



1 WQYN
New York City



5 WBCA
Scheneectady, N. Y.



2 WFMN
Alpine, N. J.



6 WMTW
Mt. Washington, N. H.



4 WQTR
Paxton, Mass.



170 MILES

Perfect copies of her voice ...over an FM wireless network

40 MILES



3 WDRG-FM
Hartford, Conn.

CRYSTAL-CLEAR! Programs picked up out of the air and rebroadcast—again and again! With no appreciable loss of fidelity! With amazing freedom from static! Perfectly repeated “copies” of the original broadcast!

This is a practical reality. It is the definite promise of the modern FM chain-broadcasting technique for the sectional network of tomorrow. Already this FM technique is proving itself in time-tested daily use over New England's FM American network—with negligible distortion—with FM's amazing freedom from station interference—and with full coverage of the whole audio range of the human ear. . . . All this with no increase in the exceptionally low noise level of FM.

On regular FM wave-lengths, programs originating in New York's WGYN are relayed to Alpine, N. J., Hartford, Conn., the Paxton station near Worcester, Mass.; then picked up and again rebroadcast by stations at both Schenectady, N. Y., and Mt. Washington, N. H. (With the proper equipment, any station in such a network can originate a network program.)

General Electric furnished a substantial portion of the FM equipment for this chain. In fact, G.E. has furnished more than a third of all FM transmitters in America; and a large percentage of the half-million FM receivers.

That FM regional and national network broadcasting will grow rapidly is General Electric's confident prediction. For chain rebroadcasting seems the practical answer to regional FM broadcasts, and General Electric's exclusive S-T relay equipment points the way toward national FM networks. This efficient studio-to-transmitter link permits studio location for maximum convenience and transmitter location for maximum coverage . . . without wires!

A PLAN

that will secure your place in radio broadcasting post-war

General Electric offers you “The G-E Equipment-Reservation Plan”. . . a plan designed to enable you to complete your post-war plans now. It will enable you to establish a post-war priority on a broadcast transmitter and associated equipment. It will enable us to plan definitely for large-scale post-war production, thereby giving you the fastest possible post-war delivery and the savings of planned production. Investigate this plan and assure your place in radio broadcasting post-war. *Electronics Dept., General Electric, Schenectady, N. Y.*

Time in “THE WORLD TODAY” and hear the news direct from the men who see it happen, every evening except Sunday at 6:45 E.W.T. over CBS. On Sunday listen to the G-E “All Girl Orchestra” at 10 P.M. E.W.T. over NBC.

BACK THE ATTACK—BUY WAR BONDS

GENERAL  ELECTRIC

FM • TELEVISION • AM

See G.E. for all three!

TOMMY RIGGS

AND

“BETTY LOU”



Mgt.

Myron Selznick & Co.

9700 Wilshire Blvd.

Beverly Hills, Cal.

610 Fifth Ave., N. Y. C.

7 St. James, London SW1, Eng.



P R E S E N T S

THE 1944 RADIO ANNUAL



Edited by

JACK ALICOATE

Copyright, 1944, by The Radio Daily

1501 Broadway, New York 18, N. Y. Wisconsin 7-6336





THE ANSWERS TO SPOT PROBLEMS

BUY THESE ELEVEN ESSENTIAL STATIONS IN THE ELEVEN ESSENTIAL MARKETS

Advertising dollars are best spent in *essential* markets—radio efforts are best spent on *essential* stations.

Once you have the facts on these prospect-rich markets . . . the facts on how they are best covered . . . your selection of these eleven stations will become automatic.

Here's why all eleven of these stations are essential to you: (1) they broadcast to 55% of the radio homes in the U. S.; (2) they are in markets whose buying power is 34.2% higher than the country's average.

Call your nearest NBC Spot Sales Office listed below for complete data on audiences, buying habits, coverage, programs, spectacular successes, time available, costs—all the answers to your spot problems.



NBC SPOT SALES

New York, Circle 7-8300 . . . Chicago, Superior 8300 . . . San Francisco, Graystone 8700 . . .
Washington, Republic 4000 . . . Cleveland, Cherry 0942 . . . Hollywood, Hollywood 6161 . . .
Denver, Maine 6211 . . . Boston, Hancock 4261



This, the Seventh Edition of
Radio Annual is Dedicated to
the Highly Dramatic part that

R A D I O

is playing in the

MARCH TO
VICTORY

. . . since the coming of war the
tremendous technical strides of this
great industry would stagger the
imagination of the most practical
dreamer of yesterday. However this
is NO TIME for COMPLACENCY nor
the talk of anything but the WINNING
of the WAR. Complete VICTORY
first and then on to the untold possi-
bilities of radio and television that
await a more peaceful world.

Jack Olierate

PUBLISHER

TRANSAMERICAN



**Creators and Producers
Of Radio Programs**

EDITORIAL

1944

INDEX

1944



A

Acoustical Society of America.....	908
Actors and Their Works in 1943.....	731
Actors' Equity Association.....	908

ADVERTISING:

Advertising Federation of America.....	908
Advertising Research Foundation.....	909
Agencies, Addresses, Personnel, etc.....	153
Agency Expenditures by Network.....	119
American Association of Advertising Agencies, Offices, etc.....	909
Billings, Network.....	119
Expenditures, Network.....	119
Agents and Managers, Talent.....	709
Agricultural Marketing Service, Radio Sec- tion, Personnel, etc.....	909

ALABAMA:

Census and "Shifting Populations".....	235
Chief Engineers of Stations.....	968
Home Economic Directors of Stations.....	840
Motion Picture Commentators of Stations.....	845
Musical Directors of Stations.....	835
Radio Editors and Writers of News- papers.....	221
Stations, Facilities and Personnel.....	347

ALASKA:

Chief Engineers of Stations.....	974
Home Economic Directors of Stations.....	844
Musical Directors of Stations.....	839
Radio Editors.....	232
Stations, Facilities and Personnel.....	637

ALBERTA:

Chief Engineers of Stations.....	974
Home Economic Directors of Stations.....	844
Musical Directors of Stations.....	839
Radio Editors and Writers of News- papers.....	232
Stations, Facilities and Personnel.....	645

Alicoate, Jack, Introduction by.....	3
--------------------------------------	---

American Association of Advertising Agen- cies, Officers, etc.....	909
-----------------------------------------------------------------------	-----

American Bar Association (Standing Com- mittee on Communications), Officers, etc.....	909
American Communications Association.....	909

American Council on Education.....	909
------------------------------------	-----

American Federation of Musicians.....	909
---------------------------------------	-----

American Federation of Radio Artists.....	909
-------------------------------------------	-----

American Guild of Musical Artists.....	910
----------------------------------------	-----

American Marketing Association.....	910
-------------------------------------	-----

American Network, The.....	315
American Newspaper Publishers Assn.....	910
American Radio Relay League.....	910
American Standards Association's War Committee on Replacement Parts for Civilian Radio.....	911
American Society of Composers, Authors and Publishers (ASCAP); Officers, Per- sonnel, etc.....	911
Publisher Members.....	713
Statement by Deems Taylor.....	712
American Television Society, Officers, etc.....	911
Announcers and Their Work During 1943..	789
Applications, FCC Regulations Regarding Broadcasting.....	198
Argentina, Stations of.....	1010

ARIZONA:

Census and "Shifting Populations".....	236
Chief Engineers of Stations.....	968
Home Economic Directors of Stations.....	840
Motion Picture Commentators of Stations.....	845
Musical Directors of Stations.....	835
Radio Editors and Writers of News- papers.....	221
Stations, Facilities and Personnel.....	350
Arizona Broadcasting Co., Personnel, etc.....	315
Arizona Network, Personnel, etc.....	315

ARKANSAS:

Census and "Shifting Populations".....	236
Chief Engineers of Stations.....	968
Home Economic Directors of Stations.....	840
Motion Picture Commentators of Stations.....	845
Musical Directors of Stations.....	835
Radio Editors and Writers of News- papers.....	221
Stations, Facilities and Personnel.....	353

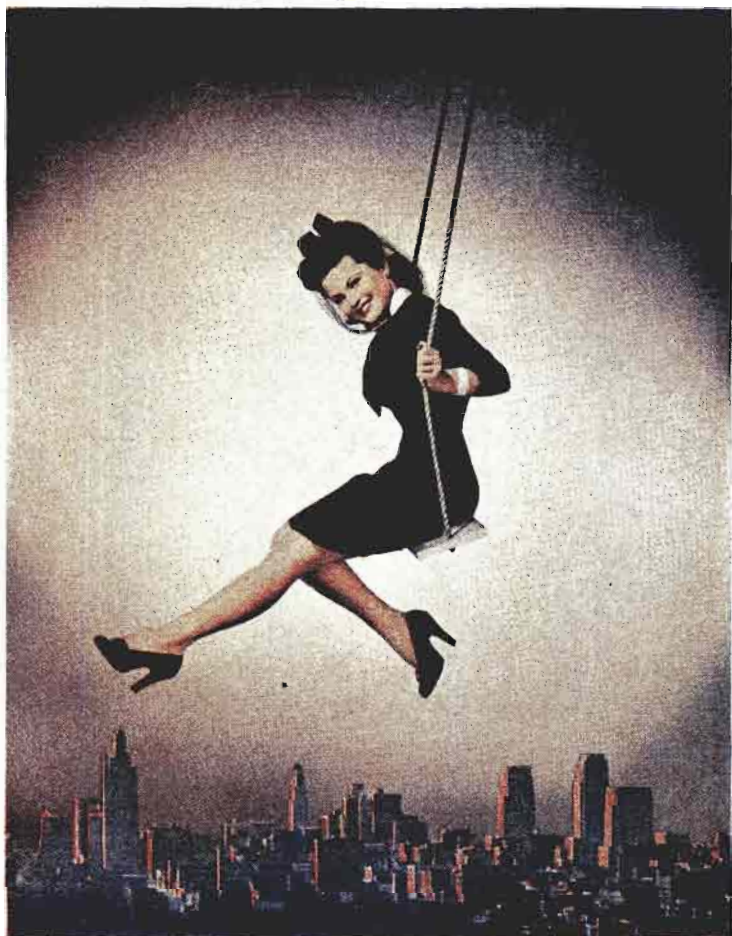
ARMY:

Article by Lieut. Colonel Thomas A. H. Lewis.....	109
Arrowhead Network, Personnel, etc.....	315

ARTICLES:

Agriculture by Wallace L. Kadderly.....	59
AMP by C. M. Finney.....	716
Ascapy Article by Deems Taylor.....	712
Blue Network Co. by Mark Woods.....	291
Broadcast Music, Inc. (BMI) by M. E. Tompkins.....	718
Business Side of Radio by M. H. Shapiro	117

In Kansas City



the Swing is to WHB

DON DAVIS, President
National Advertising Rep.
JOHN T. SCHILLING
Vice-President & Gen. Mgr.
KANSAS CITY
 Scarritt Bldg., Harrison 1161
NEW YORK
 507 - 5th Ave., VAn. 6-2550
HOLLYWOOD
 5855 Hollywood Blvd.
 Hollywood 6211
CHICAGO
 333 North Michigan
 CENTral 7980

MONTHS: NOVEMBER-DECEMBER, 1943 — KANSAS CITY						
HOOPER STATION LISTENING INDEX						
TOTAL COINCIDENTAL CALLS — THIS PERIOD 14,415						
MORNING INDEX	Station A	Station B	Station C	Station D	WHB	Station E
MONDAY THRU FRI. 8-12 A.M.	7.7	10.0	27.9	17.4	30.5	5.1
AFTERNOON INDEX	Station A	Station B	Station C	Station D	WHB	Station E
MONDAY THRU FRI. 12-6 P.M.	11.1	8.4	20.8	30.6	25.1	3.2

EDITORIAL INDEX

Canada by Glenn Bannerman	67
Columbia Broadcasting System by Paul W. Kesten	297
Coordinator of Inter-American Affairs (CIAA) by J. W. G. Ogilvie	61
Educational Radio by Maj. Harold W. Kent	53
Electronics, article by Dr. W. R. G. Baker	963
Equipment in War and Peace, by J. P. Taylor	959
Federal Communications Commission, by James Lawrence Fly	33
FM Status, by M. H. Shapiro	953
Market, 1944 Radio by Frank Burke	234
Market Statistics by Wm. P. Noble	63
Musical Opportunities, Article by Paul Whiteman	89
Mutual Broadcasting System by Miller McClintock	303
National Broadcasting Co. by Niles Trammell	307
Navy Article by J. Harrison Hartley	47
Office of Censorship by J. Harold Ryan	65
Office of Censorship Code	865
Office of War Information by Robt. E. Sherwood	51
Radio Stations at War, by M. H. Shapiro	37
Radio Corporation of America by David Sarnoff	45
Radio's Vital Role by Frank Burke	35
Radio in War and Peace by James L. Fly	33
Sesac by Paul Heinecke	724
Shortwave by Bernard Estes	97
Television, by Gilbert Seldes	69
Television, by Ben Kaufman	929
Television, Problems of, by Paul Raibourn	935
Treasury Department, War Finance Div., by Thomas Lane	57
Artists and Their Work During 1943	731
Associated Actors and Artists of America	911
Associated Broadcasting Corp.	315
Associated Music Publishers:	
Officers, Personnel, etc.	716
Publisher Members	716
Article by C. M. Finney	716
Associated Press	145
Association for Education by Radio	912
Association of Canadian Advertisers	912
Association of National Advertisers	912
Association of Radio News Analysts	912
Association of Radio Transcription Producers of Hollywood, Officers, etc.	912
Associations, Personnel	908
Atlantic Coast Network, Personnel, etc.	315
Australian Broadcasting Commission	912
Authors' Guild, Officers, etc.	913
Authors' League, Officers, etc.	913

B

Baker, W. R. G., Article by	963
Bannerman, Glenn, Article on Canada	67
Behind the Mike (Artists and Their Work)	729

Billings:	
Agency Gross by Network	119
Sponsor	119

BLUE NETWORK CO.:

Affiliates, Alphabetically Listed by City	340
Commercial Programs in 1943	871
Gross Billings by Agencies for 1943	119
Network Map	292, 293
Personnel	294
Sponsor Expenditures, 1943	119
Stations, Owned & Managed by	295
Woods, Mark, Article by	291
BMI, Canada, Ltd., Officers, etc.	913
Board of Communications, Personnel, etc. (see War Communications Board)	41, 913
Bolivia, Stations of	1012
Brazil, Stations of	1013

BRITISH COLUMBIA:

Chief Engineers of Stations	974
Home Economic Directors of Stations	844
Musical Directors of Stations	839
Radio Editors and Writers of Newspapers	232
Stations, Facilities and Personnel	646
British Guiana, Stations of	1024
British Honduras, Stations of	1024
Broadcast Music, Inc. (BMI):	

Officers and Personnel	913
Publisher Members	719
Statement by Merritt E. Tompkins	718

Business Side of Radio:

Advertising Agencies	153
Agency and Sponsor Expenditures	119
American Assn. of Advertising Agencies	909
Business Side of Radio, M. H. Shapiro	117
Census Data	233
Federal Communications Commission	193
Federal Trade Commission	915
Network Billings	119
News Services	145
Publications	207
Research Firms	147
"Shifting Populations" Data	233
Station Reps.	127
Burke, Frank, Article by	35, 234

C

Calendar of Holidays and Leading Events	859
-----------------------------------------	-----

CALIFORNIA:

Census and "Shifting Populations"	237
Chief Engineers of Stations	968
Home Economic Directors of Stations	840
Motion Picture Commentators of Stations	845
Musical Directors of Stations	835
Radio Editors and Writers	221
Stations, Facilities and Personnel	357

CANADA:

Article by Glenn Bannerman	67
Canadian Broadcasting Corp.	642
Chief Engineers of Stations	974
Home Economic Directors of Stations	844

PA

laid an egg...



GOLDEN

and hatched it too!

But news innovations for radio are a habit with us.

We created more than just a stir when we produced the first regular 24-hour radio news wire . . . now complete with news summaries every hour . . . real radio features in script form . . . and a dozen other departures that have simplified the handling of news and have made AP news tops for radio.

Then we produced our golden egg.

It was an idea embodying SERVICE . . . Service to Affiliated Stations . . . service that begins where the news wire leaves off.

Well, we pampered it and coaxed it and finally it cracked open. Since then Service to Affiliated Stations has been tumbling out.

The latest is a series of 19 individual "presentations" to assist our stations in the sale of AP Telescript features . . . selling aids that help stations. Still other services will be inaugurated during 1944 because Service to Affiliated Stations now is a definite part of our year-round job.



and that's our golden egg... Hatched!

PA **THE PACEMAKER**

Press Association, Inc.

Radio Subsidiary of the Associated Press

EDITORIAL INDEX

Musical Directors of Stations.....	839	Musical Directors of Stations.....	835
Networks, National and Regional.....	642	Radio Editors and Writers of News-	
Organizations of	908	papers	223
Radio Editors and Writers of News-		Stations, Facilities and Personnel.....	381
papers	232	Connecticut State Network, Personnel, etc.	317
Stations, Alphabetically Listed by Call		Coordinator of Inter-American Affairs:	
Letter, etc.	643	Article by J. W. G. Ogilvie	61
Stations by Province with Detailed Infor-		Costa Rica, Stations of.....	1022
mation	645	The Cowles Group, Officers, etc.	317
Station Representatives in Canada.....	127	Cuba, Stations of	1003
Canadian Association of Broadcasters... 914			
Canadian Performing Rights Society, Ltd. 914		D	
Catholic Actors Guild of America..... 914		Daniel Boone Regional Network, Person-	
Catholic Writers Guild of America..... 914		nel, etc.	317
Censorship:		DELAWARE:	
Article by J. Harold Ryan.....	65	Census and "Shifting Populations".....	240
Code	865	Chief Engineers of Stations.....	969
Census and Population Statistics:		Home Economic Directors of Stations... 840	
Census Data by States and Counties... 233		Stations, Facilities and Personnel.....	288
Burke, Frank, article on "Shifting Popu-		DISTRICT OF COLUMBIA:	
lations"	234	Census and "Shifting Populations".....	240
Noble, Wm. P., article on Market Data... 63		Chief Engineers of Stations.....	969
Central & South America, Stations of.... 1010		Home Economic Directors of Stations... 841	
Chief Engineers of Stations.....	968	Motion Picture Commentators of Stations 845	
Chile, Stations of.....	1015	Musical Directors of Stations.....	836
Clear Channel Broadcasting Service..... 914		Radio Editors and Writers.....	223
Codes:		Stations, Facilities and Personnel.....	387
Censorship	865	Dominican Republic, Stations of.....	1023
NAB	904	Don Lee Broadcasting System, Officers, etc. 317	
Colombia, Stations of.....	1016	Dramatic Artists and Their Work, 1943... 731	
COLORADO:		Dramatists' Guild, Officers, etc.	914
Census and "Shifting Populations"..... 238			
Chief Engineers of Stations.....	969	E	
Home Economic Directors of Stations... 840		Ecuador, Stations of.....	1018
Motion Picture Commentators of Stations 845		Editors and Writers, Radio, of News-	
Musical Directors of Stations.....	835	papers	221
Radio Editors and Writers of News-		EDUCATION:	
papers	223	National Association of Educational	
Stations, Facilities and Personnel.....	377	Broadcasters	918, 925
COLUMBIA BROADCASTING SYSTEM:		Educational Broadcast Stations, FCC	
Affiliates, Alphabetically Listed by City 340		Regulations for Non-Commercial....	928
Commercial Programs in 1943.....	871	Educational Radio, by Maj. H. W. Kent... 53	
Gross Billings by Agencies for 1943... 119		Non-Commercial Educational Stations... 928	
Network Map	298, 299	Electronics, Article by W. R. G. Baker... 983	
Kesten, Paul W., Article by.....	297	El Salvador, Stations of.....	1023
Pan American Network, Stations, Per-		Employment Data Summary	860
sonnel, etc.	996	Engineers, Chief, of Stations.....	969
Personnel	300	Equipment, Article by J. P. Taylor.....	958
Sponsor Expenditures in 1943.....	119	Equipment Firms, Officers, Addresses, etc. 975	
Stations, Owned by.....	302	Estes, Bernard, Article on Shortwave Radio 87	
Commentators:		Expenditures:	
Motion Picture, of Stations.....	845	Advertising Agency, on Networks.....	118
News, and Their Work in 1943.....	779	Network, by Sponsors	119
Sports, and Their Work in 1943.....	815		
Commercial Programs of Networks in 1943 871		F	
Committee on Consumer Relations in Ad-		Facsimile:	
vertising	914	Regulations, FCC	950
CONNECTICUT:		FM, Status, Article by M. H. Shapiro..... 953	
Census and "Shifting Populations"..... 239		Fan (Radio) Publications.....	207
Chief Engineers of Stations.....	969	Federal Communication Bar Assn.....	915
Home Economic Directors of Stations... 840		FEDERAL COMMUNICATIONS	
Motion Picture Commentators of Stations 845		COMMISSION:	
		Application Regulations	196



Martin Block

10th Year On The Air

“MAKE BELIEVE BALLROOM” WNEW

Soon Available on Transcription

This famous program will help build real listener interest. For sale only to one station in each area. For details, write

MARTIN BLOCK

501 Madison Ave.

New York, N. Y.

EDITORIAL INDEX

Chain Broadcasting Regulations.....	203
Developmental Stations, Regulations (See 1943 Radio Annual).....	952
Employment Data Summary.....	860
Facsimile Station Regulations.....	950
Fly, James L., Statement by.....	33
Growth Chart of Stations, 1941-1943.....	205
High Frequency (FM) Stations.....	955
International Stations.....	994
National Defense Regulations.....	204
Non-Commercial Educational Stations and Regulations.....	926
Personnel.....	194
Production (Operation) Regulations (See 1943 Radio Annual).....	892
ST Stations and Regulations (See 1943 Radio Annual).....	954
Station Listing (See Stations)	
Television Stations and Regulations 938.....	941
Federal Council of Churches of Christ in America, Department of National Religious Radio.....	915
Federal Radio Education Committee.....	915
Federal Trade Commission.....	915
Finney, C. M., AMP Article.....	716
First Advertising Agency Group.....	915
FLORIDA:	
Census and "Shifting Populations".....	240
Chief Engineers of Stations.....	969
Home Economic Directors of Stations.....	841
Motion Picture Commentators of Stations.....	845
Musical Directors of Stations.....	836
Radio Editors and Writers of Newspapers.....	223
Stations, Facilities and Personnel.....	389
FM Broadcasters, Inc. (FMBI).....	915, 952
Foreign Language Radio Wartime Control.....	915
FOREIGN:	
Censorship Code on Foreign-Language Programs.....	870
International Section.....	993
Networks (Latin-American).....	996
Stations (Latin-American).....	993
FREQUENCY MODULATION:	
FM Broadcasters, Inc., Officers.....	915, 952
FM Status of, Article by M. H. Shapiro.....	953
Stations.....	955

G

GEORGIA:

Census and "Shifting Populations".....	241
Chief Engineers of Stations.....	969
Home Economic Directors of Stations.....	841
Motion Picture Commentators of Stations.....	845
Musical Directors of Stations.....	836
Radio Editors and Writers of Newspapers.....	223
Stations, Facilities and Personnel.....	397
Georgia Broadcasting System.....	317
Georgia Major Market Trio, Officers, etc.....	318
Guatemala, Stations of.....	1023
Guilds.....	897

Hartley, J. Harrison, Article.....	47
Haiti, Stations of.....	1024
HAWAII:	
Chief Engineers of Stations.....	974
Home Economic Directors of Stations.....	844
Radio Editors and Writers of Newspapers.....	232
Stations, Facilities and Personnel.....	638
Heinecke, Paul, Statement on SESAC.....	724
Hollywood Radio Producers Club.....	916
Hollywood Victory Committee for Stage, Screen and Radio.....	916
Home Economic Directors of Stations.....	840
Honduras, Stations of.....	1024

I

IDAHO:

Census and "Shifting Populations".....	243
Chief Engineers of Stations.....	969
Home Economic Directors of Stations.....	841
Musical Directors of Stations.....	836
Radio Editors and Writers of Newspapers.....	225
Stations, Facilities and Personnel.....	404

ILLINOIS:

Census and "Shifting Populations".....	244
Chief Engineers of Stations.....	969
Home Economic Directors of Stations.....	841
Motion Picture Commentators of Stations.....	845
Musical Directors of Stations.....	836
Radio Editors and Writers of Newspapers.....	225
Stations, Facilities and Personnel.....	407

INDIANA:

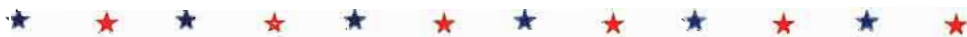
Census and "Shifting Populations".....	246
Chief Engineers of Stations.....	969
Home Economic Directors of Stations.....	841
Motion Picture Commentators of Stations.....	845
Musical Directors of Stations.....	836
Radio Editors and Writers of Newspapers.....	225
Stations, Facilities and Personnel.....	421
Institute for Education by Radio.....	916
Institute of Radio Engineers, Officers, etc.....	916
Intercollegiate Broadcasting System.....	916
Interdepartmental Radio Advisory Comm.....	916
Intermountain Network, Officers, etc.....	318
International Broadcast Stations, U. S.....	994
International Brotherhood of Electrical Workers.....	917
International News Service, Officers, etc.....	145
International Operations, OWI.....	71
International Sections.....	993
International Shortwave, Article by Bernard Estes.....	97
International Short Wave Club.....	917
Introduction by Jack Allicote.....	3

IOWA:

Census and "Shifting Populations".....	247
Chief Engineers of Stations.....	969
Home Economic Directors of Stations.....	841
Motion Picture Commentators of Stations.....	845



Kate Smith



EDITORIAL INDEX

Musical Directors of Stations.....	836	Stations, Facilities and Personnel.....	649
Radio Editors and Writers of News- papers	225	Market Research Council, Officers, etc....	917
Stations, Facilities and Personnel.....	427	MARKET STATISTICS (U. S. Census):	
K			
Kadderly, Wallace J., Article.....	59	By States and Counties.....	233
KANSAS:		Burke, Frank, Article.....	234
Census and "Shifting Populations".....	249	"Shifting Populations"	233
Chief Engineers of Stations.....	970	1944 Market, Article by Wm. P. Noble..	63
Home Economic Directors of Stations...	841	MARYLAND:	
Motion Picture Commentators of Stations	846	Census and "Shifting Populations".....	254
Musical Directors of Stations.....	836	Chief Engineers of Stations.....	970
Stations, Facilities and Personnel.....	433	Home Economic Directors of Stations....	841
Kansas State Network, Officers, etc....	318	Motion Picture Commentators of Stations	846
Kaufman, Ben, Television Article.....	929	Musical Directors of Stations.....	836
KENTUCKY:		Radio Editors and Writers of News- papers	227
Census and "Shifting Populations".....	251	Stations, Facilities and Personnel.....	451
Chief Engineers of Stations.....	970	Maryland All-Home Network.....	318
Home Economic Directors of Stations...	841	Mason-Dixon Radio Group, Officers, etc...	318
Motion Picture Commentators of Stations	846	MASSACHUSETTS:	
Musical Directors of Stations.....	836	Census and "Shifting Populations".....	254
Radio Editors and Writers of News- papers	225	Chief Engineers of Stations.....	970
Stations, Facilities and Personnel.....	441	Home Economic Directors of Stations...	842
Keystone Broadcasting System:		Motion Picture Commentators of Stations	846
Personnel	314	Musical Directors of Stations.....	837
Kent, Harold W., Article by.....	53	Radio Editors and Writers.....	227
Kesten, Paul W., Article by.....	297	Stations, Facilities and Personnel.....	455
L			
Lambs, The Officers, etc.....	917	McClintock, Miller, Article by.....	303
Lane, Thomas H., Article on War Bonds...	57	Mexico, Stations of.....	1005
Latin-American Networks	996	MICHIGAN:	
Lewis, Lt. Col. Thomas A. H., Article on Army	109	Census and "Shifting Populations"....	255
Libraries, Script and Transcription.....	708	Chief Engineers of Stations.....	970
Lone Star Chain, Officers, etc.....	318	Home Economic Directors of Stations....	842
LOUISIANA:		Motion Picture Commentators of Stations	846
Census and "Shifting Populations".....	252	Musical Directors of Stations.....	837
Chief Engineers of Stations.....	970	Radio Editors and Writers of News- papers	227
Home Economic Directors of Stations...	841	Stations, Facilities and Personnel.....	463
Motion Picture Commentators of Stations	846	Michigan Radio Network, Officers, etc....	318
Musical Directors of Stations.....	836	MINNESOTA:	
Radio Editors and Writers of News- papers	225	Census and "Shifting Populations"....	256
Stations, Facilities and Personnel.....	443	Chief Engineers of Stations.....	970
M			
Magazines, Radio	207	Home Economic Directors of Stations...	842
MAINE:		Motion Picture Commentators of Stations	846
Census and "Shifting Populations".....	253	Musical Directors of Stations.....	837
Chief Engineers of Stations.....	970	Radio Editors and Writers of News- papers	227
Home Economic Directors of Stations...	841	Stations, Facilities and Personnel.....	477
Motion Picture Commentators.....	846	MISSISSIPPI:	
Musical Directors of Stations.....	836	Census and "Shifting Populations"....	258
Radio Editors and Writers of News- papers	227	Chief Engineers of Stations.....	970
Stations, Facilities and Personnel.....	447	Home Economic Directors of Stations...	842
Managers and Agents, Talent.....	709	Motion Picture Commentators of Stations	846
MANITOBA:		Musical Directors of Stations.....	837
Chief Engineers of Stations.....	974	Radio Editors and Writers of News- papers	227
Musical Directors of Stations.....	839	Stations, Facilities and Personnel.....	477
MISSOURI:			
Census and "Shifting Populations"....			
259			
Chief Engineers of Stations.....			
971			
Home Economic Directors of Stations...			
842			
Motion Picture Commentators of Stations			
846			
Musical Directors of Stations.....			
837			

366 days in 1944!

An *extra* day during which the Best Music in America will be available for every program on 874 commercial radio stations in the United States.

366 days in 1944!

An *extra* day for the SESAC Station Relations Staff to call on 874 stations and assist broadcasting executives with their program needs, operational problems and Treasury war bond promotion.

366 days in 1944!

An *extra* day for advertising agencies and transcription companies to use America's finest music at a flat 2c recording fee without *extra* costs or "clearance" headaches, through the SESAC Program Service Department.

366 days in 1944!

An *extra* day in which SESAC music will continue to be performed without restriction on more stations in the United States than any other music.

366 days in 1944!

An *extra* day to buy an *extra* War Bond.



S E S A C

475 Fifth Ave.

New York, 17, N. Y.

EDITORIAL INDEX

Radio Editors and Writers of Newspapers	227
Stations, Facilities and Personnel	481

MONTANA:

Census and "Shifting Populations"	261
Chief Engineers of Stations	971
Home Economic Directors of Stations	842
Motion Picture Commentators of Stations	846
Musical Directors of Stations	837
Radio Editors and Writers of Newspapers	228
Stations, Facilities and Personnel	486
Motion Picture Commentators of Stations	845
Mountain & Plain Network, Officers, etc.	318
Music Publishers, A Listing	850
Music Publishers' Protective Association	917
Musical Conductors and Their Work	771
Musical Directors of Stations	835

MUTUAL BROADCASTING SYSTEM:

Affiliates, Alphabetically Listed by City	340
Commercial Programs of 1943	871
Gross Billings by Agencies for 1943	119
McClintock, Miller, Article by	303
Network Map	304, 305
Personnel	306
Sponsor Expenditures, 1943	119

N

NATIONAL ASSOCIATION OF BROADCASTERS:

Broadcast Music, Inc.	718
Code	904
National Assn. of Broadcast Engineers	917
Personnel, Directors and Committee	898, 917
Resolution	907
Statement by J. Harold Ryan	65
War Effort Broadcasts by U. S. Stations	43
National Association of Educational Broadcasters	918, 925
National Assn. of Performing Artists	918
National Better Business Bureau	918

NATIONAL BROADCASTING CO.:

Affiliates, Alphabetically Listed by City	340
Commercial Programs of 1943	871
Network Map	308, 309
Pan American Network, Stations, Personnel	999
Personnel	311
Stations Owned and Operated by	313
Trammell, Niles, Article by	307
National Independent Broadcasters	918
National Industrial Advertisers Assn.	918
National Variety Artists	919
Navy Department:	
Article by J. Harrison Hartley	47

NEBRASKA:

Census and "Shifting Populations"	261
Chief Engineers of Stations	971
Home Economic Directors of Stations	842
Motion Picture Commentators of Stations	846
Musical Directors of Stations	837
Radio Editors and Writers of Newspapers	228

Stations, Facilities and Personnel	488
Nebraska Broadcasters Association	919
Network Affiliates, Inc., Officers, etc.	919

NETWORKS:

Advertising Agency Gross Billings	119
Affiliated Stations, Listed by City	340
Blue Network Co.	294
Canadian Broadcasting Corp.	642
Columbia Broadcasting System	300
Employment Data Summary	860
Expenditures by Agencies and Sponsors	119
Keystone Broadcasting System	314
Mutual Broadcasting System	306
National Networks	289
National Broadcasting Co.	311
Pan American	996
Programs, Commercial, of	871
Regional Networks	315
Regulations, Chain FCC, for	203
Sponsors Network Expenditures	119

NEVADA:

Census and "Shifting Populations"	263
Chief Engineers of Stations	971
Motion Picture Commentators of Stations	846
Radio Editors and Writers of Newspapers	228
Stations, Facilities and Personnel	493

NEW BRUNSWICK:

Chief Engineers of Stations	974
Home Economic Directors of Stations	844
Musical Directors of Stations	839
Radio Editors and Writers of Newspapers	232
Stations, Facilities and Personnel	650

New England Regional Network, Personnel, etc.

	319
--	-----

NEW HAMPSHIRE:

Census and "Shifting Populations"	263
Chief Engineers of Stations	971
Home Economic Directors of Stations	842
Motion Picture Commentators of Stations	846
Musical Directors of Stations	837
Radio Editors and Writers of Newspapers	228
Stations, Facilities and Personnel	493

NEW JERSEY:

Census and "Shifting Populations"	264
Chief Engineers of Stations	971
Home Economic Directors of Stations	842
Motion Picture Commentators of Stations	846
Musical Directors of Stations	837
Radio Editors and Writers of Newspapers	228
Stations, Facilities and Personnel	497
New Jersey Broadcasters Association	920

NEW MEXICO:

Census and "Shifting Populations"	264
Chief Engineers of Stations	971
Home Economic Directors of Stations	842
Motion Picture Commentators of Stations	846
Musical Directors of Stations	837
Radio Editors and Writers of Newspapers	228
Stations, Facilities and Personnel	501



And again
in 1944
Radio's Spotlight
will be on

The Blue Network

★ IT'S EASY TO DO BUSINESS WITH THE BLUE ★



Thanks!

- TO ●● the nation's radio editors and columnists who voted me America's third most popular news reporter.
- TO ●● my sponsors: RKO Pictures . . Planters Nut & Chocolate . . Grove Laboratories . . Maltex Cereal . . Old Dutch Coffee . . Bond Stores.
- TO ●● Universal Pictures for whom I appeared in "We've Never Been Licked."
- TO ●● Fox Movietone News.
- TO ●● the National Broadcasting Company.

Fifteen news broadcasts weekly.
NBC, 6:00 p.m. and 11:00 p.m.,
E.W.T.

Master of Ceremonies, THE ARMY
HOUR, voted the foremost govern-
ment war program.

My Sincerest Appreciation,

George F. Putnam

EDITORIAL INDEX

NEW YORK:

Census and "Shifting Populations".....	265
Chief Engineers of Stations.....	971
Home Economic Directors of Stations....	842
Motion Picture Commentators of Stations	846
Musical Directors of Stations.....	837
Radio Editors and Writers of News- papers	228
Stations, Facilities and Personnel.....	503
News Broadcasts and Commentaries, Code of Wartime Practices.....	865
News Events of 1943, Ten Outstanding....	39
News Programs, Recommendations of NAB for Handling	905
News Services	145
Newspaper Radio Committee, Officers, etc.	920
Nicaragua, Stations of.....	1024
Noble, Wm. P., Article on Market Data....	63

NORTH CAROLINA:

Census and "Shifting Populations".....	266
Chief Engineers of Stations.....	971
Home Economic Directors of Stations....	843
Motion Picture Commentators of Stations	846
Musical Directors of Stations.....	837
Radio Editors and Writers of News- papers	229
Stations, Facilities and Personnel.....	531
North Carolina Association of Broadcasters	920
North Central Broadcasting System.....	319

NORTH DAKOTA:

Census and "Shifting Populations".....	268
Chief Engineers of Stations.....	972
Home Economic Directors of Stations....	843
Motion Picture Commentators of Stations	846
Musical Directors of Stations.....	838
Radio Editors and Writers of News- papers	229
Stations, Facilities and Personnel.....	539
Northern Broadcasting & Publishing, Ltd..	319
Northern California Broadcasters Assn....	920

NOVA SCOTIA:

Chief Engineers of Stations.....	974
Home Economic Directors of Stations....	844
Musical Directors of Stations.....	839
Radio Editors and Writers of News- papers	232
Stations, Facilities and Personnel.....	651



Office of Censorship:	
Article by J. Harold Ryan.....	65
Code of Wartime Practices.....	865
Office of War Information, Domestic Radio Bureau:	
Article by Robt. E. Sherwood.....	51
International Operations, A Round Up..	71
Summary, Time & Talent Contributed....	43
Ogilvie, J. W. G., Article on CIAA.....	61

OHIO:

Census and "Shifting Populations".....	268
Chief Engineers of Stations.....	972
Home Economic Directors of Stations....	843
Motion Picture Commentators of Stations	846
Musical Directors of Stations.....	838

Radio Editors and Writers of News- papers	229
Stations, Facilities and Personnel.....	542
Ohio Association of Broadcasters.....	920

OKLAHOMA:

Census and "Shifting Population".....	270
Chief Engineers of Stations.....	972
Home Economic Directors of Stations....	843
Motion Picture Commentators of Stations	847
Musical Directors of Stations.....	838
Radio Editors and Writers of News- papers	229
Stations, Facilities and Personnel.....	555
Oklahoma Metropolitan Line, Officers, etc.	319
Oklahoma Network, Officers, etc.....	320

ONTARIO:

Chief Engineers of Stations.....	974
Home Economic Directors of Stations....	844
Musical Directors of Stations.....	839
Radio Editors and Writers of News- papers	232
Stations, Facilities and Personnel.....	652
Orchestra Leaders and Their Work, 1943..	771

OREGON:

Census and "Shifting Populations".....	271
Chief Engineers of Stations.....	972
Home Economic Directors of Stations....	843
Motion Picture Commentators of Stations	847
Musical Directors of Stations.....	838
Radio Editors and Writers of News- papers	229
Stations, Facilities and Personnel.....	559
Oregon State Broadcasters Association....	920
Organizations	908

P

Pacific Advertising Association.....	920
Pacific Broadcasting Co., Officers, etc....	320
Panama, Stations of.....	1024
Paraguay, Stations of.....	1019

PENNSYLVANIA:

Census and "Shifting Populations".....	272
Chief Engineers of Stations.....	972
Home Economic Directors of Stations....	843
Motion Picture Commentators of Stations	847
Musical Directors of Stations.....	838
Radio Editors and Writers of News- papers	230
Stations, Facilities and Personnel.....	565
Pennsylvania Broadcasters' Association....	921
Pennsylvania Network, Officers, etc.....	320
Peru, Stations of.....	1019
Poll, RADIO DAILY'S Seventh Annual....	91

POPULATION STATISTICS (U. S. Census):

By States and Counties.....	233
Burke, Frank, Article by.....	234
Noble, Wm. P., Article by.....	63
"Shifting Populations".....	233
Press Association, Inc., Officers, etc.....	145

PRINCE EDWARD ISLAND:

Chief Engineers of Stations.....	974
Home Economic Directors of Stations....	844
Musical Directors of Stations.....	839

NEWS... in a New Dimension



NEWs, like music, will always be a mainstay of American broadcasting.

The spot news programs and intelligent commentators are established firmly. But news techniques are not static . . . and never have been. Today, more than ever, there is an unmistakable need for *originality* in the treatment of news . . . for creative, stimulating presentations of the inherent drama in the news.

This is Transradio's objective for 1944.

During the present year Transradio will constantly be developing news programs along lines hitherto untried. The new approach to news will dominate our thinking . . . because these original techniques are inevitable. Listeners want them. Advertisers want them.

News in a new dimension.

It will be created this year, in the form of several outstanding radio presentations, by Transradio. If you are looking for an original news program idea, let us tell you what we are doing.



TRANSRADIO PRESS SERVICE, Inc.

521 FIFTH AVENUE

NEW YORK 17, N. Y.

EDITORIAL INDEX

Stations, Facilities and Personnel.....	660
Program Producers, Listing.....	669
PRODUCTION:	
Agents and Managers, Talent.....	709
Artists and Their Work During 1943.....	731
Announcers, Their Work During 1943....	789
Associated Music Publishers, Article and Publisher Members.....	716
BMI, Article and Publisher Members.....	718
Censorship Code.....	865
FCC Regulations Regarding Production: (Operation) of Broadcast Stations (See 1943 Radio Annual).....	892
Home Economic Directors of Stations....	840
Libraries, Script and Transcription.....	708
Managers and Agents, Talent.....	709
Motion Picture Commentators of Stations	845
Musical Conductors and Their Work....	771
Music Directors of Stations.....	835
Music Publishers, A Nation-Wide Listing	850
News Commentators and Their Work....	779
Orchestra Leaders and Their Work....	771
Producers and Directors and Their Work.....	828, 848
Program Producers.....	669
Programs of 1943, Network Commercial	871
Recording Companies.....	695
Script Libraries.....	708
SESAC Article and Publisher Members..	724
Showman's Calendar.....	859
Sports Commentators and Their Work...	815
Transcription Companies.....	695
Transcription Libraries.....	708
Vocal Artists and Their Work, 1943....	761
War Effort Broadcasts (OWI-Tabulated). Writers, Radio.....	43 821
Professional Music Men, Inc., Officers, etc.	921
Programs of 1943.....	871
Program Producers, Listing.....	828
Publications, Radio.....	207
Publishers, Music, Listing.....	850
PUERTO RICO:	
Chief Engineers of Stations.....	974
Musical Directors of Stations.....	839
Stations, Facilities and Personnel.....	638
<hr/> Q <hr/>	
Quaker Network, Officers, Stations, Etc...	320
QUEBEC:	
Chief Engineers of Stations.....	974
Home Economic Directors of Stations..	844
Musical Directors of Stations.....	839
Radio Editors and Writers of News- papers.....	232
Stations, Facilities and Personnel.....	660
<hr/> R <hr/>	
Radio Club of America.....	921
Radio Correspondents' Association.....	921
Radio Council-Chicago Public Schools...	921
RADIO DAILY:	
Seventh Annual Poll of Radio Editors and Critics.....	91
Television Highlights—1943.....	931
Radio Directors' Guild.....	921
Radio Directors' Guild—Programs.....	848
Radio Executives Club of New York.....	922
Radio Goes to War, OWI Summary.....	43
Radio Manufacturers' Association: Officers, Personnel, etc.....	922, 965
Radio Manufacturers' Assn. of Canada...	922
Radio News Association, Officers, etc....	145
Radio Programmas de Mexico.....	320
Radio Television Roundup.....	931
Radio Script & Transcription Exchange FREC.....	922
Radio In War & Peace, Statement by James L. Fly.....	33
Radio Technical Planning Board.....	922, 967
Radio Writers' Guild of the Authors' League of America.....	923
Raibourn, Paul, Article on Television....	935
RCA:	
Article by David Sarnoff.....	45
Recording Companies.....	695
Regional Networks.....	315
Representatives, Station.....	127
Research Organizations.....	147
Reuters, Personnel, etc.....	145
RHODE ISLAND:	
Census and "Shifting" Personnel, etc...	273
Chief Engineers of Stations.....	972
Motion Picture Commentators.....	847
Musical Directors of Stations.....	838
Radio Editors and Writers of News- papers.....	230
Station, Facilities and Personnel.....	583
Rocky Mountain Radio Council.....	923
Rules and Regulations, FCC:	
Applications.....	198
Chain Broadcasting.....	203
Developmental (See 1943 Radio Annual)	953
Facsimile.....	950
International (See 1943 Radio Annual)..	993
National Defense.....	204
Non-Commercial Educational.....	926
ST Stations (See 1943 Radio Annual)...	955
Television.....	945
Ryan, J. H., Article on Radio Censorship	65
<hr/> S <hr/>	
Sarnoff, David, Article by.....	45
SASKATCHEWAN:	
Chief Engineers of Stations.....	974
Home Economic Directors of Stations..	844
Musical Directors of Stations.....	839
Radio Editors and Writers of News- papers.....	232
Stations, Facilities and Personnel.....	664
Script Libraries.....	708
Script Writers.....	821
Seldes, Gilbert, Television Article.....	89
SESAC, Inc.:	
Officers, Address, etc.....	923
Publisher Affiliates.....	725
Statement by Paul Heinecke.....	724

PREMIER CRYSTALS



TYPES 180C, 180G, 180P



TYPES 150C, 150G



TYPES 80C, 80G



TYPES PL217—A, B, C, D & E



TYPE PL7 TYPE 185P



PREMIER CRYSTALS maintain consistent production and controlled quality, the result of 35 years' practical laboratory and engineering development.

PREMIER CRYSTALS will continue to design and develop crystals to meet the demands of the most exacting applications.

PREMIER CRYSTAL LABORATORIES, INC.

Manufacturers and Distributors of Precision Quartz Crystals and Frequency Control Devices
 1000 West 10th Street, Lincoln, Nebraska 68502
 Telephone: 402-441-1111

EDITORIAL INDEX

Shapiro, M. H., Article by.....	37, 117, 953
Sherwood, Robert E., Article by.....	51
"Shifting Populations".....	
Shortwave, Article by B. Estes.....	97
Shortwave, Article by J. W. G. Ogilvie.....	61
Showman's Calendar for 1944.....	859
Singers and Their Work in 1943.....	761
Society of Jewish Composers, Publishers and Song Writers.....	923
Society of Motion Picture Engineers.....	923
Song Writers Protective Assn. (SPA).....	923
South American Networks.....	996
South & Central American Stations.....	1010
SOUTH CAROLINA:	
Census and "Shifting Populations".....	274
Chief Engineers of Stations.....	972
Home Economic Directors of Stations.....	843
Motion Picture Commentators of Stations.....	847
Musical Directors of Stations.....	838
Radio Editors and Writers of News- papers.....	230
Stations, Facilities and Personnel.....	585
South Central Quality Network.....	321
SOUTH DAKOTA:	
Census Data.....	274
Chief Engineers of Stations.....	973
Home Economic Directors of Stations.....	843
Motion Picture Commentators.....	847
Musical Directors of Stations.....	838
Radio Editors and Writers of News- papers.....	230
Stations, Facilities and Personnel.....	589
South Texas Radio Package.....	321
Southern California Broadcasters Assn.....	923
Southern Minnesota Network, Personnel, etc.....	321
Sponsor Network Expenditures.....	119
Sports Broadcasters Assn. (N. Y. Chapter).....	923
Sports Commentators and Their Work.....	815
STATIONS:	
Alphabetically (U. S.) by Call Letters with Index to Detailed Information.....	324
Alphabetically (U. S.) by City with Major Network Affiliations.....	340
Application, FCC Regulations.....	198
Blue Network Co. Owned, Managed or Programmed by.....	295
CANADA:	
Alphabetically by Call Letters with Index to Detailed Information.....	643
Geographically, with Detailed Informa- tion Listed by Province.....	645
Listed by Province.....	645
CBS Owned.....	302
Censorship Code.....	865
Central American (also see Individual Countries).....	1010
Chief Engineers of.....	968
Cuban.....	1003
Employment Data Summary.....	860
FCC Lists:	
Developmental (See 1943 Radio Annual).....	952
Facsimile.....	950

High Frequency (FM).....	955
International.....	994
Non-Commercial Educational.....	926
Representatives.....	127
ST (See 1943 Radio Annual).....	954
Standard Band (Alphabetically Listed by Call Letters).....	324
Station Statistics.....	37
Television.....	938, 941
Growth of Radio Stations, 1941-1943. Chart.....	205
Home Economic Directors of.....	840
Mexican.....	1005
Motion Picture Commentators of.....	845
Musical Directors of.....	835
National Association of Educational Broadcasters.....	918, 925
NBC, Owned & Operated by.....	313
Production Rules and Regulations, FCC (See 1943 Radio Annual).....	892
Representatives.....	127
Standard Broadcast, Detailed Information Listed Alphabetically by States.....	340
South American.....	1010
Stations, U. S., Article by M. H. Shapiro.....	37
War Effort Broadcasts of, OWI Summary.....	43
Surinam, Stations of.....	1024

T

Talent Managers and Agents.....	709
Taylor, Deems, ASCAP Article.....	712
Taylor, J. P., Article by.....	959
Technical (Radio) Publications.....	207
Technical Section.....	957
Telephone Numbers, Important Radio, 100, 101, 122, 103, 105.....	
TELEVISION:	
Television Broadcasters Assn.....	937
Television Highlights—1943.....	931
Television Section.....	927
American Television Society.....	911
FCC Regulations.....	945
Problems of Television, An Article by Paul Raibourn.....	935
Stations, Commercial, Experimental.....	938, 941
Television Today & Tomorrow, Article by Ben Kaufman.....	929
Television in War & Peace, Article by Gilbert Seldes.....	69
Television Press Club.....	923
TENNESSEE:	
Census and "Shifting Populations".....	275
Chief Engineers of Stations.....	973
Home Economic Directors of Stations.....	843
Motion Picture Commentators of Sta- tions.....	847
Musical Directors of Stations.....	838
Radio Editors and Writers.....	230
Stations, Facilities and Personnel.....	590
TEXAS:	
Census and "Shifting Populations".....	277
Chief Engineers of Stations.....	973
Home Economic Directors of Stations.....	843

The WOMAN

RADIO'S MOST
DRAMATIC
FORWARD-STEP
OF THE YEAR!

**IS THE GREATEST SURE-FIRE RADIO SHOW EVER
OFFERED TO YOU FOR INCREASING YOUR BUSINESS**
**A BIG NAME TRANSCRIBED HALF HOUR RADIO SHOW
ON A NO MONEY BASIS! WHEN YOU SELL THIS
SHOW YOU MAKE TWO TIME SALES SIMULTANEOUSLY!**

HERE'S THE IDEA OF THE PROGRAM

★ ★ ★ ★ ★ ★ ★ ★ ★ ★
"THE WOMAN" is a half hour transcribed radio show somewhat similar in program format to the "Radio Readers Digest" broadcast each Sunday evening over CBS. As a matter of fact this program is also built around the magazine idea, for the material on the program, is taken from the nationally famous digest magazine of the same name, "THE WOMAN."

The program is nationally publicized in the pages of the magazine every month. Furthermore, the program is pre-sold to the nation's women considering that the material used on the radio show has been read by millions of women throughout the country.

Each program has, in addition to a "guest star" interview between famous personalities from all walks of life, and Lorna Farrell, editor in chief of "THE WOMAN," a series of dramatizations, comments, and other interesting items to the "Women of America." The "guest star" interview spot on the show also has the advantage of fading into a dramatic, or comedy routine, with the guest star playing in that part of the show.

Just think of having these authors for your radio program: Fannie Hurst, Madame Chiang Kai Shek, Kate Smith, Katherine Brush, Vice-President Wallace, Jan Struthers, (author of "Mrs. Minniver") Konrad Bercovici, Wendell Willkie, Mary Margaret McBride, and others of equal fame. Yes these ARE YOUR AUTHORS, for it is the stories and articles that they have written for "THE WOMAN" magazine, that are used on the radio show. Think of having these guest stars on YOUR radio show: Mayor LaGuardia, of New York City, John Boles, famous stage and screen star, the incomparable "Hildegard" star of the NBC "Beat The Band" show, Kate Smith's Emcee Manager, Ted Collins. These are just a few of the great guests that you can expect on the radio show "THE WOMAN." The other programs in the series features more of these great personalities that have already been sold to unprecedented public acceptance.

The program has everything, human interest, comedy, pathos, everything that goes to make a fine radio program. It is the only BIG RADIO SHOW built exclusively for "the women of America." Yes it's "THE WOMAN."

Put *The*
WOMAN
to work for you NOW!

**NOW AVAILABLE FOR LOCAL SPONSORSHIP IN MANY
MARKETS ON A NEW NO MONEY BASIS WHEREBY YOUR
STATION MAKES TWO TIME SALES SIMULTANEOUSLY
WHEN YOU SELL IT!**

WRITE — WIRE — TELEPHONE

Kermit-Raymond

745 FIFTH AVENUE,
NEW YORK CITY (22)

C O R P O R A T I O N

www.americanradiohistory.com

ELdorado 5-5511

EDITORIAL INDEX

Motion Picture Commentators of Stations	847
Musical Directors of Stations	838
Radio Editors and Writers of Newspapers	230
Stations, Facilities and Personnel	597
Texas State Network Officers, etc.	321
Texas Quality Network Officers, etc.	321
Tobacco Network, The	321
Tompkins, Merritt E., Article on BMI	718
Trade Publications, Radio	207
Trammell, Niles, Article by	307
Transcription Companies	695
Transcription Libraries	708
Transcription Network	314
Transradio Press Service, Officers, etc.	145
Treasury Department: Article by Thomas H. Lane	57
Tri-City Stations of Virginia, Officers, etc.	321
Twenty Year Club, Personnel	924

U

Unions	897
United Press Association, Officers, etc.	145
United States Department of Interior— Radio Section, Personnel, etc.	924
Uruguay, Stations of	1020

UTAH:

Census and "Shifting Population"	280
Chief Engineers of Stations	973
Home Economic Directors of Stations	844
Motion Picture Commentators of Stations	847
Musical Directors of Stations	839
Radio Editors and Writers of Newspapers	231
Stations Facilities and Personnel	611

V

Variety Artists and Their Work in 1943	731
Venezuela, Stations of	1021

VERMONT:

Census and "Shifting Populations"	281
Chief Engineers of Stations	973
Home Economic Directors of Stations	844
Motion Picture Commentators of Stations	847
Musical Directors of Stations	839
Radio Editors and Writers of Newspapers	231
Stations, Facilities and Personnel	614

VIRGINIA:

Census and "Shifting Populations"	281
Chief Engineers of Stations	973
Home Economic Directors of Stations	844
Motion Picture Commentators of Stations	847
Musical Directors of Stations	839
Radio Editors and Writers of Newspapers	231
Stations, Facilities and Personnel	615
Vocalists and Their Work in 1943	761

W

War Bonds, Article by Thomas H. Lane	57
War Communications Board	41, 75, 913
Members, Coordinating Committee, etc.	41
War Activities Committee (Radio Subcommittee)	924

WASHINGTON:

Census and "Shifting Populations"	283
Chief Engineers of Stations	973
Home Economic Directors of Stations	844
Motion Picture Commentators of Stations	847
Musical Directors of Stations	839
Radio Editors and Writers of Newspapers	231
Stations, Facilities and Personnel	619
Washington State Assn. of Broadcasters	924
West Indies, Stations of	1024

WEST VIRGINIA:

Census and "Shifting Populations"	284
Chief Engineers of Stations	973
Home Economic Directors of Stations	844
Motion Picture Commentators of Stations	847
Musical Directors of Stations	839
Radio Editors and Writers of Newspapers	231
Stations, Facilities and Personnel	624
West Virginia Network, Officers, etc.	321
Western Association of Broadcasters	924
Whiteman, Paul, Article on Music	89

WISCONSIN:

Census and "Shifting Populations"	285
Chief Engineers of Stations	974
Home Economic Directors of Stations	844
Motion Picture Commentators of Stations	847
Musical Directors of Stations	839
Radio Editors and Writers	231
Stations, Facilities and Personnel	629
Wisconsin Network, Officers, etc.	322
Wolverine Network, The	322
Woman's National Radio Committee	924
Woods, Mark Article on Blue Network	291
Writers, Radio	821
Writers and Radio Editors of Newspapers	221
Writers War Board	924

WYOMING:

Census Data	286
Chief Engineers of Stations	974
Home Economic Directors of Stations	844
Motion Picture Commentators of Stations	847
Musical Directors of Stations	839
Radio Editors and Writers of Newspapers	232
Stations, Facilities and Personnel	635

Y

Yankee Network, Officers, etc.	322
-------------------------------------	-----

Z

Z—Net, Officers, Stations, etc.	322
--------------------------------------	-----



RAYMOND PAIGE

AND HIS ORCHESTRA

Featured on

STAGE DOOR CANTEN

Corn Products Refining Company

Management

HAL HACKETT

MUSIC CORPORATION OF AMERICA

LONDON • NEW YORK • CHICAGO • SAN FRANCISCO • BEVERLY HILLS
CLEVELAND • DALLAS

ADVERTISING

1944

INDEX

1944

A

Abbott, Bud	52
"Abie's Irish Rose"	676
Advance Television Picture Service, Inc.	930
Advertiser, The	216
Advertising Age	212
Air Features, Inc.	685
Alaska Broadcasting Co.	636
Alber, David O., Asso.	759
Alexander, Alton	689
All-Canada Radio Facilities Limited	649
Allen, Fred	42
Allied Record Mfg. Co.	700
Alsop, Carlton	823
Ameche, Don	66
Anderson, Eddie	756
Andrews Sisters, The	762
Arthur, Jack	750
Associated Recorded Program Service	668

B

Baker, Art	780
Baker, "Smiling" Jerry	767
Baker, Phil, Inside Back Cover	
Barnes Printing Company	146
Barry Sisters	767
Bates, Lulu	766
Beasley, Irene	732
Beck, Jackson	743
Bell, Patricia	86
Bennett, Jay	824
Benny, Jack	38
Berens, Norman	768
Berg, Gertrude	744
Bergen, Edgar	50
Berle, Milton	44
Billboard, The	222
Bixby, Carl	821
Black, Ivan	757
Block, Martin	10
Blocki, Fritz	822
Blue Network, The	16-17
BMI	98-99
Boles, Jim	747
Bower, Roger	745
Bowes, Major, Amateurs	691
Boyar, Burt	86

"Breakfast Club"	143
Brenaman, Tom	932
Brooks, Joan	86
Burn, Walter P., and Associates, Inc.	94
Burns, Bob	735
Burton, Bill	106-107

C

CFRB	657
CKCL	658
CKLW	659
Cafe Society	757
Campbell, Patsy	86
Canadian Advertising	218
Canadian Broadcasting Corp.	640
Canova, Judy	70
Cantor, Eddie	40
"Can You Top This?"	745
Carson, Jack	733
Chimes, Michael	756
Cherniavsky, Josef	778
Clark, Lon	754
Close, Upton	84
Cohan, Phil	690
Columbia Broadcasting System	111, 112, 113, 114
Columbia Recording Corp.	694
Combs, George H., Jr.	785
Commercial Services, Inc.	158
Como, Perry	68
Connecticut State Network, The	316
Conte, John	766
Costello, Lou	52
Cott, Ted	825
Courtney, Alan	754
Courtney, Diane	764
Cravens, Kathryn	785
Cresta Blanca Wine Co.	90
Crosby, Bob	771

D

Daly, Cass	763
Davies, Gwen	750
Davies, Lew	160
Dean, Eddie	756
DeAngelo, Carlo	825

Decca Records, Inc.	703
Donald, Peter	745 & 749
Don Lee Network	288
Dorsey, Jimmy	106
Douglas, Don	752
Down Beat Publishing Co.	226
Downey, Morton	64
Dubonnet Corporation	158
Dudley, Bernard	795
Dumke, Ralph	752
Durante, Jimmy	56

E

East, Ed & Polly	748
Easy Aces	748
Edwards, Joan	760
Edwards, Ralph	72
Ellis, Anita	764

F

Fairchild, Edgar "Cookie"	772
Feature Bureau	689
"First Mate Bob"	688
Fizdale, Tom, Inc.	759
Fitzgerald, Edward & Pegeen	741
Flannery, Harry W.	82
Ford, Senator	745
Forrest, Helen	107
Framer, Walt	826
Frederick Bros. Artists Corp.	120

G

Gailmor, William S.	784
Gallo, Frank	791
Garde, Betty	728
Gardiner, Reginald	740
Gardner, Ed (Archie)	750
Gart, Jon	778
General Amusement Corp.	684
General Electric Inside Front Cover	
Georgia Broadcasting Co., Inc.	396
Gernannt, William	684
Godfrey, Arthur	58
Goodman, Benny	30
Gould, David E.	106-107
Gould, Morton	90

HILDEGARDE



starring in

BEAT THE BAND

every Wednesday night

for

Brown & Williamson's

Raleigh Cigaretts

Personal Manager

ANNA SOSENKO

Exclusive Representatives

MUSIC CORPORATION OF AMERICA

ADVERTISING INDEX

Grauer, Ben 788
Green, Art 801

H

Hadley, Hap...Facing P. 1024
Hall, Radcliffe 795
Harris, Arlene 748
Harris, Bob 789
Haven of Rest 688
Haymes, Dick 106
Heatter, Gabriel 782
Herlihy, Ed 797
Herman, Woody 770
Hershfield, Harry 745
Hersholt, Jean 76
Hildegarde 28
Hill, Edwin C. 782
Hill, Ruth 86
Hoff, Carl 775
Hope, Bob 46
Hulick, Budd 752
Hull, Warren 746

J

Jarvis, Al 755
Johnson, Parks 746
Jones, Spike 775
Jordan, Marion and Jim... 48
Jostyn, Jay 751
Joy, Dick 793

K

KCKN 434
KCMO 482
KDYL 613
KFDM 599
KFEL 377
KFI 361
KFJZ 602
KFMB 370
KFQD 636
KFWB 362
KGFJ 363
KGKO 598
KLX 366
KMBC 296
KMPC 364
KMTR 365
KOA 378
KODY-WOW 490-491
KOY 412
KOZY 854
KROW 367
KSD 480
KSL 612
KSTP 474
KSUN 412
KTUC 412
KWKH 446
KXEL 432
KaDell, Carlton 789
Kasper-Gordon, Inc. 672
Kaufman, Irving 748

Kaye, Sammy 770
Kelk, Jackie 756
Kennedy, John B. 781
Kent-Johnson, Inc. 686
Kermit-Raymond Corp... 24
Keystone Broadcasting
System ..Bet. pages 314-315
Kroeger, Berry 754

L

Latimer, Ed 753
Laurie, Joe, Jr. 745
Lavallo, Paul 774
Lawrence, Gertrude ... 734
Lee, Bert 817
Linkletter, Art 752
Lombardo, Guy 36
Long, Johnny 772
Lorde, Athena 747
Lovejoy, Frank 753
Lupino, Ida 730
Lyons, A. and S., Inc. ... 108

M

MacGregor, C. P. 691
Mack, Dick 730
Malone, Ted 754
Manners, Lucille 764
Marks, Lt. Garnett 92
Martin, Charles 829
Marx, Groucho 730
McBride, Mary Margaret. 737
McClatchy B'casting 358
McGee, Fibber and Molly 48
McGeehan, Pat 793
McGill, Jerry 823
McGillvra, Joseph
Hershey, Inc. 152
McNeill, Don 143
Mears, Martha 786
Mercer, Johnny 822
Merry Macs, The 766
Metronome 220
Michelson, Charles 682
Michigan Radio Network. 461
Miller, Jack 776
Monroe, Lucy 761
Moore, Garry 742
Moorehead, Agnes 738
Morris Wm. Agency, Inc. 104
Morse, Carlton E. 824
Murray, Mildred 751
Musical Courier 224
Musical Steelmakers 160
Mutual Broadcasting
System 80-81
Muzak Transcriptions, Inc. 698

N

National Concert and
Artists Corp. 116

NBC (Insert) ..Bet. pages 96-97
NBC (Radio-Recording
Division) 666 and 696
NBC (Spot Sales) 2
Nichols, Anne 676
Nolte, Lois Mae 160
North Central Broadcast-
ing System 472
Northwest Network, The.. 470
Novak, Frank 777

O

Oboler, Arch 821

P

Pacific Blue Network, The 356
Paige, Raymond 26
Pearce, Al 738
Perry, Bill 765
Phillips, Don 799
Pictorial Photo Engraving 727
Pitt, Merle 776
Post, Carl 758
Pratt, Ben 86
Premier Crystal
Laboratories, Inc. 22
Press Association,
The 8 & R. O. B.
Press Wireless, Inc. 34
Presto Recording Corp... 958
Pringle, Nelson 784
Professor Quiz 88
Putnam, George F. 18

Q

Quiz Kids 736

R

Radio Corporation of
America Back Cover
Radio-Craft 214
Radio News Reel
(Recording Division)... 703
Radio Programas de
Mexico 124
Rambeau, William G., Co. 128
Ramirez, Carlos 782
Renard, Jacques 776
Repaid, Billy 783
Riggs, Tommy...Facing page 1
Ringling Bros and
Barnum and Bailey.... 32
Robertson, "Texas" Jim.. 768
Rocco, Maurice 78
"Rochester" 756
Rockhill Radio, Inc. 701
Rosa Rio 754
Ross Federal Research
Corp. Fac. Inside Back Cover
Runyon, Damon, Players. 107

B E N N Y



G O O D M A N

"THE GANG'S ALL HERE"

and

"SWEET AND LOWDOWN"

for 20th Century-Fox Films

Columbia Records

•

Exclusive Management

MUSIC CORPORATION OF AMERICA

Personal Management: Harry Weinstein, 1619 Broadway, N. Y.

ADVERTISING INDEX

S

Saphier, James L.	118
Schenley Products	90
Schubert, Bernard L., Inc.	674
Seeds, Russel M., Co.	144
SESAC	14
Sherin, Leo "Ukie"	755
Shore, Dinah	60
Simms, Ginny	62
Sincere, Jean	86
Skelton, Red	54
Smart Set, The	768
Smith, Kate	12
Snow, Lucile	86
Sobol, Hartman, & Faggen	758
Souvaine, Henry, Inc.	678
Spivak, Charlie	773
Spot Sales, Inc.	126
Standard Rate & Data	210
Stark, Richard & Co.	690
Steel, Johannes	783
Stein, Harold	687
Stern, Bill	816
Swing, Raymond Gram.	781
Sylvan, Henry	776

T

Tempest, Coral	86
Templeton, Alec	90
Thomas, Ann	748
Thompson, J. Walter, Co.	122
Tours, Frank	774
Transamerican Broadcast- ing and Television Corp.	4
Transradio Press Service, Inc.	20
Tremayne, Les	750
Tri-Penn Market	568-581
Trier, Ryc	86
Tuttle, Lurene	749

U

Universal Microphone Co. Ltd.	962
----------------------------------	-----

V

Vallee, Rudy	728
Vernor, Vi and Vilma	86
Viola, Franklyn J., & Co.	128
Von Zell, Harry	791
Voorhees, Don	774
Vox Pop	746

W

WAAT	498
WABY	503
WAGE	528
WAIT	416
WAKR	541
WATL	396
WATR	316
WAZL	569
WBAL	450

WBAP	598
WBBM	406
WBIG	534
WBLK	290
WBNX	508
WBNY	505
WBYN	504
WCAU	564
WCBI	477
WCBM	451
WCFL	408
WCHS	290
WCOP	454
WCOU	448
WCSC	586
WDAS	571
WDEL	386
WDRG	380
WDSU	444
WELI	316
WEMP	632
WERC	567
WEST	566
WEVD	510
WFAA	598
WFAS	530
WFBL	526
WFBM	422
WFCI	582
WFIL	572
WFMJ	554
WFTC	536
WGAL	568 & 581
WGBR	535
WGCM	478
WGN	410
WGPC	396
WGST	399
WGY	527
WHAM	524
WHAS	440
WHB	6
WHEB	494
WHIO	550
WHK	546
WHN	511
WHOM	498
WIBG	573
WIBW	436
WIND	413
WINS	512
WIOD	392
WIP	574
WIRE	424
WISN	628
WJAX	389
WJJD	413
WJTN	507
WJW	548
WKAT	390
WKBO	568 & 581
WKRC	543

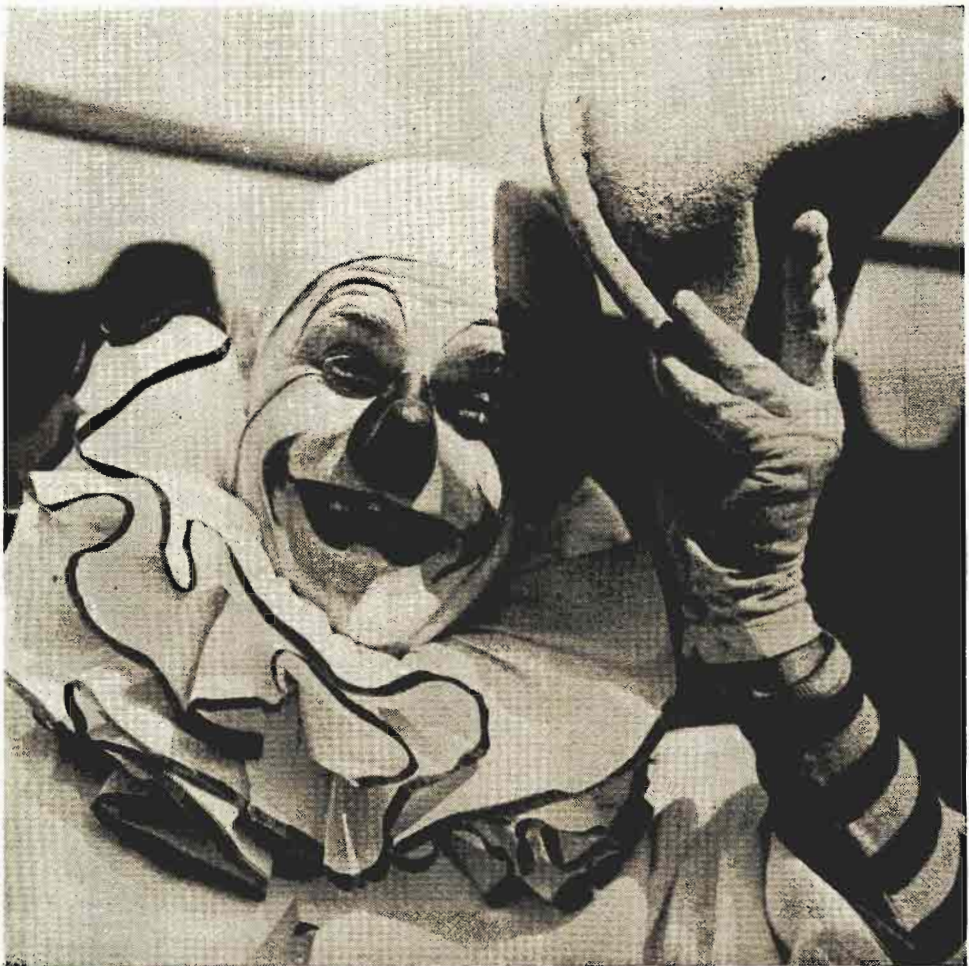
WLAW	458
WLS	412
WLW	310
WMAQ	414
WMC	594
WMCA	514
WNAB	318
WNEW	516
WNBC	316
WNLC	316
WOKO	503
WOL	387
WOOD	466
WOR	518
WORK	568 & 581
WORL	456
WOV	522
WOW-KODY	490-491
WPAR	290
WPAT	500
WPEN	576
WPRO	584
WPTF	537
WQXR	520
WRAK	580
WRBL	396
WRNL	617
WROK	419
WRR	602
WSAI	544
WSAZ	290
WSB	398
WSM	596
WSRR	316 & 384
WTBO	452
WTIC	382
WTOL	552
WWJ	464
WWNC	532
WXYZ	462
Wain, Bea	765
Waldrop, Jim	797
Walton, Sidney	779
Waring, Fred	74
Wayne, Jerry	760
Weintraub, William H., & Co., Inc.	156
West Virginia Network, The	290
Westinghouse (Radio Division)	960
Wheeling Steelmakers	160
Wisner, Harry	819
Wolf Associates, Inc.	680

Y

Yankee Network, The, Inc.	154-155
------------------------------	---------

Z

Zerbe, Lawson	744
Ziv, Frederic W., Inc.	670



“THE GREATEST SHOW ON EARTH”

salutes all its radio friends serving in the Armed
Forces, the O.W.I., the Red Cross and the Home
Front of the Greatest COUNTRY on Earth.



RINGLING BROS AND BARNUM & BAILEY

Radio Department

BEV. KELLEY

FRANK MORRISSEY

RADIO

IN TOTAL WAR AND IN PEACE

JAMES LAWRENCE FLY

*Chairman, Federal Communications
Commission*



RADIO'S VALUE as our most effective medium of mass communication and as a unifying force in time of national emergency was strikingly reaffirmed during the past year. Gearing itself to the demands of total war, American radio reporting has enabled the people at home to know the tragedy, the setbacks, victories and the problems of the battlefield with a completeness and speed undreamed of in World War I. The degree to which the homefront has been mobilized could not have been achieved without the hearty co-operation of the radio industry. For millions of our soldiers here and overseas, deprived of homelife and normal pleasures for warworkers and for the rest of our people at home, the radio continues to be the most readily available source of entertainment.

In view of the nation's need for the very best wartime service that radio can render, it is imperative that the industry increase its efforts wherever possible during the coming year. The tendency already noted in some quarters to yield to the temptation of quick and easy profits at the expense of public service must not become general. In some cases public service programs, particularly educational programs, are being curtailed. Some daytime schedules are crowded with cheap, shoddy dramatics which aggravate, not alleviate, wartime hyper-tension to the exclusion of worthwhile material. This is particularly unfortunate in view of radio's record-breaking earnings during the past year.

In line with its concept of public interest, the Commission in 1943 extended the license period of standard broadcast stations and prohibited multiple ownership of stations in the same service area.

The materials and manpower shortages continued critical during 1943, but in August the Commission was able to report that construction involving the use of idle equipment would be authorized to increase the power of 100-watt local channel stations or to build new low-power channel stations. The Commission also prepared a catalog of surplus and salvageable equipment and a report on idle standard broadcast transmitters. Foreign language broadcasting which as a whole has been invaluable to the war effort was examined as an emergency measure.

With some military experts pointing to a European victory in the coming year, a new challenge confronts radio. The new year must see specific plans completed to develop FM, television and other refinements of the radio art without, at the same time, causing serious dislocations to our present systems of radio broadcasting after the war. The Commission is eager to move ahead with industry in realizing the tremendous gains of war research and I am glad to say that at our November conference held with industry scientists on the Radio Technical Planning Board and representatives of other Government agencies, an encouraging start was made toward solution of some of these difficult problems.

For Complete FCC Section Please Turn to Page 193





A Group of Workers in the Hicksville Plant of Press Wireless, Inc., Rejoicing at Announcement the Plant Had Been Given Its Second Army-Navy "E" Award



Awarded to Our Hicksville Long Island Plant for Outstanding Achievement in War Production

"IN THE SERVICE"

As one of the principal suppliers of vital radio equipment for our armed forces, Press Wireless, Inc., has been "in the service" since Pearl Harbor. Units from Press Wireless factories are now on duty at the fighting fronts throughout the world and on the home front too. Press Wireless is proud of its close relationship with the armed services and pledges continuation of its best efforts toward a final and speedy Victory.

Executive Offices

435 N. MICHIGAN AVENUE, CHICAGO

PRESS WIRELESS, INC.

**PRESS WIRELESS, INC.,
IS DEVELOPING
OR MANUFACTURING**

- HIGH POWER TRANSMITTERS
- DIVERSITY RECEIVERS
- AIRCRAFT AND AIRFIELD RADIO EQUIPMENT
- RADIO PRINTER SYSTEMS
- MODUPLEX UNITS "TRADE MARK"
- CHANNELING DEVICES
- RADIO PHOTO TERMINALS
- FACSIMILE MACHINES

AND OTHER TYPES OF RADIO AND COMMUNICATIONS EQUIPMENT

Sales Office, Manufacturing Division
1475 BROADWAY, NEW YORK CITY

RADIO'S VITAL WARTIME ROLE

By Frank Burke
Editor, RADIO DAILY

RADIO'S paramount interest as we enter 1944 is to aid in the nation's all out effort to win the war and facts and figures gained from government agencies indicate that the industry is doing a magnificent job.

Reports from OWI, Treasury Department, and the radio divisions of the armed forces emphasize that during 1943 radio played a vital part in making the nation war conscious and has more ambitious plans for wartime coverage in 1944.

Coupled with the industry's wartime activities are indications of postwar prosperity with the prospects of television, FM, Radar and facsimile, as commercial developments with the cessation of hostilities.

Tele interests, both in the radio and motion picture fields, are showing activity in their postwar planning and the FM devotees have already set in motion plans for development of frequency modulation. Two organizations, important in the planning, are the Radio Technical Planning Board and the FM Broadcasters, Inc. The RTPB is now preparing recommendations to the Federal Communications Commission and the FMBI is working to make their interests vital in the postwar radio field.

Linked with the industry's growing interest in tele, FM and allied developments are the problems which beset the FCC in the allocation of wave lengths. Recently FCC Chairman Lawrence Fly, speaking before the national FM group, said "FM had become of age" but did not outline any of the commission's plans or views on the subject of allocations.

* * * *

Flushed with the most profitable year in the history of radio, networks and stations alike enter 1944 with optimism and ambitious planning predicated on the cessation of hostilities and the conversion of the industry to peacetime manufacturing. It is the opinion in some quarters that the postwar development of tele and FM will not come as rapidly as some expect and that it may be from one to two years after the war before the full stride of the postwar boom is reached.

* * * *

Although postwar prosperity is an absorbing speculative subject, broadcasters

are not allowing their wartime role to be neglected. To the contrary, radio has made amazing contributions to the war effort and right now basks in the spotlight of public service glory as a result of the OWI estimates of the industry's contributions during 1943. These figures, released in Washington on January 31, reveal that the estimated time, talent and other grat's radio services during the past year is valued at \$103,582,000 and that the nets and stations handled a grand total of 3,514,510 wartime messages during the year.

* * * *

Past year saw a new high reached in the matter of industry relations with FCC and the policies of this governmental agency as pertaining to public and congressional interest. Highlights of these activities were the Supreme Court decision of May 10 which upheld the FCC's network regulatory powers and the White-Wheeler bill hearings to revise and definitely define the Commission's powers under the Communications act. These hearings were concluded late in December and a revised White-Wheeler bill, at this writing, is in the process of being prepared.

* * * *

Among the major problems which beset the industry during the past year was the AFM ban on recordings. Dating back to August 1, 1942, when the production of musical phonograph records and transcriptions came to a halt in the studios, the strike continued until last November. Then at a WLB panel hearing, Decca and World led the way in affecting a partial settlement of the AFM-recording dispute and resumed making of records. Meanwhile RCA, Victor, Columbia Recording Corp., and the Radio Recording division of NBC, continued their negotiations through the WLB with AFM for a more satisfactory recording contract.

* * * *

Summing up radio's role in the wartime year of 1943 we conclude the industry may well be proud of its accomplishments. It has taken the inconveniences of wartime operation in stride; achieved unprecedented heights in public service and worked diligently with the Nation in the No. 1 assignment—*winning the war.*

Thanks

To the radio editors of the
United States and Canada.

To my brothers, and the boys
in the band.

To the Roosevelt Hotel.

And to our exclusive agents
and friends, MCA.

Guy Lombardo

U. S. RADIO STATIONS AT WAR

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

WHEN the Nazi and Jap embroiled the United States into a World War, they took cognizance of unpreparedness, lack of full scale mobilization of production and other resources, and the on-the-fence supporters of the defense program. Entirely overlooked by the enemy was America's great Secret Weapon—Radio. Ability of the Government to quickly and consistently marshal the forces of public indignation after Pearl Harbor, bring about whole-hearted support of the war, maintain the morale of the home front and later back the men at the fighting front with every effort from War Bonds down, was due to radio broadcasting. And it was done in the American way.

Graphic picture of the radio station status, standard, educational or experimental, is revealed below in the following vital nationwide statistics, as of January 1, 1944:

Standard Stations

There were 912 standard broadcast stations—910 in operation and two under construction. Mutual had 217 U. S. affiliates including one FM outlet; Blue Network 174; NBC 143 and CBS 134. Many of the Blue and Mutual affiliates are the same.

* * *

Frequency Modulation

There were 42 high frequency (FM) broadcasting stations licensed and eight under construction, in addition to five temporary Class 11 experimental high frequency broadcast stations also furnishing FM programs. There are 64 pending applications for FM stations.

* * *

Television

Five commercial television broadcast stations were operating at the close of the year, three of which had maintained a minimum program schedule of four hours per week during the year. Five experimental television stations have also provided scheduled program service of two or three hours per week throughout the greater part of the year. Pending are 14 applications for television stations, both commercial and experimental.

* * *

International

Total of 18 international broadcast stations were operating within the United States at the close of the year and 13 point-to-point radio telegraph or telephone transmitters were under special service authorization for international broadcast service.

All international broadcast stations are, of course, programmed by the Office of War Information and the Office of the Coordinator of Inter-American Affairs. These two offices have proposed a total of 36 international transmitters to provide adequately for the needs of psychological warfare. About 20 additional frequencies have been made available for international broadcast service.

* * *

Educational

Five channels are allocated for non-commercial educational broadcast stations adjacent to the commercial FM broadcast band. As of the year-end, seven stations were authorized, compared with eight of the previous year. While these stations have not been subject to wartime restrictions on construction under the FCC's Memorandum Opinion of April 27, 1942, equipment shortages and lack of skilled personnel have served to limit present development.

* * *

Facsimile

Apparently interest in facsimile broadcasting is limited and only three such stations are authorized, a decrease of one from the previous year (1942). Although the rules provide for multiplex transmission of facsimile by high frequency (FM) broadcast stations, no regular FM stations provide this service.



THE
GRAPE NUTS
FLAKES
PROGRAM

starring

Jack Benny

with

MARY
LIVINGSTONE
DENNIS DAY
ROCHESTER
PHIL HARRIS

and

yours

truly

DON WILSON

Written By

SAM PERRIN MILT JOSEFSBERG
GEORGE BALZER JOHN TACKABERRY

TEN OUTSTANDING RADIO NEWS EVENTS OF 1943

Jan. 19 . . . Cox resolution passes House authorizing sweeping investigation of FCC.

May 10 . . . United States Supreme Court in 5-2 opinion upholds right of FCC to regulate radio and declared FCC network monopoly regulations as proper and within Commission's jurisdiction.

May 26 . . . First information on Radar released by the Navy divulging war-time value of this electronic weapon.

July 30 . . . Edward J. Noble, owner of WMCA, New York, purchased Blue network for \$8,000,000 and FCC approved transfer on Oct. 12.

Sept. 24 . . . Recording strike of musicians broken with Decca and World Broadcasting Company agreeing to AFM demands for payment of royalties to the union on each record and ET.

Sept. 30 . . . Resignation of Rep. E. E. Cox (Democrat-Ga.) as chairman of the House Select Committee investigating FCC accepted with Rep. Clarence F. Lea (Democrat-Cal.) named to succeed as chairman by Speaker Sam Rayburn.

Nov. 3 . . . Lengthy hearings on the White-Wheeler bill launched before the Senate Inter-State Commerce Commission.

Nov. 23 . . . FCC ruling banning multiple ownership of standard broadcast stations in the same communities announced.

Dec. 17 . . . Census figures released by Office of Civilian Requirements reveals that approximately 32,500,000 American families now have one or more radio sets.

Dec. 27 . . . RADIO DAILY'S year-end survey indicates that radio enjoyed the best business during 1943 of any year in the history of broadcasting.

Outstanding Broadcasts

Net's cover of the fall of Mussolini in Italy.

Edward R. Murrow's broadcast describing the Berlin raid in which he went along as observer.

Broadcast from an American station in Naples.

Three-hour soldier-sailor program on NBC, Christmas Day.

☆ ☆ ☆ *Radio On To Victory* ☆ ☆ ☆

*"I love to spend each
Wednesday with you" . . .*



**EDDIE
CANTOR**



9 P. M.

E.W.T.

NBC

**BROADCASTING OVER 127 STATIONS
FOR IPANA & SAL HEPATICA**

BOARD OF WAR COMMUNICATIONS

Washington, D. C.

The Defense Communications Board was created by Executive Order of the President on September 24, 1940, under authority of the Communications Act of 1934 (48 Stat. 1064), as amended. On June 15, 1942 a subsequent executive order changed the name of the Defense Communications Board to the Board of War Communications.

MEMBERS

Chairman
JAMES LAWRENCE FLY
Chairman of the Federal Communications Commission
MAJOR GENERAL HARRY C. INGLES
Chief Signal Officer of the Army
REAR ADMIRAL JOSEPH R. REDMAN
Director of Naval Communications
HON. BRECKINRIDGE LONG
Assistant Secretary of State
Secretary
HON. HERBERT E. GASTON
Assistant Secretary of the Treasury
Assistant Secretary
CAPTAIN E. M. WEBSTER
Chief of Communications
U. S. Coast Guard

ALTERNATES

E. K. JETT
Of the Federal Communications Commission
BRIGADIER GENERAL FRANK E. STONER
Chief, Army Communications Branch
CAPTAIN JOHN V. MURPHY
Deputy Director of Naval Communications
FRANCIS C. DE WOLF
Assistant Chief of the Division of International Communications
CAPTAIN E. M. WEBSTER
Chief of Communications of the U. S. Coast Guard

COORDINATING COMMITTEE

The duties of the Coordinating Committee include assistance to the Board in planning and coordinating work. It will maintain liaison with the Law Committee, Labor Advisory Committee, and Industry Advisory Committee, for the purposes of advice and consultation and will supervise the work of the other committees, which will report directly to it.

Chairman
E. K. JETT
Federal Communications
Commission
FRANCIS C. DE WOLF
Assistant Chief
Division of International Communica-
tions, State Department

COL. WESLEY T. GUEST
War Department
COMDR. FRANZ O. WILLENBUCHER
Navy Department
CAPT. E. M. WEBSTER
Chief of Communications,
U. S. Coast Guard

For Further Committee Listings Please Turn to Page 75



FRED ALLEN



TEXACO

STAR THEATRE



CBS . . . Sundays . . . 9:30 P.M., EWT.

WALTER BATCHELOR, Manager

RADIO GOES TO WAR—1943

A Summary of 151 Campaigns Conducted by OWI Domestic Radio Bureau During 1943 with Time and Talent Contributed by Advertisers, Networks and Stations.

OWI FACILITIES	No. of Programs	No. of War Messages		Est.	Est.
		Per Week	Per Year	"Listener-Impressions" Per Week	Annual Value of Time and Talent
1. Network Allocation Plan...	380	152	7,900	450,000,000	\$32,223,000
Sponsored	245
Sustaining	235
2. Special Assignment Plan...	135	32	1,600	80,000,000	10,741,000
3. National Spot & Reg. Network Allocation Plan...	144	42	1,900	15,000,000	1,433,000
4. Station Announcement Plan	891	62,937	3,503,000	63,000,000	17,065,000
Network Affiliates	567	35,721	1,988,000
Independent Stations...	324	27,216	1,515,000
5. Special Events	2	110	6,000,000	500,000
6. Women's Radio War Program Guide	1,000	*	*
Local War Programs Other than OWI Allocations.....	*	12,120,000
TOTAL	63,165	3,514,510	614,000,000	\$103,582,000

Typical OWI Radio Campaigns in 1943

CAMPAIGNS	Weeks	Programs	Station Announcements	Estim. Listener Impressions	Est. Value of Time and Talent
Second War Loan	3	196	61,749	768,720,000	\$1,445,837
Third War Loan	4	654	86,237	1,111,720,000	2,303,000
WAVES Recruiting	11	333	86,793	875,583,000	2,500,000
(5 campaigns)					
Student Nurses	6	206	40,782	502,230,000	988,000
Women War Workers Needed	6	178	18,711	261,300,000	924,000
Get a War Job	2	85	*	234,000,000	*
Nutrition—Basic 7	3	133	6,804	325,450,000	827,591
Eat More Potatoes	6	71	19,477	144,700,000	136,910
(2 campaigns)					
Victory Gardens	5	124	35,763	712,630,000	809,945
National War Fund	6	257	56,133	595,890,000	1,318,000

*Not available.

Breakdown of OWI National Campaigns by Agencies

Army	12	Director of Economic Stabilization.....	7
Navy (inc. Marines, Coast Guard).....	11	Rubber Administrator	3
War Shipping Administration.....	2	Federal Bureau of Investigation.....	1
War Manpower Commission.....	14	Social Security Board.....	1
Federal Security Agency.....	7	Treasury Department	14
War Food Administration.....	17	Red Cross	3
Office of Price Administration.....	20	National War Fund.....	1
War Production Board.....	16	Others	11
Office of Defense Transportation.....	6		
Petroleum Administrator for War.....	5	TOTAL	151



MILTON BERLE

20th CENTURY-FOX

Rep.: WILLIAM MORRIS AGENCY

"ZIEGFELD FOLLIES"

RADIO IN WAR AND THE FUTURE

By David Sarnoff

President, Radio Corporation of America

RADIO activity in research, engineering, communication and manufacturing during 1943 may be summed up in one objective—win the war! Although wartime secrecy imposes limitations, the end of the year affords appropriate opportunity to gauge radio's vital role in the world today, and to measure the significance of wartime developments as they may fit into the pattern of the future.

Strongly fortified by the ingenuity and skill of American research and industrial enterprise, radio has entered its third year of war in the service of the United States. Years of suspense—a year of defense and a year of offense—have gone into history. As 1944 begins, the United Nations are on the road to Victory. A year of intensified offensive, such as the world has never known, is ahead. Only time can tell, however, whether 1944 is to be the year of decision—the year of unconditional surrender of the forces which have brought destruction and tragedy upon the world.

Breaking All Records

The American radio industry is breaking all records in war production and communication. Daily, 400,000 radio-electro tubes are manufactured. Every hour of the day and night, all America is informed by up-to-the-minute broadcasts on the progress of the war. At the same time, short-wave broadcasters are reaching every land throughout the world regardless of enemy restrictions. Tons and tons of apparatus are sent into combat every week. Miles and miles of transoceanic radiotelegraph circuits are vibrant with urgent dispatches, news and communiques. Messages are flashed by automatic high-speed machines at the rate of 600 words a minute.

Huge Production

Latest estimates reveal that radio production in the United States is up to \$250,000,000 a month against \$30,000,000 a month a year ago—all for the armed services. The equipment is the finest and most efficient in the world. America's radio-electronic scientists and engineers have far surpassed Germany's much vaunted super-men of science.

In fulfilling its unprecedented wartime responsibilities, radio has taken its place among the great industries of America, offering employment to hundreds of thousands of workers. Since the war began in Europe, RCA employees have increased from 23,000 to more than 40,000. Another 6,000 employees are enrolled as officers and enlisted men in the military services. Many of them are in the front line of communications—they straighten, maintain and operate the life-line of Victory.

No Service Disruption

The fact that our civilian radio service is not disrupted during these war years, when all-out effort and materials are directed to winning the war, is high commendation of the quality of American radios as designed for the home. Americans listen to enemy broadcasts without danger of death penalty or imprisonment. All this liberty in wartime is proof of radio's faithful alliance with Democracy and the Freedoms.

Scientifically, the outstanding developments of 1943, as those of 1941-42, are classified as military secrets. It violates no secret, however, to report that outstanding advances have been made in the use of radio sound and sight. Nothing in radio is ever new for long, even in peacetime. War, however, changes the old order of things even more rapidly.

New Peace-Time Services

New instruments and new services are in the offing for peace. The wartime pace that science is called upon to maintain is breath-taking. Nevertheless, American radio keeps up with it. Our laboratories are creative beehives of activity; our manufacturing plants are arsenals; our communication waves are life-lines. To reconvert them all to peaceful pursuits will present a great challenge to the radio industry. It will be a most promising field for post-war employment and opportunity.

Radio as an industry is fortunate to have television as a post-war development of great promise and popular appeal, able to open a new era in service to the public.

(Please Turn to Page 49)

HOPE



1938-1944

**PEPSODENT PROGRAM
PARAMOUNT PICTURES**

RADIO - NAVY MORALE BUILDER

By *J. Harrison Hartley*

Chief, Radio Section, Office of Public Relations, Navy Department

BY THE military, "morale" might be defined as that state of mind—of the nation and the individual—which produces the maximum effort to win the war as quickly as possible.

It is the view of this writer that the broadcasting industry's greatest contribution to the building and maintenance of that kind of morale is its continuance of normal schedules of unbiased news and varied entertainment despite the difficulties presented by the war.

Our bluejackets, Marines and Coast Guardsmen afloat and ashore, and their families at home, uninterruptedly have been able to hear their favorite variety, musical, and dramatic programs. That fact has been more telling, from the standpoint of morale in our country, than all the collected speeches of Dr. Goebbels have been in Naziland. American radio is a living symbol of the America we are fighting for.

Training Camps

This has been proved conclusively by the reaction of thousands of Navy men in the great training camps or temporarily home from the sea. The Fifth Naval District, which, with headquarters at Norfolk, Virginia, encompasses one of the largest areas of Naval activity of all kinds in the world, reports, "Local originations of name shows have been tops as a live audience morale factor. Many SEABEES assert that their spirit of 'Can do!' has been heightened by the many references to the Construction Battalions on important programs."

From the Ninth Naval District, home of the huge Great Lakes Naval Training Station, comes word that, "By bringing their programs to the sailors in training, the sponsors of programs have made available to the men a far higher type of entertainment than otherwise could have been offered on the stages of our auditoriums. Remember, 'boots' get no liberty for the first eight weeks in the service.

"In a different category is the radio program featuring largely Naval personnel. These broadcasts build the morale of both participants and audiences—Bluejackets—Marines and Coast

Guardsmen—and provide an excellent vehicle for the Navy's story in this greatest of all wars."

The West Coast says, "Navy welfare officers out here are unanimous in their praise of visiting radio shows as morale builders. In many cases, these programs play for men about to shove off for combat areas—ease the strain of the break from home shores. Many of the men write home, asking the folks to listen to the same show. The effect on families and men is very good."

Over There

Reaching the Navy, Marines and Coast Guard overseas with popular programs has been a special, noteworthy, joint achievement of the radio industry and the armed forces. Since early in the war, many sponsors contributed recordings which were shipped by the Navy to Dutch Harbor, Alaska, for rebroadcast over a local network of military stations. Through the cold, dreary nights of the North these records brought laughter, comfort, and good cheer—the tie to home.

Since then, and with the active cooperation of the Navy, the Armed Forces Radio Service, Morale Services Division, War Department, has undertaken to supply especially conceived, written, and produced recordings, totaling fourteen hours per week, for the information, education, and orientation of all our fighting men overseas. Some 200 stations, abroad, schedule these transcriptions.

In addition, Armed Forces Radio is providing to the same stations, recordings of popular U. S. sponsored shows, sans commercials, by agreement with the advertisers. These latter programs are aired in combat theatres on schedules closely approximating the regular domestic schedules. This service gives each station an additional twenty-eight hours of programs per week.

A further distribution of both types of recordings is made to Army and Navy hospital ships, other surface vessels, and even submarines.

Home Front

Meanwhile at home, the families of Naval personnel are hearing of their fathers', brothers', sons', and sweet-



"Fibber McGee and Molly"

NINTH YEAR FOR THE MAKERS OF JOHNSON'S WAX

hearts' exploits by means of eye-witness accounts, dramatizations and news commentaries, programmed in to the structure of both sponsored and sustaining shows. Working with the writers and producers of the agencies, networks and local stations are the staffs of the Radio Section of the Office of the Assistant Director of Public Relations, West Coast, Los Angeles, California; the Branch Radio Section, 580 Fifth Avenue, New York; the Radio Officers of District Public Relations Officer, and those on the staffs of the commanders of fleets. All of the male officers of the Radio Sections in Washington and New York have had experience at sea in combat areas in order better to fit them to service writers and producers.

Through their close collaboration with the industry in making available Navy, Marine and Coast Guard stories, Radio Officers have helped keep the public fully informed of the progress of the Naval phases of the war.

The Naval Service therefore needs all of the creative help it can obtain from network, regional and local programs. For reasons of security it is impossible to originate live programs from the Navy in action. Therefore, the newscaster, the writer, the producer, and the radio actor must interpret for the people the courage, determination and great human qualities of the men at sea, all of which greatly affects morale.

Conclusion

1944 may well be the most important in the history of this country. At this momentous time for civilization, the American system of broadcasting, as the result of experience during the last four years, is organized and ready to play its vital part on the winning team—sustaining and building the morale not only of the Army, Navy, Marine Corps and Coast Guard, but also of the home front, the fighting fronts, and of our Allies.

(Continued From Page 45)

RADIO IN WAR AND THE FUTURE -- By David Sarnoff

Television Status

There should be no expectation, however, that when the war ends the air will be transformed overnight to television. It will require from three to six months to get the machinery in operation to resume the manufacture of civilian broadcast receivers. It may require a year after approval of standards and full authorization of commercialization of television broadcasting by the Federal Communications Commission before television sets are available within the price range from \$200 to \$300. Production of television receivers is not the only task. Television transmitters must be erected. Interesting programs must be planned. Automatic radio relay stations must be built to link key cities into a network. That is no one-year job.

Alongside of television, "FM," or frequency modulation on ultra-short waves, holds great promise of becoming an added feature in broadcasting. Even now "FM" carries the sound part of television. In both television and "FM," much scientific progress has been made in connection with the application of radio to the war. The home-radio instrument of the future will be a combination television and sound-broadcast receiver incorporating "FM" and phonograph.

Outside the realm of radio communication, the application of radiothermics, or radio heating, is finding widely extended use in industry. The use of high-frequency waves for heating is a wartime development of no small achievement. It is accelerating and increasing the efficiency of numerous industrial processes.

In the Offing

Because of spectacular wartime developments, radio apparatus will be adopted for collision prevention to aircraft, ships, railroads and possibly automobiles. All this will be part of the new service of radio in an era of sight control made possible by the development of electron tubes in the field of microwaves.

As new electron tubes always serve as keys to major advances, so in broadcast reception, new and tiny tubes—smaller than acorns—may introduce "personalized" radio. Small, compact receivers, and even transmitters may be built in a little case that will slip into a pocket. The uses to which such "stations" may be put gives the imagination much to play upon.

All these new developments will not be realized in 1944, but with 1944 as the year of expected decision in the European war, they will date from it, as radio broadcasting dated from 1919.



Charlie McCarthy

Supported by

Mortimer Snerd

Supported by

Edgar Bergen

are starring in

Charles R. Rogers'

"Song of the Open Road"

★ ★ ★

Sundays

at the usual time

The Chase and Sanborn Hour

OWI RADIO PROPAGANDA

By Robert E. Sherwood

Director of the Overseas Branch of the OWI

IN the theaters of war, the nature of the work of the Overseas Branch of the Office of War Information can be stated simply: it is direct propaganda action against the enemy and to the peoples of enemy occupied territory.

In the European theater this action is taken from all available bases—in Great Britain, in the Middle East, in North Africa and now in Sicily and Southern Italy. In South East Asia, the bases are India and Assam. In the Pacific, the bases are China, Australia, Hawaii and Alaska.

Not only must we supply the personnel and the equipment necessary for all bases in which invasions may be mounted; we must be prepared to move properly trained and equipped teams from these bases to the next objectives of invasion.

This happened in Tunisia, and again in Sicily, and again in Italy.

In Italy

For instance: when the first American troops entered Palermo, in Sicily, OWI civilians went with them. One of our men accompanied the troops who seized the Palermos radio station. When they captured the manager of the station, they found in his coat pocket the orders that had been issued to him to destroy this station at the moment of Allied entry into the town. Prompt action had prevented him from carrying out these orders—and within a short time OWI men were broadcasting from this station to the people of Sicily and Southern Italy.

In Palermo—as in all other cities occupied by our troops—OWI men moved in immediately to take over and operate not only the radio stations but all newspaper plants, movie theaters and other means of communication.

We've traveled a long way to Palermo, Bari, Naples and northward.

Only a week before our troops landed in North Africa, the United States Government leased all American short-wave transmitters from NBC, CBS, GE, Crossley Corporation and the World Wide Broadcasting Foundation to unite them into a close-knit hard hitting propaganda battery. At that point, with the exception of a few programs relayed by BBC transmitters, American programs reached listeners directly from our side of the

Atlantic. They performed an important function. But we were still very remote—geographically and in spirit—from our listeners.

New York

We are closer to them today. Fully 25 per cent of the present schedule of 2,600 programs the Overseas Branch beams out of New York each week in 26 languages are picked up by powerful radio stations on and near the European continent for rebroadcast to European audiences. In addition, OWI radio teams in combat areas produce hundreds of programs for direct broadcast to the peoples of Europe. Relay points to audiences in France, Germany, Turkey, the Union of South Africa, Spain and other countries include Tunis, Palermo, Naples, Leopoldville in the Belgian Congo, Gibraltar and Rabat. All through these fourteen months the number of programs rebroadcast by London transmitters has continued to grow. Programs originating in the United States now account for almost 10 per cent of the total number aimed at Europe from the British Isles.

Pacific Coast

On the Pacific Coast, the OWI, broadcasting 694 programs weekly in 24 languages and dialects, has a varied audience—one which is scattered over more than half the world and among two-thirds of the world's population. We are heard in Japan, China, Malaya, Burma, Thailand, India, the East Indies, Australia, New Zealand, the Philippines, the Aleutians and Hawaii.

Looking at results of OWI's worldwide radio propaganda operation, we can honestly say that the men and materials of this organization have made a definite contribution to the brilliant series of victories which our armed forces have won.

On November 22, 1942, General Marshall wrote to Mr. Davis, saying: "the efficiency with which the personnel of the Office of War Information co-operated with the War Department in connection with the operation in North Africa contributed directly toward its success, and is deeply appreciated." On August 30, 1943, General Marshall again wrote to
(Please Turn to Page 55)

Bud Lou
ABBOTT and COSTELLO



On The Air

Thursdays—NBC
For **CAMEL CIGARETTES**



On The Screen in
UNIVERSAL PICTURES



Exclusive Management
EDWARD SHERMAN

New York

Philadelphia

Hollywood

EDUCATIONAL RADIO - 1944

By Major Harold W. Kent
President, Association for Education by Radio

A SURVEY of educational radio at this point (January, 1944) develops the conclusion that it still has some coming-of-age to do. As an enterprise in the radio field, it has received some support from a few public service-minded commercial broadcasters; some support has been given by the few college stations; some support from contribution to the literature of educational radio; from such organized conferences as the School Broadcast Conference and the Institute for Education by Radio; support from strong though isolated public school centers such as Detroit, Chicago, Cleveland, Akron, Los Angeles County, and Portland; and finally, from and through the membership of the steadily growing Association for Education by Radio (AER).

Teacher Status

To continue the tone of this introduction it might be noted that there are 640,000 teachers at the elementary (Grades 1-8) level and 330,000 teachers working at the high school (Grades 9-12) level. How many of these people have seen a demonstration of the intelligent use of an educational broadcast? Read a description of a good utilization? Seen a manual of a broadcast series? How many of the 28,000 high schools have radio workshops? How many have any kind of central sound equipment? How many teacher colleges have any substantial program of professional radio courses?

Any reply to those questions would be empirical but it can be summed up by saying "mighty few." This seemingly is pessimism at its worst. Yet out of this welter of unacquaintance comes the challenge to the people in high places . . . radio educationally-speaking. It means that the Institute for Education by Radio at Columbus, now in its fifteenth year, must redouble its efforts. It is now the accepted rallying point for planners and thinkers in schools, in Government, in commercial radio and in public service to thresh out through sharp accentuated exchanges the views and news of the trade. Among other things, the Evaluation of School Broadcasts was born in the discussion of the Institute. So was the School Broadcast Conference. So was the Association for Education by Radio.

But these proceedings provide but a cue for the production that awaits him who accepts the challenge.

School Broadcast Conference

The School Broadcast Conference in its eighth year at Chicago must rise to meet the challenge. Here is the outstanding "utilization" meeting in the country. Techniques of program use in all fields, at all levels, workshop and school policy are all thoroughly explored in demonstration and discussion. But this meeting must consider ways of implementing the "selling" of educational radio to administrators, supervisors and teachers. It must identify and clarify the schoolroom needs in writing and production peculiar to school use. It must more closely relate radio as an aid to curriculum. It must encourage teacher training programs to utilize the good developed in the fabric of the Conference. Above all, it should, as it has, encourage the development of similar school broadcast conferences all over the United States.

The two meetings as outlined are, however, but meetings. They are not organizations. To fill the need of a link, a continuing organization, the Association for Education by Radio, was organized in May, 1941. It is acknowledging the challenge and is steadily rising to meet it. With a present paid membership of 850 in every one of the 48 States, and Canada; with 10 city and two State chapters; with an eight-issue-a-year journal; 40 meetings at major radio conferences; an information service; a script of the month service in co-operation with the Writers War Board; a book service at 10 per cent discount; an affiliate in the form of Alpha Epsilon Rho, a national college workshop fraternity in six institutions of higher learning; with other activities of national scope joining up—with all these, it will be recognized that the AER is building a sound foundation for subsequent progress. Individual membership is "open to anyone interested in education by radio."

Federal Activity

The Federal Radio Education Committee (FREC) is a small fairly representative group equally divided between education and industry, which publishes the



Red Skelton

Metro-Goldwyn-Mayer

and

"Raleigh" Program—NBC



PREC Bulletin (free) and supplies an information, script and transcription service. This is housed under the U. S. Office of Education auspices in Washington, D. C. One recent activity that merits comment is the listing of educational programs in a monthly bulletin. This fills a definite need in education.

There are certain other educational radio activities that are part of the fabric of this picture. One is a partly private, partly foundation-financed, Rocky Mountain Radio Council. On a regional basis this organization serves commercial and college stations, colleges and universities, with a listing, logging, script and transcription service that is outstanding in the nation.

Station Enterprises

There is important educational and public service enterprise on the commercial stations and networks. Stations WLS, WLW, KOIN, stand out. Among the networks. CBS's American School of the Air and NBC's Inter-American University of the Air are important. They are basic and useful patterns of nationwide interest to educators.

The part that the college station plays in educational radio is tremendous. The National Association of Educational Broadcasters includes about all thirty-five of the college stations remaining on the air. The stalwart job of state and regional coverage that is done by WILL,

WHA, WSUI, WLB, KOAK, again to mention but a few, is a definite contribution to our culture and inheritance.

FM Angles

In Washington the U. S. Office of Education is pushing Frequency Modulation for Education. It is not out of line to predict that not only will another or wider FM spectrum have to be set aside for education but that a television band will have to be so earmarked. Promotion of FM is being pushed with literature and carefully prepared statewide maps showing coverage possibilities by state educational systems.

The AER will probably affiliate with the National Education Association as a member department. Up to now, the AER has more than met the requirements for department admission.

Summer workshops under careful supervision will be a necessary venture. Utilization and equipment with teachers in mind should be the guiding light in organization.

Conclusion

There it is. I believe radio is at the threshold educationally. Equipment trends will do much to steer its course, but intelligence and initiative among educational radio's leaders in setting up Summer workshops, teacher training courses, institutes, literature, and all kinds of helpful promotion will bring this audio aid into its full realization in education.

(Continued from Page 51)

OWI RADIO PROPAGANDA -- By Robert E. Sherwood

Mr. Davis and said: "I desire to express my appreciation to the members of your organization for their excellent work in the field of psychological warfare during the Sicilian campaign."

Psychological Warfare

After the fall of Naples, General Eisenhower sent a cable to the Combined Chiefs of Staff in which he paid very high tribute to the work of the OWI and the other agencies involved in the Psychological Warfare Branch of his headquarters during the campaign in Tunisia and later in Pantelleria and Sicily and then in the invasion of Italy.

The facts support these generous statements from General Marshall and General Eisenhower.

More than eighty per cent of the German and Italian prisoners captured in Sicily confessed they had been influenced and impelled toward surrender by our propaganda.

The Future

There are many holes in the supposedly solid wall of censorship which was built to keep the truth out of Germany, Japan and the conquered countries.

The German press has repeatedly warned its readers not to believe the floods of American "propaganda lies" which are constantly coming into Germany from Switzerland and Sweden. What the Nazis call "lies" are, of course, the truths of this war.

After the surrender of Italy, the Japanese Government radio broadcast to the Japanese people: "There is nothing for us to worry about in the surrender of Italy, but we must rather guard against the propaganda of the enemy. . . . Looking upon Italy, the victim of the exploitation propaganda of the United States of America, I would like to urge our people to solidify our effort further for the prosecution of the war."



Mgt. LOU CLAYTON

RADIO SUPER-BOND SALESMAN

By *Thomas H. Lane*

Director of Advertising, Press and Radio, War Finance Div., Treasury Dept.

THE most important reason that radio has been so successful in promoting and selling War Bonds is that the radio industry looks upon this job as its own. The voluntary efforts of the networks, local stations and radio advertisers are due a large share of the credit for sales of twenty-three billion seven hundred and seventy-two million dollars in War Bonds during the three years that these securities have been marketed to the American people. The all-out voluntary efforts of the radio industry especially are due a large share of the credit for the sale of almost nineteen billion dollars in War Bonds during the Third War Loan Drive in September, 1943.

Millions in Free Time

As an example of the "value" of the radio industry in a War Loan Drive, the monetary value of the local and network radio time given over to promoting and selling War Bonds during the Third War Loan campaign was estimated by the National Association of Broadcasters at \$12,000,000. This estimate, of course, does not include cost of such talent as that of Bing Crosby, Jack Benny, Bob Hope; only a few examples of the leading radio, stage and screen stars who performed time and time again.

Full Network Co-op

As an example, the four major networks (the National Broadcasting Company, the Mutual Broadcasting System, the Columbia Broadcasting System, and the Blue Network) deliver a tremendous proportion of their sustaining programs to the War Bond campaign; molding the scripts and commercials of these network-owned programs to the purpose of increasing War Bond sales without any direction, advice or request from the Treasury Department.

The same thing is true of network commercial programs; programs which are the property of commercial advertisers. In this respect, the commercial sponsor and his advertising agency "go it alone" in regard to reaching the public with what they think is the best War Bond-selling message, from the starting point of the Treasury Department's policy-theme.

Local Station the Keystone

Just as the voluntary effort of the radio industry is one of the keystones in the successful operation of selling War Bonds so is the local radio station the keystone of the radio industry. And the local radio station is doing an unsurpassed job in promoting and selling War Bonds. Here the effort is even more voluntary than with the networks and the commercial sponsors, if possible. The local radio station translates the job of promoting and selling War Bonds into terms of its own community—focusing its War Bond sales efforts on the welfare of local men and women in the uniform of their country and the welfare of the townsfolk in the future days when jobs may be fewer and salaries less than they are now. Once again, the Treasury Department's "direction" of this effort may be summed up in the word theme-policy.

ETs Highly Important

As an example of their usefulness, and the high regard with which radio stations receive Treasury Department transcriptions, seven hundred and ninety-two radio stations regularly broadcast the three Star Parade programs which they receive weekly. Many of these 792 stations broadcast these programs more than once a week. Six hundred and eighty-five radio stations regularly broadcast the Treasury Song Parade programs.

As an example of the entertainment features of these programs, following are a few of the stars who have appeared in these electrical transcriptions: Alfred Lunt and Lynne Fontanne, Paul Whiteman, Orson Welles, Bing Crosby, Conrad Nagle, Fibber McGee & Molly, Fanny Brice, Tommy Dorsey, Elizabeth Bergner, Frank Sinatra.

In addition to the Treasury Star Parade and the Treasury Song Parade electrically transcribed programs, the Treasury further aids the War Bond sales effort of the radio industry via the program *The Saturday Night Bandwagon*, a dramatic and musical program heard at 10:15 p.m. over the Mutual Broadcasting System network on Saturdays. This program is controlled and directed by the Treasury Department; But the time is given by the MBS network.



Hello!

This is

Arthur Godfrey

Snafu

RADIO FARM AID OF TOMORROW

By Wallace J. Kadderly

Chief of Radio Service, U. S. Department of Agriculture

A FRIEND of mine recently shaved the whiskers from an old farm gag and put it back in circulation clothed in a diaper.

In the bewhiskered version, a rooster shows the hens of the flock an ostrich egg. He says, "Not complainin', girls; just want you to see what others are doing."

In the diapered version, the flock owner installs a television receiver in the laying house so the hens can "take in" video programs that originate in poultry houses on successful farms. He holds an ax in his hand and says, "Not a threat; just want to see what your competition is doing."

Far-fetched? Of course.

Yet the radio men "in the know" hint broadly that wartime developments in radio, television, and facsimile forecast post-war possibilities that practically stagger the imagination.

Problems Solved

It may be that war-prodded research men have solved the technical problems that once threatened to delay indefinitely the extension of the newer types of radio service to agricultural areas. It may be, too, that economic obstacles to that service can be surmounted readily in the post-war world.

At any rate, the people on the land will need radio in the world of peace as they do in the world of war. The same rural needs that justified the existence of power stations before the war and during the war deserve consideration in the plans for post-war radio service.

And it's not unlikely that those who plan now to meet those rural needs will profit from the service.

New things are happening in agriculture. Farm income during the war has reached a new all-time high.

A lot of this income is necessarily being saved. The savings, plus accumulated wants and needs, guarantee the start of a great post-war market. On some of the very important products—products which have been produced in greater volume at the formal request of the Government—Congress has provided a policy of supporting prices if necessary during the transition from war to peace. But more important still is the fact that farmers are starting now to

do everything possible to produce abundantly and profitably after the war.

Banishing Hunger

Agriculture is proud to have taken the lead in planning for peace. The United Nations Conference on Food and Agriculture in the Spring of 1943 kindled the hope for a world of plenty in the days of peace. Statesmen and scientists from 45 nations pointed out the principles through which it will be possible—for the first time in all the centuries of man—to banish hunger from the earth.

It was natural and logical that agriculture should take the lead in planning for a better world order, for agriculture is fundamental. Of the world's two billion people, nearly two-thirds are farmers. They feed the rest. Farming is the last of all human activities that could be abandoned if the human race is to exist on the earth.

Farmers today are discussing the world of the future as they meet the exacting needs of today. The people's "hired men" in the Government are studying to find the best ways to meet the problems of the future—the problems of markets for farm products, trade arrangements, technology.

Agriculture has a vision—a vision of peace with the plenitude that makes for lasting peace.

And this vision, far from distracting farm front fighters from the immediate job of winning the war, is a powerful incentive to finish the job quickly.

Hand in Hand With Radio

The vision may never be realized. Nobody is naive enough to regard it as a certainty. But few of us are defeatists who believe the world must always be a chaos of boom-and-bust, war-and-armed truce. Those who believe we have a chance to realize the vision—know that food is one of the fundamentals on which peace must be built.

Agriculture has done a magnificent war production job—a job that could not have been done so well without the help of radio.

Agriculture cannot contribute its full share to the building of sound and lasting peace without the service of radio.

Agriculture says to the free radio of America: "Let us go forward together."

Wherever Songs are
heard—she's Tops!

Dinah Shore



Star of "The Dinah
Shore Program," CBS
Coast-to-Coast, every
Thursday night, spon-
sored by Birdseye Frosted
Foods, produced by
Young & Rubicam, Inc.



Soon to be starred in
"Belle of the Yukon"
for International.



Recording exclusively
for RCA-Victor.



Recently featured in "Thank Your
Lucky Stars" for Warners; "Up In
Arms" for Goldwyn; "Command
Performance" for Universal.



Management: WILLIAM MORRIS AGENCY

U. S. RADIO TO LATIN AMERICA

By John W. G. Ogilvie

Director of Radio, Coordinator of Inter-American Affairs

SHORTWAVE in the United States, during the past eighteen months, has sprung into the dominant position it rightfully deserves and, according to a recent check, leads in popularity in the Latin Countries. Rather than use it as a tool for disseminating propaganda, United States radio, now as in peacetime, is a vehicle for cultural development, entertainment, and information. Latin American audiences have long since learned to discount German and other Axis programs because of the propaganda they carry. In news, for instance, the Latin American has confidence in the radio and press services of the United States and turns to these sources for the true picture of world affairs. In Lima, Peru, 44.1 per cent of the listeners prefer United States shortwave programs, as compared with 4.3 per cent for Germany and the remaining 51.6 per cent being divided between Great Britain and the shortwave stations of the other American Republics.

Reasons for Popularity

The popularity of U. S. radio is due primarily to two reasons first, the strengthening of the shortwave signal through improved facilities and second, the program content and pattern for handling production. Prior to the war, the shortwave transmitters in the United States were used with little regard as to power, clearness of signal or concentration of the signal to a given area. There was no coordination of activities—each broadcaster was independent in his sphere of shortwave operation. Soon after the declaration of war the Government leased the shortwave stations from the owners, added new transmitters, cleared up the signal, integrated the service areas of the stations and set about to do a shortwave signal job—and did it.

Scripts Carefully Chosen

With the beams directed to our neighbors to the south, with the signal cleared and usable, the next step was to produce the type of programs that the Latin audience would want and appreciate. The Coordinator's Office called upon the domestic standard stations for scripts depicting the every phase of American culture, business and everyday life, and received help from stations in all parts of the country. The networks offered

their services and today seven and one-half hours of Spanish language programs are produced on alternative hours by NBC and CBS and broadcast simultaneously over ten transmitters, seven and one-half hours of Portuguese are broadcast over three transmitters, beamed at Brazil and sixteen hours of English are broadcast over three stations from San Francisco. In addition to the regularly scheduled shows particular advantage is taken to have visiting Latin Americans broadcast their own impressions of the United States and during the past years prominent journalists, statesmen, and scientists have been on the shortwave programs.

Special Writers and Producers

Producers and writers from the radio industry in the other Americas have been brought to New York to improve our technique in producing shows and their assistance has played an important note in the success of programs. United States shortwave radio, more perfectly than any other medium, can communicate to our neighbor republics the flavor of our manner and life. It permits them to eavesdrop on our intimate diversions. They have heard us at work in our thunderous industry rolling out fantastic quantities of ships, guns, tanks, bombers, and explosives. They have heard us on manoeuvres and in battle and it is possible that this titanic thunder and crash of production has been so deafening as to obscure the fact that in normal times, in the times that will follow the last roar of the bombers overhead, that we will continue to be their friends in the pursuit of happiness.

Other Activities

Shortwave is only one of the undertakings of the Radio Division of the Coordinator's Office. With eleven specially trained radio field representatives with the radio industry in Latin America, local production has been undertaken which now ranks the highest in audience popularity in their respective countries.

Our obligation in 1944 is to hold the vast audience that has turned to us for radio service and develop new listeners and friends. We can do this by giving the best that we can produce in the field of radio entertainment and information in local productions and transcriptions.

Ginny Simms



PHILIP MORRIS PROGRAM (NBC)
M-G-M PICTURES — COLUMBIA RECORDS

RADIO AND THE 1944 MARKET

By *William P. Noble*

Vice-President, Walter P. Burn & Associates, Inc.

THE war—with millions of men and women entering the armed services and other millions of civilian workers shifting from their home communities to war centers—has caused, numerically the greatest dislocation of population in our national history. All this has occurred within the space of the past three years.

To Radio, this factor of population shifts presents new problems. Markets must now be evaluated on new interim data, rather than by the yardstick of the last available Census. Many of these markets are still expanding at a rapid rate, some remain static, while others continue to decline in population. The mostly widely used base for all such calculations is the War Ration Book registrations which provide a working basis which estimates the present civilian population for cities, Metropolitan Districts, counties and states. However, these figures must still be translated into families and radio homes in order to complete this picture of radio's potential audience in any given area.

Census Report

Illustrative of just what shifts of population has occurred within the past three years is a recent report of the Bureau of the Census which shows that 449 areas; counties, groups of Metropolitan Counties, independent cities and the District of Columbia, have gained civilian population in the past three years while 120 areas showed a decrease in civilian population. Further that manly one-third of the 3,071 U. S. counties suffered a loss in civilian population of 15 per cent or more in the past three years.

This in-migration within the United States has had the effect of swelling civilian population where war industry, shipbuilding and mining operations are in operation, and where large military installations and naval posts are located. Roughly speaking, these areas of increased population are mainly located in the Atlantic and Pacific coastal areas, the gulf states, the Great Lakes region and in the mining states of the West. Heaviest losses of population have occurred principally in agricultural areas, most particularly in the Great Plains and in the Mississippi Valley.

For Complete 60-Page Statistical Section Please Turn to Page 233.

More Radio Homes

While our civilian population has declined 2.4 per cent during the last three years, the number of our families, radios basic yardstick, is estimated by the Bureau of the Census to have increased. This seeming paradox is explained by several factors, a principal one being the increased number of marriages during the first wartime years. More families naturally mean more radio homes, so that while we have suffered a civilian population loss, we still have increased the number of radio homes and the number of potential listeners.

Together with the estimated increase in total families is the unquestioned rise in the number of radio homes, for the past few years. Estimates on this increase have been presented year by year by various research methods, but such estimates have been for the United States as a whole, and as such, could not be used for a broadcaster's individual coverage.

RADIO DAILY in this present volume, presents a county by county figure for radio homes, based on the latest War Ration registrations available. These figures have been carefully related to the shift in population for each county and at the same time consideration has been given to the increase in families and radio homes.

A New High

As of 1944, the total number of radio homes in the United States reached the new high total of 31,289,920, reckoned by the method used. This compares to the official U. S. Census figure 1940 of 28,048,219 or an increase 3,241,701 radio homes.

During 1944 shifts in population will undoubtedly continue. These again will be revealed by War Ration Book registrations. However, it is not expected that such severe dislocations of population will occur as in the past three years.

Looking a little further ahead, it is safe to predict that some of the markets, already swollen by the influx of war workers will hold their gains, others will lose thousands when the war ends, and still others which have lost population will gain back some part of their losses.

THE COCA-COLA COMPANY
and
THE BOTTLERS OF COCA-COLA
Present



MORTON DOWNEY

for
SECOND YEAR

WJZ and THE BLUE NETWORK
MONDAY THROUGH FRIDAY
3 to 3:15, E.W.T.



RADIO CENSORSHIP IN WARTIME

By

J. HAROLD RYAN

President National Association of Broadcasters*

VOLUNTARY censorship is now operating in its third year. It is no longer an experiment. That it has passed the trial stage with so few failures and with so many successes is in no small part due to the spirit of American broadcasters, which is the spirit of the American people.

Since the Office of Censorship was organized, there have been issued to American broadcasters one original and three revised Codes of Wartime Practices. Each new edition has reflected the advantages gained through experience. Each new edition has provided for more liberal treatment of the news than its predecessor, which in brief means that it has been the endeavor of this office to loosen the girth of censorship wherever and whenever the war's progress has made it possible.

Time has found us, then, going by progressive steps from a relatively severe security provision against the release of production information to a liberal one. This progression has been keyed directly to the step-up in our production. As goals were met, there was less and less purpose in keeping the enemy from knowing that a certain plant was manufacturing a certain type of airplane.

The weather clause has been so altered that one can say on the air almost as much as he can say over the back fence. Almost, but not quite. But those early restrictions were necessary, because the enemy was at that time operating more closely to our shores and interception of signals from small stations was not impossible. Furthermore, there was the original necessity, and it remains unaltered, to administer voluntary censorship uniformly, with the requests of this office falling with equal weight on all. It was considered, and we believe wisely, that any policy short of this would be inconsistent and would foster a situation which could not be controlled voluntarily by the broadcasters. No broadcaster to whom this explanation has been made ever denied or opposed its logic.

The conception that voluntary censorship can only be successful if the broadcaster retains control over his microphone has not changed and it would not appear that such a conception should change, so long as we are at war.

One of the gratifying experiences of voluntary censorship in 1943 was written by the foreign language broadcasters. The Government found good purpose in permitting the continuance of foreign language programs on American radio stations. The listeners of such programs have as great reason, if not greater, for desiring the early defeat of our enemies. To them, as to those of us who listen only to English programs, the news of the war's progress is vital. To give them this news, special safeguards had to be established.

Of course the war is not over. It approaches a crisis. And, as the tempo of attack increases, the alertness of our voluntary censors must be even keener. You who perform the function of censorship on American stations fight silently, but surely. A blue pencil can save a battalion. With that certain knowledge, you cannot but live up to the principles of security to which you have been commendably faithful for over two years.

** This article was written for RADIO ANNUAL while Mr. Ryan was Assistant Director of Censorship. For complete NAB Section Please Turn to Page 898.*





DON AMECHE

Pictures *Management* **Radio**
20th Century-Fox GEORGE FRANK, INC. Radio Corporation of America

CANADIAN BROADCASTING AT WAR

By *Glen Bannerman*

President, Canadian Association of Broadcasters

1943 ended with Canadian Radio Broadcasting well into its fifth year at war. Looking back over the twelve months of 1943 Canadian Radio was conscious of a just pride in the service it has rendered to a people at war.

Time on the privately-owned stations paid for by the Government of Canada to promote the country's war activities represented approximately 7 per cent of the total revenue from time sales. These same broadcasting stations provided free time which if sold would represent slightly over 16 per cent of their total commercial time sales. To this must be added the free time given by the Canadian Broadcasting Corporation's ten publicly-owned stations and over its network. All of this support was more than doubled by the many programmes which commercial sponsors devoted to government projects.

The Future

While the war is by no means won and the effort must be kept up at top speed there is developing, within the trade, a definite desire to look at the future pattern of radio broadcasting in Canada. Will that pattern become one of state monopoly with its attendant bureaucracy and red tapes or will Canada have a dual system of public and private enterprise competing on equal ground for the favor of the public through service, programs and commercial sponsorships? It is for the Canadian People to say.

Naturally those who today are involved in the operation and development of the privately-owned Broadcasting Stations believe that the pattern of private operation in the United States holds the greatest promise for a free system of broadcasting and the most rapid progress in the art unhampered by government control. True, even our good neighbors have government supervision. Indeed because of its international character Broadcasting in any country must have a limited amount of supervision.

In Canada there is a limited amount of Government ownership, but complete Government control, under the Broadcasting Act of 1938 Broadcasting Stations have no legal rights in relation to the Gov-

ernment. It can take them over at will, paying only the value of the physical equipment at the time of being taken over. The Canadian Broadcasting Corporation, under the act, controls all networks and all use of telephone or telegraph lines for Broadcasting purposes. It may order any private station to take any program it desires. It may tell the private station what advertising it may or may not take and when the private station may and may not play transcription programs. In law the Corporation is ALL POWERFUL and can cancel any contract on a private station to make way for its programs without it or the station having any liability for compensation or damages. In actual practice the Corporation has not, to date, exercised all of its powers.

Conclusion

The present pattern of Broadcasting in Canada appears to restrict rapid new developments, especially in that the Corporation has reserved to itself the rights of Broadcasting by frequency modulation, facsimile and television. Despite this, the private broadcasters are looking to future developments and are devoting some time to the study and development of F.M.

It is generally recognized that Canada, with a population of 11,000,000 people cannot hope to have the same pattern as the United States with its 130,000,000 population. The market does not appear to be of sufficient volume to enable commercial advertising to cover the entire cost of a Broadcasting service to all the people from coast to coast.

It is therefore hoped that sane and wise counsel will result in a dual system of public and privately operated stations and networks being established for the future. Where neither is subservient to the other. If this objective is accomplished there is every reason to expect for Canada a pattern of Broadcasting that offers the greatest possible measure of freedom, of individual station responsibility and enough flexibility to keep pace with the development of the art.

☆ ☆ ☆ *Radio On To Victory* ☆ ☆ ☆



PERRY COMO

CBS—SUNDAYS—7:15 P.M., E.W.T.

Victor Recording Artist

Under 7-Year Contract with 20th Century-Fox Films

First Picture

"SOMETHING FOR THE BOYS"

Personal Mgt.

JACK PHILBIN

GENERAL AMUSEMENT CORP.

TELEVISION IN WAR AND PEACE

By Gilbert Seldes
CBS Director of Television Programs

TECHNOLOGY in war time goes underground, and the last things to develop are the civilian arts. Everyone knows that great advances have been made in electronics, and that certain devices have proved themselves most effective in spotting Nazi planes or helping to knock off invisible Jap ships. There is a widespread belief that many of these new developments can be adapted to the uses of television, among other things.

Television as we once knew it is beginning to be obsolete. There may be some difference of opinion as to whether it was good enough in 1941 to become a grown-up entertainment medium; but there can be no doubt that technically it needed improvement; and every statement by manufacturers of equipment indicates that vast improvement is available.

Confined, by a shortage of manpower and materials, to a minimum broadcasting schedule during all of 1943, CBS has intensively studied the conditions of a satisfactory television system. The result, oddly enough, is to shift the question from, "When will television come?" to "Where will television come?" or to put it another way, "Where in the spectrum can a reasonably large number of stations find ample room for a clear, large television picture in color?"

High Frequency the Answer

The answer is, in the higher frequency bands where there is room for many stations, instead of a few, where television in color causes no new difficulties, and where television in color causes no new difficulties, and where a normal, healthy and free expansion could reasonably take place.

The promises to the public in the past year have sometimes been rather high-pitched—often in complete disregard of the interlocking difficulties of program techniques and engineering techniques. With the new developments in electronics, the television of the future can transmit far better pictures than was possible in 1941, and by the curtailed program operations made necessary by the war, program techniques have not kept pace with technical developments.

I hope I am not belittling what has been done in the past when I say the future is going to be enormously better. Let us look at the past for a moment. Both abroad and here, the most elaborate programs were remote pickups, participation shows, and big theatrical productions. The first were limited only by the accuracy and capacity of the equipment. If the camera could take a football game late in October, when half of the field was in shadow, and give you a good picture as the ball was kicked from the shadow into the sun and vice versa—then you still have the problem of getting a good picture of this event on your home receiver. But it seems to me that the people who actually handled remote equipment did an extremely good job technically. No doubt in the future we will become as agile as newsreel cameramen—but I hope we never become quite so tricky. Still, the television cameramen knew how to use their instruments to get a whale of a successful picture. (I would put in here also, sport events in the studio, because they "felt" like remotes.) In certain ways a prizefight in a studio could be more successfully picked up because you could keep the audience away from two sides of the ring, and so get better shots.

Program Types

With participation shows you can rank all kinds of non-dramatic programs. They range from an engineer or a painter demonstrating a machine or a technique, through the pickup of a small jazz band, and right on to a straight unrehearsed quiz show. In these matters there were various approaches, and while I am partial to our own, the important thing is that everybody made good headway in this department. Television lends itself beautifully to the unexpected, the impromptu, the candid camera, working on the unaffected, the unrehearsed human being. (I hope there will be more boxing cats in the future television also.)

The only real dispute as to programs in television, is in the dramatic field. Here you have British and some American experience insisting that if the problem has not been solved, at least the

(Continued on Page 73. For Complete Television Section Please Turn to Page 927).

JUDY CANOVA

FOR
COLGATE-TOOTH POWDER
C.B.S.

Tuesdays—

9:00-9:25 p.m., P.W.T.
8:30-8:55 p.m., E.W.T.
7:30-7:55 p.m., C.W.T.
6:30-6:55 p.m., M.W.T.

ACTIVITIES OF OWI OVERSEAS

A Radio Round-Up of International Operations

THE Overseas Branch of the Office of War Information, beaming out the news of the United Nations at war, completed its 1943 operations on December 31st last with 31 shortwave transmitters encircling the globe from the East and West coasts of the United States.

On the East Coast, in New York City, the Atlantic Operations central studio operation, now nearly completed, is handling more originating programs simultaneously than all four of the major U. S. networks combined. Broadcasting in 26 languages out of New York in a never-changing pattern, one of the most complicated radio network programs in existence is being carried out daily.

From a two studio operation inaugurated in March 1942 the Atlantic operation has grown to sixteen studios, plus nine remote studio feeds from NBC, CBS and others. The total capacity is now 20 input or originating channels, to be fed to 40 output or feed channels.

The recording room in New York is equipped with 14 lathes for cutting air shows as well as special recorded programs for making pressings of programs to be shipped to foreign outposts of the OWI for use on local stations in such places as Australia, Italy, North Africa, etc. In addition there are twenty Memovox recorders for transcription of every broadcast sent to shortwave stations; these are filed for the Government's record.

Atlantic Operations

The Atlantic Operations of OWI Overseas Branch, headquartered in New York City, utilize 21 transmitters operating on European, North European, North African, South African, Central African, Brazilian, East South American, West South American, Mexican, Central American, and Caribbean beams, using 44 frequencies.

The stations are: WGEA, Schenectady; WGEO, Schenectady; WRUL, Boston; WRUS, Boston; WRUW, Boston; WRTA, Boston; WBOS, Boston; WCBX, New York City; WCRC, New York City; WCDA, New York City; WOOW, New York City; WOOO, New York City; WRCA, New York City; WNBI, New

York City; WLWK, Cincinnati; WLWO, Cincinnati; WKRK, New York City; WKRX, New York City; WKLJ, New York City; WKTU, New York City; WKTS, New York City.

Altogether 132 engineers are required to operate the New York studios, recording room, and master control room; in addition, there is a staff of eight for engineering traffic; twelve for studio operations, to schedule facilities and studios; twelve for technical planning. Women are used in all sections—twenty-two of them as radio engineers.

Language schedules from the East Coast include: Albanian, Afrikaans, Arabic, Bulgarian, Czech, Danish, Dutch, Egyptian-Arabic, English, Finnish, Flemish, French, German, Greek, Hungarian, Italian, Norwegian, Persian, Polish, Portuguese, Rumanian, Serbo-Croatian, Spanish, Swedish, Turkish, and Yugoslav.

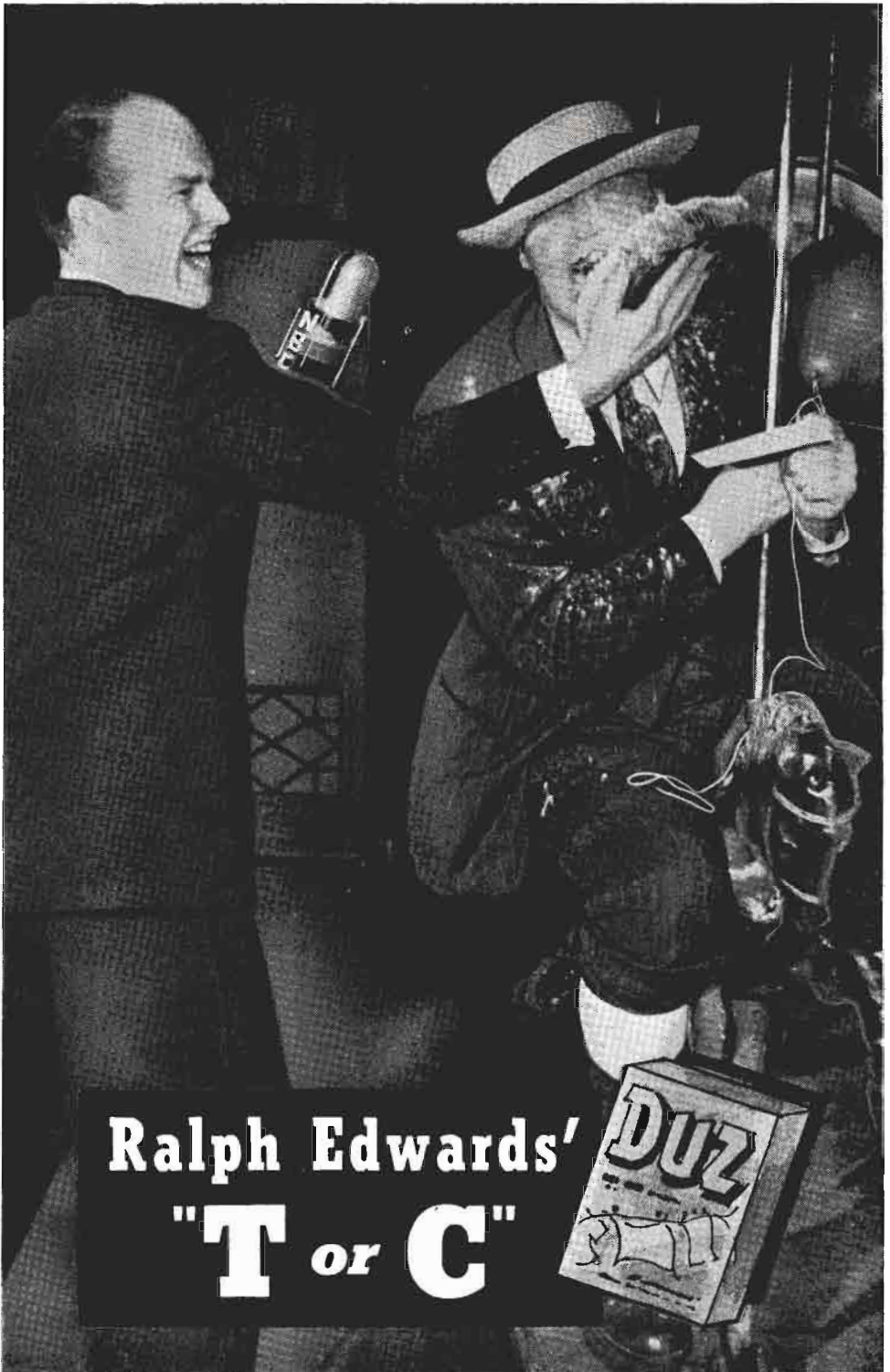
The volume of shortwave radio traffic which originates with the Atlantic operations in New York City may be seen in December 1943 monthly report. The total number of transmitter quarter-hours usage for the month amounted to 41,003, an average of over 1,300 transmitter quarter-hours per day, involving coordination and use of OWI network facilities. Of this monthly figure, 29,999 transmitter quarter-hours were devoted to the transmission of OWI voice programs, the bulk of which originated with OWI (24,519), the remainder originating at NBC and CBS. Comprising the monthly total also were 712 transmitter quarter-hours devoted to radio-photo transmissions originating in their entirety at OWI, and 10,292 transmitter quarter hours of CIAA programs originating at CBS and NBC. OWI handles all technical traffic and operations for CIAA and Army Forces Radio Services in New York and San Francisco.

Pacific Activities

From San Francisco, the OWI Pacific Operations with ten transmitters on Orient, Australian, Netherlands East Indies and South American beams uses 15 frequencies.

The transmitters are: KGEL, San Francisco; KWID, San Francisco; KWIX, San Francisco; KWV, San Francisco; KWY,





Ralph Edwards'
"T or C"



San Francisco; KWU, San Francisco; KRCA, San Francisco; KES-3, San Francisco; KES-2, San Francisco; KROJ, Los Angeles.

Shortwave programs are broadcast from the West Coast in the following languages and dialects: Amoy, Annamite, Burmese, Cantonese, Dutch, English, French, Japanese, Javanese, Korean, Malayan, Mandarin, Shanghai, Standard Chinese, Thai, Philippine language (10 dialects), a Spanish and Portuguese.

The San Francisco installation will rival that in New York upon completion. There will be 14 studios and a recording installation of 10 lathes. It is obvious that this propaganda effort will grow in importance as the military emphasis increases in the Pacific war theatre. The facilities to handle this activity are being provided in the same manner as an New York, including Master Control Room and all necessary installations of the newest and best design and manufacture.

Truly Cooperative

Transmitters used by the Atlantic and Pacific Operations of the OWI Overseas Branch are owned by the Columbia Broadcasting System, the National Broadcasting Company, World Wide Broadcasting Corporations, General Electric, Associated Broadcasters, Inc., Crosley Corporation, Westinghouse Radio Stations, Inc., American Telephone and Telegraph Co., Press-Wireless, and RCA Communications.

James O. Weldon, Chief of the Bureau of Communications Facilities, is responsible for the design, installations and operation of all radio and communications facilities. In charge of the New York operation, as Mr. Weldon's Assistant, is John R. Sheehan, formerly manager of shortwave stations WGEA and W GEO in Schenectady. The San Francisco operations are headed by F. P. Nelson, Assistant Chief, who was formerly manager of shortwave station WBOS, Boston.

TELEVISION IN WAR AND PEACE -- By Gilbert Seldes

Continued From Page 69

rights of direction of movement have been found; and you have another school of thought which believes that up to now the basic problems of dramatic or imaginative or fictional television production are not only far from the solution—the questions themselves have hardly been properly phrased.

Chances are that next year each television studio will more or less proceed as before. This means that we will all try to enlarge our operations, and eventually starting something a little more elaborate than we have done. Those of us who are not in war production are hardly in a position to say that when "cutbacks" occur, vital television material will become available. But if they are, we are all eager to start using our studios, our lights, and our cameras again. There are a lot of things that we can do—we can remind ourselves of all the short cuts and tricks that have been developed in the past, and we can go on to ask ourselves the right questions, and try to find the right answers.

Re Program Departments

It will take about a year to get a good program department functioning. The engineers will need time to absorb into their practice the fundamental changes in electronics. There is a school of thought which is perfectly willing to try to sell the public 1941 television; and

there is another school which apparently will be satisfied with nothing but the television of 1957 or thereabouts. The public should be equally protected against both, because the first is technically incapable of becoming a great medium of entertainment, and the second will unnecessarily delay basically satisfactory television.

New Standards

We believe that a set of new standards, basically simpler than any we have ever had, can now be devised. They will allow television to begin operations shortly after the war, give room for unlimited improvement thereafter, and free us from the constant threat of complete obsolescence which has hung over television from the beginning.

It probably will take some time to move television to its proper position in the spectrum; but it's better to use the time now instead of starting off on the wrong foot again, and making an elaborate apology five years later when we will have a disagreeable alternative; either we ask the public to junk its sets because we are moving to the broadcast band we should have occupied in the first place; or we find that area already allocated to others, and television relegated to a permanently unsatisfactory position in the spectrum, and a permanently second-rate position in the favor of the public.



FRED WARING

and his

PENNSYLVANIANS

•
5th YEAR

•
Chesterfield Pleasure Time

•
Management, John O'Connor
1697 Broadway
New York City

COMMITTEES OF THE BOARD OF WAR COMMUNICATIONS

CONTINUED FROM PAGE 41

LAW COMMITTEE

The duties of the Law Committee include the furnishing of legal opinions and advice, and the drafting of final reports and recommendations, proposed Executive Orders, proclamations, and legislation. The Law Committee will report directly to the Board but will have liaison, for purposes of advice and consultation, with the Coordinating Committee, and, as may be necessary, with other committees.

Chairman
CHARLES R. DENNY
 General Counsel, Federal
 Communications Commission
COL. CONRAD E. SNOW
 Chief, Legal Branch, Office of the Chief
 Signal Officer, War Department

LT. COMDR. ERNEST R. FEIDLER,
 USCGR
 (On leave of absence)
 Treasury Department
 COMDR. FRANZ O. WILLENBUCHER
 Navy Department
 RAYMOND T. YINGLING
 State Department

LABOR ADVISORY COMMITTEE

The duties of the Labor Advisory Committee include the submission of expert advice to the Board on all labor problems incident to the proper carrying out of its national defense mission. With the requirements of national defense as a primary consideration, the Labor Advisory Committee will submit recommendations to the Board on such problems as are referred to it by the Board. The Labor Committee will report directly to the Board but will have liaison for the purpose of advice and consultation with the Coordinating Committee and the Industry Advisory Committee.

Chairman: Robert J. Watt

Organization	Representative	Alternate
American Federation of Labor Congress of Industrial Organizations	Robert J. Watt Joseph P. Selly	Lawson Wimberly, IBEW.
National Federation of Telephone Workers	Joseph A. Beirne	Geraldine Shandros American Communica- tions Association John J. Moran, Vice-Pres.

INDUSTRY ADVISORY COMMITTEE

The duties of the Industry Advisory Committee include the submission of expert advice to the Board on all problems of general concern to the communications companies incident to the proper carrying out of the Board's national defense mission. With the requirements of national defense as a primary consideration, the Industry Advisory Committee will submit recommendations to the Board on such problems as are referred to it by the Board. The Industry Advisory Committee will report directly to the Board but will have liaison for the purpose of advice and consultation with the Coordinating Committee and the Labor Advisory Committee.

Whenever a problem involving domestic or international broadcasting shall arise, the Chairman of the Industry Advisory Committee shall notify the Chairman of the Domestic Broadcasting Committee or International Broadcasting Committee, as the case may be, and such Domestic or International Broadcasting Committee shall designate a Delegate to act as a member of the Industry Advisory Committee on that problem.

Chairman: Walter S. Gifford Secretary: Dr. C. B. Jolliffe



By Howard Chandler Christy

JEAN HERSHOLT

7th YEAR

“Dr. Christian”

SPONSORED BY VASELINE
CBS, WEDNESDAY, 8:30 P.M.

• • • **BOARD OF WAR COMMUNICATIONS** • • •

Organization	Representative	Alternate
American Telephone and Telegraph Company	Walter S. Gifford	Keith S. McHugh
Globe Wireless, Ltd.	Jack Kaufman	R. W. Bunce
International Telephone and Telegraph Corp.	Col. Sosthenes Behn	Frank W. Phelan (All America Cables and Radio, Inc.)
Press Wireless, Inc.	Joseph Pierson	D. K. De Neuf
Radio Corporation of America	David Sarnoff	Dr. C. B. Jolliffe
Tropical Radio Telegraph Co.	R. V. Howley R. A. Phillips	
U. S. Independent Telephone Assn.	(Central Electric & Telephone Co.)	Clyde S. Bailey
Western Union Telegraph Co.	A. N. Williams	E. R. Shute

AVIATION COMMUNICATIONS COMMITTEE

The duties of this Committee include the study of all phases of domestic and international civil aviation radio facilities and communications services associated therewith. It will have liaison with the U. S. Government Facilities Committee and the State and Municipal Facilities Committee. With the requirements of national defense as a primary consideration, the Committee shall recommend plans for the most efficacious use of all of these facilities in time of military emergency, giving due consideration to the needs of other governmental agencies, of industry, and of other civilian activities.

Chairman: R. O. Smith

Organization	Representative	Alternate
Aeronautical Radio, Inc.	R. O. Smith	
American Association of Airport Executives		
American Export Airlines, Inc.	W. A. Schrader	M. H. McFarlen
American Federation of Labor		
American Telephone and Telegraph Company	R. L. Jones	F. A. Cowan
Department of Commerce (Civil Aeronautics Administration)	A. S. Stokes	Eugene Sibley
Federal Communications Commission	T. E. Daniels	
National Advisory Committee for Aeronautics	Charles H. Helms	
National Federation of Telephone Workers	John J. Moran	
Navy Department	Capt. Geo. H. De Baun	
Pan American Airways System	H. C. Leuteritz	
Private Fliers Association, Inc.	Roger Wolfe Kahn	John M. Wells,
State Department	Arthur Lebel	
U. S. Coast Guard	Lt. Comdr. F. A. Leamy	Lt. Comdr. E. K. Rhodes
War Department	Col. Wallace G. Smith	
Department of Commerce (Weather Bureau)	Delbert M. Little	Ivan R. Tannehill
Western Union Telegraph Co.	P. J. Howe	H. M. Saunders

DOMESTIC BROADCASTING COMMITTEE

The duties of this Committee include the study of the physical aspects of domestic standard broadcasting and formulation of recommendations of such precautions, supplementary facilities and reallocations as it shall deem desirable under foreseeable military conditions. It shall also consider other domestic broadcasting systems including relay broadcasting, high frequency (FM) broadcasting, television, facsimile broadcasting and experi-



A Great Personality
MAURICE ROCCO
and his
ROCKIN' RHYTHM

Featured Guest Artist On
RADIO HALL OF FAME

BLUE
CRESTA BLANCA CARNIVAL

COLUMBIA
LOWER BASIN STREET

BLUE
PAUL WINCHELL SHOW

MUTUAL
FULL SPEED AHEAD
MUTUAL

Starred At
CAFE ZANZIBAR
NEW YORK

ROXY THEATER
NEW YORK

Appearing In
INCENDIARY BLONDE

With Betty Hutton for
PARAMOUNT

A DECCA RECORDING ARTIST

Personal Management, PHIL SHELLEY, 64 E. Lake St., Chicago
Eastern Representative, Stanford Zucker Agency, New York

• • • **BOARD OF WAR COMMUNICATIONS** • • •

mental broadcasting. The Committee's work in all of these fields will include recommendations for the speedy and efficacious use in time of military emergency of all necessary domestic broadcasting facilities and communications services associated therewith, with the requirements of the national defense as a primary consideration.

Chairman: Neville Miller* Secretary: A. D. Ring

Organization	Representative	Alternate
American Federation of Labor....	Lawson Wimberly	Maynard F. Marquardt
American Telephone and Telegraph Company	G. L. Best	H. H. Carter
Blue Network, The	K. H. Berkeley	Geo. O. Milne
Broadcasters Victory Council....	John Shepard III	O. L. Taylor
Columbia Broadcasting System. Inc.	Earl H. Gammons	Dr. Frank Stanton
Congress of Industrial Organizations		
Facsimile, Inc.	John V. L. Hogan	
Federal Communications Commission	George P. Adair	Rosel H. Hyde
FM Broadcasters, Inc.	Walter J. Damm	Philip G. Loucks
Finch Telecommunications.....		
Mutual Broadcasting System, Inc..		
National Association of Broadcasters	Neville Miller*	Howard S. Frazier
National Assn. of Broadcast Engi- neers	J. H. Brown	A. T. Powley
National Broadcasting Company..	Frank M. Russell	O. B. Hanson
National Federation of Telephone Workers	John J. Moran	
National Independent Broadcasters	Harold A. Lafount	Andrew W. Bennett
National Television System Com- mittee of the RMA Engineer- ing Department	W. R. G. Baker	V. M. Graham
Office of War Information.....		
State Department	Harvey Otterman	
U. S. Independent Telephone Association	Louis Pitcher	Clyde S. Bailey
War Department		
War Production Board.....	F. H. McIntosh	J. R. Cruetz
Western Union Telegraph Company	H. P. Corwith	A. W. Donaldson

INTERDEPARTMENT RADIO ADVISORY COMMITTEE

This Committee is designated under the provisions of Paragraphs 5 and 7, but without reference to Paragraph 8, of the President's Executive Order of September 24, 1940. The duties of this Committee will include making special studies and recommendations regarding frequency allocations, with the requirements of national defense as a primary consideration but giving due consideration to the needs of governmental agencies, of industry, and of other civilian activities.

Chairman: Comr. T. A. M. Craven
 Vice-Chairman: Lt. Comdr. Paul D. Miles
 Secretary: P. F. Siling Assistant Secretary: L. R. Brady

Organization	Representative	Alternate
Department of Agriculture.....	E. W. Loveridge	E. C. Wagner
Department of Commerce.....	Dr. J. H. Dellinger	L. H. Simson
Federal Communications Commission	T. A. M. Craven	H. F. Carl



**thumbprints
all over us...
and we
love it!**

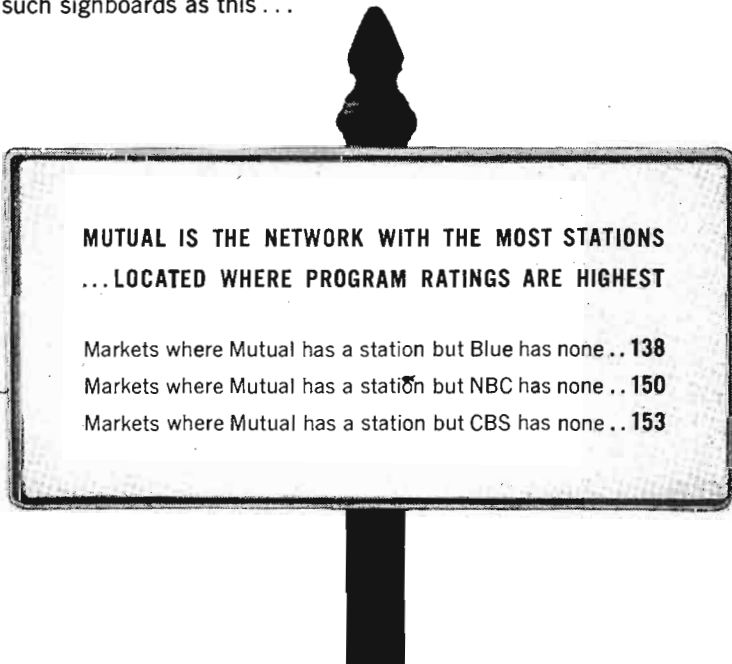


Radio research has lately set up a lot of new signposts, and lot of people have been thoughtfully thumbing the fresh paint on them. Some were erected by advertisers, some by agencies, some by networks — but they all stem from findings like these . . .

1. Just about the surest way to deliver a message in any market is to use a radio station located within that market . . .
2. Network programs enjoy much higher ratings in markets where there are fewer competing stations.

Since all these varied signposts converge unmistakably on our house, and since they've already led many advertisers to leave inquisitive thumbprints around here, we've bundled the works into a tidy little volume called "Fresh Paint", on which the ink is now drying.

When you get your copy, please apply your own thumbprint to such signboards as this . . .





With the war reaching its critical stage, radio broadcasters have a solemn responsibility to report and analyze accurately and fairly the events of the world today.

HARRY W. FLANNERY

"Signal Roundtable," CBS, Sundays, 4:30-5 p.m. for Signal Oil Co.

News Analysis, CBS, 5:30-5:45, Mondays, Wednesdays and Fridays, for Bekins Van & Storage.

News Analysis, CBS, 5:30-5:45, Tuesdays, Thursdays and Saturdays, for Planter's Peanuts.

BOARD OF WAR COMMUNICATIONS

Organization	Representative	Alternate
Department of Interior.....	Stephen L. Windes	
Department of Justice.....	E. D. Coffey	H. J. Walls
Department of Labor.....		
U. S. Maritime Commission.....	D. S. Brierley	J. T. Welsh
Navy Department.....	Lt. Comdr. P. D. Miles	Lt. (jg) W. R. Foley, USNR
Post Office Department.....	Roy M. Martin	Charles M. Knoble
State Department.....	Thomas Burke	F. C. deWolf
U. S. Coast Guard.....	Capt. E. M. Webster	Lt. Arthur L. Budlong
War Department.....	Lt. Col. A. G. Simson	Capt. Wm. E. Plummer

INTERNATIONAL BROADCASTING COMMITTEE

The duties of this Committee include the study of all phases of international broadcasting and the formulation of recommendations concerning such precautions, supplementary facilities and reallocations as it shall deem desirable under foreseeable military conditions. With the requirements of national defense as a primary consideration, it shall also recommend plans for the speedy and efficacious use of all necessary international broadcasting facilities in time of military emergency giving due consideration to the needs of other governmental agencies, of industry, and of other civilian activities.

Chairman: Walter C. Evans

Secretary: P. F. Siling

Organization	Representative	Alternate
American Federation of Labor....	Louis Barnett	Lawson Wimberly
Associated Broadcasters, Inc.....	Wesley I. Dumm	Royal V. Howard
Columbia Broadcasting System, Inc.	Earl H. Gammons	Edmund Chester
Department of Commerce (Bureau of Foreign and Domestic Commerce).....	Howard E. Way	
Crosley Corporation (The).....	James D. Shouse	R. J. Rockwell
Federal Communications Commission.....	P. F. Siling	Geo. P. Adair
General Electric Company.....	Robert S. Peare	
Mutual Broadcasting System, Inc.	Alfred J. McCosker	
National Association of Broadcasters.....	Neville Miller*	Howard S. Frazier
National Broadcasting Company, Inc.	John F. Royal	Dr. Charles B. Jolliffe
Navy Department.....	Comdr. Fnauz O. Willenbucher	Lt. Comdr. F. C. B. Jordan
Office of Coordinator of Inter-American Affairs.....	Don Francisco	John W. G. Ogilvie
Office of War Information.....	James Weldon	
State Department.....	Harvey Otterman	Col. Carl H. Hatch
War Department.....	Maj. Gen. Alexander D. Surles	
Westinghouse Electric and Manufacturing Co.....	Walter C. Evans	L. B. Wailes
World Wide Broadcasting Corporation.....	Walter S. Lemmon	Mark L. MacAdam

RADIO COMMUNICATIONS COMMITTEE

The duties of this Committee include the study of all phases of domestic and international radiotelegraph and radiotelephone communications facilities (including mobile and fixed services) except aviation, amateur, Federal, State, and Municipal communications facilities. With the requirements of national defense as a primary consideration, the Committee shall recommend plans for the most efficacious use of all of these facilities in

Historian - Commentator



UPTON CLOSE

NBC's *World News Parade* for W. A. Sheaffer Pen Co. and MBS's *Closeups* for Lumbermen's Mutual Casualty Co., both sponsoring Upton Close, have been renewed for another year. The Sheaffer show has the highest daytime rating of any news show on any network, and highest daytime rating of any show on NBC. Mr. Close's Mutual spot has the highest rating of any show on that system.

Last Book—*Behind The Face of Japan*
New Book—*Ladder of History**

*To be Macmillan's new High School text book throughout the land.

• • • **BOARD OF WAR COMMUNICATIONS** • • •

time of military emergency, giving due consideration to the needs of other governmental agencies, of industry, and of other civilian activities.

Chairman: Capt. E. M. Webster

Secretary: F. M. Ryan

American Federation of Labor	Andrew McDonald	David D. Barry
American Merchant Marine Institute, Inc.	R. J. Baker	
Organization	Representative	Alternate
American Telephone and Telegraph Company	W. G. Thompson	F. M. Ryan
Association of Edison Illuminating Companies	G. G. Langdon	
Congress of Industrial Organizations	H. C. Taylor	W. P. Paschel
Department of Commerce	Dr. J. H. Dellinger	L. H. Simson
Edison Electric Institute	H. E. Kent	
Federal Communications Commission	William N. Krebs	J. A. Russ
Globe Wireless, Ltd.	Jack Kaufman	R. W. Bunce
Lake Carriers' Association	Gilbert R. Johnson	C. M. Jansky, Jr.
Lorain County Radio Corporation	Herman E. Hageman	Frank C. Dunbar
Mackay Radio and Telegraph Company	Haraden Pratt	L. Spangenberg
Maritime Commission	D. S. Brierley	J. T. Welsh
Mutual Telephone Company	W. I. Harrington	Alvah A. Scott
National Federation of Telephone Workers	John J. Moran	
Navy Department	M. W. Arps	
Press Wireless, Inc.	Joseph Pierson	D. K. DeNeuf, V. P.
Radiomarine Corporation of America	Chas. J. Pannill	Arthur J. Costigan.
R.C.A. Communications, Inc.	Wm. A. Winterbottom	William H. Taylor
South Porto Rico Sugar Company	T. J. Phillips	
Tropical Radio Telegraph Company	R. V. Howley	C. C. Harris
U. S. Coast Guard	Capt. E. M. Webster	Lt. Comdr. C. H. Peterson
U. S.-Liberia Radio Corporation	Byron H. Larabee	
War Department	Col. Wesley T. Guest	Maj. Orla St. Clair

COMMUNICATIONS LIAISON COMMITTEE FOR CIVILIAN DEFENSE

The duties of this Committee include the submission of expert advice on all communications problems in which the Defense Communications Board and the Office of Civilian Defense are mutually interested. With the requirements of national defense as a primary consideration, the Committee will submit recommendations to the Board on such problems as are referred to it by the Board. In addition, the Committee shall have liaison with a similar committee of the Office of Civilian Defense and shall work with that committee in planning for the most efficacious use of communications facilities for civilian defense.

Chairman: William N. Krebs

Secretary: Herbert A. Friede

Organization	Representative
American Radio Relay League	George W. Bailey
Federal Communications Commission	William N. Krebs
International Association of Chiefs of Police	Capt. Donald S. Leonard
International Association of Fire Chiefs and International Association of Fire Fighters	Herbert A. Friede
National Bureau of Standards	Alvin C. Hutton
Office of War Information	
War Department	Capt. Nelson Harton Signal Corps

CBS Presents
JOAN BROOKS

with a
"Heartful of Songs"

PATSY CAMPBELL

Personality Ingenue,
Young Lead
and
Comedienne

LEx. 2-1100 CI. 6-3082

CORAL TEMPEST

Dramatic Lead & Light Comedienne

LEx. 2-1100 CI. 6-3082

LUCILE SNOW

Teen Age Ingenue

LEx. 2-1100 CI. 6-3082

RUTH HILL

Young Character Comedienne
and Lead

LEx. 2-1100 CI. 6-3082

"Uncle Sam's Favorite Daughters"

**VI and VILMA
VERNOR**

"The Singing Victory Twins"

JEAN SINCERE

Straight and Emotional Ingenue
and Young Lead

IN BROADWAY COMPANY

of
"ARSENIC AND OLD LACE"

CI. 7-2879 CI. 6-3082

RYC TRIER

Character and Character Lead

LEx. 2-1100 CI. 6-3082

BURT BOYAR

Teen Age Juvenile

LEx. 2-1100 CI. 6-3082

PATRICIA BELL

Straight Ingenue
and
Young Lead

LEx. 2-1100 CI. 6-3082

BEN PRATT

Talent Promotion

Personal Publicity

RKO Bldg., 1270 - 6th Ave., New York City

CI. 6-3082

BOARD OF WAR COMMUNICATIONS

Labor Advisory Committee, Defense Communications Board....	Joseph P. Selly	Alternate
Domestic Broadcasting Committee, Defense Communications Board	Neville Miller	
Telegraph Committee, Defense Communications Board	R. H. Vehling	
Telephone Committee, Defense Communications Board	Ralph I. Mabbs	Clyde S. Bailey

PRIORITIES LIAISON COMMITTEE

The duties of this Committee include the study of non-military priority problems that arise in the current work of priority ratings for materials requiring inter-departmental coordination, and such special problems as may be referred to it by the Board of War Communications or the Coordinating Committee. In addition, the committee will have liaison with the Priorities Planning Committee and may call upon the priorities representatives of the numbered committees of the Board as well as other Government and industry experts for advice.

Chairman: Lt. Comdr. R. H. Griffin

Organization	Representative	Alternate
Federal Communications Commission	Manfred K. Toepfen	
Navy Department	Lt. Comdr. R. H. Griffin	
State Department	J. T. Keating	Harvey Otterman
U. S. Coast Guard	Lt. Comdr. J. W. Ryssy	
War Department	Lt. Col. Lyle D. Wise	Capt. John G. Hubbard
War Production Board	Leighton H. Peebles	

PRIORITIES REPRESENTATIVES

Amateur Radio Committee

George W. Bailey,
The American Radio League

Cable Committee

Forest L. Henderson, All America Cables and Radio, Inc.	I. S. Coggeshall, The Western Union Telegraph Co.
------------------------------------------------------------	------------------------------------------------------

Domestic Broadcasting Committee

Dr. W. R. G. Baker,
National Television System Committee
of the RMA Engineering Department

International Broadcasting Committee

R. J. Rockwell, The Crosley Corporation	M. L. Prescott, General Electric Company
--------------------------------------------	---------------------------------------------

Radiocommunications Committee

Arthur J. Costigan, Radiomarine Corp. of America	Haraden Pratt, Mackay Radio and Telegraph Co.
-----------------------------------------------------	--------------------------------------------------

State and Municipal Facilities Committee

Captain Donald S. Leonard, International Assn. of Chiefs of Police	Lloyd N. Chatterton, International Municipal Signal Assn.
-----------------------------------------------------------------------	--------------------------------------------------------------

Telegraph Committee

E. R. Shute,
The Western Union Telegraph Co.

Communications Liaison Committee for Civilian Defense

Herbert A. Friede, International Assn. of Fire Chiefs	George W. Bailey, The American Radio Relay League
----------------------------------------------------------	------------------------------------------------------

* Served through 1943, resigned Feb. 15, 1944. No successor appointed at press time.

PROFESSOR QUIZ



WILLIAM GERNANT

521 Fifth Avenue
New York

MUSICAL OPPORTUNITIES IN 1944

By Paul Whiteman

Director of Music, Blue Network

"SOMETHING between a Song and a Symphony!"

Sounds euphonious, doesn't it? Sort of gives you an inkling of our musical quest for 1944—a search for new composers, compositions and ideas which will bring to radio much needed *in-between music—something between a song and a symphony.*



For years I've thought that radio needed some special music, compositions, neither in the popular or

classical categories, but acceptable to devotees of both schools. For example, numbers like "Manhattan Serenade," "Deep Purple" or "Park Avenue Fantasy." "A Holiday for Strings" and "Warsaw Concerto," theme song of our new Hall of Fame show, are written in the same vein.

Original Compositions

So much for the type of new music we are seeking. Next is the problem of getting the composers. In this assignment I sought the counsel of my associates at the Blue network. They enthusiastically endorsed the idea and offered a budget to cover the cost of commissioning writers.

The plan is simple. We will invite the best of the new school of professional composers to submit their original compositions and will commission others to compose works especially for the Blue network. The successful composers will receive contracts. We will pay them for their original compositions and they will control the royalty and publishing rights.

Through the encouraging of profes-

sional composers we hope to find a new library of excellent numbers. These numbers, running from three to five minutes, will represent an entirely new sphere of radio music and we plan to introduce them both over the Blue network and in public concerts.

Tribute to Hollywood Writers

For a long time I have had the feeling that a lot of talented writers are in Hollywood contributing their artistry to the motion picture industry. For the most part this creative writing becomes lost in the dramatic action of present-day pictures and the full beauty of their rhythmic creations are never really appreciated. To this group I intend to make a special appeal for new numbers. I am confident that radio will give full expression to their musical talents.

There's another thought in our musical planning that is worthy of noting at this time. That is the relationship between the composer, publisher, and conductor. I for one feel that the trio is inseparable, entirely dependent on each other for artistic achievement in the musical field. Many lose sight of the artistic and business relationship that should exist. Working in harmony, the composer, publisher and conductor can do much to solidify and enrich the musical sphere.

Conclusion

Getting back to the original theme of this article it is heartening to creative artists to see world-wide acceptance of such a modern composer as Dimitri Shostakovich. His "Second Piano Sonata" and his setting of a sonnet by Shakespeare have been among his most accepted works. Shostakovich's success as a composer is a fine incentive for the new school of composers to whom we direct our message.

★ ★ ★ *Radio On To Victory* ★ ★ ★

*Program Notes for the most unique
musical program now on the air*

SCHENLEY'S GREATER CRESTA BLANCA CARNIVAL

presents

MORTON GOULD *and* ALEC TEMPLETON

These two contemporary geniuses combine their rare talents in a radio program of musical contrasts—color, sparkle, wit and beautiful music . . . as exciting as gorgeous fireworks against a soft midnight sky . . . as satisfying and delightful as a bottle of

CRESTA BLANCA *California* **WINES**



Morton Gould: Brilliant composer and conductor, American born and American trained, has conducted the New York Philharmonic and Cleveland Orchestras, and has had his compositions performed under the leadership of Toscanini, Stokowski, Reiner, Goossens, Iturbi, Golschmann, Kindler, Rodzinski, Barbirolli and Wallenstein. Among his compositions are The Lincoln Legend, American Symphonette and a Symphony.

Alec Templeton: Eminent concert pianist, graduate of the Royal Academy of Music in London, has toured both Europe and America extensively. He has appeared with the major Symphony orchestras in England and America. A composer in his own right, he has published a large number of works for solo piano, as well as Symphony orchestras, including Rhapsody Harmonic, Concertina Lyric, Insect Suite, Idyll and Sonatine Ballads.

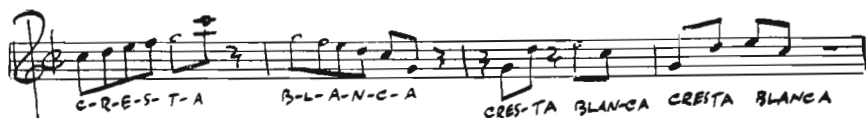
THE CRESTA BLANCA CARNIVAL

You'll make Wednesday your "Evening In" . . . you won't want to miss a single one of these great programs . . . with two stars of first magnitude united in a weekly performance that eclipses all their previous "solo" efforts.

CBS COAST TO COAST

every Wednesday night

Cresta Blanca Wine Co., Inc., Livermore, California



RADIO DAILY

Seventh Annual Poll of the Radio Editors and Critics for 1943

Commercial Programs

BOB HOPE	504
Jack Benny	368
Bing Crosby	350
Information Please	340
Fibber McGee & Molly	334
Edgar Bergen	312
Ed Gardiner (Duffy's)	232
Lux Radio Theater	196
Lower Basin Street	188
N. Y. Philharmonic-Symphony	152

Entertainers

BING CROSBY	642
Bob Hope	618
Jack Benny	456
Edgar Bergen	390
Fred Allen	326
Fibber McGee & Molly	318
Ed Gardner	310
Kate Smith	194
Red Skelton	174
Kay Kyser	140

Dramatic Shows

LUX RADIO THEATER	698
Screen Guild Players	322
Cavalcade of America	234
One Man's Family	168
Inner Sanctum	132
Mr. District Attorney	108
The Aldrich Family	106
Suspense	92
Man Behind the Gun	84
The Thin Man	84

Educational Series

AMERICAN SCHOOL OF THE AIR	358
University of Chicago Round Table	348
American Town Meeting	254
Information Please	170
March of Time	108
Invitation to Learning	106
Land of the Free	70
American Forum of the Air	62
Pacific Story	54
Cavalcade of America	52

(Continued on Page 93)

GARNETT MARKS



ANNOUNCER • NARRATOR
ACTOR

SPORTS AND NEWS COMMENTATOR

N O W

LT. GARNETT MARKS

U. S. ARMY

RESULTS OF RADIO DAILY 1943 CRITICS POLL

Dance Bands (Sweet)

GUY LOMBARDO	418
Sammy Kaye	322
Fred Waring	274
Tommy Dorsey	204
Freddy Martin	196
Kay Kyser	162
Wayne King	122
Glenn Miller	84
Paul Whiteman	76
Horace Heidt	74

Comedians

BOB HOPE	856
Jack Benny	574
Fred Allen	458
Ed Gardner	370
Edgar Bergen	284
Red Skelton	234
Fibber McGee & Molly	156
Groucho Marx	146
Jimmy Durante	116
Eddie Cantor	114

News Commentators

RAYMOND GRAM SWING	498
H. V. Kaltenborn	402
Fulton Lewis, Jr.	322
Lowell Thomas	300
Walter Winchel	206
Raymond Clapper	172
Earl Godwin	172
Gabriel Heather	144
John W. Vandercook	142
William Shirer	136

Dramatic Serials

ONE MAN'S FAMILY	256
Vic and Sade	182
The Aldrich Family	154
I Love a Mystery	80
Those We Love	74
The Goldbergs	68
Light of the World	68
Bachelors Children	54
Easy Aces	52
Abie's Irish Rose	50
The Guiding Light	44

Dance Bands (Swing)

HARRY JAMES	522
Benny Goodman	474
Tommy Dorsey	232
Duke Ellington	216
Jimmy Dorsey	162
Woody Herman	108
Cab Calloway	104
Kay Kyser	100
Bob Crosby	84
Les Brown	76

Quiz Shows

QUIZ KIDS	794
Information Please	726
Take It or Leave It	574
Truth or Consequences	372
Dr. I. Q.	192
Thanks to the Yanks	186
Double or Nothing	176
Kay Kyser College of Musical Knowledge ..	76
Battle of the Sexes	62
Vox Pop	54

Sports Commentators

EILL STERN	828
Ted Husing	546
Red Barber	292
Harry Wismer	226
Don Dunphy	112
Clem McCarthy	82
Ed Thorgersen	72
Bill Corum	60
Russ Hodges	50
Bob E'son	48

Children Shows

THE LONE RANGER } (tie)	402
LET'S PRETEND }	
Jack Armstrong	192
Quiz Kids	136
Terry and the Pirates	106
Cross-Country on a Bus	72
Superman	68
American School of the Air	66
Dick Tracy	60
Land of the Lost	56

(Continued on Page 95)



THE ACCEPTED MARK FOR YOUR COVERAGE ALLOCATIONS

- COVERAGE BROCHURES
- SURVEYS
- MARKET RESEARCH
- MAPS

WALTER P. BURN AND ASSOCIATES, INC.

7 WEST 44th STREET

NEW YORK, 18, NEW YORK

Symphony Conductors

ARTURO TOSCANINI	786
Leopold Stokowski	330
Serge Koussevitsky	278
Artur Rodzinski	214
Bruno Walter	208
Andre Kostelanetz	166
Dr. Frank Black	142
Howard Barlow	140
Eric Leinsdorff	108
Sir Thomas Beecham	78

**Male Vocalists
(Classical)**

JOHN CHARLES THOMAS	766
Richard Crooks	530
James Melton	374
Nelson Eddy	322
Lawrence Tibbett	226
Jan Peerce	222
Frank Munn	170
Paul Robeson	92
Ezio Pinza	92
Lauritz Melchior	86

**Male Vocalists
(Popular)**

BING CROSBY	1010
Frank Sinatra	520
Dick Haymes	460
Dennis Day	322
Perry Como	172
Kenny Baker	170
Barry Wood	78
Frank Munn	68
Bob Eberle	66
Ray Eberle	58
Frank Parker	58

Symphony Programs

N. Y. PHILHARMONIC-SYMPHONY	830
NBC Symphony	620
Boston Symphony	566
Cleveland Symphony	244
Philadelphia Symphony	90
Telephone Hour	82
CBS Symphony	80
Hour of Charm	72
Standard Symphony (Pacific Coast)	68
Stradivari Orchestra Program	58

**Female Vocalists
(Classical)**

LILY PONS	556
Gladys Swartout	486
Marian Anderson	340
Jessica Dragonette	250
Grace Moore	230
Lucille Manners	146
Eilleen Farrell	140
Helen Traubel	124
Margaret Speaks	96
Jean Tennyson	94

**Female Vocalists
(Popular)**

DINAH SHORE	836
Kate Smith	562
Ginny Simms	496
Frances Langford	232
Georgia Gibbs	130
Connie Boswell	108
Hildegard	90
Bea Wain	80
Mary Martin	64
Helen O'Connell	50

RADIO editors, writers and critics on newspapers and periodicals throughout the United States and Canada took part in the seventh annual poll conducted by RADIO DAILY.

Tabulations were made on the basis of 10 points for each first choice, 9 points for each second choice and proportionately down the line. All figures represent points out of a possible 1200.

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

(Continued on Following Page)

DATA ON PROGRAM WINNERS In Radio Daily's Seventh ANNUAL POLL of RADIO CRITICS

Pepsodent (Bob Hope) Program

Sponsored by Pepsodent Co.; Tuesdays, 10-10:30 p.m., EWT, on NBC network. *Agency:* Foote, Cone & Belding, Inc. *Cast:* Bob Hope, Frances Langford, Jerry Colonna, Barbara Jo Allen "Vera Vague," and guests. *Orchestra:* Stan Kenton.



Grape-Nuts Flakes (Jack Benny) Program

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



Kraft Music Hall

Sponsored by Kraft Cheese Corp.; Thursdays, 9-9:30 p.m., EWT, on NBC network. *Agency:* J. Walter Thompson Co. *Cast:* Bing Crosby, Music Maids and Hal, The Charioteers, Trudy Erwin, Leo "Uke" Sherin and guest stars. *Orchestra:* John Scott Trotter.



"Information Please"

Sponsored by H. J. Heinz Co.; Mondays, 10:30-11 p.m., EWT, on NBC network. *Agency:* Maxon, Inc. *Cast:* Clifton Fadiman, master of ceremonies; Franklin P. Adams, John Kieran, Oscar Levant, Ben Grauer and guests.



Fibber McGee & Molly

Sponsored by S. C. Johnson & Sons, Inc.; Tuesdays, 9:30-10 p.m., EWT, on NBC network. *Agency:* Needham, Louis & Brorby, Inc. *Cast:* Marion and Jim Jordan and Ransom Sherman. *Orchestra:* Billy Mills.



Chase & Sanborn Hour

Sponsored by Standard Brands, Inc.; Sundays, 8-8:30 p.m., EWT, on NBC Network. *Agency:* J. Walter Thompson Co. *Cast:* Edgar Bergen (Charlie McCarthy) and guest stars. *Orchestra:* Ray Noble.



"Duffy's" (Ed Gardner)

Sponsored by Bristol-Myers Co.; Tuesdays, 8:30-9 p.m., EWT, on the B'ue network. *Agency:* Young & Rubicam, Inc. *Cast:* Ed Gardner, Florence Halop as "Miss Duffy," Charlie Cantor as "Finnegan," Eddie Green and Johnny Johnston and guest stars. *Orchestra:* Paul Weston.



Lux Radio Theater

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



"Lower Basin Street"

Sponsored by the Andrew Jergens Co.; Sundays, 9:15-9:45 p.m., EWT, on the Blue network. *Agency:* Lennen & Mitchell, Inc. *Cast:* Paul Lavallo orchestra; Milton Cross, Jack McCarthy, Dick Todd and guest stars.



N. Y. Philharmonic-Symphony

Sponsored by United States Rubber Co.; Sundays 3-4:30 p.m., EWT, on CBS network. *Agency:* Campbell-Ewald Co., Inc. (Eastern Division). New York Philharmonic-Symphony orchestra, Arthur Rodzinski, musical director; guest conductors and guest soloists; Intermission feature, "The American Scriptures," Carl Van Doren and guest stars. Bernard Dudley, announcer.

ride the tide of this national habit...

...the national habit of sta



millions and millions listen regularly to NBC

Millions and millions of Americans tune every night and day to NBC because they like what they hear. They've made listening *regularly* a regular habit. And no wonder.



the greatest shows in radio are on NBC

The listener knows where the winners are playing and that's where he keeps his dial. CAB and Hooper surveys consistently find that NBC shows are the nation's choice—have found NBC programs are nine out of the first ten audience rated shows; 15 out of the first 20; 33 out of the first 50 of *all* programs on the air.

it's NBC for "The Parade of Stars"

Year after year, popularity polls conducted by newspapers and trade magazines show that there are far more popular stars on NBC than all the other networks combined.



When an advertiser has a valuable entertainer, he looks for the most valuable audience his money can buy—and that's why more of the nation's favorites are on NBC.

NBC service to the nation and the public

In fast-changing times, it's frequently important that information reach great masses of people in a hurry. NBC is proud to have contributed hundreds of educational programs and tens of thousands of announcements in the public interest. NBC listeners are among the world's best-informed people.



ing tuned to

NBC



**the one best bet—the head
that wears the coronet**

Most of the big advertisers learned long ago that NBC is a sound investment. Two-thirds of the advertisers who spent more than half a million dollars last year were on NBC. Since 1926, America's Number One Network has been a best bet for the advertising dollar.



advertisers stick with NBC

When an advertiser goes on NBC, he nearly always stays. Three-fourths of NBC's clients have been on the net-

work from five to fifteen years. More than half have been consistent users of NBC time for more than ten years. Year after year, they renew their lease on this responsive audience, enjoy the good-will and patronage of millions of American consumers.



**the world's best-known chimes
identify NBC**

Everybody knows NBC's three-toned trade mark. When an advertiser sets his radio program between these familiar harmonies, he can be sure of the advantage of meeting an attentive, receptive and NBC-minded audience from the very start. Millions of listeners in millions of homes, day after day, night after night, supply the proof. A smart editor once said it: "The best-known sequence of sounds on this planet is the NBC chimes."

They all tune to the **National Broadcasting Company**

It's a National Habit

America's No.1 Network



a service of Radio Corporation of America

SHORTWAVE—POST WAR ERA

By Bernard Estes

TELEVISION and frequency modulation may be the bright spots in radio's magical future, but there is a more immediate potential in post war radio that offers great possibilities. It is commercial shortwave and international standard broadcast radio.

When the war is over, American capital by the millions of dollars will be invested in the rebuilding of a devastated world. Quickly following this investment of American money will be the rebirth of what will amount to practically virgin markets for American made machinery, clothing and food products.

How can American businessmen quickly build and sell these reborn markets of the world? Shortwave has proven itself as a propaganda media, and only the wording of the script changes the propaganda technique of war to the product selling message of peace.

Selling by Radio

Nowhere in all the world has the art of producing shows that sell been perfected to such a high degree as has been done here in America. With the world's best production facilities at its fingertips and with sufficient personnel available for translating and "pointing" purposes all that remains for immediate contact with a foreign market is the purchase of time for rebroadcast on foreign transmitters which cover the desired market. The show is produced in studios located in, let's say, New York. The facilities of a shortwave transmitter are leased. The show is beamed towards the foreign transmitter and rebroadcast on a standard cycle to the desired market.

This is a simple and practical operation. It is being executed by the OWI several hundreds of times a week presently and under such obstacles as wartime jamming by enemy stations, the quick and sometimes inadequate facilities available on the ever advancing front lines.

Right now there are shortwave transmitters and standard cycle stations that are either located or cover every existing country in Europe and Asia. The peoples within the listening area of these stations will have, during the years of war, heard nothing but news, edicts, propaganda, practically no music other

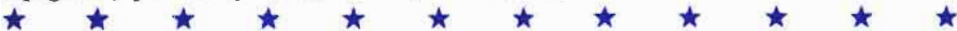
than military airs and have never received the joys of entertainment through radio. They will be hungry for music, laughter and fun via the airwaves and within the power of American business lies the ability to give these people the kind of radio fare they will want. If they succeed in thus pleasing the people who will and should buy their products then they are entitled to their "commercial" which goes along with the blessing. The history of American radio has proven this point.

Transcriptions

In addition to shortwave for rebroadcast and to ensure perfect reception at all times and reduce the costs of rebroadcasting American produced radio shows for foreign markets without sacrificing the value of our excellence in talent, scripting, direction and production—there is the use of transcriptions. A glance at one of the air map schedules published by some of the U. S. transoceanic airline companies and it is easy to figure the few hours of time that must elapse between the production of a radio show in America and its broadcast on a standard cycle station in Moscow, Berlin, Calcutta or Dakar. It's a sure thing that after this war the commercial airlines will cut existing schedules by several hours.

If there is any doubt as to the effectiveness of this type of broadcasting look at the records of the shortwave division of the Office of War Information, the Coordinator of Inter-American Affairs, the information offices of the Free French, the exiled Polish, Norwegians, the Belgians, the Dutch, etc., and bear in mind that our own Government is shortwaving programs twenty-four hours a day in some seventy-odd languages and dialects seven days a week every week. In addition to this the Army, Navy and Marines are shortwaving top network shows devoid of commercials to our armed forces throughout the world.

Surely, in the face of all the facts set forth herein, no one can deny that American Commercial Shortwave Radio is assured an important place in global economics.



BMI LICENSEES

represent

98% of the dollar

VOLUME OF THE INDUSTRY

They are served by

**A Rich and Varied Music
Catalog**

**Basic Indexes and Regular
Supplements**

Copyright Research Service

**Continuities—Over 50 program
units each week for use with
transcription libraries and
phonograph records**

**BMI has the exclusive per-
forming rights to some half
million titles in the catalogs of
over 500 publishers and the
official performing rights
societies of ARGENTINA,
BRAZIL, CHILE, CUBA and
MEXICO.**

B R O A D C A S T M U S I C

Incorporated

Los Angeles

New York

Chicago

BMI BLANKETS THE INDUSTRY WITH BLANKET LICENSES

BMI has 953* commercial licensees in the United States and Canada.

Advertising agencies and transcription companies which check their spot campaigns against our list of licensees find their clearance problems eliminated by the use of BMI Music on BMI Stations.

