

STANDARD CONDITIONS

GOVERNING CONTRACTS AND ORDERS FOR SPOT BROADCASTING

Adopted 1933 by
National Association of Broadcasters
In cooperation with
American Association of Advertising Agencies

1. PAYMENT

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

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

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

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

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

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

2. TERMINATION

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

3. INABILITY TO BROADCAST

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

to the reason for cancellation or postponement, and as to any substitute time agreed upon.

[b]. If interruptions occur during the entertainment portion of the broadcast, credit shall be given by the station at the pro rata rate for such interruptions of one minute or more duration. If interruptions occur during the commercial announcement portion of the broadcast, credit shall be given by the station in the same proportion to the total station time charge which the omitted commercial announcement portion bears to the total commercial announcement in the program. If the interruption equals or exceeds 50% of the total program time the station shall defray a pro rata share of the live talent costs, unless the interruption is due to an Act of God, public emergency or legal restriction.

4. SUBSTITUTION OF SUSTAINING PROGRAM OF PUBLIC IMPORTANCE

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

5. RATES

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

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

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

6. PROGRAMS

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

[b]. Should the station fail to receive program material seven days in advance of the broadcast it shall so notify the agency. Subsequent to this notification, if the station fails to receive the program material in time for the broadcast, if the programs are transcriptions, the station shall, following first broadcast, repeat a previous program

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

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

pared and produced both as to artists and program content by the station excepting only such liability as may result from the broadcasting of the commercial credits and other material as furnished or approved by the agency.

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

7. GENERAL.

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

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

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

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

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

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

(A. A. A. A. Standards of Practice—Continued from Page 200)

PROFESSIONAL PRACTICE ADVERTISING COPY

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

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

COMPENSATION REBATING

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

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

EXTRA COMPENSATION

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

COMPETITION SPECULATIVE MATERIALS

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

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

OFFERING CREDIT EXTENSION

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

UNFAIR TACTICS

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

* * *

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

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

★ FOREIGN ★ LANGUAGE MARKET

Statistics Supplied by
FOREIGN LANGUAGE DEPARTMENT

of Forjoe & Company

THE year 1940 ushers in a drive in foreign language radio advertising in the United States. National advertisers such as: Procter & Gamble, Pillsbury Flour, Carnation Milk, Rem and Rel, Planter's Products and Alka-Seltzer, Gold Medal Coffee, Iowa Soap Company, R. J. Reynolds Company, Vick Chemical Company, P. J. Lorillard Co., Ex-Lax, Ronzoni Macaroni, La Rosa Macaroni, Gambarelli & Davitto represented by leading national advertising agencies such as: Compton Advertising. Pedlar & Ryan, William Esty, Morse International, Joseph Katz, Blackett-Sample & Hummert, H. W. Kastor & Sons, De Biasi Agency, Lennen & Mitchell, Erwin, Wasey & Company, Commercial Radio and many others have already set aside appropriations covering national campaigns in the foreign language market within the market.

These national campaigns cover the leading metropolitan markets of this country because the United States foreign-language groups are located in these markets. Seventy-six per cent of the foreign language market or 29,339,373 people reside and do business in the United States-Urban Metropolitan Foreign Language Markets.

The potential buying power of the foreign language market within the market arises from a six million United States Urban-Foreign Families. These families can spend 1½ billion dollars for foods, drugs, soaps, household articles and all the other products turned out by United States manufacturers.

Sixty-five per cent of the United States-Urban Foreign population falls within five dominant language groups: 1. Ger-

man, 2. Jewish, 3. Italian, 4. Polish, 5. Scandinavian.

Foreign language stations such as: WEVD, WOV, WBNX, WHOM, WVFW, WARD, WWRL, WBBC in New York, and WPEN, Philadelphia, WBRE, Wilkes-Barre, WWSW, KQV, Pittsburgh, WELI, WNBC, in Connecticut, WCOP, WMEX, Boston, WSAR, Fall River, WPRO, Providence, WJBK, WMBC, Detroit, WENY, WEBR, Buffalo, WGES, WSBC, WEDC, WCBD, Chicago, WIND, Gary, WEMP, Milwaukee, WEW, KXOK, St. Louis, WGAR, Cleveland, KSAN, San Francisco, KRE, Berkley, KSAL, Santa Rosa, KLS, Oakland, KMTR, Hollywood and many other stations report considerable increase in activity.

1939 shows an estimated \$2,500,000 spent on foreign language radio advertising. 1940 should prove a banner year.

Foreign "Market Within The U. S. Market"

38,727,593 people in the U. S. are of foreign birth or parentage.

29,339,373 of the U. S. Foreign Population, 76%, live and do business in the key Urban-Metropolitan areas.

There are 6,834,843 U. S. Foreign families.

There are 6,219,707 U. S. Urban-Foreign Radio Families.

78.1% of the Foreign Born White are in the Buying Ages of 25 to 65 years.

65% of the U. S. Urban-Foreign Population is in 5 language groups—German, Jewish, Italian, Polish and Scandinavian are dominant.

55% of Metropolitan populations are foreign language groups.

AYERS-PRESCOTT
INCORPORATED

ROCKEFELLER CENTER, RADIO CITY, N. Y.

CREATORS

RADIO PRODUCTIONS

ARTIST MANAGEMENT

S KIRBY AYERS

ROBERT J. PRESCOTT

AUTHORS & ARTISTS, Inc.

NORMAN H. WHITE, JR.

RCA BUILDING

Columbus 5-1811-2-3

ADVERTISING ★ AGENCIES ★

The following listing includes all agencies placing network and important spot business during 1939 as well as those handling the larger local accounts.

Key to Symbols of Membership and Recognition Abbreviations

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

ADVERTISING, INC.

1523-29 Central National Bank Bldg.,
 Richmond, Va.
 Phone 32800 & 32809
 First Advertising Agency Group

Officers

President J. Lynn Miller
 Vice-President M. T. Miller
 Secretary-Radio Director A. G. Smithers
Radio Accounts Placed—Southern Dairies,
 R. F. & P. Railroad, Richmond Maid Mfg.
 Co.

ADVERTISERS BROADCASTING CO.

205 E. 42nd St., New York, N. Y.
 Phone Murray Hill 4-1360

Officers

Owner M. Keilson
 Radio Director Z. H. Rubinstein

ADVERTISING-BUSINESS CO.

1213 Throckmorton St.
 Fort Worth, Texas
 Phone 3-2421

Officers

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

THE AITKIN-KYNETT COMPANY

1400 South Penn Square
 Philadelphia, Pa.
 Phone Rittenhouse 7810

AAAA - ABC - NOAB - ABP - ANPA
 APA - PPA

Officers

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

R. H. ALBER COMPANY

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

President R. H. Alber
Radio Accounts Placed—Gospel Broadcast-
 ing Corp.

EARL ALLEN COMPANY

638-15 Insurance Bldg., Omaha, Nebr.
 Phone Harney 3241

Officers

President-Treasurer Earl Allen
 Vice-President Milton H. Reynolds
 Vice-President Richard Cole
 Radio Director Robert Savage

ADVERTISING AGENCIES

ALLEN, HEATON & McDONALD, INC.

1001 Enquiree Bldg., Cincinnati, Ohio

Officers

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

ANDERSON, DAVIS & PLATTE, INC.

1270 Sixth Ave., New York, N. Y.

Phone COLUMBUS 5-4868

PPA — ANPA

Officers

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

AUBREY, MOORE & WALLACE, INC.

230 N. Michigan Ave., Chicago, Ill.

Phone RANDOLPH 0830

ANPA — ABP — PPA — APA

Officers

President.....James T. Aubrey
Vice-Presidents.....John C. Moore,
L. T. Wallace, John J. Finlay, L. O.
Wilson
Radio Time Buyer.....John H. North
Radio Production.....J. T. Ainley
Radio Accounts Placed—Campana Sales
Co., Chicago Motor Club, Chicago Solvay
Coke Co., E. J. Funk & Sons (Hybrid Corn),
International Harvester Co., World Products
Co. (Twenty Grand Razor Blades).

AUSTIN & SPECTOR CO.

32 East 57th St., New York, N. Y.

Phone ELdorado 5-1270

ANPA — PPA — APA — ABP

Officers

President.....Raymond Spector
Vice-President-Treasurer.....Alvin Austin
Director of Research & Media,
Horace Schwerin
Director of Clients Service.....Sidney Rubin
Radio Time Buyer.....Daniel I. Rodgers
Copy Chief.....Harry Dodsworth
Art Director.....Frank Roemer
Production Manager.....Richard Scott

Radio Accounts Placed—Beverly Hills Memorial Park, Health Aids, Inc. (Serutan), Journal of Living, King David Memorial Park, The Lone Ranger, Inc., Maryland Baking Co. and subsidiary companies, Modern Camera Exchange, Inc., Pilot Radio Corp., Purity Products, Inc., Universal Camera Corp., Weco Products Co. (Dr. West's Toothpaste).

N. W. AYER & SON, INC.

West Washington Square, Philadelphia, Pa.

Phone Lombard 0100

ANPA — PPA — ABP

Officers

President.....H. A. Batten
Executive Vice-Presidents....Gerold Lauck,
Clarence Jordan
Vice-President in Charge of Radio Plans,
C. Halstead Cottingham
Radio Time Buyers...Thomas J. McDermott,
Frank Coulter, Jr.

Branch Offices

30 Rockefeller Plaza, New York, N. Y.

Phone Circle 6-0200

Vice-President.....Edward R. Dunning
Vice-President in Charge of Radio
Program Production...H. L. McClinton
6253 Hollywood Blvd., Hollywood, Calif.
Radio Production.....Ben Ward,
Bradford Browne

Statler Office Bldg., Boston, Mass.

Phone Hubbard 4970

Manager.....E. Craig Greiner
135 S. LaSalle St., Chicago, Ill.
Phone Randolph 3456

Vice-President.....Sterling E. Peacock
235 Montgomery St., San Francisco, Calif.
Phone Sutter 2534

Vice-President.....Carl J. Eastman
Penobscot Bldg., Detroit, Mich.
Phone Randolph 3800

Vice-President.....Frank L. Scott, Jr.
80 Richmond St. West, Toronto, Canada
Phone Adelaide 6156

Vice-President.....John F. Graydon
Sun Life Bldg., Montreal, Canada
Phone Plateau 6886

Manager.....Arthur G. White

Radio Accounts Placed—American Rolling Mills Co., American Telephone & Telegraph Co., Atlantic Refining Co., Paul F. Beich Co., Bovril of America, Inc., Curtice Brothers Co., Detroit Creamery Co., W. L. Douglas Shoe Co., Ford Motor Co., J. B. Ford Co., Gordon Baking Co., Dr. Hess & Clark, Inc., Illinois Bell Telephone Co., Kirkman & Son, Inc., Philadelphia Coke Co., Dr. Price Flavoring Extract Co., U-All-No Mints, Sheffield Farms Co., Supplee-Wills-Jones Milk Co., Universal Credit Co., Webster-Eisenlohr, Inc., Hawaiian Pineapple Co., Ltd., Cliquot Club Ginger Ale, General Ice Cream Co.

BADGER & BROWNING

75 Federal St., Boston, Mass.

Phone Liberty 3364
ANPA — ABP — PPA

Officers

President J. L. Badger
Vice-Presidents C. P. Parcher.
J. Paul Hoag, L. C. Keyes
Treasurer F. S. Browning

Affiliated Agency

Badger & Browning & Hersey
30 Rockefeller Plaza, New York, N. Y.
Phone Circle 7-3720
Robert W. Hersey, President

BADGER AND BROWNING & HERSEY, INC.

30 Rockefeller Plaza, New York, N. Y.
Phone Circle 7-3720
ANPA — PPA — ABP

Officers

President R. W. Hersey
Chairman of Board J. L. Badger
Treasurer F. S. Browning
Radio Director Mrs. Marjorie de Mott

Affiliated Agency

Badger & Browning
75 Federal St., Boston, Mass.
Phone Liberty 3364
Radio Account Placed—American Chicle
Co.

BARLOW ADVERTISING AGENCY, INC.

309 Starrett-Syracuse Bldg., Syracuse, N. Y.
Phone 3-0131
APA — PPA — ABP

Officers

President E. S. Barlow
Vice-President E. S. Crawford
Vice-President H. H. Goodhart
Vice-President M. S. Whitney
Secretary E. V. Cole
Production Manager C. A. Furstenburg
Copy Chief J. J. Hines
Art Director H. C. Millard
Radio Manager J. R. Coleman
Radio Accounts Placed—Dairymen's League
Co-operative Association, Inc., Procino &
Rossi.

BARNES CHASE CO.

530 Broadway, San Diego, Calif.
Phone Franklin 7771

Branch Office

1121 S. Hill St., Los Angeles, Calif.
Phone Prospect 4118

ADVERTISING AGENCIES

Officers

Partners Norman R. Barnes,
Henry H. Chase
Radio Accounts Placed—Milnor's, Inc.;
Westgate Sea Products Co., Brown Motor
Co., Qualite Dairy Products Co., Southern
California Baking Co., Gazosa Beverage Co.,
Whitney & Co., Klauber-Wangenheim Co.

BARRONS ADVERTISING CO.

Kirkwood Bldg., McGee at 18th,
Kansas City, Mo.
Phone HArrison 7730-1

Officers

President & Treasurer M. J. Barrons
Vice-President Wheeler Godfrey
Secretary A. W. Durrin
Radio Dept. Heads Frank H. Little,
Jas. Harper
Radio Accounts Placed—Zerbst Pharmacal
Co., Seidlitz Paint & Varnish Co., Diesel
Power Engineering School, Manor Baking
Co., Chevrolet Dealers of Kansas City, American
Royal Live Stock Show, The Sodiphene
Co., Atlas Burner Co.

BASS-LUCKOFF, INC.

Lafayette Bldg., Detroit, Mich.
Phone Randolph 0707

Officers

President Louis Bass
Vice-President Louis H. Luckoff
Radio Account Placed—Detrola Corp.

BATTEN, BARTON, DURSTINE & OSBORN, INC.

383 Madison Ave., New York, N. Y.
Phone Eldorado 5-5800
AAAA

Officers

Chairman of Board William H. Johns
President Bruce Barton
Chairman of Executive Committee—
Treasurer F. R. Feland
Executive Vice-President Alex F. Osborn
Secretary F. M. Lawrence
Vice-President-Director of Radio,
Arthur Pryor, Jr.
Radio Producers and Writers,
Herbert C. Sanford, William Spier, Homer
Flickett, David White, Kenneth
Webb, Frank Linder, C. M. Underhill,
Kirk Alexander, John Driscoll, Kath-
erine Winn.
Radio Time Buyer C. E. Midgley, Jr.

ADVERTISING AGENCIES

Branch Offices

919 N. Michigan Ave., Chicago, Ill.
Phone Superior 9201

Vice-President R. B. Barton

Rand Bldg., Buffalo, N. Y.
Phone Cleveland 7915

Vice-President Stanley P. Irwin

Grant Bldg., Pittsburgh, Pa.
Phone Grant 3060

Vice-President Leon D. Hansen

178 Tremont St., Boston, Mass.
Phone Hubbard 0430

Vice-President Francis W. Hatch

Northwestern Bank Bldg., Minneapolis, Minn.
Phone Atlantic 4575

Vice-President John C. Cornelius

1515 Terminal Tower, Cleveland, Ohio
Phone Prospect 3621

Vice-President C. L. Davis

404 Guaranty Bldg., Hollywood, Calif.
Phone Hollywood 7337

Manager Jack Smalley

Radio Accounts Placed—American Cranberry Exchange, American Stove Co., Andersen Ryan Coffee, Armstrong Cork Co., Broadway-Hollywood Department Stores, Brown & Williamson Tobacco Corp. Borden Farm Products, Charm Products, Inc., Consolidated Edison, Cooky Groc, Central Finance Corp., Curtis Publishing Co., Duluth Brewing & Malting Co., E. I. du Pont de Nemours & Co., Inc., Ethyl Gasoline Corp., Fort Pitt Brewing Co., Fruit Dispatch Co., Gamble Stores, General Baking Co., General Electric, General Mills, Griesedieck Bros. Brewing Co., Hecker Products Corp., Hoffman Beverage, Geo. A. Hormel & Co., Household Finance Corp., Koppers Coke, Marine Trust Co., Nchi Corporation, New York Telephone, Peniek & Ford, Ltd., Inc., Pittsburgh Auto Dealers, Remington Rand, Inc., Royal Crown Bottling Co., Savings Banks Association of Massachusetts, F. & M. Schaefer Brewing Co., Serval, Inc., Southern New England Telephone Co., Time, Inc., Wm. Underwood Co., Waitt & Bond, Western Savings Banks, Willow Brook Dairy.

BRACE BEEMER, INC. RADIO ADVERTISING

14401 Dexter St., Detroit, Mich.
Phone TO 8-5310

Officers

President & Director of Radio. Brace Beemer
Vice-President B. B. O'Brecht
Secretary-Treasurer K. S. Carriek

BENTON AND BOWLES, INC.

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

Phone Wickersham 2-0400

AAAA -- ANPA -- PPA -- ABP

ABC -- NOAB -- APA

Officers

Chairman of Board Chester B. Bowles

President Atherton W. Hobler

Vice-President-General Manager,
James G. Rogers, Jr.

Vice-President & Director of Radio,
Tom Revere

Branch Offices

Equitable Bldg., Hollywood, Calif.

Phone Hillside 9151

Production Head Don Cope

Radio Accounts Placed --- General Foods Corp. (Maxwell House Coffee, Diamond Crystal Salt, Huskies, Post Toasties, Post's Bran Flakes); Colgate-Palmolive-Pect Co. (Palmolive Soap, Super Suds, Octagon, Palmolive Shave Cream and Palmolive Brushless, Colgate Dental Cream, Colgate Tooth Powder, Colgate Shave Cream, Cashmere Bouquet, Cue Dental Liquid, Halo Shampoo); Continental Baking Co. (Wonder Bread and Hostess Cake); Best Foods, Inc. (Nucoa); Quaker Oats Co. (Quaker Farina); Prudential Insurance Co.

BERMINGHAM, CASTLEMAN & PIERCE, INC.

136 East 38th St., New York, N. Y.

Phone Lexington 2-7550

ANPA -- PPA -- NOAB -- APA

Officers

President Arch Bermingham

Executive Vice-President Stewart Wark

Vice-President Col. Meade Wildrick

Secretary-Treasurer Winston H. Hagen

Radio Director George C. Castleman

Radio Accounts Placed—Griffin Manufacturing Co., Inc.; Conti Products Corp., Frank H. Lee Co.

GEORGE BIJUR, INC.

9 Rockefeller Plaza, New York, N. Y.

Phone Circle 6-6330

ANPA

Officers

Radio Director George Bijur

Radio Accounts Placed—Mutual Broadcasting System, Radio Station WOR.

THE BIOW CO., INC.

9 Rockefeller Plaza, New York, N. Y.

Phone Circle 6-9300

ANPA — PPA — ABP

Officers

President and Treasurer.....Milton H. Biow
SecretaryAnna Hauptman
Director of Radio.....Regina Schuebel
Dramatic Radio Director.....Jack Johnstone

Radio Accounts Placed — Bulova Watch Co., Joe Lowe Corp., Philip Morris & Co., Revelation Tobacco, Bond Street Tobacco, Postal Telegraph & Cable Co., Westfield Watches.

BLACKETT-SAMPLE-HUMMERT, INC.

221 N. La Salle St., Chicago, Ill.

Phone Dearborn 0900

ANPA — PPA

Officers

President.....J. G. Sample
Vice-Pres. & Treasurer.....Hill Blackett
SecretaryJ. R. Lieber
Vice-Presidents.....L. D. Milligan,
L. A. Crowell, O'Neill Ryan, M. Bent,
G. R. Collins

Director of Radio.....Kirby Hawkes
Radio Time Buyer.....Harlow Roberts
Assistant Time Buyer.....J. W. Laemmar

Branch Offices

247 Park Ave., New York, N. Y.

Phone Wickersham 2-2700

Officers

V-P in Charge.....E. Frank Hummert
Vice-PresidentsAnne Hummert,
George Torney, Duane Jones, C. D.
Christoph

Radio Time Buyer.....L. Schroeder
Radio Accounts Placed—Sterling Products, Inc.; American Home Products Corp., General Mills, Inc.; Procter & Gamble Co., B. T. Babbitt, Inc.; E. & F. Laboratories, Skelly Oil Co., Sears-Roebuck & Co., The Wander Co., Beneficial Management Corp. (Personal Loan Co.), Hecker Products Corp. (Shoe Polish Division); Frank H. Fleece Corp., La Choy Food Products Co.

WILLIAM BLAIR BAGGALEY, INC.

8 South Michigan Ave., Chicago, Ill.

Phone State 2154

Officers

PresidentW. B. Baggaley
Treasurer.....P. G. Heldman
Secretary.....H. H. Hammer

Radio Accounts Placed—J. W. Marrow Mfg. Co.; Armand Varady.

ADVERTISING AGENCIES

BOTSFORD, CONSTANTINE & GARDNER

115 SW 4th, Portland, Oregon

Phone Atwater 9541

AAAA — ANPA — PPA — ABP

Officers

President.....David M. Botsford
Treasurer.....Merle W. Manly
Secretary.....Frankie Coykendall
Vice-Presidents.....C. P. Constantine,
Stanley G. Swanberg, John H. Weiser,
Ray Andrews, Frankie Coykendall, Merle
W. Manly.

Branch Offices

814 2nd Ave. Bldg., Seattle, Wash.

Phone Elliott 3523

Vice-President.....C. P. Constantine

350 Russ Bldg., San Francisco, Cal.

Phone Exbrook 7565

Vice-President.....Stanley G. Swanberg

323 Petroleum Securities Bldg.,

Los Angeles, Cal.

Phone Prospect 0206

Vice-President.....John H. Weiser

Radio Accounts Placed—Tillamook County Creamery Association, Gilmore Oil Co.

EMIL BRISACHER AND STAFF

310 Crocker Bldg., San Francisco, Calif.

Phone Garfield 0276

ANPA — APA — PPA

Officers

PresidentEmil Brisacher
Vice-President.....R. T. Van Norden
Account Executive.....Charles H. Gabriel

Branch Offices

Petroleum Securities Bldg., Los Angeles, Cal.

Phone Prospect 9368

Robert J. Davis, Louise Ludke,

Vernon Wosnick

Radio Accounts Placed—Joseph Magnin & Co., McRockey-Airflex Mattress Co., Rough Rider Manufacturing Co., "I Want a Divorce" Program Cooperative Accounts.

BROOKE, SMITH & FRENCH, INC.

82 East Hancock Ave., Detroit, Mich.

Phone Columbia 0860

AAAA — ANPA — PPA — ABP

Officers

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President.....Willard S. French
Secretary-Treasurer.....Guy C. Smith

ADVERTISING AGENCIES

Vice-Presidents.....Guy C. Smith,
H. H. Ohlmacher, Sturges Dorrance, J.
C. Williams, Clarke C. Wilnot
Director of Radio.....H. H. Ohlmacher

BROOKE, SMITH, FRENCH & DORRANCE, INC.

347 Madison Ave., New York, N. Y.
Phone Murray Hill 6-1800
AAAA — ANPA — PPA — ABP
APA — NOAB

Officers

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PresidentSturges Dorrance
Executive Vice-President, Williard S. French
Treasurer.....Charles W. Brooke
Secretary.....H. H. Ohlmacher
Vice-Presidents.....H. M. Overstreet,
Henry E. Pengel, Jr.; Charles C. Kahlert
Director of Radio.....H. M. Overstreet
Radio Account Placed—State of Maine
Development Commission.

D. P. BROTHER & CO., INC.

General Motors Bldg., Detroit, Mich.
Phone Trinity 2-8250
AAAA — ANPA — PPA

Officers

PresidentD. P. Brother
Secretary.....A. C. Schroeder
Treasurer & Radio Time Buyer,
C. Georgi, Jr.
Radio Account Placed—Oldsmobile Division of General Motors Sales Corp.

FRANKLIN BRUCK ADVERTISING CORP.

RKO Bldg., Rockefeller Center,
New York, N. Y.
Phone CIrele 7-7661
ANPA — PPA — APA

Officers

PresidentFranklin Bruck
Secretary and Radio Time Buyer,
M. J. Kleinfeld
TreasurerMort Heineman
Radio Production.....M. I. Jurin
Radio Accounts Placed—North American
Accident Insurance Co., Manhattan Soap
Company, The Sitroux Co., Remington-Rand,
Inc.; Simplex Patterns, Inc.

BUCHANAN & COMPANY, INC.

1501 Broadway, New York, N. Y.
Phone MEdallion 3-3380
AAAA — ANPA — PPA — ABP — SNPA

Officers

Chairman of Board.....Joseph A. Hanff
President.....T. S. Buchanan
Treasurer.....L. J. Seeger
Secretary.....C. J. G. Atkinson
Executive Vice-President....A. O. Dillenheck
Vice-President.....A. E. Bonn
Vice-President.....John Hertz, Jr.
Radio Director.....Paul Munroe
Assistant Director.....Edith Hopfan

Branch Offices

919 No. Michigan Ave., Chicago, Ill.
Phone Superior 3047
Vice-President.....George Enzinger
929 So. Broadway, Los Angeles, Cal.
Phone Michigan 2156
Vice-President.....Fred M. Jordan
Radio Director.....Jack W. Runyon
Radio Accounts Placed—The Texas Co.,
Royal Typewriter Co., Paramount Pictures,
Inc.

LEO BURNETT COMPANY, INC.

360 North Michigan Ave., Chicago, Ill.
Phone Central 5959
AAAA — ANPA — PPA — APA

Officers

President and Treasurer.....Leo Burnett
Vice-President and Secretary, E. Ross Gamble
Vice-President.....DeWitt O'Kieffe
Vice-President.....Frank Smith
Vice-President.....R. N. Heath
Radio Accounts Placed—Pure Oil Co.

CAHN, MILLER & NYBURG, INC.

413 N. Charles St., Baltimore, Md.
Phone Vernon 4411

Officers

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Vice-President-Treasurer....C. LeRoy Miller
SecretaryRobert Nyburg
Account Executive.....E. Lyell Gunts

CAMPBELL-EWALD CO.

General Motors Bldg., Detroit, Mich.
Phone Trinity 2-6200
AAAA — ANPA — ABP — PPA

Officers

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Executive Vice-President....R. H. Crooker
Vice-Pres. & Gen. Mgr.....W. W. Lewis
Radio Executive.....G. C. Packard

Branch Offices

714 W. Olympic Blvd., Los Angeles, Calif.
Phone Prospect 1275
Manager.....Steven S. Arnett

1700 Claus Spreckels Bldg.,
San Francisco, Calif.
Phone Douglas 5670

Manager.....R. V. Dunne
230 N. Michigan Ave.,

Chicago, Ill.

Manager.....Myron T. Harshaw

•
**CAMPBELL-EWALD COMPANY OF
NEW YORK, INC.**

1790 Broadway, New York, N. Y.

Phone Circle 7-6383

AAAA

Officers

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President & General Manager.....F. D. Richards
Treasurer.....Duane W. Beurmann
Secretary.....L. B. Dudley
Vice-President.....W. W. Lewis
Director of Radio.....Louis Dean
Assistant Director.....Kenneth Young
Radio Continuity Writer.....Vernon Welsh

Branch Offices

1214 19th St., N.W., Washington, D. C.

Phone Metropolitan 5670

Manager.....Emmett Deady
Radio Accounts Placed—Cycle Trades of
America, Inc., General Motors Acceptance
Corp., General Motors Corp., U. S. Rubber
Co.

•
THE CAPLES CO.

230 Park Ave., New York, N. Y.

Phone MURray Hill 6-6500

ANPA — PPA — APA — NOAB

Officers

President.....Ralph C. Caples
Vice-President.....Albert Woodley

Branch Offices

225 E. Erie St., Chicago, Ill.

Phone Superior 6016

Vice-President.....R. N. Hartsing

1416 Dodge St., Omaha, Nebr.

Phone Jackson 1107

L. M. Branch

412 W. 6th St., Los Angeles, Calif.

Phone Prospect 9141

E. F. Bader

Radio Account Placed — Railway Express
Agency, Union Pacific Railroad.

ADVERTISING AGENCIES

CECIL & PRESBREY, INC.

247 Park Ave., New York, N. Y.

Phone Wickersham 2-8200

AAAA — ANPA — PPA — ABP

Officers

Chairman of Board.....James Cecil
President.....Charles Presbrey
Secretary-Treasurer.....Luther Wait
Vice-President.....Edward B. Nockes
Manager, Radio Dept.....Edward Tompkins
Radio Production.....Henry Souvaine, Inc.

Branch Office

228 North LaSalle St., Chicago, Ill.

Phone Central 5255

Manager.....Leroy A. Kling
Radio Accounts Placed—Booth Fisheries,
Cunard White Star Lines, G. Washington
Coffee Co., Nestles Chocolate Co., Regal
Shoe Co.

•
C. P. CLARK, INC.

2411 West End Ave., Nashville, Tenn.

Phone 7-6602

AAAA — NOAB — First Advertising Agency
Group

Officers

President-In Charge of Radio....C. P. Clark
Executive Vice-President, Herbert Armstrong
Secretary-Treasurer.....D. G. Goodwin

•
THE CLEMENTS COMPANY, INC.

1601 Chestnut St., Philadelphia, Pa.

Phone Rittenhouse 0236

ANPA — PPA

Officers

President-Treasurer.....I. W. Clements
Vice-President-Secretary...E. D. Masterman
Vice-President.....James A. Bell
Director of Radio.....A. West

Radio Accounts Placed—Horn & Hardart
Baking Co., Horn & Hardart Co., Morrison
Co., Morton Co., Northwestern National
Bank, Modern Food Process Co., Parkway
Baking Co., P. J. Ritter Co., F. G. Vogt &
Sous, Inc.

•
COMPTON ADVERTISING, INC.

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

Phone Circle 6-2800

AAAA

Officers

President.....Richard Compton
Secretary-Treasurer.....Leonard T. Bush

ADVERTISING AGENCIES

Vice-Presidents.....Leonard T. Bush,
Alfred Stanford, Robert Holbrook,
Chauncy Landon, Trel Yocum

Vice-President-Art Director..Gordon Aymar
Vice-President-Director of Radio,
John E. McMillin

Radio Time Buyer.....Murray Carpenter
Network Time Buyer.....D. P. Potter
Spot Time Buyer.....William Maillefert

Branch Offices

Gwynne Bldg., Cincinnati, O.
Robert Marsh, Anne Johnson
221 N. La Salle St., Chicago, Ill.
Phone State 8747
Jane Stockdale

Radio Account Placed—Procter & Gamble
Co. (Ivory Soap, Ivory Flakes, Crisco, P. &
G. Naptha Soap, Fluffo, Ivory Snow, Barsalou
Soap, Duz), Wheatena Corp., Utica Club
Beer & Ale, Permutit Co.

COOLIDGE ADVERTISING COMPANY

310 Insurance Exchange Bldg.,
Des Moines, Ia.
Phone 3-5195

AAAA — PPA — ANPA — APA — ABP

Officers

PresidentPaul Blakemore
Vice-President.....R. H. Cary
SecretaryH. J. Kroeger
Radio Director.....David Ainsworth

Radio Accounts Placed — Bankers Trust
Co., Chase Investment Co., Cownie Furs, Des
Moines Ice & Fuel Co., Geppert Studios,
Iowa Dairy Industry Commission, Marshall
Canning Co., Oelwein Chemical Co., Shuler
Coal Co., Western Grocer Co., Consumers
Consolidated Coal Co.

CRITCHFIELD & COMPANY

720 North Michigan Ave., Chicago, Ill.
Phone Superior 3061

ANPA — APA — PPA — NAOB

Officers

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Vice-Presidents.....W. Frank McClure,
S. S. Smith, Jr., C. C. Greene, E. P.
Nesbitt
Secretary.....R. C. Scrymiger
Treasurer.....N. W. Smith
Production Manager.....R. M. Cowing

Radio Director.....M. E. Blackburn

Radio Accounts Placed—Aero Industries
Technical Institute, Chicago Technical
School, Hemphill Diesel Schools, Letz Man-
ufacturing Co., Moody Bible Institute,
Thermo Air Conditioning Institute, Voca-
tional Service, Inc.; Wheeling Steel Corp.,
Wonder Lake Syndicate, Wright & Lawrence
Drug Co.

SAMUEL C. CROOT CO., INC.

23 West 44th St., New York, N. Y.
Phone BRyant 9-2588

ANPA — ABP — APA — PPA — NOAB

Officers

President.....Samuel C. Croot
Vice-Presidents.....William Krieger,
Robert D. Merrill
Secretary.....J. W. Morgan
Treasurer.....Stanley Gibson
Radio Account Placed—Maltex Co.

D'ARCY ADVERTISING COMPANY

Missouri Pacific Bldg., St. Louis, Mo.
Phone Central 6700

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

Officers

President.....W. C. D'Arcy
TreasurerC. C. Pangman
SecretaryC. C. Pangman
Vice-President.....J. F. Oberwinder

Branch Offices

515 Madison Ave., New York City
Phone Eldorado 5-3765

Vice-President in Charge of
RadioF. W. Coste
Radio Continuity Writer.....W. Pflueger
Terminal Bldg., Cleveland, Ohio
Phone Cherry 0158
Stanley Seward, H. M. Cooper
P. O. Box 1734, Atlanta, Ga.
Phone Hemlock 7608
J. H. Kinsella

Radio Account Placed—The Coca-Cola Co.

DOE-ANDERSON ADVERTISING AGENCY

309 Martin Brown Bldg., Louisville, Ky.
Phone Wabash 3193

Officers

President.....Elmer H. Doe
Account Executives.....Warwick Anderson,
H. S. McBride

DONAHUE AND COE, INC.

1270 6th Ave., New York, N. Y.

Phone Columbus 5-4252

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

Officers

President.....Edward J. Churchill
Treasurer.....W. B. Patterson
Secretary.....O. A. Kingsbury

Branch Office

411 Hurt Bldg., Atlanta, Ga.
Phone Main 5662

Manager.....H. L. Morrill, Jr.

Radio Accounts Placed—National Association of Ice Industries, Scholl Mfg. Co., Metro-Goldwyn-Mayer, United Artists, National Theatre, The Playwrights' Company.

