

**• • • ADVERTISING AGENCIES • • •**

Radio Time Buyer.....Kathryn Shanahan  
*Radio Accounts Placed*—Richfield Oil Corp., Sinclair Refining Co.

**WILLIAM F. HOLLAND AGENCY**  
 Hotel Simon, Cincinnati, Ohio  
 Phone MAin 3450

Owner, Sales, Buyer.....William F. Holland  
 Copy.....B. J. Holland  
 Art Director.....Dale Maxey  
 Research Director.....Jean Clark  
 Sales.....Clyde Hague  
 Continuity.....James Parson  
 Production.....Cress Meinhardt  
 Associate Mgr.....D. E. Holland

**ROBERT HOLLEY AND COMPANY, INC.**

RKO Bldg. Rockefeller Center, N. Y. C.  
 Phone Circle 6-2850  
 ABP—PANY

Pres. & Treas.....Robert Holley  
 Vice Pres. & Sec.....Saul S. Silverman

**CHARLES W. HOYT COMPANY, INC.**

551 Fifth Ave., New York 17, N. Y.  
 Phone MUrray Hill 2-0850  
 AAAA—ANPA—PPA—ABP

President and Treasurer....Everett W. Hoyt  
 Secretary.....C. B. Donovan  
 Vice-Presidents.....F. A. Whipple,  
 W. K. Dingleline  
 Director of Radio.....W. P. Smith  
 Time Buyer.....C. B. Donovan  
 Television Dir.....W. P. Smith

*Branch Office*

15 Lewis Street, Hartford, Conn.  
 Phone 5-6066

Vice-President.....F. A. Whipple  
*Radio Accounts Placed*—B. C. Remedy Co., Charles Gulden, Inc., Burnham & Morrill, E. L. Knowles Co. (Rubine), W. A. Taylor (Valliant Wine), Barco Laboratories (Cleanser), J. A. Wright & Co. (Silver Polish), Ivanhoe Foods Inc. (Teaspoon Onions).

**THE H S G ADVERTISING AGENCY**

19 East 53rd St., New York, N. Y.  
 Phone Wickersham 2-3338

President-Treasurer.....H. S. Goodman  
 Secretary.....H. Knuth  
 Vice-President.....Everett F. Goodman

*Branch Office*

206 S. Spring St., Los Angeles, Calif.

**H. B. HUMPHREY CO.**

1235 Statler Bldg., Boston 16, Mass.  
 Phone Liberty 4714  
 AAAA—ABP—ANPA—PPA—APA

Vice-President & Radio Director,  
 Wm. H. Eynon  
 Asst. to Radio Dir.....Sally Larkin

*Branch Office*

420 Lexington Ave., New York 17, N. Y.  
 Vice-Pres.....H. B. Humphrey, Jr.  
*Radio Accounts Placed*—Rumford Chemical Works, The Christian Science Monitor, The Employers' Group Insurance Companies of Boston, First Church of Christ, Scientist, E. T. Wright & Co.

**HUTCHINS ADVERTISING COMPANY, INC.**

Cutler Bldg., Rochester 4, N. Y.  
 Phone Main 3528

APA—ANPA—PPA—ABP—NOAB

President.....F. A. Hutchins  
 Secretary & Treas.....F. Irving Hutchins  
 Vice-Presidents.....J. P. McCarthy,  
 Mosher S. Hutchins

**IVEY & ELLINGTON, INC.**

535 Fifth Ave., New York 17, N. Y.  
 MUrray Hill 2-5204

ANPA—PPA

President.....Jesse T. Ellington  
 Vice-Presidents.....T. S. Strong,  
 T. M. Keresy, C. L. Landon, G. F. Morrow, H. L. Hodgson, C. R. Marshall.

*Radio Dept.*

Media Director.....A. G. Graff  
 Radio Production.....Hal James  
*Radio Accounts Placed*—Bayuk Cigars Inc., Sweets Company of America, General Baking Co., McKesson & Robbins Inc.

**JOSEPH JACOBS JEWISH MARKET ORGANIZATION**

6 East 46th St., New York 17, N. Y.  
 Phone MUrray Hill 2-6995

President, Owner & Treas.....Joseph Jacobs  
 Vice-President & Prod. Mgr....Morris Unger  
 Time Buyer.....Joseph Jacobs  
 Talent Buyer.....M. Keilson  
 Radio Director.....Sholom Rubinstein  
 Script.....J. I. Freedman  
 Research.....Adele Cohen

**JESSOP ADVERTISING CO.**

First Central Tower, Akron 8, Ohio  
 Phone Franklin 3232

APA—ABP

President.....M. K. Jessop  
 Time Buyer.....Charles A. Jessop  
 Radio Director.....R. Gilbert

**THE RALPH H. JONES COMPANY**

Carew Tower, Cincinnati, Ohio  
 Phone Main 3351

APA—NOAB—AAAA—ABP—ANPA—PPA

President.....C. M. Robertson, Jr.  
Vice-Presidents.....Stanley A. Willer,  
James M. Nelson  
Secretary.....Elmer A. Velhr  
Space Buyer.....Wm. R. Frietsch, Jr.

*Branch Office*

580 Fifth Ave., New York City  
Phone Wisconsin 7-5500

Manager.....Philip Meek  
*Radio Accounts Placed*—Dow Drug Co.,  
Kroger Grocery & Baking Co., Carter Coal  
Co., Miami Margarine, Ten-B-Low, Kutol  
Products Co., Fifth Third Union Trust Co.,  
Hotel Netherland Plaza.

**H. W. KASTOR & SONS  
ADVERTISING CO., INC.**

360 N. Michigan Ave., Chicago 1, Ill.  
Phone Central 5331  
APA—NOAB—ANPA—PPA

*Officers*

President.....Henry K. Kahn  
V.P.-Treasurer.....A. G. Kastor  
Secretary.....W. B. Kastor  
V.P.-Radio Dept.....James H. Wright  
Office Manager.....E. F. Fitch  
Production Manager.....John F. Stoeckley  
Account Executives.....H. Kastor Kahn,  
V. T. Mertz, James H. Wright.

*Branch Offices*

4858 Fountain St., St. Louis, Mo.  
Phone Rosedale 1612

Manager.....Herman Kastor  
*Radio Accounts Placed*—Procter & Gamble  
Co., Welch Grape Juice Co., Blackhawk  
Brewing Co., 8-In-1 Company.

**KASTOR, FARRELL, CHESLEY &  
CLIFFORD, INC.**

9 Rockefeller Plaza, New York, N. Y.  
Phone COLUMbus 5-6135

President.....H. Kastor Kahn  
Exec. Vice-Pres.....W. S. Chesley, Jr.  
Vice Pres.-Sec.....W. R. Farrell  
Vice Pres.....C. E. J. Clifford  
Vice Pres.-Treas.....J. M. Van Horson  
Media Director.....George Duram  
Radio Director-New York.....Joseph Hill

*Branch Office*

6331 Hollywood Blvd., Hollywood 28, Calif.  
Phone Granite 1631

Vice Pres., Radio Director....J. H. Wright  
*Radio Accounts Placed* — Drene Shampoo  
(Procter & Gamble Co.).

**THE JOSEPH KATZ COMPANY**

444 Madison Ave., New York, N. Y.  
Phone Wickersham 2-2740  
AAAA—ANPA—PPA—ABP

President.....Joseph Katz  
Vice-President.....Nat C. Wildman  
Treasurer.....Charles M. Harrison  
Director of Radio.....Allen J. de Castro

Radio Producers & Continuity Writers,  
Nat C. Wildman, H. E. Hudgins, Alvan  
Sommerfield, Ruth Javos, Louise Moyer.

*Branch Offices*

8 South St., Baltimore, Md.  
Phone Lexington 1500

Manager.....C. M. Harrison  
Director of Radio.....Robert G. Swan  
*Radio Accounts Placed*—American Oil Co.,  
Maryland Pharmaceutical Co., Ex-Lax, Inc.,  
Arrow Beer, Jests, Inc., Laco & Pompeian  
Products, Inc., Gibbs & Company, Inc., Mary-  
land Drydock, Baltimore Transit Co.

**HENRY J. KAUFMAN &  
ASSOCIATES**

Homer Bldg., Washington 5, D. C.  
Phone District 7400  
ANPA—APA—ABP—NAAN

Partner-Managing Dir....Henry J. Kaufman  
Partner-Radio Director....Jeffery A. Abel  
Partner-Creative Dir....William F. Sigmund  
Space Buyer.....Betty D. Gwyer  
Time Buyer.....Jeffery A. Abel

**KAYTON-SPIERO CO., INC.**

230 West 41st St., New York 18, N. Y.  
Phone LONGacre 5-5090  
ABP—ANPA—PPA

President.....Gerald B. Spiero  
Vice-President.....Morris Kinzler  
Secretary-Treasurer.....Alvin J. Kayton  
Time Buyer.....Herman Jacobs  
*Radio Account Placed*—Twentieth Century-  
Fox Film Corp.

**KEELING & CO., INC.**

1028 Chamber of Commerce Bldg., Indian-  
apolis 4, Ind.  
Phone Riley 1478

ANPA—AAAA—PPA—APA—ABP—NOAB  
President.....Hal Keeling  
Exec. V. P.-Time Buyer.....Don Collins  
V. P.-Sec.....William Hutchinson  
*Radio Accounts Placed* — Hastings Mfg.  
Co., Casite Corp.

**KELLY, ZAHRNDT & KELLY, INC.**

745 Cotton Belt Bldg., St. Louis 2, Mo.  
Phone Garfield 0777  
PPA—APA

President.....C. F. Kelly, Jr.  
Vice-Pres. and Treasurer....W. W. Zahrndt  
Vice-Pres. and Secretary.....V. A. Kelly  
Director of Radio.....C. F. Kelly, Jr.  
Assistant Director.....W. W. Zahrndt  
Radio Producers.....C. F. Kelly, Jr.,  
V. A. Kelly  
Radio Continuity Writers....C. F. Kelly, Jr.,  
V. A. Kelly  
*Radio Accounts Placed*—Tremis, Inc., Visit  
St. Louis Committee.

**ADVERTISING AGENCIES**

**KENYON & ECKHARDT, INC.**

247 Park Ave., New York 17, N. Y.  
Phone PLaza 3-0700

AAAA — ANPA — PPA — ABP — APA

Chairman of Board.....Otis Allen Kenyon  
President.....Thomas D'Arcy Brophy  
Exec. Vice Pres.....Dwight Mills  
Treasurer.....Charles Vasoll  
Secretary.....Joseph A. Vessey  
Vice-Pres. & Dir. of Radio...William B. Lewis  
Asst. Director of Radio.....Robert D. Wolf  
Manager-Time Buyer.....Frank Palmer  
Radio Research Dir.....Richard Dunne  
Radio Publicity Dir.....Hal Davis  
New Programs-Talent...Donald W. Severn  
Radio Copy Supervisor...Doris D. Smith  
Director of Television...William B. Lewis  
Radio Producers.....Robert Brilmayer,  
John Hines, Arthur Moore, Andy Andrews, William J. Reddick

*Branch Offices*

135 S. La Salle St., Chicago 3, Ill.  
Phone RAndolph 6470

Vice-President in Charge...Chester A. Foust  
1257 Penabscot Bldg., Detroit, Mich.  
Cadillac 3608

Manager .....Ian Smith  
512 Equitable Bldg., Hollywood 28, Calif.  
Hillside 8368

Manager.....John Swallow  
Sun Life Bldg., Montreal, Quebec, Canada  
Plateau 9939

Manager.....Jack Raymond

*Radio Accounts Placed*—Network: Charles B. Knox Gelatine Co., Richard Hudnut, Wesson Oil & Snowdrift, Rock City, Spool Cotton, Kellogg Co. (All-Bran, Gro-Pup, 40% Bran, Pen, Raisen 40% Bran, Corn Flakes, Rice Krispies, Krumbles, Shredded Wheat, Variety Package, Omaha Feed), Pepperidge Farm, Stetson Co., S. B. Thomas Inc., R. B. Davis Co., Borden Co., American Fat Salvage Com., Chesapeake & Ohio, Ford Motor Co., Industrial Tape Corp., Waldorf-Astoria.

**H. M. KIESEWETTER, WETTERAU & BAKER, INC.**

9 East 40th St., New York 16, N. Y.  
Phone Lexington 2-0025

ANPA — PPA — ABP

Ch. Bd.-President.....H. M. Kiesewetter  
Treasurer.....E. T. Kiesewetter  
Secretary.....L. G. Wallace  
V.P.-Copy Chief.....Sam S. Baker  
V.P.-Art Director.....R. Wetterau

*Radio Accounts Placed*—Penn Tobacco Co., Bathasweet Corp., Lorr Laboratories, The Mennen Co.

**ABBOTT KIMBALL CO., INC.**

250 Park Ave., New York, N. Y.  
Phone PLaza 3-9600

AAAA—ABP—ANPA—PPA—APA—NOAB

*Radio & Television Departments*  
Vice-President.....Cecil H. Hackett  
Time Buyer.....Miriam Traeger

*Branch Offices*

333 N. Michigan Ave., Chicago, Ill.  
Phone Franklin 0673

Executive-in-Charge .....Grant Chamberlain  
21 West 10th Street, Kansas City, Kans.  
Phone Victor 1950

Executive-in-Charge .....David Mindlin  
649 S. Olive St., Los Angeles, Calif.  
Phone Trinity 7575

Manager .....Blaisdell Gates  
Radio Dept.....Fred Becker

*Radio Accounts Placed*—National Spot: Bonne Bell Inc., Hornblower & Weeks, Koret of Calif., Odorono, Peggy Sage.

**KIRCHER, HELTON & COLLETT, INC.**

321 West First St., Dayton 10, Ohio  
Phone 2151

PPA—ABP—ANPA—AAAA—APA

President.....R. C. Kircher  
Treasurer.....C. B. Helton  
Secretary.....Robert Collett  
Art Director.....Gustave Sigritz  
Radio-Tele. Dir.....Herman Land

**KLINGER ADVERTISING CORP.**

119 W. 57th St., New York 19, N. Y.  
Phone CIrcle 6-3660

President-Radio Account Exec...A. A. Klinger  
Secretary, Treas. & Acct. Exec.....E. French

*Radio Accounts Placed*—Madison Long Island Personal Loan Co., Madison Finance Co. of N. J., Servus Clothes, Bill Williams, Stanback Co., Ltd., Bridge Apparel Shops, Smilin' Irishman, Kent Motors, Ideal Motors, Price Motors, Superior Agencies, Inc.

**KNOLLIN ADV. AGENCY**

105 Montgomery St., San Francisco 4, Cal.  
Phone, SUtter 6110

AAAA—APA—ABP

President.....James C. Knollin  
Art Director.....Norman Erickson  
Space Buyer.....Alice Springer  
Account Executives.....Robert H. Knollin,  
Thomas J. McNamara, Wm. A. Dunkle,  
John L. Hansen.

*Branch Office*

530 W. 6th St., Los Angeles 14, Cal.  
Phone, VAndike 4057

## KNOX REEVES ADVERTISING, INC.

600 First National Bank Bldg.

Minneapolis 2, Minn.

Phone Bridgeport 7701

AAAA—ABP—ANPA—APA—NOAB

President.....E. E. Sylvestre  
Executive Vice-President.....Wayne Hunt  
Vice-Presidents.....J. H. Sarles,  
Elizabeth B. Reeves, Helen A. Brown  
Secretary & Treasurer.....C. L. Greenwood  
Radio Director.....Russell Neff  
Dir. of Media & Research....Dr. A. R. Root  
Radio Program Production....H. K. Painter  
Radio Script.....E. B. Reeves  
Time Buyer.....Dr. A. R. Root

### Branch Office

415 Chanin Bldg., New York 17, N. Y.

Phone MURray Hill 4-3982

625 Market St., San Francisco 5, Calif.

Phone SUTter 6744

Vice President.....R. W. Stafford  
Radio Production Manager....Hal Burdick  
*Radio Account Placed* — General Mills,  
Inc., Pacific Gamble Robinson Co.

## MERRILL KREMER, INC.

1711 Exchange Bldg., Memphis 3, Tennessee

Phone 5-4343

ANPA—SNPA—NOAB—APA—PANY—  
NAAN—ABP

President.....Ernest Lee  
Vice-President.....Marshall Smith  
Secretary.....Homer Gentry  
Account Executive.....Martha Haynie  
Account Executive.....Mary Russell  
Account Executive.....Essie Albert  
Account Executive.....Edmunda Fry  
Time Buyer.....Edmunda Fry  
*Radio Accounts Placed* — Tennessee Brew-  
ing Co. (Golderest "51" Beer), Orgill Bro-  
thers & Co. (Admiral and O' Cedar), Capitol  
City Products Co. (Dixie Margarine), Co-  
lonial Baking Co. (Colonial Bread).

## KUDNER AGENCY, INC.

630 Fifth Ave., New York 20, N. Y.

Phone Circle 6-3200

NOAB—ABC—AAAA—ANPA—PPA—ABP

President.....J. H. S. Ellis  
Vice-Presidents.....E. J. Owens,  
Sam D. Fuson, Robert D. Stewart, Hay-  
wood Anderson, Schuyler Kudner.  
Director of Radio.....Myron P. Kirk  
Radio Producers.....Alan Ward,  
Wm. Templeton.  
Time Buyer.....Georgina Dewey

### Branch Offices

New Center Bldg., Detroit, Mich.

Phone Madison 5315

Robert Copeland

Albee Bldg., Washington, D. C.

Phone National 5506

Frank Getty

*Radio Accounts Placed*—Network: U. S.  
Tobacco Co., National Spot: Lear, Inc., Gen-  
eral Motors, Benson & Hedges.

## J. R. KUPSICK ADVERTISING AGENCY, INC.

122 East 42nd St., New York, N. Y.

Phone MURray Hill 5-9145

ANPA—APA—PPA

President.....J. R. Kupsick  
Vice President.....Saul Kampf  
Radio Director.....Jerry Law  
Space Buyer.....E. M. Fordman

*Radio Accounts Placed*—Arco Publ. Co.,  
Hecht Co., N. Y. Auto Exchange, Greiner  
Motor Sales, Maple Motors, Paul Kaskali,  
Cascade Laundry, United Institute of Aero-  
nautics, Ben Marden's Riviera.

## LAKE-SPIRO-SHURMAN, INC.

2800 Sterick Tower, Memphis 3, Tenn.

Phone 5-1571

APA—ANPA—PPA—SNPA

President.....Avron Spiro  
Secretary-Treasurer.....M. M. Shurman  
Radio Director.....Clark R. Brown  
*Radio Accounts Placed*—Plough, Inc., The  
Piso Co.

## LAMBERT & FEASLEY, INC.

9 Rockefeller Plaza, New York 20, N. Y.

Phone COLUMbus 5-3721

ANPA — PPA

President .....John L. Johnston  
Executive V.P. ....Gordon Seagrove  
V. P. General Manager....Frank W. Mace  
*Radio Accounts Placed*—Lambert Phar-  
macal Co.; Prophylactic Brush Co.; Phillips  
Petroleum Co.

## LANDSHEFT, INC.

810 Liberty Bank Bldg., Buffalo 2, N. Y.

CI-7260

ANPA—ABP—NOAB—APA

President.....A. Wm. Landsheft  
Service Manager.....H. L. Barber  
Business Manager.....E. T. Drullard  
Radio Dept.....H. L. Barber, C. Corritore  
*Radio Accounts Placed* — Fairmont Cream-  
ery, Co., Kendall Refining Co., Leonard  
Warehouses, Liberty Bank of Buffalo,  
Loblaw Groceries.

## LANG, FISHER & STASHOWER, INC.

1010 Euclid Ave., Cleveland 15, Ohio

Phone Main 6579

AAAA—ANPA—ABP—PPA

President.....H. Jack Lang  
Vice President-Secretary.....A. B. Fisher  
Vice President-Treasurer..Fred P. Stashower

• • • **ADVERTISING AGENCIES** • • •

Vice President.....Richard P. Dodds  
 Vice Pres. Service Director...Martin J. Cohn  
 Radio Director.....A. B. Fisher  
*Radio Accounts Placed*—Railley Corp.,  
 Yellow Cab Co., Texas Distributing Co.,  
 Grand Appliance Co., Brewing Corp. of  
 America, Miller-Becker Co., Hirsch Labora-  
 tories, World Publishing Co.

•  
**LAUSEN & SALOMON**

520 No. Michigan Ave., Chicago 11, Ill.  
 Phone SUperior 0738  
 APA—ANPA—PPA

President.....A. M. Salomon  
 Account Executive.....Wendell Walker

•  
**LEEFORD ADVERTISING AGENCY**

432 Fourth Ave., New York 16, N. Y.  
 Phone MURray Hill 4-7116-17  
 PPA

President-Radio Director.....David D. Lee  
 V.P.-Treasurer.....W. C. Hoyt  
*Radio Account Placed*—Remington-Rand,  
 Inc., American Writing Machine Co.

•  
**AL PAUL LEFTON CO., INC.**

1617 Penna. Blvd., Philadelphia 3, Pa.  
 Phone RIttenhouse 1500  
 ANPA—APA—NOAB—PPA

President.....A. P. Lefton  
 Vice-Presidents.....G. W. Wolfsten,  
 P. Brown.

*Branch Offices*

521 Fifth Ave., New York 17, N. Y.  
 Phone VAnDerbilt 6-4340

Vice-Presidents.....R. J. Herts,  
 M. S. Gladstone, R. J. Misch  
 Radio Director.....Carl Mark  
 435 N. Michigan Ave., Chicago 11, Ill.  
 Phone Superior 9511  
 V.P.-Manager.....E. G. Foreman, Jr.

•  
**LEIGHTON & NELSON**

202 State St., Schenectady 5, N. Y.  
 Phone 6-4202  
 ABP—PPA—ANPA

Partners.....Winslow P. Leighton  
 and George R. Nelson  
 Radio Director.....George R. Nelson  
 Copy Director.....Bob Cragin  
 Radio Assistant.....Cecil Woodland  
 Time Buyer.....E. Van Valkenborg  
 Radio Producers...E. F. Flynn, R. S. Cragin  
 Television Producers...G. R. Nelson, E. F.  
 Flynn

*Radio Accounts Placed*—Saratoga Racing  
 Assn., William W. Lee & Co., The Stanton  
 Brewery, Inc., Breslaw Bros. Furniture,  
 Saratoga Vichy Spring Co., Rudolph Bros.,  
 D'Jimas Furs, Colonial Ice Cream Co.,  
 Morris Plan Bank.

•  
**LENNEN & MITCHELL, INC.**

17 East 45th St., New York 17, N. Y.  
 Phone MURray Hill 2-9170

AAAA—ANPA—PPA—APA—NOAB  
 President.....P. W. Lennen  
 1st Vice President.....R. W. Orr  
 Exec. V.P.-General Manager...Ray VirDen  
 V.P.-Ass't. Secretary...Reginald Townsend  
 V. P.-Radio.....Mann Holiner  
 Secretary.....A. L. Lynn  
 Ass't to President.....Eldon Sullivan  
 Vice President.....Thayer Ridgway  
 Associate Copy Chiefs.....William Todd,  
 Gladys Phelan, Marjorie Paul.  
 Radio Copy Chief.....Peter Keveson  
 V.P.-Media.....Catherine V. Parker  
 Space Buyer.....Arthur U. Ude  
 V.P.-Production.....Michael J. Madar  
 V.P.-Exec. Art Director.....Hans Sauer  
 V.P.-Art Director.....Jacques Zuccaire  
 Art Consultant.....Clark Agnew  
 Art Directors.....Shepard Sheridan,  
 Ted Sandler, Stephen Biggs.  
 Radio Director.....John W. Loveton  
 Radio Time Buyer.....Virginia Butler  
 Research Director.....Arthur Livingston  
 Treasurer.....C. C. Seedorf  
 Ass't. Treas.-Pers. Dir....Barron R. Proctor  
 Television Producers.....Mann Holiner,  
 Ted E. Sherdeman.

*Branch Office*

308 N. Rodeo Drive, Beverly Hills, Calif.  
 Phone Crestview 1-7221

V. P.-Radio.....Mann Holiner  
 Ass't. in charge-Radio...Ted E. Sherdeman  
 Business Manager.....William L. Card  
 Radio Director.....Travis D. Wells  
*Radio Accounts Placed*—American Car  
 and Foundry Co., The Andrew Jergens Co.,  
 Bacardi Imports, Inc., Calvert Distillers Corp.,  
 Carstairs Distilling Co. Inc., Dell Publish-  
 ing Co., Lehn & Fink Products Corp., P.  
 Lorillard Co., Perfume Schiaparelli, Inc.,  
 Scripps-Howard Newspapers, Swedish Ameri-  
 can Line, Tide Water Oil Co.

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**TED LEVY ADVERTISING AGENCY**

Temple Court Bldg., Denver 3, Colorado  
 Phone CHerry 4521-2  
 ABP—ANPA—APA

President.....Ted Levy  
 Production Manager...William Robertson  
*Radio Dept.*  
 Radio Director.....Barbara D. Aiton

•  
**A. W. LEWIN CO., INC.**

40 East 49th St., New York 17, N. Y.  
 ELdorado 5-3545

AAAA—ABP—ANPA—PPA—APA  
 Partners.....A. W. Lewin,  
 S. M. Weiss  
 Traffic Mgr.....S. Levin

Account Execs.....Maurice Marks,  
S. B. Mandell, Harold Moss, John Herr-  
mann, Kenneth Rader.

*Branch Office*

11 Commerce Street, Newark 2, N. J.  
Mitchell 2-7244

*Radio Accounts Placed*—National Spot:  
Harvel Watches, June Dairy Products Co.,  
The Corsetorium.

**ADDISON LEWIS & ASSOCIATES**

1414 Foshay Tower, Minneapolis, Minn.

Phont AT 6235

ABP—ANPA—PPA—NOAB—APA

Owner.....Addison Lewis  
Time Buyer.....Margie Anderson  
Account Executives.....Edward Grubb,  
Harvey Kruse, J. A. Quint, Arthur Grove,  
Don Johnson

*Radio Accounts Placed*—Minneapolis-Hon-  
eywell.

**LEON LIVINGSTON ADVERTISING  
AGENCY**

Mills Bldg., San Francisco, Calif.

Phone Sutter 7340

APA—AAAA—ABP—ANPA—PPA—NOAB

General Partner.....Leon G. Livingston  
General Partner.....W. C. Day

*Branch Office*

155 E. 44th St., New York 17, N. Y.

Phone VAnDerbilt 6-0272

General Partner-Mgr.....E. B. Krough  
*Radio Accounts Placed*—Colgate-Palmolive-  
Peet (Peet's Granulated Soap), Simon Mat-  
tress Mfg. Co., Nestle's Milk Products, Inc.,  
Italian Swiss Colony, Haas Bros.

**LLOYD, CHESTER & DILLINGHAM**

9 Rockefeller Plaza, New York 20, N. Y.

Phone Circle 5-8300

ANPA—PPA—NOAB

President.....Laurence M. Lloyd  
Vice-President.....Charles M. Pietsch  
Production Manager.....William T. Kaleb  
Media Director.....John J. Hagan

**LOCKWOOD - SHACKLEFORD AD-  
VERTISING AGENCY**

122 East 7th St., Los Angeles 14, Calif.

Phone Trinity 9801

ANPA—NOAB—APA

President.....M. W. Shackelford  
Secretary-Treasurer...Russell N. Lockwood  
Vice President.....Murray Chotiner  
Director of Radio.....David R. Fenwick  
Manager.....Lou Holzer  
Radio Producers.....David R. Fenwick,  
Lou Holzer, Gene Herman, Robert M.  
Purcell.  
Television Producer.....Lou Holzer

*Branch Offices*

6233 Hollywood Blvd., Hollywood 28, Calif.

Phone Gladstone 6131

75 East Wacker Drive, Chicago 1, Ill.

Phone Franklin 4883

420 Madison Ave., New York 17, N. Y.

Phone PLaza 3-5412

*Radio Accounts Placed* — Los Angeles  
Brewing Co., Packard-Bell Co., Industrial  
Management Corp., Breakfast Club Coffee,  
Inc., Los Angeles Furniture Co., Kings  
X Flavor & Extract Co., Nutritional Research  
Products, Inc., McKay Jewelers, Mission  
Stove Co.

**LOGAN & ARNOLD**

621 S. Hope St., Los Angeles, Calif.

Phone Trinity 8194

ANPA—AAAA—PPA—APA—ABP

Partner.....Dudley L. Logan  
Partner.....J. C. Arnold

**THE W. E. LONG COMPANY**

155 North Clark St., Chicago 1, Ill.

Phone Randolph 4606

ANPA—NOAB

President.....L. R. Wolfe  
Director of Radio.....E. J. Sperry  
Supervisor of Syndicated Programs,

Robert S. Graham

Hollywood Producer.....Paul Quan

New York Producer.....Terry Coe

*Radio Accounts Placed*—Agency is a spe-  
cialist in wholesale baker advertising.

**EARLE LUDGIN & CO.**

121 West Wacker Drive, Chicago 1, Ill.

Phone Andover 1888

ANPA — ABP — PPA — APA

Partners.....Earle Ludgin,

V. R. Bliss, J. H. Caro, Montgomery N.

McKinney, Edward Earnstein.

Radio Director.....V. R. Bliss

**MACE ADVERTISING AGENCY, INC.**

507 Lehmann Bldg., Peoria, Ill.

Phone 7197

ANPA—ABP—APA—NAAN

President.....J. F. Fellay

Trea. & Radio Time Buyer.....Jay J. Keith

Secretary.....Olga Rummel

Production Mgr.....E. M. Pippen

*Radio Accounts Placed*—Keystone Steel &  
Wire Co., Consolidated Products Co., Schultz,  
Bausan & Co.

**MacFARLAND, AVEYARD & CO.**

333 North Michigan Ave., Chicago 1, Ill.

Phone Randolph 9360

ANPA—PPA—ABP—APA—NOAB

• • • **ADVERTISING AGENCIES** • • •

President.....Hays MacFarland  
 Secretary-Treasurer.....B. G. Ruttingh  
 General Manager.....Allen B. Dicus  
 Radio Director & Producer.....Evelyn Stark

*Branch Office*

RCA Bldg., New York, N. Y.  
 Circle 6-2890

Partner.....A. E. Aveyard  
 Radio Director.....H. C. Klein  
 Gen. Mgr.....George MacGovern

*Radio Accounts Placed*—Network: Curtis Publishing Co., Nat'l Board of Fire Underwriters; National Spot: Omar, Inc., Burma-Vita Co., United Wallpaper, Inc., Curtis Publishing Co., Northwestern Yeast Co., Zenith Radio Corp.

**MacLAREN ADVERTISING CO.  
 LTD.**

372 Bay St., Toronto, Ont., Canada  
 Phone Elgin 0321  
 CBA—CAAA—CRNA—CWNA—  
 CNN & PA

President-General Manager..J. A. MacLaren  
 Vice President-Assistant General  
 Manager.....E. V. Rechnitzer  
 V.P.-Ass't G. M.....James Ferres  
 Vice-President-Treasurer.....I. E. Reynolds  
 Secretary.....G. T. Scroggie

*Radio Dept.*

C. M. Pasmore, M. Rosenfeld,  
 H. H. O'Connor, Hugh Horler  
 J. G. Herald

*Branch Offices*

900 Dominion Square Bldg.,  
 Montreal, Que., Canada  
 Phone Plateau 9556

Office Manager.....E. H. H. Smith  
 911 Electric Ry. Chambers,  
 Winnipeg, Man., Canada  
 Phone 26-622

Office Manager.....E. P. Thompson  
 305 Province Bldg., Vancouver, B. C., Can.  
 Phone Marine 6268

Office Manager.....W. D. M. Patterson

*Radio Accounts Placed*—Network: Imperial Oil, Ltd., Tuckett, Ltd., People's Credit Jewelers, S. F. Lawrason Co., Dalglish (Ont.) Ltd.; National Spot: Bulova Watch Co., Ltd., Canadian Life Underwriters, People's Credit Jewelers, O'Cedar of Canada, Tuckett Ltd.

**MALCOLM - HOWARD ADVERTISING AGENCY**

20 East Jackson Blvd., Chicago 4, Ill.  
 Phone Webster 2110  
 ABP—ANPA—PPA—APA

Owner-Chief Account Executive.....  
 Arthur M. Holland  
 Account Executive.....H. A. Barkun  
 Account Executive.....M. G. Holland  
 Copy Chief.....Ray Freedman  
 Radio Director.....Ray Freedman  
 Radio Continuity.....Ruth Hudson,  
 Eileen Reitz, Nikki Kaye.

Radio Producers.....Ray Freedman,  
 Nikki Kaye, Lynn Burton.

*Radio Accounts Placed*—Dad's Root Beer, Mrs. Klein's Potato Chips and Popcorn, Cimini Wines, Legion Ice Cream, Clinton Watches, Roller Derby, Chicago Horse Show, Chicago Daily Times, Alert Laundry, Rubin's Apparel, Hollands Jewelry, Newart's Chicago Coliseum, Armory, Arcadia Gardens, Knox Chemical Co. (DDT Insecticides), Fij-Oil Shampoo, Joy Candies.

**DAVID MALKIEL ADVERTISING AGENCY**

260 Tremont St., Boston, Mass.  
 Phone Liberty 1422  
 ANPA—ABP—PPA—APA

Owner .....David Malkiel  
 Secretary .....Martha Brest  
 Radio Dept.....Harry Weinbaum,  
 Martin Kadis, Morey Schwartz, Harry Lawrence

*Radio Accounts Placed*—I. J. Fox Co., Ace Vacuum Cleaners, Drive-In Theaters, Inc., Paramount Baking Co., E. M. Loew's Theaters, Greater Boston Theaters, Inc., RKO Theaters, Steuben's Restaurant, Canadian Ace Ale, Casa Manana, Elm Farm Foods Co., Serta-White Cross Co., Freilicher Kabtzen, Lithuanian Corp. Group, Rio Casino, Royal Crown Cola of Boston, Old Monastery Wines, Ritter Dancing School, Essex Hotel, Avery Hotel, Granada Vineyards, Inc., Glendale Coal Co., Racing Guide, Ray Galvin, Kasanof's Bread, Rosoff's, Totem Pole Ballroom, Belmont Furn., L. P. Rogers & Son, Washington Jewelers, Babijuce Oranges, Corner House, Franklin Insulation Co., Freda's Restaurant, Artie Clothes, Richards Clothing Co.

**MANSON-GOLD ADVERTISING AGENCY**

1004 Marquette Ave., Minneapolis 2, Minn.  
 Phone GENEVA 9619  
 APA

Account Executive.....D. P. Nathanson  
 Account Executive.....Meyer Gold  
 Account Executive.....Jean Hadley  
 Account Executive.....Bruce Sielaff

*Radio Dept.*

Radio Director.....D. P. Nathanson  
 Time Buyer.....Jean Hadley

Talent Buyer.....Bruce Sielaff  
Producers.....D. P. Nathanson,  
Jean Hadley

*Television Dept.*

Director.....D. P. Nathanson  
*Radio Accounts Placed*—Red Devil Soot  
Remover, Snyder's Drug Stores, Janney Best  
Paints, Pfunder's Tablets, Char-Tex.