***As of February 15, 1944**

BROADCAST MUSIC

Incorporated

Los Angeles

New York

Chicago

IMPORTANT RADIO Telephone Numbers in NEW YORK



Radio Stations

WAAT (N. Y. Office)	REctor	2-5878
WABC	Wickersham	2-2000
WBBR	MAIN	4-9735
WBNX	Mt. rose	5-0333
WBYN	BRyant	9-3775
WCAU (N. Y. Office)	Wickersham	2-2000
W. AF	Circle	7-8300
WEVD	BRyant	9-2369
WGN (N. Y. Office)	MURray Hill	2-3033
WHN	BRyant	9-7841
WHOM	PLaza	3-4704
WIBX (N. Y. Office)	MURray Hill	2-8228
WINS	BRyant	9-6000
WJZ	Circle	7-5700
WLJB	INtersol	2-1300
WLW	Circle	6-1750
WMCA	Circle	6-2200
WNBF (N. Y. Office)	MURray Hill	2-5767
WNEW	PLaza	3-3300
WNYC	WOrth	2-5600
WOR	PEnnsylvania	6-8600
WOV	Circle	5-7979
WPAT (N. Y. Office)	PEnnsylvania	6-2945
WQXR	Circle	5-5556
WRUL (N. Y. Office)	Circle	7-3993
WWRL	NEWtown	9-3300

National Networks

Blue Network Co.	Circle	7-5700
Columbia Broadcasting System	Wickersham	2-2000
Keystone Broadcasting System	LONGacre	3-2221
Mutual Broadcasting System	PEnnsylvania	6-9600
National Broadcasting Co.	Circle	7-8300

Station Representatives

John Blair & Co.	MURray Hill	9-6084
Blue Network Co.	Circle	7-5700
The Branham Co.	MURray Hill	6-1860
British Broadcasting Corp.	Circle	7-0656
Burn-Smith Co.	MURray Hill	2-3124
Capper Publications, Inc.	MOhawk	4-3790
Cox & Tanz.	LEXington	2-2450
The Foreman Co.	ELdorado	5-0174
Forjoe & Co.	VANDerbilt	6-5080
Free & Peters, Inc.	PLaza	5-4131
Headley-Reed Co.	MURray Hill	3-5470
George P. Hollingberry Co.	MURray Hill	3-9447
The Katz Agency	WIsconsin	7-8620
Joseph Hershey McGillvray	MURray Hill	2-8755
J. P. McKinney	Circle	7-1178
National Broadcasting Co.	Circle	7-8300
John H. Perry Associates	MURray Hill	4-1647
Edward Petry & Co.	MURray Hill	2-4400
Radio Advertising Corp.	MURray Hill	2-2170
Radio Sales	Wickersham	2-2000
William G. Rambeau Co.	LEXington	2-1820
Paul H. Raymer Co.	MURray Hill	2-8689
Reynolds-Fitzgerald, Inc.	ELdorado	5-7070
Sears & Ayer	LEXington	2-0772
Spot Sales, Inc.	ELdorado	5-5040
The Walker Co.	MURray Hill	2-0374
Weed & Co.	VANDerbilt	6-4542
Howard A. Wilson Co.	MURray Hill	6-1230

Advertising Agencies

N. W. Ayer & Son, Inc.	Circle	6-0700
Badger & Browning & Hersey	Circle	7-3719
Ted Bates, Inc.	Circle	6-9700
Batten, Barton, Durstine & Osborn, Inc.	ELdorado	5-5800
Benton & Bowles, Inc.	Wickersham	2-0400
Birmingham, Castleman & Pierce, Inc.	LEXington	2-7550

The Brow Co., Inc.	Circle	6-9300
Dancer-Fitzgerald-Sample	Wickersham	2-2700
Brooke, Smith, French & Dorrance, Inc.	MURray Hill	6-1800
Franklin Bruck Advertising Corp.	Circle	7-7661
Buchanan & Co.	MEdallion	3-3380
Campbell-Ewald Co. of N. Y.	Circle	7-6383
The Caples Co.	LEXington	2-0850
Compton Advertising Inc.	Circle	6-2800
D'Arcy Advertising Co.	PLaza	8-2600
Donahue & Coe, Inc.	COLUMbus	5-4252
Doremus & Co.	REctor	2-1600
Sherman K. Ellis & Co.	PLaza	5-7711
Erwin, Wasey & Co.	MOhawk	4-8700
W. Liam Esty & Co.	CAEdonia	5-1900
Federal Advertising Agency, Inc.	ELdorado	5-6400
Albert Frank-Guenther Law, Inc.	CORTland	7-5050
Foote, Cone & Belding	Wickersham	2-6600
Fuller & Smith & Rcss, Inc.	MURray Hill	6-5600
Gardner Advertising Co.	COLUMbus	5-2000
Geyer, Cornell & Newell, Inc.	Wickersham	2-5400
Grant Advertising, Inc.	Circle	5-4485
M. H. Hackett, Inc.	Circle	6-1950
Charles W. Hoyt Co., Inc.	MURray Hill	2-0850
Ivey & Ellington, Inc.	MURray Hill	3-5680
H. W. Kastor & Sons Advertising Co.	COLUMbus	5-6135
Joseph Katz Co.	Wickersham	2-2740
Kenyon & Eckhardt, Inc.	PLaza	3-0700
H. M. Kiesewetter Advertising Agency, Inc.	LEXington	2-0025
Knox Reeves, Advertising, Inc.	MURray Hill	4-3982
Arthur Kudner, Inc.	Circle	6-3200
Lambert & Feasley, Inc.	COLUMbus	5-3721
Lennen & Mitchell, Inc.	MURray Hill	2-9170
Marschalk & Pratt, Inc.	VANDerbilt	6-2022
J. M. Mathes, Inc.	LEXington	2-7450
Maxon, Inc.	ELdorado	5-2930
McCann-Erickson, Inc.	Circle	5-7000
McKee & A'bright	COLUMbus	5-2058
C. L. Miller Co.	MURray Hill	2-1010
Morse International, Inc.	LEXington	2-6727
Newell-Emmett Co., Inc.	ASHland	4-4900
Paris & Peart	CAEdonia	5-9840
Peck Advertising Agency	PLaza	3-0900
Pedlar & Ryan & Lusk, Inc.	PLaza	5-1500
Charles Dallas Reach Co.	VANDerbilt	6-5924
Ruthrauff & Ryan, Inc.	MURray Hill	6-6400
Redfield-Johnstone, Inc.	PLaza	3-6120
Stack-Gob'e Advertising Co.	PLaza	3-7444
Street & Finney	BRyant	9-2400
J. Walter Thompson Co.	MOhawk	4-7700
Warwick & Legler	MURray Hill	6-8585
Ward Wheelock Co.	PLaza	3-7170
Wm. H. Weinstraub & Co.	Circle	7-4282
Young & Rubicam, Inc.	ASHland	4-8400

Publications

Advertising Age	BRyant	9-6431
Advertising & Selling	CAEdonia	5-9770
The Billboard	MEdallion	3-1615
Broadcasting and Broadcasting Advertising	PLaza	5-8355
Metronome	Circle	7-4500
Printers' Ink	MURray Hill	3-6500
Radio Advertising (Rates and Data)	LEXington	2-6611
Radio Craft	REctor	2-9690

RADIO DAILY Wisconsin 7-6336

Radio Retailing—Today	PLaza	3-1340
Radio & Television Weekly	WAIker	5-2576
Sales Management	MOhawk	4-1760
Standard Advertising Register	MEdallion	3-5850
Tide	ASHland	4-3390

Tune-InCircle 5-8425
 VarietyBRyant 9-8153

News Agencies and Associations

Associated PressCircle 6-4111
 International News ServiceMurray Hill 2-0131
 Press Association, Inc.Circle 7-1357
 Radio News AssociationMurray Hill 2-8198
 ReutersCircle 6-3960
 Transradio Press Service, Inc.Murray Hill 2-4185
 United PressMurray Hill 2-0400

Talent Agencies

James AppellFlaza 3-7840
 Batchelor Enterprises, Inc.Circle 6-4224
 Columbia Concerts Corp.Circle 7-6900
 Consolidated Radio Artists, Inc.Columbus 5-3580
 Wallace Downey, Inc.Circle 6-4684
 Evans & SalterCircle 7-6900
 Fanchon & MarcoCircle 7-5630
 Frederick Bros. Artists Corp.Circle 6-2144
 Moe GaleLونغacre 3-0350
 General Amusement Corp.Circle 7-7550
 William GernanntVanderbilt 6-1750
 Hesse & McCaffreyELdorado 5-1076
 Estela KarnVanderbilt 6-3863
 Bob KerrCircle 7-5857
 Mark LeddyBRyant 9-1631
 Ben B. Lipset, Inc.CHickering 4-2466
 A. & S. Lyons, Inc.Plaza 3-5181
 Management Corp. of America.Wickersham 2-8900
 A. T. MichaudCircle 5-7165
 Mills Artists, Inc.Circle 6-1566
 William Morris Agency, Inc.Circle 7-2160
 Leo Morrison, Inc.Circle 7-6413
 Music Corporation of America.Wickersham 2-8970
 National Concerts & Artists Corp.Plaza 3-0820
 James PeppePlaza 3-2146
 Myron Selznick Co. of N. Y.Circle 7-6200
 Stix, Thos. L.Circle 7-2693
 Roy Wilson (Wilson, Powell & Hayward) Plaza 5-5480
 Ed Wolf & AssociatesCircle 7-4885
 Stan ZuckerPlaza 3-4677

Program Producers and Transcription and Recording Companies

Advertisers' Broadcasting Co.BRyant 9-1176
 Advertisers Recording ServiceCircle 6-0141
 Air Features, Inc.Wickersham 2-0377
 American Institute of Food Products
 Bowling Green 9-9188
 Arts Recording Studios & Recording Co. Plaza 8-0407
 Asch Recording StudiosBRyant 9-3137
 Associated Music Publishers, Inc.BRyant 9-0347
 Audio-Scriptions, Inc.Circle 7-7690
 Basch Radio ProductionsMurray Hill 2-8877
 Broadcasting Program ServiceBRyant 9-4324
 Ted CollinsCircle 7-0094
 Columbia Recording Corp.Circle 5-7300
 Decca Records, Inc.Columbus 5-2300
 Federal Transcribed Programs, Inc. CAledonia 5-7530
 Allen A. Funt Radio Productions. Murray Hill 4-6148
 General Sound Corp.Plaza 3-3015
 Wm. GernanntVanderbilt 6-1750
 H. S. GoodmanWickersham 2-3338
 Kent-Johnson, Inc.Plaza 3-7246
 Kermit-Raymond Corp.ELdorado 5-5511
 Langlois & WentworthELdorado 5-1620
 Phillips H. Lord, Inc.Wickersham 2-2211
 Charles MichelsonMurray Hill 2-3376
 Management Corp. of America.Wickersham 2-8900
 Miller Broadcasting System, Inc.Circle 6-0141
 C. D. Morris AssociatesPlaza 3-4144
 Muzak Transcriptions, Inc.BRyant 9-1246
 NBC Radio-Recording DivisionCircle 7-5703
 Tr7-8916
 Lilian Okun, Inc.Columbus 5-0600
 Radio Events, Inc.Murray Hill 6-3487
 RCA Manufacturing Co.Ashland 4-7605
 Rockhill Radio ProductionsELdorado 5-1860
 Bernard L. Schubert, Inc.Plaza 3-4670
 Henry Souvaine, Inc.Circle 7-5666
 Shafrer-Waible Radio Productions. ELdorado 5-2372
 Standard RadioBRyant 9-4324
 Transamerican Broadcasting &
 Television Corp.Plaza 5-9800
 Transcribed Radio Shows, Inc.Lونغacre 5-3440

Tyro ProductionsColumbus 5-3737
 Victor Recording LaboratoryMurray Hill 4-6200
 Roger WhiteMurray Hill 2-0295
 Wolf AssociatesCircle 7-4885
 World Broadcasting SystemWickersham 2-2100
 F. W. Ziv, Inc.Flaza 3-9612

Organizations, Unions and Government Agencies

Actors' EquityBRyant 9-3550
 Advertising ClubCAledonia 5-1810
 Advertising Federation of America. BRyant 9-0430
 Air Corps Public RelationsWhitehall 4-1600
 American Association of Advertising
 AgenciesLexington 2-7980
 American Communications
 AssociationCortlandt 7-3947
 American Federation of
 Musicians Local 802Circle 7-6482
 American Federation of Radio
 ArtistsVanderbilt 6-1810
 American Newspaper Publishers
 AssociationCAledonia 5-2000
 Army U. S., Information Service.WORTH 2-1882
 ASCAPCOumbus 5-7464
 American Television SocietyCAledonia 5-7430
 Associated Actors & Artists
 of AmericaBRyant 9-3550
 Association of National
 AdvertisersMurray Hill 5-9167
 Broadcast Music, Inc.Pennsylvania 6-5466
 Bureau of Public Inquiries
 (OEM)Murray Hill 3-6300
 Coordinator of Inter-American Affairs
 (Rockefeller Committee)Murray Hill 3-6805
 Employment Service, U. S.Murray Hill 2-1530
 Federal Communications Comm.Canal 6-4000
 Federal Trade CommissionWhitehall 3-8000
 Institute of Radio EngineersMEDallion 3-5661
 Music Publishers' Protective Association. Circle 6-3084
 NAB—New York CityMurray Hill 2-1963
 National Association of Performing
 ArtistsCircle 7-8194
 National Independent Broadcasters.Circle 7-8300
 National Labor Relations Board.HANover 2-4174
 National War Labor Board.Murray Hill 3-6800
 OWI Domestic Radio BureauMurray Hill 3-6800
 OWI OverseasCircle 6-4400
 Professional Music Men, Inc.Columbus 5-7362
 Radio Club of AmericaLونغacre 5-6622
 Radio Writers Guild.Murray Hill 5-6930
 Selective Service SystemMurray Hill 2-6900
 SESACMurray Hill 3-5365
 Social Security Board.BRyant 9-0600
 Society of Jewish Composers, Publishers
 and Song Writers.Lونغacre 5-9124
 Songwriters' Protective Association. Columbus 5-3758
 Television Broadcasters Ass'n, Inc. LACKawanna 4-4788
 U. S. Navy, Radio SectionBRyant 9-1710
 War Manpower Comm.CHickering 4-8800
 War Production Board.Murray Hill 3-6805
 War Savings Staff.Circle 6-3100
 Women's National Radio Committee. Circle 7-4110
 Writers' War BoardMurray Hill 3-6800

Hotels

AlgonquinMurray Hill 2-0100
 AmbassadorWickersham 2-1000
 AstorCircle 6-6000
 BiltmoreMurray Hill 9-7920
 CommodoreMurray Hill 6-6000
 EdisonCircle 6-5000
 LincolnCircle 6-4500
 LombardyPlaza 3-8600
 New YorkerMEDallion 3-1000
 New WestonPlaza 3-4800
 Park CentralCircle 7-8000
 PennsylvaniaPennsylvania 6-5000
 PlazaPlaza 3-1740
 Ritz CarltonPlaza 3-4600
 Ritz TowerWickersham 2-5000
 RooseveltMurray Hill 6-9200
 St. MoritzWickersham 2-5800
 St. RegisPlaza 3-4500
 Savoy PlazaVOLunteer 5-2600
 Sherry NetherlandVOLunteer 5-2800
 VanderbiltASHland 4-4000
 Waldorf-AstoriaELdorado 5-3000
 WarwickCircle 7-2700

IMPORTANT RADIO Telephone Numbers in LOS ANGELES



Radio Stations

KECA	FAirfax	2121
KFAC	Flitzroy	1231
KFI	FAirfax	2121
KFOX	MUtual	2510
KFVD	DRexel	2391
KFWB	HEmpstead	5151
KGER	MAdison	2551
KGFJ	PRospect	2434
KHJ	HOLLYwood	8111
KIEV	Cltrus	1-1133
KMPC	BRadshaw	2-4411
KMTR	Hillside	1161
KNX	HOLLYwood	1212
KPAS (Pasadena)	RYan	1-6991
KRKD	TUcker	7111
KWKW (Pasadena)	RYan	1-6744
XELO (L. A. Office)	MAdison	6272
XEMO-XERB (L. A. Office)	PRospect	9136

Networks

Blue Network Co.	Hillside	8231
Columbia Broadcasting System	HOLLYwood	1212
Between 10 P.M. and 8:30 A.M.	HOLLYwood	7052
Don Lee Broadcasting System	HOLLYwood	8111
Inter-California Broadcasting System	MUtual	2759
Keystone Broadcasting System	HEmpstead	0460
L. A. Broadcasting Co.	Flitzroy	1231
Mutual Broadcasting System	HOLLYwood	8111
National Broadcasting Co.	HOLLYwood	6161

Station Representatives

Walter Biddick Co.	Richmond	6184
Fred & Peters, Inc.	GLadstone	3949
Homer Griffith Co.	GRanite	1726
George P. Hollinbery Co.	VAN Dyke	7386
Joseph Hershey McGillvra	PRospect	5319
Edward Petry & Co.	Mlchigan	8729
Ralph L. Power	MAdison	5617
Radio Advertising Corp.	VAN Dyke	1901
Radio Sales	HOLLYwood	1212
William G. Rambeau Co.	GRanite	3636
Paul H. Raymer Co.	VAndike	1901
Howard H. Wilson Co.	GRanite	1726
Weed & Co.	Hillside	8611

Advertising Agencies

Alber R. H. Company	PRospect	3331
Batten, Barton, Durstine & Osborn	HOLLYwood	7337
Benton & Bowles Inc.	Hillside	9151
The Biow Co.	HEmpstead	2377
Dancer-Fitzgerald-Sample	HEmpstead	0716
Botsford, Constantine & Gardner	Mlchigan	1427
Brisacher, Davis & Staff	PRospect	9368
Buchanan & Company, Inc.	MUtual	6316
The Caples Co.	MUtual	4143
Compton Agency	HOLLYwood	8301
Erwin, Wasey & Company	PRospect	5317

Foote, Cone & Belding	Mlchigan	7651
Foote, Cone & Belding (Hollywood)	HOLLYwood	6265
Glasser-Gailey & Co.	Flitzroy	2141
Hillman-Shane-Breyer, Inc.	VAN Dyke	5111
Hixson-O'Donnell Advertising	MUtual	8331
Jaffe & Jaffe	Flitzroy	3104
W. C. Jeffries Co.	WA'nut	8824
Katz Agency	TUcker	3219
William L. Lawrence	HEmpstead	9276
The Mayers Co.	PRospect	0101
McCann-Erickson Inc.	MUtual	2141
McKee & Albright, Inc.	HOLLYwood	8363
Miner, Dan B.	Richmcmd	3101
Morgan, Raymond R. Co.	HEmpstead	4194
Needham, Louis & Brorby	GRanite	7186
Elwood J. Robinson Adv. Agy.	MUtual	1142
Ruthrauff & Ryan Inc.	Hillside	7593
Schoits Advertising Service	Mlchigan	2395
Russel M. Seeds Co.	GRanite	4185
Barton A. Stebbins Advertising Agency	TRinity	8821
Thompson, J. Walter Co.	Hl side	7241
R. W. Webster	TRinity	2153
Ward Wheelock Co.	Hillside	0191
Warwick-Legler	HEmpstead	8163
Weinberg, Milton, Advertising Co.	TUcker	4111
Young & Rubicam, Inc.	HOLLYwood	2734

Program Producers and Transcription and Recording Companies

Allied Record Mfg. Co.	HOLLYwood	5107
Waiter Biddick Co.	Richmond	6184
Blue Network	Hillside	8231
Columbia Recording Corp.	GRanite	4134
Columbia Pacific Network	HOLLYwood	1212
Cruiger Radio Productions	HEmpstead	8254
Patrick Michael Cunning	Hillside	5915
Decca Recording Division	HOLLYwood	5191
Eccles Disc Recordings	Hillside	8351
Electro-Vox Recording Studios	GLadstone	2189
Grace Gibson	Hillside	2030
H.spano B.oadcasting Co.	Mlchigan	4433
Hollywood Music Recording Studios	CRestview	6-7335
International Artists, Inc.	HOLLYwood	9718
International Recording Studio	HO.lywood	7391
Keystone Broadcasting System, Inc.	HEmpstead	0460
C. P. MacGregor	Flitzroy	4191
Haven MacQuarrie	CRestview	6-7162
Jack Parker	GRanite	7534
Ralph L. Power	MAdison	5617
Raymond R. Morgan Co.	HEmpstead	4194
Music City Glenn Wallichs	HOLLYwood	8211
Music Corporation of America	BRadshaw	2-3211
NBC Radio-Recording Division	HOLLYwood	6161
Radio Producers of Hollywood	HOLLYwood	6506
Radio Recorders, Inc.	HOLLYwood	3917
James L. Saphier	HOLLYwood	7211
Radio Transcriptions Co. of America	HO.lywood	6928
RCA Manufacturing Co.	Hillside	5171
Rec-Art Studios	PRospect	9232
Edward Soman Productions	CRestview	1-2242
Standard Radio, Inc.	Hillside	0183
World Broadcasting System	HOLLYwood	6321

Radio Artists Agencies

American Federation of Radio Artists	Hillside	5121
Berg-Allenberg	CRestview	6-3131
Myrt Blum Associates	CRestview	6-7071
Consolidated Radio Service	Gladstone	1929
Evelett N. Crosby, Ltd.	CRestview	1-1171
Ken Dolan & Co.	CRestview	1-9185
Margaret Ettinger	Hillside	2141
Feldman-Blum	CRestview	1-5222
Tom Fizdale, Inc.	Hollywood	7363
Earle Ferris Associates	Hollywood	7111
George Frank, Inc.	Hillside	3188
General Amusement Corp.	CRestview	1-8101
Nat Goldstone	CRestview	6-1071
George Gruskin	CRestview	1-6161
Mitchell Hamberg	Brighton	0-4546
Hayward-Deverich, Inc.	CRestview	1-5151
M. C. Levee	Gladstone	3115
A. & S. Lyons, Inc.	CRestview	1-6131
Morris Agency, William	CRestview	1-6 61
MCA Artists, Ltd.	CRestview	6-2001
National Concert & Artists Corp.	CRestview	1-7121
Orsatti Agcy	CRestview	6-1008
Art Rush	CRestview	1-2165
Salkow Agcy.	CRestview	1-9134
James Saphier	Hollywood	7211
Myron Selznick & Co., Inc.	CRestview	1-9171
Edward Sherman Agcy.	CRestview	5-0186

Publications

Broadcasting & Broadcast Advertising	Gladstone	7353
--------------------------------------	-----------	------

RADIO DAILY	GRanite	6607
Radio Life	HEmpstead	2025
Variety	Hollywood	1141

Air Lines

American Airlines	TRinity	7251
Grand Central Air Terminal	CHapman	5-1222
Los Angeles Municipal Airport	ORchard	7-6171
Pan American Airways	Michigan	2121
TWA	Michigan	8881
Union Air Terminal	STanley	7-2161
United Air Lines	MAdison	1212
Western Air Lines	TUcker	1551

Sport Arenas

American Legion (Stadium-Hollywood)	HOLLYWOOD	2951
Los Angeles Coliseum	Richmond	6391
Gilmore Stadium	WHIney	1163

Railway Terminals

Santa Fe	MUtual	0111
Southern Pacific	Michigan	6161
Union Pacific	TRinity	9211

Hotels

Ambassador Hotel	DRexel	7011
Beverly Hills Hotel	CRestview	1-8131
Beverly-Wilshire Hotel	CRestview	6-7111
Biltmore Hotel	Michigan	1011
Christie Hotel	HOLLYWOOD	2241
Garden of Allah Hotel	HOLLYWOOD	3581
Hollywood Hotel	HEmpstead	4181
Hollywood Knickerbocker	CLadstone	3171
Hollywood Plaza Hotel	CLadstone	1131
Ravenswood Apt. Hotel	HOLLYWOOD	5391
Roosevelt Hotel	HOLLYWOOD	2442
The Town House	EXposition	1234

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

Federal Departments and Agencies

White House	NAtional	1414
State Department	REpublic	5600
Treasury Department	NAtional	6400
War Department	REpublic	6700
Justice Department	REpublic	8200
Post Office Department	DiStrict	5360
Navy Department	REpublic	7400
Interior Department (Office of Education)	REpublic	1820
Agriculture Department	REpublic	4142
Commerce Department	DiStrict	2200
Labor Department	EXecutive	2420
Federal Trade Commission	EXecutive	6800
FEDERAL COMMUNICATIONS COMMISSION	EXecutive	3620
Selective Service Board	REpublic	5500
War Manpower Commission	EXecutive	4660
War Production Board	REpublic	7500
War Labor Board	REpublic	7500
War Savings Staff, Radio Section	EXecutive	6400
Board of Economic Warfare	EXecutive	7030
Securities & Exchange Commission	DiStrict	3633
National Labor Relations Board	NAtional	9716
Wage & Hour Administration	EXecutive	2420
Social Security Board	REpublic	6500
Supreme Court of the U.S.	EXecutive	1640
D. C. Court of Appeals	REpublic	3811
Coordinator of Inter-American Affairs	REpublic	7500
U. S. District Court (for D. C.)	DiStrict	2854
Capitol (Senate and House)	NAtional	3120
Radio Script & Transcription Exchange, Extension 2225	REpublic	1820
Bureau of Census	DiStrict	2700
Office of Censorship, (J. E. Fetzer)	EXecutive	3000
Office of Emergency Management	REpublic	7500
Office of Civilian Defense	REpublic	7500
Office of Price Administration	REpublic	7500
Office of War Information	REpublic	7500

Non-Governmental

American Red Cross	REpublic	8300
Cleer Channel Group	REpublic	3305
FM Broadcasters, Inc.	NAtional	1199
National Association of Broadcasters	NAtional	2080
National Press Club	REpublic	2500
Radio Correspondents' Galleries	NAtional	3120
RADIO DAILY	TAYlor	0882
Radio Manufacturers' Association	NAtional	4901

Radio Stations

WINX	REpublic	8000
W'SV	MEtropolitan	3200
WMAL	NAtional	5400
WOL	MEtropolitan	0010
WRC	REpublic	4000
WWDC	NAtional	7203

Hotels

Carleton Hotel	MEtropolitan	2626
Mayflower Hotel	DiStrict	3000
Raleigh Hotel	NAtional	3810
Shoreham Hotel	ADams	0700
Wardman Park Hotel	COlumbia	2000
Willard Hotel	NAtional	4420

News Services

Associated Press	DiStrict	1500
International News Service	NAtional	1733
Transradio Press	NAtional	1178
United Press	EXecutive	3430

Railway Terminals

Baltimore & Ohio R. R.	EXecutive	0770
Pennsylvania R. R.	EXecutive	6600
Union Station	EXecutive	7900



*You'll find
this label on
the best
transcriptions
and jingles!*

IMPORTANT RADIO Telephone Numbers in CHICAGO



Radio Stations

KSTP (Chicago office)	SUPerior	8659
WAAF	RANdolph	1932
WAIT	FRAnklin	0560
WBBM	WHIttehall	6000
WCAU (Chicago office)	SUPerior	5072
WCBD	SEElly	8066
WCFL	SUPerior	5300
WCRW	LINcoln	2188
WcDC	CRAwford	4103
WENR	DELaware	1900
WGES	SEElly	8066
WGN	SUPerior	0100
WHFC	LAWndale	8228
WHN (Chicago office)	RANdolph	5754
WHIP	DEArborn	8600
WIND (Chicago office)	STATe	4176
WJJD	STATe	5465
WLS	MONroe	9700
WLW (Chicago office)	STATe	0366
WMAQ	SUPerior	8300
WMBI	MICHigan	1570
WMCA (Chicago office)	SUPerior	5072
WOR (Chicago office)	SUPerior	5110
WSBC	SEElly	8066
WSIC	STATe	1357

National Networks

Blue Network Co.	DELaware	1900
Columbia Broadcasting System	WHIttehall	6000
Keystone Broadcasting System	STATe	4590
Mutual Broadcasting System	WHIttehall	5060
National Broadcasting Co.	SUPerior	8300

Station Representatives

John Blair & Co.	SUPerior	8659
The Branham Co.	CENtral	5726
Burn-Smith Co.	CENtral	4290
Capper Publications	CENtral	5977
Cox & Tanz.	FRAnklin	2095
The Foreman Co.	DELaware	1869
Forjoe Co.	RANdolph	6225
Free & Peters.	FRAnklin	6373
Headley-Reed Co.	FRAnklin	4686
George P. Hallingbery	STATe	2898
Hal Holman Co.	RANdolph	6225
The Katz Agency	CENtral	4258
Joseph Hershey McGillvra	SUPerior	3444
J. P. McKinney & Son.	SUPerior	9366
National Broadcasting Co.	SUPerior	8300
John E. Pearson Co.	FRAnklin	2359
John H. Perry Associates.	HARrison	8085
Edward Petry & Co.	DELaware	8600
Radio Sales	WHIttehall	6000
Radio Advertising Corp.	CENtral	1743
William G. Rambeau Co.	ANDover	5566
Paul H. Raymer Co.	SUPerior	4473
Reynolds-Fitzgerald, Inc.	STATe	4294
Sears & Ayer	SUPerior	8177
Spot Sales, Inc.	FRAnklin	8520
The Walker Co.	STATe	5262
Weed & Co.	RANdolph	7730
Howard H. Wilson Co.	CENtral	8744

Advertising Agencies

Aubrey, Moore & Wallace Inc.	RANdolph	0830
N. W. Ayer & Son, Inc.	RANdolph	3456
Batten, Barton, Durstine & Osborn, Inc.	SUPerior	9200
Dancer-Fitzgerald-Sample	DEArborn	0900

Buchanan & Co.	DELaware	5522
Leo Burnett Co.	CENtral	5959
Campbell-Ewald Co.	CENtral	1946
The Caples Co.	SUPerior	6016
Critchfield & Co.	SUPerior	3061
Doremus & Co.	CENtral	9132
Sherman K. Ellis & Co.	HARrison	8612
Erwin, Wasey & Co., Ltd.	RANdolph	4952
Albert Frank-Guenther Law, Inc.	DEArborn	8910
Foote, Cone & Belding.	SUPerior	4800
Goodkind, Joice & Morgan.	SUPerior	6747
Grant Advertising, Inc.	SUPerior	9052
Henri, Hurst & McDonald, Inc.	SUPerior	3000
H. W. Kastor Advertising Co., Inc.	CENtral	5331
W. E. Long Co.	RANdolph	4605
MacFarland, Aveyard & Co.	RANdolph	9360
Maxon, Inc.	DELaware	3536
McCann-Erickson, Inc.	WEBster	3701
McJunkin Advertising Co.	STATe	5060
C. L. Miller Co.	CENtral	1640
Michael-Faust Advertising Co.	STATe	6670
Nesdham, Louis, & Brorby	STATe	5151
Presba, Fellers & Presba.	CENtral	7683
L. W. Ramsey Co.	FPAnklin	8155
Roche, Williams & Cunningham	HARrison	8490
Ruthrauff & Ryan, Inc.	FRAnklin	0485
Schwimmer & Scott.	DEArborn	1815
Russell M. Seeds Co.	DELaware	1045
Sherman & Marquette, Inc.	DELaware	8000
J. Walter Thompson Co.	SUPerior	0303
Wade Advertising Agency	STATe	7369
Weston-Barnett	WHIttehall	7725
Young & Rubicam, Inc.	CENtral	9389

Program Producers and Transcription and Recording Companies

Chicago Recording Co.	CENtral	5275
Columbia Recording Corp.	WHIttehall	6000
Dacca Records, Inc.	DELaware	8700
Estelle Lutz Artists Bureau.	HARrison	3435
William Morris Agency, Inc.	STATe	3632
Music Corporation of America.	DELaware	1100
NBC Radio Recording Division.	SUPerior	8300
James Parks Co.	CENtral	7880
RCA Manufacturing Co.	WHIttehall	4600
Radio Recording Studios	EDGEwater	6461
Standard Radio, Inc.	STATe	3153
Carl Wester & Co.	RANdolph	6922
World Broadcasting System	SUPerior	9114

News Agencies and Associations

Associated Press	STATe	7700
International News Service	ANDover	1234

RADIO DAILY OAKland 4545

Press Association, Inc.	STATe	4581
Transradio Press Service	STATe	8091
United Press	RANdolph	3666

Organizations and Unions

American Federation of Musicians	STATe	0063
American Federation of Radio Artists.	SUPerior	6517
Ascap	STATe	8289
Association For Education By Radio	DEArborn	7801
Radio Council	DEArborn	7801

The
OF



JIMMY DORSEY



**DICK
HAYMES**



"THE LITTLE MANAGER"
BILL BURTON . DAVID E

**FAMILY
STARS**

HELEN FORREST



OF BIG PEOPLE"

GOULD, Associate . 1270—6th AVENUE. NEW YORK CITY

A. & S. LYONS INC.

*Managers
of
Distinguished
Artists*

RADIO • STAGE • SCREEN • TELEVISION

*Producers
of
Complete Radio Programs
for*

ADVERTISING AGENCIES AND THEIR CLIENTS



NEW YORK
515 Madison Ave.
PLaza 3-5181

CALIFORNIA
356 North Camden Drive
Beverly Hills
Crestview 1-6131

ARMED FORCES RADIO SERVICE

By Lt. Col. Thomas A. H. Lewis
Commanding AFRS

STRETCHING across the world is an American radio network which out- rivals the dreams of those who foresaw great broadcasting networks crossing and recrossing America. It belongs to the United States, and is operated by the Armed Forces Radio Service for the benefit of men and women in every branch of the armed forces and for their Allies. The AFRS is a Section of the Morale Services Division of the Army.

It was in May, 1942, that I was asked to set up the AFRS. Army officials recognized the need for radio, they knew that through its use it would be possible to educate, inform and orient men overseas by means of special events, news and entertainment. They knew, too, that radio would link men in Alaska, or Australia—on the high seas, beachheads or in jungles—with the homes for which they were fighting.

The initial production of the Armed Forces Radio Service was "Mail Call," a morale-building half hour which brought famed performers to the microphone to sing and gag in the best American manner, and in quick succession other shows were added until, today,—the AFRS is sending out 42 hours a week,—exclusive of news, and such special events as a Rose Bowl game, or a Christmas greeting from the President of the United States.

Highly Skilled Aides

But it was not just a matter of gathering together a group of skilled highly successful officers and enlisted men capable of producing big time radio. As the commanding officer of the AFRS I was able, through Army channels, to obtain the services of such men as Major True Boardman, Major Mann Holliner, Captain Tom McKnight,—also Sergeants Jerry Lawrence, Bill Danch, and Richard Hall, Corporal Bob Welch and Private First Class Bill Morrow,—men who had helped write or produce shows for Bob Hope, Jack Benny, Fibber McGee and

Molly, Silver Theatre—and the other "top" broadcasts.

The services of Major Meredith Willson were obtained to head the Music Section, while Major Irving Fogel, and Captains Carter Hermann and Martin Work undertook the more technical problems of transcription and distribution.

Too, through the Hollywood Victory Committee it was possible to ask for the gratis services of the greatest stars in the radio, motion pictures and theatre world. Bob Hope said—"Sure, any time," Crosby echoed that sentiment, Judy Garland and Dinah Shore, Fibber McGee and Molly, Kay Kyser, Ginny Simms, Lena Horne, Carmen Miranda, Rochester and Charlie McCarthy—the list of talent includes everybody—or so close to everybody that the few who haven't been anxious to do their share aren't missed. The name bands, all of them, have been willing to throw their stuff into the groove any time, and men and women from the concert and opera field, Iturbi, Menuhin, John Charles Thomas and the rest, have spent hours recording material that could be retranscribed for such shows as "Great Music," or perhaps "Music for Sunday."

"Denatured" Commercials

In addition to the 14 hours of specially produced Army shows the Armed Forces Radio Service releases 28 hours of "denatured" commercial shows chosen from the country's top-ranking broadcasts. The best radio entertainment in the world is produced by American commercial radio, and listening to the same type of show they heard when they lived on Main Street supplies men overseas with a tie that keeps them always conscious of the home and home land for which they are fighting. These de-commercialized programs are a gracious contribution from sponsors who allowed the advertising to be cut and the show retranscribed, also from the writer, musicians and players.

So much for the 106 programs that go

☆ ☆ ☆ *Radio On To Victory* ☆ ☆ ☆

overseas each week. The specially written AFRS shows subtly educate, inform and orient; the de-commercialized help build morale,—but all of them entertain. Those who command the Armed Forces Radio Service are well aware that radio has to be entertaining—or men either swing the dial to something else or snap it off.

Music Libraries Shipped

Another service which has been developed by the Program Section of the AFRS is the basic music library which is shipped to each station, and to which new recordings are added each month. There is also a script service, and this, with the music library as a background, allows men overseas to build their own local shows.

The building of suitable AFRS programs was not “easy,” but it was simple when compared with the problem of distribution.

The first channel considered was short-wave, and it was realized at once, that all programs would have to be transcribed.

The very first casual survey showed that facilities for producing AFRS transcriptions were inadequate. The industry was concentrated in three cities, and pretty much limited to spot recordings, and an occasional recorded commercial series, generally supplementing a “live” program produced by a major advertiser on a network. An order of one or two thousand transcriptions was “very big,” yet it was visioned, at once, that the AFRS might be sending twenty or thirty thousand transcriptions a month.

Production Up 500 Per Cent

But in spite of the fact that there were not enough materials, and that manpower for the job was lacking, the industry set to work, and between January and December, 1943, the number of radio transcriptions produced by the AFRS increased 500 per cent. Last year, 218,557 transcriptions were manufactured, and distributed to over 300 outlets in 47 countries.

In the beginning these transcriptions were sent to men overseas by means of short-wave, but it soon became apparent that this would not reach all service men and women. Too, when the AFRS was first started, there were no regular “time blocks” available. Since then, starting in December, 1943, the Armed Forces Radio Service has been granted regular short-wave time blocks, and is broadcasting on regular schedule, so that men in specific areas can look forward to hearing programs at specific times. This service not only beams the 42 hours of AFRS transcribed programs, but voices

Army news at regular times, also sport-casts and special events.

Int'l ET “Network”

Side by side with short-wave the AFRS has developed an international transcription “network” made up of local radio stations. Negotiations were concluded for the use of time on 59 foreign government and commercial stations located, among other places, in Australia, New Zealand, Alaska, the Middle East, China, India and South Africa. Too, because the need for them was so apparent, the AFRS secured the approval and the funds necessary to erect American Expeditionary Stations overseas. In March, 1943, a thousand watt transmitter went into operation in Casablanca, and shortly after stations were installed in Northern Africa, then Sicily, and, six days after its capture, in Naples. From this start the American Expeditionary Stations have spread across the world. Some are small, of the 50 watt variety, and there is one of 5,000 watts. The 50 watt transmitters are portable, can be packed into five suit cases, and moved up with the troops.

Still another type of AFRS installation is the “sound systems” which have been placed at isolated posts where men are on duty. These “sound installations” are wired units with turntables and sound outlets.

In order to facilitate the shipping of the weekly 42 hours of recordings, overseas stations have been arranged in circuits, of from three to five stations. A week is allowed for the playing of the records, a week for them to travel via air to the next. When the circuit is completed the records are either kept as a backlog, or given to the Navy for use on submarines or surface ships.

Steady Progress

The progress of the Armed Forces Radio Service has been steady. At this time, 37,400 transcriptions are being broadcast each month over 67 American Expeditionary Stations; 140 foreign government and commercial stations; 121 sound systems, and on troop transports and hospital ships. Exclusive of the 515 hours of shortwave broadcasting, the AFRS overseas radio schedule totals nearly 2,500 broadcast hours each week.

What the broadcasts sent out by the AFRS mean to men and women overseas can be imagined. To a fellow who has spent months guarding an outpost in the South Seas, Iceland or Africa a cheery greeting from a favorite comedian, a song hit direct from Broadway, or the beating rhythm of a hot band, mean a tie with the home to which he hopes soon to return.

'Horseshoe nails'

Benjamin Franklin drew lightning from heaven down a kite-string. He also wrote common sense.

He once wrote (in Poor Richard's Almanac) a jingle, which ran, somewhat prophetically, as follows:

*For want of a nail the shoe was lost,
For want of a shoe the horse was lost,
For want of a horse the rider was lost,
For want of a rider the battle was lost,
For want of a battle the kingdom was lost —
And all for the want of a horseshoe nail.*

1944

Victories are made only by battles.

Battles are made only by soldiers and sailors with food and equipment.

Food and equipment are produced only by men and women civilians with a common understanding of the fact that neither victories nor battles can be won without food and equipment for the soldiers and sailors, and a fixed and uniform loyalty to those men.

That common loyalty is made up wholly of individuals who accept and pursue ideas.

Ideas are most swiftly, widely and penetratingly dispensed by radio (or lightning from heaven)

and.....

Since December 7, 1941, when it became apparent that we might not even survive, let alone win a victory, radio has broadcast those ideas, in the following tempo:

In the first two years of war (December 7, 1941 to December 7, 1943) a single American radio network (CBS) broadcast the following "horseshoe nails:"



OF WAR PROGRAMS 14,759:

of these 8,404 were volunteered by the American business enterprises who advertise their goods and services on the CBS air, and 6,355 were volunteered by the network itself.




OF WAR ANNOUNCEMENTS 6,410:

of these 1,699 were volunteered by the network, and 4,711 were broadcast on the time and at the whole expense of CBS advertisers.



OF WAR NEWS BROADCASTS 11,053:

of these, 6,212 were the objective public-information service of the network, and 4,841 were equally objective CBS News originations sponsored by advertisers.



THE TOTAL

of this CBS War Broadcasting is pretty formidable. It adds up to 5,699 hours. It adds up to 41% of the total of network operating hours. The whole dollar-and-manpower cost of this effort was a voluntary contribution by American industry through CBS to the single major objective that lies still before us all.

Through 1944 this tempo will not be relaxed.

And whenever peace comes, there will be plenty of new horseshoe nails for the plowhorse, as there have been for the charger.



AND THESE ARE THE STATIONS THAT DROVE THE NAILS:

WADC..... Akron, Ohio	KILO... Grand Forks, N.D.	WGAN..... Portland, Me.
WGPC..... Albany, Ga.	KFBB... Great Falls, Mont.	KOIN..... Portland, Ore.
WOKO..... Albany, N.Y.	WTAQ... Green Bay, Wisc.	WPRO... Providence, R.I.
KGGM... Albuquerque, N.M.	WBIG... Greensboro, N.C.	WTAD..... Quincy, Ill.
WAIM..... Anderson, S.C.	KGBS... Harlingen, Tex.	WRVA..... Richmond, Va.
WWNC... Asheville, N.C.	WHP..... Harrisburg, Pa.	WDBJ..... Roanoke, Va.
WGST..... Atlanta, Ga.	WDRG... Hartford, Conn.	WHEC... Rochester, N.Y.
WBAB... Atlantic City, N.J.	KHBC..... Hilo	KROY... Sacramento, Cal.
WRDW... Augusta, Ga.	KGMB... Honolulu	WFOY... St. Augustine, Fla.
KTBC..... Austin, Tex.	WHOP... Hopkinsville, Ky.	KMOX... St. Louis, Mo.
WCAO... Baltimore, Md.	KTRH... Houston, Tex.	KSL... Salt Lake City, Utah
WABI... Bangor, Me.	WFBM... Indianapolis, Ind.	KTSA... San Antonio, Tex.
WJLS... Beckley, W. Va.	WHCU... Ithaca, N.Y.	KQW... San Francisco, Cal.
WNBF... Binghamton, N.Y.	WMBR... Jacksonville, Fla.	WKAQ... San Juan
WAPI... Birmingham, Ala.	WKZO... Kalamazoo-Grand Rapids, Mich.	KVSF... Santa Fe, N.M.
WEEI... Boston, Mass.	KMBC... Kansas City, Mo.	WSPB... Sarasota, Fla.
WKBW... Buffalo, N.Y.	WKNE... Keene, N.H.	WTOG... Savannah, Ga.
WCAX... Burlington, Vt.	KNOX... Knoxville, Tenn.	WGBI... Scranton, Pa.
WMT... Cedar Rapids, Iowa	WLAW... Lawrence, Mass.	KIRO... Seattle, Wash.
WDWS... Champaign, Ill.	KFAB... Lincoln, Neb.	KWKH... Shreveport, La.
WCSC... Charleston, S.C.	KLRA... Little Rock, Ark.	WSBT... South Bend, Ind.
WCHS... Charleston, W. Va.	KNX... Los Angeles, Cal.	WSPA... Spartanburg, S.C.
WBT..... Charlotte, N.C.	WHAS... Louisville, Ky.	KFPY... Spokane, Wash.
WDOD... Chattanooga, Tenn.	WMAZ... Macon, Ga.	WTAX... Springfield, Ill.
WBBM... Chicago, Ill.	KGLO... Mason City, Iowa	WMAS... Springfield, Mass.
WCKY... Cincinnati, Ohio	WREC... Memphis, Tenn.	KGDM... Stockton, Cal.
WGAR... Cleveland, Ohio	WCOC... Meridian, Miss.	WFBL... Syracuse, N.Y.
KVOR... Colorado Springs, Colo.	WQAM... Miami, Fla.	WDAE... Tampa, Fla.
WRBL... Columbus, Ga.	WISN... Milwaukee, Wisc.	WIBW... Topeka, Kan.
WBNS... Columbus, Ohio	WCCO... Minneapolis- St. Paul, Minn.	CFRB... Toronto, Ont.
KEYS... Corpus Christi, Tex.	KGVO... Missoula, Mont.	KTUC... Tucson, Ariz.
KRLD... Dallas, Tex.	CKAC... Montreal, Quebec	KTUL... Tulsa, Okla.
WDAN... Danville, Ill.	WCOV... Montgomery, Ala.	WMBS... Uniontown, Pa.
WHIO... Dayton, Ohio	WLBC... Muncie, Ind.	WIBX... Utica, N.Y.
WSOY... Decatur, Ill.	WLAC... Nashville, Tenn.	WTOP... Washington, D.C.
KLZ... Denver, Colo.	WWL... New Orleans, La.	WBRY... Waterbury, Conn.
KRNT... Des Moines, Iowa	WABC... New York, N.Y.	WWNY... Watertown, N.Y.
WJR... Detroit, Mich.	KOMA... Oklahoma City, O.	WJNO... West Palm Beach, Fla.
WCED... Du Bois, Pa.	KOIL... Omaha, Neb.	WKWK... Wheeling, W. Va.
KDAL... Dufuth, Minn.	WDBO... Orlando, Fla.	KFH... Wichita, Kan.
WDNC... Durham, N.C.	WPAR... Paducah, Ky.	KWFT... Wichita Falls, Tex.
KROD... El Paso, Tex.	WPAR... Parkersburg, W. Va.	WTAG... Worcester, Mass.
WERC... Erie, Pa.	WMBD... Peoria, Ill.	WNAX... Yankton, S.D.
WEOA... Evansville, Ind.	WCAU... Philadelphia, Pa.	WKBN... Youngstown, Ohio
WMMN... Fairmont, W. Va.	KOY... Phoenix, Ariz.	
WAAC... Fort Myers, Fla.	WJAS... Pittsburgh, Pa.	
WFMD... Frederick, Md.		
KARM... Fresno, Cal.		

This is CBS... the Columbia Broadcasting System





THE BUSINESS SIDE *of* RADIO



Agency and Sponsor Network Billings



Station Representatives



News Services



Research Firms



Advertising Agencies



Federal Communications Commission



Radio Publications and Editors



U. S. Census Data



NCAC *Sells*

TALENT
and **PROGRAMS**
in all fields of

ENTERTAINMENT

Representing more than 300 artists in
RADIO, CONCERT, THE THEATRE
and on the LECTURE PLATFORM

NATIONAL CONCERT AND ARTISTS CORPORATION

711 FIFTH AVENUE, NEW YORK 22, N. Y. • PLaza 3-0820

ALFRED H. MORTON, *President* • DANIEL S. TUTHILL, *Vice-President and Director Popular Division*

CHICAGO
Merchandise Mart

HOLLYWOOD
Sunset at Doheny

SAN FRANCISCO
111 Sutter Street

THE BUSINESS SIDE OF RADIO

By *M. H. Shapiro*

Managing Editor, RADIO DAILY

AS an industry among industries, broadcasting during 1943, continued in the rare category of contributing every possible effort to winning the war, yet managing to carry on its own business pretty much as usual. In fact, the "usual" is somewhat of an understatement, since gross billings of both network and spot business showed an over-all increase of approximately 21 per cent. It is to be expected that actual net profit will not be higher in many cases, due to increased Federal taxes.

Of the major networks, it was inevitable that the Blue and Mutual show particularly strong upturn in the gross revenue; both had an influx of new blood and capital and they had more choice time situations available. Thus the Blue ended the year with a gross billing of \$24,869,948, comparing with \$15,782,943 for 1942. Food and Food Beverages led the industry groups in point of expenditures. Mutual gross billings were set down as \$13,841,608, a 43.6 per cent increase over 1942. Religion accounts exceeded that of any other group of clients.

CBS gross revenue for 1943 was \$57,951,744, comparing with \$45,593,125 in 1942. Drug and Toilet Goods headed the industry classification in point of expenditures. This all-time high for a single network's 12-month billings, exceeds the combined total of three major networks in operation a decade ago. NBC, while adhering to its policy of not making public its billings, does admit to a 15 per cent increase in business, which would indicate a gross during 1943 of approximately \$54,000,000. This gives the four national networks gross billings of \$150,663,300. All of which was achieved by diligent application to acquiring clients new to radio and promoting institutional advertising from others now engaged wholly or in part in war work.

Regional and Spot

Regional networks showed strong gains in every part of the country, averaging a 15 per cent gain in most cases. Spot business was unusually healthy; only a few local places failed to show financial betterment. Choice spots were at a premium in desirable markets and an important spur in motion picture advertis-

ing was noticeably felt throughout the country. We now hear full 15-minute newsspots sponsored by leading movie firms at 11 p.m., and some have been forced to take the midnight five-minute new periods. This is just one illustration.

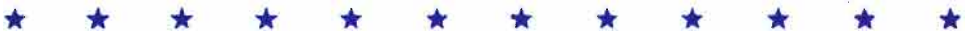
Luxury commodity buying and the drive into secondary markets by many accounts further bolstered spot business all along the line. Non-national network and local business is estimated to have grossed several millions of dollars more than the national network gross, which is usually expected. This still gives the entire industry a net time sale well over the \$230,000,000 mark.

Wartime Problems

Radio has its wartime problems, plenty of them, but whether contingent on advertising or market situation, labor unions or the general manpower shortage, the trend was always forward. Spot was seriously threatened for some time by the demands of the AFM and while not settled in some quarters, the dispute failed to deter the spot business upward curve. Syndicated sales of material made prior to the recording ban continued at a strong pace. With or without transcribed music, this field flourished. Radio continued to adjust itself to every problem.

FCC's new chain rules and regulations went into effect, causing some dislocation in many quarters and possibly relief in some, yet it appears that the dislocations offset that of the "relief." Broadcasting industry, unlike other great wheels in the life of the everyday American, was fortunate in not having to "convert" to the war effort. It was already backing the national defense move to the hilt. It will have no postwar conversion period to look forward to, at least not of its own, but possibly being a party to those that may come from without.

However, the forward march of the gross during wartime is healthy and there is no reason to believe that a sudden cessation of hostilities will cause any upheaval in the industry. As, for instance, brand names being kept alive now will obviously need advertising when the brands in question have returned to the shelves.



This agency brings to the sale of talent and production of radio programs an expertness resulting from twelve years of specialization in the radio industry.

JAMES L. SAPHIER

HOLLYWOOD • CALIFORNIA

AGENCY AND SPONSOR NETWORK GROSS BILLINGS

Blue Network Co. 1943 Agency Gross Billings

D'Arcy Advertising Co.	\$ 3,535,412
Maxon, Inc.	2,486,878
J. Walter Thompson Co.	1,743,809
Compton Advertising, Inc.	1,639,360
Ruthrauff & Ryan, Inc.	1,518,950
Wade Advertising Co.	1,533,202
Blackett-Sample-Hummert	1,293,664
Knox-Reeves	923,075
Young & Rubicam	922,354
Kenyon & Eckhardt	818,034
Roehe, Williams & Cunningham	784,744
Sherman & Marquette, Inc.	748,062
Lennen & Mitchell, Inc.	680,867
Walker & Downing	551,660
Warwick & Legler, Inc.	530,224
Aubrey, Moore & Wallace, Inc.	467,004
Ted Bates, Inc.	393,291
Duane Jones Co.	381,374
Pedlar & Ryan, Inc.	355,379
Small & Seiffer, Inc.	324,645
J. William Sheets	311,702
Wm. H. Weintraub & Co., Inc.	294,252
Critchfield & Co.	279,127
Donohue & Coe	242,281
Raymond Spector Co.	213,770
Henri Hurst & McDonald	181,356
Buchanan & Co.	165,806
Foote, Cone & Belding	165,474
L. W. Ramsey Co.	158,016
MacFarland Aveyard & Co.	126,237
Batten, Barton, Durstine & Osborn	124,980
Glücksman Advertising Co., Inc.	117,236
Emil Mogul Co.	116,465
William Esty & Co.	107,376
Pacific National Advertising Co.	79,307
Advertising & Sales Council, Inc.	69,980
Addison Lewis Assoc.	66,768
Direct	58,912
Tracy-Locke Co. of Texas	58,867
Sayre M. Ramsdell Assoc.	50,076
Campbell-Muthun, Inc.	25,543
Arthur Kudner, Inc.	21,266
Raymond R. Morgan Co.	18,891
U. S. Advertising Corp.	18,700
Calkins & Holden	16,854
MacWilkins Cole	16,184
Glasser Gailey & Co.	13,921
Keeling & Co.	13,716
Barton A. Stebbins	12,528
Geyer, Cornell & Newell	7,740
Smith & Drum	6,327
Smith & Bull	5,623
The Clements Co.	5,472
Bronson, West Advtg. Co.	5,394
McJunkin Advertising Co.	5,391
Buchen Co.	5,323
Horton-Noyes	4,953
Hugo Wagenseil & Assoc.	4,465
A. W. Lewin Co.	4,017
Long Advertising Co.	2,736
Little & Co.	2,609
Mayers Co.	2,223
G. M. Basford Co.	96

Total\$24,860,948

Columbia Broadcasting System 1943 Agency Gross Billings

Young & Rubicam	\$ 6,435,374
J. Walter Thompson Co.	4,971,841
Blackett-Sample-Hummert	4,968,438
Ruthrauff & Ryan, Inc.	4,882,444
Compton Advertising Co.	3,009,680
The Blow Co., Inc.	2,283,876
William Esty & Co., Inc.	2,262,210
Foote, Cone & Belding	2,191,153
Arthur Meyerhoff & Co.	2,027,945
Benton & Bowles, Inc.	1,908,002
Batten, Barton, Durstine & Osborn, Inc.	1,785,723
McCann-Erickson, Inc.	1,565,330
Newell-Emmett Co., Inc.	1,528,780
Maxon, Inc.	1,379,828
D'Arcy Advertising Co., Inc.	1,313,824
Ted Bates, Inc.	1,275,106
Campbell-Ewald Co., Inc.	1,247,585
Knox Reeves Advertising, Inc.	1,114,666
Ward Wheelock Co.	1,113,774
Pedlar & Ryan, Inc.	997,293
Gardner Advertising Co.	847,175
Buchanan & Co., Inc.	829,930
C. L. Miller Co.	728,392
Roche, Williams & Cunningham, Inc.	652,873
Sherman & Marquette, Inc.	577,516
Warwick & Legler, Inc.	555,263
Geyer, Cornell & Newell, Inc.	549,965
Sayre M. Ramsdell Associates	541,568
Arthur Kudner, Inc.	472,512
Wm. H. Weintraub & Co., Inc.	392,445
N. W. Ayer & Sons, Inc.	353,781
Kenyon & Eckhardt, Inc.	340,326
H. W. Kastor & Sons Adv. Co.	283,306
Raymond R. Morgan Co.	252,505
Cruttenden & Eger	246,397
Russel M. Seeds Co., Inc.	223,669
Sorensen & Co.	211,287
Henri, Hurst & McDonald, Inc.	186,471
Duane Jones Co.	177,064
Grant Advertising Co.	114,703
Wallace-Ferry-Hanly Co.	105,037
Joseph Katz Co.	103,356
Sherman K. Ellis Co., Inc.	89,919
Schwimmer & Scott	82,999
Addison Lewis & Associates	75,058
J. D. Tarcher & Co.	70,999
Paris & Peart	56,313
Walker & Downing	51,289
Franklin Bruck Advertising Corp.	49,612
Erwin-Wasey & Co., Inc.	48,849
Barton A. Stebbins	42,415
Federal Advertising Agency, Inc.	40,316
Garfield & Guld	40,065
Brisacher, Davis & Staff	37,209
Lake-Spiro-Shurman Co.	36,504
Morse International, Inc.	34,882
Brooks Advertising Agency	31,871
Ronalds Advertising Agency, Ltd.	21,701
Spitzer & Mills, Ltd.	20,544
Glasser-Gailey & Co.	19,673
Long Advertising Service	17,064
Clements Co., Inc.	16,330
Milton Weinberg Advertising Co.	13,299
Gilham Advertising Agency	10,920
W. Earl Bothwell Advertising Agency	9,477

FREDERICK BROS. AGENCY, INC.

Established 1932



“Personalized Service”



FREDERICK BROS. ARTISTS CORP.

New York

Chicago

Hollywood

Beeson, Faller, Reichart, Inc.....	7,369
Little & Co.....	6,006
Leo Burnett Co., Inc.....	5,229
Armand S. Well Co., Inc.....	2,568
Pacific National Advertising Agency.....	2,282
Leighton & Nelson.....	2,016
Total	\$57,051,744

**Mutual Broadcasting System
1943 Agency Gross Billings**

Erwin, Wasey & Co., Inc.....	\$ 2,128,630.85
R. H. Alber Company.....	1,566,130.83
Ivey & Ellington, Inc.....	1,076,100.18
Wm. Estey & Co., Inc.....	997,167.12
Kenyon & Eckhardt, Inc.....	798,329.80
Hlxson-O'Donnell Adv., Inc.....	672,061.03
G. C. Hoskin Associates.....	474,786.30
Ruthrauff & Ryan, Inc.....	457,662.43
Aircasters, Inc.....	412,751.96
J. Walter Thompson Co.....	439,352.41
Blackett-Sample-Hummert.....	418,427.76
Maxon, Inc.....	416,697.10
Gotham Advertising Co., Inc.....	317,475.32
Leo Burnett Company, Inc.....	282,125.69
Wm. H. Weintraub & Co., Inc.....	167,116.01
Kely, Zahradt & Keily.....	160,251.59
Bermingham, Castleman & Pierce, Inc.....	147,945.50
Al Paul Lefton Co. Inc.....	132,745.38
Dcnahue & Coe, Inc.....	123,660.00
Wallace-Ferry-Hanly Co.....	118,933.60
Duane Jones Co.....	113,067.91
McJunkin Advertising Co.....	112,780.87
H. B. Humphrey Co.....	100,674.76
Russel M. Seeds Co. Inc.....	91,734.00
Raymond Spector Co. Inc.....	72,835.30
Aubrey, Moore & Wallace, Inc.....	66,956.10
Campbell-Mithun, Inc.....	60,716.40
Harold Cabot & Co. Inc.....	54,441.59
Schwimmer & Scott.....	53,812.27
Young & Rub'cam, Inc.....	52,909.02
L. W. Ramsey Co.....	49,366.40
A. W. Lewin Co. Inc.....	43,557.00
U. S. Advertising Corp.....	42,651.32
The Joseph Katz Company.....	40,755.00
Grey Advertising Agency Inc.....	38,910.00
Rcehe, Williams & Cunning- ham, Inc.....	31,440.00
Walker and Downing.....	32,140.24
Sterling Adv. Agency, Inc.....	30,629.00
Arthur Kudner, Inc.....	24,874.58
Van Sant, Dugdale & Co. Inc.....	24,128.00
Clements Company, Inc.....	21,460.00
Weston-Barnett, Inc.....	7,954.69
Calkins & Holden.....	4,011.75
Harvey-Massengale Co., Inc.....	3,736.60
Landsheft, Inc.....	2,293.33
Clarence Juneau Agencies.....	1,092.00
Bresnick and Solomont.....	966.00
Direct.....	6,499.50
Local Cooperatives.....	1,313,807.21
Year Total 1943	\$13,841,608.00

**National Broadcasting Co.
1943 Agency Gross Billings
Not Available**

**Blue Network Co.
1943 Sponsor Expenditures**

Cola-Cola Co.....	\$ 3,535,412
Ford Motor Co.....	2,355,908
General Mills, Inc.....	1,764,726
Miles Laboratories, Inc.....	1,533,202
Socony-Vacuum Oil Co.....	1,303,784
Kellogg Co.....	1,004,750
Swift & Co.....	933,538
American Cigar & Cigarette Co.....	809,940
Cummer Products Co.....	886,471
Bristol-Myers Co.....	881,387
Sun Oil Co.....	784,744
Quaker Oats Co.....	748,062
Carter Products, Inc.....	717,936
Andrew Jergens Co.....	680,867
Alaska Pacific Salmon Co.....	593,971
Wander Co.....	441,393
Dr. Earle S. Sloan, Inc.....	392,070
Williamson Candy Co.....	338,430
D. I. Clark Co.....	298,574
Radio Corporation of America.....	293,118
Wheeling Steel Co.....	279,127
J. B. Williams Co.....	277,038
Mail Pouch Tobacco Co.....	253,086
Loew's, Inc.....	242,281
Serutan Co.....	213,770
Dubounet Corp.....	196,236
Hall Bros., Inc.....	181,356
Bourjois, Inc.....	165,474
F. W. Fitch Co.....	158,016
C. L. Mueller Co.....	148,226
Texas Co.....	145,180
Sherwin-Williams Co.....	138,154
H. J. Heinz Co.....	130,070
O'Cedar Corp.....	128,374
Sweets Co. of America.....	119,871
Adam Hat Stores, Inc.....	117,336
Trimount Clothing Co.....	116,445
Joseph Tetley & Co., Inc.....	113,277
Lehn & Fink Products Corp.....	107,376
Langendarf United Bakeries.....	105,348
Revlon Products Corp.....	98,016
Northwestern Yeast Co.....	96,666
Cream of Wheat Corp.....	91,320
Fisher Flouring Mills.....	72,980
O'Sullivan Rubber Co.....	69,080
Minneapolis-Honeywell Regula- tor Co.....	66,768
Dr. Pepper Co.....	58,867
Alis-Chalmers Mfg. Co.....	53,307
Phileo Corp.....	50,076
A. S. Boyle Co.....	44,289
Accusticon Div., Dictograph Corp.....	42,912
Standard Oil Co. of California.....	33,660
Curtis Publishing Co.....	29,571
Benjamin Moore & Co.....	27,066
American Dairy Assoc.....	25,543
Best Foods, Inc.....	21,266
Gillette Safety Razor Co.....	20,626
Political.....	19,623
Wilson Sporting Goods Co.....	18,700
Stokeley Bros. & Co.....	16,854
Neighbors of Woodcraft, Inc.....	16,184
Wilson Milk Co.....	13,716
Chlorine Solutions, Inc.....	12,528
Kerr Glass Mfg. Co.....	12,051
Metropolitan Life Insurance Co.....	10,625
Anacin Co.....	10,620
Austin Studios.....	9,988
New York Central Railroad Co.....	7,740
Folger Coffee Co.....	6,840
Sales Builders, Inc.....	6,327
Washington Co-op. Egg & Poultry Assoc.....	6,327



To American broadcasters, station managers and station personnel:

For your outstanding success in building America's greatest radio audience in 1943—the year when Americans most needed the good-fellowship and unifying influence of radio

For your resourcefulness and co-operation in promoting listenership through live and recorded courtesy announcements, billboards, car and taxi cards, newspaper spotlight advertisements, movie trailers, point-of-sale merchandising, dealer letters, direct mail, window displays, posters, spectaculars

For your faithfulness to the finest traditions of radio in showmanship and in public service

A

TRIBUTE

We speak for all the following sponsors and programs in extending to you sincere admiration and gratitude

P. Ballantine & Sons
Broadway Showtime

Bank of America
California, Carry On

Block Drug Company
Dentu-Grip
Announcements and programs
Gold Medal Capsules
Announcements and programs

Bowman Dairy
Musical Milkwagon

A. S. Boyle Company
Breakfast at Sardi's (Participation)
Fleetwood Lawton
Newscast
OK For Release

Carter Products, Inc.
Superin—Announcements

Cole Milling Company
Omega Flour—Announcements

Elgin National Watch Company
Elgin Christmas Show
Elgin Thanksgiving Day Show
Man Behind the Gun
Nero Wolfe

Fanny Farmer Candy Shops
Participation and announcements

Ford Motor Company

General Cigar Company, Inc.
White Owl Cigars

Johns-Manville Corporation
Bill Henry, News

Kraft Cheese Co., Inc.
Kraft Music Hall

Lamont, Corliss & Co.
Pond's Cold Cream
Eleanore King and announcements

Lever Brothers Company
Lux Flakes and Lux Toilet Soap
Lux Radio Theatre
Vimims—Frank Sinatra Program

Libby, McNeill and Libby
Announcements

P. Lorillard Company
Old Gold Cigarettes
Announcements and local programs
Baseball over Chicago, Washington
and New York stations
Bob Crosby and Les Tremayne
Sammy Kaye's Band and Guests

The Mentholatum Company, Inc.
Announcements and programs

Northern Trust Company
The Northerners

Owens-Illinois Glass Company
Broadway Matinee

The Parker Pen Company
Quink—News With Ned Calmer

Penick & Ford Ltd., Inc.
Brer Rabbit Molasses—Participation

Planters Nut & Chocolate Company
Planters Peanuts—Local news programs

Radio Corporation of America
What's New?

Safeway Stores, Inc.
What's Doing, Ladies?

Standard Brands Incorporated
Chase & Sanborn Tender Leaf Tea
Chase & Sanborn Program
Mary Marlin

Swift & Company
All Sweet Margarine (Participations)
Jewel Shortening—Announcements and
Breakfast at Sardi's (Participation)

Ward Baking Company
Aunt Hannah's Bread
Programs and announcements
Tip-Top Bread
Programs and announcements

Washington State Apple Commission
Announcements

Western Sugar Refinery
Sea Island Sugar—I Was There

The J. B. Williams Co.
Williams Luxury Shaving Cream
Glider—W. L. Shirer

Wm. Wrigley Jr. Company
Doublemint Chewing Gum
America In the Air

W. F. Young, Inc.
Absorbine Jr.—Announcements

J. WALTER THOMPSON COMPANY

The J. Walter Thompson Company maintains 18 offices located throughout the world. *In North America:* New York, Chicago, San Francisco, Los Angeles, Hollywood, Mexico City, Montreal, Toronto, Latin-American Division in New York. *In South America:* Buenos Aires, São Paulo, Rio de Janeiro. *In . . .* London, Johannesburg, Capetown, Bombay, Calcutta, Sydney, Melbourne.

Seaboard Finance Co.	5,623
Hecker Products Co.	5,472
National Battery Co.	5,394
Chef Boyardee Corp.	5,391
Masonite Corp.	5,373
Crane Co.	5,323
Jenkins Bros., Inc.	4,953
Safeway Stores, Inc.	4,830
Crawford MacGregor Candy Co.	4,465
Harvel Watch Co.	4,017
L. B. Laboratories, Inc.	3,933
Calavo Growers of California	3,555
General Aircraft Corp.	3,240
Barron-Gray Packing Co.	2,736
Kelite Products, Inc.	2,609
Kendall Foods, Inc.	2,223
Phelps Dodge Co.	684
National Supply Co.	345
Western Gear Works	204
Air Preheater Corp.	96
Total	\$24,869,948

Columbia Broadcasting System 1943 Sponsor Expenditures

General Foods Corp.	\$ 4,868,710
Lever Brothers Co.	4,524,100
Procter & Gamble Co.	3,866,722
American Home Products Corp.	2,839,573
William Wrigley Jr. Co.	2,657,483
R. J. Reynolds Tobacco Co.	2,262,210
Sterling Products, Inc.	2,141,801
Campbell Soup Co.	1,510,680
Liggett & Myers Tobacco Co.	1,528,780
Phillip Morris & Co., Ltd.	1,388,259
General Electric Co.	1,299,255
Colgate-Palmolive-Peet Co.	1,158,415
General Mills, Inc.	1,114,666
Owens-Illinois Glass Co.	1,017,467
American Tobacco Co.	1,024,071
Johns-Manville Corp.	865,233
Pet Milk Sales Co.	858,095
Quaker Oats Co.	832,266
Texas Co.	797,073
U. S. Rubber Co.	796,731
B. F. Goodrich Co.	784,298
Celanese Corp. of America	783,828
Lady Esther Co., Ltd.	779,568
P. Lorillard Co.	766,458
E. R. Squibb & Sons	754,384
Eversharp, Inc.	752,695
Continental Baking Co.	705,421
Chrysler Corp.	697,724
Emerson Drug Co.	676,380
Chesebrough Manufacturing Co.	643,755
Prudential Insurance Co. of America	574,697
Philco Corp.	541,568
Pabst Sales Co.	536,555
Gulf Oil Corp.	524,230
Coca-Cola Co.	508,160
Roma Wine Co. (Schenley Import Corp.)	497,990
Parker Pen Co.	490,899
Lewis-Howe Co.	487,731
Corn Products Refining Co.	482,253
U. S. Tobacco Co.	472,512
Pacific Coast Borax Co.	452,219
Chevrolet Dealers (Gen. Motors Corp.)	450,854
Schenley Import Corp.	392,445
Armstrong Cork Co.	387,528
Lockheed Aircraft Corp.	359,939
Electric Companies Adv. Program	245,357
Southern Cotton Oil Co.	310,326
Elgin National Watch Co.	337,106

International Silver Co.	298,310
Welch Grape Juice Co.	260,467
Admiral Corp. (Cont'l Radio & Tel. Corp.)	246,397
Curtiss Candy Co.	246,139
Johnson & Johnson	239,949
Servel, Inc.	227,660
P. Ballentine & Sons	220,191
Bowey's, Inc.	211,287
Mennen Co.	266,232
California Fruit Growers Exchange	187,429
Bourjols, Inc.	175,023
Standard Brands, Inc.	168,912
Schutter Candy Co.	166,630
Ballard & Ballard Co.	142,240
Planters Nut & Chocolate Co.	129,166
B. T. Nesbitt, Inc.	128,842
Los Angeles Soap Co.	117,905
Cudahy Packing Co.	114,703
Campana Sales Corp.	105,037
American Oil Co.	103,356
Cream of Wheat Corp.	86,596
Gillette Safety Razor Co.	80,573
Holland Furnace Co.	78,390
Minneapolis-Honeywell Regulator Co.	75,058
McKesson & Robbins, Inc.	58,991
Great Atlantic & Pacific Tea Co.	56,313
Soil-Off Manufacturing Co.	54,558
Allegheny-Ludlum Steel Co.	51,289
Manhattan Soap Co.	49,612
Barbasol Co.	48,849
John Morrell & Co.	44,231
Peter Paul, Inc.	37,209
Plough, Inc.	36,504
General Cigar Co.	33,940
Bekins Van & Storage Co.	31,871
Chemicals, Inc.	30,588
Prince Matchabelli (Vick Chemical Co.)	29,198
Joseph Tetley & Co., Inc.	25,822
Ben Hur Products, Inc.	25,526
Dwight Edwards Co.	23,776
Campbell Cereal Co.	22,839
C. F. Mueller Co.	22,400
Colonial Dames, Inc.	19,673
Western Sugar Refinery	19,656
J. B. Williams Co.	19,042
MacFadden Publications, Inc.	18,708
Lamont Corliss & Co.	18,252
Union Oil Co.	17,511
Cal. Prune & Apricot Growers Ass'n.	17,064
Signal Oil Co.	16,889
Hudson Coal Co.	16,330
Grove Laboratories, Inc.	15,225
Graysons Shops, Inc.	13,299
Smith Brothers	12,008
Bank of America Nat'l Trust & Savings Ass'n	9,744
P. Duff & Sons	9,477
Kay Jewelry Co.	9,477
Mentholatum Co.	8,543
United Air Lines Transport Corp.	8,424
Aro Equipment Corp.	7,369
Washington State Apple Adv. Comm.	6,951
Gerber Products, Inc.	6,376
Readers' Digest Ass'n.	6,248
Kelite Products, Inc.	6,006
Vick Chemical Co.	5,684
J. Folger Co.	5,434
Sheffield Cheese Co.	5,229
Sun Oil Co.	3,121
Johnstone Drug Sales Corp.	2,568
Washington Coop. Egg & Poultry Assn.	2,282
Brown & Williamson Tobacco Corp.	2,212
Consolidated Royal Chemical Co.	2,144
Independent Citizens Committee	2,046
Sunnyvale Packing Co.	374
Total	\$57,951,744

Mexico's BIG FOUR



Four leading activities of Mexican life busy as never before do their part in creating an optimistic spirit towards a forthcoming Victory. Twenty million people below the Rio Grande work hard at these active

sources of production. A population standing for one of the most important markets in Latin America. Radio advertising through our network of more than 75

stations assures a perfect coverage of this market.

WE HANDLE

85% of the money spent in Mexico in radio advertising.

90% of the recorded programs produced in Mexico.

90% of the telephone hook-ups.

70% of the spot announcements.

RADIO PROGRAMAS DE MEXICO

Largest Latin American Broadcasting System

P.O. Box 1324, MEXICO, D.F. - EMILIO AZCARRAGA, Pres.; CLEMENTE SERNA MARTINEZ, V. Pres., Gen. Mgr.



**Mutual Broadcasting System
1943 Sponsor Expenditures**

Gospel Broadcasting Assn.....	\$ 1,566,130.83
R. B. Semler, Inc.....	919,419.15
Kellogg Company	798,329.80
Pharmaco, Inc.	677,132.92
Bayuk Cigars, Inc.....	670,230.82
Zonite Products Corp.....	583,557.40
Sinclair Refining Company.....	516,599.62
Barbasol Company	491,510.92
Lutheran Laymen's League.....	477,729.91
Voice of Prophecy, Inc.....	474,786.30
General Cigar Co., Inc.....	439,332.41
Gillette Safety Razor Co.....	416,697.10
Anacin Company	409,663.76
Young People's Church of the Air.....	395,420.32
American Cigarette & Cigar Co., Inc.....	388,462.00
Lehn & Fink Products Co.....	341,494.20
Lumbermens Mutual Casualty Co.....	279,395.69
Detroit Bible Class (Radio Bible Class)	270,370.26
Campana Sales Company.....	185,890.00
Petri Wine Company.....	184,031.40
Wesley Radio League.....	172,384.70
Schenley Import Corp.....	167,116.01
Richfield Oil Corp. of N. Y.	155,461.41
Benson & Hedges, Inc.....	137,942.49
Duffy-Mott Company, Inc.	132,745.38
Metro-Goldwyn-Mayer, Inc.....	123,660.00
Chef Boy-Ar-Dee Quality Foods, Inc.	112,780.87
Employers' Group Ins. Co. of Boston, Mass.	-100,674.76
Conti Products Corp.....	93,031.50
Grove Laboratories, Inc.....	91,734.00
Serutan Company.....	92,885.30
Delaware, Lackawanna & Western Coal Co.	65,236.44
Land O'Lakes Creameries, Inc.....	60,716.40
Frank H. Lee Co.....	54,864.00
W. L. Douglas Shoe Co.....	51,441.59
Loyal Order of Moose.....	49,366.40
Harvel Watch Company.....	43,557.00
Wilson Sporting Goods Co.....	42,651.32
Maryland Pharmaceutical Co.....	40,755.00
Consolidated Razor Blade Co., Inc.....	38,910.00
Clark Brothers Chewing Gum Co.....	32,110.24
Coronet Magazine	30,792.27
Gotham Hosiery Co., Inc.....	30,629.00
Lewis-Howe Co.	28,560.00
Sherwood Brothers, Inc.....	24,128.00
National Small Business Men's Assn.....	23,020.00
People's Church, Inc.....	10,449.01
Whitehall Pharnacal Co.....	8,761.00
American Bird Products, Inc.....	7,954.00
Studebaker Corp. (Pacific Division)	5,880.00
Jones and Laughlin Steel Corp.....	4,011.75
Garrett & Co., Inc.....	3,963.99
Wright's Automatic Machinery Co.....	3,736.60
McElroy Manufacturing Corp.....	2,800.50
Hoover Company	2,730.00
Curtiss-Wright Corp.	2,293.33
Bridgeport Brass Co.....	2,164.50
Hercules Motors Corp.....	1,534.50
Western Conference of Teamsters.....	1,092.00
Converse Rubber Co.....	966.00

Total	\$12,527,800.79
Locally Sponsored	1,313,807.21
Total for Year.....	\$13,841,608.00

**National Broadcasting Co.
1943 Sponsor Expenditures
Not Available**

**Blue Network Co.
Gross Monthly Billings**

January	\$ 1,797,274
February	1,747,033
March	2,024,035
April	1,998,703
May	2,079,962
June	1,974,029
July	1,818,936
August	2,003,831
September	2,180,712
October	2,354,199
November	2,356,294
December	2,504,920

Total

\$24,869,948

**Columbia Broadcasting System
Gross Monthly Billings**

January	\$ 4,194,882
February	3,790,165
March	4,457,068
April	4,591,992
May	4,880,037
June	4,870,744
July	4,901,974
August	4,863,104
September	4,932,711
October	5,481,098
November	5,356,596
December	5,631,373

Total

\$57,951,744

**Mutual Broadcasting System
Gross Monthly Billings**

January	\$ 992,104
February	826,085
March	941,533
April	961,918
May	1,080,797
June	1,100,481
July	1,088,809
August	1,205,240
September	1,153,510
October	1,407,787
November	1,479,042
December	1,603,402

Total

\$13,841,608

SPOTLIGHTS ON SPOTS

...

**ASK ANY STATION
REPRESENTED BY
SPOT SALES, INC.**

**WHAT WE'VE
DONE FOR THEM
WE
CAN DO
FOR
YOU!**

Spot Sales, inc.

NEW YORK:
400 Madison Ave.
Loren L. Watson
Peggy Stone
Jack Koste
ELdorado 5-5040

CHICAGO:
360 N. Michigan Ave.
Stanley Young
Willie Kissiek
Franklin 8520

HOLLYWOOD:
1650 Cosmo St.
John Livingston
Grace Gibson
Hollywood 6928



RADIO STATION REPRESENTATIVES

JAMES L. ALEXANDER

- Toronto*—Concourse Bldg., James L. Alexander, Manager.....Adelaide 9594
Montreal—Drummond Bldg., M. Normandin, Manager.....Harbour 6448
Stations—CKPC, Brantford, Ont.; CJIC, Sault Ste. Marie, Ont.; CKNX, Wingham, Ont.; CHLP, Montreal, Que.; CKTB, St. Catherines, Ont.; CJFX, Antigonish, N. S.

ALL-CANADA RADIO FACILITIES LIMITED

- Calgary*—Southam Bldg.M 7691
 H. R. Carson, President-Managing Director; A. R. Gibson, Secretary-Treasurer.
Montreal—Dominion Square Bldg., B. Hall.....Lancaster 6400
Toronto—Victory Bldg., G. F. Herbert.....Elgin 2464
Winnipeg—Electric Railway Chambers, P. H. Gayner.....96-861
Vancouver—543 Seymour St., J. E. Baldwin.....Marine 9542
Stations—CFAC, Calgary, Alta.; CJCA, Edmonton, Alta.; CFGP, Grand Prairie, Alta.; CJOC, Lethbridge, Alta.; CFJC, Kamloops, B. C.; CKOV, Kelowna, B. C.; CJAT, Trail, B. C.; CKWX, Vancouver, B. C.; CJVI, Victoria, B. C.; CKRC, Winnipeg, Man.; CKNB, Campbellton, N. B.; CFNB, Fredericton, N. B.; CHNS, Halifax, N.S.; CJCB, Sydney, N. S.; CKOC, Hamilton, Ont.; CJCS, Stratford, Ont.; CKSO, Sudbury, Ont.; CFRB, Toronto, Ont.; CFCY, Charlottetown, P. E. I.; CFCF, Montreal, Que.; CHNC, New Carlisle, Que.; CKBI, Prince Albert, Sask.; CKCK, Regina, Sask.; CKRM, Regina, Sask.; CHAB, Moose Jaw, Sask.; VONF, St. Johns, Newfoundland; CJLS, Yarmouth, N. S.

ASSOCIATED BROADCASTING CO., LTD.

- Montreal*—Dominion Square Bldg.Belair 3325
 M. Maxwell, President; M. Feldman, Vice-President; F. Maxwell, Secretary-Treasurer; H. Rittenberg, Sales Director; S. Vineberg, Program Director; B. Stewart, Script Director; M. Fitzgerald, Talent Director; J. O. Denis, French Director; B. Cabanna, French Scripts; J. Feldman, Recording Department; R. O. Stevson, Manager of Syndicated Transcription Department.
Toronto—45 Richmond St., W.....Adelaide 3248
 K. H. Gregory, Mgr., H. Stevenson, Sales Mgr.

BERTHA BANNAN

(New England Representative*)

- Boston*—538 Little Bldg., Bertha Bannan; L. H. Morello, Secretary.....HUBbard 4370
Stations—WLBZ, Bangor, Me.; WCSH, Portland, Me.; WHAI, Greenfield, Mass.; WHYN, Holyoke, Mass.; WBRK, Pittsfield, Mass.; WSPR, Springfield, Mass.; WTAG, Worcester, Mass.; WKNE, Keene, N. H.; WLNH, Laconia, N. H.; WFEA, Manchester, N. H.; WHEB, Portsmouth, N. H.; WHN, New York, N. Y.; WSYR, Syracuse, N. Y.; WTRY, Troy, N. Y.; WIBX, Utica, N. Y.; WCAU, Philadelphia, Pa.; WJAR, Providence, R. I.; WWSR, St. Albans, Vt.; WDEV, Waterbury, Vt.

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

WALTER BIDDICK COMPANY

- Los Angeles*—568 Chamber of Commerce Bldg. (15).....Richmond 6184
 Walter Biddick, President; M. Cornell, Vice-President; G. M. Biddick, George Link, L. Hill.
Stations—KIEV, Glendale, Calif.; KFOX, Long Beach, Calif.; KLS, Oakland, Calif.; KPRO, Riverside, Calif.; KHUB, Watsonville, Calif.; WJJD, Chicago, Ill.; WIBW, Topeka, Kans.; WIBX, Utica, N. Y.

**WILLIAM G. RAMBEAU
COMPANY**

*Radio's First
Special Representatives*

CHICAGO
||
NEW YORK
||
LOS ANGELES

**National Foreign Language
Broadcasting Service**

★

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

★

J. FRANKLYN VIOLA & CO.

152 WEST 42nd STREET
NEW YORK CITY

PA THE PACEMAKER
HELPS STATION SALES

PA, through its Station Relations Department, helps its affiliated stations SELL by acquainting national advertisers with the news and feature scripts on

The Special  *Radio News Wire*

JOHN BLAIR & COMPANY

<i>Chicago</i> —520 N. Michigan Avenue.....	Superior	8660
John Blair, President; Gale Blocki, Jr., Vice-President; Paul Ray, Charles Dilcher, Blake Blair.		
<i>New York City</i> —341 Madison Avenue.....	Murray Hill	9-6084
George Bolling, Vice-President; Richard Buckley, William Weldon, Robert Hill Bolling.		
<i>Los Angeles</i> —438 Chamber of Commerce Bldg., Carleton E. Coveny.....	Prospect	3584
<i>San Francisco</i> —608 Russ Bldg., Lindsey Spight, Vice-President.....	Douglas	3188
<i>St. Louis</i> —350 Paul Brown Bldg., J. Chris Hetherington.....	Chestnut	5688
<i>Stations</i> —KSUN, Lowell-Bisbee, Ariz.; KOY, Phoenix, Ariz.; KTUC, Tucson, Ariz.; KHJ, Los Angeles, Calif.; KGB, San Diego, Calif.; KFRC, San Francisco, Calif.; KFEL, Denver, Colo.; WJAX, Jacksonville, Fla.; WQAM, Miami, Fla.; WFLA, Tampa, Fla.; WAGA, Atlanta, Ga.; KIDO, Boise, Ida.; WLS, Chicago, Ill.; KXEL, Waterloo, Ia.; WFBR, Baltimore, Md.; WOW, Omaha, Nebr.; WNBF, Binghamton, N. Y.; WNEW, New York, N. Y.; KFYR, Bismarck, N. D.; WBNS, Columbus, Ohio; WHP, Harrisburg, Pa.; WGBI, Scranton, Pa.; WROL, Knoxville, Tenn.; KTRH, Houston, Texas; KTSA, San Antonio, Texas; KDYL, Salt Lake City, Utah; WMBG, Richmond, Va.; WMMN, Fairmont, W. Va.; WWVA, Wheeling, W. Va.; KOL, Seattle, Wash.; KMO, Tacoma, Wash.; KGMB, Honolulu, T. H.; KXOK, St. Louis, Mo.; KFRU, Columbia, Mo.; Don Lee Mutual Network; Arizona Network.		

BLUE NETWORK COMPANY

(National Spot and Local Sales Division)

<i>New York City</i> —30 Rockefeller Plaza.....	Circle	7-5700
Murray Grabhorn, National Spot Sales Manager; Ralph E. Dennis, Eastern Spot Sales Manager.		
<i>Chicago</i> —Merchandise Mart Bldg.....	Delaware	1900
G. I. Berry, Manager.		
<i>Hollywood</i> —6285 Sunset Blvd.....	Hillside	8231
Fred Becker, Manager.		
<i>Stations</i> —KGO, San Francisco, Calif.; WMAL, Washington, D. C.; WENR, Chicago, Ill.; WJZ, New York, N. Y., Pacific Coast Blue Network.		

THE BRANHAM COMPANY

<i>New York</i> —230 Park Avenue.....	Murray Hill	6-1860
M. H. Long, Vice-President; F. P. Motz, Vice-President; James H. Connolly, Manager of radio department.		
<i>Chicago</i> —360 N. Michigan Avenue.....	Central	5726
John Petrie, President; E. F. Corcoran, Vice-President; Pete Kurber, Manager radio department.		
<i>Detroit</i> —General Motors Bldg., Harry Anderson.....	Trinity	1-0440
<i>Dallas</i> —Texas Bank Bldg., A. J. Putman.....	Dallas	2-8569
<i>Atlanta</i> —Rhodes Haverty Bldg., J. B. Keough.....	Walnut	4851
<i>St. Louis</i> —Arcade Bldg., Sloane McCauley.....	Chestnut	6192
<i>Kansas City</i> —Board of Trade Bldg., G. F. Dillon.....	Harrison	1023
<i>San Francisco</i> —5 Third St., George D. Close.....	Garfield	6740
<i>Los Angeles</i> —448 S. Hill St., J. H. Hornung.....	Michigan	1269
<i>Seattle</i> —858 Empire Bldg., A. G. Neitz.....	Elliott	1769
<i>Charlotte, N. C.</i> —612 Commercial National Bank Bldg., H. L. Ralls.....	Charlotte	8839
<i>Memphis</i> —1018 Sterick Bldg.....	Memphis	8-2344
<i>Stations</i> —KTHS, Hot Springs, Ark.; KWKH, Shreveport, La.; KTBS, Shreveport, La.; WCPO, Cincinnati, Ohio; WTJS, Jackson, Tenn.; WNOX, Knoxville, Tenn.; WMC, Memphis, Tenn.; KTBC, Austin, Texas; KRIC, Beaumont, Texas; KRLD, Dallas, Texas, KXYZ, Houston, Texas; KRIS, Corpus Christi, Texas; West Virginia Network (WCHS, Charleston, WPAR, Parkersburg; WBLK, Clarksburg); WSAZ, Huntington, West Va.		

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

BROADCASTING ADVERTISING, INC.

(New England Representative*)

Boston—8 Newbury St. (16).....KENmore 0854
 J. E. Murley, President-Treasurer; J. J. Manning, Office Manager-Time Buyer.

*(This firm represents and exclusively directs "The Marjorie Mills Hour" on the New England Regional Network and "The Yankee Kitchen" on the Yankee Network; both programs are sold on a participating sponsorship basis.)

HOWARD C. BROWN COMPANY

Hollywood—6404 Sunset Blvd.....Hollywood 6045
Stations—3XY, Melbourne, Australia; 2UE, Sydney, Australia; National Commercial Broadcasting Service (5 stations), New Zealand.

BURN-SMITH COMPANY, INC.

New York—551 Fifth Avenue, C. Otis Rawalt.....MURray Hill 2-3124

Chicago—307 N. Michigan Ave., John Toothill, President.....Central 4437

Los Angeles—Chamber of Commerce Bldg.....Richmond 6184

Stations—KMTR, Los Angeles, Calif.; WRUF, Gainesville, Fla.; WLOF, Orlando, Fla.; WALB, Albany, Ga.; WRDW, Augusta, Ga.; WTRC, Elkhart, Ind.; WKBB, Dubuque, Ia.; KVFD, Fort Dodge, Ia.; KTRI, Sioux City, Ia.; WGRC, Louisville, Ky.; WLBj, Bowling Green, Ky.; WHLN, Harlan, Ky.; WSON, Henderson, Ky.; WHOP, Hopkinsville, Ky.; WOMI, Owensboro, Ky.; WPAD, Paducah, Ky.; WEIM, Fitchburg, Mass.; WHAI, Greenfield, Mass.; WNBH, New Bedford, Mass.; WBRK, Pittsfield, Mass.; WELL, Battle Creek, Mich.; WJLB, Detroit, Mich.; WFDF, Flint, Mich.; WKBZ, Muskegon, Mich.; KGVO, Missoula, Mont.; WOLF, Syracuse, N. Y.; WCNC, Elizabeth City, N. C.; WGBR, Goldsboro, N. C.; WGBG, Greensboro, N. C.; WCBT, Roanoke Rapids, N. C.; WSTP, Salisbury, N. C.; WRRF, Washington, N. C.; WGTM, Wilson, N. C.; WFNC, Fayetteville, N. C.; WFTC, Kinston, N. C.; WMFD, Wilmington, N. C.; WHBC, Canton, Ohio; KOCY, Oklahoma City, Okla.; WMRF, Lewiston, Pa.; W49PH, Philadelphia, Pa.; WBAX, Wilkes-Barre, Pa.; WOPI, Bristol, Tenn.; WDEF, Chattanooga, Tenn.; WKPT, Kingsport, Tenn.; WBIR, Knoxville, Tenn.; KFRO, Longview, Texas; KMAC, San Antonio, Texas; WFVA, Fredericksburg, Va.; WGH, Newport News, Va.; KOOS, Marshfield, Ore.; KWJJ, Portland, Ore.; KGY, Olympia, Wash.; KFBC, Cheyenne, Wyo.; WGRC, Louisville, Ky.; Daniel Boone Network (WISE, Asheville, N. C.; WKPT, Kingsport, Tenn.; WOPI, Bristol, Tenn.-Va.); WJLS, Beckley, W. Va.

CANADIAN BROADCASTING CORPORATION

Toronto—55 York Street.....Adelaide 5771
 E. A. Weir, Commercial Manager; W. E. Powell, Asst. Commercial Mgr.

Montreal—1231 St. Catherine Street, West.....Marquette 5211
 J. A. Dupont, Commercial Manager—Quebec Division.

Stations—CBR, Vancouver, B. C.; CBA, Sackville, N. B.; CBO, Ottawa, Ont.; CBL, Toronto, Ont.; CJBC, Toronto, Ont.; CBJ, Chicoutimi, Que.; CBF, Montreal, Que.; CBM, Montreal, Que.; CBV, Quebec City, Que.; CBK, Watrous, Sask.

CAPPER PUBLICATIONS

New York City—420 Lexington Avenue.....Mohawk 4-3280
 William L. McKee.

Chicago—180 N. Michigan Avenue, E. W. Carlson.....Central 5977

Kansas City, Mo.—5604 Michigan Ave., Joseph H. Story, Jr.....Harrison 4700

San Francisco—1207 Russ Bldg., William B. Flowers.....Douglas 5220
Stations—KCKN, Kansas City, Kans.; WIBW, Topeka, Kans.

B. FRANK COOK

(Southeastern Representative*)

Atlanta, Ga.—1104-22 Marietta St. Bldg. Walnut 1231
Stations—WALB, Albany, Ga.; WFBC, Greenville, S. C.
* Stations represented on a regional basis only.

COX & TANZ

Philadelphia—Drexel Building Lombard 1720
E. R. Tanz
New York—A. P. Cox, Executive in Charge, 285 Madison Avenue Lexington 2-2450
Chicago—228 N. La Salle Street, J. C. Cox, Jr., Executive in Charge Franklin 2095
Stations—KFFA, Helena, Ark.; WMOG, Brunswick, Ga.; WGAA, Cedar-
town, Ga.; WMJM, Cordele, Ga.; WBLJ, Dalton, Ga.; WJOB, Hammond,
Ind.; WKMO, Kokomo, Ind.; KTNM, Tucumcari, N. M.; WGNC, Gas-
tonia, N. C.; WFER, High Point, N. C.; WPAY, Portsmouth, Ohio; KAST,
Astoria, Ore.; WKPA, New Kensington, Pa.; WKOK, Sunbury, Pa.; WOLS,
Florence, S. C.; WFIG, Sumter, S. C.; KGFX, Pierre, S. D.; WJZM, Clarks-
ville, Tenn.; WHUB, Cookeville, Tenn.; KNEL, Brady, Tex.; KRBA, Lufkin,
Tex.; KNET, Palestine, Tex.; WCHV, Charlottesville, Va.; KTBI, Tacoma,
Wash.; WJMC, Rice Lake, Wisc.; WMFJ, Daytona Beach, Fla.; WASK,
Lafayette, Ind.; WUBW, New Orleans, La.; KEEW, Brownsville, Tex.;
KIUN, Pecos, Tex.; WIGM, Medford.

HARRY E. CUMMINGS

(Southeastern Representative*)

Jacksonville, Fla.—1306 Barnett National Bank Bldg. Jacksonville 3-0381
Stations—WJAX, Jacksonville, Fla.; WIOD, Miami, Fla.; WFLA, Tampa,
Fla.; WDBO, Orlando, Fla.; Daniel Boone Network (WOPI, Bristol, Tenn.-
Va.; WKPT, Kingsport, Tenn.; WISE, Asheville, N. C.); WHIO, Dayton,
Ohio; WROL, Knoxville, Tenn.

*Stations represented on a regional basis in Southeastern United States only.

DE LISSER, INC.

New York—11 East 44th St. Murray Hill 2-1753
William F. Gallagher, President; William T. Moles, Sales Manager.
Chicago—180 N. Michigan Ave., W. J. Fitzpatrick, Manager; E. Fernau . . . Dearborn 8108
Philadelphia—1421 Chestnut St., Ralph H. Steen, Manager; M. Keating . . Rittenhouse 1390
Atlanta, Ga.—613 Rhodes Haverty Bldg., J. L. Wilson, Manager Main 6134
Stations—WSLB, Ogdensburg, N. Y.

DOMINION BROADCASTING CO.

Toronto, Canada—4 Albert Street Adelaide 3383
Hal B. Williams, Manager; Don Copeland, Recording Division Manager;
Stan Francis, Production.
Stations—CJLS, Yarmouth, N. S.; CKCH, Hull, Que.; CHLT, Sherbrooke,
Que.

THE FOREMAN COMPANY

See Listing for John E. Pearson Co.

FORJOE & COMPANY

New York—19 West 44th Street (18) Vanderbilt 6-5080
Joseph Bloom, Owner.
Chicago—360 N. Michigan Ave., Hal Holman, Manager State 5262
Stations—KHUB, Watsonville, Calif.; WINX, Washington, D. C.; WGES,
Chicago, Ill.; WSBC, Chicago, Ill.; WCOU, Lewiston, Me.; WJBK, Detroit,
Mich.; WIBM, Jackson, Mich.; WMIN, St. Paul, Minn.; WCAP, Asbury Park,
N. J.; WBNX, New York, N. Y.; WGBR, Goldsboro, N. C.; WTEL, Phila-
delphia, Pa.; WWSW, Pittsburgh, Pa.; KEYS, Corpus Christi, Texas; KGBS,
Harlingen, Texas; KPND, Pampa, Texas; KONO, San Antonio, Texas;
WMVA, Martinsville, Va.; WAJR, Morgantown, W. Va.; WBRW, Welch,
West Va.

STATION REPRESENTATIVES

R. C. FOSTER & COMPANY

(New England Radio Advertising)

Boston—507 Statler Bldg. Hubbard 3225
 Robert C. Foster, Manager; Gertrude Saxe, Secretary.
 *Stations—WDRG, Hartford, Conn.; WELI, New Haven, Conn.; WNLC, New London, Conn.; WABL, Bangor, Me.; WGAN, Portland, Me.; WSAR, Fall River, Mass.; WHAI, Greenfield, Mass.; WLAW, Lawrence, Mass.; WNBH, New Bedford, Mass.; WBRK, Pittsfield, Mass.; WESX, Salem, Mass.; WMUR, Manchester, N. H.; WNEW, New York, N. Y.; WPEN, Philadelphia, Pa.; WPRO, Providence, R. I.; WSYB, Rutland, Vt.

*Represented on regional accounts only.

FREE & PETERS, INC.

New York—444 Madison Avenue Plaza 5-4130
 H. Preston Peters, President; Russel Woodward, Vice-President; E. H. Benedict, W. A. Chalmers, Harold L. Behlke, David G. Jones, Jones Scovern.
Chicago—180 N. Michigan Avenue Franklin 6373
 James L. Free, Chairman; James W. Knodel, Vice-President; Sherman R. Barnett, Secy.-Treasurer; Arthur H. McCoy, B. P. Timothy, John A. Cory.
Atlanta—322 Palmer Bldg., James M. Wade Main 5667
San Francisco—111 Sutter Street, A. Leo Bowman Sutter 4353
Los Angeles—1512 N. Gordon St., Hal W. Hoag Gladstone 3949
 Stations—KFAR, Fairbanks, Alaska; KECA, Los Angeles, Calif.; KROW, San Francisco-Oakland, Calif.; WMBD, Peoria, Ill.; WISH, Indianapolis, Ind.; WOC, Davenport, Ia.; WHO, Des Moines, Ia.; KMA, Shenandoah, Ia.; WAVE, Louisville, Ky.; WCBM, Baltimore, Md.; WKZO, Kalamazoo, Mich.; KDAL, Duluth, Minn.; WTCN, Minneapolis, Minn.; KMBC, Kansas City, Mo.; KSD, St. Louis, Mo.; KOB, Albuquerque, N. M.; WGR-WKBW, Buffalo, N. Y.; WFBL, Syracuse, N. Y.; WPTF, Raleigh, N. C.; WDBJ, Roanoke, N. C.; WDAY, Fargo, N. D.; WCKY, Cincinnati, Ohio; KOMA, Oklahoma, City, Okla.; KTUL, Tulsa, Okla.; KOIN-KALE, Portland, Ore.; WCSC, Charleston, S. C.; WIS, Columbia, S. C.; KIRO Seattle, Wash.

ROMIG C. FULLER & ASSOCIATES

(Northwest Representative*)

Seattle—2939 Fourth Ave., South Main 0110
 Stations—KELA, Centralia, Wash.; KGY, Olympia, Wash.; KUJ, Walla Walla, Wash.

*Stations represented on a regional basis only.

W. S. GRANT COMPANY

San Francisco—580 Market St., W. S. Grant, General Manager Exbrook 6685
Los Angeles—412 W. 6th St., Murray Bothwell, Mgr Vandike 5875
 Stations—KHSL, Chico, Calif.; KMYC, Marysville, Calif.; KYOS, Merced, Calif.; KTRB, Modesto, Calif.; KDON, Monterey, Calif.; KVCV, Redding, Calif.; KTKC, Visalia, Calif.; KFJI, Klamath Falls, Ore.

HOMER GRIFFITH CO.

Hollywood—6362 Hollywood Blvd. (28) Granite 6113
 Homer Griffith, Owner and Manager, Earl Pollock.
San Francisco—580 Market St., W. S. Grant, General Manager EXbrook 6685
Los Angeles—412 W. 6th St., Murray Bothwell, Manager Vandike 5875
 Stations—KFOD, Anchorage, Alaska; KGER, Long Beach, Calif.; KTRB, Modesto, Calif.; KJBS, San Francisco, Calif.; KVEC, San Luis Obispo, Calif.; KSRO, Santa Rosa, Calif.; KTKC, Visalia, Calif.; KHUB, Watsonville, Calif.; WIRE, Indianapolis, Ind.; KFNF, Shenandoah, Ia.; KSEI, Pocatello, Ida.; KTFI, Twin Falls, Ida.; WHLS, Port Huron, Mich.; KGEZ, Kalispell, Mont.; KENO, Las Vegas, Nev.; KWIL, Albany, Ore.; KBKR, Baker, Ore.; KMED,

Medford, Ore.; KWJJ, Portland, Ore.; KODL, The Dalles, Ore.; WKOK, Sunbury, Pa.; KELA, Centralia, Wash.; KPOW, Powell, Wyo.; KQRS, Rock Springs, Wyo.; KWYO, Sheridan, Wyo.; KTOH, Lihue, T. H. The Homer Griffith Co. also functions as the West Coast division of the Howard Wilson Co.

MELCHOR GUZMAN COMPANY, INC.

(Latin American Representative)

New York—9 Rockefeller Plaza, A. M. Martinez.....Circle 7-2450

Stations—Argentina: LR1, LRX & LRU, Buenos Aires; Blue & White Network: LU2, Bahia Blanca; LV2, Cordoba; LW2-L RM, Mendoza; LT5, Resistencia; LT3, Rosario; LV9, Salta; LV5, San Juan; LT9, Santa Fe; LV7, Tucuman.

Bolivia: CP3, CP38 & CP2, La Paz.

Chile: CB57 & CB 1180, Santiago; CB90, Valparaiso; RADIO Nacional de Agricultura Network: CA141, Antofagasta; CC64, Concepcion; CD84, Osorno; CD111, Punta Arenas; CD70, Temuco; CR90, Tocopilla; CD132, Valdivia.

Columbia: HJFM-HJFH, Armenia; HJAN-HJAB, Barranquilla; HJ CZ-HJ CX, Bogota; HJEB-HJED, Cali; HJAF-HJAE, Cartagena; HJBB-HJBC, Cucuta; HJFD-HJFB, Manizales; HJDK-HJDP, Medellin; HJFF & HJFK, Pereira.

Costa Rica: TIPG, San Jose.

Cuba: CMQ-COCQ, Havana; CMQ Network: CMJL & CMJK, Camaguey; CMKJ & CMKF, Holguin; CMHQ, Santa Clara; CMKU, Santiago.

Dominican Republic: HIZ-HIIZ, C. Trujillo.

Ecuador: HC2AJ-HC2AK, Guayaquil.

Guatemala: TGW, TGWB, TGWC & TGWA, Guatemala City.

Honduras: HRP1, San Pedro Sula; HRN, Tegucigalpa.

Mexico: XEFQ, Cananea; XEBW, Chihuahua; XEBL, Culiacan; XED-XEDQ, Guadalajara; XEDR, Guaymas; XEFM, Leon; XEDS, Mazatlan; XEZ, Merida; XEQ-XEQQ, Mexico City; XET-XETA, Monterrey; XEGL, Navajoa; XEFW-XETW, Tampico; XETB, Torreon.

Nicaragua: YNPS & YNDS, Managua.

Panama: HP5K-HOK, Colon; HP5A & HOC, Panama City.

Peru: OAX6C-OAX6E, Arequipa; OAX1A, Chiclayo; OAX7A, Cuzco; OAX4P, Huancayo; OAX4U-OAX4V-OAX4W & OAX4B-OAX4G, Lima; OAX2A, Trujillo.

Puerto Rico: WKAQ, San Juan.

Paraguay: ZP3, Asuncion.

El Salvador: YSS-HUD-YSD, San Salvador; YSR, San Salvador.

Uruguay: CX16-CX24, Montivideo; CW7, Carmelo; CW33, Florida; CW43, Lavalleja; CX14-CXA19 & CX18-CXA9, Montevideo; CW35, Paysandu; CX43, Rivera; CW19, Rocha; CW31, Salto; CW41, San Jose; CW46, Tacuarembó; CW45, Treinta Y Tres.

Venezuela: YV6RA-U, C. Bolivar; YV5RA-N, Caracas; YV1RF-X, Maracaibo.

HEADLEY-REED COMPANY

New York—405 Lexington Ave.....Murray Hill 3-5470

Frank M. Headley, President; John D. Allison, Stephen A. Machcinski, George De Pue, Jr., Earl B. Salmon.

Chicago—180 N. Michigan Ave.....Franklin 4686

Dwight S. Reed, Vice-President; John W. Davis, Paul R. Weeks.

Detroit—New Center Bldg., Harry H. Walsh.....Madison 4675

Atlanta—Glenn Bldg., Gregory Murphy, Jr.....Walnut 1636

San Francisco—300 Montgomery St., Ralph W. Mitchell.....Yukon 1265

Stations—WSGN, Birmingham, Ala.; WAGF, Dothan, Ala.; WSFA, Montgomery, Ala.; WALA, Mobile, Ala.; WNBC, Hartford, Conn.; WNLG, New London, Conn.; WFTL, Miami, Fla.; WAGA, Atlanta, Ga.; WGAC, Augusta, Ga.; WROK, Rockford, Ill.; KANS, Wichita, Kans.; WITH, Balti-

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

more, Md.; WSAM, Saginaw, Mich.; KFEQ, St. Joseph, Mo.; KMMJ, Grand Island, Nebr.; WKNE, Keene, N. H.; WBAB, Atlantic City, N. J.; WHLD, Niagara Falls, N. Y.; WKIP, Poughkeepsie, N. Y.; WFAS, White Plains, N. Y.; WSOC, Charlotte, N. C.; WSJS, Winston-Salem, N. C.; WJW, Akron, Ohio; WLOK, Lima, Ohio; WFMJ, Youngstown, Ohio; WSAN, Allentown, Pa.; WFBG, Altoona, Pa.; WJAC, Johnstown, Pa.; WAPO, Chattanooga, Tenn.

HOMER HOGAN & CO.

Chicago—410 N. Michigan Ave., Homer Hogan, General Manager Whitehall 4488
Station—KWBU, Corpus Christi, Texas.

GEORGE P. HOLLINGBERY CO.

Chicago—307 N. Michigan Avenue (1) State 2898
 George P. Hollingbery, President; Fred F. Hague, Frank E. McCarthy, Charles E. Compton.

New York City—420 Lexington Avenue (17) MURray Hill 3-9447
 F. E. Spencer, Jr., Manager; Paul J. Senft, Noel C. Breault, George E. Klayer.

Atlanta—Healey Bldg. (3), M. P. Martin, Manager Walnut 3856

San Francisco—300 Montgomery St. (4), R. J. Birch, Manager Douglas 4393

Los Angeles—607 S. Hill Street (14), J. V. Fisher, Manager Van Dyke 7386

Stations—WPDQ, Jacksonville, Fla.; WIOD, Miami, Fla.; WSAV, Savannah, Ga.; WAAF, Chicago, Ill.; KSCJ, Sioux City, Ia.; WJBO, Baton Rouge, La.; WSPR, Springfield, Mass.; WBCM, Bay City, Mich.; WWJ, Detroit, Mich.; WEBC, Duluth, Minn.; WJDX, Jackson, Miss.; WREN, Lawrence, Kans.-Kansas City, Mo.; KOWH, Omaha, Nebr.; WMFF, Plattsburg, N. Y.; WHAM, Rochester, N. Y.; WBIG, Greensboro, N. C.; WADC, Akron, Ohio; WHIO, Dayton, Ohio; WEEU, Reading, Pa.; WARM, Scranton, Pa.; WTMA, Charleston, S. C.; WORD, Spartanburg, S. C.; WSPA, Spartanburg, S. C.; KTSM, El Paso, Texas; KVI, Tacoma, Wash.; WEAU, Eau Claire, Wisc.; Arrowhead Network (WEBC, Duluth; WMFG, Hibbing; WHLB, Virginia, Minn.).

HAL HOLMAN CO.

Chicago—360 N. Michigan Ave. Franklin 0016
 Hal Holman, Owner.

New York—551 Fifth Avenue MURray Hill 2-1983
 J. Wythe Walker, Eastern representative.

Stations—WGOV, Valdosta, Ga.; WAYX, Waycross, Ga.; WHBU, Anderson, Ind.; WLBC, Muncie, Ind.; KROS, Clinton, Ia.; KICD, Spencer, Ia.; WJBK, Detroit, Mich.; WHLS, Port Huron, Mich.; WTCM, Traverse City, Mich.; WMIN, Minneapolis, Minn.; KAND, Corsicana, Texas; WIBU, Madison, Wisc.; WMAM, Marinette, Wisc.

INLAND BROADCASTING SERVICE

Winnipeg, Man.—171 McDermot Ave. 92531
 Dawson Richardson, President; L. J. Ham, Secretary-Treasurer; W. E. Wilson, Manager.

Stations—CFCN, Calgary, Alta.; CFRN, Edmonton, Alta.; CKPR, Fort William, Ont.; CFQC, Saskatoon, Sask.; CJGX, Yorkton, Sask.

INTERCOLLEGIATE BROADCASTING STATION REPRESENTATIVES

New York—507 Fifth Ave. VANDerbilt 6-6075
 Louis M. Bloch, Jr., Manager.

Schenectady—Sacandaga Rd., David W. Borst
College Stations—University of Alabama, Tuscaloosa, Ala.; Brown University, Providence, R. I.; Columbia University, New York, N. Y.; Univer-

sity of Connecticut, Storrs, Conn.; Cornell University, Ithaca, N. Y.; Georgetown University, Washington, D. C.; Hamilton College, Clinton, N. Y.; Harvard University, Cambridge, Mass.; Haverford College, Haverford, Pa.; Knox College, Galesburg, Ill.; University of Maryland, College Park, Md.; Princeton University, Princeton, N. J.; Rhode Island State College, Kingston, R. I.; Union College, Schenectady, N. Y.; University of Nebraska, Lincoln, Nebr.; Wesleyan University, Middletown, Conn.; Williams College, Williamstown, Mass.; Yale University, New Haven, Conn.; Radcliffe College, Cambridge, Mass.; Barnard College, New York, N. Y.; Pembroke College, Providence, R. I.

THE KATZ AGENCY, INC.

<i>New York City</i> —500 Fifth Avenue.....	Wisconsin	7-8620
G. R. Katz, President; S. L. Katz, Vice-President; Eugene Katz, Secretary; M. J. Beck, Treasurer; G. W. Brett, Vice-President & Sales Manager; A. Doris, S. R. Rintoul, M. S. Kellner, D. H. Denenholz, M. J. Flynn, H. R. Goldberg, Martin Beck, J. T. Ott, W. M. Morton.		
<i>Chicago</i> —307 N. Michigan Avenue.....	Central	4006
G. H. Gunst, Vice-President & Manager; Sidney L. Katz, Lowell E. Jackson, Stanley Reulman, Wm. Bailey, David H. Decker, Roy Miller.		
<i>Detroit</i> —General Motors Bldg.....	Trinity	2-7685
Ralph Bateman, Manager; W. J. Davis.		
<i>Kansas City</i> —Bryant Bldg.....	Victor	7095
Gordon Gray, Manager, Charles Eatough.		
<i>Atlanta</i> —22 Marietta Street Bldg.....	Walnut	4795
Fred M. Bell, Manager, Charles Coleman.		
<i>Dallas</i> —Republic Bank Bldg., Frank Brimm.....	Central	7936
<i>Los Angeles</i> —530 W. 6th Street.....	Tucker	3219
Thomas Ray, Mgr.		
<i>San Francisco</i> —Monadnock Bldg.....	Sutter	7498
Richard S. Railton, Manager.		
<i>Stations</i> —KLRA, Little Rock, Ark.; KVOR, Colorado Springs, Colo.; KLZ, Denver, Colo.; WDAE, Tampa, Fla.; WGST, Atlanta, Ga.; WMAZ, Macon, Ga.; WTOG, Savannah, Ga.; KGU, Honolulu, Hawaii; WCFL, Chicago, Ill.; WTAD, Quincy, Ill.; WFBM, Indianapolis, Ind.; WMT, Cedar Rapids, Ia.; KRNT, Des Moines, Ia.; KSO, Des Moines, Ia.; WWL, New Orleans, La.; WLAW, Lawrence, Mass.; KGH, Billings, Mont.; WKRC, Cincinnati, Ohio; WSPD, Toledo, Ohio; WKY, Oklahoma City, Okla.; WFIL, Philadelphia, Pa.; WCAE, Pittsburgh, Pa.; WNAX, Yankton, S. D.; WREC, Memphis, Tenn.; KUTA, Salt Lake City, Utah; KFPY, Spokane, Wash.; WISN, Milwaukee, Wisc.		

JOHN KEATING

<i>Portland, Ore.</i> —616 Studio Bldg. (5).....	Beacon	1009
John Keating, James McLoughlin, Manager.		
<i>Stations</i> —KIDO, Boise, Ida.; KRLC, Lewiston, Ida.; KTFI, Twin Falls, Ida.; KWIL, Albany, Ore.; KAST, Astoria, Ore.; KBKR, Baker, Ore.; KBND, Bend, Ore.; KODL, The Dalles, Ore.; KORE, Eugene, Ore.; KUIN, Grants Pass, Ore.; KFJI, Klamath Falls, Ore.; KLBM, La Grande, Ore.; KOOS, Marshfield, Ore.; KMED, Medford, Ore.; KWRC, Pendleton, Ore.; KRNR, Roseburg, Ore.; KSLM, Salem, Ore.; KXRO, Aberdeen, Wash.; KVOS, Bellingham, Wash.; KELA, Centralia, Wash.; KEVE, Everett, Wash.; KWLK, Longview, Wash.; KGY, Olympia, Wash.; KFPY, Spokane, Wash.; KMO, Tacoma, Wash.; KUJ, Walla Walla, Wash.; KPQ, Wenatchee, Wash.; KIT, Yakima, Wash.		

RAY LINTON & CO.

<i>New York City</i> —1 E. 42nd Street.....	Murray Hill	2-1809
Ray Linton, Owner; Blanche Horowitz, Secretary.		
<i>Chicago</i> —360 N. Michigan Avenue.....	State	6662
Harold Higgins, Mgr.		
<i>Stations</i> —WAIT, Chicago, Ill.		

JOSEPH HERSHEY McGILLVRA, INC.

<i>New York</i> —366 Madison Avenue (17).....	Murray Hill	2-8755
Joseph H. McGillvra, President; Adam J. Young, Jr., Sales Manager; Eugene H. Kraemer, Fred E. Wester, Robt. S. Russell, Albert A. Cormier		

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

<i>Chicago</i> —919 North Michigan Avenue (11).....	Superior	3444
Walter Beadell, Manager; N. P. Colwell, Jack Kamsler.		
<i>Los Angeles</i> —445 Western Pacific Bldg. (15).....	Prospect	5319
Albert M. Tewskbury, Forrest Pearson.		
<i>San Francisco</i> —627 Mills Building (4).....	Sutter	1393
Duncan A. Scott, Dorothy Hill.		
<i>Stations</i> —KLX, Oakland, Calif.; KPAS, Pasadena (Los Angeles), Calif.; KPRO, Riverside, Calif.; KROY, Sacramento, Calif.; KVID, Denver, Colo.; WBRY, Waterbury, Conn.; WTSP, St. Petersburg, Fla.; WBML, Macon, Ga.; WNOE, New Orleans, La.; WMEX, Boston, Mass.; WLAV, Grand Rapids, Mich.; KCMO, Kansas City, Mo.; WOV, New York, N. Y.; WSAY, Rochester, N. Y.; KOMA, Tulsa, Okla.; KXL, Portland, Ore.; KPAC, Port Arthur, Texas; KSUB, Cedar City, Utah; KUNU, Logan, Utah; KLO, Ogden, Utah; KEUB, Price, Utah; KOVO, Provo, Utah; WSYB, Rutland, Vt.; KMO, Tacoma, Wash.; KIT, Yakima, Wash.; KPQ, Wenatchee, Wash.; WGKV, Charleston, W. Va.		
XEW-XEQ, Mexico City, Mexico; RHC-Cadena Azul, Havana, Cuba.		
CJCJ, Calgary, Alta.; CJOR, Vancouver, B. C.; CKX, Brandon, Man.; CFAR, Flin Flon, Man.; CKY, Winnipeg, Man.; CKCW, Moncton, N. B.; CHSJ, Saint John, N. B.; CHML, Hamilton, Ont.; CFPL, London, Ont.; CKCO, Ottawa, Ont.; CFOS, Owen Sound, Ont.; CHOV, Pembroke, Ont.; CFLC, Prescott, Ont.; CKTB, St. Catharines, Ont.; CFRB, Toronto, Ont.; CKCL, Toronto, Ont.; CKLW, Windsor, Ont.; CHLP, Montreal, Que.; CKAC, Montreal, Que.; CHNC, New Carlisle, Que.; CHRC, Quebec, Que.; CJBR, Rimouski, Que.; CJRL, Kenora, Ont.; CKRM, Regina, Sask.; CJGX, Yorkton, Sask.		

J. P. MCKINNEY & SON

<i>New York City</i> —30 Rockefeller Plaza, N. L. O'Brien.....	Circle	7-1178
<i>Chicago</i> —400 N. Michigan Avenue.....	Superior	9866
<i>Los Angeles</i> —6362 Hollywood Blvd.....	Granite	9596
Homer Griffith, Manager.		
<i>San Francisco</i> —681 Market St., R. J. Bidwell, Manager.....	Garfield	5512
<i>Stations</i> —WTHI, Hartford, Conn.; WDAN, Danville, Ill.; WOKO, Albany, N. Y.; WABY, Albany, N. Y.; WENY, Elmira, N. Y.; WHDL, Olean, N. Y.; WHEC, Rochester, N. Y.; WRAK, Williamsport, Pa.		

NATIONAL BROADCASTING COMPANY

(National Spot and Local Sales Division)

<i>New York City</i> —30 Rockefeller Plaza.....	Circle	7-8300
James V. McConnell, National Spot and Local Sales Manager; W. O. Tilenius, Assistant Manager; W. C. Roux, Assistant Manager.		
<i>Boston</i> —Bradford Hotel, E. Kettell.....	Hancock	4261
<i>Cleveland</i> —815 Superior Ave., N. E., Donald G. Stratton.....	Cherry	0942
<i>Chicago</i> —Merchandise Mart.....	Superior	8300
Oliver Morton, Manager.		
<i>Denver</i> —1625 California Street, James MacPherson.....	Main	6211
<i>Hollywood</i> —Sunset Blvd. & Vine St., Fred Selzer, Jr.....	Hollywood	6161
<i>San Francisco</i> —111 Sutter Street, Donald Norman.....	Sutter	1920
<i>Washington, D. C.</i> —Trans-Lux Bldg., Mahlon Glascock.....	Republic	4000
<i>Stations</i> —KPO, San Francisco, Calif.; KOA, Denver, Colo.; WRC, Washington, D. C.; WMAQ, Chicago, Ill.; WOWO-WGL, Fort Wayne, Ind.; WBZ-WBZA, Boston-Springfield, Mass.; WEAJ, New York, N. Y.; WGY, Schenectady, N. Y.; WTAM, Cleveland, Ohio; KYW, Philadelphia, Pa.; KDKA, Pittsburgh, Pa.		

NORTHERN BROADCAST SALES

<i>Toronto</i> —Bank of Commerce Bldg.....	Elgin	1165
Jack K. Cooke, General Manager; R. A. Leslie, Manager; N. D. Brown, C. E. Wingrove, Sonya Barnett.		

Montreal—310 Keefer Bldg. HARbour 3051
 Roy Hoff, Manager.
Stations—CKWS, Kingston, Ont.; CJKL, Kirkland Lake, Ont.; CFCH, North Bay, Ont.; CHEX, Peterborough, Ont.; CKGB, Timmins, Ont.; CKRN, Rouyn-Noranda, Que.; CKVD, Val D'Or, Que.; CHAD, Amos (Northern Quebec B'casting System).

NORTHWEST RADIO ADVERTISING CO.

Seattle—American Bldg. Elliot 5488
 Edwin A. Kraft, General Manager; W. L. Paul, Assistant Manager.
Stations—KINY, Juneau, Alaska; KTKN, Ketchikan, Alaska.

PAN AMERICAN BROADCASTING COMPANY

(Latin-American and Foreign Station Representative)

New York City—330 Madison Avenue, E. Bernald, Manager. MURray Hill 2-0811
Chicago—228 North La Salle St., F. R. Jones, Manager. State 5096
Cleveland—1635 East Twenty-Fifth St., Alonzo Hawley. Prospect 2922
Hollywood—6362 Hollywood Blvd., H. O. Griffith. Granite 1726
San Francisco—681 Market St., S. P. LaDue. Douglas 4475
Seattle—White Bldg., Hal Pearce. Main 6626
Stations: Argentina: Red Argentina de Emisoras Splendid (11-station network) Bolivia: CP2, La Paz; British Guiana: ZFY, Georgetown; Chile: Cooperativa Vitalicia (7-station network); Columbia: Radio Continental (4-station network); Costa Rica: TIPG, San Jose; Dominican Republic: HIN, Ciudad Trujillo; Ecuador: HCIBF, Quito and HCRB, Guayaquil; El Salvador: YSP, San Salvador; Guatemala: TGW, Guatemala City; Haiti: HHW and HHBM, Port-au-Prince; Honduras: HRN, Tegucigalpa; Nicaragua: YNRS-YNPH, Managua; Panama: HP5G-HOA, Panama City; Paraguay: ZP9-ZP1, Ascuncion; Peru: Compania Peruana de Radiodifusion (7-station network) and OAX4A-OAX4T-OAX4Z, Lima; Puerto Rico: WIAC, San Juan; Montevideo; Venezuela: YV5RA-YV5RN, Caracas and YVIRA-YVIRV and YVIRK-YVIRL, Maracai o; Newfoundland: VONF-VONG-VONH, St. Johns; KFQD, Ankorage, Alaska.

JOHN E. PEARSON COMPANY

Chicago—360 N. Michigan Avenue. FRanklin 2359
 John E. Pearson, Owner; Kay Fisher; Audrey Bremer
New York—250 Park Ave. PLaza 8-2255
 Hines Hatchett, Manager; John McSweeney; Shirley Hellender
Stations—WJJD, Chicago, Ill.; WIRE, Indianapolis, Ind.; WAOV, Vincennes, Ind.; KDTH, Dubuque, Ia.; KGGE, Coffeyville, Kans.; KSAL, Salina, Kans.; WEW, St. Louis, Mo.; KGBX, Springfield, Mo.; KWTO, Springfield, Mo.; WLOI, St. Paul, Minn.; WIND, Gary-Chicago, Ill.; WQXR, New York, N. Y.; KLCN, Blytheville, Ark.; WCAR, Pontiac, Mich.; KGKL, San Angelo, Texas; KPLT, Paris, Texas; KBST, Big Spring, Texas; KRBC, Abilene, Texas; KCMC, Texarkana, Texas; WHBL, Sheboygan, Wisc.; KATE, Albert Lea-Austin, Minn.; KYSM, Mankito, Minn.; KROC, Rochester, Minn.; WCAZ, Carthage, Ill.; KFVS, Cape Givadeau, Mo.; KHMO, Hannibal, Mo.; WKRO, Cairo, Ill.

JOHN H. PERRY ASSOCIATES

New York—310 East 45th St. MURray Hill 4-1647
 William K. Dorman, Manager; W. T. Kelly, Wilmer Clark.
Chicago—122 S. Michigan Avenue, O. J. Ranft, Manager. Harrison 8085
Detroit—7338 Woodward Avenue, J. J. Higgins, Manager. Madison 0790
Atlanta—1220 Rhodes-Haverty Bldg., Mrs. Alice S. Grant, Manager. Walnut 1334
Philadelphia—12 South 12th St., Robert Hitchings, Manager. Walnut 3555
Stations—WJHP, Jacksonville, Fla.; WTMC, Ocala, Fla.; WDLP, Panama City, Fla.; WCOA, Pensacola, Fla.; WCMI, Ashland, Ky.; WLAP, Lexington, Ky.

EDWARD PETRY & COMPANY, INC.

New York City—17 East 42nd Street. MURray Hill 2-4401
 Edward Petry, President; Henry Christal, Secretary-Treasurer; Henry Ring-

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

	gold, Albert Young, Jr., Mason McGuire, Lloyd George Venard, Volney F. Righter, Francis Conrad, John Harrington, Oliver Presbrey.	
<i>Chicago</i> —400 N. Michigan Avenue.....	Delaware	8630
	Edward Voynow, Vice-President; John Ashenhurst, Robert Boneil, James L. Thompson, Irvin Gross, Buell Herman.	
<i>Detroit</i> —General Motors Bldg.....	Madison	1035
	William Cartwright.	
<i>San Francisco</i> —Russ Bldg., Earle H. Smith.....	Garfield	4010
<i>Los Angeles</i> —601 W. 5th Street, Chester Matson.....	Michigan	8729
<i>St. Louis</i> —Shell Bldg., George Kercher.....	Chestnut	7191
	<i>Stations</i> —KARK, Little Rock, Ark.; KARM, Fresno, Cal.; KFI, Los Angeles, Calif.; KQW, San Francisco, Calif.; WICC, Bridgeport, Conn.; WSB, Atlanta, Ga.; KFH, Wichita, Kans.; WHAS, Louisville, Ky.; WSMB, New Orleans, La.; WBAL, Baltimore, Md.; WNAC, Boston, Mass.; WLLH, Lowell, Mass.; WMAS, Springfield, Mass.; WAAB, Worcester, Mass.; WJR, Detroit, Mich.; KSTP, St. Paul, Minn.; WDAF, Kansas City, Mo.; KFAB, Lincoln, Nebr.; KOIL, Omaha, Nebr.; WBEN, Buffalo, N. Y.; WAGE, Syracuse, N. Y.; WGAR, Cleveland, Ohio; KVOO, Tulsa, Okla.; KGW, Portland, Ore.; WEAN, Providence, R. I.; WSM, Nashville, Tenn.; WFAA, Dallas, Texas; KGKO, Ft. Worth-Dallas, Texas; WBAP, Fort Worth, Texas; KPRC, Houston, Texas; WOAI, San Antonio, Texas; KSL, Salt Lake City, Utah; WTAR, Norfolk, Va.; WRNL, Richmond, Va.; KOMO, Seattle, Wash.; KHQ, Spokane, Wash.; KGA, Spokane, Wash.; WTMJ, Milwaukee, Wisc.; Texas Quality Network; Yankee Network.	

RALPH L. POWER

(*Australian Representative*)

<i>Los Angeles</i> —405-7 Van Nuys Bldg. (14).....	Madison	5617
	<i>Station</i> —Representation of stations in Australia, New Zealand and South Africa.	

RADIO ADVERTISING CO.

<i>New York</i> —521 Fifth Avenue (17).....	MURray Hill	2-2170
	Louis J. F. Moore, Manager; John Mayo.	
<i>Chicago</i> —333 N. Michigan Avenue (1).....	Central	1743
	R. L. Swats, Jr., Manager.	
<i>Detroit</i> —General Motors Bldg. (2), Richard F. Kopf, Manager.....	UNiversity	2-3553
<i>San Francisco</i> —Russ Bldg. (4), David H. Sandeberg, Manager.....	Exbrook	2093
<i>Los Angeles</i> —707 South Hill St. (14), J. Leslie Fox, Walter O. Miles.....	Vandike	1901
	<i>Stations</i> —KWBW, Hutchinson, Kans.; KROC, Rochester, Minn.; WJNO, W. Palm Beach, Fla.; WAZL, Hazleton, Pa.; WEST, Easton, Pa.; WCLE, Cleveland, Ohio; WHKC, Columbus, Ohio; WTOL, Toledo, Ohio; WMBS, Uniontown, Pa.; The Oklahoma Network.	

RADIO CENTRE LIMITED

<i>Toronto</i> —74 Wellington St., West.....	WAverly	2036
	D. Spencer Grow, Manager.	
	<i>Station</i> —CJCJ, Calgary, Alberta.	

RADIO REPRESENTATIVES, LTD.

<i>Toronto</i> —4 Albert Street.....	WAverly	5564
	J. Slatter, Managing Director.	
<i>Montreal</i> —337 Dominion Square Bldg., W. Dippie, Mgr.....	HArbour	7811
	<i>Stations</i> —CFCN, Calgary, Alta.; CFRN, Edmonton, Alta.; CKMO, Vancouver, B. C.; CKPR, Fort William, Ont.; CKCL, Toronto, Ont. (Montreal only); CKCH, Hull, Que.; CKCV, Quebec City, Que.; CHLN, Three Rivers, Que.; CHLT, Sherbrooke, Que.; CFQC, Saskatoon, Sask.	

RADIO SALES

(The Spot Broadcasting Division of the Columbia Broadcasting System)

<i>New York</i> —485 Madison Avenue.....	Wickersham	2-2000
Howard S. Meighan, Eastern Sales Manager; Howard L. Schreiber, Sales Service Manager; Chas. H. Smith, Supervisor of Research; Wm. L. Rayburn, Promotion Director; Emmett J. Heerdt, Jr., Mgr., Clearance Dept.; Herbert A. Carlborg, G. R. Dunham, Jr., Wilbur Edwards, A. H. Flaten, Don Miller, Charles E. Morin, Roy F. Shults, David V. Sutton.		
<i>Chicago</i> —410 N. Michigan Avenue.....	Whitehall	6900
J. Kelly Smith, General Sales Manager; Ted McLoney, Gordon Owen, J. M. Ward, Wm. Parker.		
<i>St. Louis</i> —Mart Bldg., Carter Ringlep, Sales Manager.....	Central	8240
<i>Charlotte, N. C.</i> —Wilder Bldg., Royal Penny, Sales Manager.....	Charlotte	3-8833
<i>San Francisco</i> —Palace Hotel.....	Yukon	1700
Ole G. Morby, Sales Manager for Northern California & the Northwest.		
<i>Los Angeles</i> —Columbia Square.....	Hollywood	1212
Meredith Pratt, Sales Manager for Southern California.		
<i>Stations</i> —WAPI, Birmingham, Ala.; KNX, Los Angeles, Calif.; WTOP, Washington, D. C.; WBBM, Chicago, Ill.; WEEI, Boston, Mass.; WCCO, Minneapolis-St. Paul, Minn.; KMOX, St. Louis, Mo.; WABC, New York, N. Y.; WBT, Charlotte, N. C.; Columbia California Network; Columbia New England Network; Columbia Pacific Network.		

WILLIAM G. RAMBEAU COMPANY

<i>Chicago</i> —360 N. Michigan Ave.....	Andover	5566
William G. Rambeau, Owner; Frank M. Reed, Mary S. Rudd, Helen G. Dooley.		
<i>New York City</i> —Chanin Bldg.....	LExington	2-1820
Paul S. Wilson, Manager; Helen Shatsick, Dorothy P. Phillips.		
<i>Los Angeles</i> —5833 Fernwood Ave., Fred L. Allen, Manager.....	Granite	3636
<i>Stations</i> —KTKC, Fresno-Visalia, Calif.; KFVB, Los Angeles, Calif.; KFMB, San Diego, Cal.; KJBS, San Francisco, Calif.; KMYR, Denver, Colo.; WNAB, Bridgeport, Conn.; WELI, New Haven, Conn.; WATR, Waterbury, Conn.; KBUR, Burlington, La.; WJEJ, Hagerstown, Md.; WDSM, Duluth-Superior, Minn.; WDGY, St. Paul-Minneapolis, Minn.; WIL, St. Louis, Mo.; WJTN, Jamestown, N. Y.; WHN, New York, N. Y.; WHEB, Portsmouth, N. H.; KBON, Omaha, Neb.; WJAS, Pittsburgh, Pa.; WRAW, Reading, Pa.; WFCI, Pawtucket, R. I.; WHBQ, Memphis, Tenn.; KEVR, Seattle, Wash.		

PAUL H. RAYMER CO.

<i>Chicago</i> —435 N. Michigan Avenue (11).....	Superior	4473
Paul H. Raymer, Manager; Walter I. Tenney, Richard F. Kopf.		
<i>New York</i> —366 Madison Avenue (17).....	Murray Hill	2-8689
Fred C. Brokaw, Manager; Peirce L. Romaine, Paul Tiemer, Garfield C. Packard.		
<i>Detroit</i> —General Motors Bldg. (2), Walter I. Tenney.....	Trinity	2-3553
<i>San Francisco</i> —Russ Bldg. (4), David H. Sandeberg.....	Exbrook	2093
<i>Los Angeles</i> —707 South Hill St. (14), J. Leslie Fox, Walter O. Miles.....	Vandike	1901
<i>Stations</i> —WBRC, Birmingham, Ala.; Arizona Broadcasting Co.; KTAR, Phoenix, Ariz.; KVOA, Tucson, Ariz.; KERN, Bakersfield, Calif.; KXO, El Centro, Calif.; KMJ, Fresno, Calif.; KMPC, Los Angeles, Calif.; KFBK, Sacramento, Calif.; KFSD, San Diego, Calif.; KTMS, Santa Barbara, Calif.; KWG, Stockton, Calif.; WDRC, Hartford, Conn.; WDEL-WILM, Wilmington, Del.; WMBR-WFOY, Jacksonville-St. Augustine, Fla.; WSBT, South Bend, Ind.; KWFT, Wichita Falls, Kans.; WGAN, Portland, Me.; WCAO, Baltimore, Md.; WTAG, Worcester, Mass.; Michigan Radio Network; WXYZ, Detroit, Mich.; WOOD-WASH, Grand Rapids, Mich.; KWK, St. Louis, Mo.; WHK, Cleveland, Ohio; KOH, Reno, Nev.; WSyr, Syracuse, N. Y.; WTRY, Troy N. Y.; WKBN, Youngstown, Ohio; KEX, Portland, Ore.; WKBO, Harrisburg, Pa.; WGAL, Lancaster, Pa.; WORK, York, Pa.;		

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

WPRO, Providence, R. I.; WODD, Chattanooga, Tenn.; WLAC, Nashville, Tenn.; WRVA, Richmond, Va.; KJR, Seattle, Wash.; Arizona Broadcasting Co.; McClatchy Bee Line; Tri-Penn Group.

VIRGIL REITER & CO.

Chicago—400 N. Michigan Ave. (11).....Superior 5072
Virgil Reiter, Jr., Owner.
Stations—WIBX, Utica, N. Y.; WCAU, Philadelphia, Pa.

REYNOLDS-FITZGERALD, INC.

New York City—515 Madison Ave.....ELdorado 5-7020
Herbert Hatfield, Robert S. McLean, C. Harry Weissner, Lou W. Turck, John H. Goetz.
Chicago—360 N. Michigan Ave.....State 4294
John T. Fitzgerald, John E. Rohde, Harold E. Hinrichs.
Detroit—General Motors Bldg., Richard T. Healy.....Madison 4250
Philadelphia—Land Title Bldg., L. W. Turck.....Rittenhouse 3839
San Francisco—58 Sutter Street.....Garfield 6144
Judson H. Carter, Ralph E. DeMotte.
Los Angeles—117 West Ninth Street, Charles E. Fisher.....Tucker 2474
Station—WSAU, Wausau, Wisc.

SEARS & AYER, INC.

Chicago—612 N. Michigan Ave.....Superior 8177
B. H. Sears, President; A. T. Sears, Secretary-Treasurer.
New York City—295 Madison Ave., P. Joseph Bogner, Jack Martin.....LExington 2-0772
Kansas City—15 W. 10th St., Wm. Temple, Mgr.....Victor 0021
Stations—WHMA, Anniston, Ala.; WJBY, Gadsden, Ala.; WMOB, Mobile, Ala.; WMSD, Muscle Shoals, Ala.; WHBB, Selma, Ala.; WKEU, Griffin, Ga.; WMTV, East St. Louis, Ill.; WGIL, Galesburg, Ill.; WCBS, Springfield, Ill.; KTSW, Emporia, Kans.; WSON, Henderson, Ky.; WHOP, Hopkinsville, Ky.; WPAD, Paducah, Ky.; WHDF, Calumet-Houghton, Mich.; WJMS, Ironwood, Mich.; WGCM, Biloxi-Gulfport, Miss.; WCBI, Columbus, Miss.; WFOR, Hattiesburg, Miss.; WAML, Laurel, Miss.; KWOS, Jefferson, Mo.; WMBH, Joplin, Mo.; KORN, Fremont, Nebr.; KGFV, Kearney, Nebr.; WBTA, Batavia, N. Y.; WLPM, Suffolk, Va.; WATW, Ashland, Wisc.; KDFN, Casper, Wyo.; KPOW, Powell, Wyo.; KWYO, Sheridan, Wyo.; Lake Superior Radio Group.

SPOT SALES, INC.

New York—400 Madison Avenue.....ELdorado 5-5040
James D. Shouse, President; Loren L. Watson, Executive Vice-President; Peggy Stone, District Mgr.; Jack Koste
Chicago—360 N. Michigan Ave.....Franklin 8520
Stanley Young, Willie Kissick.
San Francisco—5 Third St., John Livingston, District Mgr.....Douglas 2536
Hollywood—1650 Cosmo St.....Hollywood 6928
John Livingston, District Mgr.; Grace Gibson.
Stations—KGHI, Little Rock, Ark.; KYA, San Francisco, Calif.; WOL, Washington, D. C.; WKAT, Miami Beach, Fla.; WATL, Atlanta, Ga.; WRBL, Columbus Ga.; WINN, Louisville, Ky.; WTBO, Cumberland, Md.; WHDH, Boston, Mass.; WMUR, Manchester, N. H.; WAAT, Newark, N. J. (outside N. Y. C.); WTTM, Trenton, N. J.; WAKR, Akron, Ohio; WSAI, Cincinnati, Ohio; WLW, Cincinnati, Ohio (West Coast Only); WCED, DuBois, Pa.; WERC, Erie, Pa.; WHJB, Greensburg, Pa.; WKST, New Castle, Pa.; WIBG, Philadelphia, Pa.; KQV, Pittsburgh, Pa.; WCOS, Columbia, S. C.; WMPS, Memphis, Tenn.; WSIX, Nashville, Tenn.; KNOW, Austin, Texas; WACO, Waco, Texas; WKWK, Wheeling, W. V.

STOVIN & WRIGHT

<i>Toronto</i> —1402 Victory Bldg.....	Adelaide	9184
H. N. Stovin, Partner; C. W. Wright, Partner; W. Enger, R. Bowden, J. Knox.		
<i>Montreal</i> —608 Keefer Bldg., J. R. Pearcey, Mgr.....	Plateau	8749
<i>Winnipeg</i> —A. J. Messner, Manager, c/o Radio Station CKY.....	Winnipeg	92191
S. J. Irwin, F. Ward.		
<i>Stations</i> —CJOR, Vancouver, B. C.; CKLN, Nelson, B. C.; CFPR, Prince Rupert, B. C.; CFAR, Flin Flon, Man.; CKX, Brandon, Man.; CKY, Winnipeg, Man.; CKCW, Moncton, N. B.; CHSJ, Saint John, N. B.; CFBR, Brockville, Ont.; CHML, Hamilton, Ont.; CKCR, Kitchener, Ont.; CFPL, London, Ont.; CKCO, Ottawa, Ont.; CFOS, Owen Sound, Ont.; CHPS, Parry Sound, Ont.; CHOV, Pembroke, Ont.; CKLW, Windsor, Ont.; CKAC, Montreal, Que.; CJBR, Rimouski, Que.; CHGB, Ste. Anne de la Pocatiere, Que.; CJRL, Kenora, Ont.; CJGX, Yorktown, Sask.		

TEXAS DAILY PRESS LEAGUE, INC.

<i>Dallas</i> —507 Texas Bank Bldg., Irl W. Brown, Manager.....	Central	9026
<i>New York</i> —60 East 42nd St., Lowell W. Brown, Manager.....	Murray Hill	6-1788
<i>Chicago</i> —360 N. Michigan Ave., Don B. Milliken, Manager.....	Franklin	5241
<i>St. Louis</i> —915 Olive St., Fred J. Wright, Manager.....	Chestnut	1965
<i>San Francisco</i> —155 Sansome St., R. J. Birch, Manager.....	Davenport	4164
<i>Station</i> —WDWS, Champaign-Urbana, Ill.		

EDWARD S. TOWNSEND COMPANY

<i>San Francisco</i> —Russ Bldg., Edward S. Townsend, Owner.....	Exbrook	2164
<i>Stations</i> —WIOD, Miami, Fla.; WOR, New York, N. Y.		

TRI-CITY STATIONS OF VIRGINIA

<i>Lynchburg, Va.</i> —Allied Arts Bldg., Philip P. Allen, Manager.....	Lynchburg	3032
<i>Stations</i> —WBTM, Danville, Va.; WLVA, Lynchburg, Va.; WSLS, Roanoke, Va.		

J. FRANKLYN VIOLA AND COMPANY

(Foreign Language Representative*)

<i>New York City</i> —152 W. 42nd St., J. Franklyn Viola, President.....	Chickering	4-3254
--------------------------------------------------------------------------	------------	--------

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

THE WALKER COMPANY

<i>New York</i> —551 Fifth Avenue.....	Murray Hill	2-0374
J. Wythe Walker, President.		
<i>Chicago</i> —360 North Michigan Ave., Hal Holman.....	State	5262
<i>Kansas City, Mo.</i> —15 W. 10th St., Wm. Temple.....	Victory	0021
<i>Los Angeles</i> —568 Chamber of Commerce Bldg., Walter Biddick.....	Richmond	6184
<i>Stations</i> —KUOA, Siloam Springs, Ark.; KFXJ, Grand Junction, Colo.; KFKA, Greeley, Colo.; KSEI, Pocatello, Ida.; KTFI, Twin Falls, Ida.; KFJB, Marshalltown, Iowa; KOAM, Pittsburg, Kans.; WABI, Bangor, Me.; WSAR, Fall River, Mass.; KGIR, Butte, Mont.; KPFA, Helena, Mont.; KRBM, Bozeman, Mont.; WJAG, Norfolk, Nebr.; KGNF, North Platte, Nebr.; KLPM, Minot, N. D.; WICA, Ashtabula, Ohio; KABR, Aberdeen, S. D.; KOBH, Rapid City, S. D.; WRJN, Racine, Wisc.; Z-Bar Net (KGIR, Butte, Mont.; KPFA, Helena, Mont.; KRBM, Bozeman, Mont.).		

WAXELBAUM & CO.

(Foreign Language Representative)

<i>New York</i> —132 West 43rd St.....	Pennsylvania	6-0043
Benjamin Waxelbaum, Principal.		
<i>Stations</i> —Representative for broadcasting and producing of foreign-language programs only.		

• • • STATION REPRESENTATIVES • • •

WEED & CO.

New York—350 Madison Avenue.....Vanderbilt 6-4542
 Joseph J. Weed, President; Grace Walsh, Secretary.

Chicago—203 N. Wabash Avenue.....Randolph 7730
 C. C. Weed, Vice-President.

Detroit—General Motors Bldg., Charles M. Adell, Manager.....Madison 6366

Boston—Statler Bldg., Charles D. Kean, Manager.....Hubbard 5677

Hollywood—6253 Hollywood Blvd., Lincoln P. Simonds, Manager.....Hillside 8611

San Francisco—Mark Hopkins Hotel, Lincoln P. Simonds, Manager.....Yukon 1899

Stations—KSFO, San Francisco, Calif.; WTIC, Hartford, Conn.; WWDC, Washington, D. C.; WMBR, Jacksonville, Fla.; WSUN, St. Petersburg, Fla.; WSOY, Decatur, Ill.; WTAX, Springfield, Ill.; WEOA, Evansville, Ind.; WGBF, Evansville, Ind.; WBOW, Terre Haute, Ind.; KGLO, Mason City, Ia.; WDSU, New Orleans, La.; WRDO, Augusta, Me.; WLBZ, Bangor, Me.; WCSH, Portland, Me.; WORC, Worcester, Mass.; WSLI, Jackson, Miss.; KFBB, Great Falls, Mont.; WFEA, Manchester, N. H.; KGGM, Albuquerque, N. M.; WEBR, Buffalo, N. Y.; WMCA, New York, N. Y.; WWNY, Watertown, N. Y.; WCOL, Columbus, Ohio; WIZE, Springfield, Ohio; WAYS, Charlotte, N. C.; WRAL, Raleigh, N. C.; WING, Dayton, Ohio; WJAR, Providence, R. I.; WFBC, Greenville, S. C.; WRR, Dallas, Texas; KFJZ, Fort Worth, Texas; Texas State Network; WCAX, Burlington, Vt.; WTAQ, Green Bay, Wisc.; New England Regional Network; CFAC, Calgary, Alta.; CJA, Edmonton, Alta.; CFGP, Grand Prairie, Alta.; CJOC, Lethbridge, Alta.; CKOV, Kelowna, B. C.; CJAT, Trail, B. C.; CKWX, Vancouver, B. C.; CJVI, Victoria, B. C.; CKRC, Winnipeg, Man.; CFNB, Fredericton, N. B.; CHNS, Halifax, N. S.; CJCB, Sydney, N. S.; CKOC, Hamilton, Ont.; CKWS, Kingston, Ont.; CKJL, Kirkland Lake, Ont.; CFCH, North Bay, Ont.; CHEX, Peterborough, Ont.; CJCS, Stratford, Ont.; CKSO, Sudbury, Ont.; CKGB, Timmins, Ont.; CFCY, Charlottetown, P. E. I.; CFCF, Montreal, Que.; CHAB, Moose Jaw, Sask.; CKBI, Prince Albert, Sask.; CKCK, Regina, Sask.; Marjorie Mills Hour; Tobacco Network.

HOWARD H. WILSON COMPANY

Chicago—75 East Wacker Drive.....Central 8744
 Howard H. Wilson, Owner; S. M. Aston, George E. Wilson.

New York—551 Fifth Ave.....Murray Hill 6-1230
 David F. Crosier, Manager; Clem A. Kracht.

Hollywood—6362 Hollywood Blvd., Homer O. Griffith.....Granite 6113

San Francisco—681 Market St., R. J. Bidwell.....Douglas 4475

Seattle—2102 Smith Tower Bldg., Robt. S. Nichols

Stations—WCOV, Montgomery, Ala.; KGHF, Pueblo, Colo.; KRIC, Lewiston, Ida.; WHBF, Rock Island, Ill.; WDZ, Tuscola, Ill.; KFBI, Wichita, Kans.; WFMD, Frederick, Md.; WSNY, Schenectady, N. Y.; WDNC, Durham, N. C.; WHKY, Hickory, N. C.; KWJJ, Portland, Ore.; WPIC, Sharon, Pa.; KELO, Sioux Falls, S. D.; KSOO, Sioux Falls, S. D.; WJHL, Johnson City, Tenn.; KGNC, Amarillo, Texas; KFDM, Beaumont, Texas; KROD, El Paso, Texas; KFYO, Lubbock, Texas; KRGV, Weslaco, Texas; WWSR, St. Albans, Vt.; WDEV, Waterbury, Vt.; WSVA, Harrisonburg, Va.; KXRO, Aberdeen, Wash.; KELA, Centralia-Chelalis, Wash.; KGY, Olympia, Wash.; KXA, Seattle, Wash.; KUV, Walla Walla, Wash.; WKBH, La Crosse, Wisc.; WIBA, Madison, Wisc.; WEMP, Milwaukee, Wisc.; WOSH, Oshkosh, Wisc.; Lone Star Chain.

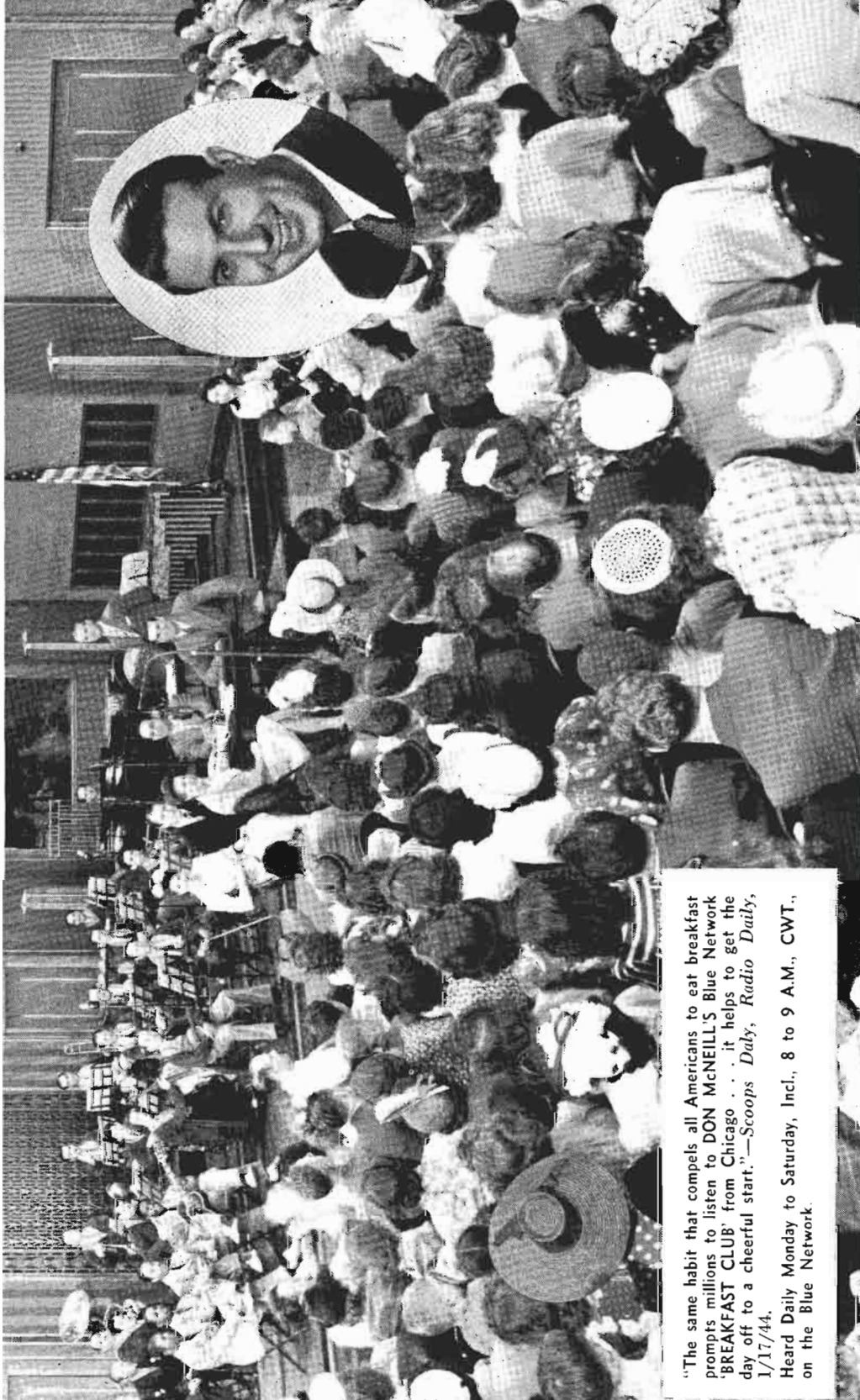
CFCN, Calgary, Alta.; CFRN, Edmonton, Alta.; CKMO, Vancouver, B. C.; CKPR, Fort William, Ont.; CFQC, Saskatoon, Sask.; CKCH, Hull, Que.

HELEN WOOD

New York—551 Fifth Ave. (17).....Murray Hill 2-8228
 Helen Wood, Manager; Lionel E. Colton, Asst.

Stations—WSRR, Stamford, Conn.; WKNY, Kingston, N. Y.; WSNY, Schenectady, N. Y.; WIBX, Utica, N. Y.; WAIR, Winston-Salem, N. C.; Connecticut State Network.

DON MCNEILL and the "BREAKFAST CLUB" BLUE NET



"The same habit that compels all Americans to eat breakfast prompts millions to listen to DON MCNEILL'S Blue Network 'BREAKFAST CLUB' from Chicago . . . it helps to get the day off to a cheerful start."—*Scoops Daily, Radio Daily*, 1/17/44.
Heard Daily Monday to Saturday, Incl., 8 to 9 A.M., CWT., on the Blue Network.



*Russel M. Seeds network shows
on the air today - - -*

- ☆ *The Raleigh Cigarette Program, with*
RED SKELTON
Ozzie Nelson ☆ Harriet Hilliard
for Brown & Williamson Tobacco Corporation
- ☆ *"Beat the Band" with*
HILDEGARDE
for Brown & Williamson Tobacco Corporation
- ☆ *"People Are Funny"*
for Brown & Williamson Tobacco Corporation
- ☆ RAY DADY
for The Grove Laboratories, Inc.
- ☆ *"Reveille Roundup"*
for The Grove Laboratories, Inc.
- ☆ ED SULLIVAN
for The Mennen Company
- ☆ *"World News Parade" with*
UPTON CLOSE
for W. A. Sheaffer Pen Company

RUSSEL M. SEEDS COMPANY, *Advertising*
Palmolive Building Chicago 11, Illinois

NEWS SERVICES

International News Service

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

Executives

President.....Joseph V. Connolly
Editor-In-Chief.....Barry Faris
Managing Editor.....Seymour Berkison
Business Manager.....Walter E. Moss
Sales Manager.....Frank J. Nicht

Press Association, Inc. (Associated Press)

New York—50 Rockefeller Plaza.....Circle 7-1357

Executives

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

Radio News Association

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

President.....Herbert Moore

Reuters

New York—50 Rockefeller Plaza.....Circle 6-3960

Executives

Manager.....D. Kimpton Rogers
News Editor.....Jeffrey Ineson
Accountant.....Douglas Rowley

Transradio Press Service, Inc.

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

Executives

President.....Herbert Moore
Vice-President-Editor.....Dixon Stewart

United Press Associations

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

Executives

President.....Hugh Baillie
Vice-President & General Business Manager.. E. M. Williams
Radio News Manager.....Phil Newsom
Radio Sales Manager.....A. F. Harrison

*When a problem arises in your business
and you need competent advice you consult*

A SPECIALIST

How is one designated a specialist?

Through years of experience and practice
with other people's problems and headaches.

That is what we have been doing for the
past twenty-five years—working out other
people's problems and relieving their headaches

IN PRINTING

Why not let us diagnose your printing problem
and maybe we can relieve you of a headache?

We are specialists in handling trade publications,
house organs, year books and catalogs.

Our prescription might be the cure
for your printing ills.

BARNES PRINTING CO., Inc.

229 West 28th Street

New York 1, N. Y.

RESEARCH —————

————— ORGANIZATIONS

AMERICAN RESEARCH SERVICE

1023 Victoria Avenue, Los Angeles 6, Calif.
Phone: YOrk 3010

Owner and General Manager
Robert L. Biggs

Services Offered: All types of business surveys and polls; special attention given to radio surveys, coincidental or recall methods, telephone or personal interview. Individual studies planned and executed to meet special problems and conditions.



BUREAU OF RESEARCH IN EDUCATION BY RADIO

University of Texas, Austin, Texas
Phone: 9171-234

Director.....A. L. Chapman
Secretary.....Camille Lyons
Assistants.....Elizabeth Berg,
Helen Kelley, Jerry Barnes, Janice Lyons

Services Offered: Non-commercial research service; research results utilized in the planning, writing, production and evaluation of educational radio programs; educational radio equipment studies; listening-time studies; listener-effect surveys.



WALTER P. BURN & ASSOCIATES, INC.

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

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

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

CALIFORNIA ASSOCIATES

417 South Hill St., Los Angeles, Calif.
Phone: Madison 1196

Partner.....John B. Knight
Partner.....Geraldine Parker
Secretary.....Sylvia Clawson

Branch Office

300 Montgomery St., San Francisco, Calif.
Phone: Exbrook 0600

Services Offered: Public opinion surveys; market analysis; business research.



CALIFORNIA RESEARCH BUREAU

6331 Hollywood Blvd., Hollywood 28, Calif.
Phone: Ho. 5111

C. P. A.....Carl Oppenheimer
Researcher.....E. B. Goodman
Retail Store Executive.....N. B. Slocum

Services Offered: Re-conversion of industry from war to peace time pursuit, engineering facility, and scientific measurement of opinion tendencies in radio, political sentiment, and socie-economic movement, income tax consultants.



CANADIAN FACTS

19 Melinda Street, Toronto, Ont., Canada
Phone Adelaide 2067

President.....John F. Graydon
Vice-President.....Ethel O. Colwell

Services Offered: All types of marketing research including market coverage data, consumer studies, dealer investigations, opinion studies, government work, market condition forecast and checks on effectiveness of various media. Representatives in over 100 key communities across Canada.

McKINSEY & CO.

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

Phone, VAnDerbilt 6-5280

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

COMMERCIAL SERVICES, INC.

2011 Park Avenue, Detroit 26, Mich.

Phone: RAnDolph 1485

President-General Manager

Richard W. Oudersluys

Secretary-Treasurer.....Lawrence E. Black

Production Manager.....Nellie R. Cline

Services Offered: Radio listening surveys, consumer and dealer studies, copy testing, market investigations.

ROBERT S. CONLAN & ASSOCIATES

New York Life Bldg., Kansas City, Mo.

Phone Victor 1973

Principal.....Robert S. Conlan

Associates.....Carrie J. Conlan,
Gladys Zander

Services Offered: Advertising and public relation research, listener surveys, market research.

THE COOPERATIVE ANALYSIS OF BROADCASTING, INC.

330 West 42nd Street, New York, N. Y.

Phone, LOnGacre 3-1454

General Manager.....A. W. Lehman

Governing Committee:

D. P. Smelser, Chairman (Procter & Gamble Co.); George H. Gallup, Treasurer (Young & Rubicam); Robert B. Brown (Bristol-Myers Co.); L. D. H. Weld (McCann-Erickson); F. B. Ryan, Jr. (Ruthrauff & Ryan); John L. Bogert (Standard Brands); A. W. Lehman, General Manager.

Services Offered: The Cooperative Analysis of Broadcasting, Inc., is a non-profit membership corporation. Its purposes are: collection, for information of its members, of information, statistics, and data related to

advertising through the medium of radio broadcast; evaluation of the popularity of various radio broadcast programs in relation one to the other; studies of the habits of those who listen to radio broadcast programs and of the uses by such listeners of radio receiving instruments; and generally, the collection and dissemination of information, statistics and data applicable, directly or indirectly, to the use of wireless telegraphy for the transmission of messages or the entertainment or education of the listening public.

CROSSLEY, INC.

330 West 42 St., New York 18, N. Y.

Phone BRyant 9-5462

President.....Archibald M. Crossley

Vice-President.....J. A. Ward

Services Offered: Program rating, nationwide or individual area studies, general marketing consultants.

ELLIOTT-HAYNES, LTD.

(Radio Research Division)

25 King St., West, Toronto, Ont., Canada

President.....Walter E. Elliott

Vice-President.....W. Paul Haynes

Secretary-Treasurer.....Ernest Comte

Offices

Sun Life Bldg., Montreal, P. Q., Canada

(Also offices in Halifax, Winnipeg and Vancouver.)

Services Offered: Radio audience and listening surveys using, with permission, the C. E. Hooper, Inc., technique and formula (telephone co-incidental); reports are released fortnightly with the first report of the month carrying complete data on evening listening and the second report carrying complete data on daytime listening.

EVALUATION OF SCHOOL BROADCASTS PROJECT

Ohio State University, Columbus, Ohio

Phone, University 3148, Ext. 708

Director.....I. Keith Tyler

Associate Director.....Norman Woelfel

Services Offered: Research on the relation of radio and children and young people; advisory services to broadcasters and educators on planning and production of school broadcasts and children's programs. (This project has published 40 bulletins on a variety of problems relating to the educational use of radio; bulletins are available from the project at cost.

HOOPER-HOLMES BUREAU

102 Maiden Lane, New York 5, N. Y.

Phone WHitehall 3-9700

Director of Research.....William L. Henry

Branch Offices

78 Offices Throughout

United States and Canada

Services Offered: Commercial research.

FACTS CONSOLIDATED

6305 Yucca at Vine, Hollywood, Calif.

Phone: Granite 3658

Co-Owner.....Dorothy D. Corey
111 Sutter St., San Francisco, Calif.

Co-Owner.....Roy S. Frothingham

Services Offered: Coincidental, special studies involving products, radio, public opinion, etc.

INDUSTRIAL SURVEYS CO., INC.

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

Phone: MUrray Hill 3-0690

President.....Samuel G. Barton

Vice-President.....Stanley Womer

Secretary-Treasurer.....Henry C. Trainor

Assistant to President.....Jean L. Stewart

Director Radio Coverage Studies

George M. Baillie

Director, The Radio Panel.....Berta Howell

Mgr., Telephone Surveys.....Anne Nash

Tabulating Manager.....Kurt Benjamin

Statistician.....Ralph Chances

Librarian.....Sophia Hanson

Branch Office

75 East Wacker Drive, Chicago 1, Ill.

Phone: State 7788

Mgr., Radio Surveys.....Marji Frank

Tabulating Manager.....Richard Buck

Statistician.....Robert Farber

Librarian.....Stanley Berglund

Services Offered: Field surveys via personal interview, telephone interview, controlled mail, panels and juries. National Radio Coverage studies, The Listener Diary, The Radio Panel, listening-buying correlations. Permanent radio staff in 20 cities. Mechanical and manual tabulating New York and Cbicago.

C. E. HOOPER, INC.

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

Phone, LExington 2-3000

President.....C. E. Hooper

Vice-President.....Fred H. Kenkel

Manager, Station Audience Reports
W. Ward Dorrell

Manager, Radio Program Reports
Dorothy M. Behrens

Manager, Special Surveys.....Edythe F. Buel

Research Consultant....Dr. M. N. Chappell

Branch Office

1709 West 8th St., Los Angeles, Calif.

Phone: Federal 7777

Manager.....Ruth Arnold

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

NATIONAL RADIO RECORDS

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

Phone, MUrray Hill 6-9186

President.....N. Charles Rorabaugh

Executive Vice-President.....Fulton Dent
Publication Editor.....Dorothy Greene

Services Offered: Monthly spot advertising reports; confidential statistics revealing spot activity of national and regional advertisers.

tiveness of various media of communication; sociological and psychological composition of radio audiences; audience to different types of programs; techniques of measurement of coverage and effectiveness of media of communication; techniques of measuring likes and dislikes of programs.

A. C. NIELSEN COMPANY

2101 Howard Street, Chicago, Ill.
Phone, Hollycourt 6109

President.....A. C. Nielsen
Executive Vice-President.....F. K. Leisch
Executive Vice-President.....H. L. Rusch
Vice-President.....W. B. Perrin
Vice-President.....J. M. Teague
Vice-President.....L. O. Heideman
Vice-President.....P. V. Jester
Vice-President.....J. P. Napier
Vice-President.....D. M. Prather
Vice-President.....T. R. Shearer
Vice-President.....C. T. Allen
Vice-President.....C. G. Shaw
Secretary-Treasurer.....Bertha Pritzlaff

Branch Office

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

Executive Vice-President In Charge of
N. Y. Office.....J. O. Peckham
109 St. Aldates, Oxford, England

Vice-President.....E. L. Lloyd

Services Offered: Market research work including the publication of indexes on the drug, food, liquor, radio and British business.

**OFFICE OF RESEARCH—
RADIO DIVISION**

3470 Broadway, New York 31, N. Y.
Phone, AUdubon 3-2335

Director.....Dr. John G. Peatman

Services Offered: Psychological aspects of market research; surveys and analyses for the music industries and advertising agencies; weekly Audience Coverage Index Report; national survey of popular music broadcast on nation networks, consultation service on radio sampling methods and on the program analyzer technique for evaluating and improving programs.

THE PULSE OF NEW YORK, INC.

500 Fifth Ave., New York 18, N. Y.
Phone: LAckawanna 4-8305

Director.....Sydney Roslow
Manager.....David Klein

Services Offered: Measurement of radio audiences, analysis of radio program audiences and the sales effectiveness of radio programs; studies of the relationship between radio listening and other related questions.

**OFFICE OF RADIO RESEARCH,
COLUMBIA UNIVERSITY**

Phone, COlumbus 5-6951

15 Amsterdam Ave., New York 23, N. Y.
Director.....Dr. Paul F. Lazarsfeld
Associate Director.....Dr. Robt. A. Merton
Research Associate.....Marjorie Fiske

Services Offered: Research in the effec-

RADIO REPORTS, INC.

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

President.....Edward F. Loomis
Vice-President.....P. R. Rieber
Secretary.....Rose T. Pavlica
Sales Manager.....George I. Reid

• • • **RESEARCH ORGANIZATIONS** • • •

Branch Office

617 S. Olive St., Los Angeles, Calif.
Phone: Van Dyke 4084

Manager.....Dixie Wilkinson

Services Offered: Daily and Weekly Digests of Radio Opinion; verbatim texts of radio addresses, comment, dramatization, news reports, etc., based on electrical recordings; verbatim text of radio commercials. Also monitoring (checking) of commercials and spot announcements on nation-wide basis.

•
REGAN SERVICE

1085 Monadnock Bldg., San Francisco, Calif.
Phone DOuglas 4475

Owner-Manager.....James L. Regan

Services Offered: Personnel surveys in stores, hotels, restaurants, banks, transportation systems; purchase tests; comparison shopping.

•
ELMO ROPER

30 Rockefeller Plaza, New York 20, N. Y.
Phone CIrcle 6-7164

Executives.....Elmo Roper, Carolyn W. Crusius, Robert Williams

Services Offered: Marketing research, distribution consultant, trade and consumer studies.

•
ROSS FEDERAL RESEARCH CORP.

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

President and Treasurer.....Harry A. Ross

Vice-President-General Manager

Densmore A. Ross

Vice-President-General Sales Manager

Clifford B. Ross

Vice-President-Eastern Sales Manager

S. W. Sheetz

Vice-President-Midwestern Sales Manager
W. O'Dell
Secretary.....Frank X. Miske

Branch Offices

- 59 E. Van Buren St., Chicago, Ill.
- 642 Book Bldg., Detroit, Mich.
- 872 Hanna Bldg., Cleveland, Ohio
- 913-915 Berger Bldg., Pittsburgh, Pa.
- 606 West Wisconsin Ave., Milwaukee, Wisc.
- 740 Union Trust Bldg., Cincinnati, Ohio
- 320 N. Meridian St., Indianapolis, Ind.
- 817-18 Metropolitan Bldg., Boston, Mass.
- 17 Court St., Buffalo, N. Y.
- Market St. National Bank Bldg., Philadelphia, Pa.
- 1028 Connecticut Ave., Washington, D. C.
- 1307 Grand Ave., Kansas City, Mo.
- 210 Grand Olive Bldg., St. Louis, Mo.
- 3723 Wilshire Blvd., Los Angeles, Calif.
- 1051-53 Monadnock Bldg., San Francisco, Calif.
- 1904 Third Ave., Seattle, Wash.
- Tower Petroleum Bldg., Dallas, Texas
- 903 United States National Bank Bldg., Denver, Colo.
- 47 West South Temple St., Salt Lake City, Utah
- Rand Tower Bldg., Minneapolis, Minn.
- 507 Tenth St., Des Moines, Ia.
- 1911 Sierick Bldg., Memphis, Tenn.
- 314 Johnston Bldg., Charlotte, N. C.
- 207-208 Palmer Bldg., Atlanta, Ga.
- 90 State St., Albany, N. Y.
- 1004 Baronne Bldg., New Orleans, La.
- 404 Terminal Bldg., Oklahoma City, Okla.
- 306 S. Fifteenth St., Omaha, Nebr.
- 602 Porter Bldg., Portland, Ore.
- 746 Chapel St., New Haven, Conn.

Services Offered: Market research, consumer and dealer studies, radio studies, sales planning and testing.

•
GREGORY GUY WILLIAMS

1137 Board of Trade Bldg., Kansas City, Mo.
Phone: Victor 0553

Owner.....G. G. Williams

Services Offered: Grain statistical studies; market surveys; wheat, rye, corn and grain market forecasts.

IF it's *Spot* RADIO



Call Me Gillera

**These Stations
in These Markets
are Your Best Dollar Values**

Boston	WMEX	Independent	Pueblo	KGHF	Blue
Charleston	WGKV	Red, Blue and Mutual	Rochester	WSAY	Mutual plus Blue Shows
Denver	KVOD	Blue	Rutland	WSYB	Mutual and Yankee
Detroit	CKLW	Mutual	Sacramento	KROY	Columbia
Grand Rapids	WLAV	Blue & Mutual	St. Petersburg and Tampa	WTSP	Mutual
Kansas City	KCMO	Blue	Salt Lake City and Ogden	KLO	Mutual
Los Angeles	KPAS	Independent	Tacoma	KMO	Mutual
Macon	WBML	Blue & Mutual	Tulsa	KOME	Blue & Mutual
New Orleans	WNOE	Mutual	Waterbury	WBRY	Columbia
New York	WOV	Independent	Wenatchee	KPQ	Blue
Port Arthur	KPAC	Mutual	Yakima	KIT	Mutual
Oakland	KLX	Independent			
Portland	KXL	Independent			

Utah — Intermountain Network — five stations — all Mutual

JOSEPH HERSHEY M^cGILLVRA, inc.

NEW YORK, 17
366 Madison Avenue
MUrray Hill 2-8755

CHICAGO, 11
919 N. Michigan Avenue
Superior 3444

SAN FRANCISCO, 4
627 Mills Building
Sutter 1393

LOS ANGELES, 15
445 Western Pacific Building
Prospect 5319

ADVERTISING AGENCIES

The following listing includes agencies placing network and important spot business during 1943 as well as those handling the larger local accounts.

Key to Symbols of Membership and Recognition Abbreviations

- AAAA . . . American Association of Advertising Agencies
- ABC . . . Audit Bureau of Circulation
- ABP . . . Associated Business Papers
- ANPA . . . American Newspaper Publishers' Association
- APA . . . Agricultural Publishers' Association
- FAAG . . . First Advertising Agency Group
- NOAB . . . National Outdoor Advertising Bureau
- OAAA . . . Outdoor Advertising Association of America, Inc.
- PPA . . . Periodical Publishers' Association
- PRB . . . Pacific Recognition Bureau
- SAAA . . . Southwestern Association of Advertising Agencies
- SNPA . . . Southern Newspaper Publishers' Association

AARON & BROWN

1411 Walnut St., Philadelphia, Pa.

Phone LOcust 2282

ANPA

Officers

- President M. W. Aaron
- Vice-President E. L. Brown
- Secretary-Treasurer Lon Jourdet
- Radio Director E. L. Brown

ADVERTISERS BROADCASTING CO., INC.

117 West 46th St., New York, N. Y.

Phone BRyant 9-1176

Officers

- President Z. H. Rubinstein
 - Treasurer M. Keilson
 - Radio Director Sholom Rubinstein
 - Producer Jacob F. Keilson
 - Musical Director Harry Lubin
 - Continuity Writer Jacob I. Freedman
- Radio Accounts Placed*—Foreign Language Programs: General Food Corp. (Maxwell House Coffee, Diamond Crystal Salt, Sanka Coffee); Horowitz-Margaretten; I. Rokeach & Sons; R. B. Davis Co. (Cocomalt, Davis Baking Powder, Cut-Rite Waxed Paper; San Fay Tissue); Colgate Palmolive-Peet Co. (Colgate Dental Cream); B. T. Babbit Co.

(Bab-O, Aunt Polly's Soup Mix); Francis H. Leggett Co. (Premier Food Products); The Sun-Rayed Co. (Kemp's Sun-Rayed Tomato Juice); Charles Hansen Laboratory, Inc. (Junket); American Home Products (Anacin, Old Dutch Cleanser); Best Foods Co. (Heckers' Cream Farina, H-O Oats); Ralston Purina Co. (Ralston, Instant Ralston, Ry. Krisp); Barbasol Co. (Barbasol Brushless Shaving Cream); Penick & Ford, Ltd. (My-T-Fine); Ex-Lax, Inc. (Ex-Lax, Jest); Lydia E. Pinkham Co. (Sanative Wash); Joseph Tetley & Co. (Tetley Soup Mix, Tetley Tea); Standard Brands (Royal Baking Powder); Dugan Brothers (Dugan Breads and Cakes); Maltex Co. (Maltex); Grove's Laboratories (Grove's B-Complex Vitamins, Grove's Cold Tablets); Bond Bakers (Bond Bread); Carter Products, Inc. (Carter's Little Liver Pills).

ADVERTISING, INC.

1523-29 Central National Bank Bldg.,

Richmond, Va.

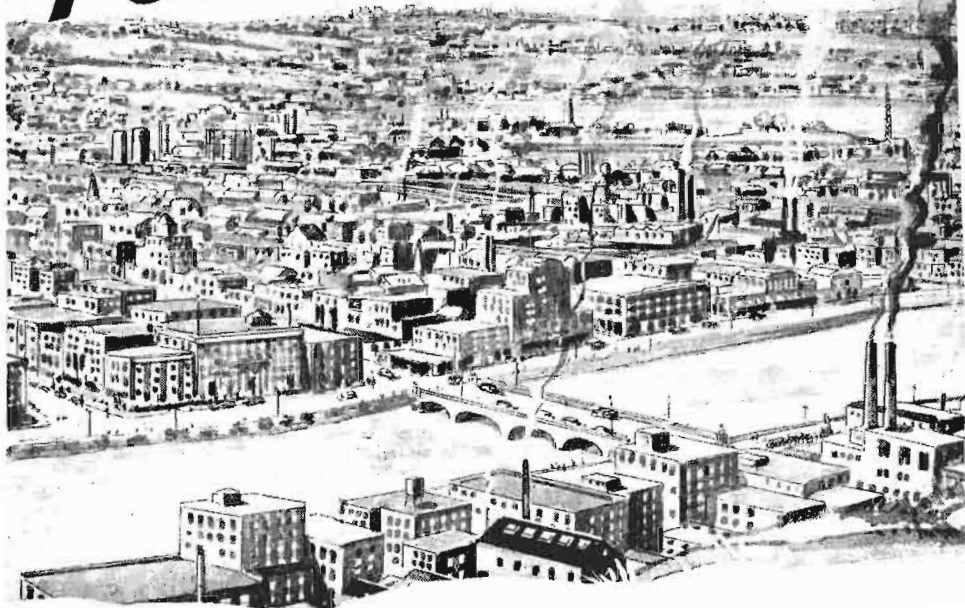
Phone 32800 & 32809

ANPA—SNPA—APA

First Advertising Agency Group
Officers

- President J. Lynn Miller
- Vice-President M. T. Miller

PUSH BACK THE



LOOK at New England as a whole — not just a part of it. The real potentialities of the New England market can be largely wasted if you try to cover too much area with two or three stations.

By taking the broad view, by bringing into focus all the cities of New England and their trading zones, it becomes apparent that you need a network to sell New England as a unit.

There is but one network that will do this job — do it thoroughly by giving you the right stations in the twenty-one places where you need the impact of primary coverage.

Add these twenty-one Yankee stations together, with their local acceptance based on long standing success and the friendship and support of their communities — the result is all-over primary coverage of New England.

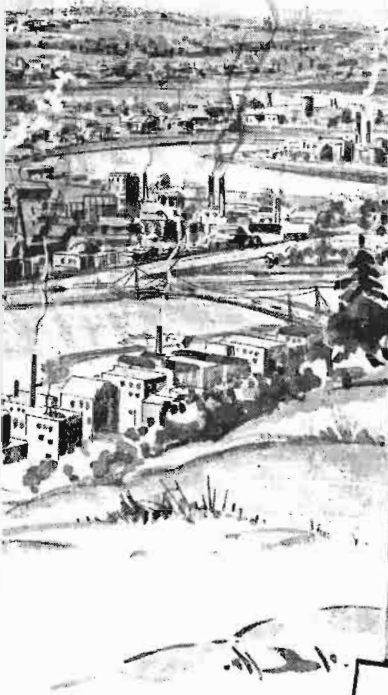
Yankee's twenty-one stations bring all markets within your reach in the only way they can be reached by radio.

THE YANKEE

Member of the Mutual

21 BROOKLINE AVENUE, BOSTON 15, MASSACHUSETTS

HORIZON



ACCEPTANCE
IS THE
YANKEE NETWORK'S
FOUNDATION

NETWORK, INC.

Broadcasting System

EDWARD PETRY & CO., INC., Exclusive National Sales Representative

William H. Weintraub & Company, Inc. advertising

New York and Hollywood

now serving the
following radio clients:

ANCHOR HOCKING GLASS CORPORATION Lancaster, Ohio
"Meet Corliss Archer", based on the characters of the New
York Stage success "Kiss and Tell" (CBS Network)

CRESTA BLANCA WINE CO., INC. Livermore, Calif.
"Cresta Blanca Wine Carnival of Music" starring
Morton Gould and Alec Templeton (CBS Network)

DUBONNET CORPORATION Lodi, Calif.
"Your Dubonnet Date" with Xavier Cugat and his orchestra,
Lina Ronny, Don Rodney and Del Campo (Mutual Network)

EMERSON RADIO AND PHONOGRAPH CORPORATION, New York, N.Y.
"Green Valley, U.S.A." featuring guest stars (Mutual Network)

HELBROS WATCH COMPANY, INC., New York, N.Y.
"Pick and Pat Time" starring Pick and Pat, Mary Small,
Vincent Lopez and his orchestra, Tiny Ruffner (Mutual Network)

REVLON PRODUCTS CORP. New York, N.Y.
"The Revlon Theatre"
starring Gertrude Lawrence (Blue Network)

SEEMAN BROTHERS, INC. New York, N.Y.
Distributors of White Rose Quality Foods... air-wick
Spot radio and participating programs in key cities

other clients
of the agency
include:

ANCIENT AGE WHISKEY (Schenley Distillers Corp.) New York, N.Y.

BURNHAM & CO. (Members of The New York Stock Exchange) New York, N.Y.

CORNNAR PRODUCTS CORP. Newark, N.J.

CORDONET BRANDY (Schenley Distillers Corp.) New York, N.Y.

GOODMAN & THISE, INC. New York, N.Y.

LIBERTY AIRCRAFT PRODUCTS CORP. Farmingdale, L.I.

RAINFAIR, INC. Racine, Wisconsin

SCHENLEY GINS (Schenley Distillers Corp.) New York, N.Y.

Secretary-Radio Director... Alicia G. Smithers
 Art Director..... M. F. Riggs
 Production Manager..... W. H. Hoxie
Radio Accounts Placed—Southern Dairies,
 R. F. & P. Railroad, Richmond Maid Mfg.
 Co., Henry R. Haase Furs, Sydnor & Hundley,
 Inc.

**ADVERTISING & SALES
 COUNCIL, INC.**

Winchester, Va.
 PPA
 President & Time Buyer..... John Freiburg
Account Placed—O'Sullivan Rubber Co.,
 Inc.

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.;
 Phillips Packing Co.

R. H. ALBER CO.

458 Chamber of Commerce Bldg.,
 Los Angeles, Calif.
 Phone PRespect 3331
 ANPA
 President..... R. H. Alber
Radio Account Placed—Gospel B'casting
 Assn.

ALLEN & REYNOLDS, INC.

833 Insurance Bldg.
 Omaha, Nebr.
 Phone Atlantic 4445
 ANPA—APA—APB
Officers
 President-Treasurer Earl Allen
 Executive-Vice-President-Secretary,
 Milton H. Reynolds
 Vice-President..... Harold Roll
 Vice-President..... Robert Savage

ANDERSON, DAVIS & PLATTE, INC.

50 Rockefeller Plaza, New York 20, N. Y.
 Phone COLUMbus 5-4868
 PPA — ANPA
Officers
 President..... T. H. Anderson, Jr.
 Vice-President..... H. H. Smith
 Secretary-Treasurer-Time Buyer... Lewis G.
 Van Akin.

Branch Office

821 15th St., N.W., Washington, D. C.
 Phone NA 7142

Radio Accounts Placed—Alexander Smith
 & Sons Carpet Co. (national spot), F. Schu-
 macher & Co. (national spot), Dry Dock
 Savings Institution (local).

**ANFENGER ADVERTISING
 AGENCY, INC.**

1706 Olive St., St. Louis, Mo.
 Phone CHEstnut 6380
 AAAAA—ABP—ANPA—PPA
 Radio Director..... Vernon L. Morelock
 Asst. Radio Director..... Lynn Westbury
Branch Office
 1014 Canal Bldg., New Orleans, La.
 Phone RAYmond 0845

Manager..... Walter Winius
Radio Accounts Placed—Falls City Brew-
 ing Co., Jackson Brewing Co., Seven-Up
 Bottling Co., Jefferson Hotel, St. Louis Dairy
 Council, Reardon Co., Lion Oil Refining Co.,
 Meyer Bros. Drug Co.

ANIOL & AULD

Transit Tower, San Antonio, Tex.
 Phone Fannin 9148
 ABP—SNPA—SAAA
Officers
 President..... Claude B. Aniol

ARROW ADVERTISING AGENCY

79 Wall St., New York 5, N. Y.
 Phone WHItEhall 4.8193
Officers
 Radio Director..... Rosetta Valenti
 Space Buyer..... Angelo Sava
 Copy Chief..... H. D. Kline
 Marketing Dir. Wm. Balog
Radio Accounts Placed—Colonial House
 Candies, Central Opera House, Times Sq.
 Motors, David's, Ridd Labs., Inc., Furniture
 Industry of America.

**ASSOCIATED ADVERTISING
 AGENCY, INC.**

Florida Natl. Bank Bldg., Jacksonville 2, Fla.
 Phone 3-1253
 ABP—SNPA—APA—NOAB—FAAG
Officers
 President..... M. Thayer Newman
 Executive Vice-President (in charge of radio)
 Hunter Lynde

ATHERTON & CURRIER, INC.

420 Lexington Ave., New York, N. Y.
 Phone MOhawk 4-8795
 ABP—ANPA—PPA
Officers
 President..... J. W. Atherton
 Vice-President Lester Stone
 Secretary..... W. T. Tieman
 Treasurer..... H. P. Francis
 Time Buyer..... Wm. T. Tieman
 Asst. Time Buyer..... N. Rothstein
Branch Office

100 Adelaide St., Toronto, Ont., Canada
Radio Accounts Placed — Cuticura,
 Humphreys, Eno, North American Dye Corp.,
 Scott's Emulsion, "Brylcreem."



OUR
CONSTANT
EFFORT IS
ACCURATE RESEARCH

Specializing in Radio
Listening Surveys and
General Market Research

COMMERCIAL SERVICES, Inc.

2011 PARK AVE.

RANDOLPH 1485

DETROIT 26, MICH.

Buy war bonds first



DUBONNET presents

"YOUR DUBONNET DATE"

the most famous Latin-American music on earth

XAVIER CUGAT (himself)

8:30 p. m. WEDNESDAY...WOR

with Lina Romay, Don Rodney, the Dubonnet
Chorus and Cugat Rhythm Orchestra

PRODUCTS OF THE U. S. A.

Dubonnet Aperitif Wine and
Vermouth by Dubonnet

DUBONNET CORP., 350 Fifth Avenue,
New York 1, N. Y.



• • • **ADVERTISING AGENCIES** • • •

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,
John J. Finlay, L. O. Wilson.
Radio Time Buyer-Production. John H. North
Radio Accounts Placed — Chicago Motor Club, Chicago Solvay Coke Co., International Harvester Co., McIlhenny Co., McKenzie Milling Co., Old Colony Beverages, Orange-Crush Co., Williamson Candy Co., O-Cedar Corp., Wyler & Co., Three Sisters.

•
N. W. AYER & SON, INC.

West Washington Square, Philadelphia 6, Pa.
Phone Lombard 0100
ANPA—PPA—ABP—APA—OAAA

Officers

President H. A. Batten
Executive Vice-Presidents.. Gerold M. Lauck,
Clarence L. Jordan

Branch Offices

30 Rockefeller Plaza, New York 20, N. Y.
Phone Circle 6-0200

Radio Dept.