DOREMUS & CO.

120 Broadway, New York, N. Y.

Phone REctor 2-1600

ANPA — NOAB

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President.....G. Munro Hubbard
Vice-Presidents.....Walter H. Burham,
Clifford B. Reeves
Secretary-Treasurer....Richard E. Williams

JOHN C. DOWD, INC.

Park Square Bldg., Boston, Mass.

Phone Hubbard 8050

Officers

President-Radio Director....John C. Dowd
Executive Vice-President.....E. D. Parent

JOHN H. DUNHAM COMPANY

333 N. Michigan Ave., Chicago, Ill.

ANPA — PPA — APA

Officers

President.....John H. Dunham
Vice-President-Treasurer.....J. C. Jones
Vice-President.....W. S. Hoyt
Secretary.....Herman A. Groth
Radio Accounts Placed — Chamberlain Laboratories.

SHERMAN K. ELLIS & CO.

500 Fifth Ave., New York, N. Y.

Phone LAckawanna 4-3570

ANPA — PPA

Officers

President-Treasurer.....Sherman K. Ellis
Vice-Presidents.....C. E. Staudinger,
S. J. Hamilton, Jr., Richard Barrett,
Clifford L. Fitzgerald, Milton J. Blair

ADVERTISING AGENCIES

Director of Radio.....Larry Holcomb
Radio, New Business.....Myron Kirk
Radio Time Buyer.....Harry Torp

Branch Offices

141 W. Jackson Blvd., Chicago, Ill.

Clifford L. Fitzgerald

C. P. R. Bldg., Toronto, Can.

Phone Adelaide 3051

Ralph Ashcroft

Radio Accounts Placed—Ward Baking Co., Quaker Oats Co., Richfield Oil Co., Saraka, Calox, MacLaughlin's Manor House Coffee, Falstaff Brewing Corp., Pennsylvania Salt Co., Standard Brands, Inc.

ERWIN, WASEY & CO.

Graybar Bldg., 420 Lexington Ave.,

New York, N. Y.

Phone MOhawk 4-8700

Officers

President.....Louis R. Wasey
Treasurer.....A. G. Van Utt
Secretary.....Owen B. Winters
Vice-Presidents.....O. B. Winters,
H. D. Williams, Paul E. Newman
Director of Radio.....Edward J. Fitzgerald

Branch Offices

230 N. Michigan Ave., Chicago, Ill.

Phone Randolph 4952

Vice-President.....W. L. Marshall
Securities Bldg., Minneapolis, Minn.

Phone Atlantic 1223

President.....Mac Martin
333 Montgomery St., San Francisco, Calif.

Phone Exbrook 7004

Vice-President.....S. R. Hutton
714 W. 10th St., Los Angeles, Calif.

Phone Prospect 5317

Executive Vice-President....H. A. Stebbins
Skinner Bldg., Seattle, Wash.

Phone Maine 6435

Vice-President.....W. E. Kraft

Radio Accounts Placed—Lydia E. Pinkham Medicine Co., Musterole Co., Zemo Co., Hecker H-O Co., The Barbasol Co., Consolidated Cigar Co., Carnation Co., R. B. Semler, Inc.; The Olive Tablet Co., Florida Citrus Exchange, Vanti Pa-Pi-A Corp., The Alkine Co.

WILLIAM ESTY & COMPANY, INCORPORATED

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

Phone Caledonia 5-1900

Officers

President and Treasurer.....William Esty
Secretary.....E. H. Cummings
Director of Radio.....Richard Marvin

ADVERTISING AGENCIES

Radio Producers.....Harry Holcombe,
Joe C. Donohue, Kenneth M. Fickett,
Don Bernard
Radio Continuity Writers....Helen Phillips,
Bernard Dougall, George Corey
Radio Accounts Placed—R. J. Reynolds
Tobacco Co., Lehn & Fink Products, Inc.,
Pacquin's Hand Cream, Baume Bengue,
White Laboratories, Lever Bros. (Lifebuoy).

FEDERAL ADVERTISING AGENCY, INC.

444 Madison Avenue, New York, N. Y.
Phone Eldorado 5-6400
AAAA — ANPA — PPA — ABP

Officers

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Vice-Presidents.....James O'Brien,
Jules B. Singer, Joseph Beck, J. M.
Nichols, Jr.
TreasurerGeorge Dietrich
General Manager.....D. E. Robinson
SecretaryGeorge Dietrich
Radio Department.....George Comtois,
J. S. Davidson

Radio Accounts Placed—Sinclair Refining
Co., National Biscuit Co. (for Shredded
Wheat), General Cigar Co., Rockwood &
Co., Durkee's Famous Foods, American Safety
Razor Corp., State of New Jersey.

FERRY-HANLY COMPANY

3200 Fidelity Bldg., Kansas City, Mo.
Phone Harrison 4890
AAAA — ANPA — PPA — ABP
ABC — APA

Officers

President.....C. P. Hanly
Secretary-Treasurer.....O. P. Luther
Vice-President-Manager.....B. B. Brewer

Offices

500 Fifth Ave., New York City
Phone Longacre 5-5000

President.....C. P. Hanly
Vice-President-Manager... H. M. Montgomery
111 W. Monroe St., Chicago, Ill.
Phone Central 8333

Vice-President.....Matthew G. Pierce
Vice-President.....A. Brooks Taylor
Manager.....Chas. L. Collette

ROBERT G. FIELDS & CO.

Bennie-Dillon Bldg., Nashville, Tenn.
Phone 6-1977

Officers

President.....Robert G. Fields

FITZGERALD ADVERTISING AGENCY, INC.

202 Southern Bldg., 833 Howard Ave.,
New Orleans, La.
Phone Raymond 5194
AAAA — ANPA — PPA — SNPA
APA — ABP — NOAB

Officers

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Vice-President.....Joseph H. Epstein
Vice-President.....Leonard Gessner
Secretary-Treasurer.....Roy M. Schwarz
Production Manager.....Warren G. Posey
Art Director.....E. W. Rector Wootten
ComptrollerLee O'Pry
Director of Radio.....Joe L. Killeen
Radio Continuity Writers...Roy M. Schwarz,
Joe L. Killeen

Radio Account Placed—Wesson Oil &
Snowdrift Sales Co., Louisiana Power & Light
Co., Southern Cotton Oil Co., Godchaux
Sugars, Inc.

FLACK ADVERTISING AGENCY

Hills Bldg., Syracuse, N. Y.
Phone 2-3129
ABP — ANPA — PPA — APA

Officers

Owner.....John B. Flack
Radio Director.....Frank C. Harrington

RICHARD FOLEY ADVERTISING AGENCY

1616 Walnut St., Philadelphia, Pa.
Phone Kingsley 1560
AAAA — ANPA — APA — PPA — ABP
ABC — NOAB

Officers

President.....Charles H. Eyles
Radio Director.....Russell Gray, Sr.
Radio Time Buyer.....Jos M. DeLone, Jr.
Radio Account Placed—Hollywood Health
Bread Co.

FORT & COMPANY

301-304 Kinney Bldg., Charlotte, N. C.
Phone 3-4217
APA — PPA — SNPA

Officers

President.....John L. Fort
SecretaryJean Dunham

ALBERT FRANK-GUENTHER LAW, INC.

131 Cedar St., New York, N. Y.
Phone Cortlandt 7-5060
ANPA — PPA — ABP — NOAB

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Chairman of Executive Committee,
Russell Law

President.....Frank J. Reynolds
 First Vice-President...Emil W. Kimmelberg
 Vice-President-Treasurer...Emmett Corrigan
 Vice-President-Secretary...Victor J. Civasco

HARRY M. FROST CO., INC.

260 Tremont St., Boston, Mass.
 Phone Liberty 0813
 ANPA — PPA — APA

Officers

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 Vice-President-Treasurer...Harry M. Frost
 Assistant Treasurer.....Edith G. Robinson
 Secretary-Radio Director,

Harvey P. Newcomb

Radio Continuity Writers....H. E. Bessom,
 Edward R. Young, Daniel J. Ford, Jr.

Radio Accounts Placed—Durkee Mower
 Co., Page & Shaw Candy, Cranberry Can-
 ners, Inc., Cold Spring Brewing Co.

FULLER & SMITH & ROSS, INC.

71 Vanderbilt Ave., New York, N. Y.
 Phone MURray Hill 6-5600
 1501 Euclid Ave., Cleveland, Ohio
 Phone Cherry 6700
 AAAA — ANPA — PPA — ABP

Officers

President.....A. L. Billingsley
 Vice-Presidents.....F. B. Duncan,
 C. R. Pelham, G. U. Weaver, J. E. Wiley
 Secretary-Treasurer.....C. C. Reidenbaugh
 Radio Director.....S. James Andrews
 Radio Time Buyer.....C. T. Williams
Radio Accounts Placed — Westinghouse
 Electric & Mfg. Co.

FULTON, DE GARMO & ELLIS, INC.

9 Rockefeller Plaza, New York, N. Y.
 Phone Circle 7-1085

Officers

President.....Louis de Garmo
 Executive V-P & Treasurer.....Lee Ellis
 V-P & Secretary.....Arthur H. Fulton
 Director of Radio.....Louis de Garmo
Radio Account Placed—Parker Watch.

GANDY ADVERTISING AGENCY

602 Mercantile Bldg., Dallas, Texas
 Phone 2-4737

Officers

Owner.....William P. Gandy
 Copy Chief.....Allen Brazell
 Production Manager.....Mrs. K. Gandy
 Account Executive.....Henry A. Hirsch

GARDNER ADVERTISING CO.

Mart Bldg., St. Louis, Mo.
 Phone Garfield 2915
 AAAA

ADVERTISING AGENCIES

Officers

Chairman of Board.....H. S. Gardner
 President.....E. G. Marshutz
 Executive Vice-President...Mrs. E. P. Proetz
 Secretary-Treasurer.....E. R. Gardner
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 Director of Radio.....C. E. Claggett
 (St. Louis Director)

Branch Offices

9 Rockefeller Plaza, New York, N. Y.
 Phone Columbus 5-2000
 Vice-President in Charge of Radio,
 Roland Martini
 1419 Heyburn Bldg., Louisville, Ky.
 Phone Jackson 5328
Radio Accounts Placed—Pet Milk Co.,
 Ralston Purina Co., Independent Packing
 Co., L. & N. Rwy., Stokely Bros., Van Camp.

SIDNEY GARFINKEL ADVERTISING AGENCY

703 Market St., San Francisco, Calif.
 Phone Exbrook 3420
 APA — ABP — PPA

Officers

President.....Sidney Garfinkel
 Director of Radio.....Walter Guild

Branch Offices

Commercial Exchange Bldg., Los Angeles,
 Calif.
 22 N. San Joaquin St., Stockton, Calif.
 Phone Stockton 3-1260
Radio Accounts Placed—Euclid Candy Co.

J. STIRLING GETCHELL, INC.

405 Lexington Ave., New York, N. Y.
 Phone MURray Hill 6-4800
 AAAA — ANPA — PPA
 NOAB — ABC — APA

Officers

President.....J. Stirling Getchell
 Treasurer.....Charles McCormack
 Secretary & General Manager,
 M. Peter Franceschi
 Vice-Presidents.....J. V. Tarleton,
 H. T. Mitchell, Frank Griffin
 Director of Radio.....C. A. Snyder
 Radio Time Buyer.....C. R. Moser

Branch Offices

New Center Bldg., Detroit, Mich.
 Phone Trinity 2-3600
 Radio Time Buyer.....I. H. MacKenzie
 Bryant Bldg., Kansas City, Me.
 Harrison 8102
 Radio Time Buyer.....K. Rickerson
 59 E. Van Buren St., Chicago, Ill.
 Phone Harrison 2606
 L. O. Holmberg
Radio Accounts Placed — Socony-Vacuum
 Oil Co.; Devoe & Reynolds Co.; Chrysler
 Corp. (Plymouth and DeSoto cars).

ADVERTISING AGENCIES

GEYER, CORNELL & NEWELL, INC.

745 Fifth Ave., New York, N. Y.
Phone Wickersham 2-5400
AAAA — PPA — ANPA

Officers

PresidentBertram B. Geyer
Vice-Presidents.....H. W. Newell,
R. M. Ganger
Radio Director.....Eleanor Larsen

Branch Offices

Third National Bank, Dayton, O.
Phone Fulton 4145

Manager.....E. G. Frost
New Center Bldg., Detroit, Mich.
Phone Madison 6750

Manager.....J. L. McQuigg
Radio Accounts Placed—Nash Motors Division (Nash-Kelvinator Corp.); Kelvinator Division, The Zeus Corp., Hat Corporation of America, E. P. Reed & Co.

GILLHAM ADVERTISING AGENCY

Continental Bank Bldg.,
Salt Lake City, Utah
Phone Wasatch 1347
ANPA — APA — ABP

Officers

President & Treasurer.....M. C. Nelson
Vice-Presidents.....J. Y. Tipton,
Lon Richardson

SecretaryGenevieve Hunt
Space Buyer & Production Manager,
A. W. Rogers

Radio DirectorJ. Y. Tipton

Radio Accounts Placed—American Packing & Provision Co., Sego Milk Products Co., Utah Oil Refining Co., Execelis Products Co., Fisher Brewing Co., Mountain Fuel Supply Co., Royal Baking Co., United States Fuel Co., Ogden Troy Laundry, Walker Bank & Trust Co., Colville Ice Cream Co., Automatic Heat with Coal Campaign, Sweet Candy Co., Cloverleaf Dairy, Tracy Loan & Trust Co., Utah Finance Co., Peoples Finance & Thrift Co.

GLASER-GOTTSCHALDT, INC.

Statler Bldg., Boston, Mass.
Phone Liberty 6044

Officers

President & Treasurer.....Louis Glaser
Executive

Vice-President.....Allen C. Gottschaldt
SecretaryHaskell Cohn
Space Buyer.....E. E. Doten

GLASSER ADVERTISING AGENCY

672 S. Lafayette Park Place,
Los Angeles, Calif.
Phone Fitzroy 2141

PresidentG. F. Glasser
Vice-President.....P. E. Gailey
Treasurer.....G. A. Wildman
SecretaryTrula Boggs
Radio Dept.....Ted Gailey
Radio Accounts Placed—Colonial Dames, Inc.

GLICKSMAN ADVERTISING CO.

400 Madison Ave., New York, N. Y.
Phone Plaza 8-0716

Officers

PresidentJoseph Glicksman
Vice-President-Secretary William Glicksman
TreasurerDavid Glicksman
Radio Accounts Placed—Adam Hat Stores.

GRADY & WAGNER CO.

501 Madison Ave., New York, N. Y.
Phone Eldorado 5-1625
ANPA — APA — PPA

Officers

PresidentFrank Grady
Vice-PresidentWalter Wagner
Vice-PresidentA. V. Grady
Radio Accounts Placed—Emerson Radio & Phonograph Co.

GRANT ADVERTISING, INC.

Gulf State Bldg., Dallas, Texas
Phone 7-8121
APA — SNPA

Officers

President.....Will C. Grant, Jr.
Executive Vice-President...Claude R. Miller
Radio Directors.....Will C. Grant,
David Echols

Branch Office

Palmolive Bldg., Chicago, Ill.
Phone Superior 9055

ManagerLew Valentine
Radio Directors.....Will C. Grant,
Lew Valentine

Radio Accounts Placed—Vanette Hosiery Mills, Mars, Inc.

GRIFFITH ADVERTISING AGENCY

317 Times Bldg., St. Petersburg, Fla.
Phone 4311

Officers

Manager.....T. M. Griffith
Radio Accounts Executive, Robert F. Bullard

JULIAN GROSS ADVERTISING AGENCY

11 Asylum St., Hartford, Conn.
Phone 7-7179 and 7-7170

Officers

OwnerJulian Gross
Radio Director.....Geraldine A. Kenney,
Lester Kaufman, William Harner

**LAWRENCE C. GUMBINNER
ADVERTISING AGENCY**

9 East 41st St., New York, N. Y.
Phone MURray Hill 2-5680

Executives

L. C. Gumbinner
Milton Goodman
Max Geller

Paul G. Gumbinner

Director of Radio.....Paul G. Gumbinner
Radio Accounts Placed—Royal Lace Paper
Works, American Beverage Corp.



WILLIAM IRVING HAMILTON, INC.

267 Fifth Ave., New York, N. Y.
Phone MURray Hill 5-1737
ANPA — APA

Officers

President.....W. I. Hamilton
Vice-President.....P. F. Hamilton
Radio Account Placed—Ramsdell, Inc.



GEORGE H. HARTMAN CO.

307 North Michigan Ave., Chicago, Ill.
Phone State 0055

ANPA — PPA — APA — ABP — NOAB

Officers

President.....George H. Hartman
Vice-President.....Edwin Cahn
Secretary-Treasurer.....Frank R. Hartman
Radio Director.....Thomas Kivlan
Radio Accounts Placed—Airy Fairy Foods,
C & H Sugar Refining Corp., Hartz Moun-
tain Products, Local Loan Co., Nelson Bros.
Co., P. A. Starck Piano Co.



HAYS ADVERTISING AGENCY

Burlington, Vt.
Phone 352

ANPA — PPA — ABP

Officers

President.....W. A. Myers
Treasurer.....W. A. Myers
Secretary.....A. E. Hawkins
Director of Radio.....N. H. Myers
Radio Accounts Placed—Dairy Association
Co., Abraham's Cut Rate Drug Stores, C. P.
Smith, Jr., Inc.; Moquin Baking Co., Kinox
Co., F. J. Preston & Son, M. M. Farrell &
Sons, Dominion Dry Co., Vermont Cleansing
Co., Vermont Transit Co., Socony Dealers,
Vermont Confectionary Co., LaBarge Flor-
ists, Shepard Lumber Co., Green Mountain
Power Corp., McKenzie Packing Co., Ver-
mont Mattress Co., Bullock Laundries,
White's Dairy Co.



HELLWIG-MILLER CO.

9 East 40th St., New York, N. Y.
Phone Lexington 2-3080
ANPA — PPA

ADVERTISING AGENCIES

Officers

President.....E. W. Hellwig
Vice-President.....C. L. Miller
Sec'y & Ass't Treasurer.....George Carhart
Radio Director.....George Carhart
Radio Accounts Placed—Corn Products
Refining Co., Curtis Candy Co.



HENRI, HURST & McDONALD

520 N. Michigan Ave., Chicago, Ill.
Phone SUperior 3000
AAAA — ANPA — PPA

Officers

President.....W. B. Henri
Secretary.....W. D. McDonald
Treasurer.....J. F. Hurst
Time Buyer.....N. H. Pumpian
Radio Director.....Frank W. Ferrin
Radio Accounts Placed—Acme White Lead
& Color Works, John Morrell & Co., Ballard
& Ballard Co., Carolene Products Co., Kroeh-
ler Mfg. Co., Fairbanks-Morse Co., Interna-
tional Shoe Co., Hall Bros., Inc.



**HILLMAN-SHANE ADVERTISING
AGENCY, INC.**

412 West Sixth St., Los Angeles, Calif.
Phone Vandike 5111

Officers

President-Radio Director..David S. Hillman
Vice-President.....Jefferson K. Wood
Secretary-Treasurer.....William Berger
Publicity Director.....M. Lewin



**HIXSON-O'DONNELL ADVERTISING,
INC.**

555 South Flower St., Los Angeles, Calif.
Phone Mutual 8331

Officers

President.....G. K. Breitenstein
Secretary.....R. M. Hixson
Treasurer.....J. E. O'Donnell
Radio Accounts Placed—Richfield Oil Co.,
Rio Grande Oil, Inc.



**FRANCES HOOPER ADVERTISING
AGENCY**

400 N. Michigan Ave., Chicago, Ill.
Phone Superior 5480
ANPA — PPA

Radio Account Placed—William Wrigley,
Jr., Co.

ADVERTISING AGENCIES

CHARLES W. HOYT COMPANY, INC.

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

Officers

President and Treasurer... Winthrop Hoyt
Secretary... Everett W. Hoyt
Vice-Presidents... F. A. Whipple,
W. K. Dingleline
Director of Radio... R. G. Pratt
Time Buyer... C. B. Donovan

Branch Office

650 Main St., Hartford, Conn.
Phone 5-6066

Vice-Presidents... F. A. Whipple, Frank Busch
Radio Accounts Placed—B. C. Remedy
Co., Richardson & Robbins, Charles Guldens,
Inc., American Molasses Co.

THE H S G ADVERTISING AGENCY

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

Officers

President... H. S. Goodman
Secretary... H. Knuth
Vice-President... Andrew Schloss

H. B. HUMPHREY CO.

1235 Statler Bldg., Boston, Mass.
Phone Liberty 4714
AAAA — ABC

Officers

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President-Treasurer... Richard S. Humphrey
Vice-President-Copy Chief,

Julian L. Watkins

Vice-President-Radio Director,

John C. Strouse

Account Executive... Robert T. Hand, Jr.
Production Manager... G. L. Leonard
Art Director... Norman E. Coe
Office Manager... H. S. Kenyon
Secretary... Francis S. Moulton
Assistant Treasurer... L. M. Fawcett

Radio Accounts Placed—Boston Beer Co.,
Old Trusty Dog Food Co., Rumford Chemi-
cal Works.

HUTCHINS ADVERTISING COMPANY, INC.

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

APA — ANPA — PPA — ABP

Officers

President... M. S. Hutchins
Treasurer... F. I. Hutchins
Secretary... F. R. Hutchins
Vice-President & Director of Radio

F. A. Hutchins

Radio Account Placed—Phileo Radio and
Television Corp.

HUTCHINSON ADVERTISING CO.

1000 Hodgson Bldg., Minneapolis, Minn.
Phone Bridgeport 6301
ANPA — PPA — APA

Officers

Chairman of Board... A. Dollenmayer
President & Treasurer... Merrill Hutchinson
Secretary... J. V. Pidgeon
Vice-Presidents... H. K. Painter,
J. M. Bridge

Director of Radio... H. K. Painter

Radio Continuity Writers... Walter Martin,
Tod Williams, Rebekah Kenney

Radio Accounts Placed—Pillsbury Flour
Mills Co., Gluek Brewing Co., Northland
Milk Co., Twin City Federal Savings & Loan
Association, Atwood Coffee Co., Lavoris Co.

INTERSTATE ADVERTISING AGENCY, INC.

1008 Marshall Bldg., Cleveland, Ohio
Phone Main 9444

Officers

President... G. A. Kirkendale
Vice-President... C. M. Marvin
Secretary... E. A. Bowyer
Production Director... W. B. Dye

Radio Accounts Placed — Marshall Drug,
Bonne Bell Cosmetic, Dandee Pretzel Co.,
William Taylor Co., Forest City Brewing Co.,
Fisher Bros. Co., West End Laundry, Les
Jolis Beauty Salons, Townsend Plan.

IVEY & ELLINGTON, INC.

1400 South Penn Square, Philadelphia, Pa.
Phone Locust 7909

ANPA

Officers

President... Neal D. Ivey
Vice-President-Treasurer... Jesse T. Ellington
Secretary... George V. Strong
Radio Director... William Gallow

Radio Accounts Placed—Bayuk Cigars Inc.

THE RALPH H. JONES COMPANY

Carew Tower, Cincinnati, Ohio
Phone Main 3351

AAAA — ANPA — PPA

Officers

Chairman of Board... Ralph H. Jones
Director of Radio... C. M. Robertson, Jr.
Assistant Director... C. J. Coward
Radio Producer... Edward Obrist
Radio Continuity Writer... George Sparling

Branch Office

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

Radio Accounts Placed—The Drackett Co.,
Kroger Grocery & Baking Co., Carter Coal
Co., Country Home Magazine, Miami But-
terine.

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

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

Officers

President Louis Kastor
Treasurer..... E. H. Kastor
Secretary..... W. B. Kastor
Vice-President..... R. H. Kastor
Director of Radio..... Robert G. Jennings

Branch Offices

9 Rockefeller Plaza, New York
Phone Columbus 5-6135
Arthur Kastor
Robert Parman
Arcade Bldg., St. Louis, Mo.
Phone Main 3655
Fred Kastor

Radio Accounts Placed—Procter & Gamble Co., Welch Grape Juice Co., Lewis-Howe Co.

THE JOSEPH KATZ COMPANY

16 E. Mt. Vernon Place, Baltimore, Md.
Phone Vernon 7094
AAAA — ANPA — PPA — ABP

Officers

President Joseph Katz
Treasurer..... Charles M. Harrison
Director of Radio..... J. C. Bridgwater
Radio Producers & Continuity Writers,
J. C. Bridgwater, Edward Prager, George
Lucas, Nat C. Wildman, Jack Lewi

Branch Offices

247 Park Ave., New York, N. Y.
Phone Wickersham 2-2740

Manager..... Nat C. Wildman
Radio Accounts Placed—American Oil Co., Maryland Pharmaceutical Co., Ex-Lax, Inc., Arrow Beer, Jests, Inc., Laco Products, Inc.

KAYTON-SPIERO CO., INC.

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

Officers

President..... Gerald B. Spiero
Secretary-Treasurer..... Alvin J. Kayton
Radio Accounts Placed—Twentieth Century-Fox Film Corp.

KELLY, MASON, INC.

30 Rockefeller Plaza, New York, N. Y.
Phone Columbus 5-6300
ANPA — PPA

Officers

President John C. Kelly
Treasurer James R. P. Nason
Secretary Frank J. Herel
Media Director Joseph Burland
Radio Accounts Placed—Hotel Seymour, Lydia O'Leary, 44th Street Hotel, Roosevelt Hotel.

ADVERTISING AGENCIES

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

1101-1128 Mart Bldg., St. Louis, Mo.
Phone Garfield 0777

Officers

President..... C. F. Kelly, Jr.
Vice-Pres. and Treasurer..... W. W. Zahrndt
Vice-Pres. and Secretary..... C. F. Stuhlman
Vice-President..... V. A. Kelly
Director of Radio..... C. F. Kelly, Jr.
Assistant Director..... W. W. Zahrndt
Radio Producers..... C. F. Kelly, Jr.,
V. A. Kelly
Radio Continuity Writers.... C. F. Kelly, Jr.,
V. A. Kelly, C. F. Stuhlman

Radio Accounts Placed—Central Shoe Company, Lutheran Laymen's League, Pine Balm Co., Trems, Inc.; American Life & Accident Insurance Co.

KENYON & ECKHARDT, INC.

247 Park Avenue, New York, N. Y.
Phone Wickersham 2-3920
AAAA — ANPA — PPA — ABP

Officers

Chairman of Board..... Henry Eckhardt
President..... Thomas D'Arcy Brophy
Treasurer..... Otis Allen Kenyon
Secretary..... Joseph A. Vessey
Vice-President..... Dwight Mills
Director of Radio..... Tyler Davis

Radio Accounts Placed—C. F. Mueller Co., Bosco Co., Kellogg Co., Charles B. Knox Gelatine Co., Quaker State Oil Refining Corp.

**H. M. KIESEWETTER ADVERTISING
AGENCY, INC.**

9 East 40th St., New York, N. Y.
Phone Lexington 2-0025
ANPA — PPA — ABP

Officers

President & Treasurer..... E. T. Kiewewetter
General Manager..... H. M. Kiewewetter
Radio Time Buyer..... S. G. Alexander
Radio Accounts Placed—The Mennen Co., The Bathasweet Co.

KLINGER ADVERTISING CORP.

119 W. 57th St., New York, N. Y.
Phone Columbus 5-5990

Officers

President-Radio Director..... A. A. Klinger
Secretary E. French
Radio Accounts Placed—Madison Personal Loan Co., Riverbank Canning Co., Jules Stores, Zeke Manners, Jadwiga Remedies Co., Purepac Corp.

ADVERTISING AGENCIES

KNOX REEVES ADVERTISING, INC.

600 First National Bank Bldg.
Minneapolis, Minn.
Phone Bridgeport 7701

ANPA

Officers

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Executive Vice-President.....Wayne Hunt
Vice-Presidents.....J. A. Sarles,
Elizabeth B. Reeves, Helen A. Brown
Secretary.....K. P. Torgerson
Treasurer.....C. L. Greenwood
Radio Director.....Lloyd Griffin

Branch Office

925 Chanin Bldg., New York, N. Y.
Phone MURray Hill 4-3982

Manager.....Brad Robinson
Radio Account Placed — General Mills,
Inc.

ARTHUR KUDNER, INC.

630 Fifth Ave., New York, N. Y.
Phone Circle 6-3200

AAAA — ANPA — PPA — ABP

Officers

President.....Arthur Kudner
Vice-Presidents.....J. H. S. Ellis,
E. J. Owens, Sam D. Fuson
V.P. in Charge of Radio..Charles F. Gannon
Radio Time Buyers.....James F. Nutt,
William O'Connor, Ed. Krug

Branch Offices

New Center Bldg., Detroit, Mich.
Phone Madison 5315

Robert Copeland

Albee Bldg., Washington, D. C.

Phone National 5506

Frank Getty

Radio Accounts Placed—Macfadden Pub-
lications, Inc.; United States Tobacco Co.,
Buick Motor Division, Goodyear Tire & Rub-
ber Co.

LAMBERT & FEASLEY, INC.

9 Rockefeller Plaza, New York, N. Y.
Phone COLUMbus 5-3721

ANPA — PPA

Officers

President.....John L. Johnston
Executive V.P.....Gordon Seagrove
V.P.-Radio Director.....Martin Horrell
Vice-President.....Berthold M. Nussbaum
Treasurer.....Frank Mace
Secretary.....Walter P. Lantz

Radio Accounts Placed—Lambert Phar-
macal Co.; Prophylactic Brush Co.; Phillips
Petroleum Co.

LANG, FISHER & KIRK, INC.

1010 Euclid Ave., Cleveland, O.
Phone Main 6579

Officers

President & Treasurer.....H. Jack Lang
Vice-President & Secretary.....A. B. Fisher
Vice-President.....Fred P. Stashower
Director of Service.....Martin J. Cohn

LAUESEN & SALOMON

520 North Michigan Ave., Chicago, Ill.
Phone Superior 0738

Executives

A. M. Salomon
Wendell Walker
F. P. Wagener

LEEFORD ADVERTISING AGENCY

315 Fourth Ave., New York, N. Y.
Phone STUYvesant 9-1742

PPA

Officers

President-Radio Director.....David D. Lee
Treasurer.....W. C. Hoyt
Radio Account Placed — Remington-Rand,
Inc.

LEIGHTON & NELSON

202 State St., Schenectady, N. Y.
Phone 6-4202

Officers

Partners.....Winslow P. Leighton
and George R. Nelson
Space Buyer.....Winifred Niles
Production Manager.....Edward F. Flynn
Radio Director.....George R. Nelson
Copy Director.....Robert S. Cragin
Account Executives.....Winslow Leighton,
George R. Nelson, R. S. Cragin
Radio Continuity Writers.....R. S. Cragin,
G. R. Nelson, E. F. Flynn, Michael
Carlo

Radio Accounts Placed—Hudson Coal Co.,
Breslaw Bros., Central Markets, William W.
Lee & Co., Jonathan Levi Co., Morris Plan
Industrial Bank, A. L. Parson & Son, Ru-
dolph Bros., Saratoga Racing Assn., The
Wallace Co., Murray's Furniture, H. S.
Barney Co., Albany Business College, Burtiss
Motor Sales, The Carl Co., T. Arthur Cohen,
National Accessories Stores.

LENNEN & MITCHELL, INC.

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

ANPA — PPA

Officers

President.....Philip W. Lennen
Secretary.....Arthur L. Lynn
Vice-President and Treasurer..Robert W. Orr
Director of Radio.....Mann Holiner
Radio Producers..Blayne Butcher, Jay Clark

Branch Offices

89-19 Sunset Blvd., Los Angeles, Calif.
Jay Clark

Radio Accounts Placed—John H. Woodbury, Inc., Andrew Jergens Co., P. Lorillard Co., Inc., Lehu & Fink, Tidewater Associated Oil Co.

LEON LIVINGSTON ADVERTISING AGENCY

Mills Bldg., San Francisco, Calif.
Phone Sutter 7340

ANPA — ABP — AAAA — NOAB

Officers

President.....Leon G. Livingston
Vice-President.....W. C. Day
Space Buyer.....B. B. Biederman

Radio Accounts Placed — Langendorf United Bakeries.

LOCKWOOD-SHACKELFORD ADVERTISING AGENCY

122 East Seventh St., Los Angeles, Calif.
Phone Trinity 9801

ANPA — NOAB

Officers

President.....M. W. Shackelford
Vice-President.....Russell N. Lockwood
Secretary.....Ralph D. Lockwood

THE W. E. LONG CO.

155 North Clark St., Chicago, Ill.
Phone RAndolph 4606

ANPA

Officers

President.....W. E. Long
V.P.-Treasurer.....Lloyd R. Wolfe
Vice-President.....Walter D. Warrick
Secretary.....Mildred Allrich

LORD & THOMAS

247 Park Ave., New York, N. Y.
Phone Wickersham 2-6600

AAAA — ANPA — ABP — PPA

Officers

President.....Don Francisco
Executive Vice-President...Sheldon R. Coons
Vice-Presidents.....Thomas M. Kersey,
Edgar Kobak
Vice-President & Radio Director,
Edward Lasker
Radio Time Buyer.....John Hymes
Script Buyer.....Frank Wilson
Casting Department.....Sylvia Lowy

Branch Offices

919 N. Michigan Ave., Chicago, Ill.
Phone Superior 4800

Executive Vice-President...David M. Noyes
Vice-President.....Mary L. Foreman
Vice-President.....John F. Whedon

ADVERTISING AGENCIES

Vice-President-Treasurer..William R. Sachse
Radio Time Buyer.....Holly Shively
6331 Hollywood Blvd., Hollywood, Calif.
Phone Hollywood 6265

Manager.....Thomas A. McAvity
601 West Fifth St., Los Angeles, Calif.
Phone Michigan 7651

Vice-President.....Don Belding
235 Montgomery St., San Francisco, Calif.
Phone Sutter 2355

Manager.....Fairfax M. Cone

Radio Accounts Placed—American Tobacco Co., Pepsodent Co., Petroleum Advisers Inc., Union Oil Co., M. J. B. Company, California Fruit Growers Exchange, Beatrice Creamery Co., Liebmann Breweries Inc., J. A. Folger & Co., Southern Pacific Co., Sprague Warner & Co., Armour Soap Works.