**MARSCHALK & PRATT COMPANY**

535 Fifth Ave., New York 17, N. Y.  
Phone VAnderbilt 6-2022  
ANPA—PPA—ABP—APA—AAAA—NOAB  
Partners.....Harry C. Marschalk,  
G. A. Poetschke, S. H. Giellerup, S. L.  
Meulendyke  
Director of Radio.....Curt Peterson  
*Radio Account Placed*—Standard Oil Co.  
of N. J.

**J. M. MATHES, INCORPORATED**

122 East 42nd St., New York 17, N. Y.  
Phone LExington 2-7450  
ABP—ANPA—PPA—SNPA  
President.....J. M. Mathes  
Treasurer.....A. E. Cox  
Secretary.....Carle Rollins  
Vice-Presidents.....Lester Loh,  
Wilfred S. King, W. T. Okie.  
Director of Radio.....John Bates  
Time Buyer.....Edna Cathcart  
*Radio Accounts Placed* — Ludens, Inc.,  
Canada Dry Ginger Ale & Spur, Interna-  
tional Salt Co., Pure Foods (Herbox), Pan-  
American Coffee Bureau, Burlington Mills,  
Dura-Gloss.

**JOSEPH MAXFIELD COMPANY**

87 Weybosset St., Providence 3, R. I.  
Phone GASpee 4456-7  
ABP—ANPA  
President.....Joseph M. Finkle  
Vice-Pres.....Archie M. Finkle  
Treasurer.....Bruno Schnabel  
Copy Chief.....M. Eloise Eichler  
Time Buyer.....Joseph M. Finkle  
Production Chief.....Archie M. Finkle  
*Radio Accounts Placed*—Candy Mart Stores,  
Inc., Eclipse Food Products Corp., Inlaid  
Optical Co., National Glass Co., Shiloh  
Bottling Co., Metropolitan Theaters, Apex  
Tire, Inc., Berry Clothing Co., Eastern Sci-  
entific Co., Lincoln Trust Co., Low Supply  
Co., Progress Ice Cream Co., I.C.T. Bus Co.,  
Stadium Motor Sales Co.

**MAXON, INC.**

2761 E. Jefferson Ave., Detroit, Mich.  
Phone Fitzroy 5710  
ANPA—PPA—APA—ABC—NOAB—  
TAB—CCA

President.....Lou R. Maxon  
Vice-President.....Searle Hendee  
Treasurer.....W. I. O'Neil  
Secretary.....G. Reginald McKiel  
Radio-Television Dept.....Ed Wilhelm,  
P. Pumphrey.

*Branch Offices*

570 Lexington Ave., New York, N. Y.  
Phone Eldorado 5-2930  
Vice-President In Charge....W. Ray Baker  
919 N. Michigan Ave., Chicago, Ill.  
Phone Delaware 3536  
Vice-President.....L. J. Sholty  
*Radio Accounts Placed* — Gillette Safety  
Razor Co., Pfeiffer Brewing Co., Griesedieck  
Western Brewing Co., General Electric Co.,  
H. J. Heinz Co., Ford Dealers Advertising  
Fund, Duotone Co.  
*Television Accounts Placed* — Gillette  
Safety Razor Co.

**THE MAYERS COMPANY**

1240 S. Main St., Los Angeles 27, Calif.  
Phone PRespect 0101  
NOAB—ANPA—FAAG—APA  
Principals.....Henry Mayers,  
J. R. Mayers, Arthur Mayers  
Manager Radio Dept-Time Buyer.....  
Gertrude Stark  
Writer-Production Manager.Jennison Parker  
Vern Davies  
*Radio Accounts Placed* — Food Machinery  
Corp., Southern California Telephone Co.,  
Fifth Street Store, Rose Peanut Butter,  
Grand Central Market, Pennzoil Co., Hen-  
dan Shirts, Hoffman Candy Co., Muller Bros.,  
Dad's Root Beer, Live Food Products, Sears,  
Roebuck & Co., Firestone Stores.

**McCANN-ERICKSON, INC.**

50 Rockefeller Plaza, New York 20, N. Y.  
Phone Circle 5-7000  
AAAA—ANPA—PPA—ABP—NOAB—  
ABC  
President.....H. K. McCann  
Chairman of Exec. Comm..Harrison Atwood  
Exec. Vice-Pres.....Carl B. Robbins  
Vice-Pres. and Manager of New York  
Office.....L. S. Briggs  
Vice-Presidents (N.Y.)...Harrison Atwood,  
R. M. Alderman, J. L. Deane, L. E. Firth,  
Edward B. Graham, Marion Harper, Jr.,  
C. A. Hoppock, Daniel W. Keefe,  
Howard Korman, Myron Lechner, E. D.  
Madden, J. J. McCarthy, W. E. McKeachie,  
H. A. Mitchell, C. A. Posey, R. W.  
St. Hill, John H. Tinker, Jr., R. E.  
Thompson, E. F. Wilson.  
Secretary-Treas.....John L. Anderson  
Vice-President in charge of Research,  
Marion Harper, Jr.  
*(Radio Executives)*  
Vice-President in charge of Radio,  
Lloyd O. Coulter



• • • **ADVERTISING AGENCIES** • • •

Executive Assistant to L. O. Coulter,  
Lawson Paynter  
Vice-President in charge of Programs,  
Russ Johnston  
Vice-President in charge of Hollywood  
Office.....Clarence Olmstead  
Senior Producers.....Dorothy B. McCann,  
Carlo DeAngelo, Glan Heisch  
Director of Time Buying and Station  
Relations.....William C. Dekker  
Director of Radio Copy..William A. Franchy

*Branch Offices*

**Chicago Office**  
910 South Michigan Ave., Chicago, Ill.  
Phone Webster 3701  
Vice-President-Manager...Homer Havermale  
Vice-Presidents.....John Jameson,  
Walter C. Krause, A. W. Sherer, H. G.  
Smith, Sidney A. Wells  
**Cleveland Office**  
1300 Guardian Building, Cleveland 14, Ohio  
Phone Cherry 3490  
Vice-President-Manager.....A. A. Sommer  
**Detroit Office**  
2280 Penobscot Building, Detroit 26, Mich.  
Phone Randolph 9710  
Vice-President-Manager.....D. C. Hight  
**Hollywood Office**  
6331 Hollywood Blvd., Hollywood 23, Calif.  
Phone Hillside 8268  
Vice-President-Manager...Clarence Olmstead  
**Los Angeles Office**  
448 South Hill Street, Los Angeles, Calif.  
Phone Mutual 1181  
Vice-President-Manager.....Burt Cochran  
**Minneapolis Office**  
1000 Hodgson Building, Minneapolis 1, Minn.  
Phone Bridgeport 6801  
Vice-President-Manager....Jackson Taylor  
Vice-Presidents.....Victor Lowrie,  
John Pidgeon  
**San Francisco Office**  
114 Sansome St., San Francisco, Calif.  
Phone Douglas 5560  
Vice-President-Manager.....H. Q. Hawes  
Vice-Presidents.....M. S. Achenbach,  
Roswell Mochran, Clarence Hestorff, F.  
H. McCrea, Robins Milbank, C. F.  
Ohliger, C. E. Parsons

**Portland Office**  
1308 Public Service Bldg., Portland, Ore.  
Phone Atwater 4305  
Manager.....R. B. Calkins  
**Boston Office**  
31 St. James Ave., Boston 16, Mass.  
Phone Liberty 5468  
Vice-President-Manager Watson M. Gordon  
*Radio Accounts Placed*—New York: Chese-  
brough Mfg. Co., Emerson Drug Co., Fawcett  
Publications, Inc., Gruen Watch Co., Manu-

facturers Trust Co., National Biscuit Co.,  
Pacific Coast Borax Co., Pearson Pharmacal  
Co., Pharma-Craft Co., Stromberg-Carlson  
Co., Stanco, Inc., Westinghouse Electric  
Corp.

Chicago: International Harvester Co.,  
Standard Oil Co. of Nebraska, Standard Oil  
Co. of Indiana, Milk Foundation, Inc., Swift  
& Co. (Brookfield Division).

Cleveland: Leisy Brewing Co., Richman  
Bros. Co., Standard Oil Co. of Ohio.

Detroit: Tivoli Brewing Co.  
Los Angeles: Globe Mills Co., Southern  
California Gas Co., Southern Counties  
Gas Co.

Minneapolis: Pillsbury Flour Mills Co.,  
Twin City Federal Savings & Loan Assn.,  
Gluck Brewing Co.

Portland, Oregon: Northwestern Electric  
Co., Pacific Power & Light Co., Portland  
Gas & Coke Co.

San Francisco: Anglo California National  
Bank of San Francisco, Associated Dental  
Supply Co., California Packing Corp., Cali-  
fornia Walnut Growers Assn., Harold H.  
Clapp, Inc., Dwight Edwards Co., General  
Brewing Corp., Hale Bros. Stores, Inc., Lon-  
donderry, Safeway Stores, Inc. (Coldstream  
Products Division).

Boston: John Hancock Mutual Life In-  
surance Co.

**R. E. McCARTHY ADVERTISING  
AGENCY**

1002 Tampa Theater Bldg., Tampa 2, Fla.  
Phone 2323  
PANY—SNPA

President.....R. E. McCarthy  
Secretary.....M. A. McCarthy  
Treasurer.....M. C. Benito  
Time Buyer:.....R. E. McCarthy

*Radio Accounts Placed*—Borden's-Poin-  
settia Dairy, Southern Brewing Co., Peninsu-  
lar Telephone Co., Lenfestey Supply Co.,  
Pioneer Hire Co., Maas Bros.

**McJUNKIN ADVERTISING CO.**

228 N. LaSalle St., Chicago 1, Ill.  
Phone State 5060

President.....Gordon Best  
Vice-Presidents.....Roy M. Kirtland,  
Leroy A. Kling, Willard E. Stevens  
Manager, Radio Dept.....Robert V. Suerth

*Radio Accounts Placed*—Chef Boy-Ar-Dee  
Quality Foods, Inc., Carey Salt Co., Schulze  
and Burch Biscuit Co., Comfort Manufac-  
turing Co.

## McKEE & ALBRIGHT, INC.

1400 South Penn Square, Philadelphia, Pa.  
Phone Locust 4737

ANPA—PPA—APA—OAAA

President.....Roy J. McKee  
Vice-President-Treasurer..David R. Albright  
Vice President-Radio Director,

James A. McFadden

Radio Producer.....Robert L. Redd

Time Buyer.....Evelyn Walmsley

Vice-President-Merchandising,

Howard H. Yaw

Secretary.....T. E. Libby

### Branch Office

1428 RCA Bldg., New York 20, N. Y.

Phone Columbus 5-2058

715 Equitable Bldg., Hollywood, Calif.

Phone Hollywood 8363

*Radio Accounts Placed*—Sealtest, Inc.,  
Western Maryland Dairy, Southern Dairies,  
Chestnut Farms-Chevy Chase Dairy, Breyer  
Ice Cream Company, Quaker City Choc. &  
Conf. Co., Inc., Philadelphia & Reading Coal  
and Iron Co.

## A. McKIM, LTD.

1010 St. Catherine St. W., Montreal, Que., Can.  
Phone Lancaster 5192

ANPA—APA

President.....James M. Baxter

Radio Director.....E. W. Brodie

Secretary-Treasurer.....J. W. Thain

### Branch Offices

320 Bay St., Toronto, Ont., Canada

Phone Elgin 5351

Manager.....D. E. Longmore

Electric Railway Bldg., Winnipeg, Man.,  
Canada

Manager.....A. A. Brown

514 Province Bldg.,

Vancouver, B. C., Canada

Manager.....H. S. Watson

376 Strand, W. C. 2, London, England

Manager.....H. Suffell

## MELAMED-HOBBS, INC.

1100 Hodgson Bldg., Minneapolis 1, Minn.  
Phone Bridgeport 1225

ABP—ANPA—PPA—OAAA—NOAB

APA—ABC

President-Treasurer.....Louis Mclamed

Secretary.....M. O. Gooder

Production Manager..Thomas L. B. Campbell

Radio Time Buyer.....J. F. Johns

### Branch Offices

E-912 First National Bank Bldg., St. Paul 1,  
Minn.

Phone Garfield 5731

Manager.....W. T. Holmgren

333 N. Michigan Ave., Chicago 1, Ill.

Phone State 9522

Manager.....F. C. Estey

*Radio Accounts Placed*—Hilex Co., Mont-  
gomery Ward & Co., Milk Foundation of  
Minneapolis, Bloomer Brewery, Chocolate  
Products Co., Hotel Dyckman, Furniture Ex-  
position Mart, Batavia Metal Products Co.,  
Griggs Cooper Co., Sanitary Foods, Minn.  
Farm Bureau Service Co., Minn. Farm Bu-  
reau Federation, Regan Brothers Co., S. &  
L. Department Store.

## ARTHUR MEYERHOFF & CO.

410 N. Michigan Ave., Chicago, Ill.

Phone Delaware 7860

ANPA—PPA—AAAA—ABP

General Manager.....Arthur E. Meyerhoff

Financial Manager.....J. H. Hildebrandt

Director of Radio.....Nelson A. Shawn

Radio Space Buyer.....Annette Kennelly

Copy Chief.....M. E. Chon

Acct. Executives.....R. J. Rosenthal,

John Lemmon, Mark Rizner, George

Taylor

Television Producer.....Nelson A. Shawn

### Branch Office

759 N. Milwaukee St., Milwaukee, Wis.

Phone Marquette 3144

Manager.....George Grabin

*Radio Accounts Placed*—Wm. Wrigley Jr.  
Co., Mutual Health & Accident Assn. of  
Omaha, Illinois Meat Co., Balm Barr,  
Krank's Shave Kreme, Whiz Candy Bar,  
Peanut Crunch.

## C. L. MILLER COMPANY

521 Fifth Ave., New York 17, N. Y.

Phone MURray Hill 2-1010

ANPA—PPA—APA—NOAB

President.....C. L. Miller

Sec'y & Ass't Treasurer-Radio Director  
George Carhart

### Branch Office

333 N. Michigan Ave., Chicago, Ill.

Phone Central 1640

Manager.....I. M. Tuteur

*Radio Accounts Placed*—Corn Products  
Refining Co., Curtis Candy Co., Keeley Brew-  
ing Co., Cooter Brokerage Co., Gordon Bak-  
ing Co., Peter Pan Baking Co., Dr. Swett's  
Root Beer Co.

## DAN B. MINER CO.

1151 South Broadway

Los Angeles 15, Calif.

Phone Richmond 3101

AAAA—ANPA—ABP—NOAB

CAN—APA—PPA—ABC

President.....Dan B. Miner

Vice-Presidents.....John C. Morse,

Alfred Rooney, I. M. Greer

Secretary-Treasurer.....M. R. Sweeny

Account Executive....Daniel W. Layman, Jr.

Radio Director.....B. B. Struble

• • • **ADVERTISING AGENCIES** • • •

Radio Copy.....R. W. Sampson,  
Leland L. DePriest  
Time Buyer.....Marie Mazzulla

*Branch Offices*

(Affiliated with Continental Agency Network)  
*Radio Accounts Placed* — Forest Lawn Memorial Park, Weber's Bread, Wilshire Oil Co., Dolly Madison Cakes, Log Cabin Breads, Forest Lawn Life Insurance, Coast-Currie's Ice Cream, Los Angeles Transit Lines, Dr. Ross Dog Food.

**EMIL MOGUL CO., INC.**

250 West 57th St., New York, N. Y.  
Phone, COLUMBUS 5-2482  
ABP—ANPA

Radio Director.....Sydney Rubin  
Radio Time Buyer.....Helen Munroe  
*Radio Accounts Placed*—Network: Tri-mount Clipper Craft Clothes. National Spot: Barney's Clothes, San Gabriel Wine Co., National Shoe Stores.

**THE CHESTER C. MORELAND CO.**

1104 Times-Star Tower, Cincinnati 2, Ohio  
Parkway 1178  
PPA—ABP—ANPA

President-Treasurer....Chester C. Moreland  
Vice-Presidents.....Wm. G. Steiner,  
Bryce L. Schurman  
Secretary.....Walter H. Strauss  
Radio Dept.....L. C. Schurman

**RAYMOND R. MORGAN CO.**

6362 Hollywood Blvd., Hollywood 28, Calif.  
Phone Hempstead 4194  
AAAA—ANPA—PPA—PRB—NOAB

President.....Raymond R. Morgan  
Executive Vice-President.....R. C. Temple  
Vice-President & General Manager  
R. E. Messer  
Radio Producers.....Wallace B. Ramsey,  
James C. Morgan  
Television Producer.....R. E. Messer

*Branch Offices*

702 Hearst Bldg., San Francisco 3, Calif  
Phone Exbrook 1211

Manager.....Porter Anderson

*Affiliate*

Goodkind, Joice & Morgan  
Palmolive Bldg., Chicago 1, Ill.  
Phone Superior 6747

Representatives.....M. Lewis Goodkind,  
Clyde Joice  
*Radio Accounts Placed*—J. A. Folger & Co., White King Soap, Scotch Soap, Kerr Glass, Campbell Cereal, Sparkletts Drinking Water Co., Knox Co., Planters Nut & Chocolate Co.

**MORSE, INTERNATIONAL, INC.**

122 East 42nd St., New York 17, N. Y.  
Phone LExington 2-6727

Chairman of the Board.....Allan T. Preyer  
President.....Mansfield F. House  
Vice-President.....J. P. Sawyer  
Treasurer.....M. K. Burckett  
Dir. of Media.....Herbert G. Selby  
Prod. Mgr.....E. R. Harris  
Director of Marketing.....L. E. Pickett  
Copy Chief.....J. D. Lucas  
Art Director.....J. J. Misley  
Export Media Director.....Aurora Blando

*Radio Dept.*

Manager.....Chester C. Slaybaugh  
Time Buyer.....Margaret J. Little  
Dir. of Radio Prod.....John T. Mitchell  
*Radio Accounts Placed*—Network: Vick Chemical Co., Prince Matchabelli, Inc.; National: Vick Chemical Co., Vitamins Plus, Alfred D. McKelvy Co.

**MOSELLE & EISEN**

**ADV. AGENCY**

522 Fifth Ave., New York 18, N. Y.  
Phone, MURRAY HILL 2-2651  
PPA—APA

Partner.....Rose Moselle  
Partner.....Henry Eisen  
Prod. Mgr.....Bernard Segaloff  
Art Director.....Frederick H. Cassens  
Radio & Publicity.....Miss Margo

**MOSS ASSOCIATES**

415 Lexington Ave., New York 17, N. Y.  
Phone VAnDerbilt 6-1828-9  
ABP—PANY—APA—ANPA

President.....Joseph H. Moss  
Copy Chief.....Charles D. Beckman  
Space Buyer.....Betty Math  
Art Director.....Richard W. Bridges  
*Radio Accounts Placed*—Harman Watch Co., Neoderm Inst., Ybry Perfumes.

**MOSER & COTINS, INC.**

10 Hopper St., Utica 3, N. Y.  
Phone Utica 4-6141

ABP—ANPA—PPA—NOAB—APA

President.....A. S. Cotins  
Vice-President.....James N. Brown  
Vice-President-Secretary....Hugo W. Glaser  
Vice-Pres.-Art Director....A. M. Huntington  
Mgr. Media Dept.....Miss L. B. Mang  
Acct. Execs.....George P. Hodges,  
F. S. Hubbell, L. B. Reigler  
Mgr. Production Dept.....Fred Michel

*Branch Office*

420 Lexington Ave., New York, N. Y.

*Radio Accounts Placed*—West End Brewing Co., C. A. Durr Packing Co., Long's Ox-Heart Peanut Butter Co., Inc., Patent Cereals Co., Oneida, Ltd.

**NATIONAL EXPORT ADVERTISING SERVICE, INC.**

405 Lexington Ave., New York 17, N. Y.  
Phone MUrray Hill 9-6835

President.....Paul Kruming  
Vice-President.....Thomas W. Hughes  
Treasurer.....Frank Neuhauser  
Time Buyer.....J. J. Cueto

*Branch Offices In:*

Cuba, Mexico, Venezuela, Colombia,  
Brazil, Argentina, South Africa,  
India, Chili

*Radio Accounts Placed*—Carter Products, Inc., General Foods Corp., H. J. Heinz Co., Lambert Bros., Lever Bros. Co., Quaker Oats Co., Welch Grape Juice Co., Wm. R. Warner Co.

**NEEDHAM, LOUIS & BRORBY, INC.**

135 S. LaSalle St., Chicago 3, Ill.  
Phone State 5151

AAAA—ANPA—PPA—NOAB—APA—ABC  
President.....Maurice H. Needham  
Vice-Presidents.....John H. Louis,  
Melvyn Brorby, W. Raymond Fowler,  
Harry E. Phelps, William D. Horns  
Vice-President, Media & Markets

Otto R. Stadelman

Vice-President, Research.....Keo Currie  
Secretary-Treasurer.....Max D. Anwyl  
Radio Director, Chicago Office..Alan Wallace  
Radio Manager-Producer, Hollywood  
Office.....Frank Pittman  
Assistant Producer.Frances Van Hartesveldt

*Branch Office*

1680 North Vine St., Hollywood 28, Calif.  
Phone Granite 7186

Manager.....Frank Pittman  
*Radio Accounts Placed:* Kraft Food Co.  
(The Great Gildersleeve), S. C. Johnson &  
Son, Inc. (Fibber McGee and Molly), Swift  
& Co. (Swift Cleanser), Wieboldt Stores,  
Inc. (Local).

**NEFF-ROGOW, INC.**

30 Rockefeller Plaza, New York, N. Y.  
Phone Circle 7-4230

President.....William Rogow  
Acct. Exec.-Time Buyers....William Rogow,  
Don Ball

Copy Chief.....Stewart P. Brown  
Personnel Director.....Harriet Barnett

*Radio Accounts Placed*—Bond Stores, Inc.,  
Melville Shoe Corp., Sears Roebuck & Co.,  
Joseph Martinson & Co., Abraham & Straus,  
Inc., Ruby Lane Stores, J. W. Beardsley's &  
Sons, Filtrex Co., Inc., Stern's Nurseries.

**NEWELL-EMMETT COMPANY**

40 East 34th St., New York 16, N. Y.

Phone ASHland 4-4900

AAAA — ANPA — PPA — ABP — PRB —  
NOAB—SAAA—SNPA

Partners.....Clarence D. Newell,  
William Reydel, John P. Cunningham,  
Frank Donshea, C. S. Walsh, R. L. Stro-  
bridge, F. H. Walsh, G. S. Fowler, T. J.  
Maloney

Radio Director.....Blayne Butcher  
Time Buyer.....Newman McEvoy

*Radio Accounts Placed*—Liggett & Myers  
Tobacco Co. (Chesterfields), Loose-Wiles Bis-  
cuit Co., Pepsi-Cola Co., Beech-Nut Packing  
Co., Economics Laboratories, Kirkman's Soap,  
Sherwin Williams.

**THEO. A. NEWHOFF ADV. AGENCY**

1403 Court Square Bldg., Baltimore 2, Md.  
Phone Lexington 7155

AAAA—ANPA—ABP—NOAB

President.....Theodore A. Newhoff  
Vice-President.....Marx S. Kaufman  
Secy.-Treas.....R. M. Newhoff

**NEWMAN, LYNDE & ASSOCIATES, INC.**

(Formerly Associated Advertising Agency,  
Inc.)

400 Florida National Bank Bldg.,  
Jacksonville, Fla.  
Phone 3-1253

ABP—ANPA—SNPA—NOAB—FAAG

President.....M. T. Newman  
Executive Vice-President....Hunter Lynde  
Vice-President.....Gordon Stewart  
Time Buyer.....Charles E. Gressle  
Radio Producer.....Mary Miller  
*Radio Accounts Placed*—Foremost Dairies,  
Jax Beer.

**OLIAN ADVERTISING CO.**

1409 Ambassador Bldg., St. Louis 1, Mo.  
Phone Central 8380-1-23

ANPA—PPA—NOAB—ABP

Partner.....Irwin A. Olian  
Vice-President.....Harold A. Thomas  
Vice-President.....J. Walter Goldstein  
Radio Director.....Julian Miller  
Radio Time Buyer.....Margaret Hart  
Radio Producer.....Harold Kaye

*Branch Office*

334 Pure Oil Bldg., Chicago 1, Ill.  
Phone State 3381

Vice-President.....I. J. Wagner

*Radio Accounts Placed*—Lewis-Howe Co.,  
General Grocer Co., Confections, Inc., Bis-  
ceglia Brothers Wine Co., Paul F. Beich Co.,  
John G. Ayars Co., Eagle Stamp Co., Co-  
lumbia Brewing Co., Horlacher Brewing  
Co., Atlas Brewing Co., Schoenhofen-Edel-

• • • **ADVERTISING AGENCIES** • • •

weiss Co., Cardinal Diamond Ring Syndicate, Western United Dairy, Hardy Salt Co., Alton Boxboard Co., Missouri Brewers' Association, Grove Laboratories, Inc., National Waste Paper Conservation Campaign.

•

**OWEN & CHAPPELL, INC.**

595 Madison Ave., New York 22, N. Y.  
Phone PLaza 8-2400

ABP—ANPA—PPA—NOAB—APA

President.....John H. Owen  
Executive Vice-President...Charles Chappell  
Vice-President, Radio & Television  
David Hale Halpern  
Vice-President.....John C. Burton  
Vice-President.....Walter R. Greenlee  
Director of Media.....Marc Seixas  
Radio Research.....Patricia Prichard

•

**MERRITT OWENS  
ADVERTISING AGENCY**

201 Commercial National Bank Bldg.  
Kansas City 12, Kans.  
Phone Dr. 7250

ABP—ANPA—APA

Owner-Account Executive....Merritt Owens  
Account Executive.....John J. Goetz  
Account Exec.-Production Mgr.  
C. Arthur Smith  
Art Director.....Felix F. Kubicki  
*Radio Accounts Placed*—Interstate Moving  
& Storage, Junge Biscuit Co., Leo Stern  
(Photographer).

•

**FRANK OXARART CO.**

672 S. La Fayette Park Pl.,  
Los Angeles 5, Calif.  
Phone Exposition 4191

President.....Frank Oxarart  
Account Executive.....W. W. Harvey  
Production and Media.....E. G. Michel  
*Radio Accounts Placed* — Caltone Corp.,  
Drop-O-Lemon; Ben Harris, Derma Regis;  
Soil-Off Manufacturing Co.; Fletcher Wiley  
Productions, Hollywood Barn Dance.

•

**PACIFIC NATIONAL ADVERTISING  
AGENCY**

605 Union St., Seattle 1, Wash.  
Phone Eliot 1401

ANPA—AAAA—NOAB—PPA—APA—CAN  
President.....Wm. H. Horsley  
Radio Director.....Trevor Evans  
Secretary.....H. O. Stone  
Radio Time Buyer.....G. M. Nyman

*Branch Office*

Spalding Bldg., Portland 4, Ore.  
Phone ATwater 4339

Manager.....Mrs. Ruth Foland  
*Radio Accounts Placed*—Fisher Flouring  
Mills Co., Washington Co-op Egg & Poultry  
Assn.; Spot: Fisher Flouring Mills Co., Im-  
perial Candy Co., Oregon-Washington-Cali-  
fornia Pear Bureau, Yakima Valley Peach  
Bureau, N. W. Cherry Bureau.

•

**PEARSON ADVT. AGENCY, INC.**

50 East 42nd St., New York 17, N. Y.  
Vanderbilt 6-0029

President.....C. H. Pearson  
Asst. to President.....W. S. Booth  
*Radio Accounts Placed*—Cooper Razor  
Blade Co.

•

**PECK ADVERTISING AGENCY, INC.**

400 Madison Ave., New York 17, N. Y.  
Phone PLaza 3-0900

President.....Harry Peck  
Secretary-Treasurer.....Harry Krawit  
Vice-President.....Walter Schwartz  
Director of Radio-Television  
Arthur Sinsheimer

•

**PEDLAR & RYAN, INC.**

250 Park Ave., New York 17, N. Y.  
Phone PLaza 5-1500

AAAA—ANPA—PPA—ABP—NOAB  
APA—ABC

President.....Thomas L. L. Ryan  
Executive Vice-President..Harold B. Thomas  
Vice-President.....E. G. Sisson, Jr.  
Vice-President.....Ernest P. Zobjan  
Treasurer.....Harold B. Thomas  
Secretary.....H. C. Sutherland  
Assistant Treasurer.....W. F. Cantrell  
Supervisor Nighttime Radio..Joseph S. Bell  
Supervisors Daytime Radio  
Elizabeth C. Shay, William Barrett  
Radio Copy Chief.....Cyril J. Mullen  
Time Buyer.....Mary Dunlavey  
*Radio Accounts Placed*—Sterling Drug  
(Ironized Yeast), Procter & Gamble (Camay,  
Chipso, Dash).

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**PITLUK ADVERTISING CO.**

Alamo Nat'l Bank Bldg., San Antonio, Texas  
Phone Garfield 7268

ABP—ANPA—PPA—SAAA  
SNPA—NOAB—APA

President.....Jack N. Pitluk  
General Manager.....Norman D. Schwerke  
Visualizer.....C. R. Cusick

Art Director.....Gus J. Wild  
 Production Manager.....Fred G. Allen  
 Radio Production Manager.....Perry Dickey  
 Continuity Director.....Rena Lynn  
 Radio Copywriter.....Harry Cordero

*Radio Accounts Placed*—Pearl Brewery, Gebhardt Chili Powder Co., San Antonio Drug Co., Taylor Bedding Co., Volk Brewery, Fehr Baking Co., The Starkist Co., Dairyland, Coca Cola Bottling Co., Handy Andy Stores, Henke & Pillot, Inc., Roeglein Provision Co., Alamo National Bank, Pioneer Flour Mills, Ragsdale Foods Co., Wolff & Marx, Joske's of Texas, The Vogue, S. W. Cattlemen's Assoc., Kaufman's, Inc., Shaw Jewelry Co., The Gunter Hotel, Bexar County National Bank, Shepherd Laundries.

**R. J. POTTS—CALKINS & HOLDEN**

215 W. Pershing Road, Kansas City 8, Mo.  
 Phone Victor 4433

ABP—NOAB—ANPA—PPA—OAAA

President.....R. J. Potts  
 Vice-Presidents.....J. B. Woodbury,  
 C. C. Tucker, E. A. Warner, C. L. Rohin-  
 son  
 Secretary-Treasurer.....Jerry McKee  
 Radio Dept.....Connie Joan Connor,  
 Janice Eastland

**POTTS-TURNBULL ADVERTISING  
 CO.**

912 Baltimore Ave., Kansas City 6, Mo.  
 Phone Victor 9400

ANPA — PPA — APA — NOAB — ABP

President.....W. J. Krebs  
 V.P.-Production Mgr.....D. E. Dexter  
 Secretary.....G. F. Magill  
 Treasurer.....E. T. Chester  
 Time Buyer.....B. G. Wasser  
 Radio Director.....N. P. Rowe

**SAYRE M. RAMSDALL ASSOC., INC.**

3701 N. Broad St., Philadelphia 40, Pa.  
 Phone Radcliff 1900  
 ANPA—PPA

President.....S. M. Ramsdell  
 Exec. Vice-Pres. & Treas.....E. B. Loveman  
 Vice-President.....F. A. Hutchins  
*Radio Account Placed* — Phileo Hall of  
 Fame.

**CHAS. DALLAS REACH CO.**

58 Park Place, Newark 2, N. J.  
 Phone Market 3-5100

AAAA — ANPA — PPA — ABP — APA

President-Director of Radio,  
 Chas. Dallas Reach  
 Vice-President.....Howard E. Sands  
 Vice-President.....Edw. C. Stover, Jr.  
 Vice-President-Radio...Charles A. King, Jr.  
 Secretary.....F. R. Risley

*Branch Office*

6 E. 45th St., New York 17, N. Y.  
*Radio Accounts Placed*—Koppers Co.,  
 Minnesota Division, Admiracion Labora-  
 tories, L. E. Waterman Co., Dugan Bros. of  
 New Jersey, Inc., New Jersey Bell Tele-  
 phone Co.

**THE L. W. RAMSEY ADVERTISING  
 AGENCY**

Union Bank Bldg., Davenport, Iowa  
 Phone 3-1889  
 ANPA—PPA—ABP

Partner & Gen. Manager.....L. W. Ramsey  
 Partners.....E. G. Naeckel,  
 A. C. Naeckel, W. J. Henderson, George  
 Bischoff  
 Partner & Service Dir.....A. M. Walgren  
 Production Mgr.....Wayne H. Ross  
 Technical Consultant.....W. A. Giraldi

*Branch Offices*

230 N. Michigan Ave., Chicago 1, Ill.  
 Phone Franklin 8155

President.....L. W. Ramsey  
 Vice-President & Gen. Mgr.....F. L. Eason  
 Vice-Presidents.....N. B. Langworthy,  
 L. H. Copeland

Production Manager.....Vito M. Volino  
 Secretary.....E. G. Naeckel  
 Art Director.....E. J. McCabe  
 Radio Dir.....Fred Herendeen  
 406 E. Superior St., Fort Wayne, Ind.  
 Phone Anthony 9396

Manager.....Frank Dunigan  
 1509 Cross Roads of the World,  
 Hollywood 28, Calif.  
 Phone Hollywood 1732

Partner-General Manager.....L. W. Ramsey  
 Partners.....E. G. Naeckel,  
 A. C. Naeckel, W. J. Henderson, George  
 Bischoff

*Radio Accounts Placed*—F. W. Fitch Co.,  
 National Oats, Bituminous Casualty Corp.,  
 Victor Animatograph Corp., Voss Bros. Mfg.  
 Co.

**THE RANDALL COMPANY**

75 Pearl St., Hartford, Conn.  
 Phone 7-1179

Radio Director.....Catherine A. Gilbert

**REDFIELD-JOHNSTONE, INC.**

420 Madison Ave., New York 17, N. Y.  
 Phone PLaza 3-6120, 1, 2, 3

ANPA—PPA—ABP—APA—NOAB

Chairman of the Board.....L. L. Redfield  
 President.....E. F. Johnstone  
 Treasurer.....L. L. Redfield  
 Secretary.....A. Hollander  
 Secretary.....G. Hepenstal  
 Radio Time Buyer.....N. Cordano  
 Radio Publicity.....M. E. Maddock

**ADVERTISING AGENCIES**

*Radio Accounts Placed*—Block Drug Co., Stera-Kleen, Allenru; Wool Novelty Co., Inc., Woolfoam; Ceda Distributing Co., Valse de Fleurs Toiletries; Howard Clothes, Inc.; Wine Shipper Import Corp.

**EMIL REINHARDT  
ADVERTISING AGENCY**

1736 Franklin St., Oakland, Calif.  
Phone Templebar 2408  
ABP — ANPA — APA

Owner.....Emil Reinhardt  
Copywriter.....Dave Lane  
Artist Dir.....Robert Shelton  
Artist.....Edna Shelton  
*Radio Dept.*

Manager.....Joseph Connor  
Time Buyer.....Mildred McMahon  
*Radio Accounts Placed*—Kilpatrick's Bakeries, Mary Ellen's, Inc., Standard Beverages, S. F. Brewing Corp., Breuner's, Kahn's, Pacific Guano Co., Central Bank, Mothers Cake & Cookie Company.