Vice-President In Charge of Radio,
H. L. McClinton
Business Manager.....Robert Collins
Production Supervision.....Max Wylie
Talent.....Alma E. Marks
Copy Chief.....James E. Hanna
Business Manager.....T. J. McDermott
Time Buyer.....Paul Kizenberger
Program Promotion.....Wauhullan La Hay
Producers.....Herbert C. Sanford,
John F. Roche, Wallace R. Magill, Les
Quailey, R. C. Coleson, J. F. Rourke
Writers.....G. David Gudebrod,
Philip A. Young, Dorothy Zimmer,
Richard Hubbell
Statler Office Bldg., Boston 16, Mass.
Phone Hubbard 4970
Manager.....E. Craig Greiner
404 Taft Bldg., Hollywood 28, Calif.
Phone Granite 3697
Manager.....Robert C. Coleson
135 S. LaSalle St., Chicago 3, Ill.
Phone Randolph 3456
Vice-President.....Sterling E. Peacock
235 Montgomery St., San Francisco 4, Calif.
Phone Sutter 2534
Vice-President.....Carl J. Eastman
2680 Penobscot Bldg., Detroit 26, Mich.
Phone Randolph 3800
Vice-President.....Wm. H. Beatty
Radio Accounts Placed—Atlantic Refining

Co., Bell Telephone System, Clicquot Club Co., Goodyear Tire & Rubber Co., Hawaiian Pineapple Co., Dr. Hess & Clark, Inc., Illinois Bell Telephone Co., Kerr Chickeries, Michigan Bell Telephone Co., Sheffield Farms Co., Supplee-Willis-Jones Co., Anthracite Industries, United Air Lines, Electric Companies Adv. Program, Boeing Aircraft, Chas. E. Hires Co., Wyandotte Chemical Co.

•
**BADGER AND BROWNING
& HERSEY, INC.**

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

Officers

President R. W. Hersey
Chairman of Board.....J. L. Badger
Treasurer F. S. Browning
Radio Director Mrs. Marjorie de Mott
Time Buyer.....H. W. Mallinson, Jr.

Affiliated Agency

Badger & Browning
75 Federal St., Boston, Mass.
Phone Liberty 3364

Radio Account Placed—American Chiele Co., Denver Chemical Mfg. Co., Adam Hat Stores.

•
BALDWIN & STRACHAN, INC.

374 Delaware Ave., Buffalo, N. Y.
Phone WASHINGTON 6854

ABP—ANPA—PPA

President Wm. Baldwin
Vice-Pres. & Treas..... Kenneth Strachan
Radio Director..... J. F. Higgins
Radio Accounts Placed — Widmer's Wine Cellars, Inc., Iroquois Beverage Corp., O'Rourke Baking Co., Curtiss-Wright Corp., Rochester & Pittsburgh Coal Co., Seven-Up Co. of Buffalo.

•
**BARLOW ADVERTISING AGENCY,
INC.**

309 Syracuse-Kemper Bldg., Syracuse 2, N. Y.
Phone 3-0131

APA — PPA — ABP

Officers

President E. S. Barlow
Vice-President E. S. Crawford
Vice-President H. H. Goodhart
Secretary E. C. Watkins
Production Manager..... F. B. Tompkins
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., Haberle Congress Brewing Co., Lincoln National Bank & Trust Co.



Howdy
Folks!

LOIS MAE NOLTE

Featured vocalist and emcee

with **LEW DAVIES**

and the

*Musical
Steelmakers*



**BLUE NETWORK
SUNDAYS . . .**

BARNES CHASE COMPANY

530 Broadway, San Diego 1, Calif.
Phone Franklin 7771
ABP—ANPA

Owner.....Norman R. Barnes
Production Manager.....Wm. M. Price
Radio Director.....Ruth F. Almstedt

Branch Office

1121 South Hill St., Los Angeles 15, Calif.
Phone Prospect 4118

Manager.....E. W. Rutledge

BARRONS ADVERTISING CO.

1737 McGee St., Kansas City, Mo.
Phone Harrison 7730-1
ABP—ANPA—PPA—SNPA—APA

Officers

President & Treasurer.....Wheeler Godfrey
Vice-President.....Frank H. Little
Secretary.....A. W. Durrin
Radio Dept. Heads.....Frank H. Little,
William Rubin

Radio Accounts Placed—Dr. W. L. Wilson,
Seidlitz Paint & Varnish Co., Diesel Power
Engineering School, Manor Baking Co., Chev-
rolet Dealers of Kansas City, The Sodiphene
Co., Pla-Mor Amusement Co., Kansas City
Public Service Co., W. B. Duke Beverage Co.,
C. H. Stein-Mans Mfg. Co., National Protec-
tive Insurance Co., Nourse Oil Co., Sweeney
Trade Schools, Inc.

TED BATES, INC.

630 Fifth Avenue, New York, N. Y.
Phone Circle 6-9700
AAAA—ANPA—PPA—
NAOB—ABC—APA—ABP

Officers

President-Treasurer.....Theodore L. Bates
Asst. to Pres. & Chrm. of Plant Creative
Board.....Thomas Buechner
Executive Vice-President.....Joseph R. Busk
Vice President-Secretary...Thomas J. Carnese
Vice President-Director of Media-

Asst. Secretary.....Edgar Small
Vice-President and Director of Radio

Tom Revere
Time & Space Buyers.....Richard Mann,
MacDonald Dunbar, R. J. Fiechter.

Assistant Treasurer.....Carlos Justiz
Vice-President & Director of Research.....
Clifford Parsells

Radio Accounts Placed—Colgate-Palmolive-
Peet Co. (Colgate Dental Cream, Octagon
Soap Products, Palmolive Brushless and
Lather Shave Cream, Crystal White Soap
Products); Continental Baking Co., Standard
Brands, Inc. (Royal Gelatin, Royal Puddings,
Royal Baking Powder); Carter Products, Inc.

BATTEN, BARTON, DURSTINE & OSBORN, INC.

383 Madison Ave., New York 17, N. Y.
Phone Eldorado 5-5800
AAAA—APA—ANPA—PPA—ABP—
ABC—NOAB—SNPA

Officers

Chairman of Board.....William H. Johns
President.....Bruce Barton
Chairman of Executive Committee-
Vice-President & Treasurer..F. R. Feland
General Manager & Vice-President,

Alex F. Osborn
Executive Vice-President for Western Offices
John C. Cornelius
Executive Vice-President for Eastern Offices
B. C. Duffy

Vice-President-Director of Radio,
Arthur Pryor, Jr.

Associate Director of Radio
(Western Offices).....Wayne Tiss

Radio Producers and Writers:

Homer Fickett, David White, Kenneth
Webb, Kay Winn, Edwin Marshall, Wal-
ter Tibbals, Russell Ambruster, Gladys
Franklin, Geo. Kondolf, Robt. La Bour,
Chet Gierlach, Josephine Lyons, Ted
Long.

Business Manager,

Radio Dept.....Frank Silvernail
Time Buyers.....Gertrude Scanlan,
John Moore, Elenore Scanlan.

Publicity.....Wm. Maloney

Branch Offices

919 N. Michigan Ave., Chicago 11, Ill.
Phone Superior 9200

Vice-President.....R. B. Barton
Rand Bldg., Buffalo 3, N. Y.

Phone Cleveland 7915
Vice-President.....Stanley P. Irwin
Grant Bldg., Pittsburgh 19, Pa.
Phone Grant 8060

Vice-President.....Leon D. Hansen
178 Tremont St., Boston 11, Mass.
Phone Hubbard 0430

Vice-President.....Francis W. Hatch
Northwestern Bank Bldg., Minneapolis 2,
Minn.

Phone Bridgeport 8881
Vice-President.....H. H. Haupt
Executive Vice-President...John C. Cornelius
1515 Terminal Tower, Cleveland 13, Ohio
Phone Prospect 3621

Vice-President.....C. L. Davis
1680 N. Vine St., Hollywood 28, Calif.
Phone Hollywood 7337

Manager.....Jack Smalley
Radio Director.....Wayne Tiss
Russ Bldg., San Francisco 4, Calif.

Phone Garfield 1017
Manager.....Charles H. McDougall
Pacific Mutual Bldg., Los Angeles 14, Calif.
Phone Michigan 1354

Vice-President.....W. B. Geissinger

Radio Accounts Placed—Armstrong Cork
Co.; Boston Edison Co.; The Boston Globe;
Corning Glass Works; Consolidated Edison;
Cream of Wheat Corp.; E. I. du Pont de
Nemours & Co.; Fenn Bros.; Fort Pitt Brew-
ing Co.; Gamble Stores; General Baking Co.;
General Electric Co.; B. F. Goodrich Co.;
Hoffman Beverage Co.; Household Finance
Corp.; Liberty Mutual Insurance Co.; Lyon

ADVERTISING AGENCIES

Van & Storage Co.; M. J. B. Co.; Marine Midland Trust Co.; Minneapolis Brewing Co.; Mount Royal Importers; Mutual Savings Bank Assn. of Mass.; Murine Co.; Neli Corp.; North American Co.; North Star Woolen Mills, Northwestern Bell Telephone Co.; Northern Pump Co.; N. Y. Telephone Co.; Pennick & Ford, Ltd.; Reader's Digest Assn.; F. & M. Schaefer Brewing Co.; E. R. Squibb & Sons; Servel, Inc.; Taylor Instrument Co.; Standard Oil Co. of Calif.; Tennessee Coal, Iron & R. R. Co.; William Underwood Co.; Wildroot Co.; Western Auto Supply Co.; Waitt & Bond.

BENNETT, WALTHER & MENADIER, INC.

69 Newbury St., Boston, Mass.
Phone Kenmore 3820

Officers

President Nelson Bennett
Vice-President..... Frederick P. Walther, Jr.
Treasurer..... Royal W. Leith
Secretary Dorothy Dodge
Radio Accounts Placed—Washburn Candy Co., Hudson Coal Co.

BENTON AND BOWLES, INC.

444 Madison Ave., New York 22, N. Y.
Phone Wickersham 2-0400

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

Officers

Chairman of Board..... Atherton W. Hobler
President..... Clarence B. Goshorn
Secy.-Treas..... Edward R. Beach
Executive Vice-President

William R. Baker, Jr.

Radio Dept. Business Mgr.... Walter Craig
Vice-Pres-Media..... H. H. Dobbertein
Script Editor Roy Bailey
Casting Director Rita Dugan
Time Buyers. Franklin Owens, Frank Palmer

Branch Offices

Equitable Bldg., Hollywood 28, Calif.
Phone Hillside 9151

Production Head Al Kaye
Radio Accounts Placed — General Foods Corp. (Maxwell House Coffee, Diamond Crystal Salt, Huskies, Baker's Chocolate, Post Toasties, Certo, Log Cabin Syrup, Post-Tens, Sure-Jell, Post's Bran Flakes); Prudential Insurance Co.; Procter & Gamble Co. (Ivory Snow).

BERMINGHAM, CASTLEMAN & PIERCE, INC.

136 East 38th St., New York 16, N. Y.
Phone Lexington 2-7550

ABP—ANPA—PPA—NOAB—APA—
AAAA—PPA

Officers

President Arch Bermingham

Executive Vice-President..... Stewart Wark
Secretary-Treasurer..... Winston H. Hagen
Radio Director..... George C. Castleman
Radio Accounts Placed—Griffin Manufacturing Co., Inc.; E. Fougere & Co.; Conti Products; Frank H. Lee Co.; Berst-Forster-Dixfield Co.

FRANK BEST & CO., INC.

9 Rockefeller Pl., New York, N. Y.
Phone Circle 7-6760

ABP—ANPA—PPA—PRB

Officers

President Frank Best
Vice-Presidents..... I. Marks, W. Taegen
Secretary V. R. Best
Time Buyer..... A. H. Van Buren
Radio Accounts Placed—Geo. W. Helme Co., Prince George Hotel, C-O-Two Fire Equip. Co., Union News Co., Nassau Smelting & Refining Co.

THE BIOW CO., INC.

9 Rockefeller Plaza, New York 20, N. Y.
Phone Circle 6-9300

ANPA — PPA — ABP

Officers

President and Treasurer.... Milton H. Biow
Secretary Anna Hauptman
Director of Radio and Station Relations
Bernard Prockter
Executive Radio Producer..... Calvin Kuhl
Time Buyer Hermina Lukacy
Radio Research..... Edith Oliver
Radio Contract Mgr..... Lucille Webster

Branch Offices

6111 Sunset Boulevard, Hollywood, Calif.

Officers

Manager Calvin Kuhl
Radio Production & Writing... Max Marcin,
Jack Johnstone, Milton Geiger, Earl Mc.
Gill, Richard Lewis.
Production..... Wm. Spear, Wm. Lawrence
485 California St., San Francisco, Calif.

Robert L. Philippe

Radio Accounts Placed — Bulova Watch Co., Philip Morris & Co., Revelation Tobacco, Bond Street Tobacco, Westfield Watches, Eversharp, Inc., Procter & Gamble Co. (Lava Soap), Hills Bros., San-Nap-Pak Co., Lady Esther, Shenley Corp., Roma Wine.

BLACKETT-SAMPLE-HUMMERT

See Dancer-Fitzgerald-Sample

THE BLACKSTONE COMPANY

221 W. 57th St., New York 19, N. Y.
Phone Circle 7-7888

Officers

Radio Director..... Wm. T. Cavanagh

THE BLAINE THOMPSON CO.

234 West 44th St., New York 18, N. Y.

Phone BRyant 9-2480

ANPA — PPA

Officers

President-Treasurer Myer Lesser
 Vice-President..... John J. Shubert, Jr.
 Production Manager..... J. Adams
 Radio Director..... Marlo Lewis

W. EARL BOTHWELL**ADVERTISING AGENCY**

Standard Life Bldg., Pittsburgh, Pa.

Phone Court 6565

Officers

President..... W. Earl Bothwell
 Secretary-Treasurer..... A. A. Logan
 Radio Director..... H. B. Trautman
 Time Buyer..... T. H. Black, Jr.
 Asst. Radio Director..... Peg McMeekin
Radio Accounts Placed—P. Duff & Sons,
 Inc. (Duff's Baking Mixes).

BOTSFORD, CONSTANTINE & GARDNER

115 SW 4th, Portland 4, Oregon

Phone Atwater 9541

AAAA — ANPA — PPA — ABP

APA — NOAB

Officers

President..... David M. Botsford
 Treasurer..... Merle W. Manly
 Secretary..... Frankie Coykendall
 Vice-President..... C. P. Constantine

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

621 So. Hope St., Los Angeles 14, Cal.

Phone Michigan 1427

Vice-President..... Hassel W. Smith

Radio Accounts Placed—Tillamook County Creamery Assn.**STANLEY G. BOYNTON-NATIONAL RADIO AGENCY**

410-11 Fisher Bldg., Detroit 2, Mich.

Phone TRinity 1-2552

ABP—ANPA—PPA

President..... Stanley G. Boynton

Vice-President..... L. C. Boynton

Secretary..... V. V. Cory

Treasurer..... C. Taylor

Program Director..... Larry Payne

Branch Offices

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

Phone MURray Hill 2-0086

Radio Accounts Placed — Detroit Bible Class, Wesley Radio League, Blake Orange Growers, Berea Tabernacle, Rainbow Hour, My Old Kentucky Home, Worship Hour, Blake Orange Growers.

THE J. CARSON BRANTLEY ADVERTISING AGENCY

Post Building, Salisbury, N. C.

Phone 900

Officers

General Manager..... J. Carson Brantley
 Treasurer..... Robt. C. Lyerly
 Time Buyer..... A. N. Cheney
Radio Accounts Placed—Stanback Co., R. J. Reynolds Tobacco Co. (Brown's Mule Plug Tobacco), Duke Power Co., Owen Drug Co.

BRESNICK & SOLOMONT

216 Tremont St., Boston 16, Mass.

Phone Liberty 4732

ABP—ANPA—PPA

Officers

Principal..... Oscar Bresnick
 Principal..... Chester L. Solomont
 Account Executives..... Joseph Blue,
 Arthur Cohen, George J. M. Riseman.
Radio Accounts Placed—Federal Savings & Loan Assn. of New England, Dawson's Brewery, Inc., M. Hoffman & Co.

R. C. BRETH, INC.

310 Pine St., Green Bay, Wisc.

Phone Howard 134

ABP—ANPA—PPA

President..... R. C. Breth

Radio Accounts Placed—Home Mutuals Insurance Co., Western States Mutual Auto Ins., Co., Brillion Iron Works, Inc.

BRISACHER, VAN NORDEN & STAFF

310 Crocker Bldg., San Francisco, Calif.

Phone Garfield 0276

ANPA—APA—PPA—NOAB

Officers

President..... Emil Brisacher

Vice-President..... R. T. Van Norden

Account Executive..... Charles H. Gabriel

Branch Offices

Petroleum Bldg., Los Angeles, Cal.

Phone Prospect 9368

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

Phone, Plaza 8-1634

Vice-President..... R. T. Van Norden

Radio Accounts Placed—Acme Breweries, West Coast Soap Co., Peter Paul, Inc., Macey Jewelrv Co., Inc., Moore's Clothing Co., Par Soap Co., The Shasta Water Co., Standard Beverages, Sunset Magazine, Par-T-Pak, Golden Grain Macaroni Co.

BROOKE, SMITH, FRENCH & DORRANCE, INC.

82 Hancock Ave., East, Detroit 1, Mich.

Phone Columbia 0860

52 Vanderbilt Ave., New York 17, N. Y.

Phone MURray Hill 6-1800

AAAA — ANPA — PPA — ABP

APA — NOAB

Officers

Chairman of Board..... Sturges Dorrance

• • • **ADVERTISING AGENCIES** • • •

President.....Willard S. French
 Secretary-Treasurer.....Guy C. Smith
 Vice-President.....Charles W. Brooke
 Vice-Presidents.....H. M. Overstreet,
 Henry E. Pengel, Jr., C. C. Wilmot, J. G.
 Williams, Walter C. Ayers, Blount Slade
 Manager, Media Dept.....Herbert R. Bayle
 Director of Research.....Walter C. Ayers
 Director of Radio.....H. R. Bayle
Radio Accounts Placed—Detroit; Goebel
 Brewing Co., Hudson Motor Car Co., New
 York; State of Maine, Church & Dwight,
 Christmas Club.

•
BROOKS ADVERTISING AGENCY

416 W. 8th St., Los Angeles 14, Calif.
 Phone TRinity 0558
 ANPA

Officers

General Manager.....A. R. Brooks
 Secretary.....M. Jackson
 Space and Time Buyer.....A. R. Brooks
Radio Accounts Placed—Bekins Moving &
 Storage, Citizens Nat'l Trust & Savings Bank.

•
D. P. BROTHER & CO., INC.

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

Officers

President-Treasurer.....D. P. Brother
 Vice-President.....C. Hatch, Jr.
 Secretary.....E. M. Reitz
 Radio Time Buyer.....C. Georgi, Jr.
Radio Accounts Placed—AC Spark Plug &
 Oldsmobile Division of General Motors Sales
 Corp.

•
**FRANKLIN BRUCK ADVERTISING
 CORP.**

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

Officers

President.....Franklin Bruck
 Secretary and Radio
 Director.....M. J. Kleinfeld
 Vice-President.....Mort Heineman
 Radio Time Buyer.....Rae Elbroch
 Radio Traffic.....Milton Jurin
 Radio Production.....Howard Blake
 Research Director.....Jules Nathan
Radio Accounts Placed—North American
 Accident Insurance Co., Manhattan Soap
 Company, Johnson Candy Co., Fashion
 Frocks.

•
BUCHANAN & COMPANY, INC.

1501 Broadway, New York 18, N. Y.
 Phone MEdallion 3-3380
 AAAA — ANPA — PPA — ABP — SNPA

Officers

Chairman of Board.....Joseph A. Hanff
 President.....T. S. Buchanan
 Secretary.....A. Grace Barrett
 Vice-President & Treas.....John Hertz, Jr.
 Radio Director.....Jack Wyatt

Branch Offices

919 No. Michigan Ave., Chicago 11, Ill.
 Phone Superior 3047
 Vice-President.....George Enzinger
 427 West 5th St., Los Angeles 13, Cal.
 Phone Mutual 6316
 Vice-President.....Fred M. Jordan
 155 Montgomery St., San Francisco 4, Calif.
 Phone Yukon 2802
 Manager.....Ray Randall
Radio Accounts Placed—The Texas Co.,
 Paramount Pictures, Inc., The B. F. Good-
 rich Co., Bendix Aviation Corp., Soil Ott
 Mfg. Co., Rainier Brewing Co.

•
**BUCHANAN-THOMAS
 ADVERTISING CO.**

412 So. 19th St., Omaha 2, Nebraska
 Phone AT 2125
 ABP—ANPA—PPA

Officers

Partner.....C. C. Buchanan
 Partner.....L. H. Thomas
 Radio Director.....Adam Reinemund

•
LEO BURNETT COMPANY, INC.

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

Officers

President.....Leo Burnett
 Executive Vice-President.....R. N. Heath
 Secretary.....Naomi Burnett
 Treasurer.....E. Ross Gamble
 Vice-President.....DeWitt O'Kieffe
 Vice-President.....John Olson
 Director of Radio.....Frank W. Ferrin
Radio Accounts Placed—Network; Pure
 Oil Co.; National Spot; Lumbermen's Mut-
 ual Casualty Co.; Brown Shoe Co.; Pure
 Oil Co., The Chicago Sun.

•
**BYER & BOWMAN
 ADVERTISING AGENCY**

203 East Broad St., Columbus, Ohio
 Phone Main 3276
 ABP—ANPA—PPA—ABP—NOAB
 Co-owners.....Herbert Byer,
 Gus K. Bowman, Joel M. Burghalter
 Director of Radio.....Joel M. Burghalter

•
BERT BUTTERWORTH AGENCY

1606 North Hollywood Avenue
 Hollywood 28, California
 Phone Hollywood 7263
 Space Buyer.....Bert Butterworth
 Order Clerk.....Villa J. Pierce

HAROLD CABOT & CO., INC.

24 Milk St., Boston 9, Mass.
Phone HANcock 7690
AAAA—ANPA—APA

Officers

President-Treasurer.....Harold Cabot
Vice-President.....Donald D. Douglass
Vice-President.....John E. Kennedy
Vice-President-Art Director George R. Griffin
Assistant Treasurer.....Eveleth R. Todd
Time Buyer.....J. L. O'Brien
Radio Accounts Placed—H. P. Hood & Sons, Boston & Maine Railroad, The James Hanley Co., Douglas Shoe Co.

CAHN-MILLER, INC.

413 N. Charles St., Baltimore 1, Md.
Phone Saratoga 4466-7

Officers

President.....Louis F. Cahn
Secretary-Treasurer.....C. LeRoy Miller
Radio Accounts Placed—Chatham Home-spun Suits, Jarman Motors, Popular Club Beveridge Co., Reads' Drugs, N. Hess' Sons, Fraternity Federal, Elite Laundry, H. B. Davis Co.

CALKINS & HOLDEN

247 Park Ave., New York, N. Y.
Phone Wickersham 2-6900
AAAA—ABP—ANPA—PPA—
PRB—SAAA—SNPA

Officers

Secretary-Treasurer.....R. P. Clayberger
Radio Dept. Manager.....J. J. Griffin
Asst. Manager.....T. H. Young

Branch Office

333 No. Michigan Ave., Chicago, Ill.
Radio Dept. Manager.....R. A. Washburn
Radio Accounts Placed—Van Camp's, Inc., Oakite Products, Inc.

CAMPBELL-EWALD CO., INC. (Eastern Division)

10 Rockefeller Plaza, New York 20, N. Y.
Phone Circle 7-6383
AAAA—ABP—ANPA—PPA—NOAB

Officers

Chairman of Board.....H. T. Ewald
President & General Manager.....F. D. Richards
Vice-Presidents.....Duane W. Beurmann,
L. B. Dudley, T. Park Hay, W. E.
Blodgett, J. L. Spencer
Time Buyer.....E. A. Elliott
Program Director.....R. F. Hackenger

Branch Offices

1206 19th St., N. W. Washington, D.C.
Phone Metropolitan 5670
Manager.....Emmett Deady

CAMPBELL-EWALD CO.

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

Officers

President.....Henry T. Ewald
Executive Vice-President.....R. H. Crooker
Vice-Pres. & Gen. Mgr.....W. W. Lewis
Vice President-Media Director.....J. J. Hartigan

Branch Offices

230 N. Michigan Ave.,
Central 1946
Chicago, Ill.

Manager.....E. W. Clements

CAMPBELL-MITHUN, INC.

1370 Northwestern Bank Bldg.
Minneapolis, Minn.
Phone ATLantic 3231

ANPA—PPA—APA—APB—NOAB

Officers

Chairman of Board.....R. B. Campbell
President.....Ray O. Mithun
Secretary.....H. L. Wagoner
Vice-Pres.....J. A. Rheinstrom
Trcas. & Time Buyer.....R. E. Pendergast
Radio Dir.....Louis Knopp
Radio Accounts Placed — Land O' Lakes Creameries, Taystee Bread.

THE CAPLES COMPANY

535 Fifth Ave., New York, N. Y.
Phone LEXington 2-0850
ANPA—PPA—APA—NOAB

Officers

President.....R. C. Caples
Vice-President.....Lynn B. Clarke
Time Buyer.....Ruth D. Folster

Branch Offices

225 East Erie St., Chicago, Ill.
Phone Superior 6016
Vice-President-Secretary-Treasurer,
R. N. Hartsing
1504 Dodge St., Omaha, Nebr.
Phone Jackson 1107
Vice-President.....L. M. Branch
Radio Department Head....Russell Rullman
412 West Sixth St., Los Angeles, Calif.
Phone Mutual 4143
Manager.....Arthur Caron

Radio Accounts Placed — American Express; Union Pacific Railroad; Chicago & North Western Railway; Railway Express Illinois Central.

CARY-AINSWORTH, INC.

908-10 Liberty Bldg., Des Moines 9, Iowa
Phone 4-0375
ABP—ANPA—PPA—APA

Officers

President.....R. H. Cary
Vice-President.....David Ainsworth
Secretary.....Evyonne Kordick
Time Buyer.....R. H. Cary
Production Manager.....Harold Wierwill
Radio Accounts Placed—Chamberlain Sales Corp., Oelwein Chemical Co., Geppert Studios, Thompson Hybrid Corn Co.

• • • **ADVERTISING AGENCIES** • • •

CASANAVE & PEARSON

1600 Broadway, New York, N. Y.
Phone Circle 6-1648

Officers

President.....Chas. Casanave
Vice-Pres. & Radio Dir.....C. H. Pearson
Radio Account Placed—Cooper Safety Razor Co.

NELSON CHESMAN COMPANY

Hamilton Trust Bldg., Chattanooga 8, Tenn.
Phone 6-4942

SNPA

Officers

Pres. & Treas.....Henry Tritschler
Vice-Pres.....John E. Fontaine
Time Buyer.....H. Tritschler
Radio Accounts Placed—The Chattanooga Medicine Co., Fleetwood Coffee Co., Southern Agriculturist.

CECIL & PRESBREY, INC.

247 Park Ave., New York 17, N. Y.
Phone Wickersham 2-8200

ANPA—AAAA—PPA—APA—NOAB

Officers

Ch. Bd.....Chas. Presbrey
Time Buyer.....Harry Parnas
Radio Dir.....T. G. Sabin

C. P. CLARK, INC.

2411 West End Ave., Nashville, Tenn.
Phone 7-6602

ABP — ANPA — PPA — SNPA — NOAB
First Advertising Agency Group

Officers

President-In Charge of Radio....C. P. Clark
Secretary-Treasurer.....D. G. Goodwin

THE CLEMENTS COMPANY, INC.

1601 Chestnut St., Philadelphia, Pa.
Phone Rittenhouse 0236

Officers

President-Treasurer.....I. W. Clements
Vice-President-Secretary...E. D. Masterman
Director of Radio.....Alice Clements
Radio Accounts Placed—Network: Modern Food Process Co., F. G. Vogt & Sons, Pharmaco, Inc., Hudson Coal Co., Horn & Hardart, Certified Milk Assn.

RUSSELL C. COMER ADVERTISING CO.

Land Bank Building, Kansas City, Mo.
Phone HArrison 3964

APA

Officers

President.....Russell C. Comer
Vice-President.....John C. Fehlandt
Secretary.....A. M. Rockie
Treasurer.....Cecil W. Trapp
Recording Engn.....F. Ries

COMPTON ADVERTISING, INC.

630 Fifth Ave., New York, N. Y.
Phone Circle 6-2800

AAAA—ABP—ANPA—PPA—PBR—
SAAA—SNPA

Officers

President.....Richard Compton
Executive Vice-President.....Trell Yocum
Secretary-Treasurer.....Leonard T. Bush
Vice-Presidents.....Leonard T. Bush,
Harold S. Barnes, Gordon Aymar, Craig Davidson, John E. McMillin, Guy Richards, Edward Battey, Jr., Frank Griffin
Director of Radio.....Storrs Haynes
Ass't Head, Radio Dept...Lewis H. Titterton
Program Director.....Carlis K. Wilber
Casting Director.....Isabel Olmstead
Publicity Director.....Lilian Schoen
Radio Time Buyers.....Murray Carpenter,
Frank B. Kemp.

Branch Offices

Socony Vacuum Bldg., Chicago, Ill.
Manager.....L. O. Holmberg
New Center Bldg., Detroit, Mich.
Manager.....R. W. Heizer
Bryant Bldg., Kansas City, Mo.
Manager.....Merrell Boyce
Radio Account Placed—Procter & Gamble Co. (Ivory Soap, Ivory Flakes, Crisco, P. & G. Naptha Soap, Fluffo, Barsalou Soap, Duz), Wheatena Corp., William S. Scull Co. (Boscul Coffee and Minute-Man Soups), Socony-Vacuum Oil Co., American Home Products Co., Kruger Brewing Co., Kolynos Tooth Powder, Kelly Springfield Tires, Allis Chalmers Co.

COOLIDGE ADVERTISING CO.

308-311 Insurance Exchange, Des Moines, Ia.
Phone 2-0221

AAAA — ABP — ANPA — PPA — APA

Officers

President.....Paul Blakemore
Vice-President.....Henry Kroeger
Production Manager.....N. E. deReus

COWAN & DENGLER, INC.

527 Fifth Ave., New York 17, N. Y.
Phone MURray Hill 2-0940

ANPA — PPA — NOAB — APA

Officers

President.....Stuart D. Cowan
V-P, Secretary-Treasurer.....H. W. Dengler
Media Director-Time Buyer,
Miss A. Marie Maus
Office Manager.....William Erichs
Radio Accounts Placed—American Agricultural Chemical Co., Walban Corp.

JOHN GILBERT CRAIG ADV.

903 Shipley St., Wilmington, Del.
Phone 6185

ABP—APA—NAAN

Officers

President.....J. C. Craig
Vice-Pres.....R. V. Craig
Sec. & Treas.....K. W. Anderson

THE CRAMER-KRASSELT CO.

733 N. Van Buren St., Milwaukee, Wis.
Phone Daly 3500
AAAA — ABP — ANPA — PPA
APA — NOAB

Officers

President.....A. W. Seiler
Executive Vice-President.....H. N. Pasteur
Vice-Presidents.....H. T. Dyson,
C. W. Faude, A. J. Spoerl
Secretary.....F. Aumueller
Treasurer.....P. A. Schmidt
Director of Media.....L. H. Ness
Asst. Director of Radio.....Loretta Mahar
Radio Accounts Placed—Plankinton Pack-
ing Co., John Graf Co., Luick Ice Cream Co.

CRITCHFIELD & COMPANY

720 North Michigan Ave., Chicago 11, Ill.
Phone Superior 3061
ANPA — APA — PPA — NOAB

Officers

President.....Scott S. Smith
Secretary.....R. C. Scrvniger
Vice-President.....E. P. Nesbitt
Radio Director.....M. E. Blackburn
Radio Accounts Placed—Wheeling Steel
Corp.

CRUTTENDEN & EGER

64 E. Lake St., Chicago 1, Ill.
Phone Central 7830
PPA—APA—ABP

Owner.....Edmund I. Eger

D'ARCY ADVERTISING COMPANY

Missouri Pacific Bldg., St. Louis 3, Mo.
Phone Central 6700
AAAA — ANPA — PPA — ARP — PRB —
SAAA—SNPA—NOAB

Officers

President.....W. C. D'Arcy
Secretary-Treasurer.....C. C. Pangman

Branch Offices

515 Madison Ave., New York 22, N. Y.
Phone Eldorado 5-5435

Vice-President in Charge of

Radio.....Alfred N. Steele
Radio Dept.....J. T. Irvine
Wallace Pflueger

Terminal Bldg., Cleveland, Ohio
Phone Cherry 0153

Stanley Seward, H. M. Cooper
P. O. Box 1734, Atlanta, Ga.
Phone Vernon 0021

J. H. Kinsella
90 Broadway Ave., Toronto, Canada
Gramont Altenbernd

Radio Account Placed—The Coca-Cola Co.

DANCER-FITZGERALD-SAMPLE

221 No. La Salle St., Chicago 1, Ill.
Phone Dearborn 0900
ABP—ANPA—APA—PPA—ABC—NOAB

Officers

Partners.....H. M. Dancer,
C. L. Fitzgerald, J. G. Sample
Treasurer.....Paul Keenan
Acct. Execs.....Kenneth F. Beirn,
D. D. Brown, Joseph Greeley, Thomas L.
Greer, Robert F. Hussey, James S. Lind,
A. W. Neally
Radio Supervisors.....Carl Stanton,
Roy Winsor, George Stellman, Philip
Bowman, Charles L. Hotchkiss
Dir. of Research and Media....C. A. Wolcott
Space Buyers.....Paul K. Flavin
J. L. Snodgrass
Dir. of Radio Time Buying...J. James Neale
Copy Supervisors.....James Tennyson
W. Norman Graham, Hazel F. Gwynn
Director of Art.....A. F. H. Armstrong
Art Directors.....Stuart Rae,
Frank Livingston
Director of Merchandising.....A. O. Meyer

Branch Offices

247 Park Ave., New York 17, N. Y.
Phone Wickersham 2-2700

Acct. Execs.....Bertram H. Carter,
Frank A. Kearney, Robert A. McNell,
Joseph I. Palistrant, A. W. Spence,
George G. Tormey
Director Creative Dept.....Erwin D. Swann
Art Director.....William Irwin
Room 1014, Taft Building, 1680 Vine St.,
Hollywood, Calif.
Phone Hempstead 0716

Manager Western Office.....James West
Radio Talent.....Ann Parks
Radio Accounts Placed—Affiliated Prod-
ucts, Inc., Alba Chemical Company, Anacin
Company, Bayer Company, Bi-So-Dol Com-
pany, Boyle, A. S., Company, Continental
Illinois National Bank & Trust Co., Falstaff
Brewing Corp., General Mills, Inc., Hirestra
Labs., Inc., Kilmer & Co., Inc., Knowlton
Danderine Co., Kolynos Company, Inc.,
Larned Corp., The, Midway Chemical Com-
pany, Mystic Laboratories, Phillips, Chas. H.,
Chemical Co., Procter & Gamble Company,
The, Sterling Products Company, Valmont
of Canada, Watkins, R. L., Co.

JIMM DAUGHERTY, INC.

706 Chestnut St., St. Louis, Mo.
Phone Main 0790-0791
ABP — PPA

Officers

President-Time Buyer..James M. Daugherty
Service Director.....Joseph E. Schmitt
Radio Accounts Placed—Pepsi-Cola Bot-
tlers of St. Louis, Meyer Bros. Drug Co.,
St. Louis Dairy Co.

• • • **ADVERTISING AGENCIES** • • •

BEN DEAN ADVERTISING AGENCY

207 Houseman Bldg., Grand Rapids, Mich.
Phone 8-0666
APA—ABP

Owner.....Ben Dean
Asst.....Mildred Juneau

•

DOE-ANDERSON ADVERTISING AGENCY

308 Martin Brown Bldg., Louisville 2, Ky.
Phone Wabash 3193
ANPA—PPA—APA—SNPA

Officers

President.....Elmer H. Doe
Account Executive.....Warwick Anderson
Radio Accounts Placed—Frce & Peters, Inc., Radio Station WAVE, Radio Station WHO, Radio Station WDAY, Radio Station WDBJ, Radio Station WPTF, Radio Station

•

THE RALPH L. DOMBROWER CO., INC.

Dombrower Bldg., Richmond, Va.
Phone 3-1113

AAAA—ABP—ANPA—PPA—SAAA—SNPA

Officers

President.....R. L. Dombrower
Vice-President.....M. L. Wallerstein
Secretary.....L. E. Carney
Manager Radio Dept.....J. C. Fulmer
Radio Accounts Placed—E. P. Murphy & Son, Inc., British-American Ambulance Corps, Inc.

•

DONAHUE AND COE, INC.

1270 Sixth Ave., New York 20, N. Y.
Phone Columbus 5-4252

ANPA — PPA — ABP — PRB — SNPA

Officers

President.....Edward J. Churchill
Treasurer.....W. B. Patterson
Secretary.....O. A. Kingsbury
Radio Dir. & V-President...Edw. J. Fitzgerald
Time Buyer.....Joe Lincoln
Script Chief.....Latham Owens
Production.....Robert Monroe

Branch Office

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

Manager.....H. L. Morrill, Jr.
Radio Accounts Placed—Scholl Mfg. Co., Metro-Goldwyn-Mayer, Grove's Labs, Beaumont Co., Goldwyn Productions, Republic Pictures, Cagney Productions, N. Y. Herald Tribune, Atlantic Beer, Radio City Music Hall

•

DOREMUS & CO.

120 Broadway, New York 5, N. Y.
Phone REctor 2.1600

ANPA—PPA—APA—ABP—NOAB

Officers

President.....Wm. H. Long, Jr.
Exec. Vice-Pres.....W. H. Burnham
Treasurer.....R. 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

•

SHERMAN K. ELLIS & CO.

247 Park Ave., New York 17, N. Y.
Phone PLaza 5-7711

AAAA—ANPA—PPA—APA

Officers

President-Treasurer.....Sherman K. Ellis
Exec. Vice-President.....C. E. Staudinger
Vice-Presidents.....E. S. Pratt,
John F. Price
Radio Time Buyer.....Harry Torp

Branch Offices

141 W. Jackson Blvd., Chicago, Ill.
Phone Harrison 8612

Radio Executive.....Palmer Clark
Radio Accounts Placed—Quaker Oats Co., Chop Stick Co.

•

ERWIN, WASEY & CO., INC.

Graybar Bldg., 420 Lexington Ave.,
New York 17, N. Y.

Phone MOhawk 4-8700

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

Officers

President.....Louis R. Wasey
Vice-President-General Manager,

Howard D. Williams

Treasurer.....A. G. Van Utt
Director of Radio.....C. H. Cottington
Asst. Radio Director.....Joe Brattain
Radio Production.....Frank Haas
Woman's Program.....Peg de Gripenberg

Branch Offices

Erwin Wasey & Co., Ltd.

230 N. Michigan Ave., Chicago, Ill.
Phone Randolph 4952

Vice-President.....L. R. Northrup
Erwin Wasey & Co. of Minnesota
Rand Tower, Minneapolis, Minn.
Phone Atlantic 1223

President.....Mac Martin
Erwin Wasey & Co. of the Pacific Coast
333 Montgomery St., San Francisco, Calif.
Phone Exbrook 7004

Vice-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

First National Bank Bldg.,
Oklahoma City, Okla.

Vice-President.....Harold Holsell
Radio Accounts Placed—Lydia E. Pinkham
Medicine Co., Musterole Co., The Barbasol
Co., Consolidated Cigar Co., Carnation Co.,
R. B. Semler, Inc., Zonite Products Co.,
Primrose House, Inc., Seeck & Kade, S. C.
Johnson & Son, Inc., Mason, Au & Magen-
heimer Conf. Mfg. Co., Petri Wine Co., Na-
tional Lead Co., Leslie Salt Co., Langendorf
United Bakers, Inc., Schuckl Rancho Soup,
Ballard & Skellet, Nash Coffee Co., Reis Bot-
tling Works, Salisbury & Saterlee Co., Sturdi-
wheat Co.

WILLIAM ESTY & COMPANY

100 East 42nd St., New York 17, N. Y.
Phone Caledonia 5-1900

Officers

President and Treasurer.....William Esty
Secretary.....E. H. Cummings
Director of Radio.....Thos. D. Luckenbill
Time Buyers.....John C. Esty,
Richard Grahl.
Radio Producers.....Don Bernard,
Phil Cohan, Al Foster, Martin Gosch,
Kenneth MacGregor, Tom Reilly, Tom
Wallace.

Radio Accounts Placed—R. J. Reynolds
Tobacco Co., Lehn & Fink Products, Inc.,
Pacquin's Hand Cream, Thomas Leeming &
Co., Colgate-Palmolive-Peet Co., Piel Bros.

FEDERAL ADVERTISING AGENCY, INC.

444 Madison Ave., New York 22, N. Y.
Phone Eldorado 5-6400

AAAA — ANPA — PPA — ABP

Officers

President.....Robert Tinsman
Vice-Presidents.....James O'Brien,
Jules B. Singer, Joseph Beck, Kenneth
Plumb, C. G. Wright, Donald Parsons,
Macgregor Armiston

Treasurer.....George Dietrich
General Manager-Secretary..George Dietrich
Radio Director.....J. S. Davidson
Time Buyer.....Penelope Simmons
Publicity Director.....W. Baxter

Radio Accounts Placed—American Safety
Razor Corp., Joseph Dixon Crucible Co.
(Ticonderoga Pencils), J. F. Trommer Co.,
Inc., General Cigar Co., National Biscuit Co.
(for Nabisco, Shredded Wheat, Shreddies),
Rockwood & Co., Durkee Famous Foods
(Durkee's Dressing).

HARRY FEIGENBAUM ADVERTISING AGENCY

1420 Walnut St., Philadelphia, Pa.
Phone Pennypacker 3623

ANPA — PPA

Officers

President.....Harry Feigenbaum
Radio Dept. Manager.....David Wermen
Radio Director & Talent.....Ralph A. Hart

FERRY-HANLY COMPANY

3200 Fidelity Bldg., Kansas City 6, Mo.

Phone HArrison 4890

AAAA—ABP—ANPA—PPA—NOAB

Officers

President.....C. P. Hanly
Vice-Presidents.....Bruce B. Brewer,
H. M. Montgomery, C. L. Collette
Secretary-Treasurer.....O. P. Luther

New York Office

500 Fifth Ave., New York 18, N. Y.

Phone LOngacre 5-5000

Manager.....H. M. Montgomery

Chicago Office

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

Phone CEntral 8333

Manager.....C. L. Collette

Radio Accounts Placed—Skinner Mfg. Co.,
Nutrena Mills, Inc., Faultless Starch Co.,
Johnson & Johnson (TEK toothbrushes).

LAWRENCE FERTIG & CO., INC.

149 Madison Ave., New York 16, N. Y.

Phone MUrray Hill 4-3300

ABP—ANPA—PPA—APA—NOAB

Officers

President & Treasurer.....Lawrence Fertig
Radio Director.....Henry Bretzfeld
Radio Accounts Placed — Smith-Douglass
Co., Inc.

ROBERT G. FIELDS & CO.

Warner Bldg., Nashville, Tenn.

Phone 6-1977

PPA — SNPA — ABP

Officers

President.....Robert G. Fields

FITZGERALD ADVERTISING AGENCY, INC.

202 Southern Bldg., 833 Howard Ave.,

New Orleans 13, La.

Phone Raymond 5194

AAAA — ANPA — PPA — SNPA

APA — ABP — NOAB

Officers

President.....Joe L. Killeen
Vice-President.....Joseph H. Epstein
V.-P. and Time Buyer.....Leonard Gessner
Secretary-Treasurer.....Roy M. Schwarz
Radio Director.....Martha Dulin
Radio Account Placed—Wesson Oil &
Snowdrift Sales Co.

FLACK ADVERTISING AGENCY

Hills Bldg., Syracuse 2, N. Y.

Phone 2-3129

ABP — ANPA — PPA — APA

Officers

Owner.....John B. Flack
Radio Account Executive

Richard H. Wickham

Radio Accounts Placed—Netherland Dairy,
Keepsake Diamond Rings, Napteen Labs,
Bardeen's, Inc.

FOLEY ADVERTISING AGENCY

1012 NBC Bldg., Cleveland, Ohio
Phone Cherry 1490
ANPA

Officers

President.....Robert B. Foley
Space Buyer.....Helen M. Little
Radio Accounts Placed—I. J. Fox, Inc.,
The Bing Co., Ohio Floor Covering Co.,
Perry Auto Stores.

FOOTE, CONE & BELDING

919 N. Michigan Ave., Chicago, Ill.
Phone Superior 4800
AAAA — ANPA — ABP — PPA

Officers

Chairman of the Board.....Don Belding
PresidentEmerson Foote
Chairman, Executive Committee
Fairfax Cone
Executive Vice-President....E. I. Harrington
Secretary-Treasurer.....William R. Sachse
Radio Production Manager.....Vic Hunter
Radio Time Buyer.....G. Lemper

Branch Offices

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

President.....Emerson Foote
Radio Manager.....Lee Strahorn
Radio Time Buyer.....G. Lemper
601 West Fifth St., Los Angeles, Calif.
Phone Michigan 7651

Chairman of Board.....Don Belding
235 Montgomery St., San Francisco, Calif.
Phone Sutter 2355

Executive Vice-President....H. K. Reynolds
6117 Sunset Blvd., Hollywood, Calif.
Phone Hollywood 6265

Radio Production Managers....T. F. Smith,
Tom Sawyer, Paul Phillips, Arnold
Maguire

Radio Accounts Placed — Albers Milling
Company, All Year Club of Southern Cali-
fornia, The American Tobacco Company, Ar-
mour & Company, Beatrice Creamery Com-
pany, Bechtel, McCone & Parsons, Bourjoise-
Chanel-Barbara Gould, California Fruit Grow-
ers Exchange, Californians, Inc., Carnation
Company (Fresh Milk & Ice Cream Divi-
sion), Cities Service Company, Commercial
Investment Trust, Inc.

Commercial National Bank & Trust Co. of
New York, Commonwealth Edison Company,
Del Monte Properties Company, Frigidaire
Division, General Motors; Hartwell Aviation
Supply Company, International Cellucotton
Products Company, Jell Well Dessert Com-
pany, Kimberly-Clark Corporation, Lindsay
Ripe Olive Company, Lockheed Aircraft Cor-
poration, Menasco Manufacturing Company,
Milk Industry of San Francisco, Montgomery
Ward & Company, New York Central.

Pacific Mutual Life Insurance Company,
People's Gas, Light & Coke Co.; The Pepsod-
ent Company, Prune Proration Zone No. 1,
Public Service Corporation of Northern Illi-
nois, Purex Corporation, Ltd., RKO Pictures,
Inc., RKO Theatres, Roos Bros., Safeway
Stores, Inc., Security First National Bank of
Los Angeles, Southern Pacific Company,
Stagg-Finch Distillers Corp., Sun-Maid Raisin
Growers Association, Sunnyvale Packing
Company, Union Oil Company, Vega Aircraft
Corporation, Western United Gas & Electric
Company.

FORT & COMPANY

Wilder Bldg., Charlotte 1, N. C.
Phone 4-7122
APA — SNPA

Officers

President.....John L. Fort
Radio Accounts Placed—A. K. Sutton, Inc.,
McCoy's Service Stations, T. W. Garner Food
Co. (Local).

**ALBERT FRANK-GUENTHER LAW,
INC.**

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

Officers

Chairman of the Board....Emmett Corrigan
President.....Frank J. Reynolds
First Vice-President & Treasurer

Victor J. Cevasco
Vice-President & Secretary Harold E. Maples
Radio Department.....John V. McAdams

Branch Offices

Post Office Square, Boston, Mass.
Phone Hancock 5900

Packard Bldg., Philadelphia, Pa.
Phone Rittenhouse 3915

1 La Salle St., Chicago, Ill.
Phone Dearborn 8910

155 Sansome St., San Francisco, Calif.
Phone EXbrook 3484

HARRY M. FROST CO., INC.

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

President.....Karl M. Frost
Treasurer.....Harry M. Frost
Asst. Treas.....Edith G. Robinson
Production Manager.....Harold E. Bessom
Secretary.....Harvey P. Newcomb
Radio Director & Time Buyer

Harvey P. Newcomb

Branch Offices

Lynn, Mass.

Radio Accounts Placed — Durkee-Mower,
Inc., CeLect Baking Co., Cold Spring Brew-
ing Co., Eastern Racing Assn., Eldred &
Barbo, National Bakers' Service, Shubert
Theatres, Supreme Wine Co., Whipple Co.

FULLER & SMITH & ROSS, INC.

71 Vanderbilt Ave., New York 17, N. Y.

Phone MURray Hill 6-5600

1501 Euclid Ave., Cleveland, Ohio

Phone CHerry 6700

AAAA — ANPA — PPA — ABP

APA—ABC—NOAB

Officers

President (Cleveland).....A. L. Billingsley

Chairman of the Board (New York)

J. E. Wiley

Secretary-Treasurer (Cleveland)

C. C. Reidenbaugh

Radio Director (New York)....Lee Williams

Radio Accounts Placed—Alcoa.**GARDNER ADVERTISING CO.**

915 Olive St., St. Louis 1, Mo.

Phone GARfield 2915

AAAA — ABP — ANPA — PPA — PRB

SAAA — SNPA

Officers

Chairman of Board.....H. S. Gardner

President.....E. G. Marshutz

Executive Vice-President...Mrs. E. P. Proetz

Secretary.....E. A. W. Schulenburg

Treasurer.....E. R. Gardner

Director of Radio (St. Louis)...C. E. Claggett

Branch Offices

9 Rockefeller Plaza, New York, N. Y.

Phone COLUMbus 5-2000

Vice-President in Charge of Radio,

Roland Martini

215 Pershing Road

Phone HARRison 7535

Radio Accounts Placed—Pet Milk Co., Ralston Purina Co., Cupples Co. (Kent Vitamins), B-1 Beverage Company, H. D. Lee Company.**GARFIELD & GUILD ADVERTISING AGENCY**

660 Market St., San Francisco, Calif.

Phone EXbrook 3420

PPA—ANPA—NOAB—ABP—APA

Officers

President.....Sidney Garfield

Vice Pres. & Director of Radio..Walter Guild

Radio Time Buyer.....Bertha Rios

Radio Accounts Placed—Brite-Ize, Brody's, Capwell, Sullivan & Furth, El Dorado Oil Co., Euclid Candy Co., Alice Frock, Haskins Bros., Hurley Marine Works, Good Foods, Inc., Gravem-Inglis Baking Co., Kay Jewelers, Valley Church of the Air, Smith's, No-Doz Awakeners, Northrup King & Co., Remar Baking Co., Rosefield Packing Co.**W. W. GARRISON & COMPANY**

400 N. Michigan Ave., Chicago, Ill.

Phone SUPERior 8191

ABP — ANPA — PPA

Officers

President.....W. W. Garrison

Vice-Presidents.....Brooks Middleton,

Earl Lines

Time Buyer.....G. P. Schill

Radio Accounts Placed—Florida Citrus Exchange, W. A. Sheaffer Pen Co. (foreign).**GEYER, CORNELL & NEWELL, INC.**

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

Phone WICKersham 2-5400

AAAA — PPA — ANPA

Officers

PresidentBertram B. Geyer

Exec. Comm. Chairman.....Joe M. Dawson

Vice-Presidents.....H. W. Newell,

R. M. Ganger, J. W. Bertch, Manfred Darmstadter

Radio Director.....Eleanor Larsen

Branch Offices

V. B. Bldg., Dayton, O.

Phone FULTon 4145

Manager.....E. G. Frost

14250 Plymouth Rd., Detroit, Mich.

Phone, Hogarth 5520

Manager.....H. M. Hempstead

Hibbs Bldg., 725 - 15th St., N.W., Wash., D. C.

V. P. & Manager.....J. W. Bertch

Radio Accounts Placed—E. R. Squibb & Sons.**GILLHAM ADVERTISING AGENCY**

Continental Bank Bldg.,

Salt Lake City, Utah

Phone 4-5516

ANPA — APA — ABP

Officers

President & Treasurer.....M. C. Nelson

Vice-PresidentsJ. Y. Tipton,

Lon Richardson

Secretary.....Virginia Murray

Copywriter.....Mary Lou Ritchie

Radio Director.....Victor V. Bell

Radio Accounts Placed—Sego Milk Products Co., Utah Oil Refining Co., Excelcis Products Co., Mountain Fuel Supply Co., Royal Baking Co., Walker Bank & Trust Co., Sweet Candy Co., Cloverleaf Dairy, Tracy Loan & Trust Co., Utah Finance Co., Utah Power & Light Co., Union Pacific R. R., Utah State Fed. of Labor, First Federal Savings & Loan Assn.**GLASER ADVERTISING, INC.**

Statler Bldg., Boston 16, Mass.

Phone HUBbard 7188

AAAA — ABP — ANPA — PPA — APA

Officers

President.....Louis Glaser

Radio Director.....M. B. Collins

Production Manager Thomas F. Eccleston, Jr.

Radio Accounts Placed—Hathaway Bakeries, Inc., Rose-Derry Co.**GLASSER-GAILEY & CO.**

3275 Wilshire Blvd., Los Angeles 5, Calif.

Phone FL 2141

Officers

Partner.....G. F. Glasser

Radio Director.....P. E. Gailey

Time Buyer.....K. C. Jones

RAY K. GLENN ADVERTISING

1366 First Natl. Bldg., Oklahoma City 2, Okla.
Phone 3-5439

ABP—ANPA—SAAA—SNPA—NOAB

Officers

General Manager.....Ray K. Glenn
Radio Director.....Lowe Runkle

Branch Offices

1342 Liberty Bank Bldg., Dallas, Texas
Phone CENTral 3334

Manager.....T. A. Workman

1615 Fort Worth Natl. Bank Bldg.,
Fort Worth, Texas
Phone 2-2575

Manager.....Duke Burger, Jr.

Radio Accounts Placed—The Frito Co.,
Globe Laboratories, Bewley Mills, William-
son-Dickey Mfg. Co., Producers Creamery
Co., Cains Coffee Co., Hardeman-King Co.

**GLICKSMAN ADVERTISING CO.,
INC.**

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

Phone PLaza 8-0716

ABP — ANPA — PPA

Officers

President.....Joseph Glicksman

Vice-President-Secretary.....William Glicksman

Treasurer.....David Glicksman

Radio Director.....Jos. Glicksman

Radio Accounts Placed—Adam Hats, Portis
Bros. Hat Co.

GOODKIND, JOICE & MORGAN

919 North Michigan Ave., Chicago, Ill.

Phone Superior 6747

AAAA—ANPA—PPA—ABP

*Affiliated with Raymond R. Morgan Co.
Hollywood, Calif.*

Officers

President.....Clyde M. Joice

Vice President-Treasurer.....M. Lewis Goodkind

Vice-President-Merchandising,
Harlow P. Roberts

Copy Chief.....Garrick M. Taylor

Space Buyer.....Florence A. Neighbors

Radio Accounts Placed—Service Stores,
Inc., Planters Nut & Chocolate Co., Golden-
rod Ice Cream Co., Planters Edible Oil Co.,
Tatman, Inc., Straus Securities Co., Iowa Soap
Co., Pine Forest Co., Hooker Glass & Paint
Co.

**GOTHAM ADVERTISING
COMPANY**

2 West 46th St., New York 19, N. Y.

Phone LOngacre 5-2616

APA—ABP—ANPA—PPA

Officers

President.....C. E. Harris

Radio Director.....Arthur A. Kron

Radio Accounts Placed—McCann Pure
Food Hour, Chichester Chemical Co., Morris
Plan Bank.

GRANT ADVERTISING, INC.

1313 Gulf States Bldg., Dallas, Texas

Phone RIVERSide 8121

ABP—ANPA—PPA—PRB—SNPA

Officers

President.....Will C. Grant

Vice-Presidents.....Claude R. Miller,
George C. Bayna, Eugene W. Cooper

Radio Directors.....L. G. Harris,
D. Lockhart

Branch Offices

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

Phone SUperior 9052

Radio Director.....James Whipple

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

Phone CIrcle 5-4485

Radio Dept.....John C. Morrow,
Perry Dickey, Jim McClain, Evelyn
Elam

Edif. Guardiola, Mexico City, Mexico

Phone 6-1380

Padre Mier 474, Monterrey, Mexico

Radio Accounts Placed—Vick Chemical
Co. (Vitamins Plus), Mars, Inc., Cudahy
Packing Co., American Chicle Co. (Bee-
man's).

GREEN-BRODIE, INC.

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

Phone PLaza 3-9533

ANPA — PPA

Officers

President.....Julian P. Brodie

Secretary-Treasurer.....Alan Green

Vice President-Art Director.....Murray A. Levin

Production Director.....Harold Lebow

Radio Dept.....Julian P. Brodie

Radio Accounts Placed—Pieter deWitt Dia-
monds, Ltd., Trade Bank & Trust Co.

**GREY ADVERTISING
AGENCY, INC.**

166 West 32nd St., New York 1, N. Y.

Phone CHickering 4-3900

ABP — ANPA — PPA — NOAB — APA

Officers

President.....Lawrence Valenstein

Executive Vice-President.....Arthur C. Fatt

Supervisor of Radio.....Herschel Deutsch

Time Buyer.....Maria J. White

Radio Accounts Placed—Berkely Razor
Blades, Dif Corp., Lambert Bros., Major "B"
Vitamins, Miles Shoe Stores.

GRISWOLD-ESHLEMAN

2700 Terminal Tower, Cleveland 13, Ohio

Phone MAin 7626

AAAA—ANPA—PPA—APA—APB—NOAB

Officers

President.....C. L. Eshleman

Radio Director.....Earl R. Preble

Radio Accounts Placed—Fleetwing Corp.

JULIAN GROSS ADVERTISING AGENCY

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

Officers

OwnerJulian Gross
Radio Director.....Geraldine K. Ray
Account Executive.....M. Gold

M. H. HACKETT CO.

9 Rockefeller Plaza, New York, N. Y.
Phone Circle 6-1950

ABP — ANPA — PPA — NOAB

Officers

Partner.....Montague H. Hackett
Members:.....Robt. D. Spahn,
John Small, Henry C. Bainbridge, Louis
Redmond, Aida Stearns.
Radio Accounts Placed—Riggio Tobacco
Corp., Chatham Mfg. Co.

HART-CONWAY CO., INC.

Genesee Valley Trust Bldg., Rochester, N. Y.
Phone Main 2073

ANPA — APA

Officers

President.....H. Lyman Hart
Secretary.....M. Brinkman Hart
Vice President.....Harold E. Kennedy
Radio Director.....John P. Street

GEORGE H. HARTMAN CO.

307 North Michigan Ave., Chicago 1, Ill.
Phone State 0055

ANPA — PPA — APA — ABP — NOAB

Officers

President.....George H. Hartman
Secretary-Treasurer.....Frank R. Hartman
Radio Director.....Thomas Kivlan
Radio Accounts Placed—Hartz Mountain
Products, Nelson Bros. Co., Simoniz Co.,
P. A. Starck Co., Sawyer Biscuit Co.

HENRI HURST & McDONALD, INC.

520 N. Michigan Ave., Chicago 11, Ill.
Phone Superior 3000

ANPA—PPA—APA—ABP—NOAB

Officers

PresidentW. B. Henri
SecretaryW. D. McDonald
TreasurerJ. F. Hurst
Space Buyer.....Louis C. Paul
Radio Director.....W. S. Shartle
Radio Accounts Placed—Network: Hall
Bros., Inc., Skelly Oil Co., John Morrell &
Co. National Spot: John Morrell & Co.,
Ballard & Ballard Co., Carolene Products
Co., Elatz Brewing Co., Acme White Lead &
Color Works.

HILLMAN-SHANE-BREYER, INC.

403 W. 8th St., Los Angeles, Calif.
Phone Vandike 5111

Officers

President.....David S. Hillman
Vice-Pres. & Radio Div.....Donald A. Breyer
Time Buyer.....S. Schonfeld

HIXON-O'DONNELL ADV., INC.

19 West 50th St., New York 20, N. Y.
Circle 5-6590

ANPA—PPA—APA—ABP—NOAB

Officers

President & Treasurer.....S. M. Morey
Vice-President.....Thos. E. Orr
V.-P. & Radio Director.....L. B. Van Doren

Branch Office

555 S. Flower St., Los Angeles, Calif.
Mutual 8331

President.....G. K. Breitenstein
Radio Accounts Placed—Richfield Oil
Corp., Robertshaw Co., Sinclair Refining Co.,
Stein Hall & Co.

WILLIAM F. HOLLAND AGENCY

Hotel Simon, Cincinnati, Ohio
Phone MAin 3450

Officers

Owner.....William F. Holland
Copy Chief.....James Parsons
Art Director.....Pat O'Brien
Research Director.....P. L. West
Program Director.....Walt Covell

CHARLES W. HOYT COMPANY, INC.

551 Fifth Ave., New York 17, N. Y.
Phone MUrray Hill 2-0850

AAAA — ANPA — PPA — ABP — NOAB

Officers

President and Treasurer...Everett W. Hoyt
Secretary.....C. B. Donovan
Vice-Presidents.....F. A. Whipple,
W. K. Dingledine

Director of Radio.....W. P. Smith
Time Buyer.....D. W. Coutlee

Branch Office

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

Vice-President.....F. A. Whipple
Radio Accounts Placed—B. C. Remedy
Co., Richardson & Robbins, Charles Gulden,
Inc., American Molasses Co., Merck & Co.,
Burnham & Morrill, Snider Packing Corp.,
E. L. Knowles Co., Rubine.

THE H S G ADVERTISING AGENCY

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

Officers

President-Treasurer.....H. S. Goodman
SecretaryH. Knuth
Vice-Presidents.....Everett F. Goodman,
A. D. Paker

Branch Offices

American National Bank Bldg., Chicago, Ill.
206 S. Spring St., Los Angeles, Calif.

H. B. HUMPHREY CO.

1235 Statler Bldg., Boston, Mass.
Phone Liberty 4714

AAAA — ABP — ANPA — PPA — APA

Officers

Chairman of Board....Henry B. Humphrey
President-Treasurer...Richard S. Humphrey

• • • **ADVERTISING AGENCIES** • • •

Vice-President-Copy Chief,
Julian L. Watkins
Vice-President.....Herbert T. Hand, Jr.
Radio Director.....Wm. H. Eynon
Account Executives....Herbert T. Hand, Jr.,
Frank Christian
Production Manager.....G. L. Leonard
Radio Accounts Placed—Rumford Chemical Works, Christian Science Monitor, The Employers' Group Insurance Companies, Jos. Burnett Co.

●
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
Vice-Presidents.....J. P. McCarthy,
R. P. Weis

●
IVEY & ELLINGTON, INC.

1400 So. Penn Square, Philadelphia 2, Pa.
Phone Locust 7909
ANPA—PPA
Officers
President.....Neal D. Ivey
Vice-President-Treasurer...Jesse T. Ellington
Secretary.....George V. Strong
Media Director.....C. R. Palmer
Branch Office

155 East 44th St., New York 17, N. Y.
Phone MURray Hill 3-5680
Vice-Presidents.....Thomas M. Keresey,
T. S. Strong
Radio Accounts Placed—Bayuk Cigars Inc., General Baking Co., Packers Tar Soap Inc., Young People's Church of the Air.

●
JOSEPH JACOBS JEWISH MARKET ORGANIZATION

6 East 46th St., New York 17, N. Y.
Phone MURray Hill 2-6995
President and Director.....Joseph Jacobs
General Manager.....Morris Unger
Time Buyer.....Joseph Jacobs
Talent Buyer and Program Manager
M. Keilson
Production Director.....Sholom Rubinstein
Research, Script and Radio Publicity
David M. Hausdorff, J. J. Freedman
Radio Accounts Placed—Maxwell House Coffee, Diamond Crystal Salt, Bab-O, R. B. Davis Co., My-T-Fine Desserts, Cream of Rice, Premier Food Products, Ralston-Purina Co., Sanka Coffee, Grape-Nuts Wheat-Meal, Kemp's Tomato Juice, Colgate Dental Cream, International Cellucotton Products Co., Koly-

nos Tooth Powder, Hecker Products Corp., Anacin, "Junket" Rennet Products, Tetley Soup Mix Ltd., Old English Household Products, Dugan Bros., Royal Baking Powder, H-O Oats, Bond Bread, Pepsodent, Maltex, Grove's B-Complex, Barbasol.

●
JESSOP ADVERTISING CO.

First Central Tower, Akron, Ohio
Phone Franklin 3232
Officers
President.....M. K. Jessop
Space Buyer.....Charles A. Jessop
Radio Director.....R. Gilbert

●
THE RALPH H. JONES COMPANY

Carew Tower, Cincinnati, Ohio
Phone Main 3351
AAAA—ABP—ANPA—PPA
Officers
President.....C. M. Robertson, Jr.
Vice-Presidents.....Stanley A. Willer,
A. E. Johnston
Secretary.....Elmer A. Vehr
Time Buyer.....Kathryn M. Hardig
Publicity.....M. MacPherson

Branch Office
580 Fifth Ave., New York City
Phone Wisconsin 7-5500
Manager.....Philip Meek
Radio Accounts Placed—Dow Drug Co., Kroger Grocery & Baking Co., Carter Coal Co., Miami Margarine, Ten-B-Low, Kutol Products Co.

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

360 N. Michigan Ave., Chicago 1, Ill.
Phone Central 5331
ANPA—APA—PPA—NOAB
Officers
Vice-President.....R. H. Kastor
Treasurer.....A. G. Kastor
Secretary.....W. B. Kastor
Director of Radio.....B. J. Green

Branch Offices
9 Rockefeller Plaza, New York
Phone Columbus 5-6135
Manager.....Herman W. Kastor
4858 Fountain St., St. Louis, Mo.
Phone Rosedale 1612
Radio Accounts Placed—Procter & Gamble Co., Welch Grape Juice Co.

●
THE JOSEPH KATZ COMPANY

444 Madison Ave., New York, N. Y.
Phone Wickersham 2-2740
AAAA—ANPA—PPA—ABP
Officers
President.....Joseph Katz
Vice-President.....Nat C. Wildman
Treasurer.....Charles M. Harrison
Director of Radio.....Philip Barrison

Radio Producers & Continuity Writers,
Nat C. Wildman, H. E. Hudgins, Alvan
Sommerfield

Branch Offices

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

Manager.....C. M. Harrison
Director of Radio.....Harold Kaye
Radio Accounts Placed—American Oil Co.,
Maryland Pharmaceutical Co., Ex-Lax, Inc.,
Arrow Beer, Jests, Inc., Laco & Pompeian
Products, Inc., Gibbs & Company, Inc., Mary-
land Drydock, Gude's Pepto-Mangan.

HENRY J. KAUFMAN ADVERTISING

Homer Bldg., Washington 5, D. C.
Phone District 7400

ANPA—APA—ABP—PA—NAAN

Officers

Owner.....Henry J. Kaufman
Radio Director.....Jeffery A. Abel
Copy Chief.....William F. Sigmund
Space Buyer.....Betty D. Gwyer
Time Buyer.....Christine Kempton
Radio Accounts Placed—War Photographs,
A. Kay Co., Service Rings.

KAYTON-SPIERO CO., INC.

230 West 41st St., New York 18, N. Y.
Phone Longacre 5-5090

AAAA—ABP—ANPA—PPA—PRB

Officers

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

KEELING & CO., INC.

1028 Chamber of Commerce Bldg.
Indianapolis, Ind.
Phone Riley 1478

ANPA—AAAA—APA—PPA—ABP—NOAB

Officers

Pres. & Treas.....Hal Keeling
Vice-Pres. & Time Buyer.....Don Collins
Vice-Pres. & Sec.....Wm. Hutchinson
Radio Account Placed—Wilson Milk Co.

KELLY, ZAHRNDT & KELLY, INC.

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

Officers

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

KENYON & ECKHARDT, INC.

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

Phone PLaza 3-0700

AAAA—ANPA—PPA—ABP—APA

Officers

Chairman of Board.....Otis Allen Kenyon
President.....Thomas D'Arcy Brophy
Treasurer.....Charles Vasoll
Secretary.....Joseph A. Vessey
Vice-Pres. & Dir. of Radio.....Dwight Mills
Asst. Director of Radio.....Robert D. Wolf
Producers:.....John Hines,
Robt. Brilmayer

Writers:.....Helen Hinckley,
Peggy Holt, Davis Smith, John Mathews

Branch Office

135 S. La Salle St., Chicago 3, Ill.

Phone RAndolph 6470

Vice-President in charge...Chester A. Foust
Radio Accounts Placed—Network: Charles
B. Knox Gelatine Co., Standard Brands
(Fleischman's Foil Yeast), Richard Hudnut,
Wesson Oil & Snowdrift, Rock City, Bosco,
Spool Cotton, Kellogg Co. (All-Bran, Gro-
Pup, 40% Bran, Pep, Raisen 40% Bran),
Corn Flakes, Rice Krispies, Krumbles, Shred-
ded Wheat, Pepperidge Farm, Stetson Co.,
McHugh Bros. & Drummond, RCA, Savavins,
Inc., S. B. Thomas Inc., R. B. Davis Co.,
Borden Co.

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

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

Phone Lexington 2-0025

ANPA—PPA—ABP

Officers

President & Treasurer...E. T. Kiewewetter
General Manager...H. M. Kiewewetter
Radio Dept. Manager...Samm S. Baker
Radio Time Buyer...Rhoda Kane Powers
Radio Accounts Placed—Penn Tobacco Co.,
Bathasweet Corp., Lorr Laboratories, The
Mennen Co.

ABBOTT KIMBALL CO., INC.

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

Phone PLaza 3-9600

AAAA—ABP—ANPA—PPA

Officers

President.....Abbott Kimball
Treasurer.....Raymond Kimball
Secretary.....W. Kegg
Director of Radio....Bernard H. Pelzer, Jr.
Director of Radio Sales....Cecil H. Hackett
Branch Office
1443 Merchandise Mart, Chicago, Ill.
Manager.....Grant Chamberlain

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

321 West First St., Dayton 10, Ohio

Phone 2151

PPA—ABP—BPA

Officers

PresidentJ. Horace Lytle

• • • **ADVERTISING AGENCIES** • • •

Vice-President.....R. C. Kircher
 Treasurer.....C. B. Helton
 Secretary.....Robert Collett
 Art Director.....Gustave Sigritz

KLINGER ADVERTISING CORP.

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

Officers

President-Radio Time Buyer...A. A. Klinger
 Vice-President.....E. A. Tenner
 Secretary.....E. French

Radio Accounts Placed—Madison Long
 Island Personal Loan Co., Madison Finance
 Co. of N. J., Servus Clothes, Samuel Schloss-
 man & Sons, Inc., Stanback Co. Ltd., Bridge
 Apparel Shops, Smilin' Irishman, Kent Mo-
 tors, Ideal Motors, Price Motors, Superior
 Agencies, Inc.

KNOX REEVES ADVERTISING, INC.

600 First National Bank Bldg.
 Minneapolis 2, Minn.
 Phone Bridgeport 7701
 ANPA—PPA—APA

Officers

President.....E. E. Sylvestre
 Executive Vice-President.....Wayne Hunt
 Vice-Presidents.....J. H. Sarles,
 Elizabeth B. Reeves, Helen A. Brown
 Treasurer.....C. L. Greenwood
 Radio Director.....Lloyd Griffin
 Director of Media & Research,

Dr. A. R. Root
 Radio Production Manager.....Russell Neff
 Program Production.....H. K. Painter
 Radio Script.....E. B. Reeves
 Radio News.....A. H. Lund
 Time Buyer.....K. E. Titus

Branch Office

925 Chanin Bldg., New York 17, N. Y.
 Phone MURray Hill 4-3982
 625 Market St., San Francisco 5, Calif.
 Phone SUTter 6744

Vice President.....R. W. Stafford
 Radio Production Manager...Hal Burdick
Radio Account Placed—General Mills,
 Inc.

MERRILL KREMER, INC.

1711 Exchange Building, Memphis, Tenn.
 Phone 5-4343
 ABP—SNPA—APA—PANY—NAAN

Officers

President.....Merrill Kremer
 Secretary and Treasurer.....Ernest Lee
 Account Executive.....Warren Billingsley
 Production Director.....Homer Gentry
 Time Buyer.....Polly J. Cohen

ARTHUR KUDNER, INC.

630 Fifth Ave., New York 20, N. Y.
 Phone Circle 6-3200
 AAAA — ANPA — PPA — ABP

Officers

President.....J. H. S. Ellis
 Vice-Presidents.....E. J. Owens,
 Sam D. Fuson, Charles F. Gannon, Ken-
 neth Collins

Director of Radio.....Myron P. Kirk
 Script Buyer.....Alan Ward
 Time Buyer.....Eleanore Manning
 Production.....G. Bennett Larson

Branch Offices

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

Robert Copeland

Albee Bldg., Washington, D. C.

Phone National 5506

Frank Getty

Radio Accounts Placed—Network: U. S.
 Tobacco Co., National Spot: Goodyear Tire
 & Rubber, General Motors, Bensen & Hedges.

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

122 East 42nd St., New York, N. Y.
 Phone MURray Hill 5-9145
 ANPA — ABP — PPA

Officers

President.....J. R. Kupsick
 Vice President.....Saul Kampf
 Radio Director.....Frank Powderly
 Space Buyer.....E. M. Fordman

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

LAKE-SPIRO-SHURMAN, INC.

2800 Sterick Tower, Memphis 3, Tenn.
 Phone 5-1571
 ABP—ANPA—PPA—SNPA

Officers

President.....Avron Spiro
 Secretary-Treasurer.....M. M. Shurman
 Radio Director.....Clark R. Brown

Radio Accounts Placed—Plough, Inc., The
 Piso Co.

LAMBERT & FEASLEY, INC.

9 Rockefeller Plaza, New York 20, N. Y.
 Phone Columbus 5-3721
 ANPA — PPA

Officers

President.....John L. Johnston
 Executive V.P.Gordon Seagore
 V.P.-Radio Director.....Martin Horrell
 General Manager.....Frank Mace

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

LANDSHEFT, INC.

810 Liberty Bank Bldg., Buffalo 2, N. Y.
ANPA—APA—ABP—NOAB
Pres. & Radio Director....A. Wm. Landsheft
Radio Account Placed — Curtiss-Wright Corp.

LANG, FISHER & STASHOWER, INC.

1010 Euclid Ave., Cleveland 15, Ohio
Phone Main 6579
ANPA—ABP—PPA

Officers

President.....H. Jack Lang
Vice President-Secretary.....A. B. Fisher
Vice President-Treasurer..Fred P. Stashower
Production Manager.....George DeWitt
Radio Director.....A. B. Fisher
Radio Accounts Placed—Stouffer's Restaurant, Railley Corp.

LAUESEN & SALOMON

520 No. Michigan Ave., Chicago 11, Ill.
Phone Superior 0738
ABP — ANPA — PPA

Officers

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

LEEFORD ADVERTISING AGENCY

315 Fourth Ave., New York 10, N. Y.
Phone STuyvesant 9-1742
PPA

Officers

President-Radio Director.....David D. Lee
TreasurerW. C. Hoyt
Radio Account Placed—Remington-Rand, Inc., American Writing Machine Co.

AL PAUL LEFTON CO., INC.

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

Officers

President.....A. P. Lefton
Vice-Presidents.....G. W. Wolfsten,
P. Brown, T. A. Ballantyne
Radio Director.....Andrew McLean Parker
Time Buyer.....H. B. Gotwals

Branch Offices

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

Vice-Presidents.....R. J. Herts,
M. S. Gladstone, R. J. Misch
Radio Director.....Carl Mark

LEIGHTON & NELSON

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

Officers

PartnersWinslow P. Leighton
and George R. Nelson
Radio Director.....George R. Nelson
Copy Director.....Cecil Woodland

Radio Assistants.....M. L. Croninger,
Shirley Ten Eyck

Radio Accounts Placed—New York State Democratic Committee, The Hudson Coal Co., Saratoga Racing Assn., William W. Lee & Co., The Stanton Brewery, Inc., Breslaw Bros. Furniture, Stanton Brewery, Saratoga Vichy Spring Co., Rudolph Bros., D'Jimas Furs.

LENNEN & MITCHELL, INC.

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

AAAA — ANPA — PPA — APA — NOAB

Officers

President.....Philip W. Lennen
Vice President-Treasurer.....Robert W. Orr
Secretary.....Arthur L. Lynn
Director of Radio.....S. James Andrews
Radio Producer.....Travis D. Wells
Radio Accounts Placed—John H. Woodbury, Inc., Andrew Jergens Co., P. Lorillard Co., Inc., Tide Water Associated Oil Co., Parfums Schiaparelli, Inc., Lehn & Fink.

TED LEVY ADVERTISING AGENCY

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

Officers

Owner.....Ted Levy
Production Manager.....William Robertson
Copy Director.....Barbara Aiton

A. W. LEWIN CO., INC.

11 Commerce St., Newark, N. J.
Phone MIttchell 2-7244

ANPA—AAAA—PPA—ABP

President & Treasurer.....A. W. Lewin

ADDISON LEWIS & ASSOCIATES

1414 Foshay Tower, Minneapolis, Minn.
Phont AT 6235

ABP—ANPA—PPA—NOAB—APA

Officers

Owner.....Addison Lewis
Time Buyer.....Margie Anderson
Account Executives.....Edward Grubb,
Harvey Kruse, J. A. Quint
Radio Accounts Placed—Minneapolis-Honeywell.

LEON LIVINGSTON ADVERTISING AGENCY

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

AAAA — ABP — ANPA — PPA — NOAB

Officers

President.....Leon G. Livingston
Vice-President.....W. C. Day
Space Buyer.....B. B. Biederman
Radio Accounts Placed—Colgate-Palmolive-Peet (Peet's Granulated Soap), Simon Mattress Mfg. Co., Nestle's Milk Products, Inc., Italian Swiss Colony, Haas Bros.

ADVERTISING AGENCIES

LLOYD, CHESTER & DILLINGHAM, INC.

9 Rockefeller Plaza, New York 20, N. Y.
Phone Circle 5-8800
ANPA—PPA—NOAB

Officers

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

LOGAN & ARNOLD

621 S. Hope St., Los Angeles, Calif.
ANPA—AAAA—PPA—APA—ABP

Officers

President.....Dudley L. Logan
Exec. Vice-Pres.....J. C. Arnold
Vice-President.....Van Davis

THE W. E. LONG COMPANY

155 North Clark St., Chicago 1, Ill.
Phone Randolph 4606
ANPA—NOAB

Officers

President.....W. E. Long
Vice-President.....W. D. Warrick
Radio Accounts Placed—Agency is a specialist in wholesale baker advertising servicing hundreds from coast to coast on a syndicated basis.

EARLE LUDGIN, INC.

121 West Wacker Drive, Chicago 1, Ill.
Phone Franklin 1762
ANPA — ABP — PPA — APA

Officers

Partners.....Earle Ludgin,
V. R. Bliss, J. H. Caro, J. H. Willmarth
Radio Director.....V. R. Bliss

MACE ADVERTISING AGENCY, INC.

507 Lehmann Bldg., Peoria, Ill.
Phone 7197
ANPA—ABP—APA—NAAN

Officers

President.....J. F. Fellay
Trea. & Radio Time Buyer.....Jay J. Keith
Vice-President.....Robert J. Rice
Radio Director.....Ann McNatt
Radio Accounts Placed—Keystone Steel & Wire Co., Consolidated Products Co., Schultz, Bausan & Co.

MacFARLAND, AVEYARD & CO.

333 North Michigan Ave., Chicago 1, Ill.
Phone Randolph 9360
ANPA — PPA — ABP — SNPA

NOAB

Officers

President.....Hays MacFarland
Vice-Presidents.....A. E. Aveyard,
Malcolm A. Jennings, Allen B. Dicus,
R. E. Tuttle, Harry M. Coleman

Secretary-Treasurer.....B. G. Ruttingh
Radio Director.....Evelyn Stark
Time Buyer.....Bergi Boe
Production Manager.....Edwin C. Frank
Space Buyer.....Madge C. Drake

Branch Office

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

Radio Director.....H. C. Klein
Radio Accounts Placed—Network: North-western Yeast Co., Curtis Publishing Co., National Spot: Omar, Inc., Burma-Vita Co., Stewart Warner Corp., United Wallpaper Factories.

MacLAREN ADVERTISING CO. LTD.

372 Bay St., Toronto, Ont., Canada
Phone Elgin 0321-2551
ANPA—CAAA—CDNA—CWNA

Officers

President-General Manager..J. A. MacLaren
Vice President-Assistant General
Manager.....E. V. Rechnitzer
Vice-President-Treasurer....I. E. Reynolds
Secretary.....G. T. Scroggie
Broadcast Advertising Dept...C. M. Pasmore,
M. Rosenfeld

Branch Office

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

Office Manager.....E. H. H. Smith
224 Curry Bldg., Winnipeg, Man., Canada
Phone 26-622

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

Manager.....W. D. M. Patterson
Radio Accounts Placed—Network: Imperial Oil, Ltd., Tuckett, Ltd., People's Credit Jewelers. National Spot: Bulova Watch Co., Ltd., General Motors Corp., Dalglish Co., Ltd.

MALCOLM-HOWARD ADVERTISING AGENCY

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

Officers

Owner-Time Buyer.....Arthur M. Holland
Radio Account Executive....Max G. Holland
Radio Director.....Maury Cliffer
Radio Writers.....Hal Tate,
Nikki Kaye, Ray Freedman, Eileen Rietz,
Maury Cliffer.

Radio Accounts Placed—Dad's Root Beer, Joy Candy Shoppes, Roller Derby, Alert Laundry, Holland Jewelers, Newart Co., Burde Cologne, Fij-Oil Shampoo, Rubin's Apparel, Roller Derby.

DAVID MALKIEL ADVERTISING AGENCY

260 Tremont St., Boston, Mass.
 Phone Liberty 1421
 ANPA—ABP—APA—PPA—AAAN
Officers

PresidentDavid Malkiel
 SecretaryMartha Brest
 Account Executives.....Harry Weinbaum
 Alfred Black, Martin Kadis

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

MANSON-GOLD ADVERTISING AGENCY

1004 Marquette Ave., Minneapolis 2, Minn.
 Phone GENEVA 9619
 ABP — PPA — PRB — APA
Officers

Radio Director.....D. P. Nathanson
 Account Executive.....Meyer Gold
 Time Buyer.....Jean Hadley
Radio Accounts Placed—Red Devil Soot & Carbon Remover, Vitamin Products of America, St. Paul Lutheran Church, Morton's Dog Food, Snyder's Drug Stores.

MARSCHALK & PRATT COMPANY

535 Fifth Ave., New York 17, N. Y.
 Phone VANDERBILT 6-2022
 ANPA — PPA — ABP — APA — ABC —
 AAAA — NOAB
Officers

Partners.....Harry C. Marschalk,
 C. A. Poetschke, S. H. Giellerup, S. L. Meulendyke

Director of Radio.....Carlo De Angelo
 Radio Continuity Writers...G. W. Freeman,
 Bennett Kolb, Edmund Mitchell, John R. Allen

Radio Account Placed—Standard Oil Co. of N. J.

J. M. MATHES, INCORPORATED

122 East 42nd St., New York 17, N. Y.
 Phone LEXINGTON 2-7450
 ABP—ANPA—PPA—SNPA
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, Charles R. Marshall
 Vice-President-Director of Radio,

Wilfred S. King
 Time Buyer.....Edna Cathcart
Radio Accounts Placed—Ludens, Inc.: National Carbon Co., Canada Dry Ginger Ale & Spur, Magazine Repeating Razor Co., International Salt Co., Bleachette, Pure Foods (Herbox), Pan-American Coffee Bureau, Burlington Mills.

THE MAYERS COMPANY

1240 S. Main St., Los Angeles 27, Calif.
 Phone PProspect 0101
 ABP—ANPA—PRB—FAAG
Officers

Principals.....Henry Mayers,
 J. R. Mayers, Arthur Mayers
 Manager Radio Dept.....Gertrude Stark
 Time Buyer.....Alden Weiss
 Assistant.....Dean Simmons
 Production.....Martin Weinstein,
 Vern Davies

Radio Accounts Placed—Pennzoil Co., Sears Roebuck & Co., Southern Calif. Telephone Co., Gordon Bread Co., Dad's Root Beer, California Bank.

JOSEPH MAXFIELD COMPANY

36 Exchange Place, Providence 3, R. I.
 Phone GASPEE 4456
 ABP — ANPA
Officers

President.....Joseph M. Finkle
 Vice-President.....Archie M. Finkle
 Treasurer.....Bruno Schnabel
 Executive Secretary.....Anne E. WOLED
 Time Buyer.....Joseph M. Finkle
 Radio Director.....Dorothy M. Taibe
Radio Accounts Placed—Old Monastery Wine Co., Eclipse Food Products, Corp., Jack & Harry's Auto Stores, Candy Mart Stores.

MAXON, INC.

2761 E. Jefferson Ave., Detroit, Mich.
 Phone FITZROY 5710
 ANPA—PPA—APA—AAAA—ABP
 ABC—NOAB—TAB—CCA
Officers

Chairman of Board.....Lou R. Maxon
 PresidentT. K. Quinn
 Vice-PresidentSearle Hendee
 Treasurer.....W. I. O'Neil
 Secretary.....G. Réginald McKiel
 Radio Department.....Ed Wilhelm,
 P. R. Pumphrey

Branch Offices

570 Lexington Ave., New York, N. Y.
 Phone ELDRADO 5-2930
 Vice-President In Charge.....W. Ray Baker
 955 Main St., Bridgeport, Conn.
 Phone BRIDGEPORT 6-2177
 Vice-President In Charge.....W. Ray Baker
 919 N. Michigan Ave., Chicago, Ill.
 Phone DELAWARE 3536
 Vice-President.....L. J. Sholty

• • • **ADVERTISING AGENCIES** • • •

Radio Accounts Placed—Gillette Safety Razor Co., General Electric Co., Ford Motor Co., Pfeiffer Brewing Co., H. J. Heinz Co., Griesedieck Brewery, Feigenspan Brewing Co., Dobler Brewing Co.

McCANN-ERICKSON, INC.

50 Rockefeller Plaza, New York 20, N. Y.
Phone Circle 5-7000

AAAA—ANPA—PPA—ABP—APA—NOAB

Officers

President H. K. McCann
Chairman of Exec. Comm. Harrison Atwood
Executive Vice-President. Carl B. Robbins
Vice-President and General Manager of
New York Office. L. S. Briggs
Vice-Presidents. Harrison Atwood,
L. E. Firth, J. L. Deane, C. A. Hoppock,
W. E. McKeachie, R. E. Thompson, E. F.
Wilson, Gordon E. Hyde, Myron C. Lechner,
E. D. Madden, J. J. McCarthy, Hugh
A. Mitchell, C. A. Posey, R. W. St. Hill
Secretary-Treasurer. John L. Anderson
Director of Research. L. D. H. Weld
Vice-Pres. & Gen. Mgr. of Research Dept.
Jackson Taylor

Vice-Pres. in charge of Radio

Lloyd O. Coulter

Radio Producers. Dorothy B. McCann,
Clarence Olmstead, Russ Johnston
Radio Time Buyer. Wm. C. Dekker
Radio Research. Marion Harper, Jr.

Branch Offices

910 S. Michigan Ave., Chicago, Ill.

Phone Webster 3701

Vice-President and Manager,

Homer Havermale

Vice-President. H. G. Smith

Vice-President. J. H. Jameson

Guardian Bldg., Cleveland, O.

Phone Cherry 3490

Vice-President-Manager. Albert A. Sommer

Penobscot Bldg., Detroit, Mich.

Phone Randolph 9710

Vice-President and Manager. Donald C. Hight

6331 Hollywood Blvd., Hollywood 28, Calif.

Phone Hillside 8268

Manager. A. J. Bruhn

448 S. Hill St., Los Angeles, Calif.

Phone Michigan 4049

Manager. Burt Cochran

Hodgson Bldg., Minneapolis, Minn.

Vice-Pres. & Mgr. R. B. Donnelly

Vice-President. Merrill Hutchinson

114 Sansome St., San Francisco, Calif.

Phone Douglas 5560

Vice-President and Manager. Henry Q. Hawes

Vice-Presidents. M. S. Achenbach,

R. H. Cochran, F. H. McCrear, C. E.

Persons, C. F. Ohliger

Public Service Bldg., Portland, Ore.

Phone Atwater 4305

Manager. R. B. Calkins

Radio Accounts Placed—New York: American Molasses Co., Axton-Fisher Tobacco Co., Chescbrough Manufacturing Co., Gruen Watch Co., Manufacturers Trust Co., James McCutcheon & Co., National Biscuit Co., Pacific Coast Borax Co., Stomberg-Carlson Co., Stanco, Inc., Westinghouse Electric and Manufacturing Co.

Chicago: Standard Oil Co. of Nebraska, Standard Oil Co. of Indiana, Milk Foundation, Inc.

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

Detroit: Altes Brewing Co.

Los Angeles: Globe Mills Co., Southern California Gas Co. and Southern Counties Gas Co., The Squirt Co.

Minneapolis: Pillsbury Flour Mills Co., Twin City Federal Savings & Loan Assn., Gluek Brewing Co., First National Bank, Northwest Scrap Dealers Assn.

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

San Francisco: Anglo California National Bank of San Francisco, Associated Dental Supply Co., California Packing Corporation, California Walnut Growers Assn., Harold H. Clapp, Inc., Dwight Edwards Company, General Brewing Corporation, Hale Bros. Stores, Inc., Pacific Gas & Electric Co., Roma Wine Co.

R. E. McCARTHY ADVERTISING AGENCY

Tampa Theater Bldg., Tampa 2, Fla.

Phone 2323

PANY—SNPA

Officers

President. R. E. McCarthy

Secretary. M. A. McCarthy

Treasurer. M. C. Benito

Time Buyer. R. E. McCarthy

Continuity. J. M. Neef

Radio Accounts Placed—Borden's Poinsettia Dairy, Southern Brewing Co., Penninsular Telephone Co., McClosky & Co.

THE McCORD COMPANY, INC.

1100 Hodgson Bldg., Minneapolis, Minn.

Phone Bridgeport 1225

APA—ANPA—PPA—NOAB

Officers

President & Treasurer. R. D. McCord

Vice-President. Louis Melamed

Secretary. C. F. Baker

Director of Radio. E. B. Grove

Production Manager. T. L. B. Campbell

Radio Time Buyer. Edith M. Knutsen

Radio Accounts Placed—W. H. Barber Co., Conrad Fur Co., Central Cooperative Live-stock Assn., Furniture Exposition Mart, The Hilax Co., Chocolate Products Co., Goodman

Bros., Jewelers, Minneapolis Gas Light Co., Minnesota Farm Bureau Federation, Griggs, Cooper & Co., Milk Foundation of Minneapolis, American Benefit Assn., Boutill's, Minnesota Farm Bureau Service, Anaconda Sales Co., Sanitary Food Mfg. Co.

McJUNKIN ADVERTISING CO.

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

Officers

President.....Gordon Best
Vice-Presidents.....Roy M. Kirtland,
Leroy A. Kling, Willard E. Stevens, Dade
B. Epstein, James W. Egan, Hal R.
Makelin
Account Executives.....Joseph J. Klein,
Donald B. Skinner
Manager, Radio Dept.....Hal R. Makelin
Media Dept. Manager.....Edwin A. Trizil
Production Manager.....W. C. Mottershead
Radio Accounts Placed—Joseph Schlitz
Brewing Co., Carey Salt Co., Florsheim Shoe
Co., Chef Boiardi Food Products Co., Bren-
ner Bros., Carson, Pirie, Scott & Co., Jewel
Food Stores, Andes Candies.

McKEE & ALBRIGHT, INC.

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

ANPA—PPA—APA—OAAA

Officers

President.....Roy J. McKee
Vice-President-Treasurer.....David R. Albright
Vice President-Radio Director,
James A. McFadden
Radio Producer.....Tom McAvity
Time Buyer.....E. R. Walmsley
Vice-President-Merchandising,
Howard H. Yaw
Secretary.....T. E. Libby

Branch Office

30 Rockefeller Plaza, New York 20, N. Y.
Phone COLUMBUS 5-2058
Equitable Bldg., Hollywood, Calif.
Phone Hollywood 8363

Radio Accounts Placed—Sealtest, Inc.

A. McKIM, LTD.

Dominion Square Bldg., Montreal, Que., Can.
Phone Lancaster 5192

Officers

President-General Manager.....C. T. Pearce
Radio Director.....E. W. Brodie
Secretary-Treasurer.....J. B. Stephens

Branch Offices

320 Bay St., Toronto, Ont., Canada
Phone Elgin 5351

Manager.....D. E. Longmore
Electric Railway Bldg., Winnipeg, Man.,
Canada

Manager.....A. A. Brown
514 Province Bldg.,
Vancouver, B. C., Canada

Manager.....H. S. Watson
376 Strand, W. C. 2, London, England

Manager.....H. Suffell

ARTHUR MEYERHOFF & CO.

Wrigley Bldg., Chicago, Ill.

Phone Delaware 7860

ANPA—PPA—APA—AAAA

Officers

General Manager.....Arthur E. Meyerhoff
Director of Radio.....Nelson A. Shawn
Spot Annct. Dir.....I. J. Wagner
Time Buyers.....Mary Hauser,
A. Kennelly

Branch Office

759 N. Milwaukee St., Milwaukee, Wis.
Phone Marquette 3144

Manager.....George Grabin
Radio Account Placed—William Wrigley,
Jr. Co.

C. L. MILLER COMPANY

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

Phone MURRAY Hill 2-1010

ANPA—PPA—APA—NOAB

Officers

President.....C. L. Miller
Sec'y & Ass't Treasurer.....George Carhart
Radio Director.....Roger White

Branch Office

333 N. Michigan Ave., Chicago, Ill.
Phone Central 1640

Manager.....I. M. Tuteur
Radio Accounts Placed—Corn Products
Refining Co., Curtis Candy Co., Keeley Brew-
ing Co., Cooter Brokerage Co., Gordon Bak-
ing Co., Tastyest, Inc.

DAN B. MINER CO.

Chamber of Commerce Bldg.

Los Angeles 15, Calif.

Phone Richmond 3101

AAAA — ANPA — ABP — NOAB

CAN — APA

Officers

President.....Dan B. Miner
Vice President.....John C. Morse
Secretary-Treasurer.....M. R. Sweeny
Radio Director.....Wallace B. Ramsey

Branch Offices

(Affiliated with Continental Agency Network)
Radio Accounts Placed—Interstate Bak-
eries, Forest Lawn Memorial Park, Bill Hay
Reads the Bible (66 station cooperative
show), National Spot: Roman Meal Bread.

EMIL MOGUL CO., INC.

250 West 57th St., New York, N. Y.

Phone, COLUMBUS 5-2482

ABP — ANPA

Officers

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

THE CHESTER C. MORELAND CO.

Times-Star Bldg., Cincinnati, Ohio
PPA — ABP — ANPA

Officers

President-Treasurer....Chester C. Moreland
Vice-Presidents.....Robert N. Gorman,
Robert H. Ames, Wm. G. Steiner
Vice President-Space Buyer,
Bryce L. Schurman
Secretary.....Walter H. Strauss

RAYMOND R. MORGAN CO.

6332 Hollywood Blvd., Hollywood, Calif.
Phone Hempstead 4194

Officers

President.....Raymond R. Morgan
General Manager.....R. E. Messer
Radio Accounts Placed—Folger Coffee Co.,
Planters Nut & Chocolate Co., White King
Soap Co., Petrol Corp., Sparklett's Drinking
Water Corp., Kerr Glass Mfg. Co., King's X
Flavor Co.

MORSE, INTERNATIONAL, INC.

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

Officers

Chairman of the Board.....Carl J. Balliett
President.....Mansfield House
Vice-President.....J. P. Sawyer
Secretary and Treasurer.....Laura K. Long
Radio Director.....Richard Nicholls

Branch Offices

205 Johnston Bldg., Charlotte, N. C.
Radio Accounts Placed—Network: Vick
Chemical Co., Vitamin Plus, Inc. National
Lance, Inc., Matchabelli, Inc.

MOSER & COTINS, INC.

10 Hopper St., Utica 3, N. Y.
Phone Utica 4-6141
ABP — ANPA — PPA — NOAB

Officers

President.....T. E. Moser
Vice President-Treasurer.....A. S. Cotins
Secretary.....Mrs. M. B. Blair
Radio Accounts Placed—West End Brewing
Co., Oswego Candy Works, Inc., Saratoga
Springs Authority.

MOSS ASSOCIATES

415 Lexington Ave., New York, N. Y.
Phone VANDerbilt 6-1828
ABP—PANY—APA

Officers

President.....Joseph H. Moskowitz
Radio Director.....Hines Hachette
Radio Accounts Placed—Harman Watch
Co., U. S. Rockwool Insulators, Neoderm
Inst., Thomas M. Quinn & Sons, Inc.

**NATIONAL EXPORT ADVERTISING
SERVICE, INC.**

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

Officers

President.....Paul Kruming
Vice-President.....Thomas W. Hughes
Treasurer.....Frank Neuhauser
Time Buyer.....Eduardo Martinez

Branch Offices In:

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

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

NEEDHAM, LOUIS & BRORBY, INC.

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

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

Officers

President.....Maurice H. Needham
Secretary-Treasurer.....Otto R. Stadelman
Vice-Presidents.....John J. Louis,
Melvin Brorby, Harry Phelps, W. Ray
Fowler, Jr.
Time Buyer.....O. R. Stadleman

Branch Offices

1680 North Vine St., Hollywood, Calif.
Phone Granite 7186
Manager.....Cecil Underwood
Radio Accounts Placed—Network: Kraft
Cheese Co., S. C. Johnson & Son, Inc. National
Spot: Swift & Co. (Sunbrite Cleaner).

NEFF-ROGOW, INC.

30 Rockefeller Plaza, New York, N. Y.
Phone CIREle 7-4231

Officers

President.....Walter J. Neff
Vice-President.....William Rogow
Radio Accounts Placed—Bond Stores, Inc.,
Melville Shoe Corp., Sears Roebuck & Co.,
Joseph Martinson & Co., Abraham & Straus,
Inc., Ruby Lane Stores.

NEWELL-EMMETT COMPANY

40 East 34th St., New York 16, N. Y.
Phone ASHland 4-4900

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

Officers

Directors.....Clarence D. Newell,
William Reydel, John P. Cunningham,
Frank Donshea, C. S. Walsh, R. L. Stro-
bridge
Radio Director.....Blayne Butcher
Time Buyer.....Newman McEvoy

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

OLIAN ADVERTISING CO.

1409 Ambassador Bldg., St. Louis 1, Mo.
Phone CEntral 8380
ABP—ANPA—NOAB

Officers

Owner.....Irwin A. Olian
Radio Director-Time Buyer....Virginia Loeb
Radio Continuity.....James L. Spencer
Radio Accounts Placed—National Waste Paper Conservation Campaign.

MERRITT OWENS ADVERTISING AGENCY

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

Radio Accounts Placed—Penn. Central Oil Co., Sulfa Products Co., Interstate Moving & Storage, Weevil-Fume Corp.

PACIFIC NATIONAL ADVERTISING AGENCY

605 Union St., Seattle 1, Wash.
Phone Eliot 4884
ANPA—AAAA—PPA—APA—NOAB—CAN

Officers

President.....Wm. H. Horsley
Radio Director.....Marjorie McPherson

Branch Office

Spalding Bldg., Portland 1, Ore.
Phone ATwater 4339

Manager.....Ruth Foland
Radio Accounts Placed—Fisher Flouring Mills Co., Washington Co-op Egg & Poultry Assn., Spot: Seattle First National Bank, Hansen Baking Co., Webster-Brinkley Co., Northwest Cherry Bur., Cedergreen Frozen Pack Corp.

PARIS & PEART

370 Lexington Ave., New York, N. Y.
Phone Caledonia 5-9340
ANPA—ABP—PPA

Co-Partners.....A. G. Peart,
John H. Rehn

Radio Time Buyer.....A. C. De Pierro
Radio Accounts Placed—The Great Atlantic & Pacific Tea Co., Spratts Dog Food.

PECK ADVERTISING AGENCY, INC.

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

Officers

President.....Harry Peck
Secretary-Treasurer.....Harry Krawit
Vice-President.....Walter Schwartz
Director of Radio.....Arthur Sinsheimer
Radio Continuity Writers...James Lawrence,
Muriel Post, Ray White

PEDLAR, RYAN & LUSK, INC.

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

AAAA — ANPA — PPA — ABP

Officers

President.....Thomas L. L. Ryan
Executive Vice-President....Robert E. Lusk
Secretary and Treas.....Arthur Cobb, Jr.
Vice-Presidents....Lawrence L. Shenfield,
Francis J. Doherty, D. K. Clifford, J. P.
Hardie, A. E. McElfresh

Assistant Treasurer.....Wm. F. Cantrell
Assistant Secretary.....Helen C. Sutherland
Radio Dept. Manager.....E. G. Sisson, Jr.
Supervisor Nighttime Radio,

Chester MacCracken

Supervisor Daytime Radio....Tom L. Riley
Radio Copy Chief.....Cyril J. Mullen
Asst. Radio Copy Chief.....W. B. Finney
Time Buyer.....Helen Wilbur
Radio Accounts Placed—Network: Bristol-Myers Co. (Vitalis, Mum), Procter & Gamble Co. (Camay, Chipso, Dash)

PITLUK ADVERTISING CO.

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

ABP — ANPA — PRA — SAAA —
SNRA — NOAB

Officers

Owner.....Jack N. Pitluk
General Manager.....Norman D. Scherweke
Vice-President.....C. R. Cusick
Art Director.....Gus J. Wild
Time Buyer.....Lee Wood
Radio Dept. Manager.....Fred G. Allen

PLATT-FORBES, INC.

386 Fourth Ave., New York 16, N.Y.
Phone Caledonia 5-4440

Officers

President.....W. A. Forbes
Vice-President-Treasurer...Rutherford Platt
Vice-President.....T. F. Cosgrove
Secretary.....W. S. Walker
Space Buyer & Prod. Manager..T. O'Donnell

Branch Office

75 Pearl St., Hartford, Conn.

G. Frank Sweet

Phone Hartford 7-9017

Radio Accounts Placed—Peter Paul, Inc.,
Oxo, Ltd.

R. J. POTTS—CALKINS & HOLDEN

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

APA — NOAB — ANPA — PPA

Officers

President.....R. J. Potts
Vice-Presidents.....J. B. Woodbury,
F. F. B. Houston, C. C. Tucker, E. A.
Warner, C. L. Robinson
Secretary-Treasurer.....Jerry McKee
Account Executives.....Ralph Page
W B. Hill, John M. Farrell, G. S. Lannon,
M. H. Straight

THE POTTS TURNBULL COMPANY

10th Floor, Carbide & Carbon Bldg.
 Kansas City 6, Mo.
 Phone Victor 9400
 ANPA — PPA — APA — NOAB — ABP
Officers

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

SAYRE M. RAMSDELL ASSOC., INC.

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

President..... S. M. Ramsdell
 Exec. Vice-Pres. & Treas..... E. B. Loveman
 Vice-President..... G. F. Magill
Radio Account Placed — Philco Hall of Fame.

THE L. W. RAMSEY ADVERTISING AGENCY

Union Bank Bldg., Davenport, Iowa
 Phone 3-1889

ANPA — PPA — APA — ABP — NOAB
 President & Treasurer..... L. W. Ramsey
 Secretary..... E. G. Naeckel
 Vice-President..... W. J. Henderson
 Vice-President..... A. C. Naeckel
 Production Manager..... A. M. Walgren
Branch Office

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

Vice-President..... F. L. Eason
 Vice-Presidents..... N. B. Langworthy,
 L. H. Copeland
 Production Manager..... Vito M. Volino
Radio Accounts Placed—F. W. Fitch Co.,
 Loyal Order of Moose, National Oats, Starline
 (farm equipment).

THE RANDALL COMPANY

75 Pearl St., Hartford, Conn.
 Phone 7-2828

CHAS. DALLAS REACH CO.

58 Park Place, Newark 2, N. J.
 Phone Market 3-5100
 AAAA — ANPA — PPA — ABP — APA
Officers

President-Director of Radio,
 Chas. Dallas Reach
 Vice-President..... Howard E. Sands
 Vice-President..... Edw. C. Stover, Jr.
 Secretary..... F. R. Risley
Radio Accounts Placed—Cut-Rite Waxed
 Paper, R. B. Davis Sales Co., Koppers Co.-
 Minnesota Division, Admiracion Labora-
 tories, L. E. Waterman Co., Dugan Bros. of
 New Jersey, Inc.

REDFIELD-JOHNSTONE, INC.

420 Madison Ave., New York 17, N. Y.
 Phone PLaza 3-6121
 ANPA—PPA—ABP—APA—NOAB
Officers

Chairman of the Board..... L. L. Redfield
 President E. F. Johnstone
Radio Accounts Placed—Network: Howard
 Clothes, Inc. National Spot: Stera-Kleen,
 Poslam, Allenru.

EMIL REINHARDT ADVERTISING AGENCY

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

Owner..... Emil Reinhardt
 Space Buyer..... Mildred McMahon
 Writers..... David Lane, Joseph Connor
Radio Accounts Placed—Kilpatrick Bak-
 ery Co., Mary Ellen's, Inc., J. L. Tuttle, Inc.,
 Wood Briquettes, Inc., Music for Fun, Inc.,
 Standard Beverages.

REISS ADVERTISING

30 Rockefeller Plaza, New York 19, N. Y.
 Phone COLUMbus 5-7733
 ANPA — ABP — PPA — APA
Officers

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

RESNIK-MILLER-ENGLAND, INC.

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

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

Branch Offices

75 Pratt St., Hartford, Conn.
 Phone 2-9987

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

Phone 6-0223

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

Manager..... Frank Jones-WJAR

C. E. RICKERD, INC.

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

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

ROCHE, WILLIAMS & CUNNYNGHAM, INC.

310 S. Michigan Ave., Chicago 4, Ill.
Phone Harrison 8490
ANPA—APA—PPA—NOAB

Officers

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

Branch Offices

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

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

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

RONALDS ADVERTISING AGENCY, LTD.

701 Keefer Bldg., Montreal, Que.
Phone Plateau 4803
ANPA
Officers

President.....Russell C. Ronalds
Vice-Pres.....E. M. Putnam
Treas.....Angus Ahern
Radio Dir.....W. K. Vale

ARTHUR ROSENBERG CO., INC.

570 Seventh Ave., New York 18, N. Y.
Phone CHickering 4-4420
ANPA — PPA — APA

Officers

President.....Arthur Rosenberg
Vice-President.....Samuel Rubenstein
Secretary.....A. A. Rosenberg
Treasurer.....Charles S. Silver
Production Manager.....H. B. Fleischman
Research Director...Walter Alwyn-Schmidt
Copy & Plans.....Harrison J. Cowan,
H. B. Sadler, Joseph Elnor

CHARLES L. RUMRILL & CO.

364 East Ave., Rochester 4, N. Y.
Phone Stone 592
ABP

Officers

Partners.....Charles L. Rumrill,
J. E. Porter, Earl A. Rogers
Time Buyer.....G. Grantly Wallington
Radio Accounts Placed—Radio Station
WHAM.

RUTHRAUFF & RYAN, INC.

405 Lexington Ave., New York 17, N. Y.
Phone MURRAY Hill 6-6400
AAAA—ANPA—PPA—ABP—NOAB—APA

Officers

President.....F. B. Ryan
Senior Vice-President.....Cal J. McCarthy
Executive Vice-President...Everett J. Grady
V-P & Secretary.....Ralph Van Buren
Director of Media.....Daniel M. Gord
V-P & Director of Radio...Donald D. Stauffer
V-P & Associate Director...S. Heagan Bayles
V-P in Charge of Radio Programs,
Merritt W. Barnam, Jr.

Business Manager.....Charles T. Ayres
Production Directors.....John Bates,
Bob Byron, Lee Cooley, Marguerite
Dougherty, Knowles Entrikin, Thomas
H. Hutchinson, Addison Smith
Commercial Writers.....Regina Morgan,
Robert Mann, Florence Miles, Vivian
Washburn, Dorothy Haller, Meil O'Brien,
Maxine Smith, Cecil Billings, Frances
Kennedy, Philip Thompson

Time Buyer.....T. C. Fisher
Radio Publicity Director...Grant Y. Flynn

Branch Offices

360 N. Michigan Ave., Chicago 1, Ill.
Phone RANDOLPH 2625

Executive Vice-President.....Paul Watson
Vice-President-Director of Radio,
Ros Metzger
Assistant Radio Director.....Arthur Trask
Executive-In-Charge of Production,
Warren Johnson

Executive-In-Charge of Scripts,
Catherine Haynie
Writers.....Irene Small,
M. Crutcher, Van R. Carlson
Time Buyer.....Albert Callies
7430 Second Blvd., Detroit 2, Mich.
Phone MADISON 1980

Vice-President In Charge...Mathew J. Casey
812 Olive St., St. Louis, Mo.
Phone MAIN 0128

Manager.....Oscar A. Zahner
1680 N. Vine St., Hollywood, Calif.
Phone HILLSIDE 7593

Radio Director.....Nate Tufts
Production Directors.....Murray Bolen,
Don Clark, Dick Gibson, Sam Pierce
712 Main St., Houston, Texas
Phone, CHARTER 4-1741

Manager.....W. Van A. Combs
235 Montgomery St., San Francisco, Calif.
Phone DOUGLAS 5822

Manager.....R. W. Watson
1216 Third Ave., Seattle, Wash.
Phone MAIN 6727

Manager.....F. S. Mullins
80 Richmond St., Toronto, Ont.
Canada
Phone, ADELAIDE 4096

Manager.....Douglas Philpott
Radio Production.....Alan Savage

ADVERTISING AGENCIES

Radio Accounts Placed—American Tobacco Co., Canadian Ironized Yeast Co., Chrysler Corp., Delaware, Lackawanna & Western Coal Co., Dodge Motor Corp., H. Fendrieb, Inc., Ironized Yeast Co., Lever Bros. Co., Lever Bros., Ltd., Noxema Chemical Co., Oshkosh B'Gosh, Inc., Quaker Oats Co., Sterling Brewery, Inc., Emerson Drug Co., Jacob Ruppert Brewery, Binyon Optical Co., Garrett & Co., Gilmore Oil Co., Golden State Co. Ltd., Griesedieck Bros. Brewery Co., Johnson, Stephens & Shinkle Shoe Co., Krim-Ko Company, Lambert Pharmacal Co., Langendorf United Bakeries, Inc., Southwestern Drug Co.

ST. GEORGES & KEYES, INC.

250 Park Ave., New York 17, N. Y.
Phone, PLaza 3-6920
ABP—ANPA—PPA

Officers

President.....Maubert St. Georges
Vice President.....Stanley J. Keyes, Jr.
Radio Director.....Victor van der Linde

SHELDON, QUICK & McELROY, INC.

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

AAAA—ANPA—PPA—APA

Officers

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

SCHOLTS ADVERTISING SERVICE

1201 West 4th St., Los Angeles, Calif.
Phone Michigan 2396

Officers

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

J. WM. SHEETS

Central Bldg., Seattle, Wash.
Phone Main 2442
ANPA—PPA—APA—NOAB

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

MARCEL SCHULOFF & CO.

19 West 44th St., New York 18, N. Y.
Phone VA 6-0373

Partners.....Marcel Schuloff,
Miriam C. Schuloff
Accounts Placed—Station WHOM, Basch Radio Prod., Sure-Fit Products Co., Stylepark Hats, Keal Textile Co., National Sure-Fit Quilting Co., Voice of Experience.

SCHWAB & BEATTY, INC.

1230 Sixth Ave., New York 20, N. Y.
Phone Circle 5-9090
ANPA—AAAA—PPA—APA—ABP

Officers

President.....Victor O. Schwab
Time Buyer.....Robert W. Beatty
Radio Account Placed—Book-of-the-Month Club.

SCHWIMMER & SCOTT

75 E. Wacker Drive, Chicago 1, Ill.
Phone Dearborn 1815
AAAA—ABP—ANPA—PPA—APA

Officers

Partners....Walter Schwimmer, R. J. Scott
Time Buyer.....John Davies
Radio Accounts Placed—Peter Fox Brew Co., Hirsch Clothing Co., Salerno-Megowen Biscuit Co., Studebaker Sales Co. of Chicago, Rudolph Wurlitzer Co., Thomas J. Webb Coffee Co., Walgreen Drug Co., Congress Cigar Co., Coronet Magazine.

RUSSEL M. SEEDS COMPANY, INC.

Palmolive Bldg., Chicago 11, Ill.
Phone, Delaware 1045
ANPA—ABP—SNPA—PPA

Officers

President.....Freeman Keyes
Chairman of Board.....Freeman Keyes
Treasurer.....Jack Harding
Secretary.....H. J. Smith
Vice-Presidents.....Paul Richey,
George Bayard, A. D. Keyes, Harry
Maus, John Guedel
Radio Director.....Hub Jackson
Time Buyer.....June Rollinson

Branch Offices

366 Madison Ave., New York, N. Y.
Manager.....C. A. (Fritz) Snyder
Lemcke Bldg., Indianapolis, Ind.
Phone Market 1395
Vice-President.....Paul Richey
Treasurer.....Jack Harding
Taft Bldg., Hollywood, Calif.
Phone, Hillside 7256

Manager.....John Guedel
Radio Director.....John Guidel
Radio Accounts Placed—W. A. Sheaffer Pen Co., Pinex Co., General Mills, Inc., Keystone Steel & Wire Co., Brown & Williamson Tobacco Corp., The Mennen Co., Grove Laboratories, Inc.

SHERMAN & MARQUETTE, INC.

Room 3400 Palmolive Bldg., Chicago, Ill.
Phone Delaware 8000
ABP—ANPA—PPA—PRB—SAAA
SNPA—APA—NOAB

Officers

PresidentStuart Sherman

Vice-President and Treasurer.

Arthur Marquette
Radio Director.....Morgan Ryan
Time Buyer.....C. E. Bonnesen

Branch Office

50 Rockefeller Plaza, New York, N. Y.
Phone CIrcle 6-1550

Vice-President & Manager.....Carl S. Brown
Radio Director.....Morgan Ryan
Time Buyer.....Kelso M. Taeger

Radio Account Placed—Colgate-Palmolive-Pect Co. (for Colgate Shave Creams, Colgate Tooth Powder, Halo Shampoo, Quaker Oats Co. (for Quaker Farina and Ful-O-Pep Feeds, Quaker Puffed Wheat Sparkies, Quaker Puffed Rice Sparkies), Dr. W. B. Caldwell, Inc. (Dr. Caldwell's Laxative), Syrup of Figs, Sante, Pape's Cold Compound, Blackstone Aspirin, Tasty Lax.

SIMON & GWYNN, INC.

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

SNPA
Officers

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

SIMONS-MICHELSON CO.

1207 Washington Blvd., Detroit 26, Mich.
Phone CHerry 3000

ANPA—PPA—APA
Officers

Partners.....L. N. Simons,
L. J. Michelson
General Manager.....Leon Wayburn
Radio Director.....Glenn Kyper
Production.....Art Copland

SMALL & SEIFFER, INC.

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

ANPA—PPA—APA
Officers

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

SMITH & DRUM, INC.

Dexter-Horton Bldg., Los Angeles, Calif.
Phone Trinity 3454

ABP—ANPA—PPA—PRB—NOAB
Officers

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

SORENSEN & CO.

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

ABP—ANPA—PPA—SNPA
Officers

President.....Roy A. Sorensen
Radio Director.....Muriel Wageman

Radio Accounts Placed—Bowie's, Inc., Sunway Vitamin Co., F. H. Pfunder, Inc., Hotel & Restaurant Co-operative Adv., J. P. Harding Restaurants, Old Heidelberg Corp.

C. JERRY SPAULDING, INC.

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

Officers

President-Treasurer.....C. Jerry Spaulding
Asst. Treasurer.....M. Murray
Secretary.....H. H. Hartwell

RAYMOND SPECTOR COMPANY, INC.

595 Madison Ave., New York 17, N. Y.
Phone ELdorado 5-1270

ANPA—PPA—ABP—NOAB
Officers

President.....Raymond Spector
Time Buyer.....Hal Winter
Radio Research.....Bernard Cerlin
Radio Accounts Placed—Network: Serutan Co. National Spot: Serutan Co., Rum & Maple Tobacco Corp., Journal of Living, King David Memorial Park, Purity Products Co., Beverly Hills Memorial Park, The Lone Ranger, Inc., Macfadden Publications (True Story Magazine), National Nutrition Society, Three Squires Tobacco, Doubleday Doran & Co., Nutrex Co., Book League of America.

SPITZER & MILLS LTD.

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

CAAA—CDNA—CPPA—CAB
Officers

President.....G. F. Mills
Exec. Vice-President.....J. W. Spitzer
Account Executives.....W. H. Reid,
J. R. Charles, J. G. Wallace, G. J. White
Manager Radio Dept.....Marguerite Deans

Branch Office

1010 Catherine St., W., Montreal, P. Q.
Manager.....W. G. Power
Radio Accounts Placed—Colgate-Palmolive-Pect Co., RCA Victor Co., Lehn & Fink, Quaker Oats Co., California Fruit Growers Exchange.

HOWARD D. STEERE ADVERTISING

David Stott Bldg., Detroit, Mich.
Phone CHerry 5688

Owner.....H. D. Steere
Asst.....F. Humphreys

STERLING ADVERTISING AGENCY

70 West 40th St., New York 18, N. Y.
PPA

Officers

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

• • • **ADVERTISING AGENCIES** • • •

STERNFIELD-GODLEY, INC.

280 Broadway, New York, N. Y.
Phone BRarclay 7-3030
ABP — ANPA — PPA

Officers

President-In-Charge of Radio
Samuel I. Godley
Vice-President..... Philip Scheft
Secretary..... Frances C. Costello
Treasurer..... Samuel S. Sternfield
Radio Account Placed—Fada Radio.

**STOCKTON, WEST, BURKHART,
INC.**

1303 First National Bank Bldg., Cincinnati, O.
Phone CHerry 3517
AAAA

Officers

President..... Wm. Z. Burkhart
Vice-Pres..Secy. & Radio Director,
Ranald S. West
Assistant Radio Director..... Jos. D. Nelson
Radio Accounts Placed—Ohio Oil Co.,
Clyffside Brewery, Cincinnati Gas & Elec. Co.

STODEL ADVERTISING CO.

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

Officers

President..... Edward C. Stodel
Time Buyer..... Selma Schonfeld
Radio Accounts Placed—Warner Bros.
Pictures, Brooks Clothing Co., Eastern-Columbia
Department Stores, Beneficial Casualty
Insurance Co.

**STRAUCHEN & McKIM
ADVERTISING**

810 Chamber of Commerce Bldg.,
Cincinnati, Ohio
Phone, MAin 2245

Officers

Partners..... Edmund R. Strauchen,
Gordon F. McKim, Jr.
Radio Director..... Ardeane Heiskell
Media Research..... Geo. Rink
Art Director..... Russell N. Withenbury
Radio Accounts Placed—George Wiede-
mann Brewing Co., Inc.

STREET & FINNEY, INC.

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

Officers

President-Treasurer..... F. N. Finney
General Manager..... Robert Finney
Assistant General Manager.... Frank Finney
Secretary..... Foxhall Finney
Account Executives..... W. E. Faxon,
J. T. Kelly, Jr.
Director of Radio..... Howard Miller

Radio Accounts Placed—National Spot:
Foster-Milburn Co. (Doan's Pills), Raladam
Co. (Marmola), G. T. Fulford Co. (Baby's
Own Tablets, Children's Own Tablets, Dr.
William's Pink Pills).

**BARTON A. STEBBINS
ADVERTISING AGENCY**

811 West Seventh St., Los Angeles
Phone Trinity 8821

AAAA — ANPA — PPA — ABP — NOAB

Officers

Head of Agency..... Barton A. Stebbins
Chief Executive..... Leigh Crosby
Acct. Executive..... Arthur W. Gudelman
Program Director..... Edward Bloodworth
Time Buyer..... Dorothy Miller
Radio Accounts Placed—Signal Oil Com-
pany, Ben Hur Products, Inc., Packard Bell
Company, E. F. Hutton Company, Ryan Aero-
nautical Company.

SWAFFORD & KOEHL, INC.

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

ABP—ANPA—PPA—APA—NOAB

Officers

President..... Albert E. Koehl
Vice-President..... A. A. Landis

SWEENEY & JAMES CO.

1501 Euclid Ave., Cleveland, Ohio
Phone Main 7142

ANPA — PPA — APA — ABP — NOAB

Officers

President..... John F. Sweeney
Vice-President..... Frank G. James
Radio Time Buyers..... W. B. Watterson,
T. M. Gregory
Radio Account Placed—Network: Fire-
stone Tire & Rubber Co.

J. WALTER THOMPSON CO.

420 Lexington Ave., New York 17, N. Y.
Phone Mohawk 4-7700

AAAA — ANPA — ABP — PPA

Officers

President..... Stanley Resor
Secretary..... Howard Kohl
Treasurer..... Gilbert Kinney
Assistant Treasurer-Secretary

Luther O. Lemon

Senior Vice-Presidents..... Gilbert Kinney,
Henry T. Stanton

Senior Consultant..... James W. Young
Vice-Presidents..... Lloyd W. Baillie
Henry C. Flower, Jr., Howard Hender-
son, Henry M. Stevens, S. Hunter Richey
William Resor, Walter R. Hine, Thayer
Jaccaci, William G. Palmer, Samuel W.
Meek, Robert T. Colwell, O'Neill Ryan,
Jr., Anson Lowitz, Lew A. Greene.

Director of Media and Research
 Arno H. Johnson
 Vice-President in Charge of Radio,
 John U. Reber
 Radio Time Buyer.....Linnea Nelsor
 Radio Talent Buyer.....Virginia Spragle

Branch Offices

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

Vice-President.....Daniel J. Danker, Jr.
 Radio Talent Buyer.....Norman Blackburn
 410 N. Michigan Ave., Chicago, Ill.
 Phone Superior 0303

Vice-President and General Manager,
 Henry T. Stanton

Vice-Presidents: Merton V. Wieland, Willard
 F. Lochridge, James D. Woolf

Radio Director.....B. W. Gunn
 Radio Time Buyer.....Margaret Wylie
 100 Bush St., San Francisco, Calif.
 Phone Garfield 3510

Radio Time Buyer.....Lowell Mainland
 612 South Hope St., Los Angeles, Calif.
 Phone Trinity 2591

General Manager.....Norton W. Mogge
Radio Accounts Placed—Atlantis Sales
 Corp., P. Ballantine & Sons, Bank of America,
 Block Drug Company (Gold Medal Capsules
 and Dentu-Grip), Bowman Dairy Co., A. S.
 Boyle Co., Carter Products, Inc. (Superin),
 H. C. Cole Milling Co., Elgin National Watch
 Co., Fanny Farmer Candy, General Cigar Co.,
 Johns-Manville Corp., Kraft Cheese Co.,
 Lamont P. Corliss & Co., P. Lorillard Co.
 (Old Gold Cigarettes), Lever Bros. Co. (Lux
 Flakes & Lux Toilet Soap), Libby, McNeil
 & Libby, Mentholatum Co., Northam Warren
 Corp., Northern Trust Co., Owens-Illinois
 Glass Co., Parker Pen Co., Penick & Ford,
 Ltd., Planters Nut & Chocolate Co. (Planters
 Peanuts), R. C. A., Safeway Stores, Inc., Shell
 Oil Co., Standard Brands, Inc. (Chase & San-
 born Coffee and Tender Leaf Tea), Swift &
 Co., Universal Pictures, Ward Baking Co.,
 Washington State Apple Commission, Weco
 Products Co., J. B. Williams Co., William
 Wrigley, Jr. Co., W. F. Young

TOMASCHKE-ELLIOTT, INC.

1624 Franklin St. Oakland, Calif.
 Phone Glencourt 4941
 NOAB — APA

Officers

President & Time Buyer....F. L. Tomaschke
 Vice President.....Bruce W. Elliott
 Secretary.....William M. Maxfield
Radio Accounts Placed—Cardinet Candy
 Co., Par Soap Co., Downtown Merchants
 Association, Key System, Frozen Food Dis-
 tributors, Inc.

TRACY, KENT & CO., INC.

515 Madison Ave., New York, N. Y.
 Phone ELdorado 5-4404
 ANPA — PPA — NOAB

Officers

Chairman of Board.....W. I. Tracy
 President.....Frank S. Kent
 Treasurer.....George M. Pease
 Vice-Presidents.....Hugh Donnell,
 J. F. Donovan
 Account Executive.....F. W. Hobbs
 Copy Chief.....K. H. Thompson
Radio Accounts Placed—Wilbert Products
 Co., John Opitz, Inc.

TRACY-LOCKE-DAWSON, INC.

Affiliated with

Geyer, Cornell & Newell, Jan. 1, 1944

TUCKER WAYNE & CO.

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

ANPA—PPA—APA—ABP—SNPA—OAAA

Officers

President.....Tucker Wayne
 Vice-Pres. & Radio Talent....C. W. Burgess
 Vice-Pres. & Time Buyer.....C. C. Fuller
 Radio Director.....D. D. Connah
Radio Accounts Placed—Southern Bell
 Telephone & Telegraph Co., Southern Spring
 Bed Co.

**UNITED STATES ADVERTISING
 CORP.**

612 N. Michigan Ave., Chicago 11, Ill.
 Phone Delaware 4466
 ANPA—PPA—APA

Officers

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

VANGUARD ADVERTISING

21 West 45th St., New York 19, N. Y.
 Phone, LOnacre 3-5363
 ABP

Officers

Owner.....J. M. Russakoff
 Account Executives.....G. A. Wilson,
 Robt. E. Hutchinson

VANT SANT, DUGDALE & CO., INC.

Court Square Bldg., Baltimore 2, Md.
 Phone, Plaza 5280
 AAAA—ABP—ANPA—PPA—NOAB

Officers

President.....Wilbur Van Sant
 Executive Vice-President & Treasurer,
 H. K. Dugdale
 Vice-President-Copy Director....J. P. Daiger
 Vice-President.....R. E. Daiger
 Production Manager.....C. D. Carr
 Space Buyer.....G. M. Talbot
Radio Accounts Placed—Network: Sher-
 wood Bros., Richfield Oil Co. National Spot:
 Sherwood Bros., Manhattan Co., Crosse &
 Blackwell Co., The Equitable Trust Co.,
 Baltimore Transit Co..

• • • **ADVERTISING AGENCIES** • • •

WADE ADVERTISING AGENCY

208 W. Washington St., Chicago 6, Ill.
Phone State 7369
ANPA—PPA—APA—NOAB

Officers

President.....Albert G. Wade
Managing Director.....W. A. Wade
Radio Time Buyer.....L. J. Nelson
Radio Producers.....Edward Simmons
P. C. Lund, Jeff Wade, Riley Jackson
Radio Continuity Writers.....R. E. Dwyer,
L. W. Davidson, Margot O'Flaherty

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

WALKER & DOWNING

Oliver Bldg., Pittsburgh, Pa.
Phone Grant 1900
ANPA — ABP — PPA

Officers

President.....William S. Walker
Secretary-Treasurer.....B. I. Davis
Radio Director.....R. C. Woodruff

Radio Accounts Placed—American Fruit Growers, Inc., Clark Bros. Chewing Gum Co., D. L. Clark Co., Colonial Biscuit Co., Duquesne Brewing Co. Pittsburgh Coal Co., Allegheny County Milk Exchange, Allegheny-Ludlum Steel Corp., Clearfield Taxidermy Co., Joseph Horne Company, Mail Pouch Tobacco Co., Meadow Gold Dairies, Inc., Moto-Radio Distributing Co., Sterling Oil Division of Quaker State Refining Co.

WARWICK & LEGLER, INC.

230 Park Ave., New York 17, N. Y.
Phone MUrray Hill 6-8585
AAAA — ANPA — PPA — ABP — ABC
APA—NOAB

Officers

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

Secretary-Treasurer.....Robert H. Hughes
Radio Director.....Tevis Huhn
Radio Accounts Placed—The Wm. R. Warner Co., Larus & Bro. Company, The Sherwin-Williams Company, Pabst Brewing Co., Tangee Cosmetics, Hanover Shoe Co.

NORMAN D. WATERS & ASSOCIATES, INC.

1140 Broadway, New York, N. Y.
Phone, CAledonia 5-7430
ABP — PPA — NOAB

Officers

President.....Norman D. Waters
Vice-President.....Charles M. Whitebrook
Treasurer.....E. L. Waters
Gen. Mgr. & Time Buyer.....Bernard Blatt
Art Director.....Sy Mogeloff

WEARSTLER ADVERTISING, INC.

20 West Front St., Youngstown, Ohio
Phone: 3-4311
PPA—ABP—APA

Officers

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

LUTHER WEAVER & ASSOCIATES

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

Officers

President.....Luther Weaver
Associate.....Donald Gardner
Director of Radio.....Blanche Anderson
Radio Accounts Placed—Minnesota Federal Savings & Loan Association, F. C. Hayer Co., Marshall Co., Seaboard Finance Corp., Minnesota State Optometric Assn., Rice & Burnham.

MILTON WEINBERG ADVERTISING CO.

325 W. Eighth St., Los Angeles 14, Calif.
Phone Tucker 4111
ANPA — PPA — ABP

Officers

Director of Radio.....Bernard Weinberg
Space Buyer.....E. Cousino
Publicity.....W. H. Krauch

Radio Accounts Placed—Gaffers & Sattler, Hollywood Pantages Theater, Hollywood Turf Club, May Co., Pep Boys of California, Sontag Cut Rate Drug Stores, Grayson's, K's Beverages, Lyman's Restaurants, Zukor's, Min's Dog Food Co., Hamilton Diamond Co., Hollywood Film Studios.

WILLIAM H. WEINTRAUB & CO., INC.

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

Officers

President.....William H. Weintraub
Executive Vice President & Secretary
Elkin S. Kaufman
Vice-Presidents.....Paul Rand,
John D. Scheuer
Treasurer & Time Buyer....William Gallow
Radio Director.....Hubert Chain
Talent.....Vera A. Lea

Research.....Tom F. Hughes
 Time Buyer.....William Gallow
 Copy Chief.....Kennon Jewett
Radio Accounts Placed—Anchor-Hocking
 Glass Corp., Cresta Blanca Wine Co., Du-
 bonnet Corp., Hellbros Watch Co., Revlon
 Products Corp.

WEISS AND GELLER, INC.

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

Officers

President.....Max A. Geller
 Vice-Presidents.....Peter Artzt,
 Jos. E. Bloom, Stanley A. Brown, Jos. H.
 Cohn
 Director of Radio.....Lester J. Mallets
 Time Buyer.....Jos. E. Bloom

Branch Office

400 N. Michigan Ave., Chicago, Ill.
 Phone Del. 1124

Radio Accounts Placed—Nedick's Stores,
 Inc., Columbia Pictures Corp., Monogram
 Pictures Corp., Kenmore Publ.

WESTON-BARNETT INC.

Arts & Crafts Bldg., Waterloo, Iowa
 Phone, 766
 ABP — ANPA — PPA

Officers

President.....Wells H. Barnett
 Vice-President.....A. C. Barnett
 Secretary.....Phillips Taylor

Branch Office

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

Executive-In-Charge.....A. C. Barnett
Radio Accounts Placed—Iowa Soap Co.,
 American Bird Products, Inc., Walker Rem-
 edy Co., Vinton Hybrid Corn Co.

FRANK E. WHALEN ADV. CO.

15 W. 10th St. Kansas City, Mo.
 Phone, Victor 7290
 ANPA—PPA—APA—ABP—NOAB

Officers

President & Time Buyer.....F. E. Whalen
 Sec. & Treas.....J. W. Whalen
 Asst. Sec. & Treas.....H. F. Jepsen
 Space Buyer.....H. G. Kaufman

WARD WHELOCK CO.

Lincoln-Liberty Bldg., Philadelphia 7, Pa.
 Phone Rittenhouse 7500
 ANPA—PPA—APA

Officers

President.....Arthur A. Bailey
 Vice-President.....R. K. Strassman
 Secretary-Treasurer.....H. E. Fauser

Branch Office

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

Vice-President.....R. K. Strassman
Radio Account Placed—Campbell Soup Co.

WOOD, BROWN & WOOD, INC.

209 Washington St., Boston, Mass.
 Phone: Capitol 1850
 ANPA—PPA—ABP

Officers

President.....Allen H. Wood
 Vice-President-Radio Director,
 Allen H. Wood, Jr.
 Vice-President.....Arthur F. Sisson
 Treasurer.....Jonathan Brown, 3rd

**WORTMAN, BARTON & GOOLD,
 INC.**

345 Madison Ave., New York 17, N. Y.
 Phone MURray Hill 4-2757
 ABP—ANPA—PPA

Officers

President.....E. B. M. Wortman
 Vice-Presidents.....R. S. Conahay,
 James Gorton
 Secretary.....Gilbert Goold
 Treasurer.....D. Wortman
 Radio Time Buyer.....Hortense Essler
Radio Account Placed—Harrisburg Steel
 Corp.

YOUNG & RUBICAM, INC.

285 Madison Ave., New York 17, N. Y.
 Phone Ashland 4-8400
 ANPA — PPA — APA — AAAA —
 NOAB — ABC — ABP

Officers

Chairman of Board.....Raymond Rubicam
 President.....Sigurd S. Larmon
 Exec. Vice-President.....Louis N. Brockway
 Vice-President-Chairman Plans
 Board.....Charles L. Whittier
 Vice-President-Director of Media &
 Gen. Production...A. V. B. Geoghegan
 Vice-Presidents.....Arthur Andrews,
 Donald Payne, Edward Barnes, John E.
 Grimm, Jr., Milford J. Baker, Frank
 Fagan, Arthur E. Tatham, Gordon Cates
 V-P & Manager of Contact...John F. Reeder
 V-P & Merchandising Director..Samuel Cherr
 V-P & Copy Director.....H. S. Ward
 V-P & Director of Research...George Gallup
 V-P & Art Director.....Walter K. Nield
 Treasurer.....J. H. Geise
 V-P & Director of Radio,

Thomas F. Harrington
 V-P & Assoc. Dir....Hubbell Robinson, Jr.
 Manager, Radio Time Buying Bureau

Manager of Talent
 Bureau.....Paul Rickenbacker
 Manager, Commercial Copy
 Bureau.....Joseph A. Moran
 Radio Business Manager.....F. A. Zaghi
 Manager, Radio Publicity
 Bureau.....Wm. J. Thomas, Jr.
 Special Announcer.....Harry von Zell

Branch Offices

6253 Hollywood Blvd., Hollywood 28, Calif.
 Phone Hollywood 2734
 Radio Manager.....Glen Taylor
 V.-P. & Pacific Coast Mgr.....Wm. A. Brees
 333 N. Michigan Ave., Chicago 1, Ill.
 Phone Central 9389
 Vice-President-Manager.....John F. Whedon
 Vice-President.....D. G. Schneider
 7430 Second Blvd., Detroit 2, Mich.
 Phone Madison 4300
 Vice Pres. & Manager.....George Davis
 235 Montgomery St., San Francisco 4, Calif.
 Phone Exbrook 6685
 ManagerRobbins Milbank
 660 St. Catherine Street, West, Montreal, Que.
 Phone Plateau 4691

Manager.....L. C. Arbutnot
 80 King St., West, Toronto, Ont.
 Phone Elgin 5347

Manager.....Stuart B. Smith
 Dir. of For. Offices.....Lorimer B. Slocum

Radio Accounts Placed—American Can Co., The Borden Co., Johnson & Johnson (Band-Aid), General Food Corp. (Calumet, Grape-Nuts and Grape-Nuts Products, Swans Down, Minute Tapioca, Sanka Jell-O and Jell-O Products, La France, Satina, Postum), Drake's Bakeries, Cummer Products (Ener-gine, Molle), Gulf Oil Corp., Igleheart Bros., Inc., International Silver Co., Life Savers, Inc., Thomas J. Lipton, Inc., R. H. Macy & Co., Packard Motor Car Co., Bristol-Myers Co. (Ipana, Sal Hepatica, Minit Rub, Toushay); Rath Packing Co., Time, Inc.

ADVERTISING

EXECUTIVES

EVERYWHERE

READ

RADIO DAILY

REGULARLY



FEDERAL COMMUNICATIONS COMMISSION



Personnel



Rules and Regulations Regarding Broadcasting Applications



Chain Broadcasting Rules



National Defense Rules



Growth of Radio Stations



FEDERAL COMMUNICATIONS COMMISSION



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

Personnel as of January 1, 1944

Commissioners

JAMES LAWRENCE FLY
Chairman

PAUL A. WALKER
NORMAN S. CASE
EWELL K. JETT

C. J. DURR
T. A. M. CRAVEN
RAY C. WAKEFIELD

Secretary

T. J. SLOWIE

General Counsel

CHARLES R. DENNY

Assistants to General Counsel

BENEDICT P. COTTONE
ROSEL H. HYDE
HARRY M. PLOTKIN

Special Counsel

ROBERT R. NEUNER

Chief Engineer

GEORGE P. ADAIR

Assistants to Chief Engineer

GEORGE E. STERLING
GEORGE P. ADAIR
MANFRED K. TOEPPEN

Chief Accountant

WILLIAM J. NORFLEET

Assistant Chief Accountant

HUGO REYER

Chief, License Division

WILLIAM P. MASSING

Director of Personnel

DICK CARLSON

Director of Budget and Planning

WILLIAM B. ROBERTSON

Chief, Service Division

NICHOLAS F. CURETON

Chief, Records Division

WALTER S. DAVIS

Chief, Audits and Accounts

L. A. CORRIDON

Chief, Minutes

ROBERT HODSON

Chief, Docket Section

CHARLES W. WORTHY

Information Office

EARL MINDERMAN
Director of Information

DOROTHY HOLLOWAY
Assistant to Director of Information

FIELD FORCE

- | | |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ol style="list-style-type: none"> 1. CHARLES C. KOLSTER
Customhouse, Boston, Mass. 2. ARTHUR BATCHELLER
748 Federal Bldg.,
641 Washington St., New York, N. Y. 3. FOREST F. REDFERN
1200 U. S. Customhouse,
2nd & Chestnut Sts., Philadelphia, Pa. 4. EDWARD W. CHAPIN
508 Old Town Bank Bldg.
Gay St. & Falsway, Baltimore, Md. 5. HYMAN A. COHEN
402 New P. O. Bldg., Norfolk, Va. 6. PAUL HERNDON
411 Federal Annex, Atlanta, Ga.
JOSEPH L. CONDON
208 Post Office Bldg., Savannah, Ga. 7. ARTHUR S. FISH
312 Federal Bldg., Miami, Fla.
MILTON W. GRINNELL
203 Post Office Bldg., Tampa, Fla. 8. THEODORE G. DEILER
Customhouse, New Orleans, La. 9. NATHAN A. HALLENSTEIN
404 Federal Bldg., Galveston, Texas.
WILLIAM E. CLYNE
329 Post Office Bldg., Beaumont, Texas 10. LOUIS L. McCABE
500 U. S. Terminal Annex, Dallas, Texas 11. BERNARD H. IJNDEN
539 U. S. Post Office & Courthouse Bldg.,
Los Angeles, Calif. | <ol style="list-style-type: none"> HAROLD DE VOE
307 U. S. Customs & Courthouse Bldg.
Union & "F" Sts., San Diego, Calif. 12. FRANCIS V. SLOAN
Customhouse, San Francisco, Calif. 13. GEORGE V. WILTSE
805 Terminal Sales Bldg., Portland, Ore. 14. L. C. HERNDON
808 Federal Bldg., Seattle, Wash. 15. DONALD A. MURRAY
504 Customhouse, Denver, Colo. 16. EDWIN S. HEISER
208 U. S. Post Office & Courthouse Bldg.,
St. Paul, Minn. 17. WM. J. McDONELL
809 U. S. Court House, Kansas City, Mo. 18. H. D. HAYES
246 U. S. Courthouse Bldg., Chicago, Ill. 19. EMERY H. LEE
1029 New Federal Bldg., Detroit, Mich.
CHARLES F. KOCHER
541 Old Post Office Bldg., Cleveland, Ohio 20. WALTER L. DAVIS
526 Federal Bldg., Buffalo, N. Y. 21. JOHN H. HOMSY
609 Stangenwald Bldg., Honolulu, T. H. 22. EDWARD HACKMAN
322-323 Federal Bldg., San Juan, Puerto Rico. 23. HERBERT H. ARLOWE
7-8 Shattuck Bldg., Juneau, Alaska. |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

MONITORING STATIONS

BENJAMIN E. WOLF
Grand Island, Nebr.

IRL D. BALL
Allegan, Mich.

GLEN EARNHART
Kingsville, Texas

LEGAL STAFF

Head Attorney
WILLIAM H. BAUER

Principal Attorneys

HAROLD J. COHEN
JEREMIAH COURTNEY
D. H. DEIBLER
J. FRED JOHNSON, JR.
FANNEY LITVIN
P. W. SEWARD
HILDA D. SHEA
MARCUS COHN

HUGH B. HUTCHINSON
OMAR L. CROOK
ARTHUR A. GLADSTONE
ANNIE PERRY NEAL
LEONARD MARKS
SAMUEL MILLER
ELIZABETH C. SMITH

Associate Attorneys

Attorneys

PHILIP M. BAKER
EUGENE L. BURKE
JOSEPH M. KITTNER
MAX GOLDMAN
JOHN P. SOUTHMAYD, JR.

MAX H. ARONSON
VIOLET L. HALEY
GEORGE M. HARRINGTON
MEARL L. ADAMS
PHILIP BERGSON
SYLVIA KESSLER
ROBERT KOTEEN
HARRY ROCKETT, JR.
BERNARD STRAUSSBURG
STEVEN TUHY, J.
JOHN E. WICKER

Junior Attorney

MAURICE WHTON

Senior Attorneys

TYLER BERRY
GEORGE H. HILL

Assistant Attorneys

MARGARET H. CONNELLY
MAX PAGLIN

FIELD LAW OFFICES

JAMES L. McDOWELL } JOHN L. O'CONNELL } A. HARRY BECKER } PHILIP PATTON } JOHN P. HERN }	110 S. Dearborn St. Chicago Ill. 311 So. Spring St. Los Angeles, Calif. 805 Terminal Sales Bldg. Portland, Ore.
LESTER SPILLANE } J. ALFORD GUEST } ALLEN M. FENNER } CHARLES HUBERT } IRA G. ARONOW }	36 West 44th St. New York, N. Y.

ENGINEERING STAFF

Chief, Safety and Special Services Division
 WILLIAM N. KREBS

Chief, International Division
 PHILIP F. SILING

Chief, Field Division
 GEORGE S. TURNER

Chief, Technical Information Division
 LYNDE P. WHEELER

Engineers

LEROY R. ALLDREDGE
 EDWARD W. ALLEN, JR.
 DANIEL H. ARNOLD
 MERLE L. BALLOU
 CONAN W. BARGER
 JAMES E. BARR
 HERBERT L. BEURY
 WM. F. BRADLEY
 LESLIE R. BRADY
 WM. H. BRANCHE
 C. M. BRAUM
 JAMES P. BUCHANAN
 H. A. BURROUGHS
 ARTHUR T. CAPLEN
 ABRAHAM CHECKOWAY
 FRANK W. COOK
 DAVID O. COOPER
 HART S. COWPERTHWAIT
 JOHN C. CURRIE
 THOMAS E. DANIELS
 ELTON D. DAVIS
 ALFRED L. de la CROIX
 GEORGE J. DEMPSEY
 JOHN E. DOANE
 GEORGE B. DONOHUE
 P. HOWARD DUCKWORTH
 JOHN H. ELROD
 ALBERT EVANGELISTA
 MILTON K. FOXWORTHY
 PAUL E. FRANCIS
 PAUL W. GILLIGAN
 E. MERLE GLUNT
 C. E. GOEKING
 FRANK X. GREEN
 JOE H. HALLOCK
 GEORGE K. HATHAWAY
 LEWIS T. HAYNER
 THOMAS L. HERON
 HERBERT A. HUNTER
 A. T. JENKINS
 R. D. JONES
 EARL M. JOHNSON
 HERRICK JOHNSON
 WALLACE E. JOHNSON
 LOUIS E. KEARNEY
 FRANCIS N. KING
 WALDEMAR M. KLIMA

A. L. KREIS
 J. B. LEWIS
 HOWARD C. LOONEY
 THEODORE R. McCARTNEY
 FRANCIS McDERMOTT
 CHARLES McGINLEY
 A. L. McINTOSH
 K. NEAL McNAUGHTEN
 JAMES E. MOFFATT
 WILLIAM L. NORTH
 CARL T. NUHN
 RAYMOND N. OBERMILLER
 PAUL V. OVERMYER
 CLURE H. OWEN
 PHILIPS B. PATTON
 BRAXTON PEELE
 JOHN C. PETERSON
 CURTIS B. PLUMMER
 CHARLES M. POTTS
 MARVIN A. PRICE
 L. C. QUAINANCE
 RALPH J. RENTON
 JAMES RUBERTICCHIO
 JOHN A. RUSS
 IRVING J. SHEPPERD
 ARNOLD SHOSTAK
 JULIAN SIMONS
 VIRGIL R. SIMPSON
 BERNARD P. SLOANE
 EDGAR J. SMITH
 WILLIAM A. SODARO
 DANIEL L. STEVENS
 GEORGE R. STEWART
 FRANK B. UPHOFF
 EDGAR F. VANDIVERE
 JAMES P. VEATCH
 GEORGE V. WALDO
 HYMAN WALLIN
 HAROLD G. WEILER
 GLEN E. WEST
 ROBERT G. WESTON
 ELDRIDGE WILLEY
 ROY J. WILKINS
 SCOTT G. WILLIAMSON
 CHARLES O. WILSON
 JOSEPH H. WOFFORD
 THADDEUS C. WOOD, JR.
 E. ARDEN WOOTTON

ACCOUNTING STAFF

Head, Accounting Regulations Division

HENRY M. LONG

Head, Field Division

MARK S. McCOY

Head, Statistical Division

ALEXANDER UELAND

Head, Rates and Traffic Division

WILLIAM G. BUTTS

Head Accountants

HARLAND R. MORRIS
VIRGIL P. RUSSELL
CHARLES R. MAKELA
HARRY TENNYSON

Principal Accountants

ROBERT F. BRADEN
EDWARD C. HARTUNG
EMERY E. HENSINGER
JAMES B. LOWELL
ELBERT B. WEST

FIELD ACCOUNTING OFFICES

MAX KRUMHOLZ
713 Atlanta National Bldg., Atlanta, Ga.
LON A. CEARLEY
45 Broadway, New York, N. Y.

CURTIS M. BUSHNELL
1860 Railway Exchange Bldg., St. Louis, Mo.
PAUL SUMMERHAYS
605 Market St., San Francisco, Calif.

SECRETARIAL STAFF

NORMAN E. JORGENSEN
Assistant to Chairman Fly
CHARLOTTA GALLAP
Private Secty. to Chairman Fly
WALTER B. EMERY..Secty. to Comm. Walker
PHYLLIS HANCOCK
Asst. Secty. to Comm. Walker
MINNIE SPARKS.....Secty. to Comm. Case
EVA O. MELTON...Asst. Secty. to Comr. Case*
MARGARET L. PRESTON,
Secty. to Comm. Craven
MIRIAM K. LOVELESS,
Asst. Secty. to Comm. Craven
WALTER E. JAMES.....Secty. to Comm. Durr
ETHEL C. MARDEN
Asst. Secty. to Comm. Durr
ROBERT W. HUDSON
Secty. to Comm. Wakefield
ROWENA G. ROCKHOLD,
Asst. Secty. to Comm. Wakefield
LAURA L. HOLLINGSWORTH,
Secty. to Mr. Slowie

JANET P. FISHER...Secty. to Chief of Personnel
JULIA M. SHANKLAND
Secty. to Director of Information
WANDA COX.....Secty. to Chief, License Div.
WALESKA WATSON..Secty. to Chief Accountant
LINDA WOLIN
Secty. to Asst. Genl. Counsel Hyde
MARGARET L. CURETON
Secty. to Asst. Gen. Counsel Plotkin
FAUSTA M. PUFFENBERGER
Secty. to Asst. Genl. Counsel Cottone
JEAN K. WEISSMAN
Secty. to Asst. Chief Engineer Adair
ANNIE B. STEARNS
Secty. to Asst. Chief Engr. Toeppen
NEVA BELL PERRY
Secty. to Asst. Chief Engr. Sterling
EVA E. HOCUTT
Secty. to Chief, Safety and Special Service Division
MILA GROSSNICKLAUS
Secty. to Chief, Field Division
EVELYN B. MODANCE
Secty. to Chief, Technical Information Division

F. C. C. REGULATIONS REGARDING BROADCASTING APPLICATIONS

As of January 1, 1944

PLACE of filing; number of copies. Each application for construction permit or station license, and all papers incorporated therein and made a part thereof, with respect to the number of copies and place of filing, shall be submitted as follows:

Three copies direct to Washington, D. C.

Contents. Each application shall be specific with regard to frequency or frequencies, power, hours of operation, equipment, location of the station, and other information required by the application forms. An application for broadcast facilities in the band 550 kilocycles to 1600 kilocycles shall be limited to one specific frequency. An application for radio station construction permit or license requesting alternate facilities will not be accepted.

Full disclosures. Each application shall contain full and complete disclosures with regard to the real party or parties in interest, and their legal, technical, financial and other qualifications, and as to all matters and things required to be disclosed by the application forms.

Additional statements. In addition the Commission may require an applicant to submit such documents and written statements of fact, under oath, as in its judgment may be necessary.

Installation or removal of apparatus. Applications for construction permit or modification thereof, involving removal of existing transmitting apparatus and/or installation of new transmitting apparatus, shall be filed at least sixty days prior to the contemplated removal and/or installation.

Forfeiture of construction permits: extensions of time.—(a) A construction permit shall be automatically forfeited if the station is not ready for operation within the time specified therein or within such further time as the Commission may have allowed for completion, and a notation of the forfeiture of any construction permit under this provision will be placed in the records of the Commission as of the expiration date.

(b) Any application (FCC Form No. 701) for extension of time within which to construct a station shall be filed at least thirty days prior to the expiration date of such permit if the facts supporting such application for extension are known to the applicant in time to permit such filing. In other cases such applications will be accepted upon a showing satisfactory to the Commission of sufficient reasons for filing within less than thirty days prior to the expiration date. Such applications will be granted upon a specific and detailed showing that the failure to complete was due to causes not under the control of the grantee, or upon a specific and detailed showing of other matters sufficient to justify the extension.

License following construction permit. In all cases where a construction permit is required by Section 319 of the Act for the construction of a station, the application for station license (or for station license or modification thereof, if for station other than broadcast) shall be filed by permittee prior to service or program tests.

Where construction permit not required. Each application for new license, except amateur, where a construction permit is not a prerequisite thereto, shall be filed at least sixty days prior to the contemplated operation of the station: *Provided, however,* That in emergency and for good cause shown, the Commission may waive the requirements of this rule.

Modification of license. An application for modification of license, except amateur, and except as otherwise provided by these rules, may be filed for change in frequency, change in operating power where no construction is necessary, change in hours of operation, and for change in name of licensee where no change in ownership or control is involved. In case of a broadcast station, an application for modification of license may be filed for change in location of main studio. In case of all stations other than broadcast, an application for modification of license may be filed for change in points of communication, change in nature of authorized service,

and to cover an outstanding construction permit where the station is already licensed. Except when filed to cover construction permit, each application for modification of license shall be filed at least sixty days prior to the contemplated modification of license; *Provided, however*, that in emergencies and for good cause shown, the requirements hereof may be waived in so far as time for filing is concerned.

Renewal of license. Unless otherwise directed by the Commission, each application for renewal of license shall be filed at least sixty days prior to the expiration date of the license sought to be renewed. No application for renewal of license of a standard broadcast station will be considered unless there is on file with the Commission, the balance sheet and income statement currently required by the rules of practice and procedure of the Commission, reference to which by date and file number shall be included in the application.

Financial statements. Each licensee of a standard broadcast station shall file with the Commission on or before March 1 of each year on such forms as may be prescribed by the Commission, a balance sheet showing the financial condition of a licensee as of December 31 of the preceding year and an income statement for the preceding calendar year. Each such form shall be subscribed and verified by: (1) the parties or party filing the statement; (2) in the case of a corporation, an officer of the corporation. (An attorney for either is allowed with sufficient reason.)

Filing directed by Commission. Whenever the Commission regards an application for a renewal of license as essential to the proper conduct of a hearing or investigation, and specifically directs that it be filed by a certain date, such application shall be filed within the time thus specified. If the licensee fails to file such application within the prescribed time, the hearing or investigation shall proceed as if such renewal application had been received.

Temporary extension of station licenses. Where there is pending before the Commission any application, investigation, or proceeding which, after hearing might lead to or make necessary the modification of, revocation of, or the refusal to renew an existing license, the Commis-

sion may, in its discretion, grant a temporary extension of such license; *Provided, however*, That no such temporary extension shall be construed as a finding by the Commission that the operation of any radio station thereunder will serve public interest, convenience, and necessity beyond the express terms of such temporary extension of license; *And providea further*, That such temporary extension of license will in no wise affect or limit the action of the Commission with respect to any pending application or proceeding.

Assignment or transfer of control. (a) *General.* An application for consent to assignment of a construction permit or license, or for consent to transfer of control of a corporation holding a construction permit or license, shall be filed with the Commission at least sixty days prior to the contemplated effective date of assignment or transfer of control. If the assignment or transfer is voluntary, the appropriate application shall be fully executed by all parties and, if involuntary, by assignee or transferee only.

(b) *Broadcast.* With each such application, involving any standard broadcast station construction permit or license, there shall be submitted under oath or affirmation all information required to be disclosed by the application forms prescribed by the Commission, together with such other information under oath or affirmation as the Commission may require.

(c) *Other than broadcast.* In all classes of applications for consent to assignment of construction permit or license or for consent to transfer of control of a corporation holding a construction permit or license, other than those prescribed in paragraph (b), the Commission may require the furnishing of such information as in its discretion is deemed necessary.

Special temporary authorizations. (a) Special temporary authority may be granted for the operation of a station for a limited time, or in a manner and to an extent or for service other or beyond that authorized in an existing license upon proper application therefor; *Provided, however*, That no such request will be considered unless:

1. It is received by the Commission at least ten days previous to the date of proposed operation: *Provided, however*, That any such request received within less than

ten days may be accepted upon due showing of sufficient reasons for the delay in submitting such request.

2. Full particulars as to the purpose for which the request is made are stated.

(b) If the request is for operation of a standard broadcast station, the following additional requirements shall apply:

1. No such authority may be granted to a person other than the licensee of an existing standard broadcast station.

2. The request shall be limited to a definite or temporary period or periods for the transmission of programs or events which are not recurrent, and approval thereof will not be granted for a period in excess of thirty days.

3. The request shall show that it has been seasonably submitted to other stations whose operations may be affected (to be determined as indicated below), and the date on which such request was so submitted, which such stations shall submit direct to the Commission waiver of objection to the granting thereof or a statement of the nature of any objections that such stations may desire to interpose:

4. If the request is for operation upon a clear channel, showing required above shall be made with respect to the Class I station or stations on the channel.

5. If the request is made by time sharing station, the showing required above shall be made with respect to the station or stations with which time is shared.

6. In any case, the showing required above must be made with respect to any station on the same or adjacent channels when any such station is located within the interference range of the station making the request to be determined by the "Standards of Good Engineering Practice Concerning Standard Broadcast Stations."

7. Waiver of objections, or statement of objections, when furnished under this rule, shall be forwarded direct to the Commission by the responding station, and in the case of waiver shall show whether the waiver covers simultaneous operation or whether the station is giving up the time sought by the applicant. Where it appears that the proposed operation has been seasonably submitted to the station or stations referred to in sub-paragraphs (4), (5), and (6), above, and no reply has been received, it will be considered that such stations have waived any objections to the granting of the request.

Special Service Authorizations. Special Service Authority may be issued to the licensee of a radio station for a service other or beyond that authorized in its

existing license for a period not exceeding that of its existing license upon proper application therefor*; and satisfactory showing in regard to the following, among others:

(a) That the requested operation may not be granted on a regular basis under the existing rules governing the operation of standard broadcast stations;

(b) That in the event the application is on behalf of a standard broadcast station that experimental operation is not involved as provided for by Part 3, Section 3.22, of the Rules and Regulations;

(c) That public interest, convenience, and necessity will be served by the authorization requested.

Inconsistent or conflicting applications.

When an applicant has an application pending and undecided, no other inconsistent or conflicting application filed by the same applicant, his successor or assignee, or on behalf or for the benefit of said applicant, will be accepted for consideration.

Multiple applications; broadcast service. In the broadcast service, while there is one application for new or additional facilities pending for a standard, international, television, facsimile, high frequency or experimental broadcast station, the Commission will not consider another application for new or additional facilities for a station of the same class (as given above) to serve in whole or in part the same area, by the same applicant or by his successor or assignee, or on behalf or for the benefit of the original parties in interest. Two such applications may not be filed simultaneously.

Repetitious applications. (a) *Broadcast services.* In the broadcast service, where an applicant has been afforded an opportunity to be heard with respect to a particular application for a new standard, international, television, facsimile, high frequency, or developmental broadcast station, or for an extension or enlargement of existing service or facilities, and the Commission has, after hearing or default, denied the application or dismissed it with prejudice, the Commission will not consider another application for a station of the same class (as given above) to serve in whole or in part the same area, by the same applicant or his successor or assignee, or on behalf of or for the benefit of the original parties in interest, until after the lapse of twelve months from the effective date of the Commission's order.

* Applications for authorizations to use frequencies assigned to the international broadcast service may be made on an informal basis; formal application must be made for other authorizations.

(b) *Other radio services.* In any other radio service, where an applicant has been afforded an opportunity to be heard with respect to a particular application for a new station, or for an extension or enlargement of service or facilities, and the Commission has, after hearing or default, denied the application or dismissed it with prejudice, the Commission will not consider a like application involving service of the same kind to the same area by the same applicant, or by his successor or assignee, or on behalf of or for the benefit of the original parties in interest, until after the lapse of twelve months from the effective date of the Commission's order: Provided, however, That the Commission may waive the requirements of this rule in situations affecting safety of life or property.

Pending appeals. Where an appeal has been taken from the action of the Commission in denying a particular applicant another application for the same class of broadcast station and for the same area, in whole or in part, filed by the same applicant or by his successor or assignee, or on behalf of or for the benefit of the original parties in interest, will not be considered until the final disposition of such appeal.

Action on Applications

Partial grants. Where any application is granted in part, or with any privileges, terms, or conditions other than those requested, without a hearing thereon, the action of the Commission shall be considered as granting such application unless the applicant shall, within twenty days from the date on which public announcement of such grant is made, or from its effective date if a later date is specified, file with the Commission a written request for a hearing with respect to the part, or with respect to the privileges, terms, or conditions, not granted. Upon receipt of such request, the Commission will vacate its original action upon the application and set the application for hearing in the same manner as other applications are set for hearing, and the applicant and other parties in interest will be notified thereof.

Designation for hearing. In cases where an application for radio facilities is proper upon its face but the Commission is unable to determine upon examination of the same that the granting of such application either in whole or in part, would serve public interest, con-

venience or necessity, the Commission will designate the same for hearing and the following procedure will govern it:

(a) The Secretary shall forthwith mail a written notice to the applicant setting forth the action of the Commission designating the application for hearing, together with such statement of the Commission's reasons therefor as shall be appropriate to the nature of the application.

(b) In order to avail himself of the opportunity to be heard the applicant in person or by his attorney shall, within fifteen days of the mailing of the notice of designation for hearing by the Secretary, file with the Commission a written appearance stating that he will appear and present evidence on the issues specified in the statement of reasons furnished by the Commission on such date as may be fixed for the hearing. In cases other than standard broadcast, high frequency broadcast, international broadcast and television, the applicant will accompany his appearance with an additional copy of his application and supporting documents.

Answers to Notices of Violation

Under Title III of the Act. Any licensee receiving official notice of a violation of the terms of the Communications Act of 1934, any legislative act, Executive Order, treaty to which the United States is a party, or the Rules and Regulations of the Federal Communications Commission, shall, within three days from such receipt, send a written answer direct to the Federal Communications Commission at Washington, D. C., and a copy thereof to the office of the Commission originating the official notice when the originating office is other than the office of the Commission in Washington, D. C.; *Provided, however,* That if an answer cannot be sent nor an acknowledgment made within such three-day period by reason of illness or other unavoidable circumstances, acknowledgment and answer shall be made at the earliest practicable date with a satisfactory explanation of the delay. The answer to each notice shall be complete in itself and shall not be abbreviated by reference to other communications or answers to other notices. If the notice relates to some violation that may be due to the physical or electrical characteristics of transmitting apparatus, the answer shall state fully what steps, if any, are taken to prevent future violations,

and if any new apparatus is to be installed, the date such apparatus was ordered, the name of the manufacturer, and promised date of delivery. If the installation of such apparatus requires a construction permit, the file number of the application shall be given, or if a file number has not been assigned by the Commission, such identification as will permit of ready reference. If the notice of violation relates to some lack of attention or improper operation of the transmitter, the name and license number of the operator in charge shall be given.

Revocation and Modification of Station Licenses

Revocation. Whenever the Commission shall institute a revocation proceeding against the holder of any radio station construction permit or license under Section 312 (a), it shall initiate said proceeding by serving upon said licensee an order of revocation effective not less than fifteen days after written notice thereof is given the licensee. The order of revocation shall contain a statement of the grounds and reasons for such proposed revocation and a notice of the licensee's right to be heard by filing with the Commission a written request for hearing within fifteen days after receipt of said order. Upon the filing of such written request for hearing by said licensee the order of revocation shall stand suspended and the Commission will set a time and place for hearing and shall give the licensee and other interested parties notice thereof. If no request for hearing on any order of revocation is made by the licensee against whom such an order is directed within the time hereinabove set forth, the order of revocation shall become final and effective, without further action of the Commission. When any order of revocation has become final, the person whose license has been revoked shall forthwith deliver the station license in question to the inspector in charge of the district in which the licensee resides.

Modification. (a) *Order to show cause.* Whenever the Commission shall determine that public interest, convenience, and necessity would be served, or any treaty ratified by the United States will be more fully complied with, by the modification of any radio station construction permit or license either for a limited time, or for the duration of the term thereof, it shall issue an order for such licensee to show cause why such construction permit or license should not be modified.

(b) *Contents of order to show cause.* Such order to show cause shall contain a

statement of the grounds and reasons for such proposed modification, and shall specify wherein the said construction permit or license is required to be modified. It shall require the licensee against whom it is directed, to be and appear at a place and time therein named, in no event to be less than thirty days from the date of receipt of the order to show cause why the proposed modification should not be made and the order of modification issued.

(c) *Failure to appear.* If the licensee against whom the order to show cause is directed does not appear at the time and place provided in said order, a final order of modification shall issue forthwith.

Suspension of Operator Licenses

Order of suspension. No order of suspension of any operator's license shall take effect until fifteen days' notice in writing thereof, stating the cause for the proposed suspension, has been given to the operator licensee who may make written application to the Commission at any time within said fifteen days for a hearing upon such order. The notice to the operator licensee shall not be effective until actually received by him, and from that time he shall have fifteen days in which to mail the said application. In the event that physical conditions prevent mailing of the application at the expiration of the fifteen-day period, the application shall then be mailed as soon as possible thereafter, accompanied by a satisfactory explanation of the delay. Upon receipt by the Commission of such application for hearing, said order of suspension shall be held in abeyance until the conclusion of the hearing which shall be conducted under such rules as the Commission, shall deem appropriate. Upon the conclusion of said hearing the Commission may affirm, modify, or revoke said order of suspension.

Proceedings. Proceedings for the suspension of an operator's license shall in all cases be initiated by the entry of an order of suspension. Respondent will be given notice thereof together with notice of his right to be heard and to contest the proceeding. The effective date of the suspension will not be specified in the original order but will be fixed by subsequent motion of the Commission in accordance with the conditions specified above. Notice of the effective date of suspension will be given respondent, who shall send his operator license to the office of the Commission in Washington, D. C., on or before the said effective date, or, if the effective date has passed at the time notice is received, the license shall be sent to the Commission forthwith.

RULES APPLICABLE TO STATIONS ENGAGED IN CHAIN BROADCASTING

Effective June 15, 1943

Licensing Requirements

No license shall be granted to a standard broadcast station having any contract, arrangement, or understanding, express or implied, with a network organization¹ under which the station is prevented or hindered from, or penalized for, broadcasting the programs of any other network organization.

No license shall be granted to a standard broadcast station having any contract, arrangement, or understanding, express or implied, with a network organization which prevents or hinders another station serving substantially the same area from broadcasting the network's programs not taken by the former station, or which prevents or hinders another station serving a substantially different area from broadcasting any program of the network organization. This regulation shall not be construed to prohibit any contract, arrangement, or understanding between a station and a network organization pursuant to which the station is granted the first call in its primary service area upon the programs of the network organization.

No license shall be granted to a standard broadcast station having any contract, arrangement, or understanding express or implied, with a network organization which provides, by original term, provisions for renewal, or otherwise for the affiliation of the station with the network organization for a period longer than two years: *Provided*, That a contract, arrangement, or understanding for a period up to two years, may be entered into within 6 months prior to the commencement of such period.

No license shall be granted to a standard broadcast station which options² for network programs any time subject to call on less than 56 days' notice, or more time than a total of three hours³ within each of four segments of the broadcast day, as herein described. The broadcast day is divided into four segments, as follows: 8:00 a.m. to 1:00 p.m.; 1:00 p.m. to 6:00 p.m.; 6:00 p.m. to 11:00 p.m.; 11:00 p.m. to 8:00 a.m.⁴ Such options

may not be exclusive as against other network organizations and may not prevent or hinder the station from optioning or selling any or all of the time covered by the option, or other time, to other network organizations.

No license shall be granted to a standard broadcast station having any contract, arrangement, or understanding, express or implied, with a network organization which (a), with respect to programs offered pursuant to an affiliation contract, prevents or hinders the station from rejecting or refusing network programs which the station reasonably believes to be unsatisfactory or unsuitable; or which (b), with respect to network programs so offered or already contracted for, prevents the station from rejecting or refusing any program which, in its opinion, is contrary to the public interest, or from substituting a program of outstanding local or national importance.

No license shall be granted to a network organization, or to any person directly or indirectly controlled by or under common control⁵ with a network organization, for more than one standard broadcast station where one of the stations covers substantially the service area

¹ The term "network organization" as used herein includes national and regional network organizations. See Chapter VII, J, of Report on Chain Broadcasting.

² As used in this section, an option is any contract, arrangement, or understanding, express or implied, between a station and a network organization which prevents or hinders the station from scheduling programs before the network agrees to utilize the time during which such programs are scheduled, or which requires the station to clear time already scheduled when the network organization seeks to utilize the time.

³ All time options permitted under this section must be for specified clock hours, expressed in terms of any time system set forth in the contract agreed upon by the station and network organization. Shifts from daylight saving to standard time or vice versa may or may not shift the specified hours correspondingly as agreed by the station and network organization.

⁴ These segments are to be determined for each station in terms of local time at the location of the station but may remain constant throughout the year regardless of shifts from standard to daylight saving time or vice versa.

⁵ The word "control" as used herein, is not limited to full control but includes such a measure of control as would substantially affect the availability of the station to other networks.

of the other station, or for any standard broadcast station in any locality where the existing standard broadcast stations are so few or of such unequal desirability (in terms of coverage, power, frequency, or other related matters) that competition would be substantially restrained by such licensing. (Effective date of this section may be extended from time to time with respect to any station in order to permit the orderly disposition of properties.)

No license shall be issued to a standard broadcast station affiliated with a network organization which maintains more than one network: *Provided*, That this regula-

tion shall not be applicable if such networks are not operated simultaneously, or if there is no substantial overlap in the territory served by the group of stations comprising each such network. (Effective date of this section shall be April 12th, 1944.

No license shall be granted to a standard broadcast station having any contract, arrangement, or understanding, express or implied, with a network organization under which the station is prevented or hindered from, or penalized for, fixing or altering its rates for the sale of broadcast time for other than the network's programs.

FCC REGULATIONS REGARDING NATIONAL DEFENSE

Any common carrier or the licensee of any radio station subject to the Communications Act may utilize its facilities to render free service to the government for military or naval communications in preparation for national defense. The government agency concerned will keep the Commission generally informed of the services of this kind accepted. Nothing herein or in any other regulation of the Commission shall be construed to require any such carrier or station to participate in any such communication.

The Federal Communications Commission may authorize the licensee of any radio station during a period of national emergency to

operate its facilities upon such frequencies with such power and points of communication, and in such a manner beyond that specified in the station license as may be requested by the Army or Navy.

No provision of the Commission's Rules and Regulations shall, in time of war, prevent the master of any vessel of the United States from taking any action whatsoever in regard to the radio installation, the operators, the transmission and receipt of messages, and the radio service of the ship whenever in his discretion such action is necessary to carry out the instructions of the United States naval control officers and other instructions issued by the Navy Department.



1941—GROWTH OF RADIO STATIONS—1943

As of:	Licensed Stations	Construction Permits	Special Broadcast Stations	Total
January 1941	826	51	5	882
February 1941	830	46	5	881
March 1941	831	54	5	890
April 1941	832	54	5	891
May 1941	831	55	5	891
June 1941	844	48	5	897
July 1941	854**	43	—	897
August 1941	859**	44	—	903
September 1941	859**	53	—	912
October 1941	869**	44	—	913
November 1941	877**	38	—	915
December 1941	882**	37	—	919
January 1942	887	36	—	923
February 1942	891	32	—	923
March 1942	893	31	—	924
April 1942	897	27	—	924
May 1942	899	25	—	924
June 1942	906	18	—	924
July 1942	906	19	—	925
August 1942	905	16	—	921
September 1942	906	14	—	920
October 1942	908	11	—	919
November 1942	910	9	—	919
December 1942	919	9	—	918
January 1943	910	7	—	917
February 1943	910	6	—	916
March 1943	909	5	—	914
April 1943	911	2	—	913
May 1943	911	2	—	913
June 1943	911	1	—	912
July 1943	911	1	—	912
August 1943	911	2	—	913
September 1943	911	2	—	913
October 1943	911	2	—	913
November 1943	911	2	—	913
December 1943	910	2	—	912
January 1944	—	—	—	—

*Including one stay order.

†Including two stay orders.

‡Including four stay orders.

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

zIncluding one construction permit for a special broadcast station.

ySpecial Broadcast Stations total is included in total of licensed stations.

**This figure includes the 5 Special Broadcast Stations.

TELEVISION
IS IMPORTANT
IN THE WAR EFFORT

ITS COMING
POSSIBILITIES
ARE TREMENDOUS

FOR TELEVISION
DEVELOPMENTS
READ
RADIO DAILY
REGULARLY

PUBLICATIONS

Covering the Field of Radio

TRADE — FAN — TECHNICAL — GENERAL

The Advertiser

MONTHLY 11 W. 42nd St., New York, N. Y. Phone, PEEnsylvania 6-3265. Editor and Publisher, Manuel Rosenberg; Associate Editor, Barbara Kaye. BRANCH OFFICE: 3557 Bogart Ave., Cincinnati, O. Phone, AVon 6825. Lena Aron, Sec'y. The Advertiser carries articles on radio concerning the advertising field. There is also an annual, **MARKETS OF AMERICA**, presenting a compilation of market articles, each written by an advertising or agency executive expert in the market he discusses.

Advertising Age

WEEKLY. 100 East Ohio St., Chicago 11, Ill. Phone, Delaware 1337. Publisher, G. D. Crain, Jr.; Editor, S. R. Bernstein. BRANCH OFFICES: 330 W. 42nd St., New York, N. Y. Phone, BRyant 9-6431; 1226 National Press Bldg., Washington, D. C. Phone, REpublic 7659. 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 16, N. Y. Phone, CAledonia 5-9770. Published by Robbins Publishing Co. President, J. H. Moore; Editor and Publisher, F. C. Kendall; Advertising Manager, Lloyd Cain. BRANCH OFFICES: 1328 Peoples Gas Bldg., Chicago, Ill., John G. Tinsley, Western Adv. Mgr.; 714 West 10th St., Los Angeles, Calif., Ned Brydone-Jack, Representative; 3703 Dorothy Ave., Dallas, Texas, Kenneth Ford, 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 industry news

are reported each month. Emphasis in all coverage of radio activity is on pictorial elements involved.

The Billboard

WEEKLY. 25 Opera Place, Cincinnati, Ohio. Phone, Main 5306. Publisher, The Billboard Publishing Co.; Managing Editor, R. S. Littleford, Jr. (Cincinnati); Leonard Traube, Editor, on leave with Armed Forces; Jos. Koehler Acting Editor; Radio Editor, Lou Frankel (New York); President-Treasurer, E. W. Evans; Secretary, W. D. Littleford; Advertising Manager, C. J. Latscha. BRANCH OFFICES: Ashland Bldg., Chicago, Ill., Maynard Reuter, Manager; 1564 Broadway, New York, N. Y., Joseph Csida, General Manager; 1509 Vine St., Hollywood, Calif., Sam Abbott, Manager. The editorial policy of this publication's radio department is concerned with the showmanship, talent and business phases of broadcasting.

Boxoffice

WEEKLY. 9 Rockefeller Plaza, New York, N. Y. Phone, COLUMbus 5-6370. Editor-in-Chief and Publisher, Ben Shlyen; Editor, William G. Formby; News Editor, James M. Jerauld; Chicago Correspondent, Rene Clayton; Hollywood Manager, Ivan Spear; General Manager, Raymond Levy. Covering briefly all radio developments of interest to the motion picture industry.

Broadcasting—Broadcast Advertising

WEEKLY. National Press Bldg., Washington, D. C. Phone, Metropolitan 1022. Publisher, Martin Codel (on leave with Red Cross); Editor and General Manager, Sol Taishoff; Maury Long, Business Manager; J. Frank Beatty, Managing Editor; Bernard Platt, Circulation Manager; N. Y. Correspondent, Bruce Robertson; Chicago Correspondent, J. J. McGuinn; Los Angeles Correspondent, David Glickman; Toronto, Canada, Correspondent, James Montague. Trade journal of the broadcasting and broadcast advertising fields.

**I
WONDER
WHAT
RADIO DAILY
WILL
SAY
ABOUT IT?**

Business Promotion

MONTHLY. Merchandise Mart, Chicago, Ill. Phone, Whitehall 6614. Publisher, Henry S. Bunting; General Manager, Van Asmus Bunting. Business Promotion publishes information concerning all premium, prize and advertising-gift offers on the radio. Readers are sales promoters and all users of premiums and gifts as sales promotional material. Radio sponsors, stations and agencies are eligible to receive Business Promotion on a complimentary basis. Editorial content is based on premium usage in promotional campaigns.

Canadian Advertising

QUARTERLY (January, April, July and October). 481 University Ave., Toronto, Ont., Canada. Phone, Adelaide 9131. Publisher, MacLean Publishing Co.; Advertising Manager & Editor, A. C. Ball; Group Manager of Industrial Publications, J. L. Craig; Data Editor, Margaret M. White. BRANCH OFFICES: Dominion Square Bldg., Montreal, Canada, Phone, MARquette 2331. This publication is an advertising media data book which includes a listing of Canadian radio stations, their rates, time on the air, power, frequency, personnel, etc.; besides media references it contains articles reviewing advertising activities in Canada.

Communications

MONTHLY. 19 East 47th St., New York, N. Y. Phone, PLaza 3-0483. Publisher, Bryan Davis Publishing Co., Inc.; Editor, Lewis Winner; Business Manager, B. S. Davis; General 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. Editorial content features technical articles covering the entire communications field.

Daily Variety

DAILY. 1708 North Vine St., Hollywood, Calif. Phone, HOLlywood 1141.

President, Sid Silverman; Editor, Arthur Ungar. BRANCH OFFICES: See listing under Variety Weekly.

Down Beat

TWICE MONTHLY. 203 N. Wabash Ave., Chicago, Ill. Phone, Andover 1612. Publisher, Glenn Burrs; Managing Editor, Ned E. Williams. BRANCH OFFICES: RKO Bldg., New York, N. Y., Rod Read and Frank Stacy; 648 N. Rampart Blvd., Los Angeles, Charlie Emge. Publishes news and pictures of popular radio bands and orchestras, etc.

Editor and Publisher

WEEKLY. 1700 Times Tower, New York, N. Y. Phone, BRyant 9-3052. President, James W. Brown; Publisher, James W. Brown, Jr.; Editor, Arthur T. Robb; Managing Editor, Robert U. Brown; General Manager-Advertising Director, Charles T. Stuart; Chicago Correspondent, G. A. Brandenburg; Los Angeles Correspondent, Don Taylor; San Francisco, Don R. Nelson; London, England, Vera Chandler; Washington Correspondent, James J. Butler. Prints radio news of interest to the newspaper and advertising fields.

Electronic Industries

MONTHLY. 480 Lexington Ave., New York, N. Y. Phone, PLaza 3-1340. Publisher, M. Clements; Editor, Dr. Orestes H. Caldwell. Electronic Industries is published for all who design, produce, or operate radio and electronic equipment.

Electronics

MONTHLY. 330 West 42nd St., New York, N. Y. Phone, MEDallion 3-0700. Publisher, McGraw-Hill Publishing Co.; Editor, Keith Henney; Editor, Western (Chicago), Beverley Dudley; Associate Editor, W. MacDonald; Publisher, H. W. Mateer; Sales Manager, Wallace B. Blood. Branch Offices: 1427 Statler Bldg., Boston, Mass., Ralph Flynn; 520 North Michigan Ave., Chicago, Ill., Charles Wardner; 1510 Hanna Bldg., Cleveland, Ohio, J. L. Phillips; 16 South Broad St., Philadelphia, Pa., Frank Coyle; 68 Post St., San Francisco, Cal., J. W. Otterson; 601 W. 5th St., Los Angeles, Cal., Roy 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.

**If you want to harvest
today's frequent new crops
of advertising urges**



**to advertise regularly in
STANDARD RATE
& DATA SERVICE**

With shifting markets and sales-manpower shortages, large numbers of advertisers are maintaining liquid budget reserves . . . are prepared to *pour it on* wherever promotion possibilities loom the largest.

This widespread policy involves an unprecedented volume of day-to-day decisions . . . offers stations many more opportunities than ever before to sell their services . . . makes "constant buyer contact" the golden rule of advertising today. To pull more business, sell *every day* through Standard Rate & Data Service, used constantly by your prime advertising prospects—account executives, time buyers, advertising and sales managers, and all other important advertising officials—for planning, budgeting, scheduling and scores of other necessary operations.

Put this subtle power of hour after hour usership into your advertising appeals. Knock over sale after sale by punching hard from every use angle—from market data to station facilities. Jolt orders out of big buyers with timely, telling blows—when their use of the Service leaves them wide open for your sales-winning story.

Rule out any chance of being overlooked in today's augmented advertising market by making regular monthly use of Standard Rate & Data Service your advertising rule. **STANDARD RATE & DATA SERVICE**, 333 N. Michigan Ave., Chicago 1, Ill. • 420 Lexington Ave., New York 17, N. Y. • 816 W. Fifth St., Los Angeles 13, Calif.

Film Daily

DAILY. 1501 Broadway, New York 18, N. Y. Phone, BRyant 9-7117. Publisher, John W. Alicoate; General Manager, Donald M. Mersereau; Editor, Chester B. Bahn; Los Angeles Correspondent, Ralph Wilk, 6425 Hollywood Blvd., Phone GRanite 6607; Washington Correspondent, Andrew H. Older, 841 Longfellow St., N. W., Phone, Taylor 0882; Chicago Correspondent, Joseph Esler, 6241 N. Oakley Ave. The Daily Newspaper of Motion Pictures: FILM DAILY reports the news covering every phase of motion pictures as well as television and radio to the extent they concern the film field.

FM-Radio Electronics

MONTHLY. 240 Madison Ave., New York 16, N. Y. Phone, LExington 2-8070. Editor-Publisher, M. B. Sleeper; Advertising Manager, Wm. T. Mohrman. BRANCH OFFICE: 360 N. Michigan Ave., Chicago, Ill., Phone, State 4439, William Fleischman. This publication deals with radio-electronic development, engineering, and manufacturing and includes the monthly Radio-Electronic products directory.

Hollywood Reporter

DAILY (Five days weekly). 6715 Sunset Boulevard, Hollywood, Cal. Phone, Hillside 7411. Editor and Publisher, W. R. Wilkerson; Managing Editor, Frank Pope; Business Manager, A. J. Oliver; Assistant to Publisher, George Kennedy; Manager of New York Office, Jack Harrison; Radio Editor, Joan Flynn. BRANCH OFFICES: 229 West 42nd St., New York, N. Y., Manager, Jack Harrison, Phone, Wisconsin 7-2470; 504 No. Michigan Ave., Chicago, Ill.; 2, Deanery Mews, Park Lane W. 1, London, England; Pelayo 1, Barcelona; Kungsgatan 28, Stockholm; 198 Pitt St., Sydney; San Martin 501, Buenos Aires. A publication devoted to the Motion Picture industry, its allies, and radio.

Industrial Marketing

MONTHLY (Except 2 issues in October). 100 East Ohio St., Chicago, Ill. Phone, Delaware 1337. Publisher, G. D. Crain, Jr.; Editor, Ralph O. McGraw.

BRANCH OFFICE: 330 West 42nd St., New York, N. Y. Phone, BRyant 9-6432. This publication prints all available news stories about the use of radio by industrial marketers.

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. Editor, Barry Ulanov; Associate Editor, Leonard Feather; Gene Roderick, Advertising Manager; Gus Greiff, Assistant Advertising Manager; Dixon Gayer, Chicago Editor; Milt Benny, Los Angeles Editor. This publication is a trade journal in the field of popular music, giving world coverage on news of the dance band and popular music fields; radio, band, stage, show and record reviews, interviews and personality stories, instruction departments conducted by leading exponents of the various dance band instruments.

Motion Picture Daily

DAILY. 1270 Sixth Ave., New York 20, N. Y. Phone, Circle 7-3100. President and Editor-in-Chief, Martin Quigley; Calvin Brown, Publisher; Exec. Editor, Sherwin Kane; Chicago Correspondent, Oscar Lundy; Los Angeles, Red Cann, Vice-President; Business Manager, T. J. Sullivan; Radio Advertising Manager, Herb V. Fecke. BRANCH OFFICES: 6305 Yucca St., Hollywood, Calif.; 624 S. Michigan Ave., Chicago, Ill.; 4 Golden Square, London W-1, England. Motion picture news coverage; also radio news and columns.

Music News

TWICE MONTHLY (Except monthly in June, July, August and September). Suite 615, 310 S. Michigan Ave., Chicago 4, Ill. Phone, WABash 5595. Editor-in-Chief, Lois Watt North; Managing Editor, Hans Rosenwald; Sales Manager, Milton Edwards; Business Manager, Vivian Bradshaw. Music News is a feature and news publication, departmental-

What You Should Know *About Advertising Age*

FIELD COVERED •

The entire field of advertising, merchandising and related industries. Readers are advertising and merchandising executives and advertising agencies — men who are the final buying authority in the purchase of radio time, transcriptions, talent, and in the selection of markets to be cultivated by local, regional and national accounts.

EDITORIAL CHARACTER •

The editorial appeal of ADVERTISING AGE is based upon the modern necessity for business news accurately and quickly presented. No textbook or preacher, ADVERTISING AGE sticks to its primary purpose of honest, intelligent, wide-awake news gathering. It prints more information about advertising, merchandising and marketing than any other publication.