HAYS MacFARLAND & COMPANY

333 North Michigan Ave., Chicago, Ill.
Phone Randolph 9360

ANPA — PPA — ABP — SNPA

Officers

President.....Hays MacFarland
Secretary-Treasurer.....B. G. Ruttingh
1st Vice-President.....Malcolm A. Jennings
Vice-Presidents.....Andrew Coburn,
A. B. Dicus, S. V. Horton

Director of Radio.....Evelyn Stark

Radio Accounts Placed—Stewart-Warner Corp., Kellogg Co. (for Wheat Krispics), Northwestern Yeast Co., Celotex Corp.

MacLAREN ADVERTISING CO. LTD.

372 Bay St., Toronto, Ont., Canada
Phone Elgin 0321-2551

CAAA

Officers

President-General Manager..J. A. MacLaren
Vice President-Assistant General
Manager.....E. V. Rechnitzer
Director of Broadcast Advertising,
C. M. Pasmore
Assistant.....M. Rosenfeld
Radio Department Secretary...V. E. Ralph

Branch Office

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

Office Manager.....E. H. H. Smith

Radio Accounts Placed—Dominion Rubber Co., General Motors Corp., Hydro-Electric Power Commission of Ontario, Imperial Oil, Ltd.; Oncida Community, Ltd.; People's Credit Jewelers, Tuckett, Ltd.

ADVERTISING AGENCIES

MacMANUS, JOHN & ADAMS, INC.

12th and 14th Floors, Fisher Bldg.
Detroit, Mich.

Phone Trinity 2-8300
ANPA — PPA — ABP

Officers

President.....W. A. P. John
Treasurer.....James R. Adams
Secretary.....John R. MacManus
Exec. Vice-President.....James R. Adams
Vice-Presidents.....Harvey G. Luce,
John R. McManus

General Manager.....Leo A. Hillebrand
Director of Radio.....Sherwood Reekie
Media Director.....Elmer W. Froehlich

Branch Office

Monadnock Bldg., 681 Market St.,
San Francisco, Calif.

Radio Accounts Placed—Pontiac Motor Co., Cadillac Motor Co., Tivoli Brewing Co., Boydell Paint & Varnish Co., Peters Cleaners & Dyers.

MALCOLM-HOWARD ADVERTISING AGENCY

20 East Jackson Blvd., Chicago, Ill.
Phone Webster 2110

APA

Officers

Owner.....Arthur M. Holland
Radio Director.....John Sullivan
Continuity Director.....Ray Freedman
Radio Accounts Placed—Dad's Root Beer, Comfo-Bak Seats, Nu-Enamel Co., Roller Derby, Newart Co., Rubin's, Joy Candy Shoppes, Alert Laundry.

DAVID MALKIEL ADVERTISING AGENCY

260 Tremont St., Boston, Mass.
Phone Liberty 1422

ANPA — ABP — APA

Officers

President.....David Malkiel
Secretary.....Martha Brest
Space Buyer-Production Manager

David Malkiel

Radio Accounts Placed—I. J. Fox Co.

MARSCHALK & PRATT, INC.

535 Fifth Ave., New York, N. Y.
Phone VUnderbilt 6-2022

ANPA — PPA — ABP — APA — ABC —
AAAA — NOAB

Officers

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President.....Harry C. Marschalk
Treasurer.....Harry C. Marschalk
Secretary.....Arthur R. Anderson
Vice-Presidents.....Wilbur E. Johnson,
S. H. Giellerup, S. L. Meulendyke.

Director of Radio.....Curt Peterson
Radio Continuity Writers...G. W. Freeman,
Barrett Brady, E. T. Clark

Radio Accounts Placed—Underwood Elliott Fisher Co., Roger & Gallitt, Standard Oil Co. of N. J., National Lead Co., Congress Cigar Co., Ruud Manufacturing Co., Dunn & McCarthy, Inc.

MARTIN & ROBISON, INC.

Lincoln Tower, Fort Wayne, Ind.

Phone

Officers

Radio Director.....F. J. Kelty

J. M. MATHES, INCORPORATED

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

Phone LExington 2-7450

Officers

President.....J. M. Mathes
Treasurer.....A. E. Cox
Secretary.....Carle Rollins

Vice-Presidents.....William B. Okie,
Hyland L. Hodgson, Lester Loh,
Charles O'Donnell

Director of Radio.....Wilfred S. King
Assistant Director.....Fletcher Turner

Radio Accounts Placed—Ludens, Inc.; National Carbon Co., New York State Milk Publicity, Canada Dry Ginger Ale, Magazine Repeating Razor Co., Cocomalt Co.

MAXON, INC.

2761 E. Jefferson Ave., Detroit, Mich.

Phone Fitzroy 5710

ANPA — PPA

Officers

Chairman of Board.....Lou R. Maxon
President.....T. K. Quinn
Vice-President.....Scarle Hendee
Treasurer.....W. I. O'Neil
Radio Time Buyer.....H. G. Selby

Branch Offices

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

Phone Eldorado 5-2930

Vice-President In Charge....W. Ray Baker

Radio Director.....Don Forker

1260 Boston Ave., Bridgeport, Conn.

Phone Bridgeport 6-2177

Vice-President In Charge....W. Ray Baker

Vice-President.....Ray Baker

919 N. Michigan Ave., Chicago, Ill.

Phone Delaware 3536

Vice-President.....L. J. Sholty

Radio Accounts Placed—General Electric Co., H. J. Heinz Co., Gillette Safety Razor Co., Pfeiffer Brewing Co., Commercial Solvents Corp.

McCANN-ERICKSON, INC.

50 Rockefeller Plaza, New York, N. Y.

Phone Circle 5-7000

AAAA — ANPA — PPA — ABP

Officers

President.....H. K. McCann

Vice-Presidents: Harrison Atwood, Raymond Atwood, E. C. Bennett, L. S. Briggs, Lloyd O. Coulter, L. E. Firth, E. D. Hill, Gordon E. Hyde, Myron C. Lechner, E. D. Madden, J. J. McCarthy, Hugh A. Mitchell, E. O. Perrin, C. A. Posey, Jackson Taylor.

Secretary-Treasurer and Director of Radio
John L. Anderson
Director of Research.....L. D. H. Weld
Radio Time Buyer.....Francis Conrad
Program Directors.....Stuart D. Ludlum,
Margaret E. Jessup, Lillian Steinfeld

Branch Offices

910 S. Michigan Ave., Chicago, Ill.
Phone Webster 3701

Vice-President and Manager,
Homer Havermale
Vice-President.....H. G. Smith
Guardian Bldg., Cleveland, O.
Phone Cherry 3490
Vice-President and Manager,
Royal M. Alderman

Penobscot Bldg., Detroit, Mich.
Phone Randolph 9550

Vice-President and Manager. Donald C. Hight
Patterson Bldg., Denver, Colo.
Phone Keystone 4297

Manager.....J. S. Barrows
448 S. Hill St., Los Angeles, Calif.
Phone Michigan 4049

Manager.....August J. Bruhn
114 Sansome St., San Francisco, Calif.
Phone Douglas 5560

Vice-President and Manager. Henry Q. Hawes
Skinner Bldg., Seattle, Wash.
Phone Main 7459

Manager.....Vernon Churchill
Public Service Bldg., Portland, Ore.
Phone Atwater 4305

Manager.....Vernon Churchill
Radio Accounts Placed—New York Office:
Chesebrough Mfg. Co., Consolidated Edison
Co. of N. Y., Croft Brewing Co., Crowell-
Collier Publishing Co., Ford Motor Co.
(dealer), Gruen Watch Co., Humble Oil &
Refining Co., Manufacturers Trust Co., National
Biscuit Co., Pacific Coast Borax Co.,
Provident Loan Society, Stanco, Inc., Stand-
ard Brands, Inc., Daggett & Ramsdell Co.

San Francisco Office: American Power &
Light subsidiaries, Angle California National
Bank of San Francisco, Borden Co., Cali-
fornia Packing Co., Dwight Edwards Co.,
Fisher Flouring Mills, Ford Motor Co.
(dealer), W. P. Fuller & Co., General Brew-
ing Co., Interstate Brewing Co., Los Angeles
& Suburban Gas Co., Pacific Gas & Electric
Co., San Francisco Emergency Committee,
Standard Oil Co. of Calif.

Cleveland Office: City Ice & Fuel Co., Ford
Motor Co. (dealer), National City Bank of
Cleveland, Perfection Stove Co., Richman
Bros., Standard Oil Co. of Ohio.

Denver Office: Ford Motor Co. (dealer),
Great Western Sugar Co., McCarthy Sherman
Motor Co.

ADVERTISING AGENCIES

Chicago Office: Ford Motor Co. (dealer),
Maytag Co., Standard Oil Co. of Nebraska.

THE McCORD COMPANY

1100 Hodgson Bldg., Minneapolis, Minn.
Phone Bridgeport 1225
APA — ANPA — PPA

Officers

President & Treasurer.....R. D. McCord
Vice-President.....Louis Melamed
Secretary & Space Buyer.....C. F. Baker
Director of Radio.....E. B. Grove
Production Manager.....Lee Skaar
Radio Accounts Placed—Hamm Brewing
Co., McConnon & Co., Zinsmaster Baking
Co., Coast-to-Coast Stores, Conrad Fur Co.,
W. H. Barber Oil Co., Chocolate Products
Co., Ray's Photo Service, Cowden Mfg. Co.

McJUNKIN ADVERTISING CO.

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

Officers

President.....William D. McJunkin
Executive Vice-President.....Gordon Best
V-P in Charge of Radio.....Frank R. Steel
Vice-Presidents.....Roy M. Kirtland,
I. M. Tuteur, Dade B. Epstein, James W.
Egan
Media Dept. Manager.....R. W. Shadinger
Production Manager.....W. C. Mottershead
Radio Accounts Placed—Feltman & Curme
Shoe Store Co., Coyne Electrical School,
Frank Fehr Brewing Co., Jewel Food Stores,
Andes Candies, Sears Roebuck & Co., Keeley
Brewing Co., Bremner Bros., Curtiss Candy
Co.

McKEE & ALBRIGHT, INC.

1400 South Penn Square, Philadelphia, Pa.
Phone Locust 4737
ANPA — PPA

Officers

President.....Roy J. McKee
Vice-President-Treasurer..David R. Albright
Secretary.....T. E. Libby

Branch Office

30 Rockefeller Plaza, New York, N. Y.
Phone COlumbus 5-2058
Radio Accounts Placed—Sealtest, Inc.

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Radio Accounts Placed—Foot Health Institute, Thomas B. Martindale Food Stores, Circus Gardens Roller Skating Rink, Carman Roller Skating Rink, Abe L. Greenberg, Inc., Select Shop, General Utilities Corp., Leopold's Tailoring Shop, Shubert Theater, Trocadero Theater, Brookside Distilling Corp., Rich's, Central Lions Club, W. C. Rautter & Co., Philadelphia Select Shops.

THE WESEL COMPANY

458 East 30th St., Chicago, Ill.
Phone Victory 1300

Officers

President.....E. Wessel
Exec. V-P. and Treas.....Stanley L. Wessel
SecretaryAlfred Flesham
Vice-President.....Theodore T. Weldon
Director of Radio.....Theodore T. Weldon
Assistant Directors.....R. U. Moore,
Harold Weislow

Radio Producer.....Leroy Stewart
Assistant Radio Producer...Martin Myrenik
Radio Continuity Writers.....I. M. Gregori

Branch Offices

230 Park Ave., New York, N. Y.
Phone MURray Hill 6-1566

Mnager.....V. J. Swdon

Radio Accounts Placed—Group of American Banks, cooperative series on disk for undertakers, dairies, etc., Frex Fresh Dog Food.

WESTCO ADVERTISING AGENCY

625 Market St., San Francisco, Calif.
Phone Sutter 6744

Officers

President.....E. E. Sylvestre
Manager.....R. W. Stafford

Radio Accounts Placed—Sperry Flour Co.

WARD WHELOCK CO.

Lincoln-Liberty Bldg., Philadelphia, Pa.
Phone Rittenhouse 7500
ANPA — PPA — APA

Officers

President.....Ward Wheelock
Vice-President.....R. K. Strassman
Secretary-Treasurer.....H. R. Doak

Branch Offices

Equitable Building

Vine and Hollywood Blvd., Hollywood, Cal.
Phone Hillside 0191

420 Lexington Ave., New York, N. Y.
Phone LEXington 2-4926

Radio Account Placed—Campbell Soup Co.

YOUNG & RUBICAM, INC.

285 Madison Ave., New York, N. Y.
Phone Ashland 4-8400
ANPA — PPA — APA — AAAA —
NOAB — ABC — ABP

ADVERTISING AGENCIES

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PresidentChester LaRoche
Vice-President-Chairman Plans

Board.....Charles L. Whittier

Vice-President-Director of Media &

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Exec. Vice-Presidents....Sigurd S. Larmon,
Arthur Andrews, Donald Payne, Edward
Barnes

V-P & Director of Copy & Radio

ResearchGeorge Gallup

Secretary-Treasurer.....J. H. Geise

Director of Radio....Thomas F. Harrington

Radio Dept. Manager...Thomas H. A. Lewis

Asst. to Director of

Radio.....Frederic W. Wile, Jr.

Manager of Talent

Bureau.....Hubbell Robinson, Jr.

Manager, Station Relations

Bureau.....Carlos A. Franco

Asst. Mgr., Station Relations

Bureau.....Joseph J. Holmes, Jr.

Manager, Radio Publicity

Bureau.....Win. J. Thomas, Jr.

Special Announcer.....Harry von Zell

Branch Offices

6253 Hollywood Blvd., Hollywood, Calif.

Phone Hollywood 2734

Manager.....Joseph R. Stauffer

Assistant Manager.....Carroll O'Meara

Radio Production

Supervisor.....John Van Nostrand

Radio Publicity Supervisor...William Stuart

333 N. Michigan Ave., Chicago, Ill.

Phone Central 3144

Vice-President-Manager.....A. E. Tatham

Vice-President-Merch.

Director.....D. G. Schneider

7430 Second Blvd., Detroit, Mich.

Phone Madison 4300

Vice-President-Manager.....John F. Reeder

235 Montgomery St., San Francisco, Calif.

Phone Exbrook 3547

ManagerBryan Houston

660 St. Catherine Street, West, Montreal, Que.

Phone Plateau 4691

Vice-President-Canadian Mgr....E. D. Ring

80 King St., West, Toronto, Ont.

Phone Elgin 0397

Frank Goodman

E. D. Ring

Radio Accounts Placed — American Cigarette & Cigar Co., American Tobacco Co. (Half & Half), General Foods, Inc. (Postum, Grape-Nuts, Calumet, Swans-Down, La France, Satina, Jell-O Products, Minute Tapioca, Sanka, Frosted Foods), The Borden Co., Bristol-Myers Co. (Ipana and Sal Hepatica), Fels & Co., Gulf Oil Corp., International Silver Co., Sanforizing, Gordon Baking Co., Life Savers Corp., Packard Motor Co.



EVERY MINUTE

EVERY DAY

EVERYWHERE

UNITED PRESS

NEWS SERVICES

Associated Press

New York—50 Rockefeller PlazaCircle 6411

Executives

General Manager Kent Cooper
Assistant General Manager W. J. McCambridge
Assistant General Manager Lloyd Stratton
Radio Editor Charles Butterfield

International News Service

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

Executives

President Joseph V. Connolly
Editor-In-Chief Barry Faris
News Editor Leo Dolan
Radio Editor Louis Allwell

Press-Radio Bureau, Inc.

New York—551 Fifth Avenue MUrray Hill 2-5670

President and Editor-in-Chief James W. Barrett

Radio News Association

New York—342 Madison Avenue MUrray Hill 2-3332

Executive

President Frederick M. Harmon

Transradio Press Service, Inc.

New York—342 Madison Avenue MUrray Hill 2-4053-4

Executives

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

United Press Associations

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

Executives

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

METRONOME

MODERN MUSIC
AND ITS MAKERS

**55 YEARS—THE VOICE OF AUTHORITY
IN THE FIELD OF POPULAR MUSIC**

PUBLICATIONS

Covering the Field of Radio

TRADE — FAN — TECHNICAL — GENERAL

The Advertiser

MONTHLY. 3557 Bogart Ave., Cincinnati, Ohio. Phone, AVon 6825. Editor and Publisher, Manuel Rosenberg; Business Manager, Simon Rosenberg; Advertising Manager, R. Maxwell Jason; Circulation Manager, S. J. Davis; Radio Editors, Cress Little, Rosaline Greene. BRANCH OFFICES: 11 West 42nd St., New York, N. Y., L. M. MacMillan; 1138 Lake Shore Drive, Chicago, Ill., L. R. Dean. The Advertiser carries articles on radio's progress as an advertising medium; also news of advertisers' and agencies' activities in the radio field.

Advertising Age

WEEKLY. 100 East Ohio St., Chicago, Ill. Phone, Delaware 1337. Publisher, G. D. Crain, Jr.; Managing Editor, Irwin Robinson. BRANCH OFFICE: 330 W. 42nd St., New York, N. Y.; M. D. Hicks, Eastern Advertising Manager. Treats radio strictly from the merchandising viewpoint; prints details of networks and talent used, but does not use material dealing with show-business phases of radio; also regularly prints statistical material on broadcasting, such as volume of time sales for major networks, and money spent on air by leading national advertisers, as well as news and discussions of broadcast trends and developments of interest to advertisers and advertising agencies.

Advertising & Selling

MONTHLY. 9 E. 38th St., New York, N. Y. Phone, CAledonia 5-9770. Published by Robbins Publishing Co. President, J. H. Moore; Editor, F. C. Kendall; Advertising Manager, Noel C. Breault. BRANCH OFFICES: 1370 Peoples Gas Bldg., Chicago, Ill., Harry Hoole, Western Adv. Mgr.; 714 West 10th St., Los Angeles, Calif., Ned Brydone-Jack, Representative; 161 Spring St., N.W., Atlanta, Ga., A. D. Van Allen, Southern Representative. Limited largely to interpretation of major trends in the operation of radio advertising from point of view

of network, agency, and sponsor. Major personnel changes and network time sales are reported periodically. Emphasis in all coverage of radio activity is on pictorial elements involved.

Air Law Review

QUARTERLY. 100 Washington Sq., E., New York, N. Y. Phone, SPring 7-2000. Publisher, Board of Air Law Review of New York University; Editor, Prof. Alison Reppy. Contains articles of technical interest on aviation and radio law; current comment on present-day problems of air law; notes and comment on important recent decisions and legislation; bibliographical section covering check-list and index of articles on air law in legal periodicals.

Bell Laboratories Record

MONTHLY. 463 West St., New York, N. Y. Phone, CHelsea 3-1000. Editor, P. B. Findley. Confines itself to the work and developments of Bell Telephone Laboratories. This publication is designed to strike a median level between the popular stories of the radio magazines and the technical presentations of the professional journals.

Bell System Technical Journal

QUARTERLY. 195 Broadway, New York, N. Y. Phone, EXchange 3-9800. Publisher, American Telephone & Telegraph Co. Editor, R. W. King. Scientific discussions of developments in wire and radio-telephony, telegraphy, television and broadcasting facilities.

The Billboard

WEEKLY. 25 Opera Place, Cincinnati, Ohio. Phone, Main 5306. Publisher, R. S. Littleford; Editors, Elias E. Sugarman and A. C. Hartman; Radio Editor, Jerry Franken (New York); Los Angeles Correspondent, Dean Owen General Manager, E. W. Evans; Advertising Manager, C. J. Latscha. BRANCH OFFICES: 32 Randolph St., Chicago, Ill.,

*Servicing the radio
industry as it has
serviced the entire
show business for more
than forty five years
...with unbiased,
authoritative news
and outstanding
trade features*

**The
Billboard**

Nat S. Green, Manager; 1564 Broadway, New York, N. Y., Elias E. Sugarman, General Manager. The editorial policy of this publication's radio department is concerned with the showmanship, talent and business phases of the broadcasting industry.

•

Boxoffice

WEEKLY. 9 Rockefeller Plaza, New York, N. Y. Phone, COLUMBUS 5-6370. Publisher, Ben Shlyen; Editor-in-Chief and Associate Publisher, Maurice Kann; Eastern Editor, William Ornstein; Chicago Correspondent, Eugene Rich; Hollywood Manager, Ivan Spear; Advertising Manager, Louis Rydell. Covering briefly all radio developments of interest to the motion picture industry.

•

Broadcasting—Broadcast Advertising

SEMI-MONTHLY. National Press Bldg., Washington, D. C. Phone, Metropolitan 1022. Publisher, Martin Codel; Editor, Sol Taishoff; N. Y. Correspondent, Bruce Robertson; Chicago Correspondent, Paul Brines; Los Angeles Correspondent, David Glickman; Business Manager, Gate Taylor; Advertising Manager, Gate Taylor. Trade journal of the broadcasting and broadcast advertising fields.

•

Canadian Advertising

QUARTERLY (January, April, July and October). 481 University Ave., Toronto, Ont., Canada. Phone, Adelaide 9131. Publisher, MacLean Publishing Co.; Managing Editor, H. A. Nicholson; Manager, B. G. Newton; Advertising Manager, S. J. Allin; Data Editor, Jean R. Gemmill. BRANCH OFFICES: Dominion Square, Montreal, Canada; 919 N. Michigan Ave., Chicago, Ill.; 522 Fifth Ave., New York, N. Y. This publication is an advertising media reference book which includes a listing of Canadian radio stations, their rates, time on the air, power, frequency, etc.; besides media references it contains articles reviewing advertising activities in Canada.

•

Commercial Broadcasting

FORTNIGHTLY. 30 Carrington St., Sydney, Australia. Phone, B 7188. News Editor, L. Lippman; Managing Editor, Oswald F. Mingay; Advertising Representative, W. Murphy; Technical Editor, J. R. Edwards. BRANCH OFFICE: R. W. Pfeil, 239 Collins St., Melbourne, Victoria. A trade weekly newspaper relating to commercial broadcasting and of

particular interest to, and circulating among national advertisers, station advertisers, advertising agents and broadcasting stations in Australia.

•

Commercial Broadcasting Yearbook

YEARLY. 30 Carrington St., Sydney, Australia. Phone, B 7188. Managing Editor, Oswald F. Mingay. BRANCH OFFICE: 239 Collins St., Melbourne, Victoria. Commercial Broadcasting Yearbook contains practically all the information required by those interested in Australian broadcasting for reference purposes.

•

Communications

MONTHLY. 19 East 47th St., New York, N. Y. Phone, Plaza 3-0483. Publisher, Bryan Davis Publishing Co., Inc.; Editor, R. D. Rettenmeyer; Business Manager, B. S. Davis; Advertising Manager, Paul S. Weil. Circulates among engineers, executives and other personnel engaged in the design, manufacture, installation, operation, service and maintenance of radio and wire communications, broadcast stations—police, marine, aeronautical radio and other point to point services—sound recording and projection—public address—television and picture transmission—and in the manufacture of all radio equipment and accessories, components and instruments used in these fields.

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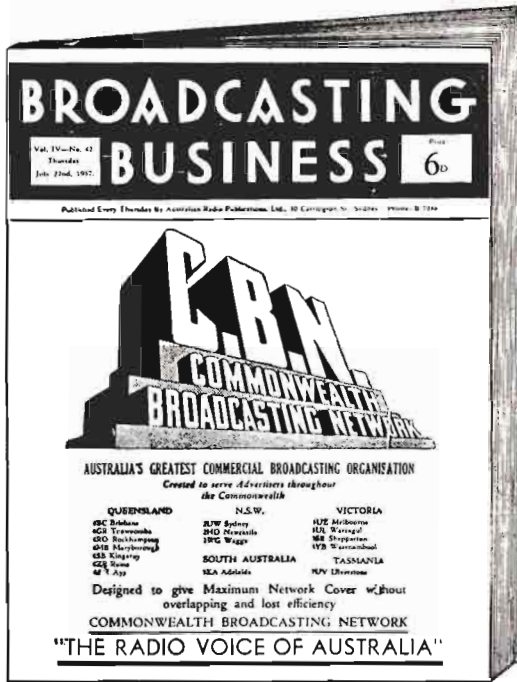
Editor and Publisher

WEEKLY. 1700 Times Bldg., New York, N. Y. Phone, BRyant 9-3052. Publisher, James W. Brown; Editor, Arthur T. Robb; Managing Editor, Warren L. Bassett; General Manager, Charles B. Groomes; Advertising Director, Charles T. Stuart; Assistant Publisher, James W. Brown, Jr.; Chicago Correspondent, G. A. Brandenburg; Los Angeles Correspondent, Ken Taylor; Washington Correspondent, James J. Butler. Prints radio news of interest to the newspaper and advertising fields; news of newspaper-owned stations; station applications by newspapers; FCC rulings, etc.

•

Education by Radio

QUARTERLY. One Madison Ave., New York, N. Y. Phone, CAledonia 5-6965. Publisher, National Committee on Education by Radio; Editor, S. Howard Evans. This publication is edited in line with the purposes of the National Committee on Education by Radio, which acts as a spokesman for organized edu-



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Name

Address

cation, aiding and encouraging non-commercial educational stations and promoting cooperation between educators and commercial broadcasters. It is one of the means by which the committee acts as a clearing house for information about education by radio.

•

Electrical Digest

MONTHLY. 137 Wellington St., West, Toronto, Ont., Canada. Phone, Adelaide 1860. Publisher, Muir Publications; Managing Editor, J. Murray Muir. Serving the electrical industry in Canada, including manufacturers of radios and equipment.

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**Electrical and Radio World
Trade News**

TRI-MONTHLY. Department of Commerce, Washington, D. C. Phone, District 2200. Department Executive in Charge, John H. Payne, Chief of Electrical Div.; Editor, Katherine F. Hickey; District and Cooperative Offices throughout United States and Foreign Offices throughout the world. The material published in this periodical in regard to radio has to do with the nature of news covering new broadcast installations in foreign countries as well as new developments in broadcasting and television. It reports primarily on changes in foreign market possibilities, regulations, quotas, exchange, statistics of radio and electrical imports and exports, etc. Trade opportunities for specific products or agencies are included. Extensive reports covering any of these subjects are announced available for loan. All subjects referring to foreign commercial possibilities in its radio and electrical field, such as plans for or results from reciprocal trade agreements, are reported as fully as practical.

•

Electronics

MONTHLY. 330 West 42nd St., New York, N. Y. Phone, MEdallion 3-0700. Publisher, McGraw-Hill Publishing Co.; Editor, Keith Henney; Managing Editor, Donald G. Fink; Assoc. Editor, Beverley Dudley; Assistant Editor, Craig Walsh; Chicago Correspondent, Branch Office; Los Angeles Correspondent, Branch Office; Business Manager, H. W. Mateer; Asst. Manager, Wallace B. Blood. BRANCH OFFICES: 520 North Michigan Ave., Chicago, Ill., G. J. Seaman; 1510 Hanna Bldg., Cleveland, Ohio, Leonard P. Canty; 16 South Broad St., Philadelphia, Pa., Frank Coyle; 883 Mission St., San Francisco, Cal., R. N.

Phelan; 1105 Rhodes-Haverty Bldg., Atlanta, Ga., Ralph Maultsby. A magazine for executives, engineers and operations men in radio, communication including facsimile and television, industrial applications in the electronic fields—Design—Engineering—Manufacture.

•

**Electronics and Television
and Short-Wave World**

MONTHLY. 37-38, Chancery Lane, London W.C.2, England. Publisher, Bernard Jones Publications Ltd.; Editor, H. Corbishley. This publication is devoted to electronics, television and allied subjects, and short-wave communication.

•

Film Daily

DAILY. 1501 Broadway, New York, N. Y. Phone, BRyant 9-7171. Publisher, John W. Alicoate; General Manager, Donald M. Mersereau; Editor, Chester B. Bahn; Los Angeles Correspondent, Ralph Wilk; Chicago Correspondent, Joseph Esler. BRANCH OFFICE: 6425 Hollywood Blvd., Hollywood, Cal., Ralph Wilk. The Daily Newspaper of Motion Pictures: FILM DAILY reports the news of every phase of the motion picture and allied industries.

•

**Foreign Communication
News**

BI-MONTHLY. Department of Commerce, Washington, D. C. Phone, District 2200. Editor, G. Stanley Shoup. Contains items concerning telegraph, telephone, cable and radio communication developments in foreign countries, including rates, operating and financial data, legislation, etc.

•

FREC Service Bulletin

MONTHLY. Federal Radio Education Commission, c/o U. S. Office of Education, Washington, D. C. Editor, J. Kenneth Jones. This publication is distributed free to broadcasters and educators. Its purpose is to serve as a medium of the exchange of information concerning education through radio on a national scale. Activities of all educational groups using radio are reported.

•

Heinl Radio News Service

2400 California St., Washington, D. C. Phone, North 3800. Publisher, Robert D. Heinl; Editor, Robert D. Heinl. There are two services, one of which goes twice each week to a number of newspapers; the other going to various radio station subscribers.

Do Not Overlook the Canadian Market!

For the manufacturer of radio and electrical equipment and supplies who is interested in developing an export market which is least affected by present day conditions, Canada offers highly profitable opportunities close to home.

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ELECTRICAL DIGEST

137 Wellington Street West

TORONTO

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CANADA

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Hollywood Reporter

DAILY. 6713 Sunset Boulevard, Hollywood, Cal. Phone, Hillside 7411. Editor and Publisher, W. R. Wilkerson; Assistant to Publisher, Frank Pope; Advertising Manager, Thomas F. Seward; Radio Editor, Nick Lukats. BRANCH OFFICES: 229 West 42nd St., New York, N. Y. H. J. Schleier, Manager, and Jack Harrison, News Editor, Phone, Wisconsin 7-2470; 540 No. Michigan Ave., Chicago, Ill.; 2, Deanery Mews, Park Lane W. 1., London, England; 41 Rue Copernic, Paris, France; Erzebet Korut 7, Budapest; Gratte Ciel, Antwerp; Pelayo 1, Barcelona; 54, Via Della Mercede, Rome; Kungsgatan 28, Stockholm; 198 Pitt St., Sydney; San Martin 501, Buenos Aires. A publication devoted to the Motion Picture industry, its allies, and radio.

•

Journal of the Society of Motion Picture Engineers

MONTHLY. Hotel Pennsylvania, New York, N. Y. Phone, Pennsylvania 6-0620. Published by the Society of Motion Picture Engineers; Editor, Sylvan Harris. This publication is the official organ of the Society of Motion Picture Engineers and is devoted to the particular field of its readers. Technical developments in television is one of the subjects that are treated in its articles.

•

Journal of the Television Engineers' Institute of America

763 Gower St., Hollywood, Calif. Phone, Gladstone 3558. Published by the Television Engineers' Institute of America; Editor, George H. Seward; Associate Editor, Leroy Bremmer; Business Manager, Arthur A. Stern. This publication has for its purpose the dissemination of knowledge regarding the art of television in all its ramifications.

•

Marketing

WEEKLY. 119 York St., Toronto, Ont., Canada. Publisher, W. A. Lydiatt.

•

Metronome

MONTHLY. 119 West 57th St., New York, N. Y. Phone, Circle 7-4500. Publisher, Metronome Corp. Editors, Richard B. Gilbert and George Simon; Chicago Correspondent, M. W. Hall; Hollywood Correspondent, Jack Hirshberg; Pittsburgh Correspondent, Sid Dickler; Miami Correspondent, Mickey Chercp. This publication is a trade journal in the field of popular music, giving world coverage on news of the radio, band and

record reviews, interviews, gossip and personality stories, domestic band routes, instruction departments conducted by leading exponents of the various dance band instruments.

•

Motion Picture Daily

DAILY. 1270 Sixth Ave., New York, N. Y. Phone, Circle 7-3100. Publisher, Martin Quigley; Editor, Sam Shain; Chicago Correspondent, W. F. Crouch; Los Angeles Correspondent, W. R. Weaver; Business Manager, T. J. Sullivan; Radio Advertising Manager, Robt. Harrison. BRANCH OFFICES: 6305 Yucca St., Hollywood, Calif.; 624 S. Michigan Ave., Chicago, Ill.; 4 Golden Square, London W-1, England. Spot news coverage; also radio reviews and columns.

•

Moving Merchandise

(Successor to Modern Advertising)
MONTHLY. 137 Wellington St., West, Toronto, Ont., Canada. Phone, Waverly 2711. Publisher, Charlton-Wrigley, Ltd.; Editor, D. E. A. Charlton; Business Manager, G. B. Wrigley. This publication is devoted to the improved selling of consumer goods and contains a special department, "Broadcast Promotion," which reports activities of radio stations and radio programs in Canada.

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Musical Courier

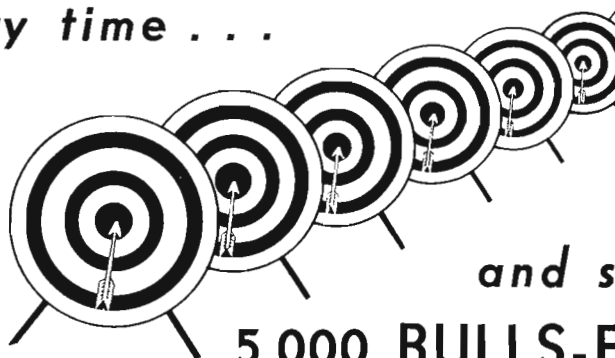
BI-MONTHLY. 119 West 57th St., New York, N. Y. Phone, Circle 7-4500. Publisher, Music Periodicals Corp.; Editor, Leonard Liebling; Managing Editor, Alfred Human; Chicago Correspondent, Rene Devries; Los Angeles Correspondent, Richard Drake Saunders. BRANCH OFFICES: 220 South Michigan Ave., Chicago, Ill., Rene Devries, Assoc. Editor; 5617 Hollywood Blvd., Hollywood, Calif., Richard Drake Saunders, West Coast Manager; 6 Square Leon Guillot, Paris, France, Irving Schwerke, European Chief of Staff. Review of better class musical programs throughout the world in each issue; comments on broadcast programs.

•

Parts

MONTHLY. 1270 Sixth Ave., New York, N. Y. Phone, Circle 7-5842. Editor, Glad Henderson; Advertising Manager, Charles H. Farrell; Circulation Manager, G. G. Lyon; Managing Editor, Daniel Webster; Merchandising Editor, Eugene Heslin. Parts is edited exclusively for radio parts and tube wholesalers and their sales staffs. It endeavors to cover all merchandising trends, new product developments and manufacturing merchandising policies.

