, Hartford, Conn. Wrightville Sketches.
- LUDDY, BARBARA**  
CBS. First Nighter.
- LUTHER, PAUL**  
NBC. Mother of Mine.
- LYNCH, KENNETH**  
NBC. The Bishop and the Gargoyle.
- LYNN, EVE**  
KMPC, Beverly Hills, Calif. Policewoman Christie.
- LYON, CHARLES**  
NBC. Girl Alone, Plantation Party, Uncle Walter's Dog House.
- LYONS, RUTH**  
WKRC, Cincinnati, Ohio. Woman's Hour, Open House.
- M —
- McARTHUR, HUGH**  
KMPC, Beverly Hills, Calif. Policewoman Christie.
- McBRIDE, DeWITT**  
NBC. Famous O'Henry Trials.
- McBRIDE, MARY MARGARET**  
CBS.
- McCALLION, JIMMY**  
NBC. Ellen Randolph, The Parker Family.
- McCAMBRIDGE, MERCEDES**  
NBC. One Man's Family.
- McAMMON, BESS**  
CBS. Romance of Helen Trent, Stepmother.
- McARTHUR, CHARLES**  
WHN, New York, N. Y. Early Bird.
- McARTHUR, JACK**  
WXYZ, Detroit, Mich. Home-maker Quiz.
- McLENNY, MAJOR W. E.**  
WLPM, Suffolk, Va. Rambles Around Suffolk.
- McCONNELL, MARY**  
KOB, Albuquerque, N. M. The Feminine Touch.
- McCORMACK, MARY**  
CBS. Woman of Courage.
- McCORMICK, MYRON**  
CBS. Joyce Jordan, Girl Intern, Portia Faces Life.
- McCUNE, CATHERINE**  
CBS. Scattergood Baines.
- McCUNE, DOROTHY**  
KVOO, Tulsa, Okla. Facts for Feminine Ears, It's a Woman's World.
- McCUNE, VANCE**  
NBC. The Adventures of Tom Mix.
- McDEVITT, RUTH F.**  
CBS. Hilltop House.
- McFARLAND, MARY AGNES**  
KPLT, Paris, Texas. Book Reviews.
- McINTYRE, JOHN P.**  
Lincoln Highway NBC, Ellen Randolph NBC, Cavaleade of America NBC, Big Sister CBS, We the Abbotts CBS.
- McKEE, BLANCHARD**  
KFJZ, Fort Worth, Texas. Your Neighbor.
- McKINLAY, LYNN**  
KSL, Salt Lake City, Utah. Story Telling Time.
- McLEOD, DOROTHY**  
CFAR, Flin Flon, Manitoba. Billy and Howard Program.
- McMICHEN, CLAYTON**  
WAVE, Louisville, Ky. Noon-time Roundup.
- McNAMEE, GRAHAM**  
NBC. Behind the Mike.
- McNEILL, DON**  
NBC. The Breakfast Club.
- McWILLIAMS, JIM**  
CBS. Ask-It-Basket.
- MacALLISTER, M.**  
CBS. Young Doctor Malone.
- MacBRYDE, JOHN**  
NBC. Death Valley Days, Set Sail.
- MacDONALD, MARGARET**  
CBS. Kate Hopkins.
- MACK, GILBERT**  
Arch Oboler's Plays NBC, Kate Smith Hour CBS, Manhattan at Midnight NBC, El-lery Queen CBS, My Son and I CBS, We the People CBS, Abbott and Costello, NBC.
- MACKAY, STUART**  
CJRC, Winnipeg, Manitoba. Good Morning Neighbor.
- MacKAYE, FREDERICK**  
NBC. Little Ol' Hollywood.
- MacKNIGHT, AGNES**  
WMRO, Aurora, Ill. Book Lover.
- MacQUARRIE, HAVEN**  
CBS. Your Marriage Club.
- MAITLAND, ARTHUR**  
NBC. David Harum.
- MALONE, FLORENCE**  
Our Gal Sunday CBS, Against the Storm NBC, Mr. Keen Tracer of Lost Persons NBC.
- MALONE, FRANK**  
WIOD, Miami, Fla. News and Views.
- MALONE, KAY**  
WFNC, Fayetteville, N. C. For the Ladies.
- MALONE, LILLIAN**  
WCAE, Pittsburgh, Pa.
- MALONE, TED**  
NBC. Between the Bookends, Pilgrimage of Poetry.
- MANDEVILLE, BUTLER**  
NBC. Arnold Grimm's Daughter.
- MANNERS, ZEKE**  
WNEW, New York, N. Y.
- MANNING, JACK**  
The Aldrich Family NBC, El-lery Queen CBS, American School of the Air CBS, The Parker Family NBC, David



# RADIO ARTISTS

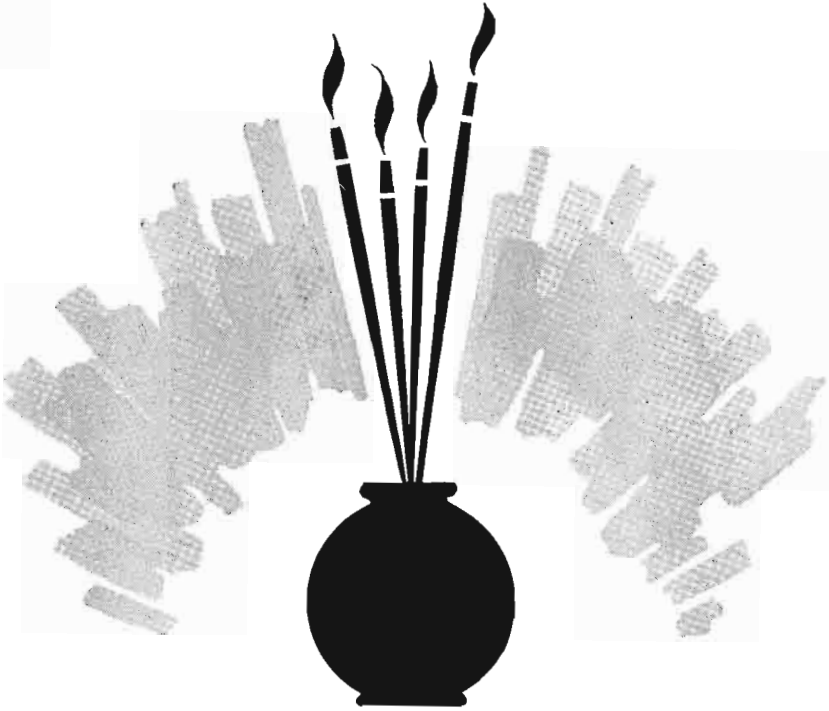
- Harum NBC, King Arthur Jr. NBC, New Walls for China NBC.
- MANNING, KNOX**  
KNX, Los Angeles, Calif. I Was There, Find the Woman, Seven Top Stories.
- MANSON, CHARLOTTE**  
CBS, Society Girl.
- MARBLE, ALICE**  
CBS.
- MARGETTS, MONTY**  
NBC, Doctor Kate, Mine to Cherish.
- MARION, DAVE**  
WSM, Nashville, Tenn. Grand Ole Opry.
- MARK, CARL**  
WHK-WCLE, Cleveland, Ohio. Balloon Busters.
- MARKEY, ENID**  
CBS, Woman of Courage.
- MARLOWE, HUGH**  
CBS, Adventures of Ellery Queen.
- MARSH, AUDREY**  
CBS, Johnny Presents.
- MARSH, DIXIE**  
NBC, Hawthorne House.
- MARSHALL, JOHN**  
WLAV, Grand Rapids, Mich.
- MARTIN, IAN**  
CBS, Life Can Be Beautiful.
- MARTIN, LEW**  
KRNT-KSO, Des Moines, Ia. Tall Corn Time, Hawkeye Dinnertime.
- MARTIN, POLLY**  
WHN, New York, N. Y. Polly the Shopper.
- MARTIN, TOM**  
KNOW, Austin, Texas.
- MARTINEAU, BOB**  
WHTT, Hartford, Conn. Hartford Speaks.
- MASON, MARY**  
WBC, Washington, D. C. Clipper Ship.
- MASSEY, LOUISE and THE WESTERNERS**  
NBC, The Plantation Party.
- MATTISON, RUTH**  
NBC, Against the Storm.
- MEADE, DORIS**  
WBZ-WBZA, Boston-Springfield, Mass. Harvey and Dell.
- MEADE, DWIGHT**  
WBZ-WBZA, Boston-Springfield, Mass. Harvey and Dell.
- MEARS, MARTHA**  
CBS, It Happened in Hollywood.
- MEEDER, WILLIAM**  
NBC, The O'Neills, Pepper Young's Family, Road of Life, Life Can Be Beautiful, Vic and Sade, This Small Town, Truth or Consequences.
- MEIGHAN, JAMES**  
By Kathleen Norris CBS, Just Plain Bill NBC, Lone Journey NBC.
- MELTON, JAMES**  
NBC, The Telephone Hour.
- MENKEN, HELEN**  
CBS, Second Husband.
- MEREDITH, JAY**  
CBS, By Kathleen Norris.
- MERRIFIELD, DON**  
NBC, Arnold Grimm's Daughter.
- MERRIL, JUNE**  
WTSP, St. Petersburg, Fla. Let's Talk it Over with June.
- MEYER, LEE**  
KARK, Little Rock, Ark. Town Talk.
- MILANI, CHEF**  
KMPC, Beverly Hills, Calif.
- MILLER, ALLAN**  
WTOL, Toledo, Ohio. Lure of Labels, Swing Serenade.
- MILLER, MRS. HARRY**  
KPLT, Paris, Texas.
- MILLER, VIRGINIA**  
WICC, Bridgeport, Conn. Virginia Miller's Hour.
- MILLS, MARJORIE**  
WNAC, Boston, Mass. Marjorie Mills Hour.
- MINTON, FRANCES**  
KGO, San Francisco, Calif. Home Forum.
- MITCHELL, EVERETT**  
NBC, National Farm and Home Hour.
- MOHN, MONTGOMERY**  
NBC, Hawthorne House, Doctor Kate.
- MONKS, JAMES**  
Short Short Stories CBS, Captain Tim's Spy Stories NBC, Martha Webster CBS, Great Plays NBC, Who Knows WOR, Columbia Workshop CBS, Kate Hopkins CBS.
- MOODY, RALPH**  
WIBW, Topeka, Kans. Kansas Roundup.
- MOORE, CARL**  
WEEL, Boston, Mass. Top O' the Morning, Rowdy Revue, Matinee Promenade.
- MOORE, JOHN**  
CBS, Hilltop House.
- MOORHEAD, AGNES**  
Cavalcade of America NBC, Joyce Jordan, Girl Interne CBS.
- MORAND, EDWARD V.**  
WLTH, New York, N. Y. Jewish Review, Album of Humor.
- MORFIT, GARRY**  
NBC, Club Matinee, Beat the Band.
- MORGAN, CLAUDIA**  
NBC, Against the Storm, Lone Journey.
- MORGAN, FRANK**  
NBC, Maxwell House Party.
- MORGAN, JOAN**  
KMPC, Beverly Hills, Calif. Policewoman Christie.
- MORRISON, BRET**  
NBC, Arnold Grimm's Daughter, Carnation Contented Program, Jack Armstrong, The Story of Mary Marlin.
- MORTON, PHYLLIS**  
WCAE, Pittsburgh, Pa. Sunday Readings.
- MOSS, ARNOLD**  
CBS, By Kathleen Norris.
- MOSS, RUTH**  
WAAE, Boston, Mass. Ruth Moss Interviews.
- MOTLEY, LOUISE**  
WPID, Petersburg, Va. Column for Shut-Ins.
- MOYLES, JACK**  
KROW, Oakland, Calif. Background for Democracy.
- MUCHMORE, SALLIE**  
WJSV, Washington, D. C. Better Business Program.
- MUDGE, BADEN P.**  
WOLF, Syracuse, N. Y. Down Rural Lanes.
- MUELLER, MARVIN**  
Romance of Helen Trent CBS, Ellen Randolph NBC.
- MULHOLLAND, RUSS**  
WXYZ, Detroit, Mich. Dancin' Party.
- MUNSON, ONA**  
CBS, Big Town.
- MURPHY, FLORENCE**  
WCCO, Minneapolis-St. Paul, Minn. All News, No Comment.
- MURPHY, PAT**  
Girl Alone NBC, Painted Dreams NBC, The Story of Mary Marlin NBC, The Story of Bud Barton NBC, Thunder Over Paradise NBC, Right to Happiness CBS.
- MURRAY, LLEWELYN**  
WORD, Spartanburg, S. C. Converse College.
- MURRAY, MILDRED**  
Tim Healy NBC, Angel of Mercy CBS, Ford Motor Transcriptions, Screen Trailers.
- MUSIC MAKERS**  
CBS, Al Pearce and His Gang.
- MYERS, KEN**  
WHAT, Greenfield, Mass. The Highwayman.
- MYRON, RON**  
KEX-KGW, Portland, Ore.

## — N —

- NAGEL, CONRAD**  
CBS, Silver Theater.
- NASH, REG**  
WDEV, Waterbury, Vt. Man About Town.
- NEAL, MARGARET**  
KLO, Oeden, Utah. Fun with Stories.
- NEELEY, GEORGE**  
WHMA, Anniston, Ala. National Education Program.
- NELSON, HERBERT**  
NBC, Ellen Randolph, John's Other Wife, Young Dr. Malone, David Harum.
- NELSON, MARIE**  
CBS, Bachelors Children, Romance of Helen Trent.
- NELSON, RAY**  
NBC, Morning Reveries.
- NELSON, ROY**  
WOPI, Bristol, Tenn.—Va. Roy's Radio Column.
- NEBITT, JOHN**  
NBC, The Passing Parade.
- NEW, GILBERT**  
WCKY, Cincinnati, Ohio. Hot Coffee Club.
- NIESSEN, CLAIRE**  
The O'Neills CBS-NBC, Pepper Young's Family NBC.
- NILES, WENDELL**  
CBS, Al Pearce and His Gang.
- NOLAN, JEANETTE**  
CBS, Big Sister.

## — O —

- O'BRIEN-MOORE, ERIN**  
NBC, John's Other Wife.
- O'DAY, JUNIOR**  
CBS, Big Sister.
- O'DONNELL, GENE**  
CBS, Those We Love.
- OLIVER, SHERLING**  
Valiant Lady NBC, The Man I Married NBC, Famous Jury Trials NBC, Gasoline Alley MBS.



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# RADIO ARTISTS

## OLMSTED, NELSON

WENR-WMAQ, Chicago, Ill.  
Story Dramas by Olmsted.

## OLSEN, MRS. MEL

K W L K, Longview, Wash.  
Leaves from my Scrapbook.

## ORTEGA, SANTOS

CBS. When a Girl Marries,  
Hilltop House, Adventures of  
Ellery Queen.

## ORTH, VERA

WDAY, Fargo, N. D. Jam-  
boree.

## OSGOOD, DICK

WKYZ, Detroit, Mich. Show  
World, Factfinder, Children's  
Theater of the Air.

## O'SHEA, OSCAR

CBS. Those We Love.

## OSSENBRINCK, LUTHER

NBC. The National Barn  
Dance.

## OWEN, ETHEL

NBC. Valiant Lady, Ellen  
Randolph, The Man I Mar-  
ried.

## — P —

## PACELLI, FRANK

NBC. Girl Alone.

## PAGE, GALE

NBC. Hollywood Playhouse.

## PAGE, PATRICIA

KDYL, Salt Lake City, Utah.  
Kitchen Quiz.

## PALMER, EFFIE

NBC. Just Plain Bill, Or-  
phans of Divorce.

## PARK, NATALIE

NBC. Hawthorne House.

## PARRISH, JOHN

CBS. Life Can Be Beautiful.

## PATERSON, GEORGE

WAVE, Louisville, Ky. Man  
on the Street.

## PATON, MARY

NBC. Arnold Grimm's Daugh-  
ter.

## PAULSEN, VARNER

WCOU, Lewiston, Me. First  
Person Plural.

## PAYNE, VIRGINIA

NBC. Oxydol's Own Ma Per-  
kins.

## PEARCE, AL

CBS. Al Pearce and His Gang.

## PEARSON, PATRICIA

NBC. Orphans of Divorce.

## PEARY, HAROLD

NBC. Fibber McGee and Molly.

## PEASE, HORTENSE

WATR, Winston-Salem, N. C.  
Once Upon a Time.

## PEEPLS, CORNELIUS

CBS. Stepmother.

## PENMAN, CHARLES

CBS. Second Husband.

## PENNELL, ELIZABETH

KROW, Oakland, Calif. Voice  
of Love.

## PERCY, HUGH

CFAR, Flin Flon, Manitoba.  
Concert Master.

## PERKINS, DOROTHY

KRLH, Midland, Texas. Lit-  
tle Lady Make-Believe.

## PERKINS, RAY

NBC.

## PERRY, ADA

KGB, San Diego, Calif. Over  
the Garden Gate.

## PERSONS, FERN

NBC. The Story of Bud Bar-  
ton, Thunder Over Paradise,  
The Story of Mary Marlin.

## PETERS, GORDON

CBS. Hilltop House.

## PETERSON, ARTHUR

NBC. Guiding Light, The Story  
of Mary Marlin, Story of Bud  
Barton, Oxydol's Own Ma Per-  
kins, Girl Alone.

## PETERSON, NANCY

CBS. Hilltop House.

## PETERSON, RUTH

NBC. Hawthorne House.

## PETTAY, FRANCIS

WCLE-WHK, Cleveland, Ohio.  
Matinee Dance Time.

## PEUGEOT, DAVID

WEBR, Buffalo, N. Y. Uncle  
Ben's Club.

## PHILLIPS, DON

WMCA, New York, N. Y.  
Let's Dance.

## PHILSON, BETTY

CBS. Martha Webster.

## PICON, MOLLY

WMCA, New York, N. Y. Max-  
well House Coffee Program.

## PIERCE, MADELAINE

Big Sister CBS, Our Gal Sun-  
day CBS, Pepper Young's Fam-  
ily NBC, Raising a President  
NBC.

## PILGRAM, BOB

WMAL, Washington, D. C.

## PODMORE, WILLIAM

CBS. Second Husband.

## POLING, DANIEL A., DR.

NBC. Opportunity.

## POLK, OSCAR

CBS. Big Sister.

## POST, JR., WILLIAM

NBC. John's Other Wife.

## POWELL, DICK

NBC. Good News of 1940.

## POWELL, MRS. PASCOE

WBT, Charlotte, N. C. Blackie  
Bear, What's the Answer?

## POWELL, RUDY

NBC. The Gilmore Circus.

## POWNALL, EVA

CBS. Woman in White.

## PRENTISS, ED

Road of Life CBS-NBC, Guid-  
ing Light NBC, Painted Dreams  
NBC.

## PRESKOTT, ALLEN

NBC. The Wife Saver.

## PRODIS, PAUL

WARD, Brooklyn, N. Y. Greek  
Variety Show.

## PRYOR, ROGER

CBS. Gulf Screen Guild The-  
ater.

## PUGH, JESS

CBS. Scattergood Baines.

## — Q —

## QUARTERMAN, EDW.

WGNV, Newburgs, N. Y. Val-  
ley Sky Raiders.

## QUEEN, ROY

KMOX, St. Louis, Mo. Ozark  
Mountaineers.

## QUINN, BILL

CBS. When a Girl Marries,  
Woman of Courage.

## — R —

## RABY, JOHN

CBS. When a Girl Marries.

## RACHT, KATHERINE

NBC. The Aldrich Family.

## RAE, NAN

CBS. Kate Smith Hour.

## RAFETTO, MICHAEL

NBC. One Man's Family, I  
Love a Mystery.

## RAINEY, BUD

WTIC, Hartford, Conn. Day  
Dreams.

## RALSTON, ESTHER

Big Sister CBS, Our Gal Sun-  
day CBS, We, the Abbotts  
CBS, Portia Faces Life CBS,  
Mr. and Mrs. X of Scotland  
Yard MBS.

## RANDALL, MARION

KGB, San Diego, Calif. Home-  
makers' Catalog.

## RANDOLPH, ISABEL

NBC. Fibber McGee and  
Molly.

## RARIG, JOHN

NBC. CBS. MBS.

## RATAY, THOMAS J.

WHIP, Hammond, Ind. Polish  
Culture.

## RATHBONE, BASIL

NBC. The Adventures of Sher-  
lock Holmes.

## RATHBONE, MARJORIE

WSB, Atlanta, Ga.

## RAVENS CROFT, THURL

NBC. CBS. MBS.

## READICK, FRANK

CBS. Meet Mister Meek.

## REED, ALAN

Easy Aces NBC, The O'Neills  
NBC, Col. Stoopnagle's Quixie  
Doodles CBS.

## REED, MELBA

KROW, Oakland, Calif. Girl  
Reporter.

## REES, HELEN

WCKY, Cincinnati, Ohio.  
Homemakers.

## REID, TED

NBC. The Parker Family.

## REINHART, DICK

CBS. Gene Antry's Melody  
Ranch.

## REINHART, ALICE

NBC-CBS. Life Can Be Beau-  
tiful.

## RELLER, ELIZABETH

CBS. Young Doctor Malone.

## REVELL, NELLIE

NBC. Meet the Artist.

## RHODES, BETTY JANE

Adventures in Rhythm MBS.  
It Happened in Hollywood  
CBS, Fred Allen Show NBC,  
Bop Hope Show NBC.

## RICE, HOKE

KWKH, Shreveport, La. Rice  
Brothers and Their Gang.

## RICH, IRENE

NBC. Irene Rich for Welch.

## RIGGS, TOMMY

NBC.

## RIGGS, GLEN

NBC. Linda Dale, Musical  
Varieties.

## RIPLEY, ROBERT

CBS. Believe It or Not.

## ROBERTS, DAVE

KDYL, Salt Lake City, Utah.  
The Raven.

## ROBERTS, EARLE

WMBS, Uniontown, Pa. School  
of the Air.



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# RADIO ARTISTS

## — S —

- ROBERTS, JERRY**  
WOLF, Syracuse, N. Y. Campus Clambake.
- ROBIN, MILDRED**  
CBS. Life Can Be Beautiful, Second Husband.
- ROBINSON, BART**  
CBS. Woman of Courage.
- ROBINSON, EDWARD G.**  
CBS. Big Town.
- ROBINSON, LAWRENCE**  
CBS. Woman of Courage.
- RODRIGUEZ, JOSE**  
KECA, Los Angeles, Calif. Classic Hour.
- ROECKER, EDWARD**  
CBS. Pipe Smoking Time.
- ROESSLER, ELMIRA**  
CBS. Romance of Helen Trent.
- ROGERS, BARBARA**  
KRBC, Abilene, Texas. Shopping with Barbara.
- ROGERS, WILSON**  
KFIZ, Fond du Lac, Wisc.
- ROLF, ERIK**  
CBS. Joyce Jordan—Girl Interne.
- ROMANO, MICHAEL**  
NBC. Girl Alone, Jack Armstrong, Guiding Light, Thunder Over Paradise.
- RONSON, ADELE**  
Buck Rogers MBS, Lincoln Highway NBC, Mr. Keen Tracer of Lost Persons NBC, Short Short Story CBS.
- ROOSENE, GEORGE**  
CBS. Stepmother.
- ROSE, WILLIAM**  
NBC. Houseboat Hannah, Oxydol's Own Ma Perkins.
- ROSENBERG, ISRAEL**  
WVFW, Brooklyn, N. Y. House of Rothschild.
- ROSS, ARTHUR**  
WNEW, New York, N. Y. Small Fry.
- ROSS, NORMAN**  
WCFL, Chicago, Ill. Man on the Street.
- ROUSE, GENE**  
NBC. Doctor I.Q.
- ROUVEROL, JEAN**  
NBC. One Man's Family.
- ROWLANDS, HUGH**  
NBC. Thunder Over Paradise, Li'l Abner, The Story of Mary Marlin.
- ROY, CECILE**  
Scattergood Baines CBS, King Arthur Jr. NBC.
- ROYLE, SELENA**  
CBS. Woman of Courage.
- RUBENSA, GENE**  
WGNV, Newburgh, N. Y. Amateur Hour.
- RUBIN, JACK**  
CBS-NBC. The O'Neills.
- RUNYAN, CHARLES**  
NBC. Hawthorne House, Doctor Kate.
- RUSH, FORD**  
WSM, Nashville, Tenn. Lullabye Time.
- RUSH, PHILLY**  
KSAL, Salina, Kans.
- RUSSELL, RUTH**  
NBC. Just Plain Bill.
- RUYSDAEL, BASIL**  
NBC. Kay Kyser's College of Musical Knowledge.
- RYAN, PATRICIA**  
NBC. The Parker Family.
- SAGUE, SAM**  
WMCA, A Step Towards Happiness.
- SALE, VIRGINIA**  
CBS. Those We Love.
- SALISBURY, MORSE**  
NBC. National Farm and Home Hour.
- SANDERSON, JULIA**  
NBC. Battle of the Sexes.
- SANFORD, RALPH**  
KMPC, Beverly Hills, Calif. Policewoman Christie.
- SAXE, HENRY**  
NBC. Oxydol's Own Ma Perkins, The Story of Mary Marlin.
- SCANLON, ARTHUR**  
NBC. Coast to Coast on a Bus.
- SCARBOROUGH, OPAL**  
KECA, Los Angeles, Calif. Garden Club.
- SCHISSEL, MARIAN**  
KSO, Des Moines, Ia. Evening Funnies.
- SCHREIBER, MIGNON**  
Right to Happiness CBS, Guiding Light NBC.
- SCHUBACH, JEAN**  
KSL, Salt Lake City, Utah. Through the Week with Linda Lee.
- SCOTT, MELVA**  
Echoes of New York NBC, Book Theater NBC, My Daughter and I MBS.
- SCOURBY, ALEX**  
NBC. Against the Storm.
- SCRIBNER, JIMMY**  
WKRC, Cincinnati, Ohio. The Johnson Family.
- SEAMAN, LADDIE**  
NBC. Pepper Young's Family.
- SEARS, CONNIE**  
WAAB, Boston, Mass. New England Cupboard.
- SEYMOUR, ANNE**  
NBC. Against the Storm.
- SEYMOUR, DAN**  
NBC. Ben Bernie's Musical Quiz.
- SHAFFER, RUTH M.**  
WGNV, Newburgh, N. Y. Penny Smart.
- SHARLAND, REGINALD**  
NBC. Frank Watanabe and the Honorable Archie.
- SHARPE, FERN**  
WBNS, Columbus, Ohio. Round Robin Review.
- SHAW, STAN**  
WNEW, New York, N. Y. Milkman's Matinee.
- SHEARER, BOB**  
WAAT, Jersey City, N. J. Strike Up the Band.
- SHEEHAN, TESS**  
CBS. Woman of Courage.
- SHELTON, GEORGE**  
CBS. Pipe Smoking Time.
- SHEPHARD, REX**  
CKCH, Hull, Que. The Home-standers.
- SHEPARD, ANN**  
CBS. Joyce Jordan—Girl Interne.
- SHERMAN, FLOYD**  
CBS. Johnny Presents.
- SHERMAN, RANSOM**  
NBC. Club Matinee.
- SHIELDS, HELEN**  
NBC. Linda Dale.
- SILBER, ROSALYN**  
CBS. The Goldbergs.
- SIMMONS, MITCHELL**  
WAIM, Anderson, S. C. The Tiger Takes the Mike.
- SINGLETON, PENNY**  
CBS. Blondie.
- SKOVALD, FLO**  
KMPC, Beverly Hills, Calif. Policewoman Christie.
- SLAGLE, JOHN**  
WXYZ, Detroit, Mich. Home-maker Quiz.
- SLATTERY, MRS. E.**  
CKCH, Hull, Que. Busy Woman's Fair.
- SMART, JACK**  
CBS. Meet Mister Meek.
- SMITH, BETTY LOU**  
WSB, Atlanta, Ga.
- SMITH, JACQUELINE**  
KOA, Denver, Colo. Who's in Denver Tonight.
- SMITH, KATE**  
CBS. Kate Smith Hour, Kate Smith Speaks; News.
- SMITH, KID**  
WSAZ, Huntington, W. Va.
- SMITH, MARK**  
CBS. Meet Mister Meek.
- SMITH, MAX**  
NBC. CBS, MBS.
- SMITH, MIRIAM**  
KIRO, Seattle, Wash. Father Goose Comes to Town.
- SMITH SISTERS**  
WSAZ, Huntington, W. Va.
- SMITH, VIC**  
NBC. Jack Armstrong.
- SMOLEN, VIVIAN**  
NBC. Stella Dallas.
- SMYTHE, J. ANTHONY**  
NBC. One Man's Family.
- SNOWDEN, BILL**  
WTAL, Tallahassee, Fla. Uncle Bill and the Funnies, Dance Time, Man on the Street, Your Time, Come to the Fair, Happenings in Our Town.
- SNYDER, RALPH**  
WLAU, Grand Rapids, Mich. Kiddie Club, Open House.
- SOCKMAN, DR. RALPH W.**  
NBC. National Radio Pulpit.
- SOTHERN, JEAN**  
NBC. Pepper Young's Family.
- SOUBIER, CLIFF**  
NBC. Lone Journey.
- SOULE, OLAN E.**  
Bachelor's Children CBS-MBS, Captain Midnight MBS, Midstream, NBC.
- SPELLMAN, JERRY**  
NBC. Ma Perkins, Story of Bud Barton, Story of Mary Marlin, Tom Mix.
- SPENCER, EDITH**  
CBS. Second Husband.
- SPRAGUE, RUTH**  
NBC. Hawthorne House, Mine to Cherish.
- SPRAGUE, WILLIAM**  
WFAA, Dallas, Texas.
- SPRENKLE, CHARLES**  
WWSW, Pittsburgh, Pa.
- ST. GERMAIN, KAY**  
NBC. Signal Carnival.
- STAFFORD, HANLEY**  
Blondie CBS, Good News of 1940 NBC, Hollywood Playhouse NBC.

# RADIO ARTISTS

**STAINBROOK, EDWARD**  
WDNC, Durham, N. C. Adventure with Ideas.

**STALLINGS, LAVERNE**  
KSL, Salt Lake City, Utah. KSL Players.

**STARK, CHARLES**  
CBS. My Son and I.

**STEELE, EVELYN**  
KWLC, Decorah, Ia. Poetical Moods.

**STEELE, TED**  
CBS. Ted Steele Songs.

**STEIN, HANNAH**  
CBS. Adventures of Ellery Queen.

**STERNI, GUISEPPE**  
WOV, New York, N. Y. La Rosa Program.

**STEWART, BLANCHE**  
NBC. The Pepsodent Show.

**STEWART, HARTSELLE**  
WJHO, Opelika, Ala. Coleman Family.

**STEWART, PAUL**  
CBS. The Goldbergs.

**STEWART, VIRGINIA**  
NBC. Doctor I.Q.

**STONE, EZRA**  
NBC. Aldrich Family.

**STORMS, EDNA**  
KFPY, Spokane, Wash. This Woman's World, Better Living.

**STRATTON, CHESTER**  
The O'Neills NBC-CBS. Against the Storm NBC. Kathleen Norris NBC-CBS. Light of the World NBC. Society Girl CBS. This Day is Ours NBC-CBS. District Attorney NBC. Johnny Presents NBC. Kate Smith Program CBS. Woodbury Playhouse NBC.

**STREIGH, EVELYN**  
CBS. Hilltop House.

**STROZZI, KAY**  
NBC. Linda Dale.

**STUDEBAKER, HUGH**  
CBS. Road of Life.

**SUBER, KAY**  
NBC. Bud Barton.

**SULLIVAN, FRED**  
NBC. Arnold Grimm's Daughter. Story of Bud Barton. Story of Mary Marlin.

**SWENSON, AL**  
CBS. Woman of Courage, Hilltop House.

**SWENSON, KARL**  
Our Gal Sunday CBS. Joyce Jordan. Girl Interne CBS. Lorenzo Jones NBC. Cavalcade of America NBC.

**SWOB, JOHN**  
NBC. The Gilmore Circus.

## — T —

**TAGGART, HAL**  
KMPC, Beverly Hills, Calif. Policewoman Christie.

**TALBOT, LYLE**  
WHN, New York, N. Y. Hollywood Gossip.

**TANNER, LUKE**  
KUAO, Siloam Springs, Ark.

**TANNER, PEARL KING**  
NBC. Hawthorne House.

**TANSEY, JIMMIE**  
CBS-NBC. The O'Neills.

**TAYLOR, FREDERICK CHASE**  
(Col. Stoopnagle)  
CBS. Col. Stoopnagle's Quixie-Doodles.

**TAYLOR, JAMES**  
CFAR, Flin Flon, Manitoba. Stamp Club of the Air.

**TAYLOR, MARGARET**  
CKNB, Campbellton, N. H. Homemaker's Exchange.

**TAYLOR, REESE**  
Right to Happiness CBS, Road of Life CBS-NBC, Romance of Helen Trent CBS.

**TAYLOR, SAM**  
WHN, New York, N. Y. Hollywood Sound Stage.

**TAYLOR, SUSAN**  
WNAX, Yankton, S. D. Tips by Taylor.

**TAYLOR, TED**  
WTOL, Toledo, Ohio. Pigskin Parade.

**TELLER, ROY**  
WHLB, Virginia, Minn.

**TEN EYCK, MELISSA**  
KMPC, Beverly Hills, Calif. Policewoman Christie.

**TERRISS, TOM**  
NBC. Adventure Stories.

**TERRY, MARY**  
KMO, Tacoma, Wash. Happy Homcs.

**TETZEL, JOAN**  
CBS. When a Girl Marries.

**THOMAS, ANN**  
Meet Mr. Meek CBS, Easy Aces NBC, Texaco Star Theater CBS, Perfect Crime CBS, Bishop and the Gargoyle NBC, Who Knows MBS.

**THOMPSON, BILL**  
NBC. Fibber McGee and Molly.

**THOMPSON, ETHEL**  
WHIP, Hammond, Ind. Women's Clubs.

**THOMPSON, JACK**  
CJRC, Winnipeg, Manitoba. Good Scouts of the Air.

**THOMSON, COREY**  
CFCF, Montreal, Que. The Kiddies' Answer Man.

**TOBIN, LU**  
NBC. Hawthorne House.

**TOMPKINS, JOAN**  
CBS-NBC. Against the Storm.

**TRAVIS, JUNE**  
NBC. Girl Alone, Arnold Grimm's Daughter.

**TREADWELL, RUBY**  
KUAO, Siloam Springs, Ark. Storybook Castle.

**TREMAYNE, LEE**  
CBS. First Nighter.

**TROUT, BOB**  
CBS. Professor Quiz.

**TROUT, FRANCIS**  
CBS. Scattergood Baines.

**TUCKER, FRANCES**  
WSJS, Winston-Salem, N. C.

**TUCKER, JERRY**  
CBS. Hilltop House.

**TUCKER, MADGE**  
NBC. Coast to Coast on a Bus, Our Barn.

**TULLY, TOM**  
Strange as It Seems CBS. School of the Air CBS. Kate Smith CBS. We the People CBS. Gangbusters CBS. Home of the Brave CBS. Myrt and Marge CBS. Lincoln Highway NBC. Manhattan At Midnight NBC.

**TURCOT, M. R.**  
CKCH, Hull, Que. Entre Nous.

**TURNER, COL. ROSCOE**  
CBS. Skyblazers.

**TUTTLE, LURENE**  
Rudy Vallee Program NBC. One Man's Family NBC. Big Town CBS, Sherlock Holmes NBC.

**TUTTLE, LYNN**  
NBC. One Man's Family.

**TYLER, BETTY JANE**  
CBS. Joyce Jordan, Girl Interne, Myrt and Marge. We the Abbotts.

## — U —

**UMBERGER, CHARLOTTE**  
WBLK, Clarksburg, W. Va. WBLK Woman's Club.

**UNGER, STELLA**  
NBC. Hollywood News Girl.

**URRY, FRANCIS**  
KSL, Salt Lake City, Utah.

**UTTAL, FRED**  
CBS. Big Sister.

## — V —

**VAIL, MYRTLE**  
CBS. Myrt and Marge.

**VALENTINE, GRACE**  
CBS. My Son and I.

**VALENTINE, LEW**  
NBC. Doctor I.Q.

**VALLEE, RUDY**  
NBC. Scalltest, Rudy Vallee Program.

**VAN, BILLY B.**  
WNAC, Boston, Mass. Spreading New England Fame.

**VAN, MILDRED**  
KECA, Los Angeles, Calif. House Party.

**VanCRONKHITE, JOHN**  
WMAL, Washington, D. C. Little Brown Book, Headaches Limited, Whispering Rhythm, Window Shopper, Some Like it Old.

**VAN DYKE, JAMES**  
CBS. Young Doctor Malone.

**VAN HARVEY, ART**  
NBC. Vic and Sade.

**VANN, FRANK**  
WGH, Newport News, Va. The Singing Bakerman.

**VAN TUYL, HELEN**  
CBS. Right to Happiness.

**VAUGHN, WALTER**  
Woman of Courage CBS, Adventures of Ellery Queen CBS.

**VENTER, MEL**  
KFRC, San Francisco, Calif. Standard Symphony Programs, Whodunit, Scrapbook Stories.

**VERNON, CONRAD**  
KNOW, Austin, Texas. Facing the Facts.

**VIDEL, WILLIAM**  
WGH, Newport News, Va. Uncle Bill's Junior Club.

**VINCENT, CHICK**  
NBC. This Small Town.

**VINTON, ARTHUR**  
NBC. The Aldrich Family, Ellen Randolph.

**VOLA, VICKI**  
NBC. Mr. District Attorney.

**VON ZELL, HARRY**  
CBS. We, the People.

## — W —

**WADE, FRED**  
WTIC, Hartford, Conn. Wrightville Sketches.

**WAHLBERG, JOEL F.**  
WGH, Newport News, Va. Big Star Surprise Party, Curbstone College.

# RADIO ARTISTS

- WAKELY, JIMMY**  
CBS. Gene Autry's Melody Ranch.
- WALCOTT, IMOGENE**  
WNAC, Boston, Mass. First National Food News.
- WALKER, BENNIE**  
NBC. Bennie Walker's Homestead Amateur Hour, Bennie Walker's Tillamook Kitchen.
- WALL, LUCILLE**  
Life Can Be Beautiful CBS. Portia Faces Life CBS, Lorenzo Jones NBC.
- WALL, PEG**  
CBS. Romance of Helen Trent.
- WALLACE, GEORGE**  
CBS. Scattergood Baines.
- WALLACE, REGINA**  
CBS. Hilltop House.
- WALLACE, TOM**  
NBC. Uncle Walter's Dog House, Showboat.
- WALTER, WILMER**  
NBC. David Harum, Set Sail.
- WALTMAN, ELMER**  
KDKA, Pittsburgh, Pa. Musical Clock, Kay-dee-Kapers.
- WARD, COLLEEN**  
Mr. Keen, Tracer of Lost Persons NBC, Great Plays NBC, Listeners Playhouse NBC, Lorenzo Jones NBC, Ellen Randolph NBC, Big Town CBS, Friend Indeed CBS.
- WARDLE, JIMMIE**  
CFAR, Flin Flon, Manitoba. Business Man's Quiz.
- WARNER, GERTRUDE**  
The O'Neills CBS-NBC, Ellen Randolph NBC.
- WARNER, NOAMA**  
KTOK, Oklahoma City, Okla. News for Women.
- WARNER, WALLACE**  
CBS. Adventures of Ellery Queen.
- WART, PROFESSOR**  
WCCO, Minneapolis-St. Paul, Minn. The Tailor and the Cop.
- WATERS, JAMES P.**  
CBS. The Goldbergs.
- WATSON, ERNIE**  
NBC. Behind the Mike.
- WAYNE, ROSEMARY**  
WJJD, Chicago, Ill.
- WAYNE, WINNIFRED**  
WHIP, Hammond, Ind. Dream Awhile.
- WEAKLEY, SCOTT**  
KROW, Oakland, Calif. Skullcrackers, The Man on the Street.
- WEATHERWAX, LESTER**  
KFBI, Wichita, Kans.
- WEAVER, NED**  
CBS. Kate Hopkins.
- WEBB, JANE**  
NBC. The Adventures of Tom Mix.
- WEBER, KARL**  
NBC. Tom Mix Straight Shooters, Right to Happiness, The Story of Mary Marlin.
- WEBSTER, CHARLES**  
By Kathleen Norris CBS, Life Can Be Beautiful CBS-NBC, Linda Dale NBC, The Light of the World NBC.
- WEEKS, EDWARD A.**  
NBC. Meet Edward Weeks.
- WEIST, DWIGHT**  
Cavalcade NBC, Shadow MBS, Mother o' Mine NBC, Gangbusters CBS, March Through Life, School of the Air.
- WELLES, ORSON**  
CBS. Campbell Playhouse.
- WELLES, RUTH**  
KYW, Philadelphia, Pa.
- WELLS, DICK**  
NBC. Oxydol's Own Ma Perkins.
- WELLS, SARA JANE**  
Right to Happiness CBS, Jack Armstrong NBC, Guiding Light.
- WELSH, JACK**  
WSTV, Steubenville, Ohio, Your Neighbor's Voice, Food Quiz.
- WENDELL, BRUCE**  
WHN, New York, N. Y. One Two Three Swing.
- WEST, JANE**  
CBS-NBC, The O'Neills.
- WESTON, JANE**  
WGL-WOVO, Ft. Wayne, Ind.
- WEVER, NED**  
CBS. Big Sister.
- WHALEY, MARY**  
KBST, Big Spring, Texas. What's Doing In Big Spring.
- WHITAKER, ISABELL**  
WTAG, Worcester, Mass. Morning Journal.
- WHITE, AGNES**  
KFI, Los Angeles, Calif. Agnes White's Kitchen.
- WHITE, BOB**  
NBC. The Light of the World.
- WHITNEY, MARION**  
WEDC, Chicago, Ill. Whitney's Whispers On Hollywood.
- WHITED, NORFLEY**  
WDNC, Durham, N. C. Driftwood, Southern Plantation.
- WICKER, IRENE**  
NBC. The Lullaby Lady, Carnation Contented Program.
- WIGGIN, ARTHUR**  
WEFA, Manchester, N. H. Greetings Shut-Ins.
- WILDER, DONALD**  
WSAV, Savannah, Ga. Saga of Savannah.
- WILDER, TRULAN**  
KMBC, Kansas City, Mo. Brush Creek Follies, Thief of Bad Gags, Fun and Foolishness, Dinner Bell Roundup, Early Birds Show.
- WILEY, FLETCHER**  
CBS.
- WILLIAMS, JOHN ED**  
KWFT, Wichita Falls, Texas. Theater Time, In Our Times.
- WILLIAMS, MARK**  
WBTH, Williamson, W. Va. Happy Birthday.
- WILLIAMSON, GRACE**  
WTIC, Hartford, Conn. Your Neighbor.
- WILSON, DON**  
NBC. Jello Program Starring Jack Benny, Good News of 1940 & 1941, Maxwell House Party.
- WILSON, KATHLEEN**  
NBC. One Man's Family.
- WINCHELL, WALTER**  
NBC. Jergen's Journal.
- WINKLER, BETTY**  
NBC. Girl Alone.
- WINSTON, IRENE**  
Valiant Lady NBC, When A Girl Marries CBS.
- WINTERS, JOAN**  
NBC. Girl Alone, Road of Life, Lincoln Highway.
- WINTERS, ROLAND**  
CBS. By Kathleen Norris.
- WOLFE, EDWIN**  
NBC. Pepper Young's Family.
- WOLFE, LOUIS**  
WHN, New York, N. Y. Kid Wizards.
- WOLFE, WINIFRED**  
NBC. One Man's Family.
- WONS, TONY**  
NBC. Tony Wons Radio Scrapbook.
- WOODBURY, FRANCES**  
CBS. Hilltop House, When A Girl Marries, Portia Faces Life.
- WOOD, BARRY**  
CBS. Your Hit Parade.
- WOOD, HELEN**  
CBS. Those We Love.
- WOOD, LESLEY**  
Road of Life CBS-NBC, Backstage Wife NBC.
- WOODIE, HAMILTON**  
WOLF, Syracuse, N. Y. Salina Street Quiz.
- WOODS, DONALD**  
CBS. Those We Love.
- WORTH, BETTY**  
NBC. The Man I Married.
- WRAGGE, EDDIE**  
Lincoln Highway NBC, John's Other Wife NBC, Dr. Christian CBS.
- WRAGGE, ELIZABETH**  
NBC. Pepper Young's Family. The Aldrich Family.
- WRIGHT, HOLLY**  
WTAG, Worcester, Mass. Man in the Market.
- WRIGHT, JEAN**  
WTOL, Toledo, Ohio. For Women Only.
- WYATT, EUSTACE**  
CBS. Adventures of Ellery Queen.

## — Y —

- YARBOROUGH, BARTON**  
NBC. One Man's Family, I Love a Mystery.
- YOKELY, MARTHA JEAN**  
WAIR, Winston-Salem, N. C. School for Saturday.
- YORKE, RUTH**  
Life Can Be Beautiful CBS-NBC, Mother of Mine.
- YOUNG, CARLETON**  
CBS. Martha Webster, Second Husband.
- YOUNG, ED**  
WNAC, Boston, Mass. Uncle Bob Reads the Funnies.
- YOUNG, SEYMOUR**  
Right to Happiness CBS, Guiding Light NBC.

## — Z —

- ZANVILLE, BERNARD**  
CBS. Young Doctor Malone.
- ZERBE, LAWSON**  
Manhattan at Midnight NBC, Against the Storm NBC, Valiant Lady, NBC, We, the People CBS, Honest Abe CBS, Lone Journey NBC, This Small Town NBC, My Son and I CBS, Young Doctor Malone CBS.



# DINAH SHORE



My deepest appreciation to . . .  
THE RADIO EDITORS OF AMERICA  
. . . for their kindness to me.

My greatest gratitude to . . .  
MR. EDDIE CANTOR  
. . . without whom the editors would  
not have known me.

## *The* **ANDREWS SISTERS**



Maxene • Patty • LaVerne

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# Vocal Artists

AND THEIR WORK  
DURING 1940



## — A —

**ABBOTT, JERRY**  
WAAT, Jersey City, N. J., Broadwayites.

**ABNER, STACEY**  
WNOX, Knoxville, Tenn. Mid-day Merry-Go-Round.

**ADAIR, FRANCES**  
NBC, Sunday Drivers.

**ADAMS, ALVIN**  
KPDN, Pampa, Texas.

**ALFORD, ELIZABETH**  
KRMD, Shreveport, La.

**ALLEN, GRACIE**  
CBS, Burns and Allen Show.

**ALLEN, JOE**  
WFAA, Dallas, Texas.

**ALLEN, KAY**  
WIP, Philadelphia, Pa. Shadows In Music.

**ALLISON, LYNN**  
WMAL-WRC, Washington, D. C. Food For Thought.

**ALM, JEANNE**  
WDAY, Fargo, N. D., Four Jacks and Jeanne.

**AMADON, ARTHUR**  
WEEI, Boston, Mass. Lover's Lane.

**ANDERSON, AL**  
WFTM, Ft. Myers, Fla.

**ANDERSON, ELIZABETH**  
KOB, Albuquerque, N. M. Mood Indigo.

**ANDERSON, ELMER**  
KMBC, Kansas City, Mo. Rhyme-A-Line Time, Rhythm Riders and Judy Allen, Brush Creek Follies, Dinner Bell Roundup, Early Birds Show.

**ANDERSON, LAVITA**  
KFBU, Wichita, Kans. The Kitchen Clinic.

**ANDREWS SISTERS**  
CBS.

**ANTINCK SISTERS**  
CHAB, Moose Juk, Sask.

**APPLEWHITE, MARY ESTER**  
WFNC, Fayetteville, N. C. Mary Ester Sings.

**ARCHER, GENE**  
WMAL-WRC, Washington, D. C. Gene Archer Entertains.

**ARLAND, JEAN**  
WCCO, Minneapolis-St. Paul, Minn. Saturday Ayem Open House.

**ARNOLD, BUDDY**  
MBS.

**ARRIS, DON**  
MBS.

**ARTHUR, JACK**  
NBC, Lincoln Highway, Echoes of New York.

**ASKE, COLEMAN**  
KFBI, Wichita, Kans. Kansas Cowboys.

**ATCHER, BONNIE**  
WIND, Gary, Ind. Sports Edition.

**ATCHER, RANDALL**  
WIND, Gary, Ind. Changing Scene.

**ATKINS, JIMMY**  
NBC, Fred Waring in Pleasure Time.

**AUBREY, WILL**  
NBC, Musical Clock, In the Good Old Days.

**AUTRY, GENE**  
CBS, Melody Ranch.

**AXTON, BAILEY**  
WAAB, Boston, Mass. Your Singing Neighbor.

## — B —

**BABBITT, HARRY**  
NBC, Kny Kyser's College of Musical Knowledge.

**BAETZ, WILFRED**  
WMEX, Boston, Mass.

**BAGBY, MARGARET**  
WAIR, Winston-Salem, N. C. Melody Time.

**BAILEY, GLAD**  
KXRO, Aberdeen, Wash. Syn-copated Riddles.

**BAILEY SISTERS**  
NBC, Ben Bernie's Musical Quiz.

**BAILEY, WYNONHAI**  
KGFV, Kearney, Nebr. Cowboy Rangerette.

**BAINBRIDGE, HAL**  
WLOG, Logan, W. Va. Northern Stars.

**BAKER, DICK**  
WJJD, Chicago, Ill. Smart Set.

**BAKER, JACK**  
NBC, Breakfast Club.

**BAKER, JERRY**  
WMCA, New York, N. Y.

**BAKER, KENNY**  
CBS, Texaco Star Theatre.

**BALAY, BALA**  
WARD, Brooklyn, N. Y. Hungarian Variety Hour.

**BARBER, BETTE**  
KVOO, Tulsa, Okla. Clambake.

**BARLEV, JOSH**  
WFTM, Ft. Myers, Fla.

**BARNES, MERLE**  
WFNC, Fayetteville, N. C.

**BARRETT, BETTY**  
NBC.

**BARRETT, PHIL**  
WBAB, Atlantic City, N. J. Songs For the Home Folks.

**BARRETTE, R.**  
CKCH, Hull, Que. Jean And Jacques And Pierre.

**BARTELL, ED**  
KCAE, Pittsburgh, Pa. Airliners.

**BARTELL, ROSE**  
WKH, Madison, Wisc.

**BARTLETT, JANE**  
WBT, Charlotte, N. C. Dave And Jane.

**BARTON, BETTY**  
MBS, Betty and Buddy.

**BASS, ANNA ROSE**  
KVFD, Fort Dodge, Ia. Lady Luck.

**BATES, BETTY JEAN**  
KRNT-KSO, Des Moines, Ia. Tall Corn Time, Hawkeye Dinner Time, Betty Jean And Freddie.

**BAUCOM, BILL**  
WIBW, Topeka, Kans. Day-break Jamboree.

**BAXTER, JEANNE**  
WCAE, Pittsburgh, Pa. Sophisticated Ladies.

**BEARD, CHARLES**  
WDBJ, Roanoke, Va. Music For Reading.

**BECHTAL, KENNETH**  
KFJM, Grand Forks, N. D. Melody Quiz.

**BECKMAN, ZEKE**  
KOA, Denver, Colo. Sunshine Boys.

**BECKSTAD, LARRY**  
KFJM, Grand Forks, N. D. Melody Quiz.

**BEGGEMAN, FREDDY**  
KMOX, St. Louis, Mo. Ben Feld Show.

**BEHAN, MAE**  
WARD, Brooklyn, N. Y. Irish Echoes.

**BELL, BONNIE**  
WWL, New Orleans, La.

**BELLE, IDA**  
WAIR, Winston-Salem, N. C. Dear Diary.

**BELMONT, DAVE**  
WBZ-WBZA, Boston-Springfield, Mass. Memory Lane.

**BENDER, BILL**  
WFAS, White Plains, N. Y. The Happy Cowboy.

**BENNETT, KEN**  
KPDN, Pampa, Texas.

**BENSON, JEAN**  
WIBW, Topeka, Kans.

**BERCH, JACK**  
NBC, Jack Berch and His Boys.

**BERGHAUER, CARL**  
KMBC, Kansas City, Mo. Scrappy O'Brien and His Toy Band, Camel Caravan, Prairie Sweethearts, Penny Serenade, Rhythm Riders and Judy Allen, Brush Creek Follies, Early Birds Show, Dinner Bell Roundup.

**BERRY, ED**  
KLO, Ogden, Utah. Three Misses and A Mister.

**BERTI, ED**  
WKBH, La Crosse, Wisc. Song Styles.

**BICKFORD, RUTH**  
WFAA-KFJZ, Dallas-Ft. Worth, Texas. Texas Hall of Fame.

VOCAL ARTISTS

- BILSON, ELIZABETH S.**  
WBAL, Baltimore, Md. Around  
The Dinner Table, Time For  
Romance.
- BIRD, IRENE**  
WHA, Madison, Wisc.
- BISSON, GABRIELLE**  
CBV, Quebec, Que.
- BLACK, LEW**  
KMBC, Kansas City, Mo.  
Brush Creek Follies, Dinner  
Bell Roundup, Early Birds  
Show.
- BLACKWOOD BROTHERS**  
KMA, Shenandoah, Ia.
- BLAIR, HARRY**  
WBT, Charlotte, N. C. RCA  
Twins.
- BLUE, ALICE**  
KSO, Des Moines, Ia. Hawk-  
eye Dinnertime.
- BOLIN, SHANNON**  
WJSV, Washington, D. C.  
Take Up Time, Story Swap.
- BOLTEN, VIVIAN**  
WHIS, Bluefield, W. Va. The  
Girl And The Mood And The  
Melody, The Melody Shop.
- BOND, ANN**  
KOMA, Oklahoma City, Okla.  
Imperial Interlude.
- BOND, JOHNNY**  
CBS, Melody Ranch.
- BOSWELL, CONNIE**  
NBC, Kraft Music Hall.
- BOUDLEAUX**  
WSB, Atlanta, Ga. WSB Barn  
Dance.
- BOVAY, DON**  
WIP, Philadelphia, Pa. Sing  
For Your Supper.
- BOWDEN, RUTH**  
WSAZ, Huntington, W. Va.  
Songs We Love.
- BOYTER, HASKELL**  
WSB, Atlanta, Ga. Song For  
Today.
- BOZEMAN, FRANK**  
WGPC, Albany, Ga.
- BRADLEY, JOE**  
NBC, Club Matinee.
- BRADLEY, ROBERT**  
KLZ, Denver, Colo. To You,  
Lady Lend An Ear.
- BRASINGTON, BERT**  
KMBC, Kansas City, Mo. Brush  
Creek Follies, Dinner Bell  
Roundup, Early Birds Show.
- BRAY, ALGER**  
WDZ, Tuscola, Ill. Speed And  
Curly.
- BRENIZER, LESTER**  
KNOW, Austin, Texas.
- BRIAN, BUNNY**  
KSL, Salt Lake City, Utah.  
Sweet And Swing.
- BRICKELL, ROY**  
KWOC, Poplar Bluff, Mo. Vo-  
cal Varieties.
- BRINEY, MARY MARTHA**  
KDKA, Pittsburgh, Pa. Tap  
Time, Treasure Trails.
- BRISCOE, HELEN MARIE**  
KOA, Denver, Colo. Gentlemen  
of Jive.
- BRITT, ELTON**  
WNEW, New York, N. Y.  
Singing Cowboy.
- BROOKS, DOROTHA**  
WTAM, Cleveland, Ohio. Gor-  
don Aires.
- BROOKS, JACK**  
WHAS, Louisville, Ky. Mod-  
ern Music Hall.
- BROOKS, KIRBY**  
WHIO, Dayton, Ohio, Rhythm  
Makers.
- BROWN, ANN**  
WFAA, Dallas, Texas.
- BROWN, FRANK**  
CFJC, Kamloops, B. C.
- BROWN, GEORGE**  
CJOC, Lethbridge, Alberta.
- BRUCE, CAROL**  
NBC, Ben Bernie's Musical  
Quiz.
- BRYAN, ELEANOR**  
WGRB, Goldsboro, N. C. Elea-  
nor Bryan Entertains.
- BRYANT, HIRAM**  
WFTM, Ft. Myers, Fla. Hymn-  
time, Memory Lane.
- BYRON, BOB**  
WHN, New York, N. Y. Byron  
Hour.
- BUCKNER, KATHRYN**  
WFAA, Dallas, Texas.
- BUNN, JIMMY**  
WOW, Omaha, Nebr.
- BURNS, BERNICE**  
CKOC, Hamilton, Ont.
- BURRIS, SCOTTY**  
WHLB, Virginia, Minn. Songs  
By Scotty, Romance In  
Rhythm.
- BURWELL, J. C.**  
WMBS, Uniontown, Pa. Car-  
ters Kiddies Club.

# BARRY WOOD



CBS

"Your Hit Parade"

Victor Records

## VOCAL ARTISTS

### BUSSINELLI, GUIDO

WOV, New York, N. Y. La Perla and Old Gold Programs.

### BUTCHER, DWIGHT

WSB, Atlanta, Ga. WSB Barn Dance.

### BUTLER, CLEO

WLPW, Suffolk, Va. Melody Time.

### BUTLER, MARIAN

KEX-KGW, Portland, Ore. Charmingly We Live.

### BUTLER, WARDE

WHIZ, Zanesville, Ohio. Musical Blossoms.

### BUTNER, VICTORIA

WSTP, Salisbury, N. C.

## — C —

### CALLOWAY, GLENNA

WSIX, Nashville, Tenn. Words And Music.

### CALVER, LILA

WDEV, Waterbury, Vt. Cocktail Hour.

### CAMP, ARMAND

WIP, Philadelphia, Pa. Sport Shots.

### CAMPBELL, CURLY

WBT, Charlotte, N. C. RCA Twins.

### CAMPBELL, FRANCES

WSB, Atlanta, Ga. Song For Today.

### CARACCI, ANTHONY

KMBC, Kansas City, Mo. Brush Creek Follies, Dinner Bell Roundup, Early Birds Show.

### CARLAY, RACHEL

NBC, Manhattan Merry-Go-Round.

### CARNEY, ART

NBC, Horace Heidt's Treasure Chest, Pot O' Gold.

### CARRIER, JAKE

WLOG, Logan, W. Va. It's Jake With Me.

### CARROLL, GENE

NBC, Gene And Glenn.

### CARROLL, LINDA

WMAL-WRC, Washington, D. C.

### CARTER, BOB

KDKA, Pittsburgh, Pa. Tap Time, Treasure Trails.

### CARTE, JAMES

WSTV, St. Petersburg, Ohio.

### CARTWRIGHT, JOAN

WCAP, Asbury Park, N. J. Rhythms in Rhyme.

### CASSEL, WALTER

NBC.

### CATHON, JEAN

WMAL-WRC, Washington, D. C.

### CHAPIN, PATTI

WTC, Hartford, Conn. Patti Chapin Sings for You.

### CHAPMAN, JOAN

WHN, New York, N. Y.

CHIESA, VIVIAN DELLA  
American Album of Familiar Music NBC, La Rosa Program MBS.

### CHILTON, RUTH

WSYR, Syracuse, N. Y. Ruth Chilton Matinee.

### CHOISSER, HAL

KMOX, St. Louis, Mo. Ozark Varieties, Old Fashioned Barn Dance.

### CHRISTIANSON, ELEANOR

KHSL, Chico, Calif. Songs of Love.

### CHURCH, HELEN

KROC, Rochester, Minn. Rochester Choral Society Program.

### CHURCHILL, STUART

NBC, Fred Waring in Pleasure Time.

### CLAIRE, LAURIE

KSL, Salt Lake City, Utah. Songs of Laurie Claire.

### CLARRELL SINGERS

WFPG, Atlantic City, N. J.

### CLARK, BUDDY

CBS, Wayne King's Orchestra.

### CLARK, JOHN

KNX, Los Angeles, Calif. John Clark, It's A Date. Calling All Cars, Hollywood Showcase, I Was There.

### CLARK SISTERS

KFJM, Grand Forks, N. D.

### CLARKE, HARRY

KSL, Salt Lake City, Utah. Songs of Harry Clarke.

### CLARKS, THE

KFJM, Philadelphia, Pa. The Happy Clarks.

### CLORE, CHARLENE

WFBM, Indianapolis, Ind.

### COCHRAN, PAUL

KFBI, Wichita, Kans. Dinner Bell Time.

### COHEN, LESTER

WMBS, Uniontown, Pa. Cohen Amateur Hour.

### COLAMARIE, VICKI

WGY, Schenectady, N. Y.

### COLLINS, IRENE

WAAZ, Jersey City, N. J. Strike Up The Band.

### COLLINS, JEAN

WMEX, Boston, Mass.

### COLLINS, ROY

WAAZ, Jersey City, N. J. Pony Boy Plays.

### COLTON, CLARENCE

CKTB, St. Catharines, Ont. Morning Melodies Club.

### COMO, PERRY

NBC, Beat The Band.

### CONLON, JUSTIN

WHEC, Rochester, N. Y. This Is My Land.

### CONNOLLY, JOSEPH A.

WARD, Brooklyn, N. Y. Irish Echoes.

### COOKE, BETTY

WLOG, Logan, W. Va. Cookie, Coed of Song.

### COOPER, FRANCES

WIP, Philadelphia, Pa. War Extra.

### COPELAND, CLYDE

KFPY, Spokane, Wash. The Roving Hillbillies, Fels-Naptha Fellows.

### COPELAND, SLIM

KFPY, Spokane, Wash. The Roving Hillbillies, Fels-Naptha Fellows.

### CORBITT, THELMA

WSIX, Nashville, Tenn. Hymn Time.

### COSTLEY, JAN

WSYR, Syracuse, N. Y. Mid-morning Limited.

### COTE, GERMAINE

CKCV-CBV, Quebec, Que. Ici l'on Chante.

### COTTON, LARRY

NBC, Pot O' Gold, Horace Heidt's Treasure Chest.

### COURTNEY, GEORGE

WENR-WMAQ, Chicago, Ill. Club Matinee.

### COX, MARY ROSE

WCAO, Baltimore, Md. John Varney's Quintet.

### COY, DOROTHY

WSUN, St. Petersburg, Fla. Dorothy Coy Sings.

### CRAIG, EDDIE

WOLF, Syracuse, N. Y. Eddie Craig Song Stylist.

### CRAIG, RUTH

WRAL, Raleigh, N. C. Vocals By Craig.

### CRANE, PHILIP

KIRO, Seattle, Wash. It Pays To Listen.

### CRAVEN, OPAL

NBC, Carnation Contented Program.

### CRAWFORD, ROBERT

KMBC, Kansas City, Mo. Texas Rangers, Circle G Ranch, Melody Ranch, Forecast.

### CRIFIELD, LINNEA

KGFW, Kearney, Nebr. Songs You Love To Hear.

### CRONENBOLD, EDWARD

KMBC, Kansas City, Mo. Texas Rangers, Circle G Ranch, Melody Ranch, Forecast.

### CROOKS, RICHARD

NBC, Voice of Firestone.

### CROSBY, BING

NBC, Kraft Music Hall.

### CROSBY, BOB

NBC, Camel Caravan.

### CUFF, Mrs. B. P.

CFJC, Kamloops, B. C. Sing Canada Sing.

## — D —

### DAE, DONNA

NBC, Fred Waring In Pleasure Time.

### DAILY, LORAIN

KRLD, Dallas, Tex.

### DALTON, JACK

WBZ-WBZA, Boston-Springfield, Mass.

### DANIELS, CHARLOTTE

WSTP, Salisbury, N. C. Your Melody Lady.

### DANIELS, DOROTHY

WHN, New York, N. Y.

### DANIELS, MARK

KEX-KGW, Portland, Ore. Let's Write A Story.

### DARWIN, GLENN

NBC.

### DATA, MARYSIA

WHFC, Cicero, Ill.

### DAVIES, EDWARD

NBC, Words And Music, Midnight Serenade.

### DAVIES, GWEN

CBS.

### DAVIS, BARBARA

KLO, Ogden, Utah. Songs By Davis.

### DAVIS, BILLY

KNOW, Austin, Texas. Bright And Early Spiritual Choir.

### DAVIS, CARL

WJJD, Chicago, Ill. Court-house Reporter.

### DAVIS, GEORGE

WSB, Atlanta, Ga. Song For Today.

### DAVIS, SHELBY JEAN

WJJD, Chicago, Ill.

• • • **VOCAL ARTISTS** • • •

**DAWSON, MARCELL**  
KLO, Ogden, Utah. Three Misses And A Mister.

**DAWSON, MARK**  
WCAU, Philadelphia, Pa. Of Stars And Stripes.

**DAY, DENNIS**  
NBC. The Jello Program.

**DAY, EDITH**  
WFAA, Dallas, Texas.

**DAY, GROVER**  
KTRI, Sioux City, Ia. The Blind Balladier.

**DAYS, BILL**  
NBC, CBS, MBS.

**DEAN, BILLY**  
KWFT, Wichita Falls, Texas, Songs of Billy Dean.

**DEAN, F. LEON**  
KASA, Elk City, Okla. Three Shades of Blue.

**DEANE, JUDY**  
KGO-KPO, San Francisco, Calif.

**DEHORD, JEROME**  
WIBW, Topeka, Kans.

**DECKER, GEORGE**  
WJW, Akron, Ohio.

**DeHEALEY, SHIRLEY**  
KRMG, Jamestown, N. D. Songs By Shirley.

**DeLYS, GOGO**  
NBC. Little Ol' Hollywood.

**DeMOSS, LYLE**  
WOW, Omaha, Nebr. Lyle and Eddie.

**DENNY, EDMUND**  
WIBW, Topeka, Kans.

**DENNIS, CLARK**  
NBC. Spot programs.

**DENOIA, DICK**  
WNLC, New London, Conn.

**DERRY, ERNEST**  
KGO-KPO, San Francisco, Calif. Three Cheers, Song-busters.

**DeSOTA, TED**  
KWLK, Lonview, Wash. Martin's Treasure Trunk.

**DICKENSON, JEAN**  
NBC. American Album of Familiar Music.

**DICKSON, DONALD**  
NBC. Chase And Sanborn Program.

**DINNING SISTERS**  
NBC. Breakfast Club, Club Matinee.

**DIXON, NORMA**  
WLPM, Suffolk, Va. Songs By Norma.

**DODDS, LEWIS**  
WSTP, Salisbury, N. C.

**DODSON, BERT**  
WFAA, Dallas, Texas.

**DOEBLER, MARY JANE**  
WMBD, Peoria, Ill. Window Shopper, Peoria's Darling.

**DOHERTY, MARIA**  
WARD, Brooklyn, N. Y. Irish Echoes.

**DOOLEY, ANN**  
WMBD, Peoria, Ill.

**DOSSEY, LEONARD**  
KUJ, Walla Walla, Wash. Braden-Bell Serenaders, Lutch-er's Requests.

**DOWNING, LARRY**  
WNOX, Knoxville, Tenn. Midday Merry-Go-Round. Swingstartime.

**DRUARY, JOHN**  
WDAK, West Point, Ga. Songs At Eventide.

**DUANE, MARY FRANCES**  
WAVE, Louisville, Ky. Melody Time.

**DUFF, FRED**  
WVFW, Brooklyn, N. Y. The Wanderer.

— E —

**EASTMAN, MARY**  
CBS. Saturday Night Serenade.

**EBLING, HENRY**  
WFAS, White Plains, N. Y. Garden of Song.

**EBERLE, RAY**  
CBS. Glenn Miller And His Orchestra.

**ECHER, BETTY LEA**  
KMBC, Kansas City, Mo. Scrappy O'Brien and His Toy Band, Camel Caravan, Prairie Sweethearts, Penny Serenade, Rhythm Riders and Judy Allen, Brush Creek Follies, Early Birds Show, Dinner Bell Roundup.

**EDKINS, ALDEN**  
NBC. The Armchair Quartet. National Vespers, National Radio Pulpit.

**EDWARDS, ADDISON J.**  
WBAB, Atlantic City, N. J.



**BEA WAIN**



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*"Saturday Night Serenade"*

Heard over a CBS network  
totaling 52 stations  
850 — 7th Ave. New York City

# VOCAL ARTISTS

**EDWARDS, HOMER**  
KGKL, San Angelo, Texas.

**ELLINGTON, EDDIE**  
WHN, New York, N. Y.

**ELLIOT, BILL**  
WEEL, Boston, Mass. The Singing Cop.

**ELLIS, RUTH**  
WBRB, Red Bank, N. J. Songs At Eventide.

**EMERSON, JOE**  
NBC. Hymns of All Churches.

**ENNIS, SKINNAY**  
NBC. The Pepsodent Show.

**ESTEPP, JESSE**  
KMBC, Kansas City, Mo. Brush Creek Follies, Dinner Bell Roundup, Early Birds Show.

**EVANS, DALE**  
CBS. News and Rhythm.

**EVANS, SARA**  
WDBJ, Roanoke, Va. For Women Only.

**EVERLY, IKE**  
WJJD, Chicago, Ill. Court-house Reporter.

## — F —

**FARRELL, CHARLES**  
WABC, Detroit, Mich. Mystery Melodies.

**FARRELL, GWENDOLYN**  
WBIG, Greensboro, N. C. Jefferson Standard Time.

**FAULKNER, ROY**  
WIBW, Topeka, Kans.

**FERRIS, JERRY**  
KMO-KVI, Tacoma, Wash. Jerry Ferris And Jane Powers, Christmas Keyhole.

**FETTY, MARION**  
WSTV, Stubenville, Ohio. Song Sophisticate.

**FIELDS, ARTHUR**  
CBS. Pipe Smoking Time.

**FISHER, NANCY**  
WJSV, Washington, D. C. Lady In White.

**FLAGLER, CHARLIE**  
KRNT-KSO, Des Moines, Ia. Kiddie's, Hawkeye Dinnertime, Cheerful Charlie Flagler.

**FLANNERY, BILLY**  
WJJD, Chicago, Ill.

**FLETCHER SISTERS**  
WHAI, Greenfield, Mass.

**FOGELMAN, RUTH**  
WJHO, Opelika, Ala. Vespers.

**FOREMAN, FLOYD**  
WDZ, Tuscola, Ill. Speed And Curly.

**FOREST, BOB**  
CHAB, Moose Jaw, Sask.

**FORRESTER, HOWARD**  
WDZ, Tuscola, Ill. Tennessee Valley Boys.

**FORRESTER, JOE**  
WDZ, Tuscola, Ill. Tennessee Valley Boys.

**FORRESTER, WILENE**  
WDZ, Tuscola, Ill. Tennessee Valley Boys.

**FORSTER, GERTRUDE**  
NBC. The Peerless Trio, Tone Pictures, Seth Parker.

**FORTER, EVELYN**  
WSDX, Nashville, Tenn.

**FORTUNATO, PAT**  
WCAP, Asbury Park, N. J.

**FOSTER, KAY**  
WWJ, Detroit, Mich.

**FOSTER, SALLY**  
KMOX, St. Louis, Mo. Moonlight Serenade, Old Fashioned Barn Dance.

**FOUR SHOWMEN, THE**  
NBC. Vocal Vogues.

**FRANCIS, LORRAINE**  
KROY, Sacramento, Calif. Champion Talent Quest.

**FREEMAN, GLORIA**  
WFTL, Ft. Lauderdale, Fla. Songs of Love.

**FROST, PAUL**  
CKTB, St. Catharines, Ont. Paul's Melody Market.

**FUTRELL, JESSE**  
WAIR, Winston-Salem, N. C. Diane.

## — G —

**GAINNEY, ANDREW**  
KOA, Denver, Colo. Serenade To Loveliness.

**GALL, WILLIAM**  
KMBC, Kansas City, Mo. Scrappy O'Brien and His Toy Band, Boogie Woogie To You, Brush Creek Follies, Dinner Bell Roundup, Early Birds Show.

**GAMACHE, RITA**  
WCOU, Lewiston, Me. Melody Lane.

**GANGE, CONNIE**  
WHEC, Rochester, N. Y.

**GANOW, DOROTHY**  
KMNJ, Grand Island, Nebr. Prairie Sweetheart.

**GARBER, ANNA**  
WRNL, Richmond, Va. Quiet Hour.

**GARDNER, KENNY**  
NBC. Easy Does It.

**GARLAND, JUDY**  
NBC. The Pepsodent Show.

**GARRETT, PATSY**  
NBC. Fred Waring In Pleasure Time.

**GARY, ED**  
WMAL-WRC, Washington, D. C. Affiliated Wives.

**GASKELL ASSOCIATES, WILLIAM**  
WMLS, Uniontown, Pa. Old Fashioned Singing School.

**GATES, NANCY JANE**  
WFAA, Dallas, Texas.

**GAVLORD, CHET**  
WBZ-WBZA, Boston-Springfield, Mass. Morning Toast.

**GEARE, JIMMY**  
KTAR, Phoenix, Ariz.

**GENTRY, TOMMY**  
WSLI, Jackson, Miss. Wanderer of the Wastelands.

**GIBBS, PARKER**  
NBC. Beat The Band.

**GIBBONS, RUTH**  
WSLI, Jackson, Miss. The Dream Girls.

**GILBERT, JERRY**  
WYFW, Brooklyn, N. Y.

**GILL, PAUL**  
WMBD, Peoria, Ill. Old Folks, Nightfall.

**GIRARD, ARMAND**  
KGR-KPO, San Francisco, Calif. Barbershop Quartet.

**GLADDEN, RUTH**  
WWNC, Asheville, N. C. A Song And A Smile.

**GLORIOUS, MAILEEN**  
WSAB, Atlantic City, N. J. Maileen Sings.

**GLOVER, MARY LOU**  
KOAM, Pittsburgh, Kans. Mary Lou Lullaby.

**GLYE, DOROTHY JUNE**  
KWLC, Decorah, Ia. Listen Children, Piano Keys.

**GOODMAN, GORDON**  
NBC. Fred Waring In Pleasure Time.

**GRACE, JACK**  
CKCH, Hull, Que.

**GRAF, DOROTHY**  
WFTL, Ft. Lauderdale, Fla. Songs By Dorothy Graf.

**GRAHAM, ROSS**  
NBC. Cities Service Concert.

**GRAHAM, RUTH**  
WNAX, Yankton, S. D. Devotional Singers.

**GRANT, BOB**  
WRBL, Columbus, Ga. Sing Time.

**GRANT, CHARLES**  
WHAL, Greenfield, Mass.

**GRAVELE, JOHN**  
WFAA, Dallas, Texas.

**GRAY, ZOLA**  
WBAB, Atlantic City, N. J. Melody Favorites.

**GRAYSON, RALPH**  
WWL, New Orleans, La.

**GREEN, MARGARET LEE**  
WGR, Newport News, Va. Stars of Tomorrow.

**GREEN, RPD**  
WJJD, Chicago, Ill.

**GREEN, TIM**  
CJOC, Lethbridge, Alberta.

**GRENEL, EILEEN**  
KRNT, Des Moines, Ia. Thirty Minutes To Go.

**GRIFFIN, GEORGE**  
NBC. Spot Programs.

**GRIFFITH, EDITH**  
KIRO, Seattle, Wash. Voice of Romance.

**GRIFFITH, JANE**  
WSUN, St. Petersburg, Fla. Songs And Satire.

**GRINNA, MILES**  
KFJM, Grand Forks, N. D.

**GROSHONG, PHILLIP**  
WTAM, Cleveland, Ohio.

**GROSEMAN, BETTY**  
WTOL, Toledo, Ohio. Betty Jean.

**GROSS, CLIF**  
WINN, Louisville, Ky. Bar Nuthin Ranch.

**GUNKS, MAURICE**  
KROW, Oakland, Calif.

**GUTHRIE, WOODY**  
CBS. Pipe Smoking Time.

**GUY, BOB**  
WSB, Atlanta, Ga. Song For Today.

## — H —

**HADEN, MARY JANE**  
KMA, Shenandoah, Ia.

**HAGAMAN, CHARLIE**  
WNOX, Knoxville, Tenn. Mid-day Merry-Go-Round.

**HAGEDORN, BOB**  
WHIZ, Zanesville, Ohio. Down Through The Years.

**HAINES, CONNIE**  
NBC. Fame and Fortune.

**HAIR, SHELLY**  
WFTL, Ft. Lauderdale, Fla. Smile With Shelly Hair.

**HALE, LIBBY**  
WAAT, Jersey City, N. J. Broadwayites.

VOCAL ARTISTS

- HALE, TRAVIS**  
KGR-KPO, San Francisco, Calif. Three Cheers, Song-busters.
- HALEY, PAT**  
KDKA, Pittsburgh, Pa. Kay-Dee-Kapers, Boy Meets Girl.
- HALL, FRED**  
Pipe Smoking Time CBS. Fields And Hall NBC.
- HALL, JOE**  
KMMJ, Grand Island, Nebr. Prairie Pioneers.
- HALL, MURIEL**  
CBV, Quebec, Que. Recital.
- HALL SISTERS**  
WHMA, Anniston, Ala. Sabbath Song Serenade.
- HALLMAN, ADRIAN**  
WCOS, Columbia, S. C. Palmetto Trio.
- HAMILTON, ANNA MAY**  
WLBj, Bowling Green, Ky. Piano Moods.
- HAMILTON, BARBARA**  
WCAP, Asbury Park, N. J.
- HAMILTON, Mrs. E.**  
CHAB, Moose Jaw, Sask.
- HANEY, LESTER**  
WLBj, Bowling Green, Ky. The Dixie Troubadour.
- HANNA, PHIL**  
KGR-KPO, San Francisco, Calif. Three Cheers, Song-busters.
- HANNAH, GERALDINE**  
KFJM, Grand Forks, N. D. Melody Quiz.
- HANSULD, LLOYD**  
KMBC, Kansas City, Mo. Scrappy O'Brien And His Toy Band, Camel Caravan, Prairie Sweethearts, Penny Serenade, Rhythm Riders And Judy Allen, Brush Creek Follies, Early Birds Show, Dinner Bell Roundup.
- HANSULD, ZERLINA**  
KMBC, Kansas City, Mo. Scrappy O'Brien And His Toy Band, Camel Caravan, Prairie Sweethearts, Penny Serenade, Rhythm Riders And Judy Allen, Brush Creek Follies, Early Birds Show, Dinner Bell Roundup.
- HAPPY HOLLOW BOYS**  
WDGY, Minneapolis, Minn. Happy Hollow Program, Farmyard Follies.
- HARKNESS, BILL**  
WKBH, La Crosse, Wisc. Dawn Busters.
- HARKNESS, HENRY**  
WKBH, La Crosse, Wisc. Dawn Busters.
- HARMONETTES, THE**  
KMOX, St. Louis, Mo. Ben Feld Show.
- HARPER, JEAN**  
WMEX, Boston, Mass.
- HARRIS, J. C.**  
KWJB, Globe, Ariz. Yodeling Troubadour.
- HARRIS, TOMMY**  
KFRG, San Francisco, Calif. Breakfast Club.
- HARROLD, HOPE**  
WSB, Atlanta, Ga. Song For Today.
- HASTINGS, BOBBY**  
NBC. National Barn Dance.
- HEALY, DAVID**  
WELI, New Haven, Conn.
- HEALY, WILLIAM**  
WMAS, Springfield, Mass. Serenade To An Afternoon.
- HEFNER, VALERA**  
WLOG, Logan, W. Va. Eventide Melodies.
- HELGERSON, RUTH**  
WKBH, La Crosse, Wisc. Dawn Busters.
- HELM, CONNIE LEE**  
KOAM, Pittsburg, Kans. Frolic Presents.
- HEM, LOIS**  
WMRO, Surora, Ill.
- HENDRICKS, GLADYCE**  
KFPY, Spokane, Wash. A Song To You, Studio Party, Remember When.
- HENDRIX, JIM**  
KQOA, Siloam Springs, Ark.
- HENRY, DORIS**  
KTBS, Shreveport, La. Songs By Doris.
- HESS, MINA**  
KTAR, Phoenix, Ariz.
- HIGHT, WINI**  
WDEV, Waterbury, Vt. Melodies of Happiness.
- HILL, DOROTHY NEWCOMB**  
WRNL, Richmond, Va.
- HILL, FAY**  
KNOW, Austin, Texas.



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Ben Bernie Bromo-Seltzer Show  
NBC Blue Network

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## VOCAL ARTISTS

- HILL, WALTER**  
WMBD, Peoria, Ill.
- HILL, ROY**  
WHIS, Bluefield, W. Va. The Melody Shop.
- HODGE, LEO**  
WBNS, Columbus, Ohio. Harmony Heaven.
- HOFFMAN, JACK**  
KTUL, Tulsa, Okla. Your Lucky Break, Jack And Mae.
- HOLLAND, JEAN**  
WMBC, Detroit, Mich. Philharmonies.
- HOLLY, DAVE**  
WGPC, Albany, Ga. Dave And Helen.
- HOLSTEIN, CHICK**  
KMA, Shenandoah, Ia.
- HOPKINS, DOC**  
WJJD, Chicago, Ill. Bureau of Missing Persons.
- HORNE, EVELYN**  
WGPC, Albany, Ga.
- HORNER, VERNIE**  
KGKL, San Angelo, Texas.
- HORVATH, LOUIS**  
WARD, Brooklyn, N. Y. Hungarian Variety Hour.
- HOUSE, EDDIE**  
KROW, Oakland, Calif. Songs of Eddie House, Voice of Love, Hayloft Party.
- HOVLAND, ARDIS**  
KFJM, Grand Forks, N. D.
- HUARD, LARRY**  
WTIC, Hartford, Conn. Wandering Minstrel.
- HUDGENS, RAY**  
KMBC, Kansas City, Mo. Rhyme-A-Line Time, Rhythm Riders And Judy Allen, Brush Creek Follies, Dinner Bell Roundup, Early Birds Show.
- HUDSON, MARGIE**  
KMOX, St. Louis, Mo. Mellow Time.
- HUFFMAN-NELSON QUARTET**  
KPDN, Pampa, Texas.
- HUFSMITH, FRED**  
NBC. The Armehair Quartet, National Radio Pulpit, National Vespers.
- HUME, THELMA**  
CFAR, Flin Flon, Manitoba. Smilin' Through.
- HUMPHREY, RICHARD**  
WHIP, Hammond, Ind. Tea-time.
- HUMPHREYS, DOROTHY STEVENS**  
WHKC, Columbus, Ohio. Salon Serenade, Songs That Sweethearts Sing.
- HUNNICUTT, MIKE**  
WKRC, Cincinnati, Ohio. Dawn Patrol, Mike The Breadman.
- HUTTON, MARION**  
CBS. Glenn Miller And His Orchestra.
- I —
- IDLE, JEAN**  
KWJB, Globe, Ariz. Idle Moments.
- INK SPOTS, THE**  
NBC. Spot Programs.
- IVERS, KAY**  
WBZ-WBZA, Boston-Springfield, Mass. Morning Toast.
- J —
- JACKSON, HOWARD**  
WHIZ, Zanesville, Ohio. Quarter-To-Nine.
- JACKSON, KEEFFIE**  
WSTP, Salisbury, N. C. Alice Blue.
- JACKSON, STONEY**  
KUJ, Walla Walla, Wash. Braden-Bell Serenaders, Lutch-er's Requests.
- JAMES, MARJORIE**  
WGRB, Goldsboro, N. C. Songs By Marjorie.
- JEFFERIES, ELIZABETH**  
WMBS, Uniontown, Pa. Union-town Music Club.
- JEFFRIES, DOROTHY**  
KTRI, Sioux City, Ia.
- JENKINS, MARION**  
WMEX, Boston, Mass.
- JESKE, FRED**  
WSYR, Syracuse, N. Y. Time-keeper, Dinner Bell.
- JESTERS, THE**  
NBC. Golden Serenaders.
- JOHNSON, A. L.**  
KFSG, Los Angeles, Calif. A. L. Johnson's Southern Gospel Singers.
- JOHNSON, BERNICE**  
WSB, Atlanta, Ga. Song For Today.
- JOHNSON, CLARK**  
CKNX, Wingham, Ont. CKNX Barn Dance.
- JOHNSON, EDDIE**  
KMBC, Kansas City, Mo. Scrappy O'Brien And His Toy Band, Boogie Woogie To You, Brush Creek Follies, Dinner Bell Roundup, Early Birds Show.
- JOHNSON, PAULINE**  
KPDN, Pampa, Texas.
- JONES, ANDY**  
KGKL, San Angelo, Texas.
- JONES, HELEN, LOUISE**  
WBAB, Atlantic City, N. J.
- JONES, MILDRED**  
WSB, Atlanta, Ga. Song For Today.
- JONES, RUTH**  
WGPC, Albany, Ga.
- JONES, WALLIE**  
WSTP, Salisbury, N. C.
- JOY, ALICE**  
KTUL, Tulsa, Okla. Melody Moods.
- JUSTICE, ROBERT**  
KFJM, Grand Forks, N. D.
- JYLES, JOHNNY**  
KGKL, San Angelo, Texas. M System Pennysavers, The Country Store.
- K —
- KABER, RUSS**  
KGCU, Mandan, N. D. The Prairie Singer.
- KALLEN, KITTY**  
WSM, Nashville, Tenn. Sunday Down South.
- KAROLYI, MARIA**  
WARD, Brooklyn, N. Y. Hungarian Variety Hour.
- KASPER SISTERS**  
WJJD, Chicago, Ill.
- KAY, RAMONA**  
KMO, Tacoma, Wash.
- KEITH, RAY**  
KOAM, Pittsburg, Kans. Songs of Ray Keith.
- KELLEY, HARRIET**  
WHAI, Greenfield, Mass.
- KELLY, TALLEY**  
WCOS, Columbia, S. C. Little Red Schoolhouse.
- KEMPER, LOU**  
KVOO, Tulsa, Okla. Merry-makers.
- KENNEDY, REED**  
KDKA, Pittsburgh, Pa. Evening Echoes, Treasure Trails.
- KIDDER, WALTER**  
WNAC, Boston, Mass. Walter Kidder's Concert.
- KINDER SISTERS**  
KDKA, Pittsburgh, Pa. Merry Music, Treasure Trails.
- KING, BOB**  
CKGB, Timmins, Ont. Rhythm On the Range.
- KING, BONNIE**  
NBC. Bob Crosby's Dixieland Music Shop.
- KIRKHAM, JOE**  
KDYL, Salt Lake City, Utah.
- KNIGHT, CAROL**  
KMPC, Beverly Hills, Calif. Song Stories.
- KNIGHT, EVE**  
KYW, Philadelphia, Pa. Symphonic Melodies.
- KNIGHT, FELIX**  
NBC. Schaefer Revue.
- KRECK, JAMES**  
WEDC, Chicago, Ill. Melody Mill.
- L —
- LABADIE, PHIL**  
CKNX, Wingham, Ont.
- LACENTRA, PEG**  
NBC. The Golden Serenaders.
- LAGARDE, CORINNE**  
CBV, Quebec, Que.
- LAMB, RUSS**  
KFJZ, Fort Worth, Texas. Eleven Thirty Incorporated.
- LAMBERT, SCRAPPY**  
NBC. The Men About Town.
- LAMM, FREDDIE**  
KRNT-KSO, Des Moines, Ia. Tall Corn Time, Hawkeye Dinnertime, Betty Jean And Freddie.
- LANDT TRIO**  
WGY, Schenectady, N. Y.
- LANE, BETTY**  
WIP, Philadelphia, Pa. Headlines From Hollywood.
- LANE, DAVE**  
WBT, Charlotte, N. C. Dave And Jane.
- LANE, ELEANOR**  
WBZ-WBZA, Boston-Springfield, Mass. Morning Toast.
- LANE SISTERS**  
WINN, Louisville, Ky.
- LANSING, GERTRUDE**  
KYA, San Francisco, Calif. Melody Land And Gertrude Lansing.
- LAPOINTE, MARTHA**  
CBV, Quebec, Que. Ici l'on Chante.
- LaRUE, FRED**  
WIP, Philadelphia, Pa. Lovely To Look At.
- LEARY, WALTER**  
WTAG, Worcester, Mass. Songs We Love.
- LE BRUN SISTERS**  
Eddie Cantor Show NBC. Kate Smith Hour CBS. Rudy Vallee-Seattest Show NBC.

• • • **VOCAL ARTISTS** • • •

**LEE, ALTA**  
KTFI, Twin Falls, Ida. Hi-Yea Neighbor.

**LEE, BOB**  
KWLC, Decorah, Ia. Hymns We Love, Shining Hour.

**LEE, DOROTHY**  
KGR-KPO, San Francisco. Calif. The Songbusters.

**LEE, NANCY**  
KMA, Shesandoah, Ia.

**LEE, SALLY**  
KNOW, Austin, Texas.

**LEE, VIRGINIA**  
KVOO, Tulsa, Okla. Voice And Violin, Virginia Lee Sings.

**LEECH, BILLY**  
KDKA, Pittsburgh, Pa. Tap Time.

**LEIGHTON, CAROL**  
KPJZ, Fort Worth, Texas. Songs of Carol Leighton.

**LEISHMAN, ANNE**  
CJOC, Lethbridge, Alberta. Piano Patterns.

**LeKREEUN, PIERRE**  
NBC, Manhattan Merry-Go-Round.

**LEMELIN, ANTONIO**  
CBV, Quebec, Que.

**LEONARD, JACK**  
CBS, Spot Programs.

**LEONEY, ALETTA JO**  
WHIS, Bluefield, W. Va. Piano Reveries.

**LETOURNEAU, PAUL**  
CBV, Quebec, Que. Ici L'on Chante.

**LEWIS, BILL**  
CKLW, Windsor, Ont.

**LINLUST, L. B.**  
WSYR, Syracuse, N. Y.

**LINDSAY, ART**  
KXRO, Aberdeen, Wash. Syn-copated Riddles.

**LINWOOD, LUCILLE**  
WBNS, Columbus, Ohio. Harmony Haven.

**LOCKE, NORMA**  
CBO, Ottawa, Ont.

**LOGAN, ADDIE**  
WFAA, Dallas, Texas.

**LOGAN, PETE**  
KVO, Tacoma, Wash. Pete The Singing Cowhand, Twilight Trails, Barn Dance.

**LORRAINE, KAY**  
NBC, Echoes of New York.

**LOWE, NORINE**  
WWNC, Ashville, N. C. Top O' The Morning.

**LUCAS, LONNIE**  
WSAZ, Huntington, W. Va.

**LUDDEN, FRANCIS**  
WSTZ, Steubenville, Ohio. Hymns You Love.

**LUSTRE, WARREN**  
WOAI, San Antonio, Texas, Reverie.

**LUTHER, FRANK**  
NBC, Luther-Layman Singers, Luncheon At The Waldorf.

**LYNNE, EVELYN**  
NBC, Breakfast Club, Club Matinee, Roy Shield Revue.

**LYON, RUTH**  
NBC, Words And Music.

— **M** —

**McCLESKEY, FRED**  
KUAO, Siloam Springs, Ark.

**McCONNEL, GRACE**  
WLPM, Suffolk, Va. Grace McConnell Sings.

**McCONNELL, ED**  
NBC, Smilin' Ed McConnell.

**McCOMACK, MALCOLM**  
WBZ-WBZA, Boston-Springfield, Mass. Family Circle.

**McCULLOUGH, ANNETTE**  
WGY, Schenectady, N. Y.

**McCULLOUGH, JOSEPH**  
KROW, Oakland, Calif.

**McELROY, JACK**  
KTUL, Tulsa, Okla. Pot Luck, Jack And Mac.

**McELWEE, TOM**  
WHIO, Dayton, Ohio. Songtime.

**McGEORGE, GLADYS**  
KARL, Fresno, Calif. Notes For Milady, Early Risers Club.

**McHUGH, GLORIA**  
WHAS, Louisville, Ky. Bluegrass Brevities, Early Morning Jamboree, Sweet And Low.

**McINTYRE, RUSSELL**  
WSTP, Salisbury, N. C. Russell McIntyre Entertains.

**McINTYRE SISTERS**  
CHAB, Moose Jaw, Sask.

**McKAY, CATHERINE**  
WBW, Topeka, Kans.

**McKAY, PAT**  
KNX, Los Angeles, Calif. Housewives' Protective

# THE MARTINS



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Lifebuoy Show—CBS  
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## FELIX KNIGHT

American Tenor

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Concert Tour

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# VOCAL ARTISTS

League, Saturday Morning Party, Sunrise Salute.

**McKEOWN, JOE**  
WARD, Brooklyn, N. Y. Road To The Isles.

**McKINNEY, WALTON**  
KALE, Portland, Ore. McKinney & Company.

**McKINNON, ALEX**  
WHLS, Port Huron, Mich.

**McMEINS, KENNY**  
KMMJ, Grand Island, Nebr. Prairie Pioneers.

**McMICHAEL, REG**  
CKNX, Wingham, Ont. CKNX Burn Dance.

**McQUAIN, WANDA**  
KBST, Big Spring, Texas. Love Song Time.

**MacADAM, FRANK W.**  
WBAB, Atlantic City, N. J.

**MacARTHUR, JUNE**  
WMRO, Aurora, Ill.

**MacDONALD, "CACTUS MAC"**  
CKNX, Wingham, Ont. Gully-Jumpers.

**MACHTEL, DAVID**  
WIBA, Madison, Wis. Art Songs of the Masters.

**MacHUGH, EDWARD**  
NBC. The Gospel Singer.

**MAE, GEORGIA**  
WBZ-WBZA, Boston - Springfield, Mass.

**MAHANEY, FRAN**  
KMBC, Kansas City, Mo. Texas Rangers, Circle G. Ranch, Melody Ranch, Forecast.

**MANNERS, LUCILLE**  
NBC. Cities Service Concert.

**MANNERS, VIRGINIA**  
KMBC, Kansas City, Mo. Scrappy O'Brien and His Toy Band, Camel Caravan, Prairie Sweethearts, Penny Serenade, Rhythm Riders and Judy Allen, Brush Creek Follies, Early Birds Show, Dinner Bell Roundup.

**MARBLE, ALICE**  
WNEW.

**MARION, WOODY**  
KMBC, Kansas City, Mo. Scrappy O'Brien and His Toy Band, Camel Caravan, Prairie Sweethearts, Penny Serenade, Rhythm Riders and Judy Allen, Brush Creek Follies, Early Birds Show, Dinner Bell Roundup.

**MARSHALL, DON**  
KEFZ, Fond du Lac, Wis. Cile and Don.

**MARTEL, MIRIAM**  
WWL, New Orleans, La.

**MARTIN, EDDIE**  
WNAX, Yankton, S. D.

**MARTIN, JOE**  
WCAU, Philadelphia, Pa. America Flies.

**MARTIN, MARY**  
NBC. Good News of 1941.

**MARTIN, NANCY**  
WENR-WMAQ, Chicago, Ill. Breakfast Club, Club Matinee.

**MARTIN ZEKE**  
WNAX, Yankton, S. D. Sunday Get-Together, Pick and Push.

**MARTINS, THE**  
CBS. Fred Allen Show.

**MASON, SULLY**  
NBC, Kay Kyser's College of Musical Knowledge.

**MATTHE, BERNICE**  
WMRO, Aurora, Ill. Bernice and Her Accordion.

**MAV, ALBERT**  
WMEX, Boston, Mass.

**MAY, RODERICK**  
KMBC, Kansas City, Mo. Texas Rangers, Circle G. Ranch, Melody Ranch, Forecast.

**MAYER, LOIS**  
KPLT, Paris, Texas.

**MEARS, MARTHA**  
KNX, Los Angeles, Calif. Saturday Morning Party, Texas Rangers.

**MELTON, JAMES**  
NBC. The Telephone Hour.

**MEN ABOUT TOWN, THE**  
NBC. Manhattan Merry-Go-Round.

**MEN OF THE WEST**  
KOA, Denver, Colo. Rangers Serenade.

**MERRILL, MAXINE**  
KTFL, Twin Falls, Ida. Mid-Morning Jamboree.

**METCALF, JOHN**  
WAAB, Boston, Mass. Choir Loft.

**MIANI, DARIO**  
WMEX, Boston, Mass.

**MILLER, DOROTHY**  
WOV, New York, N. Y. "1100" Review.

**MILLER, FREDDIE**  
WFBM, Indianapolis, Ind. Big Freddie Miller.

**MILLER, MANNY**  
KDYL, Salt Lake City, Utah. The Dude Rancher.

**MILLER, MARY LOU**  
WBNS, Columbus, Ohio. Mary Lou Sings.

**MILLER, VIVIAN**  
WTOL, Toledo, Ohio. Land of Song.

**MINNOTT, IVAN**  
WHAT, Greenfield, Mass.

**MINYARD, VIRGINIA**  
WSLI, Jackson, Miss. The Dream Girls.

**MOLLOY, JOE**  
KOAM, Pittsburg, Kans. Rovin' Cowboy.

**MOODY, GEORGE R.**  
KUOA, Siloam Springs, Ark.

**MOODY, RALPH**  
WIBW, Topeka, Kans. Kansas Roundup.

**MOONEY, LOUISE**  
WCOS, Columbia, S. C. Columbia Hall.

**MOORE, JUANITA**  
WHIS, Bluefield, W. Va. Lee and Juanita.

**MOORE, LEE**  
WHIS, Bluefield, W. Va. Lee and Juanita.

**MOORE, MARJORIE**  
WDAY, Fargo, N. D.

**MORELAND, PEG**  
WFAA, Dallas, Texas.

**MORIN SISTERS, THE**  
NBC. Breakfast Club.

**MORSE, HILDA**  
WCAU, Philadelphia, Pa. A Story To Tell.

**MORTON, NATALIE**  
WBRK, Pittsfield, Mass. Songs of Today.

**MORTON, ROBERT**  
WHFC, Cicero, Ill.

**MUNN, FRANK**  
NBC. Waltz Time, American Album of Familiar Music.

**MURDOCK, VIRGINIA**  
WGY, Schenectady, N. Y.

## — N —

**NADEL, SHIRLEY**  
WOLF, Syracuse, N. Y. Songs By Shirley.

**NASH, JACK**  
KEX-KGW, Portland, Ore.

**NEESS, ERLU**  
WBIG, Greensboro, N. C. Modern Moods.

**NEFF, DALLAS**  
KIDO, Boise, Ida. Cowboy Slim.

**NEVILLE, BILL**  
KROC, Rochester, Minn. Music Shop.

**NICKSON, GEORGE**  
KGO-KPO, San Francisco, Calif. Barbershop Quartet.

**NOBLE, BOB**  
WGNV, Newburgh, N. Y. Gospel Singer.

**NOMMENSON, GRETCHEN**  
WHA, Madison, Wis.

**NORMAN, BARBERA**  
KROW, Oakland, Calif.

**NORSEMAN, THE**  
NBC. Vocal Vogues.

**NORTH, DICK**  
WIRE, Indianapolis, Ind. Romantic Melodies.

**NORTON, LEE**  
WKY, Oklahoma City, Okla. Morning Serenade, Southwestern Serenade, Pancho and His Ridgerunners.

**NUGENT, HELEN**  
WERC, Cincinnati, Ohio. Just For You, Old Fashioned Girl.

## — O —

**O'BRIEN, ADRIAN**  
WNAC, Boston, Mass. Good News With Alice and Adrian.

**O'CONNELL, TOMMY**  
WEDC, Chicago, Ill. Sweet and Low.

**OGLE, BARNEY**  
KGNC, Amarillo, Texas.

**O'HEREN, DICK**  
WCLE-WHK, Cleveland, Ohio. Songs By Dick.

**O'LEARY, ALICE**  
WNAC, Boston, Mass. Good News With Alice and Adrian.

**OLIVER, GRAHAM**  
WRNL, Richmond, Va. Tempo Indigo, Your Lucky Night.

**O'MALLEY, PAT**  
NBC. Alee Templeton Time.

**O'NEIL, BOBBY**  
WBAB, Atlantic City, N. Y.

**OTERO, EMMA**  
WOV, New York, N. Y. Old Gold Program.

**OWENS, JACK**  
KECA, Los Angeles, Calif. Music By Sweeten.

## — P —

**PACE, ROBERT**  
WIRE, Indianapolis, Ind. Serenade in the Night.

**PARISH, GEORGE**  
WNBC, New Britain-Hartford, Conn. Harmony Boys.

## VOCAL ARTISTS

- PARKER, FAYE**  
KDKA, Pittsburgh, Pa. Tap Time. Treasure Trails, Boy Meets Girl.
- PARSONS, BOB**  
KVOO, Tulsa, Okla. Your Singing Neighbor.
- PARSONS, CLARENCE**  
WGH, Newport News, Va. The Gospel Singer.
- PANTON, HELEN**  
KGNC, Amarillo, Texas.
- PEACOCK, DOROTHY**  
KPDN, Pampa, Texas.
- PEDL, RALPH**  
WOV, New York, N. Y. Balbo Program.
- PEERCE, JAN**  
NBC, Radio City Music Hall of the Air.
- PELLEY, CHARLES**  
WTAG, Worcester, Mass. Song Revue.
- PENCE, INEZ**  
KLZ, Denver, Colo. Lady Lend An Ear.
- PENNY, HANK**  
WSB, Atlanta, Ga. WSB Barn Dance.
- PENTON, KAY**  
WSLI, Jackson, Miss. Kay Penton Sings.
- PERKINS, RAY**  
NBC.
- PERKINS, TOM**  
WCAU, Philadelphia, Pa. Mr. Everyman Speaks.
- PERRY, BILL**  
CBS, Saturday Night Serenade.
- PERRY, STAN**  
WSB, Atlanta, Ga. Song for Today.
- PETERS, ARTHUR**  
KRLD, Dallas, Texas.
- PETERS, HENRY**  
WIBW, Topeka, Kans.
- PETERSON, RAYMON**  
KNOW, Austin, Texas.
- PETERSON, WALLY**  
KFAR, Fairbanks, Alaska. Healy River High Jinx.
- PETTJOHN, LILLIAN**  
KTAR, Phoenix, Ariz.
- PEFAF, LILLIAS**  
WAIR, Winston-Salem, N. C. Melody Time.
- PHILLIPS, PAULINE**  
WBTH, Williamson, W. Va. Song Styles.
- PHIPPS, AMOS**  
WOLF, Syracuse, N. Y. Gospel Hymns.
- PIKE, BETHEL**  
KMBC, Kansas City, Mo. Brush Creek Follies. Dinner Bell Roundup, Early Birds Show.
- PITT, EMMA**  
WSM, Nashville, Tenn. Classic Hall.
- PITTS, RUTH**  
WAIR, Winston-Salem, N. C. Romance In Song.
- PIZZEY, TOM**  
CJOC, Lethbridge, Alberta. Name It and It's Yours.
- POHL, HAL STELTEN**  
WFHR, Wisconsin Rapids, Wisc. Romantic Cavalier.
- PORTER, MARQUERITE**  
WMEK, Boston, Mass.
- POTTER, EARL**  
WBZ-WBZA, Boston-Springfield, Mass. Even Songs.
- POULTON, CURT**  
WZ, Tuscola, Ill.
- POWELL, DICK**  
NBC, Good News of 1941.
- POWELL, PETE**  
WSIX, Nashville, Tenn.
- PRESTON, LONNIE**  
KGKL, San Angelo, Texas.
- PRICE, HOWARD**  
WCAE, Pittsburgh, Pa. Airlines, Lazy Rhapsody.
- PRIGMORE, JACK**  
WFAA, Dallas, Texas.
- PRIN, TOBY**  
WCCO, Minneapolis-St. Paul, Minn. Saturday Ayem Open House.
- PRINCE, CATHERINE**  
WFAA, Dallas, Texas.
- PROBST, JODENE**  
KRBC, Abilene, Texas. What's New!
- PROYOR, CHARLES**  
KMBC, Kansas City, Mo. Scrappy O'Brien and His Toy Band. Boogie Woogie To You. Brush Creek Follies.



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## VOCAL ARTISTS

- Dinner Bell Roundup. Early Birds Show.
- **Q** —
- QUARTERNOTES**  
WCCO, Minneapolis-St. Paul, Minn. Sunrisers.
- QUEEN, ROY**  
KMOX, St. Louis, Mo. Ozark Mountaineers.
- **R** —
- RAE, MARJORIE**  
KDYL, Salt Lake City, Utah.
- RAOCH, PAUL**  
WAVE, Louisville, Ky. Linger Awhile.
- RARIG, JOHN**  
NBC, CBS, MBS.
- RASHID, SISTERS**  
WMBD, Peoria, Ill. Petticoat Parade. Rhythm Rascals, Nightfall.
- RAVENS-CROFT, THURL**  
NBC, CBS, MBS.
- RAVEY, MAX**  
WDEV, Waterbury, Vt. Ballads.
- RAWLS, CHARLIE**  
WSLI, Jackson, Miss.
- RECEDONI, LOUISE**  
KVI, Salt Lake City, Utah.
- REINHART, DICK**  
CBS, Melody Ranch.
- REMSEN, ALICE**  
NBC, The Land of Make Believe.
- REYNOLDS, BRAD**  
WHN, New York, N. Y.
- RHODES, BETTY JANE**  
Adventures in Rhythm MBS. It Happened in Hollywood CBS, Fred Allen Show NBC, Bob Hope Show NBC.
- RICCARDI, PETER**  
WHAS, Louisville, Ky. Contrasts In Rhythm.
- RICCIARDI, FRANK**  
WOV, New York, N. Y. Camay Program.
- RIDDLE, BOB**  
WOLF, Syracuse, N. Y. Sleep-busters.
- RIEHL, FREDDIE**  
CKNX, Wingham, Ont. Sarah and Little Freddie.
- RIOME, DON**  
CHAB, Moose Jaw, Sask.
- RINK, ADELE**  
WSAZ, Huntington, W. V. Song Serenade.
- RISTIC, DOROTHY JUNE**  
WMBD, Peoria, Ill. Dorothy June Sings, Juvenile Theatre.
- RITCHIE, CAMPBELL**  
CKLW, Windsor, Ont. The Quiet Sanctuary.
- ROBERTS, RICHARD**  
CKNX, Wingham, Ont.
- ROBERTS, TONY**  
WAAT, Jersey City, N. J. Fox Fur Trappers.
- ROBINSON, FRANCIS**  
WHIZ, Zaneville, Ohio. Songs For Sale.
- ROE, LIBBY**  
WHN, New York, N. Y.
- ROECKER, EDWARD**  
CBS, Pipe Smoking Time.
- ROESE, RAY**  
WBNS, Columbus, Ohio. The Hired Hands.
- ROGERS, JIMMIE**  
WKRC, Cincinnati, Ohio.
- RONNEY, SHIRLEY ANNE**  
KFJM, Grand Fork, N. D.
- ROSS, CLARK**  
KNX, Los Angeles, Calif. Styles in Melody, The Song's the Thing.
- ROSS, FRANK**  
WMEX, Boston, Mass.
- ROSS, LANNY**  
CBS, Lanny Ross.
- ROSSI, PAT**  
WOV, New York, N. Y. Musical Entrees.
- ROWE, GENEVIEVE**  
NBC, Johnny Presents.
- ROWE, QUEENIE**  
KBST, Big Spring, Texas. Songs of Queenie Rowe.
- ROY, CONSTANCE**  
WCOU, Lewiston, Me. Gas Girl.
- RUDELL, MARIE GRENDRON**  
WJMS, Ironwood, Mich. Song Time.
- RUSH, FORD**  
WSM, Nashville, Tenn. Lullabye Time.
- RUSSELL, ROBERT**  
WNN, Louisville, Ky. Sante Trails.
- RUVELL, NORMAN**  
WWJ, Detroit, Mich.
- RYAN, OLIVE**  
WMBC, Detroit, Mich. Bandwagon.
- RYLES, BUDDIE**  
KUJ, Walla Walla, Wash. Braden-Bell Serenade, Lutchler's Request.
- **S** —
- ST. CLAIR, WENDELL**  
KPSG, Los Angeles, Calif. A Song in Your Heart.
- SALEBA, MAXINE**  
WBTH, Williamson, W. Va. Torch Tunes.
- SALLEY, CAREER**  
WCOS, Columbia, S. C. Columbia Hall.
- SALLY AND SUE**  
KFRU, Columbia, Mo. Sally and Sue.
- SANANDRES, AMELIA**  
WOV, New York, N. Y. La Rosa Program.
- SAUCIER, GERALD**  
WCOU, Lewiston, Me. Evening Songs.
- SAUNDERS, SONNY**  
WIP, Philadelphia, Pa. Dialing for Dollars.
- SAVAGE, MARGARET**  
KRLH, Midland, Texas. Savage Rhythm.
- SCHARFENTER, BEA**  
WMRO, Aurora, Ill. Melodies from the Sky.
- SCHMIDT, TEX**  
WKBH, La Crosse, Wis. Dawn Busters.
- SCOTT, CYNTHIA**  
WICC, Bridgeport, Conn. Songs By Cynthia.
- SCOTT, FRED**  
WAVE, Louisville, Ky. Hymns We Love.
- SEEL, GLORIA**  
WCSC, Charleston, S. C. Songs By Gloria Seel.
- SELDON, JEAN**  
KNET, Palestine, Texas. Black and White Reflections.
- SHARP, IRVING**  
WDBJ, Roanoke, Va.
- SHAW, MARVIN**  
WAIM, Anderson, S. C. Melodies That Endure.
- SHAW, MONETTE**  
WOAI, San Antonio, Texas. The Story and the Song.
- SHEPARD, REX**  
CKCH, Hull, Que. The Homeleaders.
- SHERMAN, FLOYD**  
NBC, Johnny Presents, The Telephone Hour.
- SHERMAN, LILLIAN**  
WCLE-WHK, Cleveland, Ohio. Lillian Sherman Sings.
- SHINKLE, LAURA**  
WGPC, Albany, Ga.
- SHORE, DINAH**  
NBC, Time to Smile.
- SIGNALERS, THE**  
NBC, The Signal Carnival.
- SILVA, JOE**  
KVCV, Redding, Calif. Songs By Silva.
- SIM BROTHERS**  
KPDN, Pampa, Texas.
- SIMMS, VIRGINIA**  
NBC, Kay Kyser's College of Musical Knowledge.
- SIMPSON, PAUL**  
WMEX, Boston, Mass.
- SINATRA, FRANK**  
NBC, Fame and Fortune.
- SIX HITS AND A MISS**  
NBC, The Pepsodent Show.
- SKINNER, PAUL**  
WMAN, Marinette, Wis. c. Jewels of Melody.
- SLICER, HERNDON**  
WDBJ, Roanoke, Va.
- SLIM, ALBERTA**  
KFJM, Grand Forks, N. D.
- SLOEY, AL**  
KMA, Shenandoah, Ia.
- SLUSSER, HAZEL**  
WSUN, St. Petersburg, Fla. A Girl and A Band.
- SMITH, ATHOLENE**  
KLO, Ogden, Utah. Three Misses and A Mister.
- SMITH, CECIL**  
KYSM, Mankato, Minn.
- SMITH, CHET**  
KMMJ, Grand Island, Nebr. Prairie Pioneers.
- SMITH, EDDIE**  
KFBI, Wichita, Kans. The Pioneer Quartet.
- SMITH, HOWARD**  
KMBC, Kansas City, Mo. Rhyme-A-Line Time, Rhythm Riders and Judy Allen, Brush Creek Follies, Dinner Bell Roundup, Early Birds Show.
- SMITH, JAY**  
WFAA, Dallas, Texas.
- SMITH, KATE**  
CBS, Kate Smith Hour.
- SMITH, KID**  
WSAZ, Huntington, W. Va.
- SMITH, MARY LOIS**  
KOAM, Pittsburg, Kans. Mary Lois Sing.
- SMITH, MAX**  
NBC, CBS, MBS.
- SMITH, RACHEL**  
WGPC, Albany, Ga.
- SMITH SISTERS**  
WSAZ, Huntington, W. Va.
- SMITH, SUSAN**  
WBLK, Clarksburg, W. Va. Melody Time.



• • • **VOCAL ARTISTS** • • •

**THOMPSON, ROY**  
KEX-KGW, Portland, Ore.

**THORNBERY, DOROTHY**  
WLOG, Logan, W. Va. Song  
Time.

**THREE NOTES, THE**  
KTAH, Phoenix, Ariz.

**THREE TONES**  
WCCO, Minneapolis-St. Paul,  
Minn. Sunrises, Open House.

**TILTON, MARTHA**  
NBC, Charles Dant and His  
Orchestra.

**TIMM, ALLEN**  
WEMP, Milwaukee, Wisc.  
Carefree Castle.

**TODD, DICK**  
NBC, Show Boat.

**TOLEMAN, TOLEY**  
KEX-KGW, Portland, Ore. It's  
A Woman's World.

**TOMPSON, TOMMY**  
KSO, Des Moines, Ia. Hawk-  
eye Dinnertime.

**TOSI, ALBA**  
WMEX, Boston, Mass.

**TRACY, FRANK**  
WNLC, New London, Conn.  
Frank Tracy Varieties.

**TUCKER, FRANCES**  
WSJS, Winston-Salem, N. C.

**TUMA, CY**  
KMMJ, Grand Island, Nebr.  
Smiling Cy and Smokey.

**TURGEON, JACK**  
WESX, Salem, Mass. Wau-  
derer of the Wasteland.

**TURLEV, AGATHA**  
KGO - KPO, San Francisco,  
Calif.

**TURNER, JACK**  
WCFL, Chicago, Ill. Happy  
Jack Turner.

— U —

**UPDEGRAFF, GEORGE**  
WJEJ, Hagerstown, Md.

**UTZMAN, SARAHANNE**  
WBLK, Clarksburg, W. Va.

— V —

**VALENTINE, HUBERT**  
WTAG, Worcester, Mass.  
Pleasant Moments.

**VALENTINE, RANCE**  
WTAM, Cleveland, Ohio. Do  
You Remember?

**VALLEE, RUDY**  
NBC, Sealtest-Rudy Vallee  
Program.

**VANDENBURG TRIO**  
KPDN, Pampa, Texas.

**VAN DYNE, WAYNE**  
WENR-WMAQ, Chicago, Ill.  
Farm and Home Hour. Roy  
Shield Revue.

**VANN, FRANK**  
WGH, Newport News, Va. The  
Singing Bakerman.

**VERILL, VIRGINIA**  
NBC, Uncle Walter's Dog  
House, Show Boat.

**VILLAGE CHOIR**  
KFRU, Columbia, Mo. Vil-  
lage Choir.

**VITALLO, JOHN**  
KFSG, Los Angeles, Calif. Or-  
gan Reveries.

— W —

**WADE, LOIS**  
WRBL, Columbus, Ga. Songs  
By Lois.

**WAIN, BEA**  
CBS, Your Hit Parade.

**WAKELY, JIMMY**  
CBS, Melody Ranch.

**WALKER, LARRY**  
WIOD, Miami, Fla. Let's Go  
Walking.

**WALKER, LILA FAYE**  
KASA, Elk City, Okla. Three  
Shades of Blue.

**WALKER, TEX**  
WPFL, Ft. Lauderdale, Fla.  
America's Singing Cowboy.

**WALKER, WILEY**  
KOMA, Oklahoma City, Okla.  
Wiley and Gene.

**WALLACE, MRS. TOM**  
KGKL, San Angelo, Texas. M  
System Pennysavers, Banner  
Birthday Club, The McClure  
Quartet, KGKL Community  
Sing.

**WALSETH, PHYLLIS**  
KFAR, Fairbanks, Alaska.  
Healy River High Jinx.

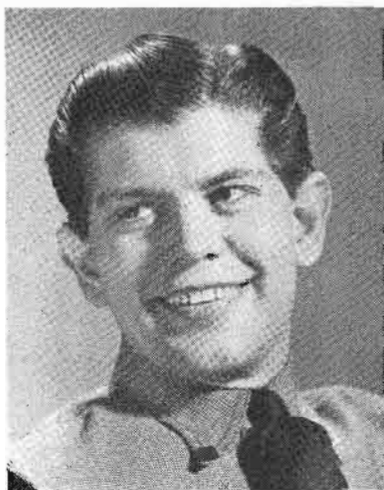
**WARE, MARJORIE**  
KLO, Ogdan, Utah. Three  
Misses and a Mister.

**WARNER, NOAMA**  
KTOK, Oklahoma City, Okla.  
Rolliekers.

**WARREN, JOHN**  
WMBD, Detroit, Mich. Music  
Maestro.



**JERRY  
ANDERS**



*Elton Britt*

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VOCAL ARTISTS

**WATKINS, JOHNNIE**  
WRAL, Raleigh, N. C. Seat Songs.

**WELFARE, MARGARET**  
WAIR, Winston-Salem, N. C. Moods In Music.

**WELLS, KENNETH**  
WHIP, Hammond, Ind. Sanctuary Service.

**WEST, JANE**  
WTMV, East St. Louis, Ill. Sears Variety.

**WESTBROOK, SI**  
KOA, Denver, Colo. Sunshine Boys.

**WESTFALL, BOB**  
WOPI, Bristol, Tenn.-Va. Singing Ranger.

**WHITE, FRANCIA**  
NBC, The Telephone Hour.

**WHITE, KENNETH**  
KMBC, Kansas City, Mo. Scrappy O'Brien and His Toy Band, Boogie Woogie To You, Brush Creek Follies, Dinner Bell Roundup, Early Birdie Show.

**WHITTED, NORFLEY**  
WDWC, Durham, N. C. Driftwood, Southern Plantation.

**WILEY COLLEGE CHOIR**  
KWKH, Shreveport, La.

**WILHITE, BILL**  
WIBW, Topeka, Kans. The Shepherd of the Hills.

**WILLIAMS, ROGER**  
KYW, Philadelphia, Pa. Music for Moderns, Symphonic Melodies.

**WILLIS, CHARLES**  
KMBC, Kansas City, Mo. Brush Creek Follies, Dinner Bell Roundup, Early Birds Show.

**WILLIS, GUY**  
KMBC, Kansas City, Mo. Brush Creek Follies, Dinner Bell Roundup, Early Birds Show.

**WILLIS, VICTOR**  
KMBC, Kansas City, Mo. Brush Creek Follies, Dinner Bell Roundup, Early Birds Show.

**WILSON SISTERS**  
KRMC, Jamestown, N. D.

**WINTERBURN, FLORENCE**  
KFSG, Los Angeles, Calif. Your Favorite Songs.

**WITTMAN, HELEN**  
WISN, Milwaukee, Wisc. Club Continental, Down by Hermans.

**WOOD, BARRY**  
CBS, Your Hit Parade.

**WOOD, ELOIS**  
KVOO, Tulsa, Okla. Wood Sisters.

**WOOD SISTERS**  
KVOO, Tulsa, Okla. Wood Sisters.

**WOODLYN, ALICE**  
WBAB, Atlantic City, N. J.

**WOODS, R. D.**  
KWOC, Poplar Bluffs, Mo. Songs for Shut-Ins.

**WOODYATT, DON**  
KLO, Ogden, Utah. Gems of Melody.

**WRAY, EDYTHE**  
WRWL, Richmond, Va. Flavor Time.

**WRIGHT, BILL**  
KVOO, Tulsa, Okla. Clambake, Western Serenade, Merrymakers.

— Y —

**YAGMAN, JOSEPH**  
WARD, Brooklyn, N. Y. American Yiddish Varieties.

**YEATS, WILLARD**  
WKY, Oklahoma City, Okla. Yeats and Howard.

**YOKELY, MARTHA JEAN**  
WAIR, Winston-Salem, N. C. School for Saturday.

**YOUNG, NORMAN**  
WBAL, Baltimore, Md. Around the Dinner Table, Time for Romance.

— Z —

**ZAPPALA, CLOTILDA**  
WNAC, Boston, Mass.

**ZOHN, CHESTER**  
WTAM, Cleveland, Ohio. Harbor Lights.

**ZULALIAN, ROSE**  
WESX, Salem, Mass. Transphonics.



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# ORCHESTRA LEADERS AND MUSICAL CONDUCTORS AND THEIR WORK DURING 1940



## — A —

**ALBERT, DON**  
WHN, New York, N. Y.  
Everybody Dance.

**ALDRICH, EARL**  
KWOC, Poplar Bluff, Mo.  
Sacred Band.

**ALEXANDER, MYER**  
Vocal Director, Musical American  
NBC, Columbia Workshop  
CBS, Texaco Star Theater  
CBS, Shaefer Revue WEAF.

**ALLEN, BENNY**  
WBTH, Williamson, W. Va.  
Allen's Cavaliers.

**ALLEN, LES**  
CKOC, Hamilton, Ont.

**ANDERSON, DON**  
WFBL, Syracuse, N. Y. Musical  
Clock.

**ANDREWS, WILLIAM**  
CKOC, Hamilton, Ont.

**ARD, WILBUR**  
WFAA, Dallas, Texas.

**ARDEN, HAROLD**  
KTHS, Hot Springs, Ark.

**ARDUINI, VIC**  
CFJC, Kamloops, B. C.

**ARMBRUSTER, ROBERT**  
NBC, The Chase and Sanborn  
Program.

**ARMSTRONG, BERNIE**  
KDKA, Pittsburgh, Pa. Reflections  
in Rhythm, Music in the Night.

**ARMSTRONG, ROBERT**  
WEBR, Buffalo, N. Y. Echo  
Trio Time.

**ARTHUR, WILFRED**  
CKNX, Wingham, Ont.

**ASTON, BUZZ**  
WWSW, Pittsburgh, Pa. Musical  
Miniatures.

**AUSTIN, JUSTIN**  
WGPC, Albany, Ga.

## — B —

**BAINBRIDGE, HAL**  
WLOG, Logan, W. Va. Northern  
Stars.

**BALLOU, DICK**  
WHN, New York, N. Y. Dancing  
in the Dark, Rumba Rhythms.

**BANKS, MARGARET**  
WBIG, Greensboro, N. C.  
WBIG Ensemble.

**BARLOW, RALPH**  
WBAX, Wilkes-Barre, Pa.

**BARNES, RUSS**  
WTSP, St. Petersburg, Fla.  
Russ Barnes Swingtette.

**BARON, PAUL**  
NBC, Luncheon at the Waldorf.

**BASON, HARRY**  
WIRE, Indianapolis, Ind. Basonology.

**BEARTZI, G.**  
WMBS, Uniontown, Pa. Italian  
Hour.

**BECHTEL, PERRY**  
WSB, Atlanta, Ga. Staff Orchestra.

**BELANGER, EDWIN**  
CBV, Quebec, Que.

**BENTER, LIEUTENANT CHARLES**  
NBC, U. S. Navy Band.

**BERCOVITZ, ABE**  
KEX-KGW, Portland, Ore.  
Faithful Stradivari.

**BERGET, DICK**  
KGCX, Wolf Point, Mont. Dick  
Berget and his Montana Players.

**BERNIE, BEN**  
NBC, Ben Bernie's Musical  
Quiz.

**BIRRENBAUM, HARRY**  
WNLC, New London, Conn.

**BLACK, FRANK (DR.)**  
NBC, Cities Service Concert.  
NBC String Symphony.

**BLAIR, LLOYD**  
KTAR, Phoenix, Ariz. Linger  
Awhile.

**BLANCHARD, DONALD**  
WFHR, Wisconsin Rapids,  
Wisc. Red and his Company.

**BLAUFUSS, WALTER**  
NBC, Breakfast Club, National  
Farm and Home Hour,  
Viennese Ensemble.

**BOUCH, RAY**  
NBC-CBS, Johnny Presents.

**BLU E. WARREN**  
KTOK, Oklahoma City, Okla.  
The Rhythmairs.

**BODYCOMBE, ANEURIN**  
KDKA, Pittsburgh, Pa. Evening  
Echoes, Treasure Trails.

**BONIME, JOSEF**  
NBC, Death Valley Days,  
Echoes of New York.

**BRADLEY, OSCAR**  
CBS, Gulf Screen Guild Theater.

**BRESCIAT, PIETRO**  
WSM, Nashville, Tenn. Magnolia  
Blossoms.

**BRINCKLEY, CHARLIE**  
WMRO, Aurora, Ill.

**BRISSETTE, DOL**  
WTAG, Worcester, Mass. Radio  
Theater Matinee.

**BROECKMAN, DAVID**  
CBS, Texaco Star Theatre.

**BRYSON, J. D.**  
WCAT, Rapid City, S. D.

## — C —

**CAMPBELL, PAUL**  
WSTV, Steubenville, Ohio.  
Musical Styles.

**CAPRARO, JOE**  
KTHS, Hot Springs, Ark.

**CARTWRIGHT, TOMMY**  
WFTM, St. Myers, Fla. Barn  
Dance.

**CASSELL, CHARLES**  
WJEJ, Hagerstown, Md. Cumberland  
Valley Chorus.

**CHAMBERS, COYLE**  
KMJ, Fresno, Calif. Tune  
Time Varieties, Keith Bertken  
Program, Invitation to Waltz,  
Program of Dr. Harry Morgan.

**CHARNINSKY, HYMAN**  
KRLD, Dallas, Texas.

**CHERNAVSKY, JOSEF**  
WLW, Cincinnati, O. and WOV,  
New York, N. Y.

**CHESTNEY, ROLLY**  
KLZ, Denver, Colo. Lady Lend  
an Ear.

**CHIDDIX, FRANK**  
KFBI, Wichita, Kans. Farmer  
on the Dial.

**CHRASTIL, STEVE**  
EGFW, Kearney, Nebr.

**CHRISTENSEN, PAUL**  
KOMA, Oklahoma City, Okla.  
Imperial Interlude.

**CLARK, FREDDIE**  
KTHS, Hot Springs, Ark.

**CLARK, JAMES B.**  
KFPY, Tacoma, Wash. Studio  
Party, On Strings of Song,  
Swingstrumentalists, Good  
Morning Neighbors, Remember  
When.

**CLAWSON, JACK**  
KARM, Fresno, Calif. Notes  
for Mildly, Early Risers Club,  
El Rancho.

**CLOUTIER, NORMAN**  
NBC, Song for Saturday.

**COATS, RALPH**  
WMRO, Aurora, Ill. Rhythm  
Rogues.

**COUTURE, FERNAND**  
CKCV, Quebec, Que.

**COX, LEWIS**  
WALM, Anderson, S. C. Jungeleers  
Orchestra.

**CRAIG, FRANCIS**  
NBC-WSM, Nashville, Tenn.  
Pigskin Parade, Sunday Serenade.

**CROSBY, BOB**  
NBC, Bob Crosby's Dixieland  
Music Shop.

## — D —

**DAHN, OTTO**  
KCCU, Mandan, N. D. Silver  
Moon Orchestra.

**DAMROSCH, WALTER (DR.)**  
NBC, NBC Music Appreciation  
Hour.

**DANT, CHARLES**  
NBC, Remember this Song,  
Musical Soiree, Parade of the  
Years, Charles Dant's Music.

**D'ARCY, CAPTAIN THOMAS**  
NBC, Army Band.

# BOB CROSBY

*Season*  
1939-1940

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N.B.C.

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# JAN SAVITT



• • • ORCHESTRA LEADERS • • •

**DARISSE, GILBERT**

CBV, Quebec, Que.

**DAVIS, ART**

KVOO, Tulsa, Okla. Art Davis and his Rhythm Riders.

**DAVIS, BERNIE**

WSTV, Steubenville, Ohio. Velvet Varieties.

**DAVIS, BILL**

WBT, Charlotte, N. C. Briarhoppers.

**DeVITO, DON**

WCAP, Asbury Park, N. J.

**DICKEY, TOM**

WOAI, San Antonio, Texas. The Showboys.

**DIFRANCIS, PAUL**

WSTV, Steubenville, Ohio. Romancers.

**DOLIN, MAX**

KIRO, Seattle, Wash. Thirty Minutes of Music.

**DONNIE, DON**

NBC, Manhattan Merry-Go-Round.

**DORR, RAY**

KUJ, Walla Walla, Wash. Braden-Bell Serenaders, Litcher's Requests.

**DORSEY, TOMMY**

NBC, Tommy Dorsey and his Orchestra, Fame and Fortune.

**DOWDEY, CHARLEY**

WSUN, St. Petersburg, Fla. Prairie Boys.

**DUKE, MAL**

KVCV, Redding, Calif.

**DUNSTEDTER, EDDIE**

CBS.

— E —

**EBENER, FREDDY**

WOW, Omaha, Nebr.

**EDWARDS, LYNN**

WNAX, Yankton, S. D. Rodeo Recess.

**EMERY, AL**

SJOC, Lethbridge, Alberta. Melodic Dreams.

**ENNIS, SKINNAY**

NBC, The Pepsodent Show.

**ESTLOW, BERT**

WBAB, Atlantic City, N. J.

**ETTERS, CLARENCE**

WBT, Charlotte, N. C.

— F —

**FAITH, PERCY**

NBC, Carnation Contented Program.

**FARMER, BILL**

WCOS, Columbia, S. C. Look-out Club.

**FATS, HAPPY**

KVOL, Lafayette, La. Rayne-Bo Ramblers.

**FITZPATRICK, FRANK**

WESX, Salem, Mass. Dinner Music.

**FRASETTO, JOE**

WIP, Philadelphia, Pa. Variety Time.

**FRAZIER, BERT**

KWLK, Longview, Wash.

**FUHRMAN, CLARENCE**

K Y W, Philadelphia, Pa. Rhythmaires, Symphonic Melodies.

**FULLER, JERRY**

CFAC, Calgary, Alberta. Good Morning Neighbor.

— G —

**GALLICCHIO, JOSEPH**

NBC, Joseph Gallicchio and his Orchestra, Breakfast Club.

**GENTHON, DEL**

CJRC, Winnipeg, Manitoba. Grain Belters.

**GERSHMAN, PAUL**

WTAM, Cleveland, Ohio. Day-time Classics.

**GILL, ERNEST**

KGO-KPO, San Francisco, Calif.

**GILLIGAN, EDDIE**

WBAX, Wilkes-Barre, Pa. Sacred Concert.

**GLENN, FRANK**

NBC, Musical Tete-a-tete.

**GOODE, BROTHERS**

WGPC, Albany, Ga.

**GOODMAN, AL**

CBS, Texaco Star Theater.

**GOODMAN, BENNY**

NBC, Benny Goodman Show.

**GOODMAN, SKIPPER**

WSTP, Salisbury, N. C. Skipper and his Merry-makers.

**GORDON, GRAY**

NBC-CBS-MBS, Sustainers.

**GORDON, HAPPY**

KGO-KPO, San Francisco, Calif. Chuck Wagon Days.

**GORDON, LEE**

NBC-WTAM, Cleveland, Ohio. Gordonaires, Do You Remember!



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*Musical Director*



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**GRAINE, ORTON**

CKNX, Wingham, Ont. Gulley-Jumpers.

**GRANT, LEE**

WMCA, New York, N. Y. Sally's Movieland Revue, For Dancers Only.

**GREEN, ZACK**

WFTC, Kinston, N. C. Zack Green's Rhythm Swingo.

**GROSS, CLIF**

WNN, Louisville, Ky. Bar Nuthin Ranch.

**GROSS, WALTER**

CBS. Time Out for Dancing. Music in the Air. Accent on Music.

**GROSSO, PAOLO**

KTHS, Hot Springs, Ark.

**GUIDRY, NASON**

KVOL, Lafayette, La. Doc and his Sons of Acadians.

— H —

**HAENSCHEN, GUSTAVE**

Saturday Night Serenade CBS. American Album of Familiar Music NBC.

**HALL, ROY**

WDJB, Roanoke, Va. For Men Only.

**HARRIS, PHIL**

NBC. The Jello Program.

**HART, JIMMIE**

KPAC, Port Arthur, Texas. Jubileers.

**HATCH, WILBUR**

KNX, Los Angeles, Calif. Calling All Cars, Hollywood Showcase, I Was There.

**HECTOR, CHARLES**

WEEL, Boston, Mass.

**HEIDT, HORACE**

NBC. Pot O' Gold, Horace Heidt's Treasure Chest.

**HEKMAN, WOODY**

NBC-CBS-MBS. Sustainers.

**HODEK, FRANK**

NBC. Staff Orchestra.

**HOFF, CARL**

CBS. Al Pearce and His Gang.

**HOLDER, BRUCE**

CHSJ, St. John, N. B. Music You Like to Hear.

**HORLICH, HARRY**

NBC. Romance and You.

**HOWARD, "PAPPY"**

WNBC, New Britain-Hartford, Conn. New England Hillbillies.

**HUGGINS, HARLEY**

KTUL, Tulsa, Okla. Alabama Boys.

— I —

**IULA, RUFINO**

WBAL, Baltimore, Md. Afternoon Show, Around the Dinner Table, Time for Romance.

— J —

**JACOBSON, ANDY**

WAAB-WNAC, Boston, Mass. Sunshine Dramatized News, Rhythms, News Reporter.

**JACOBY, ELLIOTT**

NBC. The Parker Family.

**JAMES, GENE**

KMPC, Beverly Hills, Calif. Policewoman Christie.

**JARRETT, ART**

KWKH, Shreveport, La.

**JENKINS, GORDON**

NBC. The Signal Carnival, Little O' Hollywood.

**JOHNSON, FREDDIE**

WRAL, Raleigh, N. C. Freddie Johnson Entertains.

**JOHNSON, KEN**

CFAC, Calgary, Alberta. Old Time Barn Dance.

**JOHNSON, LEE**

KTSW, Emporia, Kans.

**JOHNSON, OSCAR**

WDAY, Fargo, N. D. Dinner Bell Time.

**JOHNSTON, DIPPY**

WDZ, Tuscola, Ill. Screw Ball Club, Swing Dings.

— K —

**KAIN, PAUL**

WJSV, Washington, D. C. Take Up Time, This is It, Report to the Nation, Story Swap.

**KARLS, BILL**

KGCU, Mandan, N. D. Royal Kings Orchestra.

**KAY, ENN**

WJW, Akron, Ohio.

**KAYE, OWEN**

WMRO, Aurora, Ill.

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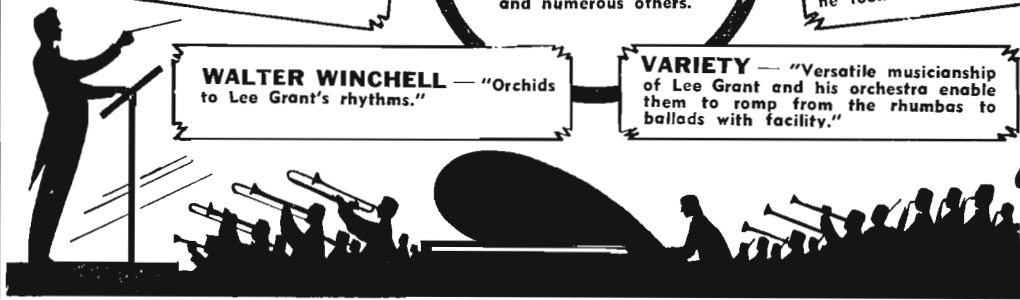
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•

1940

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America"

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**KELLER, EARLE**

WAVE, Louisville, Ky. Melody Time.

**KELNECK, HENRY**

CKGB, Timmins, Ont. Melody Cruise.

**KING, WAYNE**

GBS, Wayne King's Orchestra.

**KNICK, WALTER**

WBNS, Columbus, Ohio. Bulletin Board.

**KOGEN, HARRY**

NBC, Harry Kogen and his Orchestra.

**KONTOS, SAM**

KFYR, Bismarck, N. D.

**KOSTELANETZ, ANDRE**

CBS, Pause that Refreshes, On the Air.

**KOTTLER, MISCHA**

WWJ, Detroit, Mich.

**KOVACH, FRANK**

WHIP, Hammond, Ind. Hungarian Fantasies.

**KREBS, LARRY**

WISN, Milwaukee, Wis. Club Continental, Down by Hermans, Styles in Rhythm.

**KRUG, PHIL**

WIOD, Miami, Fla. Circle of Friends.

**KYSER, KAY**

NBC, Kay Kyser's College of Musical Knowledge.

**KYTE, BENNY**

WXYZ, Detroit, Mich. Evening Serenade.

— **L** —

**LAMBERT, MURRAY**

WRR, Dallas, Texas. High Road to Melody, Noon Hour Varieties.

**LAMBERTZ, KARL**

WFAA, Dallas, Texas.

**LAMOREAUX, DIKE**

WLAV, Grand Rapids, Mich. We Play em You Guess em.

**LANDIS, EARL**

WSB, Atlanta, Ga. Staff Orchestra.

**LANG, HENRY**

WHIO, Dayton, Ohio. Musical Memories in a Modern Manner.

**LAYAL, PAUL**

NBC, Basin Chamber Music Society, Melody in the Night.

**LAWSON, HANK**

WTIC, Hartford, Conn. Hank Lawson and his Knights of the Road.

**LEVINE, HENRY**

NBC, Basin Street Chamber Music Society.

**LEVINSON, LOU**

WLOG, Logan, W. Va. WLOG Rhythmaires.

**LEWIS, JOHN A.**

WSM, Nashville, Tenn. (Choral), Fireside Hour.

**LIGHTSY, STEVE**

KNOW, Austin, Texas.

**LOMBARDO, GUY**

CBS, Guy Lombardo and his Orchestra.

**LOPEZ, VINCENT**

MBS, Show of Week.

**LUCAS, LONNIE**

WSAZ, Huntington, W. Va.

**LUNCEFORD, JIMMIE**

NBC, Sustainers.

**LYMAN, ABE**

NBC, Waltz Time.

— **M** —

**McCULLOUGH, GEORGE**

KFJZ, Fort Worth, Texas. Eleven Thirty Incorporated.

**McDONALD, REX**

WSUN, St. Petersburg, Fla. Dixians.

**McGUIRE, JUNIOR**

WBAX, Wilkes-Barre, Pa. Know Wyoming Valley.

**MACK, NICK**

WJW, Akron, Ohio. Modern Strings.

**MADDEN, WILLIAM**

WBAB, Atlantic City, N. J.

**MANN, ROSS**

CKNX, Wingham, Ont. Melody Mixers.

**MANNERS, ZEKE**

WNEW, New York, N. Y.

**MARCKS, LUDWIG**

WCAE, Asbury Park, N. J. Marcks Troubadours.

**MARKHAM, BARNEY**

KGCU, Mandan, N. D. Wally Kitt Orchestra.



**FRANKIE  
CARLE**

*Composer of*

"Sunrise Serenade"

"Lover's Lullaby"

"Falling Leaves"

"Whispers"

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**MARTIN, DUDE**  
KYA, San Francisco, Calif. Sunrise Roundup.

**MARTIN, PAUL**  
NBC, Paul Martin and his Music.

**MARTIN, ZEKE**  
WNAX, Yankton, S. D. Sunday-Get-Together, Pick and Push.

**MAUTHE, CHICK**  
WKRC, Cincinnati, Ohio. Mystery Tunes.

**MELTON, JACK**  
WBAX, Wilkes-Barre, Pa.

**MENDEZ, GENE**  
WKBH, La Crosse, Wis. WKBH Farm Hour.

**MERTZ, HERBERT**  
WMBC, Detroit, Mich. Shades of Melody.

**MILLER, BUD**  
CFJC, Kamloops, B. C. Bud Miller's Old Timers.

**MILLER, GLENN**  
CBS, Glenn Miller and his Orchestra.

**MILLER, IRVING**  
NBC, The Band Goes to Town, Streamline Journal, Meet the Artist, NBC Dance Orchestra, Easy Does It, Fun with the Revuers.

**MILLER, JACK**  
Kate Smith Hour CBS, The Aldrich Family NBC.

**MILLER, VICTOR**  
WSYR, Syracuse, N. Y. Console and Keys.

**MILLS, BILLY**  
NBC, Fibber McGee and Molly.

**MILLS, FELIX**  
NBC, The Gilmore Circus, Hollywood Playhouse.

**MITCHELL, RALPH**  
WNAX, Yankton, S. D. Hired Hands, Sunday Get-Together.

**MURRAY, LYN**  
CBS, Columbia Workshop, Campbell Playhouse, Hit Parade.

— N —

**NEAL, PAUL**  
WBNS, Columbus, Ohio. Bulletin Board.

**NEWMAN, ROY**  
WRR, Dallas, Texas. Noon Hour Varieties.

**NEWTON, JOHNNY**  
WHAI, Greenfield, Mass.

**NICHOLSON, FABE**  
WAAT, Jersey City, N. J.

**NOBLE, RAY**  
NBC, Alec Templeton Time.

**NORRIS, BOBBY**  
WAAB-WNAC, Boston, Mass. Tone Tapestries, Singing Strings.

**NYDEGGER, VERNE**  
KFBI, Wichita, Kans. Hinkel's Morning Reveille.

— O —

**O'NEILL, JOE**  
KVOO, Tulsa, Okla. Clambake, Music Never Ends.

**ORMAY, GYULA**  
NBC, Good Morning Tonite.

— P —

**PAIGE, RAYMOND**  
NBC, Musical Americana.

**PALMER, JOEL**  
WFAS, White Plains, N. Y. The Palmer Method of Melody.

**PARANOV, MOSHE**  
WTIC, Hartford, Conn. Melodic Strings.

**PARRINO, TED**  
WRR, Dallas, Texas. Dixieland Band of 1940.

**PELLETIER, VINCENT**  
NBC, Carnation Contented Program, A Heap o' Livin'.

**PELLETIER, WILFRED**  
NBC, Metropolitan Opera Auditions of the Air.

**PERSSON, LEON**  
WIBA, Madison, Wis. Concert Ensemble.

**HELPS, NORMAN**  
WTAR-WGH, Norfolk-Newport News, Va. Virginia Rounders.

**PGWELL, TEDDY**  
NBC, Sustainer.

— R —

**RAKOV**  
WBZ-WBZA, Boston-Springfield, Mass. Morning Toast.



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WNLG, New London, Conn.  
Ells Rand and his Sisters.