Ten editors and more than 70 correspondents located at strategic points all over the United States, present the latest news affecting this field every Monday morning. Representation is particularly strong in Washington because of the importance and extent of regulation and legislation affecting business which originates there.

CIRCULATION •

Advertising and merchandising executives and advertising agency executives constitute the bulk of our readers—over 12,000 of the most important men and women in this business. Our penetration into agencies is especially strong, and from the standpoint of reader-preference among agencies, ADVERTISING AGE is away out in front.

ADVERTISING •

ADVERTISING AGE carries more lineage, more insertions, more accounts and more exclusive accounts than any other general advertising publication. It has done so for many years, and has extended its lead during 1943.

During the first half of 1943 ADVERTISING AGE carried 38.2% of all the radio lineage placed in the general advertising magazines. It had nearly twice the number of insertions of its nearest competitor.

FORMAT AND MAKEUP •

Newspaper style, with newspaper printing and mailing speed. Full pages are large enough to permit smash displays, yet makeup of five columns is so flexible that copy can be as small as 1/72 of a page. Radio stations throughout the country find that whatever size unit is employed produces real results for them.

Advertising Age

THE NATIONAL NEWSPAPER OF MARKETING

NEW YORK 18
330 W. 42nd St.

SAN FRANCISCO 4
Simpson-Reilly, Ltd.
Russ Bldg.

CHICAGO 11
100 E. Ohio St.

LOS ANGELES 18
Simpson-Reilly, Ltd.
Garfield Bldg.

ized. In each issue there are reviews of the better class music including popular types.

Music Times

QUARTERLY (Duration) MONTHLY. 501 Plymouth Court, Chicago 5, Ill. Phone, Harrison 0144. Editor-Publisher, J. Bradford Pengelly. In each issue there is a section devoted to radio under the heading, "Records, Radio and Television." Also publisher of "The Blue Book of Style, Musical Instruments."

Music Trade Review

MONTHLY. 1270 Sixth Ave., New York, N. Y. Phone, Circle 7-5842. Editor, Carleton Chace. Music Trade Review has a monthly department on radio, radio-combinations, records, etc., comprising news of the trade and merchandising articles for the benefit of the retail music merchant. Circulation comprises entire Music Industry, both wholesale and retail. Combined with "Musical Merchandise Magazine" for the duration of the war.

The Music Trades

MONTHLY. 113 West 57th St., New York, N. Y. Phone, Circle 7-0520. Publisher, John F. Majeski; Editor, Emil Raymond. BRANCH OFFICES: 304 South Wabash Ave., Chicago, Ill. Phone, Harrison 4544. The Music Trades is devoted to reports of current activities and new developments among manufacturers and dealers of all kinds of musical instruments including radio and phonograph.

Musical Advance

MONTHLY. 100 West 57th St., New York, N. Y. Phone, Circle 7-3206. Publisher-Editor, Spencer B. Driggs; Advertising Manager, V. E. Matlack; Radio Editor, Frank C. Barber.

Musical America

EIGHTEEN TIMES YEARLY. 113 West 57th St., New York, N. Y. Phone, Circle 7-0520. Publisher, John F. Majeski; Editors, Ronald Eyer, Frances Eaton; Advertising Manager, M. B. Swaab. BRANCH OFFICE: 304 South Wabash Ave., Chicago, Ill. Phone, Harrison 4544. Musical America reports current musical events in the United States

and all foreign centers of interest to musicians, music lovers, music clubs and students.

Musical Courier

TWICE MONTHLY. 119 West 57th St., New York, N. Y. Phone, Circle 7-4500. Publisher, Music Periodicals Corp.; Editor, Leonard Liebling; Managing Editor, Russell Kerr. BRANCH OFFICES: 220 South Michigan Ave., Chicago, Ill., Rene Devries, Assoc. Editor; 5617 Hollywood Blvd., Hollywood, Calif., Richard Drake Saunders, West Coast Manager. Review of better class music programs throughout the world in each issue; comments on broadcast programs.

Musical Digest

QUARTERLY. 119 West 57th St., New York, N. Y. Phone, Circle 7-1124. Editor-Publisher, Pierre Key; Managing Editor, Irene E. Haynes. Musical Digest prints newsy notes and reviews on broadcasts of serious music as well as occasional comment on broadcasts by musical artists.

The Musician

MONTHLY. 139 E. 47th Street, New York, N. Y. Phone, PLaza 3-5925. Editor, Nicholas deVore; Publisher, AMF Artist Service, Inc. The Musician publishes news and comments on happenings in the music world as well as educational and analytic articles regarding serious music. It is the official organ of the American Musical Fellowship.

Pan-American Radio

MONTHLY. 45 West 45th St., New York, N. Y. Phone, BRyant 9-4324. Publisher-Editor, Herbert Rosen. This publication is an organ of information concerning broadcasting and its problems as they relate to both North and South America. It is printed in three different languages, English, Spanish and Portuguese in one and the same edition.

Printers' Ink

WEEKLY. 205 E. 42nd St., New York 17, N. Y. Phone, MURray Hill 3-6500. Publisher, Printers' Ink Publishing Co.; President, C. B. Larrabee; Advertising Director, Henry W. Marks; Editor, G. A. Nichols; Exec. Editor, Robert W. Palmer; Managing Editor, Eldridge Peterson; Radio, Pat Murray. BRANCH OF-

**A MESSAGE TO RADIO AND
ELECTRONIC MANUFACTURERS**

SUPPLIES!

Post-war competitive battles will be won by getting the right supplies to the right spot at the right time!

YOUR FIELD COMMANDERS

— the radio and electronic technicians, servicemen, and dealers, have been waiting and waiting these long war years for replacement parts and sets. They are always hungry for news of what is available, or at least, of what the manufacturers are doing. Eagerly they search the pages of **RADIO-CRAFT** — their main source of information.

The radio or electronic manufacturer who has no merchandise to offer at this time might well keep in the good graces of his outlets, by maintaining contact through **RADIO-CRAFT** — the leader in this highly concentrated field.



PARTS!



LEADERSHIP IN READERSHIP

We wish you could be with us while we open the incoming mail. You would see how these technical middlemen — the very ones you will be seeking again for your "sales representatives" — appealing to our editors for help on this or that problem. Some ask for the latest "dope" on technical developments — some request information on parts, others send in notes and suggestions which we print for them.

The picture you would get is that your future sales outlets regard **RADIO-CRAFT** as virtually their own publication. As a matter of fact, they are inclined to feel slighted if a manufacturing supplier does not keep them informed through their favorite medium.

CURRENT PRESS RUN 60,000

Certainly, with the war taking a favorable turn, this is the proper time to start re-establishing friendship with our readers—another name for your sales outlets. Notwithstanding high quality readership, we can also offer quantity circulation.

RADIO-CRAFT, 25 West Broadway, New York 7, N. Y.

FICES: 6 N. Michigan Ave., Chicago, Ill., P. H. Erbes, Jr., Associate Editor, and Gove Compton, Manager; 1722 Rhodes Haverty Bldg., Atlanta, Ga., H. F. Cogill, Manager; 1672 Walsworth Ave., Pasadena, 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.

Proceedings of the I. R. E.

(Institute of Radio Engineers)

MONTHLY. 330 West 42nd St., New York 18, N. Y. Phone, MEdallion 3-5661. Publisher, Inst. of Radio Engineers; Editor, Dr. Alfred N. Goldsmith; Secretary Haraden Pratt; Advertising Manager, William C. Copp; Wm. B. Cowilich, Asst. Secty. The Proceedings is an engineering journal publishing technical papers on radio and allied subjects. Papers are published after review by three committees and the editor. Releases and other news cannot be used, but new commercial literature of engineering interest is listed.

Proceedings of the Radio Club of America

SIX ISSUES PER YEAR (Approximately). 11 West 42nd St., New York, N. Y. Phone, LOngacre 5-6622. Publisher, Radio Club of America, Inc.; Editor, Charles E. Dean. This publication contains texts of engineering papers on radio subjects and brief accounts of club activities. Subscriptions are available to non-members.

Q S T

MONTHLY. West Hartford, Conn. Publisher, American Radio Relay League; Editor, Kenneth B. Warner; Executive Editor, Clinton B. DeSoto; 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 publication of technical data and the activities and developments in amateur radio.

Radio Advertising Rates and Data

Discontinued under above title—now issued as a section of Standard Rate & Data Service.

Radio-Craft

MONTHLY. 25 West Broadway, New York, N. Y. Phone, REctor 2-9690. President and Publisher, H. Gernsback; Associate Editor, Fred Shunamen. BRANCH OFFICE: 520 N. Michigan Ave., Chicago, Ill. Phone, Superior 7306. This publication reports latest developments in the radio art, radio telephony, electronics, television, amateur radio, ham set construction, public address and facsimile, including servicing, trade news and technical descriptions.

Radio Daily

DAILY. 1501 Broadway, New York 18, N. Y. Phone, WISconsin 7-6336. Publisher, John W. Alicoate; General Manager, Donald M. Mersereau; Frank Burke, Editor; Managing Editor, M. H. Shapiro; Business Manager, Marvin Kirsch; Los Angeles Correspondent, Ralph Wilk; Chicago Correspondent, Bill Irvin. BRANCH OFFICE: 6425 Hollywood Blvd., Hollywood, Calif.; Ralph Wilk, Manager. The National Daily Newspaper of Commercial Radio and Television.

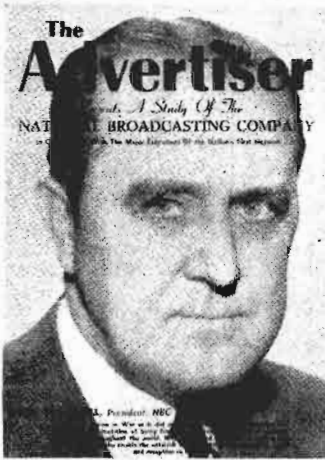
Radio and Electrical Sales

46 Eloor St. W., Toronto, Ont., Canada. Phone, Randolph 2137. Publisher, Weston Wrigley; Editor, G. B. Wrigley; Advertising Manager, A. H. Boyd. A merchandising publication featuring window and store displays and advocating trade organization.

(This publication has been discontinued during the war period and has been replaced by an annual edition, Canadian Radio Data Book.)

Radio Electronic Parts Journal

MONTHLY. 1270 Sixth Ave., New York 20, N. Y. Phone, CIRCLE 7-5842. Editor and Business Manager, Mac Parks. 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.



NILES TRAMMELL, President of NBC... Long a user of *The Advertiser* and *MARKETS of AMERICA*. Our publications have proven their effective promotion value for NBC.



MARK WOODS, President of the Blue Network... Throughout its history *BLUE* has employed *The Advertiser* to do a selling job for this oldest and yet newest of the networks.



EDWARD J. NOBLE, newest of network owners... *The Advertiser* and *MARKETS of AMERICA*, are on his 1944 advertising promotion list for his aggressive *BLUE* network.



WILLIAM S. PALEY, President of Columbia Broadcasting System... His network, during the past decade has regularly employed *The Advertiser* and *MARKETS of AMERICA* to carry their dynamic advertising efforts.

NETWORK PRESIDENTS KNOW the Value of Advertising...

and each is back of his network's advertising efforts. They sell it for its great merchandising power... They buy advertising as a sales tool...

Every station can profit by this correct viewpoint. The trade press is your most effective promotion means. **The ADVERTISER** ranks high in this respect—tops. **HIGH** with your prospective Advertisers, Time Buyers, Account Executives.



MILLER MCCLINTOCK, President of Mutual Network... *Informing The Advertiser* he is contemplating an extensive promotion schedule in *The Advertiser* and *MARKETS of AMERICA* in 1944.

COVERING every advertiser and prospective buyer of Time, and Network Spot—*The Advertiser's* circulation guarantees 100% coverage of every broadcaster's promotional needs. We regularly check our circulation with the sales promotion lists of each of the networks and several major stations. Additionally we issue thousands of copies of *The Advertiser* to readers in excess of the largest of the network promotion lists. Verily, *The Advertiser* not alone does a 100% job for radio, as the evidence amply indicates, it also does a super promotion job for all other media, seeking to reach the national

advertiser and the agency executives who buy time and space.

With a long list of broadcasting stations, networks, publications and other advertisers who have been in the pages of *The Advertiser*, and *MARKETS of AMERICA* over a period of as long as 13 years, our publications have proven their powerful sales effectiveness. We enter 1944 with the largest volume of contracts in the history of *The Advertiser* and, *MARKETS of AMERICA*... Space Reservations for the latter should be made immediately for Volume 8 (1944)... Positions are still available.

Space rate is just \$185. per page. ★ Only \$160. per page on 12 time contract.

They ALL Read The ADVERTISER

They ALL Consult MARKETS of AMERICA

NEW YORK CITY: 11 West 42 St. (18) PEnn 6-3265 ★ CINCINNATI: 3557 Bogart Ave. (29) AVon 6825

Radio Life

WEEKLY. 1029 W. Washington Blvd., Los Angeles, Calif. Phone, RICHmond 5262. Publisher, Carl M. Bigsby; Managing Director, Culbreth Sudler; Business Manager, Vinson Vaughan; Editor, Evelyn Bigsby; Radio Editor, Hal Julian. BRANCH OFFICE: 1558 No. Vine St., Hollywood, Calif. Phone HEMPstead 2025. Radio Life carries complete logs for all Southern California stations, radio's weekly highlights, and a rotogravure section.

Radio Mirror

MONTHLY. 205 East 42nd St., New York 17, N. Y. Phone, LEXington 2-9050. Publisher, Macfadden Publications, Inc.; Editorial Director, Fred R. Sammis; Editor, Doris McFerran; Art Editor, Jack Zazorin; Associate Editor, Belle Landsman; Los Angeles Correspondent, Elaine Osterman; Advertising Manager, Walter Hanlon. BRANCH OFFICES: 221 North La Salle St., Chicago Ill., Manager, Edward F. Lethen, Jr.; 420 Market St., San Francisco, Calif.; 8949 Sunset Blvd., Hollywood, Calif. News and pictures of stars and shows; fictionizing of radio dramas; biographies; program listings.

Radio News

MONTHLY. 540 N. Michigan Ave., Chicago, Ill. Phone, Delaware 6100. Published by Ziff-Davis Publishing Co. Publisher, William B. Ziff; Editor, B. G. Davis; Managing Editor, Oliver Read. BRANCH OFFICES: 270 Madison Ave., New York, N. Y., Executive Assistant, Charles R. Tighe; 1052 Earle Bldg., Washington, D. C., Fred Hamlin, Manager. This publication is a technical magazine devoted to radio in war, including articles for the engineer, servicemen, dealer, recordist, experimenter and amateur.

Radio Retailing 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 and Television Weekly

WEEKLY. 99 Hudson St., New York, N. Y. Phone, WA 5-2576. Publisher, Edward H. Davis; Editor, Cy Kneller; Advertising Manager, Sidney E. Davis. Radio and Television Weekly publishes news of the radio-television, electronics and phonograph record industries (manufacturing and merchandising of products).

Radio-Television Journal

MONTHLY. 1270 Sixth Ave., New York 20, N. Y. Phone, Circle 7-5842. Publisher, Kolbe Publications, Inc., Editor, Mal Parks; Managing Editor, Alex H. Kolbe; Technical Editor, George Duval; Washington Editor, B. F. Holley; News Editor, Patricia McKee; Reader-Service Editor, Mary Scourby; Business Management Editor, Fred Merish; Canadian Editor, E. H. Cooke; Circulation Manager, Betty Borin; Western Manager, Fred Owens.

Radiotime

TWICE MONTHLY. Sun Life Bldg., Montreal, Quebec, Canada. Phone, PLateau 6494. President, W. E. Elliott; Vice-President, W. P. Haynes; Secretary, J. M. Leckie; Treasurer, E. R. Romte. BRANCH OFFICE: 45 Richmond St., W. Toronto, Ont., Canada. Radiotime is a composite of individual Canadian radio station program schedules which are standardized and published in one edition.

Radio Trade-Builder

MONTHLY. 347 Adelaide St., West, Toronto, Ont., Canada. Phone, Adelaide 6261. Publisher Hugh C. MacLean Publications Ltd.; Editor, T. C. Van Alstyne; National Advertising Manager, John T. Rochford. BRANCH OFFICES: 2118 Bleury St., Montreal, Que., Canada; 75 East Wacker Drive, Chicago, Ill. This publication reports general trade news of interest to radio dealers and servicemen, jobbers and manufacturers, radio



CANADA'S MEDIA AUTHORITY

The only Canadian publication regularly supplying authoritative data on all Canadian Media.

MEDIA LISTED

Daily Newspapers	Labor and Political Papers
National Week-End Newspapers	French Papers
Weekly Newspapers	(Outside Quebec)
Magazines	University Papers
Financial Papers	City and Community Weeklies
Farm Papers	Transportation Advertising
Business Papers	Poster Advertising
Telephone Directory	Advertising Agencies and Executives
Non-English Dailies	Special Representatives
Non-English Weeklies	
Tri-Weeklies	
Radio Stations	
Religious Publications	

BUYERS of advertising space and time are constantly analyzing and seeking new markets . . . they must be kept informed on changing media and circulation standings.

Canadian Advertising, every three months, presents a revised and complete picture of media in Canada to practically all important buyers of advertising.

Write for Subscription and Advertising Rates to

CANADIAN ADVERTISING

481 UNIVERSITY AVENUE, TORONTO 2

engineers, broadcasting stations, etc. It also contains merchandising and service articles of interest to retail radio trade.

Sales Management

SEMI-MONTHLY. 420 Lexington Ave., New York, N. Y. Phone, MOhawk 4-1760. Publisher and Editor, Raymond Bill; Executive Editor and General Manager, Philip Salisbury; Advertising Manager, Merrill V. Reed. BRANCH OFFICES: 333 N. Michigan Ave., Chicago, Ill., Phone State 1266, C. E. Lovejoy, Manager; 15 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.

Service

MONTHLY. 19 East 47th St., New York, N. Y. Phone, PLaza 3-0483. Publisher, Bryan Davis Publishing Co., Inc.; Advisory Editor, A. A. Ghirardi; Business Manager, B. S. Davis; General Manager, Paul S. Weil; Advertising Manager, F. Walen. 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. Editorial content features technical and semi-technical articles, business helps and news of the industry, etc.

Standard Rate and Data Service

MONTHLY. 333 No. Michigan Ave., Chicago 1, Ill. Phone, Randolph 5616. Chairman of the Board, Walter E. Botthof; President, Richard A. Trenkmann; Exec. Vice-Pres. and Treas., C. Laury Botthof; Exec. Vice-Pres. in Charge New York Office, Albert William Moss; Vice-

Pres., C. W. Doheny; Secretary, Howard E. Rogers; Vice-Pres., James M. Kelly. BRANCH OFFICES: 420 Lexington Ave., New York 17, N. Y., Phone, LExington 2-6611; 816 W. Fifth St. Los Angeles 13. Advertising rate service for publication field revised and issued monthly.

Tide

SEMI-MONTHLY. 232 Madison Ave., New York 16, N. Y. Phone, ASHland 4-3390. President and Publisher, Edwin F. Thayer; Editor, Reginald T. Clough; Radio Editor, Dorothy Blum; Vice-President, J. F. Weintz; Los Angeles Representative, R. J. Birch & Co. BRANCH OFFICES: 360 N. Michigan Ave., Chicago- Ill., J. E. West, Vice-Pres.; 607 South Hill St., Los Angeles, Calif., R. J. Birch; 300 Montgomery St., San Francisco, Calif., R. J. Birch & Co. Report radio news of interest to agency executives and advertisers.

Tune In

MONTHLY. 30 Rockefeller Plaza, New York 20, N. Y. Phone, CIrcle 5-8425. Published by D. S. Publishing Co. Publisher and Editor, Richard Davis; Secretary, V. C. Albus; Managing Editor, Lawrence Falkenburg; Executive Editor, Teresa Buxton; Associate Editors, Elba Lohman, Francigene Sheridan; Research Editor, Alton Brimmer. Publishes news and pictures of radio programs and personalities; schedules of important radio shows; interesting sidelights of radio including radio facts, humor and an overall picture of radio in general.

Variety

WEEKLY. 154 West 46th St., New York 19, N. Y. Phone, BRyant 9-8153. Publisher, Sid Silverman; Editor, Abel Green; Business Manager, Harold Erichs; Advertising Manager, Louis Rydell; Production Manager, Murray Rann. 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. New developments in radio generally and reporting news of western accounts and stations from a commercial angle.

OUR 61ST YEAR

METRONOME announces with great pride its entrance into its 61st year of publication. During those 61 years, METRONOME has won the respect and confidence of the entire popular music industry by its consistently honest and accurate coverage of the field to which it has dedicated itself.

METRONOME today still stands alone as the most respected magazine in the popular music field and its honest and constructive band, record, radio and stage show reviews, as well as its accurate news reports and entertaining features are accepted and respected as Gospel by those in the field it serves.



METRONOME

119 WEST 57th STREET, NEW YORK 19, N. Y.

SUBSCRIPTION—\$2.50 PER YEAR IN U. S. A.

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

(As of January 1, 1944)



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

ALABAMA

Amusement Weekly: Virgil E. Pierson
Anniston Star: Dr. Frank McLean
Birmingham News & Age-Herald: Turner Jordan
Birmingham Post: Effie Chalmers, T. D. McCluskey
Chambers County News (Lanett): Vernie Teel
Mobile Press-Register: George M. Cox, Jr.
Montgomery Journal: Sarah Crist
Montgomery Advertiser: Bill Mahoney
Roanoke Leader: J. B. Stevenson
Southern Radio News (Birmingham): Virgil Pearson

ARIZONA

Arizona Farmer (Phoenix): Ernie Douglas
Arizona Record (Globe): Ralph Herron
Arizona Republic (Phoenix): Frank Ross
Arizona Silver Belt (Miami): W. W. Kooken, Jack Slack
Clifton Copper Era: W. V. Olin
Graham County Guardian (Safford): Harry Payne
Arizona Weekly (Phoenix): Cleo Smith
Phoenix Gazette: C. G. Nuckolls
Phoenix Republic: Frank Ross
Somerton Star (Yuma): Joe Gorman
Tucson Star: Al Wilke, W. R. Matthews
Yuma Daily Sun: Karl E. Allen

ARKANSAS

Arkansas Democrat: Bess King
Arkansas Gazette (Little Rock): Mary Mehaffey
Fort Smith Tribune: Harry Robinson, E. R. Guthridge
Greenwood Democrat: Earl Dodd
N. W. Arkansas Times (Fayetteville): L. S. Reed
Siloam Springs Herald & Democrat: A. W. Perrine

Texarkana Gazette-News: Al Weeks

CALIFORNIA

Anaheim Bulletin: Lotus Loudon
Aviation News (Los Angeles): Doug Crane
Bakersfield Californian: Ralph Kreiser
Berkeley Daily Gazette: Howard Sipe, Sylvia Wall
Calexico Chronicle: Al Haworth
Chico Express: Chet Dahl
Chico Record: Chas. Richards
El Centro Post-Press: S. Fitzhugh
Fan Fare Magazine (San Francisco): Helene Peters
Fresno Bee: Art Welter
Fresno Guide: Ray Garman
Fullerton News Tribune: Ed Elfstrom
Hanford Sentinel: W. I. Christie
Hollywood Citizen: Zuma Palmer
Hollywood Shopping News: John Kemp, Jerry Kelly
Holtville Tribune: B. Odets
Humboldt Standard (Eureka): Don O'Kane
Imperial Valley Democrat (Brawley): T. Greer
Long Beach Independent: John Dennis
Los Angeles Examiner, Times, News, Herald: Jack Holmes
Twentieth Century News Syndicate (Los Angeles): Barney Glazer
Marysville Appeal-Democrat: Earl Brownlee
Mercury Herald: Dan Beebe
Mission Merchants News (San Francisco): Alfred Jones
Oakland Post-Enquirer: Janet Stencer
Oakland Shopping News: Tom Tyrell
Oakland Tribune: Louise Phillips
Orange Daily News: William Hart
Pasadena Independent: Bill Bird
Pasadena Star & News, Post: Ruth Pryor, Reginald Warren

radio's aggressive,
progressive,
accurate and
unbiased
trade newspaper

The
Billboard

Riverside Press-Enterprise: **H. A. Powell**
 Sacramento Bee: **Howard Bailey**
 San Diego Tribune Sun, Union: **Fred Gongora**
 San Luis Obispo Telegram: **J. Paulson**
 San Luis Obispo Independent: **L. Tiernan**
 San Francisco Call - Bulletin: **Frances Grubb**
 San Francisco Chronicle: **E. J. Birnbaum, Virginia Madison**
 San Francisco Examiner: **Edward Murphy**
 San Francisco News: **Louise Weich**
 San Francisco Shopping News: **Tom Foster, Tom Tyrell**
 Santa Barbara News Press: **Marv Bacy, Stella Hollowell**
 Santa Rosa Republican, Press Democrat: **Mike Pardi**
 Seal Beach Post: **Phyllis Arrington**
 Stockton Record: **Earl Edmiston**
 Universal Radio Features Syndicate (Laguna Beach): **Tom Danson**
 Vallejo Times Herald, Evening Chronicle: **Marion Devlin**
 Watsonville Register Pajaronion: **Frank Orr, Fred H. Jenkins**
 Westmoreland Mail: **Mr. Powell**

COLORADO

Colorado Springs Gazette & Telegraph: **G. B. Sampson**
 Denver Monitor: **Carter Kaanta, Stephen Russell, Mrs. Saata**
 Denver Post: **Betty Craig, Jim Carberry**
 Ft. Collins Express Courier: **Edith M. Bjornstad**
 Pueblo Chieftain, Star Journal: **Frank Hoag**
 Rocky Mountain News (Denver): **Doris Slocum, Nancy Fellers, Rosemary Weber**

CONNECTICUT

Bridgeport Post & Telegram: **Rocky Clark**
 Bridgeport Sunday Herald: **Leo Miller**
 Bristol Press: **Clarkson S. Barnes**
 Danbury News-Times: **Frank P. Rollins**
 Greenwich Time: **Ted Yudain**
 Hartford Courant: **Roberta Sullivan**
 Hartford Times: **Harold Waldo**
 Manchester Herald: **Thomas S. Ferguson**
 Meriden Journal: **Walter Allen**
 Meriden Record: **Thomas H. Warnock**
 Middletown Press: **Fred N. Smith**
 Naugatuck News: **E. J. Ahern**
 New Britain Herald: **Charles Sikora**
 New Haven Journal-Courier: **Arthur J. Sloane**
 New Haven Register: **Roger A. Connolly**
 New London Day: **George E. Clapp**
 Norwalk Hour: **Sidney A. Bedient**
 Post Publishing Co. (Bridgeport): **R. Clark**
 South Norwalk Sentinel: **Cecil Bridge**

Stamford Advocate: **Martin T. Kane, Leonard S. Massell**
 Stamford Shopper: **Harry Rosenbaum**
 Stonington Mirror: **Mr. Anderson**
 The Sub (Groton): **Roy Perry**
 Torrington Register: **J. H. Thompson**
 Waterbury American: **E. Christy Erk**
 Waterbury Democrat: **W. J. Farrington, Cornelius Maloney**
 Waterbury Republican: **E. Christy Enk, R. J. Fanning**
 Willimantic Chronicle: **R. W. Downer**
 Winsted Citizen: **T. A. Haggerty**

WASHINGTON, D. C.

Washington Daily News: **Frances Kemble**
 Washington Post: **Marjorie Kelly**
 Washington Star: **John Stepp**
 Washington Times-Herald: **Dwight Martin, George Titus**

FLORIDA

Bradenton Herald: **Ed Bentley**
 Gainesville Daily Sun: **Charles L. Bozorth**
 Lakeland Ledger: **J. D. Simms**
 Miami Daily News: **Roy Sullivan**
 Miami Herald: **Marion Atchison, Betty Bellig**
 Ocala Star-Banner: **Bert Dosh**
 Orlando Evening Reporter Star: **Robert Haskell, Rosalind Boggs**
 Orlando Morning Sentinel: **Rosalind Boggs**
 Orlando Times: **Wm. Glenn**
 Panama City News-Herald: **Toni Veverka**
 Pensacola News & Journal: **Carolyn Howard, Frank Pericola**
 St. Augustine Herald: **Harvey Lopez**
 St. Petersburg Independent: **Bill Dunlap**
 St. Petersburg Times: **Sylvia Norman, Al Lino**
 Sanford Herald: **Nina Dean**
 Sarasota Herald Tribune: **EdCartledge**
 Sun-Tropics: **Harry Sullivan**
 Tampa Daily Times: **Mrs. J. Howell**

GEORGIA

Albany Herald: **John Herring, Jane Kenney**
 Albany Journal: **Ben Wills, Ernest Rogers**
 Atlanta Constitution: **Paul Jones**
 Atlanta Journal: **Ernie Rogers**
 Augusta Chronicle: **George Kiser**
 Augusta Herald: **Sam Moss**
 Blackshear Times: **Kirk Sutlive**
 Cordel Dispatch: **Peyton Bishop**
 Dalton Citizen: **Jennings Whitemer**
 Gainesville Eagle: **Carolyn Ramsey**
 Gainesville News: **Virginia Brown**
 La Grange News: **Hal David**
 Macon Telegraph, News: **Mrs. McDonald**
 Savannah Evening Press: **John Sutlive**
 Savannah Morning News: **Percy Miller**
 Toccoa Record: **Robert Graves**
 Waycross Journal-Herald: **Jack Williams, Jr.**

World Authority on Music
Since 1880

Musical Courier

For 64 history-making years, the Musical Courier has reflected in text and picture the color, art, and glory of the world's opera houses and concert halls.

Today the Musical Courier, ever apace with the times, extends its editorial coverage to the broadcasting studios, in recognition of the cultural contribution of radio music.

As always, the Musical Courier remains a lively, vital exponent in all fields of music; opera, concert, symphony, ballet, recordings, radio, motion pictures.

Published on the 5th and 20th of the month; 20c a copy; \$3.00 a year (20 issues). Canada \$4.00, Foreign \$4.50. Subscription includes all special issues.

119 West 57th Street New York 19, N. Y.

ILLUSTRATED
REVIEW OF THE
WORLD'S MUSIC

IDAHO

Idaho Daily Statesman, Idaho Evening Statesman (Boise): **Jas Brown**
 Coeur d'Alene Press: **Louise N. Shaddock**
 Kellogg Daily Reminder: **F. Blackwell**
 Lewiston Morning Tribune: **Claude Bassett**
 Lewiston Shopping News: **Howard Wallace**
 Moscow News-Review Publishing Co.: **Louis A. Boas**
 Mullen News: **Hall Saupe**
 Wallace Miner: **Tom McCabe**
 Wallace Press Times: **Wes Leib**

ILLINOIS

Alton Evening Telegraph: **P. B. Dousley, A. R. Schmidt**
 Belleville Daily Advocate: **Harry Le Mertha**
 Belleville News Democrat: **Joe Adam**
 Champaign News-Gazette: **Harold Holmes**
 Chicago Daily News: **Bob Himley**
 Chicago Herald-American: **Harry Munzel**
 Chicago Sun: **Betty Burns**
 Chicago Times: **Don Foster, Bill Irwin**
 Chicago Tribune: **Larry Wolters**
 Davenport Daily Times: **Roberta Reed**
 Davenport Democrat: **Ina Wickham**
 Decatur Daily Review and Herald: **Jean Parker**
 East St. Louis Journal: **Mrs. McMurchy**
 Freeport Journal-Standard: **Grace Leone Barnett**
 Harrisburg Daily Register: **Alta Given**
 Illinois State Journal: **Harry Moody**
 Illinois State Register: **Robert Stubbs**
 Jacksonville Courier-Journal: **Erland Erickson**
 Marion Daily Republican: **Homer Butler**
 Molins Dispatch: **Gleanna Roberts, Sophie Condos**
 Peoria Journal Transcript: **R. M. Shephardson**
 Peoria Star: **Bill Oakley**
 Rockford Labor News: **Casper Brady**
 Rockford Register-Republic, Morning Star: **Wm. R. Traum**
 Rock Island Argus: **Frank F. Telleen**
 Urbana Courier: **Robert Sink**
 Urbana Illini: **K. E. Herron**

INDIANA

Anderson Herald: **Wm. Lover**
 Anderson Bulletin: **Bryan Luiso**
 Bryan Democrat: **Case Culles**
 Elkhart Truth: **Dan Albrecht**
 Ft. Wayne Journal Gazette: **Mrs. Marion L. Fitzgerald**
 Ft. Wayne News-Sentinel: **Cliff Ward**
 Goshen News-Democrat: **Herb Swartz**

Hammond Times: **Paul Damai**
 Indianapolis News: **Herbert Kenney, Jr.**
 Indianapolis Star: **Cleo Kern**
 Indianapolis Times: **Dan Gordon**
 Lafayette Leader: **Viola Craig**
 Muncie Star: **Jack Faris**
 Saturday Spectator (Terre Haute): **N. C. Williams**
 Vincennes Sun-Commercial: **Ross Garrigus**

IOWA

Ames Tribune Times: **William Rupe**
 Burlington Hawkeye Gazette: **Edna Gibson, Janet Distelhorst**
 Cedar Rapids Gazette: **Nadine Subotnik**
 Council Bluffs Non-Pareil: **Judy Hatterman**
 Daily Iowan (Iowa City): **Loren Dickerson**
 Davenport Daily Times: **M. W. Reed**
 Davenport Democrat: **Ina B. Wickam**
 Decorah Journal: **Karlton Rosholt**
 Decorah Public Opinion: **Dale Ahern**
 Des Moines Register & Tribune: **Mary Little**
 Dubuque Telegraph-Herald: **Harry Slichter, M. Whelan**
 Iowa Daily Student (Ames): **Mary Logan**
 Moline Dispatch: **Sophia Kondos**
 Newton Daily News: **E. J. Van Nostrand**
 Oelwein Daily Register: **Lew Warren**
 Ottumwa Courier: **Jeanette B. Stein**
 Rock Is. Argus: **M. E. Emery**
 Shenandoah Evening Sentinel: **R. K. Tindall**
 Sioux City Journal: **Willis Forbes**
 Waterloo Courier: **Joyce Mascik**

KANSAS

Dodge City Globe: **A. R. Buckingham**
 Kansas City Kansas: **Bill Griffith**
 Topeka Daily Capital: **Charles Hill**
 Topeka State Journal: **Frances Shirley**
 Wichita Beacon: **Sid Coleman**
 Wichita Eagle: **M. Kieffer**

KENTUCKY

Courier Journal: **Joe Creason**
 Henderson Journal: **Arthur Kasey**
 Louisville Times: **James Sheehy**
 Owensboro Inquirer: **Ida Cockriel**
 Owensboro Messenger: **Clyde Watson**
 Paducah Sun Democrat: **Joe Lagore**
 Tribune: **James Montgomery**

LOUISIANA

Alexandria Daily Town Talk: **Hunter Jarreau**
 New Orleans Item: **Clarence Daigle**
 Shreveport Journal: **Doug Attaway, Jr.**
 Shreveport Times: **C. W. Doebler**



*The recognized authority in the
music field*

Published on the 1st & 15th every month

\$4.00 A YEAR

DOWN BEAT PUBLISHING CO.

203 N. Wabash Avenue

Chicago 1, Ill.

Write for advertising rates

- Times-Picayune-States (New Orleans):
Marcia Mateu
- Variety (New Orleans): Ted Liuzza

MAINE

- ✓ Le Messenger (Lewiston): Miss Landry,
Val Couture
- ✓ Lewiston Sun-Journal: Miss Sprague

MARYLAND

- ✓ Baltimore Evening Sun: Geraldine Mehner
- ✓ Baltimore Morning Sun: Edward T. Mitchell
- ✓ Baltimore News-Post, Sunday American:
J. Hammond Brown
- ✓ Baltimore Sunday Sun: Flora Murray,
Alexander Rose
- Baltimore-Where To Go: Frances McCutcheon
- Hagerstown Independent: Mr. Douglas
- Salisbury Advertiser: S. King White
- Salisbury Times: Oscar L. Morris
- Silver Spring Post: Charles Kopeland

MASSACHUSETTS

- Attleboro Sun: C. B. Hovey, Mary E. Cain
- Barnstable Patriot (Hyannis): P. F. Williams
- Berkshire Evening Eagle (Pittsfield):
K. R. Fall
- Boston American: Joseph Anderson
- Boston Globe: Elizabeth L. Sullivan
- Boston Herald, Traveler: Alice Quinlan
- Boston Post: Howard Fitzpatrick
- Boston Record: Edward Holland, Joseph Anderson
- ✓ Christian Science Monitor (Boston): Albert D. Hughes
- Daily Hampshire Gazette (Northampton): A. J. Fredericks
- Fitchburg Sentinel: Sumner Keane
- Harwich Independent: Harry Albro
- Haverhill Gazette: John T. Russ
- Herald-News (Fall River): A. A. Mar-
teau, Ed Delaney
- Holyoke Transcript-Telegram: Wm.
Dwight
- Lawrence Bee: John McAuliffe
- Lawrence Daily Eagle, Evening Tribune:
Fred Sullivan
- Lowell Sun: Elizabeth Sullivan
- New Bedford Standard-Times: William
Clough
- North Attleboro Chronicle: Charles Mar-
tin
- Springfield Republican & News: Elaine
Penn, Louise Mace
- Springfield Union: Henry P. Lewis, Mrs.
Violet Tiffany
- ✓ Worcester Telegram, Evening Gazette,
Sunday Telegram: Frederick L.
Rushton, Paul Larkin

MICHIGAN

- Bay City Times: Margaret Carroll
- Daily Tribune: Lynn Miller
- Detroit Free Press: Stephanie Putt
- Detroit News: Herschel Hart
- Detroit Nitelife: J. R. Biggs
- Detroit Times: Jack Koehler, Jack Lewin
- Evening News (Sault Ste. Marie): John
Zabelka
- ✓ Grand Rapids Herald: Jeanne Fraze
- Grand Rapids Press: Evelyn Husen
- Ironwood Times: H. O. Sonneyson
- Michigan State News (East Lansing):
Sheldon Moyer
- Muskegon Chronicle: Paul Elliott
- Pontiac Daily Press: Maxine Mason
- Royal Oak Daily Tribune: L. Miller
- Saginaw News: Frank Schmidt
- State Journal (Lansing): Joe Parks
- Traverse City Record Eagle: Jay Smith

MINNESOTA

- Duluth Herald & News Tribune: Nathan
Cohen, Ray Sicard
- Hibbing Tribune: George M. Fisher
- Mankato Free Press: Andy Bowe
- Minneapolis Star Journal Tribune: Flor-
ence Murphy, Sam Kaufman, C.
Adams
- Minneapolis Times: Norma Atwood, Carl
Carlson
- Northfield Independent: A. A. Rowberg
- Northfield News: Nellie Phillips
- Radio Shopper (Moorhead): Mr. Eastman
- Range Facts (Virginia): Jack Bone
- Rochester Post Bulletin: G. S. Witterstine
- St. Cloud Daily Times: Harold Schoel-
kopf
- St. Paul Dispatch-Pioneer Press: Paul
Light, Oakes Miller, E. Kogel
- St. Paul Sunday Pioneer Press: Richard
Gilfillan
- Superior Evening Telegram: Seegar
Swanson
- Winona Republican Herald: W. Morgan

MISSISSIPPI

- Birmingham News: Turner Jordon
- Bolivar Commercial (Cleveland): Clifton
Langford
- ✓ Columbus Commercial Dispatch: Roger
Bryant
- Delta Democrat Times (Greenville): Ed-
win Vincent
- ✓ Jackson Advertiser: Elsie Holmes

MISSOURI

- Columbia Missourian: E. A. Sodestrom
- Hannibal Courier Post: Stanley Raymond
- Joplin Globe: Philip Coldren
- Joplin News Herald: Don Walker
- Kansas City Call: Rube Benson
- Kansas City Star: Bob Hayland, Dean
Fitzer
- St. Joseph Journal: C. E. Lemon
- St. Joseph News Press: A. V. Burrowes

St. Louis Globe Democrat: **Harry Le Mertha**
 St. Louis Post Dispatch: **Audrey Driscoll, Jim Spencer**
 St. Louis Star Times: **Vera Carle, Miss Mealer**
 Springfield Leader & Press: **James Billings**

•
MONTANA

Bozeman Courier: **John Lyman**
 Missoula County Times: **C. J. Doherty**
 Western News (Hamilton): **Niles Romney, Jr.**

•
NEBRASKA

Combined Sunday Journal & Star (Lincoln): **Winn Nelson**
 Dundee News (Omaha): **Miles Greenleaf**
 Freemont Guide & Tribune: **Ralph Partridge**
 Kearney Daily Hub: **Dwight King**
 Lincoln Journal Star: **Winn Nelson**
 Norfolk Daily News: **Art Thomas, Joann Emerson**
 North Omaha Booster: **R. B. Hasselquist**
 Omaha World Herald: **Jake Rachman**
 Omaha Jewish Press: **Harry Bendelson**
 South Omaha Sun: **Miles Greenleaf**

•
NEVADA

Las Vegas Age: **C. P. Squires**
 Las Vegas Tribune: **M. Wilkenson**

•
NEW HAMPSHIRE

Laconia Evening Citizen: **Ebba Jansen**
 Manchester Union-Leader: **Robert M. Blood**

•
NEW JERSEY

Asbury Park Press: **H. Canning**
 Atlantic City Press-Union: **Claire McGinnis**
 Camden Courier: **Florence Sikorski**
 Fort Monmouth Message (Signal Corps): **Sgt. Tom de Huff**
 Long Branch Daily Record: **Houston Brown, Marion Tophan**
 Newark Evening News: **T. Brown, Joe Storch**
 Newark Sunday Call: **Neal Cocchia**

•
NEW MEXICO

Albuquerque Journal: **Wini Reiter, H. P. Pickrell**
 Albuquerque Tribune: **Mary Starrett**
 Duke City News (Albuquerque): **W. T. Harris**
 Eddy County News (Carlsbad): **Marcus Griffin**
 Las Vegas Daily Optic: **Walter Vivian**
 Radio Waves (Santa Fe): **J. F. Pichler**

NEW YORK

Associated Press (New York): **Charles Butterfield**
 Batavia News: **J. E. Brown**
 Billboard (New York): **Lou Frankel**
 Binghamton Press: **Fred Stein**
 Binghamton Sun: **Jennie Mallette**
 Brooklyn Eagle (New York): **William Juengst**
 Bronx Home News (New York): **James Niklad**
 Buffalo Courier Express: **Don Tranter**
 Buffalo Evening News: **Helen King**
 Endicott Daily Bulletin: **J. S. Remaly**
 Groten Journal: **L. H. Jacobs**
 Jamestown Post-Journal: **William Price**
 Kingston County News: **I. V. D. Warren**
 Kingston Freeman: **R. O. Gruver**
 Kingston Leader: **N. G. Markson**
 Look (New York): **Isabella T. Miller**
 Malverne Herald: **Sally Lambert**
 Middletown Star Eagle: **Leigh Hawley**
 Middletown Times-Herald: **Ray Dulye**
 Musical Courier (New York): **Leonard Liebling**
 Newburgh News: **Doug Clark**
 Newsweek Magazine (New York): **Niles W. von Wettberg**
 New York Daily Mirror: **Nick Kenny**
 New York Daily News: **Ben Gross**
 New York Herald Tribune: **Zaza O'Hara**
 New York Journal-American: **Don Short**
 New York Post: **Al Curick**
 New York Sun: **Madeline Moshier**
 New York Times: **John Hutchens, Jack Gould, Tom Kennedy**
 New York World Telegram: **Harriet Van Horne**
 Niagara Falls Gazette: **Bill Boles**
 Olean Times Herald: **John Morton**
 People's Voice (New York): **Joe Bostic**
 Plattsburgh Press-Republican: **William Lynch**
 PM (New York): **Judy Dupuy**
 Ithaca Post Standard: **Gert Grover**
 Ithaca Journal News: **Wm. Waters**
 Radio-Craft (New York): **Karl E. Schubel**
 Rochester Daily Record: **E. Willis Stratton, Jr.**
 Rochester Times Union, Democrat & Chronicle: **Don Yerger, Clinton Manning, W. Yerger**
 Rosendale News: **R. C. O'Brien**
 Saugerties Post: **J. W. Frankel**
 Schenectady Gazette: **John Hume**
 Schenectady Union Star: **Al Dorn**
 Syracuse Herald: **Robert Arnold**
 Syracuse Post-Standard: **Irene Stickler, Jack Baker**
 Syracuse Press: **Wallace M. Hughes**
 Syracuse Shopping News: **Don Rich**
 Utica Observer-Dispatch: **Raymond Pryde**

Variety: **Geo. Rosen**
Watertown Daily Times: **Dominic Pepp**
Waverly Sun News: **Hart Seeley**
West County Publishers (Syracuse):
Mrs. All

NORTH CAROLINA

Beaufort County Record (Washington):
J. C. Johnston

Burlington Times-News: **Harold White**

Charlotte News: **Maria Moss**

Charlotte Observer: **Frances Searles**

Durham Morning Herald: **Fred Haney**

Durham Sun: **Wyatt Dixon**

Gastonia Daily Gazette: **J. W. Atkins**

Goldsboro Record: **Jos. E. Brown**

Greensboro News-Record: **J. F. Reynolds**

Greenville Daily Reflector: **Dave Whic-
hard**

Greenville News Leader: **Dave Mosier**

Hickory Daily Record: **Mrs. Mary Willis**

New Bern Times: **H. I. Crumpler**

News & Views (Jacksonville): **Billy Ar-
thur**

Raleigh News & Observer: **A. J. McKeiv-
lin**

Raleigh Times: **I. M. Cheek**

Twin City Daily Times (Morehead):
H. B. Utley

Washington Daily News: **C. F. Thompson**

Wilmington Post, Hollyridge Barrage:
R. G. Carroll

Wilmington Star, News: **R. M. Dixon**

Wilson Daily Times: **John G. Thomas**

Winston-Salem Journal: **Mary Garber**

NORTH DAKOTA

Bismarck Capital: **Gaylord Conrad**

Bismarck Tribune: **Wm. Moeller**

Fargo Forum: **Sid Hooper**

Jamestown Daily Reminder: **Fred Orr**

Jamestown Sun: **Arnold Chamberlain,
Mrs. Cooke**

Moorhead Radio Shopper: **E. Eastman**

North Dakota Union Farmer (James-
town): **Harold Knight**

Stutsman Co. Record (Jamestown): **Eva
Plunkett**

Valley City Times Record: **Phil Mark**

OHIO

Akron Beacon Journal: **Dorothy Doran**

Ashtabula Star Beacon: **Harold Jerabek**

Bucyrus Telegraph Forum: **Rowland
Peters**

Canton Repository: **Jack Maxwell**

Cincinnati Enquirer: **Bob Bentley**

Cincinnati Post: **Frank Koester, Frank
Aston**

Cincinnati Times-Star: **France Raine**

Cleveland Plain Dealer: **Robert Stephan**

Cleveland Press: **Norman Sigal**

Cleveland News: **Elmore Bacon**

Columbus Citizen: **Dorothy Thone, H. J.
Kissel**

Columbus Dispatch: **Richard A. Mohr**

Columbus Star: **Joe Mills**

Conneaut News Herald: **Jim Mohan**

Dayton Herald, Journal: **Hargie Heyduck**

Delaware Gazette: **W. D. Thomson**

Findlay Republican Courier: **Margaret
Dennison**

Kenton Daily Democrat: **C. D. Flanagan**

Lima News: **Bob Barton**

Marion Star: **Annette Boyd**

Martins Ferry Times: **George Betts**

Marysville Tribune: **J. M. Huber**

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

Ohio State Lantern (Columbus): **Peggy
Miller**

Painesville Telegraph: **Dave Bollinger**

Portsmouth Times: **Betty Russell**

Prospect Monitor: **Fred Keller Dix**

Springfield News: **Glen Koons**

Springfield Sun: **Betty Allen**

Steubenville Herald Star: **Ed Worstel**

The Canton Repository: **Mrs. Edwin
Schoenleb**

Toledo Blade: **Eleanor Moran**

Toledo Times: **Marie Hartough**

Upper Sandusky Daily Chief Union:
L. M. Newcomer

Youngstown Vindicator: **Virginia T. Kach**

Zanesville News: **Les Smith**

Zanesville Times-Recorder: **Joe Rathbun**

OKLAHOMA

Ada Bulletin: **Clifford Smith**

Ada News: **Roy McKeown**

Carter News: **J. B. Miller**

Daily Ardmore (Ardmore): **Sam Block-
burn**

Elk City Journal: **J. B. Miller**

Ellis County Capital (Arnett): **Red
Seward**

Enid Daily Eagle: **A. J. Strauss**

Enid Morning News: **J. Allen Thomas**

Lawton Morning Press: **Homer Hedges**

Muskogee Daily Phoenix, Times-Demo-
crat: **Paul A. Bruner**

Oklahoma City Advertiser: **O. L. Crain**

Tulsa Daily World: **John Booker, Lee
Earhart, Edward Burke**

Tulsa Tribune: **Lee Earhart, Harmon
Phillips**

Washita Valley Enterprise (Corn): **J. E.
Heinrich**

OREGON

Albany Democrat Herald: **Walter Coover**

Astoria Budget: **Bob Lucas**

Coos Bay Times (Marshfield): **Harrison
C. J. Storbe**

East Oregonian (Pendleton): **Edna Storey**

Eastern Oregon Review (La Grande):
C. V. Shorbe

Eugene Register Guard: **Horace Burnett**

Lebanon Express: **Robert Hayden**

Oregonian (Portland): **Bill Moyes**

Oregon Journal (Portland): **Larry Gil-
bertson, Jean Yount, Herbert Adler**

Oregon Statesman (Salem): Maxine Buren
Roseburg News-Review: Charles Stanton

PENNSYLVANIA

Bradford Era: Ray Sill
Brownsville Telegraph: Walt Catterall
Connellsville Courier: James Driscoll
Dubois Courier-Express Daily: Les Ryder
Erie Daily Times: Charles Wells
Erie Dispatch Herald: A. J. White
Erie Lake Shore Visitor: Father Franklin
Homestead Messenger: Ida Ahlberg
Johnstown Democrat: Pat Malloy
Johnstown Tribune: Ben Coll
Lewiston Sentinel: C. V. Rowland
Philadelphia Bulletin: Elmer Cull
Philadelphia Daily News: Jerry Gaghan
Philadelphia Inquirer: Frank Rosen, D. V. Redding
Philadelphia Record: George Lilley, Jeff Keen, Harriet Packer
Pittsburgh Post Gazette: Hal Cohen, Flo Merchant
Pittsburgh Press: Sy Steinhauer
Pittsburgh Sun-Telegraph: Jane Shaughnessy
Scrantonian (Scranton): Alex Thompson
Scranton Times: Thomas Murphy, A. J. O'Malley
Scranton Tribune: B. B. Powell
Sharon Herald: Rosalie Williams, Kenneth Mills
Sunbury Daily Item: Homer Smith
Uniontown Standard: George Gray
Uniontown Herald: Joe Dixon
Wilkes-Barre Sunday Independent: J. Heffernan, Paul J. Walter
Wilkes-Barre Times Leader: Hal Smith

RHODE ISLAND

Attleboro Sun: Ethel McDonald
Newport Daily News: H. S. Van Brocklyn
Pawtucket Times: Sylvester Sprague
Providence Journal & Bulletin: Ben Kaplan
Woonsocket Call: Fred Roland

SOUTH CAROLINA

Anderson Independent: G. Paul Browne
Charleston Evening Post: Manning J. Rubin
Charleston News & Courier: Fred Minshall
Columbia Record: Brim Rykard
Greenville News, Piedmont: Bill Gaines, E. N. Smith, Bob Waldrep
The Observer (Greenville): D. W. Hiott
The State (Columbia): Murray D. Benoit

SOUTH DAKOTA

Belle Fourche Post: Lawrence Weyler
Rapid City Daily Journal: Clyde Donaldson, Redford Dibble
Sioux Falls Daily Argus Leader: Ted Ramsay, Wilmer Simmons
Vermillion Plain Talk: Russ Bauer
Yankton Press & Dakotan: Fred Monfore

TENNESSEE

Bristol Herald Courier: Marjorie Freels
Chattanooga News Free Press: Ralph Sanders
Chattanooga Times: Sarah Radin
Jackson Sun: R. P. Mahon, Jr.
Johnson City Press-Chronicle: Carl Jones, Jr.
Johnson City Times: James Quillen
Kingsport Times: Eilene Crawford
Knoxville Journal: Juanita Glenn
Knoxville News-Sentinel: Bill Clebsch
Leaf Chronicle (Clarksville): Stanley Gower
Memphis Commercial Appeal: Lillard McGee
Memphis Press-Scimitar: Lee Johnson
Nashville Banner: Milton Randolph
Nashville Tennessean: Herb Bailey

TEXAS

Abilene Reporter News: Prexy Anderson, W. H. Bedicheck
Amarillo News and Globe: Wes Izzard
Amarillo Times: S. B. Whittenburg
Austin American: Bill Weege, Ruth Lewis
Austin Statesman: Gordon Fulcher
Austin Tribune: Ray Brown, Stanley Gunn
College City Battalion: Sy Boone
Beaumont Enterprise: Don Streeter
Beaumont Journal: Gladys Quilliam
Big Spring Herald: Robert Whipkey
Brownsville Herald: Jack Rutledge
Daily Brownwood Bulletin: Curtiss Petrey
Daily Texan (Austin): Ellen Gibson
Dallas News: John Rosenfield, P. Alexander
Dallas Times Herald: Douglas Hawley
El Paso Herald-Post: Ed Pooley
El Paso Times: Ray Stover, Mrs. Clara Webster
Fort Worth Press: Ann O'Fiel
Fort Worth Star Telegram: Phil Edwards, Stan Gunn
Galveston News, Tribune: Silas Ragsdale
Houston Chronicle: Mildred Stockard
Houston Post: Dorothy Meitzen
Houston Press: Anthony Triolo
Longview News: Ellie Hopkins
McAllan Monitor: Cy Cassidy

Pampa News: **Tex DeWeese**
 Paris News: **W. N. Furey**
 Port Arthur News: **Grace Foote**
 San Antonio Evening News: **A. W. Walliser**
 San Antonio Express: **C. E. Good, Mr. Grant**
 San Antonio Light: **Sam Woolford**
 Santa Rosa Signal: **Tom Phillips**
 South Texas Citizen (Laredo): **E. G. Clingenpeel**
 Sweetwater Press: **Rita Weaver**
 Temple Telegram: **W. R. Humphrey**
 Valley Morning Star (Harlingen): **John L. Stone**
 Victoria Advocate: **S. Stahalia**
 Wichita Falls Daily Times: **W. L. Underwood, Louis T. Hamlett**
 Wichita Falls Record News: **H. R. Hamlette**

UTAH

Cedar City Record: **Morgan Rullo**
 Deseret News (Salt Lake City): **Mark Peterson**
 Ogden Standard Examiner: **Dorothy Porter**
 Salt Lake City Tribune, Telegram: **Ace Campbell**

VERMONT

Burlington Daily News: **Charles Weaver**
 St. Albans Daily Messenger: **Walter Murtagh**

VIRGINIA

Lynchburg Daily Advance: **Dave Wright**
 Lynchburg News: **Mrs. Johnson**
 Martinsville Daily Bulletin: **Kay Thompson**
 Newport News Daily Press: **Fred J. Naff, Lewis T. Jester**
 Newport News Times-Herald: **William H. Harrison**
 Norfolk Ledger Dispatch: **Charles Hoofnagle, Louise Britt**
 Norfolk Pilot: **W. Twyford**
 Petersburg Progress-Index: **Curtis Lyons**
 Portsmouth Star: **W. T. Brown**
 Richmond News Leader: **John Stratton**
 Richmond Times Dispatch: **C. Rowe**
 Roanoke Leader: **A. R. Powers**
 Roanoke Times: **C. N. Snead, W. A. Atkinson**
 Roanoke World News: **C. B. Thornton, A. G. Smith**
 Suffolk News Herald: **Lyrus Barrett, Ann Brunk**
 Virginian Pilot (Norfolk): **Warner Twiford, Daisy Nurney**

WASHINGTON

Aberdeen World: **Prim Foelkner, Harold Weatherby**
 Associated Country Newspapers (Spokane): **Mrs. Margaret Porter, H. L. Thorson**

Bremerton News Searchlight: **Bonny Olsen**
 Clark County Sun (Vancouver): **Marion Sexton**
 Everett Daily Herald: **Abe Glassberg**
 Grays Harbor Post (Aberdeen): **Kearney Clark**
 Grays Harbor Washingtonian (Hoquiam): **Doris West**
 Metropolitan Record (Spokane): **Leo Seccord**
 Olympian (Olympia): **Marsh Hunt**
 Olympian News: **Fern Nye**
 Pullman Herald: **T. S. Goodyear, Paul Stoffel, Jr.**
 Seattle Post-Intelligencer: **Paul Tietche, Rosalie La Veau**
 Seattle Star: **Edwarda McCarty**
 Seattle Times: **Betty Cornelius, Richard Hayes**
 Shelton Journal: **Grant Angle**
 Spokane Chronicle: **Wafford Conrad**
 Spokesman-Review (Spokane): **A. Libby, Byron Johnsrud**
 Walla Walla Union-Bulletin: **Sherman Mitchell**

WEST VIRGINIA

Brooke News (Brooke County): **Richard Jennings**
 Charleston Daily Mail: **Sol Padlibsky**
 Charleston Gazette: **Edith Graham, Frank Knight**
 Clarksburg News: **H. G. Rhawn**
 Dominion News (Morgantown): **Wm. Hart**
 Fairmont Times: **Martha Donehew**
 Huntington Advertiser: **C. B. Enslow, Jim Wallen**
 Huntington Herald Dispatch: **Gene Brown**
 Morgantown Post: **Brooks Cottle**
 Moundsville Echo: **Sam Shaw**
 Weirton Times: **C. J. Denny**
 Welch Daily News: **Fred Pendelton**
 Wheeling Intelligencer: **Bob Beans**
 Wheeling News Register: **Russell Rafferty**

WISCONSIN

Capital Times: **Art Lentz**
 Commonwealth Reporter (Fond du Lac): **C. H. Keyser**
 Deutsche Zeitung (Milw.): **Mr. Schnabel**
 Janesville Gazette: **Ann Tenny, Ken Houseman**
 Marshfield News-Herald: **Ed Heller**
 Milwaukee Journal: **Richard Bellamy**
 Milwaukee Sentinel: **Buck Herzog, Roy Wiker**
 Racine Journal-Times: **Verne Hoffman**
 Stevens Point Daily Journal: **James W. Hull, Francis Strand**
 Superior Evening Telegram: **Seegar Swanson**
 Wausau Record-Herald: **Mary Byers**
 Wisconsin Rapids Tribune: **Lorena Paap**

Wisconsin State Journal (Madison): William Doudna

WYOMING

Sheridan Press: Ralph Meyers
Wyoming Eagle (Cheyenne): Al McCollough
Wyoming State Tribune (Cheyenne): Lewis Bates

ALASKA

Juneau Daily Empire: Bill Carter
Fairbanks News Miner: Arthur Bremer
Jessen's Weekly (Fairbanks): F. F. Jessen

TERRITORY OF HAWAII

Filipino News (Lihue, Kauai): Abraham A. Albayalde
Garden Island News (Lihue, Kauai): Clarice B. Taylor, Charles Fern
Honolulu Star-Bulletin: Paul Findeison
Honolulu Advertiser: Robert Trumbull
Hilo Tribune-Herald: Kenneth Byerly
Maui News: Charles Young

CANADA

ALBERTA

Calgary Herald: Denny Brown
Edmonton Bulletin: Don Killips, Bert Nightingale
Edmonton Journal: Don Mac Intyre, Gordon McCallum
Grande - Prairie Herald - Tribune: Art Jackson
Lethbridge Herald: George Yackulic
Western Farm Leader (Calgary): Mrs. N. Smith

BRITISH COLUMBIA

Ashcroft Journal, Armstrong Advertiser, Kamloops Sentinel, Merritt Herald, Salmon Arm Observer: Ian Clark
Nelson News: Hume Lethbridge
Rossland Miner: E. Daily
Trail Times: Jack Lunney
Vancouver Daily Province: Miss Walls, Margaret Fosness
Vancouver News-Herald: Miss Burton, Cromar Bruce
Vancouver Sun: L. Price, Ozzie Odium
Victoria Daily Colonist: Bob Willett

NEW BRUNSWICK

Campbellton Graphic: Al Anslow
Campbellton Tribune: Harold Crockett
St. John Telegraph-Journal & Evening Times-Globe: Mrs. C. W. Fewings

NOVA SCOTIA

Antigonish Casket: Charles MacGillivray
Halifax Chronicle: Bert Robinson, C. F. Fraser
Halifax Herald: Bert Wetmore, Robert Rankin

New Glasgow News: Don Sutherland
Sydney Post-Record: R. D. Duchmein

ONTARIO

Brockville Recorder & Times: B. Amond
Hamilton Spectator: Mabel Bruce
Hamilton Review: Archie MacMillan
Kingston Belleville Intelligencer: W. D. Steer
Kingston Whig Standard: Miss Brooks
Le Droit (Ottawa): Mr. Berriault
London Free Press: L. N. Bronson
Ottawa Citizen: Mr. Hammerstrom
Ottawa Journal: Mr. Taschereau
Owen Sound Daily Sun Times: Muriel Ready
Timmins Daily Press: Ed Copps, Harrison Flint
Toronto Daily Star: Miss E. Quin
Toronto Evening Telegram: Charles Holt
Toronto Globe & Mail: C. H. Jenkins

PRINCE EDWARD ISLAND

Charlottetown Patriot: N. Mathieson
New Glasgow Evening News: James Tibbetts

QUEBEC

La Patrie (Montreal): R. Carbonneau, D. Kavanaugh
La Press (Montreal): J. Morissette, Jean Descheneau
Le Canada (Montreal): R. Benoit, Rosaire David
Le Devoir (Montreal): Lucien Desbiens
L'Illustration (Montreal): Jos. Bourdon
Le Petit Journal (Montreal): G. Francoeur, Marcel Toupin
Le Soleil: Germaine Bundock
Montreal Gazette: Herbert Whittaker, T. Archer
Montreal Herald: D. P. Davis
Montreal Standard: O. Gannon
Montreal Star: George Scott
St. Maurice Valley Chronicle (Trois Rivieres): Bob Clark
Val D'Or Star: R. Duff

SASKATCHEWAN

Calgary Herald: Denny Brown
Moose Jaw Times-Herald: Ron Brownridge
Regina Leader Post: Gee Johnson, Miss M. Jones
Saskatchewan Farmer (Regina): Gaston Johnson, D. Dibney
Saskatoon Star Phoenix: Mr. Taylor, Eric Knowles
Western Spotlight (Moose Jaw): Lewis Lewry
Winnipeg Free Press: Edith McBride
Winnipeg Tribune: R. Maley



RADIO DAILY

PRESENTS

A NATION WIDE

UP-TO-THE-MINUTE

ANALYSIS OF THE

1944 RADIO MARKET



THE 1944 MARKET FOR RADIO

By FRANK BURKE
Editor THE RADIO DAILY

RADIO'S most comprehensive analysis of the 1944 market, revealing the shifts in population, where it has increased or decreased and complete statistical data on a Metropolitan county and other county basis is incorporated in the following statistical tables.

New figures as of March 1, 1943 are presented for civilian population, together with the actual increase or decrease in percentage from the 1940 Census. These figures are based upon the registrations for War Ration Book Two and in order to minimize the influence of disturbing factors the registration figures have been adjusted to add to an independent estimate of the civilian population. This adjustment has occasioned a slight reduction in the registration figure for each county.

Most significant is the fact that while the county's civilian population declined 2.4 per cent from the last Census, the 237 Metropolitan Counties showed an actual increase of 2.4 per cent while the remaining 2,800 odd counties lost 7.3 per cent. This is the population flow which has caused the boom cities and areas wherever industry is concentrated.

— Radio Homes —

In column three of the tables, RADIO DAILY presents a county by county estimate of Radio Homes developed from the factors of population shifts, the estimated increase in radio homes—1940-1943, and a special report on the estimated number of families in the United States 1940-1960. RADIO DAILY wishes to acknowledge the helpfulness of Dr. Leon E. Truesdell, Chief, Population Division, Bureau of the Census for his assistance in looking over the method of projection used to develop these figures which bring the number of Radio Homes to a new all time high of 31,289,920.

The need for a new estimate of Radio Homes by counties is most obvious. The great population shifts which the Ration Book registrations reveal run as high as 797.9 per cent in the case of one Nevada county; several other counties run over 100 per cent. Conversely losses in population run 30-40 per cent through many counties. The big gains in population in Metropolitan Counties add substantially to the potential number of Radio Homes which lie right at the door step of the regional or big city distributor.

— Retail Service —

The Retail-Service columns have been retained in the 1944 Annual for the purpose of showing the number of retail outlets and actual sales volume from a Census year. Number of Farms, by counties, has been added, to give figures on the rural element of the population.

One other noticeable feature of the population percentage is the fact that while non-metropolitan counties as a whole declined 7.3 per cent in civilian population, those counties which contain a city of some size show either a smaller rate of decrease or an actual increase in population. In other words those cities not in the Metropolitan District class of 50,000 population or more, have attracted population on a scale only less in scale than the big areas.

Regionally, only the West has gained in population 1940-1943. Losses were suffered by the Northeast, North Central and the South. States which have gained in population include, Connecticut, Michigan, Delaware, Maryland, Virginia, Florida, Arizona, Utah, Nevada, Washington, Oregon, California and the District of Columbia. The greatest percentage gain in state population was registered by Nevada with 25.7 per cent. The greatest percentage loss in North Dakota with a decline of 15.6 per cent. California shows the greatest actual increase in civilian population with a gain of 603,163 while New York with a loss of 759,644 suffered the greatest loss in population.

— Conclusion —

In previous annuals, RADIO DAILY has presented factors on Population-Urban and Rural and also county breakdowns of the most important classifications of Retail Trade, together with similar data for Metropolitan Districts. It must be remembered, however, that the new figures presented this year deal with civilian population only, and do not include the millions now serving in the armed services.

In presenting the new 1944 survey, RADIO DAILY credits Walter P. Burns and Associates, Inc., with doing an excellent and accurate job of research. A corps of statisticians under the direction of William Noble, vice-president of the Burns organization, spent several weeks in Washington acquiring the information for the following RADIO DAILY tables:

ALABAMA

Population 1943* 2,785,147
 Radio Homes, 1944 (RADIO
 DAILY Estimate) 372,350
 No. of Farms, 1940 231,746

County	POPULATION		Radio Daily Homes 1944	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1943*	% Change 1910-43			1940 Census	1940 NAB Projection	Stores	Sales
Autauga	17,296	-17.5	1,370	2,253	1,408	1,483	189	\$1,518
Baldwin	39,037	+20.8	4,850	2,618	3,587	3,699	469	5,167
Barbour	28,311	-13.5	2,140	3,388	2,140	2,231	360	3,264
Bibb	18,734	-7.1	2,190	1,831	2,077	2,122	253	2,073
Blount	26,961	-8.6	2,940	4,482	2,767	2,858	336	2,499
Bullock	17,911	-9.6	960	2,561	932	951	221	1,763
Butler	27,496	-15.3	2,110	3,316	2,248	2,345	349	3,464
Calhoun	70,189	+12.9	10,850	2,707	8,619	8,830	847	11,653
Chambers	39,613	-6.0	4,810	3,073	4,475	4,629	386	3,367
Cherokee	16,165	-18.9	2,300	2,879	2,478	2,520	306	1,455
Chilton	23,235	-16.9	2,660	3,628	2,778	2,851	361	3,216
Choctaw	17,395	-13.9	980	3,108	992	1,021	292	1,438
Clarke	24,217	-12.4	1,810	3,510	1,805	1,841	417	3,706
Clay	13,818	-18.3	1,360	2,624	1,440	1,498	242	1,511
Cleburne	11,431	-16.1	980	1,869	1,019	1,044	189	1,635
Coffee	30,018	-6.2	2,830	3,733	2,628	2,718	412	3,037
Colbert	35,909	+5.3	5,250	2,267	4,453	4,572	415	5,381
Conceh	20,550	-19.4	1,350	3,246	1,432	1,480	195	1,954
Coosa	11,461	-14.9	1,010	1,676	1,031	1,057	146	836
Covington	36,390	-14.2	3,930	3,975	3,768	4,088	563	6,578
Crenshaw	20,224	-14.4	1,490	2,814	1,644	1,730	284	2,168
Cullman	42,466	-10.3	5,820	6,877	5,706	5,825	608	6,310
Dale	21,962	-3.2	2,250	2,438	2,043	2,100	315	1,703
Dallas	51,236	-7.3	4,180	5,713	3,923	4,056	592	8,996
DeKalb	39,275	-8.8	5,010	6,526	4,787	4,956	522	3,824
Elmore	30,884	-10.6	3,160	3,561	3,040	3,189	433	3,570
Escambia	28,031	-8.6	2,500	2,077	2,368	2,479	383	5,294
Etowah	77,541	+6.8	13,730	3,444	11,387	11,736	836	15,614
Fayette	17,804	-17.8	2,050	3,037	2,167	2,212	233	2,335
Franklin	25,127	-8.8	2,720	3,117	2,630	2,690	349	2,622
Geneva	24,008	-14.6	2,250	3,333	2,276	2,370	337	2,851
Greene	15,978	-16.7	620	3,327	646	671	147	1,622
Hale	22,202	-13.0	1,110	3,850	1,107	1,138	174	1,693
Henry	18,385	-16.1	1,470	2,632	1,517	1,568	188	1,766
Houston	42,085	-7.8	5,300	4,134	4,906	5,200	666	8,175
Jackson	36,195	-13.4	4,050	4,683	3,981	4,172	437	3,517
Jefferson	See Listing—End of State							
Lamar	16,040	-18.6	1,730	3,137	86,706	89,654	5,194	132,388
Lauderdale	46,562	+1.1	6,360	4,098	1,859	1,903	248	1,753
Lawrence	24,121	-13.5	2,190	3,489	5,596	5,728	555	7,505
Lee	32,185	-11.7	3,280	2,715	2,225	2,286	226	1,490
Limestone	32,909	-7.7	3,420	4,767	3,214	3,344	413	5,762
Lowndes	18,867	-16.7	660	3,508	3,239	3,356	396	3,401
Macon	25,592	-7.5	1,660	3,374	673	707	169	1,390
Madison	69,771	+5.2	9,670	5,187	1,553	1,631	410	2,873
Marengo	29,024	-18.8	1,480	5,389	8,228	8,412	735	11,964
Marion	22,681	-21.2	2,550	3,629	1,535	1,626	327	3,249
Marshall	38,942	-8.1	5,480	5,505	2,800	2,860	254	2,191
Mobile	See Listing—End of State							
Monroe	23,089	-21.6	1,630	3,939	5,265	5,367	618	5,831
Montgomery	See Listing—End of State							
Morgan	46,106	-4.2	7,630	3,990	20,856	21,526	2,348	41,224
Perry	21,452	-19.4	1,110	3,799	1,746	1,847	277	2,967
Pickens	24,223	-12.5	2,020	3,984	15,221	15,879	1,507	34,555
Pike	27,994	-13.8	2,690	3,198	7,011	7,194	578	8,757
Randolph	21,755	-14.7	2,360	3,524	1,117	1,215	225	2,274
Russell	See Listing—End of State							
St. Clair	24,840	-9.1	3,110	2,588	2,015	2,078	200	2,322
Shelby	26,155	-9.7	3,170	2,181	2,700	2,806	440	4,614
Sumter	23,230	-15.0	1,140	3,821	2,410	2,486	330	2,324
Talladega	62,265	+20.1	6,470	3,232	3,007	2,169	427	3,302
Tallapoosa	33,029	-6.4	4,170	2,981	3,007	3,082	260	3,113
Tuscaloosa	73,285	-3.6	9,720	4,559	3,083	3,170	259	2,809
Walker	59,686	-7.0	8,610	3,943	1,128	1,202	183	2,136
Washington	13,667	-15.6	900	1,574	4,471	4,980	511	7,749
Wilcox	23,970	-8.8	1,040	4,011	3,850	4,005	434	4,857
Winston	16,769	-10.5	1,790	2,317	8,794	9,168	736	14,673
City								
BIRMINGHAM								
(Jefferson)	477,446	+3.8	102,210	4,455	86,706	89,654	5,194	132,388
MOBILE								
(Mobile)	232,956	+64.6	37,670	2,233	20,856	21,526	2,348	41,224
MONTGOMERY								
(Montgomery)	116,962	+5.0	18,260	3,772	15,221	15,879	1,507	34,555
TOTAL STATE	2,785,147	-1.5	372,350	231,746	321,671	332,776	32,917	467,334

Note—Russell County contained in Columbus, Ga., Metropolitan District. Listed Under Ga.
 * Civilian Population Estimates—Bureau of the Census, March 1, 1943. Radio Homes projected by
RADIO DAILY from Civilian Population Estimates, 1943. Money values are in thousands of dollars.

ARIZONA

Population 1943* 578,756
 Radio Homes, 1944 (RADIO
 DAILY Estimate) 114,330
 No. of Farms, 1940 18,468

County	POPULATION		Radio Daily Homes 1944	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1913*	% Change 1910-43			1940 Census	NAB Projection	Stores	Sales
Apache	20,567	-14.6	1,360	3,120	1,372	1,433	154	\$2,487
Cochise	34,454	+ 6.2	8,260	1,076	6,893	7,126	560	11,419
Cocconino	17,194	- 8.4	2,510	1,509	2,403	2,459	380	7,021
Gila	27,766	+16.3	6,090	595	4,631	4,844	332	6,780
Graham	10,190	-15.9	1,760	676	1,821	1,878	212	3,366
Greenlee	15,075	+73.3	2,920	239	1,567	1,602	133	2,291
Maricopa	See Listing—End of State							
Mohave	7,484	-12.9	1,660	373	1,657	1,713	198	4,347
Navajo	26,813	+ 5.9	3,050	2,448	2,518	2,629	282	5,841
Pima	86,952	+19.4	19,440	932	14,619	15,092	1,167	30,678
Pinal	52,094	+80.6	7,270	1,309	3,695	3,815	463	5,681
Santa Cruz	8,429	-11.1	1,570	174	1,548	1,582	162	3,026
Yavapai	22,572	-14.9	5,380	715	5,473	5,666	546	9,771
Yuma	40,520	+109.7	7,360	670	3,242	3,347	371	6,883
City	METROPOLITAN DISTRICTS—COUNTIES							
PHOENIX (Maricopa)	208,646	+12.1	45,700	4,632	36,344	37,208	3,201	72,712
TOTAL STATE	578,756	+16.4	114,330	18,468	87,781	90,394	8,061	\$172,883

* Civilian Population Estimates—Bureau of the Census, March 1, 1943. Radio Homes projected by RADIO DAILY from Civilian Population Estimates, 1943. Money values are in thousands of dollars.

ARKANSAS

Population 1943* 1,816,806
 Radio Homes, 1944 (RADIO
 DAILY Estimate) 261,950
 No. of Farms, 1940 216,674

County	POPULATION		Radio Daily Homes 1944	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1943*	% Change 1910-43			1940 Census	NAB Projection	Stores	Sales
Arkansas	22,913	- 6.2	3,700	2,324	3,450	3,556	362	\$5,200
Ashley	25,337	- 5.4	2,900	3,127	2,697	2,762	276	3,570
Baxter	10,702	+ 4.1	1,290	1,420	1,113	1,140	167	913
Benton	30,701	-15.1	5,700	5,570	5,845	5,997	637	5,430
Boone	13,956	-12.0	2,540	2,192	2,507	2,691	276	3,167
Bradley	15,175	-16.1	2,130	1,440	2,163	2,263	226	2,979
Calhoun	7,965	-17.3	840	1,142	875	907	79	587
Carroll	11,858	-19.5	2,150	2,452	2,308	2,384	295	1,092
Chicot	27,057	- 1.4	2,420	4,154	2,138	2,223	313	3,215
Clark	21,709	-11.0	3,080	2,636	2,883	3,111	362	3,690
Clay	26,940	- 5.1	4,240	3,307	3,961	4,041	426	2,687
Cleburne	11,369	-13.4	1,530	2,181	1,538	1,580	171	1,030
Cleveland	10,369	-17.5	1,010	1,748	1,158	1,193	114	798
Columbia	26,179	-12.2	3,300	3,700	3,160	3,363	316	4,486
Conway	18,767	-12.9	2,300	2,468	2,318	2,364	310	2,569
Craighead	43,377	- 8.1	7,850	4,541	7,463	7,695	690	8,107
Crawford	23,162	- 3.2	3,450	2,196	3,138	3,225	307	2,633
Crittenden	41,596	- 2.1	3,610	6,475	3,226	3,345	485	6,011
Cross	24,076	- 7.6	2,660	3,836	2,528	2,603	345	2,910
Dallas	12,075	-16.6	1,360	1,373	1,415	1,461	211	2,512
Desha	34,387	+26.6	3,110	4,050	2,191	2,261	286	3,197
Drew	21,584	+ 8.8	2,040	2,685	1,631	1,713	226	2,479
Faulkner	23,322	- 9.9	3,650	3,347	3,580	3,652	355	3,503
Franklin	12,290	-21.6	1,850	2,142	2,017	2,106	216	1,486
Fulton	8,130	-20.7	1,010	1,939	1,104	1,122	131	517
Garland	40,040	- 1.4	8,250	1,573	7,325	7,562	898	13,126
Grant	9,722	- 7.2	1,350	1,246	1,231	1,308	104	1,009
Greene	26,080	-13.7	4,550	3,676	4,570	4,733	387	3,758
Hempstead	28,149	-14.1	3,360	4,048	3,426	3,502	340	4,844
Hot Spring	18,131	- 4.1	2,690	2,054	2,352	2,444	276	2,181
Howard	13,768	-17.2	1,840	2,094	1,915	1,984	263	2,437
Independence	22,052	-14.0	3,440	3,412	3,463	3,584	298	3,517
Izard	10,694	-16.7	1,320	2,571	1,407	1,418	170	664
Jackson	24,766	- 6.3	3,200	2,861	3,029	3,080	356	3,824
Jefferson	72,497	+11.4	8,970	6,484	7,250	7,412	1,014	14,075
Johnson	15,034	-20.0	2,290	2,347	2,465	2,541	235	2,039
Lafayette	14,964	-11.2	1,540	2,178	1,493	1,554	240	2,051
Lawrence	20,630	- 8.9	3,100	2,757	3,010	3,069	297	2,542
Lee	24,437	- 8.9	2,040	4,280	1,962	2,024	239	2,927
Lincoln	17,644	-10.5	1,250	3,575	1,212	1,263	164	1,171
Little River	13,101	-17.8	1,340	1,960	1,422	1,458	174	1,705
Logan	22,181	-14.6	3,270	2,792	3,360	3,441	324	2,840
Lonoke	33,368	+12.0	4,480	4,424	3,582	3,666	405	4,150
Madison	11,143	-23.3	1,180	2,892	1,308	1,348	206	643
					1,039	1,063	123	406

County	POPULATION		Radio Daily Homes 1944	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1943*	% Change 1940-43			1940 Census	NAB Projection	Stores	Sales
Marion	7,376	-22.1	930	1,537	4,221	4,333	404	7,376
Miller	31,483	- 1.2	4,720	2,716	9,696	10,021	1,016	16,594
Mississippi	77,836	- 3.0	10,720	7,866	2,005	2,030	210	2,431
Monroe	18,825	-10.9	2,010	2,633	950	975	117	611
Montgomery	6,885	-22.4	860	1,341	2,181	2,256	231	2,344
Nevada	16,451	-17.2	2,100	2,492	809	820	144	362
Newton	8,480	-22.1	720	1,926	3,577	3,722	377	5,261
Ouachita	28,910	- 7.2	3,830	1,952	729	764	113	423
Perry	6,698	-20.2	680	1,011	4,026	4,171	479	7,531
Phillips	41,574	- 9.6	4,170	5,774	1,312	1,372	204	1,104
Pike	10,030	-14.9	1,300	1,425	4,415	4,460	432	4,884
Poinsett	33,032	-12.3	4,370	4,136	1,839	1,885	273	2,463
Polk	13,571	-14.3	1,810	1,975	3,164	3,307	334	3,582
Pope	20,539	-20.0	2,980	2,677	1,815	1,860	201	1,245
Prairie	11,602	-24.2	1,600	2,063	2,130	2,210	251	1,753
Pulaski	See Listing—End of State							
Randolph	15,179	-17.1	2,060	2,469	2,839	2,922	410	4,828
St. Francis	33,294	- 7.6	2,980	5,456	2,493	2,539	216	2,151
Saline	18,504	- 3.4	2,710	2,025	1,708	1,757	186	1,408
Scott	11,582	-12.9	1,700	1,546	1,051	1,070	151	647
Searcy	10,196	-14.6	1,020	1,957	12,119	12,301	1,001	18,361
Sebastian	61,718	- 1.7	13,290	2,407	1,844	1,877	197	1,621
Seward	12,561	-17.6	1,730	1,648	1,304	1,339	167	628
Sharp	10,107	-12.1	1,310	1,987	748	768	83	439
Stone	7,275	-15.4	730	1,602	7,498	7,826	861	13,363
Union	50,054	- 0.8	8,530	2,815	1,284	1,306	158	571
Van Buren	9,856	-21.3	1,160	2,028	0,535	6,666	624	8,644
Washington	36,739	-10.6	6,600	5,213	5,102	5,177	514	4,624
White	34,571	- 7.0	5,020	4,760	2,305	2,410	277	2,620
Woodruff	19,452	-12.1	2,360	2,747	2,610	2,687	314	2,056
Yell	15,855	-24.4	2,310	2,440				
City	METROPOLITAN DISTRICTS—COUNTIES							
LITTLE ROCK (Pulaski)	173,174	+11.0	36,560	4,481	29,051	30,215	2,934	55,711
TOTAL STATE	1,816,806	- 6.7	261,950	216,674	244,586	252,148	27,024	\$320,973

* Civilian Population Estimates—Bureau of the Census, March 1, 1943. Radio Homes projected by RADIO DAILY from Civilian Population Estimates, 1943. Money values are in thousands of dollars.

CALIFORNIA

Population 1943* 7,471,228
 Radio Homes, 1944 (RADIO DAILY Estimate) 2,273,100
 No. of Farms, 1940 132,658

County	POPULATION		Radio Daily Homes 1944	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1943*	% Change 1940-43			1940 Census	NAB Projection	Stores	Sales
Alameda	See Listing—End of State							
Alpine	200	-38.1	50	13	63	64	7	\$31
Amador	6,544	-27.1	1,830	407	2,153	2,205	250	3,568
Butte	39,618	- 7.5	11,600	2,584	10,913	11,373	947	19,627
Calaveras	5,871	-28.6	1,820	469	2,152	2,197	186	2,871
Colusa	8,034	-17.9	2,300	730				
Contra Costa	See Listing—End of State							
Del Norte	3,261	-31.3	900	247	2,331	2,495	247	4,448
Eldorado	9,150	-30.8	2,720	863	1,110	1,130	195	1,994
Fresno	See Listing—End of State							
Glenn	10,611	-13.0	2,970	1,376	3,312	3,434	286	4,739
Humboldt	41,364	- 9.5	12,190	2,065	2,991	3,063	251	5,205
Imperial	52,304	-12.4	10,540	2,696	11,845	12,192	1,144	20,667
Inyo	17,477	+129.2	4,220	228	10,388	10,650	1,108	24,881
Kern	131,316	- 2.8	34,540	2,188	1,661	1,750	175	4,184
Kings	33,507	- 4.7	8,540	2,132	31,076	32,283	2,664	62,668
Lake	6,695	-17.0	2,250	876	7,915	8,131	773	14,576
Lassen	14,798	+ 2.2	4,100	486	2,300	2,416	275	2,954
Los Angeles	See Listing—End of State							
Madera	22,846	- 2.0	5,190	1,538	3,580	3,659	252	5,866
Marin	See Listing—End of State							
Mariposa	3,029	-46.0	930	370	4,699	4,810	445	7,318
Mendocino	23,538	-15.4	6,030	1,843	1,414	1,437	119	1,834
Merced	43,478	- 7.5	10,890	3,777	6,005	6,347	706	9,541
Modoc	13,918	+59.7	3,720	686	10,308	10,676	905	18,872
Mono	943	-59.0	280	92	2,104	2,175	204	2,573
Monterey	75,622	+ 6.3	20,650	1,999	530	570	69	843
Napa	36,955	+29.7	9,920	1,764	17,334	17,803	1,662	36,819
Nevada	12,995	-32.6	3,970	492	6,893	7,076	567	12,080
Orange	See Listing—End of State							
Placer	24,136	-14.1	6,980	1,451	5,004	5,166	448	9,224
Plumas	8,669	-24.9	2,410	187	7,025	7,271	666	11,762
					2,713	2,834	303	4,103

County	POPULATION		Radio Daily Homes 1944	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1943*	% Change 1940-43			1940 Census	NAB Projection	Stores	Sales
Riverside	116,362	+14.4	33,074	4,672	25,847	26,063	2,263	41,209
Sacramento	See Listing—End of State							
San Benito	10,429	- 8.5	2,920	1,001	2,836	2,887	271	4,172
San Bernardino	176,474	+ 9.5	51,360	6,110	41,367	42,798	3,288	63,316
San Diego	See Listing—End of State							
San Francisco	See Listing—End of State							
San Joaquin	See Listing—End of State							
San Luis Obispo	39,715	+19.5	11,380	1,916	8,465	8,771	950	15,655
San Mateo	See Listing—End of State							
Santa Barbara	69,217	- 1.8	21,020	1,339	18,761	19,463	1,751	38,829
Santa Clara	See Listing—End of State							
Santa Cruz	38,128	-15.4	12,930	1,712	13,279	13,607	1,283	23,203
Shasta	27,856	- 3.3	7,570	1,229	6,834	7,071	702	14,329
Sierra	1,645	-45.6	550	86	836	853	76	918
Siskiyou	32,378	+13.2	9,090	1,208	7,225	7,390	669	11,882
Solano	See Listing—End of State							
Sonoma	71,936	+ 4.2	22,670	6,209	19,291	19,882	1,897	37,711
Stanislaus	76,271	+ 1.9	21,930	5,734	18,974	19,596	1,560	36,463
Sutter	17,040	- 8.8	4,650	1,425	4,451	4,599	251	4,145
Tehama	12,198	-14.8	3,610	1,744	3,633	3,798	394	6,259
Trinity	2,138	-46.1	660	329	994	1,019	77	849
Tulane	101,223	- 5.5	25,770	6,372	23,936	24,775	1,656	36,918
Tuolumne	7,574	-30.4	2,370	403	2,882	2,965	277	5,347
Ventura	68,350	- 1.9	18,820	1,745	16,854	17,425	1,439	27,803
Yolo	26,015	- 4.5	6,990	1,339	6,484	6,652	512	10,850
Yuba	17,367	+ 2.0	4,460	562	3,874	3,975	600	12,316
CITY								
FRESNO								
(Fresno)	163,589	- 8.4	44,800	9,550	42,537	43,924	4,002	84,522
LOS ANGELES								
(Los Angeles, Orange)	3,134,767	+ 7.6	1,054,530	18,584	872,543	894,530	72,255	1,531,040
SACRAMENTO								
(Sacramento)	191,793	+ 7.1	52,500	3,456	43,712	44,868	3,904	98,782
SAN FRANCISCO—Alameda, Contra Costa, Marin, San Francisco, San Mateo, Solano)								
OAKLAND	1,724,929	+19.2	568,730	7,397	428,065	440,864	35,712	840,263
SAN DIEGO								
(San Diego)	386,590	+40.0	126,520	5,814	82,582	84,343	6,403	130,542
SAN JOSE								
(Santa Clara)	180,565	+ 4.3	55,660	5,608	47,352	48,829	3,882	85,505
STOCKTON								
(San Joaquin)	139,760	+ 4.1	37,000	5,575	31,559	32,452	2,933	59,892
TOTAL STATE..	7,471,228	+ 8.8	2,373,100	132,658	1,933,031	1,987,204	163,651	\$3,515,950

* Civilian Population Estimates—Bureau of the Census, March 1, 1943. Radio Homes projected by RADIO DAILY from Civilian Population Estimates, 1943. Money values are in thousands of dollars.

COLORADO

Population 1943* 1,095,043
 Radio Homes, 1944 (RADIO
 DAILY Estimate) 283,580
 No. of Farms, 1940 51,436

County	POPULATION		Radio Daily Homes 1944	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1943*	% Change 1910-43			1940 Census	NAB Projection	Stores	Sales
Adams	20,352	- 9.5	4,580	1,729	4,402	4,577	350	\$4,135
Alamosa	8,074	-23.0	1,870	608	2,105	2,151	228	4,916
Arapahoe	See Listing—End of State							
Archuleta	2,468	-35.2	390	354	506	514	59	675
Baca	5,770	- 7.0	1,140	906	1,085	1,107	146	1,244
Bent	8,082	-16.3	1,770	687	1,771	1,879	170	1,805
Boulder	37,620	+ 0.5	11,340	1,352	10,070	10,213	830	13,886
Chaffee	7,069	-12.8	1,880	295	1,936	1,977	240	3,234
Cheyenne	2,476	-16.5	610	496	642	662	78	648
Clear Creek	2,474	-34.6	750	47	957	994	101	1,428
Conejos	9,393	-19.4	1,180	1,049	1,268	1,295	142	1,583
Costilla	5,744	-23.7	570	523	627	670	89	602
Crowley	4,463	-17.3	990	532	1,041	1,069	103	1,132
Custer	1,432	-36.9	320	305	447	458	49	329
Delta	13,029	-20.9	3,080	1,699	3,369	3,449	336	4,250
Denver	See Listing—End of State							
Dolores	1,780	- 9.1	360	236	323	353	29	237
Douglas	2,945	-15.8	790	417	818	840	76	720
Eagle	4,393	-18.1	1,080	329	1,135	1,171	112	1,327
Elbert	4,139	-24.2	1,000	989	1,149	1,169	87	714
El Paso	59,147	+ 9.5	18,030	1,310	14,593	15,026	1,352	25,558
Fremont	17,236	-12.7	4,080	987	4,199	4,298	413	5,173
Garfield	8,975	-15.0	2,170	980	2,216	2,288	228	3,300
Gilpin	781	-51.9	270	51	437	441	46	330

County	POPULATION		Radio Daily Homes 1944	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1943*	% Change 1940-43			1940 Census	NAB Projection	Stores	Sales
Grand	2,842	-20.8	720	253	780	812	137	1,520
Gunnison	4,451	-28.1	1,180	362	1,415	1,435	141	*1,935
Hinsdale	193	-44.7	50	34	76	78	9	†44
Huerfano	11,964	-25.6	2,000	696	2,308	2,384	264	3,725
Jackson	1,483	-17.5	360	282	367	392	52	531
Jefferson	See Listing—End of State							
Kiowa	2,429	-13.0	600	454	602	629	73	511
Kit Carson	6,269	-16.5	1,360	1,148	1,441	1,467	149	1,743
Lake	7,143	+ 3.8	1,980	29	1,699	1,740	146	3,108
La Plata	11,642	-24.9	2,520	† 1,046	2,901	2,966	280	5,266
Larimer	29,197	-17.8	8,380	1,825	8,925	9,104	842	13,647
Las Animas	27,950	-13.7	4,850	1,281	4,917	5,056	503	7,830
Lincoln	5,124	-12.9	1,270	834	1,277	1,304	190	1,708
Logan	15,344	-16.5	3,610	1,575	3,796	3,880	338	5,961
Mesa	27,668	-18.1	6,780	2,652	7,216	7,370	603	12,634
Mineral	655	-32.8	180	49	232	234	31	296
Moffat	4,083	-19.7	1,050	527	1,119	1,169	105	1,684
Montezuma	7,308	-30.2	1,410	1,043	1,704	1,757	147	2,351
Montrose	13,002	-15.7	2,950	1,426	3,064	3,133	218	4,640
Morgan	14,468	-16.0	3,560	1,349	3,681	3,787	350	5,575
Otero	23,534	- 0.2	5,520	1,189	4,855	5,021	492	7,309
Ouray	1,423	-31.9	460	153	499	590	57	580
Park	1,575	-51.9	470	306	780	803	100	913
Phillips	4,314	-12.8	1,140	626	1,170	1,179	140	1,454
Pitkin	1,293	-29.6	350	169	423	437	38	259
Prowers	18,587	+51.1	4,190	1,022	2,507	2,607	294	3,654
Pueblo	See Listing—End of State							
Rio Blanco	2,201	-25.2	570	339	653	671	50	890
Rio Grande	10,672	-14.0	2,160	675	2,196	2,245	247	4,152
Routt	8,633	-18.0	2,230	829	2,331	2,417	200	3,192
Sequache	4,963	-19.6	880	505	951	976	107	1,107
San Juan	1,138	-20.9	290	—	324	328	51	469
San Miguel	2,235	-39.0	510	178	691	709	62	760
Sedgwick	4,340	-18.0	1,070	505	1,127	1,164	120	1,673
Summit	1,174	-33.1	380	59	481	490	46	363
Teller	2,838	-56.1	900	246	1,624	1,678	161	1,996
Washington	6,412	-23.1	1,460	1,439	1,636	1,680	125	1,201
Weld	53,652	-15.8	13,200	4,512	13,602	14,038	1,126	17,556
Yuma	9,924	-18.0	2,370	1,765	2,477	2,582	241	2,876
City	METROPOLITAN DISTRICTS—COUNTIES							
DENVER (Arapahoe, Denver, Jefferson)	404,664	+ 6.1	123,680	3,000	102,137	106,624	8,147	208,193
PUEBLO (Pueblo)	74,416	+ 8.1	18,690	1,193	15,493	15,839	1,327	25,954
TOTAL STATE..	1,059,043	- 5.4	283,580	51,436	258,573	267,295	22,971	\$436,576
† Includes 4 farms in San Juan County								

* Civilian Population Estimates—Bureau of the Census, March 1, 1943. Radio Homes projected by RADIO DAILY from Civilian Population Estimates, 1943. Money values are in thousands of dollars.

CONNECTICUT

Population 1943* 1,758,963
 Radio Homes, 1944 (RADIO DAILY Estimate) 486,180
 No. of Farms, 1940 21,163

County	POPULATION		Radio Daily Homes 1944	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1943*	% Change 1940-43			1940 Census	NAB Projection	Stores	Sales
Fairfield	See Listing—End of State							
Hartford	See Listing—End of State							
Litchfield	97,931	+ 12.5	26,840	2,795	21,479	21,824	1,600	32,237
Middlesex	See Listing—End of State							
New Haven	See Listing—End of State							
New London	126,472	+ 2.5	34,230	2,947	29,676	30,290	2,437	50,483
Tolland	32,692	+ 2.6	8,670	2,229	7,531	7,668	534	7,731
Windham	53,834	- 4.2	14,650	2,447	13,486	13,817	1,176	21,511
City	METROPOLITAN DISTRICTS—COUNTIES							
BRIDGEPORT (Fairfield)	435,537	+ 4.1	121,330	2,772	103,147	106,428	8,534	200,688
HARTFORD—(Hartford, Middlesex)	530,217	+ 4.7	145,010	5,090	121,628	126,094	9,081	235,185
NEW HAVEN (New Haven)	482,280	- 0.4	135,450	2,883	120,312	123,139	10,863	215,451
WATERBURY								
TOTAL STATE..	1,758,963	+ 3.0	486,180	21,163	417,259	429,260	34,225	\$763,295

* Civilian Population Estimates—Bureau of the Census, March 1, 1943. Radio Homes projected by RADIO DAILY from Civilian Population Estimates, 1943. Money values are in thousands of dollars.

DELAWARE

Population 1943* 270,836
 Radio Homes, 1944 (RADIO
 DAILY Estimate) 68,920
 No. of Farms, 1940 8,994

County	POPULATION		Radio Daily Homes 1944	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1943*	% Change 1940-43			1940 Census	NAB Projection	Stores	Sales
Kent	31,159	- 9.5	7,280	2,742	7,093	7,278	886	\$12,531
New Castle	See Listing—	End of State						
Sussex	52,491	+ 0.1	12,590	4,665	11,194	11,446	1,296	20,623
CITY								
WILMINGTON (New Castle)	187,186	+ 4.9	49,050	1,587	41,634	42,656	3,806	83,656
TOTAL STATE	270,836	+ 2.1	68,920	8,994	59,921	61,380	5,998	\$116,810

* Civilian Population Estimates—Bureau of the Census, March 1, 1943. Radio Homes projected by RADIO DAILY from Civilian Population Estimates, 1943. Money values are in thousands of dollars.

DIST. OF COL.

Population 1943* 833,720
 Radio Homes, 1944
 (RADIO DAILY Esti-
 mate) 212,550
 No. of Farms, 1940 65

City	POPULATION		Radio Daily Homes 1944	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1943*	% Change 1940-43			1940 Census	NAB Projection	Stores	Sales
WASHINGTON (District of Columbia; Montgomery, Prince Georges, Md., Alexandria City, Arlington, Va.)	1,178,970	+28.2	308,960	4,312	218,120	223,884	13,210	521,128
TOTAL, D. C.	833,720	+26.7	212,550	65	158,377	162,446	10,723	\$442,259

* Civilian Population Estimates—Bureau of the Census, March 1, 1943. Radio Homes projected by RADIO DAILY from Civilian Population Estimates, 1943. Money values are in thousands of dollars.

FLORIDA

Population 1943* 2,080,003
 Radio Homes, 1944 (RADIO
 DAILY Estimate) 411,060
 No. of Farms, 1940 62,248

County	POPULATION		Radio Daily Homes 1944	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1943*	% Change 1940-43			1940 Census	NAB Projection	Stores	Sales
Alachua	38,218	- 1.0	5,540	2,108	4,844	5,076	705	\$10,522
Baker	5,862	-10.0	490	434	479	488	95	772
Bay	36,210	+75.0	5,990	162	3,160	3,240	317	4,956
Bradford	12,724	+46.0	1,580	901	938	1,011	146	1,426
Brevard	18,069	+12.0	3,780	764	3,021	3,097	498	5,699
Broward	51,530	+29.9	10,790	946	7,515	7,714	968	17,143
Calhoun	7,320	-10.9	630	518	626	632	92	998
Charlotte	3,586	- 2.1	740	102	663	684	97	1,102
Citrus	4,950	-15.3	730	217	756	770	102	1,064
Clay	8,195	+26.7	1,160	290	813	847	100	783
Collier	4,271	-16.3	550	86	572	583	110	1,220
Columbia	15,266	- 9.4	1,510	1,383	1,424	1,522	253	3,382
Dade	See Listing—	End of State						
DeSoto	8,299	+ 6.5	1,390	604	1,132	1,168	186	2,122
Dixie	6,244	-11.0	750	194	749	755	88	1,305
Duval	See Listing—	End of Space						
Escambia	87,946	+27.4	16,050	1,164	11,317	11,717	921	20,382
Flagler	2,394	-20.3	310	107	348	349	66	496
Franklin	10,376	+73.2	1,280	16	639	697	110	1,054
Gadsden	30,029	- 4.5	2,420	1,466	2,237	2,305	306	5,288
Gilchrist	3,399	-20.0	280	529	307	314	53	532
Glades	1,992	-27.4	290	159	350	358	39	386
Gulf	7,474	+ 7.5	1,080	85	884	916	92	1,119
Hamilton	8,756	-10.5	670	928	663	674	133	1,128
Hardee	8,468	-16.6	1,230	1,132	1,270	1,322	192	2,095
Hendry	5,047	- 3.6	900	156	817	848	105	1,428
Hernando	5,132	- 9.0	770	546	738	759	103	1,400
Highlands	14,047	+51.9	2,430	389	1,445	1,498	201	2,473
Hillsborough	See Listing—	End of State						
Holmes	13,629	-11.8	1,060	1,672	1,048	1,085	195	775
Indian River	9,329	+ 4.2	1,720	742	1,454	1,506	234	2,852
Jackson	31,053	- 9.8	2,460	3,585	2,414	2,463	339	4,537
Jefferson	11,007	- 8.5	820	1,288	777	828	144	1,153
Lafayette	3,505	-20.4	390	548	426	429	51	396

County	POPULATION		Radio Daily Homes 1944	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1943*	% Change 1940-43			1940 Census	NAB Projection	Stores	Sales
Lake	28,196	+ 3.5	5,400	2,017	4,696	4,739	549	7,273
Lee	21,598	+23.5	4,570	291	3,172	3,415	393	6,622
Leon	35,674	+12.7	4,060	1,443	3,857	4,040	416	9,236
Levy	11,611	- 7.5	1,130	851	1,054	1,112	190	1,619
Liberty	2,902	-22.7	220	253	243	252	46	221
Madison	15,067	- 6.9	1,320	1,499	1,229	1,279	225	2,168
Manatee	24,725	- 5.3	5,080	676	4,567	4,835	461	7,391
Marion	30,343	- 2.9	4,490	2,146	4,129	4,200	428	8,172
Martin	6,481	+ 3.0	1,200	177	1,057	1,069	167	1,719
Monroe	30,072	+48.0	4,090	94	2,555	2,584	334	2,947
Nassau	10,775	- 0.4	1,470	531	1,301	1,343	186	1,901
Okaloosa	15,591	+20.9	1,650	898	1,207	1,254	160	1,771
Okeechobee	2,929	- 2.4	420	174	385	389	66	780
Orange	79,448	+13.4	18,940	2,399	14,992	15,401	1,561	33,718
Osceola	9,687	- 4.3	2,150	442	2,008	2,028	183	2,252
Palm Beach	88,356	+10.5	18,420	808	14,879	15,223	2,182	38,733
Pasco	13,322	- 4.7	2,500	1,107	2,276	2,380	246	2,329
Pinellas	See Listing—End of State							
Polk	90,356	+ 4.3	17,460	4,273	14,802	15,315	1,821	28,932
Putnam	17,806	- 4.8	2,590	850	2,408	2,467	374	4,408
St. Johns	20,182	+ 0.8	3,730	348	3,315	3,358	496	6,366
St. Lucie	13,084	+10.2	2,140	598	1,663	1,780	242	5,129
Santa Rosa	13,799	-14.2	1,360	1,222	1,375	1,420	150	1,488
Sarasota	19,514	+21.2	4,350	191	3,220	3,324	448	8,193
Seminole	21,080	- 5.5	3,880	760	3,470	3,536	542	5,691
Sumter	9,532	-13.7	1,260	804	1,276	1,316	166	1,318
Suwannee	16,029	- 6.1	1,570	1,877	1,459	1,511	283	2,731
Taylor	9,682	-16.3	910	483	953	973	167	2,081
Union	7,228	+ 1.9	440	547	387	393	70	445
Volusia	53,099	- 1.1	11,870	1,518	10,747	10,888	1,353	20,367
Wakulla	5,717	+ 4.6	560	286	472	484	71	684
Walton	13,284	- 6.8	1,230	1,028	1,120	1,191	159	1,750
Washington	10,900	-11.4	890	1,259	874	900	128	1,087
City	METROPOLITAN DISTRICTS—COUNTIES							
JACKSONVILLE (Duval)	258,381	+23.0	55,720	1,436	40,627	41,893	3,429	84,393
MIAMI (Dade)	301,144	+12.5	79,190	1,439	62,001	64,382	6,348	151,272
TAMPA (Hillsboro, Pinellas)								
ST. PETERSBURG	308,082	+13.3	74,310	4,362	58,845	60,412	5,828	105,877
TOTAL STATE	2,080,003	+10.0	411,060	62,248	326,447	336,803	36,849	\$661,022

* Civilian Population Estimates—Bureau of the Census, March 1, 1943. Radio Homes projected by RADIO DAILY from Civilian Population Estimates, 1943. Money values are in thousands of dollars.

GEORGIA

Population 1943* 3,026,728
 Radio Homes, 1944 (RADIO DAILY Estimate) 439,010
 No. of Farms, 1940 216,033

County	POPULATION		Radio Daily Homes 1944	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1943*	% Change 1910-13			1940 Census	NAB Projection	Stores	Sales
Appling	11,114	-23.3	1,020	1,459	1,165	1,179	180	\$1,601
Atkinson	6,318	-10.9	650	662	660	658	87	457
Bacon	7,101	-12.3	780	994	769	791	145	1,282
Baker	6,190	-15.7	390	1,093	392	410	63	277
Baldwin	22,349	- 7.6	2,060	805	1,957	2,023	244	3,310
Banks	6,902	-21.0	730	1,370	791	820	60	109
Barrow	12,116	- 7.3	1,920	1,458	1,819	1,864	182	1,805
Bartow	23,362	- 7.6	3,150	1,861	3,268	3,443	276	3,794
Ben Hill	13,061	-10.1	1,900	900	1,876	1,900	242	3,445
Berrien	12,712	-17.3	1,270	1,739	1,348	1,367	180	2,125
Bibb	See Listing—End of State							
Bleckley	8,415	-12.8	870	916	868	894	134	1,165
Brantley	6,015	-12.5	400	679	402	410	79	386
Brooks	17,032	-16.9	1,520	2,236	1,582	1,632	193	2,116
Bryan	5,626	-10.5	380	378	374	384	108	559
Bullock	22,047	-15.2	2,300	2,842	2,347	2,421	454	4,767
Burke	22,113	-16.6	1,510	2,360	1,556	1,617	335	2,670
Butts	8,172	-11.0	1,020	950	996	1,032	129	1,319
Calhoun	9,206	-11.8	600	1,347	608	616	171	1,099
Camden	6,295	+ 6.5	570	308	468	486	96	884
Candler	7,120	-21.8	940	1,141	827	843	118	1,373
Cawoll	29,984	-12.2	4,260	4,377	4,179	4,344	474	4,289
Catoosa	11,427	+30.3	2,540	1,306	1,784	1,816	90	660
Charlton	4,549	-13.5	400	297	408	412	68	568

County	POPULATION		Radio Daily Homes 1914	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1913*	% Change 1910-13			1910	NAB Projection	Stores	Sales
Cbatham	See Listing—End of State							
Chattahoochee	1,797	-25.9	120	269	149	153	49	250
Chattooga	18,825	+ 1.6	3,090	1,234	2,550	2,750	176	2,833
Cherokee	17,398	-13.6	2,360	2,435	2,415	2,463	335	2,519
Clarke	28,685	+ 1.0	5,440	757	4,757	4,909	428	10,711
Clay	6,333	-10.3	460	989	455	464	102	765
Clayton	10,744	- 7.8	1,620	1,023	1,547	1,587	135	728
Clinch	5,480	-14.8	590	268	613	624	106	741
Cobb	39,500	+ 3.2	7,200	2,826	5,994	6,366	502	6,578
Coffee	20,062	- 6.9	1,860	2,087	1,759	1,808	243	3,314
Colquitt	32,103	- 2.8	3,580	2,880	3,232	3,357	396	5,411
Columbia	8,737	- 7.4	830	1,200	787	810	108	459
Cook	10,297	-13.6	1,160	1,326	1,170	1,207	146	1,614
Coweta	26,106	- 3.2	3,360	1,853	3,065	3,145	359	4,238
Crawford	6,360	-10.8	470	741	436	466	93	411
Crisp	15,834	- 9.7	1,740	1,226	1,714	1,742	241	4,342
Dade	5,697	- 3.3	630	577	566	586	57	353
Dawson	3,610	-19.4	370	614	394	410	53	88
Decatur	22,033	- 0.9	1,890	1,563	1,652	1,735	287	3,362
DeKalb	See Listing—End of State							
Dodge	16,854	-19.8	1,450	2,033	1,578	1,606	242	2,153
Dooley	14,376	-14.9	1,210	1,680	1,241	1,272	185	1,414
Dougherty	30,491	+ 6.7	4,360	666	3,623	3,735	626	11,035
Douglas	8,794	-12.5	1,120	1,135	1,100	1,162	130	1,107
Early	17,609	- 5.7	1,370	2,232	1,264	1,317	198	2,440
Echols	2,647	-10.7	210	230	216	216	28	99
Effingham	8,773	- 9.1	800	827	762	792	104	762
Elbert	16,119	-17.8	2,130	1,893	2,146	2,318	283	2,790
Emanuel	19,343	-17.7	2,050	2,444	2,157	2,226	356	3,003
Evans	6,141	-17.0	640	707	659	691	113	1,169
Fannin	13,920	- 5.6	1,680	1,649	1,588	1,617	173	853
Fayette	7,593	- 7.1	660	1,132	633	637	87	506
Floyd	57,030	+ 1.6	11,140	2,085	9,424	9,954	625	14,813
Forsyth	9,545	-15.7	1,120	2,009	1,168	1,190	746	607
Franklin	15,220	- 2.5	1,830	2,139	1,649	1,708	217	1,918
Fulton	See Listing—End of State							
Gilmer	8,881	- 1.3	810	1,226	736	748	87	689
Glascock	3,772	-17.0	450	561	471	482	62	308
Glynn	32,020	+46.1	5,410	170	3,400	3,453	431	7,036
Gordon	17,275	- 6.3	2,910	2,158	2,715	2,801	261	2,826
Grady	17,289	-12.0	1,830	1,923	1,836	1,865	186	2,506
Greene	12,557	- 8.4	1,300	1,337	1,195	1,277	123	1,530
Gwinnett	25,663	-11.8	3,560	3,309	3,504	3,634	392	3,143
Habersham	13,809	- 6.5	1,930	1,386	1,822	1,876	235	2,180
Hall	33,382	- 4.1	5,260	2,405	4,845	4,956	474	7,765
Hancock	11,088	-13.1	650	1,679	644	673	151	1,150
Haralson	12,467	-13.3	1,790	1,629	1,791	1,851	150	1,841
Harris	10,373	- 9.2	790	1,212	748	777	93	736
Hart	13,135	-15.3	1,680	2,308	1,702	1,773	110	1,013
Heard	7,137	-17.1	560	1,324	582	603	81	430
Henry	13,246	-12.4	1,370	1,893	1,358	1,401	169	1,471
Houston	11,762	+ 4.1	930	1,008	799	817	115	1,543
Irwin	11,841	- 8.5	1,040	1,586	1,008	1,031	112	1,171
Jackson	18,395	- 8.4	2,360	2,223	2,214	2,312	243	2,520
Jasper	7,543	-14.0	850	802	705	884	124	1,013
Jeff Davis	7,596	-14.1	770	961	796	802	92	874
Jefferson	18,278	- 8.8	1,820	1,036	1,735	1,804	324	2,613
Jenkins	10,357	-12.5	790	1,243	806	816	137	1,391
Johnson	9,493	-26.7	580	1,586	885	902	188	1,296
Jones	7,553	- 9.3	670	740	597	673	53	436
Lamar	9,050	-10.3	1,240	742	1,216	1,242	143	1,414
Lanier	5,126	- 9.0	470	580	462	467	61	545
Laurens	28,454	-15.3	2,940	3,569	2,948	3,091	494	4,798
Lee	6,557	-16.3	360	946	375	385	46	455
Liberty	9,897	+15.1	680	917	490	541	114	768
Lincoln	6,177	-12.3	510	1,032	467	523	103	566
Long	3,190	-21.9	210	400	216	235	61	269
Lowndes	32,913	+ 3.3	4,040	1,852	3,483	3,572	476	7,697
Lumpkin	5,583	-10.3	550	841	540	549	115	426
McDuffie	10,353	- 4.8	1,110	995	1,000	1,061	159	1,674
McIntosh	5,714	+ 8.0	490	130	405	421	101	663
Macon	14,373	- 9.9	1,230	1,349	1,194	1,231	149	1,643
Madison	11,385	-15.2	1,390	1,876	1,344	1,403	132	848
Marion	6,397	- 8.0	450	792	430	444	96	668
Meriwether	19,404	-12.0	1,930	1,856	1,849	1,972	308	2,066
Miller	8,834	-11.6	650	1,400	649	665	110	851
Mitchell	20,391	-12.3	1,640	2,862	1,610	1,672	293	2,875
Monroe	9,947	- 7.5	930	975	891	912	146	1,499
Montgomery	7,888	-18.4	570	1,085	583	616	123	668
Morgan	10,983	-13.6	1,100	1,333	1,082	1,139	125	1,363
Murray	9,668	-13.2	1,280	1,258	1,290	1,322	96	785

County	POPULATION		Radio Daily Homes 1944	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1943*	% Change 1940-43			1940 Census	NAB Projection	Stores	Sales
Muscogee	See Listing—End of State							
Newton	18,916	+ 1.8	2,950	1,198	2,584	2,641	246	3,127
Oconee	6,544	-13.6	700	924	716	730	61	237
Oglethorpe	9,943	-20.0	990	1,593	960	998	99	736
Paulding	10,967	-14.5	1,260	1,788	1,282	1,322	90	842
Peach	10,895	+ 5.0	1,230	433	1,054	1,073	139	2,015
Pickens	7,712	-15.6	1,040	939	1,092	1,103	84	969
Pierce	10,161	-13.9	880	1,375	890	913	163	1,789
Pike	8,735	-15.8	890	1,159	923	941	107	670
Polk	26,434	- 7.1	4,420	1,493	4,162	4,294	332	5,230
Pulaski	8,999	- 8.4	840	944	808	824	134	1,640
Putnam	7,363	-13.5	680	833	693	708	118	1,199
Quitman	2,974	-13.4	150	365	152	158	36	153
Rabun	6,398	-18.2	660	1,037	690	712	110	1,058
Randolph	14,036	-15.5	1,130	1,952	1,161	1,199	280	2,130
Richmond	See Listing—End of State							
Rockdale	6,953	-10.0	920	809	916	924	117	1,065
Schley	4,331	-13.9	390	629	395	400	54	446
Screven	17,162	-15.7	1,210	2,320	1,251	1,284	248	1,990
Seminole	7,974	- 6.1	640	950	596	613	128	1,146
Spaulding	27,628	- 2.8	4,880	850	4,463	4,560	403	7,755
Stephens	14,757	+13.8	2,150	895	1,722	1,746	182	2,218
Stewart	9,793	- 7.6	660	1,082	616	646	131	1,144
Sumter	22,861	- 6.5	2,340	1,567	2,215	2,267	389	4,587
Talbot	7,558	- 7.2	440	831	416	431	101	587
Taliaferro	5,291	-15.7	370	807	387	397	65	379
Tattnall	15,213	- 6.3	1,520	1,696	1,379	1,458	225	1,913
Taylor	9,015	-16.3	820	1,157	858	876	125	1,137
Telfair	12,534	-17.2	1,150	1,413	1,213	1,234	232	2,028
Terrell	15,139	- 9.2	1,070	2,003	1,037	1,080	223	2,139
Thomas	30,659	- 2.0	4,090	2,065	3,050	3,784	489	6,034
Tift	17,960	- 3.4	2,230	1,344	2,005	2,080	353	4,474
Toombs	16,032	- 5.4	1,630	1,563	1,469	1,547	255	2,822
Towns	4,039	-18.0	450	741	462	479	58	165
Treutlen	6,191	-18.9	480	857	504	528	84	814
Trout	36,443	-16.7	5,220	1,235	5,427	5,607	648	12,064
Turner	9,377	-13.5	910	1,321	936	954	138	1,393
Twiggs	8,513	- 6.6	490	1,014	431	472	78	428
Union	6,757	-12.0	550	1,325	546	558	112	261
Upson	23,621	- 5.8	3,550	921	3,311	3,410	288	4,844
Walker	See Listing—End of State							
Walton	18,945	- 8.8	2,630	2,286	2,559	2,698	234	2,874
Ware	26,610	- 4.7	4,070	1,029	3,804	3,873	541	8,464
Warren	9,560	- 6.6	720	1,235	683	702	94	900
Washington	18,256	-24.7	1,530	2,506	1,707	1,800	378	2,648
Wayne	12,575	- 4.2	1,220	950	1,138	1,158	190	1,850
Webster	3,777	-20.1	250	576	271	274	46	267
Wheeler	6,804	-20.3	650	989	682	716	89	427
White	5,627	-12.3	570	924	559	585	100	295
Whitfield	27,904	+ 6.9	5,260	1,586	4,320	4,497	423	6,594
Wilcox	10,177	-20.2	860	1,385	938	954	156	1,012
Wilkes	13,403	-11.1	1,150	1,757	1,110	1,160	208	1,862
Wilkinson	9,725	-11.8	930	1,092	904	949	149	1,001
Worth	18,464	-13.6	1,430	2,664	1,444	1,488	202	1,565
METROPOLITAN DISTRICTS—COUNTIES								
ATLANTA (DeKalb, Fulton)	523,093	+ 9.6	115,210	4,909	93,197	96,008	7,670	216,104
AUGUSTA (Richmond)	88,255	+ 8.5	15,660	920	12,539	13,159	1,335	27,603
COLUMBUS (Muscogee; Russell, Ala.)	139,706	+25.6	21,330	3,078	15,080	15,682	1,573	29,847
MACON (Bibb)	97,658	+16.6	17,110	829	13,065	13,461	1,306	28,800
SAVANNAH (Chatham)	139,406	+19.8	26,950	496	20,172	20,732	2,064	40,137
Note—Walker County contained in Chattanooga, Tenn. Metropolitan District. Listed under Tenn.								
TOTAL STATE	3,026,728	- 2.4	439,010	216,033	381,668	394,755	42,968	\$670,021

* Civilian Population Estimates—Bureau of the Census, March 1, 1943. Radio Homes projected by RADIO DAILY from Civilian Population Estimates, 1943. Money values are in thousands of dollars.

IDAHO

Population 1943* 467,567
 Radio Homes, 1944 (RADIO DAILY Estimate) 121,350
 No. of Farms, 1940 43,663

County	POPULATION		Radio Daily Homes 1944	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1943*	% Change 1940-43			1940 Census	NAB Projection	Stores	Sales
Ada	49,045	- 2.7	14,060	2,689	12,535	13,140	862	\$26,236
Adams	2,631	-22.8	620	410	685	724	64	626

County	POPULATION		Radio Daily Homes 1944	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1943*	% Change 1940-43			1940 Census	NAB Projection	Stores	Sales
Bannock	35,937	+ 3.4	9,090	1,723	7,844	8,048	637	15,025
Bear Lake	6,445	-18.5	1,680	711	1,804	1,855	147	2,207
Benewah	5,464	-25.5	1,450	643	1,693	1,718	121	1,655
Bingham	18,852	-10.4	4,330	2,217	4,206	4,325	273	4,872
Blaine	3,861	-27.1	1,010	318	1,166	1,216	152	2,215
Boise	1,103	-52.7	320	195	510	530	41	394
Bonner	13,172	-15.9	3,310	1,551	3,408	3,517	258	3,624
Bonneville	21,139	-17.7	5,290	1,672	5,487	5,757	382	12,349
Boundary	4,974	-16.9	1,260	768	1,331	1,355	101	1,750
Botte	1,529	-18.5	350	264	382	386	41	418
Camas	914	-32.8	260	193	325	330	39	327
Canyon	36,526	-10.7	9,770	3,631	9,578	9,864	632	14,233
Caribou	2,033	-11.0	550	247	544	555	60	837
Cassia	13,835	- 4.1	3,160	1,296	2,898	2,977	239	4,667
Clark	813	-19.1	230	113	230	244	20	1190
Clearwater	6,996	-15.1	1,680	531	1,728	1,766	107	2,147
Custer	2,369	-33.2	580	365	746	764	89	906
Elmore	8,882	+61.0	2,090	476	1,219	1,237	136	1,805
Franklin	8,367	-18.2	1,030	996	2,165	2,203	146	2,637
Fremont	7,578	-26.5	1,750	967	2,039	2,109	156	2,451
Gem	6,796	-28.8	1,670	900	2,120	2,186	122	2,912
Gooding	7,397	-20.1	1,820	1,006	1,967	2,018	155	2,769
Idaho	8,630	-32.0	2,170	1,464	2,697	2,790	212	3,293
Jefferson	8,642	-19.7	2,010	1,297	2,153	2,227	144	1,906
Jerome	18,324	+85.1	4,270	969	2,053	2,178	144	2,904
Kootenai	22,973	+ 3.1	6,550	1,733	5,684	5,796	412	6,139
Latah	16,018	-14.8	4,520	1,777	4,695	4,758	328	6,463
Lemhi	4,372	-33.0	1,060	530	1,349	1,381	136	2,176
Lewis	3,803	-18.5	1,060	546	1,142	1,159	98	1,345
Lincoln	3,379	-20.1	810	441	882	904	82	1,031
Madison	7,358	-19.9	1,690	1,012	1,813	1,876	135	2,529
Minidoka	7,892	-20.0	2,000	1,048	2,174	2,221	153	2,690
Nez Perce	15,366	-18.6	4,610	1,282	4,751	4,948	355	10,123
Oneida	3,910	-27.8	930	644	1,143	1,159	92	1,277
Owyhee	4,819	-14.7	990	873	1,006	1,041	93	934
Payette	7,602	-20.1	2,060	922	2,230	2,285	179	3,020
Power	3,048	-23.1	670	505	839	854	75	1,161
Shoshone	20,422	- 3.8	6,820	192	5,382	5,489	396	9,035
Teton	2,945	-18.2	610	492	655	672	70	568
Twin Falls	30,359	-16.6	8,330	2,717	8,672	8,948	591	15,786
Valley	4,189	+ 3.8	1,040	361	907	916	103	1,566
Washington	6,858	-22.5	1,790	976	1,988	2,045	167	3,375
TOTAL STATE..	467,567	-10.9	121,350	43,663	118,824	122,471	8,944	\$184,503

* Civilian Population Estimates—Bureau of the Census, March 1, 1943. Radio Homes projected by RADIO DAILY from Civilian Population Estimates, 1943. Money values are in thousands of dollars.

ILLINOIS

Population 1943* 7,622,739
 Radio Homes, 1944 (RADIO DAILY Estimate) 2,191,320
 No. of Farms, 1940 213,439

County	POPULATION		Radio Daily Homes 1944	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1943*	% Change 1940-43			1940 Census	NAB Projection	Stores	Sales
Adams	58,647	-10.1	16,060	3,271	15,778	16,058	1,220	\$20,192
Alexander	21,771	-14.6	4,100	845	4,114	4,311	356	5,643
Bond	13,191	- 9.3	3,240	1,585	3,148	3,203	244	3,176
Boone	14,646	- 3.7	4,380	1,175	3,985	4,138	293	5,079
Brown	6,627	-17.7	1,670	1,100	1,800	1,851	149	1,361
Bureau	33,908	- 9.8	9,930	3,040	9,737	9,929	917	9,677
Calhoun	6,763	-17.6	1,450	991	1,538	1,578	145	1,206
Carroll	17,671	- 0.7	5,170	1,623	4,668	4,760	437	5,363
Cass	14,326	-12.8	3,860	1,053	3,823	3,981	392	4,604
Champaign	69,644	+ 8.6	21,750	3,122	17,686	18,271	1,348	31,332
Christian	34,178	-11.4	9,510	2,591	9,208	9,607	719	11,011
Clark	15,924	-15.5	4,050	2,358	4,176	4,304	375	3,775
Clay	16,009	-15.5	4,140	2,086	4,314	4,400	279	4,080
Clinton	19,619	-14.4	4,500	1,724	4,560	4,690	418	3,746
Coles	34,609	-10.0	9,950	2,083	9,707	9,945	716	13,591
Cook	See Listing—End of State							
Crawford	18,917	-11.2	4,940	2,046	4,904	4,991	418	4,880
Cumberland	9,625	-17.7	2,480	1,779	2,627	2,696	148	1,320
DeKalb	32,821	- 4.6	9,830	2,251	9,200	9,358	702	13,401
DeWitt	16,027	-12.2	4,550	1,420	4,550	4,642	354	5,290
Douglas	14,927	-15.1	4,210	1,358	4,337	4,432	280	4,591
DuPage	See Listing—End of State							
Edgar	22,227	- 9.0	6,360	2,084	6,184	6,298	483	6,887

County	POPULATION		Radio Daily Homes 1944	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1943*	% Change 1940-43			1940 Census	NAB Projection	Stores	Sales
Edwards	7,916	-11.8	2,040	1,030	2,042	2,083	160	1,602
Effingham	18,467	-16.2	4,510	2,086	4,677	4,797	518	6,649
Fayette	24,436	-16.2	5,740	2,997	5,902	6,103	478	7,610
Ford	13,501	-10.0	4,080	1,476	3,897	4,081	378	4,854
Franklin	43,611	-17.9	11,310	2,489	11,926	12,295	872	10,877
Fulton	41,469	-7.1	11,820	3,199	11,105	11,475	800	10,841
Gallatin	9,299	-18.5	2,020	1,070	2,171	2,213	183	1,516
Greene	17,910	-11.7	4,390	1,737	4,370	4,484	359	3,772
Grundy	18,702	+ 1.7	5,340	1,354	4,464	4,760	434	4,893
Hamilton	12,621	-6.2	2,740	2,257	2,604	2,635	207	1,469
Hancock	23,647	-10.1	6,650	3,177	6,493	6,652	564	4,973
Hardin	7,957	+ 2.6	1,550	740	1,348	1,364	127	805
Henderson	7,850	-12.3	2,070	1,060	2,095	2,111	140	1,073
Henry	41,349	-5.6	22,210	3,023	11,468	11,739	855	13,492
Iroquois	28,655	-11.8	8,150	3,613	8,091	8,311	626	7,955
Jackson	33,983	-10.4	8,260	2,384	7,968	8,261	812	10,396
Jasper	11,260	-16.2	2,760	2,359	2,911	2,938	191	1,852
Jefferson	33,721	-1.9	8,530	3,308	7,726	7,899	626	9,642
Jersey	12,649	-7.2	2,870	1,269	2,695	2,782	221	2,752
Jo Daviess	19,973	-0.1	5,400	2,018	4,862	4,652	426	4,854
Johnson	8,683	-19.1	1,780	1,579	1,893	1,947	181	1,278
Kane	130,625	+ 0.3	36,620	2,071	32,122	33,289	2,407	55,296
Kankakee	61,807	+ 1.5	41,610	2,353	12,675	13,045	1,084	20,579
Kendall	9,868	-11.1	2,810	1,129	2,770	2,837	139	1,971
Knox	47,182	-9.7	14,030	2,609	13,666	14,026	1,061	19,034
Lake	See Listing—End of State							
LaSalle	94,351	-3.5	26,160	3,858	23,906	24,673	2,043	34,124
Lawrence	19,667	-6.7	4,670	1,590	4,376	4,534	421	4,970
Lee	32,866	-5.0	8,440	2,467	7,782	8,036	564	9,852
Livingston	35,575	-8.4	9,400	3,398	8,979	9,217	694	9,997
Logan	26,798	-9.0	6,520	1,973	6,283	6,457	595	8,073
McDonough	25,356	-5.9	7,500	2,334	6,927	7,207	530	8,132
McHenry	37,040	-0.7	10,690	2,535	9,402	9,806	912	14,687
McLean	66,366	-10.2	19,480	3,899	18,907	19,482	1,504	28,383
Macon	See Listing—End of State							
Macoupin	40,954	-11.6	11,320	3,180	11,247	11,554	913	9,668
Madison	See Listing—End of State							
Marion	40,962	-14.6	10,590	2,946	10,687	11,147	921	18,960
Marshall	11,547	-12.4	3,300	1,181	3,297	3,370	295	3,212
Mass	13,990	-8.9	3,880	1,322	3,739	3,839	372	4,015
Massac	13,195	-11.7	2,930	1,096	2,915	2,985	308	2,563
Menard	8,659	-18.8	2,350	980	2,539	2,582	217	2,326
Mercer	15,921	-10.1	4,540	1,925	4,464	4,540	342	3,922
Monroe	11,817	-7.3	2,670	1,403	2,552	2,588	254	3,149
Montgomery	29,029	-15.9	7,930	2,816	8,164	8,438	669	8,811
Morgan	32,038	-11.9	7,770	2,068	7,714	7,932	643	11,821
Moultrie	11,474	-14.9	3,020	1,278	3,101	3,177	231	2,450
Ogle	28,205	-5.6	8,330	2,780	7,820	8,010	500	7,857
Peoria	See Listing—End of State							
Perry	20,834	-11.1	5,020	1,557	4,885	5,075	422	5,220
Piatt	12,559	-14.3	3,570	1,260	3,651	3,717	256	3,018
Pike	21,443	-15.4	5,440	2,836	5,581	5,720	494	4,878
Pope	6,087	-23.9	1,260	1,237	1,417	1,466	106	802
Pulaski	13,600	-14.3	2,460	968	2,480	2,563	242	1,668
Putnam	4,514	-14.7	1,210	505	1,243	1,278	97	754
Randolph	29,714	-11.6	6,400	2,161	6,285	6,528	518	6,006
Richland	15,009	-12.4	3,950	1,833	3,951	4,034	336	4,898
Rock Island	See Listing—End of State							
St. Clair	See Listing—End of State							
Saline	31,660	-16.8	8,070	2,116	8,319	8,682	619	8,927
Sangamon	See Listing—End of State							
Schuyler	9,451	-17.3	2,450	1,509	2,585	2,629	177	1,914
Scott	6,736	-17.6	1,700	798	1,775	1,847	155	1,459
Shelby	22,838	-13.1	6,250	3,458	6,279	6,446	486	4,491
Stark	7,764	-12.6	2,180	965	2,199	2,248	205	2,007
Stephenson	37,934	-6.7	2,310	2,594	10,610	10,823	844	15,619
Tazewell	See Listing—End of State							
Union	19,188	-10.9	3,710	1,724	3,595	3,750	291	4,178
Vermilion	76,665	-11.7	21,380	3,330	21,304	21,819	1,610	27,350
Wabash	12,915	-5.9	3,440	907	3,219	3,305	262	3,989
Warren	19,104	-10.3	5,610	1,839	5,458	5,609	460	7,189
Washington	13,946	-11.7	3,160	1,999	3,139	3,225	326	2,882
Wayne	18,952	-14.2	4,330	3,388	4,344	4,512	301	4,005
White	20,092	+ 0.3	4,860	1,883	4,314	4,423	411	4,396
Whiteside	41,708	-3.8	12,050	2,682	11,040	11,363	823	13,963
Will	119,685	+ 4.8	31,380	2,999	26,692	27,285	1,843	35,388
Williamson	46,070	-14.0	12,060	2,405	11,609	12,063	792	10,760
Winnebago	See Listing—End of State							
Woodford	17,334	-9.4	4,770	1,942	4,589	4,724	346	5,276

County	POPULATION			No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1913*	% Change 1910-13	Radio Daily Homes 1914		1940 Census	NAB Projection	Stores	Sales
METROPOLITAN DISTRICTS—COUNTIES								
CHICAGO (Cook, DuPage, Lake; Lake, Ind.)	4,531,674	— 0.9	1,320,240	9,012	1,184,987	1,211,233	89,645	2,149,644
DECATUR (Macon)	83,178	— 1.8	24,440	2,335	22,033	22,627	1,542	37,018
PEORIA (Peoria, Tazewell)	202,177	— 4.5	57,900	4,812	53,555	55,224	3,611	85,562
ROCKFORD (Winnebago)	124,779	+ 3.0	37,510	2,110	32,303	33,194	2,209	51,803
SPRINGFIELD (Sangamon)	115,540	— 2.0	32,840	3,131	28,802	30,404	2,063	48,298
TOTAL STATE	7,622,739	— 3.3	2,191,320	213,439	1,974,604	2,023,969	151,829	\$3,152,602

NOTE: Rock Island County contained in Davenport-Rock Island, Moline Metropolitan District and listed under Iowa. Madison, St. Clair Counties contained in St. Louis, Mo. Metropolitan District. Listed under Mo.

* Civilian Population Estimates—Bureau of the Census, March 1, 1943. Radio Homes projected by RADIO DAILY from Civilian Population Estimates, 1943. Money values are in thousands of dollars.

INDIANA

Population 1943* 3,396,878
 Radio Homes, 1944 (RADIO DAILY Estimate) 926,280
 No. of Farms, 1940 184,549

County	POPULATION			No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1913*	% Change 1910-13	Radio Daily Homes 1914		1940 Census	NAB Projection	Stores	Sales
Adams	20,135	— 5.3	5,080	1,999	4,779	4,836	352	\$5,041
Allen	See Listing—End of State							
Bartholomew	30,275	+ 7.1	8,150	1,815	6,790	6,963	520	8,519
Benton	10,509	— 5.5	2,880	1,101	2,678	2,770	206	3,414
Blackford	12,340	—10.5	3,570	941	3,538	3,603	260	3,881
Boone	20,967	— 5.0	6,320	2,643	5,891	6,023	416	6,129
Brown	4,988	—19.4	890	883	952	982	86	546
Carroll	13,835	—10.2	3,890	1,742	3,837	3,891	300	3,632
Cass	33,411	— 9.5	9,450	2,202	9,223	9,454	696	11,920
Clark	See Listing—End of State							
Clay	21,971	—13.4	5,670	2,153	5,728	5,839	411	6,048
Clinton	26,394	— 7.1	7,780	2,050	7,340	7,551	517	9,838
Crawford	8,281	—18.6	1,520	1,509	1,656	1,673	209	1,088
Daviess	26,659	+ 1.9	6,210	2,434	5,364	5,546	427	5,557
Dearborn	See Listing—End of State							
Decatur	15,810	—10.8	3,940	1,745	3,912	3,980	392	4,900
DeKalb	22,926	— 7.4	6,580	2,124	6,193	6,392	521	7,228
Delaware	75,043	+ 0.1	22,350	2,462	19,877	20,316	1,407	27,577
Dubois	19,512	—13.6	4,010	1,902	4,077	4,176	437	4,786
Elkhart	70,504	— 2.9	20,050	3,182	18,372	18,744	1,307	26,399
Fayette	19,754	+ 1.8	5,510	986	4,839	4,925	300	5,442
Floyd	See Listing—End of State							
Fountain	13,497	—26.2	3,820	1,621	4,450	4,536	347	4,826
Franklin	12,967	—10.0	2,810	1,860	2,766	2,811	235	2,428
Fulton	13,744	—11.8	3,980	1,967	3,999	4,066	327	4,114
Gibson	27,843	— 9.3	6,990	2,290	6,812	6,924	540	6,030
Grant	54,596	— 2.2	15,800	2,547	14,058	14,635	1,093	18,231
Greene	32,375	+ 3.3	8,040	3,060	6,922	7,121	596	6,384
Hamilton	23,313	— 5.3	6,940	2,573	6,494	6,595	492	6,602
Hancock	17,093	— 1.2	5,050	1,837	4,514	4,639	361	4,668
Harrison	15,873	— 7.2	3,120	2,586	2,961	3,030	253	2,201
Hendricks	19,323	— 4.1	5,390	2,396	4,949	5,083	381	4,453
Henry	39,127	— 2.7	11,040	2,320	10,140	10,323	727	11,230
Howard	45,828	— 4.0	13,370	1,880	12,300	12,614	907	17,001
Huntington	27,542	— 8.0	8,010	2,400	7,702	7,854	603	9,197
Jackson	24,769	— 6.9	5,990	2,286	5,703	5,816	534	6,630
Jasper	13,838	— 3.9	3,560	1,782	3,214	3,354	260	3,891
Jay	20,728	— 8.3	6,020	2,431	5,713	5,902	467	6,384
Jefferson	19,971	+ 0.3	4,440	2,113	3,930	4,041	385	4,488
Jennings	12,563	— 8.2	2,350	1,748	2,252	2,299	185	2,279
Johnson	24,583	+ 9.3	5,610	1,945	5,415	5,558	429	5,991
Knox	39,933	— 9.2	10,410	2,224	9,955	10,310	916	13,226
Kosciusko	27,176	— 8.1	7,680	3,192	7,381	7,530	510	8,232
Lagrange	12,959	— 9.7	2,890	1,821	2,846	2,885	281	3,191
Lake	See Listing—End of State							
La Porte	67,961	+ 6.8	18,270	2,476	15,219	15,616	1,184	23,096
Lawrence	31,884	— 9.0	7,840	2,126	7,655	7,786	561	7,319
Madison	89,824	+ 1.4	26,280	3,336	22,920	23,677	1,736	30,737
Marion	See Listing—End of State							
Marshall	24,230	— 6.6	6,550	2,560	6,094	6,362	531	7,290
Martin	9,731	— 5.5	1,750	1,165	1,848	1,680	161	1,491
Miami	25,861	— 7.4	7,600	2,069	7,215	7,382	547	7,917
Monroe	36,178	— 1.0	8,870	2,119	7,868	8,143	580	11,637

County	POPULATION		Radio Daily Homes 1944	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1943*	% Change 1940-43			1940 Census	NAB Projection	Stores	Sales
Montgomery	24,857	— 8.7	7,410	2,456	7,160	7,341	630	9,012
Morgan	19,458	— 1.7	4,770	2,069	4,296	4,415	392	5,203
Newton	9,442	—12.4	2,530	1,051	2,479	2,584	226	3,183
Noble	20,397	—10.4	5,750	2,175	5,634	5,748	513	6,288
Ohio	3,457	— 8.6	870	498	854	863	76	636
Orange	14,723	—15.0	3,260	2,030	3,339	3,430	300	3,645
Owen	10,413	—13.9	2,260	1,702	2,296	2,351	241	2,398
Parke	14,672	—15.5	3,670	1,971	3,814	3,899	335	3,586
Perry	15,015	—15.5	2,880	1,609	3,033	3,068	341	2,674
Pike	14,492	—15.0	3,200	1,557	3,242	3,361	333	3,051
Porter	29,517	+ 6.0	8,110	1,879	6,867	6,985	583	8,995
Posey	18,293	+ 4.6	4,300	1,679	4,000	4,095	334	3,674
Pulaski	11,135	— 7.6	2,620	1,050	2,493	2,565	226	2,942
Putnam	19,508	— 6.4	5,060	2,409	4,867	4,914	402	4,975
Randolph	22,984	—14.1	6,750	2,886	6,854	7,031	563	7,025
Ripley	16,046	—15.1	3,610	2,634	3,722	3,805	399	4,290
Rush	17,223	— 9.0	4,830	1,769	4,712	4,785	378	4,752
St. Joseph	See Listing—End of State							
Scott	9,802	+ 9.2	2,270	965	1,888	1,904	151	1,007
Seelye	23,364	—10.0	6,710	2,273	6,547	6,705	472	8,241
Spencer	14,219	—12.3	2,900	2,024	2,872	2,956	297	2,101
Starke	14,291	+16.6	3,390	1,534	2,615	2,665	279	3,218
Steuben	12,195	—11.2	3,500	1,507	3,455	3,532	303	5,033
Sullivan	22,572	—16.4	5,760	2,641	5,940	6,123	473	5,054
Switzerland	6,837	—16.3	1,640	1,503	1,676	1,743	166	902
Tippecanoe	55,317	+ 8.4	15,620	2,039	12,781	13,247	829	23,420
Tipton	13,075	—13.6	3,770	1,441	3,872	3,930	284	3,475
Union	5,339	—11.3	1,530	684	1,522	1,543	86	1,555
Vanderburgh	See Listing—End of State							
Vermillion	19,091	—12.4	5,290	1,100	5,297	5,401	479	5,049
Vigo	See Listing—End of State							
Wabash	24,907	— 6.4	7,130	2,210	6,708	6,856	589	8,488
Warren	7,861	—13.2	1,950	1,184	2,075	2,113	127	1,268
Warrick	17,985	— 7.5	4,080	2,051	3,833	3,998	301	3,438
Washington	15,349	— 9.8	3,310	2,470	3,210	3,309	294	2,653
Wayne	59,294	+ 0.1	16,850	2,182	14,864	15,315	1,190	21,734
Wells	17,134	—10.3	4,910	2,256	4,776	4,912	291	4,842
White	14,825	—13.0	4,070	1,715	4,055	4,109	396	4,379
Whitley	15,769	— 7.2	4,490	2,022	4,280	4,356	332	4,471

METROPOLITAN DISTRICTS—COUNTIES

City	Population	% Change	Radio Daily Homes	No. of Farms	1940 Census	NAB Projection	Stores	Sales
EVANSVILLE (Vanderburgh, Henderson, Ky.)	171,613	+ 8.8	44,410	3,626	36,358	37,312	2,772	56,684
FORT WAYNE (Allen)	154,597	— 0.3	44,110	1,999	39,150	40,101	2,885	64,856
INDIANAPOLIS (Marion)	498,094	+ 8.9	147,810	3,083	120,282	124,210	8,719	215,676
SOUTH BEND (St. Joseph)	165,621	+ 2.3	46,150	2,783	40,180	41,204	2,844	63,459
TERRE HAUTE (Vigo)	95,271	— 4.5	27,470	2,094	25,651	26,153	2,037	39,110
TOTAL STATE	3,396,878	— 0.8	926,280	184,549	826,603	848,325	63,978	\$1,130,510

NOTE: Lake County contained in Chicago Metropolitan District, listed under Ill. Clark, Floyd Counties contained in Louisville, Ky. Metropolitan District, listed under Ky. Dearborn County contained in Cincinnati Metropolitan District, listed under Ohio.

* Civilian Population Estimates—Bureau of the Census, March 1, 1943. Radio Homes projected by RADIO DAILY from Civilian Population Estimates, 1943. Money values are in thousands of dollars.

IOWA

Population 1943* 2,308,748
 Radio Homes, 1944 (RADIO DAILY Estimate) 638,790
 No. of Farms, 1940 213,318

County	POPULATION		Radio Daily Homes 1944	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1943*	% Change 1940-43			1940 Census	NAB Projection	Stores	Sales
Adair	11,872	—10.0	3,300	2,098	3,222	3,299	288	\$3,124
Adams	8,552	—15.8	2,420	1,582	2,491	2,570	202	2,106
Allamakee	15,079	—12.2	3,700	2,088	3,665	3,777	381	4,565
Appanoose	19,834	—18.2	5,200	2,092	5,544	5,647	484	5,649
Audubon	10,648	— 9.7	2,850	1,820	2,790	2,854	251	3,171
Benton	20,197	—11.7	5,750	2,490	5,762	5,866	506	6,851
Black Hawk	See Listing—End of State							
Boone	26,141	—12.2	7,090	2,504	7,043	7,232	592	9,013
Bremer	15,888	—11.4	4,300	2,060	4,332	4,399	358	6,213
Buchanan	18,895	—10.0	4,770	2,367	4,655	4,765	438	5,044
Buena Vista	16,829	—15.2	4,800	2,110	5,054	5,148	528	7,599

County	POPULATION		Radio Daily Homes 1914	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1943*	% Change 1940-43			1940	NAB Projection	Stores	Sales
Butler	15,719	-12.6	4,240	2,361	4,328	4,373	358	4,503
Calhoun	15,424	-12.3	4,410	2,097	4,398	4,496	457	5,401
Carroll	20,438	-10.2	5,320	2,119	5,216	5,323	515	8,004
Cass	16,509	-11.5	4,770	2,205	4,773	4,863	587	7,249
Cedar	14,429	-14.5	4,070	2,227	4,087	4,286	336	5,144
Cerro Gordo	39,174	-10.7	10,810	1,996	10,721	10,922	900	20,010
Cherokee	16,189	-15.9	4,050	1,824	4,174	4,307	399	5,985
Chickasaw	13,202	-13.3	4,180	2,053	3,510	3,576	337	4,032
Clarke	8,149	-17.0	2,380	1,450	2,450	2,573	191	2,296
Clay	15,197	-14.4	4,340	1,840	4,395	4,520	428	8,123
Clayton	27,343	+12.4	6,310	2,970	5,504	5,591	551	5,470
Clinton	42,462	-5.1	12,120	2,649	11,313	11,541	988	17,062
Crawford	17,961	-12.5	4,550	2,507	4,708	4,790	443	5,446
Dallas	21,653	-12.2	6,390	2,448	6,380	6,489	510	7,530
Davis	9,376	-15.8	2,350	1,852	2,430	2,498	198	2,039
Decatur	12,603	-10.1	3,150	1,919	3,060	3,147	279	2,948
Delaware	15,099	-18.3	3,960	2,248	4,246	4,300	350	4,524
Des Moines	42,144	+14.5	12,230	1,726	9,523	9,777	706	14,638
Dickinson	9,876	-18.9	2,770	1,256	2,946	3,035	378	4,168
Dubuque	59,898	-6.1	15,170	2,303	14,322	14,587	1,148	24,822
Emmet	11,460	-14.5	3,070	1,315	3,121	3,228	307	5,136
Fayette	26,178	-10.2	7,010	3,109	6,906	7,013	605	8,748
Floyd	17,339	-14.0	5,000	1,897	5,046	5,208	443	6,298
Franklin	14,373	-12.2	4,020	2,158	3,995	4,102	296	4,831
Fremont	12,228	-16.5	3,290	1,742	3,464	3,539	337	2,633
Greene	13,145	-20.8	3,880	2,159	4,262	4,357	392	4,658
Grundy	12,376	-8.4	3,420	1,788	3,384	3,494	295	3,940
Guthrie	14,669	-14.8	3,400	2,394	4,074	4,206	463	3,790
Hamilton	17,236	-13.5	4,820	2,161	4,925	5,024	403	6,263
Hancock	13,687	-11.1	3,560	1,998	3,568	3,633	295	4,243
Hardin	20,362	-9.6	5,810	2,062	5,555	5,810	574	8,545
Harrison	19,453	-14.6	4,730	2,637	4,857	4,984	510	5,236
Henry	18,123	+ 0.7	4,650	1,866	4,099	4,180	316	4,033
Howard	11,970	-11.5	3,030	1,749	3,024	3,095	268	3,426
Humboldt	11,559	-14.1	3,130	1,425	3,060	3,264	333	3,849
Ida	9,172	-17.0	2,590	1,389	2,711	2,782	263	3,232
Iowa	15,073	-11.4	4,060	2,155	4,031	4,099	359	5,171
Jackson	17,437	-9.1	4,570	2,227	4,407	4,528	433	5,707
Jasper	27,929	-11.3	7,950	2,988	7,843	8,032	529	8,315
Jefferson	14,016	-11.1	3,960	1,782	3,836	3,997	343	4,468
Johnson	32,270	-2.8	8,890	2,573	8,117	8,307	572	14,254
Jones	17,891	-10.3	4,540	2,139	4,434	4,540	382	5,259
Keokuk	15,892	-13.7	4,610	2,532	4,707	4,799	401	4,872
Kossuth	23,604	-11.4	5,870	3,106	5,772	5,933	522	7,925
Lee	40,102	-2.4	10,570	2,106	9,611	9,952	840	12,552
Linn	See Listing—End of State							
Louisa	10,353	-9.1	2,770	1,306	2,682	2,746	230	3,083
Lucas	11,472	-21.3	3,230	1,665	3,548	3,628	250	3,759
Lyon	13,357	-13.1	3,250	1,870	3,236	3,369	357	3,422
Madison	12,154	-16.3	3,320	2,088	3,430	3,533	280	3,649
Mahaska	22,691	-14.3	6,550	2,728	6,687	6,824	449	7,957
Marion	23,201	-14.1	6,160	2,459	6,125	6,427	550	7,235
Marshall	31,873	-10.0	9,120	2,302	8,934	9,117	712	14,134
Mills	12,971	-13.9	3,010	1,500	3,046	3,136	299	3,285
Mitchell	12,423	-12.0	3,320	1,738	3,323	3,390	294	3,937
Monona	14,525	-20.4	3,990	2,091	3,874	4,032	368	4,407
Monroe	11,904	-18.2	3,040	1,643	3,174	3,300	263	2,893
Montgomery	13,695	-12.8	4,110	1,633	4,131	4,238	397	5,359
Muscatine	28,915	-7.6	8,630	1,744	8,210	8,375	686	11,038
O'Brien	16,166	-16.2	4,560	1,986	4,689	4,845	520	6,858
Osceola	9,360	-11.8	2,380	1,306	2,380	2,425	225	3,099
Page	21,632	-13.1	5,780	2,100	5,772	5,952	628	11,026
Palo Alto	14,107	-12.8	3,500	1,864	3,498	3,612	346	4,756
Plymouth	20,569	-12.5	5,050	2,842	5,249	5,373	422	6,216
Pocahontas	14,055	-13.6	3,780	2,039	3,815	3,934	349	4,471
Polk	See Listing—End of State							
Pottawattamie	See Listing—End of State							
Poweshiek	17,008	-9.3	4,990	2,161	4,808	4,937	342	5,713
Ringold	9,171	-17.7	2,490	1,853	2,617	2,710	177	1,893
Sac	15,360	-12.9	4,280	2,058	4,320	4,412	390	5,241
Scott	See Listing—End of State							
Shelby	15,586	-6.8	3,970	2,148	3,783	3,854	414	4,557
Sioux	24,363	-10.5	5,720	3,028	5,659	5,776	603	6,498
Story	33,172	-0.8	9,570	2,292	8,478	8,773	815	14,447
Tama	19,167	-14.5	5,390	2,724	5,570	5,670	499	5,954
Taylor	12,081	-15.3	3,330	2,208	3,440	3,505	344	2,625
Union	13,744	-15.6	4,050	1,603	4,142	4,303	377	5,145
Van Buren	10,650	-11.6	3,000	1,756	2,997	3,063	262	2,151
Wapello	44,293	—	11,480	2,008	11,249	11,479	767	14,947
Warren	15,581	-11.9	4,240	2,487	4,195	4,321	458	3,899
Washington	17,139	-14.5	4,750	2,266	4,909	5,002	389	6,708

County	POPULATION		Radio Daily Homes 1944	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1943*	% Change 1940-43			1940 Census	NAB Projection	Stores	Sales
Wayne	11,205	-15.8	3,120	1,740	3,341	3,400	264	2,511
Webster	36,486	-12.1	10,360	2,078	10,444	10,568	808	18,315
Winnebago	10,512	-24.8	2,670	1,646	3,047	3,152	317	4,719
Winneshiak	19,430	-12.7	4,910	2,887	4,959	5,060	438	5,777
Woodbury	See Listing—End of State							
Worth	10,087	-11.9	2,620	1,533	2,629	2,670	223	2,581
Wright	17,137	-14.5	4,830	1,987	4,967	5,085	425	5,920

METROPOLITAN DISTRICTS—COUNTIES

City	1943*	% Change 1940-43	Radio Daily Homes 1944	No. of Farms	1940 Census	NAB Projection	Stores	Sales
CEDAR RAPIDS (Linn)	86,918	- 2.5	26,210	3,728	23,922	24,490	1,808	41,370
DAVENPORT (Scott; Rock Island, Ill.)								
DOCK ISLAND, ILL.								
MOLINE, ILL.	203,288	+ 2.8	59,620	4,111	51,786	52,760	3,763	83,132
DES MOINES (Polk)	190,218	- 2.2	57,317	3,139	51,022	53,129	3,972	94,342
SIOUX CITY (Woodbury)	94,449	- 8.9	26,230	3,192	25,208	25,966	2,207	47,338
WATERLOO (Black Hawk)	77,075	- 3.6	22,860	2,494	21,084	21,563	1,446	37,097
TOTAL STATE	2,308,748	- 9.0	638,790	213,318	617,006	633,168	52,780	\$870,632

NOTE: Pottawattamie County contained in Omaha-Council Bluffs Metropolitan District. Listed under Neb.

* Civilian Population Estimates—Bureau of the Census, March 1, 1943. Radio Homes projected by RADIO DAILY from Civilian Population Estimates, 1943. Money values are in thousands of dollars.

KANSAS

Population 1943* 1,707,262
 Radio Homes, 1944 (RADIO
 DAILY Estimate) 450,421
 No. of Farms, 1940 156,327

County	POPULATION		Radio Daily Homes 1944	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1943*	% Change 1940-43			1940 Census	NAB Projection	Stores	Sales
Allen	16,220	-18.4	4,230	1,949	4,430	4,597	394	\$4,603
Anderson	9,797	-16.0	2,340	1,671	2,430	2,489	242	2,310
Atchison	18,912	-14.9	5,010	1,732	5,109	5,270	442	5,683
Barber	7,506	-17.3	1,950	1,030	2,039	2,100	220	2,772
Barton	23,744	- 5.1	6,230	1,723	5,763	5,926	533	8,959
Bourbon	16,135	-23.0	4,240	2,120	4,764	4,890	474	5,493
Brown	13,472	-22.6	3,690	2,034	4,142	4,236	348	4,178
Butler	29,707	- 7.2	7,820	2,482	7,391	7,596	642	9,246
Chase	5,044	-20.5	1,240	743	1,366	1,379	110	1,122
Chautauqua	6,890	-25.4	1,540	1,134	1,764	1,796	169	1,991
Cherokee	27,255	- 8.6	6,540	2,312	6,325	6,476	505	5,063
Cheyenne	5,138	-17.4	1,120	949	1,151	1,208	119	1,476
Clark	3,305	-19.0	720	553	880	905	101	1,218
Clay	10,975	-17.4	3,180	1,809	3,365	3,420	315	3,950
Cloud	14,660	-15.0	3,920	1,938	3,974	4,123	385	4,863
Coffey	10,314	-16.0	2,500	1,956	2,596	2,661	245	2,750
Comanche	3,724	-15.6	970	547	1,023	1,034	124	1,323
Cowley	34,529	- 9.5	9,430	2,483	9,164	9,428	797	11,460
Crawford	40,502	- 8.3	11,080	2,464	10,881	11,055	1,024	12,244
Decatur	6,265	-15.7	1,460	1,174	1,453	1,552	152	1,304
Dickinson	20,523	-10.5	5,770	2,366	5,698	5,829	574	6,182
Doniphan	10,290	-20.5	2,420	1,670	2,611	2,714	251	1,707
Douglas	33,360	+32.5	9,680	1,854	6,609	6,799	527	9,078
Edwards	5,337	-16.3	1,390	827	1,446	1,479	166	1,469
Elk	6,244	-23.7	1,520	1,167	1,694	1,756	184	1,422
Ellis	15,699	-10.5	3,130	1,235	3,071	3,164	293	4,660
Ellsworth	8,473	-14.0	2,150	1,265	2,174	2,239	224	2,131
Finney	11,623	+15.2	2,760	879	2,120	2,210	209	4,511
Ford	16,980	- 1.6	4,300	1,485	3,806	3,987	398	6,798
Franklin	19,030	- 8.9	4,930	2,153	4,811	4,976	427	5,733
Geary	17,045	+52.6	5,130	687	3,104	3,178	258	4,027
Gore	4,128	-13.9	730	822	748	763	107	762
Graham	4,636	-23.6	1,210	984	1,003	1,051	105	779
Grant	1,835	- 5.7	380	272	348	363	45	431
Gray	4,842	+ 1.4	1,010	866	847	909	95	837
Greeley	1,463	-10.7	320	209	310	324	39	246
Greenwood	12,800	-22.4	3,960	1,733	3,486	3,579	362	4,054
Hamilton	2,514	- 5.0	560	379	529	536	80	762
Harper	9,454	-21.7	2,600	1,571	2,866	2,945	322	3,382
Harvey	20,033	- 7.7	5,300	1,614	5,063	5,191	429	6,655
Haskell	1,951	- 6.6	450	423	424	433	46	399
Hodgeman	3,413	- 3.5	720	759	656	675	84	421
Jackson	11,067	-17.3	2,700	2,090	2,783	2,906	276	2,241
Jefferson	10,999	-13.5	2,510	1,943	2,541	2,613	246	1,698
Jewell	9,532	-20.4	2,390	2,393	2,554	2,657	208	1,768

County	POPULATION		Radio Daily Homes 1914	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1943*	% Change 1940-43			1940 Census	NAB Projection	Stores	Sales
Johnson	See Listing—End of State							
Kearny	2,306	— 8.7	540	471	493	538	62	411
Kingman	10,255	—14.5	2,580	1,666	2,655	2,711	268	2,691
Kiowa	4,227	—17.3	1,070	735	1,123	1,154	129	1,045
Labette	31,912	+ 5.1	8,200	2,464	7,002	7,138	602	7,931
Lane	2,470	—12.4	590	552	591	604	70	659
Leavenworth	36,468	+10.1	9,260	2,084	7,546	7,722	593	8,316
Lincoln	6,545	—21.5	1,150	1,382	1,788	1,868	156	1,302
Linn	9,961	—16.8	2,130	2,013	2,208	2,285	265	2,059
Logan	3,621	— 1.8	790	511	712	732	107	828
Lyon	22,754	—13.9	6,080	2,406	6,186	6,336	565	8,355
McPherson	22,149	— 8.3	5,870	2,575	5,586	5,751	530	6,831
Marion	16,716	—11.8	4,080	2,540	4,011	4,162	367	4,135
Marshall	17,827	—15.1	4,640	2,686	4,779	4,873	541	4,715
Meade	5,089	— 7.8	1,120	750	1,060	1,097	114	1,494
Miami	16,709	—14.3	4,040	2,216	4,144	4,203	346	3,926
Mitchell	9,642	—15.0	2,540	1,451	2,599	2,670	284	3,214
Montgomery	47,802	— 3.8	12,590	2,462	11,565	11,881	1,048	15,120
Morris	8,385	—19.1	2,180	1,414	2,334	2,388	232	2,056
Morton	2,061	— 5.7	450	334	406	437	65	538
Nemaha	14,060	—16.1	3,340	2,286	3,466	3,549	349	3,963
Neosho	19,039	—14.3	4,870	2,175	4,954	5,077	425	5,074
Ness	6,265	— 8.7	1,380	1,059	1,321	1,364	183	1,174
Norton	8,443	—14.1	1,850	1,437	1,848	1,928	164	1,930
Osage	11,810	—21.9	3,060	2,309	3,392	3,479	328	2,677
Osborne	6,870	—30.1	1,810	1,468	2,220	2,271	238	2,062
Ottawa	7,458	—19.1	2,140	1,468	2,294	2,356	191	1,662
Pawnee	9,062	—12.0	2,080	1,102	2,073	2,125	206	2,933
Phillips	8,625	—17.3	1,100	1,657	2,133	2,256	254	2,134
Pottawatomie	11,905	—15.1	2,870	1,985	2,954	3,020	302	3,018
Prairie	11,488	— 7.0	2,960	1,118	2,897	3,045	299	4,399
Rawlins	5,036	—23.9	1,170	1,154	1,340	1,379	137	1,123
Reno	50,029	— 4.1	13,660	3,265	12,483	12,887	1,152	19,886
Republic	10,751	—18.1	2,800	2,209	2,974	3,043	306	2,603
Rice	14,374	—16.5	4,100	1,487	4,291	4,403	382	5,173
Riley	22,386	+ 8.7	6,280	1,495	5,171	5,274	476	8,499
Rooks	7,567	—10.9	1,840	1,250	1,743	1,822	189	1,692
Rush	6,873	—17.0	1,810	1,128	1,664	1,695	189	1,597
Russell	11,882	—11.7	3,050	1,270	3,037	3,109	298	3,729
Saline	33,384	+13.0	9,470	1,667	7,315	7,677	732	12,318
Scott	3,663	— 2.9	870	528	790	813	92	1,074
Sedgwick	See Listing—End of State							
Seward	7,622	+16.5	1,910	478	1,425	1,500	171	3,181
Shawnee	See Listing—End of State							
Sheridan	4,244	—20.1	810	929	854	885	93	710
Sherman	5,931	— 7.6	1,430	705	1,359	1,402	144	2,051
Smith	8,365	—21.0	2,020	1,963	2,201	2,260	223	1,768
Stafford	8,849	—15.6	2,330	1,312	2,351	2,475	196	2,646
Stanton	1,456	+ 0.9	270	223	244	252	36	378
Stevens	2,767	—13.3	600	433	604	620	63	633
Sumner	21,686	—17.1	5,960	2,840	6,313	6,469	481	6,114
Thomas	5,957	— 7.3	1,510	955	1,425	1,466	175	2,175
Trego	4,466	—23.3	990	884	1,110	1,130	124	1,096
Wabaunsee	7,383	—19.9	1,700	1,516	1,858	1,883	209	1,541
Wallace	1,953	—11.9	420	328	416	428	48	387
Washington	12,750	—19.9	3,140	2,630	3,406	3,486	332	2,547
Wichita	1,963	—10.2	420	395	409	423	46	614
Wilson	14,935	—15.7	3,840	1,856	3,952	4,076	340	3,504
Woodson	6,411	—20.0	1,480	1,091	1,616	1,648	219	1,401
Wyandotte	See Listing—End of State							

City	METROPOLITAN DISTRICTS—COUNTIES							
TOPEKA (Shawnee)	85,526	— 6.3	24,920	2,200	23,202	23,955	1,797	35,534
WICHITA (Sedgwick)	189,995	+32.6	54,870	3,290	36,943	38,356	3,172	62,794
TOTAL STATE	1,707,262	— 4.6	450,421	156,327	411,984	424,457	37,592	\$503,948

NOTE: Johnson and Wyandotte Counties contained in Kansas City, Mo.-Kansas City, Kans. Metropolitan District. Listed under Mo.

* Civilian Population Estimates—Bureau of the Census, March 1, 1943. Radio Homes projected by RADIO DAILY from Civilian Population Estimates, 1943. Money values are in thousands of dollars.

KENTUCKY

Population 1943* 2,607,673
 Radio Homes, 1944 (RADIO
 DAILY Estimate) 478,740
 No. of Farms, 1940 252,894

County	POPULATION		Radio Daily Homes 1944	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1943*	% Change 1940-43			1940 Census	NAB Projection	Stores	Sales
Adair	16,214	-12.7	1,870	3,331	1,902	1,925	252	\$1,388
Allen	13,205	-14.8	1,770	2,709	1,841	1,862	213	1,876
Anderson	7,990	-10.6	1,750	1,480	1,718	1,762	105	1,382
Ballard	8,650	- 8.8	1,650	1,387	1,553	1,636	150	987
Barren	24,989	- 9.3	4,270	4,264	4,138	4,232	393	5,141
Bath	9,847	-14.0	1,650	1,686	1,577	1,636	146	965
Bell	41,895	- 4.4	5,250	1,385	5,026	5,195	443	7,441
Boone	10,240	- 5.4	2,200	1,443	2,232	2,289	170	1,197
Bourbon	16,150	- 9.9	3,830	1,343	3,513	3,616	207	3,454
Boyd	See Listing—End of State							
Boyle	16,248	- 4.8	3,560	1,307	3,238	3,383	280	5,302
Bracken	8,145	-13.2	1,810	1,370	1,798	1,866	173	1,364
Breathitt	18,547	-22.5	900	3,663	1,003	1,030	379	980
Breckinridge	15,104	-14.9	2,270	2,814	2,346	2,381	292	1,537
Bullitt	8,854	- 6.9	1,540	1,177	1,475	1,491	111	987
Butler	11,098	-22.8	1,110	2,091	1,254	1,280	246	723
Caldwell	13,017	-10.2	2,360	1,572	2,291	2,361	180	2,281
Calloway	16,863	-11.4	3,090	3,040	2,995	3,118	295	3,040
Campbell	See Listing—End of State							
Carlisle	6,189	-19.1	1,130	1,143	1,192	1,242	94	787
Carroll	7,558	-12.7	1,010	963	1,667	1,692	153	2,095
Carter	21,786	-14.7	2,000	2,858	2,678	2,738	289	2,148
Casey	16,487	-17.4	1,550	3,389	1,635	1,672	197	937
Christian	36,439	+ 0.9	5,610	3,027	4,906	5,061	519	7,083
Clark	16,399	- 8.8	3,630	1,605	3,431	3,592	316	4,444
Clay	19,716	-17.5	1,410	3,574	1,496	1,530	259	1,123
Clinton	9,393	- 8.6	990	1,574	959	978	128	727
Crittenden	10,082	-16.8	1,900	1,641	2,006	2,040	166	1,476
Cumberland	9,767	-18.1	990	1,964	1,055	1,075	153	866
Daviess	48,937	- 6.5	10,610	3,294	9,928	10,299	792	14,220
Edmonson	9,091	-19.9	1,020	1,818	1,117	1,132	185	693
Elliott	6,732	-22.7	630	1,487	707	718	116	422
Estill	14,645	-18.5	1,670	1,940	1,784	1,821	231	1,896
Fayette	81,324	+ 3.1	19,490	1,198	16,678	17,249	1,125	36,564
Fleming	11,360	-14.8	2,140	2,433	2,166	2,259	244	1,753
Floyd	44,500	-15.8	5,670	4,026	5,906	6,031	585	5,846
Franklin	21,426	- 8.1	4,920	1,363	4,748	4,820	335	7,189
Fulton	13,920	- 9.7	2,560	1,020	2,486	2,559	339	4,012
Gallatin	3,271	-24.1	600	729	660	701	79	626
Garrard	10,321	-13.3	1,790	1,922	1,817	1,848	149	1,669
Grant	8,742	-11.5	1,770	1,545	1,772	1,802	183	1,792
Graves	28,507	-10.3	5,500	4,247	5,305	5,503	492	5,901
Grayson	15,000	-14.6	1,760	2,916	1,804	1,847	288	1,673
Green	10,680	-13.3	1,540	2,605	1,547	1,586	181	930
Greentop	18,842	-24.4	2,970	2,094	3,395	3,463	272	2,027
Hancock	5,653	-17.0	890	1,086	939	962	104	693
Hardin	29,917	+40.4	5,610	2,836	3,606	3,740	425	5,673
Harlan	66,040	-12.3	10,270	1,638	10,204	10,484	663	14,272
Harrison	12,486	-17.4	2,930	2,568	2,973	3,144	280	3,945
Hark	14,391	-16.5	2,020	2,979	2,121	2,172	255	1,666
Henderson	See Listing—End of State							
Henry	11,061	- 9.5	2,320	1,501	2,293	2,321	179	1,822
Hickman	6,944	-24.0	1,260	1,388	1,384	1,440	100	1,018
Hopkins	32,720	-13.4	6,470	2,343	6,546	6,667	531	7,558
Jackson	11,822	-27.6	900	2,535	1,049	1,100	168	793
Jefferson	See Listing—End of State							
Jessamine	10,707	-12.1	2,160	1,148	2,172	2,202	223	2,284
Johnson	21,503	-16.6	2,600	2,644	2,757	2,800	293	3,367
Kenton	See Listing—End of State							
Knott	16,957	-15.2	1,220	2,645	1,270	1,289	226	778
Knox	23,870	-23.1	2,470	3,432	2,766	2,831	326	2,219
Larue	9,022	- 6.2	1,500	1,332	1,424	1,445	158	1,226
Laurel	21,138	-17.6	2,260	3,631	2,404	2,462	266	2,357
Lawrence	13,363	-22.6	1,490	2,508	1,668	1,712	215	1,139
Lee	8,619	-20.6	850	1,396	936	957	146	770
Leslie	12,696	-15.3	590	2,334	611	622	148	562
Letcher	35,077	-13.6	4,460	2,670	4,455	4,642	450	4,672
Lewis	12,985	-17.2	1,700	2,288	1,722	1,824	157	916
Lincoln	16,507	-16.9	2,430	2,802	2,525	2,607	288	2,063
Livingston	8,077	-11.5	1,280	1,257	1,282	1,307	92	614
Logan	20,350	-12.8	3,380	3,045	3,378	3,486	316	3,310
Lyon	7,855	-13.4	1,030	914	974	1,062	77	826
McCracken	45,210	- 6.8	9,880	1,937	9,318	9,595	780	15,917
McCreary	15,416	- 6.3	1,640	1,675	1,536	1,573	203	1,682
McLean	9,386	-18.0	1,780	1,397	1,891	1,933	158	1,103
Madison	29,801	+ 4.4	4,940	3,643	4,163	4,341	408	5,760

County	POPULATION		Radio Daily Homes 1944	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1913*	% Change 1910-43			1940 Census	NAB Projection	Stores	Sales
Magoffin	12,982	-25.8	980	2,670	1,016	1,039	245	673
Marion	14,848	-12.2	2,260	2,122	2,243	2,303	169	2,375
Marshall	13,431	-19.1	2,370	2,182	2,518	2,601	211	1,667
Martin	8,771	-20.0	630	1,394	680	699	107	413
Mason	17,313	-9.2	3,770	1,530	3,648	3,730	375	5,450
Meade	8,016	-9.2	1,340	1,295	1,309	1,322	130	910
Menfee	4,425	-22.2	380	950	405	415	68	341
Mercer	13,129	-10.3	2,830	1,932	2,760	2,835	218	2,761
Metcalfe	8,942	-17.3	1,180	2,205	1,237	1,275	112	517
Monroe	13,175	-6.4	1,670	2,322	1,576	1,604	259	1,128
Montgomery	11,211	-8.7	2,030	1,100	1,965	2,007	209	2,732
Morgan	12,773	-24.1	1,080	3,008	1,197	1,248	270	830
Muhlenberg	30,809	-18.0	4,780	2,868	4,870	4,976	416	5,066
Nelson	16,855	-6.4	2,790	1,968	2,614	2,678	200	2,532
Nicholas	7,073	-17.9	1,570	1,485	1,668	1,705	110	1,169
Ohio	18,112	-25.8	2,640	3,429	3,080	3,133	412	2,119
Oldham	10,449	-2.5	1,610	802	1,472	1,504	107	1,135
Owen	9,076	-17.1	1,780	1,993	1,877	1,917	123	1,367
Owsley	6,767	-24.5	540	1,713	618	633	116	378
Pendleton	8,512	-18.1	1,820	1,741	1,924	1,973	156	1,444
Perry	42,871	-10.4	5,530	3,268	5,438	5,535	512	7,621
Pike	65,602	-7.8	7,430	6,633	7,115	7,284	770	8,067
Powell	5,830	-24.0	550	947	588	613	92	302
Pulaski	32,396	-18.7	4,260	5,186	4,611	4,681	510	4,482
Robertson	2,822	-17.4	610	737	640	659	64	426
Rockcastle	14,452	-15.8	1,170	2,366	1,207	1,240	255	1,062
Rowan	11,107	-12.8	1,460	1,345	1,473	1,500	217	1,675
Russell	12,451	-8.5	1,200	2,194	1,172	1,187	173	915
Scott	12,826	-10.4	2,890	1,617	2,800	2,892	195	2,811
Shelby	16,149	-9.1	3,540	2,086	3,384	3,506	207	3,723
Simpson	10,405	-11.5	1,910	1,484	1,818	1,868	176	2,229
Spencer	5,585	-17.3	980	1,115	1,043	1,058	68	644
Taylor	12,645	-6.7	2,070	1,829	1,961	2,013	178	1,917
Todd	12,982	-8.8	1,790	1,766	1,713	1,771	196	1,507
Trigg	10,179	-20.4	1,400	1,609	1,527	1,553	104	1,050
Trimble	4,813	-14.1	930	1,084	930	973	81	324
Union	16,735	-3.9	3,240	1,217	2,970	3,057	224	2,711
Warren	33,226	-9.3	6,050	3,608	5,787	5,987	626	8,674
Washington	11,650	-10.1	1,990	2,143	1,961	1,997	149	1,864
Wayne	15,278	-11.2	1,450	2,437	1,357	1,466	177	1,385
Webster	16,753	-12.7	2,970	1,647	2,977	3,066	282	2,840
Whitley	28,236	-14.8	3,260	2,796	3,340	3,434	469	5,128
Wolfe	8,294	-17.0	610	1,642	646	654	108	390
Woodford	10,714	-9.6	2,190	820	2,109	2,194	159	2,088

City

METROPOLITAN DISTRICTS—COUNTIES

LOUISVILLE (Jefferson; Clark; Floyd, Ind.)	503,989	+11.7	131,870	6,229	105,487	108,086	7,865	165,965
TOTAL STATE	2,607,673	-8.0	478,740	252,894	444,416	456,633	40,283	\$554,228

NOTE: Boyd County contained in Huntington-Ashland Metropolitan District. Listed under West Virginia. Campbell, Kenton Counties contained in Cincinnati Metropolitan District. Listed under Ohio. Henderson County contained in Evansville Metropolitan District. Listed under Indiana.

* Civilian Population Estimates—Bureau of the Census, March 1, 1943. Radio Homes projected by RADIO DAILY from Civilian Population Estimates, 1943. Money values are in thousands of dollars.

LOUISIANA

Population 1943*	2,339,596
Radio Homes, 1944 (RADIO DAILY Estimate)	350,620
No. of Farms, 1940	150,007

Parish	POPULATION		Radio Daily Homes 1944	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1913*	% Change 1910-43			1940 Census	NAB Projection	Stores	Sales
Acadia	41,712	-9.8	4,300	3,937	4,203	4,300	627	\$7,510
Allen	16,477	-6.1	2,010	1,302	1,878	1,933	195	1,998
Ascension	20,070	-5.4	2,170	1,411	2,012	2,060	266	2,929
Assumption	16,578	-10.6	1,380	551	1,373	1,391	204	2,380
Avozelles	35,244	-10.2	3,510	5,242	3,395	3,511	592	4,362
Beauregard	16,786	+13.1	1,920	1,709	1,504	1,551	195	2,065
Bienville	20,516	-14.5	2,040	3,083	2,090	2,142	220	2,658
Bossier	30,160	+3.5	3,900	3,079	3,286	3,422	276	4,528
Caddo	See Listing—End of State							
Calcasieu	73,917	+30.8	12,950	1,776	9,043	9,179	973	16,994
Caldwell	10,331	-14.2	1,300	1,252	1,296	1,348	120	1,358
Cameron	5,493	-23.7	700	842	789	813	97	505
Catahoula	11,394	-22.1	900	2,219	915	1,019	132	1,136

Parish	POPULATION		Radio Daily Homes 1944	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1943*	% Change 1940-43			1940 Census	NAB Projection	Stores	Sales
Claiborne	26,271	-12.0	2,640	3,758	2,645	2,698	318	3,720
Concordia	13,195	- 9.4	1,170	1,824	1,137	1,161	167	1,913
DeSoto	27,548	-13.4	2,310	4,397	2,313	2,378	303	3,591
East Baton Rouge	112,246	+27.0	22,350	1,853	15,889	16,314	1,277	37,038
East Carroll	16,986	-16.0	1,490	2,876	1,500	1,582	159	2,239
East Feliciana	17,847	- 1.1	970	1,971	877	889	132	1,072
Evangeline	30,581	+ 0.3	2,010	4,578	1,781	1,827	409	2,613
Franklin	28,907	-10.7	2,760	5,865	2,704	2,792	267	3,346
Grant	15,751	- 1.1	1,690	1,423	1,491	1,549	177	1,651
Iberia	34,400	- 7.5	4,610	1,314	4,411	4,519	512	7,455
Iberville	24,784	- 8.5	2,540	741	2,476	2,512	351	3,681
Jackson	15,790	-11.3	2,210	1,638	2,186	2,231	156	3,029
Jefferson	See Listing—End of State							
Jefferson Davis	22,570	- 6.7	2,790	1,665	2,620	2,711	311	4,636
Lafayette	43,190	- 1.7	4,890	3,441	4,428	4,528	681	8,896
Lafourche	34,489	-10.7	3,440	1,120	3,342	3,474	401	7,309
LaSalle	12,183	+11.2	1,610	704	1,297	1,322	150	2,058
Lincoln	22,513	- 9.2	2,850	2,842	2,744	2,824	255	3,773
Livingston	16,045	- 9.8	1,770	2,162	1,757	1,771	194	1,567
Madison	16,753	- 9.2	1,580	2,524	1,533	1,561	202	2,885
Morehouse	25,786	- 6.5	2,610	3,744	2,454	2,511	210	3,845
Natchitoches	37,357	- 8.9	3,230	4,886	3,091	3,197	392	4,546
Orleans	See Listing—End of State							
Ouachita	60,437	+ 2.1	11,240	2,499	9,735	10,035	947	21,681
Plaquemines	9,663	-21.6	1,270	602	1,446	1,464	137	938
Pointe Coupee	21,951	- 8.6	1,830	2,828	1,748	1,815	338	2,715
Rapides	93,157	+27.0	12,750	3,368	8,978	9,309	957	18,428
Red River	14,018	-11.7	1,070	2,338	1,159	1,180	113	1,355
Richland	25,492	-11.6	2,450	4,866	2,439	2,549	253	3,240
Sabine	21,307	- 9.7	2,020	2,540	1,928	2,020	261	2,581
St. Bernard	7,480	+ 2.7	1,240	111	1,073	1,093	102	701
St. Charles	11,748	- 4.7	1,510	253	1,417	1,441	188	1,553
St. Helena	7,885	-17.4	620	1,709	661	672	49	321
St. James	14,187	-14.5	1,210	434	1,213	1,270	242	1,748
St. John the Baptist	13,303	- 9.9	1,450	181	1,422	1,449	196	1,705
St. Landry	68,854	- 3.7	5,320	7,883	4,915	5,021	829	10,128
St. Martin	23,081	-12.6	1,760	2,440	1,784	1,812	369	2,681
St. Mary	32,802	+ 4.3	4,070	387	3,505	3,569	404	5,001
St. Tammany	22,184	- 6.1	3,290	1,245	3,098	3,158	350	3,697
Tangipahoa	42,352	- 7.0	5,240	4,521	5,026	5,089	544	7,812
Tensas	13,204	-17.2	970	2,371	1,021	1,050	162	1,450
Terrebonne	35,182	- 1.9	3,880	917	3,441	3,590	493	8,035
Union	20,780	- 0.8	2,510	3,248	2,169	2,298	203	1,968
Vermilion	34,111	- 9.6	3,500	3,392	3,437	3,495	516	4,869
Vernon	26,871	+40.4	2,020	1,885	1,977	2,019	209	2,270
Washington	32,383	- 6.0	4,710	3,261	4,443	4,526	396	6,223
Webster	34,442	+ 2.3	4,810	2,785	4,208	4,295	394	5,705
West Baton Rouge	10,388	- 7.8	1,080	501	1,049	1,061	107	1,205
West Carroll	17,020	-11.6	2,060	3,275	2,044	2,103	194	1,903
West Feliciana	10,996	- 6.2	490	1,253	467	473	82	676
Winn	14,865	-12.2	1,690	1,641	1,610	1,731	154	2,120

City	METROPOLITAN DISTRICTS—COUNTIES							
NEW ORLEANS (Jefferson, Orleans)	574,164	+ 5.4	129,010	483	110,175	112,180	9,991	185,931
SHREVEPORT (Caddo)	132,420	-11.8	25,950	5,061	25,835	26,484	2,255	56,696
TOTAL STATE	2,339,596	- 0.8	350,620	150,007	207,833	315,261	32,356	\$522,652

* Civilian Population Estimates—Bureau of the Census, March 1, 1943. Radio Homes projected by RADIO DAILY from Civilian Population Estimates, 1943. Money values are in thousands of dollars.

MAINE

Population 1943* 795,228
 Radio Homes, 1944 (RADIO DAILY Estimate) 198,630
 No. of Farms, 1940 38,980

County	POPULATION		Radio Daily Homes 1944	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1943*	% Change 1940-43			1940 Census	NAB Projection	Stores	Sales
Androscoggin	76,225	- 0.6	19,790	2,111	17,657	18,150	1,511	\$30,783
Aroostook	78,717	-16.6	13,540	5,706	14,031	14,559	1,639	23,982
Cumberland	See Listing—End of State							
Franklin	17,708	-11.0	4,310	1,469	4,266	4,348	469	5,659
Hancock	24,396	-24.7	6,590	1,804	7,501	7,757	887	10,787

County	POPULATION		Radio Daily Homes 1914	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1913*	% Change 1910-13			1940 Census	NAB Projection	Stores	Sales
Kennebec	70,392	- 8.9	17,040	3,449	16,464	16,868	1,543	28,390
Knox	22,474	-17.2	6,380	1,544	6,704	6,869	732	9,891
Lincoln	14,356	-11.8	3,920	1,810	3,850	4,012	411	5,624
Oxford	37,008	-13.3	8,930	2,509	9,047	9,204	795	11,968
Penobscot	93,590	- 3.6	22,950	3,932	21,146	21,649	1,768	36,143
Piscataquis	17,241	- 6.6	4,360	977	4,156	4,232	359	4,483
Sagadahoc	18,236	- 4.6	4,900	669	4,558	4,662	370	6,260
Somerset	31,088	-17.7	7,730	2,863	8,279	8,509	790	9,741
Waldo	16,727	-20.9	4,150	2,593	4,547	4,667	480	5,181
Washington	29,915	-20.7	7,210	2,358	7,816	8,102	893	9,383
York	88,412	+ 8.2	23,240	2,240	19,340	19,689	2,147	27,914
City								
PORTLAND								
(Cumberland)	158,743	+10.5	43,590	2,937	34,977	36,033	2,964	69,868
TOTAL STATE..	795,288	- 5.8	198,630	38,980	184,348	189,300	17,758	\$296,057

* Civilian Population Estimates—Bureau of the Census, March 1, 1943. Radio Homes projected by RADIO DAILY from Civilian Population Estimates, 1943. Money values are in thousands of dollars.

Population 1943* 1,967,963
 Radio Homes, 1944 (RADIO DAILY Estimate) 490,240
 No. of Farms, 1940 42,110

County	POPULATION		Radio Daily Homes 1914	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1913*	% Change 1910-43			1940 Census	NAB Projection	Stores	Sales
Allegany	83,623	- 3.9	20,590	1,132	18,896	19,427	1,423	\$29,240
Anne Arundel	See Listing—End of State							
Baltimore	See Listing—End of State							
Baltimore City	See Listing—End of State							
Calvert	10,769	+ 2.7	1,460	1,177	1,256	1,286	202	1,962
Caroline	15,858	- 9.6	3,510	1,817	3,450	3,507	346	4,091
Carroll	38,672	- 1.0	8,820	3,188	7,950	8,090	585	9,364
Cecil	30,647	+16.1	6,460	1,456	4,897	5,136	443	6,201
Charles	20,691	+25.6	2,590	1,276	1,799	1,907	231	3,141
Dorchester	24,015	-14.3	4,840	1,486	4,769	5,040	618	6,943
Frederick	52,228	- 8.9	11,680	3,466	11,525	11,793	927	18,123
Garrett	18,810	-14.4	3,140	2,068	3,146	3,267	263	4,031
Harford	42,628	+33.8	9,820	2,269	6,567	6,823	557	9,261
Howard	18,349	+ 6.8	3,720	1,007	3,071	3,176	302	4,447
Kent	12,998	- 3.5	2,770	852	2,444	2,613	319	4,133
Montgomery	See Listing—End of State							
Prince Georges	See Listing—End of State							
Queen Annes	12,256	-15.3	2,550	1,271	2,527	2,579	232	2,868
St. Marys	17,716	+21.1	1,720	1,347	1,280	1,313	250	2,365
Somerset	17,573	-16.2	3,310	1,193	3,357	3,521	432	3,121
Talbot	15,913	-15.3	3,770	1,033	3,853	3,970	390	6,863
Washington	70,360	+ 2.2	17,140	2,516	14,843	15,305	1,300	23,162
Wicomico	32,116	- 7.0	7,830	2,191	7,335	7,597	687	12,970
Worcester	18,212	-14.1	4,000	1,767	4,001	4,169	468	7,573
City								
BALTIMORE (Baltimore (city), Anne Arundel, Baltimore)								
Baltimore)	1,197,493	+11.6	319,230	5,378	252,619	261,658	22,478	457,989
TOTAL STATE..	1,967,963	+ 8.9	490,240	42,110	396,338	410,164	34,063	\$664,491

NOTE:Montgomery, Prince Georges Counties contained in Washington, D. C. Metropolitan District. Listed under Washington, D. C.

* Civilian Population Estimates—Bureau of the Census, March 1, 1943. Radio Homes projected by RADIO DAILY from Civilian Population Estimates, 1943. Money values are in thousands of dollars.