Mr. RADIO TIME SELLER:
You can **HIT THE TARGET**
every time . . .



and score
5,000 BULLS-EYES

BY THE USE OF THE ADVERTISING PAGES OF
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FIELD

MOVING MERCHANDISE reaches approximately five thousand Canadian manufacturers and distributors of goods which are sold to consumers. Through MOVING MERCHANDISE you can reach the men who buy broadcasting time.

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Twenty-four important groups are included in the circulation of MOVING MERCHANDISE. Among these are manufacturers of beverages, cosmetics, drug products, food products, hardware, textiles, auto and radio accessories.

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Once \$120
 Six Times 110
 Twelve Times 100

HALF PAGE

Once \$65
 Six Times 60
 Twelve Times 55

QUARTER PAGE

Once \$40
 Six Times 35
 Twelve Times 30

FOR COMPLETE INFORMATION WRITE

"MOVING MERCHANDISE"

PUBLISHED MONTHLY BY

CHARLTON-WRIGLEY Limited

137 WELLINGTON STREET WEST

TORONTO

CANADA

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Pick-Ups

QUARTERLY. 195 Broadway, New York, N. Y. Phone, COrtlandt 7-7700. Editor, Will Whitmore. This publication is a house organ of the Western Electric Co. and is distributed to customers of this company and of the Graybar Electric Co., to the personnel of broadcasting stations, police radio stations, aviation executives, schools, libraries and to others interested in all branches of commercial radio.

•

Printer's Ink

WEEKLY. 185 Madison Ave., New York, N. Y. Phone, ASHland 4-6500. Publisher, Printers' Ink Publishing Co.; President, Roy Dickinson; Vice-President In Charge of Sales, Douglas Taylor; Editor, G. A. Nichols; Associate Editor In Charge of Radio, Eldridge Peterson; News Editor, Herbert L. Stephen. BRANCH OFFICES: 6 N. Michigan Ave., Chicago, Ill., Andrew M. Howe, Associate Editor, and Gove Compton, Manager; 326 West Third St., Los Angeles, Calif., Joseph W. Conrow, Manager. Printers' Ink uses articles about radio as an advertising medium and as related to merchandising and distribution; also news of personnel changes and spot news that will interest radio advertisers from a business point of view.

•

Printer's Ink Monthly

MONTHLY. 185 Madison Ave., New York, N. Y. (For further information on personnel, addresses and editorial content see listing under "Printers' Ink.")

•

Proceedings of I. R. E.

MONTHLY. 330 West 42nd St., New York, N. Y. Phone, MEdallion 3-5661. Publisher, Inst. of Radio Engineers; Editor, Dr. Alfred N. Goldsmith; Business Manager, Harold P. Westman; Advertising Manager, John D. Crawford. The Proceedings is an engineering journal publishing technical paper on radio and allied subjects. Papers are published after review by two committees and the editor. Releases and other news cannot be used, but new commercial literature of engineering interest is listed each month.

•

Proceedings of the Radio Club of America

NINE ISSUES PER YEAR. 11 West 42nd St., New York, N. Y. Phone, LOngacre 5-6622. Publisher, Radio Club of America, Inc.; President, Paul F. God-

ley; Corresponding Secretary, J. L. Callahan; Editor, L. C. F. Horle.

•

Q S T

MONTHLY. West Hartford, Conn. Publisher, American Radio Relay League; Editor, Kenneth B. Warner; Managing Editor, Clark C. Rodimon; Advertising Manager, F. Cheyney Beekley; Circulation Manager, David H. Houghton; Technical Editor, George Grammer. This publication is the official organ of the American Radio Relay League and is devoted to activities and developments in amateur radio.

•

Radex

MONTHLY (except July and August). 362 Cedar Lane, Teaneck, N. J. Phone, Teaneck 6-6247. Publisher, The Radex Publishing Co.; Editor, Page Taylor. This publication is for the radio listener who is interested in listening to distant stations. It is of interest principally to DXers.

•

Radio

MONTHLY (except August and September.) 1300 Kenwood Rd., Santa Barbara, Calif. Phone, 4242. Published by Radio, Ltd. Publisher, K. V. R. Lansingh; Editor, W. W. Smith; Technical Editor, R. Dawley. BRANCH OFFICES: 71 West 35th St., New York, N. Y.; 3606 N. Bernard St., Chicago, Ill., C. W. Nelson. This publication is devoted to technical and constructional material for the amateur and also information on experimental and high frequency radio; content does not touch on the business, entertainment or personal sides of radio.

•

Radio Advertising Rates and Data

MONTHLY. 333 No. Michigan Ave., Chicago, Ill. Phone, Randolph 5616. President, Walter E. Botthof; Executive Vice-President, Albert Moss; Secretary-Treasurer, R. A. Trenkmann. BRANCH OFFICES: 420 Lexington Ave., New York, N. Y., Phone, MOhawk 4-1220; 155 Montgomery St., San Francisco; 318 West Ninth St., Los Angeles. Radio station rates service revised and issued monthly.

•

Radio Amateur Call Book

QUARTERLY. 608 S. Dearborn St., Chicago, Ill. Phone, WAbash 1903. Publisher, Radio Amateur Call Book Inc.; Editor, Harold A. Rensch; Circulation Manager, D. A. Schroeder; Advertising Manager, C. O. Stimpson. BRANCH OF-



CHEVROLET MOTOR CO., Detroit, ordered — and reordered — more than 12,000 copies of October, 1939 edition.

12 MONTHS of BONUS Circulation!

THIS advertisement is for the men who place schedules for broadcasters, publishers, lithographers, outdoor plants, and for EVERY concern that seeks to reach the national advertiser and advertising agency! We're telling you our FULL circulation story, briefly, so you'll know how to regard The ADVERTISER when we come up for consideration on your list.

FIRST, all advertisers in The ADVERTISER and MARKETS of AMERICA (Annual) get *biggest circulation quality by complete coverage of their logical prospects.*

IN ADDITION TO THAT, they ride along *free* with EXTRA circulation which accrues from issue to issue. Thus, in the past

twelve months, extra circulation which our advertisers enjoyed, mounted to **20,000 COPIES** — an equivalent of **THREE EXTRA EDITIONS!** The most important point about this bonus, though is this— that excellence of editorial content inspired it and that it is such editorial content that continuously excites intense reader interest, in every monthly issue of The ADVERTISER.

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The ADVERTISER
and MARKETS of AMERICA...Vol. 4

NEW YORK—11 West 42nd Street—PENnsylvania 6-3265
CHICAGO—1138 Lake Shore Drive — DELaware 9083
Gen. Office: 3557 Bogart Ave., CINCINNATI—AVon 6825

FICES: 19 E. 47th St., New York, N. Y.; 10515 Wilbur Ave., Cleveland, Ohio; 4214 Country Club Drive, Long Beach, Calif. This publication contains up-to-date and complete lists of all radio amateurs throughout the entire world.

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Radio-Craft

MONTHLY. 99 Hudson St., New York, N. Y. Phone, WALKer 5-0730. President and Publisher, H. Gernsback; Managing Editor, R. D. Washburne. BRANCH OFFICE: 520 N. Michigan Ave., Chicago, Ill. Phone, SUperior 7306. This publication reports latest developments in the radio art, telegraphy and radio telephony, electronics, television, public address and facsimile, including servicing, trade news and technical descriptions.

•

Radio Daily

DAILY. 1501 Broadway, New York, N. Y. Phone, WISconsin 7-6336. Publisher, John W. Alicoate; General Manager, Donald M. Mersereau; Editor, M. H. Shapiro; Business Manager, Marvin Kirsch; Los Angeles Correspondent, Ralph Wilk; Chicago Correspondent, Larry Wolters. BRANCH OFFICE: 6425 Hollywood Blvd., Hollywood, Calif.; Ralph Wilk, Manager. The National Daily Newspaper of Commercial Radio and Television.

•

Radio Technical Digest

BI-MONTHLY. 1300 Kenwood Rd., Santa Barbara, Calif., Phone 4242. Published by Radio Ltd. Publisher, K. V. R. Lansingh; Managing Editor, A. McMullen; Associate Editors, W. W. Smith, R. L. Dawley, B. A. Ontiveros, L. Norton. BRANCH OFFICES: 71 West 35th St., New York, N. Y.; 3606 N. Bernard St., Chicago, Ill., C. W. Nelson. This publication is devoted largely to reprints from magazines serving the entire radio technical field; content does not touch on the business, entertainment or personal sides of radio.

•

Radio-Television

MONTHLY. 1270 Sixth Ave., New York, N. Y. Phone, CIRCLE 7-5842. Publisher, Henderson Publications Inc.; Editor, Glad Henderson; Associate Editor, Daniel Webster. CHICAGO OFFICE: 664 N. Michigan Ave., Chicago, Ill. (Western Representative, Richard J. Burrill).

Radio & Electrical Retailer of Australia

FORTNIGHTLY. 30 Carrington St., Sydney, Australia. Phone, B 7188. Managing Editor, Oswald F. Mingay; Advertising Representative, J. Angus; Technical Editor, J. R. Edwards. BRANCH OFFICE: 239 Collins St., Melbourne, Victoria. A weekly trade newspaper covering the radio and electrical manufacturing, wholesaling and retailing industries of the Commonwealth of Australia; also includes electrical information regarding refrigerators and domestic electric appliances. News releases give personal and general information regarding manufacturers, retailers, etc.

•

Radio and Electrical Sales

EVERY OTHER MONTH. 137 Wellington St., West, Toronto, Canada. Phone Waverly 2711. Publisher, Weston Wrigley; Editor, G. B. Wrigley; Advertising Manager, A. H. Boyd. A merchandising publication featuring window and store displays and advocating trade organization.

•

Radio Guide

WEEKLY. 731 Plymouth Court, Chicago, Ill. Phone, Wabash 8850. Publisher, M. L. Annenberg; Editor, Curtis Mitchell; Ass't to Publisher, Martin Lewis; Los Angeles Correspondent, Evans Plummer; Business Manager, Geo. d'Utassy; Advertising Manager, Saul Flaum; Circulation Manager, Ed Zoty. BRANCH OFFICES: 551 Fifth Ave., New York, N. Y.; 9059 Sunset Blvd., Hollywood, Calif.

•

Radio Mirror

MONTHLY. 122 East 42nd St., New York, N. Y. Phone, LEXington 2-9050. Publisher, Macfadden Publications, Inc.; Editor, Fred R. Sammis; Executive Editor, Ernest V. Heyn; Los Angeles Correspondent, Elaine Osterman; Advertising Manager, Walter Hanlon. News and pictures of stars and shows; fictionization of radio serials; reprints of outstanding and important broadcasts; biographies; program listings.

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Radio News

MONTHLY. 608 S. Dearborn St., Chicago, Ill. Phone, Harrison 7300. Published by Ziff-Davis Publishing Co. Publisher, William B. Ziff; Editor, B. G.

Davis; National Advertising Manager, Sanford L. Cahn; Managing Editor, Karl A. Kopetzky. **BRANCH OFFICE:** 381 Fourth Ave., New York, N. Y., Manager, Sanford L. Cahn. This publication is a technical radio magazine catering to the interests of the advanced listener, the radio amateur and embryo radio amateur, the short wave listener, experimenter, set constructor, serviceman, dealer and engineer.

•

Radio Retailing

MONTHLY. 330 West 42nd St., New York, N. Y. Phone, ME dallion 3-0700. Published by McGraw-Hill Publishing Co. Vice-President and Publishing Director, Howard Ehrlich; Sales Manager, Lee Robinson; Managing Editor, W. W. Macdonald. **BRANCH OFFICE:** 520 N. Michigan Ave., Chicago, Ill., K. Groener; Radio Retailing is devoted to the selling and servicing activities of the radio dealer, serviceman and jobber. It is also widely read by radio manufacturing executives, engineers, purchasing agents and their sales representatives. The publication covers the news of the radio and home appliance industries, maintaining a permanent staff in the mid-west, on the west coast and in the east for news gathering and fact finding. Annually Radio Retailing presents a statistical review of the radio industry and at proper times publishes a directory of manufacturers, set specifications, etc.

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Radio and Television

MONTHLY. 99 Hudson St., New York, N. Y. Phone, Walker 5-0730. Editor and Publisher, Hugo Gernsback; Managing Editor, H. W. Secor; Secretary, Harriet Kantro. The editorial policy of this publication includes the reporting of radio and television news items with photos, interviews with prominent radio and television engineers, description of new inventions in radio and featuring, particularly, constructional articles on radio and television receivers and transmitters.

•

Radio Today

MONTHLY. 480 Lexington Ave., New York, N. Y. Phone, PLaza 3-1340. Publisher and General Manager, M. Clements; Editor, Orestes H. Caldwell. Publication devoted to dealers, manufacturers, service men and distributors.

•

Radio Trade Annual and Service Manual

YEARLY. 30 Carrington St., Sydney, Australia. Phone, B 7188. Managing Editor, Oswald F. Mingay. **BRANCH OFFICE:** 239 Collins St., Melbourne, Victoria. Radio Trade Annual is an Australian yearbook giving practically all the information required by radio manufacturers, distributors and servicemen for reference purposes.

•

Radio Trade-Builder

MONTHLY. 347 Adelaide St., West, Toronto, Ont., Canada. Phone, Adelaide 6261. Publisher Hugh C. MacLean Publications Ltd.; Editor, T. C. Van Alstyne; National Advertising Manager, John T. Rochford. This publication reports general trade news of interest to radio dealers and servicemen, jobbers and manufacturers, radio engineers, broadcasting stations, etc. It also contains merchandising and service articles of interest to retail radio trade.

•

Radio and Television Weekly

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

•

RCA Review

QUARTERLY. 75 Varick St., New York, N. Y. Phone, Walker 5-3721. Publisher, RCA Institutes Technical Press; Editors, Charles J. Pannill, Chairman of the Board of Editors; Ralph R. Beal; Dr. H. H. Beverage; R. S. Burnap; Irving F. Byrnes; Lewis M. Clement; Dr. Alfred N. Goldsmith; Harry G. Grover; O. B. Hanson; Charles W. Horn; Willson Hurt; Dr. Charles B. Jolliffe; Frank E. Mullen; Charles H. Taylor; Arthur F. Van Dyck; W. S. Fitzpatrick, Secretary of Board of Editors. RCA Review aims to present a record of outstanding developments of the laboratories of the Radio Corporation of America in radio and associated electronic subjects.

•

Report of Radio Research in Japan

TRI-ANNUAL. Imperial Academy House, Ueno Park, Tokyo, Japan. Phone, Shitaya No. 43. Publisher, National Research Council of Japan; Chairman, H. Nagaoka; Secretaries, K. Tani, T. Ono and T. Yamazak. This publication reviews the radio progress in Japan.

Sales Management

BI-MONTHLY. 420 Lexington Ave., New York, N. Y. Phone, MOhawk 4-1760. Publisher and Editor, Raymond Bill; Executive Editor and General Manager, Philip Salisbury; Vice-President, Merril V. Read. BRANCH OFFICES: 333 N. Michigan Ave., Chicago, Ill., Phone, State 1266, C. E. Lovejoy, Manager; 29 East de la Guerra, Santa Barbara, Calif., Phone, 6405, Warwick S. Carpenter, Manager. Sales Management's editorial front is a broad one, embracing all the phases of general management, market analysis, operation of the sales force, use of advertising media and other sales tools, advertising agency relations, consumer research, product design, etc., which fall within the limits of the responsibility of the Director of Sales of a business concern. Specifically this publication publishes from time to time articles on the use of radio as an advertising medium; stories (in the Media Department) on the latest news in radio and network development; histories of stations' and networks' growth.

Service

MONTHLY. 19 East 47th St., New York, N. Y. Phone, PLaza 3-0483. Publisher, Bryan Davis Publishing Co.; Editors, R. G. Herzog, R. D. Rettenmeyer; Business Manager, B. S. Davis; Advertising Manager, Paul S. Weil. Circulates among distributors of radio parts and accessories, radio set distributors, distributors of public address equipment and all types of sound apparatus; service organizations specializing in radio and allied industries; service departments of radio set and parts distributors and dealers, department stores, radio set manufacturers, public address manufacturers, and kindred lines; radio dealers, sporting goods, music and automotive stores as well as other retailers handling radio and television; independent radio service men and service engineers.

Standard Rate and Data Service

MONTHLY. 333 No. Michigan Ave., Chicago, Ill. Phone, Randolph 5616. President, Walter E. Botthof; Executive Vice-President and Secretary, Albert W. Moss; Treasurer, R. A. Trenkmann. BRANCH OFFICES: 420 Lexington Ave.,

New York, N. Y., Phone, MOhawk 4-1220; 155 Montgomery St., San Francisco; 318 West Ninth St., Los Angeles. Advertising rate service for publication field revised and issued monthly.

Telecommunications Reports

WEEKLY. 1158 National Press Bldg., Washington, D. C. Phone, District 2678. Editor, Roland C. Davies. Specialized Washington news letter on communications.

Tide

BI-MONTHLY. 232 Madison Ave., New York, N. Y. Phone, ASland 4-3390. President and Publisher, David Frederick; Editor, Ellen Hess; Radio Editor, Reginald T. Clough; Chicago Correspondent, J. E. West; Los Angeles Correspondent, R. J. Birch. BRANCH OFFICES: 734 Little Bldg., Boston, Mass., Arthur F. Chapin; 360 N. Michigan Ave., Chicago, Ill., J. E. West; 846 South Broadway, Los Angeles, Calif., R. J. Birch; 155 Sansome St., San Francisco, Calif., R. J. Birch. Report radio news of interest to agency executives and advertisers.

Variety

WEEKLY. 154 West 46th St., New York, N. Y. Phone, BRyant 9-8153. Publisher, Sid Silverman; Editor, Sid Silverman; Radio Editor, Bob Landry; Business Manager, Harold Erichs; Advertising Manager, Hyatt Daab. BRANCH OFFICES: 54 W. Randolph St., Chicago, Ill., Hal Halperin; 1708-10 No. Vine St., Hollywood, Calif., Arthur Ungar.

Western Advertising

SEMI-MONTHLY. 564 Market St., San Francisco, Calif. Phone, GARfield 8966. Editor and Publisher, Ramsey Oppenheim; Assistant Publisher, R. S. Oppenheim; N. Y. Correspondent, L. V. Hohl; Los Angeles Correspondent, W. M. Brown. BRANCH OFFICES: Graybar Bldg., New York, N. Y., L. V. Hohl, N. Y. Manager; 426 S. Hill St., Los Angeles, Calif., W. M. Brown, So. Calif. Manager. New developments in radio generally and reporting news of western accounts and stations from a commercial angle.

RADIO EDITORS and WRITERS of NEWSPAPERS IN THE UNITED STATES and CANADA

(As of January 1st, 1940)



The following list of radio editors writing for newspapers and magazines in the United States and Canada was compiled from questionnaires submitted in the Third Annual Radio Daily Poll and through the cooperation of radio stations in both countries.

ALABAMA

Birmingham News: **Turner Jordan**
Birmingham Post: **Jean Moyer**
Southern Radio News (Birmingham):
Homer T. Suddeth
Mobile Register & Press: **George Cox**

ARIZONA

Phoenix Gazette: **Dan Crumley, Oley Henson**
Phoenix Republic: **Frank Ross**
Tucson Citizen: **Maston Jacks**
Tucson Star: **Al Welke**

ARKANSAS

Jonesboro Sun: **Fred Troutt**
Jonesboro Tribune: **Donald Murray**
Arkansas Democrat (Little Rock): **Lynn Liske**
Siloam Springs Daily Herald & Democrat: **Alf Perrine**

CALIFORNIA

Bakersfield Californian: **Bill Moses**
Berkeley Gazette: **Helane Peters**
Fresno Bee: **A. J. Welter**
Fresno Guide: **Joe King, Jr.**
Hanford Sentinel: **J. E. Richmond**
Hollywood Citizen-News: **Zuma Palmer**
Long Beach Press-Telegram & Sun:
Jimmy Allen
Gilmore Mike (Los Angeles): **Bernie Miligan**
Los Angeles Examiner, Los Angeles Herald & Express, Los Angeles News, Los Angeles Times (for logs only):
Jack Holmes
Oakland Post Enquirer: **Charles Loomis**

Oakland Tribune: **Charles McIntosh**
Pasadena Independent: **Bill Bird**
Pasadena Post & Star News: **Reginald Warren**
Porterville Recorder: **Homer Wood**
Redding Searchlight & Courier-Free Press: **Mr. Brown**
Redding Record: **Bowden Neimer**
Sacramento Bee: **Ronald Schofield**
San Bernardino Sun & Telegram: **Earl Buey**
San Diego Union & Tribune-Sun: **Maury Savage**
San Francisco Call Bulletin: **Bob Hall, Edward Romero**
San Francisco Chronicle: **George Rafter**
San Francisco Examiner: **Edward Murphy**
San Francisco News: **Emily Hodell**
Santa Ana Independent: **A. B. Berry**
Santa Ana Register: **Mason Gould**
Santa Barbara Independent: **Phil Nordley**
Santa Barbara News-Press: **Charles A. Storke**
Santa Rosa Press-Democrat & Republican: **Mike Pardee**
Stockton Independent: **Al Trivelpiece**
Stockton Record: **Rossi Reynolds**
Turlock Times: **Bob Whiteside**
Visalia Times-Delta: **Click Relander**
Watsonville Register-Pajaronian: **Edgar Slusser, Frank Orr**
Watsonville Sun: **Clem Fye**
Woodland Democrat: **Lucille Evans**

COLORADO

Denver Daily Record-Stockman: **Willard Simms**
Denver Post: **Betty Craig**
Rocky Mountain News (Denver): **James Briggs**
Denver Monitor: **Carson Harris**

• • • **RADIO EDITORS AND WRITERS** • • •

Durango News: **William B. O'Rourke**
Grand Junction Daily Sentinel: **Preston Walker**
Greeley Booster: **Loren Walling**
Longmont Ledger: **Fred Ferguson**
Crow Valley News (New Raymer): **Tom Thompson**

•

CONNECTICUT

Hartford Courant: **Douglas B. Fellows, John Reitmeyer**
Hartford Times: **Harold B. Waldo**
Connecticut Echo (New Haven): **Nelson R. Durant**
Stamford Advocate: **Leonard Massell**

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DISTRICT OF COLUMBIA

Washington Herald & Times: **Bill Frank**
Washington News: **Helen Buchalter**
Washington Post: **Dick Coe**
Washington Star: **George Huber, William Coyle**

•

FLORIDA

Florida Times Union (Jacksonville): **R. G. Moffett**
Jacksonville Journal: **Jim Massey**
Miami Herald: **Marion Stevens**
Miami News: **Jimmie McLean**
Miami Beach Topics: **Jack Rice**
Orlando Times: **Colonel William Glenn**
Orlando Sentinel-Star: **L. J. Hagood**
Palm Beach Daily News: **John Githens**
Panama City News-Herald: **Thorne Lane**
Pensacola Journal: **John Cole**
Pensacola News: **Don Hogan**
St. Petersburg Independent: **Bill Dunlap**
Sebring American: **Rod Arkell**
Tampa Times: **J. F. Smiley**
Tampa Tribune: **Harry Schaden**
Palm Beach Sun (West Palm Beach): **Bernon Smith**
Sunshine Special (West Palm Beach): **Elmer Burgess**
Winter Park Herald: **William Traer**

•

GEORGIA

Atlanta Constitution: **Howell Jones**
Atlanta Georgian & American: **Treville Lawrence, Tom Ham**
Atlanta Journal: **Ernest Rogers**
Augusta Chronicle: **Bob Parks**
Hartwell Sun: **Louis Morris**
Lavonia Times: **Rush Burton**
Macon News-Telegraph: **Holt Gewinner**
Southern Georgian (Moultrie): **Bill Aycock**
Rome News: **Ernestine Hornady**

Savannah Morning News: **Gray C. Brandon**
Waycross Journal-Herald: **Jack Williams, Jr.**

•

IDAHO

Boise Capital News: **Jewel Carpenter, Bill Wheeler**
Idaho Daily Statesman (Boise): **Robert McDevitt**
Caldwell News-Tribune: **Maurice Russell, Tom La Fonde**
Idaho State Journal & Tribune (Pocatello): **Mel Dorius**
Pocatello Shopper News: **Jim Rutherford**

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ILLINOIS

Champaign News-Gazette: **Fred Vance**
Chicago Herald-American: **Lorraine Neistrum, Ulmer Turner**
Chicago News: **Joseph Gorg**
Chicago Times: **Don Foster, Don Moore**
Chicago Tribune: **Larry Wolters**
Advertising Age (Chicago): **Irwin Robinson**
Cicero-Berwyn Life: **Richard Cecil**
Danville Commercial-News: **H. B. Heck**
Decatur Herald & Review: **E. O. McCann**
East St. Louis Journal: **Howard Moore**
Harrisburg Daily Register: **Alta Givans**
Marion Republican: **Homer Butler**
Moline Dispatch: **Jack Thompson, Fred Klann**
Peoria Journal-Transcript: **R. M. Shepherdson**
Peoria Star: **Golda Lauterbach**
Rockford Morning Star: **Allen Brophy**
Rock Island Argus: **J. W. Ramsey**
Illinois State Journal (Springfield): **Harry Moody**
Tuscola Journal: **R. B. Pickard**

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INDIANA

Decatur Democrat: **John Heller**
Elkhart Truth: **Dan Albrecht**
Evansville Press & Courier: **Clifton Brooks, Theo Nadelstein**
Fort Wayne Journal Gazette: **Chester Brouwer**
Fort Wayne News-Sentinel: **Jack Barker**
Indianapolis News: **Herbert Kenney, Jr.**
Indianapolis Star: **Herbert Tucker**
Indianapolis Times: **James M. Thrasher, Harry Morrison**
South Bend Tribune: **Ira Carpenter**
The Spectator (Terre Haute): **R. Tuttle**

• • • **RADIO EDITORS AND WRITERS** • • •

IOWA

Davenport Times & Democrat: **Ina Wickham**
Davenport Daily Times: **Tom O'Hearn**
Decorah Journal: **Justin Hammond**
Decorah-Posten: **Kristian Prestgard**
Public Opinion (Decorah): **A. C. Bishop**
Des Moines Register & Tribune: **Mary Little**
Dubuque Daily Tribune: **Carl Ochs**
Dubuque Telegraph Herald: **William Arndt**
Little Rock Free Lance: **Mrs. H. E. Randolph**
Shenandoah Sentinel: **R. K. Tindall**
Sioux City Journal: **Willis Forbes**
Sioux City Tribune: **John Kelly**

•

KANSAS

Kansas City Kansan: **W. A. Bailey**
Lawrence Journal: **Robert Busby**
Manhattan Chronicle: **Charles Platt**
Manhattan Mercury: **H. O. Dendurant**
Pittsburg Advertiser: **A. C. Runyan**
Salina Journal: **Stuart Dunbar**
Topeka Capital: **E. D. Keilmann**
Topeka State-Journal: **Eileen Reinhardt**

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KENTUCKY

Louisville Journal-Courier & Tribune: **James Sheehy**
Owensboro Messenger & Inquirer; LeRoy Woodward
Paducah Sun-Democrat: **Joe La Gore**

•

LOUISIANA

Baton Rouge Morning Advocate: **Harris Jackson**
Baton Rouge State Times: **C. P. Liter**
Lafayette Advertiser-Gazette: **T. M. Calahan**
New Orleans Item & Tribune: **Edith Ballard**
New Orleans States & Times-Picayune: **Mercia Mateu**
Shreveport Journal: **Tom Ashley**
Shreveport Times: **Pat White**

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MAINE

Kennebec Journal (Augusta): **Beatrice Levasseur**
Kittery Press: **Horace Mitchell**
Lewiston Sun-Journal: **Miss Bennett**
Le Massager (Lewiston): **Rudolphe Hamann**
Portland Press & Herald Express: **Ina B. Somerville**

MARYLAND

Baltimore News-Post & Sunday American: **J. Hammond Brown**
Baltimore Evening Sun: **Harry Stewart**
Baltimore Morning Sun: **Robert Snyder**
Baltimore Sunday Sun: **Harry Haller, Frances Hiss**

•

MASSACHUSETTS

Attleboro Sun: **Ethel MacDonald**
Boston American: **Newcomb F. Thompson**
Boston Globe: **Elizabeth L. Sullivan**
Boston Herald-Traveler: **Alice Quinlan**
Boston Post: **Howard Fitzpatrick**
Boston Transcript: **Frederick W. Hobbs**
Christian Science Monitor (Boston): **Albert Hughes**
Fall River Herald News: **Edward J. Delaney**
Lowell Leader: **Ethel K. Billings**
Lowell Sun: **Charles G. Sampas**
New Bedford Mercury: **Paul Williams**
New Bedford Standard Times: **John Dakin, Jr.**
Newburyport News: **C. S. Coffin**
Springfield News & Republican: **Benjamin Buxton**
Springfield Union: **Henry P. Lewis, Frank H. Blumenfield**
Taunton Gazette: **James N. Lincoln**
Worcester Evening Gazette: **Don Williams**
Worcester Telegram: **Joseph Dine, Frederick L. Rushton**

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MICHIGAN

Battle Creek Enquirer & News: **Ralph Koons**
Detroit Free Press: **Edgar A. Guest, Jr., Ella McCormick, Douglas Martin**
Detroit News: **Herschell Hart**
Detroit Times: **Ray Thomas**
Detroit Times (Flint edition): **Jim Kauffmann**
Flint News-Advertiser: **Irving Chimo-vitz**
Grand Rapids Press: **Evelyn Husen**
Lansing State Journal: **Jerry Root**
Muskegon Chronicle: **William Bowles**
Royal Oak Tribune: **L. Miller**

•

MINNESOTA

Freeborn County Graphic (Albert Lea): **Fay Child**
Duluth Herald: **Nathan Cohen**
Duluth News Tribune: **Jim Watts**
Lake & Farms Journal (Duluth): **George Kelley**

• • • **RADIO EDITORS AND WRITERS** • • •

Minneapolis Star-Journal: **George Grinn, Eliot Tarbell, Jean Huck**
Minneapolis Tribune: **Phil Shipley, E. A. Ahlstrom, A. C. Cartright**
Moorhead News: **James Acton**
Rochester Post Bulletin: **Glenn Witherstine**
St. Cloud Times-Journal: **Harold Schoelkopf**
St. Paul Dispatch & Pioneer Press: **Jules Steele, Oakes Miller**
Winona Republican-Herald: **Gordon Clausway**

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MISSISSIPPI

Greenwood Commonwealth: **Bob Upshur**
Jackson Advertiser: **Charles R. G. Schimpf**
Magnolia Gazette: **O. W. Phillips**
Summit Sun: **Mary Cain**
Tupelo Journal: **Don Lilly**

•
MISSOURI

Columbia Missourian: **E. A. Soderstrom**
Independence Examiner: **Beulah Boone**
Jefferson City News & Tribune: **L. R. Luketwite, Natalie Le Page**
Joplin Globe & News Herald: **Steve Smith, Gordon Rollins**
Kansas City Journal: **John Cameron Swayze, Kenneth Dickey**
Kansas City Star: **H. Dean Fitzer, Mary Haman**
Poplar Bluff American Republic: **Jim Hendrichson**
St. Joseph Gazette: **M. Dow Mooney**
St. Joseph News-Press: **Prentis Mooney**
St. Louis Globe-Democrat: **Harry La Mertha**
St. Louis Post-Dispatch: **James L. Spencer**
St. Louis Star-Times: **Dave Fredericks, Harriet Hagen**

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MONTANA

Great Falls Buyer: **Ernest Simmons**
Great Falls Tribune: **Norman Monsos**
Western News (Hamilton): **Miles Romney, Jr.**

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NEBRASKA

The Nonpareil (Council Bluffs): **Andy Thornell**
Fremont Tribune: **Ferde Larson**
Lincoln Star & Journal: **Bruce Nicoll**
Nebraska City News Press: **George Near, Jr.**

North Platte Daily Telegraph: **H. H. Brown**
Omaha World-Herald: **Keith Wilson**

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NEVADA

Reno Evening Gazette: **John Sanford**
Nevada State Journal (Reno): **Frank Sullivan**

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NEW HAMPSHIRE

Concord Monitor: **R. H. Keeler**
Laconia Evening Citizen: **Ebba Jansen**
Manchester Union: **Robert Blood**
Rochester Observer: **Mr. Burbank**

•
NEW JERSEY

Asbury Park Press: **Miss Adams**
Atlantic City Press & Union: **Howard P. Dimon**
Atlantic City Sun: **A. L. Simon** (address: 1540 Broadway, New York City)
Atlantic City Daily World: **Irving Levy**
Camden Argus: **William H. Jeffries**
Camden Courier-Post: **Marian Gibson**
South Jersey News (Camden): **Albert Kaplan**
East Orange Courier: **Stan Coe**
Jersey Observer (Hoboken): **Hannah Sullivan**
Jersey Journal (Jersey City): **C. J. Ingram**
Newark Star-Ledger: **Jack Shafer**
Newark Sunday Call: **Albert Edwin Sonn**
Paterson Evening News: **Harry C. Schwartz**
Red Bank Daily Standard: **Sid Wain**
Red Bank Register: **Mr. Brown**
Vineland Journal: **Arthur Scholtz**

•
NEW MEXICO

Albuquerque Journal: **Paul Weeks**
Albuquerque Tribune: **Irene Fisher**
New Mexico Sentinel (Albuquerque): **Joe Roehl**
Duke City News: **William T. Harris**
New Mexico Examiner (Santa Fe): **J. F. Pichler**

•
NEW YORK

Knickerbocker News (Albany): **Ed Healy**
Auburn Citizen-Advertiser: **Victor Callanan**
Binghamton Press: **George Curtis**
Binghamton Sun: **Letitia Lyon**
Brooklyn Eagle: **Joe Ranson**
Buffalo Courier-Express: **Don Trantor**

• • • **RADIO EDITORS AND WRITERS** • • •

Buffalo News: **Rod Reed, Joseph Haeffner**
Canton Advertiser: **J. A. Finnegan**
Canton Plain Dealer: **Atwood Manley**
Elmira Sunday Telegram: **Ed Van Dyke**
Associated Press (New York City):
Charles Butterfield