**RANDALL, GORDIE**  
WGY, Schenectady, N. Y.

**RAPEE, ERNO**  
NBC, Radio City Music Hall  
of the Air.

**REULEAUX, WALTER**  
WFBM, Indianapolis, Ind.

**RICE, EDWARD A.**  
WGY, Schenectady, N. Y.

**ROBERTS, PEE WEE**  
KTHS, Hot Springs, Ark. Sky-  
liners.

**ROBINSON, BOB**  
KRCC, Rochester, Minn. Go-  
pher Swingtette.

**ROSS, ORVIS**  
KRCC, Rochester, Minn.  
Rochester Civic Orchestra Pro-  
gram.

**ROTH, ALLEN**  
NBC, The Schaefer Revue.

**RUEHRDANZ, AL**  
WSUN, St. Petersburg, Fla.  
Embassy Four.

**RUVINSKY, ABRAHAM**  
WHKC, Columbus, Ohio. Mu-  
sic of the Masters, Waltz Time.

— S —

**SALERNO, TONY**  
WIBA, Madison, Wis. Tony  
Salerno's Orchestra, The Mel-  
ody Man.

**SALTER, HARRY**  
NBC, The Song of Your Life.

**SAMPIETRO, JOSEPH**  
KALE, Portland, Ore. En-  
chanted Slumber, Shadows.

**SAUNDERS, JACK**  
WDBJ, Roanoke, Va.

**SAVITT, JAN**  
NBC, CBS, Remotes

**SCARBROUGH, ELMER**  
KOMA, Oklahoma City, Okla.  
The Hi-Flyers.

**SCHOTTE, G. M.**  
CKNX, Wingham, Ont. SKNX  
Little Band.

**SECHLER, GEORGE**  
WSTP, Salisbury, N. C. The  
Trailriders.

**SHAW, ARTIE**  
NBC, Burns & Allen.

**SHEPPARD, BUDDY**  
CBS, Lanny Ross Program.

**SHIELD, ROY**  
NBC, Roy Shield Revue.

**SILVERBERG, BEN**  
WTAM, Cleveland, Ohio. The  
Orchestra Requests.

**SIMPSON, KENNETH**  
WFBM, Indianapolis, Ind.  
Haymakers Orchestra.

**SLIPIYI, RODION**  
WARD, Brooklyn, N. Y. Voice  
of Ukraine.

**SMITH, BEASLY**  
WSM, Nashville, Tenn. Sun-  
day Down South.

**SMITH, BUS**  
WGHV, Charlottesville, Va.

**SOLOMON, IZLER**  
CBS, Design for Happiness.

**SORGE, ART**  
CJRC, Winnipeg, Manitoba.  
Five Esquires.

**SPANN, BUSTER**  
WCOS, Columbia, S. C. Danc-  
ing Party.

**SPARNON, KEN**  
WHEC, Rochester, N. Y.

**SPITALNY, PHIL**  
NBC, The Hour of Charm.

**STANLEY, BOB**  
MBS, Contact, Tropical Sere-  
nade.

**STEVENS, LEITH**  
CBS, Big Town.

**STEWART, LINK**  
KHSL, Chico, Calif. Texas  
Cowboys.

**STOKES, LEONARD**  
NBC, The Telephone Hour.

**STRATTON, BOB**  
WDNC, Durham, N. C. Mor-  
ning Melodies.

**STREATER, TED**  
CBS, Kate Smith Hour.

**STRONG, BOB**  
NBC, Uncle Walter's Dog  
House, Show Boat.



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KECA, Los Angeles, Calif.  
Music by Sweeten.

— **T** —

**TALBOT, J. ROBERT**  
CBV, Quebec, Que.

**TAYLOR, FRED**  
KFSG, Los Angeles, Calif.  
The Gospel String Orchestra.

**THIEDE, ALEXANDER**  
WMEX, Boston, Mass.

**THOMPSON, HARRY**  
CRO, Ottawa, Ont.

**TIMM, EVERETT**  
KSCJ, Sioux City, Ia. The  
Sioux Cityans.

**TOSCANINI, ARTURO**  
NBC. NBC Symphony Or-  
chestra.

**TOWNE, JACK**  
WFAS, White Plains, N. Y.  
Dancing at the Bathclub.

**TRETMARC, PAUL**  
KEVR, Seattle, Wash. Island  
Airs.

**TROBBE, CY**  
KFRC, San Francisco, Calif.  
Standard School Programs.  
Breakfast Club.

**TROTTER, JOHN SCOTT**  
NBC. Kraft Music Hall.

**TRUXELL, EARL**  
WCAE, Pittsburgh, Pa. The  
Airliners Orchestra.

**TUCKER, ORRIN**  
CBS. Hit Parade.

— **V** —

**VARIN, BERT**  
CKCH, Hull, Que.

**VARNEY, JOHN**  
WCAO, Baltimore, Md. John  
Varney's Modern Quintet.

**VARNEY, MOSE**  
WBTH, Williamson, W. Va.  
Mose's Merry Music Makers.

**VIGELAND, HANS**  
WBRK, Pittsfield, Mass. WBRK  
String Choir.

**VOEGLI, DONALD**  
WHA, Madison, Wisc.

**VAN STEEDEN, PETER**  
NBC. Mr. District Attorney.

**VOORHEES, DON**  
NBC. Cavalcade of America,  
The Telephone Hour.

— **W** —

**WALKER, JOHNNIE**  
CJOC, Lethbridge, Alberta.  
You're On the Air.

**WALLENSTEIN, ALFRED**  
Voice of Firestone NBC, Sin-  
fonietta MBS, NBC Symphony  
Program.

**WARING, FRED**  
NBC. Fred Waring in Pleasure  
Time.

**WARNOW, MARK**  
CBS. Your Hit Parade, Helen  
Hayes Theatre.

**WEEMS, TED**  
NBC. Beat the Band.

**WHITE, KIRK**  
WHDL, Olean, N. Y. Sears  
Jamboree.

**WHITEHEAD, HENRY COWLES**  
WTAR, Norfolk, Va. WTAR  
Safon Orchestra.

**WILLS, BOB**  
KVOO, Tulsa, Okla. Bob Wills  
and his Texas Playboys.

**WILLIAMS, RAY**  
WSUN, St. Petersburg, Fla.  
Southerners.

**WILLIS, HAPPY**  
WAIR, Winston-Salem, N. C.  
Happy Willis and Dude Ranch  
Cowhands.

**WILLSON, MEREDITH**  
NBC. Good News of 1940-  
1941. Maxwell House Party.

**WILSON, BILL**  
CJRC, Winnipeg, Manitoba.  
Home of Dreams.

**WITMER, GENE**  
WJEJ, Hagerstown, Md. Sad-  
dle Pals.

**WOLCZAK, DANIEL**  
WNLC, New London, Conn.  
Polish Hour.

**WOODBURY, BY**  
KDYL, Salt Lake City, Utah.  
Singtime.

**WRIGHT, WILL**  
KTFI, Twin Falls, Ida.

— **Y** —

**YEASLEY, HAROLD**  
KGCU, Mandan, N. D. Blue  
Blazer Trio.

**YOUNG, BEN**  
WOL, Washington, D. C.

— **Z** —

**ZIMMER, LOU**  
KGFV, Kearney, Nebr. Lou  
Zimmer's Hillbillies.



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DURING 1940



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**ABBE, JAMES**  
KWYO, Sheridan, Wyo.

**ACEVEDO, FRANCISCO**  
WKAQ, San Juan, Puerto Rico.

**ACKLEY, WAYNE**  
KSO-KRNT, Des Moines, Iowa.

**ADAMS, BEN**  
WOV, New York, N. Y.

**ADAMS, CEDRIC**  
WCCO, Minneapolis, Minn.

**ADAMS, GLENN**  
WMRC, Greenville, S. C.

**ADAMSON, ERNIE**  
WGBB, Freeport, N. Y.

**ADAMSON, W. G.**  
CKTB, St. Catharines, Ont.,  
Can.

**AKERS, BOB**  
KRIC, Beaumont, Texas.

**ALEXANDER, JOHN**  
KFBB, Great Falls, Montana.

**ALDERMAN, JAMES**  
WFAA, Dallas, Texas.

**ALLEN, HERB**  
KECA-KFI, Los Angeles, Calif.

**ALLEN, LEWIS**  
KSAN, San Francisco, Calif.

**ANDERSEN, BOB**  
KSFO, San Francisco, Calif.

**ANDERSON, ORVAL**  
WWL, New Orleans, La.

**ANGELL, HERB**  
KQV, Pittsburgh, Pa.

**ARCHIBALD, E. G.**  
CKRN, Rouyn, Que.

**ARDEN, ROBERT**  
KFWB, Los Angeles, Calif.

**ARMSTRONG, JOHN**  
WHDL, Olean, N. Y. John  
Armstrong Reviews The News.

**ARNOLD, WALTER**  
KFOX, Long Beach, Calif.

**ARRINGTON, BILL**  
WGTC, Greenville, N. C.

**ASCARELLI, G.**  
WHOM, Jersey City, N. J.

**ASHMON, CLARENCE**  
KTOH, Lihue, T.H.

**ASHMORE, HARRY**  
WFBC, Greenville, S. C.

**ASSOF, WOODY**  
WSKB, McComb, Mississippi.

**ATCHISON, CHARLES**  
WCBI, Columbus, Miss.

**ATKINSON, DOBOTHY**  
KWLK, Longview, Wash.

**AUSLAND, JOHN**  
KWFT, Wichita Falls, Texas.

**AVERY, MARTIN**  
WLNH, Laconia, N. H.

**AVIRETT, WILLIAM C.**  
WHAI, Greenfield, Mass.

## — B —

**BAKER, BILL**  
WBTH, Williamson, W. Va.

**BAKER, COL. FRAYNE**  
KFYR, Bismarck, N. D.

**BAKER, HAROLD**  
KCRG, Enid, Okla.

**BAKER, SANFORD**  
WWRLL, Woodside, N. Y.

**BACK, GUNNAR**  
WJSV, Washington, D. C.

**BAIRD, DORWIN**  
CJOR, Vancouver, B. C., Can.

**BALINGER, ART**  
KMTR, Hollywood, Calif.

**BALLAGH, BILL**  
KBIZ, Ottumwa, Ia.

**HARBER, ROWLAND**  
KVSF, Santa Fe, N. M.

**BARRINGTON, BRUCE**  
KXOK, St. Louis, Missouri.

**BARTON, WILLIAM**  
KVFC, San Luis Obispo, Calif.

**HARRY, BERT**  
KROY, Sacramento, Calif.

**HARRY, NORMAN**  
WENR and WMAQ, Chicago,  
Ill.

**HASHARA, LESTER**  
KGFV, Kearney, Nebr.

**BASS, MARTIN**  
KANS, Wichita, Kans.

**BATSON, CHARLES A., JR.**  
WFBC, Greenville, S. C.

**BAUKHAGE, H. R.**  
NBC, National Farm And  
Home Hour.

**BAULU, ROGER**  
CKAC, Montreal, Que.

**BAXTER, LIONEL**  
WAPI, Birmingham, Ala.

**BEAVERS, WALLACE**  
WCOL, Columbus, Ohio.

**BEEBOUT, GEORGE**  
WHKC, Columbus, Ohio.

**BEGHOLD, KEN**  
WBAX, Wilkes-Barre, Pa.

**BENNETT, P.**  
CFCT, Victoria, B. C.

**BERCOVICI, B. S.**  
WSAY, Rochester, N. Y.

**BERGSTROM, ARTHUR**  
WNBC, Hartford-New Britain,  
Conn.

**BERKOWITZ, MILT**  
WNBC, New Britain-Hartford,  
Conn.

**BERMAN, AVERILL**  
WLB, Minneapolis, Minn.

**BEVERIDGE, JR., ALBERT J.**  
WIRE, Indianapolis, Ind.

**BEZOFF, BEN**  
WHLD, Niagara Falls, N. Y.

**BINGHAM, BOB**  
WWNC, Asheville, N. C.

**BISHOP, BURTON**  
KTEM, Temple, Texas.

**BISHOP, PAT**  
KECA-KFI, Los Angeles, Calif.

**BIVENS, BILL**  
WBT, Charlotte, N. C. Today's  
Review of Last Year's News.

**BLACKWELL, H. B.**  
WAVE, Louisville, Kentucky.

**BLANTON, WALLY**  
KFJZ, Fort Worth, Texas.

**BODDY, MANCHESTER**  
KFI, Los Angeles, Calif.  
Views of The News.

**BOLEY, RAY**  
WLEU, Erie, Pa.

**BOOEN, SHERMAN**  
KATE, Albert Lea, Minn.

**BOOTON, FRAN**  
WDZ, Tuscola, Ill.

**BOST, W. T.**  
WRAL, Raleigh, N. C.

**BOSWORTH, BOB**  
WAPQ, Chattanooga, Tenn.

**BOURGOIS, CLAUDE**  
CKAC, Montreal, Que.

**BOWDEN, R. H.**  
WMFD, Wilmington, N. C.

**BOWEN, REX**  
KYCA, Prescott, Ariz.

**BOWERS, DAN**  
KOMA, Oklahoma City, Okla.

**BOYLE, HARRY J.**  
CKNX, Wingham, Ont., Can.

**BRANCH, TAYLOR**  
WRR, Dallas, Texas.

**BRAXTON, JACK**  
WGRB, Goldsboro, N. C.

**BRENDT, JACK**  
WINN, Louisville, Ky.

**BRIGHT, HARRY**  
WGRB, Goldsboro, N. C.

**BROWN, BETTY**  
KGKL, San Angelo, Texas.

**BROWN, BILL**  
WCNC, Elizabeth City, N. C.

**BROWN, LEONARD R.**  
KGFV, Kearney, Nebr.

**BROWN, ALRAY**  
KHAS, Hastings, Nebr.

**BROWN, GORDON**  
KSRO, Santa Rosa, Calif.

**BRUNTLET, GEO. E.**  
KOBH, Rapid City, S. D.

**BRYANT, PRESSLEY**  
KGKO-WBAP, Fort Worth,  
Tex.

**BURDY, BOB**  
WSKB, McComb, Miss.

**BURGE, HARRY**  
WTAM, Cleveland, Ohio.

**BURGER, FRANK**  
WAOV, Vincennes, Ind.

**BURKLUND, TED**  
WEDC, Chicago, Ill.

**BURLINGAME, BOB**  
WHO, Des Moines, Iowa.

**BURNETT, NICKY**  
WHK, WCLE, Cleveland Ohio.

**BURNS, WALTER**  
WBOW, Terre Haute, Ind.

**BURSTEIN, MARTIN A.**  
WOLF, Syracuse, N. Y.

**BUSFIELD, ROGER M.**  
KNOW, Austin, Texas.

**BUTLER, HOMER**  
WEBQ, Harrisburg, Ill.

**BUTLER, JOE**  
WGCM, Gulfport, Miss.

**BYERS, HALE**  
WCCO, Minneapolis-St. Paul,  
Minn.

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**BYRON, JAMES**  
KGKO-WBAP, Fort Worth, Tex.

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**CAFFERTY, TOM**  
KDYL, Salt Lake City, Utah.

**CAIN, BENET F.**  
WNOE, New Orleans, La.

**CALDWELL, FRED**  
KTBC, Austin, Texas.

**CALDWELL, JOE CLARK (Mrs.)**  
WRDW, Augusta, Ga.

**CALLAGHAN, JACK**  
WKAR, East Lansing, Mich.

**CALLAHAN, DONALD**  
KWAL, Wallace, Idaho.

**CALLAHAN, PETE**  
WGTM, Wilson, N. C.

**CAMPBELL, DICK**  
KGGF, Coffeyville, Kans.

**CARLSON, HUGO A.**  
KOLB, Omaha, Neb.

**CARLTON, ROBERT**  
WMRO, Aurora, Ill.

**CARLYLE, CATHRYN**  
KTUL, Tulsa, Okla.

**CARTER, BOAKE**  
WOR-Mutual.

**CARTER, ROBERT**  
WMCA, New York.

**CASE, GEORGE**  
WTMV, East St. Louis, Ill.

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WIS, Columbia, S. C.

**CHANDLER, EDNA**  
WHLB, Virginia, Minn.

**CHAPPEL, JOHN K.**  
KROW, Oakland, Calif.

**CHICK, BRUCE**  
CKLW, Windsor, Ont., Can.

**CHILDS, RALPH**  
KMA, Shenandoah, Iowa.

**CHRISTY, R. JACK**  
KASA, Elk City, Okla.

**CIVILLE, ROY**  
KIDO, Boise, Idaho.

**CLARE, VAL**  
CKLW, Windsor, Ont., Can.

**CLARK, CARL**  
WTAQ, Green Bay, Wis.

**CLARKE, HOWARD**  
CKSO, Sudbury, Ont., Can.

**CLARKE, MIKE**  
WGST, Atlanta, Ga.

**CLAYTON, BOYARD**  
WEBQ, Harrisburg, Ill.

**CLOUGH, L. D.**  
KLUF, Galveston, Texas.

**COBB, DICK**  
WAAB-WNAC, Boston, Mass.

**COBB, TY**  
KRGV, Westlaco, Texas.

**COLE, GRADY**  
WBT, Charlotte, N. C. Grady Cole's Farm Club.

**COLON, ROYCE**  
KRLD, Dallas, Texas.

**COLYIG, ROBERT**  
KALE, Portland, Ore.

**COMBS, JR., GEORGE II.**  
WHN, New York, N. Y. Editorial Slant of the News.

**COMPTON, WALTER**  
WOL, Washington, D. C.

**CONOVER, HUGH**  
WJSV, Washington, D. C.

**COOK, HAROLD**  
WTRC, Elkhart, Ind.

**COOK, MILTON**  
KARM, Fresno, Calif.

**COOPER, JIM**  
WBNS, Columbus, Ohio.

**COOPER, JOHN**  
KDKA, Pittsburgh, Pa.

**COPELAND, JACK**  
KGLU, Safford, Ariz.

**CORLEY, STAN**  
KBIZ, Ottumwa, Ia.

**COULSON, MAJOR THOS.**  
WCAU, Philadelphia, Pa.

**COX, HOUSTON**  
WCBI, Columbus, Miss.

**CRAFT, A. B.**  
KVOI, Lafayette, La.

**CRAWFORD, EUGENE**  
WEBQ, Harrisburg, Ill.

**CRAWFORD, SAM**  
KGY, Olympia, Wash.

**CREAMER, ART**  
WAGF, Dothan, Ala.

**CREASMAN, JIMMY**  
KTAR, Phoenix, Ariz.

**CREIG, VIRGIL E.**  
KUL, Garden City, Kans.

**CRONAN, CAREY**  
WELL, New Haven, Conn.

**CRONWELL, GEORGE**  
CHSJ, St. John, N. B., Can.

**CROSLAND, DAN**  
WMRC, Greenville, S. C. News Of the World.

**CUBBERLY, DAN**  
KOY, Phoenix, Ariz.

**CULL, RICHARD**  
WHIO, Dayton, Ohio.



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**CULLINAN, W. HOWELL**  
WEEL, Boston, Mass.  
**CUNNINGHAM, BILL**  
KWLK, Longview, Wash.  
**CUNNINGHAM, P. H.**  
KWOC, Poplar Bluff, Mo.  
**CURTIS, ELMER**  
WIBW, Topeka, Kans.

— D —

**D'ACCARDO, GENE**  
KTRB, Modesto, Calif.  
**DALY, JOHN CHARLES**  
WJSV, Washington, D. C.  
**DANA, JOE**  
KOY, Phoenix, Ariz.  
**DASH, CAPT. V. A.**  
WFNC, Fayetteville, N. C.  
News Behind the Headlines.  
**DAVIES, BILL**  
WBLJ, Dalton, Ga.  
**DAVIES, BOB**  
KSNAN, San Francisco, Calif.  
**DAVIS, ELMER**  
CBS.  
**DAVIS, GEOFF**  
CBR, Vancouver, B. C., Can.  
**DAVIS, REX**  
WCKY, Cincinnati, Ohio.  
**DAWSON, JAMES**  
WFBC, Greenville, S. C.  
**DEBNAM, W. E.**  
WTAR, Norfolk, Va.  
**DEEM, WARREN**  
WRBH, La Crosse, Wisc.  
**DELAGE, GERARD**  
CKAC, Montreal, Que., Can.  
**DENNIS, MARJORIE**  
WAPI, Birmingham, Ala.  
**DES AUTELS, VAN**  
KFAC, Los Angeles, Calif.  
**DEUTSCH, HAROLD**  
WCCO, Minneapolis-St. Paul,  
Minn. Backgrounding World  
News.  
**DEVANEY, FRANK**  
WMIN, St. Paul, Minn.  
**DEVLIN, TED**  
CBY-CBL, Toronto, Ont., Can.  
**DeWEESE, TEX**  
KPDN, Pampa, Texas.  
**DE YOUND, GENE**  
KARM, Fresno, Calif.  
**DICKEY, PERRY**  
KFDM, Beaumont, Texas.  
**DICKSON, FRANK**  
WNBH, New Bedford, Mass.  
**DIGHTON, JOHN**  
WJRD, Tuscaloosa, Ala.  
**DILLON, MIKE**  
KVOR, Colorado Springs, Colo.  
**DIXON, MASON**  
WNOX, Knoxville, Tenn.  
**DOAN, ED**  
WOSU, Columbus, Ohio.  
**DODGE, JR., WILLIAM C.**  
WMCA, New York, N. Y.  
**DOLAN, FRAN**  
KGCX, Wolf Point, Mont.  
**DONLEY, BOB**  
WCAE, Pittsburgh, Pa.  
**DONNELL, DARRELL**  
KYA, San Francisco, Calif.  
**DORSEY, HOWARD**  
WHAS, Louisville, Ky.  
**DOUGLAS, DOUG**  
KRKD, Los Angeles, Calif.  
**DOUGLAS, WILL**  
WKBN, Youngstown, Ohio.  
**DOUTHAT, LOUIS**  
WHIS, Bluefield, W. Va.  
**DOWLING, ZACK**  
WWNC, Asheville, N. C.  
**DOWNING, TOM**  
WLAP, Lexington, Ky.

**DOYFOOS, LEON**  
WLEU, Erie, Pa.  
**DRAKE, MYRON**  
KTAR, Phoenix, Ariz.  
**DUKATE, ELBERT**  
KTBC, Austin, Texas.  
**DUKESHIRE, WILLIAM**  
WELI, New Haven, Conn.  
**DUNHAM, BOB**  
KMOX, St. Louis, Mo.  
**DUNLEA, R. A.**  
WMFD, Wilmington, N. C.  
**DUNNE, FRANK**  
WTAG, Worcester, Mass.

— E —

**EASTMAN, ROBERT**  
WKY, Oklahoma City, Okla.  
**EDMAN, HERBERT**  
WMAS, Springfield, Mass.  
**EDWARDS, DOUGLAS**  
WSB, Atlanta, Ga.  
**EGAN, GAIL**  
CFAC, Calgary, Alberta, Can.  
**EGGLESTON, KEN**  
KKST, New Castle, Pa.  
**EISEMAN, ROBERT**  
WSAV, Savannah, Ga.  
**ELLIOTT, PERRY**  
WDAK, West Point, Ga.  
**ELLIS, TED**  
WFNC, Fayetteville, N. C.  
**EPPS, LEW**  
WORD, Spartanburg, S. C.  
**ERK, E. CHRISTY**  
WBRY, Waterbury-New Hav-  
en, Conn.

— F —

**FACENDA, JOHN**  
WIP, Philadelphia, Pa.  
**FALK, EDDIE**  
KABR, Aberdeen, S. D.  
**FALLERT, RALPH**  
WCAE, Pittsburgh, Pa.  
**FAREY, EDWARD**  
CFAR, Flin Flon, Man., Can.  
**FARIS, CLINTON**  
WGTM, Wilson, N. C.  
**FARMER, JOHN**  
KMBC, Kansas City, Mo.  
**FARREN, WILLIAM**  
NBC.  
**FARRELL, CHARLES**  
WMBC, Detroit, Mich.  
**FARRELL, MAURY**  
WAPI, Birmingham, Ala.  
**FEAGIN, BOB**  
WBML, Macon, Ga.  
**FELMING, D. F.**  
WSM, Nashville, Tenn.  
**FENTON, WARD**  
WENY, Elmira, N. Y.  
**FERN, C. J.**  
KTOH, Lihue, T.H.  
**FERRIS, ROBERT**  
KJR, Seattle, Wash.  
**FERRY, DENYS**  
CFOS, Owen Sound, Ont., Can.  
**FIELD, THOMAS**  
WTAM, Cleveland, Ohio.  
**FIELDS, BILL**  
WMBS, Uniontown, Pa.  
**FIELDS, JOE**  
WTOL, Toledo, Ohio.  
**FINCH, HOWARD K.**  
WJLM, Lansing, Mich.  
**FINE, JACK**  
WAYX, Waycross, Ga.  
**FINGER, LEN**  
KFDM, Beaumont, Texas.  
**FINLEY, STUART**  
KYW, Philadelphia, Pa.

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KFDA, Amarillo, Texas.  
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WWSW, Pittsburgh, Pa.  
**FITZPATRICK, JACK**  
KLZ, Denver, Colo.  
**FLANAGAN, ALVIN**  
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WDAS, Philadelphia, Pa.  
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WLAK, Lakeland, Fla.  
**FLETT, DEANNE**  
KFBB, Great Falls, Mont.  
**FLINT, JULIAN**  
WATL, Atlanta, Ga.  
**FLYNN, FAHEY**  
WEMP, Milwaukee, Wisc.  
**FOLL, CHARLES**  
KMO, Tacoma, Wash.  
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bert Forbes And the News.  
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**FORREST, CHARLES**  
WPID, Petersburg, Va.  
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KIRO, Seattle, Wash.  
**FOSTER, CEDRIC**  
WTHT, Hartford, Conn.  
**FOSTER, JACK**  
WCKY, Cincinnati, Ohio.  
**FOURNIER, JEAN**  
CHLP, Montreal, Que., Can.  
**FRAKER, BILL**  
WKPA, New Kensington, Pa.  
**FRANK, VAL**  
WAAT, Jersey City, N. J.  
**FRANDSEN, TOM**  
KECA-KRT, Los Angeles, Calif.  
**FREEMAN, DR. DOUGLAS S.**  
WRNL, Richmond, Va.  
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WHKC, Columbus, Ohio.  
**FRENCH, KEN**  
WHEC, Rochester, N. Y.  
**FREYRE, L.**  
WPRA, Mayaguez, Puerto Rico  
**FROMME, GALEN**  
WBAL, Baltimore, Md.  
**FROST, PAUL**  
CKTB, St. Catharines, Ont.,  
Can.  
**FULTON, JOHN**  
WGST, Atlanta, Ga.

— G —

**GADBERRY, BOB**  
KOAM, Pittsburg, Kans.  
**GAETH, ARTHUR**  
KLO, Ogden, Utah.  
**GAGON, JEAN LOUIS**  
CKCV, Quebec, Que.  
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WARD, Brooklyn, N. Y.  
**GALTH, ARTHUR**  
KOVO, Provo, Utah.  
**GAITHER, FRANK**  
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**GAMES, DOLF**  
KORE, Eugene, Ore.  
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NEWS COMMENTATORS

**GARRED, BOB**  
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**GETHING, MAJOR PETER**  
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**GIBNEY, JACK**  
WBBL, Columbus, Ga.

**GIBSON, ROSS**  
KQOA, Siloam Springs, Ark.

**GIFFORD, CLAUDE**  
WOI, Ames, Iowa.

**GILLIN, BILL**  
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**GIRARD, PAUL**  
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**GODDARD, DON**  
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**GODWIN, EARL**  
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**GOLDER, HARRY**  
WXYZ, Detroit, Mich.

**GOODE, MICHAEL J.**  
WELL, New Haven, Conn.

**GOODRICH, ROGER**  
WOLF, Syracuse, N. Y.

**GOODWIN, HAL**  
WHAI, Greenfield, Mass.

**GORDON, BILL**  
WAIR, Winston-Salem, N. C.

**GOSS, FRANK**  
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**GRANT, AUSTIN**  
WWJ, Detroit, Mich.

**GRANT, DOUGLAS B.**  
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**GRAY, AL**  
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**GREENE, L.**  
CBY-CBL, Toronto, Ont., Can.

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**GRIMM, GEORGE**  
WLOL, Minneapolis-St. Paul, Minn.

**GRISWOLD, GEORGE R.**  
WTMA, Charleston, S. C.

**GUERRA, HENRY**  
WOAI, San Antonio, Texas.

**GUEST, "BUD"**  
WJR, Detroit, Mich.

— H —

**HAAS, GRANT**  
WHA, Madison, Wis.

**HAASER, CHARLES**  
WNAS, Springfield, Mass.

**HACKETT, NEIL**  
KGGK-WBAP, Fort Worth, Tex.

**HAGEMAN, HAROLD**  
WADC, Akron, Ohio.

**HAISLIP, WALTER**  
WSTP, Salisbury, N. C.

**HALE, ALAN**  
WISN, Milwaukee, Wis.

**HALL, AL**  
KGKB, Tyler, Texas.

**HALLOREN, RYAN**  
KWNO, Winonah, Minn.

**HALPIN, JOSEPHINE**  
KMOX, St. Louis, Mo. Let's Discuss The News.

**HAMILTON, DICK**  
KILL, Garden City, Kans.

**HAMILTON, JIM**  
WLEU, Erie, Pa.

**HANNES, ARTHUR**  
WHDL, Olean, N. Y.

**HANSEN, BOB**  
KUTA, Salt Lake City, Utah.

**HANSEN, CLIFF**  
KOL, Seattle, Wash.

**HANSEN, MAL**  
WHO, Des Moines, Iowa.

**HARDEN, FRANK**  
WBIG, Greensboro, N. C.

**HARDMAN, BENEDICT**  
WDGY, Minneapolis, Minn. Streamlined News.

**HARDY, JOSEPH**  
CKGV, Quebec, Que.

**HARPER, HERBERT**  
WMC, Memphis, Tenn.

**HARRINGTON, NORMAN**  
KGLU, Safford, Ariz.

**HARRIS, ELLIS**  
KDAI, Duluth, Minn.

**HARRIS, HERBERT**  
WSB, Atlanta, Ga.

**HARRIS, JACK**  
WSM, Nashville, Tenn. World In Review.

**HARRIS, JOHN A.**  
KFRU, Columbia, Mo.



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**HARRIS, ROBERT**  
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KLZ, Denver, Colo.

**HARSHMAN, G. E.**  
WPIC, Sharon, Pa.

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CFOS, Owen Sound, Ont., Can.

**HAWKINSON, FRANK**  
KGFF, Shawnee, Okla.

**HAYNES, RICHARD**  
KVOL, Lafayette, La.

**HAYS, LARRY**  
KSRO, Santa Rosa, Calif.

**HEAD, IVAN R.**  
KYSP, Santa Fe, N. M.

**HEALEY, JAMES**  
WGY, Schenectady, N. Y.

**HEATTER, GABRIEL**  
MBS, We, the People CBS,  
Liberty Magazine MBS.

**HENDERSON, BROOKS**  
KSTP, St. Paul, Minn.

**HENDERSON, ROBERT**  
KALE, Portland, Ore.

**HENRY, FRED**  
KMPC, Beverly Hills, Calif.

**HERBERT, BILL**  
CBR, Vancouver, B. C., Can.

**HERNDON, MAURICE**  
WLPM, Suffolk, Va.

**HERNE, CAPTAIN E. D. C.**  
NBC.

**HERSHEY, BURNETT**  
WMCA, New York, N. Y.

**HETLAND, JIMMY**  
KOVC, Valley City, N. C.

**HIGGINS, LEN**  
KVI, Tacoma, Wash.

**HILL, EDWIN C.**  
CBS, The Human Side of the  
News.

**HILL, ZACK**  
WLBJ, Bowling Green, Ky.

**HINN, BILL**  
WMRC, Greenville, S. C.

**HIRSCH, DON**  
KDKA, Pittsburgh, Pa.

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KLUF, Galveston, Texas.

**HODGE, TED**  
WNLC, New London, Conn.

**HOGAN, CLAUDINE**  
KRLH, Midland, Texas.

**HOLBROOK, JACK**  
WGTC, Greenville, N. C.

**HOLDER, HIGH**  
WGRB, High-boro, N. C.

**HOLLAND, LEONARD**  
KPAC, Port Arthur, Texas.

**HOLMGREN, ROD**  
WOI, Ames, Iowa.

**HOPE, BOB**  
WSFA, Montgomery, Ala.

**HOPKINS, JOHN**  
KFJZ, Fort Worth, Texas.

**HOPKINS, JOHN**  
WLAV, Grand Rapids, Mich.

**HORN, ROBERT**  
WMAN, Mansfield, Ohio.

**HOTCHKISS, TOM**  
KTUC, Tucson, Ariz.

**HOWARD, BESSE**  
KYW, Philadelphia, Pa. Besse  
Howard Looks At the News.

**HOWE, LEONARD**  
WHO, Des Moines, Iowa.

**HOWE, TRAYER**  
WJEJ, Hagerstown, Md.

**HOWE, QUINCY**  
WQXR, New York, N. Y.

**HUBBARD, JOHN T.**  
WAGF, Dothan, Ala.

**HUDDLESTON, RUSSELL**  
WLAC, Nashville, Tenn.

**HUBSON, HARRY**  
WOPI, Bristol, Va.

**HUGHES, B. L.**  
WHCU, Ithaca, N. Y.

**HUGHES, JOHN B.**  
KFRC, San Francisco, Calif.  
News And Views.

**HUNG, JOSEPHINE**  
WARD, Brooklyn, N. Y.  
American Chinese Program.

**HUNT, PAUL**  
WJW, Akron, Ohio.

**HUNTER, CHARLIE**  
WJW, Akron, Ohio.

**HUNTER, JIM**  
CFRB, Toronto, Ont., Can.

**HUNTER, TODD**  
CBS, News and Rhythm.

**HURLBIGH, ROBERT**  
WFBR, Baltimore, Md.

**HUNTON, THEODORE**  
WMAA, Springfield, Mass.

— I —

**INGRAM, ARTHUR**  
WBNY, Buffalo, N. Y.

**IOVINO, CHARLES R.**  
WLAW, Lawrence, Mass.

**IZZARD, WES**  
KGNC, Amarillo, Texas.

— J —

**JACKSON, BUD**  
KVOO, Tulsa, Okla.

**JACKSON, FRANK**  
KGFF, Shawnee, Okla.

**JACOBS, M. H.**  
KPRC, Houston, Texas.

**JAY, HARRY**  
WLOK, Lima, Ohio.

**JENNINGS, AL**  
WTMC, Ocala, Fla.

**JOHNSON, LEONARD**  
KFDA, Amarillo, Texas.

**JOHNSON, MARTIN**  
WFBM, Indianapolis, Ind.  
Early Bird News.

**JOHNSON, TED**  
KMMJ, Grand Island, Nebr.

**JOHNSON, WALTER**  
KTKC, Visalia, Calif.

**JOHNSON, WALLY**  
CFAR, Flin Flon, Man., Can.

**JONES, ELLIOTT**  
WPIC, Sharon, Pa.

**JORDAN, BRUCE**  
KFWE, Los Angeles, Calif.

**JOSLYN, HENRY**  
KVOR, Colorado Springs, Colo.

**JOY, DICK**  
KNX, Los Angeles, Calif.

**JYLES, JOHNNY**  
KGKL, San Angelo, Texas.

— K —

**KALTENBORN, H. V.**  
NBC, Kaltenborn Edits The  
News.

**KARSON, LEE**  
KFBC, Cheyenne, Wyo.

**KARSON, LEE**  
KTAR, Phoenix, Ariz.

**KAY, HARRY**  
KCKN, Kansas City, Kans.

**KAY, RAY**  
WJRD, Tuscaloosa, Ala.

**KEIRSEY, AL**  
KROD, El Paso, Texas.

**KELLEY, A. B.**  
KRLH, Midland, Texas.

**KELLY, WARREN**  
WBNY, Buffalo, N. Y.

**KENNEDY, JOHN B.**  
NBC.

**KENNEDY, RALPH**  
KQOA, Siloam Springs, Ark.

**KENNEDY, WILLARD**  
WWJ, Detroit, Mich.

**KENSKI, M.**  
WHOM, Jersey City, N. J.

**KEPLINGER, DICK**  
KJR, Seattle, Wash.

**KILLEEN, J. W.**  
WSAU, Wausau, Wisc.

**KING, CY**  
WEER, Buffalo, N. Y.

**KING, JACK**  
WJR, Detroit, Mich.

**KINSEY, M. E.**  
WHO, Des Moines, Iowa.

**KIRBY, DURWARD**  
WENR and WMAQ, Chicago,  
Ill.

**KISTER, GEORGE**  
KMMJ, Grand Island, Nebr.

**KNOERSCHILD, ELMER**  
KFUO, Clayton, Mo.

**KNOLES, TULLY**  
KWG, Stockton, Calif.

**KNOX, ROBERT B.**  
WDA, Philadelphia, Pa.

**KOFOED, JACK**  
WIOD, Miami, Fla. Behind  
The Headlines.

**KRETSINGER, JACK**  
WJBC, Bloomington, Ill.

**KREGLOH, HUBERT**  
WSPR, Springfield, Mass.

**KRUEGER, FRANK**  
WHOM, Jersey City, N. J.

**KRUPE, LARRY**  
WJW, Akron, Ohio.

— L —

**LACKEY, F. E.**  
WHOP, Hopkinsville, Ky.

**LACKRY, HECHT S.**  
WHOP, Hopkinsville, Ky.

**LAING, GILL**  
KSRO, Santa Rosa, Calif.

**LAMPEL, HAROLD**  
WCBA-WSAN, Allentown, Pa.

**LANDIS, DeWITT**  
KFYO, Lubbock, Texas.

**LANG, FRED**  
WAAB-WNAC, Boston, Mass.

**LANG, WILLIAM**  
KYW, Philadelphia, Pa. Spot-  
lighting The News.

**LANSFELL, ROBERT**  
KFIO, Spokane, Wash.

**LA VALLE, AL**  
WEDC, Chicago, Ill.

**LAVERY, DON**  
WEDC, Chicago, Ill.

**LAW, GLEN**  
KRNT-RSO, Des Moines, Iowa.

**LAWRENCE, HAL**  
CKGB, Timmins, Ont., Can.

**LAWTON, FLEETWOOD**  
KECA-KFI, Los Angeles, Calif.

**LAYMAN, CARROL**  
WDAN, Danville, Ill.

**LeBRUN, HARRY**  
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 WCAP, Asbury Park, N. J.

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 CHAB, Moose Jaw, Sask., Can.

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 WCOU, Lewiston, Me.

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 KOME, Tulsa, Okla.

**LITTLE, BOB**  
 WGL-WOVO, Ft. Wayne, Ind.

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 WCSC, Charleston, S. C.

**LOWE, JR., FRANK M.**  
 KGB, San Diego, Calif.

**LOWREY, MEADOR**  
 KRLD, Dallas, Texas.

**LUKINS, HARRY**  
 WAVE, Louisville, Ky.

**LUND, ERIC F.**  
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**LUND, RONALD**  
 KJR, Seattle, Wash.

**LYON, EDDIE**  
 KTUL, Tulsa, Okla.

**LYONS, JIM**  
 KVOE, Santa Anna, Calif.

— M —

**McBRIDE, BONNIE**  
 KUOA, Siloam Springs, Ark.  
 News For Women.

**McCALL, DON**  
 WEBC, Duluth, Minn.

**McCANN, JIM**  
 WIBG, Glenside, Pa.

**McCARATHY, JACK**  
 WXYZ, Detroit, Mich.

**McCORMICK, JERRY**  
 WBAX, Wilkes-Barre, Pa.

**McCOY, JACK**  
 WBLI, Dalton, Ga.

**McCROBY, WILLIAM**  
 KWFC, Hot Springs, Ark.

**McDANIEL, CARL**  
 KLUF, Galveston, Texas.

**McDOWELL, BILL**  
 WPIC, Sharon, Pa.

**McELROY, PETER**  
 WINX, Washington, D. C.

**McFEE, A.**  
 CBY-CBL, Toronto, Ont., Can.

**McGIVERN, FRANK**  
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 KPRC, Houston, Texas.

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 WGRM, Greenwood, Miss.

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 WJTN, Jamestown, N. Y.

**McLEOD, LUKE**  
 CFAR, Flin Flou, Man., Can.

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 WCSC, Charleston, S. C.

**McMARTIN, C.**  
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**MacFARLANE, IAN ROSS**  
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 KOB, Albuquerque, N. M.

**MacLEOD, DUNCAN**  
 KALE, Portland, Ore.

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 WOR, Newark, N. J.

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 WGAR, Cleveland, Ohio.

**MALLON, DWIGHT**  
 WKRC, Cincinnati, Ohio.

**MALONE, FRANK**  
 WIOD, Miami, Fla. News and  
 Views.

**MALOTTE, STANLEIGH**  
 W A P I, Birmingham, Ala.  
 Rhyming The News.

**MANIER, WILL R.**  
 WSM, Nashville, Tenn. Under-  
 currents and Current Events.

**MANNING, KNOX**  
 KNX, Los Angeles, Calif.

**MARNER, WILL R.**  
 WSM, Nashville, Tenn.

**MARSHALL, DON**  
 KFIZ, Fond du Lac, Wisc.

**MARTIN, GEORGE**  
 WMSD, Muscle Shoals, Ala.

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**MASSEY, BILL**  
KANS, Wichita, Kans.

**MASTERSON, PAUL**  
KOY, Phoenix, Ariz.

**MATHEWS, BILL**  
KMYC, Marysville, Calif.

**MATT, J. LEONARD**  
WDAS, Philadelphia, Pa.

**MATHEWS, J. B.**  
WGKV, Charleston, W. Va.

**MATTS, WARREN**  
KOB, Albuquerque, N. M.

**MAY, EARL E.**  
KMA, Shenandoah, Iowa.

**MAY, FOSTER**  
WOW, Omaha, Nebr.

**MELTON, ORRIN**  
KYSM, Mankato, Minn.

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WMIN, St. Paul, Minn.

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**MERTENS, PETE**  
KIRO, Seattle, Wash.

**METCALF, DEAN**  
KARM, Fresno, Calif.

**MEYER, FRED**  
WHDL, Olean, N. Y.

**MEYERS, GEORGE NELSON**  
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**MEYERS, TED**  
KECA-KFT, Los Angeles, Calif.

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**MILLER, KEN**  
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**MINIUM, JAMES**  
WHIZ, Zanesville, Ohio.

**MITCHELL, BUN**  
CKTB, St. Catherines, Ont.,  
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**MITCHELL, EVERETT**  
WMAQ, WENR, Chicago, Ill.

**MOBLEY, ERNEST**  
KVWC, Vernon, Texas.

**MOEGLE, FRED**  
WTMV, East St. Louis, Ill.

**MOEHLMAN, A. H.**  
WOSU, Columbus, Ohio.

**MOLYNEAUX, PETER**  
WFAA, Dallas, Texas.

**MONROE, JAMES**  
KCMO, Kansas City, Mo.

**MONTGOMERY, JOHN**  
WPPG, Atlantic City, N. J.

**MOONEY, DOW**  
WFAA, Dallas, Texas.

**MOORE, DUNCAN**  
WJR, Detroit, Mich.

**MOORE, VERN**  
KIDO, Boise, Idaho.

**MORAND, EDWARD V.**  
WLTH, New York, N. Y.

**MORGAN, RAY**  
WCOP, Boston, Mass.

**MORGAN, ROBERT**  
WKBC, Cincinnati, Ohio.

**MORRIS, G. F.**  
WBRB, Red Bank, N. J.

**MORRIS, PAUL, B.**  
WCAO, Baltimore, Md.

**MORROW, DAVID**  
WCAP, Asbury Park, N. J.

**MORTIMER, BOSS**  
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**MOYLE, PAUL**  
WCNC, Elizabeth City, N. C.

**MUELLER, MARVIN**  
KDRO, Sedalia, Mo.

**MURPHY, BOB**  
KSTP, St. Paul-Minneapolis,  
Minn.

**MURPHY, FLORENCE**  
WCCO, Minneapolis-St. Paul,  
Minn. All News And No Com-  
ment.

— N —

**NAUMAN, DICK**  
KWFT, Wichita Falls, Texas

**NEAL, JIM**  
KOME, Tulsa, Okla.

**NEFF, ERNIE**  
KQV, Pittsburgh, Pa.

**NEGRI, RINO**  
WHOM, Jersey City, N. J.

**NELSON, KARL**  
WTOL, Toledo, Ohio. Town  
Crier.

**NEVILLE, BILL**  
KROC, Rochester, Minn.

**NEWELL, WILLIAM**  
CKWX, Vancouver, British Co-  
lumbia, Can.

**NICHOLS, N.**  
WPRa, Mayaguez, Puerto  
Rico.

**NICKELL, JOE**  
WIBW, Topeka, Kans.

**NIDAS, DAN**  
KFKA, Greeley, Colo.

**NORTON, FRANK**  
WMAS, Springfield, Mass.

— O —

**O'CONNOR, ROD**  
KSL, Salt Lake City, Utah.

**OLIVER, BRYCE**  
WMCA, New York, N. Y.

**O'NEIL, JIM**  
KQW, San Jose, Calif.

**ORBACH, HENRY**  
KARK, Little Rock, Ark.

**ORFIELD, BENNET**  
WTCN, St. Paul-Minneapolis,  
Minn.

**OTIS, LEE**  
WCLE, WHK, Cleveland, Ohio.

**OWEN, LEITER DENTER**  
WHIP, Hammond, Ind. Moni-  
tor Views The News.

— P —

**PALMER, BYRON**  
KFAC, Los Angeles, Calif.

**PALMER, HUGH**  
CBR, Vancouver, B. C., Can.

**PARRISH, WYNNE**  
WOLF, Syracuse, N. Y. Wom-  
en In the News.

**PARSONS, ROBERT**  
WMBI, Chicago, Ill.

**PASCOE, HELEN**  
WGNV, Newburgh, N. Y. The  
Family News.

**PAUL, ED**  
WCFL, Chicago, Ill.

**PAUL, SIDNEY**  
WFBR, Baltimore, Md.

**PAULSON, ROBERT**  
KATE, Albert Lea, Minn.

**PAYNE, ROBERT**  
WCOU, Lewiston, Me.

**PAYTON, JAMES**  
WLWL, Minneapolis-St. Paul,  
Minn.

**PEARSON, DREW**  
NBC, Sunday Eve News of  
the World.

**PECK, HARRY**  
KFBI, Wichita, Kans.

**PENN, DAVID**  
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WORL, Boston, Mass.

**POTTER, JOHN**  
KROW, Oakland, Calif.

**POULIN, HENRI**  
CKCH, Hull, Que., Can.

— R —

**RABORG, MAJOR PAUL C.**  
WHN, New York, N. Y. Mili-  
tary Analyst.

**RAFFERTY, TOM**  
CKCR, Kitchener, Ont., Can.

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Texas.

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WMBC, Detroit, Mich.

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**RIDDELL, CORWIN**  
WOAI, San Antonio, Texas.

**ROBBINS, BILL**  
WCKY, Cincinnati, Ohio.

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KDYL, Salt Lake City, Utah.

**ROBERTSON, B. G.**  
KTBS, Shreveport, La.

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KOAM, Pittsburg, Kans.

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WSUN, St. Petersburg, Fla.

**ROBINSON, WIP**  
WDZ, Tuscola, Ill.

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WIS, Columbia, S. C.

**RODRIGUEZ, JOSE**  
KFI, Los Angeles, Calif. In-  
side The News.

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WSIX, Nashville, Tenn.  
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KFBI, Wichita, Kans.  
**RUHLE, PAUL**  
WCLO, Janesville, Wis.  
**RUSH, KENT**  
KTHS, Hot Springs, Ark.  
**RUSH, PHILIP**  
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WQXR, New York, N. Y.  
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WPIG, Sumter, S. C.

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**SIMMS, WILLARD**  
KPKA, Greeley, Colo.  
**SIMON, GEORGE**  
WJAC, Johnstown, Pa.  
**SIMPSON, DALE**  
WKY, Oklahoma City, Okla.  
**SIMS, JAY**  
MBS.  
**SKAFF, VINCE**  
KTRI, Sioux City, Ia.  
**SKELTON, ROGER**  
WSAV, Savannah, Ga.  
**SKINNER, PAUL**  
WMAN, Marinette, Wisc.  
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**SMITH, BRAD**  
KRGV, Westlaco, Texas.  
**SMITH, CAL**  
KROC, Rochester, Minn.  
**SMITH, EMERSON**  
KDYL, Salt Lake City, Utah.  
**SMITH, ERLE**  
KMBC, Kansas City, Mo.  
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WRR, Dallas, Texas.  
**SMITH, JULIAN C.**  
WAGF, Dothan, Ala.  
**SMITH, STAN**  
WHLS, Port Huron, Mich.  
**SMITS, LEE**  
WWJ, Detroit, Mich.

— S —

**SAERCHINGER, CESAR**  
NBC, The Story Behind the Headlines.  
**SAGMASTER, JOSEPH**  
MBS.  
**SALMON, PROF. E. T.**  
CKOC, Hamilton, Ont., Can.

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KNET, Palestine, Texas.

**SULLIVAN, PAUL**  
CBS, Paul Sullivan Reviews  
The News.

**SUTHERLAND, SID**  
KFI, Los Angeles, Calif. In-  
side The News.

**SWAYZE, JOHN CAMERON**  
KMBC, Kansas City, Mo.

**SWIFT, JACK**  
WTSP, St. Petersburg, Fla.

**SWING, RAYMOND GRAM**  
MBS.

— T —

**TABOIS, GENEVIEVE**  
WMCA, New York, N. Y.

**TAYLOR, SAM**  
WOR-WHN, New York, N. Y.  
Hollywood Commentator, Wired  
Hollywood News Show.

**TEN EyCK, SIDNEY**  
WHCU, Ithaca, N. Y.

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WTAD, Quincy, Ill.

**TERWEY, TYS**  
WNOX, Knoxville, Tenn.

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**THOMPSON, DOROTHY**  
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WOOD-WASH, Grand Rapids,  
Mich.

**TOBIN, IRWIN M.**  
WPRO, Providence, R. I.

**TOBIN, JOSEPH**  
WESX, Salem, Mass.

**TOLLIVER, DON**  
WTFY, East St. Louis, Ill.

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WABY, Albany, N. Y.

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KOA, Denver, Colo.

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KFBB, Great Falls, Mont.

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KSAL, Salina, Kans.

**TREXLER, LAWRENCE**  
WMP, Memphis, Tenn.

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WGNV, Newburgh, N. Y.  
Behind International Headlines.

**TRIMBLE, KERM**  
KTSW, Emporia, Kans.

**TROUT, BOB**  
CBS, Headlines and Bylines.

**TRUE, HAROLD**  
WXYZ, Detroit, Mich. Day  
In Review.

**TURNER, ULMER**  
WAAF, Chicago, Ill.

**TWIGGER, NORMAN**  
WCAE, Pittsburgh, Pa.

— U —

**UBELHART, JAMES**  
WSPD, Toledo, Ohio.

**UPSON, PAUL**  
WTRC, Elkhart, Ind.

**URRUTA, J.**  
WPRA, Mayaguez, Puerto  
Rico.

— V —

**VADIBONCOEUR, E. R.**  
WSYR, Syracuse, N. Y.

**VAILE, DAVIE**  
KOA, Denver, Colo.

**VANCE, KEN**  
WJHO, Opelika, Ala.

**VAN DYKE, RUSSELL**  
KHAS, Hastings, Nebr.

**VANN, EDDIE**  
WLOG, Logan, W. Va.

**VELA, WILLIAM**  
KPAB, Laredo, Texas.

**VINEY, HENRY**  
CJOC, Lethbridge, Alberta,  
Can.

**VOSS, BILL**  
WOC, Davenport, Iowa.

— W —

**WADE, OZZIE**  
WKNE, Keene, N. H.

**WAGNER, PAUL**  
WPAV, Portsmouth, Ohio.

**WAINWRIGHT, AIDELAIDE**  
WBRB, Red Bank, N. J.

**WALDROP, JAMES**  
WORD, Spartanburg, S. C.  
News of the World.

**WALES, SYDNEY**  
KROW, Oakland, Calif.

**WALTERS, CHARLES H.**  
WRDW, Augusta, Ga.

**WALTERS, JOE**  
KSFC, San Francisco, Calif.

**WALTON, SIDNEY**  
WOR, Newark, N. J.

**WARE, BILL**  
KTHS, Hot Springs, Ark.

**WARNER, ALBERT**  
WJSV, Washington, D. C.

**WATSON, BROOKS**  
WMBD, Peoria, Ill.

**WEAVER, MEL**  
WDEV, Waterbury, Vt.

**WEAVERLING, CHARLES**  
KGY, Olympia, Wash.

**WEBER, JOHN PAUL**  
WIP, Philadelphia, Pa.

**WEIL, LESTER**  
WTMC, Ocala, Fla.

**WEIR, J.**  
KBIZ, Ottumwa, Ia.

**WELCH, WILLIAM**  
WKRC, Cincinnati, Ohio.

**WHITE, PAT**  
KTBS, Shreveport, La.

**WHITNEY, JACK**  
WINX, Washington, D. C.

**WHITTIER, CHARLES**  
WBAX, Wilkes-Barre, Pa.

**WHITWORTH, RAY**  
KVWC, Vernon, Texas.

**WIGGINS, WALLY**  
KVOE, Santa Ana, Calif.

**WIGHT, H. B.**  
WCAX, Burlington, Vt.

**WIKEHART, EDDIE**  
WBTH, Williamson, W. Va.

**WILLIAMS, DR. CLINTON**  
WSPA, Montgomery, Ala.

**WILLIAMS, GLENN**  
WENY, Elmira, N. Y.

**WILLIAMS, MARK**  
WBTH, Williamson, W. Va.

**WILLIAMS, TOD**  
WTCN, St. Paul, Minneapolis,  
Minn.

**WILLIAMS, WYTHE**  
MBS.

**WILLIS, FORREST**  
WOKO, Albany, N. Y.

**WILLIS, J. E.**  
WLAP, Lexington, Ky.

**WILLOUGHBY, BRENT**  
WAAT, Jersey City, N. J.  
Trenton Trends.

**WILSON, BILL**  
WSPB, Sarasota, Fla.

**WILSON, BOB**  
WGL, WOWO, Ft. Wayne, Ind.

**WILSON, EARLE**  
WNBH, New Bedford, Mass.

**WINTER, WILLIAM**  
WBT, Charlotte, N. C.

**WITANOWSKI, E.**  
WHOM, Jersey City, N. J.

**WITHERS, HARRY C.**  
WFSA, Dallas, Texas.

**WOLPERS, ALLAN**  
KWOC, Poplar Bluff, Mo.

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WCAU, Philadelphia, Pa.

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WGAR, Cleveland, Ohio.

**WRIGHT, GEORGE**  
CKMO, Vancouver, B. C., Can.

**WRIGHT, GERALDYNE**  
KRBC, Abilene, Texas.

**WRIGHT, HOLLY**  
WTAG, Worcester, Mass.

**WRIGHT, ROY**  
CKMO, Vancouver, B. C., Can.

**WRIGHT, STERLING**  
WSPA, Spartanburg, S. C.  
News In Review.

**WYLY, RUSSELL**  
WMBD, Peoria, Ill.

— Y —

**YOUNG, BERN**  
WTOL, Toledo, Ohio.

**YOUNGBLOOD, WESLEY**  
KPYO, Lubbock, Texas.

**YOUNIN, WOLF**  
WARD, Brooklyn, N. Y. Amer-  
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WHAT, Philadelphia, Pa.

**ABELL, MARY**  
WOPJ, Bristol, Va.

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WAAB-WNAC, Boston, Mass.

**ABBOTT, SOTHERN**  
WJAR, Providence, R. I.

**ACHOVAGE, BING**  
WMSD, Muscle Shoals, Ala.

**ACKLEY, WAYNE**  
ESO-KRNT, Des Moines, Iowa.

**ACOSTA, MARIO**  
WPRÁ, Mayaguez, Puerto Rico.

**ADAIR, CIEL**  
WSLB, Ogdensburg, N. Y.

**ADAMS, BILL**  
WSAZ, Huntington, W. Va.

**ADAMS, GARRETT**  
WRJN, Racine, Wisc.

**ADAMS, GLENN**  
WMRC, Greenville, S. C.

**ADAMS, H. BERNIHAM**  
WBRK, Pittsfield, Mass.

**ADAMS, JEAN**  
KPAB, Laredo, Texas.

**ADAMSON, BOB**  
KGFV, Kearney, Nebr.

**ADAMSON, W. G.**  
CKTB, St. Catharines, Ont., Can.

**ADELMAN, PAT**  
KNOW, Austin, Texas.

**ADEMY, JOHN**  
WCAO, Baltimore, Md.

**AGGIS, DAN**  
KCRG, Enid, Okla.

**ALEXANDER, BEN**  
NBC, Chase and Sanborn, Everyman's Theater, Union Oil Show, Little Ol' Hollywood, Point Sublime.

**ALEXANDER, JACK**  
KRIC, Beaumont, Texas.

**ALEXANDER, JOHN**  
KFBB, Great Falls, Montana.

**ALEXANDER, LARRY**  
WDNC, Durham, N. C.

**ALEXANDER, PAUL**  
KUTA, Salt Lake City, Utah.

**ALEXANDER, PAUL**  
KWLK, Longview, Wash.

**ALLEN, AL**  
WJJD, Chicago, Ill.

**ALLEN, DEL**  
KTRI, Sioux City, Ia.

**ALLEN, HAROLD**  
WBNS, Columbus, Ohio.

**ALLEN, HERB**  
KECA-KFI, Los Angeles, Calif.

**ALLEN, PHIL**  
KVI, Tacoma, Wash.

**ALLEN, REGINALD**  
WJSV, Washington, D. C.

**ALLEN, ROBERT**  
WEAU, Eau Claire, Wisc.

**ALLISON, BOB**  
KMTR, Hollywood, Calif.

**ALLYN, KEN**  
WLVA, Lynchburg, Va.

**ALMODOVAR, HECTOR**  
WKAQ, San Juan, Puerto Rico.

**ALT, JIM**  
KMOX, St. Louis, Mo.

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**ALTMAN, RICHARD**  
WSIX, Nashville, Tenn.

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WHOM, Jersey City, N. J.

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KTAR, Phoenix, Ariz.

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**ANDERSON, EDWARD**  
WTIC, Hartford, Conn.

**ANDERSON, LLOYD**  
KMOX, St. Louis, Mo.

**ANDERSON, ORVAL**  
WWL, New Orleans, La.

**ANDERSON, ROBERT**  
WRUF, Gainesville, Fla.

**ANDERSON, SHELDON**  
KTKC, Visalia, Calif.

**ANDERSON, WILBUR**  
KGKL, San Angelo, Texas.

**ANDRE, PIERRE**  
NBC, Arnold Grimm's Daughter, Betty Crocker, Hymns of All Churches.

**ANDRES, HOYT**  
WOAI, San Antonio, Texas.

**ANDREWS, TED**  
KOCY, Oklahoma City, Okla.

**ANGELL, HERB**  
KGV, Pittsburgh, Pa.

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WOLF, Syracuse, N. Y.

**ANZJON, ARNE E.**  
KGGU, Mandan, N. D.

**APEL, HAROLD**  
WPAY, Portsmouth, Ohio.

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WMFD, Wilmington, N. C.

**ARCHIBALD, E. G.**  
CKRN, Rouyn, Que., Can.

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KGKO-WBAB, Ft. Worth, Tex.

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WCOL, Columbus, Ohio.

**ARMSTRONG, D.**  
CFCT, Victoria, B. C., Can.

**ARNOLD, ALVIN**  
KOBH, Rapid City, S. D.

**ARNOLD, WALTER**  
KFOJ, Long Beach, Calif.

**ARRINGTON, BILL**  
WGTC, Greenville, N. C.

**ARTHUR, HAROLD**  
WPAY, Portsmouth, Ohio.

**ASCARELLI, G.**  
WHOM, Jersey City, N. J.

**ASHMON, CLARENCE**  
KTOH, Lihue, T.H.

**ASSOF, WOODY**  
WSBK, McComb, Miss.

**ATCHISON, CHARLIE**  
WCBI, Columbus, Miss.

**AURANTE, PAUL**  
KGVO, Missoula, Mont.

**AUSLAND, JOHN**  
KWFT, Wichita Falls, Texas.

**AVERY, ALLEN**  
WJJD, Chicago, Ill.

**AVERY, GAYLORD**  
KMOX, St. Louis, Mo.

**AYER, HAROLD H.**  
WKIP, Poughkeepsie, N. Y.

**AYLER, E.**  
CJAT, Trail, B. C., Can.

## — B —

**BABBE, OWEN**  
KMPC, Los Angeles, Calif.

**BACK, GUNNER**  
WJSV, Washington, D. C.

**BACKS, HENRY**  
WWRL, Woodside, N. Y.

**BAGGETT, LEE**  
WDOO, Chattanooga, Tenn.

**BAILEY, JACK**  
KGB, San Diego, Calif.

**BAILEY, WYNONAH**  
KGFV, Kearney, Nebr.

**BAKER, ALLEN**  
CBY-CBL, Toronto, Ont., Can.

**BAKER, ART**  
NBC, Bod Hope Program.

**BAKER, BILL**  
WBTH, Williamson, W. Va.

**BAKER, JEFF**  
WTAR, Norfolk, Va.

**BAKER, MELVIN**  
KABR, Aberdeen, S. D.

**BAKER, NELSON**  
WFBR, Baltimore, Md.

**BAKER, RUSS**  
WOW, Omaha, Nebr.

**BAKER, SANFORD**  
WWRL, Woodside, N. Y.

**BAKKE, HAROLD**  
KTEM, Temple, Texas.

**BALDWIN, BILL**  
KDYL, Salt Lake City, Utah.

**BALDWIN, BILL**  
KRNT-KSO, Des Moines, Iowa.

**BALDWIN, PHIL**  
CKMO, Vancouver, British Columbia, Can.

**BALEY, RAY**  
WLEU, Erie, Pa.

**BALINGER, ART**  
KMTR, Los Angeles, Calif.

**BALLAGH, BILL**  
KBIZ, Ottumwa, Ia.

**BALLOU, CHARLES**  
WSVA, Harrisonburg, Va.

**BANNON, JIM**  
KECA-KFI, Los Angeles, Calif.

**BARBEE, BUD**  
WJPF, Herrin, Ill.

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WHML, Hamilton, Ont., Can.
- CHILDS, RALPH**  
KMA, Shenandoah, Iowa.
- CHOWN, DONN**  
WJR, Detroit, Mich.
- CHRISTENSEN, ALTON**  
WCAL, Northfield, Minn.
- CHRISTIAN, RALPH**  
WBRC, Birmingham, Ala.
- CHRISTY, AL**  
KCKN, Kansas City, Kans.
- CHRYSDALE, JOE**  
CKOC, Hamilton, Ont., Can.
- CHUMLEY, CHARLES**  
WLAC, Nashville, Tenn.
- CHURCHILL, NELSON**  
WAAB-WNAC, Boston, Mass.
- CIECHUCH, LEON**  
WHOM, Jersey City, N. J.
- CIEPLINSKI, W.**  
WHOM, Jersey City, N. J.
- CLADDEN, WILLIAM**  
WCAE, Pontiac, Mich.
- CLANCY, RUSSELL**  
WHN, New York, N. Y.
- CLARK, CARL**  
WTAQ, Green Bay, Wisc.
- CLARK, CHESTER**  
WCAE, Pittsburgh, Pa.
- CLARK, DAVID**  
KUAO, Siloam Springs, Ark.
- CLARK, ELMER A.**  
KABR, Aberdeen, S. D.
- CLARK, HAROLD**  
WEAN, Providence, R. I.
- CLARK, HOWARD**  
CKSO, Sudbury, Ontario, Can.
- CLARK, IAN**  
CFJC, Kamloops, B. C., Can.
- CLARK, J. B.**  
WRAL, Raleigh, N. C.
- CLARK, JAMES**  
WWJ, Detroit, Mich.
- CLARK, JAMES "Red"**  
WHIS, Bluefield, W. Va.
- CLARK, PAUL**  
WOC, Davenport, Iowa.
- CLARK, RAY**  
WOW, Omaha, Nebr.
- CLARKE, JACK**  
KMO, Tacoma, Wash.
- CLARKE, JOHN**  
WRBL, Columbus, Ga.
- CLARKE, MIKE**  
WGST, Atlanta, Ga.
- CLAYTON, BOB**  
WJIM, Lansing, Mich.
- CLAYTON, TOM**  
WLLH, Lowell, Mass.
- CLEAVER, JAMES**  
WFDF, Flint, Mich.
- CLEGHORN, JOHN**  
WMC, Memphis, Tenn.
- CLINE, CALDWELL**  
WIS, Columbia, S. C.
- CLINE, P. W.**  
WMRN, Marion, Ohio.
- CLOS, JEAN H.**  
WNBZ, Saranac Lake, N. Y.
- CLOUGH, L. D.**  
KLUP, Galveston, Texas.
- CLOUGH, MERVIN**  
KFYR, Bismark, N. D.
- CLOVER, BOB**  
KTCC, Visalia, Calif.
- CLOWES, ED**  
KPCC, Pasadena, Calif.
- COBB, DAVID**  
WSM, Nashville, Tenn.
- COBB, RICHARD**  
WAAB-WNAC, Boston, Mass.
- COCHRAN, PAUL**  
KFBI, Wichita, Kans.
- COCHRANE, ROBERT**  
WWSW, Pittsburgh, Pa.
- COLBERT, JOHN**  
KFWB, Los Angeles, Calif.
- COLE, FRED B.**  
WBZ-WBZA, Boston-Springfield, Mass.
- COLE, LOU**  
WWRL, Woodside, N. Y.
- COLEMAN, WARD**  
WSFA, Montgomery, Ala.
- COLLINS, AL**  
WKPA, New Kensington, Pa.
- COLLINS, JUD**  
WSM, Nashville, Tenn.
- COLLYER, CLAYTON**  
NBC, The Man I Married, The Schaefer Revue, Cavalcade of America.
- COLMANS, EDWARD**  
KVOA, Tucson, Arizona
- COLON, ROYCE**  
KRLD, Dallas, Texas.
- COLTON, TOM**  
WDEV, Waterbury, Vt.
- COLVIG, ROBERT**  
KALE, Portland, Ore.

**JOHN CONTE**

MAXWELL HOUSE COFFEE TIME  
THURSDAY NIGHT . . . N B C

EXCLUSIVE MANAGEMENT  
WILLIAM MORRIS AGENCY, INC.

# ANNOUNCERS

- COMAS, JOHN**  
WMFF, Plattsburg, N. Y.
- COMPTON, WALTER**  
WOL, Washington, D. C.
- COMTE, GEORGE**  
WTMJ, Milwaukee, Wisc.
- CONEY, LAWRENCE**  
WSPR, Springfield, Mass.
- CONNELLY, DUD**  
WWRFL, Woodside, N. Y.
- CONNELLY, JOHN**  
WMBD, Peoria, Ill.
- CONNOLLY, JAMES**  
WMSD, Muscle Shoals, Ala.
- CONNOLLY, JOSEPH A.**  
WARD, Brooklyn, N. Y.
- CONNOR, NAPH**  
WMIN, St. Paul, Minn.
- CONOVER, HUGH**  
WJSV, Washington, D. C.
- CONTE, JOHN**  
NBC, Maxwell House.
- CONTOUR, EDWARD**  
WOCB, Cape Cod, Mass.
- CONWAY, CLEVE**  
WMAQ-WENR, Chicago, Ill.
- CONWAY, JIMMY**  
WISN, Milwaukee, Wisc.
- COOK, GEORGE**  
WDAN, Danville, Ill.
- COOK, HAROLD**  
WTRC, Elkhart, Ind.
- COOK, LYNN**  
KVGb, Great Bend, Kans.
- COOK, MILTON**  
KARM, Fresno, Calif.
- COOK, WILLIAM**  
WBNS, Columbus, Ohio.
- COOKE, FOREST**  
WHBF, Rock Island, Ill.
- COOKE, HENRY**  
WMAQ-WENR, Chicago, Ill.
- COOPER, CHARLES**  
KSAN, San Francisco, Calif.
- CORLEY, STAN**  
KBIZ, Ottumwa, Ia.
- CORLEY, STAN**  
WIND, Gary, Ind.
- CORNELL, JERRY**  
WHBC, Canton, Ohio.
- CORR, WILLIAM**  
WCAM, Camden, N. J.
- CORRIS, ALLYN**  
WIS, Columbia, S. C.
- CORSON, BARNEY**  
WNAX, Yankton, S. D.
- CORY, GEORGE**  
KWYO, Sheridan, Wyo.
- COSGROVE, JACK**  
WJMS, Ironwood, Mich.
- COSTELLO, JACK**  
NBC, Fitch Bandwagon, Golden Screamers.
- COSTLEY, JAN**  
WSYR, Syracuse, N. Y.
- COTE, JACQUES E.**  
CBV, Quebec, Que., Can.
- COUNTS, HASKELL**  
KUOA, Siloam Springs, Ark.
- COURTNEY, ALAN**  
WMCA, New York, N. Y.  
WOV, New York.
- COUTURE, CHARLES**  
CKCV, Quebec, Que.
- COVELL, WALTER**  
WKIP, Poughkeepsie, N. Y.
- COVINGTON, TED**  
WRUF, Gainesville, Fla.
- COWAN, STEVE**  
KADA, Ada, Okla.
- COX, JACK**  
WMGA, Moultrie, Ga.
- COX, JAMES,**  
WMAN, Marinette, Wisc.
- COX, V.**  
KTFF, Twin Falls, Ida.
- CRABBE, WILLIAM**  
KMTR, Hollywood, Calif.
- CRABTREE, CHARLES**  
KTFI, Twin Falls, Ida.
- CRAFT, A. B.**  
KVOL, Lafayette, La.
- CRAGO, WILLIAM**  
WMAL-WBC, Washington, D. C.
- CRAIG, JULIAN**  
KATE, Albert Lea, Minn.
- CRAIG, KEN**  
KSPF, San Francisco, Calif.
- CRAM, JOHN**  
WHMA, Anniston, Ala.
- CRANE, DICK**  
WJHL, Johnson City, Tenn.
- CRANE, VIRGINIA**  
WEBQ, Harrisburg, Ill.
- CRANS, RICHARD**  
WGNV, Newburgh, N. Y.
- CRARY, CLARENCE**  
KGER, Long Beach, Calif.
- CRAWFORD, EUGENE**  
WEBQ, Harrisburg, Ill.
- CRAWFORD, GEORGE**  
WAIM, Anderson, S. C.
- CREAMER, GEORGE L.**  
WLAW, Lawrence, Mass.
- CREASMAN, JIMMY**  
KTAR, Phoenix, Ariz.
- CREE, JAMES**  
WMBG, Richmond, Va.
- CREIGHTON, HARRY**  
WAAF, Chicago, Ill.
- CREMEENS, GEORGE**  
WISN, Milwaukee, Wisc.
- CRISAP, PAUL**  
WCBI, Columbus, Miss.
- CROCKER, JIM**  
KRDL, Dallas, Texas.
- CROCKETT, DAVID**  
KPLT, Paris, Texas.
- CROMBIE, RICHARD**  
KOMO-KJR, Seattle, Wash.
- CROMWELL, GEORGE**  
CHSJ, Saint John, N. B., Canada.
- CRONAN, CAREY**  
WELI, New Haven, Conn.
- CROPLEY, JOHN**  
WLVA, Lynchburg, Va.
- CROSBY, LEW**  
KNX, Los Angeles, Calif.  
Those We Love.
- CROSS, MILTON J.**  
NBC, Coast to Coast On a Bus, Information Please, Metropolitan Opera Auditions, Metropolitan Opera Saturday Matinees, Musical Americana, Ellen Randolph.
- CROWELL, GEORGE**  
WCOP, Boston, Mass.
- CRUICKSHANK, BUD**  
CKNX, Wingham, Ont., Can.
- CRUICKSHANK, JOHN**  
CKNX, Wingham, Ont., Can.
- CRUICKSHANK, NORMAN**  
CJOC, Lethbridge, Alberta, Can.
- CUBBERLY, DAN**  
KOY, Phoenix, Ariz.
- CUELLAR, BENJAMIN**  
KRGV, Weslaco, Texas.
- CULLEN, ED**  
WBEN, Buffalo, N. Y.
- CULLEN, WILLIAM**  
WWSW, Pittsburgh, Pa.
- CULVER, CAL**  
WEMP, Milwaukee, Wisc.
- CUMMINGS, GORDON**  
CFGP, Grande Prairie, Alb., Can.
- CUMMINS, RAY**  
KUOA, Siloam Springs, Ark.
- CUNNINGHAM, BILL**  
KWLK, Longview, Wash.
- CUNNINGHAM, HOMER**  
WIBW, Topeka, Kans.
- CUNNINGHAM, OWEN**  
KGMB, Honolulu, Hawaii.
- CUNNINGHAM, P. H.**  
KWOC, Poplar Bluff, Mo.
- CURD, LARRY**  
KWLK, Longview, Wash.
- CURLY, LENN**  
KYA, San Francisco, Calif.
- CURREN, JACK**  
WFBL, Syracuse, N. Y.
- CURTIS, CHARLES**  
KVFd, Fort Dodge, Iowa.
- CURTIS, E. H.**  
WIBW, Topeka, Kans.
- CURTIS, WILLIAM**  
WLOL, Minneapolis-St. Paul, Minn.
- CURTO, KENNETH M.**  
WPRO, Providence, R. I.
- CUTHBERTSON, RUPUS**  
WHKY, Hickory, N. C.
- CUTTING, GEORGE**  
KROC, Rochester, Minn.

## — D —

- DABNEY, BERNARD**  
WGAC, Augusta, Ga.
- D'ACCARDO, GENE**  
KTRB, Modesto, Calif.
- DAIGER, FRED**  
WSUN, St. Petersburg, Fla.
- DAIL, AMBERT**  
WBTM, Danville, Va.
- DAKIN, RUSSELL**  
CFCF, Montreal, Que., Can.
- DALE, HAROLD**  
WGTC, Greenville, N. C.
- DAILEY, FENTON**  
KSUB, Cedar City, Utah.
- DALY, JOHN CHARLES**  
WJSV, Washington, D. C.
- DALY, S.**  
CBO, Ottawa, Ont., Can.
- DANA, JOE**  
KOY, Phoenix, Ariz.
- DANE, MARSHALL**  
WOR, Newark, N. J.
- DANIEL, ALFRED**  
KPRC, Houston, Texas.
- DANIEL, CLAY B.**  
WDNC, Durham, N. C.
- DANIELS, FRANK**  
WVPW, Brooklyn, N. Y.
- DARLING, FRED**  
CKGB, Timmins, Ont., Can.
- DAUB, JACK**  
WAPO, Chattanooga, Tenn.
- DAUGHERTY, JACK**  
KGKL, San Angelo, Texas.
- DAVIDSON, BOB**  
WHUB, Cookeville, Tenn.
- DAVIDSON, HERB**  
KSML, Salem, Ore.
- DAVIDSON, W.**  
CKY, Winnipeg, Man., Can.
- DAVIES, BILL**  
WBLJ, Dalton, Ga.
- DAVIES, GEORGE**  
CKCK, Regina, Sask., Can.
- DAVIES, JACK**  
KOVO, Provo, Utah.
- DAVIES, WILLIAM S.**  
WCBA-WSAN, Allentown, Pa.
- DAVIS, BOB**  
WELL, Battle Creek, Mich.

• • • **ANNOUNCERS** • • •

**DAVIS, CHARLES**  
KCKN, Kansas City, Kans.

**DAVIS, GEOFF**  
CBR, Vancouver, B. C., Can.

**DAVIS, HAROLD**  
WDAS, Philadelphia, Pa.

**DAVIS, HELEN**  
WTMC, Ocala, Fla.

**DAVIS, JOHN**  
WWSW, Pittsburgh, Pa.

**DAVIS, LEE**  
WCBM, Baltimore, Md.

**DAVIS, STANLEY**  
WJOB, Hammond, Ind.

**DAVIS, WILLARD**  
KRKD, Los Angeles, Calif.

**DAVY, K.**  
CKBI, Prince Albert, Sask.

**DAWSON, DON**  
CKCK, Regina, Sask., Can.

**DAWSON, ED**  
KROY, Sacramento, Calif.

**DAWSON, JACK**  
CFRB, Toronto, Ont., Can.

**DAY, JACK**  
WSJS, Winston-Salem, N. C.

**DAY, RICHARD**  
WDGY, Minneapolis, Minn.

**DAYTON, HERMAN**  
WKIP, Poughkeepsie, N. Y.

**DEAL, JACK**  
WHCU, Ithaca, N. Y.

**DEAL, JAKE**  
WDEV, Waterbury, Vt.

**DEAN, BILL**  
WDAY, Fargo, N. D.

**DEAN, F. LEON**  
KASA, Elk City, Okla.

**DEAN, GEORGE**  
KOMO-KJR, Seattle, Wash.

**DEAN, STEWART**  
KOMA, Oklahoma City, Okla.

**de B. HOLLY**  
CHSJ, St. John, N. B., Can.

**DECKER, RANDALL**  
WTMV, East St. Louis, Ill.

**DEEM, WARREN**  
WKBH, La Crosse, Wis.

**DeFRIES, FRITZ**  
WHLS, Port Huron, Mich.

**DeFRIETAS, DICK**  
WGBB, Freeport, N. Y.

**DEINES, NORVAL**  
KMMJ, Grand Island, Nebr.

**DELAHUNT, J. D.**  
WHLB, Virginia, Minn.

**DELANEY, ROBERT**  
WJOB, Hammond Ind.

**DELGADO, MUCIO**  
KYCA, Prescott, Ariz.

**DeLINE, JAMES**  
WFBL, Syracuse, N. Y.

**DEMERS, JACQUES**  
CKAC, Montreal, Que., Can.

**DEMETRIADES, TETOS**  
WHOM, Jersey City, N. J.

**DEMING, LAWSON**  
WGAR, Cleveland, Ohio.

**DeMOSS, LYLE**  
WOW, Omaha, Nebr.

**DENKEMA, EDWARD**  
WOOD-WASH, Grand Rapids, Mich.

**DENNETT, JACK**  
CJRC, Winnipeg, Man., Can.

**DENNIS, GENE**  
KMBC, Kansas City, Mo.

**DENT, KENNETH**  
WTMA, Charleston, S. C.

**DENTON, ROBT.**  
WBEN, Buffalo, N. Y.

**DENVER, Jr., D. D.**  
WFEQ, St. Joseph, Missouri.

**DeSIGN, SAM**  
WTAQ, Green Bay, Wisc.

**DESPARD, WILFRED**  
WHEC, Rochester, N. Y.

**DeSUZE, CARLYLE N.**  
WGAN, Portland, Maine.

**DEVINE, OTTES E.**  
WSM, Nashville, Tenn.

**DEVLIN, TED**  
CBY-CBL, Toronto, Ont., Can.

**DEWHIRST, DON**  
WCLE-WHK, Cleveland, Ohio.

**DeYOUNG, GENE**  
KARM, Fresno, Calif.

**DICE, FRANCIS R.**  
WCAO, Baltimore, Md.

**DICKERMAN, C. H.**  
WEEI, Boston, Mass.

**DICKEY, PERRY**  
KFDM, Beaumont, Texas.

**DICKSON, HOWARD**  
KTSW, Emporia, Kans.

**DIEHL, ROBERT**  
WOL, Washington, D. C.

**DIGHTON, JACK**  
WJRD, Tuscaloosa, Ala.

**DILLER, ROBERT**  
WMRO, Aurora, Ill.

**DILLON, JOHN**  
WFAS, White Plains, N. Y.

**DILWORTH, ROY**  
CBY-CBL, Toronto, Ont., Can.

**DILWORTH, SCOT**  
WCLS, Joliet, Ill.

**DINSMORE, EDMUND**  
WORL, Boston, Mass.



**HARRY VON ZELL**

*Announcing for*

Eddie Cantor Helen Hayes  
"We, The People" The Aldrich Family



**BEN GRAUER**

Commentating for  
**AMERICAN CHICLE CO.**

5:30 P. M. Daily  
NBC Blue Network

# ANNOUNCERS

- DIXON, JOHN**  
WROK, Rockford, Ill.
- DIXON, MASON**  
WNOX, Knoxville, Tenn.
- DIXON, ROBERT**  
WBRK, Pittsfield, Mass.
- DIXON, W. D.**  
KVWC, Vernon, Texas.
- DOBSON, G.**  
CKBI, Prince Albert, Sask., Can.
- DODDS, LLOYD**  
WCOL, Columbus, Ohio.
- DODGE, DOROTHY**  
KVFD, Fort Dodge, Iowa.
- DOLL, CHESTER**  
KWJB, Globe, Ariz.
- DOLLAR, RUSSELL**  
WAIR, Winston-Salem, N. C.
- DORB, MARY**  
KLS, Oakland, Calif.
- DORR, RUSSELL A.**  
WGAN, Portland, Me.
- DORSEY, R. O.**  
WOLS, Florence, S. C.
- DOUGHERTY, ED**  
WHLs, Port Huron, Mich.
- DOUGLAS, DON**  
WMCA, Three Little Sachs, Five Star Final. NBC, Lincoln Highway. A Friend in Need. CBS, American School of the Air.
- DOUGLAS, DOUG**  
KKKD, Los Angeles, Calif.
- DOUGLAS, HAROLD**  
KFRU, Columbia, Mo.
- DOUGLAS, JOEL**  
WAAF, Chicago, Ill.
- DOUGLAS, PAUL**  
NBC, Fred Waring In Pleasure Time, Glen Miller and his Orchestra, CBS.
- DOUGLAS, WILL**  
WKBN, Youngstown, Ohio.
- DOWD, DON**  
WMAQ-WENR, Chicago, Ill.
- DOWLING, ZACK**  
WWNC, Asheville, N. C.
- DOWNEY, ROB**  
WMBC, Detroit, Mich.
- DOWNING, TOM**  
WLAB, Lexington, Ky.
- DOWNS, HUGH**  
WLOK, Lima, Ohio.
- DOWTY, BYRON**  
KALB, Alexandria, La.
- DRAINIE, JOHN**  
CJOR, Vancouver, B. C., Can.
- DRAKE, JAMES**  
WHBU, Anderson, Ind.
- DRAKE, MYRON**  
KTAR, Phoenix, Ariz.
- DREES, JACK**  
WJJD, Chicago, Ill.
- DREXLER, ROBERT**  
WSAZ, Huntington, W. Va.
- DUBA, LEONARD**  
KXRO, Aberdeen, Wash.
- DUBARD, VASSAR**  
WSLI, Jackson, Miss.
- DUBBE, GLENN**  
KRLC, Lewiston, Idaho.
- DUDLEY, BERNARD**  
WNAC-WAAB, Boston, Mass.
- DUDLEY, J. C.**  
WGBB, Freeport, N. Y.
- DUDLEY, JIMMY**  
WCFL, Chicago, Ill.
- DUFF, MARJORIE**  
CKCK, Regina, Sask., Can.
- DUFFY, JON**  
WNOE, New Orleans, La.
- DUGGAN, V. A.**  
CFRN, Edmonton, Alberta, Can.
- DUHAMEL, GILES**  
CKCV, Quebec, Que.
- DUKATE, ELBERT**  
KTBC, Austin, Texas.
- DULYE, RAY**  
WGNV, Newburgh, N. Y.
- DUMAIS, GUY**  
CBV, Quebec, Que., Can.
- DUNCAN, NORVIN**  
WFBC, Greenville, S. C.
- DUNHAM, BOB**  
KMOX, St. Louis, Missouri.
- DUNHAM, RICHARD**  
WARM, Scranton, Pa.
- DUNLAP, TED**  
WOL, Washington, D. C.
- DUNLAP, WALLIE**  
WNOE, New Orleans, La.
- DUNLAVEY, RONALD**  
WFBI, Syracuse, N. Y.
- DUNLEA, R. A.**  
WMFD, Wilmington, N. C.
- DUNN, BERT**  
KMO, Tacoma, Wash.
- DUNNE, FRANK**  
WTAG, Worcester, Mass.
- DUNNING, HARLAN**  
KSFO, San Francisco, Calif.
- DUNOVAN, HOWARD**  
WJOB, Hammond, Ind.
- DUNPHY, DON**  
WINS, New York, N. Y.
- DUPONT, LAURENT**  
WLOL, Minneapolis-St. Paul, Minn.
- DUPRE, HENRY**  
WWL, New Orleans, La.
- DURBIN, WILLIAM A.**  
WEW, St. Louis, Mo.
- DURKIN, SHERWOOD**  
KCKN, Kansas City, Kans.
- DUTCH, HAROLD**  
WABI, Bangor, Maine.
- DUTY, ED**  
HUB, Watonsville, Calif.
- DUTY, W. S.**  
WABI, Bangor, Me.
- E —
- EARLE, TED**  
CKGB, Timmins, Ont., Can.
- EASLEY, BOB**  
WAIM, Anderson, S. C.
- EAST, HENRY**  
WRBL, Columbus, Ga.
- EASTCOTT, M. ELMITT**  
WOOD-WASH, Grand Rapids, Mich.
- EASTERLY, WILLIARD**  
KVRS, Rack Springs, Wyo.
- EATON, GORDON**  
WGST, Atlanta, Ga.
- EEBERLE, JAMES**  
WWJ, Detroit, Mich.
- ECKLAND, VICTOR**  
KGB, Honolulu, Hawaii.
- EDDY, RALPH**  
WHIP, Hammond, Ind.
- EDELSON, HOWARD**  
KOL, Seattle, Wash.
- EDMAN, HERBERT**  
WMAS, Springfield, Mass.
- EDMONDS, K. J.**  
CBO, Ottawa, Ont., Can.
- EDWARDS, GENE**  
WDAS, Philadelphia, Pa.
- EDWARDS, GEORGE**  
WCAP, Asbury Park, N. J.
- EDWARDS, JACK**  
WSLB, Ogdensburg, N. Y.
- EDWARDS, RALPH**  
NBC, Against the Storm, Horn & Hardart Children's Hour, Vic And Sade, What's My Name, Life Can Be Beautiful, Truth and Consequences.
- EDWARDS, WILSON**  
KECA, KFI, Los Angeles, Calif.
- EFFERTZ, HENRY**  
KCMO, Kansas City, Mo.
- EGAN, LEO**  
WAAB-WNAC, Boston, Mass.
- EGGLESTON, KEN**  
WKST, New Castle, Pa.
- EGGLESTON, KENTON**  
CJRC, Winnipeg, Man., Can.
- EILAND, FRED**  
WLOG, Logan, W. Va.
- EISENMAN, ROBERT**  
WSAV, Savannah, Ga.
- ELDER, DON**  
WDAY, Fargo, N. D.
- ELLIOT, PERRY**  
WDAK, West Point, Ga.
- ELLIOT, WENDELL**  
KSAL, Salina, Kans.
- ELLIOTT, LARRY**  
Fred Allen CBS, Columbia's Stepchild CBS, Morning European News Roundup CBS, Grace Line CBS.
- ELLIOTT, WILLIAM**  
WICC, Bridgeport, Conn.
- ELLIS, RICHARD**  
WDAK, West Point, Ga.
- ELLSWOTH, ELMER**  
KVRS, Roek Springs, Wyo.
- ELLSWORTH, JACK**  
WKAT, Miami, Beach, Fla.
- ELLSWORTH, SHERRILL**  
WOOD-WASH, Grand Rapids, Mich.
- EMICH, HOWARD**  
WMAN, Marinette, Wisc.
- ENDERSRE, FRANK**  
KYSM, Mankato, Minn.
- ENGLAND, BOB**  
KVSF, Santa Fe, N. M.
- ENGLE, CLIFF**  
KGO-KPO, San Francisco, Calif.
- ENGLES, ROBERT**  
WEAN, Providence, R. I.
- ENKROTH, DICK**  
KDAL, Duluth, Minn.
- ENTERLINE, BERN**  
WSOY, Decatur, Ill.
- EPFS, LAW**  
WORD, Spartanburg, S. C.
- ERICKSON, CARL**  
WAOV, Vincennes, Ind.
- ERICKSON, ROLF**  
WEBC, Duluth, Minn.
- ERICSON, EUGENE**  
KGB, San Diego, Calif.
- ESTES, ROBERT**  
WDNC, Durham, N. C.
- EUBANKS, BLAIR**  
WTAR, Norfolk, Va.
- EVANS, BILL**  
WTMJ, Milwaukee, Wisc.
- EVANS, CHARLES G. H.**  
WFEE, Manchester, N. H.
- EVANS, EDDIE**  
ROMA, Oklahoma City, Okla.

• • • **ANNOUNCERS** • • •

**EVERETT, LEE**  
WRC-WMAL, Washington,  
D. C.  
**EWING, A.**  
CKBI, Prince Albert, Sask.

— **F** —

**FACENDA, JOHN**  
WIP, Philadelphia, Pa.  
**FADEL, RAY**  
KLO, Ogden, Utah.  
**FAHLER, DICK**  
WTAD, Quincy, Ill.  
**FALCONNIER, ARNOLD**  
WTSP, St. Petersburg, Fla.  
**FALLERT, RALPH**  
WCAE, Pittsburgh, Pa.  
**FARAGHAN, JAY**  
KYW, Philadelphia, Pa.  
**FAREY, EDWARD**  
CFAR, Flin Flon, Man., Can.  
**FARIS, CLINTON**  
WGTM, Wilson, N. C.  
**FARLEY, WILLIAM**  
WICC, Bridgeport, Conn.  
**FARNSWORTH, LUCILLE**  
KERN, Bakersfield, Calif.  
**FARNUM, BUD**  
WFLA, Tampa, Florida.  
**FARE, LLOYD**  
KGO-KPO, San Francisco,  
Calif.  
**FARREN, WILLIAM**  
NBC, Betty and Bob. CBS.  
News Commentary.  
**FAULCONER, J. B.**  
WLAR, Lexington, Ky.

**FAUST, DON**  
WKRC, Cincinnati, Ohio.  
**FAUST, JAMES**  
KTBS, Shreveport, La.  
**FEE, EDWARD**  
CJCA, Edmonton, Alta., Can.  
**FEISTEL, JOHN**  
WHOM, Jersey City, N. J.  
**FELDSTEIN, SI**  
WDAS, Philadelphia, Pa.  
**FELL, JOHN**  
WCOL, Columbus, Ohio.  
**FELLER, OTTO**  
WHOM, Jersey City, N. J.  
**FENDER, WILLIAM**  
WHOM, Jersey City, N. J.  
**FENTON, WARD**  
WENY, Elmira, N. Y.  
**FERGUSON, DAN**  
WAIM, Anderson, S. C.  
**FERGUSON, FRANK**  
WWJ, Detroit, Mich.  
**FERGUSON, GAY**  
KSCJ, Sioux City, Iowa.  
**FERGUSON, HUGH**  
WCAU, Philadelphia, Pa.  
**FERRY, DENYS**  
CFOS, Owen Sound, Ont., Can.  
**FIDLAR, ROBERT**  
WHIO, Dayton, Ohio.  
**FIELD, TOM**  
WTAM, Cleveland, Ohio.  
**FIELDING, BILL**  
WMC, Memphis, Tenn.  
**FIELDS, JOE**  
WTOL, Toledo, Ohio.  
**FINCH, MERRITT E.**  
WELI, New Haven, Conn.

**FINDLAY, ROBERT**  
WHA1, Greenfield, Mass.  
**FINE, JACK**  
WAYX, Waycross, Ga.  
**FINGER, LEN**  
KFDM, Beaumont, Texas.  
**FINLEY, STUART**  
KYW, Philadelphia, Pa.  
**FISCHER, DON**  
WRC-WMAL, Washington,  
D. C.  
**FISCHER, LOUIS**  
WCAU, Philadelphia, Pa.  
**FISK, ROBERT**  
KALE, Portland, Ore.  
**FITZGERALD, DANA**  
WAAB-WNAC, Boston, Mass.  
**FITZGERALD, GORDON**  
KGKO-WBAP, Forth Worth,  
Tex.  
**FITZPATRICK, AIDEN**  
WWSW, Pittsburgh, Pa.  
**FITZPATRICK, EDWARD**  
WEAN, Providence, R. I.  
**FLAHERTY, PAT**  
WOAI, San Antonio, Texas.  
**FLEISCHMAN, SOL**  
WDAE, Tampa, Fla.  
**FLEMING, EDWARD**  
WIBA, Madison, Wisc.  
**FLEMING, F.**  
CFAC, Calgary, Alberta, Can.  
**FLEMING, JAMES**  
CBS, NBC.  
**FLEMING, ROBERT**  
WELI, New Haven, Conn.  
**FLENNIKEN, JIM**  
WAJR, Morgantown, W. Va.  
**FLETCHER, FRED**  
WRAL, Raleigh, N. C.



**BOB  
TROUT**

— **CBS** —

**CHARLES  
STARK**

ANNOUNCING

Management:  
**COLUMBIA ARTISTS BUREAU**

# ANNOUNCERS

- FLETCHER, GORDON G.**  
WLAQ, Lakeland, Fla.
- FLETT, DEANNE**  
KFBB, Great Falls, Mont.
- FLIER, RICHARD**  
WLCL, Minneapolis-St. Paul, Minn.
- FLINT, JULIAN**  
WATL, Atlanta, Ga.
- FLORA, JOHN**  
WNEW, New York, N. Y.
- FLYNN, ARTHUR**  
WLAW, Lawrence, Mass.
- FLYNN, FAHEY**  
WEMP, Milwaukee, Wis.
- FLYNN, HOWARY**  
WJLS, Beckley, W. Va.
- FLYNN, RAY**  
WAPI, Birmingham, Ala.
- FLYNN, WILLIAM**  
KFIZ, Fond du Lac, Wis.
- FOLL, CHARLIE**  
KMO, Tacoma, Wash.
- FONVILLE, MARION**  
WKBH, La Crosse, Wis.
- FORD, ARTHUR**  
WWRL, Woodside, N. Y.
- FORD, ERNEST**  
WATL, Atlanta, Ga.
- FORDE, CONNIE**  
WMBD, Peoria, Ill.
- FORLAN, BILL**  
WHBC, Canton, Ohio.
- FORSBERG, MARIE**  
WLNH, Laconia, N. H.
- FORWARD, ROBERT**  
KFRC, San Francisco, Calif.
- FOSS, MARGARET**  
WDAY, Fargo, N. D.
- FOSTER, CARROLL**  
KIRO, Seattle, Wash.
- FOSTER, CHARLES**  
KIT, Yakima, Wash.
- FOSTER, JACK**  
WCXY, Cincinnati, Ohio.
- FOSTER, JACK**  
WJAC, Johnstown, Pa.
- FOURNIER, NORMAN**  
WAWZ, Zarepath, N. J.
- FOWLER, CLINTON**  
KUOA, Siloam Springs, Ark.
- FOWLKES, ROSSER**  
WAIR, Winston-Salem, N. C.
- FOX, A. L.**  
WHLI, Niagara Falls, N. Y.
- FOXWORTHY, THOMAS**  
KMYC, Marysville, Calif.
- FOY, FRED**  
WMBC, Detroit, Mich.
- FRANCIS, IVOR**  
CFRC, Montreal, Que., Can.
- FRANDSEN, TOM**  
KECA-KFI, Los Angeles, Calif.
- FRANK, BERT**  
WDAN, Danville, Ill.
- FRANK, BOB**  
WOC, Davenport, Iowa.
- FRANKLIN, JOHN**  
WCAU, Philadelphia, Pa.
- FRANKLIN, ORVIN**  
KRRV, Sherman, Texas.
- FRANKLIN, THOMAS**  
KEX-KGW, Portland, Oregon.
- FRANKLYN, ROY**  
WCFL, Chicago, Ill.
- FRANZ, BOB**  
WEBQ, Harrisburg, Ill.
- FRATICELLI, CAMILO**  
WNEL, San Juan, Puerto Rico.
- FRAZIER, ROBERT**  
WPIC, Sharon, Pa.
- FREAR, ROBERT**  
WIBX, Utica, N. Y.
- FREED, ROBERT**  
KLZ, Denver, Colo.
- FREELAND, FRED**  
WHBC, Canton, Ohio.
- FRENCH, KEN**  
WHEC, Rochester, N. Y.
- FRENCH, NED**  
WORL, Boston, Mass.
- FRENCII, PETE**  
WIRE, Indianapolis, Ind.
- FREYRE, L.**  
PRA, Mayaguez, Puerto Rico.
- FRIEDMAN, MAX**  
WCAT, Rapid City, S. D.
- FROHOCK, JOE**  
WSUN, St. Petersburg, Fla.
- FROMME, GALEN**  
WBAL, Baltimore, Md.
- FROST, PAUL**  
CKTB, St. Catharines, Ont., Can.
- FRY, AL**  
KVPD, Fort Dodge, Iowa.
- FULLER, A. B.**  
KEVR, Seattle, Wash.
- FULLER, GEORGE**  
WFBR, Baltimore, Md.
- FULLER, PAUL**  
KTOK, Oklahoma City, Okla.

## — G —

- GADBERRY, BOB**  
KOAM, Pittsburg, Kans.
- GAILEY, GEORGE**  
WKST, New Castle, Pa.
- GAILMOR, WILLIAM S.**  
WARD, Brooklyn, N. Y.
- GAINES, RUBEN**  
KVI, Tacoma, Wash.
- GALE, AL**  
WRJN, Racine, Wis.
- GALLAHER, EDDIE**  
WCCO, Minneapolis, Minn.
- GALLOW, FRANK**  
Hilltop House CBS, New York Philharmonic Symphony CBS, Amanda of Honeymoon Hill, NBC, When a Girl Marries CBS.
- GAMBLE, RON**  
WJR, Detroit, Mich.
- GANNON, JOE**  
WMSL, Decatur, Ala.
- GARDINER, DON**  
WMAL-WRC, Washington, D. C.
- GARDNER, RUSSELL**  
WHIZ, Zanesville, Ohio.
- GARNES, CLARENCE**  
KANS, Wichita, Kans.
- GARRISON, JACK**  
WJR, Detroit, Mich.
- GARROWAY, DAVE**  
WMAQ-WENR, Chicago, Ill.
- GAUDIO, ATTILIO**  
WVFW, Brooklyn, N. Y.
- GAY, WILLIAM**  
KNX, Los Angeles, Calif.
- GAYMAN, VAUGHN**  
WKBB, Dubuque, Iowa.
- GEARHART, NAT**  
WMAN, Marinette, Wis.
- GENTILE, JOE**  
CKLW, Windsor, Ont., Can.
- GENTILE, LARRY**  
CKLW, Windsor, Ont., Can.
- GEORGE, ABNER**  
WNAX, Yankton, S. D.
- GEORGE, AMIEN**  
WSKB, McComb, Miss.
- GEORGE, LEE**  
WTAX, Springfield, Ill.
- GEORGE, ROY**  
KRLD, Dallas, Texas.
- GERARD, ALLOY**  
WGKV, Charleston, W. Va.
- GETTMAN, DAVID**  
WBNY, Buffalo, N. Y.
- GIBBS, DELL**  
WFAA, Dallas, Texas.
- GIBSON, ROSS**  
KUOA, Siloam Springs, Ark.
- GIDDINGS, JIMMY**  
KVOR, Colorado Springs, Colo.
- GILBERT, A. V.**  
WIBA, Madison, Wis.
- GILBERT, JERRY**  
WNOE, New Orleans, La.
- GILBY, WILF**  
CFQC, Saskatoon, Sask., Can.
- GILLESPIE, FRANK**  
KVOX, Moorhead, Minn.
- GILLESPIE, JOSEPH**  
KPO-KGO, San Francisco, Calif.
- GILLETTE, LEE**  
WAAF, Chicago, Ill.
- GILMORE, ARTHUR**  
KNX, Los Angeles, Calif.
- GISLASON, G.**  
CKY, Winnipeg, Man., Can.
- GIVEN, KEN**  
WLPM, Suffolk, Va.
- GLADSTONE, HENRY**  
WHN, New York, N. Y. Lyle Talbot, Alexander's Arbitration Board, Newscast For Plough Co., Transcriptions For AMP Studios.
- GLASGON, DON**  
WJBC, Bloomington, Ill.
- GLASS, LOUIS**  
WTRC, Elkhart, Ind.
- GLOVER, ELWOOD**  
CBY-CBL, Toronto, Ont., Can.
- GLYE, DOROTHY JUNE**  
KWLC, Decorah, Iowa.
- GODWIN, AL**  
WWL, New Orleans, La.
- GOERNER, ROBERT**  
KROW, Oakland, Calif.
- GOERSS, JON**  
WAJR, Morgantown, W. Va.
- GOFF, WILBY**  
WGH, Newport News, Va.
- GOLDBERG, RUBIN**  
WLTH, New York, N. Y.
- GOLDER, HARRY**  
WXYZ, Detroit, Mich.
- GOODOVER, PAT**  
KRBM, Bozeman, Mont.
- GOODRICH, ROGER**  
WOLF, Syracuse, N. Y.
- GOODSON, MARK**  
KFRC, San Francisco, Calif. Quiz of Two Cities.
- GOODWIN, BILL**  
NBC, Bob Hope Program, Bob Crosby's Dixieland Music Shop.
- GOODWIN, CARL**  
WCHV, Charlottesville, Va.
- GOODWIN, HAL**  
WHA1, Greenfield, Mass.
- GOODWIN, SID**  
KECA-KFI, Los Angeles, Calif.
- GORDON, E.**  
CKOY, Kelowna, B. C., Can.
- GORDON, JOHN**  
CKLW, Windsor, Ont., Can.
- GORDON, WILLIAM**  
WAIR, Winston-Salem, N. C.
- GOSS, BAILEY**  
WBAL, Baltimore, Md.
- GOSS, FRANK**  
KFWB, Los Angeles, Calif.

## ANNOUNCERS

- GOULDING, PHIL**  
WLLH, Lowell, Mass.
- GOULET, ARMAND**  
CHLP, Montreal, Que., Can.
- GOURLAY, DOUGLAS**  
KDYL, Salt Lake City, Utah.
- GOVE, ELLIOTT**  
WSYR, Syracuse, N. Y.
- GOW, GORDON**  
CJOC, Lethbridge, Alberta, Can.
- GOWEN, CHET**  
KSAL, Salina, Kans.
- GRACE, TED**  
WJR, Detroit, Mich.
- GRANBY, SUMNER**  
WCAE, Pittsburgh, Pa.
- GRANT, BRUCE**  
KRNT, Des Moines, Iowa.
- GRANT, FRANK**  
CFRB, Toronto, Ont., Can.
- GRANT, JOSEPH**  
WMEX, Boston, Mass.
- GRANT, W.**  
CKMO, Vancouver, B. C., Can.
- GRANTHAM, DON**  
WJLS, Beckley, W. Va.
- GRAUER, BEN**  
NBC, Jerzen's Journal, Kay Kyser's College of Musical Knowledge, Battle of the Sexes, American Chicle.
- GRAVEL, ALAIN**  
CKAC, Montreal, Quebec, Can.
- GRAY, AL**  
WSTV, Steubenville, Ohio.
- GREEN, ART**  
Tasty Bread, Flemex, Madison Personal Loan, Davega, Remington Rand, Barney's WMCA, WHN.
- GREEN, DON**  
KEW-KGW, Portland, Ore.
- GREENLAW, SHERWIN**  
WLNH, Laconia, N. H.
- GREENLEE, FRED**  
KMA, Shenandoah, Iowa.
- GREENWOOD, WARREN M.**  
WHAI, Greenfield, Mass.
- GREP, MALCOLM**  
WOMI, Owensboro, Ky.
- GREER, BOB**  
KRMD, Shreveport, La.
- GREGORY, BOB**  
WCBS, Springfield, Ill.
- GREGSON, JACK**  
KSFO, San Francisco, Calif.
- GREYSON, CARL**  
KSL, Salt Lake City, Utah.
- GRONET, EDDIE**  
WVFW, Brooklyn, N. Y.
- GROSS, ELLIOTT F.**  
WFMD, Frederick, Md.
- GROSS, LLOYD**  
WBRK, Pittsfield, Mass.
- GROVER, JOHN**  
KGO-KPO, San Francisco, Calif.
- GRIEG, DOUG**  
CJCA, Edmonton, Alta., Can.
- GRIFFIN, BOBBY**  
WHO, Des Moines, Iowa.
- GRIFFIN, WAYNE**  
KFYR, Bismarck, N. D.
- GRIFFITHS, R. P.**  
WKPA, New Kensington, Pa.
- GRIGGS, NELSON**  
WGNY, Newburgh, N. Y.
- GRINDE, KENNETH**  
KXRO, Aberdeen, Wash.
- GRISKEY, BILL**  
WBEN, Buffalo, N. Y.
- GRIZZARD, HERMAN**  
WLAC, Nashville, Tenn.
- GRIZZARD, TED**  
WLAR, Lexington, Ky.
- GUERRA, HENRY**  
WOAI, San Antonio, Texas.
- GUINAN, JACK**  
WGBI, Scranton, Pa.
- GUNN, GEORGE**  
WMAL-WRC, Washington, D. C.
- GURLEY, KENNETH**  
WRDW, Augusta, Ga.
- GUSTAFSON, LEE**  
KGFW, Kearney, Neb.
- GUTTEREZ, RAMON**  
WHOM, Jersey City, N. J.
- GUY, AUBREY**  
WMC, Memphis, Tenn.
- GUY, BILL**  
KRRV, Sherman, Texas.



### JAMES FLEMING

Direction: COLUMBIA ARTISTS, Inc.

# GEORGE BRYAN

ANNOUNCER

MANAGEMENT:  
COLUMBIA ARTISTS BUREAU



# ANNOUNCERS

**GUY, PAUL**  
CJCA, Edmonton, Alberta,  
Can.  
**GUYER, ROBERT S.**  
WBTM, Danville, Va.

## — H —

**HAASER, CHARLES**  
WMAS, Springfield, Mass.  
**HACK, JULES**  
KRNT, Des Moines, Iowa.  
**HACKER, LES**  
KVEC, San Luis Obispo, Calif.  
**HADEN, CARL**  
KMA, Shenandoah, Iowa.  
**HADFIELD, BEN**  
WAAB-WNAC, Boston, Mass.  
**HADLEY, DOUGLAS**  
WJPF, Herrin, Ill.  
**HADLEY, PAUL**  
WOLF, Syracuse, N. Y.  
**HAGEN, JR., WALTER**  
WMAQ-WENR, Chicago, Ill.  
**HAID, ALLEN**  
WHIZ, Zanesville, Ohio.  
**HAISLIP, WALTER**  
WSTP, Salisbury, N. C.  
**HALE, ALAN**  
WISN, Milwaukee, Wisc.  
**HALE, CECIL**  
WFAA, Dallas, Texas.  
**HALEY, ALBERT**  
WBNY, Buffalo, N. Y.  
**HALEY, BILL**  
KFRU, Columbia, Mo.  
**HALHED, F. R.**  
CKOV, Kelowna, B. C., Can.  
**HALL, AL**  
KGKB, Tyler, Texas.  
**HALL, ARCHIE**  
KRKD, Los Angeles, Calif.  
**HALL, BOB**  
KWKH, Shreveport, La.  
**HALL, EDITH**  
WAIM, Anderson, S. C.  
**HALL, HARRY**  
KFWB, Los Angeles, Calif.  
**HALL, SAMUEL**  
WAGF, Dothan, Ala.  
**HALLOREN, RYAN**  
KWNO, Winona, Minn.  
**HALVERSON, PAT**  
WJDX, Jackson, Miss.  
**HAMBLY, ROBERT**  
KMYC, Marysville, Calif.  
**HAMILTON, FRANK**  
WBRB, Red Bank, N. J.  
**HAMILTON, GENE**  
NBC, Madison Square Boxing  
Bouts, Voice of Firestone,  
Basin Street Chamber Music  
Society, Kaltenborn Edits the  
News, But That's Not New  
York.  
**HAMILTON, JIM**  
WIEU, Erie, Pa.  
**HAMILTON, KENNETH**  
WEBQ, Harrisburg, Ill.  
**HAMILTON, WILLARD**  
KSUB, Cedar City, Iowa.  
**HAMILTON, WILLIAM**  
WHIO, Dayton, Ohio.  
**HAMLIN, DAVE L.**  
KGGF, Coffeyville, Kans.  
**HAMMOND, JOE**  
KGFI, Brownsville, Texas.  
**HAMMOND, TED**  
KWJ, Portland, Ore.  
**HAMRICK, HOWARD**  
WCOS, Columbia, S. C.  
**HANAWALT, CLARE**  
KXA, Seattle, Wash.

**HANEY, J.**  
CJCS, Stratford, Ont., Can.  
**HANNES, ARTHUR**  
WHDL, Olean, N. Y.  
**HANSEN, CLIFF**  
KOL, Seattle, Wash.  
**HANSEN, ROBERT A.**  
KUTA, Salt Lake City, Utah.  
**HANSON, BOB**  
WTMJ, Milwaukee, Wisc.  
**HANSON, WALTER**  
WRR, Dallas, Texas.  
**HANSTROM, ARTHUR**  
WEAU, Eau Claire, Wisc.  
**HARBIN, DAVID**  
WPIC, Sharon, Pa.  
**HARDEN, FRANK**  
WBIG, Greensboro, N. C.  
**HARDING, AL**  
WCCO, Minneapolis, Minn.  
**HARDING, BILL**  
WINS, New York, N. Y.  
**HARLEY, WM. G.**  
WHA, Madison, Wisc.  
**HARMAN, MARION**  
WRDW, Augusta, Ga.  
**HARPER, AMES**  
WJEJ, Hagerstown, Md.  
**HARPER, BALDWIN**  
WTAX, Springfield, Ill.  
**HARPER, TRO**  
KSFO, San Francisco, Calif.  
**HARRINGTON, J. V.**  
WHAS, Louisville, Ky.  
**HARRINGTON, NORMAN**  
KGLU, Safford, Ariz.  
**HARRIS, BOB**  
WMCA, New York, N. Y.  
Bromo Quinine News, Pontiac  
Program, Modern Industrial  
Bank News, North American  
News, Christian Science News,  
Radio Roundup, Automobile  
News.  
**HARRIS, BUDDY**  
WRR, Dallas, Texas.  
**HARRIS, ELLIS**  
KDAL, Duluth, Minn.  
**HARRIS, GLENN**  
KYSM, Mankato, Minn.  
**HARRIS, HERBERT**  
WSB, Atlanta, Ga.  
**HARRIS, ROBERT**  
KALE, Portland, Ore.  
**HARRIS, ROBERT**  
KLZ, Denver, Colo.  
**HARRISON, CHARLES**  
WHBF, Rock Island, Ill.  
**HARRISON, JOE**  
KEVR, Seattle, Wash.  
**HART, DON**  
WMFJ, Plattsburg, N. Y.  
**HART, W. R.**  
CKBI, Prince Albert, Sask.  
**HARTMAN, MARK**  
WMAQ-WENR, Chicago, Ill.  
**HARTMAN, E.**  
CJAT, Trail, B. C., Can.  
**HATRICK, GEORGE**  
WTAM, Cleveland, Ohio.  
**HARVEY, WALTER**  
WAAB-WNAC, Boston, Mass.  
**HARVEY, WILLIAM**  
WSPR, Springfield, Mass.  
**HARWELL, RICHARD**  
KRGV, Weslaco, Texas.  
**HASBROOK, RICHARD**  
WJMS, Ironwood, Mich.  
**HASE, ED**  
WCHV, Charlottesville, Va.  
**HASSELL, W. G.**  
CKWX, Vancouver, B. C., Can.  
**HATCHER, WARD**  
KWPC, Hot Springs, Ark.

**HAUSLER, JOHN**  
KWNO, Winona, Minn.  
**HAYRILLA, ALOIS**  
WOR, New York, N. Y.  
**HAWKINS, BILL**  
CFOS, Owen Sound, Ont., Can.  
**HAWKINS, DON**  
KSTP, St. Paul, Minn.  
**HAWKINSON, FRANK**  
KGFF, Shawnee, Okla.  
**HAYES, FRED**  
WCMI, Ashland, Ky.  
**HAYES, JIMMY**  
KOY, Phoenix, Ariz.  
**HAYNES, RICHARD**  
KVOL, Lafayette, La.  
**HAYS, LARRY**  
KSRQ, Santa Rosa, Calif.  
**HAYWORTH, HERBERT**  
WGL-WOWO, Ft. Wayne, Ind.  
**HAZAN, MAURICE**  
KGEF, Long Beach, Calif.  
**HAZARD, ALINE**  
WHA, Madison, Wisc.  
**HEAD, IVAN R.**  
KVSF, Santa Fe, N. M.  
**HEADY, KENNETH**  
KCMO, Kansas City, Mo.  
**HEENEY, B. A.**  
CKOV, Kelowna, B. C., Can.  
**HEGARD, KEN**  
WRJN, Racine, Wisc.  
**HEIBECK, FRANK**  
WLO, Lima, Ohio.  
**HEISS, ROBERT**  
WTMJ, Milwaukee, Wisc.  
**HELEZER, WALTER**  
WEDC, Chicago, Ill.  
**HELFER, AL**  
WOR, Newark, N. J.  
**HELMS, SHELLEY**  
WSPA, Montgomery, Ala.  
**HENDERSON, BROOKS**  
KSTP, St. Paul, Minn.  
**HENDERSON, ROBERT**  
KALE, Portland, Ore.  
**HENDERSON, SAMUEL G.**  
WGAN, Portland, Me.  
**HENDRICKS, DON**  
KWNO, Winona, Minn.  
**HENNESSY, FRANK**  
WWL, New Orleans, La.  
**HENNESSY, HARRY**  
WHCU, Ithaca, N. Y.  
**HENNESSY, JIM**  
KXOK, St. Louis, Mo.  
**HENRY, ED**  
KRIC, Beaumont, Texas.  
**HENRY, HOWARD**  
CFAR, Flin Flon, Man., Can.  
**HENRY, LEW**  
WCLE-WHK, Cleveland, Ohio.  
**HERBERT, BILL**  
CBR, Vancouver, B. C., Can.  
**HERLIHY, ED**  
NBC, This Small Town.  
**HERRING, CHAS.**  
KUJ, Walla Walla, Wash.  
**HERSON, BILL**  
WBAL, Baltimore, Md.  
**HEYDE, BUD**  
KGO-KPO, San Francisco,  
Calif.  
**HEYWOOD, BURR**  
KHSL, Chico, Calif.  
**HEYWOOD, FRED**  
CFRB, Toronto, Ont., Can.  
**HICKMAN, HENRY**  
WFBR, Baltimore, Md.  
**HICKOX, RICHARD T.**  
WLAW, Lawrence, Mass.  
**HICKS, CHARLES**  
WSOC, Charlotte, N. C.  
**HICKS, GEORGE**  
NBC, Death Valley Days.

• • • **ANNOUNCERS** • • •

**HICKS, JOHN**  
KNOW, Austin, Texas.

**HICKS, JOHN**  
WTAM, Cleveland, Ohio.

**HIEBERT, AUGUST**  
KFAR, Fairbanks, Alaska

**HIGGINS, CHARLES**  
WLAW, Lawrence, Mass.

**HIGHTOWER, BILL**  
WIOD, Miami, Fla.

**HILL, CHARLES**  
WIBW, Topeka, Kans.

**HILL, DON**  
WAVE, Louisville, Ky.

**HILL, DON**  
WJHP, Jacksonville, Fla.

**HILL, JACK**  
WTAQ, Green Bay, Wis.

**HILL, JOE**  
WAGA, Atlanta, Ga.

**HILL, PAT**  
WHDL, Olean, N. Y.

**HILL, ROBERT**  
CKSO, Sudbury, Ont., Can.

**HILL, ROY**  
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NBC

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**KEEFE, PAUL**  
WCOF, Boston, Mass.

**KEEGAN, FRANK**  
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WSFA, Montgomery, Ala.



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**KNIGHT, FRANK**  
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WEXL, Royal Oak, Mich.

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KFUO, Clayton, Mo.

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WMCA, Madison Personal  
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WDAY, Fargo, N. D.
- NELSON, KARL**  
WTOL, Toledo, Ohio.
- NELSON, KENNEDY**  
WAAF, Chicago, Ill.

## ANNOUNCERS

- NELSON, RALPH**  
WDAF, Kansas City, Mo.
- NELSON, ROSS**  
WGRM, Greenwood, Miss.
- NELSON, THOMAS**  
KSLM, Salem, Ore.
- NESMITH, FRANK**  
KHUB, Watsonville, Calif.
- NEVILLE, BILL**  
KROC, Rochester, Minn.
- NEW, GILBERT**  
WCKY, Cincinnati, Ohio.
- NEWBURY, WALTER**  
WCAP, Asbury Park, N. J.
- NEWELL, H. W.**  
WEEL, Boston, Mass.
- NEWHOUSE, JOHN**  
WENY, Elmira, N. Y.
- NEWTON, WALTON**  
WIP, Philadelphia, Pa.
- NICKELL, JOE**  
WIBW, Topeka, Kansas.
- NILES, KEN**  
CBS, Big Town.
- NILES, NADIA**  
CBS, Big Town.
- NIXON, IVOR**  
CKOC, Hamilton, Ont., Can.
- NOBLE DICK**  
WAVE, Louisville, Ky.
- NOLAN, JAMES**  
KUJ, Walla Walla, Wash.
- NOLAN, NATHAN**  
WBML, Macon, Ga.
- NORDIN, KAY**  
WFHR, Wisconsin Rapids, Wisc.
- NORMAN, HORACE**  
WADC, Akron, Ohio.
- NORMANDIN, MICHEL**  
CHLP, Montreal, Que., Can.
- NORTON, FRANK**  
WMAS, Springfield, Mass.
- NOVINS, STUART**  
WESX, Salem, Mass.
- NOWINSKI, EDWARD**  
WHOM, Jersey City, N. J.
- 0 —
- OAKES, BARNEY**  
WATL, Atlanta, Ga.
- OATES, WILLIAM M.**  
WLBJ, Bowling Green, Ky.
- OBERLIN, RICHARD**  
WMAN, Mansfield, Ohio.
- O'BRIEN, DON**  
KTUL, Tulsa, Okla.
- O'BRIEN, JOE**  
WMCA, New York, N. Y.
- O'CONNOR, CHARLES**  
NBC, Johnny Presents.
- O'CONNOR, EDWARD**  
WPRO, Providence, R. I.
- O'CONNOR, ROD**  
KSL, Salt Lake City, Utah.
- O'DELL, GEORGE STUART**  
WOPI, Bristol, Tenn.
- O'DELL, JACK**  
WCFL, Chicago, Ill.
- ODELL, STUART**  
WHIS, Bluefield, W. Va.
- O'DONNELL, H.**  
CKY, Winnipeg, Man., Can.
- O'DONNELL, HAROLD**  
KVCV, Redding, Calif.
- OFFHAUS, RUSSELL E.**  
WCOP, Boston, Mass.
- O'HOWARD, JOHN**  
KQV, Pittsburgh, Pa.
- OLIPHANT, PAUL**  
WLAC, Nashville, Tenn.
- OLSEN, HOWARD**  
KWAL, Wallace, Idaho.
- OLSON, DICK**  
WIND, Gary, Ind.
- OLSON, HARVEY**  
WDRG, Hartford, Conn.
- OLSON, RAY**  
WOW, Omaha, Nebr.
- O'NEILL, JACK**  
WFBL, Syracuse, N. Y.
- ORAVITZ, JULE**  
WRJN, Racine, Wisc.
- O'REILLY, JAY**  
WJLS, Beckley, W. Va.
- ORMISTON, NELDO**  
KWG, Stockton, Calif.
- OSBORN, JIM**  
KRIC, Beaumont, Texas.
- O'SHEA, James**  
WLEU, Erie, Pa.
- OSKIERKO, EDWARD**  
WHIP, Hammond, Ind.
- OSTBY, JOHAN**  
WICAL, Northfield, Minn.
- OTIS, DON**  
KFAC, Los Angeles, Calif.
- OTIS, EDWARD**  
WAAB-WNAC, Boston, Mass.
- O'TOOLE, WILLIAM J.**  
WCAO, Baltimore, Md.
- OTT, WOODROW**  
WENY, Elmira, N. Y.
- OTTE, GEORGE**  
KERN, Bakersfield, Calif.



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Chase and Sanborn Union Oil Show  
Everyman's Theatre Point Sublime  
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# JOHN LAURENCE

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BARNEY'S MEN'S CLOTHES

GOLD RIBBON WINES

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WEEL, Boston, Mass.

**OVERBAY, PAUL**  
WAGA, Atlanta, Ga.

**OWEN, Jr., FORREST**  
WKAR, East Lansing, Mich.

**OWEN, FRAN**  
WINX, Washington, D. C.

**OWEN, JAY**  
WSLS, Roanoke, Va.

**OWENS, ALFRED**  
WJRD, Tuscaloosa, Ala.

**OWENS, ARTHUR**  
WCSH, Portland, Me.

**OWENS, LOY**  
CJIC, Sault Ste. Marie, Ont.,  
Cann.

**OWENS, MAURICE P.**  
WROK, Rockford, Ill.

**OXMAN, CARL**  
WMIN, St. Paul, Minn.

## — P —

**PAAR, JACK**  
WGAR, Cleveland, Ohio.

**PACKARD, HARRY H.**  
KFEQ, St. Joseph, Mo.

**PACKER, VICTOR**  
WLTH, New York, N. Y.

**PADGETT, PAT**  
WBML, Macon, Ga.

**PAGE, ALLAN**  
KVOO, Tulsa, Okla.

**PAGE, BOB**  
KGGF, Coffeyville, Kans.

**PAGE, NORM**  
WELB, Virginia, Minn.

**PAIGE, NORMAN**  
KGO-KPO, San Francisco,  
Calif.

**PAINTON, KEITH**  
KCRC, Enid, Okla.

**PALMER, CLARENCE**  
KVOE, Santa Ana, Calif.

**PALMER, HUGH**  
CBR, Vancouver, B. C., Can.

**PALMER, LOU**  
KBST, Big Spring, Texas.

**PALMER, SELDEN R.**  
KTRB, Modesto, Calif.

**PALMER, WILLIAM**  
WJAC, Johnstown, Pa.

**PALMERI, VINCENT E.**  
WELL, New Haven, Conn.

**PARADY, BILL**  
KBST, Big Spring, Texas.

**PARISH, A. S.**  
KWOC, Poplar Bluff, Mo.

**PARK, CHARLES**  
WFDF, Flint, Mich.

**PARKER, AL**  
WTRY, Troy, N. Y.

**PARKER, BILL**  
WRAL, Raleigh, N. C.

**PARKER, DON**  
KRNT-KSO, Des Moines, Iowa.

**PARKER, F. B.**  
KPPC, Pasadena, Calif.

**PARKER, GLEN**  
WHO, Des Moines, Iowa.

**PARKER, LAWRENCE M.**  
KFEO, St. Joseph, Missouri

**PARKER, SAM**  
WIOD, Miami, Fla.

**PARKS, AL**  
WATL, Atlanta, Ga.

**PARSON, WILLIAM C.**  
KTOH, Lihue, T. H.

**PARSONS, FRED**  
WLOG, Lozan, W. Va.

**PARSONS, ROBERT**  
WMBI, Chicago, Ill.

**PARTON, CLAUDE**  
WOLF, Syracuse, N. Y.

**PASCOE, HARRY W.**  
WWNC, Asheville, N. C.

**PATCH, CAMPBELL**  
WJAC, Johnstown, Pa.

**PATTERSON, CBEAN**  
WNBC, New Britain-Hartford,  
Conn.

**PATTERSON, FREDERICK J.**  
KOMO-KJR, Seattle, Wash.

**PATTERSON, LYLE**  
WHLS, Port Huron, Mich.

**PATTERSON, NORWOOD**  
KSAN, San Francisco, Calif.

**PATTERSON, WALTER**  
WSPD, Toledo, Ohio.

**PAUL, DAN**  
KFDM, Beaumont, Texas.

**PAUL, ED**  
WCFL, Chicago, Ill.

**PAULIN, PIERRE**  
KDKA, Pittsburgh, Pa.

**PAULSEN, JACK**  
WOC, Davenport, Iowa.

**PAULSEN, VARNER**  
WCOU, Lewiston, Me.

**PAULSON, ROBERT**  
KATE, Albert Lea, Minn.

**PAYNE, LARRY**  
WJR, Detroit, Mich.

**PAYNE, ROBERT**  
WCOU, Lewiston, Me.

**PEACH, DOROTHY**  
KVRB, Rock Springs, Wyo.

**PEAK, GENE**  
WPAD, Paducah, Ky.

**PEARSON, FORT**  
NBC, Beat the Band, Fitch  
Bandwagon, Guiding Light,  
Quiz Kids, Alec Templeton  
Time.

**PECK, HARRY**  
KFBI, Wichita, Kans.

**PEDEN, TOM**  
WIRE, Indianapolis, Ind.

**PELL, ERNEST**  
WPAD, Paducah, Ky.

**PENCKE, PAUL**  
WKAT, Miami Beach, Fla.

**PENDERGRAST, WILLIAM**  
WNBH, New Bedford, Mass.

**PENNERT, ADRIAN**  
WARD, Brooklyn, N. Y.

**PENNEY, WILLIAM**  
WSAV, Savannah, Ga.

**PEPPER, WILLIAM**  
WPAY, Portsmouth, Ohio.

**PERRIN, KEYES**  
WOKO, Albany, N. Y.

**PERRIN, KEYES**  
W2XOY, Schenectady, N. Y.

**PERRIN, T. E. PAT**  
KRRV, Sherman, Texas.

**PERRY, CAMERON**  
CJOC, Lethbridge, Alberta,  
Can.

**PERRY, EMMETT**  
WAAP, Chicago, Ill.

**PERRY, ROBERT N.**  
WORL, Boston, Mass.

**PETERSEN, ART**  
WCMJ, Ashland, Ky.

**PETERSON, JACK**  
WDZ, Tuscola, Ill.

**PETERSON, HARRY**  
KOBH, Rapid City, S. D.

**PETERSON, RAY**  
KUJ, Walla Walla, Wash.

**PETTAY, FRANCIS**  
WCLE-WHK, Cleveland, Ohio.

**PEYTON, STANLEY**  
WAKR, Akron, Ohio.

**PHELPS, STUART**  
WFHR, Wisconsin Rapids,  
Wisc.

**PHILBIN, BOB**  
WCLS, Joliet, Ill.

**PHILLIPS, BILLY**  
KIDO, Boise, Idaho.

**PHILLIPS, CHESTER**  
WADC, Akron, Ohio.

**PHILLIPS, DON**  
Columbia's Country Journal  
CBS, Barnyard Follies CBS,  
Good News WMCA.

**PHILLIPS, DON T.**  
KRBC, Abilene, Texas.

**PHILLIPS, HAROLD**  
WRNL, Richmond, Va.

**PHILLIPS, OREL**  
KHSL, Chico, Calif.

**PHILLIPS, THOMAS C.**  
WDAK, West Point, Ga.

**PICKARD, GEORGE**  
WSPD, Toledo, Ohio.

**PIERCE, EDDIE**  
WDLF, Panama City, Fla.

**PIERCE, LESLIE**  
KWFT, Wichita Falls, Texas.

**PIERCE, NORM**  
WIND, Gary, Ind.

**PIERCE, WILLIAM**  
WGBI, Scranton, Pa.

**PIERSON, JOE**  
WPBM, Indianapolis, Ind.

**PITT, W. LOWELL**  
KWAT, Watertown, S. D.

**PIVEN, JERRY**  
WGBI, Scranton, Pa.

**PLAMADORE, RAY**  
WKBH, La Crosse, Wisc.

**PLATE, JIM**  
WDEV, Waterbury, Vt.

**PLUMLEE, PAUL**  
KGLU, Safford, Arizona.

**PLUMMER, ROBERT**  
KFIO, Spokane, Wash.

**POINDEXTER, RUTH**  
KXRO, Aberdeen, Wash.

**POINTELL, CHARLES**  
WFIG, Sumter, S. C.

**POLLARD, JAMES**  
WBZ-WBZA, Boston-Spring-  
field, Mass.

**POLLARD, BILL**  
WFBC, Greenville, S. C.

**POLLOCK, BOB**  
WSB, Atlanta, Ga.

**POLLOCK, GRANT**  
KGO-KPO, San Francisco,  
Calif.

**POLLOCK, LEE**  
KGKB, Tyler, Texas.

**POOLE, BILL**  
WGPC, Albany, Ga.

**POPE, MARSHALL**  
KFJZ, Fort Worth, Texas.

**PORTER, WINSLOW**  
WORL, Boston, Mass.

**POSKA, AL**  
KECA-KFI, Los Angeles, Calif.

**POTTER, JOHN**  
KROW, Oakland, Calif.

**POWELL, JIMMY**  
KVOA, Tucson, Ariz.

**POWELL, KENNETH**  
WENY, Elmira, N. Y.

**POWERS, RALPH**  
WFBF, Baltimore, Md.

**POWERS, TOM**  
WAAB-WNAC, Boston, Mass.

**PRESBY, ARCHIE**  
KGO-KPO, San Francisco,  
Calif.

**PRESTON, MARLOWE**  
KGKL, San Angelo, Texas.

**PRICE, JAMES**  
WCAM, Camden, N. J.

**PRIMM, ART**  
KMO, Tacoma, Wash.

• • •      **ANNOUNCERS**      • • •

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|---|--|---|
| <p><b>PROCTOR, ROBERT</b><br/>WDAE, Tampa, Fla.</p> <p><b>PROVAN, BOB</b><br/>WDRG, Hartford, Conn.</p> <p><b>PRYOR, JIM</b><br/>WJAR, Morgantown, W. Va.</p> <p><b>PUCKETT, BERT</b><br/>WMT, Cedar Rapids-Waterloo, Iowa.</p> <p><b>PULVER, ALBERT</b><br/>WJOB, Hammond, Ind.</p> <p><b>PURCELL, BOB</b><br/>WCFL, Chicago, Ill.</p> <p><b>PURCELL, CHARLES W.</b><br/>WCAO, Baltimore, Md.</p> <p><b>PURCELL, RICHARD</b><br/>WMEX, Boston, Mass.</p> <p><b>PUTNAM, GEORGE</b><br/>NBC, Sunday News Highlights.</p> <p><b>PYE, JAMES K.</b><br/>WMT, Cedar Rapids-Waterloo, Iowa.</p> <p><b>PLYE, J. HOWARD</b><br/>KTAR, Phoenix, Ariz.</p> <p><b>PYRON, DICK</b><br/>WAGA, Atlanta, Ga.</p> <p style="text-align: center;">— <b>Q</b> —</p> <p><b>QUALTROUGH, MORRISON</b><br/>KRDD, El Paso, Texas.</p> <p><b>QUAVE, MACKIE</b><br/>WWNC, Asheville, N. C.</p> <p><b>QUAVE, MORRIS</b><br/>WDOD, Chattanooga, Tenn.</p> <p style="text-align: center;">— <b>R</b> —</p> <p><b>RADCLIFFE, FRANK</b><br/>CFOS, Owen Sound, Ont., Can.</p> <p><b>RAE, JOHN</b><br/>CJOR, Vancouver, B. C., Can.</p> | <p><b>RAFFERTY, TOM</b><br/>CKCR, Kitchener, Ont., Can.</p> <p><b>RANCE, FRANK</b><br/>KRMC, Jamestown, N. D.</p> <p><b>RAND, G. N.</b><br/>WOKO, Albany, N. Y.</p> <p><b>RAND, RICHARD</b><br/>KALE, Portland, Ore.</p> <p><b>RANDALL, TED</b><br/>WTMV, East St. Louis, Ill.</p> <p><b>RAPIEFF, KENNETH</b><br/>WICC, Bridgeport, Conn.</p> <p><b>RASH, BRYSON</b><br/>WMAL-WRC, Washington, D. C.</p> <p><b>RATHBUN, JACK</b><br/>WJHP, Jacksonville, Fla.</p> <p><b>RATKUS, J.</b><br/>WHOM, Jersey City, N. J.</p> <p><b>RAVENEL, J.</b><br/>WHFC, Cicero, Ill.</p> <p><b>RAWSON, BOB</b><br/>WIL, St. Louis, Mo.</p> <p><b>RAY, DAVID WELLMAN</b><br/>WSAU, Wausau, Wis.</p> <p><b>RAY, ED</b><br/>WDAE, Tampa, Fla.</p> <p><b>REAGAN, NEIL</b><br/>KFWB, Los Angeles, Calif.</p> <p><b>REDDING, GORDON</b><br/>WBNY, Buffalo, N. Y.</p> <p><b>REED, CHARLES</b><br/>WJBC, Bloomington, Ill.</p> <p><b>REEVES, BILL</b><br/>WHUB, Cookeville, Tenn.</p> <p><b>REEVES, ELTON</b><br/>KWAL, Wallace, Idaho.</p> <p><b>REEVES, GEORGE</b><br/>KCRG, Enid, Okla.</p> | <p><b>REEVES, RAY</b><br/>WRAL, Raleigh, N. C.</p> <p><b>REEVES, WAYNE</b><br/>WHBU, Anderson, Ind.</p> <p><b>REHEIS, NORMAN</b><br/>KXOK, St. Louis, Mo.</p> <p><b>REID, A. J.</b><br/>WJAC, Johnstown, Pa.</p> <p><b>REID, G.</b><br/>CFRN, Edmonton, Alberta, Can.</p> <p><b>REID, JAMES W.</b><br/>WFBC, Greenville, S. C.</p> <p><b>REID, MICHAEL</b><br/>KVRG, Rock Springs, Wyo.</p> <p><b>REIMEKS, ED</b><br/>WBEN, Buffalo, N. Y.</p> <p><b>REINHARDT, FRED</b><br/>WJPF, Herrin, Ill.</p> <p><b>REITER, FRED</b><br/>WSPB, Sarasota, Florida.</p> <p><b>REJEBIAN, ARAM</b><br/>KVEG, San Luis Obispo, Calif.</p> <p><b>REMINGTON, GENE</b><br/>WAPO, Chattanooga, Tenn.</p> <p><b>RENFRO, HARRY</b><br/>KXOK, St. Louis, Missouri.</p> <p><b>REYNOLDS, GENE</b><br/>KGKO-WBAP, Fort Worth, Tex.</p> <p><b>REYNOLDS, JOHN</b><br/>WKRC, Cincinnati, Ohio.</p> <p><b>REYNOLDS, PERLEY</b><br/>WABI, Bangor, Me.</p> <p><b>REYNOLDS, TOMMY A.</b><br/>KABC, San Antonio, Texas.</p> <p><b>REZNOG, JOHN</b><br/>WKST, New Castle, Pa.</p> |
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# FRANK GALLOP



HILLTOP HOUSE

N. Y. Philharmonic Symphony

Amanda of Honeymoon Hill

When A Girl Marries

PARAMOUNT NEWS

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- EHINES, HOWARD**  
KMPC, Beverly Hills, Calif.
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WSAU, Wausau, Wisc.
- RHODES, DUSTY**  
KPAC, Port Arthur
- RHODES, HAROLD**  
WBTH, Williamson, W. Va.
- RHODES, JOHN**  
WHUB, Cookeville, Tenn.
- RICAN, LIONEL**  
WSM, Nashville, Tenn.
- RICE, CONRAD**  
WEMP, Milwaukee, Wisc.
- RICE, WILLIAM**  
WMBC, Detroit, Mich.
- RICHARDS, MAL**  
WJHO, Opelika, Ala.
- RICHARDSON, JESSE**  
WRR, Dallas, Texas.
- RICKEE, BILL**  
WDEV, Waterbury, Vt.
- RIDER, MAURY**  
KIRO, Seattle, Wash.
- RIDGELY, HARRY**  
WDAN, Danville, Ill.
- RIDGEWAY, JACK**  
KTHS, Hot Springs, Ark.
- RIGSBEE, LOUIS**  
WCNC, Elizabeth City, N. C.
- RIND, JULES**  
WJDX, Jackson, Miss.
- RIPLEY, JOE**  
WSLS, Roanoke, Va.
- RIPPE, WILLIAM M.**  
WCBA-WSAN, Allentown, Pa.
- RISER, JAMES**  
WJEJ, Hagerstown, Md.
- RITCHIE, CAMPBELL**  
CKLW, Windsor, Ontario, Can.
- RITTER, BOB**  
WJTM, Lansing, Mich.
- RITTS, PAUL**  
WKAR, East Lansing, Mich.
- RIVERA, NIEVES DIAZ**  
WKAQ, San Juan, Puerto Rico.
- ROACH, PAUL**  
WAVE, Louisville, Ky.
- ROARK, C. A.**  
KRLH, Midland, Texas.
- ROBATOR, HARRY**  
WNBC, New Britain-Hartford, Conn.
- ROBB, MAJOR**  
WINX, Washington, D. C.
- ROBBIE, Jr., JOE**  
KUSD, Vermillion, S. D.
- ROBBINS, BILL**  
WKCY, Cincinnati, Ohio.
- ROBERTS, ART**  
CKRC, Kitchener, Ont., Can.
- ROBERTS, CHARLES**  
KVOR, Colorado Springs, Colo.
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WLAC, Nashville, Tenn.
- ROBERTS, CLIFF**  
WIBA, Madison, Wisc.
- ROBERTS, DAVE**  
KDYL, Salt Lake City, Utah.
- ROBERTS, HOWARD**  
WMT, Cedar Rapids-Waterloo, Iowa.
- ROBERTS, PETER**  
WNBZ, Saranac, New York.
- ROBERTS, ROGER**  
KLS, Oakland, Calif.
- ROBERTSON, BRUCE**  
KOAM, Pittsburg, Kans.
- ROBERTSON, GEORGE**  
CJRM, Regina, Sask., Can.
- ROBERTSON, JAMES**  
WIBA, Madison, Wisc.
- ROBERTSON, STEVE**  
WEBC, Duluth, Minn.
- ROBERTSON, TRAFTON**  
WBT, Charlotte, N. C.
- ROBINSON, DALE**  
WKY, Oklahoma City, Okla.
- ROBINSON, MAX**  
WHO, Des Moines, Iowa.
- ROBINSON, NORMAN**  
CFGP, Grande Prairie, Alberta, Can.
- ROBINSON, TOM**  
KPAB, Laredo, Texas.
- ROBINSON, WIP**  
WDZ, Tuscola, Ill.
- ROBITAILLE, GLEN**  
CKWX, Vancouver, B. C., Can.
- ROBSON, ED**  
WBRB, Red Bank, N. J.
- RODDA, WALLY**  
WBRG, Birmingham, Ala.
- RODGERS, DON**  
WSOY, Decatur, Ill.
- RODRIGUEZ, MATEO**  
WHOM, Jersey City, N. J.
- ROEHLING, JOSEPH**  
WGL-WOWO, Ft. Wayne, Ind.
- ROEN, LOUIS**  
WMAQ-WENR, Chicago, Ill.
- ROGERS, BEN**  
KWKH, Shreveport, La.
- ROGERS, EDLY**  
KALB, Alexandria, La.
- ROGERS, EDWIN**  
WMAL-WRC, Washington, D. C.
- ROGERS, FEY**  
WOPI, Bristol, Tenn.
- ROGERS, JOHN**  
KOMA, Oklahoma City, Okla.
- ROGERS, LYLE**  
KWJJ, Portland, Ore.
- ROGERS, RALPH**  
KEX-KGW, Portland, Ore.
- ROGERS, ROGERS**  
KOCY, Oklahoma City, Okla.
- ROGERS, RONNIE**  
WFLA, Tampa, Fla.
- ROGERS, TOM**  
KQQV, Pittsburg, Pa.
- ROHRER, BILL**  
KWJJ, Portland, Ore.
- ROLL, RICHARD**  
WHIO, Dayton, Ohio.
- ROMINE, DOUG**  
KTSB, San Antonio, Texas.
- ROMITI, PHILIP**  
WJMS, Ironwood, Mich.
- RONEY, JACK**  
WMAL-WRC, Washington, D. C.
- ROOT, EDWARD**  
WKAR, East Lansing, Mich.
- ROOT, JUAN**  
CHML, Hamilton, Ont., Can.
- ROSCOE, PAUL**  
KGFV, Kearney, Nebr.
- ROSE, WILLIAM**  
WCAX, Burlington, Vt.
- ROSENBERG, ISRAEL**  
WVFW, Brooklyn, N. Y.
- ROSKIN, LEWIS**  
CJOC, Lethbridge, Alberta, Can.
- ROSS, DAVID**  
CBS, Take It or Leave It.
- ROSS, DICK**  
KMO, Tacoma, Wash.
- ROSS, HAROLD**  
WBOW, Terre Haute, Ind.
- ROSS, NORMAN**  
NBC, Suburban Hour.
- ROTHRUM, BILL**  
WSYR, Syracuse, N. Y.
- ROUND, JR., WILLIAM**  
WSIX, Nashville, Tenn.
- ROUNDTREE, GEORGE**  
KUOA, Siloam Springs, Ark.
- ROURKE, HOWARD**  
KWJB, Globe, Ariz.
- ROUSE, GENE**  
WMAQ-WENR, Chicago, Ill.
- ROUSH, SIG**  
WBOW, Terre Haute, Ind.
- ROWE, RALPH**  
WMT, Cedar Rapids-Waterloo, Iowa.
- ROWEN, TOM**  
WJHO, Opelika, Ala.
- ROWENS, BILL**  
WSOC, Charlotte, N. C.
- ROWLAND, DAVE**  
WOSU, Columbus, Ohio.
- ROWLAND, ED**  
KMTR, Hollywood, Calif.
- ROWLAND, VIC**  
KVOE, Santa Ana, Calif.
- ROWZIE, BRUCE**  
WDBJ, Roanoke, Va.
- RUBENDAL, EVERETT**  
WRAC, Williamsport, Pa.
- RUBESSA, GENE**  
WGNV, Newburgh, N. Y.
- RUDDOCK, BILLINGS**  
WRNL, Richmond, Va.
- RUEGG, FRED**  
KQW, San Jose, Calif.
- RUGH, VIC**  
KFBI, Wichita, Kans.
- RUHLE, PAUL**  
WCLO, Janesville, Wisc.
- RUID, LLOYD**  
KWLC, Decorah, Iowa.
- RUMSEY, LEO**  
KGMB, Honolulu, Hawaii.
- RUSH, PHILLIP**  
KSAI, Salina, Kans.
- RUSK, CLAY**  
WOC, Davenport, Iowa.
- RUSSELL, DAVE**  
WFAA, Dallas, Texas.
- RUSSELL, D. E.**  
KWAT, Watertown, S. D.
- RUSSELL, FRANK**  
KECA-GFL, Los Angeles, Calif.
- RUSSELL, JOE**  
KABC, San Antonio, Texas.
- RUSSELL, RUSS**  
KWYO, Sheridan, Wyo.
- RUSSELL, TOM**  
WKNE, Keene, N. H.
- RUSTAD, JOHN**  
KSTP, St. Paul, Minn.
- RYAN, TED**  
KTBC, Austin, Texas.
- RYDZINSKI, STANLEY**  
WDAS, Philadelphia, Pa.