Population 1943* 4,116,242
 Radio Homes, 1944 (RADIO DAILY Estimate) 1,133,480
 No. of Farms, 1940 31,897

County	POPULATION		Radio Daily Homes 1944	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1943*	% Change 1910-43			1940 Census	NAB Projection	Stores	Sales
Barnstable	36,113	- 2.8	10,510	1,422	9,684	9,825	1,084	\$21,793
Berkshire	120,299	- 1.6	33,390	1,684	30,007	30,922	2,259	51,640
Bristol	See Listing—End of State							
Dukes	4,649	-17.2	1,410	208	1,508	1,517	222	3,248
Essex	See Listing—End of State							

County	POPULATION		Radio Daily Homes 1944	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1943*	% Change 1940-43			1940 Census	NAB Projection	Stores	Sales
Franklin	47,211	— 4.5	13,340	2,434	12,347	12,704	932	19,792
Hampden	See Listing—End of State							
Hampshire	See Listing—End of State							
Middlesex	See Listing—End of State							
Nantucket	2,529	—25.0	810	43	948	955	119	2,110
Norfolk	See Listing—End of State							
Plymouth	See Listing—End of State							
Suffolk	See Listing—End of State							
Worcester	See Listing—End of State							

City	METROPOLITAN DISTRICTS—COUNTIES							
BOSTON (Suffolk, Essex, Middlesex, Norfolk, Plymouth)								
LOWELL								
LAWRENCE								
HAVERHILL	2,692,242	— 4.6	740,670	11,857	682,799	705,399	55,758	1,282,454
FALL RIVER (Bristol)								
NEW BEDFORD	340,315	— 6.7	94,530	3,833	89,300	91,776	7,110	126,600
SPRINGFIELD (Hampden, Hampshire)								
HOLYOKE	395,266	— 2.3	109,840	4,582	99,027	101,708	7,741	171,943
WORCESTER								
(Worcester)	477,618	— 5.1	128,980	5,834	119,210	122,836	8,775	196,533
TOTAL STATE..	4,116,242	— 4.5	1,133,480	31,897	1,044,830	1,077,642	84,000	\$1,876,113

* Civilian Population Estimates—Bureau of the Census, March 1, 1943. Radio Homes projected by RADIO DAILY from Civilian Population Estimates, 1943. Money values are in thousands of dollars.

MICHIGAN

Population 1943* 5,282,307
 Radio Homes, 1944 (RADIO DAILY Estimate) 1,445,290
 No. of Farms, 1940 187,589

County	POPULATION		Radio Daily Homes 1944	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1943*	% Change 1940-43			1940 Census	NAB Projection	Stores	Sales
Alcona	4,322	—20.8	1,040	792	1,130	1,171	99	\$1,047
Alger	8,455	—16.5	1,800	568	1,905	1,932	162	2,683
Allegan	37,375	—10.7	10,200	4,775	10,018	10,305	790	10,837
Alpena	18,456	—10.9	4,260	1,362	4,225	4,307	330	6,487
Antrim	9,150	—16.5	2,030	1,249	2,145	2,180	167	1,857
Arenac	7,246	—21.5	1,540	1,359	1,726	1,744	165	2,211
Baraga	6,683	—28.6	1,570	850	1,895	1,938	135	2,141
Barry	20,584	— 9.0	5,880	3,111	5,715	5,824	289	4,896
Bay	See Listing—End of State							
Benzie	6,109	—21.4	1,620	798	1,795	1,822	180	2,184
Berrien	89,337	+ 0.4	25,470	5,324	22,559	23,150	1,672	33,004
Branch	24,378	— 5.7	7,200	2,792	6,774	6,928	514	7,563
Calhoun	99,999	+ 6.1	29,260	3,523	24,493	25,227	1,737	36,390
Cass	20,572	— 6.1	5,850	2,466	5,478	5,627	385	5,170
Charlevoix	10,208	—21.3	2,510	1,124	2,706	2,821	286	3,572
Cheboygan	10,257	—24.8	2,240	1,122	2,545	2,625	267	3,658
Chippewa	28,031	+ 4.9	6,550	1,584	5,597	5,699	459	9,036
Clare	8,012	—12.6	1,910	899	1,889	1,973	190	2,651
Clinton	25,316	— 5.1	6,950	3,141	6,428	6,615	423	5,949
Crawford	2,562	—32.0	580	101	740	754	111	1,525
Delta	30,786	— 9.6	7,510	1,426	7,286	7,509	575	10,424
Dickinson	22,849	—20.5	6,030	623	6,676	6,782	470	7,687
Eaton	32,743	— 4.0	9,650	3,354	8,801	9,103	623	8,473
Emmet	12,317	—22.0	2,860	1,120	3,189	3,252	364	7,110
Genesee	See Listing—End of State							
Gladwin	7,894	—15.9	1,840	1,296	1,915	1,961	158	1,909
Gogebic	25,784	—18.9	6,510	842	7,106	7,263	569	9,808
Grand Traverse	20,988	—10.3	5,000	1,614	4,903	5,002	338	9,505
Gratiot	28,238	—12.3	7,510	3,346	7,405	7,662	586	9,338
Hillsdale	27,771	— 4.5	7,850	3,601	7,224	7,475	518	6,594
Houghton	36,070	—24.2	9,780	1,644	11,116	11,377	802	13,249
Huron	27,878	—14.4	6,710	4,155	6,837	6,994	579	8,171
Ingham	See Listing—End of State							
Ionia	32,038	—10.3	8,580	3,041	8,353	8,583	667	8,633
Iosca	7,196	—15.7	1,830	741	1,862	1,952	168	2,264
Iron	16,906	—16.5	4,150	857	4,382	4,466	322	5,200
Isabella	21,506	—17.2	5,360	2,619	5,628	5,769	373	6,778
Jackson	95,102	+ 2.1	28,550	3,386	23,193	23,707	1,592	35,064
Kalamazoo	See Listing—End of State							
Kalkaska	3,654	—29.2	780	690	891	969	60	740
Kent	See Listing—End of State							
Keweenaw	2,917	—26.1	730	140	63,953	65,723	4,479	102,253
Lake	4,001	—16.6	840	697	871	873	44	577
Lapeer	30,332	— 5.6	6,980	3,444	8,711	9,151	115	802
Leelanau	6,130	—27.1	1,280	1,119	1,517	1,553	170	7,789

County	POPULATION			Radio Daily Homes 1914	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1913*	% Change 1910-13	1940-13			1940 Census	NAB Projection	Stores	Sales
Lenawee	51,222	— 3.6	14,420	4,186	13,200	13,808	1,011	16,740	
Livingston	21,024	+ 08	5,730	2,236	5,112	5,251	386	6,301	
Luce	6,783	— 8.6	1,110	189	1,069	1,103	77	1,968	
Mackinac	7,124	—24.3	1,540	511	1,722	1,793	208	2,281	
Macomb	See Listing—End of State								
Manistee	15,492	—16.0	4,230	1,338	4,435	4,504	375	5,324	
Marquette	40,333	—14.3	10,400	1,030	10,608	10,833	781	14,758	
Mason	18,809	— 2.8	5,020	1,858	4,589	4,695	364	5,727	
Mecosta	14,392	—14.9	3,650	2,144	3,679	3,835	318	4,286	
Menominee	21,610	—13.2	5,420	2,002	5,484	5,683	367	4,426	
Midland	28,535	+ 5.3	7,040	2,113	5,956	6,129	353	7,612	
Missaukee	6,511	—19.0	1,310	1,214	1,394	1,440	108	1,511	
Monroe	58,198	— 0.7	15,260	4,165	13,549	14,003	948	15,712	
Montcalm	24,995	—12.5	6,920	3,685	6,923	7,133	636	7,393	
Montmorency	2,831	—26.3	560	500	667	676	77	809	
Muskegon	99,837	+ 5.7	28,210	2,277	23,998	24,324	1,492	33,219	
Newaygo	16,822	—12.8	4,170	2,799	4,236	4,295	298	3,717	
Oakland	See Listing—End of State								
Oceana*	12,415	—16.2	3,060	2,015	3,182	3,262	274	3,158	
Ogemaw	8,051	— 7.7	1,680	1,080	1,559	1,649	156	2,430	
Ontonagon	7,130	—37.2	1,800	1,239	2,401	2,452	197	2,378	
Osceola	12,094	— 9.1	2,860	1,929	2,777	2,836	236	2,998	
Oscoda	1,937	—23.8	420	247	478	486	72	554	
Otsego	4,658	—20.1	970	514	958	979	135	1,813	
Ottawa	58,480	— 1.8	16,460	4,369	14,882	15,240	998	19,197	
Presque Isle	9,936	—18.8	1,890	1,105	2,044	2,076	198	2,436	
Roscommon	3,130	—14.7	810	197	828	851	148	1,441	
Saginaw	See Listing—End of State								
St. Clair	78,314	+ 2.8	22,000	4,533	18,953	19,456	1,329	27,451	
St. Joseph	27,523	—13.3	8,280	2,336	8,321	8,532	709	10,757	
Sanilac	26,677	—11.4	6,900	4,897	6,738	6,868	551	7,059	
Schooner	7,593	—20.3	1,780	382	1,939	1,963	173	2,873	
Shiawassee	38,687	— 6.1	10,900	3,246	10,179	10,484	766	13,178	
Tuscola	33,026	— 7.5	8,050	4,590	7,707	7,892	611	9,562	
Van Buren	30,381	—13.4	8,960	4,348	8,881	9,237	816	10,975	
Washtenaw	99,649	+23.3	28,360	3,363	20,880	21,332	1,761	38,361	
Wayne	See Listing—End of State								
Wexford	15,013	—16.5	3,810	1,336	4,023	4,100	342	5,888	
CITY METROPOLITAN DISTRICTS—COUNTIES									
DETROIT (Macomb, Oakland, Wayne)	2,566,463	+ 8.1	705,290	11,557	582,775	597,704	39,675	990,123	
FLINT (Genesee)	224,163	— 1.7	62,280	5,281	56,536	57,660	3,594	89,672	
GRAND RAPIDS (Kent)	228,290	— 7.3	67,700	5,623	63,953	65,723	4,479	102,253	
KALAMAZOO (Kalamazoo)	100,260	+ 0.2	28,800	2,909	25,472	26,175	1,784	43,610	
LANSING (Ingham)	121,891	— 6.7	36,370	2,999	34,502	35,306	2,095	58,173	
SAGINAW (Bay, Saginaw)	201,876	— 1.7	54,080	8,552	48,712	50,073	3,171	71,657	
TOTAL STATE	5,282,307	+ 0.6	1,445,290	187,589	1,271,499	1,304,149	90,038	\$1,954,069	

* Civilian Population Estimates—Bureau of the Census, March 1, 1943. Radio Homes projected by RADIO DAILY from Civilian Population Estimates, 1943. Money values are in thousands of dollars.

Population 1943* 2,541,000
 Radio Homes, 1944 (RADIO DAILY Estimate) 677,240
 No. of Farms, 1940 197,351

County	POPULATION			Radio Daily Homes 1914	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1943*	% Change 1940-13	1940-13			1940 Census	NAB Projection	Stores	Sales
Aitkin	13,220	—26.0	3,560	2,858	3,739	3,791	401	\$3,410	
Anoka	See Listing—End of State								
Becker	21,323	—19.7	4,690	3,321	5,149	5,212	370	5,550	
Beltrami	21,165	—18.9	4,780	2,696	5,041	5,244	521	7,822	
Benton	14,551	— 9.7	3,120	1,615	3,084	3,116	322	3,886	
Big Stone	8,720	—16.5	2,180	1,131	2,303	2,338	285	3,804	
Blue Earth	31,987	—11.6	8,670	3,046	8,547	8,845	861	17,137	
Brown	23,229	— 9.1	6,010	2,073	5,778	5,953	486	9,312	
Carlton	21,459	—11.4	5,230	2,510	5,212	5,282	420	6,563	
Carver	15,758	—10.5	3,850	2,053	3,750	3,889	381	4,838	
Cass	15,544	—24.7	3,360	2,530	3,856	3,960	405	3,582	
Chippawa	13,843	—18.2	3,630	1,757	3,908	3,954	303	6,354	
Chisago	11,215	—14.5	2,930	2,035	3,027	3,088	318	3,088	
Clay	22,164	—12.6	5,490	2,128	5,514	5,661	390	8,169	
Clearwater	9,324	—16.4	2,050	1,803	2,133	2,178	206	2,049	
Cook	2,064	—31.4	490	161	606	613	94	897	

County	POPULATION		Radio Daily Homes 1944	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1943*	% Change 1910-43			1940 Census	NAB Projection	Stores	Sales
Cottonwood	13,629	-15.6	3,450	1,978	3,557	3,672	297	4,026
Crow Wing	25,047	-17.1	6,460	2,076	6,778	6,954	674	10,478
Dakota	40,313	+ 1.6	10,040	2,358	8,534	8,964	653	12,694
Dodge	11,089	-14.2	2,830	1,796	2,873	2,946	231	2,890
Douglas	18,131	-11.0	4,540	2,695	4,487	4,583	462	6,297
Faribault	21,692	- 9.4	5,550	2,525	5,459	5,608	544	8,272
Fillmore	22,681	-12.2	5,740	3,169	5,673	5,859	625	6,480
Freeborn	28,911	- 9.0	7,630	3,069	7,267	7,551	539	11,269
Goodhue	28,809	- 8.7	7,680	3,037	7,358	7,607	672	11,016
Grant	8,472	-13.8	2,150	1,384	2,156	2,236	223	2,908
Hennepin	See Listing—End of State							
Houston	12,809	-13.1	3,170	1,845	3,174	3,269	298	3,443
Hubbard	8,864	-20.0	1,990	1,489	2,127	2,209	206	2,482
Isanti	10,826	-16.4	2,370	1,956	2,481	2,544	221	2,855
Itasca	28,874	-12.5	6,750	3,105	6,943	7,061	606	8,787
Jackson	14,563	-13.3	3,720	2,285	3,722	3,829	276	4,275
Kanabec	8,240	-14.6	1,940	1,755	1,994	2,035	166	2,049
Kandiyohi	24,210	- 8.7	5,690	2,019	5,646	5,752	494	8,641
Kittson	8,872	-17.2	2,100	1,481	2,123	2,146	226	3,083
Koochiching	15,191	-10.3	3,510	1,552	3,427	3,507	434	5,430
Lac qui Parle	13,720	-11.5	3,360	2,094	3,335	3,428	269	3,701
Lake	6,245	-10.2	1,890	411	1,868	1,891	211	2,855
Lake of the Woods	4,040	-32.4	890	1,072				
Le Sueur	16,940	-11.9	4,450	2,125	1,119	1,150	145	966
Lincoln	9,561	-11.4	2,320	1,564	4,419	4,537	395	4,895
Lyon	18,134	-15.9	4,580	1,976	2,298	2,346	206	2,309
McLeod	19,281	- 9.8	4,760	2,504	4,712	4,876	466	8,654
Mahnomen	6,701	-16.8	1,260	983	4,676	4,762	520	7,111
Marshall	14,987	-18.4	3,400	2,879	1,325	1,358	114	1,354
Martin	21,440	-13.0	5,640	2,557	3,629	3,693	314	3,561
Meeker	17,282	-10.3	4,260	2,484	5,616	5,817	540	9,159
Millie Laes	13,034	-16.2	3,150	2,132	4,175	4,256	397	5,168
Morrison	24,423	-11.1	5,200	3,418	3,263	3,344	317	4,389
Mower	35,338	- 2.1	9,310	2,574	5,163	5,252	590	5,898
Murray	13,089	-13.1	3,050	2,100	8,346	8,622	643	13,681
Nicollet	17,251	- 5.6	3,940	1,496	3,081	3,150	254	3,458
Nobles	18,921	-10.8	4,850	2,211	3,681	3,790	284	3,772
Norman	11,498	-22.0	2,740	2,003	4,760	4,901	406	8,151
Olmstead	37,422	-12.3	9,340	2,453	3,012	3,114	280	3,413
Otter Tail	45,317	-14.8	10,400	7,031	9,193	9,532	702	19,350
Pennington	10,847	-16.0	2,660	1,366	10,604	10,949	814	11,995
Pine	17,800	-17.1	4,130	3,506	2,766	2,829	221	4,886
Pipestone	12,006	-13.0	3,060	1,319	4,349	4,430	406	4,286
Polk	30,972	-17.9	7,440	4,342	3,018	3,155	320	5,638
Pope	11,900	-12.1	2,930	1,864	7,880	8,092	775	10,836
Ramsey	See Listing—End of State				2,924	2,986	259	2,971
Red Lake	6,597	-11.0	1,400	985	1,385	1,410	151	1,606
Redwood	20,187	- 9.4	5,020	2,663	4,836	4,970	454	6,899
Renville	21,740	-11.7	5,310	3,095	5,300	5,416	495	6,963
Rice	28,886	-10.2	6,830	2,388	6,657	6,828	555	9,625
Rock	9,415	-13.9	2,450	1,368	2,475	2,556	231	3,406
Roseau	12,908	-14.5	2,740	2,433	2,812	2,881	243	3,108
St. Louis	See Listing—End of State							
Scott	13,972	-10.3	3,100	1,598	2,995	3,103	417	4,240
Sherburne	8,316	-20.5	1,730	1,211	1,899	1,936	189	2,139
Sibley	13,910	-16.3	3,360	2,326	3,425	3,575	307	3,837
Stearns	58,447	-13.0	12,290	4,685	12,424	12,669	1,357	19,839
Steele	18,195	- 7.9	4,510	1,970	4,518	4,603	325	7,270
Stevens	9,812	-11.1	2,320	1,337	2,274	2,338	192	3,614
Swift	13,513	-12.6	3,250	1,876	3,293	3,356	322	4,612
Todd	22,401	-18.4	5,240	3,720	5,594	5,695	416	5,344
Traverse	7,139	-13.8	1,800	1,102	1,846	1,878	166	2,314
Wabash	15,286	-13.4	3,920	1,696	3,919	4,035	427	4,784
Wadena	11,154	-12.7	2,470	1,624	2,504	2,547	252	3,961
Waseca	13,512	-11.0	3,490	1,703	3,416	3,525	282	4,435
Washington	See Listing—End of State							
Watsonwan	12,763	- 8.2	6,240	1,468	3,158	3,291	292	4,665
Wilkin	9,372	-10.5	2,190	1,250	2,180	2,215	202	2,664
Winona	34,124	- 9.7	8,900	2,089	8,631	8,908	801	14,292
Wright	24,547	- 0.9	5,970	3,798	5,889	6,026	641	6,755
Yellow Medicine	15,324	- 9.4	3,860	2,222	3,754	3,821	337	4,696

City	METROPOLITAN DISTRICTS—COUNTIES							
DULUTH (St. Louis; Douglas, Wisc.)								
SUPERIOR, WISC.	228,354	-10.1	63,660	10,035	62,661	63,657	4,952	102,279
MINNEAPOLIS (Anoka, Hennepin, Ramsey, Washington)								
ST. PAUL	910,305	- 1.5	270,890	8,557	244,382	250,823	17,920	508,228
TOTAL STATE..	2,541,000	- 8.9	677,240	197,351	647,499	664,296	54,511	\$1,081,158

* Civilian Population Estimates—Bureau of the Census, March 1, 1943. Radio Homes projected by RADIO DAILY from Civilian Population Estimates, 1943. Money values are in thousands of dollars.

MISSISSIPPI

Population 1943* 2,030,258

Radio Homes, 1944 (RADIO

DAILY Estimate) 223,071

No. of Farms, 1940 291,092

County	POPULATION		Radio Daily Homes 1944	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1913*	% Change 1910-13			1940 Census	NAB Projection	Stores	Sales
Adams	26,107	— 4.2	3,080	1,641	2,798	2,909	402	\$8,072
Alcorn	23,697	—12.1	3,770	2,835	3,702	3,847	418	4,890
Amite	20,400	— 6.8	1,780	3,868	1,697	1,732	209	1,190
Attala	25,797	—14.7	2,550	4,518	2,637	2,733	204	3,475
Benton	8,624	—17.3	760	1,746	757	813	111	364
Bolivar	61,336	— 9.2	5,170	12,005	4,889	5,123	828	9,184
Calhoun	17,802	—14.8	2,280	3,237	2,333	2,404	210	1,517
Carroll	16,244	—21.2	1,400	3,745	1,487	1,576	138	1,037
Chickasaw	19,075	— 8.2	2,080	2,177	1,942	2,041	241	1,816
Choctaw	11,515	—15.0	1,100	2,115	1,138	1,160	149	937
Claiborne	12,014	— 6.2	910	1,800	829	873	147	1,490
Clarke	18,272	—11.3	1,860	2,525	1,835	1,881	165	1,693
Clay	17,403	— 8.5	1,780	2,689	1,681	1,765	215	2,345
Coahoma	45,152	— 6.2	4,130	7,758	3,840	4,011	506	8,849
Copiah	29,805	—12.3	3,110	4,526	3,058	3,177	345	4,077
Covington	15,561	— 8.6	1,620	2,609	1,514	1,602	198	1,531
De Soto	25,749	— 3.4	1,670	5,536	1,446	1,556	189	1,978
Forrest	45,443	+30.2	6,950	1,270	4,814	4,952	528	9,651
Franklin	9,802	—21.6	990	1,691	1,111	1,122	143	944
George	8,494	— 2.4	840	972	733	773	95	1,050
Greene	8,072	—15.1	660	923	689	698	86	752
Grenada	19,213	+ 0.8	1,960	2,222	1,720	1,750	214	2,854
Hancock	9,996	—11.8	1,310	509	1,285	1,331	174	1,351
Harrison	61,916	+22.2	10,840	1,030	7,815	8,219	905	12,437
Hinds	See Listing—End of State							
Holmes	37,049	— 6.7	2,590	6,350	2,460	2,515	402	4,263
Humphreys	24,387	— 7.1	1,890	4,304	1,763	1,832	215	2,702
Issaquena	5,206	—19.1	290	1,158	297	320	35	301
Itawamba	15,522	—22.1	1,540	3,565	1,636	1,740	297	896
Jackson	31,429	+53.6	5,270	753	3,113	3,225	285	3,192
Jasper	17,619	— 9.6	1,440	3,134	1,409	1,443	214	1,484
Jefferson	11,938	—14.5	640	2,492	641	676	113	1,141
Jefferson Davis	14,346	— 9.6	1,100	2,833	1,051	1,095	115	1,313
Jones	48,110	— 2.3	6,850	3,951	6,136	6,342	632	9,128
Kemper	16,403	—25.0	1,110	3,482	1,248	1,301	219	1,207
Lafayette	19,987	— 6.0	2,050	3,405	2,054	2,137	261	2,504
Lamar	6,952	—42.5	760	1,347	1,143	1,155	122	789
Lauderdale	58,604	+ 0.6	8,150	2,844	7,109	7,344	736	13,758
Lawrence	12,634	— 9.6	990	2,319	956	990	162	1,188
Leake	20,595	—16.2	1,800	4,205	1,858	1,917	233	2,325
Lee	34,322	—11.6	4,770	4,973	4,734	4,863	499	6,543
Leflore	49,983	— 6.4	5,330	7,727	4,961	5,128	570	10,082
Lincoln	24,561	—10.7	2,770	3,617	2,722	2,799	352	4,149
Lowndes	35,320	+ 0.2	4,080	3,330	3,583	3,699	434	6,083
Madison	34,156	— 8.9	2,750	5,538	2,640	2,719	304	3,616
Marion	21,235	—11.8	2,110	3,129	2,081	2,153	335	3,556
Marshall	24,115	— 5.5	1,370	4,304	1,375	1,425	280	2,045
Monroe	33,163	—11.9	3,750	5,272	3,706	3,823	433	4,830
Montgomery	14,856	— 5.4	1,680	2,275	1,532	1,604	205	1,844
Neshoba	24,588	—11.8	2,430	4,384	2,407	2,481	181	2,095
Newton	20,496	—15.5	2,060	3,483	2,123	2,188	241	2,466
Noxubee	21,467	—16.4	1,060	4,267	1,089	1,125	217	2,309
Oktibbeha	20,880	— 5.7	2,020	2,743	1,870	1,944	229	2,654
Panola	31,807	— 7.6	3,050	6,998	2,909	2,990	302	4,209
Pearl River	17,248	— 9.8	2,420	1,530	2,360	2,420	256	3,075
Perry	8,155	—12.2	750	989	759	770	82	655
Pike	32,432	— 7.3	4,510	3,142	4,204	4,373	505	6,487
Pontotoc	18,924	—17.4	2,290	3,975	2,414	2,467	231	1,675
Prentiss	17,927	—14.3	2,250	3,113	2,276	2,338	277	2,074
Quitman	24,631	— 9.4	2,790	5,511	2,645	2,759	245	2,487
Rankin	25,101	—10.1	2,230	3,605	2,064	2,231	216	1,670
Scott	21,892	— 5.4	2,510	3,398	2,072	2,392	236	3,095
Sharkey	13,993	— 9.3	1,410	2,244	1,355	1,393	136	1,999
Shenandoah	18,607	—15.5	2,030	3,369	2,066	2,164	253	1,869
Smith	15,348	—20.9	1,570	3,289	1,670	1,765	177	985
Stamps	5,571	— 9.5	660	516	639	660	97	885
Sunflower	54,820	—10.1	4,820	10,981	4,644	4,825	536	6,520
Tallahatchie	31,265	— 8.5	2,840	6,415	2,659	2,815	253	2,637
Tate	17,196	—10.9	1,620	3,924	1,650	1,631	229	1,714
Tippah	16,291	—17.2	2,010	3,004	2,128	2,168	234	1,627
Tishomingo	15,167	—10.6	1,870	2,402	1,850	1,891	197	1,026
Tunica	21,554	— 4.7	1,530	6,080	1,365	1,451	214	2,498
Union	19,016	—13.0	2,620	3,308	2,656	2,701	288	2,216
Walthall	15,679	—10.6	1,310	3,410	1,288	1,318	112	2,006
Warren	37,513	— 5.3	5,770	2,310	5,371	5,490	470	9,028
Washington	64,988	— 3.8	6,830	7,915	6,267	6,441	716	12,815

County	POPULATION		Radio Daily Homes 1914	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1943*	% Change 1910-43			1940 Census	NAB Projection	Stores	Sales
Wayne	13,975	-17.4	1,070	2,162	1,122	1,154	166	1,398
Webster	11,736	-17.1	1,390	2,370	1,457	1,494	220	1,782
Wilkinson	16,443	+ 3.1	1,450	2,222	1,242	1,284	237	2,058
Winston	20,087	-11.7	1,750	3,380	1,758	1,789	213	2,157
Yalobusha	15,985	-13.1	1,760	2,928	1,770	1,814	241	2,091
Yazoo	35,539	-11.4	2,920	6,066	2,876	2,950	446	4,902

METROPOLITAN DISTRICTS—COUNTIES								
City JACKSON (Hinds)	13,327	+ 5.6	17,790	6,396	14,728	15,334	1,336	34,488
TOTAL STATE	2,030,258	- 7.0	223,071	291,092	205,613	213,312	24,421	\$303,274

* Civilian Population Estimates—Bureau of the Census, March 1, 1943. Radio Homes projected by RADIO DAILY from Civilian Population Estimates, 1943. Money values are in thousands of dollars.

MISSOURI

Population 1943* 3,575,734
 Radio Homes, 1944 (RADIO DAILY Estimate) 901,820
 No. of Farms, 1940 256,100

County	POPULATION		Radio Daily Homes 1914	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1913*	% Change 1910-43			1940 Census	NAB Projection	Stores	Sales
Adair	16,974	-16.2	4,510	2,209	4,731	4,802	409	\$5,827
Andrew	10,463	-19.6	2,470	2,233	3,020	3,090	236	1,713
Atchison	10,600	-17.8	2,720	1,513	2,910	2,964	212	2,853
Audrain	21,877	- 3.5	5,720	2,107	5,322	5,397	379	5,964
Barry	19,510	-17.1	3,960	3,341	4,150	4,264	382	3,533
Barton	11,032	-22.0	2,530	1,992	2,697	2,881	277	2,279
Bates	15,873	-18.7	3,630	3,011	3,939	3,985	406	3,464
Benton	9,142	-18.0	1,720	2,119	1,841	1,868	210	1,626
Bollinger	10,092	-21.8	1,400	2,175	1,536	1,595	193	926
Boone	33,900	- 3.1	8,870	2,837	8,221	8,291	679	12,980
Buchanan	See Listing—End of State							
Butler	30,963	- 9.7	4,750	3,373	4,537	4,745	491	6,255
Caldwell	9,896	-14.9	2,520	1,796	2,610	2,651	250	2,344
Callaway	20,952	- 9.3	3,900	2,833	3,804	3,857	334	3,972
Camden	6,655	-25.8	1,270	1,306	1,360	1,396	174	860
Cape Girardeau	33,892	-10.3	7,840	2,664				
Carroll	14,486	-18.7	3,740	2,674	7,582	7,840	639	12,030
Carter	4,627	-25.7	690	660	4,044	4,107	326	3,464
Cass	17,260	-11.6	4,220	2,797	710	733	99	643
Cedar	9,681	-17.2	1,860	1,980	4,212	4,306	419	4,024
Chariton	14,454	-20.1	3,390	2,774	1,907	2,002	223	1,508
Christian	11,410	-15.7	2,190	2,461	3,722	3,774	319	2,825
Clark	8,847	-13.0	2,040	1,673	2,277	2,327	217	1,420
Clay	33,329	+ 9.6	8,190	1,935	2,062	2,101	211	1,696
Clinton	11,159	-15.9	2,890	1,582	7,547	7,673	741	11,069
Cole	31,068	-11.0	6,790	1,725	3,008	3,076	302	3,363
Cooper	16,442	- 9.0	3,420	2,074	6,740	6,859	553	11,776
Crawford	9,537	-24.9	1,580	1,875	3,291	3,384	307	4,090
Dade	9,218	-18.0	1,950	2,075	1,806	1,862	198	1,944
Dallas	9,708	-15.8	1,690	1,933	2,041	2,117	211	1,305
Davies	10,745	-19.8	2,550	2,368	1,732	1,800	190	1,043
De Kalb	7,953	-18.4	1,030	1,782	2,800	2,827	234	1,831
Dent	9,974	-15.2	1,790	1,756	2,162	2,202	215	1,441
Douglas	12,827	-17.8	1,810	2,823	1,728	1,882	284	2,168
Dunklin	40,787	- 9.3	6,840	3,475	1,900	1,968	180	1,320
Franklin	31,747	- 6.3	6,790	3,384	6,578	6,771	654	8,602
Gasconade	11,232	- 9.5	2,210	1,564	6,390	6,534	751	7,925
Gentry	10,748	-19.5	2,740	2,021	2,172	2,207	254	2,368
Greene	See Listing—End of State							
Grundy	12,903	-17.9	3,490	1,841	3,659	3,795	311	3,548
Harrison	13,781	-16.6	3,390	2,831	3,600	3,642	301	3,263
Henry	18,571	-16.8	4,490	2,756	4,630	4,752	499	4,859
Hickory	5,165	-20.6	1,020	1,386	1,129	1,151	126	492
Holt	9,600	-23.1	2,430	1,586	2,749	2,808	233	2,121
Howard	10,856	-16.7	1,500	1,611	2,639	2,691	210	2,295
Howell	18,578	-16.6	3,190	3,251	3,323	3,428	387	4,037
Iron	8,052	-22.9	1,140	1,205	1,290	1,311	141	1,308
Jackson	See Listing—End of State							
Jasper	76,343	- 3.0	20,320	3,053	18,408	18,989	1,676	28,155
Jefferson	25,604	-19.9	6,340	2,644	6,970	7,037	477	6,635
Johnson	14,075	-34.9	3,290	3,057	4,315	4,410	416	4,390
Knox	7,419	-16.4	1,840	1,623	1,926	1,957	104	1,247
Laclede	18,008	- 3.8	3,100	2,719	2,862	2,929	343	3,219
Lafayette	24,206	-13.1	5,830	2,803	5,865	6,009	582	6,168
Lawrence	21,708	-11.9	4,770	3,067	4,777	4,863	456	3,926

County	POPULATION		Radio Daily Homes 1944	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1943*	% Change 1940-43			1940 Census	NAB Projection	Stores	Sales
Lewis	9,845	-14.3	2,630	1,695	2,710	2,735	272	1,978
Lincoln	12,552	-12.8	2,930	2,262	2,956	3,022	251	2,754
Linn	18,546	-13.4	4,940	2,348	5,014	5,087	458	4,966
Livingston	14,965	-16.9	3,810	2,141	3,972	4,009	330	4,563
McDonald	13,569	-13.8	2,220	2,464	2,240	2,313	241	2,161
Macon	17,241	-19.4	4,350	3,379	4,642	4,738	432	4,963
Madison	8,814	- 8.7	1,500	949	1,464	1,484	181	1,683
Maries	7,037	-18.5	970	1,566	1,058	1,073	91	409
Marion	27,243	-13.7	7,530	1,643	7,683	7,838	687	9,888
Mercer	7,445	-15.1	1,840	1,794	1,882	1,930	120	1,288
Miller	12,376	-16.4	2,250	2,144	2,338	2,387	260	2,440
Mississippi	23,456	+ 1.3	3,290	2,320	2,891	2,955	334	4,015
Montineau	10,618	- 9.8	2,280	1,697	2,241	2,276	233	2,275
Monroe	11,056	-16.2	2,780	2,327	2,866	2,947	207	2,596
Montgomery	11,877	- 4.5	2,770	1,933	2,597	2,635	257	2,094
Morgan	9,642	-13.4	1,730	1,826	1,703	1,784	195	1,940
New Madrid	39,295	- 1.2	5,530	3,473	4,907	5,066	534	5,608
Newton	27,719	- 4.5	5,730	3,514	5,250	5,452	465	4,588
Nodaway	21,162	-17.2	5,380	3,433	5,709	5,790	433	5,987
Oregon	10,853	-18.9	1,630	2,006	1,750	1,787	182	1,475
Osage	10,870	-12.2	1,540	1,858	1,523	1,572	163	1,128
Ozark	9,666	-10.2	1,160	2,115	1,143	1,164	118	552
Pemiscot	39,300	-16.1	5,890	3,002	6,167	6,265	590	8,018
Perry	12,313	-19.8	2,290	1,860	2,472	2,536	266	2,797
Pettis	28,367	-14.9	7,350	2,534	7,584	7,731	612	9,125
Phelps	20,324	+16.6	3,720	1,919	2,827	2,936	345	4,023
Pike	16,540	- 9.8	4,190	2,119	4,088	4,194	354	3,863
Platte	12,443	-10.2	3,030	2,065	2,976	3,031	251	2,442
Polk	14,599	-16.1	2,980	3,055	3,007	3,170	347	2,724
Pulaski	15,416	+43.1	2,970	1,570	1,852	1,871	255	1,754
Putnam	9,571	-15.5	2,180	2,013	2,167	2,219	180	1,345
Ralls	8,336	-17.0	1,970	1,618	2,071	2,117	141	1,010
Randolph	21,604	-11.7	5,890	2,012	5,891	6,013	475	6,418
Ray	15,168	-18.4	3,790	2,466	4,079	4,119	351	2,941
Reynolds	7,073	-24.5	810	1,282	924	947	137	677
Ripley	10,768	-14.6	1,500	1,940	1,550	1,577	169	1,384
St. Charles	See Listing—End of State							
St. Clair	10,329	-21.4	1,980	2,305	2,136	2,219	246	1,404
St. Francois	32,444	- 9.8	6,990	1,473	6,758	6,981	580	8,669
St. Louis	See Listing—End of State							
St. Louis City	See Listing—End of State							
Ste. Genevieve	9,895	- 9.3	1,780	1,320	1,739	1,759	163	1,914
Saline	25,179	-14.4	5,890	2,637	6,018	6,130	498	6,239
Schuyler	5,548	-16.3	1,530	1,192	1,593	1,624	154	1,183
Scotland	6,955	-18.7	1,790	1,575	1,924	1,966	144	1,520
Scott	27,792	- 8.5	5,530	1,832	5,428	5,586	556	6,344
Shannon	9,758	-17.5	1,290	1,687	1,364	1,403	153	998
Shelby	9,507	-15.3	2,480	1,816	2,559	2,613	271	2,393
Stoddard	29,773	- 9.8	4,780	3,956	4,546	4,780	399	3,807
Stone	9,163	-18.9	1,400	1,868	1,466	1,539	183	1,089
Sullivan	11,806	-13.8	2,620	2,427	2,644	2,729	261	1,540
Taney	8,396	-18.7	1,320	1,499	1,401	1,458	223	1,251
Texas	17,937	- 9.5	2,720	3,427	2,662	2,724	339	2,802
Vernon	21,915	-14.3	4,760	3,197	4,778	4,962	461	4,938
Warren	7,153	- 7.5	1,350	1,202	1,364	1,381	152	1,262
Washington	12,567	-28.2	1,570	1,428	1,864	1,910	201	1,749
Wayne	9,585	-25.1	1,310	1,572	1,505	1,532	213	1,506
Webster	14,476	-16.0	2,760	2,819	2,857	2,942	328	2,734
Worth	5,236	-17.5	1,260	1,080	1,354	1,374	120	1,090
Wright	14,876	-17.2	2,380	2,914	2,497	2,567	308	2,810

City	METROPOLITAN DISTRICTS—COUNTIES							
KANSAS CITY, MO (Jackson; Johnson, Wyandotte, Kans.)								
KANSAS CITY, KANS.								
KANS.	688,591	+ 4.9	205,040	7,479	172,636	178,295	13,354	314,642
ST. JOSEPH (Buchanan)	80,312	-14.6	21,860	2,444	22,659	23,011	1,898	33,479
ST. LOUIS (St. Louis City, St. Charles, St. Louis; Madison, St. Clair, Ill.)	1,495,929	+ 4.7	426,390	11,815	362,765	370,766	29,737	568,872
SPRINGFIELD (Greene)	87,119	- 3.8	23,480	4,357	21,599	22,152	1,997	31,197
TOTAL STATE	3,575,734	- 5.5	901,820	256,100	832,590	853,299	73,694	\$1,201,439

* Civilian Population Estimates—Bureau of the Census, March 1, 1943. Radio Homes projected by RADIO DAILY from Civilian Population Estimates, 1943. Money values are in thousands of dollars.

MONTANA

Population 1943* 478,973
 Radio Homes, 1944 (RADIO
 DAILY Estimate) 124,180
 No. of Farms, 1940 41,823

County	POPULATION		Radio Daily Homes 1944	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1913*	% Change 1910-13			1940 Census	NAB Projection	Stores	Sales
Beaverhead	5,377	-22.6	1,530	457	1,710	1,763	202	\$3,796
Big Horn	8,830	-15.3	1,900	1,103	1,940	1,999	161	2,926
Blaine	7,647	-20.1	1,730	1,078	1,868	1,916	194	3,683
Broadwater	2,313	-33.0	580	268	712	744	69	1,198
Carbon	9,189	-22.6	2,390	1,074	2,643	2,737	241	2,794
Carter	2,774	-15.4	670	637	703	709	49	401
Cascade	41,262	- 1.8	2,170	1,401	11,051	11,270	815	23,690
Chouteau	5,984	-18.2	1,690	1,383	1,809	1,837	122	1,941
Custer	8,982	-13.8	2,510	496	2,584	2,618	181	4,763
Daniels	3,511	-23.1	910	804	1,040	1,056	103	1,366
Dawson	7,649	-11.2	2,020	834	1,996	2,041	176	3,111
Deer Lodge	14,448	- 6.0	3,850	179	3,643	3,704	262	5,655
Fallon	3,088	-17.0	760	510	813	819	75	1,068
Fergus	11,568	-17.6	3,220	1,486	3,415	3,503	299	5,383
Flathead	21,147	-12.9	6,110	1,701	6,034	6,296	442	10,105
Gallatin	15,536	-15.0	4,330	1,242	4,335	4,558	429	9,641
Garfield	2,743	- 3.9	630	687	578	590	43	356
Glacier	7,916	-12.4	1,770	495	1,780	1,805	158	3,987
Golden Valley	1,161	-27.8	330	268	394	399	37	209
Granite	2,531	-25.6	750	205	883	890	86	1,323
Hill	11,427	-14.1	3,070	1,245	3,137	3,198	295	6,195
Jefferson	3,333	-28.5	820	331	977	1,013	105	1,243
Judith Basin	3,265	-10.6	890	699	891	899	75	931
Lake	10,155	-24.7	2,570	1,673	2,948	3,022	236	3,382
Lewis and Clark	19,821	-10.4	5,920	532	5,743	5,924	455	12,137
Liberty	1,682	-23.9	430	420	546	552	47	647
Lincoln	6,436	-18.3	1,710	534	1,828	1,864	155	2,001
McCone	2,118	-36.3	620	754	836	856	48	495
Madison	4,918	-32.6	1,440	655	1,603	1,657	151	1,686
Meagher	1,601	-28.4	450	228	537	544	69	887
Mineral	1,408	-34.1	430	112	547	569	60	470
Missoula	23,774	-14.6	7,030	776	7,313	7,396	568	16,222
Musselshell	4,658	-18.5	1,310	314	1,425	1,440	122	1,922
Park	9,321	-19.4	2,760	623	2,923	3,032	263	4,970
Petroleum	877	-19.0	230	180	256	259	24	222
Phillips	5,904	-25.2	1,580	1,046	1,822	1,848	142	2,465
Pondera	5,176	-22.9	1,320	879	1,492	1,511	149	2,597
Powder River	2,541	-19.6	590	688	637	659	31	430
Powell	5,646	- 8.2	1,560	309	1,487	1,530	126	2,163
Prairie	2,188	- 9.2	530	257	521	525	45	628
Ravalli	10,135	-21.9	2,970	1,501	2,971	3,028	221	3,641
Richland	8,210	-19.6	2,030	1,218	2,226	2,264	166	3,288
Roosevelt	8,845	- 9.8	2,040	1,043	1,990	2,044	213	3,391
Rosebud	5,480	-15.4	1,240	690	1,293	1,309	132	1,940
Sanders	5,560	-19.9	1,420	854	1,555	1,575	127	1,494
Sheridan	6,242	-20.1	1,560	1,238	1,700	1,726	126	1,668
Silver Bow	49,061	- 7.8	15,350	202	14,543	15,048	1,081	28,788
Stillwater	6,925	+21.6	1,820	796	1,340	1,368	130	1,580
Sweet Grass	2,988	-19.8	820	463	883	908	70	1,136
Teton	5,886	-15.0	1,630	1,081	1,699	1,729	142	2,162
Toole	5,406	-20.2	1,540	569	1,663	1,705	190	3,130
Treasure	1,292	-13.8	310	203	300	318	31	377
Valley	10,657	-29.8	2,890	1,297	3,528	3,611	334	6,446
Wheatland	2,809	-14.5	760	229	780	803	91	1,390
Wheatux	1,939	-10.4	490	373	486	491	42	374
Yellowstone	37,347	- 9.3	10,510	1,703	10,134	10,403	707	22,472
Yellowstone National Park (Part)	-100.0	12	18
TOTAL STATE..	478,973	-14.2	124,180	41,823	134,503	137,900	11,113	\$232,366

* Civilian Population Estimates—Bureau of the Census, March 1, 1943. Radio Homes projected by RADIO DAILY from Civilian Population Estimates, 1943. Money values are in thousands of dollars.

NEBRASKA

Population 1943* 1,194,124
 Radio Homes, 1944 (RADIO
 DAILY Estimate) 312,520
 No. of Farms, 1940 121,062

County	POPULATION		Radio Daily Homes 1944	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1913*	% Change 1910-13			1940 Census	NAB Projection	Stores	Sales
Adams	29,056	+18.2	7,070	1,456	5,453	5,530	482	\$8,533
Antelope	10,786	-18.8	2,590	1,940	2,770	2,852	279	2,722

County	POPULATION		Radio Daily Homes 1944	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1913*	% Change 1910-43			1940 Census	NAB Projection	Stores	Sales
Arthur	799	-23.5	170	181	194	196	23	94
Banner	1,242	-11.5	300	323	302	306	11	52
Blaine	1,296	-15.7	300	278	307	314	32	224
Boone	10,325	-14.9	2,320	1,672	2,369	2,442	243	2,552
Box Butte	11,254	+ 4.8	2,920	854	2,469	2,547	252	4,729
Boyd	5,245	-13.4	1,140	913	1,149	1,175	151	1,380
Brown	4,973	-16.6	1,120	733	1,175	1,200	144	1,710
Buffalo	22,314	- 5.7	5,590	2,276	5,230	5,369	546	7,753
Burt	10,379	-17.3	2,800	1,508	2,950	3,004	248	3,185
Butler	10,870	-17.1	2,500	1,896	2,621	2,689	307	2,114
Cass	15,926	- 6.3	4,350	1,983	4,097	4,178	349	3,066
Cedar	13,245	-12.4	3,130	2,100	3,091	3,190	257	3,136
Chase	4,736	-10.8	1,080	768	1,073	1,095	128	1,846
Cherry	5,938	-38.4	1,360	1,217	1,808	1,893	210	2,610
Cheyenne	9,756	+ 2.6	2,420	1,167	2,102	2,144	229	3,617
Clay	10,191	- 2.4	8,670	1,551	2,427	2,470	259	1,735
Colfax	9,294	-12.5	2,380	1,416	2,422	2,466	249	2,875
Cuming	11,571	-14.7	2,820	1,925	2,895	2,966	250	3,627
Custer	17,669	-21.8	4,160	3,413	4,656	4,723	524	5,445
Dakota	8,538	-13.2	2,100	775	2,097	2,168	161	1,775
Dawes	9,124	- 6.7	2,450	844	2,350	2,404	237	3,743
Dawson	15,790	-11.7	3,660	1,919	3,914	3,982	390	6,888
Deuel	3,303	- 7.7	810	515	770	789	97	1,256
Dixon	8,986	-13.7	2,430	1,476	2,287	2,340	202	1,960
Dodge	23,867	+ 0.3	6,720	1,793	5,948	6,105	623	9,362
Douglas	See Listing—End of State							
Dundy	4,392	-16.2	920	652	961	982	97	1,171
Fillmore	9,445	-17.3	2,400	1,768	2,534	2,577	215	2,202
Franklin	6,188	-20.1	1,430	1,201	1,548	1,594	190	1,518
Frontier	4,992	-22.2	1,160	1,169	1,290	1,317	134	1,134
Furnas	8,141	-19.4	2,120	1,334	2,212	2,322	292	2,557
Gage	25,420	-14.1	6,640	2,870	6,748	6,918	622	8,176
Garden	3,764	-19.6	890	663	976	987	112	843
Garfield	2,875	-16.5	610	490	663	667	87	791
Gosper	2,702	-26.7	570	767	672	685	38	516
Grant	1,179	-11.2	280	119	274	282	39	579
Greely	5,632	-17.7	1,150	956	1,195	1,252	149	1,202
Hall	29,655	+ 7.7	8,000	1,567	6,637	6,778	596	11,611
Hamilton	8,312	-16.7	2,110	1,623	2,209	2,267	177	1,818
Harlan	5,823	-18.3	4,010	1,121	1,460	1,525	160	1,274
Hayes	2,197	-25.7	470	561	546	563	23	185
Hitchcock	5,452	-14.9	1,240	802	1,291	1,308	137	1,383
Holt	14,018	-15.3	3,200	2,305	3,288	3,368	335	3,628
Hooker	1,342	+ 7.1	280	123	244	246	36	837
Howard	7,048	-16.3	1,640	1,402	1,715	1,745	183	1,393
Jefferson	16,156	+ 4.0	4,310	1,611	3,674	3,775	320	4,403
Johnson	7,054	-18.6	1,950	1,282	1,986	2,032	189	1,651
Kearney	6,362	- 7.2	1,690	1,155	1,594	1,640	141	1,248
Keith	6,121	-26.5	1,470	766	1,746	1,772	185	3,587
Keyapaha	2,293	-29.1	500	572	602	615	43	268
Kimball	3,444	-12.0	870	515	880	891	102	1,345
Knox	14,466	-12.2	3,230	2,464	3,244	3,291	327	2,019
Lancaster	See Listing—End of State							
Lincoln	27,362	+ 7.6	6,730	1,962	5,621	5,703	537	9,999
Logan	1,472	-15.5	300	269	313	322	39	330
Loup	1,431	-19.5	320	314	340	355	34	165
McPherson	980	-16.6	190	264	205	207	8	87
Madison	22,278	- 8.2	5,680	1,874	5,477	5,653	598	8,718
Merrick	7,954	-15.0	2,070	1,238	2,142	2,177	249	2,258
Morrill	7,540	-20.1	1,700	1,007	1,840	1,888	194	2,284
Nance	6,219	-18.7	1,400	961	1,504	1,533	140	1,378
Nemaha	9,930	-22.3	2,780	1,471	3,108	3,169	259	3,005
Nuckolls	8,493	-18.7	2,040	1,373	2,207	2,233	213	2,262
Otoe	15,605	-17.8	4,300	2,215	4,601	4,675	477	5,168
Pawnee	6,585	-22.7	1,640	1,362	1,863	1,883	165	1,580
Perkins	4,408	-15.2	1,030	897	1,062	1,089	116	1,677
Phelps	7,196	-14.9	2,050	1,161	2,076	2,160	201	2,960
Pierce	8,860	-13.2	2,160	1,601	2,159	2,222	217	2,196
Platte	17,020	-15.7	3,800	2,094	3,961	4,036	378	5,789
Polk	7,127	-18.5	2,000	1,386	2,030	2,068	173	1,482
Redwillow	10,274	-14.0	2,610	1,047	2,647	2,717	302	5,223
Richardson	16,059	-16.3	4,150	1,915	4,351	4,409	397	5,489
Rock	3,214	-19.2	730	593	781	800	83	958
Saline	12,915	-14.0	3,440	2,067	3,541	3,581	360	3,606
Sarpy	10,522	+ 8.8	2,750	1,064	2,257	2,308	121	1,406
Saunders	17,086	- 4.5	4,490	2,668	4,193	4,272	390	4,196
Scotts Bluff	29,735	-12.3	6,880	1,900	6,895	7,021	616	14,936
Seward	11,983	-15.4	3,080	2,076	3,172	3,242	345	2,965
Sheridan	8,424	-14.6	2,060	1,236	2,122	2,173	223	3,728
Sherman	5,817	-25.1	1,180	1,167	1,363	1,385	144	1,200
Sioux	2,781	-30.5	610	609	767	780	39	298

County	POPULATION		Radio Daily Homes 1914	No. of Farms	RADIO HOMES 1940		RETAIL—SERVICE	
	1913*	% Change 1910-13			Census	NAB Projection	Stores	Sales
Stanton	5,843	-15.2	1,410	1,218	1,468	1,480	99	955
Thayer	10,160	-17.1	2,520	1,641	2,076	2,711	286	2,932
Thomas	1,185	-23.7	280	189	317	319	48	338
Thurston	8,443	-17.7	1,650	1,100	1,734	1,789	160	1,811
Valley	6,845	-16.1	1,650	1,173	1,738	1,758	150	1,720
Washington	10,134	-12.5	2,700	1,577	2,713	2,788	170	2,291
Wayne	8,431	-14.7	2,230	1,451	2,316	2,350	182	2,409
Webster	6,961	-13.8	1,650	1,283	1,691	1,713	166	1,847
Wheeler	1,538	-28.2	330	377	392	397	33	170
York	12,507	-15.9	3,370	1,829	3,544	3,590	300	4,346
City								
LINCOLN (Lancaster)	95,526	- 5.0	27,810	2,915	26,329	26,482	537	9,999
OMAHA (Douglas; Pottawattamie, Ia.)								
COUNCIL BLUFFS, IA.	307,312	- 2.0	87,090	5,554	78,409	80,642	6,091	139,080
TOTAL STATE..	1,194,124	- 9.1	312,520	121,062	298,700	305,681	2,641	\$423,568

* Civilian Population Estimates—Bureau of the Census, March 1, 1943. Radio Homes projected by RADIO DAILY from Civilian Population Estimates, 1943. Money values are in thousands of dollars.

NEVADA

Population 1943* 136,685
 Radio Homes, 1944 (RADIO DAILY Estimate) 38,770
 No. of Farms, 1940 3,573

County	POPULATION		Radio Daily Homes 1914	No. of Farms	RADIO HOMES 1940		RETAIL—SERVICE	
	1913*	% Change 1910-13			Census	NAB Projection	Stores	Sales
Churchill	4,920	- 7.5	1,240	597	1,183	1,218	95	\$2,598
Clark	41,790	+154.6	10,320	362	3,788	3,871	395	9,959
Douglas	1,641	-20.2	420	127	437	473	56	938
Elko	9,928	- 9.0	2,560	491	2,433	2,535	291	5,415
Esmeralda	770	-50.5	240	25	400	405	43	886
Eureka	938	-31.1	200	59	248	263	34	326
Humboldt	4,087	-13.8	970	226	958	1,009	119	2,733
Lander	1,514	-13.2	380	54	390	395	55	763
Lincoln	4,043	- 2.1	1,070	217	961	991	83	1,270
Lyon	3,564	-12.6	920	342	903	944	93	1,141
Mineral	7,686	+797.9	4,410	83	475	486	50	772
Nye	4,273	+18.5	1,190	141	897	926	127	2,026
Ormsby	2,904	- 9.5	830	28	821	830	82	1,578
Pershing	2,827	+ 4.2	650	108	593	612	60	1,071
Storey	506	-58.4	200	8	317	344	30	404
Washoe	34,155	+ 5.2	10,430	516	8,703	9,069	838	27,132
White Pine	11,139	-10.0	2,740	189	2,693	2,748	190	6,173
TOTAL STATE..	136,685	+25.7	38,770	3,573	26,200	27,119	9,639	\$65,183

* Civilian Population Estimates—Bureau of the Census, March 1, 1943. Radio Homes projected by RADIO DAILY from Civilian Population Estimates, 1943. Money values are in thousands of dollars.

N. HAMPSHIRE

Population 1943* 454,490
 Radio Homes, 1944 (RADIO DAILY Estimate) 122,670
 No. of Farms, 1940 16,554

County	POPULATION		Radio Daily Homes 1914	No. of Farms	RADIO HOMES 1940		RETAIL—SERVICE	
	1913*	% Change 1910-13			Census	NAB Projection	Stores	Sales
Belknap	21,524	-11.5	5,780	854	5,858	5,894	477	\$9,842
Carroll	12,787	-18.0	3,450	742	3,657	3,754	450	5,708
Cheshire	33,230	- 4.9	9,030	1,557	8,321	8,596	580	12,265
Coos	32,065	-17.0	7,940	1,136	8,343	8,532	746	12,930
Grafton	39,060	-12.5	10,330	2,034	10,318	10,655	880	18,461
Hillsborough	See Listing—End of State							
Merrimack	50,664	-16.5	13,290	2,120	14,028	14,290	1,069	22,732
Rockingham	58,212	+ 0.4	16,320	2,993	14,468	14,844	1,335	23,323
Strafford	43,051	- 1.2	11,760	1,226	10,584	10,788	820	17,809
Sullivan	25,908	+ 1.8	6,920	1,285	6,058	6,173	408	9,404
City								
MANCHESTER (Hillsborough)	137,449	- 5.1	37,850	2,607	35,174	36,048	2,874	60,055
TOTAL STATE..	454,490	- 7.5	122,670	16,554	116,800	119,664	19,639	\$192,529

* Civilian Population Estimates—Bureau of the Census, March 1, 1943. Radio Homes projected by RADIO DAILY from Civilian Population Estimates, 1943. Money values are in thousands of dollars.

NEW JERSEY

Population 1943* 4,103,454
 Radio Homes, 1944 (RADIO
 DAILY Estimate) 1,143,080
 No. of Farms, 1940 25,835

County	POPULATION		Radio Daily Homes 1944	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1943*	% Change 1910-43			1940 Census	NAB Projection	Stores	Sales
Atlantic	See Listing—	End of State						
Bergen	See Listing—	End of State						
Burlington	See Listing—	End of State						
Camden	See Listing—	End of State						
Cape May	26,034	— 9.0	7,860	418	7,587	7,785	1,411	17,456
Cumberland	72,874	— 0.4	19,690	2,760	17,479	17,900	1,461	28,873
Essex	See Listing—	End of State						
Gloucester	See Listing—	End of State						
Hudson	See Listing—	End of State						
Hunterdon	34,696	— 5.6	9,810	2,431	9,292	9,434	751	11,364
Mercer	See Listing—	End of State						
Middlesex	See Listing—	End of State						
Monmouth	See Listing—	End of State						
Morris	See Listing—	End of State						
Ocean	36,794	— 0.9	10,820	875	9,618	9,025	1,315	19,736
Passaic	See Listing—	End of State						
Salem	42,479	+ 1.0	11,320	1,547	9,963	10,199	774	14,223
Somerset	74,965	+ 0.8	19,500	1,319	17,016	17,564	1,374	23,328
Sussex	30,388	+ 2.6	8,270	1,273	7,205	7,319	737	12,595
Union	See Listing—	End of State						
Warren	48,226	— 3.9	13,630	1,521	12,665	12,856	1,160	16,064
City	METROPOLITAN DISTRICTS—COUNTIES							
ATLANTIC CITY (Atlantic)	107,272	—13.5	30,540	1,618	30,852	31,814	3,964	64,301
TRENTON (Mercer)	196,966	— 0.2	50,730	1,135	44,807	46,118	4,535	89,873
TOTAL STATE	4,103,454	— 1.2	1,143,080	25,835	1,020,466	1,050,612	91,715	\$1,704,931

Note—Bergen, Essex, Hudson, Middlesex, Monmouth, Morris, Passaic, Union Counties contained in New York Northeastern Metropolitan District. Listed under New York. Burlington, Camden, Gloucester Counties contained in Philadelphia Metropolitan District. Listed under Pennsylvania.

* Civilian Population Estimates—Bureau of the Census, March 1, 1943. Radio Homes projected by RADIO DAILY from Civilian Population Estimates, 1943. Money values are in thousands of dollars.

NEW MEXICO

Population 1943* 496,161
 Radio Homes, 1944
 (RADIO DAILY Esti-
 mate) 73,920
 No. of Farms, 1940 34,105

County	POPULATION		Radio Daily Homes 1944	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1943*	% Change 1910-43			1940 Census	NAB Projection	Stores	Sales
Bernalillo	72,477	+ 4.4	15,280	1,646	12,688	13,396	1,220	\$27,188
Catron	3,182	—34.8	410	641	550	558	90	370
Chaves	25,461	+ 6.2	4,740	979	3,955	4,088	479	9,220
Colfax	14,918	—20.3	2,750	659	3,014	3,057	354	5,127
Curry	20,584	+13.4	4,460	1,191	3,502	3,633	418	8,803
DeBaca	4,564	+22.5	670	347	490	508	81	780
Dona Ana	27,469	— 9.7	3,750	1,574	3,695	3,746	412	5,483
Eddy	25,610	+ 5.3	4,380	655	3,867	3,983	377	8,519
Grant	21,317	+12.8	3,770	618	2,993	3,059	263	5,116
Guadalupe	7,654	—11.5	580	476	551	590	139	1,503
Harding	3,176	—27.4	340	475	450	477	72	702
Hidalgo	6,235	+29.3	1,020	228	737	746	111	1,709
Lca	17,160	—18.9	4,150	549	4,254	4,559	392	8,752
Lincoln	6,678	—22.0	1,010	640	1,094	1,144	179	1,438
Luna	8,434	+30.6	1,400	308	970	987	150	2,294
McKinley	31,723	+34.2	3,440	1,996	2,283	2,385	303	6,736
Mora	8,315	—24.3	300	1,222	333	340	109	633
Otero	11,050	+ 5.0	1,480	656	1,315	1,348	207	2,364
Quay	11,670	— 3.6	2,260	999	2,069	2,132	255	3,614
Rio Arriba	20,994	—17.2	980	2,622	1,039	1,058	194	1,761
Roosevelt	12,995	—10.7	2,180	1,797	2,087	2,206	222	3,152
Sandoval	12,603	— 9.3	760	1,710	743	765	134	876
San Juan	8,262	—51.7	850	2,383	1,385	1,440	169	2,127
San Miguel	23,942	—14.2	1,990	1,482	2,029	2,073	334	4,482
Santa Fe	26,427	—14.3	3,990	973	4,074	4,161	369	9,045
Sierra	5,175	—25.7	740	397	877	883	169	1,221
Socorro	9,205	—19.4	820	798	881	897	173	1,520

County	POPULATION		Radio Daily Homes 1914	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1943*	% Change 1910-43			1940 Census	NAB Projection	Stores	Sales
Taos	15,596	—15.8	890	1,803	921	948	255	1,796
Torrance	8,264	—25.0	860	1,301	970	1,008	175	1,201
Union	6,921	—23.9	2,200	1,035	1,366	1,395	189	2,073
Valencia	18,100	—10.6	1,470	1,945	1,427	1,483	235	2,422
TOTAL STATE..	496,161	— 6.5	73,920	34,105	66,609	69,053	8,229	\$132,117

* Civilian Population Estimates—Bureau of the Census, March 1, 1943. Radio Homes projected by RADIO DAILY from Civilian Population Estimates, 1943. Money values are in thousands of dollars.

NEW YORK

Population 1943* 12,684,378
 Radio Homes, 1944 (RADIO DAILY Estimate) 3,638,130
 No. of Farms, 1940 153,238

County	POPULATION		Radio Daily Homes 1914	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1943*	% Change 1910-43			1940 Census	NAB Projection	Stores	Sales
Albany	See Listing—End of State							
Allegany	37,480	— 5.5	9,970	3,018	9,311	9,585	764	11,740
Bronx	See Listing—End of State							
Broome	See Listing—End of State							
Cattaraugus	64,236	—11.6	17,520	4,124	17,354	17,878	1,331	28,172
Cayuga	59,359	— 9.4	16,600	3,359	15,934	16,434	1,406	24,615
Chautauqua	115,595	— 6.5	34,490	5,573	32,632	33,487	2,354	44,202
Chemung	76,457	+ 3.7	21,300	1,508	18,454	19,296	1,658	33,917
Chenango	33,800	— 7.3	9,360	3,371	8,883	9,082	872	14,641
Clinton	42,875	—16.3	9,380	2,753	9,778	9,982	891	16,142
Columbia	36,699	—11.5	10,300	2,153	10,229	10,514	1,054	14,607
Cortland	30,457	— 9.5	8,880	1,787	8,615	8,879	771	15,262
Delaware	36,939	— 9.9	9,590	3,738	9,364	9,592	966	15,964
Dutchess	118,795	— 1.4	28,770	1,958	25,690	26,386	2,440	52,783
Erie	See Listing—End of State							
Essex	29,825	—12.7	7,250	1,604	7,238	7,473	791	12,126
Franklin	40,815	— 7.8	9,420	2,761	8,954	9,235	1,035	16,080
Fulton	45,165	— 7.1	13,930	1,323	13,327	13,523	1,054	20,056
Genesee	40,978	— 7.9	11,300	2,487	10,745	11,074	797	16,426
Greene	24,304	—13.0	7,140	1,653	7,229	7,363	808	9,870
Hamilton	2,895	—30.9	760	248	949	971	216	1,459
Herkimer	See Listing—End of State							
Jefferson	70,261	—14.8	18,800	4,205	20,380	20,834	2,052	33,591
Kings	See Listing—End of State							
Lewis	19,102	—16.3	4,610	2,126	4,774	4,905	479	5,778
Livingston	33,809	—12.2	8,410	2,155	8,353	8,577	802	11,378
Madison	37,282	— 5.8	10,660	2,752	9,845	10,163	884	15,170
Monroe	See Listing—End of State							
Montgomery	53,446	— 9.6	15,590	1,813	15,286	15,588	1,291	22,542
Nassau	See Listing—End of State							
New York	See Listing—End of State							
Niagara	See Listing—End of State							
Oneida	See Listing—End of State							
Onondaga	See Listing—End of State							
Ontario	50,152	— 9.3	13,900	3,093	13,270	13,805	1,107	20,364
Orange	125,619	— 6.3	35,800	3,513	33,337	34,416	3,369	62,270
Orleans	24,703	—11.0	7,080	2,161	7,001	7,147	559	8,538
Oswego	63,371	—10.3	17,750	4,426	17,284	17,752	1,387	22,000
Otsego	39,956	—13.3	11,390	3,752	11,450	11,737	1,077	18,776
Putnam	13,996	—15.5	3,780	346	3,959	4,023	422	8,257
Queens	See Listing—End of State							
Rensselaer	See Listing—End of State							
Richmond	See Listing—End of State							
Rockland	See Listing—End of State							
St. Lawrence	88,190	— 3.2	20,290	6,236	19,413	19,904	1,846	28,728
Saratoga	62,892	— 4.1	19,970	2,591	16,507	16,833	1,556	21,619
Schenectady	See Listing—End of State							
Schoharie	18,799	— 9.7	5,130	2,453	5,003	5,127	401	6,645
Schuyler	11,540	—11.1	3,220	1,126	3,148	3,254	307	3,568
Seneca	26,030	+ 1.2	6,330	1,413	5,399	5,706	477	5,894
Steuben	81,190	— 4.4	21,300	4,513	20,031	20,748	1,572	27,825
Suffolk	195,354	— 0.3	47,780	2,344	43,682	44,051	4,793	93,394
Sullivan	32,570	—14.1	9,140	2,778	9,224	9,515	1,396	19,392
Tioga	24,546	— 9.3	6,920	2,127	6,545	6,850	543	8,301
Tompkins	46,477	+ 9.8	13,650	1,966	11,087	11,369	749	18,091
Ulster	76,513	—12.1	21,980	3,286	22,088	22,427	2,000	32,924
Warren	33,674	— 6.6	9,480	1,096	9,044	9,199	884	20,414
Washington	41,076	—12.1	10,610	2,934	10,592	10,823	919	11,461
Wayne	49,032	— 7.0	14,040	4,334	13,131	13,630	1,000	19,477
Westchester	See Listing—End of State							
Wyoming	28,089	— 8.6	7,550	2,616	7,339	7,471	578	8,975
Yates	15,079	— 7.9	4,480	1,548	4,272	4,394	259	4,686

County	POPULATION		Radio Daily Homes 1944	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1913*	% Change 1910-43			1940 Census	NAB Projection	Stores	Sales
METROPOLITAN DISTRICTS—COUNTIES								
ALBANY (Albany, Rensselaer, Schenectady)								
SCHEENCTADY								
TROY	442,586	— 4.9	133,220	5,790	124,035	126,874	10,374	224,641
BINGHAMTON								
(Broome)	159,745	— 3.6	43,730	2,851	40,230	41,249	3,037	68,342
BUFFALO (Erie, Niagara)								
NIAGARA								
FALLS	966,545	+ 0.9	270,090	10,042	237,711	243,328	17,943	391,821
NEW YORK, NORTHEASTERN NEW JERSEY (Bronx, Kings, Nassau, New York, Queens, Richmond, Rockland, Westchester; Bergen, Essex, Hudson, Middlesex, Monmouth, Morris, Passaic, Union, N. J.)								
ROCHESTER (Monroe)	10,990,877	— 4.6	3,171,500	8,262	2,864,050	3,020,476	241,337	5,492,634
ROCHESTER								
(Onondaga)	420,303	— 4.1	124,750	4,129	113,480	117,687	8,591	203,857
SYRACUSE (Onondaga)	264,943	—10.2	77,630	4,490	74,709	77,634	5,289	130,114
UTICA (Herkimer, Oneida)								
ROME	256,305	— 2.6	69,150	7,022	63,176	64,623	5,606	96,307
TOTAL STATE	12,684,378	— 5.7	3,638,130	153,238	3,385,703	3,498,754	302,325	\$6,243,699

* Civilian Population Estimates—Bureau of the Census, March 1, 1943. Radio Homes projected by RADIO DAILY from Civilian Population Estimates, 1943. Money values are in thousands of dollars.

N. CAROLINA

Population 1943* . . . 3,424,954
 Radio Homes, 1944 (RADIO DAILY Estimate) . . . 518,560
 No. of Farms, 1940 . . . 278,276

County	POPULATION		Radio Daily Homes 1944	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1913*	% Change 1910-43			1940 Census	NAB Projection	Stores	Sales
Alamance	57,143	— 0.5	10,390	2,402	9,675	9,891	802	\$14,894
Alexander	12,839	— 4.6	1,710	1,988	1,596	1,633	155	1,206
Alleghany	8,080	— 3.1	940	1,690	860	878	157	647
Anson	25,037	—12.0	2,790	2,324	2,731	2,842	284	3,544
Ashe	19,399	—14.4	2,220	4,153	2,218	2,308	313	1,333
Avery	10,778	—20.5	1,160	1,584	1,285	1,306	141	572
Beaufort	32,046	—12.0	3,820	3,256	3,822	3,899	595	5,917
Bertie	23,901	— 8.8	2,370	3,095	2,273	2,349	270	2,862
Bladen	25,060	— 7.7	2,470	3,297	2,342	2,418	259	2,940
Brunswick	17,825	+ 4.2	1,070	1,721	1,406	1,460	232	1,218
Buncombe	See Listing—End of State							
Burke	35,972	— 6.8	5,500	2,228	5,242	5,340	456	5,736
Cabarrus	63,645	+ 7.2	12,320	1,843	10,315	10,537	747	14,695
Caldwell	35,006	— 2.3	5,280	2,705	4,775	4,890	391	5,765
Camden	4,955	— 8.9	480	561	656	672	73	211
Carteret	18,345	+ 0.7	2,630	714	2,321	2,366	311	3,183
Caswell	18,888	— 8.2	1,870	3,000	1,691	1,831	136	1,052
Catawba	48,793	— 5.5	9,340	3,082	8,733	8,982	704	10,703
Chatham	22,164	—10.4	3,000	3,173	2,827	3,000	274	2,832
Cherokee	17,426	— 7.4	2,030	2,182	1,902	1,970	225	1,784
Chowan	11,039	— 4.6	1,290	1,006	1,200	1,229	161	1,859
Clay	5,272	—17.7	480	1,097	513	537	64	177
Cleveland	56,741	— 2.3	8,860	4,750	8,022	8,200	561	9,490
Columbus	43,895	— 3.9	4,770	5,426	4,331	4,500	474	6,674
Craven	34,369	+ 9.8	4,440	2,226	3,598	3,702	529	6,310
Cumberland	63,884	+26.2	8,570	2,960	6,079	6,299	621	10,740
Currituck	5,903	—11.8	710	778	704	724	112	505
Dare	4,429	—24.6	800	55	909	938	151	827
Davidson	49,266	— 7.7	9,240	3,298	8,729	9,057	566	8,547
Davie	13,172	—11.7	2,160	1,521	2,003	2,100	207	1,730
Duplin	37,673	— 5.5	3,970	5,385	3,684	3,815	504	3,991
Durham	See Listing—End of State							
Edgecombe	44,223	—10.0	5,700	3,156	5,497	5,696	550	9,223
Forsyth	See Listing—End of State							
Franklin	27,745	— 8.7	2,870	3,630	2,703	2,838	266	2,803
Gaston	89,661	+ 2.4	16,830	2,207	14,656	15,029	1,030	16,552
Gates	9,055	—10.0	870	1,308	799	871	93	871
Graham	10,085	+66.5	930	818	537	548	65	371
Granville	26,770	— 8.8	2,870	3,555	2,860	2,841	297	3,799
Greene	16,325	—12.0	2,050	2,355	2,015	2,086	138	1,516
Guilford	See Listing—End of State							
Halifax	52,327	— 7.4	5,250	3,552	4,967	5,100	706	9,075
Hartnett	41,882	— 5.3	5,340	4,349	5,029	5,177	483	5,830
Haywood	30,568	—12.2	4,470	3,119	4,449	4,574	400	5,727
Henderson	23,269	—10.7	4,230	2,323	4,076	4,268	316	5,697

County	POPULATION		Radio Daily Homes 1914	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1913*	% Change 1910-13			1940 Census	NAB Projection	Stores	Sales
Hertford	17,004	-12.1	1,900	2,023	1,854	1,942	205	2,626
Hoke	15,421	+ 3.4	1,480	1,687	1,246	1,306	107	1,401
Hyde	6,206	-20.8	610	996	665	683	142	451
Iredell	45,968	- 8.8	7,900	3,905	7,621	7,817	755	8,929
Jackson	16,874	-12.9	1,670	2,565	1,664	1,721	185	2,166
Johnston	56,306	-11.7	7,090	7,646	7,063	7,235	670	7,820
Jones	9,665	-11.5	910	1,493	862	924	91	637
Lee	17,954	- 4.2	3,000	1,620	2,718	2,836	241	3,906
Lenoir	38,871	- 5.7	5,630	3,519	5,182	5,411	497	9,384
Lincoln	22,799	- 5.7	3,630	2,548	3,411	3,494	352	3,320
McDowell	21,238	- 7.6	3,060	1,243	2,893	2,996	259	3,031
Macon	14,110	-11.1	1,480	2,243	1,453	1,498	240	1,759
Madison	17,842	-20.8	1,900	3,891	2,048	2,120	298	1,370
Martin	23,937	- 8.3	2,310	2,406	2,178	2,250	341	4,083
Mecklenburg	See Listing—End of State							
Mitchell	13,903	-13.0	1,930	2,175	1,924	1,985	174	1,665
Montgomery	15,806	- 2.9	2,140	1,284	1,923	2,002	243	2,433
Moore	30,931	- 0.1	4,200	2,243	3,631	3,816	376	4,946
Nash	51,259	- 7.8	6,520	4,941	6,246	6,394	530	9,280
New Hanover	77,562	+61.8	14,130	324	7,803	8,230	948	17,480
Northampton	24,961	-11.8	2,010	2,941	1,950	2,045	235	1,679
Onslow	26,337	+46.8	2,490	2,188	1,445	1,579	223	1,609
Orange	23,588	+ 2.2	3,890	2,043	3,374	3,474	270	3,685
Pamlico	8,860	- 8.7	870	843	817	850	122	480
Pasquotank	22,925	+11.5	3,790	844	2,998	3,107	361	5,265
Pender	17,020	- 3.9	1,580	1,965	1,449	1,487	179	1,386
Perquimans	9,523	- 2.6	1,100	1,066	1,001	1,030	157	1,252
Person	22,628	- 9.6	2,700	2,832	2,629	2,697	255	3,157
Pitt	54,997	-10.2	6,980	5,650	6,802	6,977	681	12,359
Polk	10,661	-10.2	1,560	1,271	1,511	1,548	135	1,123
Randolph	40,470	- 9.2	7,110	4,230	6,595	7,042	538	6,056
Richmond	35,847	- 2.6	5,170	1,790	4,019	4,832	328	6,169
Robeson	84,031	+ 9.3	8,410	7,797	6,788	7,062	783	11,598
Rockingham	55,105	- 4.8	9,530	4,226	8,865	9,072	824	11,122
Rowan	57,354	-17.1	12,120	3,417	12,697	13,032	932	16,173
Rutherford	40,453	-11.2	6,410	3,706	6,349	6,476	557	6,190
Sampson	44,021	- 7.2	4,510	6,443	4,239	4,377	537	5,445
Scotland	21,892	- 5.8	2,310	1,702	2,090	2,223	259	3,418
Stanly	31,466	- 4.2	5,950	2,408	5,419	5,611	420	6,309
Stokes	20,522	- 9.4	2,720	4,071	2,639	2,694	250	1,530
Surry	41,868	+ 0.2	6,310	4,471	5,605	5,744	565	7,490
Swain	12,567	+ 3.2	1,100	1,617	941	907	154	830
Sylvania	12,657	+ 3.4	1,890	1,010	1,570	1,673	122	1,903
Tyrrell	4,809	-13.4	570	599	579	588	80	439
Union	36,264	- 7.2	5,360	4,552	4,997	5,200	497	5,199
Vance	27,686	- 7.6	3,490	2,179	3,290	3,422	380	6,356
Wake	104,492	- 4.6	17,870	5,255	16,529	17,024	1,441	33,976
Warren	21,700	- 6.2	1,550	2,558	1,440	1,488	243	2,354
Washington	11,904	- 3.4	1,310	969	1,200	1,228	182	1,362
Watauga	15,699	-13.3	1,990	2,606	2,008	2,065	261	1,958
Wayne	58,490	+ 0.3	7,630	4,378	6,736	6,937	707	11,529
Wilkes	37,346	-13.2	4,120	5,350	4,086	4,249	534	4,792
Wilson	46,174	- 8.1	6,580	4,118	6,191	6,449	637	10,396
Yadkin	18,076	-12.5	2,620	2,948	2,566	2,693	211	1,295
Yancey	14,016	-18.5	1,380	2,884	1,475	1,515	230	748

City	METROPOLITAN DISTRICTS—COUNTIES							
ASHEVILLE (Buncombe)	96,552	-11.2	19,400	5,426	19,024	19,593	1,530	32,476
CHARLOTTE (Mecklenburg)	155,160	+ 2.2	31,120	3,223	26,847	27,785	1,929	55,395
DURHAM (Durham)	83,274	+ 3.8	17,420	1,476	14,882	15,275	1,186	27,823
GREENSBORO (Guilford)	150,410	- 2.3	31,900	4,941	28,486	29,540	2,088	48,105
WINSTON-SALEM (Forsyth)	114,638	- 9.4	23,570	3,489	22,900	23,338	1,832	35,265
TOTAL STATE..	3,424,954	- 3.9	518,560	278,276	471,863	487,353	44,328	\$675,361

* Civilian Population Estimates—Bureau of the Census, March 1, 1943. Radio Homes projected by RADIO DAILY from Civilian Population Estimates, 1943. Money values are in thousands of dollars.

N. DAKOTA

Population 1943* 541,395
 Radio Homes, 1944 (RADIO
 DAILY Estimate) 128,290
 No. of Farms, 1940 73,962

County	POPULATION		Radio Daily Homes 1944	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1943*	% Change 1910-43			1940 Census	NAB Projection	Stores	Sales
Adams	3,631	-22.1	1,890	753	963	1,008	93	\$1,022
Barnes	14,534	-18.4	3,720	1,999	3,045	4,044	355	4,872
Benson	10,335	-18.2	2,300	1,648	2,450	2,504	177	1,734
Billings	1,639	-35.2	330	471	423	427	17	102
Bottineau	10,784	-18.6	2,670	2,219	2,851	2,926	263	2,628
Bowman	3,546	- 8.1	860	659	822	845	107	1,107
Burke	6,448	-15.7	1,660	1,201	1,734	1,764	181	1,199
Burleigh	18,590	-17.4	4,880	1,212	4,808	5,051	329	9,039
Cass	45,637	-13.6	12,040	2,592	12,191	12,538	944	25,513
Cavalier	11,790	-15.3	2,590	2,104	2,605	2,720	258	2,492
Dickey	8,299	-15.1	1,980	1,274	2,037	2,080	180	2,085
Divide	5,517	-22.1	1,490	1,306	1,658	1,691	137	1,271
Dunn	6,230	-25.6	1,220	1,359	1,397	1,445	111	799
Eddy	4,466	-22.2	1,100	678	1,215	1,247	111	1,504
Emmons	9,447	-19.2	1,650	1,413	1,776	1,814	115	1,378
Foster	4,859	-16.6	1,160	661	1,221	1,254	135	1,596
Golden Valley	3,063	-12.4	770	507	762	784	80	895
Grand Forks	29,963	-13.2	7,780	2,065	7,844	8,018	571	14,355
Grant	6,486	-21.5	1,210	1,233	1,355	1,382	98	793
Griggs	4,712	-19.0	1,130	940	1,231	1,250	105	1,136
Hettinger	6,961	- 6.7	1,390	1,055	1,337	1,348	117	1,468
Kidder	5,480	-18.1	1,190	1,025	1,263	1,289	108	909
La Moure	9,086	-11.8	2,060	1,429	2,027	2,098	183	1,635
Logan	6,490	-14.2	1,210	1,044	1,247	1,264	100	845
McHenry	11,919	-15.1	2,730	1,992	2,827	2,873	249	2,177
McIntosh	7,934	-11.7	1,530	1,118	1,536	1,559	124	1,194
McKenzie	6,462	-23.3	1,600	1,563	1,805	1,837	113	1,052
McLean	14,662	- 8.8	3,210	2,423	3,126	3,179	253	2,294
Mercer	8,204	-14.6	1,540	1,057	1,599	1,620	123	1,393
Morton	18,107	-10.3	3,990	1,755	3,842	3,994	320	4,578
Mountrail	8,850	-15.6	2,180	1,831	2,274	2,320	203	1,905
Nelson	7,704	-15.6	1,850	1,268	1,925	1,972	193	1,761
Oliver	3,365	-12.8	690	638	671	706	29	231
Pembina	12,684	-19.1	3,050	1,811	3,168	3,236	331	3,316
Pierce	7,865	-14.6	1,630	1,137	1,661	1,716	130	1,903
Ramsey	12,464	-20.2	3,110	1,497	3,340	3,458	308	5,794
Ransom	8,484	-15.7	2,100	1,257	2,122	2,227	187	2,362
Renville	5,182	- 6.3	1,390	1,056	1,299	1,337	108	1,023
Richland	17,417	-15.1	4,230	2,490	4,320	4,452	366	5,627
Rolette	9,761	-22.4	1,670	1,254	1,860	1,895	149	1,994
Sargent	7,213	-17.0	1,740	1,285	1,827	1,869	157	1,219
Sheridan	5,506	-16.8	1,190	1,018	1,255	1,285	117	748
Sioux	3,557	-19.5	660	447	656	671	47	525
Slope	2,005	-31.6	500	589	614	630	31	149
Stark	14,018	- 9.1	2,960	1,320	2,848	2,927	207	3,060
Steele	4,316	-30.3	1,000	981	1,228	1,249	102	853
Stutsman	20,498	-12.8	4,540	2,256	4,562	4,677	373	6,418
Towner	5,780	-19.7	1,430	1,030	1,520	1,583	160	1,669
Trail	11,677	- 5.1	2,770	1,498	2,587	2,642	249	3,209
Walsh	17,260	-16.8	3,740	2,490	3,919	4,015	331	5,032
Ward	26,984	-15.6	7,020	2,447	7,244	7,471	647	11,920
Wells	9,852	-12.0	2,390	1,527	2,386	2,442	227	2,436
Williams	13,742	-15.8	3,570	2,080	3,690	3,801	340	5,001
TOTAL STATE..	541,395	-15.6	128,290	73,962	131,006	134,437	11,049	\$162,780

* Civilian Population Estimates—Bureau of the Census, March 1, 1943. Radio Homes projected by RADIO DAILY from Civilian Population Estimates, 1943. Money values are in thousands of dollars.

OHIO

Population 1943* 6,822,021
 Radio Homes, 1944 (RADIO
 DAILY Estimate) 1,894,240
 No. of Farms, 1940 233,783

County	POPULATION		Radio Daily Homes 1944	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1943*	% Change 1910-43			1940 Census	NAB Projection	Stores	Sales
Adams	17,333	-20.1	3,610	2,684	3,066	4,013	384	\$3,068
Allen	69,817	- 4.8	19,940	2,574	18,570	18,991	1,444	29,477
Ashland	27,644	- 7.2	8,060	2,336	7,508	7,826	511	10,652
Ashtabula	65,766	- 4.2	18,930	4,746	17,353	17,852	1,368	25,217
Athens	38,250	-17.1	9,340	2,413	9,642	10,042	774	11,875
Auglaize	26,022	- 7.2	7,420	2,387	7,048	7,200	589	7,496
Belmont	See Listing—End of State							

County	POPULATION		Radio Daily Homes 1914	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1913*	% Change 1910-13			1910 Census	NAB Projection	Stores	Sales
Brown	18,382	-15.0	4,460	3,326	4,002	4,004	423	3,003
Butler	See Listing—	End of State						
Carroll	15,541	-10.9	3,890	1,930	3,821	3,928	304	3,187
Champaign	24,301	-3.4	6,870	2,055	6,321	6,422	482	6,968
Clark	See Listing—	End of State						
Clermont	31,490	-7.7	8,280	3,465	7,093	8,114	625	7,303
Clinton	22,014	-2.5	6,340	2,020	5,781	5,924	516	7,742
Columbiana	86,347	-4.2	23,410	3,643	21,437	22,082	1,870	31,967
Coshocton	26,441	-13.6	7,090	2,497	7,208	7,381	584	8,587
Crawford	34,814	-2.1	10,310	2,053	9,334	9,548	737	11,892
Cuyahoga	See Listing—	End of State						
Darke	35,781	-7.9	9,860	4,680	9,443	9,663	798	10,718
Defiance	21,652	-11.1	6,040	2,141	5,944	6,101	490	7,386
Delaware	22,749	-15.1	6,330	2,780	6,366	6,065	517	7,320
Erie	45,267	+4.8	12,920	1,660	10,918	11,239	954	16,811
Fairfield	43,991	-9.3	11,830	3,031	11,470	11,712	794	13,135
Fayette	19,564	-8.6	5,060	1,564	4,916	5,013	391	7,369
Franklin	See Listing—	End of State						
Fulton	21,801	-7.7	6,100	2,771	5,823	5,983	468	7,407
Gallia	23,284	-6.6	4,270	2,736	3,905	4,144	310	4,514
Geauga	15,822	-18.6	3,930	2,497	4,255	4,318	306	4,546
Greene	41,769	+21.5	11,200	2,164	8,281	8,481	502	9,377
Guernsey	31,873	-17.9	8,430	2,767	8,808	9,156	709	9,427
Hamilton	See Listing—	End of State						
Hancock	35,452	-13.1	10,720	2,830	10,773	11,057	732	12,905
Hardin	25,272	-6.6	7,110	2,358	6,739	6,906	587	6,898
Harrison	17,273	-15.0	4,310	1,818	4,368	4,533	343	3,646
Henry	20,171	-11.4	5,570	2,450	5,525	5,621	418	6,000
Highland	24,541	-9.4	6,640	2,986	6,428	6,572	548	7,622
Hocking	16,954	-21.2	3,990	1,403	4,396	4,480	321	4,395
Holmes	15,800	-11.6	3,000	2,286	2,994	3,063	294	3,708
Huron	29,975	-13.9	8,710	2,457	8,820	9,069	763	11,677
Jackson	23,239	-13.9	5,340	1,757	5,463	5,562	436	6,598
Jefferson	88,073	-10.2	21,740	2,011	21,380	21,742	1,768	34,049
Knox	28,254	-8.9	8,170	2,893	7,749	8,087	556	9,706
Lake	52,546	+5.1	15,200	1,601	12,959	13,217	897	18,498
Lawrence	See Listing—	End of State						
Licking	59,723	-4.1	17,400	3,994	15,759	16,420	1,098	20,043
Logan	26,274	-11.3	7,710	2,493	7,614	7,785	687	8,927
Lorain	113,064	+0.6	31,630	3,423	27,895	28,497	2,047	39,348
Lucas	See Listing—	End of State						
Madison	20,145	-7.6	4,500	1,552	4,309	4,414	375	6,033
Mahoning	See Listing—	End of State						
Marion	45,300	+0.9	13,070	1,838	11,289	11,769	734	14,759
Medina	32,611	-1.3	9,370	3,126	8,328	8,597	630	11,367
Meigs	20,724	-14.0	4,820	2,703	4,805	5,019	391	5,141
Mercer	23,314	-11.2	5,870	2,795	5,818	5,927	522	7,107
Miami	54,096	+2.8	15,980	2,867	13,867	14,148	914	17,761
Monroe	14,573	-21.8	2,940	2,986	3,224	3,333	271	2,224
Montgomery	See Listing—	End of State						
Morgan	10,963	-22.9	2,630	2,186	2,928	3,020	216	2,457
Morrow	13,737	-12.2	3,750	2,315	3,695	3,824	190	2,882
Muskingum	64,970	-6.9	18,190	3,381	17,252	17,656	1,240	24,697
Noble	10,526	-27.8	2,260	2,193	2,722	2,760	257	2,000
Ottawa	24,761	+2.4	7,020	1,680	6,026	6,264	510	7,683
Paulding	13,365	-13.9	3,580	1,758	3,642	3,723	323	3,425
Perry	23,690	-23.8	5,920	2,130	6,708	6,884	479	6,051
Pickaway	26,035	-6.6	5,790	1,869	5,527	5,622	442	5,732
Pike	12,216	-24.2	2,100	1,702	2,373	2,437	251	2,152
Portage	50,058	+7.3	13,500	3,368	11,221	11,545	789	15,282
Preble	22,415	-3.9	6,210	2,588	5,743	5,858	530	6,324
Putnam	19,881	-20.5	5,140	2,867	5,621	5,775	524	5,772
Richland	71,250	-3.5	19,690	2,857	17,986	18,570	1,293	28,730
Ross	46,815	-10.2	10,510	2,765	10,270	10,516	718	13,747
Sandusky	42,968	+4.8	11,410	2,383	10,500	10,791	855	13,878
Scioto	73,546	-15.0	17,130	3,354	17,305	18,020	1,456	23,749
Seneca	47,496	-2.1	13,010	2,781	11,673	12,047	1,000	16,464
Shelby	25,178	-3.4	6,850	2,253	6,273	6,400	473	7,112
Stark	See Listing—	End of State						
Summit	See Listing—	End of State						
Trumbull	See Listing—	End of State						
Tuscarawas	64,780	-5.9	17,400	2,832	16,304	16,733	1,344	20,071
Union	18,125	-9.4	5,110	2,332	4,982	5,056	375	6,005
Van Wert	20,694	-22.7	6,050	2,372	6,750	6,956	484	7,607
Vinton	8,901	-23.1	1,690	1,306	1,920	1,952	144	1,279
Warren	30,430	+1.8	8,060	2,450	7,061	7,192	500	7,072
Washington	35,061	-18.1	8,690	3,836	9,151	9,443	699	10,843
Wayne	49,124	-2.8	12,450	3,776	11,428	11,639	1,019	16,066
Williams	23,088	-9.5	6,970	2,384	6,770	6,960	626	8,550
Wood	68,298	+31.9	18,850	3,406	12,926	13,268	1,124	13,150
Wyandot	17,338	-9.8	4,760	1,910	4,079	4,747	384	5,091

County	POPULATION		Radio Daily Homes 1914	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1913*	% Change 1910-13			1910 Census	NAB Projection	Stores	Sales
METROPOLITAN DISTRICTS—COUNTIES								
AKRON (Summit) ...	359,276	+ 5.9	101,860	2,986	85,603	87,816	6,070	140,031
CANTON (Stark)	248,507	+ 5.8	87,510	4,707	56,730	58,199	4,260	92,205
CINCINNATI (Hamilton: Dearborn, Ind.: Kenton, Ky.) . . .	850,179	+ 5.2	247,860	7,322	212,958	217,946	15,521	352,463
CLEVELAND (Cuyahoga) ..	1,199,049	— 1.5	349,790	2,500	318,772	323,878	24,211	555,343
COLUMBUS (Franklin) ..	417,498	+ 7.7	118,680	3,513	96,785	100,569	7,025	186,311
DAYTON (Montgomery)	341,553	+15.6	98,380	4,163	76,034	78,076	5,143	129,680
HAMILTON (Butler)	123,813	+ 3.0	33,880	2,926	29,254	29,979	2,014	41,873
MIDDLETOWN (Clark)	98,717	+ 3.2	28,000	2,281	24,258	24,780	1,728	35,536
TOLEDO (Lucas)	324,657	— 5.7	95,850	2,403	89,929	92,162	6,109	155,392
YOUNGSTOWN (Mahoning, Trumbull) ...	365,499	— 1.9	92,760	6,685	83,698	85,886	5,736	136,894
TOTAL STATE..	6,822,021	— 1.2	1,894,240	233,783	1,697,672	1,739,399	127,215	\$2,616,387

Note—Belmont County contained in Wheeling Metropolitan District. Listed under W. Va. Lawrence County contained in Huntington Metropolitan District. Listed under W. Va.

* Civilian Population Estimates—Bureau of the Census, March 1, 1943. Radio Homes projected by RADIO DAILY from Civilian Population Estimates, 1943. Money values are in thousands of dollars.

OKLAHOMA

Population 1943* 2,100,524
 Radio Homes, 1944
 (RADIO DAILY Estimate) 427,980
 No. of Farms, 1940 179,687

County	POPULATION		Radio Daily Homes 1914	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1913*	% Change 1910-13			1910 Census	NAB Projection	Stores	Sales
Adair	14,841	— 5.8	1,530	1,704	1,412	1,474	174	\$1,090
Alfalfa	11,112	—21.4	3,140	2,012	3,127	3,180	283	2,676
Atoka	15,751	—15.8	1,760	2,069	1,787	1,877	225	1,715
Beaver	7,288	—15.7	1,500	1,659	1,578	1,597	142	1,016
Beckham	19,383	—12.6	3,970	2,424	3,924	4,088	468	5,426
Blaine	15,675	—15.5	3,070	2,160	3,125	3,266	388	3,781
Bryan	33,208	—12.9	5,740	3,512	5,643	5,924	445	6,215
Caddo	34,765	—16.4	6,390	4,425	6,526	6,797	687	7,444
Canadian	24,545	— 9.1	5,650	2,486	5,427	5,535	435	6,427
Carter	33,948	—21.6	6,520	2,517	7,121	7,412	770	9,358
Cherokee	18,574	—11.7	1,890	2,507	1,821	1,925	237	1,987
Choctaw	19,997	—29.5	2,530	3,042	3,091	3,173	299	3,076
Cimarron	3,369	— 7.8	700	605	671	686	97	873
Cleveland	31,028	+11.9	6,330	2,061	5,087	5,190	433	6,068
Coal	9,414	—26.5	1,210	1,558	1,430	1,463	143	1,467
Comanche	49,964	+51.1	10,340	2,039	6,259	6,435	650	10,350
Cotton	10,688	—17.0	2,080	1,544	2,167	2,238	201	2,703
Craig	19,351	— 8.2	3,100	2,166	2,952	3,043	280	3,896
Creek	41,955	—24.4	8,370	3,156	9,417	9,724	938	11,108
Custer	20,077	—13.0	4,370	2,290	4,340	4,502	486	5,939
Delaware	10,358	—44.3	1,400	2,683	2,038	2,117	194	1,216
Dewey	9,863	—17.7	1,880	1,931	2,001	2,038	248	1,738
Ellis	6,839	—19.2	1,490	1,443	1,544	1,631	179	1,752
Garfield	40,335	—11.3	10,890	2,900	10,767	11,001	901	17,915
Garvin	25,894	—16.9	3,890	3,125	4,026	4,288	599	4,802
Grady	35,338	—14.1	6,810	3,887	6,869	7,097	697	8,419
Grant	10,248	—21.9	2,820	2,250	3,117	3,199	262	2,609
Greer	13,437	— 7.6	2,620	1,674	2,466	2,569	291	2,929
Harmon	8,265	—17.5	1,660	1,248	1,716	1,801	153	1,317
Harper	5,154	—20.1	1,050	945	1,141	1,171	142	1,098
Haskell	14,129	—18.4	1,880	1,866	1,964	2,043	188	1,694
Hughes	22,613	—22.5	3,700	2,740	4,146	4,243	357	4,147
Jackson	21,717	— 4.4	4,620	2,048	4,233	4,355	400	4,646
Jefferson	11,692	—22.6	2,000	1,594	2,234	2,238	234	2,178
Johnston	11,367	—28.8	1,550	1,736	1,863	1,908	211	1,379
Kay	42,983	— 8.7	11,050	2,663	10,620	10,945	891	14,451
Kingfisher	12,302	—21.2	2,740	2,292	3,065	3,191	256	3,662
Kiowa	20,335	—10.8	4,300	2,602	4,179	4,350	442	4,824
Latimer	9,728	—21.4	1,240	1,192	1,362	1,391	158	1,188
LeFlore	35,030	—23.6	4,770	3,927	5,425	5,557	521	4,900
Lincoln	22,152	—25.0	3,920	3,862	4,470	4,607	373	3,747

County	POPULATION		Radio Daily Homes 1914	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1913*	% Change 1910-13			1910 Census	NAB Projection	Stores	Sales
Logan	20,226	-19.9	4,470	2,316	4,146	4,967	467	6,287
Love	8,425	-26.3	1,250	1,414	1,471	1,494	153	1,057
McClain	15,400	-10.8	2,520	2,266	2,724	2,796	286	2,170
McCurtain	32,076	-22.4	3,340	4,427	3,704	3,796	409	3,608
McIntosh	22,215	- 7.8	2,740	2,054	2,496	2,641	240	2,100
Major	9,632	-19.4	1,920	2,145	2,057	2,109	230	1,825
Marshall	9,974	-19.5	1,520	1,252	1,646	1,687	135	1,623
Mayes	28,658	+32.3	4,100	2,534	2,754	2,885	379	3,039
Murray	10,253	-25.9	1,000	959	2,043	1,192	301	2,260
Muskogee	75,191	+14.1	13,500	3,614	10,428	10,801	1,143	16,032
Noble	12,172	-17.9	2,910	1,653	3,070	3,168	303	3,279
Nowata	12,058	-19.8	2,390	1,736	2,588	2,659	212	2,677
Okfuskee	20,135	-23.4	2,880	2,657	3,237	3,313	307	3,048
Oklahoma	See Listing—	End of State						
Oklmulgee	41,423	-17.3	7,750	2,847	8,091	8,331	845	10,688
Osage	29,309	-29.4	6,500	2,464	7,600	8,020	652	8,417
Ottawa	33,201	- 7.4	7,150	1,965	6,664	6,945	533	7,379
Pawnee	13,888	-20.2	2,770	1,818	2,897	3,079	284	2,710
Payne	32,220	-10.6	7,630	2,543	7,465	7,709	744	10,886
Pittsburg	58,707	+19.8	9,510	3,468	6,955	7,318	644	8,370
Pontotoc	29,732	-25.3	5,940	2,580	6,605	6,987	704	10,167
Pottawatomie	43,507	-20.8	8,920	3,595	9,776	10,022	1,074	13,597
Pushmataha	14,543	-25.3	1,670	1,919	1,918	1,969	187	1,864
Roger Mills	7,942	-26.0	1,350	1,819	1,564	1,603	180	1,232
Rogers	19,777	- 6.2	3,400	2,294	3,118	3,266	415	3,370
Seminole	38,480	-37.1	7,330	3,019	9,746	10,052	1,030	13,740
Sequoyah	20,544	-11.2	1,960	2,504	1,915	1,976	235	1,639
Stephens	27,213	-12.5	5,210	2,592	5,143	5,370	518	6,634
Texas	9,124	- 7.8	2,010	1,408	1,919	1,972	261	3,068
Tillman	18,301	-11.8	3,870	2,119	3,770	3,944	404	3,490
Tulsa	See Listing—	End of State						
Wagoner	18,576	-14.2	2,260	2,404	2,285	2,348	257	1,934
Washington	26,562	-13.1	6,690	1,348	6,766	6,899	542	9,893
Washita	18,936	-15.0	4,000	3,447	4,067	4,212	314	3,232
Woods	12,627	-15.3	3,160	1,789	3,244	3,339	339	4,202
Woodward	13,951	-14.3	2,770	1,521	2,803	2,890	320	4,960

METROPOLITAN DISTRICTS—COUNTIES

City								
OKLAHOMA CITY (Oklahoma)	263,340	+ 7.9	70,350	3,424	57,392	59,619	5,104	104,680
TULSA (Tulsa)	208,324	+ 7.7	54,770	2,689	44,945	46,414	3,789	80,671
TOTAL STATE..	2,100,524	- 9.8	427,980	179,687	405,754	420,182	39,448	\$549,054

* Civilian Population Estimates—Bureau of the Census, March 1, 1943. Radio Homes projected by RADIO DAILY from Civilian Population Estimates, 1943. Money values are in thousands of dollars.

OREGON

Population 1943* 1,152,492
 Radio Homes, 1944 (RADIO DAILY Estimate) 351,220
 No. of Farms, 1940 61,829

County	POPULATION		Radio Daily Homes 1914	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1913*	% Change 1910-13			1940 Census	NAB Projection	Stores	Sales
Baker	12,741	-30.4	3,620	1,259	4,413	4,525	404	\$7,630
Benton	22,806	+22.4	6,580	1,507	4,828	4,978	385	8,471
Clackamas	See Listing—	End of State						
Clatsop	29,751	+26.8	9,230	661	6,572	6,746	635	11,744
Columbia	18,300	-12.7	5,240	2,060	5,278	5,399	368	5,604
Coos	30,227	- 6.8	8,860	1,953	8,364	8,601	699	12,691
Crook	5,193	- 6.1	1,370	495	1,273	1,320	69	1,544
Curry	3,272	-23.8	890	375	986	1,027	125	1,225
Deschutes	18,722	+ 0.5	5,300	1,047	4,570	4,770	366	9,084
Deunglas	23,234	- 9.6	6,530	2,734	6,289	6,526	591	8,288
Gilliam	2,098	-26.2	570	292	661	677	96	1,396
Grant	5,400	-15.4	1,530	580	1,583	1,607	151	2,006
Harney	4,231	-21.3	1,120	436	1,285	1,341	117	2,527
Hood River	8,722	-24.7	2,580	1,142	2,942	3,025	243	4,046
Jackson	46,827	+29.3	13,880	2,702	9,641	9,916	671	14,435
Jefferson	1,945	- 4.8	500	227	468	481	35	569
Josephine	14,288	-12.3	4,090	1,944	4,005	4,170	354	5,641
Klamath	34,770	-14.1	10,080	1,552	10,151	10,499	727	22,472
Lake	5,463	-13.2	1,520	484	1,492	1,563	107	2,660
Lane	69,856	+ 1.1	20,310	4,454	17,816	18,295	1,206	26,640
Lincoln	13,088	- 9.9	3,620	972	3,418	3,619	431	4,533
Linn	33,101	+ 8.6	8,920	3,325	7,200	7,494	558	8,861
Malheur	15,218	-23.0	4,580	2,545	4,013	4,117	336	5,408

County	POPULATION		Radio Daily Homes 1914	No. of Farms	RADIO HOMES 1910 NAB		RETAIL—SERVICE	
	1913*	% Change 1910-13			Census	Projection	Stores	Sales
Marion	72,064	— 4.2	20,000	4,785	18,499	18,866	1,436	28,503
Morrow	4,040	— 6.8	1,060	540	1,008	1,026	97	1,282
Multnomah	See Listing—End of State							
Polk	1,703	— 5.3	5,200	1,743	4,819	4,950	348	3,904
Sherman	12,278	—26.6	530	343	618	653	71	662
Tillamook	29,747	+ 0.3	3,470	960	3,059	3,152	288	4,056
Umatilla	14,908	+14.3	7,850	2,312	6,140	6,334	559	10,587
Union	8,180	—14.3	4,450	1,255	4,508	4,638	421	6,661
Wallowa	10,671	+ 7.3	2,120	989	1,781	1,814	163	2,389
Wasco	37,202	—18.3	3,140	1,007	3,320	3,410	322	6,923
Washington	37,202	— 5.1	10,850	4,348	10,025	10,331	643	9,878
Wheeler	2,616	—12.0	670	249	656	684	64	823
Yamhill	25,803	— 2.0	7,470	2,817	6,742	6,919	532	8,578
City								
METROPOLITAN DISTRICTS—COUNTIES								
PORTLAND (Clackamas, Multnomah)	495,104	+ 20.1	163,490	7,735	122,158	125,753	9,096	224,442
TOTAL STATE	1,152,492	+ 5.9	351,220	61,829	290,641	299,226	22,714	\$476,363

* Civilian Population Estimates—Bureau of the Census, March 1, 1943. Radio Homes projected by RADIO DAILY from Civilian Population Estimates, 1943. Money values are in thousands of dollars.

PENNA.

Population 1943* 9,457,755
 Radio Homes, 1944 (RADIO DAILY Estimate) 2,461,880
 No. of Farms, 1940 169,027

County	POPULATION		Radio Daily Homes 1914	No. of Farms	RADIO HOMES 1940 NAB		RETAIL—SERVICE	
	1913*	% Change 1910-13			Census	Projection	Stores	Sales
Adams	37,220	— 5.6	8,910	3,071	8,366	8,561	607	37,841
Allegheny	See Listing—End of State							
Armstrong	73,232	— 9.7	17,450	3,047	17,142	17,447	1,073	17,639
Beaver	163,503	+ 4.3	40,680	2,047	34,919	35,681	2,342	44,194
Bedford	36,692	—10.1	7,740	2,994	7,553	7,738	656	8,307
Berks	See Listing—End of State							
Blair	See Listing—End of State							
Bradford	43,349	—14.4	11,270	4,269	11,432	11,741	956	13,559
Bucks	108,824	+ 1.0	29,350	4,290	25,838	26,447	2,010	27,603
Butler	87,152	— 0.5	21,470	4,528	19,295	19,696	1,313	25,901
Cambria	See Listing—End of State							
Cameron	6,693	— 2.3	1,810	165	1,620	1,676	127	2,072
Carbon	54,331	—12.0	13,630	674	13,665	13,903	1,153	12,503
Centre	50,832	— 3.4	12,380	1,977	11,335	11,564	834	15,713
Chester	133,303	— 1.7	32,280	4,290	29,184	29,885	2,362	43,933
Clarion	33,563	—12.6	6,670	2,199	7,760	7,906	502	8,902
Clearfield	80,174	—12.9	18,720	3,530	19,035	19,299	1,314	19,921
Clinton	32,993	— 4.5	8,230	762	7,662	7,835	627	9,292
Columbia	48,527	— 5.6	12,420	2,099	11,698	11,944	874	12,418
Crawford	71,939	+ 0.4	19,280	5,596	17,200	17,530	1,217	22,800
Cumberland	74,107	+ 0.7	20,460	2,809	17,936	18,439	1,329	21,693
Dauphin	See Listing—End of State							
Delaware	See Listing—End of State							
Elk	31,241	— 9.3	7,380	720	7,038	7,302	518	7,854
Eric	See Listing—End of State							
Fayette	See Listing—End of State							
Forest	4,698	—18.9	1,130	276	1,203	1,234	96	968
Franklin	60,948	— 7.8	15,270	3,731	14,527	14,972	1,111	18,346
Fulton	8,024	—24.8	1,710	1,417	1,915	2,013	234	1,374
Greene	39,414	—11.8	8,670	2,650	8,696	8,846	537	8,058
Huntingdon	36,774	—12.1	8,290	1,625	8,210	8,460	666	9,094
Indiana	62,205	—22.1	14,340	3,235	16,065	16,298	1,133	18,016
Jefferson	43,765	—19.1	10,560	2,356	11,401	11,603	787	13,428
Juniata	13,497	—12.2	2,960	1,501	2,980	3,016	320	2,833
Lackawanna	See Listing—End of State							
Lancaster	See Listing—End of State							
Lawrence	95,706	— 1.2	24,900	2,155	22,495	22,847	1,671	30,918
Lebanon	71,601	— 1.4	18,920	1,920	17,142	17,350	1,450	23,322
Lehigh	See Listing—End of State							
Luzerne	See Listing—End of State							
Lycoming	90,911	— 2.9	24,810	2,718	22,611	23,181	1,817	30,745
McKean	52,576	— 7.2	14,330	1,234	13,405	13,914	990	19,481
Mercer	117,354	+16.1	29,750	3,764	22,816	23,612	1,823	33,054
Mifflin	39,189	— 8.8	9,330	1,147	8,955	9,234	834	12,453
Monroe	26,416	—11.4	7,120	1,183	7,094	7,194	796	11,466
Montgomery	See Listing—End of State							
Montour	15,946	+ 3.1	3,340	637	2,838	2,950	219	2,881
Northampton	See Listing—End of State							

County	POPULATION		Radio Daily Homes 1914	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1913*	% Change 1910-13			1940 Census	NAB Projection	Stores	Sales
Northumberland	111,408	-12.2	28,160	1,812	28,048	28,732	2,370	31,212
Perry	21,513	-7.3	5,250	1,885	5,023	6,092	416	4,128
Philadelphia	See Listing—End of State							
Pike	6,471	-13.2	1,900	465	1,905	1,955	185	1,658
Potter	14,477	-20.5	3,600	1,420	3,924	4,038	328	4,898
Schuylkill	185,719	-18.7	44,230	2,032	47,282	48,604	4,786	54,081
Snyder	18,589	-8.0	4,360	1,667	4,194	4,269	403	3,081
Somerset	73,011	-14.1	16,090	2,627	16,536	16,761	1,185	19,499
Sullivan	6,034	-19.6	1,320	651	1,454	1,467	164	1,038
Susquehanna	26,509	-21.8	6,580	3,227	7,313	7,480	571	6,718
Tioga	29,683	-15.2	7,670	2,783	7,833	8,072	619	8,549
Union	19,739	-2.5	3,990	1,044	4,173	4,292	423	4,284
Venango	60,109	-6.0	14,910	2,294	13,779	14,335	932	18,136
Warren	38,832	-9.2	9,720	2,028	9,247	9,628	607	17,485
Washington	See Listing—End of State							
Wayne	25,814	-13.8	6,380	2,834	6,488	6,642	556	7,621
Westmoreland	See Listing—End of State							
Wyoming	14,055	-15.8	3,490	1,340	3,582	3,714	353	4,572
York	See Listing—End of State							

City	METROPOLITAN DISTRICTS—COUNTIES							
ALLENTOWN (Lehigh, Northampton)								
BETHLEHEM								
EASTON	341,100	-1.6	91,130	4,671	82,710	84,377	7,234	127,473
ALTOONA (Blair)	127,709	-9.0	33,960	1,931	32,772	33,624	2,292	45,838
ERIE (Erie)	186,250	+3.0	50,670	4,503	43,538	44,849	3,591	65,554
HARRISBURG (Dauphin)	171,123	-3.3	47,060	2,098	42,999	43,978	3,573	71,915
JOHNSTOWN (Cambria)	192,557	-9.8	43,440	2,719	42,720	43,438	2,791	62,429
LANCASTER (Lancaster)	200,093	-5.8	49,930	8,446	47,219	48,007	5,089	76,578
PHILADELPHIA (Delaware, Montgomery, Philadelphia; Burlington, Camden, Gloucester, N. J.)	2,962,029	+0.3	817,140	8,396	715,109	739,007	61,008	1,185,802
PITTSBURGH (Allegheny, Fayette, Washington, Westmoreland)	2,082,301	-2.1	538,580	14,251	488,569	498,683	31,322	750,190
READING (Berks)	224,145	-7.3	61,370	5,541	58,515	59,579	5,960	87,545
SCRANTON (Lackawanna, Luzerne)								
WILKES-BARRE	609,905	-17.9	150,170	3,896	159,107	163,228	13,465	204,431
YORK (York)	174,703	-1.8	47,590	7,120	43,008	43,789	3,214	58,410
TOTAL STATE..	9,457,755	-4.4	2,461,880	169,027	2,265,921	2,323,980	179,692	\$3,346,477

* Civilian Population Estimates—Bureau of the Census, March 1, 1943. Radio Homes projected by RADIO DAILY from Civilian Population Estimates, 1943. Money values are in thousands of dollars.

RHODE IS.

Population 1943* 695,696
 Radio Homes, 1944 (RADIO DAILY Estimate) 194,670
 No. of Farms, 1940 3,014

County	POPULATION		Radio Daily Homes 1914	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1913*	% Change 1910-13			1940 Census	NAB Projection	Stores	Sales
Bristol	See Listing—End of State							
Kent	See Listing—End of State							
Newport	See Listing—End of State							
Providence	See Listing—End of State							
Washington	34,363	+5.9	9,300	543	7,953	8,097	728	14,417
City	METROPOLITAN DISTRICTS—COUNTIES							
PROVIDENCE (Bristol, Kent, Newport, Providence)	661,333	-2.2	185,280	2,471	168,786	171,555	13,695	263,736
TOTAL STATE..	695,696	-1.9	194,670	3,014	176,730	179,652	14,423	\$296,690

* Civilian Population Estimates—Bureau of the Census, March 1, 1943. Radio Homes projected by RADIO DAILY from Civilian Population Estimates, 1943. Money values are in thousands of dollars.

S. CAROLINA

Population 1943* 1,831,553
 Radio Homes, 1944
 (RADIO DAILY Esti-
 mate) 234,500
 No. of Farms, 1940 137,558

County	POPULATION		Radio Daily Homes 1944	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1913*	% Change 1910-13			1940 Census	NAB Projection	Stores	Sales
Abbeville	19,201	-16.3	2,170	2,474	2,219	2,303	350	\$2,653
Aiken	54,165	+ 8.5	7,250	3,390	5,861	6,090	686	6,478
Allendale	11,417	-12.4	720	935	723	737	162	1,315
Anderson	78,636	-11.4	12,880	6,430	12,758	13,005	1,197	15,716
Bamberg	16,373	-12.2	1,300	1,643	1,260	1,330	269	2,666
Barnwell	71,087	-15.2	1,120	1,787	1,153	1,184	300	2,225
Beaufort	20,942	+13.9	1,450	1,843	1,128	1,163	276	2,594
Berkeley	24,959	- 8.0	1,560	2,815	1,476	1,628	246	1,995
Calhoun	13,971	-13.9	890	1,749	876	930	229	1,939
Charleston	See Listing—End of State							
Cherokee	29,591	-11.1	4,210	2,670	4,141	4,252	411	3,670
Chester	28,944	-11.2	3,660	2,518	3,615	3,693	339	5,292
Chesterfield	31,885	-11.3	3,170	3,101	3,124	3,206	410	4,386
Clarendon	26,476	-15.9	1,550	3,270	1,598	1,642	262	3,009
Colleton	25,136	- 4.3	1,980	2,641	1,838	1,864	308	3,434
Darlington	42,951	- 5.0	4,850	3,360	4,457	4,621	516	7,484
Dillon	25,510	-13.9	2,450	3,111	2,476	2,548	337	3,977
Dorchester	21,028	+ 5.5	1,980	1,622	1,641	1,704	247	2,493
Edgefield	15,061	-10.8	1,320	2,151	1,278	1,334	262	2,087
Fairfield	20,667	-14.6	1,830	1,868	1,877	1,929	228	2,748
Florence	62,633	-11.3	7,280	5,985	7,169	7,351	865	15,192
Georgetown	24,859	- 5.7	2,290	1,772	2,105	2,198	338	4,117
Greenville	140,708	+ 3.0	26,850	5,607	23,136	23,757	1,833	40,113
Greenwood	38,770	- 3.3	5,840	2,099	5,302	5,459	646	9,387
Hampton	16,233	- 7.1	1,140	1,646	1,084	1,109	157	1,499
Horry	49,852	- 4.0	4,390	6,462	4,050	4,144	584	8,401
Jasper	8,693	-21.1	610	1,075	674	690	76	644
Kershaw	31,491	- 4.3	2,810	2,532	2,520	2,649	406	4,044
Lancaster	27,400	-18.3	3,890	2,462	4,090	4,221	330	5,062
Laurens	37,802	-14.4	5,440	3,285	5,526	5,664	569	6,980
Lee	19,730	-20.8	1,340	2,183	1,480	1,506	278	2,981
Lexington	36,563	+ 1.6	4,960	2,914	4,331	4,427	488	4,288
McCormick	8,363	-19.3	530	1,290	576	585	132	914
Marion	28,650	- 4.8	3,040	2,417	2,826	2,898	364	5,332
Marlboro	29,856	-10.3	2,580	2,881	2,509	2,579	321	4,483
Newberry	30,441	- 9.3	3,850	2,881	3,718	3,814	515	5,827
Oconee	31,503	-13.7	3,990	3,595	4,105	4,161	439	4,563
Orangeburg	60,136	- 5.6	5,250	5,804	4,930	5,049	984	10,064
Pickens	35,041	- 5.6	5,420	3,227	5,075	5,215	537	5,140
Richland	See Listing—End of State							
Saluda	14,410	-16.2	1,940	2,496	1,995	1,426	243	1,273
Spartanburg	129,019	+ 1.0	22,130	6,761	19,406	19,936	1,424	28,917
Sumter	51,897	- 1.1	4,730	3,228	4,264	4,437	524	10,460
Union	28,792	- 8.2	3,920	1,915	3,763	3,847	376	5,636
Williamsburg	35,079	-14.5	2,160	5,263	2,209	2,275	357	3,939
York	56,323	- 4.0	8,190	5,848	7,474	7,730	730	11,342

METROPOLITAN DISTRICTS—COUNTIES

City	1913*	% Change 1910-13	Radio Daily Homes 1944	No. of Farms	1940 Census	NAB Projection	Stores	Sales
CHARLESTON (Charleston)	152,791	+29.8	24,630	1,776	16,969	17,589	1,776	35,121
COLUMBIA (Richland)	119,619	+14.1	19,560	2,428	15,347	15,856	1,554	38,221
TOTAL STATE	1,831,553	- 3.2	234,500	137,558	209,542	215,636	23,871	\$351,101

* Civilian Population Estimates—Bureau of the Census, March 1, 1943. Radio Homes projected by RADIO DAILY from Civilian Population Estimates, 1943. Money values are in thousands of dollars.

S. DAKOTA

Population 1943* 559,628
 Radio Homes, 1944 (RADIO
 DAILY Estimate) 136,190
 No. of Farms, 1940 72,454

County	POPULATION		Radio Daily Homes 1944	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1913*	% Change 1910-13			1940 Census	NAB Projection	Stores	Sales
Armstrong	9	-78.6	7	7	9	9
Aurora	4,576	-15.1	1,060	896	1,055	1,118	117	\$867
Beadle	17,211	-12.4	4,570	1,724	4,545	4,665	395	7,125
Bennett	2,889	-27.2	460	559	540	548	73	603
Bon Homme	9,115	-11.0	2,210	1,368	2,171	2,231	209	1,894
Brookings	13,688	-17.9	3,530	1,929	3,740	3,830	331	5,440
Brown	25,763	-13.2	6,950	2,222	7,000	7,170	592	11,708
Brule	5,143	-17.0	1,260	862	1,339	1,357	166	1,781
Buffalo	1,621	-17.9	240	203	257	261	14	100

County	POPULATION		Radio Daily Homes 1944	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1913*	% Change 1910-43			1940 Census	NAB Projection	Stores	Sales
Butte	7,456	— 6.8	1,830	800	1,751	1,794	219	3,448
Campbell	4,510	—10.4	870	751	848	873	62	498
Charles Mix	10,534	—21.7	2,060	1,027	2,279	2,350	185	1,815
Clark	7,580	—15.4	1,900	1,521	1,949	1,996	163	1,666
Clay	8,569	—10.8	2,200	1,224	2,269	2,320	180	2,389
Codington	15,391	— 9.5	3,900	1,170	3,783	3,902	382	8,026
Corson	5,786	—14.3	1,120	923	1,095	1,167	106	847
Custer	4,917	—18.4	1,150	654	1,214	1,245	143	1,619
Davison	12,766	—16.8	3,540	918	3,671	3,779	422	7,665
Day	11,199	—17.4	2,650	1,825	2,794	2,843	257	3,191
Devel	7,321	—13.4	1,720	1,283	1,691	1,772	141	1,237
Dewey	5,001	—12.4	940	563	940	958	107	822
Douglas	5,614	—11.6	1,250	1,000	1,227	1,271	123	995
Edmunds	7,203	— 7.8	1,540	1,103	1,488	1,511	114	1,169
Fall River	9,695	+18.6	2,190	587	1,648	1,699	190	2,128
Faulk	4,640	—10.2	1,190	802	1,165	1,198	139	965
Grant	8,725	—17.3	2,260	1,379	2,397	2,429	210	2,226
Gregory	8,067	—15.6	1,710	1,361	1,730	1,821	179	1,674
Haakon	2,968	—15.6	790	631	809	834	88	948
Hamlin	6,674	—11.7	1,580	1,088	1,681	1,607	165	1,344
Hand	5,850	—18.4	1,440	1,283	1,536	1,599	106	1,427
Hanson	4,584	—15.1	1,100	855	1,140	1,162	79	625
Harding	2,229	—25.9	500	569	569	594	40	380
Hughes	6,036	— 8.9	1,060	435	1,601	1,639	165	2,965
Hutchinson	11,313	—10.7	2,440	1,734	2,423	2,467	238	2,253
Hyde	2,670	—14.2	660	593	675	686	69	824
Jackson	1,510	—22.8	370	317	414	423	70	529
Jerauld	3,931	—17.3	990	732	1,054	1,064	112	1,077
Jones	2,031	—19.1	520	414	552	569	67	679
Kingsbury	9,702	—10.4	2,410	1,464	2,342	2,419	272	2,417
Lake	10,181	—18.0	2,610	1,338	2,778	2,832	269	3,692
Lawrence	16,053	—15.9	4,470	469	4,652	4,753	372	7,455
Lincoln	11,051	—16.1	2,850	1,854	2,935	3,027	226	2,447
Lyman	3,141	—37.7	730	801	989	1,009	108	875
McCook	8,074	—17.6	1,930	1,411	2,047	2,101	207	1,632
McPherson	6,905	—17.3	1,270	1,195	1,334	1,365	125	1,045
Marshall	7,401	—16.7	1,660	1,309	1,730	1,790	172	2,126
Meade	8,527	— 9.8	2,130	1,365	2,019	2,131	205	2,226
Mellette	3,165	—22.9	450	587	496	511	66	370
Miner	5,616	—17.8	1,400	1,095	1,500	1,523	142	1,141
Minnehaha	57,601	— 0.2	15,850	2,458	14,073	14,409	1,185	27,782
Moody	7,762	—16.9	2,060	1,352	2,140	2,214	168	2,011
Pennington	22,701	— 4.6	5,990	1,085	5,502	5,719	591	12,147
Perkins	5,500	—16.5	1,270	1,097	1,309	1,371	117	1,448
Potter	4,237	— 8.2	1,040	604	975	1,018	155	1,198
Roberts	13,883	—12.6	3,130	2,279	3,156	3,221	270	3,078
Sanborn	4,855	—15.6	1,180	935	1,210	1,259	124	966
Shannon	4,693	—12.5	630	504	639	546	29	312
Spink	11,381	— 9.1	2,890	1,751	2,822	2,864	293	2,845
Stanley	1,639	—16.3	450	322	458	483	36	335
Sully	2,260	—15.3	520	488	529	544	40	401
Todd	4,717	—17.5	620	569	652	675	54	416
Tripp	8,580	—13.7	1,900	1,515	1,910	1,979	181	2,718
Turner	11,296	—14.9	2,880	1,857	2,923	3,029	300	2,368
Union	9,444	—19.1	2,410	1,522	2,572	2,639	221	2,352
Walworth	5,901	—18.9	1,440	643	1,641	1,585	152	2,026
Washabaugh	1,442	—27.2	190	319	232	227	17	81
Washington	1,322	—26.1	160	179	185	191	8	72
Yankton	13,865	—17.0	3,020	1,519	2,131	3,242	247	4,843
Ziebach	2,241	—22.1	400	476	430	447	31	237
TOTAL STATE..	559,628	—12.9	136,190	72,454	136,049	139,854	12,781	\$177,601

* Civilian Population Estimates—Bureau of the Census, March 1, 1943. Radio Homes projected by RADIO DAILY from Civilian Population Estimates, 1943. Money values are in thousands of dollars.

TENNESSEE

Population 1943* 2,853,527
 Radio Homes, 1944 (RADIO DAILY Estimate) 481,030
 No. of Farms, 1940 247,617

County	POPULATION		Radio Daily Homes 1944	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1913*	% Change 1910-43			1940 Census	NAB Projection	Stores	Sales
Anderson	24,270	— 8.4	3,730	1,995	3,610	3,659	263	\$3,234
Bedford	22,047	— 4.8	4,400	2,981	4,046	4,196	305	4,317
Benton	11,167	— 6.8	1,290	1,629	1,207	1,254	187	1,316
Bledsoe	7,987	— 4.4	770	1,009	706	727	89	656
Blount	45,979	+11.8	1,520	3,010	6,672	6,896	378	6,645
Bradley	27,720	— 2.7	4,920	1,727	4,453	4,593	398	5,270
Campbell	29,703	— 4.6	3,970	2,031	3,739	3,783	308	4,468
Cannon	9,162	— 7.3	970	2,102	910	939	162	665
Carroll	26,354	+ 1.4	3,870	3,637	3,419	3,483	340	3,199
Carter	34,292	— 2.4	5,570	2,758	4,935	5,158	331	5,392

County	POPULATION		Radio Daily Homes 1944	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1943*	% Change 1940-43			1940	NAB Projection	Stores	Sales
Cheatham	8,370	-15.7	1,170	1,449	1,196	1,246	135	965
Chester	10,453	-6.0	1,300	1,543	1,219	1,248	142	1,139
Claiborne	23,407	-5.1	2,700	3,081	2,389	2,668	249	1,721
Clay	9,690	-11.1	900	1,761	897	910	115	531
Cocke	20,696	-14.1	2,430	3,119	2,442	2,530	250	2,352
Coffee	24,773	+30.7	3,630	2,366	2,482	2,568	305	2,846
Crockett	15,474	-10.7	2,270	2,748	2,250	2,290	228	1,845
Cumberland	14,861	-4.7	1,570	2,063	1,440	1,492	122	1,576
Davidson	See Listing—End of State							
Decatur	9,213	-10.2	1,280	1,380	1,261	1,284	151	868
DeKalb	12,285	-15.8	1,610	2,765	1,674	1,711	187	1,243
Dickson	17,155	-13.0	2,350	2,537	2,356	2,425	280	2,872
Dyer	34,017	-2.6	6,080	3,217	5,580	6,685	412	7,806
Fayette	26,985	-11.0	1,460	6,669	1,428	1,470	174	2,069
Fentress	12,742	-10.7	1,020	1,740	1,005	1,029	124	1,256
Franklin	23,034	-3.6	3,450	2,500	3,139	3,254	212	3,165
Gibson	45,438	+1.3	7,580	6,227	6,731	6,831	571	6,498
Giles	25,979	-11.2	3,880	4,413	3,840	3,921	429	4,237
Grainger	11,945	-16.8	1,160	2,451	1,193	1,239	152	804
Greene	36,013	-8.6	5,330	5,601	5,146	5,272	505	5,664
Grundy	10,371	-10.2	1,390	623	1,372	1,390	93	821
Hamblen	18,241	-2.0	3,310	1,853	2,708	2,762	201	4,096
Hamilton	See Listing—End of State							
Hancock	9,960	-11.3	820	1,768	806	825	93	419
Hardeman	22,768	-3.5	2,060	2,961	1,891	1,946	258	2,353
Hardin	14,777	-17.0	1,890	2,223	1,850	2,028	182	1,422
Hawkins	28,525	...	3,390	3,938	3,326	3,389	350	2,592
Haywood	24,808	-10.4	2,090	4,873	2,022	2,096	253	3,283
Henderson	16,584	-13.7	2,350	2,692	2,413	2,446	197	2,020
Henry	24,051	-7.1	3,570	3,548	3,630	3,676	354	4,374
Hickman	12,387	-16.7	1,580	1,941	1,661	1,695	172	1,090
Houston	5,744	-10.7	760	699	764	771	95	549
Humphreys	10,492	-15.5	1,280	1,407	1,331	1,368	138	1,344
Jackson	12,560	-16.7	1,270	2,556	1,364	1,392	174	1,038
Jefferson	18,297	-1.7	2,790	2,124	2,541	2,582	163	1,825
Johnson	13,657	+5.1	1,450	1,740	1,199	1,254	140	765
Knox	See Listing—End of State							
Lake	10,405	-7.4	1,360	408	1,299	1,321	147	1,812
Lauderdale	24,897	+1.7	3,070	3,437	2,700	2,743	312	3,842
Lawrence	26,236	-8.7	3,290	3,649	3,205	3,253	327	3,931
Lewis	4,850	-17.1	730	627	726	738	68	720
Lincoln	24,342	-10.6	4,040	4,289	3,973	4,084	272	3,962
Loudon	20,922	+5.5	3,490	1,419	2,947	3,011	212	2,983
McMinn	27,630	-10.2	4,600	2,971	4,454	4,603	361	5,287
McNairy	17,816	-12.8	2,090	2,849	2,112	2,155	248	1,787
Macon	12,123	-18.7	1,620	2,691	1,745	1,784	258	1,085
Madison	54,619	+0.9	9,530	4,151	8,400	8,588	628	13,230
Marion	19,186	+0.2	2,720	842	2,429	2,474	244	2,522
Marshall	15,815	-1.3	3,050	2,304	2,692	2,796	198	3,188
Maury	37,486	-7.1	6,930	3,439	6,538	6,728	561	8,197
Meigs	5,030	-21.3	630	784	684	702	45	214
Monroe	23,152	-4.6	2,690	2,496	2,527	2,560	200	2,338
Montgomery	34,020	+2.0	5,600	3,232	4,810	4,913	502	6,259
Moore	3,568	-12.8	530	856	537	551	31	187
Morgan	13,006	-14.7	1,530	1,632	1,597	1,614	154	1,020
Obion	27,636	-10.8	5,390	3,118	5,319	5,439	424	5,804
Overton	16,353	-13.4	1,220	2,815	1,228	1,263	186	1,226
Perry	6,292	-16.5	890	965	954	958	105	685
Pickett	5,325	-14.3	440	1,092	459	462	86	348
Polk	22,456	+45.1	2,760	1,074	1,735	1,774	192	2,488
Puinam	22,435	-14.5	2,720	3,349	2,765	2,866	373	3,385
Rhea	14,048	-14.1	2,000	1,247	2,025	2,085	183	2,522
Roane	24,593	-11.5	3,650	1,615	3,675	3,724	288	3,751
Robertson	24,414	-15.9	3,810	3,668	3,925	4,049	379	4,067
Rutherford	32,848	-2.2	5,490	4,450	4,849	5,090	430	6,508
Scott	13,801	-13.6	1,430	1,507	1,474	1,492	150	1,621
Sequatchie	4,750	-5.7	550	665	514	525	57	384
Sevier	22,475	-3.5	2,610	3,422	2,398	2,462	183	2,325
Shelby	See Listing—End of State							
Smith	13,641	-15.5	2,200	3,167	2,259	2,335	220	1,861
Stewart	9,802	-27.7	1,280	2,069	1,522	1,566	144	847
Sullivan	81,610	+18.1	15,490	3,824	11,750	12,102	606	18,008
Sumner	29,321	-10.4	4,670	4,840	4,485	4,680	335	3,724
Tipton	27,822	-0.8	3,370	4,166	3,009	3,095	252	3,811
Trousdale	5,678	-7.1	970	944	907	939	68	699
Nnicol	13,701	-3.0	1,840	1,100	1,729	1,783	226	1,704
Union	7,813	-13.5	790	1,423	778	818	119	491
Van Buren	3,484	-14.8	370	488	370	393	32	127
Warren	17,566	-11.1	2,590	2,777	2,540	2,617	202	2,901
Washington	53,101	+2.8	9,300	3,233	8,032	8,231	735	14,230
Wayne	12,319	-9.7	1,240	1,609	1,230	1,242	140	994
Weakley	24,733	-16.2	4,120	4,686	4,306	4,382	427	1,142
White	14,525	-9.1	1,640	2,196	1,508	1,628	201	1,509
Williamson	22,545	-10.6	3,450	3,534	3,374	3,487	292	3,323
Wilson	23,201	-8.2	4,060	3,879	3,889	4,016	293	3,518

County	POPULATION		Radio Daily Homes 1944	No. of Farms	RADIO HOMES 1940		RETAIL—SERVICE	
	1943*	% Change 1940-43			1940	NAB Projection	Stores	Sales
City	METROPOLITAN DISTRICTS—COUNTIES							
CHATTANOOGA (Hamilton; Walker, Ga.)	216,522	+ 2.5	45,990	4,723	39,579	40,695	3,322	68,605
KNOXVILLE (Knox)	193,345	+ 2.7	39,070	5,033	33,956	34,573	2,390	60,799
MEMPHIS (Shelby)	380,508	+ 6.2	79,310	7,785	65,665	68,364	5,442	153,441
NASHVILLE (Davidson)	264,914	+ 3.0	62,060	3,065	53,655	54,922	4,261	99,342
TOTAL STATE	2,853,527	— 2.1	481,030	247,617	434,733	446,943	37,613	\$650,526

* Civilian Population Estimates—Bureau of the Census, March 1, 1943. Radio Homes projected by RADIO DAILY from Civilian Population Estimates, 1943. Money values are in thousands of dollars.

TEXAS

Population 1943* 6,341,450
 Radio Homes, 1944 (RADIO DAILY Estimate) 1,252,106
 No. of Farms, 1940 418,002

County	POPULATION		Radio Daily Homes 1944	No. of Farms	RADIO HOMES 1940		RETAIL—SERVICE	
	1943*	% Change 1940-43			1940	NAB Projection	Stores	Sales
Anderson	30,197	—18.6	4,710	3,675	4,958	5,176	579	\$7,069
Andrews	987	—22.7	230	106	264	268	39	364
Angelina	29,256	— 9.1	5,140	2,781	4,818	5,091	417	6,788
Aransas	2,948	—15.0	540	108	553	572	77	701
Archer	6,396	—15.8	1,370	501	1,405	1,459	168	1,362
Armstrong	2,213	—11.3	580	408	576	585	54	490
Atascosa	18,056	— 6.3	1,750	2,020	1,609	1,683	318	2,385
Austin	14,693	—15.5	1,930	3,100	2,012	2,047	324	2,906
Bailey	6,423	+ 1.7	1,160	820	1,030	1,042	110	1,378
Bandera	3,106	—26.8	600	656	717	720	74	686
Bastrop	21,598	— 0.1	2,570	2,473	2,290	2,341	300	3,040
Baylor	6,451	—16.8	1,280	718	1,350	1,375	167	2,117
Bee	14,730	—10.6	2,220	1,147	2,210	2,246	346	4,916
Bell	50,860	+13.4	9,940	4,004	7,833	8,081	839	10,866
Bexar	See Listing—End of State							
Blanco	3,473	—18.6	680	632	730	750	81	920
Borden	734	—47.4	100	243	211	217	6	24
Bosque	12,720	—19.3	2,630	2,032	2,795	2,894	308	2,439
Bowie	57,412	+14.3	9,700	3,890	7,628	7,829	860	12,480
Brazoria	44,809	+65.6	7,230	1,824	4,086	4,112	421	7,060
Brazos	29,903	+10.8	4,820	1,773	3,871	3,978	379	8,804
Brewster	7,619	+17.6	1,120	265	848	869	161	2,106
Briscoe	3,418	—15.7	660	516	695	704	115	879
Brooks	6,150	— 3.3	500	307	467	469	95	1,482
Brown	33,993	+31.1	7,320	2,119	5,073	5,183	624	7,852
Burleson	14,856	—19.0	1,530	2,523	1,633	1,681	236	2,221
Burnet	8,419	—21.8	1,600	1,294	1,788	1,811	182	1,062
Caldwell	20,634	—17.5	2,930	1,864	3,110	3,190	438	6,057
Calhoun	5,612	— 6.5	820	353	780	798	114	1,122
Callahan	6,125	—47.1	1,270	1,435	1,901	2,009	230	2,088
Cameron	81,074	— 1.7	10,410	3,243	9,368	9,644	1,661	10,120
Camp	9,164	—10.9	1,300	1,355	1,285	1,313	190	1,421
Carson	5,821	—12.1	1,510	493	1,606	1,537	142	1,853
Cass	29,590	—11.7	3,610	4,404	3,564	3,683	394	5,120
Castro	3,588	—22.5	760	703	840	861	73	943
Chambers	6,368	—15.2	1,300	368	1,343	1,367	125	1,985
Cherokee	33,631	—23.5	5,600	5,134	5,116	5,337	621	7,374
Childress	12,624	+ 3.9	2,740	904	2,382	2,407	291	4,105
Clay	9,668	—23.6	1,890	1,521	2,121	2,193	243	2,067
Cochran	4,638	+24.2	760	431	543	560	89	693
Coke	3,340	—27.2	610	756	711	728	75	644
Coleman	17,816	—13.4	3,590	2,049	3,608	3,704	411	3,973
Collin	37,770	—20.0	8,120	4,771	8,749	9,017	771	8,697
Collingsworth	8,981	—13.1	1,770	1,358	1,808	1,824	212	2,458
Colorado	15,726	—11.7	2,090	2,227	2,078	2,128	331	4,311
Comal	12,654	+ 2.7	2,420	732	2,084	2,149	282	3,877
Comanche	15,009	—22.0	3,070	2,911	3,389	3,494	257	2,407
Concho	4,907	—20.8	930	727	1,003	1,036	130	1,239
Cooke	27,106	+ 8.8	5,680	2,530	4,607	4,763	405	6,161
Corvell	21,077	+ 4.2	3,570	2,703	3,064	3,134	320	2,779
Cottle	6,062	—14.4	1,210	700	1,245	1,258	168	2,100
Crane	2,037	—28.3	530	34	624	657	79	939
Crockett	2,434	—13.3	440	137	441	454	58	1,224
Crosby	8,866	—10.8	1,880	1,288	1,845	1,915	188	2,198
Culberson	1,409	—14.8	230	81	234	240	57	709
Dallam	7,066	+ 8.8	1,620	473	1,292	1,354	177	2,796
Dallas	See Listing—End of State							
Dawson	14,142	— 8.0	2,780	1,727	2,694	2,730	325	4,829

County	POPULATION		Radio Daily Homes 1914	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1913*	% Change 1910-13			1910	NAB Projection	Stores	Sales
Deaf Smith	5,820	— 3.9	1,380	854	1,272	1,304	140	2,744
Delta	9,856	—23.3	2,010	1,606	2,224	2,311	162	1,703
Denton	36,869	+ 9.5	8,240	3,340	6,646	6,856	650	8,908
DeWitt	23,184	— 7.0	3,360	3,301	3,185	3,265	518	6,468
Dickens	6,576	—16.2	1,280	920	1,334	1,363	133	2,384
Dimmit	9,364	+ 9.6	870	442	692	726	103	1,078
Donley	6,421	—14.2	1,450	877	1,479	1,511	169	1,936
Duval	15,367	—25.3	2,000	1,251	2,225	2,360	328	3,831
Eastland	24,950	—17.8	5,070	2,332	5,423	5,093	662	7,430
Ector	14,076	— 2.5	3,820	52	3,459	3,568	361	9,570
Edwards	2,259	—23.0	430	272	482	494	60	492
Ellis	39,953	—16.3	7,790	3,958	8,112	8,288	971	10,024
El Paso	See Listing—End of State							
Erath	16,509	—20.5	3,230	2,618	3,511	3,622	309	3,978
Falls	28,646	—20.4	3,780	3,833	4,093	4,203	483	5,480
Fannin	32,953	—10.8	6,820	4,638	7,439	7,581	612	6,209
Fayette	24,439	—16.4	3,020	4,794	3,142	3,209	511	4,978
Fisher	10,548	—18.4	1,930	1,487	2,013	2,099	194	1,837
Floyd	9,229	—13.4	2,090	1,317	2,088	2,156	178	2,717
Foard	4,076	—22.2	800	561	887	908	106	1,104
Fort Bend	29,367	—10.9	3,320	3,644	3,319	3,355	540	7,474
Franklin	6,100	—27.2	1,150	1,310	1,342	1,383	85	1,083
Freestone	17,234	—18.5	2,110	2,761	2,238	2,324	327	3,108
Frio	8,850	— 3.9	890	713	819	840	163	1,388
Gaines	5,387	—33.8	1,190	470	1,507	1,570	233	3,275
Galveston	See Listing—End of State							
Garza	5,087	—10.4	1,120	721	1,085	1,122	125	1,702
Gillespie	9,804	— 8.1	1,660	1,407	1,614	1,624	227	2,842
Glasscock	797	—33.2	190	148	259	263	16	98
Goliad	7,013	—20.3	710	1,233	777	789	114	1,235
Gonzales	21,794	—16.4	2,760	3,587	2,805	2,930	425	4,119
Gray	22,716	— 5.0	6,120	663	6,740	5,816	513	10,794
Grayson	66,053	— 5.0	15,600	4,296	14,505	14,851	1,409	19,103
Gregg	53,085	— 0.5	12,300	1,337	11,118	11,368	1,248	23,563
Grimes	15,785	—27.1	1,780	2,518	2,086	2,174	267	3,224
Guadalupe	23,191	— 9.4	3,160	2,757	3,038	3,127	448	4,394
Hale	18,149	— 3.5	4,220	1,628	3,879	3,982	449	7,805
Hall	11,023	— 9.0	2,070	1,118	2,025	2,049	263	3,310
Hamilton	10,836	—18.5	2,160	1,897	2,326	2,372	296	2,851
Hansford	2,762	— 0.8	650	335	583	591	75	1,280
Hardeman	9,844	—11.1	2,140	1,030	2,092	2,165	266	3,043
Hardin	15,634	— 1.5	2,590	1,225	2,295	2,397	255	3,157
Harris	See Listing—End of State							
Harrison	47,300	— 7.1	5,930	5,306	5,556	5,754	594	9,747
Hartley	1,635	—12.7	380	207	387	394	25	203
Haskell	12,521	—16.0	2,500	1,939	2,600	2,659	278	2,848
Hays	14,702	— 4.2	1,930	1,233	1,990	2,057	280	3,176
Hemphill	3,206	—23.1	720	349	820	825	98	1,532
Henderson	23,345	—26.6	3,670	3,949	4,208	4,296	385	4,894
Hidalgo	108,379	+ 2.2	11,830	5,094	10,231	10,554	1,586	20,508
Hill	31,029	—19.1	5,900	3,954	6,347	6,489	680	6,614
Hockley	13,649	+ 7.5	2,720	1,506	2,236	2,308	211	2,861
Hood	6,512	— 2.4	1,100	1,064	994	1,020	142	932
Hopkins	24,363	—19.5	4,580	4,324	5,010	5,087	547	5,781
Houston	22,535	—27.6	2,380	4,393	2,740	2,905	331	3,915
Howard	22,464	+ 7.0	5,010	802	4,143	4,280	533	10,534
Hudspeth	2,930	— 7.0	370	140	352	355	73	487
Hunt	40,632	—16.7	9,180	4,462	9,587	9,862	971	12,013
Hutchinson	17,839	— 6.5	4,790	183	4,527	4,655	307	7,165
Irion	1,596	—18.7	390	149	354	355	43	312
Jack	8,440	—17.3	1,550	1,204	1,652	1,664	227	1,963
Jackson	11,600	— 1.0	1,710	1,258	1,557	1,571	191	2,185
Jasper	15,900	— 9.1	2,040	1,705	1,903	2,021	239	3,184
Jeff Davis	1,977	—16.8	260	104	275	279	43	307
Jefferson	See Listing—End of State							
Jim Hogg	4,853	—10.9	580	196	564	583	131	1,525
Jim Wells	17,817	—12.0	2,340	1,234	2,340	2,383	377	5,999
Johnson	26,883	—11.5	5,960	2,921	5,988	6,082	620	6,900
Jones	22,044	— 5.7	4,400	2,179	4,078	4,271	435	6,133
Karnes	17,284	—10.2	1,790	2,098	1,722	1,788	301	3,398
Kaufman	31,108	—18.8	4,930	3,270	5,306	5,410	673	6,825
Kendall	4,109	—19.1	790	739	862	868	137	1,389
Kenedy	612	—12.6	30	8	31	33	3	18
Kent	2,580	—24.4	440	454	479	505	58	486
Kerr	9,060	—22.2	1,990	729	2,225	2,252	244	4,819
Kimble	3,345	—33.9	700	443	871	893	98	1,368
King	920	—13.7	210	110	209	214	17	201
Kinney	4,152	+18.0	460	127	426	430	74	714
Kleberg	15,526	+16.4	2,110	371	1,950	1,999	257	3,758
Knox	8,760	—13.2	1,590	980	1,582	1,635	227	2,235
Lamar	48,496	— 3.8	8,510	4,176	7,816	8,027	657	9,654
Lamb	16,265	— 7.6	3,270	2,167	3,141	3,206	369	4,887
Lampasas	8,918	— 2.7	1,940	1,064	1,770	1,812	199	2,404
La Salle	6,945	—13.2	560	453	554	570	157	1,178
Lavaca	21,485	—15.7	2,700	4,197	2,799	2,862	363	3,579
Lee	11,067	—13.2	1,170	2,087	1,180	1,205	209	1,643

County	POPULATION		Radio Daily Homes 1944	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1913*	% Change 1910-13			1940 Census	NAB Projection	Stores	Sales
Leon	13,325	-24.9	1,360	2,760	1,542	1,602	316	2,318
Liberty	21,631	-11.9	3,300	1,901	3,287	3,365	448	6,362
Limestone	26,189	-22.5	4,030	3,427	4,491	4,622	593	5,039
Lipscomb	3,482	-7.5	820	479	794	805	114	1,074
Live Oak	8,175	-16.6	1,090	1,015	1,128	1,169	148	1,532
Llano	4,539	-24.3	1,000	666	1,144	1,162	133	1,541
Loving	212	-25.6	70	11	68	72	9	*38
Lubbock	56,661	+9.4	13,490	2,119	11,007	11,345	1,076	25,008
Lynn	11,714	-1.8	2,400	1,471	2,183	2,221	176	3,255
McCulloch	11,963	-9.4	2,400	1,098	2,334	2,380	321	3,950
McLennan	See Listing—End of State							
McMullen	1,213	-11.7	190	162	198	198	26	114
Madison	9,175	-23.7	850	1,674	944	991	174	2,485
Marion	11,090	-3.2	1,050	1,286	950	982	206	1,755
Martin	4,493	-19.1	780	779	827	863	84	1,134
Mason	4,259	-20.8	940	714	1,033	1,050	118	1,474
Matagorda	21,826	+8.8	3,180	1,614	2,575	2,665	389	5,711
Maverick	11,625	+15.8	1,140	272	872	903	167	2,138
Medina	16,428	+2.0	1,240	1,719	1,949	1,995	210	2,285
Menard	3,786	-16.3	770	380	816	821	109	1,402
Midland	12,966	+10.8	2,940	386	2,430	2,467	233	6,272
Milan	26,595	-19.7	3,620	3,895	3,873	4,024	467	4,739
Mills	6,365	-19.9	1,200	1,364	1,319	1,333	151	1,414
Mitchell	10,002	-19.8	2,010	1,119	2,176	2,226	269	3,223
Montague	16,290	-20.3	3,180	2,164	3,424	3,528	395	4,018
Montgomery	18,503	-19.7	2,710	2,296	2,899	3,006	360	4,763
Moore	8,739	+95.9	2,140	178	1,048	1,083	102	1,487
Morris	9,978	+1.7	1,130	1,210	972	1,011	138	1,287
Motley	3,991	-20.1	770	590	866	863	104	1,206
Nacogdoches	28,935	-18.2	4,070	3,604	4,207	4,419	491	6,937
Navarro	42,622	-16.9	7,360	4,210	7,789	7,924	852	10,046
Newton	10,943	-20.1	1,060	1,565	1,166	1,177	161	1,276
Nolan	15,060	-13.0	3,380	948	3,218	3,487	331	6,270
Nueces	See Listing—End of State							
Ochiltree	3,685	-12.5	940	528	966	974	108	2,065
Oldham	1,486	+7.3	370	177	307	318	46	434
Orange	36,692	+111.1	6,650	1,141	2,838	3,022	282	3,713
Palo Pinto	20,196	+9.4	4,630	1,325	3,327	3,814	454	4,449
Panola	18,336	-18.6	2,890	3,237	2,051	2,078	229	2,231
Parker	18,122	-11.5	3,440	2,481	3,455	3,510	381	3,763
Parmer	5,036	-14.5	1,120	915	1,141	1,175	123	1,506
Pecos	7,659	-6.4	1,380	326	1,239	1,332	201	2,911
Polk	16,411	-20.5	2,170	2,074	2,374	2,432	232	3,766
Potter	See Listing—End of State							
Presidio	9,094	-8.5	820	490	792	816	181	2,219
Rains	5,727	-21.9	650	1,132	953	970	83	427
Randall	7,762	+8.0	2,100	660	1,702	1,763	118	1,578
Reagan	2,010	+0.7	550	76	477	496	55	615
Real	1,991	-17.7	310	300	332	335	48	307
Red River	24,253	-18.5	3,420	3,726	3,711	3,778	440	4,079
Reeves	9,256	+15.6	1,540	277	1,203	1,232	246	3,908
Refugio	8,315	-19.9	1,500	396	1,628	1,674	235	3,309
Roberts	968	-24.9	360	154	293	300	28	457
Robertson	21,887	-14.9	2,450	2,834	2,406	2,578	390	3,607
Rockwall	5,949	-15.6	1,010	667	1,148	1,177	143	1,102
Runnels	16,897	-10.6	3,450	2,103	3,337	3,483	403	4,918
Rusk	39,288	-23.0	6,440	4,280	7,200	7,406	752	11,398
Sabine	9,062	-16.8	1,010	1,598	1,032	1,080	137	1,277
San Augustine	10,021	-19.6	840	2,162	867	939	146	1,650
San Jacinto	7,446	-17.8	340	1,547	459	483	97	616
San Patricio	27,362	-5.2	4,390	1,089	4,028	4,192	517	8,204
San Saba	8,429	-23.5	1,560	1,276	1,768	1,813	181	1,979
Schleicher	2,337	-24.2	450	286	518	523	59	589
Scurry	9,189	-20.4	1,900	1,446	2,051	2,109	249	2,862
Shackelford	4,641	-25.3	1,120	460	1,256	1,312	135	1,467
Shelby	23,908	-18.2	2,990	4,952	3,131	3,253	404	4,357
Sherman	1,863	-8.0	450	311	435	441	40	637
Smith	62,864	-9.0	11,730	5,306	11,230	11,613	1,297	21,281
Somervell	2,394	-22.0	390	434	432	436	66	418
Starr	12,528	-2.1	710	916	630	658	274	1,236
Stephens	8,688	-29.7	2,070	810	2,439	2,591	281	3,926
Sterling	1,281	-8.8	300	117	264	295	39	545
Stonewall	4,246	-24.0	700	754	807	826	85	634
Sutton	3,156	-20.6	500	166	572	573	104	1,450
Swisher	5,688	-12.9	1,400	1,035	1,399	1,446	166	1,929
Tarrant	See Listing—End of State							
Taylor	51,578	+16.8	11,050	1,871	9,023	9,444	1,048	17,205
Terrell	3,036	+3.8	450	136	392	395	81	907
Terry	11,033	-1.1	2,180	1,305	1,951	2,004	197	3,338
Throckmorton	3,307	-22.6	650	572	737	756	100	704
Titus	16,450	-14.4	2,710	2,146	2,748	2,819	329	3,974
Tom Green	41,903	+6.6	9,280	1,408	7,770	7,936	960	17,235
Travis	See Listing—End of State							
Trinity	10,480	-23.5	1,260	1,615	1,387	1,468	190	2,261
Tyler	9,036	-24.4	1,220	1,522	1,381	1,412	182	1,844
Upshur	20,442	-21.0	3,020	3,412	3,344	3,427	340	3,538

County	POPULATION		Radio Daily Homes 1914	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1913*	% Change 1910-13			1940 Census	NAB Projection	Stores	Sales
Upton	3,139	-26.0	860	77	1,013	1,028	145	2,349
Uvalde	13,432	+ 1.4	2,020	755	1,786	1,819	283	3,764
Val Verde	16,854	+ 9.1	2,290	309	1,874	1,931	337	4,218
Van Zandt	27,270	-12.5	4,920	4,381	4,892	5,072	456	4,641
Victoria	26,181	+10.3	3,920	1,646	3,756	3,847	451	9,064
Walker	17,195	-13.5	1,960	1,874	1,951	2,039	256	3,721
Waller	9,880	- 3.9	1,060	1,484	970	999	184	2,003
Ward	9,856	+ 2.9	2,080	109	1,801	1,842	262	*4,001
Washington	21,618	-14.8	2,250	3,912	2,318	2,367	437	4,623
Webb	48,203	+ 6.1	5,190	427	4,349	4,465	710	10,751
Wharton	32,102	-11.2	4,740	3,746	4,687	4,790	576	8,904
Wheeler	10,786	-13.1	2,210	1,266	2,246	2,276	297	3,577
Wichita	71,355	- 3.1	17,560	1,329	15,845	16,407	1,646	31,850
Wilbarger	17,732	-13.4	4,620	1,300	4,012	4,146	405	6,695
Willacy	13,205	- 0.2	1,510	979	1,322	1,369	271	2,370
Williamson	37,607	- 9.8	6,550	3,954	6,380	6,558	801	9,169
Wilson	14,314	-16.1	1,420	2,092	1,477	1,512	258	2,191
Winkler	5,448	-11.3	1,360	25	1,348	1,370	206	3,194
Wise	16,176	-15.2	3,070	2,490	3,043	3,220	354	2,914
Wood	21,578	-11.4	3,610	3,286	3,579	3,651	439	4,035
Yoakum	2,673	-50.0	620	260	987	1,017	153	918
Young	15,203	-20.0	3,380	1,449	3,685	3,763	481	6,730
Zapata	3,512	-10.3	170	329	170	171	60	119
Zavala	9,916	-14.5	720	316	721	760	165	1,337

METROPOLITAN DISTRICTS—COUNTIES

City	Population	% Change	Radio Daily Homes	No. of Farms	1940 Census	NAB Projection	Stores	Sales
AMARILLO (Potter)	57,754	+ 6.4	15,980	302	13,388	13,773	1,188	28,888
AUSTIN (Travis)	112,036	+ 0.9	22,890	2,647	20,170	20,627	324	2,906
BEAUMONT (Jefferson)	175,097	+20.5	41,040	2,387	30,298	31,338	2,533	57,967
CORPUS CHRISTI (Nueces)	120,965	+30.6	22,230	1,457	15,366	15,753	2,029	40,771
DALLAS (Dallas)	440,888	+10.6	116,310	3,510	93,564	96,130	7,764	205,466
EL PASO (El Paso)	137,579	+ 9.3	27,380	1,075	22,696	23,088	2,324	45,669
FORT WORTH (Tarrant)	254,001	+12.6	66,060	3,622	52,082	53,708	4,573	107,841
GALVESTON (Galveston)	97,310	+21.9	24,250	909	18,060	18,363	1,842	35,786
HOUSTON (Harris)	588,175	+11.2	145,960	6,949	116,300	120,628	9,268	239,223
SAN ANTONIO (Bexar)	412,905	+30.7	90,840	3,664	63,406	64,431	6,454	120,258
WACO (McLennan)	110,189	+ 8.1	22,940	4,445	18,734	19,443	1,827	31,610
TOTAL STATE..	6,341,450	- 0.6	1,252,100	418,002	1,090,206	1,122,042	116,824	\$1,940,914

* Civilian Population Estimates—Bureau of the Census, March 1, 1943. Radio Homes projected by RADIO DAILY from Civilian Population Estimates, 1943. Money values are in thousands of dollars.

UTAH

Population 1943* 585,065
 Radio Homes, 1944 (RADIO DAILY Estimate) 151,470
 No. of Farms, 1940 25,411

County	POPULATION		Radio Daily Homes 1914	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1913*	% Change 1910-13			1940 Census	NAB Projection	Stores	Sales
Beaver	4,676	- 6.7	1,110	329	1,050	1,073	94	\$1,099
Box Elder	18,083	- 4.0	4,640	1,805	4,134	4,215	327	4,499
Cache	27,831	- 8.8	7,190	2,253	6,981	7,116	455	8,692
Carbon	19,381	+ 7.4	4,550	454	3,836	3,888	274	6,466
Daggett	337	-40.2	70	68	76	80	7	64
Davis	22,355	+42.1	5,430	1,474	3,503	3,562	179	2,796
Duchesne	6,660	-25.7	1,260	1,104	1,467	1,500	110	1,304
Emery	5,373	-24.0	1,160	822	1,341	1,359	90	674
Garfield	3,462	-34.1	630	418	835	860	80	541
Grand	1,902	- 8.1	360	155	347	353	35	455
Iron	7,544	- 9.4	1,830	550	1,794	1,814	145	3,727
Juab	5,499	-25.6	1,470	395	1,736	1,762	124	1,636
Kane	2,196	-14.3	440	210	442	457	53	505
Millard	16,168	+68.2	3,510	967	1,890	1,954	170	2,133
Morgan	2,583	- 1.1	650	247	576	598	43	488
Piute	1,658	-24.7	380	215	436	453	37	364
Rich	1,571	-22.5	410	249	468	475	24	166
Salt Lake	See Listing—End of State							
San Juan	3,677	-22.0	320	675	405	420	40	430
Sanpete	12,992	-19.1	3,350	1,426	3,620	3,665	360	2,655
Sevier	9,433	-11.1	2,340	959	2,571	2,661	263	3,195

County	POPULATION		Radio Daily Homes 1914	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1913*	% Change 1910-13			1940 Census	NAB Projection	Stores	Sales
Summit	7,244	-16.9	1,930	513	2,020	2,073	172	1,638
Tooele	12,365	+35.4	3,150	368	2,120	2,155	157	2,198
Uintah	7,458	-24.7	1,450	1,123	1,677	1,700	108	1,674
Utah	63,948	+11.4	15,710	3,055	12,696	12,975	823	15,174
Wasatch	5,336	-7.3	1,340	431	1,265	1,297	95	1,360
Washington	6,739	-27.3	1,420	681	1,677	1,711	175	1,842
Wayne	1,719	-28.2	330	359	391	403	34	132
Weber	74,124	+30.7	20,280	1,693	14,092	14,379	938	21,895
City								
METROPOLITAN DISTRICTS—COUNTIES								
SALT LAKE CITY (Salt Lake)	232,958	+10.4	64,760	2,515	52,972	53,955	3,347	94,342
TOTAL STATE	585,005	+6.4	151,470	25,411	126,419	128,923	8,759	\$182,147

* Civilian Population Estimates—Bureau of the Census, March 1, 1943. Radio Homes projected by RADIO DAILY from Civilian Population Estimates, 1943. Money values are in thousands of dollars.

VERMONT

Population 1943* 320,948
 Radio Homes, 1944 (RADIO DAILY Estimate) 81,770
 No. of Farms, 1940 23,582

County	POPULATION		Radio Daily Homes 1914	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1943*	% Change 1910-13			1940 Census	NAB Projection	Stores	Sales
Addison	14,406	-19.7	3,410	1,951	3,705	3,783	322	\$4,979
Bennington	20,350	-8.7	5,640	905	5,459	5,584	514	7,983
Caledonia	21,890	-10.0	5,740	1,977	5,634	5,784	523	9,296
Chittenden	46,808	-0.7	12,100	1,642	11,521	11,748	920	22,419
Essex	5,809	-10.5	1,280	601	1,376	1,390	148	1,182
Franklin	25,226	-14.8	6,240	2,157	6,472	6,566	533	8,677
Grand Isle	3,110	-18.2	730	447	767	790	65	734
Lamoille	9,276	-15.9	2,270	1,195	2,381	2,411	218	3,174
Orange	13,911	-18.4	3,320	2,151	3,544	3,607	312	4,182
Orleans	18,413	-16.5	4,430	2,187	4,626	4,764	484	7,147
Rutland	41,508	-9.0	10,630	1,934	10,285	10,528	973	18,258
Washington	35,162	-15.4	9,010	2,086	9,293	9,482	851	16,280
Windham	25,773	-7.5	6,670	1,646	6,455	6,544	573	11,613
Windsor	39,586	+4.6	10,260	2,703	8,735	8,924	772	13,427
TOTAL STATE	320,948	-10.2	81,770	23,582	80,253	81,905	7,208	\$129,351

* Civilian Population Estimates—Bureau of the Census, March 1, 1943. Radio Homes projected by RADIO DAILY from Civilian Population Estimates, 1943. Money values are in thousands of dollars.

VIRGINIA

Population 1943* 2,769,722
 Radio Homes, 1944 (RADIO DAILY Estimate) 499,290
 No. of Farms, 1940 174,885

County	POPULATION		Radio Daily Homes 1914	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1943*	% Change 1910-13			1940 Census	NAB Projection	Stores	Sales
Accomack	27,214	-17.4	4,820	2,183	5,013	5,184	550	\$4,246
Albemarle	42,974	-2.5	7,150	2,591	6,757	6,908	674	16,070
Charlottesville	Independent city—included in county above							
Alleghany	27,063	-7.2	5,350	526	5,119	5,192	458	8,314
Clifton Forge	Independent city—included in county above							
Amelia	7,502	-11.7	640	1,487	635	658	116	751
Amherst	18,295	-9.8	2,150	2,221	2,112	2,154	235	1,673
Appomattox	8,232	-8.7	970	1,322	931	962	128	1,470
Arlington	See Listing—End of State							
Alexandria	Independent city—included in county above							
Augusta	56,065	-0.1	10,510	3,719	9,130	9,550	797	14,790
Staunton	Independent city—included in county above							
Bath	5,680	-21.0	900	886	950	1,007	102	1,021
Bedford	26,138	-12.0	3,450	4,105	3,462	3,515	405	3,579
Bland	6,187	-8.1	860	918	841	848	78	355
Botetourt	15,033	-8.6	2,370	1,700	2,308	2,346	234	1,609
Brunswick	18,683	-4.6	1,720	2,535	1,608	1,643	214	2,328
Buchanan	24,988	-20.6	2,810	2,420	3,112	3,157	453	3,654
Buckingham	11,535	-13.9	880	1,872	995	1,018	149	944
Campbell	67,556	-4.4	12,880	2,645	11,990	12,261	1,227	26,319
Lynchburg	Independent city—included in county above							
Caroline	11,520	-17.4	1,250	1,800	1,308	1,337	185	1,412
Carroll	22,740	-12.2	2,830	4,005	2,814	2,887	271	1,841
Charles City	4,311	+10.8	350	368	312	318	47	188
Charlotte	13,264	-16.4	1,120	2,435	1,161	1,193	223	1,207
Chesterfield	28,229	-9.5	5,870	1,717	5,716	5,870	324	3,015
Clarke	6,463	-9.7	1,190	567	1,099	1,187	117	1,506

County	POPULATION		Radio Daily Homes 1914	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1913*	% Change 1910-13			1940 Census	NAB Projection	Stores	Sales
Craig	3,252	-13.7	560	543	577	579	58	393
Culpepper	12,072	-9.7	1,810	1,230	1,788	1,814	179	3,258
Cumberland	6,364	-15.2	540	1,447	547	570	75	503
Dickenson	19,728	-7.2	2,380	2,181	2,282	2,308	244	2,181
Dinwiddie	48,603	-0.1	7,750	1,834	6,821	7,048	794	15,869
Petersburg	Independent city—included in county above							
Elizabeth City	See Listing—End of State							
Hampton	Independent city—included in county above							
Essex	6,621	+ 5.5	730	956	667	705	141	1,189
Fairfax	52,943	+38.9	10,580	1,484	6,938	7,105	344	4,840
Fauquier	19,321	- 8.2	2,880	2,183	2,763	2,827	310	4,628
Floyd	11,006	- 8.0	1,350	2,281	1,312	1,324	213	1,086
Fluvanna	6,709	- 5.3	780	1,157	729	746	98	676
Franklin	22,475	-13.1	2,570	3,867	2,588	2,643	291	2,242
Frederick	25,247	- 3.3	4,970	1,674	5,217	5,337	533	9,956
Winchester	Independent city—included in county above							
Giles	15,539	+ 6.2	2,420	1,339	2,048	2,084	193	2,089
Gloucester	9,564	+ 0.2	1,420	1,253	1,221	1,287	151	1,552
Gouchland	7,519	-11.1	700	1,358	695	707	102	493
Grayson	20,857	- 4.8	2,970	2,937	2,777	2,829	297	3,656
Greene	4,655	-10.8	320	828	324	327	65	269
Greensville	13,781	- 7.3	1,330	1,106	1,263	1,291	198	2,501
Halifax	37,246	- 9.8	3,620	5,886	3,494	3,617	460	5,329
Hanover	17,855	- 3.5	2,220	1,946	2,045	2,093	221	2,566
Henrico	See Listing—End of State							
Richmond	Independent city—included in county above							
Henry	38,911	+ 6.4	5,870	2,229	4,832	5,057	496	7,928
Martinsville	Independent city—included in county above							
Highland	4,262	-12.6	680	607	686	705	68	321
Isle of Wight	13,198	- 1.4	1,380	1,248	1,234	1,271	217	2,084
James City	12,918	+38.0	1,740	326	1,145	1,167	146	2,943
Williamsburg	Independent city—included in county above							
King and Queen	6,094	-12.4	580	1,202	588	605	96	376
King George	5,650	+18.0	730	844	553	563	70	465
King William	7,573	- 3.6	980	697	908	927	144	*1,587
Lancaster	7,016	-20.1	1,230	700	1,079	1,115	173	1,527
Lee	34,132	-13.1	4,010	3,571	4,056	4,134	332	3,569
Loudoun	18,250	- 8.7	3,340	1,716	3,204	3,306	305	4,422
Louisa	10,999	-19.5	1,290	2,256	1,395	1,425	180	1,614
Lunenburg	13,805	- 0.3	1,490	1,948	1,316	1,354	157	1,797
Madison	7,891	- 6.8	890	1,202	846	862	114	662
Mathews	6,386	-10.7	1,030	766	1,017	1,041	111	1,029
Mecklenburg	28,544	-10.6	2,650	4,303	2,600	2,676	473	4,919
Middlesex	5,967	-10.6	720	971	683	724	119	939
Montgomery	41,262	+31.7	6,780	1,670	4,086	4,763	356	5,886
Radford	Independent city—included in county above							
Nansemond	34,288	+ 1.1	5,070	1,601	4,378	4,560	551	8,673
Suffolk	Independent city—included in county above							
Nelson	14,848	- 8.6	1,650	1,829	1,601	1,634	248	1,476
New Kent	3,895	- 8.0	400	362	368	376	61	**659
Norfolk	See Listing—End of State							
South Norfolk	Independent city—included in county above							
Norfolk	Independent city—included in county above							
Portsmouth	Independent city—included in county above							
Northhampton	15,939	- 9.2	2,490	777	2,401	2,468	330	3,835
Northumberland	8,579	-18.0	1,240	1,183	1,292	1,342	163	1,292
Nottoway	17,040	+ 9.5	2,170	1,595	1,737	1,812	248	3,303
Orange	11,679	- 7.7	1,720	1,353	1,647	1,681	209	3,181
Page	13,764	- 7.4	2,200	1,327	2,083	2,138	238	2,093
Patrick	13,379	-19.5	1,230	3,005	1,337	1,367	191	1,106
Pittsylvania	91,154	- 3.5	13,710	6,932	12,707	12,932	1,008	21,658
Danville	Independent city—included in county above							
Powhatan	5,451	- 3.9	530	829	488	499	80	545
Prince Edward	12,555	-15.9	1,460	1,689	1,524	1,556	210	3,325
Prince George	21,250	+ 1.7	3,870	869	3,370	3,452	289	3,535
Hopewell	Independent city—included in county above							
Princess Anne	See Listing—End of State							
Prince William	15,444	+32.5	2,870	1,044	1,939	2,007	253	3,208
Pulaski	27,458	+20.6	4,600	1,191	3,410	3,510	290	4,322
Rappahannock	6,187	-14.2	610	861	614	630	90	552
Richmond	5,856	-11.7	720	893	710	734	135	997
Roanoke	See Listing—End of State							
Roanoke	Independent city—included in county above							
Rockbridge	24,891	- 6.9	4,460	2,125	4,193	4,334	385	5,246
Buena Vista	Independent city—included in county above							
Rockingham	39,047	- 2.5	7,190	3,884	6,528	6,721	600	12,965
Harrisonburg	Independent city—included in county above							
Russell	23,935	-10.1	3,080	2,840	3,023	3,082	300	2,175
Scott	25,689	- 4.8	2,910	3,874	2,716	2,769	369	2,016
Shenandoah	19,196	- 8.1	3,840	2,395	3,677	3,760	436	3,571
Smyth	27,286	- 5.5	3,580	2,086	3,342	3,441	413	4,098
Southampton	24,878	- 5.9	2,410	2,345	2,240	2,319	323	3,887
Spotsylvania	21,159	+ 5.7	4,400	1,313	3,032	3,788	418	9,146
Fredericksburg	Independent city—included in county above							
Stafford	8,465	- 3.9	1,480	898	1,350	1,392	110	528
Surry	5,274	-14.8	650	781	674	686	95	626

County	POPULATION		Radio Daily Homes 1914	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1943*	% Change 1940-43			1910 Census	NAB Projection	Stores	Sales
Sussex	11,898	- 4.7	1,030	1,236	935	989	172	1,622
Tazewell	42,115	+ 1.2	7,090	1,622	6,292	6,389	488	7,839
Warren	10,925	- 1.2	2,060	829	1,828	1,884	230	3,188
Warwick	See Listing—End of State							
Newport News	Independent city—included in county above							
Washington	47,298	- 0.1	7,640	4,240	6,833	6,947	641	9,475
Bristol	Independent city—included in county above							
Westmoreland	8,706	- 8.5	1,020	1,110	885	928	191	1,304
Wise	48,758	- 7.1	7,140	2,340	6,770	6,932	595	8,465
Wythe	21,165	- 6.8	3,480	1,862	3,322	3,376	281	4,131
York	10,265	+ 19.8	1,650	421	1,188	1,264	106	865

City

METROPOLITAN DISTRICTS—COUNTIES

NORFOLK (Hampton, Newport News, Norfolk, Portsmouth, South Norfolk, cities; Elizabeth City, Norfolk, Princess Anne, Warwick)

PORTSMOUTH

NEWPORT

News	466,787	+ 45.2	106,340	2,668	66,120	68,614	2,717	125,242
RICHMOND (Richmond city; Henrico)	251,871	+ 7.2	62,250	1,070	52,105	53,209	4,175	122,057
ROANOKE (Roanoke city; Roanoke)	108,968	- 2.9	25,550	1,531	23,422	23,878	1,713	44,335

TOTAL STATE . . . 2,769,722 + 4.8 499,290 174,885 409,978 421,078 38,793 \$672,402
 Note—Arlington, Alexandria city included in Washington, D. C., Metropolitan District. Listed under D. C.

* Civilian Population Estimates—Bureau of the Census, March 1, 1943. Radio Homes projected by RADIO DAILY from Civilian Population Estimates, 1943. Money values are in thousands of dollars.

WASHINGTON

Population 1943* . . . 1,848,255
 Radio Homes, 1944 (RADIO DAILY Estimate) . . . 576,420
 No. of Farms, 1940 . . . 81,686

County	POPULATION		Radio Daily Homes 1914	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1943*	% Change 1940-43			1910 Census	NAB Projection	Stores	Sales
Adams	4,856	-21.8	1,370	651	1,507	1,548	148	\$2,388
Asotin	7,198	-14.0	2,140	542	2,174	2,239	99	1,235
Benton	10,540	-12.6	2,760	1,673	2,748	2,840	200	2,869
Chelan	30,608	-11.1	9,140	2,079	9,027	9,230	719	16,959
Cllallam	20,623	- 5.1	5,850	1,226	5,406	5,569	410	7,529
Clark	81,490	+ 70.3	24,290	4,528	13,235	13,490	851	15,270
Columbia	4,231	-23.8	1,240	525	1,427	1,453	141	1,654
Cowlitz	40,433	+ 0.7	11,730	1,925	10,329	10,564	715	14,753
Douglas	2,789	-67.8	930	1,245	2,202	2,268	121	1,450
Ferry	3,458	-26.4	850	553	990	1,014	86	783
Franklin	6,736	+ 6.8	1,860	363	1,548	1,584	149	2,663
Garfield	2,587	-23.5	770	335	880	896	76	1,377
Grant	6,651	-54.7	2,190	600	3,916	3,988	399	5,700
Grays Harbor	45,475	-14.4	13,800	1,915	13,918	14,372	1,148	21,357
Island	5,775	- 4.1	1,840	1,044	1,652	1,737	128	1,103
Jefferson	7,898	- 0.3	2,390	518	2,092	2,165	185	2,304
King	See Listing—End of State							
Kitsap	85,595	+ 98.8	27,220	2,102	12,731	13,048	794	15,761
Kitittas	16,372	-10.1	4,620	1,196	4,964	5,075	415	7,623
Klickitat	8,683	-23.5	2,300	1,113	2,618	2,677	214	3,154
Lewis	34,314	-17.1	9,890	3,941	10,278	10,635	820	13,090
Lincoln	9,047	-20.4	2,680	1,269	2,929	2,975	290	4,621
Mason	12,676	+ 9.2	3,600	769	2,967	3,028	244	3,584
Okanogan	17,762	-27.6	4,520	2,397	5,368	5,509	434	7,046
Pacific	12,050	-24.1	3,590	710	4,101	4,176	367	4,875
Pend Oreille	5,223	-27.0	1,340	657	1,572	1,615	164	1,800
Pierce	See Listing—End of State							
San Juan	2,349	-25.6	730	497	855	875	64	650
Skagit	35,303	- 6.0	10,380	3,242	9,659	9,980	885	12,543
Skanania	3,310	-28.6	940	331	1,134	1,164	104	790
Snohomish	89,132	+ 0.4	25,200	6,231	24,388	24,947	1,741	30,381
Spokane	See Listing—End of State							
Stevens	15,178	-21.3	3,850	2,537	4,240	4,318	281	3,775
Thurston	37,570	+ 0.8	11,740	2,876	10,324	10,569	752	14,900
Wahkiakum	3,094	-27.8	860	449	1,012	1,055	59	746
Walla Walla	29,290	- 4.1	8,100	1,420	7,319	7,647	637	14,146
Whatcom	58,673	- 2.8	18,260	4,703	16,600	17,062	1,189	21,969
Whitman	23,780	-12.8	7,090	2,537	7,138	7,310	668	10,858
Yakima	83,805	-15.3	23,640	6,606	24,046	24,887	1,660	37,112

County	POPULATION		Radio Daily Homes 1944	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1943*	% Change 1910-43			1940 Census	NAB Projection	Stores	Sales
METROPOLITAN DISTRICTS—COUNTIES								
SEATTLE (King)	604,556	+ 20.1	203,410	5,760	150,794	156,460	12,440	264,082
SPOKANE (Spokane)	171,674	+ 5.6	53,120	4,999	44,715	45,791	3,389	76,774
TACOMA (Pierce)	207,293	+ 19.6	66,190	5,622	49,690	50,924	2,752	72,536
TOTAL STATE	1,848,255	+ 7.5	576,420	81,686	472,553	486,684	36,938	\$722,300

* Civilian Population Estimates—Bureau of the Census, March 1, 1943. Radio Homes projected by RADIO DAILY from Civilian Population Estimates, 1943. Money values are in thousands of dollars.

W. VIRGINIA

Population 1943* 1,748,851
 Radio Homes, 1944
 (RADIO DAILY Estimate) 340,600
 No. of Farms, 1940 99,282

County	POPULATION		Radio Daily Homes 1944	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1943*	% Change 1910-43			1940 Census	NAB Projection	Stores	Sales
Barbour	17,010	-14.4	2,990	2,097	3,044	3,111	252	\$2,275
Berkeley	25,354	-12.6	6,010	1,306	6,072	6,199	547	7,099
Boone	23,720	-16.9	3,800	1,053	3,930	4,086	262	4,540
Braxton	17,138	-20.9	2,040	2,886	2,256	2,293	238	1,961
Brooke	See Listing—End of State							
Cabell	See Listing—End of State							
Calhoun	9,514	-23.6	1,250	1,756	1,429	1,446	145	1,037
Clay	16,621	+ 9.3	1,790	1,552	1,467	1,507	129	1,383
Doddridge	8,392	-23.2	1,410	1,543	1,587	1,621	106	1,092
Fayette	66,291	-17.8	12,730	2,388	13,556	13,841	764	17,972
Gilmer	9,579	-20.5	1,310	1,822	1,447	1,472	144	1,001
Grant	7,498	-14.8	1,190	928	1,225	1,252	143	1,171
Greenbrier	34,130	-11.4	5,960	2,747	5,944	6,018	509	6,818
Hampshire	11,545	-11.0	1,930	1,538	1,850	1,952	191	1,570
Hancock	29,587	-6.3	7,220	384	6,827	6,947	448	6,921
Hardy	9,241	-14.5	1,270	1,205	1,320	1,339	163	1,165
Harrison	72,932	-12.0	15,890	2,784	16,217	16,666	1,170	21,644
Jackson	14,509	-12.6	2,490	2,539	2,502	2,563	223	1,848
Jefferson	14,970	-10.7	3,060	859	3,006	3,086	266	2,773
Kanawha	See Listing—End of State							
Lewis	18,861	-15.3	3,570	1,834	3,664	3,756	289	3,912
Lincoln	19,476	-14.9	1,930	2,775	1,983	2,028	190	1,596
Logan	60,854	-10.2	10,170	974	9,886	10,109	656	15,504
McDowell	92,826	-1.6	16,270	2,246	14,838	15,062	790	22,056
Marion	64,950	-5.4	15,050	2,467	13,990	14,334	886	16,489
Marshall	See Listing—End of State							
Mason	22,238	-0.1	3,390	2,326	2,993	3,076	254	2,095
Mercer	62,388	-8.6	12,580	3,193	12,231	12,458	829	17,032
Mineral	20,358	-8.4	4,430	1,009	4,269	4,346	333	4,043
Mingo	41,485	+ 1.7	6,090	2,040	5,342	5,439	434	8,380
Monongalia	52,358	+ 2.2	11,760	1,805	10,328	10,502	789	14,034
Monroe	12,149	-10.5	1,940	1,893	1,934	1,958	170	1,184
Morgan	7,707	-11.8	1,490	762	1,554	1,630	175	1,084
Nicholas	18,849	-21.7	2,600	2,277	2,884	2,949	199	2,361
Ohio	See Listing—End of State							
Pendleton	9,220	-15.3	1,280	1,399	1,315	1,351	122	1,042
Pleasants	5,516	-17.6	1,250	614	1,317	1,357	107	1,282
Pocahontas	12,133	-12.7	1,800	1,407	1,828	1,855	209	1,867
Preston	24,491	-19.5	4,290	2,594	4,685	4,774	409	3,521
Putnam	17,007	-12.8	2,650	1,861	2,660	2,735	193	2,183
Raleigh	86,041	-0.7	16,100	2,773	14,512	14,873	914	20,840
Randolph	26,996	-10.8	4,980	1,987	4,875	5,026	368	6,212
Ritchie	12,348	-19.8	2,280	1,935	2,477	2,534	214	1,926
Roane	16,814	-19.1	2,290	2,409	2,471	2,519	211	2,358
Summers	17,515	-14.2	2,860	2,168	2,886	2,983	244	2,915
Taylor	17,587	-11.7	3,580	1,052	3,569	3,647	299	3,439
Tucker	10,625	-19.3	2,050	773	2,079	2,132	180	1,784
Tyler	9,811	-21.9	2,020	1,347	2,247	2,296	162	1,987
Upshur	16,076	-12.4	2,910	2,215	2,815	2,969	237	2,631
Wayne	31,033	-12.7	4,490	3,030	4,509	4,629	297	2,246
Webster	15,870	-12.2	2,210	1,700	2,223	2,260	124	2,024
Wetzel	19,555	-12.5	3,470	1,770	3,515	3,577	383	3,541
Wirt	5,137	-20.7	740	993	803	827	84	487
Wood	55,327	-11.3	14,090	2,393	13,946	14,234	1,021	18,620
Wyoming	30,003	+ 0.8	3,840	1,579	4,161	4,221	247	5,121

County	POPULATION		Radio Daily Homes 1914	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1913*	% Change 1910-13			1940 Census	NAB Projection	Stores	Sales
METROPOLITAN DISTRICTS—COUNTIES								
CHARLESTON (Kanawha)	207,043	+ 6.4	44,770	3,406	37,521	38,591	2,447	64,394
HUNTINGTON (Cabell; Boyd, Ky.; Lawrence, Ohio)	177,360	— 6.7	39,730	5,695	37,579	38,571	2,884	56,134
ASHLAND, KY.	177,360	— 6.7	39,730	5,695	37,579	38,571	2,884	56,134
WHEELING (Brooke; Marshall, Ohio; Belmont, Ohio)	210,863	—10.1	52,390	6,204	51,162	52,394	4,115	67,011
TOTAL STATE	1,748,851	— 8.0	340,600	99,282	326,347	334,239	24,120	\$423,651

* Civilian Population Estimates—Bureau of the Census, March 1, 1943. Radio Homes projected by RADIO DAILY from Civilian Population Estimates, 1943. Money values are in thousands of dollars.

WISCONSIN

Population 1943* 2,956,860
 Radio Homes, 1944 (RADIO DAILY Estimate) 794,580
 No. of Farms, 1940 186,735

County	POPULATION		Radio Daily Homes 1914	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1913*	% Change 1910-13			1940 Census	NAB Projection	Stores	Sales
Adams	6,486	—23.2	1,500	1,344	1,695	1,722	135	\$1,133
Ashland	17,518	—19.6	4,280	1,272	4,635	4,702	404	7,215
Barron	30,022	—12.4	7,480	4,317	7,475	7,627	661	9,839
Bayfield	12,319	—22.2	2,960	2,100	3,323	3,370	205	2,920
Brown	82,175	— 1.1	20,950	3,312	18,897	19,223	1,685	37,174
Buffalo	13,629	—15.3	3,280	2,045	3,402	3,452	273	3,212
Burnett	8,946	—21.4	2,240	2,003	2,450	2,513	167	1,883
Calumet	15,327	—13.0	3,870	1,987	3,914	3,990	404	4,445
Chippewa	36,605	—10.1	8,210	3,823	8,025	8,206	722	11,347
Clark	29,409	—13.4	6,940	5,174	6,794	6,942	631	7,562
Columbia	31,981	— 1.6	8,700	2,982	7,846	8,051	747	11,221
Crawford	16,320	—16.4	3,570	1,924	3,714	3,794	325	3,582
Dane	See Listing—End of State							
Dodge	47,062	—13.3	12,500	4,564	12,624	12,886	1,094	14,000
Door	20,680	+ 8.8	5,170	2,253	4,228	4,349	433	5,913
Douglas	See Listing—End of State							
Dunn	23,658	—13.6	5,840	3,354	5,923	6,086	424	6,370
Eau Claire	44,946	— 4.4	12,020	2,156	11,012	11,342	735	18,771
Florence	3,124	—25.2	740	507	866	878	79	604
Fond du Lac	56,831	— 8.9	15,420	3,931	14,918	15,265	1,310	23,144
Forest	8,617	—27.0	1,780	745	2,096	2,139	189	2,279
Grant	36,837	— 9.3	9,430	4,028	9,178	9,337	806	11,671
Green	20,973	— 9.4	5,930	2,439	5,778	5,870	514	8,869
Green Lake	12,704	— 9.8	3,500	1,458	3,470	3,503	360	4,742
Iowa	16,955	—17.7	4,270	2,447	4,561	4,642	402	4,219
Iron	8,209	—17.4	2,080	564	2,158	2,234	279	2,469
Jackson	13,692	—17.5	3,160	2,205	3,333	3,430	300	3,854
Jefferson	38,302	— 1.5	10,890	3,102	9,844	10,077	929	15,549
Juneau	16,756	—10.3	3,910	2,122	3,792	3,908	365	4,318
Kenosha	See Listing—End of State							
Kewaunee	15,624	— 6.3	3,920	2,019	3,733	3,772	361	3,684
La Crosse	56,320	— 5.6	15,670	1,676	14,516	14,781	1,107	25,196
Lafayette	17,082	— 8.6	4,300	2,264	4,172	4,253	376	4,602
Langlade	19,356	—16.7	4,660	1,843	4,832	4,935	481	7,199
Lincoln	19,112	—15.2	4,600	2,038	4,720	4,842	462	6,127
Manitowoc	62,169	+ 1.0	16,590	3,741	14,678	14,947	1,206	21,898
Marathon	70,371	— 7.3	16,210	6,564	15,383	15,735	1,248	22,000
Marinette	31,656	—12.6	7,690	2,935	7,743	7,931	607	10,390
Marquette	7,889	—13.3	2,000	1,291	2,026	2,062	212	1,957
Milwaukee	See Listing—End of State							
Monroe	29,717	— 0.9	6,630	3,340	5,967	6,076	565	7,764
Oconto	21,703	—19.8	5,070	3,144	5,471	5,634	542	4,951
Oneida	15,372	—18.8	3,910	789	4,158	4,297	492	7,924
Outagamie	66,210	— 5.5	17,140	3,558	16,079	16,483	1,248	26,470
Ozaukee	18,643	— 1.8	5,090	1,553	4,635	4,712	407	6,395
Pepin	7,208	— 8.7	1,650	945	1,620	1,638	165	2,081
Pierce	19,137	—10.9	4,920	2,810	4,843	4,974	461	6,004
Polk	22,220	—15.2	5,570	4,072	5,770	5,869	439	6,266
Portage	28,873	—19.3	6,480	2,869	7,012	7,120	589	9,477
Price	14,741	—20.2	3,300	2,513	3,551	3,671	320	4,519
Racine	See Listing—End of State							
Richland	18,867	— 7.4	4,600	2,442	4,358	4,469	363	4,483
Rock	78,484	— 2.1	22,900	3,443	20,602	21,200	1,441	32,949
Rusk	14,675	—17.3	3,320	2,430	3,509	3,572	299	4,098
St. Croix	21,893	—11.9	5,640	3,014	5,541	5,758	492	6,630
Sauk	35,794	+ 6.2	9,190	3,470	7,792	7,922	722	11,003
Sawyer	9,021	—21.8	1,930	1,300	2,129	2,192	227	2,881
Shawano	28,523	—19.4	6,440	3,753	7,053	7,183	691	7,765
Sheboygan	70,528	— 7.5	19,970	3,408	19,202	19,576	1,370	27,287
Taylor	16,913	—15.9	3,480	3,310	3,631	3,699	304	3,605
Trempealeau	22,732	— 6.8	5,280	3,040	5,022	5,124	437	5,500
Vernon	26,136	—12.7	6,160	3,979	6,261	6,346	503	5,889

County	POPULATION		Radio Daily Homes 1914	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1913*	% Change 1910-13			1940 Census	NAB Projection	Stores	Sales
Vilas	6,380	—28.3	1,520	455	1,836	1,866	258	3,621
Walworth	31,567	—4.6	9,390	2,599	8,720	8,942	956	14,976
Washburn	9,736	—22.1	2,480	1,479	2,686	2,732	232	3,003
Washington	27,337	—3.8	7,270	2,609	6,735	6,852	522	8,353
Waukesha	See Listing—End of State							
Waupaca	32,532	—6.0	8,280	3,457	7,793	7,961	782	10,114
Wausara	11,663	—18.3	2,810	2,177	3,128	3,173	273	2,924
Winnebago	77,377	—3.9	21,830	2,525	20,162	20,590	1,465	31,389
Wood	41,816	—6.0	10,400	2,979	9,839	10,000	702	15,056

METROPOLITAN DISTRICTS—COUNTIES								
MADISON (Dane)	134,815	+ 3.2	38,180	5,834	33,071	33,787	2,582	62,699
MILWAUKEE (Milwaukee, Waukesha) ..	767,172	+ 0.1	241,990	5,228	215,788	219,986	16,713	372,855
RACINE (Kenosha, Racine)								
KENOSHA	152,259	— 3.3	43,440	3,580	39,934	40,594	2,929	59,457
TOTAL STATE...	2,956,860	— 5.7	794,580	186,735	743,078	758,449	61,062	\$1,127,415

Note: Douglas County contained in Duluth-Superior Metropolitan District. Listed under Minnesota.