**REISS ADVERTISING**

221 W. 57th St., New York, N. Y.  
Phone COLUMBUS 5-7733  
ANPA — ABP — PPA — APA

President.....Joseph Reiss  
Vice-President.....Harold Reiss  
Secretary-Treasurer.....B. M. Reiss

**RESNIK-MILLER-ENGLAND, INC.**

152 Temple St., New Haven, Conn.  
Phone 7-0241

President & Treasurer.....Harry D. Resnick  
Secretary.....Harvey N. Ladin  
Radio Dept. Manager.....Ellen Simmons

*Branch Offices*  
75 Pratt St., Hartford, Conn.  
Phone 2-9987

Manager.....Harry D. Resnik-WTIC  
77 Summer Hill Ave., Worcester, Mass.  
Phone 6-0223

Manager.....Isabelle Whitaker-WTAG  
26 Custom House St., Providence, R. I.  
Phone Gaspee 9526

Manager.....Frank Jones-WJAR

**C. E. RICKERD, INC.**

5462 Second Blvd., Detroit, Michigan  
Phone Temple 1-3636

President-Treasurer-Time Buyer,  
C. E. Rickerd  
Treasurer.....Geo. Rickerd  
Secretary.....Fred B. Collier  
Production.....Royal Cressy

**RILL ASSOCIATES**

507 Fifth Ave., New York 17, N. Y.  
Phone, MURRAY Hill 2-5147

President.....I. R. Hill  
Exec. Vice-Pres.....B. N. Hill  
Space Buyer.....L. Denis  
Art Director.....M. Desmond  
Radio Dir. & Radio Time  
Buyer.....B. Newmark  
Charge Copy.....S. Chalfin  
Publicity.....P. Leighton  
Account Executives.....I. R. Hill,  
B. N. Rill, L. Denis

**ROCHE, WILLIAMS & CLEARY, INC.**

135 S. La Salle St., Chicago, Ill.  
Phone Randolph 9760

ANPA—APA—PPA—NOAB

President.....J. P. Roche  
Treasurer.....D. J. Kelly  
Secretary.....M. F. Williamson  
Vice-Presidents.....J. M. Cleary, S. Weston,  
Guy C. Pierce, Lloyd Maxwell, R. A. Porter  
Director of Radio.....Phil Stewart

*Branch Offices*

225 S. 15th St., Philadelphia, Pa.  
Phone PENNYPACKER 2766

In Charge.....Guy C. Pierce  
400 Madison Ave., New York 17, N. Y.  
Phone PLaza 3-7444

In Charge.....R. A. Porter  
Radio Director.....Harold F. Kemp  
*Radio Accounts Placed*—Network: Lewis-Howe Co., Schutter Candy Co., Sun Oil Co. National Spot: Chicago, Milwaukee, St. Paul & Pacific RR., Domestic Finance Co., Dr. Peter Fahrney & Sons Co., Holland Furnace Co., Kenton Pharmaceutical Co., Inc., National Toilet Co., John Puhl Products Co., Portland Cement Assn., Sempray Jovenay Co., The Studebaker Corp.

**RONALDS ADVT. AGENCY, LTD.**

1440 St. Catherine St. W., Montreal, Que.  
Phone Plateau 4803

ANPA

President.....Russell C. Ronalds  
Vice-Pres.....E. M. Putnam  
Treas.....Angus Ahern  
Radio Dir.....Frank Starr  
Radio Producers.....Kenneth O. MacLeod,  
Cecelia Long, Norman K. Vale

*Toronto Office*

New Wellington Building, Toronto, Ontario  
Radio Dept.....R. J. Avery  
*Radio Accounts Placed*—National Breweries Limited, McColl-Frontenac Oil Co.,

Ltd., Bristol-Myers Co. of Canada, Ltd., Canadian Industries Limited (Paint & Varnish), United Rexall Drug Co., Liggett Drug Stores, Lyman Agencies Ltd. (Tintex), Pacquin's Hand Cream, Glyco-Thymolene, Roe Farm Milling Company.

**ARTHUR ROSENBERG CO., INC.**

570 Seventh Ave., New York 18, N. Y.  
Phone CHickering 4-4420

ANPA—PPA—APA—ABP—NOAB

President & Dir. of Copy & Plans,  
Arthur Rosenberg  
Vice-President ..... Samuel Rubenstein  
Secretary..... A. A. Rosenberg  
Treasurer..... Charles S. Silver  
Production Manager..... H. B. Fleischman  
Economist..... Walter Alwyn-Schmidt  
Research Director..... Sam Haven  
Copy & Plans..... Harrison J. Cowan,  
H. B. Sadler, Joseph Ellner  
Radio Dept..... Arthur Rosenberg,  
Samuel Rubenstein, Charles S. Silver

*Radio Accounts Placed*—Longine-Wittenaur  
Watch Co., Glean Shampoo, Myer 1890  
Beverages.

**CHARLES L. RUMRILL & CO.**

311 Alexander St., Rochester 7, N. Y.  
Phone Stone 592

AAAA—APB—PPA

President..... C. L. Rumrill  
Vice-President-Art Director..... J. E. Porter  
Secretary-Treasurer..... E. A. Rogers  
Production Manager..... C. W. Gibson  
Time Buyer..... J. Lawrence Kennedy  
*Radio Accounts Placed*—Genesee Brewing  
Co., The Pfaudler Co.

**RUSSEL AND ROBERTS AGENCY**

7 Church St., Paterson 1, N. J.  
Phone ARmory 4-3400

President & Treasurer..... Abram Eisenman  
*Radio Accounts Placed*—New Jersey State  
Industrial Union Council-C. I. O., American  
Labor Party.

**RUTHRAUFF & RYAN, INC.**

405 Lexington Ave., New York 17, N. Y.  
Phone MUrray Hill 6-6400

AAAA—ANPA—PPA—ABP—NOAB—APA  
Chairman of the Board..... F. B. Ryan  
President..... F. B. Ryan, Jr.  
Senior Vice-President & Treasurer  
Cal J. McCarthy  
Executive Vice-President.... Everett J. Grady  
V-P & Secretary..... Ralph Van Buren  
Director of Media..... Daniel M. Gordon  
V-P & Director of Radio... Donald D. Stauffer

V-P & Co-Director..... S. Heagan Bayles  
V-P in Charge of Radio Programs

Merritt W. Barnum, Jr.

Talent Buyer..... Willson M. Tuttle  
Business Manager-Radio Department

C. T. Ayres

Production Directors..... Ted Huston,  
Jack Van Nostrand, Lee Cooley, Robert  
Steel, Fred Essex, Willson Tuttle, John  
Wellington, John C. Cole, Phillip Cohen,  
Grant Y. Flynn.

Radio Commercial Supervisor

Regina Morgan

Time Buyer..... T. C. Fisher  
Casting Director..... Kathleen McMahon  
Publicity Director..... Grant Y. Flynn

*Branch Offices*

360 No. Michigan Ave., Chicago 1, Ill.

Franklin 0485

Executive Vice-President.... Paul E. Watson  
Vice-President-Director of Radio

Ros Metzger

Production Director..... N. E. Heyne  
Media Manager..... Albert R. Callies  
Charge of Script..... A. E. Trask  
Business Mgr. & Time Buyer.. Holly Shively  
Charge of Television..... Fran Harris  
Charge of Commercials..... Irene Small  
7430 Second Blvd., Detroit 2, Michigan  
Phone Madison 1980

V-P & Manager..... Mathew J. Casey  
812 Olive St., St. Louis 1, Mo.

Phone Main 0127

V-P & Manager..... Oscar A. Zahner  
1680 North Vine St., Hollywood 28, Calif.  
Phone Hillside 7593

V-P & Pacific Coast Mgr.... John H. Weiser  
V-P & Radio Director..... Nate Tufts  
Production Directors..... Don Clark,  
Sam Pierce, Dave Young, Robert Ballin,  
Kenneth Hodge, Knowles Entrikin.

712 Main St., Houston 2, Texas

Phone Charter 4-1741

Manager..... W. Van A. Combs  
235 Montgomery St., San Francisco 4, Calif.  
Phone Edgebrook 4616

Manager..... Herbert O. Nelson  
1218 3rd Avenue, Seattle 1, Wash.  
Phone Main 6727

V-P & Manager..... F. G. Mullins  
Carew Tower, Cincinnati 2, Ohio  
Phone MA 2413

Manager..... John L. Magro  
80 Richmond Street W., Toronto, Canada  
Phone Adelaide 4069

Manager ..... Douglas Philpott  
*Radio Accounts Placed*—American To-  
bacco Company, Bendix Home Appliances,  
Inc., Chrysler Corporation, Delaware, Lack-  
awanna & Western Coal, Electric Auto-Lite  
Company (U. S. and Canada), Gilmore Oil  
Company, Griesedieck Bros. Brewery Co.,  
Lever Brothers Company, Lever Brothers  
Limited, Noxzema Chemical Company, Pep-  
sodent Co. of Canada, Ltd., Pharmaco, Inc.,  
Quaker Oats Co., Jacob Ruppert Brewery,  
Taylor-Reed Corporation, G. Washington



Coffee Refining Co., Whitehall Pharmacal Co., Wm. Wrigley Jr. Co., Savings Banks Association of State of New York, Adler Company, Allen Edmonds Shoe Corp., Allied Florist Association, American Recording Artists, American Fluresit Co., Bailey Schools, Binyon Optical Co., Clopay Corp., Clyde Porcelain Steel Corp., David G. Evans Coffee Co., Fehr Baking Co., Form Fashion, Inc., Ident-O-Tag Co., Inter-Coastal Co., Kick-away Garments, Inc., Klein's Sporting Goods, Inc., Krey Packing Co., Lone Star Creamery, Martha Maid Mfg. Co., Natl. Bank of Commerce of Houston, New Century Beverage Co., Novel Ad Co., O'Connor, Moffatt & Co., Owl Drug Co., Regina Knit Sportswear Co., Roundy, Peckham & Dexter Co., Sears Roebuck & Co., Seattle Luggage Co., Wonder Orange Co.

**ST. GEORGES & KEYES, INC.**

250 Park Ave., New York 17, N. Y.

Phone PLaza 5-1180

ABP — ANPA — PPA

President.....Maubert St. Georges  
 Exec. Vice-Pres.-Treasurer..Stanley J. Keyes  
 Assistant Treasurer.....John H. Vesely  
 Vice-Pres.-Art Director..Alfred A. Anthony  
 Secretary.....Louise D. Keyes  
 Copy Chief.....C. J. Maseck  
 Production Manager.....William Korcak  
 Media Director.....Charlotte Rains

*Radio Dept.*

Radio Director.....Victor Van Der Linde  
 Time Buyer.....Charlotte Rains

*Radio Accounts Placed*—Mattlage Products, Inc., Benjamin Moore & Co., Revere Copper & Brass, Inc., Bell Bakeries, Inc., Mido Watch Co. of America.

**SCHOLTS ADVERTISING SERVICE**

1201 West 4th St., Los Angeles, Calif.

Phone Michigan 2396

Owner.....William G. Scholts  
 Radio Director.....Fred Montgomery

**MARCEL SCHULOFF & CO.**

17 W. 45th St., New York 18, N. Y.

Phone MUrray Hill 2-3708

Partners.....Marcel Schuloff,  
 Miriam C. Schuloff

*Accounts Placed*—Station WHOM, Basch Radio Prod., Sure-Fit Products Co., Stylepark Hats, Keal Textile Co., National Sure-Fit Quilting Co.

**SCHWAB & BEATTY, INC.**

1230 Sixth Ave., New York 20, N. Y.

Phone Circle 5-9090

ANPA—AAAA—PPA—APA—ABP  
 President.....Victor O. Schwab  
 Time Buyer.....Robert W. Beatty  
*Radio Accounts Placed* — Book-of-the-Month Club, Omnibook Magazine.

**SCHWIMMER & SCOTT**

75 E. Wacker Drive, Chicago 1, Ill.

Phone Dearborn 1815

AAAA—ABP—ANPA—PPA—APA

Partners....Walter Schwimmer, R. J. Scott  
 Account Executives.....Fred Vosse,  
 Carl Kraatz, Harry Jobson

Time Buyer.....Evelyn Vanderploeg  
 Television Producer.....Alan Fishburn

*Radio Accounts Placed*—Coronet Magazine, Fox DeLuxe Brewing Co., Mandel Brothers, Sealy Mattress Co., Christian Business Men's Assn., Chicago Stadium, Walgreen Co., Peter Fox Sons Co., Chicago Daily News, Rudolph Wurlitzer Co., Helmco Lacy, Schutter Candy Co. (Old Nick), Congress Cigar Co., Studehaker Sales Co. of Chicago, Hirsch Clothing Co., Linco Products, Salerno Megowen Biscuit Co.

**RUSSEL M. SEEDS COMPANY, INC.**

919 N. Michigan Ave., Chicago 11, Ill.

Phone, Delaware 1045

ANPA — ABP — SNPA — PPA

*Officers*

President.....Freeman Keyes  
 Chairman of Board.....Freeman Keyes  
 Executive Vice-President.....George Bayard  
 Treasurer.....Jack Harding  
 Secretary.....H. J. Smith  
 Vice-Presidents.....Paul Richey,  
 A. D. Keyes, Harry Maus, E. G. Bentley  
 Radio Director.....Jack Simpson  
 Time Buyers.....June Jackson,  
 Hub Jackson

*Branch Offices*

Lemcke Bldg., Indianapolis, Ind.

Phone Market 1395

Vice-President.....Paul Richey  
 Treasurer.....Jack Harding

Taft Bldg., Hollywood, Calif.

Phone, Granite 4185

Office Manager.....E. Brockhoff  
*Radio Accounts Placed*—W. A. Sheaffer Pen Co., Pinex Co., Keystone Steel & Wire Co., Brown & Williamson Tobacco Corp., Grove Laboratories, Inc.

## SHAPPE-WILKES, INC.

215 Fourth Ave., New York 3, N. Y.  
Phone, GRamercy 5-5560

ABP

President.....Louis Shappe  
Radio Time Buyer.....Louis Shappe  
Vice-Pres.-Copy Chief...Milton M. Hermanson  
Secy. & Treas.....Jesse E. Wilkes  
Space Buyer.....Burton Mautner  
Production Mgr.....M. Helfman

## J. WM. SHEETS

Central Bldg., Seattle, Wash.  
Phone Main 2442

ANPA—PPA—APA—NOAB

Owner.....J. Wm. Sheets  
*Radio Accounts Placed*—Skinner & Eddy  
Corp., Minute Man Soup.

## SHELDON, QUICK & McELROY, INC.

400 Madison Ave., New York 17, N. Y.  
Phone PLaza 3-1670

AAAA—ANPA—PPA—APA

President.....George H. Sheldon  
Vice-President.....L. C. McElroy  
Time Buyer.....Catherine Wohlpart  
Treasurer & General Manager...J. F. Quick  
*Radio Account Placed*—Chas. E. Hires Co.,  
Inc.

## SHERMAN & MARQUETTE, INC.

919 N. Michigan Ave., Chicago, Ill.  
Phone Delaware 8000

ABP—ANPA—PPA—SAAA—APA

President.....Stuart Sherman  
Chairman of Board.....Arthur Marquette  
Radio Director.....Louise E. Tilden  
*Branch Office*

10 Rockefeller Plaza, New York, N. Y.  
Phone CIRCLE 6-1550

Vice-President & Manager....Carl S. Brown  
Radio Director.....Morgan Ryan  
*Radio Account Placed*—Colgate-Palmolive-  
Peet Co. (for Colgate Shave Creams, Colgate  
Tooth Powder, Halo Shampoo, Quaker Oats  
Co. (for Quaker Farina and Ful-O-Pep Feeds,  
Quaker Puffed Wheat Sparkies, Quaker  
Puffed Rice Sparkies), Dr. W. B. Caldwell,  
Inc. (Dr. Caldwell's Laxative), McLaughlin's  
Manor House Coffee, Campho-Phenique.

## DOUGLAS D. SIMON ADV., INC.

280 Madison Ave., New York 16, N. Y.  
Phone, LEXington 2-7873

ANPA

President-Treasurer.....Douglas D. Simon  
Vice-President.....Carolyn Glass  
Secretary-Space Buyer.....Anita Chinkel  
Account Executive.....Charles H. Sandak  
Production Manager.....Sidney Jerome  
Art Director.....Doris Brinkerhoff

## SIMON & GWYNN, INC.

624 Commerce Title Bldg., Memphis, Tenn.  
Phone 5-2404

SNPA—ANPA—APA—FAAA

President.....Milton Simon  
Exec. V.P & Sec. Treas.....H. N. Gwynn

## SIMONS-MICHELSON CO.

LaFayette Bldg., Detroit 26, Mich.  
Phone CHerry 3000

AAAA—PPA—APA—ANPA

Partners.....L. N. Simons,  
L. J. Michelson

Radio Director.....Glenn Kyker  
Production.....Art Copland

*Radio Accounts Placed*—Local: Schmidt's  
Beer, Pepsi Cola, Wigley's Super Markets,  
Colonial Dept. Store, Mac-o-Lac, B. Siegel  
Co.; Spot: Plasti-Kate, Benrus Watch, Blue  
Home Oil, Crown Furniture, Detroit Free  
Press, Detroit Times, Forest & Hudson Clean-  
ers.

## SMALL & SEIFFER, INC.

24 West 40th St., New York, N. Y.  
Phone WISconsin 7-8765

ANPA—PPA—APA

President.....Albert Seiffer  
Secretary & Treasurer.....Marvin Small  
Time Buyer.....Joya Krakauer  
*Radio Accounts Placed*—Arrid, Allcock  
Mfg. Co., Souplets.

## SMITH & DRUM, INC.

650 S. Grand Ave., Los Angeles, Calif.  
Phone Trinity 3454

ABP—ANPA—PPA—APA—NOAB

President.....A. Carman Smith  
Vice-President.....Harry C. Drum  
*Radio Account Placed*—General Petroleum  
Corp.

## SORENSEN & CO.

919 No. Michigan Ave., Chicago, Ill.  
Phone, Delaware 5030

ABP—ANPA—PPA—NOAB

President.....Roy A. Sorensen  
Radio Director.....Muriel Wageman  
*Radio Accounts Placed*—Bowey's, Inc.,  
Sunway Vitamin Co., F. H. Pfunder, Inc.,  
Hotel & Restaurant Co-operative Adv., J. P.  
Harding Restaurants, Old Heidelberg Corp.

## C. JERRY SPAULDING, INC.

201 Commercial St., Worcester 8, Mass.  
Phone: 3-4789

President-Treasurer.....C. Jerry Spaulding

## ADVERTISING AGENCIES

Asst. Treasurer.....M. Murray  
 Secretary.....H. H. Hartwell  
*Radio Accounts Placed* — Radio Station  
 WTAG.

### RAYMOND SPECTOR COMPANY, INC.

595 Madison Ave., New York 17, N. Y.  
 Phone ELdorado 5-1270  
 ANPA — PPA — ABP — NOAB

President.....Raymond Spector  
 Secretary.....Norman Jay  
 Treasurer.....Stella Koenigsberg  
 Vice-President.....N. C. Smith  
 Research Director.....Helen Egert  
 Time Buyer.....Edna Zimmerman  
 Television Producers.....N. C. Smith,  
 Norman Jay.

*Radio Accounts Placed* — Staze, Inc.,  
 Macfadden Publications, McKesson & Rob-  
 bins, Fiction Book Club, Lord Davenport  
 Pipes, Ltd., Koral Tooth Powder, King  
 David Memorial Park.

### SPITZER & MILLS LTD.

19 Richmond St., West, Toronto, Ont.  
 Phone WA 1151

CAAA—CDNA—CPPA—CAB

President.....G. F. Mills  
 Exec. Vice-President.....J. W. Spitzer  
 Account Executives.....W. H. Reid,  
 J. R. Charles, J. G. Wallace, W. G. Wal-  
 lace, T. G. Vatcher, D. Dunlop.  
*Radio Dept.*

Director.....Wm. D. Byles  
*Branch Office*

1010 Catherine St., W., Montreal, P. Q.  
 V.P.....C. W. Duncan  
 Radio Director.....Yves Bourassa

*Radio Accounts Placed*—Colgate-Palmolive-  
 Peet Co., RCA Victor Co., Lehn & Fink,  
 Quaker Oats Co., California Fruit Growers  
 Exchange, Cities Service Oil Co. Ltd.

### SPITZ & WEBB ADVERTISING

LaFayette Building, Syracuse 2, N. Y.  
 Phone 4-6868

Partner.....William Spitz  
 Partner.....Stephen M. Webb  
 Space Buyer & Acc't.....Rosemary Marioni  
*Radio Accounts Placed*—C. E. Campbell &  
 Sons, A. E. Nettleton Co., Best Ice Cream  
 Co., People's Ice Cream Co.

### BARTON A. STEBBINS AGENCY

811 West Seventh St., Los Angeles  
 Phone Trinity 8821

AAAA—ANPA—PPA—ABP—NOAB

Head of Agency.....Barton A. Stebbins  
 Acct. Executive.....Arthur W. Gudelman  
 Program Director.....Edward Bloodworth  
 Time Buyer.....A. W. Gudelman

*Radio Accounts Placed*—Signal Oil Com-  
 pany, Shontex, Conditioner & Shampoo, E.  
 F. Hutton Co., Ryan Aeronautical Co.

### HOWARD D. STEERE ADVERTISING

2812 Book Tower, Detroit 26, Mich.  
 Phone CHerry 5688

Owner.....H. D. Steere  
 Production Manager.....Chas. R. Stout  
 Space Buyer.....G. Macauley

### STERLING ADVERTISING AGENCY, INC.

70 West 40th St., New York 18, N. Y.  
 Phone LOngacre 5-4610

PPA

Chairman of Board.....S. M. Brown  
 President.....Jos. S. Edelman

### STERNFIELD-GODLEY, INC.

230 Broadway, New York, N. Y.  
 Phone BArcley 7-3030

APA

Treasurer.....Samuel S. Sternfield  
 V.P.-Production Manager.....Philip Scheft  
 Secretary.....Frances C. Costello  
 Radio Director.....Alvin Samuels

### STOCKTON, WEST, BURKHART,

First National Bank Bldg., Cincinnati 3, O.  
 Phone CHerry 8325

AAAA—ANPA—PPA

President & Treas.....Wm. Z. Burkhardt  
 Vice-Pres.-Secy.....Ranald S. West  
 Vice-President.....Eric W. Stockton  
 Radio Director.....Ranald S. West  
 Assistant Radio Director.....Jos. D. Nelson

*Radio Accounts Placed*—Ohio Oil Co.,  
 Clyffside Brewery, Cincinnati Gas & Elec.  
 Co., Central Trust Banking Institution, Cin-  
 cinnati Enquirer, Sperti, Inc.

### STODEL ADVERTISING CO.

411 W. Seventh St., Los Angeles, Calif.  
 Phone, TRinity 8577

President.....Edward C. Stodel  
 Time Buyer.....Selma Schonfeld

*Radio Accounts Placed*—Warner Bros. Pictures, Brooks Clothing Co., Eastern-Columbia Department Stores, Beneficial Casualty Insurance Co.

**CHARLES M. STORM CO., INC.**

50 E. 42nd St., New York 17, N. Y.  
Phone, MUrray Hill 6-2820  
ANPA—PPA

Chairman Ex. Comm. . . . . Charles M. Storm  
Pres., Secy., & Radio Dir. . . . Allston E. Storm  
Exec. V.-P., Treas. & Space

Buyer . . . . . Edward Klein  
Vice-President . . . . . Lester Loeb  
Vice-Pres., Radio & Television

Director . . . . . Raymond E. Nelson  
Production Manager . . . . . Paul Petrocine  
Art Director . . . . . Frederick Widlicka  
Radio Time Buyer . . . . . A. Loonam  
Research Director . . . . . Harry Chapperon  
Account Executives . . . . . A. E. Storm,  
E. Klein, L. K. Storm, L. Loeb, R. Chapperon.

**STRAUCHEN & McKIM ADVT.**

6 East Fourth St., Cincinnati, Ohio  
Phone Main 1618

AAAA—ANPA—PPA—NOAB—ABPA  
Partners . . . . . Edmund R. Strauchen,  
G. F. McKim Jr.

Radio Director . . . . . L. Schaefer  
Traffic Manager . . . . . K. Amidon  
Media Director . . . . . J. Dillon  
Production . . . . . J. Diltz  
Office Manager . . . . . R. Steffen

*Radio Accounts Placed*—The George Wiedemann Brewing Co., The Queen City Bottling Co., L. R. Nunn Motors Co. Inc., Carroll Jewelry Co., Loring Andrews Co.

**STREET & FINNEY, INC.**

330 West 42nd St., New York 18, N. Y.  
Phone: BRyant 9-2400  
ANPA—PPA—ABC—NOAB—APA

President . . . . . H. K. Finney  
Vice-President . . . . . John F. Mayer  
General Manager . . . . . Robert Finney  
Assistant General Manager . . . . Frank Finney  
Secretary . . . . . F. S. Park  
Treasurer . . . . . Fred Hellar  
Director of Radio . . . . . Howard Miller

*Radio Accounts Placed*—Doan's Pills, Ice-Mint, Allen's Foot-Ease, Beecham's Pills, Espotabs, Dil-Kil, Baby's Own Tablets (Canada), Children's Own Tablets (Canada), Dr. Williams Pink Pills (Canada).

**SWAFFORD & KOEHL, INC.**

341 Madison Ave., New York 17, N. Y.  
Phone, MUrray Hill 6-8860

**ABP—ANPA—APA—NOAB**

President . . . . . Albert E. Koehl  
Vice-President . . . . . John R. Landau

**SWEENEY & JAMES CO.**

1501 Euclid Ave., Cleveland, Ohio  
Phone Main 7142  
ANPA—PPA—NOAB

Partner . . . . . John F. Sweeney  
Partner . . . . . Frank G. James  
Account Executive . . . . . T. M. Gregory  
*Radio Account Placed*—Network: Firestone Tire & Rubber Co.

**TECHNICAL ADVT. AGENCY, INC.**

475 Fifth Ave., New York, N. Y.  
Phone, MUrray Hill 3-5754

**J. WALTER THOMPSON CO.**

420 Lexington Ave., New York 17, N. Y.  
Phone MUrray Hill 3-2000

AAAA — ANPA — ABP — PPA

President . . . . . Stanley Resor  
Secretary . . . . . Howard Kohl  
Treasurer . . . . . Gilbert Kinney  
Comptroller . . . . . Luther O. Lemon  
Senior Vice-Presidents . . . . Gilbert Kinney,  
Henry T. Stanton

Senior Consultant . . . . . James W. Young  
Vice-Presidents . . . . . Lloyd W. Baillie  
Henry C. Flower, Jr., Howard Henderson, Henry M. Stevens, William Resor, Walter R. Hine, Thayer Jaccaci, William G. Palmer, Samuel W. Meeck, Robert T. Colwell, O'Neill Ryan, Jr., Anson Lowitz, Lew A. Greene, Arthur T. Blomquist, Don Francisco, Robert M. Gillbam, Kennett W. Hinks, William C. McKeehan, S. Hunter Richey, Ruth F. Waldo.

Director of Media and Research  
Arno H. Johnson  
Vice-President in Charge of Radio,  
John U. Rebei  
Radio Time Buyer . . . . . Linnea Nelsor  
Radio Talent Buyer . . . . . Virginia Spragle  
V.P.—Motion Pictures & Television  
Robert M. Gillham

*Branch Offices*

1549 North Vine St., Hollywood, Calif.  
Phone Hillside 7241

V.P.—Manager . . . . . Cornwell Jackson  
410 N. Michigan Ave., Chicago, Ill.  
Phone Superior 0303

Vice-President and General Manager,  
Henry T. Stanton  
Vice-Presidents: Merton V. Wieland, Willard F. Lochridge, Harry T. Mitchell  
Radio Director . . . . . Tyler Davis  
Radio Time Buyer . . . . . Margaret Wylie

• • • **ADVERTISING AGENCIES** • • •

100 Bush St., San Francisco, Calif.  
Phone Garfield 3510

V.P.-Manager .....Arthur Farlow  
Radio Time Buyer.....Lowell Mainland

612 South Hope St., Los Angeles, Calif.  
Phone Trinity 2591

V.P.-General Manager...Norton W. Mogge

*Radio Accounts Placed*—P. Ballantine & Sons, Bowman Dairy Co., H. C. Cole Milling Co., Elgin National Watch Co., Fanny Farmer Candy, General Cigar Co., Johns-Manville Corp., Kraft Cheese Co., Lamont P. Corliss & Co., Lever Bros. Co. (Lux Flakes & Lux Toilet Soap), Libby, McNeil & Libby, Mentholatum Co., Northern Trust Co., Parker Pen Co., Penick & Ford, Ltd., Planters Nut & Chocolate Co. (Planters Peanuts), R. C. A., Safeway Stores, Inc., Shell Oil Co., Standard Brands, Inc. (Chase & Sanborn Coffee and Tender Leaf Tea, Fleischmann's Yeast, Blue Bonnet Margarine, Shefford Cheese, Royal Desserts), Swift & Co., Universal Pictures, Ward Baking Co., Washington State Apple Commission, J. B. Williams Co., William Wrigley, Jr. Co., W. F. Young, Bowman Dairy Co., Calavo Growers of Cal., Desert Grapefruit Industry, Eastman Kodak Co., Ford Motor Co., Mutual Orange Distributors, Northrop Aircraft, Pharma-Craft Corp. (Fresh), Seven-Up Co., So. Calif. Citrus Foods, Spreckels Sugar Co., Textron, Inc., John T. Troll Co., Calif. Grapefruit.

**TOMASCHKE-ELLIOTT, INC.**

1624 Franklin St., Oakland, Calif.  
Phone Glencourt 4941

NOAB — APA

President & Time Buyer....F. L. Tomaschke  
Vice President.....Bruce W. Elliott  
Secretary.....William M. Maxfield

*Radio Accounts Placed*—Cardinet Candy Co., Par Soap Co., Downtown Merchants Association, Key System, Frozen Food Distributors, Inc.

**TRACY, KENT & CO., INC.**

515 Madison Ave., New York, N. Y.

Phone Eldorado 5-4404

ABP—PPA—NOAB

Chairman of Board.....W. I. Tracy  
President.....Frank S. Kent  
Treasurer.....George M. Pease  
Vice-Presidents.....Hugh Donnell,  
J. F. Donovan

Account Executive.....Charles O'Neil

*Radio Accounts Placed*—Wilbert Products Co., John Opitz, Inc.

**UNITED STATES ADVT. CORP.**

612 N. Michigan Ave., Chicago 11, Ill.

Phone Delaware 4466

ANPA—PPA—APA

Chairman of Board.....W. M. Canaday  
President.....J. C. Ewell  
Radio Manager.....A. J. Englehardt

**VICTOR VAN DER LINDE, INC.**

250 Park Ave., New York 17, N. Y.

Plaza 5-1180

President.....Victor van der Linde  
Treasurer.....Charlotte Rains  
Director of Radio.....Victor van der Linde  
Time Buyer.....Charlotte Rains

**VANGUARD ADVERTISING**

15 East 40th St., New York 19, N. Y.

Phone MURray Hill 5-4686

ABP—PPA

Owner.....J. M. Russakoff  
General Manager.....A. M. Ragonetti  
Art Director.....Frank Haase

**VANSANT, DUGDALE & CO., INC.**

Court Square Bldg., Baltimore 2, Md.

Phone, LEXington 5400

AAAA—ABP—ANPA—PPA—NOAB

President.....Wilbur Van Sant  
Executive Vice-President & Treasurer,  
H. K. Dugdale

Vice-President-Plans Chief.....J. P. Daiger  
Vice-Presidents...R. E. Daiger, H. G. Erck  
Vice-Pres-Business Manager.....C. D. Carr  
Space Buyer.....G. M. Talbot

*Radio Accounts Placed* — National Spot:  
Sherwood Brothers, Inc., The Crosse & Blackwell Co., The Mercerey Co., H. J. McGrath Co., Rice's Bakery, The Wm. Schludcrberg-T. J. Kurdle Co.

**VIDEOR ENTERPRISES**

1629 Chestnut St., Philadelphia 3, Pa.

Phone Rittenhouse 6378

Managing Director.....Franklin O. Pease  
Television Producer.....Franklin O. Pease

**WM. VON ZEHLE & CO.**

28 W. 44th St., New York, N. Y.

Phone, BRyant 9-4750

Managing Director.....Wm. Von Zehle

## WADE ADVERTISING AGENCY

208 W. Washington St., Chicago 6, Ill.  
Phone State 7369

ANPA—PPA—APA—NOAB

President.....Albert G. Wade  
Exec. V.P.—Radio Director.....W. A. Wade  
Radio Time Buyer.....L. J. Nelson  
SSecretary—Treasurer.....E. N. Nelson  
Production Manager.....R. O. Archer  
Account Executives.....W. A. Wade,  
E. N. Nelson, R. O. Archer, R. E. Dwyer,  
L. Davidson.

*Radio Account Placed*—Miles Laboratories, Inc., Murphy Products Co., Morris B. Sachs, Illinois Bottled Gas Co., Wear Proof Mat Co., Hoover Liniment Co., General Bandages, Inc., Chicago Sun, Haskelite Mfg. Corp., Wait-Cahill Co.

## WALKER & DOWNING

532 Oliver Bldg., Pittsburgh 22, Pa.  
Phone Grant 1900

ANPA—ABP—PPA—OAAA—APA—CAH

Partners.....William S. Walker,  
Benjamin I. Davis, Jr., C. P. Richardson,  
R. C. Woodruff.

Rodia Director.....R. C. Woodruff  
Radio Production.....Victor Seydel  
Radio Contact.....William G. Beal  
Radio Producers.....Robert T. Gestrich,  
James Dooley.

### Branch Office

Suite 833, Hotel St. Regis, New York, N. Y.  
Eastern Radio Supervisor.....Victor Seydel

*Radio Accounts Placed*—Colonial Biscuit Co., Duquesne Brewing Co., Allegheny-Ludlum Steel Corp., Joseph Horne Company, Mail Pouch Tobacco Co., Sterling Oil Co., Clearfield Furs, Inc., H. Lohrey Co.

## WARWICK & LEGLER, INC.

230 Park Ave., New York 17, N. Y.  
Phone Murray Hill 6-8585

AAAA—ANPA—PPA—ABP—ABC  
APA—NOAB

President.....H. Paul Warwick  
Vice-Presidents: Henry Legler, S. O. Youngheart, J. R. Warwick, Lester M. Malitz,  
Arthur Deerson.

Treasurer.....Robert H. Hughes  
Sec'y.—Asst. Treas.....Irving J. Paulus  
Radio Director.....Tevis Huhn

### Branch Office

6331 Hollywood Blvd., Hollywood, Cal.  
Phone Hempstead 8163

*Radio Accounts Placed*—Larus & Bro. Company, Pabst Brewing Co., Equitable Life Assurance Society of the U. S.

*Television Account Placed*—The George Luft Co. Inc. (Tangee Cosmetics).

## NORMAN D. WATERS & ASSOCIATES, INC.

1140 Broadway, New York, N. Y.  
Phone, CAledonia 5-7430

ABP—PPA—NOAB—ANPA

President.....Norman D. Waters  
Vice-President.....Charles M. Whitebrook  
Secretary.....E. L. Waters  
Treasurer.....Louis Landesman

## TUCKER WAYNE & CO.

629 Ten Pryor St. Bldg., Atlanta 3, Ga.  
Phone Walnut 6701

ANPA—PPA—APA—ABP—SNPA—OAAA

President.....Tucker Wayne  
Vice-Pres. & Radio Talent.....C. W. Burgess  
Vice-Pres. & Time Buyer.....C. C. Fuller  
Radio Director.....D. D. Connah

*Radio Accounts Placed*—Southern Bell Telephone & Telegraph Co. (Regional), Southern Spring Bed Co. (Regional), American Bakeries Co. (Regional), J. Allen Smith & Co., The Schwab Co., Scripto Mfg. Co.