— S —

- SAFFORD, EDWARD P.**  
KROD, El Paso, Texas.
- SAGES, J. S.**  
WMBS, Uniontown, Pa.
- SALINER, PAUL**  
WHIP, Hammond, Ind.
- SALSBERG, JOE**  
KGGM, Albuquerque, N. M.
- SALTER, RUSSELL**  
WMRN, Marion, Ohio.

# ANNOUNCERS

**SANDACK, WALLY**  
KSL, Salt Lake City, Utah.

**SANDERS, ERNIE**  
WHO, Des Moines, Iowa.

**SANDERS, TIM**  
WLAC, Nashville, Tenn.

**SANDSTROM, STANLEY**  
KVOE, Santa Ana, Calif.

**SANFORD, BILL**  
KMJ, Fresno, Calif.

**SANFORD, LARRY**  
WDZ, Tuscola, Ill.

**SATER, HARTLEY**  
KEX-KGW, Portland, Ore.

**SATEREN, LELAND B.**  
WLB, Minneapolis, Minn.

**SAUNDEKS, CARL**  
WBTM, Danville, Va.

**SAUNDEKS, CHARLES**  
KARK, Little Rock, Ark.

**SAVALLI, JOSEPH**  
WHOM, Jersey City, N. J.

**SAWYER, GENE**  
KGMB, Honolulu, Hawaii.

**SAWYER, TOM**  
WLOF, Orlando, Fla.

**SANTON, GLENN**  
WFTL, Fort Lauderdale, Fla.

**SCARBOROUGH, GANUS**  
WSAY, Savannah, Ga.

**SCHAUGHENCY, ED**  
KDKA, Pittsburgh, Pa.

**SCHAUS, GORDON**  
CKCR, Kitchener-Waterloo, Ontario, Can.

**SCHIRMER, CARLTON**  
KFEQ, St. Joseph, Mo.

**SCHMELING, NORMAN**  
KTRI, Sioux City, Iowa.

**SCHNEIDER, AL**  
WHKC, Columbus, Ohio.

**SCHOOLEY, IVAN**  
KVOR, Colorado Springs, Colo.

**SCHOW, REG**  
WFEA, Manchester, N. H.

**SCHROEDER, KARL**  
KGGM, Albuquerque, N. M.

**SCHULTZ, A. F.**  
KVSF, Santa Fe, N. M.

**SCHULTZ, STANLEY**  
WCAR, Pontiac, Mich.

**SCHWEER, ROLAND**  
KPRC, Houston, Texas.

**SCHWEER, ROLAND**  
KRGV, Weslaco, Texas.

**SCHWELLENBACH, BAXTER**  
KOL, Seattle, Wash.

**SCOFIELD, DAVE**  
KFRC, San Francisco, Calif.

**SCOTT, DALE**  
KTOK, Oklahoma City, Okla.

**SCOTT, DAVID**  
WJLS, Beckley, W. Va.

**SCOTT, FRED**  
WAVE, Louisville, Ky.

**SCOTT, J.**  
WHFC, Cicero, Ill.

**SCOTT, JOHN**  
WHLD, Niagara Falls, N. Y.

**SCOTT, RAY**  
KTRB, Modesto, Calif.

**SCOTT, RAY**  
WJAC, Johnstown, Pa.

**SEAGRAVE, ORVILLE B.**  
WSAR, Fall River, Mass.

**SEAMAN, CHARLES**  
WMBC, Detroit, Mich.

**SEARLE, WILLIAM**  
WTAR, Norfolk, Va.

**SEARS, ROLAND**  
WOCB, Cape Cod, Mass.

**SEBASTIAN, CHARLES**  
KSCJ, Sioux City, Iowa.

**SECHREST, LOLA**  
KWOC, Poplar Bluff, Mo.

**SECHRIST, MITCHELL**  
KPLT, Paris, Texas.

**SEDEGWICK, BILL**  
WNN, Louisville, Ky.

**SEDON, PAUL**  
WGTC, Greenville, N. C.

**SEEHAFFER, GENE**  
WHA, Madison, Wis.

**SELLERS, DON R.**  
WCSH, Portland, Me.

**SEROTA, SAM**  
WHAT, Philadelphia, Pa.

**SETTELL, CLARY**  
CBY-CBL, Toronto, Ont., Can.

**SEXTON, JACK**  
WTAD, Quincy, Ill.

**SEXTON, JESSE**  
KALB, Alexandria, La.

**SEXTON, MORGAN**  
WMAN, Marinette, Wis.

**SHAFFER, FRANK**  
WAJR, Morgantown, W. Va.

**SHANESY, JACKSON**  
WSJS, Winston-Salem, N. C.

**SHANNON, PAUL**  
KDKA, Pittsburgh, Pa.

**SHANTZ, JR., MARSHALL B.**  
WJRN, Jamestown, N. Y.

**SHAPARD, WILLIAM**  
WHN, New York, N. Y.

**SHARBUTT, DELL**  
NBC, Musical Americana, Campbell Soup, CBS.

**SHARP, IRVING**  
WDBJ, Roanoke, Va.

**SHARPE, WILLIAM E.**  
KRDD, El Paso, Texas.

**SHAW, GILL**  
WMBG, Richmond, Va.

**SHAW, GORDON**  
WWJ, Detroit, Mich.

**SHAWCROFT, J. J.**  
KEVR, Seattle, Wash.

**SHAYON, ROBERT**  
WOR, Newark, N. J.

**SHEA, G. BEVERLY**  
WMBI, Chicago, Ill.

**SHEA, LEWIS**  
WFTM, Ft. Myers, Fla.

**SHELDON, WALLY**  
WCAU, Philadelphia, Pa.

**SHELLGROVE, CARL**  
WAGF, Dothan, Ala.

**SHELTON, JAMES**  
WROK, Rockford, Ill.

**SHEPHARD, RUSSELL**  
KLS, Oakland, Calif.

**SHEPHERD, MILES**  
KODL, The Dalles, Ore.

**SHEPPARD, GLENN**  
KRLH, Midland, Texas.

**SHEPPARD, ROD**  
KARM, Fresno, Calif.

**SHERMAN, BOB**  
WGL-WOVO, Ft. Wayne, Ind.

**SHERMAN, JOHN**  
WFIG, Sumter, S. C.

**SHERMAN, ORVILLE**  
KGFP, Shawnee, Okla.

**SHERMAN, WINTHROP**  
KMOX, St. Louis, Mo.

**SHEILDS, BOB**  
KDKA, Pittsburgh, Pa.

**SHIFLETT, LILBURN**  
WMSD, Muscle Shoals, Ala.

**SHINBAUM, BOB**  
WNOX, Knoxville, Tenn.

**SHIPLEY, GENE**  
WIBW, Topeka, Kans.

**SHIRLEY, TOM**  
NBC, Just Plain Bill, Grand Central Station.

**SHOEMAKER, MILTON**  
WINX, Washington, D. C.

**SHOEMAKER, RALPH**  
WBAD, Atlantic City, N. J.

**SHORT, JOSEPH**  
WHOU, Ithaca, N. Y.

**SHORT, ROBERT**  
WBLK, Clarksburg, W. Va.

**SHUBINSKI, JAKE**  
WLAP, Lexington, Ky.

**SHUMATE, HAROLD**  
KRGB, Weslaco, Texas.

**SHUMATE, LEWIS**  
KFBI, Wichita, Kans.

**SHURTLEFF, DAVID**  
WFEA, Manchester, N. H.

**SHUTE, JR. ELDEN H.**  
WCOU, Lewiston, Me.

**SIEVERS, ROBERT**  
WGL-WOVO, Ft. Wayne, Ind.

**SIGHT, ROBERT**  
KCKN, Kansas City, Kans.

**SILER, WENDELL**  
WSVA, Harrisonburg, Va.

**SILVERT, ARNOLD**  
WBLK, Clarksburg, W. Va.

**SIMMONS, DAVE**  
KDYL, Salt Lake City, Utah.

**SIMMONS, PARK**  
WCKY, Cincinnati, Ohio.

**SIMMS, LARRY**  
KTSW, Emporia, Kans.

**SIMMS, RAY**  
WCHV, Charlottesville, Va.

**SIMON, GEORGE**  
WJAC, Johnstown, Pa.

**SIMONSEN, WILLIAM**  
KGB, San Diego, Calif.

**SIMPSON, CHUCK**  
WDOD, Chattanooga, Tenn.

**SIMPSON, JIMMY**  
WGTC, Greenville, N. C.

**SIMPSON, JOHN**  
WCMI, Ashland, Ky.

**SIMPSON, SPIKE**  
WKOK, Sumbury, Pa.

**SIMS, JAMES V.**  
KRDD, El Paso, Texas.

**SINGER, SPIZZ**  
WTAX, Springfield, Ill.

**SIRMONS, JAMES**  
WFMJ, Youngstown, Ohio.

**SITTON, M. A.**  
WBBL, Richmond, Va.

**SKAFF, VINCENT**  
KTRI, Sioux City, Ia.

**SKELTON, KENNETH W.**  
WDAE, Tampa, Fla.

**SKELTON, ROGER**  
WSAY, Savannah, Ga.

**SKINNER, PAUL**  
WMAN, Marinette, Wis.

**SLAGLE, JOHN**  
WXYZ, Detroit, Mich.

**SLATER, BILL**  
NBC, Uncle Jim's Question Bee.

**SLATER, TOM**  
WOR, Newark, N. J.

**SLATTERY, BART**  
WIL, St. Louis, Mo.

**SLATTERY, JACK**  
KMPC, Beverly Hills, Calif.

**SLOCUM, BOB**  
KFDY, Brookings, S. D.

**SMALL, BILL**  
CFAR, Flin Flon, Man., Can.

**SMALL, BODIE**  
KGVO, Missoula, Mont.

# ANNOUNCERS

- SMITH, A.**  
CFAC, Calgary, Alberta, Can.
- SMITH, B. A.**  
WHOP, Hopkinsville, Ky.
- SMITH, BERNIE**  
WEBQ, Harrisburg, Ill.
- SMITH, BLAINE**  
KCRC, Enid, Okla.
- SMITH, BOB**  
KRBM, Bozeman, Mont.
- SMITH, BOB**  
WGLO, Janesville, Wisc.
- SMITH, C.**  
CJAT, Trail, B. C., Can.
- SMITH, CAL**  
KROC, Rochester, Minn.
- SMITH, DEAN**  
WABY, Albany, N. Y.
- SMITH, DON**  
KSRO, Santa Rosa, Calif.
- SMITH, DON**  
WLPW, Suffolk, Va.
- SMITH, FRED**  
WHBF, Rock Island, Ill.
- SMITH, GLEN**  
WLB, Minneapolis, Minn.
- SMITH, GORDON**  
WAKR, Akron, Ohio.
- SMITH, HAL**  
WIBX, Utica, N. Y.
- SMITH, HAL**  
WRR, Dallas, Texas.
- SMITH, HOMER**  
WKOK, Sunbury, Pa.
- SMITH, J. EDWARD**  
WFBC, Greenville, S. C.
- SMITH, JOE D.**  
KALB, Alexandria, La.
- SMITH, STARR**  
KALB, Alexandria, La.
- SMITH, WHEELER**  
KOL, Seattle, Wash.
- SNOWDEN, BILL**  
WTAL, Tallahassee, Fla.
- SNOWDON, CHARLES**  
WBLK, Clarksburg, W. Va.
- SNYDER, GEORGE**  
WHL, Port Huron, Mich.
- SNYDER, RALPH**  
WLAJ, Grand Rapids, Mich.
- SNYDER, ROSS**  
KHSL, Chico, Calif.
- SOARS, JACK**  
CFGP, Grande Prairie, Alb., Can.
- SOBOWSKI, CARL**  
WHOM, Jersey City, N. J.
- SOLER, JOSE**  
WKAQ, San Juan, Puerto Rico.
- SOLOMON, COUNT**  
KFRU, Columbia, Mo.
- SOYDE, LUTHER**  
WFHR, Wisconsin Rapids, Wisc.
- SPARGO, PAUL W.**  
KWIL, Albany, Ore.
- SPARKS, GARNET G.**  
WEXL, Royal Oak, Mich.
- SPARKS, GORDON A.**  
WEXL, Royal Oak, Mich.
- SPEARS, CHARLES**  
WORD, Spartanburg, S. C.
- SPENCE, ROBERT**  
KIRO, Seattle, Wash.
- SPENCER, BILL**  
WSB, Atlanta, Ga.
- SPENCER, LESTER**  
WHIO, Dayton, Ohio.
- SPENCER, ROBERT**  
WJBC, Bloomington, Ill.
- SPIEGLE, STANLEY**  
KXRO, Aberdeen, Wash.
- SPILLMAN, SANFORD**  
KSFO, San Francisco, Calif.
- SPOKES, ALFRED E.**  
WJTN, Jamestown, N. Y.
- SQUIER, LLOYD**  
WDFV, Waterbury, Vt.
- ST. GEORGE, DORIAN**  
WMAL-WRC, Washington, D. C.
- STACKHOUSE, DAVID**  
WJAR, Providence, R. I.
- STAFFORD, JACK**  
KMPC, Beverly Hills, Calif.
- STAILL, GERTRUDE**  
KMMJ, Grand Island, Nebr.  
Market Basket Homemakers Club.
- STAILL, PHILIP**  
WQXR, New York, N. Y.
- STALEY, PHIL**  
WOSU, Columbus, Ohio.
- STANLEY, CHARLES**  
WMBC, Detroit, Mich.
- STANTON, JES**  
KSAM, Huntsville, Texas.
- STANTON, PAT**  
WDAS, Philadelphia, Pa.
- STARK, CHARLES**  
NBC, Gangbusters, Mother of Minc.
- STARK, RICHARD**  
WNEW, New York, N. Y.
- STARLING, DAVID**  
KFI-KECA, Los Angeles, Calif.
- STAUFFER, LEON**  
KMYC, Marysville, Calif.
- STAVROPOULOS, COSTAS**  
WHOM, Jersey City, N. J.
- STEADMAN, BILLY**  
WGTM, Wilson, N. C.
- STEARNS, L. F.**  
WEEI, Boston, Mass.
- STECK, JACK**  
WFIL, Philadelphia, Pa.
- STEELE, BILL**  
KGGF, Coffeyville, Kans.
- STEELE, ROBERT**  
WTFIC, Hartford, Conn.
- STEELE, TED**  
CBS, Ted Steele Songs.
- STENSAND, TOM**  
KUSD, Vermillion, S. D.
- STEIN, BILL**  
WTSP, St. Petersburg, Fla.
- STELL, WALLACE**  
WRNL, Richmond, Va.
- STEMMLER, NICK**  
WSYR, Syracuse, N. Y.
- STEPHENS, GABBERT**  
KPAC, Port Arthur, Texas.
- STEPHENSON, ROBERT**  
WHN, New York, N. Y.
- STERLING, F.**  
WHFC, Cicero, Ill.
- STEVEN, PEEL**  
CFCE, Montreal, Que., Can.
- STEVENS, ALSTON**  
WFIL, Philadelphia, Pa.
- STEVENS, CARLYLE**  
KTUL, Tulsa, Okla.
- STEVENS, HARMON L.**  
WHL, Port Huron, Mich.
- STEVENS, LEONARD**  
WNLG, New London, Conn.
- STEWART, FRANK**  
KTTSA, San Antonio, Texas.
- STEWART, J.**  
CFAC, Calgary, Alberta, Can.
- STEWART, JOE L.**  
WFTL, Fort Lauderdale, Fla.
- STEWART, RALPH E.**  
WMBL, Chicago, Ill.
- STEWART, RUSSELL**  
KSL, Salt Lake City, Utah.
- STEWART, STAN**  
WTAQ, Green Bay, Wisc.
- STILES, PAUL**  
WNBH, New Bedford, Mass.
- STILL, LEROY**  
WBNS, Columbus, Ohio.
- STILLMAN, JOHN**  
WHIO, Dayton, Ohio.
- STINSON, ARNOLD**  
CKLW, Windsor, Ont., Can.
- STITT, WAYNE**  
KCKN, Kansas City, Kans.
- STODDARD, BOB**  
KERN, Bakersfield, Calif.
- STOECKLER, J. C.**  
WEEI, Boston, Mass.
- STOKES, GENE**  
WMFD, Wilmington, N. C.
- STONE, DAVID**  
WINS, New York, N. Y.
- STONE, JAMES**  
KTBS, Shreveport, La.
- STONE, JERRY**  
WDAS, Philadelphia, Pa.
- STONER, PETER**  
WSUN, St. Petersburg, Fla.
- STOREY, CHET**  
KWJB, Globe, Ariz.
- STOUT, ALLEN**  
WROL, Knoxville, Tenn.
- STOVIN, WILLIAM**  
CKSO, Sudbury, Ont., Can.
- STRAKER, EASTER**  
WSOY, Decatur, Ill.
- STRANGE, VALMORE**  
KPIO, Spokane, Wash.
- STRAUSS, WILLIAM D.**  
WQXR, New York, N. Y.
- STRICKLAND, EARL**  
W2XOY, Schenectady, N. Y.
- STRONG, HAL**  
WMIN, St. Paul, Minn.
- STRUBLE, ROBERT**  
KVCV, Redding, Calif.
- STUART, ALLEN**  
WNEW, New York, N. Y.
- STUBBS, H.**  
CJCS, Stratford, Ont., Can.
- STUHLMAN, FRANK**  
WTFIC, Hartford, Conn.
- STULL, BILL**  
KECA-KFI, Los Angeles, Calif.
- SUGG, LEVIS**  
WGRB, Goldsboro, N. C.
- SULLIVAN, ALBERTA**  
WFEA, Manchester, N. H.
- SULLIVAN, DENNIS**  
KNET, Palestine, Texas.
- SULLIVAN, HENRY**  
WBIG, Greensboro, N. C.
- SULLIVAN, JAMES G.**  
KNET, Palestine, Texas.
- SULLIVAN, JOHN**  
KNET, Palestine, Texas.
- SULLIVAN, JOHN L.**  
WARM, Scranton, Pa.
- SUMBLER, JIM**  
CJIC, Sault Ste. Marie, Ont., Can.
- SUNDBERG, OSCAR**  
KHSL, Chico, Calif.
- SUTHERLAND, BILL**  
KDKA, Pittsburgh, Pa.
- SUTTERFIELD, PHIL**  
WCSC, Charleston, S. C.
- SVEHLA, WALTER**  
WQAM, Miami, Fla.
- SWAFFORD, ROY**  
KANS, Wichita, Kans.
- SWANSON, CLIFFORD**  
WCAL, Northfield, Minn.
- SWANSON, J. HERBERT**  
WLB, Minneapolis, Minn.
- SWEENEY, BUDD**  
WHRC, Columbus, Ohio.

# ANNOUNCERS

**SWEENEY, FLORENCE**  
CKCK, Regina, Sask., Can.

**SWENSON, DONALD**  
WNEL, San Juan, Puerto Rico.

**SWERT, JR., GROVER**  
KNOW, Austin, Texas.

**SWIFT, JACK**  
WTSP, St. Petersburg, Fla.

**SWIMELAR, PAUL**  
WTHT, Hartford, Conn.

**SWINEFORD, JACK**  
KOMA, Oklahoma City, Okla.

**SWINFORD, PAUL**  
KADA, Ada, Okla.

**SWINGLEY, M. E.**  
WDAE, Tampa, Fla.

**SWISHER, ARDEN**  
WNAX, Yankton, S. D.

**SWISHER, BEN**  
KWLK, Longview, Wash.

**SWYSTUN, THEODORE**  
WDAS, Philadelphia, Pa.

**SYLER, BOB**  
KDNT, Denton, Texas.

**SYLVAIN, MARCEL**  
CKAC, Montreal, Que., Can.

**SYMES, BERT**  
KLS, Oakland, Calif.

## — T —

**TAGGART, BYRON**  
WINN, Louisville, Ky.

**TANNER, GLEN**  
KWG, Stockton, Calif.

**TANNER, LUKE**  
KUAO, Siloam Springs, Ark.

**TAPLEY, S. E.**  
CJCS, Stratford, Ont., Can.

**TAPLIN, PRESTON**  
WHCU, Ithaca, N. Y.

**TATE, RAY**  
CFAR, Flin Flon, Man., Can.

**TAULBEE, ALAN**  
WARM, Scranton, Pa.

**TAYLOR, A. L.**  
WBEN, Buffalo, N. Y.

**TAYLOR, CRAWFORD**  
WLOK, Lima, Ohio.

**TAYLOR, DAVE**  
WSJS, Winston-Salem, N. C.

**TAYLOR, GLEN**  
WJJD, Chicago, Ill.

**TAYLOR, LEON**  
KFDL, Beaumont, Texas.

**TAYLOR, LEONARD**  
WHBC, Canton, Ohio.

**TAYLOR, SAM**  
KWJJ, Portland, Ore.

**TAYLOR, TED**  
WTOI, Toledo, Ohio.

**TAYLOR, WILLIAM**  
WPAY, Portsmouth, Ohio.

**TEAR, SID**  
WLOG, Logan, W. Va.

**TEASLEY, JESSE**  
WGPC, Albany, Ga.

**TEMPLE, PETER**  
WLOL, Minneapolis-St. Paul, Minn.

**TEN, EYCK, SIDNEY**  
WHCU, Ithaca, N. Y.

**TERKEL, HAL**  
KQV, Pittsburgh, Pa.

**TERRY, GENE**  
WTAD, Quincy, Ill.

**TERWEY, TYS**  
WNOX, Knoxville, Tenn.

**TESSMAN, ABBOT**  
KGO-KPO, San Francisco, Calif.

**THIERIAULT, Y.**  
CKCH, Hull, Que., Can.

**THOMA, GEORGE**  
WKBB, Dubuque, Iowa.

**THOMAS, BOB**  
WFLA, Tampa, Fla.

**THOMAS, GEORGE**  
WCAU, Philadelphia, Pa.

**THOMAS, GLENN**  
WJEJ, Hagerstown, Md.

**THOMAS, HAL**  
KFPY, Spokane, Wash.

**THOMAS, JACK**  
WFAA, Dallas, Texas.

**THOMAS, LARRY**  
WDAS, Philadelphia, Pa.

**THOMAS, MURPHY**  
KDRO, Sedalia, Mo.

**THOMLINSON, BOB**  
KEX-KGW, Portland, Ore.

**THOMPSON, AL**  
KSAL, Salina, Kans.

**THOMPSON, BUD**  
KFYO, Lubbock, Texas.

**THOMPSON, CLAY**  
KFYO, Lubbock, Texas.

**THOMPSON, G.**  
CFRN, Edmonton, Alberta, Can.

**THOMPSON, JACK**  
CJRC, Winnipeg, Man., Can.

**THOMPSON, JAMES**  
KQV, Pittsburgh, Pa.

**THOMPSON, R. S.**  
KBIZ, Ottumwa, Ia.

**THOMPSON, REO**  
CJCA, Edmonton, Alberta, Can.

**THOMPSON, VERL**  
WXYZ, Detroit, Mich.

**THORPE, JOHN**  
KYW, Philadelphia, Pa.

**THRONTON, HARRY**  
WBLJ, Dalton, Ga.

**THWING, RICHARD**  
WNLC, New London, Conn.

**TICE, J. OLEN**  
WCOS, Columbia, S. C.

**TIFFANY, GERALD**  
KABR, Aberdeen, S. D.

**TIFFIN, WILBUR**  
CKNX, Wingham, Ont., Can.

**TIGNER, CHARLES**  
KWKH, Shreveport, La.

**TILDEN, LAMONT**  
CBY-CBL, Toronto, Ont., Can.

**TIM, ALLEN**  
WEMP, Milwaukee, Wis.

**TINLEY, JR., G. HOWARD**  
WCAO, Baltimore, Md.

**TOBIN, JOSEPH**  
WESX, Salem, Mass.

**TOBIN, MARTIN**  
KMBC, Kansas City, Mo.

**TOBIN, MARTIN**  
KOA, Denver, Colo.

**TOBOLA, JOHN**  
WAYX, Waycross, Ga.

**TODD, HOMER U.**  
WCBM, Baltimore, Md.

**TODD, JACK**  
KANS, Wichita, Kans.

**TODD, JIMMY**  
KVOO, Tulsa, Okla.

**TOLIN, GEORGE**  
KROW, Oakland, Calif.

**TOLLIVER, DON**  
WTMV, East St. Louis, Ill.

**TORLAND, TOR**  
KOA, Denver, Colo.

**TORMEY, JAY**  
WFAS, White Plains, N. Y.

**TOWERS, JACK**  
KFDY, Brookings, S. D.

**TOWNE, MICHAEL**  
WINN, Louisville, Ky.

**TOWNSLEY, RUSS**  
KVGB, Great Bend, Kans.

**TOZIER, HAROLD**  
WSAU, Wausau, Wis.

**TRAUM, BILL**  
WROK, Rockford, Ill.

**TREASTER, LYMAN**  
KTKC, Visalia, Calif.

**TREWCY, BILL**  
KFBB, Great Falls, Montana.

**TREMBLE, SIDNEY B.**  
KSAL, Salina, Kans.

**TROUT, BOB**  
CBS, Saturday Night Serenade, Prof. Quiz.

**TRUDEAU 3rd, EDWARD L.**  
WOKO, Albany, N. Y.

**TRUEMAN, HUGH**  
CHSJ, St. John, N. B., Can.

**TUCHOLKA, EDWARD**  
WEBR, Buffalo, N. Y.

**TUCKER, EDWIN W.**  
WCAM, Camden, N. J.

**TUMA, CY**  
KMMJ, Grand Island, Nebr.

**TUNIS, HAL**  
WIBG, Glenside, Pa.

**TUPPER, HOWARD**  
WGY, Schenectady, N. Y.

**TURNER, GLEN**  
CHAB, Moose Jaw, Sask., Can.

**TURNER, HARRY**  
KOBH, Rapid City, S. D.

**TURNER, HOWARD**  
WSPA, Spartanburg, S. C.

**TURNER, HUGH**  
KLS, Oakland, Calif.

**TURNER, ROBERT**  
WEBR, Buffalo, N. Y.

**TURNER, WALTER**  
WLOK, Lima, Ohio.

**TURNROSE, ARTHUR**  
KWJB, Globe, Ariz.

**TUTT, BOB**  
KROY, Sacramento, Calif.

**TWYMAN, HARVEY**  
KOIL, Omaha, Nebr.

**TYLER, NOAH**  
WIOD, Miami, Fla.

## — U —

**ULMER, ROCH**  
KFI-KECA, Los Angeles, Calif.

**UNDERCOFFER, JIM**  
WCMI, Ashland, Ky.

**UNDERHILL, DUTCH**  
WOC, Davenport, Iowa.

**UNDERWOOD, CHARLES**  
WMBS, Uniontown, Pa.

**UPSON, PAUL**  
WTRC, Elkhart, Ind.

**URIE, HURSCHELL**  
KSUB, Cedar City, Utah.

## — V —

**VADAKIN, DOROTHY**  
KWAT, Watertown, S. D.

**VAILE, DAVID**  
KOA, Denver, Colo.

**VAINRIB, STANLEY**  
WCSC, Charleston, S. C.

**VALACH, CHARLES**  
WDAS, Philadelphia, Pa.

**VALAJTIS, J.**  
WHOM, Jersey City, N. J.

**VALENTINE, BILL**  
CKSO, Sudbury, Ont., Can.

**VALENTINE, DAN**  
WRUF, Gainesville, Fla.

**VALENTINE, JIMMY**  
KEJM, Grand Forks, N. D.

**VALENTINE, RANCE**  
WTAM, Cleveland, Ohio.



# ANNOUNCERS

- VANCE, JOHN**  
WDAN, Danville, Ill.
- VANCE, KEN**  
WJHO, Opelika, Ala.
- VANDERWALKER, EARL**  
KWLC, Decorah, Iowa.
- VAN DYKE, RUSSELL**  
KHAS, Hastings, Nebr.
- VAN HAAFTEN, RED**  
KOB, Albuquerque, N. M.
- VAN HORN, ARTHUR**  
KFRC, San Francisco, Calif.
- VAN KUREN, JAMES**  
CKLW, Windsor, Ont., Can.
- VAN MATRE, EVERETT**  
KFRU, Columbia, Mo.
- VANN, FRANK**  
WGH, Newport News, Va.
- VAN SANDT, JOE**  
WMSD, Muscle Shoals, Ala.
- VAN SANT, JOHN T.**  
WCBA-WSAN, Allentown, Pa.
- VARES, GEORGE**  
WEDC, Chicago, Ill.
- VASILATOS, E.**  
WVFW, Brooklyn, N. Y.
- VAUGHN, ROBERT**  
KIT, Yakima, Wash.
- VEAL, S.**  
WJHP, Jacksonville, Fla.
- VEDDER, CHESTER**  
WGY, Schenectady, N. Y.
- VERBA, GILBERT**  
KOA, Denver, Colo.
- VERNON, CONRAD**  
KNOW, Austin, Texas.
- VICKERS, LEE E.**  
WJSV, Washington, D. C.
- VICTOR, IRVIN**  
WJJD, Chicago, Ill.
- VINCENT, PAUL**  
WMBG, Richmond, Va.
- VINES, LEE**  
WIP, Philadelphia, Pa.
- VINEY, HENRY**  
CJOC, Lethbridge, Alberta, Can.
- VOGEL, FRANCIS**  
WHDL, Olean, N. Y.
- VOGEL, PHIL**  
WGKV, Charleston, W. Va.
- VON BERGEN, JOHN**  
WARM, Scranton, Pa.
- VON EGGER, HAROLD**  
KGKL, San Angelo, Texas.
- VON LINDER, L.**  
WMT, Cedar Rapids-Waterloo, Iowa.
- VONROTH, ROGER**  
WRC-WMAL, Washington, D. C.
- VON ZELL, HARRY**  
The Aldrich Family NBC, Time to Smile NBC, Helen Hayes Theater CBS.
- VOSS, HERMAN**  
WMBI, Chicago, Ill.
- VOSSE, FRED**  
WMP5, Memphis, Tenn.
- VRZAL, CARL**  
WEDC, Chicago, Ill.
- W —**
- WABER, THOMAS**  
WKAR, East Lansing, Mich.
- WADE, FRED**  
WTIC, Hartford, Conn.
- WADE, OZZIE**  
WKNE, Keene, N. H.
- WADE, TOM**  
WMP5, Memphis, Tenn.  
KSRO, Santa Rosa, Calif.
- WAHLBERG, JOEL F.**  
WGH, Newport News, Va.
- WAKEMAN, TONY**  
WOL, Washington, D. C.
- WALDEN, PAUL**  
KODL, The Dalles, Ore.
- WALDROP, JAMES**  
WORK, Spartanburg, S. C.
- WAGNER, JACK**
- WALDS, DICK**  
KFRU, Columbia, Mo.
- WALKER, BILL**  
CJRM, Regina, Sask., Can.
- WALKER, BILL**  
KPFJM, Grand Forks, N. D.
- WALKER, CECIL**  
WTRY, Troy, N. Y.
- WALKER, DAVID**  
KOVO, Provo, Utah.
- WALKER, HAL**  
WISN, Milwaukee, Wis.
- WALKER, ROGER W.**  
WCHS, Portland, Me.
- WALLACE, GUY**  
WCFL, Chicago, Ill.
- WALLACE, MYRON**  
WXYZ, Detroit, Mich.
- WALLACE, ROBERT M.**  
WOLS, Florence, S. C.
- WALTER, CHARLES HENRY**  
WRDW, Augusta, Ga.
- WALTERS, JOE**  
KSFO, San Francisco, Calif.
- WALTERS, LEON**  
WWSW, Pittsburgh, Pa.
- WALTMAN, LA VELLE**  
KRCC, Rochester, Minn.
- WALTON, JAMES M.**  
WHAS, Louisville, Ky.
- WALTON, SIDNEY**  
Sidney Walton's Music NBC.  
By Kathleen Norris CBS, MBS.
- WANNAMAKER, ALEN**  
WGTM, Wilson, N. C.
- WARD, DAVE**  
WKRC, Cincinnati, Ohio.
- WARE, TOL**  
KSFO, San Francisco, Calif.
- WAREMBUD, NORMAN H.**  
WLTH, New York, N. Y.
- WARNER, BILL**  
KMA, Shenandoah, Iowa.
- WARNER, NAOMA**  
KTOK, Oklahoma City, Okla.
- WARNER, NEWELL**  
WCBM, Baltimore, Md.
- WARREN, CARLTON**  
WOR, Newark, N. J.
- WARREN, DOC**  
KWFC, Hot Springs, Ark.
- WARREN, GIL**  
KFWB, Los Angeles, Calif.
- WARREN, JAY**  
WBEQ, Harrisburg, Ill.
- WASS, BOB**  
WADC, Akron, Ohio.
- WATKINS, JOHN**  
WGAC, Augusta, Ga.
- WATKINS, WAT**  
WAAT, Jersey City, N. J.
- WATSON, C. B.**  
WFNC, Fayetteville, N. C.
- WATSON, JR., LOREN L.**  
WIS, Columbia, S. C.
- WATTS, JACK**  
WHBC, Canton, Ohio.
- WAUGH, IRVING**  
WDBJ, Roanoke, Va.
- WAYNE, STEWART**  
WTHT, Hartford, Conn.
- WEAKLEY, SCOTT**  
KROW, Oakland, Calif.
- WEATHERWAX, LESTER**  
KPB1, Wichita, Kans.
- WEAVER, BEN T.**  
KWIL, Albany, Ore.
- WEAVER, MAL**  
WDEV, Waterbury, Vt.
- WEBB, HUGH**  
WJHO, Opelika, Ala.
- WEBER, TED**  
WINS, New York, N. Y.
- WEBBER, FRED**  
WFIL, Philadelphia, Pa.
- WEBER, JOHN PAUL**  
WIP, Philadelphia, Pa.
- WEBER, KEN**  
WLEU, Erie, Pa.
- WEBSTER, MAURIE**  
KNX, Los Angeles, Calif.
- WEBSTER, REX**  
KFYO, Lubbock, Texas.
- WEBSTER, ROBERT**  
WCAE, Pittsburgh, Pa.
- WEEKS, BOB**  
KFBC, Cheyenne, Wyo.
- WEEKS, E. L.**  
KABR, Aberdeen, S. D.
- WEEKS, JOE**  
WJR, Detroit, Mich.
- WEEKS, JOHN**  
KPDN, Pampa, Texas.
- WEGMAN, EDWARD**  
WEBR, Buffalo, N. Y.
- WEIGEL, FRAN**  
WLAU, Grand Rapids, Mich.
- WEIL, ANDREW**  
WTMC, Ocala, Fla.
- WEIL, LESTER**  
WTMC, Ocala, Fla.
- WEINGARTH, FRED**  
WDAF, Kansas City, Mo.
- WEIR, J.**  
KBIZ, Ottumwa, Ia.
- WEIST, DWIGHT**  
NBC, Valiant Lady, By Kathleen Norris.
- WELCH, CHARLES**  
KASA, Elk City, Okla.
- WELCH, HERBERT**  
WBNS, Columbus, Ohio.
- WELCH, JOSEPH**  
WSAR, Fall River, Mass.
- WELCH, WILLIAM**  
WKRC, Cincinnati, Ohio.
- WELDON, MARTIN**  
WINS, New York, N. Y.
- WELLER, ROSS**  
WSAY, Rochester, N. Y.
- WELLER, SAMUEL**  
WJOB, Hammond, Ind.
- WELLS, BILL**  
WMP5, Memphis, Tenn.
- WELLS, JACK**  
CFQC, Saskatoon, Sask.
- WELSH, JACK**  
WSTV, Steubenville, Ohio.
- WERTZ, HOYT**  
WIBW, Topeka, Kans.
- WESTERKAMP, RICHARD F.**  
WCML, Ashland, Ky.
- WESTMORELAND, LLOYD**  
CKCK, Regina, Sask., Can.
- WETZEL, E. H.**  
WCBA-WSAN, Allentown, Pa.
- WETZLER, JOSEPHINE**  
WMBD, Peoria, Ill.
- WHEEDREE, CHARLES**  
WGTC, Greenville, N. C.
- WHEELER, CHET**  
KWIL, Albany, Ore.
- WHEELER, JOE**  
WSIX, Nashville, Tenn.
- WHEELER, TONY**  
WFIL, Philadelphia, Pa.
- WHITE, ANDY**  
KVOA, Tucson, Ariz.
- WHITE, DON**  
KXRO, Aberdeen, Wash.

# ANNOUNCERS

- WHITE, JACK**  
WJR, Detroit, Mich.
- WHITE, PAUL**  
WESX, Salem, Mass.
- WHITE, RAY B.**  
WAWZ, Zarephath, N. J.
- WHITE, ROBERT E.**  
WBZ-WBZA, Boston-Springfield, Mass.
- WHITING, BILL**  
KFAC, Los Angeles, Calif.
- WHITINGTON, DICK**  
WTSP, St. Petersburg, Fla.
- WHITLEY, RAYMOND**  
KABC, San Antonio, Texas.
- WHITMORE, JOHN**  
WJHP, Jacksonville, Fla.
- WHITNEY, PHIL**  
WKNE, Keene, N. H.
- WHITEKER, G. E.**  
CBO, Ottawa, Ont., Can.
- WHITTIER, CHARLES**  
WBAX, Wilkes-Barre, Pa.
- WHITWORTH, RAY**  
KVWC, Vernon, Texas.
- WIDNEY, STAN**  
WHO, Des Moines, Iowa.
- WIGGINGTON, BILL**  
WCCO, Minneapolis, Minn.
- WIGHT, H. B.**  
WCAx, Burlington, Vt.
- WIKEHART, EDDIE**  
WBTH, Williamson, W. Va.
- WILBUR, BEN**  
WPBM, Indianapolis, Ind.
- WILCOX, HARLOW**  
NBC, Fibber McGee and Molly.
- WILCOX, JOHN**  
KWNO, Winona, Minn.
- WILCOURT, ARLEN**  
WAYX, Waycross, Ga.
- WILDE, EMIL**  
KFUO, Clayton, Mo.
- WILDE, R. B.**  
WOKO, Albany, N. Y.
- WILDS, R. B.**  
WJHO, Opelika, Ala.
- WILES, WILLIAM**  
WHIZ, Zanesville, Ohio.
- WILL, BOB**  
WIRE, Indianapolis, Ind.
- WILLARD, DICK**  
WOR, Newark, N. J.
- WILLARD, SID**  
WBML, Macon, Ga.
- WILLETT, R. C.**  
CFCT, Victoria, B. C., Can.
- WILLIAMS, ALUN**  
WMCA, New York, N. Y.
- WILLIAMS, AUSTIN**  
KLZ, Denver, Colo.
- WILLIAMS, DALLAS**  
KOL, Seattle, Wash.
- WILLIAMS, FOSTER**  
WINS, New York, N. Y.
- WILLIAMS, JACK**  
KOY, Phoenix, Ariz.
- WILLIAMS, JIM**  
WKPA, New Kensington, Pa.
- WILLIAMS, JOHN**  
WESX, Salem, Mass.
- WILLIAMS, KEN**  
WFBR, Baltimore, Md.
- WILLIAMS, MARK**  
WBTH, Williamson, W. Va.
- WILLIAMS, MILDRED E.**  
WTAL, Tallahassee, Fla.
- WILLIAMS, NED**  
WRNL, Richmond, Va.
- WILLIAMS, RAY**  
WHIP, Hammond, Ind.
- WILLIAMS, WALLY**  
WBIG, Greensboro, N. C.
- WILLIS, AUSTIN**  
CBY-CBL, Toronto, Ont., Can.
- WILLIS, J. E.**  
WLAR, Lexington, Ky.
- WILLIS, JR., R. K.**  
WFNC, Fayetteville, N. C.
- WILLS, HARRY**  
WJMS, Ironwood, Mich.
- WILLS, PAUL**  
KMOX, St. Louis, Mo.
- WILMARTH, ALBERT**  
WSAR, Fall River, Mass.
- WILSON, BILL**  
WSPB, Sarasota, Fla.
- WILSON, CLAUD**  
WSB, Atlanta, Ga.
- WILSON, DAVE**  
KVGB, Great Bend, Kans.
- WILSON, EDDIE**  
WSOY, Decatur, Ill.
- WILSON, ELVAN B.**  
WLAK, Lakeland, Fla.
- WILSON, GEORGE**  
WSTV, Steubenville, Ohio.
- WILSON, HAL**  
WGTM, Wilson, N. C.
- WILSON, KEN**  
WAJR, Morgantown, W. Va.
- WILSON, LEO**  
WHOP, Hopkinsville, Ky.
- WILSON, PAUL**  
WSLI, Jackson, Miss.
- WILSON, READ**  
WWNC, Asheville, N. C.
- WILSON, SCOTT**  
KTBS, Shreveport, La.
- WILSON, WILLIS**  
KGFI, Brownsville, Texas.
- WINBROW, DON**  
WKAT, Miami Beach, Fla.
- WING, GERALD**  
KROC, Rochester, Minn.
- WINN, BERT**  
KROW, Oakland, Calif.
- WINN, WILLIAM**  
WRAK, Williamsport, Pa.
- WINNE, WILLIAM**  
WABY, Albany, N. Y.
- WINTER, JOHN**  
CFCF, Montreal, Que., Can.
- WINTERS, JERRY**  
WGPC, Albany, Ga.
- WINTERS, RAY**  
La Rosa Concerts, MBS, Manufacturers Trust.
- WITANOWSKI, EDWARD**  
WHOM, Jersey City, N. J.
- WITHERS, LOU**  
KECA-KFI, Los Angeles, Calif.
- WITMER, WEBB**  
WDAF, Kansas City, Mo.
- WITTE, FRANZ**  
WTMA, Charleston, S. C.
- WOLEVER, JACK J.**  
KWPC, Hot Springs, Ark.
- WOLF, HAL**  
KFO-KGO, San Francisco, Calif.
- WOLFRAM, A. L.**  
WAWZ, Zarephath, N. J.
- WOLFRAM, ORLAND**  
WAWZ, Zarephath, N. J.
- WOOD, H. BARRY**  
CKCK, Regina, Sask., Can.
- WOOD, HARRY**  
KYW, Philadelphia, Pa.
- WOOD, STUART**  
WFTM, Ft. Myers, Fla.
- WOOD, WILLIAM**  
KGO-KPO, San Francisco, Calif.
- WOODARD, HOWARD**  
KPRC, Houston, Texas.
- WOODARD, J. C.**  
WGKV, Charleston, W. Va.
- WOODARD, RAY**  
WPTC, Kinston, N. C.
- WOODARD, TED R.**  
WOLS, Florence, S. C.
- WOODBRIIDGE, ROSS**  
WHEC, Rochester, N. Y.
- WOODLE, HAMILTON**  
WOLF, Syracuse, N. Y.
- WOODS, JOHN**  
KGCV, Mandan, N. D.
- WOODSON, BILL**  
WTCN, St. Paul-Minneapolis, Minn.
- WORLEY, DAVE**  
KFYO, Lubbock, Texas.
- WORMAN, THERESA**  
WMBI, Chicago, Ill.
- WORTHY, JOE**  
WMRC, Greenville, S. C.
- WRIGHT, CHARLES H.**  
WELI, New Haven, Conn.
- WRIGHT, DON E.**  
CJRM, Regina, Sask., Can.
- WRIGHT, HOLLIS**  
WTAG, Worcester, Mass.
- WRIGHT, KEN**  
WNOX, Knoxville, Tenn.
- WRIGHT, MEL**  
KLO, Ogden, Utah.
- WRIGHT, SHERMAN T.**  
KSUB, Cedar City, Utah.
- WRIGHT, STERLING**  
WSPA, Spartanburg, S. C.
- WRIGHT, WILL**  
KTFL, Twin Falls, Idaho.
- WYATT, JACK**  
WHBC, Canton, Ohio.
- WYLLIE, WALCOTT A.**  
WBRK, Pittsfield, Mass.
- WYLY, RUSSELL**  
WMBD, Peoria, Ill.
- WYNNE, DICK**  
KSFO, San Francisco, Calif.

## — Y —

- YELLAND, STARR**  
KOA, Denver, Colo.
- YOUNG, BERN**  
WTOL, Toledo, Ohio.
- YOUNG, DUKE**  
KORE, Eugene, Ore.
- YOUNG, FRANK**  
WOL, Washington, D. C.
- YOUNG, GORDON**  
CFCF, Montreal, Que., Can.
- YOUNG, HAL**  
CBY-CBL, Toronto, Ont., Can.
- YOUNG, JAMES**  
WJHP, Jacksonville, Fla.
- YOUNG, JERRY**  
WJEJ, Hagerstown, Md.
- YOUNG, KENNETH**  
KCKN, Kansas City, Kans.
- YOUNGREN, FRANCES**  
WMBI, Chicago, Ill.
- YOUNIN, WOLF**  
WARD, Brooklyn, N. Y.
- YOUSE, BOB**  
WDB, Roanoke, Va.

## — Z —

- ZAPNOUKAYIAS, NICK**  
WHOM, Jersey City, N. J.
- ZERGA, JAMES**  
WEAN, Providence, R. I.
- ZIMMERMAN, DAVIS**  
WWJ, Detroit, Mich.
- ZINK, ALBERT**  
WGY, Schenectady, N. Y.
- ZUKOWSKY, EUGENE**  
WHOM, Jersey City, N. J.

# Sports Commentators

## AND THEIR WORK DURING 1940



### — A —

**ADAMS, GLENN**  
WMRC, Greenville, S. C.,  
Hudiphole Sports Column.

**AGNEW, SAM**  
WKRC, Cincinnati, Ohio.

**ALLEN, MEL**  
CBS, Camel, Baseball, WMCA,  
New York, N. Y.

**ANDERSON, ARTHUR C.**  
KTAR, Phoenix, Ariz.

**ANDREWS, TED**  
KOCY, Oklahoma City, Okla.

**ARNOLD, ALVIN**  
KOBH, Rapid City, S. D.

**ARTHUR, FRANK**  
KSAN, San Francisco, Calif.

### — B —

**BACH, JOE**  
WHL D, Niagara Falls, N. Y.

**BAKER, MELVIN**  
KABR, Aberdeen, S. D.

**BAKER, NELSON**  
WFBR, Baltimore, Md.

**BAKER, ROGER**  
WSAI, Cincinnati, Ohio.

**BARBEE, BUD**  
WJPF, Herrin, Ill.

**BARBER, WALTER (RED)**  
WOR, Newark, N. J.

**BARKER, BUD**  
WPAR, Parkersburg, W. Va.

**BARNETT, MELVIN**  
WHIS, Bluefield, W. Va.

**BARTLETT, LEONARD**  
KTRB, Modesto, Calif.

**BATES, JR., WILLIAM H.**  
KTRB, Modesto, Calif.

**BATEY, O.**  
CFCT, Victoria, B. C., Can.

**BATTERS, CHARLES**  
WBRY, Waterbury-New  
Haven, Conn.

**BECKMAN, W. C.**  
WCOS, Columbia, S. C.

**BEDDELL, A. DOUGLAS**  
WCAP, Asbury Park, N. J.

**BELL, BILL**  
WRAK, Williamsport, Pa.

**BELL, DICK**  
WARD, Brooklyn, N. Y.

**BELL, JACK**  
WIOD, Miami, Fla. Jack  
Bell's Review.

**BELL, TED**  
KRSC, Seattle, Wash.

**BENDT, JACK**  
WINN, Louisville, Ky.

**BENJAMIN, JIMMY**  
KWJB, Globe, Ariz.

**BENNETT, "BILL"**  
KODL, The Dalles, Ore.

**BENNETT, LEE**  
WAGA, Atlanta, Georgia.

**BENNETT, THURSTON**  
WRDW, Augusta, Ga.

**BERGER, HAL**  
KMPC, Beverly Hills, Calif.

**BINGHAM, BOB**  
WWNC, Asheville, N. C.  
Sports Special.

**BISHOP, BURTON**  
KTEM, Temple, Texas.

**BLACKBURN, FRED**  
KYCA, Prescott, Ariz.

**BLAIR, BIRNEY**  
KUJ, Walla Walla, Wash.

**BLANCHARD, LOWELL**  
WNOX, Knoxville, Tenn.

**BLATZ, BILL**  
WHKC, Columbus, Ohio. Ten  
Pin Tattler.

**BLUE, IRA**  
KGO-KPO, San Francisco,  
Calif. Sports Searchlight.

**BOGGS, OTIS**  
WRUF, Gainesville, Fla.

**BOLLEY, LEO**  
WFBL, Syracuse, N. Y.

**BOND, CHUCK**  
KPYR, Seattle, Wash.

**BONNER, CRENSHAW**  
WATL, Atlanta, Ga.

**BOOEN, SHERMAN**  
KATE, Albert Lea, Minn.

**BOURNE, PORTER L.**  
WEXYL, Royal Oak, Mich.

**BOWDEN, R. H.**  
WMFD, Wilmington, N. C.

**BOWEN, BILL**  
WBRB, Red Bank, N. J.

**BOX, YES**  
KRLD, Dallas, Texas.

**BOYEN, JOHNNIE**  
KQV, Pittsburgh, Pa.

**BOYLING, SID**  
CHAB, Moose Jaw, Sask., Can.

**BOZEMAN, JERRY**  
KTBS-KWKH, Shreveport, La.

**BRANDY, JOE**  
WSLB, Ogdensburg, N. Y.

**BRAY, DICK**  
WSAI, Cincinnati, Ohio.

**BRECKNER, GARY**  
KMPC, Beverly Hills, Calif.  
Pizskin Predictions.

**BRIN, JIM**  
KNX, Los Angeles, Calif.

**BREEN, ED**  
KVFD, Fort Dodge, Iowa.

**BRENT, RALF**  
WFPG, Atlantic City, N. J.

**BRESCIA, MATTIE**  
WICC, Bridgeport, Conn.

**BRESSLER, RUBE**  
WCKY, Cincinnati, Ohio. To-  
day's Baseball.

**BRIGHT, HARRY**  
WGRB, Goldsboro, N. C.  
Bright-Lites of Sports.

**BRITT, JIM**  
WAAB-WNAC, Boston, Mass.

**BRONDFIELD, JERRY**  
WGLE-WHK, Cleveland, Ohio.  
Football Interviews.

**BROSSEAU, BILL**  
CKAC, Montreal, Quebec, Can.

**BROWN, BILL**  
WHO, Des Moines, Iowa.

**BROWN, FAY**  
KPYR, Bismark, N. D.

**BROWN, HAL**  
KMJ, Fresno, Calif.

**BRYANT, CHARLES**  
KCMO, Kansas City, Mo.

**BRYAR, ROBERT**  
WHIP, Hammond, Ind. Spor-  
traits.

**BUNNELL, MERRILL J.**  
KLO, Ogden, Utah.

**BURDY, BOB**  
WSKB, McComb, Miss.

**BURDICK, ST**  
WHIO, Dayton, Ohio.

**BURT, EDWARD**  
KMYC, Marysville, Calif.

**BURY, ED**  
WMFF, Plattsburg, N. Y.

**BUTLER, CLIFF**  
CFCF, Montreal, Que. Sports  
Review.

**BUTLER, GRANT**  
WHFC, Cicero, Ill.

**BUXBAUM, JR., PHILIP**  
WELI, New Haven, Conn.

**BYERS, WAYNE**  
WHLB, Virginia, Minn.

### — C —

**CAGLE, GENE L.**  
KFJZ, Fort Worth, Texas.

**CAIN, DOYLE**  
KFXD, Nampa, Ida.

**CALDER, WYLIE**  
WTMA, Charleston, S. C.

**CALDWELL, JOHN**  
KSUN, Bisbee-Douglas, Ariz.

**CALLEY, GENE**  
KOB, Albuquerque, N. M.

**CALLOWAY, JOE**  
WSIX, Nashville, Tenn.

**CAMPBELL, DICK**  
KGGF, Coffeyville, Kans.

**CANUP, RED**  
WAIM, Anderson, S. C.

**CARAY, HARRY**  
WCLS, Joliet, Ill.

**CARLYLE, HUGH**  
WRNL, Richmond, Va.

**CARMICHAEL, LEE**  
KMICD, Shreveport, La. Jax  
Beer Sports Review.

**CARPENTER, JIM**  
WKBB, Dubuque, Iowa.

**CARPENTER, JOHNNY**  
KALE, Portland, Ore. Speak-  
ing of Sports.

**CARR, THOMAS**  
WESX, Salem, Mass.

**CARSON, R. GRANT**  
CJRM, Regina, Sask., Can.

**CARTER, BOB**  
WMCA, New York, N. Y.

**CARTWRIGHT, JACK**  
KEVR, Seattle, Wash.

**CASE, GEORGE**  
WTMV, East St. Louis, Ill.

**CASPER, CY**  
KXOK, St. Louis, Missouri.

• • • **SPORTS COMMENTATORS** • • •

**CASPER, TEE**  
KGKO-WBAP, Fort Worth, Tex.

**CECIL, HERMAN**  
KDNT, Denton, Texas.

**CHAMBERLIN, FRANCIS**  
WMPS, Memphis, Tenn.

**CHAPMAN, DAVE**  
KWFT, Wichita Falls, Texas.

**CHAPMAN, REED**  
CKWX, Vancouver, B. C., Can.

**CHARD, LARRY**  
KSUN, Bisbee-Douglass, Ariz.

**CHENAULT, GENE**  
KMJ, Fresno, Calif.

**CHEYNE, ART**  
KIT, Yakima, Wash.

**CHILDS, LELAND**  
WBRC, Birmingham, Ala.

**CHRISTENSEN, WALT**  
KSRO, Santa Rosa, Calif.

**CIVILLE, ROY**  
KIDO, Boise, Idaho.

**CLARK, ELMER A.**  
KABR, Aberdeen, S. D.

**CLARK, J. B.**  
WRAL, Raleigh, N. C.

**CLARK, JAMES "Red"**  
WHIS, Bluefield, W. Va.

**CLAYTON, BOVARD**  
WEBQ, Harrisburg, Ill.

**CLOUGH, L. D.**  
KLUF, Galveston, Texas.

**CODDING, BILL**  
WAIM, Anderson, S. C.

**COFFIN, FRANK H.**  
KVCV, Redding, Calif.

**COLLINS, BOB**  
WFEA, Manchester, N. H.

**COLON, ROYCE**  
KRLD, Dallas, Texas.

**CONNOLLY, JOHN**  
WBRC, Birmingham, Ala.

**COPELAND, JACK**  
KGLU, Safford, Ariz.

**CORLEY, BILL**  
WBNS, Columbus, Ohio.

**CORLEY, STAN**  
KBIZ, Ottumwa, Ia.

**CORNISH, WORTHEN "Bud"**  
WGAN, Portland, Maine.

**CORSON, BARNEY**  
WNAX, Yankton, S. D.

**COWELL, EDDIE**  
WJHL, Johnson City, Tenn.

**COZAD, "SAM"**  
WFMD, Frederick, Md.

**CRABTREE, CHARLES**  
KTFI, Twin Falls, Idaho.

**CRADDOCK, JACK**  
WWSW, Pittsburgh, Pa.

**CRAFT, A. B.**  
KVOL, Lafayette, La.

**CRAIG, BENNY**  
KARK, Little Rock, Ark. Passing Parade of Sports.

**CRANS, DICK**  
WGNV, Newburgh, N. Y.

**CRAWFORD, EUGENE**  
WEBQ, Harrisburg, Ill.

**CREASMAN, JAMES**  
KTAR, Phoenix, Ariz.

**CREIGHTON, HARRY**  
FWAA, Chicago, Ill.

**CRUICKSHANK, JOHN**  
CKNX, Wingham, Ontario, Can.

**CUMMINGS, GORDON**  
CFGP, Grand Prairie, Alb., Can.

**CUNNINGHAM, HOMER**  
WIBW, Topeka, Kans.

**CUNNINGHAM, P. H.**  
KWOC, Poplar Bluff, Mo. Hyde Park Final.

**CUSHING, KERBY**  
KYW, Philadelphia, Pa. Kerby Cushing Sportscaster.

— D —

**DAIGER, FRED**  
WSUN, St. Petersburg, Fla.

**DAILEY, TOM**  
WOW, Omaha, Nebr., Sports-time With Falstaff.

**DALE, HAROLD**  
WGTC, Greenville, N. C.

**DANBOM, M. E.**  
KGKB, Tyler, Tex.

**DANFORTH, ED**  
WSB, Atlanta, Ga.

**DAOUST, CHARLES**  
CKCH, Hull, Que., Can.

**DARLING, FRED**  
C9KGB, Timmins, Ont., Can.

**DAUGHERTY, JACK**  
KGKL, San Angelo, Texas.

**DAVIDSON, BOB**  
WHUB, Cookeville, Tenn.

**DAVIES, BILL**  
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ROLL, Omaha, Neb.

**DAVIS, BUZZ**  
WDAS, Phil., Pa.

**DAVIS, GEOFF**  
CBR, Vancouver, B. C., Can.

**DAVIS, JIMMY**  
KOVC, Valley City, N. D.

**DAVIS, LEE**  
WCBM, Baltimore, Md.

**DAVIS, REX**  
WCKY, Cincinnati, Ohio.

**DEAL, JAKE**  
WDEV, Waterbury, Vermont.

**DEINES, NORVAL**  
KMMJ, Grand Island, Nebr.

**DELANEY, GLOVER**  
WHTT, Hartford, Conn.

**DELMONT, JIM**  
WMIN, St. Paul, Minn.

**DEMERS, JACQUES**  
CKAC, Montreal, Que., Can.

**DENNIS, DINTY**  
WQAM, Miami, Fla. Dugout of the Air.

**DESCHENES, CHARLES M.**  
CKCV, Quebec, Que.

**DESMOND, CONNIE**  
WCOL, Columbus, Ohio.

**DESMOND, DAN**  
KSCJ, Sioux City, Ia. Sport Static of the Air.

**DE YOUNG, GENE**  
KARM, Fresno, Calif. Midget Auto Races.

**DIGHTON, JOHN**  
WJRD, Tuscaloosa, Ala.

**DILLER, ROBERT**  
WMRO, Aurora, Ill.

**DILLON, HARRIDON**  
KGY, Olympia, Wash.

**DILLON, JOHN**  
WFAS, White Plains, N. Y.

**DIXON, MASON**  
WNOX, Knoxville, Tenn.

**DOLLAR, RUSSELL**  
WAIR, Winston-Salem, N. C.

**DONLIN, THOMAS M.**  
WCAZ, Burlington, Vt.

**DOOLEY, JIMMY**  
WSTV, Steubenville, Ohio.

**DOTSON, PERRY**  
WTCN, St. Paul-Minneapolis, Minn.

**DOUGLAS, HAROLD**  
KFRU, Columbia, Mo. Hyde Park Final.

**DOWTY, BYRON**  
KALB, Alexandria, Louisiana.

**DRAKE, JACK**  
KRGV, Weslaco, Texas.

**DRAKE, MYRON**  
KTAR, Phoenix, Ariz.

**DRAVES, BILL**  
WFHR, Wisconsin Rapids, Wis.

**DREES, JACK**  
WIND, Gary, Ind.

**DRISCOLL, DAVE**  
WOK, Newark, N. J.

**DRYBURGH, DAVE**  
CRCK, Regina, Sask., Can.

**DUDLEY, JIMMY**  
WCFL, Chicago, Ill.

**DUMM, BOB**  
KROW, Oakland, Calif.

**DUNBAR, STUART**  
KSAL, Salina, Kans.

**DUNPHY, DON**  
WINS, New York, N. Y.

**DUPRE, HENRY**  
WWL, New Orleans, La.

**DURGIN, LARRY**  
WCOU, Lewiston, Me. The World of Sport.

**DURKIN, SHERWOOD**  
KCKN, Kansas City, Kans.

**DURNEY, BILL**  
WIL, St. Louis, Mo.

**DYBDAL, VERNON**  
KWLC, Decorah, Iowa.

**DYER, BILL**  
WCAU, Philadelphia, Pa.

**DYER, BRAVEN**  
KNX, Los Angeles, Calif.

— E —

**EDDY, BOOTH**  
WLQL, Minneapolis-St. Paul, Minn.

**EDWARDS, JACK**  
KPLT, Paris, Texas.

**EDWARDS, WEBLEY**  
KQMB, Honolulu, Hawaii.

**EGAN, GAIL**  
CFAC, Calgary, Alberta, Can.

**EISENMAN, ROBERT**  
WSAV, Savannah, Ga.

**ELDER, DON**  
WDAY, Fargo, N. D.

**ELKINS, LISTON**  
WAYX, Waycross, Ga.

**ELLENBERGER, HANK**  
KTSW, Emporia, Kans.

**ELMER, BOB**  
WFTL, Fort Lauderdale, Fla.

**ELSON, BOB**  
WGN, Chicago, Ill. World Series Broadcasts MBS.

**ELVIN, RALPH**  
WLQK, Lima, Ohio.

**EMBURY, AL**  
KROC, Rochester, Minn.

**EMICH, HOWARD**  
WMAN, Marinette, Wis.

**ENDERSBE, FRANK**  
KYSM, Mankato, Minn.

**ENKOTH, DICK**  
KDAL, Duluth, Minn.

**EPSTEIN, JOE**  
WNOX, Knoxville, Tenn.

**ERICKSON, ROLF**  
WEBC, Duluth, Minn.

**ESCUPIER, R. A.**  
KVOL, Lafayette, La.

**ESSEX, HAROLD**  
WSJS, Winston-Salem, N. C.

**EUBANKS, BLAIR**  
WTAR, Norfolk, Va.

**EVANS, BOB**  
WFSRD, Toledo, Ohio.

**EVANS, HERB**  
KUSD, Vermillion, S. D.

**EVERHART, A. J.**  
WMBS, Uniontown, Pa.

— F —

**FARIS, CLINTON**  
WGTM, Wilson, N. C.

**FARNAN, BUD**  
WFLA, Tampa, Fla.

**FARREN, WILLIAM**  
NBC.

**FARRELL, MAURY**  
WAPI, Birmingham, Ala.

**FAY, JOE**  
WPRO, Providence, R. I.

**FEAGANS, ERNEST**  
WDOD, Chattanooga, Tenn.

**FELDMAN, ROBERT**  
WMAS, Springfield, Mass.

**FENBERG, SAM**  
KPDN, Pampa, Texas.

**FENTON, EDDIE**  
WCBM, Baltimore, Md.

**FERMAINTT, P. R.**  
WPRR, Mayaguez, Puerto Rico.

**FERN, C. J.**  
KTOH, Lihue, T.H.

**FERRIS, ROBERT**  
KJR, Seattle, Wash.

**FINCH, HOWARD K.**  
WJIM, Lansing, Mich.

**FINGER, LEN**  
KFDM, Beaumont, Texas.

**FISHELL, DICK**  
WHN, New York, N. Y. Sports Resume, Giant Football Games, Hockey Games.

**FISHER, HANK**  
WMBD, Peoria, Ill.

**FITZCHARLES, H. V.**  
WHPP, Hammond, Ind. Twentieth Century Bowling.

**FITZPATRICK, JACK**  
KLZ, Denver, Colo.

**FLAHERTY, PAT**  
WQAI, San Antonio, Texas.

**FLEISCHMAN, SOL**  
WDAE, Tampa, Fla.

**FLETT, DEANNE**  
KFBB, Great Falls, Mont.

**FLINT, JULIAN**  
WATL, Atlanta, Ga.

**FLYNN, FAHEY**  
WEMP, Milwaukee, Wisc. Sports Roundup.

**FORBES, JOHN**  
KXRO, Aberdeen, Wash.

**FOSTER, HARRY**  
CBY-CBL, Toronto, Ont., Can.

**FOSTER, JACK**  
WCKY, Cincinnati, Ohio. Sports And Music.

**FOSTER, WILSON K.**  
KFAR, Fairbanks, Alaska.

**FOWLER, CLINTON**  
KUOA, Siloam Springs, Ark.

**FRANKLIN, ALLAN**  
WTAQ, Green Bay, Wisc.

**FRANKLIN, LEONARD**  
KWLK, Longview, Wash.

**FRANKLIN, ORVIN**  
KRRV, Sherman, Texas.

**FRANKOVITCH, MIKE**  
KFAC, Los Angeles, Calif.

**FRITZ, BOB**  
CJCA, Edmonton, Alberta, Can.

**FULTON, JOHN**  
WGST, Atlanta, Ga.

— G —

**GADBERRY, BOB**  
KOAM, Pittsburg, Kans.

**GAGAN, GEORGE**  
WLLH, Lowell-Lawrence, Mass.

**GALLAGHER, EDDIE**  
WCCO, Minneapolis-St. Paul, Minn. Sports Thru The Keyhole.

**GANNON, JOE**  
WMSL, Decatur, Ala.

**GARDNER, DON**  
WKBN, Youngstown, Ohio.

**GARNES, CLARENCE**  
KANS, Wichita, Kans.

**GARRIOCK, TOMMY**  
CKTB, St. Catharines, Ont., Can.

**GARROWAY, DAVE**  
WMAQ-WENR, Chicago, Ill.

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**GATES, HILLIARD**  
WGL-WOVO, Ft. Wayne, Ind.

**GEEHAN, JERRY**  
KMO, Tacoma, Wash. Sports Slants.

**GENTILE, JOE**  
CKLW, Windsor, Ont., Can.

**GEORGE, LEE**  
WTAX, Springfield, Ill.

**GIBBONS, TOMMY**  
WPIC, Sharon, Pa.

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WRBL, Columbus, Ga.

**GIBSON, BILL**  
WLB, Minneapolis, Minn.

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WGNY, Newburgh, N. Y.

**GILLIS, FRANK**  
WMEX, Boston, Mass.

**GILMORE, JIM**  
CJOR, Vancouver, B. C., Can.

**GIVEN, KEN**  
WLPW, Suffolk, Va. Atlantic Sports Parade.

**GLICKMAN, MARTY**  
WHN, New York, N. Y. Sports Resume, Today's Baseball, Sports Fanfare.

**GODWIN, AL**  
WWL, New Orleans, La.

**GOLDBERG, ARNOLD**  
WMBS, Uniontown, Pa.

**GOLDEZ, HARRY**  
WXYZ, Detroit, Mich.

**GOODWIN, AUSTIN**  
WGAN, Portland, Maine.

**GOODWIN, CARL**  
WCHV, Charlottesville, Va.

**GOODWIN, HAL**  
WHAI, Greenfield, Mass.

**GOSS, BAILEY**  
WBAL, Baltimore, Md.

**GOSS, FRANK**  
KFWB, Los Angeles, Calif.

**GOULET, ARMAND**  
CHLP, Montreal, Que., Can.

**GOWANS, AL**  
WTCN, St. Paul-Minneapolis, Minn.

**GOWEN, CAWTHON**  
WLSL, Roanoke, Va.

**GRAY, JACK**  
WHK-WCLE, Cleveland, Ohio.

**GRANGE, RED**  
WCLE-WHK, Cleveland, Ohio. Football.

**GRANT, HUBERT**  
WNOE, New Orleans, La.

**GRANT, LESTER**  
KROW, Oakland, Calif.

**GRANT, TAYLOR**  
WCAU, Philadelphia, Pa.

**GRAY, DICK**  
WORD, Spartanburg, S. C. Pigskin Parade.

**GREGORY, LLOYD**  
KPRC, Houston, Texas.

**GREGSON, JACK**  
KSFO, San Francisco, Calif.

**GRIFFITHS, BILL**  
WJW, Akron, Ohio.

**GRIFFITHS, DAVE**  
WGBI, Scranton, Pa.

**GRIGGS, NELSON**  
WGNY, Newburgh, N. Y.

**GRIZZARD, HERMAN**  
WLAC, Nashville, Tenn.

**GROSMILLER, "KEN"**  
KODL, The Dalles, Ore.

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WMAL-WRC, Washington, D. C.

**GUYER, ROBERT S.**  
WBTM, Danville, Va.

**GWYNN, Z. V.**  
WFNC, Fayetteville, N. C.

— II —

**HACKETT, JOHN**  
WGL-WOVO, Ft. Wayne, Ind.

**HAD, ALLEN**  
WHIZ, Zanesville, Ohio.

**HALE, ALAN**  
WISN, Milwaukee, Wis.

**HALL, AL**  
KGKB, Tyler, Texas.

**HALL, HALSEY**  
KSTP, St. Paul, Minn.

**HALL, PAT**  
WHDL, Olean, N. Y.

**HALL, SAMUEL**  
WAGF, Dothan, Ala.

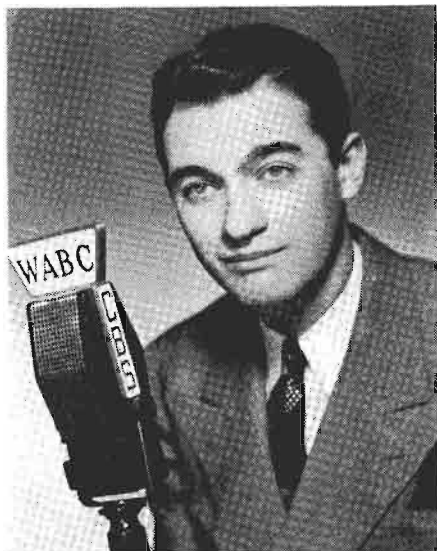
**HALLOREN, RYAN**  
KWNO, Winona, Minn.

**HAMILTON, DICK**  
KIUL, Garden City, Kans.

**HANLON, TOM**  
KNX, Los Angeles, Calif.

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KUTA, Salt Lake City, Utah.

**HARSON, ELMER**  
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**MEL ALLEN**  
*Sports* — CBS



**STAN LOMAX**  
Sports Commentator  
WOR

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WEAU, Eau Claire, Wisc.

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WBTM, Danville, Va.

**HARMAN, MARION**  
WRDW, August, Ga.

**HARMON, KING**  
KGVO, Missoula, Mont.

**HARMON, TOM**  
WCAR, Pontiac, Mich.

**HARRIS, JACK**  
WSM, Nashville, Tenn.

**HARRISON, SCOUT**  
WDAF, Kansas City, Mo.

**HART, DON**  
WMFF, Plattsburg, N. Y.

**HARTMAN, R.**  
GJAT, Trail, B. C., Can.

**HARWELL, ERNEST**  
WSB, Atlanta, Ga.

**HASBROOK, DICK**  
WJMS, Ironwood, Mich.

**HASEL, JOE**  
NBC-CBS-WNEW-WNYC, New York, N. Y., Tennis, Track, Baseball, Football, Commentaries.

**HEILMAN, HARRY**  
WXYZ, Detroit, Mich. Detroit Tiger Baseball Broadcasts (MRN), Michigan State College Football Broadcasts (MRN).

**HELFER, AL**  
WOR, Newark, N. J.

**HENDERSON, LLOYD**  
WPAY, Portsmouth, Ohio.

**HENRY, LEW**  
WCLE-WHK, Cleveland, Ohio.

**HERBERT, BILL**  
CBR, Vancouver, B. C., Can.

**HEREFORD, DOUGLAS**  
WAYX, Waycross, Ga. Sports-cast.

**HERRICK, SHERB**  
WOKO, Albany, N. Y.

**HEWITT, FOSTER**  
CBY-CBL, Toronto, Ont., Can.

**HICKS, MORRIS**  
WINN, Louisville, Ky.

**HIGGINS, "JAKE"**  
WDAN, Danville, Ill.

**HILL, BOB**  
CKSO, Sudbury, Ont., Can.

**HILL, D.**  
CFRN, Edmonton, Alberta, Can.

**HILL, DON**  
WAVE, Louisville, Ky. Sports Rambler.

**HILL, JOE**  
WAGA, Atlanta, Georgia.

**HOARE, HARRY**  
KPDN, Pampa, Texas.

**HOBGOOD, ROBERT**  
KLUF, Galveston, Texas.

**HODGES, RUSS**  
WBT, Charlotte, N. C.

**HODGES, RUSS**  
WOL, Washington, D. C.

**HOLLISTER, HERB**  
KANS, Wichita, Kans.

**HOLLISTER, JACK**  
KDKA, Pittsburgh, Pa.

**HOLT, H. RUSS**  
WOLS, Florence, S. C.

**HOOPER, JACK**  
WMBG, Richmond, Va.

**HORNER, GORDON**  
KTRI, Sioux City, Ia. Your Sports-caster.

**HOUSEMAN, KENNETH**  
WHAI, Greenfield, Mass.

**HOWELL, WAYNE**  
WTMA, Charleston, S. C.

**HUNTER, PINKY**  
WCLE-WHK, Cleveland, Ohio. Bowling News.

**HURT, ZACK**  
KFJZ, Fort Worth, Texas. Sport Spotlight.

**HUSING, TED**  
CBS.

— I —

**INGHAM, BOB**  
WTOL, Toledo, Ohio. Highlights In the World of Sports.

**INGLIS, CHARLES**  
WKY, Oklahoma City, Okla.

**INGSTAD, ROBERT**  
KOVV, Valley City, N. D.

— J —

**JACKSON, BILL**  
WBIG, Greensboro, N. C.

**JACKSON, BUD**  
KVOO, Tulsa, Okla.

**JACKSON, FRANK**  
KGFF, Shawnee, Okla.

**JACKSON, GLENN E.**  
WLVA, Lynchburg, Va.

**JENNINGS, AL**  
WTMC, Ocala, Fla.

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KFYD, Brookings, S. D.

**JENSEN, JERRY**  
KUJ, Walla Walla, Wash.

**JESSE, GEORGE**  
WLAP, Lexington, Ky.

**JEZLER, KARL**  
KHSL, Chico, Calif.

**JOHNSON, LeROY**  
KUSD, Vermillion, S. D.

**JOHNSON, MOTT**  
KMA, Shenandoah, Iowa.

**JOHNSON, ROLLIE**  
WCCO, Minneapolis-St. Paul, Minn. Sports Thru The Key-hole.

**JOHNSTON, DOC W. R.**  
WAPO, Chattanooga, Tenn.

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KSAM, Huntsville, Texas.

**JONES, PAUL**  
KGB, San Diego, Calif.

**JORDAN, CHAS. B.**  
WRR, Dallas, Texas.

**JORDAN, HARRY**  
KJR, Seattle, Wash.

**JOSLYN, HENRY**  
KVOR, Colorado Springs, Colo.

— K —

**KAMM, HERBERT**  
WCAP, Asbury Park, N. J.

**KARSON, LEE**  
KTAR, Phoenix, Ariz.

**KAY, RAY**  
WJRD, Tuscaloosa, Ala.

**KEEGAN, LEO**  
WNBC, New Britain-Hartford, Conn.

**KEFLER, GUY V.**  
KFKU, Lawrence, Kans.

**KEESE, FLOYD**  
WBNY, Buffalo, N. Y.

**KELLEY, A. B.**  
KRLH, Midland, Texas.

**KELLEY, BOB**  
WGAR, Cleveland, Ohio.

**KELLY, GENE**  
WSAZ, Huntington, W. Va.

**KENNARD, STEWART**  
WFBR, Baltimore, Md.

**KEMPER, HOWARD**  
KBST, Big Spring, Texas.

**KEMPTON, ALVIN**  
KTPI, Twin Falls, Idaho.

**KENNEDY, ED**  
WSPR, Springfield, Mass.

**KENNEDY, GORMAN**  
CFCF, Montreal, Que., Can.

**KENNON, STAN**  
WGH, Newport News, Va.

**KENT, CARL, JR.**  
WAKR, Akron, Ohio.

**KERNAN, JOE**  
KROC, Rochester, Minn.

**KIELLER, BUS**  
CFOS, Owen Sound, Ont., Can.

**KILLIAN, GEORGE**  
KOVO, Provo, Utah.

**KINCAID, FRED**  
KRRV, Sherman, Texas.

**KING, DAVE**  
WEDC, Chicago, Ill.

**KING, PETE**  
KOL, Seattle, Wash. Speaking of Sports.

**KIRBY, LEE**  
WBT, Charlotte, N. C.

**KIRKHAM, ART**  
KALE, Portland, Ore.

**KLIMENT, ROBERT**  
WEBR, Buffalo, N. Y.

**KNORR, FRED**  
WMBC, Detroit, Mich. Headlines In Sport.

**KOEGLER, JOE**  
KPAB, Laredo, Texas.

**KOHLER, BRUCE**  
WLNH, Laconia, N. H.

**KOLBMANN, JOHN**  
WHAT, Philadelphia, Pa.

**KONZ, WALLY**  
KFIZ, Fond-Du-Lac, Wisc.

**KRAH, ABE**  
KFBC, Cheyenne, Wyo.

**KRETSINGER, JACK**  
WJBC, Bloomington, Ill.

**KYLER, JIM**  
WCLO, Janesville, Wisc.

— L —

**LACKEY, F. E.**  
WHOP, Hopkinsville, Ky.

**LACKEY, PIERCE**  
WPAD, Paducah, Ky.

**LAGRAVE, ED, JR.**  
KUSD, Vermillion, S. D.

**LaLONDE, JEAN**  
CKAC, Montreal, Que., Can.

**LAMB, RUSS**  
KFJZ, Fort Worth, Texas.

**LANDIS, DeWITT**  
KFYO, Lubbock, Texas.

**LANTZ, JR., JAMES**  
KSAL, Salina, Kans.

**LASSER, LEO**  
KFSC, Seattle, Wash.

**LAUX, FRANCE**  
KMOX, St. Louis, Mo. Sports Review, Sports Quiz, Dope From the Dugout.

**LaVALLE, AL**  
WEDC, Chicago, Ill.

**LAVERY, DON**  
WEDC, Chicago, Ill.

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- LAWRENCE, B.**  
WSOC, Charlotte, N. C.
- LAYER, BRUCE**  
KPRC, Houston, Texas.
- LEE, BERT**  
WHN, New York, N. Y. Today's Baseball, Sport's Fanfare, Hockey Games, Professional Football Games.
- LEE, BOB**  
WTAB, Quincy, Ill.
- LEE, H. W.**  
WMFD, Wilmington, N. C.
- LEE, ZEB**  
WISE, Asheville, N. C.
- LENTZ, ARTHUR**  
WIBA, Madison, Wisc.
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WSOY, Decatur, Ill.
- Leroy, HARRY**  
KQW, San Jose, Calif.
- LeSUEUR, PERCY**  
CKOC, Hamilton, Ont., Can.
- LEWIS, RAY**  
KQW, San Jose, Calif.
- LIBBY, JOHN C.**  
WCOU, Lewiston, Me.
- LINTHICUM, WALTER**  
WBAL, Baltimore, Maryland.
- LITTLE, JACK**  
KQW, San Jose, Calif.
- LLOYD, JACK**  
WTHT, Hartford, Conn.
- LOCHMAN, WALT**  
KMBC, Kansas City, Mo.
- LOMAX, H. STANLEY (Stan)**  
WOR, Newark, N. J. Sports Broadcast, Professional Football Games.
- LONDON, JACK**  
WMIN, St. Paul, Minn.
- LONG, SI**  
KVWC, Vernon, Texas.
- LUBOW, MORT**  
WNLC, New London, Conn.
- LUDWIG, LYELL**  
WCO, Janesville, Wisc.
- LUND, VIC**  
WAOV, Vincennes, Ind.  
WIRE, Indianapolis, Ind.
- LUNDQUIST, ELDON**  
WTRC, Elkhart, Indiana.
- LYNCH, FRANK**  
CKLW, Windsor, Ont., Can.
- LYONS, CURTIS**  
WPD, Petersburg, Va. Watching The Wave.
- LYONS, JIM**  
KVOE, Santa Ana, Calif.
- **M** —
- McALISTER, R. B.**  
KFYO, Lubbock, Texas.
- McBRIDE, C. E.**  
WDAF, Kansas City, Mo.
- McCANN, JIM**  
WIBG, Glenside, Pa.
- McCARTHY, CLEM**  
NBC-WHN, New York, N. Y. Racing Scratches.
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KORE, Eugene, Oregon.
- McCONNELL, PAUL**  
KMYC, Marysville, Calif.
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WBIJ, Dalton, Ga.
- McCURLEY, LANSE**  
WDAS, Philadelphia, Pa.
- McDANIEL, CARL**  
KLUF, Galveston, Texas.
- McDANIEL, TOM**  
WCOS, Columbia, S. C.
- McDONALD, ARCH**  
WJSV, Washington, D. C.
- McFARLANE, JAMES**  
KVCV, Redding, Calif.
- McGINNIS, BOB**  
KMJ, Fresno, Calif.
- McGIVERN, FRANK**  
WJBC, Bloomington, Ill.
- McGOFFIN, W. M.**  
KXRO, Aberdeen, Wash.
- McGOWAN, GEORGE L.**  
KFPY, Spokane, Wash.
- McGRATH, ED**  
WSPA, Spartanburg, S. C. Sports Roundup.
- McININCH, NELSON**  
KDYL, Salt Lake City, Utah.
- McKENZIE, PUDGE**  
KXOX, St. Louis, Mo.
- McKNIGHT, WES**  
CFRB, Toronto, Ont., Can.
- McLEOD, DUKE**  
CFAR, Flin Flon, Man., Can.
- McLINN, GEORGE "Stoney"**  
WIP, Philadelphia, Pa.
- MABBY, JOE**  
WHUB, Cookeville, Tenn.
- MacDONALD, CECIL**  
CKCH, Hull, Que., Can.
- MacMILLAN, DON**  
CKCK, Regina, Sask., Can.
- MacMILLAN, LOWELL**  
WHEC, Rochester, N. Y.
- MacPHERSON, STEWART**  
CJRC, Winnipeg, Manitoba. Sport Highlights, Sports Review.
- MARGET, MANNY**  
KVOX, Moorehead, Minn.
- MAHON, FRANK**  
WEW, St. Louis, Mo.
- MALL, DICK**  
KCKN, Kansas City, Kans.
- MANN, STU**  
WDGY, Minneapolis, Minn. In The Bleachers.
- MANNING, TOM**  
WTAM, Cleveland, Ohio.
- MARBLE, ALICE**  
WNEW, New York, N. Y.
- MARIANA, NICK**  
KGVO, Missoula, Mont.
- MARKEY, ARTHUR**  
WJAR, Providence, R. I.
- MARKEY, RAY**  
WTHT, Hartford, Conn.
- MARKS, GARNETT**  
WKRC, Cincinnati.
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WSMD, Muscle Shoals, Ala.
- MARTIN, JACK**  
WKBH, La Crosse, Wisc.
- MARTIN, O. O.**  
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WLAJ, Lakeland, Fla.
- MAWSON, RICHARD**  
WBAX, Wilkes-Barre, Pa.
- MAXWELL, JOCKO**  
WWRL, Woodside, N. Y.
- MAYHEW, "TINEY"**  
KASA, Elk City, Okla.
- MERNA, JOHN**  
WIBX, Utica, New York.
- MEYER, Fred**  
WHDL, Olean, N. Y. Seare Football Broadcasts.
- MICHAEL, RAYMOND**  
WMAL-WRC, Washington, D. C.
- MIERAS, WES**  
KVI, Tacoma, Wash. Sports Sparks.
- MILDER, NATE**  
WHIZ, Zanesville, Ohio.
- MILLER, C. A.**  
WCBS, Springfield, Ill.
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WGCM, Gulfport, Miss.
- MILLER, HOWARD A.**  
WGIL, Galesburg, Ill.
- MILLER, JOHNNY**  
WSJS, Winston-Salem, N. C.
- MILLON, RENE**  
KGFI, Brownsville, Texas.
- MILLS, FRANK**  
KGKO-WBAP, Fort Worth, Tex.
- MINER, PAUL**  
KVOO, Tulsa, Okla.
- MITCHELL, JACK**  
KOMA, Oklahoma City, Okla.
- MITCHELL, W. C.**  
CKCR, Kitchener-Waterloo, Ont., Can.
- MOCK, BILL**  
KEX-KGW, Portland, Ore.
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WCBS, Springfield, Ill.
- MORAN, JACK**  
WABI, Bangor, Me.
- MORELAND, HARRY**  
WROL, Knoxville, Tenn.
- MORGAN, RAY**  
WBAB, Atlantic City, N. J.
- MORRIS, CHICK**  
WBZ-WBZA, Boston-Springfield, Mass. Kickoff.
- MORRISON, ARTHUR**  
CJRC, Winnipeg, Man., Can.
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CJOR, Vancouver, B. C., Can.
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WSUN, St. Petersburg, Fla.
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WCNC, Elizabeth City, N. C.
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WHMA, Anniston, Ala. Sports Roundup.
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CKOV, Kelowna, B. C., Can.
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WCAE, Pittsburgh, Pa.
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KQA, Denver, Colo.
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KWFT, Wichita Falls, Texas.
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WGRM, Greenwood, Miss.
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WTMJ, Milwaukee, Wisc.
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- NOLL, HERMAN**  
WKOK, Sunbury, Pa.
- NORMAN, NEIL**  
WIL, St. Louis, Mo.
- NORRIS, PAUL**  
WSOC, Charlotte, N. C.



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— **O** —

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WATL, Atlanta, Ga.

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KTUL, Tulsa, Okla. Sports Parade.

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WROK, Rockford, Ill.

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**PARKES, HALL**  
KLO, Ogden, Utah. In the World of Sports.

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KBIZ, Ottumwa, Ia.

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WAAB, Boston, Mass. Play-time On the Air.

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WDAE, Tampa, Fla.

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KROD, El Paso, Texas.

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WFBN, Indianapolis, Ind. Len Riley Reports the Sports.

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**ROSKIN, LEW**  
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KDKA, Pittsburgh, Pa.

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WKNE, Keene, N. H.

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WNAC-WAAB, Boston, Mass.

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**SAAM, BYRUM**  
WIP, Philadelphia, Pa.

**SAMUEL, RUT**  
WGAC, Augusta, Ga.

**SANDACK, WALLY**  
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WCAR, Pontiac, Mich.

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WIOD, Miami, Fla.

**SCOTT, RAY**  
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KUTA, Salt Lake City, Utah. Inside Story Of Sports, Covered Wagon Days.

**SEARS, CARL**  
KOME, Tulsa, Okla.

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WXYZ, Detroit, Mich.

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**SHOLAR, WILEY**  
WBIG, Greensboro, N. C. Football With Wiley Sholar.

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WPID, Petersburg, Va. Paul Stone's Review.

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**TEAR, SID**  
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Hal Totten's Sports WCFL, Sports Broadcasts WENR-WMAQ.

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WBOW, Terre Haute, Ind.

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WLBj, Bowling Green, Ky. Royal Crown Sports Review.

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**TYSON, E. L.**  
WWJ, Detroit, Mich.

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**UNDERHILL, DUTCH**  
WOC, Davenport, Iowa.

**UPSON, PAUL**  
WTRC, Elkhart, Ind.

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KNOW, Austin, Texas. Facing The Facts.

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**WALKER, MICKEY**  
WKIP, Poughkeepsie, N. Y. Mickey Walker's Slants.

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WKST, New Castle, Pa.

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WHAS, Louisville, Ky. Accent On Sport.

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WOSU, Columbus, Ohio.

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KARM, Fresno, Calif. Twilight League Baseball.

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WBEN, Buffalo, N. Y.

**WELSH, JACK**  
WSTV, Steubenville, Ohio. Do You Know Sports.

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WBZ-WBZA, Boston-Springfield, Mass. Kickoff.

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WFTC, Kinston, N. C.

**WOODHOUSE, C. JAMES**  
WDNC, Durham, N. C.

**WOODLING, "WOODY"**  
KHSL, Chico, Calif.

**WOOLERY, ARLO**  
KWLC, Decorah, Iowa.

**WRIGHT, HOLLY**  
WTAG, Worcester, Mass.

**WYLIE, BOB**  
WFMJ, Youngstown, Ohio.

— Y —

**YANDT, MAX**  
KGVO, Missoula, Mont.

**YELLAND, STARR**  
KOA, Denver, Colo.

**YOOS, D.**  
CKBI, Prince Albert, Sask., Can.

**YOUNG, DAVE**  
KABC, San Antonio, Texas.

**YOUNG, JAMES W.**  
WJHP, Jacksonville, Fla.

**YOUNGBLOOD, WESLEY**  
KPYO, Lubbock, Texas.

**YOUSE, BOB**  
WDBJ, Roanoke, Va.

— Z —

**ZAIMAN, JACK**  
WDRG, Hartford, Conn.

**ZANK, KEN**  
KFUO, Clayton, Mo.

**ZIFF, SID**  
KFWB, Los Angeles, Calif.

**ZINK, ALBERT**  
WGY, Schenectady, N. Y.

*Arch Oboler*

**Charles Martin**

# Writers for Radio



## AND THEIR WORK DURING 1940



### — A —

**ALESSANDRINI, ENZO**  
WDNC, Durham, N. C. WDNC  
Theater Guild.

### — B —

**BAKER, ART**  
KNX, Los Angeles, Calif.  
Rhyme and Reason.

**BANKER, FRED**  
Policewoman Christie KMPC.  
Hedda Hopper's Hollywood  
CBS.

**BECKER, DON**  
NBC. Life Can Be Beautiful,  
The Man I Married.

**BELOIN, ED**  
NBC. Jello Program Starring  
Jack Benny.

**BIXBY, CARL**  
NBC. Life Can Be Beautiful,  
The Man I Married, This Day  
Is Ours.

**BORIES, MERTON**  
Dr. Shirley W. Wynne Food  
Forum WMCA, Musical Vari-  
eties WMCA, Horn of Plenty  
WEVD.

**BROOKS, MATT**  
Joe Penner Program CBS, Ed-  
die Cantor Program NBC, Al  
Jolson Program CBS.

### — C —

**CARRINGTON, ELAINE S.**  
NBC. Pepper Young's Family.

**CARROLL, CARROLL**  
NBC. Kraft Music Hall.

**CHAPPEL, ELOISE**  
WDNC, Durham, N. C. WDNC  
Theater Guild.

**COLEMAN, CARYL**  
Sparks of Friendship, ETs.

**COOL, GOMER**  
KMBC, Kansas City, Mo. Red-  
horse Ranch.

**CRUSINBERRY, JANE**  
NBC. The Story of Mary  
Marlin.

### — D —

**DAVIDSON, MICHAEL**  
Special Broadcasts for Walt  
Disney.

**DAVIS, FODIE**  
Joe Penner Program CBS, Ed-  
die Cantor Program NBC, Al  
Jolson Program CBS.

**DENNY, ROGER QUAYLE**  
Policewoman Christie KMPC.  
I Want a Divorce MBC, Gulf  
Screen Guild CBS, Campbell  
Playhouse CBS, Woodbury  
Playhouse CBS.

**DES RAMEAUX, REJANE**  
CBS. Courrier Confidences.

**DEYGLUN, HENRY**  
CBC. Vie de Famille.

### — E —

**ELLIE, CAROLINE**  
KMBC, Kansas City, Mo. River  
To the Sea, Caroline's Golden  
Store.

### — F —

**FARR, FINIS**  
NBC. Dr. District Attorney.

**FINLEY, JOHN D.**  
MED-O-Vapo Program WMIN-  
WIBC-WING.

**FISHER, MARVIN**  
NBC. The Signal Carnival.

**FLYNN, BESS**  
CBS. Martha Webster.

### — G —

**GOLDSMITH, CLIFFORD**  
NBC. The Aldrich Family.

**GUEDEL, JOHN**  
Pull Over Neighbor MBS-Don  
Lee.

**GUEDEL, WALTER**  
Radio Charades KHJ.

### — H —

**HARRIS, HARRIET**  
WOW, Omaha, Nebr.

**HIGGINS, EDGAR**  
WDNC, Durham, N. C. WDNC  
Theater Guild.

**HILL, FRANK ERNEST**  
NBC. On Your Job.

**HOPKINS, JETTABEE**  
Adopted Daughter, ETs.

**HUCKINS, JANET**  
KMBC, Kansas City, Mo. Ar-  
no'd Grimm's Daughter.

### — J —

**JOHNSTONE, JACK**  
MBS. Who Knows.

### — K —

**KANTER, HAL**  
Grand Central Station NBC.  
Tip Top Show CBS, Lincoln  
Highway NBC. Command Per-  
formance MBS, The Star  
Spangled Theater NBC.

**KELLY, PAT**  
KFRC, San Francisco, Calif.  
Standard Symphony Programs.  
Brain Battle.

**KRIB, ARTHUR HARGROVE**  
CBS. Al Pearce and His Gang.

**KRUM, FAYETTE**  
NBC. Girl Alone, Thunder  
Over Paradise.

**KRUSE, HARVEY**  
General Management Co. Pro-  
gram KSTP.

### — L —

**LELAND, JR., CY**  
Bewley's Chuck Wagon Gang,  
ETs.

**LEVY, ROBERT**  
KMBC, Kansas City, Mo.  
Brush Creek Follies, Dinner  
Bell Roundup.

**LEWIS, ADDISON**  
Med-O-Vapo Program WMIN-  
WIBC-WING.

### — M —

**McINTOSH, BILL**  
KMBC, Kansas City, Mo.

**MAGEE, GEORGE**  
WEVD, New York, N. Y.:  
Musical Clock, News Com-  
mentary.

**MARTIN, CHARLES**  
Johnny Presents, NBC.

**MEADE, DWIGHT**  
NBC. Harvey and Dell.

**MEISER, EDITH**  
NBC. The Adventures of  
Sherlock Holmes.

**MICHAEL, SANDRA**  
NBC. Against the Storm, Lone  
Journey.

**MORROW, BILL**  
NBC. The Jello Program.

**MORSE, CARLTON E.**  
NBC. I Love a Mystery, One  
Man's Family.

### — O —

**OBOLER, ARCH**  
NBC. Arch Oboler's Plays.

• • • WRITERS • • •

— P —

**PHILLIPS, IRNA**  
Road of Life NBC-CBS. Woman In White CBS. Guiding Light, NBC.

**POLIMENI, FRANK**  
Meditations WOY.

**PRINDLE, DON**  
CBS. Al Pearce and His Gang.

— Q —

**QUINN, DON**  
NBC. Fibber McGee and Molly.

— R —

**RAPP, PHIL**  
NBC. Good News of 1940.

**REID, LEWIS**  
Chateau Martin Wine broadcasts.

**RHYMER, PAUL**  
NBC. Vic and Sade.

**RIECK, MILTON**  
WOW, Omaha, Nebr. The Other Woman.

**ROGERS, RUSSELL**  
CBS. Al Pearce and His Gang.

— S —

**ST. CLAIR, BONNIE**  
KMPC. Beverly Hills, Calif. Policewoman Christie.

**SAGUE, SAM**  
WMCA. A Step Towards Happiness.

**SARSFIELD, JAMES**  
KLZ, Denver, Colo. Skipper Jim.

**SHERDEMAN, TED**  
NBC. Horace Heidt's Treasure Chest. Where and When.

**STAINBROOK, EDWARD**  
WDNC, Durham, N. C. Adventures With Ideas.

— T —

**TAZEWELL, CHARLES**  
NBC-Blue. Tom Mix Straight Shooters.

**TJADEN, MONTEZ**  
KFBI, Wichita, Kans.

**TOURO, ORIN**  
NBC. Oxydol's Own Ma Perkins.

**TRASK, YVONNE**  
KROY, Sacramento, Calif. The Zero Hour.

— V —

**VANDAGRIFT, CARL**  
WGL-WOVO, Ft. Wayne, Ind.

— W —

**WALTON, SIDNEY**  
NBC. Sidney Walton's Music.

**WEST, JANE**  
CBS-NBC. The O'Neills.

**WICKER, IRENE**  
NBC. The Singing Lady.

**WOEHRMEYER, HILDA**  
WGL-WOVO, Ft. Wayne, Ind.

— Z —

**ZIMM, MAURICE**  
Old Letters, The Squared Circle, Tapestries of Life, Confessions of Casanova, Life of Byron, The Police Blotter, Foibles of the Famous, The Sucker Clinic, Dan Dunn, Secret Operative No. 48, This Thing Called Love, In His Steps.

**CARLTON E. MORSE**

"ONE MAN'S FAMILY"

"I LOVE A MYSTERY"

N.B.C.

Coast-To-Coast

**CARL BIXBY**

CREATOR  
WRITER  
PRODUCER  
OF  
HIGH-RATED  
RADIO  
PROGRAMS

Co-author  
"LIFE CAN BE  
BEAUTIFUL"  
"THIS DAY IS  
OURS"  
and  
"THE MAN I  
MARRIED"

Sturges Highway, Southport, Conn.

# Backstage



Those Engaged in Radio Production  
and their work during 1940



## — A —

**ADAMS, GLENN**  
WMRC, Greenville, S. C.

**ADASKIN, JOHN**  
CBY-CBL, Toronto, Ont., Can.

**ADELMAN, PAT**  
KNOW, Austin, Texas.

**ADEMY, JOHN**  
WCAO, Baltimore, Md.

**AINLEY, J. T.**  
The Story of Mary Marlin  
NBC, Knickerbocker Play-  
house NBC, First Nighter  
CBS.

**AITKEN, KEN**  
KTTC, Visalia, Calif.

**ALDRIDGE, WILLIAM**  
WPAY, Portsmouth, Ohio.

**ALEXANDER, DON**  
WAAF, Chicago, Ill.

**ALEXANDER, JOHN**  
KFBB, Great Falls, Montana.

**ALEXANDER, MYER**  
Musical Americana NBC, Co-  
lumbia Workshop CBS, Tex-  
aco Star Theater CBS, Schae-  
fer Revue WEAF.

**ALLAN, ANDREW**  
CBR, Vancouver, B. C., Can.

**ANDERSON, DICK**  
WHO, Des Moines, Iowa.

**ANDERSON, R.**  
CBO, Ottawa, Ont., Can.

**ANTHONY, ROBERT**  
WOLF, Syracuse, N. Y.

**ARTHUR, RENE**  
CKCV, Quebec, Que.

**ASH, COLEMAN**  
KPBI, Wichita, Kans.

**ASHMON, CLARENCE**  
KTOH, Lihue, T. H.

**ASPINWALL, HUGH**  
WFAA, Dallas, Texas.

**AYER, HAROLD H.**  
WKIP, Poughkeepsie, N. Y.

## — B —

**BACHER, WILLIAM A.**  
WGN, Chicago, Ill.

**BAER, PAKLEY**  
KSL, Salt Lake City, Utah.

**BAKER, ART**  
KNX, Hollywood, Calif. Rhyme  
and Reason.

**BAKER, RUSS**  
WOW, Omaha, Nebr.

**BALDWIN, GARLAND**  
WHIO, Dayton, Ohio.

**BARNES, AMANDA**  
WGST, Atlanta, Ga.

**BARR, LOUIS**  
WAAF, Chicago, Ill.

**BARRETT, MAURICE**  
WHN, New York, N. Y.

**BARTELL, GERALD**  
WHA, Madison, Wis.

**BARTLETT, MARCUS**  
WSB, Atlanta, Ga.

**BARTON, CRAIG**  
WFAA, Dallas, Texas. Vocal  
Coach.

**BARTON, WILLIAM**  
KVEC, San Luis Obispo, Cal.

**BASSE, NICK**  
KVFD, Fort Dodge, Iowa.

**BATSON, JR., CHARLES A.**  
WFBC, Greenville, S. C.

**BAUCOM, BILL**  
WIBW, Topeka, Kans.

**BAXTER, LIONEL**  
WAPI, Birmingham, Ala.

**BEAN, HAROLD**  
WMAQ-WENR, Chicago, Ill.

**BEDARD, CHARLES**  
CKCV, Quebec, Que.

**BEEBOUT, GEORGE**  
WHKC, Columbus, Ohio.

**BELL, DON**  
WFTC, Kingston, N. C.

**BELL, HOWARD**  
KRKD, Los Angeles, Calif.

**BELT, RICHARD**  
WHIO, Dayton, Ohio.

**BENLIZA, RAFAEL**  
WNEL, San Juan, Puerto,  
Rico.

**BENNETT, DONN**  
KYW, Philadelphia, Pa.

**BERRY, GEORGE**  
KMJ, Fresno, Calif.

**BERTANDIAS, DICK**  
KGO, KPO, San Francisco,  
Calif.

**BETHEL, FRED**  
WOR, Newark, N. J.

**BIEBER, FRED**  
WTHT, Hartford, Conn.

**BIGLER, LYNN**  
KGKL, San Angelo, Texas.

**BILL, FARMER**  
WMBD, Peoria, Ill.

**BINGHAM, BOB**  
WWNC, Asheville, N. C.

**BIONDI, FERDINAND**  
CKAC, Montreal, Quebec, Can.

**BISHOP, FRED**  
WNAC, Boston, Mass.

**BLAIR, FRANK**  
WOL, Washington, D. C.

**BLAKE, BARRY**  
WJSV, Washington, D. C.

**BLANCHARD, LOWELL**  
WNOX, Knoxville, Tenn.

**BLENHEIM, LARRY**  
WFAS, White Plains, N. Y.

**BLICKENSTAFF, J.**  
CFRN, Edmonton, Alberta,  
Can.

**BOBBIE, DOMINIC**  
KYA, San Francisco, Calif.

**BODEN, ERIC**  
KYA, San Francisco, Calif.

**BOOTH, SAMUEL**  
WJEJ, Hagerstown, Md.

**BORIES, MERTON**  
Dr. Shirley W. Wynne Food  
Forum WMCA, Musical Va-  
rieties WMCA, Horn of Plenty  
WEVD.

**BOWER, ROGER**  
WOR, Newark, N. J.

**BOYLING, SID**  
CHAB, Moose Jaw, Saskatch-  
ewan, Can.

**BRADBURN, OPAL**  
KRGV, Weslaco, Texas.

**BRADFORD, JOHN**  
WHDL, Olean, N. Y.

**BRADLEY, ROLAND**  
KOMO-KJR, Seattle, Wash.

**BRAITHWAITE, BOYD**  
KIDO, Boise, Idaho.

**BRAXTON, JACK**  
WGRB, Goldsboro, N. C.

**BRAZEAL, R. W.**  
KFPY, Spokane, Wash.

**BRENNER, ROBERT**  
KTSW, Emporia, Kans.

**BRENT, RALF**  
WEPG, Atlantic City, N. J.

**BRIDGES, JAMES**  
WSB, Atlanta, Ga.

**BRIGHT, HARRY**  
WGRB, Goldsboro, N. C.

**BRODEM, G.**  
CKCH, Hull, Que., Can.

**BROOK, PHIL**  
WTAG, Worcester, Mass.

**BROWN, BILL**  
WCNC, Elizabeth City, N. C.

**BROWN, GORDON**  
KSRO, Santa Rosa, Calif.

**BROWN, HAL**  
KMJ, Fresno, Calif.

**BROWN, HOWARD**  
WIP, Philadelphia, Pa.

**BROWN, SYDNEY S.**  
CBY-CBL, Toronto, Ont., Can.

**BRYAN, BILL**  
WIBW, Topeka, Kans.

**BRYAN, THELMA**  
KWLK, Longview, Wash.

**BUCKINGHAM, R. G.**  
CKNX, Wingham, Ont., Can.

**BUDD, MILTON**  
WMBD, Peoria, Ill.

**BUENNING, PAUL**  
KTOK, Oklahoma City, Okla.

**BUFFUM, RAY**  
WKY, Oklahoma City, Okla.

**BURDA, ORVILLE**  
KVCV, Redding, Calif.

**BURKE, FRANK**  
CKLW, Windsor, Ont., Can.

**BURTON, J. B.**  
WHBU, Anderson, Ind.

**BYRON, EDWARD A.**  
NBC, Mr. District Attorney.

## — C —

**CADDELL, GRAHAM**  
WFIG, Sumter, S. C.

**CAIN, BENET**  
WNOE, New Orleans, La. High  
School Hi-Lites, Catholic Stu-  
dents' Mission Crusade.

**CAIRNS, CY**  
CFQC, Saskatoon, Sask.

**CAKE, M. J.**  
WIBG, Glenside, Pa.

**CALDER, EDDIE**  
KHUB, Watsonville, Calif.

**CALDWELL, FRED**  
KTBC, Austin, Texas.

**CAMERON, ALAN**  
KMBC, Beverly Hills, Calif.

• • • **BACKSTAGE** • • •

**CAMPBELL, BOB**  
KFPY, Spokane, Wash. Three Artists in the Spotlight. Swingstrumentalists. Swing Trio. This Woman's World. Good Morning Neighbors.

**CAMPBELL, DICK**  
KGGF, Coffeyville, Kans.

**CAMPBELL, VICTOR**  
WGY, Schenectady, N. Y.

**CAMPBELL, WERT**  
WDOD, Chattanooga, Tenn.

**CANNON, BOB**  
CBS. Al Pearce and His Gang.

**CAPLOW, NATE**  
WMRO, Aurora, Ill.

**CARD, CLELLAN**  
WCCO, Minneapolis, Minn.

**CARLSON, ROY**  
WIBW, Topeka, Kans. Dinner Hour.

**CARPENTER, JR., ANSON S.**  
WINX, Washington, D. C.

**CARPENTER, W. M.**  
WRAL, Raleigh, N. C.

**CARTER, JR., W. WOODBURY**  
WTRY, Troy, N. Y.

**CARVEY, H. DALE**  
WGAR, Pontiac, Mich.

**CASE, GEORGE**  
WTMV, East St. Louis, Ill.

**CATON, DAVID S.**  
CBR, Vancouver, B. C., Can.

**CENTOLA, GREGORY**  
WMCA, New York, N. Y.

**CHASE, JACK**  
WNAX, Yankton, S. D.

**CIVILLE, ROY**  
KIDO, Boise, Idaho.

**CLARK, HAROLD**  
WEAN, Providence, R. I.

**CLARK, J. B.**  
WRAL, Raleigh, N. C.

**CLARK, PAUL**  
WOC, Davenport, Iowa.

**CLARKE, JOHN**  
WRBL, Columbus, Ga.

**CLOWES, ED**  
KPPC, Pasadena, Calif.

**COCKERELL, EARNIE**  
KTRI, Sioux City, Ia.

**CONLAN, PAUL**  
NBC. Signal Carnival.

**CONNELLY, JOHN**  
WBBD, Peoria, Ill.

**CONNOLLY, JAMES**  
WMSD, Muscle Shoals, Ala.

**CONNOLLY, JOSEPH A.**  
WARD, Brooklyn, N. Y. Irish Echoes.

**COOKE, F. TURNER**  
WMAS, Springfield, Mass.

**COOKE, TED W.**  
KALE, Portland, Ore.

**COONE, WILLIAM**  
WARM, Scranton, Pa.

**COONTZ, EDWARD C.**  
KBOO, Tulsa, Okla.

**COOPER, ADRIAN R.**  
WFDF, Flint, Mich.

**CORNELL, SYD**  
WKRC, Cincinnati, Ohio.

**COTTON, ROBERT L.**  
WINS, New York, N. Y.

**COVELL, WALTER**  
WRIP, Poughkeepsie, N. Y.

**COY, JAMES**  
KCMO, Kansas City, Mo.

**CRAWFORD, GEORGE**  
WALM, Anderson, S. C.

**CREASMAN, JAMES**  
KTAR, Phoenix, Ariz.

**CRILLEY, GROVER C.**  
WJEJ, Hagerstown, Md.

**CRUTCHFIELD, CHAS. H.**  
WBT, Charlotte, N. C.

**CUDEBACK, EUGENE**  
WDAS, Philadelphia, Pa.

**CUNNINGHAM, BILL**  
KWLK, Longview, Wash.

**CUNNINGHAM, HOMER**  
WIBW, Topeka, Kans.

**CUNNINGHAM, OWEN**  
KGMH, Honolulu, Hawaii.

**CURTIN, CHARLES**  
WAAB, Boston, Mass.

**CURTIS, ELMER**  
WIBW, Topeka, Kans.

— **D** —

**D'ANGELO, CARLO**  
NBC. The O'Neils, Wheatina Playhouse, Hilltop House, Ellen Randolph. Your Birthday Party. Mandrake the Magician.

**DAVIDSON, MICHAEL**  
Special broadcasts for Walt Disney.

**DAVIES, GEORGE**  
CHCK, Regina, Sask., Can.

**DAVIS, JOHN**  
WWSW, Pittsburgh, Pa.

**EDWARD A. BYRON**

*Directed by*  
**CARLO DE ANGELO**

"WHEATINA PLAYHOUSE"

•  
"HILLTOP HOUSE"

•  
"THE O'NEILLS"

•  
"ELLEN RANDOLPH"

•  
"MANDRAKE THE MAGICIAN"

•  
"YOUR BIRTHDAY PARTY"



## BACKSTAGE

**DAWSON, NORTHPROP**  
WCCO, Minneapolis, St. Paul, Minn.

**DAYTON, HERMAN**  
WKIP, Poughkeepsie, N. Y.

**DEAN, F. LEON**  
KASA, Elk City, Okla.

**DEFENBAUGH, E. C.**  
WSOY, Decatur, Ill.

**DeGROOT, DON**  
WFDF, Flint, Mich.

**DeKLYN, CHARLES**  
WCAU, Philadelphia, Pa.

**DeLANO, LOIS**  
KIRO, Seattle, Wash.

**DELSON, LILLIAN**  
WVFW, Brooklyn, N. Y.

**DeMOSS, LYLE**  
WOW, Omaha, Nebr.

**DENTON, ROBERT**  
WBEN, Buffalo, N. Y.

**DeVORE, TOM**  
WBNS, Columbus, Ohio.

**DICE, FRANCIS**  
WCAO, Baltimore, Md.

**DICKSON, DON**  
KDKA, Pittsburgh, Pa.

**DIERKEN, KATHERINE**  
WBAL, Baltimore, Md.

**DILLON, HARRISON**  
KGY, Olympia, Wash.

**DILLON, JAMES**  
KGB, San Diego, Calif.

**DILLON, JOHN**  
WFAS, White Plains, N. Y.

**DILWORTH, SCOT**  
WCLS, Joliet, Ill.

**DISNEY, PETER RICCARDI**  
WHAS, Louisville, Ky.

**DIXON, JOHN**  
WROK, Rockford, Ill.

**DOBBS, JOSEPH**  
WARM, Scranton, Pa.

**DOCTOR, LLOYD**  
KFRC, San Francisco, Calif.

**DODGE, DOROTHY**  
KVFD, Fort Dodge, Iowa.

**DOLBIER, MAURICE**  
WABI, Bangor, Maine.  
KOV, Valley City, N. D.

**DOUGLAS, JIM**  
KMOX, St. Louis, Mo.

**DOWLING, ALBERT**  
WKBN, Youngstown, Ohio.

**DOWNA, HUNTON**  
WSLS, Roanoke, Va.

**DREYFUS, WOODS**  
WISN, Milwaukee, Wis.

**DRUMMOND, DAVID**  
KPO-KGO, San Francisco, Calif.

**DUFF, MARJORIE**  
CKCK, Regina, Sask., Can.

**DUNCAN, JR., NORVIN C.**  
WFBC, Greenville, S. C.

**DUNLOP, ROY G.**  
CBR, Vancouver, B. C., Can.

**DUNNE, FRANK**  
WTAG, Worcester, Mass.

**DUNWOODY, RUSS**  
KUOA, Siloam Springs, Ark.

**DUTY, ED**  
KHUB, Watsonville, Calif.

**DWAN, ROBERT**  
KGO-KPO, San Francisco, Calif.

**DYCK, MURRAY**  
CFQC, Saskatoon, Sask., Can.

### — E —

**EBI, EARL**  
WMAQ-WENR, Chicago, Ill.

**EDWARDS, EDDIE**  
KMBC, Kansas City, Mo.

**EHRHART, HARRY**  
WCAU, Philadelphia, Pa.

**EISENMAN, ROBERT**  
WSAV, Savannah, Ga.

**ELLIOTT, TOMMY**  
KOV, Valley City, N. D.

**ELPHICKE, C. G.**  
CKOV, Kelowna, B. C.

**ENGEL, ALFRED**  
WFEA, Manchester, N. H.

**ENGLE, RICHARD**  
KUSD, Vermillion, S. D.

**ENGLES, GEORGE**  
WMCB, New York, N. Y.

**EREKSON, REID**  
WLB, Minneapolis, Minn.

**ERICSON, GENE**  
KGB, San Diego, Calif.

**ERLENBORN, RAY**  
KNX, Los Angeles, Calif.

**EVANS, DOUGLAS**  
KECA-KFI, Los Angeles, Calif.

**EVANS, JO ANNE**  
KMYC, Marysville, Calif.

### — F —

**FACENDA, FRANK**  
WPID, Petersburg, Va.

**FARBER, LESTER**  
KVOA, Tucson, Ariz.

**FAREY, EDWARD**  
CFAR, Flin Flon, Man., Can.

**FAUST, ARTHUR H.**  
KMPC, Beverly Hills, Calif.

**FAUST, LILLIAN**  
KCKN, Kansas City, Kans.

**FAWCETT, GILBERT**  
KDAL, Duluth, Minn.

**FAYDEL, RAY**  
KLO, Ogden, Utah.

**FENDRICK, LOWELL**  
KPDN, Pampa, Texas.

**FEYHL, HORACE**  
WCAU, Philadelphia, Pa.

**FICKLING, DOUGLAS**  
WOL, Washington, D. C. Dixie Harmonies.

**FIELDS, MERLE**  
WTRC, Elkhart, Ind.

**FINCH, HOWARD**  
WJIM, Lansing, Mich.

**FINCH, MERRITT**  
WELI, New Haven, Conn.

**FINGER, LEN**  
KFDM, Beaumont, Texas.

**FINLAY, JAMES**  
CBY-CBL, Toronto, Ont., Can.

**FINLEY, JOHN D.**  
Med-O-Vapo Program WMIN-WIBC-WING.

**FIX, WALTER J.**  
WBNU, Buffalo, N. Y.

**FLEISCHMAN, SOL**  
WDAE, Tampa, Fla.

**FLEMING, ROBERT**  
WELI, New Haven, Conn.

**FLETCHER, FRED**  
WRAL, Raleigh, N. C.

**FLETT, DEANNE**  
KFBB, Great Falls, Mont.

**FOGARTY, DICK**  
WAAB, Boston, Mass.

**FOGARTY, J. P.**  
WGN, Chicago, Ill.

**FOLAND, MYLES**  
WHIS, Bluefield, W. Va.

**FORD, MARCUS**  
WIRA, Madison, Wis. Wisconsin Men and Women.

**FORDE, CONNIE**  
WMBD, Peoria, Ill.

**FORSEE, REID**  
CBY-CBL, Toronto, Ont., Can.

**FOSTER, DAY**  
KORE, Eugene, Ore.

**FOWLKES, ROSSER**  
WAIR, Winston-Salem, N. C.

**FOX, FRED**  
KYA, San Francisco, Calif.

**FOXWORTHY, THOMAS**  
KMYC, Marysville, Calif.

**FRANCIS, I.**  
CFCF, Montreal, Que., Can.

**FRANK, HAROLD**  
WSLB, Ogdensburg, N. Y.

**FRANKLIN, ORVIN**  
KRRV, Sherman, Texas.

**FRATICELLI, CAMILO**  
WNEL, San Juan, Puerto Rico.

**FREBAIRN-SMITH, THOMAS**  
CBS, Big Town.

**FREEBURG, CHARLES**  
WOC, Davenport, Iowa.

**FRENCH, KEN**  
WHEC, Rochester, N. Y.

**FULTON, JOHN**  
WGST, Atlanta, Ga.

### — G —

**GAMBLE, PAUL**  
WPIC, Sharon, Pa.

**GARNES, CLARENCE**  
KANS, Wichita, Kans.

**GARRIGUS, F. H.**  
WEEI, Boston, Mass.

**GATES, HILLIARD**  
WGL-WOVO, Ft. Wayne, Ind.

**GAUNT, JOHN**  
WRC - WMAL, Washington, D. C.

**GAVIN, WILLIAM**  
KOMO-KJR, Seattle, Wash.

**GENSEL, CARL**  
WXYZ, Detroit, Mich.

**GENTLING, DAVE**  
KROC, Rochester, Minn.

**GEORGE, ROY**  
KRLD, Dallas, Texas.

**GIBSON, ALEC**  
WFBR, Baltimore, Md.

**GILMORE, GRAEME**  
WAVE, Louisville, Ky.

**GIRARD, PAUL**  
WBAL, Baltimore, Md.

**GIRARDIN, R. G.**  
WEEI, Boston, Mass.

**GIRLING, BETTY**  
WLB, Minneapolis, Minn.

**GIROUX, PAUL**  
KTAR, Phoenix, Ariz.

**GOBEL, ADOLPH**  
WWRW, Woodside, N. Y.

**GODT, PAUL**  
KARK, Little Rock, Ark.

**GOLDER, HARRY**  
WXYZ, Detroit, Mich.

**GOODMAN, R. C.**  
KROW, Oakland, Calif.

**GOODWIN, HAL**  
WHAI, Greenfield, Mass.

**GORDON, JOAN**  
CKLW, Windsor, Ont., Can.

**GOULET, BERNARD**  
CKAC, Montreal, Que., Can.

**GRAHAM, ARTHUR W.**  
WKST, New Castle, Pa.

**GRANT, JOSEPH**  
WMEX, Boston, Mass.

**GRASSO, FRANK**  
WFLA, Tampa, Fla.

**GRAVEL, ALAIN**  
CKAC, Montreal, Que., Can.

**GREEN, A. HERBERT**  
WPBM, Indianapolis, Ind.

**GREEN, CHARLES P.**  
WIOD, Miami, Fla.

• • • **BACKSTAGE** • • •

**GREEN, JUDD NORMAN**  
KMOX, St. Louis, Mo.  
**GREEN, R. E.**  
KFPY, Spokane, Wash.  
**GREEN, STEWART**  
WOLF, Syracuse, N. Y.  
**GRIFFIN, BOBBY**  
WHO, Des Moines, Ia.  
**GRIFFIN, WAYNE**  
KFYR, Bismarck, N. D.  
**GRIGGS, ELIZABETH**  
WLPM, Suffolk, Va. Your  
Future Stars.  
**GROSS, MARJORIE**  
WCBI, Columbus, Miss.  
**GUEDEL, JOHN**  
Pull Over Neighbor MBS-  
Don Lee.  
**GUILD, WALTER**  
Sparks of Friendship ETs.  
**GUM, COBURN**  
WTSP, St. Petersburg, Fla.  
**GUNTS, BRENT**  
WFBR, Baltimore, Md.  
**GUNZENDORFER, WILT**  
KSRO, Santa Rosa, Calif.

— H —

**HAASE, WALTER**  
WDRG, Hartford, Conn.  
**HACKETT, JOHN**  
WGL-WOVO, Ft. Wayne, Ind.  
**HALL, AL**  
KGKB, Tyler, Texas.  
**HANDLEY, GERTRUDE**  
WRBL, Columbus, Ga.  
**HANLON, TOM**  
KNX, Los Angeles, Calif.

**HANSSEN, JACK**  
KYSM, Mankato, Minn.  
**HARDER, JACK**  
WAYX, Waveross, Ga.  
**HARDIMAN, WILLIAM**  
KSL, Salt Lake City, Utah.  
**HARDING, BILL**  
WINS, New York, N. Y.  
**HARGIS, THOMAS**  
WENR-WMAQ, Chicago, Ill.  
**HARKINS, BEN**  
KFRG, San Francisco, Calif.  
**HARMAN, MARION**  
WRDW, Augusta, Ga.  
**HARMON, SIDNEY**  
CBS, Honest Abe.  
**HARRINGTON, JERRY**  
WLOL, Minneapolis, St. Paul,  
Minn.  
**HARRINGTON, NORMAN**  
KGIU, Safford, Ariz.  
**HARRIS, BUDDY**  
WRK, Dallas, Texas.  
**HARRIS, ELLIS**  
KDAL, Dututh, Minn.  
**HARRIS, L. G.**  
WENR-WMAQ, Chicago, Ill.  
**HARRIS, LESLIE**  
WQAM, Miami, Fla.  
**HARRISON, RAY**  
CKOC, Hamilton, Ont., Can.  
**HARTMAN, J. W.**  
WOL, Washington, D. C.  
Pappy and His Boys.  
**HARTMAN, LOUIS**  
KOCY, Oklahoma City, Okla.  
**HARTMAN, R.**  
CJAT, Trail, B. C., Can.  
**HARVEY, JAMES**  
KYW, Philadelphia, Pa.

**HATCHER, WARD**  
KWFC, Hot Springs, Ark.  
**HAWKINS, W.**  
WTRC, Elkhart, Ind.  
**HAWTHORNE, BEN**  
WTIC, Hartford, Conn.  
**HAYMAN, DON**  
WMBS, Uniontown, Pa.  
**HAYS, LARRY**  
KSRO, Santa Rosa, Calif.  
**HAYWARD, FRED**  
WBT, Charlotte, N. C.  
**HAYWORTH, HERBERT**  
WGL-WOVO, Ft. Wayne, Ind.  
**HEAD, IVAN R.**  
KVSP, Sante Fe, N. M.  
**HEADY, KENNETH**  
KCMO, Kansas City, Mo.  
**HEGELUND, FRED**  
KGO-KPO, San Francisco, Cal.  
**HELM, E. P.**  
KRLH, Midland, Texas.  
**HEMINGWAY, FRANK**  
KWJJ, Portland, Ore.  
**HENLEY, DAVE**  
WDAY, Fargo, N. D.  
**HEWETSON, H.**  
CFCF, Montreal, Que., Can.  
**HEYSER, FRANCIS**  
KMBC, Kansas City, Mo.  
**HIEBERT, AUGUST**  
KFAR, Fairbanks, Alaska.  
**HIESTAND, BOB**  
KECA-KFI, Los Angeles, Cal.  
**HILEY, BROCKETT**  
KGY, Olympia, Wash.  
**HILL, CHARLES**  
WIBW, Topeka, Kans.  
**HILL, JACK**  
WWJ, Detroit, Mich.

CREATOR-PRODUCER

**TED SHERDEMAN**

*a few —*

Brenthouse — Candid Lady — Studio  
S-4 — Latitude Zero — Monsieur Le  
Capitaine — Where and When — Olsen  
and Johnson — Hedda Hopper's Holly-  
wood — Those We Love.



Twice Winner Hollywood NBC  
Director-Writer Award



"Great American Broadcast"  
20th Century-Fox

**HARRY W. PASCOE**

CONTINUITY DIRECTOR

**WINS**



*Formerly With*

**WABC • WMCA • WWNC**

# BACKSTAGE

**HODGES, HILTON**  
WIBW, Topeka, Kans.

**HOERNER, ED**  
WWL, New Orleans, La.

**HOFFMAN, MAURICE**  
WFEA, Manchester, N. H.

**HOFFMAN, RUBY**  
KTBC, Austin, Texas.

**HOFFELD, FRED**  
WIL, St. Louis, Mo.

**HOLBROOK, ART**  
WIBW, Topeka, Kans.

**HOLBROOK, J. F.**  
WGTC, Greenville, N. C.

**HOLNER, MANN**  
NBC, Good News of 1941.

**HOLMES, THURSTON**  
WHOM, Jersey City, N. J.

**HOLT, H. RUSS**  
WOLS, Florence, S. C.

**HOMERSHAL, DOUG**  
CFJC, Kamloops, B. C., Can.

**HONESTY, EDDIE**  
WHIP, Hammond, Ind. Rockin  
'n' Rhythm.

**HORNSBY, DAN**  
WGST, Atlanta, Ga.

**HORST, RUDY**  
WSLB, Ogdensburg, N. Y.

**HOWARD, ELIZABETH**  
NBC, Pepper Young's Family.

**HOWARD, HERB**  
WNAX, Yankton, S. D.

**HOWE, LOUISE HILL**  
KSL, Salt Lake City, Utah.

**HUDDLESTON, KENNETH**  
WNOX, Knoxville, Tenn.

**HUDSON, HAL**  
KNX, Los Angeles, Calif.

**HUGHES, GLENN**  
WSB, Atlanta, Ga. WSB Barn  
Dance.

**HUGHES, GORDON T.**  
CBS, Those We Love.

**HURTLE, JACK**  
CBS, Kate Hopkins, NBC, El-  
len Randolph.

## — I —

**ISHAM, DON**  
KOL, Seattle, Wash.

## — J —

**JACKOBSEN, LOU**  
WGN, Chicago, Ill.

**JACKSON, EMMETT**  
WHIP, Hammond, Ind.

**JACKSON, GEORGE**  
WBOW, Terre Haute, Ind.

**JAMISON, KEITH**  
WMBD, Peoria, Ill.

**JARVIES, LES**  
KFBI, Wichita, Kans.

**JARVIS, ERNEST**  
KNX, Los Angeles, Calif.

**JOHNSON, GEORGE S.**  
KOB, Albuquerque, N. M.

**JOHNSON, WAYNE**  
WKBN, Youngstown, Ohio.

**JOHNSTON, DIPPY**  
WDZ, Tuscola, Ill.

**JOHNSTON, RUSS**  
KNX, Los Angeles, Calif.

**JOHNSTONE, JACK**  
MBS, Who Knows.

**JONASON, WILLIAM**  
KFEQ, S. Joseph, Mo.

**JONES, JACK**  
WATL, Atlanta, Ga.

**JONES, PAUL**  
WFLA, Tampa, Fla.

**JONES, RUSSEL**  
WIOD, Miami, Fla.

**JOYNER, GORDON**  
WMBD, Peoria, Ill.

— K —

**KABER, RUSS**  
KGCV, Mandan, N. D.

**KALER, RAN**  
WFAS, White Plains, N. Y.

**KALTENBORN, ROLF**  
CBS.

**KARL, MAX**  
WCCO, Minneapolis, St. Paul,  
Minn.

**KARSON, LEE**  
KTAR, Phoenix, Ariz.

**KAUFMANN, HARRY J.**  
WDAF, Kansas City, Mo.

**KAV, BOB**  
WTAX, Springfield, Ill.

**KEACH, STACY**  
WSAV, Savannah, Ga. Saga  
of Savannah.

**KEIRSEY, AL**  
KROD, El Paso, Texas.

**KELLY, PAT**  
KFRC, San Francisco, Calif.  
Standard Symphony Program,  
Brain Battle.

**KEMPER, HOWARD**  
KBST, Big Spring, Texas.

**KENNEDY, KEN**  
WDAY, Fargo, N. D.

**KENT, JAMES**  
CKCK, Regina, Sask., Can.

**KERRIGAN, JACK**  
WHO, Des Moines, Iowa.

**KERWOOD, ORIE**  
KMMJ, Grand Island, Nebr.

**KIEGAN, MONTE**  
WOAJ, San Antonio, Texas.

**KIMMELL, HAROLD**  
KEDA, Amarillo, Texas.

**KINGTON, IVAN**  
CKOC, Hamilton, Ont., Can.

**KIRKWOOD, JACK**  
KFRC, San Francisco, Calif.

**KITTS, ED**  
WHIS, Bluefield, W. Va.

**KLEIN, RALPH**  
WNBC, New Britain, Conn.

**KNIGHT, JAMES**  
WATL, Atlanta, Ga.

**KNOERNSCHILD, ELMER**  
KFUO, Clayton, Mo.

**KNOPP, ELMER**  
WFDF, Flint, Mich.

**KNORR, FRED**  
WMBC, Detroit, Mich.

**KNOX, RALPH**  
WGL-WOVO, Ft. Wayne, Ind.

**KRAMP, LARRY**  
WCBS, Springfield, Ill.

**KRUEGER, FRANK**  
WHOM, Jersey City, N. J.

**KRUG, PETER A.**  
WEBR, Buffalo, N. Y.

**KRUSE, HARVEY**  
General Management Co. Pro-  
gram KSTP.

**KURTA, EDWARD**  
WMBS, Uniontown, Pa.

**KYLER, JAMES F.**  
WCLO, Janesville, Wisc.

## — L —

**LAFFER, JACK**  
KANS, Wichita, Kans.

**LAMBERTZ, KARL**  
WFAA, Dallas, Texas.

**LANG, CHARLES WILLIAM**  
KFKA, Greeley, Colo.

**LANG, WARD**  
KTTSA, San Antonio, Texas.

**LANGGUTH, ANTHONY**  
WESX, Salem, Mass.

**LANTZ, JAMES**  
KSAL, Salina, Kans.

**LAROSE, P.**  
CKCH, Hull, Que. Arranger.

**LATEAU, HERBERT**  
KVOO, Tulsa, Okla.

**LaVALLE, GENE**  
WMAN, Mansfield, Ohio.

**LAVERY, DON**  
WEDC, Chicago, Ill.

**LAW, CHARLES**  
KLO, Ogden, Utah.

**LAWHON, JOEL**  
WFBC, Greenville, S. C.

**LAWRENCE, G.**  
CJAT, Trail B. C., Can.

**LAWRENCE, GEORGE**  
CKCK, Regina, Sask., Can.

**LAWRENCE, JAMES**  
KLO, Ogden, Utah.

**LAWRENCE, WILLIAM**  
WENR-WMAQ, Chicago, Ill.

**LeCROIN THOR**  
KFAC, Los Angeles, Calif.

**LEE, BURR**  
WMAQ-WENR, Chicago, Ill.

**LELAND, JR., CY**  
Bewley's Chuck Wagon Gang  
ETs.

**LEVEY, ROBERT**  
KMBC, Kansas City, Mo.

**LEWIS, ADDISON**  
Med-O-Vapo Program WMIN-  
WIBC-WING.

**LIBBY JOHN C.**  
WCOU, Lewiston, Me.

**LIBYARD, DUKE**  
WCLE-WHK, Cleveland, Ohio.  
The Junior Showboat.

**LILES, MARDI**  
WNNC, Asheville, N. C.

**LINDQUIST, LANSING B.**  
WSYR, Syracuse, N. Y.

**LINDSAY ART**  
KXRO, Aberdeen, Wash.

**LINN, KEN**  
KOME, Tulsa, Okla.

**LITTLE, BOB**  
WGL-WOVO, Ft. Wayne, Ind.

**LIVINGSTONE, CHARLES**  
WXYZ, Detroit, Mich.

**LLEWELLYN AL**  
WCLE-WHK, Cleveland, Ohio.

**LLOYD, JACK**  
WTHF, Hartford, Conn.

**LOGAN, DON**  
KROW, Oakland, Calif.

**LOGAN, GEORGE**  
KVI, Tacoma, Wash.

**LONDON ETHEL**  
WTMC, Ocala, Fla.

**LONG, CHET**  
WIRE, Indianapolis, Ind.

**LONG, DEANE S.**  
WAKR, Akron, Ohio.

**LOUDON, GORDON**  
KALB, Alexandria, La.

**LOUGHRANE BASIL**  
NBC, The Parker Family.

**LOVELESS, WENDELL P.**  
WMBI, Chicago, Ill.

**LOWE, GUY W.**  
KFRU, Columbia, Mo.

**LOWELL, MAURICE**  
NBC, Lincoln Highway, This  
Small Town.

**LUCAS RUPERT**  
CBY-CBL, Toronto, Ont., Can.

## BACKSTAGE

**LUCIUS, MARY**  
 WBMS, Uniontown, Pa.  
**LUDWIG, LYELL**  
 WCLO, Janesville, Wisc.  
**LUNDQUIST, H. W.**  
 WEEI, Boston Mass.  
**LUNN, BERT**  
 WAAB-WNAC, Boston, Mass.  
**LYONS, JIM**  
 KVOE, Santa Ana, Calif.  
**LYONS, RUTH**  
 WKRC, Cincinnati, Ohio.

### — M —

**McAVITY, TOM**  
 NBC, Bob Hope Program.  
**McCALLISTER PAUL**  
 KVSF, Sante Fe, N. M.  
**McCARTHY, EDWARD**  
 WBNY, Buffalo, N. Y.  
**McCLEAN, JR.**  
 Adopted Daughter ETs.  
**McCLOUD, TY**  
 WROL, Knoxville, Tenn.  
**McCORMICK, STEPHEN**  
 WOL, Washington D. C.  
**McELROY, GLADYS**  
 WBAB, Atlantic City, N. J.  
 St. James Players.  
**McFARLAND, JESSICA**  
 WMBD, Peoria, Ill.  
**McGEER, ADA**  
 CBR, Vancouver, B. C., Can.  
**McGINNIS BOB**  
 KMJ, Fresno, Calif.  
**McGRANE, J. C.**  
 KVSF, Sante Fe, N. M.  
**McGRATH, WILLIAM**  
 WNEW, New York, N. Y.  
**McGUIRE, RAY**  
 WGRM, Greenwood, Miss.  
**McKEMIE, W. G.**  
 KGKL, San Angelo, Texas.  
**McKIBBEN, JAMES**  
 KECA-KFI, Los Angeles, Calif.  
**McKINLAY, LYNN**  
 KSL, Salt Lake City, Utah.  
**McLEOD, DUKE**  
 CFAR, Flin Flon, Man. Can.  
**McLENDON, LEE**  
 KROW, Oakland, Calif.  
**McMASTER, JOHN**  
 WMEX, Boston, Mass.  
**McWHORTER, DON**  
 WBLK, Clarksburg, W. Va.  
**MacDONALD JOHN**  
 WPIC, Sharon, Pa.  
**MacDONALD, WILLIAM**  
 WCAR, Pontiac, Mich.  
**MacDONNELL, NORMAN**  
 KNX, Los Angeles, Calif.  
**MacMILLAN, DON**  
 CKCK, Regina, Sask. Can.  
**MacMURRAY, TED**  
 WENR-WMAQ, Chicago, Ill.  
**MacRAE, ROSS**  
 CKCK, Regina, Sask., Can.  
**MAGEE, GEORGE**  
 WEVD, New York N. Y.  
 Musical Clock, News Com-  
 mentary, Musical Program.  
**MAGUIRE, WALTER**  
 WCAM, Camden, N. J.  
**MALCHOW, GRACE**  
 WBRB, Red Bank, N. J. Hap-  
 piness Village.  
**MALL, DICK**  
 KCKN, Kansas City, Kans.  
**MALOUIN, ROY**  
 CKAC, Montreal, Que., Can.  
**MARCH, MILL**  
 WFPG, Atlantic City, N. J.  
**MARGOLIS, WILLIAM**  
 WABD, Brooklyn, N. Y.

**MARQUIS ARNOLD**  
 KPO-KGO, San Francisco,  
 Calif.  
**MARTA, JACK**  
 WJMS, Ironwood, Mich.  
**MARTIN, CHARLES**  
 NBC, Johnny Presents.  
**MARTIN, DON**  
 WFIL, Philadelphia, Pa.  
**MARTIN, THOMAS**  
 WGY, Schenectady N. Y.  
**MARTINEAU, BOB**  
 WTHP, Hartford, Conn.  
**MASON, LIN**  
 WKRC, Cincinnati, Ohio.  
**MATHEWS, BILL**  
 KMYC, Marysville, Calif.  
**MAWSON, RICHARD**  
 WBAX, Wilkes, Barre, Pa.  
**MEADE, CHAS. B.**  
**MELBY, EARL**  
 WLOF, Orlando, Fla.  
**MELVILLE, C. E.**  
 KMPC, Beverly Hills, Calif.  
 Policewoman Christie.  
**MENSER, C. L.**  
 NBC-Blue, Tom Mix Straight  
 Shooters.  
**MERDIAN, JACK**  
 WSTV, Steubenville, Ohio.  
**METCALE, DEAN**  
 KARM, Fresno, Calif.  
**MIDDLETON, GLENN**  
 KNX, Los Angeles, Calif.  
**MIDGELY, JOHN**  
 WCBS, Springfield, Ill.  
**MILBOURNE, L. WATERS**  
 WCAO, Baltimore, Md.  
**MILES, WILLIAM**  
 WBNY, Buffalo, N. Y.  
**MILLARD, ROSS**  
 CFEB, Toronto, Ont., Can.  
**MILLEN, PAUL**  
 WMAQ-WENR, Chicago, Ill.  
**MILLER, ALLAN**  
 WTOL, Toledo, Ohio.  
**MILLER, DURHAM**  
 WHIO, Dayton, Ohio.  
**MILLER, HANK**  
 KRDL, Dallas, Texas.  
**MILLER, OLIVE**  
 KCKN, Kansas City, Kans.  
**MILLER WILLARD I.**  
 WOLS, Florence, S. C.  
**MILNE, JAMES T.**  
 WELI, New Haven, Conn.  
**MITCHELL, JACK**  
 KTSA, San Antonio, Texas.  
**MIMS, STUART**  
 WAPI, Birmingham, Ala.  
**MISENER, R. E.**  
 CKOV, Kelowna, B. C.  
**MOBIE, R. THOMPSON**  
 KABR, Aberdeen, S. D.  
**MOEGLE, FRED**  
 WTMV, East St. Louis, Ill.  
**MOENCK, RUTH**  
 WOC, Davenport, Iowa.  
**MOFFETT, RAYMOND W.**  
 WCAO, Baltimore, Md.  
**MONK, LLOYD**  
 CKGB, Timmins, Ont., Can.  
**MONTGOMERY, JOHN**  
 WFPG, Atlantic City, N. J.  
**MOORE, T. O.**  
 WAJR, Morgantown, W. Va.  
**MOORE, VERN**  
 KIDO, Boise, Idaho.  
**MORGAN, ARNOLD**  
 KOL, Seattle, Wash. Armchair  
 Theater.  
**MORGAN, ERNEST**  
 CBR, Vancouver, B. C., Can.  
**MORGAN, WILLIAM**  
 WCAR, Pontiac, Mich.

**MORRISON, HUGH**  
 CBY-CBL, Toronto, Ont., Can.  
**MORTON, DON**  
 WEAN, Providence, R. I.  
**MOSES, JOHN**  
 WHCK, Columbus, Ohio.  
**MOTTA, CHARLES**  
 WVFV, Brooklyn, N. Y.  
**MOYLE, PAUL**  
 WCNC, Elizabeth City, N. C.  
**MULHOLLAND, ROSS**  
 WXYZ, Detroit, Mich.  
**MUNSON, LYLE**  
 WTAX, Springfield, Ill.  
**MURPHEY, ED.**  
 KWKH-KTBS, Shreveport, La.  
**MURRAY, ERNEST**  
 KATE, Albert Lea, Minn.  
**MUSSON, T. DUDLEY**  
 WHAS, Louisville, Ky.

### — N —

**NASH, BARNES**  
 WHIS, Bluefield, W. Va.  
**NAYLOR, DON**  
 WGST, Atlanta, Ga.  
**NEAL, EVERETT**  
 KQV, Pittsburgh, Pa.  
**NEWMAN, IVON**  
 WNLC, New London, Conn.  
**NICKELL, JOE**  
 WIBW, Topeka, Kans.  
**NICKESON, DICK**  
 WFMJ, Youngstown, Ohio.  
**NILES, FREDERICK**  
 WHA, Madison, Wisc.  
**NUSBAUM, MORT**  
 WSAV, Rochester N. Y.

### — O —

**OBLER, ARCH**  
 NBC, Everyman's Theater.  
**O'CONNOR, CHARLES**  
 NBC, Johnny Presents.  
**OLSON, DAVID W.**  
 WCAE, Pittsburgh, Pa.  
**OLSON, RAY**  
 WOW, Omaha, Nebr.  
**O'NEILL, JACK**  
 WFBL, Syracuse, N. Y.  
**OSBORNE HENDREE**  
 WRNL, Richmond, Va.  
**OSBORNE, OZZIE**  
 KGGF, Coffeyville, Kans.  
**O'TOOLE, WILLIAM J.**  
 WCAO, Baltimore, Md.  
**OWEN, ALFRED**  
 WJRD, Tuscaloosa, Ala.  
**OWEN BOB**  
 KWNO, Winona, Minn.  
**OWENS, MAURICE P.**  
 WROK, Rockford, Ill.

### — P —

**PADGETT, PAT**  
 WBML, Macon, Ga.  
**PALMER, LOU**  
 KBST, Big Springs, Texas.  
**PAPP FRANK**  
 WENR-WMAQ, Chicago, Ill.  
**PARKER, EVERETT**  
 WHIP, Hammond, Ind.  
**PARKER, F. B.**  
 KPPC, Pasadena, Calif.  
**PARKER, GLEN**  
 WHO, Des Moines, Iowa.  
**PARRISH WYNNE**  
 WOLF, Syracuse, N. Y.  
**PARSONS, PEG**  
 WLEW, Erie, Pa.  
**PARSONS, ROBERT**  
 WMBI, Chicago, Ill.