* Civilian Population Estimates—Bureau of the Census, March 1, 1943. Radio Homes projected by RADIO DAILY from Civilian Population Estimates, 1943. Money values are in thousands of dollars.

WYOMING

Population 1943* 231,977
 Radio Homes, 1944 (RADIO DAILY Estimate) 61,540
 No. of Farms, 1940 15,018

County	POPULATION		Radio Daily Homes 1914	No. of Farms	RADIO HOMES		RETAIL—SERVICE	
	1913*	% Change 1910-13			1940 Census	NAB Projection	Stores	Sales
Albany	13,018	— 6.6	3,770	458	3,587	3,657	241	\$6,859
Big Horn	10,466	—18.9	2,550	1,051	2,697	2,747	284	4,088
Campbell	4,624	—23.5	1,210	852	1,359	1,408	116	1,882
Carbon	13,020	+ 3.0	3,200	524	2,927	3,005	270	6,070
Converse	5,776	—12.9	1,520	522	1,504	1,563	158	2,554
Crook	4,321	—20.9	980	808	1,065	1,105	103	956
Fremont	12,584	—21.8	2,760	1,542	3,041	3,127	339	5,286
Goshen	10,352	—15.2	2,430	1,328	2,487	2,561	217	3,368
Hot Springs	3,469	—24.7	940	246	1,087	1,105	95	1,652
Johnson	3,705	—25.6	1,050	505	1,205	1,244	150	1,707
Laramie	35,216	+ 27.3	10,380	900	7,437	7,566	610	15,706
Lincoln	8,159	—20.7	2,010	808	2,238	2,258	219	3,097
Natrona	21,354	—10.5	6,450	359	6,342	6,515	535	13,295
Niobrara	4,191	—30.0	1,110	533	1,353	1,394	122	2,350
Park	20,191	+ 84.0	4,890	916	2,463	2,539	251	4,903
Platte	7,051	—12.0	1,760	778	1,751	1,790	158	2,880
Sheridan	15,874	—17.6	4,370	1,019	4,660	4,754	508	8,987
Sublette	1,788	—35.6	460	312	648	651	69	856
Sweetwater	20,077	+ 3.5	5,370	256	4,844	4,884	357	8,878
Teton	1,588	—37.6	420	201	582	587	75	1,178
Vinta	6,466	—10.5	1,560	398	1,521	1,571	150	2,921
Washakie	4,495	—23.3	1,010	306	1,121	1,170	111	2,552
Weston	3,953	—20.3	1,010	396	1,104	1,121	138	1,796
Yellowstone								
Nat. Park (Part)	239	—42.5	130	103	200	36	870
TOTAL STATE...	231,977	— 5.2	61,540	15,018	57,126	58,531	5,312	\$104,700
TOTAL U. S.	128,231,363	— 2.4	31,298,920	6,096,799	28,048,219	28,838,203	2,416,383	\$45,462,207

* Civilian Population Estimates—Bureau of the Census, March 1, 1943. Radio Homes projected by RADIO DAILY from Civilian Population Estimates, 1943. Money values are in thousands of dollars.

— FOR —
UP-TO-DATE
INFORMATION
COVERING THE
RADIO MARKET
READ
RADIO DAILY
REGULARLY



*Announcing
The largest, most comprehensive
radio survey ever made on the
Pacific Coast*

276,019
TELEPHONE CALLS IN 33 CITIES...

*A survey just completed
by C. E. Hooper, Inc., shows that*

Only *one* network completely covers the Pacific Coast ▶

Only *one* network commands the attention of 60% to 100%
of the listening audience in many Pacific Coast markets ▶

Your radio show may be terrific, but hundreds of thousands of
people on the Pacific Coast can't hear it unless its released on ▶

More than half of the retail sales on the Pacific Coast are made outside of the counties in which the regularly Hooper rated cities are located. Don Lee is the only network that completely covers all of the outside markets.*

Mutual
**DON
LEE**

THOMAS S. LEE, *President*
LEWIS ALLEN WEISS, *Vice Pres., Gen. Mgr.*
5515 Melrose Ave., Hollywood, Calif.
Represented nationally by JOHN BLAIR & CO.

*Sales Management Survey of Buying Power, May 10, 1943

T H E N A T I O N ' S G R E A T E S T R E G I O N A L N E T W O R K



NETWORKS
OF THE
UNITED STATES



NATIONAL
REGIONAL



This is
The WEST VIRGINIA NETWORK

Parkersburg



WPAR
CBS
250 on 1450

Clarksburg



WBLK
NBC
250 on 1400

Huntington



WSAZ
BLUE
1000 on 930

Charleston



WCHS
CBS
5000 on 580

THE WEST VIRGINIA NETWORK

JOHN A. KENNEDY
PRESIDENT

HOWARD L. CHERNOFF
MANAGING DIRECTOR

National Representatives, THE BRANHAM COMPANY

THE BLUE NETWORK CO., INC.

WHEN a business organization reaches two years of age, with the cash register indicating a fair amount of profit, it almost inevitably gets down off its toes and assumes a complacent attitude. Standards have been established and policies set and since these have proved successful, the company is usually content to ride along on the wave created by its initial success.



MARK WOODS

We at the Blue Network, however, have no intention of losing the reputation as a pioneering network which we have acquired in the two years since the Blue was separated from NBC and set out on its own. We have standards—scores of them—but those in which we take the most pride are our standards of dissatisfaction, reputed to be the highest in the broadcasting industry.

No "Perfect Program"

With regard to programs, for example, we believe there is no perfect program, nor is there any type of show that is a "must" on our program schedule because a large segment of the industry regards it as indispensable. The daytime serial had been regarded in this light for many years until the Blue in 1943 decided that the question deserved investigation and conducted a survey of daytime radio which proved that while a large number of women like this type of program, there is a still larger number who do not listen to the radio to any extent during the daytime.

These figures indicated a dissatisfaction with the current daytime program structure and strengthened the Blue in its view that the radio listener would welcome a new kind of daytime fare, such as "Breakfast at Sardi's" and "Breakfast Club."

And once we have determined on a sales policy, we do not stow it away in

the file marked "permanent." Although we were the first to announce the two per cent cash discount and devised a daytime package rate—all innovations at the time—we would be the first to amend or discard entirely these policies if a change in the industry rendered them impractical.

I present these facts and opinions merely because I wish to prove that the Blue does not intend to rest on its successful performance in the past, that it will be the first in the broadcasting industry to realize the necessity of change and the last to cling to a policy because "it's always been done that way."

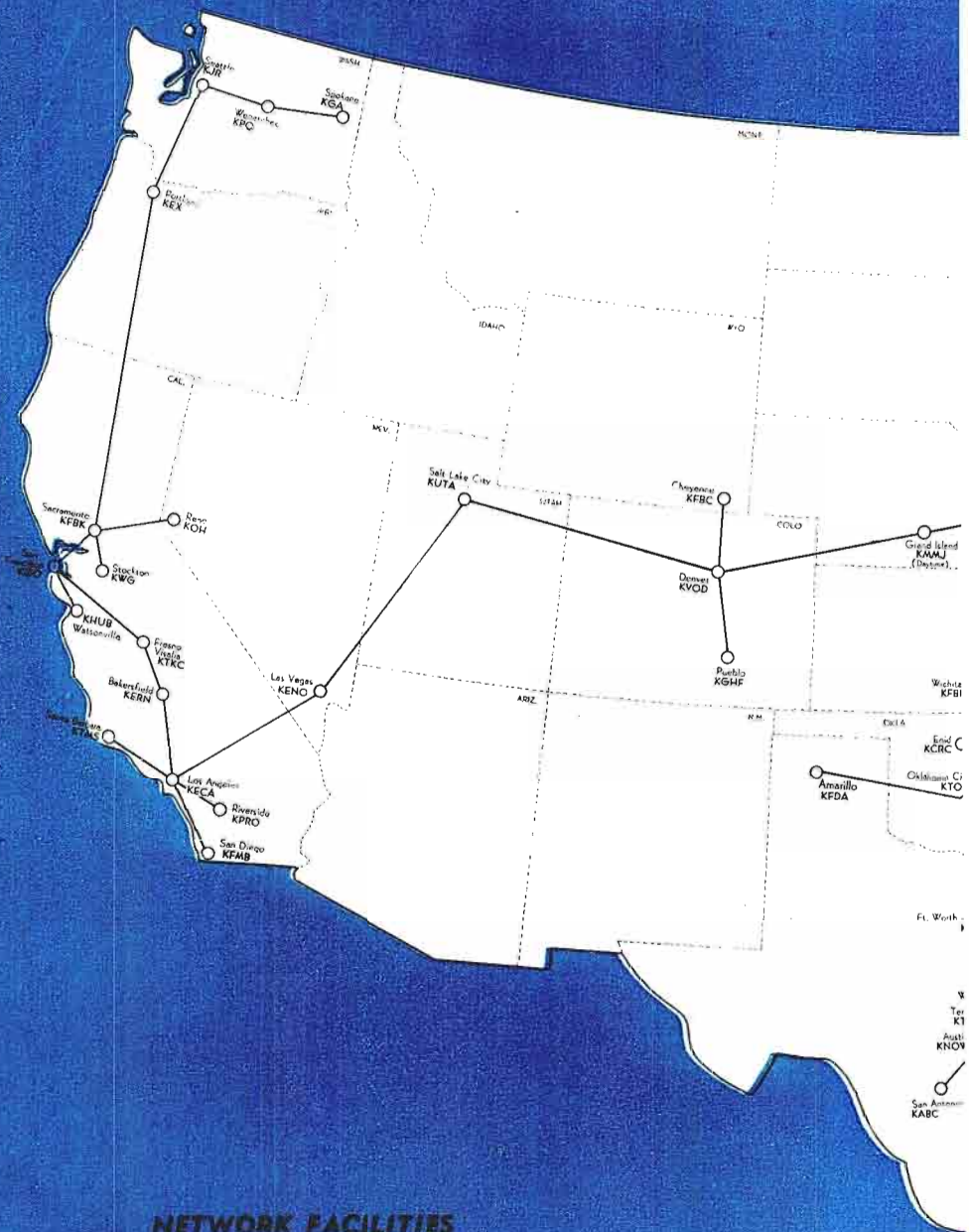
This pioneering spirit was given immeasurable impetus last year when Edward J. Noble became the owner of the Blue Network. Not only did the transaction make the Blue completely independent of any other business organization but it put at our head one of the leading figures in American industry. Expansion into the new fields of frequency modulation broadcasting and television will be facilitated under Mr. Noble's leadership.

Crucial Period for All

This year will be a crucial period in the lives of the American people and, since radio has become so inextricable a part of their lives, it will also put the broadcasting industry on its merits. Radio has achieved new records in the immediate dissemination of news, the clarification of problems of world-wide and national interest through a free discussion, the awakening of the American people to the importance of conservation and similar campaigns and the presentation of entertainment.

In all these fields radio will be required to do a better job than ever before. Just as the invasion of Hitler's European stronghold will bring out the finest qualities of the American people, so this major military operation will demand the most skillful handling of radio's news-gathering facilities. And once the war is over, radio will find an important role in the ironing out of the tremendous problems of the post-war era. Throughout these periods, the Blue Network will stand ready to do its part as a servant of the American people.

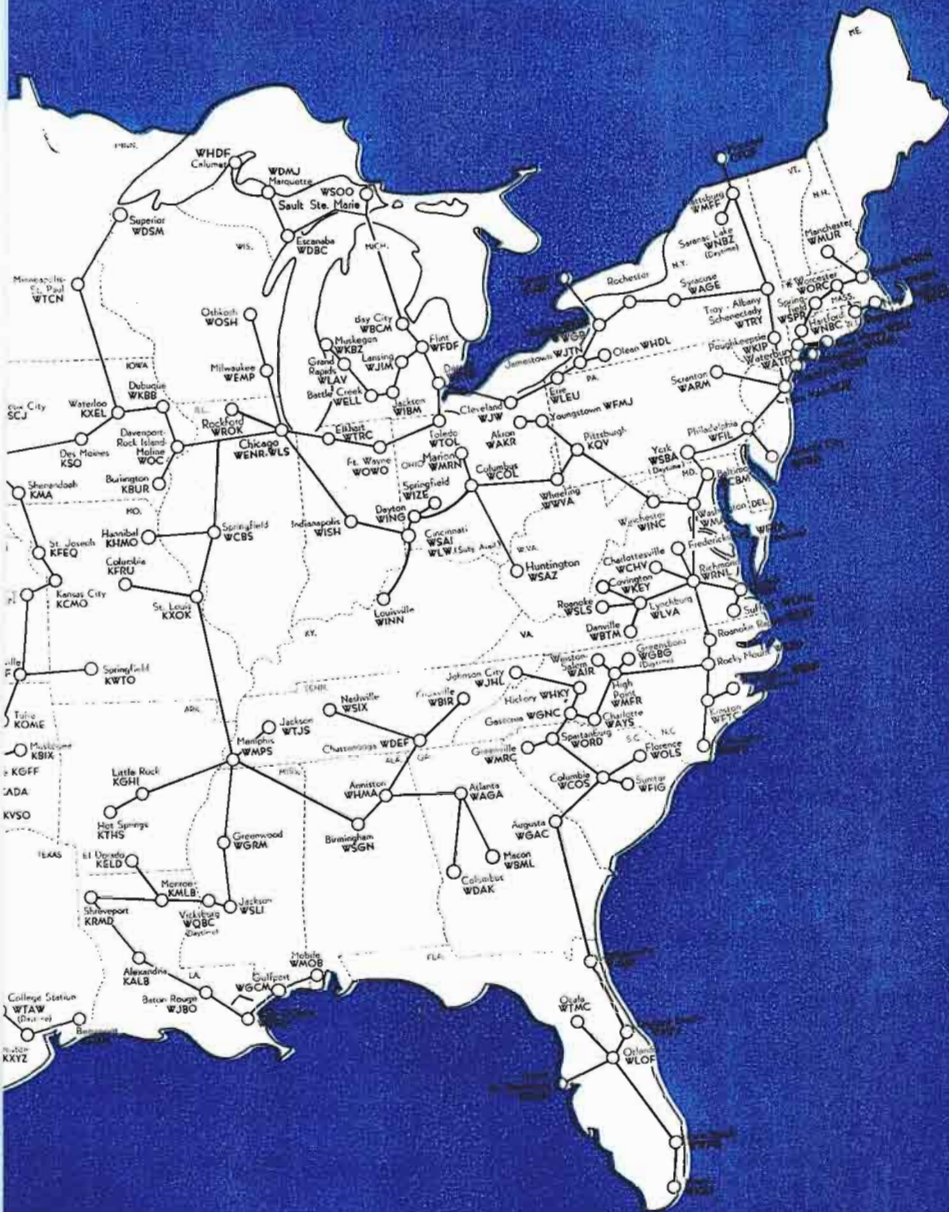
THE BLUE



NETWORK FACILITIES AS OF FEB. 15, 1944

*WGR, Buffalo, N. Y., replaces WEBB, June 1, 1944.

NETWORK



BLUE NETWORK COMPANY, Inc.

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

BOARD OF DIRECTORS

Noble, Edward J., Chairman	Priaulx, Nicholas C.
Woods, Mark	Wood, Franklin S.
Kobak, Edgar	Larsen, Roy E.
Anderson, Earl E.	LaRocke, Chester J.
Harold Hough	

Officers

Noble, Edward J. Chairman	Gilman, Don E. Vice-President
LaRocke, Chester J. Ch. of Executive Committee	Kiggins, Keith Vice-President
Woods, Mark President	Priaulx, C. Nicholas Vice-President
Kobak, Edgar Executive Vice-President	Rynd, Charles E. Treasurer
Boroff, E. R. Vice-President	Hennig, Anthony M. Assistant Treasurer
Carlin, Phillips Vice-President	Nicol, Alexander D. Controller
Swezey, Robert D. Secretary	

DEPARTMENTS AND DIVISIONS

Executive Offices

Noble, Edward J. Chairman of the Board
Woods, Mark President
Kobak, Edgar Executive Vice-President
Priaulx, C. Nicholas
Vice-President in Charge of Finance

Continuity Acceptance Department

Kemble, Dorothy Editor
Hoffman, Gertrude Assistant Editor

Controller's Office

Nicol, Alexander D. Controller

Engineering Department

Milne, George O. Chief Engineer

Information Department

Olenslager, George Manager

Legal Department

Swezey, Robert D. Counsel
Zorbaugh, Geraldine B. Attorney

Office Management Department

Van Houten, D. B. Office & Personnel Manager
Program
Carlin, Phillips Vice-President

Barry, Charles C. Eastern Program Manager
Bixler, James W. Night Program Manager
D'az, Raymond Supervisor of Announcers
Buchanan, Stuart Script Manager
Florsheim, Stanley

Manager Cooperative Program Division

Guy, Helen Business Manager
Johnsen, Grace M. Director Women's Programs
Johnstone, G. W.

Director News and Special Features

Knight, Ray Production Manager
Summers, Harrison B. Director of Public Service
Wamboldt, Melvin P. Commercial Prog. Supv.
Whiteman, Paul Director of Music

National Spot Sales

Grabhorn, Murray B. Manager
Dennis, Ralph Eastern Sales Manager

Network Sales Department

Jaeger, C. P. National Sales Manager
Shaw, Donald S. Commercial Program Sales Mgr.
Buckham, D. R. Eastern Sales Manager
Saudek, Robert Assistant Eastern Sales Manager
Simmel, Ludwig W. Sales Service Manager

Publicity Department

Mullin, Earl Manager
Cortada, Judith Trade News Editor
Donegan, Arthur B. Assistant Manager

Research Department

Evans, Edward F. Manager

Sales Promotion Department

Hauser, B. J. Manager

Stations Department

Kiggins, Keith Vice-President

Norton, John H., Jr. Station Relations Manager

Dolan, Thomas J. Traffic Manager

Treasurer's Department

Rynd, Charles Treasurer

Hennig, Anthony M. Assistant Treasurer

Hede, Henry T., Jr. Purchasing Agent

Station WJZ

McNeil, John H. Manager

Chapin, Slocum Acting Sales Manager

Hade, John J. Commercial Program Manager

Seiferth, Joseph M., Jr. Audience Promotion

Ellsworth, Thomas B. Promotion Research

Boone, Julian H. Sales Promotion

Joachim, Maurice Script Manager

CENTRAL DIVISION—CHICAGO

Merchandise Mart

Phone, Delaware 1900

Borroff, E. R. Vice-President in Charge

Berry, G. I. National Spot and Local Sales Manager

Douglass, L. E. Program Business Manager

Edgley, L. J. Script Manager

Ewing, Robert Sales Traffic

Horstman, E. C. Engineering Manager

Huber, E. J. Sales Promotion Manager

Wetzel, M. S.

Ell, Henry Publicity Manager

Peterson, R. S. Auditor and Business Manager

Rouse, Gene Supervisor of Announcing

Schoenfeld, Merritt R. Network Sales Manager

Wetzel, M. S. Public Service Manager

Stirton, J. L. Program Manager

Vernon, G. A. Research Manager

Wetzel, M. S. Production Manager

WESTERN DIVISION—HOLLYWOOD

6285 Sunset Boulevard

Phone, Hillside 8231

Gilman, Don E. Vice-President in Charge

Anderson, Clifford Program Traffic

Brown, Dorothy L. Continuity Acceptance Editor

Denechaud, R. G. Engineering Manager

Gates, Paul Night Program Manager

Hudson, Russell Sales Service Manager

Lonner, Walter W. Traffic Manager

Moore, Tracy Sales Manager

Moss, Robert Product Manager

Perrin, Victor H. Chief Announcer

Robb, John C. Manager News and Special Features

Stedman, K. S. Auditor

Samuel, Milton N. Publicity Manager

Pedersen, Elmer D.

Sales Promotion and Merchandising Manager

Tyson, Leo B. Program Manager

WESTERN DIVISION—SAN FRANCISCO

Taylor and O'Farrell Streets

Phone, Graystone 6565

Searle, Don Manager

Dwan, Robert E. Program Manager

Goddard, Elise Continuity Acceptance Editor

Palmer, T. B. Engineering Manager

Wesson, Robert Publicity and Promotion Manager

Peterson, Hilda T. Auditor

Rhodes, Lester R. Local Sales Manager

Robertson, Lawrence Production Manager

Stations Owned and/or Managed and/or Programmed by

The Blue Network Co., Inc.

WJZ, New York Owned, operated and represented by The Blue Network

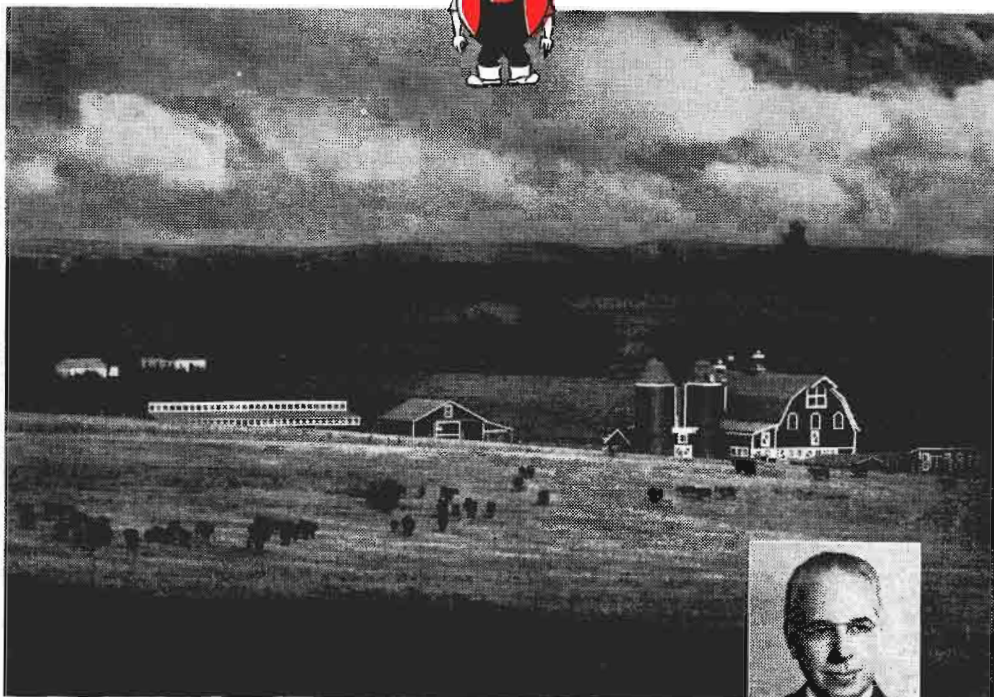
WENR, Chicago Owned, operated and represented by The Blue Network

WMAL, Washington Owned by Evening Star Publishing Co.

Represented by The Blue Network

KGO, San Francisco Owned, operated and represented by The Blue Network

Opening New Horizons



The story of KMBC of Kansas City has always been one of utilizing to the fullest extent radio's inherent potentialities, thus opening New Horizons for listeners in the "Heart of America." The past year has seen another such New Horizon come into existence—improving even to a greater extent KMBC's extensive farm service to this region's 49% rural population.

Thus was born this year *KMBC Service Farms*—fully equipped, pure-blooded livestock farms, putting into practical demonstration the teachings of Phil Evans, nationally known farm authority who directs KMBC's farm department. Again KMBC broadens its service to this community, in behalf of itself as a radio station and of broadcasting as an industry.

ARTHUR B. CHURCH
President and founder of KMBC whose faith in the limitless potentialities of radio's service to the community has been shown again in the development of *KMBC Service Farms*—dedicated to the betterment of rural thousands in the "Heart of America."

K M B C

OF KANSAS CITY

FREE & PETERS, INC.

SINCE 1928—THE BASIC CBS STATION FOR MISSOURI AND KANSAS

COLUMBIA BROADCASTING SYSTEM

AMERICAN radio in 1943 achieved an importance in the everyday life of the people of this country and of the peoples of the world which far surpasses its accomplishments in any other year of its brief history.



PAUL W. KESTEN

Radio brought the fighting front to the home front. It brought the Solomons and North Africa and Sicily and Attu to the farms and villages and towns and cities from which the heroes went to war.

And to these heroes in Guadalcanal and London and Iceland radio brought America.

Radio sold bonds—millions of dollars worth of bonds—and it recruited men and women for the different branches of the Armed Forces. Radio salvaged fats, explained the why and hows of rationing, encouraged farmers to produce—and told them how they could produce more and why they should.

Radio, more than ever in its history, brought messages from the people's chosen officials into the homes and hearts of the people—messages perhaps more important than any ever heard by the American people.

The Columbia Broadcasting System was privileged to take an important part in these mighty efforts.

The record of these 12 months shows that CBS devoted 17,718 broadcasts to some phase of the war, which filled 3,504 hours of air time. (Of this total, 1,715 hours were sustaining programs. Commercially-sponsored programs contributed 1,789 hours—approximately 45 per cent of total sponsored operating time on the network.)

Paley Overseas

In October, William S. Paley, CBS President, took leave from his network duties and went to the Mediterranean theater of war to fulfill a special assign-

ment with the U. S. Army's Psychological Warfare Branch at General Eisenhower's headquarters.

Columbia's audiences heard during the past year a great variety of programs devised to cover practically every field of human interest.

Discount Plan

Effectiveness of the CBS Full Network Discount Plan, instituted a half year before, was conclusively demonstrated in 1943. For the listener, it meant that many topnotch programs were available to every radio set within broadcast range of a CBS station anywhere in the United States.

Of the 53 commercially sponsored programs heard his year on the full CBS continental network, 35 were the result of the discount plan. At least three other programs were slated to take advantage of the same offer at the start of '44.

Early in 1943 the Columbia Affiliates Advisory Board was formed. Under the plan, the country was divided into a number of districts corresponding roughly to the operational pattern of the network.

War Bond Sales

During the year 1943, our records indicate that CBS has been instrumental in selling over 136 millions in war bonds—through CBS stations to the listening audiences, to CBS personnel via payroll deductions and similar arrangements and through purchase by the Columbia broadcasting System itself.

CBS is utilizing at present the largest staff of foreign correspondents in its history to bring the people accurate, swift and first-hand reporting of the mighty struggle that is convulsing the world.

The CBS short wave listening post recorded about 50 million words of foreign short wave broadcasts in 1943 which were translated from as many as 15 languages.

To CBS during 1943 went an imposing number of awards and citations won by CBS programs, personnel and stations.

American radio has just passed through the most important year in its brief history. But when the accomplishments of 1944 are spread on the record, the achievements of 1943 may well seem pale in comparison.

COLUMBIA BROADCASTING SYSTEM



**NETWORK FACILITIES
AS OF FEB. 15, 1944**

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

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

J. A. W. Iglehart
Paul W. Kesten
Isaac D. Levy

Leon Levy
Samuel Paley
William S. Paley

Dorsey Richardson
Mefford R. Runyon
Herbert Bayard Swope

Officers

William S. Paley.....President and Director
Paul W. Kesten
Executive Vice-President & Director
Joseph H. Ream.....Vice-President & Secretary
Frank Stanton.....Vice-President
Frank K. White.....Vice-President & Treasurer
H. V. Akerberg
Vice-President in Charge of Station Relations
H. Leslie Atlass.....Vice-President, Chicago

Douglas Coulter
Vice-President in Charge of Programs
William C. Gittinger
Vice-President in Charge of Sales
Paul M. Hollister.....Vice-President in Charge
of Advertising and Sales Promotion
D. W. Thornburgh...Vice-President, Los Angeles
Samuel R. Dean.....Assistant Treasurer
James M. Seward.....Assistant Secretary
Arthur S. Padgett.....General Auditor
William E. Forbes.....Executive Assistant

DEPARTMENTS AND DIVISIONS

Construction and Building Operations Department

G. Stanley McAllister,
Director of Construction and Building Operations
C. R. Jacobs.....Asst. Dir.
John R. Carey...Manager of Building Operations
James R. Stevens...Manager of Theatre Operations
Walter Weiler...Manager of Internal Security
Roland Young.....Manager of Construction

Charles E. Midgeley, Jr...Sales Service Manager
W. Donald Roberts,
Western Mgr., Chicago Office Network Sales
Arthur J. Kemp,
Manager, Detroit Office Network Sales,
Fisher Bldg.

Editing and Copyright Department

Jan C. Schimek....Dir. of Editing and Copyright
Donald I. Ball.....Assistant Editor
Arthur Jersild,
Consultant on Children's Programs
W. Clark Harrington,
Assistant Manager of Copyright

Personnel Department
Francis C. Barton, Jr.....Personnel Manager
Bennett W. Lowry.....Employment Manager

General Engineering Department

Wm. B. Lodge....Acting Director of Engineering
Legal Department
Julius Brauner.....General Attorney
Howard L. Hausman.....Attorney

Program and Operations Departments

Douglas Coulter,
Vice-President in Charge of Programs
Davidson Taylor....Asst. Director of Broadcasts
Wm. Fineshriber....Acting Assistant Director
R. S. Langham.....Co-ordinator of Broadcasts
James M. Seward.....Director of Operations
I. S. Becker.....Assistant Director of Operations
R. R. Ray.....Assistant to Director of Operations

Sales Department

William C. Gittinger,
Vice-President in Charge of Sales
Leonard Erikson.....Network Sales Manager
William J. Fagan.....Administrative Manager
Allyn Jay Marsh.....Assistant Sales Manager
John J. Karol, Assistant Sales Manager and Market
Research Counsel

CASTING DIVISION

Larry Puck.....Talent Scout

EDUCATION DIVISION

Lyman Bryson.....Director of Education
Leon Levine.....Manager of Educational Staff

MUSIC DIVISION

James H. Fassett.....Director of Music Division
William H. Brennan,
Assistant Director in Charge of Serious Music
Wendell Adams.....In charge of Light Music
Lucile Singleton,
In charge of Vocalists, Auditions and
Record Library

MUSIC LIBRARY

Julius Mattfeld..... Director of Music Library
NETWORK OPERATIONS

Horace Guillotte.... Mgr. of Network Operations
NEWS & PUBLIC AFFAIRS DIVISION

Paul W. White,
Dir. of Public Affairs & News Broadcasts

Everett Holles..... Asst. Dir. of News Broadcasts
Henry Wefing..... Night News Editor

J. W. Gerber.... Supervisor of Shortwave Listening
William J. Slocum, Jr..... Dir. of Special Events

Helen Sioussat..... Director of Talks
PROGRAM WRITING DIVISION

Robert J. Landry.... Director of Program Writing
John Coborn Turner..... Script Editor

Elwood Hoffman..... Assoc. Script Editor
PROGRAM TYPING DIVISION

Harriet Hess..... Supervisor of Program Typing
SOUND EFFECTS DIVISION

Walter R. Pierson.... Mgr. of Sound Effects Div.
Max Uhlig..... Assistant Manager

Press Information

George Crandall... Director of Press Information
Arthur Perles..... Assistant Director

James Kane..... Assistant to the Director
Walter Seigal.... Manager Photographic Division

Anne Haraing..... Manager of Service Division
Joan Lane..... Trade News Editor

Radio Sales

Representation of Columbia Owned Stations

J. Kelly Smith..... General Manager, Chicago
Howard S. Meighan... Mgr., East. Div., New York

Roger K. Huston.... Mgr., Central Div., Chicago
Ole G. Morby..... Representative, San Francisco

Royal E. Penny..... Representative, Charlotte
Carter Ringlep.... Representative, St. Louis

Meredith Pratt.... Representative, Los Angeles
Research Department

John K. Churchill..... Director of Research
Oscar Katz..... Assistant Director of Research

Reference Department

William C. Ackerman,
Director of CBS Reference Department

Stanford Mirkin,
Manager of Program Research Division

Agnes Law..... Librarian

Sales Promotion and Advertising Department

Paul M. Hollister.... Vice-President in Charge
of Advertising and Sales Promotion

John Fox..... Manager of Production
Thomas D. Connolly... Dir. of Program Promotion

Louis Hausman.... Mgr. of Presentation Div.
Harry O'Brien..... Art Director

Dick Dorrance.... Director of Promotion Service
for CBS Owned Stations

Shortwave Broadcasting and Latin American Affairs

Edmund Chester,
Dir. of Broadcasting to Foreign Countries

John Hundley... Acting Dir. of Shortwave Programs
Lawrence Hass... Dir. of Shortwave News Division

Terig Tucci..... Music Director and Arranger
Roberto Unanua,

Asst. Dir. of Latin American Relations
Margaret Kennedy, Manager of Press Information
for Latin American Network

Station Relations Department

H. V. Akerberg,
Vice-President in Charge of Station Relations

Howard Lane..... Director of Station Relations
William A. Schudt, Jr.

Eastern Division Manager
Edwin Buckalew,

Western Division Manager, Los Angeles
Technical Operations

Henry Grossman... Network Operations Engineer
R. G. Thompson,

Eastern Division Operations Engineer
Television Department

Gilbert Seldes... Director of Television Programs
Dr. Peter Goldmark... Chief Television Engineer

Worthington Miner..... Manager of Television
Traffic Department

Hugh A. Cowham,
Commercial Engineer in Charge of Traffic

A. H. Peterson..... Traffic Manager
Treasury Department

Frank K. White.... Vice-President & Treasurer
Samuel R. Dean,

Assistant Treasurer & Comptroller
Arthur S. Padgett..... General Auditor

Norman duFrane.... Assistant General Auditor
W. J. Flynn..... Assistant Comptroller

L. C. Merrick..... Assistant Comptroller
Sophie Hinz..... Cashier

John E. Forsander... Purchasing Agent
Albert H. Bryant,

Manager of Mail, File & Mimeograph Division
New York City

WABC and WABC-FM, 485 MADISON AVE.
Arthur Hull Hayes..... General Manager

George W. Allen..... Program Director
John Field, Jr..... Sales Manager

Henry Grossman.... Chief Engineer of WABC
Jules Dundes..... Sales Promotion Manager

J. E. Doyle..... Manager, Press Information
Chicago

WBBM and WBBM-FM
410 NO. MICHIGAN AVE.

H. Leslie Atlass, Vice Pres. in Charge of Central
Div. and Gen. Mgr. of WBBM

J. L. Van Volkenburg..... Asst. Gen. Mgr.
Walter Preston..... Program Director

Urban Johnson..... Chief Sound Technician
J. J. Beloungy, Central Div. Operations Engineer
& Chief Engineer of WBBM

J. V. McLoughlin,
Accountant, Office and Personnel Mgr.

James Crusinberry..... News Editor
King Park..... Sales Promotion Manager

Orville J. Neuwerth.... Asst. Program Director

Val W. Sherman, Asst. Program Director in Charge
of Program Operations
Shepard Chartoc, Director of Press Information,
Public Events & Education

Washington

WTOP, EARLE BLDG.

Earl H. Gammons, Director of Washington Office
Carl Burkland..... General Manager
William D. Murdock, Assistant General Manager
Martin D. Wickett..... Program Director
Clyde Hunt..... Chief Engineer
Harry R. Crow..... Supervisor of Accounting,
Personnel & Purchasing

Robert S. Wood,
Director of Public Events & Spec. Features
Howard Stanley.... Director of Press Information
& Sales Promotion

Minneapolis-St. Paul

WCCO, 625 SECOND AVE., S.

Austin E. Joscelyn..... General Manager
Alvin Sheehan..... Assistant General Manager
H. S. McCartney..... Chief Engineer
Mary Doherty..... Accountant
Sam H. Kaufman... Director of Press Information
& Manager of Sales Promotion

St. Louis

KMOX, 401 SOUTH TWELFTH BLVD.

Merle S. Jones..... General Manager
Arthur Casey..... Assistant
Wendell B. Campbell 2nd,
Nat. Sales Mgr. & Asst. Station Mgr.
Harry Harvey..... Chief Engineer
Jerry Hoekstra,
Mgr. of Public Events & Spec. Features
Robert F. DeVoe,
Supervisor of Accounting, Personnel & Office
William Zalken..... Director Press Information
Blaine Cornwell..... Program Director
David Mars.... Dir. Sales Promotion & Advertising
C. G. Renier..... Director of Program Sales

Pacific Coast

Los Angeles Office

KNX, COLUMBIA SQUARE

D. W. Thornburgh... Vice-President in charge of
Western Div. & Gen. Mgr. of KNX
Harry W. Witt..... Asst. Gen. Manager
Charles D. Ryder, Jr..... Mgr. of Accounting,
Personnel & Purchasing
Lester Bowman,
Western Division Operations Engineer
& Chief Engineer of KNX
Clinton Jones..... News Editor

Hal Hudson..... Western Program Director
Lloyd Brownfield... Director of Press Information
Ralph W. Taylor.... Manager of Sales Promotion
Glanville T. Heisch... Assistant Program Director
Fox Case,
Director of Special Features & Public Events

J. Archie Morton..... Sales Manager
Ben Paley..... Production Manager
Charles E. Morin, Eastern Sales Manager for
Pacific Coast Network & KNX
George L. Moskovics,
Pacific Network Sales Manager

SAN FRANCISCO OFFICE PALACE HOTEL

Wayne Steffner..... Manager

Charlotte, N. C.

WBT, WILDER BLDG.

A. D. Willard, Jr..... General Manager
Royal E. Penny..... Sales Manager and
Radio Sales Rep.
Chas. H. Crutchfield..... Program Director
William M. Parker... Director, Sales Promotion,
Press Information, Merchandising
John S. Knell..... News Editor & Special Events
Edward J. DeGray.... Accounting and Personnel

Boston

WEEI, 182 TREMONT ST.

Harold E. Fellows..... General Manager
Kingsley Horton... Asst. Mgr.-Dir. of Programs
& Sales
Walter Stiles, Jr..... Director of Engineering,
Sound & Transcriptions
John J. Murray..... Manager of Accounting,
Personnel & Purchasing
Raymond G. Girardin..... Production Manager
& Asst. Program Director
Marie Houlahan... Director of Press Information
Guy C. Cunningham... Director of Sales Promotion

Foreign Staff

Edward R. Murrow, Chief of European Staff,
London; Larry Lesueur, London; Charles Colling-
wood, London; Bill Downs, London; Charles Shaw,
London; Richard Hottelet, London; Winston
Burdett, Algiers; Eric Severeid, Algiers; Farns-
worth Fowle, Italy; John Daly, Italy; George
Moorad, Cairo; James Fleming, Moscow; Howard
K. Smith, Berne; Glenn Stadler, Madrid; Albin
Johnson, Stockholm; William J. Dunn, Australia;
Webley Edwards, Honolulu; James Stewart,
Chungking; Hugh I. Jencks, Argentina; John
Adams, Rio de Janeiro; Charles Griffin, Santiago;
Dan Lundberg, Mexico; Jack Fendell, Panama
Canal Zone.

Station, Board and Operator list

COLUMBIA BROADCASTING SYSTEM

WABC, New York
WBBM, Chicago
WBT, Charlotte, N. C.
WCCO, Minneapolis-St. Paul

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

MUTUAL BROADCASTING SYSTEM

THE year 1943 has closed with a compelling and valuable contribution by the entire radio industry in the furtherance of the war effort. America's increasing importance in the world conflagration placed in the hands of the radio networks the task of keeping the public alert, aware, informed.



MILLER McCLINTOCK

The Mutual Broadcasting System, together with the other networks, accepted the challenge, and is proud to report its activities and progress during the past year, in behalf of the war effort.

1,468 programs, totalling 641 hours and 49 minutes of broadcast time, all in the interests of the war effort, were brought by Mutual to its audiences. These compilations are exclusive of regular sports news summaries and news commentaries, and regularly scheduled program features.

In co-operation with the War and Navy Departments, Mutual broadcast 305 Army programs and 298 Navy programs, including regularly weekly features, in which members of the armed forces participated. Other special Mutual features were produced with the co-operation and participation of the Treasury Department and various other Governmental and public agencies.

News Coverage

An important phase of radio's program to keep the public informed is a capable staff of reporters and commentators, both on the home front and abroad. Each week Mutual airs 76 individual news commentaries originating from the continental United States. This is supplemented by news features and analyses.

The Mutual network's expansion in sales and facilities in 1943 has made it possible to reach audiences of greater size, and has in turn resulted in an expansion of its personnel and administrative facilities.

1943 saw the affiliation of 15 more stations to the Mutual network, making a total of 211 affiliates in the U. S. and in addition outlets in Canada, Hawaii, and in Mexico through the 36 station Radio Mil chain.

The tie-up between Mutual and Radio Mil, in which the two networks have agreed to exchange programs, is indicative of the part radio will play in the development of relations with our Latin American neighbors.

Expansion

Another indication of Mutual's ever-growing importance in the field of business and radio advertising is the increase in sales; which are expected to exceed \$14,000,000 for 1943—a gain over 1942 of more than 40 per cent.

In order to provide Mutual listeners with a high degree of program service, the co-operative Mutual network organized a Program Operating Board, composed of program heads of five key Mutual stations, who meet monthly to analyze and work out ideas for maintenance of a diversified schedule of broadcasts.

This attention to the development of an efficient programming service has resulted in a well rounded series of regular features, devoted to education and information, music, religion, varied entertainment, sports, and juvenile programs.

Recognizing that international radio will play an important part in the post-war world, Mutual in 1943 strengthened relationships with the United Nations by exchanging program features with the Canadian Broadcasting Corp., the British Broadcasting Corporation, the Republics of Brazil and Mexico, and the Territory of Hawaii.

The radio industry is daily becoming an integral part of American life and habits. Business has recognized it as one of the great motivating forces of existence, an important medium of advertising.

Just as it has been significant in the progress of the war, radio will be an important instrument in the post-war world of rehabilitation and reconstruction. Mutual Broadcasting System is now preparing and planning for the day.

MUTUAL BROADCAST



**NETWORK FACILITIES
AS OF JAN. 1, 1944**



MUTUAL



Broadcasting System

Administrative Office

441 N. Michigan Ave., Chicago, Ill. Zone 11
Phone, Superior 0100

New York Office

1440 Broadway, New York, N. Y. Zone 18
Phone, PENNSYLVANIA 6-9600

Officers

President.....Miller McClintock
Chairman of Board of Directors,
Alfred J. McCosker
Chairman of Executive Committee
W. E. Macfarlane

Executive Vice-President...Theodore C. Streibert
Executive Vice-President...Lewis Allen Weiss
Vice-President.....J. E. Campeau
Secretary-Treasurer.....E. M. Antrim
Controller.....Miles E. Lamphiear

New York Staff

Department Heads

Director of Sales Promotion and Research,
Robert A. Schmid
Controller.....Miles E. Lamphiear
Office Service Manager.....Dale Brenner
Manager of Sales Service...George Chambers
Acting Director of Station Relations
Charles W. Godwin
Director of Commercial Programming
Allen de Castro
Assistant to the President and
Personal Director.....Roberta Dufton
Sales Manager.....Edward W. Wood, Jr.
Director of Programming...Adolph J. Opfinger
Publicity Director.....Lester Gottlieb

Executive Committee

Miller McClintock.....MBS, New York
W. E. Macfarlane.....WGN, Chicago
Theodore C. Streibert.....WOR, New York
John Shepard, III.....Yankee Network
Lewis Allen Weiss
Don Lee Broadcasting System
H. K. Carpenter.....WHK-WCLE, Cleveland

Chicago Staff

Western Sales Manager...Adolph N. Hult
Traffic Manager.....Myrtle Goulet
Sales Service.....Carroll Marts

Directors

E. M. Antrim Miller McClintock
Willet Brown Alfred J. McCosker
Hope Barroll, Jr. John Shepard III
H. K. Carpenter Theodore C. Streibert
Leonard Kapner Lewis Allen Weiss
W. E. Macfarlane I. R. Lounsbury

Legal Staff

Louis G. Caldwell.....Washington, D. C.
George Haggard.....Chicago
Emanuel Dannett.....New York

Program Operating Board

Miller McClintock.....MBS, Chairman
Adolph Opfinger.....MBS, Vice-Chairman
C. M. Hunter.....WHK, Cleveland
Julius Seebach, Jr.....WOR, New York
Frank Schreiber.....WGN, Chicago
Linus Travers.....Yankee Network, Boston
Lewis A. Weiss.....Don Lee, Hollywood

Foreign Staff

London.....John Steele, Arthur Mann
North Africa.Seymour Korman, John Thompson
Cairo.....Leslie Nichols
Sydney, Australia.....Stanley Quinn
Staff of Christian Science Monitor

NATIONAL BROADCASTING COMPANY



NILES TRAMMELL

IT IS more than two years ago since the treacherous attack on Pearl Harbor stunned all peace-loving peoples and then, almost overnight, spurred them forward into the greatest concerted drive against oppressor nations the world has ever known. Today, with positive indications that the tide of war has turned in our favor, the radio

industry cannot help but take pride in the knowledge that its broadcasters have kept pace with the nation in the intense energy with which its people have applied themselves to the war effort. Not only has radio itself initiated many productive moves to aid the drive against the common enemy but the industry as a whole has responded repeatedly when the Government has sought its support in special undertakings.

These contributions have taken varied forms. In the year 1943, for example, the National Broadcasting Company allotted more than 1,122 hours to programs promoting the war effort, a gain of more than 50 per cent over 1942. During the same period, the network carried 4,666 special announcements including 1,383 directed to the purchasers of War Bonds.

Since late in 1942, NBC's short wave outlets have been leased to the OWI, but in addition to this, NBC has continued to beam many special programs to the conquered countries of Europe to our service men abroad and to our neighbors in Latin America. During a trip to the Italian fronts last Fall, I saw at first hand how much these programs from home mean to our soldiers and how important it is that we not only continue to provide them but to send more and still more of them.

Home Front Activity

On the home front, the National Broadcasting Company has maintained its pre-eminent position as "the network most people listen to most." Invariably the results of responsible polls and surveys have placed NBC programs and artists in

top positions. For example, in the RADIO DAILY poll of 1943, NBC took the first six places among the Best Commercial shows on the air and seven out of the first ten in the Best Entertainers classification; the Cleveland Plain Dealer's survey of newspaper readers in its area gave NBC seven out of the first ten places in the "Favorite Program" category, and the Fame-Motion Picture Daily poll revealed that the first two choices in eight classifications were NBC personalities or programs.

In allotting approximately 15 per cent of its broadcasting time to news reports and special events, which was being done at the year's end, it is obvious that the National Broadcasting Company is meeting the desires of American listeners for full coverage of the battle fronts.

As the year closed, NBC's staff of news reporters numbered 37, the largest staff in the network's history. Many of these reporters have insisted upon sharing front line dangers with our troops. NBC newsmen were in the first wave of allied fighting men at Oran, Sicily and at the bloody beach-head of Salerno.

Tele-FM Developments

And, while carrying on these activities, NBC has not neglected the future. Both television and frequency modulation (FM) have been receiving the expert attention of our engineers and program staff. These new services, I am convinced, will play an important part in extending the post-war influence of radio on the life of the nation.

In November, NBC installed the first television receivers in hospitals near New York where wounded servicemen are convalescing. And then, to provide acceptable entertainment for these veterans, NBC commenced the telecasting of special sports events from Madison Square Garden. To date, Station WNBT has transmitted scenes from the Rodeo, the Ice Follies, basketball games and boxing.

If American radio is permitted to continue under the proved principles of free competitive enterprise, programs will improve, facilities will be extended and the nation as a whole will gain through the continuation of the finest broadcasting that talented writers, producers, artists and engineers can provide.

NATIONAL BROADCAST



NETWORK FACILITIES AS OF JAN. 1, 1944

KYCA, Prescott, Arizona and
KWJB, Globe, Arizona added
March 1, 1944.

**More advertisers spend
more money to sell more
merchandise to more people
on WLW than on any other
radio station in the world.**



DIVISION OF THE CROSLEY CORPORATION

The Nation's Most Merchandise-able Station

NATIONAL

Broadcasting Company

30 Rockefeller Plaza 20, New York City
(Telephone number, Circle 7-8300)

Registered Telegraphic Address
NATBROCAST NEW YORK

BOARD OF DIRECTORS

Angell, James Rowland
Braun, Arthur E.
Cutler, Bertram
Dawes, Charles G.
Dunn, Gano
Harbord, James G.

Harden, Edward W.
McGrady, Edward F.
Millhauser, DeWitt
Mullen, Frank E.
Nally, Edward J.
Sarnoff, David

Trammell, Niles

ADVISORY COUNCIL

Young, Owen D., Chairman

Angell, James R.
Belmont, Mrs. August
Coffin, Henry Sloan
Compton, Karl
Comstock, Ada
Damrosch, Walter

Davis, John W.
Farrell, Francis D.
Green, William
Harbord, James G.
Sarnoff, David
Smith, Alfred E.

Officers

Sarnoff, DavidChairman of the Board
Trammell, NilesPresident
Mullen, Frank E.,
 Vice-President & General Manager
Ashby, A. L.Vice-President & General Counsel
Egner, C. Lloyd.....Vice-President
Hanson, O. B.....Vice-President
Hedges, William S.....Vice-President
Kopf, Harry C.....Vice-President
Mason, Frank E.....Vice-President

Menser, Clarence E.....Vice-President
Royal, John F.....Vice-President
Russell, Frank M.....Vice-President
Strotz, Sidney N.....Vice-President
Witmer, Roy C.....Vice-President
MacDonald, John H.,
 Vice-President and Assistant Secretary
Teichner, R. J.....Treasurer
MacConnach, LewisSecretary
Pfautz, C. E.....Assistant Secretary

DEPARTMENTS AND DIVISIONS

Executive Offices

Trammell, Niles.....President
Mullen, Frank E.

Vice-President & General Manager
Almonte, J. deJara.....Assistant to President
Angell, James Rowland..Public Service Counselor
MacDonald, John H.

Vice-President and Assistant Secretary
Morgan, Clayland T.....Assistant to President
Myers, J. Robert.....Budget Officer

Advertising & Promotion Department

Hammond, Charles P.....Director
Bisson Harold E..Manager, Promotion Production
Ecclesine, Joseph...Manager Network Promotion
Rumple, Barry T.....Manager, Research Division
Gaines, James M..Assistant Director of Promotion
Myles, Marion W.....Creative Assistant
Forrest, Arthur L.

Manager Public Service Promotion
De Salisbury, Edward..Manager WEAF Promotion
Cusack, Parmelee.....Art Director

Continuity Acceptance Department

Mason, Joseph.....Manager

Controller's Department

McKeon, Harry F.....Controllor
Kelly, Harold M.....Assistant Controllor
McGeachie, Hugh R.....Assistant Controllor

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
Rackey, C. A...Audio & Video Facilities Engineer
Shelby, R. E.....Development Engineer
Wankel, F. A.....Eastern Division Engineer

General Service Department

Lowell, Edward M.....Director
Thompson, W. R.....Assistant to Director
Monahan, George, Manager of Protection Division

Guest Relations Department

Herrick, Dwight.....Acting Manager
Petersen, Victor.....Assistant Manager
Walker, Albert.....Assistant Manager
Wahlstrom, John...Acting Executive Asst. Mgr.

Information Department

Dale, Albert E.....Director of Information
Kuhn, Irene.....Assistant Director
Barnard, Anita

Manager of Correspondence Division

International Relations- Television- New Developments

Royal, John F.....Vice-President In Charge

International Shortwave Department

Bate, Fred.....Manager

Television Department

Williams, John T.....Manager

Legal Department

Ashby, A. L...Vice-President & General Counsel
King, John P.....Attorney
Ladner, Henry.....Asst. Gen. Counsel
McCrossin, Edward J.....Attorney-Chicago
McDonald, Jos. A.....Asst. Gen. Counsel
Oll'phant, S. R.....Attorney
Tatum, Donn B.....Attorney-Hollywood
Wright, Gordon, Zachry, Parlin & Cahill
New York & Washington Counsel

National Spot Sales Dept.

McConnell, James V.....Manager
Tilenius, William O.....Assistant Manager
Roux, Willan C.....Assistant Manager

News & Special Events Dept.

Brooks, William.....Director
Mack, Lathrop

Asst. Mgr. in Charge of Special Events
McCall, Francis.....Manager of Operations
Schneider, Adolph..Asst. Mgr. in Charge of News

Personnel Department

de la Ossa, Ernest.....Personnel Director

Press Department

McKay, John.....Manager
Eiges, Sydney H.....Assistant Manager

Program Department

Menser, Clarence L...Vice-President in charge
Campbell, Ralph P...Administrative Asst. to V.-P.
Almonte, J. de Jara.....Night Program Manager
Belviso, Thomas H.....Manager, Music Library
Black, Frank.....General Music Director
Brainard, Bertha.....Assistant to Vice-President
Chotzinoff, Samuel...Manager of Music Division
Damosch, Walter.....Music Counsellor
Kelly, Patrick J.....Mgr. of Announcers
Knopfke, Frederick G...Sound Effects Manager
Shervey, Helen.....Booking Office & Bus. Mgr.
Stern, William.....Director of Sports
McDonagh, Richard...Acting Manager of Script
Wright, Wynn.....Eastern Program Manager
Kelly, N. Ray.....Manager, Production Division

Public Service Department

Angell, James Rowland..Public Service Counselor
Miller, William Burke.....Manager
Cuthbert, Margaret

Director of Women's & Children's Programs
Fisher, Sterling.....Asst. Pub. Serv. Counselor
Jordan, Max.....Director of Religious Broadcasts
Wagner, Jane

Director, War Activities for Women
Corwith, Doris.....Assistant to Counselor



KEYSTONE

brings you



SILVER PLATTER BY CARTIER

on a Silver Platter

THIS IS

Beyond Metropolitan



The facts make it clear that *Beyond Metropolitan* Markets are essential for thorough national coverage.

THIS IS THE KEYSTONE

www.americanradiohistory.com

AMERICA

* The vital small-town and rich rural areas which receive either no coverage at all, or no dependable coverage, from major wired networks or metropolitan stations.



These choice markets encompass one third of the nation. They are composed of cities and towns having 50,000 population and under. Cities and towns of this size account for

- 49% of total U. S. Retail Sales
- 53% of total U. S. Food Sales
- 47% of total U. S. Drug Sales

(Source: U. S. Dep't. of Commerce)

The prosperity of *Beyond Metropolitan* America is at an all-time high. It stems from permanent developments—construction; airports; increases in housing, population, stores; agrarian plants; hospitals—which will continue in post-war years.

The 200 affiliated KBS stations—linked by transcription—penetrate and dominate these lucrative *Beyond Metropolitan* Markets. They supplement major wired broadcast chains, supplying missing links, strengthening weak links. KEYSTONE is the ONLY network covering *Beyond Metropolitan* America EXCLUSIVELY!

Help Yourself to



... at mass market per capita cost!

The entire *Beyond Metropolitan* land of plenty is delivered to you by Keystone, at a cost per capita and per thousand radio homes as little as, and often less than, the cost in metropolitan markets. Group buying does it!

STREAMLINED...

200 stations handled in one transaction!

ONE time order

ONE time clearance

ONE schedule

ONE mechanics operation

ONE source for affidavits

ONE invoice

Each year, more and more national advertisers are using KBS with great success. Join them! Capture *Beyond Metropolitan* America through Keystone.

KEYSTONE BROADCASTING SYSTEM, INC.

134 No. LaSalle Street
Chicago 2, Illinois
Tel: STate 4590

580 Fifth Avenue
New York 19, New York
Tel: LOnacre 3-2221

5331 Hollywood Boulevard
Hollywood 28, California
Tel: HEmpstead 0460

REGIONAL NETWORKS

The American Network

60 East 42nd St., New York, N. Y.
Phone MUrray Hill 2-7947

PERSONNEL

President.....John Shepard, 3rd
Executive Vice-President.....Wm. B. Lewis
Treasurer.....Walter J. Damm
Secretary.....Robert Ide
This network consists of FM stations

★

Arizona Broadcasting Co.

(ABC Network)
711 Heard Bldg., Phoenix, Ariz.
Phone 4-4161

PERSONNEL

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

STATIONS

KTAR; Phoenix; KVOA, Tucson; KYUM,
Yuma; KGLU, Safford; KCRJ, Jerome; KWJB,
Globe KYCA, Prescott.

BRANCH OFFICE

48 East Broadway, Tucson, Ariz.
Phone 3703

Executive In Charge.....R. B. Williams
NATIONAL REPRESENTATIVE
Paul H. Raymer Company

★

The Arizona Network

836 N. Central Ave., Phoenix, Ariz.
Phone: 4-4144

PERSONNEL

Business Manager.....Albert D. Johnson
Program Director.....J. R. Williams
Commercial Manager.....John L. Hogg
Chief Engineer.....F. A. Higgins
KTUC Manager.....Lee Little
KSUN Manager.....Carleton Morris

STATIONS

KOY, Phoenix; KTUC, Tucson; KSUN, Bis-
bee-Douglas.

NATIONAL REPRESENTATIVE
John Blair & Company

Arrowhead Network

WEBC Bldg., Duluth, Minn.

PERSONNEL

General Manager.....W. C. Bridges
Director of Operations.....H. E. Westmoreland
Promotion Manager.....H. H. Sonnenburg
WMGF Manager.....Harry Hyett
WHLB Manager.....Greg Rouleau

★

STATIONS

WEBC, Duluth, Minn.; WMFG, Hibbing,
Minn.; WHLB, Virginia, Minn.

REPRESENTATIVE

George P. Hollingbery Co.

★

Associated Broadcasting Corp.

500 Keeler Bldg., Grand Rapids, 2, Mich.
Telephone: 9-0208

OFFICERS

President.....L. A. Versluis
Exec. Vice-President.....Roy C. Kelley
General Manager.....Clayton Kuning
Stations Relations.....W. G. Henderson

FUNCTION

This network has been formed to operate only
as a per-occasion network and for the time
being, will confine the scope of its operations
to handling only the leading religious programs.

★

Atlantic Coast Network, Inc.

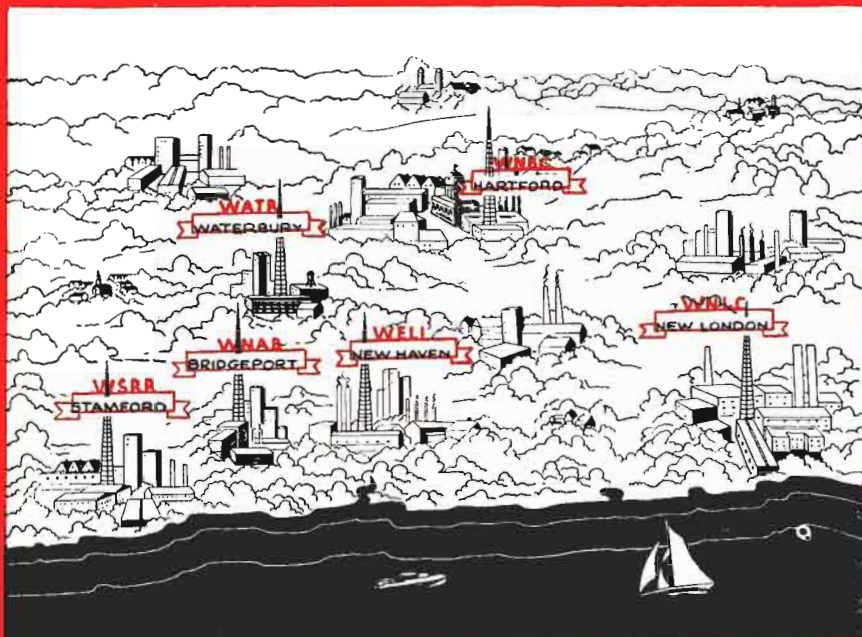
501 Madison Ave., New York, N. Y.
Phone: PLaxa 3-1535

President.....Harold A. Lafount

STATIONS

WNEW, New York, N. Y.; WCOP, Boston,
Mass.; WNBC, Hartford, Conn.; WELI, New
Haven, Conn.; WPEN, Philadelphia, Pa.

THE CONNECTICUT STATE NETWORK



IS THE KEY TO THIS RICH MARKET

THE NATION'S 15TH LARGEST IN RETAIL SALES (\$717,000,000)

Here are some of the advertisers who use the Connecticut State Network:

BENRUS WATCH COMPANY
ELECTRIC SPECIALTY COMPANY
STAMFORD ROLLING MILLS
MACHLETT COMPANY
SOUTHERN NEW ENGLAND
TELEPHONE COMPANY
ELECTRIC BOAT COMPANY

CINAUDAGRATH CORPORATION
PRINCE GEORGE HOTEL
AUTO ORDNANCE COMPANY
THE HEPPENSTALL COMPANY
ELECTROLUX CORPORATION
SCOVILL MANUFACTURING
COMPANY

HIGH STANDARD COMPANY
THE NORWALK COMPANY
CHASE BRAES & COPTER
COMPANY
DOTWNIK BROS., INC.
MARIALES COMPANY
UNITED STATES RUBBER CO

NEW YORK... Helen Wood

BOSTON... Bertha Bannan

H. MEYER, Pres.

Connecticut State Network

270 Atlantic St., Stamford, Conn.

Phone: Stamford 4-7575

PERSONNEL

President.....Harold H. Meyer
Director.....Dewey Long
Director.....Harold Thomas
Director.....Richard Davis
Director.....Gerald Morey
Director.....Levon Thomas

STATIONS

WNBC, Hartford; WNAB, Bridgeport; WATR,
Waterbury; WSRR, Stamford; WNLC, New
London; WELL, New Haven.

REPRESENTATIVES

He'en Wood, New York
Bertha Bannan (Boston)

★

The Cowles Group

Des Moines Register and Tribune Building,
Des Moines, Ia.

Phone: 3-2111

PERSONNEL

President.....Gardner Cowles, Jr.
Vice-President.....John Cowles
Vice-President and Treasurer...Luther L. Hill
Vice-President.....Sumner Quarton
Vice-President.....Craig Lawrence
Vice-President.....Phil Hoffman
National Sales Manager.....H. T. Enns
Com. Manager (Des Moines)....Robert Dillon
Com. Manager (Cedar Rapids) W. B. Quarton
Com. Manager (Yankton).....Phil Hoffman

STATIONS

KSO, Des Moines; KRNT, Des Moines; WMT,
Waterloo-Cedar Rapids; WNAX, Yankton-Sioux
City.

BRANCH OFFICES

Paramount Theater Bldg., Cedar Rapids, Ia.
Manager.....Sumner Quarton
Russell Lamson Hotel, Waterloo, Ia.
Manager.....Don E. Inman
Gurney Bldg., Yankton, S. D.
Manager.....Phil Hoffman
Orpheum Theater Bldg., Sioux City, Ia.
Manager.....Ed La Grave

NATIONAL REPRESENTATIVE

The Katz Agency

★

Daniel Boone Regional Network

410 State St., Bristol, Tenn.-Va.

Phone: Dial WOPI

PERSONNEL

President & Gen. Mgr., WOPI...W. A. Wilson

WKPT General Manager.....Jess Swicegood

STATIONS

WOPI, Bristol, Tenn.-Va.; WISE, Asheville,
N. C.; WKPT, Kingsport, Tenn.

REPRESENTATIVES

Burn-Smith Co. (New York and Chicago)
Harry E. Cummings (Jacksonville, Fla.)

★

Don Lee Broadcasting System

5515 Melrose Ave., Hollywood 38, Calif.

Phone: Hollywood 8111

San Francisco office: 1000 Van Ness Ave.

PERSONNEL

V-P & General Manager...Lewis Allen Weiss
V-P & Assistant General Manager

Willet Brown

General Sales Manager.....Sydney Gaynor
Assistant Gen. Sales Mgr...Henry Gerstenkorn
Program Director.....Van Newkirk
Program Manager.....Sid Fuller
Publicity Director.....Fair Taylor

STATIONS

Southern California: KHJ, Los Angeles; KGB,
San Diego; KDB, Santa Barbara; KFXM, San
Bernardino; KPMC, Bakersfield; KVOE, Santa
Ana; KXO, El Centro; KVEC, San Luis Obispo.

Northern California: KFRC, San Francisco;
KMYC, Marysville; KHSL, Chico; KVCV, Red-
ding; KYOS, Merced; KDON, Monterey; KIEM,
Eureka; KFRE, Fresno.

Northwest (Oregon): KRNR, Roseburg; KALE,
Portland; KFJL, Klamath Falls; KORE, Eugene;
KOOS, Marshfield; KAST, Astoria; KUIN,
Grant Pass; KWIL, Albany.

Northwest (Washington): KMO, Tacoma; KIT,
Yakima.

KXRO, Aberdeen; KOL, Seattle; KGY, Olym-
pia; KELA, Centralia; KRKO, Everett; KWLK,
Lonview; KFIO, Spokane.

NATIONAL REPRESENTATIVE

John Blair & Co.

★

Georgia Broadcasting System

(Selling Group; not available as a network)

P. O. Box 270, Columbus, Ga.

Phone: Columbus 2-0601

PERSONNEL

Executive Manager.....J. W. Woodruff, Jr.

STATIONS

WATL, Atlanta; WRBL, Columbus; WGPC,
Albany.

NATIONAL REPRESENTATIVE

Spot Sales, Inc.

Georgia Major Market Trio

Atlanta Office: Forsyth Bldg.
Phone: Walnut 8441
Macon Office: 666 Cotton Ave.
Phone: 3131-2
Savannah Office: 516 Abercorn St.
Phone: 2-127-8-9

PERSONNEL

Associate Manager (WGST).....Frank Gaither
General Manager (WMAZ).....Wilton E. Cobb
General Manager (WTOC).....W. T. Knight

STATIONS

WGST, Atlanta; WMAZ, Macon; WTOC, Savannah.

REPRESENTATIVE
The Katz Agency

★

Kansas State Network

c/o Don Davis, Scarritt Bldg., Kansas City, Mo.
Phone: Harrison 1161

PERSONNEL

Sales Manager.....Don Davis
Program Co-Ordinator.....John Wahlstedt

EXECUTIVE COMMITTEE

Robert Lindsey (KFBI); Owen Ba'ch (KSAL);
J. Nelson Rupard (KTSW); Clem Morgan
(KVGB); John Schilling (WHB).

STATIONS

WHB, Kansas City (Mo.); KFBI, Wichita;
KSAL, Salina; KTSW, Emporia; KVGB, Great Bend.

★

The Lone Star Chain

806 Tower Petroleum Bldg., Dallas

PERSONNEL

Managing Director.....Ken L. Sibson
Operating Committee.....O. L. Taylor

STATIONS

KGKO, Fort Worth-Dallas; KXYZ, Houston;
KRIS, Corpus Christi; K TSA, San Antonio;
KRGV, Weslaco; KGNC, Amarillo; KFDM,
Beaumont (supplementary).

NATIONAL REPRESENTATIVES

Howard H. Wilson Co.

★

Maryland All-Home Network

10 East North Ave., Baltimore, Md.
Phone: Mulberry 1300

STATIONS

WFBR, Baltimore, Md.; WBOC, Salisbury,
Md.; WJEJ, Hagerstown, Md.

Mason-Dixon Radio Group

8 W. King St., Lancaster, Pa.
Phone 5252

PERSONNEL

General Manager.....Clair R. McCollough
Sales Manager.....J. Robert Gulick
Technical Director.....J. E. Mathiot

STATIONS

WDEL, Wilmington, Del.; WORK, York, Pa.;
WKBO, Harrisburg, Pa.; WGAL, Lancaster, Pa.;
WAZL, Hazleton, Pa.; WEST, Easton, Pa.;
WILM, Wilmington, Del.

NATIONAL REPRESENTATIVE

Paul H. Raymer Co.

★

Michigan Radio Network

Operated by the King-Trendle Broadcasting
Corp.

Stroh Bldg., Detroit, Mich.
Phone: Cherry 8321

PERSONNEL

President-Treasurer.....George W. Trendle
Secretary-General Manager.H. Allen Campbell
Vice-President.....John H. King

STATIONS

WXYZ, Detroit (Key Station); WBCM, Bay
City; WFDF, Flint; WJIM, Lansing; WIBM, Jack-
son; WELL, Battle Creek; WLAV, Grand
Rapids; WSOO, Saulte Ste. Marie; WDBC,
Escanaba; WDMJ, Marquette; WHDF, Calumet.

REPRESENTATIVE

Paul H. Raymer Co.

★

Mountain & Plain Network

Albany Hotel, Denver, Colo.
Phone: Keystone 0178

PERSONNEL

Sales Manager.....Gene O'Fallon
Manager of Station Relations....Frank Bishop

STATIONS

KFEL, Denver; KFKA, Greeley, Colo.; KFXJ,
Grand Junction, Colo.

★

Intermountain Network

c/o KLO, Salt Lake City, Ogden, Utah
Phone: 5721

PERSONNEL

General Manager.....George C. Hatch
Sales & Gen. Manager.....Lynn L. Meyer
Public Relations Director.....Arthur Gaeth
Production Manager.....Merrill J. Bunnell
Chief Engineer.....W. D'Orr Cozzens

STATIONS

KLO, Salt Lake City, Ogden; KVNU, Logan, Utah; KOVO, Provo; KEUB, Price; KSUB, Cedar City.

BRANCH OFFICES

248 S. Main St., Salt Lake City, Utah
Phone: 5-2831

In Charge.....Lynn L. Meyer

REPRESENTATIVE

Joseph Hershey McGillvra, Inc.

★

Minnesota Radio Network

c/o KSTP, Hotel Saint Paul, St. Paul, Minn.
Phone, Cedar 5511

Sales Office: c/o KSTP, Hotel Radisson, Minneapolis, Minn.

Phone: Bridgeport 3222

PERSONNEL

General Manager.....Stanley E. Hubbard
Treasurer.....Kenneth M. Hance
Sales Manager.....Ray C. Jenkins

STATIONS

KSTP, St. Paul, Minneapolis, Minn. (Key station); WEBC, Duluth, Minn.; KYSM, Mankato, Minn.; WMFG, Hibbing, Minn.; WHLB, Virginia, Minn.; KROC, Rochester, Minn.; KFAM, St. Cloud, Minn.; KFYZ, Bismarck, N. D.; WDAY, Fargo, N. D.; WEAU, Eau Claire, Wisc.

NATIONAL REPRESENTATIVE

Edward Petry & Co.

★

New England Regional Network

26 Grove St., Hartford, Conn.

Phone: Hartford 2-3181

PERSONNEL

Chairman.....Paul W. Morency
Lee B. Wailes, John J. Boyle, Wm. H. Rines,
Thompson L. Guernsey.

STATIONS

WBZ, Boston, Mass.; WCSH, Portland, Me.; WJAR, Providence, R. I.; WLBZ, Bangor, Me.; WTIC, Hartford, Conn.; WFBA, Manchester, N. H.; WRDO, Augusta, Me.

REPRESENTATIVE

Weed & Company

★

North Central Broadcasting System, Inc.

First National Bank Bldg., St. Paul, Minn.

Phone: Cedar 8579

PERSONNEL

President-General Manager.....John W. Boler
Vice-President.....Don Clayton
Secretary.....E. Iverson

STATIONS

KVFD, Fort Dodge, Ia.; WJMS, Ironwood, Mich.; KATE, Albert Lea, Minn.; KVOX, Fargo-Moorhead, Minn.; KGDE, Fergus Falls, Minn.; WMFG, Hibbing, Minn.; WLOL, Minneapolis-St. Paul, Minn.; WHLB, Virginia, Minn.; KWLM, Willmar, Minn.; KWNO, Winona, Minn.; KGCU, Bismarck-Mandan, N. D.; KDLR, Devils Lake, N. D.; KSJB, Jamestown, N. D.; KLPD, Minot, N. D.; KABR, Aberdeen, S. D.; WATW, Ashland, Wisc.; WEAU, Eau Claire, Wisc.; WDSM, Superior, Wisc.; WHDF, Calumet, Mich.; WDBC, Escanaba, Mich.; WDMJ, Marquette, Mich.

BRANCH OFFICE

360 N. Michigan Ave., Chicago, Ill.
8 East 41st St., New York, N. Y.

★

Northern Broadcasting & Publishing, Ltd.

Thomson Bldg., Timmins, Ont., Canada
Phone: 500

PERSONNEL

President.....R. H. Thomson
Secretary-Treasurer.....S. F. Chapman
General Manager.....Jack K. Cooke
Manager (CKGB).....T. Morrow
Manager (CJKL).....D. Carr
Manager (CFCH).....Cliff Pickrem
Manager (CKRN).....J. Legault
Manager (CKVD).....L. Godin
Manager (CHEX).....H. Cooke
Manager (CKWS).....J. Davidson

STATIONS

CKGB, Timmins, Ont.; CJKL, Kirkland Lake, Ont.; CFCH, North Bay, Ont.; CKVD, Val D'Or, Que.; CHAD, Amos, Ont.; CKRN, Rouyn-Noranda, Que.; associated with CKWS, Kingston, Ont.; and CHEX, Peterborough, Ont.

BRANCH OFFICES

Bank of Commerce Bldg., Toronto, Ontario
Manager.....R. Leslie
1010 University Tower, Montreal, Quebec
Manager.....Roy Hoff

★

Oklahoma Metropolitan Line

c/o KOMA, Biltmore Hotel
Oklahoma City, Okla.

Phone: 2-3291

c/o KTUL, 320 S. Boston Ave., Tulsa, Okla.
Phone 2-3191

PERSONNEL

General Manager (KOMA).....Kenyon Brown
General Manager (KTUL).....John Esau

NATIONAL REPRESENTATIVE

Free & Peters, Inc.

The Oklahoma Network

APCO Tower, Oklahoma City, Okla.

PERSONNEL

President-Managing Director.. Robert D. Enoch
 Vice-President.....Tams Bixby, Jr.
 Secretary-Treasurer.....Milton B. Garber
 Managing Director.....Robert D. Enoch

STATIONS

KTOK, Oklahoma City; KGFF, Shawnee;
 KBIX, Muskogee; KCRC, Enid; KADA, Ada;
 KOME, Tulsa; KVSO, Ardmore.

NATIONAL REPRESENTATIVE

Radio Advertising Co.



Pacific Broadcasting Co.

914 Broadway, Tacoma 3, Wash.

Phone: Main 4144

PERSONNEL

General Manager.....Carl E. Haymond
 Commercial Manager.....J. A. Murphy
 Traffic Manager.....John K. Clarke
 Auditor.....Paul F. Benton

STATIONS

Oregon: KALE, Portland; KFJJ, Klamath Falls; KOOS, Marshfield; KRNR, Roseburg; KORE, Eugene; KAST, Astoria; KWIL, Albany.
 Washington: KGY, Olympia; KELA, Centralia; KIT, Yakima; KMO, Tacoma; KOL, Seattle; KFIO, Spokane; KRKO, Everett; KXRO, Aberdeen; KWLK, Longview; KUIN, Grants Pass. Idaho: KWAL, Wallace.

REPRESENTATIVE

John Blair & Co.



The Pennsylvania Network

1622 Chestnut St., Philadelphia, Pa.

Phone Locust 7700

PERSONNEL

Manager.....Leon Levy

STATIONS

WCAU, Philadelphia (key station); WGAL, Lancaster; WORK, York; WAZL, Hazleton; WEST, Easton; WSAN, Allentown; WFBG, Altoona; WERC, Erie; WLEU, Erie; WHP, Harrisburg; WKBO, Harrisburg; WJAC, Johnstown; WKST, New Castle; KDKA, Pittsburgh; WJAS, Pittsburgh; KQV, Pittsburgh; WCAE, Pittsburgh; WRAW, Reading; WARM, Scranton; WGBI, Scranton; WKOK, Sunbury; WJPA, Washington; WBRE, Wilkes-Barre; WBAX, Wilkes-Barre; WRAC, Williamsport; (Harris-

burg, Scranton, Wilkes-Barre, Pittsburgh and Erie stations optional).



Quaker Network

Widener Bldg., Philadelphia, Pa.

Phone: Rittenhouse 6900

PERSONNEL

General Manager.....Roger W. Clipp

STATIONS

WFIL, Philadelphia; WEST, Easton; WORK, York; WAZL, Hazleton; WGAL, Lancaster; WGBI, Scranton; WBRE, Wilkes Barre; WKBO, Harrisburg; WKOK, Sunbury; WRAC, Williamsport; WFBG, Altoona; WJAC, Johnstown; WLEU, Erie; WSAN, Allentown; WWSW, Pittsburgh; WSNJ, Bridgeton, N. J.



Radio Programas de Mexico

Ayuntamiento No. 54; P. O. Box 1324

Mexico City, Mexico

Phones: L-13-73; J-29-01; 12-65-44

PERSONNEL

President.....Emilio Azcarraga
 Manager.....Clemente Serna Martinez

STATIONS

Key Stations: XEW-XEWW, Mexico City, Mex.; XEQ-XEQQ, Mexico City, Mex.

Affiliated Stations: XEKJ, Acapulco, Gro.; XEBI, Aguascalientes, Aqs.; XELY, Aguascalientes, Aqs.; XEJT, Celaya, Gto.; XEBA, C. Guzman, Jal.; XEP, C. Juarez, Chih.; XEBJ, C. Victoria, Tamps.; XEA, Campeche, Camp.; XECW, Córdoba, Ver.; XESA, Culiacan, Sin.; XEBL, Culiacan, Sin.; XEFI, Chihuahua, Chih.; XEBU, Chihuahua, Chih.; XEE, Durango, Dgo.; XEMA, Fresnillo, Zac.; XEDK, Guadalajara, Jal.; XEHL, Guadalajara, Jal.; XEBH, Hermosillo, Son.; XEHQ, Hermosillo, Son.; XEBO, Irapuato, Gto.; XEJA, Jalapa, Ver.; XERZ, León, Gto.; XERW, León, Gto.; XER, Linares, N. L.; XECF, Los Mochis, Sin.; XEOX, Los Mochis, Sin.; XEAM, Matamoros, Tamps.; XERJ, Mazatlán, Sin.; XEME, Mérida, Yuc.; XEFC, Mérida, Yuc.; XEDW, Minatitlán, Ver.; XEI, Morelia, Mich.; XELQ, Morelia, Mich.; XEFB, Monterrey, N. L.; XEMR, Monterrey, N. L.; XEGL, Navojoa, Son.; XEFE, Nuevo Laredo, Tamps.; XEAX, Oaxaca, Oax.; XETQ, Orizaba, Ver.; XEJR, Parral, Chih.; XEMU, Piedras, Negras, Coah.; XEHR, Puebla, Pue.; XEJX, Querétaro, Qro.; XEBX, Sabinas, Coah.; XEDE, Saltillo, Coah.; XEKS, Saltillo, Coah.; XECS, San Luis Potosí, S. L. P.; XEBM, San Luis Potosí, S. L. P.; XES, Tampico, Tamps.; XETU, Tampico, Tamps.; XETS, Tapachula, Chis.; XERK, Tepic, Nay.; XEXT, Tepic, Nay.; XEBP, Torreon, Coah.; XETL, Tuxpan, Ver.; XEUF, Uruapan, Mich.;

XEHV, Veracruz, Ver.; XEU, Veracruz, Ver.;
XEGC, Zamora, Mich.

★

South Central Quality Network

Address Individual Stations

PERSONNEL

Manager (WMC).....H. W. Slavick
Manager (WJDX).....Wiley Harris
Manager (WSMB).....H. Wheelahan
Manager (KARK).....G. E. Zimmerman
Manager (KWKH).....John C. McCormack
Manager (KTBS).....John C. McCormack

★

Southern Minnesota Network

c/o KYSM, 101 N. Second St., Mankato, Minn.
c/o KATE, Albert Lea, Minn.
c/o KROC, 100 First Ave. Bldg.,
Rochester, Minn.

PERSONNEL

KYSM Manager.....John F. Meagher
KATE Manager.....Ed. L. Hayek
KROC Manager.....Gerald H. Wing

STATIONS

KATE, Albert Lea, Minn.; KYSM, Mankato,
Minn.; KROC, Rochester, Minn.

NATIONAL REPRESENTATIVE

John E. Pearson Company

★

South Texas Radio Package

2700 Smith Young Tower, San Antonio, Texas
Phone: Cathedral 6211

STATIONS

KMAC, San Antonio, Texas; KPAB, Laredo,
Texas; KWBU, Corpus Christi, Texas; KTBC,
Austin, Texas.

★

The Texas Quality Network

Address Individual Stations

The Texas Quality Network is a cooperative
group of stations, each outlet being a sales
office for the other.

PERSONNEL

Manager (WFAA).....Martin Campbell
Manager (WBAP).....George Cranston
Manager (WOAI).....Hugh A. L. Hall
Manager (KPRC).....Kern Tips

STATIONS

WFAA, Dallas 2; WBAP, Fort Worth 2;
WOAL, San Antonio 6; KPRC, Houston 2.

NATIONAL REPRESENTATIVE

Edward Petry & Co., Inc.

★

Texas State Network

1201 West Lancaster Ave., Fort Worth, Texas
Phone: 3-9363

PERSONNEL

President.....Ruth G. Roosevelt

General Manager.....Gene L. Cagle
Vice-President.....Robert K. Hanger
Assistant General Manager...Frances Griffith
Merchandising Director.....L. R. Duffy
Program Director.....Boyd Kelley
Chief Accountant.....D. C. Hornburg
Traffic Manager.....Forrest Clough
Chief Engineer.....Truett Kimzey

STATIONS

KFJZ, Fort Worth; KRBC, Abilene; KGKL,
San Angelo; KBST, Big Spring; KRLH, Midland;
KRRV, Sherman-Denison; KPLT, Paris; KNOW,
Austin; KABC, San Antonio; KVWC, Vernon;
KTEM, Temple; WRR, Dallas; KFYO, Lubbock;
KFDA, Amarillo; KCMC, Texarkana; WACO,
Waco.

NATIONAL REPRESENTATIVE

Weed & Co.

★

The Tobacco Network

P. O. Box 1150, Raleigh, North Carolina
Phone 6411

PERSONNEL

President.....Paul Moyle, WFNC
Vice-President.....Fred Fletcher, WRAL
Secretary.....Harry Bright, WGBR
Treasurer.....Allen Wannamaker, WGTM
Sales Manager.....C. Durham Moore
Program Director.....Ray Reeve

STATIONS

WFNC, Fayetteville, N. C.; WGBR, Golds-
boro, N. C.; WRAL, Raleigh, N. C.; WGTM,
Wilson, N. C.; WGTC, Greenville, N. C.

NATIONAL REPRESENTATIVES

The Walker Company

★

Tri-City Stations of Virginia

Allied Arts Bldg., Lynchburg, Va.
Phone: 3032

PERSONNEL

Manager.....Philip P. Allen
Traffic Manager.....Katherine Grasty

STATIONS

WSLS, Roanoke; WLVA, Lynchburg; WBTM,
Danville.

★

West Virginia Network

1016 Lee St., Charleston, W. Va.
Phone: 28-131

PERSONNEL

President.....John A. Kennedy
Managing Director.....Howard L. Chernoff

• • • REGIONAL NETWORKS • • •

Sales Manager.....Marshall Rosene
 Promotion Manager.....Sam Molen
 Program Director.....Joseph Herget
 Director of War Programs.....Virgil L. Schmit
 Chief Announcer.....Joseph Herget
 Musical Director.....Leah Perry
 Chief Engineer.....Odes Robinson
 WBLK Manager.....George Blackwell
 WPAR Manager.....George Clinton
 WSAZ Manager.....Flem J. Evans

STATIONS

WCHS, Charleston; WPAR, Parkersburg;
 WBLK, Clarksburg; WSAZ, Huntington.

NATIONAL REPRESENTATIVE

The Branham Co.

★

Wisconsin Network, Inc.

Wisconsin Rapids, Wisc.

PERSONNEL

President.....W. F. Huffman
 Assistant to President.....Geo. T. Frechette

STATIONS

WRJN, Racine; WCLO, Janesville; WIBU,
 Poynette; WHBL, Sheboygan; WHBY, Apple-
 ton; WFHR, Wisconsin Rapids; KFIZ, Fond du
 Lac; WSAU, Wausau; Associate Stations:
 WEMP, Milwaukee; WTAQ, Green Bay;
 WMAM, Marinette.

★

The Wolverine Network

6 Fountain St. NE., Grand Rapids, Mich.

Phone: 6-5461

President.....Roy C. Kelley
 Manager.....Hy M. Steed

STATIONS

WLAV, Grand Rapids (Key Station); WTCM,
 Traverse City; WHLS, Port Huron, WJLB, De-
 troit; WKBZ, Muskegon.

AFFILIATED STATIONS

WJJD, Chicago, Illinois; WIND, Chicago-
 Gary, Ind.

★

The Yankee Network

21 Brookline Ave., Boston 15, Mass.

Phone: Commonwealth 0800

PERSONNEL

Chairman of Board-General Manager
 John Shepard 3rd
 President.....William O'Neil
 Executive Vice-President.....Linus Travers

Controller.....Robert F. Ide
 Assistant Controller.....Howard F. Wright
 Station and Sales Relations...Gerald Harrison
 Sales Executive.....Gordon Jenkins
 Editor, Yankee Network News Service,
 Robert Meyers

Director of Merchandising and Promotion,
 James S. Powers

Director of Merchandising,
 Arthur Lathrop

Director of Publicity.....Phyllis Doherty
 Director of Special Events.....Herbert Rice
 Chief Engineer.....Irving Robinson
 Program Director.....Eleanor Geer
 War Program Manager.....Geo. W. Steffy
 Production Director.....Herbert Rice

EXECUTIVE COMMITTEE

William O'Neil, Chairman; John Shepard
 3rd, Vice-Chairman; James W. Haggerty.

BOARD OF DIRECTORS

William O'Neil; Loren Angus McQueen;
 Samuel Smith Poor; James W. Haggerty; John
 Shepard 3rd; Henry Linus Travers.

STATIONS

WNAC, Boston; WTHT, Hartford; WEAN,
 Providence; WAAB, Worcester; WICC, Bridge-
 port; WCSH, Portland; WLBZ, Bangor; WFEA,
 Manchester; WSAR, Fall River; WHEB, Ports-
 mouth, N. H.; WLLH, Lowell and Lawrence;
 WLNH, Laconia; WRDO, Augusta; WNLC, New
 London; WHAL, Greenfield; WCOU, Lewiston
 and Auburn; WERK, Pittsfield; WSYB, Rutland,
 Vt.; WATR, Waterbury, Conn.; WEIM, Fitch-
 burg; WHYN, Holyoke.

BRANCH OFFICES

604 State Mutual Bldg., Worcester 8, Mass.

Phone: Worcester 6-1411

Sales Manager.....Mrs. Dorothy B. Robinson
 Crown Hotel, Providence 2, R. I.

Phone: DEXter 1500

WEAN Manager.....Jos. Lopez
 Hotel Stratfield, Bridgeport 1, Conn.

Phone: Bridgeport 6-1121

WICC Manager.....Joseph Lopez

NATIONAL REPRESENTATIVE

Edward Petry & Co., Inc.

★

Z Net

P. O. Box 1956, Butte, Montana

Phone: 22-3-44

PERSONNEL

Manager.....E. B. Craney

STATIONS

KGIR, Butte; KPFA, Helena; KRBM, Bozeman.

NATIONAL REPRESENTATIVE

The Walker Co.



STATIONS

of the United States



Standard Stations



Standard Stations
Alphabetically By Call Letter
With Index To Detailed Information



Standard Stations
Alphabetically By City
With Their National Network Affiliations



INDEX OF THE STANDARD STATIONS OF THE UNITED STATES

*Call Letter—City—Power in Watts—Frequency in Kilocycles (as determined by North American Regional Broadcasting Agreement)
—Page Number Providing Complete Station Information*

Key to Abbreviations: C.P.—Construction Permit; d—daytime; n—night.



Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
KABC . . .	Aberdeen, S. Dak.	1450	250	607
KABR . . .	Ada, Okla.	1120	5000	589
KADA . . .	San Antonio, Tex.	1230	250	555
KALB . . .	Alexandria, La.	1240	250	413
KALE . . .	Portland, Ore.	1330	5000	561
KAND . . .	Corsicana, Tex.	1540	250	601
KANS . . .	Wichita, Kans.	1240	250	438
KARK . . .	Little Rock, Ark.	920	5000	354
KARM . . .	Fresno, Calif.	1130	5000	359
KASA . . .	Elk City, Okla.	1240	100	556
KAST . . .	Astoria, Ore.	1230	250	559
KATE . . .	Albert Lea, Minn.	1450	250	471
KAVE . . .	Carlsbad, N. M.	1240	250	501
KBIX . . .	Muskogee, Okla.	1490	250	556
KBIZ . . .	Ottumwa, Ia.	1240	250	430
KBKR . . .	Baker, Ore.	1490	250	559
KBND . . .	Bend, Ore.	1340	250	560
KBON . . .	Omaha, Nebr.	1490	250	492
KBPS . . .	Portland, Ore.	1450	100	562
KBST . . .	Big Spring, Tex.	1490	100	600
KBTM . . .	Jonesboro, Ark.	1230	250	354
KBUR . . .	Burlington, Ia.	1490	250	427
KBWD . . .	Brownwood, Texas.	1380	1000 d., 500 n.	600
KCKN . . .	Kansas City, Kan.	1340	250	435
KCMC . . .	Texarkana, Ark.-Tex.	1450 C. P. 1230	250	609
KCMO . . .	Kansas City, Mo.	1480	5000 d., 1000 n.	483
KCRC . . .	Enid, Okla.	1390	1000	556
KCRJ . . .	Jerome, Ariz.	1340	250	850
KDAL . . .	Duluth, Minn.	610	1000	471
KDB . . .	Santa Barbara, Calif.	1400	250	373
KDFN . . .	Casper, Wyo.	1470	1000	635
KDKA . . .	Pittsburgh, Pa.	1020	50000	577
KDLR . . .	Devils Lake, N. Dak.	1240	250	539

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
KDNT . . .	Denton, Tex.	1450	100	603
KDON . . .	Monterey, Calif.	1240	250	366
KDRO . . .	Sedalia, Mo.	1490	250	485
KDTH . . .	Dubuque, Ia.	1370	1000	429
KDYL . . .	Salt Lake City, Utah.	1320	5000	613
KECA . . .	Los Angeles, Calif.	790	5000	360
KEEW . . .	Brownsville, Texas	1490	250 d., 100 n.	600
KELA . . .	Between Centralia and Chehalis, Wash.	1470	1000	619
KELD . . .	El Dorado, Ark.	1400	250	353
KELO . . .	Sioux Falls, S. Dak.	1230	250	589
KENO . . .	Las Vegas, Nev.	1400	250	493
KERN . . .	Bakersfield, Calif.	1410	1000	357
KEUB . . .	Price, Utah	1450	250	611
KEVE . . .	Everett, Wash.	1460	500	619
KEVR . . .	Seattle, Wash.	1090	250	620
KEX	Portland, Ore.	1190	5000	562
KEYS . . .	Corpus Christi, Texas.	1490	250	600
KFAB . . .	Lincoln, Nebr.	780	10000	489
KFAC . . .	Los Angeles, Calif.	1330	1000	360
KFAM . . .	St. Cloud, Minn.	1450	250	476
KFAR . . .	Fairbanks, Alaska	610	5000 S.S.A. 660 Kc. 10000 w.	637
KFBB . . .	Great Falls, Mont.	1310	5000	487
KFBC . . .	Cheyenne, Wyo.	1240	250	635
KFBI . . .	Wichita, Kans.	1070	5000 d., 1000 n.	438
KFBK . . .	Sacramento, Calif.	1530	10000	368
KFDA . . .	Amarillo, Tex.	1230	250	597
KFDM . . .	Beaumont, Tex.	560	1000	599
KFEL . . .	Denver, Colo.	950	5000	377
KFEQ . . .	St. Joseph, Mo.	680	5000	484
KFFA . . .	Helena, Ark.	1490	250	353
KFGQ . . .	Boone, Ia.	1260	250	427
KFH	Wichita, Kansas	1330	5000	438
KFI	Los Angeles, Calif.	640	50000	361
KFIO . . .	Spokane, Wash.	1230	250	622
KFIZ . . .	Fond Du Lac, Wise.	1450	250	629
KFJB . . .	Marshalltown, Ia.	1230	250	430
KFJI . . .	Klamath Falls, Ore.	1240	100	561
KFJM . . .	Grand Forks, N. Dak.	1140	1000 d., 500 n.	539
KFJZ . . .	Fort Worth, Tex.	1270	5000	603
KFKA . . .	Greeley, Colo.	910	1000	379
KFKU . . .	Lawrence, Kansas	1250	5000 d., 1000 n.	437
KFMB . . .	San Diego, Calif.	1450	250	371
KFNF . . .	Shenandoah, Ia.	920	1000 d., 500 n.	431
KFOR . . .	Lincoln, Nebr.	1240	250	489
KFOX . . .	Long Beach, Calif.	1280	1000	360
KFPW . . .	Fort Smith, Ark.	1400	250	353
KFPY . . .	Spokane, Wash.	920	5000	622
KFQD . . .	Anchorage, Alaska	790	250 (C.P. 1 Kw.)	637
KFRC . . .	San Francisco, Calif.	610	5000	371
KFRE . . .	Fresno, Calif.	1340	250	359
KFRO . . .	Longview, Tex.	1370	1000	605

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
KFRU . . .	Columbia, Mo.	1400	250	481
KFSD . . .	San Diego, Calif.	600	1000	371
KFSG . . .	Los Angeles, Calif.	1150	2500 d., 1000 n.	360
KFUN . . .	Las Vegas, N. M.	1230	250	502
KFUO . . .	Clayton, (St. Louis) Mo.	850	5000	485
KFVD . . .	Los Angeles, Calif.	1020	1000	361
KFVS . . .	Cape Girardeau, Mo.	1400	250	481
KFWB . . .	Los Angeles, Calif.	980	5000	363
KFXD . . .	Nampa, Idaho	1230	250	404
KFXJ . . .	Grand Junction, Colo.	920	1000 d., 500 n.	379
KFXM . . .	San Bernardino, Calif.	1240	250	369
KFYO . . .	Lubbock, Texas	1340	250	606
KFYR . . .	Bismarck, N. Dak.	550	5000	539
KGA . . .	Spokane, Wash.	1510	10000	622
KGB . . .	San Diego, Calif.	1360	1000	371
KGBS . . .	Harlingen, Texas	1240	250	604
KGBX . . .	Springfield, Mo.	1260	5000	485
KGCU . . .	Mandan, N. Dak.	1270	250	540
KGCX . . .	Sidney, Mont.	1480	1000	488
KGDE . . .	Fergus Falls, Minn.	1230	250 d., 100 n.	471
KGDM . . .	Stockton, Calif.	1140	5000	374
KGEK . . .	Sterling, Colo.	1230	100	379
KGER . . .	Long Beach, Calif.	1390	5000	360
KGEZ . . .	Kalispell, Mont.	1340	100	487
KGFF . . .	Shawnee, Okla.	1450	250	558
KGfJ . . .	Los Angeles, Calif.	1230	100	363
KGfL . . .	Roswell, New Mex.	1400	100	502
KGfW . . .	Kearney, Nebr.	1340	250	488
KGfX . . .	Pierre, S. Dak.	630	200	589
KGgF . . .	Coffeyville, Kans.	690	1000 d., 500 n.	433
KGgM . . .	Albuquerque, N. Mex.	1260	1000	501
KGhF . . .	Pueblo, Colo.	1350	500	379
KGhI . . .	Little Rock, Ark.	1230	250	354
KGhL . . .	Billings, Mont.	790	5000	486
KGiR . . .	Butte, Mont.	1370	5000	487
KGiW . . .	Alamosa, Colo.	1450	250	377
KGkB . . .	Tyler, Tex.	1490	250	609
KGkL . . .	San Angelo, Tex.	1400	250	607
KGkO . . .	Fort Worth, Tex.	570	5000	603
KGkY . . .	Scottsbluff, Nebr.	1490	250	492
KGlO . . .	Mason City, Ia.	1300	5000	430
KGlU . . .	Safford, Ariz.	1450	250	352
KGmB . . .	Honolulu, Hawaii	590	5000	638
KGnC . . .	Amarillo, Tex.	1440	5000 d., 1000 n.	597
KGnO . . .	Dodge City, Kans.	1370	1000 d., 250 n.	435
KGg . . .	San Francisco, Calif.	810	7500	371
KGU . . .	Honolulu, Hawaii	760	2500	638
KGvO . . .	Missoula, Mont.	1290	5000 d., 1000 n.	487
KGW . . .	Portland, Ore.	620	5000	562

Cali Letter	City	Frequency in Kilocycles	Power in Watts	See Page
KGY	Olympia, Wash.	1240	250	620
KHAS	Hastings, Nebr.	1230	250	488
KHBC	Hilo, Hawaii	1230	250	638
KHBC	Okmulgee, Okla.	1240	250	558
KHJ	Los Angeles, Calif.	930	5000	363
KHMO	Hannibal Mo.	1340	250	481
KHQ	Spokane, Wash.	590	5000	622
KHSL	Chico, Calif.	1290	1000	357
KHUB	Watsonville, Calif.	1340	250	375
KICA	Clovis, New Mex.	1240	250	502
KICD	Spencer, Ia.	1240	100	433
KID	Idaho Falls, Idaho.	1350	5000 d., 500 n.	404
KIDO	Boise, Idaho	1380	2500 d., 1000 n.	404
KIEM	Eureka, Calif.	1480	1000 Conditional	357
KIEV	Glendale, Calif.	870	250	359
KILO	Grand Forks, N. D.	1440	1000 d., 500 n.	540
KINY	Juneau, Alaska	1460	1000 (C.P. 5000)	637
KIRO	Seattle, Wash.	710	50000	620
KIT	Yakima, Wash.	1280	1000	624
KIUL	Garden City, Kans.	1240	100	435
KIUN	Pecos, Tex.	1400	100	607
KIUP	Durango, Colo.	1400	250	379
KJBS	San Francisco, Calif.	1100	500	372
KJR	Seattle, Wash.	1000	5000	620
KLBM	La Grande, Ore.	1450	250	560
KLCN	Blytheville, Ark.	900	1000	353
KLO	Ogden, Utah	1430	5000	611
KLPM	Minot, N. Dak.	1390	1000	540
KLRA	Little Rock, Ark.	1010	10000 d., 5000 n.	354
KLS	Oakland, Calif.	1310	1000	367
KLUF	Galveston, Tex.	1400	250	604
KLX	Oakland, Calif.	910	1000	366
KLZ	Denver, Colo.	560	5000	378
KMA	Shenandoah, Iowa	960	5000	431
KMAC	San Antonio, Tex.	1240	250	608
KMBC	Kansas City, Mo.	980	5000	483
KMED	Medford, Ore.	1440	1000	561
KMJ	Fresno, Calif.	580	5000	359
KMLB	Monroe, La.	1230	250	444
KMMJ	Grand Island, Nebr.	750	1000	488
KMO	Tacoma, Wash.	1360	5000	622
KMOX	St. Louis, Mo.	1120	50000	484
KMPC	Los Angeles, Calif.	710	10000	364
KMTR	Los Angeles, Calif.	570	1000	365
KMYC	Marysville, Calif.	1450	250	365
KMYR	Denver, Colo.	1340	250	378
KNEL	Brady, Tex.	1490	250 d., 100 n.	600
KNET	Palastine, Tex.	1450	100	606
KNOW	Austin, Tex.	1490	250	597
KNX	Los Angeles, Calif.	1070	50000	364

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
KOA	Denver, Colo.	850	50000	378
KOAC	Corvallis, Ore.	550	5000 d., 1000 n.	560
KOAM	Pittsburg, Kans.	810	1000	437
KOB	Albuquerque, New Mex.	1030	10000 (C.P. 50000 S.S.A. 50000 d., 25000 n., 770 Ke.)	561
KOBH	Rapid City, S. Dak.	1400	250	589
KOCA	Kilgore, Tex.	1240	250	605
KOCY	Oklahoma City, Okla.	1340	250	557
KODL	The Dalles, Ore.	1230	250 d., 100 n.	560
KODY	North Platte, Nebr.	1460 1240 U	1 Kw. (C.P. 250 w.)	489
KOH	Reno, Nev.	630	1000	493
KOIL	Omaha, Nebr.	1290	5000	492
KOIN	Portland, Ore.	970	5000	562
KOKO	La Junta, Colo.	1400	250	379
KOL	Seattle, Wash.	1300	5000	621
KOMA	Oklahoma City, Okla.	1520	5000	557
KOME	Tulsa, Okla.	1340	250	558
KOMO	Seattle, Wash.	950	5000	621
KONO	San Antonio, Tex.	1400	250	608
KOOS	Marshfield, Ore.	1230	250	561
KORE	Engene, Ore.	1450	250	560
KORN	Fremont, Nebr.	1400	250	488
KOTN	Pine Bluff, Ark.	1190	250	355
KOVC	Valley City, N. Dak.	1490	250	540
KOVO	Provo, Utah	1240	250	611
KOWH	Omaha, Nebr.	660	500	492
KOY	Phoenix, Ariz.	550	1000	351
KPAB	Laredo, Tex.	1496	250	605
KPAC	Port Arthur, Tex.	1250	1000	607
KPAS	Pasadena, Calif.	1110	10000	367
KPDN	Pampa, Tex.	1340	100	606
KPFA	Helena, Mont.	1240	250	487
KPHO	Phoenix, Ariz.	1230	250	351
KPLC	Lake Charles, La.	1490	250	444
KPLT	Paris, Tex.	1490	250	607
KPMC	Bakersfield, Calif.	1560	1000	357
KPO	San Francisco, Calif.	680	50000	372
KPOF	Denver, Colo.	910	1000	378
KPOW	Powell, Wyo.	1230	250	635
KPPC	Pasadena, Calif.	1240	100	368
KPQ	Wenatchee, Wash.	1490	250 (C.P. 500 Ke. 1000; S.S.A. 560 Ke., 1000 d., 500 n.)	624
KPRC	Houston, Tex.	950	5000	604
KPRO	Riverside, Calif.	1440	1000	368
KQV	Pittsburgh, Pa.	1410	1000	577
KQW	San Jose, Calif.	740	5000	373
KRBA	Lufkiu, Tex.	1340	250	606
KRBC	Abilene, Tex.	1450	250	597
KRBM	Bozeman, Mont.	1450	250	486
KRE	Berkeley, Calif.	1400	250	357
KRGV	Weslaco, Tex.	1290	1000	610
KRIC	Beaumont, Tex.	1450	250	599
KRIS	Corpus Christi, Tex.	1360	1000	600

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
KRJF . . .	Miles City, Mont.....	1340	250	487
KRKD . . .	Los Angeles, Calif.....	1150	2500 d., 1000 n.	365
KRKO . . .	Everett, Wash.	1400	250	619
KRLC . . .	Lewiston, Idaho	1400	250	404
KRLD . . .	Dallas, Tex.	1080	50000	601
KRLH . . .	Midland, Tex.	1230	250	606
KRMD . . .	Shreveport, La.	1340	250	447
KRNR . . .	Roseburg, Ore.	1490	250	563
KRNT . . .	Des Moines, Iowa.....	1350	5000	428
KROC . . .	Rochester, Minn.	1340	250	476
KROD . . .	El Paso, Tex.....	600	1000 d., 500 n.	603
KROS . . .	Clinton, Ia.	1340	250	427
KROW . . .	Oakland, Calif.	960	1000	367
KROY . . .	Sacramento, Calif.	1240	100 (C.P. 250 w.)	369
KRRV . . .	Sherman, Tex.	910	1000	608
KRSC . . .	Seattle, Wash.	1150	1000	621
KSAC . . .	Maubattan, Kans.	580	1000 d., 500 n.	437
KSAL . . .	Salina, Kans.	1150	1000	438
KSAM . . .	Huntsville, Tex.	1490	250	605
KSAN . . .	San Francisco, Calif.....	1450	250	372
KSCJ . . .	Sioux City, Ia.	1360	5000	431
KSD . . .	St. Louis, Mo.....	550	5000 d., 1000 n.	184
KSEI . . .	Pocatello, Idaho	930	1000 d., 250 n.	404
KSFO . . .	San Francisco, Calif.....	560	5000 d., 1000 n.	372
KSJB . . .	Jamestown, N. D.....	1400	250	540
KSKY . . .	Dallas, Texas	660	1000	601
KSL . . .	Salt Lake City, Utah.....	1160	50000	613
KSLM . . .	Salem, Ore.	1390	1000	563
KSO . . .	Des Moines, Iowa.....	1460	5000	428
KSOO . . .	Sioux Falls, S. Dak.....	1140	5000	590
KSRO . . .	Santa Rosa, Calif.....	1350	1000	374
KSTP . . .	St. Paul, Minn.....	1500	50000	475
KSUB . . .	Cedar City, Utah.....	1340	100	611
KSUN . . .	Lowell, Ariz.	1230	250	351
KSWO . . .	Lawton, Okla.....	1150	250	556
KTAR . . .	Phoenix, Ariz.	620	5000	351
KTBC . . .	Austin, Tex.	590	1000 d., 250 n.	599
KTBI . . .	Tacoma, Wash.	1490	250	623
KTBS . . .	Shreveport, La.	1480	1000	447
KTEM . . .	Temple, Tex.	1400	250	609
KTFI . . .	Twin Falls, Idaho.....	1270	1000	405
KTHS . . .	Hot Springs, Ark.....	1090	10000 d., 5000 n.	353
KTKC . . .	Visalia, Calif.	940	5000	374
KTMS . . .	Santa Barbara, Calif.....	1250	1000	374
KTKN . . .	Ketchikan, Alaska	930	1000	637
KTNM . . .	Tucumcari, N. M.	1400	250	502
KTOH . . .	Lihue, Hawaii	1490	250	638
KTOK . . .	Oklahoma City, Okla.....	1400	250	557
KTRB . . .	Modesto, Calif.	860	1000	366
KTRH . . .	Houston, Tex.	740	50000	605
KTRI . . .	Sioux City, Ia.....	1450	250	431
KTSA . . .	San Antonio, Tex.....	550	5000 d., 1000 n.	608
KTSM . . .	El Paso, Tex.....	1380	1000 d., 500 n.	603

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
KTSW . . .	Emporia, Kans.	1400	250	435
KTTS . . .	Springfield, Mo.	1400	250	486
KTUC . . .	Tucson, Ariz.	1400	250	352
KTUL . . .	Tulsa, Okla.	1430	5000	558
KTW . . .	Seattle, Wash.	1250	1000	621
KUIN . . .	Grants Pass, Ore.	1346	250	560
KUJ . . .	Walla Walla, Wash.	1420	1000	623
KUOA . . .	Siloam Springs, Ark.	1290	5000	355
KUSD . . .	Vermillion, S. Dak.	920	500	590
KUTA . . .	Salt Lake City, Utah	570	5000	613
KVAK . . .	Atchison, Kans.	1450	100 (C.P. 250)	433
KVAN . . .	Vancouver, Wash.	910	500	623
KVCV . . .	Redding, Calif.	1230	250	368
KVEC . . .	San Luis Obispo, Calif.	1230	250	373
KVFD . . .	Fort Dodge, Ia.	1400	250	429
KVGB . . .	Great Bend, Kans.	1400	250	435
KVI . . .	Tacoma, Wash.	570	5000	623
KVIC . . .	Victoria, Texas	1340	250	610
KVNU . . .	Logan, Utah	1230	250	611
KVOA . . .	Tucson, Ariz.	1290	1000	352
KVOD . . .	Denver, Colo.	630	5000	378
KVOE . . .	Santa Ana, Calif.	1490	250	373
KVOL . . .	Lafayette, La.	1340	250	443
KVOO . . .	Tulsa, Okla.	1170	50000	559
KVOP . . .	Plainview, Tex. (C.P. Only)	1400	250	607
KVOR . . .	Colorado Springs, Colo.	1300	1000	377
KVOS . . .	Bellingham, Wash.	1230	250 (C.P. 790 Kc.)	619
KVOX . . .	Moorhead, Minn.	1340	250	475
KVRS . . .	Rock Springs, Wyoming	1400	250	635
KVSF . . .	Santa Fe, N. M.	1340	100	502
KVSO . . .	Ardmore, Okla.	1240	250 d., 100 n.	555
KVWC . . .	Vernon, Tex.	1490	250	609
KWAL . . .	Wallace, Ida.	1450	250	405
KWAT . . .	Watertown, S. D.	1240	250	590
KWBW . . .	Hutchinson, Kans.	1450	250	435
KWEW . . .	Hobbs, New Mexico	1490	100	502
KWFC . . .	Hot Springs, Ark.	1340	250	354
KWFT . . .	Wichita Falls, Tex.	620	5000 d., 1000 n.	610
KWG . . .	Stockton, Calif.	1230	100 (C.P. 250)	374
KWIL . . .	Albany, Ore.	1240	250	559
KWBU . . .	Corpus Christi, Tex.	1010	50000 w.	601
KWJB . . .	Globe, Ariz.	1240	250	350
KWJJ . . .	Portland, Ore.	1080	1000	562
KWK . . .	St. Louis, Mo.	1380	5000 d., 1000 n.	484
KWKH . . .	Shreveport, La.	1130	50000	447
KWKW . . .	Pasadena, Calif.	1430	1000	368
KWLC . . .	Decorah, Iowa	1240	250	428
KWLK . . .	Longview, Wash.	1400	250	620
KWLM . . .	Willmar, Minn.	1340	250	476
KWNO . . .	Winona, Minn.	1230	250	476
KWOC . . .	Poplar Bluff, Mo.	1340	250	483
KWON . . .	Bartlesville, Okla.	1400	250	556
KWOS . . .	Jefferson City, Mo.	1240	250	481
KWRC . . .	Pendleton, Ore.	1240	250	561
	Pullman, Wash.	1250	5000	620

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
KWTO	Springfield, Mo.	560	5000 d. (C.P. 5000 d. 1000 n.)	486
KWYO	Sheridan, Wyoming	1400	250	635
KXA	Seattle, Wash.	770	1000	621
KXEL	Waterloo, Iowa	1540	50000	433
KXL	Portland, Ore.	750	10000	562
KXO	El Centro, Calif.	1490	100	357
KXOK	St. Louis, Mo.	630	5000	484
KXOX	Sweetwater, Tex.	1240	250	609
KXRO	Aberdeen, Wash.	1340	250	619
KXYZ	Houston, Tex.	1320	5000 (C.P. 740 Ke.; 50000)	605
KYA	San Francisco, Calif.	1260	5000 d., 1000 n.	372
KYCA	Prescott, Ariz.	1490	250	352
KYOS	Merced, Calif.	1490	250	365
KYSM	Mankato, Minn.	1230	250	473
KYUM	Yuma, Ariz.	1240	250	352
KYW	Philadelphia, Pa.	1060	50000	570
WAAB	Worcester, Mass.	1440	5000	460
WAAC	Ft. Myers, Fla.	1240	250 (Was WFTM)	389
WAAF	Chicago, Ill.	950	1000	407
WAAT	Newark, N. J.	970	1000	499
WABC	New York, N. Y.	880	50000	509
WABI	Bangor, Me.	1230	250 (C.P. 910 Ke.; 5000; S.A. 910; 250)	448
WABY	Albany, N. Y.	1400	250	503
WACO	Waco, Tex.	1450	250	610
WADC	Tallmadge, (Akron) Ohio	1350	5000	542
WAGA	Atlanta, Ga.	590	5000	397
WAGE	Syracuse, N. Y.	620	1000	520
WAGF	Dothan, Ala.	1400	250	348
WAGM	Presque Isle, Maine	1450	100	449
WAIM	Anderson, S. C.	1230	250	585
WAIR	Winston-Salem, N. C.	1340	250	538
WAIT	Chicago, Ill.	820	5000	409
WAJR	Morgantown, W. Va.	1230	250	626
WAKR	Akron, Ohio	1590	5000	542
WALA	Mobile, Ala.	1410	5000	349
WALB	Albany, Ga.	1590	1000	397
WALL	Middletown, N. Y.	1340	250	509
WAML	Laurel, Miss.	1340	250	479
WAOV	Vincennes, Ind.	1450	250	426
WAPI	Birmingham, Ala.	1070	5000	347
WAPO	Chattanooga, Tenn.	1150	5000 d., 1000 n.	591
WARM	Scranton, Pa.	1400	250	578
WASK	Lafayette, Ind.	1450	250	425
WATL	Atlanta, Ga.	1400	250	397
WATN	Watertown, N. Y.	1240	250	529
WATR	Waterbury, Conn.	1320	1000	385
WATW	Ashland, Wisc.	1400	100	620
WAVE	Louisville, Ky.	970	5000	442
WAWZ	Zarephath, N. J.	1380	1000 d., 5000 n.	501
WAYS	Charlotte, N. C.	610	1000	531
WAYX	Waycross, Ga.	1230	250	403
WAZL	Hazleton, Pa.	1450	250	509
WBAA	West Lafayette, Ind.	920	5000 d., 1000 n.	426
WBAB	Atlantic City, N. J.	1490	250	497
WBAL	Baltimore, Md.	1090	50000	451
WBAP	Fort Worth, Tex.	820	50000	604
WBAX	Wilkes-Barre, Pa.	1240	100	580
WBBB	Burlington, N. C.	920	1000	531
WBBL	Richmond, Va.	1240	100	617
WBBM	Chicago, Ill.	780	50000	409
WBBR	Brooklyn, N. Y.	1330	1000	505
WBBZ	Ponca City, Okla.	1230	250	558
WBCM	Bay City, Mich.	1440	1000 d., 500 n.	463
WBBN	Buffalo, N. Y.	930	5000	506

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
WBHP	Huntsville, Ala.	1230	250	348
WBIG	Greensboro, N. C.	1470	5000	534
WBIR	Knoxville, Tenn.	1240	250	592
WBLJ	Dalton, Ga.	1230	250	401
WBLK	Clarksburg, W. Va.	1400	250	625
WBML	Macon, Ga.	1240	250	401
WBNS	Columbus, Ohio	1460	5000 d., 1000 n.	549
WBNX	New York, N. Y.	1380	5000	509
WBNY	Buffalo, N. Y.	1400	250	505
WBOC	Salisbury, Md.	1230	250	453
WBOW	Terre Haute, Ind.	1230	250	426
WBRC	Birmingham, Ala.	960	5000	347
WBRE	Wilkes-Barre, Pa.	1340	250	580
WBRK	Pittsfield, Mass.	1340	250	459
WBRW	Welch, W. Va.	1340	250	626
WBRY	Waterbury, Conn.	1590	1000	385
WBT	Charlotte, N. C.	1110	50000	531
WBTA	Batavia, N. Y.	1490	250	504
WBTH	Williamson, W. Va.	1400	250	627
WBTM	Danville, Va.	1400	250	615
WBYN	Brooklyn, N. Y.	1430	1000 d., 500 n.	505
WBZ	Boston, Mass.	1030	50000	455
WBZA	Springfield, Mass.	1030	1000	455
WCAE	Pittsburgh, Pa.	1250	5000	577
WCAL	Northfield, Minn.	770	5000	476
WCAM	Camden, N. J.	1310	500	497
WCAO	Baltimore, Md.	600	5000	452
WCAP	Asbury Park, N. J.	1310	500	497
WCAR	Pontiac, Mich.	1130	1000	469
WCAT	Rapid City, S. Dak.	1230	100	589
WCAU	Philadelphia, Pa.	1210	50000	571
WCAX	Burlington, Vt.	620	1000	614
WCAZ	Carthage, Ill.	1080	250	407
WCBA	Allentown, Pa.	1470	500	565
WCBI	Columbus, Miss.	1340	250	477
WCBM	Baltimore, Md.	1400	250	451
WCBS	Springfield, Ill.	1450	250	420
WCBT	Roanoke Rapids, N. C.	1230	250	537
WCCO	Minneapolis, Minn.	830	50000	473
WCED	Du Bois, Pa.	1230	250	565
WCFL	Chicago, Ill.	1000	10000	409
WCHS	Charleston, W. Va.	580	5000	625
WCHV	Charlottesville, Va.	1450	250	615
WCKY	Cincinnati, Ohio	1530	50000	542
WCLE	Cleveland, Ohio	610	500	545
WCLO	Janesville, Wisc.	1230	250	630
WCLS	Joliet, Ill.	1340	250	418
WCMI	Ashland, Ky.	1340	250	441
WCNC	Elizabeth City, N. C.	1400	250	533
WCOA	Pensacola, Florida	1370	1000 d., 500 n.	394
WCOC	Meridian, Miss.	910	1000	479
WCOL	Columbus, Ohio	1230	250	549
WCOP	Boston, Mass.	1150	500	455
WCOS	Columbia, S. C.	1400	250	587
WCOU	Lewiston, Me.	1240	250	448
WCOV	Montgomery, Ala.	1240	250	349
WCPO	Cincinnati, Ohio	1230	250	543
WCBS	Greenwood, S. C.	1450	250	588
WCRW	Chicago, Ill.	1240	100	409
WCSC	Charleston, S. C.	1390	1000 d., 500 n.	585
WCSE	Portland, Maine	970	5000	448
WDAE	Tampa, Florida	1250	5000	395

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
WDAF . . .	Kansas City, Mo.	610	5000	483
WDAK . . .	Columbus, Ga.	1340	250	400
WDAN . . .	Danville, Ill.	1490	250	415
WDAS . . .	Philadelphia, Pa.	1400	250	571
WDAY . . .	Fargo, N. Dak.	970	5000	539
WDBC . . .	Escanaba, Mich.	1490	250	465
WDBJ . . .	Roanoke, Va.	960	5000	618
WDBO . . .	Orlando, Fla.	580	5000	393
WDEF . . .	Chattanooga, Tenn.	1400	250	591
WDEL . . .	Wilmington, Delaware	1150	5000	386
WDEV . . .	Waterbury, Vt.	550	1000	614
WDGY . . .	Minneapolis, Minn.	1130	5000 d., 500 n.	473
WDLP . . .	Panama City, Fla.	1230	250	393
WDMJ . . .	Marquette, Mich.	1340	250	468
WDNC . . .	Durham, N. C.	1490	250	533
WDOD . . .	Chattanooga, Tenn.	1310	5000	591
WDRG . . .	Hartford, Conn.	1360	5000	381
WDSM . . .	Superior, Wisc.	1230	250	634
WDSU . . .	New Orleans, La.	1280	1000 (C.P.T. 5 Kw. da.)	444
WDWS . . .	Champaign, Ill.	1400	250	407
WDZ . . .	Tuscola, Ill.	1050	1000	420
WEAF . . .	New York, N. Y.	660	50000	509
WEAN . . .	Providence, R. I.	790	5000	583
WEAU . . .	Eau Claire, Wisc.	790	5000 d., 1000 n.	629
WEBC . . .	Duluth, Minn.	1320	5000	471
WEBQ . . .	Harrisburg, Ill.	1240	250	417
WEBR . . .	Buffalo, N. Y.	1340	250	506
WEDC . . .	Chicago, Ill.	1240	250	409
WEED . . .	Rocky Mount, N. C.	1450	250	537
WEEI . . .	Boston, Mass.	590	5000	455
WEEU . . .	Reading, Pa.	850	1000	578
WEGO . . .	Concord, N. C.	1410	1000	532
WEIM . . .	Fitchburg, Mass.	1340	250	457
WELI . . .	New Haven, Conn.	960	1000 d., 500 n.	383
WELL . . .	Battle Creek, Mich.	1400	250	463
WEMP . . .	Milwaukee, Wisc.	1340	250	633
WENR . . .	Chicago, Ill.	890	50000	411
WENY . . .	Elmira, N. Y.	1230	250	506
WEOA . . .	Evansville, Ind.	1400	250	421
WERC . . .	Erie, Pa.	1490	250	567
WEST . . .	Easton, Pa.	1400	250	566
WESX . . .	Marble Head, Mass.	1230	250	459
WEVD . . .	New York, N. Y.	1330	5000	510
WEW . . .	St. Louis, Mo.	770	1000	485
WEXL . . .	Royal Oak, Mich.	1340	250	469
WFAA . . .	Dallas, Tex.	820	50000	601
WFAS . . .	White Plains, N. Y.	1230	250	530
WFBC . . .	Greenville, S. C.	1330	5000	587
WFBG . . .	Altoona, Pa.	1340	250	505
WFBL . . .	Syracuse, N. Y.	1390	5000	527
WFBM . . .	Indianapolis, Ind.	1260	5000	423
WFBR . . .	Baltimore, Md.	1300	5000	452
WFCI . . .	Pawtucket, R. I.	1420	1000	583
WFDF . . .	Flint, Mich.	910	1000	467
WFEA . . .	Manchester, N. H.	1370	5000	495
WFHR . . .	Wisconsin Rapids, Wisc.	1340	250	634
WFIG . . .	Sumter, S. C.	1340	250	588
WFIL . . .	Philadelphia, Pa.	560	1000	573
WFIN . . .	Findlay, Ohio	1330	1000	551
WFLA . . .	Tampa, Fla.	970	5000 d., 1000 n.	395
WFMD . . .	Frederick, Md.	930	500	453
WFMJ . . .	Youngstown, Ohio	1450	250	655
WFNC . . .	Fayetteville, N. C.	1450	250	633
WFOR . . .	Hattiesburg, Miss.	1400	250	478

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
WFOY	St. Augustine, Fla.	1240	250	394
WFPG	Atlantic City, N. J.	1450	250	497
WFTC	Kinston, N. C.	1230	250	536
WFTL	Fort Lauderdale, Fla.	1400	250 (C.P. 710 10000)	389
WFVA	Fredericksburg, Va.	1290	250	615
WGAA	Cedartown, Ga.	1340	250	400
WGAC	Augusta, Ga.	1240	250	399
WGAL	Lancaster, Pa.	1490	250	569
WGAN	Portland, Me.	560	5000	449
WGAR	Cleveland, Ohio	1480	5000 d., 1000 n. (C.P.T. Broadview Heights Village— 5 Kw.-1220)	545
WGAU	Athens, Ga.	1340	250	397
WGBB	Freeport, N. Y.	1240	100	507
WGBF	Evansville, Ind.	1280	5000 d., 1000 n.	421
WGBQ	Greensboro, N. C.	980	1000	534
WGBI	Scranton, Pa.	910	1000 d., 500 n.	579
WGBR	Goldsboro, N. C.	1400	250	535
WGCM	Gulfport, Miss.	1240	250	478
WGES	Chicago, Ill.	1390	5000	411
WGGA	Gainesville, Ga.	1240	250	401
WGH	Newport News, Va.	1340	250	616
WGIL	Galesburg, Ill.	1400	250	417
WGKV	Charleston, W. Va.	1490	100	625
WGL	Fort Wayne, Ind.	1450	250	421
WGN	Chicago, Ill.	720	50000	411
WGNC	Gastonia, N. C.	1450	250	533
WGNV	Newburgh, N. Y.	1220	1000	509
WGOV	Valdosta, Ga.	1450	250	403
WGPC	Albany, Ga.	1450	250	397
WGR	Buffalo, N. Y.	550	5000 d., 1000 n.	506
WGRG	Louisville, Ky.	1400	250	425
WGRM	Greenwood, Miss.	1240	250	477
WGST	Atlanta, Ga.	920	5000 d., 1000 n.	399
WGTC	Greenville, N. C.	1490	250	535
WGTM	Wilson, N. C.	1340	250	538
WGY	Schenectady, N. Y.	810	50000	527
WHA	Madison, Wis.	970	5000	630
WHAI	Greenfield, Mass.	1240	250	457
WHAM	Rochester, N. Y.	1180	50000	525
WHAS	Louisville, Ky.	840	50000	442
WHAT	Philadelphia, Pa.	1340	100	575
WHAZ	Troy, N. Y.	1330	1000	529
WHB	Kansas City, Mo.	880	1000	183
WHBB	Selma, Ala.	1490	100	350
WHBC	Canton, Ohio	1230	250 (C.P. 1 Kw. 1480)	542
WHBF	Rock Island, Ill.	1270	5000	419
WHBI	Newark, N. J.	1280	2500 d., 1000 n.	499
WHBL	Sheboygan, Wisc.	1330	1000 d., 250 n.	634
WHBQ	Memphis, Tenn.	1400	250	593
WHBU	Anderson, Ind.	1240	250	421
WHBY	Appleton, Wisc.	1230	250	629
WHCU	Ithaca, N. Y.	870	1000	507
WHDF	Calumet, Mich.	1400	250	463
WHDH	Boston, Mass.	850	5000	455
WHDL	Town of Allegany (Olean), N. Y.	1450	250	523
WHEB	Portsmouth, N. H.	750	1000	495
WHEC	Rochester, N. Y.	1460	1000 d., 500 n.	525
WHFC	Cleora, Ill.	1450	250	415
WHIO	Dayton, Ohio	1290	5000	550
WHIS	Bluefield, W. Va.	1440	1000 d., 500 n.	624
WHIT	New Berne, N. C.	1450	250	536
WHIZ	Zanesville, Ohio	1240	250	555
WHJB	Greensburg, Pa.	620	250	567
WHK	Cleveland, Ohio	1420	5000	547
WHKC	Columbus, Ohio	640	500	549
WHKY	Hickory, N. C.	1290	5000 d., 1000 n.	535
WHLR	Virginia, Minn.	1400	250	476

Call letter	City	Frequency in Kilocycles	Power in Watts	See Page
WHLD	Niagara Falls, N. Y.	1290	1000	523
WHLN	Harlan, Ky.	1450	250	441
WHLS	Port Huron, Mich.	1450	250	469
WHMA	Anniston, Ala.	1450	250	347
WHN	New York, N. Y.	1050	50000	510
WHO	Des Moines, Ia.	1040	50000	429
WHOM	Jersey City, N. J.	1180	1000 d., 500 n.	499
WHOP	Hopkinsville, Ky.	1230	250	441
WHP	Harrisburg, Pa.	1460	5000 d., 1000 n.	568
WHUB	Cookeville, Tenn.	1400	250	591
WHYN	Holyoke, Mass.	1100	250	458
WIAC	Hato Rey, P. R.	580	5000	639
WIBA	Madison, Wisc.	1310	5000	630
WIBC	Indianapolis, Ind.	1070	5000 d., 1000 n.	424
			(C.P. 5 Kw.- da.-n.)	
WIBG	Philadelphia (Glenside), Pa.	990	10000	573
WIBM	Jackson, Mich.	1450	250	467
WIBU	Poynette, Wisc.	1240	250	633
WIBW	Topeka, Kans.	580	5000	437
WIBX	Utica, N. Y.	1230	250	529
WICA	Ashtabula, Ohio	970	1000	542
WICC	Bridgeport, Conn.	600	1000 d., 500 n.	381
WIGM	Medford, Wisc.	1490	250	631
WIL	St. Louis, Mo.	1230	250	485
WILL	Urbana, Ill.	580	5000	420
WILM	Wilmington, Del.	1450	250	385
WINC	Winchester, Va.	1400	250	618
WIND	Gary, Ind.	560	5000	423
WING	Duyton, Ohio	1410	5000	550
WINN	Louisville, Ky.	1240	250	442
WINS	New York, N. Y.	1000	1000	513
WINX	Washington, D. C.	1340	250 & 50-amp.	387
WIOD	Miami, Fla.	610	5000	392
WIP	Philadelphia, Pa.	610	5000	575
WIRE	Indianapolis, Ind.	1430	5000	424
WIS	Columbia, S. C.	500	5000	587
WISE	Asheville, N. C.	1230	250	531
WISH	Indianapolis, Ind.	1310	5000 d., 1000 n.	425
WISN	Milwaukee, Wisc.	1150	5000	631
WISR	Butler, Pa.	680	250	565
WITH	Baltimore, Md.	1230	250	452
WIZE	Springfield, Ohio	1340	250	553
WJAC	Johnstown, Pa.	1400	250	570
WJAG	Norfolk, Nebr.	1090	1000	489
WJAR	Providence, R. I.	920	5000	583
WJAS	Pittsburgh, Pa.	1320	5000	578
WJAX	Jacksonville, Fla.	930	5000 d., 1000 n.	391
WJBC	Bloomington, Ill.	1230	250	407
WJBK	Detroit, Mich.	1490	250	463
WJBO	Baton Rouge, La.	1150	5000	443
WJBW	New Orleans, La.	1230	250	444
WJBY	Gadsden, Ala.	1240	250	348
WJDX	Jackson, Miss.	1300	5000 d., 1000 n.	478
WJEJ	Hagerstown, Md.	1240	250	453
WJHL	Johnson City, Tenn.	910	1000	592
WJHO	Opelika, Ala.	1400	250 d., 100 n.	350
WJHP	Jacksonville, Fla.	1320	250	391
WJIM	Lansing, Mich.	1240	250	468
WJJD	Chicago, Ill.	1160	20000	413
WJLB	Detroit, Mich.	1400	250	463
WJLD	Bessemer, Ala.	1400	250	347
WJLS	Beckley, W. Va.	1240	250	624
WJMC	Rice Lake, Wisc.	1240	250	633
WJMS	Ironwood, Mich.	1450	250	467
WJNO	West Palm Beach, Fla.	1230	250	395
WJOB	Hammond, Ind.	1230	250	423
WJPA	Washington, Pa.	1450	250	580

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
WJPF . . .	Herrin, Ill.	1340	250	417
WJPR . . .	Greenville, Miss.	1340	250	477
WJB . . .	Detroit, Mich.	760	50000	465
WJRD . . .	Tuscaloosa, Ala.	1230	250	350
WJTN . . .	Jamestown, N. Y.	1240	250	507
WJW . . .	Cleveland, Ohio	1240	250 (C.P. 850 5000)	549
WJZ . . .	New York, N. Y.	770	50000	513
WJZM . . .	Clarksville, Tenn.	1400	250	591
WKAQ . . .	San Juan, Puerto Rico.	620	5000	639
WKAR . . .	East Lansing, Mich.	870	5000	465
WKAT . . .	Miami Beach, Fla.	1360	1000	393
WKBB . . .	Dubuque, Ia.	1490	250	429
WKBH . . .	La Crosse, Wisc.	1410	1000	630
WKBN . . .	Youngstown, Ohio	570	5000	555
WKBO . . .	Harrisburg, Pa.	1230	250	568
WKBV . . .	Richmond, Ind.	1490	100	426
WKBW . . .	Buffalo, N. Y.	1520	50000	506
WKBZ . . .	Muskegon, Mich.	1490	250	468
WKEU . . .	Griffin, Ga.	1450	100	401
WKEY . . .	Covington, Va.	1340	250	
WKIP . . .	Poughkeepsie, N. Y.	1450	250	525
WKMO . . .	Kokomo, Ind.	1400	250	425
WKNE . . .	Keene, N. H.	1290	5000	493
WKNY . . .	Kingston, N. Y.	1490	250	507
WKOK . . .	Sunbury, Pa.	1240	250	579
WKPA . . .	New Kensington, Pa.	1150	250	570
WKPT . . .	Kingsport, Tenn.	1400	250	592
WKRC . . .	Cincinnati, Ohio	550	5000 d., 1000 n.	543
WKRO . . .	Cairo, Ill.	1490	250	407
WKST . . .	New Castle, Pa.	1280	1000	570
WKWK . . .	Wheeling, W. Va.	1400	250	626
WKY . . .	Oklahoma City, Okla.	930	5000 d., 1000 n. (C.P. 5000)	557
WKZO . . .	Kalamazoo, Mich.	590	5000	468
WLAC . . .	Nashville, Tenn.	1510	50000	595
WLAG . . .	La Grange, Ga.	1240	250	401
WLAK . . .	Lakeland, Fla.	1340	250	391
WLAP . . .	Lexington, Ky.	1450	250	442
WLAV . . .	Grand Rapids, Mich.	1340	250	467
WLAW . . .	Lawrence, Mass.	680	5000	458
WLAY . . .	Muscle Shoals City, Ala.	1450	250	349
WLB . . .	Minneapolis, Minn.	770	5000	473
WLBC . . .	Muncie, Ind.	1340	250	425
WLBJ . . .	Bowling Green Ky.	1340	250	441
WLBL . . .	Stevens Point, Wisc.	930	5000	634
WLBZ . . .	Bangor, Me.	620	5000	448
WLDS . . .	Jacksonville, Ill.	1180	250	418
WLEU . . .	Erie, Pa.	1450	250	566
WLIB . . .	Brooklyn, N. Y.	1190	1000	505
WLLH . . .	Lowell, Mass.	1400	250	459
WLNH . . .	Laconia, N. H.	1340	250	493
WLOF . . .	Orlando, Fla.	1230	250	393
WLOG . . .	Logan, W. Va.	1230	250	626
WLOK . . .	Lima, Ohio	1240	250	551
WLOL . . .	Minneapolis, Minn.	1330	1000	473
WLPM . . .	Suffolk, Va.	1450	250	618
WLS . . .	Chicago, Ill.	890	50000	413
WLVA . . .	Lynchburg, Va.	1230	250	616
WLW . . .	Cincinnati, Ohio	700	50000	545
WMAL . . .	Washington, D. C.	630	5000	387
WMAM . . .	Marinette, Wisc.	570	250	631
WMAN . . .	Mansfield, Ohio	1400	250	551
WMAQ . . .	Chicago, Ill.	670	50000	415
WMAS . . .	Springfield, Mass.	1450	250	459
WMAZ . . .	Macon, Ga.	940	5000	402

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
WMBD	Peoria, Ill.	1470	500 d., 100 n.	418
WMBG	Richmond, Va.	1380	5000	617
WMBH	Joplin, Mo.	1450	250	481
WMBI	Chicago, Ill.	1110	5000	415
WMBO	Auburn, N. Y.	1340	250	504
WMBR	Jacksonville, Fla.	1460	250	391
WMBS	Uniontown, Pa.	590	1000	579
WMC	Memphis, Tenn.	790	5000	595
WMCA	New York, N. Y.	570	5000	515
WMEX	Boston, Mass.	1510	5000	455
WMFD	Wilmington, N. C.	1460	250	538
WMFF	Plattsburg, N. Y.	1340	250	523
WMFG	Hibbing, Minn.	1240	250	471
WMFJ	Daytona Beach, Fla.	1450	250	389
WMFR	High Point, N. C.	1230	250	535
WMGA	Moultrie, Ga.	1400	250	402
WMIN	St. Paul, Minn.	1400	250	475
WMIS	Natchez, Miss.	1490	250	479
WMJM	Cordele, Ga.	1490	250 d., 100 n.	401
WMMN	Fairmont, W. Va.	520	5000	625
WMOB	Mobile, Ala.	1230	250	349
WMOG	Brunswick, Ga.	1190	250 d., 100 n.	400
WMPC	Lapeer, Mich.	1230	250	468
WMPS	Memphis, Tenn.	1460	1000 d., 500 n.	593
WMRC	Greenville, S. C.	1490	250	587
WMRF	Lewistown, Pa.	1490	250	570
WMRN	Marion, Ohio.	1450	250	551
WMRO	Aurora, Ill.	1280	250	407
WMSL	Decatur, Ala.	1466	250	348
WMT	Cedar Rapids-Waterloo, Ia.	600	5000	427
WMUR	Manchester, N. H.	610	5000 d., 1000 n.	495
WMVA	Martinsville, Va.	1450	250	616
WNAB	Bridgeport, Conn.	1450	250	381
WNAC	Boston, Mass.	1260	5000	457
WNAD	Norman, Okla.	640	100	557
WNAX	Yankton, S. D.	570	5000	590
WNBC	Hartford, Conn.	1410	5000	381
WNBF	Binghamton, N. Y.	1290	5000	504
WNBH	New Bedford, Mass.	1340	250	459
WNBZ	Saranac Lake, N. Y.	1320	100	525
WNEL	San Juan, Puerto Rico.	1320	5000	639
WNEW	New York, N. Y.	1130	10000	517
WNLC	New London, Conn.	1490	250	383
WNOE	New Orleans, La.	1450	250	444
WNOX	Knoxville, Tenn.	990	10000	592
WNYC	New York, N. Y.	830	1000	515
WOAI	San Antonio, Tex.	1260	50000	608
WOC	Davenport, Ia.	1420	5000	428
WOI	Ames, Ia.	640	5000	427
WOKO	Albany, N. Y.	1460	10000 d., 500 n.	503
WOL	Washington, D. C.	1260	1000	387
WOLF	Syracuse, N. Y.	1490	250	528
WOLS	Florence, S. C.	1230	250	587
WOMI	Owensboro, Ky.	1490	250	442
WOMT	Manitowoc, Wisc.	1240	100	630
WOOD	Grand Rapids, Mich.	1300	5000	467
WOPI	Bristol, Tenn.	1490	250	590
WOR	New York, N. Y.	710	50000	519
WORC	Worcester, Mass.	1310	1000	460
WORD	Spartanburg, S. C.	1400	250	588
WORK	York, Pa.	1330	1000	581
WORL	Boston, Mass.	950	1000	457
WOSH	Oshkosh, Wisc.	1490	250	633

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
WOSU	Columbus, Ohio	820	5000	549
WOV	New York, N. Y.	1280	5000	523
WOW	Omaha, Nebr.	590	5000	492
WOWO	Fort Wayne, Ind.	1190	10000	423
WPAB	Ponce, Puerto Rico	1370	1000	638
WPAD	Paducah, Ky.	1450	250	443
WPAR	Parkersburg, W. Va.	1450	250	626
WPAT	Paterson, N. J.	930	1000	500
WPAX	Thomasville, Ga.	1240	250	403
WPAY	Portsmouth, Ohio	1400	250	551
WPDQ	Jacksonville, Fla.	1270	5000	391
WPEN	Philadelphia, Pa.	950	5000	557
WPIC	Sharon, Pa.	790	1000	579
WPRA	Mayaguez, Puerto Rico	990	5000 d., 1000 n.	638
WPRO	Providence, R. I.	630	5000	585
WPRP	Ponce, Puerto Rico	1420	250	639
WPTF	Raleigh, N. C.	680	5000	537
WQAM	Miami, Fla.	560	5000 d., 1000 n.	392
WQAN	Scranton, Pa.	910	1000 d., 500 n.	579
WQBC	Vicksburg, Miss.	1390	1000	479
WQXR	New York, N. Y.	1560	10000	521
WRAK	Williamsport, Pa.	1400	250	580
WRAL	Raleigh, N. C.	1240	250	536
WRAW	Reading, Pa.	1340	250	578
WRBL	Columbus, Ga.	1230	250	400
WRC	Washington, D. C.	980	5000	388
WRDO	Augusta, Me.	1400	100 (C.P. 250)	447
WRDW	Augusta, Ga.	1480	5000	400
WREC	Memphis, Tenn.	600	5000	593
WREN	Lawrence, Kans.	1250	5000 d., 1000 n.	437
WRGA	Rome, Ga.	1490	250	402
WRJN	Racine, Wis.	1400	250	633
WRLC	Tooeo, Ga.	1450	250	403
WRNL	Richmond, Va.	910	5000	617
WROK	Rockford, Ill.	1440	1000 d., 500 n.	419
WROL	Knoxville, Tenn.	620	1000 d., 500 n.	592
WRR	Dallas, Tex.	1310	5000	603
WRRF	Washington, N. C.	930	1000	538
WREN	Warren, Ohio	1400	250	553
WRUF	Gainesville, Fla.	850	5000	391
WRVA	Richmond, Va.	1140	50000	618
WSAI	Cincinnati, Ohio	1360	5000	545
WSAJ	Grove City, Pa.	1340	100	567
WSAM	Saginaw, Mich.	1400	250	469
WSAN	Allentown, Pa.	1470	500	565
WSAP	Portsmouth, Va.	1490	250	616
WSAR	Fall River, Mass.	1480	1000	457
WSAU	Wausau, Wis.	1400	250	634
WSAV	Savannah, Ga.	1340	250	402
WSAY	Rochester, N. Y.	1240	250	525
WSAZ	Huntington, W. Va.	930	1000	625
WSB	Atlanta, Ga.	750	50000	399
WSBA	York, Pa.	900	1000	581
WSBC	Chicago, Ill.	1240	250	415
WSBT	South Bend, Ind.	960	1000	426
WSFA	Montgomery, Ala.	1440	1000 d., 500 n.	349
WSGN	Birmingham, Ala.	610	5000 d., 1000 n.	348
WSIX	Nashville, Tenn.	980	5000	595
WSJS	Winston-Salem, N. C.	600	5000	539
WSKB	McComb, Miss.	1230	250	479
WSLB	Ogdensburg, N. Y.	1400	250	523
WSLI	Jackson, Miss.	1450	250	478
WSLS	Roanoke, Va.	1240	250	618

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
WSM	Nashville, Tenn.	650	50000	597
WSMB	New Orleans, La.	1350	5000	445
WSNJ	Bridgeton, N. J.	1240	250	497
WSNY	Schenectady, N. Y.	1240	250	528
WSOC	Charlotte, N. C.	1240	250	532
WSON	Henderson, Ky.	860	250	441
WSOO	Sault Ste. Marie, Mich.	1230	250 d., 100 n.	469
WSOY	Decatur, Ill.	1340	250	417
WSPA	Spartanburg, S. C.	950	5000 d., 1000 n.	588
WSPB	Sarasota, Fla.	1450	250	394
WSPD	Toledo, Ohio	1370	5000	553
WSPR	Springfield, Mass.	1270	500	460
WSRB	Stamford, Conn.	1400	250	385
WSTP	Salisbury, N. C.	1490	250	538
WSTV	Stenbenville, Ohio.	1340	250	553
WSUI	Iowa City, Ia.	910	5000	429
WSUN	St. Petersburg, Fla.	620	5000	394
WSVA	Harrisonburg, Va.	550	1000	615
WSYB	Rutland, Vt.	1380	1000	614
WSYR	Syracuse, N. Y.	570	5000	528
WTAD	Quincy, Ill.	930	1000	418
WTAG	Worcester, Mass.	580	5000	460
WTAL	Tallahassee, Fla.	1340	250 d., 100 n.	395
WTAM	Cleveland, Ohio	1100	50000	547
WTAQ	Green Bay, Wisc.	1360	5000	629
WTAR	Norfolk, Va.	790	5000	616
WTAW	College Station, Tex.	1150	1000	600
WTAX	Springfield, Ill.	1240	100	420
WTBO	Cumberland, Md.	820	250 (C.P. 1450 Kc.)	453
WTCM	Traverse City, Mich.	1400	250	469
WTCN	Minneapolis, Minn.	1280	500 d., 1000 n.	475
WTEL	Philadelphia, Pa.	1340	100	557
WTHT	Hartford, Conn.	1230	250	383
WTIC	Hartford, Conn.	1080	50000	383
WTJS	Jackson, Tenn.	1390	1000	591
WTMA	Charleston, S. C.	1250	1000	585
WTMC	Ocala, Fla.	1490	250	393
WTMJ	Milwaukee, Wisc.	620	5000	631
WTMV	East St. Louis, Ill.	1490	250	417
WTNJ	Trenton, N. J.	1310	500	500
WTOC	Savannah, Ga.	1290	5000	402
WTOP	Washington, D. C.	1500	50000	388
WTOL	Toledo, Ohio	1230	250	553
WTRC	Elkhart, Ind.	1340	250	421
WTRY	Troy, N. Y.	980	1000	529
WTSP	St. Petersburg, Fla.	1380	1000 d., 500 n.	394
WTTM	Trenton, N. J.	920	1000	500
WWDC	Washington, D. C.	1450	250	388
WWJ	Detroit, Mich.	950	5000	465
WWL	New Orleans, La.	870	50000	445
WWNC	Asheville, N. C.	570	1000	531
WWNY	Watertown, N. Y.	790	1000	530
WWPG	Palm Beach, Fla.	1340	250	393
WWRL	Woodside, N. Y.	1600	250	530
WWSR	St. Albans, Vt.	1420	1000	614
WWSW	Pittsburgh, Pa.	1490	250	578
WWVA	Wheeling, W. Va.	1170	50000	627
WXYZ	Detroit, Mich.	1270	5000	468

STATIONS BY CITIES

● MAJOR NETWORK AFFILIATIONS ●

Key to Network Abbreviations: C—Columbia Broadcasting System; M—Mutual Broadcasting System; B—Blue Network Co.; N—National Broadcasting Co.

City and State	Call Letters	Major Network	City and State	Call Letters	Major Network
Aberdeen, S. D.	KABR	M	Austin, Texas	KNOW	B-M
Aberdeen, Wash.	KXRO	M		KTBC	C
Abilene, Texas	KRBC	M	Baker, Ore.	KBKR	
Ada, Okla.	KADA	B	Bakersfield, Calif.	KERN	B
Akron, Ohio (Tallmadge)	WADC	C		KPMC	M
	WAKR	B	Baltimore, Md.	WBAL	N
Alamosa, Colo.	KGIW			WCAO	C
Albany, Ga.	WALB	M		WCBM	B
	WGPC	C		WFBR	M
Albany, N. Y.	WABY	M		WITH	
	WOKO	C	Bangor, Me.	WABI	C
Albany, Oregon	KWIL	M		WLBZ	N
Albert Lea, Minn.	KATE	M	Bartlesville, Okla.	KWON	M
Albuquerque, N. M.	KGGM	C	Batavia, N. Y.	WBTA	
	KOB	N	Baton Rouge, La.	WJBO	B
Alexandria, La.	KALB	B	Battle Creek, Mich.	WELL	B
Allentown, Pa.	WCBA		Bay City, Mich.	WBCM	B
	WSAN		Beaumont, Tex.	KFDM	B
Altoona, Pa.	WFBG	N-B		KRIC	
Amarillo, Texas	KFDA	M	Beckley, W. Va.	WJLS	C
	KGNC	N	Bellingham, Wash.	KVOS	
Ames, Iowa	WOI	B	Bend, Ore.	KBND	
Anchorage, Alaska	KFQD		Berkeley, Calif.	KRE	
Anderson, Ind.	WHBU		Bessemer, Ala.	WJLD	
Anderson, S. C.	WAIM	C	Big Spring, Tex.	KBST	M
Anniston, Ala.	WHMA	B	Billings, Mont.	KGHL	
Appleton, Wisc.	WHBY	M	Binghamton, N. Y.	WNBF	C-M
Ardmore, Okla.	KVSO	B	Birmingham, Ala.	WAPI	C
Asbury Park, N. J.	WCAP			WBRC	N
Asheville, N. C.	WISE	M-N		WSGN	B-M
	WWNC	C	Bismarck, N. D.	KFYR	N
Ashland, Ky.	WCMI	M-B	Bloomington, Ill.	WJBC	
Ashland, Wisc.	WATW	M	Bluefield, W. Va.	WHIS	N-B
Ashtabula, Ohio	WICA		Blytheville, Ark.	KLCN	
Astoria, Ore.	KAST	M	Boise, Ida.	KJDO	N
Atchison, Kans.	KVAK		Boone, Iowa.	KFGQ	
Athens, Ga.	WGAU	C	Boston, Mass.	WBZ	N
Atlanta, Ga.	WAGA	B		WCOP	
	WATL	M		WEEL	C
	WGST	C		WHDH	B
	WSB	N		WMEX	
Atlantic City, N. J.	WBAB	C		WNAC	M
	WFPG			WQRL	
Auburn, N. Y.	WMBO		Bowling Green, Ky.	WLBJ	M
Augusta, Ga.	WGAC	B	Bozeman, Mont.	KRBM	N-B
	WRDW	C	Brady, Texas	KNEL	
Augusta, Me.	WRDO	M-N	Bridgeport, Conn.	WICC	M
Aurora, Ill.	WMRO			WNAB	B

City and State	Call Letters	Major Network	City and State	Call Letters	Major Network
Bridgeton, N. J.	WSNJ		Clarksburg, W. Va.	WBLK	N
Bristol, Tenn.	WOPI	N	Clarksville, Tenn.	WJZM	M
Brooklyn, N. Y.	WBBR		Clayton (St. Louis) Mo.	KFUO	
	WBYN		Cleveland, Ohio.	WCLE	M
	WLIB			WGAR	C
Brownsville, Texas	KEEW			WHK	M
Brownwood, Texas	KBWD			WJW	B
Brunswick, Ga.	WMOG			WTAM	N
Buffalo, N. Y.	WBEN	N	Clinton, Ia.	KROS	
	WBNY		Clovis, N. M.	KICA	
	WEBR	B	Coffeyville, Kans.	KGGF	B
	WGR	M	College Station, Tex.	WTAW	B
	WKBW	C	Colorado Springs, Colo.	KVOR	C
Burlington, Ia.	KBUR	B	Columbia, Mo.	KFRU	B
Burlington, N. C.	WBBB	M	Columbia, S. C.	WCOS	B-M
Burlington, Vt.	WCAX	C		WIS	N
Butler, Pa.	WISR		Columbus, Ga.	WRBL	C
Butte, Mont.	KGIR	N		WDAK	B-M
Cairo, Ill.	WKRO		Columbus, Miss.	WCBI	M
Calumet, Mich.	WHDF		Columbus, Ohio	WBNS	C
Camden, N. J.	WCAM			WCOL	B
Canton, Ohio	WHBC	M		WHKC	M
Cape Girardeau, Mo.	KFVS			WOSU	
Carlsbad, N. M.	KAVE		Concord, N. C.	WEGO	
Carthage, Ill.	WCAZ		Cookeville, Tenn.	WHUB	
Casper, Wyoming	KDFN		Cordele, Ga.	WMJM	
Cedar City, Utah	KSUB		Corpus Christi, Tex.	KEYS	C
Cedar Rapids, Iowa	WMT	C		KWBU	
Cedartown, Ga.	WGAA			KRIS	M-N
Centralia-Chehalis, Wash.	KELA	M	Corsicana, Texas	KAND	M
Champaign, Ill.	WDWS	C	Corvallis, Ore.	KOAC	
Charleston, S. C.	WCSC	C	Covington, Va.	WKEY	B
	WTMA	N	Cumberland, Md.	WTBO	N
Charleston, W. Va.	WCHS	C	Dallas, Tex.	KRLD	C
	WGKV	N		KSKY	
Charlotte, N. C.	WAYS	B-M		WFAA	N
	WBT	C		V'RR	M
	WSOC	N	The Dalles, Ore.	KODL	
Charlottesville, Va.	WCHV	B	Dalton, Ga.	WBLJ	M
Chattanooga, Tenn.	WAPO	N	Danville, Ill.	WDAN	C
	WDEF	B-M	Danville, Va.	WBTM	B-M
	WDOD	C	Davenport, Iowa	WOC	B
Cheyenne, Wyo.	KFBC	B	Dayton, Ohio	WHIO	C
Chicago, Ill.	WAAF			WING	B
	WAIT		Daytona Beach, Fla.	WMFJ	B
	WBBM	C	Decatur, Ala.	WMSL	M
	WCFL	N-B	Decatur, Ill.	WSOY	C
	WCRW		Decorah, Iowa	KWLC	
	WEDC		Denton, Tex.	KDNT	
	WENR	B	Denver, Colo.	KFEL	M
	WGES			KLZ	C
	WGN	M		KMYR	
	WJJD			KOA	N
	WLS	B		KPOF	
	WMAQ	N	Des Moines, Iowa	KVOD	B
	WMBI			KRNT	C
	WSBC			KSO	B-M
Chico, Calif.	KHSL	M		KHO	N
Cicero, Ill.	WHFC		Detroit, Mich.	WJBK	
Cincinnati, Ohio	WCXY	C		WJLB	
	WCPO			WJR	C
	WKRC	M		WWJ	N
	WLW	B-N		WXYZ	B
	WSAI	B-N	Devils Lake, N. D.	KDLR	M
			Dodge City, Kans.	KGNO	
			Dothan, Ala.	WAGF	
			Du Bois, Pa.	WCED	C

City and State	Call Letters	Major Network	City and State	Call Letters	Major Network
Dubuque, Ia.	KDTH	M	Gary, Ind.	WIND	C
	WKBB	B	Gastonia, N. C.	WGNC	B
Duluth, Minn.	KDAL	C	Glendale, Calif.	KIEV	
	WEBC	N	Glenside, Pa.	WIBG	
Durango, Colo.	KIUP		Globe, Ariz.	KWJB	N
Durham, N. C.	WDNC	C	Goldsboro, N. C.	WGBR	M
East Lansing, Mich.	WKAR		Grand Forks, N. D.	KFJM	
East St. Louis, Ill.	WTMV			KILO	C
Easton, Pa.	WEST	M	Grand Island, Nebr.	KMMJ	
Eau Claire, Wisc.	WEAU	N	Grand Junction, Colo.	KFXJ	M
El Centro, Calif.	KXO	M	Grand Rapids, Mich.	WLAV	M-B
El Dorado, Ark.	KELD	B		WOOD	N
Elizabeth City, N. C.	WCNC		Grants Pass, Ore.	KUIN	M
Elk City, Okla.	KASA		Great Bend, Kans.	KVGB	M
Elkhart, Ind.	WTRC	B	Great Falls, Mont.	KFBB	C
Elmira, N. Y.	WENY	M-N	Greeley, Colo.	KFKA	M
El Paso, Tex.	KROD	C	Green Bay, Wisc.	WTAQ	C
	KTSM	N	Greenfield, Mass.	WHAI	M
Emporia, Kans.	KTSW	M	Greensboro, N. C.	WBIG	C
Enid, Okla.	KCRC	B		WGBG	B
Erie, Pa.	WERC	C	Greensburg, Pa.	WHJB	
	WLEU	B-M	Greenville, Miss.	WJPR	M
Escanaba, Mich.	WDBC	B	Greenville, N. C.	WGTC	M
Eugene, Ore.	KORE	M	Greenville, S. C.	WFBC	N
Eureka, Calif.	KIEM	M		WMRC	B-M
Evansville, Ind.	WEOA	C	Greenwood, Miss.	WGRM	B
	WGBF	N-B	Greenwood, S. C.	WCRS	N
Everett, Wash.	KEVE		Griffin, Ga.	WKEU	
	KRKO	M	Grove City, Pa.	WSAJ	
Fairbanks, Alaska	KFAR		Gulfport, Miss.	WGCM	B
Fairmont, W. Va.	WMMN	C	Hagerstown, Md.	WJEJ	M
Fall River, Mass.	WSAR	M	Hammond, Ind.	WJOB	
Fargo, N. D.	WDAY	N	Hannibal, Mo.	KHMO	B
Fayetteville, N. C.	WFNC	M	Harlan, Ky.	WHLN	
Fergus Falls, Minn.	KGDE	M	Harlingen, Texas	KGBS	C-M
Findlay, Ohio	WFIN		Harrisburg, Ill.	WEBQ	
Fitchburg, Mass.	WEIM	M	Harrisburg, Pa.	WHP	C
Flint, Mich.	WFDF	B		WKBO	M-N
Florence, S. C.	WOLS	B	Harrisonburg, Va.	WSVA	
Fond du Lac, Wis.	KFIZ	M	Hartford, Conn.	WDRC	C
Fort Dodge, Ia.	KVFD	M		WNBC	B
Fort Lauderdale, Fla.	WFTL	M		WTHT	M
Fort Myers, Fla.	WAAC	C		WTIC	N
Fort Smith, Ark.	KFPW		Hastings, Nebr.	KHAS	
Fort Wayne, Ind.	WGL	N	Hato Rey, Puerto Rico	WIAC	
	WOWO	B	Hattiesburg, Miss.	WFOR	N
Fort Worth, Tex.	KFJZ	M	Hazleton, Pa.	WAZL	M
	KGKO	B	Helena, Ark.	KFFA	
	WBAP	N	Helena, Mont.	KPFA	N-B
Frederick, Md.	WFMD	C	Henderson, Ky.	WSON	
Fredericksburg, Va.	WFVA	B	Herrin, Ill.	WJPF	
Fremont, Neb.	KORN		Hibbing, Minn.	WMFG	N
Freeport, N. Y.	WGBB		Hickory, N. C.	WHKY	B
Fresno, Calif.	KARM	C	High Point, N. C.	WMFR	B
	KMJ	N	Hilo, Hawaii	KHBC	C-M
	KFRE	M	Hobbs, N. M.	KWEW	
Gadsden, Ala.	WJBY	M	Holyoke, Mass.	WHYN	M
Gainesville, Fla.	WRUF	M	Honolulu, Hawaii	KGMB	C-M
Gainesville, Ga.	WGGA			KGU	N-B
Galesburg, Ill.	WGIL		Hopkinsville, Ky.	WHOP	C
Galveston, Texas	KLUF		Hot Springs, Ark.	KTHS	B
Garden City, Kans.	KIUL			KWFC	M
			Houston, Texas	KPRC	N

City and State	Call Letters	Major Network	City and State	Call Letters	Major Network
	KTRH	C	Lakeland, Fla.	WLAK	N
	KXYZ	B-M	Lancaster, Pa.	WGAL	M-N
Huntington, W. Va.	WSAZ	B	Lansing, Mich.	WJIM	B
Huntsville, Ala.	WBHP	M	Lapeer, Mich.	WMPC	
Huntsville, Tex.	KSAM		Laredo, Tex.	KPAB	
Hutchinson, Kans.	KWBW	N	Las Vegas, N. M.	KFUN	
Idaho Falls, Ida.	KID		Las Vegas, Nev.	KENO	B
Indianapolis, Ind.	WFBM	C	Laurel, Miss.	WAML	N
	WIB	M	Lawrence, Kans.	KFKU	
	WIRE	N		WREN	B
	WISH	B	Lawrence, Mass.	WLAW	C
Iowa City, Iowa	WSUI		Lawton, Okla.	KSWO	
Ironwood, Mich.	WJMS	M	Lewiston, Ida.	KRLC	
Ithaca, N. Y.	WHCU	C	Lewiston, Me.	WCOU	M
Jackson, Mich.	WIBM	B	Lewistown, Pa.	WMRF	N-B
Jackson, Miss.	WJDX	N	Lexington, Ky.	WLAP	M
	WSLI	B	Lihue, Hawaii	KTOH	
Jackson, Tenn.	WTJS	M-B	Lima, Ohio	WLOK	N
Jacksonville, Fla.	WJAX	N	Lincoln, Nebr.	KFAB	C
	WJHP	B		KFOR	B-M
	WMBR	C	Little Rock, Ark.	KARK	N
	WPDQ	M		KGHI	B
Jacksonville, Ill.	WLDS			KLRA	C
Jamestown, N. Y.	WJTN	B	Logan, Utah	KVNU	M
Jamestown, N. D.	KSJB	M	Logan, W. Va.	WLOG	
Janesville, Wisc.	WCLO	M	Long Beach, Calif.	KFOX	
Jefferson City, Mo.	KWOS	M		KGER	
Jerome, Ariz.	KCRJ		Longview, Texas	KFRO	M
Jersey City, N. J.	WHOM		Longview, Wash.	KWLK	M
Johnson City, Tenn.	WJHL	B	Los Angeles, Calif.	KECA	B
Johnstown, Pa.	WJAC	N		KFAC	
Joliet, Ill.	WCLS			KFI	N
Jonesboro, Ark.	KBTM	M		KFSG	
Joplin, Mo.	WMBH	M		KFVD	
Juneau, Alaska	KINY			KFWB	
Kalamazoo, Mich.	WKZO	C		KGFI	
Kalispell, Mont.	KGEZ			KHJ	M
Kansas City, Kans.	KCKN	M		KMPC	
Kansas City, Mo.	KCMO	B		KMTR	
	KMBC	C		KNX	C
	WDAF	N		KRKD	
	WHB	M	Louisville, Ky.	WAVE	N
Kearney, Nebr.	KGFW			WGRC	M
Keene, N. H.	WKNE	C		WHAS	C
Ketchikan, Alaska	KTKN	M		WINN	B
Kilgore, Texas	KOCA		Lowell, Ariz.	KSUN	
Kingsport, Tenn.	WKPT	N	Lowell, Mass.	WLLH	M
Kingston, N. Y.	WKNY	M	Lubbock, Texas	KFYO	M
Kinston, N. C.	WFTC	B	Lufkin, Texas	KRBA	
Klamath Falls, Ore.	KFJI		Lynchburg, Va.	WLVA	B-M
Knoxville, Tenn.	WBIR	B-M	Macon, Ga.	WBML	M-B
	WNOX	C		WMAZ	C
	WROL	N	Madison, Wisc.	WHA	
Kokomo, Ind.	WKMO			WIBA	N-B
Laconia, N. H.	WLNH	M	Manchester, N. H.	WFEA	N
LaCrosse, Wisc.	WKBH	N-B		WMUR	B
Lafayette, Ind.	WASK		Mandan, N. D.	KGCU	M
Lafayette, La.	KVOL		Manhattan, Kans.	KSAC	
La Grange, Ga.	WLAG	M	Manitowoc, Wisc.	WOMT	
La Grande, Ore.	KLBM		Mankato, Minn.	KYSM	N
La Junta, Colo.	KOKO		Mansfield, Ohio	WMAN	
Lake Charles, La.	KPLC		Marblehead, Mass.	WESX	
			Marion, Ohio	WMRN	B
			Marquette, Mich.	WDMJ	B

City and State	Call Letters	Major Network	City and State	Call Letters	Major Network
Marrinette, Wisc.	WMAM				
Marshalltown, Ia.	KFJB			WSMB	N
Marshfield, Ore.	KOOS	M	Newport News, Va.	WWL	C
Martinsville, Va.	WMVA	N	New York	WGH	B
Marysville, Calif.	KMYC	M		WABC	C
Mason City, Iowa.	KGLO	C		WBNX	
Mayaguez, P. R.	WPRA			WEAF	N
McComb, Miss.	WSKB			WEVD	
Medford, Ore.	KMED	N-B		WHN	
Medford, Wisc.	WIGM			WINS	
Memphis, Tenn.	WHBQ	M		WJZ	B
	WMC	N		WMCA	
	WMPS	B-M		WNEW	
	WREC	C		WNYC	
Merced, Calif.	KYOS	M		WOV	
Meridian, Miss.	WCOC	C		WOR	M
Miami, Fla.	WIOD	N	Niagara Falls, N. Y.	WQXR	
	WQAM	C		WHLD	
Miami Beach, Fla.	WKAT	B	Norfolk, Nebr.	WJAG	
Middletown, N. Y.	WALL		Norfolk, Va.	WTAR	N
Midland, Texas	KRLH	M	Norman, Okla.	WNAD	
Miles City, Mont.	KRJF		Northfield, Minn.	WCAL	
Milwaukee, Wisc.	WEMP	B	North Platte, Neb.	KODY	N
	WISN	C	Oakland, Calif.	KLS	
	WTMJ	N		KLX	
Minneapolis, Minn.	WCCO	C		KROW	
	WDGY		Ocala, Fla.	WTMC	B
	WLB		Ogden, Utah.	KLO	M
	WLOL	M	Ogdensburg, N. Y.	WSLB	
	WTCN	B	Oklahoma City, Okla.	KOCY	M
Minot, N. D.	KLPM	M		KOMA	C
Missoula, Mont.	KGVO	C		KTOK	B
Mobile, Ala.	WALA	N		WKY	N
	WMOB	B-M	Okmulgee, Okla.	KHBG	
Modesto, Calif.	KTRB		Olean, N. Y.	WHDL	B
Monroe, La.	KMLB	B	Olympia, Wash.	KGY	M
Monterey, Calif.	KDON	M	Omaha, Nebr.	KBON	M
Montgomery, Ala.	WCOV	C		KOIL	C
	WSFA	N		KOWH	B
Moorhead, Minn.	KVOX	M		WOW	N
Morgantown, W. Va.	WAJR		Opelika, Ala.	WJHO	M
Moultrie, Ga.	WMGA		Orlando, Fla.	WDBO	C
Muncie, Ind.	WLBC	C		WLOF	B
Muscle Shoals City, Ala.	WLAY	M	Oshkosh, Wisc.	WOSH	B
Muskegon, Mich.	WKBZ	B	Ottumwa, Iowa	KBIZ	
Muskogee, Okla.	KBIX	B	Owensboro, Ky.	WOMI	
Nampa, Ida.	KFXD		Paducah, Ky.	WPAD	C
Nashville, Tenn.	WLAC	C	Palestine, Tex.	KNET	
	WSIX	B-M	Palm Beach, Fla.	WWPG	B-M
	WSM	N	Pampa, Texas	KPDN	M
Natchez, Miss.	WMIS		Panama City, Fla.	WDLP	
Newark, N. J.	WHBI		Paris, Texas	KPLT	M
	WAAT		Parkersburg, W. Va.	WPAR	C
New Albany, Ind.	WGRC	M	Pasadena, Calif.	KPAS	
New Bedford, Mass.	WNBH	B		KPPC	
Nek Bern, N. C.	WHIT			KWKW	
Newburgh, N. Y.	WGNY		Paterson, N. J.	WPAT	
New Castle, Pa.	WKST		Pawtucket, R. I.	WFCI	B
New Haven, Conn.	WELI	B	Pecos, Texas	KIUN	
New Kensington, Pa.	WKPA		Pendleton, Ore.	KWRC	
New London, Conn.	WNLC	M	Pensacola, Fla.	WCOA	N
New Orleans, La.	WDSU	B	Peoria, Ill.	WMBD	C
	WJBW		Philadelphia, Pa.	KYW	N
	WNOE	M		WCAU	C

City and State	Call Letters	Major Network	City and State	Call Letters	Major Network
	WDAS		Richmond, Ind.	WKBY	
	WFIL	B	Richmond, Va.	WBBL	
	WHAT			WMBG	N
	WIBG			WRNL	B-M
	WIP	M		WRVA	C
	WPEN		Riverside, Calif.	KPRO	B
	WTEL		Roanoke, Va.	WDBJ	C
Phoenix, Ariz.	KOY	C		WSLS	B-M
	KPHO		Roanoke Rapids, N. C.	WCBT	B-M
	KTAR	N-B	Rochester, Minn.	KROC	N-B
Pierre, S. D.	KGFX		Rochester, N. Y.	WHAM	N
Pine Bluff, Ark.	KOTN	M		WHEC	C
Pittsfield, Mass.	WBRK	M		WSAY	M-B
Pittsburg, Kans.	KOAM	N	Rockford, Ill.	WROK	B
Pittsburgh, Pa.	KDKA	N	Rock Island, Ill.	WHBF	M
	KQV	B	Rock Springs, Wyo.	KVRS	
	WCAE	M	Rocky Mount, N. C.	WEED	B
	WJAS	C	Rome, Ga.	WRGA	
	WWSW		Roseburg, Ore.	KRNR	M
Plainview, Tex.	KVOP		Roswell, N. M.	KGFL	
Plattsburg, N. Y.	WMFF	B	Royal Oak, Mich.	WEXL	
Pocatello, Ida.	KSEI	N	Rutland, Vt.	WSYB	M
Ponca City, Okla.	WBBZ		St. Albans, Vt.	WWSR	
Ponce, Puerto Rico	WPAB		St. Augustine, Fla.	WFOY	C
	WPRP		St. Cloud, Minn.	KFAM	N
Pontiac, Mich.	WCAR		St. Joseph, Mo.	KFEQ	B
Poplar Bluff, Mo.	KWOC		St. Louis, Mo.	KMOX	C
Port Arthur, Tex.	KPAC	M		KFUO	
Port Huron, Mich.	WHLS	M		KSD	N
Portland, Me.	WCSH	N		KWK	M
	WGAN	C		KXOK	B
Portland, Ore.	KALE	M		WEW	
	KBPS			WIL	
	KEX	B	St. Paul, Minn.	KSTP	N
	KGW	N		WMIN	
	KOIN	C	St. Petersburg, Fla.	WSUN	B
	KWJJ			WTSP	M
	KXL		Sacramento, Calif.	KFBK	B
Portsmouth, N. H.	WHEB			KROY	C
Portsmouth, Ohio	WPAY	M	Safford, Ariz.	KGLU	N
Portsmouth, Va.	WSAP	M	Saginaw, Mich.	WSAM	N
Poughkeepsie, N. Y.	WKIP	B	Salem, Ore.	KSLM	
Powell, Wyo.	KPOW		Salina, Kans.	KSAL	M
Poynette, Wisc.	WIBU		Salisbury, Md.	WBOC	M
Prescott, Ariz.	KYCA	N	Salisbury, N. C.	WSTP	M
Presque Isle, Me.	WAGM		Salt Lake City, Utah	KDYL	N
Price, Utah	KEUB	M		KSL	C
Providence, R. I.	WEAN	M		KUTA	B
	WJAR	N	San Angelo, Tex.	KGKL	M
	WPRO	C	San Antonio, Tex.	KABC	B-M
Provo, Utah	KOVO	M		KMAC	
Pueblo, Colo.	KGHF	B		KONO	
Pullman, Wash.	KWSC			KTSA	C
Quincy, Ill.	WTAD	C		WOAI	N
Racine, Wisc.	WRJN	M	San Bernardino, Calif.	KFXM	M
Raleigh, N. C.	WPTF	N	San Diego, Calif.	KFMB	B
	WRAL	M		KFSD	N
Rapid City, S. D.	KOBH			KGB	M
	WCAT		San Francisco, Calif.	KFRC	M
Reading, Pa.	WEEU	N		KGO	B
	WRAW	N		KJBS	
Redding, Calif.	KVCV	M		KPO	N
Reno, Nev.	KOH	B		KSAN	
Rice Lake, Wisc.	WJMC			KSPO	
				KYA	
			San Jose, Calif.	KQW	C
			San Juan, Puerto Rico	WKAQ	C
				WNEL	N
			San Luis Obispo, Calif.	KVEC	M
			Santa Ana, Calif.	KVOE	M
			Santa Barbara, Calif.	KDB	M
				KTMS	B
			Santa Fe, N. M.	KVSF	
			Santa Rosa, Calif.	KSRO	
			Saranac Lake, N. Y.	WNEZ	
			Sarasota, Fla.	WSPB	C
			Sault Ste. Marie, Mich.	WSOO	B
			Savannah, Ga.	WSAV	N
				WTOC	C

City and State	Call Letters	Major Network	City and State	Call Letters	Major Network
Schenectady, N. Y.	WGY	N	Tucson, Ariz.	KTUC	C
	WSNY			KVOA	N
Scottsbluff, Nebr.	KGKY		Tucumcari, N. M.	KTNM	
Scranton, Pa.	WARM	B-M	Tulsa, Okla.	KOME	B-M
	WGBI	C		KTUL	C
	WQAN			KVOO	N
Seattle, Wash.	KEVR		Tuscaloosa, Ala.	WJRD	
	KIRO	C	Tuscola, Ill.	WDZ	
	KJR	B	Twin Falls, Ida.	KTFI	N
	KOL	M	Tyler, Texas	KGKB	
	KOMO	N	Uniontown, Pa.	WMBS	C
	KRSC		Urbana, Ill.	WILL	
	KTW		Utica, N. Y.	WIBX	C
	KXA		Valdosta, Ga.	WGOV	M
Sedalia, Mo.	KDRO		Valley City, N. D.	KOVC	
Selma, Ala.	WHBB	M	Vancouver, Wash.	KVAN	
Sharon, Pa.	WPIC		Vermilion, S. D.	KUSD	
Shawnee, Okla.	KGFF	B	Vernon, Texas	KVWC	M
Sheboygan, Wisc.	WHBL	M	Vicksburg, Miss.	WQBC	B
Shenandoah, Ia.	KFNF		Victoria, Texas	KVIC	
	KMA	B-M	Vincennes, Ind.	WAOV	
Sheridan, Wyo.	KWYO		Virginia, Minn.	WHLB	N-B
Sherman, Texas	KRRV	M	Visalia, Calif.	KTKC	B
Shreveport, La.	KRMD	B	Waco, Texas	WACO	B-M
	KTBS	N	Wallace, Ida.	KWAL	
	KWKH	C	Walla Walla, Wash.	KUJ	
Siloam Springs, Ark.	KUOA		Warren, Ohio	WRRN	M
Sioux City, Ia.	KSCJ	B	Washington, D. C.	WINX	
	KTRI	M		WTOP	C
Sioux Falls, S. D.	KELO	N		WMAL	B
	KSOO	N		WOL	M
South Bend, Ind.	WSBT	C		WRC	N
Spartanburg, S. C.	WORD	B		WWDC	
	WSPA	C	Washington, N. C.	WRRF	B
Spencer, Ia.	KICD	M	Washington, Pa.	WJPA	
Spokane, Wash.	KPIO	M	Waterbury, Conn.	WATR	M
	KFPY	C		WBRY	C
	KGA	B	Waterbury, Vt.	WBDEV	
	KHO	N	Waterloo, Ia.	KXEL	B
Springfield, Ill.	WCBS	B	Watertown, N. Y.	WATN	
	WTAX	C		WWNY	C
Springfield, Mass.	WEZA	N	Watertown, S. D.	KWAT	
	WMAS	C	Watsonville, Calif.	KHUB	B
	WSPR	N	Wausau, Wisc.	WSAU	M
Springfield, Mo.	KGBX	N-B	Wavcross, Ga.	WAYX	
	KTTS	M	Welch, W. Va.	WBRW	
	KWTO	B	Wenatchee, Wash.	KPO	B
Springfield, Ohio	WIZE	B	Weslaco, Texas	KRGV	N
Stamford, Conn.	WSRR	B	West Palm Beach, Fla.	WJTO	C
Sterling, Colo.	KGEK		West Lafayette, Ind.	WBAA	
Stevensville, Ohio	WSTV	M	Wheeling, W. Va.	WKWK	C
Stevens Pt., Wisc.	WLBL			WVVA	B
Stockton, Calif.	KGDM	C	White Plains, N. Y.	WFAS	N
	KWG	B	Wichita, Kans.	KANS	N
Suffolk, Va.	WLPM			KFBI	B-M
Sumter, S. C.	WFIG	B		KFH	C
Sunbury, Pa.	WKOK		Wichita Falls, Tex.	KWFT	C
Superior, Wisc.	WDSM	M-B	Wilkes-Barre, Pa.	WBAX	M
Sweetwater, Tex.	KYOX			WBRE	N
Sidney, Mont.	KGCX		Williamson, W. Va.	WBTH	
Syracuse, N. Y.	WAGE	B-M	Williamsport, Pa.	WRAC	N
	WFBL	C	Willmar, Minn.	KWLM	M
	WOLF	M	Wilmington, Del.	WDEL	N
	WSYR	N		WILM	M
Tacoma, Wash.	KMO	M		WMFD	B
	KTBI		Wilmington, N. C.	WGTM	M
	KVI		Wilson, N. C.	WJNC	B
Tallahassee, Fla.	WTAL		Winchester, Va.	WJNC	B
Tampa, Fla.	WDAE	C	Winona, Minn.	KWNO	M
	WFLA	N	Winston Salem, N. C.	WAIK	B-M
Temple, Texas	KTEM	N-B		WSJS	N
Terre Haute, Ind.	WBOW	N-B	Wisconsin Rapids, Wisc.	WFHR	M
Texarkana, Tex.	KCMC	M	Woodsie, N. Y.	WWRL	
Thomasville, Ga.	WPAX		Worcester, Mass.	WAAB	M
Toccoa, Ga.	WRLC			WORC	B
Toledo, Ohio	WSPD	N		WTAG	C
	WTOL	B	Yakima, Wash.	KIT	M
Topeka, Kans.	WIBW	C	Yankton, S. Dak.	WNAX	C
Town of Allegany, N. Y.	WHDL	B	York, Pa.	WORK	M-N
Traverse City, Mich.	WTCM			WSBA	B
Trenton, N. J.	WTNJ		Youngstown, Ohio	WFMJ	B
	WTTM			WKBN	C
Troy, N. Y.	WHAZ	M	Yuma, Ariz.	KYUM	N-B
	WTRY	B	Zanesville, Ohio	WHIZ	N
			Zarephath, N. J.	WAWZ	

ALABAMA

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 233-286

WHMA

ANNISTON—EST. 1938

BLUE NETWORK

Frequency: 1450 Kc. Power: 250 Watts
Owned By Anniston Broadcasting Co.
Operated By Harry M. Ayers
Address Radio Building, 1330 Noble St.
Phone Number 2380
Transmitter Location Radio Building,
1330 Noble St.
Time on the Air 6 a.m. to 12 midnight
Newspaper Affiliation Anniston Star
News Service AP, UP
Transcription Service World Broadcasting
Representative Sears & Ayer, Inc.

Personnel

Owner Harry M. Ayers
Station-Commercial Manager J. W. Buttram
Program-Publicity Director Dr. Frank McLean
Production Manager Malcolm Street
Sales Promotion Manager-Musical Director Mrs. Ruby Meigs
Chief Engineer James Hudson
Director of War Programs J. W. Buttram

WJLD

BESSEMER—EST. 1942

KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By J. Leslie Doss
Address Hotel Gary
Phone Number 2300; 2301
Transmitter Location Blue Lake Site
Time on the Air 6 a.m. to 11 p.m.
News Service AP
Transcription Service World Broadcasting
System-Keystone Broadcasting System
Representative Keystone Broadcasting System

Personnel

Owner J. Leslie Doss
Station-Commercial Manager and Production Manager Hal Falter
Program Director and Director of War Programs Byrl Cooley
Chief Announcer Alvin Davis
Artists Bureau Billie Cliff Evans
Chief Engineer Calaway M. Callicott

WAPI

BIRMINGHAM—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 1070 Kc. Power: 5000 Watts
Owned By Alabama Polytechnic Institute, University of Alabama, Alabama College.
Licensee Voice of Alabama, Inc
Address Protective Life Bldg.
Phone Number 3-8116
Studio Addresses Protective Life Bldg.;
University of Alabama Campus, Tuscaloosa;
Alabama College Campus, Montevallo; Alabama Polytechnic Institute Campus, Auburn.
Transmitter Location Sandusky, Ala.
Time on the Air 5:45 a.m. to 12 midnight; Sundays, 8 a.m. to 12 midnight
News Service UP
Representative Radio Sales

Personnel

Chairman of Board Ed Norton
President-General Manager Thad Holt
National Sales & Promotion Manager H. H. Holthouser
Program Director Jimmie Willson
Production Manager Burt McKee, Jr
Publicity Director Mary Bennett
Musical Director Clo McAlpin
Chief Engineer N. S. Hurley

WBRC

BIRMINGHAM—EST. 1925

NATIONAL BROADCASTING CO.

Frequency: 960 Kc. Power: 5000 Watts
Owned-Operated By Birmingham Broadcasting Co., Inc.
Address WBRC Bldg., Box 2311
Phone Number 4-7741
Transmitter Location 2400 Arkedelphia Rd.
Time on the Air 6:00 a.m. to 12:00 midnite; Sundays, 7:00 a.m. to 12:00.
Transcription Service Standard Radio
Representative Paul H. Raymer Co.

Personnel

President-General Manager J. C. Bell
Ass't Manager John M. Connolly
Program Director Herbert C. Grieb
Chief Engineer G. P. Hamann

W S G N

BIRMINGHAM—EST. 1925

**BLUE NETWORK
MUTUAL BROADCASTING SYSTEM**

Frequency: 610 Kc. Power: 5000 d.; 1000 n.
Owned-Operated by The Birmingham
News Co.

Address Dixie Carlton Hotel
Phone Number 4-3434
Transmitter Location Alabama State
Fair Grounds

Time on the Air: 5 a.m. to 12 midnight
days, 7 a.m. to 12 midnight
Newspaper Affiliation Birmingham News;
Birmingham Age-Herald
News Service AP
Transcription Service NBC Thesaurus.
Langworth; Davis & Schwegler
Representative Headley-Reed Co.

Personnel

General Manager Henry P. Johnston
Assistant to Manager Evelyn Hicks
Sales Production Manager and Publicity
Director Edgar Hinkle
Program Director Bill Terry
Production Manager John Bartlett
Traffic Manager M. C. Black
Chief Engineer Gordon Bishop

W M S L

DECATUR—EST. 1935

**MUTUAL BROADCASTING SYSTEM
KEYSTONE BROADCASTING SYSTEM**

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By Tennessee Valley
Broadcasting Co.

Address 511 Bank St.
Phone Number 802-3-4
Transmitter Location Decatur, Ala.
Time on the Air Unlimited License

News Service UP
Transcription Service World Broadcasting
System
Representative Headley-Reed Co.

Personnel

President Melvin Hutson
Secretary-Treasurer Clyde Hendrix
Station-Commercial Manager Curtis Gover
Program-Publicity Manager Genevra Hough
Bell
Production Manager-Chief
Announcer John L. Slatton
Chief Engineer Calloway M. Callicott

W A G F

DOTHAN—EST. 1933

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By Dothan Broadcasting
Company

Address 204½ E. Main Street
Phone Number 1430
Transmitter Location Headland Highway,
Dothan

Time on the Air Daytime license
Newspaper Affiliation Dothan Eagle
Transcription Service Standard Radio
Representative Headley-Reed Company

Personnel

Station Manager Julian C. Smith
Commercial Manager Fred Moseley
Program Director
Chief Announcer Willard Wilkes
Production Manager and
Chief Engineer John T. Hubbard

W J B Y

GADSDEN—EST. 1928

MUTUAL BROADCASTING SYSTEM

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By Gadsden Broadcast-
ing Co., Inc

Address 108 Broad Street
Phone Number 88
Transmitter Location 108 Broad Street
Time on the Air 7 a.m. to 11.00 p.m.