## WEARSTLER ADVERTISING, INC.

20 West Front St., Youngstown, Ohio  
Phone: 3-4311

PPA—ABP—APA

President—Treasurer....Albert M. Wearstler  
Secretary.....Mary E. Wearstler

## LUTHER WEAVER & ASSOCIATES

200 Globe Bldg., St. Paul 1, Minn.  
Phone Cedar 3777

APA

President.....Luther Weaver  
Executive Assistant.....W. K. Nelson  
Director of Radio.....Luther Weaver  
Associates.....Olga Marie Novak,  
Bess Lyman.

*Radio Accounts Placed*—Minnesota Federal Savings & Loan Association, F. C. Hayer Co., Marshall Co., Twin City Wholesale Grocer Co., Minnesota State Optometric Assn.

## ARMAND S. WEILL CO.

170 Franklin St., Buffalo 2, N. Y.  
Phone Washington 6250

President.....Armand S. Weill  
Exec. V. P.—Treas.....Harold C. Desbecker  
Art Director.....Victor Aures  
Director of Radio.....William A. Mayhew

*Radio Account Placed*—Chalmers Gelatine Corp.

• • • **ADVERTISING AGENCIES** • • •

**MILTON WEINBERG ADVT. CO.**

325 W. Eighth St., Los Angeles 14, Calif.  
Phone Tucker 4111

ANPA—PPA—ABP—APA

Owner.....Bernard Weinberg  
Media Director.....E. Cousino  
Radio Director.....W. H. Krauch  
Radio Producer.....Gene Powers

*Radio Accounts Placed* — Capitol Milling Co., Hamilton Diamond Co., Hollywood Film Studios, Hollywood Pantages Theatre Corp., Hollywood Turf Club, May Co., Midtown Catering So., Pep Boys of Calif., Savenick Tires, Thrifty Cut-Rate Drug Stores.

**WILLIAM H. WEINTRAUB & CO.**

30 Rockefeller Plaza, New York 20, N. Y.  
Phone Circle 7-4282

ANPA—PPA

President.....William H. Weintraub  
Exec. V. P.-Secretary....Elkin S. Kaufman  
V. P.-General Manager....John D. Scheuer  
Treasurer.....William Gallow  
Copy Chief.....Kennon Jewett  
Media Director.....William Gallow  
Research Director.....Thomas F. Hughes

*Radio Department*

Business Manager.....Harry Trenner  
Production Manager.....Theo Gannon  
Time Buyer.....William Gallow  
Producers.....Theo Gannon,  
Bernard Prockter, Richard Lewis.

\* *Radio Accounts Placed*—Anchor Hocking Glass Corp., Helbros Watch Company, Emerson Radio & Phonograph Corp., Miss Swank, Air Wick (Seeman Bros.), Frank H. Lee Co.

**WEISS & GELLER, INC.**

400 Madison Ave., New York 17, N. Y.  
Phone PLaza 3-4070

ANPA—PPA

Managing Partner.....Max A. Geller  
Media Director.....Lester J. Mallers  
Radio Director.....Sylvan Taplinger  
Copy Director.....Peter Artzt  
Assoc. Copy Director.....Harold Wengler  
Art Director.....Arthur Gordon  
Production Manager.....Sally Green  
Account Executive.....Joseph H. Curtis

*Radio Accounts Placed* — Columbia Pictures Corp., New York City; Albert Ahlers, Inc., Brooklyn, N. Y.; Paul V. Eisner & Co., New York City; Nedick's Inc., New York City.

**WERTHEIM ADV. ASSOCIATES**

11 W. 42nd St., New York 18, N. Y.  
Phone, Wisconsin 7-4978

Sole Owner-Radio Dir.....Ed L. Wertheim  
Space Buyer-Prod. Mgr.....Ed T. Wertheim  
Account Executives.....E. L. Wertheim,  
E. Taylor Wertheim

**WESTON-BARNETT, INC.**

Arts & Crafts Bldg., Waterloo, Iowa  
Phone, 4677

ABP—ANPA—PPA—SNPA—NOAB  
APA—ABC

President.....Wells H. Barnett  
Vice-President.....A. C. Barnett  
Secretary .....Phillips Taylor  
Radio Dept.....E. V. Bohan

*Branch Office*

520 N. Michigan Ave., Chicago, Ill.  
Phone, Whitehall 7725

Vice-President.....A. C. Barnett  
M. C. Swartz  
Radio Dept.....Martha Schwartz  
*Radio Accounts Placed*—Iowa Soap Co., American Bird Products, Inc., Walker Remedy Co., Vinton Hybrid Corn Co.

**FRANK E. WHALEN ADV. CO.**

15 W. 10th St. Kansas City, Mo.  
Phone, Victor 7200

ANPA—PPA—APA—ABP—NOAB

President & Time Buyer.....F. E. Whalen  
Sec. & Treas.....J. W. Whalen  
Art Director.....Dan Jacobson  
Account Executive.....H. E. Kaufman

**WARD WHELOCK CO.**

Lincoln-Liberty Bldg., Philadelphia 7, Pa.  
Phone Rittenhouse 7500

ANPA—PPA—APA

President.....Ward Wheelock  
Vice-Pres.-General Mgr.....Arthur A. Bailey  
Secretary-Treasurer.....William A. Dunn  
Radio Director.....Diana Bourbon  
Radio Producer.....William N. Robson

*Branch Offices*

444 Madison Ave., New York 22, N. Y.  
Phone, PLaza 3-7120

Vice-President.....R. K. Strassman  
Guaranty Bldg., Hollywood 28, Calif.  
Phone Hillside 9221  
Radio Director.....Diana Bourbon  
*Radio Account Placed*—Campbell Soup Co.

## WILLIAMS & SAYLOR, INC.

271 Madison Ave., New York 16, N. Y.  
Phone, LExington 2-3493

ANPA—PPA—APA—ABP—NOAB

Pres. & Treas.....Ralph W. Williams  
Vice-President.....Walter T. Pollock  
Vice-President.....George L. Miller  
Secretary.....William F. Adams  
Space Buyer.....Mrs. I. Randall  
Production Manager.....M. J. Osias

## WOOD, BROWN & WOOD, INC.

209 Washington St., Boston, Mass.  
Phone: Capitol 1850

ANPA—PPA—ABP

President.....Allen H. Wood  
Vice-President-Radio Director,  
Allen H. Wood, Jr.  
Treasurer.....Jonathan Brown, 3rd  
Space-Time Buyer.....Martha L. Ayers

## THE ALBERT WOODLEY CO.

500 Fifth Avenue, New York 18, N. Y.  
Phone, WIsconsin 7-0380

ABP—ANPA—PPA

Owner.....Albert Woodley  
Vice-President.....Louis De Garmo  
Space Buyer.....Edith M. Knoth  
*Radio Accounts Placed*—Railroad Federal  
Savings Association.

## WORTMAN, BARTON & GOOLD

345 Madison Ave., New York 17, N. Y.  
Phone MUrray Hill 4-2756

APA—NOAB—ANPA—PPA

President-Treasurer.....E. B. M. Wortman  
V.P.-Secretary.....D. Wortman  
Radio Time Buyer.....Hortense Essler  
*Radio Account Placed*—Harrisburg Steel  
Corp.

## YOUNG & RUBICAM, INC.

285 Madison Ave., New York 17, N. Y.  
Phone Ashland 4-8400

ANPA — PPA — APA — AAAAA —  
NOAB — ABC — ABP

President.....Sigurd S. Larmon  
Executive V. P.....Louis N. Brockway  
V. P., Chairman Plans Board  
Charles L. Whittier  
Vice-President.....Frank Fagan  
V. P., Director of Media and General  
Production.....A. V. B. Geoghegan

Vice-Presidents.....Milford J. Baker,  
Edward Barnes, Harry B. Carpenter, J.  
Brooks Emery, Jr., John E. Grimm, Jr.,  
Garrit Lydecker, Donald Payne, Curtis  
G. Pratt and Bryan Houston.

V. P., Merchandising Director.Samuel Cherr  
V. P., Copy Director.....H. S. Ward  
V. P., Director of Research...George Gallup  
V. P., Art Director.....Walter K. Nield  
V. P., Personnel Dir.

Walter M. E. Sullivan  
Director of Publicity and Public  
Relations .....William H. Jenkins  
Treasurer.....J. H. Geise  
Secretary and Assistant Treasurer

H. H. Enders  
V. P., Dir. of Radio....Thomas H. A. Lewis  
V. P., General Manager of Radio

Gordon D. Cates  
V. P. in Charge of Radio Production  
Operations.....Harry Ackerman  
Associate Director of Radio.Joseph A. Moran  
Associate Director of Radio, Manager of  
Radio Time Buying.....Carlos Franco  
Manager, Radio Commercial Copy

John L. Swayze  
Supervisor, Television Department  
William E. Forbes  
Commercial Motion Pictures..John F. Barry  
Radio Business Manager..Frederick A. Zaghi  
Radio Publicity Director....Lester Gottlieb  
Manager, Talent Department

Alexander Stronach

### Branch Offices

6253 Hollywood Blvd., Hollywood 28, Calif.  
Phone Hollywood 2734

V. P., Dir. of Radio....Thomas H. A. Lewis  
Asso. Director of Radio.....Glen Taylor  
Supervisor of Adv. Ser.....Elliot E. Potter  
333 North Michigan Ave., Chicago 1, Ill.  
Phone Central 9389

Vice-President-Manager....John F. Whedon  
Vice-President.....D. G. Schneider  
7430 Second Blvd., Detroit 2, Mich.  
Phone Madison 4300

Vice-President and Manager...George Davis  
235 Montgomery St., San Francisco 4, Calif.  
Phone Exbrook 6685

Manager .....Howard Williams  
V. P., Managing Director of Canadian Offices  
A. R. McGill

660 St. Catherine St., West, Montreal, Que.  
Phone Plateau 4691

Manager.....L. C. Arbuthnot  
80 King Str., West, Toronto, Ont.  
Phone Elgin 5347

V. P., and Manager.....Stuart B. Smith  
V. P., and Director of International Division  
Lorimer B. Slocum  
24 St. James St., London, S.W.1, England  
Managing Director.....George D. Bryson  
Plaza de La Republica 46, Mexico, D. F.  
Acting Manager.....William F. Geeslin





# FCC PERSONNEL

*FCC Regulations Regarding Broadcasting Applications and Rules Applicable to Stations Engaged in Chain Broadcasting, will be found on pages 198 and 203 respectively, in the 1944 edition of Radio Annual.*

*For additional FCC data, including FM and Television, please refer to the Editorial Index of this issue.*

# FEDERAL COMMUNICATIONS COMMISSION



**Headquarters: New Post Office Building, Washington, D. C.**

*Personnel as of January 1, 1946*

## Commissioners

### **Chairman**

**PAUL A. PORTER**

(Term 1942-49)

**PAUL A. WALKER**

(Term 1934-46)

**RAY C. WAKEFIELD**

(Term 1940-47)

**CLIFFORD J. DURR**

(Term 1941-48)

**EWELL K. JETT**

(Term 1943-50)

**CHAS. R. DENNY**

(Term 1944-51)

**WM. H. WILLS**

(Term 1945-52)

## Secretary

**T. J. SLOWIE**

## Director of Information

**EARL A. MINDERMAN**

### General Counsel

ROSEL H. HYDE

### Assistant to the General Counsel

LEONARD H. MARKS

### Assistant General Counsel

*(Broadcast Division)*

VERNON L. WILKINSON

### Assistant General Counsel

*(Common Carrier Division)*

BENEDICT P. COTTONE

### Assistant General Counsel

*(Litigation & Administrative Div.)*

HARRY M. PLOTKIN

### Chief Accountant

WILLIAM J. NORFLEET

### Assistant Chief Accountant

HUGO REYER

### Acting Chief, Service Division

PAUL H. SHEEHY

### Chief Engineer

GEORGE P. ADAIR

### Assistant Chief Engineer

*(Broadcast Branch)*

JOHN A. WILLOUGHBY

### Asst. Chief Engineer

*(Field and Research Branch)*

GEORGE E. STERLING

### Asst. Chief Engineer

*(Common Carrier Branch)*

EDWARD E. HALE

**Chief, Safety and Special Services  
Branch**

WILLIAM N. KREBS

**Acting Director of Personnel**

GILBERT H. HATFIELD

**Director of Budget & Planning Div.**

WILLIAM B. ROBERTSON

**Chief of License Division**

WILLIAM P. MASSING

**Chief, Records Division**

WALTER S. DAVIS

**LEGAL STAFF**

*Chief, Safety and Special Services Division*  
JEREMIAH COURTNEY

*Chief of Technical Section*  
WILLIAM H. BAUER

*Chief of Standard Broadcast Section*  
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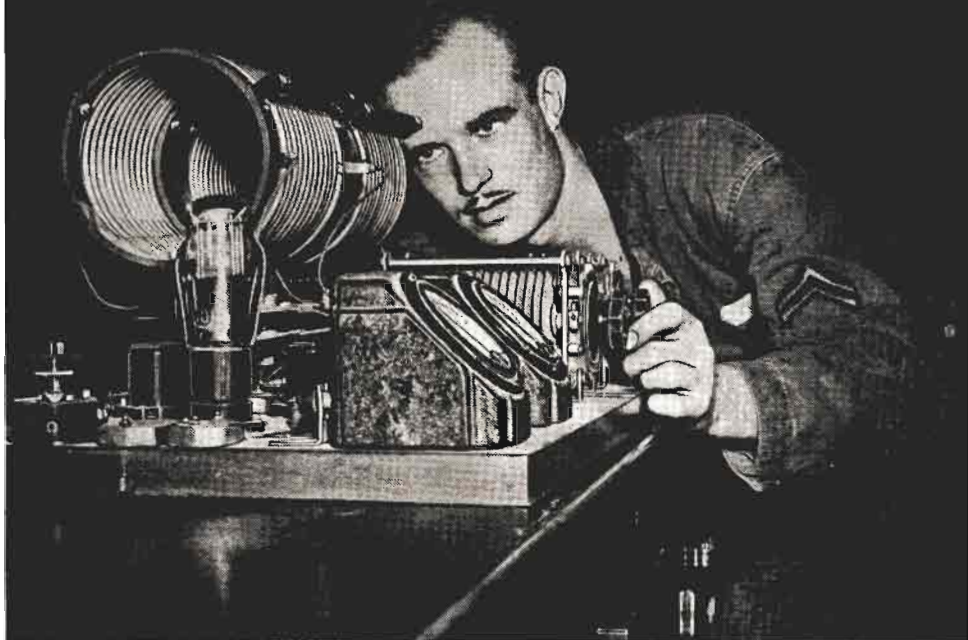
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DAILY. 1501 Broadway, New York 18, N. Y. Phone, WISconsin 7-6336. Publisher, John W. Alicoate; General Manager, Donald M. Mersereau; Editor, Frank Burke; Managing Editor, M. H. Shapiro; Vice-President and Business Manager, Marvin Kirsch; Los Angeles Correspondent, Ralph Wilk; Washington Correspondent, Andrew H. Older, 6417 Dahlonga Road, Phone Wisconsin 3271; Chicago Correspondent, Bill Irvin, 4802 Dorchester Ave., Phone, Oakland 4545. BRANCH OFFICE: 6425 Hollywood Blvd., Hollywood, Calif., Phone, Granite 6607, Ralph Wilk, Manager.

**Radio Life**

WEEKLY. 1029 W. Washington Blvd., Los Angeles, Calif. Phone, RICHmond 5262. Publisher, Carl M. Bigsby; Advertising Director, Culbreth Sudler; Business Manager, Hugh R. Brown; Editor, Evelyn Bigsby; Radio Editor, Pearl Ralls. HOLLYWOOD OFFICE: 1558 No. Vine St., Hollywood, Calif. Phone HEMpstead 2025.

**Radio Mirror Magazine**

MONTHLY. 205 East 42nd St., New York 17, N. Y. Phone, LEXington 2-9050. Publisher, Macfadden Publications, Inc.; Editorial Director, Fred R. Sammis; Editor, Doris McFerran; Art Editor, Jack Zasorin; Associate Editor, Evelyn Fiore. BRANCH OFFICES: 221 North La Salle St., Chicago, Ill., Manager, Edward F. Lethen, Jr.; 420 Market St., San Francisco, Calif.; Manager, Lee Andrews, 8949 Sunset Blvd., Hollywood, Calif.; Hollywood Correspondent, Elaine Osterman.

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WEEKLY. 1434 St. Catherine Street West, Montreal, Canada, phone number PLateau 4186; publisher: Radio Publications Limited; Editor: Marcel Provost.

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**Radio and Television Weekly**

WEEKLY. 99 Hudson St., New York, N. Y. Phone, WA 5-2576. Publisher, Edward H. Davis; Editor, Cy Kneller; General Advertising Manager, Sidney E. Davis.

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TWICE MONTHLY. Sun Life Bldg., Montreal, Quebec, Canada. Phone, PLateau 6494. President, W. E. Elliott; Secretary-Treasurer, E. R. Comte.

**Radio Trade-Builder**

MONTHLY. 347 Adelaide St., West, Toronto, Ont., Canada. Phone, Adelaide 6261. Publisher Hugh C. MacLean Publications Ltd.; Editor, T. C. Van Alstyne; National Advertising Representative, Sam R. Baylis. BRANCH OFFICES: 2118 Bleury St., Montreal, Que., Canada; 75 East Wacker Drive, Chicago.

**Radio World**

WEEKLY. 1434 St. Catherine Street West, Montreal, Canada, phone number PLateau 4186; Publisher: Radio Publications Limited; Marcel Provost, Managing Editor.

**Sales Management**

SEMI-MONTHLY, with two special issues, Survey of Buying Power. 386 Fourth Ave., New York 17, N. Y. Phone, MOhawk 4-1760. Publisher and Editor, Raymond Bill; General Manager, Philip Salisbury; Managing Editor, A. R. Hahn; Advertising Service anager, R. E. Smallwood. BRANCH OFFICES: 333 N. Michigan Ave., Chicago 1, Ill., C. E. Lovejoy, Jr., Manager. 15 East De La Guerra, Santa Barbara, Cal., Warwick L. Carpenter, Manager.

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AP

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MONTHLY. 30 Rockefeller Plaza, New York 20, N. Y. Phone, Circle 5-8425. Published by D.S. Publishing Co. Pub-lisher, Richard Davis; Editor, Paul Gard-ner; Executive Editor, Francigene Sheri-dan; Managing Editor, Ed McCarthy; General Manager, V. C. Albus; Art Di-rector, Armand Prusmack.

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WEEKLY. 154 West 46th St., New York 19, N. Y. Phone, BRyant 9-8153. Publisher, Sid Silverman; Editor, Abel Green; Business Manager, Harold Erichs; Radio Editor, Geo. Rosen; Advertising Manager, Louis Rydell; Production Man-ager, Murray Rann. BRANCH OF-FICES: 360 N. Michigan Ave., Chicago, Ill., Bill Hunt; 1708-~~20~~ No. Vine St., Hol-lywood, Calif., Arthur Ungar.

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# RADIO HOMES

*Major Markets For 1946*

•

*Metropolitan Districts—Counties*

•

*Other Cities Of 25,000 Population And Over*

# Radio's Major Markets For 1946

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

**E**STIMATED number of Radio Homes for all Metropolitan District Counties, other counties with cities of 25,000-50,000 population as well as for all other counties with cities having radio stations, are presented in the 1946 RADIO ANNUAL. State and national totals are also given. These figures are based upon the total number of United States Families, 37,786,000, as estimated by the Bureau of the Census for the year 1946, and on previous estimates made in past years by RADIO ANNUAL.

## Population Figures

Latest civilian population figures for all Major Market Counties as well as for all other counties have been published in previous issues of RADIO ANNUAL. These population figures are listed in the 1945 ANNUAL, pages 274-287 and in the 1944 ANNUAL, pages 235-286. Civilian population figures are based upon War Ration Number 4 and no new estimates of county populations have been made by the Bureau of the Census since 1943. Other pertinent data including population change, number of farms and Retail-Service Stores and Sales are also included in previous issues.

Last year, for the first time, RADIO ANNUAL took cognizance of the fact that many homes under wartime conditions had become "dead" or without operating radios. The total number of such homes, as revealed by all surveys studied, was sizeable and, for the first time, estimates of total U. S. Radio Homes declined from the previous year. Estimates for this year are based upon the expectation that these inoperative homes will again be able to procure receiving sets. With the natural increase in number of families and with the above homes operative again, RADIO ANNUAL estimates that Radio Homes in 1946 will reach a new high level of 34,-

398,302—a national coverage of 91.0 per cent of all United States families.

Projected figures for Radio Homes, by counties, are shown to the last digit, not because they are assumed to be accurate to the last digit, but for summation convenience. This follows the pattern set by the Bureau of the Census in estimating civilian population and permits greater accuracy in comparative compilations.

## New Estimate

The new estimate of total U. S. Radio Homes for 1946 has a significance which should not be lost upon research departments nor upon advertisers generally. With a 91.0 per cent family coverage, radio is approaching the saturation point of "selective families"—or those who are receptive to the impact of national advertising effort. Such national coverage, today, represents what might well be termed the optimum of radio's goal; to reach all families who will at some time respond to the force of radio's voice.

It must be borne in mind that the estimated figure of 34,398,202 Radio Homes for 1946 is dependent upon unlimited production of sets by manufacturers and also upon these sets being available to the public. Various estimates on units of production have been made by leading set manufacturers in late 1945, and, if these figures are only partially attained during 1946, it should assure the radio public of a sufficient volume of sets from which to make purchases in 1946.

In past years RADIO ANNUAL has presented United States Bureau of the Census figures for Radio Homes, similar figures as released by the National Association of Broadcasters, and RADIO ANNUAL's estimates of Radio Homes for all U. S. counties and for Metropolitan Districts. This year's figures include estimates for Metropolitan Districts and for all other cities (counties) with a population of 25,000 or more.

# Major Markets— Radio Homes 1946

*Estimated As of March 1st, 1946, for All Metropolitan District Counties*

## ALABAMA

	1946 Radio Homes
<b>Metropolitan Districts— Counties:</b>	
Birmingham (Jefferson) ..	115,532
Mobile (Mobile) .....	41,106
Montgomery (Montgomery) .....	19,925
<b>Counties With Cities Less Than 50,000 Population:</b>	
Anniston (Calhoun) .....	11,840
Decatur (Morgan) .....	7,783
Dothan (Houston) .....	5,406
Gadsden (Etowah) .....	14,983
Huntsville (Madison) .....	9,863
Muscle Shoals City (Colbert) .....	5,355
Opelika (Lee) .....	3,345
Selma (Dallas) .....	4,263
Tuscaloosa (Tuscaloosa) ..	10,607
<b>TOTAL STATE .....</b>	<b>406,309</b>

## ARIZONA

<b>Metropolitan District— County:</b>	
Phoenix (Maricopa) .....	49,869
<b>Counties With Cities Less Than 50,000 Population:</b>	
Globe (Gila) .....	6,211
Lowell (Cochise) .....	8,425
Prescott (Yavapai) .....	5,487
Safford (Graham) .....	1,795
Tucson (Pima) .....	21,192
<b>TOTAL STATE .....</b>	<b>124,750</b>

## ARKANSAS

<b>Metropolitan District— County:</b>	
Little Rock (Pulaski) .....	39,895
<b>Counties With Cities Less Than 50,000 Population:</b>	
El Dorado (Union) .....	8,700
Fort Smith (Sebastian) .....	14,502
Helena (Phillips) .....	4,253
Hot Spring (Garland) .....	8,415

Jonesboro (Craighead) .....	8,005
Pine Bluff (Jefferson) .....	9,149
Siloam Springs (Benton) .....	5,814
<b>TOTAL STATE .....</b>	<b>285,841</b>

## CALIFORNIA

<b>Metropolitan Districts— Counties:</b>	
Fresno (Fresno) .....	48,886
Los Angeles (Los Angeles, Orange) .....	1,150,703
Sacramento (Sacramento) ..	57,288
San Francisco-Oakland (Alameda, Contra Costa, Marin, San Francisco, San Mateo, Solano) .....	620,599
San Diego (San Diego) .....	138,059
San Jose (Santa Clara) .....	60,737
Stockton (San Joaquin) .....	40,374

<b>Counties With Cities Less Than 50,000 Population:</b>	
Bakersfield (Kern) .....	37,690
Chico (Butte) .....	11,832
El Centro (Imperial) .....	10,750
Eureka (Humboldt) .....	12,433
Marysville (Yuba) .....	4,549
Merced (Merced) .....	11,107
Modesto (Stanislaus) .....	22,368
Monterey (Monterey) .....	21,063
Redding (Shasta) .....	7,721
Riverside (Riverside) .....	36,087
San Bernardino (San Bernardino) .....	56,045
Santa Barbara (Santa Barbara) .....	22,937
San Luis Obispo (San Luis Obispo) .....	11,607
Santa Rosa (Sonoma) .....	23,123
Visalia (Tulare) .....	26,285
Watsonville (Santa Cruz) .....	13,188
<b>TOTAL STATE .....</b>	<b>2,844,345</b>

## COLORADO

	1946 Radio Homes
<b>Metropolitan Districts— Counties:</b>	
Denver <sup>2</sup> (Arapahoe, Denver, Jefferson) .....	134,960
Pueblo (Pueblo) .....	20,395
<b>Counties With Cities Less Than 50,000 Population:</b>	
Alamosa (Alamosa) .....	1,900
Colorado Springs (El Paso) .....	19,675
Durango (La Plata) .....	18,390
Grand Junction (Mesa) ..	6,915
Greeley (Weld) .....	13,464
La Junta (Otero) .....	5,630
Sterling (Logan) .....	3,682
<b>TOTAL STATE</b> .....	<b>309,443</b>

## CONNECTICUT

<b>Metropolitan Districts— Counties:</b>	
Bridgeport (Fairfield) ..	132,396
Hartford - New Britain (Hartford, Middlesex) .	158,235
New Haven-Waterbury (New Haven) .....	147,804
<b>Counties With Cities Less Than 50,000 Population:</b>	
New London (New Lon- don) .....	37,353
Torrington (Litchfield) ..	25,180
<b>TOTAL STATE</b> .....	<b>530,520</b>

## DELAWARE

<b>Metropolitan District— County:</b>	
Wilmington (New Castle)	53,524
<b>TOTAL STATE</b> .....	<b>75,206</b>

## DIST. OF COLUMBIA

<b>Metropolitan District— Counties:</b>	
Washington (District of Columbia, Montgomery, Prince Georges, Md.; Alexandria City, Arling- ton, Va.) .....	337,138
<b>TOTAL STATE</b> .....	<b>231,946</b>

## FLORIDA

<b>Metropolitan Districts— Counties:</b>	
Jacksonville (Duval) ....	60,803
Miami (Dade) .....	86,413
Tampa-St. Petersburg (Hillsborough, Pinellas)	81,077
<b>Counties With Cities Less Than 50,000 Population:</b>	
Daytona Beach (Volusia) .	12,107
Ft. Myers (Lee) .....	4,661
Gainesville (Alachua) ...	5,650
Lakeland (Polk) .....	17,809
Lake Worth-West Palm Beach (Palm Beach)...	20,100
Ocala (Marion) .....	4,579
Orlando (Orange) .....	19,168
Panama City (Bay) .....	6,109
Pensacola (Escambia) ...	17,514
St. Augustine (St. Johns) .	3,804
Sarasota (Manatee) .....	5,181
Tallahassee (Leon) .....	5,058
<b>TOTAL STATE</b> .....	<b>448,219</b>

## GEORGIA

<b>Metropolitan Districts— Counties:</b>	
Atlanta (DeKalb, Fulton) .	125,718
Augusta (Richmond) ....	17,089
Columbus (Muscogee, Rus- sell, Ala.) .....	23,276
Macon (Bibb) .....	18,671
Savannah (Chatham) ....	29,409
<b>Counties With Cities Less Than 50,000 Population:</b>	
Albany (Dougherty) .....	4,447
Athens (Clarke) .....	5,548
Brunswick (Glynn) .....	5,518
Cedartown (Polk) .....	4,508
Cordele (Crisp) .....	1,774
Dalton (Murray) .....	1,305
Dublin (Laurens) .....	2,998
Gainesville (Hall) .....	5,365
Griffin (Spalding) .....	4,977
La Grange (Troup) .....	5,324
Moultrie (Colquitt) .....	3,651
Rome (Floyd) .....	12,156
Thomasville (Thomas) ...	4,171
Toccoa (Stephens) .....	2,193
Valdosta (Lowndes) .....	4,120
Waycross (Ware) .....	4,151
<b>TOTAL STATE</b> .....	<b>479,048</b>



## IDAHO

Counties With Cities Less Than 50,000 Population:	1946 Radio Homes
Boise City (Ada) .....	15,343
Idaho Falls (Bonneville) ..	5,395
Lewiston (Nez Perce).....	4,702
Nampa (Canyon) .....	9,965
Pocatello (Bannock) .....	9,271
Twin Falls (Twin Falls) ..	8,496
Wallace (Snoshane) .....	6,956
<b>TOTAL STATE</b> .....	<b>132,418</b>

## ILLINOIS

Metropolitan Districts— Counties:	
Chicago (Cook, DuPage, Lake; Lake, Ind.) .....	1,440,757
Decatur (Macon) .....	26,670
Peoria (Peoria, Tazewell)	63,181
Rockford (Winnebago) ..	40,931
Rock Island-Moline-Daven- port (Rock Island, Ill.; Scott, Iowa) .....	65,058
Springfield (Sangamon) ..	35,946
Counties With Cities Less Than 50,000 Population:	
Aurora-Elgin (Kane) ....	39,961
Bloomington (McLean) ..	21,258
Sairo (Alexander) .....	4,182
Carthage (Hancock) .....	6,783
Champaign-Urbana (De Witt) .....	4,641
Danville (Vermilion) .....	21,707
Galesburg (Knox) .....	15,310
Harrisburg (Saline) .....	8,231
Herrin (Williamson) .....	12,301
Jacksonville (Morgen) ..	7,925
Joliet (Will) .....	34,242
Quincy (Adams) .....	17,525
Tuscola (Douglas) .....	4,294
<b>TOTAL STATE</b> .....	<b>2,391,170</b>

## INDIANA

Metropolitan Districts— Counties:	
Evansville (Vanderburgh; Henderson, Ky.) .....	48,461
Fort Wayne (Allen) .....	48,134
Indianapolis (Marion) ..	161,291
South Bend (St. Joseph) ..	50,359
Terre Haute (Vigo) .....	29,976
Counties With Cities Less Than 50,000 Population:	
Anderson (Madison) .....	28,677

Elkhart (Elkhart) .....	21,154
Kokomo (Howard) .....	14,589
Lafayette-West Lafayette (Tpeccanoe) .....	16,715
Marion (Grant) .....	17,241
Michigan City (La Porte)	19,936
Muncie (Delaware) .....	24,489
Richmond (Wayne) .....	18,388

**TOTAL STATE** .....

1,010,757

## IOWA

Metropolitan Districts— Counties:	
Cedar Rapids (Linn) .....	28,601
Davenport-Rock Island- Moline (Scott; Rock Is- land, Ill.) .....	65,058
Des Moines (Polk) .....	62,545
Sioux City (Woodbury) ..	27,523
Waterloo (Black Hawk) ..	24,946
Counties With Cities Less Than 50,000 Population:	
Ames (Story) .....	9,761
Boone (Boone) .....	7,231
Burlington (Des Moines) ..	13,236
Clinton (Clinton) .....	13,226
Decorah (Winneshiek) ...	5,008
Dubuque (Dubuque) .....	16,552
Ft. Dodge (Webster) .....	10,567
Iowa City (Johnson) .....	9,067
Marshalltown (Marshall) ..	9,302
Mason City (Cerro Gordo)	11,356
Ottumwa (Wapello) .....	12,528
Shenandoah (Page) .....	5,895
Spencer (Clay) .....	4,426
<b>TOTAL STATE</b> .....	<b>697,048</b>

## KANSAS

Metropolitan Districts— Counties:	
Topeka (Shawnee) .....	27,193
Wichita (Sedgwick) .....	59,875
Counties With Cities Less Than 50,000 Population:	
Atchison (Atchison) .....	5,110
Coffeyville (Montgomery)	12,841
Dodge City (Kiowa) .....	1,091
Emporia (Lyon) .....	6,201
Garden City (Finney) .....	2,815
Great Bend (Barton) .....	6,354
Hutchinson (Reno) .....	14,906
Lawrence (Douglas) .....	9,863
Manhattan (Riley) .....	6,405
Pittsburgh (Crawford) ..	11,301
Salina (Salina) .....	9,659
<b>TOTAL STATE</b> .....	<b>491,499</b>

# KENTUCKY

	1946
<b>Metropolitan District—</b>	<b>Radio</b>
<b>Counties:</b>	<b>Homes</b>
Louisville (Jefferson; Clark, Floyd, Ind.) . . . . .	143,898
<b>Counties With Cities Less</b>	
<b>Than 50,000 Population:</b>	
Bowling Green (Warren) . . . . .	6,171
Harlan (Harlan) . . . . .	10,475
Hopkinsville (Christian) . . . . .	5,722
Lexington (Fayette) . . . . .	21,267
Owensboro (Davies) . . . . .	11,579
Paducah (McCracken) . . . . .	10,781
<b>TOTAL STATE</b> . . . . .	<b>522,402</b>

# LOUISIANA

<b>Metropolitan Districts—</b>	
<b>Parishes:</b>	
New Orleans (Jefferson, Orleans) . . . . .	140,776
Shreveport (Caddo) . . . . .	28,317
<b>Parishes With Cities Less</b>	
<b>Than 50,000 Population:</b>	
Alexandria (Rapides) . . . . .	13,915
Baton Rouge (East Baton Rouge) . . . . .	22,938
Lafayette (Lafayette) . . . . .	4,947
Lake Charles (Calcasieu) . . . . .	13,209
Monroe (Ouachita) . . . . .	11,684
<b>TOTAL STATE</b> . . . . .	<b>382,598</b>

# MAINE

<b>Metropolitan District—</b>	
<b>County:</b>	
Portland (Cumberland) . . . . .	45,601
<b>Counties With Cities Less</b>	
<b>Than 50,000 Population:</b>	
Augusta (Kennebec) . . . . .	
Bangor (Penobscot) . . . . .	23,323
Lewiston (Androscoggin) . . . . .	20,965
Presque Isle (Aroostook) . . . . .	
<b>TOTAL STATE</b> . . . . .	<b>215,745</b>

# MARYLAND

<b>Metropolitan District—</b>	
<b>County:</b>	
Baltimore (Baltimore City, Anne Arundel, Balti- more) . . . . .	348,345
<b>Counties With Cities Less</b>	
<b>Than 50,000 Population:</b>	
Cumberland (Allegany) . . . . .	21,902
Frederick (Frederick) . . . . .	11,913
Hagerstown (Washington) . . . . .	18,703
Salisbury (Wicomico) . . . . .	7,986
<b>TOTAL STATE</b> . . . . .	<b>534,951</b>