New York Herald Tribune: **H. T. Rowe**
New York Journal-American: **Tom Brooks**

New York Mirror: **Nick Kenny**
New York Morning Telegraph: **Mel Spiegel**

New York News: **Ben Gross, Sid Shalit**
New York Post: **Leonard Carlton**
New York Sun: **E. L. Bragdon**
New York Times: **Orrin E. Dunlap, Jr.**
New York World Telegram: **Alton Cook**
United Press (New York City): **Webb Artz**

Il Progresso (New York City): **Salvatore Pino**

Motion Picture Daily (New York City):
Ed Greif

Radio Guide (New York City): **Wilson Brown**

Variety (New York City): **Bob Landry**
Ogdensburg Advance News: **R. Rogers Orr**

Plattsburgh Press: **Mr. Lynch**
Plattsburgh Republican: **T. M. Farrell**
Rochester Democrat, Chronicle & Times
Union: **Donald Yerger**

Rochester News: **J. P. Dwyer**
Schenectady Gazette: **Ned Wintersteen**
Schenectady Union-Star: **John L. Blawis**
Syracuse Herald-Journal: **Robert Hoffman, George Wright**

Syracuse Post-Standard: **Jack Baker, John Grimes**

Syracuse Press: **Louis Kossoff**
Troy Times: **Walter Demers**

Utica Observer-Dispatch & Press: **W. T. McGurty**

Watertown Times: **Dominic Pepp**

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NORTH CAROLINA

Asheville Advertiser: **Walter Goan**
Asheville Citizen: **Robert B. Bingham**
Asheville Times: **Douglas Le Suer**
Charlotte News: **W. Williams**
Charlotte Observer: **H. A. Rouser**
Durham Herald-Sun: **Fred Hanney**
Goldsboro Herald (weekly): **Eugene Roberts**

Goldsboro Record (weekly): **Joseph Brown**
Raleigh News & Observer: **Charles Packer**

Raleigh Times: **Irving Cheek**
Winston-Salem Journal: **Worth Bacon**
Twin City Sentinel (Winston-Salem): **Art King**

NORTH DAKOTA

Bismarck Capital: **Charles Goodwin**
Bismarck Tribune: **William Moeller**
Fargo Forum: **Roy Johnson**
Peoples' Opinion (Valley City): **I. J. Moe**
Valley City Times-Record: **Phil Marks**

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OHIO

Akron Beacon Journal: **Dorothy Doran**
Cincinnati Enquirer: **Jack Rogers**
Cincinnati Post: **Paul Kennedy**
Cincinnati Times-Star: **Frances Raine**
Cleveland Plain Dealer: **Robert S. Stephen**
Cleveland Press: **Norman Siegel**
Columbus Citizen: **Paul Adler**
Columbus Dispatch: **Carl De Bloom, Jr., Grant Dillman**

Ohio State Journal (Columbus): **Harold Eckert**

Columbus Sunday Star: **Joe R. Mills**
Dayton Herald: **Jack Carr, Zeb Pike**
Dayton Journal: **Thomas Kirchner**
Dayton News: **Chuck Gay**
Elyria Chronicle-Telegram: **Robert W. Funk**

Findlay Republican Courier: **H. A. Fish**
Lima News: **James Blissell, Gray Knisely**

Lima Times: **Mike Johnston**
Lorain Journal: **James Maloney**
Minster Post: **Harry B. Heckman**
Portsmouth Times: **William Lamble**
Salem News: **Ray L. Dean**
Sandusky Daily News: **Jane Maiden**
Springfield News: **Richard Wolbert**
Toledo Blade: **Richard Pheatt**
Toledo Times: **Chester Morton, Don Wolfe**
Youngstown Vindicator: **Marion C. MacDonald**

Zanesville News: **James Alexander**
Zanesville Times-Recorder: **John Durbin**

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OKLAHOMA

Enid Daily Eagle: **Keith Painton**
Norman Transcript: **Ida Sloan**
Oklahoma Daily (Norman): **Clarence Pearce**
Oklahoma City Oklahoman & Times:
Leon Hatfield, Marshall Moore, Bruce Palmer
Shawnee News & Star: **Bryan Roberts**
Tulsa Tribune: **Bill Stevens**
Tulsa World: **Lee Earhart**

•

OREGON

Astorian-Budget (Astoria): **Fred Andrus**
Bend Bulletin: **Jim Brenton**
Corvallis Gazette-Times: **C. E. Ingalls**

• • • **RADIO EDITORS AND WRITERS** • • •

Eugene Morning News: Arthur Prioux
Coos Bay Times (Marshfield): Red Hor-
nish
Portland Journal: Lawrence Gilbertson
Portland Oregonian: William Moyes

•

PENNSYLVANIA

Altoona Mirror: Jack M. Rickabaugh
Altoona Tribune: Robert Boyer
Erie Dispatch-Herald: C. B. Hollinger
Johnston Democrat: John Sheridan
Johnstown Tribune: Ben Coll
Norristown Times-Herald: Miss T. Col-
lins
Philadelphia Bulletin: Elmer Cull
Philadelphia Inquirer: Frank Rosen
Philadelphia News: Raymond Gathrid
Philadelphia Public Ledger: George Opp
Philadelphia Record: George Lilley, Cecil
Pennyfeather
Radio Press (Philadelphia): Norman Jay
Pittsburgh Post-Gazette: Darrell Martin
Pittsburgh Press: Si Steinhauer
Pittsburgh Sun-Telegraph: Zora Unko-
vitch, Sam Kennedy
Sharon Herald: Jerry Harshman
Sunbury Daily-Item: Reg Meraiden
Wilkes-Barre Sunday Independent: Paul
J. Walker
Wilkes-Barre Record: Fred Johnson, Jo-
seph Collis
Wilkes-Barre Times-Leader: Joseph Mur-
phy
Williamsport Gazette & Bulletin: Quen-
tin Beauge
Williamsport Sun: Mark Good

•

RHODE ISLAND

Newport Herald: Frances Flannery
Newport News: Clifton Holman
Pawtucket Times: Sylvester Sprague
Providence Journal & Bulletin: Ben Kap-
lan
Woonsocket Call: Gregory C. Greene

•

SOUTH CAROLINA

Anderson Independent: S. A. Hall
Anderson Daily Mail: J. B. Hall
Belton News: Mr. Coward
Charleston News & Courier: T. R. War-
ring
Charleston Evening Post: Manning Rubin
Columbia Record: Caldwell Withers
Columbia State: S. L. Latimer
Greenville News: Norvin C. Duncan, Jr.
Greenville Piedmont: Jimmie Thompson

•

SOUTH DAKOTA

Gate City Guide (Rapid City): T. B.
Weiner

Rapid City Advocate: Boyd Cannell
Rapid City Journal: Redford Dibble
Sioux Falls Argus Leader: Ken H.
Guenther
Vermillion Plain Talk: Herb Evans
The Volante (Vermillion): H. M. Dean
Yankton Press & Dakotan: Fred H. Mon-
fore

•

TENNESSEE

Chattanooga Free Press: Ralph Sanders
Chattanooga News: Murray Wyche
Chattanooga Times: Mr. Braehm
Jackson Sun: James Elliott
Knoxville Journal: Frank Larkin
Knoxville News-Sentinel: Glenn McNeil,
Dick Golden
Memphis Commercial Appeal: Robert
Gray
Memphis Press-Scimitar: Robert John-
son
Nashville Tennessean: William Kings-
berry
Nashville Times: Warner Ray

•

TEXAS

Abilene Reporter-News: Wendell Bedi-
chek, Prexy Anderson
Amarillo Globe & News: Wes Izzard
Amarillo Times: Howard Arnberg
Austin Tribune: Pericles Alexander
Beaumont Enterprise: Merita Mills
Beaumont Journal: Mrs. Feinberg
Big Spring Herald: Bob Whipkey
Dallas Dispatch-Journal: Terrence G.
Walsh
Dallas News: Victor Davis
Dallas Times-Herald: Douglas Hawley
El Paso Herald-Post: Chester Chope
El Paso Times: Bill Hooten
Fort Worth Press: Morris Boykin
Fort Worth Star-Telegram: Bill Potts,
Mark Burrowe, William Jolesch
Hope Star: Alex Washburn
Houston Chronicle: Mildred Stockard
Houston Post: Lois Cam
Houston Press: Tony Triolo
Lubbock Avalanche-Journal: Charles
Watson
McAllen Monitor: Mynatt Smith
San Antonio Express: A. W. Grant
San Antonio Light: Renwicke Carey
San Antonio News: Mary Louise Walliser
Sweetwater Reporter: Bob Cooke
Temple Telegram: Carolyn Malina
Texarkana Gazette & News: J. Q. Ma-
haffey
Wichita Falls Daily Times: Louis T.
Hamlett
Wichita Falls Record News: W. L. Un-
derwood

UTAH

Cache American (Logan): **James Allen**
 Provo Daily Herald: **J. A. Owens**
 Salt Lake City Desert News: **Wilby Durham**
 Salt Lake City Tribune: **Mel Dorius**

VERMONT

Burlington Daily News: **Gilbert Hammond**
 Waterbury Record: **Bill Picker**

VIRGINIA

Bristol Herald Courier: **Harry S. Hudson**
 Culpeper Exponent: **Charles Green**
 Danville Variety News: **Watt Miles**
 Newport News Daily Press: **Lewis T. Jester**
 Newport News Times-Herald: **William M. Harrison**
 Norfolk Ledger Dispatch: **Charles Hoofnagle**
 Norfolk News-Index: **W. E. Debnam**
 Norfolk Virginian-Pilot: **C. Philip Donnell**
 Richmond News-Leader: **Elizabeth C. Norfleet**
 Richmond Times-Dispatch: **Bruce Clark**
 Roanoke Times: **William Atkinson**
 Roanoke World-News: **Shields Johnson**
 Northern Virginia Daily (Strasburg): **E. E. Keister**
 Shenandoah Herald (Woodstock): **Charles Cawthron**

WASHINGTON

Aberdeen World: **Harlan Plumb**
 Gray's Harbor Post (Aberdeen): **John Clark**
 Anacortes Mercury: **J. O. McNary**
 Auburn Globe Republican: **Harry M. Leslie**
 Blaine Journal: **J. H. Cramer**
 Bremerton Daily News Searchlight: **Myra Spencer**
 Bremerton Sun: **Julius Guis**
 Chehalis Advocate: **George Hayden**
 Elma Chronicle: **Norman Dickerson**
 Enumclaw Courier-Herald: **C. B. Lafromboise**
 Everett Herald: **W. R. Butler**
 Everett News: **Fred Boone**

Grays Harbor City Washingtonian: **George Sundborg**
 Hoquiam Washingtonian: **William Kosk**
 Issaquah Press: **M. A. Boyden**
 Kent Valley News: **O. H. Barber**
 Kirkland East Journal: **H. P. Everest**
 Lynden Tribune: **S. H. Lewis**
 Montesano Vidette: **Chapin Collins**
 Mount Vernon Argus: **Fred Ornes**
 Mount Vernon Herald: **Harry B. Averill**
 Olympia Olympian: **Earl McCallum**
 Pe Ell Tribune: **W. H. Baker**
 Port Angeles News: **Jack Henson**
 Port Townsend Lader: **Ray O. Scott**
 Kitsap County Herald (Poulsbo): **Nels C. Gregerson**
 Pullman Herald: **Karl Allen**
 Puyallup Valley Tribune: **Tom Montgomery**
 Kenton Chronicle: **Dan B. McGovern**
 Seattle Post-Intelligencer: **Eddie Mitchell, Paul Tieche**
 Seattle Star: **Roy Ryerson**
 Seattle Times: **Robert Heilman**
 Radio Review (Seattle): **Nick Hughes**
 Sedro Valley Courier-Times: **F. S. Evans**
 Mason County Journal & Independent (Shelton): **Thomas F. Crocker**
 Twin City News (Stanwood): **C. F. Brown**
 Sultan Valley News: **Ward Bowden**
 Tacoma News Tribune: **Paul Anderson, Ed Honeywell, H. N. Lyman**
 Tacoma Times: **Jane Mottau**
 Clark County Sun (Vancouver): **Marion Sexton**
 Walla Walla Union Bulletin: **H. Sherman Mitchell, R. W. Fisher**

WEST VIRGINIA

Bluefield Daily Telegraph: **J. Lindsey Alley**
 Charleston Mail: **Annise Cassab**
 Charleston Gazette: **Mr. Connell**
 Clarksburg Exponent: **H. G. Rhawn**
 Clarksburg Telegram: **Frank Carpenter**
 Fairmont Valley News Index: **Bernard Gottlieb**
 Huntington Advertiser: **Catherine Enslow**

WISCONSIN

Barron News-Shield: **Sydney Scofield**
 Chippewa Falls Herald-Telegram: **William H. Gharrity**
 Eau Claire Evening Telegram: **Nelson B. Nelson**
 Fond-du-Lac Commonwealth Reporter: **Lynn Fairbanks**

• • • **RADIO EDITORS AND WRITERS** • • •

Janesville Gazette: Ann Tenny
Madison Capital Times: K. F. Schmitt
Wisconsin State Journal (Madison): William L. Doudna
Milwaukee Journal: Edgar Thompson
Milwaukee Evening Post: Armand Tewes
Milwaukee Sentinel: Buck Herzog
Racine Journal-Times: Paul Fry
Sheboygan Press: Elmer Zufelt
Superior Evening Telegram: Bob McBride. Morgan Murphy

•
WYOMING

Sheridan Press: L. L. MacBride

•
TERRITORY OF HAWAII

Honolulu Advertiser: Harry F. Anderson
Honolulu Star-Bulletin: Paul Findeisen
Kauai Filipino News (Lihue): Leonora Curameng
The Garden Island (Lihue): Dora Muranaka
Maui News (Wailuku): Ez Crane, Jr.

•
ALBERTA

Cardston News: W. Kearle
Edmonton Bulletin: Mr. De Prose
Edmonton Journal: V. MacDougall
Radio Flashes (Edmonton): H. G. Turner
Lethbridge Herald: Bill Hay
MacLead Gazette: R. C. Jessup
Pincher Creek Echo: F. P. Edwards
Raymond Recorder: I. B. May
Taber Times: R. A. Avery

•
BRITISH COLUMBIA

Nelson News: H. A. Lethbridge
Stewart News: Joseph J. Bouzek
Vancouver News-Herald: Jack Scott, Jack Bird
Vancouver Province: Miss Walls
Vancouver Sun: William Newell
Canadian Listener (Vancouver): John Cavadas
Point Grey News Gazette (Vancouver): W. Reeder
Victoria Daily Colonist: Bill Herbert
Victoria Times: Lloyd Baker

NEW BRUNSWICK

St. John Telegraph Journal & Times-Globe: Christine A. Fewings

•
ONTARIO

Blyth Standard: Kenneth Whitmore
Clinton News-Record: G. E. Hall
Kenora Miner & News: J. A. Sherrett
Kincardine News: J. W. MacLeod
Ottawa Citizen: A. Christopher
Ottawa Journal: M. Taschereau
Screen & Radio Guide (Port Arthur): C. McComber
St. Catharines Standard: Bill Corfield
Seaforth Huron Expositor: K. M. McLean
Sudbury Star: C. H. Smith
Teeswater News: V. A. Statia
Timmins Press: Sonya Barnett

•
PRINCE EDWARD ISLAND

Summerside Journal: A. R. Brennan
Summerside Pioneer: J. P. MacInnis

•
QUEBEC

Montreal Gazette: Thomas Archer
Montreal Herald: Owen Shannon
Montreal Standard: T. C. Gannon
Montreal Star: R. Haviland
Radio Monde (Montreal): L. Lamontagne
Quebec Chronicle-Telegraph: Mr. Hood
L'Action Catholique (Quebec): Jean-Thomas Perron
Radio Information (Quebec): J. O. Grenier
L'Echo du Bas St. Lawrent: J. B. Cote
Le Progres du Golfe (Rimouski): Leopold Lamontagne

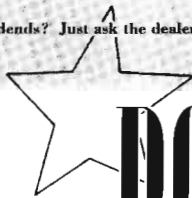
•
SASKATCHEWAN

Birch Hills Gazette: Webb Bowen
Moose Jaw Times-Herald: Vic Mackie
Moose Jaw Weekly News: Louis Lewry
Western Spotlight (Moose Jaw): Mac McBride
Nipawin Advertiser-Journal: W. C. Roberts
Prince Albert Reminder: Mr. Le Blanc
Regina Post-Leader: Gee Johnson
Regina Star: Fes Fairley
Star City Echo: E. L. Hopkins

I'LL SAY
DON LEE'S
 GUARANTEED TIME
 PAYS DIVIDENDS



You bet your life DON LEE'S time is worth shouting about. In the first place—IT'S GUARANTEED! When you place your advertising message on Don Lee's 31 stations, your good time is protected—and when I say GOOD TIME I mean *just* that. We know it's good because Don Lee has a hat full of surveys to prove it. For instance, get a load of these figures . . . a survey taken at 9:00 p.m. showed News on KHJ leading with 37% of the audience, KNX with music polled 20.9%, and KFI with Carefree Carnival showed 23.62%. Another survey taken at 8:00 p.m. showed KHJ with 35.4% bucking KNX with Amos and Andy at 36.6%, and KFI with Fred Waring at 16%. Another poll at 9:30 p.m. gave KHJ 24.7% with Fu Manchu against KNX with baseball at 23.7%, and music on KFI at 22.6%. Admittedly DON LEE dominates the outlying sections of the Pacific Coast, but these figures show what happens in the nation's third largest city where competition for top audience is plenty tough. And does Don Lee's Guaranteed Time pay dividends? Just ask the dealers; they know that Don Lee brings action at the cash registers.



DON LEE

1076 W. 7th St., Los Angeles, Calif.
 Thomas S. Lee, Pres.
 LEWIS ALLEN WEISS, Vice-Pres. and Gen. Mgr.
 Affiliated with Mutual... Represented by Blair

MUTUAL DON LEE BROADCASTING SYSTEM
 THE NATION'S GREATEST REGIONAL NETWORK



NETWORKS



NATIONAL

Regional

We're Spending A Quarter of a Million for YOU!



Erie Smith—News Editor Walt Lochman—Sports Commentator Beulah Karney—Food Consultant

28 solid hours of service features every week, built around a talent and production staff of 47, run into money fast. But we're willing to make the investment in time and talent to provide:—



1. The oldest established farm program in Kansas City, directed by a nationally known farm personality, and including an especially edited farm newscast, live stock markets thrice daily direct from the Live Stock Exchange (arranged at the invitation of the Kansas City Live Stock Industry), as well as daily grain, poultry, and produce markets.

2. A full-time news editor, veteran of more than a dozen successful sponsorships.

3. A full-time home economics director who is ninety per cent commercial the year 'round.

4. 375 solid hours of play-by-play sports within a year.

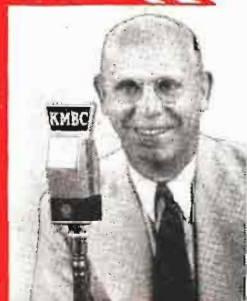
5. And the first news broadcast on the air in Kansas City about fruits and vegetables direct from the source of supply!

You needn't match our quarter million—all you need is a one-way ticket that takes you right into the hearts and homes of two and a third million listeners in our P. D. A.!

All this, not to mention these Arthur B. Church Productions, developed at KMBC, that are doing—and ready to do—outstanding jobs for national network or spot advertisers: Texas Rangers, Caroline Ellis, Fran Heyser, Life on Red Horse Ranch, Brush Creek Follies, Phenomenon, Margaret and Gordon Munro, "Across The Breakfast Table"



Phil Evans—Director Farm Service



Bob Riley, Live Stock Market Reporter



Martha Hunter—The Food Scout

KMBC OF KANSAS CITY

www.americanradiohistory.com Peters NAT REPS

THE Columbia Broadcasting System looks forward to 1940 as the greatest year in the history of American radio. The trend established in 1939, when records of every description were broken, seems likely to continue. As far as the effect of the European war upon radio is concerned, it has proved to be an opportunity for additional public service and for the development of more effective radio news presentation.

Columbia's confidence about 1940 is rooted in two facts about radio: the constant growth of its listening audience and the steady improvement in program technique. More than 9,000,000 new sets went into American homes during 1939, increasing the number of sets in use throughout the country to the phenomenal total of 45,000,000. Columbia has kept pace with the mounting popularity of radio by continuing to implement the network with the best possible facilities. Much of the improvement in CBS transmission must be attributed to the efforts of a mobile field laboratory crew of engineers, which in 1939 analyzed and solved transmission problems all over the country. Seven new stations, added during the year to bring the CBS total to 118, were WKAQ, San Juan, Puerto Rico; WRBL, Columbus, Ga.; WWNC, Asheville, N. C.; KOIL, Omaha; KWFT, Wichita Falls, Texas; WCKY, Cincinnati; and KVSF, Santa Fe. During the year a number of CBS station transmitters were relocated to improve market coverage.



WM. S. PALEY
President

Concomitantly, 1939 saw an impressive advance in entertainment standards and more rapid development of Columbia's contributions to radio education. The number of programs broadcast by CBS increased from 19,074 programs in 6,662 hours in

1938 to 31,449 in 10,398 hours in 1939. War coverage was largely responsible for this striking increase. Early in the crisis, CBS inaugurated the highly effective practice of broadcasting two news "editions" each day direct from the warring capitals.

Variety and timeliness were the key characteristics of CBS educational programs in 1939, as new air forums were introduced and several series were prepared with the aid of governmental agencies. The American School of the Air was heard in 150,000 classrooms and was adopted as an official part of the school curriculum of six states. The general increase in programs of cultural content is a direct reflection of increased interest in such programs on the part of the audience—an interest which network broadcasting itself has developed. CBS' short wave stations, WCBX, New York, and WCAB, Philadelphia, relayed an expanded schedule of educational and general entertainment programs to Europe and South America.

Business, in general, in 1939 showed an appreciable increase over the previous year—and present indications are that 1940 will see that trend continued. Meanwhile, CBS will continue to explore the new frontiers of television.



CBS NETWORK SWEEPS

ALL MAJOR "FIRSTS" IN 1940!

CBS enters 1940 breaking all major radio records; leading all networks in audience and advertisers' acceptance.

These tangible records, today, reflect the "intangibles" that

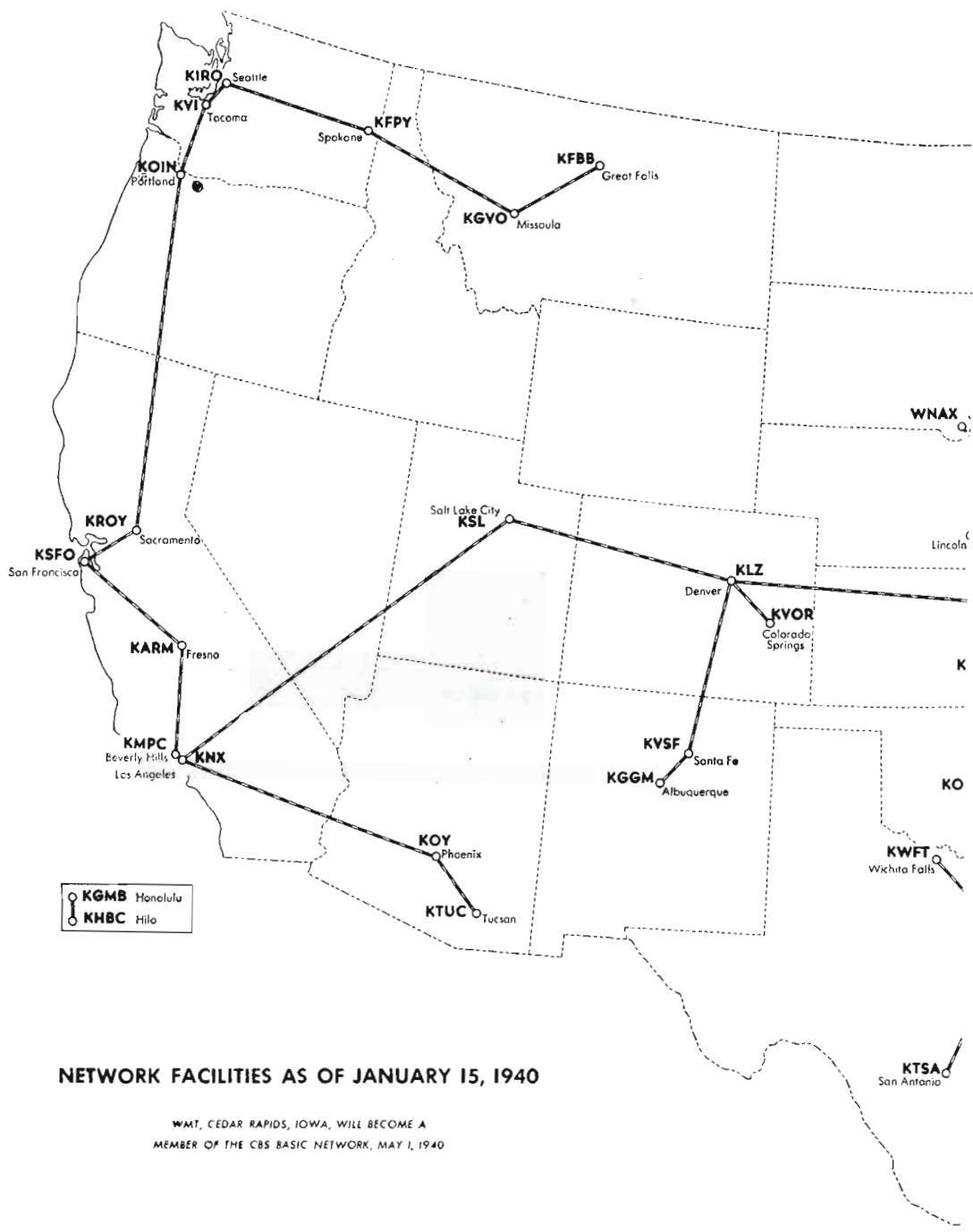
AUDIENCE: CAB figures show that CBS dominates the audience in the "major battle-ground of network competition." *They show CBS with a consistently stronger schedule than any other network* from 6:00 to 11:00 in the evening — winning the largest audiences for CBS clients (against all competition) in 78 of the total evening quarter hours seven days a week; against 51 quarter-hour "firsts" for the second network; and 7 for the third; 34% more for CBS than for *both others combined!* This CBS leadership is just as definite between 8:00 to 10:00 P.M. alone — the most tensely competitive hours in radio — when again CBS wins more "firsts" than *both other networks combined.*

have so long been associated
with Columbia...the intangibles
of service, of performance,
of action; the basic contribu-
tions which CBS has made to
radio in twelve vigorous years.
By these things the leadership
of a network is measured.

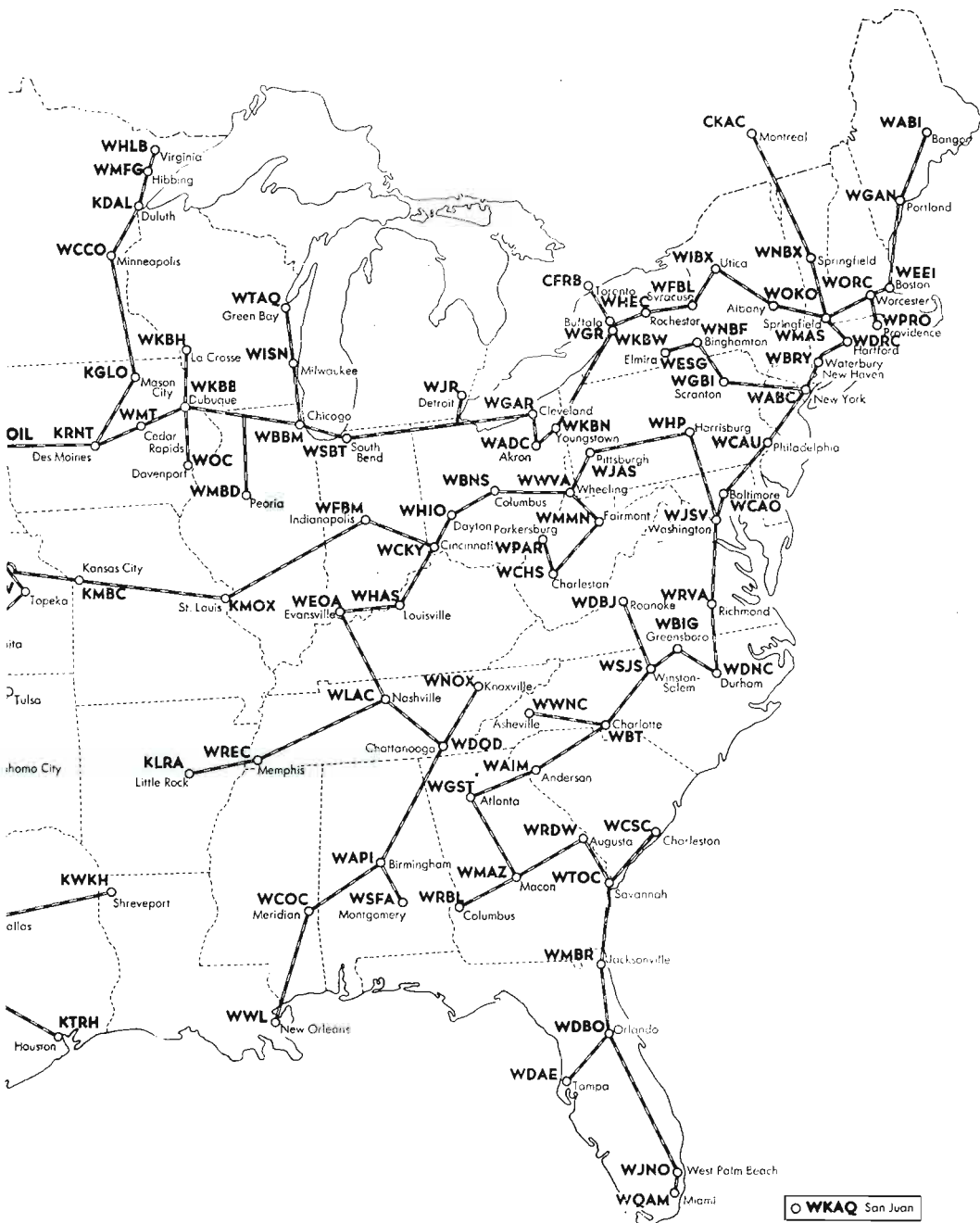
FACILITIES: CBS caps the swiftest technical rise in radio history with more high-powered U. S. stations, in 1940, than *any* other network—a total of *sixteen* CBS 50,000 watt stations. But that's not all. In the past twenty-four months 91 CBS stations made major technical improvements which increase their service-areas *without* increasing wattage; and a total of 45 CBS stations directly increased their wattage as well.

ADVERTISING: CBS now carries a larger volume of business than *any* other network; *the largest volume ever carried by any network in the history of radio.* CBS, consistently from October through December 1939, carried the largest volume of business ever carried by any network in any one month or in any quarter of any year. And in 1940, for the *sixth* consecutive year, more of the nation's *largest* advertisers use CBS than *any* other network.

C O L U M B I A
PAGE SETTER FOR THE NETWORKS



CASTING SYSTEM



C O L U M B I A

Broadcasting System

485 Madison Avenue, New York City
(Telephone number, Wickersham 2-2000)

BOARD OF DIRECTORS

William S. Paley
Leon Levy
John J. Burns
Samuel Paley
Jacob Paley
Ralph F. Colin
Edward Klauber

Prescott S. Bush
Herbert Bayard Swope
Isaac D. Levy
J. A. W. Iglehart
Dorsay Richardson
Mefford R. Runyon
Paul W. Kesten

Officers

William S. Paley.....President
Edward Klauber.....Executive Vice-President
Paul W. Kesten.....Vice-President and Director
Mefford R. Runyon.....Vice-President and Director
Lawrence W. Lowman
 Vice-President in Charge of Operations
H. V. Akerberg
 Vice-President in Charge of Station Relations
W. B. Lewis
 Vice-President in Charge of Broadcasts

H. Leslie Atlas.....Vice-President, Chicago
Harry C. Butcher.....Vice-President, Washington
D. W. Thornburgh.....Vice-President, Los Angeles
Frank K. White.....Treasurer
Samuel R. Dean.....Assistant Treasurer
James M. Seward.....Assistant Treasurer
Jos. H. Ream.....Secretary and General Attorney
Arthur S. Padgett.....Auditor

Staff

F. A. Willis.....Assistant to the President
 & Director of Short Wave Operations
William C. Gittinger.....Sales Manager
William H. Ensign.....Assistant Sales Manager
B. J. Prockter.....Manager of Sales Service
J. J. Karol.....Market Research Sales Counsel
Victor M. Ratner.....Director of Sales Promotion
Frank N. Stanton.....Director of Market Research
J. K. Churchill,
 Chief Statistician of Market Research
John Fox.....Promotion Production Manager
 & Space Buyer
Ted Sandler.....Promotion Art Director
Herbert Bayard Swope, Jr.....Trade News Editor
Douglas Coulter.....Assistant Director of Broadcasts
Davidson Taylor.....Assistant to Vice-President in
 Charge of Broadcasts
Gerald Maulsby.....Production Manager
Roy Passman,
 Assistant Director of Program Operations

Max Wylie.....Director of Script Division
S. Mark Smith,
 Assistant Director of Script Division
Francis C. Barton.....Manager of Program Service
James Burke.....Program Service Assistant
Paul W. White.....Director of Public Affairs
John D. Fitzgerald,
 In Charge of Special Events and Sports
Sterling Fisher.....Director of Talks and Education
Leon Levine,
 Assistant Director of Educational Programs
Helen Sioussat.....Assistant Director of Talks
Jan Schimek.....Director of Copyright Division
Julius Mattfield.....Director of Music Library
James Fassett,
 Assistant Director of Music Division
Elizabeth Tucker,
 Director of Short Wave Programs
Walter R. Pierson,
 Manager of Sound Effects Division
Harriet Hess,
 Supervisor of Program Typing Division

Gilson B. Gray.....Commercial Editor
 Donald I. Ball.....Assistant Commercial Editor
 Adrian Murphy.....Executive Director of Television
 Gilbert Seldes.....Director of Television Programs
 Leonard H. Hole

Manager of Television Operations
 Dr. Peter C. Goldmark.....Chief Television Engineer
 H. I. Rosenthal.....Executive Vice-President
 of Columbia Artists, Inc.