News Service Transradio
Representative Sears & Ayer

Personnel

President B. H. Hopson
Station Manager and
Program Director Beatrice Tate Benton
Commercial Manager Sam Benton
Chief Engineer L. O. Bruner

W B H P

HUNTSVILLE—EST. 1937

**MUTUAL BROADCASTING SYSTEM
KEYSTONE BROADCASTING SYSTEM
NORTH ALABAMA NETWORK**

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By W. H. Pollard
Address 318 W. Clinton St.

Phone Number 313
Transmitter Location 1½ West of Huntsville
Time on the Air Unlimited license

Personnel

President-Station Manager and
Commercial Manager W. H. Pollard
Program Director Margaret Speake
Production Manager Hugh McDonald
Chief Announcer and
Chief Engineer John Garrison

WALA

MOBILE—EST. 1930

NATIONAL BROADCASTING CO.

Frequency: 1410 Kc. Power: 5000 Watts
 Owned By..... W. O. Pape
 Operated By..... Pape Broadcasting Co.
 Address.....106 St. Joseph St., AT&N
 Railroad Bldg.
 Phone Number.....Dexter 3-3787
 Transmitter Location.....Tensas Bridge Head,
 Baldwin County
 Time on the Air.....6 a.m. to 11:00 p.m.;
 Sundays, 8:00 a.m. to 11:00 p.m.
 News Service.....AP
 Transcription Service.....Standard Radio
 Representative.....Headley-Reed Co.

Personnel

General Manager.....W. O. Pape
 Commercial Manager.....H. K. Martin
 Program Director-Chief
 Announcer.....Charles Saunders
 Musical Director.....Agnes Pirtle
 Chief Engineer.....Raymond Hurley

WMOB

MOBILE—EST. 1939

MUTUAL BROADCASTING SYSTEM
 BLUE NETWORK

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By.....S. B. Quigley
 Business Address.....600 St. Louis St.,
 (Quigley Building)
 Phone Number.....Belmont 2-4566
 Studios Addresses.....600 St. Louis St.
 Transmitter Location.....600 St. Louis St.
 Time on the Air.....Unlimited License
 News Service.....UP
 Transcription Service.....NBC Thesaurus
 Representative.....Sears & Ayer, Inc.

Personnel

Station Manager.....S. B. Quigley
 Commercial Manager.....F. E. Busby
 Program-Production Director...Wallace Dunlap
 Chief Engineer.....T. L. Greenwood

WCOV

MONTGOMERY—EST. 1939

COLUMBIA BROADCASTING SYSTEM

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By...Capital Broadcasting
 Company, Inc.
 Business Address.....2 Montgomery St.
 Phone Number.....5781
 Transmitter Location.....Narrow Lane Road,
 Montgomery
 Time on the Air.....17 hours daily

News ServiceINS
 Transcription Service.....Standard Radio
 Representative.....Howard H. Wilson Co.

Personnel

President-Station Mgr.G. W. Covington, Jr.
 Commercial Manager.....John C. Hughes
 Executive Secretary.....Evelyn B. Robinson
 Musical Director.....Weston Britt
 Program Director.....Malcolm Richards
 Chief Engineer.....W. D. Weatherly

WSFA

MONTGOMERY—EST. 1930

NATIONAL BROADCASTING CO.

Frequency: 1440 Kc. Power: 1000 d.;
 500 n.
 Owned-Operated By.....Montgomery
 Broadcasting Co., Inc.
 Business Address.....P. O. Box 1031
 Phone Number.....8361
 Studio Address.....Jefferson Davis Hotel
 Transmitter Location.....Narrow Lane Road,
 Time on the Air.....5:45 a.m. to 11:05 p.m.
 News Service.....AP
 Transcription Service.....NBC Thesaurus
 Representative.....Headley-Reed Co.

Personnel

President-General Manager...Howard E. Pill
 Station Manager.....John B. DeMotte
 Local Sales Manager.....W. W. Hunt
 Publicity Director.....Leland Childs
 Program-Musical Director and
 Production Manager.....Caldwell Stewart
 Chief Engineer.....Cliff Shelkofsky

WLAY

MUSCLE SHOALS CITY—EST. 1933

MUTUAL BROADCASTING SYSTEM
 NORTH ALABAMA NETWORK

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By.....Muscle Shoals
 Broadcasting Corporation
 Address.....Muscle Shoals, Ala.
 Phone Number.....1450
 Transmitter Location.....Muscle Shoals, Ala.
 Time on the Air.....6:45 a.m. to 11 p.m.;
 Sundays, 7:30 a.m. to 11:00 p.m.
 News Service.....UP
 Transcription Service.....Standard Radio
 Representative.....Sears & Ayer

Personnel

President.....J. C. Russell
 Station and Commercial Manager and
 Publicity Director.....E. J. Sperry
 Program-Musical Director and
 Production Manager.....Sarah Smith
 Sales Promotion Mgr.Louis Harris
 Chief Engineer.....J. W. Smith
 Chief Announcer.....Garland Burt

W J H O

OPELIKA—EST. 1940

MUTUAL BROADCASTING SYSTEM
KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc. Power 250 d.; 100 n.
Owned-Operated By Opelika-Auburn
Broadcasting Co.

Address 1400 Auburn Road
Phone Number 856
Transmitter Location 1400 Auburn Road
Time on the Air 6:00 a.m. to 12:00 mid.
News Service UP

Personnel

Station Manager and

Chief Engineer F. Marion Hyatt
Commercial Manager James T. Ownby
Sales Promotion and Production Manager and
Program Director Hugh Web
Publicity Director Anne Davis
Musical Director Robert Cronander

W H B B

SELMA—EST. 1935

MUTUAL BROADCASTING SYSTEM

Frequency: 1490 Kc. Power: 100 Watts
Owned-Operated By Selma Broadcasting
Company, Inc.

Business Address 209 Washington St.
Phone Number 1233
Studio Address 209 Washington St.,
Selma, Ala.
Transmitter Location Seventh Ave., North
Time on the Air 14½ hours daily
Representative Sears & Ayer, Inc.

Personnel

Station-Commercial Mgr. Julien Smith, Jr.
Sales Promotion Manager-
Program Director Erin Reynolds
Chief Announcer James Stanley
Chief Engineer T. F. Kelley, Jr.

W J R D

TUSCALOOSA—EST. 1936

KEYSTONE BROADCASTING SYSTEM

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By James R. Doss, Jr.
Address First National Bank Bldg.
Phone Number 4464-65
Transmitter Location Jug Factory &
Greensboro Roads
Time on the Air Unlimited license
Transcription Service World Broadcasting
System, C. P. MacGregor
Representative Headley-Reed Co..

Personnel

Owner J. R. Doss, Jr.

ARIZONA

For Latest U. S. Census Population And Radio Homes Data And
Statistics on "Shifting Population" Please Turn To Pages 233-286

K W J B

GLOBE—EST. 1938

NATIONAL BROADCASTING COMPANY
ARIZONA BROADCASTING CO.

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: The Gila Broadcasting
Co., Inc.

Business Address Globe
Phone Number Globe 41
Studio Address South Globe, Arizona
Transmitter Location South Globe, Arizona
Time on the Air 7:30 a.m. to 8:00 p.m.
Representative Arizona Broadcasting System

Personnel

President Louis F. Long
Manager Paul Merrill
Commercial and Sales
Promotion Manager E. S. Shoecraft
Program and Publicity
Director Willard Shoecraft
Chief Announcer Lester McBride
Chief Engineer Herbert Hartman

K C R J

JEROME—EST. 1930

ARIZONA BROADCASTING CO.
KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By Central Arizona
Broadcasting Co.
Address 811 Main St.
Phone Number Jerome 88
Transmitter Location 811 Main St.
Time on the Air Unlimited license
Newspaper Affiliation Prescott Evening
Courier
Transcription Service C. P. MacGregor

Personnel

President Della Tovrea Stuart
Station Manager Erma K. Scholey
Chief Engineer Wayne Fernyhough

K S U N

LOWELL—EST. 1933

ARIZONA NETWORK

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By: Copper Electric Co.
 Address: Lowell, Ariz.
 Phone Number: Lowell 9
 Transmitter Location: Lowell, Ariz.
 Time on the Air: 7 a.m. to 11 p.m.
 News Service: AP
 Representative: John Blair & Co.

Personnel

Station Manager: Carleton W. Morris
 Commercial Manager: Hugh Keyes
 Program Director: Esther Morris
 Production Manager: Marion McKinney
 Chief Engineer: Earl Hickman

K O Y

PHOENIX—EST. 1922

COLUMBIA BROADCASTING SYSTEM
 THE ARIZONA NETWORK

Frequency: 550 Kc. Power: 1000 Watts
 Owned-Operated By: Salt River Valley
 Broadcasting Company
 Address: 836 North Central Avenue
 Phone Number: 4-4144
 Transmitter Location: 12th St. & Camel-
 back Rd.
 Time on the Air: 6 a.m. to 12:00 midnight
 Newspaper Affiliation: Prairie Farmer
 Publishing Co., Arizona Farmer
 News Service: AP; Transradio
 Transcription Service: World Broadcasting
 System
 Representative: John Blair & Co.

Personnel

Chairman of Board: Burrige D. Butler
 President: W. A. Baldwin
 Commercial Manager: John L. Hogg
 Business Manager: Albert D. Johnson
 Program Director: John R. Williams
 Sales Promotion-War Program
 Director: Frances C. Myers
 Chief Announcer and
 Production Manager: Joe Dana
 Musical Director: Alfred Becker
 Chief Engineer: Francis A. Higgins

K P H O

PHOENIX—EST. 1940

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By: M. C. Reese

Business Address: 415 First National
 Bank Bldg.
 Phone Number: 3-3197
 Studio Address: 24th Ave. & Buckeye Rd.
 Transmitter Location: 24th Ave. &
 Buckeye Rd.
 Time on the Air: 6 a.m. to midnight
 News Service: INS
 Transcription Service: Associated
 Music Publishers
 Representative: John E. Pearson Co.

Personnel

Executive Manager: M. C. Reese
 Station-Program Manager: D. C. Reese
 Publicity Director: Sharon Stanford
 Musical Director: M. C. Reese, Jr.
 Chief Engineer: Louis Subblett

K T A R

PHOENIX—EST. 1922

BLUE NETWORK—NBC
 ARIZONA BROADCASTING CO.

Frequency: 620 Kc. Power: 5000 Watts
 Owned-Operated By: KTAR Broadcasting
 Company
 Business Address: 711 Heard Building
 Phone Number: 4-4161
 Studio Address: Atop the Heard Building
 Transmitter Location: 36th St. & East
 Thomas Road
 Time on the Air: 6:00 a.m. to 12 midnight;
 Sundays, 7:00 a.m. to 12:15 a.m.
 Newspaper Affiliation: Arizona Republic
 and Phoenix Gazette
 News Service: AP; INS; UP
 Transcription Service: NBC Thesaurus,
 Standard Radio Library and Langworth
 Representative: Paul H. Raymer Co.

Personnel

President: Sam Kahan
 General Manager: Dick Lewis
 Commercial Manager: J. R. Heath
 Sales Promotion Manager: T. M. Pennington
 Program Director: J. Howard Pyle
 Director of War Programs: Dick Lewis
 Publicity Director: Francis Connolly
 Chief Announcer: Jimmy Powell
 Traffic Manager: Jeanne Roberts
 Artists' Bureau Head: Mary Louise Watson
 Chief Engineer: Harold Haughawout

K Y C A

PRESCOTT—EST. 1940

NATIONAL BROADCASTING COMPANY

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Southwest Broad-
 casting Company
 Address..... East Gurley St.
 Phone Number.....244
 Transmitter Location..... East Gurley St.
 Time on the Air..... Unlimited License
 News Service.....INS
 Transcription Service.....NBC Thesaurus
 Representative.....Paul Raymer Co.

Personnel

President.....Albert Stetson
 Station and Commercial Mgr....Harold Ritter
 Program Director.....Roberta Pfister
 Artists' Bureau.....Byron Lee McCall
 Chief Engineer and
 Production Manager..Frederick R. Blackburn

K G L U

SAFFORD—EST. 1938

NATIONAL BROADCASTING CO.
 ARIZONA BROADCASTING CO.

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....Gila Broadcasting
 Company
 Address..... 6th Ave. & Relation St.
 Phone Number.....15
 Transmitter Location.....6th Ave. & Relation St.
 Time on the Air.....16 hours daily
 News Service.....AP; INS; UP
 Transcription Service.....Standard Radio
 Representatives.....Paul H. Raymer Co. and
 Arizona Broadcasting Co.

Personnel

President.....Louis F. Long
 General Manager.....Paul Merrill
 Commercial and Sales
 Promotion Manager.....David R. Worley
 Publicity Director.....Paul Merrill
 Program Director, Production Manager and
 Chief Announcer.....Norman B. Harrington
 Chief Engineer.....Herbert Hartman

K T U C

TUCSON—EST. 1929

COLUMBIA BROADCASTING SYSTEM
 ARIZONA NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By...Tucson Broadcasting
 Co., Inc.

Address.....E. Broadway & Tyndall
 Phone Number.....5800-5801
 Transmitter Location....Broadway at Tyndall
 Time on the Air.....6 a.m. to 11 p.m.
 News Service.....AP
 Transcription Service.....Associated
 Representative.....John Blair & Co.

Personnel

Station and Commercial Mgr.....Lee Little
 Sales Promotion Manager....Gerald O'Brien
 Chief Announcer.....Graham French
 Program Director and
 Production Manager.....Wayne Sanders
 Chief Engineer.....Cliff Livingston

K V O A

TUCSON—EST. 1928

NATIONAL BROADCASTING CO.

ARIZONA BROADCASTING COMPANY

Frequency: 1290 Kc.....Power: 1000 Watts
 Owned-Operated By: Arizona Broadcasting
 Company, Inc.
 Business Address.....P. O. Box 2911
 Phone Number.....3703
 Studio Address.....48 East Broadway
 Transmitter Location.....10th and Lee
 Time on the Air.....Unlimited license
 Newspaper Affiliation.....Arizona Republic
 News Service.....AP
 Transcription Service.....NBC Thesaurus
 Representative.....Paul H. Raymer Co.

Personnel

General Manager.....R. B. Williams

K Y U M

YUMA—EST. 1940

BLUE NETWORK-NBC
 ARIZONA BROADCASTING CO.

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By..Yuma Broadcasting Co.
 Business Address.....Post Office Box 352
 Phone Number.....Yuma 88
 Studio Address...19th Avenue and 1st Street
 Transmitter Location..19th Avenue and 1st St.
 Time on the Air: 7 a.m. to 10:45 p.m.; Sundays,
 7:00 a.m. to 12:15 a.m.
 News Service.....INS, UP
 Transcription Service.....NBC Thesaurus
 Representative.....Paul H. Raymer Co.

Personnel

President.....R. N. Campbell
 General Manager and Director of
 War Programs.....Harper M. Phillips
 Chief Engineer.....Leavenworth Wheeler

ARKANSAS

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 233-286

K L C N

BLYTHERVILLE—EST. 1922

Frequency: 900 Kc. Power: 1000 Watts
Owned and Operated by... Fred O. Grimwood
Address..... Noble Hotel
Phone Number..... 2093
Transmitter Location..... Armored, Ark.
Time on the Air..... 6 a.m. to local sunset
News Service..... UP
Transcription Service..... NBC Thesaurus
Representative..... The John E. Pearson Co.

Personnel

Station-Commercial

Manager..... Harold L. Sudbury
Sales Promotion Manager..... Harold Sudbury
Program Director..... J. T. Sudbury
Director of War Programs-
Chief Announcer..... Bill Crable
Musical Director..... Bob Berryman
Chief Engineer..... Bob Connor

Address..... 1215 Garrison Ave.
Phone Number..... 4106
Transmitter Location..... Albert Pike & Kelley Highway
Time on the Air..... 6:30 to 10:00 p.m.;
Sundays, 8:00 a.m. to 9:15 p.m.
News Service..... UP and AP
Transcription Service..... NBC Thesaurus;
World Broadcasting System

Personnel

President and General Mgr.... John A. England
Station Manager..... J. E. "Pat" Garner
Commercial-Sales Promotion
Manager..... Bill Slates
Program-Musical Director..... Dorothy Gibson
Production Manager and
Publicity Director..... Pat Garner
Chief Announcer..... William A. Stapleton
Chief Engineer..... John M. Van Horn

K E L D

EL DORADO—EST. 1935

BLUE NETWORK

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By... Radio Enterprises, Inc.
Address..... Box 610, El Dorado
Phone..... 1313
Transmitter Location..... Country Club Colony
Time on the Air:..... 6:45 a.m. to 10:30 p.m.
News Service..... INS
Transcription Service..... Standard Radio
Representative..... Cox and Tanz

Personnel

President..... T. H. Barton
Station and Commercial Manager... Leon Sipes
Sales Promotion Manager-
Publicity Director..... J. R. Duerson
Program Director..... Rodney Smith
Production Manager..... Charles Mathis
Chief Announcer..... Leon Sipes
Director of War Programs... Jacqueline Click
Chief Engineer..... A. W. Hearin

K F F A

HELENA—EST. 1941

MUTUAL BROADCASTING SYSTEM

KEYSTONE BROADCASTING SYSTEM

ARKANSAS NETWORK

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: Helena Broadcasting Co.
Address..... 215 York St.
Phone Number..... Main 59
Transmitter Location..... 215 York St.
Time on the Air..... 104 hours weekly
News Services..... UP
Transcription
Service..... Keystone Broadcasting System

Personnel

President-General Manager... Sam Anderson
Program Director and
Production Manager..... Doris Trainer
Chief Engineer..... J. C. Warren
Chief Announcer..... Leland Stone

K F P W

FORT SMITH—EST. 1930

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By..... Southwestern
Hotel Co.

K T H S

HOT SPRINGS—EST. 1924

BLUE NETWORK

ARKANSAS NETWORK

Frequency..... 1090 Kc.
Power..... 10,000 d.; 1000 n.
Owned-Operated By... Radio Broadcasting, Inc.
Address..... 135 Benton Street
Phone Number..... 1160-1161

Transmitter Location.....Malvern Road
 Time on the Air.....6 a.m. to 12 midnight
 News Service.....UP
 Transcription Service.....NBC Thesaurus
 Representative.....Branham Company

Personnel

President.....John C. McCormack
 Station Manager.....K. K. Kellam
 Commercial Manager.....Ed Appler
 Program Director and
 Production Manager.....Frank A. Browne
 Chief Engineer.....Cecil Sult

K W F C

HOT SPRINGS—EST. 1940

MUTUAL BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Clyde E. Wilson
 Address.....819½ Central
 Phone Number.....412
 Transmitter Location.....819½ Central
 Time on the Air.....7 a.m. to 11 p.m.
 News Service.....AP
 Transcription Service.....Standard Radio

Personnel

General Manager.....Clyde E. Wilson
 Commercial and Sales
 Promotion Manager.....Robert Choate
 Program Director.....J. Grum
 Production Manager and
 Publicity Director.....Jon Hackett
 Chief Engineer.....Melvin P. Spann

K B T M

JONESBORO—EST. 1930

**MUTUAL BROADCASTING SYSTEM
 KEYSTONE BROADCASTING SYSTEM**

Frequency: 1230 Kc.....Power: 250 Watts
 Owned by...Jay P. Beard d/b as Regional
 Broadcasting Co.
 Operated By.....Mrs. Jay P. Beard
 Address: KBTM Bldg., Madison at Jackson Sts.
 Phone Number.....597
 Transmitter Location.....Rural Route No. 4
 Time on the Air.....7:00 A.M. to 10:00 P.M.

Personnel

President.....Jay P. Beard
 Station Manager.....Mrs. Jay P. Beard
 Commercial Manager.....W. H. Cate
 Program Director.....Miss Beaton Wood

K A R K

LITTLE ROCK—EST. 1931

**NATIONAL BROADCASTING CO.
 SOUTHCENTRAL QUALITY NETWORK**

Frequency: 920 Kc.....Power: 5000 Watts
 Owned-Operated By: Arkansas Radio & Equip-
 ment Co.

Address.....Radio Center, 114 E. Capitol
 Phone Number.....LD 224
 Transmitter Location: Jackson Blvd., North Little
 Rock

Time on the Air....5:45 A.M. to 11:30 P.M.
 Sundays, 7:00 A.M. to 11:30 P.M.

News Service.....AP, INS
 Transcription Service.....Standard
 Representative.....Edward Petry & Co.

Personnel

President.....T. H. Barton
 V.P. and Gen. Mgr.....G. E. Zimmerman
 Commercial Manager.....C. K. Beaner
 Studio Manager.....Bruce Grant
 Publicity Director.....Julian F. Haas
 Chief Engineer.....Dan L. Winn

K G H I

LITTLE ROCK—EST. 1927

BLUE NETWORK

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By: Arkansas Broadcasting
 Company

Address: Gazette Building, 3rd & Louisiana Sts.
 Phone Number.....9166
 Transmitter Location.....Gazette Building
 Time on the Air: 6 a.m. to 11p.m. Saturdays.
 6:00 a.m. to 1:00 a.m.

Newspaper Affiliation.....Arkansas Gazette
 Representative.....Spot Sales, Inc.

Personnel

President.....A. L. Chilton
 Station Manager.....S. C. Vinsonhaler
 Commercial Manager.....R. E. Rives
 Program Director.....Dorothy Weise
 Chief Engineer.....K. F. Tracy

K L R A

LITTLE ROCK—EST. 1926

COLUMBIA BROADCASTING SYSTEM

Frequency:1010 Kc...Power 10000 d.; 5000 n.
 Owned-Operated By...Arkansas Broadcasting
 Company

Address...Gazette Bldg., 3rd & Louisiana Sts.
 Phone.....5427
 Transmitter Location...Highway No. 70, 8 miles
 east of Little Rock

Time on the Air: 5:00 a.m. to 2:05 a.m. Mon-
 days through Saturday; 7 a.m. to 12:30 p.m.,
 Sundays.

Newspaper Affiliation.....Arkansas Gazette
 News Service.....UP
 Transcription Service.....Associated Music
 Publishers
 Representative.....The Katz Agency

Personnel

President.....A. L. Chilton
 General and
 Commercial Manager.....S. C. Vinsonhaler

Merchandising Manager and
 Publicity Director.....Claude Miller
 Program Director.....Nina Madden
 Production Manager and
 Chief Announcer.....Harris Owen
 Musical Director.....Tom Scott
 Chief Engineer.....K. F. Tracy

K O T N

PINE BLUFF—EST. 1934

MUTUAL BROADCASTING SYSTEM
 KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By,

Universal Broadcasting Corp.

Address505½ Main St.

Phone Number721

Transmitter Location.....505½ Main St.

Time on the Air.....Unlimited

News Service.....UP and AP

Personnel

President-General Manager.....B. J. Parrish
 Sales Promotion Manager.....R. W. Etter
 Program Director.....Ayleene Somervell

K U O A

SILOAM SPRINGS—EST. 1923

KEYSTONE BROADCASTING SYSTEM

ARKANSAS NETWORK

Frequency: 1290 Kc.....Power: 5000 Watts

Owned-Operated By.....KUAO Incorporated

Address.....Siloam Springs, Ark.

Phone Number77

Transmitter Location.....Siloam Springs, Ark.

Time on the Air.....6:30 a.m. to Local Sunset

News ServiceUP

Transcription Service.... World Broadcasting

System, Keystone Broadcasting System

RepresentativeThe Walker Company

Personnel

President.....Richard Hodges

Station and Commercial

Manager.....Storm Whaley

Program Director.....Gilberta Walton

Director of War Programs.....Storm Whaley

Chief Engineer.....Kenneth Maxwell

PA *THE PACEMAKER* with **AP** news for radio



WHITHER IN 1944?

1943 was an incredibly successful year for all Pacific Coast networks. Especially for Pacific Blue. What 1944 holds we refuse to prophesy but what happened in 1943 is a reliable key to the future.

More Stations—Two aggressively managed stations—KFMB, San Diego, and KPRO, Riverside—joined the fold, giving us 14 stations and as near perfect coverage as any advertiser can request. No other network can offer more coverage.

More Business—24 regional advertisers used Pacific Blue in 1943. In January, 1944, alone five new regional advertisers—S & W, Rainier Brewing, Lyon Van & Storage, Resinol, and Union Ice—signed for an additional 14 quarter-hours a week.

More Audience—Pacific Blue's share of the audience surged upward with every Hooper during 1943. For instance, in the morning Pacific Blue stations in the four key Coast markets showed gains of 28% to 70%, in the afternoon gains of 21% to 74%.

Same Rates—Improved coverage and more listeners have *not* meant increased rates. The same economical rate structure, the same liberal discounts still enable Pacific Blue to deliver the Coast for 20% less than any other network.

THE PACIFIC BLUE NETWORK

CALIFORNIA

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 233-286

KERN

BAKERSFIELD—EST. 1932

BLUE NETWORK

Frequency: 1410 Kc. Power: 1000 Watts
Owned-Operated By: McClatchy Broadcasting
Address: Elks Bldg.
Phone Number: 8-8431
Transmitter Location: Ming & Oak Sts.
Time on the Air: 6 a.m. to 12 midnight
Newspaper Affiliation: McClatchy Newspapers
News Service: AP and INS
Transcription Service: Standard Radio
Representative: Paul H. Raymer Co.

Personnel

President: Eleanor McClatchy
Station Manager: Deane Banta
Commercial Manager: Richard Brothers
Program-Publicity Director: Michael Powell
Chief Engineer: Verne Shatto
(See Page 358)

K P M C

BAKERSFIELD—EST. 1935

MUTUAL—DON LEE

Frequency: 1560 Kc. Power: 1000 Watts
Owned-Operated By: Pioneer Mercantile Co.
Business Address: 20th & Eye Streets
Phone Number: 8-8151
Transmitter Location: 307 East 21st St.
Time on the Air: Unlimited license
News Service: UP
Transcription Service: NBC Thesaurus and
Associated Music Publishers
Representative: John Blair & Co.

Personnel

President: F. G. R. Schamblin
Station Manager: L. A. Schamblin
Assistant Manager: C. C. Sturm

K R E

BERKELEY—EST. 1923

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Central California
Broadcasters, Inc.
Address: 601 Ashby Avenue
Phone Number: Ashberry 7715
Transmitter Location: 601 Ashby Avenue
Time on the Air: Unlimited
News Service: INS
Transcription Service: Standard Radio

Personnel

President-Station Manager: Arthur Westlund
Sales Promotion-Program
Manager: Don Hamby
Publicity Director: Leonora Morgan

Chief Announcer: Phil McKernan
Musical Director: Harrold S. Hawley

K H S L

CHICO—EST. 1935

MUTUAL BROADCASTING SYSTEM

DON LEE BROADCASTING SYSTEM

Frequency: 1290 Kc. Power: 1,000 Watts
Owned-Operated By: Golden Empire
Broadcasting Co., Inc.
Address: 4th & Broadway Sts.
Phone Number: Chico 237-8
Transmitter Location: Hooker Oak and
Madrone Aves.
Time on the Air: 7:00 a.m. to 11:00 p.m.; 8:00
a.m. to 11:00 p.m., Sundays
News Service: UP
Transcription Service: Standard Radio.
C. P. MacGregor
Representative: W. S. Grant Co.

Personnel

President: Hugh McClung
Station Manager: M. F. Woodling
Commercial and Sales
Promotion Manager: Henry Watton, Jr.
Program and Musical Director: Mabel Swift
Production Manager and
Publicity Director: Russell Pope
Chief Announcer: Thomas Nelson
Chief Engineer: Emory P. Milburn

K X O

EL CENTRO—EST. 1927

MUTUAL BROADCASTING SYSTEM

DON LEE BROADCASTING SYSTEM

Frequency: 1490 Kc. Power: 100 Watts
Owned-Operated By: Valradio, Inc.
Address: 793 Main St.
Phone Number: 1100
Transmitter Location: 793 Main St.
Time on the Air: 7:00 a.m. to 11:00 p.m.
Transcription Service: Standard Radio
Representative: Paul H. Raymer Co.

Personnel

President: Thomas E. Sharp
Station Manager: Ken Thornton
Commercial Manager: Belle Hovey
Program Director: Jean Thornton
Chief Announcer: Ted Todd
Chief Engineer: James Colin

K I E M

EUREKA—EST. 1933

MUTUAL—DON LEE

Frequency: 1480 Kc. Power: 1000 Watts

"CALIFORNIA EST OMNIS DIVISA IN PARTES TRES"

In case your Latin lessons, like ours, are some years behind you (we had to check the spelling ourselves!) Caesar's *Gallia* was also divided into three parts. ★ Tri-partite California shapes up like this:

CALIFORNIA CONSISTS OF...

1 The San Francisco-Oakland (Bay area) market;

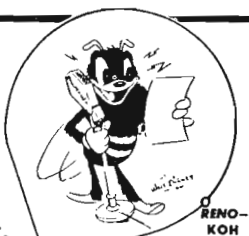
2 The Los Angeles-San Diego (southern California) market;

...and BIGGEST OF ALL...

3 The billion-dollar "interior" market: California's great central valleys, *plus* wealthy western Nevada... completely radio-covered *only* by

The Beeline

Your nearest Raymer office has "sweet news" about the BEELINE: *new* Hooper ratings, contour maps and mail-response facts. ★ This unique group of stations is radio's surprise package, at attractive new rates.



THE BEELINE

SACRAMENTO—KFBK

STOCKTON—KWG

FRESNO—KMJ

BAKERSFIELD—KERN

RENO—KOH

**McClatchy
Broadcasting
Company**

Sacramento, California

ROBERT A. STREET, *National Sales Manager*
PAUL H. RAYMER CO., *National Representative*

Owned-Operated By Redwood Broadcasting Co., Inc.
Business Address Box 43
Phone Number 93
Studio Address Vance Hotel, Eureka Inn
Transmitter Location McFarland Tract Humboldt Bay
Time on the Air Unlimited
News Service INS; UP
Transcription Service World Broadcasting System
Representative John Blair & Co.

Personnel

President and Station Manager William B. Smullin
Rural War Manager Eddie Logan
Commercial Manager Betty Lundeen
Production Manager C. Paul Corbin
Sales Promotion Manager Betty Byrd
Program Manager Mary Martin
Musical Director Jack Andrews
Religious Director Rev. Charles H. Hudson
Office Manager George E. Thomson
Traffic Manager Betty Matthias
Education Director Earl Roberts
Engineer Alvor Olson

K A R M

FRESNO—EST. 1938

COLUMBIA BROADCASTING SYSTEM

Frequency: 1430 Kc. **Power:** 5000 Watts
Owned-Operated By KARM, The George Harm Station
Address 1333 Van Ness Ave.
Phone Number 4-2966
Transmitter Location Van Ness & Alluvial Avenues
Time on the Air 6 a.m. to 12 midnight; 8 a.m. to 12 midnight, Sunday
News Service AP and INS
Transcription Service Standard Radio
Representative Edward Petry & Co., Inc.

Personnel

Owner & President Mrs. Hattie Harm
General Manager Clyde F. Coombs
Commercial Manager Ned L. Brown
Sales Promotion Manager Eldora Roth
Program Director Ralph Bunje
Chief Engineer John Scales

K F R E

FRESNO—EST. 1942

**MUTUAL BROADCASTING SYSTEM
 DON LEE BROADCASTING SYSTEM**

Frequency: 1340 Kc. **Power:** 250 Watts
Owned-Operated By J. E. Rodman
Address T. W. Patterson Bldg.
Phone Number 4-5001

Transmitter Location Clinton & First Sts.
Time on the Air: 6 a.m. to 2 a.m.; Sundays, 8:00 a.m. to 12 midnite
News Service UP
Transcription Service Associated Music Publishers and World
Representative John Blair & Co.

Personnel

Owner J. E. Rodman
Station Manager Paul R. Bartlett
Program Director Gene Chenault
Office Manager Lois Daniels
Traffic Manager Frances Quinn
Chief Engineer Sheldon Anderson

K M J

FRESNO—EST. 1922

NATIONAL BROADCASTING CO.

Frequency: 580 Kc. **Power:** 5,000 Watts
Owned-Operated By McClatchy Broadcasting Co.
Address Van Ness & Calaveras
Phone Number 3-6277
Transmitter Location North & Madera Aves. Kerman
Time on the Air: 24 hours daily
Newspaper Affiliation The Fresno Bee (McClatchy Newspapers)
News Service UP
Transcription Service NBC Thesaurus
Representative Paul H. Raymer Co.

Personnel

President Eleanor McClatchy
Station Manager Keith Collins
National Sales Manager (N. Y. C.) Robert Sreet
Sales Manager Coyle Chambers
Sales Promotion Manager Connie Marill
Traffic Manager Margaret Vogelsang
Special Events Director Frank Arthur
Program and Musical Director and Production Manager Andy Patterson
Publicity Director Jack Griffith
Chief Engineer Wm. N. Wallace
War Program Director Andy Patterson
 (See Page 358)

K I E V

GLENDALE—EST. 1933

Frequency: 870 Kc. **Power:** 250 Watts
Owned-Operated By: Cannon Broadcasting System, Ltd.
Address 102 N. Glendale Ave.
Phone Number Citrus 1-1133
Transmitter Location 102 N. Glendale Ave.
Time on the Air Daytime License

Personnel

President David H. Cannon
General Manager L. W. Peters

K F O X

LONG BEACH—EST. 1924
SOUTHERN CALIFORNIA BROADCASTERS
ASSOCIATION

Frequency: 1280 Kc. Power: 1000 Watts
Owned-Operated By: Nichols & Warinner, Inc.
Address: 220 E. Anaheim Street
Phone Number: 672-81
Transmitter Location: 220 E. Anaheim Street
Time on the Air: 5:00 a.m. to 11:00 p.m.
News Service: UP
Transcription Service: Standard Radio,
Langworth Transcription Service; C. P. Mac-
Gregor

Personnel

President, Station Manager and
Program Director: Hal G. Nichols
Commercial and Sales Promotion Manager
and Chief Engineer: Lawrence W. McDowell
Director of War Programs: Margaret Smith

K G E R

LONG BEACH—EST. 1926

Frequency: 1390 Kc. Power: 5000 Watts
Owned-Operated By: Consolidated Broadcast-
ing Corp.
Business Address: 435 Pine Ave.
Phone Number: Long Beach 660-41
Studio Addresses: 435 Pine Ave.; 643 So.
Olive, Los Angeles
Transmitter Location: Atlantic & Olive,
Compton
Time on the Air: 6:00 a.m. to 1:00 a.m.
News Service: AP
Transcription Service: World Broadcasting Sys-
tem, Standard Radio, Lang-Worth, McGregor
National Representative: Spot Sales, Inc.

Personnel

President-Gen'l Manager: C. Merwyn Dobyms
Commercial Manager: Lee Wynne
Sales Promotion Manager: Thomas P. Hunter
Musical Director: Helene Smith
Production Manager: Iola Josephson
Chief Engineer: Ronald Oakley

K E C A

LOS ANGELES—EST. 1929
BLUE NETWORK

Frequency: 790 Kc. Power: 5000 Watts
Owned-Operated By: Earle C. Anthony, Inc.
Address: 141 North Vermont Avenue
Phone Number: FAirfax 2121
Transmitter Location: 2951 S. Fairfax Ave.
Time on the Air: 6:00 a.m. to 12 midnight;
8:00 a.m. to midnight, Sunday

News Service: UP, AP
Transcription Service: Standard Radio, C. P.
MacGregor, Lang-Worth
Representative: Free & Peters, Inc.

Personnel

President: Earle C. Anthony
General Manager: William B. Ryan
Commercial and Sales Manager: Clyde Scott
Program Manager: John Edwards
Musical Director: Claude Sweeten
Production Manager: Don McNamara
Promotion and Public
Service Director: J. G. Paltridge
Publicity Director: Matt Barr
Continuity Editor: Volney Cunningham
Chief Engineers: Curtis Mason,
H. L. Blatterman
Auditor: Ernest Felix

K F A C

LOS ANGELES—EST. 1931

Frequency: 1330 Kc. Power: 1000 Watts
Owned-Operated By: Los Angeles Broadcast-
ing Company, Incorporated
Address: 645 South Mariposa
Phone Number: Fitzroy 1231
Transmitter Location: 8581 West 18th,
Culver City
Time on the Air: 168 hours a week
News Service: AP

Personnel

President-General Manager: Calvin J. Smith
Program-Musical Director: Don Otis
Publicity Director: Eileen Wheatley
Traffic Manager: Lucile R. Blake
Chief Announcer: Don Otis
Chief Engineer: Owen J. Ford

K F S G

LOS ANGELES—EST. 1923

Frequency: 1150 Kc. Power: 2500 d.; 1000 n.
Owned-Operated By: Echo Park Evangelistic
Ass'n
Address: 1100 Glendale Blvd.
Phone Number: Exposition 1141
Transmitter Location: 1100 Glendale Blvd.
Time on the air: 7:45 p.m. to 12 midnight (ex-
cept Fridays); Sundays, 10:30 a.m. to 12:30
p.m., 3 p.m. to 4:15 p.m., 7:00 p.m. to 12
midnight

Personnel

President: Aimee Semple McPherson
Station Manager: Rev. Jack Carmaine
Musical Director: Esther Fricke Stuart
Chief Engineer: Myron Kluge

• • CALIFORNIA • •

KFI

LOS ANGELES—EST. 1922

NATIONAL BROADCASTING CO.

Frequency: 640 Kc.....Power: 50,000 Watts
 Owned-Operated By...Earle C. Anthony, Inc.
 Address.....141 North Vermont Ave.
 Phone Number.....FAirtax 2121
 Transmitter Location.....Buena Park, Calif.
 Time on the Air.....24 Hours Daily
 News Service.....UP
 Transcripion Service: Standard Radio, Lang-
 Worth
 Representative.....Edward Petry & Co., Inc.

Personnel

President.....Earle C. Anthony
 General Manager.....William B. Ryan
 Commercial Manager.....Clyde Scott
 Program Manager.....John I. Edwards
 Production Manager.....Don McNamara
 Publicity Director.....Matt Barr
 Director of Promotion and
 Public Service.....J. G. Paltridge
 Auditor.....Ernest Felix
 Special Events Supervisor.....Robert Purcell
 Continuity Editor.....Volney Cunningham
 Musical Director.....Claude Sweeten
 Chief Engineers.....Curtis Mason,
 H. L. Blatterman

KFVD

LOS ANGELES

Frequency: 1020 Kc.....Power: 1000 Watts
 Owned-Operated By: Standard Broadcasting
 Company, Inc.
 Address.....338 South Western Avenue
 Phone Number.....Drexel 2391
 Transmitter Location...9300 Cattaraugus St.
 Time on the Air:6 a.m. to sundown, 10:00 p.m.
 to 1:00 a.m.
 News Service.....UP
 Transcription Service.....Lang-Worth

Personnel

President-Station Manager.....Frank Burke
 Commercial Manager.....F. J. Smalley, Jr.
 Program Dir.-Chief Announcer...Howard Gray
 Publicity Director.....Toni Reeder
 Director of War Programs.....David Manning
 Chief Engineer.....William Gass

BOB HOPE JACK BENNY
 AMOS 'N' ANDY
 EDDIE CANTOR
 INFORMATION PLEASE
 FRED WARING ONE MAN'S
 HOUR FAMILY
 OF CHARM RED SKELTON

FIBBER McGEE
 BERGEN AND MOLLY
 AND MCCARTHY
 BOB BURNS
 FANNIE BRICE
 ABBOTT
 & COSTELLO
 GINNY SIMMS

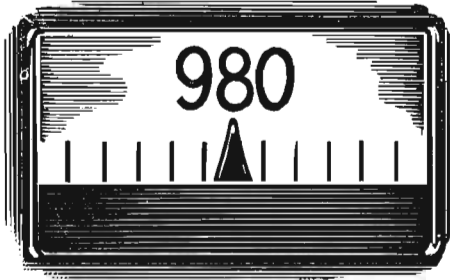
BING CROSBY
 ALDRICH
 FAMILY
 MARCH
 OF TIME
 BANDWAGON
 KAY KYSER
 GREAT
 GILDERSLEEVE

LOS ANGELES

50,000 WATTS—CLEAR CHANNEL—640 KILOCYCLES

Earle C. Anthony, Inc.

*They
dial
for
dear
old*



K.F.W.B.

The only independent station with the 3 complete world-wide news services: ASSOCIATED PRESS, UNITED PRESS, INTERNATIONAL NEWS SERVICE!

* * *

980 is the hot-spot on Los Angeles area radio dials — and why not? Warner Bros.' KFWB delivers the giant audience you'd expect from the station that has (1) more local business than any other station in the greater LA area, (2) the biggest and finest studio facilities on the Coast, and (3) 5000 watts day and night — signal strength that blankets the LA marketing area and *one-third of the buying power of the eleven Western states!*

Get on the KFWB bandwagon — it's really taking sponsors places, and fast!

HARRY MAIZLISH
General Manager
KFWB, Los Angeles

WILLIAM RAMBEAU, National Representative, N.Y. & Chicago

Keep Fighting With Bonds!

K F W B

LOS ANGELES—EST. 1925

Frequency: 980 Kc.....Power: 5000 Watts
 Owned-Operated By: Warner Bros. Broadcasting Corp.
 Address.....5833 Fernwood Ave.
 Phone Number.....Hempstead 5151
 Transmitter Location. Baldwin Hills, Culver City
 Time on the Air.....6:00 a.m. to 1:00 a.m.
 News Service.....AP, UP, INS and Reuters
 Representative.....William G. Rambeau Co.

Personnel

President.....L. J. Halper
 General Manager.....Harry Maizlish
 Production Manager.....William Ray
 Program Director.....Neil Reagan
 Chief Announcer.....Harry Hall
 Musical Director.....Leon Leonardi
 War Program Director.....Sara Langman
 Chief Engineer.....Harry Myers

Business Address.....5515 Melrose Ave.
 Phone Number.....Hollywood 8111
 Transmitter Location.....Venice Blvd. & La Cienega
 Time on the Air:24 hours daily; Monday, 12:00 midnite to 6:00 a.m.
 News Service.....AP, INS, City News
 Transcription Service: World Broadcasting System
 Representative.....John Blair & Co.

Personnel

President.....Thomas Lee
 Vice-President and General Manager.....Lewis Allen Weiss
 Vice President and Assistant Manager.....Willet H. Brown
 Commercial Manager.....Sydney Gaynor
 Program Director.....Sid Fuller
 Sales Promotion and Publicity Director.....Fair Taylor
 Traffic Manager.....Mary E. Ryan
 Musical Director.....Frank De Vol
 War Program Director.....Tony La Frano
 Chief Engineer.....Frank Kennedy

K G F J

LOS ANGELES—EST. 1926

Frequency: 1230 Kc.....Power: 100 Watts
 Owned-Operated By.....Ben S. McGlashan
 Address.....1417 S. Figueroa St.
 Phone Number.....Prospect 2434
 Transmitter Location.....1828 Oak St.
 Time on the Air.....Unlimited license
 News Service.....INS
 Transcription Service.....Associated Music Publishers.

Personnel

Manager.....Thelma Kirchner
 Public Relations Director.....Harry Koplan
 Program Director.....Carolyn Caro

K H J

LOS ANGELES—EST. 1923

MBS—DON LEE

Frequency: 930 Kc.....Power: 5000 Watts
 Owned-Operated By: Don Lee Broadcasting System

When You're Buying
LOS ANGELES
 Buy
THE BIGGEST AUDIENCE
 For
THE LEAST MONEY
 Spend your budget on
K G F J
The 24-Hour Station
 1230 Kc.
 Featuring
NEWS and MUSIC
 Covering the Los Angeles Metropolitan and Suburban Area with a population of 3,000,000

K M P C

LOS ANGELES—EST. 1928

Frequency: 710 Kc. Power: 10,000 Watts
 Owned By: KMPC, The Station of the Stars, Inc.
 Address 5939 Sunset Blvd.
 Phone Number Hollywood 5341
 Transmitter Location 12755 Burbank Blvd.
 Time on the Air 6 a.m. to midnight
 News Service UP and AP
 Transcription Associated, World
 Representative Paul H. Raymer Co.

Personnel

President G. A. Richards
 V. P. & Gen. Mgr. Robert O. Reynolds
 Commercial Manager Herbert Wixson
 Production Manager Howard Rhines
 Program Manager Woodrow Hattie
 Publicity Director Willard Hanes
 Special Events Director Jack Sherman
 Traffic Manager Alice Richards
 Musical Director Marie Hudson
 Program Director Don Otis
 Acting Chief Engineer James LaShaun

K N X

LOS ANGELES—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 1070 Kc. Power: 50,000 Watts
 Owned-Operated By Columbia Broadcasting
 System, Inc.

Address 6121 Sunset Blvd.
 Phone Number Hollywood 1212
 Transmitter Location Columbia Park, Tor-
 rance, Calif.

Time on the Air 24 hours daily
 News Service AP; INS; UP
 Transcription Service Associated
 Representative Radio Sales

Personnel

Vice President and General

Manager Donald W. Thornburgh
 Ass't Gen'l Mgr. and Director of

Network Sales Harry W. Witt
 Pacific Coast Sales Mgr. George L. Moskovics
 Sales Manager (KNX) J. A. Morton
 Sales Promotion Manager Ralph Taylor
 Merchandising & Sales Service

Manager Jack O'Mara
 Radio Sales Representative Meredith Pratt
 Program Manager Hal Hudson
 Chief Engineer Lester H. Bowman
 Director of Public Relations Fox Case
 Director of Press Information Lloyd Brownfield
 Operations Manager Ben Paley
 CBS Western Musical Director Lud Gluskin
 Musical Director (KNX) Wilbur Hatch
 Continuity Chief Everett Tomlinson
 Production Manager Edith Todesca
 Managing News Editor Clinton Jones
 Stations Relations Manager E. W. Buckalew



KMPC

Los Angeles



710 Kc.



10,000

WATTS



The Most
 Powerful
 Independent
 in the West

G. A. RICHARDS R. O. REYNOLDS
President *V.P. and Gen. Mgr.*
 National Rep.—Paul H. Raymer Co.

K M T R

LOS ANGELES—EST. 1924

Frequency: 570 Kc. Power: 1000 Watts
 Owned-Operated By.....KMTR Radio Corp.
 Address.....1000 Cahuenga Blvd.
 Phone Number.....Hillside 1161
 Transmitter Location.....1000 Cahuenga Blvd.
 Time on the Air.....24 hours daily
 News Service.....Radio News Reel, INS
 Transcription Service.....Lang-Worth; Standard
 Radio
 Representative.....Burn-Smith Co.

Personnel

Station and Production
 Manager.....Kenneth O. Tinkham
 Public Relations Director.....Mary E. Behner
 Publicity Director.....Hal M. Ayres
 Traffic Manager.....Marion Page
 Recording Division.....Lyman M. Smith
 Musical Director.....Salvatore Santaella
 Chief Engineer.....Pete Wilson

K R K D

LOS ANGELES—EST. 1927

Frequency: 1150 Kc. Power: 2500 d.; 1,000 n.
 Owned-Operated By.....Radio Broadcasters,
 Incorporated
 Business Address.....541 So. Spring Street
 Phone Number.....Tucker 7111
 Studio Addresses.....312 Spring Arcade Bldg.;
 541 So. Spring St.
 Transmitter Location.....1100 Glendale Blvd.
 Time on the Air.....Shares Time with KFSG
 News Service.....INS

Personnel

General Manager.....Ned Connor
 Program Director.....Venna Taylor
 Chief Engineer.....Willis O. Freitag
 Chief Announcer.....Doug Douglas

K M Y C

MARYSVILLE—EST. 1940

MUTUAL BROADCASTING SYSTEM
 DON LEE BROADCASTING SYSTEM

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By.....Marysville-Yuba City
 Broadcasters, Inc.
 Address.....P. O. Box 631, Marysville, Calif.
 Phone Number.....2080
 Transmitter Location.....Three miles north of
 Marysville on Laurellan Road
 Time on the Air.....6:30 a.m. to 12 midnight
 News Service.....UP
 Transcription Service.....Standard Radio
 Representative.....W. S. Grant Co.

Personnel

President.....Horace Thomas
 Station and Commercial Manager.....Joe D. Carroll
 Sales Promotion Manager.....Tommie Johnson
 Program Director and
 Production Manager.....Ruth Parmeter
 Chief Engineer.....B. E. Ballard
 Musical Director.....Lois Carroll
 Chief Announcer.....Al Powell

K Y O S

MERCED—EST. 1936

MUTUAL BROADCASTING SYSTEM
 DON LEE BROADCASTING SYSTEM

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By.....Merced Broadcasting
 Company
 Business Address.....P. O. Box 717
 Phone Numbers.....1430; 1431
 Studio Address....."G" Street Grade
 Transmitter Location....."G" Street Grade
 Time on the Air.....6:00 a.m. to 11:00 p.m.
 News Service.....UP
 Transcription Service.....Standard Radio,
 MacGregor
 National Sales Office.....580 Market St.,
 San Francisco
 Representative.....W. S. Grant

You already know it . . .

but we want to repeat it
 again. Maybe some of you
 have missed it in the past—

IN PROGRAMS . . . IN PERSONNEL
 IN CONSTRUCTION

KMTR is truly

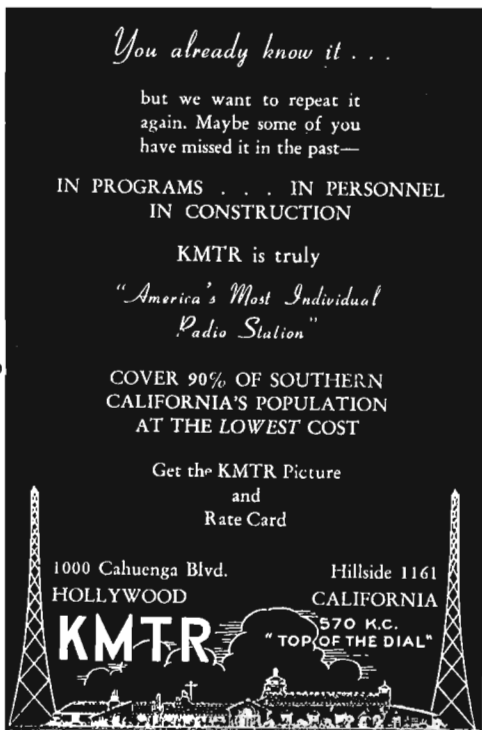
*"America's Most Individual
 Radio Station"*

COVER 90% OF SOUTHERN
 CALIFORNIA'S POPULATION
 AT THE LOWEST COST

Get the KMTR Picture
 and
 Rate Card

1000 Cahuenga Blvd. Hillside 1161
 HOLLYWOOD CALIFORNIA

KMTR "TOP OF THE DIAL"
 570 K.C.



Personnel

General Director.....Hugh McClung
 Station Manager.....Mel Marshall
 Commercial Manager.....Karl Kruger
 Sales Promotion Manager.....George Spelvin
 Program Director.....Jack Church
 Chief Engineer.....Malcolm R. Beavers

K T R B

MODESTO—EST. 1934

Frequency: 860 Kc.....Power: 1000 Watts
 Owned-Operated By...KTRB Broadcasting Co.
 Business Address.....P. O. Box 593
 Phone Number.....774
 Studio and Transmitter.....Norwegian Ave.
 News Service.....INS

Personnel

President-Station Manager..Wm. H. Bates, Jr.

K D O N

MONTEREY—EST. 1935

DON LEE—MUTUAL

Frequency: 1240 Kc.....Power: 250 Watts

Owned-Operated By...Monterey Peninsula
 Broadcasting Co.

Business Address.....275 Pearl St.
 Phone Number.....Monterey 8501
 Studio Addresses . 275 Pearl St.; 137 Mon-
 terey St., Salinas

Transmitter LocationMunicipal Wharf
 Time on the Air.....6:30 a.m. to 10.00 p.m.
 Newspaper Affiliation...Monterey Peninsula
 Herald; Salinas, Californian

News ServiceUP
 Transcription Service.....Standard Radio

Personnel

PresidentPaul H. Caswell
 Station Managers.....Howard V. Walters,
 Bernard E. Cooney
 Sales Promotion Manager.....Don Ferguson
 Program Director.....Howard Walters
 Chief Announcer.....Orel Phillips
 Chief Engineer.....Edward C. Duty

K L X

OAKLAND—EST. 1922

Frequency: 910 Kc.....Power: 1000 Watts
 Owned-Operated By...Tribune Building Corp.
 Address ...Tribune Tower, 13th & Frank-
 lin Streets

NEWS IS FIRST WITH LISTENERS



TRIBUNE TOWER
 OAKLAND, CALIF.

KLX IS FIRST IN NEWS

More news and special event broadcasts
 make KLX, in the heart of Metropolitan
 Oakland, the leading independent station of
 the Pacific Coast's Third Market.

**EXCLUSIVE ASSOCIATED PRESS NEWS
 AND WORLD BROADCASTING SYSTEM**

National Representative:
 JOSEPH HERSHEY MCGILLIVRA, Inc.

Phone Number Templebar 8000
 Transmitter Location Tribune Tower
 Time on the Air: 6:25 a.m. to 2:30 a.m.; 9:00
 a.m. to 1:00 a.m., Sunday
 Newspaper Affiliation Oakland Tribune
 News Service AP
 Transcription Service World Broadcasting
 System: Photo and Sound, Inc.
 Representative Joseph Hershey McGillvra

Personnel

President-Owner J. R. Knowland, Jr.
 General Manager Glenn Shaw
 Commercial Manager Virginia May
 Sales Promotion Manager Walter Brown
 Program Director Ed Calder
 Production Manager Don Victor
 Publicity Director Jean Adams
 Artists Bureau Virginia May
 Musical Director Margaret Orrison
 Chief Engineer Ros Smith
 War Program Director Wynonah Winslow
 Chief Announcer Everett Claiborne

KLS

OAKLAND—EST. 1920

Frequency: 1310 Kc. Power: 1000 Watts
 Owned By S. W. & E. N. Warner
 Operated by Warner Brothers
 Address 327-21st Street
 Phone Number Higate 1212
 Transmitter Location 327-21st Street
 Time on the Air 24 hours
 News Service INS

Personnel

President-Owners S. W. and E. N. Warner
 Station Manager S. W. Warner
 Commercial and Sales
 Promotion Manager F. W. Morse
 Program Director C. de Costa
 Publicity Director D. F. Davis
 Chief Announcer R. Roberts
 Chief Engineer Howard Faulknor

KROW

OAKLAND—EST. 1925

Frequency: 960 Kc. Power 1000 Watts
 Owned-Operated By Educational Broad-
 casting Corporation
 Business Address Radio Center Building,
 464 - 19th Street
 Phone Number Glencourt 6774
 Studio Addresses Radio Center Building
 Bellevue Hotel, San Francisco; Newsreel
 Theatre, Oakland, Calif.
 Transmitter Location 1522 - 8th Avenue
 Time on the Air 125 hours weekly
 News Service INS

Transcription Service Standard Radio;
 Langworth
 Representative Free & Peters, Inc.

Personnel

President W. I. Dumm
 Vice-President-General
 Manager Philip G. Lasky
 Commercial Manager A. V. Bamford
 Program Director Bert Winn
 Production Manager Wallace Elliott
 Publicity Director Mercedes Prosser
 Chief Announcer Scott Weakley
 Chief Engineer C. E. Downey
 Director of War Programs Phyllis Flynn

KPAS

PASADENA—EST. 1941

Frequency: 1110 Kc. Power: 10,000 Watts
 Owned-Operated By: Pacific Coast Broadcast-
 ing Co.
 Business Address .. 1401 South Oak Knoll Rd.
 Phone Number .. RYan 1-6991; SYcamore 6-9281
 Studio Addresses: Huntington Hotel; Music
 City, Sunset & Vine Sts., Hollywood

In Oakland
the largest

- Department Store . . .
- Apparel Shop . . .
- Furniture Store . . .
- Jewelry Store . . .
- Bread Bakery . . .

are on KROW exclusively!

These, together with added scores of
 national and local advertisers who are
 on Oakland's progressive station, make
 mighty convincing evidence that . . .

Radio in Oakland means
KROW

RADIO CENTER BLDG.
 19th and Broadway
 OAKLAND 12, CALIF.
 Philip G. Lasky
General Manager
 Studios in Oakland and
 San Francisco



FREE & PETERS, INC., Exclusive National Representatives

Transmitter Location: Lexington & Gallatin Rd., El Monte, Calif.

Time on the Air..... 6:00 a.m. to 12 midnight
 News Service.....INS
 Transcription Service: Lang-Worth; Associated Music Publishers

Representative: Joseph Hershey McGillvra, Inc.
Personnel

President.....J. Frank Burke
 Production Manager.....Loyal K. King
 Commercial Manager.....Frank Burke, Jr.

K P P C

PASADENA—EST. 1924

Frequency: 1240 Kc.....Power: 100 Watts
 Owned-Operated By: Pasadena Presbyterian Church

Address.....585 East Colorado St.
 Phone Number.....Sycamore 3-2193
 Transmitter Location...585 East Colorado St.
 Time on the air: Sundays, 9 a.m. to 1 p.m. and 6:45 p.m. to 9 p.m.; Wednesdays, 7 p.m. to 9:30 p.m.

Personnel

President.....C. Franklin Ward
 Chief Announcer.....Vincent Parsons
 Program-Musical Director.....Leon Hall
 Chief Engineer.....N. V. Parsons
 (Non-Commercial Station)

K W K W

PASADENA—EST. 1942

Frequency: 1430 Kc.....Power: 1000 Watts
 Owned-Operated By.....Southern California Broadcasting Co.

Address.....425 East Green St.
 Phone.....Ryan 1-6744
 Transmitter Location.....San Gabriel
 Time on the Air.....6:00 a.m. to sunset
 News Service.....UP
 Transcription Service.....Standard Radio

Personnel

Station Manager.....Howard L. Tullis
 Commercial Manager.....Bob Atkinson
 Program Director.....Paul Allison
 Chief Engineer.....Paul Spargo

K V C V

REDDING—EST. 1936

MUTUAL—DON LEE

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By: Golden Empire Broadcasting Co.

Business Address.....P. O. Box 559
 Phone Number.....1646, 1647
 Studio Address.....Highway No. 99
 Transmitter Location.....Highway No. 99

Time on the Air.....Unlimited license
 News Service.....INS, UP
 Transcription Service.....Standard Radio;
 C. P. MacGregor
 Representative.....Will Grant

Personnel

President.....Hugh McClung
 Station Manager.....Ralph R. Bryan

K P R O

RIVERSIDE—EST. 1938

BLUE NETWORK

Frequency: 1440 Kc.....Power: 1000 Watts
 Owned-Operated By: Broadcasting Corporation of America

Business Address: 3401 Russell St., Riverside, Calif.

Phone Number: Riverside 6290, San Bernardino 5157

Studio Address: 3401 Russell St., Riverside American National Bank Bldg., San Bernardino

Transmitter Location:.....3401 Russell St.
 Time on the Air...6:00 a.m. to 12:00 midnight
 News Service.....INS and AP
 Transcription Service: Associated Music Publishers

Representative.....Joseph Hershey McGillvra
Personnel

President-General Manager....W. L. Gleeson
 Station Manager.....H. W. Wilson
 Sales Promotion and
 Publicity Director.....V. B. Hadden
 Program Director.....H. R. Rutan
 Chief Engineer and
 Production Manager.....Fred Hammond

K F B K

SACRAMENTO—EST. 1922

BLUE NETWORK

Frequency: 1530 Kc.....Power: 10,000 Watts
 Owned-Operated By: McClatchy Broadcasting Co.

Business Address.....708 Eye St.
 Phone Number.....2-5011

Transmitter Location.....Yola County

Time on the Air.....24 hours daily
 Newspaper Affiliation.....Sacramento Bee
 News Service.....UP and AP
 Transcription Service.....NBC Thesaurus
 Representative.....Paul H. Raymer Co.

Personnel

President.....Eleanor McClatchy
 Station Manager.....Leo O. Ricketts
 Program and Publicity

Director.....Howard L. Bailey
 Sales Manager.....Jack Schacht
 Musical Director.....Emil Martin
 Chief Engineer.....Stam Sronce

(See Page 358)

K R O Y

SACRAMENTO—EST. 1937

COLUMBIA BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 Watts
 Owned By.....Royal Miller, Marion Miller,
 L. H. Penney, and Gladys W. Penney.
 Operated By.....Royal Miller Radio
 Address.....Hotel Sacramento Bldg.
 Phone Number.....3-2525
 Transmitter Location....65th St. at 14th Ave.
 Time on the Air:6:15 a.m. to 12:00 midnight,
 Sundays, 8:00 a.m. to 12 midnight.
 News Service.....INS
 Transcription Service.....Standard Radio
 Representative....Joseph Hershey McGillvra

Personnel

President-Owner.....Royal Miller
 Station Manager.....Mrs. Royal Miller
 Sales Manager.....H. Shelton Earp, Jr.
 Program and Musical
 DirectorEvangeline Baker
 Chief Engineer.....Howard Martineau
 Chief Announcer.....Bill Triest

K F X M

SAN BERNARDINO—EST. 1929

MUTUAL—DON LEE

Frequency: 1240 Kc.....Power: 250 Watts
 Owned By.....J. C. and E. W. Lee
 Operated By.....Lee Bros. Broadcasting Co.
 Address.....California Hotel
 Phone Number.....4-761, 4-762
 Transmitter Location.....990 Colton Ave.
 Time on the Air: 6:00 a.m. to 12 midnite, except
 Wednesday and Sunday; Wednesdays, 6
 a.m. to 7 p.m. and 9:30 p.m. to 12 midnite;
 Sundays, 1 p.m. to 6:45 p.m. and 9 p.m. to
 11:00 p.m.
 News Service.....INS and UP
 Transcription Service.....Standard Radio
 Representative.....John Blair & Co.

Personnel

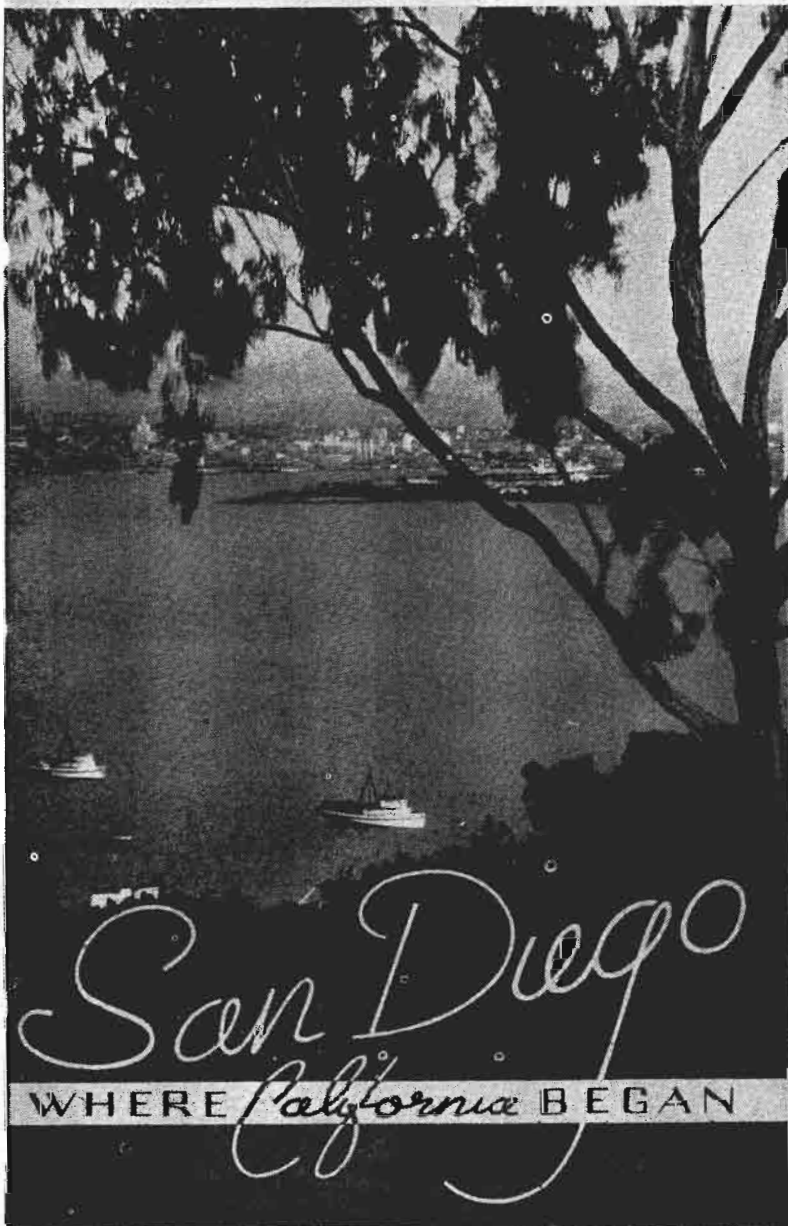
PartnersJ. C. & E. W. Lee
 Station Manager.....Maury A. Vroman
 Program Director and
 Chief Announcer.....Charles Craig
 Publicity-Sales Manager.....M. Austin King
 Chief Engineer.....Richard T. Sampson
 Director of War Programs...Howard Baichley

AP

**NEWS
 FOR
 RADIO**

is available
 exclusively through
Press Association, Inc.
 50 Rockefeller Plaza
 New York, N. Y.

PRETTY—ISN'T IT ?



Yes Indeed
SAN DIEGO
is Really a
PRETTY
PICTURE!



IN THIS picture you can see the hub of a rich . . . highly concentrated market . . . America's first and leading market in per capita buying power . . . where the 550,000 busy . . . working . . . buying civilian population spends the amazing sum of \$416,000,000 a year!! That's buying at the rate of \$8,000,000.00 every six days!!



KFMB is the spark plug for this market and is all that is needed to do the job because 90% of the population makes up metropolitan San Diego and they all reside within 15 miles of our antennal!



WITH a full schedule of Blue network shows . . . plus local programs and features . . . KFMB is San Diego's busy . . . aggressive station!!

BUY
KFMB

JACK O. GROSS
President & General Manager

SAN DIEGO'S BLUE NETWORK STATION

REPRESENTED BY RAMBEAU

K F M B

SAN DIEGO—EST. 1941

BLUE NETWORK

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By:

Worcester Broadcasting Corp.

Address: 1375 Pacific Blvd.

Phone Number: Main 2114

Transmitter Location: Spreckles B'dg.

Time on the Air: 6:00 a.m. to 12 midnight

News Service: AP

Transcription Service: Standard Radio

Representative: William G. Rambeau Co.

Personnel

President, Station and

Commercial Manager: Jack Gross

Sales Promotion Manager and

Publicity Director: John Eves

Program Director and

Production Manager: Charles Granville

War Program Director: Charles Granville

Chief Engineer: Charles A. Cooper

K F S D

SAN DIEGO—EST. 1926

NATIONAL BROADCASTING COMPANY

Frequency: 600 Kc. Power: 1000 Watts

Owned-Operated By: Airfan Radio

Corporation, Ltd.

Address: U. S. Grant Hotel,

326 Broadway

Phone Number: Franklin 6353

Transmitter Location: 326 Broadway

Time on the Air: Unlimited license

Transcription Service: NBC Thesaurus;

Representative: Paul H. Raymer Co.

Personnel

President-Owner and

Station Manager: Thomas E. Sharp

Assistant Manager: M. R. Harris

Commercial-Sales Promotion

Manager: John Babcock

Program Director: Leah McMahon

K G B

SAN DIEGO—EST. 1931

MUTUAL—DON LEE

Frequency: 1360 Kc. Power: 1000 Watts

Owned-Operated By: Don Lee Broadcasting

System

Address: 1012 First Ave.

Phone Number: Franklin 6151

Transmitter Location: Pickwick Hotel

Time on the air: 6 a.m. to 12 midnight; Sun-

days, 8 a.m. to 12 midnight

News Service: AP, INS, UP

Transcription Service: World Broadcasting

System

Representative: John Blair & Co.

Personnel

President: Thomas S. Lee

Genl. Mgr.: Lewis Allen Weiss

Station Manager: F. D. Ide

Commercial-Sales Promotion

Manager: William A. Evans

Production Manager: Jerry Lee Pecht

Program and Musical Director: James Dillon

Chief Announcer: Bailey Warren

Chief Engineer: William G. Collins

K F R C

SAN FRANCISCO—EST. 1924

MUTUAL—DON LEE BROADCASTING
SYSTEMS

Frequency: 610 Kc. Power: 5000 Watts

Owned-Operated By: Don Lee Broadcasting

System

Address: 1000 Van Ness Avenue

Phone Number: Prospect 0100

Transmitter Location: 1000 Van Ness Ave.

Time on the air: 6 a.m. to midnight; Sundays,

7 a.m. to midnight

News Service: AP, INS

Transcription Service: World Broadcasting

System

Representative: John Blair & Co.

Personnel

President: Thomas L. Lee

General Manager: Lewis Allen Weiss

Station Manager: Dan Donnelly

Local Sales Manager: Merwyn McCabe

Program-Production Manager: Pat Kelly

Sales Promotion and

Publicity Manager: Bunty Keyser

Chief Announcer: Bob Bence

Musical Director: Cy Trobbe

Chief Engineer: Jim McArdle

Record Master of

Ceremony: Truman Thompson

K G O

SAN FRANCISCO—EST. 1924

BLUE NETWORK

Frequency: 810 Kc. Power: 7500 Watts

Owned-Operated By: Blue Network Co.

Address: Taylor & O'Farrell Streets

Phone Number: Graystone 6565

Transmitter Location: 5144 E. 12th St., Oakland

Time on the Air: 24 hours daily;

Midnight to 6 a.m., Sundays

News Service: AP, INS, UP, Transradio

Transcription Service: Standard, Associated,

NBC Thesaurus, BMI, Sherman Clay (local)

National Sales Office,

Blue Network, New York City

Representative: Blue Spot Sales

Personnel

President.....Mark Woods
 Station Manager.....Don Searle
 Sales Manager.....Frank Samuels
 Promotion-Publicity
 Manager.....Robert H. Wesson
 Program Director.....Robert Dwan
 Production Manager.....Watson Humphrey
 Chief Announcer.....Berton Bennett
 Station Engineer.....R. B. Palmer
 Musical Director.....Phil Bouere
 Record Master of Ceremony.....Bill Baldwin

K J B S

SAN FRANCISCO—EST. 1925

Frequency: 1100 Kc.....Power: 500 Watts
 Owned By.....Julius Brunton & Sons Co.
 Operated By.....Ralph R. Brunton
 Address.....1470 Pine Street
 Phone Number.....Ordway 4148
 Transmitter Location.....1470 Pine Street
 Time on the Air: Sunday through Friday,
 10 p.m. until local sunset; Saturday, 11:30
 p.m. until local sunset
 News Service.....INS; UP
 Transcription Service.....Standard
 Representative.....William G. Rambeau Co.,
 Homer Owen Griffith

Personnel

Secretary-Treasurer.....Sherwood P. Brunton
 Manager.....E. P. Franklin
 Program Director.....Jack Irving

K P O

SAN FRANCISCO—EST. 1922

NATIONAL BROADCASTING CO.

Frequency: 680 Kc.....Power: 50,000 Watts
 Owned-Operated By.....National Broadcasting
 Company
 Address.....Taylor & O'Farrell Streets
 Phone Number.....Graystone 8700
 Transmitter Location.....Belmont
 Time on the Air: 24 hours daily except Sunday,
 midnight to 6:00 a.m. Monday
 News Service.....AP; INS; UP
 Transcription Service.....NBC Thesaurus;
 Standard Radio

Personnel

General Manager.....John W. Elwood
 Sales Manager.....Alfred Crapsey
 Program Director.....Ray Buftum
 Assistant Program Manager.....Floyd Farr
 Director of News and Special events
 Charles A. Cooney
 Director of Public Service.....Catharine Sibley
 Auditor.....A. G. Diederichs
 Publicity Director.....Louise Landis
 Continuity Director.....Byron Mills
 Traffic Manager.....Fay Pattee Smith

Chief Announcer.....Floyd Farr
 Network Sales.....Ray Baker, Walter Tolleson, Jr.
 Spot Sales.....Donald A. Norman
 Sales Promotion Manager.....Helen Murray
 Director of Agriculture.....Henry Schacht, Jr.
 Radio Recording.....Janet Sligh
 Station Engineer.....George Greaves

K S A N

SAN FRANCISCO—EST. 1925

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....Golden Gate Broad-
 casting Corp.
 Address.....1355 Market St.,
 Merchandise Mart Bldg.
 Phone Number.....Market 8171
 Transmitter Location.....1355 Market St.
 Time on the Air.....Unlimited
 News Service.....UP and AP
 Transcription Service.....Langworth

Personnel

President.....S. H. Patterson
 Station and Commercial
 Manager.....Jerry Akers
 Sales Promotion and
 Program Director.....Don Austin
 Production Manager.....Ted Lenz
 Chief Engineer.....N. J. Patterson

K S F O

SAN FRANCISCO—EST. 1925

Frequency: 560 Kc...Power: 5000 d.; 1000 n.
 Owned-Operated By.....The Associated Broad-
 casters, Inc.
 Address.....Mark Hopkins Hotel
 Phone Number.....Exbrook 4587
 Transmitter Location.....San Francisco
 Time on the Air.....Unlimited License
 News Service.....INS, UP
 Transcription Service.....Lang-Worth,
 Standard, AMP
 Representative.....Weed & Company

Personnel

President.....W. I. Dumm
 Vice President and
 General Manager.....Lincoln Dellar
 Station Manager.....Edward T. Jansen
 Commercial and Sales
 Promotion Manager.....Morton Sidley
 Program Director.....Harlan Dunning
 Publicity Director.....Austin Fenger
 Chief Engineer.....R. V. Howard
 Operations Director.....Lincoln Miller

K Y A

SAN FRANCISCO—EST. 1926

Frequency: 1260 Kc...Power: 5000 d.; 1000 n.
 Owned-Operated By.....Palo Alto Radio Station,
 Inc.

Address... Hearst Bldg., 3rd & Market Sts.
 Phone Number..... DOuglas 2536
 Transmitter Location..... Candlestick Point,
 Bay View Park
 Time on the Air: 6:00 a.m. to 12 midnight;
 News Service..... INS, AP and UP
 Transcription Service... Associated Music Pub
 lishers
 Representative..... Spot Sales, Inc

Personnel

President and Station Manager. Don Fedderson
 Sales and Sales Promotion
 Manager..... D. E. Lundy
 Program Director and
 Production Manager..... Jack Williams
 Publicity Director..... Margery Hood
 Musical Director..... Alfred Frankenstein
 Chief Engineer..... Paul C. Schulz

K Q W

SAN JOSE—EST. 1924

COLUMBIA BROADCASTING SYSTEM

Frequency: 740 Kc..... Power: 5000 Watts
 Owned-Operated By..... Pacific Agricultural
 Foundation, Limited
 Business Address..... San Jose; Palace Hotel
 San Francisco
 Phone Numbers..... Ballard 2616 (San Jose),
 EXbrook 3233
 Studio Address..... 87 E. San Antonio St.
 San Jose; Palace Hotel, San Francisco
 Transmitter Location..... Alviso, California
 Time on the Air..... 6:00 a.m. to 12 midnight
 News Service..... INS; UP
 Transcription Service..... Standard Radio;
 NBC Thesaurus
 Representative..... Edward Petry & Co., Inc.

Personnel

President..... Ralph R. Brunton
 General and Sales Manager. C. L. McCarthy
 Publicity & Sales Promotion Mgr. Anne Director
 Program Director..... Ken Craig
 Production Manager and
 Chief Announcer..... Fred Ruegg
 Musical Director..... Ernest Gill
 Chief Engineer..... Ken Owen

K V E C

SAN LUIS OBISPO—EST. 1937

MUTUAL—DON LEE

Frequency: 1230 Kc..... Power: 250 Watts
 Owned & Operated By... Christina M. Jacobson
 trading as Valley Electric Co.
 Business Address..... 851 Higuera Street
 Phone Number... San Luis Obispo 1100-1101
 Studio Address..... Mt. View & Hill Streets
 Transmitter Location... Roosevelt Highway—
 1½ miles north of San Luis Obispo
 Time on the Air: 6:30 a.m. to 12 midnight; Sun-
 days, 8 a.m. to 12 midnlight

News Service..... AP
 Transcription Service..... Standard Radio
 Representative: Homer Griffith Co., Los Angeles
 and San Francisco

Personnel

Owner..... Christina M. Jacobson
 Manager..... Les Hacker
 Commercial and Sales
 Promotion Manager..... Joe Shuttleworth
 Program Director and
 Production Manager..... Clarence Merker
 Chief Announcer and Musical
 Director..... Anthony Ricca
 Chief Engineer..... Earl Travis

K V O E

SANTA ANA—EST. 1926

DON LEE — MUTUAL

Frequency: 1490 Kc..... Power: 250 Watts
 Owned-Operated By..... The Voice of the
 Orange Empire, Inc., Ltd.
 Business Address..... 307 North Broadway
 Phone Number..... 4901-B
 Studio Address..... 2825 West 5th St.
 Transmitter Location..... 2825 West 5th St.
 Time on the Air: 7 a.m. to 12 midnight; Sun-
 days, 8 a.m. to 12 midnlight
 Transcription Service..... C. P. MacGregor
 Representative..... John Blair & Co.

Personnel

President and General Manager,
 Ernest L. Spencer
 Program Director-Chief
 Engineer..... Wallace S. Wiggins

K D B

SANTA BARBARA—EST. 1921

MUTUAL—DON LEE BROADCASTING
 SYSTEMS

Frequency: 1490 Kc..... Power: 250 Watts
 Owned-Operated By
 Don Lee Broadcasting System
 Address..... 17 East Haley
 Phone Number..... Santa Barbara 4131
 Transmitter Location..... 17 East Haley
 Time on the Air: 6:45 a.m. to 11:00 p.m.;
 Sunday 8:00 a.m. to 12:15 a.m.
 New Service..... AP
 Transcription Service... World Broadcasting
 System
 Representative John Blair & Co.

Personnel

President..... Thomas S. Lee
 Vice President and General
 Manager..... Lewis Allen Weiss
 Station Manager..... Fin Hollinger
 Program Director..... Richard Day
 Sales Promotion-Publicity
 Manager..... Fin Hollinger

Musical Director.....Kay B. Summers
Chief Engineer.....William C. Buckley

K T M S

SANTA BARBARA—EST. 1937

BLUE NETWORK

Frequency: 1250 Kc. Power: 1000 Watts
Owned-Operated By....News-Press Publish-
ing Co.

AddressDe LaGuerra Plaza
Phone Number..... 6111
Transmitter Location.....Goleta, Calif.
Time on the Air: 7:00 a.m. to 11:00 p.m. daily;
Sunday 8:00 a.m. to 11:00 p.m.

Newspaper Affiliation.....Santa Barbara
News-Press

News Service.....AP
Representative.....Paul H. Raymer Co.

Personnel

President-Owner.....T. M. Storke
Station and Commercial

Manager.....Louis F. Kroeck
Sales Promotion Manager.....Don Roberts
Program Director and

Production Manager.....Ken Peters

Publicity Director.....Stella Hollowell

Chief Announcer.....Frank Weltmer

Musical Director.....Carol Lee

Chief Engineer.....Bill McHardie

Director of War Programs.....Mary Baciu

K S R O

SANTA ROSA—EST. 1937

Frequency: 1350 Kc. Power: 1000 Watts
Owned By.....Ruth W. Finley
Operated By.....Wilt Gunzendorfer

Business Address.....427 Mendocino Ave.
Phone Number.....110

Studio Address.....427 Mendocino Ave.
Casa de Vallejo Hotel, Vallejo

Transmitter Location Fresno and Finley Aves.
Time on the Air: 6:30 a.m. to 10 p.m.; Sundays,
9 a.m. to 10 p.m.

News Service.....AP; INS; UP
Transcription Service:

World Broadcasting System; Standard

Personnel

President.....Ruth Finley
Station and Commercial

Manager.....Wilt Guzendorfer

Sales Promotion Manager.....Eddie Handley

Publicity Program Manager.....Karl Barron

Chief Engineer.....Howard McCauley

Production Manager.....Jim Lister

K G D M

STOCKTON—EST. 1926

COLUMBIA BROADCASTING SYSTEM

Frequency: 1140 Kc. Power: 5000 Watts
Owned-Operated By.....E. F. Peffer
Address.....42 S. California
Phone Number.....4-4551
Transmitter Location...S.E. 3 miles on 99 hwy
Time on the Air....6:00 a.m. to 12 midnight
News Service.....INS
Transcription Service...World Broadcasting
System

Personnel

Owner.....E. F. Peffer
Manager.....E. Smith
Program Director.....Donald J. Ralph
Chief Engineer.....Lloyd Amoo

K W G

STOCKTON—EST. 1921

BLUE NETWORK

Frequency: 1230 Kc. Power: 100 Watts
Owned-Operated By.....McClatchy Broad-
casting Co.

AddressHotel Wolf

Phone Number.....22727

Transmitter Location.....Weber & E Sts.

Time on the Air.....5 a.m. to 12 midnight

Newspaper Affiliation:

McClatchy Newspapers

News Service.....UP

Transcription Service.....Standard Radio

Representative.....Paul H. Raymer Co.

Personnel

President.....Eleanor McClatchy

Station & Sales Manager.....George Ross

Sales Promotion Manager.....Bill Straub

Chief Announcer.....Dick Fox

Chief Engineer.....Lee Berryhill

(See Page 358)

K T K C

VISALIA—EST. 1937

BLUE NETWORK

Frequency: 940 Kc. Power: 5,000 Watts
Owned-Operated By...Tulare-Kings Counties
Radio Associates

Business Address.....Post Office Box 511

Phone Number.....575

Studio Addresses.....1¼ miles southwest of
Visalia; Hotel Fresno, Fresno

Transmitter Location...1¼ miles southwest
of Visalia, California

Time on the Air.....6:00 a.m. to 11:00 p.m.

Newspaper Affiliation: Visalia Times-Delta,

Tulare Times and Advance Register, Hanford

Sentinel, Porterville Recorder

News Service.....AP

Transcription Service...World Broadcasting
System, Langworth, Standard

National Sales Office Address:

Wm. Rambeau, Chicago and New York
 Representatives: Wm. Grant Co., San Francisco; Homer Griffith Co., Los Angeles

Personnel

General Manager.....Chas. A. Whitmore
 Station Manager.....Chas. P. Scott
 Sales Manager.....C. E. Niete
 Program-Production Director.....Gerry Erwin
 Chief Engineer.....Bert Williamson
 Chief Announcer.....Lyman Treister

K H U B

WATSONVILLE—EST. 1937

BLUE NETWORK

Frequency: 1340 Kc.....Power: 250 Watts
 Owned By.....Luther E. Gibson
 Operated By.....Roger R. Hunt
 Business Address.....Atkinson Lane

Phone Number1700-1

Studio Address.....KHUB, Watsonville

Transmitter Location: 2 miles North of Watsonville

Time on the Air.....7 a.m. to 10 p.m.

News ServiceAP

Transcription ServiceWorld Broadcasting System

Representative:

Homer Griffith Co. (West Coast)

Personnel

President.....Luther E. Gibson
 Station Manager.....Roger R. Hunt
 Commercial Manager.....Faye Silver
 Sales Promotion Manager.....Don DeWald
 Program Director.....Rex Bowen
 Chief Announcer.....Charles Shortridge
 Chief Engineer.....A. J. Cronin

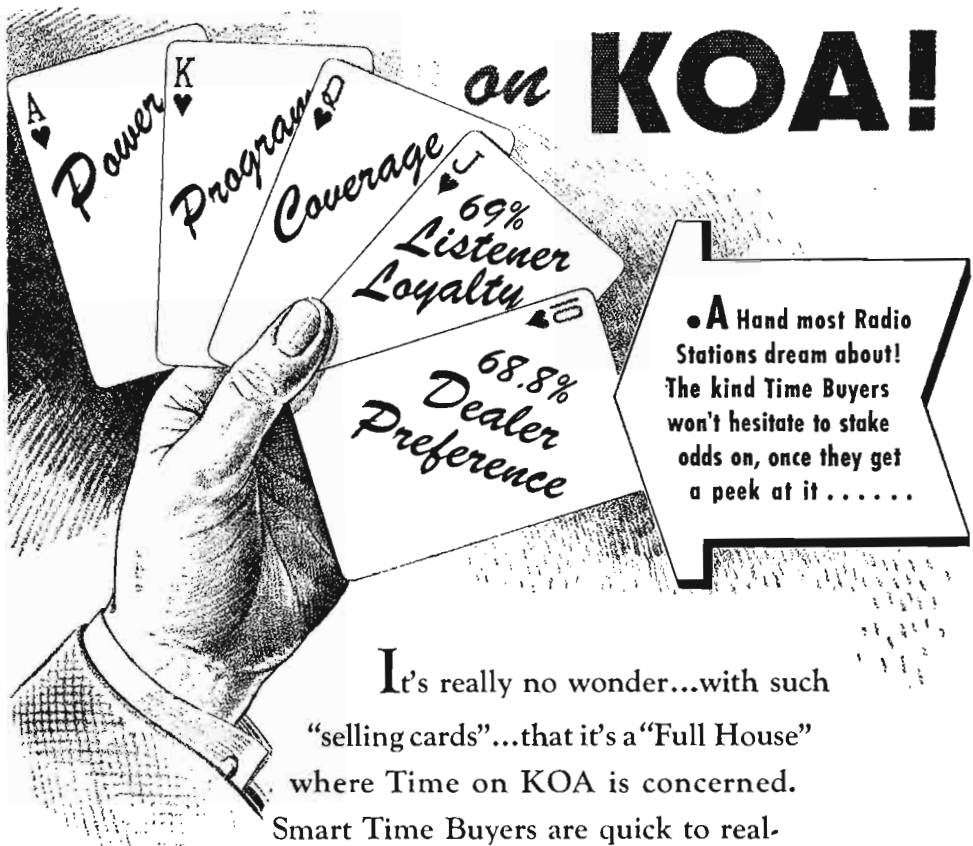
**PROGRAM DEPARTMENT
 ON A NEWS WIRE**

With the manpower shortage

PA TELESCRIPTS *are*

proving to be almost the equivalent of a programming department. Cued for music or sound effects, they are transmitted over the special AP radio wire ready for immediate airing.

It's a "ROYAL FLUSH"..



• A Hand most Radio Stations dream about! The kind Time Buyers won't hesitate to stake odds on, once they get a peek at it

It's really no wonder...with such "selling cards"...that it's a "Full House" where Time on KOA is concerned. Smart Time Buyers are quick to realize that there is no gamble involved.

Better get your share of the "Pot" now, before some other lucky Advertiser beats you to the draw....Join that group of long-time KOA advertisers who have been betting on this station for years....and have never lost out!

Few Stations
In the Nation
Can Equal KOA's
Dominance



50,000 WATTS-850 KC.
KOA
First in Denver

REPRESENTED NATIONALLY BY SPOT SALES OFFICES

COLORADO

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 233-286

KGIW

ALAMOSA—EST. 1929

KEYSTONE BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By..... E. L. Allen
 Address Alamosa
 Phone Number 26
 Transmitter Location East Alamosa
 Time on the Air..... Shares time

Personnel

Owner E. L. Allen

KVOR

COLORADO SPRINGS—EST. 1922
 CBS

Frequency: 1300 Kc.....Power: 1000 Watts
 Owned-Operated By..... Out West Broad-
 casting Company

Address Antlers Hotel
 Phone Number..... Main 278
 Transmitter Location..... Platte Avenue
 (east of city limits)

Time on the Air: 6:30 a.m. to 11:30 p.m.;
 Saturdays, 6:30 a.m. to 12 midnight

News Service AP
 Transcription Service..... NBC Thesaurus
 Representative The Katz Agency

Personnel

President E. K. Gaylord
 Station and Commercial
 Manager Everett Shupe
 Program Director..... Zelda Zinn
 Chief Engineer..... H. C. Strang

KFEL

DENVER—EST. 1922

MUTUAL

COLORADO RADIO NETWORK

Frequency: 950 Kc.....Power: 5000 Watts
 Owned-Operated By Eugene P. O'Fallon,
 Inc.

Address Albany Hotel
 Phone Number Keystone 0178
 Transmitter Location ... 5350 West 20th Ave.
 Time on the Ai..... 6 a.m. to 12 midnight
 News Service AP; Chicago Daily

News Foreign Service; Transradio
 Transcription Service..... Standard Radio;
 Lang-Worth
 Representative..... John Blair & Co.



950 KC.

Managed by GENE O'FALLON

Represented Nationally by JOHN BLAIR & CO.

Personnel

President-Manager.....Gene O'Fallon
 Director.....Frank Bishop
 Commercial Manager.....Mark Crandall
 Promotion Manager.....Marjorie Bishop
 Program Director-Production
 Manager.....Cecil Seavey
 Chief Announcer.....Bob Cornwell
 Publicity Director.....Thor Krogh
 Chief Engineer.....Howard Johnson

K I Z

DENVER—EST. 1920

COLUMBIA BROADCASTING SYSTEM

Frequency: 560 Kc.....Power: 5000 Watts
 Owned-Operated By.....KLZ Broadcasting
 Company, Inc.

Address.....Shirley Savoy Hotel
 Phone Number.....Main 4271
 Transmitter Location.....South Franklin at
 Hampden, Englewood, Colo.
 Time on the Air: 6:00 a.m. to 12 midnight;
 Sundays, 7:00 a.m. to 12 midnight

News Service.....INS
 Transcription Service.....Associated Music
 Publishers, C. P. MacGregor
 Representative.....The Katz Agency

Personnel

President.....E. K. Gaylord
 Station Manager.....Hugh B. Terry
 Commercial Manager.....Fred C. Mueller
 Promotion-Publicity Manager.....Roger Rambeau
 Traffic Manager.....Donald B. McCraig
 Program Director.....Peter D. Smythe
 Musical Director.....Les Weelens
 Chief Announcer.....Wesley W. Battersea
 Chief Engineer.....Harvey Wehrman

K M Y R

DENVER—EST. 1941

Frequency: 1340 Kc.....Power: 250 Watts
 Owned By.....KMYR Broadcasting Co.
 Operated By.....F. W. Meyer
 Address.....1626 Stout Street
 Phone Number.....Main 4161
 Transmitter Location.....1626 Stout Street
 Time on the Air.....18 hours per day
 News Service.....UP and AP
 Transcription Service.....World Broadcasting
 Representative.....William G. Rambeau Co.

Personnel

Owner.....F. W. Meyer
 Station and Sales Promotion
 Manager.....A. G. Meyer
 Sales and Publicity Manager.....Mark Schreiber
 Program Director.....Dolores Plested
 Production Manager.....Jim Hawthorne
 Chief Announcer.....Vernon Hiner
 News Editor.....Ben Bexoff
 Musical Director.....Vickie Rusletvedt
 Chief Engineer.....Glen James

K O A

DENVER—EST. 1924

NATIONAL BROADCASTING CO.

Frequency: 850 Kc.....Power: 50,000 Watts
 Owned-Operated By.....National Broadcasting
 Company

Address.....1625 California Street
 Phone Number.....Main 6211
 Transmitter Location.....Aurora, Colorado
 Time on the Air: 5:30 a.m. to 12 midnight; Sun-
 days 7 a.m. to 12 midnight

News Service.....AP; INS; UP
 Transcription Service.....NBC Thesaurus
 Representative.....National Broadcasting Co.

Personnel

President, National Broadcasting Co.

Niles Trammell

Station and Sales

Manager.....James R. MacPherson
 Assistant Sales Manager.....Duncan McColl
 Program Director.....Clarence C. Moore
 Sales Promotion Manager.....Charles Phillips
 Production Manager.....T. Ellsworth Stepp
 Publicity Director.....Allan J. Hughes
 Chief Announcer.....Gilbert Verba
 Musical Director.....Milton Shrednik
 Chief Engineer.....Robert H. Owen

(See Page 376)

K P O F

DENVER—EST. 1928

Frequency: 910 Kc.....Power: 1000 Watts
 Owned-Operated By.....Pillar of Fire
 Address.....1845 Champa Street
 Phone Number.....Tabor 3733
 Transmitter Location.....Bellevue Junior College,
 Westminster, Colo.

Time on the Air: 7:15 to 9 a.m.; 2:30 to 4:30
 p.m. and 6:30 to 8:30 p.m., Tuesdays,
 Thursdays and Saturdays; 7:15 to 9 a.m.,
 2:30 to 4:30 p.m. and 7 to 8:30 p.m., Mon-
 days, Wednesdays and Fridays; Sundays,
 7:30 to 9 a.m., 11 a.m. to 12:30 p.m., 3 to
 4 p.m. and 6 to 8:45 p.m.

Personnel

President.....Bishop Alma White
 Station Managers.....Dr. A. K. White and
 Dr. Ray B. White
 Program Director.....Kathleen M. White
 Musical Director.....Ruth Staats
 Chief Engineer.....Paul H. Schissler
 (Non-Commercial Station)

K V O D

DENVER—EST. 1925

BLUE NETWORK

Frequency: 630 Kc.....Power: 5000 Watts
 Owned-Operated By: Colorado Radio Corp.

Address.....Midland Savings Bldg.
 Phone Number.....Tabor 2291
 Transmitter Location.....North of Denver
 Time on the Air.....Unlimited license
 News Service.....UP
 Transcription Service.....Associated Music
 Publishers; Lang-Worth; C. P. MacGregor
 Representative Joseph Hershey McGillvra, Inc.

Personnel

President and General Manager...W. D. Pyle
 Station & Commercial Manager...T. C. Ekrem
 Sales Promotion Manager.....Con Hecker
 Program Director.....V. W. Corbett
 Publicity Director.....B. H. Stanton
 Chief Announcer.....Donald B. Vest
 Auditor.....J. N. Hile
 Assistant Program Director...Margaret Mellor
 Secretary.....Eleanor Meadows
 Chief Engineers...W. D. Pyle and T. C. Ekrem

KIUP

DURANGO—EST. 1935

KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc.Power: 250 Watts
 Owned-Operated By...San Juan Broadcasting Co.
 Address.....2800 Main Ave.
 Phone Number.....117
 Transmitter Location.....2800 Main Ave.
 Time on the Air.....Unlimited License
 News Service.....UP
 Transcription Service...Keystone Broadcasting System

Personnel

Station Manager.....Raymond M. Beckner
 Chief Engineer.....John L. Antic

KFXJ

GRAND JUNCTION—EST. 1926

MUTUAL BROADCASTING SYSTEM

KEYSTONE BROADCASTING SYSTEM

Frequency: 920 Kc.Power: 1000 d.; 500 n.
 Owned-Operated By...Western Slope Broadcasting Co.
 Address.....P. O. Box 30
 Phone Number...Grand Junction 126 and 142
 Transmitter Location.....Hillcrest Manor
 Time on the Air: 6 a.m. to midnight; Sundays.
 8:00 a.m. to 11:00 p.m.
 News Service.....UP
 Transcription Service...World Broadcasting System
 Representative.....Walker Company

Personnel

President-Sales Promotion
 Manager.....Rex Howell
 Production Manager.....Tom Page
 Chief Announcer.....Jack Lund
 Musical Director.....Toni Mueller
 Chief Engineer.....Eph Towne

KFKA

GREELEY—EST. 1921

MUTUAL BROADCASTING SYSTEM

Frequency: 910 Kc.Power: 1000 Watts
 Owned.....Mid-Western Radio Corp
 Address.....620 - 8th Ave.
 Phone Number.....Greeley 450-451
 Transmitter Location.....Hoover Park,
 Time on Air.....90 hours weekly
 News Service.....UP
 Representative.....The Walker Company

Personnel

President-Station Manager....Francis Price
 Program Director.....Thelma Jordan
 Chief Engineer.....Kenneth Cooper

KOKO

LA JUNTA—EST. 1937

KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc.Power: 250 Watts
 Owned.....The Southwest Broadcasting Co.
 Business Address.....La Junta
 Transmitter Location.... U. S. Highway No. 50
 Time on the Air.....Unlimited license

Personnel

Station Manager.....Leonard E. Wilson

KGHF

PUEBLO—EST. 1928

THE BLUE NETWORK

Frequency: 1350 Kc.Power: 500 Watts
 Owned-Operated By.....Curtis P. Ritchie
 Address.....Pueblo Savings & Trust Bldg.
 Phone Number.....3877
 Transmitter Location: Lake and Maryland,
 Time on the Air.....Unlimited license
 News Service.....AP
 Representative.....Howard H. Wilson Co.

Personnel

Owner.....Curtis P. Ritchie
 Station Manager.....J. H. McGill
 Commercial Manager.....Maxson I. Bevans
 Chief Engineer.....Phil Gundy

KGEK

STERLING—EST. 1926

Frequency: 1230 Kc.Power: 100 Watts
 Owned-Operated By.....Elmer G. Beehler
 Address.....Fleming Road
 Phone Number.....673
 Transmitter Location.....Sterling
 Time on the Air.....Limited Time

Personnel

Owner.....Elmer G. Beehler



Hartford wives have many more dollars to spend for the product you sell. The Hartford Trading Area is *second highest in the U. S. A.* in Effective Buying Income per family. That's a fact worth remembering when you select markets for your advertising.

Here's another valuable point of information:- The Hartford Trading Area comprises 26 towns, and has more than double the retail sales of the city of Hartford. By using radio on WDRC and covering the entire market, you realize your full sales potential here.

Write Wm. Malo, Commercial Manager, WDRC, for complete market study.



BASIC CBS
Hartford 4
Connecticut

NATIONAL REP.
Paul H. Raymer Co.

CONNECTICUT

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 233-286

W I C C

BRIDGEPORT—EST. 1926
MUTUAL BROADCASTING SYSTEM
YANKEE NETWORK

Frequency: 600 Kc. Power: 1000 d.; 500 n.
Owned-Operated by The Yankee Network, Inc.

Address Hotel Stratfield
Phone Number 6-1121
Transmitter Location Pleasure Beach, Bridgeport

Time on the Air 6 a.m. to 2 a.m.
News Service AP
Transcription Service Associated; Standard Radio
Representative Edward Petry & Co., Inc.

Personnel

Chairman of Board-General

Manager John Shepard 3rd
Executive Vice-President Linus Travers
Station Manager Joseph Lopez
Assistant Manager Florence B. Robinson
Sales Manager Norman Whittaker
Sales Promotion and

Publicity Manager James S. Powers
Merchandising Manager Arthur Lathrop
Program Director Florence Robinson
Musical Director Carl V. Larson
Chief Engineer George Keich

W N A B

BRIDGEPORT—EST. 1941
BLUE NETWORK
CONNECTICUT STATE NETWORK

Frequency: 1450 Kc. Power: 250 Watts
Owned By Harold Thomas
Operated By Levon Thomas
Address 991 Broad Street
Phone Number 3-3112
Transmitter Location Locomobile Point—(Inner Harbor)

Time on the Air: 7:45 a.m. to midnight; Sundays, 9 a.m. to midnight
News Service AP
Transcription Service Langworth
Representative William G. Rambeau Co.

Personnel

Owner Harold Thomas
Station Manager Levon Thomas
Commercial-Sales Promotion Manager Terry McGough
Program Director Jean O'Shea
Publicity Director and Chief Announcer Al Davis
Chief Engineer Winnie De Laurentis

W D R C

HARTFORD—EST. 1922
COLUMBIA BROADCASTING SYSTEM

Frequency: 1360 Kc. Power: 5000 Watts
Owned-Operated By WDRG, Inc.
Address 750 Main St.
Phone Number 7-1188-9
Transmitter Location Blue Hills Ave., Bloomfield, Conn.

Time on the Air 7 a.m. (unlimited license)
News Service UP
Transcription Service:
Associated and NBC Thesaurus
Representative Paul H. Raymer Co., R. C. Foster & Company

Personnel

President and Station

Manager Franklin M. Doolittle
Commercial and Sales Promotion Manager Wm. F. Malo
Program Director Walter B. Haase
Publicity Director Jack Zalman
Chief Announcer Harvey Olson
Musical-Educational Director.

Sterling V. Couch
Public Service Counselor Rev. Charles Graves
Chief Engineer Italo Martino

W N B C

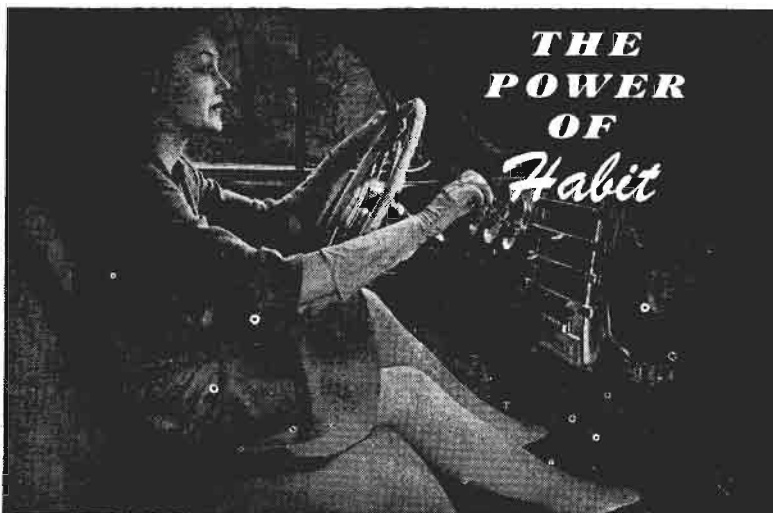
HARTFORD—EST. 1935
BLUE NETWORK

Frequency: 1410 Kc. Power: 5000 Watts
Owned-Operated By State Broadcasting Corporation

Address 54 Pratt St. (Hartford)
Phone Number Hartford 7-9131
Transmitter Location Newington, Conn.
Time on the Air: 6:45 a.m. to 12 midnight; Sundays, 8 a.m. to 12 midnight
News Service UP
Transcription Service Standard Radio
Representative Headley-Reed Company

Personnel

President Patrick J. Goode
Vice-President Harold A. Lafound
General Manager Richard W. Davis
Sales Promotion, Production and Program Director Ralph Kanna
Commercial Manager Laurence C. Edwards
Publicity Director Milt Berkowitz
Musical Director Maurice Sechtman
Chief Announcer Dick Bronson
Chief Engineer Rogers B. Holt



Practically every action involved in driving your car is a habit. You don't really think about it. You do it automatically.

The people of Southern New England have developed a habit, too. It's the habit of listening regularly to WTIC, the station that has always satisfied their desire for the best in radio fare. The wise national advertiser can immediately recognize the importance of this habit. It means that his sales message over WTIC will reach a con-

stant and attentive audience... an audience possessing a buying income that is 50% greater than the average for the entire United States.

Get into the habit of using WTIC. It's a sure way to create a swift and healthy sales response to your advertising message in the wealthy Southern New England market.

IN SOUTHERN NEW ENGLAND

PEOPLE ARE IN THE *Habit* OF LISTENING TO WTIC



DIRECT ROUTE TO AMERICA'S NO. 1 MARKET

The Travelers Broadcasting Service Corporation

Member of NBC and New England Regional Network

Represented by WEED & COMPANY, New York, Boston, Chicago, Detroit, San Francisco and Hollywood

W T H T

HARTFORD—EST. 1936

MUTUAL BROADCASTING SYSTEM
YANKEE NETWORK

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By.....Hartford Times, Inc.
Address 983 Main St.
Phone Number 2-0237
Transmitter Location..... 983 Main St.
Time on the Air: 6:45 a.m. to 12:05 a.m.; Sun-
days, 8 a.m. to 12 midnight
Newspaper Affiliation.....Hartford Times
News Service..... AP
Transcription Service.....Lang-Worth
and Standard
Representative.....J. P. McKinney & Son

Personnel

President Francis S. Murphy
Station Manager..... C. Grover DeLaney
Sales Manager..... F. E. Beiber
Program Director..... Robert Gillespie
Musical Director..... Charlotte Anderson
Publicity Director..... Sereno B. Gammell
Chief Announcer..... Joseph Girard
Chief Engineer..... Charles S. Masini
Director of War Programs..... Una King

W T I C

HARTFORD—EST. 1925

NBC—NEW ENGLAND REGIONAL NETWORK

Frequency: 1080 Kc. Power: 50,000 Watts
Owned-Operated By....The Travelers Broad-
casting Service Corporation
Address.....26 Grove Street
Phone Number..... 2-3181
Transmitter Location..... Avon, Connecticut
Time on the Air: 6 a.m. to 1 a.m.; Sundays,
8 a.m. to 1 a.m.
News Service AP; INS; Transradio
Transcription Service World Broadcasting
System; Lang-Worth Feature Programs;
BMI Bonus Transcriptions
Representative Weed & Company

Personnel

Station Manager..... P. W. Morency
Sales Manager Walter Johnson
Sales Promotion Manager..... J. F. Clancy
Production Manager..... Paul Lucas
Chief Announcer..... Bernard Mullins
News Editor..... Tom Eaton
Transcription Librarian..... Larry Kenfield
Music Librarian..... Margaret Grady
Musical Director..... Moshe Paranov
Plant Manager..... H. D. Taylor

W E L I

NEW HAVEN—EST. 1935

BLUE NETWORK—CONNECTICUT STATE
NETWORK

Frequency: 960 Kc. Power: 1,000 d.; 500 n.
Owned-Operated By.....City Broadcasting
Corporation
Address 221 Orange Street
Phone Number..... 8-1133
Transmitter Location..... Hamden, Conn.
Time on the Air: 6 a.m. to 1 a.m.
News Service..... UP
Transcription Service..... World Broadcasting
System Library

Personnel

President Patrick J. Goode
Manager..... Dewey H. Long
Assistant Manager..... Clair H. Shadwell
Program Director..... Marion J. Reynolds
Commercial and Sales Promotion
Manager..... Ed. J. Harvey
Chief Engineer..... Fred T. King
Production Manager and Chief
Announcer..... Clair H. Shadwell

W N L C

NEW LONDON—EST. 1936

MUTUAL BROADCASTING SYSTEM—YANKEE
NETWORK

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By.....Thames Broadcasting
Corporation
Address.....Mohican Hotel,
281 State Street
Phone Number New London 4900
Transmitter Location..... Winthrop Point
Time on the Air: 7:30 a.m. to 12 midnight;
Sundays, 8:30 a.m. to 12:15 a.m.
Representative.....Headley-Reed Company

Personnel

President R. L. Morey
Station Manager and
Program Director..... G. J. Morey
Commercial and Advertising
Manager..... Ivon B. Newman
Publicity Director..... I. B. Newman
Chief Engineer..... G. J. Morey

**OVER
250,000
SOUTHWESTERN
CONNECTICUT
NEIGHBORS
LISTEN TO
AND RELY ON**

“Their Neighborhood Station”

WSRR

1400 KC • BLUE NET • 250 WATTS

STAMFORD, CONNECTICUT

Represented Nationally by
HELEN WOOD, 551 Fifth Avenue, New York City
In Boston by BERTHA BANNAN

WSRR

STAMFORD—EST. 1941

BLUE NETWORK—CONNECTICUT STATE NETWORK

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By: Stephen R. Rintoul
 Address: 270 Atlantic St.
 Phone Number: 4-7575
 Transmitter Location: Lindstrom Rd., Shippan Point, Conn.
 Time on the Air: 7 a.m. to 11 p.m.
 News Service: UP
 Transcription Service: World Broadcasting System
 Representatives: Bertha Bannan, Helen Wood

Personnel

Owner: Stephen R. Rintoul
 Station Manager: Harold H. Meyer
 Sales Manager: Julian Schwartz
 Sales Promotion Manager: K. MacEwen
 Program Director: John Newhouse
 Production Manager and Chief Announcer: Lee Smith
 Publicity Director: D. Hay
 Chief Engineer: Edward Markman
 Artists Bureau and Musical Director: Warren Saunders

WATR

WATERBURY—EST. 1934

MUTUAL—CONNECTICUT STATE NETWORK YANKEE

Frequency: 1320 Kc. Power: 1000 Watts
 Owned-Operated By: Harold Thomas
 Address: 71 Grand St.
 Phone Number: 3-5161
 Transmitter Location: Baldwin Avenue
 Time on the Air: 7:30 a.m. to 12 midnight
 News Service: Transradio
 Representative: Wm. G. Rambeau Co.

Personnel

President-Station Manager: Harold Thomas
 Commercial & Advertising: Sam Elman
 Program Director: James Parker
 Chief Announcer: John Lotas
 Publicity Director: Herb Tilley
 Musical Director: Edith Sacco
 Chief Engineer: Harold Thomas

WBRY

WATERBURY—EST. 1934

CBS

Frequency: 1590 Kc. Power: 1000 Watts
 Owned-Operated By: American Republican, Inc.
 Address: 136 Grand St.
 Phone Number: 3-1125
 Transmitter Location: Boyden Street
 Time on the Air: 8 a.m. to 12 midnight
 Newspaper Affiliation: Waterbury American; Waterbury Republican
 News Service: AP
 Transcription Service: NBC Thesaurus
 Representative: Joseph Hershey McGillvra

Personnel

President: W. J. Pape
 Station and Commercial Manager: E. J. Frey
 Program Director: Walter Howard
 Publicity Director: E. Christy Erk
 Musical Director: Waldo S. Newberry
 Chief Engineer: Frank Hales



NEWS FOR RADIO

is available exclusively through

PRESS ASSOCIATION, INC.

50 ROCKEFELLER PLAZA
 NEW YORK, N. Y.

DELAWARE

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 233-286

WDEL

WILMINGTON—EST. 1922

NBC

MASON-DIXON GROUP

Frequency: 1150 Kc.Power: 5000 Watts
Owned-Operated By.....WDEL, Inc.
Address.....10th & King Sts.
Phone Number.....7268
Transmitter Location...Governor Printz Blvd.
Time on the Air.....6 a.m. to 1 a.m.
News ServiceUP
Transcription Service.....NBC Thesaurus
RepresentativePaul H. Raymer Co.

Personnel

Station Executive.....Clair R. McCollough
Station Manager and
Commercial Manager.....J. Gorman Walsh
National Sales Manager.....J. Robert Gulick
Program Manager.....Harvey Smith
Technical Director.....J. E. Mathiot

WILM

WILMINGTON—EST. 1922

MUTUAL BROADCASTING SYSTEM

MASON-DIXON GROUP

Frequency: 1450 Kc.Power: 250 Watts
Owned-Operated By Delaware Broadcasting
Co.
Address920 King St.
Phone Number7268
Transmitter Location...35th St. & Bellevue Ave.
Time on the Air.....7 a.m. to 1 a.m.
News Service.....UP
Transcription Service....NBC Thesaurus
RepresentativePaul H. Raymer Co.

Personnel

Station Executive.....Clair R. McCollough
Station and Commercial
Manager.....J. Gorman Walsh
National Sales Manager.....J. Robert Gulick
Program DirectorWilliam Drury
Chief Engineer.....J. E. Mathiot

WDEL

**WILMINGTON
DELAWARE**

**5000 WATTS
DAY & NIGHT**

Your dollars
are profitably
spent on this
vital station

Its rich, diversified mar-
ket includes: Delaware,
Southern New Jersey,
parts of Pennsylvania,
Maryland and Virginia.
Representative: RAYMER

NBC Basic Network

DISTRICT OF COLUMBIA

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 233-286

WINX

WASHINGTON, D. C.—EST. 1940

Frequency: 1340 Kc. Power: 250 Watts
Owned and Operated By . . . Lawrence J. Heller
Address 8th & Eye Sts., N.W.
Phone Number Republic 8000
Time on the Air: 6:00 a.m. to 1:00 a.m.; 7:00
a.m. to 1:00 a.m. Sun.

News Service INS, AP
Transcription Service Standard Radio,
Langworth and Associated

Personnel

President Lawrence J. Heller
Station Manager Robert L. Kaufman
Commercial Manager Norman Weill
Program Director Richard Barr
Sales Promotion Director Paul L. Heller
Chief Announcer Larry Carl
Musical Director Tommy Johnson
Chief Engineer Ralph E. Cannon, Jr.

WOL

WASHINGTON, D. C.—EST. 1928
MUTUAL BROADCASTING SYSTEM

Frequency: 1260 Kc. Power: 1000 Watts
Owned-Operated By . . . American Broadcasting
Company

Address 1627 K Street, N.W.
Phone Number Metropolitan 0010
Transmitter Location Chillum, Maryland
Time on the Air 24 hours daily
News Service Transradio; UP
Transcription Service Lang-Worth; Standard
Radio; Associated Transcription Service;
MacGregor
Representative Spot Sales, Inc.

Personnel

President Helen S. Mark
General Manager W. B. Dolph
Sales Manager Henry V. Seay
Publicity-Sales Promotion
Manager Charles Zurhorst

W M A L

WASHINGTON, D. C.—EST. 1926

BLUE NETWORK

Frequency: 630 Kc. Power: 5000 Watts
Owned & Operated By . . . The Evening Star
Broadcasting Co.

Address 724-14th St., N.W.
Phone Number National 5400
Transmitter Location Cedar Lane, Bethesda,
Md.

Time on the Air: 6 a.m. to 1 a.m.; Sundays,
8 a.m. to midnight

Newspaper Affiliation . . . Washington Evening
Star

News Service AP; UP
Transcription Service NBC Thesaurus;
Standard Radio

Representative Blue Network Spot Sales

Personnel

General Manager K. H. Berkeley
Assistant General Manager and Commercial
Manager Ben B. Baylor, Jr.
Sales Promotion Manager Sam Digges
Publicity Director Byron Rash
Program Director John R. Edmunds
Musical Director Sidney
Production Manager Gordon Hubbel
Chief Engineer Dan Hunter

In the Spotlight
24 Hours a Day!



Washington's Only 24 Hour Station
1000 WATTS ☆ 1260 KC.

AFFILIATED WITH
MUTUAL BROADCASTING SYSTEM

. . . DISTRICT OF COLUMBIA . . .

Program Director..... Madeline Ensign
 Production Manager..... Jay Caldwell
 Traffic Manager..... Lillian Ruppert
 Continuity Director..... Martha Cram
 Musical Director..... Helen Yort
 Chief Engineer..... H. H. Lyon

W R C

WASHINGTON, D. C.—EST. 1923
NATIONAL BROADCASTING CO.

Frequency: 980 Kc. Power: 5000 Watts
 Owned-Operated By National Broadcasting
 Company
 Address 724 14th St., N. W.
 Phone Number..... Republic 4000
 Transmitter Location RFD No. 1, Hyattsville,
 Maryland
 Time on the Air: 6 a.m. to 1 a.m.; Sundays,
 8 a.m. to 1 a.m.
 News Service AP; INS; UP
 and Washington City News Service
 Transcription Service..... NBC Thesaurus,
 Associated, Standard
 Representative National Broadcasting Co.

Personnel

President..... Niles Trammell
 Vice-President Frank M. Russell
 Station Manager..... Carleton D. Smith
 Commercial Manager..... Mahlon A. Glascock
 Sales Promotion Manager..... Neal Hathaway
 Publicity Director..... Thomas E. Knode
 Chief Announcer..... Donald Fischer
 Production-Program Director..... Fred Shawn
 Musical Director..... Fritz Balzer
 Chief Engineer..... Donald Cooper

W T O P

WASHINGTON—EST. 1928
COLUMBIA BROADCASTING SYSTEM

Frequency: 1500 Kc. Power: 50,000 Watts
 Owned-Operated By Columbia Broadcasting
 System
 Address 817 Earle Bldg.
 Phone Number..... Metropolitan 3200
 Transmitter Location..... Wheaton, Md.
 Time on the Air: 5:45 a.m. to 1:05 a.m.; Sun-
 days, 7:30 a.m. to 1:15 a.m.
 News Service..... AP; UP
 and Washington City News Service
 Transcription Service..... World Broadcasting
 System; Langworth
 Representative Radio Sales

Personnel

Director..... E. H. Gammons
 Commercial Manager..... William D. Murdock
 General Manager..... Carl Burkland
 Sales Promotion Director..... Howard Stanley

Program Director..... Martin D. Wickett
 War Program Director..... Elinor Lee
 Chief Announcer..... Gunnar Back
 Director of Press Information..... Howard Stanley
 Musical Director..... Paul Kain
 Production Manager..... Bailey Axton
 Chief Engineer..... Clyde Hunt

W W D C

WASHINGTON, D. C.—EST. 1941
ATLANTIC COAST NETWORK

Frequency: 1450 Kc. Power: 250 (100 w. booster)
 Owned-Operated By Capitol Broadcasting Co.
 Address 1000 Connecticut Ave.
 Phone Number National 7203
 Transmitter Location..... 61 Pierce St., N.E.
 Time on the Air: 6:00 a.m. to 12:00 midnight;
 Sundays, 8:00 a.m. to 12:00 midnight
 News Service AP
 Transcription Service..... NBC Thesaurus
 Representative..... Weed & Co.

Personnel

President..... Joseph Katz
 Station Manager..... G. Bennett Larson
 Commercial Manager..... Ben Strouse
 Sales Promotion..... Belmont M. VerStandig
 Program Director..... Norman Reed
 Publicity Director..... Dave Herman
 Chief Announcer..... Norman Reed
 Musical Director..... Leonard Friendly
 Chief Engineer..... Ross H. Belville

PA THE PACEMAKER

PA

with **AP** news
for radio

FLORIDA

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 233-286

W M F J

DAYTONA BEACH—EST. 1935

BLUE NETWORK

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By:

Lt. Comm. W. Wright Esch, USNR

Address 126½ Magnolia Ave.

Phone Number 51

Transmitter Location 126½ Magnolia Ave.

Time on the Air Unlimited license

News Service AP

Transcription Service NBC Thesaurus

Personnel

Owner Lt. Comm W. Wright Esch, USNR

General Manager Billee B. Esch

Station Manager Ray Clancy

W A A C

FORT MYERS—EST. 1940

COLUMBIA BROADCASTING SYSTEM

KEYSTONE BROADCASTING SYSTEM

Frequency: 1240 Kc. Power: 250 Watts

Owned-Operated By Fort Myers Broad-
casting Co.

Address 51 East First St.

Phone Number 818

Transmitter Location 51 East First St.

Time on the Air 7 a.m. to 12:00 midnight

Transcription Service Associated Music

Publishers

Personnel

President Ronald B. Woodyard

Vice-President R. B. Martinn

General Manager J. P. Turner

W F T L

FORT LAUDERDALE—EST. 1939

MUTUAL BROADCASTING SYSTEM

Frequency: 710 Kc. Power: 10,000 Watts

Owned by Ralph A. Horton

Operated by Radio Station WFTL

Address 1605 Biscayne Blvd., Miami

Studio Address 2700 S. Andrews Ave.

Phone Number:

1-300 Ft. Lauderdale, 9-2401 Miami

Transmitter Location: 9 miles west of Ft. Lau-
derdale

Time on the Air Unlimited license

News Service AP

Transcription Service NBC Thesaurus

Personnel

Owner Ralph A. Horton

General Manager S. A. Vetter

W J A X

JACKSONVILLE—EST. 1925

NATIONAL BROADCASTING CO.

Frequency: 930 Kc. Power: 5000 d.; 1000 n.

Owned. Operated By City of Jacksonville, Fla.

Address City Hall, Forsyth and Ocean Sts.

Phone Number 5-5821

Transmitter Location Hyde Park Country Club

Time on the Air 6 a.m. to 1 a.m.

News Service AP

Transcription Service NBC Thesaurus

and Associated

Representative John Blair & Co.,

Harry Cummings

Personnel

Commissioner in Charge Thos. C. Imeson

Station Manager and Chief

Engineer John T. Hopkins, III

Program Director Evelyn Boote

Production Manager Harry A. Cole

W J A X
JACKSONVILLE, FLORIDA

THE
MUNICIPAL
BROADCASTING
STATION

NBC
RED NETWORK

930 Kc.—Maximum Power 5000 Watts

Phone Jacksonville 5-5821

Representatives

John Blair & Co., New York, Chicago

Detroit and West Coast

H. E. Cummings, Southeast

Barnett Bank Bldg.

Jacksonville, Fla.

Phone 30381

★ **WKAT** ★

MIAMI BEACH

FLORIDA

The Station With
TWO *Markets!*

1. HOME FRONT CIVILIANS TAKING TIME OUT FROM THEIR WAR ACTIVITY — WITH MONEY TO SPEND.
2. ONE OF THE COUNTRY'S LARGEST ARMY AIR CORPS UNITS REPRESENTING EVERY STATE . . . POTENTIAL BUYERS NOW AND AFTER VICTORY.

1360 Kc. **WKAT** 1000 W.

BLUE NETWORK

"The Nation's Playground Is Now the Nation's Warground"

WRUF

GAINESVILLE—EST. 1928

MUTUAL BROADCASTING SYSTEM
FLORIDA MUTUAL NETWORK

Frequency: 850 Kc. Power: 5,000 Watts
Owned by State of Florida
Operated by University of Florida
Address University of Florida
Phone Number 1000, Branch 55
Transmitter Location Campus, University of Florida

Time on the Air Limited to Sunset in Denver, Colo.

News Service UP
Transcription Service World Broadcasting System, Langworth
Representative Burn-Smith Co., Inc.

Personnel

Director Garland Powell
Commercial Manager S. L. Miller
Sales Promotion Manager Rem James
Program Director Marion Morris
Chief Announcer Guy Hamilton
Musical Director Helen Edwards
Chief Engineer Dr. Palmer Craig
Director of War Programs Dave Martin

WJHP

JACKSONVILLE—EST. 1940

BLUE NETWORK

Frequency: 1320 Kc. Power: 250 Watts
Owned-Operated By The Metropolis Co.
Address 500 Laura St.
Phone Number 5-7610
Transmitter Location Reed and Alamo Sts.
Time on the Air 6 a.m. to 12 Midnight
Newspaper Affiliation Jacksonville Journal
News Service UP
Transcription Service Lang-Worth
Representative John H. Perry Associates

Personnel

Owner John H. Perry
Station Manager Wallace A. Walker
Sales Manager I. M. Koger
Program Director Harry Moreland
Chief Engineer B. Hayford

WMBR

JACKSONVILLE—EST. 1934

COLUMBIA BROADCASTING SYSTEM

Frequency: 1400 Kc. Power: 250 Watts
Owned, Operated By Florida Broadcasting Company

Address 118 West Adams St.
Phone Number 5-4387
Transmitter Location Vines and Mass. Ave.
Time on the Air 6:00 a.m. to 12:00 midnight

News Service UP
Transcription Service World and Lang-Worth
Representative Weed & Co.

Personnel

President-Station Manager Frank King
Commercial-Sales Promotion Manager Glenn Marshall, Jr.
Program Director D. S. Mathis
Chief Announcer Gene Hill
Chief Engineer E. B. Vordermark

WPDQ

JACKSONVILLE—EST. 1942

MUTUAL BROADCASTING SYSTEM
FLORIDA MUTUAL GROUP

Frequency: 1270 Kc. Power: 5000 Watts
Owned-Operated By:

Jacksonville Broadcasting Corp.
Address Gulf Life Bldg.
Phone Number 5-6781
Transmitter Location Seven miles west of Jacksonville on Lenox Ave.
Time on the Air 6:29 a.m. to 12:05 a.m.
News Service AP
Transcription Service Standard
Representative George P. Hollingbery Co.

Personnel

President James R. Stockton
Station Manager Robert R. Feagin
Commercial and Sales
Promotion Manager Frank Taylor, Jr.
Program Director Bernie Adams
Production Manager and
Chief Announcer Bob Truere
Publicity Director Virginia Mann
Chief Engineer James R. Donovan

WLA K

LAKELAND—EST. 1936

NATIONAL BROADCASTING CO.
ORANGE NETWORK

Frequency: 1340 Kc. Power: 250 Watts
Owned, Operated By Lake Region Broadcasting Co.

Address 1412 East Lime St.
Phone Number 2127
Transmitter Location 1412 East Lime St.
Time on the Air 6:45 a.m. to midnight
News Service UP
Representative John E. Pearson Co.

Personnel

President and Station Manager S. O. Ward
Commercial Manager Powell Adams
Program Director Nancy Hill
Chief Announcer-Musical
Director, Engineer Wm. P. Lee

WIOD

MIAMI—EST. 1926

NATIONAL BROADCASTING CO.

Frequency: 610 Kc.....Power: 5000 Watts
 Owned-Operated By...Isle of Dreams Broad-
 casting Corporation
 Business Address.....600 Biscayne Blvd.
 Phone Number.....3-6444
 Studio Address.....600 Biscayne Blvd.
 Transmitter Location.....Cameo Island
 Time on the Air.....Unlimited License
 Newspaper Affiliation.....Miami Daily News
 News Service.....AP, INS, UP
 Transcription Service.....Standard Radio:
 Associated Music Publishers
 Representative...George P. Hollingbery Co.:
 Harry S. Cummings

Personnel

President.....D. J. Mahoney
 General Manager.....James M. Legate
 Commercial Manager.....T. O. McCullough
 Promotion Manager.....Frank Mallants
 Production Manager.....Roy Verret
 Program Director.....Robert Fidler
 Musical Director.....Earle Barr Hanson
 Chief Studio Engineer.....Wilton R. Chiles

WQAM

MIAMI—EST. 1921

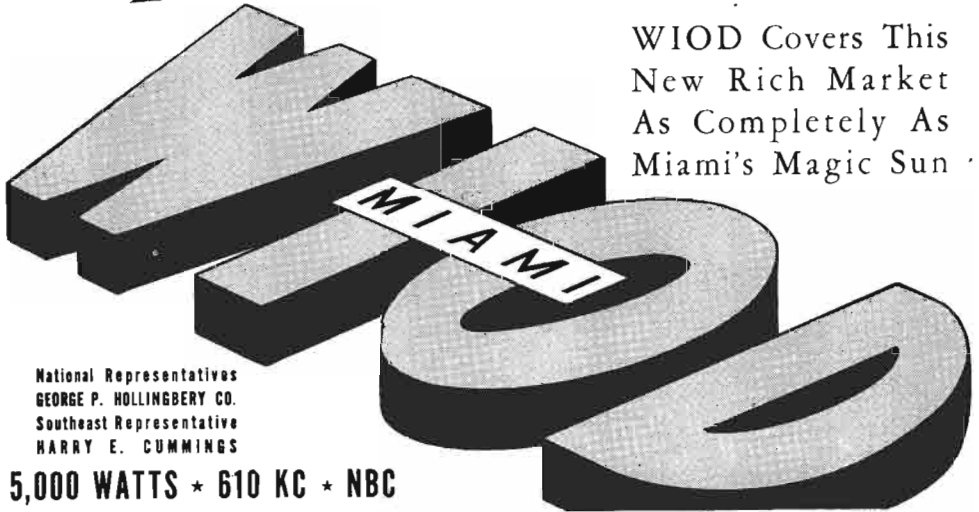
COLUMBIA BROADCASTING SYSTEM

Frequency: 560 Kc.....Power: 5000 Watts d.
 1000 Watts, n
 Owned-Operated....Miami Broadcasting Co.
 Address.....327-329 NE First Ave.
 Phone Number.....26121
 Transmitter Location....1425 NE Bayshore Pl.
 Time on the Air.....6:30 a.m. to 1:05 a.m.
 News Service.....UP
 Transcription Service....World Broadcasting
 System
 Representative.....John Blair & Co.

Personnel

President and Commercial Manager
 Fred W. Borton
 Station Manager.....F. W. Mizer
 Promotion and Publicity
 Manager.....Norman MacKay
 Program Manager.....Hazel McGuire
 Chief Engineer.....James Burke, Jr.

Miami



WIOD Covers This
 New Rich Market
 As Completely As
 Miami's Magic Sun

National Representatives
 GEORGE P. HOLLINGBERY CO.
 Southeast Representative
 HARRY E. CUMMINGS

5,000 WATTS * 610 KC * NBC

W K A T

MIAMI BEACH—EST. 1937

BLUE NETWORK

Frequency: 1360 Kc. Power: 1000 Watts
 Owned-Operated By: A. Frank Katzentine
 Address: 1759 N. Bay Rd.
 Phone Number: 5-7471
 Transmitter Location: 1759 N. Bay Rd.
 Time on the Air: 6:30 a.m. to 12 midnight
 News Service: Reuters; UP
 Transcription Service: AMP
 Representative: Spot Sales, Inc.

Personnel

Owner: A. Frank Katzentine
 General Manager and
 Program Director: John C. McCloy
 Commercial and Sales Promotion
 Manager: Alex Campbell, Jr.
 Business Manager: C. A. Wampler
 War Program Director and
 Production Manager: Sam Parker
 Publicity Director: Madelaine Fullman
 Musical Director: Betty Lee Taylor
 Engineers: Tom Magee, Arthur Smith
 (See Page 390)

W T M C

OCALA—EST. 1939

BLUE NETWORK

KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By: Ocala Broadcasting Co.
 Address: P.O. Box 831
 Phone Number: 128; 129
 Studio Address: 1 Broadcast Place
 Transmitter Location: 1 Broadcast Place
 Time on the Air: 7:00 a.m. to 11:00 p.m.
 Newspaper Affiliation: John H. Perry
 Newspapers
 News Service: UP
 Transcription Service: Keystone, Standard
 Representative: John H. Perry Associates

Personnel

President: John H. Perry
 Station and Commercial
 Manager: T. S. Gilchrist, Jr.
 Program Director: Wilma Drum
 Chief Engineers: Beecher Hayford,
 Joyce Dice

W D B O

ORLANDO—EST. 1924

COLUMBIA BROADCASTING SYSTEM

FLORIDA NETWORK

Frequency: 580 Kc. Power: 5000 Watts
 Owned-Operated By: Orlando Broadcasting
 Co., Inc.
 Business Address: 563 N. Orange Ave.
 Phone Number: 6181

Transmitter Location: Dubsread Country Club
 Time on the Air: 24 hours daily
 News Service: UP
 Transcription Service: World Broadcasting
 System
 Representatives: John Blair & Co. and
 Harry E. Cummings

Personnel

President-Station Manager
 Col. George C. Johnston
 National Sales-Sales Promotion Manager
 W. G. McBride
 Program Director: Violet D. Osborne
 Publicity Director: Rosalind Boggs
 Local Advertising Manager: J. M. Pedrick
 Musical Director: Dorothy Morton Parks
 Chief Engineer: J. E. Yarbrough

W L O F

ORLANDO—EST. 1940

BLUE NETWORK

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By: Hazlewood, Inc.
 Business Address: P. O. Box 1991
 Phone Number: 8163-8164
 Studio Address: Angebilt Hotel
 Transmitter Location: Near Orlando
 Time on the Air: 7:00 a.m. to 12:00 midnight
 News Service: INS
 Transcription Service: NBC Thesaurus
 Representative: Burn-Smith Co., Inc.;
 Frank Cook

Personnel

General Manager: Victor Buisset

W W P G

PALM BEACH—EST. 1941

BLUE NETWORK—MUTUAL BROADCASTING
 SYSTEM

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By: Palm Beach
 Broadcasting Corp.
 Business Address: South Ocean Blvd.
 Phone Number: West Palm Beach 21515,
 Lake Worth 500
 Transmitter Location: South Ocean Blvd.
 Time on the Air: 7:00 a.m. to Midnight
 News Service: AP
 Transcription Service: Lang-Worth

Personnel

President: Charles E. Davis
 Station Manager: M. J. McDaniel
 Chief Engineer: Paul McGinty

W D L P

PANAMA CITY—EST. 1940

KEYSTONE BROADCASTING SYSTEM

Frequency: 1230 Kc. Power: 250 Watts

Owned-Operated By.....Panama City Broad-
 casting Co., Inc.
 Address.....First and Mercer Sts.
 Phone Number.....777
 Transmitter Location.....First and Mercer Sts.
 Time on the Air.....7:00 a.m. to 9:05 p.m.
 News Service.....UP
 Transcription Service.....Standard Radio;
 Keystone Broadcasting System
 Representative.....John H. Perry Associates

Personnel

President.....John H. Perry
 Station Manager.....Byron Hayford
 Chief Engineer.....Beecher Hayford

W C O A

PENSACOLA—EST. 1926

NATIONAL BROADCASTING CO.

Frequency: 1370 Kc.....Power 1000 d.; 500 n.
 Owned-Operated By.....Pensacola Broadcasting
 Company
 Address.....P. O. Box 1669
 Phone Number.....4111
 Transmitter Location.....Pensacola Bay Bridge
 Time on the Air.....17 hours daily
 Newspaper Affiliation.....Pensacola News-
 Journal
 News Service.....UP
 Transcription Service.....Associated Music
 Publishers
 Representative.....John H. Perry Associates

Personnel

President.....John H. Perry
 General and Commercial
 Manager.....Jack Rathbun

W F O Y

COLUMBIA BROADCASTING SYSTEM

FLORIDA BROADCASTING SYSTEM

ST. AUGUSTINE—EST. 1936

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....Fountain of Youth
 Broadcasting Co.
 Address.....Fountain of Youth Park
 Phone Number.....1622
 Transmitter Location.....Fountain of Youth
 Gardens
 Time on the Air.....6:30 a.m. to 12:05 a.m.
 News Service.....UP
 Representative.....Weed & Co.

Personnel

President.....Glenn Marshall, Jr.
 Secretary-Treasurer.....Frank King
 General Manager.....J. Allen Brown
 Sales and Sales Promotion
 Manager.....J. Allen Brown
 Publicity Director.....Ann Bernice Nachtmann
 Program Director.....(Miss) Frankie
 Collyer Walker
 Chief Engineer.....Pat Bernhard

W S U N

ST. PETERSBURG—EST. 1927

BLUE NETWORK

Frequency: 620 Kc.....Power: 5000 Wat
 Owned-Operated By.....City of St. Petersburg,
 Address.....Municipal Pier
 Phone Number.....4747-4748
 Transmitter Location.....Bayview near Tampa.
 Time on the Air.....24 hours daily
 News Service.....UP
 Transcription Service.....Associated Music
 Representative.....Weed & Company

Personnel

Station Manager.....Norman E. Brown
 Commercial Manager.....Vera M. New
 Sales Promotion Manager.....Norman E. Brown
 Program Director-Engineer.....Louis J. Link
 Production Manager.....Beth McNeely
 Public Relations Director.....Joe Frohock
 Musical Director.....Edith Sexton

W T S P

ST. PETERSBURG—EST. 1939

MUTUAL BROADCASTING SYSTEM

FLORIDA MUTUAL NETWORK

Frequency: 1380 Kc.....Power 1000 d.; 500 n.
 Owned-Operated By.....Pinellas Broadcasting Co.
 Address.....470 First Avenue South
 Phone Number.....8108
 Transmitter Location.....35th Ave. and 4th St.,
 North
 Time on the Air.....6:55 a.m. to midnight,
 Sundays, 7:30 a.m. to 12 midnight
 Newspaper Affiliation.....St. Petersburg Times
 News Service.....UP and INS
 Representative.....Joseph Hershey McGillvra

Personnel

President.....Nelson P. Poynter
 Station Manager.....Lex Herron
 Traffic and Publicity
 Manager.....Jean Allyn
 Sales Promotion and
 Program Director.....L. H. Falconnier

W S P B

SARASOTA—EST. 1939

COLUMBIA BROADCASTING SYSTEM

KEYSTONE BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....WSPB, Inc.
 Business Address.....P. O. Box 1110
 Phone Number.....2111-2110
 Studio Address.....City Island, Sarasota
 Time on the Air.....16 hours daily
 News Service.....UP
 Transcription Service.....World Broadcasting;
 Keystone Broadcasting System

Personnel

President.....R. C. Jones, Jr.
 Station Manager.....John Browning
 Program Director.....Mrs. John B. Browning
 Chief Announcer.....John A. Buning
 Chief Engineer.....Bill Sheetz

W T A L

TALLAHASSEE—EST. 1935

KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc. Power: 250 d.; 100 n.
 Owned-Operated
 By.....Capitol City Broadcasting Corp.
 Address.....Thomasville Highway
 Phone Number.....2160; 2161-W
 Time on the Air.....8:00 a.m. to 9 p.m.
 News Service.....UP
 Transcription Service.....BMI; Keystone

Personnel

President.....Mrs. John H. Phiffs
 Station Manager.....Mrs. Teresa M. Myers

W D A E

TAMPA—EST. 1922

COLUMBIA BROADCASTING SYSTEM
 FLORIDA BROADCASTING SYSTEM

Frequency: 1250 Kc. Power: 5000 Watts
 Owned-Operated By.....Tampa Times Company
 Business Address.....Tampa Terrace Hotel
 Phone Number.....M 1818
 Studio Address.....Tampa Terrace Hotel
 Transmitter Location.....Forest Hills Country
 Club Area
 Time on the Air.....7:00 a.m. to 12:05 a.m.
 Newspaper Affiliation.....Tampa Daily Times
 News Service.....AP
 Transcription Service.....World Broadcasting
 Representative.....The Katz Agency

Personnel

President.....David E. Smiley
 Sales Promotion.....Carl P. Oswald
 Station Manager.....L. S. Mitchell
 Chief Engineer.....William Pharr Moore

W F L A

TAMPA—EST. 1925

NATIONAL BROADCASTING CO.

Frequency: 970 Kc. Power: 5000 d.; 1000 n.
 Owned-Operated By.....Tampa Tribune
 Address.....Seminole Bldg.
 Phone Number.....Tampa H 1828-1829
 Transmitter Location: East Entrance, Davis
 Causeway, Columbus Drive
 Time on the Air: 6:45 a.m. to 12:05 a.m.; 7:30
 a.m. to 12:05 a.m. Sunday

Newspaper Affiliation.....Tampa Tribune
 News Service.....UP
 Transcription Service.....NBC Thesaurus;
 C. P. MacGregor, Standard and Lang-Worth
 Representative.....John Blair & Co.;
 Harry Cummings

Personnel

Station Manager.....W. Walter Tison
 Local Sales Manager.....Bert Arnold
 Production Manager.....Paul M. Jones
 Musical Director.....Frank Grasso
 Chief Engineer.....Joe Mitchell
 Director of War Programs.....Barbara San

W J N O

WEST PALM BEACH—EST. 1936

COLUMBIA BROADCASTING SYSTEM

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By.....WJNO, Inc.
 Business Address.....P. O. Box 189
 Phone Number.....3638
 Transmitter Location.....1415 Okeechobee Rd.
 Time on the Air.....6:30 a.m. to 12 midnight
 News Service.....UP
 Transcription Service.....NBC Thesaurus,
 C. P. MacGregor
 Representative.....Radio Advertising Co.

Personnel

Owner.....Marshall Heminway
 General Manager.....Stephen Willis
 Program Director.....Larry Roller
 Chief Engineer.....E. Whitt MacDowell

PA

SET THE PACE
 THREE YEARS
 AGO

with the first,
 regular 24-hour
 radio news wire

Albany + 6.7%
Atlanta + 9.6%
Columbus + 25.6%

TABLE 2.—METRO POPULATION

Metropolitan County	1940	1943	Change	Per cent
Albany	10,000	10,670	670	6.7
Atlanta	100,000	109,600	9,600	9.6
Columbus	100,000	125,600	25,600	25.6

U. S. BUREAU OF CENSUS
 Report on
 SHIFT IN POPULATIONS
 Metropolitan Counties

Marching ^{To} Through Georgia!

Eighty years after Sherman's famous "March to the Sea", another army is marching on Georgia. This time, however, they've marched TO Georgia rather than THROUGH Georgia.

This is an army of men and women who have come to Georgia's Cities to take jobs in Georgia's industries. They like Georgia,—its climate, its people, its working conditions—and when the war is over, they're going to stay in Georgia!

The phenomenal increase in population of Georgia Cities is shown by the U. S. Bureau of Census report on changes in civilian population of metropolitan Counties, between April 1st, 1940, and March 1st, 1943, based on actual registrations for Ration Book Two.

While many American cities were showing a net loss in population, due to loss of men and women to the Armed Services—Atlanta, Albany and Columbus all showed large net gains. Bear in mind that this covers *civilian* population alone, and does not take into consideration the hundreds of thousands of soldiers sta-

tioned in Georgia, whose purchases go to swell Georgia's ever-mounting total of retail sales.

Now's the time to sell your product in Georgia's prosperous *urban* markets. In making up your list, pick stations that give you *concentrated coverage* in Georgia's Cities, where the pay-toll dollars are.

WATL
ATLANTA
 1400 KC • MBS

WXCZ
COLUMBUS
 1230 KC CBS

WGPC
ALBANY
 1450 KC CBS

Represented by SPOT SALES, Inc.

GEORGIA BROADCASTING COMPANY, INC.

GEORGIA

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 233-286

W A L B

ALBANY—EST. 1941

MUTUAL BROADCASTING SYSTEM

Frequency: 1590 Kc. Power: 1000 Watts
Owned-Operated By...Herald Publishing Co.
Address Albany, Ga.
Phone Number..... 1590
Transmitter Location..... Leesburg Road
Time on the Air..... 6:55 a.m. to 10:15 p.m.
Newspaper Affiliation..... Albany Herald
News Service..... AP
Transcription Service..... Associated Music Publishers
Representative..... Burn-Smith Co.; Frank Cook

Personnel

President H. T. McIntosh
General Manager..... Roger Van Duzer
Commercial Manager..... J. D. Porter
Promotion Director..... J. D. Porter
Chief Engineer..... DeForest T. Layton
Chief Announcer Robert Oswald

W G P C

ALBANY—EST. 1933

COLUMBIA BROADCASTING SYSTEM
GEORGIA BROADCASTING SYSTEM

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By... Albany Broadcasting Co.
Address..... 125½ N. Jackson St.
Phone Number..... 1370; 1371
Transmitter Location..... Gillionville Rd.
Time on the Air..... 7 a.m. to 10:30 p.m.
News Service..... UP
Transcription Service..... Lang-Worth
Representative..... Spot Sales, Inc.

Personnel

President..... J. W. Woodruff, Jr.
Station and Sales Mgr..... Abner M. Israel
Program Director..... Margaret Kinnett
Production Manager..... Betty Patten
Chief Announcer..... Abner M. Israel
Chief Engineer..... Chas. M. Kinnett

W G A U

ATHENS—EST. 1938

COLUMBIA BROADCASTING SYSTEM
KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By..... J. K. Patrick & Co.
Address Bobbin Mill Road
Phone Number 1741
Transmitter Location Bobbin Mill Road

Time on the Air... 7:00 a.m. to 12:00 midnight
Transcription Service Standard Radio

Personnel

Manager-Chief Engineer M. C. Gorman

W A G A

ATLANTA—EST. 1937

BLUE NETWORK

Frequency: 590 Kc. Power: 5,000 Watts
Owned-Operated By... Liberty Broadcasting Corp.

Address..... Western Union Bldg
Phone Number..... MAin 5101
Transmitter Location:

1299 North Druid Hills Road

Time on the Air..... 4:45 a.m. to 12 midnight
News Service..... AP
Transcription Service..... NBS Thesaurus
Representative..... Headley-Reed Co.

Personnel

President George B. Storer
General Manager... Charles A. Smithgall, Jr.
Commercial Manager..... Bob Venn
Sales Promotion and
Publicity Manager Ewald Kockritz
Program Director Lee Bennett
Production Manager..... Julian Flint
Musical Director..... Frances Wallace
Chief Engineer..... Al Jones

W A T L

ATLANTA—EST. 1931

MUTUAL BROADCASTING SYSTEM
GEORGIA BROADCASTING SYSTEM

Frequency: 1400 Kc. Power: 250 Watts
Owned By..... Georgia Broadcasting System
Operated by..... Atlanta Broadcasting Co.
Address..... Henry Grady Building
Phone Number Walnut 4377
Transmitter Location..... Henry Grady Building
Time on the Air: 6:00 a.m. to 12:05 a.m.;
Sundays, 8:00 a.m. to 12:05 a.m.

News Service UP
Transcription Service..... Lang-Worth
Representative..... Spot Sales, Inc.

Personnel

President..... J. W. Woodruff, Jr.
Station Manager..... J. A. Davenport
Commercial-Sales Promotion
Manager Sam Kane
Program Director..... Dan Hornsby
Production Manager..... Jimmy Gregory
Publicity Director..... Mrs. Mike Clark
Chief Announcer..... Jimmy Gregory
Music Director..... Cliff Cameron
Chief Engineer..... R. W. Minton

Our Pledge

WSB was founded in 1922 to provide a service to the public. Through war and peace, it has functioned "in the public interest" for 22 consecutive years. Well aware of its position of leadership, **WSB** renews its pledge to continue that type of service which gained for it a national reputation as

"The Voice of The South"

50,000 WATTS

WSB

750 KILOCYCLES

The Atlanta Journal Station

Affiliated with the National Broadcasting Co.

Edward Perry & Co. Inc., National Representatives

WGST

ATLANTA—EST. 1929

COLUMBIA BROADCASTING SYSTEM
GEORGIA MAJOR MARKET TRIO

Frequency: 920 Kc. Power: 5000 d.; 1000 n.

Owned By Georgia Institute of
Technology

Operated By.....Radio Committee—Board of
Regents, State of Georgia

Address Forsyth Bldg.
Phone Number..... Walnut 8441

Transmitter Location.....Cheshire Bridge Rd.

Time on the Air.....6 a.m. to 12 midnight

News Service AP, UP

Transcription Service.....World Broadcasting
System

Representative The Katz Agency

Personnel

Associate Managers.....Frank Gaither (Sales),
John Fulton (Programs)

Production & Publicity Director....Don Naylor

Musical Director.....Lola Allen Wallace

Chief Engineer Ben Akerman

WSB

ATLANTA—EST. 1922

NATIONAL BROADCASTING CO.

Frequency: 750 Kc. Power: 50,000 Watts

Owned-Operated By.....The Atlanta Journal
Company

Address Biltmore Hotel
Phone Numbers ..Hemlock 1045-1046-1047;
Hemlock 5200; Walnut 5050

Transmitter Location.....Tucker, Ga.

Time on the Air.....4:45 a.m. to 12:30 a.m.

Newspaper Affiliation.....The Atlanta Journal

News Service.....AP, UP and INS

Transcription Service.....Standard Radio

Representative.....Edward Petry & Co.

Personnel

President.....James M. Cox, Jr.

Managing Director.....J. Leonard Reinsch

Station Manager.....John M. Outler, Jr.

Program Director.....Roy A. McMillan

Director of War Programs.....Mark Toolson

Sales Promotion Manager.....Mary Caldwell

Artists' Bureau Head.....Harrison Kimball

Publicity Director.....Mary Caldwell

Farm Director.....Bill Prance

Production Manager.....Beth Barnes

Musical Directors.....Perry Pechtel,
Earl Landis

Chief Engineer.....C. F. Daugherty

WGAC

AUGUSTA—EST. 1940

BLUE NETWORK

MUTUAL BROADCASTING SYSTEM

Frequency: 1240 Kc. Power: 250 Watts



CBS
Affiliate

TOPS

In program
entertainment
through its spirited
local showmanship
and its affiliation
with CBS



Represented Nationally by

THE KATZ AGENCY, Inc.

Owned-Operated By..The Twin States Broad-
casting Company

Address Augusta
Phone Number..... 2-2692-3-4
Transmitter LocationAugusta
Time on the Air..... 6:30 a.m. to 12 midnight
News Service.....AP
Transcription Service.....NBC Thesaurus
RepresentativeHeadley-Reed Company

Personnel

PresidentF. Frederick Kennedy
General and Sales Manager.....J. B. Fuqua
Production ManagerLaurens Moore
Program and Publicity.....Steve Manderson
Chief EngineerJohn Lyon

WRDW

AUGUSTA—EST. 1930

COLUMBIA BROADCASTING SYSTEM

Frequency: 1480 Kc.....Power: 5,000 Watts
Owned-Operated By..Augusta Broadcasting
Company

Address10th & Broad Streets
Phone Numbers2-8805, 8806, 8807
Transmitter Location.....Berckmans Road
Time on the Air.....6 a.m. to 12 midnight;
Sundays, 7:00 a.m. to 12:00 midnight

News ServiceUP
Transcription Service.....World Broadcasting
System

Representative.....George P. Hollingbery

Personnel

President.....Wm. K. Jenkins
Station Manager.....W. R. Ringson
Commercial Manager.....Thurston Bennett
Program-Publicity Director.....W. Charles Roe
Chief Announcer.....Ben Lucas
Musical Director.....Gil Evans
Chief Engineer.....Harvey Aderhold

WMOG

BRUNSWICK—EST. 1939

KEYSTONE BROADCASTING SYSTEM

SOUTH GEORGIA NETWORK

Frequency: 1490 Kc.....Power: 250 d.; 100 n.
Owned-Operated By...Coastal Broadcasting
Company

Address Brunswick
Phone Number 1500
Transmitter Location... St. Simons Causeway
Time on the Air 7 a.m. to 10 p.m.
News ServiceUP
Transcription Service.....NBC Thesaurus

Personnel

President.....Mrs. Alma W. King
General and Sales Manager. Kenneth E. White
Program Director.....Alfred Job
Chief Engineer.....Kenneth E. White

WGAA

CEDARTOWN—EST. 1941

KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts

Owned ByNorthwest Georgia Broad-
casting Co.

Operated By.....R. W. Rounsaville

AddressWest Theater Bldg.

Phone Number.....777

Transmitter Location.....Cave Spring Rd.

Time on the Air.....14 hours daily

News ServiceAP

Transcription Service.....Keystone Broad-
casting System

Personnel

PresidentO. C. Lam

General Manager.....R. W. Rounsaville

Promotion Manager...Mrs. R. W. Rounsaville

Program, Production and

Publicity DirectorDorothy Holt

Chief Announcer.....Hall Wray

Chief Engineer.....Clarence Landress

WDAK

COLUMBUS—EST. 1940

BLUE NETWORK—MBS

Frequency: 1340 Kc.....Power: 250 Watts

Owned-Operated By.....Valley Broadcasting
Company

Address.....1028 Broadway

Phone Numbers.....3-2771, Columbus;
173, West Point

Transmitter Location.....1028 Broadway

Time on the Air.....6 a.m. to 1 a.m.

News ServiceINS

Representative.....Headley-Reed Co.

Personnel

President-Owner.....L. J. Duncan

Station Manager.....Allen M. Woodall

Sales Promotion Manager.....John Amick

Program Director.....Dora Anna Gay

Publicity Director.....Mrs. Eugene Brown

Chief AnnouncerJoe Byars

Chief EngineerDige Bishop

WRBL

COLUMBUS—EST. 1928

COLUMBIA BROADCASTING SYSTEM

GEORGIA BROADCASTING SYSTEM

Frequency: 1230 Kc.....Power: 250 Watts

Owned and Operated By...Columbus Broad-
casting Company

Address1420 Second Avenue

Phone Number.....2-0601

Transmitter LocationColumbus, Ga.

Time on the Air.....6:00 a.m. to 1:00 a.m.;

Sundays, 7:30 a.m. to 1:00 a.m.

News ServiceUP

Transcription Service..... Lang-Worth
Representative.....Spot Sales, Inc.

Personnel

PresidentJ. W. Woodruff, Sr.
Executive ManagerJ. W. Woodruff, Jr.
Station Manager.....W. Heldon Herrin
Commercial Manager.....W. S. Massie
Sales Promotion.....Jack O'Connor
Musical DirectorGertrude Handley
Publicity DirectorEd Hennessy
Chief Engineer.....Wilfred T. Siddle
(See Page 396)

W M J M

CORDELE—EST. 1940

KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power 250 d.; 100 n.
Owned-Operated By..Cordell Dispatch Pub-
lishing Company
Business Address.....P. O. Box 432
Phone Number666
Studio Address.....20th Ave. & B St.
Transmitter Location.....20th Ave. & B St.
Time on the Air.....7 a.m. to 9 p.m.
Newspaper Affiliation.....Cordell Dispatch
Transcription Service...Keystone Broadcasting
Representative.....Cox & Tanz

Personnel

President-General Manager..James S. Rivers
Commercial Manager.....Gaines Brewster
Program Director.....Elweda Powers
Publicity Director.....Peyton Bishop
Chief Announcer-Musical
DirectorRobert C. Lay
Chief Engineer.....Clayton Lee

W B L J

DALTON—EST. 1940

MUTUAL & KEYSTONE

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By...Dalton Broadcasting
Address.....111 Pentz St.
Phone Number.....Dalton 684
Transmitter Location.....River Bend Rd.
Time on the Air.....7 a.m. to 10 p.m.
RepresentativeCox & Tanz

Personnel

PresidentH. C. Kenemer
Secretary-Treasurer-Manager..W. V. Williams
Sales and Program Dir.....William Armond
Chief EngineerW. C. Roberts

W G G A

GAINESVILLE—EST. 1941

KEYSTONE BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 Watts

Owned-Operated By..Blue Ridge Broadcasting
Company

Address.....Athens Road
Phone Number.....1600
Time on the Air.....6:30 a.m. to 10:15 p.m.
News ServiceAP
Transcription Service.....NBC Thesaurus

Personnel

President.....Austin F. Dean (Lt. USNR)
General Manager.....L. H. Christian
Sales Promotion Manager.....E. F. MacLeod
Chief Engineer.....F. K. Brown

W K E U

GRIFFIN—EST. 1934

KEYSTONE BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 100 Watts
Address.....Griffin Hotel, Griffin
Time on the Air.....Daytime License
Transcription Service.....C. P. MacGregor
Representative.....Sears & Ayer, Inc.

Personnel

Manager & Owner.....A. W. Marshall, Jr.

W L A G

LA GRANGE—EST. 1941

MUTUAL BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By...LaGrange Broadcasting
Address.....303 Broome St.
Phone Number.....1700
Transmitter Location.....La Grange
Time on the Air.....6:30 a.m. to 11 p.m.;
Sundays, 7 a.m. to 12 midnight
Newspaper Affiliation.....LaGrange News
News ServiceUP

Personnel

PresidentRoy C. Swank
General Manager.....Edwin Mullinax
Chief EngineerJames McKay

W B M L

MACON—EST. 1940

BLUE NETWORK

**MUTUAL BROADCASTING SYSTEM
GEORGIA SPORTS NETWORK**

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Middle Georgia
Broadcasting Company
Address.....First National Bank Building
Phone Number.....2728
Transmitter Location.....8th & Cherry Streets
Time on the Air: 6:30 a.m. to 12 midnight; Sun-
days, 7:30 to 12 midnight
News ServiceUP
Transcription ServiceStandard
RepresentativeJoseph H. McGillvra

Personnel

President Ernest D. Black
 Vice President E. M. Lowe
 Secretary & Treasurer E. G. McKenzie
 Station Manager Charles W. Pittman
 Commercial Manager Alfred Lowe
 Sales Promotion Mgr. Carl Williams
 Program Director Mary Hester Richardson
 Production Director Harold Beatty
 Chief Announcer Gene Marshall
 Director of Women's Activities and
 Publicity Rosemary Lyons Jones
 Musical Director Jim Vinson
 Chief Engineer H. S. Goodrich

W M A Z

MACON—EST. 1922

**COLUMBIA BROADCASTING SYSTEM
 GEORGIA MAJOR MARKET TRIO**

Frequency: 940 Kc. Power: 5000 Watts
 Owned-Operated By Southeastern Broad-
 casting Company, Inc.
 Address Bankers Insurance Bldg.
 Phone Number 3131
 Transmitter Location Forsyth Road
 Time on the Air: 6 a.m. to 12 midnight; Sun-
 days 7:00 a.m. to midnight.
 News Service INS
 Transcription Service World Broadcasting
 System; Lang-Worth
 Representative The Katz Agency

Personnel

President, Chief Engineer
 George P. Rankin, Jr.
 Sec'y-Treas., General Manager
 Wilton E. Cobb
 Commercial & Sales Promotion
 Mgr. Frank Crowther
 Program Director Lew Kent
 Publicity Director Wilton Cobb
 Chief Announcer Frank Hubbs

W M G A

MOULTRIE—EST. 1939

**KEYSTONE BROADCASTING SYSTEM
 SOUTH GEORGIA NETWORK**

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By Frank R. Pidcock, Sr.
 Address Box 310, Moultrie
 Phone Number 999
 Transmitter Location Moultrie
 Time on the Air: 6:30 a.m. to 10 p.m.; Sundays,
 8 a.m. to 10 p.m.
 News Service UP
 Transcription Service Standard Radio

Personnel

Owner Frank R. Pidcock
 Manager John F. Pidcock
 Commercial Manager James M. Wilder
 Program Director Mrs. D. E. Stringfellow

Chief Engineer James Wilder
 Chief Announcer Wendell Adams

W R G A

ROME—EST. 1929

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Rome Broadcasting
 Corp.
 Address National City Bank Building
 Phone Number 6589
 Transmitter Location Seventh Ave., Rome
 Time on the Air Unlimited license
 Transcription Service C. P. MacGregor

Personnel

President John W. Quarles
 Gen'l Mgr. & Treasurer Happy Quarles

W S A V

SAVANNAH—EST. 1939

**NATIONAL BROADCASTING CO.
 ATLANTIC SPORTS NETWORK**

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By WSAV, Inc.
 Address Liberty National Bank Building
 Phone Number 5600
 Transmitter Location East President Street
 Time on the Air: 7 a.m. to 12:10 a.m.
 News Service AP; INS
 Transcription Service Associated Music
 Publishers
 Representative George P. Hollingbery
 Company

Personnel

President Arthur Lucas
 Station Manager Harben Daniel
 Commercial Manager N. W. Brandon
 Sales Promotion Manager Thomas S. Carr
 Program Director Electa Hoffman
 Director of War Programs Alberta Robertson
 Production Manager Sanford Reece
 Publicity Director and Chief
 Announcer Daniel Harless
 Musical Director George Upchurch
 Chief Engineer Meredith Thompson

W T O C

SAVANNAH—EST. 1929

COLUMBIA BROADCASTING SYSTEM

Frequency: 1290 Kc. Power: 5000 Watts
 Owned By Savannah Broadcasting Com-
 pany
 Operated By W. T. Knight, Jr.
 Address 516 Abercorn Street
 Phone Number 20127-28-29
 Transmitter Location Central Junction
 Time on the Air: 6:00 to 12 midnight; Sun-
 days, 8 a.m. to 12 midnight
 News Service UP
 Transcription Service Lang-Worth;
 Standard Radio
 Representative The Katz Agency

Personnel

President and Station Mgr. . . . W. T. Knight, Jr.
 Assistant to President D. J. Bruce
 National Sales-Merchandising Manager
 Bill Smart
 Local Sales Mgr. Ben Williams
 Program Director Dolores Bussey
 Production Manager Dwight James Bruce
 Publicity Director Bill Smart
 Musical Director Jean Wallace
 Chief Engineer Claude M. Gray

W P A X

THOMASVILLE—EST. 1934

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By Wimpy Radio
 Address 117 Remington Avenue
 Phone Number 909
 Transmitter Location 117 Remington Avenue
 Time on the Air Unlimited license

Personnel

Station Manager H. Wimpy
 Commercial Mgr. Charles Lawton

W R L C

TOCOCA—EST. 1941

KEYSTONE BROADCASTING SYSTEM

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By R. G. LeTourneau
 Address Prather Bridge Road
 Phone Number 1751
 Transmitter Location Prather Bridge Road
 Time on the Air 13 hours daily
 News Service AP
 Transcription Service Lang-Worth; BMI; NBC
 Thesaurus, Keystone

Personnel

Owner R. G. LeTourneau
 General and Commercial
 Manager Virgle E. Craig
 Chief Announcer and Chief
 Engineer Wm. S. Kilgore

W G O V

VALDOSTA—EST. 1940

MUTUAL BROADCASTING SYSTEM

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By E. D. Rivers
 Address Valdosta, Ga.
 Phone Numbers 1420; 1421
 Transmitter Location E. Park Ave.
 Time on the Air 16 hours daily
 News Service UP
 Representative The Walker Co.

Personnel

Owner E. D. Rivers
 Station Mgr. Mrs. E. D. Rivers
 Sales Manager W. R. Link
 Program Director M. W. Gorman
 Chief Engineer C. E. Watkins

W A Y X

WAYCROSS—EST. 1936

KEYSTONE BROADCASTING SYSTEM
 SOUTH GEORGIA NETWORK

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Jack Williams
 Address 620 Plant Avenue
 Phone Number 965
 Transmitter Location Waycross
 Time on the Air 7 a.m. to 10 p.m.
 Newspaper Affiliation Waycross Journal-Herald
 News Service UP
 Transcription Service World Broadcasting System; Keystone Broadcasting System
 Representative Hal Holman Company

Personnel

President Jack Williams
 Station and Commercial
 Manager John J. Tobola
 Program Director John Humble
 Publicity Director Liston Elkins
 Artists Bureau Hazel Cason
 Musical Director Frank Mitchell
 Chief Announcer and Chief
 Engineer John J. Tobola

PROGRAM DEPARTMENT ON A NEWS WIRE

With the manpower shortage, **PA** Telescripts are proving to be almost the equivalent of a programming department.

Cued for music or sound effects, they are transmitted over the special **AP** radio wire ready for immediate airing.

IDAHO

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 233-286

K I D O

BOISE—EST. 1928
NATIONAL BROADCASTING CO.

Frequency: 1380 Kc. Power: 2500 d.; 1000 n.
Owned By.....G. M. Phillips, d/b Boise Broadcasting Station
Operated By.....G. M. Phillips
Address.....Hotel Boise
Phone Numbers.....660; 661
Transmitter Location. 4½ miles northwest of City
Time on the Air: 6 a.m. to 11 p.m.; Sundays, 9 a.m. to 11:00 p.m.
News Service.....UP and AP
Transcription Service...World Broadcasting System
Representative.....John Blair & Company

Personnel

Station Manager.....G. M. Phillips
Commercial and Sales Promotion Manager.....Boyd Braithwaite
Program Director-Chief
Announcer.....Billy Phillips
Production Manager.....R. D. Herbert
Publicity Director.....Boyd Braithwaite
Traffic Manager.....Catherine Scotland
Chief Engineer.....James Johnitz

K I D

IDAHO FALLS—EST. 1928
KEYSTONE BROADCASTING SYSTEM

Frequency: 1350 Kc. Power: 5000 d.; 500 n.
Owned-Operated By.....Kid Broadcasting Co.
Address.....KID Building
Phone Number.....4
Transmitter Location.....Ammon Road
Time on the Air.....6: a.m. to 12 Midnight

Personnel

President and General Manager,
J. W. Duckworth

K R L C

LEWISTON—EST. 1935
KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By.....H. E. Studebaker
Address.....Lewis-Clark Hotel Building
Phone Number.....1950
Transmitter Location.....Lewiston Orchards
Time on the Air: 7:25 a.m. to 8:15 p.m.; 2:00 p.m. to 8:30 p.m. Sundays

News Service.....UP
Transcription Service...World Broadcasting System; Longworth Feature Programs; Keystone Broadcasting System
Representative.....Howard H. Wilson Co.

Personnel

Owner.....H. E. Studebaker
Station Manager.....Donald A. Wike
Commercial Manager.....Donald Thomas
Chief Engineer.....Milton MacLafferty

K F X D

NAMPA—EST. 1930

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By.....Frank E. Hurt
Business Address.....1024 Twelfth Ave., South
Phone Number.....1200
Studio Addresses: 1024 Twelfth Ave., South; 724 S. Kimball Ave., Caldwell, Ida.; 809 Main St., Boise, Ida.
Transmitter Location. 1024 Twelfth St., South
Time on the Air: 6 a.m. to 9 p.m.; Sundays, 8:30 a.m. to 7:30 p.m.

News Service.....UP
Transcription Service: NBC Thesaurus; Langworth

Personnel

Owner.....Frank E. Hurt
Station and Commercial Manager..Doyle Cain
Chief Announcer.....Floyd Bryant
Chief Engineer.....Edward Hurt

K S E I

POCATELLO—EST. 1926
NATIONAL BROADCASTING CO.

Frequency: 930 Kc. Power: 1000 d.; 250 n.
Owned-Operated By.....Radio Service Corporation
Address.....Pocatello
Phone Number.....960
Transmitter Location.....Pocatello
Time on the Air: 6 a.m. to 11 p.m.; Sundays, 8:30 a.m. to 11 p.m.

News Service.....UP
Transcription Service.....Standard
Representatives.....The Walker Co. (East); Homer Owen Griffith (West)

• • • IDAHO • • •

Personnel

President O. P. Soule
Vice-Pres.-General Manager Henry H. Fletcher
Program Director..... Ruthe A. Fletcher
Publicity Director..... Olive M. Leeney
Chief Engineer..... Henry H. Fletcher

K T F I

TWIN FALLS—EST. 1928

NATIONAL BROADCASTING CO.

Frequency: 1270 Kc..... Power: 1000 Watts
Owned-Operated By..... Radio Broadcasting Corp.
Address 241 Main Ave. W.
Phone Number..... 2400
Transmitter Location..... Highway No. 30.
west of Twin Falls
Time on the Air..... Unlimited license
News Service..... UP
Transcription Service..... Standard Radio
Representatives..... The Walker Co.:
Homer Owen Griffith

Personnel

President O. P. Soule
Station and Commercial
Manager F. M. Gardner
Sales Promotion Manager..... L. Otto
Program Director and Chief
Announcer Charles S. Crabtree
Publicity-Musical Director..... Eleanor Kline
Chief Engineer..... Franklyn Ver Cox

K W A L

WALLACE—EST. 1939

KEYSTONE BROADCASTING SYSTEM

Frequency: 1450 Kc..... Power: 250 Watts
Owned By..... Silver Broadcasting Co.
Operated By..... R. G. Binyon
Address Tabor Bldg.
Phone Number..... 330
Transmitter Location..... Osburn
Time on the Air..... 7 a.m. to 12 midnight
Transcription Service..... Keystone Broadcasting
System; Standard Radio; Associated Music
Publishers

Personnel

President..... Dr. J. R. Binyon
Station Manager..... R. G. Binyon
Sales Promotion-Commercial Manager
Howard Olson
Program Director..... Turner Dreher
Production Manager..... E. Camey
Chief Announcer W. Mondell Spencer
Musical Director..... Glenn Whitney
Chief Engineer..... Charles Crane

AP

NEWS

FOR

RADIO

IS

AVAILABLE

THROUGH

PRESS ASSOCIATION, Inc.

50 ROCKEFELLER PLAZA

NEW YORK, N. Y.

WBBM'S BEST PROGRAM..

ONE program has kept WBBM the most sponsored station in Chicago for 19 straight years.

It is the program followed by our SHOWMANSHIP department*; the program of building radios show to do specific selling jobs.

When you buy radio time—local, national spot or network—see what our SHOWMANSHIP department* can do to program that time so it will produce the maximum sales per advertising message.

* The twenty key creative men on WBBM's "Showmanship" staff have invested an average of nine years in radio.

WBBM

**CHICAGO'S
Showmanship Station
50,000 Watts - 780 kc.**

COLUMBIA OWNED



ILLINOIS

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 233-286

W M R O

AURORA—EST. 1938

KEYSTONE BROADCASTING SYSTEM

Frequency: 1280 Kc. Power: 250 Watts
Owned-Operated By: Martin R. O'Brien
Address: 34 S. River St.
Phone Number: Aurora 4215
Transmitter Location: N. Aurora
Time on the Air: Local sunrise to local sunset
News Service: AP
Transcription Service: Keystone Broadcasting System; Standard Radio

Personnel

Owner-General Manager: Martin R. O'Brien
Commercial Manager: Vincent G. Coffey
Program-Musical Director: Mary Louise Brown
Publicity and Production Director: Jeanne Doran
Chief Announcer: J. T. Hankinson
Supervising Engineer: Vincent Coffey
Chief Engineer: Phillip Olson

W J B C

BLOOMINGTON—EST. 1924

KEYSTONE BROADCASTING SYSTEM

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: A. M. McGregor, Hugh L. Gately & D. C. McGregor
Business Address: 209 E. Washington
Phone Number: 535
Transmitter Location: West Gregory St., Normal, Ill.
Time on the Air: Unlimited license
Transcription Service: World
Representative: Sears and Ayer, Inc.

Personnel

President and Station Manager: A. M. McGregor
Commercial Manager: Hugh L. Gately

W K R O

CAIRO—EST. 1942

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: Oscar C. Hirsch
Address: Cairo
Phone Number: 1490
Transmitter Location: Cairo
Time on the Air: 7:00 a.m. to 10 p.m.; Sunday, 8 a.m. to 9 p.m.
News Service: UP

Personnel

Owner: Oscar C. Hirsch
Station and Commercial Manager: Merrill C. Currier

W C A Z

CARTHAGE—EST. 1921

Frequency: 1080 Kc. Power: 250 Watts
Owned-Operated By: Superior Broadcasting Service, Inc.
Business Address: Carthage
Phone Number: 520
Studio Address: Carthage; Macomb, Ill.
Transmitter Location: R.F.D., Carthage
Time on the Air: Daytime to local sunset
News Service: UP
Transcription Service: NBC Thesaurus

Personnel

President: Bob Compton
Station Manager: John Palmer

W D W S

CHAMPAIGN—EST. 1937

COLUMBIA BROADCASTING SYSTEM

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Champaign News-Gazette, Inc.
Address: 48 Main St.
Phone Number: 6-1855
Transmitter Location: 1 mile south of Champaign
Time on the Air: Unlimited license
Newspaper Affiliation: Champaign News-Gazette
National Sales Office: Texas Daily Press League
News Service: UP

Personnel

President: Mrs. Helen M. Stevick

W A A F

CHICAGO—EST. 1922

Frequency: 950 Kc. Power: 1000 Watts
Owned-Operated By: Drover's Journal Publishing Co.
Address: Palmer House
Phone Number: Randolph 1932
Transmitter Location: 1001 Exchange Ave.
Time on the Air: 6:30 a.m. to local sunset
News Service: UP
Transcription Service: Standard Radio
Representative: George P. Hollingbery Co.

WCFL - CHICAGO

10000 Watt Transmitter

1000 Kilocycles

100% Reception

**You Get
Your
Money's
Worth
at
WCFL
CHICAGO**

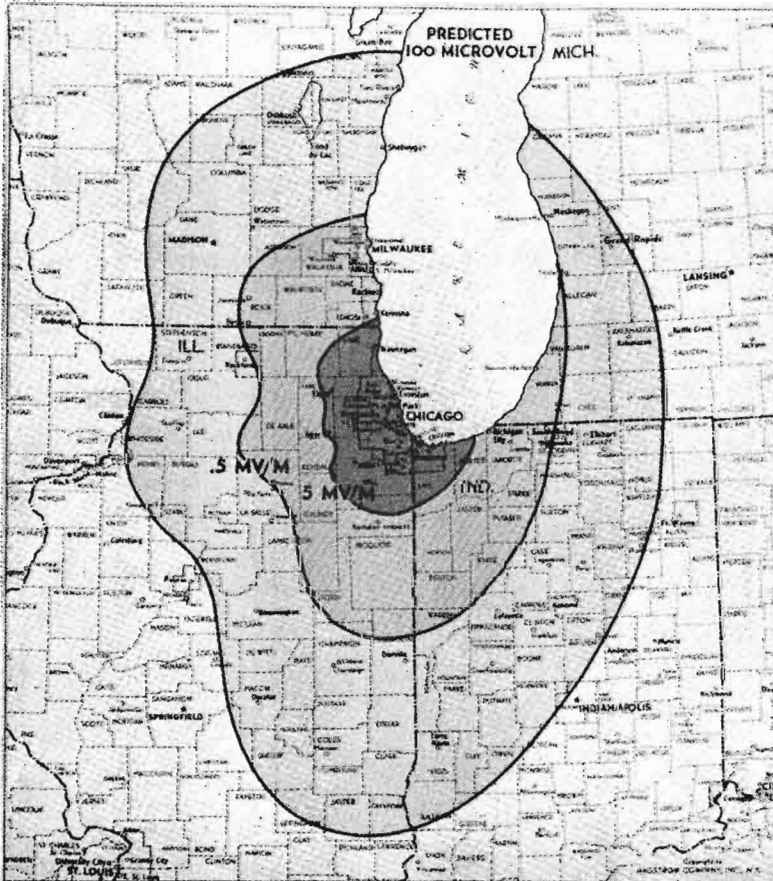
**THE
VOICE OF
LABOR**

*Accepted
Interpretation
of the
News by . . .*

Baukhage
Leon Henderson
Martin Agronsky
James McDonald
Carey Longmire
Robert McCormick
Edward Tomlinson

*Currently
Featured:*

Breakfast Club
Ladies Be Seated
My True Story
The Green Hornet
Lone Ranger
Boston Symphony Orch.
Radio Hall of Fame
Coast to Coast on a Bus
Southernaires



Programs expertly styled for listening pleasure and Sales Appeal

www.americanradiohistory.com

Personnel

PresidentWard A. Neff
 Station and Commercial
 ManagerBradley R. Eidmann
 Sales Promotion Manager..Helen Himebaugh
 Program Director and Chief
 AnnouncerRobert Bryar
 Production Manager.....John Stanley
 War Program Director.....Paul Dixon
 Publicity DirectorBill Wesley
 Chief Engineer.....Carl Uhrlich
 Musical DirectorHelen Compton

WAIT

CHICAGO—EST. 1923

Frequency: 820 Kc.....Power: 5000 Watts
 Owned-Operated By...Radio Station WAIT
 Address.....360 N. Michigan Avenue
 Phone NumberFranklin 0660
 Transmitter Location.....Church Road.
 Elmhurst, Ill
 Time on the Air.....Local sunrise to sunset:
 Dallas, Texas
 News ServiceUP, Reuters, Transradio
 Transcription ServiceAMP
 RepresentativeRay Linton & Co.

Personnel

Managing DirectorGene T. Dyer
 ManagerJoseph Rudolph
 Commercial ManagerCraig Maudsley
 Program Director and Chief
 AnnouncerLinn Burton
 Sales Promotion Manager.....George Provol
 Publicity DirectorJack Payne
 War Program Director.....Joseph Rudolph
 Musical DirectorElizabeth Hinzman
 Chief EngineerE. W. Jacker

(See Page 416)

WBMM

CHICAGO—EST. 1923

COLUMBIA BROADCASTING SYSTEM

Frequency: 780 Kc.....Power: 50,000 Watts
 Owned-Operated By...The Columbia Broad-
 casting System, Inc.
 Address410 North Michigan Ave.
 PhoneWhitehall 6000
 Transmitter LocationItaska, Ill.
 Time on the Air.....5:30 a.m. to 12:59½
 a.m., Sundays 7:30 a.m. to 12:59½ a.m.
 News Service.....AP; INS; UP
 Transcription Service.....Associated Music
 Publishers, Lang-Worth, World
 RepresentativeRadio Sales

Personnel

PresidentWm. S. Paley
 Vice-President and Station
 ManagerH. Leslie Atlass
 Assistant Manager.....J. L. Van Volkenburg

Commercial Manager.....J. Kelly Smith
 Sales Promotion Manager.....King Park
 Western Sales Manager ..W. Donald Roberts
 Program DirectorWalter J. Preston
 Chief Sound Technician.....Urban Johnson
 Production ManagerGeorge T. Case
 Dir. of Press Information.....Shep Chartoc
 News Editor.....James Crusinberry
 Assistant Program Director...O. J. Neuwerth
 Office Manager.....John V. McLoughlin
 Musical Director.....Caesar Petrillo
 Chief AnnouncerBob Cunningham
 Chief EngineerJ. J. Beloungy

(See Page 406)

WCFL

CHICAGO—EST. 1926

NATIONAL BROADCASTING CO.
 BLUE NETWORK

Frequency: 1000 Kc.....Power: 10000 Watts
 Owned-Oper. By...Chicago Federation of Labor
 Address.....666 Lake Shore Drive
 Phone Number.....Superior 5300
 Transmitter Location...Downers Grove, Illinois
 Time on the Air: 6 a.m. to 12:05 a.m.; Sundays,
 8:00 a.m. to 12 midnight.
 News Service.....UP
 Transcription Service...World Broadcasting
 System
 Representative.....The Katz Agency

Personnel

President.....John Fitzpatrick
 General Manager.....Maynard Marquardt
 Commercial and Sales Manager..M. B. Wolens
 Program Production Director..Howard Keegan

WCRW

CHICAGO—EST. 1926

Frequency: 1240 Kc.....Power: 100 Watts
 Owned-Operated By.....Clinton R. White
 Address.....2756 Pine Grove Ave.
 Phone Number.....Diversey 4440
 Transmitter Location...2756 Pine Grove Ave.
 Time on the air: 11 a.m. to 2 p.m. and 5 p.m. to
 7 p.m.

Personnel

Owner.....Clinton R. White

WEDC

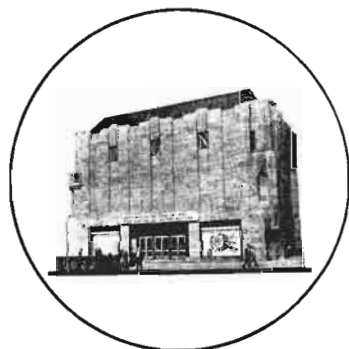
CHICAGO—EST. 1926

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....Emil Denmark, Inc.
 Address.....3860 Ogden Ave.
 Phone Number.....Crawford 4100
 Transmitter Location.....3860 Ogden Ave.
 Time on the Air: 8:30 a.m. to 10 a.m.; 3:30 to
 5 p.m.; 7 p.m. to 8 p.m.; 10 p.m. to 11 p.m.
 News ServiceUP

WGN, because of its
genuinely "Chicago"
origin and viewpoint,
is recognized by
radio listeners in
metropolitan Chicago
and throughout the
Middle West as their
community station...

ANOTHER REASON

*why WGN carries more retail, local
and national spot business than any
other 50,000 watt Chicago station.*



WGN

CHICAGO, ILLINOIS

***A Clear Channel
Station***

MUTUAL
BROADCASTING
SYSTEM

Personnel

President.....Emil Denmark
 Station and Commercial
 Manager.....Frank J. Kotnour
 Program Director and Chief
 Announcer.....Bill Mack
 Director of War Programs...Sophie V. Brady
 Publicity Director.....Serena Notari
 Production and Musical Director...Bill Brady
 Chief Engineer.....Chester Lewicki

W E N R

CHICAGO—EST. 1925

BLUE NETWORK

Frequency: 890 Kc.....Power: 50000 Watts
 Owned-Operated By.....Blue Network Co.
 Address.....Merchandise Mart
 Phone Number.....Delaware 1900
 Transmitter Location.....Tinley Park, Ill.
 Time on the air: 3 to 6:30 p.m. and 8 p.m. to
 3 a.m.; Saturdays, 3-6:30 p.m. and 12 mid-
 night to 1 a.m.; Sundays, 12 noon to 7 p.m.
 and 8 p.m. to 3 a.m.
 News Service.....AP; INS; UP
 Transcription Service.....NBC Thesaurus.
 Representative.....Spot Sales

Personnel

President.....Mark Woods
 V-P—Central Div. Mgr.....E. R. Borroff
 Program Manager.....James Stirten
 Advertising and Sales Promotion Manager,
 E. J. Huber
 Chief Announcer.....Gene Rouse
 Publicity Directors.....Ell Henry
 Production Manager.....Maurice Wetzel
 Sales Manager.....Gil Berry
 Continuity Editor.....L. J. Edgely
 Director of Public Service Programs,
 Robert White
 Sales Traffic Manager.....Robert Ewing
 Chief Engineer.....E. C. Horstman

W G E S

CHICAGO—EST. 1924

Frequency: 1390 Kc.....Power: 5000 Watts
 Owned and Operated...Radio Station WGES
 Address.....14 N. Western Ave.
 Phone Number.....Seeley 8066
 Transmitter Location.....8601 Kedzie Ave.
 Time on the Air..7:00 a.m. to 12:00 midnight
 News Service.....UP and Transradio
 Transcription Service.....Associated Music

Personnel

President-Owner.....Gene T. Dyer
 Station Manager.....John A. Dyer
 Commercial Manager.....M. E. Clemens
 Sales Promotion Manager.....A. C. Perkins
 Program Director.....Robert Miller
 Musical Director.....Erma Gareri
 Chief Engineer.....Edward N. Jacker

W G N

CHICAGO—EST. 1932

MUTUAL

Frequency: 720 Kc.....Power: 50000 Watts
 Owned-Operated By.....WGN, Inc
 Address.....441 N. Michigan Ave.
 Phone Number.....Superior 0100
 Transmitter Location.....Roselle, Illinois
 Time on the Air: 5:30 a.m. to 1:05 a.m.; Satur-
 days, 5:30 a.m. to 1:35 a.m.; Sundays, 8 a.m.
 to 1:05 p.m.
 Newspaper Affiliation...The Chicago Tribune
 News Service.....AP, UP, Chicago Tribune
 Transcription Service...World Broadcasting
 System; Associated Music Publishers and
 Standard Radio
 Representative.....WGN, Inc. (N. Y.);
 Paul H. Raymer Co.

Personnel

President.....Col. Robert R. McCormick
 Station Manager.....Frank P. Schreiber
 Commercial Manager...William A. McGuineas
 Program Director.....Buckingham W. Gunn
 Sales Promotion Manager...Ben H. Berentson
 Publicity Director.....Dale O'Brien
 Production Manager.....Lewis B. James
 News Editor.....Tom Foy
 Farm Director.....Holland Engle
 Musical Director.....Henry Weber
 Chief Engineer.....George Lang

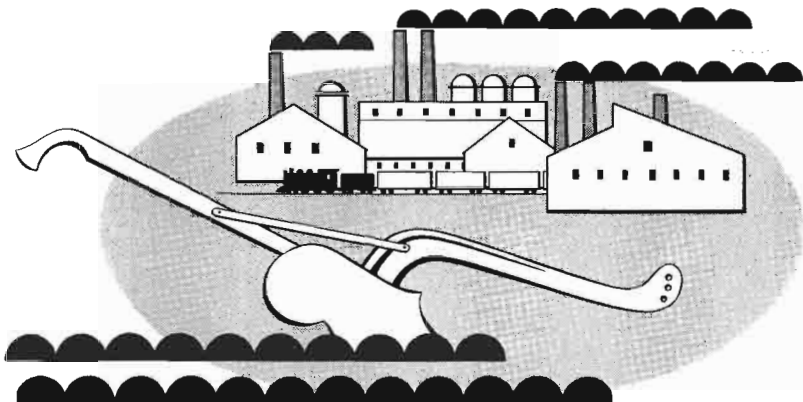
WAIT

ADVERTISEMENT

SEE

PAGE

416



TWO RICH MARKETS IN ONE

NOWHERE else in America is there such a broad area of double prosperity as in the WLS Major Coverage Area, where almost 15,000,000 people live, two-thirds urban, one-third rural. With war production their incentive, men on some 650,000 fertile farms are reaping cash harvests larger than they have in years. There are 357 cities and towns, where men on war jobs in factories are bringing home pay envelopes the like of which they have not had before.

Whether you wish to reach the workers in industry or in agriculture, radio station WLS provides you the way to *sell* them.

890 KILOCYCLES
50,000 WATTS
BLUE NETWORK

The PRAIRIE FARMER STATION

Harold D. Becker
President

Glenn Snyder
Manager

REPRESENTED BY
JOHN BLAIR & COMPANY

CHICAGO

MANAGEMENT AFFILIATED WITH

The Arizona Network

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

KOY 550
PHOENIX
KILOCYCLES

Harold A. Safford, Manager

KTUC
TUCSON
Lee Little, Manager
1400 Kilocycles
250 Watts

BOTH WLS AND THE ARIZONA NETWORK ARE REPRESENTED BY JOHN BLAIR & COMPANY

W J J D

CHICAGO—EST. 1932

Frequency: 1160 Kc. Power: 20000 Watts
 Owned-Operated By.....WJJD Incorporated
 Address.....230 North Michigan Ave.
 Phone Number.....STATE 5466
 Transmitter Location.....Box 296 G, Des-
 plaines, Illinois
 Time on the Air: 4 a.m. to sundown, Salt Lake
 City
 News Service.....AP
 Representative.....John E. Pearson Co.

Personnel

President and Station Manager. Ralph L. Atlass
 Vice-President.....H. Leslie Atlass
 Sales Promotion Manager.....C. Don Ioset
 Commercial Manager.....Art Harre
 Musical Director.....Lee Gillette
 Publicity Director.....Fred A. Reed
 Chief Engineer.....Walter Myers

Owned-Operated By...Agricultural Broadcast-
 ing Co.