# MASSACHUSETTS

<b>Metropolitan Districts—</b>	
<b>Counties:</b>	
Boston-Lowell-Lawrence- Haverhill (Essex, Mid- dlesex, Norfolk, Plym- outh, Suffolk) . . . . .	808,222
Fall River-New Bedford (Bristol) . . . . .	103,151
Springfield - Holyoke (Hampden, Hampshire) . . . . .	118,757
Worcester (Worcester) . . . . .	140,743
<b>Counties With Cities Less</b>	
<b>Than 50,000 Population:</b>	
Greenfield (Franklin) . . . . .	13,606
Pittsfield (Berkshire) . . . . .	37,057
<b>TOTAL STATE</b> . . . . .	<b>1,236,853</b>

# MICHIGAN

<b>Metropolitan Districts—</b>	
<b>Counties:</b>	
Detroit (Macomb, Oakland, Wayne) . . . . .	769,613
Flint (Genesee) . . . . .	67,960
Grand Rapids (Kent) . . . . .	73,874
Kalamazoo (Kalamazoo) . . . . .	31,427
Lansing (Ingham) . . . . .	39,687
Saginaw-Bay City (Sagi- naw, Bay) . . . . .	59,102
<b>Counties With Cities Less</b>	
<b>Than 50,000 Population:</b>	
Ann Arbor (Washtenaw) . . . . .	30,616
Battle Creek (Calhoun) . . . . .	31,939
Calumet (Houghton) . . . . .	9,975
Escanaba (Delta) . . . . .	7,660
Ironwood (Gogebic) . . . . .	6,640
Jackson (Jackson) . . . . .	28,972
Lapeer (Lapeer) . . . . .	7,119
Marquette (Marquette) . . . . .	10,608
Muskegon (Muskegon) . . . . .	30,782
Port Huron (Saint Clair) . . . . .	24,006
Sault Ste. Marie (Chip- pewa) . . . . .	6,681
Traverse City (Grand Tra- verse) . . . . .	5,100
<b>TOTAL STATE</b> . . . . .	<b>1,577,101</b>

# MINNESOTA

<b>Metropolitan Districts—</b>	
<b>Counties:</b>	
Duluth - Superior (St. Louis; Douglas, Wisc.) . . . . .	69,466
Minneapolis - St. Paul (Anoka, Hennepin, Ram- sey, Washington) . . . . .	295,595
<b>Counties With Cities Less</b>	
<b>Than 50,000 Population:</b>	
Albert Lea (Freeborn) . . . . .	7,782
Fergus Falls (Otter Tail) . . . . .	10,608

	1946 Radio Homes
Mankato (Blue Earth) . . . . .	8,842
Moorhead (Clay) . . . . .	5,599
Northfield (Dakota) . . . . .	10,240
Rochester (Olmstead) . . . . .	10,192
St. Cloud (Stearns) . . . . .	12,535
Willmar (Krandiyohi) . . . . .	5,803
Winona (Winona) . . . . .	9,078
<b>TOTAL STATE</b> . . . . .	<b>740,105</b>

**MISSISSIPPI**

<b>Metropolitan District—</b>	
<b>County:</b>	
Jackson (Hinds) . . . . .	19,416
<b>Counties With Cities Less</b>	
<b>Than 50,000 Population:</b>	
Clarksdale (Coahoma) . . . . .	4,212
Columbus (Lowndes) . . . . .	4,161
Greenville (Washington) . . . . .	6,966
Greenwood (Leflore) . . . . .	5,436
Gulfport (Harrison) . . . . .	11,056
Hattiesburg (Forrest) . . . . .	7,088
Laurel (Jones) . . . . .	6,989
McComb (Pike) . . . . .	4,600
Meriden (Lauderdale) . . . . .	8,894
Natchez (Adams) . . . . .	3,141
Tupelo (Lee) . . . . .	4,865
Vicksburg (Warren) . . . . .	5,884
<b>TOTAL STATE</b> . . . . .	<b>243,414</b>

**MISSOURI**

<b>Metropolitan Districts—</b>	
<b>Counties:</b>	
Kansas City (Mo.)-Kan-	
sas City (Kan.) (Jack-	
son, Mo.; Johnson, Wy-	
andotte, Kan.) . . . . .	233,850
St. Joseph (Buchanan) . . . . .	22,012
St. Louis (St. Louis City,	
St. Charles, St. Louis;	
Madison, St. Clair, Ill.) . . . . .	455,277
Springfield (Greene) . . . . .	25,622
<b>Counties With Cities Less</b>	
<b>Than 50,000 Population:</b>	
Cape Girardeau (Cape Gi-	
rardeau) . . . . .	7,996
Columbia (Boone) . . . . .	9,046
Hannibal (Marion) . . . . .	7,680
Jefferson City (Cole) . . . . .	6,925
Joplin (Jasper) . . . . .	22,173
Poplar Bluff (Butler) . . . . .	4,845
Sedalia (Pettis) . . . . .	7,497
<b>TOTAL STATE</b> . . . . .	<b>984,066</b>

**MONTANA**

<b>Counties With Cities Less</b>	
<b>Than 50,000 Population:</b>	
Billings (Yellowstone) . . . . .	10,720
Bozeman (Gallatin) . . . . .	4,416
Butte (Silverbow) . . . . .	16,751
Great Falls (Cascade) . . . . .	13,280
Helena (Lewis & Clark) . . . . .	6,038
Kalispel (Flathead) . . . . .	6,232
Miles City (Custer) . . . . .	2,560
Missoula (Missoula) . . . . .	7,170
Sidney (Richland) . . . . .	2,070
<b>TOTAL STATE</b> . . . . .	<b>135,506</b>

**NEBRASKA**

<b>Metropolitan Districts—</b>	
<b>Counties:</b>	
Lincoln (Lancaster) . . . . .	30,347
Omaha-Council Bluffs,	
Iowa (Douglas; Potta-	
wattamie, Iowa) . . . . .	95,032
<b>Counties With Cities Less</b>	
<b>Than 50,000 Population:</b>	
Fremont (Dodge) . . . . .	6,854
Grand Isle (Hall) . . . . .	8,160
Hastings (Adams) . . . . .	7,211
Kearney (Buffalo) . . . . .	5,701
Norfolk (Madison) . . . . .	5,793
North Platte (Lincoln) . . . . .	6,864
Scotts Bluff (Scotts Bluff)	7,017
<b>TOTAL STATE</b> . . . . .	<b>341,022</b>

**NEVADA**

<b>Counties With Cities Less</b>	
<b>Than 50,000 Population:</b>	
Las Vegas (Clark) . . . . .	10,526
Reno (Washoe) . . . . .	10,638
<b>TOTAL STATE</b> . . . . .	<b>42,306</b>

**NEW HAMPSHIRE**

<b>Metropolitan District—</b>	
<b>County:</b>	
Manchester (Hillsborough)	41,302
<b>Counties With Cities Less</b>	
<b>Than 50,000 Population:</b>	
Keene (Cheshire) . . . . .	9,210
Laconia (Belknap) . . . . .	5,895
Portsmouth (Strafford) . . . . .	11,995
<b>TOTAL STATE</b> . . . . .	<b>133,858</b>

## NEW JERSEY

	1946 Radio Homes
Metropolitan Districts— Counties:	
Atlantic City (Atlantic) ..	33,326
Trenton (Mercer) .....	55,356
County With City Less Than 50,000 Population:	
Bridgeton (Cumberland) ..	20,083
TOTAL STATE .....	1,247,329

## NEW MEXICO

Counties With Cities Less Than 50,000 Population:	
Carlsbad (Eddy) .....	4,467
Clovis (Curry) .....	5,549
Hobbs (Lea) .....	4,233
Las Vegas (San Miguel) ..	2,029
Roswell (Chaves) .....	4,834
Santa Fe (Santa Fe) .....	4,069
Tucumcari (Quay) .....	2,305
TOTAL STATE .....	80,662

## NEW YORK

Metropolitan Districts— Counties:	
Albany-Schenectady-Troy (Albany, Rensselaer, Schenectady) .....	145,360
Binghamton (Broome) .....	47,718
Buffalo-Niagara Falls (Erie, Niagara) .....	291,422
New York - Northeastern N. J. (Bronx, Kings, Nassau, New York, Queens, Westchester; Bergen, Essex, Hudson, Middlesex, Monmouth, Morris, Passaic, Union, N. J.) .....	3,460,741
Rochester (Monroe) .....	133,927
Syracuse (Onondaga) .....	84,710
Utica-Rome (Herkimer, Oneida) .....	75,435
Counties With Cities Less Than 50,000 Population:	
Amsterdam (Montgomery) ..	17,013
Auburn (Cayuga) .....	18,114
Batavia (Genesee) .....	11,526
Elmira (Chemung) .....	23,243
Gloversville (Fulton) .....	14,208
Ithaca (Tioga) .....	7,058
Jamestown (Chautauqua) ..	37,635
Kingston (Ulster) .....	23,984
Middletown (Orange) .....	36,516
Newburgh (Orange) .....	39,065
Ogdensburgh (St. Lawrence) ence) .....	20,695
Olean (Cattaraugus) .....	17,870

Plattsburgh (Clinton) ...	9,567
Poughkeepsie (Dutchess) ..	31,394
Saranac Lake (Franklin) ..	9,608
Watertown (Jefferson) ..	20,515
TOTAL STATE .....	3,969,928

## NORTH CAROLINA

Metropolitan Districts— Counties:	
Asheville (Buncombe) ...	21,170
Charlotte (Mecklenburg) ..	33,958
Durham (Durham) .....	19,010
Greensboro (Guilford) ...	34,810
Winston-Salem (Forsyth)	25,719
Counties With Cities Less Than 50,000 Population:	
Burlington (Alamance) ..	10,597
Concord (Cabarrus) .....	12,566
Elizabeth (Pasquotank) ..	3,865
Fayetteville (Cumberland)	8,741
Gastonia (Gaston) .....	17,166
Greenville (Pitt) .....	7,120
Henderson (Vance) .....	3,559
Hickory (Catawba) .....	9,526
Kinston (Lenoir) .....	5,742
New Bern (Craven) .....	4,528
Raleigh (Wake) .....	19,500
Roanoke Rapids (North- ampton) .....	2,050
Rocky Mount (Edgecomb, Nash) .....	13,334
Salisbury (Rowan) .....	12,362
Washington (Beaufort) ..	3,321
Wilson (Wilson) .....	6,711
Wilmington (New Han- over) .....	15,419
TOTAL STATE .....	565,853

## NORTH DAKOTA

Counties With Cities Less Than 50,000 Population:	
Bismarck (Burleigh) .....	4,977
Devils Lake (Ramsey) ..	3,172
Fargo (Cass) .....	13,138
Grand Forks (Grand Forks) .....	7,935
Jamestown (Stutsman) ..	4,630
Mandan (Morton) .....	4,069
Minot (Ward) .....	7,160
Valley City (Barnes) .....	3,794
TOTAL STATE .....	139,990

## OHIO

Metropolitan District— Counties:	
Akron (Summit) .....	111,150
Canton (Stark) .....	73,667

• • • **MAJOR MARKETS—RADIO HOMES 1946** • • •

	<b>1946 Radio Homes</b>
Cincinnati (Hamilton, Dearborn, Ind.; Campbell, Kenton, Ky.)	270,465
Cleveland (Cuyahoga)	381,691
Columbus (Franklin)	129,504
Dayton (Montgomery)	107,352
Hamilton - Middletown (Butler)	36,970
Springfield (Clark)	30,554
Toledo (Lucas)	104,591
Youngstown (Mahoning, Trumbull)	101,220
<b>Counties With Cities Less Than 50,000 Population:</b>	
Ashtabula (Ashtabula)	19,308
Elyria-Lorain (Lorain)	34,515
Findlay (Hancock)	10,934
Lima (Allen)	21,759
Mansfield (Richland)	21,485
Marion (Marion)	14,262
Newark (Licking)	18,987
Portsmouth (Sciota)	18,692
Stubenville (Jefferson)	23,723
Zanesville (Muskingum)	19,848
<b>TOTAL STATE</b>	<b>2,066,995</b>

## OKLAHOMA

<b>Metropolitan Districts— Counties:</b>	
Oklahoma City (Oklahoma)	76,766
Tulsa (Tulsa)	59,765
<b>Counties With Cities Less Than 50,000 Population:</b>	
Ada (Pontotoc)	6,058
Ardmore (Carter)	6,650
Bartlesville (Washington)	6,823
Elk City (Beckham)	4,049
Enid (Garfield)	11,021
Lawton (Comanche)	10,546
Muskogee (Muskogee)	14,731
Norman (Cleveland)	6,456
Okmulgee (Okmulgee)	7,903
Ponca City (Kay)	11,271
<b>TOTAL STATE</b>	<b>467,012</b>

## OREGON

<b>Metropolitan District— County:</b>	
Portland (Clackamas, Multnomah)	178,400
<b>Counties With Cities Less Than 50,000 Population:</b>	
Albany (Linn)	9,098
Astoria (Clatsop)	9,414

Baker (Baker)	3,692
Bend (Deschutes)	5,406
Corvallis (Benton)	6,711
Grants Pass (Josephine)	4,171
Klamath Falls (Klamath)	1,181
La Grande (Union)	4,539
Marshfield (Coos)	9,037
Medford (Jackson)	14,157
Pendleton (Umatilla)	8,007
Roseburg (Douglas)	6,660
Salem (Marion)	21,824
The Dalles (Wasco)	3,202

**TOTAL STATE** ..... 382,371

## PENNSYLVANIA

<b>Metropolitan Districts— Counties:</b>	
Allentown-Bethlehem-Easton (Lehigh, Northampton)	99,401
Altoona (Blair)	37,057
Erie (Erie)	55,292
Harrisburg (Dauphin)	51,352
Johnstown (Cambria)	47,401
Lancaster (Lancaster)	54,484
Philadelphia (Delaware, Montgomery, Phil.; Burlington, Camden, Gloucester, N. J.)	891,603
Pittsburgh (Allegheny, Fayette, Washington, Westmoreland)	558,669
Reading (Berks)	66,967
Scranton-Wilkes Barre (Lackawanna, Luzerne)	163,866
York (York)	51,931
<b>Counties With Cities Less Than 50,000 Population:</b>	
Aliquippa (Beaver)	44,391
Butler (Butler)	21,899
Du Bois (Clearfield)	19,094
Grove City-Sharon (Mercer)	30,345
Lebanon (Lebanon)	19,958
Lewiston (Mifflin)	9,516
New Castle (Lawrence)	27,171
Sharon (Sharon)	28,013
Williamsport (Lycoming)	27,073

**TOTAL STATE** ..... 2,686,404

## RHODE ISLAND

<b>Metropolitan District— County:</b>	
Providence (Bristol Kent, Newport, Providence)	202,178
<b>TOTAL STATE</b>	<b>212,427</b>

# SOUTH CAROLINA

	<b>1946</b>
<b>Metropolitan Districts—</b>	<b>Radio</b>
<b>Counties:</b>	<b>Homes</b>
Charleston (Charleston) . . . . .	26,876
Columbia (Richland) . . . . .	21,344
<b>Counties With Cities Less</b>	
<b>Than 50,000 Population:</b>	
Anderson (Anderson) . . . . .	13,137
Florence (Florence) . . . . .	7,425
Greenville (Greenville) . . . . .	29,299
Greenwood (Greenwood) . . . . .	5,956
Rock Hill (York) . . . . .	8,352
Spartanburg (Spartan-	
burg) . . . . .	24,148
Sumpter (Sumpter) . . . . .	4,824
<b>TOTAL STATE</b> . . . . .	<b>255,886</b>

# SOUTH DAKOTA

<b>Counties With Cities Less</b>	
<b>Than 50,000 Population:</b>	
Aberdeen (Brown) . . . . .	7,089
Pierre (Hughes) . . . . .	1,693
Rapid City (Pennington) . . . . .	6,109
Sioux Falls (Minnehaha) . . . . .	17,295
Vermillion (Clay) . . . . .	2,244
Watertown (Codington) . . . . .	3,978
Yankton (Yankton) . . . . .	3,080
<b>TOTAL STATE</b> . . . . .	<b>148,611</b>

# TENNESSEE

<b>Metropolitan Districts—</b>	
<b>Counties:</b>	
Chattanooga (Hamilton,	
Walker, Ga.) . . . . .	50,184
Knoxville (Knox) . . . . .	42,633
Memphis (Shelby) . . . . .	86,544
Nashville (Davidson) . . . . .	67,720
<b>Counties With Cities Less</b>	
<b>Than 50,000 Population:</b>	
Clarksville (Montgomery) . . . . .	5,610
Cookeville (Putnam) . . . . .	2,774
Jackson (Madison) . . . . .	9,720
Johnson (Washington) . . . . .	10,149
<b>TOTAL STATE</b> . . . . .	<b>524,900</b>

# TEXAS

<b>Metropolitan Districts—</b>	
<b>Counties:</b>	
Amarillo (Potter) . . . . .	17,438
Austin (Travis) . . . . .	24,978
Beaumont-Port Arthur	
(Jefferson) . . . . .	44,783
Corpus Christi (Nueces) . . . . .	24,259
Dallas (Dallas) . . . . .	126,918
El Paso (El Paso) . . . . .	29,877
Fort Worth (Tarrant) . . . . .	72,085
Galveston (Galveston) . . . . .	26,462
Houston (Harris) . . . . .	159,271
San Antonio (Bexar) . . . . .	99,124
Waco (McLennan) . . . . .	25,032

## Counties With Cities Less Than 50,000 Population:

Abilene (Taylor) . . . . .	12,058
Big Spring (Howard) . . . . .	5,110
Brady (McCulloch) . . . . .	2,448
Brownsville-Harlingen	
(Cameron) . . . . .	10,618
Brownwood (Brown) . . . . .	7,466
College Station (Brazos) . . . . .	4,916
Corsicana (Navarro) . . . . .	7,507
Denton (Denton) . . . . .	8,404
Huntsville (Walker) . . . . .	1,999
Kilgore-Longview (Gregg) . . . . .	12,637
Laredo (Webb) . . . . .	5,554
Lubbock (Lubbock) . . . . .	14,720
Lufkin (Angelina) . . . . .	5,242
Midland (Midland) . . . . .	2,998
Palestine (Anderson) . . . . .	4,804
Pampa (Gray) . . . . .	6,242
Paris (Lamar) . . . . .	8,680
Pecos (Reeves) . . . . .	1,570
Plainview (Hale) . . . . .	4,304
San Angelo (Tom Green) . . . . .	10,127
Sherman (Grayson) . . . . .	15,912
Sweetwater (Nolan) . . . . .	3,447
Temple (Bell) . . . . .	2,264
*Texarkana (Bowie; Miller,	
Ark.) . . . . .	15,736
Tyler (Smith) . . . . .	12,800
Vernon (Wilbarger) . . . . .	4,712
Victoria (Victoria) . . . . .	3,998
Weslaco (Hidalgo) . . . . .	12,066
Wichita Falls (Wichita) . . . . .	19,162

**TOTAL STATE** . . . . . 1,366,291

\* Includes Texarkana, Ark.

# UTAH

<b>Metropolitan District—</b>	
<b>County:</b>	
Salt Lake City (Salt Lake)	70,666
<b>Counties With Cities Less</b>	
<b>Than 50,000 Population:</b>	
Cedar City (Iron) . . . . .	1,866
Logan (Cache) . . . . .	7,333
Ogden (Weber) . . . . .	20,791
Price (Carbon) . . . . .	4,641
Provo (Utah) . . . . .	16,024

**TOTAL STATE** . . . . . 165,284

# VERMONT

<b>Counties With Cities Less</b>	
<b>Than 10,000 Population:</b>	
Burlington (Chittenden) . . . . .	13,126
Rutland (Rutland) . . . . .	10,842
St. Albans (Franklin) . . . . .	6,364
Waterbury (Washington) . . . . .	9,190

**TOTAL STATE** . . . . . 89,228

# VIRGINIA

<b>Metropolitan Districts—</b>	
<b>Counties:</b>	
Norfolk-Portsmouth-New-	
port News (Hampton),	

**MAJOR MARKETS—RADIO HOMES 1946**

	<b>1946</b>
Newport News, Norfolk	<b>Radio</b>
Portsmouth, South Norfolk, Citles, Elizabeth City, Norfolk, Princess Anne, Warwick) . . . . .	<b>Homes</b>
Richmond (Richmond City, Henrico) . . . . .	116,038
Roanoke (Roanoke City; Roanoke) . . . . .	67,927
<b>Counties With Cities Less Than 50,000 Population:</b>	26,781
Charlottesville (Charlottesville City; Albermarle) . . . . .	7,293
Covington (Clifton, Forge City; Alleghany) . . . . .	5,457
Danville (Danville City; Pittsylvania) . . . . .	14,960
Fredrichsburg (Fredrichsburg City; Spotsylvania) . . . . .	4,444
Harrisonburg (Harrisonburg City; Rockingham) . . . . .	7,333
Lynchburg (Lynchburg City; Campbell) . . . . .	14,055
Martinsville (Martinsville City; Henry) . . . . .	5,987
Petersburg (Petersburg City; Dinwiddie) . . . . .	8,457
Suffolk (Suffolk City; Nansemond) . . . . .	5,171
<b>TOTAL STATE</b> . . . . .	<b>544,826</b>

**WASHINGTON**

<b>Metropolitan Districts—Counties:</b>	
Seattle (King) . . . . .	221,961
Spokane (Spokane) . . . . .	57,965
Tacoma (Pierce) . . . . .	72,226
<b>Counties With Cities Less Than 50,000 Population:</b>	
Aberdeen (Grays Harbor) . . . . .	14,076
Bellingham (Whatcom) . . . . .	18,761
Centralia (Lewis) . . . . .	10,087
Everett (Snohomish) . . . . .	27,278
Longview (Cowlitz) . . . . .	11,964
Olympia (Thurston) . . . . .	11,794
Pullman (Whitman) . . . . .	7,231
Vancouver (Clarke) . . . . .	24,775
Walla Walla (Walla Walla) . . . . .	8,262
Wenatchee (Chelan) . . . . .	9,322
Yakima (Yakima) . . . . .	24,112
<b>TOTAL STATE</b> . . . . .	<b>628,990</b>

**WEST VIRGINIA**

<b>Metropolitan Districts—Counties:</b>	
Charleston (Kanawha) . . . . .	48,853
Huntington-Ashland (Ky.) (Cabell; Boyd, Ky.; Lawrence, Ohio) . . . . .	43,353

Wheeling (Brooke, Marshall, Ohio; Belmont, Ohio) . . . . .	57,168
<b>Counties With Cities Less Than 50,000 Population:</b>	
Beckley (Raleigh) . . . . .	16,483
Clarksburg (Harrison) . . . . .	17,339
Fairmont (Marion) . . . . .	15,351
Logan (Logan) . . . . .	10,373
Morgantown (Monongalia) . . . . .	11,995
Parkersburg (Wood) . . . . .	15,475
Welch (McDowell) . . . . .	16,595
<b>TOTAL STATE</b> . . . . .	<b>371,663</b>

**WISCONSIN**

<b>Metropolitan Districts—Counties:</b>	
Madison (Dane) . . . . .	41,663
Milwaukee (Wilwaukee) . . . . .	233,941
Racine-Kenosha (Kenosha, Racine) . . . . .	47,211
<b>Counties With Cities Less Than 50,000 Population:</b>	
Ashland (Ashland) . . . . .	4,365
Appleton (Outagamie) . . . . .	18,703
Beloit (Rock) . . . . .	24,989
Eau Claire (Eau Claire) . . . . .	12,164
Fond Du Lac (Fond Du Lac) . . . . .	16,827
Green Bay (Brown) . . . . .	22,860
Janesville (Rock) . . . . .	23,358
La Crosse (La Crosse) . . . . .	17,100
Manitowoc (Manitowoc) . . . . .	16,921
Marinette (Marinette) . . . . .	7,843
Medford (Taylor) . . . . .	3,549
Oshkosh (Winnebago) . . . . .	23,822
Poynette (Columbia) . . . . .	8,874
Rice Lake (Barron) . . . . .	7,629
Sheboygan (Sheboygan) . . . . .	21,791
Stevens Point (Portage) . . . . .	6,609
Wausau (Marathon) . . . . .	17,688
Wisconsin Rapids (Wood) . . . . .	10,608
<b>TOTAL STATE</b> . . . . .	<b>867,045</b>

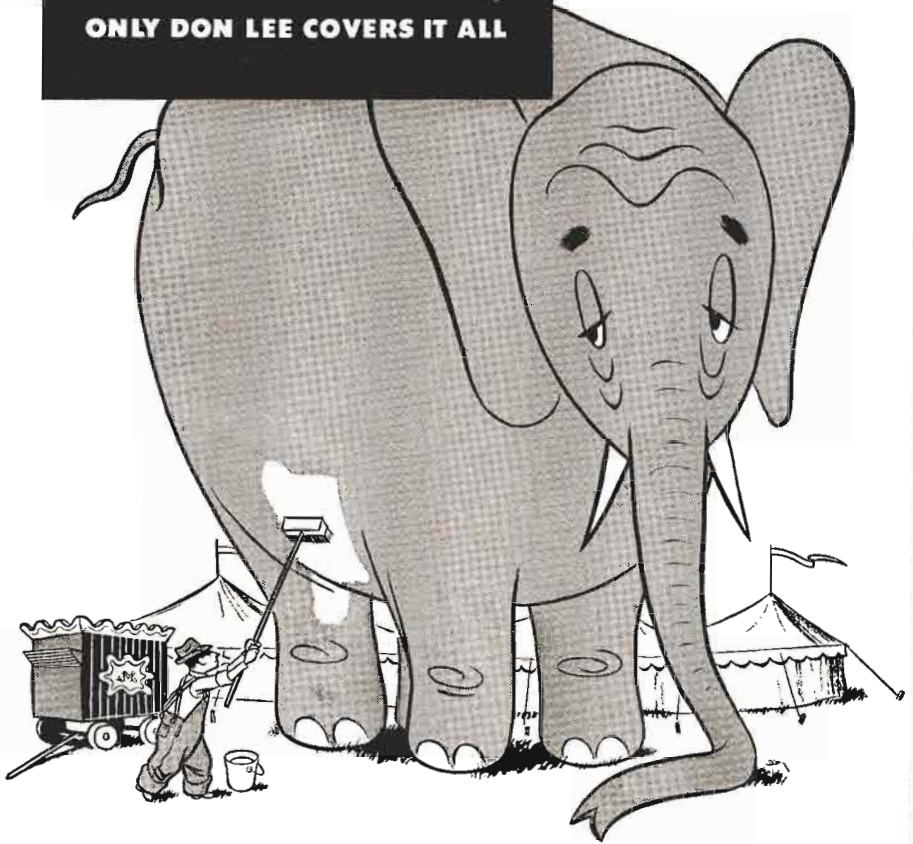
**WYOMING**

<b>Counties With Cities Less Than 50,000 Population:</b>	
Casper (Natrona) . . . . .	6,579
Cheyenne (Laramie) . . . . .	10,587
Powell (Park) . . . . .	4,980
Rock Springs (Sweetwater) . . . . .	5,681
Sheridan (Sheridan) . . . . .	4,457
<b>TOTAL STATE</b> . . . . .	<b>67,153</b>
<b>TOTAL U. S.</b> . . . . .	<b>34,398,302</b>

THE PACIFIC COAST IS

**BIG**

ONLY DON LEE COVERS IT ALL



The Pacific Coast is 1,352 miles long and contains over 11 million people. With 39 stations, Don Lee is the only network big enough to cover it all (the other networks combined have only 28 stations)

*Mutual*  
**DON LEE**  
BROADCASTING SYSTEM

THE NATION'S GREATEST  
REGIONAL NETWORK

Represented nationally by JOHN BLAIR AND COMPANY

256





# NETWORKS

NATIONAL



REGIONAL

# ONLY WMT BRINGS YOU INTO EASTERN IOWA COMPLETELY!

Tell your story! Sell your product in the choice Eastern Iowa Buying market with WMT. Quick, direct, resultful, your salesworthy appeal will blanket the Large Eastern Iowa Area COMPLETELY...! Get YOUR share of this rich market the direct, economical WMT way!

## Some Coverage!

**5000 WATTS ON 600 KC'S**

**(IOWA'S BEST FREQUENCY NOW first in America, with a brand new RCA 5F Transmitter)**

**LARGEST DAY TIME COVERAGE of any station in the state within its 0.5 MV line (3,500,000 people)**

**LARGEST POPULATION COVERAGE of any station in the state within its 2.5 MV line (1,200,000 people)**

**Covers 19,094 SQUARE MILES of sales rich area (2.5 MV)**

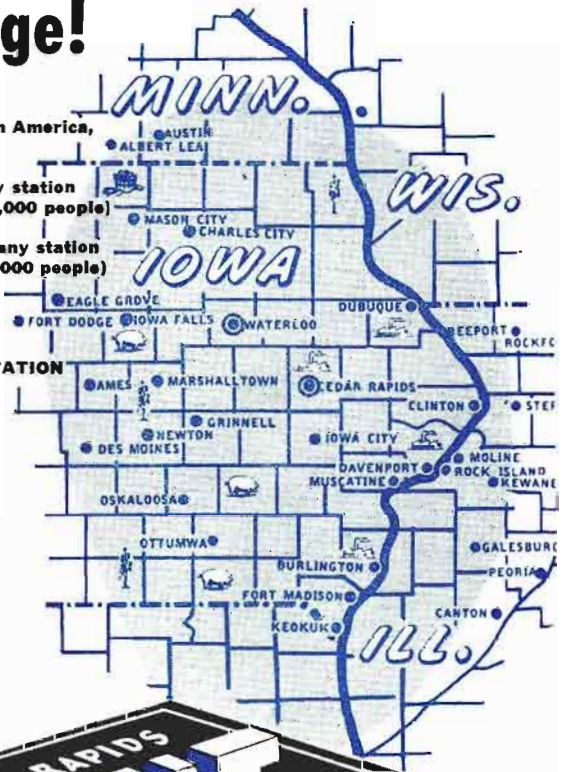
**EASTERN IOWA'S ONLY COLUMBIA STATION leads in popularity day & night.**

**THE BIGGEST RADIO BUY IN THE BEST MARKET OF A GREAT STATE**

### 3 Fast Facts About

#### WMTland's BIG Sales Potential

- The Nation's *FIRST* Farm Market
- Ranks 16th in Manufacturing. (Almost 50% of Iowa's Wealth is INDUSTRIAL.)
- LEADS Nation in per capita wealth (\$4,322 per person)
- A BALANCED Market for Permanent SELLING ACTION!



**Write Today** for information HOW you can get the most out of Iowa's Eastern Area with WMT exclusively... at LOW Cost Coverage.

Represented by KATZ AGENCY

**L**OOKING forward to 1946 as the year of peace with all the plans of the country, its people and industry in general pointing toward a further expansion along all lines, Mark Woods, president of the American Broadcasting Company, Inc., adds that ABC feels the deepest gratification from the year 1945 from its part in helping to bring the country through to the end of a great conflict.



**MARK WOODS**  
President

ABC helped directly through utilizing its facilities and talents to spread messages that helped to curb inflation, sell victory bonds and keep war workers on the job; indirectly, by carrying news back from the battlefields to the main streets of America.

It was for radio and the nation a convulsive year of tragedy and exultation, seeing casualties and victory, the death of a great president and the birth of the United Nations. It brought forth a new energy which—like so many developments in this age—is only as constructive or destructive as we decide to make it.

ABC devoted thousands of hours in these 365 days to unfolding the magic story of a magic year in world history. Our correspondents lived in bizarre corners of the earth and reported what they saw. Our writers, actors and producers turned domestic studios into colorful stages to enact the story of civilization at a crossroad.

Our thanks goes from ABC to its 195 affiliated stations which carried the story to the people.

Part of the thanks must go to ABC's advertisers, who brought programs of comfort, enlightenment and comedy to the people. In any balance sheet of broadcasting they represent far more than the approximately \$40,000,000 of gross sales that they placed with the ABC network during

1945. For these advertisers are the life-blood of American commerce. They promoted their business through our business, and still afforded millions of listeners a chance to laugh or learn or find relief from their cares for at least a few hours of every day.

Much credit goes to those specialists whom we welcomed to our microphones to review sports events, deliver sermons, conduct great music, create great dramatic roles. Without them radio in 1945 would have been mechanical rather than inspirational.

For 1946 the American Broadcasting Company has plans to expand its operations in Television, Research, Programs and Sales.

Television will see new ABC programs produced with greater frequency and ever better program technique as the art develops.

Research in the qualitative field will begin in January on a scale and in a manner not heretofore attempted by the American Broadcasting Company.

New programs are to begin during January, including F. H. LaGuardia; two new series of mystery shows—Dashiell Hammett's "The Fat Man" and William Gargan's "Ideal in Crime"; the program, "Forever Tops!", starring Paul White-man and his entertainers; a comedy show starring Jimmy and Lucille Gleason entitled "Jimmy Gleason's Diner"; and "The American Farmer," a new series of service to the agricultural regions.

In addition, public affairs will find new platforms on ABC. Our service in news will continue to improve in accordance with plans for still better coverage in world news capitals, and on the domestic scene.

It is to be hoped that the country's economic condition during 1946 will enable us to expand even beyond present plans. We look forward with confidence to the New Year.



# AMERICAN BROADCAST



NETWORK FACILITIES  
AS OF FEB. 1, 1966



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# AMERICAN Broadcasting Company, Inc.

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## OPERATING THE BLUE NETWORK

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*R. C. A. Bldg., 30 Rockefeller Plaza  
New York 20, N. Y.  
(Telephone Number Circle 7-5700)*

### BOARD OF DIRECTORS

Edward J. Noble, Chairman  
Mark Woods  
C. Nicholas Priaulx

Franklin S. Wood  
Earl E. Anderson  
Harold V. Hough

### Officers

Edward J. Noble.....Chairman of the Board  
Mark Woods.....President  
Earl E. Anderson.....Vice President  
E. R. Borroff.....Vice President  
C. P. Jaeger.....Vice President  
Keith Kiggins.....Vice President  
Robert Kintner.....Vice President  
John H. Norton, Jr.....Vice President

C. Nicholas Priaulx.....V.P. and Treasurer  
Charles E. Rynd  
Vice President and Assistant Secretary  
Adrian Samish.....Vice President  
Don Searle.....Vice President  
Fred Thrower Jr.....Vice President  
Joseph A. McDonald.....Secretary  
Anthony M. Tennig.....Assistant Treasurer  
Alexander D. Nicol.....Controller

### DEPARTMENTS AND DIVISIONS

#### Advertising and Promotion

Ivor Kenway

Director of Advertising and Promotion

Emile J. Huber.....Sales Promotion Manager

Theodore J. Oberfelder.....Audience Promotion Mgr.

#### Continuity Acceptance

Gertrude Hoffman.....Manager

#### Engineering Operations

George O. Milne

Director of Technical Operations

#### General Engineering

Frank Marx.....Director of General Engineering

Benjamin Adler.....Facilities Engineer

#### Legal

Joseph A. McDonald.....Secty.-General Attorney

Geraldine B. Zorbaugh.....Attorney

C. Clark Stover.....Attorney

#### News Department

Richard L. Tobni.....Director of News

Thomas Velotta.....Director of Special Events

John Madigan.....National News Editor  
Paul Scheffels...Manager of N. Y. News Room

#### Office Management and Personnel Department

D. B. Van Houten

Office Manager and Personnel Manager

#### Program Department

Adrian Samish.....Vice President

Charles C. Barry.....National Program Director

Carol Irwin

Eastern Dir. of Talent and Program Dept.