I. S. Becker,
 Vice-President & Business Manager
 of Columbia Artists, Inc.

J. G. Gude.....Station Relations Manager
 Louis Ruppel.....Director of Publicity
 Luther J. Reid.....WABC Publicity Director
 Michael J. Fish.....Manager Photographic Division
 Edwin King Cohen,

Director of General Engineering

A. B. Chamberlain.....Chief Engineer
 Hugh A. Cowham

Commercial Engineer In Charge of Traffic
 Jos. H. Burgess, Jr.....Personnel Manager
 Albert H. Bryant,

Manager of Mail and Files
 & Mimeograph Division

John E. Forsander.....Purchasing Agent
 W. J. Flynn.....Chief Accountant
 G. Stanley McAllister,

Director of Construction and
 Building Operations

Radio Sales

J. Kelly Smith.....General Sales Manager
 Howard Meighan,

Eastern Sales Manager, New York

H. A. Carlborg.....Manager, Detroit Office
 Paul S. Wilson,

Western Sales Manager, Chicago

Roger K. Huston.....Manager, Los Angeles Office

Royal Penny.....Account Executive, Charlotte

John W. Bohn.....Account Executive, St. Louis

Charles E. Morrin,
 Account Executive, San Francisco

New York City

WABC, 485 MADISON AVE.

Arthur Hull Hayes.....Sales Manager
 George Allen.....Director of Programs
 Henry Grossman,

Eastern Division Operations Engineer
 & Chief Engineer of WABC

Chicago

410 NO. MICHIGAN AVE.

H. Leslie Atlass.....Vice-President, Chicago
 J. L. Van Volkenburg.....Assistant to Mr. Atlass
 L. F. Erikson.....Western Sales Manager
 Harry Mason Smith.....Chicago Sales Manager

James Kane,
 Director of Publicity & Special Events

Frank B. Falknor,
 Central Division Operations Engineer
 & Chief Engineer of WBBM

J. Oren Weaver.....News Editor

Robert Hafter.....Production Manager

Urban Johnson.....Chief Sound Technician

Wayde Grinstead.....Sales Promotion Director

J. V. McLoughlin.....Accountant

Washington

WJSV, EARLE BLDG.

Harry C. Butcher,
 Vice-President in Charge at Washington

A. D. Willard, Jr.....Station Manager WJSV

Wm. D. Murdock.....Sales Manager WJSV

Clyde Hunt.....Chief Engineer

Harry R. Crow.....Accountant

Ann Gillis.....Director of Public Events

Paul A. Porter.....Attorney

Lloyd W. Dennis, Jr.....Program Director

William J. Slocum, Jr.....Publicity Director

John Heiney.....Sales Promotion Manager

Minneapolis

WCCO, 625 SECOND AVE., S.

Earl H. Gammons.....Manager of Station WCCO

Emmett J. Heerd.....Accountant

H. S. McCartney.....Chief Engineer

Hayle C. Cavanor.....Program Director

Alvin B. Sheehan.....Manager of Artists Bureau

Carl Burkland.....Sales Manager

Robert L. Hutton, Jr.,
 Sales Promotion & Publicity Manager

St. Louis

KMOX, MART BLDG.

Merle S. Jones.....Manager of Station KMOX

Arthur Casey.....Assistant to Station Manager

G. L. Tevis.....Chief Engineer

R. S. Gillingham.....Accountant

C. G. Renier.....Program & Production Director

Jerry Hoekstra.....Public Events & Publicity Director

K. W. Church.....Sales Manager

Bob Reichenbach.....Sales Promotion Director

Pacific Coast

LOS ANGELES OFFICE, KNX,
 COLUMBIA SQUARE

D. W. Thornburgh.....Vice-President, Los Angeles

George L. Moskovics.....Director of Sales Promotion

Charles D. Ryder, Jr.....Accountant

Lester Bowman,
 Western Division Operations Engineer
 & Chief Engineer of KNX

Nelson G. Pringle.....News Editor
 Charles Vanda...Western Director of Programs
 Russ Johnston.....Program Manager
 Fox Case,
 Director of Special Events & Public Events
 Edith S. Todesca.....Production Manager
 Hal Rorke.....Publicity Director
 Harry W. Witt.....Sales Manager
 Alan Cormack.....Traffic Manager

San Francisco Office
 PALACE HOTEL

Arthur J. Kemp...Sales Manager, Pacific Network
 Henry M. Jackson.....Manager

Charlotte, N. C.
 WBT, WILDER BLDG.

A. E. Joscelyn.....Manager of Station WBT
 Robert W. Carpenter.....Accountant
 James Beloungy.....Chief Engineer
 Chas. H. Crutchfield.....Program Director
 Arthur Forrest.....Sales Promotion Manager

Boston
 WEEI, 182 TREMONT ST.

Harold E. Fellows.....Manager of Station WEEI
 John J. Murray.....Accountant

Philip K. Baldwin.....Chief Engineer
 Lloyd G. del Castillo
 Production Manager and Musical Director
 Kingsley Horton.....Sales Manager
 George Dunham.....Sales Promotion Manager
 Dorothy Drake.....Publicity Director

Detroit
 FISHER BLDG.

Alfred N. Steele.....Manager of Detroit Office
 Webster H. Taylor,
 Assistant Manager of Detroit Office
 G. T. C. Fry.....Manager of Sales Promotion

European Staff

E. R. Murrow...Chief of European Staff—London
 Larry Le Seuer,
 Assistant to Chief of European Staff,
 London
 William L. Shirer,
 Central European Representative—Geneva
 Russell Hill,
 Assistant Central European Representative,
 Berlin
 W. R. Wills...Far Eastern Representative—Tokyo
 Thomas Grandin.....Paris Representative
 Eric Sevareid.....Assistant Paris Representative

Stations Owned and Operated, or Leased by the

- WABC New York Owned and operated by CBS.
- WBBM Chicago Owned and operated by CBS.
- WBT Charlotte, N. C..... Owned and operated by CBS.
- WCCO Minneapolis Owned and operated by CBS.
- WJSV Washington Owned and operated by CBS.
- KMOX St. Louis Owned and operated by CBS.
- KNX Los Angeles Owned and operated by CBS.
- WEEI Boston Owned by Edison Illuminating Co., of Boston
 Leased and operated by CBS.

LUSTIER than ever, the Mutual Broadcasting System faces the year 1940. The promises made to affiliated stations and the listening public have not been forgotten. Though it has grown in a short space of time to a chain of more than 118 radio stations in the United States, Hawaii, and Canada, the principles upon which this system was founded still guide our plans. On September 15, 1934, we said: "The Mutual Broadcasting System has pledged itself to render a new service to the listeners, bringing to them more and varied programs from this country and abroad. The network is cooperative, the stations operating the network service, rather than the chain running the station. The individual stations themselves chose to remain independent so that each might do the job in its community as it saw best. The Mutual network was formed with the view of maintaining affiliations with a few key stations of superior coverage, flanked across the continent by progressive independent outlets."

In 1940 we are ever mindful of this pledge. In the year just past, Mutual presented over 300 hours of broadcasting time to special features, both here and abroad, sporting events, spot news, and talks. It is interesting to note that this represented an increase of over 20 per cent for a similar period in 1938.

But the significance of this activity can not be pointed out in statistics alone. The quality of these broadcasts and recognition from listeners for such events as the exclusive broadcasts of the World Series, the commentaries of Raymond Gram Swing, the Wallenstein and Henry Weber concerts, the war coverage, meant much more to us.

Faced with the biggest special features assignment in the history of broadcasting — the European war — Mutual augmented its European staff under the capable direction of John Steele, whose journalistic experience helped him in selecting



ALFRED J. McCOSKER

veteran, foreign correspondents to represent Mutual in the old continent's major capitals.

Appreciation of Mutual's importance in the industry was indicated by a sizeable increase in business and accounted for the network's greatest time billings.

But when many of its early well wishers studied Mutual's fundamental policies in 1934, they doubted if its advanced theories could be made to work. Could radio achieve a happy combination of a group of stations working as a network, yet with each one remaining autonomous? Could a number of thriving, independent radio stations, unrelated to each other in any way, except in the common aim to serve the listener, cooperate in the formation of a third major chain?

These questions were tested when Mutual programs made their debut in October of that year. At that time Mutual programs could be heard in only four cities.

When Mutual's advertising opportunities were first explained, many farsighted time buyers soon discovered in this new network an outlet for advertisers, heretofore unable to purchase a flexible network of stations in as few or as many markets as they desired.

This endorsement enabled Mutual to total \$1,000,000 worth of time billings in its first fiscal year.

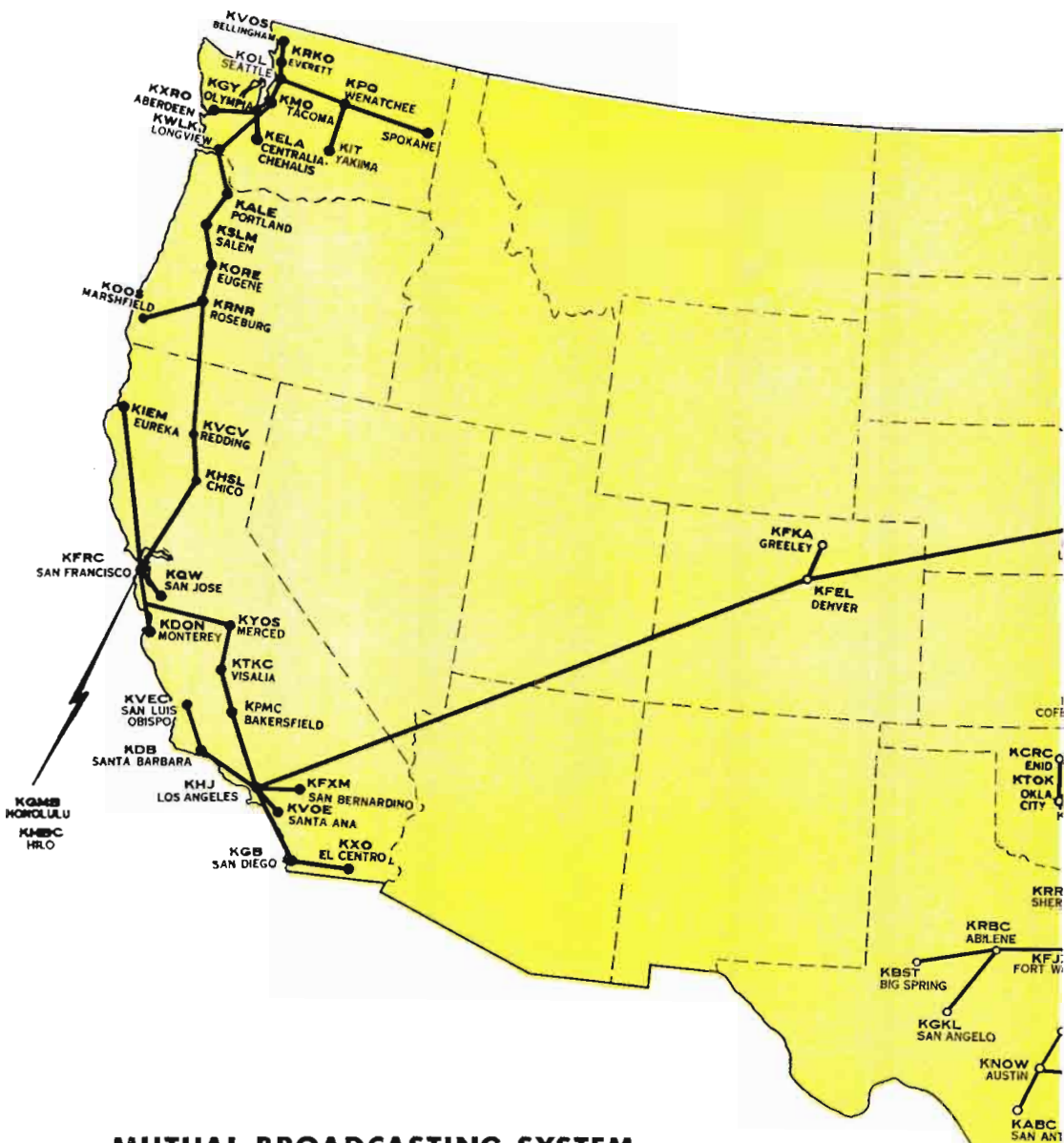
On December 29, 1936, Mutual went coast to coast. The strong Don Lee regional chain of California became affiliated with Mutual. More details on this network's progress may be found in the issues of RADIO DAILY and other periodicals.

But instead we prefer to look ahead. Our basic principles are more evident in 1940, five and one-half years since its creation; exactly three years since Mutual went coast to coast, and became of age.

ALFRED J. McCOSKER,
Chairman of the Board.



MUTUAL BROAD





MUTUAL



Broadcasting System

Administrative Office

Chicago Tribune Tower, Chicago, Ill.

Phone, Superior 0100

New York Office

1440 Broadway, New York, N. Y.

Phone, PENnsylvania 6-9600

Officers

Chairman of Board of Directors,
 Aifred J. McCosker
 President.....W. E. Macfarlane
 Vice-President.....Theodore C. Streibert
 Vice-President.....Lewis Allen Weiss
 Treasurer and Executive Secretary,
 E. M. Antrim
 General Manager.....Fred Weber
 Advertising and Sales Promotion Manager,
 Robert A. Schmid
 Auditor.....Miles E. Lamphiear

Staff

Publicity Director.....Lester Gottlieb
 Program Service Mgr.....Adolph Opfinger
 Traffic Manager.....Andrew Poole
 Statistician.....Wallace A. Walker
 Sales Representative.....John R. Overall
 Sales Representative.....Sidney P. Allen
 Sales Representative.....Burt Lambert
 Sales Representative.....Morris Mudge
 Midwestern Sales Representative...Ade Hult
 Midwestern Program Coordinator...Don Pontius
 London and Foreign Representative,
 John S. Steele

Branch Offices

Detroit.....Union Guardian Bldg.
 Cincinnati.....Alms Hotel
 Boston.....21 Brookline Ave.
 Cleveland.....Terminal Tower

Los Angeles.....Don Lee Bldg.
 San Francisco.....1000 Van Ness Ave.
 England.....Coulsdon, Surrey
 France.....2527 Rue Pagalle, Paris

Directors

E. N. Antrim
 Willett Brown
 H. K. Carpenter

W. E. Macfarlane
 Alfred J. McCosker
 John Shepard III

Theodore C. Streibert
 Lewis Allen Weiss
 Fred Weber

***Operating Board**

J. E. Campeau.....CKLW, Detroit-Windsor
 H. K. Carpenter.....WHK-WCLE, Cleveland
 John Shepard III.....The Colonial Network
 Theodore C. Streibert...WOR, Newark, N. J.

Hulbert Taft, Jr.....WKRC, Cincinnati
 Lewis Allen Weiss.....Don Lee Network
 Ed Wood, Jr.....WGN, Chicago
 *Two to be selected

THE year 1939, a year of sharply contrasted activities at home and abroad, placed a grave weight of responsibility upon the shoulders of radio in the part it played in the European conflicts. However well this challenge has been met throughout the United States, it has been and will remain our purpose to handle war situations as factually as we know how, separating fact from fancy as well as we can, confident in the belief that such a policy is in keeping with this country's democratic principles.

The wars have undoubtedly helped to create a new public interest in informational types of programs. This has had its influence in awakening keener interest in educational programs, demonstrating to a greater degree than ever before that no program need be dull because it is educational. We have much satisfaction over the fact that many such programs have shown considerably higher ratings in the program surveys than in previous years.

The National Broadcasting Company has expanded its coverage with the addition of twenty network affiliates during the past year, bringing the total of both the Red and Blue to an all-time high of 181 stations. This figure includes four stations of the Canadian Broadcasting Corporation and CMX in Havana, Cuba, as well as eight in the Middle West; one in the Southwest; four in the South and five in the East and Central-Atlantic regions. At many points, program reception was improved through the installation of new technical equipment, through increases of power, and through changes in station frequencies.

In the twelve month period, the regularly scheduled shortwave service over stations WRCA and WNBI has been built up to sixteen hours daily. The significance of this lies in its basic principle of building friendly international relations without propaganda.



LENOX R. LOHR
President

The latter months of the year have witnessed our pioneer efforts to sell time in this field with a view to making international broadcasting self-supporting. The United Fruit Company is sponsoring a daily fifteen-minute news program in Spanish over a beam directed toward Latin America.

NBC and RCA have done their full share in furthering the radio art itself through heavy investment in television, no return for which is expected in the immediate future. We look forward to 1940 because we hope it will bring us program competition in the television field. When other companies match us in this endeavor, we will be much nearer the time when this youngest member of the radio family can take its rightful place in the industry.

Financially, in spite of the heavy expenditures in public service fields where there was no monetary return for the expenditures, NBC has had a successful year. In commercial billings, this past season has seen the biggest business year in the history of the company, with the Red Network showing a greater volume than has ever been shown by any single network in the existence of sponsored radio. This, coupled with the fact that the other major networks of the nation have recorded fairly uniform increases throughout the year, leads us to view the coming season with optimism and confidence.

Finally, 1939 has given concrete evidence that the radio industry recognizes the desirability of internal co-operation as a means of best serving the public interest. Probably the outstanding expression of this has been a program code to which members of the National Association of Broadcasters have voluntarily subscribed.

LENOX R. LOHR.



NATIONAL BROADCAST



NBC RED NETWORK AS OF JAN. 28, 1940

NATIONAL BROADCAST



NBC BLUE NETWORK AS OF JAN. 28, 1940

NBC Research Division

NATIONAL Broadcasting Company

30 Rockefeller Plaza, New York City

(Telephone number, Circle 7-8300)

Registered Telegraphic Address

NATBROADCAST NEW YORK

BOARD OF DIRECTORS

Angell, James Rowland	Harden, Edward W.
Bliss, Cornelius N.	Lohr, Lenox R.
Braun, Arthur E.	McGrady, Edward F.
Dawes, Charles G.	Millhauser, DeWitt
Dunn, Gano	Nally, Edward J.
Harbord, James G.	Sarnoff, David

Trammell, Niles

Officers

Sarnoff, David.....Chairman of the Board	Royal, John F.....Vice-President
Lohr, Lenox R.....President	Russell, Frank M.....Vice-President
Trammell, Niles.....Executive Vice-President	Strotz, Sidney.....Vice-President
Ashby, A. L.....Vice-President & General Counsel	Witmer, Roy C.....Vice-President
Engles, George.....Vice-President	Woods, Mark, Vice-President, Treasurer and Assistant Sec'y
Gilman, Don E.....Vice-President	Horn, C. W.....Assistant Vice-President
Hanson, O. B.....Vice-President	MacConnach, Lewis.....Secretary
Hedges, William S.....Vice-President	Pfautz, C. E.....Assistant Secretary
Mason, Frank E.....Vice-President	Teichner, R. J.....Assistant Treasurer
Morton, Alfred H.....Vice-President	

DEPARTMENTS AND DIVISIONS

President's Office

Lohr, Lenox R.....President
 Trammell, Niles.....Executive Vice-President
 Almonte, J. de Jara.....Assistant to President
 Angell, James Rowland.....Educational Counselor
 Kiggins, Keith.....Director of the Blue Network
 McGrew, Martha.....Assistant to President
 Morgan, Clayland T.....Assistant to the President

Artists Service Department

Engles, George,
 Vice-President & Managing Director
 Bottorff, O. O.....Vice-President and
 General Manager of Civic Concert Service, Inc.
 (subsidiary of NBC)
 Jones, A. Frank
 Assistant to Vice-President in Charge of
 Artists Service

King, Frances Rockefeller,
 Manager of NBC Private Entertainment
 Levine, Marks.....Manager of Concert Division
 Tuthill, Daniel S.....Assistant Managing Director

Continuity Acceptance

MacRorie, Janet.....Editor
 Kemble, Dorothy.....Assistant Editor

NBC Radio Recording Division

Egner, C. Lloyd.....Manager
 Chizzini, Frank E.....Assistant Manager
 MacDonald, John H.....Business Manager
 Thomas, Reginald.....Program Director

Engineering Department

Hanson, O. B. Vice-President and Chief Engineer
 Clarke, William A.,
 Manager of Technical Services
 Guy, R. F. Radio Facilities Engineer
 McElrath, George Operating Engineer
 Milne, George O. Eastern Division Engineer
 Morris, Robert M. Development Engineer
 Rackey, C. A. Audio & Video Facilities Engineer
 Shelby, R. E. Video Operations Engineer

General Service Department

Gilcher, Vincent J. Director of General Service
 Lowell, Edward M.,
 Manager of Building Maintenance Division
 Thurman, Charles H.,
 Manager of Guest Relations Division
 Van Houten, D. B.,
 Manager of Office Services Division
 Wallace, Dwight G. Personnel Manager

Information Department

Mason, Frank E. Vice-President in Charge
 Braddock, Leonard W.,
 Manager of Information Division
 Hickok, Guy
 Director of International Short Wave
 Broadcasting
 Kostka, William Manager of the Press Division

Legal Department

Asby, A. L. Vice-President & General Counsel
 Graham, R. H., Attorney—
 Assistant to Mr. Leuschner—Hollywood
 Grimshaw, I. L. Attorney
 Hennessey, P. J., Jr. Counsel—Washington
 Howard, Henry, Jr.,
 Attorney—Washington
 Hurley, J. Attorney—Hollywood
 Ladner, Henry Attorney—Hollywood
 Leuschner, Frederick Attorney—Hollywood
 McDonald, J. A. Attorney—Chicago
 Myers, R. P. Attorney
 Swezey, Robert D. Attorney

Program Department

Royal, John F.,
 Vice-President in Charge of Programs
 Belviso, Thomas H. Manager, Music Division
 Black, Frank General Music Director
 Brainard, Bertha,
 Manager, Commercial Program Division
 Carlin, Phillips,
 Manager, Sustaining Program Division

Chotzinoff, Samuel Director of Serious Music
 Cuthbert, Margaret, Director, Women's and
 Children's Programs Division
 Dillon, Zale Supervisor, Sound Effects Section
 Dunham, Franklin
 Director of Religious Broadcasts
 Fitch, C. W. Business Manager
 Kelly, Patrick J. Supervisor, Announcing Division
 Kelly, N. Ray Manager, Sound Effects—
 Development and Maintenance
 La Prade, Ernest Director, Music Research
 Miller, William Burke Evening Program Manager
 Preston, Walter G., Jr. Assistant to
 Vice-President in Charge of Education
 Roberts, Wilfred S.,
 Manager of Production Division
 Schechter, A. A.,
 Director of News and Special Events
 Titterton, Lewis H. Manager, Script Division

Sales Department

Witmer, Roy C.,
 Vice-President in Charge of Sales
 Beville, H. M., Jr. Research Manager
 Dyke, Ken R.,
 Director of National Sales Promotion
 Greene, F. Melville Sales Traffic Manager
 Greene, John M. Circulation Manager
 Hitz, Edward R. Assistant to Vice-President
 James, E. P. H. Advertising Manager
 Showerman, I. E. Eastern Sales Manager

Stations Department

Hedges, William S.,
 Vice-President in Charge of Stations
 Norton, John H., Jr. Assistant to
 Vice-President in Charge of Stations

Station Relations Department

Hickox, Sheldon B., Jr.,
 Manager of the Red Network Division
 Norton, John H., Jr.,
 Manager of the Blue Network Division
 Woolley, Easton C.,
 Manager of the Service Division

Managed, Operated & Programmed Stations Department

Wailles, Lee B.,
 Assistant Manager of Managed, Operated and
 Programmed Stations

National Broadcasting Company

National Spot and Local Sales Department

McConnell, J. V.

National Spot & Local Sales Manager
Hauser, B. J. Managed, Operated &
Programed Stations, Promotion Manager
Boyd, Maurice M. New York Spot &
Local Sales Manager

Traffic Department

McClancy, B. F. Traffic Manager

Development and Research

Horn, C. W.
Assistant Vice-President in Charge of Develop-
ment and Research
Merryman, Philip I. Assistant Director of
Development and Research
Lent, W. C. Assistant Director of
Development and Research (Washington office)

Station Managers

BOSTON AND SPRINGFIELD, MASS.
Holman, John A., Manager, Stations WBZ
WBZA
CLEVELAND, OHIO
Pribble, Vernon H., Manager, Station WTAM
DENVER, COLO.
Yoder, Lloyd C., Manager, Station KOA
PHILADELPHIA, PA.
Joy, Leslie W., Manager, Station KYW
PITTSBURGH, PA.
Gregory, Sherman D., Manager Station KDKA
SCHENECTADY, N. Y.
Hager, Kolin, Manager, Station WGY
SAN FRANCISCO, CALIF.
Nelson, A. E., Manager Stations KPO-KGO
WASHINGTON, D. C.
Berkeley, Kenneth H., Manager Stations WRC
WMAL

Television Department

Morton, A. H.
Vice-President in Charge of Television
Farrier, Clarence Television Coordinator
Gordon, Max
General Production Director of Television
Hutchinson, Thomas H.
Manager of Television Program Division

Treasury Department

Woods, Mark,
Vice-President, Treasurer & Asst. Secretary
Bloxham, William D. Purchasing Agent
Kelly, Harold M. Asst. Auditor
McKeon, Harry F. Auditor
Payne, Glenn W. Commercial Engineer

Teichner, R. J. Assistant Treasurer
Wall, C. A. Budget Officer

Central Division—Chicago

Strotz, Sidney Vice-President In Charge
Carlson, Emmons C.
Sales Promotion and Advertising Manager
Carpenter, Kenneth, Blue Network Sales Manager
Cunningham, E. C. Evening Manager
Drips, William Director of Agriculture
Fry, Kenneth D. Director of Special Events
Herbubeaux, Jules Program Manager
Kaney, A. W. Assistant to the Manager
Kopf, R. C. Sales Manager
Luttgens, Howard C. Central Division Engineer
McDonald, J. A. Attorney
Morton, Oliver Local and Spot Sales Manager
Ray, William B. Manager of Press Relations
Robinson, Kenneth L. Continuity Editor
Stirton, James L. Manager, Artists Service
Stockmar, Edward Traffic Supervisor
Waller, Judith C. Educational Director
Wetzel, Maurice S.,
Manager, Electrical Transcription
Whalley, John F. Office Manager and Auditor
Wright, W. P. Production Manager

Western Division— Hollywood

Gilman, Don E. Vice-Pres. in Charge
Andrews, William Manager of Guest Relations
Bock, Harold Manager of Press Relations
Brown, Charles Sales Promotion Manager
Delleit, F. V. Auditor
Dixon, Sydney L. Sales Manager
Frost, Lewis Assistant to Vice-President
Gale, Paul Traffic Supervisor
Leuschner, Frederick Attorney
Graham, R. H. Attorney—Assistant to Leuschner
Robb, Alex S. Manager, Artists Service
Saxton, A. H. Western Division Engineer
Schuetz, Robert Manager Transcription Service
Swallow, John Program Director
Williams, Wendell Continuity Editor

Washington, D. C.

Russell, Frank M. Vice-President in Charge
Berkeley, Kenneth H.,
General Manager WRC and WMAL
Hennessey, P. J., Jr. Counsel
Hurley, J. Attorney

Foreign Representatives

Bate, Fred England
Jordan, Max Switzerland

Stations Owned and/or Managed and/or Programmed by the
NATIONAL BROADCASTING COMPANY

WEAF	New York	Owned, managed, operated and programmed by NBC
WJZ	New York	Owned, managed, operated and programmed by NBC
WMAQ	Chicago	Owned, managed, operated and programmed by NBC
WENR	Chicago	Owned, managed, operated and programmed by NBC
WRC	Washington	Owned, managed, operated and programmed by NBC
WTAM	Cleveland	Owned, managed, operated and programmed by NBC
KPO	San Francisco	Owned, managed, operated and programmed by NBC
WMAL	Washington	Owned by Evening Star Publishing Co. Managed, operated and programmed by the NBC.
KGO	San Francisco	Owned by General Electric Managed, operated and programmed by the NBC.
KOA	Denver	Owned by General Electric Managed, operated and programmed by the NBC.
WGY	Schenectady	Owned and operated by General Electric Managed and programmed by the NBC.
WBZ	Boston	Owned and operated by Westinghouse Elec. & Mfg. Co. Programmed by the NBC.
WBZA	Springfield	Owned and operated by Westinghouse Elec. & Mfg. Co. Programmed by the NBC.
KDKA	Pittsburgh	Owned and operated by Westinghouse Elec. & Mfg. Co. Programmed by the NBC.
KYW	Philadelphia	Owned and operated by Westinghouse Elec. & Mfg. Co. Programmed by the NBC.
KEX	Portland, Ore.	Owned by National Broadcasting Company Leased to, license held by, operated, managed and programmed by Oregonian Publishing Company.
KJR	Seattle	Owned by National Broadcasting Company Leased to, license held by, operated, managed and programmed by Fishers Blend Station, Inc.
KGA	Spokane	Owned by National Broadcasting Company Leased to, license held by, operated, managed and programmed by Louis Wasmer.

REGIONAL NETWORKS

Steadily increasing growth of regional network billings indicates that more and more national advertisers are directing their campaigns in high-spot markets.

With the advantage of purchasing the time actually wanted, tailor-made talent of particular appeal to the specific area, and aggressive merchandising policies of the individual networks, the advertiser is provided with sales impetus in those areas where sales can be produced.

As the majority of these networks are sufficiently flexible to provide coverage where and when the client wants it, it is believed that the trend in 1940 will be toward greater application to selective markets as exemplified by regional networks.

The Alabama Network

c/o WSGN, Tutwiler Hotel, Birmingham, Ala.
Phone: 4-3434

PERSONNEL

President Henry P. Johnston
Vice-President Howard E. Pill
Secretary-Treasurer Bascom H. Hopson

STATIONS

WMSL, Decatur; WJBY, Gadsden; WJRD, Tuscaloosa; WSFA, Montgomery; WSGN, Birmingham.

COVERAGE

Primary area of the network comprises 29 counties in Alabama, reaching 209,329 of the state's 258,000 radio homes (81 per cent of total).

NATIONAL REPRESENTATIVE

Headley-Reed Co.

Arizona Broadcasting Co.

c/o KTAR, Heard Bldg., Phoenix, Ariz.
Phone 4-4161

c/o KVOA, 48 East Broadway, Tucson, Ariz.
Phone 3703

PERSONNEL

President R. B. Williams
Manager Dick Lewis
Commercial Manager J. R. Heath
Promotion Manager K. M. Pennington

STATIONS

Primary: KTAR, Phoenix; KVOA, Tucson.
Supplementary: KWJB, Globe-Miami; KCRJ, Jerome; KYUM, Yuma.

COVERAGE

State of Arizona.

NATIONAL REPRESENTATIVE

Paul H. Raymer Company

The Arizona Network

836 N. Central Ave., Phoenix, Ariz.

PERSONNEL

Manager (KOY) Fred A. Palmer
Manager (KTUC) Ben Roush
Manager (KSUN) Carleton Morris

STATIONS

KOY, Phoenix; KTUC, Tucson; KSUN, Bisbee; KGLU, Safford.

COVERAGE

	Primary	Secondary
Population	190,200	228,700
Radio Homes	32,770	31,060

NATIONAL REPRESENTATIVE

John Blair Company

Arrowhead Broadcasting System

WEBC Building, Duluth, Minn.

PERSONNEL

General Manager Walter C. Bridges
Business Manager Thomas W. Gavin

STATIONS

WEBC, Duluth, Minn. & Superior, Wisc.:
WMFG, Hibbing, Minn.; WHLB, Virginia, Minn.

Regional Networks

COVERAGE

This network claims coverage in northern Minnesota and Wisconsin and the upper peninsular of Michigan.

NATIONAL REPRESENTATIVE

George P. Hollingbery Co.

California Radio System

708 Eye Street, Sacramento, Calif.

Phone: Main 5000

PERSONNEL

Vice-President G. C. Hamilton

General Manager Howard Lane

STATIONS

KFBK, Sacramento; KFWB, Los Angeles; KSAN, San Francisco; KFOX, Long Beach; KMJ, Fresno; KWG, Stockton; KERN, Bakersfield; KTMS, Santa Barbara; KFSD, San Diego.

COVERAGE

Network offers state coverage through the nine stations located in each of the first eight population centers of California.

BRANCH OFFICES

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

Phone: MUrray Hill 2-8690

Manager Humboldt Grieg

500 West Sixth St., Los Angeles, Calif.

1814 Russ Bldg., San Francisco, Calif.

Phone: Douglas 2373

NATIONAL REPRESENTATIVE

Paul H. Raymer Co.

Central States Broadcasting System

Omaha (Nebr.): Omaha National Bank Bldg.

Lincoln (Nebr.): Hotel Lincoln

PERSONNEL

President Frank D. Throop

General Manager Don Searle

Sales Manager Frank Pellegrin

Chief Engineer Mark Bullock

STATIONS

KFOR, Lincoln; KFAB, Lincoln; KOIL, Omaha.

COVERAGE

Nebraska, Kansas, Western Iowa, Southeastern South Dakota, Southwestern Minnesota, Northwestern Minnesota.

REPRESENTATIVE

The Katz Agency

The Colonial Network

21 Brookline Ave., Boston, Mass.

Phone: Commonwealth 0800

PERSONNEL

President John Shepard 3rd

V-P in Charge of Operations R. L. Harlow

V-P in Chg. of Sales & Production .. Linus Travers

Sales Manager W. W. Warner

Merchandising Manager Carleton McVariah

Director of Promotion Frank P. Foster, 2nd

Editor of Colonial Network

News Service Leland Bickford

Director of Publicity Al Stephenson

Technical Director Paul A. DeMars

Chief Engineer Irving Robinson

Sports Editor Jim Britt

Manager of Artist Bureau Josephine White

Director of Public Relations .. Gerald Harrison

STATIONS

Key Station: WAAB, Boston; WEAN, Providence; WICC, Bridgeport and New Haven; WSAR, Fall River; WSPR, Springfield; WLBZ, Bangor; WFEA, Manchester; WHTT, Hartford; WNBH, New Bedford; WLLH, Lowell and Lawrence; WLNH, Laconia; WRDO, Augusta; WNLC, New London; WHAL, Greenfield; WCOU, Lewiston and Auburn; WATR, Waterbury; WBRK, Pittsfield; WSYB, Rutland, Vt.