# BACKSTAGE

**PARSONS, WILLIAM C.**  
KTOH, Lihue, T. H.

**PASCOE, HARRY**  
WINS, N. Y.

**PAULSGROVE, WM. H.**  
WJEJ, Hagerstown, Md.

**PEACH, JACK**  
CBR, Vancouver, B. C. Can.

**PEARSON, JOHN**  
KOMO-KJR, Seattle, Wash.

**PENMAN, CHARLES**  
CBS, Stepmother.

**PERRIN, T. E.**  
KRRV, Sherman, Texas.

**PERRY, CAMERON**  
CJOC, Lethbridge, Alberta, Can.

**PERRY, ROBERT N.**  
WORL, Boston, Mass.

**PETRIE, C. R.**  
WCBA-WSAN, Allentown, Pa.

**PHILBIN, BOB**  
WCLS, Joliet, Ill.

**PHILLIPS, FRED**  
WDLF, Panama City, Fla.

**PHIPPS, JACK**  
WBT, Charlotte, N. C.

**PIERCE, EDDIE**  
WDLF, Panama City, Fla.

**PIERCE, MATT**  
WHEC, Rochester, N. Y.  
Rhythm in Rhyme.

**PIERCE, PAUL**  
KNX, Los Angeles, Calif.

**PLAMADORE, RAY**  
WKBH, La Crosse, Wis.

**PLUMLEE, PAUL**  
KGLU, Safford, Ariz.

**POLLARD, PHIL**  
WFBC, Greenville, S. C.

**POLLOCK, BOB**  
WSB, Atlanta, Ga.

**POOLER, WALDO**  
WTAM, Cleveland, Ohio.

**PORTER, EARL**  
WIL, St. Louis, Mo.

**POULTON, CURT**  
WDZ, Tuscola, Ill.

**POWELL, KENNETH**  
WENY, Elmira, N. Y.

**PRESTON, MARLOWE**  
KGKL, San Angelo, Texas.

**PRICE, JAMES**  
WCAM, Camden, N. J.

**PROCTOR, ROBERT**  
WDAE, Tampa, Fla.

**PROVAN, BOB**  
WDRG, Hartford, Conn.

**PROVOL, GEORGE A.**  
KDYL, Salt Lake City, Utah.

**PRUD'HOMME, CAMERON**  
KGO-KPO, San Francisco, Calif.

**PUDNEY, EARLE**  
WBML, Macon, Ga.

**PURCELL, CHARLES W.**  
WCAO, Baltimore, Md.

**PURDY, RAI**  
CFRB, Toronto, Ont., Can.

**PYLE, J. HOWARD**  
KTAR, Phoenix, Ariz.

## — Q —

**QUALTROUGH, MORRISON**  
KR0D, El Paso, Texas, ranger.

## — R —

**RATIGAN, WM. C.**  
KOA, Denver, Colo.

**RAYNER, W.**  
CFRN, Edmonton, Alberta, Can.

**REA, ERNIE**  
WHAS, Louisville, Ky.

**REED, MILES**  
WCFL, Chicago, Ill.

**REID, JAMES W.**  
WFBC, Greenville, S. C.

**REID, LEWIS**  
Chateau Martin Wine spots.

**REID, MICHAEL**  
KVRS, Rock Springs, Wyo.

**REJERIAN, ARAM**  
KVEC, San Luis Obispo, Calif.

**REYNOLD, PAUL**  
WDBJ, Roanoke, Va.

**RIBBE, JOHN**  
KGO-KPO, San Francisco, Calif.

**RICCA, ERNIE**  
WWJ, Detroit, Mich.

**RICHARDS, ROBERT**  
WSPD, Toledo, Ohio.

**RICKER, BILL**  
WDEV, Waterbury, Vt.

**RILEY, LOWELL**  
WBNS, Columbus, Ohio.

**ROARK, C. A.**  
KRLH, Midland, Texas.

**ROBERTS, CLIFFORD**  
WHA, Madison, Wis.

**ROBERTS, HOWDY**  
WMT, Cedar Rapids-Waterloo, Iowa.

**ROBERTSON, BRUCE**  
KOAM, Pittsburgh, Kans.

**ROBERTSON, JAMES**  
WIBA, Madison, Wis.

**ROBINSON, MAX**  
WHO, Des Moines, Iowa.

**ROEHLING, JOSEPH**  
WGL-WOWO, Ft. Wayne, Ind.

**ROGERS, FAY**  
WOPI, Bristol, Tenn.

**ROSE, WILLIAM**  
WCAX, Burlington, Vt.

**ROSENBERG, ISRAEL**  
WFW, Brooklyn, N. Y.

**ROSS, DICK**  
KMO, Tacoma, Wash.

**ROWLAND, VIC**  
KVOE, Santa Ana, Calif.

**ROY, ARMAND**  
CKCV, Quebec, Que.

**RUGGLES, WALLACE**  
KGO-KPO, San Francisco, Calif.

**RUNNION, GUY**  
WKY, Oklahoma City, Okla.

**RUSHWORTH, J. E.**  
WEEL, Boston, Mass.

## — S —

**SAGUE, SAM**  
WMCA, A Step Towards Happiness.

**SANDERS, ERNIE**  
WHO, Des Moines, Iowa.

**SANFORD, BILL**  
KMJ, Fresno, Calif.

**SAUNDERS, WILLIAM**  
WLSL, Roanoke, Va.

**SCHMITTER, DEAN**  
KTBS-KWKH, Shreveport, La.

**SCHWARTS, BILL**  
KPWB, Los Angeles, Calif.

**SCHWARTZ, HAROLD**  
WNLC, New London, Conn.

**SCOGGINS, J. P.**  
WFAA, Dallas, Texas, Ar.

**SCOTT, A. D.**  
WENR-WMAQ, Chicago, Ill.

**SCOTT, MARTHA ANN**  
WCNC, Elizabeth City, N. C.

**SEARS, BILL**  
KUTA, Salt Lake City, Utah.

**SEXTON, JACK**  
WTAD, Quincy, Ill.

**SHACKLEY, GEORGE**  
NBC, National Vespers, National Radio Pulpit.

**SHAFFER, ROGER**  
WORD, WSPA, Spartanburg, S. C.

**SHARP, JACK**  
WCLS, Joliet, Ill.

**SHAYON, ROBERT L.**  
WOR, Newark, N. J.

**SHERDEMAN, TED**  
NBC, Brenthouse, Candid Lady, Studio S-4, Latitude Zero, Where and When, Hedda Hopper, Those We Love.

**SHURICK, EDDIE**  
WL0L, Minneapolis-St. Paul, Minn.

**SHUTE, JR., ELDEN H.**  
WCOU, Lewiston, Me.

**SIEVERS, ROBERT**  
WGL-WOWO, Ft. Wayne, Ind.  
WMB, Uniontown, Pa.

**SIMMONS, DAVE**  
KDYL, Salt Lake City, Utah.

**SIMMONS, PAUL**  
WGNY, Newburgh, N. Y. Simmons Singers.

**SINGLETON, KENNETH**  
WTRC, Elkhart, Ind.

**SKELTON, KENNETH W.**  
WDAE, Tampa, Fla.

**SKINNELL, J. F.**  
WMBG, Richmond, Va.

**SLAGLE, JOHN**  
WXYZ, Detroit, Mich.

**SLATTERY, E.**  
CKCH, Hull, Que., Can.

**SMITH, C.**  
CJAT, Trail, N. C., Can.

**SMITH, IAN**  
CBY-CBL, Toronto, Ont., Can.

**SMITH, J. EDWARD**  
WFBC, Greenville, S. C.

**SMITH, PHIL**  
WKPA, New Kensington, Pa.

**SMITH, WHEELER**  
KOL, Seattle, Wash.

**SMOCK, BOB**  
WIRE, Indianapolis, Ind.

**SNOW, BILL**  
WSGN, Birmingham, Ala.

**SNOWDEN, JR., WILLIAM A.**  
WTAL, Tallahassee, Fla.

**SNYDER, GEORGE**  
WHLS, Port Huron, Mich.

**SNYDER, RALPH**  
WLA-V, Grand Rapids, Mich.

**SNYDER, SAM**  
WHIS, Bluefield, W. Va.

**SOPER, HELENE**  
KTRI, Sioux City, Ia.

**SPARNON, KEN**  
WHEC, Rochester, N. Y.

**SPENCER, DON**  
WBLJ, Dalton, Ga.

**SPENCER, RONNY**  
KATE, Albert Lea, Minn.

**SPIEGLE, STANLEY**  
KKRO, Aberdeen, Wash.

**STANLEY, CLINTON**  
WENR-WMAQ, Chicago, Ill.

**STANLEY, JOHN**  
WNAC, Boston, Mass.

**STAPP, JACK**  
WCM, Nashville, Tenn.

## BACKSTAGE

### STARKS, PRICE

WINN, Louisville, Ky.

### STEELE, TED

CBS, Ted Steele Songs.

### STEFFY, GEORGE

WAAB, WNAC, Boston, Mass.

### STEPP, T. E.

KOA, Denver, Colo.

### STERNI, GIUSEPPE

WOV, New York, N. Y. La Rosa Program.

### STEVENS, CARLYLE

KTUL, Tulsa, Okla.

### STEVENS, HARMON

WHLS, Port Huron, Mich.

### STEWART, RALPH E.

WMBI, Chicago, Ill.

### STONE, SIDNEY

WOI, Ames, Iowa.

### STRAUSS, WILLIAM D.

WQXR, New York, N. Y.

### STRICKLER, EDDIE

KOAM, Pittsburg, Kans.

### STUCKWISH, M. H.

WSOY, Decatur, Ill.

### STUDEBAKER, G. S.

KUJ, Walla Walla, Wash.

### SULIVAN, DOROTHY

WAIM, Anderson, S. C.

### SUMMERS, L.T. THOMAS

WCAR, Pontiac, Mich.

### SUSSON, E. G.

CBS, Lady Esther Program.

### SUTTON, CLAUDE

CHLP, Montreal, Que., Can.

### SWEENEY, FLORENCE

CKCK, Regina, Sask., Can.

### SYMES, BERT

KLS, Oakland, Calif.

## — T —

### TALBOT, CLARENCE

KALE, Portland, Ore.

### TANNEHILL, HAROLD

KWRS, Rock Springs, Wyo.

### TAYLOR, CLAUDE

WLVA, Lynchburg, Va.

### TEDDIE, PETE

WRR, Dallas, Texas.

### TEDRICK, BILL

KWOC, Poplar Bluff, Missouri.

### TEELA, DICK

KRNT-KSO, Des Moines, Iowa.

### TEMPLE, GEORGE

CBY-CBL, Toronto, Ont., Can.

### TERRY, BILL

WSGN, Birmingham, Ala.

### THATCHER, JACK

KGY, Olympia, Wash.

### THATCHER, MARY E.

WCOP, Boston, Mass.

### THOMAS, HARRY

KGGM, Albuquerque, N. M.

### THOMAS, LARRY

WDAS, Philadelphia, Pa.

### THOMAS, TOMMY

KIRO, Seattle, Wash.

### THOMPSON, DON

KGO-KPO, San Francisco, Calif.

### THOMPSON, JOHNNY

WFAA, Dallas, Texas. Ar-ranger.

### THOMPSON, REO

CJCA, Edmonton, Alta., Can.

### THIBERG, HERMAN

WARM, Scranton, Pa.

### TINLEY, JR., G. HOWARD

WCAO, Baltimore, Md.

### TODD, ARTHUR

CKOC, Hamilton, Ont., Can.

### TOLLIVER, DON

WTMV, East St. Louis, Ill.

### TRACY, STERLING

KNX, Los Angeles, Calif.

### TREMBLE, SIDNEY

KSAL, Salina, Kans.

### TUCKER, EDWIN

WCAM, Camden, N. J.

### TUCKER, TOMMY

WTSP, St. Petersburg, Fla.

### TURNER, GLEN

CHAB, Moose Jaw, Sask., Can.

### TURNEH, HARRY

KOBH, Rapid City, S. D.

### TURNER, JIM

WLBJ, Bowling Green, Ky.

## — U —

### ULRICH, A. B.

WENR-WMAQ, Chicago, Ill.

### ULRICH, CARL

WAAF, Chicago, Ill.

### URQUHART, CHARLES

WMAQ-WENR, Chicago, Ill.

## — V —

### VANCE, KEN

WJHO, Opelika, Ala.

### VANDA, CHARLES

KNX, Los Angeles, Calif.

### VAN DRIEL, ROBERT

KGGM, Albuquerque, N. M.

### VAN HAAFTEN, BUD

KOB, Albuquerque, N. M.

### VAN SANT, HARRY

WNN, Louisville, Ky.

### VARES, GEORGE

WEDC, Chicago, Ill.

### VIDOL, WILLIAM

WGH, Newport News, Va.

### VON EGGER, HAROLD

KGKI, San Angelo, Texas.

### VOUTAS, GEORGE

WENR-WMAQ, Chicago, Ill.

## — W —

### WALL, GILBERT

WBEN, Buffalo, N. Y.

### WALLACE, JACK

KBRC, Abilene, Texas.

### WALLIS, EDWARD

WIP, Phil., Pa.

### WALLISER, BLAIR

WGN, Chicago, Ill.

### WALSH, ELAINE

CKNX, Wingham, Ont.

Kiddies' Party.

### WALTMAN, LA VELL

KROC, Rochester, Minn.

### WALTON, SIDNEY

NBC, Sidney Walton's Music.

### WARD, CHANNING (MRS.)

WRNL, Richmond, Va.

### WARD, DAVE

WKRC, Cincinnati, Ohio.

### WATKINS, DICK

KRGV, Westlaco, Texas.

### WATSON, JR., LOREN L.

WIS, Columbia, S. C.

### WEAVER, MEL

WDEV, Waterbury, Vt.

### WEGENER, DICK

KARM, Fresno, Calif.

### WELCH, HOMER

KEX-KGW, Portland, Oregon.

### WELLER, ROSS

WSAY, Rochester, N. Y.

### WELLS, JACK

CFQC, Saskatoon, Sask., Can.

### WERLING, RUPE

WIBG, Glenside, Pa.

### WERTZ, HOYT

WIBW, Topeka, Kans.

### WEST, PAUL

KSFO, San Francisco, Calif.

### WESTER, CARL

Woman in White, CBS. Road of Life, NBC-CBS.

### WETZEL, MAURICE

WMAQ-WENR, Chicago, Ill.

### WETZLER, JOSEPHINE

WMBD, Peoria, Ill.

### WHEELER, GEORGE

WRC-WMAA, Washington, D. C.

### WHITE, PAT

KWKH-KTBS, Shreveport, La.

### WHITE, ROBERT

WENR-WMAQ, Chicago, Ill.

### WHITESCARVER, WILDA

KCKN, Kansas City, Kans.

### WHITWORTH, RAY

KVWC, Vernon, Texas.

### WIDNEY, STAN

WHO, Des Moines, Iowa.

### WIGGINS, WALLACE

KVOE, Santa Ana, Calif.

### WIGHT, H. B.

WCAX, Burlington, Vt.

### WIKLUND, T. O.

CBY-CBL, Toronto, Ont., Can.

### WILBUR, CRANE

CBS, Big Town.

### WILDE, L.

WIF, St. Louis, Mo.

### WILHELM, GEORGE

KXRO, Aberdeen, Wash.

### WILKINSON, STEVEN

KMPC, Beverly Hills, Calif. Policewoman Christie.

### WILLIAMS, MARYNELL

WRNL, Richmond, Va.

### WILLIAMS, MILDRED E.

WTAL, Tallahassee, Fla.

### WILLIAMS, ROLLIE

KMOX, St. Louis, Mo.

### WILLIS, J. FRANK

CBY-CBL, Toronto, Ont., Can.

### WILSON, BOB

WADC, Akron, Ohio.

### WILSON, BOB

WGL-WOVO, Ft. Wayne, Ind.

### WILSON, FRED

WTAM, Cleveland, Ohio.

### WOLEVER, JACK J.

KWFC, Hot Springs, Ark.

### WOLFE, EDWIN

NBC, Pepper Young's Family.

### WOOD, BARRY

CKCK, Regina, Sask., Can.

### WOOLF, JOHN M.

KDYL, Salt Lake City, Utah.

### WORCESTER, CHARLES

WNAX, Yankton, S. D.

### WRIGHT, JOHN H.

WBZ-WBZA, Boston - Springfield, Mass.

### WRIGHT, MEL

KLO, Osdon, Utah.

### WYANT, DALLAS

WCMI, Ashland, Ky.

### WYLY, RUSSELL

WMBD, Peoria, Ill.

## — Y —

### YANDON, DEL

KPPY, Spokane, Wash. Ar-ranger. Morning Neighbors. This Woman's World, Studio Party. Swingstrumentalists, Swing Trio.

## — Z —

### ZELLNER, LESTER

WTRC, Elkhart, Ind.

### ZIEBARTH, E. W.

WLB, Minneapolis, Minn.

### ZINK, ALBERT

WEBR, Buffalo, N. Y.

### ZITCER, AL

KYA, San Francisco, Calif.



# MUSICAL DIRECTORS OF STATIONS



*—A Nation Wide Listing  
Arranged According to States  
and Stations.*

# MUSICAL DIRECTORS OF STATIONS IN THE UNITED STATES



## Alabama

Birmingham,  
 WAPI.....Clo McAlpin  
 WBRC.....Herbert C. Grieb  
 Decatur, WMSL.....John Boggess  
 Mobile, WALA.....Jack Lewis  
 Montgomery,  
 WCOV.....Weston Britt  
 WSFA.....E. Caldwell Stewart  
 Muscle Shoals, WMSD.....James Connolly  
 Tuscaloosa, WJRD.....Wilhelmina Quarles

## Arizona

Globe, KWJB.....Elgin McCarty  
 Phoenix,  
 KOY.....Alfred Becker  
 KTAR.....Paul Giroux  
 Prescott, KYCA.....Art Willcox  
 Safford, KGLU.....Alberta Hunt  
 Tucson, KTUC.....Keith Loftfield  
 Yuma, KYUM.....Irene Belzer

## Arkansas

Fort Smith, KFPW.....Afton Blake  
 Hot Springs, KWFC.....Doc Warren  
 Little Rock, KARK.....Paul Godt

## California

Berkeley, KRE.....Harold Hawley  
 Beverly Hills, KMPC.....Rex Corey  
 Chico, KHSL.....Earl Wright  
 Eureka, KIEM.....James Fasullo  
 Fresno, KARM.....Jack Clawson  
 Long Beach, KFOX.....Rolly Wray  
 Los Angeles,  
 KECA.....Claude Sweeten  
 KFAC.....Don Otis  
 KFI.....Claude Sweeten  
 KFWB.....Leon Leonardi  
 KHJ.....Dave Rose  
 KMTR.....Salvatore Santaella  
 KNX.....Lud Gluskin  
 KRKD.....Salvatore Santaella  
 Marysville, KMYC.....Robert Hambly  
 Oakland, KROW.....Edward House  
 Pasadena, KPPC.....Leon Hall  
 Sacramento,  
 KFBK.....George Breece  
 KROY.....Garland Schuler  
 San Diego, KGB.....George Bacon  
 San Francisco,  
 KFRG.....Cy Trobbe  
 KSFO.....Dick Aurandt  
 KYA.....Edward Fitzpatrick  
 San Jose, KQW.....Fred Ruegg  
 Santa Rosa.....Howard McCauley  
 Visalia, KTKC.....Jerry Irwin  
 Watsonville, KHUB.....Nana Taylor

## Colorado

Colorado Springs, KVOR.....Duane Osborn  
 Denver,  
 KLZ.....Les Weelans  
 KOA.....Milton Shrednik and Chester Smith  
 KVOD.....J. E. Finch

## Connecticut

Bridgeport, WICC.....Gus Meyers, Jr.  
 Hartford,  
 WDRC.....Sterling V. Couch  
 WHRT.....Charlotte Kaufman  
 WVIC.....Moshe Paranov  
 New Haven, WELI.....Marion J. Reynolds  
 New London, WNLC.....Richard Benvenuti  
 Waterbury, WATR.....Edith Lacco  
 Waterbury-New Haven, WBRY.....Waldo S. Newbury

## District of Columbia

Washington,  
 WINX.....Bob Callahan  
 WMAL.....Morgan Baer  
 WOL.....Frank Blair  
 WRC.....Morgan Baer

## Florida

Fort Meyers, WFTM.....Barbara Brady  
 Gainesville, WRUF.....Elizabeth Tew  
 Jacksonville, WJHP.....Fred Maurie  
 Lakeland, WLAK.....Elvan B. Wilson  
 Miami Beach, WKAT.....Betty Lee Taylor  
 Ocala, WTMC.....Charles Beresford, Jr.  
 Orlando, WDBO.....Walter D. Kimble  
 Panama City, WDLF.....Fred Phillips  
 Pensacola, WCOA.....Ray Rogers  
 St. Petersburg,  
 WSUN.....Edith Ginn  
 WTSP.....Keeta Martin  
 Tampa,  
 WDAE.....M. E. Plattner  
 WFLA.....Frank Grasso

## Georgia

Atlanta,  
 WATL.....Ken Keese  
 WGST.....Lola Wallace  
 WSB.....Earl Landis  
 August, WRDW.....Paul Reed  
 Brunswick, WMOG.....Herman Lange  
 Macon,  
 WBML.....Mary Hester Richardson  
 WMAZ.....Allie V. Williams  
 Savannah,  
 WSAV.....Electa Robertson  
 WTQC.....Dwight J. Bruce



• • • **MUSICAL DIRECTORS** • • •

**Idaho**

Boise, KIDO.....Vern Moore  
 Pocatello, KSEI.....Ruthe A. Fletcher  
 Twin Falls, KTFI.....Will E. Wright

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**Illinois**

Aurora, WMRO.....Mary Louise Brown  
 Chicago,  
 WAAF.....James Kozak  
 WBBM.....Caesar Petrillo  
 WCFL.....John F. Kelly  
 WEDC.....William P. Brady  
 WENR.....Roy Shield  
 WGES.....Irma Gareri  
 WGN.....Henry Weber  
 WJJD.....Ben Kanter  
 WMAQ.....Roy Shield  
 WSBC.....Dean Remick  
 Cicero, WHFC.....D. Volkow  
 Decatur, WSOY.....E. C. Doffenbaugh  
 East St. Louis, WTMV.....Doyle Blackard  
 Harrisburg, WEBQ.....Bernie Smith  
 Peoria, WMBD.....Jack Lyon  
 Rockford, WROK.....Florence L. Shugars  
 Rock Island, WHBF.....Lucia Thompson  
 Springfield, WCBS.....John Geil  
 Tuscola, WDZ.....Herbert L. Johnston  
 Urbana, WILL.....Lanson F. Demming

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**Indiana**

Elkhart, WTRC.....Ethel Geiss  
 Fort Wayne,  
 WGL.....Jeane Brown  
 WOWO.....Jeane Brown  
 Gary, WIND.....Bob Atcher  
 Hammond,  
 WHIP.....Reinhardt Elster  
 WJOB.....Joseph Gibbs Spring  
 Indianapolis,  
 WFBM.....Walter H. Reuleaux  
 WIBC.....Harry Adams  
 WIRE.....Harry Bason  
 Muncie, WLBC.....Carl Noble  
 New Albany,  
 WGRC (Louisville, Ky.).....Isabel Schroeder  
 South Bend,  
 WFAM.....Harlan Hogan  
 WSBT.....Harlan Hogan  
 Terre Haute, WBOW.....Leo Baxter

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**Iowa**

Ames, WOI.....Tolbert MacRae  
 Cedar Rapids & Waterloo,  
 WMT.....Douglas B. Grant  
 Davenport, WOC.....Pat Maynard  
 Decorah, KWLC.....Prof. Theodore Nickel  
 Des Moines,  
 KRNT.....Dick Teela  
 KSO.....Dick Teela  
 Dubuque, WKBB.....Gleason Kistler  
 Ottumwa, KBIZ.....Stan Corley  
 Shenandoah, KMA.....Faylon Geist  
 Sioux City, KSCJ.....Everret Timm

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**Kansas**

Coffeyville, KGGF.....Ozzie Osborne  
 Garden City, KIUL.....Dick Hamilton  
 Great Bend, KVBG.....Ray Beals

Kansas City, KCKN.....Ruth Royal  
 Pittsburg, KOAM.....Leota Helm  
 Salina, KSAL.....Al Thompson  
 Topeka, WIBW.....Maudie Shreffler  
 Wichita,  
 KANS.....Raymond Shelley  
 KFBI.....Frank Chiddin

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**Kentucky**

Louisville,  
 WAVE.....Clifford Shaw  
 WHAS.....Robert Hutsell  
 WINN.....M. K. McCarten  
 Owensboro, WOMI.....Lee C. Meredith  
 Paducah, WPAD.....Ernest Pell

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**Louisiana**

Alexandria, KALB.....John Pegues Kelley  
 Lafayette, KVOL.....Richard Haynes  
 Monroe, KMLB.....Melba Henry  
 New Orleans,  
 WSMB.....M. Sandi  
 WWL.....Irving Vidacovich

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**Maine**

Bangor, WABI.....Harold Dorr  
 Lewiston, WCOU.....Bertrand Cote  
 Portland, WCSH.....Wally Harwood

•  
**Maryland**

Baltimore,  
 WBAL.....Ruffino Iula  
 WCAO.....John Varney  
 WCBM.....Jack Rohr  
 WFBR.....Joseph Imbroglia  
 Frederick, WFMD.....Winston Shipley  
 Hagerstown, WJEJ.....Charles Casael

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**Massachusetts**

Boston,  
 WAAB.....Francis J. Cronin  
 WBZ & WBZA.....Avner Rakov  
 WCOP.....Sidney P. Reinherz  
 WEEI.....C. R. Hector  
 WHDH.....Kenneth Wilson  
 WMEX.....Alexander Thiede  
 WNAC.....Francis J. Cronin  
 WORL.....Robert N. Perry  
 Greenfield, WHAI.....Warren Greenwood  
 Springfield, WMAS.....Paul Pelletier  
 Worcester, WTAG.....Onell Smith

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**Michigan**

Detroit,  
 WJBK.....Sybil Krieghoff  
 WJR.....Samuel Benavia  
 WMBZ.....Herbert Mertz  
 WWJ.....Mische Kottler  
 WXYZ.....Benny Kyte  
 Flint, WFDF.....William Geyer  
 Grand Rapids,  
 WLAV.....Lew Stubman  
 WOOD-WASH.....Sandy Meek  
 Jackson, WIBM.....William Cizek  
 Lapeer, WMPC.....A. O. Voorheis  
 Port Huron, WHLS.....Lyle Patterson

• • • **MUSICAL DIRECTORS** • • •

**Minnesota**

Albert Lea, KATE.....Helen Davis  
 Duluth, WEBC.....John Kleive  
 Mankato, KYSM.....Maurice Piche  
 Minneapolis-St. Paul,  
 KSTP.....Leonard Leigh  
 WDGY.....Carl Johnson  
 WLB.....Leland B. Sateren  
 WLOL.....Verne Rooney  
 WMLN.....Lillian Jones  
 Northfield, WCAL.....Oscar R. Overby  
 Rochester, KRCC.....William Neville  
 Winona, KWNO.....Margaret Johnson

•  
**Mississippi**

Columbus, WCBI.....Annie Pearl Ferguson  
 Jackson, WSLJ.....George Philp  
 McComb, WSKB.....George Medaille

•  
**Missouri**

Cape Girardeau, KFVS.....Virginia Bahn  
 Clayton, KFCO.....Hilmar Rosenberg  
 Columbia, KFRU.....Carl Stepp  
 Kansas City, KMBC.....P. Hans Flath  
 Poplar Bluff, KWOC.....Lola Sechrest  
 St. Louis,  
 KMOX.....Ben Feld  
 KWK.....Al Sarli  
 KKOK.....Stanley W. Daugherty  
 WEW.....Ralph Stein  
 WIL.....Allister Wylie  
 Sedalia, KDRO.....William Dans

•  
**Montana**

Great Falls, KFBB.....Roseoe Kernan  
 Missoula, KGVO.....Margaret Castle  
 Wolf Point, KGCX.....Skeets Shaw

•  
**Nebraska**

Fremont, KORN.....Fred Christensen  
 Omaha, WOW.....Fred Ebener

•  
**New Hampshire**

Laconia, WLNH.....Sherwin Greenlaw  
 Manchester, WFEA.....Alfred Enzel

•  
**New Jersey**

Asbury Park, WCAP.....George Howard  
 Atlantic City, WFPG.....Harold Stephens  
 Camden, WCAM.....E. Nelson Layman  
 Jersey City, WHOM.....Joseph DeLuca  
 Newark, WOR.....Alfred Wallenstein  
 Zarephath, WAWZ.....Orland Wolfram

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**New Mexico**

Albuquerque,  
 KGGM.....Joe Salsburg  
 KOB.....Bud Nelson  
 Santa Fe, KVSE.....Paul McCallister

**New York**

Albany,  
 WABY.....Carl Miller  
 WOKO.....Carl Miller  
 Binghamton, WBNF.....Elizabeth Lamb  
 Brooklyn,  
 WARD.....Jeanette Fleischman  
 WBBR.....Karl Klein  
 WCNW.....Roger Wayne  
 WVFW.....Lillian Delson  
 Buffalo,  
 WBEN.....Robert Armstrong  
 WBNY.....Arthur Crosson  
 WEBR.....Robert Armstrong  
 Canton, WCAD.....H. Wellington Stewart  
 Elmira, WENY.....Harry Springer  
 Jamestown, WJTN.....John P. Lewis  
 Newburgh, WGNV.....Jack Stolesbury  
 New York,  
 WBNX.....Fred Mendelssohn  
 WEAJ.....Frank Black  
 WEYD.....Vladimir Heifetz  
 WHN.....Don Albert  
 WINS.....Hank Sylvan  
 WJZ.....Frank Black  
 WMCA.....Joe Rines  
 WNEW.....Merle Pitt  
 WNYC.....Herman Neuman  
 WQXR.....Eddy Brown  
 Niagara Falls, WHLD.....Ernie Whistler  
 Ogdensburg, WSLB.....Ted Jarvis  
 Olean, WHDL.....Elizabeth Brady  
 Plattsburg, WMFF.....Don Hart  
 Rochester,  
 WHEC.....Ken Sparnon  
 WSAJ.....Betty Brown  
 Syracuse,  
 WFBL.....Thelma MacNeil Curren  
 WOLF.....Rob Riddle  
 WSYR.....Victor Miller  
 Troy,  
 WHAZ.....A. Olin Niles  
 WTRY.....Tony Sharpe  
 Utica, WIBX.....Walter Griswold  
 White Plains, WFAS.....Ran Kaler  
 Woodside, WWRL.....Adolph Gobel

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**North Carolina**

Asheville, WWNC.....John Eversman  
 Charlotte, WSOC.....Boe Norris  
 Durham, WDNB.....Robert Stratton  
 Elizabeth City, WCNC.....Paul Moyle  
 Fayetteville, WFNC.....Bob Machat  
 Goldsboro, WGBR.....Mrs. John Morris  
 Greenville, WGTC.....J. D. Simpson, Jr.  
 Raleigh, WRAL.....William M. Parker  
 Wilmington, WMFD.....R. H. Bowden  
 Wilson, WGTN.....Alberta Carr  
 Winston-Salem,  
 WAIR.....Charles Keaton  
 WSJS.....Elsie Tuttle

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**North Dakota**

Devils Lake, KDLR.....Kermit Myhre  
 Grand Forks, KFJM.....Blanche Warnken  
 Mandan, KGCU.....Russ Kaber  
 Valley City, KOVC.....Arthur Lydell

• • • **MUSICAL DIRECTORS** • • •

**Ohio**

Akron, WJW.....Carl Ayers  
 Ashtabula, WICA.....Harold Leaman  
 Canton, WHBC.....James Minger  
 Cincinnati,  
 WCKY.....Rex Davis  
 WCO.....Jesse Walker  
 WKRC.....Ruth Lyons  
 WLW.....William Stoess  
 WSAI.....William Stoess  
 Cleveland,  
 WCLE.....Willard Pott  
 WGAR.....Walberg Brown  
 WHK.....Willard Pott  
 WTAM.....Lee Gordon  
 Columbus,  
 WBNS.....Lowell Riley  
 WHKC.....John Agnew  
 WOSU.....Ann Charles  
 Dayton,  
 WHIO.....Henry Lange  
 WING.....Charles Reeder  
 Mansfield, WMAN.....Earl Black  
 Zanesville, WHIZ.....James Minium

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**Oklahoma**

Ardmore, KVSO.....Dolly Dutton  
 Elk City, KASA.....F. Leon Deau  
 Enid, KCRC.....Mabel Waken  
 Oklahoma City,  
 KOCY.....Frances Lester  
 WKY.....Allan Clark  
 Tulsa,  
 KTUL.....Lillian Smithline  
 KVOO.....Joe O'Neill

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**Oregon**

Grants Pass, KUIN.....Harold Keibel  
 Portland,  
 KEX.....Abe Bereovitz  
 KGW.....Abe Bereovitz  
 KOIN.....Joseph Sampietro  
 KWJF.....Eddie McElroy

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**Pennsylvania**

Erie, WLEU.....Anthony Conti  
 Glenside, WIBG.....Douglas Arthur  
 New Castle, WKST.....A. W. Graham  
 Philadelphia,  
 WCAU.....Joey Kearns  
 WDAS.....Joseph Schreibman  
 WFIL.....Norman Black  
 WIP.....Joe Frassetto  
 WPEN.....Joseph Franzoza  
 Pittsburgh,  
 KDKA.....Bernie Armstrong  
 WCAE.....Earl Truxell  
 WJAS.....James Hughes  
 WWSW.....Walter E. Sickles  
 Scranton, WARM.....Edward Cusick  
 Uniontown, WMBS.....J. Sullivan Sages  
 Wilkes-Barre,  
 WBAX.....Ken Beghold  
 WBRE.....Louis Savitt

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**Rhode Island**

Providence,  
 WEAN.....Marion Thomas  
 WJAR.....Earl Shean  
 WPRO.....Edwin F. Drew

**South Carolina**

Anderson, WAIN.....Dan Ferguson  
 Charleston,  
 WCSC.....Thomas L. Means  
 WHMA.....Kenneth Dent  
 Columbia,  
 WCOS.....Virginia Hook  
 WIS.....Allyn Corris  
 Greenville, WFBC.....James Dawson  
 Spartanburg, WSPA.....Hal Moore  
 Sumter, WFIG.....Graham Caddell

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**South Dakota**

Watertown, KWAT.....Dorothy Vadakin  
 Yankton, WNAX.....Rex Hays

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**Tennessee**

Bristol, WOPI.....Fey Rogers  
 Chattanooga,  
 WAPO.....Jimmy Johnston  
 WDOO.....Bob Barrett  
 Cookeville, WHUB.....Willene Huddleston  
 Jackson, WTJS.....James Allen  
 Knoxville, WNOX.....Jerry Collins  
 Memphis, WMC.....Leonard McEwen  
 Nashville,  
 WLAC.....Charles Nagy  
 WSIX.....Thomas J. MacWilliams  
 WSM.....P. Brescia and Beasley Smith

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**Texas**

Amarillo,  
 KFDA.....Audre Lipscomb  
 KGNC.....Eddie Baumel  
 Austin, KNOW.....Margaret Johnston  
 Beaumont, KFDM.....George W. Caldwell  
 Big Spring, KBSF.....Lou Palmer  
 Dallas,  
 KRLD.....Hyman Charninsky  
 WFAA.....Karl Lampertz  
 WRR.....Murray Lambert  
 El Paso, KROD.....H. Arthur Brown  
 Fort Worth, KFJZ.....George McCullough  
 Houston, KPRC.....K. Burt Sloan  
 Laredo, KPAB.....Adalaide Bunn  
 Lubbock, KFYO.....Burnie Howell  
 Palestine, KNET.....Leland Adams  
 Pampa, KPDN.....Ken Bennett  
 Pecos, KIUN.....Paul Cox  
 Port Arthur, KPAC.....Jimmie Hart  
 San Angelo, KGKL.....Lynn Bigler  
 San Antonio,  
 K TSA.....Rex L. Preis  
 WOAI.....Dwight Bourn  
 Sherman, KRRV.....Louise Cobbler  
 Tyler, KGKB.....Pauline Park  
 Vernon, KVWC.....Ray Whitworth  
 Waco, WACO.....Mary Holiday  
 Wichita Falls, KWFT.....Luella Crouch

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**Utah**

Cedar City, KSUB.....Inez Corry  
 Ogden, KLO.....Ed Berry  
 Price, KEUB.....Jack Richards  
 Salt Lake City,  
 KDYL....."By" Woodbury  
 KSL.....Gene Halliday  
 KUTA.....Paul Alexander

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• • •      **MUSICAL DIRECTORS**      • • •

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**Vermont**

Waterbury, WDEV.....Mal Weaver

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**Virginia**

Danville, WBTV.....Earl Hotaling  
Newport News, WGH.....Willby Goff  
Norfolk, WTAR.....Henry Cowles Whitehead  
Richmond,  
    WBBL.....M. A. Sltton  
    WMBG.....J. Yellen  
    WRVA.....E. D. Naff  
Roanoke,  
    WDBJ.....Mary Henson  
    WSLS.....John Kirk  
Suffolk, WLPM.....Ken Beavers

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**Washington**

Aberdeen, KXRO.....Stan Spiegle  
Everett, KRKO.....P. A. Mudgett  
Longview, KWLK.....Dorothy Atkinson  
Seattle,  
    KOL.....Don Isham  
    KRSC.....Jack Meves  
Spokane,  
    KFPY.....James B. Clark  
    KHQ.....Earl Shinkoskey  
Tacoma,  
    KMO.....Marion Kay  
    KVI.....Jane Powers  
Walla Walla, KUJ.....Roy Dorr  
Yakima, KIT.....Maryalyce Adkins

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**West Virginia**

Bluefield, WHIS.....Gibson Morrissey  
Clarksburg, WBLK.....Don McWhorter  
Fairmont, WMMN.....Henry Gruner  
Huntington, WSAZ.....Frank Knutti  
Logan, WLOG.....Quinnelle Vann  
Morgantown, WAJR.....Elsie Thomas  
Parkersburg, WAPR.....Sarah L. Heermans Heck  
Welch, WBRW.....Joe Herget  
Williamson, WBTH.....Freda Wikehart

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**Wisconsin**

Fond du Lac, KFIZ.....Lucille Fairbanks  
Green Bay, WTAQ.....Herman Daumler  
La Crosse, WKBH.....Gene Mendez  
Madison,  
    WHA.....Frederick Fuller  
    WIBA.....Leon Persson  
Marinette, WNAM.....P. F. Skinner  
Milwaukee,  
    WEMP.....Florence B. Kelly  
    WISN.....Elmer Krebs  
    WTMJ.....William J. Benning  
Wausau, WSAU.....Vern Peterson

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**Wyoming**

Cheyenne, KFBC.....Del Brandt

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**Alaska**

Fairbanks, KFAR.....Don Adler

**Territory of Hawaii**

Honolulu, KGMB.....Al Kealoha Perry

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**Puerto Rico**

Mayaguez, WPRA.....Celso Torres

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**CANADA**

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**Alberta**

Alberta,  
Calgary, CFAC.....J. Toulson  
Edmonton,  
    CFRN.....R. Jacobs  
    CJCA.....R. Taylor  
Grande Prairie, CFGP.....Jack Soars

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**British Columbia**

Chilliwack, CHWK.....Jack Bartindale  
Kamloops, CFJC.....B. P. Cuff  
Kelowna, CKOV.....R. E. Misener  
Vancouver,  
    CJOR.....Wallie Peters  
    CKMO.....R. Wright  
    CKWX.....F. C. Bass

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**Manitoba**

Winnipeg,  
    CJRC.....W. Wilson  
    CKY.....P. H. Richardson

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**Nova Scotia**

Halifax, CHNS.....R. L. Fry  
Sydney, CJCB-CJCX.....Mrs. A. F. McKinnon

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**Ontario**

Hamilton, CKOC.....Cyril Hampshire  
North Bay, CFCH.....J. McLaren  
Ottawa, CBO.....G. E. Whitteten  
Owen Sound, CFOS.....Marie Keenan  
St. Catharines, CKTB.....W. G. Adamson  
Stratford, CJCS.....C. Trethewey  
Sudbury, CKSO.....William Valentine  
Timmins, CKGB.....Ted Earle  
Toronto, CFRB.....Roy Locksley  
Wingham, CKNX.....Harold Victor Pym

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**Quebec**

Hull, CKCH.....A. Groulx  
Montreal, CKAC.....Henri Letondal  
Quebec,  
    CBV.....J. M. Beaudet  
    CHRC.....Gaston Voyer  
    CKCV.....Edwin Belanger  
Rouyn, CKRN.....John Hogue

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**Saskatchewan**

Moose Jaw, CHAB.....J. S. Boyling  
Prince Albert, CKBI.....G. Dobson  
Regina,  
    CJRM.....Sam H. Hillier  
    CKCK.....Ross McRae  
Saskatoon, CFQC.....Cy Cairns

# Rules And Regulations Of F. C. C. Regarding Production By Radio Broadcast Stations

*As of January 1, 1941*

## GENERAL

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 shall be notified in writing immediately after the emergency develops.

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.)

If the license of a station specifies the hours of operation, the schedule so specified shall be adhered to except as otherwise prescribed in the rules herein stated.

### Share-Time Stations

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 rule the file mark of the Commission will be affixed thereto, 1 copy will be retained by the Commission, 1 copy forwarded to the inspector in charge, and 1 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 sta-

tions unless specifically authorized by the terms of the license.

For the purpose of determining the proportionate division of time of the broadcast day for sharing time stations one night hour shall be considered the equivalent of two day hours.

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 the rule of operation during experimental periods herein stated. Time sharing agreements for operation during the experimental period need not be submitted to the Commission.

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.

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 application for renewal 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.

### Limited Time Stations

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.

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 1 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 these rules.

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.

### **Material Term of License Violations**

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.

All references herein to standard time or local standard time refer to local standard time as determined and fixed by the Interstate Commerce Commission.

### **Time Changes**

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 sunset, local standard time shall be observed and in no event shall a station licensed for daytime only operate on regular schedule prior to 6 a.m. local standard time or shall a station licensed for greater daytime power than nighttime power operate with the daytime

power prior to 6 a.m. local standard time.

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 locations of some of these stations.

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.

### **Station License**

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.

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.

The licensed operator on duty and in charge of a standard 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.

### **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**

a. An entry of the time each station identification announcement (call letters and location) is made.

b. 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.

c. An entry showing that each sponsored program broadcast has been announced as sponsored, paid for, or furnished by the sponsor.

### **B. In the Operating Log**

a. An entry of the time the station begins to supply power to the antenna, and the time it stops.

b. An entry of the time the program begins and ends.

c. An entry of each interruption to the carrier wave, its cause and duration.

d. An entry of the following each 30 minutes:

- (1) Operating constants of last radio stage (total plate current and plate voltage).
- (2) Antenna current.
- (3) Frequency monitor reading.
- (4) Temperature of crystal control chamber if thermometer is used.

e. Log of experimental operation during experimental period (If regular operation is maintained during this period, the above logs shall be kept).

- (1) 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.

Logs of standard broadcast stations shall be retained by the licensee for a period of two years except when required to be retained for a longer period in accordance with the provisions of the rules pertaining to logs involving communications incident to a disaster or incidents to or involved in an investigation by the Commission and concerning which the licensee has been notified, in which case they shall be retained by the licensee until specifically authorized in writing by the Commission to destroy them; Provided, further. That 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.

### **Station Identification**

A licensee of a standard broadcast station shall make station identification announcement (call letters and location) at the beginning and ending of each time of operation and during operation on the hour and half hour as provided below:

Such identification announcement during operation need not be made when to make such announcement would interrupt a single consecutive speech, play, religious service, symphony concert or operatic production of longer duration than thirty minutes. In such cases the identification announcement shall be made at the first interruption of the entertainment continuity and at the conclusion of such program.

In case of variety show programs, baseball game broadcasts, or similar programs, of longer duration than thirty minutes, the identification announcement shall be made within five minutes of the hour and half hour.

In case of all other programs (except provided in the rules stated herein) the identification announcement shall be made within two minutes of the hour and half-hour.

In making the identification announcement, the call letters shall be given only on the channel of the station identified thereby.

### **Mechanical Reproduction**

Each broadcast program consisting of a mechanical record, or a series of mechanical records, shall be announced in the manner and to the extent set out below:

1. A mechanical record, or a series thereof, of longer duration than thirty minutes, shall be identified by appropriate announcement at the beginning of the program, at each thirty minute interval, and at the conclusion of the program; provided, however, that the identifying announcement at each thirty minute interval is not required in case of a mechanical record consisting of a single, continuous, uninterrupted speech, play, symphony, concert or operatic production of longer duration than thirty minutes;
2. A mechanical record, or a series thereof, of a longer duration than five minutes and not in excess of thirty minutes, shall be identified by an appropriate announcement at the beginning and end of the program;
3. A single mechanical record of a duration not in excess of five minutes, shall be identified by appropriate announcement immediately preceding the use thereof;
4. In case a mechanical record 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 record is required.
5. The identifying announcement shall accurately describe the type of me-

chanical record used, i.e., where a transcription is used it shall be announced as a "transcription" or an "electrical transcription" and where a phonograph is used it shall be announced as a "record."

### **Rebroadcast Programs**

(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. (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.)

(b) The licensee of a standard broadcast station may, without further authority of the Commission, rebroadcast the program of a United States standard 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. (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 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).

(c) The licensee of a standard broadcast station may, without further authority of the Commission, rebroadcast a non-commercial program of an international 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.

(d) No licensee of a standard 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.

(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 station originating 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 thereof."

### **Political Broadcasting**

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. The following definitions shall apply for the purpose of this rule: a. 'A legally qualified candidate' means any person who has met all the requirements prescribed by local, state or federal authority, as a candidate for the office which he seeks, whether it be municipal, county, state or national, to be determined according to the applicable local laws. b. 'Other candidates for that office' means all other legally qualified candidates for the same public office.

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 discriminations in charges, practices, regulations, facilities or services for or in connection with 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.

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 disposition of such requests.





P R O G R A M S  
O F 1 9 4 0



*Major Networks*

**COMMERCIAL**



*Major Networks*

**SUSTAINING**



*Outstanding Local Programs*

*of Stations Everywhere*

# A COMPLETE LISTING OF MAJOR NETWORK — COMMERCIAL PROGRAMS OF 1940 —

Following is a complete listing of all national network commercial programs heard during the twelve-month period ending Jan. 1, 1941. Listing includes in addition to the program title, network, sponsor, product and agency handling the account. Compiled through the cooperation of NBC, CBS and MBS. Abbreviations: PC, Pacific Coast; LS, Locally Sponsored.

A

ADVERTISER and PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Acme White Lead and Color Works Paints & Lin-x	Smilin' Ed McConnell	NBC—Red	Henri Hurst & McDonald
Adam Hat Stores Hats	Boxing Boutts (Madison Square Garden and Outdoor)	NBC—Blue	Glicksman Advertising Co.
Affiliated Products, Inc. Edno Wallace Hopper and Louis Philippe, Cosmetics	The Romance of Helen Trent	CBS	Blackett-Sample-Hummert
Air Conditioning Training Corp. Correspondence School	Happy Jim Parsons Sidney Walton, Music	NBC—Blue NBC—Blue	National Classified Advertising Agency National Classified Advertising Agency
Albers Bros. Milling Co. Cereals	No Greater Glory Voice of Experience Adventures of Dr. Hunt Mine To Cherish	NBC—PC NBC—PC CBS—PC NBC—PC	Erwin, Wasey & Co. Erwin, Wasey & Co. Erwin, Wasey & Co. Erwin, Wasey & Co.
American Bird Products, Inc. Bird Food	American Radio Warblers	MBS	Weston-Barnett
American Economic Foundation Institutional	Wake Up America	MBS	Bayless-Kerr Co.
American National Bank of Denver Banking	Fulton Lewis, Jr.	MBS—LS	Raymond Keane Advertising Agency
American Oil Co. Gas and Oil	The Human Side of the News The Preakness (Horse Race)	CBS NBC—Red	Joseph Katz Co. Joseph Katz Co.
American Safety Razor Co. Razor Blades	Wythe Williams, As The Clock Strikes	MBS	Federal Advertising Agency

ADVERTISER and PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
American Tobacco Co. Lucky Strike Cigarettes	<b>Your Hit Parade</b> <b>Kay Kyser's College of Musical Knowledge</b> <b>Information Please</b>	CBS NBC—Red and MBS NBC—Red	Lord & Thomas Lord & Thomas Lord & Thomas
American Tobacco Co. Half & Half Tobacco	<b>Ben Bernie and All the Lads</b>	CBS	Young & Rubicam
Anacin Co. Anacin	<b>Our Gal, Sunday Easy Aces</b> <b>Just Plain Bill</b>	CBS NBC—Blue NBC—Red and Blue	Blackett-Sample-Hummert Blackett-Sample-Hummert Blackett-Sample-Hummert
Atlantic Refining Co. Gos & Oil	<b>Football Broadcasts</b>	CBS	N. W. Ayer & Son
Axton Fisher Tobacco Co. Twenty Grand Cigarettes	<b>Bob Garred</b>	CBS—PC	McCann-Erickson, Inc. and Weiss & Geller

## B

B. T. Babbitt Co. BAB-O Cleaner	<b>David Harum</b>	NBC—Red	Blackett-Sample-Hummert and Maxon, Inc.
Bank of America National Banking Service	<b>Passing Parade</b>	NBC—PC	Charles R. Stuart, Advertising
Trust & Saving Association Loans	<b>John Nesbitt</b>	NBC—PC	Charles R. Stuart, Advertising
Barnett Fuel Co. Cool	<b>The Shadow</b>	MBS—LS	Direct
Barnsdall Refining Co. Gas & Oil	<b>Fulton Lewis, Jr.</b>	MBS—LS	George F. Racette
Bathasweet Corp.	<b>Bob Garred Reporting</b>	CBS—PC	H. M. Kiesewetter Advertising Agency
Bayer Co. Aspirin	<b>Second Husband</b> <b>American Album of Familiar Music</b> <b>Young Widdler Brown</b>	CBS NBC—Red NBC—Red	Blackett-Sample-Hummert Blackett-Sample-Hummert Blackett-Sample-Hummert
Bayuk Cigars, Inc. Phillies	<b>Inside of Sports (Sam Baliter and Jack Stevens, Commentators)</b>	MBS	Ivey & Ellington
Beatrice Creameries Dairy Products	<b>Keep Fit to Music</b>	MBS	Lord & Thomas

ADVERTISER and PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Paul F. Beich Co. Candy	<b>Peter Quill</b>	MBS	N. W. Ayer & Son
Bell & Co. Bell-Ans	<b>Cowboy Songs by Red River Dave</b>	MBS	Anderson, Davis & Platte
The Bell Telephone System Telephone Service	<b>The Telephone Hour</b>	NBC—Red	N. W. Ayer & Son
Better Speech Institute of America Educational Service	<b>Speak Up America</b>	NBC—Blue	McJunkin Advertising Co.
The Best Foods, Inc. Nucoa, Hellman's	<b>We The Abbotts</b>	CBS	Benton & Bowles
Bisodol Co. Bisodol	<b>Mr. Keen, Tracer of Lost Persons Just Plain Bill</b>	NBC—Blue NBC—Red and Blue	Blackett-Sample-Hummert Blackett-Sample-Hummert
Blue Jay Manufacturing Co.	<b>The Lone Ranger</b>	MBS—LS	Direct
Bowey's Inc. Chocolate Milk	<b>News and Rhythm</b>	CBS	Sorensen & Co.
Bowman-Warne Electrical Appliance Dealer	<b>Fulton Lewis, Jr.</b>	MBS—LS	Direct
A. S. Boyle Co. Old English Wax	<b>John's Other Wife</b>	NBC—Red and Blue	Blackett-Sample-Hummert
Bristol-Myers Co. Vitolis	<b>For Men Only The Vitalis Program Starring George Jessel Mr. District Attorney</b>	NBC—Red NBC—Red NBC—Red	Pedlar & Ryan Pedlar & Ryan
Bristol-Myers Co. Ipono, Sal Hepatica	<b>The Fred Allen Show Abbott and Costello Time to Smile</b>	NBC—Red NBC—Red NBC—Red	Pedlar & Ryan Young & Rubicam Young & Rubicam Young & Rubicam
Brown & Williamson Tobacco Corp. Avalon Cigarettes	<b>Avalon Time Home Town Show Boat</b>	NBC—Red NBC—Blue and PC NBC—Red and Blue	Russell M. Seeds Co. Russell M. Seeds Co.
Brown & Williamson Tobacco Corp. Big Ben Tobacco	<b>Renfro Valley Folks</b>	NBC—Red	Russell M. Seeds Co.
Brown & Williamson Tobacco Corp. Bugler Cigarettes	<b>Plantation Party</b>	NBC—Red and Blue	Russell M. Seeds Co.

ADVERTISER and PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Brown & Williamson Tobacco Corp. Raleigh Cigarettes and Tobacco	Home Town Uncle Walter's Dog House Paul Sullivan Reviews the News Wings of Destiny	NBC—Red NBC—Red CBS NBC—Red	Russell M. Seeds Co. Russell M. Seeds Co. Batten, Barton, Durstine & Osborn Russell M. Seeds Co.
Brown & Williamson Tobacco Corp. Wings Cigarettes			
Cal Aspirin Corp. Cal Aspirin	Amanda of Honeymoon Hill	NBC—Blue	Blackett-Sample-Hummert
California Fruit Growers Exchange Citrus Fruits	Sunkist Presents Hedda Hopper's Hollywood	CBS	Lord & Thomas
Campana Sales Co. Toiletries	First Nighter Grand Hotel	CBS CBS	Aubrey, Moore & Wallace Aubrey, Moore & Wallace
Campbell Soup Co. Soup, Beans, Tomato Juice	Brenda Curtis Campbell Playhouse Amos n' Andy Campbell's Short Short Story Life Begins Martha Webster Charlie and Jessie Fletcher Wiley	CBS CBS CBS CBS CBS CBS CBS CBS and CBS—PC	Ward Wheelock Co. Ward Wheelock Co. Ward Wheelock Co. Ward Wheelock Co. Ward Wheelock Co. Ward Wheelock Co. Ward Wheelock Co. Ward Wheelock Co.
Campbell Soup Co. Spaghetti, Macaroni	Lanny Ross	CBS	Ruthrauff & Ryan, Inc.
Canada Dry Ginger Ale, Inc. Beverages	Information Please	NBC—Blue	J. M. Mathes, Inc.
Canadian Railways Association Travel	Canadian Holiday	NBC—Blue	Direct
John B. Canepa Co. Macaroni Products	Melody Street	MBS	J. Edward Long Advertising Service
Cardinet Candy Co. Candy	Night Editor	NBC—PC	Tomaschke-Elliott, Inc.
Carnation Co. Milk	Contented Program Arthur Godfrey	NBC—Red MBS	Erwin, Wasey & Co. Erwin, Wasey & Co.

ADVERTISER and PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Chamberlain Laboratories Hand Lotion	Serenade to Loveliness Program	NBC—Red and PC	L. W. Ramsey Co.
Chemicals, Inc. Vano House Cleaner	Anson Weeks' Orchestra	CBS	L. W. Ramsey Co.
Chesebrough Manufacturing Co. Vaseline Preparations	Just Between Friends	NBC—PC	Botsford, Constantine & Gardner
Chocolate Products Co. Syrups	Dr. Christian	CBS	McCann-Erickson
Chrysler Sales Corp. Motor Cars	Stillicious Kids Quizeroo	CBS—PC	The McCord Co.
Cities Service Co. Gas and Oil	Major Bowes Original Amateur Hour	CBS	Ruthrauff & Ryan, Inc.
Harold Clapp, Inc. Baby Food	Cities Service Concert	NBC—Red	Lord & Thomas
Coca Cola Co. Beverage	Mother of Mine	NBC—Blue	Young & Rubicam
Colgate-Palmolive-Peet Co. Dental Products	Pause That Refreshes on the Air	CBS	D'Arcy Advertising Co.
Colgate-Palmolive-Peet Co. Cashmere Bouquet, Halo	Stepmother	CBS	Sherman & Marquette
Colgate-Palmolive-Peet Co. Shaving Cream	Colgate Ask-It-Basket Gang Busters	CBS	Benton & Bowles
Colgate-Palmolive-Peet Co. Palmolive Soap	Wayne King Orchestra	CBS	Benton & Bowles
Colgate-Palmolive-Peet Co. Super Suds Products	Sports Newsreel of the Air Strange As It Seems	NBC—Blue CBS	Sherman & Marquette Benton & Bowles
Colgate-Palmolive-Peet Co. Octagon Products	Hilltop House	CBS	Benton & Bowles
Colonial Dames, Inc. Cosmetics	Myrt and Marge Ellen Randolph	CBS NBC—Red	Benton & Bowles Benton & Bowles
Columbia Recording Corp. Records	Woman of Courage	CBS	Benton & Bowles
	Return to Romance Beauty Explorer Find the Woman	CBS—PC CBS—PC CBS—PC	Glasser Advertising Agency Glasser Advertising Agency Bass-Luckoff, Inc.
	Young Man With a Band	CBS	Direct

ADVERTISER and PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Commercial Credit Co. Auto Finance Service	<b>Bob Trout</b>	CBS	O'Dea, Sheldon & Canaday
Consolidated Chemical Co. Yeast Foam	<b>Hidden Stars</b>	NBC—Blue	Stack-Goble Advertising Agency
Continental Baking Co. Bakery Products	<b>Pretty Kitty Kelly Sky Blazers Your Marriage Club</b>	CBS CBS CBS	Benton & Bowles Benton & Bowles Benton & Bowles
Corn Products, Sales Co. Kre-mel, Linit, Koro, Argo, Mazola	<b>Society Girl</b>	CBS	C. L. Miller Co.
Cortland Baking Co. Bakery Products	<b>The Lone Ranger</b>	MBS—LS	Flack Advertising Agency
Cudahy Packing Co. Old Dutch Cleanser	<b>Bachelor's Children</b>	CBS and MBS	Roche, Williams & Cunningham and Blackett-Sample-Hummert
Summer Products Co. Energin	<b>Manhattan At Midnight What Would You Have Done?</b>	NBC—Blue NBC—Blue	Young & Rubicam Stack-Goble Advertising Co. and Young & Rubicam
Summer Products Co. Molle Shaving Cream	<b>Paul Wing's Spelling Bee Battle of the Sexes</b>	NBC—Red NBC—Red	Stack-Goble Advertising Agency Young & Rubicam
Curtis Candy Co. Candy Bars	<b>Cash on Delivery</b>	MBS	C. L. Miller Co.
<b>D</b>			
Delaware, Lackawanna & Western Coal Co. Blue Coal	<b>The Shadow</b>	MBS	Ruthrauff & Ryan
William DeMuth & Co. Smokers' Articles	<b>Red Barber Sports Review</b>	MBS	Grey Advertising Agency
Detroit Bible Class Religious	<b>Detroit Bible Class</b>	MBS	Aircasters, Inc.
Detroitla Corp. Radios	<b>Fulton Lewis, Jr.</b>	MBS	Direct
<b>E</b>			
E. I. Du Pont de Nemours & Co. Institutional	<b>Cavalcade of America</b>	NBC—Red and Blue	Batten, Barton, Dursfaine & Osborn

ADVERTISER and PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
El Posa County Board of Development Development	<b>Sun Carnival</b>	MBS	Mithoff & White
Emerson Drug Co. Bromo-Seltzer	<b>Ben Bernie</b>	NBC—Blue	Ruthrauff & Ryan
Emerson Radio & Phonograph Co. Radios	<b>Elliott Roosevelt</b>	MBS	Grady & Wagner
Ethyl Gasoline Corp. Ethyl Gas	<b>Tune Up Time</b>	CBS	Batten, Barton, Durstine & Osborn
Eversharp, Inc. Pen and Pencils	<b>Take It Or Leave It</b>	CBS	The Blow Company
Falcon Refinery of Great Bend	<b>Fulton Lewis, Jr.</b>	MBS—LS	Direct
Falls City Brewing Co. Brewery	<b>Fulton Lewis, Jr.</b>	MBS—LS	Albert Frank-Guenther Law, Inc.
Felber Biscuit Co. Bakery Products	<b>The Lone Ranger</b>	MBS—LS	Direct
Fels & Co. Soap Products	<b>Hobby Lobby</b>	CBS	Young & Rubicam
H. Fendrich, Inc. Cigars	<b>Smoke Dreams</b>	NBC—Red	Ruthrauff & Ryan
Fidelio Brewery, Inc. Brewery	<b>News—Floyd Mack</b>	MBS	Dillingham, Livermore & Durham, Inc.
Firestone Tire & Rubber Co. Tires and Tubes	<b>The Voice of Firestone</b>	NBC—Red	Sweeney & James
F. W. Fitch Co. Shampoo	<b>Fitch Bandwagon</b> <b>Fitch Summer Bandwagon</b>	NBC—Red NBC—Red	L. W. Ramsey Co. L. W. Ramsey Co.
Florida Citrus Commission Citrus Fruits	<b>Mary Margaret McBride</b>	CBS	Arthur Kudner, Inc.
Food & Beverage Broadcasters Assn. Gloss Containers	<b>I Want A Divorce</b>	NBC—Red	Brisacher, Davis & Staff
Ford Motor Co. Motor Cars	<b>Sunday Evening Hour</b> <b>Ford Summer Hour</b>	CBS CBS	N. W. Ayer & Son & McCann-Erickson N. W. Ayer & Son
I. J. Fox Co. Furs	<b>The Lamplighter</b>	MBS—LS	Stanley Kay Advertising Agency





ADVERTISER and PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
General Baking Co. Bond Bread	Professor Puzzlewit	NBC—PC	Long Advertising Service
General Cigar Co. White Owl Cigars, Van Dyck Cigars	The Lone Ranger	MBS	Batten, Barton, Durstine & Osborn
General Electric Co. Lamps	Raymond Gram Swing Answer Man	MBS	J. Walter Thompson Co. Federal Advertising Agency
General Foods Corp. Grape Nuts Products	Hour of Charm	NBC—Red	Batten, Barton, Durstine & Osborn and Foster & Davies
General Foods Corp. Jello Products	Kate Smith Hour Kate Smith Speaks We, The People	CBS	Young & Rubicam
General Foods Corp. Moxwell House Coffee	The Jello Program, starring Jack Benny The Aldrich Family	CBS	Young & Rubicam
General Foods Corp. Diamond Crystal Salt, Calumet, Swansdown	Goods News of 1940 and Maxwell House Coffee Time	NBC—Blue and Red	Young & Rubicam
General Foods Corp. Lo France, Sofina, Minute Tapioca	Kate Hopkins	NBC—Red	Benton & Bowles
General Foods Corp. Postum	Kate Smith Speaks	CBS	Benton & Bowles
General Foods Corp. Post Toasties and Bran Flakes	Joyce Jordan	CBS	Benton & Bowles
	My Son and I	CBS	Young & Rubicam
	We, the People	CBS	Young & Rubicam
	Lum and Abner Second Wife	CBS	Young & Rubicam
	Young Dr. Malone	CBS	Young & Rubicam
	Elmer Davis	CBS and NBC—Blue	Young & Rubicam
	Portia Face Life	CBS	Benton & Bowles

ADVERTISER and PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
General Mills, Inc. Corn Kix	<b>Billy &amp; Betty Light of the World</b>	CBS NBC—Red and Blue	Blackett-Sample-Hummert Blackett-Sample-Hummert
General Mills, Inc. Flour	<b>Beat The Band Arnold Grimm's Daughter</b>	NBC—Red NBC—Red and Blue	Blackett-Sample-Hummert Blackett-Sample-Hummert
	<b>Grouch Club</b>	NBC—Red	Blackett-Sample-Hummert
	<b>Caroline's Golden Store Betty Crocker</b>	CBS NBC—Red and Blue	Blackett-Sample-Hummert Blackett-Sample-Hummert
	<b>Arnold Grimm's Daughter</b>	NBC—Red and Blue	Blackett-Sample-Hummert
	<b>Valiant Lady</b>	NBC—Red and Blue	Knox Reeves Advertising
	<b>Hymns of All Churches</b>	NBC—Red and Blue	Blackett-Sample-Hummert
	<b>Beyond These Valleys</b>	CBS	Blackett-Sample-Hummert
General Mills, Inc. Wheaties	<b>Jack Armstrong By Kathleen Norris</b>	NBC—Red CBS and NBC—Red	Knox Reeves Advertising Knox Reeves Advertising
General Petroleum Corp. Gas & Oil	<b>Sam Hayes Football Forecasts</b>	CBS—PC	Smith & Drum
D. Ghirardelli & Co. Chocolate and Chocolate Drink	<b>One-Man Theatre</b>	CBS—PC	Erwin, Wasey & Co.
Gillette Safety Razor Co. Shaving Accessories	<b>Orange Bowl Football Game Sugar Bowl Football Game Kentucky Derby Elmer Davis World Series Fulton Lewis, Jr. National Professional Football Play-Off Broadcasts</b>	CBS NBC—Blue CBS CBS MBS MBS—LS MBS	Maxon, Inc. Maxon, Inc. Maxon, Inc. Maxon, Inc. Maxon, Inc. Maxon, Inc. Maxon, Inc.
Gordon Baking Co. Silvercup Bread	<b>One of the Finest</b>	NBC—Blue	Young & Rubicam
Gospel Broadcasting Association Religious	<b>Old Fashioned Revival</b>	MBS	R. H. Alber & Co.
Great Atlantic & Pacific Tea Co. Food Stores	<b>Musico</b>	CBS	Paris & Peart

ADVERTISER and PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Greyhound Lines Bus Transportation	<b>This Amazing America</b>	NBC—Blue	Beaumont & Holman
Griffin Manufacturing Co. Shoe Cleaner	<b>Who Knows?</b>	MBS	Birmingham, Castleman & Pierce
Griswold Manufacturing Co. Kitchen Utensils	<b>J. Alden Edkins, Songs</b>	NBC—Blue	Direct
Grove Laboratories Bromo Quinine	<b>Adventures of Sherlock Holmes</b>	NBC—Blue and PC	Stack-Goble Advertising Agency and Russell M. Seeds Co.
Charles Gulden Mustard	<b>Serenaders</b>	NBC—Blue	Charles W. Hoyt Co.
Gulf Oil Co. Gas & Oil	<b>Screen Guild Theatre</b> <b>The Adventures of Ellery Queen</b>	CBS CBS	Young & Rubicam Young & Rubicam



Hall Brothers, Inc. Greeting Cards	<b>Tony Wons Radio Scrapbook</b>	NBC—Red	Henri, Hurst & McDonald
Hamlin Red Cross Drug Store	<b>Fulton Lewis, Jr.</b>	MBS—LS	Direct
Hartz Mountain Products Co. Bird Food	<b>Hartz Mountain Singing Canaries</b>	MBS	G. H. Hartman Co.
Hastings Clothing Store	<b>Fulton Lewis, Jr.</b>	MBS—LS	Direct
Hawaiian Pineapple Co. Dole Pineapple Juice & Fruit	<b>Al Pearce and His Gang</b>	CBS	Young & Rubicam
Hecker Products Corp. Flour	<b>Woman's Magazine of the Air</b>	NBC—PC	Erwin, Wasey & Co.
Hecker Products Corp. Shinola	<b>On Broadway Lincoln Highway</b>	NBC—Red NBC—Red	Benton & Bowles
Holland Furnace Co. Heating Equipment	<b>Holland Tulip Festival</b>	CBS	Ruthrauff & Ryan
H. P. Hood & Sons Milk and Ice Cream	<b>Yankee Swapper</b>	CBS	Harold Cabot & Co.
Horlick's Malted Milk Corp. Milk Products	<b>The Lone Ranger</b>	MBS—LS	Roche, Williams & Cunynggham

ADVERTISER and PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
George A. Hormel & Co. Food Products Hunko Co.	<b>It Happened In Hollywood</b> <b>Burns &amp; Allen</b> <b>The Lone Ranger</b>	CBS NBC—Red MBS	Batten, Barton, Durstine & Osborn Batten, Barton, Durstine & Osborn Simon & Gwynn, Inc.
Illinois Central Railroad Travel	<b>Cameos of New Orleans</b>	NBC—Red	The Caples Co.
Illinois Meat Co. Food Products	<b>Play Broadcast</b>	MBS	Neisser-Meyerhoff, Inc.
International Silver Co. Silverware	<b>Silver Theatre</b> <b>Fun In Print</b>	CBS CBS	Young & Rubicam Young & Rubicam
Interstate Bakeries Bakery Products	<b>The Lone Ranger</b>	MBS—LS	Schultz Advertising Service
Ironized Yeast Co. Ironized Yeast	<b>Goodwill Hour</b> <b>Court of Missing Heirs</b>	MBS and NBC—Blue CBS	Ruthrauff & Ryan Ruthrauff & Ryan
Jefferson Federal Savings & Loan Association of Louisville Loans	<b>Listen America</b> <b>Show of the Week</b>	MBS—LS MBS—LS	Direct Direct
Andrew Jergens Co. Soaps & Cosmetics	<b>Jergens Journal with</b> <b>Walter Winchell</b> <b>The Parker Family</b>	NBC—Blue NBC—Blue and PC	Lennen & Mitchell Lennen & Mitchell
S. C. Johnson & Son Floor Wax Walter H. Johnson Candy Co. Candy	<b>Hollywood Playhouse</b> <b>Fibber McGee &amp; Molly</b> <b>Meredith Willson Musical Revue</b> <b>The Shadow</b>	NBC—Red NBC—Red MBS	Lennen & Mitchell Needham, Louis & Brorby Needham, Louis & Brorby Franklin Bruck Advertising Corp.
Kentucky Home Mutual Life Insurance Co. Insurance	<b>Fulton Lewis, Jr.</b>	MBS—LS	Direct
Kilpatrick Bakeries Bakery Products	<b>The Lone Ranger</b>	MBS—LS	Emil Reinhart

ADVERTISER and PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Knapp-Monarch Co. Electric Shavers	<b>Ahead of the Headlines</b>	NBC—Blue	Cramer-Krasselt Co.
Knox Gelatine Co. Gelatine	<b>Bob Garred Reporting</b>	CBS—PC	Kenyon & Eckhardt
Kolynos Co. Dentifrice	<b>John's Other Wife</b>	NBC—Red and Blue	Blackett-Sample-Hummert
Koppers Co. Coal Products	<b>Romance of Helen Trent</b>	CBS	Blackett-Sample-Hummert
Kraft-Phenix Cheese Corp. Cheese and Salad Dressing	<b>Mr. Keen, Tracer of Lost Persons</b> <b>The Shadow</b>	NBC—Blue MBS	Charles Dallas Reach Co.
	<b>The Kraft Music Hall</b>	NBC—Red	J. Walter Thompson Co.
	<b>Guy Lombardo Orchestra</b>	CBS and NBC—Red	Pedlar & Ryan
	<b>Grand Central Station</b>	CBS	Lambert & Feasley
	<b>Tootchee Time</b>	NBC—Red and Blue	Nachman-Rhodes Advertising Agency
	<b>News by Hughes</b>	CBS—PC	Leon Livingston Advertising Agency
	<b>Langendorf Pictorial</b>	NBC—PC	Leon Livingston Advertising Agency
	<b>True Life Dreams</b>	NBC—PC	Leon Livingston Advertising Agency
	<b>Radio Concert</b>	MBS	Commercial Radio Advertising Agency
	<b>Mammoth Minstrels</b>	NBC—PC	Warwick & Legler
	<b>Burns and Allen</b>	CBS	William Esty & Co.
	<b>Aunt Jenny's Real Life Stories</b>	CBS	Ruthrauff & Ryan
	<b>Uncle Jim's Question Bee</b>	NBC—Blue	Ruthrauff & Ryan
	<b>Big Sister</b>	CBS	Ruthrauff & Ryan
	<b>Big Town</b>	CBS	Ruthrauff & Ryan
	<b>Uncle Jim's Question Bee</b>	CBS	Ruthrauff & Ryan
	<b>Grand Central Station</b>	NBC—Blue	Ruthrauff & Ryan
Lady Esther, Ltd. Cosmetics			
Lambert Co. Listerine and Brushes			
Lance Packing Co. Peanut Products and Confections			
Langendorf United Bakeries Bakery Products			
La Rosa & Sons, Inc. Food Products			
Larus & Brother Co. Domino Cigarettes			
Lehn & Fink Products Co. Hind's Honey & Almond Cream			
Lever Brothers Co. Spry			
Lever Brothers Co. Rinso			

ADVERTISER and PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Lever Brothers Co. Lifebuoy	Meet Mr. Meek	CBS	William Esty & Co.
Lever Brothers Co. Lux Toilet Soap	Lux Radio Theatre	CBS	J. Walter Thompson Co.
Lewis-Howe Co. Turns	Quicksilver Horace Heidt's Treasure Chest Pot of Gold	NBC—Blue NBC—Red NBC—Red and Blue	H. W. Kastor & Sons Advertising Co. Stack-Goble Advertising Agency Stack-Goble Advertising Agency
Lewis-Howe Co. NRs	Fame and Fortune	NBC—Blue	Stack-Goble Advertising Agency
Libby-Owens-Ford Glass Co. Flat Glass Products	Design For Happiness	CBS	United States Advertising Corp.
Liggett & Myers Tobacco Co. Chesterfield Cigarettes	Glenn Miller and His Orchestra Chesterfield Presents Fred Waring In Pleasure Time Professor Quiz	CBS NBC—Red	Newell-Emmett Co. Newell-Emmett Co.
Lincoln Bank & Trust Co. Loans	Fulton Lewis, Jr.	CBS MBS—LS	Newell-Emmett Co. Direct
Thomas J. Lipton, Inc. Tea	Helen Hayes Theater	CBS	Young & Rubicam
Local Cooperative Campaign Various	Fulton Lewis, Jr.	MBS	Various and Direct
Local Cooperative Campaign Various	Johnson Family	MBS	Direct
Local Cooperative Campaign Various	I Want A Divorce	MBS	Brisacher, Davis & Staff
Local Cooperative Campaign Various	Show of The Week	MBS	Redfield Johnstone, Inc.
Local Cooperative Campaign Various	Dorothy Thompson Woman's Magazine of the Air	MBS NBC—PC	M. H. Hackett, Inc. Newell-Emmett Co.
P. Lorillard Co. Old Gold Cigarettes	Old Gold—Don Ameche Show Texas Rangers	NBC—Red CBS—PC	Lennen & Mitchell Lennen & Mitchell
P. Lorillard Co. Sensation Cigarettes, Muriel Cigars	Sensation and Swing	NBC—Red and Blue	Lennen & Mitchell
Los Angeles Soap Co. Soap	Dealer In Dreams Spelling Beeliner Knox Manning	CBS—PC CBS—PC CBS—PC	Raymond R. Morgan Co. Raymond R. Morgan Co. Raymond R. Morgan Co.

ADVERTISER and PRODUCT

Luden's, Inc.  
Cough Drops  
Lutheran Laymen's League  
Religious

MacFadden Publications, Inc.  
True Story Magazine  
Mackey Motor Co.  
Motor Car Dealer  
Malfex Co.  
Cereal  
Manhattan Soap Co.  
Sweetheart Soap

Mars, Inc.  
Candy Bars  
Mennen Co.  
Toilet Articles  
Midway Chemical Co.  
Fly-Ded  
Miles Laboratories, Inc.  
Alka-Seltzer

Modern Food Process Co.  
Dog Food, Philadelphia Scrapple  
Moody Bible Institute  
Religious Training  
Benjamin Moore & Co.  
Paints  
John Morrell & Co.  
Dog Food  
Phillip Morris & Co.  
Cigarettes

PROGRAM

**Elmer Davis**  
**Lutheran Hour**

**The Voice of Liberty**  
**I'll Never Forget**  
**Fulton Lewis, Jr.**

**Uncle Don**

**Jack Borch and His Boys**  
**Mrs. Eleanor Roosevelt's**  
**Own Program**  
**Dr. I. Q.**

**Bob Garred Reporting**  
**Colonel Stoopnagle's "Quixie**  
**Doodle Contest"**  
**Fulton Lewis, Jr.**  
**Just Plain Bill**

**Quiz Kids**

**Alec Templeton Time**  
**National Barn Dance**

**Olivio Santoro**  
**The Moylan Sisters**  
**Let's Go Back to the Bible**

**Betty Moore**

**Bob Becker's Dog Chats**

**Johnnie Presents**

**Breezing Along**

**M**

NETWORK

CBS—PC  
MBS

MBS  
MBS  
MBS—LS

MBS

NBC—Blue  
NBC—Red  
and Blue  
NBC—Red

CBS—PC  
CBS and MBS

MBS—LS  
NBC—Blue

NBC—Red  
and Blue

NBC—Red  
NBC—Red  
NBC—Red  
and Blue

NBC—Blue  
NBC—Blue  
MBS

NBC—Red

NBC—Red

CBS and  
NBC—Red  
NBC—Blue

ADVERTISING AGENCY

J. M. Mathes, Inc.  
Kelly, Stuhlman & Zarnadt

Erwin, Wasey & Co.  
Arthur Kudner, Inc.  
Direct

Samuel C. Croot Co.

Franklin Bruck Advertising Corp.  
Franklin Bruck Advertising Corp.  
Grant Advertising Inc.

H. M. Kiesewetter Advertising Agency  
H. M. Kiesewetter Advertising Agency

H. M. Kiesewetter Advertising Agency  
Blackett-Sample-Hummert

Wade Advertising Agency

Wade Advertising Agency  
Wade Advertising Agency

Clements Co.  
Clements Co.  
Critchfield & Co.

Direct

Henri, Hurst & McDonald

The Biow Co.  
The Biow Co.

ADVERTISER and PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Philip Morris & Co. Cigarettes	<b>Name Three</b> <b>Philip Morris Musical Game</b> <b>The Crime Doctor</b> <b>Eddie Dooley's Football Forecast</b> <b>Eddie Dooley's Football Roundup</b> <b>Fulton Lewis, Jr.</b>	MBS CBS CBS MBS MBS MBS—LS	The Blow Co. The Blow Co. The Blow Co. The Blow Co. The Blow Co. Direct
Morris Plan Bank Loans	<b>Thunder Over Paradise</b>	NBC—Blue	Kenyon & Eckhardt
C. F. Mueller & Co. Macaroni Products	<b>Carson Robison and His Buckaroos</b>	NBC—Blue	Erwin, Wasey & Co.
Musterole Co. Musterole Toiletries	<b>John's Other Wife</b>	NBC—Blue	Blackett-Sample-Hummert

## N

Nash Motors Division Motor Cars	<b>News By John B. Kennedy</b>	NBC—Blue	Geyer, Cornell & Newell
National Lead Co. Paints	<b>Answer Auction</b>	CBS—PC	Erwin, Wasey & Co.
National Refining Co.	<b>Red Grange, Forecast and Scores</b>	MBS	Sherman K. Ellis, Inc.
Nehi, Inc. Beverage	<b>Believe It Or Not with Robert L. Ripley</b>	CBS	Batten, Barton, Durstine & Osborn
Noxema Chemical Co. Toilet Articles	<b>Bob Trout</b>	CBS	Ruthrauff & Ryan

## O

Ohio Oil Co. Gas and Oil	<b>Melody Marathon Title Tales</b>	NBC—Blue NBC—Blue	Byer & Bowman Advertising Agency Byer & Bowman Advertising Agency
Old Homestead Bread Co. Bakery Products	<b>The Lone Ranger</b>	MBS—LS	W. E. Long Co.

## P

Pacific Coast Borax Co. Borax	<b>Death Valley Days</b>	NBC—Red and Blue	McCann-Erickson
Paramount Pictures, Inc. Motion Pictures	<b>World In Flames Premiere Broadcast</b>	CBS and MBS	Buchanan & Co.



ADVERTISER and PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Penn Tobacco Co. Tobacco	<b>Vox Pop</b>	CBS	Ruthrauff & Ryan
Pepsi-Cola Co. Beverage	<b>Tom Shirley—News</b>	CBS	Newell-Emmett Co.
The Pepsodent Co. Antiseptic & Dentifrice	<b>Mr. District Attorney Summer Pastime The Pepsodent Show Starring Bob Hope</b>	NBC—Blue NBC—Red NBC—Red	Lord & Thomas Lord & Thomas Lord & Thomas
Personal Finance Co. Loans	<b>Doc Barclay's Daughters</b>	CBS	Blackett-Sample-Hummert
Peter Paul, Inc. Candy Bars	<b>Bob Garred Reporting Gabriel Heffer Wythe Williams</b>	CBS—PC MBS MBS	Brisacher, Davis & Staff Platte-Forbes, Inc. Platte-Forbes, Inc.
Pet Milk Sales Corp. Pet Milk	<b>Mary Lee Taylor Saturday Night Serenade Wythe Williams</b>	CBS CBS MBS	Gardner Advertising Co. Gardner Advertising Co. McKee & Albright
Philco Radio & Television Corp. Radio Sets	<b>Lorenzo Jones Stella Dallas Waltz Time</b>	NBC—Red NBC—Red NBC—Red NBC—Blue	Blackett-Sample-Hummert Blackett-Sample-Hummert Blackett-Sample-Hummert Blackett-Sample-Hummert
Charles H. Phillips Chemical Co. Milk of Magnesia	<b>Woman in White</b>	NBC—Red	Hutchinson Advertising Co.
Charles H. Phillips Chemical Co. Haley's M-O Flour	<b>Fulton Lewis, Jr. What's On Your Mind</b>	MBS—LS CBS—PC	Direct Raymond R. Morgan Co.
Pillsbury Flour Mills Co. Flour	<b>Listen America</b>	MBS	Direct
Pittsburgh-Midway Coal Co. Planters Nut & Chocolate Co. Peanut Products	<b>The Shadow</b>	MBS	Robert Acombe Advertising Agency
Pontiac Motor Co. Motor Cars	<b>Pepper Young's Family</b>	NBC—Red and Blue	Pedlar & Ryan
Premium Coal Co. Coal	<b>Woman In White</b>	CBS and NBC— Red and Blue	Pedlar & Ryan
Procter & Gumble Co. Camay	<b>The Road of Life</b>	NBC—Red & CBS	Pedlar & Ryan and Blackett-Sample- Hummert
Procter & Gamble Co. Chips	<b>Manhattan Mother Painted Dreams</b>	CBS NBC—Blue	Pedlar & Ryan Pedlar & Ryan

ADVERTISER and PRODUCT	NETWORK	PROGRAM	ADVERTISING AGENCY
Procter & Gamble Co. Crisco	<b>This Day Is Ours</b> <b>Vic and Sade</b> <b>Vic and Sade</b>	NBC—Blue NBC—Blue NBC—Red and Blue	Compton Advertising Compton Advertising Compton Advertising
Procter & Gamble Co. Dash	<b>Right to Happiness</b> <b>This Day Is Ours</b> <b>Kitty Keene</b>	CBS CBS NBC—Red	Compton Advertising Compton Advertising Blackett-Sample-Hummert
Procter & Gamble Co. Dreft	<b>Kitty Keene</b> <b>Lone Journey</b>	NBC—Red NBC—Red	Blackett-Sample-Hummert Blackett-Sample-Hummert
Procter & Gamble Co. Drene	<b>Professor Quiz</b> <b>Knickerbocker Playhouse</b> <b>Jimmie Fidler</b> <b>Those We Love</b>	CBS NBC—Red CBS CBS	H. W. Kastor & Sons Advertising Co. H. W. Kastor & Sons Advertising Co. H. W. Kastor & Sons Advertising Co. H. W. Kastor & Sons Advertising Co.
Procter & Gamble Co. Duz	<b>This Small Town</b>	NBC—Red	Compton Advertising
Procter & Gamble Co. Ivory Soap and Flakes	<b>Life Can Be Beautiful</b> <b>Story of Mary Marlin</b>	CBS and NBC—Red NBC—Red and NBC—Blue	Compton Advertising Compton Advertising
Procter & Gamble Co. Lava Soap	<b>Against the Storm</b> <b>The O'Neills</b> <b>Truth and Consequences</b>	CBS and NBC—Red NBC—Red CBS and NBC—Red	Compton Advertising Compton Advertising Compton Advertising
Procter & Gamble Co. Oxydol	<b>Houseboat Hannah</b> <b>Ma Perkins</b> <b>The Goldbergs</b> <b>The Man I Married</b> <b>What's My Name</b> <b>Road of Life</b>	NBC—Red NBC—Red CBS NBC—Red NBC—Red CBS	Blackett-Sample-Hummert Blackett-Sample-Hummert Blackett-Sample-Hummert Blackett-Sample-Hummert Pedlar & Ryan and Blackett-Sample-Hummert
Procter & Gamble Co. Teel Dentifrice	<b>Arch Oboler Plays</b> <b>Everyman's Theater</b> <b>Professor Quiz</b> <b>Midstream</b> <b>Those We Love</b>	NBC—Red NBC—Red CBS NBC—Red and Blue CBS	Blackett-Sample-Hummert Blackett-Sample-Hummert H. W. Kastor & Sons Advertising Co. H. W. Kastor & Sons Advertising Co. H. W. Kastor & Sons Advertising Co.

ADVERTISER and PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Procter & Gamble Co. White Naphtha	<b>Guiding Light</b>	NBC—Red	Compton Advertising
Prudential Insurance Co. Life Insurance	<b>When A Girl Marries</b>	CBS	Benton & Bowles
Pure Oil Co. Gas and Oil	<b>Kaltenborn Edits the News</b>	CBS and NBC—Red	Leo Burnett Co.
Purity Bakeries Service Corp. Taystee Bread	<b>Smilin' Ed McConnell</b>	CBS	Campbell-Mithun, Inc.
<b>Quaker Oats Co.</b> Cereals and Flour	<b>Girl Alone</b> <b>Quaker Variety Show</b> <b>We, The Wives Quiz</b> <b>Your Dream Has Come True</b> <b>Stop Me If You've Heard This One</b>	NBC—Red NBC—Red NBC—Red NBC—Red NBC—Red	Ruthrauff & Ryan Ruthrauff & Ryan Sherman & Marquette Ruthrauff & Ryan Sherman K. Ellis Co.
<b>Ralston-Purina Co.</b> Wheat Cereal	<b>Adventures of Tom Mix</b> <b>Tom Mix Ralston Straight Shooters</b> <b>Newsroom of the Air</b>	NBC—Blue NBC—Blue NBC—Red	Gardner Advertising Co. Gardner Advertising Co. Leeford Advertising Agency
<b>Remington Rand, Inc.</b> Shavers & Typewriters	<b>Camel Caravan</b> <b>Grand Ole Opry</b> <b>Blondie</b> <b>Luncheon at the Waldorf</b> <b>The Al Pearce Show</b> <b>Uncle Ezra</b> <b>Announcement</b> <b>Keep Fit To Music</b>	NBC—Red NBC—Red CBS NBC—Blue CBS NBC—Red CBS MBS—LS	William Esty & Co. William Esty & Co. William Esty & Co. William Esty & Co. William Esty & Co. William Esty & Co. William Esty & Co. Direct
<b>Rhodes-Burford House Furnishing Co.</b> House Furnishings	<b>The Revelers</b>	NBC—Red and Blue	Charles W. Hoyt Co.
<b>Richardson &amp; Robbins</b> Boned Chicken	<b>Richfield Reporter</b> <b>Confidentially Yours</b> <b>Calling All Cars</b>	NBC—PC MBS CBS—PC	Hixson & O'Donnell Advertising Sherman K. Ellis, Inc. Hixson & O'Donnell Advertising
<b>Richfield Oil Co.</b> Gas & Oil	<b>Fulton Lewis, Jr.</b>	MBS	Direct
<b>Rio Grande Oil, Inc.</b> Gas & Oil			
<b>Rochester Brewing Co.</b> Brewery			

ADVERTISER and PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Rosenbaum's Department Store Department Store	Fulton Lewis, Jr.	MBS	Direct
Sealtest, Inc. Milk and Milk Products	Your Family and Mine Sealtest-Rudy Vallee Program	CBS	McKee & Albright
R. B. Semler, Inc. Hair Tonic	Gabriel Heatter, News	NBC—Red MBS	McKee & Albright Erwin, Wasey & Co.
Sherwin-Williams Co. Paints	Metropolitan Opera Auditions of The Air	NBC—Blue and Red	Warwick & Legler
Sherwood Bros., Inc. Signal Oil Co. Gas & Oil	Confidentially Yours The Signal Carnival	MBS NBC—PC	Van Sant, Dugdale & Co. Barton A. Stebbins Advertising Agency
Sinclair Refining Co. Gas & Oil	The World Today	CBS	Federal Advertising Agency
Stelly Oil Co. Gas & Oil	Captain E. D. C. Herne, News Commentator	NBC—Red	Henri, Hurst & McDonald
Smith Bros. Cough Drops	News	CBS—PC	J. D. Tarcher & Co.
Sperry Flour Co. Flour	Sam Hayes Dr. Kate My Children Beyond These Valleys	NBC—PC NBC—PC CBS—PC CBS—PC	Westco Advertising Agency Westco Advertising Agency Westco Advertising Agency Westco Advertising Agency
Standard Brands Inc. Chase & Sanborn Coffee	Chase and Sanborn Program	NBC—Red	J. Walter Thompson Co.
Standard Brands Inc. Tender Leaf Tea	One Man's Family	NBC—Red	J. Walter Thompson Co.
Standard Brands Inc. Royal Desserts	Those We Love	NBC—Red	J. Walter Thompson Co.
Standard Brands Inc. Fleischmann's Foli Yeast	I Love a Mystery	NBC—Red and Blue	J. Walter Thompson Co.
Standard Oil Co. of Calif. Gas & Oil	Standard School Broadcasts Standard Symphony	NBC—PC NBC—PC	McCann-Erickson McCann-Erickson
Stephano Bros. Marvel Cigarettes	Sports Pop-Offs	CBS—PC	Aitkin-Kynett Co.
Sun Oil Co. Gas & Oil	Lowell Thomas—The Day's News	NBC—Blue	Roche, Williams & Cunyningham

ADVERTISER and PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Supplee-Wills-Jones Milk Products	<b>The Lone Ranger</b>	MBS—LS	N. W. Ayer & Son
Swift & Co. Food Products	<b>Sales Meeting of the Air</b> <b>Swift Party</b>	MBS NBC—Blue	J. Walter Thompson Co. J. Walter Thompson Co.
<b>T</b>			
Tennessee Brewing Co. Brewery	<b>Fulton Lewis, Jr.</b>	MBS—LS	Direct
Texas Co. Gas and Oil	<b>Texaco Star Theatre</b> <b>Metropolitan Opera Broadcasts</b> <b>Football Games</b>	CBS NBC—Blue CBS—PC and NBC—PC	Buchanan & Co. Buchanan & Co. Lord & Thomas
Tillamook Country Creamery Association Dairy Products	<b>Bennie Walker's Tillamook Kitchen</b>	NBC—PC	Botsford, Constantine & Gardner
<b>U</b>			
Union Oil Co. Gas and Oil	<b>Union Oil Program</b>	NBC—PC and CBS—PC NBC—PC	Lord & Thomas
Union Pharmaceutical Co.	<b>Where and When</b>	MBS	Lord & Thomas
United Air Lines, Inc. Air Travel	<b>Keep Fit To Music</b> <b>Boake Carter</b>	MBS MBS	Sherman K. Ellis, Inc. N. W. Ayer & Son
United States of Brazil Institutional	<b>The Sunday Evening News of the World</b>	NBC—Blue	Campbell-Ewald Co. of N. Y.
U. S. Tobacco Co. Tobacco	<b>Model Minstrels</b> <b>Pipe Smoking Time</b>	CBS CBS	Arthur Kudner, Inc. Arthur Kudner, Inc.
<b>V</b>			
Valley Electric & Appliance Co.	<b>Fulton Lewis, Jr.</b>	MBS—LS	Direct
Vick Chemical Co. Vapo-Rub, Vatronal Victor American Fuel Co. Coal	<b>Beyond Reasonable Doubt</b> <b>Wake Up and Sing</b> <b>The Shadow</b>	NBC—PC NBC—PC MBS—LS	Morse International, Inc. Morse International, Inc. Direct
<b>W</b>			
Wander Company Ovaltine	<b>Carter's of Elm Street</b>	MBS and NBC—Red	Blackett-Sample-Hummert
	<b>Little Orphan Annie</b>	MBS and NBC—Red	Blackett-Sample-Hummert
	<b>Captain Midnight</b>	MBS	Blackett-Sample-Hummert

ADVERTISER and PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Ward Baking Co. Bakery Products	<b>The Tip Top Show Starring Joe Penner</b>	NBC—Blue	Sherman K. Ellis, Inc.
William R. Warner Co. Sloan's Liniment	<b>Gang Busters</b>	NBC—Blue	Warwick & Legler
F. B. Washburn Candy Corp. Candy Bars	<b>Youth Vs. Age</b>	NBC—Red	Warwick & Legler
R. L. Watkins Co. Dr. Lyons Toothpowder	<b>Crackpot College</b>	CBS	Bennett, Walther & Menadier
Welch Grape Juice Co. Grape Juice	<b>Backstage Wife</b>	NBC—Red	Blackett-Sample-Hummert
Wesson Oil & Snowdrift Sales Co. Salad Oil	<b>Manhattan Merry-Go-Round</b>	NBC—Red	Blackett-Sample-Hummert
Westinghouse Electric & Mfg. Co. Electrical Appliances	<b>Orphans of Divorce</b>	NBC—Blue	Blackett-Sample-Hummert
The Wheatena Corp. Cereal	<b>Irene Rich For Welch</b>	NBC—Blue	H. W. Kastor & Sons Advertising Agency
Wheeling Steel Corp. Steel	<b>Dear John</b>	NBC—Blue and PC	H. W. Kastor & Sons Advertising Agency
Wherry Furniture Co. White Laboratories Fenamint Loxative	<b>Hawthorne House</b>	NBC—PC	Fitzgerald Advertising Agency
J. B. Williams Co. Shaving Accessories	<b>Musical Americana</b>	NBC—Red and Blue	Fuller & Smith & Ross
Williamson Candy Co. O'Henry Candy Bars	<b>Hilda Hope, M.D.</b>	NBC—Red	Compton Advertising
Wilmington Transportation Co. Resort	<b>The Musical Steelmakers</b>	MBS	Critchfield & Co.
William Wrigley, Jr. Co. Chewing Gum	<b>The Shadow</b>	MBS	Direct
Wyeth Chemical Co. Freezone	<b>Double Or Nothing</b>	MBS	William Esty & Co.
	<b>True or False</b>	NBC—Blue	J. Walter Thompson Co.
	<b>Washington Merry-Go-Round</b>	NBC—Blue	J. Walter Thompson Co.
	<b>Famous O'Henry Jury Trials</b>	NBC—Blue	Aubrey, Moore & Wallace
	<b>Santa Cataline Fun Quiz</b>	CBS—PC	Neisser-Meyerhoff, Inc.
	<b>Melody Ranch</b>	CBS	J. Walter Thompson Co.
	<b>Scattergood Baines</b>	CBS	Neisser-Meyerhoff, Inc.
	<b>John's Other Wife</b>	NBC—Blue	Blackett-Sample-Hummert

Young People's Church of the Air  
Religious

Young People's Church  
of the Air

MBS

R. H. Alber

# NATIONAL NETWORK SUSTAINING PROGRAMS OF 1940

*Network sustaining programs listed herein were heard on regular schedules during 1940. No special event or one-time spots are included in the listings, which were compiled with the co-operation of CBS, MBS and NBC. In a majority of the cases, programs are institutional, or time has been devoted by the networks to an educational or civic organization.*



**CBS**



Adventures in Science  
 Mel Allen Sport Review  
 American School of the Air  
 Americans at Work  
 Back Where I Come From  
 Clyde Barrie, Baritone  
 Al Bernard and his Merry Minstrels  
 Ray Bloch Presents  
 Blue Streak Rhythm Ensemble  
 Bluegrass Brevities  
 Major Bowes' Capitol Family  
 Boy, A Girl, A Band  
 Vera Brodsky, Pianist  
 Brush Creek Follies  
 Buffalo Presents  
 Bull Session  
 Can You Recognize the Tune  
 Marion Carley  
 Chansonette  
 Chicagoans  
 Choose Up Sides  
 Church of the Air  
 Cincinnati Conservatory of Music  
 CBS Symphony Orchestra  
 Columbia Concert Orchestra  
 Columbia Chamber Orchestra  
 Columbia Lecture Hall  
 Columbia Workshop  
 Columbia's Country Journal  
 Columbia's Gay Nineties Revue  
 Curtis Institute of Music  
 Dancing Thru the Years  
 Margaret Daum, Soprano  
 Elmer Davis and the News

Deep River Boys  
 Democracy in Action  
 Dorian String Quartet  
 Drifting Melodies  
 Exploring Music  
 Flow Gently Sweet Rhythm  
 Four Clubmen  
 A Friend Indeed  
 Golden Gate Quartet  
 Good Morning  
 Grant Park Concerts  
 Greenfield Village Chapel  
 Have You Forgotten  
 Headlines and Bylines  
 Hubert Hendrie, Baritone  
 Herzer and Zeyde  
 Highways to Health  
 Honest Abe  
 Indianapolis Symphony Orchestra  
 Invitation to Learning  
 Keyboard Capers  
 Library of Congress Musicals  
 Jack Leonard, songs  
 Let's Be Lazy  
 Let's Pretend  
 Welcome Lewis Singing Bee  
 Lewisohn Stadium Concerts  
 Michael Loring  
 Manhattan Minuet  
 March of Games  
 Mattinata  
 Richard Maxwell  
 Men Behind the Stars  
 Middy String Ensemble  
 Morning Almanac  
 Morning Moods  
 Music of Today  
 Music Without Words  
 National Hillbilly Champions

• • •      **SUSTAINING PROGRAMS**      • • •

National Youth Administration  
Orchestra  
New England Conservatory of Music  
New York Philharmonic Symphony  
Society  
New York Philharmonic Young  
People's Concert  
News of the War  
Odd Side of the News  
Of Men and Books  
Old Dirt Dobber  
Old Fashioned Favorites  
Old Vienna  
Organ Reveille  
Outdoors with Bob Edge  
People's Platform  
Yella Pessl, Harpsichordist  
Poetic Strings  
Pursuit of Happiness  
Sidney Raphael, Pianist  
Report to the Nation  
Rococo Interlude  
Genevieve Rowe with Concert  
Orchestra  
Salt Lake City Tabernacle Choir  
So You Think You Know Music  
Sport Time  
String Time with Walberg Brown  
This Is My Land  
This Week in Washington—Albert  
Warner  
Today in Europe  
The War This Week  
What Price America  
Which Way to Lasting Peace  
Wings Over Jordan  
Woman's Page of the Air—Adelaide  
Hawley  
The World This Week

Echoes of History  
Foreign Policy Association Programs  
Great Plays  
Homespun  
I'm An American  
It Looks From Here—Says Margaret  
Banning  
Let's Talk It Over  
Listeners' Playhouse  
Luther-Layman Singers  
Magnolia Blossoms  
Man And The World  
Meet Edward Weeks  
The Message of Israel  
Metropolitan Opera Guild  
National Farm and Home Hour  
National Radio Forum  
National Vespers  
NBC Music Appreciation Hour  
NBC Symphony Orchestra  
The New Friends of Music  
Opportunity  
Our Barn  
Our Spiritual Life  
Primrose String Quartet  
Radio City Music Hall On the Air  
Radio Magic  
Raising a President  
Religion and the New World  
The Riddle of Life  
Rochester Civic Orchestra  
Story-Dramas by Olmsted  
Sundown on the Veldt  
The Travelling Cook  
United States Army Band  
United States Marine Band  
United States Navy Band  
Unlimited Horizons



Adventures of a Modern Mother  
Alma Kitchell's Briefcase  
American Education Forum  
American Pilgrimage  
America's Town Meeting of the Air  
Between the Bookends  
The Children's Hour  
Coast to Coast On a Bus  
Doctors At Work



Bright Ideas Club  
Call to Youth  
Calling All Stamp Collectors  
Catholic Hour  
Citizens All  
Dr. Charles Courbin  
Curtis Institute of Music Programs  
General Federation of Women's  
Clubs Programs  
Guest Book



# Outstanding Local Programs

## of Stations Everywhere

The following list of programs has been compiled by RADIO ANNUAL from questionnaires and direct contact. Listings are composed of programs voiced by stations as their most outstanding contributions to their listeners. The letters following the names of programs indicate as follows: "S," sustaining; "C," commercial; "P," participating.

### Alabama

**WHMA, Anniston**  
A Listener's Choice (S)  
**WHMA, Mobile** Quiz (C)  
Studio Roundup (S)  
Salute To Cities (C)  
**WAPI, Birmingham**  
Junior League Theater (S)  
WAPI Spell-A-Bee (S)  
Auburn Farm and Family Forum (S)  
University of Alabama Editorial Review (S)  
Alabama College of the Air (S)  
**WBRC, Birmingham**  
Happy Valley (S)  
Town Talk (C)  
Ye Old Stambacker (C)  
Public Health Dramas (S)  
**WMSL, Decatur**  
Mid-day Parade of Old Tyme Tunes (C)  
Solvoy-Piano Request Program (S)  
Coffee Club (P)  
**WAGF, Dothan**

Carl and Harry (C)

Hears Up (S)  
Bible Readers' Club Time (S)  
**WCOV, Montgomery**  
Man On The Street  
Jitterbug Jamboree and Request Program  
Club Cosmo (Mythical Night Club)  
Pep Club  
**WSFA, Montgomery**  
Front Page News (C)  
Sons of The South Quartet (C)  
Everybody's Favorite (C)  
Keyboard Serenader (S)  
**WMSD, Muscle Shoals**  
SSL Hillbillies  
Request Time  
STC College Forum  
Sear's Solovox Time  
**WJRD, Tuscaloosa**  
Woco Pep All Request Program (C)  
Varlow Variety Program (C)  
Breakfast Club (S)

### Arizona

**KWJB, Globe**  
Little Theater of the Air (C)  
Good Morning Ladies (P)  
Twilight Melodies (C)  
**KPHO, Phoenix**  
News On the Hour Every Hour (S)  
**KTAR, Phoenix**  
The Clerk of Oxford (C)  
**The Poetry Exchange (C)**  
Arizona's Scrapbook (C)  
Meeting The American Airliner (C)  
Little Theater of the Air (S)  
**KYCA, Prescott**  
Woman's Club of the Air (P)  
Tele-Tunes (P)  
Mining Program (S)  
Hurdy Gurdy (P)  
Aunt Betty Jane (S)  
**KGLU, Safford**  
Lest We Forget (S)  
Women's Page of the Air (P)  
Highway 70 (P)  
Golden Memories (C)

### KTUC, Tucson

Homemcker's Exchange (C)  
Music For Tucson (C)  
Midnight Madness (P)  
Home on the Range (C)  
**KVOA, Tucson**  
University of Arizona Football Play-by-Play Series  
Music Appreciation Hour for School Use

### Arkansas

**KLCN, Blytheville**  
Breakfast Club  
All Recorded Request Program  
Noon Musicale  
**KWFC, Hot Springs**  
Judge Hatcher's Night Court (S)  
Man On Street (C)  
Doc Warren (C)  
Sleepytime Down South (S)  
Wilson Furniture Company (C)  
Sweethearts On Parade (S)  
**KTHS, Hot Springs**

• • •      **SUSTAINING PROGRAMS**      • • •

Isabel Manning Hewson  
 Milestones in the History of Music  
 Music and American Youth  
 National Radio Pulpit  
 NBC String Symphony  
 On Your Job  
 Pageant of Art  
 Pin Money Party  
 Religion in the News  
 The Story Behind the Headlines  
 Sunday Drivers  
 University of Chicago Round Table  
 Watch Your Step  
 Wings Over America  
 The World Is Yours



American Forum of the Air  
 Britain Speaks  
 Buckeye Four  
 California Melodies  
 Campus Notes  
 Can You Top This?  
 Cats n' Jammers  
 Cedric Foster  
 Charioteers  
 Cheer Up Gang  
 Chicago Opera Company  
 Chicago Symphony  
 Chicago Theater of the Air  
 Choir Loft  
 Conservation Reporter  
 Contact  
 Cumberland Valley Choristers  
 Detroit Bible Class  
 Ed Fitzgerald  
 El Paseo Troubadours  
 Football Follies  
 Four Ink Spots  
 Fulton Lewis, Jr.  
 George Fisher's Hollywood  
   Whispers  
 Green Hornet  
 Harold Stokes Presents  
 Haven of Rest  
 Hawaii Calls  
 Here's Looking at You  
 Here's Morgan  
 Hollywood Grab Bag  
 Improvisations

In Chicago Tonight  
 Is Anybody Home?  
 Johnson Family  
 Keep Fit to Music  
 Laugh and Swing Club  
 March of Health  
 Melody Street  
 Morton Gould  
 Music by Willard  
 Musical Monickers  
 Musical Portraits  
 Musichio  
 Mystery Hall  
 Oberlin on the Air  
 Ohio School of the Air  
 Old Fashioned Girl  
 Pageant of Melody  
 Philadelphia Orchestra  
 Radio Garden Club  
 Radio Gossip Club  
 Radio Newsreel of London  
 Reviewing Stand  
 Russell Bennett's Notebook  
 Rutgers Homemakers' Forum  
 Sagmaster Comments  
 Scrapbook Stories  
 Secrets of Personality  
 Selective Service  
 Sentimental Concert  
 Seven Minute Men  
 Sheep and Goats Club  
 Sinfonietta  
 Sing a Song of Safety Club  
 Sing for Your Money  
 Something Old, Something New  
 Sonata Recital  
 Song Spinners  
 Song Treasury  
 Songs that Sweethearts Sing  
 Symphonic Strings  
 These United States  
 This Smart Set  
 This War  
 This Wonderful World  
 Trojan Horses  
 Tropical Serenade  
 University Life  
 U. S. Army Band  
 Vagabond Trail  
 Who Are You?  
 Women World Wide  
 Words and Music

- Ouachita Roundup** (P)  
 Woman's Journal (P)  
**KBTM, Jonesboro**  
 KBTM Morning Herald (P)  
 Your Money's Worth (P)  
 Request Hour (P)  
 Farm Service Program (P)  
**KARM, Little Rock**  
 Five Years Ago Today (C)  
 Time to Shine (C)  
 Town Talk (P)  
 Farm News Bureau (C)  
**KLRA, Little Rock**  
 Farm Service Program  
 U. S. Weather Bureau (Live) broadcast  
 Bible Lovers Revival  
 Woman's Magazine of the Air  
**KUOA, Siloam Springs**  
 Trade Winds (P)  
 Coffee In The News (C)  
 Hangar Flying (C)  
 Cathedral of the Ozarks (S)
- California**
- KERN, Bakersfield**  
 Uncle Mel's Kid Club (C)  
 Professor Askum (C)  
 Sidewalk Reporter (S)  
**KRE, Berkeley**  
 Chapel of the Chimes Organ Concerts (S)  
 Music of the Masters (C)  
**KMPC, Beverly Hills**  
 Song Stories (S)
- Stairway to Stardom (S)  
 Pigsaw Predictions (C)  
**KHSL, Chico**  
 Liar's Club  
 Tele-topics  
 Sunrise Serenade  
 Log Cabin Kiddies Klub  
**KARM, Fresno**  
 Traffic Jam  
 Early Risers' Club  
 Uncle Bill's Bible Quiz  
 Sports Events  
**KMJ, Fresno**  
 Forum Better Understanding (S)  
 The Dawn Patrol (P)  
 Tune Time Varieties (S)  
 The Campus Reporters (C)  
**KFOX, Long Beach**  
 Gardner of the Air (P)  
 Standard Swing Session (C)  
 Swing Street (C)  
 Paging The Past (S)  
**KECA, Los Angeles**  
 Afternoon Jamboree (S)  
 Classic Hour (S)  
 Tune Out Time (S)  
 School Kids Kwiz (C)  
**KFAC, Los Angeles**  
 Man On the Street (C)  
 Morning Inspirations (C)  
 The Evening Concert (C)  
 Whoa Bill Club (C)  
**KFI, Los Angeles**  
 When Presses Roar (C)  
 PDQ Quiz Court (C)
- Art Baker's Notebook (P)  
 Inside the News (C)  
**KFSG, Los Angeles**  
 Voice of the First Nighter  
 Stearns Melody Trio  
 The Forgotten Man  
**KMTR, Los Angeles**  
 Radio News Reel (S)  
 Camera Clinic (C)  
 Women's World (P)  
 Col. Volney James Siesta Hour (P)  
**KNX, Los Angeles**  
 Backgrounds For Living (C)  
 What, No Architect? (C)  
 Housewives' Protective League (P)  
 Calling All Cars (S)  
**KRKD, Los Angeles**  
 Do You Know (C)  
 Musical Moments With The Music Masters (C)  
**KMYC, Marysville**  
 The Morgan Hour  
 Lucky Seven  
 You Can Be Beautiful  
**KLS, Oakland**  
 Jan's Journal (P)  
 Jackson's Half Hour of Fine Music (C)  
 Cigar Box Revue (C)  
 Spotlight Parade (P)  
**KROW, Oakland**  
 Skullcrackers (C)  
 Question Wheel (C)  
 Man-on-the-Street (C)  
 Question-Air (C)  
 Friendly Homemaker (P)
- Hayloft Party (S)  
**KROY, Sacramento**  
 Champion Talent Quest (C)  
 Milady Shops (P)  
 Who's Dancing Tonight (C)  
 The Fisherman (P)  
**KFXM, San Bernardino**  
 Kiddies Kwizz (C)  
 Children's Playhouse (S)  
 Early Birds (P)  
 Anything Can Happen (C)  
**KGB, San Diego**  
 Homemaker's Catalog (P)  
 Lowe Highlights (C)  
 Star Parade (C)  
 For Ladies Only (S)  
**KFRC, San Francisco**  
 Standard Symphony Hour (C)  
 Standard School Broadcast (C)  
 Breakfast Club (P)  
 Last Minute News (C)  
**KGO, San Francisco**  
 The Five Edwards (S)  
 Just Between Friends (C)  
 The KGO Home Forum (P)  
 World On Parade (S)  
**KPO, San Francisco**  
 Professor Puzzlewit (C)  
 Hawthorne House (C)  
 International Kitchen (P)  
 Paul Martin's Music (S)  
**KSFO, San Francisco**  
 Who's Dancing Tonight (C)  
 Housewives Protective League (P)  
 News Quiz (S)

- Farm Journal (S)  
 Carceos (S)  
**KVEC, San Luis Obispo**  
 His Master's Voice (C)  
 Spelling Sallies (S)  
 Boarding House (P)  
 Bulletin Board (P)  
**KVOE, Santa Ana**  
 Photo Phone Quiz (C)  
 Chrysler Cranium Crackers  
 Kitchen Kwiz (C)  
 Football Games (C)  
 Bargain Counter (C)  
**KTKC, Visalia**  
 Tele Quiz  
 Buyer's Guide Variety Hour  
 Kiddie Klub  
**KHUB, Watsonville**  
 Kitchen Cabinet (C)  
 10 O'Clock Club (S)  
 Farm Hour (C)  
 Music and Words (S)
- Colorado**
- KLZ, Denver**  
 Lady, Lend An Ear (P)  
 Captain Ozie (C)  
 Sizzle Show (C)  
 Boners Court (S)  
**KOA, Denver**  
 Golden Melodies (S)  
 Nature Sketches (S)  
 Inquiring Reporter (C)  
**KFKA, Greeley**  
 Stars of Tomorrow (S)
- Better Music Series (S)  
 Evening Reveries (S)  
 Rocky Mt. School of the Air (S)  
**Connecticut**  
**WICC, Bridgeport**  
 First Offender  
 Secret Heart  
 WICC Girls' National Duckpin  
 Champtions Bowling Broadcast  
 Our Kids  
 Street Scene  
**WDRG, Hartford**  
 Main Street (S and C)  
 Music Off the Record (P)  
 Shoppers' Special (P)  
 Ad-Liner (P)  
**WTHH, Hartford**  
 Hartford Speaks (C)  
 WTHH Concert Hour (C)  
 Morning Musical Revue (P)  
 Cedric Fester News Program (S)  
**WTIC, Hartford**  
 Gene and Glenn (C)  
 Morning Watch (C)  
 Hank Lawson and His Knights of  
 the Road (S)  
 Melodic Strings (S)  
**WNBC, New Britain-Hartford**  
 Curb Club (P)  
 Danceland (P)  
 Theater Quiz (C)  
 WNBC Air Squadron (S)  
**WELI, New Haven**  
 Sports Parade (S)
- Bullard's Danceland (C)  
 News and Views (P)  
 Continental Trio (S)  
**WNLC, New London**  
 Lights Along the Shore (S)  
 Electric Boat Program (P)  
 Coast Guard Academy Band (S)  
 Melody Lane (P)  
**WBRY, Waterbury-New Haven**  
 Spins & Needles (P)  
 Homemakers Review (P)  
 Wax-wise Program (P)
- District of Columbia**
- WMAL, Washington**  
 The Kibitzers (P)  
 Dream House (C)  
 That's What You Think (S)  
 Quiz of Two Cities (C)  
**WOL, Washington**  
 Uncle Mac's Funny Papers (S)  
 Brown and Young (C)  
 American College Forum (S)  
 American Forum of the Air (S)  
**WRC, Washington**  
 WRC Home Forum (C)  
 Baukhage Talking (C)  
 Washington Calling (S)  
 National Children's Frolic (S)
- Florida**
- WFTL, Fort Lauderdale**  
 Pep Club (P)  
 WFTL Barn Dance (S)  
 Your Lonely Neighbor (S)
- Flying L Parade (S)  
**WFTM, Fort Meyers**  
 Quiz Club of the Air (C)  
 Jitterbug Jamboree and Request  
 Hour (P)  
 Panogram (P)  
 Afternoon Concert (S)  
**WJHP, Jacksonville**  
 Jacksonville Today and Yesterday  
 (S)  
 Little Theater Presents (S)  
 Sports of the Day (C)  
 Sky Commuter (S)  
**WLAQ, Lakeland**  
 Lakeland On Parade (C)  
 Matrimonial Market Basket (C)  
 Is That Your Name? (P)  
 All American Auction (C)  
**WQAM, Miami**  
 Man In The Street (C)  
 Musical Quiz (C)  
 Uncle Mac Reads the Funnies (S)  
 WQAM News Commentator (S)  
**WKAT, Miami Beach**  
 Old Gold Sports Parade  
 Taylor Shop  
**WTMC, Ocala**  
 Babcocks Swap Shop (C)  
 We The Women (P)  
 Town Crier (S)  
 Forty-five Minutes On Broadway (P)  
**WDBO, Orlando**  
 Ask Me One (C)  
 Screwball Party (C)  
 Norman Beasley's Florida Cowboys  
 (C)

- Children's Birthday Party (S)  
**WLOF, Orlando**  
 Dawn Patrol  
 Junior Chamber of Commerce  
 Sports Roundup  
**WDLP, Panama City**  
 Bob Lightburn Piano Concert Program (S)  
 Vaughn Union Quartet (C)  
**WCOA, Pensacola**  
 Tex Dunn and His Virginia Hillbillies (S and C)  
 Pensacola Round Table Discussion (S)  
 Pensacola School of Music (S)  
**WSUN, St. Petersburg**  
 Sunshine Salute (S)  
 Radio Flying School (S)  
 Sunday Serenade (S)  
 News In Review (C)  
**WTSP, St. Petersburg**  
 Dreamer of Dreams (S)  
 Sidewalk Snooper (C)  
 Swing Patrol (P)  
**WTAL, Tallahassee**  
 The Fancee A Chepelo Choir (S)  
 F.S.C.W. Forum (S)  
 This and That (S)  
 Story Time (S)  
**WFLA, Tampa**  
 Forward Florida  
 Grasso Presents  
 Jewel Box
- For You, The Housewife (P)  
 News By Air (C)  
 Musicale Bazaar (P)  
**WBLJ, Dalton**  
 Breakfast Express (C)  
 Opportunities In the South (C)  
 Women in the News (S)  
**WBML, Macon**  
 Tune Quiz (C)  
 Your Street (C)  
 Saturday Night Party (C)  
 Sunrise Serenade (P)  
**WSAV, Savannah**  
 Saga of Savannah (S)  
 Man's Search for Health (S)  
 Souvenirs of the Old South (C)  
 Musical Arithmetic (C)  
**WTOC, Savannah**  
 The Old Sait Program (S)  
 Musical Quiz (C)  
 Coastal Empire Journal of Air (S)  
 Moods and Music (S)  
 Chapel Singers (S)  
 To The Ladies (C)  
 Milkman's Serenade (P)  
**WAYX, Waycross**  
 Melody Matinee (P)  
 Kiddies Club of the Air (S)  
 1200 Club (P)  
 Merchants Parade (P)  
**Idaho**  
**KIDO, Boise**  
 Hopper's Dollar College (C)  
 Baird's Big Eight (C)
- Spelling B (C)  
 Armchair Athlete (S)  
**KTFL, Twin Falls**  
 KTFL Midmorning Jamboree (C)  
 Hi-Yea Neighbor (P)  
**KWAL, Wallace**  
 Musical Round-Up (C)  
 Shopping Guide (P)  
 Spell and Win (C)  
**Illinois**  
**WMRO, Aurora**  
 Aurora Answers (C)  
 Ten-Pin Topics (C)  
 Meet the Bride (C)  
**WAAF, Chicago**  
 Symphonic Hour (S)  
 Opera Festival (S)  
 Mythical Ballroom (C)  
 Council on Foreign Relations (S)  
**WCFL, Chicago**  
 Make Believe Danceland (C)  
 Meet the Folks (C)  
 Peekers In the Partry (P)  
 Music Lovers (C)  
**WEDC, Chicago**  
 Midnight Flyers (P)  
**WENR, Chicago**  
 Sachs Amateur Hour (C)  
 This Week's Hit Tunes (C)  
 Yours Truly (P)  
 Bob Crosby (C)  
**WGN, Chicago**  
 In Chicago Tonight (S)  
 The Chicago Theater of the Air (S)
- Southwest Georgia Jamboree  
 Merchant's Parade  
 Musical Clock  
 Farm and Home Hour  
**WAGA, Atlanta**  
 Your Radio Neighbor (P)  
 Pop Eckler's Jamboree (P)  
 WAGA Radio Theater (S)  
 Capt. Bill, The Brain Duster (C)  
 WATL, Atlanta  
 Charlie Smithgall's Time Table  
 Kessler's Sunshine Hours  
 Women In the News  
**WGST, Atlanta**  
 Frankie & Johnny, The Sidewalk Snoopers (S)  
 Just Home Folks (C)  
 Chuck Wagon (P)  
**WSB, Atlanta**  
 Dixie's Farm Hour (S)  
 Salute to Georgia Counties (S)  
 Church of the Children (S)  
 Chariot Wheels (S)  
 Pan Americana (S)  
 The Editor Speaks (S)  
**WRDW, Augusta**  
 People We Like to Know (C)  
 Over The Rainbow (C)  
 So You Think You Know (C)  
**WRBL, Columbus**  
 Baseball and Football Questionnaire (C)  
 Fort Benning News (S)

**Peter Quill** (C)  
**Play Broadcast** (C)  
**WIJD, Chicago**  
 Supper-time Frolic (P)  
 Laugh Music Hall (P)  
 Sunshine Jubilee (P)  
**WMAQ, Chicago**  
 Ten O'Clock Final (C)  
**Heap O' Living** (C)  
 Sunshine Hour (C)  
 Northwestern Hour (C)  
**WMBI, Chicago**  
 Shut In Request Program (S)  
 Radio Sketches With Song (S)  
 Continued Story Reading (S)  
 Birthday and Anniversary Program (S)  
**WHFC, Cicero**  
 Better Music Hour  
 Bing Crosby Request Program  
**WDAN, Danville**  
 Chatterbox Program (C)  
 Battle of Wits (C)  
 Juvenile Jamboree (C)  
 Meet Your Postman, Policeman, and Fireman (C)  
**WSOY, Decatur**  
 Street Forum of the Air (P)  
 Baseball and Basketball Play-by-Play (C)  
**WTMV, East St. Louis**  
 Melody Man (C)  
 Opportunity Knocks (S)  
 Swing Time (C)  
 Collinsville Newspaper of the Air (C and P)

**WEBC, Harrisburg**  
 Stamps-Baxter Quartet (S)  
 Bargain Counter (P)  
 Wheel of Fortune (P)  
 News of Southern Illinois (C)  
**WJPF, Herrin**  
 Number Please (P)  
 Egyptian Variety Hour (S)  
**WCLS, Joliet**  
 Social Column of the Air (C)  
 All Request Revue (P)  
 Stars of Tomorrow (S)  
**WMBD, Peoria**  
 Jay's Women of Today (C)  
 Chilco Town Crier (C)  
 Petticoat Parade (S)  
 Juvenile Theater (S)  
**WTAD, Quincy**  
 Men on Street  
 Pickatooon  
 Corn Belt Carnival  
**WROK, Rockford**  
 Add 'Em Up (P)  
 Young Americans Club (C)  
 Town Crier (C)  
 Musical Portraits (S)  
**WHBF, Rock Island**  
 Juvenile Theater (C)  
 Listen, Ladies (P)  
 Play Burge (quiz) (C)  
**WCBS, Springfield**  
 1420 Club (P)  
 Musical Clock (P)  
 Rural School of Music (S)

Capitol City Barn Dance (C)  
**WTAX, Springfield**  
 Street Quiz (P)  
 Yours for the Asking (C)  
 Safety In Springfield (C)  
 Farm Bulletin Service (P)  
 Bob Club (P)  
**WDZ, Tuscola**  
 Kitchen Barn Dance  
 Women, Just Women  
 Screw Ball Club  
 Corn Crib Hoe Down  
**Indiana**  
**WHBU, Anderson**  
 Household Forum (P)  
 Quilting Time (S)  
 Mailbag (P)  
 Last Work In Sports (C)  
**WTRC, Elkhart**  
 Elkhart-At-Home (C)  
**WGL, Fort Wayne**  
 Hey! Mr. Motorist!  
 Name the Tune  
 Kay Reporter  
 Clock Strikes Twelve  
**WOWO, Fort Wayne**  
 Morning Roundup (P)  
 Modern Home Forum (P)  
 Hoosier Hop (S)  
 Old Songsmith's Happy Club (S)  
**WIND, Gary**  
 Sports Edition (P)  
 Changing Scene (S)  
 Northwestern Playshop (S)

**WHIP, Hammond**  
 America Talks It Over (S)  
 Lithuanian Musical (C)  
 School Forums (S)  
 Family Altar (S)  
**WJOB, Hammond**  
 Air Lane Dance (P)  
 Rhythm Roundup (C)  
 Master Work Hour (S)  
 Educational Forum (S)  
**WFBM, Indianapolis**  
 Indiana Talent Parade (C)  
 Early Birds (P)  
 Hoosier Farm Circle (P)  
 Lyric Program (S)  
**WIBC, Indianapolis**  
 Friendly House  
 Lester Huff at the Organ  
 Hoosier Request Time  
 Melody Farm  
**WIRE, Indianapolis**  
 Farm and Home Hour (C)  
 B's at the Keys (S)  
 Street Reporter (C)  
 Serenade In the Night (C)  
**WBOW, Terre Haute**  
 Si and Ezra (C)  
 Spin O' Fortune (C)  
 Valley Farm Hour (C)  
 Indiana State Educational Series (S)

**Iowa**  
**WOI, Ames**  
 Mid-day Music (S)  
 The Music Shop (S)

Betty Wells Program (S)  
**WMT, Cedar Rapids, Waterloo**  
 Toby's Cornhusser News (C)  
 Family Party (C)  
 Magic Kitchen (P)  
 Question Man (C)  
**WOC, Davenport**  
 Tri-City Circle (P)  
 Guest of Honor (C)  
**WOC** Mail Bag (P)  
**KWLC, Decorah**  
 Radio Chapel (P)  
 Hymns We Love (S)  
 International News Review (S)  
**KRNT, Des Moines**  
 Tall Carn Time (C)  
 Tommy Thompson's Program (S)  
**XSO, Des Moines**  
 Hawkeye Dinnertime (P)  
 Charlie Flagler (C)  
 Inquiring Mike (C)  
 Sum Fun (S)  
**WHO, Des Moines**  
 Iowa Barn Dance Frolic (C)  
 Veterans' Forum (S)  
**KVFD, Fort Dodge**  
 Lady Luck (C)  
 Cathedral in the Night (S)  
 Chapel Quintette (C)  
 Song Shop (S)  
**KMA, Shenandoah**  
 Jessie Young's Program  
 KMA Country School  
 Kitchen-Klatner Program  
 Early Morning Roundup

**KSCJ, Sioux City**  
 The Sioux Cityans (S)  
 Town Chiers (P)  
**KTRI, Sioux City**  
 His Majesty The Baby (C)  
 KTRI Players (S)  
 News Every Hour on the Hour (C)

**Kansas**

**KGGF, Coffeyville**  
 Junge's Amateur Hour  
 Junior Chamber Roundtable  
 Musical Clock  
 Pickwick Man on the Street  
 KTSW, Emporia  
 The Brainbusters (C)  
 The KTSW Showcase (S)  
 The Gilson Players (S)  
 Rainbo Amateur Hour  
**KIUL, Garden City**  
 Hamilton Trio (S)  
**KVGB, Great Bend**  
 Gospel Singers (C)  
 We the People Sing (S)  
 Beals at the Baldwin (P)  
**KCKN, Kansas City**  
 Dance With America (C)  
 Noon Hour Clock (C)  
 The Magic Carpet (C)  
 Behind the Headlines (C)  
**KFKU, Lawrence**  
 Your Health Program  
 Stories for Elementary Grades  
 University of Kansas Roundtable  
 Book Club Program

**KOAM, Pittsburg**  
 Amateur Hour (C)  
 Hillbilly Jamboree (C)  
 Town Talk Program (C)  
 Community Editor (C)  
**KSAL, Salina**  
 Passing Parade (C)  
 Morning Hymnal (C)  
 Dinner Dividends (C)  
 Royal Crown Club (C)  
**WIBW, Topeka**  
 E. C. Quigley's Sport Forum (S)  
 Kansas Roundup (C)  
 Uncle Abner's Postoffice (C)  
 Golden Belt Tent Show (S)  
**KANS, Wichita**  
 Spines Yawn Patrol (C)  
 What's The Name of That Song (P)  
 Yingling's Over the Rainbow (C)  
 The KANS Cook Book (P)  
**KFBI, Wichita**  
 Dinner Bell Time (P)  
 Derby Football Revue (C)  
 Farmer on the Dial (P)  
 The Sunday Serenade (C)

**KOAM, Lexington**  
 Man on Street (C)  
 Morning Round-up (P)  
**WAVE, Louisville**  
 Melody Time (S)  
 Man on the Street (C)  
**WHAS, Louisville**  
 Paul Sullivan's Program (C)  
 Dick Fischer's Program (C)  
 Modern Music Hall (S)  
 Early Morning Jamboree (C)  
**WINN, Louisville**  
 Swing-I-Q (C)  
 Mortal Classics (S)  
 Bar Nuthin' Ranch (C)  
 Tunesful Ticktocks (P)  
**WOMI, Owensboro**  
 Stork Express (C)  
 High School Spelling Bee (C)  
 Tex Justus Barn Dance (P)  
 Musical Clock (P)

**Louisiana**

**KALB, Alexandria**  
 KALB Farm and Home Program (S)  
 Dr. Gem's Program (C)  
 Royal Crown Musical Quizzer (C)  
 Louisiana College Presents (S)  
**KVOL, Lafayette**  
 Mello Joy Bonanza Broadcast (C)  
 Royal Crown Cola Program (C)  
 Sports Program (C)

**KALB, Alexandria**  
 KALB Farm and Home Program (S)  
 Dr. Gem's Program (C)  
 Royal Crown Musical Quizzer (C)  
 Louisiana College Presents (S)  
**KVOL, Lafayette**  
 Mello Joy Bonanza Broadcast (C)  
 Royal Crown Cola Program (C)  
 Sports Program (C)

**Kentucky**

**WLBI, Bowling Green**  
 Friendly Neighbors (S)  
 Lady, Lend An Ear (C)  
 WLBJ Listening Post Hour (P)  
**WHOP, Hopkinsville**  
 Goober and His Kentuckians (C)  
 Brown County Revellers (S)  
 Sports Review (C)

- Hilly Billy Jamboree (C)  
**WNOE, New Orleans**  
 Jax Midnight Dancing Party  
 Gotta Get Up Program  
 Louisiana Marches On  
**WWL, New Orleans**  
 Musical Clock Program (C)  
 Dawnbusters (C)  
 Melodies by Mariel (S)  
 Elmer's Jingle Jamboree (C)  
 Majoring Music Program (C)  
**KRMD, Shreveport**  
 Junior Talent Party (C)  
 Women in the News (S)  
 Housekeeper's Chats (S)  
**KTBS, Shreveport**  
 Master Minds of Tomorrow (C)  
 Five Column Sports Review (S)  
 Orchids To You (C)  
 Daily United Pres War Commentary (S)  
**KWKH, Shreveport**  
 Wiley College Choir (S)  
 Religious News Reporter (S)  
 Rice Bros. and Their Gang (C)  
 Salt and Peanuts (C)
- Maine**  
**WCOU, Lewiston**  
 What's the Answer  
 First Person Plural  
 Gerald Saucier Sings  
 Meat On the Table  
**WCSH, Portland**  
 The Three-A Safety Man (S)
- The Party Line (P)  
**WGAN, Portland**  
 Walkin's Treasure Tips by Telephone (C)  
 Late Risers Club (P)  
 Ken MacKenzie, Yodelling Cowboy (S)  
 Russel Dorr's Program (S)
- Maryland**  
**WBAL, Baltimore**  
 Round the Dinner Table (P)  
 Time for Romance (P)  
 Mary Landis' Program (P)  
 Here's Now (C)  
 Jack Pot (S)  
 Breakfast Time (P)  
**WCAO, Baltimore**  
 John Varney's Moderne Quintette (P)  
 Your Friendly Neighbor (P)  
 Don Riley's Sports Review (S)  
 Arrow News Reporter (C)  
**WFBR, Baltimore**  
 Quiz of Two Cities (C)  
 Carnival of Fun (C)  
 Open House (C)  
 Morning In Maryland (F)  
**WTBO, Cumberland**  
 Vanity Fair (P)  
 It's All Yours (P)  
 Cumberland Town Meeting of the Air (S)  
**WJEL, Hagerstown**  
 Tomorrow's Headline Sports (C)  
 Cumberland Valley Chorusters (S)
- Municipal Band (S)  
 Sketchbook Players
- Massachusetts**  
**WAAB, Boston**  
 Soldiers' Quiz (C)  
 Friends' Student Radio Club (C)  
 Your Singing Neighbor (S)  
 Ruth Moss Interviews (S)  
 Town Meeting On the Air (S)  
**WBZ & WBZA, Boston & Springfield**  
 Morning Toast (P)  
 Musico (C)  
 You and Your Neighbor (C)  
**WCOP, Boston**  
 Radio Orchestra Hail (S)  
 Rise 'N' Shine (C)  
 Show Business (S)  
 Orchids to You (S)  
**WEEL, Boston**  
 WEEL Food Fair (P)  
 Farmer's Almanac of the Air (C)  
 E. B. Rideout Weather Service (C)  
 Uncle Elmer's Song Circle (S)  
**WMEX, Boston**  
 Curin Time (S)  
 Joseph H. Tall's Hour (C)  
 Alexander Thiede Conducts (S)  
 Rhythm Revue (S)  
**WNAC, Boston**  
 Quiz of Two Cities (C)  
 Spreading New England's Fame (C)  
 New England Town Hall Party (C)  
 Inside of Sports (C)
- Jim Britt's Sports Review (C)  
**Programs**  
**WORL, Boston**  
 920 Club (P)  
 M-I Reporter (S)  
 Christian Science Monitor News  
**WSAR, Fall River**  
 1450 Club (S)  
 Man on the Street (C)  
 Local News (P)  
**WHAI, Greenfield**  
 The Birthday Box (C)  
 Knights of the Whirling Disk (P)  
 Entertainment Time (S)  
**WOCB, Cape Cod**  
 Music Academy of Air (S)  
 Passports to Pleasure (P)  
 Cape Cod Cwiz (C)  
 A Village Speaks Its Mind (C)  
**WLAW, Lawrence**  
 Auditions On The Air (C)  
 Yawn Patrol (C-P)  
 Eventide Moods and Memories (S)  
**WBRK, Pittsfield**  
 Prof. Query (C)  
 1310 Club (P)  
 Sweet and Swing Club (P)  
 Hans Vigeland's Concert Orch. (C)  
**WMAS, Springfield**  
 Sidewalk Interviews (C)  
 You're On the Carpet (C)  
**WTAG, Worcester**  
 Dedicatory Broadcast to Admiral Byrd (S)



Melodies From the Fireside (C)  
Radio Theatre Matinee (P)  
Star Interviews (S)

### **Michigan**

**WJR, Detroit**  
Hermi's Cave (C)  
News Comes to Life (C)  
Gus Haenschen's Orchestra (C)  
Peaceful Valley (S)  
**WMBC, Detroit**  
Shades of Melody (S)  
Lady of Charm (C)  
Music Maestro (P & C)  
**WXYZ, Detroit**  
The Lone Ranger  
The Green Hornet  
Challenge of the Yukon  
Ned Jordan, Secret Agent

### **WFDF, Flint**

Blues Chasers (P)  
Flint Gems Baseball (S)  
Skeets & Playboys (S)  
**WLAY, Grand Rapids**  
School Mirror (S)  
Final Edition (C)  
Quizzing Bee (C)  
Little Red School House (S)  
Open House (C)

### **WOOD-WASH, Grand Rapids**

Sidewalk Interviews  
Search For a Star  
Happy Valley Frolic

### **WJIM, Lansing**

Breckfast Bingo (C)

Treasure Chest (C)  
Rhythm Request Round-up (S)

### **WCAR, Pontiac**

Men on Wings (S)  
Cheerful Little Earful (C)  
Michigan Round-up (P)  
Food for Thought (C)  
**WHLS, Port Huron**

Aunt Jane's Story Book House (S)  
Hired Man Farm Program (P)  
Michigan Thumb District School Bands

### **WSAM, Saginaw**

Hidden Dollars (P)  
Birthday Club (C)  
Howdy Folks (S)  
Kay Karrol's Columns of the Air (C)

### **Minnesota**

### **KATE, Albert Lea**

Your Opinions (S)  
Women's Calendar (C)  
The Hymn Singer (S)  
Court of Missing Heirs (C)

### **KDAL, Duluth**

Day's Digest (C)  
Noon Extra Program (C)  
Broadcast Theater (S)

### **WEBC, Duluth**

Menu Matinee (C)  
Woman's World (P)  
Quiz of Twin Ports (S)  
Today's Best Buys (S)  
Boy Meets Girl (S)

### **KYSM, Mankato**

Sunshine Dinnertime (C)  
Quizzer Bee (C)

KYSM Birthday Party (S)

Mid-day Merry-go-Round (P)

### **WCCO, St. Paul-Minneapolis**

Saturday Morning Open House (P)  
Sunrisers (P)  
Kiddie Quiz (C)

Backgrounding World News (C)

### **WDGY, St. Paul-Minneapolis**

Happy Hollow Program (C)  
Farmyard Follies (C)

Coffee Club (P)

Health Club (S)

Clock and Calendar (P)

### **WLB, St. Paul-Minneapolis**

University Convocations (S)  
Old Tales and New (S)  
Music Appreciation Series (S)

Classroom Lecture Series (S)

### **WLOL, St. Paul-Minneapolis**

News of Women for Women (C)  
Happy Valley Gang (C)  
Uncle Ray

Story-Tone Girl (C)

### **WMIN, St. Paul-Minneapolis**

All Nite Stand (P)  
Safely Club (S)

Open Forum (S)

### **WTCN, St. Paul-Minneapolis**

News to Come (C)  
Church Music Appreciation (S)  
Front Page of the Air (C)

### **KROC, Rochester**

Strikes & Spares (C)

Noon Frolics (C)

Tick Tock Topics (C)

KROC-Presents (S)

### **WHLB, Virginia**

New Angles on Angling (C)  
Please Play (C)

Daily Sports Review (C)

Tavern Show (C)

### **KWLM, Willmar**

Happy Bill and Friendly Radio Troupe (P)

The Lakeland Jamboree (S)

### **KWNO, Winona**

Kiddie Quiz (C)

Rapsody of Ivory (S)

Hammondaires (C)

Owl Reporter (C)

### **Mississippi**

### **WCBI, Columbus**

Citico Kiddie Club (C)

Uncle Zeke's Program (C)

Egger-Sisson Musical Clock (C)

Jax Pigskin Parade (C)

### **WJPR, Greenville**

Happy Harry (S)

Read 'em and Reap (P)

Speaking of Society (C)

News Round Up (S)

### **WGCM, Gulfport**

Boatmen's "C"

### **WSLI, Jackson**

Women's Club (P)

The Grab Bag (P)

The Dream Girls (C)

Jafco Community News (C)  
**WSKB, McComb**  
 Happy Housewife's Hour (P)  
 WSKB Band Wagon (C)  
 Mississippi Farm Hour (P)  
 Devotional Hour (S)

**Missouri**  
**KFUO, Clayton-St. Louis**  
 Musical Magic Carpet (S)  
 Music Appreciation Hour (S)  
**KFRU, Columbia**  
 Women's Radio Journal (P)  
 Musical Clock (P)  
 Village Choir (C)  
**KWOS, Jefferson City**  
 Man on the Street (C)  
 Birthday Bells (C)  
 Top Tune Time (C)  
**KCMO, Kansas City**  
 Quizmaster (C)  
 Miss "Q" (C)  
 Eight O'Clock Edition (C)  
 Eleven O'Clock Final (C)  
**KMBC, Kansas City**  
 Early Birds Show  
 Dinner Bell Roundup (S)  
 Brush Creek Follies (P & S)  
 KMBC Happy Kitchen (P)  
 Rhyme-A-Line Time (C)  
**KWOC, Poplar Bluff**  
 Sports Final (C)  
 Mothers Best Mountaineers (C)  
 Piano Rumblings (C)  
 Music for the Dance (P)

**Nebraska**  
**KORN, Fremont**  
 Daily Devotions  
 Telaquiz Program  
 Omaha Remote Program  
**KMMJ, Grand Island**  
 Joe Lukesh Bohemian Orchestra (P)  
 KMMJ Homemakers Club (P)  
 KMMJ Ranch House (P)  
 KMMJ Shoppers Guide (P)  
**KHAS, Hastings**  
 Blue Monday Jamboree (P)  
 Saturday Night Roundup (P)  
 Swanee and Nancy (P)  
**KGFW, Kearney**  
 Nebraska Troubadour  
 KGFW Farm Hour (P)  
 Central Nebraska News (P)  
 Women's Home Forum (P)  
 Steve Chrastil Bohemian Band (C)  
**KOIL, Omaha**  
 Parade of the News (S)  
**WOW, Omaha**  
 Farm Facis & Fun (S)  
 The Other Woman (C)  
 Lyle & Eddie (C)  
 Man on the Street (C)

**New Hampshire**  
**WLNH, Laconia**  
 The Birthday Party (C)  
 Home Half-Hour (P)  
**WFEA, Manchester**  
 Children's Magic Circle (C)  
 The Treasure Chest (C)  
 Moods and Moments (S)  
 News on Parade (C)

**New Jersey**  
**WCAP, Asbury Park**  
 Cooking School of the Air  
 Shore Shopper

**New Mexico**  
**KOB, Albuquerque**  
 The Feminine Touch  
 Radio Riddles  
 Women in the News  
 Men in the News  
 Road to Cibola  
**KLAH, Carlsbad**  
 Woman's Club (C)  
**KVSE, Santa Fe**  
 Woman's Club of the Air (P)  
 Sunshine Special All Request  
 Program (P)  
 Spanish Program (P)  
 Theatre Parade (C)

**New York**  
**WABY, Albany**  
 Albany Senators Baseball (C)  
 Sidewalk Sidelights (C)

**Nebraska**  
**KFEQ, St. Joseph**  
 KFE Cuties (S)  
 Just The Other Day (C)  
 The Pony Express Roundup (C)  
 Where to Go Tonight (C)  
**KMOX, St. Louis**  
 Magic Kitchen (P)  
 The Land We Live In (C)  
 Mellow Time (C)  
 Ben Feld Show (C)  
**WEW, St. Louis**  
 Moments With the Masters (S)  
 Musical Clock (P)  
 Roy Shaffer and Nat. Champ.  
 Hillbillies (C)  
 Sacred Heart Hour (S)  
**WIL, St. Louis**  
 Breakfast Club (P)  
 Today's Winners (S)  
 Mister Fixit (S)  
 Dawn Patrol (P)

**Montana**  
**KRBM, Bozeman**  
 Movie Magazine of the Air (C)  
**KFBB, Great Falls**  
 The 6:55 Club (P)  
 KFBB Kourtesy Kitchen (P)  
 Part of Dreams (S)  
 In The Sportlite (S)  
**KGVO, Missoula**  
 Dude Ranch (S)  
 This & That (S)  
**KGCX, Wolf Point**  
 Montant Pete (S)  
 Ralph Bray and His Rainbow  
 Players (P)  
 Skeets Shaw at the Solovox (S)

Meet Our Visitors  
**WBAB, Atlantic City**  
 Woman's Page of the Air (P)  
 WBAB Farm Almanac (P)  
 Amusement Page (P)  
 Studio Theatre (S)  
**WFPG, Atlantic City**  
 Studio Varieties (S)  
 133 Club (P)  
 Midnight Jamboree (P)  
 Musical Rainbow (C)  
 Italo-American Opera (P)  
**WOR, Newark**  
 Martha Deane's Program (P)  
 Meet Mr. Morgan (P)  
 Danceland (P)  
 Uncle Don (P)  
**WAWZ, Zarephath**  
 Bishop Alma White (S)  
 Ray B. White Home Orchestra (S)  
 Jubilate Girls' Chorus  
 New Brunswick Public Schools