Eastern Dir. Talent and Prog. Development

Melvin P. Mamboldt.....Production Manager

Paul Whiteman.....Director of Music

Frank Vagnoni.....Manager of Music Division

Harry Wismer.....Director of Sports Division

John C. Turner.....Script Manager

Paul Mowrey.....Manager of Television Division

William Abernathy.....Night Program Manager

Raymond Diaz.....Supervisor of Announcers

Maurice Brachhausen.....Manager of Sound Effects

Helen Guy.....Business Manager

Richard Banner

Dir. of Library and Supervisor of Music Rights

Norah Donovan.....Manager of Literary Rights

## Public Service Department

Harrison B. Summers.....Manager

## Publicity Department

Earl Mullin.....Publicity Manager  
Arthur B Donegan...Assistant Publicity Mgr.  
John Pacey.....Trade News Editor

## Recording

Lawrence Ruddell.....Manager

## Research

Edward F. Evans.....Director of Research  
Ben Gedalecia.....Associate Research Director

## General Sales

Fred Throver Jr.....Vice President  
C. P. Jaeger...Vice President of Creative Sales  
John Donohue.....Eastern Sales Manager  
Humboldt Greig...Mgr. of Bus. Development  
Neil Mulhern.....Detroit Representative  
Robert Post.....Pittsburgh Representative

## Sales Service

Alfred Beckman.....Manager

## Station Sales Department

M. B. Grabhorn.....Manager

## Co-Op Program Sales Department

Stanley Florsheim.....Director  
Barney Cragston.....Sales Manager

## National Spot Sales Department

Ralph Dennis.....National Spot Sales Manager  
John Brooke.....Eastern Spot Sales Manager

## WJZ Management

John H. McNeil.....Manager  
Robert I. Garver.....Sales Manager  
John J. Hade.....Program Manager  
Duncan Miller.....Sales Promotion Manager

## Stations Department

John H. Norton.....Vice President

## Public Relations

Robert Saudek.....Manager  
Doris Hastings...Mgr. of Audience Information

## Treasurers

C. Nicholas Prialux.....Vice Pres. and Treas.  
Anthony M. Hennig.....Assistant Treasurer  
Alexander D. Nicol.....Controller  
Henry T. Hede.....Purchasing Agent

## CENTRAL DIVISION—CHICAGO

E. R. Borroff.....Vice President in Charge  
G. I. Berry.....Sales Manager  
Kenneth Christiansen.....Traffic Supervisor  
Fred J. Dickinson.....Office Manager  
L. E. Douglass.....Program Business Manager  
Walter L. Emerson.....Legal Counsel  
E. C. Horstman.....Engineering Manager  
Eli Henry.....Publicity Manager

F. E. Kasser.....Supervisor of Announcers  
Olive D. McCann.....Supervisor of Research  
Roy McLaughlin  
Mgr. Sta. WENR, Nat. Spot & Local Sales Mgr.  
Cornelius O'Dea.....News Supervisor  
Gene Rouse.....Program Manager  
Karl R. Sutphin.....Sales Promotion Supervisor  
M. S. Wetzel.....Production Manager

## WESTERN DIVISION—HOLLYWOOD

Don Searle.....Vice President in Charge  
Clifford Anderson...Program Business Manager  
Dorothy L. Brown...Continuity Acceptance Mgr.  
R. G. Denechaud.....Engineering Manager  
John J. Edwards...Program Operations Manager  
Paul Kates.....Evening Program Manager  
Russell Hudson.....Sales Service Manager  
George E. Lewin.....Manager of News

Walter W. Lonner.....Traffic Manager  
Ted MacMurray.....Program Manager  
Frank Samuels.....Pacific Coast Sales Manager  
J. Donald Wilson.....Director of Production  
Amos Baron.....Spot Sales Manager  
John J. O'Mara.....Sales Promotion Manager  
Francis Conrad.....Station Relations Manager

## WESTERN DIVISION—SAN FRANCISCO


Gayle Grubb.....General Manager KGO  
A. E. Evans.....Engineering Manager  
Eleanor Higby.....Traffic Manager  
Edith Kirby.....Auditor  
Robert Laws...Promotion and Publicity Manager

Francis La Tourette.....News Manager  
Byron Nelson.....Sales Manager  
Lorraine Jenevein.....Continuity Manager  
Robert Wesson.....Program Manager

## AMERICAN BROADCASTING CO., INC.

WJZ, New York.....Owned, operated and represented by ABC  
WENR, Chicago.....Owned, operated and represented by ABC  
WMAL, Washington.....Owned by Evening Star Publishing Co.  
Represented by ABC  
KGO, San Francisco.....Owned, operated and represented by ABC

*No other broadcaster  
can make this claim!*



**Only way to reach  
the 5,000,000  
radio listeners  
of Michigan is  
with the Michigan  
Radio Network**



**A**LTHOUGH radio broadcasting celebrated its twenty-fifth birthday in 1945, a large part of its "growing up" was packed into the years between Pearl Harbor and V-J Day. Those few years placed a greater responsibility on broadcasting that it had ever had before. They also advanced our technical knowledge farther than we had traveled during the whole course of the preceding 20 years.



**PAUL W. KESTEN**  
Vice-Chairman of Board

As we move now into our first full peacetime year since 1940, we have opportunities far different than we could have imagined even as recently as a year ago. The experience gained from our wartime duties gives us an opportunity for a more important peacetime role than we played before the war. Our inheritance from wartime research laboratories, moreover, gives us an opportunity for faster technical development than we ever enjoyed before.

Today's radio audience is, in my opinion, a direct reflection of the kind of job broadcasting did during the war. It is not the same kind of audience we had in 1940. It, too, did some growing up between Pearl Harbor and V-J Day. Americans are more aware of and more interested in world affairs than they were five years ago. We are a better-informed people. Credit for these facts, in part, belongs to broadcasting.

Not only do we have a different kind of audience than we had before the war, we have—

soon will have—an uncounted number of new adult listeners in our audience. Millions of young Americans, coming home from distant parts of the world, are bringing with them a great liking for American radio and radio entertainers. As they join the ranks of the regular

audience, they offer broadcasting a fresh source of audience interest and loyalty. This is an immediate opportunity broadcasting cannot afford to ignore.

Still another opportunity lies in those parts of the world from which our young men now return. In thousands of foreign cities, towns and hamlets through which these men have passed, an eager interest in things American has been deeply implanted. Looking toward our country's future international interests, we in radio have an obligation to see that the seed thus planted is not left to wither in the ground.

It took less than two months to reveal television as radio's greatest hoped might be accomplished in a year of peacetime effort—high-definition, full-color television in the ultra-high frequencies — was achieved only 60 days after V-J Day. We, and others since ourselves, have clearly demonstrated that better pictures can be broadcast through use of wider channels in the higher frequencies. To this extent, post-war television is running well ahead of the most optimistic schedule that might have been set for it a year ago.

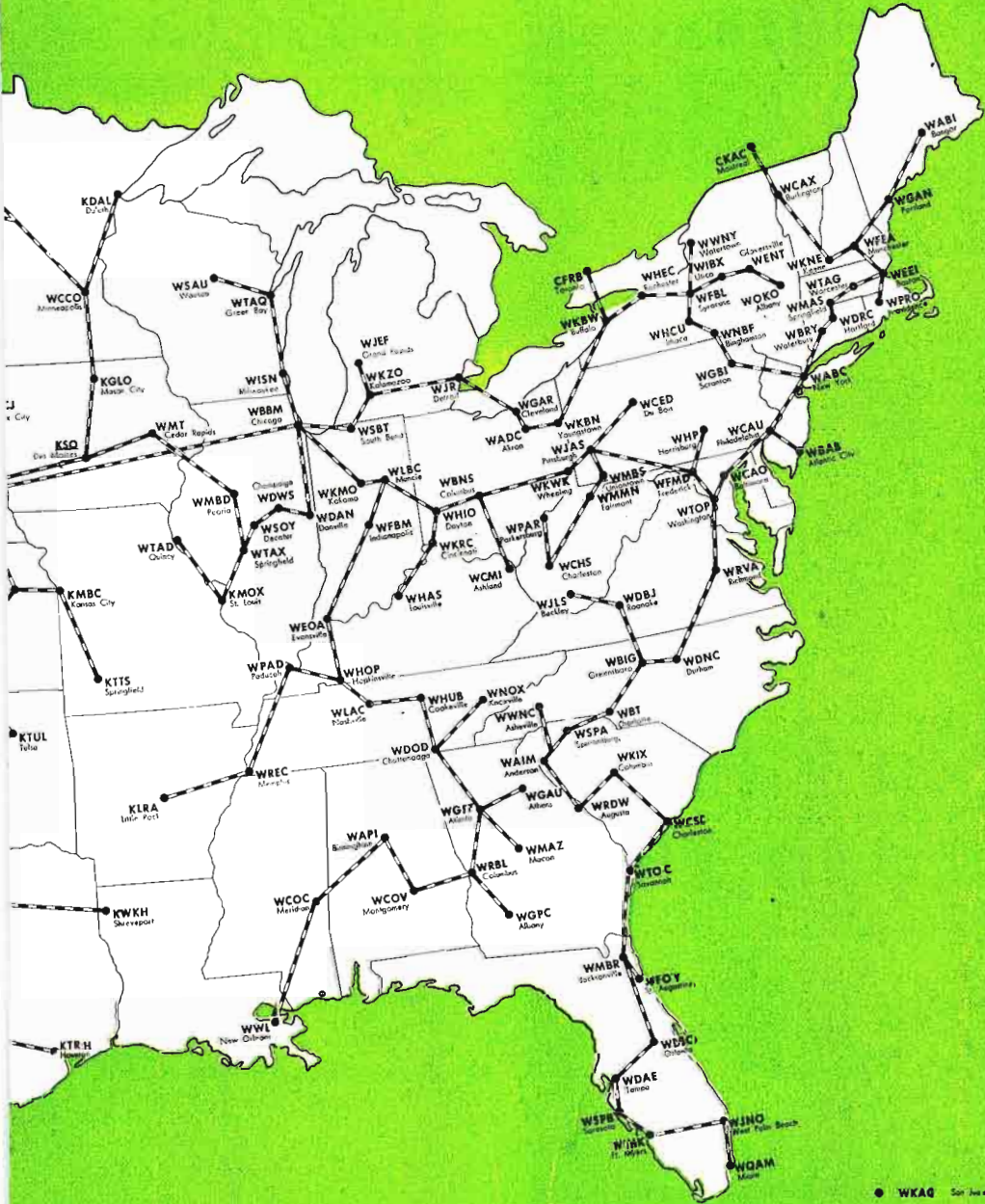


# COLUMBIA BROADCAST



**NETWORK FACILITIES  
AS OF JAN. 15, 1946**

# CASTING SYSTEM



# C O L U M B I A Broadcasting System, Inc.

*Executives and Staff*  
485 Madison Avenue, New York City, N. Y.  
Telephone: Wickersham 2-2000

## **BOARD OF DIRECTORS**

John J. Burns  
Prescott S. Bush  
Ralph F. Colin

Samuel Paley  
William S. Paley  
Joseph H. Ream  
Leon Levy

J. A. W. Iglehart  
Paul W. Kesten  
Isaac D. Levy  
Frank K. White

Dorsey Richardson  
Frank Stanton  
Herbert Bayard Swope

## **Officers**

William S. Paley.....Chairman of the Board  
Paul W. Kesten....Vice Chairman of the Board  
Frank Stanton.....President  
Joseph H. Ream....Vice President and Secretary  
Frank K. White....Vice President and Treasurer  
H. V. Akerberg  
Vice President in Charge of Station Relations  
H. Leslie Atlas  
Vice President in Charge of Central Division  
Douglas Coulter  
V-P and Dir. of Com. Program Development  
William C. Gittinger  
Vice President in Charge of Sales

L. W. Lowman  
Vice President in Charge of Television  
Edward R. Murrow  
Vice President and Director of Public Affairs  
Davidson Taylor...V.P. and Director of Programs  
D. W. Thornburgh  
Vice President in Charge of Western Division  
S. R. Dean.....Assistant Treasurer  
James M. Seward.....Assistant Secretary  
Arthur Padgett.....General Auditor  
Guy della-Cioppa....Assistant to the President  
Nathan L. Halpern.....Executive Assistant

## **DEPARTMENTS AND DIVISIONS**

### **Accounting Department**

S. R. Dean....Assistant Treas. and Comptroller  
William J. Flynn.....Assistant Comptroller  
L. C. Merrick.....Assistant Comptroller  
Sophie Hinze.....Cashier

### **Construction and Building Operations Department**

G. Stanley McAllister  
Director of Construction & Building Operations  
C. R. Jacobs  
Assistant Director & Manager of Construction  
Joseph E. Werden  
Manager of Building Service Operations  
James R. Stevens  
Manager of Theatre Operations  
Walter Weiler....Manager of Internal Security  
Roland Young  
Supervisor of Repair and Replacement Unit

### **Copyright Department**

Jan Schimek  
Director of Copyright & Asso. Dir. of Editing  
W. Clark Harrington  
Supervisor, Music Clearance Division

### **General Engineering Department**

William B. Lodge..Director of Gen. Engineering  
A. B. Chamberlain.....Chief Engineer  
J. W. Wright.....Chief Radio Engineer  
H. A. Chinn.....Chief Audio Engineer

### **Engineering Research and Development Department**

Peter C. Goldmark.....Director  
John H. Martin.....Executive Assistant

### **Legal Department**

Julius Brauner.....General Attorney  
Howard L. Hausman.....Attorney

### **Network Sales Department**

William C. Gittinger....V.P. in Charge of Sales  
Douglas Coulter  
V-P and Dir. of Com. Program Development  
John J. Karol.....Sales Manager  
William J. Fagan.....Administrative Manager  
Allyn Jay Marsh.....Assistant Sales Manager  
Charles H. Smith.....Market Research Counsel  
Charles E. Midgley, Jr....Sales Service Manager  
Nicholas Keesely....Manager of Program Sales  
Chicago Office Network Sales, 410 North Michigan

W. Donald Roberts.....Western Manager  
Detroit Office Network Sales, Fisher Building  
Joseph Spadea.....Manager

### **Program Department**

Davidson Taylor  
Vice President and Director of Programs  
William Fineshriber...Asst. Director of Programs  
R. S. Langham.....Coordinator of Broadcasts

### **General**

James H. Fassett  
Supervisor of Serious Music Programs  
Larry Puck.....Supervisor of Popular Music  
Programs and Talent Scout  
Marjorie Morrow.....Casting Director  
Lucile Singleton...Director of Vocal Auditions  
and Manager of Script and Record Library  
Frances Farmer Wilder  
Consultant on Daytime Programs  
Ted Husing.....Director of Sports Broadcasts

### **Program Writing Division**

Robert J. Landry...Director of Program Writing

### **Program Operations Department**

James M. Seward.....Director of Operations  
I. S. Becker.....Assistant Director of Operations  
R. R. Ray...Assistant to Director of Operations  
Emily Newman...Asst. to Director of Operations

### **Music Library Division**

Julius Mattfield.....Director of Music Library

### **Network Operations Division**

Horace Guillolette...Mgr. of Network Operations

### **Program Typing Division**

Harriet Hess...Supervisor of Program Typing

### **Sound Effects Division**

Walter R. Pierson  
Manager of Sound Effects Division  
Davidson Vorhes.....Assistant Manager

### **Technical Operations Division**

Henry Grossman  
Director of Technical Operations  
R. G. Thompson  
Manager of Technical Operations, Eastern Div.

### **Traffic Division**

Hugh A. Cowham  
Commercial Engineer in Charge of Traffic  
A. H. Petersen.....Traffic Manager

### **Public Affairs Department**

Edward R. Murrow...V.P.-Director Public Affairs  
Paul W. White.....Director of News Broadcasts  
Wells Church  
Assistant Director of News Broadcasts

Wm. J. Slocum, Jr....Director of Special Events

### **Education Division**

Lyman Bryson.....Director of Education  
Robert Hudson...Associate Director of Education  
Leon Levine...Assistant Director of Education  
Helen Sioussat.....Director of Talks  
Elinor Inman...Director of Religious Broadcasts

### **Press Information**

George Crandall.....Director  
Arthur Perles.....Assistant Director  
Michael Boscia.....Manager of Operations  
Charles F. Pekor, Jr..Assistant to the Director  
Walter Seigal...Manager of Photographic Division  
Anne Harding.....Manager of Service Division  
Corinne Martin.....Trade News Editor

### **Purchasing Department**

John E. Forsander.....Purchasing Agent

### **Radio Sales**

J. L. Van Volkenburg.....General Manager  
H. A. Carlborg.....Eastern Sales Manager  
New York  
Wilbur S. Edwards.....Western Sales Manager  
Chicago  
John Brumbach...Representative, San Francisco  
H. H. Holtzouser...Southern Sales Manager  
Atlanta  
Carter Ringlep.....Representative, St. Louis  
Meredith Pratt...Representative, Los Angeles  
Richard Hess.....Supervisor of Research for  
C-O Stations & Radio Sales

### **Research Department**

Elmo C. Wilson.....Director of Research  
Oscar Katz.....Associate Director of Research  
Edward Reeve.....Chief Statistician

### **Reference Department**

William C. Ackerman  
Director of CBS Reference Department  
Stanford Mirkin  
Manager of Program Research Division  
Agnes Law.....Librarian

### **Sales Promotion and Advertising Department**

Paul M. Hollister...Vice President in Charge  
of Advertising & Sales Promotion  
John Fox.....Manager of Production  
Thomas D. Connolly  
Director of Program Promotion  
Louis Hausman...Manager of Presentation Division  
Harry O'Brien.....Art Director  
Dick Dorrance...Director of Promotion Service  
for C-O Stations & Radio Sales

### **Station Administration Department**

Howard S. Meighan  
Director of Station Administration

### **Station Relations Department**

H. V. Akerberg.....Vice President in Charge  
of Station Relations  
J. Kelly Smith...Director of Station Relations  
William A. Schudt, Jr..Eastern Division Manager  
Chicago Office, Station Relations  
410 North Michigan Avenue  
Ralph S. Hatcher...Central Division Manager  
Los Angeles Office, Station Relations  
Columbia Square  
Edwin Buckalew...Western Division Manager

## Television Department

Lawrence W. Lowman  
 Vice President in Charge of Television  
 Worthington Miner  
 Manager of Television Department  
 George Moscovics.....Commercial Manager  
 Ben Feiner, Jr.....Assistant Program Director  
 James Kane.....Manager of Press Information  
 for Television

### New York City

WABC and WABC-FM, 485 MADISON AVE.  
 Arthur Hull Hayes.....General Manager  
 G. Richard Swift.....Program Director  
 John Field, Jr.....Sales Manager  
 Henry Grossman.....Chief Engineer  
 Jules Dundes.....Sales Promotion Manager  
 J. E. Doyle.....Director of Special Events

#### BOSTON—WEEI

182 Tremont Street  
 Harold E. Fellows...Manager of New England  
 Operations for CBS and Gen. Mgr. of WEEI  
 Kingsley F. Horton...Assistant Manager-Director  
 of Programs and Sales  
 Walter Stiles, Jr....Director of Engineering,  
 Sound and Transcriptions  
 John J. Murray.....Manager of Accounting,  
 Personnel and Purchasing  
 Raymond G. Girardin...Production Manager and  
 Assistant Program Director  
 Marie Houlahan...Director of Press Information  
 Guy C. Cunningham...Director of Sales Promotion  
 H. Roy Marks.....Assistant Sales Manager

#### CHICAGO—WBBM and WBBM-FM

410 North Michigan Avenue  
 H. Leslie Atlass...Vice President in Charge  
 of Central Division and Gen. Mgr. of WBBM  
 Frank Falknor.....Assistant General Manager  
 Walter Preston.....Act. Dir. of Program Dept.  
 Urban Johnson.....Chief Sound Technician  
 G. V. Sherman.....Chief Engineer of WBBM  
 J. V. McLoughlin

Accountant, Office of Personnel Manager  
 Everett Holles.....News Editor  
 Thomas R. Rooney...Sales Promotion Manager  
 Erwin H. Shomo.....Sales Manager  
 George T. Case.....Assistant Program Director  
 Don E. Kelley.....Assistant to Executives

#### MINNEAPOLIS—ST. PAUL—WCCO

625 Second Avenue, South.  
 Austin E. Joscelyn.....General Manager  
 Eugene B. Wilkey.....Program Director  
 J. J. Beloungy.....Chief Engineer  
 Thomas Dawson.....Sales Manager

Mary Doherty.....Accountant  
 Carl Small Ward...Manager of Sales Promotion  
 and Director of Press Information

#### LOS ANGELES—KNX

Columbia Square

D. W. Thornburgh...Vice President in Charge  
 of Western Division and Gen Mgr. of KNX  
 Harry W. Witt...Assistant General Manager  
 Charles D. Ryder, Jr....Manager of Accounting,  
 Personnel and Purchasing  
 Lester Bowman.....Mgr. of Tech. Operations  
 Western Division and Chief Eng. of KNK  
 Clinton Jones.....News Editor  
 Hal Hudson.....Western Program Director  
 Charles Vanda.....Program Director  
 Lloyd Brownfield...Director of Press Information  
 Ralph W. Taylor...Manager of Sales Promotion  
 Chet Huntley

Director of Special Features and Public Events  
 J. Archie Morton.....Sales Manager, KNX  
 Ben Paley.....Production Manager  
 Charles E. Morin

Sales Manager, Columbia Pacific Network  
 George W. Allen  
 Program Director, Columbia Pacific Network

#### SAN FRANCISCO OFFICE

Palace Hotel

Wayne Steffner.....Manager

#### ST. LOUIS—KMOX

401 South Twelfth Blvd.

Wendell B. Campbell.....General Manager  
 Jerry Hoekstra...Assistant to General Manager  
 Harry Harvey.....Chief Engineer  
 David Sutton.....General Sales Manager  
 J. Souldard Johnson.....Local Sales Manager  
 Jack Sexton.....Program Director  
 Robert F. DeVoe.....Supervisor of Accounting,  
 Personnel and Office  
 David Moore.....Director of Press Information  
 Carrington W. Doebler

Director of Sales Promotion

#### WASHINGTON—WTOP

Earle Building

Earl H. Gammons...Director of Washington Office  
 Carl Burkland...General Manager of WTOP  
 Fox Case.....Assistant to the Director of the  
 Washington Office  
 Martin D. Wickett.....Program Director  
 Clyde Hunt.....Chief Engineer  
 Carl Gebuhr.....Publicity  
 Robert S. Wood.....Director of Public Events  
 Maurice Mitchell.....Sales Manager  
 Roy Passman...Director of Program Operations

Stations Owned and Operated by

## COLUMBIA BROADCASTING SYSTEM

WABC, New York  
 WBBM, Chicago  
 WCCO, Minneapolis-St. Paul

WTOP, Washington, D. C.  
 KMOX, St. Louis  
 KNX, Los Angeles

WEEI, Boston  
 WBBM-FM, Chicago

Television Stations:  
 WCBW, New York

FM Stations:  
 WABC-FM, New York

**S**AID President Truman in his first radio speech of the year—"1946 is our year of Decision." True of the United States as a nation, the statement is equally true of radio as an industry—but, more importantly, as a service to the people of America and the world.

It is probably no hyperbole to say that **what radio** does in this coming year—as well as **what it fails to do**—will become the yardstick wherewith people will measure broadcasting. Upon this will depend whether people look upon radio as a force for peace and advancement or merely as a Punch-and-Judy show to which people turn when, in an idle moment, they seek a little amusement and laughter.

Look at it this way. During the war, radio reached heights of service to the war fronts and the home front which earned the respect and confidence of the people: it demonstrated that, properly used, it had power to fight a war and help bring about a peace. People expect that radio, having developed such influence and technique, should continue to use its power to help the world find its way out of the darkness that presently engulfs it.

That expectation on the part of the public is a responsibility, one that we, if we are to be worthy of our job as broadcasters, cannot shirk. And the first step toward use of the power we possess, is the realization that it has a strange and inescapable parallel to atomic power. We have seen the devastation which can be wrought by atomic power and by the power of broadcasting—when misused. We have yet to know what atomic energy can do for the benefit of mankind. By the same token, we do not yet know to what extent radio—properly used—can advance the good of mankind. Our first responsibility is to find out.

Suppose we assume that radio is to be used to promote peace—which, let us say, translates, in practical terms, to informing and enlightening radio's listeners the world over. How to start? Perhaps the first



**EDGAR KOBAK**  
President

step is to educate ourselves. To open our minds—and our air—to the knowledge without which there can be no peace and prosperity.

Next, let us assume that only the truth will make the people free—and the world free from wars. It then behooves us to be honest with ourselves and with our listeners—to play fair with them—to present the current scene and its significance—as it is and not merely as it is viewed by partisans in the one camp or the other.

All this is a matter of programming. A matter of a new, an earnest, a searching, an humble approach to the entire question of programming. We have come far in our first twenty-five years, yes: but who knows how much farther we can go—how much farther we must go—before we shall have fulfilled our responsibility in the use of a power that is as devastating (and could be as beneficial) at atomic energy.

But programs can accomplish nothing unless they are heard—are listened to—are understood and are taken to heart.

And we get down to the regions of practical and vexing problem. How to hold the listener? Perhaps it is not the smart thing to do—to admit that there is a possibility that the public may become—nay, has become—radio-weary.

What would happen if people did really become radio-weary? You can visualize the situation as well as I. And here is where we have another responsibility—to make radio so new, so fresh, so different, so interesting that people will not readily weary of it. Until we do that—or approach it measurably—we will find that the great impact which we expect we can exercise upon the eager, hungry and groping minds of a war-weary population will merely fizzle like a V-2 dud that has buried itself in the ground.

What we broadcasters make of radio in 1946 is in our hands—in our heads—in our hearts. This is the year of decision for us.



# MUTUAL BROADCAST



**NETWORK FACILITIES  
AS OF FEB. 1, 1946**







# MUTUAL



# Broadcasting System

## *Executives and Staff*

1440 Broadway, New York 18, N. Y.

Phone, Pennsylvania 6-9600

## **Executive Personnel**

### **Officers**

Alfred J. McCosker  
New York, Chairman of the Board

Edgar Kobak.....New York, President

J. E. Campeau.....Detroit, Vice-President

Robert D. Swezey  
New York, Vice-President  
and General Manager

Phillips Carlin.....New York, Vice-President  
in Charge of Programs

Z. C. Barnes.....New York, Vice-President  
in Charge of Sales

Carl Haverlin.....New York, Vice-President  
in Charge of Station Relations

Robert A. Schmid....New York, Vice-President  
in Charge of Advertising, Promotion  
and Research

E. M. Antrim.....Chicago, Secretary

J. E. Wallen.....New York, Treasurer

### **Board of Directors**

Edgar Kobak ..... MBS, New York

E. M. Antrim ..... WGN, Chicago

Willet H. Brown.....Don Lee, Hollywood

J. E. Campeau.....CKLW, Detroit

Chesser Campbell.....WGN, Chicago

H. K. Carpenter.....WBK, Cleveland

Benedict Gimbel, Jr.....WIP, Philadelphia

Alfred J. McCosker  
WOR, New York, Chairman

John Shepard III.....Yankee Network, Boston

Theodore C. Streibert.....WOR, New York

Lewis Allen Weiss.....Don Lee, Hollywood

### **Executive Committee**

Edgar Kobak.....MBS, New York

Chesser Campbell.....WGN, Chicago

H. K. Carpenter.....WBK, Cleveland

John Shepard III.....Yankee Network, Boston

Theodore C. Streibert.....WOR, New York

Lewis Allen Weiss.....Don Lee, Hollywood

### **Departments and Divisions**

#### **EXECUTIVE OFFICERS**

Edgar Kobak.....President

Robert D. Swezey  
Vice-President and General Manager

Jesse Thompson.....Policy Co-ordinator

### **Accounting Department**

James E. Wallen.....Controller

George Ruppel.....Asst. Controller

George Westby.....Budget Director

### **Legal Staff**

Louis C. Caldwell.....Washington, D. C.

Andrew C. Hamilton.....Chicago

Emanuel Dannett.....New York

### **Engineering Department**

Esterly Chase Page....Director of Engineering

E. M. Johnson  
Chief Plans and Allocations Engineer

### **Program Department**

Phillips Carlin  
Vice-President in Charge of Programs

Adolph Opfinger.....Program Director

Robert Novak  
Director of Talent and Program Development

Idella Grindlay Kampf.....Assistant Director

Bertram Hauser...Cooperative Program Director

Edwin T. Otis, Commercial Program Supervisor

Harold Wagner...Assistant Program Manager

H. L. Fishel.....Script Editor

Herbert Rice.....Creative Producer

Dorothy Ann Kemble  
Director of Continuity Acceptance

Frank Chase.....In Charge of Program Sales

Elsie Dick.....Director of Women's Activities

## **News and Special Events**

A. A. Schechter  
    Director of News and Special Events  
Tom Slater.....Manager of Special Events  
Paul Jonas  
    Assistant Manager of Special Events  
Milton Burgh.....Manager of News Division  
Floyd Mack.....Manager, Operations  
John Newhouse.....Day Program Supervisor  
Hugo Seiler.....Night Program Supervisor  
John Thornton  
    Manager of Overseas Operation

## **Washington Staff**

Albert L. Warner..Director of News Activities  
Charter Heslep.....Administrative Head  
Alexandra Roudybush  
    Administrative Assistant  
William Hillman .....Commentator  
Jack Paige {  
Karl Bates { .....Presidential Announcers

## **Sales Department**

Z. C. Barnes.Vice-President in Charge of Sales  
Duncan R. Buckham...Eastern Sales Manager  
E. P. H. James...Manager of Sales Operations  
Torrence Danley  
    Manager of National Sales Service  
Frank Kizis.....Eastern Service Manager  
George M. Benson....Division Sales Manager

## **Sales Promotion and Research Department**

Robert A. Schmid..Vice-President in Charge of  
    Advertising, Promotion and Research  
Peter Zaphir.....Assistant Director  
Harold Coulter  
    Manager of Audience Promotion  
Richard Puff.....Manager of Research  
Arnold Roston.....Art Director  
Richard Redmond.....Advertising Director

## **Foreign Correspondent for Mutual Broadcasting System**

Robert F. Allen.....Mexico City  
Don Bell .....Tokyo  
Bob Brumby...In U. S. (awaiting assignment)  
Owen Cunningham .....Honolulu  
Gerald Dougherty.....Buenos Aires  
Sidney Fine .....Moscow  
Arthur Gaeth .....Balkans  
Ted Hoskins .....Cairo  
Berger Jacobsen .....Sweden

## **Publicity Department**

Jim O'Byron.....Publicity Director  
Francis X. Zuzulo  
    Assistant Director and Trade News Editor  
Helen Stedman...Magazine Syndicate Editor  
John Skinner.....News Editor  
Bob Wilson.....Exploitation Director  
Geraldine Foster.....Photo Editor  
Carl Oswald.....Travelling Representative  
Norma Roberts.....Music Editor

## **Station Relations Department**

Carl Haverlin  
    Vice-President in Charge of Station Relations  
Charles Godwin....Assistant to Mr. Haverlin  
Leslie L. Learned  
    Manager of Engineering Traffic  
Lewis Tower.....Station Traffic Supervisor  
Dorothy Driscoll...Manager of Station Traffic  
Paul Hancock .....Statistician  
Robert W. Carpenter  
    Field Representative (Southwest Division)  
Harry Le Brun  
    Field Representative (Southeast Division)

## **Chicago Staff**

Adolph Hult.....Vice-President in Charge of  
    Midwest Operations  
Carroll Marts.....Assistant to Vice-President  
Gilbert McClelland..Sales Promotion Manager  
James Mahoney.....Manager of Western  
    Division-Station Relations  
George P. Herro.....Publicity Director  
Myrtle Goulet.....Station Traffic Supervisor

## **Detroit Staff**

Penabscot Bldg.

Herbert Faust.....Central Division Manager

## **Pittsburgh Office**

William Penn Hotel

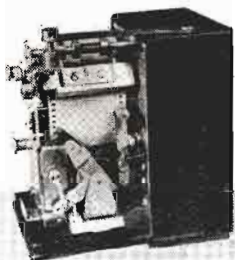
Richard Bachman.....Sales Representative

**NOW**

**more information**

about listening in the **WLW Merchandise-able Area . . . more accurately measured by the**

**NIELSEN RADIO INDEX**



**What is this . . .**

## **NIELSEN RADIO INDEX**

Nielsen Radio Index is a method of audience measurement by means of the Audimeter, a mechanical recorder installed in radio sets in selected homes throughout the area. This device charts tuning against time, and produces a record of every minute of every day. From this record, representing the listening of a stratified cross-section, every type of audience measurement information is available. NRI has been in operation for the past five years and has been accepted and used by most major advertisers, agencies and radio networks.

● Because WLW-land is a big, BIG market, it is important to every advertiser to know how well he is covering that market with his radio advertising ● Recognizing this increasing need for more FACTS, the Nation's Station, in the Fall of 1945, engaged the A. C. Nielsen Co., to record and tabulate, by means of Nielsen audimeters, properly distributed in parallel with U. S. Bureau of Census figures for the area, a continuous record of all radio listening in the WLW Merchandise-able Area ● In addition to the usual measurements of Homes Using Radio (sets-in-use), Average Audience and Share of Audience, for every quarter-hour from 6 A.M. to midnight, for every day of the week, WLW now offers additional yardsticks, such as Total Audience (percentage of total radio homes that heard any part of a program) and Holding Power (the ratio between Total Audience and Average Audience, in percentage of total minutes of listening) ● And besides this regular information, WLW now can show you much more general information about coverage, circulation, penetration . . . about the relative audiences of individual stations and groups of stations in this area . . . about total minutes of listening . . . about frequency of tuning to WLW and to other stations and groups ● All this, and more, is available now through the Nielsen Radio Index, separately tabulated for the WLW Merchandise-able Area, to help you plan your radio advertising in this big, BIG market more intelligently and more effectively.

**WLW**

**THE NATION'S MOST MERCHANDISE-ABLE STATION**

DIVISION OF THE CRUSLEY CORPORATION

---

**T**HE start of 1946 finds radio, like every other industry, at the crossroads. Policies adopted this first year of peace will establish the pattern for many years to come. Therefore it is fitting that we pause now for a review of our position at this historic jumping off place.

The Broadcasters of the United States are now better able to serve their listeners than at any time in radio history. We have at our command the world's greatest entertainment and finest music. Radio, which during the war gave the public the "News Listening Habit" through its extensive coverage, will now provide news of the world on a scale never before envisioned. Public affairs will continue to be covered thoroughly through special public service programs with authoritative speakers representing many viewpoints.

Probably best demonstrating the past and future of news and special events are the "Army Hour" and "National Hour" programs. During the war, the "Army Hour" was the public's closest radio link to its loved ones all around the world, giving listeners up-to-the-second news of our fighting men, and describing vividly the life they led. When the "Army Hour" became a "peace casualty," NBC replaced it with the "National Hour," which is designed to dramatize vital problems of the day closest to the public's welfare. Comparative ratings show audience interest continuing on a high plane.

Our staff is constantly being strengthened by the returning stream of key men from the armed forces. Others are being encouraged to enter the radio industry through our "Welcome Home Auditions."



**NILES TRAMMELL**  
President

The National Broadcasting Company has been planning technical as well as program advances and already some of those preparations are being set in motion. Our Engineering Department, busy with many secret projects during the war which only now are coming to light, has begun the job of modernizing facilities worn by war service.