COVERAGE

	Evening	Daytime
Population	5,538,299	5,674,855
Radio Homes	1,274,009	1,305,019

NATIONAL REPRESENTATIVE

Edward Petry & Co., Inc.

Colorado Radio Network

Albany Hotel, Denver, Colo.

Phone Keyston 0178

PERSONNEL

Sales Manager Gene O'Fallon

Director of Station Relations Frank Bishop

STATIONS

KFEL, Denver (key station); KFKA, Greeley; KFXJ, Grand Junction.

Connecticut Broadcasting System

Address Individual Stations

PERSONNEL

Manager (WELI) James T. Milne

Manager (WNBC) Richard W. Davis

Manager (WATR) Harold Thomas

STATIONS

WELL, New Haven; WNBC, New Britain; WATR, Waterbury.

NATIONAL REPRESENTATIVE

Gene Furgason & Co.

Corn Belt Wireless Rebroadcasting Service

c/o WHO, Des Moines, Ia.

Phone: 3-7147

PERSONNEL

Vice-President J. O. Maland

Sales Manager Hale Bondurant

Technical Supervisor Paul A. Loyet

Regional Networks

STATIONS

Basic: WHO, Des Moines; WOC, Davenport; KMA, Shenandoah.

Additional stations can be selected by the advertiser in Kansas City, St. Joseph and Columbia, Mo.; Mason City, Sioux City and Dubuque, Ia.; Rochester, Minn.; Topeka, Kans.; and Peoria, Ill.

This network is a service supplied by WHO, Des Moines, providing for rebroadcasting, without the use of lines, by other stations in the Middle West that can consistently pick up and rebroadcast its signal. Rate is the combination of the spot broadcasting rate of each station used, without any charge for lines. Contracts are made direct with individual stations as this is not an organized network but simply provides for an exchange of programs without use of lines.

NATIONAL REPRESENTATIVE

Free & Peters, Inc.

Don Lee Broadcasting System

Don Lee Bldg., 1076 W. Seventh St.,
Los Angeles, Calif.

Phone: Vandike 7111

San Francisco office: 1000 Van Ness Ave.

PERSONNEL

V.P. & General Manager... Lewis Allen Weiss
Assistant Manager... Willet Brown
General Sales Manager... Wilbur Eickelberg
Program Director... Van Newkirk
Production Manager... James Burton
Publicity Director... Mark Finley

STATIONS

Southern California: KHJ, Los Angeles; KGB, San Diego; KDB, Santa Barbara; KFXM, San Bernardino; KPMC, Bakersfield; KVOE, Santa Ana; KXO, El Centro; KVEC, San Luis Obispo.

Northern California: KFRC, San Francisco; KQW, San Jose; KHSL, Chico; KVCV, Redding; KYOS, Merced; KDON, Monterey; KIEM, Eureka; KTKC, Visalia.

Northwest (Oregon): KRNR, Roseburg; KALE, Portland; KSLM, Salem; KORE, Eugene; KOOS, Marshfield.

Northwest (Washington): KMO, Tacoma; KIT, Yakima; KPQ, Puyallup; KVOS, Bellingham; KXRO, Aberdeen; KOL, Seattle; KGY, Olympia; KELA, Centralia; KRKO, Everett; KWLK, Longview.

NATIONAL REPRESENTATIVE

John Blair & Co.

Georgia Broadcasting System

1420 Second Avenue, Columbus, Ga.

Phone: 4300

Atlanta Office: Henry Grady Bldg.

Phone Walnut 4377

PERSONNEL

Executive Manager... J. W. Woodruff, Jr.
Commercial Manager... Maurice C. Coleman

STATIONS

WATL, Atlanta; WRBL, Columbus; WGPC, Albany.

COVERAGE*

	Evening	Daytime
Population	636,280	948,600
Radio Homes	112,577	140,990

* In primary markets of west Georgia and eastern Alabama.

NATIONAL REPRESENTATIVE

Sears & Ayer

Inter-City Broadcasting System

"The Independent Network: of the North Atlantic Seaboard"

1657 Broadway, New York City

Phone: Circle 6-2200

Chicago office: 360 N. Michigan Ave.

Phone: State 9493

PERSONNEL

President Donald Flamm
Executive Vice-President Don S. Shaw
National Sales Manager Charles M. Stark
Director of Special Events Leon Goldstein
Director of Publicity Leon Goldstein
Program Director Ed Scheuing
Chicago Office J. M. Ward, G. B. McDermott

STATIONS

Key Station: WMCA, New York City; WIP, Philadelphia; WILM, Wilmington; WCBM, Baltimore; WOL, Washington; WGAL, Lancaster, Pa.; WORK, York, Pa.; WKBO, Harrisburg, Pa.

COVERAGE

Linked together by permanent A. T. & T. lines, the eight stations of this network, covering the North Atlantic seaboard may be engaged collectively, in any combination, or individually.

The Cowles Stations

Des Moines Register and Tribune Building,
Des Moines, Ia.

Phone: 3-2111

Cedar Rapids Office: Paramount Theater Bldg.

Waterloo Office: Russell Lamson Hotel

Sioux City Office: Orpheum Theater Bldg.

Yankton Office: Gurney Bldg.

PERSONNEL

President Gardner Cowles, Jr.
Vice-President John Cowles
Vice-President and Treasurer Luther L. Hill
Vice-President Sumner Quarton
Commercial Manager Craig Lawrence
National Sales Manager H. T. Enns

STATIONS

KSO, Des Moines; KRNT, Des Moines; WMT, Cedar Rapids, Waterloo; WNAX, Yankton, S. D.

Regional Networks

SERVICES

Network maintains production, announcing and technical staffs available to advertisers without charge.

COVERAGE*

Population	6,700,649
Families	1,644,549
Radio Families	1,364,860

* Summary of 385 primary counties (in Montana, Wyoming, North Dakota, South Dakota, Nebraska, Minnesota, Iowa, Missouri, Wisconsin, Illinois).

NATIONAL REPRESENTATIVE

The Katz Agency

The Lone Star Chain

600 Thomas Bldg., Dallas, Texas
Phone 7-8664

Fort Worth Office: Star-Telegram Bldg.
Phone LD 18

PERSONNEL

Managing Director.....Sam H. Bennett
Operating Committee.....Harold V. Hough,
Chairman; O. L. Taylor, Tilford Jones.

STATIONS

KGKO, Fort Worth-Dallas; KXYZ, Houston;
KRIS, Corpus Christi; K TSA, San Antonio;
KRGV, Weslaco; KGNC, Amarillo; KFDM,
Beaumont (supplementary).

COVERAGE

Network with its supplementary station claims coverage of the entire state of Texas as a primary area.

NATIONAL REPRESENTATIVES

Free & Peters Inc. and Howard H. Wilson Co.

Mason-Dixon Radio Group

8 W. King St., Lancaster, Pa.
Phone 5252

PERSONNEL

General Manager.....Clair R. McCollough

STATIONS

WORK, York, Pa.; WDEL, Wilmington, Del.;
WGAL, Lancaster, Pa.; WAZL, Hazleton, Pa.;
WEST, Easton, Pa.; WILM, Wilmington, Del.;
WKBO, Harrisburg, Pa.

NATIONAL REPRESENTATIVE

Paul H. Raymer Co.

Michigan Radio Network

Operated by the King-Trendle Broadcasting Corp.

Stroh Bldg., Detroit, Mich.
Phone: Cherry 8321

PERSONNEL

President.....George W. Trendle
Treasurer & Genl. Mgr.....H. Allen Campbell
Vice-President.....John H. King
Secretary.....Howard O. Pierce

STATIONS

WXYZ, Detroit (Key Station); WBCM, Bay City; WFDF, Flint; WJIM, Lansing; WIBM, Jackson; WELL, Battle Creek; WKZO, Kalamazoo; WOOD-WASH, Grand Rapids.

COVERAGE

The Michigan Network territory includes the lower peninsula of Michigan with a primary coverage of over four million people in Michigan's eight largest cities.

REPRESENTATIVE

Paul H. Raymer Co.

The Minnesota Radio Network

Radisson Hotel, Minneapolis, Minn.
Phone Bridgeport 3222
St. Paul Office: St. Paul Hotel
Phone Cedar 5511

PERSONNEL

General Sales Manager.....Ray C. Jenkins

STATIONS

KSTP, Minneapolis-St. Paul (key station);
KYSM, Mankato; KROC, Rochester; KFAM, St. Cloud.

COVERAGE

	Primary*
Population	2,360,218
Radio Homes	490,563

* The primary area of the four stations combines the total of 71 counties in Minnesota; network claims a total listening audience (primary and secondary) of 4,108,220 persons.

NATIONAL REPRESENTATIVE

Edward Petry & Company

Missouri-Illinois Broadcasting System

Hotel Chase, St. Louis, Mo.
Phone Rosedale 3210

PERSONNEL

President.....R. T. Convey

STATIONS

KWOS, Jefferson City, Mo.; WTAX, Springfield, Ill.; WSOY, Decatur, Ill.

NATIONAL REPRESENTATIVE

Paul H. Raymer Company

New York Broadcasting System, Inc.

20 East 57th St., New York, N. Y.
Phone Plaza 8-3355

PERSONNEL

President.....Major E. M. Stoer
Vice-President-General Manager...Carl Calman
Sales Manager.....Ed Lennon
Publicity Director.....B. S. Bercovici
Traffic Manager.....Al Grobe

Regional Networks

STATIONS

WABY, Albany; WMBO, Auburn; WKBW-WGR, Buffalo; WJTN, Jamestown; WINS, New York; WSAY, Rochester; WSYR, Syracuse; WIBX, Utica.

* Choice of selecting any New York City station as the New York outlet is allowed.

COVERAGE

Population-Primary	3,446,778
Families-Primary	949,250
Radio Homes-Primary	869,670
Population-Secondary	758,997
Families-Secondary	209,090
Radio Homes-Secondary	188,530

NATIONAL REPRESENTATIVE

International Radio Sales

North Central Broadcasting System, Inc.

Empire National Bank Bldg., St. Paul, Minn.

PERSONNEL

President-General Manager.....John W. Boler

STATIONS

WHDF, Calumet, Mich.; WJMS, Ironwood, Mich.; WDMJ, Marquette, Mich.; KATE, Albert Lea, Minn.; KGDE, Fergus Falls, Minn.; KVOX, Moorhead, Minn.; KWNO, Winona, Minn.; KDLR, Devils Lake, N. D.; KRMC, Jamestown, N. D.; KLPM, Minot, N. D.; KOVC, Valley City, N. D.; KGCU, Mandan, N. D.; KABR, Aberdeen, S. D.; WDSM, Superior, Wisc.; WSAU, Wausau, Wisc.

Northwest Triangle Chain

Address Individual Stations

PERSONNEL

Manager (Seattle).....Birt Fisher
Manager (Spokane).....Louis Wasmer
Manager (Portland).....W. Carey Jennings

STATIONS

KOMO, Seattle; KJR, Seattle; KHQ, Spokane; KGA, Spokane; KGW, Portland; KEX, Portland.

REPRESENTATIVE

Edward Petry & Co.

Oklahoma Metropolitan Line

c/o KOMA, Biltmore Hotel
Oklahoma City, Okla.
Phone 2-3291

c/o KTUL, 320 S. Boston Ave., Tulsa, Okla.
Phone 4-8188

PERSONNEL

Manager (KOMA).....Neal Barrett
Manager (KTUL).....William C. Gillespie
Commercial Manager (KOMA).....Jack Howell
Commercial Manager (KTUL).....Lawson Taylor

NATIONAL REPRESENTATIVE

Free & Peters, Inc.

The Oklahoma Network

"Complete Coverage at Minimum Cost"
1800 West Main St., Oklahoma City, Okla.
Phone: 3-4881

PERSONNEL

President.....Ross U. Porter
Vice-President.....Tams Bixby, Jr.
Secretary-Treasurer.....Kenyon M. Douglass
Managing Director.....Kenyon M. Douglass

STATIONS

Key Stations: KTOK, Oklahoma City; KGFF, Shawnee; KBIX, Muskogee; KCRC, Enid; KADA, Ada; KOME, Tulsa.

NATIONAL REPRESENTATIVE

Burn-Smith Company, Inc.

Pacific Broadcasting Co.

914½ Broadway, Tacoma, Wash.
Phone: Main 4144

PERSONNEL

General Manager.....Carl E. Haymond

STATIONS

Oregon: KALE, Portland; KSLM, Salem; KOOS, Marshfield; KRNR, Roseburg; KORE, Eugene.

Washington: KGY, Olympia; KELA, Centralia; KIT, Yakima; KMO, Tacoma; KOL, Seattle; KPQ, Wenatchee; KVOS, Bellingham; KXRO, Aberdeen; KRKO, Everett; KWLK, Longview.

COVERAGE

Network outlets in each of the 11 primary markets of Washington and 5 primary markets of Oregon. Nine out of ten radio homes in these areas within 25 miles of a Pacific Broadcasting Co. outlet. Eighty per cent of all retail sales for the entire territory covered come from within 25 miles of some Pacific Broadcasting Co. outlet.

NATIONAL REPRESENTATIVE

John Blair & Co.

The Pennsylvania Network

1622 Chestnut St., Philadelphia, Pa.
Phone Locust 7700

PERSONNEL

Manager.....Kenneth W. Stowman

STATIONS

WCAU, Philadelphia (key station); WGAL, Lancaster; WORK, York; WAZL, Hazleton; WEST, Easton; WSAN, Allentown; WFBG, Altoona; WLEU, Erie; WHP, Harrisburg; WKBO, Harrisburg; WJAC, Johnstown; WRAW, Reading; WGBI, Scranton; WKOK, Sunbury; WBRE, Wilkes-Barre; WBAX, Wilkes-Barre; WRAC, Williamsport; (Harrisburg, Wilkes-Barre and Pittsburgh stations optional).

COVERAGE

Network claims coverage of Pennsylvania, southern New Jersey, Delaware and portions of states bordering Pennsylvania.

Regional Networks

Quaker Network

Widener Bldg., Philadelphia, Pa.
Phone: Rittenhouse 6900

PERSONNEL

General Manager.....Roger W. Clipp

STATIONS

WFIL, Philadelphia; WRAW, Reading; WEST, Easton; WORK, York; WAZL, Hazleton; WGAL, Lancaster; WGBL, Scranton; WBRE, Wilkes Barre; WKBO, Harrisburg; WKOK, Sunbury; WRAC, Williamsport; WFBG, Altoona; WJAC, Johnstown; WLEU, Erie; WTBO, Cumberland, Md.; WWSW, Pittsburgh; WSAN, Allentown.

The Southern Network

Radio Bldg., Walnut & Short Sts.
Lexington, Ky.

Phone 1721

PERSONNEL

President.....Gilmore N. Nunn
Vice-President.....J. Lindsay Nunn
Secretary-Treasurer.....Warren G. Davis
Production Manager.....Ted Grizzard
Chief Engineer.....Sanford Helt

STATIONS

WLAP, Lexington, Ky.; WCMI, Ashland, Ky. (Huntington, W. Va.); WGRC, New Albany, Ind. (Louisville, Ky.); WSIX, Nashville, Tenn.

The Texas Quality Network

Address Individual Stations

The Texas Quality Network has no officers or directors, each outlet being a sales office for the other.

STATIONS

WFAA, Dallas; WBAP, Fort Worth; WOAI, San Antonio; KPRC, Houston.

NATIONAL REPRESENTATIVE

Edward Petry & Co., Inc.

Texas State Network

1201 West Lancaster Ave., Fort Worth, Texas

Phone: 3-3474

PERSONNEL

President.....Elliott Roosevelt
Vice-President-Secretary.....
General Manager.....Harry A. Hutchinson
Vice-President-Treasurer.....Gerald T. Stanley
Vice-President in Charge of Mdsing.,
Publicity & Promotion.....Benton Ferguson
Musical Director.....Ralph Rose

STATIONS

KFJZ, Fort Worth; KRBC, Abilene; KGKL, San Angelo; KBST, Big Spring; KRLH, Midland; KRRV, Sherman; KPLT, Paris; KNOW, Austin; KABC, San Antonio; KVWC, Vernon.

BRANCH OFFICES

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

Frank Fenton, Manager

400 N. Michigan Ave., Chicago, Ill.

W. W. Joyce, Manager

West Virginia Network

WCHS Auditorium, Charleston, W. Va.

PERSONNEL

President.....John A. Kennedy
Managing Director.....Howard L. Chernoff
Program Director & Artist
Bureau Head.....N. Pagliara
Chief Engineer.....O. Robinson
Publicity Director.....James L. Cox

STATIONS

WCHS, Charleston; WPAR, Parkersburg; WBLK, Clarksburg; WSZA, Huntington.

POLICIES

Advertising of alcoholic beverages accepted.

NATIONAL REPRESENTATIVE

The Branham Co.

The Yankee Network

"Covering New England"

21 Brookline Ave., Boston, Mass.

Phone: Commonwealth 0800

PERSONNEL

President.....John Shepard 3rd
V-P in Chg. of Operations.....R. L. Harlow
V-P in Chg. of Sales & Production.....Linus Travers
Merchandising Manager.....Carleton McVarish
Director of Promotion.....Frank P. Foster, 2nd
Editor of Yankee Network

News Service.....Leland Bickford

Director of Publicity.....Al Stephenson
Technical Director.....Paul A. De Mars
Chief Engineer.....Irving Robinson
Merchandising.....Hervey Carter
Sports Editor.....Jim Britt
Director Home Economics.....Bette Ragland
Manager of Yankee Network

Artists Bureau.....Josephine White

STATIONS

WNAC, Boston; WTIC, Hartford; WEAN, Providence; WTAG, Worcester; WICC, Bridgeport and New Haven; WCSH, Portland; WLBZ, Bangor; WFEA, Manchester; WSAR, Fall River; WNBH, New Bedford; WLLH, Lowell and Lawrence; WLNH, Laconia; WRDO, Augusta; WNLC, New London; WHAI, Greenfield; WCOU, Lewiston and Auburn; WBRK, Pittsfield; WSYB, Rutland.

COVERAGE

	Evening	Daytime
Population	6,444,623	5,293,767
Radio Homes	1,482,264	1,217,559

NATIONAL REPRESENTATIVE

Edward Petry & Co., Inc.

Z Net

P. O. Box 1956, Butte, Montana

Phone: 22-344

PERSONNEL

Manager.....E. B. Craney

STATIONS

KGIR, Butte; KPFA, Helena; KRBM, Bozeman.

NATIONAL REPRESENTATIVE

Gene Furgason & Co.

“As you know, the product was

practically unknown in the domestic market

When we started on WOR approximately five months

ago, we had less

than 50 dealers -

most of whom were

inactive. Today

we have over 600

in WOR's primary

area.



Most important of all, independent surveys show that this product is currently second in total units sold and first in dollar volume. Considering the highly competitive nature of the industry and of the market for our client's product in particular, we believe that this success story is the finest tribute to the power of effective broadcasting..."

WOR

excerpt from a letter written to a WOR executive by the advertising agent for a manufacturer currently using this station.

our address is 1440 Broadway, in New York



S T A T I O N S

*of the
United States*



*Standard Developmental
International High-Frequency*

*Newspaper
Owned Stations*

*F.C.C. Application
Regulations*

WBNX

NEW YORK

5000
WATTS

The Station that speaks your language!
ENGLISH-JEWISH-GERMAN-ITALIAN-POLISH-SPANISH

5000 Concentrated Watts with the new WBNX Antenna will exert an even more powerful influence upon the listening and buying habits of over 6,982,635 foreign citizens of Metropolitan New York—at no increase in our currently low rates!

**METROPOLITAN STATION
COSMOPOLITAN AUDIENCE**

WBNX NEW YORK 5000 WATTS DAY
1000 WATTS NIGHT

INDEX OF THE STANDARD STATIONS OF THE UNITED STATES

*Call Letter—City—Power in Watts—Frequency in Kilocycles and
Page Number Providing Complete Station Information*

Key to Abbreviations: C.P.—Construction Permit; S.A.—Special Authorization;
d—daytime; n—night.



Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
KABC	San Antonio, Tex.	1420	250	533
KABR	Aberdeen, S. Dak.	1390	1000 d., 500 n.	516
KADA	Ada, Okla.	1200	100	486
KALB	Alexandria, La.	1210	250	391
KALE	Portland, Ore.	1300	1000	
			C.P. 5000 d.	493
KAND	Corsicana, Tex.	1310	100	527
KANS	Wichita, Kans.	1210	100	
			C.P. 250	387
KARK	Little Rock, Ark.	890	1000	316
KARM	Fresno, Calif.	1310	250	319
KASA	Elk City, Okla.	1210	100	486
KAST	Astoria, Ore.	1200	250	491
KATE	Albert Lea, Minn.	1120	250	419
KAWN	Gallup, New Mex.	1500	250 d., 100 n.	442
KBIX	Muskogee, Okla.	1500	100	487
KBKR	Baker, Ore.	1500	250 d., 100 n.	492
KBND	Bend, Ore.	1310	250	492
KBPS	Portland, Ore.	1420	100	493
KBST	Big Spring, Tex.	1500	100	526
KBTM	Jonesboro, Ark.	1200	250 d., 100 n.	316
KCKN	Kansas City, Kan.	1310	250	384
KCMC	Texarkana, Ark.-Tex.	1420	250	536
KCMO	Kansas City, Mo.	1450	1000	427
			C.P. 5000 d.	
KCRC	Enid, Okla.	1360	250	487
KCRJ	Jerome, Ariz.	1310	250	312
KDAL	Duluth, Minn.	1500	100	
			C.P. 250 d.	419
KDB	Santa Barbara, Calif.	1500	250 d., 100 n.	329
KDFN	Casper, Wyo.	1440	500	561
KDKA	Pittsburgh, Pa.	980	50000	505
KDLR	Devils Lake, N. Dak.	1210	250	471
KDNT	Denton, Tex.	1420	100	528
KDON	Monterey, Calif.	1210	100	324
KDRO	Sedalia, Mo.	1500	250	430
KDTH	Dubuque, Ia.	1340	500	378
KDYL	Salt Lake City, Utah.	1290	5000 d., 1000 n.	538
KECA	Los Angeles, Calif.	780	5000 d., 1000 n.	321
KEEN	Seattle, Wash.	1370	100	548
RELA	Between Centralia and Chehalis, Wash.	1440	1000	547

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
KELD	El Dorado, Ark.	1370	250	315
KELO	Sioux Falls, S. Dak.	1200	250	317
KERN	Bakersfield, Calif.	1370	100	
		C.P. 1380	1000	317
KEUB	Price, Utah	1420	100	538
KEX	Portland, Ore.	1160	5000	494
KFAB	Lincoln, Nebr.	770	10000	435
KFAC	Los Angeles, Calif.	1300	1000	321
KFAM	St. Cloud, Minn.	1420	250	422
KFAR	Fairbanks, Alaska	610	1000	562
KFBB	Great Falls, Mont.	1280	5000 d., 1000 n.	432
KFBI	Ablene, Kans.	1050	5000	382
KFBK	Sacramento, Calif.	1400	10000	325
KFDA	Amarillo, Tex.	1500	250	525
KFDM	Beaumont, Tex.	560	1000	526
KFDY	Brookings, S. Dak.	780	1000	516
KFEL	Denver, Colo.	920	1000	333
KFEQ	St. Joseph, Mo.	680	2500 d., 500 n.	429
KFGQ	Boone, Ia.	1370	100	377
KFH	Wichita, Kansas	1300	5000 d., 1000 n.	387
KFI	Los Angeles, Calif.	640	50000	321
KFIO	Spokane, Wash.	1120	100	551
KFIZ	Fond Du Lac, Wis.	1420	100	556
KFJB	Marshalltown, Ia.	1200	250	379
KFJI	Klamath Falls, Ore.	1210	100	492
KFJM	Grand Forks, N. Dak.	1410	1000 d., 500 n.	471
KFJZ	Fort Worth, Tex.	1240	1000	529
KFKA	Greeley, Colo.	880	1000 d., 500 n.	335
KFKU	Lawrence, Kansas	1220	5000 d., 1000 n.	384
KFNF	Shenandoah, Ia.	800	1000 d., 500 n.	
			C.P. 5000 d., 1000 n.	381
KFOR	Lincoln, Nebr.	1210	250 d., 100 n.	435
KFOX	Long Beach, Calif.	1250	1000	319
KFPL	Dublin, Tex.	1310	250 d., 100 n.	528
KFPW	Fort Smlth, Ark.	1210	100	
		C.P. 1370	250	315
KFPY	Spokane, Wash.	800	5000	550
KFQD	Anchorage, Alaska	780	250	562
KFRC	San Francisco, Calif.	610	5000 d., 1000 n.	
			C.P. 5000	326
KFRO	Longview, Tex.	1370	250	
		C.P. 1340	1000	531
KFRU	Columbia, Mo.	630	1000 d., 500 n.	426
KFSD	San Diego, Calif.	600	1000	326
KFSG	Los Angeles, Calif.	1120	2500 d., 1000 n.	322
KFUO	Clayton, (St. Louis) Mo.	550	1000 d., 500 n.	426
KFVD	Los Angeles, Calif.	1000	1000	322
KFVS	Cape Girardeau, Mo.	1210	250	426
KFWB	Los Angeles, Calif.	950	5000	322
KFXD	Nampa, Idaho	1200	250	357
KFXJ	Grand Junction, Colo.	1200	250	335
KFXM	San Bernardino, Calif.	1210	100	326
KFYO	Lubbock, Texas	1310	250 d., 100 n.	531
KFYR	Bismarck, N. Dak.	550	5000 d., 1000 n.	470
KGA	Spokane, Wash.	1470	5000	551
KGB	San Diego, Calif.	1330	1000	
			C.P. 5000	326
KGBU	Ketchikan, Alaska	900	500	562

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
KGBX . . .	Springfield, Mo.	1230	500	431
KGCA . . .	Decorah, Ia.	1270	100	377
KGCU . . .	Mandan, N. Dak.	1240	250	473
KGCX . . .	Wolf Point, Mont.	1450	1000	434
KGDE . . .	Fergus Falls, Minn.	1200	250 d., 100 n.	420
KGDM . . .	Stockton, Calif.	1100	1000	330
KGEK . . .	Sterling, Colo.	1200	100	337
KGER . . .	Long Beach, Calif.	1360	1000	321
KGEZ . . .	Kalispell, Mont.	1310	100	433
KGFF . . .	Shawnee, Okla.	1420	250	489
KGFI . . .	Brownsville, Tex.	1500	250 d., 100 n.	527
KGfJ . . .	Los Angeles, Calif.	1200	100	322
KGfL . . .	Roswell, New Mex.	1370	100	443
KGfW . . .	Kearney, Nebr.	1310	250	434
KGfX . . .	Pierre, S. Dak.	630	200	516
KGgF . . .	Coffeyville, Kans.	1010	1000	382
KGgM . . .	Albuquerque, N. Mex.	1230	1000	442
KGhF . . .	Pueblo, Colo.	1320	500	337
KGhI . . .	Little Rock, Ark.	1200	250	316
KGhL . . .	Billings, Mont.	780	5000 d., 1000 n.	431
KGiR . . .	Butte, Mont.	1340	5000	432
KGiW . . .	Alamosa, Colo.	1420	100	331
KGkB . . .	Tyler, Tex.	1500	250	536
KGkL . . .	San Angelo, Tex.	1370	250	533
KGkO . . .	Fort Worth, Tex.	570	5000 d., 1000 n.	529
KGkY . . .	Scottsbluff, Nebr.	1500	250	437
KGLO . . .	Mason City, Ia.	1210	250	379
KGLU . . .	Safford, Ariz.	1420	250	314
KGMB . . .	Honolulu, Hawaii	1320	1000	
		C.P. 590	5000	563
KGNC . . .	Amarillo, Tex.	1410	2500 d., 1000 n.	525
KGNF . . .	North Platte, Nebr.	1430	1000	436
KGNO . . .	Dodge City, Kans.	1340	250	
			C.P. 1000 d.	383
KG0 . . .	San Francisco, Calif.	790	7500	327
KGU . . .	Honolulu, Hawaii	750	2500	563
KGVO . . .	Missoula, Mont.	1260	5000 d., 1000 n.	133
KGW . . .	Portland, Ore.	620	5000 d., 1000 n.	494
KGy . . .	Olympia, Wash.	1210	100	548
KHAS . . .	Hastings, Nebr.	C.P. 1200	250	434
KHBC . . .	Hilo, Hawaii	1200	250	563
KHBG . . .	Okmulgee, Okla.	1210	100	
			C.P. 250	489
KHJ . . .	Los Angeles, Calif.	900	5000 d., 1000 n.	322
KHQ . . .	Spokane, Wash.	590	5000	551
KHSL . . .	Chico, Calif.	1260	250	
			C.P. 1000 d., 500 n.	318
KHUB . . .	Watsonville, Calif.	1310	250	331
KICA . . .	Clovis, New Mex.	1370	100	442
KID . . .	Idaho Falls, Idaho	1320	5000 d., 500 n.	357
KIDO . . .	Boise, Idaho	1350	2500 d., 1000 n.	357
KIDW . . .	Lamar, Colo.	1420	100	337
KIEM . . .	Eureka, Calif.	1450	1000 d., 500 n.	319
KIEV . . .	Glendale, Calif.	850	250	319
KINX . . .	Juneau, Alaska	1430	1000	562
KIRO . . .	Seattle, Wash.	710	1000	548
KIT . . .	Yakima, Wash.	1250	1000	552
KITE . . .	Kansas City, Mo.	1530	1000	427
KIUL . . .	Garden City, Kans.	1210	100	383
KIUN . . .	Pecos, Tex.	1370	100	533
KIUP . . .	Durango, Colo.	1370	100	335
KJBS . . .	San Francisco, Calif.	1070	500	327
KJR . . .	Seattle, Wash.	970	5000	540
KLAH . . .	Carlsbad, New Mex.	1210	250	442
KLBM . . .	La Grande, Ore.	1420	250	493
KLCN . . .	Blytheville, Ark.	1290	100	315
KLO . . .	Ogden, Utah	1400	5000	538
KLPM . . .	Minot, N. Dak.	1360	1000 d., 500 n.	473

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
KLRA	Little Rock, Ark.	1390	5000 d., 1000 n.	316
KLS	Oakland, Calif.	1280	250	324
KLUF	Galveston, Tex.	1370	250	530
KLX	Oakland, Calif.	880	1000	324
KLZ	Denver, Colo.	560	5000 d., 1000 n.	
			C.P., 5000	333
KMA	Shenandoah, Iowa	930	5000 d., 1000 n.	381
KMAC	San Antonio, Tex.	1370	250	534
KMBC	Kansas City, Mo.	950	5000 d., 1000 n.	
			C.P., 5000	428
KMED	Medford, Ore.	1410	1000 d., 250 n.	493
KMJ	Fresno, Calif.	580	1000	
			C.P., 5000	319
KMLB	Monroe, La.	1200	250	392
KMMJ	Grand Island, Nebr.	740	1000	434
KMO	Tacoma, Wash.	1330	1000	551
KMOX	St. Louis, Mo.	1090	50000	429
KMPC	Beverly Hills, Calif.	710	500	
			C.P., 5000 d., 1000 n.	318
KMTR	Los Angeles, Calif.	570	1000	323
KMYR	Denver, Colo.	C.P., 1310	250 d., 100 n.	333
KNEL	Brady, Tex.	1500	250 d., 100 n.	527
KNET	Palestine, Tex.	1420	100	532
KNOW	Austin, Tex.	1500	250	525
KNX	Los Angeles, Calif.	1050	50000	335
KOA	Denver, Colo.	830	1000	492
KOAC	Corvallis, Ore.	550	1000	385
KOAM	Pittsburg, Kans.	790	10000	442
KOB	Albuquerque, New Mex.	1180	250	517
KOBH	Rapid City, S. Dak.	1370	250	531
KOCA	Kilgore, Tex.	1210	250	487
KOCY	Oklahoma City, Okla.	1310	500	
KOH	Reno, Nev.	1380	1000	437
		C.P., 630	5000 d., 1000 n.	436
KOIL	Omaha, Nebr.	1260	5000 d., 1000 n.	
KOIN	Portland, Ore.	940	C.P., 5000	495
			100	335
KOKO	La Junta, Colo.	1370	5000 d., 1000 n.	549
KOL	Seattle, Wash.	1270	5000	487
KOMA	Oklahoma City, Okla.	1480	250	489
KOME	Tulsa, Okla.	1310	5000 d., 1000 n.	549
KOMO	Seattle, Wash.	920	250	534
KONO	San Antonio, Tex.	1370	250	493
KOOS	Marshfield, Ore.	1200	250	492
KORE	Eugene, Ore.	1420	250 d., 100 n.	434
KORN	Fremont, Nebr.	C.P., 1370	100	317
KOTN	Pine Bluff, Ark.	1500	250	473
KOVC	Valley City, N. Dak.	1500	250	538
KOVO	Provo, Utah	1210	500	436
KOWH	Omaha, Nebr.	660	1000	313
KOY	Phoenix, Ariz.	1390	250	531
KPAB	Laredo, Tex.	1500	500	
KPAC	Port Arthur, Tex.	1260	C.P., 1220	583
			100	532
KPDN	Pampa, Tex.	1310	250	132
KPFA	Helena, Mont.	1210	250	392
KPLC	Lake Charles, La.	1500	250	533
KPLT	Paris, Tex.	1500	1000	317
KPMC	Bakersfield, Calif.	1550	50000	327
KPO	San Francisco, Calif.	680	1000	333
KPOF	Denver, Colo.	880	100	325
KPPC	Pasadena, Calif.	1210	250	552
KPQ	Wenatchee, Wash.	1500	5000 d., 1000 n.	530
KPRC	Houston, Tex.	920	1000	507
KQV	Pittsburgh, Pa.	1380	5000 d., 1000 n.	328
KQW	San Jose, Calif.	1010	250	532
KRBA	Lufkin, Tex.	1310	250	525
KRBC	Abilene, Tex.	1420	250	432
KRBM	Bozeman, Mont.	1420	250	318
KRE	Berkeley, Calif.	1370	1000	537
KRGV	Weslaco, Tex.	1260	250	526
KRIC	Beaumont, Tex.	1420	500	527
KRIS	Corpus Christi, Tex.	1330		