Grand Theatre Amateur Night (C)  
 Profit Program (C)  
**WOKO, Albany**  
 Montgomery Ward Musical Clock (C)  
 Spaulding Quik Quiz (C)  
 Socony News Service (C)  
 Empire Ensemble (S)  
**WARD, Brooklyn**  
 What Shall I Do? (S)  
 America Lives (S)  
 Irish Echoes (P & C)  
 American Yiddish Varieties (P & C)  
**WBDK, Brooklyn**  
 Kingdom Instruction (S)  
 Model Bible Study of the Air (S)  
**WCNW, Brooklyn**  
 Swing-Hi Club (S)  
 Tea Time Serenade (S)  
 Voice of the Negro Community (C)  
 Italian-American Varieties (C)  
**WVFW, Brooklyn**  
 We, the Veterans Speak (S)  
 Philosopher Advisor (S)  
 The Wanderer (C)  
 Personality Parade (S)  
**WBEN, Buffalo**  
 International House Party (C)  
 Ironic Reporter (C)  
 Sally Work (P)  
 Bob Armstrong and His WBEN Orchestra (S & C)  
**WBNY, Buffalo**  
 Suggestions in Symphony (S)  
 Echoes of Poland (P)  
 Saturday Night Review (S)  
**WEBB, Buffalo**  
 People's Forum (S)  
 Echo Trio Time (C)  
 Sidewalk Slanis (S)  
 Your Community (S)  
 Liberty Children's Hour (C)  
**WCAD, Canton**  
 Take A Guess (S)  
 Campus Personalities (S)

The Faculty Speaks (S)  
 Corner Book Shelf (S)  
**WENY, Elmira**  
 Quik Quiz (C)  
 American Legion Roundtable (S)  
 Day Dreams (S)  
 Little Curiosity Shop (S)  
**WGBB, Freeport**  
 Right Time for Listening (C)  
 Dance Music "A La Carte" (C)  
**WHCU, Ithaca**  
 Farm and Home Hour (S)  
 Sid Ten Eyck and the Sports (S)  
 Ithaca College School of Music Talent Program (C)  
**WJTN, Jamestown**  
 Swedish Revue (C)  
 Calling Warren (P)  
 Midmorning Martinee (P)  
 Mine-O-Nine (S)  
**WGNV, Newburgh**  
 Postman's Serenade (C)  
 Penny Smart (C)  
 Clay Sisters' Program (C)  
**WABC, New York**  
 (For program information see sustaining and commercial programs of National networks in another section of this volume.)  
**WEAF, New York**  
 (For program information see sustaining and commercial programs of National networks in another section of this volume.)  
**WFBL, Syracuse**  
 Musical Clock (P)  
 Etit-Quiz (C)  
 Musical Bee (C)  
 Army Camp News (C)  
**WOLF, Syracuse**  
 Hourly Newscasts on the Hour (C)  
 The Sportscoop (C)  
 Symphony Hall (C)  
 Musical Scoreboard  
**WSYR, Syracuse**  
 Fred Jeske—Timekeeper (P)  
 Ruth Chilton's Matinee (P)  
 Mid Morning Ltd. (P)  
 Nick 'N' Red (P)

WINS, New York  
 Copydesk (S)  
 Horse Racing Results (C)  
 Musical Mysteries (S)  
 Don Dunphy's Highlights of Sports (S)  
**WJZ, New York**  
 (For program information see sustaining and commercial programs of National networks in another section of this volume.)  
**WLTH, New York**  
 Jewish American Board for Peace and Justice (P)  
 Questions In the Air (S)  
 A Program on Americanism (S)  
 Jewish Amateur Hour (C)  
 Story of My Song (C)  
**WMCA, New York**  
 The Original Goodwill Hour (C)  
 Labor Arbitration (S)  
 Johannes Steel (C)  
 Ida Bailey Allen's Homemakers (P)  
**WNEW, New York**  
 Make Believe Ballroom (C)  
 Milkman's Matinee (C)  
 Start the Day Right (C-P)  
 Dance Parade (C-P)  
**WOV, New York**  
 Nocturne (S)  
 Continental Nights (C)  
 Opera Hour (S)  
 Symphony Hour (S)  
**WQXR, New York**  
 Symphony Hall (S and C)  
 String Classics (S)  
 Breakfast Symphony (P)  
 Just Music (P)  
**WHLD, New York**  
 Quizz Court (C)  
 The Professor Ponders (C)  
 Sylvia Barnum and E. Whistler (S)  
 Maebelle Wegener's Hawtians (S)

WSLB, Ogdensburg  
 Home Service (P)  
 Rural Reporter (P)  
 Sports Review (C)  
**WHDL, Olean**  
 Interscholastic Quiz (C)  
 Cheek to Cheek (P)  
 WHDL Modern Kitchen (P)  
 Quik Quiz (C)  
**WKIP, Poughkeepsie**  
 Rodney Knight (S)  
 Covell's Curio Shop (S)  
 Market Street Forum (S)  
**WHEC, Rochester**  
 Children's Recess  
 Silver and Gold  
 Gulf Football Contest (C)  
 Police Safety Talks  
**WSAY, Rochester**  
 B. S. Bercovici's News (C)  
 1210 Club (C)  
 Frank Silva's Program (C)  
**WGY, Schenectady**  
 Play Pay Day (S)  
 Silver Strings (S)  
 Empire State Town Meeting (S)  
 Juvenile Jamboree (S)  
**WFBL, Syracuse**  
 Musical Clock (P)  
 Etit-Quiz (C)  
 Musical Bee (C)  
 Army Camp News (C)  
**WOLF, Syracuse**  
 Hourly Newscasts on the Hour (C)  
 The Sportscoop (C)  
 Symphony Hall (C)  
 Musical Scoreboard  
**WSYR, Syracuse**  
 Fred Jeske—Timekeeper (P)  
 Ruth Chilton's Matinee (P)  
 Mid Morning Ltd. (P)  
 Nick 'N' Red (P)

**WTRY, Troy**

Timekeeper Program (P)  
 Dusty Miller's Program (C)  
 Strings and Things (S)  
 Double II Program (C)

**WIBX, Utica**

Arpeko Musical Clock (C)  
 Women In The News (C)  
 Court of Kings (S)  
 Yawn Patrol (C)

**WFAS, White Plains**

Westchester Breakfast Club  
 Reviews of the News  
 Your Program

**Your Album of Music****WVRL, Woodside**

Auto Forum of the Air (C)  
 Grab Bag Quiz (S)  
 K of C Debate (S)

**North Carolina****WWNC, Asheville**

Top O' the Mornin' (C-P)  
 Western North Carolina Farm Hour  
 (S)

**Professor Curb-Ward (C)****Saturday Night Roundup (S)****WBT, Charlotte**

Grady Cole's Farm Club (P)  
 B. C. Ranch Time (C)  
 The Briarhoppers (C)  
 William Wintler's Commentary (C)

**WSOC, Charlotte**

Cheerwine Lady Luck (C)  
 Balloon Busters (S)  
 Elementary Education Program  
 Dance Hour Program

**WDNC, Durham**

Southern Plantation (S)  
 WDNCTheater Guild (S)  
 Song Styles (C)

**Headline Quiz (C)****WCNC, Elizabeth City**

Old Songs for New (C)  
 Round the Town (P)  
 Is That Your Name? (C)  
 Mail Bag Program (P)

**WFNC, Fayetteville**

Lumberton Hour (P)  
 Youth on Parade (S)  
 The Fort Bragg Hour (C)

**WGBR, Goldsboro**

Bright-Lites of Sport (C)  
 Around the Clock (P)  
 Rainbow Gold (C)

**1370 Club (P)****WBIG, Greensboro**

Gwendolyn Farrell's Broadcast  
 Erlu Neese's Program  
 Elizabeth Spells' Songs  
 WBIG Ensemble

**WGTC, Greenville**

Help Thy Neighbor (C)  
 Alarm Clock Contest (C)  
 Answer by Telephone (C)

**Farm Highlights (P)****Dedicated to You (S)****WFTC, Kinston****Musical Clock (P)****Mail Bag Program (P)****WRAL, Raleigh**

Central Prison Varieties  
 Freddie Johnson Entertains  
 Pete 'n' Minery

**Carolina Playmakers****WSTP, Salisbury**

Yadkin Valley Hoedown (S)  
 Bobvan Camp Swings (S)  
 Russel McIntyre Entertains (C)

**Coffee and Doughnuts (P)****WMFD, Wilmington**

Meditation Period (S)  
 Happy Roving Cowboys (S)  
 Mary Jane and Happy  
 Harmony Singers

**WGTM, Wilson**

Mustard and Gravy Program (C)  
**WAIR, Winston-Salem**  
 Melody Time (C)  
 Dear Diary (S)

**Rosser Fowlkes' Program (C)****Once Upon a Time (S)****WSJS, Winston-Salem****Dollars for Sense (P)****Live at Five (P)****Downtown Jackpot (C)****Number Please (P)****North Dakota****KFYR, Bismarck****Cuckoo Quiz (S)****Memory Baseball (P)****KDLR, Devils Lake****KDLR Amateur Show (C)****Birthday Bells (S)****Farmers Hour (P)****Dakota Best (C)****WDAY, Fargo****Hayloft Jamboree (C)****Meet Your Neighbor (C)****Home on the Farm (C)****KFJM, Grand Forks****Herberger's Melody Quiz (C)****Late Risers Program (S)****Sicrs of Tomorrow (C)****Words and Music (C)****Golden Harvest Request Program (C)****KRMC, Jamestown****Inquiring Mike Program (C)****Tiny Troopers (S)****Storybook Lady (S)****Musical Clock (P)****KGCU, Mandan****Monday Evening Dancing Party (S)****KGCU Barn Dance (S)****Blue Blazer Trio (C)****KOVC, Valley City****Man on the Street****Honor Roll**

Puzzle Program (S)  
 Football Scoreboard (S)

**Ohio****WADC, Akron**

Main Street Opinions (C)  
 Lucky Money (C)  
 All Request Program (P)

**WJW, Akron**

Stumpus Club (P)  
 Bond News (C)  
 Information (S)  
 Home Edition (P)

**WICA, Ashtabula****Missouri Foxhunters (S)****Prof. Stump (C)****Headlines of Yesterday (C)****Highlights of Sports (S)****WCKY, Cincinnati****Hot Coffee Club****Morn Patrol****Your Program****Request Review****Time to Kill****WKRC, Cincinnati****The Dawn Patrol (P)****The Woman's Hour (P)****Just for You (C)****The Johnson Family (C)****Economy Kitchen (P)****WCLE, Cleveland****Burt's Amateur Show (C)****Matinee Dance Time (C)****Dugout Interviews (C)****Parade of Nations (C)****WGAR, Cleveland****Cultural Institute (S)****Wings Over Jordan (S)****What's the Law (S)****College Workshop (S)****WHK, Cleveland****Discoveries Program (C)**

- Variety Clock Program (C)  
 Junior Show Boat (S)  
**Bowling News** (C)  
**WTAM, Cleveland**  
 Know Your Notes (S)  
 Gordon Aires (S)  
 Women's Club of the Air (P)  
 Tom Manning's Sports Program (C)  
**WBNS, Columbus**  
 Harmony Haven (S)  
 Round Robin Review (P)  
 Hitful Hands (P)  
 Early Worm (P)  
**WCOL, Columbus**  
 Sports Parade (C)  
 Inquiring Reporter (C)  
 Columbus Town Meeting (S)  
**WHKC, Columbus**  
 Buckeye Four (C)  
 Trouble Shooters (S)  
 Sports by Sweeney (C)  
 Songs Sweethearts Sing (S)  
**WOSU, Columbus**  
 Radio Junior College Courses (S)  
 Ohio School of the Air (S)  
 Faculty Talks and Round Tables (S)  
 University Symphony and Concert Band (S)  
**WHIO, Dayton**  
 Songtime with Keyboard Choir (C)  
**SI** Burick's Sports and News Views (C)  
 Henry Lange and G. P. (C)  
 Great Days in Dayton (C)  
**WLOK, Lima**  
 Renz Talk of the Town (C)  
 Blattner's Quiz (C)  
 Del Rio Cowboys (S)  
**WMAN, Mansfield**  
 Gardner's Silver Lining  
 Amateur Hour  
 Who's Who  
 Jolly Juvenile Program
- Swingbillies (C)  
 Oklahoma Speaks (S)  
 Radio Kitchen Party (P)  
**WKY, Oklahoma City**  
 Spin and Win with Jimmy Flynn  
 Campfire Embers  
 Southwestern Serenade  
 Odds and Ends  
 This Is the Story  
**KGFF, Shawnee**  
 Varsity Varieties (S)  
 Oklahoma Speaks (S)  
 Mr. Yes and No (C)  
 Slips That Pass in the Mike (S)  
**KOME, Tulsa**  
 The Juvenile Matinee (S)  
 Mr. and Mrs. John Average (C)  
 Highway of Sports (S)  
 Dance With America (C)  
**KTUL, Tulsa**  
 Howdy Program (C)  
 Your Lucky Break (C)  
 News In Review (S)  
**KVOO, Tulsa**  
 Bob Wills and His Texas Playboys (C)  
 Morning Watch (P)  
 Merry-makers Program (C)  
 It's a Woman's World (S)
- Oregon**  
**KBND, Bend**  
 Morning Greeting (C)  
 Farmers Hour (C)  
 Santa Claus Program (C)  
**KODL, The Dalles**  
 Kitchen Clock  
 Weekly Sports Review  
 Kerb Stone Kwis  
**KOHE, Eugene**  
 What Lane County Thinks (P)  
 At Your Command (P)  
 KORE Swap Program (C)
- WJAY, Portsmouth**  
 Selby Classmate Hour (C)  
 Money Talks (C)  
 Musical Masterworks Hour (S)  
 By Request (P)  
**WSTV, Steubenville**  
 Do You Know Sports? (C)  
 Your Neighbor's Voice (C)  
 Birthday Party (P)  
 Food Quiz (C)  
**WSPD, Toledo**  
 Mrs. Toledo Perks Up (C)  
 Sidewalk Interviews (C)  
 Captain Reckless (S)  
 Pat the Pantry Man (C)  
**WTOL, Toledo**  
 Sunny Corners (S)  
 For Women Only (P)  
 Sports Review (S)  
 Town Crier (C)  
**WHIZ, Zanesville**  
 Silver-Dollar Tele-test (C)  
 Penny Wise (C)  
 Mother Hubbard's Cupboard (P)  
 1210 Club (P)
- Oklahoma**  
**KADA, Ada**  
 Campus Capers (P)  
 Eula Musgraves (C)  
 Home Market's Club (P)  
**KASA, Elk City**  
 Elmer Gooftus Hoskin Family  
 The Three Shades of Blue  
 The Periscope Broadcast  
 The Harford Radio Quartette  
**KOCY, Oklahoma City**  
 Let's Get Someone a Job (C)  
 Rocks on the Hour Every Hour (C)  
 Brown's Morning Watch (C)  
**KTOK, Oklahoma City**  
 A Woman's Point of View (P)
- KALE, Portland**  
 This and That (P)  
 Sunshine Express (P)  
 Slumber Boat (S)  
 Enchanted Garden (S)  
 Memory Timekeeper (B)  
 Good Morning Neighbor (C)  
 Gift of the Orient (C)  
**KEX, Portland**  
 Faithful Stradivari (S)  
 Musical Scoreboard (C)  
 Sport Court (C)  
 Charmingly We Live (P)  
**KGW, Portland**  
 Oregonian Matinee (P)  
 Alumni Magazine of the Air (C)  
 Me and My Shadow (S)  
 Oregonian Trail Blazers (S)  
**KWJJ, Portland**  
 Tiny's Wranglers (S)  
 Novel-enders (S)  
 Midnight Jamboree (P)
- Pennsylvania**  
**WLEU, Erie**  
 News Programs (C)  
 Man on Street (C)  
 Early Bird (P)  
 Evening Special 11 P.M. (P)  
 The Woman Listens (P)  
**WBFG, Glenside**  
 Danceland (C)  
 Tunes With Your Toast (C)  
 Your Unseen Advisor (S)  
 'Round The Town (P)  
**WHJB, Greensburg**  
 Alarm Clock Serenade  
 Farmer's Exchange  
 The Request Party  
 What's Going On Here?  
**WSAJ, Grove City**  
 Faculty and Student's Programs

**WKST, New Castle**  
The Streamliners (P)  
Number Please (P)  
**WKST** Birthday Club of the Air (S)  
Hear Yourself (C)  
Musical Building Blocks (C)  
**WKPA, New Kensington**  
Repeat It, Please (C)  
Rhyme & Rhythm (S)  
Farm Program (P)  
**KYW, Philadelphia**  
Music for Moderns (S)  
Kenby Cushing's Sports Program (C)  
Besse Howard Looks At the News (C)  
The Happy Clarks (S)  
**WCAU, Philadelphia**  
Horn & Hardart Children's Hour (C)  
Laura May Stuart's For Women Only (P)  
Powers Gouraud (C)  
Of Stars and Stripes (S)  
**WDAS, Philadelphia**  
Every Hour On the Hour: News (C)  
Merry-Go-Round (P)  
Band Hotel (F)  
Nocturne (S)  
**WFIL, Philadelphia**  
DeSole Quiz Caravan (C)  
Fels Golden Bars of Melody (C)  
Mystery History (S)  
**WIP, Philadelphia**  
Nine O'Clock Scholars (C)  
Dollars To Donuts (C)  
Easy Does It (P)  
Dialing For Dollars (C)  
Philadelphia Orchestra  
**KDKA, Pittsburgh**  
Tap Time (C)  
Treasure Trails (S)  
Music In the Night (S)  
Evening Echoes (S)

**KQV, Pittsburgh**  
Music For Reading (S)  
Meet Your Neighbor (C)  
Blues Chasers (F)  
Jobs Wanted (S)  
**WCAE, Pittsburgh**  
Lazy Rhapsody  
The Airlines  
Sophisticated Ladies  
**WWSW, Pittsburgh**  
Board of Education Features (S)  
Footlights and Stardust (C)  
Blessed Eventer (P)  
Golden Hour (S)  
**WARM, Scranton**  
Raiph and Hal (C)  
Kiddie Show (C)  
Quiz Hour (S)  
Final Edition (C)  
**WPIC, Sharon**  
Magic Carpet (S)  
Stump The Staff (S)  
**WKOK, Sunbury**  
Reg and Paul (C)  
Organ Doctor (S)  
Royal Entertainers (S)  
Sunshine Almanac (S)  
**WMBB, Uniontown**  
Smile-A-While (P)  
Saturday Evening Jamboree (P)  
Cohen Amateur Hour (C)  
Musical Clock (P)  
**WRAC, Williamsport**  
Lundy Quiz  
Store of Gold  
Melody Men  
Hoosier Cornhuskers

**Rhode Island**  
**WEAN, Providence**  
Sidewalk Backtalk (C)  
Everyday Adventures of Wallace (P)  
Carolyn

Everybody's Sport (S)  
**WJAR, Providence**  
WJAR Childrens Pro (S)  
Brevity Review (P)  
Housewives Radio Exchange (P)

**South Carolina**  
**WAIM, Anderson**  
Mess Hall Music  
Kris Kringle Quiz  
A Pretty Girl Is Like a Melody  
Midday Melodies  
**WCSC, Charleston**  
King St. Kwizz Klass (C)  
Stars of Tomorrow (S)  
Swing Low, Sweet Chariot (S)  
Good Neighbor (C)  
**WTMA, Charleston**  
The Scrapbook (C)  
Money For Your Thoughts (C)  
Wiz Quiz (C)  
Cabinet Maker (C)  
**WCOS, Columbia**  
Community Quiz  
Theater Adds of the Air (S-P)  
Columbia Hall  
Time-State Penitentiary  
**WIS, Columbia**  
Strietmann's Street Man (C)  
Adluh Musical Millers (C)  
Balentine's Aristocratic Pigs (C)  
Black Draught Hillbillies (C)  
**WOLS, Florence**  
Tiny's Program (C)  
Super X Street Broadcast (C)  
Florence Highschool Program (S)  
Sunday School Time (S)  
**WFBC, Greenville**  
Jim Reid's Sports Column of the Air  
Housekeeping—A Hobby  
James Dawson's News Commentary  
The Balladeers

**WMRC, Greenville**  
Early Worm (P)  
Rhythm Rangers (C)  
**WORD, Spartanburg**  
Converse College Hour (S)  
Sunday Hymn Singing (S)  
Bulletin Board (P)  
Song and Story (C)  
**WSPA, Spartanburg**  
Jame Daiton (C)  
Swing Club (P)  
Catalina Crackerjacks (C)  
Is That Your Name? (P)  
**WFIG, Sumter**  
Royal Crown Musical Quiz  
News of the Hour on the Hour  
Yawn Busters

**South Dakota**  
**KABR, Aberdeen**  
The People On the Platform (C)  
Play Time (S)  
Romance In Song (C)  
Curbstone Gossip (C)  
**KFDY, Brookings**  
Vocational Problems (S)  
From the Campus (S)  
**KOBH, Rapid City**  
Names and Numbers In Dance Time (S-P)  
Bean-Bag Bargain Busters (C)  
The Bottom Dollar (C)  
**KUSD, Vermillion**  
Fashions In Music (S)  
The County History Series (S)  
**WNAX, Yankton**  
Ma Brown and Her Boys (C)  
Paraland Pennfield Program (C)  
Sunday Get-Together (C)

**Tennessee**  
**WOPI, Bristol**  
Loking At the News (C)

- Man on the Street (C)  
School of the Air (S)  
**WAPO, Chattanooga**  
The Melody Lingers (C)  
Sweet and Swing (P)  
What's the Price (C)  
Music Beautiful (C)  
**WDOB, Chattanooga**  
Salute to the Schools (C)  
The Little Show (S)  
**WHUB, Cookeville**  
Esso Amateur Program (C)  
Sunrise Roundup Farm Hour (S)  
Afternoon Variety Show (P)  
WHUB Jamboree (S)  
**WTJS, Jackson**  
Have You Got It (C)  
R C Cola Treasure Chest (C)  
Scrap Iron Quartet (C)  
Good Neighbor Program (C)  
**WKPT, Kingsport**  
Sunrise and You (C-P)  
Hayride Program (S)  
**WNOX, Knoxville**  
WNOX Midday Merry Go-Round (P-C)  
Curbstone College (C)  
Voices of the Past, Today and Future (C)  
Swingsterlime (P-C)  
**WROL, Knoxville**  
Jackson Family (C)  
Sports Review (C)  
Highlights In Sport (C)  
**WMC, Memphis**  
It's a Hit (C)  
Sears' Young America Sings (C)  
Mid-South Farm and Home Hour (P)  
Dixie Jamboree (S)  
**WMPF, Memphis**  
Cats on the Keys (S)  
**WLAC, Nashville**  
Old Dirt Dobber (C)  
Airport Interviews (C)  
Man on the Street (C)  
Young America Club (S)  
**WSIX, Nashville**  
Words and Music (S)  
Frances Craig's Music from the South (S)  
**WSM, Nashville**  
Grand Ole Opry (C)  
Sunday Down South (S)  
Magnolia Blossoms (S)  
Counter No. 7 (C)  
**Texas**  
**KRBC, Abilene**  
For the Ladies (S)  
Questions Please (C)  
Shopping With Barbara (P)  
Hymns You Know and Love (C)  
**KFDA, Amarillo**  
Sky Reporter (C)  
Robertta (S)  
Sam's Club of the Air (C)  
North Amarillo Jamboree (P)  
**KGNC, Amarillo**  
Wes Izzard Views the News (C)  
Sons of the West (C)  
Trading Post (S)  
Man on the Street (C)  
**KNOW, Austin**  
Austin-Barrow Question Box (C)  
Page and Listing (C)  
The Lady Next Door (C)  
Uncle Charley Reads the Funnies (C)  
**KTBC, Austin**  
Modernistic Melodies (C)  
Party Line of the Air (C)  
Irene Wayne (P)  
Savoy Swing (S)  
**KRIC, Beaumont**  
Musical Mysteries (S)  
Five Star Final (S)  
Huddle Time (S)  
Morning Paper and Coffee (P)  
**KBST, Big Spring**  
What's Doing In Big Spring (C)  
Sunset Reveries (S)  
Curbstone Reporter (C)  
Birthday Club (C)  
**KGFL, Brownsville**  
College Kapers (S)  
The Garden Club (S)  
**KRLD, Dallas**  
Mr. Dodge's Quiz Program (C)  
Cradle Club (S)  
Silhouettes Program (P)  
**WFAA, Dallas**  
Early Birds (P)  
Mrs. Tucker's Smile Program (C)  
From The Pages of Time (C)  
You Might Be Right (S)  
**WRR, Dallas**  
Highroad to Melody (P)  
Noon Hour Varieties (P)  
Business Builders (C)  
**KDNT, Denton**  
142 Club (P)  
Roundup Program (P)  
**KROD, El Paso**  
Children's Theater (C)  
Midnet Story Hour (P)  
Moonlight Sonata (S)  
Musical Clock (P)  
**KFJZ, Fort Worth**  
Texas Hall of Fame (C)  
11:30 Inc. (S)  
Texaco Star Reporter (C)  
Your Neighbor (C)  
High School Football Games (S)  
**KSAM, Huntsville**  
Helpful Harry's Household Hints (S)  
All Request Program (S)  
**KPAB, Laredo**  
Daily Community News (C)  
Amateur Hour (C)  
Phono-quiz (C)  
Brain Buster (C)  
**KFYO, Lubbock**  
Snoop and Scoop  
Old Possum Hollow  
Wylie & Gene Hill Billy Team  
Hop Halsey's Drug Store Cowboys  
**KRLH, Midland**  
Man on Street (C)  
Civic Music Club (S)  
Little Theater Plays (S)  
Remote Coverages (S and C)  
**KNET, Palestine**  
Flournoy's Forum (C)  
Pepsi-Cola Pals (C)  
Black & White Reflections (S)  
**KPDN, Pampa**  
Sam's Club of the Air (C)  
Wizard of Quiz (C)  
The Woman's Hour (P)  
Know Your Public Schools (S)  
**KPLT, Paris**  
Singing Convention of Air (P)  
Inquiring Reporter (C)  
Sunday Afternoon Variety Show (C)  
Local School Programs (S)  
**KPAC, Port Arthur**  
Music from the Bayou Country (P)  
Phelan's Mystery Melodies (C)  
Jubileers (S)  
Heartbeats In Sports (C)  
**KGKL, San Angelo**  
The Birthday Club (C)  
The Man on the Street (C)  
College Life (S)  
The Voice of Personal Service (C)  
**KONO, San Antonio**  
Cowboy Roundup (P)  
Paint-up Time (C)  
Music and Fashions (C)  
Weatherman Speaks (S)  
**KTSA, San Antonio**  
Katlison's Trading Post (C)  
Our American Way (S)

- Unusual People, Places and Things (S)  
**KBWB**, **Provo**  
 Junior Wranglers (S)  
**KOYO**, **Provo**  
 Arthur Galth Comments (C)  
 Red and White and You (C)  
**KDYL**, **Salt Lake City**  
 For Housewives Only (C)  
 I Am An American (C)  
 Singtime (C)  
 Kitchen Quiz (C)  
**KSL**, **Salt Lake City**  
 Letters of Doom (S)  
 Story Telling Time (S)  
 Albert Shepherd's String Ensemble (S)  
 Sunday Evening On Temple Square (S)  
**KUTA**, **Salt Lake City**  
 All Around Sports Coverage  
 Musical Almanac  
 Inside Story on Sports  
 Noon-day Heat Wave
- Vermont**  
**WCAX**, **Burlington**  
 You Asked For It (S)  
 Radio Journal (C)  
 Calling All Women (C)  
 Three Ring Time (C)  
**WDEV**, **Waterbury**  
 Max Roney's Hi-Boys  
 Wini and Her Music  
 Housewives Forum  
 Birthday Party
- Virginia**  
**WCHV**, **Charlottesville**  
 Town Crier (S)  
 Grand Moments From Great Music (S)  
 National Dance Parade (C)  
 Scatterbrain Reporter (P)  
 Today's War Commentary
- Kiddies' Santa Gooth (C)  
 Kiddies Christmas Theater (C)  
**WLPM**, **Suffolk**  
 Spin-O-Quiz (C)  
 Winnit or Losit (C)  
 Man on the Lot (C)  
 Meet The Missus (C)
- Washington**  
**KXRO**, **Aberdeen**  
 Man In the Street (P)  
 Jingle Club (C)  
 Doodlebug (P)  
 Synopacted Riddles (P)  
**KELA**, **Centralia and Chehalis**  
 Breakfast Club (P)  
 Voice of Morning Worship  
 The Party Line  
**KEVR**, **Seattle**  
 Noontime Requests (S)  
 Pike Place Parade (C-P)  
 Financial District Show (C)  
 Musical Jamboree (C)  
**KIRO**, **Seattle**  
 KIRO Looie's Time Klock Klub (P)  
 This Woman's World (P)  
 Father Goose Comes to Town (S)  
 Romance Time (C)  
**KJR**, **Seattle**  
 Mr. Wyde A. Wake (C)  
 Totem News Reporter (P)  
 A Woman Wonders (P)  
 Garden of the Air (P)  
**KOL**, **Seattle**  
 Speaking of Sports (C)  
 Here's a Song for Friday (C)  
 The ABC Sentinel (C)  
 Betty Lou Shops for You (P)  
 Armchair Theater (S)  
**KOMO**, **Seattle**  
 Musical Handy Man (C)  
 Homekeepers' Calendar (P)  
 Capt. Dobbie's Ship of Joy (C)
- Junior Wranglers (S)  
**KOVO**, **Provo**  
 Arthur Galth Comments (C)  
 Red and White and You (C)  
**KDYL**, **Salt Lake City**  
 For Housewives Only (C)  
 I Am An American (C)  
 Singtime (C)  
 Kitchen Quiz (C)  
**KSL**, **Salt Lake City**  
 Letters of Doom (S)  
 Story Telling Time (S)  
 Albert Shepherd's String Ensemble (S)  
 Sunday Evening On Temple Square (S)  
**KUTA**, **Salt Lake City**  
 All Around Sports Coverage  
 Musical Almanac  
 Inside Story on Sports  
 Noon-day Heat Wave
- Vermont**  
**WCAX**, **Burlington**  
 You Asked For It (S)  
 Radio Journal (C)  
 Calling All Women (C)  
 Three Ring Time (C)  
**WDEV**, **Waterbury**  
 Max Roney's Hi-Boys  
 Wini and Her Music  
 Housewives Forum  
 Birthday Party
- Virginia**  
**WCHV**, **Charlottesville**  
 Town Crier (S)  
 Grand Moments From Great Music (S)  
 National Dance Parade (C)  
 Scatterbrain Reporter (P)  
 Today's War Commentary
- Unusual People, Places and Things (S)  
 Brickbats and Bouquets (P)  
**WOAI**, **San Antonio**  
 Newscasts (C and P)  
 The Story and the Song  
 Southwest Radio Reports  
 So You Think You Know Fashions  
**KRRV**, **Sherman**  
 Professor Quizz Master (C)  
 Radio Singing Convention (S)  
 Red River Valley Jamboree (S)  
**KXOX**, **Sweetwater**  
 Kiddie Kollege (C)  
 Know Your Neighbor (C)  
 What's Doing Around Sweetwater  
**KTEM**, **Temple**  
 Czech Melody Hour (P)  
 Varieties In Melody (C)  
 Just We Two (S)  
 Blue Jacket Jamboree (C)  
**KGKB**, **Tyler**  
 Listeners Club (P)  
 1500 Club (P)  
 Man on the Street (S)  
 News on the Hour Every Hour (C)  
**KVWC**, **Vernon**  
 Chicoline Variety Time  
 Party Line  
 Poems and Melody  
 Social Calendar  
 Story Club of the Air  
**KWFT**, **Wichita Falls**  
 Woman's Page of the Air (P)  
 Saturday Jamboree (P)  
 Just Musing (S)  
 Monday Night Roundup (S)
- Utah**  
**KLO**, **Ogden**  
 Hello Neighbor (C)  
 The Vocations (S)  
 Musical Train (P)





Imperial Tobacco Hockey Broadcasts (C)

Sterling Cabaret (C)

**CJCA, Edmonton**

Good Morning Neighbor (P)

Hometown Boys (P)

Everready Time (C)

Hello The North (P)

**CKUA, Edmonton**

The Farm Forum

Symphony Hour

CKUA Players

The Health Programme

**CFGP, Grande Prairie**

Uncle Tom, Kiddies' Requests Program (S)

Calling All Travelers (P)

Guesse (P)

What's My Name (P)

**CIOC, Lethbridge**

You're On the Air (P)

Name It and It's Yours (C)

All In Song (S)

### **British Columbia**

**CHWK, Chilliwack**

Hudson Bay Company's Local News (C)

Valley Events

**CFYC, Kamloops**

Broadcast Theater (C)

Sing Canada Sing (C)

Theater Quiz (S)

Morning Gold (P)

**CKLN, Nelson**

Scandinavian Trio (S)

Glimpses of Industry (C)

**CJAT, Trail**

What Price Freedom (C)

Music Hall Revue (C)

News and Music (C)

Carnival of Melody (C)

**CBR, Vancouver**

Stag Party (S)

Songs of Empire (S)

Musical Mirror (S)

Avision's Concert Orchestra (S)

**CJOR, Vancouver**

Treasure Trail (C)

G-G Man Club (P)

Club 600 (C)

Ranger's Cabin (C)

**CKMO, Vancouver**

Sports of Kings Quiz (C-P)

Kitsilano Karmival (C-P)

Racing Hiliates (C)

British Empire Program (C)

**CFCT, Victoria**

Canadian Naval Band (S)

Canadian Author's Association (S)

Joy Bus, Children's Program (S)

Woman's Ambulance Corps (S)

### **Manitoba**

**CFAR, Flin Flon**

CFAR Barn Dance (C)

British Empire Program (C)

Business Men's Quiz (S)

Canadian Legion Parade (S)

**CJRC, Winnipeg**

Good Morning Neighbor (P)

Arthur Morrison (C)

Teller of Curious Tales (S)

Woman's Radio Digest (P)

Kiddle Kollege (C)

Home of Dreams (S)

**CKY, Winnipeg**

Pelham Richardson's Orchestra (S)

T. Eaton Co.'s Good Deed Club (C)

Visiting Microphone (S)

Manitoba Impressions (S)

### **New Brunswick**

**CKNB, Campbellton**

Sleepy-Time Story Teller (S)

Homemaker's Exchange (P)

Chins Up (C)

**CKCW, Moncton**

Tele Tunes (P)

Community Night (C)

Toots and Marmalade (P)

Laurest Talks (P)

### **Ontario**

**CFCO, Chatham**

Old Time Add-a-Line Contest (C)

**CKOC, Hamilton**

What's On My Mind (C)

Sing Your Way to Victory (C)

Songs Our Soldiers Sing (C)

What Do You Know About The War (C)

**CFOS, Owen Sound**

Mike On the Street

Farm and Home Hour (C)

Can You Spell It?

Music For You

**CKTB, St. Catharines**

Paul's Melody Market (C)

Morning Melodies Club (C)

Everybody Sing

**CKGB, Timmins**

Make Believe Ballroom (C)

Man On Ice (C)

Stork Club (C)

Safety Club Jamboree (S)

**CFRB, Toronto**

Treasure Trail (C)

Round the Marble Arch (S)

Out of the Night (S)

Beat the Band (S)

**CKNX, Wingham**

CKNX Barn Dance (C)

Canadian Farm and Home Hour (P)

CKNX Breakfast Club (P)

Pym At the Piano (P)

**CKCH, Hull**

Busy Women's Fair (S)

Newscaat (C)

The Homesteaders (S)

Sportscaat (C)

**CFCF, Montreal**

For Ladies Only (P)

Thought Barrage (S)

Of Ships and Men (S)

The Music Room

Theater Review

**CHLP, Montreal**

Varieties Supreme (C-P)

Nos Talents Locaux (C)

Radio-Comedie (S)

Il Exit Une Fois (S)

**CKCV, Quebec**

La Revanche Du Public (C)

Meli Melo (P)

Tourbillon (P)

Les Legendes Du Danube (S)

**CKRN, Rouyn**

Vos préferes (S)

Housewife serenade (P)

Pour vous mesdames (S)

Melody Parade (P)

### **Saskatchewan**

**CHAB, Moose Jaw**

Earlybird Calling (P)

Sunday Guests (C)

English Guest Party (S)

Milkman's Matinee (C)

**CKBI, Prince Albert**

CKBI Amateur Hour (S)

**CKCK, Regina**

Golden Memories (C)

The Man On the Street (C)

The Blighty Program (C)

Saskatchewan Farmer Talent Search (C)

**CFQC, Saskatoon**

Fireside Quiz Show

Hockey Broadcasts

Dairy Pool Jamboree

# PROMOTION DIGEST

*101 Tried and Proven Showmanship Ideas*

*Compiled by*

**TED LLOYD**

*of the Staff of RADIO DAILY*



**T**HE past year, with a closely-fought national election and national draft lottery that had to be taken in radio's stride, found small stations competing with networks for public attention. Every station concerned itself with putting the facts before the public. In doing so, Public Service excelled everything else. News coverage and special events played a major part in the past twelve months.

In addition to these special events, political shows and public service features, the stations gave extra attention to stunts, merchandising tie-ups and displays to promote listener interest to programs. Herewith, follows a digest of material sent to RADIO DAILY during last year for publication of promotional and exploitation ideas.

Material credited to one station or party may have been executed by another in the past. RADIO ANNUAL does not assume ownership of the foregoing data nor does it necessarily signify that the basic formula or idea for the piece of showmanship executed and listed here originated with the credited source.

Annually this section will keep abreast with the trend and it is hoped that advertising, publicity and exploitation people representing all branches of this industry will continue to send their creations of ideas and the execution thereof to RADIO DAILY for publication.

To all we acknowledge our indebtedness in helping us to compile this section.

*Users of digested material are cautioned to bear in mind any local laws that prohibit prize contests or giveaways or such contests that may come under the classification of lotteries!*

# SHOWMAN'S CALENDAR

FOR 1941

## January

- 1: New Year's Day (In all the States, Territories, District of Columbia and possessions). Paul Revere Born (1735). Proclamation of Emancipation (1863).
- 4: Utah Admitted (1896). New Mexico Admitted (1912).
- 8: Anniversary of the Battle of New Orleans (Louisiana).
- 17: Benjamin Franklin Born (1706).
- 19: Robert E. Lee's Birthday (Alabama, Arkansas, Florida, Georgia, Kentucky, Mississippi, North Carolina, South Carolina, Tennessee, Virginia).
- 20: Inauguration Day.
- 21: Stonewall Jackson Born (1824).
- 29: McKinley Born (1843).
- 30: Franklin D. Roosevelt's Birthday.



## February

- 3: Horace Greeley Born (1811).
- 4: Col. Charles A. Lindbergh Born (1904).
- 7: Charles Dickens Born (1812).
- 8-15: National Boy Scout Week.
- 9: Nebraska Admitted (1867).
- 11: Thomas A. Edison's Birthday. Daniel Boone Born (1734).
- 12: Lincoln's Birthday (Alaska, California, Connecticut, Delaware, Illinois, Indiana, Iowa, Kansas, Kentucky, Michigan, Minnesota, Missouri, Montana, Nevada, New Jersey, New York, North Dakota, Ohio, Oregon, Pennsylvania, South Dakota, Tennessee, Utah, Virgin Islands, Washington, West Virginia, Wyoming). Georgia Day.
- 14: Valentine's Day. Admission Day (Arizona).
- 15: Destruction of the Maine (1898).
- 22: Washington's Birthday (All the States, Territories, District of Columbia and Colonial Possessions). Ash Wednesday (First Day of Lent)
- 26: Ash Wednesday.
- 27: Henry Wadsworth Longfellow's Birthday. First Railroad Charter (1827).



## March

- 2: Texas Independence Day.
- 3: Maine Admitted (1820). Florida Admitted (1845). First Postage Stamp used in U. S. (1847).

- 4: Pennsylvania Day.
- 5: Boston Massacre (1770).
- 7: Luther Burbank's Birthday (California).
- 17: St. Patrick's Day. Palm Sunday.
- 21: First Day of Spring.
- 22: Emancipation Day (Puerto Rico).
- 25: Maryland Day.
- 30: Seward Day (Alaska).



## April

- 1: All Fools' Day.
- 6: War Declared with Germany (1917).
- 7: Peary Discovered North Pole (1909). Good Friday.
- 8: Battle of Appomatox (1865). Louisiana Admitted (1812).
- 9: Surrender of General Lee (1865).
- 12: Halifax Independence Resolution (North Carolina).
- 13: Thomas Jefferson's Birthday (Alabama). Easter Sunday.
- 14: Assassination of Abraham Lincoln.
- 19: Patriot's Day (Maine, Massachusetts).
- 21: Anniversary of Battle of San Jacinto (Texas).
- 22: Morton's Birthday (Nebraska). Arbor Day (Nebraska).
- 23: William Shakespeare Born (1564).
- 24: First Newspaper Issued in America (1704). U. S.-Mexico War (1846).
- 25: War Declared with Spain (1898).
- 26: Confederate Memorial Day (Alabama, Florida, Georgia, Mississippi). Slavery Abolished in U. S. (1865). First Shot of War with Germany (1917).
- 27: General U. S. Grant Born (1822).
- 28: President Monroe Born (1758).
- 29: Daylight Saving Time Starts.
- 30: Louisiana Purchased. Washington Became First President (1789). Rhode Island Settled (1636).



## May

- 1: May Day. Child Health Day. Labor Day (Philippines). Dewey's Victory in Manila (1898).
- 2: Stonewall Jackson Shot (1863).
- 5: Napoleon's Death (1821).
- 7: Lusitania Torpedoed (1915).

- 10: Confederate Memorial Day (Kentucky, North Carolina).
- 11: Minnesota Admitted (1858).
- 12: Florence Nightingale Born (1820).  
Mother's Day (2nd Sunday).
- 20: Anniversary of the Signing of the Mecklenburg Declaration of Independence (North Carolina).
- 21: Lindbergh's Flight to Paris (1927).
- 23: South Carolina Admitted (1788).
- 24: First Telegraph Message Sent (1844).  
Empire Day (Canada).
- 29: Wisconsin Admitted (1848).
- 30: Memorial Day (In all the States, Territories, District of Columbia and Colonial Possessions, except Alabama, Arkansas, Florida, Georgia, Louisiana, Mississippi, New Mexico, North Carolina, South Carolina, Virginia and Tennessee).



## June

- 1: Kentucky Admitted (1792).  
Tennessee Admitted (1796).
- 3: Confederate Memorial Day (Tennessee).  
King's Birthday (Canada).  
Jefferson Davis' Birthday (1808).
- 6: Nathan Hale's Birthday (1756).
- 8: Battle of New Orleans (1815).
- 10: Franklin Drew Lightning From Sky (1752).
- 14: Harriet Beecher Stowe's Birthday.  
Flag Day.
- 15: St. Swithin's Day.  
Arkansas Admitted (1836).  
Pioneer Day (Idaho).
- 17: Bunker Hill Day.
- 18: Battle of Waterloo (1815).
- 19: Beginning of War of 1812.
- 20: West Virginia Day.
- 21: Longest Day in Year.
- 23: Penn Signs Treaty of Peace with Indians.
- 26: First American Troops Land in France (1917).



## July

- 1: Battle of San Juan Hill.  
Dominion Day (Canada).  
Battle of Gettysburg (1863).
- 2: Garfield's Assassination (1881).
- 3: Idaho Admitted (1890).
- 4: Independence Day.
- 10: Wyoming Admitted (1890).
- 11: John Quincy Adams Born (1767).
- 13: Forrest's Day (Tennessee).
- 24: Pioneer Day (Utah).
- 25: Occupation Day (Puerto Rico).



## August

- 1: Colorado Day.  
Beginning of World War (1914).
- 3: Civic Holiday (Canada).
- 10: Missouri Admitted (1821).
- 13: Occupation Day (Philippines).
- 15: Panama Canal Opened (1914).
- 16: Bennington Battle Day (Vermont).
- 20: Benjamin Harrison Born (1833).

## September

- 1: Labor Day.
- 6: Lafayette Day.  
President McKinley Assassinated (1901).  
First Battle of the Marne.
- 9: Admission Day (California).
- 12: Defender's Day (Maryland).
- 17: Constitution Day.
- 22: Nathan Hale Executed (1776).
- 23: First Day of Autumn.  
Daylight Saving Time Ends.
- 26: American Indian Day (4th Friday).



## October

- 1: Missouri Day.
- 5: Wright Brothers Took First Long Distance Flight in Airplane (1905).  
Yom Kippur (Hebrew).
- 8: Chicago Fire (1871).
- 9: Fraternal Day (Alabama).
- 10: Farmer's Day (2nd Friday) (Florida).
- 12: Columbus Day.
- 18: Alaska Day.
- 19: Surrender of Cornwallis (1781).
- 25: National Girl Scout Week (Ends Nov. 4).
- 27: Navy Day.
- 31: Hallowe'en.  
Admission Day (Nevada).



## November

- 1: All Saints' Day (Louisiana).  
North and South Dakota Admitted (1889).
- 4: John Philip Sousa Born (1854).
- 5: General Election Day (Presidential).
- 7: Montana Admitted (1889).
- 11: Armistice Day.  
Washington Admitted (1889).
- 16: Oklahoma Admitted (1907).
- 17: Suez Canal Opened (1869).
- 20: Thanksgiving Day. (Some states will probably observe Nov. 27.)



## December

- 3: Illinois Admitted (1818).
- 7: Delaware Day.
- 8: Eli Whitney Born (1765).
- 11: Alfred Nobel Born (1833).
- 12: First Marconi Wireless Across Atlantic (1901).
- 16: Boston Tea Party (1773).
- 21: Shortest Day of Year.  
Pilgrims Landed at Plymouth Rock (1620).  
Woodrow Wilson's Birthday (South Carolina).
- 25: Christmas Day.
- 29: Iowa Admitted (1848).
- 31: West Virginia Admitted (1862).  
New Year's Eve.

ARBOR DAY is observed in states on different days, usually in the Spring. The dates in the same states often vary from year to year by proclamation.

☆ **BROCHURE** ☆

★  
**Dunkel Sports**

● DUNKEL Sports Research Service prepared a booklet to publicize its show titled "The Dick Dunkel Football Forecast." Contents included a list of the 29 sponsors and 120 stations on which the program was heard during the 1939 season, along with a buildup and description of what the program consists. A comparison of the accuracy of the forecasts with competing prognosticators was also given along with excerpts from testimonial letters from both stations and advertisers. Details of the plan of the program were fully described and a sample of one week's forecast was included with the booklet.

★  
**Selling Balloons**

● "SELLING balloons to Westerners probably isn't your business . . ." was the eye-catching opening sentence on a card attached to a brochure issued by CBS's Pacific Network. The statement referred to a cover picture of a balloon salesman, while copy was tied up with the angle that good markets are all-important to both balloon peddlers and radio advertisers. The brochure stressed CBS's coverage, including a list of counties.

★  
**"Old Songsmith"**

● SPECIAL promotion material was issued by WOWO, Ft. Wayne, Ind., to sell "The Old Songsmith." A one-page mailing piece contained reprints of some of the promotional efforts, such as a membership card in the "Old Songsmith's WOWO Happy Club," the "Happy Club Song," the "Daily Habits Chart" for children, and similar material.

★  
**WCAE Brochure**

● WCAE, Pittsburgh, had in the mails a new two-color brochure with "The Postman Rings 17,856 Times" as the theme. The success story concerned two announcements made on a morning script show early in January which resulted in an overwhelming response.

★  
**Success Story**

● SUCCESS of the Adam Hat Stores' sponsorship of sports broadcasts on NBC's Blue Network was told with pictures and text in a mailing piece distributed by the network. Cover was blank except for this statement: "Sales thru the air with the greatest of ease . . . and without \$1,000,000!" while inside pages showed Adam executives in informal shots. Copy highlighted the company's gains in sales since program started on the network.

**Brief Case**

● A realistic brief case with the name "Alma Kitchell" inscribed on it served as the frontispiece for a brochure advertising Miss Kitchell's Brief Case" issued by NBC. The booklet contained typical letters, as enclosures of the brief case, which was done in effective black and purple.

★  
**"Buy Blue in '40"**

● A filing folder for NBC's Blue network promotion material has been issued by the network's Western Division. Of standard filing cabinet size, the folder was for use in filing NBC Blue material to be sent out from time to time. Cover depicted a group of uniformed girls, holding cards bearing the names of sponsored shows, while inside pages highlighted the network's 70 per cent renewals secured in 1940.

★  
**"Everything's East . . ."**

● NBC issued a special mailing piece to promote Ed East's WJZ participation show, "Breakfast in Bedlam." A "Dr. Seuss" drawing showed a weather vane pointing to four directions, all labelled "East" while inside copy described East as "big return, low cost salesman" and cited case histories and costs.

★  
**"Buy Lines"**

● SERIES of one-page promotional sheets were issued by the Minnesota Radio Network under the general title, "Buy Lines." New network showed facts about the markets served and similar data was featured in the promotional material which was prepared by KSTP's sales promotion division. Stations also included KROC, KYSM, and KFAM.

★  
**WMAZ's Folder**

● FOUR page folder prepared by WMAZ, Macon, Ga., was front-pieced by a teaser-cartoon in which "Mr. Advertiser" asked "How Did All These People Get In?" and was answered by "WMAZ": "Father, I Cannot Tell a Lie, I Did It With My Little Microphone." On opening the folder, a two-page panorama photo of a filled auditorium was found with the caption, "So, The Auditorium Couldn't Be Filled? WMAZ Advertising Alone Did It." Brief copy explained that 6,000 paid admissions and 1,000 turn-aways were accomplished in a personal appearance of one of the casts of the station's programs. Fact that appearance was advertised only on the station, was stressed. Back page of folder was used to give a state and county breakdown of mail received requesting photos of artists.

★  
**"For the Color-Blind"**

● THE "second edition" of its "Quiz for the Color-Blind" was issued by WJSV, Washing-

ton, D. C., for the use of the advertising fraternity when it suffered "from a deep vacuum of things to do when copy conferences lulled." A double-spread was devoted to the question and probable answers, with the "correct" answers in a different color type, plugging the station, of course. Typical question was: "What blankets what field of clover?" Answer was one of the following: (1) Aunt Dinah's quilting party; (2) Morning dew; (3) WJSV; (4) "Gone With the Wind"; (5) Swarm of bees, and (6) Clover.

★  
**WSM Program Release**

● BI-MONTHLY program release used by WSM, Nashville, Tenn. as a promotional piece to sell sponsors. Frontispiece for the schedule carried a list of the football games played by Vanderbilt University, which were available for sponsorship. Actual program schedule broke down the programs by day, by time, by sponsor and by type of program, i.e., commercial or sustaining; the program type was further broken down into local or network classification and the same was done on sustaining programs. The breakdown as to programs was accomplished by shading blocks for sustaining programs. Folder was a two-color job on heavy stock.

★  
**Tobacco Sponsors Plugged**

● REPRINT of an advertisement which appeared in the trade press was used as a four-page folder to plug the Red network of the National Broadcasting Co. To attract attention the folder was captioned "What the Traveling Salesman Said to the Train Conductor." Illustration on the two-page spread showed a perplexed conductor with several overcrowded suburban smoke-filled trains. Salesman is saying "For shame, General! You need a trainful of smoking cars with all those tobacco programs on the Red." Copy that followed was headed: "No 'butts' about it . . . the Red is America's first Network buy." Letter, accompanying the promotion, was signed by Ken Dyke, NBC sales promotion director, and called attention to the copy which played up the fact that the network showed a 65 per cent increase in tobacco advertising in one year.

★  
**NBC Revises ET Bulletin**

● PROGRAM Service Bulletin of NBC Thesaurus underwent a revision and new setup, including a four-page folder in which mimeographed listings were inserted. Folders were reproduced by photo-offset and employed photos of the artists who were written up in the releases, which were bi-monthly. The folder was not used to replace the mimeograph listings of records but rather to replace the biographical and build-up material which was also mimeographed before the new format was put into use.

**WDRG's "Food for Thought"**

● LATEST in the series of "Food for Thought" promotions of WDRG, Hartford, was a die-cut booklet. In the cut-out on the frontispiece was pasted a miniature "G-man" revolver. Upon opening to the first page, reader was advised that "You don't need a G-man" and continued on subsequent pages to present sales points: (1) WDRG is the only basic CBS station in Connecticut; (2) a wide listening audience; and (3) low cost of selling on WDRG. Last two pages of the 8-page booklet presented statistical information about the WDRG market and a coverage map showing the station's primary and secondary listening areas.

★  
**Guests-Stars**

● TWO-COLOR folder was used by WHIO, Dayton, to plug the various name-stars that have been interviewed before the station's microphones. Titled "Interviewed," the promotion piece pictured some of the artists. Interviews were all done in connection with the station's regular interview program from a local theater. In addition to the photos, the artists, who appeared between September and April, were listed. Closing line was the only selling copy in the folder: "It's this kind of top-notch local radio production, plus great CBS shows, that makes listeners say 'there's always a good show on WHIO'."

★  
**"First Quarter"**

● ANALOGY between the game of football and the amount of business for the first quarter was made in the promotion piece issued by WOWO, Fort Wayne, Ind. Caption read "First Quarter Score—29 Percent Above Last Year in Favor of WOWO." Illustration showed a comic cartoon of a football scrimmage under which brief copy was used. Promotion reproduced in black and white by photo-offset and followed the style used by the station in previous promotions.

★  
**Figures**

● "HOW'S Your Rhythmic" was the title of a promotion folder of KDKA, Pittsburgh. Double-spread, when opened, posed four questions concerning cost-per-inquiry based on actual advertising results on the station. Answers were given after each question. Box in the lower right-hand corner stated "Sum it all up . . . KDKA produces inquiries at low cost! Be it 7:45 a.m.—9:00 a.m.—3:00 p.m.—7:30 p.m. . . . All around the clock, the mail pours in. Buy KDKA and get your share. KDKA is The Only Master Key to The Master Market!"

★  
**WPTF Market Study**

● A brochure prepared by WPTF, Raleigh, was an eight-page affair on heavy paper stock so that it might be filed down as a correspondence folder. Frontispiece had a line cut of

that gentleman, "Sir Walter Raleigh" throwing his cloak representing WPTF coverage over a drawing of the states of North and South Carolina. Editorial content of the booklet consisted of maps of the day and night coverage of the station accompanied by market data. Center spread was a study of the Raleigh trading area as compared with other urban trading area in the South, stressing the fact that the city ranks third in a list of forty. . .

★  
**WLW Cites Survey**

● "TWENTY-SIX Reasons Why" was the eye-arresting title of a new brochure issued by WLW. The caption then went on to explain that "more advertisers are buying more time and spending more money on WLW currently than at any time in the history of the 'nation's station'." Inside pages cited the "reasons" through descriptions of popular programs and by results of a recent coincidental survey made in 25 cities.

★  
**KYW Folder**

● "STANDING Room Only" was the title of the French-fold promotion piece prepared by KYW, Philadelphia, which presented a weekly program schedule of the station as compared with two other local stations. Comparison was made by reproducing an enlarged schedule form with the various quarter-hour periods in the early morning listed down a column. Adjacent columns showed the names of the sponsors and programs of KYW and the two other outlets. KYW's listing was done in red and contained only sponsored programs whereas the others were played down and had some sustaining programs in their listings. The inside spread was captioned "Philadelphia Record—Early Morning: 7:00 to 9:00 a.m." A simulation of a rubber stamp printed in red was superimposed over the record form and read "It's KYW, the Red network station in Philadelphia."

★  
**WRC Folder**

● COMPLETE story of "The Women and Mary Mason" was told in a four-page folder bearing that title and prepared by WRC, Washington, D. C. Promotion was a three-color job giving various appeals and subjects of the "WRC Home Forum" program as portrayed in a number of small border cartoons.

Copy content listed testimonials from listeners and advertisers as well as the names of various sponsors. Back page was devoted to giving the rates for the various units of time sold by the program and a brief summary of market statistics proving the value of the Washington, D. C., listening audience.

★  
**"Li'l Abner" Folder**

● DIE-CUT piece was used by the National Broadcasting Co. to plug "Li'l Abner," five-day-

a-week script show taken from the comic strip character in newspapers throughout the country. The folder was illustrated with miniature reproductions of the strips as well as drawings of the faces of characters appearing in the syndicated newspaper cartoons. Editorial content consisted of descriptions of the locale and characters and a resume of the story as it appeared in the papers, all written in the hill-billy style of the comic strip itself. Merchandising and tie-in promotion was also described.

★  
**WIRE On Indiana**

● A promotion booklet of WIRE, Indianapolis, was titled "Standing Out In Indiana." Frontispiece was a die-cut montage with a large WIRE mike towering over well-known buildings located in Indianapolis. Editorial content consisted mostly of photos of recently-installed studios and technical facilities of the station with brief descriptive copy and captions. Double-page spread was used to give statistical information and history of new studios.

★  
**Talent Tips**

● NBC Artists Service issued the first edition of a new promotion piece entitled "Talent Tips" which was sent to talent buyers in all agencies, and which announced the Bureau's new offerings. The piece has no regular release date, but was sent out as news warrants the move. Initial piece dealt with "The Affairs of Anthony."

★  
**"Lone Ranger"**

● REPRODUCTIONS of news pertaining to the "Lone Ranger" programs were distributed by the Michigan Radio Network, Detroit. News stories were enlarged and reproduced on separate sheets with the regular mastheads of the publications lending additional emphasis to the promotion material.

★  
**Blue Ribbon Programs**

● A collection of separate single pages highlighting various WDRC programs were distributed by the Hartford, Conn. station in a folder picturing a microphone and a "blue ribbon" on the cover. Each sheet contained a photograph tying-in with the program, while descriptive copy and the costs as well as a clock showing the program's time were used beneath the pictures. Back page of the folder highlighted market data, including a breakdown of annual sales in different retail divisions.

★  
**"Backyard Stick"**

● SURVEY material issued by WEEL, Boston, was dramatized in an attractive brochure entitled, "Measurements from a Backyard Stick." Inch measurements were used to show the station's ratings in various classifications, while competing stations were listed as "Sta-



tion B" and "Station C." A page listing of Boston advertisers also appeared in the brochure.

★  
**"A City's Tribute"**

● Such was the cover title on a broadside issued by KPO-KGO, San Francisco, dramatizing the recent "Chronicle" Diamond Jubilee held with the cooperation of the stations, which received wide publicity locally. Broadside included pictures of crowds attending the event, executives, as well as reprints of publicity.

★  
**"America's Money Belt"**

● A special mailing piece employing transparencies over a map was distributed by the Katz Agency, representatives of the Cowles Stations to dramatize the coverage offered by the Des Moines "Register & Tribune" stations, WMT, KRNT-KSO and WNAX, singly or in combination. An accompanying chart furnished statistical data on the stations' primary coverage areas.

★  
**"Extra Audience"**

● NBC distributed a reprint of a recent advertisement from advertising publications stressing the "extra audience" offered by the Red Network. Included was a cartoon of a large crowd following a man on horseback who exclaims: "My gang's a-comin'! Get ready for extra sales."

★  
**Regional Advertisers**

● "ON the (Pacific Coast) Blue in '40" was the title of a four-color four-page folder prepared to promote the NBC Blue Pacific network. Frontispiece was a color composite photo of the actual packages of merchandise advertised on the network since the first of the year. Center spread simulated the upward movement of a business chart to show the claimed increase of 287 per cent in the number of sponsored programs on the network in addition to the 67 per cent increase in renewals. A "news flash" box overlaying the chart stated that the space was held open for new advertisers who started too late to be on the front cover picture. Two companies were named as fitting into that category. Back page consisted of a complete list of companies, with the titles of their programs and the names of their products, advertised on the regional network.

★  
**CBS Ad Booklet**

● REPRINT of nine pages of advertising that appeared in pages of RADIO DAILY was made up into a 12-page booklet by the Columbia Broadcasting System. No change was made throughout and the only additions to the grouping of ads was the front cover, which followed the motif of the first double-page-spread, showing a drawing of a large test tube in which

various figures representing listeners are placed; and the back cover which gave the address of the Radio Sales offices and the stations which that organization represented. The individual ads were used to tie-up spot sales and various CBS stations and was accomplished by presenting typical case histories using different products in each case.

★  
**Re "Rising Son"**

● "SOME of our best people get up early" captioned a four-page folder plugging Larry Elliott's "Rising Son" program on WABC, New York. Above the caption was a comic cartoon of a male listener in a bathtub with his radio going full blast at his side. Comic angle was continued on one page of the inside spread, with a cartoon of Elliott at work. Copy stated that "he insults them (the early morning listeners); he maligns them!; he threatens them!; but they grin and bear it . . . they even grow to love it!". Other page was a reprint of a story concerning the program which appeared in "Sales Management." Back-page was really a rate card showing cost per week for a 100-word announcement, based on from 1 to 6 days per week on 13, 26, 39 or 52-week contracts.

★  
**KNX "Pointers"**

● CAPTION on the frontispiece of the four-page folder prepared by KNX, Los Angeles, was "Six Pointers To Bigger Sales in Los Angeles and Southern California." Six arrows pointed the way to opening the inside spread, which listed the pointers as follows: (1) 50,000 watts, new transmitter, vertical radiator; (2) greatest popularity, by three competent surveys; (3) superb "bracketing," in the brilliant CBS schedule; (4) full coverage, with a great big bonus; (5) production facilities, unmatched on the coast; (6) first choice, for over three years. Each of the quoted pointers was printed on an enlarged directional pointer which lead into brief copy explaining further the individual point made. Folder was printed in two colors on heavy stock.

★  
**"Money in the Bank"**

● TO introduce their new radio transcription series, "This Thing Called Love," which features Lurene Tuttle and Gale Gordon, Edward Sloman Productions printed a brochure in the form of a bank book with a check enclosed, as though ready for deposit, labeled on the front cover, "Money in the Bank." The imitation bank book was almost a replica of the real thing. The printing was in gold and inside the front cover there was a short note calling attention to the fact that Sloman produced the 1939 show "Pinocchio." On the exterior of the check was a replica of a check for \$100, but inside the folded check there were pictures of both the featured players,

while on the back there was a picture and a blurb about Mel Ruik, announcer on the show. It was the policy of the company to carry this theme of the show being like money in the bank for sponsors throughout their entire promotional campaign.



## CONTEST



### Night Sports

● WITH the two-fold purpose of building up a sports feature in late evening time and developing a greater number of feminine fans for the program, WTMJ, Milwaukee, staged a promotion for Charlie Nevada's "Last Word in Sports." Promotion was built around a nightly sports game contest known as "Nine a Night" in which nine electric casseroles for the nine best "last lines," sent in by midnight of the following day, were awarded. Nightly a sports celebrity was named on the program and the personality using the name mentioned and an additional five words or less and attempting to make all words used alliterative. Feminine appeal was brought about by the type of prize award.



### "Radio Festival" Essays

● TWO hundred and ten essays were received by WIBW, Topeka, in connection with a contest during "Kansas Radio Festival" celebration week, observed by gubernatorial proclamation in the entire state. Contest was open to all school children from the sixth grade through high school. Prizes of \$100, put up by Ben Ludy, WIBW general manager, were awarded for literary efforts on the subject, "What Radio Means to the American Home." Three prominent Kansans served as judges. A brochure with choice quotations from the essays is being planned for a promotion piece by the station.



### Baseball Dope

● BASEBALL fans had a chance to win cash prizes in KXOK's \$1,000 contest in conjunction with its play-by-play airings of Cardinal and Browns baseball games. Daily contests on the St. Louis station asked for fans' ideas as to the handling of games and how innings should be divided among the announcers. Entry blanks were available at outlets handling the sponsor's product, Hyde Park Beer, although no proof of purchase was required. Stations involved, which were fed by KXOK, include: KFRU, Columbia, Mo.; WTAX, Springfield, Ill.; KFVS, Cape Girardeau, Mo.; WSOY, Decatur, Ill., and KWOC, Poplar Bluff, Mo.

### Coffee Contest

● THOUSAND dollars in prizes as well as two hundred other awards were made by William S. Scull Co. in connection with a contest conducted to promote Boscul Coffee. Contest which was carried on via KYW, Philadelphia, and newspapers consists of contestants sending in a 25-word statement following the statement "I Like Boscul Coffee Because."



### Boost for Popsicle

● SANDWICHED in with the transcribed versions of "Buck Rogers" on WGAR, Cleveland, was a prize contest conducted by Dave Baylor. As "Popsicle Pete," Baylor dipped into a large box to choose "lucky" local telephone numbers. The home called must have a child between 5 and 17 years of age to win the \$2.50 prize.



### WPEN Prizes

● WPEN, Philadelphia, offered 81 prizes in connection with the cooperative promotion of the motion picture "Young Tom Edison" which was shown in local Warner Bros. houses. First prize was a one-day all-expense paid trip to the New York World's Fair; other awards consisted of free tickets to the theaters. Contestants were required to write an essay of 100 words or less on "What Thomas Edison Means to America" and were between 12 and 18 years of age. First prize-winner was also a guest of honor at a dinner held at Franklin Institute along with the winners of a city-wide contest to find "Philadelphia's Young Tom Edison." In addition the WPEN winner appeared on the station's "920 Club" program. Franklin Institute cooperated with WPEN.



### "How I Got Him"

● A "Leap Year" contest was conducted by Isabel Manning Hewson on her "Sheffield Morning Market Basket" over WEAJ, New York. Writer of the best "proposal letter" describing humorous or romantic proposals or how a girl should propose to a man or similar topic appeared on the broadcast Leap Year Day, Feb. 29, when prizes were awarded.



### Essay Contest

● WTIC, Hartford, Conn., conducted an essay contest, among the grade school and high school students in Hartford, title of which was "The American System of Radio: Why It Is Best." Station issued booklets containing valuable statistics about the American system for the student's information. Fourteen of the prizes awarded were table model radios, in addition to a grand prize of \$100 for the best essay in the entire group.



### Bowlers Ball

● TO promote its third annual bowling tournament which took place in March, WHBF,

Rock Island, Ill., recently sponsored the WHBF Bowlers Ball. Ticket-selling contest was held between ladies' teams in Rock Island and Moline, Illinois, and Davenport, Iowa. The winning team was given a trip to Chicago to the American Bowling Congress and the losing team received 5 per cent commission on ticket sales. Woman who sold the most tickets was crowned queen of the Ball and was presented with a bowling ball, bag and shoes. WHBF bowling tournament for doubles and singles attracted entrants from a 75-mile radius, and ran nightly for five weeks. The first year 1,178 participated and last year, 1,532.

★  
**High School Quiz**

● FEATURE of a new program for high school students, which was aired on WGN, Chicago, under the title of "Citizens of Tomorrow," was a quiz based on news printed in the Chicago "Tribune." Cash prizes were awarded to students scoring the highest. An audience from a different high school provided guests each week.



★  
**Window Cards**

● OWEN URIDGE, assistant general manager in charge of sales for WJR, Detroit, provided Union Leader Smoking Tobacco with 10,000 window cards calling attention to "Bud" Guest's newscasts at 7 a.m. Monday through Saturday. "Bud" is son of Poet Edgar A. Guest and did the early morning chore for Household Finance for several years before tobacco concern took over time a few weeks ago.

★  
**News Displays**

● THE Bissman Co., wholesale grocers of Mansfield, O., made particularly valuable use of the "Timely Events" pictorial news picture service, which were placed in 50 retail grocery outlets in and around Mansfield. On station WMAN with a five-times-a-week schedule of newscasts, the Bissman Co. found that three sponsors of other periods of the station's news service had practically blanketed the town with promotional pieces of the more or less ordinary poster variety. Rather than duplicate this type of program merchandising, this sponsor contracted for the news picture under which printed copy regarding the Bissman daily tie-up with the news over WMAN is used. The factor of live news pictures fitted in particularly well with the daily program content.

★  
**WFIL Posters**

● NEW publicity and merchandising effort inaugurated by WFIL, Philadelphia, consisted

of the placement of WFIL posters in local public bus system. Posters were six-color, silk-screened jobs, measuring 24 inches by 24 inches and varnished on both sides for use on exterior of the buses. Buses cover southern New Jersey, making 1,816 trips daily in addition to a Philadelphia-New York service totaling 2,500 daily trips. Four different poster designs were planned for use in the next four months. In addition to the outside displays, WFIL used interior bus posters in the fronts of 500 buses. These cards plug specific programs using a design similar to the exterior signs. Latter pictured a finger pointed at a world globe with following copy: "The World Is Yours . . . Tune In WFIL, 560 kc."

★  
**KROW Display Card Promotion**

● MORE than 300 14 x 28 two-color display cards have been placed in northern California sporting goods stores and resorts by KROW, Oakland, on behalf of "Fish Finder," weekly sports commentary show sponsored by Golden West Breweries. The cards carried slogan "For What's Doing in California This Week—Fishing or Hunting—Listen to the 'Fish Finder' on KROW every Wednesday night at 8:30." A booth devoted to "Fish Finder" was arranged for the 7th annual Sportsmen's Show held in Oakland Auditorium.

★  
**Display Stands**

● NEW type display stands tying up sponsors products with program produced excellent results in tests by WFBL, Syracuse. The stands carried a blow-up photo of the sponsor's star and were designed with a platform for displaying merchandise. Sales were made directly from the display. In two tests on drug products, the display boosted sales materially, Robert G. Soule, WFBL vice-president who designed the stands, reports. They also were tested on grocery products.

★  
**Publicizing Programs**

● KLO, Ogden, Utah, used weekly news pictorial bulletins framed for window display in numerous outlets in its coverage territory. Bulletin, besides giving picture news of the day, highlighted local and NBC Blue programs for coming week. Display measured 14 by 24 inches and was set up in prominent place in store windows.



★  
**WRVA Dialog**

● WRVA, Richmond, distributed to listeners an enlarged "WRVA Dialog" booklet carrying

comprehensive program listings and highlighting WRVA personalities and forthcoming features. Current issue ran 18 pages. Booklet is issued monthly gratis, but only to those who write in requesting name be placed on mailing list. Mailing list is kept "live." WRVA promotion department frequently reviewing and culling list. WRVA has maintained some sort of similar program bulletin service for listeners since station's inception 15 years ago.

★

### WROL Window Displays

● WROL, Knoxville, had 8 Tel-Pic displays prominently placed in some of the outstanding business houses in downtown Knoxville. The slogan "NBC for Eastern Tennessee" was conspicuous on each one. Besides the Tel-Pic displays, the station had six window displays in advantageous points in other parts of the city, all merchandising programs on the station. Some of the programs publicized in this manner were "Musical Americana," "Metropolitan Auditions of the Air," "Eb and Zeb" local show, "John's Other Wife," "Just Plain Bill," the Fitch "Bandwagon," Rudy Vallee's Sealtest show and others.

★

### Race-Track Chart

● METHOD of stimulating interest of the sales force at KDYL, Salt Lake City, included the use of a large board representing a race track, which had been erected on the office wall of the sales manager. Each salesman in turn was indicated by a mount, whose speed was regulated by the amount of weekly business brought in by the individual salesman. Side bets increased the activity as salesmen brought in new contracts. Cancellation penalized the jockeying salesmen. Pay-off came weekly with a \$25.00 first prize to the salesman winning the race.

★

### Window Display

● WHJB, Greensburg, Pa., filled one of its first floor windows with cards and letters received from "Request Party" program which was a daily feature on the station. Accompanying explanation listed 429 cities and towns in four states from which the program received mail during one month. Explanation claimed the largest group of steady listeners to the airing of any other local program in the station's listening area, offering the window full of letters and cards as proof.

★

### Cab Company Tieup

● PROMOTIONAL hookup with the Yellow Cab Co. of Denver was concluded by KOA, Denver, whereby programs of the station were featured on large metal signs carried on the hoods or roofs of all the company's cabs and mountain tour buses. Provision was made for weekly changing of cards, featuring outstanding KOA programs.

### Color Cards

● GOLDEN West Breweries, sponsors of the "Fish Finder" on KROW, San Francisco and Oakland, distributed 300 14 by 28 inch two-color display cards throughout Northern California. Cards, placed in leading sporting goods stores and resorts, carried slogan "For What's Doing In California This Week—Fishing and Hunting—Listen To The 'Fish Finder' on KROW Every Wednesday Night at 8:30." A booth devoted to the "Fish Finder" giving sportsmen general information was also arranged for the 7th Annual Sportsmen's Show at the Oakland Auditorium, April 19 to 21.

★

### Picture Promotion

● WFBL, Syracuse, broke out with a rash of free postcard offers of staff artists. Among those using the promotion idea were Jim DeLine, emcee, and the Netherland Twins of "Mother's Morning Meeting" program; Leo Bolley, Tydol-Veedol sportscaster; Jack Curran, "Ten, Ten and Ten" soloist; Lynn O'Neill of the "Leisure Time" broadcast. Pictures carried photo-sized autographs, and sponsors' plugs were printed on the reverse side.

★

### Passes for Fans

● "MORNING Melodies Club" was continued on CKTB, St. Catharines, Ontario, with frequent offers of souvenirs for listeners. Program was a two-man show with songs and piano and daily offer of theater tickets was a regular feature of the production. By arrangement with a local theater, ten tickets were awarded each morning in return for a spot announcement. In order to qualify for passes, listeners had to belong to the "CKTB Booster Club" and in applying for membership, fans had to agree to boost all products advertised over the station.

★

### WCSC Newspaper

● WCSC, unable to get its program schedule printed in any of the local newspapers, printed a weekly miniature newspaper containing the entire weekly program of the station, along with pictures, stores, and feature columns. Although two issues of the "little weekly" had come off the press, over 8000 copies were in circulation, which is some 2000 more than the local morning newspaper.

★

### Farm Service

● A BULLETIN listing the farm services of WNAX, Yankton, S. D., had been reprinted for distribution to fans and county agents as well as state colleges. The photo-offset brochure listed improvements, programs of interest to farm listeners, including the farm news service and special features. The brochure was written in clear style to give readers a vivid picture of the station's activities.

★  
**Cigar Handout**

● LOCAL cigar distributor merchandising his sports program on WGL, Fort Wayne, offered free boxes of cigars to high scoring bowlers and to the managers of the alleys on which high scores were rolled in the Fort Wayne area each week. Bowling alleys in the area were plastered with cards plugging the awards.

★  
**Free Pix**

● IN response to listeners' requests, the Crazy Gang of WBAP, Fort Worth, sent an 8 by 10 inch photograph of its entire cast to all who wrote in and sent a top from a package of Crazy Crystals, the product advertised by the Crazy Water Company of Mineral Wells, Texas, the sponsors. This variety show was heard five times weekly over WBAP and the Texas Quality Network.

★  
**Display Giveaway**

● ELLIS VanderPyl, WGAR promotion director, offered agencies and sponsors opportunity to display "give-aways" to the public by means of a permanent exhibit board in the WGAR foyer. If a sponsor offered a piece of costume jewelry, it was there to be seen, together with details of the offer and the mailing address.

★  
**Time Conversion Chart**

● CHART that enables radio listeners to compute the time of day at any point on the globe was made available by General Electric international stations, WGEO and WGEA, Schenectady, and KGEI at San Francisco. With the simplified chart, a listener can readily convert standard time in any zone to Greenwich Meridian time or tell what time it is in other parts of the world. By means of dark and light shading, the chart also showed where day and night begin and end. The chart was printed in Spanish, Portuguese and French as well as English to meet the demand from listeners in South America and was distributed upon request without charge.

★  
**Photo Distribution**

● CAPITALIZING on the candid camera craze, Roch Ulmer, emcee on "Sunrise Roundup" program on KSTP, St. Paul-Minneapolis, gave away poses explaining that "he had just got a new camera and had taken a few informal shots of various members of the cast and was ready to give a few of them out to first-comers." On each, to tie the series together, he wrote a few folksy words about how they were taken. For the giveaways the station had contact prints, 4 by 5, made to make it appear "natural."

★  
**One-Time Offer Map**

● THE results of a 100-word announcement given without advance notice, was graphic-

ally promoted by WXYZ, Detroit, by means of a map of the listening area of the station. Map showed various sections of the area with the number of replies from each section. Total replies from the announcement which was read at 7:35 a.m. was 2,032 of which 1,346 came from the city of Detroit and the balance from outlying districts. Accompanying the map, which was a black and white photo-offset job, was a mimeographed memo giving details of the offer signed by the sales promotion department of the station.

★  
**Road Maps**

● KFEL, Denver, has given away more than 1,200 Colorado state road maps during the past few weeks. Maps were put out by the state highway department and showed scenic points of interest in the state. They are made available to listeners simply by calling for them in person at the station.

★  
**KDKA's (Service) Station**

● USERS of KDKA's lighters were invited to visit the "new service station" which is a "modern, efficiently, completely equipped 50,000 watt servicer, located in the heart of downtown Pgh." Users were further advised: "Don't hesitate to grab the next plane and bring in your KDKA lighter—have it tested, overhauled, repaired and refilled." In the same vein, users were advised that "Mr. Gregory, general manager and chief attendant, although kept frightfully busy at his lighter service, still finds time for a "hobby," which is running a radio station. This is quaintly referred to, "throughout the trade," as KDKA . . ." A can of lighter fluid accompanied the announcement.

★  
**"Gold" Coin Premium**

● ANNOUNCEMENT of a new premium was made by Hecker H-O program, "Superman" recently. Premium for children was in the shape of shiny coins of simulated gold each bigger than a quarter and each bearing the likeness of a president of the United States on its face and his dates and accomplishments on the reverse side. The offer consisted of two of the 31 Presidential coins in return for two box tops taken from packages of Force, breakfast food made by the sponsor. Distribution of premiums was done by local stations to whom the box tops were mailed. After 15 days of the premium offer, the coins were merchandised directly with each Force package, which had been re-designed to announce the fact that a coin was enclosed with the breakfast food. The merchandising campaign was prepared and executed by Erwin, Wasey & Co.

★  
**Give-Away Idea**

● NEW idea in radio give-away was suggested by Roger W. Clipp, general manager

of WFIL, Philadelphia, to replace the old form of "Radio Awards," which was not resumed on the station after being cleared of the lottery taint by the FCC. The Radio Awards Contest was held five times a day, Monday through Friday, except Tuesday and Thursday, when it was presented only once. At these times three questions were asked dealing with programs heard over WFIL during the two hours immediately preceding the time of the contest. A Farnsworth radio was awarded to the person who submitted the correct answers and also wrote the best letter of twenty-five words or less telling which WFIL program during that period he prefers and why. One prize per question-period was given away.

★  
**Air View**

● A STRIKING air view of Baltimore's industrial center was used on a blotter being distributed by WBAL. Only commercial copy appeared on the blotter, which was distributed to agencies and prospects, was "WBAL Means Business in Baltimore."



**Charitable Cooperation**

● TOLEDO radio stations, WTOL and WSPD, gave their cooperation to the local Community Chest campaign. Both stations broadcast several times a recording made by Eddie Cantor for community chest drives and also a special transcription made for the local campaign by Edward C. Ames, Toledo radio news commentator, and the Vocalettes quartet. Stations also devoted time to the reading of some of the prize-winning essays written for the campaign by school children. In addition to these campaign features both WSPD and WTOL lined up national and local sponsors to devote part of their air-time to the campaign.

★  
**Safety Series**

● WGL, Fort Wayne, inaugurated a new 13-week series titled "Safety Swap Shop" on which children from 111 local county schools exchanged safety experiences, slogans and songs with Jay Gould, the station's "Old Songsmith." In connection with the program a "Safety Crusader Club" was organized, membership contingent on a child securing three signatures from drivers who were required to pledge to be careful in driving and not to take the life of a child for a year. Inaugural show of the series was entirely non-commercial and featured educators and safety authorities and was heard in every school in Allen County and in Fort Wayne.

**Highway Maps**

● KGKO, Fort Worth, in cooperation with the Texas Highway Department gave away to listeners free issues of the official Texas Highway Department's road map. Texas Highway Commission granted KGKO permission to give away these maps via the "Suburban Editor" program, a bi-weekly KGKO quarter-hour featuring news from 50 Texas newspapers within a 200-mile radius of Fort Worth. Five minutes was used during each Sunday morning "Editor" show to outline from the map a desirable Sunday afternoon auto tour. Safe driving was stressed throughout.

★  
**Tonic for Druggists**

● AT the invitation of the New England Drug Show, held at Mechanics Hall, Boston, the Mutual "Laff 'n' Swing Club" program starring Morey Amsterdam and wife, Mabel Todd, was broadcast from the auditorium of the show. Drug Show issued open invitation to MBS, with the "Laff 'n' Swing" session chosen by the web to appear. Broadcast time usually 9:30 p.m., was moved up for the special showing.

★  
**Radio Picnic**

● KSO and KRNT celebrated the Annual Radio Festival by a gigantic picnic which was held at Riverview Park, and by the gift of a radio a day to the listeners of the two stations. The public was invited to the picnic, which highlighted radio acts, baseball games, dances, fireworks and free rides on the amusement park's concessions. A radio was taken to the home of radio listeners and the home visited was presented with a radio if that family was dialed to either KSO or KRNT. The arrangements were under the direction of Wayne Welch, promotion manager for KSO and KRNT.

★  
**Cooperate With Police**

● DAILY perils in the life of a policeman were dramatized over KDYL, Salt Lake City, as part of the campaign to raise funds for police widows and orphans. Broadcasts included visits to a line-up, interviews with police traffic experts, detectives and a special remote short-wave from patrol cars. The safety factor was also being stressed on the programs which were made with the cooperation of city officials. Final broadcast was from the Policemen's Ball, one of the important local social events.

★  
**WQXR Buyers' Guide**

● A "Buyers' Guide" service was established by WQXR to aid in merchandising advertisers' products. "Guide" appeared for the first time on the back cover of the station's printed program for March. Attention was called on each page of the booklet to the listing of

sponsors' goods and users were urged "to patronize those advertisers who support the station."

Some 12,000 families subscribed to the program booklet at a dollar a year.

★

### Listener Criticism

● PROGRAM department of KGVO, Missoula, inaugurated a policy relating to its Listeners Radio Program Committee. Committee is a permanent organization, with rotating membership drafted from service clubs, religious, fraternal and educational organizations. Policy added on an extra member to the committee each month. This special member was selected on the basis of the best and most constructive letter of criticism of the station's programs written to "The Mail Bag," a weekly program in which listener comments were invited, with letters read and discussed on the air.

★

### Selling a Contract

● STAFF members of KOY, Phoenix, Ariz., were treated to a dramatization at a staff meeting when "What Goes into the Selling of a Contract" was presented. Charles Jones, continuity director, was the "prospect," while members of the staff attempted to sell him on the merits of the station.

★

### Student Training School

● MEMBERS of the staff of WICC, Bridgeport, joined together in the presentation of a radio course for special high school students. With the cooperation of local school authorities, a series of lecture in the form of vocational guidance talks were given by the station's personnel. Eight lectures were delivered after which the students presented a radio production making use of the material covered.

★

### Sales Staff Meetings

● MYRON Fox, director of sales at KDYL, Salt Lake City, began a new series of sales meetings for his staff, bringing a new angle to the meetings. In order to present more clearly to his force the problems confronting the various retail sales organizations throughout the city, each weekly meeting presented a different sales manager from one of the retail organizations as principal speaker. Series was opened by local Montgomery-Ward manager.

★

### Program Selector

● IN an effort to save time for account executives who often must shuffle through several sheafs of mimeographed advance program schedules of several stations, WCKY, Cincinnati, inaugurated use of a distinctive cover page for its advance program schedules. Printed in dark blue on a light blue background and carrying a picture of the L. E.

Wilson station's vertical radiator, the cover page enabled executives to separate quickly WCKY's programs from those of other stations.

★

### Sponsor Salute

● SALUTE to the "Esso Reporter," marking the fourth year of news reporting for Esso Marketers over WTAR, Norfolk, and re-enacting the formal signing of a new contract calling for an additional 52 weeks of the program, was presented by the station. Among those participating on the broadcast were officials of the sponsor, the advertising agency and United Press, the news association which supplied the material for the broadcasts.

★

### Student Variety Show

● "RADIO Goes To College," new weekly series on KTSP, Minneapolis, was written, directed, produced and voiced entirely by student of the University of Minnesota. Instead of purely educational material, the show was purely an entertainment program, featuring campus bands, talented music school students, members of the University's Theater Players and others. To keep the college atmosphere, show was aired on Saturday nights from the school's Men's Union with an all-student audience. Production was under the direction of the Radio Affiliations Committee of the university, a student group.

★

### Postcard Questionnaire

● QUESTIONNAIRE was sent out with the regular program schedule by WQXR, New York. Questionnaire was printed on a pre-paid postage postcard, which carried the following headline: "There's No Prize In This Contest." It asked the listener to go to his cupboard and medicine chest and jot down the answers. Copy frankly stated that the information received would be helpful to WQXR and its sponsors "who pay the bills." The questionnaire consisted of a listing of various types of products, such as cigarettes, mouth washes, soaps, cough drops, razor blades, wines, foods, etc., alongside of which the recipient was asked to list the particular brands that he used.

★

### Book Drive

● MORE than two tons of books have been raised by KSTP's drive for the American Legion library. The St. Paul station pressed its short-wave truck into service to pick-up books. The drive was conducted on the station's "Sunrise Round-Up" show.

★

### Pre-Season Baseball Party

● KMOX, St. Louis, and General Mills jointly entertained more than 1500 St. Louis retail grocers at the German House Auditorium in that city. The highlight of the evening's entertainment was the introduction of members of

the St. Louis Cardinals and Browns baseball teams. Promotion was connected with the General Mills daily play-by-play broadcasts on KMOX. Two motion picture films, one taken at the KMOX-General Mills Children's Day at the local ball park and another entitled "Play Ball, America" were shown during the evening. Several acts from the KMOX talent staff were also booked for appearance.



## PROGRAM



### Bakery Interviews

● WSGN, Birmingham, Ala., which conducted an extensive campaign to promote the new NBC Bread-"Make Believe Ballroom" recorded interviews with bakery employes recently. Routemen, bakers, wrappers and others were asked to give their reactions to the program. Later this was blended with parts of the actual program and broadcast over the station.



### Food Show News

● THIRTY major food distributors and representatives in the Northern Ohio area participated in "Food Show News," an annual promotion of WGAR, Cleveland. Informal interviews were arranged on the Women's Activities program, including emphasis on the home economics phase of food distribution. As a follow-up, several broadcasts were made from the local food show.



### Dial Lights

● IN order to furnish listeners with information concerning programs and radio personalities that visit their homes daily when the lights in their radio dials are shining, WPAY, Portsmouth, Ohio, inaugurated a program known as "Dial Lights." Smooth dinner music was interspersed with bits of information about radio talent heard over WPAY and other stations. Questions from listeners concerning the entertainment side of radio were answered on the daily early evening feature.



### "Voices of Yesterday"

● A COMPLETE set of "Voices of Yesterday" transcriptions used on the KROW, Oakland, Cal., series were presented to Berkeley schools by the sponsor, Morris Plan Bank of Oakland. Program featured actual voices of famous people, now dead, recorded years ago. They have been dubbed into modern transcriptions. As part of the merchandising plan, quiz sheets were distributed to pupils who filled them in and returned them to their teachers. Ryder & Ingram, Oakland, handled the program.

### "Info., Please" Variation

● AS a feature of Canada Dry promotion, KGKO, Fort Worth, held an "Information Please" broadcast of its own. Questions involved "Texas Resources," which were conducted exactly as "Information, Please" and guest experts included four Texas newspaper editors with the president of the Southland Paper Mills, Lufkin, as guest star. A journalism professor at Texas Christian University did the "Fadiman" stint inasmuch as he was an accomplished musician, sports authority, bridge expert and educator. Program was entered as promotion stunt in the current Canada Dry Company contest.



### Literature Lives

● KFBB, Great Falls, Montana, started a new series of programs, "Literature Lives," presented by faculty members of Great Falls Schools. Programs, presented twice a month, were dedicated to the theme that what is truly good in literature lives on forever. John Alexander, program director produced the shows.



### "Festival Week"

● FEATURES set by the production and promotion department of KGVO, Missoula, Mont., for the NAB promoted "National Radio Festival Week." They include daily quarter-hour program, "Citizens of Tomorrow," presenting outstanding representatives from local schools; discussion by students and faculty members of the Montana State University on "The American Way in Radio"; window posters for each of the station's advertisers setting forth that the firm's advertising dollar was spent to support the many hours of radio entertainment available to listeners; a discussion on the regular program, "Parental Problem Clinic," on "The Use of the Radio in Re-establishing the Home as the Center of the Family's Entertainment, Education and Culture"; a series of quarter-hour talks by representative citizens on what radio means to the home-maker, the businessman, the educator, the church, the child; a quarter-hour talk by a local newspaper editor on the "Freedom of the Press and Radio"; a half-hour program presented by remote control from Montana State University, featuring the university's orchestra and chorus with a talk by the school's president on the subject of radio and the university.



### A. & P. 'Previews'

● TO familiarize its store managers and employees with the new quiz games that was sponsored on three New England stations, the Atlantic & Pacific Neighborhood Food Stores Co. produced four "Personnel Previews" of the games. More than five hundred of its store managers witnessed the games which



were titled "Musico" before the program actually made its debut. Program offered 1,005 cash and merchandise prizes weekly. Entry blanks and prizes were obtained only at the neighborhood stores in the three cities in which the broadcasts were aired. Game, which was a version of the motion picture theater "bingo" games, used identification of songs as its basis. Besides prizes for the completion of a card, an award was given each week to the person supplying the best song title for an original song played on the program. Orchestra leaders were asked to write the new songs. Stations airing the programs included WEEL, Boston; WPRO, Providence; and WGAN, Portland, Me.

★

### "Radio Daily" Plug

● To push its offer of automobile slip covers, the "Crazy Radio Gang," heard over WBAP, Fort Worth, and the Texas Quality Network five days weekly, referred to the story carried in RADIO DAILY. The plug was as follows: "Ladies and gentlemen, the RADIO DAILY, a radio magazine published in New York City, has a write-up about the automobile slip covers being offered by the 'Crazy Radio Gang' and believe me, these slip covers are worth writing about!"



### "Ear Appeal"

● "GREATER ear-appeal" was sought for its spot announcements by WTMJ, Milwaukee, on the "Top o' the Morning" program. Typical in the "Oldtimer" series were plugs for cigars. Each opened with "The Oldtimer Says" and carried on with chatter such as "When I'm on the bizness end of a fishin' rod, you kin bet your boots, I'm ALSO on the bizness end of a Thora cigar." A series for a sports store used "fish talk." Gus Wall-Eyed Pike, Butch Bass, Tim Trout and Peter Pickerel were the characters. For example, Gus Pike said, "I've been driftin' 'round these waters a long time, an' the most eatin' tackle I ever got to my mouth comes from Jim Clark's."

★

### Fashion Spots

● WITH the publication of "Shows of Tomorrow," by RADIO DAILY, The Script Library, a division of Radio Events, Inc., took the wraps off its first "For Women Only," entertainment spot series, "So You Think You Know Fashion." This spot series by Marjorie Mueller was based upon an idea developed and copyrighted by The Script Library, and was the

first, according to Martin Lawrence, station contact, spot program that was as personal to the women in the radio audience as their own negligees. It was a companion program to "Crime Quiz," which was addressed to the male end of the radio audience.

★

### WNEW's New Tag-Line

● REPLACING in part the call letters of WNEW, New York, and the tag line, "Serving New York and New Jersey twenty-four hours a day," WNEW substituted a new idea, the musical station break, modeled after the jingling commercial spots in wide use by advertisers. The words followed: "WNEW—New York. Twelve-fifty on the dial; Tune in all the while to WNEW; the station that is serving you, New York and New Jersey, too. Twenty-four hours a day, that's true, WNEW." The words and music were by Alan Kent and Austen Groom Johnson and were sung by the Tune-Twisters. Idea was a copyrighted feature used exclusively in the New York City area. By way of further promoting the idea, executives around town received a miniature recording of the new jingle.

★

### Plug Network Show

● SPECIAL bulletins were issued by WBIG, Greensboro, N. C., to plug the University of Chicago's "Human Adventure" series on CBS. Station promotion material, which supplemented the network and university publicity, was distributed to more than 20,000 public school pupils and 10,000 college students.

★

### Used Cars

● A METHOD of making the used car dealer radio conscious was tried with considerable success by WCHS, Charleston, W. Va. Several times during the day WCHS put on spot announcements recommending that if listeners were interested in used cars they keep tuned in, saying also that used car messages from the city's leading dealers would be presented at various times during the day. WCHS found that those dealers who used radio time were pleased by the round-up idea calling attention to used cars, and those who had been holdouts were convinced that they, too, should be represented on the air.

★

### Fashion Spots

● ONE of the rare examples of fashion merchandising through the medium of radio was the contract signed by Ohrbach's Inc., department store specializing in women's apparel, with WQXR, New York. The contract, placed through the Grey Advertising Agency, called for two one-minute announcements daily, Monday thru Friday, for thirteen weeks. The copy was entirely institutional and did not mention specific merchandise or prices.

**WBIG Sign-off**

● STATION sign-off of WBIG, Greensboro, N. C., was used as an effective institutional promotion. The sign-off in its entirety was printed on light tissue which was pasted on one side to cover a photo of the statue of General Nathanael Green. Photo, which was done by one of the WBIG staff, served as a background through the tissue on which the sign-off message was printed.



**Free Pennies**

● THE theory that a "Penny Saved Is a Penny Earned" was the idea behind a promotion carried out by WKBN, Youngstown, Ohio. W. R. Link, local sales Manager, designed a card which informed prospective sponsors of an opportunity to save pennies by advertising over the thousand watt Columbia affiliate. A brand new penny attached to the card was a feature which was certain to catch the attention of anyone receiving one of the promotion pieces. The penny was of the Lincoln variety and the distribution of the cards was started on Lincoln's birthday.

**Newspaper Publicity**

● EXTENSIVE promotion campaign conducted by WTMA, Charleston, S. C., including full coverage of all local events and special newspaper publicity in affiliated newspapers with a combined total circulation of approximately 65,000. Station's programs were listed in detail by the dailies, while pictures and other promotional material were also published.

**Robot Interview**

● KEITH Lundy, "mechanical man," had the population of Huntington quite puzzled as he appeared in the display window of a local jeweler. Mystery was solved when Joe Herget, announcer on the jeweler's program on WSAZ, Huntington, interviewed the robot in a sidewalk interview as a part of his regular program. Portable radio was taken out on the sidewalk to enable passersby to hear the interview going on in the window.

**Road Show**

● INTERNATIONAL Harvester used a road show with a 25-town schedule to promote its air program, "New Slants on the News," over WSYR, Syracuse, N. Y., daily. Show covered towns throughout New York State where International dealers are located. Revue supplemented an intensive mail and general advertising campaign to boost the program.

**Prize-Winner Participation**

● WINNERS of the contest to name Albers cereals NBC Pacific coast radio serial story, "The Program Without a Name," were announced in an unusual way. First prize-winner was flown to San Francisco from Portland, Ore., to participate in a specially written dramatic episode, bring her into the drama with the regular characters. Two other winners appeared on the program in person and the rest were announced at the close of the airing. The program, as a result of the contest, is now called "Mine to Cherish."

**Radio Ambassador**

● IN promoting "The Musical Inn," late night request program on KCMO, Kansas City, Mo., which was bought by a brewing company, the station used the customary amount of teaser spots on the air in addition to a full page ad in the Kansas City "Journal." Merchandising of the product and program also was handled in a novel plan conducted in local taverns by a representative known as "The White Seal Ambassador of Goodwill." White Seal was the trade name for the product and the "ambassador" dressed in tall silk hat, frock coat, white gloves and carrying a gold tipped cane, called nightly at two or three local taverns where he solicited requests for the show.

**Long-Lived Stunt**

● STILL capitalizing on its "glamorous housemaid" publicity stunt it used with Zeke Manners almost a year ago, WHN, New York, received additional publicity in a 4-page layout of pictures in the May issue of "True Pictorial Stories" along with a story concerning the station. The current bit of publicity was the fourth in a series which kept the original stunt going since it was staged last August.

**WBNX 'Giant' Wires**

● TO herald its boost in power to 5,000 watts day and night, WBNX produced a series of giant telegrams addressed to agencies, manufacturers, and time buyers. Three telegrams, miniature three sheets, were dispatched.

Trade comments were very favorable. W. C. Alcorn, general manager of WBNX, authored the giant messages.

**Composite Birthday Card**

● AS tribute to "Amos 'n' Andy," WBNS, Columbus, Ohio, sent a composite birthday card, made up of more than 3,000 individual cards signed by a cross-section of listeners in central Ohio. Local paper carried story of the anniversary stunt and a photo of Helen Billups, WBNS program department, putting the cards in the trust of airline hostess to be delivered to the blackface team. Tribute was given in honor of the comedians' twelfth anniversary on the air as a team.

### Juvenile Air Confessions

● "CONSCIENCE Fund" donation of 50 cents received by Mayor LaGuardia, of New York City, from two repentant youngsters, struck a responsive chord in Abbott and Costello, comics on the "Kate Smith Hour" on CBS. They formed an "Abbott and Costello Conscience Club." Boys and girls were entitled to membership buttons by writing the team a note of confession for misbehaving. Promise to improve their behavior must accompany the conscience salve missive. Tie-up between the club and comedians was evident because of the tag-line used in their sketches: "I'm a bad boy."



### Boy Scout Tie-Up

● BOY Scouts of Salt Lake City found a new guardian in KDYL. New-found relationship proved highly satisfactory, as the station publicized scouting and its activities in the area and the scouts in turn publicized the station. Scouts made listeners surveys as well as preparing and producing their own weekly programs which consisted of one scout taking his "merit badge" test over the air. In addition to this program, KDYL aired a scout taking the scout oath and telling the listening audience what a scout is supposed to know.

### "My Son, My Son" Contest

● IN cooperation with United Artists, motion picture producing organization, WMCA, New York, started a "My Son Contest" searching for New York's model son between the ages of 13 and 18 years of age, as part of a promotional campaign for the picture "My Son, My Son." Contest awarded a prize of \$100 to the boy selected. WMCA's part in the contest consisted of two broadcasts, one spotted in the mornings daily except Tuesday and Sunday, of recorded music and announcements on the contest and the other in the evenings, four times weekly which featured guest speakers describing what in their opinion comprised the qualifications of a model son.

### Theater News

● LATEST news bulletins and flashes from all parts of the world were displayed on Chicago's busiest street through arrangements between WBBM, Chicago, and Chicago's only newsreel theater. Large display frame outside the theater furnished bulletin and flash material in large type for passersby on a regular schedule throughout the day. WBBM news staff prepared the material which was rushed to the theater by special messenger.

As soon as a late news flash was received at the theater it was reproduced on a giant typewriter in one-half inch letters. Inside the theater was another small spotlighted frame which carried special flash and bulletin material, also from the WBBM newsroom on an hourly schedule. Captain over the lobby display which faced outgoing patrons informed the reader that "The Following Important News Happened Since You Entered This Theater—It Was Rushed Here from the WBBM Newsroom."

### WRVA Tieup

● WRVA, Richmond, Va., effected a three-way tie-up with the Portsmouth "Star," newspaper, and the Gates Theater in Portsmouth in publicizing an amateur talent broadcast which WRVA originated half-hour weekly from the Gates theater stage.

Station, newspaper and the theater were all calling attention to the broadcast through their respective publicity mediums with the result that capacity attendances witnessed the WRVA airings.

### Amusement Park Tieup

● AMERICAN Institute of Food Products in connection with its participating programs on WMCA, New York, made arrangements with the management of the Palisades Amusement Park whereby all labels of products endorsed by the Institute was good for admission during the months of May and June at the Jersey playground. All a person had to do was to show the label on any box or can of the Institute's endorsed products, and he was admitted free to the Park as well as being entitled to witness a free vaudeville show and dancing.

### Education Tieup

● WRTD, Richmond, distributed to all public school teachers in Richmond the nearby county schools envelopes containing booklets describing NBC and WRTD educational programs. Letter from Ovelton Maxey, station manager, included with presentation, suggested that the booklets might help to open the way to a better understanding of educational facilities made available by radio stations, and pointed out that the station is always willing to receive suggestions from the teachers for further help in the way of programs which are needed. Some 1200 individual presentations were made through the schools by Bernard Dabney, promotion director for WRTD. Presentation had full cooperation and support of Richmond School Board.

### Theater-Radio Tieups

● FIFTEEN picture theaters in New York cooperated in a theater-radio tie-up instituted by the Eastern Wine Corp. Daily mentions were flashed on screens stating: "Chateau Martin Wines, 'In Good Taste Every Place,'

announces our programs every Monday, Wednesday and Friday over station WBNX, (on the dial at 1350) through the voice of Bill Berns, uptown movie reporter." Programs include movie gossip and listing of current attractions at the cooperating theaters. Interviews with stage performers were also featured on the programs. Stunt may be expanded if it proves successful.

★  
**WSYR Tele Stuff**

● WSYR, Syracuse, tied in with Farnsworth's Television Exhibit in Dey Brothers Store at Syracuse, broadcasting many of its crack shows from the television studio and drawing more than 20,000 people in 3 days to see the televising of Ruth Chilton, Fred Jeske, Vadeboncoeur, Nick Stemmler, Bill Rothrum and Jan Costley.

★  
**Use of Autos**

● KDKA's use of its midget automobile for special events and similar coverage was featured in the merchandising and advertising of the Bantam Car Co., Butler, Pa. The car company used the Pittsburgh station's use of its equipment as an example of how other stations may also use the cars.

★  
**Coast Baseball Merchandising**

● WIDESPREAD merchandising plan has been adopted by both General Mills, for "Wheaties," and B. F. Goodrich Rubber Co., for tires, tubes and batteries, to supplement Pacific Coast League baseball games, which the firms co-sponsored for third consecutive year on 12 Pacific Coast stations. Wheaties again used the Welcome Home campaign, with all grocery stores handling Wheaties displaying special team posters when the home squad returned to its own field. Wheaties' boxes contained pictures of coast ball players, and sportscasters made frequent grocer mentions during broadcasts. Goodrich planned merchandising campaign to be tied in with retail auto supply outlets, but details have not been announced.

★  
**Record Store Tieup**

● WFBL, Syracuse, has completed an unusual tieup for National Biscuit Company's recorded "Make Believe Ballroom" programs. Station has arranged with an upstate record distributor to handle mailing of 300 advance lists of records used on the show to 300 dealers in 27 New York state counties. Lists, used for display by the record dealers, bore station's imprint and were included with the distributor's regular mailings at no cost to the station or sponsor of the program, other than the cost of mimeographing.

★  
**Does It Make a Noise?**

● WSM went in for a bit of science and philosophy on the front page of its program

schedule issued to agencies. The Nashville, Tenn., outlet asked: "If a tree falls, does it make a noise?" and answered that if "no one hears it fall it does not make a sound." This tied up with WSM's next paragraph, "and so it is with radio, coverage is not enough, it takes listeners, too. We at WSM are sure of our coverage, and of listeners, too."

★  
**Movie Trailer**

● WITH Milton Cross in Pittsburgh for "Musical Americana" KDKA promotion department grabbed the announcer for a special one-minute sound movie trailer plugging the forthcoming screen engagement of "Information, Please" at the Loew's Penn Theater. During the course of his screen appearance Cross said: "Incidentally, this issue of Information, Please will be a part of the same program with Metro-Goldwyn-Mayer's elaborate production of "Northwest Passage" which stars Spencer Tracy . . . and together that makes a screen program which I'd call . . . well . . . "gingervating!"

★  
**WELI License**

● THE Connecticut State Motor Vehicle Department granted WELI the privilege of using marker plates containing the WELI call letters on the new WELI Mobile Unit, a modern Dodge truck, designed for all remote broadcasts. The truck, attractively painted ivory, has Yale Blue lettering on the side panels.

★  
**"Info., Please" Exploitation**

● EXTENSIVE publicity for "Information, Please" on NBC Blue was the result of efforts of KGO, San Francisco. Theaters, department stores, magazines, window displays and various other media were employed. Then display windows in a local department store were used by showing large scrolls headed "Information Please," which asked questions regarding spring styles in suits and fabrics; with microphones maintaining the broadcasting atmosphere, small cards below the questions in each window answered the puzzler, with the store's merchandise used as illustrations of the answer.

Station also used trailers in motion picture theaters showing the movie short of the program. Trailers plugged the station and gave time of the broadcast. Theater advertising on marquee and in the newspapers carried the station's call letters. In addition to theater and department store publicity, the station tied in with Oscar Levant's guest appearance with the San Francisco Symphony Orchestra by having the program mentioned in connection with his appearance in the concert. Final bit of publicity appeared in a write-up with photos of the program in an independent grocery store magazine.



T E L E V I S I O N



F R E Q U E N C Y  
M O D U L A T I O N



F A C S I M I L E

# TELEVISION'S FIRST YEAR

*As Seen By NBC—RCA*

## HISTORY AND PROGRESS

**U**PON turning the corner of the first year with regularly scheduled television programs, one is prone to regard television as a development of very recent years. Its roots go back a long way.

To trace the dramatic story of television's progress since Baron Berzelius discovered selenium in 1817, would require a volume in itself, and so in this brief report, only the most important highlights can be touched upon. Although selenium was isolated in 1817 by the famous Swedish chemist, little was done about it until 1873 when a telegrapher named May at the Valentia Cable Station on the Irish coast, discovered that resistors made of selenium transmitted a much stronger signal when exposed to sunlight. It was not until several years later that these mysterious light sensitive properties were embodied in the famous photo-electric cell invented by Elster and Geitel in 1890—the cell which subsequently became the principle upon which all-electronic television was founded.

### Young Thomas Edison

Young Thomas Edison, in 1833, found it was possible to make an electric current pass through space from a burning filament to an adjacent metal plate, establishing the "Edison" effect, and one year later Paul Nipkow patented the rotating disc with holes for scanning the image and reproducing it.

It was not until 1906, that two French inventors, Rignoux and Fournier, transmitted a crude moving image over wires, the same year that Dr. Lee de Forest perfected his famous vacuum tube amplifier, together with a filament, plate and grid.

In 1907, Rosing and Campbell Swinton proposed the first use of the cathode ray tube for television, and in 1909, Knudson sent the first drawing by radio.

From then on followed the bleak years of television's progress, and it was not until seven years after the Armistice that Jenkins and Baird transmitted the first silhouettes.

1923, however, was a momentous year for television's achievements, for it was in that year that Dr. Vladimir K. Zworykin (at that time with Westinghouse, and since 1929 with RCA) filed his first patent on the "Iconoscope," which revolutionized all preconceived ideas of television scanning by mechanical means and substituted the all-electronic scanning now in use throughout the world.

### R.C.A. Laboratory

Then, in 1928, RCA established in New

York City a television laboratory and worked out a plan of coordination between RCA, General-Electric and Westinghouse companies. It was in that same year—1928—that RCA opened the television transmitter W2XBS with 250 watts power.

In 1929, Dr. Zworykin's experiments, carried on over a period of years, with cathode ray tube receivers attained success. This non-mechanical receiver was called the "Kinescope."

The following year, research laboratories were opened by RCA in Camden, New Jersey, and also, in 1930, an audience in a New York theater witnessed a demonstration of a six-foot black and white 60-line projection picture. This program was broadcast from the RCA experimental station at 711 Fifth Avenue to Proctor's Theater at 58th Street and Third Avenue in New York City.

In 1931, RCA installed a studio and transmitter in the tower of the Empire State Building, using frequencies between 40 and 80 megacycles.

In 1936, large scale field tests were inaugurated with regular program transmission to receivers situated throughout the metropolitan area at strategic points in the homes of RCA-NBC engineers and executives who reported on the progress made.

As the result of continued tests, scanning was stepped up to 441 lines in 1937 and the video band was widened; experimental programs were instituted by the National Broadcasting Company. The next year, NBC-RCA television mobile

units for field pick-up equipment were completed and put in use. On September 15, 1938, NBC conducted the first sidewalk interviews with passers-by in Rockefeller Plaza.

Various programs were telecast experimentally during the months that followed and NBC's Television Department began functioning as an integral unit under the direction of A. H. Morton, vice-president.

Then, on April 30, 1939, President Franklin D. Roosevelt, during his opening address at the New York World's Fair, was telecast—thereby inaugurating a regular public series of experimental programs in the New York area.

### Technical Improvements

Although television was officially brought out of the laboratory a year ago, RCA-NBC technicians and engineers have never ceased laboratory experiments to improve the signal strength and clarity of image. Their exhaustive experiments have met with unqualified success and viewers today report definite improvement in reception.

The famous Iconoscope television cameras developed by Dr. Zworykin and his associates at RCA have more than fulfilled all predictions made for them. Supplementing the Iconoscope, the new Orthicon camera, which requires less intensive lighting, has been used successfully in several outside pick-ups, notably in the telecast from the plane flying over New York City.

### Field Equipment

The introduction of new "vest pocket" television field equipment—so light and compact that a complete basic unit may be carried in a small truck—was another important contribution to facilitate the transmission of sight and sound by RCA-NBC engineers.

Studio lighting also was greatly improved through the addition of many new mobile grids using the new and improved Birdseye lamps and regulated by remote controls. Representative of the type of equipment for special visual effects is the new kaleidoscopic pattern which is used to indicate various time lapses between scenes, much the same as a "musical bridge" is used in sound radio.

### Relay Stations

Probably the most important developments, as far as television network broadcasting is concerned, are contained

in a recent report made public by the RCA Laboratories Division of RCA Communications, Inc. Because the television signal broadcast over short wave does not usually follow the curvature of the earth but extends only approximately as far as the visual horizon, or about fifty miles from the Empire State Building, it becomes necessary to boost the signal through automatic radio relay stations located at intervals of thirty or thirty-five miles depending on the terrain.

For more than a year, RCA has maintained an experimental radio relay system between the Empire State Building and Riverhead, Long Island. The relay points are located at Hauppauge, forty-five miles from the Empire State Tower, and at Rocky Point, fifteen miles beyond, from which the signal is boosted another fifteen miles to Riverhead.

Mounted on a 100-foot steel tower, each relay station contains both receiving and transmitting devices. The antennas are of the parabolic type necessary for the highly directional beam like transmission. The power required is 10 watts or less.

RCA-NBC engineers refuse to predict when television network broadcasting will become a reality, because their work of testing and developing never ceases. They merely content themselves with saying that several cities on the Atlantic seaboard will be linked up "soon"!

### Time on the Air

From April 30, 1939 to April 30, 1940 the National Broadcasting Company telecast programs from Station W2XBS atop the Empire State Tower for a total of 601 hours.

### Receivers in New York Area

On April 30, 1940, television receivers in homes in the Metropolitan area totalled approximately 3,000. In addition to those in homes, about 150 receivers are located in taverns, restaurants, schools, theater lobbies and stores. A recent survey disclosed that during daytime hours there was an average of two persons in the home viewing television programs. During the evening hours, this number is increased to from four to five. Similarly, the television audience viewing the programs in establishments outside the home average fifteen persons during the afternoon and twenty-five to thirty in the evening. The audience approximates 15,000 persons.



# TELEVISION BROADCASTING STATIONS

As of January 1st, 1941

*The term "television broadcast station" means a station licensed for the transmission of transient visual images of moving or fixed objects for simultaneous reception and reproduction by the general public.*

Licensee and Location	Call Letters	Frequency (kc) or Group	POWER	
			Visual	Aural
Earle C. Anthony, Inc. Los Angeles, Calif.....	W6XEA	96000-102000	1000 w	1000 w
Balaban & Katz Corp. Chicago, Ill. ....	W9XBK	60000-66000	1000 w	1000 w (CP only)
Balaban & Katz Corp. Portable-area of Chicago, Ill.....	W9XBT	204000-216000	250 w	(CP only)
Bamberger Broadcasting Service New York, N. Y.....	W2XBB	96000-102000	1000 w	1000 w (CP only)
Columbia Broadcasting System Chicago, Ill. ....	W9XCB	78000-84000	1000 w	1000 w
Columbia Broadcasting System Los Angeles, Calif.....	W6XCB	162000-168000	1000 w	1000 w
Columbia Broadcasting System New York, N. Y.....	W2XAB	60000-66000	7500 w	7500 w
Columbia Broadcasting System, Inc. Portable-area of New York, N. Y..	W2XCB	336000-348000 television relay station with W2XAB	6.5 w	(CP only)
The Crosley Corp. Cincinnati, Ohio .....	W8XCT	50000-56000	1000 w	1000 w (CP only)
Allen B. DuMont Laboratories, Inc. Passaic, N. J.....	W2XVT	42000-56000 C.P. 78000-84000	50 w 5000 w	50 w 5000 w
Allen B. DuMont Laboratories, Inc. New York, N. Y.....	W2XWV	78000-84000 60000-86000	1000 w	1000 w (CP only)
Allen B. DuMont Laboratories, Inc. Portable-area of New York, N. Y..	W10XKT	258000-270000 television relay station with W2XVT	50 w	(CP only)
Allen B. DuMont Laboratories, Inc. Washington, D. C.....	W3XWT	50000-56000	1000 w	1000 w (CP only)
Farnsworth Television & Radio Corp. Ft. Wayne, Ind.....	Unassigned	66000-72000	1000 w	1000 w (CP only)



<i>Licensee and Location</i>	<i>Call Letters</i>	<i>Frequency (kc) or Group</i>	<i>P O W E R</i>	
			<i>Visual</i>	<i>Aural</i>
General Electric Co. Bridgeport, Conn. ....	W1XA	60000-86000	175 w	100 w (CP only)
General Electric Co. New Scotland, N. Y. ....	W2XB	60000-86000	10000 w	3000 w
General Electric Co. Schenectady, N. Y. ....	W2XD	156000-168000	40 w	(CP only)
General Electric Co. Schenectady, N. Y. ....	W2XH	288000-294000	40 w	
General Electric Co. New Scotland, N. Y. ....	W2XI	156000-162000	20 w	(Television relay station with W2XB)
Hughes Tool Co. Los Angeles, Calif. ....	W6XHH	60000-66000	10000 w	10000 w
Hughes Tool Co. San Francisco, Calif. ....	W6XHT	60000-66000	1000 w	1000 w
The Journal Co. Milwaukee, Wisc. ....	W9XMJ	66000-72000	1000 w	1000 w
Kansas State College of Agriculture and Applied Science Manhattan, Kans. ....	W9XAK	50000-56000	100 w	100 w
May Department Stores Co. Los Angeles, Calif. ....	Unassigned	210000-216000	1000 w	1000 w
Metropolitan Television, Inc. New York, N. Y. ....	W2MT	162000-168000	250 w	1000 w
Don Lee Broadcasting System Los Angeles, Calif. ....	W6XAO	50000-56000	1000 w	150 w
Don Lee Broadcasting System San Francisco, Calif. ....	W6XDL	50000-56000	1000 w	1000 w (CP only)
Don Lee Broadcasting System Portable-area of Los Angeles, Calif. ....	W6XDU	318000-330000	6.5 w	
National Broadcasting Co., Inc. New York, N. Y. ....	W2XBS	50000-56000	12000 w	15000 w
National Broadcasting Co., Inc. Portable—Camden, N. J. and New York, N. Y. ....	W2XBT	162000-168000	400 w	100 w (Television relay station with W2XBS)
National Broadcasting Co., Inc. Portable-area of New York. ....	W2XBU	282000-294000	15 w	(Television relay station with W2XBS)
National Broadcasting Co., Inc. Washington, D. C. ....	W3XNB	60000-66000	1000 w	1000 w (CP only)
National Broadcasting Co., Inc. Philadelphia, Pa. ....	W3XPP	102000-108000	1000 w	1000 w (CP only)

Licensee and Location	Call Letters	Frequency (kc) or Group	POWER	
			Visual	Aural
Philco Radio & Television Corp. Philadelphia, Pa. ....	W3XE	66000-72000	10000 w	10000 w
Philco Radio & Television Corp. Philadelphia, Pa. ....	W3XP	234000-246000 (Television relay station with W3XE)	15 w (CP 125 Watts)	
Purdue University West Lafayette, Ind. ....	W9XG	66000-72000	750 w	750 w (CP only)
Radio Pictures, Inc. Long Island City, N. Y. ....	W2XDR	42000-56000 60000-86000	1000 w	500 w
RCA Mfg. Co., Inc. (Portable) Bldg. No. 8 of Camden Plant, Camden, N. J. ....	W3XAD	321000-327000	500 w	500 w
RCA Mfg. Co., Inc. Camden, N. J. ....	W3XEP	84000-90000	30000 w	30000 w
B. B. Shapiro, F. P. Shapiro and H. Shapiro, d/b as Leroy's Jew- elers, Los Angeles, Calif. ....	W6XLJ	186000-192000	1000 w	1000 w
State University of Iowa Iowa City, Iowa. ....	W9XUI	50000-56000 210000-216000	100 w	
Television Productions, Inc. Los Angeles, Calif. ....	W6XLA	234000-246000	250 w	250 w (Television relay station)
Television Productions, Inc. Los Angeles, Calif. ....	W6XYZ	78000-84000	1000 w	1000 w (CP only)
WCAU Broadcasting Co. Philadelphia, Pa. ....	W3XAU	84000-90000	1000 w	1000 w (CP only)
Zenith Radio Corp. Chicago, Ill. ....	W9XZV	50000-56000	1000 w	1000 w

## ***Pending Applications***

Boston Edison Co. ....	78000-84000	10000 w	10000 w
Boston, Mass.			
R. B. Eaton. ....	66000-72000	46 w	100 w
Des Moines, Iowa			
Grant Union High School District. ....	50000-56000	1000 w	1000 w
Sacramento, Calif.			
Hughes Tool Co. ....	301250 and 305750	25 w	25 w
Portable-area of California			
Hughes Tool Co. ....	307250 and 311750	25 w	25 w
Ventura County, Calif.		(Television relay station)	
Hughes Tool Co. ....	319250 and 323,750	25 w	25 w
Monterey County, Calif.		(Television relay station)	
Hughes Tool Co. ....	307250 and 311750	25 w	25 w
Santa Clara County, Calif.		(Television relay station)	
KSTP, Inc. ....	44000-50000	1000 w	1000 w
Midland Broadcasting Co. ....	50000-56000	1000 w	500 w
Kansas City, Mo.			



# TELEVISION STATIONS



— IN THE UNITED STATES —

— LOCATION — PERSONNEL — FACILITIES —

## W6XEA \*

LOS ANGELES

FREQUENCY: 96000-102000 Kc. POWER: Sight, 1000 Watts; Sound, 1000 Watts. OWNED AND OPERATED BY: Earle C. Anthony, Inc. BUSINESS ADDRESS: 141 N. Vermont St., Los Angeles, Calif.

## W9XBK \*

CHICAGO

FREQUENCY: 60000-66000 Kc. POWER: Sight, 1000 Watts; Sound, 1000 Watts. OWNED AND OPERATED BY: Balaban & Katz Corp. BUSINESS ADDRESS: Chicago, Ill.

## W9XBT \*

AREA OF CHICAGO (PORTABLE)

FREQUENCY: 204000-216000 Kc. POWER: 250 Watts (Sight only). OWNED AND OPERATED BY: Balaban & Katz Corp. BUSINESS ADDRESS: Chicago, Ill.

## W2XBB \*

NEW YORK CITY

FREQUENCY: 96000-102000 Kc. POWER: Sight, 1000 Watts; Sound, 1000 Watts. OWNED AND OPERATED BY: Bamberger Broadcasting Service. BUSINESS ADDRESS: 1440 Broadway, New York, N. Y.

## W2XAB

NEW YORK CITY

FREQUENCY: Sight 51.25 Mcs. SOUND, 55.75 Mcs. POWER: Sight, 15,000 Watts (measured at peak of synchronizing pulses); Sound, 7,500 Watts. OWNED AND OPERATED BY: Columbia Broadcasting System. BUSINESS ADDRESS: 485 Madison Ave. PHONE: Wlckersham 2-2000. STUDIO ADDRESS: Grand Central Terminal Bldg., 15 Vanderbilt Ave. TRANSMITTER AND ANTENNA LOCATION: Chrysler Bldg.

### Personnel

Executive Director of Television,

Adrian Murphy

Manager of Television Operations,

Leonard Hole

Director of Television Programs... Gilbert Seldes

Chief Engineer.....Dr. Peter C. Goldmark

Assistant Chief Engineer.....John N. Dyer

### FACILITIES

The transmitter facilities of Station W2XAB are located on the 73, 74 and 75 floors of the Chrysler Building. The video transmitter radiates a single side band signal of negative polarity with a frequency band width of 30 cycles to 4.25 Mc. DC transmission is employed. The transmitter radiates about 15 kw on the peaks of the synchronizing pulses. The audio transmitter radiates about 7.5 kw of carrier power. Pre-emphasis of the high audio frequencies is used in accordance with suggested standards. The video and the audio input and monitoring equipment is located in a shielded room on the 74 floor where the transmitters also are situated. On the 73 floor transformers, reactors, motor generators and water cooling equipment are placed, while the air conditioning equipment and the single side band filter are on the 75 floor.

### COLOR TELEVISION

In September, 1940, CBS first showed to the press Color Television from film. Within less than four months Columbia's engineers had carried to the demonstration stage a large number of additional developments in the color television field.

The following specific developments of the Columbia laboratories were demonstrated to the Federal Communications Commission and representatives of the industry on January 25, 1941:

- (1) Real life objects and human beings were televised in natural color.
- (2) Color breakup was proven to be no problem.
- (3) High fidelity of color rendition was shown. (This simplifies the makeup problems, since women now need only ordinary street makeup when appearing before the television camera).
- (4) The level of light intensity on the scene for color television was well within the bounds of practicality.

\* Station had a construction permit at time of going to press and no further information was available.

- (5) Cool fluorescent lighting was used. (The studio temperature was comfortable).
- (6) That a color television receiver need not be large was indicated by the small and compact table model receiver on which the full color images appeared.
- (7) Operation of a special speed control for the receiver color disc. This makes the receiver and studio color filters run at identical speeds even when on different power supplies.
- (8) A simple push button device for putting the colors at the receiver in step with the colors at the pick-up end.
- (9) A new 24-frame-per-second scanner of film showed that color film, taken by any amateur or commercial camera, can be picked up for color television.
- (10) Multi-channel operation for color television demonstrated a lap dissolve technique of one color scene fading smoothly and gradually into another.

That much in everyday life is given meaning by color was demonstrated comparatively by scenes in black and white, and then by the same scenes in color. Illustrations last year revealed that in fields of educational and cultural pursuits, such as geography and art, color is required for fuller understanding and appreciation.

The color television pictures also showed how in football, as in other sports, the distinctively colored uniforms of the players identify them at once, and make the play easy to follow. A dramatic example of a football sequence was televised from color film. Here, there were comparative shots showing the same plays in black and white, and then in color. In black and white, identity of the teams was lost, and the course of the play had little meaning. In the color pictures, however, even when the play was tangled and complicated, the ball carrier could be followed as he crashed through the opposing line.

**W2XCB \***

AREA OF NEW YORK CITY  
(PORTABLE)

FREQUENCY: 336000-348000 Kc. POWER: 6½ Watts (Sight only). OWNED AND OPERATED BY: Columbia Broadcasting System. BUSINESS ADDRESS: 485 Madison Ave., New York, N. Y.

**W9XCB \***

CHICAGO

FREQUENCY: 78000-84000 Kc. POWER: Sight, 1000 Watts; Sound, 1000 Watts. OWNED AND OPERATED BY: Columbia Broadcasting System, Inc. BUSINESS ADDRESS: 410 N. Michigan Ave., Chicago, Ill.

**W6XCB \***

LOS ANGELES

FREQUENCY: 162000-168000 Kc. POWER: Sight, 1000 Watts; Sound, 1000 Watts. OWNED AND OPERATED BY: Columbia Broadcasting System, Inc. BUSINESS ADDRESS: 6121 Sunset Blvd., Los Angeles, Calif.

**W8XCT \***

CINCINNATI

FREQUENCY: 50000-56000 Kc. POWER: Sight, 1000 Watts; Sound, 1000 Watts. OWNED AND OPERATED BY: Crosley Corp. BUSINESS ADDRESS: 1329 Arlington St., Cincinnati, Ohio.

**W6XAO**

LOS ANGELES (HOLLYWOOD)—  
EST. 1931

FREQUENCY: Sight, 51250 Kc.; Sound, 55750 Kc. POWER: Sight, 1000 Watts; Sound, 150 Watts. OWNED AND OPERATED BY: Don Lee Broadcasting System. BUSINESS ADDRESS: 5515 Melrose Ave., Hollywood. PHONE: VAndike 7111. STUDIO AND TRANSMITTER LOCATION: 1 Lee Drive, Mt. Lee, Hollywood. TIME ON THE AIR: Sunday, 1:15 to 4:00 P.M.; Monday and Friday, 8:15 to 10:30 P.M.; Tuesday and Thursday, 8:00 to 9:15 P.M.; Wednesday, 8:00 to 9:45 P.M.; Saturday, 2:00 to 4:30 P.M. and 8:00 to 9:15 P.M.

**Personnel**

President..... Thomas S. Lee  
Vice-President and General Manager,  
Lewis Allen Weiss  
Director of Television..... Harry R. Lubcke  
Assistant Director of Television Wilbur E. Thorp  
Television Engineer..... William S. Klein  
Television Engineer..... Harold W. Jury  
Television Engineer..... Robert L. Pitzer  
Television Producer..... Ray Coffin  
Assistant Director..... L. Turner  
Audio Engineer..... H. Lyons  
Makeup Man..... A. Cramer

**FACILITIES**

SYSTEM IN USE: 441 line 30-60 frame and 525 30-60 frame, Standard, cathode-ray. Horizontal Polarization. Film equipment for broadcasting newsreels, shorts, and test items.

Mosaic live-pickup camera equipment for studio pickup. Portable television cameras and equipment for outside events. (W6XDU) RCA Manufacture.

W6XDU operates on 324 Megacycles and is a beam relay type transmitter.

\* Station had a construction permit at time of going to press and no further information was available.

## TELEVISION STATIONS

**DEVELOPMENTS OF 1940:** During 1940, W6XAO provided Los Angeles and surrounding cities with a complete television service. Daily programs were transmitted for a total of 840 hours, including 224 hours of remote television pickup via W6XDU on 73 separate programs.

The studio presentations included educational items and demonstrations, interviews, singers, dancers, fashion shows, sports exhibitions and instruction, plays, dramas, musical comedies, serial plays and many variations of the above.

Film presentations included full-length features, comedies, travel shorts, educational reels, and industrial subjects. Many disaster pickups, such as an oilwell fire, metropolitan fires, flood damage, sea and wind damage at the Beach cities, and earthquake damage in Imperial Valley were recorded on 16mm. film and telecast soon after happening.

Remote television pickups included weekly pickup of the Hollywood Stars Coast League professional baseball, twice weekly pickup of professional boxing and wrestling bouts at the American Legion Stadium in Hollywood, pickup of the filming of the Lum-and-Abner picture "Dreaming Out Loud" from a major motion picture lot, televising the Soap-box Derby, the Pasadena New Year's Tournament of Roses Parade, the Hollywood Bowl Easter Sunrise Service, the Young Skippers Regatta, the Coast IRE-AIEE Convention, the Screen Actors Guild Bathing Beauty Parade and many other events of interest.

Personalities to appear before our cameras have included Dick Powell, Tyrone Power, Kenny Baker, Leo Carrillo, Maxine Gray, Betty Jane Rhodes, Fritz Leiber, Don Wilson, Max Rheinhardt, Clarence Brown, Sally Rand, Arturo Godoy, Rube Wolf, and many others, less well-known but ranking in top interest and ability over television.

**RECEIVERS:** Receivers are on sale to the public in large department stores and radio dealers. A few hundred receivers are estimated to be in operation in Los Angeles, Hollywood, Inglewood, West Hollywood, North Hollywood, Burbank, Glendale, Pasadena, Long Beach and Pomona. The greatest distance of public reception is recorded at the city of Pomona which is thirty miles airline east of W6XAO and behind a range of hills.

**PUBLIC DEMONSTRATIONS:** Public demonstrations of the Don Lee television transmission are held almost daily by large downtown department stores and radio dealers.

**PATENTS:** United States and foreign patents covering film and live pickup, amplification, scanning sources, synchronization, receivers and cathode-ray tubes of Harry R. Lubcke are used in the work. The methods and equipment of the Don Lee System, though

producing RMA Standard images functions considerably differently from those of other television organizations.

### W 6 X D U

AREA OF LOS ANGELES  
(PORTABLE)

FREQUENCY: 318000-330000 Kc. POWER: 6½ Watts (Sight only). OWNED AND OPERATED BY: Don Lee Broadcasting System. BUSINESS ADDRESS: 5515 Melrose Ave., Hollywood, Calif.

### W 6 X D L \*

SAN FRANCISCO—EST. 1941

FREQUENCY: 50000-56000 Kc. POWER: Sight, 1000 Watts; Sound, 1000 Watts. OWNED AND OPERATED BY: Don Lee Broadcasting System. BUSINESS ADDRESS: 5515 Melrose Ave., Hollywood. STUDIO AND TRANSMITTER LOCATION: San Francisco.

### W 2 X V T

PASSAIC, N. J.—EST. 1938

FREQUENCY: Sight, 79.25 Mc.; Sound, 83.75 Mc. POWER: 5000 Watts (Sight and Sound). OWNED AND OPERATED BY: Allen B. DuMont Laboratories, Inc. BUSINESS ADDRESS: 2 Main Ave. STUDIO ADDRESS: Same. TRANSMITTER AND ANTENNA LOCATION: Same.

#### FACILITIES

The transmitter is being used to test out the features of the DuMont Television System which does away with the necessity of the standardization of the number of pictures per second or lines per picture. This system requires approximately one-half the frequency band over that required by conventional systems now in use. At the end of 1940 transmitter was testing with 735 lines and 15 pictures per second.

### W 10 X K T

AREA OF PASSAIC, N. J.  
(PORTABLE)

FREQUENCY: Sight, 264 Mc. POWER: 50 Watts (Sight only). OWNED AND OPERATED BY: Allen B. DuMont Laboratories, Inc. BUSINESS ADDRESS: 2 Main Ave., Passaic, N. J. STUDIO ADDRESS: Variable. TRANSMITTER

\* Station had a construction permit at time of going to press and no further information was available.

• • • TELEVISION STATIONS • • •

AND ANTENNA LOCATION: Variable. TIME ON THE AIR: No stated schedule.

**FACILITIES**

This transmitter is used to pick up outside events.

•  
**W 2 X W V \***

**NEW YORK CITY**

FREQUENCY: Sight, 79.25 Mc.; Sound, 83.75 Mc. POWER: 1000 Watts (Sight and Sound). OWNED AND OPERATED BY: Allen B. DuMont Laboratories, Inc. BUSINESS ADDRESS: 515 Madison Ave., New York, N. Y. STUDIO ADDRESS: Same. TRANSMITTER AND ANTENNA LOCATION: Same.

**FACILITIES**

This transmitter utilizing DuMont television system has complete facilities for the transmission of film, direct pick-up and studio programs.

•  
**W 3 X W T \***

**WASHINGTON, D. C.**

FREQUENCY: 50000-56000 Kc. POWER: 1000 Watts (Sight and Sound). OWNED AND OPERATED BY: Allen DuMont Laboratories, Inc. BUSINESS ADDRESS: 2 Main Ave., Passaic, N. J. STUDIO, TRANSMITTER AND ANTENNA LOCATION: Washington, D. C.

•  
**unassigned\***

**FORT WAYNE, IND.**

FREQUENCY: 66000-72000 Kc. POWER: Sight, 1000 Watts; Sound, 1000 Watts. OWNED AND OPERATED BY: Farnsworth Television & Radio Corp. BUSINESS ADDRESS: Fort Wayne, Ind.

•  
**W 1 X A \***

**BRIDGEPORT—EST. 1939**

FREQUENCY: 60,000 to 86,000 Kc. POWER: Sight, 175 Watts; Sound, 100 Watts. OWNED AND OPERATED BY: General Electric Co. BUSINESS, STUDIO, TRANSMITTER AND ANTENNA LOCATIONS: Bridgeport.

•  
**W 2 X B**

**SCHENECTADY—EST. 1939**

FREQUENCY: Sight, 67.250 Kc.; Sound, 71.750 Kc. (Channel 3). POWER: Sight, 10,000 Watts; Sound, 3000 Watts. OWNED AND OPERATED BY: General Electric Co. BUSINESS ADDRESS: 1 River Road. STUDIO ADDRESS: Same. TRANSMITTER AND AN-

TENNA LOCATION: Helderberg Mountains, 12 miles south of Schenectady. TIME ON THE AIR: No stated schedule.

**Personnel**

Technical Supervisor.....W. J. Purcell  
Program Manager.....J. G. T. Gilmour

**FACILITIES**

G. E. uses a system similar to the RCA-NBC equipment but with several entirely new variations. This includes low level modulation with radio relay link between studio and transmitter and linear Class B R. F. amplifiers to bring the power up to 40 kilowatts black level. It is an all-electric system designed to produce a 441-line definition, 30 frames per second, 60 fields per second with an aspect ratio of 4 to 3. General Electric has developed high power transmission at television frequencies and proper modulation of the television carrier signal. It has also developed improved vacuum tubes which exhibit more favorable characteristics, developed wide band output coupling circuits without sacrificing plate efficiency and increased transmission fidelity by expanding the frequency range up to 4 megacycles. Simultaneous operation of stations at Schenectady and Bridgeport on the same frequency is expected to increase knowledge of diurnal and seasonal signal strength variations and determination of the amount of interference permissible, necessary geographic separation and effect of directional antennas.

This transmitter provides a high signal level to Albany, Troy, Schenectady and other nearby cities.

Engineering field tests are now in progress and a regular schedule of public broadcasts is expected to be announced late in 1939 or early in 1940. Engineering tests also under way on receiving equipment at a special receiving site in the Helderbergs near the transmitter which are expected to result in high quality reception of programs from New York City suitable for rebroadcast transmission over W2XB.

Technical supervision under W. J. Purcell; program manager, J. G. T. Gilmour.

•  
**W 2 X D - W 2 X H**

**SCHENECTADY—EST. 1939**

FREQUENCY: W2XD: 156,000 to 168,000 Kcs., used for relaying programs; W2XH: 288,000 to 294,000 Kcs., used for experimental laboratory work. POWER: 40 Watts (Sight, only). OWNED AND OPERATED BY: General Electric Co. BUSINESS AND STUDIO ADDRESS: 1 River Road. TRANSMITTER AND

\* Station had a construction permit at time of going to press and no further information was available.

• • • TELEVISION STATIONS • • •

ANTENNA LOCATION: Schenectady. TIME ON THE AIR: No stated schedule.

**FACILITIES**

These stations, on completion, will be used for the most part in connection with experimental work in the laboratory and to supplement the experimental public service television programs of the G.E.'s Helderberg and Bridgeport transmitters. One of the Schenectady transmitters, W2XD, serves as a relay visual station to transmit programs from the studio to the transmitter on a sharply directive beam obviating the necessity of a coaxial cable. For further information concerning system used for these stations, facilities, etc., see information listed under W2XB, Schenectady, N. Y. (above).

**W 1 X G**  
BOSTON

FREQUENCY: 51.25 Mc. POWER: 500 Watts (visual). OWNED AND OPERATED BY: General Television Corp. PHONE: Commonwealth 6410. BUSINESS ADDRESS: 70 Brookline Ave. STUDIO, TRANSMITTER AND ANTENNA LOCATION: 70 Brookline Ave. TIME ON THE AIR: Monday through Friday, 2:30 to 3:30 P.M. and 8:30 to 9:30 P.M.

**Personnel**

President.....Thompson L. Guernsey  
Program Director.....Stuart Mosher  
Musical Director.....William Fuller  
Chief Engineer.....Hollis Baird

**W 6 X H H** \*  
LOS ANGELES

FREQUENCY: 60000-66000 Kc. POWER: Sight, 10000 Watts; Sound, 10000 Watts. OWNED AND OPERATED BY: Hughes Tool Co. BUSINESS ADDRESS: Los Angeles, Calif.

**W 6 X H T** \*  
SAN FRANCISCO

FREQUENCY: 60000-66000 Kc. POWER: Sight, 1000 Watts; Sound, 1000 Watts. OWNED AND OPERATED BY: Hughes Tool Co. BUSINESS ADDRESS: San Francisco, Calif.

**W 9 X M J**  
MILWAUKEE

FREQUENCY: 66000 to 72000 Kc. POWER: 1000 Watts (Sight and Sound). OWNED AND OPERATED BY: The Journal Co. BUSINESS ADDRESS: 333 West State St., Milwaukee, Wisc.

**W 6 X L J** \*  
LOS ANGELES

FREQUENCY: 186000-192000 Kc. POWER: Sight, 1000 Watts; Sound, 1000 Watts. OWNED AND OPERATED BY: B. B. Shapiro, F. P. Shapiro and H. Shapiro, d b as Leroy's Jewelers. BUSINESS ADDRESS: Los Angeles, Calif.

**W 9 X A K** \*  
MANHATTAN, KANS.

FREQUENCY: 50000-56000 Kc. POWER: Sight, 100 Watts; Sound, 100 Watts. OWNED AND OPERATED BY: Kansas State College of Agriculture & Applied Science. BUSINESS ADDRESS: Manhattan, Kans.

**W 6 X M C** \*  
LOS ANGELES

FREQUENCY: 210000-216000 Kc. POWER: Sight, 1000 Watts; Sound, 1000 Watts. OWNED AND OPERATED BY: May Department Stores Co. BUSINESS ADDRESS: Los Angeles, Calif.

**W 2 M T** \*  
NEW YORK CITY

FREQUENCY: 162000-168000 Kc. POWER: Sight, 250 Watts; Sound, 1000 Watts. OWNED AND OPERATED BY: Metropolitan Television, Inc. BUSINESS ADDRESS: New York, N. Y.

**W 2 X B S**  
NEW YORK CITY—EST. 1928

FREQUENCY: Sight, 51250 Kc.; Sound, 55750 Kc. POWER: Sight, 12000 Watts; Sound, 15000 Watts. OWNED AND OPERATED BY: National Broadcasting Co. BUSINESS ADDRESS: 30 Rockefeller Plaza. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Empire State Bldg.

**Personnel**

Vice-President In Charge of Television, A. H. Morton  
Assistant to the Vice-President, Noran E. Kersta  
Manager of Television Program Division, Thomas H. Hutchinson  
Chief Television Engineer... Robert E. Shelby

**FACILITIES**

This station uses the RCA television system. Beginning on April 30, 1939, a regular television program service for the public in the New York City area was inaugurated. Service continued until July 31, 1940 when a tempo-

\* Station had a construction permit at time of going to press and no further information was available.

rary cessation occurred to permit alteration in transmitter equipment necessary to comply with a new channel assignment made by the Federal Communications Commission. Since October 27, 1940, testing of the new equipment has been taking place in the form of an irregular and limited program schedule. When these tests are completed an increased program service is contemplated.

Television transmissions over W2XBS have been in accordance with RMA Technical Standards. RCA studio and transmitter equipment is utilized. The programs are supplied from a direct pickup studio equipped with three cameras, a film studio equipped with two cameras, a mobile unit having two cameras for televising scenes outside the studio and a transportable unit for supplementing mobile unit service. A large variety of programs utilizing all methods of pickup has been transmitted, and a systematic study of audience reaction has been developed. The National Broadcasting Co. employs over 50 persons in its television activity.

Signals of this station have been received within a radius of approximately 60 miles. Considerably longer distances are not uncommon. In fact, W2XB, a television transmitter in Schenectady, has relayed program from W2XBS after receiving signals over an air line distance of 120 miles.

Besides this station the National Broadcasting Co. operates Television Station W2XBT, mobile television station which operates on Channel No. 8 (162,000-168,000 Kc.) with a power of 400 Watts for sight transmission and 100 Watts for sound transmission. A transportable sight transmitter, W2XBU, is also operated by the National Broadcasting Co. This transmitter is licensed to operate in two channels (282,000 to 288,000 Kc. and 288,000 to 294,000 Kc.) The power for sight transmission for the latter is 15 watts.

### HISTORY

Experimental television station W2XBS was originally installed at the RCA Technical and Test Laboratory, Van Cortlandt Park, New York City. The first construction permit was granted on April 4, 1928 and the first temporary license was issued in June, 1928. From time to time various station permits allowed television experimental transmission on 4800 Kc., 2300 to 3300 Kc., 2050 to 2150 Kc., 2000 to 2100 Kc. and 2100 to 2200 Kc. The first permanent license was issued on December 1, 1928 with an assigned frequency band of 2100 to 2200 Kc. In the latter part of 1928 the station was moved to the RCA Telephone Building, 411 Fifth Avenue. On June 27, 1930, it was moved to the Times Square Studio of the National Broadcasting Company, where on July 7, 1930 it passed from RCA to NBC management.

In 1931 NBC television was carried on from

W2XBS's present location on the top of the Empire State Building.

During 1936 and 1937 NBC operated with the new high definition standards, demonstrating television to hundreds of groups from all walks of industrial and national life.

In 1938 standards were further improved to conform with the Radio Manufacturers Association recommendations.

Television mobile equipment was demonstrated in Washington, D. C., for Congress in February, 1939, just prior to the beginning of the New York public service on April 30, 1939. Outstanding transmitters since then include the Inaugural Exercises of the New York World's Fairs of 1939 and 1940; the complete proceedings of the Republican National Convention meeting in Philadelphia (sent by coaxial cable from Philadelphia to New York for transmission by W2XBS); the Democratic and Republican political rallies from Madison Square Garden prior to the 1940 election; and the transmission of actual returns on Election night.