Many wartime discoveries now are being incorporated in our regular service, with AM, FM and television all represented. We have completed plans and field surveys for post war television and FM transmitting facilities and have filed applications with the FCC for television licenses at Chicago, Los Angeles, Washington and Cleveland, and FM licenses at Washington, Chicago, Cleveland, Denver and San Francisco.

A new transmitter will be installed this year atop the Empire State Building for our television station WNBT. We will operate a network between New York and Washington in 1946, and New York and Boston in 1947. Other regional networks will be established as soon as possible. The program service also will be enlarged.

Construction of a new wing housing two audience studios was launched recently in Hollywood. Modernization of our Chicago studios is in progress. In New York's Radio City a studio incorporating many new developments in acoustical control was completed.

The National Broadcasting Company is entering with confidence what I predict will be the greatest year in broadcasting history—truly an auspicious time for NBC to mark its 20th anniversary.



# NATIONAL BROADCAST



**NETWORK FACILITIES  
AS OF JAN. 1, 1946**



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# NATIONAL Broadcasting Company

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30 Rockefeller Plaza 20, New York City  
(Telephone number, Circle 7-8300)

Registered Telegraphic Address  
NATBROCAST NEW YORK

## BOARD OF DIRECTORS

James Rowland Angell	Gano Dunn	Edward W. Harden	Frank E. Mullen
Arthur E. Braun	Frank M. Folsom	Edward F. McGrady	Edward J. Nally
Bertram Cutler	James G. Harbord	De Witt Milhauser	David Sarnoff
	Niles Trammell		

## Officers

David Sarnoff..... Chairman of the Board	Clarence L. Menser..... Vice President
Niles Trammell..... President	John F. Royal..... Vice President
Frank E. Mullen, Vice President & General Manager	Frank H. Russell..... Vice President
A. L. Ashby... Vice President & General Counsel	Sidney N. Strotz..... Vice President
C. Lloyd Egner..... Vice President	Roy C. Witmer..... Vice President
O. B. Hanson..... Vice President	R. J. Teichner..... Treasurer
William S. Hedges..... Vice President	H. F. McKeon..... Controller
Harry C. Kopf..... Vice President	Lewis MacConnach..... Secretary
John H. MacDonald... V.P. & Assistant Secretary	C. E. Pfautz..... Assistant Secretary

## DEPARTMENTS AND DIVISIONS

### Executive Officers

Niles Trammell..... President  
Frank E. Mullen  
Vice President & General Manager  
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Clayland T. Morgan... Assistant to the President  
John H. MacDonald,  
Vice President in Charge of Finance

### Advertising and Promotion Department

Charles P. Hammond..... Director  
James Nelson..... Assistant Director  
Parnellee W. Cusack..... Art Director  
Charles Vaill,  
Manager of Network Sales Promotion

### Continuity Acceptance Department

J. K. Mason..... Manager

### Controller's Department

Harry F. McKeon..... Controller  
Harold M. Kelly..... Assistant Controller  
Hugh R. McGeachie..... Assistant Controller

### Engineering Department

O. B. Hanson... Vice President & Chief Engineer  
George McElrath,  
Manager of the Engineering Department  
William A. Clarke..... Administrative Assistant  
E. R. Cullen... Operations Assistant to the Manager  
J. D'Agostino..... Staff Engineer  
Raymond F. Guy..... Radio Facilities Engineer  
C. A. Rackey... Audio & Video Facilities Engineer  
R. E. Shelby... Director of Technical Development  
George E. Stewart... National Recording Supervisor  
F. A. Wankel..... Eastern Division Engineer  
J. Wood, Jr..... Manager of Technical Services



## **Finance Department**

John H. MacDonald,  
Vice President in Charge of Finance  
J. Robert Myers,  
Assistant to Vice President in Charge of Finance  
Charles A. Wall,  
Adm. Asst. to V.-Pres. in Charge of Finance

## **General Service Department**

Edward M. Lowell... Director of General Service  
W. R. Thompson,  
Supervisor of Building Maintenance Division  
Leslie C. Vaughan,  
Manager of Office Services Division

## **Guest Relations Department**

William Ervin... Manager  
Peter Tintle... Assistant Manager  
Albert E. Walker, Asst. Mgr. of Special Activities  
Robert Wogan... Assistant Manager

## **Information Department**

Horton Heath... Director  
Mrs. Irene Kuhn... Assistant Director  
Anita Barnard... Mgr. of Correspondence Division

## **International Department**

Fred Bate... Manager

## **Legal Department**

A. L. Ashby... Vice President & General Counsel  
Henry Ladner... Assistant General Counsel  
Carlyle E. Yates... Assistant General Counsel  
Edmund Souhami... Attorney  
John P. King... Attorney  
Paul B. Lynch... Attorney  
Richard H. Graham... Attorney (Hollywood)  
Edward J. McCrossin... Attorney (Chicago)  
Wilson I. Hurt... Attorney (Denver)  
Cahill, Gordon, Zachry & Reindel... Counsel  
(New York & Washington)

## **National Spot Sales Department**

James V. McConnell... Manager  
Willan C. Roux... Assistant Manager  
William O. Tilenius... Assistant Manager

## **Network Sales Department**

Roy C. Witmer... Vice President in Charge  
Edward R. Hitz, Asst. to Vice President in Charge  
I. E. Showerman... Eastern Division Sales Manager  
F. Melville Greene... Sales Service Manager  
George H. Frey... Asst. Sales Manager

## **News and Special Events Department**

William F. Brooks,  
Director of News and Special Events  
Francis C. McCall... Manager of Operations  
Adolph Schneider... Acting Manager of Operations  
Joseph O. Meyers... Assistant to the Director

## **Personnel Department**

Ernest de la Ossa... Director of Personnel  
Ashton Dunn... Manager

Ruth Hurd... Records and Research Manager  
Helen Kerday... Employment Manager

## **Planning and Development Department**

William S. Hedges... Vice President in Charge  
James M. Gaines... Manager  
Philip I. Merryman,  
Director of Facilities Development

## **Press Department**

Sydney Eiges... Manager  
Thomas E. Knode... Assistant Manager

## **Program Department**

Clarence L. Menser... Vice President in Charge  
Thomas H. Belviso... Manager of the Music Library  
Frank Black... General Music Director  
Thomas Riswerth,

Manager of Package Program Sales  
Samuel Chotzinoff... Manager, Music Division  
Patrick J. Kelly... Supervisor of Announcing  
Frederick Knopfke... Supervisor of Sound Effects  
William Stern... Director of Sports  
Thomas McCray... Eastern Program Manager  
Richard P. McDonagh... Manager, Script Division  
de Lancey Provost,

Assistant to Program Manager of WEA  
Arch Robb... Night Program Manager  
Fred Shawn... Administrative Assistant  
Grace H. Sniffin... Supervisor Business Office  
Wynn Wright... National Production Manager

## **Public Service Department**

James Rowland Angell... Public Service Counselor  
Dwight B. Herrick... Manager  
Margaret Cuthbert,

Director of Programs for Women & Children  
Sterling Fisher... Assistant Public Service Counselor  
Mrs. Doris Corwith... Assistant to the Manager  
Jane T. Wagner... Director of Home Economics  
Gilbert C. Chase,

Specialist, Latin-American Music & Literature

## **Radio Recording Department**

C. Lloyd Egner... Vice President in Charge  
Robert W. Freidheim... Manager  
Henry P. Hayes,

Assistant to Vice President & Business Manager  
Norman Cloutier... Manager of Thesaurus Programs  
Charles G. Hicks, Jr... Recording Sales Manager  
Willis B. Parsons,

Thesaurus & Syndicated Sales Manager  
William Seth... Director of Sales Promotion  
George C. Stevens... Office Manager  
H. H. Wood... Program Manager

## **Research Department**

Hugh M. Beville... Director  
Barry T. Rumble... Manager

## **Stations Department**

Easton C. Woolley... Director

## **Stations Relations Department**

Sheldon B. Hickox, Jr... Manager

## Traffic Department

Harry A. Woodman.....Traffic Manager

## Television Department

John F. Rcyal.....Vice President in Charge  
Noran Kersta.....Manager  
N. Ray Kelly,  
    Manager, Program Production Facilities  
Reynold Kraft.....Sales Manager  
Warren Wade,  
    Executive Director, Program Division  
John T. Williams.....Business Manager

## Transportation Department

Marie F. Dolan.....Manager

## Treasurers Department

Rudolph J. Teichner.....Treasurer  
William D. Blxham.....Purchasing Agent  
William A. Williams..Assistant to the Treasurer

## Operated Stations

### STATION MANAGERS

Vernon H. Pribble..Manager of Station WTAM  
Lloyd E. Yoder.....Manager of Station KOA  
John W. Elwood....Manager of Station KPO  
Carleton D. Smith...Manager of Station WRC

## Central Division—Chicago

*Merchandise Mart, Chicago 54, Ill.*  
*Tel.—Superior 8300*

Harry C. Kopf,  
    V. Pres. & Gen. Mgr. of the Central Division  
Oliver Morton.....National Spot Sales Manager  
Emmons C. Carlson,  
    Sales Promotion & Advertising Manager  
Frank E. Chizzini...Manager of Radio Recording  
Henry D. Livezey...Manager of Guest Relations  
Eric Danielson.....Program Traffic Supervisor  
Robert M. Guilbert..Continuity Acceptance Editor  
William Drips.....Director of Agriculture  
Everett G. Mitchell,  
    Director of Agriculture for Station WMAQ  
Jules Herbuveaux.....Program Manager  
Frederick A. Jacobson, Jr..Production Manager  
A. W. Kaney.....Stations Relations Department  
Howard C. Luttgens,  
    Central Division Chief Engineer  
Paul McCluer.....Sales Manager  
Edward J. McCrossin.....Attorney  
William J. Murphy.....Script Editor  
William B. Ray,  
    Manager, News and Special Events  
Jack Ryan.....Manager of Press Relations  
Judith C. Waller.....Director of Public Service  
John F. Whalley.....Business Manager

## Western Division— Hollywood

*Sunset Blvd. and Vine St., Hollywood, Calif.*  
*Tel.—Hollywood 6161*

Sidney N. Strotz.....Vice President in Charge  
Joseph J. Alvin..Manager News & Special Events  
Frank A. Berend.....Sales Manager  
Harold J. Bock,  
    Mgr. of Press Dept. & Dir. of Pub. Rel.  
Frank V. Dellett.....Auditor  
Frank E. Ford,  
    Manager, Sales Promotion Department  
Lewis S. Frost,  
    Asst. to V. Pres & Western Div. Program Mgr.  
Paul B. Gale.....Traffic Supervisor  
Donald Honrath,  
    Manager, Continuity Acceptance Department  
Robert E. Howard,  
    Manager, National Spot Sales Department  
Henry C. Maas,  
    Manager of Sales and Program Traffic  
Jennings Pierce,  
    Director of Public Service & Mgr. of Sta. Rel.  
Alex S. Robb.....Manager of Package Sales  
A. H. Saxton..Chief Engineer, Western Division  
Donn B. Tatum.....Attorney  
Oscar C. Turner,  
    Manager, Radio Recording Department

## Washington, D. C.

*724 14th Street N.W., Washington, D. C.*  
*Phone—Republic 4000*

Frank M. Russell.....Vice President in Charge  
Carleton D. Smith.....Manager WRC  
R. G. Goldenstroth.....Auditor  
Albert E. Johnson.....Engineer in Charge  
William McAndrew,  
    Director, News and Special Events  
George Wheeler.....Assistant to Manager  
Mahlon Glascock.....Sales Manager  
Ward Hubbard,  
    Manager, Radio-Recording Department

## Foreign Representatives

### ENGLAND

Stanley Richardson.....Manager, London Office  
    43 Berkeley Square, London, England  
    Tel. Grosvenor 3150, Grosvenor 1905  
NBC Stations Planning and Advisory Committee

### NBC STATIONS PLANNING AND ADVISORY COMMITTEE

Clair McCollough.....WGAL, Lancaster, Pa.  
G. Richard Shafto.....WIS, Columbia, S. C.  
Nathan Lord.....WAVE, Louisville  
Harold Wheelahan.....WSMB, New Orleans  
Stanley E. Hubbard.....KSTP, St. Paul  
Edgar T. Bell.....WKY, Oklahoma City  
Richard O. Lewis.....KTAR, Phoenix, Ariz.  
Arden X. Pangborn.....KGW, Portland, Ore.

---

## NBC Foreign Correspondents

Henry Cassidy, Edwin Haaker, Romney Wheeler,  
London

Paul Archinard, Paris

Robert Magidoff, Eddie Gilmore, Daniel DeLuce,  
Moscow

Roy Porter, Berlin

Frank O'Brien, Cairo

Guthrie Janssen, Philippines

James M. Wahl, Hawaii

Calvin Hirsh, William Shaplen, China

Sven Norberg, Stockholm

A. D. Bramstedt, Fairbanks

George Thomas Folster, Japan

Harwood Hull, Jr., Puerto Rico

Max Jordan, Berne

Donald L. Ferguson (Rio de Janeiro), Leon  
Hochstetter (Buenos Aires), South America

Peter Brennan, Panama

### Stations Owned and Operated by the

## NATIONAL BROADCASTING COMPANY

WEAF	New York	Owned and operated by NBC
WMAQ	Chicago	Owned and operated by NBC
WRC	Washington	Owned and operated by NBC
WTAM	Cleveland	Owned and operated by NBC
KPO	San Francisco	Owned and operated by NBC
KOA	Denver	Owned and operated by NBC

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FOR COMPLETE LIST OF  
ALL COMMERCIAL PROGRAMS  
ON MAJOR NETWORKS  
PLEASE TURN TO PAGE 865



# KEYSTONE



# Broadcasting System

## **Headquarters**

580 Fifth Avenue  
 New York, N. Y.  
 Phone, LOnagacre 3-2221

## **Officers & Directors**

President ..... Michael M. Sillerman  
 Vice-President ..... Naylor Rogers  
 Vice-President ..... Mort Adams  
 Vice-President ..... Arthur Wolf  
 Vice-President ..... William Wolf  
 Secretary-Treasurer ..... Sidney J. Wolf  
 Assistant Treasurer ..... Joseph Bayer

## **Offices**

### **New York**

580 Fifth Avenue  
 Phone, LOnagacre 3-2221

General Manager ..... Michael M. Sillerman  
 Director of Station Relations ..... Mort Adams  
 Manager of Station Relations ..... James P. Lappin  
 Sales & Promotion Consultant ..... Alvin Austin  
 Director Promotion-Research ..... Calvin Fox  
 Office Manager ..... Rosita Seale  
 Account Executive ..... Albert F. Dykes  
 Account Executive ..... Noel A. Rhys

### **Chicago**

134 North La Salle St.  
 Chicago, Ill.  
 Phone, State 4590

Secretary-Treasurer ..... Sidney J. Wolf  
 Accountant ..... Elizabeth M. Mueller  
 Western Sales Manager ..... Naylor Rogers

### **Hollywood**

6331 Hollywood Blvd.  
 Hollywood, Calif.  
 Phone, Hollywood 5338

Program Director ..... Elaine N. Gonda  
 Pacific Coast Sales ..... Ralph W. Harker

**SERVICES OFFERED:** Keystone Broadcasting System is a transcription network principally covering BEYOND-METROPOLITAN markets from coast to coast. Its affiliated stations are joined together in a national system by means of transcriptions, eliminating wire charges. At time of going to press, the network includes 200 affiliated stations. The network supplies its stations with 48 fully scripted sustaining shows per week filling 2 hours per day, seven days each week, to a total of 14 hours per week. This is the only national, full-sized network in the United States offering national radio advertisers the opportunity to cover the BEYOND-METROPOLITAN markets intensively, in a single transaction, by means of electrical transcription. The system offers its facilities in network time periods from one hour down to five minutes and also makes available announcement periods down to twenty-five word length.



# Follow- Through...

ESSENTIAL IN  
RADIO ADVERTISING, TOO



please follow through



**Complete the local tieup  
to sell Mighty Main Street**

More and more national radio advertisers now realize the importance of bringing their network programs *directly* into the homes of the 28 million small town and rural inhabitants who get No signals, or INFERIOR signals, from major wired networks.

Surveys show that, in the absence of this immediate, *local tieup*, many "BEYOND-METROPOLITAN" listeners had never *heard* of the so called "nationally radio-advertised" product. When they *had* heard of it over a remote station, they never thought of it as being available in their OWN neighborhood stores.

This current attitude is reflected in indifference among "BEYOND-METROPOLITAN" DEALERS. In the absence of the necessary follow through, neighborhood dealers fail to push, promote, or display

**T H I S   I S   T H E   K E Y S T O N E**

# FOLLOW THROUGH

the items which are not known or demanded locally.

To provide this necessary "FOLLOW THROUGH," extend your wired-network programs to K B S . . . the ONLY network concentrating upon "BEYOND-METROPOLITAN" America *exclusively!*

Via the K B S, transcription network, you can annex this huge market — in ONE streamlined operation — with NO production headaches — at remarkably low cost per *actual listener.*

## QUANTITY PLUS QUALITY

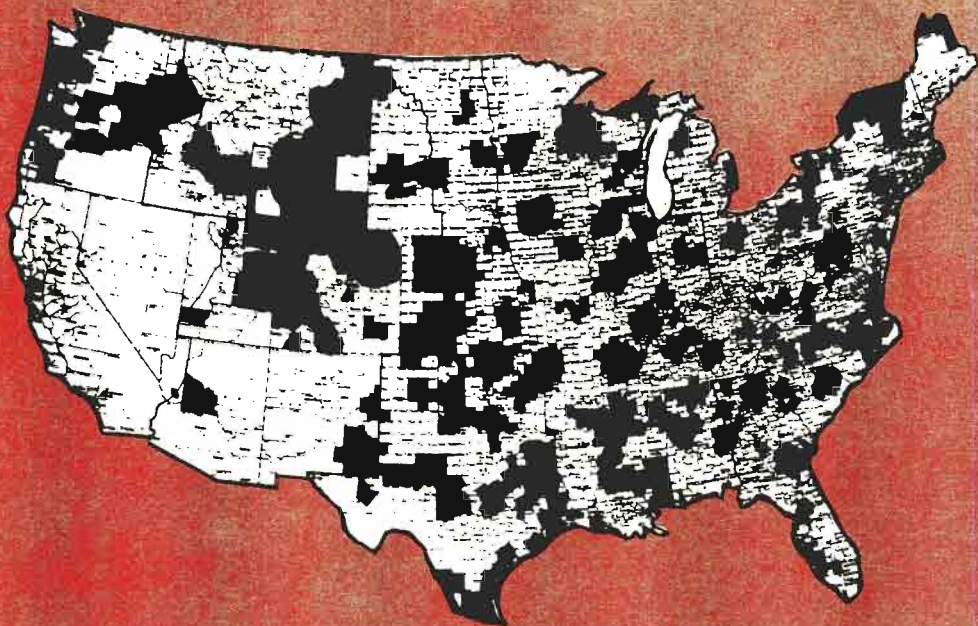
Prosperity in "BEYOND-METROPOLITAN" America is at an all-time high, — and is based on a FIRM FOUNDATION that assures its continuation.

KEYSTONE listeners are CONSTANT AND LOYAL. New Ross-Federal surveys prove they listen up to 289% as much as to all other stations in their areas *combined!* (complete survey upon request.)



**B R O A D C A S T I N G   S Y S T E M**

**THIS IS "BEYOND-METROPOLITAN" AMERICA**



**"TOP AD COIN TO SMALL OUTLETS"**

This headline from *Variety* acknowledges the tremendous surge of interest in "BEYOND-METROPOLITAN" AMERICA among leading national radio advertisers, ALKA-SELTZER, GENERAL FOODS, BROMO SELTZER, WILD-ROOT, CORONET, STERLING DRUGS . . . are a few of the outstanding national advertising successes on KBS facilities . . . scooping 200 stations in ONE transaction instead of 200 . . . with ONE Time order, One Time Clearance — One schedule — One mechanics operation . . . One source for affidavits — One invoice. May we help YOU to "FOLLOW THROUGH" . . . by custom-fitting a list of KBS STATIONS to suit your requirements.

**KEYSTONE BROADCASTING SYSTEM, Inc.**

**580 Fifth Avenue, New York 19**

**CHICAGO 2, HOLLYWOOD 28**

[www.americanradiohistory.com](http://www.americanradiohistory.com)



# REGIONAL NETWORKS

## Arizona Broadcasting System

(ABC Network)

711 Heard Bldg., Phoenix, Ariz.

Phone 4-4161

### PERSONNEL

Manager ..... Dick Lewis  
Commercial Manager..... Bill Harvey  
Promotion Manager..... Arnold LaBenz

### STATIONS

KTAR; Phoenix; KVOA, Tucson; KYUM, Yuma; KGLU, Safford; KWJB, Globe; KYCA, Prescott.

### NATIONAL REPRESENTATIVE

Paul H. Rayermer Company

★

## The Arizona Network

836-838 N. Central Ave., Phoenix, Ariz.

Phone: 4-4144

### PERSONNEL

Manager..... Albert D. Johnson  
Program Manager..... J. R. Williams  
Commercial Manager..... John L. Hogg  
KTUC Manager..... Lee Little  
KSUN Manager..... Dave Karbach

### STATIONS

KTUC: Tucson; KSUN, Bisbee-Douglas-Lowell.

### NATIONAL REPRESENTATIVE

John Blair & Company

★

## Arrowhead Network

WEBC Bldg., Duluth, Minn.

Phone, Melrose 2873

### PERSONNEL

General Manager..... W. C. Bridges  
Director of Operations... H. E. Westmoreland  
Promotion Manager..... H. H. Sonnenburg  
WMFG Manager..... Harry Hyett  
WHLB Manager..... Greg Rouleau  
WEAU Manager..... Clyde Riddle  
WJMC Manager..... Leonard Anderson

### STATIONS

WEBC, Duluth, Minn.; WMFG, Hibbing, Minn.; WHLB, Virginia, Minn.; WEAU, Eau Claire; WJMC, Rice Lake.

### REPRESENTATIVE

George P. Hollingbery Co.

## Connecticut State Network

270 Atlantic St., Stamford, Conn.

Phone: Stamford 3-0747

### PERSONNEL

President..... Harold H. Meyer  
Director ..... Glover DeLaney  
Director..... G. J. Morey  
Director..... Richard Davis  
Director ..... Sam Elman  
Director..... Levon Thomas

### STATIONS

WNAB, Bridgeport; WATR, Waterbury; WSRR, Stamford; WNLC, New London; WELL, New Haven; WTHT, Hartford.

### REPRESENTATIVES

Helen Wood, New York

Bertha Bannan (Boston)

★

## Don Lee Broadcasting System

5515 Melrose Ave., Hollywood 38, Calif.

Phone: Hollywood 8111

### PERSONNEL

President..... Thomas S. Lee  
Vice-President & General Manager  
Lewis Allen Weiss  
Vice-President & Asst. General Manager  
Willett H. Brown  
Secretary-Treasurer..... A. M. Quinn  
General Sales Manager.... Sydney Gaynor  
Asst. Gen. Sales Manager... Henry Kerstenkorn  
Program Director..... Pat Campbell  
Production Director..... William Randol  
Continuity Acceptance Dir... William Williams  
News & Special Features Dir... Les Mawhinney  
Chief Supervisor..... Tony La Frano  
Dir. of Station Relations..... Pat Campbell  
Publicity Director..... Harriet Crouse

### STATIONS

NORTHERN CALIFORNIA: KFRC, San Francisco; KHSL, Chico; KIEM, Eureka; KFRE, Fresno; KMYC, Marysville; KYOS, Merced; KDON, Monterey; KVCV, Redding and KXOA, Sacramento.



*"This is the **CONNECTICUT STATE NETWORK**..."*



**WSRR WNAB WELI WATR WTHT WNLC**

**SOUTHERN CALIFORNIA:** KHJ, Los Angeles; KXO, El Centro; KFXM, San Bernardino; KGB, San Diego; KVEC, San Luis Obispo; KVOE, Santa Ana; KDB, Santa Barbara and KCOK, Tulare-Visalia.

**OREGON:** KALE, Portland; KWIL, Albany; KAST, Astoria; KBND, Bend; KOOS, Coos Bay; KORE, Eugene; KUIN, Grants Pass; KFJL, Klamath Falls, KRNR, Roseburg and KSLM, Salem.

**WASHINGTON:** KOL, Seattle; KXRO, Aberdeen; KELA, Centralia; KRKO, Everett; KWLK, Longview; KGY, Olympia; KFIO, Spokane; KMO, Tacoma; KUJ, Walla Walla and KIT, Yakima.

**IDAHO:** KRLC, Lewiston; KWAL, Wallace.

**NATIONAL REPRESENTATIVE**

John Blair & Co.



**Georgia Major Market Trio**

(Address Any Station or The Katz Agency)

**PERSONNEL**

Associate Manager (WGST).....Frank Gaither  
General Manager (WTOC).....W. T. Knight  
General Manager (WMAZ).....Wilton E. Cobb

**STATIONS**

WGST, Atlanta; WMAZ, Macon; WTOC, Savannah.

**REPRESENTATIVE**

The Katz Agency



**Intermountain Network**

248 S. Main St., Salt Lake City, Utah

Phone: 4-1843

President.....A. L. Glasman  
General Manager.....George C. Hatch  
General Sales Manager.....Lynn L. Meyer  
Engineering Director.....D'Orr Cozzens

**STATIONS**

KALL, Salt Lake City, Utah; KLO, Ogden, Utah; KOVO, Provo, Utah; KVNU, Logan, Utah; KOAL, Price, Utah; KID, Idaho Falls, Idaho and KVRS, Rock Springs, Wyo.

**REPRESENTATIVE**

Adams J. Young, Jr., Inc.



**Kansas State Network**

c/o Don Davis, Scarritt Bldg., Kansas City, Mo.

Phone: Harrison 1161

**PERSONNEL**

Sales Manager.....Don Davis  
Program Co-Ordinator.....John Wahlstedt

**EXECUTIVE COMMITTEE**

Robert Lindsey (KFBI); Bob Laubengayer (KSAL); J. Nelson Rupard (KTSW); Clem Morgan (KVGB); John Schilling (WHB).

**STATIONS**

WHB, Kansas City (Mo.); KFBI, Wichita; KSAL, Salina; KTSW, Emporia; KVGB, Great Bend.

**The Lone Star Chain**

806 Tower Petroleum Bldg., Dallas (1)

Riverside 5663

**PERSONNEL**

Chairman of Operating Committee. O. L. Taylor  
Managing Director.....Clyde B. Melville

**STATIONS**

KGKO, Fort Worth-Dallas; KXYZ, Houston; KRIS, Corpus Christi; K TSA, San Antonio; KRGV, Weslaco; KGNC, Amarillo; KFYO, Lubbock.

**NATIONAL REPRESENTATIVES**

Taylor-Howe-Snowden Radio Sales



**Maryland All-Home Network**

10 East North Ave., Baltimore 2, Md.

Phone: Mulberry 1300

**PERSONNEL**

Director of Nat'l Sales... Andrew H. Hilgartner  
Director of Local Sales.....William S. Pirie

**STATIONS**

WFBR, Baltimore, Md.; WBOC, Salisbury, Md.; WJEJ, Hagerstown, Md.

**NATIONAL REPRESENTATIVES**

John Blair & Co.



**Mason-Dixon Radio Group**

8 W. King St., Lancaster, Pa.

Phone 5259

**PERSONNEL**

General Manager.....Clair R. McCollough  
Sales Manager.....J. Robert Gulick  
Technical Director.....J. E. Mathiot

**STATIONS**

WDEL, Wilmington, Del.; WORK, York, Pa.; WKBO, Harrisburg, Pa.; WGAL, Lancaster, Pa.; WAZL, Hazleton, Pa.; WEST, Easton, Pa.

**NATIONAL REPRESENTATIVE**

Paul H. Raymer Co., Radio Advertising Co.



**Michigan Radio Network**

Operated by King-Trendle Broadcasting Corp.

Stroh Bldg., Detroit, Mich.

Phone: Cherry 8321

**PERSONNEL**

President.....George W. Trendle  
General Manager.....H. Allen Campbell  
Adv. & Sales Prom. Mgr....Wm. J. Hendricks, Jr.  
Commercial Manager.....James G. Riddell

**STATIONS**

WXYZ, Detroit (Key Station); WBCM, Bay City; WFDF, Flint; WJIM, Lansing; WIBM, Jackson; WELL, Battle Creek; WLAV, Grand Rapids; WSOO, Saulte Ste. Marie; WKBZ, Muskegon.

**REPRESENTATIVE**

Paul H. Raymer Co.

## McClatchy Beeline

708 Eye St., Sacramento 4, Cal.  
Phone: Sacramento 25011

### PERSONNEL

President.....Eleanor McClatchy  
National Sales Mgr.....Robert A. Street  
Program Director.....John J. Groller  
Promotion Director.....Evert S. Peterson  
Agricultural Editor.....Hamilton L. Hintz  
Technical Director.....Norman Webster

### STATIONS

KERN, Bakersfield, Cal.; KMJ, Fresno, Cal.;  
KFBK, Sacramento, Cal.; KWG, Stockton, Cal.;  
KOH, Reno, Nev.

### REPRESENTATIVE

Paul H. Raymer Company

★

## Mississippi Valley Network

E-6622 First National Bank Bldg., St. Paul,  
Minn.

Phone: Cedar 8579

### PERSONNEL

Chairman of Board.....John W. Boler  
President.....Howard S. Johnson  
Vice President-Gen. Mgr.....Donn Clayton  
Vice President-Sales.....William J. Kutsch  
Western Div. Sales Mgr.....William E. Ware  
Assistant to Vice President...Harland Ohde  
Controller.....Florence Tibeau

### BRANCH OFFICES

360 N. Michigan Ave., Chicago 1, Ill. Phone.  
Central 4894, William J. Kutsch, Vice President.  
Empire State Building, New York 1, N. Y.,  
Phone LOnacre 3-4374, William J. Kutsch,  
Vice President. Rand Tower, Minneapolis,  
Minn., Harland Ohde, Assistant to Vice Presi-  
dent.

### STATIONS

North Central Broadcasting System, Inc.,  
operators of Mississippi Valley Network. 76  
affiliated stations located within twelve mid-  
western states. For station lists, contact North  
Central Broadcasting Systems, Inc.

★

## New England Regional Network

26 Grove St., Hartford, Conn.  
Phone: Hartford 2-3181

### PERSONNEL

Chairman.....Paul W. Morency  
Lee B. Wailes, John J. Boyle, Wm. H. Rines.

### STATIONS

WBZ, Boston, Mass.; WCSH, Portland, Me.;  
WJAR, Providence, R. I.; WLBZ, Bangor, Me.;  
WTIC, Hartford, Conn.; WRDO, Augusta, Me.

### REPRESENTATIVE

Weed & Company

## North Central Broadcasting System, Inc.

E-622 First National Bank Bldg., St. Paul, Minn.  
Phone: Cedar 8579  
See Mississippi Valley Network.

★

## Northern Broadcasting & Publishing, Ltd.

Thomson Bldg., Timmins, Ont., Canada  
Phone: 500

### PERSONNEL

President.....R. H. Thomson  
Secretary-Treasurer.....S. F. Chapman  
Supervisor of Stations.....Jack M. Davidson  
Chief Engineer.....George McCurdy  
Manager (CKGB).....H. Freeman  
Manager (CJKL).....C. Chambers  
Manager (CFCH).....Cliff Pickrem  
Manager (CHEX).....H. Cooke  
Manager (CKWS).....Roy Hoff

### STATIONS

CKGB, Timmins, Ont.; CJKL, Kirkland Lake,  
Ont.; CFCH, North Bay, Ont.; associated with  
CKWS, Kingston, Ont.; and CHEX, Peterbor-  
ough, Ont.

### BRANCH OFFICES

Bank of Commerce Bldg., Toronto, Ontario  
Phone: E.L. 1165  
Manager.....R. H. Thomson  
1010 University Tower, Montreal, Quebec  
Phone: H.A. 3051  
Manager.....R. A. Leslie

★

## Northwest Network

c/o KSTP, Hotel Saint Paul, St. Paul, Minn.  
Phone, Cedar 5511

Sales Office: c/o KSTP, Radio City, Minne-  
apolis 2, Minn.  
Phone: Bridgeport 3222

### PERSONNEL

General Manager.....Stanley E. Hubbard  
Treasurer.....Kenneth M. Hance  
Sales Manager.....Miller C. Robertson

### STATIONS

KSTP, St. Paul-Minneapolis, Minn. (Key sta-  
tion); WEBC, Duluth, Minn.; KYSM, Mankato,  
Minn.; WMFG, Hibbing, Minn.; WHLB, Vir-  
ginia, Minn.; KROC, Rochester, Minn.; KFAM,  
St. Cloud, Minn.; KFYR, Bismarck, N. D.;  
WDAY, Fargo, N. D.; WEAU, Eau Claire,  
Wisc.; WJMC, Rice Lake, Wisc.

NATIONAL REPRESENTATIVE  
Edward Pety & Co.

★

## The Oklahoma Network

APCO Tower, Oklahoma City, Okla.

### PERSONNEL

Managing Director.....Robert D. Enoch

# REGIONAL NETWORKS

## STATIONS

KTOK, Oklahoma City; KGFF, Shawnee; KBIX, Muskogee; KCRC, Enid; KADA, Ada; KOMA, Tulsa; KVSO, Ardmore.

## NATIONAL REPRESENTATIVE

Taylor-Howe-Snowden Radio Sales

★

## Oklahoma Metropolitan Line

c/o KOMA, Biltmore Hotel  
Oklahoma City, Okla.  
Phone: 2-3291

## PERSONNEL

General Manager (KOMA).....Kenyon Brown  
Sales Prom. Mgr.....Webster L. Benham, Jr.  
Dir. of Programs & News.....Bill Bryan  
Chief Engineer.....M. W. Thomas  
Production Manager.....Paul Buening

## STATIONS

KOMA, Oklahoma City; KTUL, Tulsa; KWFT, Wichita Falls, Texas.

## NATIONAL REPRESENTATIVE

Free & Peters, Inc.

★

## The Pennsylvania Network

1622 Chestnut St., Philadelphia 3, Pa.  
Phone Locust 7700

## PERSONNEL

General Manager.....Leon Levy  
Asst. Manager.....P. J. Sharkey  
Technical Director.....George Lewis

## STATIONS

WCAU, Philadelphia (key station); WGAL, Lancaster; WORK, York; WAZL, Hazleton; WEST, Easton; WSAN, Allentown; WFBG, Altoona; WERC, Erie; WLEU, Erie; WHP, Harrisburg; WKBO, Harrisburg; WJAC, Johnstown; WKST, New Castle; KDKA, Pittsburgh; WJAS, Pittsburgh; KQV, Pittsburgh; WCAE, Pittsburgh; WRAW, Reading; WARM, Scranton; WGBI, Scranton; WKOK, Sunbury; WJPA, Washington; WBRE, Wilkes-Barre; WBAX, Wilkes-Barre; WRAK, Williamsport; (Harrisburg, Scranton, Wilkes-Barre, Pittsburgh and Erie stations optional).