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
KRKD	Los Angeles, Calif.	1120	2500 d., 1000 n.	323
KRKO	Everett, Wash.	1370	50	547
KRLC	Lewiston, Idaho	1390	250	357
KRLD	Dallas, Tex.	1040	50000	527
KRLH	Midland, Tex.	1420	100	532
KRMC	Jamestown, N. Dak.	1370	250	471
KRMD	Shreveport, La.	1310	250	393
KRRR	Roseburg, Ore.	1500	250 d., 100 n.	495
KRNT	Des Moines, Iowa	1320	5000 d., 1000 n.	378
KROC	Rochester, Minn.	1310	250	422
KROD	El Paso, Tex.	C.P. 1500	100	529
KROW	Oakland, Calif.	930	1000	324
KROY	Sacramento, Calif.	1210	100	325
KRRV	Sherman, Tex.	1310	250	
		C.P. 880	1000	535
KRSC	Seattle, Wash.	1120	250	
			C.P. 1000	550
KSAC	Manhattan, Kans.	580	1000 d., 500 n.	385
KSAL	Salina, Kans.	1500	250 d., 100 n.	
		C.P. 1120	1000 d., 500 n.	385
KSAM	Huntsville, Tex.	1500	250	531
KSAN	San Francisco, Calif.	1420	250	327
KSCJ	Sioux City, Ia.	1330	5000 d., 1000 n.	
			C.P. 5000	381
KSD	St. Louis, Mo.	550	5000 d., 1000 n.	429
KSEI	Pocentello, Idaho	900	1000 d., 250 n.	359
KSFO	San Francisco, Calif.	560	5000 d., 1000 n.	328
KSL	Salt Lake City, Utah	1130	50000	539
KSLM	Salem, Ore.	1370	1000 d., 500 n.	495
KSO	Des Moines, Iowa	1430	5000 d., 1000 n.	378
KSOO	Sioux Falls, S. Dak.	1110	5000	517
KSRO	Santa Rosa, Calif.	1310	250	329
KSTP	St. Paul, Minn.	1460	25000 d., 10000 n.	
			C.P. 50000	422
KSUB	Cedar City, Utah	1310	100	537
KSUN	Lowell, Ariz.	1200	250	313
KTAR	Phoenix, Ariz.	620	1000	313
KTBC	Austin, Tex.	1120	1000	526
KTBS	Shreveport, La.	1450	1000	394
KTEM	Temple, Tex.	1370	250	535
KTFI	Twin Falls, Idaho	1240	1000	359
KTHS	Hot Springs National Park, Ark.	1040	10000	315
KTKC	Visalia, Calif.	890	1000	330
KTMS	Santa Barbara, Calif.	1220	500	329
KTOH	Lihue, Hawaii	C.P. 1500	250 d., 100 n.	563
KTOK	Oklahoma City, Okla.	1370	250	488
KTRB	Modesto, Calif.	740	250	324
KTRH	Houston, Tex.	1290	5000 d., 1000 n.	530
KTRI	Sioux City, Ia.	1420	250	381
KTSA	San Antonio, Tex.	550	5000 d., 1000 n.	535
KTSM	El Paso, Tex.	1310	250	529
KTSW	Emporia, Kans.	1370	250	383
KTUC	Tucson, Ariz.	1370	250	314
KTUL	Tulsa, Okla.	1400	5000	491
KTW	Seattle, Wash.	1220	1000	550
KUIN	Grants Pass, Ore.	C.P. 1310	100	492
KUJ	Walla Walla, Wash.	1370	100	552
KUOA	Siloam Springs, Ark.	1260	5000	317
KUSD	Vermillion, S. Dak.	890	500	517
KUTA	Salt Lake City, Utah	1500	100	
			C.P. 250	510
KVAK	Atchison, Kans.	1420	100	382
KVAN	Vancouver, Wash.	880	250	552
KVCV	Redding, Calif.	1200	100	
			C.P. 250	325
KVEC	San Luis Obispo, Calif.	1200	250	329
KVFD	Fort Dodge, Ia.	C.P. 1370	250 d., 100 n.	379
KVGB	Great Bend, Kans.	1370	100	
			C.P. 250	383
KVI	Tacoma, Wash.	570	5000 d., 1000 n.	551
KVIC	Victoria, Texas	C.P. 1310	250 d., 100 n.	536
KVNU	Logan, Utah	1200	100	
			C.P. 250	537

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
KVOA	Tucson, Ariz.	1260	1000	314
KVOD	Denver, Colo.	920	1000	333
KVOE	Santa Ana, Calif.	1500	100	320
KVOL	Lafayette, La.	1310	250	392
KVOO	Tulsa, Okla.	1140	25000	491
KVOR	Colorado Springs, Colo.	1270	1000	331
KVOS	Bellingham, Wash.	1200	250	517
KVOX	Moorhead, Minn.	1310	250	422
KVRS	Rock Springs, Wyoming	1370	250	561
KVSF	Santa Fe, N. M.	1310	100	443
KVSO	Ardmore, Okla.	1210	250 d., 100 n.	486
KVWC	Vernon, Tex.	1500	250	536
KWAL	Wallace, Ida.	C.P. 1420	250 d., 100 n.	359
KWAT	Watertown, S. D.	C.P. 1210	250	518
KWBD	Plainview, Tex.	C.P. 1200	100	533
KWBG	Hutchinson, Kans.	1420	100	
			C.P. 250	383
KWEW	Hobbs, New Mexico	1500	100	443
KWFC	Hot Springs, Ark.	C.P. 1310	250 d., 100 n.	316
KWFT	Wichita Falls, Tex.	620	1000 d., 250 n.	537
KWGG	Stockton, Calif.	1200	100	330
KWJB	Globe, Ariz.	1210	250 d., 100 n.	312
KWJJ	Portland, Ore.	1060	500	
		S.A. 1040		495
KWK	St. Louis, Mo.	1350	5000 d., 1000 n.	429
KWKH	Shreveport, La.	850	10000	
		S.A. 1100	50000	394
KWLC	Decorah, Iowa	1270	100	378
KWLK	Longview, Wash.	780	250	548
KWNO	Winona, Minn.	1200	250	423
KWOC	Poplar Bluff, Mo.	1310	100	
			C.P. 250	428
KWOS	Jefferson City, Mo.	1310	250	426
KWSC	Pullman, Wash.	1220	5000	548
KWTO	Springfield, Mo.	560	5000	431
KWYO	Sheridan, Wyoming	1370	250	561
KXA	Seattle, Wash.	760	500 d., 250 n.	
			C.P. 1000	550
KXL	Portland, Ore.	1420	250	495
KXO	El Centro, Calif.	1500	100	318
KXOK	St. Louis, Mo.	1250	1000	430
KXON	Sweetwater, Tex.	1210	250	535
KXRO	Aberdeen, Wash.	1310	250	547
KXYZ	Houston, Tex.	1440	1000	531
KYA	San Francisco, Calif.	1230	5000 d., 1000 n.	328
KYCA	Prescott, Ariz.	C.P. 1500	250 d., 100 n.	314
KYOS	Merced, Calif.	1040	250	323
KYSM	Mankato, Minn.	1500	250	420
KYUM	Yuma, Ariz.	C.P. 1210	250 d., 100 n.	314
KYW	Philadelphia, Pa.	1020	10000	501
WAAB	Boston, Mass.	1410	1000	401
WAAF	Chicago, Ill.	920	1000	361
WAAT	Jersey City, N. J.	940	500	440
WABC	New York, N. Y.	860	50000	449
WABI	Baugor, Me.	1200	250	395
WABY	Albany, N. Y.	1370	250	143
WACO	Waco, Tex.	1420	250	536
WADC	Tallmadge, (Akron) Ohio	1320	5000 d., 1000 n.	473
WAGA	Atlanta, Ga.	1450	1000 d., 500 n.	353
WAGF	Dothan, Ala.	1370	250	310
WAGM	Presque Isle, Maine	1420	100	396
WAIM	Anderson, S. C.	1200	100	513
WAIR	Winston-Salem, N. C.	1250	250	470
WAKR	Akron, Ohio	1500	1000	473
WALA	Mobile, Ala.	1380	1000 d., 500 n.	
			C.P. 1000	310
WAML	Laurel, Miss.	1310	250	425
WAOV	Vincennes, Ind.	C.P. 1420	100	376
WAPI	Birmingham, Ala.	1140	5000	309
WAPO	Chattanooga, Tenn.	1420	250	
		C.P. 1120	1000 d., 500 n.	519
WARD	Brooklyn, N. Y.	1400	500	445
WASH	Grand Rapids, Mich.	1270	500	414

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
WATL	Atlanta, Ga.	1370	250	354
WATR	Waterbury, Conn.	1290	250	340
WATW	Ashland, Wisc.	C.P. 1370	100	556
WAVE	Louisville, Ky.	940	1000	389
WAWZ	Zarephath, N. J.	1350	1000	441
WAYX	Waycross, Ga.	1200	250	356
WAZL	Hazleton, Pa.	1420	100	
			C.P. 250	499
WBAA	West Lafayette, Ind.	890	1000 d., 500 n.	376
WBAB	Athlantic City, N. J.	C.P. 1200	250 d., 100 n.	439
WBAL	Baltimore, Md.	1060	10000	397
WBAP	Fort Worth, Tex.	800	50000	530
WBAX	Wilkes-Barre, Pa.	1210	100	511
WBBC	Brooklyn, N. Y.	1400	500	445
WBBL	Richmond, Va.	1210	100	545
WBMM	Chicago, Ill.	770	50000	361
WBBR	Brooklyn, N. Y.	1300	1000	445
WBBZ	Ponca City, Okla.	1200	250	489
WBCM	Bay City, Mich.	1410	1000 d., 500 n.	411
WBEN	Buffalo, N. Y.	900	5000 d., 1000 n.	446
WBHP	Huntsville, Ala.	1200	1000	310
WBJG	Greensboro, N. C.	1440	5000 d., 1000 n.	467
WBLK	Clarksburg, W. Va.	1370	250	554
WBNS	Columbus, Ohio	1430	5000 d., 1000 n.	481
WBNX	New York, N. Y.	1350	1000	
			C.P. 5000 d.	451
WBNY	Buffalo, N. Y.	1370	250	446
WBOW	Terre Haute, Ind.	1310	250 d., 100 n.	
		C.P. 1200	250	376
WBRB	Red Bank, N. J.	1210	100	441
WBRC	Birmingham, Ala.	930	5000 d., 1000 n.	309
WBRE	Wilkes-Barre, Pa.	1310	250	511
WBRK	Pittsfield, Mass.	1310	250	409
WBRY	Waterbury, Conn.	1530	1000	340
WBT	Charlotte, N. C.	1080	50000	465
WBTH	Williamson, W. Va.	1370	250	555
WBTM	Danville, Va.	1370	250 d., 100 n.	541
WBZ	Boston, Mass.	990	50000	401
WBZA	Boston, Mass.	990	1000	401
WCAD	Canton, N. Y.	1220	500	447
WCAE	Pittsburgh, Pa.	1220	5000 d., 1000 n.	
			C.P. 5000	507
WCAI	Northfield, Minn.	760	5000	422
WCAM	Camden, N. J.	1280	500	439
WCAO	Baltimore, Md.	600	1000 d., 500 n.	398
WCAP	Asbury Park, N. J.	1280	500	439
WCAR	Pontiac, Mich.	C.P. 1100	1000 d.	417
WCAT	Rapid City, S. Dak.	1200	100	517
WCAU	Philadelphia, Pa.	1170	50000	503
WCAX	Burlington, Vt.	1200	250	540
WCAZ	Carthage, Ill.	1070	100	361
WCBA	Allentown, Pa.	1440	500	497
WCBD	Chicago, Ill.	1080	5000	363
WCBM	Baltimore, Md.	1370	250	398
WCBS	Springfield, Ill.	1420	250	371
WCCO	Minneapolis, Minn.	810	50000	420
WCFL	Chicago, Ill.	970	5000	363
WCHS	Charleston, W. Va.	580	5000 d., 500 n.	553
WCHV	Charlottesville, Va.	1420	250	541
WCKY	Cincinnati, Ohio	1490	50000	475
WCLE	Cleveland, Ohio	610	500	479
WCLO	Janesville, Wisc.	1200	250	556
WCLS	Joliet, Ill.	1310	100	369
WCM1	Ashland, Ky.	1310	250	387
WCNC	Elizabeth City, N. C.	1370	250	466
WCNW	Brooklyn, N. Y.	1500	250 d., 100 n.	445
WCOA	Pensacola, Florida	1340	1000 d., 500 n.	347
WCOC	Meridian, Miss.	880	1000	425
WCOL	Columbus, Ohio	1210	100	481
WCOP	Boston, Mass.	1120	500	403
WCOS	Columbia, S. C.	1370	250	514
WCOU	Lewiston, Me.	1210	250	395
WCOV	Montgomery, Ala.	1210	100	311

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
WCPO	Cincinnati, Ohio	1200	250	475
WCRW	Chicago, Ill.	1210	100	363
WCSC	Charleston, S. C.	1360	1000 d., 500 n.	513
WCSH	Portland, Maine	940	2500 d., 1000 n.	396
WDAE	Tampa, Florida	1220	5000 d., 1000 n.	
			C.P. 5000	351
WDAF	Kansas City, Mo.	610	5000	428
WDAH	El Paso, Texas	1310	250	529
WDAN	Danville, Ill.	1500	250	368
WDAS	Philadelphia, Pa.	1370	250	503
WDAY	Fargo, N. Dak.	940	5000 d., 1000 n.	471
WDBJ	Roanoke, Va.	930	5000 d., 1000 n.	546
WDBO	Orlando, Fla.	580	5000 d., 1000 n.	347
WDEL	Wilmington, Delaware	1120	1000 d., 250 n.	341
WDEV	Waterbury, Vt.	550	1000	541
WDGY	Minneapolis, Minn.	1180	5000 d., 1000 n.	421
WDMJ	Marquette, Mich.	1310	250	416
WDLF	Panama City, Fla.	C.P. 1200	250 d., 100 n.	347
WDNC	Durham, N. C.	1500	250	466
WDOD	Chattanooga, Tenn.	1280	5000 d., 1000 n.	519
WDRC	Hartford, Conn.	1330	5000 d., 1000 n.	
			C.P. 5000	339
WDSM	Superior, Wis.	1200	100	560
WDSU	New Orleans, La.	1250	1000	392
WDWS	Champaign, Ill.	1370	250	361
WDZ	Tuscola, Ill.	1020	1000	371
WEAF	New York, N. Y.	660	50000	451
WEAN	Providence, R. I.	780	5000 d., 1000 n.	512
WEAU	Eau Claire, Wis.	1050	5000 d., 1000 n.	556
WEBC	Duluth, Minn.	1290	5000 d., 1000 n.	420
WEBQ	Harrisburg, Ill.	1210	250	369
WEBR	Buffalo, N. Y.	1310	250	447
WEDC	Chicago, Ill.	1210	250	363
WEED	Rocky Mount, N. C.	1420	250	469
WEEI	Boston, Mass.	590	5000 d., 1000 n.	
			C.P. 5000	403
WEFU	Reading, Pa.	830	1000	509
WELI	New Haven, Conn.	930	500 d., 250 n.	339
WELL	Battle Creek, Mich.	1420	100	411
WEMP	Milwaukee, Wis.	1310	250	558
WENR	Chicago, Ill.	870	50000	363
WENY	Elmira, N. Y.	1200	250	448
WEOA	Evansville, Ind.	1370	250	372
WESG	Elmira, N. Y.	850	1000	448
WEST	Easton, Pa.	1200	250	497
WENX	Salem, Mass.	1200	100	409
WEVD	New York, N. Y.	1300	1000	451
WEW	St. Louis, Mo.	760	1000	430
WEXL	Royal Oak, Mich.	1310	50	417
WFAA	Dallas, Tex.	800	50000	528
WFAM	South Bend, Ind.	1200	100	376
WFAS	White Plains, N. Y.	1210	100	463
WFBC	Greenville, S. C.	1300	5000 d., 1000 n.	
			C.P. 5000	515
WFBG	Altoona, Pa.	1310	100	497
WFBM	Syracuse, N. Y.	1360	5000 d., 1000 n.	461
WFBM	Indianapolis, Ind.	1230	5000 d., 1000 n.	374
WFBZ	Baltimore, Md.	1270	5000 d., 1000 n.	398
WFDF	Flint, Mich.	1310	100	414
WFEA	Manchester, N. H.	1340	1000 d., 500 n.	438
WFIG	Sunter, S. C.	C.P. 1310	250 d., 100 n.	516
WFIL	Philadelphia, Pa.	560	1000	505
WFLA	Tampa, Fla.	620	5000 d., 1000 n.	351
WFMD	Frederick, Md.	900	500	399
WFMJ	Youngstown, Ohio	1420	100	
			C.P. 250	485
WFNC	Fayetteville, N. C.	C.P. 1340	250	466
WFOR	Hattiesburg, Miss.	1370	100	
			C.P. 250 d.	421
WFOY	St. Augustine, Fla.	1210	250	349
WFTE	Kinston, N. C.	1200	250	468
WFTL	Fort Lauderdale, Fla.	1370	250 d., 100 n.	343
WFTM	Fort Myers, Fla.	C.P. 1210	350	344

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
WFVA	Fredericksburg, Va.	1260	250	542
WGAL	Lancaster, Pa.	1500	250	501
WGAN	Portland, Me.	640	500	396
WGAR	Cleveland, Ohio	1450	5000 d., 1000 n.	479
WGAU	Athens, Ga.	1310	250	353
WGBB	Freeport, N. Y.	1210	100	448
WGBF	Evansville, Ind.	630	1000 d., 500 n.	373
WGBI	Scranton, Pa.	880	1000 d., 500 n.	510
WGBR	Goldsboro, N. C.	1370	250	466
WGCM	Gulfport, Miss.	1210	250 d., 100 n.	424
WGES	Chicago, Ill.	1360	1000 d., Sun. 500 n.	365
WGH	Newport News, Va.	1310	250	542
WGIL	Galesburg, Ill.	1500	250	369
WGKV	Charleston, W. Va.	1500	100	553
WGL	Fort Wayne, Ind.	1370	250	373
WGN	Chicago, Ill.	720	50000	365
WGNC	Gastonia, N. C.	1420	250	466
WGNV	Newburgh, N. Y.	1220	250	449
WGPC	Albany, Ga.	1420	100	353
WGR	Buffalo, N. Y.	550	5000 d., 1000 n.	447
WGRC	New Albany, Ind.	1370	250	375
WGRM	Grenada, Miss.	1210	250	424
WGST	Atlanta, Ga.	890	5000 d., 1000 n.	354
WGTC	Greenville, N. C.	C.P. 1500	250	467
WGTM	Wilson, N. C.	1310	100	
			C.P. 250	469
WGY	Schenectady, N. Y.	790	50000	460
WHA	Madison, Wis.	940	5000	557
WHAI	Greenfield, Mass.	1210	250	405
WHAL	Saginaw, Mich.	C.P. 950	500	417
WHAM	Rochester, N. Y.	1150	50000	459
WHAS	Louisville, Ky.	820	50000	391
WHAT	Philadelphia, Pa.	1310	100	503
WHAZ	Troy, N. Y.	1300	1000	462
WHB	Kansas City, Mo.	860	1000	428
WHBB	Selma, Ala.	1500	100	312
WHBC	Canton, Ohio	1200	250	475
WHBF	Rock Island, Ill.	1240	1000	370
WHBI	Newark, N. J.	1250	2500 d., 1000 n.	441
WHBL	Sheboygan, Wis.	1300	1000 d., 250 n.	560
WHBQ	Memphis, Tenn.	1370	100	520
WHBU	Anderson, Ind.	1210	250 d., 100 n.	372
WHBY	Appleton, Wis.	1200	250	555
WHDF	Calumet, Mich.	1370	250	411
WHDH	Boston, Mass.	830	1000	401
WHDL	Olean, N. Y.	1400	250	457
WHEB	Portsmouth, N. H.	740	250	438
WHEC	Rochester, N. Y.	1430	1000 d., 500 n.	460
WHFC	Cleero, Ill.	1420	250	368
WHIO	Dayton, Ohio	1260	5000 d., 1000 n.	483
WHIP	Hammond, Ind.	1480	5000	374
WHIS	Bluefield, W. Va.	1410	1000 d., 500 n.	553
WHIZ	Zanesville, Ohio	1210	100	
			C.P. 250	486
WHJB	Greensburg, Pa.	620	250	498
WHK	Cleveland, Ohio	1390	5000 d., 1000 n.	481
WHKC	Columbus, Ohio	640	500	482
WHKY	Hickory, N. C.	C.P. 1370	250	467
WHLB	Virginia, Minn.	1370	250	423
WHLD	Niagara Falls, N. Y.	C.P. 1260	1000	456
WHLS	Port Huron, Mich.	1370	250	417
WHMA	Anniston, Ala.	1420	100	
			C.P. 250	309
WHN	New York, N. Y.	1010	5000 d., 1000 n.	461
WHIO	Des Moines, Ia.	1000	50000	378
WHOM	Jersey City, N. J.	1450	250	440
WHOP	Hopkinsville, Ky.	C.P. 1200	250	389
WHP	Harrisburg, Pa.	1430	5000 d., 1000 n.	499
WHTR	Spartanburg, S. C.	C.P. 1370	250 d., 100 n.	515
WHUB	Cookeville, Tenn.	C.P. 1370	250	519
WIBA	Madison, Wis.	1280	5000 d., 1000 n.	557
WIBC	Indianapolis, Ind.	1050	1000	374
WIBG	Glenside, Pa.	970	100	498

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
WIBM	Jackson, Mich.	1370	250	415
WIBU	Poynette, Wisc.	1210	250	559
WIBW	Topeka, Kans.	580	5000 d., 1000 n.	387
WIBX	Utica, N. Y.	1200	250	463
WICA	Ashtabula, Ohio	940	250	
			C.P. 500	474
WICC	Bridgeport, Conn.	600	1000 d., 500 n.	337
WIL	St. Louis, Mo.	1200	250	430
WILL	Urbana, Ill.	580	5000	371
WILM	Wilmington, Del.	1420	100	
			C.P. 250	341
WIND	Gary, Ind.	560	5000 d., 1000 n.	373
WING	Dayton, Ohio	1380	500 d., 250 n.	483
WINN	Louisville, Ky.	C.P. 1210	250 d., 100 n.	389
WINS	New York, N. Y.	1180	1000	453
WIOD-WMBF	Miami, Fla.	610	1000	346
WIP	Philadelphia, Pa.	610	1000	
			C.P. 5000	505
WIRE	Indianapolis, Ind.	1400	5000	375
WIS	Columbia, S. C.	560	5000 d., 1000 n.	515
WISE	Asheville, N. C.	1370	250	465
WISN	Milwaukee, Wisc.	1120	1000 d., 250 n.	558
WJAC	Johnstown, Pa.	1310	250	501
WJAG	Norfolk, Nebr.	1060	1000	435
WJAR	Providence, R. I.	890	5000 d., 1000 n.	512
WJAS	Pittsburgh, Pa.	1290	5000 d., 1000 n.	507
WJAX	Jacksonville, Fla.	900	5000 d., 1000 n.	344
WJBC	Bloomington, Ill.	1200	250	361
WJBK	Detroit, Mich.	1500	250	413
WJBO	Baton Rouge, La.	1120	500	
			C.P. 1000	392
WJBW	New Orleans, La.	1200	100	393
WJBY	Gadsden, Ala.	1210	250	310
WJDX	Jackson, Miss.	1270	5000 d., 1000 n.	424
WJEF	Hagerstown, Md.	1210	100	400
WJHL	Johnson City, Tenn.	1200	250	520
WJHP	Jacksonville, Fla.	C.P. 1290	250	344
WJIM	Lansing, Mich.	1210	250	415
WJJD	Chicago, Ill.	1130	20000	367
WJLS	Beekley, W. Va.	1210	250	553
WJMC	Rice Lake, Wisc.	1210	250	559
WJMS	Ironwood, Mich.	1420	250	415
WJNO	West Palm Beach, Fla.	1200	250	351
WJPF	Herrin, Ill.	C.P. 1310	250 d., 100 n.	369
WJPR	Greenville, Miss.	1310	250	421
WJR	Detroit, Mich.	750	50000	413
WJRD	Tuscaloosa, Ala.	1200	250	312
WJSV	Washington, D. C.	1460	50000	342
WJTN	Jamestown, N. Y.	1210	250	448
WJW	Akron, Ohio	1210	250	474
WJZ	New York, N. Y.	760	50000	453
WKAQ	San Juan, Puerto Rico	1240	1000	564
WKAQ	East Lansing, Mich.	850	1000	
			C.P. 5000	414
WKAT	Miami Beach, Fla.	1500	250	345
WKBB	Dubuque, Ia.	1500	250	379
WKBB	La Crosse, Wisc.	1380	1000	557
WKBN	Youngstown, Ohio	570	1000 d., 500 n.	485
WKBO	Harrisburg, Pa.	1200	250 d., 100 n.	199
WKBV	Richmond, Ind.	1500	100	375
WKBW	Buffalo, N. Y.	1480	5000	447
WKBZ	Muskegon, Mich.	1500	250	416
WKEU	Griffin, Ga.	1500	100	355
WKIP	Poughkeepsie, N. Y.	C.P. 1420	250	457
WKNE	Keene, N. H.	1260	1000	438
WKNY	Kingston, N. Y.	C.P. 1500	100	449
WKOK	Sunbury, Pa.	1210	100	510
WKRC	Cincinnati, Ohio	550	5000 d., 1000 n.	476
WKST	New Castle, Pa.	1250	1000	501
WKY	Oklahoma City, Okla.	900	5000 d., 1000 n.	488
WKZO	Kalamazoo, Mich.	590	1000	415
WLAC	Nashville, Tenn.	1470	5000	521
WLAK	Lakeland, Fla.	1310	250	345

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
WLAP	Lexington, Ky.	1420	250 d., 100 n.	389
WLAW	Lawrence, Mass.	680	1000	407
WLB	Minneapolis, Minn.	760	5000	421
WLBC	Muncie, Ind.	1310	250	375
WLBJ	Bowling Green, Ky.	C.P. 1310	250	389
WLBL	Stevens Point, Wis.	900	5000	560
WLBZ	Bangor, Me.	620	1000 d., 500 n.	395
WLEU	Erie, Pa.	1420	250 d., 100 n.	497
WLLH	Lowell, Mass.	1370	250	407
WLNH	Laconia, N. H.	1310	250	437
WLOK	Lima, Ohio	1210	100	483
WLPM	Suffolk, Va.	C.P. 1420	250 d., 100 n.	547
WLS	Chicago, Ill.	870	50000	367
WLTH	Brooklyn, N. Y.	1400	500	453
WLVA	Lynchburg, Va.	1200	250	542
WLW	Cincinnati, Ohio	700	50000	476
WMAL	Washington, D. C.	630	500 d., 250 n.	
			C.P. 5000	342
WMAM	Marinette, Wis.	570	250	558
WMAN	Mansfield, Ohio	1370	250	483
WMAQ	Chicago, Ill.	670	50000	367
WMAS	Springfield, Mass.	1420	250	410
WMAZ	Macon, Ga.	1180	5000 d., 1000 n.	355
WMBC	Detroit, Mich.	1420	250	413
WMBD	Peoria, Ill.	1440	5000 d., 1000 n.	370
WMBF-WIOD	Miami, Fla. (See WIOD, Page 346)			
WMBG	Richmond, Va.	1350	500	
			C.P. 5000 d., 1000 n.	546
WMBH	Joplin, Mo.	1420	250	426
WMBI	Chicago, Ill.	1080	5000	368
WMBO	Auburn, N. Y.	1310	250	414
WMBR	Jacksonville, Fla.	1370	250	345
WMBS	Uniontown, Pa.	1420	250	511
WMC	Memphis, Tenn.	780	5000 d., 1000 n.	521
WMCA	New York, N. Y.	570	1000	453
WMEX	Boston, Mass.	1500	250	
		C.P. 1470	500	401
WMFD	Wilmington, N. C.	1370	100	
			C.P. 250 d.	469
WMFF	Plattsburg, N. Y.	1310	250	457
WMFG	Hibbing, Minn.	1210	250	420
WMFJ	Daytona Beach, Fla.	1420	100	
			C.P. 250	343
WMFR	High Point, N. C.	1200	250	467
WMGA	Moultrie, Ga.	1370	250	355
WMIN	St. Paul, Minn.	1370	250	423
WMJM	Cordele, Ga.	C.P. 1500	250 d., 100 n.	355
WMMN	Fairmont, W. Va.	890	5000 d., 1000 n.	554
WMOB	Mobile, Ala.	1200	100	311
WMOG	Brunswick, Ga.	C.P. 1500	250 d., 100 n.	354
WMPC	Lapeer, Mich.	1200	250	415
WMPS	Memphis, Tenn.	1430	1000 d., 500 n.	521
WMRO	Aurora, Ill.	1250	250	359
WMSD	Muscle Shoals City, Ala.	1420	100	
			C.P. 250	311
WMSL	Decatur, Ala.	1370	100	310
WMT	Cedar Rapids, Ia.	600	5000 d., 1000 n.	377
WNAC	Boston, Mass.	1230	5000 d., 1000 n.	403
WNAD	Norman, Okla.	1010	1000	487
WNAX	Yankton, S. D.	570	5000 d., 1000 n.	518
WNBC	New Britain, Conn.	1380	1000	339
WNBF	Binghamton, N. Y.	1500	250	444
WNBH	New Bedford, Mass.	1310	250 d., 100 n.	
			C.P. 250	409
WNBX	Springfield, Vt. (See WKNE, Keene, N. H.)			
WNBZ	Saranac Lake, N. Y.	1290	100	460
WNEL	San Juan, Puerto Rico	1290	2500 d., 1000 n.	564
WNEW	New York, N. Y.	1250	5000 d., 1000 n.	453
WNLC	New London, Conn.	1500	100	340
WNOE	New Orleans, La.	1420	250	393
WNOX	Knoxville, Tenn.	1010	5000 d., 1000 n.	529
WNYC	New York, N. Y.	810	1000	455
WOAI	San Antonio, Tex.	1190	50000	534

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
WOC	Davenport, Ia.	1370	250	377
WOCB	Hyannis, Mass.	C.P. 1210	250	405
WOI	Ames, Ia.	640	5000	377
WOKO	Albany, N. Y.	1430	1000 d., 500 n.	444
WOL	Washington, D. C.	1230	1000	343
WOLF	Syracuse, N. Y.	C.P. 1500	100	426
WOLS	Florence, S. C.	1200	250	515
WOMI	Owensboro, Ky.	1500	250	391
WOMT	Manitowoc, Wis.	1210	100	557
WOOD	Grand Rapids, Mich.	1270	500	414
WOPI	Bristol, Tenn.	1500	250	519
WOR	Newark, N. J.	710	50000	441
WORC	Worcester, Mass.	1280	500	410
WORK	York, Pa.	1320	1000	512
WORL	Boston, Mass.	920	500	405
WOSU	Columbus, Ohio	570	1000	482
WOV	New York, N. Y.	1130	5000	455
WOW	Omaha, Nebr.	590	5000	436
WOWO	Fort Wayne, Ind.	1160	10000	373
WPAD	Paducah, Ky.	1420	250	391
WPAR	Parkersburg, W. Va.	1420	100	554
WPAX	Thomasville, Ga.	1210	250	356
WPAY	Portsmouth, Ohio	1370	100	483
WPEN	Philadelphia, Pa.	920	1000	505
WPIC	Sharon, Pa.	780	250	510
WPID	Petersburg, Va.	1210	250 d., 100 n.	543
WPRA	Mayaguez, Puerto Rico	1370	250 d., 100 n.	
		C.P. 780	2500 d., 1000 n.	564
WPRO	Providence, R. I.	630	1000 d., 500 n.	
			C.P. 5000	513
WPRP	Ponce, Puerto Rico	1420	250	564
WPTF	Raleigh, N. C.	680	5000	468
WQAM	Miami, Fla.	560	1000	345
WQAN	Scranton, Pa.	880	1000 d., 500 n.	510
WQBC	Vicksburg, Miss.	1360	1000	425
WQDM	St. Albans, Vt.	1390	1000	540
WQXR	New York, N. Y.	1550	1000	
			C.P. 5000	456
WRAK	Williamsport, Pa.	1370	250	511
WRAL	Raleigh, N. C.	1210	250	469
WRAW	Reading, Pa.	1310	100	510
WRBL	Columbus, Ga.	1200	250	354
WRC	Washington, D. C.	950	5000 d., 1000 n.	
			C.P. 5000	343
WRDO	Augusta, Me.	1370	100	394
WRDW	Augusta, Ga.	1500	250	354
WREC	Memphis, Tenn.	600	5000 d., 1000 n.	523
WREN	Lawrence, Kans.	1220	5000 d., 1000 n.	385
WRGA	Rome, Ga.	1500	250	355
WRJN	Racine, Wis.	1370	250	550
WRNL	Richmond, Va.	880	500	
			C.P. 1000	543
WROK	Rockford, Ill.	1410	1000 d., 500 n.	370
WROL	Knoxville, Tenn.	1310	250	520
WRB	Dallas, Tex.	1280	500	528
WRTD	Richmond, Va.	1500	100	544
WRUF	Gainesville, Fla.	830	5000	344
WRVA	Richmond, Va.	1110	50000	545
WSAI	Cincinnati, Ohio	1330	5000 d., 1000 n.	
			C.P. 5000	479
WSAJ	Grove City, Pa.	1310	100	498
WSAL	Salisbury, Md.	1200	250	400
WSAM	Saginaw, Mich.	C.P. 1200	250 d., 100 n.	417
WSAN	Allentown, Pa.	1440	500	497
WSAR	Fall River, Mass.	1450	1000	405
WSAU	Wausau, Wis.	1370	250	560
WSAV	Savannah, Ga.	C.P. 1310	100	356
WSAY	Rochester, N. Y.	1210	250	459
WSAZ	Huntington, W. Va.	1190	1000	551
WSB	Atlanta, Ga.	740	50000	353
WSBC	Chicago, Ill.	1210	250	368
WSBT	South Bend, Ind.	1360	500	376