Standards of transmission continue to conform to recommendations of the RMA. Future standards to be used will be those chosen by the National Television Systems Committee.

## W 2 X B T

AREA OF NEW YORK, N. Y.

(PORTABLE)

FREQUENCY: Sight 162000-168000 Kc.  
 POWER: Sight, 400 Watts; Sound, 100 Watts.  
 OWNED AND OPERATED BY: National Broadcasting Co. BUSINESS ADDRESS: 30 Rockefeller Plaza. STUDIO ADDRESS: Variable (outdoor and indoor remotes). TRANSMITTER AND ANTENNA LOCATION: Variable (Mobile Unit 1B).

### FACILITIES

This transmitter is a mobile unit used for pickups of remote programs with public interest such as baseball, football, boxing, wrestling, parades, public meetings, sidewalk interviews, aircraft flying and performance, etc. The technical staff for the unit consists of nine persons. Two cameras connect to the unit by means of 400 to 800 feet of 32 conductor cable. Picture in its completed state is sent to the transmitter unit through the cable and thence to the Empire State Building receiving location by means of a permanent antenna on the unit or a portable antenna which is affixed to roof tops, etc. At the end of 1940 power was obtained from public utility mains (750 foot cable carried). The greatest distance of successful transmissions at the time of going to press was 27 miles on test and 24 miles on a regularly scheduled tennis telecast.



## W2XBU

AREA OF NEW YORK, N. Y.

(PORTABLE)

FREQUENCY: Sight only licensed at present 282,000-288,000 Kc. and 288,000-294,000 Kc. POWER: Sight only, 15 watts. OWNED AND OPERATED BY: National Broadcasting Co. BUSINESS ADDRESS: 30 Rockefeller Plaza. STUDIO ADDRESS: Locale of use variable. Outdoor and indoor remotes. TRANSMITTER LOCATION: Variable.

### FACILITIES

This transmitter is transportable. It is a very compact unit weighing under 1000 pounds divided into carrying cases not exceeding 75 to 90 pounds each. It is used for difficult remote pickups impractical for the larger Mobile unit W2XBT. The equipment includes in addition to the transmitter, two cameras with appropriate monitoring apparatus and operates from 60 cycle AC current. In practice W2XBU would relay its signal to the Mobile Unit nearby (W2XBT) for re-transmission by W2XBS atop the Empire State Building.

## W3XPP \*

PHILADELPHIA

FREQUENCY: 102000 to 108000 Kc. POWER: 1000 Watts (Sight and Sound). OWNED AND OPERATED BY: National Broadcasting Co. BUSINESS ADDRESS: 30 Rockefeller Plaza, New York, N. Y. STUDIO, TRANSMITTER AND ANTENNA LOCATION: Philadelphia, Pa.

## W3XNB \*

WASHINGTON, D. C.

FREQUENCY: 60000 to 66000 Kc. POWER: 1000 Watts (Sight and Sound). OWNED AND OPERATED BY: National Broadcasting Co. BUSINESS ADDRESS: 30 Rockefeller Plaza, New York, N. Y. STUDIO, TRANSMITTER AND ANTENNA LOCATION: Washington, D. C.

## W3XE

PHILADELPHIA—EST. 1931

FREQUENCY: 68000 to 72000 Kc. POWER: Sight, 10000 Watts; Sound, 10000 Watts. OWNED AND OPERATED BY: Philco Radio & Television Corp. BUSINESS ADDRESS: Tioga and "C" Sts. STUDIO AND TRANSMITTER LOCATION: Same. TIME ON THE AIR: No stated schedule; at the end of 1940 station was maintaining a minimum program schedule of 10 hours per week.

### Personnel

Program Director.....E. N. Alexander  
Engineer in Charge.....William N. Parker

### FACILITIES

This station uses the Philco Television System. Reception is heard in the homes throughout Philadelphia and surrounding territory and has been reported from points 50 miles from the transmitter.

This station is used for experimentation and research in connection with television development. It has been used in field testing many new standards such as 525 lines, etc.

## W3XP

PHILADELPHIA (PORTABLE)—

EST. 1938

FREQUENCY: 234000 to 246000 Kc. POWER: 15 Watts (Sight and sound) (C.P. 125 watts). OWNED AND OPERATED BY: Philco Radio & Television Corp. BUSINESS ADDRESS: Tioga and "C" Sts. STUDIO ADDRESS: Same. TRANSMITTER AND ANTENNA LOCATION: Remote pick-ups in and around Philadelphia. TIME ON THE AIR: No stated schedule.

### Personnel

Program Director.....E. N. Alexander  
Engineer in Charge.....William N. Parker

### FACILITIES

This transmitter is used for relaying television pickups to the main transmitter, W3XE. Typical of such programs were the 1940 Republican National Convention and the entire home football schedule of the University of Pennsylvania.

## W9XG \*

WEST LAFAYETTE, IND.—EST. 1931  
(PORTABLE)

FREQUENCY: 66000 to 72000 Kc. POWER: 750 Watts (Sight and Sound). OWNED AND OPERATED BY: Purdue University. BUSINESS ADDRESS: Electric Bldg., Purdue University. PHONE: 2917. TRANSMITTER LOCATION: West Lafayette.

\* Station had a construction permit and was under reconstruction at time of going to press. Upon completion experimental programs only will be broadcast.

## W2XDR

LONG ISLAND CITY, N. Y.

FREQUENCY: 42000 to 56000 Kc. and 60000 to 86000 Kc. POWER: Sight, 1000 Watts;

\* Station had a construction permit at time of going to press and no further information was available.

Sound, 500 Watts. OWNED AND OPERATED BY: Radio Pictures, Inc.

# W3XAD

CAMDEN, N. J.—EST. 1931

(PORTABLE)

FREQUENCY: 321,000 to 327,000 Kcs. POWER: Sight, 500 Watts; Sound, 500 Watts. OWNED AND OPERATED BY: RCA Manufacturing Co. BUSINESS ADDRESS: RCA Frequency Bureau, 30 Rockefeller Plaza, New York City. TRANSMITTER LOCATION: Portable Laboratories in Camden, N. J. TIME ON THE AIR: No stated schedule.

## FACILITIES

This station is an experimental portable unit and no one system is strictly adhered to; a complete description of the basic method used in transmission is given in the Proceeding of the Institute of Radio Engineers (Vol. 22, No. 1, November, 1934).

Several experimental television receivers have been set up within a 2 or 3 mile radius for experimental purposes.

The frequency band occupied by this transmitter varies from one to six megacycles on each side of the carrier. The band emitted during a particular test period is dependent upon the particular experimental project under test. This band width is determined by measuring the overall frequency characteristics of the system.

# W3XEP

CAMDEN, N. J.—EST. 1935

FREQUENCY: 84000 to 90000 Kc. POWER: Sight, 30000 Watts; Sound, 30000 Watts. OWNED AND OPERATED BY: RCA Manufacturing Co. BUSINESS ADDRESS: RCA Frequency Bureau, 30 Rockefeller Plaza, New York City. TRANSMITTER LOCATION: Camden, N. J. TIME ON THE AIR: No stated schedule.

## FACILITIES

This station is experimental and no one system is strictly adhered to; a complete description of the basic method used in transmission is given in the Proceeding of the Institute of Radio Engineers (Vol. 22, No. 11, November, 1934).

Several experimental television receivers have been set up within 2 or 3 miles of each other. The receivers are a part of the equipment used in television research.

The frequency band occupied by the transmitter varies from one to six megacycles on each side of the carrier. The band emitted during a particular test period is dependent upon the particular experimental project

under test. This band width is determined by measuring the overall frequency characteristics of the system.

# W6XLA\*

LOS ANGELES

FREQUENCY: 234000-246000 Kc. POWER: Sight, 250 Watts; Sound, 250 Watts. OWNED AND OPERATED BY: Television Productions, Inc. BUSINESS ADDRESS: Los Angeles, Calif.

# W9XUI

IOWA CITY

FREQUENCY: 50000 to 56000 Kc. and 210000 to 216000 Kc. (Sight only). POWER: 100 Watts (Sight only). OWNED AND OPERATED BY: University of Iowa. BUSINESS ADDRESS: Iowa City. STUDIO, TRANSMITTER AND ANTENNA LOCATION: Same.

## Personnel

Head of Electrical Engineering Department,  
E. B. Kurtz

# W6XYZ\*

LOS ANGELES

FREQUENCY: 78000 to 84000 Kc. POWER: 1000 Watts (Sight and Sound). OWNED AND OPERATED BY: Television Productions, Inc. BUSINESS ADDRESS: Los Angeles, Calif. STUDIO, TRANSMITTER AND ANTENNA LOCATION: Same.

# W3XAU\*

PHILADELPHIA

FREQUENCY: 84000 to 90000 Kc. POWER: 1000 Watts (Sight and Sound). OWNED AND OPERATED BY: WCAU Broadcasting Co. BUSINESS ADDRESS: 1622 Chestnut St., Philadelphia, Pa. STUDIO, TRANSMITTER AND ANTENNA LOCATION: Philadelphia, Pa.

# W9XZV

CHICAGO, ILL.

FREQUENCY: Sight, 51.25 Mc.; Sound, 55.75 Mc. POWER: 1000 Watts (Sight and Sound). OWNED AND OPERATED BY: Zenith Radio Corp. BUSINESS ADDRESS: 6001 Dickens Ave. PHONE: BERKSHIRE 7500. STUDIO ADDRESS: Same. TRANSMITTER AND ANTENNA LOCATION: Same.

## Personnel

President.....E. F. McDonald, Jr.  
Station Manager.....J. E. Brown

\* Station had a construction permit at time of going to press and no further information was available.

# Television Headlines Of 1940—From Radio Daily

## JANUARY

- Jan. 3—Philco's Prexy Gubb Sees Television In For Big Improvement.
- Jan. 9—More Film Material Set For NBC's Television.
- Jan. 10—Bulova Uses Television To Show New Line.  
Low Cost "Boosters" Speed Television Network.
- Jan. 12—FM Group To Ask FCC Delay On Television Decision.
- Jan. 16—Television Hearing Under Way; Varied Viewpoints Heard By FCC Both Defending And Attacking The Commission's Report.
- Jan. 18—Kesten Offers Television Plan; Proposals For Protecting Both Public And Industry Against Kickback; FCC Hearing Resumes.
- Jan. 22—Television Hearing Gets Serious; Ramifications Over RMA Standards Keeps Chairman Fly On The Alert; DuMont Battles "Freezing."
- Jan. 23—Television Standards In "Middle" Of Confusing Free-For-All.
- Jan. 24—Fly Ends Television Hearing; Scrappy Pros And Cons Over Patents, License-Agreements Toward Close; Summaries To Be Filed.  
Germany Resuming Television On a Skeleton Basis.
- Jan. 31—New RCA Television Relay Developed; Can Cover Vast Area.  
Lubcke Sees Don Lee Telecasting 100 Miles.

## FEBRUARY

- Feb. 1—Television's "Crucial" Moment; Much Depends On Commission's Tour Which Starts Today; All Concerns File Hearing-Memoranda.
- Feb. 2—Television Briefs Differ Widely As To Standard And Public.  
Great Britain May Resume Television Utilizing Phone Wires.
- Feb. 6—FCC Concludes Television Tour; Views RCA's Large Screen.
- Feb. 7—Complete Legitimate Drama Gets Equity Television Okay.
- Feb. 9—Television's Light Sensitivity Aided By New Discovery.
- Feb. 14—Equity Names Its Representatives For Union Television Board.
- Feb. 16—Philco Television Progresses With 605-Line Picture.  
Asks FCC To Approve Immediate Commercial Television.
- Feb. 19—See IATSE Grabbing Television For Own Jurisdiction.

- Feb. 20—Seeks "Junior" Union Talent For Experimental Television And FM.
- Feb. 23—Coast Television Impresses FCC Field Inspector.  
First Dual Television Show Gets Under Way Over NBC.
- Feb. 27—Television Hook-up Feasible Between New York And Chicago.
- Feb. 29—See United States In Television Lead, Says Scophony Official.

## MARCH

- Mar. 1—Television Standards Kept Open; Limited Commercials With Coast Borne By Sponsor Set For September 1; Larger Screens Favored By FCC.  
NBC Boosting Schedule Of Special Television Shows.
- Mar. 5—Television Steps Np Survey Of Film Availability.  
International Television Convention Readies For Coast In June.
- Mar. 6—NBC Television "Mysteries" To Give Cash Prizes.  
KFRC Closes Television Deal To Give Don Lee Films.
- Mar. 7—Television From Airplane Proves Revelation.  
Morton Of NBC Tells Chicago It Is Second Television Market.
- Mar. 13—RCA Television Sales Drive; As Expected, Set Prices Are To Be Cut One-Third And To Hold For Two Years; Extensive Advertising Campaigns.
- Mar. 14—Esso Signs For NBC Television; Limited Commercial Set, While RCA Files For Three More Stations.
- Mar. 19—Armstrong Fires First FM Gun; Inventor Presents Case As Opening Witness In FCC Hearing; Sees Television Use For Higher Frequency.
- Mar. 21—Special NBC Service For Television Set Owners.  
Agency Radio Executives Attend Esso Television Debut.  
Cath-Ray Introduces Low Priced Television Set.
- Mar. 22—Public Reaction Good To Lower Priced Television Units.
- Mar. 25—RCA-NBC Covers On FM; Application In For Five Such Stations In Key Cities Across The Country; Also Files For Television CPs.  
NBC Television Film Supply Goor For Whole Year.  
FCC Calls Television Hearing; Kills Limited Commercials.

- Mar. 26—RCA Halts Campaign But Not Sale Of Television Sets.  
 Mar. 27—Press Reaction Unfavorable Anent FCC's New Television Order.

## APRIL

- Apr. 2—Radio Writer's Guild Seeks To Hold Television Rights.  
 Apr. 3—Fly Explains Television Stand; Makes Two Speeches Defending Action Harping On Public Protection; Defines Regulatory Powers.  
 Apr. 4—Television Setup Grows Tense; RCA et al Completing Their Briefs For FCC's Hearing Next Monday; Stiff Battle Indicated. Television And Facsimile Looms In ANPA Report.  
 Apr. 9—FCC Opens With DuMont; RCA Tact Avoids Early Clash In Television Hearing.  
 Apr. 11—Senate Hears Television Story; Fly Defends Recent Action; Sarnoff Foresees Billion Dollar Industry; Barbour Introduces FCC Bill.  
 Indie Television Manufacturers Ask FCC For Free Rein On Selling.  
 Apr. 15—FDR Fights Monopoly In Television Field.  
 First W2XBS Serial Set; DuMont Sales Increase.  
 Apr. 17—DuMont's September Start Using 625-Line Pix.  
 Apr. 19—Television Set Sales Mount In Metropolitan Area.  
 Apr. 22—Biow Agency Installing Complete Television Equipment.  
 Apr. 23—Joyce Sees Television As Aid To All Picture Companies.  
 Paramount Pictures To Be Telecast By DuMont; FCC Receives Squawk.  
 Apr. 24—Say New Television System Aids Camera's Scope.  
 Apr. 25—Television-FM Interests File Briefs With FCC.  
 Apr. 26—Morton Reviews Television Year; Sees Regional Net In Offing.  
 Apr. 29—Philco New Financing To Cover Television And FM.  
 Apr. 30—Farnsworth For Television; Zenith Will Lay Off.

## MAY

- May 1—Urges FCC To Free Television; Farnsworth Brief Favors Commercial Status Immediately, Unrestricted; See Public's Role Important.  
 May 6—RCA's Strong Plea For Television's Freedom.  
 NBC Will Present A Television Beauty Show.  
 May 7—Television Political Debut At GOP Convention.  
 May 8—Attack FCC's Policies; Lundeen And GOP Chairman Both Denounce Commission Tactics As Fly Speeds Television Report.  
 NBC Large Screen Television Show Reveals Perfect Reception.  
 May 9—Over 100 Television Sets Weekly Being Sold In New York.  
 May 10—CBS Strong For Television; Denies Opposition To Its Development. Citing Very

Costly Pioneering Although Not Owning Patents.

- May 14—Television Report In Few Days; Final Draft Being Set By Counsel But FCC Remains Non-Committal As To Actual Content.  
 May 16—Television's Relay System Visioned By Harbord.  
 Television Headline 1940 New York World's Fair.  
 May 21—Fly Sees Television Report Delay; NBC-RCA Mulls Channel Loss.  
 May 22—DuMont Off Smaller Sets; Large Television Screens Only.  
 May 23—Twenty-Nine Television Patent Being Sold By Receiver.  
 May 24—Secures Patent For New Television Color System.  
 May 28—DuMont Has Television Subject At Paramount Theaters.  
 May 28—Quash Television Commercials; FCC's Report Still Holds Off September 1 Order For Limited Business, Until All Are Agreed On Standards.  
 May 29—Television Report Flayed By Senator Lundeen.

## JUNE

- June 3—Fair Radio Time Booms; More Than 100 Shows Originating On Grounds Weekly; Television And Facsimile Attract Large Crowds. DuMont Expanding Plant To Meet Heavy Demand.  
 June 4—Fly Finds No Television Hurry; Others View Big Industry.  
 June 7—Farnsworth Shows Television Units At Sales Session.  
 June 11—Monopoly Report Ready; Release Within Three Days Says Fly Who Adds That Television Setup Has "Proved Encouraging."  
 June 13—Sees Television Mobile Unit As U. S. Defense Measure.  
 June 14—Craven Tells Lundeen Television Will Be Helped.  
 NBC Gets Details Of Its Television Coverage Ready For GOP Convention.  
 June 18—Net Cuts Television Staff; Time Schedule Remains.  
 June 19—FCC Sets New Rules Governing Television.  
 June 20—DuMont's Transmitter Opens New York Television Tests.  
 Kolorama Television Lab. Seeks Okay For Reorganization.  
 June 24—Television's Severest Test Underway In Philadelphia.  
 June 25—Television From Philadelphia Held Highly Satisfactory.  
 June 28—Initial Deliveries Made Of New DuMont Television Set.

## JULY

- July 1—Don Lee Rushing Plans For Television Plant On January 1.  
 July 5—RMA Withholds Tie-Up With Coast Television Show.  
 July 8—Extensive Television Program For New York World's Fair.  
 July 11—Television-Pathe In Tieup To Cover Convention.

IATSE Sets Committee To Survey Television On Coast.

- July 15—Balaban & Katz's Television Station Readied For January 1 Debut.
- July 17—DuMont Reverts To Leases In Television Set Selling Plan.
- July 18—NBC And Don Lee Television Taking No. 1 Channel.
- July 22—Baker Made Chairman Of New Television Committee.  
Television Improvement Revealed By New York World's Fair Poll.
- July 23—Assign New Channels For CBS-DuMont Television.  
Television Outlook "Encouraging" And Setup Good, Says Fly.
- July 25—English Large-Screen Television Plans Early Debut In U. S.
- July 26—WCAU Gets Television Construction Permit; Purdue And Iowa University Also Get Okay.  
DuMont Commends NBC In Making Television Change.  
"Unit Assembly" Urged In Television Construction.

### **AUGUST**

- Aug. 1—National Television Committee Set; Nine Subcommittees To Prepare Studies Of Individual Problems; Compromise On Standards In Offing.  
Television Take; Vacation.
- Aug. 2—Zenith Television Transmitter Closes For Line Changes.
- Aug. 6—FCC Grants Two Television CPs In Chicago And Washington.
- Aug. 8—Two New Television Stations In Los Angeles And New York.
- Aug. 13—Television Committee Confabs Set For Next Six Weeks.
- Aug. 14—Expects \$200,000,000 Television Sales Within Coming Decade.
- Aug. 15—Additional Television CPs Sought By CBS, Balaban & Katz And Television Productions, Inc.
- Aug. 16—Frank Mullen Sees Television-FM Eventually Accepted.
- Aug. 19—Television History Being Compiled By RMA For National Television Systems Committee.
- Aug. 20—Television Study Ready January 1; Television Committee Sets Informal Goal For Completion Of Studies.
- Aug. 22—Commercial Television Outlook Brightens As Committee Chairmen Meet.
- Aug. 26—Television Confab Predicts Broad Reorganization.
- Aug. 27—Ultimate Television-Motion Picture Unity Imperative—Fly.
- Aug. 29—Television Okay Received By Crosley From FCC.  
DeForest's Television-Plane To Be Ready In Year.  
Gulf Oil To Sponsor KDKA Television Show.
- Aug. 30—CBS Develops Color Television System.

### **SEPTEMBER**

- Sept. 3—DuMont Polling Television Audiences Regarding Programs.

- Sept. 5—CBS Shows Color Television; Special Demonstration Reveals Sharp, Detailed Transmission For Films; To License Receiver Manufacturers.
- Sept. 17—See Television Standards Ready By End Of Year.
- Sept. 18—Agency-Oil Company Join To Televise Football.
- Sept. 19—WOR Granted Permit For New York Television Outlet.
- Sept. 24—Unions Still Worrying Over Television Supervision.
- Sept. 25—RMA Sets Big Meet Oct. 7-8; Will Hear FM-Television Reports.
- Sept. 26—Saturday Evening Post Article Attacks FCC Television Stand.

### **OCTOBER**

- Oct. 1—National Television Systems Committee To Convene For Panel Discussions.
- Oct. 4—NBC Advances Plans For Television In Capital.
- Oct. 9—Rush Television Standards For January 1 Completion.
- Oct. 14—See Television Resuming On Big Scale Soon.
- Oct. 18—CBS Sets Television Tests For January 1941.  
Balaban & Katz Gets Television Permit.
- Oct. 23—NBC Resuming Television; First Program On Sunday.
- Oct. 29—Will Rush FM Says Fly; FCC Meeting Called For Next Friday To Expedite Station Applications; Television Committee Reports Soon.
- Oct. 31—Television Election Coverage; Complete Pictorial Story To Show Returns—Progress Of Candidates In Elaborate NBC Plan.

### **NOVEMBER**

- Nov. 1—FCC Stalls Television Confab To Sometime In January.
- Nov. 7—1,400,000 Saw Television During New York World's Fair.
- Nov. 12—IRE Opens 12th Confab; RMA-Engineer Institute Starts Sessions With Talks On Industry Problems; CBS Color Television Study Today.
- Nov. 13—Optimistic Television Note At Engineer Conclave.
- Nov. 28—NBC Not Letting Down In Television Experiments.
- Nov. 29—Future Television Plans Revealed By Mullen.  
IATSE Considers Television During AFL Convention.

### **DECEMBER**

- Dec. 9—DuMont And WOR Cooperating On Televising Pigskin Games.
- Dec. 10—NBC Television Transmitter Resumes Minus "Bugs."
- Dec. 11—Big Television-FM Agenda For Engineer Confab.
- Dec. 13—W2XBS Television Schedule Accents Mobile Pickups.  
FM-Television Activity To Be Synchronized By Metropolitan Television, Inc.
- Dec. 26—General Electric Television Show Readied For Shell Oil.

# TELEVISION STANDARDS

*As an aftermath of the granting of limited commercial television operations, which were to start on September 1, 1940, and the subsequent revocation of the order by the Federal Communications Commission, television's engineering leaders, representing diverse and in some cases conflicting schools of thought, met last August to form the National Television Systems Committee in an attempt to reach an agreement on standards. This committee, while a non-governmental group, received the full cooperation of the FCC and operated under the auspices of the Radio Manufacturers' Association. Nine sub-committees made exhaustive studies of the problem and the result of their work was submitted in the form of a report to the Commission at the end of January.*

Twenty-two standards for commercial television were submitted to the FCC by the Committee, following reports of the various sub-committee chairmen. The recommendations provided:

1. The width of the standard television broadcast channel shall be six megacycles per second.

2. It shall be standard to locate the picture carrier 4.5 megacycles per second lower in frequency than the unmodulated sound carrier.

3. It shall be standard to locate the unmodulated sound carrier 0.25 megacycles per second lower than the upper frequency limit of the channel.

4. The standard picture transmission amplitude characteristic agreed upon was represented by a diagram.

5. The standard number of scanning lines per frame period in monochrome shall be 441, interlaced two to one.

6. The standard frame frequency shall be 30 per second and the standard field frequency shall be 60 per second in monochrome.

7. The standard aspect ratio of the transmitted television picture shall be 4 units horizontally to 3 units vertically.

8. It shall be standard, during the active scanning intervals, to scan the scene from left to right horizontally and from top to bottom vertically, at uniform velocities.

9. It shall be standard in television transmission to use amplitude modulation for both picture and synchronizing signals, the two signals occupying different amplitude ranges.

10. It shall be standard that decrease in initial light intensity cause an increase in radiated power.

11. It shall be standard that the black level be represented by a definite carrier level, independent of light and shade in the picture.

12. It shall be standard to transmit the black level at 75 per cent (with a tolerance of plus or minus 2.5 per cent) of the peak carrier amplitude.

13. It shall be standard to use frequency modulation for the television sound transmission.

14. It shall be standard to pre-emphasize the sound transmission in accordance with the impedance frequency characteristic of a series inductance-resistance network having a time constant of 100 microseconds.

15. It shall be standard in television transmission to radiate the synchronizing waveform shown in (diagram).

16. It shall be standard that the time interval between the leading edges of successive horizontal pulses shall vary less than one-half of one per cent of the average interval.

17. It shall be standard in television studio transmission that the rate of change of the frequency of recurrence of the leading edges of the horizontal synchronizing signals be not greater than 0.15 per cent per second, the frequency to be determined by an averaging process carried out over a period of not less than 20, nor more than 100 lines, such lines not to include any portion of the vertical blanking signal.

18. It shall be standard to rate the picture transmitter in terms of its peak power when transmitting a standard television signal.

19. It shall be standard in the modulation of the picture transmitter that the radio frequency signal amplitude be 15 per cent or less of the peak amplitude, for maximum white.

20. It shall be standard to employ in undulated radiated carrier power of the sound transmission not less than 50 per cent nor more than 100 per cent of the peak radiated power of the picture transmission.

21. It shall be standard in the modulation of the sound that the maximum deviation shall be plus or minus 75 kilocycles per second.

22. It shall be standard in television broadcasting to radiate horizontally polarized waves.

# F. C. C. REGULATIONS REGARDING BROADCAST STATIONS FOR TELEVISION AND FACSIMILE

As of January 1, 1941

*The term "visual broadcast service" means a service rendered by stations broadcasting images for general public reception. There are two classes of stations recognized in the visual broadcast service, namely: Television broadcast stations and Facsimile broadcast stations.*

## Television Broadcast Stations

The term "television broadcast station" means a station licensed for the transmission of transient visual images of moving or fixed objects for simultaneous reception and reproduction by the general public. The transmission of the synchronized sound (aural broadcast) is considered an essential phase of television broadcasting and one license will be authorized for both visual and aural broadcast as herein set forth.

A license for a television broadcast station will be issued for the purpose of carrying on research, which must include engineering experimentation tending to develop uniform transmission standards of acceptable technical quality, and which may include equipment tests, training of technical personnel, and experimental programs.

## Licensing Requirements

A license for a television broadcast station will be issued only after a satisfactory showing has been made in regard to the following:

1. That the applicant has a definite program of research and experimentation in the technical phases of television broadcasting, which indicates reasonable promise of substantial contributions to the developments of the television art.

2. That upon the authorization of the proposed station the applicant can and will proceed immediately with its program of research.

3. That the transmission of signals by radio is essential to the proposed program of research and experimentation.

4. That the program of research and experimentation will be conducted by qualified personnel.

5. That the applicant is legally, financially, technically, and otherwise qualified to carry forward the program.

6. That the public interest, convenience or necessity will be served through the operation of the proposed station.

## Charges

No charges either direct or indirect shall be made by the licensee of a television station for the production or transmission of either aural or visual programs transmitted by such station.

## Announcements

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 operation (other than purely test operation) on the hour and half hour as provided below:

1. Such identification announcement during operation need not be made 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 first interruption of the entertainment continuity and at the conclusion of such program.

2. In case of variety-show program, baseball-game broadcasts, or similar program of longer duration than 30 minutes, the identification announcement shall be

made within 5 minutes of the hour and half hour.

3. In case of all other programs (except as provided in paragraphs (1) and (2) of this section) the identification announcement shall be made within 2 minutes of the hour and half hour.

4. In making the identification announcement, the call letters shall be given only on the channel of the station identified thereby.

At the same time station identification announcements are made, there shall be added the following:

"This is a special television broadcast made by authority of the Federal Communications Commission for experimental purposes."

### Operating Requirements

Each licensee of a television broadcast station shall diligently prosecute its program of research from the time its station is authorized.

Each licensee of a television station will from time to time make such changes in its operation as may be directed by the Commission for the purpose of promoting experimentation and improvement in the art of television broadcasting.

### Frequency Assignment

(a) The following groups of channels are allocated for assignment to television broadcast stations licensed experimentally:

Group A		Group B	
Channel		Channel	
No. 1	50,000-56,000 kc	No. 8	162-000-168,000 kc
2	60,000-66,000	9	180,000-186,000
3	66,000-72,000	10	186,000-192,000
4	78,000-84,000	11	204,000-210,000
5	84,000-90,000	12	210,000-216,000
6	96,000-102,000	13	234,000-240,000
7	102,000-108,000	14	240,000-246,000
Group C		15	258,000-264,000
Any 6000 kc band		16	264,000-270,000
above 300,000 kc		17	282,000-288,000
excluding band		18	288,000-294,000
400,000-401,000 kc.			

No television broadcast station will be authorized to use more than one channel in Group A except for good cause shown. Both aural and visual carriers with side bands for modulation are authorized but no emission shall result outside the authorized channel.

No person (including all persons under common control) shall, directly or indirectly, own, operate or control more than three television stations on channels in Group A and no such person shall, directly or indirectly, own, operate or control on channels in Group A more than one

television station which would serve in whole or substantial part the same service area as another station operated or controlled by such person. This paragraph shall not apply to stations which do not transmit programs for public reception.

Channels in Groups B and C may be assigned to television stations to serve auxiliary purposes such as television relay stations. No mobile or portable station will be licensed for the purpose of transmitting television programs to the public directly.

### Power

The operating power of a television station shall be adequate for but not in excess of that necessary to carry forward the program research and in no case in excess of the power specified in its license.

### Reports

A report shall be filed with each application for renewal of station license which shall include a statement of each of the following:

1. Number of hours operated.
2. Full data on research and experimentation conducted including the type of transmitting and studio equipment used and their mode of operation.
3. Data on expense of operation during the period covered.
4. Power employed, field intensity measurements and visual and aural observations and the types of instruments and receivers utilized to determine the service area of the station and the efficiency of respective types of transmissions.
5. Estimated degree of public participation in reception, and the results of public observation as to the efficiency of types of transmission.
6. Conclusions, tentative and final.
7. Program for further developments in television broadcasting.
8. All developments and major changes in equipment.
9. Any other pertinent developments.

Special or progress reports shall be submitted from time to time as the Commission shall direct.

### Facsimile Broadcast Stations

The term "facsimile broadcast station" means a station licensed to transmit images of still objects for record reception by the general public.

A license for a facsimile broadcast station will be issued only after a sat-



isfactory showing has been made in regard to the following, among others:

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 engineers.
4. That the applicant is legally and financially qualified and possesses adequate technical facilities to carry forward the program.
5. That the public interest, convenience and/or necessity will be served through the operation of the proposed station.

### Conditions of Licensing

(a) A licensee of a facsimile broadcast station shall not make any charge, directly or indirectly, for the transmission of programs.

(b) No licensee of any standard broadcast station or network shall make any additional charge, directly or indirectly, for the transmission of some phase of the programs by a facsimile broadcast station, nor shall commercial accounts be solicited by any licensee of a standard broadcast station or network, or others acting in their behalf, upon representation that images concerning that commercial program will be transmitted by a facsimile station.

### Frequencies Allotted

a. The following groups of frequencies are allocated for assignment to facsimile broadcast stations which will be licensed experimentally only:

<i>Group A</i>	<i>Group B</i>	<i>Group C</i>
25,025 kc	43,540 kc	Any frequency above
25,050	43,580	300,000
25,075	43,620	kc excluding
25,100	43,660	band
25,125	43,700	400,000 to
25,150	43,740	401,000
25,175	43,780	kc.
25,200	43,820	
25,225	43,860	
25,250	43,900	
	43,940	

b. Other broadcast or experimental fre-

quencies may be assigned for the operation of facsimile broadcast stations on an experimental basis 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 a facsimile station from the Groups in subsection (a) of this rule. More than one frequency may be assigned under provisions of subsection (b) of this rule if a need therefor is shown.

d. Each applicant shall specify the maximum modulating frequencies proposed to be employed.

e. The operating frequency of a facsimile broadcast station shall be maintained in accordance with the frequency tolerance of 0.05 per cent or less as required, provided, however, where a lesser tolerance is necessary to prevent interference, the Commission will specify the tolerance.

f. A facsimile broadcast station authorized to operate on frequencies regularly allocated to other stations or services shall be required to abide by all rules governing the stations regularly operating thereon, which are applicable to facsimile broadcast stations and are not in conflict with other FCC rules which apply to all stations generally.

### Power Limitations

The operating power of a facsimile broadcast station shall not be in excess of that necessary to carry forward the program of research, provided, however, not more than 1000 watts will be authorized on a frequency in Group A. The operating power may be maintained at the maximum rating or less, as the conditions of operation may require.

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:

1. Number of hours operated for transmission of facsimile programs.
2. Comprehensive report of research and experimentation conducted.
3. Conclusions and program for further developments of the facsimile broadcast service.
4. All developments and major changes in equipment.
5. Any other pertinent developments.

# Distinctive Calls For FM As Directed By The FCC

**T**O PROVIDE distinctive calls for FM (frequency modulation) broadcast stations, the Federal Communications Commission has adopted a new system of call letters with interposed numbers for this now commercially recognized broadcast service.

Under international agreement, to which the United States is a party, the first letter (in some cases the first two letters) of a call signal indicates the nationality of a station. The United States is assigned the use of three letters—N, K, and W. Hence the present domestic assignment of combinations beginning with these letters. Call letters beginning with N are reserved for the exclusive use of the Navy and Coast Guard. Call letters beginning with K are assigned to broadcast stations located west of the Mississippi River and in the territories. Call letters beginning with W are assigned to stations east of the Mississippi River. Any existing call letters not in accordance with this procedure is due to the fact that the station was licensed before the allocation plan was adopted.

Consequently, the first call letter of an FM station must be K or W, depending on its geographical location.

## Alphabetical Order

A second letter for an FM station will be assigned in alphabetical order (with exception of E, which will be reserved for non-commercial educational stations using frequency modulation) to each station on a given frequency as licensed, thus providing 25 stations in each area for a given frequency. If more than 25 stations are assigned on a given frequency, an additional letter will be necessary.

However, between the initial letter and supplemental letter (or letters) two numbers will be utilized. These numbers will indicate the frequency assignment. This is possible because all FM stations are in the 42,500-50,000 kilocycle band, and because all FM frequencies are assigned on the odd hundreds in kilocycles. Thus, the first figure and the last two figures of the frequency assignment can be dropped.

## City Indication

In addition, and where possible, the city or area will be indicated by the second letter or a combination of second and third letters. Letter combinations of this mnemonic character have been assigned to each of the metropolitan trading centers. Thus, stations in Boston will terminate with the letter B, while stations in New York City will terminate with NY. Similarly, stations in the District of Columbia will be identified with the suffix DC.

In brief, here is how the system works: W41B would indicate an FM station in the eastern section of the country (Bos-

ton) operating on the frequency of 44,100 kilocycles. By the same token, K43SF would apply to an FM station in the western part of the United States (San Francisco) on the 44,300 kilocycle frequency.

The letter E in the alphabetical arrangement will identify non-commercial educational broadcast stations employing FM on the new high frequency broadcast band. Five channels (42,000 to 43,000 kilocycles) are available to these educational stations.

There is no international regulation to bar the use of this FM identifying system. In fact, a like principle is followed by Chile in assigning calls to standard broadcast stations in that country. The arrangement provides ample source of calls for future FM stations. It is about the only source of new call combinations which can be adapted, inasmuch as other types of calls are assigned by treaty to stations and services other than broadcast. It has the additional advantage of permitting identification of the frequency actually used, and for that reason should be popular with listeners as well as broadcasters.

Further, it will not disturb the approximately 15,000 remaining four-letter call combinations which are being assigned to the older services at the rate of between 40 and 50 a week. Even if this average does not increase, such a reservoir will not last more than six years. Under treaty, ship stations have priority in the assignments of radio call letters from the four-letter group.

# HIGH FREQUENCY— FREQUENCY MODULATION BROADCAST STATIONS

*The term "high frequency broadcast station" means a station licensed primarily for the transmission of radiotelephone emissions, intended to be received by the general public and operated on a channel in the high frequency broadcast band. Commercial high frequency broadcast stations must use frequency modulation.*

LOCATION	Call Letters	Licensee	Frequency Kilocycles	Service Area Sq. Mi.
Baton Rouge, La.....	W45RG	Baton Rouge Broadcasting Co.....	44500	8100
Binghamton, N. Y.....	W49BN	Howitt-Wood Radio Co.....	44900	6500
Boston, Mass. ....	W39B	The Yankee Network, Inc.....	43900	31000
Brooklyn, N. Y.....	W59NY	Frequency Broadcasting Corp.....	45900	8500
Chicago, Ill.....	W67C	Columbia Broadcasting System, Inc.	46700	10800
Chicago, Ill.....	W63C	National Broadcasting Co.....	46300	10800
Chicago, Ill.....	W59C	WGN, Inc. ....	45900	10800
Chicago, Ill.....	W47C	WJJD, Inc. ....	44700	10800
Chicago, Ill.....	W51C	Zenith Radio Corp.....	45100	10760
Columbus, Ohio .....	W45CM	WBNS, Inc. ....	44500	12400
Detroit, Mich. ....	W45D	The Evening News Association.....	44500	6820
Evansville, Ind. ....	W45V	Evansville On the Air, Inc.....	44500	8397
Hartford, Conn. ....	W53H	Travelers Broadcasting Service Corp.	45300	6100
Hartford, Conn. ....	W65H	WDRC, Inc. ....	46500	6100
Los Angeles, Calif.....	K45LA	Don Lee Broadcasting System.....	44500	6944
Nashville, Tenn. ....	W47NV	National Life & Accident Insurance Co. ....	44700	16000
Milwaukee, Wisc. ....	W55M	The Journal Co.....	44500	8540
New York, N. Y.....	W71NY	Bamberger Broadcasting Service, Inc. ....	47100	8500
New York, N. Y.....	W67NY	Columbia Broadcasting System, Inc.	46700	8500
New York, N. Y.....	W55NY	William G. H. Finch.....	45500	8500
New York, N. Y.....	W63NY	Marcus Loew Booking Agency.....	46300	8500
New York, N. Y.....	W75NY	Metropolitan Television, Inc.....	47500	8500
New York, N. Y.....	W51NY	National Broadcasting Co.....	45100	8500
Philadelphia, Pa. ....	W69PH	WCAU Broadcasting Co.....	46900	9300
Philadelphia, Pa. ....	W53PH	WFIL Broadcasting Co.....	45300	9300
Pittsburgh, Pa. ....	W47P	Walker & Downing Radio Corp.....	44700	8400
Pittsburgh, Pa. ....	W75P	Westinghouse Radio Stations, Inc...	47500	8400
Schenectady, N. Y.....	W47A	Capitol Broadcasting Co.....	44700	6589
Schenectady, N. Y.....	W57A	General Electric Co.....	45700	6600
Salt Lake City, Utah.....	K47SL	Radio Service Corp. of Utah.....	44700	623
South Bend, Ind.....	W71SB	South Bend Tribune.....	47100	4300

## Pending Applications

LOCATION	Licensee	Frequency Kilocycles	Service Area Sq. Mi.
Albany, N. Y.	WOKO, Inc.	45100	7164
Amarillo, Texas	Amarillo Broadcasting Co.	45100	6503.89
Ashland, Ky.	Ashland Broadcasting Co.	46100	5119.5
Baltimore, Md.	The A. S. Abell Co.	44300	15489
Battle Creek, Mich.	Federated Publications, Inc.	48100	4100
Boston, Mass.	Columbia Broadcasting System, Inc.	44100	16230
Boston, Mass.	Westinghouse Radio Stations, Inc.	46500	6652
Boston, Mass.	The Yankee Network, Inc.	44300	19230
Cedar Rapids, Ia.	The Gazette Company	44700	7400
Chicago, Ill.	The Moody Bible Institute of Chicago	43900	15300
Cicero, Ill.	WHFC, Inc.	47500	2885
Detroit, Mich.	John Lord Booth	44100	4400
Detroit, Mich.	James F. Hopkins, Inc.	46500	2130
Detroit, Mich.	WJR, The Goodwill Station	43700	14144
Duluth, Minn.	Head of Lakes Broadcasting Co.	44500	2754
Ft. Lauderdale, Fla.	Tom M. Bryan	44500	2150
Ft. Wayne, Ind.	Westinghouse Radio Stations, Inc.	44900	6150
Grand Rapids, Mich.	Federated Publications, Inc.	46100	5300
Kansas City, Mo.	Commercial Radio Equipment Co.	44900	2995
Lansing, Mich.	Federated Publications, Inc.	47100	3820
Lexington, Ky.	American Broadcasting Corp. of Kentucky	45100	7290
Los Angeles, Calif.	Earle C. Anthony, Inc.	44900	1371
Los Angeles, Calif.	Echo Park Evangelistic Assn.	45500	1344
Los Angeles, Calif.	Standard Broadcasting Co.	45100	1427.97
New York, N. Y.	Bremer Broadcasting Corp.	47100	8500
New York, N. Y.	FM Radio Broadcasting Co.	48300	8600
New York, N. Y.	New Jersey Broadcasting Corp.	47900	8500
New York, N. Y.	Wodaam Corp.	45300	8500
Philadelphia, Pa.	Pennsylvania Broadcasting Co.	44700	9585
Philadelphia, Pa.	Seaboard Radio Broadcast Corp.	48300	9600
Philadelphia, Pa.	Westinghouse Radio Stations, Inc.	45500	11492
Pittsburgh, Pa.	Pittsburgh Radio Supply House	43900	11488
Portland, Ore.	KOIN, Inc.	44500	8175
Providence, R. I.	Cherry & Webb Broadcasting Co.	47500	6207
Providence, R. I.	The Outlet Co.	44300	16370
Rochester, N. Y.	Stromberg-Carlson Telephone Mfg. Co.	45100	2240
Rockford, Ill.	Rockford Broadcasters, Inc.	45100	6000
St. Louis, Mo.	The Pulitzer Publishing Co.	43500	6564
St. Louis, Mo.	St. Louis University	44300	13500
St. Louis, Mo.	Star-Times Publishing Co.	44700	12480
Springfield, Mass.	Westinghouse Radio Stations, Inc.	48100	2022
San Francisco, Calif.	Don Lee Broadcasting System	43500	3080
South Bend, Ind.	South Bend Tribune	47100	4330
Syracuse, N. Y.	Central New York Broadcasting Corp.	46300	6800
Trenton, N. J.	Mercer Broadcasting Co.	44700	3700
Winston-Salem, N. C.	Gordon Gray	44100	69400
Winston-Salem, N. C.	Piedmont Publishing Co.	46700	4600
Worcester, Mass.	Worcester Telegram Publishing Co.	43100	19230
Youngstown, Ohio	William F. Maag, Jr.	43500	12304

# F. M. HEADLINES

## Of 1940—From Radio Daily

### JANUARY

- Jan. 8—FM Interests Organize; Will Coordinate Setup For FCC And Make Future Studies.  
 Jan. 12—New Armstrong System To Be Shown In Capital.  
 FM Group To Ask FCC To Delay Television Decision.  
 Jan. 16—Stewart Warner Readyng FM Receivers.  
 Jan. 25—Western Eelectric To Build New FM Transmitters.  
 Jan. 26—Quick Universal Use Of FM Seen By Zenith's McDonald.  
 Armstrong Licenses Pilot Radio Corp.  
 Jan. 29—FM Sets On Sale At Macy's.

### FEBRUARY

- Feb. 2—Stromberg Carlson Drive To Sell FM Receivers.  
 More Stations Expected To Start FM Tests Soon.  
 Feb. 16—FM Gathers Momentum; 12 Experimental Transmitters In Use With 5 Manufacturers Making Receivers; Investment Now \$1,500,000.  
 Feb. 20—Seek "Junior" Union Talent For Experimental Television And FM.  
 Feb. 23—Big FM Watter Sought By Brooklyn Concern.  
 General Electric To Push FM Sets; Sees Expanding Market.  
 Feb. 29—Four-Way FM Hookup Does Its Stuff Tonight.

### MARCH

- Mar. 4—FM Hookup Schedule To Start This Summer.  
 Two Web Schedules Available For Owners Of FM Sets.  
 Mar. 6—FM Group's Strong Front; Will Battle For Commercial Status At March 18th Hearing Before FCC; Big Delegation Readied. All WHN Programs Set For Finch FM Station.  
 Mar. 8—Marshall FM Witnesses; Some 29 Individuals And Organizations Signify Intention Of Appearance At FCC Hearing On March 18.  
 Experimental FM Relay Started Today By WOR.  
 Four New York Stations Testing FM Operation.  
 Mar. 11—FCC Allots Six Hours To Hear FM Broadcasters Story.  
 Mar. 13—Big Chicago Delegation To Attend FM Hearing.  
 Mar. 14—Set Makers Prepared For Larger FM Sales.

- Mar. 15—FCC Allotting More Time To FM Hearing Schedule.  
 Mar. 18—FCC Opens FM Hearing; Strong Attendance On Tap Including Networks, Stations, Manufacturers, Et Al; To Last Through Thursday.  
 Mar. 19—Armstrong Fires First FM Gun; Inventor Presents Case As Opening Witness In FCC Hearing; Sees Television Use For Higher Frequency.  
 Mar. 20—Explain FM Advantages; Major Armstrong Again Heads Witnesses Informing FCC Of Various Angles; Universal Adoption Far Off.  
 Mar. 21—Shepard Makes Plea For FM Green Light.  
 Mar. 22—Allocation Crops Up; FM Hearings Adjourn.  
 Mar. 25—RCA-NBC Covers On FM; Application In For Five Such Stations In Key Cities Across The Country; Also Files Television CPs.  
 Mar. 28—RCA Gives Stand On FM; No 100 Percent Adoption Possible, It Believes, But Urges Approval; Cites Own Experiments.

### APRIL

- Apr. 3—WDRG Makes Application For 50,000-Watt FM Construction Permit.  
 Stromberg-Carlson Optimistic On Television-FM Activity.  
 Apr. 5—Newspapers And Stores Rush To Get FM Licenses.  
 Scott Labs Readyng FM Receivers.  
 Apr. 10—FM Radio Men Meet To Discuss Policies.  
 Apr. 12—FCC Extends Time Limit For Filing Briefs On FM.  
 FM Tries Mobile Transmitter.  
 Apr. 24—RMA Opens Studies Anent FM Standards.  
 Apr. 26—FM "Limited" Tube Developed.  
 Apr. 29—Philco Financing To Cover Television And FM.

### MAY

- May 1—CBS Asks FCC Permit To Build FM Stations.  
 May 2—Sees 116 FM Applications Filed With FCC.  
 May 10—FM Manufacturers See Boom After FCC Action.  
 Facsimile-FM Showing By Finch Laboratories.  
 May 17—Western Eelectric Introduces First FM Transmitter.  
 May 20—FM Gets Commercial Okay; Goes Into Effect Forthwith As FCC Sees Full Industry Accord; Other Activity By Commission.

- May 21—Tremendous FM Activity; Progress On All Fronts As Stations And Manufacturers, Et Al, Rush To Benefit By Commercial Status.
- May 23—FM Potential Sales Up For RMA Studies.
- May 24—FM Broadcasters, Inc. Call Confab To Discuss FM Moves.
- May 27—FM Gathers Momentum; Wide Activity Among Receiver Manufacturers While FCC Paves Way For Filing New Station Permits.
- May 28—All Possible Speed Is Keynote Of FM Broadcasters, Inc., Meeting.
- May 31—NAB To Consider Expansion of Membership, Such As FM.

### **JUNE**

- June 7—Yankee Network Uses FM To Transmit Pictures.  
Westinghouse Stations Readied for FM On January 1.
- June 13—Farnsworth's Spot Advertising Campaign In Behalf Of FM.
- June 24—WOR's FM Transmitter Takes Skyscraper Site.
- June 25—FM Gets Green Light As FCC Sets Up Rules.
- June 26—General Electric Readies FM Line.
- June 27—Worcester's FM Station On Full Time Schedule.
- June 28—Institute Of Radio Engineers' Members See FM At Boston Gathering.

### **JULY**

- July 8—General Electric Sells Four FM Transmitters To Civil Aeronautics Authority.
- July 11—FCC Readies New Forms For FM Applicants.
- July 12—RCA's FM Transmitter To Be Offered On August 1.
- July 22—FCC Simplifies Plan For FM Applications.
- July 25—New FM Outlet Debuts In New York On August 1.
- July 26—WGN Makes Application For 50 Kw. FM Station.

### **AUGUST**

- Aug. 2—WOR's FM Transmitter Makes Formal Debut.  
Freed-Eisemann In FM Field.
- Aug. 5—Miller Request FCC To Simplify FM Form.
- Aug. 7—NIB Discusses BMI-AFM-FM; Sets Chicago And New York Meetings.
- Aug. 8—FM Gets Complete Once-Over At NAB Convention.
- Aug. 9—Western Electric Sees FM Creating New Replacement Sales.  
U. S. Army Tests FM.
- Aug. 16—First FM Educational Use Planned By San Francisco Schools.
- Aug. 21—Huge FM Audience Seen; Station Operators Plan Coverage of 15,000 Square Miles; Fifty New Stations Expected by January 1.
- Aug. 28—Special FM Meeting Explores Web Plans.
- Aug. 29—FM Station Costs \$20,000.

### **SEPTEMBER**

- Sept. 3—FM Reports Headway As NBC Sets Activity.

- WDRC Begins Exclusive FM Program Service.
- Sept. 6—FM Network To Start In 1941 With 42 Outlets.
- Sept. 13—WIP To Woo Advertisers To FM With Special Show.  
Educators Hop On FM Bandwagon.
- Sept. 18—Two Daily FM Programs Via General Electric And WOR At New York World's Fair.
- Sept. 26—See FM Development Air By Newspapers.
- Sept. 30—FM Inventor Wins Additional Patent.  
General Electric And Other Utilities Buy FM Units.

### **OCTOBER**

- Oct. 2—Chicago FM Outlet For NBC.
- Oct. 3—FCC Further Defines Rules For FM Area.
- Oct. 4—W. R. G. Baker Sees Gradual Advances For FM.
- Oct. 7—FM Programs In New York Area Heard 60 Hours Weekly.
- Oct. 11—Cleveland Schools To FM.
- Oct. 24—A. T. & T. Says It Can Handle Wire Transmissions Of FM.
- Oct. 29—Will Rush FM Says Fly; FCC Meeting Called For Next Friday To Expedite Station Applications; Television Committee Reports Soon.

### **NOVEMBER**

- Nov. 1—FM Goes Commercial; FCC Working Fast Gives 15 Outlets Okay To Sell Time Immediately They Find It Feasible.  
FM Applicants Reduce Station Coverage Claims.
- Nov. 4—Null FM Call Letters; Coverage Area Issued.
- Nov. 7—Nashville Goes For FM As City Emergency Setup.
- Nov. 8—FCC Explains Unusual FM Coverage Problems.  
DeMars Sees FM Web As No. 1 Network.
- Nov. 14—FM And Color Television Talk Closes Institute Of Radio Engineers' Meeting.
- Nov. 15—General Electric Readies FM Schedule; First Program November 20.
- Nov. 19—CBS Files Request For Chicago FM Station.
- Nov. 22—FCC Grants 2 FM Commercial Licenses.  
George Henry Payne Lauds FM At General Electric Company's Inauguration.
- Nov. 29—FM Product Okay Despite War Orders.

### **DECEMBER**

- Dec. 2—General Electric Makes Arrangements To Handle Opera Via FM.
- Dec. 10—First FM Commercial; WOR Sells Longine Co.
- Dec. 11—Big Television-FM Agenda For Engineer Confab.
- Dec. 17—Commission Releases New FM Applications; Sets Simplified Procedure.
- Dec. 18—Yankee Network's FM Station On Air Soon.
- Dec. 20—FCC Extending Time For FM Adjustments.
- Dec. 27—Two New York Firms File For FM Permits.  
Yankee Network's FM Station Set For Maine And New Hampshire.

# —F. C. C. Regulations Regarding— High Frequency Broadcast Stations

As of January 1, 1941

The term "high frequency broadcast station" means a station licensed primarily for the transmission of radiotelephone emissions intended to be received by the general public and operated on a channel in the High Frequency broadcast band. High frequency broadcast stations must use frequency modulation.

## Definitions

*High Frequency Broadcast Band.* The term "high frequency broadcast band" means the band of frequencies extending from 43,000 to 50,000 kilocycles, both inclusive.

*Frequency Modulation.* The term "frequency modulation" means a system of modulation of a radio signal in which the frequency of the carrier wave is varied in accordance with the signal to be transmitted while the amplitude of the carrier remains constant.

*Center Frequency.* The term "center frequency" means the frequency of the carrier wave with no modulation. (With modulation the instantaneous operating frequency swings above and below the center frequency. The operating frequency with no modulation shall be the center frequency within the frequency tolerance).

*High Frequency Broadcast Channel.* The term "high frequency broadcast channel" means a band of frequencies 200 kilocycles wide and is designated by its center frequency. Channels for high frequency broadcast stations begin at 43,100 kilocycles and continue in successive steps of 200 kilocycles to and including the frequency of 49,900 kilocycles.

*Service Area.* The term "service area" of a high frequency broadcast station means the area in which the signal is not subject to objectionable interference or objectionable fading. (High frequency broadcast stations are considered to have only one service area; for determination of such area see *Standards of Good Engineering Practice for High Frequency Broadcast Stations.*)

*Antenna Field Gain.* The term "antenna field gain" of a high frequency broadcast antenna means the ratio of the effective free space field intensity produced at one mile in the horizontal plane expressed in millivolts per meter for 1 kilowatt antenna input power to 137.6.

*Free Space Field Intensity.* The term "free space field intensity" means the

field intensity that would exist at a point in the absence of waves reflected from the earth or from reflecting objects.

*Frequency Swing.* The term "frequency swing" is used only with respect to frequency modulation and means the instantaneous departure of the carrier frequency from the center frequency resulting from modulation.

*Multiplex Transmission.* The term "multiplex transmission" means the simultaneous transmission of two or more signals by means of a common carrier wave. (Multiplex transmission as applied to high frequency broadcast stations means the transmission of facsimile or other aural signals in addition to the regular broadcast signals.)

*Percentage Modulation.* The term "percentage modulation" with respect to frequency modulation means the ratio of the actual frequency swing to the frequency swing required for 100 per cent modulation expressed in percentage. (For high frequency broadcast stations, a frequency swing of 75 kilocycles is standard for 100 per cent modulation.)

*Experimental Period.* The term "experimental period" means that period of time between 12 midnight and sunrise. This period may be used for experimental purposes in testing and maintaining apparatus by the licensee of any high frequency 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.

## Allocation of Facilities<sup>1</sup>

*Basis of Licensing High Frequency Broadcast Stations.* High frequency broadcast stations shall be licensed to serve a specified area in square miles. The contour bounding the service area and the radii of the contour shall be

<sup>1</sup>The rules relating to allocation of facilities are intended primarily for the information of applicants. Nothing contained in said rules shall be regarded as any recognition of any legal right on behalf of any person to a grant or denial of any application.

determined in accordance with the *Standards of Good Engineering Practice for High Frequency Broadcast Stations*.

### Service Areas (Definitions)

For the purpose of determining the areas to be served by high frequency broadcast stations, the following definitions apply:

(a) "Basic trade areas" and "limited trade areas" consist of areas the boundaries of which are determined by the Commission on the basis of showings made in applications as to retail trading areas or consumer trading areas and for government data<sup>2</sup>. Each basic trade area includes one "principal city." The boundaries of the basic trade areas are adjoining and the aggregate of all such areas is the total area of the United States. Each "limited trade area" includes one city. The boundaries of limited trade areas are not necessarily adjoining. Such areas may include portions of other limited trade areas and may extend into more than one basic trade area.

(b) "Principal city" means the largest city or the city or cities designated as "principal city" by the Commission, within a basic trade area. "City" means any city, town, or borough in a basic trade area except the principal city. Each "city" has a limited trade area.

(c) "Rural area" means all land area outside incorporated towns or cities with population greater than 2500 and where the density of population is less than 150 per square mile. Incorporated towns or cities with population from 2500 to 5000 without a high frequency broadcast station and not adjacent to larger cities may be considered rural area.

### Service Areas—Established

The Commission in considering applications for high frequency broadcast stations will establish service areas. Such stations will be licensed to serve areas having the following characteristics:

(a) An area comprising a limited trade area and a city. The station shall render good service to the city and its service area shall conform generally with the limited trade area.

(b) An area comprising a basic trade area and a principal city. The station shall render good service to the principal city and its service area shall conform generally with the basic trade area.

(c) An area of at least 15,000 square

miles comprising primarily a large rural area, and particularly that part of basic trade areas which cannot be served by stations assigned basic trade areas due to economical and technical limitations. The service area may include one or more principal city or cities, provided that in rendering service to such cities, the service to rural areas which the station is designated to serve is not impaired. The transmitter of such a station shall be located in such a manner that the service area, (1) shall extend into two or more basic trade areas, (2) shall not conform generally with a basic trade area, and (3) shall not merely extend beyond a basic trade area.

(d) An area having substantially different characteristics (social, cultural, or economic) from those areas specified in subsections (a), (b) and (c) of this section where, by reason of special conditions, it is shown that a need (which cannot be supplied by a station serving areas under subsections (a), (b) or (c) of this section) for the proposed service both program and technical exists which makes the establishment of the service area in the public interest, convenience or necessity. The Commission will give particular consideration in this connection to competitive advantages which such stations would have over other stations established under other provisions.

(e) In case it is not economically and technically feasible for a station assigned a basic or limited trade area to serve substantially all such area, the Commission will establish the service area on the basis of conditions which obtain in the trade area.

(f) In case an applicant proposes a change in an established service area, the applicant shall make a full showing as to need for such change and the effect on other stations serving the area.

*Time of Operation.* All high frequency broadcast stations shall be licensed for unlimited time operation.

*Showing Required.* Authorization for a new high frequency broadcast station or increase in facilities of an existing station will be issued only after a satisfactory showing has been made in regard to the following matters:

(a) That the area which the applicant proposes to serve has the characteristics of an area described in subparagraphs (a), (b), or (c) of the section on *Service Areas* stated above. The application shall be accompanied by a full analysis of the basis upon which the area as set forth in the application was determined. No application for construction permit for a new station or change of service area will be accepted unless a definite

<sup>2</sup>There are several current and recognized authorities on retail trading areas or consumer trading areas from which the applicant may prepare its showing and to which the Commission will give consideration in making its determination.



site, full details of the proposed antenna, and a suitable map showing the expected service area are furnished with the application.

(b) Where a service area has been established in which one or more existing high frequency broadcast stations are in operation, that the contours of any new station proposed to serve such area will compare with those of the existing station or stations as nearly as possible, or that the service area already established should be modified.

(c) That objectionable interference will not be caused to existing stations or that if interference will be caused the need for the proposed service outweigh the need for the service which will be lost by reason of such interference.

(d) That the proposed station will not suffer interference to such an extent that its service would be reduced to an unsatisfactory degree.

(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.

(f) That the applicant is financially qualified to construct and operate the proposed station; and, if the proposed station is to serve substantially the same area as an existing station, that applicant will be able to compete effectively with the existing station or stations.

(g) That the program service will include a portion of programs particularly adapted to a service utilizing the full fidelity capability of the system, as set forth in the Standards of Good Engineering Practice for High Frequency Broadcast Stations.

(h) That the proposed assignment will tend to effect a fair, efficient, and equitable distribution of radio service among the several states and communities.

(i) That the applicant is legally qualified, is of good character, and possesses other qualifications sufficient to provide a satisfactory public service.

(j) That the facilities sought are subject to assignment as requested under existing international agreements and the Rules and Regulations of the Commission.

(k) That the public interest, convenience, and necessity will be served through the operation under the proposed assignment.

### Channel Assignments

The channels set forth below with the indicated center frequencies are available for assignment to high frequency broad-

cast stations to serve the areas provided in the section on *Service Areas Established* stated above:

(a) An applicant for a station to serve an area specified in paragraphs (a) or (b) of that section to be located in a principal city or city which has a population less than 25,000 (city only) shall apply for one of the following channels:

48900	49300	49500	49700
49100			49900

(b) An applicant for a station to serve an area specified in paragraph (a) or (b) of that section to be located in a principal city or city which has a population greater than 25,000 (city only) shall apply for one of the following channels:

44500	45700	47900	46700
44700	45900	48100	46900
44900	46100	48300	47100
45100	46300	48500	47300
45300	46500	48700	47500
45500			47700

(c) An applicant for a station to serve primarily a large rural area, specified in paragraph (c) or an area specified in paragraph (d) of that section shall apply for one of the following channels:

43100	43500	43900	44300
43300	43700	44100	

### Special Provisions Concerning Assignments

(a) Stations located in the same city shall have substantially the same service area.

(b) High frequency broadcast stations shall use frequency modulation exclusively.

(c) Stations serving a substantial part of the same area shall not be assigned adjacent channels.

(d) One channel only will be assigned to a station.

### Multiple Transmission

*Facsimile Broadcasting and Multiplex Transmission.* The Commission may grant authority to a high frequency broadcast station for the multiplex transmission of facsimile and aural broadcast programs provided the facsimile transmission is incidental to the aural broadcast and does not either reduce the quality of or the frequency swing required for the transmission of the aural program. The frequency swing for the modulation of the aural program should be maintained at 75 kc and the facsimile signal added thereto. No transmission outside the authorized band of 200 kc shall result from such multiplex operation nor shall interference be caused to other stations operating on adjacent channels. The transmission of multiplex signals may also be authorized on an

experimental basis in accordance with standard broadcast station rule on special experimental authorizations.

*Proof of Performance Required.* Within one year of the date of first regular operation of a high frequency broadcast station, continuous field intensity records along several radials shall be submitted to the Commission which will establish the actual field contours, and from which operating constants required to deliver service to the area specified in the license are determined. The Commission may grant extensions of time upon showing of reasonable need therefor.

*Multiple Ownership.* (a) No person (including all persons under common control<sup>1</sup>) shall, directly or indirectly, own, operate, or control more than one high frequency broadcast station that would serve substantially the same service area as another high frequency 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 high frequency broadcast station, except upon a showing (1) that such ownership, operation, or control would foster competition among high frequency broadcast stations or provide a high frequency 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 high frequency 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 high frequency broadcast stations to constitute the concentration of control of high frequency broadcasting facilities in a manner inconsistent with public interest, convenience, or necessity.

*Normal License Period.* All high frequency broadcast station licenses will be issued so as to expire at the hour of 3 a.m., Eastern Standard Time, and will be issued for a normal license period of one year, expiring as follows:

(a) For stations operating on the frequencies 48900, 49100, 49300, 49500, 49700, and 49900, April 1.

(b) For stations operating on the frequencies 44500, 44700, 44900, 45100, 45300, 45500, 45700, 45900, 46100, 46300, and 46500, May 1.

(c) For stations operating on the frequencies 46700, 46900, 47100, 47300,

<sup>1</sup>The word "control" as used herein is not limited to majority stock ownership but includes actual working control in whatever manner exercised.

47500, 47700, 47900, 48100, 48300, 48500, and 48700, June 1.

(d) For stations operating on the frequencies 43100, 43300, 43500, 43700, 43900, 44100, and 44300, July 1.

## Equipment

*Maximum Power Rating.* The Commission will not authorize the installation of a transmitter having a maximum rated power more than twice the operating power of the station.

*Maximum Rated Carrier Power; How Determined.* (a) The maximum rated carrier power of a standard transmitter shall be determined by the manufacturer's rating of the equipment.

(b) The maximum rated carried power of a composite transmitter shall be determined by the sum of the applicable commercial ratings of the vacuum tubes employed in the last radio stage.

*Frequency Monitor.* The licensee of each high frequency broadcast station shall have in operation at the transmitter a frequency monitor independent of the frequency control of the transmitter. It shall have a stability of 20 parts per million.

*Modulation Monitor.* The licensee of each high frequency broadcast station shall have in operation at the transmitter an approved modulation monitor.

*Required Transmitter Performance.* (a) The external performance of high frequency broadcast transmitters shall be within the minimum requirement prescribed by the Commission contained in the Standards of Good Engineering Practice for High Frequency Broadcast Stations.

(b) The transmitter center frequency shall be controlled directly by automatic means which do not depend on inductances and capacities for inherent stability.

(c) 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.

*Indicating Instruments.* The direct plate circuit current and voltage shall be measured by instruments having an acceptable accuracy.

*Changes in Equipment and Antenna System.* Licensees of high frequency 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 for High Frequency Broadcast Stations.

(b) Specific authority, upon filing formal application<sup>2</sup> therefor, is required for a change in service area or for any of the following changes:

1. Changes involving an increase in the maximum power rating of the transmitter.

2. A replacement of the transmitter as a whole.

3. Change in the location of the transmitter antenna.

4. Change in antenna system, including transmission line, which would result in a measurable change in service or which would affect the determination of the operating power by direct method. 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.

5. Change in location of main studio to outside of the borders of the city, state, district, territory, or possession.

6. Change in the power delivered to the antenna.

(c) Specific authority, upon filing *informal* request therefor, is required for the following change in equipment and antenna:

1. Change in the indicating instruments installed to measure the antenna current or transmission line, direct place circuit voltage and the direct current of the last radio stage, except by instruments of the same type, maximum scale reading and accuracy.

2. Minor changes in the antenna system and/or transmission line which would not result in an increase of service area.

3. Changes in the location of the main studio except as provided for in subsection (b) 5.

(d) Other changes, except as above provided for in this section or in Standards of Good Engineering Practice for High Frequency 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.

*Operating Power; How Determined.* The operating power, and the requirements for maintenance thereof, of each high frequency broadcast station shall be de-

termined by the Standards of Good Engineering Practice for High Frequency Broadcast Stations.

*Modulation.* (a) The percentage of modulation of all stations shall be maintained as high as possible consistent with good quality transmission and good broadcast practice and in no case less than 85 per cent on peaks of frequent recurrence during any selection which normally is transmitted at the highest level of the program under consideration.

*Frequency Tolerance.* The operating frequency without modulation of each broadcast station shall be maintained within 2000 cycles of the assigned center frequency.

## Operation

### *Minimum Operating Schedule; Service.*

(a) Except Sundays, the licensee of each high frequency broadcast station shall maintain a regular daily operating schedule which shall consist of at least three hours of operation during the period 6 a.m. to 6 p.m., local standard time, and three hours of operation during the period 6 p.m. to midnight, local standard time. In an emergency, however, when due to causes beyond the control of the licensee, it becomes impossible to continue operating, the station may cease operation for a period not to exceed ten 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) Such stations shall devote a minimum of one hour each day during the period 6 a.m. to 6 p.m., and one hour each day during the period 6 p.m. to midnight, the programs not duplicated simultaneously as primary service in the same area by an standard broadcast station or by any high frequency broadcast station. During said one hour periods, a service utilizing the full fidelity capability of the system, as set forth in the Standards of Good Engineering Practice for High Frequency Broadcast Stations, shall be rendered. However, the Commission may, upon request accompanied by a showing of reasons therefor, grant exemption from the foregoing requirements, in whole or in part, for periods not in excess of three months.

(c) In addition to the foregoing minimum requirements, the Commission will consider, in determining whether public interest, convenience, and necessity has been or will be served by the operation of the station, the extent to which the station has made or will make use of the facility to develop a distinct and separate service from that otherwise available in the service area.

<sup>2</sup> See Standards of Good Engineering Practice for High Frequency Broadcast Stations for specific application form required.

# EXPERIMENTAL FACSIMILE BROADCAST STATIONS

<i>Licensee and Location</i>	<i>Call Letters</i>	<i>Frequency Kilocycles</i>	<i>Power Watts</i>	<i>Emission</i>
Bamberger Broadcasting Service New York, N. Y.....	W2XUP	25250	100	A3 & A4
Courier-Journal & Louisville Times Co. N. E. of Eastwood, Ky.....	W9XWT	25250	500	A3 & A4
The Crosley Corporation Cincinnati, Ohio .....	W8XUJ	25025	1000	A3 & A4
The National Life & Accident Insurance Co. Nashville, Tenn. ....	W4XIH	25250	1000	A4
The Pulitzer Publishing Co. St. Louis, Mo.....	W9XZY	25100	100	A4
Symons Broadcasting Co. Spokane, Wash. ....	W7XSW	25150	100	A4 (C.P. only)
WBNS, Inc. Columbus, Ohio .....	W8XUM	25200	100	A4
WOKO, Inc. Albany, N. Y.....	W2XWE	25050	500	A3 & A4

## BROADCAST STATIONS LICENSED FOR EXPERIMENTAL TRANSMISSION OF FACSIMILE SIGNALS

<i>Call Letters</i>	<i>Licensee and Location</i>	<i>Frequency Kilocycles</i>	<i>Power Authorized Watts</i>
WGN . .	WGN, Inc. .... Chicago, Ill.	720	50000
WHK . .	United Broadcasting Co. .... Cleveland, Ohio	1390	1000
WLW . .	Crosley Corp. .... Cincinnati, Ohio	700	50000
WOR . .	Bamberger Broadcasting Service, Inc..... Newark, N. J.	710	50000



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**Headquarters: 1626 K. St., N.W., Washington, D. C.**

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Frank M. Russell, WRC, Washington, D. C.

**Research**

Chairman—W. J. Scripps, WWJ, Detroit, Mich.

Hugh M. Beville, Jr., NBC, New York, N. Y.

Arthur B. Church, KMBC, Kansas City, Mo.

James D. Shouse, WLW, Cincinnati, Ohio.

Dr. Frank N. Stanton, CBS, New York, N. Y.

Theodore C. Streibert, MBS, New York, N. Y.

Lee B. Wailes, KYW, Philadelphia, Pa.

J. W. Woodruff, Jr., WRBL, Columbus, Ga.

Ex-Officio — Neville Miller, NAB, Washington, D. C.; Paul F. Peter, NAB, Washington, D. C.

**Sales Managers**

**District 1**

William Malo, WDRG, Hartford, Conn.

**District 2**

Charles Phillips, WFBL, Syracuse, N. Y.

**District 3**

Griffith Thompson, KYW, Philadelphia, Pa.

**District 4**

John H. Field, Jr., WPTF, Raleigh, N. C.

**District 5**

Norman MacKay, WQAM, Miami, Fla.

**District 6**

Vernon Anderson, WJBO, Baton Rouge, La.

**District 7**

D. A. Brown, WHIO, Dayton, Ohio.

**District 8**

W. W. Behrman, WBOW, Terre Haute, Ind.

**District 9**

Ed Cuniff, WKBH, La Crosse, Wisc.

**District 10**

Karl Koerper, KMBC, Kansas City, Mo.

**District 11**

Barney Lavin, WDAY, Fargo, N. D.

**District 12**

Ellis Atteberry, KCKN, Kansas City, Kans.

**District 13**

Jack Keasler, KGNC, Amarillo, Texas.

**District 14**

W. E. Wagstaff, KDYL, Salt Lake City, Utah.

**District 15**

Wilt Gunzendorfer, KSRO, Santa Rosa, Calif.

**District 16**

Harry W. Witt, KNX, Los Angeles, Calif.

**District 17**

Loren B. Stone, KIRO, Seattle, Wash.

**Sales Managers Steering Committee**

Chairman—E. Y. Flannigan, WSPD, Toledo, Ohio.

Ellis Atteberry, KCKN, Kansas City, Kans.

Charles Caley, WMBD, Peoria, Ill.

Eugene Carr, WGAR, Cleveland, Ohio.

Willard Egolf, KVOO, Tulsa, Okla.

Craig Lawrence, KRNT, Des Moines, Iowa.

**Wage and Hour Act Committee**

Chairman—Joseph L. Miller, NAB, Washington, D. C.

William B. Dolph, WOL, Washington, D. C.

C. T. Lucy, WRVA, Richmond, Virginia.

Clair R. McCollough, WGAL, Lancaster, Pa.

W. C. Swartley, WBZ-WBZA, Boston-Springfield, Mass.

# Departments and Activities

of

## National Ass'n. of Broadcasters

The National Association of Broadcasters is the trade organization of the radio broadcasting industry. Its headquarters staff is headed by President Neville Miller, and C. E. Arney, Jr., Assistant to the President and acting Secretary-Treasurer, both of whom are responsible to the Board of Directors. In addition there are seven departments each in charge of a Director who reports to the president. These are as follows:

Edward M. Kirby.....	Director of Public Relations
Joseph L. Miller.....	Director of Labor Relations
Paul F. Peter.....	Director of Research
Russell P. Place.....	Counsel
Lynne C. Smeby.....	Director of Engineering
Arthur Stringer..	Supervisor of Circulation and Promotion Dept.

For purposes of equitable representation on the Board of Directors, the United States and its territories and possessions has been divided into seventeen districts. Each District elects one Director to the Board for a two-year term; each class of station (class of station is based upon power and frequency and is referred to as small, medium and large) elects two Directors and each of the three major networks appoints one Director. These two latter classes of Directors serve for only one year.

The objects of this Association are to foster and promote the development of the art of radio broadcasting; to protect its members in every lawful and proper manner from injustices and unjust exactions; to foster, encourage and promote laws, rules, regulations, customs and practices which will be for the best interest of the public and the radio industry.

The NAB is the united front of the industry. It not only attempts to solve the problems of the broadcasters, but also strives to educate the listener to the American System of Privately-owned and Competitively-operated Radio.

There has been an appreciable increase in the membership of the Association. From a total of 428 at the beginning of 1940, the year closed with the figure pushing the 500 mark. This is a result of a membership campaign in which the seventeen District Directors and fifty-two area chairmen actively participated.

However, behind this membership drive was the recognition of those in the industry that the Association is really making headway in meeting the prob-

lems of the industry. Its various services and activities have been recognized and appreciated by broadcasters, large and small. The Association enters the year 1941 in a position where it can truly say it represents the united front of the broadcasting industry.

### Labor Relations

The NAB set up its Labor Relations Department in May, 1938, to foster friendship between the broadcasting industry and organized labor. Joseph L. Miller, for many years labor editor of the Associated Press, was appointed director.

The department deals with all problems involving broadcasting stations and labor — both personnel problems and problems concerning labor programs on the air. The department advises all member stations on the application of labor laws to their employees; furnishes information and advice with regard to collective bargaining; and keeps the membership informed of all labor developments affecting the industry.

The director's principal work, however, has been to mediate in countless minor disputes between labor unions and broadcasting stations. In this field the director has been singularly successful.

### Research Department

Recognition that research can materially contribute to the success of broadcasting caused the Board of Directors to establish the office of Research Director as a vital part of the Associa-

tion. The director maintains contact and relations with organizations engaged in radio research and cooperates with the government departments concerned with radio and business information.

The work of this department dovetails into all NAB activities in that its collection, analysis and dissemination of facts supplies the raw materials for the other departments.

Information gathered by the NAB Research Department is instantly available in usable form to members. This is essential to an industry accustomed to move at incredible speed.

An important function of the department is to develop the values of research as a management tool. Proper research methods are being developed so that NAB member stations will be able to gather pertinent facts with which to gauge the success of station operation in all its departments. Naturally, in this work, the Research Department is readily available to the membership for research counsel.

Constant effort is made to expand and improve the existing store of information on radio set ownership, listening habits of the radio audience and other fundamental data on the broadcasting industry. In this work contact is maintained with the research heads of advertiser organizations and advertising agencies.

### **Promotion Department**

Institutional promotion of broadcasting in 1940 was themed on the premise that John Q. Public and no other is the real boss of American radio.

His response to the superlative services of broadcasters and his appreciation of their value was stimulated by vigorous and sustained promotion. Results were easily measurable. Set ownership crossed the 50 million mark. In many localities the hours devoted to listening exceeded the time consumed by every other activity except working and sleeping.

In one section of the country or another promotions were in progress every month of the year. Simultaneous coast to coast promotions were four in number: "National Radio Festival"; "Listen before You Vote"; "Radio's 20th Birthday" and "50,000,000 Radio Sets by Christmas." Official status was given National Radio Festival by National Radio Festival proclamations issued by nine governors and more than one hundred mayors of American cities.

Other promotions included an essay

contest on the "American System of Broadcasting—Why It Is Best for Americans"; "Listen Before You Vote" campaign which emphasized that the American way means listening to both sides of the question and then registering a decision at the polls. It further pointed out that radio has become the modern, streamlined counterpart of the New England town meeting which served the cause of democracy so well in earlier days. Two color "Listen before You Vote" posters were displayed and distributed by radio stations, set and tube manufacturers, servicemen and jobbers.

Observance of Radio's 20th Birthday covered a period of twenty days, November 11-30. A birthday dinner in Washington, November 26, was attended by industry leaders, government officials and members of Congress.

"50,000,000 Radio Sets by Christmas" was the year's final promotion. One phase was concerned with the giving of new radios as Christmas gifts; the other was the giving of reconditioned radio sets to the needy and to charitable institutions. Radio Servicemen of America, set and parts distributors and manufacturers were extremely cooperative in this work.

One of the year's developments was the large increase of studio radio shows (of sets), sponsored jointly by stations and the local radio trade.

During the year assistance was given the industry by electric leagues and institutes.

Assistance of leading radio manufacturers was likewise helpful.

Early in the year just under half a million copies of a sixteen page roto-gravure booklet, "Radio's Riches," were purchased by stations for distribution to their listeners.

### **The Bureau of Radio Advertising**

The NAB has long recognized the importance of radio's commercial side through the existence of the NAB Sales Managers' Division. This recognition has now been given new emphasis with the establishment of the Bureau of Radio Advertising.

The Bureau is designed to promote radio as an advertising medium. Its work takes two major forms: 1. To provide the industry with facts and figures of a promotional nature and in other ways to assist stations to sell more time in the national and local fields. 2. To cooperate with broadcasters and others

in increasing the effectiveness of radio advertising.

Special efforts are made to develop certain untapped fields of business for stations, and to combat the claims and challenges of competing media. The Bureau is also charged with protecting members from the so-called "time chiselers"—and from advertisers who seek to place business on a percentage or "cost-per-inquiry" basis. It acts as a buffer against exorbitant publicity and merchandising requests by sponsors.

In cooperation with the NAB Sales Managers' Committee, of which E. Y. Flannigan, commercial manager of WSPD, Toledo, is chairman, the Bureau formulates its plans and policies for furthering the commercial aspects of the industry.

### **Engineering Department**

The engineering activities of NAB are carried out by the Director of Engineering with the assistance of an Engineering Committee. The duties of the Director of Engineering were assumed by Lynne C. Smeby on December 1, 1939. The Engineering Department of NAB deals with the general industry problems. All FCC hearings of general interest to broadcasters are attended and reported to the membership by the Director. Liaison work is also carried on with the Engineering Department of the FCC, on rules and regulations pertaining to engineering. As an example of this work, a Sample Transmitter Log with instructions for its use was drawn up with the cooperation of the FCC Engineering Department. This was distributed to all NAB members. Another duty of the Engineering Department is to keep the NAB "Engineering Handbook" up-to-date. The handbook is now being revised and much new data will be added such as material on Frequency Modulation and Ultra-High-Frequencies.

Each year in February, a Broadcast Engineering Conference is conducted at Ohio State University. The Conference functions to keep the engineers up-to-date with their profession under classroom conditions. NAB was privileged to cooperate in the 1940 Conference and the Director of Engineering is taking an active part in assisting Dr. W. L. Everitt, Director of the Conference, in formulating the plans for the Fourth Conference, to be held February 10 through 21, 1941.

The Director of Engineering is available to the individual members of NAB for service on individual matters that do

not transcend the field of private engineers.

### **Legal Department**

The work of the legal department divides itself into several categories: (1) Study and analysis of all bills, introduced in the Congress and the State Legislatures affecting broadcasters directly or indirectly; (2) assistance or advice in litigation whose decision will have a direct or indirect bearing on the interests of broadcasters; (3) assistance to member stations and their attorneys; (4) assistance to the NAB staff and committees.

Congressional bills which drew the attention of the legal department during 1940 were the Thomas Bill, the McGranery Bill, the Johnson Bill, the Ditter Bill, the Pepper Bill, the Walter-Logan Bill, among others. (For a digest of these bills refer to the Legislative Digest in the legal section of this volume.) The NAB, through its legal department, cooperated with New York broadcasters in contesting the Perry Bill in the New York Legislature; this bill, which was the only one of importance in state legislatures, was eventually killed in one of the committees after having been passed by the State Senate.

The major litigation which has engaged the legal department's attention was the RCA vs. Whiteman case, which has now reached the Supreme Court; special counsel was employed in connection with this case to protect and represent the interests of the broadcasting industry. The legal staff has given upon request of member stations and their attorneys specific information and advice concerning FCC rules and regulations and on matters pertaining to performing rights licenses, the playing of phonograph records, lotteries, treatment of political candidates, defamation, income tax, Social Security and Wage-Hour rulings, misleading advertising and other topics of importance to members.

In addition the legal staff has been in touch with government agencies and commissions and has attended hearings which affect the interests of broadcasters. A special study of Federal anti-trust laws as they affect the NAB was made and submitted to the Board of Directors of the organization. And finally the legal department made analyses of statutes, contracts, forms, the drafting of resolutions and proposed amendments, and rendered general assistance to NAB members.

# Annual Report of Neville Miller, President, National Association of Broadcasters

*As Presented to the 1940 NAB Convention*

**W**ITH this Eighteenth Annual Convention, the National Association of Broadcasters rounds out another twelve months of activity. It has been radio's greatest year. The trend which has heretofore existed in all phases of radio continued throughout the year and gives promise of continuing far into the future. A constant growth in listening audience is evidence of the public's confidence and approval, and broadcasters have responded by steady improvement in the scope and quality of programs.

During the past year, more than 9,000,000 radio sets were sold, increasing the total number of sets in American homes and automobiles to over 45,000,000. With less than 7% of the world's population, our country has nearly a half of all broadcasting stations and receiving sets, and a greater percentage of radio equipped homes than any other nation. The American people want radio sets more than they want anything else in the line of electrical equipment, for more sets were sold than electric irons or toasters, or washing machines, or vacuum cleaners, or any other electrical device. In various polls, radio has won first place time and again in the preference of the American family. The American radio industry has grown faster—in units, in dollar volume and in public service—than has the radio industry of any other country.

Naturally, there is a reason for this continued development and improvement, and it is not hard to find. Radio has a tremendously intimate effect upon American life. Today it is impossible to conceive of our way of life without radio. Annihilating space and distance, American radio has in a short span of two decades commanded the largest single audience of listeners ever gathered in the history of mankind, over 100,000,000 men, women and children. Today we receive the last minute bulletins directly from Europe as an everyday occurrence. New cultural avenues have been opened and educational features developed; new technical frontiers have been broken through in frequency modulation and television. However, a brilliant future surpassing all the achievements of the past lies before us. It is our task to consolidate our advances along many fronts and to lay a firm foundation upon which the

future structure of public service broadcasting and television may soon be built.

I am sure that broadcasters realize that radio, although mighty as a force for good, can do equal evil. The experiences abroad of the past year have all too clearly proved this fact and have stirred us to still greater efforts to keep radio in America free, free for all to speak, for all views of all sides, and from breakfast to bedtime to fill the day of the American people with entertainment, education and news reflecting our culture and aspirations, impossible in any nation where democratic principles do not flourish.

The broadcasters have borne well their part of radio's responsibilities of the past year. Your Association has experienced a busy and most satisfactory year. You will find in the report of each Staff Director, detailed information concerning the activities of his Department. I urge you to read these reports, because by so doing you will secure an excellent idea of the varied and manifold activities of the NAB Staff and by reason of this knowledge will make in the future more and constant use of the services which are available to you in the way of assistance by Staff members. I shall not duplicate those reports, but shall review briefly the larger aspects of the work of this Association.

The value of trade associations to industries has resulted in rapid growth of associations over a period of years. Today trade associations occupy a definite place in business life and perform a useful social and economic function sanctioned by law. The work of your Trade Association divides itself roughly into two divisions—one—tangible services rendered to our members, and the other—intangible services, which occupy the greater portion of our time.

Without minimizing the importance of our tangible assets, may I emphasize the necessity for protecting our intangible assets, such as, freedom of speech, public confidence, the basic value of advertising as a force in developing industry and employment and freedom from unnecessary and burdensome government regulation. No one individual can alone protect these, but united we can—and to unite the industry, to organize the common effort, to promote a working together of competing units, to encourage

a broader outlook based on research and facts, and to mobilize the best experience and opinion in the industry—this is one of the major tasks of the NAB.

Persistent effort has been maintained throughout the year to perfect the united front of the radio industry. With the enthusiastic cooperation of the Directors and members who served as membership Chairmen in the various states and areas, it is gratifying to report a gain in membership from 427 at the time of our last Convention, to 462 as of today. I cannot emphasize too strongly the need of continued and everlasting effort to bring into membership every radio station in the United States.

The District Meetings have become forums of practical usefulness and of great value in promoting discussion of our problems on an informal basis. I believe these meetings can be developed to even greater usefulness. Together with the meetings of the Board of Directors; the Executive Committee, and the various other committees they have enabled us to develop an industry consciousness and unification greater than has ever existed before within the industry.

May I here express our appreciation to the Directors, to those who served on the various committees and to the entire membership for so generously giving of your time and energy to the work of the Association. Without your assistance, it would have been impossible to carry on the affairs of the NAB during the past year.

I am happy to report that for the first time in the history of either major political party, the platform of each party this year contains a radio plank. This is not only a well deserved recognition of the importance of radio but indicates that the leaders of Congress are well aware of our problems and encourages us to believe that helpful legislation may be enacted in the not too distant future, giving to American radio by law the dignity and protection that has already been given by public opinion.

### **Legislation**

The Johnson Bill prohibiting the advertising on the radio of alcoholic beverages and the Thomas Resolution for adherence to the International Copyright Union were the two major legislative threats during the present session of Congress. We are pleased to report that neither of these pieces of legislation, nor

any other legislation adversely affecting broadcasters, was enacted. The Association's Staff scrutinized all national and state legislation, did not blindly oppose all legislation, but in cooperation with other organizations helped steer the legislation into constructive channels.

Following our custom of being represented by special counsel in litigation involving matters affecting the entire industry, the Association retained special counsel in the RCA v. Whiteman case and has kept in close touch with all phases of the problems dealing with the playing of phonograph records. We are happy to report that we have been successful in our fight to prevent the levy of an additional burden on stations through another license system. On July 25 the United States Circuit Court of Appeals in New York reversed the decision of the District Court and held that broadcasters had the right to play records without a license.

Radio must not be content to fight a purely defensive legislative battle. We must take the initiative. The present Copyright Law was passed in 1909, prior to the advent of commercial broadcasting. It has many antiquated provisions, such as, the statutory minimum damage provision. The Law should be revised and brought down to date.

The libel law as it applies to broadcasters is unsatisfactory. Broadcasters should either be given the right to eliminate libelous matter, or they should be exempted from liability. The decision in Summit Hotel v. Jolson, in which case the NAB was represented by special counsel, was a decision favorable to broadcasters, and was a step in the right direction, but many phases of the subject justify further study, to the end that this troublesome question may be correctly solved.

The present conception of the functions of administrative agencies leaves much to be desired. Granting that administrative agencies should be free of supervision by the courts, certainly some procedure should exist for the testing of the legality of an agency's rules and regulations, without requiring the applicant to first violate them.

In all quasi-judicial proceedings, before the FCC, we believe that there should be an opportunity for facts to be judicially found by an independent examiner or some independent quasi-judicial or judicial tribunal. Some such separation of the powers of the Com-

mission as recommended by the President's Committee on Administrative Procedure would be an acceptable solution. In particular, in those cases which involve revocation of or failure to renew broadcast licenses, and where the licensee's entire business is at stake, we have urged that there be provided a separate judicial determination of the facts as well as of the law. Our views on these matters have been submitted to the Attorney General's Committee on Administrative Procedure, which is at present considering the entire subject.

These are but a few of the many legislative problems which we face and which I am sure with assured industry-wide cooperation we can solve.

### **Public Relations**

In our community life today there are propagandists about and we in radio, like many other businesses, are in the line of fire. Public opinion is the controlling factor in our Democracy, and therefore we have a legitimate interest in the public's knowing the real facts about radio in all its manifold branches. To do the job right, it must be done both nationally and locally. During the past year, with your help, we have endeavored to do it nationally, and to supply you with the tools, the weapons and the ammunition to do it locally.

Our public relations activity has covered a broad field. We have worked closely with the United States Office of Education through the Federal Radio Education Committee, and have taken a leading part in the Ohio State Institute on Radio and Education, and in many other conferences. There has been a marked change in the attitude of educators generally with reference to radio and radio relationship. The idea that education needed more time on the air has been abandoned because of the realization that educational radio needs not more, but less time on the air, and more time in preparation and rehearsal. Pressure for legislation to set aside a specific time for educational programs has therefore been eliminated.

For some time, advertising has been under attack from several angles. It has been charged that advertising is wasteful and burdensome to the consumer and that it gives an undue advantage to large companies and thereby fosters monopoly. These attacks are not directed against abuses in the use of advertising, but against advertising as a business tool.

This is a serious threat to radio and to all media. We have believed it important that consumers, educators and public officials should be convinced of the specific economic benefits and social improvements gained through advertising. We have taken an active part in the work of the Committee on Consumer Relations in Advertising, Inc., through which, in cooperation with other media, agencies and advertisers, the public will be given the real story of advertising's contribution to our standard of living. We have been represented at every consumers relations conference held in the last two years. We are working closely with such organizations as the Association of National Advertisers, the American Association of Advertising Agencies and the Advertising Federation of America, all of which are giving serious attention to the consumer movement. The preparation is under way of a program to demonstrate the contribution made by advertising to better consumer service and lower consumer costs.

Our relations with the press have steadily improved. In this connection, we report a most cordial attitude on the part of J. S. Gray, Radio Chairman of the American Newspaper Publishers Association, whose friendly report on radio was a feature of the recent ANPA convention. In passing, it is well to observe that much of the change toward friendliness in the attitude of the newspapers is attributable to the excellent manner in which radio has acquitted itself in the war crisis and the use by radio of newspaper war correspondents, and the cooperation between these and radio correspondents constitutes a noteworthy chapter in this relationship. Still another factor in bringing about better relationship with the press has been the affirmative manner in which the NAB Bureau of Radio Advertising has been conducted. Its purpose has been to sell radio as a medium of advertising by constructive methods rather than through negative belittling competition. We proceed upon the theory that there is room for both the radio and the newspaper advertising dollar.

In cooperation with committees of the American Bar Association, the American Newspaper Publishers Association and the Newspaper Editors Association, the reporting of judicial proceedings has been studied to the mutual advantage of all groups.

The list of outstanding national or-

ganizations with which we have worked during the past year is too long to include here, but you may be sure we have overlooked no opportunity to tell the story of the American System of Broadcasting and to make friends for radio. The efforts of the year were brought to a fitting close in the unprecedented radio ceremonies of last Saturday, when the New York World's Fair of 1940 and the San Francisco Golden Gate Exposition joined hands to convey the thanks of our listeners for public service rendered and to dedicate plaques symbolic of American free radio.

### Code

The widespread acceptance and endorsement of the Code bespeaks the regard in which it is held not only by broadcasters generally but by women's organizations, labor groups, religious groups, civil liberties groups and the public at large. It has been said, "When all think alike, no one thinks very much." The discussions which have taken place during the past year have emphasized the fact that broadcasters have been thinking a lot and the Code has rendered a real service in stimulating this thinking. We all realize that many times right and wrong dress in shades of gray and that, although we have much of which to be proud, we must not be smug or refuse to listen to criticism. Also, we must be careful not to be more concerned with profits than prestige lest the result be that we lose both. Although our action may be attributed partly to enlightened self-interest, may I emphasize that broadcasters have learned a great deal through experience; they, better than any other group, know what the public prefers and it certainly is in the public interest to prevent the kind of legislation which would mean that pressure groups would succeed in ramming down the throats of the public that which we know from our study and experience the public does not want.

I believe the adoption of the Code was a distinct step forward; that it has proved its value during the past year and that it will continue to grow in usefulness. To the Code Committee and its able chairman, we owe a debt of gratitude. It is especially pleasing to mention that the American Trade Association Executives bestowed a certificate of Honorable Mention on the NAB for its Code, citing the "achievement of instituting a system of self-regulation designed to make further government

regulation or control unnecessary, and which would deserve and earn public confidence."

### Labor Relations

For another year the industry has operated without any major labor trouble, and, generally speaking, the relationship between our industry and organized labor is friendly. Our employes are well paid; our average weekly pay check of \$45.20 is believed to be the highest in the country. Without surrendering our rights, we have complied with both the spirit as well as the letter of the various laws enacted in recent years, and both labor officials and government officials dealing with labor problems have publicly praised the policy and activity of the NAB Labor Relations Department. Labor is a friend of the American System of Broadcasting.

### Research

The activities of the Research Department have been many and varied, in the form of supplying facts and information for the work of the various departments and committees; in working with the FCC, the Census Bureau, the FREC and other governmental agencies, and with various groups and associations in assisting in analyzing the music copyright problem; in the preparation of a master station file, primarily designed for research purposes, but of immeasurable value to the entire industry; and, in taking a leading part in the preparation of the Program Log and Accounting Manual.

The Program Log Recommendation, and the Transmitter Log Recommendation prepared by the Engineering Department, furnish excellent examples of what can be accomplished by cooperation between the staffs of the FCC and the NAB.

We believe the recently issued FCC Forms 301 and 319—the new forms for application for construction permit or modification thereof for standard broadcast stations and high frequency broadcast stations—impose an excessive burden upon applicants. Although we are in sympathy with the Commission's desire to secure on these forms full information regarding the applicant's qualifications, we believe that many of the questions can be so modified as to relieve the applicants of considerable burden in supplying information without unduly increasing the work of the Com-



mission. We hope that by cooperative effort the excellent result which was obtained with respect to the Log Recommendations can be duplicated with respect to these forms.

A Plan for Unit Volume Measurement has been prepared in detail and will be submitted to this Convention for consideration, and we believe this is but the first of many very definite accomplishments which we believe will be achieved in the very near future.

### **Bureau of Radio Advertising**

The Bureau of Radio Advertising was placed in full time operation on September 1st, to assist members in sales and promotion problems. Trade studies, sales manuals covering specific selling problems, together with other material, have been issued and many members report having secured tangible results with the material. The Bureau is getting at the true facts in fields where resistance in radio advertising has existed and has given the commercial managers not only an impetus to get together, discuss their problems and exchange ideas, but has also given sales data with the aid of which many contracts were closed.

In cooperation with the Sales Managers' Division, the Bureau has taken an active part in AFA and NRDGA conventions, and has cooperated with the ANA and AAAA. It has done a good job in promoting the use of radio as an advertising medium.

### **Promotion**

The relationship with the RMA has been most friendly and cooperative and the Joint RMA-NAB Promotion Campaign has produced very satisfactory results. A continuous campaign has been carried on to increase the number of listeners, to increase the hours of listening per day, to increase the appreciation of the American radio programs and to spread an understanding of the American system of broadcasting. During the past year, it has sponsored such nationwide events as the "Curtain Raiser," "Radio Christmas," the "National Radio Festival," "Listen While You Ride," and "Listen While You Play," and now has in active swing the "Listen Before You Vote" campaign. Under the theme, "Your Electric Utility Can Be Your Best Local Account," a campaign for utility advertising has been conducted.

This department has also worked in

cooperation with the radio servicemen and the set manufacturers to reduce the number of inoperative or partially inoperative set and much progress has been made.

### **Engineering**

In an industry such as radio, it is but natural that engineering is fundamentally first and foremost. This past year has been one of great activity due to the development of television and frequency modulation. Also the ratification of the Havana Treaty by Mexico brings to the front not only the problem of changing the frequency of most of the stations in the country but also other problems in connection with the public and the receivers. I wish to here express the hope that the difficulties which have arisen in connection with the Havana Treaty will be solved, and that the Treaty will become effective at an early date. In addition to keeping in close touch with all these problems, in working with the FCC and the NAB members, our Director of Engineering took a leading part in the preparation of the Transmitter Log and has under preparation a revision of the Engineering Handbook which should be of real value to the industry.

### **Information Pool**

Before ending the report on the work of the various Staff members, may I mention a service of the Association Staff, the value of which I do not believe is fully appreciated by NAB members. Each Staff member has collected a pool of information for the use of members—labor statistics, legal authorities, research methods, engineering data, information for speeches, for promotional activities, and data on various other subjects.

We urge you to use this for two reasons: First, because we know it will be of value to you; and second, by using it instead of diminishing its value, you increase its value by testing its usefulness, adding your results to the pool, and thereby making it of greater value to the industry.

### **Music Copyright**

Broadcasters have always been willing to pay a fair and equitable price for the use of music. They are the first to acknowledge the cultural value of music, and that music has played a prominent part in the development of radio. How-

ever, they demand the right to purchase music in a free and competitive market the same as they purchase their other requirements. They are unwilling to pay ASCAP on news broadcasts, on sports broadcasts, and on other programs using no music. They are also unwilling to pay ASCAP on programs which use non-ASCAP music. They are unwilling to be required to pay the entire price for music to a relative few composers merely because those composers have secured a monopolistic control of the means of exploitation of their output. They believe the cultural life of America would be greatly benefited by encouraging the creative genius of young and able composers whose works are at present never played because of the character of ASCAP's present contracts. Today, broadcasters pay forty times as much per dollar of their gross as any other customer of ASCAP, and the new ASCAP contracts now demand they pay eighty times as much, increasing their payments from \$4,500,000 to nearly \$9,000,000. This we will not do!

A year ago, a sincere and honest attempt was made to sit across the table from representatives of ASCAP to negotiate a renewal of the contracts on a business basis. This effort was thwarted by the refusal of the President of ASCAP to appoint a committee to meet with the broadcasters; even though ASCAP's Board of Directors had authorized the appointment of such a committee. In accordance with the mandate of the NAB convention held last year, a final positive effort was made to reach an agreement with ASCAP, upon the failure of which, the special convention was called last September in Chicago. In accordance with the practically unanimous vote of that convention, Broadcast Music, Inc., was organized for the purpose of developing a pool of non-ASCAP music and to assure the broadcasters of the right to purchase their music in a free competitive market. BMI has passed through the organization stage and today is a well-staffed organization, with a membership of over 300 stations. These BMI member stations pay over two-thirds of the revenue which ASCAP receives from the entire industry. Complete information concerning BMI will be given you Tuesday and plans for the future will be discussed at length. Suffice it here to say that today broadcasters have it within their power for once and all to end ASCAP monopoly, to solve this most

troublesome question, to give the young composers a chance, and to stimulate creative effort in the United States. Moreover, the solution of this problem by a united industry will have a very salutary effect upon a number of our other pressing problems. Now is a most critical time for broadcasters. We must not fail! Let this Convention send out word that San Francisco is to be no Munich! We are in this fight to win!

### **Conclusion**

What of the future? Today we meet in a very different world from that which existed this time last year. It would be a bold man indeed who would attempt to prophesy under what conditions we shall meet this time next year. There is need for much long-range thinking, realizing as we must that radio will have a most influential and material effect upon the future of this country. It is not our job to decide for the citizens the questions which must be decided, but it is our task to fairly, adequately and honestly bring them the facts. In so doing, we perform a service in assisting people to govern themselves. We must do it courageously, fearlessly and effectively.

Our part in the world picture today is to do our job—and it is a most important job—well and right in the hope and confidence that in the scheme of things the many stones which form the mosaic we call the American way of life will fit together. We must be sure that, regardless of what may happen, radio's pillar in the temple of Democracy will be sound and will not crumble. The fountain of that pillar must be a free radio. There must not only be no censorship, but no threat of censorship. For, as the U. S. Supreme Court recently said, "It is not the sporadic abuse of power by the censor but the pervasive threat inherent in its very existence that constitutes the danger to freedom of discussion."

The foundation of free radio must be good broadcasting. The American public is the only champion radio needs. So long as our thinking is dominated by intelligence and common sense, there will be no serious threat to free speech, a free press or to a free radio. The American broadcasting industry has good reason to be proud of its record. Its position is one to be treasured and guarded from any hands within and without, which may threaten to destroy it. The American public we serve is marching with us.

# THE NAB CODE

**S**INCE it became effective on October 1, 1939, the NAB Code has received increasingly wide-spread acceptance and endorsement among broadcasters, sponsors and listeners. In his message to the 1940 annual convention NAB President Neville Miller stated: "I believe the adoption of the Code was a distinct step forward; that it has proved its value during the past year and that it will continue to grow in usefulness." A citation of "achievement for instituting a system of self-regulation designed to make further governmental regulation or control unnecessary, and which would deserve and earn public confidence" was bestowed on the NAB for its Code by the American Trade Association Executives. Code provisions are six, as follows:

## ***Children's Programs***

Programs designed specifically for children reach impressionable minds and influence social attitudes, aptitudes and approaches and, therefore, they require the closest supervision of broadcasters in the selection and control of material, characterization and plot.

This does not mean that the vigor and vitality common to a child's imagination and love of adventure should be removed. It does mean that programs should be based upon sound social concepts and presented with a superior degree of craftsmanship; that these programs should reflect respect for parents, adult authority, law and order, clean living, high morals, fair play and honorable behavior. Such programs must not contain sequences involving horror or torture or use of the supernatural or superstitious or any other material which might reasonably be regarded as likely to over-stimulate the child listener, or be prejudicial to sound character development. No advertising appeal which would encourage activities of a dangerous social nature will be permitted.

To establish acceptable and improving standards for children's programs, the National Association of Broadcasters will continuously engage in studies and consultations with parent and child study groups. The results of these studies will be made available for application to all children's programs.

## ***Controversial Public Issues***

As part of their public service, networks and stations shall provide time for the presentation of public questions including those of controversial nature. Such time shall be allotted with due regard to all the other elements of balanced program schedules and to the degree of public interest in the questions to be presented. Broadcasters shall use their best efforts to allot such time with fairness to all elements in a given controversy.

Time for the presentation of controversial issues shall not be sold,

except for political broadcasts. There are three fundamental reasons for this refusal to sell time for public discussion and, in its stead, providing time for it without charge. First, it is a public duty of broadcasters to bring such discussion to the radio audience regardless of the willingness of others to pay for it. Second, should time be sold for the discussion of controversial issues, it would have to be sold, in fairness, to all with the ability and desire to buy at any given time. Consequently, all possibility of regulating the amount of discussion on the air in proportion to other elements of properly balanced programming or of allotting the available periods with due regard to listener interest in the topics to be discussed would be surrendered. Third, and by far the most important, should time be sold for the discussion of controversial public issues and for the propagation of the views of individuals or groups, a powerful public forum would inevitably gravitate almost wholly into the hands of those with the greater means to buy it.

The political broadcasts excepted above are any broadcasts in connection with a political campaign in behalf of or against the candidacy of a legally qualified candidate for nomination or election to public office, or in behalf of or against a public proposal which is subject to ballot. This exception is made because at certain times the contending parties want to use and are entitled to use more time than broadcasters could possibly afford to give away.

Nothing in the prohibition against selling time for the presentation of controversial public issues shall be interpreted as barring sponsorship of the public forum type of program when such a program is regularly presented as a series of fair-sided discussions of public issues and when control of the fairness of the program rests wholly with the broadcasting station or network.

### ***Educational Broadcasting***

While all radio programs possess some educative values, broadcasters nevertheless desire to be of assistance in helping toward more specific educational efforts, and will continue to use their time and facilities to that end and, in cooperation with appropriate groups, will continue their search for improving applications of radio as an educational adjunct.

### ***News***

News shall be presented with fairness and accuracy and the broadcasting station or network shall satisfy itself that the arrangements made for obtaining news insure this result. Since the number of broadcasting channels is limited, news broadcasts shall not be editorial. This means that news shall not be selected for the purpose of furthering or hindering either side of any controversial public issue nor shall it be colored by the opinions or desires of the station or network management, the editor or others engaged in its preparation or the person actually delivering it over the air, or, in the case of sponsored news broadcasts, the advertiser.

The fundamental purpose of news dissemination in a democracy is to enable people to know what is happening and to understand the meaning of

events so that they may form their own conclusions and, therefore, nothing in the foregoing shall be understood as preventing news broadcasters from analyzing and elucidating news so long as such analysis and elucidation are free of bias.

News commentators as well as all other newscasters shall be governed by these provisions.

### ***Religious Broadcasts***

Radio, which reaches men of all creeds and races simultaneously, may not be used to convey attacks upon another's race or religion. Rather it should be the purpose of the religious broadcast to promote the spiritual harmony and understanding of mankind and to administer broadly to the varied religious needs of the community.

### ***Commercial Programs and Length of Commercial Copy***

Acceptance of programs and announcements shall be limited to products and services offered by individuals and firms engaged in legitimate commerce; whose products, services, radio advertising, testimonials and other statements, comply with pertinent legal requirements, fair trade practices and acceptable standards of good taste.

Brief handling of commercial copy is recommended procedure.

Member stations shall hold the length of commercial copy, including that devoted to contests and offers, to the following number of minutes and seconds:

#### *Daytime*

Fifteen-minute programs.....	3:15
Thirty-minute programs.....	4:30
Sixty-minute programs.....	9:00

#### *Nighttime*

Fifteen-minute programs.....	2:30
Thirty-minute programs.....	3:00
Sixty-minute programs.....	6:00

#### *Exceptions:*

The above limitations do not apply to participation programs, announcement programs, "musical clocks," shoppers' guides and local programs falling within these general classifications.

Because of the varying economic and social conditions throughout the United States, members of the NAB shall have the right to present to the NAB for special ruling local situations which in the opinion of the member may justify exceptions to the above prescribed limitations.



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# INDEPENDENT RADIO NETWORK AFFILIATES, INC.

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**I**NDEPENDENT RADIO NETWORK AFFILIATES, INC., under the Chairmanship of Samuel R. Rosenbaum, put in an active year, procedure being centered on certain network operating practices, particularly regarding the chain-break periods and "hitch-hiker" announcements.

IRNA has also been actively called in for discussions of industry policy in connection with the Ascapi situation and the suits as proposed by the government.

Somewhat of a furor was caused during the course of filing briefs with the FCC relative to the latter's Committee report on chains, when IRNA denounced the report under consideration. It was subsequently revealed however, that only one affiliate dropped its membership as a result of this move. Thus the organization is considered to have taken a course feasible to the majority of the affiliates.

During the year approximately 120 affiliates paid dues to IRNA, but as pointed out by Chairman Rosenbaum, the policy is to function on behalf of all of the affiliated outlets whether or not they pay dues. Members who forwarded their dues paid in a total of nearly \$8,000.

It is expected that during the 1941-2 season, IRNA will become more active than ever, having already proven its worth in reaching its original objective when it averted serious trouble with the AFM. Formal incorporation of IRNA was directed by its membership in September 1939, after nearly two years of activity as an informal group.

## **Executive Committee**

MARTIN B. CAMPBELL,  
WFAA, Dallas, Tex.  
H. K. CARPENTER,  
WHK, Cleveland  
DON S. ELIAS,  
WWNC, Asheville, N. C.

I. R. LOUNSBERRY,  
WGR, Buffalo  
P. W. MORENCY, *Vice Chairman*  
WTIC, Hartford  
SAMUEL R. ROSENBAUM, *Chairman*  
WFIL, Philadelphia

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HULBERT TAFT, JR.,  
WKRC, Cincinnati  
L. B. WILSON,  
WCKY, Cincinnati



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# NATIONAL INDEPENDENT BROADCASTERS, INC.

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**N**ATIONAL INDEPENDENT BROADCASTERS, INC. put in a full year of progressive activity during 1940, the organization, comprised of independently owned local broadcasting stations having concerned itself with at least eight important developments.

Two convention meetings were held during the year, the first August 5th, in San Francisco at the time of the NAB Convention and the second October 21st and 22nd in New York. Harold A. Lafount, president, presided over the two meetings. Earlier in the year permanent offices were opened at 500 Edmonds Building, Washington, D. C., and on November 1, 1940 all association activities were transferred there and a permanent staff installed under Edwin M. Spence, managing director.

Summary of the outstanding activities of the Association during 1940 include: FCC Rule 3.93 was amended in regard to transcription announcements; Modification of the Sunrise Rule, for the benefit of part-time stations; Revision of the Application Forms 301 and 319, the former concerning standard broadcast stations and the latter FM; Broadcast Music, Inc. held conferences with NIB officials and a low scale license fee was arranged, effective April 1, 1941.

Throughout the summer conferences were held with the AFM relative to independent station contracts which expired on September 15, and it was agreed by President Petrillo of the AFM that relations would remain status quo.

HAROLD A. LAFOUNT, *President*  
630 Fifth Avenue, New York City

EDWARD A. ALLEN, *Vice President*  
WLVA, Lynchburg, Va.

ANDREW W. BENNETT, *Gen. Counsel*  
EDWIN M. SPENCE, *Mng. Director*,  
500 Edmonds Bldg., Washington, D. C.  
LLOYD C. THOMAS, *Secy.-Treas.*,  
KGFV, Kearney, Nebr.

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Dist. 11; W. B. Greenwald, KWBG, Hutchinson, Kans., Dist. 12; James F. Hopkins, WJBK, Detroit, Mich., Dist. 8; Frank E. Hurt, KFXD, Nampa, Idaho, Dist. 14; Harold A. Lafount, WCOP, Boston, Mass., Dist. 1; Frank R. Smith, Jr., WWSW, Pittsburgh, Pa., Dist. 3; T. W. Symons, Jr., KXL, Portland, Oregon, Dist. 17; Lloyd C. Thomas, KGFV, Kearney, Nebraska, Dist. 10; and Leo B. Tyson, KMPC, Los Angeles, Calif., Dist. 16.



# ORGANIZATIONS

## PERSONNEL — ADDRESSES

### Acoustical Society of America

919 North Michigan Ave., Chicago, Ill.  
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President.....F. R. Watson  
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Vice-President.....F. A. Firestone  
(University of Michigan)  
Secretary.....Wallace Waterfall  
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Treasurer.....G. T. Stanton  
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Editor.....F. A. Firestone  
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### Actors' Equity Association

45 W. 47th St., New York, N. Y.  
BRyant 9-3550

#### OFFICERS

President.....Bert Lytell  
First Vice-President.....Walter Huston  
Second Vice-President.....Florence Reed  
Third Vice-President.....Augustin Duncan  
Fourth Vice-President.....Peggy Wood  
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Recording Secretary.....John Beal  
Counsel.....Paul N. Turner  
Auditor.....Frank Mesurac  
Executive Secretary.....Ruth Richmond  
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#### COUNCIL

Terms Expire in 1945: Walter Abel, Leon Ames, Jean Beryl, Matt Briggs, Audrey Christie, William David, John Emery, Ruth Hammond, Sam Jaffe, Sam Levene, Kent Smith.

Terms Expire in 1944: Patricia Collinge, Dudley Digges, Muriel Kirkland, Philip Loeb, John A. Lorenz, Emily Marsh, Hiram S. Sherman, Jack Whiting, Merwin Williams, Harold Vermilyea.

Terms Expire in 1943: Lee Baker, Hugh Cameron, Broderick Crawford, Eric Dressler, Alfred Kappeler, Earle Larimore, Winifred Lenihan, Gerald Moore, Hugh Rennie, Joseph A. Vitale, Katherine Warren.

Terms Expire in 1942: Glenn Anders, Franklyn Fox, William Gaxton, Walter N. Greaza, Edith Gresham, Ben Lackland, Leroy MacLean, Claudia L. Morgan, Leona Powers, Edith L. Van Cleve, Richard Whorf.

Terms Expire in 1941: John Alexander, Jay Amiss, Beverly Bayne, E. J. Blunkall, Reed Brown, Jr., J. Malcolm Dunn, Clyde Fillmore, Robert T. Haines, Alan Hewitt, Robert Keith, Maida Reade, Richard Sterling.

#### BRANCH OFFICES

Los Angeles: I. B. Kornblum, 6331 Hollywood Blvd., Hollywood, Calif.  
San Francisco: Theodore Hale, 111 O'Farrell Street.  
Chicago: Frank Dare, 729 Waveland Avenue.

### Advertising Federation of America

330 West 42nd St., New York, N. Y.  
BRyant 9-0430

#### OFFICERS

President.....Elon G. Borton  
(La Salle Extension University)  
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(Missouri Pacific Lines)  
Vice-President.....Allan Rinehart  
(Beaver Engraving Co.)  
Vice-President.....Alan Taylor  
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Secretary.....May O. Vander Gyl  
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Treasurer.....James A. Welch  
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General Manager.....Earle Pearson  
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General Counsel.....Alfred T. Falk  
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#### FUNCTIONS

To provide a common forum and a central medium for cooperative effort on behalf of all individuals and groups interested in advertising.

To elevate the standards of advertising practice and to combat any unfair competitive methods in its sale.

To help increase the effectiveness of advertising as an instrument of distribution, with its resulting benefits to business and the general public.

To determine and disseminate more accurate knowledge of the functions of advertising in business, and its social and economic values.

To aid in raising the standards of education and training for advertising practitioners.

### American Association of Advertising Agencies

420 Lexington Ave., New York, N. Y.  
MOhawk 4-7932

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#### FUNCTIONS

The American Association of Advertising Agencies was formed in 1917 by the amalgamation of the New England, New York, Philadelphia, Southern and Western Advertising Agency Associations—to promote the interests and raise the standards of advertising and of the advertising agency business.

It welcomes to membership any advertising agency qualified to aid in this purpose by reason of its ability to serve the cause of advertising, its financial soundness and its demonstrated desire to adhere to sound and ethical business practices.

The aims of the Association are partly ethical and partly economic. It is a professional body and also a trade association. It aims to raise standards, to improve technique, to ascertain values, to safeguard relations, and to cooperate with other organized effort in related fields.

One of the major aims of the Association is to keep advertising agency practice on a high level, in order that it may be most useful to the advertiser, most helpful to the publisher and respected by business men.



## ORGANIZATIONS

Early in its career the Association adopted for the guidance of its members two official statements. One is entitled "Agency Service Standards," in which agency service is defined, so that advertisers and publishers may know what to expect and agencies may know what should be required of them, thus discouraging the incompetent and encouraging those equipped to render effective service.

The other statement, entitled "Standards of Practice," deals with agency relations with media, clients and the public, with fair and ethical agency competition, and other professional ethics.

### American Bar Association (Standing Committee on Communications)

Office of the Chairman: 920 Southern Bldg., Washington, D. C.

#### COMMITTEE

Chairman..... Robert N. Miller  
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 Committeeman..... John Morgan Davis  
 Committeeman..... Charles E. Kenworthy  
 Committeeman..... Whitney North Seymour  
 Secretary..... David W. Richmond

#### FUNCTIONS

The main function of this committee is to keep in touch with any phase of the field of communications in which the American Bar Association may have an interest. It reports to the Bar Association at intervals with recommendations for action, and carries out such mandates as it receives from the Association.

### American Communications Association (C. I. O.)

10 Bridge St., New York, N. Y.  
 Bowling Green 9-3006

#### OFFICERS

President..... James P. Selly  
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### American Council on Education

744 Jackson Place, Washington, D. C.  
 National 6591

#### EXECUTIVE OFFICERS

President..... George F. Zook  
 President Emeritus..... C. R. Mann  
 Vice-President..... C. S. Marsh  
 Assistant to President..... Donald J. Shank  
 Chief Accountant..... Grace R. Ontrich

#### FUNCTIONS

This Council's purpose is to advance American education through comprehensive voluntary, cooperative action on the part of educational associations, organizations and institutions, through the promotion, initiation and administration of systematic studies, cooperative experiments, and conferences. It has sponsored two national conferences on educational broadcasting to provide a national forum of educational and broadcasting interests for the furthering of education by radio. It also has an educational motion picture project which is evaluating and producing classroom films.

### American Federation of Musicians

1450 Broadway, New York, N. Y.  
 Pennsylvania 6-2545

#### OFFICERS

President..... James C. Petrillo  
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#### EXECUTIVE COMMITTEE

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### American Federation of Radio Artists (AFRA)

2 West 45th St., New York, N. Y.  
 Vanderbilt 6-1810

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#### BRANCH OFFICES

Chicago Local—540 North Michigan Avenue, Chicago, Ill.; Raymond Jones, Executive Secretary; Phone, Superior 6517.

Lcs Angeles Local—6331 Hollywood Boulevard, Hollywood, Calif.; I. B. Kornblum, Executive Secretary; Phone, Hillside, 5121.

San Francisco Local—111 O'Farrell Street, San Francisco, California; Vic Connors, Executive Secretary; Phone, Sutter 3196, San Francisco, California.

Cincinnati Local—Box No. 2, Burnet Woods Station, Cincinnati, Ohio.

Montreal Local—1126 St. Catherine St., West Montreal, Canada.

Detroit Local—1003 Tuller Hotel, Detroit, Mich.

St. Louis Local—4317 Lindell Blvd., St. Louis, Mo.

Miami Local—Box 3082, Miami, Fla.

Denver Local—598 South Navajo St., Denver, Colo.

Racine Local—804 Hamilton St., Racine, Wisc.

Cleveland Local—11418 Bellflower Rd., Cleveland, Ohio.

Other locals located in Des Moines, Ia.; Philadelphia, Pa.; Pittsburgh, Pa.; Schenectady, N. Y.; Boston, Mass.; Birmingham, Ala.; Shreveport, La.; Racine, Wisc.; Washington, D. C.; Charlotte, N. C.; Portland, Ore.

### American Guild of Musical Artists, Inc. (A. F. L.)

545 Fifth Ave., New York, N. Y.  
 Vanderbilt 6-6340

#### OFFICERS

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## BRANCH OFFICES

Hollywood: 7046 Hollywood Blvd.—Phone, Hollywood 7311; San Francisco: 111 O'Farrell St.—Phone, Sutter 3196; Chicago: 540 N. Michigan Blvd.—Phone, Superior 6517.

## FUNCTIONS

AGMA is a union whose purpose is to bargain collectively on behalf of solo musical artists in the protection of their common interests. It is not directly engaged in the radio industry and is affiliate of the American Federation of Radio Artists which has direct jurisdiction over broadcasting artists.

## American Guild of Radio Announcers and Producers

13-26 142nd St., Melba, Long Island  
INdependence 3-2633

## OFFICERS

Secretary-Treasurer ..... Roger Bower

## FUNCTIONS

This organization is an independent labor union, industrial in character, representing announcers, producers, sound effects technicians, radio engineers, etc., at radio stations throughout the United States.

## American Institute Of Electrical Engineers

33 West 39th St., New York, N. Y.  
PENnsylvania 6-9220

## OFFICERS

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Vice-President ..... Everett S. Lee  
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## FUNCTIONS

The major purposes of the American Marketing Association are: (1) To foster scientific study and research in the field of marketing; (2) To develop sound thinking in marketing theory and more exact knowledge and definition of marketing principles; (3) To improve the methods and technique of marketing research; (4) To contribute to the improvement of the teaching of marketing; (5) To develop better public understanding and appreciation of marketing problems; (6) To study and discuss legislation and judicial decisions regarding marketing; (7) To improve marketing personnel and study personnel problems; (8) To record progress in marketing through the publication of a journal; (9) To encourage and uphold sound, honest practices, and to keep marketing work on a high ethical plane.

## American Newspaper Publishers Association

370 Lexington Ave., New York, N. Y.  
CALedonia 5-2000

## OFFICERS

President ..... John S. McCarrens  
Vice-President ..... Walter M. Dear

Secretary ..... Norman Chandler  
Treasurer ..... W. G. Chandler  
General Manager ..... Cranston Williams

## FUNCTIONS

To foster and protect the business and business interests of daily newspapers.

## The American Radio Relay League, Inc.

38 LaSalle Road, West Hartford, Conn.  
Hartford 3-6269

## OFFICERS

President ..... George W. Bailey  
Vice-President ..... Charles E. Blalack  
Managing Secretary ..... Keneth B. Warner  
Treasurer ..... A. A. Hebert  
Communications Manager ..... F. E. Handy

## FUNCTIONS

The American Radio Relay League is a non-commercial association of radio amateurs, bonded for the promotion of interest in amateur radio communication and experimentation, for the relaying of messages by radio, for the advancement of the radio art and of the public welfare, for the representation of the amateur in legislative matters, and for the maintenance of fraternalism and a high standard of conduct. The League publishes QST, a publication devoted solely to amateur radio, issued monthly. It also publishes The Radio Amateur's Handbook annually and other publications.

## American Society of Composers, Authors and Publishers

30 Rockefeller Plaza, New York, N. Y.  
COLUMbus 5-7464

## OFFICERS

President ..... Gene Buck  
Vice-President ..... Louis Bernstein  
Vice-President ..... Otto A. Harbach  
Secretary ..... George W. Meyer  
Treasurer ..... Gustave Schirmer  
Assistant Secretary ..... J. J. Bregman  
Assistant Treasurer ..... Irving Caesar  
General Manager ..... John G. Paine

## ADMINISTRATIVE COMMITTEE

E. C. Mills, Chairman; Gene Buck, Louis Bernstein, Irving Caesar, Walter Fischer.

## BOARD OF DIRECTORS

Fred E. Ahlert, Louis Bernstein, J. J. Bregman, Saul Bornstein, Gene Buck, Irving Caesar, J. J. Robbins, John O'Connor, Max Dreyfus, George Fischer, Walter Fischer, Oscar Hammerstein II, Otto A. Harbach, Raymond Hubbell, Jerome Kern, Edgar Leslie, John W. Mercer, Geo. W. Meyer, Jack Mills, Gustave Schirmer, Oley Speaks, Herman Starr, Deems Taylor, Will Von Tilzer.

## FUNCTIONS

ASCAP licenses public performance for profit of music copyrighted by its members and the members of many similar societies located in foreign countries.

## BRANCH OFFICES AND REPRESENTATIVES

ALABAMA: I. T. Cohen, 607-11 First National Bank Bldg., Atlanta, Ga.  
ALASKA: Herman D. Kenin, 911 Public Service Bldg., Portland, Ore.  
ARIZONA: Frank E. Hickey, 414 Guaranty Bldg., 6331 Hollywood Blvd., Hollywood, Calif.  
ARKANSAS: Milsten and Milsten, 1613-14 Tower Petroleum Bldg., 1905 Elm St., Dallas, Texas.  
CALIFORNIA: (Northern Part) H. A. Levinson, 111 Sutter Bldg., San Francisco, Calif.; (Southern Part) Murray Stravers, 414 Guaranty Bldg., 6331 Hollywood Blvd., Hollywood, Calif.  
COLORADO: H. O. Bergkamp, 1101-2 Security Bldg., Denver, Colo.  
CONNECTICUT: R. W. Rome, 44 School Street, Boston, Mass.  
DELAWARE: E. A. Sherwood, 1616 Baltimore Trust Bldg., Baltimore, Md.  
DISTRICT OF COLUMBIA: E. A. Sherwood, 1616 Baltimore Trust Bldg., Baltimore, Md.  
FLORIDA: I. T. Cohen, 607-11 First National Bank Bldg., Atlanta, Ga.

# ORGANIZATIONS

**GEORGIA:** I. T. Cohen, 607-11 First National Bank Bldg., Atlanta, Ga.  
**IDAHO:** Hermin Kenin, 911 Public Service Bldg., Portland, Ore.  
**ILLINOIS:** E. S. Hartman, 7 So. Dearborn St., Chicago, Ill.  
**INDIANA:** Sneathen & Summers, 1214 Circle Tower, Indianapolis, Ind.  
**IOWA:** John C. Wooden, 601 Des Moines Bldg., Des Moines, Iowa.  
**KANSAS:** American Society of Composers, Authors & Publishers, 30 Rockefeller Plaza, New York, N. Y.  
**KENTUCKY:** William F. Clarke, Jr., Louisville Trust Bldg., Louisville, Ky.  
**LOUISIANA:** J. Studebaker Lucas, 1015 Carondelet Bldg., New Orleans, La.  
**MARYLAND:** E. A. Sherwood, 1616 Baltimore Trust Bldg., Baltimore, Md.  
**MASSACHUSETTS:** R. W. Rome, 44 School Street, Boston, Mass.  
**MICHIGAN:** Grosner & Burak, 782-784 Penobscot Bldg., Detroit, Mich.  
**MINNESOTA:** Dwain M. Ewing, 909 Northwestern Bank Bldg., Minneapolis, Minn.  
**MISSISSIPPI:** J. Studebaker Lucas, 1015 Carondelet Bldg., New Orleans, La.  
**MISSOURI:** (Address Nearest Office) Maurice J. O'Sullivan, 700 Cloyd Bldg., Kansas City, Mo. Karl P. Spencer, 950 Telephone Bldg., 1010 Pine St., St. Louis, Mo.  
**NEBRASKA:** E. N. Blazer, 301 Electric Bldg, Omaha, Nebr.  
**NEVADA:** H. A. Levinson, 111 Sutter Bldg., San Francisco, Calif.  
**NEW HAMPSHIRE:** R. W. Rome, 44 School St., Boston, Mass.  
**NEW JERSEY:** Rothkranz & Kane, 744 Broad St., Newark, N. J.  
**NEW MEXICO:** H. O. Bergcamp, Security Bldg., Denver, Colo.  
**NEW YORK:** (Address Nearest Office) American Society of Composers, Authors and Publishers, 30 Rockefeller Plaza, New York, N. Y. Lawrence Schlus, 1140 Lincoln-Alliance Bank Bldg., Rochester, N. Y.  
**NORTH CAROLINA:** I. T. Cohen, 607-11 First National Bank Bldg., Atlanta, Ga.  
**NORTH DAKOTA:** Dwain M. Ewing, 909 Northwestern Bank Bldg., Minneapolis, Minn.  
**OHIO:** (Address Nearest Office) Samuel Feldman, 3910-11 Carew Towers, Cincinnati, Ohio. Frankel & Frankel, 1520 NBC Bldg., Cleveland, Ohio.  
**OKLAHOMA:** Milsten & Milsten, 1613-14 Tower Petroleum Bldg., 1905 Elm St., Dallas, Texas.  
**OREGON:** Herman Kenin, 911 Public Service Bldg., Portland, Oregon.  
**PENNSYLVANIA:** (Address Nearest Office) (Western Part) William J. O'Brien, 509 Grant Bldg., Pittsburgh, Pa. (Eastern Part) H. A. Brown, 1638 Lincoln Liberty Bldg., Philadelphia, Pa.  
**RHODE ISLAND:** R. W. Rome, 44 School Street, Boston, Mass.  
**SOUTH CAROLINA:** I. T. Cohen, 607-11 First National Bank Bldg., Atlanta, Ga.  
**SOUTH DAKOTA:** Dwain M. Ewing, 909 Northwestern Bank Bldg., Minneapolis, Minn.  
**TENNESSEE:** I. T. Cohen, 607-11 First National Bank Bldg., Atlanta, Ga.  
**TEXAS:** Milsten & Milsten, 1613-14 Tower Petroleum Bldg., 1905 Elm Street, Dallas, Texas.  
**UTAH:** H. O. Bergcamp, Security Bldg., Denver, Colo.  
**VERMONT:** R. W. Rome, 44 School Street, Boston, Mass.  
**VIRGINIA:** I. T. Cohen, 607-11 First National Bank Bldg., Atlanta, Ga.  
**WASHINGTON:** American Society of Composers, Authors and Publishers, 30 Rockefeller Plaza, New York, N. Y.  
**WEST VIRGINIA:** I. T. Cohen, 607-11 First National Bank Bldg., Atlanta, Ga.  
**WISCONSIN:** Robert A. Hess, Plankinton Bldg., Milwaukee, Wis.  
**WYOMING:** H. O. Bergkamp, 1101-2 Security Bldg., Denver, Colo.

**EUROPEAN REPRESENTATIVE:** Hugo Bryk, 27-33 Champs-Elysees, Paris (8e), France.  
**JAPAN:** Dr. W. Plage, 29 Mikawadaimachi, Azabu-Ku, Tokyo, Japan.  
**ARGENTINA:** G. Giacompol, Sante Fe 1548, Buenos Aires, Argentina.  
**HAWAII:** H. A. Levinson, 111 Sutter Bldg., San Francisco, Calif.  
**PUERTO RICO:** Stanley Shepard, Camino Del Acueducto de Guaynabo, Box 3667, Santurce, Puerto Rico.  
**CUBA:** Dr. Ricardo E. Viurrun, 7 O'Keilly Street, Havana, Cuba.

## Associated Actors and Artistes of America

45 West 47th St., New York, N. Y.  
 Phone: BRyant 9-3550

### OFFICERS

President-Executive Director.....Frank Gillmore  
 Executive Secretary.....Paul Dultzell  
 1st Vice-President.....Jean Greenfield  
 2nd Vice-President.....Kenneth Thomson  
 Treasurer.....Ruth Richmond  
 Counsel.....Paul M. Turner

### FUNCTIONS

Associated Actors and Artistes of America, generally known as the Four A's, holds the international charter from American Federation of Labor covering theatrical entertainers. Actors' Equity, American Federation of Radio Artistes, Screen Actors Guild, Chorus Equity, American Guild of Variety Artists, American Guild of Musical Artists, etc., are granted charters via Four A's.

## Associated Broadcast Technicians, Unit of the International Brotherhood of Electrical Workers

1200 Fifteenth St., N.W., Washington, D. C.

### OFFICERS

President.....Lyman C. Swendson  
 (WCCO, Minneapolis)  
 Recording Secretary.....Robert J. Mayberry  
 (WABC, New York City)  
 Financial Secretary.....Edward L. Philbrick  
 (WEEI, Boston)  
 Treasurer.....Ted Denton, Jr.  
 (KNX, Los Angeles)  
 National Business Manager and International Representative.....D. J. Dunlop

### REGIONAL OFFICERS

1st Region.....Edward L. Philbrick  
 (WEEI, Boston)  
 2nd Region.....Robert J. Mayberry  
 (WABC, New York City)  
 3rd Region.....Edwin F. Laker  
 (WJSV, Washington, D. C.)  
 4th Region.....Ralph F. Painter  
 (WBT, Charlotte, N. C.)  
 5th Region.....Howard Hayes  
 (WKRC, Cincinnati)  
 6th Region.....F. A. George  
 (WCFL, Chicago)  
 7th Region.....Percy Zeigler  
 (KOWH, Omaha)  
 8th Region.....Ted Denton, Jr.  
 (KNX, Los Angeles)

### FUNCTIONS

This association is a labor union representing broadcast technicians only.

## Association of Canadian Advertisers, Inc.

85 Richmond St., West, Toronto, Ont.  
 Adelaide 9774

### OFFICERS

President.....C. R. Vint  
 (Colgate-Palmolive-Peet Co., Ltd.)  
 Vice-President.....Robert E. Jones  
 (General Foods, Ltd.)  
 Vice-President.....P. K. Abrahamson  
 (The Borden Co., Ltd.)

# ORGANIZATIONS

Vice-President ..... E. F. Millard  
 (Ford Motor Co. of Canada)  
 Vice-President ..... R. E. Merry  
 (Lever Bros., Ltd.)  
 Treasurer ..... G. S. H. Carter  
 (Toronto General Trusts Corp.)  
 Secretary ..... F. E. Clotworthy

### DIRECTORS

Glen Bannerman, Hudson Motors of Canada; B. W. Keightley, Canadian Industries, Ltd.; H. H. Rimmer, Canadian General Electric Co.; K. R. Townsend, Canadian Westinghouse Co.; W. O. H. James, The Dominion Bank; J. W. Doherty, Imperial Oil, Ltd.; J. E. Mascro, Canada Dry Ginger Ale, Ltd.; Ray L. Sperber, Sterling Products, Ltd.; Neil B. Potter, Howard Smith Paper Mills, Ltd.

### FUNCTIONS

Association of Canadian Advertisers (ACA) is a mutual organization of national advertisers in Canada, organized to make advertising better and more effective for its members. The organization compiles "Analysis of Circulation of Canadian Publications," which is published every two years.

## Association of National Advertisers, Inc.

330 West 42nd St., New York, N. Y.  
 BRyant 9-6330

### OFFICERS

Chairman of Board ..... H. W. Roden  
 (Harold H. Clapp, Inc.)  
 Vice-Chairman ..... Gordon E. Cole  
 (Cannon Mills, Inc.)  
 Vice-Chairman ..... Carleton Healy  
 (Hiram Walker, Inc.)  
 President ..... Paul B. West  
 Treasurer ..... M. H. Leister  
 (Sun Oil Co.)  
 Secretary ..... G. S. McMillan

### DIRECTORS

Albert Brown, The Best Foods, Inc.; Robert B. Brown, Bristol-Myers Co.; A. O. Buckingham, Cluett Peabody & Co.; Northrop Clarey, Standard Oil Co. of New Jersey; Keith J. Evans, Inland Steel Co.; Price Gilbert, Jr., The Coca Cola Co.; P. C. Handerson, The B. F. Goodrich Co.; W. A. Hart, E. I. du Pont de Nemours & Co.; M. H. Leister, Sun Oil Co.; C. G. Mortimer, Jr., General Foods Corp.; Leo Nejeleski, The Peppesdot Co.; D. P. Smelser, The Proctor & Gamble Co.; H. M. Warren, National Carbon Co.

### FUNCTIONS

The Association of National Advertisers is composed of the leading companies of the United States who use advertising. Its function is to represent them and further their interests as buyers of advertising.

## Association of Radio Transcription Producers of Hollywood, Inc.

Hollywood Blvd. at Cosmo, Hollywood, Calif.  
 HOLLYwood 3545

### OFFICERS

President ..... Gerald King  
 Secretary ..... C. P. MacGregor  
 Treasurer ..... J. Messer  
 General Counsel ..... John J. Wilson

### DIRECTORS

Gerald King, C. P. MacGregor, A. Schrade.

### FUNCTIONS

This organization is a cooperative trade association of companies active in the transcription business in Hollywood. Membership is composed of: Allied Phonograph & Record Co.; Radio Transcription Co. of America, Ltd.; C. P. MacGregor Sound Studios; Ray Morgan & Co.; Standard Radio; Field Bros.; Edward Sloman Productions, Ltd.; George Logan Price, Inc.

## Authors' Guild

6 E. 39th St., New York, N. Y.  
 MURray Hill 5-6930

### OFFICERS

President ..... Hendrik Willem van Loon

Vice-President ..... Henry F. Pringle  
 Secretary ..... Margaret Widdemore

## Authors' League

6 E. 39th St., New York, N. Y.  
 MURray Hill 5-6930

### OFFICERS

President ..... Elmer Davis  
 Vice-President ..... Howard Lindsay  
 Secretary ..... Homer Croy  
 Assistant Secretary ..... Margaret Scheuerman

### FUNCTIONS

The Authors' League of America, Inc., is the national organization of authors, dramatists, screen writers and radio writers. It was organized in 1912 in order to procure adequate copyright legislation, both international and domestic; to protect the rights and property of all those who create copyrightable material of whatever kind or nature; to advise and assist all such in business matters relating to the disposal of their productions and to obtain for them prompt remuneration therefor; to disseminate information among them as to their just rights and remedies. Its membership is approximately 4,200.

## Broadcast Music, Inc. (BMI)

580 Fifth Ave., New York, N. Y.  
 PENNSYlvania 6-4566

### OFFICERS

President ..... Neville Miller  
 Vice-President-General Manager ..... M. E. Tompkins  
 Vice-President-General Counsel ..... Sydney M. Kaye  
 Treasurer ..... C. E. Lawrence

### DIRECTORS

Neville Miller, National Association of Broadcasters; Walter Damm, WTMJ; John Elmer, WCBM; Edward Kauber, Columbia Broadcasting System; Niles Trammell, National Broadcasting Co.; Paul Morency, WTIC; John Shepard, 3rd, The Yankee Network; Theodore C. Streibert, Mutual Broadcasting System.

### BRANCH OFFICES

1549 North Vine St., Hollywood, Calif.  
 Executive-in-Charge ..... Harry Engel

54 West Randolph St., Chicago, Ill.  
 Executive-in-Charge ..... James Cairns

### FUNCTIONS

The functions of BMI are: (1) To buy and publish original music; (2) to coordinate and license the performing rights to music published under its own imprint and of music in the catalogs of affiliated publishers and performing rights societies; (3) to provide equal opportunity of recognition for all writers and composers.

## Canadian Association of Advertising Agencies

401 Yardley House, Toronto, Ont., Canada  
 Waverly 6157

### OFFICERS

President ..... E. W. Reynolds  
 (E. W. Reynolds & Co.)  
 Vice-President ..... J. W. Thain  
 (A. McKim, Ltd.)  
 Treasurer ..... A. J. Denne  
 (A. J. Denne & Co.)

### FUNCTIONS

Canadian Association of Advertising Agencies is a trade organization made up of the majority of advertising agencies in Canada.

## Canadian Association of Broadcasters

801 Victory Bldg., Toronto, Ont.  
 Canada  
 Elgin 5623

### OFFICERS

President ..... Glenn Bannerman  
 Vice-President ..... H. Gordon Love  
 Secretary-Treasurer ..... T. Arthur Evans

# ORGANIZATIONS

## DIRECTORS

Harry Sedgwick, CFRB, Toronto; J. N. Thivierge, CHRC, Quebec; E. T. Sandell, CKTB, St. Catharines; George Chandler, CJOR, Vancouver; J. Stewart Neill, CFWB, Fredericton; H. R. Carson, CFAC, Calgary; H. Gordon Love, CFCN, Calgary.

## FUNCTIONS

The Canadian Association of Broadcasters is a trade association comprising 57 privately owned radio stations.

## Canadian Performing Right Society, Ltd.

1003 Royal Bank Bldg., Toronto, Canada

### OFFICERS

President-Managing Director... H. T. Jamieson, F.C.A.

### BOARD OF DIRECTORS

Gene Buck, Louis Bernstein, John G. Paine, Ralph Hawkes, Holmes Maddock, H. T. Jamieson.

## Catholic Actors Guild of America, Inc.

Hotel Astor, New York, N. Y.  
Circle 6-5566

### OFFICERS

President.....George M. Cohan  
First Vice-President.....Gene Buck  
Second Vice-President.....Hugh O'Connell  
Honorary Vice-Presidents:

Bing Crosby, Dan Healy, Pat O'Brien

Chaplain.....Very Rev. Edward F. Leonard  
Treasurer.....Rev. John F. White  
Recording Secretary.....Don Caufier  
Counsel.....Hon. Alfred J. Tavey  
Historian.....Allyn Gillyn  
Executive Secretary.....George Buck  
Chairman of Executive Board.....William David  
Social Secretary (Theatrical).....Jane Hoy  
Social Secretary (Non-Theatrical)

Mrs. Cornelius J. Gallagher

### FUNCTIONS

The Catholic Actors Guild is a charitable, benevolent and social organization for the people of the theatre, screen and radio, non-sectarian in scope.

## Catholic Writers Guild of America, Inc.

128 W. 71st St., New York, N. Y.  
Endicott 2-0411

### OFFICERS

President.....Joseph Avery Durkin  
1st Vice-President.....Edwin P. Kilroe  
2nd Vice-President.....Richard Reid  
3rd Vice-President.....Daniel D. Halpin  
Treasurer.....Hugh A. O'Donnell  
Financial Secretary.....Eleanor M. Tucker  
Recording Secretary.....Clarence F. Hunter  
Corresponding Secretary.....Bernadette A. Forrest  
Counsel.....Henry N. Steinert  
Spiritual Director.....Rev. John B. Kelly  
Honorary President.....Very Rev. Francis Joseph Spellman  
President Emeritus.....James J. Walsh

### BOARD OF GOVERNORS

Thomas E. Woodlock, Very Rev. Fulton J. Sheen, Eugene A. Colligan, Victor Ridder, Elizabeth Jordan, James O'Shaughnessy, Kathleen Norris, Rev. Hugh Morley, Katherine Ederly, Charles H. Moran, Margaret Marshall, Nick Kenny, Mrs. Philip Brennan, Nicholas Farley, Kenton Kilmer.

## Clear Channel Group

914 National Press Building, Washington, D. C.  
Metropolitan 1464

### OFFICERS

Chairman.....Edwin W. Craig  
Chairman, Engineering Committee.....J. H. DeWitt, Jr.  
Counsel.....Louis G. Caldwell

### FUNCTIONS

The function of the Clear Channel Group is to

foster the interests of independently-owned clear channel standard broadcast stations in matters of engineering allocation, national and international, to the end of preserving and improving radio reception to rural and sparsely settled areas and to cities and towns having no stations of their own.

## Defense Communications Board

Chairman's Office: c-o Federal Communications Commission, Washington, D. C.

### PERSONNEL

James Lawrence Fly, Chairman, Federal Communications Commission; Major General Joseph O. Mauborgne, Chief Signal Officer of U. S. Army; Rear Admiral Leigh Noyes, Director of Naval Communications; Breckenridge Long, Assistant Secretary of State in charge of the Division of International Communications; Herbert E. Gaston, Assistant Secretary of Treasury in charge of Coast Guard.

### COMMITTEES

Coordinating: E. K. Jett, Chief Engineer of the Federal Communication Commission, Chairman; Francis C. De Wolf, Department of State; Major W. T. Guest, Department of War; Commander Earl E. Stone, Department of Navy; Commander J. F. Far'c, Chief of Communications, U. S. Coast Guard, Department of Treasury.