★

## Quaker Network

WFIL, Widener Bldg., Philadelphia, Pa.  
Phone: Rittenhouse 6900

## PERSONNEL

General Manager.....Roger W. Clipp

## STATIONS

WFIL, Philadelphia; WEST, Easton; WORK, York; WAZL, Hazleton; WGAL, Lancaster; WGBI, Scranton; WBRE, Wilkes Barre; WKBO, Harrisburg; WKOK, Sunbury; WRAK, Williamsport; WFBG, Altoona; WJAC, Johnstown; WLEU, Erie; WSAN, Allentown; WWSW, Pittsburgh; WSNJ, Bridgeton, N. J.

★

## South Central Quality Network

Address Individual Stations

## PERSONNEL

Manager (WMC).....H. W. Slavick  
Manager (WJDX).....Wiley Harris  
Manager (WSMB).....H. Wheelahan  
Manager (KARK).....G. E. Zimmerman  
Manager (KWKH).....Fred Ohl

★

## Southern Minnesota Network

101 N. Second St., Mankato, Minn.  
Phone 4673

## PERSONNEL

Sales Manager.....John F. Meagher  
KYSM Manager.....John F. Meagher  
KROC Manager.....L. A. Mair  
KATE Manager.....Ed. L. Hayek  
WKNO Manager.....L. L. McCurnin  
KWLM Manager.....H. W. Linder

## STATIONS

KATE, Albert Lea, Minn.; KYSM, Mankato, Minn.; KROC, Rochester, Minn.; KWNO, Winona, Minn.; KWLM, Willmar, Minn.

## NATIONAL REPRESENTATIVE

John E. Pearson Company

★

## Tennessee Valley Regional Network

Knoxville, Tenn.

## PERSONNEL

Business Manager (WROL).....C. H. Frazier

## STATIONS

WOPI, Bristol, Tenn.-Va.; WROL, Knoxville, Tenn.; WKPT, Kingsport, Tenn.

## REPRESENTATIVES

Burn-Smith Co. (New York-Chicago)  
Harry E. Cummings (Jacksonville, Fla.)

**The Texas Quality Network**

Address Individual Stations

The Texas Quality Network is a cooperative group of stations, each outlet being a sales office for the other.

**PERSONNEL**

Manager (WFAA).....Martin Campbell  
 Manager (WBAP).....George Cranston  
 Manager (WOAI).....Hugh A. L. Hall  
 Manager (KPRC).....Kern Tips

**STATIONS**

WFAA, Dallas 2; WBAP, Fort Worth 2;  
 WOAI, San Antonio 6; KPRC, Houston 2.

**NATIONAL REPRESENTATIVE**

Edward Petry & Co., Inc.

★

**Texas State Network**

1201 West Lancaster Ave., Fort Worth 1, Texas  
 Phone: 3-9363

**PERSONNEL**

President.....Gene L. Cagle  
 General Manager.....Gene L. Cagle  
 Assistant General Manager...Frances Griffith  
 Program Director.....Russ Lamb  
 Chief Accountant.....D. C. Hornburg  
 Traffic Manager.....Forrest Clough  
 Merchandising Director.....L. R. Duffy  
 Chief Engineer.....Truett Kimzey  
 Musical Director.....Frances Kay

**STATIONS**

KFJZ, Fort Worth; KRBC, Abilene; KGKL,  
 San Angelo; KBST, Big Spring; KRLH, Midland;  
 KRRV, Sherman-Denison; KPLT, Paris; KABC,  
 San Antonio; KTEM, Temple; WRR, Dallas;  
 KCMC, Texarkana; WACO, Waco; KFRO,  
 Longview; KMAC, San Antonio; KBWD,  
 Brownwood; KNOW, Austin; KTHT, Houston.

**NATIONAL REPRESENTATIVE**

Weed & Co.

★

**The Tobacco Network**

P. O. Box 1150, Raleigh, North Carolina  
 Phone 6411

**PERSONNEL**

President.....Louis N. Howard, WHIT  
 Secretary.....Harry Bright, WGBR  
 Treasurer.....Allen Wannamaker, WGTM  
 Program Director.....Ray Reeve  
 Sales Manager.....Philip F. Whitten, Raleigh  
 Vice-President.....B. S. Hodges, Jr., WGTC

**STATIONS**

WFNC, Fayetteville, N. C.; WGBR, Goldsboro, N. C.; WRAL, Raleigh, N. C.; WGTM, Wilson, N. C.; WGTC, Greenville, N. C.; WHIT, Greenville, N. C.; WJNC, Jacksonville, N. C.

**NATIONAL REPRESENTATIVES**

The Walker Company

★

**Tri-City Stations of Virginia**

Allied Arts Bldg., Lynchburg, Va.  
 Phone: 3032

**PERSONNEL**

Manager.....Philip P. Allen  
 Traffic Manager.....Catherine Gleason  
 Engineer.....John Orth

**STATIONS**

WSLS, Roanoke; WLVA, Lynchburg; WBTM, Danville.

**REPRESENTATIVE**

Philip P. Allen

★

**West Virginia Network**

CHARLESTON BROADCASTING CO.

1016 Lee St., Charleston, W. Va.  
 Phone: 28-131

**PERSONNEL**

President.....John A. Kennedy  
 Managing Director & V.P...Howard L. Chernoff  
 Sales Manager.....Howard L. Chernoff  
 Promotion Manager.....John Sinclair  
 Program Director.....Berton Sonis  
 Musical Director.....Leah Sloman  
 Technical Supervisor.....Odes Robinson  
 WBLK Manager.....George Blackwell  
 WPAR Manager.....George Clinton  
 WSAZ Manager.....Marshall Rosene  
 WCHS Manager.....Howard L. Chernoff

**STATIONS**

WCHS, Charleston; WPAR, Parkersburg;  
 WBLK, Clarksburg; WSAZ, Huntington. FM  
 applications filed for these stations.

**NATIONAL REPRESENTATIVE**

The Branham Co.

★

**Wisconsin Network, Inc.**

Nash Building  
 Wisconsin Rapids, Wisc.  
 Phone: 90

**PERSONNEL**

President.....W. F. Huffman

# REGIONAL NETWORKS

V.P. & Managing Dir.....Don C. Wirth  
Traffic Manager.....Geo. T. Frechette  
(Address all communications to Don. C. Wirth)

## STATIONS

Basic Stations: WRJN, Racine; WCLO, Jamesville; WIBU, Madison; WHBL, Sheboygan; WHBY, Appleton; WFHR, Wisconsin Rapids; KFIZ, Fond du Lac; WSAU, Wausau; Supplementary Stations: WEMP, Milwaukee; WTAQ, Green Bay; WMAM, Marinette; WEAU, Eau Claire; WJMS, Ironwood; WATW, Ashland; WOSH, Oshkosh; WIGM, Medford; WJMC, Rice Lake; WOMT, Manitowoc; WKBH, La Crosse; WDSM, Superior.

★

## The Wolverine Network

Keeler Building, Grand Rapids 2, Mich.  
Phone: 6-5461

President.....Roy C. Kelley  
Gen. Manager.....Hy M. Steed

## STATIONS

WLAV, Grand Rapids (Key Station); WTCM, Traverse City; WHLS, Port Huron; WATT, Cadillac, Mich.; WKBZ, Muskegon; WJJD, Chicago, Illinois; WIND, Chicago-Gary, Ind.; WKLA, Ludington, Mich.; WELL, Battle Creek, Mich.; WIBM, Jackson, Mich.; WHDF, Calumet, Mich.; WDBC, Ecanaba, Mich.; WDMJ, Marquette, Mich.; WJMS, Ironwood, Mich.; WMAM, Marinette, Wis.; WJBK, Detroit, Mich.; WATW, Ashland, Wis.

★

## The Yankee Network

21 Brookline Ave., Boston 15, Mass.  
Phone: Commonwealth 0800

## PERSONNEL

Chairman of Board-General Manager  
John Shepard 3rd  
President.....William O'Neil  
Executive Vice-President.....Linus Travers  
Vice-President.....George W. Steffy  
Controller.....Robert F. Ide  
Assistant Controller.....Howard F. Wright  
Station Relations.....Barbara Sprague  
Sales Executive.....Gordon Jenkins  
Editor, Yankee Network News Service,  
Leland Bickford  
Director of Promotion.....James S. Powers  
Director of Merchandising.....Arthur Lathrop

Director of Publicity.....Phyllis Doherty  
Director of Special Events.....Lester Smith  
Chief Engineer.....Irving Robinson  
Program Director.....George W. Steffy

## EXECUTIVE COMMITTEE

William O'Neil, Chairman; John Shepard  
3rd, Vice-Chairman; James W. Haggerty.

## BOARD OF DIRECTORS

William O'Neil; Loren Angus McQueen;  
Samuel Smith Poor; James W. Haggerty; John  
Shepard 3rd; Henry Linus Travers; Frank  
Knowlton.

## STATIONS

WNAC, Boston; WHTD, Hartford; WEAN,  
Providence; WAAB, Worcester; WICC, Bridgeport;  
WCSH, Portland; WLBZ, Bangor; WFEA,  
Manchester; WSAR, Fall River; WHEB, Portsmouth,  
N. H.; WLLH, Lowell and Lawrence;  
WLNH, Laconia; WRDO, Augusta; WNLC, New  
London; WHAI, Greenfield; WCOU, Lewiston  
and Auburn; WBRK, Pittsfield; WSYB, Rutland,  
Vt.; WATR, Waterbury, Conn.; WEIM, Fitchburg;  
WHYN, Holyoke.

## BRANCH OFFICES

34 Mechanic St., Worcester 8, Mass.  
Phone: Worcester 2-5611

WAAB Manager.....H. Wm. Koster

Crown Hotel, Providence 2, R. I.  
Phone: DEXter 1500

WEAN Supervisor.....Malcolm Parker

Hotel Stratfield, Bridgeport 1, Conn.  
Phone: Bridgeport 6-1121

WICC Manager.....Joseph Lopez

## NATIONAL REPRESENTATIVE

Edward Petry & Co., Inc.

★

## Z Net

P. O. Box 1956, Butte, Montana  
Phone: 22-3-44

## PERSONNEL

Manager.....E. B. Craney

## STATIONS

KGIR, Butte; KPFA, Helena; KRBM, Bozeman.

## NATIONAL REPRESENTATIVE

The Walker Co.

## WEST COAST REPRESENTATIVE

Pacific Northwest Broadcasters

# *They said it couldn't be done!*

In 1936, when WQXR set out upon its unique policy of broadcasting only the best in music and strict adherence to quality and good taste in advertising, most radio experts sagely shook their heads.

But they overlooked one thing—within reach of WQXR's signal there are concentrated more lovers of fine music than in any similar area in the world. And WQXR is their only consistent means, day in and day out, of getting the kind of programs they like.

Grateful listeners from Canada to Carolina and as far west as Ohio were so interested in our programs and policy that many of them requested detailed information on WQXR's daily schedule.

WQXR complied with a program booklet which still sells for 10¢ a copy or \$1.00 a year. The total current paid circulation is more than 25,000 a month. Surveys indicate that the number of our regular listeners in the New York Market exceeds our program subscribers more than 25 to 1, which means a total audience in this area of some 500,000 families—an audience with above-average taste and income that advertisers find highly profitable.

We'd like to tell you more about WQXR. Write today for your copy of our "Program Booklet Circulation Report" and the folder giving the results of a study of "Regular Listening to New York Radio Stations."

**WQXR** AND FM STATION WQXQ  
730 FIFTH AVENUE, NEW YORK 19, N. Y.

***The Radio Stations of The New York Times***





# **S T A T I O N S**

*Alphabetical Listing*

•

*U. S. Standard Stations  
Indexed by Call Letters—  
Power and Frequency*

•

*Stations Alphabetically  
Listed by States — Personnel  
Other Detailed Information*

# Index Of The Standard Stations Of The United States

*Call Letters—City—Power—Frequency in Kilocycles—Page Number Providing Complete Information*

Key to Abbreviations: C.P.—Construction Permit; d—daytime; n—night.

Call Letters	City	Frequency in Kilocycles	Power in Watts	See Page
KABC	San Antonio, Texas	1450	250	599
KABR	Aberdeen, S. D.	1420	5000	578
KADA	Ada, Okla.	1230	250	540
KALB	Alexandria, La.	580	1000	414
KALE	Portland, Ore.	1330	5000	548
KALL	Salt Lake City, Utah	910	1000	604
KAMD	Camden, Ark.	1150	250 C.P.	318
KAND	Corsicana, Texas	1340	250	589
KANS	Wichita, Kans.	1240	250	400
KAPT	North Little Rock, Ark.	1450	250 C.P.	320
KARK	Little Rock, Ark.	920	5000	319
KARM	Fresno, Calif.	1430	5000	324
KASA	Elk City, Okla.	1240	100	540
KAST	Astoria, Ore.	1230	250	545
KATE	Albert Lea, Minn.	1450	250	451
KAVE	Carlsbad, N. M.	1240	250	480
KBIX	Muskogee, Okla.	1490	250	541
KBIZ	Ottumwa, Iowa	1240	250	399
KBKR	Baker, Ore.	1490	250	545
KBND	Bend, Ore.	1340	250	545
KBNE	Boulder City, Nev.	1450	250	475
KBON	Omaha, Neb.	1490	250	474
KBPS	Portland, Ore.	1450	100	548
KBST	Big Spring, Texas	1490	100	588
KBTM	Jonesboro, Ark.	1230	250	319
KBUR	Burlington, Iowa	1490	250	395
KBWD	Brownwood, Texas	1380	1000 d., 500 n.	588
KCKN	Kansas City, Kans.	1340	250	405
KCMC	Texarkana, Texas	1230	250	601
KCMJ	Palm Springs, Calif.	1340	250	333
KCMO	Kansas City, Mo.	1480	1000	463
KCOK	Tulare, Calif.	1240	250	341
KCOR	San Antonio, Texas	1350	1000 C.P.	599
KCOW	Ellensburg, Wash.	1240	250 C.P.	612
KCRA	Sacramento, Calif.	1340	250	334
KCRC	Enid, Okla.	1390	1000	540
KCRS	Midland, Texas	1230	250	597
KDAL	Duluth, Minn.	610	1000	451
KDB	Santa Barbara, Calif.	1490	250	339
KDFN	Casper, Wyo.	1470	1000	627

Call Letters	City	Frequency in Kilocycles	Power in Watts	See Page
KDKA	Pittsburgh, Pa.	1020	50000	565
KDLR	Devils Lake, N. D.	1240	250	523
KDNT	Denton, Texas	1450	250	591
KDON	Monterey, Calif.	1240	250	331
KDBO	Sedalia, Mo.	1490	250	468
KDTH	Dubuque, Iowa	1370	1000	398
KDYL	Salt Lake City, Utah	1320	5000	605
KECA	Los Angeles, Calif.	790	5000	325
KELA	Centralia-Chehalis, Wash.	1470	1000	612
KELD	El Dorado, Ark.	1400	250	318
KELO	Sioux Falls, S. D.	1230	250	579
KENO	Las Vegas, Nev.	1400	250	475
KERN	Bakersfield, Calif.	1410	1000	323
KEVR	Seattle, Wash.	1090	250	613
KEX	Portland, Ore.	1190	5000	548
KEYS	Corpus Christi, Texas	1490	250	589
KFAB	Lincoln, Neb.	1110	10000	473
KFAC	Los Angeles, Calif.	1330	1000	325
KFAM	St. Cloud, Minn.	1450	250	454
KFAR	Fairbanks, Alaska	610	10000	629
KFBB	Great Falls, Mont.	1310	5000	471
KFBC	Cheyenne, Wyo.	1240	250	627
KFBI	Wichita, Kans.	1070	5000 d., 1000 n.	409
KFBK	Sacramento, Calif.	1530	10000	334
KFDA	Amarillo, Texas	1230	250	586
KFDM	Beaumont, Texas	560	1000	587
KFEL	Denver, Colo.	950	5000	342
KFEQ	St. Joseph, Mo.	680	5000	465
KFFA	Helena, Ark.	1490	250	319
KFGQ	Boone, Iowa	1260	250	395
KFH	Wichita, Kans.	1330	5000	407
KFI	Los Angeles, Calif.	640	50000	326
KFIO	Spokane, Wash.	1230	250	615
KFIZ	Fond-Du-Lac, Wis.	1450	250	621
KFJB	Marshalltown, Iowa	1230	250	398
KFJI	Klamath Falls, Ore.	1240	100	546
KFJM	Grand Forks, N. D.	1440	1000	523
KFJZ	Fort Worth, Texas	1270	5000	593
KFKA	Greeley, Colo.	910	1000	344
KFKU	Lawrence, Kans.	1250	5000 d., 1000 n.	406
KFLW	Klamath Falls, Ore.	1450	250	546
KFMB	San Diego, Calif.	1450	250	335
KFNF	Shenandoah, Iowa	920	1000 d., 500 n.	399
KFOR	Lincoln, Neb.	1240	250	473
KFOX	Long Beach, Calif.	1280	1000	325
KFPW	Fort Smth, Ark.	1400	250	318
KEPY	Spokane, Wash.	920	5000	615
KFQD	Anchorage, Alaska	790	1000	629
KFRC	San Francisco, Calif.	610	5000	336
KFRE	Fresno, Calif.	1340	250	324
KFRO	Longview, Texas	1370	1000	596
KFRU	Columbia, Mo.	1400	250	461
KFSD	San Diego, Calif.	600	1000	335
KFSG	Los Angeles, Calif.	1150	2500 d., 1000 n.	326
KFUN	Las Vegas, N. M.	1230	250	480
KFUO	St. Louis, Mo.	850	5000	465
KFVD	Los Angeles, Calif.	1020	1000	328
KFVS	Cape Girardeau, Mo.	1400	250	461
KFWB	Los Angeles, Calif.	980	5000	326
KFXD	Nampa, Idaho	1230	250	375
KFXJ	Grand Junction, Colo.	920	1000 d., 500 n.	344
KFXM	San Bernardino, Calif.	1240	250	334

Call Letters	City	Frequency in Kilocycles	Power in Watts	See Page
KFYO	Lubbock, Texas	1340	250	596
KFYR	Bismarck, N. D.	550	5000	523
KGA	Spokane, Wash.	1510	10000	615
KGAK	Gallup, N. M.	1230	250	480
KGB	San Diego, Calif.	1360	1000	336
KGBS	Harlingen, Texas	1240	250	595
KGBX	Springfield, Mo.	1260	5000	468
KGCU	Mandan, N. D.	1270	250	524
KGCX	Sidney, Mont.	1480	1000	472
KGDE	Fergus Falls, Minn.	1230	250 d., 100 n.	451
KGDM	Stockton, Calif.	1140	5000	340
KGEK	Sterling, Colo.	1230	250	345
KGER	Long Beach, Calif.	1390	5000	325
KGEZ	Kalispell, Mont.	1340	100	471
KGFF	Shawnee, Okla.	1450	250	543
KGfJ	Los Angeles, Calif.	1230	100	328
KGFL	Roswell, N. M.	1400	100	481
KGFW	Kearney, Neb.	1340	250	473
KGfX	Pierre, S. D.	630	200	578
KGfY	Coffeyville, Kans.	690	1000 d., 500 n.	403
KGGM	Albuquerque, N. M.	1260	1000	480
KGfH	Pueblo, Colo.	1350	1000 d., 500 n.	345
KGHI	Little Rock, Ark.	1230	250	320
KGHL	Billings, Mont.	790	5000	469
KGIR	Butte, Mont.	1370	5000	471
KGIV	Alamosa, Colo.	1450	250	342
KGKB	Tyler, Texas	1490	250	601
KGKL	San Angelo, Texas	1400	250	598
KGKO	Fort Worth, Texas	570	5000	593
KGKY	Scottsbluff, Neb.	1490	250	475
KGLO	Mason City, Iowa	1300	5000	399
KGLU	Safford, Ariz.	1450	250	317
KGMB	Honolulu, Hawaii	590	5000	631
KGNC	Amarillo, Texas	1140	5000 d., 1000 n.	586
KGNO	Dodge City, Kans.	1370	1000 d., 250 n.	403
KGO	San Francisco, Calif.	810	7500	336
KGRH	Fayetteville, Ark.	1450	250 C.P.	318
KGU	Honolulu, Hawaii	760	2500	631
KGVO	Missoula, Mont.	1290	5000 d., 1000 n.	471
KGW	Portland, Ore.	620	5000	518
KGY	Olympia, Wash.	1240	250	613
KHAS	Hastings, Neb.	1230	250	473
KHBC	Hilo, Hawaii	1230	250	631
KHBG	Okmulgee, Okla.	1240	250	542
KHJ	Los Angeles, Calif.	930	5000	329
KHMO	Hannibal, Mo.	1340	250	461
KHON	Honolulu, Hawaii	1400	250 C.P.	631
KHQ	Spokane, Wash.	500	5000	616
KHSL	Chico, Calif.	1290	1000	323
KHUB	Watsonville, Calif.	1340	250	341
KICA	Clovis, N. M.	1240	250	480
KICD	Spencer, Iowa	1240	250	401
KID	Idaho Falls, Idaho	1350	5000 d., 500 n.	395
KIDO	Boise, Idaho	1380	2500 d., 1000 n.	375
KIEM	Eureka, Calif.	1480	1000	324
KIEV	Glendale, Calif.	870	250	324
KILO	Grand Forks, N. D.	1440	1000 d., 500 n.	523
KINY	Juneau, Alaska	1460	5000	629
KIRO	Seattle, Wash.	710	50000	614
KIT	Yakima, Wash.	1280	1000	617
KIUL	Garden City, Kans.	1240	250	403

Call Letters	City	Frequency in Kilocycles	Power in Watts	See Page
KIUN	Pecos, Texas	1400	100	598
KIUP	Durango, Colo.	1400	250	344
KJBS	San Francisco, Calif.	1100	500	336
KJR	Seattle, Wash.	950	5000	614
KLAC	Los Angeles, Calif.	570	1000	329
KLBM	La Grande, Ore.	1450	250	547
KLCN	Blytheville, Ark.	900	1000	318
KLIZ	Brainerd, Minn.	1400	250 C.P.	451
KLO	Ogden, Utah	1430	5000	604
KLPM	Minot, N. D.	1390	1000	524
KLRA	Little Rock, Ark.	1010	10000 d., 5000 n.	320
KLUF	Galveston, Texas	1400	250	595
KLX	Oakland, Calif.	910	1000	332
KLZ	Denver, Colo.	560	5000	343
KMA	Shenandoah, Iowa	960	5000	309
KMAC	San Antonio, Texas	1240	250	599
KMBC	Kansas City, Mo.	980	5000	463
KMED	Medford, Ore.	1440	1000	547
KMJ	Fresno, Calif.	580	5000	324
KMLB	Monroe, La.	1230	250	415
KMMJ	Grand Island, Neb.	750	1000	472
KMO	Tacoma, Wash.	1360	5000	616
KMOX	St. Louis, Mo.	1120	50000	467
KMPC	Los Angeles, Calif.	710	10000	331
KMYC	Marysville, Calif.	1450	250	331
KMYR	Denver, Colo.	1340	250	343
KNAK	Salt Lake City, Utah	1400	250	604
KNEL	Brady, Texas	1490	250 d., 100 n.	588
KNET	Palestine, Texas	1450	100	597
KNOE	Monroe, La.	1450	250	415
KNOW	Austin, Texas	1490	250	587
KNX	Los Angeles, Calif.	1070	50000	329
KOA	Denver, Colo.	850	50000	343
KOAC	Corval's, Ore.	550	5000 d., 1000 n.	545
KOAL	Price, Utah	1450	250	604
KOAM	Pittsburgh, Kans.	810	1000	406
KOB	Albuquerque, N. M.	770	5000	480
KOCA	Kilgore, Texas	1240	250	596
KOCY	Oklahoma City, Okla.	1340	250	541
KODL	The Dalles, Ore.	1230	250 d., 100 n.	546
KODY	North Platte, Neb.	1240	250	474
KOH	Reno, Nev.	630	1000	475
KOIL	Omaha, Neb.	1290	5000	474
KOIN	Portland, Ore.	970	5000	518
KOKO	La Junta, Colo.	1400	250	344
KOL	Seattle, Wash.	1300	5000	614
KOMA	Oklahoma City, Okla.	1520	5000	541
KOME	Tulsa, Okla.	1340	250	543
KOMO	Seattle, Wash.	1000	5000	614
KONO	San Antonio, Texas	1400	250	599
KONP	Port Angeles, Wash.	1450	250	613
KOOS	Coos Bay, Ore.	1230	250	547
KORE	Eugene, Ore.	1450	250	546
KORN	Fremont, Neb.	1400	250	472
KOTA	Rapid City, S. D.	1380	5000	578
KOTN	Pine Bluff, Ark.	1490	250	320
KOVC	Valley City, N. D.	1490	250	524
KOVO	Provo, Utah	1210	250	604
KOWH	Omaha, Neb.	660	500	474
KOY	Phoenix, Ariz.	550	1000	316
KPAB	Laredo, Texas	1490	250	596

Call Letters	City	Frequency in Kilocycles	Power in Watts	See Page
KPAC	Port Arthur, Texas	1250	1000	598
KPDN	Pampa, Texas	1340	250	597
KPFA	Helena, Mont.	1240	250	471
KPHO	Phoenix, Ariz.	1230	250	316
KPKW	Pasco, Wash.	1340	250	613
KPLC	Lake Charles, La.	1490	250	414
KPLT	Paris, Texas	1490	250	597
KPMC	Bakersfield, Calif.	1560	1000	323
KPO	San Francisco, Calif.	680	50000	336
KPOF	Denver, Colo.	910	1000	313
KPOW	Powell, Wyo.	1230	250	627
KPPC	Pasadena, Calif.	1240	100	333
KPQ	Wenatchee, Wash.	560	1000	617
KPRC	Houston, Texas	950	5000	595
KPKO	Riverside, Calif.	1440	1000	333
KQV	Pittsburgh, Pa.	1410	1000	563
KQW	San Jose, Calif.	740	5000	339
KBBA	Lufkin, Texas	1340	250	597
KBBC	Abilene, Texas	1450	250	586
KBEM	Bozeman, Mont.	1450	250	469
KBE	Berkeley, Calif.	1400	250	323
KRGV	Weslaco, Texas	1290	1000	603
KBIC	Beaumont, Texas	1450	250	588
KBIS	Corpus Christi, Texas	1360	1000	589
KBJF	Miles City, Mont.	1340	250	471
KRKD	Los Angeles, Calif.	1150	2500 d., 1000 n.	329
KRKO	Everett, Wash.	1400	250	612
KRLC	Lewiston, Idaho	1400	250	375
KRLD	Dallas, Texas	1080	50000	591
KRMD	Shreveport, La.	1340	250	416
KRNR	Roseburg, Ore.	1490	250	549
KRNT	Des Moines, Iowa	1350	5000	397
KROC	Rochester, Minn.	1340	250	453
KROD	El Paso, Texas	600	1000 d., 500 n.	593
KROP	Brawley, Calif.	1300	1000 d., 500 n., C.P.	323
KROS	Clinton, Iowa	1340	250	395
KBOW	Oakland, Calif.	960	1000	332
KROY	Sacramento, Calif.	1240	250	334
KERV	Sherman, Texas	910	1000	600
KRSC	Seattle, Wash.	1150	1000	614
KSAC	Manhattan, Kans.	580	1000 d., 500 n.	406
KSAL	Salina, Kans.	1150	1000	406
KSAM	Huntsville, Texas	1490	250	596
KSAN	San Francisco, Calif.	1450	250	337
KSCJ	Sioux City, Iowa	1360	5000	399
KSD	St. Louis, Mo.	550	5000 d., 1000 n.	467
KSEI	Pocatello, Idaho	930	1000 d., 250 n.	375
KSFO	San Francisco, Calif.	560	5000 d., 1000 n.	337
KSIL	Silver City, N. M.	1340	250 C.P.	481
KSJB	Jamestown, N. D.	600	250, 5000 C.P.	524
KSKY	Dallas, Texas	660	1000	591
KSL	Salt Lake City, Utah	1160	50000	605
KSLM	Salem, Ore.	1390	1000	549
KSMA	Santa Maria, Calif.	1450	250	340
KSO	Des Moines, Iowa	1460	5000	397
KSOO	Sioux Falls, S. D.	1140	5000	579
KSRO	Santa Rosa, Calif.	1350	1000	340
KSRV	Ontario, Ore.	1450	250 C.P.	547
KSTP	St. Paul, Minn.	1500	50000	454
KSUB	Cedar City, Utah	1340	250	603
KSUN	Bisbee, Ariz.	1230	250	315

Call Letters	City	Frequency in Kilocycles	Power in Watts	See Page
KSWO	Lawton, Okla.	1150	250	541
KTAR	Phoenix, Ariz.	620	5000	316
KTBC	Austin, Texas	590	1000 d., 250 n.	587
KTBI	Tacoma, Wash.	1490	250	616
KTBS	Shreveport, La.	1480	1000	417
KTEM	Temple, Texas	1400	250	600
KTFI	Twin Falls, Idaho	1270	1000	377
KTHS	Hot Springs, Ark.	1090	10000 d., 1000 n.	319
KTHT	Houston, Texas	1230	250	595
KTKC	Visalia, Calif.	910	5000	341
KTKN	Ketchikan, Alaska	930	1000	629
KTMC	McAlester, Okla.	1400	250 C.P.	541
KTMS	Santa Barbara, Calif.	1250	1000	340
KTNM	Tucumcari, N. M.	1400	250	481
KTOH	Lihue, Hawaii	1490	250	631
KTOK	Oklahoma City, Okla.	1400	250	542
KTRB	Modesto, Calif.	860	1000	331
KTRH	Houston, Texas	740	50000	595
KTRI	Sioux City, Iowa	1450	250	401
KTSA	San Antonio, Texas	550	5000 d., 1000 n.	600
KTSM	El Paso, Texas	1380	1000 d., 500 n.	593
KTSW	Emporia, Kans.	1400	250	403
KTTS	Springfield, Mo.	1400	250	469
KTUC	Tucson, Ariz.	1400	250	317
KTUL	Tulsa, Okla.	1430	5000	543
KTW	Seattle, Wash.	1250	1000	615
KTWV	Yakima, Wash.	1460	250	617
KUIN	Grant Pass, Ore.	1340	250	546
KUJ	Walla Walla, Wash.	1420	1000	617
KUOA	Siloam Springs, Ark.	1290	5000	320
KUOM	Minneapolis, Minn.	770	5000	452
KUSD	Vermillion, S. D.	920	500	579
KUTA	Salt Lake City, Utah	570	5000	605
KVAK	Atchison, Kans.	1450	250	403
KVAL	Brownsville, Texas	1490	250 C.P.	588
KVAN	Vancouver, Wash.	910	500	616
KVCV	Redding, Calif.	1230	250	333
KVEC	San Luis Obispo, Calif.	1230	250	339
KVET	Austin, Texas	1400	250 C.P.	587
KVFD	Fort Dodge, Iowa	1400	250	398
KVGB	Great Bend, Kans.	1400	250	405
KVI	Tacoma, Wash.	570	5000	616
KVIC	Victoria, Texas	1340	250	601
KVNU	Legan, Utah	1230	250	603
KVOA	Tucson, Ariz.	1290	1000	317
KVOD	Denver, Colo.	630	5000	344
KVOE	Santa Ana, Calif.	1490	250	339
KVOL	Lafayette, La.	1340	250	414
KVOO	Tulsa, Okla.	1170	50000	543
KVOP	Plainview, Texas	1400	250	598
KVOR	Colorado Springs, Colo.	1300	1000	342
KVOS	Bellingham, Wash.	790	250	612
KVOX	Moorhead, Minn.	1340	250	453
KVRS	Rock Springs, Wyo.	1400	250	627
KVSF	Santa Fe, N. M.	1340	100	481
KVSO	Ardmore, Okla.	1240	250	540
KVWC	Vernon, Texas	1490	250	601
KWAL	Wallace, Idaho	1450	250	377
KWAT	Watertown, S. D.	1240	250	579
KWBR	Oakland, Calif.	1310	1000	332
KWBU	Corpus Christi, Texas	1010	50000	589

Call Letters	City	Frequency in Kilocycles	Power in Watts	See Page
KWBW	Hutchinson, Kans.	1450	250	405
KWEW	Hobbs, N. M.	1490	100	480
KWFC	Hot Springs, Ark.	1340	250	319
KWFT	Wichita Falls, Texas	620	5000 d., 1000 n.	603
KWG	Stockton, Calif.	1230	250	340
KWIL	Albany, Ore.	1240	250	545
KWJB	Globe, Ariz.	1240	250	315
KWJJ	Portland, Ore.	1080	1000	549
KWK	St. Louis, Mo.	1380	5000 d., 1000 n.	467
KWKH	Shreveport, La.	1130	50000	417
KWKW	Pasadena, Calif.	1430	1000	333
KWLC	Decorah, Iowa	1240	250	397
KWLK	Longview, Wash.	1400	250	613
KWLM	Willmar, Minn.	1310	250	455
KWNO	Winona, Minn.	1230	250	455
KWOC	Poplar Bluff, Mo.	1340	250	465
KWON	Bartlesville, Okla.	1400	250	540
KWOR	Worland, Wyo.	1490	250 C.P.	627
KWOS	Jefferson City, Mo.	1240	250	461
KWRC	Pendleton, Ore.	1240	250	547
KWSC	Pullman, Wash.	1250	5000	613
KWTO	Springfield, Mo.	560	5000 d., 1000 n.	469
KWTX	Waco, Texas	1230	250 C.P.	601
KWYO	Sheridan, Wyo.	1400	250	627
KXA	Seattle, Wash.	770	1000	615
KXEL	Waterloo, Iowa	1540	50000	401
KXL	Portland, Ore.	750	10000	549
KXLA	Pasadena, Calif.	1110	10000	332
KXO	El Centro, Calif.	1230	250	323
KXOA	Sacramento, Calif.	1490	250	334
KXOK	St. Louis, Mo.	630	5000	467
KXOX	Sweetwater, Texas	1240	250	600
KXRO	Aberdeen, Wash.	1340	250	612
KXYZ	Houston, Texas	1320	5000	596
KYA	San Francisco, Calif.	1260	5000 d., 1000 n.	339
KYCA	Prescott, Ariz.	1490	250	316
KYOS	Merced, Calif.	1490	250	331
KYSM	Mankato, Minn.	1230	250	452
KYUM	Yuma, Ariz.	1240	250	317
KYW	Philadelphia, Pa.	1060	50000	556
WAAB	Worcester, Mass.	1440	5000	434
WAAF	Chicago, Ill.	950	1000	378
WAAT	Newark, N. J.	970	1000	478
WABC	New York, N. Y.	880	50000	489
WABI	Bangor, Me.	1230	1000, 5000 C.P.	417
WABY	Albany, N. Y.	1400	250	483
WACO	Waco, Texas	1450	250	601
WADC	Akron, O.	1350	5000	526
WAGA	Atlanta, Ga.	590	5000	367
WAGC	Chattanooga, Tenn.	1450	250 C.P.	581
WAGE	Syracuse, N. Y.	620	1000	505
WAGF	Dothan, Ala.	1400	250	312
WAGM	Presque Isle, Me.	1450	100	419
WAIM	Anderson, S. C.	1230	250	574
WAIR	Winston-Salem, N. C.	1430	250	521
WAIT	Chicago, Ill.	820	5000	378
WAJR	Morgantown, W. Va.	1230	250	619
WAKR	Akron, O.	1590	5000	528
WALA	Mobile, Ala.	1410	5000	313
WALB	Albany, Ga.	1590	1000	365
WALL	Middletown, N. Y.	1310	250	489