Law: Telford Taylor, General Counsel of Federal Communications Commission, Chairman; Captain J. W. Huysson, Office of the Judge Advocate General, Department of War; Steven Spingarn, Department of Treasury; Lt. Commander Franz O. Willenbacher, Department of Navy; Raymond T. Ringling, Department of State.

Labor Advisory: (not named at time of going to press).

Industry Advisory: (not named at time of going to press).

Domestic Broadcasting: Neville Miller, Chairman; Andrew D. Ring, Secretary.

Subsidiary Committees: International Radio Advisory Committee, International Broadcasting Committee, Radio Communications Committee, State and Municipal Facilities Committee, Telegraph Committee, Telephone Committee, Amateur Radio Committee, Aviation Radio Committee, Cable Committee.

## The Dramatists' Guild

6 E. 39th St., New York, N. Y.  
Murray Hill 5-6930

### OFFICERS

President.....Elmer Rice  
Vice-President.....George S. Kaufman  
Chairman of the Board.....Edward Childs Carpenter  
Secretary.....Richard Rodgers  
Executive Secretary.....Luise Silcox  
Annual meeting and election: November; Membership: 2500.

### FUNCTIONS

The Dramatists' Guild is one of the guilds of the Authors' League of America, Inc. The guild is primarily a protective organization for playwrights.

## Federal Communications Bar Association

921 Tower Bldg., Washington, D. C.

### OFFICERS

President.....Herbert M. Bingham  
First Vice-President.....John M. Littlepage  
Second Vice-President.....Ralph A. Van Orsdal  
Secretary.....Percy H. Russell, Jr.  
Treasurer.....Paul A. Porter

### FUNCTIONS

To promote the proper administration of the Communications Act of 1934 and related acts, to uphold the honor of practice before the Federal Communications Commission, and to encourage cordial intercourse among the practitioners. It issues a monthly publication, the Federal Communications Bar Journal, which is devoted to matters of interest pertaining to communications law.

# ORGANIZATIONS

## Federal Radio Education Committee (FREC)

Room 3555 South Interior Bldg., Washington, D. C.  
 Republic 1820, Extension 2280

### OFFICERS

Chairman..... J. W. Studebaker  
 Vice-Chairman..... C. F. Klinefelter  
 Secretary..... Gertrude G. Broderick  
 Assistant to the Chairman  
 In Charge of Service..... W. D. Boutwell  
 Assistant to the Chairman  
 In Charge of Research and Editor..... Leonard Power

### COMMITTEE

John Elmer, WCBM, Baltimore; Willard Givens, National Education Association; Reverend George Johnson, Catholic University of America; Neville Miller, National Association of Broadcasters; Harold B. McCarthy, National Association of Educational Broadcasters; A. D. Ring, Federal Communications Commission; Walter G. Preston, Jr., National Broadcasting Co.; Levering Tyson, Muhlenberg College; Sterling Fisher, Columbia Broadcasting System; John W. Studebaker, United States Commissioner of Education.

### FUNCTIONS

The Federal Radio Education Committee was appointed in 1935 by the Federal Communications Commission with the recommendation at that time that the broadcasters, on one hand, and the educators, on the other, would combine forces which would: (1) eliminate controversy and misunderstanding between groups of educators and between the industry and educators; (2) promote actual cooperative arrangements between educators and broadcasters on national, regional and local bases. Publications to date include Script Exchange Catalog, Glossary of Radio Terms, "Americans All—Immigrants All," a supplementary teaching aid in the use of recordings of program series of the same name, the FREC Service Bulletin, and Forums on the Air.

## Federal Trade Commission

Constitution Ave. at 6th St., N.W., Washington, D.C.  
 National 8206

### PERSONNEL

Chairman..... Charles H. March  
 Commissioner..... Ewin L. Davis  
 Commissioner..... Garland S. Ferguson  
 Commissioner..... William A. Ayres  
 Commissioner..... Robert E. Freer  
 Secretary..... Otis B. Johnson  
 Chief Economist..... Col. William H. England  
 Director, Radio & Periodical Division..... P. B. Morehouse  
 Assistant Director, Radio & Periodical Division..... William F. Davidson

### FUNCTIONS

The Federal Trade Commission is a Governmental agency whose object is to prevent unfair methods of competition and unfair and deceptive acts and practices in commerce. For a description of the actual procedure and work of this body see articles appearing in other sections of this volume.

## Financial Advertisers Association

221 S. La Salle St., Chicago, Ill.  
 State 5547

### OFFICERS

President..... Robert J. Izant  
 First Vice-President..... Victor Cullin  
 Second Vice-President..... L. E. Townsend  
 Third Vice-President..... Lewis F. Gordon  
 Treasurer..... Fred W. Mathison  
 Executive Vice-President..... Preston E. Reed

## First Advertising Agency Group

524 Union Commerce Bldg., Cleveland, Ohio  
 Main 5194

### OFFICERS

President..... Lee E. Donnelley  
 Vice-President..... Norman Lewis  
 Secretary-Treasurer..... Melvin F. Hall

### BRANCH OFFICES

Membership in this organization includes advertis-

ing agencies in the following cities: Albany, N. Y.; Atlanta, Ga.; Buffalo, N. Y.; Cincinnati, Ohio; Cleveland, Ohio; Denver, Colo.; Des Moines, Iowa; Detroit, Mich.; Jacksonville, Fla.; Los Angeles, Calif.; Nashville, Tenn.; New York, N. Y.; Oakland, Calif.; Philadelphia, Pa.; Pittsburgh, Pa.; Portland, Ore.; Richmond, Va.; San Francisco, Calif.; San Jose, Calif.; Salt Lake City, Utah; Seattle, Wash.; St. Louis, Mo.; Tacoma, Wash.; Toronto, Ont.; Montreal, Que.; Halifax, Nova Scotia; Vancouver, B. C.; Winnipeg, Manitoba.

### FUNCTIONS

This organization is a cooperative group of independently owned advertising agencies using identical standards of agency procedure and acting as branch offices in the interest of each member.

## F M Broadcasters, Inc. (FMBI)

21 Brookline Ave., Boston, Mass.  
 Commonwealth 0800

### OFFICERS

President..... John Shepard, 3rd  
 Vice-President..... John V. L. Hogan  
 Secretary-Treasurer..... Robert T. Bartley

### DIRECTORS

Walter J. Damm; Franklin M. Doolittle, C. M.  
 Walter J. Damm, Franklin M. Doolittle, C. M.  
 Jansky, r., Ray H. Manson, Carl Meyers, Paul W.  
 Morency, T. C. Streibert.

### BRANCH OFFICE

52 Vanderbilt Ave., New York, N. Y.  
 Phone, Murray Hill 7201

Director of Promotion..... Dick Dorrance

### FUNCTIONS

FM Broadcasters, Inc., is a national organization of a non-profit nature, representing the concerted efforts of leading FM proponents to see that FM advances in a coordinated, logical manner.

## Georgia Association of Broadcasters

c-o Radio Station WRBL, Columbus, Ga.

### OFFICERS

President..... James Woodruff, Jr.  
 (WRBL, Columbus)  
 Vice-President..... Ray Ringston  
 (WRDL, Augusta)  
 Secretary-Treasurer..... Margie Willis  
 (WTOG, Savannah)

### DIRECTORS

E. K. Cargill, WMAZ, Macon; Jack Williams, WAYX,  
 Waycross; Leon Reinsch, WSB, Atlanta.

### FUNCTIONS

The Georgia Association of Broadcasters is a regional trade association of 19 Georgia broadcasting stations.

## Independent Radio Network

### Affiliates, Inc. (IRNA)

Chairman's Office: 200 Bankers Securities Bldg.,  
 Philadelphia, Pa.

### OFFICERS

Chairman..... Samuel R. Rosenbaum  
 (WFIL, Philadelphia)  
 Vice-Chairman & Treasurer..... Paul W. Morency  
 EXECUTIVE COMMITTEE

Martin B. Campbell, WFAA, Dallas, Texas; H. K. Carpenter, WHK, Cleveland, Ohio; Don S. Elias, WWNC, Asheville, N. C.; I. R. Lounsberry, WGR, Buffalo, N. Y.; P. W. Morency, WTIC, Hartford, Conn.; Samuel R. Rosenbaum, WFIL, Philadelphia, Pa.

### DIRECTORS

Martin Campbell, WFAA, Dallas, Texas; H. K. Carpenter, WHK, Cleveland, Ohio; Arthur B. Church, KMBC, Kansas City, Mo.; Edwin W. Craig, WSM, Nashville, Tenn.; Mark Ethridge, WHAS, Louisville, Ky.; Don S. Elias, WWNC, Asheville, N. C.; John A. Kennedy, WCHS, Charleston, W. Va.; I. R. Lounsberry, WGR, Buffalo, N. Y.; Paul W. Morency, WTIC, Hartford, Conn.; Charles W. Myers, KOIN, Portland, Ore.; George W. Norton, WAVE, Louisville, Ky.; Samuel R. Rosenbaum, WFIL, Philadelphia, Pa.; W. J. Scripps, WWJ, Detroit, Mich.; Hulbert Taft, Jr.,

# ORGANIZATIONS

WKRC, Cincinnati, Ohio; L. B. Wilson, WKCY, Cincinnati, Ohio.

## Institute of Radio Engineers, Inc.

330 West 42nd St., New York, N. Y.  
MEdallion 3-5661

### OFFICERS

President.....F. E. Terman  
Secretary.....Harold P. Westman

### FUNCTIONS

The Institute of Radio Engineers is a professional organization of engineers in radio and allied fields. It publishes a magazine entitled "Proceeding of the Institute of Radio Engineers" and conducts meetings in New York and various other cities in the United States, Canada and Argentine.

## Interdepartment Radio Advisory Committee (IRAC)

Chairman's Office: Federal Communications Commission, Washington, D. C.

### OFFICERS

Chairman.....E. K. Jett  
Vice-Chairman.....J. H. Dellinger  
Secretary.....Gerald C. Gross  
Assistant Secretary.....P. F. Siling

### MEMBERS

Department of Agriculture.....E. W. Loveridge  
Department of Commerce.....Dr. J. H. Dellinger  
Federal Communications Commission.....E. K. Jett  
Department of Interior.....C. D. Monteith  
Department of Justice.....T. D. Quinn  
Maritime Commission.....D. S. Brierly  
Department of Navy.....Admiral S. C. Hooper  
Post Office Department.....Roy M. Martin  
Department of State.....Thomas Burke  
Department of Treasury.....Commander J. F. Farley  
Department of War.....Major General J. O. Mauborgne

### ALTERNATE MEMBERS

Department of Agriculture.....Wallace L. Kaddery  
Department of Commerce.....L. H. Simson  
Federal Communications Commission.....Gerald C. Gross  
Department of Interior.....John S. Cross  
Department of Justice.....H. J. Walls  
Maritime Commission.....J. T. Welsh  
Department of Navy.....Commander John R. Redman  
Post Office Department.....none  
Department of State.....Francis C. de Wolf  
Department of Treasury.....Commander C. H. Peterson  
Department of War.....Major Wesley T. Guest

### FUNCTIONS

This committee, composed of representative officials from the various government departments and agencies is charged with advising the President in regard to the assignment of frequencies to government station or classes of station. Little of the committee's work is divulged for public information because of its nature (e.g. National Defense), which is confidential.

## International Committee On Radio (Comite International de la T. S. F.)

President's Office: c-o Federal Communications Commission, Washington, D. C.  
Treasurer's Office: Colorado Bldg., Washington, D.C.  
Secretary's Office: 1112 Connecticut Ave., N.W., Washington, D. C.

### OFFICERS

President.....T. A. M. Craven  
Vice-President.....Louis G. Caldwell  
Treasurer.....Howard S. LeRoy  
Secretary.....F. P. Guthrie

### EXECUTIVE COUNCIL

John W. Guider, Chairman; A. L. Ashby, Thad H. Brown, J. H. Dellinger, Francis C. DeWolf, William R. Vallance.

### FUNCTIONS

This organization is the American Section of the Comite International de la T. S. F.

## International Radio Club

Court House Bldg., Miami, Fla.  
Phone, 3-4431

### OFFICERS

President.....Jack Rice  
Vice-President.....F. C. Sowell  
(WLAC, Nashville, Tenn.)  
Vice-President.....E. K. Cargill  
(WMAZ, Macon, Ga.)  
Vice-President.....Norman Reed  
Vice-President.....Gene O'Fallon  
(KFEL, Denver, Colo.)  
Secretary.....Peggy Tooke  
Legal Counsellor.....Roger E. Davis  
Program Director.....Joseph Ries  
(WLW, Cincinnati, Ohio)  
Historian.....George Malcolm-Smith  
(WTIC, Hartford, Conn.)  
Musical Director.....Vincent Sorey

## International Short Wave Club

923 Vine Street, East Liverpool, Ohio  
Phone, 3546-W

### OFFICERS

President & Editor.....Arthur J. Green  
Board of Advisors.....Joseph B. Sessions  
Board of Advisors.....Jacob N. Kleimans  
Board of Advisors.....Charles H. Schroeder  
European Representative.....Arthur E. Bear

### BRANCH OFFICES

New York Chapter: Jacob N. Kleimans, Sec.; London (England) Chapter: Arthur E. Bear, Sec.; Manchester (England) Chapter: Officers to be elected monthly; Brighton (England) Chapter: John Bennett, Sec.; Guernsey (England) Chapter: F. S. LaPavoux, Sec. (Note: The English Chapters have temporarily suspended operations.)

### FUNCTIONS

The purpose of the organization is to gather information, helpful hints, station schedules, etc., and send this to members of the organization. The club has members in 141 countries and possessions that act as news reporters.

## The Lambs

130 W. 44th St., New York, N. Y.  
BRyant 9-8020

### OFFICERS

Shepherd.....Fred Waring  
Boy.....Raymond Peck  
Corresponding Secretary.....Jack Whiting  
Recording Secretary.....Bobby Clark  
Treasurer.....J. C. Cuppia  
Librarian.....Harold C. Hoffman

### MEMBERS OF THE COUNCIL

Arthur Hurley, Kenneth Webb, J. W. Powell, Martin Gillen, James E. Meighan, Earl Benham, John Hayden, Edward C. Lilley, John McManus, Percy Moore, Edwin Burke, Dr. M. Sayle Taylor, M. D. Stauffer, William P. Adams.

LIFE DIRECTORS: R. H. Burnside, A. O. Brown, Frank Crummit, William Gaxton.

## Market Research Council

122 East 42nd St., New York, N. Y.  
LExington 2-9680

### OFFICERS

President.....Arno H. Johnson  
(J. Walter Thompson Co.)  
Vice-President.....Frank M. Surface  
(Standard Oil Co. of N. J.)  
Secretary-Treasurer.....Will S. Johnson  
(Vick Chemical Co.)

### EXECUTIVE COMMITTEE

Arno H. Johnson, Arthur Hirose (McCall Corp.), Frank M. Surface, Will S. Johnson, Eimo Roper (Elmo Roper, Inc.).

### FUNCTIONS

This organization is a small informal group (limited membership) of leading market research men interested in general market research who meet monthly for a discussion of mutual problems.

# ORGANIZATIONS

## The Masquers

1755 N. Sycamore Ave., Hollywood, Calif.  
HOLLYWOOD 2164

### OFFICERS

Harlequin ..... Robert Armstrong  
Kierol ..... Alan Mowbray  
Ponchinello ..... Stanley Taylor  
Crescus ..... Howard B. Henshey  
Pantaloone ..... Joe E. Brown  
Reader ..... Frank Campeau

### JESTERATE

Billy Gilbert, Frank M. Fynn, David H. Thompson,  
William H. Dunn, Charles Vanda, Harry Joe Brown,  
William B. Davidson, James P. Normanly, Joseph M.  
Ratliff, Benjamin W. Shipman, Clay Clement, Russell  
Hicks, Charles Middleton, Gus Glassmire, John Sheehan.

### FUNCTIONS

The Masquers is a non-profit social club catering to male members of the stage and screen with a limited number of non-professional members.

## Music Publishers' Protective Association, Inc.

45 Rockefeller Plaza, New York, N. Y.  
Circle 6-3084

### OFFICERS

Chairman of the Board ..... Walter G. Douglas  
President ..... E. H. Morris  
Vice-President ..... Lester Santly  
Treasurer ..... J. J. Bregman  
General Manager ..... Harry Fox

## National Advisory Council on Radio in Education

60 E. 42nd St., New York, N. Y.  
MURRAY HILL 2-3420

### OFFICERS

Secretary ..... Dr. Levering Tyson

### FUNCTIONS

The National Advisory Council on Radio in Education was organized to promote the more effective utilization of the art of broadcasting in the general field of American education. Its membership includes representatives in the field of education, government and industry as well as the general public.

## National Association of Broadcasters

Normandy Bldg., 1627 "K" Street, N. W.,  
Washington, D. C.  
National 2080

### OFFICERS

President ..... Neville Miller  
Assistant to President-Acting  
Secretary-Treasurer ..... C. E. Arney, Jr.  
General Counsel ..... Russell P. Place  
Director of Public Relations ..... Edward M. Kirby  
Director of Labor Relations ..... Joseph L. Miller  
Director of Research ..... Paul F. Peter  
Assistant Research ..... J. Robert Myers  
Director of Engineering ..... Lynne C. Smeby  
Bureau of Radio Advertising ..... Sam J. Henry, Jr.  
Promotion ..... Arthur Stringer  
Auditor ..... Everett E. Revercomb

### BOARD OF DIRECTORS

#### District

- 1—Paul Morency, WTIC, Hartford, Conn.
- 2—Clarence Wheeler, WHEC, Rochester, N. Y.  
Edward Klauber, CES, New York, N. Y. (director-at-large)  
Fred Weber, New York, N. Y. (director-at-large)
- 3—Clifford M. Chafey, WEEU, Reading, Pa.
- 4—John A. Kennedy, WBLK, Clarksburg, W. Va.  
Frank M. Russell, WRC, Washington, D. C. (director-at-large)  
John Elmer, WCBM, Baltimore, Md. (director-at-large)
- 5—W. Walter Tison, WFLA, Tampa, Fla.
- 6—Edwin W. Craig, WSM, Nashville, Tenn.
- 7—J. H. Ryan, WSPD, Toledo, Ohio

Mark Ethridge, WHAS, Louisville, Ky. (director-at-large)

George W. Norton, Jr., WAVE, Louisville, Ky. (director-at-large)

- 8—John E. Felzer, WKZO, Kalamazoo, Mich.
- 9—William E. West, WTMV, East St. Louis, Ill.
- 10—John J. Gillin, Jr., WOW, Omaha, Nebr.  
Don Searle, KOIL, Omaha, Nebr. (director-at-large)
- 11—Earl H. Gammons, WCCO, Minneapolis, Minn.
- 12—Herbert Hollister, KFBI, Wichita, Kans.
- 13—O. L. Taylor, KGNC, Amarillo, Tex.  
Harold Hough, WBAP, Fort Worth, Tex. (director-at-large)
- 14—Eugene P. O'Fallon, KFEL, Denver, Colo.
- 15—Howard Lane, KFBK, Sacramento, Calif.
- 16—Harrison Hollway, KFI-KECA, Los Angeles, Calif.
- 17—C. W. Myers, KOIN, Portland, Ore.  
Harry R. Spence, KXRO, Aberdeen, Wash. (director-at-large)

### EXECUTIVE COMMITTEE

Neville Miller, Paul W. Morency, Don Searle, John A. Kennedy, Edwin W. Craig, Herbert Hollister, John Elmer.

## National Association of Educational Broadcasters

Exec. Secy., Radio Station WILL, Univ. of Illinois, Urbana, Illinois

### OFFICERS

President ..... Harold G. Ingham  
(KFBU, Lawrence, Kans.)  
Vice-President ..... M. C. Jensen  
(WCAL, Northfield, Minn.)  
Treasurer ..... W. I. Griffith  
(WOI, Ames, Iowa)  
Executive Secretary ..... Frank Schooley  
(WILL, Urbana, Illinois)

### FUNCTIONS

To further the interests of educational broadcasting stations and educators broadcasting over commercial stations.

## National Association of Performing Artists

630 Fifth Ave., New York, N. Y.  
Circle 7-8194

### OFFICERS

President ..... James J. Walker  
First Vice-President ..... Fred Waring  
Vice-President ..... Meyer Davis  
Vice-President ..... Paul Whiteman  
Vice-President ..... Al Jolson  
Secretary ..... Frank Crumit  
Treasurer ..... Don Voorhees  
General Counsel ..... Maurice J. Speiser

### BOARD OF DIRECTORS

Fred Waring, Chairman; Connie Boswell, Noel Coward, Bing Crosby, Frank Crumit, Meyer Davis, Mary Garden, Benny Goodman, Jascha Heifetz, Lewis James, Al Jolson, Hal Kemp, Arthur W. Levy, Guy Lombardo, John McCormack, Grace Moore, Ray Noble, Walter O'Keefe, Josef Pasternack, Dick Powell, Fritz Reiner, Jacob Rosenberg, Fabien Sevitsky, Nathaniel Shilkret, Lawrence Tibbett, Rudy Vallee, Don Voorhees, James J. Walker, Paul Whiteman, Victor Young, Efrem Zimbalist.

### FUNCTIONS

The object of the Association is to protect the recordings of its members and the prevention of their unauthorized use primarily by broadcast stations, coin-operated machines, etc.

## National Association of Regional Broadcast Stations

Munsey Bldg., Washington, D. C.  
METropolitan 0023

### OFFICERS

President ..... John Shepard 3rd  
(The Yankee Network, Boston)



# ORGANIZATIONS

Secretary-Treasurer.....Grace C. Inge's

## DIRECTORS

Campbell Arnoux, WTAR, Norfolk, Va.; Edgar L. Bill, WMBD, Peoria, Ill.; Edward Crancy, KGIR, Butte, Mont.; Edgar H. Twamley, WBEN, Buffalo, N. Y.; Hoyt Wooten, WREC, Memphis, Tenn.; Lewis Allen Weiss, Don Lee Broadcasting System, Los Angeles, Calif.

## FUNCTIONS

The objects of this association are to protect the interests of the members of the Association by opposing the enactment or adoption of any laws, rules, regulations, customs or practices which would discriminate against or in any way injure the members to any greater degree or in any different manner than licensees of broadcast stations who are ineligible for membership.

## National Better Business Bureau, Inc.

405 Lexington Ave., New York, N. Y.  
Murray Hill 6-3535

## OFFICERS

President.....R. P. Clayberger  
Vice-President.....Harry Dwight Smith  
Secretary.....Warren C. Agry  
Treasurer.....John L. Anderson  
General Manager.....Edward L. Greene

## FUNCTIONS

This organization assists the public, advertisers and publishers to avoid false and deceptive advertising. It cooperate with law enforcement agencies in this work.

## National Committee on Education by Radio

Room 308, One Madison Ave., New York, N. Y.  
CAledonia 5-6965

## OFFICERS

Chairman.....Arthur G. Crane  
(Pres., University of Wyoming)  
Vice-Chairman.....H. J. Umberger  
(Dir., Division of Extension, Kansas State College)  
Secretary.....S. Howard Evans

## FUNCTIONS

Acts as spokesman in radio matters for organized education. Publishes a bulletin titled "Education By Radio." Aids and encourages non-commercial radio stations. Promotes cooperation between educators and commercial broadcasters. Acts as clearing house for information about education by radio.

## National Independent Broadcasters, Inc. (NIB)

President's Office: 730 Fifth Ave., New York, N. Y.  
Washington Office: Edmonds Bldg., 917 Fifteenth St., N.W., Washington, D. C.  
Phone, Republic 3607

## OFFICERS

President.....Harold A. Lafount  
Vice-President.....Edward A. Allen  
Secretary-Treasurer.....Lloyd C. Thomas  
General Counsel.....Andrew W. Bennett  
Managing Director.....Edwin M. Spence

## DIRECTORS

District  
1—Stanley N. Schultz, WLAW, Lawrence, Mass.  
2—Harold A. Lafount, WOV, New York, N. Y.  
3—Frank R. Smith, Jr., WWSW, Pittsburgh, Pa.  
4—Edward A. Allen, WLVA, Lynchburg, Va.  
5—Maurice C. Coleman, WATL, Atlanta, Ga.  
6—Jack M. Draughton, WSIX, Nashville, Tenn.  
7—Steve A. Cisler, WGRC, Louisville, Ky.  
8—James F. Hopkins, WJBK, Detroit, Mich.  
9—Ralph L. Atlass, WJJD, Chicago, Ill.  
10—Edgar P. Shutz, WIL, St. Louis, Mo.  
11—Gregory Gentling, KROC, Rochester, Minn.  
12—W. B. Greenwald, KWBG, Hutchinson, Kans.  
13—James R. Curtis, KFRO, Longview, Texas  
14—Frank Hurt, KFXD, Nampa, Idaho  
15—Arthur Westlund, KRE, Berkeley, Calif.  
16—Calvin J. Smith, KFAC, Los Angeles, Calif.  
17—T. W. Symons, Jr., KXLL, Portland, Ore.

## FUNCTIONS

This association was organized by independent and local broadcasting stations to meet the need of special representation for such stations in handling the problems and activities peculiar to them as a group.

## National Industrial Advertisers Association, Inc.

100 E. Ohio St., Chicago, Ill.  
Superior 8140

## OFFICERS

President.....Richard P. Dodds  
(Truscon Steel Co.)  
Vice-President.....E. J. Goes  
(Koehring Co.)  
Vice-President.....Herbert V. Mercready  
(Magnus Chemical Co.)  
Vice-President.....Terry Mitchell  
(Frick Co.)  
Vice-President.....William D. Murphy  
(Sloan Valve Co.)  
Vice-President.....Louis J. Ott  
(Ohio Brass Co.)  
Vice-President.....R. T. Reinhardt  
(California Corrugated Culvert Co.)  
Secretary-Treasurer.....E. C. Howell  
(The Carboley Co.)  
Past President.....Charles McDonough  
(Combustion Mfg. Co.)  
Headquarters Secretary.....M. R. Webster

## DIRECTORS

Fred C. Neyes, Horton-Neyes Co.; Roy D. Baldwin, Simonds Saw & Steel Co.; Harry Neal Baum, Fairbanks, Morse & Co.; Frederic I. Lacksens, The Hays Corp.; Theodore Brown, Perry-Brown, Inc.; George F. Mathews, The Lunkenheimer Co.; J. L. Beltz, The Thew Shovel Co.; H. W. Fortey, The Warner & Swasey Co.; Lloyd R. Vivian, Ditzler Color Co.; Tom Moule, Ralph L. Wolfe & Associates, Inc.; M. W. Dallas, E. C. Atkins & Co.; B. C. O'Brien, Roots-Connersville Blower Corp.; Richard F. O'Mara, Western Precipitation Corp.; Martin R. Klitten, The McCarthy Co.; Frank W. Pen-singer, Landis Tool Co.; F. S. Foltz, Foltz-Wessinger, Inc.; P. C. Ritchie, Waukesha Motor Co.; Arnold J. Andrews, Bucyrus-Erie Co.; F. A. McLean, Canadian Ingersoll-Rand Co., Ltd.; D. W. Kelley, Canadian Industries, Ltd.; Richard S. Hayes, The Okonite Co.; F. H. Pinkerton, United States Rubber Co.; Robert J. Barbour, The Eakelite Corp.; Keith B. Lydiard, Alan Bridgeman Sanger; Douglas C. Miner, E. F. Houghton Co.; R. E. Lovekin, R. E. Lovekin Corp.; David A. Wolff, Edwin L. Wiegand Co.; Edmund D. Kennedy, Copperweld Steel Co.; E. L. Mathy, Victor Equipment Co.; R. T. Reinhardt, California Corrugated Culvert Co.; Clifford F. Boyer, Kwick-Kut Mfg. Co., Inc.; Anthony Nether, Century Electric Co.; Allen P. Colby, The National Supply Co.; Philip Linne, Owens-Corning Fiberglass Corp.; T. S. Glover, Russell T. Kelley, Ltd.; John A. M. Galilee, Canadian Westinghouse Co., Ltd.; E. V. Creagh, American Chain & Cable Co., Inc.; George B. Wright, Nash Engineering Co.; Paul L. Callahan, Truscon Steel Co.; L. H. Taylor, The Deming Co.; C. D. Davenport, Union Steel Products Co.; C. M. Buchanan, Van Sant, Dugdale & Co.

## FUNCTIONS

This organization is a trade association devoting its efforts exclusively to the advancement of industrial advertising and marketing technique and practice.

## National Television Systems Committee

## PERSONNEL

Chairman.....Dr. W. R. G. Baker  
(General Electric Co.)  
Committeeman.....Adrian Murphy  
(Columbia Broadcasting System)  
Committeeman.....Harry R. Lubcke  
(Don Lee Broadcasting System)  
Committeeman.....Allen B. DuMont  
(Allen B. DuMont Laboratories, Inc.)  
Committeeman.....B. Ray Cummings  
(Farnsworth Television & Radio Corp.)

# ORGANIZATIONS

Committeeman..... E. F. W. Alexanderson  
(General Electric Co.)  
Committeeman..... Daniel E. Harnett  
(Hazeltine Corp.)  
Committeeman..... John V. L. Hogan  
(WQXR, New York, N. Y.)  
Committeeman..... Albert I. Lodwick  
(Hughes Tool Co.)  
Committeeman..... Dr. A. N. Goldsmith  
(Institute of Radio Engineers)  
Committeeman..... David B. Smith  
(Philco Corp.)  
Committeeman..... E. W. Engstrom  
(Radio Corp. of America)  
Committeeman..... Frederic C. Young  
(Stromberg-Carlson Telephone Mfg. Co.)  
Committeeman..... John R. Rutland  
(Zenith Radio Corp.)  
**SUBCOMMITTEE CHAIRMAN**  
System Analysis..... P. C. Goldmark  
Subjective Aspects..... A. N. Goldsmith  
Television Spectre..... J. E. Brown  
Transmitter Power..... E. W. Engstrom  
Transmitter Characteristics..... B. R. Cummings  
Transmitter-Receiver Coordination..... I. J. Kaar  
Picture Resolution..... D. E. Harnett  
Synchronization..... T. T. Goldsmith  
Radiation Polarization..... D. B. Smith

## National Variety Artists, Inc.

225 W. 46th St., New York, N. Y.  
Columbus 5-2638

### OFFICERS

President..... Louis Handin  
First Vice-President..... Al Edwards  
Second Vice-President..... Billy Gould  
Treasurer..... William Marble

### DIRECTORS

Joseph McInerney, Charles H. Preston, Jack Boyle,  
Joe Verdi, Nick Elliott, Charles Johnson, Harry Brooks,  
Lester Rose, John Connery.

### FUNCTIONS

The function of National Variety Artists, Inc., is to promote Americanism and fraternal and welfare activities among the members of the theatrical profession.

## Nebraska Broadcasters Association

Secretary's Office: c/o WJAG, Norfolk, Nebr.  
Phone: 432

### OFFICERS

President..... W. I. LeBarron  
(KGNF, North Platte)  
Vice-President..... L. L. Hilliard  
(KGKY, Scottsbluff)  
Secretary-Treasurer..... Art Thomas  
(WJAG, Norfolk)

### DIRECTORS

John Gillin, Jr., WOW, Omaha; Vernon H. Smith,  
KOWH, Omaha.

### MEMBER STATIONS

KFAB, Lincoln; KFOR, Lincoln; KGFW, Kearney;  
KCKY, Scottsbluff; KGNF, North Platte; KMMJ, Grand  
Island; KORN, Fremont; KOWH, Omaha; KOIL, Omaha;  
WJAG, Norfolk; WOW, Omaha.

## North Carolina Association of Broadcasters

President's Office: c/o WPTF, Raleigh, N. C.

### OFFICERS

President..... Richard H. Mason  
(WPTF, Raleigh)  
Vice-President..... George Walker  
(WAIR, Winston-Salem)  
Secretary..... Richard A. Dunlea  
(WMFD, Wilmington)  
Treasurer..... Earl Gluck  
(WSOC, Charlotte)

### FUNCTIONS

This association coordinates the activities of all member stations in connection with problems in which they have a mutual interest.

## Pacific Advertising Clubs Association

215 Bank of Commerce Bldg., Oakland, Calif.  
TEmplebar 5181

### OFFICERS

President..... Don Belding  
(Lord & Thomas)  
Senior Vice-President..... Howard Willoughby  
(Foster & Kleiser Co.)  
Secretary-Treasurer..... Charles A. Storke  
(Santa Barbara News-Press)  
Executive Secretary..... Lela M. Huey  
(Kay's Advertising Mail)  
V-P District 1..... J. Corning Todd  
(McCandlish Lithograph Co.)  
V-P District 2..... A. A. Campbell  
(Salt Lake City Tribune-Telegram)  
V-P District 3..... Kelmar K. LeMaster  
(Portland Oregonian)  
V-P District 4..... Jack Leatherman  
(Blake, Moffitt & Towne)  
V-P District 5..... Fred A. Palmer  
(KOY, Salt Lake City)  
Vice-President-At-Large..... Mildred Peery  
Director..... Morton W. Mogge  
(J. Walter Thompson Co.)  
Chairman Junior Division..... Robert L. Phillipi  
(Union Oil Co.)

### FUNCTIONS

This Association is composed of advertising and sales clubs in the states of California, Washington, Oregon, Utah, Nevada, Arizona and Idaho and Vancouver, B. C. Convention is held annually.

## George Foster Peabody Radio Awards Board

c/o Board of Regents, University System of Georgia,  
Athens, Ga.

### PERSONNEL

Dr. S. V. Sanford, University System of Georgia;  
Bruce Barton, Batten, Barton, Durstine & Osborn; John  
H. Benson, American Association of Advertising Agencies;  
Virginus Dabney, Richmond Times Dispatch;  
Norman H. Davis, American Red Cross; Jonathan Daniels,  
Raleigh News & Observer; Mark F. Ethridge,  
Louisville Courier-Journal & Times; Waldemar Kaempfert,  
New York Times; Alfred A. Knopf; Dr. John W. Studebaker,  
U. S. Office of Education; Marjorie Peabody Waitte;  
Edward Weeks, Atlantic Monthly; Grace Moore.

## Professional Music Men, Inc.

1270 Sixth Ave., New York, N. Y.  
Circle 7-6075

### OFFICERS

President..... Rocco Vocco  
First Vice-President..... Joseph Santly  
Second Vice-President..... Charles Warren  
Third Vice-President..... Solly Cohn  
Treasurer..... Irving Tanz  
Financial Secretary..... Michael L. Schloss  
Recording Secretary..... Louis E. Schwartz  
Sergeant-at-Arms..... David Kent  
Executive Director..... Bob Miller

### BRANCH OFFICES

54 West Randolph St., Chicago, Ill.  
Regional Director..... Harold Lee  
6425 Hollywood Blvd., Hollywood, Calif.  
Regional Director..... Jack Archer  
11 Lewis Street, Somerville, Mass.  
Regional Director..... Frank Machado  
316 Porter St., Philadelphia, Pa.  
Regional Director..... David Blum

### FUNCTIONS

Professional Music Men, Inc., is a benevolent and charitable organization of people engaged in promoting music as professional music men.

## Pennsylvania Broadcasters Association

P. O. Box 11, Harrisburg, Pa.

### OFFICERS

President..... Clair R. McCollough

# ORGANIZATIONS

(WGAL, Lancaster)  
 Vice-President ..... Clifford Chafey  
 (WEEU, Reading)  
 Secretary ..... C. G. Moss  
 (WKBO, Harrisburg)  
 Treasurer ..... Dr. Leon Levy  
 (WCAU, Philadelphia)

### DIRECTORS

H. Kenneth Brennen, WJAS, Pittsburgh; George E. Joy, WRAC, Williamsport; Arthur Simon, WPEN, Philadelphia.

### FUNCTIONS

This organization is a mutual association of the broadcasting stations of Pennsylvania, formed for the purpose of conducting business negotiations concerning matters of interest to the radio broadcasting stations of the state. Its membership is active on the part of practically every station in the state.

## The Proprietary Association

701 Otis Bldg., 810 Eighteenth St., N. W., Washington, D. C.  
 National 1914

President ..... Charles S. Beardsley  
 (Miles Laboratories, Inc.)  
 Honorary Vice-President ..... Dr. V. Mott Pierce  
 (Pierce's Medicines, Inc.)  
 First Vice-President ..... W. W. White  
 (Emerson Drug Co.)  
 Second Vice-President ..... H. H. Hoyt  
 (Carter Products, Inc.)  
 Third Vice-President ..... Fred E. Rathburn  
 (Olive Tablet Co.)  
 Secretary-Treasurer ..... Charles P. Tyrrell  
 (Syracuse Medicine Co.)  
 Executive Vice-President ..... Dr. F. J. Cullen  
 Counsel ..... Rogers, Ramsay & Hills

### FUNCTIONS

This organization is a trade association devoting its efforts to the mutual cooperation and advancement of its members who are manufacturers of packaged medicines, cosmetics and proprietary articles. Its Advisory Committee on Advertising reviews copy (including radio scripts) in the association's campaign of self-regulation of the industry in an effort to improve advertising standards and practices and to assist members of the industry in the preparation of copy that will be in compliance with the requirements of the law and to further assist wherever possible with other advertising problems. Members are furnished with digests of FTC Cease and Desist orders or Stipulations issued against advertising in the proprietary field.

## The Radio Club of America, Inc.

11 W. 42nd St., New York, N. Y.  
 Longacre 5-6622

### OFFICERS

President ..... J. K. Henney  
 Vice-President ..... J. L. Callahan  
 Corresponding Secretary ..... C. E. Dean  
 Recording Secretary ..... C. F. Goudy  
 Treasurer ..... J. J. Stantley

### FUNCTIONS

Object of the club is the promotion of cooperation among those interested in scientific investigation and amateur operation in the art of radio communication.

## Radio Correspondents' Association

United States Capitol, Washington, D. C.  
 National 1410

### OFFICERS

President ..... Albert Warner  
 Vice-President ..... W. R. McAndrew  
 Secretary ..... Fred Morrison  
 Treasurer ..... Stephen McCormick  
 Ex-Officio Member, Executive Committee ..... Fulton Lewis

### FUNCTIONS

This is an organization of radio news reporters and correspondents in the National Capitol, gather-

ing daily news for dissemination through the medium of radio. It controls the membership of the Senate and House radio galleries and is vested with complete responsibility for any radio representatives who attend news conferences at the White House or government as well as providing facilities for radio newsmen at national political conventions.

## Radio Council On Children's Programs

9 Rockefeller Plaza, New York, N. Y.  
 Circle 6-8430

### OFFICERS

Acting President ..... Mrs. Harold B. Milligan  
 Acting Executive Secretary ..... Mrs. Nathaniel Singer  
**GOVERNING BOARD**  
 Dr. Alice B. Keller, Wilson Parkhill, Rita Hockheimer,  
 Dr. Paul Lazarsfelder, Mary Gould Davis.

## Radio Manufacturers Association

1317 F Street, N. W., Washington, D. C.

### OFFICERS

President ..... J. S. Knowlson  
 (Stewart-Warner Corp.)  
 Executive Vice-President-General Manager ..... Bond Geddes  
 Vice-President ..... Paul V. Galvin  
 (Galvin Manufacturing Corp.)  
 Vice-President ..... Roy Burlew  
 (Ken-Rad Tube & Lamp Co.)  
 Vice-President ..... H. E. Osmun  
 (Centralab)  
 Vice-President ..... Donald MacGregor  
 (Webster-Chicago Corp.)  
 Treasurer ..... Leslie Muter  
 (The Muter Co.)  
 General Counsel ..... John W. Van Allen  
 (Buffalo, N. Y.)

### DIRECTORS

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## Radio Manufacturers Association of Canada

159 Bay St., Toronto, Ont., Canada  
 Adelaide 1531

### OFFICERS

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 (Sparton of Canada Ltd.)  
 Vice-President ..... E. C. Grimley  
 (RCA Victor Co.)  
 Executive Secretary ..... K. H. Smith  
 Chairman of Engineering Committee ..... Allan B. Oxley  
 (RCA-Victor Company)

### FUNCTIONS

This association is a non-profit and cooperative organization founded in 1926 to promote all interests of radio industry.

## ORGANIZATIONS

### The Radio Writers' Guild of the Authors' League of America, Inc.

6 E. 39th Street, New York, N. Y.  
MURray Hill 5-6930  
1655 N. Cherokee Ave., Hollywood, Calif.  
Gladstone 4131

#### OFFICERS

National President.....Forrest Barnes  
Vice-President, Eastern Region.....Katharine Seymour  
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Courtney Savage  
Vice-President, Western Region.....Paul Franklin  
Executive Secretary, Eastern Region.....Luise Sillcox  
Assistant Secretary, Eastern Region.....

Margaret Scheuerman  
Assistant Secretary, Western Region.....Pauline Lauber

#### FUNCTIONS

The Guild is one of the Guilds of The Authors' League of America, Inc. The Guild is primarily a protective organization for writers in the radio field.

### Society of European Stage Authors and Composers, Inc. (SESAC)

113 W. 42nd St., New York, N. Y.  
BRyant 9-3223

#### OFFICERS

President.....Paul Heinecke

#### FUNCTIONS

Licensing use of copyrighted music.

### Society of Jewish Composers, Publishers and Song Writers

152 W. 42nd St., New York, N. Y.  
LONGacre 5-9124

#### OFFICERS

President.....Sholom Secunda  
Vice-President.....Rev. Pinchus Jassinowsky  
Treasurer.....Alexander Olshanetsky  
Secretary.....Henry Lefkovich

#### FUNCTIONS

This association licenses public performance rights of music copyrighted by its members and on which they collect royalties. Association owns approximately 95 percent of the Jewish compositions.

### Society of Motion Picture Engineers

Hotel Pennsylvania, New York, N. Y.  
PENnsylvania 6-0620

#### OFFICERS

President.....Emery Huse  
Past President.....E. A. Williford  
Executive Vice-President.....H. Griffin  
Engineering Vice-President.....D. E. Hyndman  
Editorial Vice-President.....A. C. Downes  
Financial Vice-President.....A. S. Dickinson  
Convention Vice-President.....W. C. Kunzmann  
Secretary.....P. J. Larsen  
Treasurer.....G. Friedl, Jr.

#### GOVERNORS

M. C. Batsel, A. C. Hardy, A. N. Goldsmith, L. L. Ryder, T. E. Shea, R. O. Stroock, J. G. Frayne.

#### BRANCH OFFICE

928 Equitable Bldg., Los Angeles, Calif.  
Executive In Charge.....Walter R. Greene

#### FUNCTIONS

In addition to its motion picture activities, this association is actively interested in television. It publishes a monthly organ in which various subjects are discussed by men in the industry.

### Song Writers' Protective Association (SPA)

1250 Sixth Ave., New York, N. Y.  
COLumbus 5-3758

#### OFFICERS

President.....Irving Caesar  
Vice-President.....L. Wolfe Gilbert

Second Vice-President.....Otto Harbach  
Secretary.....Fred E. Ahlert  
Treasurer.....Charles Tobias  
Chairman of Council.....Oscar Hammerstein, 2nd  
Executive Secretary.....Lillian Lange

#### BRANCH OFFICE

6912 Hollywood, Calif.  
West Coast Representative.....L. Wolfe Gilbert

#### FUNCTIONS

Song Writers' Protective Association aims to foster the interests of all persons engaged in writing musical compositions. By cooperative effort it seeks to eliminate inequitable conditions and harmful practices and to assist members when disputes arise over enforcement of contracts or the collection of royalties.

### Texas Inter-Collegiate Broadcasters' Council

c-o Texas State Network, 1201 W. Lancaster Ave., Fort Worth, Texas

#### OFFICERS

President-Coordinating Chairman.....Forrest W. Clough

#### VICE-CHAIRMEN

Sara Lowrey, Baylor University; Dr. A. L. Boeck, Texas Christian University; Dr. S. D. Myres, Southern Methodist University.

#### FUNCTIONS

The chief purpose of the Texas Inter-Collegiate Broadcasters' Council is to arrange an extensive series of Texas State Network Broadcasts for adult listeners.

### Western Association of Broadcasters

c-o Radio Station CJOR, 846 Howe St., Vancouver, B. C., Canada

#### OFFICERS

President.....G. C. Chandler  
(CJOR, Vancouver, B. C.)

#### DIRECTORS

H. C. Bunchanan, CHAB, Moose Jaw, Sask.; R. A. White, CFJC, Kamloops, B. C.; V. F. Neilsen, CFAC, Calgary, Alberta; G. R. A. Rice, CFRN, Edmonton, Alberta.

#### CANADIAN ASSOCIATION OF BROADCASTERS

#### DELEGATES

H. G. Love, CFCN, Calgary, Alberta; H. R. Carson, CFAC, Calgary, Alberta; G. C. Chandler, CJOR, Vancouver, B. C.

#### FUNCTIONS

Western Association of Broadcasters is a regional trade association of broadcasting stations in Manitoba, Saskatchewan, Alberta and British Columbia, closely affiliated with the Canadian Association of Broadcasters. It is virtually a western division of the latter organization, as all members are in both associations.

### Woman's National Radio Committee

113 West 57th St., New York, N. Y.  
Circle 7-4110

#### OFFICERS

Chairman.....Mme. Yolanda Mero-Irion  
Vice-Chairman.....Mrs. Marion M. Miller  
Second Vice-Chairman.....Miss Edith Lowry  
Secretary.....Miss Helen Havener  
Treasurer.....Mrs. D. Leigh Colvin  
Executive Secretary.....Miss Ruth Rich  
Chairman, Publications Committee.....Mrs. M. D. Jackson  
Members-at-Large.....Mrs. Benjamin Spitzer  
Mrs. E. C. Lewis, Mrs. Samuel Kubie, Mrs. Sidonie Gruenberg

#### FUNCTIONS

This committee has for its purpose to raise the standard of radio programs for adults, young people and children by: (1) retaining on the air the finer type of program; (2) removing objectionable features; (3) improving advertising content of broadcasts; (4) encouraging the production and presentation of more fine programs, worthwhile from the educational, cultural and entertainment viewpoint.



# THE LEGAL SIDE



***Seventy-Sixth Congress  
Legislative Digest—1940***

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***Federal Communications  
Bar Association***

# LEGISLATIVE DIGEST

Digest of Radio Legislation Introduced Into The Senate and House of Representatives During The Seventy-Sixth Congress, from September 21, 1939, to September 30, 1940.

## SENATE

- S. 547. Mr. Lodge; January 12, 1939 (Patents).  
As passed by Senate June 13, 1939:  
Approved March 15, 1940: Public Law No. 434.  
Permits an author who has contributed to a periodical, a cyclopedic or other composite work, whether such contribution was separately registered or not, to obtain a renewal copyright for 28 years. (Under present law [U. S. C. 17:23] such contribution must have been separately registered.)
- S. 915. Mr. Logan; January 24, 1939 (Judiciary).  
As passed by Senate, November 27, 1940.  
See House of Representatives Bill No. 6234.
- S. 2611. Mr. Wheeler; June 15, 1939 (Interstate Commerce).  
As passed by Senate July 18, 1939:  
Approved June 24, 1940: Public Law No. 649.  
Authorizes the Federal Communications Commission to purchase land, etc., in Massachusetts and to erect thereon a radio-monitoring station.
- S. 2689. Mr. Bone; June 23, 1939 (Patents).  
As passed by Senate August 1, 1939:  
Approved April 11, 1940: Public Law No. 450.  
Requires the Secretary of the Treasury and the Postmaster General individually or jointly (at present, jointly) to make and enforce rules, etc., to prevent importation (at present, limited to the mails) of articles in violation of the copyright act.
- S. 3018. Mr. Walsh; November 3, 1939 (Naval Affairs).  
Approved June 25, 1940; Public Law No. 659.  
Amends Sec. 210 of the Communications Act of 1934 (U. S. C. 47: 210), so as to permit communication utilities to contribute free services to any agency of the Government in preparation for the national defense.
- S. 3043. Mr. Thomas of Utah; January 8, 1940 (Patents).  
This is a general revision and consolidation of the copyright laws bringing them into conformity with the International Copyright Convention of June 2, 1928. A few of the more important provisions follow: (1) Copyright protection is based on creation of a literary or artistic work while registration and deposit are made permissive; (2) duration shall be for the life of the author and 50 years after his death; (3) grantees of rights in copyrighted works are protected from infringement and may sue therefor in their own names; (4) provides for recodation of grants to use a copyrighted work; and (5) secures the author's reversionary interest in cases of grants not on the basis of continuing royalties.
- S. 3512. Mr. Pepper; March 4, 1940 (Interstate Commerce).  
Requires notice of an application for a radio station license under the Communications Act of 1934 [U. S. C. 47: 309] to be published once a week for four consecutive weeks in a newspaper of general circulation in the locality of the proposed station. During such publication period a public hearing will be held if requested.
- S. 3515. Mr. Bailey; March 5, 1940 (Interstate Commerce).  
Amends the Communications Act of 1934 [U. S. C. 47: ch. 5, title III] mainly as follows: to provide for the protection of persons from governmental abridgment or interference with liberty of expression; to prohibit the President assigning a frequency to a government station which will cause objectionable interference with a licensed station; to grant licenses to broadcasting stations for not less than 3 years nor more than 10 years; to place the burden of proving the truth of its charges in revoking a license on the Commission; and to prohibit the revocation of a license, because of the character or contents of the program.
- S. 3745. Mr. Barbour; April 10, 1940 (Interstate Commerce).  
Prohibits the Federal Communications Commission from regulating radio experimentation, research, or development, or the manufacture, sale, or use of radio apparatus for transmission or reception, or the business policies of radio broadcasters [amending U. S. C. 47: 326].

# HOUSE OF REPRESENTATIVES

H. R. 926. Mr. Daly; January 3, 1939 (Patents). (See H. R. 6160.)

1. Miscellaneous amendments to the copyright provisions of the code (act of Mar. 4, 1909; U. S. C. title 17), so that the law will conform more closely to the pending international convention for protection of literary and artistic works, and protect more fully literary and artistic efforts disseminated by recent scientific inventions—motion pictures, radio, telegraphy, television, and other means of transmission. Some of the more important provisions to this end:

(a) Protect dramatico-musical works, artistic models and designs, geographical charts, and architectural designs, as well as composite works or periodicals (as though each part or contribution were individually copyrighted in the author's or owner's name).

(b) Extend the copyright protection now accorded nationals of the United States to authors within the jurisdiction of any country a party to the Convention for Protection of Literary and Artistic Works and to no other alien authors unless such persons are domiciled in United States at time their works are produced or unless they are nationals of a country granting reciprocal privileges to American authors.

(c) Permit the author of unpublished writings, drawings, designs, etc., by depositing copies, models, or prints of such work to acquire copyright privileges.

(d) Provide that copyrighted material in the English language, if distributed in the United States, shall be printed from type set, plates made, or process performed within the limits of the United States, except books with raised characters for the use of the blind.

(e) Define what shall constitute adequate copyright notice.

(f) Allow maximum liquidated damages of \$20,000 (now \$5,000) to prevent continued infringement but limit such recovery against newspapers to \$200.

(g) Prohibit importation of piratical copies of works copyrighted in United States, of falsely copyrighted material not copyrighted in United States, or of foreign editions of works in the English language when there has been an authorized American edition already published or in the process of being published.

(h) Establish more specific regulations governing assignment, divisibility, mortgage, license, and ownership of copyright privileges and retention of claims of authorship after assignment with right of author to object to mutilation or prejudicial changes in his works except for necessary editing, arranging, or adapting of such works for use on the radio, motion-picture screen, etc.

2. Requests President to take necessary steps to make United States a member of the Union for Protection of Literary and Artistic Works.

H. R. 6160. Mr. McGranery; May 4, 1939 (Patents).

General amendments to the copyright law—mainly similar to H. R. 926, except that section 1 (e) of the law is amended to eliminate the compulsory license and royalty provisions thereof in regard to the reproduction of musical works, and except that a new subsection is added to provide copyright protection of an artist's rendition of a musical work.

H. R. 6324. In Senate, read twice and placed on calendar April 22, 1940.

Requires all administrative rules and regulations issued by a government department or agency, which implement or fill in the details of a statute affecting the rights of persons or property, to be published in the Federal Register and such rules and regulations shall not become effective until so published. Persons affected by existing rules may petition the head of the agency for a reconsideration thereof, and such head, after notice and hearing, shall determine whether such rules shall be continued in force, modified or rescinded. Persons committing acts in good faith in conformity with a rule which has been rescinded shall not be penalized therefor unless such act was committed more than 30 days after the rescission of the rule was published in the Federal Register. Restricts the hearing by an agency of a controversy seeking affirmative relief against the United States which arose more than 1 year prior to the filing of a request for such hearing.

Authorizes the United States Court of Appeals for the District of Columbia, on petition within 30 days after publication of rules in the Federal Register, to determine whether such rule is in conflict with the United States Constitution or statutes. The court shall have no power except to render a declaratory judgment holding the rule valid or invalid. This shall not affect the determination of the validity of any rule involved in any suit or review of an administrative decision or order in any United States court.

Sets up intradepartment or agency boards composed of three employees to hear the claims of persons aggrieved by decisions, acts, or failures to act. Persons having a substantial interest in the controversy shall have the right to intervene. The Board shall render its decision within 30 days after the hearing, and such decision shall be subject to the written approval, disapproval, or modification of the agency or department head. Where the delay of a hearing is contrary to the public interest, and action or inaction takes place which results in damage to the aggrieved person, the Board shall in its decision, state the amount of pecuniary damage, which, if approved by the department or agency head and the person aggrieved, shall be certified to the Congress for an appropriation with which to pay the same. It may be provided that matters arising out of the activities of any independent agency may be heard and determined in the first instance by a trial examiner; rehearing before the agency members or a board may be demanded.

Parties aggrieved by the final decision of the department or agency may petition the Circuit Courts of Appeals (or the Court of Claims if the cause is one within its jurisdiction) for a review thereof, and such decision shall be set aside if it appears: (1) that the findings of fact were clearly erroneous or not supported by substantial evidence; (2) that the decision was not supported by the findings of fact, was issued without due notice and hearing, was beyond the jurisdiction of the department or agency, infringed the Constitution or statutes, or was otherwise contrary to law. Judgments of such courts shall be final but may be reviewed on certiorari, or certification to the Supreme Court under U. S. C. 28, 346, 347. Damages may be assessed where the decision of the department or agency is affirmed and it appears that the petition was filed merely for delay.

The right of any person to have his controversy with the United States determined by the district or circuit courts, as now provided by law, shall not be repealed or modified by this act, nor shall this act affect matters relating to the conduct of the military or naval establishments, various government departments or agencies and trademark, copyright, etc.

H. R. 7863. Mr. Bland; January 12, 1940 (Merchant Marine and Fisheries).

Approved March 18, 1940: Public Law No. 441.

Extends from December 31, 1939, to January 1, 1941, the time within which the Federal Communications Commission shall report to Congress upon the radio requirements for ships on the Great Lakes and inland waters.

H. R. 8263. Mr. O'Brien; February 1, 1940 (Patents).

The amount of damages recoverable for infringement of copyright of musical compositions played in hotels or restaurants not charging an entrance or cover fee is limited to \$10 except where greater damages are shown.

H. R. 8509. Mr. Ditter; February 16, 1940 (Interstate and Foreign Commerce).

See Senate Bill No. 3515.

H. R. 9665. Mr. Clason; May 6, 1940 (Patents).

The amount of damages recoverable for infringement of copyright of musical compositions played in hotels or restaurants not charging an entrance or cover fee is limited to \$10 except where greater damages are shown.

H. R. 10205. Mr. Bland; July 11, 1940.

Passed by House, August 19, 1940.

Amends § 4 (f) of the Communications Act of 1934 so as to provide overtime compensation for inspectors in charge and radio inspectors of the Field Division of the Engineering Department of the Federal Communications Commission.

H. R. 10446. Mr. Izac; September 3, 1940 (Interstate and Foreign Commerce).

Amends the Communications Act of 1934 [48 Stat. 1064], by prohibiting the issuance of radio licenses to operators of any station on any ship of the United States who are or have been members of the Communist Party, the German-American Bund, or an organization subject to foreign control which engages in political activity, i.e., its aim is the establishment, control, conduct, seizure, or overthrow of the Government, its membership is limited to non-citizens or a majority thereof, it accepts financial support directly or indirectly from a foreign government, and its policies are determined by or in collaboration with a foreign government.

H. J. Resolution 585. Mr. Dingell; July 25, 1940 (Judiciary).

Designates August 26, annually, as National Radio Day.



# FEDERAL COMMUNICATIONS ★ BAR ASSOCIATION ★

*Headquarters: 921 Tower Bldg., Washington, D. C.*

## Officers

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 Union Trust Bldg.  
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 Barrister Bldg.  
 Washington, D. C.

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 Newark, N. J.

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 Columbus, Ohio

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 F.C.C.  
 Radio Station KFRO  
 Washington, D. C.

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 Investment Bldg.  
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**DAVIS, JOHN MORGAN**  
 Lincoln Liberty Bldg.  
 Philadelphia, Pa.

**DAVIS, MANTON**  
 30 Rockefeller Plaza  
 New York, N. Y.

**Federal Communications Bar Association**

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Northwestern Bell Tel. Co.  
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Munsey Bldg.  
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- GEORGE, CARL E.**  
Hotel Statler  
Cleveland, Ohio
- GERBER, GUSTAVE AUGUSTUS**  
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Pontiac Bank Building  
Pontiac, Mich.
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New York, N. Y.
- HURLEY, JOHN J.**  
Normandy Bldg.  
Washington, D. C.
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- HYDE, CHARLES A.**  
Engineers Bldg.  
Cleveland, Ohio
- HYDE, ROSEL H.**  
Federal Communications Com.  
Washington, D. C.
- IRWIN, ELLIS C.**  
1417 Canal Bank Bldg.  
New Orleans, La.
- JACOBS, CARL M.**  
Union Central Bldg.  
Cincinnati, Ohio
- JAMES, WILLIAM R.**  
733 Roosevelt Bldg.  
Los Angeles, Calif.
- JANSKY, MAURICE M.**  
815 Fifteenth St., N. W.  
Washington, D. C.
- JEVONS, RICHARD A.**  
1312 Saratoga Ave.  
Washington, D. C.
- JOHNSTON, E. D.**  
Munsey Bldg.  
Washington, D. C.
- JOYCE, JOSEPH GROVER**  
R. A. Long Bldg.  
Kansas City, Mo.
- KAHN, ALEXANDER**  
220 Broadway  
New York, N. Y.
- KARBE, OTTO F.**  
105 No. 7th St.  
St. Louis, Mo.
- KAYE, SYDNEY M.**  
165 Broadway  
New York, N. Y.
- KELLER, JOSEPH E.**  
Munsey Bldg.  
Washington, D. C.
- KENDALL, JOHN C.**  
U. S. Bank Bldg.  
Portland, Oregon
- KENDALL, JOHN W.**  
Earle Bldg.  
Washington, D. C.

## Federal Communications Bar Association

- KERN, HOWARD L.**  
67 Broad St.  
New York, N. Y.
- KERR, WILLIAM L.**  
Box 190  
Pecos, Texas
- KIMBALL, RALPH H.**  
60 Hudson St.  
New York, N. Y.
- KOPIETZ, FRANK M.**  
National Bank Bldg.  
Detroit, Mich.
- KOVNER, JOSEPH**  
1106 Connecticut Ave.  
Washington, D. C.
- KREMER, J. BRUCE**  
Tower Bldg.  
Washington, D. C.
- KRIZEK, JOSEPH F.**  
722 N. Broadway  
Milwaukee, Wis.
- KURTZ, ALVIN A.**  
Public Utilities Commission  
Salem, Oregon
- LaBRUM, J. HARRY**  
1507 Packard Bldg.  
Philadelphia, Pa.
- LADNER, HENRY**  
30 Rockefeller Plaza  
New York, N. Y.
- LAMB, WILLIAM H.**  
1835 Arch St.  
Philadelphia, Pa.
- LANCASTER, W. EMERY**  
715 W. C. U. Bldg.  
Quincy, Ill.
- LANDA, ALFONS B.**  
815 15th St., N. W.  
Washington, D. C.
- LANDON, S. WHITNEY**  
32 Sixth Ave.  
New York, N. Y.
- LAW, GEORGE S.**  
Union Bank Bldg.  
Pittsburgh, Pa.
- LEAHY, WILLIAM E.**  
Shoreham Bldg.  
Washington, D. C.
- LEONARD, CAPT. DONALD S.**  
Michigan State Police  
Detroit, Mich.
- LeROY, HOWARD S.**  
Colorado Bldg.  
Washington, D. C.
- LEUSCHNER, FREDERICK**  
6253 Hollywood Blvd.  
Los Angeles, Calif.
- LEVINE, J. L.**  
Hamilton Nat'l Bank Bldg.  
Chattanooga, Tenn.
- LEVINSON, LOUIS**  
1622 Chestnut St.  
Philadelphia, Pa.
- LEVY, ISAAC D.**  
1622 Chestnut St.  
Philadelphia, Pa.
- LITTLEPAGE, JOHN M.**  
Investment Bldg.  
Washington, D. C.
- LITTLEPAGE, THOMAS P.**  
Investment Bldg.  
Washington, D. C.
- LITTLEPAGE, THOMAS P., JR.**  
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Washington, D. C.
- LOHNES, HORACE L.**  
Munsey Bldg.  
Washington, D. C.
- LOUCKS, PHILIP G.**  
National Press Bldg.  
Washington, D. C.
- LOVETT, ELIOT C.**  
729 15th St., N. W.  
Washington, D. C.
- McCAULEY, RAYMOND F.**  
959 Eighth Ave.  
New York, N. Y.
- McCORMICK, H. J.**  
Munsey Bldg.  
Washington, D. C.
- McDONALD, JOSEPH A.**  
c-o NBC  
Merchandise Mart  
Chicago, Ill.
- MACK, EDWIN S.**  
Wisconsin National Bank  
Milwaukee, Wis.
- MARKS, NORMAN L.**  
10 East 40th St.  
New York, N. Y.
- MARTIN, PAUL L.**  
Omaha Nat'l Bank Bldg.  
Omaha, Nebr.
- MASTERS, KEITH**  
33 N. LaSalle St.  
Chicago, Ill.
- MATHER, EVERETT E., JR.**  
1835 Arch St.  
Philadelphia, Pa.
- MAY, PHILIP S.**  
1530 Lynch Bldg.  
Jacksonville, Fla.
- MAY, ROBERT E.**  
Shoreham Bldg.  
Washington, D. C.
- MAYER, HENRY**  
347 Fifth Ave.  
New York, N. Y.
- MEYERS, MILTON H.**  
182 Grand St.  
Waterbury, Conn.
- MIDDLETON, J. S.**  
Pacific Bldg.  
Portland, Ore.
- MILES, CLARENCE W.**  
Baltimore Trust Bldg.  
Baltimore, Md.
- MILLER, HENRY**  
117 North Sixth St.  
Camden, N. J.
- MILLER, NEVILLE**  
1627 K St., N. W.  
Washington, D. C.
- MILLIGAN, JACOB L.**  
Commerce Bldg.  
Kansas City, Mo.
- MILNE, BAXTER**  
722 N. Broadway  
Milwaukee, Wis.
- MONTFORT, LOUIS B.**  
218 Munsey Bldg.  
Washington, D. C.
- MUNGER, ALFRED G.**  
610 First National Bank Bldg.  
Omaha, Nebr.
- MURRAY, JOHN J.**  
20 Pemberton Square  
Boston, Mass.
- MYERS, R. P.**  
30 Rockefeller Plaza  
New York, N. Y.
- NEAL, ANNIE PERRY**  
F.C.C.  
Washington, D. C.
- NEYMAN, MISS FANNIE**  
F. C. C.  
Washington, D. C.
- NINER, ISIDOR**  
366 Madison Ave.  
New York, N. Y.
- O'BRIEN, ARTHUR A.**  
Henry Bldg.  
Seattle, Washington
- O'BRIEN, SEYMOUR**  
Baltimore Trust Bldg.  
Baltimore, Md.
- O'CONNOR, JOHN**  
Washington Bldg.  
Washington, D. C.
- OEHLER, KARL F.**  
1365 Cass Ave.  
Detroit, Mich.
- O'RYAN, JOHN F.**  
120 Broadway  
New York, N. Y.
- PALENS, LOUIS N.**  
1211 Chestnut St.  
Philadelphia, Pa.
- PATRICK, DUKE M.**  
Colorado Bldg.  
Washington, D. C.
- PECK, HERBERT M.**  
500 North Broadway  
Oklahoma City, Okla.
- PERRY, DAVID R.**  
Altoona Trust Bldg.  
Altoona, Pa.
- PEYCKE, TRACY J.**  
Telephone Bldg.  
Omaha, Nebr.
- PHELPS, JAMES C.**  
253 Broadway  
New York, N. Y.
- PIERSON, W. THEODORE**  
Munsey Bldg.  
Washington, D. C.
- PLACE, RUSSELL P.**  
1626 K St., N.W.  
Washington, D. C.
- PLOCK, RICHARD H.**  
Tama Bldg.  
Burlington, Iowa
- PORTER, GEORGE B.**  
F.C.C.  
Washington, D. C.
- PORTER, PAUL A.**  
Earle Bldg.  
Washington, D. C.
- PORTER, WILLIAM A.**  
Investment Bldg.  
Washington, D. C.
- POSNER, STANLEY I.**  
1026 Woodward Bldg.  
Washington, D. C.
- POWELL, BOLING B., JR.**  
725 — 13th St., N.W.  
Washington, D. C.
- POWELL, GARLAND W.**  
Radio Station WRUF  
Gainesville, Fla.
- PRATT, ELMER W.**  
Normandy Bldg.  
Washington, D. C.

**Federal Communications Bar Association**

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195 Broadway  
New York, N. Y.
- PRIME, E. GARDNER**  
Normandy Bldg.  
Washington, D. C.
- PROFFITT, JAMES L.**  
1210 Massachusetts Ave.  
Washington, D. C.
- PRYOR, J. C.**  
Union Station  
Burlington, Iowa
- QUIGLEY, FRANK**  
195 Broadway  
New York, N. Y.
- RAINE, KENNETH E.**  
485 Madison Ave.  
New York, N. Y.
- RAINEY, GARNET**  
650 S. Grand Ave.  
Los Angeles, Calif.
- RANDALL, C. P.**  
Telephonic Bldg.  
Omaha, Nebr.
- RAY, JOHN H.**  
195 Broadway  
New York, N. Y.
- REAM, JOSEPH H.**  
485 Madison Ave.  
New York, N. Y.
- RHODES, FERRO H.**  
610 First National Bank B'dg.  
Omaha, Nebr.
- ROBERSON, FRANK**  
Munsey Bldg.  
Washington, D. C.
- ROBERTS, GLENN D.**  
110 Main St.  
Madison, Wisc.
- ROBINSON, C. RAY**  
Bank of America Bldg.  
Merced, Calif.
- ROLLO, REED T.**  
National Press Bldg.  
Washington, D. C.
- RONON, GERALD**  
1222 Real Estate Trust B'dg.  
Philadelphia, Pa.
- ROSENTHAL, ISADOR S.**  
50 Court St.  
Brooklyn, N. Y.
- ROSENZWEIG, MANHEIM**  
2 Columbus Circle  
New York, N. Y.
- RUSSELL, CHARLES T.**  
140 West St.  
New York, N. Y.
- RUSSELL, PERCY H., JR.**  
National Press Bldg.  
Washington, D. C.
- RYAN, WILLIAM**  
122 W. Washington Ave.  
Madison, Wisc.
- SAMMOND, FREDERIC**  
Wisc. Nat'l Bank Bldg.  
Milwaukee, Wisc.
- SCHARFELD, ARTHUR W.**  
National Press Bldg.  
Washington, D. C.
- SCHINDLER, C. E.**  
61 Kenyon Bldg.  
Louisville, Ky.
- SCHROEDER, ARTHUR H.**  
National Press Bldg.  
Washington, D. C.
- SCOTT, FRANK D.**  
Munsey Bldg.  
Washington, D. C.
- SEGAL, PAUL M.**  
Woodward Bldg.  
Washington, D. C.
- SENNEFF, JOHN A., JR.**  
Northwest Savings Bank  
Mason City, Iowa
- SHEA, GEORGE F.**  
Tower Bldg.  
Washington, D. C.
- SHERLEY, SWAGAR**  
American Security Bldg.  
Washington, D. C.
- SMITH, MISS ELIZABETH C.**  
F.C.C.  
Washington, D. C.
- SMITH, GEORGE S.**  
Woodward Bldg.  
Washington, D. C.
- SMITH, KARL A.**  
Colorado Bldg.  
Washington, D. C.
- SMITH, MILTON**  
931 14th St.  
Denver, Colo.
- SMITH, WM. MONTGOMERY**  
Shoreham Bldg.  
Washington, D. C.
- SOCOLOW, A. WALTER**  
608 Fifth Ave.  
New York, N. Y.
- SOULE, O. P.**  
Walker Bank Building  
Salt Lake City, Utah
- SOVIK, LAURENCE, ESQ.**  
University Building  
Syracuse, N. Y.
- SPEARMAN, PAUL D. P.**  
Munsey Bldg.  
Washington, D. C.
- SPRAGUE, E. STUART**  
117 Liberty St.  
New York, N. Y.
- ST. CLAIR, ORLA**  
311 California St.  
San Francisco, Calif.
- STEPHENS, HUBERT D.**  
Munsey Bldg.  
Washington, D. C.
- STEVENS, RICHARD K.**  
1222 Real Estate Trust Bldg.  
Philadelphia, Pa.
- STOLLENWERCK, FRANK**  
National Press Bldg.  
Washington, D. C.
- SULLIVAN, FRANCIS C.**  
Alworth Building  
Duluth, Minn.
- SUTTON, GEORGE O.**  
National Press Bldg.  
Washington, D. C.
- SWEZEY, ROBERT D.**  
30 Rockefeller Plaza  
New York, N. Y.
- SYKES, JUDGE EUGENE O.**  
Munsey Bldg.  
Washington, D. C.
- TUCKER, JOHN H.**  
Commercial Building  
Shreveport, La.
- TUMULTY, JOSEPH P., JR.**  
1317 F St., N. W.  
Washington, D. C.
- FYLER, VARRO E.**  
109 South Ninth St.  
Nebraska City, Nebr.
- VAN ALLEN, JOHN W.**  
Liberty Bank Bldg.  
Buffalo, N. Y.
- VAN DEN BERG, GEORGE**  
Evans Bldg.  
Washington, D. C.
- VAN ORSDEL, RALPH**  
725 13th St., N. W.  
Washington, D. C.
- WADDELL, JAMES E.**  
Bowen Bldg.  
Washington, D. C.
- WALKER, HENRY B.**  
Old National Bank Bldg.  
Evansville, Ind.
- WALKER, RALPH L.**  
F.C.C.  
Washington, D. C.
- WALLACE, HOWARD E.**  
Judge Building  
Salt Lake City, Utah
- WARNER, HARRY P.**  
Woodward Building  
Washington, D. C.
- WATTAWA, JOHN**  
1317 F St.  
Washington, D. C.
- WAYLAND, CHARLES V.**  
Earle Building  
Washington, D. C.
- WEBSTER, BETHUEL M.**  
15 Broad St.  
New York, N. Y.
- WEEKES, JOHN WESLEY**  
140 Sycamore St.  
Decatur, Georgia
- WELCH, FRANCIS X.**  
Munsey Bldg.  
Washington, D. C.
- WHARTON, JOHN H.**  
67 Broad St.  
New York, N. Y.
- WHEAT, CARL I.**  
Shoreham Bldg.  
Washington, D. C.
- WHISSELL, GEORGE B.**  
Telephone Bldg.  
St. Louis, Mo.
- WIGGIN, CHESTER H.**  
30 Rockefeller Plaza  
New York, N. Y.
- WILLEBRANDT, MRS. M. W.**  
Shoreham Building  
Washington, D. C.
- WILLIAMS, A. RAE**  
Investment Bldg.  
Washington, D. C.
- WILSON, THOMAS WINFIELD**  
923 Munsey Bldg.  
Washington, D. C.
- WING, JOHN E.**  
72 West Adams St.  
Chicago, Ill.
- WOZENCRAFT, FRANK W.**  
66 Broad St.  
New York, N. Y.
- WRIGHT, J. WARREN**  
Bureau of Ships, Navy Dept.  
Washington, D. C.
- ZAGON, SAMUEL S.**  
6253 Hollywood Blvd.  
Los Angeles, Calif.



THE  
EDUCATIONAL  
AND  
CULTURAL  
SIDE



*National Association  
of  
Educational Broadcasters*

•

*Colleges and Universities  
Offering Courses in Radio*

•

*Non-Commercial Stations*

•

*F.C.C. Regulations*

# NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

*As of January 1, 1941*

<i>Call Letters</i>	<i>Institutions</i>	<i>Address</i>	<i>Director</i>
KFDY	S. Dak. State College	Brookings, S. D.	S. W. Jones
KFJM	Univ. of N. Dakota	Grand Forks, N. D.	D. R. Jenkins
KFKU	Univ. of Kansas	Lawrence, Kansas	Harold G. Ingham
KOAC	Oregon State College	Corvallis, Oregon	Luke I. Roberts
KUSD	Univ. of S. Dakota	Vermillion, S. D.	G. R. Bauer
KWSC	State College of Wash.	Pullman, Wash.	Kenneth E. Yeend
WBAA	Purdue University	Lafayette, Ind.	Gilbert D. Williams
WCAL	St. Olaf College	Northfield, Minn.	M. C. Jensen
WCAT	S. Dakota School of Mines	Rapid City, S. D.	C. M. Rowe
WESG	Cornell University	Ithaca, N. Y.	Wilmer S. Phillip
WHA	Univ. of Wisconsin	Madison, Wis.	H. B. McCarty
WHAZ	Rensselaer Poly.	Troy, New York	W. J. Williams
WILL	Univ. of Illinois	Urbana, Ill.	Jos. F. Wright
WNAD	Oklahoma University	Norman, Okla.	Homer Heck
WNYC	City of New York, Municipal Broadcasting System	New York, N. Y.	M. S. Novik
WOI	Iowa State College	Ames, Iowa	W. I. Griffith
WOSU	Ohio State University	Columbus, Ohio	R. C. Higgy
WRUF	Univ. of Florida	Gainesville, Fla.	Garland Powell
WSAJ	Grove City College	Grove City, Pa.	H. W. Harmon
WSUI	State Univ. of Iowa	Iowa City, Iowa	Carl Menzer
WRUL & WRUW	World Wide Broadcasting Foundation	Boston, Mass.	Walter S. Lemmon
	Cleveland College	Cleveland, Ohio	Gazella P. Shepherd (Mrs.)
	University of Kentucky	Lexington, Ky.	Elmer G. Sulzer
	University of Michigan	Ann Arbor, Mich.	Waldo Abbot
	Western State Teachers College	Kalamazoo, Mich.	W. G. Marburger
	Indiana University	Bloomington, Ind.	Robert Allen
	Chicago Radio Council	Chicago, Ill.	Harold W. Kent
	University Broadcasting Council	Chicago, Ill.	Allen Miller
	Oklahoma Baptist University	Shawnee, Okla.	Ralph E. Matthews



# EDUCATIONAL BROADCASTING DURING 1940

By

**W. D. Boutwell**

*Chief, Division of Radio, -  
Publications and Exhibits  
of U. S. Office of Education,  
Department of Interior*

**P**ROGRESS of educational broadcasting in radio during the past year may be resolved into four divisions:

1. Technical developments of special advantage to education;
2. Work of the Federal Radio Education Committee, the Educational Radio Script Exchange, and U. S. Office of Educational Radio Division;
3. Network contributions to education;
4. Noteworthy achievements of states, universities or other independent organizations.

## **Rise of FM**

What will probably become the most significant development of educational radio in 1940 was the popular debut of FM. On May 20, two months after its public hearings, the Federal Communications Commission opened the ultra high frequencies from 43 to 50 megacycles for commercial FM broadcasting.

Education, intent on protecting the exclusive 41-42 megacycle band it had been allotted in 1938, was well represented at the March hearings. U. S. Commissioner of Education, John W. Studebaker, had written educational organizations before the hearings explaining the potential threat to the educational band, and the high percentage of response did much to

convince the industry that education would fight for its channels. Many persons in commercial radio also felt that a separate education broadcasting band was desirable if only because it would relieve them of some pressure from education groups who strove to secure broadcast of programs of non-commercial character.

The FCC in its decision on FM, therefore, continued the exclusive band, moving it up to 42-43 megacycles to adjoin the commercial channels.

This is not to say that commercial broadcasters want to get away from educational programs. But there is another broad field in educational broadcasting which the commercial stations cannot be expected to serve.

## **Educational Outlets**

In broadcasting classroom subjects or carrying on other teaching functions, schools need their own broadcast stations. As a teaching aid radio has proved its value.

"Broadcasts from schools to homes greatly enhance facilities for adult education," Commissioner Studebaker says. "Persons over school age, shut-ins, and, to some extent, the blind, have at their radio dial an opportunity to study in common with pupils in classrooms. In times of extremely bad weather, epidemics or other such emergencies which might temporarily close schools, classes may be carried on by radio without interruption.

"Still another advantage, especially important today, lies in helping to establish a closer bond of understanding between schools and the public. The American people have a right to know what subjects schools are teaching today and how they are taught. Schools can report on education's part in the national defense program and can show how schools are promoting the ideals of democracy and contributing to the preservation of the American way of life."

FM is going ahead. It is up to the schools to see that they are progressive enough to make full use of this new medium of education.

## High Frequency

Cleveland's pioneer high frequency educational radio broadcast station, WBOE, operated by the Cleveland Board of Education, has completed its second year of broadcasts direct to the 156 receivers in Cleveland schools. In September, 1940, it was authorized by the Federal Communications Commission to change its type of transmission from amplitude to frequency modulation. San Francisco's Board of Education has received a construction permit for its proposed FM station, KALW. San Mateo, California, Junior College and Chicago's Board of Education have indicated that they will file applications soon. New York's school system, like Cleveland, has been operating a high frequency AM station and has applied for permission to change to FM.

The University of Kentucky is ready to begin regular broadcasts on WBKY, an AM high frequency station, which intends to broadcast educational programs to schools and community listening centers in rural Kentucky areas. WBKY is the only educational station planned or proposed which does not expect to use FM. Kentucky had built and installed more than 50 high frequency AM receivers in listening centers throughout rural areas on several counties just before the FM hearings and a change in the near future is improbable because of the expense.

Rensselaer Polytechnic Institute, Troy, N. Y., is reported to be building an FM station. The Universities of Illinois and Wyoming, and New River State College, Montgomery, W. Va., are collecting equipment, and an alumnus has offered the University of Michigan equipment for an FM station. Nearly a score more educational institutions and school systems are developing plans for a station in the educational band.

## Script Exchange

Educational radio is able to take advantage of FM's popular debut because it has prepared for production of radio programs since 1936. The Educational Radio Script Exchange, founded in June

1936 as a division of the Federal Radio Education Committee, has issued its 4th edition catalog and supplement listing 746 scripts which are available on loan and which greatly reduce the difficulties of getting adequate broadcast material.

The Exchange has endeavored to meet needs related to the production and broadcast of educational programs with bulletins of advice on production and sound effects, a radio glossary, radio bibliography, and electrical transcriptions. It also has prepared a mimeographed list of 348 colleges and universities offering courses in radio.

During 1940 more than 1200 producing groups were known to have used the services of the Exchange—an increase of more than 400 per cent since the first year, 1936, when 300 groups used its facilities.

Helping schools share their responsibility of training and teaching for defense is a catalog of 97 scripts especially selected because of their timeliness in the defense emergency.

The Exchange has also pioneered in making available transcriptions of educational programs. Just at the close of the year it arranged with the Public Relations Division of the Council of National Defense to distribute transcriptions of "How We Build Airplanes," broadcast over Mutual December 14, 1940. This was the first of a "Defense in Action" series of on-the-spot broadcasts showing the steps entering into production of an essential defense need.

Also under preparation were plans to distribute a transcription series on our civil liberties to highlight heritages of democratic life.

The first series in the Exchange's transcription library was "Americans All—Immigrants All," 24 half-hour transcriptions originally presented over the Columbia Broadcasting System by the U. S. Office of Education with the cooperation of the Service Bureau for Intercultural Education. "Help Yourself To Health," six programs recorded in cooperation with the Public Health Service, and several individual broadcasts are also available through the Exchange.



## Radio Division

Since 1936 the U. S. Office of Education had been operating a radio project which wrote and produced a series of factual broadcasts over the major networks. Among the programs were "Brave New World," an appreciation of the history and culture of Latin America and fore-runner to today's emphasis on Western Hemisphere cultural relationships; "Let Freedom Ring," a series on our civil rights; "Democracy in Action," the story of our Federal Government and how it works; "Gallant American Women," telling of women's contributions to our national life, and "Americans All—Immigrants All," 26 episodes about the peoples who have joined to make America, which won four major awards in educational radio.

The radio project had been made possible through allocation of W.P.A. funds; the value of its contributions to radio is evidenced by the number of stations in the major networks which voluntarily carried the programs. "Democracy in Action," for instance, was regularly carried each Sunday afternoon by 104 outlets of the CBS chain. "Gallant American Women" was broadcast by 90 stations on NBC-Blue.

Of this group of outstanding programs only one series remains. It is "The World is Yours," which has brought research and discoveries of the Smithsonian Institution to the nation via NBC-Red for four years. When Congress wrote in a general limitation on the use of W.P.A. funds for radio and motion pictures the Smithsonian and NBC took over backing of "The World is Yours," with the Office of Education administering the programs. In November 1940 the time of this 4-year old program was changed from 4:30 p.m. Sunday to 5 p.m. Saturday. For the past two years scripts have been written by Irve Tunick from information provided by Smithsonian Institution specialists.

## Library of Congress

The Rockefeller Foundation placed at the disposal of the Library of Congress the services of two Fellows in Radio Research whose first duty was to survey those resources of the Library which might be of service to educational broadcasting groups. They are Philip Cohen, former production manager of the U. S. Office of Education's radio project and associate director of the New York University Radio Workshop, and Charles T. Harrell, on leave as Program Director of University of Minnesota's radio station WLB. Jerome Wiesner, formerly engi-

neer of the University of Michigan radio studios, is engineering consultant through a grant of the Carnegie Corporation of New York.

Archibald MacLeish, progressive Librarian of Congress, has used them as a nucleus to form a Radio Research project in the Library. University broadcasting stations and other educational stations or groups throughout the country may apply to the Radio Research project for assistance in planning programs, in requesting background material and bibliographic and other supplementary information. The project should be of particular use in connection with programs drawing upon the rich resources of the Library of Congress in the fields of American history and of American folk music and folk tales.

Other chiefs in the project are Joseph Liss, Script Editor, and Alan Lomax, Consultant in Folk Lore. A studio to produce recordings and broadcasts has just been constructed in the Congressional library under Mr. Wiesner's supervision.

## Education Committee

Much valuable research work of the FREC was coordinated during the year by Dr. Leonard Power, Director of FREC research. Among most important projects were study of cooperation among educators and broadcasters and of the preparation of teacher training courses in radio. Fruits of these and other research projects are shown in publications named follow.

Director of this project, centered at Columbia University, is Dr. Paul S. Lazarsfeld, who is accepted by educators and commercial broadcasters alike as a first-line authority on evaluating effectiveness of radio presentations. Dr. Lazarsfeld's findings in the operation of this project are set forth in a recently published book, "Radio and the Printed Page," summarized below.

## Listening Groups

This project, directed by Frank Hill and sponsored by the National Advisory Council on Radio in Education, is surveying extent and influence of listening groups, many of which precede or follow "public service" broadcasts with forum discussions. A lateral study has been made in England by W. E. Williams of the British Institute of Adult Education, London. Reports by Mr. Williams and Mr. Hill are to be published soon by the Columbia University Press.

To determine the degree of effectiveness of the use of radio in the classroom and to help teachers become more familiar with educational uses of radio by

helping to point out desirable programs and by conveying to broadcasters, for their information and guidance, the reaction of pupils and teachers to specific educational broadcasts, are the two major divisions of the project being carried on at Ohio State University under direction of I. Keith Tyler.

The project is also examining out of school listening by high school children and the effects of such listening. It is hoped that data from this project may be helpful to broadcasters in planning in the future more effective programs for education, especially for children.

The separate studies fall into three broad classifications: First is the community study in progress in Zanesville, Ohio, selected as a typical American community. Another classification covers an investigation of the application of radio to specific courses in certain high schools—the teaching of English in Rochester, of music in Cleveland, and of science in Chicago; the third is an analysis in the use of electrical transcriptions available to schools.

### Summer Conferences

Among significant factors contributing to radio's march toward fuller development as an educational instrument were the 13 conferences held during the summer in colleges and universities throughout the country under auspices of the FREC.

Approximately 3,000 educators, broadcasters and laymen attended the conferences, and a summary report prepared by Dr. Leonard Power, Coordinator of Research, reveals current trends in educational radio.

Besides Dr. Power, conferences were attended by Dr. I. Keith Tyler, Dr. Norman Woelfel, and Dr. R. R. Lowdermilk, of the Evaluation of School Broadcasts research project and by Dr. Paul S. Lazarsfeld of the Office of Radio Research project.

The conferences afforded opportunity for school educators and others concerned with radio education to meet with experts who conducted research projects and to explore with them various aspects of research activities which were of special interest. Informal discussion of such work and conclusions reached through them afforded an opportunity for the researchers to amplify and qualify their conclusions. In the light of the rather turbulent history of educational radio prior to the last four or five years, the spirit of cooperation which dominated the conferences and the joint striving of broadcasters and educators toward common goals constitutes one of the notable achievements of the FREC.

## Conclusions

Overall conclusions reached by conferees:

1. Effective use of radio in education depends on proper utilization. A few programs, well planned, properly organized and correlated, and produced with a high degree of professional skill are far more effective in enriching instruction than a much larger number of programs not reflecting intensive planning and effort.

2. Teachers are coming to realize importance of out-of-school listening. Many make it their business to know every available educational program of merit, and they assume responsibility for guiding student selection by taking school time to develop standards of appreciation and discrimination.

3. Adults who have had to forego formal education but who would like to broaden their cultural background should have guidance in discriminating among radio programs. School children who have had such guidance show better discrimination than most adults.

Radio is the best medium to help out of school adults find cultural training because costs of concerts, lectures and books may be beyond means of many. To develop an audience among these adults, conferees suggested a plan for pooling interests of broadcasters and educators to merchandise programs designed for serious listening. Educators indicated they realize the necessity for including those elements of mass appeal which will induce acceptance of such programs by untrained adult listeners.

Several centers have requested that the conferences be held again this summer and indications now are that they will be.

### FREC Publications

The FREC Bulletin, launched in November 1939, has been issued each month during 1940 and has provided information on research achievements and educational broadcasting in general. Included in its mailing list of 6,000 are all radio stations, colleges and universities offering courses in radio, State and city superintendents of schools, libraries, trade and educational journals, and individuals interested in educational broadcasting.

**Local Cooperative Broadcasting**—Emphasizes constructive solution of problems of cooperation between education and the broadcast industry through description of examples of local, State, regional and national cooperation.

**Teacher Training Syllabus**—An aid to teachers of college radio courses. Drawn

up by a committee of FREC field research experts, under direction of Dr. Leonard Power, director of FREC research.

**The Groups Tune In**—Examines organization and motivation behind listening groups, their educational value, and how to establish and promote such groups. Written by Frank Hill.

**College Radio Workshops**—Study of four typical workshops at Syracuse University, Indiana State Teacher's College, University of Kentucky, and Drake University.

**Forums on the Air**—When, where, why, and how of radio forums from the educational viewpoint.

**Local Station Policies**—Examination of outstanding example of effective serving of a community by its radio station, together with a general survey of cooperative broadcasting.

**Radio and the Printed Page**—Paul F. Lazarsfeld, director of the Columbia University FREC radio project, pointing out that individuals and groups in American society tend to listen rather than to read. evaluates radio broadcasts as a substitute for reading. Results of Dr. Lazarsfeld's research, much of which has been incorporated into this book, have been valuable to broadcasters in discovering what makes a broadcast effective.

## NAB

The National Association of Broadcasters' Code of ethical and progressive broadcasting practices was drawn up and approved at the 17th Annual Convention of the NAB in July 1939 and went into effect in January 1940.

Included in the code is the following paragraph on educational broadcasting:

"While all radio programs possess some educative values, broadcasters nevertheless desire to be of assistance in helping toward more specific educational efforts, and will continue to use their time and facilities to that end, and, in cooperation with appropriate groups, will continue their search for improving applications of radio as an educational adjunct."

## CBS School of the Air

Columbia Broadcasting System's leading educational radio program, American School of the Air, was extended during 1940 to cover Latin America as well.

CBS itself reports on this event:

"During 1940, 64 radio stations in Latin American nations were added to

the Columbia Broadcasting System. Sixteen American nations and the Philippine Commonwealth either officially or through broadcast channels joined the School of the Air of the Americas—a new international, cultural institution which is geographically the world's largest educational organization. Many of the nations have appointed official committees which are already contributing material for inclusion in the broadcast.

After the programs are written, they are translated and supplied, without charge, to the participating nations.

## NBC's Educational Programs

NBC appointed Dr. James R. Angell, formerly president of Yale University, as public service counsellor which, NBC reported, was a step toward a more thorough educational broadcasting program during 1940. Among presentations of educational value reported by NBC are:

University of Chicago "Round Table," American Education Committee's "Education Forum," "Man and the World," sponsored by American Museum of Natural History and Chicago Museum of Science and Industry; "Music and American Youth," by National Music Educator's Conference, "Town Meeting of the Air," Town Hall, Inc.; National Vocational Guidance Association's "On Your Job," and "The World Is Yours," sponsored by the Smithsonian Institution and U. S. Office of Education.

Experiments with recordings of educational broadcasts were conducted last spring by schools of Philadelphia, Pa., Elizabeth, N. J., and Greenwich, Conn., with NBC cooperation.

## University Programs

State University of Iowa's radio station, WSUI, under direction of H. Clay Harshbarger, is housed in a new four-story radio building at Iowa City. Building has complete broadcasting and station management facilities, including five studios.

One of the few full time educational stations, WSUI was among the first to own and operate its own station and has been a pioneer in broadcasting radio courses.

Following the lead of New York University, first higher institution to establish a four-year radio course, is the University of Alabama, which has established a complete radio curriculum. Director is John Carlisle, formerly in charge of production for CBS.



# COLLEGES AND UNIVERSITIES IN THE UNITED STATES OFFERING COURSES IN BROADCASTING

The alphabetical list that follows is the result of a project, executed by the Federal Radio Education Committee with the cooperation of the U. S. Office of Education, and intended to answer certain fundamental questions regarding colleges offering courses for training teachers in the preparation and utilization of radio programs and for giving training to persons who plan to choose broadcasting as a vocation. No attempt is made to evaluate the courses. The following code should be used to interpret the listings in this survey, the courses being indicated by letters as follows: (A) General Course in Radio, (B) Radio Program Planning and Production, (C) Education by Radio, (D) Radio Script Writing, (E) Radio Announcing (F) Radio Speech, (G) Radio Dramatics, (H) Radio Music, (I) Radio Station Management, (J) Radio Advertising, (K) Technical Courses in Radio. (L) Television, and (M) Radio Law.

Whenever credit hours were reported for any course, the number of hours will be found bracketed with the identifying letter of that particular course. For example, (D-2) (E) indicates a course in Radio Script Writing for which 2 credit hours are given and a course in Radio Announcing for which no credit hours were reported. The symbol (F and G-4) signifies that a course involving both Radio Speech and Radio Dramatics is offered with 4 hours of credit given. The symbol (K-varies) means that technical courses in radio are available for which credit hours vary. Included with each listing will be found the name of an instructor who is in charge of radio instruction. These persons should be consulted for further information. The asterisk before the name of the institution indicates that the school has its own broadcasting station and equipment.

College	In Charge of Radio
Abilene Christian College, Abilene, Tex. (D & F-3)	Mrs. A. B. Morris
Akron, University of, Akron, Ohio. (F-3)	O. A. Hitchcock
Alabama University of, University, Ala. (A) (D) (E) (F) (K)	Clyde B. Crawley
Alabama College, Montevallo, Ala. (A-2)	Nora Landmark
Alabama Polytechnic Institute, Auburn, Ala. (A-2) (K-varies)	Woodrow Darling
Adelphi College, Garden City, N. Y. (B-3)	(not known)
Alliance Technical Institute, Cambridge Springs, Pa. (A-3)	F. Kowalko
Alma College, Alma, Mich. (K-3)	Raymond C. Ditto
American International College, Springfield, Mass. (K-12)	Robert W. Cobb
Antioch College, Yellow Springs, Ohio. (K-12)	C. D. Barbulesco
Arizona, University of, Tucson, Ariz. (K-3)	R. G. Picard
Arkansas, University of, Fayetteville, Ark. (K-3)	C. W. Janes
Armour Institute, 3300 Federal Street, Chicago, Ill. (K-4) (L-4)	A. W. Sear
Asbury College, Wilmore, Ky. (F-2)	Daisy D. Gray
Asheville Normal and Teachers College, Asheville, N. C. (C-2)	Hazel Gebbany
Augustana College, Rock Island, Ill. (A-2) (G)	Theodor Le Vander
Augustana College, Sioux Falls, S. Dak. (F) (G) (E) (H)	Hugo A. Carlson
Aurora College, Aurora, Ill. (B-2)	J. Floyd Morris
Baker University, Baldwin, Kans. (E-3)	Floyd K. Riley
Bard College, Annandale-on-Hudson, N. Y. (K & L-8) (A-8)	Harold Hughes
Bates College, Lewiston, Me. (K-3)	Karl S. Woodcock
Baylor University, Waco, Tex. (A-3 1/3)	Sara Lowrey
Berry College, Mt. Berry, Ga. (K-2) (A-6)	L. E. McAllister
Birmingham Southern College, Birmingham, Ala. (A-3)	M. F. Evans
Blue Ridge College, New Windsor, Md. (G)	M. S. Reifsnnyder
Bob Jones College, Cleveland, Tenn. (B-2)	Elizabeth Adams
Boston College, Chestnut Hill, Mass. (K-8)	Rev. John A. Tobin
Boston University College of Business Administration, Boston, Mass., (B-2) (D-2) (F-2) (G-2) (J-2)	Ralph L. Rogers
Bradley Polytechnic Institute, Peoria, Ill. (A-2) (K-3)	F. E. Dace
Briar Cliff College, Sioux City, Ia. (F-2)	Sister Jean Marie
Brigham Young University, Provo, Utah. (A-2) (D-2) (G) (H) (I) (J)	T. Earl Pardoe

Bucknell University, Lewisburg, Pa. (K-3).....	George A. Irland
Butler University, Indianapolis, Ind. (F-3) (K-6).....	L. Gray Burdin
California, University of, Extension Division, Los Angeles, Calif. (B) (D) (G).....	Margaret Wotten
California, Institute of Technology, Pasadena, Calif. (K-18).....	S. S. Mackeown
California Polytechnic Junior College, San Luis Obispo, Calif. (A-3) (H-2) (K-6).....	B. G. Eaton
Capital University, Columbus, Ohio. (B-3).....	Prof. W. C. Craig
Carnegie Institute of Technology, Pittsburgh, Pa. (K).....	Charles Williamson
Carroll College, Waukesha, Wis. (F-2) (K).....	V. P. Batha
Carson Newman College, Jefferson City, Tenn. (A-3).....	Alex Chavis
Case School of Applied Science, Cleveland, Ohio. (K-12).....	J. R. Martin
Catholic University, Washington, D. C. (D-2) (E-2) (G-2) (K-varies).....	Rev. G. V. Hartke
C. C. N. Y. School of Technology, New York, N. Y. (A-3) (K-3).....	Alexander H. Wing, Jr.
Centenary Junior College, Hackettstown, N. J. (A-2).....	Ellen C. Crouch
Chicago, University of, Chicago, Ill. (A-3 1/3) (D-7) (F-3 1/3).....	Sherman Dryer
Chicago Musical College, Chicago, Ill. (D) (E) (G) (H).....	(not known)
Chicago School of Expression and Dramatic Art, Chicago, Ill. (A) (B) (D) (E) (G).....	Helen C. Espie
Chicago Teachers College, Chicago, Ill. (B) (C-1) (D-3).....	Luella Hoskins
Cincinnati, University of, Cincinnati, Ohio. (D-4) (J-2) (K-varies) (L-14) (M-4).....	W. C. Osterbrock
Cincinnati College of Music, Cincinnati, Ohio. (B-4).....	Uberto Neely
Cincinnati Conservatory of Music, Cincinnati, Ohio. (A) (D) (G).....	Hubert Kockritz
Citadel, The, Charleston, S. C. (A-6).....	N. F. Smith
Clark College, Dubuque, Ia. (A-2).....	(not known)
Clarkson College, Potsdam, N. Y. (K-varies).....	J. L. Stiles
Clemson College, Clemson, S. C. (K-4).....	Prof. A. B. Credle
Coe College, Cedar Rapids, Iowa. (A-4) (F).....	J. Dale Welsch
College of St. Scholastica, Duluth, Minn. (A-2).....	Sister Bernard
College of St. Theresa, Winona, Minn. (B) (G) (H).....	Sister M. Marcelline
College of Wooster, Wooster, Ohio. (A-8).....	Earl W. Ford
Colorado College, Colorado Springs, Colo. (K-8).....	Howard Olson
Colorado School of Mines, Golden, Colo. (K-12).....	Myron G. Pawley, Raymond Dickinson
Colorado State College, Fort Collins, Colo. (A-3).....	Frank P. Goeder
Colorado State College of Education, Greeley, Colo. (A-4).....	F. L. Herman
Colorado, University of, Boulder, Colo. (K-2 1/2).....	Herbert S. Evans
Colorado Woman's College, Denver, Colo. (K-2).....	Helen R. Robinson
Columbia College of Drama and Radio, Chicago, Ill. (B-2) (C) (D-2) (E-2) (F-2) (G-4).....	Norman Alexandroff
Columbia University, New York, N. Y. (A-2) (D-3).....	James C. Egbert
Compton Junior College, Compton, Calif. (K-5) (G).....	Jesse E. Hathaway
Concordia College, Moorhead, Minn. (A-2) (B-2) (K-3).....	Howard Nelson
(A) (B) (D) (E) (F) (G) (I) (J) (M).....	Donald MacLean
Connecticut State College, Storrs, Conn. (K-6).....	R. B. Corbett
Cornell College, Mount Vernon, Iowa. (A-3) (B-3) (D-3) (E-3) (G-3) (H-3).....	Albert Johnson
Cornell University, Ithaca, N. Y. (A-2) (K-4).....	Chas. A. Taylor
Cornish School, The, Seattle, Wash. (A) (B) (D) (E) (F) (G) (I) (J) (M).....	Donald MacLean
Creighton University, Omaha, Nebr. (B-3) (D-3).....	Edwin Puls
Cummock Junior College, Los Angeles, Calif. (F).....	Josephine Dillon
Curry School, 251 Commonwealth Ave., Boston, Mass. (F-2) (G-2).....	(not known)
Davidson College, Davidson, N. C. (K-4).....	F. L. Jackson
Dayton, University of, Dayton, Ohio. (G) (K-3).....	Prof. Louis Rose
Denison University, Granville, Ohio. (A-3).....	Richard H. Howe
Denver, University of, Denver, Colo. (B-2 1/2) (D-2 1/2) (F-2 1/2).....	Roscoe K. Stockton
Detroit, University of, Detroit, Mich. (A-2) (F).....	E. A. McFaul
Doane College, Crete, Nebr. (A-4) (B) (G).....	Dr. E. Russell Wightman
Dodd College, Shreveport, La. (A-3).....	(not known)
Drake University, Des Moines, Iowa, (A-2) (B-2) (D-4) (E) (G-2) (I-3) (J-2).....	Edwin G. Barrett
Note: Drake offers a major in radio.	
Drexel Institute of Technology, Philadelphia, Pa. (K).....	R. T. Zern
Dubuque, University of, Dubuque, Iowa. (A-4) (K-4).....	R. G. Wilson
Duke University, Durham, N. C. (K-7).....	W. J. Seeley
Duquesne University, Duquesne, Pa. (B-6) (G-6).....	Madeleine S. Foust
East Central Teachers College, Ada, Okla. (A-2).....	D. J. Nabors
Eastern Washington College of Education, Cheney, Wash. (K-2).....	James S. Lane
Elmira College, Elmira, N. Y. (F).....	Geraldine Quinlon
Emerson College, Boston, Mass. (A-3) (D-2) (E-2) (G-2).....	Arthur F. Edes

Emory University, Emory University, Ga. (A-5) (K)	J. B. Peebles
Emporia, College of, Emporia, Kans. (A-4)	R. F. Miller
Fenn College, Cleveland, Ohio (A-3)	William A. Millson
Florida, University of, Gainesville, Fla. (F-3) (K-varies)	Garland Powell
Florida Agricultural and Mechanical, Tallahassee, Fla. (A-2) (K-4)	H. R. Orr
Florida Southern College, Lakeland, Fla. (A-2)	Miss Alma Johnson
Fort Hays Kansas State College, Hays, Kans. (A-3)	Harvey A. Zinszer
Frances Shimer College, Mount Carroll, Ill. (D-2) (G-3)	George E. Hoffman
Franklin University, YMCA, Columbus, Ohio. (A-12)	E. E. Dysart
Friends University, Wichita, Kans. (B-1) (E-1) (G) (K-5) (D-2) (H-1/2)	Irene Vickers Baker
George Peabody Teachers College, Nashville, Tenn. (E-2)	A. L. Crabb
George Washington University, Washington, D. C. (A-2) (K-10)	Prof. W. Hayes Yeager
Georgetown University, Washington, D. C. (M-2)	P. J. Donovan
Georgia, University of, Athens, Ga. (D & E-5)	Prof. Edward C. Crouse
Georgia School of Technology, Atlanta, Ga. (A-3) (D & F-3) (K-3)	Irving H. Gerks
Gila Junior College, Thatcher, Ariz. (A-3) (G-2) (H-2)	William C. Kauffman
Glendale Junior College, Glendale, Calif. (A-3) (F-2)	B. L. Griffing
Gonzaga University, Spokane, Wash. (K-5)	Richard A. Brown
Grays Harbor Junior College, Aberdeen, Wash. (A)	(Not Known)
Grove City College, Grove City, Pa. (A-4) (G) (H) (K-4)	R. A. Walters
Harding College, Searcy, Ark. (A-5) (E-4) (A) (B) (D) (E) (G) (H)	Leonard Kirk
Hardin-Simmons University, Abilene, Tex. (G-3) (A-3)	Katherine Boyd
Harvard University, Cambridge, Mass. (K)	Dr. R. W. Hickman
Hastings College, Hastings, Nebr. (A-2) (F)	Charles J. Thurman
Haverford College, Haverford, Pa. (A-3) (K-3)	J. D. Elder
Houston, University of, Houston, Tex. (K-3 1/2)	Harvey W. Harris
Howard College, Birmingham, Ala. (K-2)	Paul D. Bales
Idaho, University of, Moscow, Idaho. (D) (E) (F) (H)	Dr. C. W. McIntosh, Jr.
Illinois College, Jacksonville, Ill. (K-varies)	F. W. Cooke
Illinois, University of, Urbana, Ill. (K)	Josef F. Wright
Illinois State Normal University, Normal, Ill. (F-2)	Mrs. Laura H. Pricer
Illinois Wesleyan University, Bloomington, Ill. (A-4)	Wilson B. Paul
Indiana State Teachers College, Terre Haute, Ind. (A-4) (B-4) (C-4) (D-4) (E-4)	Dr. Clarence M. Morgan
Indiana University, Bloomington, Ind. (A-3) (D-3) (E)	Dr. Lee Norvelle
Iowa, State University of, Iowa City, Iowa. (A-3) (B-2) (D-3) (F-3) (G-3) (J-3) (K-2)	Bruce E. Mahan
Iowa State College, Ames, Iowa. (D-3) (F-3) (K-4) (L-4)	W. I. Griffith
Iowa Wesleyan College, Mount Pleasant, Iowa. (A-3)	Roger M. Morrow
Itasca College, Coleraine, Minn. (A-2)	Delwin B. Dusenbury
Ithaca College, Ithaca, N. Y. (D) (E-4) (G-4)	Dr. Winn F. Zeller
John B. Stetson University, DeLand, Fla. (G-6) (H-6) (K-6)	Dr. Robert I. Allen
John Brown University, Siloam Springs, Ark. (A-3) (B-3) (I-3) (K-varies) (M-2)	Harold Fristoe
John Carroll University, Cleveland, Ohio. (B-3) (D-3) (E-3)	Wm. A. Millson
Johns Hopkins University, Homewood, Baltimore, Md. (K-4)	Ferdinand Hamburger, Jr.
Juilliard School of Music, 130 Claremont Avenue, New York, N. Y. (A)	Robert A. Simon
Kansas City Baptist Theological Seminary, Kansas City, Kans. (A-2) (C-2) (D-2) (G-2) (H-2)	Alvin J. Lee
Kansas, University of, Lawrence, Kans. (G-2)	Harold G. Ingham
Kansas State College, Manhattan, Kans. (A-8) (B-2) (D-2) (E-2) (F-3) (H-2) (J-3) (K-4)	(not known)
Kansas State Teachers College, Emporia, Kans. (A-2) (D) (E) (F) (G)	S. Winston Cram
Kent State University, Kent, Ohio. (A-3)	G. Harry Wright
Kentucky, University of, Lexington, Ky. (C-3) (K-3)	Elmer G. Sulzer
Knox College, Galesburg, Ill. (A-4)	Paul A. Foley
Lafayette College, Easton, Pa. (A-3) (K & L-6)	C. H. Page
La Grange College, La Grange, Ga. (B) (D-2) (G-3)	Mae Kirkland
La Sierra College, Arlington, Calif. (A-2) (K-3)	L. H. Cushman
Lawrence Institute of Technology, Highland Park, Mich. (K-5)	(not known)
Lehigh University, Bethlehem, Pa. (K-varies)	H. C. Knutson
Lenoir Rhyne College, Hickory, N. C. (A-3)	Karl Z. Morgan
Lincoln University, Jefferson City, Mo. (A)	Albert A. Kildare
Little Rock Junior College, Little Rock, Ark. (G)	Dell Park McDermott
Long Beach Junior College, Long Beach, Calif. (F-6)	Miss Edith Hitchcock
Louisiana Polytechnic Institute, Ruston, La. (C) (K)	D. G. Armstrong

Louisiana State University, University, La. (A-3) (D-3) (F-3) (I-3) (K-3)	Ralph W. Steelt
Louisville Municipal College, Louisville, Ky. (K-4)	Donald A. Edwards
Louisville, University of, Louisville, Ky. (K-10)	Samuel T. Fife
Loyola University, Los Angeles, Calif. (A-2) (D-2) (E-1) (G-1) (J-1)	Martin H. Work
Luther College, Decorah, Ia. (A-3)	F. C. Gamelin
Lynchburg College, Lynchburg, Va. (A)	K. K. Hodges
McMurray College, Abilene, Tex. (B-3)	Harold G. Burman
Mac Phail School of Music, Minneapolis, Minn. (A-4) (H-4)	Don Tuttle
Macalester College, St. Paul, Miss. (K-4)	R. B. Hastings
Madison College, Madison College, Tenn. (A-4) (K-4)	Bayard D. Goodge
Maine, University of, Orono, Me. (A-2) (B-2) (K-3)	W. J. Creamer
Manhattan College, New York, N. Y. (K-4)	J. Francis Reintjes
Marin Junior College, Kentfield, Calif. (K-2)	C. E. Chery
Marjorie Webster School, The, Rock Creek Park, Washington, D. C. (B-3) (D-3) (G-3)	Miss Florence McCracken
Marquette University, Milwaukee, Wis. (A-2) (F-2) (K-3)	Wm. R. Duffey
Marshall College, Huntington, W. Va. (A-3)	Dr. Frank A. Gilbert
Maryland, University of, College Park, Md. (A-2)	Dr. Ray Ehrensberger
Massachusetts Institute of Technology, Cambridge, Mass. (K-varies)	Prof. Edward L. Bowles
Massachusetts State College, Amherst, Mass. (K-6)	Francis C. Pray
Miami University, Oxford, Ohio. (D-3) (F) (G)	A. Loren Gates
Michigan, University of, Ann Arbor, Mich. (A-2) (C-2) (D-2) (E) (G-2) (J-4) (K-12) (L-2)	Prof. Waldo Abbott
Michigan College of Mining and Technology, Houghton, Mich. (K-3) (I-2)	G. W. Swenson
Michigan State College, East Lansing, Mich. (D-2) (E-3) (F-5) (G-3) (K-2)	Robert J. Coleman
Milton College, Milton, Wis. (A-8) (B-2) (C) (D) (E) (G) (H) (K)	C. F. Oakley
Minnesota, University of, Minneapolis, Minn. (C-3) (D-3) (E-3) (G)	E. W. Ziebarth
Mississippi College, Clinton, Miss. (A-3) (K-6) (M-3)	Henry A. Carlock
Mississippi State College, State College, Miss. (A-3) (M-3) (K-6)	Horace M. Trent
Missouri, University of, Columbia, Mo. (A-4) (K-8)	Prof. C. M. Wallis
Missouri Valley College, Marshall, Mo. (K-3)	Dwight M. Pasek
Modesto Junior College, Modesto, Calif. (A-2)	Leonard I. Bartlett
Montana State College, Bozeman, Mont. (K-6)	Prof. C. F. Bowman
Moravian College, Bethlehem, Pa. (A-3) (K-3)	Cyril N. Hoyler
Morehead State Teachers College, Morehead, Ky. (K-3)	J. G. Black
Morehouse College, Atlanta, Ga. (A-3)	H. V. Eagleson
Morris Harvey College, Charleston, W. Va. (G-2)	Richard C. Brand
Mt. Holyoke College, South Hadley, Mass. (K-7) (L-3)	Rogers D. Rusk
Mount Mercy College, Pittsburgh, Pa. (A-3)	Anna Marie McConnell
Mount St. Joseph College, Maple Mount, Ky. (G) (H)	Nora Mary Hallesey
Muhlenburg College, Allentown, Pa. (A-4) (C-4) (K-6)	Dr. Carl W. Boyer
Mundelein College, Chicago, Ill. (D-2)	Miss Louise Litten
Murray State Teachers College, Murray, Ky. (K-4)	Charles Hire
Muskingum College, New Concord, Ohio. (A-2)	C. R. Layton
National Park College, Forest Glen, Md. (A-2)	Helen Hughes
National University, Washington, D. C. (M-4)	Howard S. LeRoy
Nebraska, University of, Lincoln, Nebr. (K-4)	Ferris W. Norris
Nebraska State Teachers College, Wayne, Nebr. (A-4)	Prof. J. E. Brock
Nebraska Wesleyan University, Lincoln, Nebr. (A-3) (B-3) (D-2)	J. C. Jensen
Nevada, University of, Reno, Nev. (K-3)	I. J. Sandorf
New Mexico, University of, Albuquerque, N. Mex. (B-3) (D) (K-8)	Dr. Herbert L. Jones
New River State College, Montgomery, W. Va. (A-3) (L-3) (M-3)	Ritter F. Maxwell
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# F. C. C. Non-Commercial Educational Broadcast Stations

(As of January 1, 1941)

*The term "non-commercial educational broadcast station" means a station licensed to an organized non-profit educational agency for the advancement of its educational work and for the transmission of educational and entertainment programs.*

Licensee and Location	Call Letters	Frequency (Kc)	Power
Board of Education of San Francisco, Unified School District, San Francisco, Calif. ....	KALW	42100	1000 w (C. P. only)
University of Kentucky, Beattyville, Ky. ....	WBKY	41900	100 w (C. P. only)
Board of Education, City of New York, Brooklyn, N. Y. ....	WNYE	41100	100 w
Cleveland City Board of Education, (Charles H. Lake, Superintendent) Cleveland, Ohio .....	WBOE	41500	500 w

## F. C. C. Regulations Regarding Non-Commercial Broadcast Stations

### Operation and Service

The operation of, and the service furnished by, non-commercial educational broadcast stations shall be governed by the following regulations:

(a) A non-commercial educational broadcast station will be licensed only to an organized non-profit educational agency and upon a showing that the station will be used for the advancement of the agency's educational program particularly with regard to use in an educational system consisting of several units.

(b) Each station may transmit programs directed to specific schools in the system for use in connection with the regular courses as well as routine and administrative material pertaining to the school system and may transmit educational and entertainment programs to the general public.

(c) Each station shall furnish a non-profit and non-commercial broadcast service. No sponsored or commercial program shall be transmitted nor shall commercial announcements of any character be made. A station shall not transmit the programs of other classes of broadcast stations unless all commercial announcements and commercial references in the continuity are eliminated.

### Power Requirements

The operating power of non-commercial education broadcast stations shall

be not less than 100 watts or greater than 1000 watts unless a definite need for greater power is shown.

The transmitter of each non-commercial educational broadcast station shall be equipped with automatic frequency control apparatus so designed and constructed that it is capable of maintaining the operating frequency within plus or minus 0.01 percent of the assigned frequency.

Non-commercial educational broadcast stations are not required to operate on any definite schedule or minimum hours.

The transmitting equipment, installation, and operation as well as the location of the transmitter shall be in conformity with the requirements of good engineering practice as released from time to time by the Commission.

### Frequencies Allotted

The following frequencies are allotted for assignment to non-commercial educational broadcast stations:

42,100 kc.	42,300 kc.
42,500	42,700
42,900	

Stations serving the same area will not be assigned adjacent frequencies.

Frequency modulation shall be employed exclusively unless it is shown that there is a special need for the use of amplitude modulation.

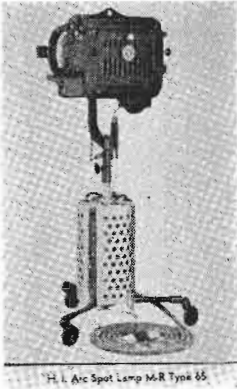
Only one frequency will be assigned to a station.



# THE TECHNICAL SIDE



1940 ————— 1941



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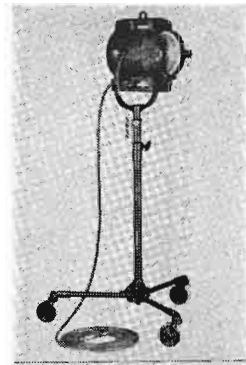


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# RCA REVIEWS THE TECHNICAL PROGRESS OF RADIO IN 1940

**O**UT of the ultra-high frequency field, once regarded as the "graveyard of wireless," came 1940's outstanding technical advance in radio.

Late in January, 1940, the Radio Corporation of America announced the development of the radio relay method of transmitting television to the point where it was ready for the first application as a public service. The development is designed to make possible the establishment of inter-city television networks similar in effect to the wire networks of sound broadcasting. It is expected that in the future relay stations, located approximately 30 miles apart, the actual distance depending on terrain, will carry television signals across country in a narrow beam.

Today there are no "useless" waves in radio; the engineer confesses that "the surface has not been scratched." In search of technical advantages of ultra-high frequencies, two methods of transmission are under test: amplitude modulation as used in standard broadcasting and frequency modulation, popularly abbreviated "FM."

To meet the requirements of "FM," as well as of sound channel broadcasting for television, complete lines of standard transmitters of 250 watts to 50,000 watts were designed by several manufacturing companies. The requirements of these transmitters necessitated development of new tubes. Among them are a forced air-cooled triode, two types of which will produce a 3 kilowatt carrier; a forced air-cooled tetrode, of approximately the same rating, which may be operated on frequencies up to 108 megacycles; and a water-cooled tube having a capability of 25 kilowatts in the range of frequency modulated wavelengths.

Of major importance to the "FM"

field were exhaustive measurements made during the year, notably those by engineers of the National Broadcasting Company, to determine how much of the theoretical advantage of "FM" could be obtained in practice. A detailed account of the NBC engineers' findings was published in the RCA Review, October, 1940.

Spurred on by the call of national defense, development of transmission and reception devices operating on frequencies in the 100-150 megacycle band reached a new high in 1940. Expansion occurred chiefly in the aviation services and covered special instruments for direction finding, "blind" landing, and general air traffic control communications over short distances in and around airports.

Engineers report that the importance of technical advances in the application of ultra-high frequencies cannot be over-emphasized. It is pointed out that these tiny wave channels are usually free of static and other forms of extraneous interference. They require a minimum of power, thereby permitting the construction of light weight, compact apparatus. Also, antennas may be quite small, yet highly efficient. Moreover, there are fields of application other than aviation, such as police and fire department activities, and military services. Engineers explain that ultra-high frequency devices are particularly well adapted to these latter fields because of a marked degree of mobility.

Technical progress on other radio fronts was reported under the following headings:

## Television

Technical development of television continued throughout the year. Among items that attracted wide-spread attention was the demonstration by RCA of large-screen, projection-type television reception for theaters. NBC, with the cooperation of the New York Telephone Company, demonstrated the feasibility of adapting ordinary telephone wire circuits to relay television programs over short distances.

With the advice of the Federal Communications Commission, the Radio Manufacturers Association appointed a National Television Systems Committee, which was charged with investigating special aspects of the television technical standards problem. This committee, organized in August, had not filed its report by the end of the year.

Re-allocation of frequency assignments by the FCC necessitated the rebuilding of the National Broadcasting Company's television transmitter, W2XBS, in New York. While this work was in progress, a number of refinements were incor-

porated in the installation which led to sharpening of the television image.

Another factor regarded as important by engineers was the development of a television camera tube for amateurs, which permits building of complete television systems at relatively low cost.

### **Facsimile and Radiophoto**

Models of a new broadcast facsimile receiver were demonstrated at the New York World's Fair by RCA, and later in the year the same company exhibited a facsimile tape-recorder of radical new design and capability.

The facsimile broadcast receiver included such improvements as double speed, self-synchronization, frequency shift modulation of the subcarrier instead of amplitude modulation, and visible printing. It also combined a three-band radio receiver and loudspeaker with an unique circuit which permitted the distant facsimile transmitting station to automatically turn on the facsimile recorder at any desired time and, similarly, to turn it off. This eliminated the need for a time clock, which allowed facsimile reception only at a few pre-set periods of the day.

The tape facsimile system was exhibited in a production model capable of printing at the rate of 60 to 70 words a minute. Typewritten words are reproduced on narrow paper tape, which can be glued to radiogram blanks. The principal feature of the system is the extremely small size of the recorder, which occupies no more space than half the glove compartment of an automobile. The unit is particularly adaptable to use in mobile vehicles, such as airplanes, police cars, and various military motor carriers.

The tape recorder also makes use of the self-synchronizing and frequency shift modulation circuits developed for the broadcast equipment. Self-synchronization permits the receivers and the transmitters to operate on different sources of power.

Still another significant development in the facsimile field was the application of the frequency shift method of transmitting photographs and other graphic material overseas in the radiophoto service of the R.C.A. Communications, Inc. This method produced pictures of greater clarity and increased speed of transmission.

### **Standard Broadcasting**

No radical changes in standard broadcast transmitter design occurred in 1940, although there were many minor improvements contributing to safety, convenience and efficiency. Air-fin cooled tubes experienced an increased demand.

Several equipment manufacturers began building 50-kilowatt transmitters using air-cooling throughout. Improved transmitter performance and simpler adjustments were attained through the increased use of feed-back. Styling and mechanical construction of transmitters were materially improved, facilitating easy accessibility to all parts.

In the broadcasting field, the year also was marked by the large number of applications for increased power. Many such requests were granted by the FCC with the proviso that the interference with other stations would be prevented by the use of directive aerials.

Prominent among the new and ultra-modern streamlined stations is WEFW of the National Broadcasting Company, completely rebuilt at Port Washington, Long Island, from which site the lofty towers direct the programs over a "salt water route" to the New York audience. Reaching a high degree of engineering perfection, this transmitter has eliminated "shadows" in reception that might be caused by New York's steel structures, especially the skyscrapers. The broadcast power is distributed where it does the most good. The very important "ground system" consists of 120,000 feet of copper ribbon radiating in strips of about 500 feet in all directions from the base of the aerial towers.

Outstanding in the development of broadcast receivers was the introduction by RCA of the "personal" or "camera-type" receiver, weighing less than five pounds. In the larger receivers, the general adoption of loop antennas contained in the cabinet made unnecessary the erection of an outside antenna for local reception. Push-button tuning and short-wave bands came into general use on automobile receivers.

### **Short-Wave Broadcasting**

The NBC's International Division completed the work of increasing the power of its two international short-wave stations, WNBI and WRCA, at Bound Brook, N. J., from 25,000 to 50,000 watts, and of installing more efficient directive aerial systems.

### **Research Extends Radio's Influence**

Radio research continued to spread its influence and usefulness into other fields of industry and science. Described as one of the most important developments of the year, in this connection, was the introduction by RCA of the electron microscope, an instrument capable of magnifying bacteria and other minute particles of matter far beyond any size heretofore obtainable with the most powerful optical microscopes.



# Institute of RADIO ENGINEERS

*Personnel—Headquarters—History*

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## **History**

On May, 13, 1912, the Institute of Radio Engineers was formed through the merging of two organizations active in the technical radio field. One of these was the Wireless Institute, the headquarters of which was in New York City and the other which was located in Boston was known as the Society of Wireless Telegraph Engineers. The former organization had a membership of fourteen at the start of 1909 and twenty-seven on January 1, 1912. The Society of Wireless Telegraph Engineers had eleven members on the first day of 1907 and forty-three on January 1, 1912. At the time of its foundation, the Institute of Radio Engineers had fewer than fifty members.

Prominent in the early work of the Society of Wireless Telegraph Engineers were John Stone Stone, Lee de Forest, and Fritz Lowenstein. Those identified with the initial work of the Wireless Institute included John S. Murphy, R. A. Somerville, Joseph D.

Fountain, R. B. Respress, R. A. Cleva, John Gregg, E. Barnwell, Philip Farnsworth, Sidney L. Williams, R. H. Marriott, G. W. Pickard, Harry Shoemaker, and Eugene Thurston. The consolidation of these two societies and the initial work of organizing the Institute of Radio Engineers were done by Alfred N. Goldsmith, J. V. L. Hogan, and R. H. Marriott.

## **General**

The Institute of Radio Engineers functions solely to advance the art and science of radio communication. It includes among its members those who have played prominent parts in the development of radio in the United States as well as many noted radio engineers and scientists in other countries.

Membership in the Institute is strictly personal and several grades have been established. The requirements for admission to these grades is contained in the Institute's Constitution and the eligibility of the applicant is passed on by the Board of Directors.

# CHIEF ENGINEERS

OF STATIONS IN UNITED STATES AND CANADA

## Alabama

Anniston, WMHA.....Vernon Story  
Birmingham,  
WAPI.....N. S. Hurley  
WBRC.....J. C. Bell  
WSGN.....P. B. Cram  
Decatur, WMSL.....Hudie Brown  
Dothan, WAGF.....John T. Hubbard  
Mobile, WALA.....R. M. Cole  
Montgomery,  
WCOV.....James Breer  
WSFA.....Paul B. Duncan  
Muscle Shoals, WMSD.....Maurice McKinney  
Opelika, WJHO.....R. B. Wilds  
Selma, WHBB.....Sidney Spencer  
Tuscaloosa, WJRD.....Fred James

## Arizona

Globe, KWJB.....Arthur Turnrose  
Jerome, KCRJ.....D. E. Towne  
Lowell-Bisbee-Douglas, KSUN.....John G. Gould  
Phoenix,  
KPHO.....F. Belcher  
KOY.....Robert Thompson  
KTAR.....A. C. Anderson  
Prescott, KYCA.....Norman H. Dewes  
Safford, KGLU.....August Brieske  
Tucson,  
KTUC.....Clifford Livingston  
KVOA.....Leonard L. Nalley  
Yuma, KYUM.....L. B. Shaw

## Arkansas

Blytheville, KLCN.....Joe Harrington  
El Dorado, KELD.....John Riley  
Fort Smith, KFPW.....D. W. Hoisington  
Hot Springs,  
KWFC.....James Beall Eschwege  
KTHS.....J. Clinton Norman  
Jonesboro, KBTM.....J. C. Warren  
Little Rock,  
KARK.....Dann Winn  
KLRA.....K. F. Tracy  
Pine Bluff, KOTN.....J. R. Whitworth  
Siloam Springs, KUOA.....J. L. Miller

## California

Bakersfield,  
KERN.....Verne Shatto  
KPMC.....L. P. Jarvis  
Beverly Hills, KMPC.....Roger Love  
Chico, KHSL.....Emory P. Milburn  
Eureka, KIEM.....Alvar Olson, Charles Baker  
Fresno, KARM.....John F. Scales  
Long Beach,  
KFOX.....Lawrence W. McDowell  
KGER.....Jay Tapp  
Los Angeles,  
KECA.....H. L. Blatterman, Curtis Mason  
KFAC.....H. W. Anderson  
KFI.....H. L. Blatterman, Curtis Mason  
KFSG.....Myron Kluge  
KFVD.....Jack Smithson  
KFWB.....Harry Myers  
KHJ.....Frank Kennedy  
KMTR.....Carroll Hauser  
KNX.....Lester H. Bowman  
KRKD.....Willis Freitag  
Marysville, KMYC.....Leon Stauffer  
Merced, KYOS.....Ed Dold  
Modesto, KTRB.....Wayne Berthold  
Monterey, KDON.....Omer Wright  
Oakland,  
KLS.....R. C. Butler  
KROW.....C. E. Downey

Pasadena, KPCC.....N. V. Parsons  
Redding, KVCV.....John E. Boren  
Sacramento,  
KFBK.....Norman D. Webster  
KROY.....Milton Cooper  
San Bernardino, KFXM.....Richard T. Sampson  
San Diego, KGB.....Verne Milton  
San Francisco,  
KFRC.....Ernest G. Underwood  
KGO.....Curtis D. Peck  
KPO.....Curtis D. Peck  
KSAN.....Mel Williams  
KSFO.....Royal V. Howard  
KYA.....Paul C. Schulz  
San Jose, KQW.....C. V. Davey  
San Luis Obispo, KVEC.....Earl Travis  
Santa Ana, KVOE.....Wallace S. Wiggins  
Santa Barbara, KDB.....Walter Radtke  
Stockton, KWG.....Russell Bennett  
Visalia, KTRC.....Bert Williamson  
Watsonville, KHUB.....Farrel Buckley

## Colorado

Colorado Springs,  
KVOR.....Cozine Strang  
KLZ.....T. A. McClelland  
Denver,  
KOA.....Robert H. Owen  
KVOD.....D. Garretson  
Durango, KIUP.....G. L. Schmehl  
Grand Junction, KFXJ.....Fred Mendenhall

## Connecticut

Bridgeport, WICC.....Garo Ray  
Hartford,  
WDRS.....I. A. Martino  
WHTT.....Richard K. Blackburn  
WTIC.....J. C. Randall  
New Britain/Hartford, WNBC.....Rogers B. Holt  
New Haven, WELI.....J. Gordon Keyworth  
New London, WNLC.....Francis C. Garufy  
Waterbury, WATR.....John Burke  
Waterbury-New Haven, WBRY.....Frank B. Hales

## District of Columbia

Washington,  
WINX.....Ralph E. Cannon, Jr.  
WJSV.....Clyde Hunt  
WMAZ.....A. E. Johnson  
WOL.....H. H. Lyon  
WRC.....A. E. Johnson

## Florida

Daytona Beach, WMFJ.....W. K. Ellenwood  
Fort Lauderdale, WFTL.....Francis G. Carroll  
Fort Meyers, WFTM.....Lewis Shea  
Gainesville, WRUF.....Dean Joseph Weil  
Jacksonville,  
WJHP.....B. Hayford  
WMBR.....H. B. Greene  
Lakeland, WLAK.....W. Powell Hunter  
Miami, WQAM.....Engene Rider  
Miami Beach, WKAT.....Walter Kinney, Tom Magee  
and Arthur Smith, co-eng.  
Ocala, WTMC.....Bradley Overton  
Orlando,  
WBBO.....James E. Yarbrough  
WLOF.....W. Dod Daniel  
Panama City, WDLP.....Eddie Pierce  
Pensacola, WCOA.....Bert Mead  
St. Augustine, WFOY.....Pat Bernhard  
St. Petersburg,  
WSUN.....Tom Herrin  
WTSP.....Garvin Combs



Tallahassee, WTAL.....William A. Snowden, Jr.  
 Tampa,  
 WDAE.....William Pharr Moore  
 WFLA.....Joe Mitchell

## Georgia

Albany, WGPC.....O. E. Johnson  
 Atlanta,  
 WAGA.....Clifford Hanson  
 WATL.....J. M. Comer, Jr.  
 WGST.....Ben Akerman  
 WSB.....C. F. Daugherty  
 Augusta,  
 WGAC.....William Nungesser  
 WRDW.....Harvey Aderhold  
 Cordelle, WMJM.....Noel Martin  
 Dalton, WBLJ.....W. Roberts  
 Macon,  
 WMBL.....David Bain  
 WMAZ.....George P. Rankin, Jr.  
 Moultrie, WMGA.....James W. Stewart  
 Rome, WRGA.....R. J. Starr  
 Savannah,  
 WSAV.....Meredith Thompson  
 WTOC.....James Reynolds Donovan  
 Valdosta, WGOV.....David S. Traer  
 Waycross, WAYX.....John J. Tobola  
 West Point, WDAK.....James L. Williams

## Idaho

Boise, KIDO.....H. W. Toedtemeier  
 Idaho Falls, KID.....W. J. Provis  
 Lewiston, KRLC.....Milton MacLafferty  
 Nampa, KFSD.....Edward Hurt  
 Pocatello, KSEI.....James E. Mitchell  
 Twin Falls, KTFI.....Franklin V. Cox  
 Wallace, KWAL.....William M. Bruner

## Illinois

Aurora, WMRO.....Leo S. Burch  
 Bloomington, WJBC.....Ted Bailey  
 Chicago,  
 WAAF.....Carl Ulrich  
 WBBM.....Frank B. Falknor  
 WCBD.....Edward J. Jacker  
 WCFL.....Maynard Marquardt  
 WEDC.....Caled K. Frisk  
 WENR.....Howard C. Luttgens  
 WGN.....Carl J. Meyers  
 KGES.....George Bush  
 WJJD.....Walter Myers  
 WLS.....Thomas L. Rowe  
 WMAQ.....Howard C. Luttgens  
 WMBI.....A. P. Frye  
 WSBC.....Ed Jacker  
 Cicero, WHFC.....E. P. Hayes  
 Danville, WDAN.....Ted Magin  
 Decatur, WSOY.....M. H. Stuckwish  
 East St. Louis, WTMV.....Thomas R. McLean  
 Galesburg, WGIL.....Gerald Foster  
 Harrisburg, WEBQ.....Joseph R. Tate  
 Herrin, WJPF.....Lynton Lemond  
 Joliet, WCLS.....David Maltby  
 Peoria, WMBD.....Ted Giles  
 Quincy, WTAD.....Francis Wentura  
 Rockford, WROK.....Thomas C. Cameron  
 Rock Island, WHBF.....R. J. Sinnett  
 Springfield,  
 WCBS.....Richard L. Ashenfelter  
 WTAX.....Edward Ring  
 Tuscola, WDZ.....Mark Spies  
 Urbana, WILL.....A. James Ebel

## Indiana

Anderson, WHBU.....Wayne Reeves  
 Elkhart, WTRC.....Kenneth Singleton  
 Evansville,  
 WEOA.....John B. Caraway, Jr.  
 WGBF.....Fay Gehres  
 Fort Wayne,  
 WGL.....Robert G. Duffield, Jr.  
 WQOW.....Robert G. Duffield, Jr.  
 Gary, WIND.....Ken Shirk  
 Hammond,  
 WHIP.....H. V. Fitzcharles

WJOB.....John Felthouse  
 Indianapolis,  
 WFBM.....Harold Holland  
 WIBC.....Lester Huff  
 WIRE.....Earl W. Lewis  
 Muncie, WLBC.....Maurice Crain  
 New Albany (Louisville, Ky.), WRRR  
 H. W. Hathaway  
 South Bend,  
 WFAM.....H. Cole  
 WSBT.....H. Cole  
 Terre Haute, WBOV.....Stokes Gresham, Jr.  
 Vincennes, WAOV.....Claude Harris  
 West Lafayette, WBAA.....Ralph Townsley

## Iowa

Ames, WOI.....Louie L. Lewis  
 Cedar Rapids, Waterloo, WMT.....Charles F. Quentin  
 Davenport, WOC.....Allen Richter  
 Decorah, KWLC.....O. M. Eittrheim  
 Des Moines,  
 KRNT.....Paul Huntsinger  
 KSO.....Paul Huntsinger  
 WHO.....(Technical Director) Paul A. Loyel  
 Dubuque, WKBB.....Leonard Carlson  
 Fort Dodge, KVFD.....Jack Duncan  
 Iowa City, WSUI.....S. J. Ebert  
 Marshalltown, KFJB.....Wayne Peak  
 Mason City, KGLO.....Leon Born  
 Ottumwa, KBIZ.....Wayne Hatchett  
 Shenandoah, KMA.....Ray Schroeder  
 Sioux City,  
 KSCJ.....Stephen C. Dier  
 KTRJ.....Carleton Gray

## Kansas

Coffeyville, KGGF.....J. S. Jaminet  
 Dodge City, KGNO.....Ralph Hickma  
 Emporia, KTSW.....Paul H. Daniels  
 Garden City, KIUL.....Virgil E. Creig  
 Great Bend, KVGB.....Leo Legleiter  
 Kansas City, KCKN.....C. E. Salzer, Jr.  
 Lawrence, WREN.....Carl Biesner  
 Pittsburg, KOAM.....W. L. Brown  
 Salina, KSAL.....N. E. Vance, Jr.  
 Topeka, WIBW.....Karl Troeglen  
 Wichita,  
 KANS.....L. F. Heithecker  
 KFBI.....G. H. Johnstone  
 KFH.....Amos C. Dadisman

## Kentucky

Bowling Green, WLBJ.....Earl Jaego  
 Hopkinsville, WHOP.....Benson Arwood Smith  
 Lexington, WLAP.....Sanford Helt  
 Louisville,  
 WAVE.....Wilbur E. Hudson  
 WHAS.....Orrin W. Towner  
 WINN.....Al Rutherford  
 Owensboro, WOMI.....W. W. Binford  
 Paducah, WPAD.....C. G. Sims

## Louisiana

Alexandria, KALB.....Jesse R. Sexton  
 Baton Rouge, WJBO.....Wilbur T. Golson  
 Lafayette, KVOL.....Clovie L. Bailey  
 Monroe, KMLB.....O. L. Morgan  
 New Orleans,  
 WNOE.....C. E. Davidson  
 WSMB.....M. Sandi  
 WWL.....J. D. Bloom, Jr.  
 Shreveport,  
 KRMD.....R. M. Dean  
 KTBS.....C. H. Maddox  
 KWKH.....W. E. Antony

## Maine

Augusta, WRDO.....Harold T. Dinsmore  
 Bangor, WABI.....Neldon Lawson  
 Lewiston, WCOC.....Leslie R. Hall  
 Portland,  
 WCSH.....G. Fred Craudon  
 WGAN.....Roger W. Hodgkins  
 Presque Isle, WAGM.....L. E. Hughes

## Maryland

Baltimore,  
WBAL.....Gerald W. Cooke  
WCAO.....Martin L. Jones  
WCMB.....G. Porter Houston  
WFBR.....William Q. Ranft  
Cumberland, WTBO.....Charles Ray Sine  
Frederick, WFMD.....John A. Fels  
Hagerstown, WJEJ.....Harold Brewer

## Massachusetts

Boston,  
WAAB.....Irving B. Robinson  
WCOP.....Whitman N. Hall  
WEEL.....P. K. Baldwin  
WHDH.....Donald Wise  
WMEX.....William M. Smith  
WNAC.....Irving B. Robinson  
WORL.....Molvin Stickles  
WSAR.....John C. Pavao  
Greenfield, WHAI.....James L. Spates  
Cape Cod, WOCB.....Ralph L. Lawton  
Lawrence, WLAW.....George A. Hinkley  
Lowell-Lawrence, WLLH.....Anthony Michaels  
New Bedford, WNBH.....Clyde Pierce  
Salem, WESX.....Richard Hammond  
Springfield,  
WMAS.....Earl G. Hewinson  
WSPR.....A. R. Bradley  
Worcester,  
WORC.....A. F. Kleindienst  
WTAG.....Hobart Newell

## Michigan

Battle Creek, WELL.....R. B. Roof  
Detroit,  
WJBK.....Paul Frinke  
WJR.....M. R. Mitchell  
WMBC.....Edward Clark  
WWJ.....Walter Hoffman  
WXYZ.....Roy Gardner  
East Lansing, WKAR.....Norris E. Grover  
Flint, WFDF.....Frank D. Fallain  
Grand Rapids, WLAV.....Lauren Bergeron  
Ironwood, WMJS.....R. L. Johnson  
Jackson, WIBM.....C. W. Wirtanen  
Lapeer, WMPC.....H. F. Hayes  
Muskegon, WKBZ.....George Krivitsky  
Pontiac, WCAR.....Wiley Wenger  
Port Huron, WHLS.....Wayne McDonnel  
Royal Oak, WEXL.....Joseph L. McFarland  
Saginaw, WSAM.....Harold McCullen  
Traverse City, WTCM.....Drew McClay

## Minnesota

Albert Lea, KATE.....George Church  
Duluth,  
KDAL.....Robert Dettman  
WEBC.....Charles Persons  
Mankato, KVSM.....H. D. Kimberly  
Minneapolis-St. Paul,  
KSTP.....H. R. Skifter  
WCCO.....Hugh S. McCartney  
WDGY.....George K. Jacobson  
WLB.....Frank J. Blitz  
WLOL.....Ozden Prestholdt  
WMIN.....Warren Fritze  
WTCN.....John M. Sherman  
Northfield, WCAL.....Amos Dicke  
Rochester, KROC.....Fred C. Clark  
Virginia, WAML.....Charles Persons  
Willmar, KWLM.....Verne Baumgartner  
Winona, KWNO.....Maurice Reutter

## Mississippi

Columbus, WCBT.....Robert Montgomery  
Greenville, WJPR.....Millard Perry and Ray Dickson  
Greenwood, WGRM.....George Wilson  
Gulfport, WGMN.....Kenneth Ervin  
Jackson, WSLI.....Tommie Hubbard  
Laurel, WAML.....A. A. Touchstone  
McComb, WSKB.....Robert Louis Sanders  
Vicksburg, WQBC.....C. E. Drake

## Missouri

Clayton (St. Louis), KFUD.....Carl H. Meyer  
Columbia, KFRL.....Robert Haigh  
Jefferson City, KWOS.....J. C. Haynes  
Joplin, WMBH.....Baxter Burriss  
Kansas City,  
KCMO.....L. C. Sigmon  
KMBC.....Ray Moler  
WDAF.....Joseph A. Flaherty  
Poplar Bluff, KWOC.....Don Lidenton  
St. Joseph, KFEQ.....J. Wesley Koch  
St. Louis,  
KMOX.....L. McComas Young  
KSD.....Robert L. Coe  
KWK.....James Burke  
KXOK.....Arthur F. Rekart  
WEW.....George E. Rueppel  
WIL.....Chal H. Stoup  
Sedalia, KDRO.....Thomas L. Yount  
Springfield,  
KGBX.....Fritz Bauer  
KWTO.....Fritz Bauer

## Montana

Billings, KGHL.....Jeff Kiichli  
Butte, KGIR.....Fred Heister  
Great Falls, KFBB.....Wilbur Myhre  
Missoula, KGVO.....George Allison  
Wolf Point, KGCX.....Harold Klimpel

## Nebraska

Fremont, KORN.....E. A. Blackburn  
Grand Island, KMMJ.....Raymond E. Snoddy  
Hastings, KHAS.....Walter Ely  
Kearney, KGFV.....Leland Gustafson  
Norfolk, WJAG.....Frank Weidenbach  
North Platte, KGNE.....J. B. Eaves  
Omaha,  
KOIL.....Mark Bullock  
WOW.....William Kotera  
Scottsbluff, KGKY.....Harland Morrison

## Nevada

Reno, KOH.....Hewitt Kees

## New Hampshire

Keene, KWNE.....Willis F. Moore  
Laconia, WLNH.....Wilfred Ledoux  
Manchester, WFEA.....Irving Mower  
Portsmouth, WHEB.....Donald R. Stevens

## New Jersey

Asbury Park, WCAP.....Augustus McAllister  
Atlantic City,  
WBAB.....Earle Godfrey  
WPPG.....Blair K. Thron  
Bridgeton, WSNJ.....Russel Ely  
Camden, WCAM.....Marvin Seimes  
Jersey City, WHOM.....Allison W. Burnham  
Newark, WOR.....J. R. Poppele  
Red Bank, WBRB.....B. T. Marshall  
Zarephath, WAWZ.....Nathaniel Wilson

## New Mexico

Albuquerque,  
KGGM.....Leonard Dobbs  
KOB.....George S. Johnson  
Carlsbad, KLAH.....Harry Boehnenann  
Roswell, KGFL.....James Simpson  
Santa Fe, KVSE.....A. F. Schultz

## New York

Albany,  
WABY.....James H. Corey  
WOKO.....O. A. Sardi  
Auburn, WMBO.....Herbert Hense  
Batavia, WBTA.....Carleton Greene  
Binghamton, WBNF.....Louveer Stantz  
Brooklyn,  
WARD.....Abraham Haas  
WBBR.....Ralph Leffler

WCNW ..... M. Goldberg  
 WFFW ..... Hermann Florez  
 Buffalo,  
 WBEN ..... Ralph J. Kingsley  
 WBNY ..... Thomas L. Vines  
 WEBR ..... Ralph Kingsley  
 WGR ..... Karl B. Hoffman  
 WKBW ..... Karl B. Hoffman  
 Canton, WCAD ..... Dr. Ward C. Priest  
 Elmira, WENY ..... Perry W. Esten  
 Freeport, WGBB ..... George Graham  
 Ithaca, WHCU ..... True McLean  
 Jamestown, WJTN ..... Harold J. Kratzert  
 Newburgh, WGNV ..... Patrick F. Simpson  
 New York City,

WABC... (CBS Director of General Engineering)  
 Edwin King Cohan  
 (WABC) Henry Grossman

WBXX ..... H. L. Wilson  
 WEAF (NBC) ..... O. B. Hanson  
 WEVD ..... Charles Brown  
 WHN ..... Paul Fuelling  
 WINS ..... Paul Von Kunits  
 WJZ (NBC) ..... O. B. Hanson  
 WLTH ..... Clifton Foss  
 WMCA ..... Lee Grant  
 WNEW ..... M. J. Weiner  
 WNYC ..... Isaac Brinberg  
 WOV ..... Robert E. Study  
 WQXR ..... Russell D. Valentine  
 Niagara Falls, WHLD ..... Dean Hiatt  
 Ogdensburg, WSLB ..... Raymond E. Lallert  
 Olean, WDHL ..... W. E. McDowell  
 Plattsburgh, WMFF ..... Jack Nazak  
 Poughkeepsie, WKIP ..... Peter J. Prinz  
 Rochester,  
 WHAM ..... Ken Gardner  
 WSAY ..... Gordon P. Brown  
 Saranac Lake, WNBZ ..... A. J. Kanze  
 Schenectady, WGY ..... W. J. Purcell  
 Syracuse,  
 WFBL ..... A. R. Marcy  
 WOLF ..... Lawrence Reilly  
 WSYR ..... Armand Belle Isle  
 Troy,  
 WHAZ ..... H. D. Harris  
 WTRY ..... A. H. Chismark  
 Utica, WIBX ..... J. T. Dowdell  
 Watertown, WATN ..... Paul Lee  
 White Plains, WFAS ..... Harry C. Laubenstein  
 Woodside, WWRL ..... Wm. H. Reuman

## North Carolina

Asheville,  
 WISE ..... Ralph Kibbler  
 WUNC ..... Cecil Hoskins  
 Charlotte,  
 WBT ..... J. J. Beloungy  
 WSOE ..... L. L. Caudle  
 Durham, WDNC ..... Raymond A. Dalton  
 Elizabeth City, WCNC ..... Billy Rogers  
 Fayetteville, WFNC ..... Frank Stewart  
 Goldsboro, WGBR ..... H. H. Lane  
 Greensboro, WBIG ..... Earl Allison  
 Greenville, WGTC ..... W. B. Eberhart  
 Hickory, WHKY ..... E. S. Long  
 Kinston, WPTC ..... Glen Neuville  
 Raleigh,  
 WPTF ..... Henry Hulick  
 WRAL ..... Stanley Brown  
 Rocky Mount, WEED ..... Isaac G. Murphy  
 Salisbury, WSTP ..... James R. Yost  
 Wilmington, WMED ..... Gerald Dreger  
 Wilson, WGTM ..... Bill Malone  
 Winston-Salem,  
 WAIR ..... Earl Downey  
 WSJS ..... Phil Hedrick

## North Dakota

Bismarck, KFJR ..... Ivar Nelson  
 Devils Lake, KDLR ..... Richard Moritz  
 Fargo, WDAY ..... Julius Helland  
 Grand Forks, KFJM ..... Elwin J. O'Brien  
 Jamestown, KRMC ..... Lloyd R. Amoo  
 Mandan, KGCU ..... Arne E. Anzjon  
 Valley City, KOVC ..... Stanley Guth

## Ohio

Akron,  
 WADC ..... J. A. Aitkenhead  
 WAKR ..... Don Dayton  
 WJW ..... Gerald Roberts  
 Ashtabula, WICA ..... G. G. Gautney  
 Canton, WHBC ..... Kenneth Slyker  
 Cincinnati,  
 WCKY ..... C. H. Tompiller  
 WCPO ..... Glen Davis  
 WKRC ..... John M. Tiffany  
 WLW ..... R. J. Rockwell  
 WSAI ..... R. J. Rockwell  
 Cleveland,  
 WCDE ..... Edard L. Gove  
 WGAR ..... R. Morris Pierce  
 WHK ..... Edward L. Gove  
 WTAM ..... S. E. Leonard  
 Columbus,  
 WBNS ..... Lester H. Nafzger  
 WCOL ..... J. E. Lowe  
 WHKC ..... J. E. Anderson  
 WOSU ..... A. L. Hammerschmidt  
 Dayton,  
 WHIO ..... Ernest L. Adams  
 WING ..... Paul Braden  
 Lima, WLOK ..... Russell Shettler  
 Mansfield, WMAN ..... Howard Jonard  
 Marion, WMRN ..... S. Robert Morrison  
 Portsmouth, WPAY ..... Maurice Myers  
 Springfield, WIZE ..... Arthur Martin  
 Steubenville, WSTV ..... Joseph Troesch  
 Toledo,  
 WSPD ..... Bill Stringfellow  
 WTOL ..... Frank B. Ridgeway  
 Youngstown,  
 WFMJ ..... Frank Dieringer  
 WKBN ..... B. T. Wilkins  
 Zanesville, WHIZ ..... William Hunt

## Oklahoma

Ada, KADA ..... Leiland Seay  
 Ardmore, KVSO ..... J. H. Holmes  
 Elk City, KASA ..... George Fenter  
 Enid, KCRC ..... A. B. Clopton  
 Muskogee, KBIX ..... Lester Harlow  
 Oklahoma City,  
 KOCY ..... G. W. Brock  
 KTOK ..... Bernard Tullius  
 WKY ..... H. J. Lovell  
 Shawnee, KGFF ..... John Molloy  
 Tulsa,  
 KOMO ..... James F. Manshp  
 KTUL ..... Nathan Wilcox  
 KVOO ..... L. Watt Stinson

## Oregon

Albany, KWIL ..... Paul W. Spargo  
 Bend, KBND ..... Gene Lovejoy  
 Corvallis, KOAC ..... Grant S. Feikert  
 Dalles, The, KODL ..... Paul Walden  
 Eugene, KORE ..... Harold Gander  
 Grants Pass, KUTN ..... Edward A. Malone  
 La Grande, KLBW ..... John Kibby  
 Marshfield, KOOS ..... Roger L. Spaugh  
 Medford, KMED ..... D. H. Rees  
 Portland,  
 KALE ..... Louis Bookwalter  
 KEX ..... Harold C. Singleton  
 KGW ..... Harold C. Singleton  
 KOIN ..... Louis Bookwalter  
 KWJJ ..... W. J. Jernan  
 KXL ..... Ralph Mifflin  
 Salem, KSLM ..... Albert Jacobson

## Pennsylvania

Allentown, WCBA-WSAN William A. McCutcheon  
 Altoona, WFBG ..... George Burgoon  
 Erie, WLEU ..... Harold Roess  
 Glenside, WIBG ..... John H. Henninger  
 Greensburg, WHJB ..... Walter W. McCoy  
 Johnstown, WJAC ..... Nevin L. Straub  
 New Castle, WKST ..... Robert Emch  
 New Kensington, WKPA ..... Henry Mattingly  
 Philadelphia,  
 WCAU ..... John Leitch  
 WDAS ..... Frank Unterberger

WFIL.....Arnold Nygren  
 WIP.....Clifford C. Harris  
 WPEN.....Charles Burtis  
 Pittsburgh,  
 KDKA.....J. E. Baudino  
 KQV.....Walter W. McCoy  
 WCAE.....James Schultz  
 WJAS.....W. W. McCoy  
 WWSW.....Henry R. Kaiser  
 Scranton,  
 WARM.....Adolph Orahmann  
 WGBI.....Kenneth R. Cooke  
 Sharon, WPIC.....A. C. Heck  
 Sunbury, WKOK.....Clif Kerstetter  
 Uniontown, WMBS.....Kenneth M. Meredith  
 Wilkes Barre,  
 WBAX.....Robert Love  
 WBRE.....Charles Sakoski  
 Williamsport, WRAC.....Louis Persio

### Rhode Island

Pawtucket-Providence, WFCI.....Howard W. Thornley  
 Providence,  
 WEAN.....Harold Tilley  
 WJAR.....Thomas Prior  
 WPRO.....Howard W. Thornley

### South Carolina

Anderson, WAIM.....Robert L. Easley  
 Charleston,  
 WCSC.....James M. Weaver  
 WTMA.....D. M. Bradham  
 Columbia,  
 WCOS.....Charles A. Thoman  
 WIS.....Scott Helt  
 Florence, WOLS.....Robert M. Wallace  
 Greenville,  
 WFBC.....W. C. Etheredge  
 WMRG.....Edward Day  
 Spartanburg,  
 WORD.....Ralph S. Bennett  
 WSPA.....Ralph S. Bennett  
 Sumter, WFIG.....Rex Houser

### South Dakota

Aberdeen, KABR.....Delbert T. Hunt  
 Brookings, KFDY.....W. H. Gamble  
 Rapid City,  
 KOBH.....M. J. Jones  
 WCAT.....E. E. Clark  
 Vermillion, KUSD.....Dr. W. H. Jordan  
 Watertown, KWAT.....Serrill Zimmerman  
 Yankton, WNAX.....Clifton M. Todd

### Tennessee

Bristol, WOPI.....Robert H. Smith  
 Chattanooga,  
 WAPO.....B. B. Barnes  
 WDEF.....J. V. Sanderson  
 WDDO.....J. C. Vessels  
 Cookeville, WHUB.....Charles Duke  
 Jackson, WTJS.....B. C. Brummell  
 Johnson City, WJHL.....O. K. Garland  
 Kingsport, WKPT.....Gladmon W. Upchurch  
 Knoxville,  
 WNOX.....J. P. Epperson  
 WROL.....Joe Wofford  
 Memphis,  
 WBBQ.....Weldon Roy  
 WMC.....C. E. Baker  
 WMP5.....J. P. Epperson  
 Nashville,  
 WLAC.....F. D. Biens  
 WSIX.....Bascom E. Porter  
 WSM.....J. H. DeWitt

### Texas

Abilene, KRBC.....Fred Hammond  
 Amarillo,  
 KFDA.....Howard Blaker  
 KGNC.....W. S. Bledsoe  
 Austin,  
 KNOW.....James Lewis

KTBC.....Harry Slife  
 Beaumont,  
 KFDM.....Leonard Saye  
 KRIC.....Clements McDaniel  
 Big Spring, KBST.....John B. Casey  
 Brady, KNEL.....Marion Crawford  
 Brownsville, KGFI.....Willis Wilson  
 Dallas,  
 KRLD.....Roy M. Flynn  
 WFAA.....Raymond Collins  
 WRR.....D. J. Tucker  
 Denton, KDNT.....B. B. Honeycutt  
 El Paso,  
 KRDD.....Edward P. Talbott  
 KTSM.....E. L. Gemoets  
 Fort Worth,  
 KFJZ.....Ed L. Starnes  
 KGKO.....R. C. Stinson  
 WBAP.....R. C. Stinson  
 Galveston, KLUF.....L. D. Clough  
 Houston,  
 KPRC.....H. T. Wheeler  
 KXYZ.....Gerald Chinski  
 Huntsville, KSAM.....Jack Whitley  
 Laredo, KPAB.....Ed Schoeler  
 Lubbock, KFYO.....William H. Torrey  
 Lufkin, KRBA.....Earle Pettey  
 Midland, KRLH.....Robert A. Harnon  
 Palestine, KNET.....C. H. Anglin  
 Pampa, KPDN.....H. E. Kreiger  
 Paris, KPLT.....Weldon Jeffus  
 Pecos, KIUN.....Stanley Hall  
 Port Arthur, KPAC.....Joe Walters  
 San Angelo, KGKL.....Frank Jones  
 San Antonio,  
 KONO.....George Ing  
 KTSa.....William G. Egerton  
 WQAL.....Fred Sterling  
 Sherman, KRRV.....T. E. Spellman  
 Temple, KTEM.....Paul Shaw  
 Texarkana, KCMC.....Harvey Robertson  
 Tyler, KGKB.....John B. Sheppard  
 Vernon, KVCW.....Herman Ridgway  
 Waco, WACO.....L. H. Appleman  
 Wichita Falls, KWFT.....John Adams

### Utah

Cedar City, KSUB.....Sherman T. Wright  
 Ogden, KLO.....W. D'Or Cozzens  
 Price, KEUB.....Owen J. Ford  
 Provo, KOVO.....Arch L. Madsen  
 Salt Lake City,  
 KDYL.....John M. Baldwin  
 KSL.....Willice E. Groves  
 KUTA.....Lyle Wahlquist

### Vermont

Burlington, WCAX.....James W. Tierney  
 Waterbury, WDEV.....Fred Hillsdale

### Virginia

Charlottesville, WCHV.....Walter Gray  
 Danville, WBTM.....Harry W. Spencer  
 Harrisonburg, WSYA.....U. L. Lynch  
 Lynchburg, WLVA.....Albert E. Heiser  
 Newport News, WGH.....Raymond P. Aylor, Jr.  
 Norfolk, WTAR.....Julius L. Greether  
 Petersburg, WPID.....Elmo Cronk  
 Richmond,  
 WBBL.....J. A. Steere  
 WMBG.....Wilfred H. Wood  
 WRNL.....Walter S. Selden  
 WRVA.....D. C. Woods  
 Roanoke,  
 WDBJ.....J. W. Robertson  
 WSL5.....Philip Briggs

### Washington

Suffolk, WLPM.....Jack Sigal  
 Aberdeen, KXRO.....W. M. McGoffin  
 Centralia and Chehalis, KELA.....Arnold Welner  
 Everett, KRKO.....Floyd Steele  
 Longview, KWLK.....Larry Curd  
 Olympic, KGY.....Jack Thatcher

Pullman, KWSC.....Hugo L. Libby  
 Seattle,  
 KEVR.....Dick Niehols  
 KIRO.....James B. Hatfield  
 KJR.....Francis J. Brott  
 KOL.....Perry Lind  
 KOMO.....Frances J. Brott  
 Seattle,  
 KRSC.....George Freeman  
 KXA.....Maurice McMullen  
 Spokane,  
 KPFO.....C. T. Strong  
 KFPY.....George Langford  
 KHQ.....A. G. Sparling  
 Tacoma,  
 KMO.....J. D. Kolesar  
 KVI.....William Haase  
 Vancouver, KVAN.....Paul W. Spargo  
 Walla Walla, KUJ.....Milton McLafferty  
 Wenatchee, KPQ.....E. E. Wylie  
 Yakima, KIT.....H. B. Murphy

### West Virginia

Beckley, WJLS.....Al Ginkle  
 Bluefield, WHIS.....Pat Flanagan  
 Clarksburg, WBLK.....C. S. Clemens  
 Fairmont, WMMN.....Roy Heck  
 Huntington, WSAZ.....Russell Banks  
 Logan, WLOG.....Bernard H. Bopp  
 Morgantown, WAJR.....R. C. Spence  
 Parkersburg, WPAR.....W. A. Sodaro  
 Welch, WBRW.....Tom Phillips and George Yazell  
 Wheeling, WWSA.....Glenn G. Boundy  
 Williamson, WBTH.....J. Francke Fox, Jr.

### Wisconsin

Ashland, WATW.....R. L. Johnson  
 Eau Claire, WEAU.....Charles B. Persons  
 Fond du Lac, KFIZ.....Wendell S. Meyers  
 Green Bay, WTAQ.....Wally Stangel  
 Janesville, WCLO.....Hester Kyler  
 La Crosse, WKBH.....Al Leeman  
 Madison,  
 WHA.....John Stiehl  
 WIBA.....Norman Hahn  
 Manitowoc, WOMET.....W. F. Dubin  
 Marinette, WMAN.....Werner Schwartz  
 Milwaukee,  
 WEMP.....Raymond H. Host  
 WISN.....D. A. Weller  
 WTMJ.....D. W. Gellerup  
 Racine, WRJN.....F. Lee Dechant  
 Sheboygan, WHBL.....Herbert Mayer  
 Stevens Point, WLBL.....H. O. Brickson  
 Wausau, WSAU.....Roland W. Richardt  
 Wisconsin Rapids, WFHR.....Garth N. Bowker

### Wyoming

Cheyenne, KFBC.....John Dawson  
 Rock Springs, KQRS.....Williard Easterly  
 Sheridan, KWYO.....R. F. Crossthwaite

### Alaska

Anchorage, KFQD.....L. Tate  
 Fairbanks, KFAR.....Stanton D. Bennett

### Territory of Hawaii

Honolulu, KGMB.....Eugene T. Goldrup  
 Lihue, KTOH.....Robert Glenn

### Puerto Rico

Mayaguez, WPRR.....Celso Torres  
 San Juan,  
 WKAQ.....Angel P. del Valle  
 WNEL.....William N. Greer

## CANADA

### Alberta

Calgary,  
 CFAC.....E. C. Connor  
 CFCN.....W. V. McLaughlin  
 Edmonton,  
 CFRN.....E. Makepeace

CJCA.....Hastings McMahon  
 CKUA.....John Wardlaw Porteous  
 Grande Prairie, CFGP.....Bill Couch  
 Lethbridge, CJOC.....G. J. Gow

### British Columbia

Chilliwack, CHWK.....Jack Pilling  
 Kamloops, CFCJ.....Arthur G. Miller  
 Kelowna, CKOV.....J. H. B. Browne  
 Nelson, CKLN.....M. W. Brown  
 Trail, CJAT.....E. C. Aylen  
 Vancouver,  
 CBR.....N. R. Olding  
 CJOR.....H. B. Seabrook  
 CKMO.....E. Rose  
 CKWX.....E. Ross MacIntyre  
 Victoria, CFCT.....H. R. Hough

### Manitoba

Flin Flon, CFAR.....Raymond Tate  
 Winnipeg,  
 CJRC.....Bert Hooper  
 CKY.....W. A. Duffield

### New Brunswick

Campbellton, CKNB.....L. P. Paquet  
 Fredericton, CFNB.....E. S. Cassidy  
 Moncton, CKCW.....J. G. White  
 Sackville, CBA.....James Carlisle  
 Saint John, CHSJ.....J. G. Bishop

### Nova Scotia

Halifax, CHNS.....A. W. Grieg  
 Sydney, CJCX.....Charles Atkinson

### Ontario

Brantford, CKPC.....Clayton Anguish  
 Chatham, CFCO.....Gordon Brooks  
 Hamilton,  
 CHML.....C. R. Snelgrove  
 CKOC.....Leslie Horton  
 Kenora, CKCA.....William McLellan  
 Kingston, CFRC.....Prof. H. W. Steward, M.S.  
 London, CFPL.....Lloyd York  
 North Bay, CFCH.....Allen Taylor  
 Ottawa, CBO.....E. C. Stewart  
 Owen Sound, CPOS.....Theodore Millen  
 St. Catharines, CKTB.....W. H. Allen  
 S S Marie, CJIC.....S. C. Cusack  
 Stratford, CJSJ.....J. Camden  
 Sudbury, CKSO.....James McRac  
 Timmins, CKGB.....W. K. Marks  
 Toronto,  
 CBL.....W. C. Little  
 CFRB.....Jack Sharpe  
 CKCL.....Ernest O. Swan  
 Windsor, CKLW.....William J. Carter  
 Wingham, CKNX.....Scott C. Reid

### Quebec

Chicoutimi, CBJ.....J. E. Roberts  
 Hull, CKCH.....J. L. Champagne  
 Montreal,  
 CBF.....L. L'Allier  
 CBM.....R. A. Scantlebury  
 CFCF.....J. Gettenby  
 CHLP.....Fred F. Tambling  
 CKAC.....Percy Smith  
 Quebec,  
 CBV.....Charles Frenette  
 CHRC.....Arsene Nadeau  
 CKCV.....Paul Richard  
 Rouyn, CKRN.....Bert Crump  
 Sherbrooke, CHLT.....L. P. Bernier  
 Val D'or, CKVD.....Ernie Mott

### Saskatchewan

Moose Jaw, CHAB.....A. E. Jacobson  
 Prince Albert, CKBI.....L. E. Moffatt  
 Regina,  
 CJRM.....W. McDonald  
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Cleveland, O. PRODUCTS: Air Cooled,  
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down, Luminous Tube and High Intensity  
Mercury Vapor Lamp Transformers, Flu-  
orescent Ballasts.

## **Aerovox Corp.**

740 Belleville Ave., New Bedford, Mass.

Contact.....Samuel I. Cole  
PRODUCTS: Capacitors, Electrolytics,  
Paper, Wax and Oil Impregnated Units,  
Standard Mica Condensers, exact duplicate  
Replacement and Transmitting Capacitors,  
Resistors, Interference Filters, Noise Ana-  
lyzer, Condenser Bridge for testing power  
factor, resistance and capacity.

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833 West Jackson Blvd., Chicago, Ill.  
Phone Haymarket 6800

Contact.....Julian McBarron  
PRODUCTS: Recorders, Discs, Needles,  
Turntables, Amplifiers, Microphones, Stands,  
Cables, Accessories, Transmitting Tubes,  
Speech Input Equipment, Transcription Re-  
producers, Dry Batteries.

## **Allied Recording Products Co.**

21-09 43rd St., Long Island City, N. Y.  
Phone STillwell 4-2318

Contact.....I. H. Goldman  
PRODUCTS: Recording Machines, Re-  
cording Blanks, Recording Amplifiers, Ac-  
cessories.

## **American Microphone Co., Inc.**

1915 S. Western Ave., Los Angeles, Calif.  
Phone PA 0778

Contact.....F. A. Yarbrough  
BRANCH OFFICES: 53 Park Pl., N. Y. C.;  
208 N. Wells, Chicago, Ill.; 18288 Appoline  
Ave., Detroit; 1280 Mission St., San Fran-  
cisco. PRODUCTS: Microphones and acces-  
sories.

## **Amperex Electronic Products, Inc.**

79 Washington St., Brooklyn, N. Y.  
Phone Cumberland 6-4430

Contact.....S. Norris  
BRANCH OFFICES: 1623 S. Hill St., Los  
Angeles, Calif.; 3218 Western Ave., Seattle,  
Wash.; 9 S. Clinton St., Chicago, Ill. PROD-  
UCTS: Transmitting Tubes.

## **Amperite Co.**

561 Broadway, New York, N. Y.  
Phone CANal 6-1446

Contact.....S. Ruttenberg  
PRODUCTS: Velocity and Kontak Micro-  
phones, Floor and Desk Stands.

## **Amplifier Co. of America**

17 W. 20th St., New York, N. Y.  
Phone WA 9-0954

Contact.....N. M. Haynes  
PRODUCTS: Program, Monitor, and Audi-  
tion Amplifiers, Voltage Regulators, Audio  
Transformers, Audio Reactors, Equalizers,  
Band Pass, High Pass, and Low Pass Filters,  
Band Reduction Filters, 6 and 12 Humless  
Power Supplies.

## **Ansley Radio Corp.**

4377 Bronx Blvd., N. Y. C.  
Phone FAirbanks 4-4110

Contact.....A. C. Ansley  
PRODUCTS: Radio-Phonograph Combina-  
tions, Piano-Radio-Phonograph-Harpsichord  
(4 in 1), Marine Direction Finder.

## **Atlas Sound Corp.**

1443-39th St., Brooklyn, N. Y.  
Phone WI 8-5500

Contact.....R. C. Reinhardt  
BRANCH OFFICES: 1280 Mission St., San  
Francisco, Cal.; 530 Erie Bldg., Cleveland,  
O.; 21 E. Van Buren St., Chicago, Ill.; 310  
Central Bank Bldg., Tulsa, Okla. PROD-  
UCTS: Microphone Floor and Desk Stands,  
"BOOM" Stands and Supports, Cahle Con-  
nectors (shielded), Monitor Speakers, High  
Powered P. A. Speakers, Speaker Baffles and  
Projectors, Speaker Enclosures, and P. A.  
Accessories.

## **Audak Company**

500 Fifth Ave., New York, N. Y.  
Phone LA 4-3723

Contact.....Geo. V. Sullivan  
BRANCH OFFICES: All key cities.  
PRODUCTS: Microdyne Pickups, Cutting  
Heads.

## **Audio Devices, Inc.**

1600 Broadway, N. Y. C.  
Phone CI 5-5696

Contact.....B. Haynes  
PRODUCTS: Instantaneous Acetate Re-  
cording Blanks, All Types of Cutting and  
Playback Style, Audioidisc Chipchaser and  
Croovoscope, Audio Devices Sound Effects  
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**John F. Beasley Construction Co.**

P. O. Box 1624, Muskogee, Okla.  
Phone Muskogee 4762

Contact.....John F. Beasley  
PRODUCTS: Steel construction only.

**Bell Sound Systems, Inc.**

1183 Essex Ave., Columbus, O.  
Phone University 5121

Contact.....F. W. Bell  
PRODUCTS: Amplifiers, P. A. Equipment, Inter-communication Systems, Recorders, and specialized sound equipment.

**Blaw-Knox Co.**

Pittsburgh, Pa.  
Phone St. 2700

BRANCH OFFICES: Peoples Gas Bldg., Chicago; Brown-Marx Bldg., Birmingham, Ala.; 342 Madison Ave., N. Y. C.; 1617 Pennsylvania Blvd., Phila. PRODUCTS: Radio Towers.

**Bliley Elec. Co.**

Union Station, Erie, Pa.  
Erie 22-116

Contact.....G. E. Wright  
PRODUCTS: Quartz Piezo-Electric Crystals and Mountings. Quartz Crystals for Transmitter and Receiver Frequency Control, for Filters, Ultrasonics, Piezo-Electric Pressure Gauges and for special optical or electrical applications.

**The Brush Development Co.**

3311 Perkins Ave., Cleveland, O.  
Phone EN 3315

Contact.....A. L. Williams  
PRODUCTS: Microphones, Disc Cutters and Pickups, Headphones.

**Bud Radio, Inc.**

Cleveland, O.  
Phone HE 7166

Contact.....Max L. Haas  
PRODUCTS: Visible Condensers, Relay Racks, Panels, Chassis, Cabinets, Coils, R. F., Band Switching, Plugs, Switches, Jacks, dials, Sockets, Name Plates, Tube Shields.

**William W. L. Burnett Radio Lab.**

4814 Idaho St., San Diego, Calif.  
Phone Jackson 9234

Contact.....William W. L. Burnett  
PRODUCTS: Piezo-Electric Crystals, Holders, Constant Temperature Ovens, Frequency Measuring Equipment, Laboratory Equipment, Conducting of Radio Laboratory Measurements, Frequency Monitoring Service.

**Carrier Microphone Co.**

439 So. La Brea Ave., Inglewood, Calif.

Contact.....O. B. Carrier  
PRODUCTS: Dynamic and Velocity Microphones.

**Centralab, Div. of Globe-Union, Inc.**

900 E. Keefe Ave., Milwaukee, Wisc.  
Phone Edgewood 9200

Contact.....H. E. Osmun  
PRODUCTS: Volume Controls, T and L Pads, Faders, Switches, Capacitors.

**Clarostat Mfg. Co., Inc.**

281-287 N. 6th St., Brooklyn, N. Y.  
Phone EV 8-6770

Contact.....Victor Mucher  
BRANCH OFFICES: 540 No. Mich. Ave., Chicago. PRODUCTS: Fixed and Variable Power Resistors, Power Rheostats, Power Resistor Decade Boxes, Wire Wound Potentiometers, "T" "L" Cism Pads, 25 and 10 Watt Attenuators, Special Resistor Products.

**The Clough-Brengle Co.**

5501 Broadway, Chicago, Ill.  
Phone Longbeach 5616

Contact.....Kendall Clough  
PRODUCTS: Radio Testing Equipment, Service and Laboratory Instruments.

**Cornell-Dubilier Elec. Co.**

So. Plainfield, New Jersey  
Phone Plainfield 6-9000

Contact.....O. Blake  
PRODUCTS: Radio Transmitting and Receiving Capacitors.

**Corning Glass Works**

Corning, N. Y.  
Phone Corning 372

Contact.....C. J. Phillips  
PRODUCTS: Pyrex Antenna, Entering, Standoff, Strain and Wall Tube Insulators.

**Cornish Wire Co., Inc.**

15 Park Row, New York, N. Y.  
Phone CO 7-2525

Contact.....W. F. Osler, Jr.  
PRODUCTS: Radio Wires and Antenna Accessories.

**The Daven Co.**

158 Summit St., Newark, N. J.  
Phone Market 2-2335

Contact.....Lewis Newman  
PRODUCTS: Attenuators, Attenuation Boxes and Networks, Apparatus for Radio Labs. and Apparatus for Testing Sound, Measuring Sound, Measuring Impedances; Balanced "H" Pads, Broadcasting Equipment, Controls, Compensators, Control Apparatus and Panels, Decade Resistances, Boxes and Voltage Dividers, Dual Potentiometers, Dual Volume Controls, Davohms (wire wound resistors), Equipment for Labs., Faders, Filament Rheostats, Fixed Attenuators, Gain Sets, Impedance Measuring Boxes, Logarithmic Resistors, Line Equalizers, Laboratory Equipment, Ladder Network Attenuators, Multipliers, Meter-Checking Devices, Shunts and Adjustment Rheostats, Measuring Instruments, Meters (output power), Mixer Panels, Panels, Potentiometers, Power Sup-

ply, Resistances, Rheostats, Resistors; Rotary and Radio Switches; R F Switches, Sound Controls, Sound Equipment, Switches (contact type), Speech Input Equipment, Single Potentiometers, Special Built-Apparatus, Switches; Test Equipment, Television Switches, Controls; "Tee" Attenuators, Volume Controls, Indicators; Variable and Fixed Attenuators.

**Allen B. DuMont Labs., Inc.**

2 Main Ave., Passaic, N. J.  
Phone Passaic 3-1616

Contact.....Allen B. Du Mont  
BRANCH OFFICES: 515 Madison Ave., New York City. PRODUCTS: Television Transmitters and Studio Equipment, Cathode-Ray Tubes and Oscillographs.

**Eastern Mike-Stand Co.**

56 Christopher Ave., Brooklyn, N. Y.  
Phone Dickens 2-3538

Contact.....S. Sherman  
BRANCH OFFICES: 43 E. Ohio St., Chicago, Ill.; 7101 W. Chester Pike, Upper Darby, Pa.; 3106 Edgewood Ave., Richmond, Va.; 18238 Appoline Ave., Detroit. PRODUCTS: Microphone Stands and Accessories, Locking Telephone Plugs, Shock Absorbers.

**Eitel-McCullough, Inc.**

San Bruno, Calif.  
Phone San Bruno 117

Contact.....J. A. McCullough  
PRODUCTS: Transmitting Vacuum Tubes.

**Electro-Voice Mfg. Co., Inc.**

1239 S. Bend Ave., So. Bend, Ind.  
Phone S. Bend 3-7764

Contact.....Albert Kahn  
PRODUCTS: Velocity, Dynamic and Carbon Microphones.

**Epiphone, Inc.**

142 W. 14th St., New York, N. Y.  
Phone: CH 2-4408

Contact.....E. A. Stathopoulos  
PRODUCTS: Amplifiers, P. A. Systems, Electronic Musical Stringed Instruments.

**Evanston Sound Proof Door**

Evanston, Ill.  
Phone Greenleaf 1975

Contact.....W. W. Lloyd  
PRODUCTS: Sound Proof Doors.

**Fairchild Aviation Corp.**

88-06 Van Wyck Blvd., Jamaica, L. I., N. Y.  
Phone JAMAica 6-3800

Contact.....R. H. Lasche  
Products: Disc Sound Recorders, Transcription Turntables, Amplifiers, Pickups, Acetate Discs, Recording Styli.

**Federal Telegraph Co.**

200 Mt. Pleasant Ave., Newark, N. J.  
Phone Humboldt 2-7000

Contact.....St. George Lafitte  
PRODUCTS: Transmitting and Receiving Equipment, Transmitting Tubes, Direction

Finders, Marine Radio Equipment, Broadcast and Communications Transmitters.

**Federal Recorder Co., Inc.**

630 S. Wabash Ave., Chicago, Ill.  
Contact.....Mr. Charles Greenleaf

**Finch Telecommunications, Inc.**

4th and Virginia Sts., Passaic, N. J.  
Phone PA 2-3440

Contact.....W. G. H. Finch  
BRANCH OFFICES: 1819 Broadway, N. Y. C.; 811-15th St., Wash., D. C.; Airport Lab., Bendix, N. J. PRODUCTS: Facsimile for broadcasting, aviation, marine, radio applications and general industrial applications, wire and radio. Telepicture Equipment for wire and radio operation. Special Communications Equipment.

**Fonda Corp.**

29 W. 57th St., New York, N. Y.  
Phone PLaza 3-2692

Contact.....David S. Vogels  
PRODUCTS: Tape Recording Machines, Reel type for radio broadcast, Recorder and Playback Machine for home use, machine for speech recording.

**Gates Companies**

Quincy, Ill.

Contact.....P. S. Gates  
PRODUCTS: Radio Broadcast and Communications Transmitters, Phasing and Antenna Equipment, Frequency Control and Remote Control Apparatus, Speech Equipment, Sound Effects Tables, Limiting Amplifiers.

**General Electric**

1825 Boston Ave., Bridgeport, Conn.  
President.....C. E. Wilson  
Mgr. Radio & Televisn. Dept...W. R. G. Baker  
Designing Engineer.....I. J. Kaar  
Advt. & Sales Promotion Mgr.,

Harry J. Deines  
Mgr., Radio & Television Receiver Sales Div.,  
P. F. Hadlock

PRODUCTS: Electric Sets, Battery Sets, Radio and Phonograph Combinations, Television Sets, F M Sets, Tube Test Equipment, Tubes.

**General Radio Co.**

30 State St., Cambridge, Mass.  
Phone TRObridge 4400

Contact.....H. B. Richmond  
BRANCH OFFICES: 90 West St., N. Y. C.; 1000 N. Seward St., Los Angeles, Cal.; PRODUCTS: Broadcast Station Frequency and Modulation Monitors, Volume Controls, Test Equipment, Sound Measuring and Analyzing Equipment.

**Geo. H. Hardner Corp.**

602 Hamilton St., Allentown, Penna.  
Phone Allentown 9549

Contact.....T. E. Spickall  
PRODUCTS: Towers, Radials, Studios and Transmitter Buildings.



### **Hardwick, Hindle, Inc.**

40 Hermon St., Newark, N. J.

Phone Market 2-8200

Contact.....A. H. Hardwick  
PRODUCTS: Fixed and Adjustable Resistors, Rheostats.

### **D. H. Harrell**

1527 E. 74th Pl., Chicago, Ill.

Contact.....D. H. Harrell  
PRODUCTS: Tubular Vertical Antennae, Supports for UHF Antennae.

### **Hartenstine Zane Co., Inc.**

225 Broadway, New York, N. Y.

Phone BA 7-8390

Contact.....Chas. J. Hartenstine  
BRANCH OFFICE: 571 Springdale Ave., East Orange, N. J. PRODUCTS: Antennae Installation including all field work for foundations, erection, painting, lighting, and servicing radio towers. Installing ground systems and coaxial cable.

### **Hollister Crystal Co.**

Wichita, Kansas

Phone Wichita 5-2464

Contact.....Herb Hollister  
PRODUCTS: "A" Cut Quartz Crystals.

### **Ideal Commutator Dresser Co.**

Sycamore, Ill.

Phone Sycamore 77

Contact.....J. Walter Becker  
BRANCH OFFICES: 320 S. Jefferson, Chicago, Ill.; 61 E. 11th St., N. Y. C.; 1015 Fulton Bldg., Pittsburgh, Pa. PRODUCTS: Electric Soldering Irons and Tools and Portable Cleaners, Wire Strippers, Fuse Pullers, Test-Lite and Fuse Pullers, Commutator and Motor Maintenance Equipment.

### **Insuline Corp. of America**

30-30 Northern Blvd., L. I. City, New York

Contact.....S. J. Spector  
PRODUCTS: Radio Receiving-Transmitting Parts and Accessories.

### **International-Stacey Corp.**

875 Michigan Ave., Columbus, O.

Phone University 2123

Contact.....O. M. Havekotte  
BRANCH OFFICES: 21 West St., N. Y. C.; P. O. Box 3350, Beaumont, Texas. PRODUCTS: Antenna, Airway Beacon, Radio Directional Beacon Towers; Patented Ground Screen; Transmission and Radio Towers.

### **Isolanite, Inc.**

Belleville, N. J.

Phone Belleville 2-1316

SALES OFFICE: 233 Broadway, New York, N. Y. Phone Rector 2-9275. Contact, H. G. Beebe. PRODUCTS: High Frequency Radio Insulators, Coaxial Transmission Line and Accessory Equipment, Special Antenna Equipment.

### **Johns-Manville Corp.**

22 East 40th St., New York, N. Y.

Phone LEXington 2-7600

PRODUCTS: Sound-control; Materials and Acoustical-Engineering Service.

### **E. F. Johnson Co.**

Waseca, Minn.

Contact.....E. F. Johnson  
BRANCH OFFICE: 259 W. 14th St., N. Y. C. PRODUCTS: Phasing Equipment, Antenna Tuning Units, Inductors, Variable Condensers, Tube Sockets, Insulators, Plugs and Jacks, Copperweld Wire.

### **Kenyon Transformer Co., Inc.**

840 Barry St., New York, N. Y.

Phone DAYton 9-0100

Contact.....F. P. Kenyon  
PRODUCTS: Transformers, Reactors, Filters.

### **"King Brand" Music Papers**

1595 Broadway, New York, N. Y.

Phone CI 6-0488

Contact....."Wes" Cowen  
BRANCH OFFICE: 1605 Caluenga Blvd., Hollywood. PRODUCTS: Music-Manuscript Paper, Score Paper, Ink, Fountain Pens, Carrying Cases and Covers; Batons, Duplicating Papers, Music Tapes.

### **Lapp Insulator Co., Inc.**

Le Roy, N. Y.

Phone Le Roy 385

PRODUCTS: Tower Footing and Guy Insulators, Stand-Off, Entrance and Antenna Insulators, Porcelain Water Coils, Radio Frequency High Voltage Condensers.

### **Lehigh Structural Steel Co.**

17 Battery Place, New York, N. Y.

Phone WHitehall 4-1424

Contact.....J. F. Neary  
BRANCH OFFICES: In all principal cities. PRODUCTS: Vertical Radiators, Antenna Towers and Masts.

### **Lektra Labs., Inc.**

30 E. 10th St., New York, N. Y.

Phone AL 4-0239

Contact.....Ben Eisenberg  
PRODUCTS: Dynamic Bullet Microphones and Bullet-Phone Inter-Communicating System.

### **The Lifetime Corp.**

1825 Adams St., Toledo, O.

Phone Main 5643

Contact.....Win. H. Manoff  
PRODUCTS: Microphones: Carbon, Dynamic, Velocity; Trumpets, Reflex Trumpets, P. M. Trumpet Units, Aluminum Baffles.

**John E. Lingo and Son, Inc.**

28th St. and Buren Ave., Camden, N. J.  
Phone Camden 487

Contact.....J. E. Lingo  
PRODUCTS: Vertical Radiators: Guyed  
Tubular Steel and Portable Dural; Turn-  
stile and UHF Antennae, Tubular Steel  
Supporting Poles (for UHF Antennae).

**Littelfuse, Inc.**

4757 Ravenswood, Chicago, Ill.  
Phone Long. 7778

Contact.....E. V. Sundt  
PRODUCTS: Fuses: Radio Transmitter,  
Radio and Television, and Aircraft Trans-  
mitter; Neon Modulation Indicators.

**Miles Reproducer Co., Inc.**

812 Broadway, New York, N. Y.  
Phone GRamercy 5-9466

Contact.....J. M. Kuhlik  
PRODUCTS: Filmgraph—Instantaneous,  
Continuous Recording Devices; Permanent  
Play-Back.

**Miller Broadcasting System, Inc.**

113 W. 57th St., New York, N. Y.  
Phone Circle 6-0141

Contact.....James A. Miller  
PRODUCTS: Millertape Transmission  
Equipment, Automatic Station Announcement  
Equipment.

**Mirror Record Corp.**

58 W. 25th St., New York, N. Y.  
Phone CH 3-2222

Contact.....P. K. Trautwein  
PRODUCTS: No Transmitters.

**Nash Radio Products Co.**

6267 Gravois Ave., St. Louis, Mo.  
Phone Rlverside 7060

Contact.....R. S. Nash  
BRANCH OFFICE: 600 W. Jackson Blvd.,  
Chicago, Ill. PRODUCTS: Recording and  
Playback Equipment; High Fidelity Pre-  
Amplifiers and Mixers; Record Lube, Clean-  
er, Permertiser and Polish; Turntable Lubri-  
cant.

**Pacent Engineering Corp.**

79 Madison Ave., New York, N. Y.  
Phone AShland 4-1586

Contact.....R. L. Lewis  
PRODUCTS: Theatre Sound Equipment,  
P. A. Apparatus, Intercommunicating Equip-  
ment, High Fidelity Radios.

**Pacific Sound Equipment Co., Inc.**

7373 Melrose Ave., Hollywood, Calif.  
Phone WY 6937

Contact.....Robt. G. Metzner  
BRANCH OFFICES: 712—11th St., N. W.,  
Wash., D. C.; 1100 Pine St., St. Louis, Mo.;

1900 Euclid Ave., Cleveland, O.; 1930 Mari-  
posa St., Fresno, Calif.; 4762 Woodward  
Ave., Detroit, Mich.; 1609—19th St., Bakers-  
field, Calif.; 153 Kearney St., San Francisco,  
Calif.; 30 Rockefeller Plaza, N. Y. C. PROD-  
UCTS: Transcription Playbacks, Recording  
Machines and Turntables.

**Par-Metal Products Corp.**

3262—49th St., Long Island City, N. Y.  
Phone AStoria 8-8905

Contact.....A. A. Parmet  
PRODUCTS: Racks—relay and cabinet  
type—Panels, Metal Equipment.

**Poinsettia, Inc.**

96 Cedar Ave., Pitman, N. J.  
Phone Pitman 511

Contact.....E. Poinsett  
BRANCH OFFICES: 4447 W. Irving Park  
Rd., Chicago, Ill.; 705 S. First St., Louis-  
ville, Ky. PRODUCTS: Phonograph Rec-  
ord Manufacturing Equipment.

**Presto Recording Corp.**

242 W. 55th St., New York, N. Y.  
Phone CI 5-7760

Contact.....George V. Saliba  
PRODUCTS: Sound Recording Equipment,  
Discs and Needles, Transcription Turntables,  
Recording Amplifiers and Accessory Record-  
ing Equipment.

**B. A. Proctor Co., Inc.**

230 Park Ave., New York, N. Y.  
Phone MU 6-7542

Contact.....Ferd. C. W. Thiede  
PRODUCTS: Crystal Pickups and Record-  
ing Heads, Transcription Turntables and Re-  
cording Machines.

**RCA Manufacturing Co., Inc.**

Camden, New Jersey  
Phone Camden 8000

President.....G. K. Throckmorton  
Exec. V. P.....Robt. Shannon  
Commercial V. P.....H. C. Bonfig  
Financial V. P. & Secy.....F. H. Corregan  
V. P. in charge of Engineering Products, RCA  
Photophone & Intl. Div.....F. R. Deakins  
V. P. & Adv. Director.....T. F. Joyce  
Adv. Mgr.....D. J. Finn  
V. P. of Purchasing.....N. A. Mears  
V. P. & Genl. Attorney.....L. B. Morris  
V. P. in charge of Mfg. & Prod. Engineer-  
ing.....E. W. Ritter  
Asst. V. P.....M. F. Burns  
Asst. V. P.....R. B. Austrian

BRANCH OFFICES: 530 Citizens & South-  
ern Bank Bldg., Atlanta, Ga.—J. W. Cocke,  
Manager; 589 E. Illinois St., Chicago, Ill.—  
R. A. Graver, Manager; 616-618 Keith Bldg.,  
Cleveland, O.—J. K. West, Manager; 1002  
Santa Fe Bldg., Dallas, Tex.—G. Malsed,

Manager; 213 West 18th St., Kansas City, Mo.—H. M. Winters, Manager; 411 Fifth Ave., New York, N. Y.—M. F. Blakeslee, Manager; 170 Ninth St., San Francisco, Cal.—E. J. Rising, Manager. **PRODUCTS:** Broadcast Station Transmitters, Microphones and Associated Equipment, Electric and Radio Broadcast Transcriptions, Instantaneous Disc Recording Equipment, Facsimile Equipment, Television Transmitters, F. M. Transmitters.

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**Radio City Products Co., Inc.**

88 Park Pl., New York, N. Y.  
Phone COrtlandt 7-5654

Contact.....Milton Reiner  
**PRODUCTS:** Radio and Electrical Testing Instruments.

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**Radio Engineering Labs., Inc.**

35-54—36th St., Long Island City, N. Y.  
Phone RAvenswood 8-2340

Contact.....Charles M. Srebroff  
**PRODUCTS:** Frequency Modulation — Broadcast Transmitters, Receiver and Loud Speaker Units, Portable Transmitters and Receivers for speech frequencies, Hi-Fidelity Broadcast Relay Transmitters, Portable Transmitters for broadcast pickup service, Transmitters and Receivers for fixed stations on speech frequencies and Speech Equipment; Aircraft Transmitters and Receivers; Military and Municipal Transmitters and Receivers.

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**Ralston Record Co.**

96 Cedar Ave., Pitman, N. J.  
Phone Pitman 511

Contact.....F. L. Pedrick  
**PRODUCTS:** Phonograph Records.

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**Rangertone, Inc.**

201 Verona Ave., Newark, N. J.  
Phone HU 2-0123

Contact.....R. H. Ranger  
**PRODUCTS:** Electric and Signature Chimes, Electric Organs, Recording Needles and Blanks.

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**Rek-O-Kut Corp.**

173 Lafayette St., New York, N. Y.  
Phone CA 6-3835

Contact.....George Silber  
**PRODUCTS:** Recording Mechanisms, Motors, Cutting Heads, Feedscrews, Transformers and Meters.

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**Remler Co., Ltd.**

2101 Bryant St., San Francisco, Cal.  
Phone Valencia 3435

Contact.....E. G. Danielson  
**PRODUCT:** Attenuators.

**The Chas. E. Schuler  
Engineering Co.**

109 Cambria St., Newark, Oo.  
Phone Newark 4319

Contact.....Charles E. Schuler  
**PRODUCTS:** Steel Vertical Radiators for antenna systems.

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**Scientific Radio Service**

124 Jackson Ave., University Park, Md.  
Contact.....H. D. Eisenhauer  
**PRODUCTS:** Piezo Electric Crystals and Holders, Calibrating Radio Frequency Monitors.

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**Seattle Radio Supply Co., Inc.**

2117—2nd Ave., Seattle, Wash.  
Contact.....R. C. James, Sr.  
**PRODUCTS:** Radio Parts and Tubes.

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**Shure Bros.**

225 W. Huron St., Chicago, Ill.  
Phone Del 8381

Contact.....S. N. Shure  
**BRANCH OFFICES:** 136 Liberty St., N. Y. C.; 908 W. Venice Blvd., Los Angeles; 415 Peachtree St., N. E., Atlanta, Ga.; 2411 First Ave., Seattle, Wash. **PRODUCTS:** Microphones, Phonograph Pickups, Magnetic Cutters, Microphone Stands, Vibration Pickups and Acoustic Devices.

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**Speak-O-Phone Record  
& Equip. Co.**

23 West 60th St., New York, N. Y.  
Phone CO 5-1350

Contact.....C. A. Austin  
**BRANCH OFFICES:** 235 Pine St., Gardner, Mass.; 912 Commerce St., Dallas, Texas; 180 Fern St., Collingswood, N. J.; 601 Cedar Lake Rd., Minneapolis, Minn.; Box 428, Greeley, Colo.

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**Standard Transformer Corp.**

1500 N. Halsted St., Chicago, Ill.  
Phone Mohawk 5300

Contact.....J. J. Kahn  
**PRODUCTS:** Transformers, Transmitter Kits, Packs, Pin Game Equipment.

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**Stromberg-Carlson Telephone  
Mfg. Co.**

100 Carlson Rd., Rochester, N. Y.  
Contact.....Ray H. Manson  
**PRODUCTS:** Electric, Combination, Television and FM Sets; Paging Systems, Antenna Kits.

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**Taylor Tubes, Inc.**

Chicago, Ill.  
Phone Armitage 1730  
Contact.....Frank Hajek  
**PRODUCTS:** Transmitting Tubes — Triodes and Rectifiers.

**The Triplett Electrical Instrument Co.**

Bluffton, Ohio

Contact.....R. L. Triplett  
BRANCH Offices: All principal U. S. cities. PRODUCTS: Electrical Measuring Instruments, Industrial, Laboratory and Radio Test Equipment.

**Truscon Steel Co.**

Youngstown, Ohio  
Phone Youngstown 32171

Contact.....K. D. Mann  
BRANCH OFFICES: All principal U. S. cities. PRODUCTS: Vertical Radiators, uniform cross section guyed or narrow base self supporting type; Pure Copper Mesh for ground screens.

**The Turner Co.**

Cedar Rapids, Iowa  
Phone Cedar Rapids 32607

Contact.....H. W. Johnson  
PRODUCTS: Microphones and Microphone Accessories.

**United Transformer Corp.**

150 Varick St., New York, N. Y.  
Phone Canal 6-1080

Contact.....I. A. Mitchell  
PRODUCTS: Transformers, Reactors, Automatic Regulators, Voltage Control Units, Filters; Universal Broadcast Equalizers, Recording and Line Equalizers.

**Universal Battery Co.**

3410 S. La Salle St., Chicago, Ill.  
Phone Blvd. 6065

Contact.....Robert Mowry  
PRODUCTS: 2 and 6 Volt Batteries, Wet Storage Batteries.

**Universal Microphone Co., Ltd.**

Inglewood, Calif.  
Phone Orchard 74216

Contact.....James R. Fouch  
BRANCH OFFICE: 540 No. Michigan Ave., Chicago. PRODUCTS: Microphones, Stands and Accessories, Recording Machines and Supplies.

**Waveland Company**

4744 W. Rice St., Chicago, Ill.  
Phone Mansfield 1437

Contact.....G. W. Strong  
BRANCH OFFICE: 375 Mitchell Ave., Elmhurst, Ill. PRODUCTS: Radio Tower Erection and Maintenance Service.

**Webster-Chicago Corp.**

5622 Bloomingdale, Chicago, Ill.  
Phone: Mer. 3100

Contact.....R. F. Blash  
PRODUCTS: Microphones, Amplifiers, Record Changers.

**Western Electric Co., Inc.**

(Specialty Products Division)  
300 Central Ave., Kearney, New Jersey  
Phone Mitchell 2-7700

Manager.....F. R. Lack  
Asst. Sales Mgr.....H. N. Willets  
Sales Promotion.....E. W. Thurston  
Radio Broadcasting Sales.....L. F. Bockoven  
Sound Systems Sales.....C. W. Reynolds  
Aviation and Marine Radio Sales,  
F. C. McMullen  
Govt. Sales Engineer.....J. A. Merquelin

PRODUCTS: Hearing Aids and Hearing Measuring Equipment; Aviation, Marine, Police Radio Transmitters and Receivers; Radio Broadcasting Equipment; Sound Distribution Systems; Vacuum Tubes; Azimuth Indicating Radio Receivers; Radio Altimeters; Acoustic Measuring Equipment; Microphones, Loudspeakers, and allied items; Telephone Apparatus and Cable; Carrier Telephone Equipment and Train Dispatching Apparatus.

**Westinghouse Elec. & Mfg. Co.**

2519 Wilkens Ave., Baltimore, Md.  
Phone Gilmor 7320

Manager.....W. C. Evans  
Manager Sales.....C. J. Burnside  
Asst. Mgr. Sales.....E. T. Morris  
Mgr. Engineer.....J. A. Hutcheson

BRANCH OFFICES: In all principal cities. PRODUCTS: Radio Transmitting Apparatus for broadcast use; Antenna Phasing, Tuning and Lighting Equipment; Special Control Items and Operating Consoles; Power Equipment, Generators, Motors, De-ion Circuit Breakers, Relays, Instruments, Meters, Indicating Lights, Supervisory Apparatus, Insulating Material, etc.

**Weston Electrical Instrument Corp.**

614 Frelinghuysen Ave., Newark, N. J.  
Phone Bigelow 3-4700

Contact.....E. F. Weston  
BRANCH OFFICES: All principal U. S. cities and Canada. PRODUCTS: Tubecheckers, Vacuum Tube Voltmeters, Power Level Indicators, Volume Indicators, Switchboard Voltmeters and Ammeters, Portable Voltmeters, Ammeters and Ohmmeters, Portable Capacity Testers, Portable Combination Volt-Ohm-Milliammeters.

**Herbert L. Wilson**

260 E. 161st St., New York, N. Y.  
Phone MELrose 5-0021

Contact.....Herbert L. Wilson

**Wincharger Corp.**

E. Seventh and Division Sts., Sioux City, Iowa  
Phone Sioux City 8-6513  
Contact.....R. F. Weinig  
PRODUCTS: Vertical Radiators, Antenna Towers and Accessories.

# Radio Manufacturers Ass'n

*Officers and Executive Personnel—1940-41*

**Headquarters: 1317 F. St., N.W., Washington, D. C.**

## President

J. S. Knowlson, Stewart-Warner Corporation, Chicago, Illinois.

## Executive Vice-Pres.-General Mgr.

Bond Geddes, 1317 F St., N. W., Washington, D. C.

## Vice-Presidents

Paul V. Galvin, Galvin Manufacturing Corporation, Chicago, Illinois.

Roy Burlew, Ken-Rad Tube & Lamp Co., Owensboro, Kentucky.

H. E. Osmun, Centralab, Milwaukee, Wisconsin.

Donald MacGregor, Webster-Chicago Corp., Chicago, Illinois.

## Treasurer

Leslie F. Muter The Muter Company, Chicago, Illinois.

## Secretary

Bond Geddes, 1317 F Street, N. W., Washington, D. C.

## General Counsel

John W. Van Allen, Liberty Bank Building, Buffalo, New York.

## RMA BOARD OF DIRECTORS

### Term Expiring 1941

E. Alschuler, Electrical Research Labs., Inc., Evanston, Illinois.

W. R. G. Baker, General Electric Company, Bridgeport, Connecticut

Octave Blake, Cornell-Dubilier Electric Company, South Plainfield, N. J.

Roy Burlew, Ken-Rad Tube and Lamp Corporation, Owensboro, Kentucky

James C. Daley, Jefferson Electric Company, Bellwood, Illinois.

A. H. Gardner, Colonial Radio Corporation, Buffalo, New York

J. J. Kahn, Standard Transformer Corporation, Chicago, Illinois.

Donald MacGregor, Webster-Chicago Corporation, Chicago, Illinois.

Ray H. Manson, Stromberg-Carlson Telephone Manufacturing Co., Rochester, New York.

H. E. Osmun, Centralab, Milwaukee, Wis.

David Sarnoff, RCA Manufacturing Company, Inc., New York, N. Y.

Ernest Searing, International Resistance Co., Philadelphia, Pennsylvania.

Ray F. Sparrow, P. R. Mallory & Co., Indianapolis, Indiana.

A. S. Wells, Wells-Gardner & Company, Chicago, Illinois.

### Term Expiring 1942

Ben Abrams, Emerson Radio & Phonograph Corporation, New York, N. Y.

Powel Crosley, Jr., The Crosley Corporation, Cincinnati, Ohio.

B. G. Erskine, Hygrade Sylvania Corporation, Emporium, Pennsylvania.

James S. Knowlson, Stewart-Warner Corporation, Chicago, Illinois.

G. W. Thompson, Noblitt-Sparks Industries, Inc., Columbus, Indiana.

### Term Expiring 1943

P. S. Billings, Belmont Radio Corporation, Chicago, Illinois.

H. C. Bonfig, RCA Manufacturing Co., Camden, New Jersey.

James T. Buckley, Philadelphia Storage Battery Co., Philadelphia, Pa.

Paul V. Galvin, Galvin Manufacturing Corporation, Chicago, Illinois.

E. A. Nicholas, Farnsworth Television & Radio Corp., Fort Wayne, Indiana.

David T. Schultz, Raytheon Production Corporation, Newton, Massachusetts.

## RMA STANDING COMMITTEES

### 1939-1940

#### Executive Committee

J. S. Knowlson, Chairman

Ben Abrams

W. R. G. Baker

James T. Buckley

Roy Burlew

Paul V. Galvin

H. E. Osmun

A. S. Wells

#### Credit Committee

J. J. Kahn, Chairman, Standard Transformer Corp.

Eastern Division:

Victor Mucher, Vice Chairman, Clarostat Mfg. Co., Inc.

Western Division:

S. J. Storm, Vice-Chairman, Chicago Transformer Corp.

#### Engineering Department

W. R. G. Baker, Director, General Electric Co.

Virgil M. Graham, Assistant-Director & Chairman of General Standards Committee, Hygrade Sylvania Corp.

N. P. Case, Chairman, Receiver Section, Hazeltine Service Corp.

Dorman D. Israel, Chairman, Broadcast Receivers Committee, Emerson Radio & Phonograph Corp.

- W. M. Angus, Chairman, Frequency Modulation Receivers Committee, General Electric Co.
- S. W. Seeley, Chairman, Television Receivers Committee, RCA License Laboratory.
- R. M. Wise, Chairman, Vacuum Tube Section, Hygrade Sylvania Corp.
- Dr. P. T. Weeks, Chairman, Receiving Tubes Committee, Raytheon Production Corp.
- G. F. Metcalf, Chairman, Cathode Ray Tubes Committee, General Electric Co.
- L. C. F. Horle, Chairman, Component Parts Section.
- C. A. Priest, Chairman, Transmitter Section, General Electric Co.
- B. Ray Cummings, Chairman, Television Transmitters Committee, Farnsworth Television & Radio Corp.
- I. R. Weir, Chairman, Frequency Modulation Transmitters Committee, General Electric Co.
- D. E. Hartnett, Chairman, Frequency Modulation Systems Committee, Hazeltine Service Corp.
- E. W. Engstrom, Chairman, Facsimile Systems Committee, RCA Manufacturing Co.
- H. C. Sheve, Chairman, Safety Committee, Stromberg-Carlson Telephone Mfg. Co.
- L. C. F. Horle, Manager, RMA Data Bureau.

#### Export Committee

- W. A. Coogan, Chairman, Hygrade Sylvania Corp.

#### Legislative Committee

- A. H. Gardner, Chairman, Colonial Radio Corporation

#### Membership Committee

- Ernest Alschuler, Chairman, Electrical Research Laboratories, Inc.

#### Traffic Committee

- O. J. Davies, Chairman, RCA Manufacturing Company, Inc.
- T. P. Scanlan, Traffic Auditor, 1608 Milwaukee Avenue

### RMA SPECIAL COMMITTEES

#### Advertising Committee

- John S. Garceau, Chairman

#### Industry Promotion Committee

- H. C. Bonfig, Chairman, RCA Manufacturing Co.

#### National Defense Procedure Committee

- Paul V. Galvin, Chairman, Galvin Manufacturing Corp.

#### Wage-Hour Administration Committee

- Octave Blake, Chairman, Cornell-Dublier Electric Corp.

#### Replacement Parts Warranty Committee

- Ben Abrams, Chairman, Emerson Radio & Phonograph Corp.

### NATIONAL TELEVISION SYSTEMS COMMITTEE

- Dr. W. R. G. Baker, Chairman, General Electric Co.
- Virgil M. Graham, Secretary, Hygrade Sylvania Corp.
- Dr. Ralph Bown, Bell Telephone Laboratories, Inc.
- Adrian Murphy, Columbia Broadcasting System, Inc.
- Harry R. Lubcke, Don Lee Broadcasting System
- Allen B. DuMont, Allen B. DuMont Laboratories, Inc.
- B. Ray Cummings, Farnsworth Television & Radio Corp.
- Dr. E. F. W. Alexanderson, General Electric Co.
- Daniel E. Harnett, Hazeltine Service Corp.
- Albert I. Lodwick, Hughes Tool Co.
- Dr. Alfred N. Goldsmith, Institute of Radio Engineers
- J. V. L. Hogan, National Association of Broadcasters
- David B. Smith, Philco Corp.
- E. W. Engstrom, RCA Manufacturing Co.
- Dr. R. H. Manson, Stromberg-Carlson Telephone Mfg. Co.
- Paul Raibourn, Television Productions, Inc.
- John R. Howland, Zenith Radio Corp.

#### Panel Organizations

- L. C. F. Horle, Secretary

#### Panel No. 1—System Analysis

- Dr. P. C. Goldmark, Chairman, Columbia Broadcasting System, Inc.

#### Panel No. 2—Subjective Aspects

- Dr. Alfred N. Goldsmith, Chairman, Institute of Radio Engineers

#### Panel No. 3—Television Spectra

- J. E. Brown, Chairman, Zenith Radio Corp.

#### Panel No. 4—Transmitter Power

- E. W. Engstrom, Chairman, RCA Manufacturing Co.

#### Panel No. 5—Transmitter Characteristics

- B. Ray Cummings, Chairman, Farnsworth Television & Radio Corp.

#### Panel No. 6—Transmitter-Receiver Coordination

- I. J. Kaar, Chairman, General Electric Co.

#### Panel No. 7—Picture Resolution

- D. E. Harnett, Chairman, Hazeltine Service Corp.

#### Panel No. 8—Synchronization

- Dr. T. T. Goldsmith, Chairman, Allen B. DuMont Laboratories, Inc.

#### Panel No. 9—Radiation Polarization

- David B. Smith, Chairman, Philco Corp.



# INTERNATIONAL



**CUBA**

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**MEXICO**

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**SOUTH AMERICA**

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***International  
Broadcast  
Stations***

# HOW THE DEP'T OF COMMERCE HELPS RADIO

By

**John H. Payne**

*Chief, Electrical Division  
Washington, D. C.*

**T**HE Radio Section of the Electrical Division in the U. S. Department of Commerce has as its principal function the provision of fundamental information with respect to many commercial phases of the radio industry. Economic and statistical surveys and studies are conducted to determine various facts influencing situations which the industry is attempting to cover.

The central objective of the Electrical Division is that of providing specific information in regard to applications and opportunities within the electrical and radio industries in this and all other countries. In order to accomplish this, every effort is made to establish and maintain close contact with such branches of the industry as are regularly using or might advantageously use these services.

The Bureau serves industry through three rather distinct organizations—first, its 33 domestic field offices located throughout the United States, which provides facilities for intimate contact with all American individuals or businesses wishing to avail themselves of its services; second, through 300 Foreign Offices located in the capitals and principal cities of practically all countries of the world, making close foreign contacts on behalf of American industry; third, a specialized headquarters organization in Washington, providing experienced contacts for industry and other commercial services.

In addition to supplying information of value to exporters (e.g. lists of markets for American goods, tariff conditions, etc.) the Division recently took over the

responsibility of reporting on world wide communications from a public utility standpoint covering radio, telephone, telegraph and cable services.

The Foreign Offices are a vital factor for the Bureau's service. They constantly provide data on all the significant economic, commercial, and financial developments of the various countries. They report on the general business situation in a specific foreign market—the competition between American goods and the products of other countries—the import duties and restrictions that may be imposed—sales methods and credit terms—and the foreign-exchange situation, when pertinent. They conduct surveys covering specific commodities in definite foreign markets, and provide a variety of other current special data.

Because of the multiphase character of radio, the Electrical Division is not the only division of the Bureau interested in radio subjects. Whether the Electrical Division or the Bureau generally is addressed is unimportant, since reference and collaboration methods assure that all informed individuals will have contributed when the reply is prepared. For instance, radio advertising methods comes under the Specialties Division, which handles advertising methods and media in general. Through their cooperation, the Electrical Division is enabled to answer any inquiry within the scope of the Bureau's activities.

While the 12 Industrial Divisions in Washington, such as the Electrical Division, render specialized services to specific industries, there are in the Bureau seven divisions giving intensive study to various distinctive phases of foreign business characteristics. In response to inquiries from industry, these Divisions can supply information not otherwise obtainable with respect to some of the highly specialized aspects of foreign trade.

These Divisions include:

Commercial Intelligence—compiles lists of foreign buyers or sellers. There are 32,000 such lists now available to American business. The Division maintains a "World Trade Directory" report giving commercial information on approximately 650,000 foreign buyers or sellers. Information on credit and collection conditions, and credit payment terms in foreign countries, through the "Credit Situation Abroad" service.



Commercial Laws—distributes information on the laws of all countries which relate to commerce and industry, including laws for transacting business, organization, commercial acts, and taxation, property problems (trade-marks, patents, copyrights, unfair competition, etc.), foreign insurance, factory, labor, and social-security laws affecting the cost of doing business abroad.

Finance—collects information regarding foreign banks and banking affairs, foreign monetary and exchange conditions, foreign trade financing in general, and related subjects. Is a prime source of statistics on (a) the balance of international payments of the United States; (b) foreign securities publicly offered in the United States; (c) American investments abroad; (d) foreign investments in the United States; and (e) data on related subjects such as war debts, etc.

Foreign Tariffs—current detailed records of customs tariffs, quotas, trade regulations, and commercial policy of all foreign countries, reports to American firms changes in this important field. Information on trade agreements concluded with foreign countries, and on all other phases of foreign customs requirements.

Foreign Trade Statistics—gathers, compiles, and disseminates statistics on American imports and exports. Also contributes to numerous general statistical studies sponsored by the Industrial Divisions to meet the indicated requirements of individual industries.

Regional Information—furnishes general information about economic conditions abroad. A high degree of specialization is attained in this Division through placing the work under the supervision of regional specialists in charge of the European, Far Eastern, Latin American, and Russian Sections.

Transportation—collects and analyzes data from both foreign and domestic sources on such subjects as ocean shipping, packing and packaging, tourism, materials handling, inland waterways, railway and motor transport, warehousing, bills of lading, industrial traffic management, etc.

The Bureau maintains twelve Industrial Divisions, staffed by experts conversant with the details of each industry. These divisions bring the Bureau into direct touch with producers and exporters, making possible the establishment of mutually helpful relationships. For each

industry, there is provided a specialized service, satisfying some of its peculiar and characteristic needs for statistical and other information. Essential information and data are collected under competent supervision, and is disseminated to the many trades in the most efficient ways that can be devised. Most of the material is provided by representatives of the Foreign Offices; the information covers a wide field of industrial and trade activities and is released to business in periodical and special bulletins.

The Electrical Division, one of the twelve similar industrial divisions, renders broad commercial services to the American electrical and radio industries. Its Radio Section serves the manufacturers of broadcasting and receiving equipment, as well as the broadcasting operators. Wide distribution of U. S. A. short wave programs has been established in cooperation with the Radio Manufacturers Association, whereby a compilation of all beamed American short wave programs is made available to publishers throughout the world.

The Division concentrates on obtaining and offering data which industry lacks the means of securing through its own endeavors. With respect to radio, the Division collects information regarding the widely varying conditions in other nations, in order to be able to inform American industry of world developments, prospective markets, needed adaptations, and other related matters. It also reports on the services of the broadcasting and communication operating companies whether serving by radio, telephone, telegraph or cable. Current information is published in 10 Statistical Statements, the "Survey of Current Business" (issued monthly with weekly supplements), "Foreign Commerce Weekly," "Domestic Commerce" (issued weekly) and in the Bureau of Foreign and Domestic Commerce looseleaf Industrial Reference Service.

Radio surveys have been made to develop the effectiveness of American short wave broadcasting throughout the world. Both its good qualities and its limitations as brought out in these surveys are passed on to the American short wave operations for their guidance.

Criticism from the radio or other electrical industries is solicited by the Division, in order that it may improve and make its services more useful.



# STATIONS OF CUBA

Call Letters	Station Name	Owner and/or Operator	Frequency Kilocycles	Power Watts
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## Stations in Havana

CMW	.....La Voz del Radio Philco.....	Troncoso & Gil.....	550	200
CMCY	....Autran & Carbo, Ltd.....	Autran & Carbo, Ltd.....	590	15000
CMCD	....La Voz del Aire.....	La Voz del Aire, S. A.....	630	15000
CMOA	.....	Juan F. Duran .....	660	200
CMBC	....El Progreso Cubano .....	Domingo Fernandez Cruz....	690	2500
CMK	.....Radiodifusion O'Shea .....	Fausto Montiel .....	720	200
CMBL	....Radio Cadena Suaritos.....	Radio-Cadena Suaritos, S. A.	750	200
CMQ	.....Jabon Candado .....	Cambo & Gabriel, S. A.....	780	25000
CMCF	....Cadena Azul de Radio.....	Amado Trinidad .....	810	5000
CMCM	....Transradio Columbia .....	Cia. Transradio Columbia, S. A. ....	850	200
CMX	.....Casin Lavin & Pasta Gravi.....	Francisco A. Lavin .....	880	20000
CMBQ	....Ideas Pazos .....	Rufinos Pazos Hernandez ...	910	5000
CMBZ	....Radio Salas .....	Manuel & Guillermo Salas..	940	200
CMCK	.....	Luis Casas Romero .....	970	5000
CMCU	....Garcia Serra .....	Jorge Garcia Serra.....	1010	200
CMCH	....Radio-Popular, S. A. ....	Radio-Popular, S. A.....	1050	200
CMBX	....A. Alvarez .....	.....	1080	200
CMCJ	....Rodriguez & Hermano.....	Rodriguez & Bro. ....	1100	200
CMBG	....Voz de Oro .....	Miguel Montero .....	1140	200
CMBS	....Calzada Y D .....	Compania Licorera de Cuba.	1170	200
CMCO	....Oficios 598 .....	.....	1200	200
CMCB	....La Metropolitana .....	Metropolitan Radio de Cuba	1230	200
CMBD	.....	Luis Perez Garcia.....	1260	200
CMCG	....La Balear .....	Angel G. Anido .....	1290	200
CMCR	....Bodegas Morera .....	Aurelio Hernandez .....	1320	200
CMCA	.....	Augusto Testar & Jose M. Gonzalez.....	1350	200
CMCW	....Muebleria La Predilecta.....	Vilarino & Cia. ....	1380	200
CMCQ	....La Voz de Cuba.....	Andres Martinez .....	1410	200
CMBY	....De la Casa de las Medias.....	Pages & Co. ....	1440	200
CMCX	....La Onda Popular.....	Marti & Irisarri .....	1470	200
CMOX	....E de Apartamentos.....	Perez & Chisholm.....	1500	200
CMC	....La Voz del Transporte.....	Rafael Valdes .....	1530	200
CMBF	....Radio Emisora Nacional.....	Compania Cubana de Radio & Television, S. A. ....	1560	5000
COL2	....Policia Nacional .....	.....	1712	...

## Short Wave Stations in Havana

COCD	....La Voz del Aire.....	La Voz del Aire, S. A.....	6130	1000
COCW	....La Voz del Radio Philco.....	Troncoso & Gil.....	6330	...
COCO	....Apartado 98 .....	Luis Casas Romero .....	8700	5000

## CUBA STATIONS

Call Letters	Location	Owner and/or Operator	Frequency Kilocycles	Power Watts
COCQ	Colgate & Palmolive	Cambo & Gabriel	8830	5000
COBZ	Radio Salas	Manuel & Guillermo Salas	9030	...
COBX	Laboratorios Alvarez		9100	...
COBC	El Progreso Cubano	Domingo Fernandez Cruz	9363	...
COCH	Cadena Azul de Radio	Amado Trinidad Velasco	9437	5000
COCA	Galiano No. 102		9700	...
COCM	Radio-Cadena Suaritos	Radio-Cadena Suaritos, S. A.	9985	1000
COCX	Casa Lavin	Francisco A. Lavin	11435	1000
COCE	La Voz del Transporte	Rafael Valdes	12230	...

### Stations in the Interior

CMHW	Santa Clara	Guillermo Domenech	680	200
CMKS	Guantanamo	Candido Savon Suarez	710	200
CMJX	Camaguey	Rodolfo Gonzalez Solis	740	200
CMKW	Santiago de Cuba	Claudio Alvarez Soriano	770	1000
CMGH	Matanzas	M. Garcia Alvarez	790	200
CMHI	Santa Clara	Amado Trinidad	830	10000
CMJA	Camaguey	Rafael Valdes Jimenez	860	200
CMHO	Sagua La Grande		870	200
CMKD	Santiago de Cuba	Emisora CMKD	910	1000
CMJF	Camaguey	Gertrudis de la Cruz Perez	930	200
CMKL	Bayamo	Alberto Alvarez	950	200
CMJW	Camaguey	Andres Moran Cisneros	1070	200
CMKM	Manzanillo	Raimundo Comas Soler	1080	200
CMHA	Sagua La Grande	Abelardo Menocal	1090	200
CMGF	Matanzas	Barnabe R. de la Torre	1120	200
CMJI	Ciego de Avila	Gilberto Gessa	1130	200
CMKG	Santiago de Cuba	Emilio Grau Medina	1150	200
CMHJ	Cienfuegos	Romualdo Ugalde	1160	200
CMKX	Santiago de Cuba	Oscar Vidal Benitez	1190	200
CMHK	Cruces	Virgilio Villanueva	1210	200
CMJE	Camaguey	Primo A. Casales	1230	200
CMAB	Pinar de Rio	Francisco Martinez	1240	200
CMHB	Sancti-Spiritus	V. E. Weis & O. Ramirez	1240	200
CMKC	Santiago de Cuba	Roberti Miguel Gonzales	1250	200
CMJO	Ciego de Avila	Bonifacio Ildefonso	1260	200
CMHD	Caibarien	Manuel Alvarez	1270	200
CMKO	Holguin	Manuel Angola Farran	1280	200
CMJK	Camaguey	Jones Castrillon & Cia.	1290	500
CMJH	Ciego de Avila	Luis Marauri	1360	200
CMGE	Cardenas	Gebaro Sabater	1370	200
CMJC	Ciego de Avila	Fernando Terron Bolanos	1390	200
CMKR	Santiago de Cuba	Jaime Nadal	1400	200
CMKZ	Palma Soriano	Joaquin Venero Obregon	1420	200
CMJP	Moron		1420	200
CMHM	Cienfuegos	Jose R. Femenias	1450	200
CMKF	Holguin	M. J. de Gongora	1460	200
CMHX	Cienfuegos	Francisco Chavarry	1480	200
CMKQ	Santiago de Cuba	Angela Viciedo Quintero	1490	1000

### Short Wave Stations in the Interior

COKG	Santiago de Cuba	Emilio Grau Medina	6280	1200
COHE	Sancti-Spiritus		6280	200
COGF	Matanzas	Bernabe R. de la Torre	11880	1000

# STATIONS OF MEXICO

Call Letters	Owner	Location	Frequency Kilocycles	Power Watts Actual
XEMU	....Cia. Radiodifusora de P. Negras....	Piedras Negras, Coahuila....	580	250
XEZ	.....Jorge L. Palomeque.....	Merida, Yucatan .....	630	2000
XEBX	.....Benito Garza Ortegón.....	Sabinas, Coahuila .....	640	250
XEAO	.....Chavez y Castro Sucs.....	Mexicala, Baja California....	660	250
XELO	....Cia. Radiodifusora de P. Negras....	Tijuana, Baja California....	670	10000
(Auth.: 50000)				
XET	.....El Pregonero del Norte S. A.....	Monterrey, Nuevo Leon.....	690	5000
XEWE**	..Jesus Gonzalez A.....	Silao, Guanajuato .....	720	20
XEQ	.....Radio Panamericana S. A.....	Mexico City, Distrito Federal	730	50000
XEH	.....Radio Tarnava S. de R. L.....	Monterrey, Nuevo Leon.....	740	100
(Auth.: 250)				
XEAA	.....Alberto Gonzalez .....	Mexicali, Baja California....	750	200
XEAM	....Manuel L. Salinas.....	Matamoros, Tamaulipas ....	750	250
XEON	....Cia. Radiodifusora Mexicana.....	Tijuanan Baja, California....	750	2000
XEN	.....Guillermina P. de del Conde.....	Mexico City, Distrito Federal	780	1000
XERJ	.....Oscar Perez E.....	Mazatlan, Sinaloa .....	790	600
XEBZ	....Refugio Esparza Vda. doe Valezzi..	Mexico City, Distrito Federal	800	100
XEFW	....Floreia y Martinez.....	Tampico, Tampico .....	810	300
XEBG	....Angel B. Fernandez.....	Tijuana, Baja California....	820	1000
XERC	.....Radio Popular de Mexico, S. A....	Mexico City, Distrito Federal	830	500
XELA	....Radio Metropolitana, S. A.....	Mexico City, Distrito Federal	850	1000
XEMO	....Fernando Federico Ferreira .....	Tijuana, Baja California....	860	5000
XEFB	.....Jesus Quintanilla .....	Monterrey, Nuevo Leon.....	870	200
XEW	.....Cadena Radiodifusora Mexicana..	Mexico City, Distrito Federal	910	100000
XEBH	.....Carlos Balderrama .....	Hermosillo, Sonora .....	930	500
XEFE	.....Rafael T. Carranza.....	Nuevo Laredo, Tamaulipas..	930	250
XEFO	.....Partido Revolucion Mexicana.....	Mexico City, Distrito Federal	940	5000
XERA	....Cia. Mex. Radiodifusora Fronteriza.	Villa Acuna, Coahuilla.....	960	500000
XEJ	.....Pedro Meneses, Jr.....	Juarez Chihuahua .....	970	1000
XEAC	.....Jorge I. Rivera.....	Tijuana, Baja California....	980	5000
XES	.....Difusora Portena, S. de R. L.....	Tampico, Tamaulipas .....	990	100
(Auth.: 250)				
XENT	....Cia. Industrial Universal S. A.....	Mexico City, Distrito Federal	990	50000
(Auth.: 150000)				
XEK	.....Arturo Martinez .....	Mexico City, Distrito Federal	1000	200
XEAF	.....Francisco G. Elias.....	Nogales, Sonora .....	1000	750
XEBI	.....Pedro C. Rivas.....	Aguascalientes, Aguascalientes .....	1000	250
XEU	.....Fernando Pazos y Cia.....	Vera Cruz, Vera Cruz.....	1010	500
XEFQ	.....Pedro L. Diaz.....	Cananea, Sonora .....	1010	500
XEAW	....Cia. Internacional Dif. de Reynosa..	Reynosam, Tamaulipas .....	1020	100000

• • • **MEXICO STATIONS** • • •

Call Letters	Owner	Location	Power	
			Frequency Kilocycles	Watts Actual
XEB	El Buen Tono S. A.	Mexico City, Distrito Federal	1030	20000 (Auth.: 100000)
XEG	Rudolfo Junco de la Vega	Monterrey, Nuevo Leon	1050	500 (Auth.: 50000)
XEBA	Javier Velasco	Ciudad Guzman, Jalisco	1080	20
XEBK	C. Guajardo and J. M. Cortes	Nuevo Laredo, Tamaulipas	1080	100
XEDP***	Radio Gobernacion	Mexico City, Distrito Federal	1080	500
XERB	Radiodifusora Internacional S. A.	Tijuana, Baja California	1090	50000
XECL	Alfonso A. Lacarra	Mexicali, Baja California	1110	1000
XEJP	Delia Cubillas de Fernandez	Mexico City, Distrito Federal	1130	100
XEC	Luis E. Enciso	Tijuana, Baja California	1150	100
XEL	Ramon Ferreiro R.	Mexico City, Distrito Federal	1150	250
XEBP	Alejandro Stevenson, Jr.	Pte. Torreon, Coahuila	1150	250
XEDW	Hector Silva Canto	Minatitlan, Vera Cruz	1150	300
XEFM	Sucs. R. Ortiz Gonzalez	Leon, Guanajuato	1160	20
XED	Cia. Radiofonografica S. A.	Guadalajara, Jalisco	1160	1000
XEP	Esteban Parra	Juarez, Chihuahua	1160	500
XEXX***	Universidad Nacional de Mexico	Mexico City, Distrito Federal	1170	1000
XEE	Alejandro Stevenson, Jr.	Durango, Durango	1210	50
XEFV	Dario Cordoba	Juarez, Chihuahua	1210	50
XEAT	David G. Cervantes	Hidalgo del Parral, Chihuahua	1210	250
XRBL*	Ignacio L. Sais	Mazatlan, Sinaloa	1220	500
XEDA	Pedro Riestra Diaz	Anaya, Distrito Federal	1220	200
XETF	Jose Rodriguez Lopez	Vera Cruz, Vera Cruz	1220	500
XEHK	Carmen Villasenor	Guadalajara, Jalisco	1230	125
XECA	Nicolas M. Picot	Tampico, Tamaulipas	1230	250
XEHR	Manuel R. Canale	Puebla, Puebla	1230	250
XEOX	Felipe G. de Leon	Mochis, Sinaloa	1230	250
XELK	Jesus Macias G. (J. M. Acevedo)	Zacatecas, Zac	1230	100
XEJS	Francisco Lopez Balcarzar	Cananea, Son	1230	100
XEBM	Benjamin Briones	San Luis Potosi, San Luis Potosi	1230	150
XEJK	Manuel Armenderiz	Chihuahua, Chih.	1230	100
XEBU	Feliciano Lopez Islas	Chihuahua, Chihuahua	1240	50
XEBC	Fernando Corona	Morelia, Michoacan	1240	100
XEME	Perfecto Villamil Cisero	Merida, Yucatan	1240	400
XECW	Juan Cedas M.	Cordoba, Vera Cruz	1240	250
XEDL	Francisco Vidal	Navojoa, Sonora	1240	500
XEKS	J. Antonio de la Torre	Saltillo, Coahuila	1240	100
XEXT***	Gobierno del Estado de Nayarit	Tepic, Nay.	1240	1000
XEDF	Ruperto Villarreal	Nuevo Laredo, Tamaulipa	1240	250
XERL	J. Roberto Levy	Colima, Col.	1240	400
XEAI	Carmen Gutierrez	Mexico City, Distrito Federal	1250	500
XEXE***	H. Ayuntamiento de Texcoco	Texcoco, Mex.	1270	17
XEAD*	Alejandro A. Dias	Guadalajara, Jalisco	1270	500
XEMX	Alfonso Traslosheros Avalos	Mexico City, Distrito Federal	1280	100
XEAG	Diodoro Zuniga	Cordoba, Vera Cruz	1280	250
XEX	El Heraldo del Comercio S. A.	Monterrey, Nuevo Leon	1310	500
XEQK	Angel H. Ferreiro	Mexico City, Distrito Federal	1310	400
XECF	Francisco Perez H.	Los Mochia, Sinaloa	1310	150
XETB	Aurelio G. Zaragoza	Torreon, Coahuila	1310	500
XEBO	Alfonso Martinez	Irapuato, Guanajuato	1330	600
XEAP	Emilio Manzanilla	Ciudad Obregon, Sonora	1340	50
XEBW	Radio Emisora del Norte, S. de R. L.	Chihuahua, Chihuahua	1340	250
XEBS	Maria Remedios Delgado	Mexico City, Distrito Federal	1340	200

# MEXICO STATIONS

Call Letters	Owner	Location	Frequency	Power
			Kilocycles	Watts Actual
XEDH	Vicente Hernandez	Villa Acuna, Coahuila	1340	200
XEFC	Julio Molina Pont	Merida, Yucatan	1340	100
XELW	Salvador Galinda de la Torre	Guadalajara, Jalisco	1340	250
XEBJ	Fernando Elizalde	Victoria, Tamaulipas	1340	100
XECD	Ricardo Vazquez	Pueblo, Pueblo	1340	350
XEZ	Pedro E. Rocher	Coarzacalcos, Vera Cruz	1340	300
XEMA	Jose M. Acevado Moya	Fresnillo, Zac.	1340	100
XEXS***	Instituto Cientifico y Literario	Teluca, Mex.	1340	75
XEI	Tiburcio Ponce	Morelia, Michoacan	1370	250
XEZ	Zeferino Z. Jimenez	San Luis Potosi, San Luis Potosi	1370	100
XELZ	Maria Cardona de Zetina	Mexico City, Distrito Federal	1370	250
XEM	Pedro Meneses, Jr.	Chihuahua, Chihuahua	1390	500
XESM	Salvador Sanmartin	Mexico City, Distrito Federal	1400	500
XEAJ	Emilio Manzanilla	Navojoa, Sonora	1400	100
XEA	Luis A. Maury	Campeche, Cam.	1400	250
XEDS	Alejandro A. Schober	Mazatlan, Sinaloa	1400	500
XEAU	Manuel Acuna Varela	Tijuana, Baja California	1400	250
XEPP	Hector Sotomayer	Orizaba, Vera Cruz	1400	150
XEMR	Frances Garcia de K.	Monterrey, Nueva Leon	1400	250
XEHV	Juan A. Palavicini	Vera Cruz, Vera Cruz	1420	1000
XERH	Gabriel Hernandez Llergo	Mexico City, Distrito Federal	1430	400
XEFI	Ramiro G. Uranga	Chihuahua, Chihuahua	1440	1000
XEF	Gilberto Gil	Ciudad Jurez, Chihuahua	1450	100
XERK	Dario Mondragon	Tepic, Nay.	1450	100
XEGC	Guillermo Calzada	Zamora, Michoacan	1450	100
XEDJ	Enrique Zaralegui	Magdalena, Sonora	1450	100
XEY	Lucinda Arenas de Meza Millan	San Luis Rio Col., Sonora	1450	250
XEFK	Manuel Zapata Espinosa	Merida, Yucatan	1450	100
XEDR	Modesto Ortega	Guaymas, Sonora	1490	100
XECH	Rodolfo Llamas	Toluca, Mex.	1490	250
XEJR	Anastasio Gomez Gallardo	Hidalgo del Parral, Chihuahua	1490	100
XEAZ	Carlos V. Rodriguez	Reynosa, Tamaulipas	1490	250
XEDK	Salvador Vazquez	Guadalajara, Jalisco	1490	250

## Short Wave Stations (Cultural and Official)

XEBT	El Buen Tono, S. A.	Mexico City, Distrito Federal	6000	500
XEWI**	Institucion Mundial de la V. I.	Mexico City, Distrito Federal	6015	400
XEUW	Fernado Pazos Sosa	Vera Cruz, Vera Cruz	6020	250
XEKW	Jose Martinez Ramirez	Morelia, Michoacan	6030	500
XETW	Flore y Matinez	Tampico, Tamaulipas	6045	100
XEBF	Pedro Coronel Aburto	Jalapa, Vera Cruz	6090	100
XEUZ	Partido Revolucion Mexicana	Mexico City, Distrito Federal	6130	100
	Cia. Radiofonografica S. A.	Guadalajara, Jalisco	6155	100
XEXA***	Radio Gobernacion	Mexico City, Distrito Federal	6175	100
XECR***	Sria. de Relaciones Exteriores	Mexico City, Distrito Federal	7380	20000
XEWW	Cadena Radiodifusora Mexicana	Mexico City, Distrito Federal	9500	10000
XEFT	Jose Rodriguez Lopez	Vera Cruz, Vera Cruz	9550	12
XEYU***	Universidad Nacional de Mexico	Mexico City, Distrito Federal	9600	250
XEQQ	Radio Panamericana S. A.	Mexico City, Distrito Federal	9680	1000
XEBR	Carlos Balderrama	Hermosillo, Sonora	11820	150
XEUZ	Partido Revolucion Mexicana	Mexico City, Distrito Federal	11880	100
XEWW	Cadena Radiodifusora Mexicana	Mexico City, Distrito Federal	15160	10000

- \* Temporarily Suspended

\*\* Cultural Station

\*\*\* Official Station

# STATIONS OF \_\_\_\_\_ \_\_\_\_\_ SOUTH AMERICA

## ARGENTINA

<i>Call Letters</i>	<i>Station Name and Location</i>	<i>Frequency Kilocycles</i>	<i>Power Watts</i>
LU2 . . . .	Bahia Blanca, Bahia Blanca.....	900	2500
LU7 . . . .	General San Martin, Bahia Blanca.....	1240	2500
LR1 . . . .	El Mundo, Buenos Aires.....	1070	50000
LR2 . . . .	Argentina, Buenos Aires.....	910	10000
LR3 . . . .	Belgrano, Buenos Aires.....	950	50000
LR4 . . . .	Splendid, Buenos Aires.....	900	16000
LR5 . . . .	Excelsior, Buenos Aires.....	830	29250
LR6 . . . .	Mitre, Buenos Aires.....	870	25000
LR8 . . . .	Paris, Buenos Aires.....	1150	6500
LR9 . . . .	Fenix, Buenos Aires.....	1030	5000
LR10 . . . .	Cultura, Buenos Aires.....	790	11500
LRA . . . .	del Estado, Buenos Aires.....	750	10000
LS1 . . . .	Municipal, Buenos Aires.....	710	50000
LS2 . . . .	Prieto, Buenos Aires.....	1190	30000
LS3 . . . .	Ultra, Buenos Aires.....	630	50000
LS4 . . . .	Portena, Buenos Aires.....	670	10000
LS5 . . . .	Rivadavia, Buenos Aires.....	1110	5000
LS6 . . . .	del Pueblo, Buenos Aires.....	1350	6000
LS8 . . . .	Stentor, Buenos Aires.....	1230	15000
LS9 . . . .	Voz del Aire, Buenos Aires.....	1270	6000
LS10 . . . .	Callao, Buenos Aires.....	590	6000
LU4 . . . .	Comodoro Rivadavia, Comodora Rivadavia...	640	1000
LV2 . . . .	Central, Cordoba.....	950	5000
LV3 . . . .	Cordoba, Cordoba.....	620	25000
LT7 . . . .	Provincia Corrientes, Corrientes.....	1340	500
LV10 . . . .	de Cuyo, Mendoza.....	1210	5000
LU6 . . . .	Atlantica, Mar del Plata.....	1300	500
LR11 . . . .	Universidad Nacional de La Plata, La Plata...	1390	500
LS11 . . . .	Provincia de Buenos Aires, La Plata.....	1310	30000
LT5 . . . .	Chaco, Resistencia.....	1080	1500
LV9 . . . .	Provincia de Salta, Salta.....	970	1000
LU12 . . . .	Rio Gallegos, Santa Cruz.....	680	1000
LT1 . . . .	del Litoral, Rosario.....	780	20000
LT3 . . . .	Sociedad Rural de Cerealistas, Rosario.....	1160	5100
LT8 . . . .	Rosario, Rosario.....	840	1000
LV1 . . . .	Graffigna, San Juan.....	730	1000
LV5 . . . .	Los Andes, San Juan.....	1090	1500
LV4 . . . .	San Rafael, Mendoza.....	690	500
LT9 . . . .	Roca Soler, Santa Fe.....	1200	1000
LT10 . . . .	del Instituto Social de la Universidad Litoral, Rosario.....	1320	500

• • • SOUTH AMERICAN STATIONS • • •

<i>Call Letters</i>	<i>Station Name—Executive in Charge—Location</i>	<i>Frequency Kilocycles</i>	<i>Power Watts</i>
LV11 . . .	del Norte, Santiago del Estero . . . . .	1170	1500
LV7 . . .	Tucuman, Tucuman . . . . .	820	2500
LV12 . . .	Aconwuija, Tucuman . . . . .	580	5000

**Short Wave Stations**

LRA . . .	del Estado, Buenos Aires . . . . .	6180	1000
LRX . . .	El Mundo, Buenos Aires . . . . .	9660	7000
LRA1 . . .	del Estado, Buenos Aires . . . . .	9660	10000
LRA3 . . .	del Estado, Buenos Aires . . . . .	11730	1000
LRU . . .	El Mundo, Buenos Aires . . . . .	15290	7000

**BOLIVIA**

<i>Call Letters</i>	<i>Station Name</i>	<i>Location</i>	<i>Owner</i>	<i>Frequency Kilocycles</i>	<i>Power Watts</i>
CP44 . . . . .	Radio Popular . . . . .	Cochabamba	Victor Veltze . . . . .	580	50
CP32 . . . . .	Radio Bolivia . . . . .	La Paz	J. C. Salinas . . . . .	620	150
CP34 . . . . .	Radio Sucre . . . . .	La Paz	Guillermo Teran . . . . .	680	150
CP46 . . . . .	Radio Fenix . . . . .	La Paz	Mario Hurtado . . . . .	770	50
CP20 . . . . .	Radio Condor . . . . .	La Paz	Ramon Pelaez . . . . .	900	250
CP19 . . . . .	Radio Cultura . . . . .	La Paz	Hugo Aspiazu . . . . .	950	50
CP31 . . . . .	Radio Patria . . . . .	La Paz	Lizardo Suarez . . . . .	975	50
CP4 . . . . .	Radio Illimani . . . . .	La Paz	Estado . . . . .	1040	10000
CP10 . . . . .	Radio La Paz . . . . .	La Paz	Gonzalo Munoz A. . . . .	1090	50
CP45 . . . . .	Radio Rural . . . . .	Cochabamba	Raul Montecinos . . . . .	1090	50
CP16 . . . . .	Radio Paris . . . . .	La Paz	Abel Maldonado . . . . .	1200	50
CP14 . . . . .	Radio La Noche . . . . .	La Paz	Javier Romero . . . . .	1250	50
CP13 . . . . .	Radio El Oriente . . . . .	Santa Cruz	L. Canedo Reyes . . . . .	1250	50
CP18 . . . . .	Radio Kosmos . . . . .	La Paz	Luis Cortadellas . . . . .	1300	50
CP29 . . . . .	Radio Fides . . . . .	La Paz	C. S. Calixto . . . . .	1350	100
CP28 . . . . .	Radio Central . . . . .	Cochabamba	Gottret & Co. . . . .	1360	150
CP3 . . . . .	Radio National . . . . .	La Paz	Costas Bros. . . . .	1390	5000
CP27 . . . . .	Radio Pilot . . . . .	Sucre	Carlos Torres R. . . . .	1420	50
CP36 . . . . .	Radio Mercurio . . . . .	Oruro	Enrique Wanting . . . . .	1420	50
CP8 . . . . .	Radio America . . . . .	La Paz	Luis Medina . . . . .	1450	50
CP17 . . . . .	Radio Cultural . . . . .	Potosi	Alfredo Ossio L. . . . .	1600	50
CP41 . . . . .	Radio Chuquisaca . . . . .	Sucre	Jose Camacho . . . . .	6020	250
CP11 . . . . .	Radio Oruro . . . . .	Oruro	Estado . . . . .	6100	250
CP2 . . . . .	Radio National . . . . .	La Paz	Costas Bros. . . . .	6110	5000
CP15 . . . . .	Radio Condor . . . . .	La Paz	Ramon Pelaez . . . . .	6120	250
CP22 . . . . .	Radio International . . . . .	Potosi	Luis Camacho A. . . . .	6130	250
CP30 . . . . .	Radio El Oriente . . . . .	Santa Cruz	L. Canedo Reyes . . . . .	6135	250
CP12 . . . . .	Radio Fides . . . . .	La Paz	C. S. Calixto . . . . .	6150	250
CP39 . . . . .	Radio Continental . . . . .	Cochabamba	Remberto Zapata . . . . .	6160	250
CP37 . . . . .	Radio Pagador . . . . .	Oruro	Mariaca & Co. . . . .	6190	250
CP5 . . . . .	Radio Illimani . . . . .	La Paz	Estado . . . . .	6200	1000
CP1 . . . . .	Radio Chuquisaca . . . . .	Sucre	Jose Camacho B. . . . .	9500	1000
CP38 . . . . .	Radio National . . . . .	La Paz	Costas Bros. . . . .	9505	5000
CP40 . . . . .	Radio Central . . . . .	Cochabamba	Gottret & Co. . . . .	9570	250
CP25 . . . . .	Radio Sucre . . . . .	La Paz	Guillermo Teran . . . . .	9700	250
CP7 . . . . .	Radio Illimani . . . . .	La Paz	Estado . . . . .	15300	1000



• • • SOUTH AMERICAN STATIONS • • •

**BRITISH GUIANA**

<i>Call Letters</i>	<i>Station Name and Location</i>	<i>Frequency Kilocycles</i>	<i>Power Watts</i>
VP3BG*	British Guiana United Broadcasting Co., Georgetown	6130	650

\* Operated on an experimental license and considered amateur station.

**CHILE**

<i>Call Letters</i>	<i>Station Name</i>	<i>Location</i>	<i>Owner</i>	<i>Frequency Kilocycles</i>	<i>Power Watts</i>
CA63	Radio Tarapaca	Iquique	Antonio Cajiao	630	250
CA90		Tocopilla	Hilda Cueller	900	100
CA127	La Voz del Norte	Antofagasta	Raquel Palma de Pedreni	1270	100
CA141	Radio Antofagasta	Antofagasta	Angel Garcia & Co.	141	1000
CB57	Soc. Nac. de Agriculture	Santiago	Soc. Nac. de Agriculture	570	10000
CB62	Radio Chilena	Santiago	International Machinery Co.	620	1000
CB64	La Union de Recreo	Vina Del Mar	Adriano Iz	640	1000
CB68	Radio Metro	Vina Del Mar	Renard & Garcia Tello	680	1000
CB76	Cooperative Vitalicia	Valparaiso	Soc. Cooperative Vitalicia	760	10000
CB78	Cooperative Vitalicia	Santiago	Soc. Cooperative Vitalicia	780	1000
CB73				730	
CB84	Radio del Pacifico	Valparaiso	Angel Prieto	840	1000
CB89	Otto Becker	Santiago	Otto Backer, Ltd.	890	2000
CB93	Radio Hucke	Santiago	Orlandini & Raggio, Ltd.	930	8000
CB90	El Mercurio	Valparaiso	Empresa Periodistica El Mercurio	900	1000
CB96	Voz del Norte	Coquimbo	Puerta Bros.	960	200
CB97	Radio Siam	Santiago	Soc. Industrial de Maquinaria	970	1000
CB101	Radio Mayo	Santiago	Heriberto Bewais	1010	1000
CB103	Univ. Tecnica Sta. Maria	Valparaiso	Fundacion Santa Maria	1030	400
CB106	Sud America	Santiago	Manuel Casablanca	1060	5000
CB111	Radio Los Castanos	Vina del Mar	Joaquin Venegas	1110	1000
CB113	Abdon Salinas	Quillote	Abdon Salinas	1130	100
CB114	Radio del Pacifico	Santiago	Ricardo Vivado	1140	5000
CB116	Radio Valparaiso	Valparaiso	Oscar Cornejo Harker	1160	1000
CB118	Radio Nacional	Santiago	Jiles & Co., Ltd.	1180	10000
CB120	Diario La Union	Valparaiso	Angel Prieto	1200	1000
CB124	Radio Espana	Valparaiso	Ramon & Fernando Garcia & Co.	1240	250
CB126	Radio Espana	Santiago	Felix Vasquez	1260	1000
CB130	Seguros "La Americana"	Santiago	Lehman & Becker	1300	2500
CB132	Radio "Wallace"	Valparaiso	David Wallace	1320	1000
CB134	Radio "El Hogar"	Santiago	German Holtehuer	1340	1000
CB138	"El Mercurio"	Santiago	Emp. Periodistica "El Mercurio"	1380	5000
CB140	Onda Azul	San Antonio	Soc. Radiodifusora Onda Azul, Ltd.	1400	100
CB144-B	Spitz & Co.	Santiago	Spitz & Co.	1440	100

**SOUTH AMERICAN STATIONS**

<i>Call Letters</i>	<i>Station Name</i>	<i>Location</i>	<i>Owner</i>	<i>Frequency Kilocycles</i>	<i>Power Watts</i>
CB144-C	Oscar Moraga	Santiago	Oscar Moraga	1440	100
CB147	Radio Zenith	Valparaiso	Calcagno & Widow	1470	1000
CB150	RCA Victor Chilena	Santiago	RCA Victor Chilena	1500	10000
CB960	Seguros "La Americana"	Santiago	Enrique Becker	9600	1200
CB970	Cooperative Vitalicia	Valparaiso	Soc. Cooperative Vitalicia	9700	10000
CB1170	Otto Becker, Ltd.	Santiago	Otto Becker, Ltd.	11700	300
CB1174	Radio Hucke	Santiago	Orlandini & Raggio	11740	4000
CB1180	Soc. Nac. de Agricultura	Santiago	Soc. Nac. de Agricultura	11800	1000
CC63	Radio Central	Rancagua	Manuel Massoni	630	1000
CC64	Diario El Sur	Concepcion	Hucke & Co., Ltd.	640	100
CC67		Talca	Raul Grez	670	100
CC84	Radio Cultura	Talcahuano	Francisco Morales	840	100
CC96	Radio Curico	Curico	Alberto Guerra	960	100
CC109	Radio Rencagua	Rancagua	Jorge Romero	1090	100
CC117	Radio Zenith	Concepcion	Federico Sanchez	1170	100
CC125	Radio Temuco	Temuco	Carlos Kaehler	1250	100
CC127	Radio Aliviol	Chillan	Rafael Barrios	1270	100
CC133	Radio La Discusion	Chillan	Miguel Arrau	1330	100
CC141	Radio "Patria"	Concepcion	Pedro Lopez de Heredia	1410	100
CC143	Radio Atlantida	Talca	Enrique Garcia	1430	100
CC145	Radio La Colmena	Rancagua	Ramon Caceres	1450	100
CC90	La Frontera	Temuco	Daniel de Mayo	900	100
CD69	Radio Sur	Valdivia	Soc. Radio-Emisoras "Sur de Chile"	690	1000
CD84		Osorno	Soc. Agricola & Ganadera de Osorno	840	1500
CD101	Radio Puerto Montt	Puerto Montt	Soc. Radio-Emisoras "Sur de Chile"	1010	1000
CD103	Radio Magallanes	Magallanes	Ramon Verde Ramos	1030	100
CD111	Radio Austral	Magallanes	Emilio Turina	1110	100
CD112	Radio Osorno	Osorno	Soc. Agricola & Ganadera de Osorno	1120	100
CD132	Radio Valdivia	Valdivia	Carlos Cockbaine	1320	100
CD136	La Voz del Sur	Magallanes	Ines Diez Paz	1360	100
CD147	Radio Aliviol	Puerto Montt	Ernesto Riedel	1470	100
CD1190	Radio Sur	Valdivia	Soc. Radio-Emisoras "Sur de Chile"	11900	250
CD113		Magallanes	Julio Femenias	1130	1000

**BRAZIL**

<i>Call Letters</i>	<i>Station Name and Location</i>	<i>Frequency Kilocycles</i>	<i>Power Watts</i>
PRD4	Club de Araraquara, Araraquara, Sao Paulo	1570	500
PRA4	Sociedade de Baia S. A., Sao Salvador, Bahia	740	10000
PRG8	Bauru Radio Club, Bauru, Sao Paulo	1210	250
PRG5	Club do Para, Belem, Para	670	2000
PRC7	Sociedade Radio Mineira, Belo Horizonte, Minas Geraes	690	3000
PRH6	Sociedade Radio Guarany, Belo Horizonte, Minas Geraes	1340	3000
PRI3	Inconfidencia, Belo Herozinte, Minas Geraes	880	22800

• • • SOUTH AMERICAN STATIONS • • •

<i>Call Letters</i>	<i>Station Name—Executive in Charge—Location</i>	<i>Frequency Kilocycles</i>	<i>Power Watts</i>
PRC4 . . .	Club de Blumenau, Blumenau, Santa Catharina	1330	250
PRC9 . . .	Sociedade Radio, E. de Campinas, Campinas, Sao Paulo	1170	500
PRF7 . . .	Club de Campos, Campos, Rio De Janeiro	1330	2000
PRG6 . . .	Sociedade Mantiqueira, Cruzeiro, Sao Paulo	640	500
PRB2 . . .	Club Paranaense, Curitiba, Parana	1420	2000
PRE9 . . .	Ceara Radio Club, Fortaleza, Ceara	1320	2000
PRB5 . . .	Club Hertz, Franca, Sao Paulo	1240	250
PRG4 . . .	Club de Jaboticabal, Jaboticabal, Sao Paulo	1250	250
PRG7 . . .	Sociedade Jahuense, Jahu, Sao Paulo	1010	250
PR14 . . .	Governo de Estado de Parahyba, Joao Pesson, Parahyba	1110	10000
PRB3 . . .	Juiz de Fora	620	500
PR12 . . .	Club de Marilia, Marilia, Sao Paulo	1090	500
PRD8 . . .	Club Fluminense, Nictheroy, Rio de Janeiro	1320	1000
PRE6 . . .	Sociedade Fluminense, Nictheroy, Rio de Janeiro	1470	1000
PRH4 . . .	Sociedade Difusora Radio Culture, Pelotas, Rio Grande do Sul	1320	500
PRD3 . . .	Petropolis Radiodifusora S. A., Petropolis, Rio de Janeiro	1480	1000
PRD6 . . .	Club de Piracicaba, Piracicaba, Sao Paulo	820	250
PRH5 . . .	Cultura Pecos de Caldas, Pecos de Caldas, Minas Geraes	1160	250
PRC2 . . .	Sociedade Gaucha, Porto Alegre, Rio Grande do Sul	680	5000
PRF9 . . .	Emp. Radiodifusora Alegrense, Porto Alegre, Rio Grande do Sul	640	3000
PRH2 . . .	Sociedade Radio Farroupilha, Porto Alegre, Rio Grande do Sul	600	20000
PRA8 . . .	Sociedade Radio Guararapes, Recife, Pernambuco	720	25500
PRA7 . . .	Club de Ribeirao Preto, Ribeirao Preto, Sao Paulo	730	500
PRF2 . . .	Club de Rio Clara, Rio Clara, Sao Paulo	1460	250
PRA2 . . .	Ministerio Educacao e Saude Publica, Rio de Janeiro, Federal District	800	1500
PRA3 . . .	Club do Brasil, Rio de Janeiro, Federal District	860	10000
PRA9 . . .	Sociedade Mayrink Veiga, Rio de Janeiro, Federal District	1220	22000
PRB7 . . .	Sociedade Radio Educadora do Brasil, Rio de Janeiro, Federal District	900	5000
PRC8 . . .	Sociedade Guanabara, Rio de Janeiro, Federal District	1360	5000
PRD2 . . .	Sociedade Radio Cruzeiro do Sul, Rio de Janeiro, Federal District	1060	5000
PRD5 . . .	Instituto Educacao do Distrito Federal, Rio de Janeiro, Federal District	1400	5000
PRE2 . . .	Sociedade Vera Cruz, Rio de Janeiro, Federal District	1430	5000
PRE3 . . .	Transmissora Brasileira, Rio de Janeiro, Federal District	1180	10000
PRE8 . . .	Sociedade Radio Nacional, Rio de Janeiro, Federal District	980	22000

• • • **SOUTH AMERICAN STATIONS** • • •

<i>Call Letters</i>	<i>Station Name and Location</i>	<i>Frequency Kilocycles</i>	<i>Power Watts</i>
PRF4 . . .	Jornal do Brasil S. A., Rio de Janeiro, Federal District . . . . .	940	10000
PRG3 . . .	Tupy S. A., Rio de Janeiro, Federal District . . .	1280	10000
PRH8 . . .	Ipanema S. A., Rio de Janeiro, Federal District	1130	5000
PRB8 . . .	Rio Preto S. A., Rio Preto, Sao Paulo . . . . .	640	250
PRB4 . . .	Club de Santos, Santos, Sao Paulo . . . . .	1450	1000
PRG5 . . .	Sociedade Radio Atlantica, Santos, Sao Paulo.	580	750
PRD7 . . .	Club de Sorocaban, Sorocaba, Sao Paulo . . . . .	1080	500
PRD9 . . .	Sociedade de Sorocaba, Sorocaba, Sao Paulo . .	970	250
PRA5 . . .	Sao Paulo, Sao Paulo, Sao Paulo . . . . .	1260	5000
PRA6 . . .	Sociedade Radio Educadora Paulista, Sao Paulo, Sao Paulo . . . . .	760	10000
PRB6 . . .	Sociedade Radio Cruzeiro do Sul, Sao Paulo, Sao Paulo . . . . .	1200	10000
PRB9 . . .	Sociedade Record, Sao Paulo, Sao Paulo . . . . .	1000	20000
PRE4 . . .	Sociedade Cultura "Voz do Espaco," Sao Paulo, Sao Paulo . . . . .	1300	5000
PRE7 . . .	Sociedade Radio Comos, Sao Paulo, Sao Paulo.	1410	5000
PRF3 . . .	Difusoro Sao Paulo, Sao Paulo . . . . .	960	5000
PRG2 . . .	Tupy S. A., Sa Paulo, Sao Paulo . . . . .	1040	25000
PRG9 . . .	Excelsior, Sao Paulo, Sao Paulo . . . . .	1100	25000
PRH3 . . .	Piratininga, Sao Paulo, Sao Paulo . . . . .	620	5000
PRH9 . . .	Sociedade Bandeirante de Radiodifuaio, Sao Sao Paulo, Sao Paulo . . . . .	840	5000
PRE5 . . .	Sociedade Triangulo Mineiro Uberaba, Minas Geraes . . . . .	1390	1000

**Short Wave Stations**

PRF5 . . .	Comp. Radio Internacional Brasil, Rio de Janeiro . . . . .	9500	12000
PRA8 . . .	Club de Pernambuco, Recife, Pernambuco . . .	6010	5000

**COLOMBIA**

<i>Call Letters</i>	<i>Location</i>	<i>Owner</i>	<i>Frequency Kilocycles</i>	<i>Power Watts</i>
HJ-FX . . .	Manizales . . . . .	Antonio Pinzon H. . . . .	600	1000
HJ-CU . . .	Bogota . . . . .	Cristobal Paez . . . . .	720	5000
HJ-CI . . .	Bogota . . . . .	Manuel J. Gaitan . . . . .	810	2500
HJ-CC . . .	Bogota . . . . .	Gustavo Uribe Th. . . . .	870	5000
HJ-CS . . .	Bogota . . . . .	Cia. de Radiodifusion . . . . .	920	50000
HJ-CM . . .	Bogota . . . . .	Colombia Broadcasting . . . . .	970	500
HJ-CZ . . .	Bogota . . . . .	Cipriano Rios Hoyos . . . . .	1040	2500
HJ-CC . . .	Bogota . . . . .	Julio Bernal . . . . .	1060	500
HJ-AH . . .	Barranquilla . . . . .	Emisora Atlantico . . . . .	1080	1000
HJ-EE . . .	Cali . . . . .	Jose T. Calderon . . . . .	1090	500
HJ-CB . . .	Bogota . . . . .	Colombia Broadcasting . . . . .	1105	1000
HJ-GE . . .	Bucaramanga . . . . .	Gustavo Sorzano . . . . .	1130	1000
HJ-BJ . . .	Santa Marta . . . . .	Julio A. Sanchez . . . . .	1140	500
HJ-DT . . .	Medellin . . . . .	Joaquin Londono . . . . .	1150	500
HJ-EB . . .	Cali . . . . .	Eduardo Cordoba . . . . .	1150	500
HJ-CO . . .	Bogota . . . . .	Jesus M. Garcia . . . . .	1160	1000

• • • SOUTH AMERICAN STATIONS • • •

<i>Call Letters</i>	<i>Location</i>	<i>Owner</i>	<i>Frequency Kilocycles</i>	<i>Power Watts</i>
HJ-FM	Armenia	Botero & Compania	1180	500
HJ-AN	Barranquilla	Paez, Reina & Bernal	1190	1000
HJ-CR	Bogota	Gobierno Nacional (Cultural)	1200	5000
HJ-CE	Bogota	Gustavo Uribe Th.	1220	1000
HJ-AF	Cartagena	Laboratorios Fuentes	1240	500
HJ-DK	Medellin	Cia. Colombia de Radio-difusion	1250	500
HJ-EL	Cali	Hernando Bueno	1260	500
HJ-BC	Cucuta	Pompilio Sanchez	1270	500
HJ-AT	Barranquilla	Delfina V. De Haayen	1275	1000
HJ-GK	Bucaramanga	Francisco A. Bueno	1280	500
HJ-CK	Bogota	Arez & Tobon Sierra	1290	500
HJ-EC	Cali	Rafael Angulo	1300	500
HJ-AK	Barranquilla	Vassallo E. Hijos	1310	500
HJ-DQ	Medellin	Cia. Ant. de Radiodifusion	1320	750
HJ-AA	Barranquilla	Alfonso Rosales Navarro	1330	500
HJ-CN	Bogota	Roberto Laignelet	1335	500
HJ-EF	Cali	Hernando Bueno	1340	250
HJ-FF	Pereira	Antonio Giraldo	1350	500
HJ-DC	Medellin	Francisco Guartas	1350	500
HJ-HA	Pasto	Sociedad Radio Nariro	1350	500
HJ-AI	Barranquilla	Julian Melendez	1370	500
HJ-EN	Cali	Alfonso Mesa Vargas	1370	500
HJ-DR	Medellin	Torres Toro	1380	500
HJ-CJ	Bogota	Manuel J. Gaitan	1380	500
HJ-FD	Manizales	Cia. Radio Manizales	1390	500
HJ-AR	Cartagena	Lequerica Hermanos	1400	500
HJ-BH	Santa Marta	Manuel C. Conde	1410	500
HJ-EI	Buga	Hernando Bueno	1410	100
HJ-EK	Tulua	Hernando Bueno	1430	100
HJ-FL	Ibague	Luis E. Martinez	1440	100
HJ-EG	Popayan	Mercedsm. De Valencia	1450	500
HJ-EJ	Palmira	Daniel Benitez	1460	500
HJ-BE	Cienaga	Elvira De Pereira	1460	250
HJ-FE	Pereira	Cesar & Mario Arango	1470	500
HJ-DL	Medellin	Alberto Estrada	1480	500
HJ-DU	Medellin	Universidad de Antioquia (Cultural)	1490	250
HJ-AS	Barranquilla	Miguel A. Ruiz	1500	250
HJ-FJ	Aguadas C.	Roberto Florez (Cultural)	1500	25
HJ-EM	Cali	Arturo Salazar	1510	500
HJ-DM	Medellin	Prospero Aguirre	1520	500
HJ-BF	Ocana	Luis Linero	1525	100
HJ-FI	Armenia	Angel & Jaramillo	1540	500
HJ-FB	Manizales	Cia. Radio Manizales	4765	500
HJ-GB	Bucaramanga	Francisco A. Bueno	4775	2500
HJ-AB	Barranquilla	Paez, Reina & Bernal	4785	2500
HJ-DX	Medellin	Francisco Guartas	4795	750
HJ-DG	Quibdo	Intend, Del Choco (Cultural)	4805	500
HJ-BB	Cucuta	Pompilio Sanchez	4815	750

• • • **SOUTH AMERICAN STATIONS** • • •

<i>Call Letters</i>	<i>Location</i>	<i>Owner</i>	<i>Frequency Kilocycles</i>	<i>Power Watts</i>
HJ-ED	...Cali	.....Eduardo Cordoba	4825	750
HJ-FH	...Armenia	.....Cotero & Compania	4875	500
HJ-DP	...Medellin	.....Cia. Ant. De Radiodifusion.	4885	1000
HJ-CH	...Bogota	.....Manuel J. Gaitan	4895	750
HJ-AG	...Barranquilla	.....Emisora Atlantico	4905	750
HJ-AP	...Cartagena	.....Lequerica Hermanos	4925	750
HJ-CW	...Bogota	.....Jesus M. Garcia	4935	750
HJ-AE	...Cartagena	.....Laboratorios Fuentes	4965	750
HJ-CX	...Bogota	.....Cipriano Rios Hoyos.	6018	750
HJ-FA	...Pereira	.....Cesar & Mariq Arango.	6054.3	750
HJ-CF	...Bogota	.....Gustavo Uribe Th.	6073	750
HJ-FK	...Pereira	.....Sociedad La Voz Amica.	6097	2500
HJ-DE	...Medellin	.....Cia. Colombia de Radio- difusion	6145	5000
HJ-CD	...Bogota	.....Colombia Broadcasting	6160	750
HJ-CT	...Bogota	.....Cobierno Nacional	9630	2500

**ECUADOR**

<i>Call Letters</i>	<i>Owner and Location</i>	<i>Frequency Kilocycles</i>	<i>Power Watts</i>
HC20DA	. . . Guayaquil	900	100
HC2AJ	. . . Guayaquil	1050	1000
HCJB	. . . C. W. Jones, Quito	1250	100
HC2RB	. . . Eric Williams, Guayaquil	1250	100
HC2JSB	. . . Juan S. Behr, Guayaquil	1100	200
HC2CW	. . . Alfonso Wilmot, Guayaquil	1350	50

**Short Wave Stations**

HCJB	. . . C. W. Jones, Quito	12460	10000
HCJB	. . . C. W. Jones, Portoviej	4005	200
HCLPM	. . . Leonardo Ponce, Quito	5725	500
HC2AK	. . . Guayaquil	9310	1000
HCETC	. . . M. Mantilla, Quito	9351	250
HC1GQ	. . . F. C. del Sur, Quito	9160	150
HC2CW	. . . Alfonso Wilmot, Guayaquil	9130	500
HC20DA	. . . O. de Garcia, Guayaquil	9447	200
HC1IM	. . . W. B. Heimann, Ibarra	4020	150
HC2ET	. . . J. S. Castillo, Guayaquil	9200	300
HCK	. . . Prop. del Estado, Quito	5920	250
HC2RL	. . . Dr. R. Levi, Guayaquil	6647	200

**PARAGUAY**

<i>Call Letters</i>	<i>Station Name--Owner and Location</i>	<i>Frequency Kilocycles</i>	<i>Power Watts</i>
ZP1	. . . Radio El Pais--Artaza Hnos., Asuncion	970	100
ZP4	. . . Radio Continental--Isern & Sacarello, Asuncion	730	100
ZP5	. . . Radio Paraguay--Alfonso Sa, Asuncion	1380	100
ZP6	. . . Radio Livieres--Livieres & Copi, Asuncion	1300	100

• • • **SOUTH AMERICAN STATIONS** • • •

<i>Call Letters</i>	<i>Station Name—Owner—Location</i>	<i>Frequency Kilocycles</i>	<i>Power Watts</i>
ZP11 . . .	Radio Charitas—Juventud Antoniana, Asuncion . . . . .	1200	100
ZP13 . . .	La Voz del Aire—Julio Picozzi V., Asuncion . . .	1430	100
ZP3 . . .	La Voz del Aire—Julio Coriulot, Encarnacion.	900	100

**Short Wave Stations**

ZP8 . . .	Radio Continental—Iser & Sacarello, Asuncion	11850	500
ZP7 . . .	Encarnacion . . . . .	11703	100
ZP14 . . .	Radio Continental—Friedmann Hnos., Villarrica . . . . .	11725	1000

**PERU**

<i>Call Letters</i>	<i>Station Name—Operator—Location</i>	<i>Frequency Kilocycles</i>	<i>Power Watts</i>
OAX4A . . .	Peruvian Government, Radio Nacional, Lima.	854	12000
OAX4B . . .	Empresa Peruana Parlante Bolivar y Carcovich,, Lima . . . . .	1200	250
OAX4E . . .	Ing. Juan P. Goicochea, Lima . . . . .	960	200
OAX4J . . .	Radio Internacional, S. A., Lima . . . . .	1320	250
OAX4L . . .	Radio Miraflores, S. A., Lima . . . . .	1250	200
OAX5B . . .	J. Antonio Umbert F., Ica . . . . .	1280	200
OAX6C . . .	Radio Continental, Arequipa . . . . .	1370	350

**Short Wave Stations**

OAX4Z . . .	Peruvian Government, Radio Nacional, Lima.	6080	15000
OAX4T . . .	Peruvian Government, Radio Nacional, Lima.	9562	10000
OAX4G . . .	Empresa Peruana Parlante Bolivar y Carcovich, Lima . . . . .	6230	250
OAX4I . . .	Radio Internacional, Lima . . . . .	9520	200
OAX4P . . .	J. Antonio Umbert F., Huancayo . . . . .	5968	250
OAX5C . . .	J. Antonio Umbert F., Ica . . . . .	9590	150
OAX7A . . .	Carlos Lizarraga Fisher, Cuzco . . . . .	6128	100
OAX1A . . .	J. Carlos Mountjoy D., Chiclayo . . . . .	6150	200
OAX2A . . .	Rafael Larco Hoyle, Trujillo . . . . .	6000	250
OAX6B . . .	Maximo J. Landa, Arequipa . . . . .	11710	150
OAX6D . . .	Radio Continental, Arequipa . . . . .	9500	350
OAX6E . . .	Radio Continental, Arequipa . . . . .	6175	1000

**URUGUAY**

<i>Call Letters</i>	<i>Owner and Location</i>	<i>Frequency Kilocycles</i>	<i>Power Watts</i>
CW47 . . .	Julio J. Rabassa, Canelones . . . . .	1470	300
CW37 . . .	R. Bernotti, Colonia . . . . .	550	4500
CW25 . . .	Artola, Evangelista & Co., Durazno . . . . .	1430	500
CW33 . . .	O. F. Barreiro, Florida . . . . .	1200	75
CW29 . . .	Pedro Telesca, Mercedes . . . . .	1080	50
CW43 . . .	Volante y Harispuru, Minas . . . . .	1480	100
CX4 . . .	Direccion de Agronomia, Montevideo . . . . .	610	5000
CX6 . . .	Government Station, Montevideo . . . . .	650	10000
CX8 . . .	Ramon Puyal, Montevideo . . . . .	690	500

• • • **SOUTH AMERICAN STATIONS** • • •

<i>Call Letters</i>	<i>Owner and Location</i>	<i>Frequency Kilocycles</i>	<i>Power Watts</i>
CX10 . . .	Ferrera, Gestoso & Cia., Montevideo.....	730	1000
CX12 . . .	Luis A. Artola, Montevideo.....	770	5000
CX14 . . .	El Espectador, Montevideo .....	810	5000
CX16 . . .	S.A.D.R.E.P., Montevideo .....	850	10000
CX18 . . .	El Espectador, Montevideo.....	890	5000
CX20 . . .	Carlos L. Romay, Montevideo .....	930	2000
CX22 . . .	Harispuru Hermanos, Montevideo.....	970	1500
CX24 . . .	S.A.D.R.E.P., Montevideo .....	1010	5000
CX26 . . .	Figuera, Canepa & Cia., Montevideo.....	1050	2000
CX28 . . .	L. A. Gori Salvo, Montevideo.....	1090	3000
CX30 . . .	Barlecce, Silva & Larrea, Montevideo.....	1130	1000
CX32 . . .	Bianchi & Patron, Montevideo.....	1170	500
CX34 . . .	Figuera, Canepa & Cia., Montevideo.....	1210	500
CX36 . . .	Vazquez & Walder, Montevideo .....	1250	250
CX38 . . .	S.O.D.R.E., Montevideo .....	1290	5000
CX40 . . .	Julio J. Rabassa, Montevideo .....	1330	500
CX42 . . .	Hector Vernazza, Montevideo.....	1370	500
CX44 . . .	S.A.D.R.E.P., Montevideo .....	1410	250
CX46 . . .	Vitale & Bertacchi, Montevideo.....	1450	1500
CX48 . . .	Vazquez & Cia., Montevideo .....	1490	1500
CX50 . . .	Dr. B. Ayala, Montevideo .....	1530	300
CW47A . .	Fassola Hnos. & Munoz, San Jose.....	1460	100
CW35 . . .	S.A.D.R.E.P., Paysandu .....	1240	250
CW39 . . .	Miguel Pena, Paysandu .....	1320	100
CW23 . . .	Domingo Giordana, Salto .....	820	250
CW27 . . .	Ernesto Popelka, Salto .....	680	250
CW31 . . .	Salvador E. Pera, Salto .....	1120	250

**Short Wave Stations**

CXA1 . . .	S.A.D.R.E.P., Montevideo .....	11945	2500
CXA2 . . .	Racine & Cassiols, Montevideo.....	9570	5000
CXA3 . . .	H. L. A. Landeira, Montevideo.....	6075	2500
CXA4 . . .	Government Station, Montevideo.....	6125	5000
CXA5 . . .	Figueira, Canepa & Cia., Montevideo.....	9485	2500
CXA6 . . .	S.O.D.R.E., Montevideo .....	9620	5000
CXA7 . . .	Figueira, Canepa & Cia., Montevideo.....	11735	2500
CXA8 . . .	Isaac Roisenvitz, Montevideo .....	9640	5000
CXA9 . . .	El Espectador, Montevideo .....	9440	2500
CXA10 . .	S.O.D.R.E., Montevideo .....	11895	2500
CXA11 . .	Francisco Gomez Ciblis, Montevideo.....	5920	2500
CXA12 . .	Francisco Gomez Ciblis, Montevideo.....	11945	2500
CXA13 . .	Jaime Yankelevich, Montevideo .....	6155	2500
CXA14 . .	Isaac Roisenvitz, Montevideo .....	11820	1000
CXA15 . .	Jaime Yankelevich, Montevideo.....	6155	2500
CXA16 . .	Figueira, Canepa & Cia., Montevideo.....	15380	2500
CXA17 . .	Figueira, Canepa & Cia., Montevideo.....	17800	2500
CXA18 . .	S.O.D.R.E., Montevideo .....	15300	2500
CXA19 . .	El Espectador, Montevideo .....	11695	2500
CXA20 . .	S.A.D.R.E.P., Montevideo .....	9700	2500
CXA21 . .	S.O.D.R.E., Montevideo .....	26500	2500



• • • SOUTH AMERICAN STATIONS • • •

Call Letters	Owner and Location	Frequency Kilocycles	Power Watts
CXA22	S.O.D.R.E., Montevideo	29500	2500
CXA23	S.O.D.R.E., Montevideo	43500	2500
CXA24	S.O.D.R.E., Montevideo	5800	2500

**VENEZUELA**

Call Letters	Station Name	Location	Owner and Director of Station	Frequency Kilocycles	Power Watts
YV5RI	Radio Continente	Caracas	Oscar Vicentelli Oscar Vicentelli	590	1000
YV5RB	Radiodifusora Venez.	Caracas	Degwitz & Siblesz H. Degwitz	790	10000
YV5RQ	Radio Libertador	Caracas	Jesusa Gonzalez A. Jose Gil Borges	882	1000
YV5RA	Radio Caracas	Caracas	Cia. Anonima Almacen Americano Ricardo Espina	960	10000
YV2RB	La Voz del Tachira	San Cristobal	Jesus Diaz Gonzalez Jesus Diaz Gonzalez	980	500
YV5RG	Emisoras Unidas	Caracas	Cia. Anonima Mario Garcia A.	1010	1000
YV5RZ	Emisora Vargas	La Guaira	Gonzalo Veloz Mancera Gonzalo Veloz Mancera	1050	300
YV6RE	Ondas del Neveri	Barcelona	L. J. Arreaza Almenar L. J. Arreaza Almenar	1080	250
YV1RF	Ondas del Lago	Maracaibo	N. Vale Quintero N. Vale Quintero	1120	350
YV1RD	Radiodifusora Maracaibo	Maracaibo	G. Govea & G. Nouel Guillermo Govea	1150	250
YV4RD	Radio Marconi	Maracay	Humberto Croquer O. Paz Castillo	1150	200
YV5RL	Radio Tropical	Caracas	Ponce & Viggiani Ponce & Viggiani	1160	1000
YV1RK	Radio Popular	Maracaibo	Jose Higuera M. Rafael Rivera P.	1250	350
YV3RA	Radio America	Barquisimeto	Arturo Ramos M. Arturo Ramos M.	1270	1500
YV1RA	Ecos del Zulia	Maracaibo	Luis Garcia Nebot Luis Garcia Nebot	1300	100
YV4RA	La Voz de Carabobo	Valencia	H. & G. Degwitz G. Degwitz	1350	830
YV1RW	Radio Coro	Coro	Roger Leyba Roger Leyba	1370	1000
YV4RE	Radio Valencia	Valencia	Miguel Ache Miguel Ache	1400	1000
YV1RC	La Voz de la Fe	Maracaibo	Pedro A. Bermudez V. Pedro A. Bermudez V.	1400	500
YV6RA	Ecos del Orinoco	Ciudad Bolivar	E. Torres Valencia E. Torres Valencia	1400	200
YV4RL	Radio Maracay	Maracay	Atilio Ormezzano Atilio Ormezzano	1430	300
YV3RE	Radio Barquisimeto	Barquisimeto	Amilcar Segura Amilcar Segura	1470	1500

• • • SOUTH AMERICAN STATIONS • • •

Call Letters	Station Name	Location	Owner and Director of Station	Frequency Kilocycles	Power Watts
YV4RR	Radio Puerto Cabello	Puerto Cabello	Rafael A. Segura	1490	750
YV1RJ	Radio Falcon	Coro	Rafael A. Segura Compania Anonima	3300	750
YV4RX	Radio Marconi	Maracay	Jesus Romero Humberto Croquer	3310	200
YV1RO	Radio Trujillo	Trujillo	O. Paz Castillo Pedro J. Torres	3340	1000
YV5RS	Radio Libertador	Caracas	Pedro J. Torres Jesusa Gonzalez A.	3350	5000
YV1RT	La Voz de la Fe	Maracaibo	Jose Gil Borges Pedro A. Bermudez V.	3370	700
YV5RY	Radio Continente	Caracas	Pedro A. Bermudez V. Oscar Vicentelli	3380	1000
YV5RW	Radio Tropical	Caracas	Oscar Vicentelli Ponce & Viggiani	3400	1000
YV3RX	Radio America	Barquisimeto	Ponce & Viggiani Arturo Ramos M.	3410	750
YV2RC	La Voz de la Sierra	Merida	Arturo Ramos M. Rafael A. Segura	3420	600
YV1RU	Radiodifusora Maracaibo	Maracaibo	Rafael A. Segura G. Govea & G. Nouel	3440	1000
YV4RP	Radio Valencia	Valencia	Guillermo Govea Miguel Ache	3460	1000
YV4RQ	Radio Puerto Cabello	Puerto Cabello	Miguel Ache Rafael A. Segura	3480	750
YV3RF	La Voz del Llano	Acarigua	R. Anzola Anzola Pausides Sigala	3490	1000
YV5RV	Emisora Vargas	La Guaira	Luis Barrios Gonzalo Veloz M.	3500	350
YV1RV	Ecos del Zulia	Maracaibo	Gonzalo Veloz M. L. Garcia Nebot	4750	300
YV4RO	La Voz de Carabobo	Valencia	L. Garcia Nebot H. & G. Degwitz	4760	300
YV1RY	Radio Coro	Coro	G. Degwitz Roger Leyba	4770	175
YV3RN	Radio Barquisimeto	Barquisimeto	Roger Leyba Amilcar Segura	4780	300
YV6RU	Ecos del Orinoco	Ciudad Bolivar	Amilcar Segura E. Torres Valencia	4790	300
YV1RX	Ondas del Lago	Maracaibo	E. Torres Valencia N. Vale Quintero	4800	2000
YV1RL	Radio Popular	Maracaibo	N. Vale Quintero J. A. Higuera M.	4810	300
YV2RN	La Voz del Tachira	San Cristobal	Rafael Rivera Parra Jesus Diaz Gonzalez	4830	2000
YV1RZ	Radio Valera	Valera	Jesus Diaz Gonzalez Pedro Flores Jelambi	4840	300
YV5RU	Emisora Unidas	Caracas	Pedro Flores Jelambi Mario Garcia A. & Gonzalo Veloz Mancera	4860	5000
YV5RM	Radiodifusora Venez.	Caracas	Mario Garcia A. Degwitz & Siblesz	4890	5000
YV5RN	Radio Caracas	Caracas	H. Degwitz Cia. Anonima Almacen Americano	4920	5000
			Ricardo Espina		

# STATIONS OF CENTRAL AMERICA

## BRITISH HONDURAS

Call Letters	Operated by and Location	Frequency Kilocycles	Power Watts
ZIK2 . . .	Government, Belize . . . . .	10600	200

## COSTA RICA

Call Letters	Owner and Location	Frequency Kilocycles	Power Watts
TI5CV . . .	Carlos Videche Aguilar, Alajuela . . . . .	575	100
TI4NRH . .	Amando Cespedes M., Heredia . . . . .	725	750
TIRH . . .	Rafael Hine Ch., San Jose . . . . .	970	500
TIEP . . .	Eduardo Pinto H., San Jose . . . . .	830	3000
TIFA . . .	Francisco Arie, San Jose . . . . .	1000	250
TIGPH . . .	Gonzalo Pinto H., San Jose . . . . .	1225	500
		650	1000
TISMG . . .	Guillermo Zuniga R., San Jose . . . . .	1030	500
TILJ . . .	Lola Monge Peralta, San Jose . . . . .	775	450
TILS . . .	Luis Saenz Mata, San Jose . . . . .	880	5000
TING . . .	Narciso Garcia, San Jose . . . . .	750	375
TIPG . . .	Perry Girton, San Jose . . . . .	625	10000
TIRCC . . .	Carlos Borge, San Jose . . . . .	1200	500
TIRS . . .	Rogelio Sotela B., San Jose . . . . .	925	200
TIGQ . . .	Gonzalo Garcia Q., San Jose . . . . .	690	2000
TIGP . . .	Gonzalo Pinto H., San Jose . . . . .	605	250
TI XD . . .	Andrea Vinegas, San Jose . . . . .	800	1000
TIAFB . . .	Mayid Barzuna, San Jose . . . . .	900	150
TIOS . . .	Guillermo Castro Saenz, San Jose . . . . .	940	500
TINBC . . .	Oscar Martinez Nussbaumer, San Jose . . . . .	1070	5000
TIMC . . .	Jorge Mario Cardos M., Cartago . . . . .	670	700

### Short Wave Stations

TI4NRH . .	Amando Cespedes, Heredia . . . . .	9692	750
TIEP . . .	Eduardo Pinto H., San Jose . . . . .	6700	1000
TIGPH . . .	Gonzalo Pinto H., San Jose . . . . .	5824	1000
TIPG . . .	Perry Girton, San Jose . . . . .	9615	2000
TIRCC . . .	Carlos Borge, San Jose . . . . .	6180	500
TIRH . . .	Rafael Hine Ch., San Jose . . . . .	6150	250
TILS . . .	Luis Saenz Mata, San Jose . . . . .	6165	2000
TIRVM . . .	Ruben Venegas Mora, Las Juntas de Abangarez . . . . .	6035	500

## GUATEMALA

Call Letters	Owner and Location	Frequency Kilocycles	Power Watts
TGW . . . .	Government, Guatemala City . . . . .	1520	5000
TGI . . . .	Government, Guatemala City . . . . .	1320	300
TGX . . . .	A. Mejicano Novales, Guatemala City . . . . .	1400	30
TGQ . . . .	Government, Quezaltenango . . . . .	1440	300

### Short Wave Stations

TGWA . . .	Government, Guatemala City . . . . .	9885, 11780, 15170, 17800	10000
TGWB . . .	Government, Guatemala City . . . . .	6480	1000
TGWC . . .	Government, Guatemala City . . . . .	2320	1000

• • • STATIONS OF CENTRAL AMERICA • • •

<i>Call Letters</i>	<i>Owner and Location</i>	<i>Frequency Kilocycles</i>	<i>Power Watts</i>
TG2 . . .	Government, Guatemala City . . . . .	6180	300
TG2X . . .	Government, Guatemala City . . . . .	5940	250
TGS . . .	Government, Guatemala City . . . . .		150 or 300
TGQA . . .	Government, Quezaltenango . . . . .	6400	300

## HONDURAS

### Short Wave Stations

<i>Call Letters</i>	<i>Owner and Location</i>	<i>Frequency Kilocycles</i>	<i>Power Watts</i>
HRN . . .	Rafael Ferrari & Paul John, Tegucigalpa . . . . .	5875	750
HRD . . .	Miguel R. Moncado, La Ceiba . . . . .	6235	100
HRP1 . . .	Filberto Diaz Zelaya, San Pedro Sula . . . . .	6351	150

## NICARAGUA

<i>Call Letters</i>	<i>Station Name</i>	<i>Location</i>	<i>Owner</i>	<i>Frequency Kilocycles</i>	<i>Power Watts</i>
YNOP . . .	Gilfillan . . . . .	Managua	Ernesto Andrea . . . . .	6850	800
YNOP . . .	Gilfillan . . . . .	Managua	Ernesto Andrea . . . . .	1230	800
YNLG . . .	Estacion Radio Emisora Nacional . . . . .	Managua	Benjamin L. Guerra . . . . .	6610	1000
YN1GG . . .	La Voz de los Lagos . . . . .	Managua	Ernesto Gutierrez U . . . . .	6535	400
YNPR . . .	Pilot . . . . .	Managua	A. Majewsky & R. Sengelmann . . . . .	8590	800
YNRS . . .	Radiodifusora Nicaraguense . . . . .	Managua	R. Sengelmann . . . . .	6760	1000
YN7AG . . .	Oriente & Mediodia . . . . .	Masaya	Rafael T. Arjona . . . . .	7870	50
YNJAT . . .	La Voz del Aire . . . . .	Leon	J. A. Tijerino . . . . .	5758	600
NCM . . . .	Ecos del Caribe . . . . .	Bluefields		9660	100

## PANAMA

<i>Call Letters</i>	<i>Station Name—Owner—Location</i>	<i>Frequency Kilocycles</i>	<i>Power Watts</i>
HP5C . . .	Miramar—Radio Panama, S. A., Panama City . . . . .	730	100
HOE . . .	La Voz de la Victor—J. Jaen Jaen Cia., Panama City . . . . .	1440	250

### Short Wave Stations

HOA . . .	Ron Dalley—George Williams, Panama City . . . . .	2310	500
HP5K . . .	La Voz de la Victor—J. Jaen Jaen Cia., Colon . . . . .	6005	500
HP5B . . .	Miramar—Radio Panama, S. A., Panama City . . . . .	6030	100
HP5F . . .	Colon . . . . .	6050	500
HP5H . . .	La Voz del Pueblo—M. Lombardo Vega, Panama City . . . . .	6122	400
HP5J . . .	La Voz de Panama—Cia. Servicio Publico de Radio, Panama City . . . . .	9607	500
HP5A . . .	Teatro "Estrella de Panama"—J. Jaen Jaen Cia., Panama City . . . . .	11700	300
HP5G . . .	Ron Dalley—George Williams, Panama City . . . . .	11780	800
HOK . . .	Colon . . . . .	640	250
HP6J . . .	Panama City . . . . .	1358	250

## EL SALVADOR

<i>Call Letters</i>	<i>Owner and Location</i>	<i>Frequency Kilocycles</i>	<i>Power Watts</i>
YSS . . .	Government, San Salvador . . . . .	640	500
YSP . . .	Fernando Albayeros-Sosa, San Salvador . . . . .	780	300

### Short Wave Stations

YSD . . .	Government, San Salvador . . . . .	7894	400
YSP-A . . .	Fernando Albayeros-Sosa, San Fernando . . . . .	10400	300
YSP-B . . .	Fernando Albayeros-Sosa, San Salvador . . . . .	6575	300
HUB . . .	Government (Experimental), San Salvador . . . . .	5556	300

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# WHEN MINUTES MEAN MONEY—



**SEND IMPORTANT MESSAGES  
VIA POSTAL TELEGRAPH!**

**WHEN PEOPLE ARE "TOO BUSY,"** remember this: A Postal Telegram is not kept waiting in an outer office. Postal messengers are trained to get a *signed receipt!*

**WHEN A DEAL'S ALMOST CLOSED,** speed last-minute, important facts via Postal Telegraph. You can be sure they will be transmitted *accurately!*

**WHEN THE UNEXPECTED HAPPENS,** notify all concerned by Postal Telegraph. It costs surprisingly little, thanks to new low Postal Telegraph rates!

**WHENEVER SPEED IS ESSENTIAL,** count on the nation-wide Postal Telegraph system — for helpful, personal service. Just phone Postal Telegraph. Charges appear on your phone bill.

# Postal Telegraph

**"SWIFT...ACCURATE...ECONOMICAL"**

IT REQUIRES  
"Acceptance"  
TO COMPLETE A PROPOSAL



**T**HAT'S as true of a radio "engagement" as it is of any other. "Acceptance" is one important advantage which The Colonial Network definitely *has* . . . collectively . . . and for each of the 19 home town stations in New England.

It's the kind of acceptance built by consistent service of entertainment, information and education . . . by being a part of the community life . . . and by

meeting local radio needs and preferences in ways that no "stranger" station ever can.

The loyal listenership and friendliness resulting make every market a fertile field for radio promotion.

The Colonial Network's A.B.C. of more sales in New England is Acceptance . . . Buyability . . . and Coverage . . . at an investment cost which fits economical advertising budgets.

## THE COLONIAL NETWORK

21 BROOKLINE AVENUE

BOSTON, MASSACHUSETTS

EDWARD PETRY & CO., INC., Exclusive National Sales Representatives



*not*  
**Strangers**  
... but friends



**E**ACH one of The Yankee Network's 19 stations is a good New England neighbor, not a "stranger" begging hospitality. As a friend and neighbor, its programs are always welcome in the home, the place where buying impulses are created. Use the Yankee Network's "good neighbor" stations for complete coverage and the most effective introduction of your product in New England's consistently prosperous and responsive market.

# THE YANKEE NETWORK

21 BROOKLINE AVENUE

BOSTON, MASSACHUSETTS

EDWARD PETRY & CO., INC., Exclusive National Sales Representatives



Symbol of the  
Radio Age

"The richest man cannot buy what  
the poorest man gets free by radio"

Radio Corporation of America  
RADIO CITY, NEW YORK

RCA Manufacturing Company, Inc. — National Broadcasting Company  
RCA Laboratories RCA Institutes, Inc.  
R.C.A. Communications, Inc. Radiomarine Corporation of America