Address.....1230 W. Washington Blvd.
 Phone Number.....Monroe 9700
 Transmitter Location.....Tinley Park, Ill.
 Time on the Air: 5 a.m. to 3 p.m. and 6 p.m.
 to 8 p.m.; Sundays, 7 a.m. to 12 Noon and
 7 to 8 p.m.
 News Service.....AP, UP, Transradio
 Newspaper Affiliation...Prairie Farmer Pub-
 lishing Co.
 Representative.....John Blair & Co.

Personnel

President.....Burrige D. Butler
 Station Manager.....Glenn Snyder
 Commercial Manager...Charles M. Freeman
 Artists' Bureau Head.....George Ferguson
 Publicity and Sales Promotion....Don Kelley
 Farm Program Director.....Arthur C. Page
 News Editor.....Julian Bentley
 Production Manager.....Al Boyd
 Musical Director.....Phil Kalar
 War Program Director.....Harry Templeton
 Chief Engineer.....Thomas L. Rowe

W L S

CHICAGO—EST. 1924

BLUE NETWORK

Frequency: 890 Kc. Power: 50000 Watts

W I N D

CHICAGO

(For station listing see Gary, Ind.)

W J J D

The
 Nation's
 Largest
 Independent
 Station
 in the
 Nation's
 2nd Market
20,000 WATTS

CHICAGO

The Best News Service

24 HOURS A DAY TO

The Nation's 2nd Market

44 News Broadcasts Daily—
 including news on the hour
 24 hours around the clock!

W I N D

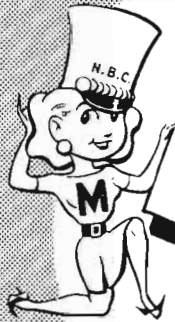
Studios — in Gary, the war-busy
 steel producing center of the World;
 and in CHICAGO.

5000 WATTS — 560 KC — Full Time



9
out of
the first
10

33
out of
the first
50



15
out of
the first
20

...of all programs on the air!



WMAQ
CHICAGO

Latest independent surveys place WMAQ programs far out in front. They show that the great majority of all listeners favor the top-flight NBC shows which distinguish this station—shows made possible by America's leading advertisers and agencies and the outstanding talent they have assembled.

This fact should be of vital significance to you if you are interested in reaching the Nation's Second Market—a market which has a potential listening audience of 2,855,700 families who spend over *three and a half billion* dollars a year. When you buy WMAQ time you are placing your radio advertising where it will do the *most good*. A "natural" for local or spot campaigns.

They all tune to the

National Broadcasting Company

It's a National Habit

America's No. 1 Network



A Service of Radio Corporation of America

WMAQ

CHICAGO—EST. 1922
NATIONAL BROADCASTING CO.

Frequency: 670 Kc. Power: 50000 Watts
Owned-Operated By

National Broadcasting Co., Inc.
Address.....222 North Bank Drive
Phone Number.....Superior 8300
Transmitter Location.....Elmhurst, Ill.
Time on the Air.....5:30 a.m. to 1 a.m.; Sun-
days, 8:00 a.m. to 1:00 a.m.
News Service.....AP, INS, UP
Transcription Service.....NBC Thesaurus,
Standard Radio
Representative....National Broadcasting Co.

Personnel

President.....Niles Trammell
V.P., WMAQ Mgr.....Harry C. Kopf
Division Engineer.....Howard C. Lutgens
Supervisor of Music Library....D. A. Marcotte
Night Manager.....H. D. Livezey
Special Events Director.....William B. Ray
Station Relations Mgr.....A. W. Kaney
Chief Announcer.....William Kephart
Publicity Director.....Jack Ryan
Continuity Editor.....William Murphy
Production Manager.....Frederick A. Jacobson, Jr.
Sales Manager.....Oliver Morton
Business Manager.....John F. Whalley
Program Manager.....Jules Herbeuveaux
Advertising and Sales Promotion Manager,
Emmons C. Carlson
Musical Director.....Roy Shield
Director of Public Service Programs,
Judith Waller

WMBI

CHICAGO—EST. 1926

Frequency: 1110 Kc. Power: 5000 Watts
Owned-Operated By.....The Moody Bible
Institute of Chicago

Address.....153 Institute Place
Phone Number.....Michigan 1570
Transmitter Location.....Addison, Ill.
Time on the Air: Limited time with WBT: 72
to 99½ hours weekly
News Service.....UP
Transcription Service.....NBC Thesaurus

Personnel

Vice-President.....H. Coleman Crowell
Program Director....Rev. Wendell P. Loveless
Production Mgr.....Robert H. Parsons
Publicity Director.....Russell Hitt
Musical Director.....Don P. Hustad
Chief Engineer.....A. P. Frye

*(The Moody Bible Institute of Chicago
also operates station WDLM, C. P. for
50,000 watts; now operating 1,000 watts.)*

WSBC

CHICAGO—EST. 1925

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By.....Radio Station WSBC
Address.....2400 West Madison St.
Phone Number.....Seeley 8066
Transmitter Location.....2400 West Madison St.
Time on the Air: 6 to 8:30 a.m., 10 to 11 a.m.,
2 to 3:30 p.m., 8 to 10 p.m. and 11 to 12 p.m.
News Service.....Transradio and UP
Transcription Service.....Associated Music
Publishers

Personnel

President-General Manager.....Gene T. Dyer
Station Manager.....John A. Dyer
Commercial Manager.....M. V. Baker
Sales Promotion Manager....Herbert Rudolph
Program Director.....Dean Remick
Chief Engineer.....William Shunk

WHFC

CICERO—EST. 1926

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By.....WHFC, Inc.
Address.....6138 W. Cermak Road
Phone Number....Lawndale 8228, Cicero 4305
Transmitter Location....6138 W. Cermak Road
Time on the Air: Unlimited license (17 hrs.
daily)
News Service.....UP

Personnel

President.....R. W. Hoffman
Manager.....M. E. Clifford
Chief Announcer.....Wm. H. Scott
Chief Engineer.....George M. Ives, Jr.

WDAN

DANVILLE—EST. 1938

COLUMBIA BROADCASTING SYSTEM

Frequency: 1490 Kc. Power: 250 Watts
Owned By.....Northwestern Publish-
ing Co.
Operated By.....Danville Commercial News
Address.....202 N. Hazel St. (Hotel
Wolford)
Phone Number.....1700
Transmitter Location.....1500 N. Washington
Avenue
Time on the Air.....7 a.m. to 10:15 p.m.
Newspaper Affiliation.....Danville Commer-
cial News
News Service.....UP
Transcription Service.....Standard Radio
Representative.....J. P. McKinney & Son

Personnel

President and General Manager...E. C. Hewes
Commercial Manager.....Carl Noble
Sales Promotion Manager.....Robert Pace

*In Chicagoland
There's Only*

ONE
** BEST
Buy...*



WAIT

BEST-BY-TEST

Partial Sponsor Roll Call

- Bell & Howell
- Chicago Air College
- Chicago Mail Order Co.
- Continental Clothing Co.
- Cook County Distributors
- Coca-Cola
- Coronet
- Dad's Root Beer
- Evans Fur Co.
- Eversharp
- Fij-Oil
- 4 Way Cold Tablets
- Fox Brewing
- Galvin Mfg. Co.
- (Motorola Radios)
- Garrett Wine
- Grove Laboratories
- (8 in 1 Cold Tablets)
- Golden Soy
- Heritage Perfumes
- Hollands Jewelry
- Illinois Bell Telephone Co.
- Joy Candy
- Kass Clothiers
- Old Dutch Cleanser
- Pepsi-Cola
- Rinso, (Lever Bros.)
- Saturday Evening Post
- Super Suds
- True Story
- Union Life Insurance
- Vimms
- Walton Motors
- Western Elec. Co.
- Wheatena

- * Best By Advertisers Test.*
- * Best By Recognized Surveys*
- * Best By Comparative Rate - Check This Against Your Hooper Listings and Rates In Standard Rate and Data*

Write For Full Details!

- ✓ 10,000 Pieces of Mail Weekly
 - ✓ A Host Of Current Advertisers Successes
 - ✓ Check Your Hooper
- WAIT - Best by Test**

WAIT - 820, Best "SPOT" on The Chicago Radio Dial

670 WMAQ	720 WGN	780 WBBM	820 WAIT	890 WENR-WLS
-------------	------------	-------------	-------------	-----------------

WAIT - In The Heart Of Chicago's "Intensive Listening Band"

Gene T. Dyer
Management

W A I T

360 North Michigan Avenue
CHICAGO

Represented by
Ray Linton & Co.
New York Chicago

Program Director Cody Noble
 Production Manager Carl Noble
 Chief Announcer Francis Hourigan
 Chief Engineer Ted Magin
 Publicity Director Bette Austin
 Musical Director Levin Cummins

W S O Y

DECATUR—EST. 1924

COLUMBIA BROADCASTING SYSTEM

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Commodore Broad-
 casting, Inc.

Address 351-357 No. Main St.
 Phone Number 5371-2
 Transmitter Location 1891 No. Oakland Ave.
 Time on the Air: 6 a.m. to 12:05 a.m.; Sun-
 days, 7:30 a.m. to 12:05 a.m.

Newspaper Affiliation Decatur Herald,
 Decatur Review

News Service AP
 Transcription Service: Standard Radio; World
 Broadcasting System
 Representative Weed & Co.

Personnel

Acting President and General
 Manager Edward Lindsay
 Sales Manager Charles F. Bruce
 War Program Director and Chief
 Announcer E. B. Pennhallegon
 Acting Chief Engineer Paul Wnorowski

W K B B

EAST DUBUQUE

(See Dubuque, Ia.)

W T M V

EAST ST. LOUIS—EST. 1935

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Mississippi Valley
 Broadcasting Co., Inc.

Address ... Broadview Hotel, 5th and Broadway
 Phone Number ... East 4390 and Bridge 3424
 Transmitter Location Broadview Hotel, 5th
 and Broadway

Time on the Air 6:30 a.m. to 1 a.m.;
 Sundays, 7 a.m. to 1 a.m.

News Service INS

Personnel

President-General Manager Carlin S. French
 Commercial Manager Tom Riggs
 Sales Promotion Manager Michael Henry
 Program Director Agnes Mites
 Publicity Director Michael Henry
 Musical Director William Hart
 Chief Announcer Bob Terry
 Chief Engineer Thos. R. McLean

W G I L

GALESBURG—EST. 1938

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By Galesburg Broad-
 casting Co.

Address Hill Arcade
 Phone Number 4626 Main
 Transmitter Location Hill Arcade
 Time on the Air Unlimited license
 News Service UP
 Transcription Service Standard Radio
 Representative Sears & Ayer

Personnel

General Manager Rollin B. Laughner, Jr.

W E B Q

HARRISBURG—EST. 1923

KEYSTONE BROADCASTING SYSTEM

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By Harrisburg Broad-
 casting Company

Address 100 East Poplar St.
 Phone Number 28
 Transmitter Location 100 East Poplar St.
 Time on the Air 6 a.m. to 10 p.m.
 News Service UP

Personnel

Station Manager I. M. Taylor
 Program-Musical Director Virginia Crane
 Production Manager-Publicity Director
 Harold Cook
 Chief Engineer Joseph R. Tate

W J P F

HERRIN—EST. 1940

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Orville W. Lyerla
 Address Herrin

Phone Number 382 and 383
 Transmitter Location Herrin

Time on the Air 6 a.m. to 10:00 p.m.
 News Service UP

Transcription Service Standard Radio

Personnel

President Orville W. Lyerla
 Station and Commercial Manager Charles R.
 Cook
 Production Manager Jeanne Schrantz
 Chief Announcer Doug Hadley

W L D S

JACKSONVILLE—EST. 1941

KEYSTONE BROADCASTING SYSTEM

Frequency: 1180 Kc. Power: 250 Watts
 Owned-Operated By: Stephenson, Edge & Korsmeyer
 Address: Fox-Illinois Theater Bldg.
 Phone Number: 1180
 Transmitter Location: 1½ miles east of Jacksonville
 Time on the Air: Daytime license
 News Service: UP
 Transcription Service: Standard Radio

Personnel

General Manager: E. J. Korsmeyer

W C L S

JOLIET—EST. 1923

KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By: WCLS, Inc.
 Address: 601 Walnut St.
 Phone Number: Joliet 4761
 Transmitter Location: Joliet
 Time on the Air: Unlimited
 Transcription Service: Associated Music Publishers

Personnel

President: Walter Ashe
 Station Manager: Robert M. Holt
 Commercial Mgr.: Ray Fay
 Program Director: Jim Mitchell
 Production Mgr.: Jack Swart
 Chief Announcer: Chris Gebert
 Chief Engineer: Lester DeCosta

W M B D

PEORIA—EST. 1927

COLUMBIA BROADCASTING SYSTEM

Frequency: 1470 Kc. Power: 5000 d.; 1000 n.
 Owned-Operated By: Peoria Broadcasting Company
 Address: 200 Alliance Life Bldg.
 Phone Number: 7133
 Transmitter Location: Highway No. 29, halfway between Peoria and Pekin
 Time on the Air: 5:30 a.m. to 1:00 a.m.; Sundays, 8 a.m. to 1:00 a.m.
 News Service: UP
 Transcription Service: World Broadcasting System
 Representative: Free & Peters, Inc.

Personnel

President and Manager: Edgar L. Bill

Sales Manager: Hugh K. Boice, Jr.
 Promotion Manager: James Kyler
 Program Director: Vernon Nolte
 Publicity Director: James Kyler
 Chief Announcer: Ed Cooper
 War Program Director: Fred Leo
 Artists Bureau: Wayne West
 Musical Director: Harould Osborne
 Chief Engineer: Ted Giles

W T A D

QUINCY—EST. 1926

COLUMBIA BROADCASTING SYSTEM

Frequency: 930 Kc. Power: 1000 Watts
 Owned-Operated By: Illinois Broadcasting Corp.
 Address: W.C.U. Bldg., 510 Main St.
 Phone Number: 6200
 Transmitter Location: Quincy Gardens
 Time on the Air: 5:45 a.m. to 11:30 p.m.
 News Service: AP; UP
 Transcription Service: Associated Music Publishers, Lang-Worth
 Representative: The Katz Agency

Personnel

President: W. Emery Lancaster
 General Manager: C. Arthur Fifer
 Commercial Manager: W. J. Rothschild
 Program Director: Gerard Driscoll
 Traffic Director: Zoula Gatewood
 Musical Director: Edythe Raye
 Chief Engineer: Francis Wentura

PA

**SET THE PACE
 THREE YEARS
 AGO**

*With the first,
 regular 24-hour
 radio news wire*

W R O K

ROCKFORD—EST. 1923

BLUE NETWORK

Frequency: 1440 Kc. . . . Power: 1000 d. 500 n.
Owned-Operated By . . . Rockford Broadcasters, Inc.

Address News Tower
Phone Number Main 5632
Transmitter Location Kilburn Ave. Rd.
Time on the Air 6 a.m. to midnight;
Sundays, 8:00 a.m. to 12 Midnight
Newspaper Affiliation Rockford Morning Star, Rockford Register Republic
News Service UP
Transcription Service Standard Radio
Representative Headley-Reed Co.

Personnel

President Ruth Hanna Simms
Managing Director James Rodgers
General Manager Walter Koessler
Commercial Manager John J. Dixon

Sales Promotion and Publicity

Manager William R. Traum
Program Director Maurice P. Owens
Musical Director Lorna Lane
Chief Engineer Thomas C. Cameron
Record Master of Ceremony Norman Paul

W H B F

ROCK ISLAND—EST. 1925

MUTUAL BROADCASTING SYSTEM

Frequency: 1270 Kc. Power: 5000 Watts
Owned-Operated By Rock Island Broadcasting Co.

Business Address 1800 Third Ave.
Phone Number 917, 918 and 919
Studio Addresses 1800 Third Ave., Fifth Ave. Bldg., Moline; Orpheum Theater, Davenport.
Transmitter Location 23rd Ave. and 52 St., Moline, Ill.

Time on the Air 6 a.m. to 1:00 a.m.;
Sundays, 8 a.m. to 1:00 a.m.

Newspaper Affiliation The Rock Island Argus
News Service AP, UP
Transcription Service Standard Radio, Lang-Worth
Representative Howard H. Wilson Company

WROK HIGHLIGHTS

WROK BREAKFAST SARDI'S ON DORSEY BAND & SPOTLIGHT SHOW

WROK Will Pre What's Doin' on WROK

- NEWS
- PROGRAMS
- HIGHLIGHTS
- PERSONALITY

Al Pearce, famed for his character of "Elmer Blurt," the low-pressure salesman, is back on the air. Titled "Fun Valley"

The VICTORY PARADE

Morton DOWNEY Master of melody featuring favorite songs

The Spotlight BANDS

The BREAKFAST CLUB

man and in an program

WROK "Breakfast"

ROUTE TO PT I Over WROK

YOUR PROGRAM MAKES NEWS WHEN IT'S ON WROK

BLUE NETWORK • NATL. REP. HEADLEY-REED CO. • ROCKFORD, ILLINOIS

Persomel

President.....John W. Potter
 Vice-President-General Manager...L. C. Johnson
 Sales Manager.....Maurice Corken
 Publicity Director.....Francis J. Kennedy
 Ass't Program Director.....Forest W. Cooke
 Sales Promotion Manager.....Ted Arnold
 Chief Engineer.....R. J. Sinne

W C B S

SPRINGFIELD—EST. 1922
 BLUE NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....WCBS, Inc.
 Address.....523 E. Capital
 Phone Number.....9855
 Transmitter Location.....2200 S. 6th
 Time on the Air.....18 hrs. daily
 Newspaper Affiliation.....Illinois State Journal
 News Service.....AP
 Representative.....Sears & Ayer, Inc.

Persomel

President and Chief
 Engineer.....Harold L. Dewing
 Station and Commercial
 Manager.....Carroll W. Neeld
 Program Director.....John C. Geil
 Sales Promotion-Publicity Director
 Carroll W. Neeld
 Musical Director.....John Geil
 Chief Announcer.....Roger Patrick

W T A X

SPRINGFIELD—EST. 1930
 COLUMBIA BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 100 Watts
 Owned-Operated By.....WTAX, Inc.
 Business Address.....117-119 S. 5th
 Phone Number.....2-4441
 Studio Address.....117-119 S. 5th St.
 Transmitter Location.....117-119 S. 5th St.
 Time on the Air: 6:00 a.m. to 12:05 a.m.; Sun-
 days, 7:00 a.m. to 12:05 a.m.
 News Service.....UP
 Transcription Service.....Associated Music
 Publishers
 Representative.....Weed & Co.

Persomel

President and Manager.....Jay A. Johnson
 Program Director.....Gladys McGrew
 Chief Engineer.....Eli Swaringen

W D Z

TUSCOLA—EST. 1921

Frequency: 1050 Kc.....Power: 1000 Watts

Owned-Operated By.....WDZ Broadcasting
 Company

Address.....Star Building
 Phone Number.....98 and 153
 Transmitter Location.....Intersection of U. S.
 Highways 36 and 45

Time on the Air.....Daytime license
 Transcription Service.....Lang-Worth
 Representative.....Howard H. Wilson Co.

Persomel

Station Manager.....Walter C. Schafer

W I L L

URBANA—EST. 1922

Frequency: 580 Kc.....Power: 5000 W.
 Owned-Operated By.....University of Illinois
 Business Address.....Urbana
 Phone Number.....7-2400 and 7-2616
 Studio Address.....1010 S. Wright St.
 Transmitter Location.....1 mile south on First
 St. Road, Champaign, Ill.
 Time on the Air.....7:00 a.m. to local sunset
 News Service.....AP

Persomel

President.....Jos. F. Wright
 Program Director.....Frank E. Schooley
 Publicity Director.....Art Wildhagen
 Chief Announcer.....Paul Bolman
 Musical Director.....Lanson F. Demming
 Production Director.....Nat H. Erwin
 Chief Engineer.....A. James Ebel
 (Non Commercial Station)

Telescripts,

Available only on the
 special **AP** radio news
 wire, are provided with-
 out additional cost to
 affiliated stations.

INDIANA

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 233-286

W H B U

ANDERSON—EST. 1922

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: Anderson Broadcasting Corp.
Business Address: Citizens Bank Bldg.
Phone Number: 7791
Studio Address: 1110 Meridian St.
Transmitter Location: 1110 Meridian St.
Time on the Air: 7:15 a.m. to 7:30 p.m.; Sundays, 7:45 a.m. to 10:30 p.m.
News Service: UP
Transcription Service: Standard Radio
Representative: Hal Holman Co.

Personnel

President-General Manager: L. M. Kennett
Commercial Manager: John R. Atkinson
Chief Engineer: L. F. Podhaski

W T R C

ELKHART—EST. 1931

BLUE NETWORK

KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: Truth Publishing Co., Inc.
Address: Hotel Elkhart
Phone Number: 948
Transmitter Location: Oakland Avenue and Mishawaka Road
Time on the Air: 7 a.m. to 9 p.m.
Newspaper Affiliation: Elkhart Daily Truth
News Service: UP
Transcription Service: World; Standard Radio
Representative: Burn-Smith Company, Inc.

Personnel

President: C. D. Greenleaf
General Manager: R. R. Baker
Commercial Manager: Paul Upton
Program-Musical Director: Margaret Ward
Chief Announcer: V. V. Swartz
Chief Engineer: Lester Zellmer

W E O A

EVANSVILLE—EST. 1936

COLUMBIA BROADCASTING SYSTEM

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Evansville On The Air, Inc.
Address: 519 Vine St.
Phone Number: 2-1171
Transmitter Location: Evansville
Time on the Air: 6 a.m. to midnight
News Service: UP
Transcription Service: World Broadcasting System and Standard

Representative: Weed & Co.
Personnel

President and
General Manager: Clarence Leich
Commercial and Sales
Promotion Manager: Guy Crecelius
Program and
Production Director: Pat Roper
Publicity Director: Clarence Leich
Chief Engineer: Erwin Schoeny

W G B F

EVANSVILLE—EST. 1925

NATIONAL BROADCASTING CO.

BLUE NETWORK

Frequency: 1280 Kc. Power: 5000 d.; 1000 n.
Owned-Operated By: Evansville On The Air, Inc.
Address: 519 Vine St.
Phone Number: 2-1171
Transmitter Location: Evansville
Time on the Air: 6 a.m. to midnight
News Service: UP
Transcription Service: World Broadcasting System and Standard
Representative: Weed & Co.

Personnel

President-General Manager: Clarence Leich
Commercial and Sales
Promotion Manager: Guy Crecelius
Program and Production
Director: Pat Roper
Chief Engineer: Fay Gehres

W G L

FORT WAYNE—EST. 1924

NATIONAL BROADCASTING CO.

Frequency: 1450 Kc. Power: 250 Watts
Owned By:
Westinghouse Electric and Mfg. Co.
Operated By: Westinghouse Radio Stations, Inc.
Business Address: 925 So. Harrison St.
Phone Number: A-2135
Transmitter Location: 925 So. Harrison St.
Time on the Air: 6:30 a.m. to 12:30 a.m.
News Service: UP
Transcription Service: World Broadcasting; Standard Radio
Representative: NBC Spot Sales

Personnel

Vice-President: Walter Evans
Station Manager: J. B. Conley
Commercial Manager: Paul E. Mills
Sales Promotion Mgr.: Earl W. Malone
Program Director: Eldon Campbell
Director of War Programs: Carl Vandagriff



NO. 48 MONUMENT CIRCLE
HOME ADDRESS OF INDIANA'S
MOST POPULAR RADIO PROGRAMS

THERE WILL COME A DAY . . . maybe in 1944 . . .
Victory . . . Peace . . . Conversion . . . Conversion
to peacetime, civilian production . . . Following
the battle of nations will come the battle of
brands . . . Selling will return to a competitive
basis again . . . Sales campaigns will take the
place of military campaigns . . . There will be
new developments to exploit . . . "two-fisted"
selling campaigns will replace the wartime, in
stitutional copy we've become so accustomed to
these past months . . . Potential possibilities in
the postwar era will be enormous.

WFBM — Indiana's first radio station — stands
ready to serve you in the Indianapolis — and
surrounding market.

WFBM
INDIANAPOLIS



REPRESENTED NATIONALLY BY THE KATZ AGENCY

Production Director.....Fred Freeland
 Publicity Director.....Larry Frommer
 Chief Announcer.....J. Howard Ackley
 Musical Director.....Guy Fitzsimmons
 Chief Engineer.....Bruce Ratts

W O W O

FORT WAYNE—EST. 1925

BLUE NETWORK

Frequency: 1190 Kc.....Power: 10,000 Watts
 Owned By... Westinghouse Electric & Mfg. Co.
 Operated By... Westinghouse Radio Stations, Inc.
 Address.....925 So. Harrison St.
 Phone Number.....A-2136
 Transmitter Location.....Routes 30 and 33
 (Junction)
 Time on the Air.....5 a.m. to 1 a.m.
 News Service.....UP
 Transcription Services... World Broadcasting;
 Standard Radio
 Representative..... National Broadcasting Co.

Personnel

Vice-President.....Walter Evans
 Station Manager.....J. B. Conley
 Commercial Manager.....Paul E. Mills
 Auditor.....Kenneth Foellinger
 Program Director.....Eldon Campbell
 Production Manager.....Carl Vandagriff
 Publicity Director.....L. J. Frommer
 Sales Promotion Mgr.....E. W. Malone
 Chief Announcer.....J. Howard Ackley
 Continuity
 Supervisor.....Miss Hilda C. Woehrmeyer
 Musical Director.....Guy Fitzsimmons
 Chief Engineer.....Bruce Ratts

W I N D

GARY—EST. 1927

CBS

Frequency: 560 Kc.....Power: 5,000 Watts
 Owned-Operated By..... Johnson-Kennedy
 Radio Corp.
 Business Address.....504 Broadway;
 230 N. Michigan Blvd., Chicago
 Phone Number.....Gary 9191;
 Chicago: State 4176
 Studio Addresses.....504 Broadway;
 230 N. Michigan Blvd., Chicago
 Transmitter Location.....Black Oak, Indiana
 Time on the Air.....24 hours daily
 News Service.....AP; INS
 Transcription Service.....Lang-Worth
 National Sales Office Address.. 230 N. Michi-
 gan Blvd., Chicago, Ill.
 Representative.....John E. Pearson Co.

Personnel

President.....Ralph L. Atlass
 Manager.....Dee O. Coe
 Sales Manager.....John T. Carey
 Sales Promotion Manager.....C. Don Ioset

Program Director.....Fred Willson
 Publicity Director.....Fred Reed
 Continuity Director.....Florence Folsom
 Director of War Programs... Joan MacDougall
 Musical Director.....Reba Jane Chapman
 Chief Engineer.....Victor H. Voss
 Record MC.....Russ Widoe

(See Page 413)

W J O B

HAMMOND—EST. 1924

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By... Adair-Richardson-Adair
 Address.....449 State St.
 Phone Number.....Hammond 9800
 Transmitter Location.....449 State St.
 Time on the Air.....7 a.m. to 11 p.m.
 News Service.....UP
 Representative.....Cox & Tanz

Personnel

Station Manager.....O. E. Richardson
 Commercial Manager.....Robert C. Adair
 Sales Promotion Manager... Stanley C. Davis
 Program Director.....Sam Weller
 Chief Announcer and
 Production Manager.....Charles Sharpless
 Musical Director.....J. Gibbs Spring
 Chief Engineer.....Stanley Strasburg
 Record MC.....Margaret Frye

W F B M

INDIANAPOLIS—EST. 1924

COLUMBIA BROADCASTING SYSTEM

Frequency: 1260 Kc.....Power: 5000 Watts
 Owned-Operated By.....WFBM, Inc.
 Address.....48 Monument Circle
 Phone Number.....Lincoln 8506
 Transmitter Location.....2 miles northeast of
 Millersville, Indiana
 Time on the Air.....6 a.m. to 12:05 a.m.;
 Sundays, 7:00 a.m. to 12:05 a.m.
 News Service.....AP; INS
 Transcription Service.....Associated Music
 Publishers
 Representative.....The Katz Agency

Personnel

President.....H. M. Bitner, Sr.
 Station Manager.....Frank O. Sharp
 Commercial Manager... William F. Kiley, Jr.
 Sales Promotion Mgr.....Edward Schneider
 Chief Announcer.....Lyell Ludwig
 Program Director.....Mrs. Jean Bitner
 Publicity Director.....Don Menke
 Musical Director.....Walter H. Reuleaux
 Chief Engineer.....Harold Holland
 Record MC.....Sam K. Sims

WIBC

INDIANAPOLIS—EST. 1938

MUTUAL BROADCASTING SYSTEM

Frequency: 1070 Kc. Power: 5000 d.; 1000 n.;
(C. P. 5000 n.)

Owned-Operated By... Indiana Broadcasting Corp.

Address... Indianapolis Athletic Club

Phone Number... Riley 2305

Transmitter Location... Northwest of Indianapolis

Time on the Air... 5 a.m. to 12 midnight

News Service... AP, UP

Transcription Service... NBC Thesaurus and Lang-Worth

Representative... John Blair & Co.

Personnel

President... H. G. Wall

General and Commercial Mgr... O. J. Kelchner

Sales Promotion Mgr... Byron Taggart

Program Director and

Publicity Manager... Bert Julian

Production Manager... Byron Taggart

Musical Director... Lester Huff

Chief Announcer... Howard Carlson

Traffic Manager... Jane Day

Chief Engineer... Harry Adams

WIRE

INDIANAPOLIS—EST. 1926

NATIONAL BROADCASTING CO.

Frequency: 1430 Kc. Power: 5000 Watts

Owned-Operated By... Indianapolis Broadcasting, Inc.

Address... Claypool Hotel

Phone Number... Riley 1541-2-3-4

Transmitter Location... 44th & Ralston Road

Time on the Air... 6:30 a.m. to midnight

News Service... AP; UP

Transcription Service... World Broadcasting, Lang-Worth

Representative... John E. Pearson Co.

Personnel

President... Eugene C. Pulliam

Commercial Manager... Rex Schepp

Program Director... Bill Dean

Musical Director... Harry Bason

Chief Engineer... Eugene E. Alden

The FAVORITE In Indianapolis

In a market which is serviced by more than one radio station, there's certain to be some Division of Listeners. Of course, this complicates the time-buying job, so let's get some facts straight.

How about Indianapolis? Well, there are four good local stations, all network outlets. This doesn't mean, however, that you can get one fourth of all the listeners on *any* station. It isn't *that* simple. One station of the four gets MOST of the listeners primarily because it has MOST of the really top-ranking programs, local and network.

We believe firmly that good programming, network AND local, have made WIRE the *favorite* station for Indianapolis listeners. Certainly NBC Programs are rated *tops—in any survey*. Some of the many local studio programs which originate at WIRE rate even higher. Yes, WIRE leads in Indianapolis.

WIRE

BASIC NBC NETWORK
JOHN E. PEARSON CO., *Representatives*
Chicago • 360 N. Michigan Avenue • FRanklin 2359
New York • 250 Park Avenue • PLaza 8-2255

WISH

INDIANAPOLIS—EST. 1941

BLUE NETWORK

Frequency: 1310 Kc. Power: 5000 d.; 1000 n.
Owned-Operated By... Capitol Broadcasting Corporation

Address... Board of Trade Building
Phone Number... Market 6345
Transmitter Location... Post Road and Rawls Ave.

Time on the Air... 6 a.m. to 1 a.m.
News Service... AP
Transcription Service... Standard Radio
Representative... Free & Peters, Inc.

Personnel

President-Gen. Manager... C. Bruce McConnell
Commercial and Sales
Promotion Manager... Robert E. Bausman
Program Director... Felix D. Adams
Musical Director... Margaret Pryce
Chief Engineer... Stokes Gresham, Jr.

WKMO

KOKOMO—EST. 1941

KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By... Koko-to Broadcast-
ing Co.

Address... 400 North Main St.
Phone Number... 5171
Transmitter Location... Kokomo
Time on the Air... Unlimited license
Transcription Service... Lang-Worth
Representative... Cox & Tan:

Personnel

President... Dr. R. Spencer Taylor
General and Sales Mgr... John Carl Jeffrey
Program and
Production Director... Chester Behrman
Director of Educational and
Women's Programs... Marion Ellis
Chief Announcer and
Record MC... Gerry Parker
Chief Engineer... George Palmer

WASK

LAFAYETTE—EST. 1942

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By... WFAM, Inc.
Business Address... Lafayette
Studio Address... Wallace Bldg.
Transmitter Location... No. River Road,
West Lafayette

Time on the Air... 6 a.m. to 11 p.m.
News Service... AP

Personnel

President... O. E. Richardson
Station and Sales Manager... J. Gibbs Spring
Program Director... Bayne Spring
Chief Announcer... William Warren
Chief Engineer... Harry C. Garba

WLBC

MUNCIE—EST. 1926

COLUMBIA BROADCASTING SYSTEM
KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By... Donald A. Burton
Business Address... P. O. Box 271
Phone Number... 4403
Transmitter Location: Radio Center, U. S. High-
way No. 35, So. of Muncie

Time on the Air... 6:30 a.m. to 12:10 a.m.
News Service... UP
Transcription Service... Standard Radio
Representative... Hal Holman Co.

Personnel

Owner-Station Manager... Donald A. Burton
Commercial Manager... Wm. F. Craig
Production Manager... Hugh Harling
Musical Director... June Johnson
Chief Engineer... Maurice Crain
Director of War Programs... Don Russell

WGRC

NEW ALBANY (LOUISVILLE, KY.)
EST. 1936

MUTUAL BROADCASTING SYSTEM

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By... Northside Broadcasting Corp.

Business Address: Kentucky Home Life Bldg.,
Louisville, Ky.

Phone... Wabash 8871
Studio Addresses: Kentucky Home Life Bldg.,
Louisville, Ky., and Elsby Bldg., New Albany,
Ind.

Transmitter Location: Preston and Woodbine
Streets, Louisville, Ky.

Time on the Air... 6 a.m. to midnight
News Service... AP
Transcription Service... Standard Radio;
Associated Music Publishers; Lang-Worth
Representative... Burn-Smith Co.

Personnel

President and Commercial Mgr... J. Porter Smith
Station Manager... Charles L. Harris
Secretary and Treasurer and
General Council... C. E. Schindler

Sales Promotion and

Publicity Manager.....Harry Hunter
 Production Manager.....Ward Hatcher
 Musical Director.....Charles Hurta
 Chief Engineer.....Perry Esten

W K B V

RICHMOND—EST. 1926

KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 100 Watts
 Owned-Operated By.....Knox Radio Corp.
 Address.....225 N. 8th St.
 Phone Number.....1434
 Transmitter Location.....North Richmond
 Time on the Air.....Unlimited License
 Transcription Service: Lang-Worth; Keystone

Personnel

President.....J. Robert Quigg
 General Manager.....G. F. Albright

W S B T

SOUTH BEND—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 960 Kc.....Power: 1000 Watts
 Owned-Operated By.....South Bend Tribune
 Address.....225 W. Colfax Ave.
 Phone Number.....3-6161
 Transmitter Location: 5 miles south of South
 Bend on Ironwood Road
 Time on the Air: 6:30 a.m. to 12 midnight;
 Sundays, 8 a.m. to 11:15 p.m.

Newspaper Affiliation...South Bend Tribune
 News Service.....UP
 Transcription Service: Lang-Worth; Associated
 Representative.....Paul H. Raymer Co.

Personnel

President.....F. A. Miller
 Station Manager.....Franklin D. Schurz
 Commercial Manager.....R. H. Swintz
 Program Director-Chief

Announcer.....Marc Boyden
 Publicity Director.....Neal B. Welch
 Musical Director.....Harlan Hogan
 Chief Engineer.....H. G. Cole

W B O W

TERRE HAUTE—EST. 1925

BLUE NETWORK

NATIONAL BROADCASTING CO.

Frequency: 1230 Kc.....Power: 250 Watts
 Owned By.....Banks of the Wabash, Inc.
 Operated By.....George M. Jackson
 Address.....303 South Sixth Street
 Phone Number.....Crawford 3394
 Transmitter.....First St. and Peyton Ave.

Time on the Air...6:45 a.m. to 12 midnight
 Newspaper Affiliation.....Saturday Spectator
 News Service.....UP
 Transcription Service.....Standard Radio;
 Lang-Worth
 Representative.....Weed & Company

Personnel

President.....Alvin Eades
 General Manager.....George M. Jackson
 Sales Promotion.....Jill Girrard
 Program and Production Director...Leo Baxter
 Chief Announcer.....Harry Frey
 Chief Engineer.....Don Aldrich

W A O V

VINCENNES—EST. 1940

KEYSTONE BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By...Vincennes Newspapers,
 Inc.

Studio Address.....Grand Hotel
 Business Address.....320 Busseron St.
 Phone Number.....787-788
 Transmitter Location: US 41, north of Vincennes
 Time on the Air.....6 a.m. to 10 p.m.
 Newspaper Affiliation.....Vincennes
 Sun-Commercial

News Service.....UP
 Transcription Service.....Lang-Worth, World
 Representative.....John E. Pearson Co.

Personnel

Vice-President-General
 Manager.....Howard N. Greenlee
 Station Promotion Manager...Victor H. Lund
 Commercial Manager.....Richard B. Harris
 Program Director-Production
 Manager.....Emmett Jackson
 Chief Announcer.....Neal Van Ells
 Chief Engineer.....Gordon Nutty

W B A A

WEST LAFAYETTE—EST. 1922

Frequency: 920 Kc.....Power: 5000 d.; 1000 n.
 Owned-Operated By.....Purdue University
 Address.....Hall of Music, West Lafayette
 Phone Number.....6076
 Transmitter Location.....6 miles south of La-
 fayette

Time on the Air.....10:30 a.m. to 10 p.m.
 News Service.....AP
 Transcription Service.....Standard Radio

Personnel

Business Manager.....John W. Ditamore
 Director.....Gilbert D. Williams
 Production Manager.....Mrs. C. H. Wahl
 Chief Engineers...Bill McCown, Charles Lester

IOWA

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 233-286

W O I

AMES—EST. 1921 (9YI)

BLUE NETWORK

Frequency: 640 Kc. Power: 5000 Watts
Owned By: Iowa State College
Operated By: Agricultural Extension and Engineering Extension
Address: Service Building
Phone Number: 2500; Extension 281
Transmitter Location: Service Building
Time on the Air: Local sunrise to local sunset
News Service: AP
Transcription Service: Standard Radio

Personnel

President (of Iowa State College): Charles E. Friley
Station Manager: W. I. Griffiths
Program Director and Production Manager: Edward Wegener
Publicity Director: R. W. Beckman
Chief Announcer: Keith Mullenger
News Editor: Robert Ferri
Dramatic Editor: Sid Stone
Musical Director: Edward Wegener
Market Editor: R. C. Bentley
Chief Engineer: L. L. Lewis
Farm Editor: C. R. Elder
Woman's Editor: Mrs. Eleanor Wilkins
Record MC: Verne Carlsen
(Non-Commercial Station)

K F G Q

BOONE—EST. 1927

Frequency: 1260 Kc. Power: 250 Watts
Owned-Operated By: Boone Biblical College
Business Address: 924 West Second Street
Phone Number: 1119-W
Transmitter Location: 924 West Second St.
Time on the Air: Daytime License

Personnel

Manager: Lois Crawford
Chief Announcer: Anne Reiffenstein
Musical Director: Opal Hartung
War Program Director: Josephine Griffin
Chief Engineer: Paul R. Huntsinger
(Non-Commercial Station)

K B U R

BURLINGTON—EST. 1941

BLUE NETWORK

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: Burlington Broadcasting Co.
Address: National Bank Bldg.
Phone Numbers: 680; 681
Transmitter Location: National Bank Bldg.

Time on the Air: 16½ hours
News Service: UP
Transcription Service: Standard Radio
Representative: William G. Rambeau Co.

Personnel

President-General Manager: G. B. McDermott
Commercial Manager: Gordon Downey
Sales Promotion Mgr.: G. B. McDermott
Program Publicity Director: Mary Mangold
Production Manager: Walter Stone
War Program Director: Mary Mangold
Chief Announcer: Ray Bennett
Chief Engineer: Bob Busch
Record MC: Dick Mosena

W M T

CEDAR RAPIDS, WATERLOO—

EST. 1922

CBS

THE COWLES GROUP

Frequency: 600 Kc. Power: 5000 Watts
Owned-Operated By: Iowa Broadcasting Company
Addresses: Paramount Bldg., Cedar Rapids; Russell Lamson Hotel, Waterloo
Phone Numbers: 6127 (Cedar Rapids); 3618 (Waterloo)
Transmitter Location: Marion, Iowa
Time on the Air: 5:30 a.m. to 12 midnight; Sundays, 7 a.m. to 12 midnight
Newspaper Affiliation: Des Moines Register and Tribune
News Services: AP; UP
Transcription Service: Lang-Worth, World Broadcasting System, BMI
Representative: The Katz Agency

Personnel

President: Gardner Cowles, Jr.
Exec. V.-P. and General Manager: S. D. Quarton
Commercial Manager: W. B. Quarton (Cedar Rapids) Don Inman (Waterloo)
Merchandising Manager: Leo F. Cole
Program Director: Ralph J. Rowe (Waterloo)
Production Manager-Chief Announcer: Benne Alter
Farm Editor: Andrew G. Woolfries
Musical Director: Maureen Canavan
Chief Engineer: Paul M. Palmer

K R O S

CLINTON—EST. 1941

KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: Clinton Broadcasting Corp.

Business Address.....Jacobsen Bldg.
 Phone Number..... 448
 Studio Address.....Jacobsen Bldg.
 Transmitter Location.....Jacobsen Bldg.
 Time on the Air.....Unlimited License
 News Service.....UP
 Transcription Service.....Standard Radio
 Representative.....Hal Holman Co.

Personnel

Owner.....W. S. Jacobsen
 General and Commercial Mgr..Morgan Sexton
 Program Director.....Lucille DeLeers
 War Program Director.....Lucille DeLeers
 Chief Engineer.....Gilbert Andrew

W O C

DAVENPORT—EST. 1921
 BLUE NETWORK

Frequency: 1420 Kc.....Power: 5000 Watts
 Owned-Operated By.....Tri-City Broadcasting
 Company
 Address.....1002 Brady Street
 Phone Number.....3-3661
 Transmitter Location.....R.R. No. 1
 Time on the Air: 18 hours daily; 16 hours
 (Sunday)
 News Service.....UP
 Transcription Service.....World
 Representative.....Free & Peters, Inc.

Personnel

President.....Col. B. J. Palmer
 General Manager.....J. Buryl Lottridge
 Commercial Manager.....L. O. Fitzgibbons
 Sales Promotion and
 Publicity Manager.....Jane Boom
 Program Director.....Phil Patton
 Musical Director.....George Sontag
 Chief Announcer.....Clark Hayden
 Chief Engineer.....Charles Rayburn

K W L C

DECORAH—EST. 1926

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....Luther College
 Business Address...600 Leiv Eiriksson Drive
 Phone Number.....690
 Studio Address.....C. K. Preus Gymnasium
 Transmitter Location..C. K. Preus Gymnasium
 Time on the Air...Operating four hours daily
 for the duration

Personnel

President (of Luther College)..Dr. O. J. H. Preus
 Station Manager and
 Program Director.....Kenneth L. Berger
 Publicity Director.....Ruth Kaines
 Musical Director.....Helen Trilhus
 Chief Announcer.....Olive Sharpee

Chief Engineer and
 Production Manager.....O. M. Eittrim
 Director of
 War Programs.....Mary Margaret Roberts
 (Non-Commercial Station)

K R N T

DES MOINES—EST. 1935

CBS—THE COWLES STATIONS

Frequency: 1350 Kc.....Power: 5000 Watts
 Owned-Operated By.....Iowa Broadcasting
 Company
 Address.....715 Locust St.
 Phone Number.....3-2111
 Transmitter Location...S. E. 22nd & Park
 Ave.
 Time on the Air: 6:00 a.m. to 12 midnight;
 Sundays, 7:30 a.m. to 12 midnight
 Newspaper Affiliation..Des Moines Register
 and Tribune
 News Service.....AP; UP
 Transcription Service.....Standard Radio,
 Lang-Worth
 Representative.....The Katz Agency

Personnel

President.....Gardner Cowles, Jr.
 General and
 Commercial Manager.....Craig Lawrence
 Program Director.....Ed Linehan
 Director of War Programs..W. Lyle Flanagan
 Sales Promotion Manager.....John Drake
 Publicity Director.....Mary Little
 Production Manager and
 Musical Director.....Eddie Truman
 Chief Engineer.....Paul Huntsinger
 Record MC.....Dan Lawrence

K S O

DES MOINES—EST. 1921

BLUE NETWORK—MBS—

THE COWLES STATIONS

Frequency: 1460 Kc.....Power: 5000 Watts
 Owned-Operated By.....Iowa Broadcasting
 Company
 Address.....715 Locust Street
 Phone Number.....3-2111
 Transmitter Location...S.E. 22nd & Park
 Avenue
 Time on the Air: 6 a.m. to 1 a.m.; Sundays,
 7:30 a.m. to 1 a.m.
 Newspaper Affiliation..Des Moines Register
 and Tribune
 News Service.....AP; UP
 Transcription Service.....Standard Radio;
 Lang-Worth
 Representative.....The Katz Agency

Personnel

President.....Gardner Cowles, Jr.
 General and
 Commercial Manager.....Craig Lawrence

Program Director.....Ed Linehan
 Director of War Programs...W. Lyle Flanagan
 Sales Promotion Manager.....John Drake
 Publicity Director.....Mary Little
 Production Manager and
 Musical DirectorEddie Truman
 Chief Engineer.....Paul Huntsinger
 Record MCDan Lawrence

W H O

DES MOINES—EST. 1924
 NBC

Frequency: 1040 Kc.....Power: 50000 Watts
 Owned-Operated By...Central Broadcasting Co.
 Business Address.....914 Walnut St.
 Phone Number.....3-7147
 Transmitter Location.....Mitchellville, Iowa
 Time on the Air.....5:30 a.m. to 12:30 a.m.
 News Services.....INS; UP
 Transcription Services.....NBC Thesaurus;
 Lang-Worth
 Representative.....Free & Peters, Inc.

Personnel

President.....B. J. Palmer
 V-P & Station Manager.....J. O. Maland
 Sales Manager.....Hale Bondurant
 Merchandising Director.....Harold Fulton
 Publicity Director.....Woody Woods
 Production Mgr.....Jack Kerrigan
 Program Director.....Harold Fair
 Public Relations Director.....Ralph Evans
 Musical Director.....Don Hovey
 Technical Director.....Paul A. Loyet

K D T H

DUBUQUE—EST. 1941

MUTUAL BROADCASTING SYSTEM

Frequency: 1370 Kc.....Power: 1000 Watts
 Owned By.....Telegraph-Herald
 Operated By.....K. S. Gordon
 Address.....8th and Bluff
 Phone Number.....1603
 Transmitter Location.....East Dubuque, Ill.
 Time on the Air.....Unlimited license
 Newspaper Affiliation.....Telegraph-Herald
 News Service.....AP
 Transcription Services.....Langworth;
 Standard Radio
 Representative.....John Pearson

Personnel

President.....Fred Woodward
 Station Manager.....K. S. Gordon
 Commercial Manager.....W. J. Binkley
 Program DirectorArnie Stierman
 Chief Engineer.....Stan Beck

W K B B

DUBUQUE—EST. 1933
 BLUE NETWORK

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Dubuque Broadcast-
 ing Co.
 Address.....Hotel Julien
 Phone Number.....572
 Transmitter Location...R. R. No.2, Dubuque,
 Iowa
 Time on the Air.....6:30 a.m. to 12 Midnight;
 Sundays, 7 a.m. to 12 Midnight
 News Service.....INS
 Transcription Service.....Associated Music
 Publishers
 RepresentativeBurn-Smith Co., Inc.

Personnel

Vice President and Station
 ManagerJames D. Carpenter
 Program Director and Production
 ManagerJeanne Wiedner
 Chief Announcer and Director of War
 Programs.....L. Vaughn Gayman
 Musical Director.....Ethel M. Carpenter
 Chief Engineer.....Leonard Carlson

K V F D

FORT DODGE—EST. 1939

MUTUAL BROADCASTING SYSTEM

NORTH CENTRAL BROADCASTING SYSTEM
 KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Northwest Broad-
 casting Co.
 Address.....912 First Ave. South; Warden
 Bldg.
 Phone Number.....Walnut 3761
 Transmitter Location.....Fort Dodge RFD
 Time on the Air.....6 a.m. to Midnight
 News Service.....UP
 Representative.....Burn-Smith Co.

Personnel

President-General and Commercial
 ManagerEdward Breen
 Program Director and Production
 ManagerDrexel Peterson
 Chief AnnouncerMelvin Daughters
 Musical DirectorBetty Condon
 Chief Engineer.....Dave Sinclair

W S U I

IOWA CITY—EST. 1919

Frequency: 910 Kc.....Power: 5000 Watts
 Owned-Operated By...The State University of
 Iowa
 Address.....Iowa City
 Phone Number.....2111-237
 Transmitter Location.....Two miles west of
 Iowa City
 Time on the Air.....8 a.m. to 10 p.m.
 News Service.....AP

I O W A

Personnel

Station Director..... Carl H. Menzer
Program Director..... Pearl B. Broxam
Chief Engineer..... S. J. Ebert
(Non-Commercial Station)

K F J B

MARSHALLTOWN—EST. 1923

Frequency: 1230 Kc..... Power: 250 Watts
Owned-Operated By..... Marshall Electric
Company
Address..... 1603 West Main Street
Phone Number..... 3361
Transmitter Location: 2 miles northwest of
Marshalltown
Time on the Air: 6 a.m. to 10 p.m.: Sundays.
11 a.m. to 7:00 p.m.
News Service..... UP
Representative..... The Walker Company

Personnel

President and Station Manager... Earl Peak
Program Director..... O. L. Russell
Musical Director..... Thelma LaValley
Chief Engineer..... W. Cole Tillotson

K G L O

MASON CITY—EST. 1937

COLUMBIA BROADCASTING SYSTEM

Frequency: 1300 Kc..... Power: 5000 Watts
Owned-Operated By.... Mason City Globe
Gazette Co.
Address..... 200 North Federal Avenue
Phone Number..... 2800
Transmitter Location..... Highway 18, west
of Mason City
Time on the Air..... 6 a.m. to 12 p.m.
Newspaper Affiliation... Mason City Globe
Gazette
News Service..... AP; UP
Transcription Service..... Standard
Lang-Worth
Representative..... Weed & Co.

Personnel

Station Manager..... F. C. Eighmey
Commercial Manager..... Herbert Ohrt
Program Director..... Merritt Milligan
Publicity Director..... Wade Patterson
Chief Engineer..... Roger Sawyer

K B I Z

OTTUMWA—EST. 1941

KEYSTONE BROADCASTING SYSTEM

Frequency: 1240 Kc..... Power: 250 Watts
Owned-Operated By..... J. D. Falvey
Address..... 117 E. Main St.
Phone Number..... 5600
Transmitter Location..... Community Gardens

**T
E
L
E
S
C
R
I
P
T
S**

*widely
sponsored,
are available
only on the
special 
radio news
wire*

Time on the Air.....6:45 a.m. to 10:00 p.m.
 News Service.....UP
 Transcription Service...Lang-Worth; Keystone

Personnel

President-OwnerJ. D. "Jack" Falvey
 General ManagerEm Owen
 Program DirectorCharles Norman
 Director of War Programs .Florence N. Hanson
 Musical DirectorRobert Carlson
 Publicity DirectorPhyllis Pelletier
 Chief Announcer.....Roy Dawson
 Chief EngineerAlvin Johnson

K F N F

SHENANDOAH—EST 1924

Frequency: 920 Kc....Power: 1000 d., 500 n.
 Owned-Operated By.....KFNF, Inc.
 Address.....407 Sycamore St.
 Phone Number1
 Transmitter LocationShenandoah
 Time on the Air: 6 a.m. to 3 p.m. and 6 p.m.
 to 10 p.m.
 News Service.....AP
 Transcription Service.....Standard Radio

Personnel

President.....Henry Field
 Station-Commercial Manager.....T. F. Stubbs
 Musical Director.....Perry Douthitt
 Chief Announcer.....Gleason Kistler
 War Program Director.....Shirley Barkman
 Chief Engineer.....Earl Blakesley

K M A

SHENANDOAH—EST. 1925

BLUE NETWORK—MUTUAL

Frequency: 960 Kc....Power: 5000 Watts
 Owned-Operated By...May Broadcasting Co.
 Address.....Lowell and Elm Streets
 Phone Number.....192
 Transmitter Location.....Route 48
 Time on the Air.....Unlimited license
 News Service.....UP
 Transcription Service.....Langworth
 Representative.....Free & Peters, Inc.

Personnel

President.....Earl E. May
 Station & Commercial Mgr.....J. C. Rapp
 Sales ManagerA. W. Ramsey
 Program Director and Production
 ManagerTerry Moss
 Publicity DirectorBarney Corson
 Musical Director.....Mabel McFarland
 War Program Director.....Owen Saddler
 Chief Engineer.....Ray Schroeder

K S C J

SIoux CITY—EST. 1927

BLUE NETWORK

Frequency: 1360 Kc....Power: 5000 Watts
 Owned-Operated By.....Perkins Bros. Co.
 Address.....415 Douglas Street
 Phone Number.....5-7993
 Transmitter Location...5500 Floyd River Road
 Time on the Air.....6 a.m. to 12 midnight
 News Service.....AP
 Transcription Service.....C. P. MacGregor
 Representative.....Geo. P. Hollingbery Co.

Personnel

PresidentWilliam H. Sammons
 Station Manager.....Eugene T. Flaherty
 Program DirectorEugene T. Flaherty
 Director of Education...Elizabeth Sammons
 Musical Director.....Miriam Corkhill
 Chief Engineer.....Alvin H. Smith

K T R I

SIoux CITY—EST. 1938

MUTUAL BROADCASTING SYSTEM

NORTH CENTRAL BROADCASTING SYSTEM

Frequency: 1450 Kc....Power: 250 Watts
 Owned-Operated By..Sioux City Broadcasting
 Company
 Business Address.....Commerce Building
 Phone Number.....8-0165
 Transmitter Location.....Commerce Building
 Time on the Air.....Unlimited License
 Newspaper Affiliation.....Sioux City Tribune
 News Service.....UP
 Transcription Service...Associated Music Pub-
 lishers
 Representative.....Burn-Smith Co.

Personnel

President.....Eugene Kelly
 General Manager.....Dietrich Dirks
 Commercial Manager.....Ray Jensen
 Program Director-Chief Announcer..Al Triggs
 Production Manager.....Andrew Boque
 Publicity Director.....Bud LaGrave
 Musical Director.....Bernie Mahr
 Chief Engineer.....Earl Huss

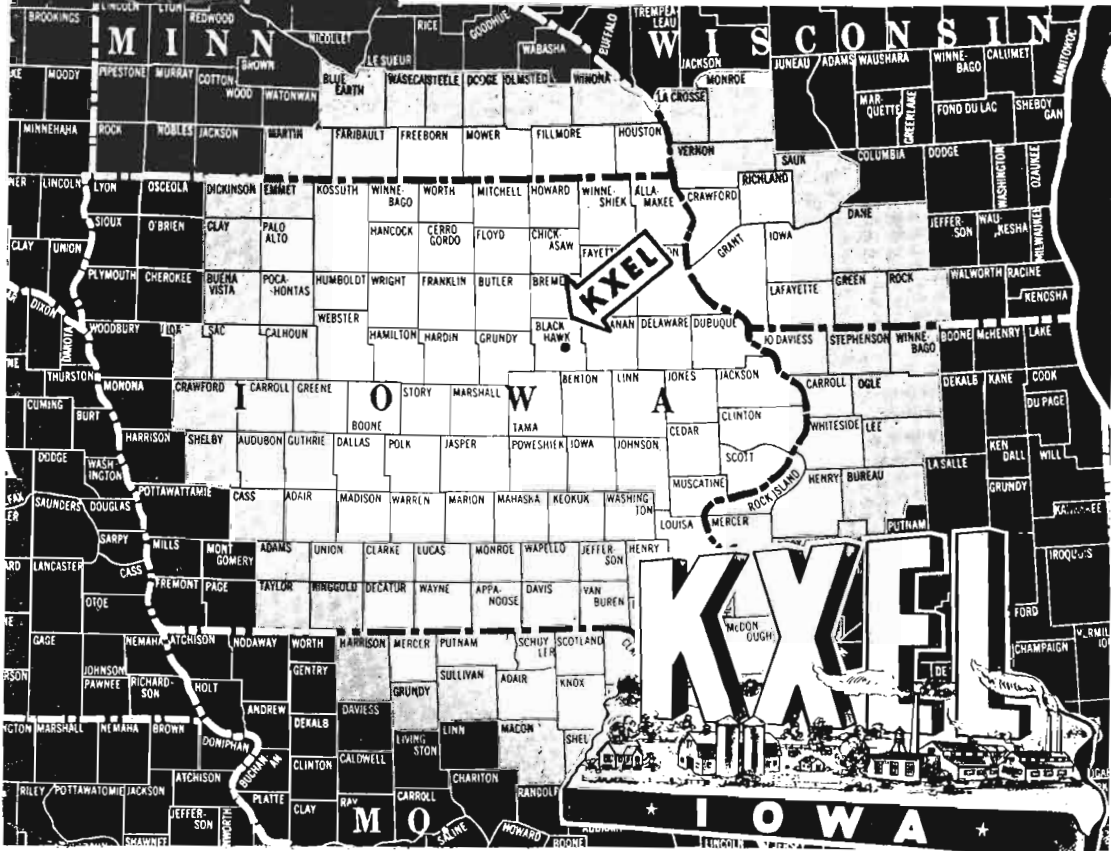


Iowa is Listnin'!

"Folks out here look upon K X E L as a friend and neighbor. Knowing these families, we are bringing them the news, information and entertainment they care the most about. In the advertising man's language, I think it's called . . . 'listener interest' . . . in our way of talkin' it's just being neighborly. Yes, Iowa is listnin' to K X E L!"

John Higgins

DAYTIME LISTENING AREA



JOSH HIGGINS BROADCASTING CO.
WATERLOO, IOWA

Studios In Waterloo and Cedar Falls

Represented by John Blair & Company

50,000 WATTS
CLEAR CHANNEL .. BASIC BLUE
. . . 1540 On the Dial . . .

KICD

SPENCER—EST. 1942

MUTUAL BROADCASTING SYSTEM

NORTH CENTRAL BROADCASTING SYSTEM

Frequency: 1240 Kc. Power: 100 Watts

Owned By: Iowa Great Lakes Broadcasting Co.

Operated By: L. W. Andrews

Address: P. O. Box 631, Spencer

Phone Number: 45

Transmitter Location: North of Spencer on Highways 18 and 71

Time on the Air: 6 a.m. to 12 p.m.

News Service: AP

Transcription Service: Lang-Worth

National Representative: Hal Holman

Personnel

Station and Commercial

Manager: Lawrence W. Andrews

Program Director: Miss Zelda J. Anderson

Production and Publicity

Director: Jiggs Sondergaard

Chief Announcer: Lyle W. Nolan

KXEL

WATERLOO—EST. 1942

BLUE NETWORK

Frequency: 1540 Kc. Power: 50000 Watts

Owned-Operated By: Josh Higgins Broadcasting Co.

Address: Insurance Bldg.

Phone Number: 3371

Transmitter Location: Dysart

Time on the Air: 5:30 a.m. to 12:30 a.m.

News Service: AP

Transcription Service: Standard

National Representative: John Blair & Co.

Personnel

President-General Manager: Joe Du Mond

Commercial Manager: A. J. Du Mond

Sales Promotion and Publicity

Director: E. M. Gahre

Program Director: Deane S. Long

Production Manager: Don Ames

Farm Editor: Hugh Muncy

News Editor: George Cremeens

Continuity: Isabelle Loar

Musical Director: George Timm

Artists Bureau: King Beal

Chief Engineer: Don Kassner

Record MC: Wayne Dennis

KANSAS

For Latest U. S. Census Population And Radio Home's Data And Statistics on "Shifting Population" Please Turn To Pages 233-286

KVAK

ATCHISON—EST. 1939

KEYSTONE BROADCASTING SYSTEM

Frequency: 1450 Kc. Power: 250 Watts

Owned By: S. H. Patterson

Operated By: Ted Lenz

Address: 622 Commercial Street

Phone Number: 1420

Transmitter Location: Winthrop, Mo.

Time on the Air: 6:00 a.m. to 12 Midnight

News Service: AP

Transcription Service: Keystone

Broadcasting System

Personnel

President-Owner: S. H. Patterson

Station Manager: Ted Lenz

Commercial Manager: Bob Davies

Production Manager: Bill Peltzer

Traffic Manager: Dottie Taylor

Continuity Editor: Bernard Hawley

Chief Announcer: Joseph Peck

Chief Engineer: Emil Hunnicutt

Special Events Engineer: Bill Parker

KGGF

COFFEYVILLE—EST. 1930

THE BLUE NETWORK

Frequency: 690 Kc. Power: 1000 d.; 500 n.

Owned-Operated By: Hugh J. Powell

Address: 8th and Elm

Phone Number: 147

Transmitter Location: South Coffeyville

Newspaper Affiliation: Coffeyville Journal

News Service: AP

Transcription Service: NBC Thesaurus

Representative: John E. Pearson Co.

Personnel

Owner: Hugh J. Powell

General Manager: Melvin Drake

Program Director-Chief Announcer:

Dick Campbell

Production Manager-Musical Director:

Ozzie Osborne

Publicity Director: Anna Marie McGrath

Chief Engineer: J. S. Jaminet

HOOPER SHOWS

What Kansas City Knows

KCKN is fast being "discovered" by value-wise time buyers. Better check into current availabilities... today.

The May-thru-September, 1943 Hooper survey is the fourth consecutive 5-month report to verify the fact that KCKN, a 250-watt local station, holds more daytime listeners in Greater Kansas City than each of 3 network outlets.

Unusual low rates offer the chance of a lifetime to reach and sell for a song, a major portion of the 861,000 persons within KCKN's primary service area.

HOOPER STATION LISTENING INDEX

Monday thru Friday — May thru September, 1943
(Per cent of Listeners)

PERIOD	STATION A	STATION B	KCKN	STATION D	STATION E	STATION F
8:00 to 8:30 a.m.	29.0%	19.4%	17.7%	6.5%	12.9%	9.7%
8:30 to 9:00 a.m.	22.7%	25.3%	14.7%	14.7%	13.3%	6.6%
9:00 to 9:30 a.m.	36.7%	19.0%	13.9%	8.9%	15.2%	5.1%
9:30 to 10:00 a.m.	23.9%	29.9%	13.4%	11.9%	14.9%	6.0%
10:00 to 10:30 a.m.	27.2%	30.1%	10.7%	16.5%	5.8%	8.7%
10:30 to 11:00 a.m.	43.7%	21.9%	12.5%	8.3%	7.3%	4.2%
11:00 to 11:30 a.m.	50.9%	14.5%	14.6%	6.4%	7.3%	3.6%
11:30 to 12:00 a.m.	61.1%	11.1%	15.0%	5.6%	5.6%	0.8%
12:00 to 12:30 p.m.	37.7%	21.2%	17.8%	6.8%	11.7%	4.1%
12:30 to 1:00 p.m.	25.0%	23.5%	21.2%	12.1%	12.1%	4.6%
1:00 to 1:30 p.m.	35.5%	25.0%	16.1%	8.1%	12.1%	1.6%
1:30 to 2:00 p.m.	27.5%	33.3%	12.5%	9.2%	13.4%	3.3%
2:00 to 2:30 p.m.	13.8%	53.2%	13.8%	3.6%	10.1%	4.6%
2:30 to 3:00 p.m.	16.8%	52.2%	14.2%	8.8%	5.3%	0
3:00 to 3:30 p.m.	22.1%	47.4%	14.7%	6.3%	8.4%	0
3:30 to 4:00 p.m.	13.6%	49.1%	17.3%	5.5%	13.6%	0.9%
4:00 to 4:30 p.m.	23.0%	51.6%	8.7%	7.2%	8.7%	0
4:30 to 5:00 p.m.	18.9%	35.2%	13.5%	12.6%	14.4%	3.6%
5:00 to 5:15 p.m.	15.1%	27.2%	19.6%	20.7%	9.8%	6.5%
5:15 to 5:30 p.m.	18.4%	20.4%	27.2%	19.4%	11.7%	2.9%
5:30 to 5:45 p.m.	14.8%	21.3%	24.1%	23.2%	12.0%	4.6%
5:45 to 6:00 p.m.	37.9%	16.2%	18.9%	8.1%	15.3%	1.8%
6:00 to 6:15 p.m.	37.9%	28.8%	13.6%	6.8%	12.9%	0
6:15 to 6:30 p.m.	30.8%	37.1%	17.5%	5.6%	4.9%	2.8%
6:30 to 6:45 p.m.	36.5%	21.4%	23.8%	11.9%	4.0%	2.4%
6:45 to 7:00 p.m.	34.8%	28.4%	17.0%	12.8%	5.7%	1.3%



The Voice of Greater Kansas City

BEN LUDY, GENERAL MANAGER
KCKN, Kansas City • WIBW, Topeka
ELLIS ATTEBERRY, MANAGER—KCKN, Kansas City

Represented by
CAPPER PUBLICATIONS, INC.
NEW YORK 420 LEXINGTON CHICAGO 180 N. MICHIGAN SAN FRANCISCO 1207 RUSS BUILDING

K G N O

DODGE CITY—EST. 1930

Frequency: 1370 Kc. Power: 1000 d., 250 w.
 Owned-Operated By..... Dodge City Broad-
 casting Co.
 Address..... Globe Bldg.
 Phone Number..... 1340
 Transmitter Location..... West Park St.
 Time on the Air..... 8 a.m. to 8 p.m.
 Newspaper Affiliation..... Dodge City Daily Globe
 News Service..... AP
 Transcription Service..... Standard Radio
 Representative..... Arthur H. Hagg and
 Associates

Personnel

President..... J. C. Denious
 Manager..... N. C. Peterson
 Program Director..... Herschell Holland
 Chief Engineer..... Ralph Hickman

K T S W

EMPORIA—EST. 1939
 MUTUAL BROADCASTING SYSTEM
 KANSAS STATE NETWORK

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By..... Emporia Broadcast-
 ing Co.
 Address..... 613 Merchant St.
 Phone Number..... 153, 154
 Transmitter Location..... South Emporia
 Time on the Air: 6:30 a.m. to 12:05 a.m.; Sun-
 days, 7:30 a.m. to 12:05 a.m.
 News Service..... UP
 Representative..... Sears & Ayer

Personnel

President..... Selleck B. Warren
 Station Manager..... J. Nelson Rupard
 Commercial Manager..... Niles Moffat
 Sales Promotion and Publicity
 Director..... George Goldsmith
 Program Director..... Miriam Porter
 Production Manager and Chief
 Announcer..... Duane Tucker
 Musical Director and Artists Bureau
 Head..... Rosalee Askew
 Chief Engineer..... Harold C. Davis

K I U L

GARDEN CITY—EST. 1935
 KEYSTONE BROADCASTING SYSTEM

Frequency: 1240 Kc. Power: 100 Watts
 Owned-Operated By..... Garden City Broadcast-
 ing Co.
 Business Address..... 509½ N. Main
 Phone Number..... 666
 Studio Address..... 509½ N. Main

Transmitter Location..... Northwest of
 Garden City
 Time on the Air..... 7 a.m. to 7 p.m.
 News Service..... UP
 Transcription Service..... C. P. McGregor,
 Keystone Broadcasting System

Personnel

President..... F. D. Conard
 Station and Commercial
 Manager..... Al Pyatt
 Program Director-Chief
 Announcer..... Frances Ewing
 Chief Engineer..... Robert Wheeler Snyder

K V G B

GREAT BEND—EST. 1937
 MUTUAL BROADCASTING SYSTEM
 KANSAS STATE NETWORK

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By..... KVGB, Inc.
 Address..... 2103 Forest Ave.
 Phone Number..... 1080, 1081
 Transmitter Location..... South Great Bend
 Time on the Air..... Unlimited
 News Service..... UP
 Transcription Service..... Lang-Worth

Personnel

President..... R. C. Russell
 Vice-President and General
 Manager..... Clem Morgan
 Sales Promotion and Program
 Director..... Ray Beals

K W B W

HUTCHINSON—EST. 1935
 NATIONAL BROADCASTING CO.

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By..... The Nation's Cen-
 ter Broadcasting Co.
 Address..... 101 East Avenue A
 Phone Number..... 5202
 Transmitter Location..... Hutchinson
 Time on the Air..... 6:45 a.m. to 11:05 p.m.
 News Service..... UP
 Transcription Service..... Lang-Worth

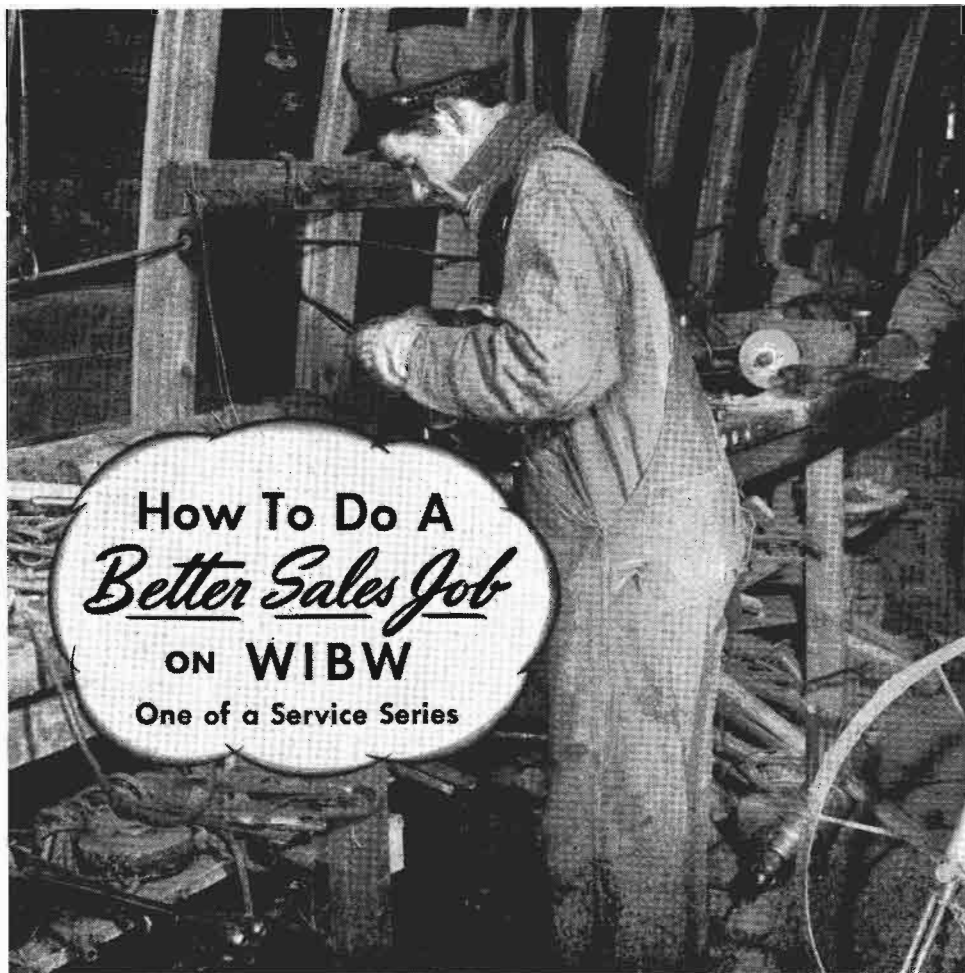
Personnel

President and General
 Manager..... William Wyse
 Commercial Manager..... Vernon Minor
 Program Director..... Geraldine Brack
 Chief Engineer..... Millard Clary

K C K N

KANSAS CITY—EST. 1925 (as WLBF)
 1936 (as KCKN)
 MUTUAL BROADCASTING SYSTEM

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By..... The KCKN Broad-
 casting Company



Begin by getting better acquainted with the 4,811,511 farm and small town listeners in WIBW's service area.

Here's a typical listener. He's not only a farmer, but a mechanic, electrician, plumber and carpenter. He knows the biology of line breeding . . . the chemistry of his soil . . . keeps cost-accounting records. His wife buys the latest books . . . knows the nutritional value of the entire vitamin alphabet . . . is most active in all

rural women's projects.

The day of the "nick" farmer has gone. In presenting your sales message to WIBW listeners, remember that they resent extravagant claims, high-pressure selling. They want FACTS; want to make their own decisions. So, in speech and entertainment, be truthful, sincere, friendly. Then they'll welcome you and your product into their homes . . . just as they have been welcoming WIBW for almost two decades.

WIBW IN TOPEKA *"The Voice of Kansas"* COLUMBIA'S OUTLET FOR KANSAS
 BEN LUDY, Gen. Mgr.
 REPRESENTED BY CAPPER PUBLICATIONS, INC.
 NEW YORK CHICAGO KANSAS CITY SAN FRANCISCO

Address.....901 North 8th St.
 Phone Number.....Drexel 4300
 Transmitter Location.....901 North 8th St.
 Time on the Air.....6 a.m. to 11 p.m.
 Newspaper Affiliation.....The Kansas City Kansas
 News Service.....UP
 Transcription Service.....Standard Radio,
 Lang-Worth
 Representative.....Capper Publications

Personnel

General Manager.....Ben Ludy
 Manager.....Ellis Atteberry
 Sales Promotion Manager.....Joe Story
 Program Director.....Milan Mahale
 Publicity Director.....Almeda Boeth
 Production Manager.....George Stump
 Director of Continuity.....Peggy Osborne
 War Program Director.....Ellis Atteberry
 Musical Director.....Milan Mahale
 Chief Engineer.....Bernard Maltby

K F K U

LAWRENCE—EST. 1924

Frequency: 1250 Kc.. Power: 5000 d.; 1000 n.
 Owned-Operated By.....University of Kansas
 Address.....Lawrence
 Phone Number.....K. V. Exchange
 Transmitter Location.....Tonganoxie, Kans.
 Time on the Air.....Shares time with WREN
 News Service.....INS

Personnel

Station Manager.....Harold G. Ingham
 Chief Engineer.....R. P. Stringham
 (Non-Commercial Station)

W R E N

LAWRENCE—EST. 1926

BLUE NETWORK

Frequency: 1250 Kc.. Power: 5000 d., 1000 n.
 Owned-Operated By.....WREN Broadcasting
 Co. Inc.
 Address.....WREN Bldg.
 Phone Number.....110
 Transmitter Location.....Tonganoxie, Kansas
 Time on the Air.....121 hours per week
 News Service.....UP
 Transcription Service.....NBC Thesaurus
 Representative.....Geo. P. Hollingsbery Co.

Personnel

President.....R. C. Jackman
 General Manager.....Verl Bratton
 Chief Engineer.....Carl Bliesner

K S A C

MANHATTAN—EST. 1924

Frequency: 580 Kc.. Power: 1000 d., 500 n.

Owned-Operated By.....Kansas State College
 Address.....College Campus
 Transmitter Location.....College Campus
 Time on the Air.....Shares time

Personnel

President.....F. D. Farrell
 Station Manager.....H. Umberger
 Chief Engineer.....R. C. Dennison
 (Non-Commercial Station)

K O A M

PITTSBURG—EST. 1937

NATIONAL BROADCASTING CO.

Frequency: 810 Kc.. Power: 1000 Watts
 Owned-Operated By.....The Pittsburg
 Broadcasting Company, Inc.
 Address.....Commerce Building
 Phone Number.....2165
 Transmitter Location.....Pittsburg, Kans.
 Time on the Air.....Daytime License
 News Service.....INS
 Transcription Service.....World Broadcasting
 Representative.....The Walker Company

Personnel

President.....E. Victor Baxter
 Station Manager.....R. E. Wade
 Sales and Promotion Manager.....Marcell Stewart
 Publicity Director.....Don Taylor
 Program Director.....Ralph E. Wade
 Chief Announcer.....Paul Daily
 Chief Engineer.....Leo Stafford

W I B W

TOPEKA—EST. 1924

COLUMBIA BROADCASTING SYSTEM

Frequency: 580 Kc.. Power: 5000 Watts
 Owned-Operated By.....Capper Publications,
 Inc.
 Business Address.....Box 119
 Phone.....3-2377
 Studio Address.....1035 Topeka Blvd.
 Transmitter Location.....Seven miles west of
 Topeka
 Time on the Air: 5 a.m. to 12:05 a.m. (with
 3½ hrs. allowed to KSAC) and Sundays,
 6:00 a.m. to 12:05 a.m.
 Newspaper Affiliation.....Capper Publications,
 Inc.
 News Service.....UP, AP
 Transcription Service.....Standard Radio,
 Lang-Worth
 Representative.....Capper Publications, Inc.

Personnel

General Manager.....Ben Ludy
 Publicity Director.....Charles Hill
 Music Director.....Maudie Shreffler
 War Program Director.....Kathryn Young
 Chief Engineer.....Carlton G. Marquardt

K S A L

SALINA—EST. 1937

MUTUAL BROADCASTING SYSTEM

KANSAS STATE NETWORK

Frequency: 1150 Kc. Power: 1000 Watts
 Owned-Operated By KSAL, Inc.
 Address 201 West Iron
 Phone Number 100
 Transmitter Location West State St.
 Time on the Air: 6 a.m. to 12 midnight (125
 hours weekly)
 Newspaper Affiliation Salina Journal
 News Service AP
 Transcription Service NBC Thesaurus
 Representative John E. Pearson Co.

Personnel

President R. J. Laubengayer
 Station and Commercial
 Manager Owen Balch
 Program Director Ben Greer
 Chief Engineer N. E. Vance, Jr.

K A N S

WICHITA—EST. 1936

NATIONAL BROADCASTING CO.

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By The KANS Broad-
 casting Co.
 Address Hotel Lassen
 Phone Number 4-2387
 Transmitter Location Wichita
 Time on the Air 6:30 a.m. to midnight
 Transcription Service NBC Thesaurus;
 Standard Radio
 Representative Headley-Reed Co.

Personnel

President Herb Hollister
 General Manager Jack Todd
 Program Director Grenville Darling
 Musical Director Raymond Shelley
 Supervising Engineer Carl Hall

K F B I

WICHITA—EST. 1923

BLUE NETWORK

MUTUAL BROADCASTING SYSTEM

KANSAS STATE NETWORK

Frequency: 1070 Kc. Power: 5000 d., 1000 n.

Owned-Operated By Farmers and Bankers
 Broadcasting Corporation

Address First and Market Sts.
 Phone Number 2-1447
 Transmitter Location 42nd and Broadway
 Time on the Air 24 hours daily
 News Service INS
 Transcription Service World
 Representative Howard H. Wilson Company

Personnel

President H. K. Lindsley
 General Manager Robert K. Lindsley
 Sales Promotion Manager Ralph Varnum
 Technical Director K. W. Pyle

K F H

WICHITA—EST. 1923

COLUMBIA BROADCASTING SYSTEM

Frequency: 1330 Kc. Power: 5000 Watts
 Owned-Operated By The Radio Station
 KFH Company, Inc.
 Address York Rite Building
 Phone Number 2-4491
 Transmitter Location RFD No. 3, Wichita,
 Kansas
 Time on the Air 6:00 a.m. to 12 midnight
 Newspaper Affiliation Wichita Eagle
 News Service AP
 Transcription Service Lang-Worth
 and C. P. MacGregor
 Representative Edward Petry & Company

Personnel

President John Rigby
 Vice-President-General Mgr. M. M. Murdock
 Business Manager P. S. Clark
 National Sales & Promotion Manager,
 Clark A. Luther
 Program Director Vernon E. Reed
 Chief Announcer Dave Wilson
 Production Manager Larry Stanley
 Musical Director Guy Snyder
 Chief Engineer Amos C. Dadisman

PA

**SET
THE
PACE
THREE
YEARS
AGO**

**with the first
regular 24-hour
radio news wire**



W H A S

L O U I S V I L L E

50,000

W A T T S • 8 4 0 K C

BASIC CBS

R E P R E S E N T E D B Y

E D W . P E T R Y & C O . I N C .



KENTUCKY

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 233-286

W C M I

ASHLAND—EST. 1935

MUTUAL—SOUTHERN NETWORK
BLUE NETWORK

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By... Ashland Broadcasting
Company

Address.....20th & Front Streets
Phone Number.....3010 (Ashland), 28358
(Huntington).

Studio Address...20th & Front Streets, Ashland,
Ky.; Radio Center, Huntington, West Va.
Transmitter Location...48th and Clay Streets
Ashland, Ky.

Time on the Air.....6:30 a.m. to 12 midnight
News Service.....UP
Transcription Service.....NBC Thesaurus
Representative.....John H. Perry Associates

Personnel

President.....Gilmore Nunn
Vice-President.....J. Lindsay Nunn
Station Manager.....L. D. Newman
Program-Publicity Director.....Lota Segraves
Musical Director.....Jean Thompson
Chief Engineer.....Clarence Weaver

W L B J

BOWLING GREEN—EST. 1940

KEYSTONE BROADCASTING SYSTEM
MUTUAL—SOUTHERN NETWORK

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By...Bowling Green Broad-
casting Co.

Address.....801 Fairview Ave.
Phone Number.....1340 1
Transmitter Location.....801 Fairview Ave.

Time on the Air: 7 a.m. to 11 p.m.; Sundays,
8 a.m. to 11 p.m.

News Service.....UP
Transcription Service.....Standard Radio
Representative.....Burn-Smith Co.

Personnel

President & Station Manager.....Ken D. Given
Sales Promotion Manager.....Helen Given
Program Director.....Harriet Stout
Chief Announcer.....Jim Jolly
Musical Director.....Ann Hamilton
Chief Engineer.....James Hight

W H L N

HARLAN—EST. 1941

KEYSTONE BROADCASTING SYSTEM

Frequency: 1450 Kc. Power 250 Watts

Owned-Operated By.....Blanco Radio
Company, Incorporated

Address.....South Main St.
Phone Number.....625

Time on the Air.....7 a.m. to 10 p.m.
News Service.....UP

Transcription Service.....Lang-Wrth
World Broadcasting System, Keystone
Representative.....Burn-Smith Co.

Personnel

Owners.....R. B. Helms & J. Francke Fox
Station & Commercial Manager.....R. B. Helms
Chief Engineer.....J. Francke Fox
Record MC.....Bob McKeenan

W S O N

HENDERSON—EST. 1941

Frequency: 830 Kc. Power: 250 Watts
Owned-Operated By.....Paducah Broad-
casting Co.

Address.....Zion Road, R No. 3
Phone Number.....3923

Transmitter Location.....Southeast of
Henderson

Time on the Air.....Local sunup to local
sundown

News Service.....UP
Transcription Service...NBC Thesaurus, Asso-
ciated Music

Representative.....Sears & Ayer, Inc.

Personnel

President-General Manager...Pierce E. Lackey
Station and Commercial Manager...Hecht S.
Lackey

Program Director.....Stanley Mayer
Production Manager.....B. A. Smith
Chief Announcer.....Eddie Duncan
Chief Engineer.....Floyd Hubbard

W H O P

HOPKINSVILLE—EST. 1939

COLUMBIA BROADCASTING SYSTEM

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By...Paducah Broadcasting
Co.

Phone Number.....1025, 1026
Business Address...Route 68 (1½ miles north-
west of Hopkinsville)

Transmitter Location.....Cadiz Pike
Time on the Air.....6 a.m. to 11:05 p.m.

News Service.....UP
Transcription Service...World Broadcasting
System, Associated Music Publishers, C. P.
MacGregor

Representative.....Sears & Ayer

Personnel

President.....Pierce E. Lackey
 General and Commercial Manager...F. Ernest Lackey
 Program Director.....Bonnie Bessire
 Chief Announcer.....W. G. Lussky
 Musical Director.....Hellen Carter
 Chief Engineer.....James C. Miller

W L A P

LEXINGTON—EST. 1934

MUTUAL

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By...American Broadcasting Corp.

Address...Radio Bldg., Walnut and Short Sts.
 Phone Number.....1721
 Transmitter Location.....Mason-Headley Road
 Time on the Air: 6:30 a.m. to 12 midnight; Sundays, 7:45 a.m. to 12 midnight
 News Service.....UP
 Transcription Service.....NBC Thesaurus
 Representative.....John H. Perry Associates

Personnel

President-General Mgr.....Gilmore N. Nunn
 Vice-President.....J. Lindsay Nunn
 Station Director.....J. E. Willis
 Sales Promotion and Program Director..Lowry Kohler
 Chief Engineer.....Sanford Helt

W A V E

LOUISVILLE—EST. 1933

NATIONAL BROADCASTING COMPANY

Frequency: 970 Kc.....Power: 5000 Watts
 Owned-Operated By...WAVE, Incorporated
 Address.....334 E. Broadway
 Phone Number.....Wabash 6543
 Transmitter Location.....Hamburg Pike, Jeffersonville, Ind.

Time on the Air.....6 a.m. to 12 midnight; Sundays, 8 a.m. to 12 midnight
 News Service.....INS
 Transcription Service.....NBC Thesaurus, Lang-Worth
 Representative.....Free & Peters, Inc.

Personnel

President.....Major Geo. W. Norton, Jr.
 Station Manager.....Nathan Lord
 Commercial Manager.....James F. Cox
 Program Director.....George Patterson
 Publicity Director.....Elizabeth Sanders
 Chief Announcer.....Livingston Gilbert
 Musical Director.....Earle Keller
 Chief Engineer.....Wilbur E. Hudson

W H A S

LOUISVILLE—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 840 Kc.....Power: 50000 Watts
 Owned-Operated By...Courier-Journal and Louisville Times Company

Address.....300 West Liberty St.
 Phone Number.....Wabash 2211
 Transmitter Location...R. R. No. 2, Anchorage, Kentucky

Time on the Air.....24 Hours Daily
 Newspaper Affiliation...Courier-Journal and Louisville Times

News Service.....AP, UP
 Transcription Service.....Associated Music Publishers, Lang-Worth, Standard

Representative.....Edward Petry & Company

Personnel

Owner.....Barry Bingham (With U. S. Navy)
 President & General Manager..Mark Ethridge
 General Manager.....W. Lee Coulson
 Commercial Manager.....Joe Eaton
 Promotion Manager.....John H. Hoagland
 Program Director.....A. W. Marlin
 Production Manager.....Jack Brooks
 Musical Director.....Robert Hutsell
 Choral Director.....Edward Barret
 Assistant Chief Engineer...D. C. Summerford
 (See Page 440)

W I N N

LOUISVILLE—EST. 1940

BLUE NETWORK

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By...Kentucky Broadcasting Corp.

Address...10th Floor Tyler Hotel, 3rd and Jefferson Sts.

Phone Number.....Wabash 4126, 4127
 Transmitter Location.....On top Tyler Hotel
 Time on the Air.....6 a.m. to 12 midnight; Sunday, 8 a.m. to midnight

News Service.....AP
 Transcription Service.....C. P. MacGregor

Personnel

President and Station Manager..D. E. Kendrick
 Commercial Manager.....G. F. Bauer
 Program Director.....M. K. McCarten
 Production Manager.....Harry McTigue
 Acting Chief Engineer.....Vernon Nunn

W O M I

OWENSBORO—EST. 1938

KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By...Owensboro Broadcasting Co.

. . . KENTUCKY-LOUISIANA . . .

Address Owensboro
 Phone Number 420, 421
 Transmitter Location Owensboro
 Time on the Air 7 a.m. to 10:35 p.m.
 News Service AP
 Transcription Service Standard Radio;
 Keystone Broadcasting System
 Representative Burn-Smith Co.

Personnel

President Lawrence W. Hager
 General Manager Hugh O. Potter
 Commercial Manager Malcolm Greep
 Program Director Cliffordean Potter
 Publicity Director Hugh O. Porter
 Chief Engineer Leslie Goodaker
 Record MC Truman Morris

W P A D

PADUCAH—EST. 1930
 COLUMBIA BROADCASTING SYSTEM

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Paducah Broadcast-
 ing Co.
 Business Address Taylor Bldg., 4th and
 Broadway
 Phone Number 4100
 Studio Address Taylor Bldg.
 Transmitter Location 9th and Terrell
 Time on the Air 6 a.m. to 11:30 p.m.
 News Service UP
 Transcription Service Associated Music
 Publishers, World Broadcasting System, C.
 P. MacGregor
 Representative Sears & Ayer

Personnel

President & General Mgr. Pierce E. Lackey
 Sales Manager Gene Peak
 Program Director-Chief Announcer Gene Peak
 Chief Engineer U. C. Morris

LOUISIANA

*For Latest U. S. Census Population And Radio Homes Data And
 Statistics on "Shifting Population" Please Turn To Pages 233-286*

K A L B

ALEXANDRIA—EST. 1935
 BLUE NETWORK
 LOUISIANA NETWORK

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By Alexandria Broad-
 casting Co., Inc.

Address 505 Johnston St.
 Phone Number 3335
 Transmitter Location Upper Fourth St.
 Time on the Air 6:30 a.m. to 11 p.m.; Sunday,
 8 a.m. to 10:05 p.m.

News Service INS
 Transcription Service Standard Radio

Personnel

President Walter H. Allen
 Station and Commercial Mgr. E. R. Cappellini
 Program Director Dorothy Aden
 Chief Announcer Ed Rand
 Chief Engineer Jesse R. Sexton

W J B O

BATON ROUGE—EST. 1934
 BLUE NETWORK

Frequency: 1150 Kc. Power: 5000 Watts
 Owned-Operated By Baton Rouge Broad-
 casting Co., Inc.

Address 444 Florida St.
 Phone Number 5271-2

Transmitter Location Roosevelt Road
 Time on the Air Unlimited license
 Newspaper Affiliation Baton Rouge State-
 Times, Baton Rouge Morning Advocate
 Transcription Service World Broadcasting
 Representative Geo. P. Hollingsbery Company

Personnel

President Chas. P. Manship, Jr.
 Vice-Pres. & Gen. Mgr. H. Vernon Anderson

K V O L

LAFAYETTE—EST. 1935

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Evangeline Broad-
 casting Company, Inc.

Business Address 300 Jefferson St.
 Phone Number 336, 2062
 Studio Address Jefferson St., Evangeline
 Hotel

Transmitter Location Scott Road
 Time on the Air: 7 a.m. till 10 p.m. (87 hours
 weekly)

News Service UP
 Transcription Service Standard Radio

Personnel

President Morgan Murphy
 Station Manager Geo. H. Thomas
 Commercial Manager R. A. Escudier
 Program Director-Chief Announcer
 Allison J. Theriot
 Chief Engineer Raymond E. Wheeler

K P L C

LAKE CHARLES—EST. 1935

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By: Calcasieu Broadcasting Co.
 Address: P. O. Box 1521
 Phone Number: 2713, 2714
 Transmitter Location: La Grange St.
 Time on the Air: Unlimited license
 News Service: UP
 Transcription Service: NBC Thesaurus

Personnel

President: T. B. Lanford
 Station and Commercial Manager: David Wilson
 Program Director: Margaret Campbell Mercer
 Chief Engineer: B. Hillman Bailey, Jr.

K M L B

MONROE—EST. 1930

BLUE NETWORK

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By: Liner's Broadcasting Station, Inc.
 Address: Francis Hotel
 Phone Number: 4321
 Transmitter Location: Millhaven Rd.
 Time on the Air: Unlimited license
 News Service: AP
 Transcription Service: Standard Radio, Lang-Worth

Personnel

President: O. C. Liner
 General Manager: J. C. Liner
 Sales Promotion Manager: Beverly Buckner
 Program and Publicity Director: Marjorie Watson
 Chief Announcer: Guy Cur'ey
 Chief Engineer: O. L. Morgan

W D S U

NEW ORLEANS—EST. 1923

BLUE NETWORK

LOUISIANA STATE NETWORK

Frequency: 1280 Kc. Power: 1000 Watts (C.P. 5000 W.)
 Owned-Operated By: WDSU, Inc.
 Address: Hotel Monteleone
 Phone Number: Raymond 7135
 Transmitter Location: Whitner Blvd., Algiers
 Time on the Air: 6:45 a.m. to midnight
 News Service: UP, AP
 Transcription Service: Lang-Worth
 Representative: Weed & Co.

Personnel

Executive Vice-President: Fred Weber
 Assistant to Manager: Ruth Sullivan

Sales Promotion Manager: Ruth Sullivan
 Program Director: Stanley Holiday
 Production Manager and Record MC: Byron Dowdy
 News Director: Al Godwin
 Chief Announcer: Fred LeMieux
 Artists Bureau: Judith Lawton
 Musical Director: Joseph Schram
 Chief Engineer: Charles Whitney

W J B W

NEW ORLEANS—EST. 1926

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By: Charles C. Carlson
 Address: 540 Audubon Building
 Phone Number: Raymond 5060
 Transmitter Location: 3617 Bruxelles St.
 Time on the Air: 7:00 a.m. to 12:00 midnight
 Transcription Service: C. P. MacGregor
 Representative: Cox & Tanz

Personnel

President-General Mgr.: Charles C. Carlson

W N O E

NEW ORLEANS—EST. 1926

MUTUAL BROADCASTING SYSTEM

The new

WDSU

offers:

the latest 5 Kw. on the air, delivering a 20 Kw. signal to the populated areas of South Louisiana.

The only New Orleans station with two news services.

Excellent central dialing position.

Affiliation with the Blue Network.

Emphasis on local programs of special appeal in the South.

WDSU

HOTEL MONTELEONE, NEW ORLEANS

• • LOUISIANA • •

Frequency: 1450 Kc.....Power: 250 Watts
Owned By.....WNOE, Inc.
Address.....St. Charles Hotel, 211 St.
Charles St.
Phone Number.....Raymond 0423
Transmitter Location.....3915 Euphrosine St.
Time on the Air.....24 hours daily
News Service.....AP, UP
Transcription Service.....Standard Radio
Representative.....Joseph Hershey McGillvra

Personnel

President.....James A. Noe
Vice-President-General Mgr.....James Gordon
Program Director.....Beverly Brown
Production Manager.....Beverly Brown
Chief Engineer.....Ellis Trepeginer

• W S M B

NEW ORLEANS—EST. 1925

NATIONAL BROADCASTING CO.

Frequency: 1350 Kc.....Power: 5000 Watts
Owned-Operated By.....WSMB, Inc.
Address.....Maison Blanche Bldg.
Phone Number.....MA 5921
Transmitter Location.....Algiers, La.
Time on the Air.....7 a.m. to 12 midnight
Transcription Service.....NBC Thesaurus
Representative.....Edward Petry & Co.

Personnel

President.....E. V. Richards
General Manager.....H. Wheelahan

• W W L

NEW ORLEANS—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 870 Kc.....Power: 50000 Watts
Owned-Operated By.....Loyola University
Address.....Roosevelt Hotel
Phone Number.....Raymond 2194-5-6-7
Transmitter Location.....Kenner, La.
Time on the Air.....5 a.m. to 12 midnight
News Service.....UP
Transcription Service.....Standard Radio
and World
Representative.....The Katz Agency

Personnel

General Manger.....W. H. Summerville
Commercial Manager.....Larry Baird
Merchandising Manager.....A. M. Robert
Program and Production
Director.....Edward Hoerner
Director of War Programs.....Stanley Reyes
Agricultural Director.....Gordon Loudon
Publicity Director.....Margaret Ashley
Musical Director.....Irvine Vidacovich
Continuity Director.....Terry Brick
Chief Engineer.....J. D. Bloom, Jr.

TELESCRIPTS

... ORIGINATED BY

PA

are complete scripts,

cued for music or

sound effects, and

moved on the special

AP

radio news wire.

**Widely sponsored
from Coast-to-Coast**

THE WAY TO GREATER



SALES AND BIGGER

PROFITS



IN ONE OF

THE NATION'S RICHEST



MARKETS IS VIA ITS NUMBER

ONE



SALESMAN

KWKH

A SHREVEPORT TIMES STATION
Shreveport, La.

CBS - 50,000 WATTS

THE BRANHAM CO.

K R M D

SHREVEPORT—EST. 1928

BLUE NETWORK

LOUISIANA NETWORK

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By: KRMD, Inc.
 Business Address: P. O. Box 1712
 Phone Number: 6171-2
 Studio Address: New Jefferson Hotel
 Transmitter Location: New Jefferson Hotel
 Time on the Air: 6 a.m. to midnight
 News Service: INS
 Transcription Service: Lang-Worth

Personnel

Commercial Manager: G. V. Wilson
 Station Director: Elizabeth Alford
 Publicity Director: Muriel Selber

K T B S

SHREVEPORT—EST. 1928

NATIONAL BROADCASTING CO.

SOUTH CENTRAL QUALITY NETWORK

Frequency: 1480 Kc. Power: 1000 Watts
 Owned-Operated By: Tri-State Broad-
 casting System, Inc.
 Studio Address: Commercial Bldg.
 Transmitter Location: Hart Island Road
 Phone Number: 2-9711
 Time on the Air: 6:30 a.m. to midnight
 Newspaper Affiliation: The Shreveport
 Times
 News Service: AP, UP
 Transcription Service: NBC Thesaurus;
 Lang-Worth
 Representative: The Branham Co.

Personnel

President: John D. Ewing
 General Manager: John C. McCormack
 Commercial Manager: J. A. Oswald
 Sales Promotion Manager: C. W. Doebler
 Program Director: B. G. Robertson
 Chief Engineer: C. H. Maddox

K W K H

SHREVEPORT—EST. 1925

COLUMBIA BROADCASTING SYSTEM

SOUTH CENTRAL QUALITY NETWORK

Frequency: 1130 Kc. Power: 50000 Watts
 Owned-Operated By: International Broad-
 casting Corp.
 Studio Address: Commercial Building
 Transmitter Location: Near Dixie, La.
 Phone Number: 2-8711
 Time on the Air: 5 a.m. to 1:05 a.m.;
 Sundays, 6 a.m. to 1:05 a.m.
 Newspaper Affiliation: The Shreveport Times
 News Service: AP, UP
 Transcription Service: Standard,
 Lang-Worth
 Representative: The Branham Co.

Personnel

President: John D. Ewing
 General Manager: John C. McCormack
 Commercial Manager: J. A. Oswald
 Sales Promotion-Publicity Director:
 C. W. Doebler
 Program Director: Fred Ohl
 Chief Engineer: W. E. Antony

MAINE

For Latest U. S. Census Population And Radio Homes Data And
 Statistics on "Shifting Population" Please Turn To Pages 233-286

WRDO

AUGUSTA—EST. 1932

NATIONAL BROADCASTING CO.

MUTUAL BROADCASTING SYSTEM

YANKEE NETWORK

NEW ENGLAND REGIONAL NETWORK

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By: WRDO, Inc.
 Address: 175 Water St.
 Phone Number: 2285
 Transmitter Location: Chelsea, Me.

Time on the Air: 7:00 a.m. to 12 midnight
 News Service: UP
 Transcription Service: Associated Music
 Publishers
 Representatives: Weed & Company
 Bertha Bannan

Personnel

President: Adeline B. Rines
 Station-Commercial Manager: Arthur Owens
 Program Director: Quenton Grandall
 Chief Announcer: Dan Kelly
 Chief Engineer: Harold T. Dinsmore

W A B I

BANGOR—EST. 1921

COLUMBIA BROADCASTING SYSTEM

Frequency: 910 Kc. Power: 250 Watts
Owned-Operated By: Community Broad-
casting Service, Inc.

Address: 57 State St.
Phone Number: 6447-6446
Transmitter Location: Wilson St., Brewer, Me.
Time on the Air: 7 a.m. to 12 midnight
Transcription Service: Associated Library
Representative: R. C. Foster, Boston:
Spot Sales, Inc.

Personnel

President and Station Manager: F. B. Simpson
Commercial Manager: Guy Corey
Program Director: Harold Dorr
Chief Engineer: Walter Dickson

W L B Z

BANGOR—EST. 1926

NATIONAL BROADCASTING CO.
YANKEE NETWORK

NEW ENGLAND REGIONAL NETWORK

Frequency: 620 Kc. Power: 5000 Watts
Owned-Operated By: Maine Broadcasting Co.

Address: 100 Main St.
Phone Number: 6023
Transmitter Location: Bangor
Time on the Air: Unlimited license
Transcription Service: NBC Thesaurus
Representative: Weed & Co.

Personnel

General Manager: Thompson L. Guernsey

W C O U

LEWISTON—EST. 1938

MUTUAL BROADCASTING SYSTEM
YANKEE NETWORK

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: Twin City Broadcast-
ing Co., Inc.

Address: 223 Lisbon St.
Phone Number: 3140-3141
Transmitter Location: East Ave.
Time on the Air: 18 hours per day
News Service: UP
Transcription Service: Standard
Representative: Forjoe & Co.

Personnel

President: Faust Couture
Station and Commercial
Manager: John C. Libby
Program Director: Harold Dyer
Publicity Director and
Chief Announcer: Lavern Colton
Musical Director: Marion Payne Louisfell
Chief Engineer: John T. Duty

W C S H

PORTLAND—EST. 1925

NBC-YANKEE-NEW ENGLAND REGIONAL

Frequency: 970 Kc. Power: 5000 Watts
Owned-Operated By: Congress Square
Hotel Co.

Business Address: 157 High St.
Phone Number: Portland 3-9667
Studio Address: Eastland Hotel,
157 High St., Portland, Me.

Transmitter Location: Scarboro, Me.
Time on the Air: 6:15 a.m. to 12 midnight;
Saturdays, 6:30 a.m. to 12 midnight; Sun-
days, 8 a.m. to 12 midnight

News Service: UP
Transcription Service: NBC Thesaurus
Representative: Weed & Co. & Bertha Bannan

Personnel

President: Adeline B. Rines
Station Manager: William H. Rines
Commercial Manager: Albert W. Smith
Program Director: Caleb Paine
Publicity Director: Linwood T. Pitman
Chief Announcer: Philip N. Johnson
Musical Director: Waldo Harwood
Chief Engineer: G. Fred Crandon

Covering
CENTRAL MAINE
MAINE'S RICHEST INDUSTRIAL
MARKET

MUTUAL **WCOU** YANKEE
LEWISTON — AUBURN

Delivers more listeners in the
Lewiston-Auburn Market — Day
and Evening — than the two Port-
land stations combined. Source—C. E.
Hooper Survey)

PRIMARY POPULATION ★293,937
RADIO HOMES 66,230
*(1/3 OF MAINE'S ENTIRE POPULATION!)

THE LEWISTON-AUBURN MARKET
TOPS BANGOR IN SIZE AND
PURCHASING POWER

Represented Nationally by
FORJOE & COMPANY
NEW YORK CHICAGO

W G A N

PORTLAND—EST. 1937

COLUMBIA BROADCASTING SYSTEM

Frequency: 560 Kc. Power: 5000 Watts
 Owned-Operated By Portland Broadcasting
 System, Inc.
 Address Columbia Hotel
 Phone Number 2-7589
 Transmitter Location Portland
 Time on the Air 6:30 a.m. to 12:05 a.m.;
 Sundays, 8:00 a.m. to 12:05 a.m.
 Newspaper Affiliation Gannett Publishing
 Co.
 Transcription Service Standard Radio
 Representative Paul H. Raymer Co.

Personnel

President-Treasurer Guy P. Gannett
 General Manager Creighton E. Gatchell
 Commercial Manager Arthur K. Atherton
 Program Manager Richard E. Bates
 Chief Announcer Samuel G. Henderson, Jr.
 Chief Engineer Roger W. Hodgkins

W A G M

PRESQUE ISLE—EST. 1930

KEYSTONE BROADCASTING SYSTEM

Frequency: 1450 Kc. Power: 100 Watts
 Owned-Operated By Aroostook Broadcast-
 ing Corporation
 Address Northern National Bank Bldg.
 Phone Number 8821
 Transmitter Location Northern National Bank
 Bldg.
 Time on the Air: 11 a.m. to 1 p.m. and 4 p.m.
 to 7 p.m.
 Transcription Service World
 Representative Nora Kane, Boston

Personnel

President Hugh McQuire
 Station and Commercial
 Manager Harold D. Glidden
 Program Director Christabel Dillen
 Chief Announcer Richard Marshall
 Artists Bureau Duska D. Glidden
 Chief Engineer Lester E. Hughes

The Red Cross Needs



Your Unstinting Assistance

GIVE!



Nationally represented by Edward Petry & Co., Inc.

450

MARYLAND

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 233-286

W B A L

BALTIMORE—EST. 1925

NATIONAL BROADCASTING COMPANY

Frequency: 1090 Kc. Power: 50,000 Watts
Owned-Operated By Hearst Radio, Inc.
Address Lexington Bldg.
Phone Number Lexington 4900
Transmitter Location Reistertown, Md.
Time on the Air 24 hours daily
News Service INS; UP
Transcription Service Standard Radio;
World Broadcasting System
Representative Edward Petry & Co.

Personnel

Station Manager Harold C. Burke
Sales Manager Leslie H. Peard, Jr.
Program Director James M. Kennedy
Publicity Director Eunice Dickson
Musical Director Phil Fine
Chief Engineer Gerald W. Cooke

W C B M

BALTIMORE—EST. 1924

BLUE NETWORK

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By Baltimore Broadcast-
ing Corporation
Address North at Harford
Phone Number University 8400
Transmitter Location 1100 East Cold Spring
Lane
News Service INS. UP
Transcription Service Lang-Worth
Representative Free & Peters, Inc.

Personnel

President and Commercial
Manager John Elmer
Station Manager George H. Roeder
Sales Promotion and
Publicity Director E. Frank Thomas
Program and Production
Manager Charles A. Roeder
Musical Director Jack B. Rohr
Chief Engineer A. E. Eckels

It's easy to SELL when you BUY

WCBM

BALTIMORE'S BLUE NETWORK OUTLET

JOHN ELMER
President

GEO. H. ROEDER
General Manager

FREE & PETERS, INC., National Representatives

MARYLAND

W C A O

BALTIMORE—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 600 Kc.....Power: 5000 Watts
Owned-Operated By.....The Monumental
Radio Company

Address.....811 West Lanvale St.
Phone Number.....Madison 7220-1-2-3-4
Transmitter Location....Park Heights Avenue.
Extended

Time on the Air: 6 a.m. to 1:05 a.m.: Sundays,
8 a.m. to 1:05 a.m.

News Service.....INS
Transcription Service.....Lang-Worth.
C. P. MacGregor

Representative.....Paul H. Raymer Company

Personnel

President.....Lewis M. Milbourne
Vice-President-General

Manager.....L. Waters Milbourne
Program Directors.....Gordon A. Scheihing,
George L. Filling

Musical Director.....Robert P. Iula
Chief Engineer.....Martin L. Jones

W F B R

BALTIMORE—EST. 1922

MUTUAL BROADCASTING SYSTEM
MARYLAND COVERAGE NETWORK

Frequency: 1300 Kc.....Power: 5000 Watts
Owned-Operated By.....Baltimore Radio
Show, Inc.

Business Address.....10 East North Ave.
Phone Number.....Mulberry 1300
Studio Address.....Radio Center
Transmitter Location.....Waterview Ave.

Time on the Air.....6 a.m. to 1 a.m.
News Service.....AP, INS

Transcription Service.....Associated Music
Publishers, C. P. MacGregor, World
Representative.....John Blair & Co.

Personnel

President.....Robert S. Maslin, Sr.
Executive Vice-President...Hope H. Barroll, Jr.
Director of

National Sales.....Andrew H. Hilgartner
Local Sales Manager.....William S. Pire, Jr.
Sales Promotion Manager..William R. Dothard
Program Director.....Bert Hanauer
Production Manager.....Henry Hickman
Publicity Director.....Robert S. Maslin, Jr.
Musical Director.....Jos. Imbroglio
Chief Engineer.....William Q. Ranft

W I T H

BALTIMORE—EST. 1940

Frequency: 1230 Kc.....Power: 250 Watts
Owned By.....Maryland Broadcasting Co.

WTBO

Cumberland, Md.

Your
Key

to

The Rich
“Kingdom
of
Cumberland
Valley”

NBC

Full Time
Nat'l Reps.
Spot Sales

MARYLAND

Operated By.....Thomas G. Tinsley, 2nd
Address.....7 E. Lexington St.
Phone Number.....Lexington 7808-9-10-11
Transmitter Location.....1230 Curtain St.
Time on the Air.....24 hours a day
News Service.....AP
Transcription Service.....Lang-Worth;
Standard Radio
Representative.....Headley-Reed Company

Personnel

President-Station Mgr. Thomas G. Tinsley, 2nd
Assistant Station Manager.....Helen Powers
Commercial Manager.....R. C. Embry
Sales Promotion and
Publicity Director.....Buff Elias
Program Director-Chief Announcer
Raymond W. Baker
Traffic Manager.....Catherine Sennott
Musical Director.....Wallace W. Ashley
Chief Engineer.....James Duff

WTBO

CUMBERLAND—EST. 1929
NATIONAL BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Associated Broadcast-
ing Corporation
Address.....31 Frederick St.
Phone Number.....Cumberland 298 and 299
Transmitter Location.....Fort Hill, Cumberland
Time on the Air.....6:00 a.m. to 12 midnight;
Sundays, 8:00 a.m. to 12 midnight
News Service.....AP, UP
Transcription Service.....World Broadcasting
System
Representative.....Spot Sales, Inc.

Personnel

President-General Manager.....Aurelia S. Becker
Station and
Commercial Manager.....Dale Robertson
News Editor.....Nelson Spencer
Office Manager.....Angela Ryland

WFMD

FREDERICK—EST. 1936

COLUMBIA BROADCASTING SYSTEM

Frequency: 930 Kc.....Power: 500 Watts
Owned-Operated By.....Monocacy Broadcast-
ing Company
Business Address.....Winchester Hall
Phone Number.....Frederick 1626, 1627
Studio Addresses.....Winchester Hall,
Gobrecht Bldg., Hanover, Pa.; 32 W. Main St.,
Westminster, Md, and Leesburg, Va.
Transmitter Location.....Frederick, Md.
Time on the Air.....6:30 a.m. to 12:05 a.m.;
Sundays, 7:30 a.m. to 12:05 a.m.
News Service.....Transradio

Transcription Service.....World Broadcasting
System
Representative.....Howard H. Wilson Co.

Personnel

President.....Major Laurence Leonard
Vice-President and General Manager,
A. V. Tidmore
Commercial Manager.....J. F. Eisenhauer
Program Director.....Eve Chamberlain
Chief Engineer.....A. V. Tidmore

WJEJ

HAGERSTOWN—EST. 1932
MUTUAL BROADCASTING SYSTEM
ATLANTIC COAST NETWORK-MARYLAND
COVERAGE NETWORK

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Hagerstown Broad-
casting Co.
Address.....Franklin Court
Phone Number.....2323
Transmitter Location.....Carrol Heights
Time on the Air.....7:00 a.m. to 2:00 a.m.
Transcription Service.....Associated
News Service.....Transradio
Representative.....William G. Rambeau Co.

Personnel

Chief Executive.....Grover C. Crilley
National Sales Manager.....H. A. Seville
Commercial Manager.....Clarence Myers
Program Director.....Amos Harper
Director of War Programs.....Bernice Crilly
Chief Engineer.....George W. McIntire

WBOC

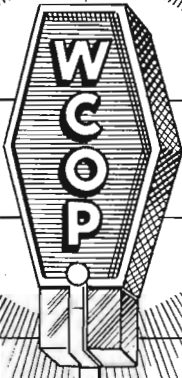
SALISBURY—EST. 1940

MUTUAL BROADCASTING SYSTEM
ATLANTIC COAST NETWORK-MARYLAND
COVERAGE NETWORK

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....The Peninsula
Broadcasting Co.
Address.....Radio Park
Phone Number.....Salisbury 2480-2481
Transmitter Location.....1 mile north of Salisbury
Time on the Air: 7 a.m. to 11:15 p.m.; Sundays,
8:25 a.m. to 11 p.m.
News Service.....UP
Transcription Service.....World Broadcasting
System

Personnel

President.....John W. Downing
General Manager.....Charles J. Truitt
Assistant Program Director.....Jane Allen
Chief Announcer.....Lonnie Starr
Musical Director.....Russell Yohe
Chief Engineer.....Peter A. Alfonsi

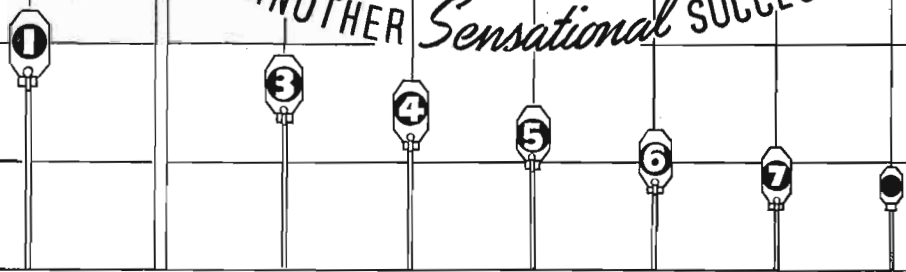


nd in Boston
8:15 to 8:30 A.M.

(HOOPER SURVEY MAY THROUGH SEPTEMBER 1943)

WCOP

ANOTHER *Sensational* SUCCESS STORY!



MASSACHUSETTS

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 233-286

WBZ & WBZA

BOSTON & SPRINGFIELD
EST. 1921

NATIONAL BROADCASTING CO.
NEW ENGLAND REGIONAL NETWORK

Frequency: 1030 Kc. Power: 50000 (WBZ),
1000 (WBZA)
Owned and Operated By Westinghouse
Radio Stations, Inc.
Addresses Hotel Bradford, Boston; Hotel
Kimball, Springfield
Phone Number Hancock 4261 (WBZ),
Springfield 6-8336 (WBZA)
Transmitter Locations Hull, Mass. (WBZ),
Springfield, Mass. (WBZA)
Time on the Air: 6 a.m. to 1 a.m.; Sundays,
8 a.m. to 1 a.m.
News Service AP, UP
Transcription Service Standard Radio
and NBC Thesaurus
Representative National Broadcasting Co.
(National); Weed & Co. (Regional)

Personnel

President Geo. H. Bucher
Station Manager C. S. Young
Program Manager W. Gordon Swan
Production Manager John H. Wright
Sales Manager C. Herbert Massé
Sales Promotion Manager Harry D. Goodwin
Publicity Director George W. Slade
Musical Director Avner Rakov
Chief Engineer W. H. Hauser (WBZ)
Chief Engineer H. E. Randol (WBZA)

WCOP

BOSTON—EST. 1935

AMERICAN BROADCASTING CORP.

Frequency: 1150 Kc. Power 500 Watts
Owned By American Broadcasting Corp.
Operated By Massachusetts Broadcasting Co.
Address Copley-Plaza Hotel
Phone Number COMmonwealth 1717
Transmitter Location Off Speedway, Brighton,
Mass.
Time on the Air 18 hours daily
News Service INS and AP
Transcription Service Standard Radio

Personnel

President Harold A. Lafount
General Manager George Lasker
Assistant Manager A. N. Armstrong, Jr.
Program-Musical Director Hal Tunis
Production Manager Frances Lescoe
Chief Announcer George Harrick
News Editor Leon Lipson
Chief Engineer Roland C. Hale

WEEI

BOSTON—EST. 1924

COLUMBIA BROADCASTING SYSTEM

Frequency: 590 Kc. Power: 5000 Watts
Owned-Operated By Columbia Broadcasting
System
Business Address 182 Tremont St.
Phone Number HUBbard 2323
Studio Address 182 Tremont St.
Transmitter Location Mystic Valley Park-
way, Medford, Mass.
Time on the Air: 5:30 a.m. to 1:05 a.m.; Sun-
days, 8 a.m. to 1:05 a.m.
News Service AP, UP
Transcription Service World Broadcasting
Representative Radio Sales

Personnel

Station Manager H. E. Fellows
Assistant Manager and Director of
Programs and Sales Kingsley Horton
Assistant Sales Manager H. R. Marks
Sales Promotion Manager Guy H. Cunningham
Production Manager R. G. Girardin
War Program Director F. H. Garrigus
Director of Press Information Marie Houlahan
Chief Announcer C. H. Dickerman
Musical Director Francis E. Bellizia
Chief Engineer W. J. Stiles

WHDH

BOSTON—EST. 1929

BLUE NETWORK

Frequency: 850 Kc. Power: 5000 Watts
Owned-Operated By Matheson Radio Co.,
Address Hotel Touraine, 62 Boylston St.
Phone Number Hancock 0900
Transmitter Location Saugus, Mass.
Time on the Air 6:30 a.m. to 1 a.m.
News Service UP and AP
Transcription Service World Broadcasting
System, Associated Recorded Program Ser-
vice, C. P. MacGregor
Representative Spot Sales, Inc.

Personnel

President A. E. Matheson
General Manager John J. Matheson
Sales Manager R. G. Matheson
Program Director A. J. Friend
Chief Engineer R. G. Matheson

WMEX

BOSTON—EST. 1934

Frequency: 1510 Kc. Power: 5000 Watts
Owned-Operated By Northern Corp.

The leading radio station
 in Boston shows a rating
 of only $\frac{8}{10}$ of a point more
 than WORL....

HOOPER "CONTINUING MEASUREMENT OF RADIO LISTENING"
 BOSTON
 November, 1943
 Monday thru Friday

Local Time
 9:00-11:15 A. M.
 Sets-In-Use
 11.7

	STATION A	STATION B	STATION C	STATION D	WORL	STATION F	STATION G	OTHERS
Ratings	2.4	2.5	2.9	0.6	2.1	0.7	0.5	0.0
% of Listeners	20.6	21.3	24.8	5.0	17.7	6.4	4.2	0.0

WORL

BOSTON'S BEST BUY

THIS LITTLE BUDGET
 WENT TO THE
 "920
 CLUB"



Address: WMEX Bldg., 70 Brookline Ave.
 Phone Number.....Commonwealth 3900
 Transmitter Location.....Quincy, Mass.
 Time on the Air....7:30 a.m. to 12 midnight;
 Sundays, 9:00 a.m. to 12 midnight
 Transcription Service.....Lang-Worth
 Representative.....Joseph Hershey
 McGillvra, Inc.

Personnel

President-Program Director...John E. Reilly
 Managing Director-Chief
 EngineerAlfred J. Pote

W N A C

BOSTON—EST. 1922

MUTUAL BROADCASTING SYSTEM
 YANKEE NETWORK

Frequency: 1260 Kc.....Power: 5000 Watts
 Owned-Operated By: The Yankee Network.
 Inc., 21 Brookline Ave.

Phone NumberCOMMONwealth 0800
 Transmitter Location: Montclair, Quincy, Mass.
 Time on the Air: 6 a.m. to 1 a.m.; Sundays,
 8 a.m. to 1 a.m.

News ServiceAP
 Transcription Service..... Associated
 and Standard
 Representative.....Edward Pety & Co., Inc.

Personnel

Chairman of the Board and
 General Manager.....John Shepard, 3rd
 Executive Vice-President and
 Station ManagerLinus Travers
 Promotion and Publicity
 DirectorJames S. Powers
 Program DirectorHerbert Rice
 War Program Director.....George Steffy
 Production Director.....Herbert Rice
 Editor of News Service.....Robert Myers
 Musical Director.....Francis J. Cronin
 Chief EngineerIrving B. Robinson

W O R L

BOSTON—EST. 1926

Frequency: 950 Kc.....Power: 1000 Watts
 Owned-Operated By: Broadcasting Service
 Organization, Inc.

Address.....216 Tremont St.
 Transmitter LocationNeedham, Mass.
 Time on the Air...Local sunrise to local sunset
 News Service.....AP and UP

Personnel

General Manager.....George Lasker
 Publicity Director.....Robert Sanford
 Program Director.....Robert N. Perry
 Chief EngineerJohn Parker

W S A R

FALL RIVER—EST. 1921

MUTUAL — COLONIAL & YANKEE

Frequency: 1480 Kc.....Power: 1000 Watts
 Owned-Operated By: Doughty & Welch Elec-
 tric Co.

Address.....102 S. Main St.
 Phone Numbers: 7-9477-8 (studio); 2,4261
 (Transmitter)

Transmitter Location.....So. Somerset
 Time on the Air: 7:30 a.m. to 12 midnight;
 Sundays, 8 a.m. to 12 midnight

News ServiceINS
 Transcription Service.....Standard Radio
 Representative.....The Walker Co.,
 R. C. Foster Co.

Personnel

President and Station Manager..Wm. T. Welch
 Secretary and Assistant Treasurer,

Philly J. Maurette

Program Director.....Josephine Y. Welch
 Commercial Manager.....Leonard C. Cox
 Chief Announcer.....Angus Bailey
 Chief EngineerJohn C. Pavao

W E I M

FITCHBURG—EST. 1941

MUTUAL-YANKEE

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By..Radio Station WEIM, Inc.
 Address717 Main Street

Phone Number.....Fitchburg 1600
 Transmitter Location..Lunenburg-Fitchburg line
 Time on the Air.....Unlimited

New Service.....AP
 Transcription Service..... Lang-Worth
 National Representative.....The Walker Co.

Personnel

PresidentRuben E. Aronheim
 General Manager and

Program Director.....Earle G. Clement
 Commercial Manager and

Publicity Director...Mortimer Silverman, Jr.
 War Program Director.....Joan Shirlee
 Chief EngineerTheodore Kalln
 Record MCEddie Johnson

W H A I

GREENFIELD—EST. 1938

MUTUAL-YANKEE NETWORK

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....John W. Hadgis
 Address354 Main St.

Phone Number.....4301
 Transmitter Location.....Woodard Rd.
 Time on the Air.....7:30 a.m. to 11:30 p.m.

Transcription Service.....World Broadcasting
 System

Representative.....Burn-Smith Co.

Personnel

Owner.....John W. Haigis
 Station Manager.....Horace W. Nichols
 Commercial-Sales Promotion
 ManagerHorace W. Nichols
 Publicity Director.....William M. Harris
 Program Director.....Ann M. Erickson
 Chief Announcer and
 Musical Director.....Gordon Lewis
 Chief Engineer.....Leland F. Wheeler

Newspaper Affiliation....Holyoke-Transcript
 Telegram; Daily Hampshire Gazette (Northampton)
 News Service.....UP
 Transcription Service.....Associated
 Representatives.....Bertha Bannon

Personnel

PresidentMrs. William R. Dwight
 Station and
 Commercial Manager...Patrick J. Montague
 Publicity and Musical Director.....Jay Heitin
 Program Director.....Thomas R. Humphrey
 Chief AnnouncerWard Gardner
 Chief Engineer.....Thomas Humphrey
 Record MCDick Lavigne

W H Y N

HOLYOKE—EST. 1941
 MUTUAL-YANKEE NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By ...Hampden-Hampshire
 Corporation
 Business Address.....180 High Street
 Phone Numbers.....8238, 8239
 Studio Addresses: 180 High Street; 80 Main
 Street, Northampton; Canal Street, South
 Hadley Falls
 Transmitter Location...Canal St., South Hadley
 Falls, Mass.
 Time on the Air: 7 a.m. to 12 midnight; Sun-
 days, 8 a.m. to 12 midnight

W L A W

LAWRENCE—EST. 1937

COLUMBIA BROADCASTING SYSTEM
 Frequency: 680 Kc.....Power: 5000 Watts
 Owned-Operated By.....Hildreth & Rogers
 Company
 Address.....278 Essex Street
 Phone Numbers..Lawrence 4107, 4108 & 4109
 Transmitter Location.....River Road, West
 Andover, Mass.
 Time on the Air: 6 a.m. to 1 a.m. (19 hours);
 Sunday, 8 a.m. to 1 a.m.

**★ REACH NEW ENGLAND'S
 MOST CONCENTRATED
 INDUSTRIAL AREA**

QUICKLY • SURELY • ECONOMICALLY

with **W L A W**

MASSACHUSETTS

COLUMBIA'S VOICE IN NORTHERN NEW ENGLAND

5000 W. • 680 Kc.

REP.: THE KATZ AGENCY

News Service..... UP
 Transcription Service..... Standard Radio;
 Thesaurus
 Representative..... The Katz Agency, Inc.

Personnel

President..... Irving E. Rogers
 Station Manager..... George H. Jaspert
 Commercial Manager..... David M. Kimel
 Program Director..... Joseph P. Oakes
 Publicity Director..... William B. Sherman
 Chief Announcer..... Fred P. Laffey
 Chief Engineer..... George A. Hinckley

W L L H

LOWELL-LAWRENCE—EST. 1934
 MUTUAL-YANKEE NETWORK

Frequency: 1400 Kc..... Power: Lowell, 250
 Watts; Lawrence, 100 Watts
 Owned-Operated By .. Merrimac Broadcasting
 Co., Inc.
 Business Address 39 Kearney Square, Lowell
 Phone Numbers..... Lowell 8715;
 Lawrence 2-2148
 Studio Addresses..... Rex Center, Lowell;
 Cregg Building, Lawrence
 Transmitter Location: 39 Kearney Square,
 Lowell; Cregg Building, Lawrence
 Time on the Air: 6:25 a.m. to 12 midnight:
 News Service..... INS
 Transcription Service: Associated Music Pub-
 lishers
 Representative..... Edward Petry & Co., Inc.

Personnel

President..... A. S. Moffat
 Station Manager..... Robert F. Donahue
 Commercial Manager..... Haskell Bloomberg
 Program Director and
 Chief Announcer..... Thomas Clayton
 Chief Engineer..... Ralph Newton

W E S X

MARBLEHEAD—EST. 1939

KEYSTONE BROADCASTING SYSTEM

Frequency: 1230 Kc..... Power: 250 Watts
 Owned-Operated By: North Shore Broadcasting
 Company
 Business Address..... 126 Washington St.,
 Salem, Mass.
 Phone Number..... Salem 5670
 Transmitter Location..... Marblehead
 Time on Air..... 7 a.m. to 11 p.m.
 Transcription Service..... World Broadcasting
 System; Associated Music Publishers; NBC
 Thesaurus; Keystone
 Representative..... R. C. Foster & Co.

Personnel

President..... Charles W. Phelan
 General Manager..... A. M. Morgan

W N B H

NEW BEDFORD—EST. 1921
 BLUE NETWORK

Frequency: 1340 Kc..... Power: 250 Watts
 Owned-Operated By: E. Anthony & Sons,
 Business Address..... 588 Pleasant St.
 Phone Number..... 8-5228
 Studio Address..... 588 Pleasant Street
 Transmitter Location..... Crow Island,
 Fairhaven, Mass.
 Time on the Air: 7:30 a.m. to 11:30 p.m.;
 Sundays, 8:30 a.m. to 11:30 p.m.
 Newspaper Affiliation... New Bedford Stand-
 ard Times and Cape Cod Standard Times
 News Service..... AP
 Transcription Service..... NBC Thesaurus
 Representative:

William G. Rambeau (after May 1)

Personnel

President..... Basil Brewer
 Station Manager..... Hugh R. Norman
 Program Director..... Donald L. Sellers
 Chief Announcer..... Bill Pendergrast
 Chief Engineer..... Irving Vermilya

W B R K

PITTSFIELD—EST. 1938

MUTUAL—COLONIAL & YANKEE NETWORKS

Frequency: 1340 Kc..... Power: 250 Watts
 Owned-Operated By..... Monroe B. England
 Address..... 8 Bank Row
 Phone Number..... 2-1553
 Transmitter Location..... 1100 East St.
 Time on the Air..... 7 a.m. to 12 midnight
 News Service..... UP
 Transcription Service..... Standard
 Representative..... Burn-Smith Co.

Personnel

President-Station Manager... Monroe B. England
 Station Manager..... John Parsons
 Program Director..... William Geary
 Sales Promotion Manager..... William Geary
 Chief Announcer..... Dick Mills
 Chief Engineer..... Leonard Lavendol

W M A S

SPRINGFIELD—EST. 1932

COLUMBIA BROADCASTING SYSTEM

Frequency: 1450 Kc..... Power: 250 Watts
 Owned-Operated By..... WMAS, Inc.
 Address..... Hotel Charles
 Phone Number..... 7-1414
 Transmitter Location..... Pynchon Park
 Time on the Air..... 7 a.m. to midnight
 News Service..... INS
 Transcription Service..... Associated Music
 Representative..... Edward Petry & Co.

Personnel

President A. S. Moffat
 General Manager..... Warren M. Greenwood
 Production Manager..... Ethel B. Henin
 Chief Announcer..... Ben Sweet
 Chief Engineer..... Earle G. Hewinson
 Record MC Harry Robator

WSPR

SPRINGFIELD—EST. 1936
 BLUE NETWORK

Frequency: 1270 Kc.....Power: 500 Watts
 Owned-Operated By..... WSPR, Inc.
 Address 63 Chestnut Street
 Phone Number..... Springfield 6-2757
 Transmitter Location: Union St. and Palmer
 Ave., West Springfield, Mass.
 Time on the Air: 7 a.m. to 12 midnight; Sun-
 days, 8 a.m. to 12 midnight
 News Service.....INS, AP (after June 3, 1944)
 Transcription Service..... Langworth
 Representatives: Geo. P. Hollingbery & Co.:
 Bertha Bannon

Personnel

President-Station Manager.. Quincy A. Brackett
 Vice-President-Commercial Manager
 Milton W. Stoughton
 Program-Production Director,
 Wayne Henry Latham
 Publicity Director.....Howard S. Keefe
 Chief Announcer.....Robert L. Jones
 Chief Engineer.....Lawrence A. Relly

W A A B

WORCESTER—EST. 1930
 MUTUAL-YANKEE NETWORK

Frequency: 1440 Kc.....Power: 5000 Watts
 Owned-Operated By...The Yankee Network,
 Inc.
 Address.....604 State Mutual Bldg.
 Phone Number.....6-1411
 Transmitter Location.....Holden,
 Massachusetts
 Time on the Air: 6 a.m. to midnight; Sunday,
 8 a.m. to midnight
 News Service AP
 Transcription Service.....Associated Music
 Publishers and Standard
 Representative.....Edward Petry & Co., Inc.

Personnel

Chairman of the Board and
 General Manager.....John Shepard, 3rd
 Executive Vice-President.....Linus Travers
 Station Supervisor-Sales
 Manager.....Dorothy Robinson
 Publicity Director.....James S. Powers
 MerchandisingArthur Lathrop

Special EventsGeorge Steffy
 Program DirectorHerbert Rice
 Production DirectorHerbert Rice
 Editor of News Service.....Robert Myers
 Musical Director.....Francis J. Cronin
 Chief AnnouncerAlbert Hiorns
 Chief EngineerJoseph Grahm

W O R C

WORCESTER—EST. 1925
 BLUE NETWORK

Frequency: 1310 Kc.....Power: 1000 Watts
 Owned-Operated By.....A. F. Kleindienst
 Address.....65 Elm Street
 Phone Number.....5-3101
 Transmitter Location.....Auburn, Mass.
 Time on the Air.....7 a.m. to 12 midnight;
 Sundays, 8:45 a.m. to 11:15 p.m.
 News Service.....INS
 Transcription ServiceLangworth
 Representative.....Weed & Co.

Personnel

OwnerA. F. Kleindienst
 Station Manager.....Mildred P. Stanton

W T A G

WORCESTER—EST. 1925

COLUMBIA BROADCASTING SYSTEM

Frequency: 580 Kc.....Power: 5000 Watts
 Owned and Operated By: Worcester Telegram
 Publishing Company, Inc.
 Address.....18-20 Franklin Street
 Phone Number.....5-4321
 Transmitter Location.....Holden, Mass.
 Time on the Air.....6 a.m. to 12:05 a.m.
 Newspaper Affiliation: Worcester Telegram &
 The Evening Gazette
 News Service AP
 Transcription Service.....World Broadcasting
 System; Associated
 Representatives.....Paul H. Raymer Co.:
 Bertha Bannon

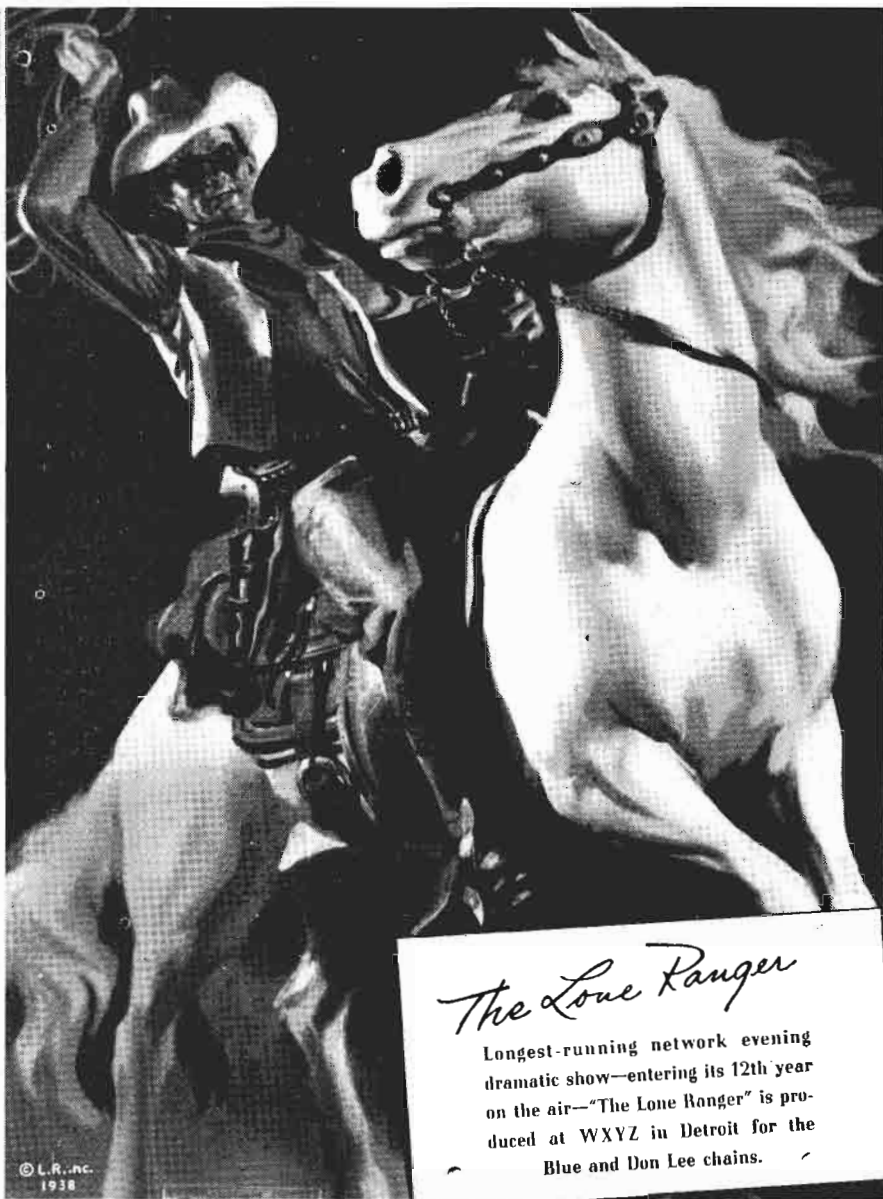
Personnel

Vice-President-General
 ManagerGeorge F. Booth
 Managing Director.....Edward E. Hill
 Commercial Manager.....Herbert L. Krueger
 Manager of Local Sales.....Robert I. Brown
 Production-Program Director..David H. Harris
 Publicity Director.....Mitzi Kornetz
 War Program Director.....Mary Lou Evans
 Chief Announcer.....Philip Brook
 Musical DirectorDol Brissette
 Chief Engineer.....Elliot A. Browning

*No other broadcaster
can make this claim!*

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

national network originations
make WXYZ a great station!



The Lone Ranger

Longest-running network evening dramatic show—entering its 12th year on the air—"The Lone Ranger" is produced at WXYZ in Detroit for the Blue and Don Lee chains.

© L.R., Inc.
1938

MICHIGAN

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 233-286

W E L L

BATTLE CREEK—EST. 1925

BLUE NETWORK

MICHIGAN RADIO NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated ByFederated Publications, Inc.

Address: 1 W. Michigan Ave., Michigan National Bank Bldg.

Phone Numbers.....5655; 7166

Transmitter Location.....Michigan National Bank Bldg.

Time on the Air.....Unlimited license
Newspaper Affiliation.....Enquirer-News
Transcription Service.....Associated Music
Representative.....Burn-Smith Company, Inc.

Personnel

PresidentA. L. Miller
General Manager.....D. E. Jayne
Commercial Manager.....E. P. Mills
Chief Announcer.....Robert Lake
Chief Engineer.....Earl J. Stone

W B C M

BAY CITY—EST. 1925

BLUE NETWORK

MICHIGAN RADIO NETWORK

Frequency: 1440 Kc.....Power: 1000 d.;
500 n.

Owned-Operated By...Bay Broadcasting Co.

AddressWenonah Hotel

Phone Numbers.....Bay City 7551-7552

Transmitter LocationTuscola Road,

Time on the Air.....7 a.m. to 12 midnight;
Sundays, 8 a.m. to 12 midnight

News ServiceUP

Transcription ServiceNBC Thesaurus;

RepresentativeGeorge P. Hollingbery

Personnel

PresidentHarley D. Peet
General ManagerH. A. Giesel
Sales Promotion ManagerA. F. Huebner
Chief Engineer.....Ralph H. Carpenter

W H D F

CALUMET—EST. 1929

KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By: Upper Michigan Broadcasting Co.

Business Address.....Community Bldg.,
Houghton, Mich.

Phone Numbers: Houghton 1; Calumet 869
Studio Addresses: 515 Scott St., Calumet;
Community Bldg., Houghton

Transmitter Location.....Laurium, Michigan
Time on the Air.....7:30 a.m. to 10 p.m.
Newspaper Affiliation...Daily Mining Gazette
News Service.....AP
Transcription Service.....World,
Standard, Lang-Worth, Keystone
Representative.....Sears and Ayer, Inc.

Personnel

PresidentA. L. Burgan
V. P. & Gen. Mgr.....John W. Rice
Commercial Manager.....Albert W. Payne
Program Director.....Earl Nordeen
Technical Supervisor.....George L. Burgan

W J B K

DETROIT—EST. 1928

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By...James F. Hopkins, Inc.
Address.....6559 Hamilton Avenue
Phone Number.....Trinity 2-2000
Transmitter Location....15555 Woodrow Wilson Avenue

Time on the Air.....24 hours a day
News ServiceAP
Transcription Service.....Associated Music
Publishers; World and Standard
Representatives.....Forjoe & Company,
Hal Holman

Personnel

President-Station Manager...James F. Hopkins
Commercial Manager.....A. H. Crogan
Program Director.....Sybil Krieghoir
Publicity Director.....N. W. Hopkins
Musical Director.....Pete Angel
Chief Announcer and Engineer...E. McKenzie

W J L B

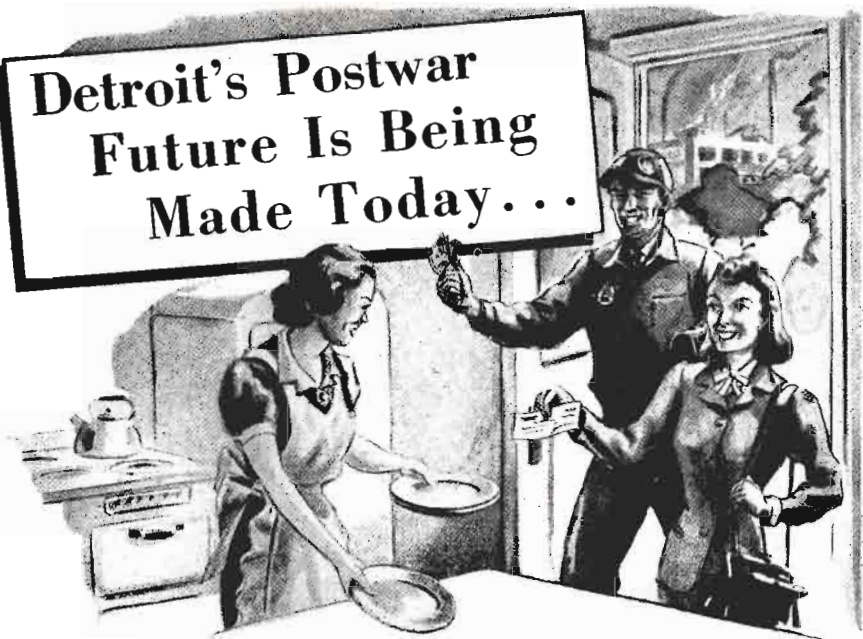
DETROIT—EST. 1926

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By: John L. Booth Broadcasting, Inc.
Address...31st and 34th Floor, Eaton Tower
Phone Number.....Cadillac 7600
Transmitter Location....7310 Woodward Ave.
Time on the Air.....20½ hours daily
News Service.....INS; AP
Transcription Service.....NBC Thesaurus
Representative.....Burn-Smith Co.

Personnel

President-General Manager...John L. Booth
Vice-PresidentW. W. Booth
Treasurer-Auditor.....Hugh M. Gray
Sales Manager.....Paul Y. Clark
Publicity Director.....M. Brachman
Chief Engineer.....Edward Clark

Detroit's Postwar Future Is Being Made Today...



As center of the vast automobile industry, Detroit ranked fourth before the war among the markets of America. During the last two years, as heart of the country's gigantic armament effort, it has grown enormously. Today, with plant and production facilities unequaled anywhere in the world, Detroit is assuring its peacetime future and creating market potentialities impossible to overrate.

- **POPULATION GAIN** — 552,000 between April, 1940, and August, 1943 . . . enough "new Detroiters" to populate a city larger than Cincinnati, Ohio! Total population of Metropolitan Area now estimated at 2,295,000.
- **FAMILY INCOME** — The average Detroit factory worker's family income is now estimated at \$109.85 weekly—more than twice as much as in 1940! The number of workers per family has increased 22%.
- **BANK SAVINGS** — June, 1943, \$439,843,756, representing an increase of \$108,179,905, or 33% over June, 1942.
- **PER CAPITA INCOME** in Wayne County (which is largely Detroit) in 1943 is estimated at \$1,570, or \$520 above the national average!

In this great and prosperous market, WWJ has led all radio stations in listener preference for more than 23 years, a leadership attained through fine programming and by consistent broadcasting in the public interest.

WWJ

*America's Pioneer Broadcasting Station—First in Detroit
Owned and Operated by The Detroit News*

National Representatives

THE GEORGE P. HOLLINGBERY COMPANY

NBC Basic
Network

Associate FM Station
WENI

W J R

DETROIT—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 760 Kc. Power: 50000 Watts
Owned-Operated By: WJR, The Goodwill Station

Business Address: 2103 Fisher Building
Phone Number: Madison 4440
Studio Address: 28th Floor Fisher Building
Transmitter Location: Wyandotte, Mich.
Time on the Air: Unlimited license
News Service: AP, INS
Transcription Service: World Broadcasting System; Standard Radio, Lang-Worth
Representative: Edward Petry & Co., Inc.

Personnel

President: G. A. Richards
Ass't to President: Eugene Carr
Vice-President and Gen. Mgr.: Leo Fitzpatrick
Ass't Gen'l Manager: Owen F. Uridge
Sales Manager: Charles G. Burke
Sales Promotion and Publicity: Mark Haas
Program Director: Franklin Mitchell
Production Manager: Eric Howlett
Musical Director: Samuel Benavie
Chief Engineer: Merrill Mitchell

Owned-Operated By: King-Trendle Broadcasting Corporation

Business Address: 1700 Stroh Building
Phone Number: Cherry 8321
Studio Address: 8415 East Jefferson Ave.
Transmitter Location: 15500 Joy Road
Time on the Air: 6:30 a.m. to midnight
News Service: UP and INS
Transcription Service: Standard Radio; Associated Music and Lang-Worth
Representative: Paul H. Raymer Co.

Personnel

President: George W. Trendle
Vice-President: John H. King
Secretary-General Manager: H. Allen Campbell
Asst. Comm. Mgr.: James G. Riddell
Sales Promotion, Advertising and Publicity: Lambert B. Beeuwkes
Studio Manager: H. Earl Moore
Director of Production: Charles Livingstone
Merchandising Manager: Harold S. Christian
News Editor: Felix Holt
Chief Announcer: Jack McCarthy
Traffic Manager: Bess Ashton
Musical Director: Benny Kite
Chief Engineer: Verne C. Alston
(See Page 462)

W W J

DETROIT—EST. 1920

NATIONAL BROADCASTING CO.

Frequency: 950 Kc. Power: 5000 Watts
Owned-Operated By: Evening News Association
Business Address: 615 W. Lafayette
Phone Number: Randolph 2000
Studio Address: 624-30 W. Lafayette
Transmitter Location: 12700 W. 8 Mile Road, Oak Park, Detroit, Michigan

Time on the Air: 6:30 a.m. to 1 a.m.
Newspaper Affiliation: The Detroit News
News Service: UP
Transcription Services: Lang-Worth; Standard
Representative: George P. Hollingbery Co.

Personnel

General Manager: Harry Bannister
Assistant Manager: Edwin K. Wheeler
Business Manager: Forrest Wallace
Sales Manager: Harry Betteridge
Sales Promotion Manager: Jake Albert
Program Director: Don F. DeGroot
Production Manager: Ernest Ricca
Publicity Director: Herschell Hart
Musical Director: Mischa Kottler
Chief Engineer: Herbert F. Tank

W K A R

EAST LANSING—EST. 1922

Frequency: 870 Kc. Power: 5000 Watts
Owned-Operated By: Michigan State College
Business Address: East Lansing
Phone Number: 8-1511, ext. 600
Studio Address: Auditorium Building
Transmitter Location: Campus
Time on the Air: 7 a.m. to 7 p.m.
News Service: AP
Transcription Service: Lang-Worth;

Personnel

Station Manager: Robert J. Coleman
Chief Engineer: Norris Grover
(Non-Commercial Station)

W D B C

ESCANABA—EST. 1941

BLUE NETWORK

MICHIGAN RADIO NETWORK

NORTHERN NETWORK

KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: Delta Broadcasting Company

Address: First and Ludington Streets
Phone Number: 787
Transmitter Location: First and Ludington
Time on the Air: Unlimited license
News Service: UP
Transcription Service: Standard Radio

Personnel

General Manager: Gordon H. Brozek

W X Y Z

DETROIT—EST. 1930

BLUE NETWORK—MICHIGAN RADIO NETWORK

Frequency: 1270 Kc. Power: 5000 Watts

Grand Rapids
Michigan's Largest Market Outside Detroit

GRAND RAPIDS

DETROIT

WOOD
*Outstate Michigan's
Greatest Station*
NBC 5000 watts

WOOD with its 5000 watts day and night and its eight straight years of NBC programs, delivers the Grand Rapids Market all wrapped up in one time-tested, easy-to-buy package.

PAUL H. RAYMER CO., Sales Representatives

||| **WOOD in Grand Rapids is the only station in**
outstate Michigan that delivers to advertisers the
unbeatable combination of
POPULATION . . . PROGRAMS . . . POWER. |||

W F D F

FLINT—EST. 1922
BLUE NETWORK
MICHIGAN RADIO NETWORK

Frequency: 910 Kc. Power: 1000 Watts
Owned-Operated By: Flint Broadcasting Co.
Address: Union Industrial Bldg.
Phone Number: 2-7158
Transmitter Location: Bristol Road
Time on the Air: 7 a.m. to 11 p.m.
News Service: AP
Transcription Service: Lang-Worth and Standard
Representative: Burn-Smith, Inc.

Personnel

President-Station Manager: Howard M. Loeb
Commercial Manager: F. S. Loeb
Program Director: Adrian R. Cooper
Production Manager: Elmer Knopf
Publicity Director: H. M. Loeb
Chief Announcer: James Cleaver
Musical Director: William Geyer
Chief Engineer: Frank D. Fallain

W L A V

GRAND RAPIDS—EST. 1940
MUTUAL BROADCASTING SYSTEM
BLUE NETWORK
MICHIGAN RADIO NETWORK

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: Leonard A. Versluis
Address: Keeler Building, 6 Fountain St., N.E.
Phone Number: 6-5461
Transmitter Location: 6 Fountain St., N.E.
Time on the Air: Unlimited license
News Service: INS
Transcription Service: Standard Radio
Representative: Joseph Hershey McGillvra, Inc.

Personnel

Owner: Leonard A. Versluis
Station Manager: Hy M. Steed
Musical Director: Frann Weigle
Chief Engineer: Raymond Plank

W O O D

GRAND RAPIDS—EST. 1930
NATIONAL BROADCASTING CO.

Frequency: 1300 Kc. Power: 5000 Watts
Owned-Operated By: King-Trendle Broadcasting Corporation
Address: 16th Floor Grand Rapids National Bank Building
Phone Number: 9-4211
Transmitter Location: Town Line Road, 4 miles south of Grand Rapids

Time on the Air: 6:30 a.m. to 12 midnight; Sundays, 8 a.m. to 12 midnight
News Service: UP
Transcription Service: Associated Music Publishers; Lang-Worth World
Representative: Paul H. Raymer Co.

Personnel

President: George W. Trendle
Station and Sales Manager: Stanley W. Barnett
Merchandising Manager: Paul Eichhorn
Program and Production Director: Sandy Meek
War Program Director: Carl S. Hester
Publicity Director: Paul F. Eichorn
Chief Engineer: Fred W. Russell
Record MC: Glen Le Pard

W J M S

IRONWOOD—EST. 1931

MUTUAL BROADCASTING SYSTEM
NORTH CENTRAL BROADCASTING SYSTEM
KEYSTONE BROADCASTING SYSTEM

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: Upper Michigan-Wisconsin Broadcasting Co., Inc.
Address: 124 E. McLeod Ave.
Phone Number: 20
Transmitter Location: U. S. Highway No. 2 & Douglas Boulevard
Time on the Air: 6:25 a.m. to 10:30 p.m.
News Service: UP
Transcription Service: Lang-Worth
Representative: Sears & Ayer, Inc.

Personnel

President: William L. Johnson
Station Manager: J. W. Huss
Commercial Manager: R. T. Bolich
Program Director: Harold Ladin
Publicity Director: Don Hoover
Chief Engineer: Arne Dahlbacka

W I B M

JACKSON—EST. 1925

BLUE NETWORK
MICHIGAN RADIO NETWORK

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: WIBM, Inc.
Address: 228 West Michigan Avenue
Phone Number: 6121
Transmitter Location: 228 West Michigan Avenue
Time on the Air: 6:30 a.m. to 12 midnight
News Service: AP
Transcription Service: Standard Radio
Representative: Forjoe & Company

Personnel

President: Herman Radner
Vice-President and Station Manager: Roy Radner
Sales Promotion Manager: William Cizek
Chief Engineer: C. W. Wirtanen

W K Z O

KALAMAZOO-GRAND RAPIDS

EST. 1923

COLUMBIA BROADCASTING SYSTEM

Frequency: 590 Kc. Power: 5000 Watts
 Owned By: Fetzer Broadcasting Co.
 Operated By: John E. Fetzer
 Business Addresses: P. O. Box 866 (Kalamazoo); P. O. Box 203 (Grand Rapids)
 Phone Numbers: 3-1223 (Kalamazoo); 6-1222 (Grand Rapids)
 Studio Addresses: 7th Fl., Burdick Hotel (Kalamazoo); 2nd Fl., Herpolsheimer Store (Grand Rapids)
 Transmitter Location: Parchment, Michigan
 Time on the Air: 6 a.m. to 11:30 p.m.; Saturday, 6 a.m. to 12:05 a.m.
 News Service: AP
 Transcription Service: Standard Radio
 Representative: Free & Peters, Incorporated

Personnel

President-General Manager: John E. Fetzer
 Commercial Manager: John W. O'Harrow
 Sales Promotion Manager: Thomas P. White
 Program Director: Paul H. Aurandt
 Production and Publicity: Hooper White
 Director of War Programs: Rhea Y. Fetzer
 Chief Engineer: Carl E. Lee

W J I M

LANSING—EST. 1934

BLUE NETWORK

MICHIGAN RADIO NETWORK

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By: WJIM, Inc.
 Address: 15th Floor, Bank of Lansing, Bldg.
 Phone Number: 2-1333-4-5
 Transmitter Location: 15th Floor, Bank of Lansing Bldg.
 Time on the Air: 7 a.m. to 12 midnight; Sundays, 8 a.m. to 12 midnight
 News Service: UP
 Transcription Service: Associated Recorded Program Service

Personnel

President: Lt. Harold F. Gross
 Acting Station Manager and Program Director: Bob Innes
 Commercial Manager: Fred Wagenvoord
 Sales Promotion Manager: O. S. Jones
 Production Manager: Jack Parker
 Publicity Director: Jim Lewis
 Chief Announcer and Musical Director: Bob Clayton
 Chief Engineer: Melvin Wirth

W M P C

LAPEER—EST. 1926

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By: The Liberty Street Church
 Address: 803 Liberty St.
 Phone Numbers: 455-J; 455-M
 Transmitter Location: 803 Liberty St.
 Time on the Air: Specified Hours

Personnel

President-Station Manager: Frank S. Hemingway
 (Non-Commercial Station)

W D M J

MARQUETTE—EST. 1931

BLUE NETWORK

MICHIGAN RADIO NETWORK

NORTHERN NETWORK

KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By: Lake Superior Broadcasting Co.
 Address: 146 W. Washington
 Phone Number: 616
 Transmitter Location: 146 W. Washington
 Time on the Air: Unlimited license
 Newspaper Affiliation: Daily Mining Journal
 News Service: Transradio
 Transcription Service: World Broadcasting

Personnel

President: Frank J. Russell, Jr.
 General Manager: Gordon H. Brozek

W K B Z

MUSKEGON—EST. 1926

BLUE NETWORK

MICHIGAN RADIO NETWORK

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By: Ashbacker Radio Corp.
 Business Address: 424 Apple Ave.
 Phone Number: 26-051
 Studio Address: 424 Apple Ave.
 Transmitter Location: Muskegon Township
 Time on the Air: 6 a.m. to 12 Midnight
 News Service: UP
 Transcription Service: World Broadcasting
 Representative: Burn-Smith Co.

Personnel

President-Station Manager: Grant F. Ashbacker
 Commercial Manager: William C. Wester
 Sales Promotion Manager: G. F. Ashbacker
 Program Director: Loran Haney
 Production and Publicity Manager: Bill Bennett
 Chief Announcer: Anson Van Alstyne
 Chief Engineer: Geo. Krivitzky

W C A R

PONTIAC—EST. 1939

Frequency: 1130 Kc. Power: 1000 Watts
 Owned-Operated By Pontiac Broadcasting Company
 Address: 6th Floor Riker Building
 Phone Number: Pontiac 7141
 Transmitter Location: Between Square Lake & Telegraph Roads, Bloomfield Township, Oakland County, Michigan
 Time on the Air: Local sunrise to local sunset
 News Service: INS and AP
 Transcription Service: Lang-Worth; Standard
 Representative: John E. Pearson Co.

Personnel

President and General Manager: H. Y. Levinson
 Sales Promotion Manager: George M. Stutz
 Program-Production Director: Howard Donahoe
 Administrative Secretary: Cloman Pipe
 Chief Announcer: Lyle Bond
 Chief Engineer: Wayne N. Cook

W H L S

PORT HURON—EST. 1938
 MUTUAL BROADCASTING SYSTEM
 WOLVERINE NETWORK

KEYSTONE BROADCASTING SYSTEM
 Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By: Port Huron Co.
 Address: 932 Military St.
 Phone Number: 2-3151
 Transmitter Location: 32nd St. and Lapear
 Time on the Air: 7 a.m. to Midnight
 News Service: UP
 Transcription Service: Associated Music

Personnel

President-Station Manager: Harmon L. Stevens
 Commercial Manager: Robert Mackin
 Sales Promotion Manager: V. O. Cram
 Musical Director: Lyle Patterson
 Chief Engineer: Leslie Conant

W E X L

ROYAL OAK—EST. 1925

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By: Royal Oak Broadcasting
 Address: 212 West Sixth Street
 Phone Numbers: Elmhurst 6524
 Transmitter Location: 2201 Woodward Heights Blvd., Ferndale, Michigan
 Time on the Air: 24 hours daily
 News Service: INS

Personnel

President: G. B. Hartick
 Station and Commercial Manager: E. C. Thompson
 Program Director: Kirk Knight
 Chief Engineer: Jerome Steadley

W S A M

SAGINAW—EST. 1940

NBC

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By: Saginaw Broadcasting
 Business Address: 610 Eddy Bldg.
 Phone Number: 2-5109
 Studio Transmitter: 2745 Bay St.
 Time on the Air: 7 a.m. to 11:30 p.m.
 News Service: INS
 Transcription Service: Standard Radio
 Representative: Headley-Reed Co.

Personnel

President: Milton L. Greenebaum
 Commercial: Rockwell Force
 Program Director: Max McPhilliamy
 Chief Engineer: Ted Seaman

W S O O

SAULT STE. MARIE—EST. 1939

BLUE NETWORK

MICHIGAN RADIO NETWORK

Frequency: 1230 Kc. Power: 250 d.; 100 n.
 Owned-Operated By: Hiawathaland Broadcasting Co.
 Address: 107 West Portage Avenue
 Phone Number: 3000
 Transmitter Location: U. S. Highway No. 2
 Time on the Air: 7 a.m. to 11 p.m.
 Newspaper Affiliation: Sault Ste. Marie Evening News
 News Service: AP
 Transcription Service: Standard Radio
 Representative: Joseph Hershey McGillvra

Personnel

President: Stanley R. Pratt
 Commercial Manager: Richard Y. Burnett
 Program Director: Vera Hotton
 Chief Engineer: Eugene Kaari

W T C M

TRAVERSE CITY—EST. 1941

KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By: Midwestern Broadcasting Company
 Address: Anderson Building
 Phone Number: Traverse City 1150
 Time on the Air: Unlimited License
 News Service: AP
 Transcription Service: Lang-Worth

Personnel

President: Les Biederman
 Acting Manager: Drew McClay
 Chief Engineer: Drew McClay



A New Sum in the Northwest Sky...

THE TEN audience-dominating NBC and Blue stations of the Northwest Network add up to the only sales-wise coverage of the important three-billion-dollar market represented by Minnesota, North and South Dakota and portions of Wisconsin, Montana and Wyoming. You can sell any part or all of this urban-and-rural market via the Northwest Network. Any combination of stations or the entire group may be used without line charges or the usual extra costs for network service.

KSTP—Minneapolis-St. Paul **WMFG—Hibbing**
WEBC—Duluth-Superior **KROC—Rochester**
WHLB—Virginia **KYSM—Mankato**
 KFAM—St. Cloud

WEAU—Eau Claire
WDAY—Fargo
KFYR—Bismarck

The **NORTHWEST NETWORK**

Represented Nationally by Edward Petry & Co. Executive Offices: Radisson Hotel, Minneapolis.

MINNESOTA

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 233-286

K A T E

ALBERT LEA—EST. 1937

MUTUAL BROADCASTING SYSTEM
NORTH CENTRAL BROADCASTING SYSTEM
Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By Albert Lea Austin
Broadcasting Company

Address 332 So. Broadway
Phone Number 2338
Transmitter Location 332 So. Broadway
Time on the Air 6:30 a.m. to 12 midnight
News Service UP
Transcription Service World Broadcasting
System and Lang-Worth
Representative John E. Pearson Co.

Personnel

President and Station Manager E. L. Hayek
Assistant Station Manager-Director of War
Programs Warner C. Tidemann
Commercial Manager E. L. Hayek
Program Director Robert C. Paulson
Chief Engineer Lawrence Lawson

Frequency: 1320 Kc. Power: 5000 Watts
Owned-Operated By Head of The Lakes
Broadcasting Co.

Address WEBC Bldg.
Phone Number Melrose 2873
Transmitter Location 40th and Tower,
Superior, Wisc.

Time on the Air Unlimited License
News Service UP and AP
Transcription Service NBC Thesaurus
Representative George P. Hollingsbery
Co.

Personnel

President Morgan Murphy
Station Manager Walter C. Bridges
Commercial Manager Thomas W. Gavin
Sales Promotion Manager

Herbert H. Sonnenberg

Program Director-Production Manager

Jerry Deane
Publicity Director Elinor Barney
Musical Director John Kleive
Chief Engineer William Lounsberry

K D A L

DULUTH—EST. 1936

COLUMBIA BROADCASTING SYSTEM
Frequency: 610 Kc. Power: 1000 Watts
Owned-Operated By Red River Broadcasting
Co., Inc.

Address 218 Bradley Building
Phone Number Melrose 2628
Transmitter Location Foot of 63rd Ave. W.,
West Duluth, Minn.

Time on the Air: 6:30 a.m. to 12 midnight;
Sundays, 7:45 a.m. to 12 midnight

News Service AP
Transcription Service Lang-Worth; Standard
Radio

Representative Free & Peters, Inc.

Personnel

President-Station Manager Dalton LeMasurier
Commercial Manager Odin S. Ramsland
Sales Promotion and Publicity
Manager Frank Herrick

Program and Production
Director Dick Lawrence
Chief Engineer Robert A. Dettman
Chief Announcer Peter Lyman

K G D E

FERGUS FALLS—EST. 1926

MUTUAL BROADCASTING SYSTEM
NORTH CENTRAL BROADCASTING SYSTEM
Frequency: 1230 Kc. Power: 250 d.; 100 n.
Owned-Operated By Charles L. Jaren

Address Fergus Falls
Phone Number 3986
Transmitter Location Fergus Falls
Time on the Air Unlimited license

Personnel

General Manager C. L. Jaren

W M F G

HIBBING—EST. 1935

NATIONAL BROADCASTING CO.
NORTH CENTRAL BROADCASTING SYSTEM
ARROWHEAD BROADCASTING SYSTEM

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By Head of Lakes Broad-
casting Co.

Address Androy Hotel
Phone Number 1150
Transmitter Location Androy Hotel

Time on the Air 6:30 a.m. to 11 p.m.
News Service UP
Representative George P. Hollingsbery Co.

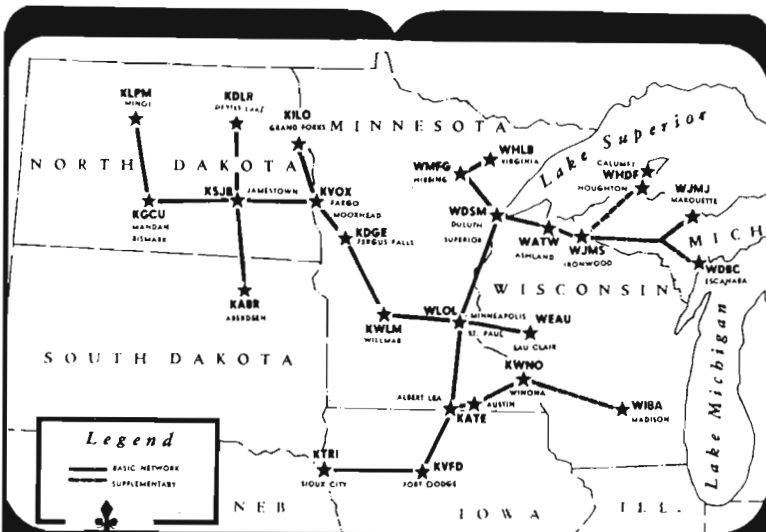
Personnel

President Morgan Murphy
Station Manager H. S. Hyett
Chief Engineer William Lounsberry

W E B C

DULUTH—EST. 1924

NATIONAL BROADCASTING
CO-ARROWHEAD NETWORK
NORTH CENTRAL BROADCASTING SYSTEM
NORTHWEST NETWORK



SOUND RESULTS —That Cost You Less!

In a rich area where retail purchases last year exceeded two billion dollars . . . and where there are over a million and a half radio homes . . . NCBS is a wired network that gives maximum coverage at less cost per thousand radio homes. Sales results have been proven by mail count. For instance, one program pulled more than 75,000 pieces of mail (each containing a boxtop) at a cost of less than one cent per letter. Results like that prove NCBS is the best buy in the North-west.

Write or Phone
For Full Particulars

NORTH CENTRAL BROADCASTING SYSTEM, INC.

New York
8 East 41st Street
Lexington 2-6892

JOHN W. BOLER, President
St. Paul, Minnesota
Commodore Hotel

Chicago, Illinois
360 North Michigan Avenue
State 4214

K Y S M
MANKATO—EST. 1938
 NBC

SOUTHERN MINNESOTA NETWORK
NORTHWEST NETWORK

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....F. B. Clements
 Address.....101 North 2nd Street
 Phone Number.....4673
 Transmitter Location...Belgrade Hill—North
 Mankato, Minn.
 Time on the Air.....6 a.m. to midnight
 News Service.....UP
 Transcription Service.....NBC Thesaurus
 Representative.....John E. Pearson Co.

Personnel

President.....F. B. Clements
 General Manager.....John F. Meagher
 Sales Promotion Manager.....Rolf Julsrud
 Program Director.....J. R. Loughrin
 Production Manager.....Glen Hershey
 Publicity Director.....Audrey Holmes
 Musical Director.....Maurice Piche
 Chief Announcer.....John Henkes, Jr.
 Chief Engineer.....James Houts
 Record MC.....Don French

W C C O

MINNEAPOLIS-ST. PAUL—EST. 1924

COLUMBIA BROADCASTING SYSTEM

Frequency: 830 Kc.....Power: 50000 Watts
 Owned-Operated By ..Columbia Broadcasting
 System, Inc.
 Business Address.....625 Second Avenue So.
 Phone Number.....Main 1202
 Studio Addresses: 625 Second Avenue So.,
 Minneapolis, Minn.; Hotel Lowry, St. Paul
 Transmitter Location.....Anoka, Minn.
 Time on the Air.....5 a.m. to 1 a.m.
 News Service.....AP; UP
 Transcription Service.....Lang-Worth and
 Standard
 Representative.....Radio Sales

Personnel

General Manager.....A. E. Joscelyn
 Assistant General Manager-Program
 Director.....Al Sheehan
 Commercial Manager.....Harvey Struthers
 Sales Promotion Manager..Sam H. Kaufman
 Educational Director.....Max Karl
 Director of Press Information...Sam Kaufman
 Musical Director.....Wallace Olson
 Chief Engineer.....Hugh S. McCartney

W D G Y

MINNEAPOLIS-ST. PAUL—EST. 1923

Frequency: 1130 Kc....Power: 5000 d.; 500 n.
 Owned-Operated By.....George W. Young
 Address.....Nicollet Hotel

Phone Number....Bridgeport 7777 (Mpls.);
 Midway 6363 (St. Paul)
 Transmitter Location: 7401 Wayzata Blvd., Min-
 neapolis (Route 7)
 Time on the Air.....6 a.m. to sunset, MST.
 News Service.....AP
 Transcription Service.....Standard Radio,
 Lang-Worth
 Representative.....William G. Rambeau Co.

Personnel

Owner and General Manager
 George W. Young
 Commercial Manager.....Lee L. Whitting
 Program-Production Director..John MacKnight
 Musical Director.....Walter Rudd

W L B

MINNEAPOLIS—EST. 1921

Frequency: 770 Kc.....Power: 5000 Watts
 Owned-Operated By..University of Minnesota
 Address.....WLB, University of Minnesota
 Phone Number.....Main 8177
 Transmitter Location..North Cleveland Ave-
 nue County Road A-2, St. Paul
 Time on the Air: Two-thirds daytime hours
 (WLB shares time with WCAL)
 News Service.....UP

Personnel

Manager.....Burton Paulu
 Program Director.....Betty T. Girling
 Chief Announcer.....Paul Brissey
 Chief Engineer.....Berten Holmberg
 (Non-Commercial Station)

W L O L

MINNEAPOLIS-ST. PAUL—EST. 1940

MUTUAL BROADCASTING SYSTEM

NORTH CENTRAL BROADCASTING SYSTEM

Frequency: 1330 Kc.....Power: 1000 Watts
 Owned-Operated By..Independent Merchants
 Broadcasting Co.
 Business Address.....1730 Hennepin Ave.
 Phone Numbers..Atlantic 0406; Midway 4043
 Studio Addresses: 1730 Hennepin Ave.; Com-
 modore Hotel, St. Paul
 Transmitter Location.....2508 Myrtle Ave.,
 St. Paul
 Time on the Air: 6 a.m. to 12:30 a.m.; Sun-
 days, 7:30 a.m. to 12:30 a.m.
 News Service.....INS
 Transcription Service.....Associated Music
 Publishers
 Representative.....The Foreman Company

Personnel

President.....C. J. Winton, Jr.
 General Manager.....E. S. Mittendorf



JUDGED...and FOUND Wanted!

Since our first Planalyzed Promotion reports found their way to agencies' and advertisers' desks more than three years ago, these red folders have become familiar evidence of KSTP's outstanding merchandising cooperation.

For us, familiar evidence that Planalyzed Promotion has been "judged . . . and found wanted" is contained in hundreds of commendatory letters we have received from KSTP's clientele of leading agencies and advertisers.

Planalyzed Promotion is KSTP's own, thorough-going method of merchandising and promoting your KSTP radio campaign. First

comes the analysis of your particular sales problem in the KSTP Market. Then—and only then—comes the promotion plan. Thus, KSTP's exclusive Planalyzed Promotion—a distinctive, no-cost "plus" which presents one more reason for the effective and economical selling job KSTP does in the rich Twin Cities Market.

50,000 Watts - Clear Channel
EXCLUSIVE NBC AFFILIATE
FOR THE TWIN CITIES



Represented Nationally by Edward Petry & Co.

• • •

MINNESOTA

• • •

Commercial Manager.....Fred F. Laws
 Sales Promotion Manager.....Lynn Meyer
 Program Director.....John Hirschboeck
 Sports Director.....Harry McTigue
 Musical Director.....Verne Rooney
 Engineering Supervisor.....Gene Brautlgam
 Technical Advisor.....Ogden Prestholdt

W T C N

MINNEAPOLIS—EST. 1934
BLUE NETWORK

Frequency: 1280 Kc.. Power: 5000 d.; 1000 n.
 Owned By: Minneapolis Daily Times & St. Paul
 Dispatch-Pioneer Press
 Operated By: Minnesota Broadcasting Corporation
 Address.....Wesley Temple Building
 Phone Numbers.....Main 6562; Nestor 8661
 Transmitter Location: Snelling Road B. Rose
 Township
 Time on the Air.....6 a.m. to 12 midnight
 Newspaper Affiliation: St. Paul Dispatch-
 Pioneer Press; Minneapolis Daily Times
 News Service.....AP
 Transcription Service.....Associated Music
 Publishers
 Representative.....Free & Peters

Personnel

President.....W. F. Johns
 Station Manager.....C. T. Hagman
 Commercial Manager...F. Van Konynenburg
 Sales Promotion Manager.....C. J. Rian
 Program Director.....Robert DeHaven
 Publicity Director-Traffic Manager Judy Bryson
 Musical Director.....Michael Coscio
 Chief Engineer.....Myron Fleming

K S T P

ST. PAUL-MINNEAPOLIS—EST. 1924
NBC—NORTHWEST NETWORK

Frequency: 1500 Kc.....Power: 50000 Watts
 Owned-Operated By.....KSTP, Inc.
 Address.....Hotel Saint Paul (St. Paul),
 Hotel Radisson (Minneapolis)
 Phone Number.....Cedar 5511 (St. Paul),
 Bridgeport 3222 (Minneapolis)
 Transmitter Location.....County Road C and
 Highway 61
 Time on the Air.....24 hours daily
 News Service.....AP, UP
 Radio News Association
 Transcription Service.....NBC Thesaurus,
 World Broadcasting, Lang-Worth, Standard
 Radio
 Representative....Edward Petry & Company

Personnel

President-General Mgr....Stanley E. Hubbard
 Vice-President-Assistant Mgr....K. M. Hance
 Sales Manager.....Ray C. Jenkins
 Program Director.....Corinne Jordan
 Sales Promotion and Publicity
 Manager.....Sam Levitan
 Public Service Director.....Dorothy R. Spicer
 Farm Editor.....Harry Aspleaf
 News Editor.....John Verstreate
 Artists' Bureau Head.....David Stone
 Musical Director.....Leonard Leigh

W M I N

ST. PAUL & MINNEAPOLIS
EST. 1936

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By....WMIN Broadcasting
 Company
 Address.....1287 St. Anthony Ave. (St. Paul)
 Phone Number.....Nestor 6501
 Transmitter Location...1287 St. Anthony Ave.
 Time on the Air: 6 a.m. to 12:05 a.m..
 News Service.....AP
 Transcription Service.....Standard Radio
 Representatives: Forjoe & Co.; Hal Holman Co.

Personnel

President and General Mgr..Edward Hoffman
 Assistant General Mgr....Frank M. Devaney
 Commercial and Sales
 Promotion Manager.....Samuel N. Nemer
 Program-Publicity Director....Marilyn Powell
 Musical Director.....Adele Belair
 Chief Engineer.....Warren Fritze

K V O X

MOORHEAD—EST. 1937

MUTUAL BROADCASTING SYSTEM
NORTH CENTRAL BROADCASTING SYSTEM
 Frequency: 1340 Kc.....Power: 250 Watts
 Owned and Operated By: KVOX Broadcasting
 Co., Inc.
 Address.....Comstock Hotel
 Phone Number.....3-1523
 Transmitter Location..14th St. and 12th Ave.,
 South
 Time on the Air.....7:00 a.m. to 11:00 p.m.
 News Service.....UP
 Representatives: North Central Broadcasting
 System

Personnel

President.....John Boler
 Station Manager.....M. M. Marget
 Commercial Manager.....M. M. Marget
 Program Director.....Arvid Johnson
 Chief Engineer.....Richard Hanson

W C A L

NORTHFIELD—EST. 1922

Frequency: 770 Kc. Power: 5000 Watts
 Owned-Operated By: St. Olaf College
 Business Address: St. Olaf College
 Phone Number: Northfield 770
 Studio Addresses: St. Olaf College,
 425 So. Fourth St., Minneapolis
 Time on the Air: 7:30 to Sunset, Shared
 with WLB

Personnel

President: Dr. Clemens M. Granskov
 Director: Martin Hegland
 (Non-Commercial Station)

K R O C

ROCHESTER—EST. 1935

BLUE NETWORK
 NBC—SOUTHERN MINNESOTA NETWORK
 MINNESOTA RADIO NETWORK
 Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By: Southern Minnesota
 Broadcasting Co.
 Address: 100 First Ave. Building
 Phone Number: 3924, 3925
 Transmitter Location: Highway 52, Cascade
 Time on the Air: 6:00 a.m. to 12:30 a.m.;
 Sundays, 8 a.m. to 12:30 a.m.
 News Service: UP
 Transcription Service: NBC Thesaurus
 Representative: Radio Advertising Corp.

Personnel

President: Agnes P. Gentling
 Secretary: Maxine Jacobs
 Station Manager: Gerald H. Wing
 Program Director: Cal Smith
 Chief Engineer: Fred C. Clarke

K F A M

ST. CLOUD—EST. 1938

NBC—NORTHWEST NETWORK
 SOUTHERN MINNESOTA NETWORK
 Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By: Times Publishing Co.
 Address: Weber Building
 Phone Number: 3330, 3331
 Transmitter Location: Military Highway
 Time on the Air: Unlimited License
 Newspaper Affiliation: St. Cloud Times
 News Service: UP
 Transcription Service: NBC Thesaurus
 National Sales Office (Northwest Network)
 Ray C. Jenkins, Radison Hotel, Minneapolis.

Personnel

President-General Manager: Fred Schilplin
 Commercial Manager: Martin F. Lindemann
 Program Director: Lucile Miller
 Production Manager: Hubert Warner
 Chief Engineer: Robert E. Witschen

W H L B

VIRGINIA—EST. 1936

NATIONAL BROADCASTING CO.
 BLUE NETWORK
 ARROWHEAD NETWORK

Frequency 1400 Kc. Power: 250 Watts
 Owned-Operated By: Head of the Lakes
 Broadcasting Co.
 Address: 17th Street and Sixth Ave. South
 Phone Number: 2000
 Time on the Air: 7 a.m. to 10:30 p.m.
 Newspaper Affiliation: Superior Telegram
 News Service: UP
 Representative: George P. Hollingsbery Co.

Personnel

President: Morgan Murphy
 Station Manager: Greg Rouleau
 Chief Engineer: William E. Lounsberry

K W L M

WILLMAR—EST. 1940

MUTUAL BROADCASTING SYSTEM
 NORTH CENTRAL BROADCASTING SYSTEM
 KEYSTONE BROADCASTING SYSTEM
 Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By: Lakeland Broadcasting
 Business Address: Willmar Memorial Bldg.
 Phone Numbers: 1340, 1310, 910
 Transmitter Location: Foot Lake
 Time on the Air: 6 a.m. to 12 midnight
 News Service: UP
 Representative: North Central Broadcasting

Personnel

President-Owner: W. H. Linder
 Program Director: Willard Linder
 Chief Engineer: Lloyd Stenberg

K W N O

WINONA—EST. 1938

MUTUAL BROADCASTING SYSTEM
 NORTH CENTRAL BROADCASTING SYSTEM
 Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By: Winona Radio Service
 Address: 216 Center St.
 Phone Number: 3314
 Transmitter Location: 831 Sarnia St.
 Time on the Air: 6:30 a.m. to 11 p.m.
 Newspaper: Winona Republican Herald
 News Service: AP
 Transcription Service: Lang-Worth

Personnel

President: M. H. White
 Treasurer: H. R. Weicking
 General and Commercial Mgr.: L. L. McCurnin
 Sales Promotion Manager: M. Mitchell
 Program-Publicity Director: Mary Leu
 Production-Artists Bureau: H. I. Tingley
 Chief Announcer: Irving Tingley
 Chief Engineer: L. L. McCurnin

MISSISSIPPI

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 233-286

WCBI

COLUMBUS—EST. 1940
MUTUAL BROADCASTING SYSTEM
KEYSTONE BROADCASTING SYSTEM
MISSISSIPPI NETWORK

Frequency: 1340 Kc. Power: 250 Watts
Owned By.....Birney Imes, Jr.
(U. S. Army Air Corps.)
Operated By.....Columbus Broadcasting Co.
Business Address.....Gilmer Hotel
Phone Number.....1313
Studio Addresses.....Gilmer Hotel, Columbus;
Transmitter Location.....1st and Main Sts.
Time on the Air.....1½ hours daily
Newspaper Affiliation.....Columbus Commercial
Dispatch
News Service.....AP
Transcription Service.....Standard Radio.
Keystone Broadcasting System
Representative.....Sears and Ayer, Inc.

Personnel

Owner.....Capt. Birney Imes, Jr.
General Manager.....Bob McRaney
Commercial Manager.....James Eatherton
Program Director.....Yvonne Brisbane
Publicity-Promotion Director.....Bob McRaney
Chief Announcer and
Production Manager.....Mims Boswell, Jr.
Chief Engineer.....Jack V. Jones

WJPR

GREENVILLE—EST. 1939
MUTUAL BROADCASTING SYSTEM
KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By.....Radio Services Co.
Address.....107 So. Poplar
Phone Number.....1770
Transmitter Location.....North on Highway
No. 1
Time on the Air.....7 a.m. to 10:30 p.m.;
Sundays, 9 a.m. to 10:00 p.m.
News Service.....UP
Transcription Service.....Associated Music
Publishers; Keystone Broadcasting System

Personnel

Owner.....John R. Pepper
Station Manager.....Emmet H. McMurry
Commercial Manager.....Frank W. Baldwin
Program Director.....Sallie Kellner
Chief Announcer.....Frank Armstrong
Publicity-Musical Director.....Rosie Mock
Chief Engineer.....George W. Wilson

WGRM

GREENWOOD—EST. 1938
BLUE NETWORK
KEYSTONE BROADCASTING SYSTEM

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By.....P. K. Ewing
Address.....222 Howard Street
Phone Number.....1717
Transmitter Location.....North Greenwood
Time on the Air.....6:30 a.m. to 11 p.m.
Transcription Service.....Keystone Broadcasting
System, C. P. MacGregor

Personnel

President.....P. K. Ewing
Station-Commercial Manager.....F. C. Ewing
Program Director.....Herb Abramson
Production Manager.....M. L. Henderson
Chief Announcer.....Billy Hand
Chief Engineer.....Gordon Clark

WCBI

Columbus, Miss.

Serves a Responsive
Audience of Over
300,000 People!

MUTUAL NETWORK
KEYSTONE NETWORK
A. P. NEWS SERVICE

Get the Facts From:
BOB McRANEY—Gen. Mgr.
or
SEARS & AYER—Reps.
MISSISSIPPI'S
MOST PROGRESSIVE
STATION

WGCM
GULFPORT—EST. 1929

BLUE NETWORK
 KEYSTONE BROADCASTING SYSTEM
 MISSISSIPPI STATE NETWORK
 Frequency: 1240 Kc. Power: 250 Watts
 Owned and Operated By.....WGCM, Inc
 Business Address.....Hewes-Martin Bldg.
 Phone Number.....Gulfport 1111
 Studio Addresses.....Hewes-Martin Bldg.
 (Gulfport)
 Transmitter Location.....Arlington Heights
 Time on the Air.....6:55 a.m. to 11 p.m.:
 Sundays, 7:55 a.m. to 10 p.m.
 News Service.....AP
 Transcription Service.....Standard, Keystone
 Representative.....Sears & Ayer

Personnel

President-Owner.....Hugh O. Jones
 Program-Production Manager.....C. E. Vann
 Publicity Director.....Shirley Davis
 Chief Announcer.....Tommy Tucker
 Chief Engineer.....Donovan Murphy

WFOR

HATTIESBURG—EST. 1926
 NATIONAL BROADCASTING CO.
 REBEL NETWORK

KEYSTONE BROADCASTING SYSTEM
 Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By.....Forrest Broadcasting
 Co.
 Address.....302 Hemphill St.
 Phone Number.....1866-67
 Transmitter Location.....W. Seventh St. and
 25th Ave.
 Time on the Air.....6:30 a.m. to 11:05 p.m.
 News Service.....UP
 Transcription Service.....Standard

Personnel

President and General Manager...C. J. Wright
 Commercial Manager.....H. L. Patterson
 Program Director.....Les Carmichael
 Chief Engineer.....James N. Glore

WJDX

JACKSON—EST. 1929
 NATIONAL BROADCASTING CO.

Frequency: 1300 Kc. Power: 5000 d., 1000 n.
 Owned-Operated By.....Lamar Life Insurance
 Company
 Business Address.....Lamar Life Building
 Phone Numbers.....2-1183 (Com'l Dept.),
 2-2641 (Studios)
 Studio Address.....Heidelberg Hotel
 Transmitter Location.....U. S. Highway No. 51
 Time on the Air.....Unlimited license
 News Service.....UP

Transcription Service.....NBC Thesaurus;
 C. P. MacGregor
 Representative.....George P. Hollingbery
 Company

Personnel

Station Manager.....Wiley P. Harris
 Commercial Manager.....C. A. Lacy
 Sales Promotion Manager.....Frank Gentry
 Program-Musical Director...Maurice Thompson
 Publicity Director.....Elsie Holmes
 Chief Engineer.....P. G. Root

WSLI

JACKSON—EST. 1938
 THE BLUE NETWORK

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By.....Standard Life Broad-
 casting Co.
 Address.....Robert E. Lee Hotel,
 P. O. Box 1847
 Phone Number.....3-2788
 Transmitter Location.....Foot of High St.
 Time on the Air.....6:30 a.m. to 11 p.m.
 News Service.....INS
 Transcription Service.....Standard Radio
 Representative.....Weed & Co.

WGCM

Voice of the
MISSISSIPPI GULF COAST
BLUE NETWORK
 Gulfport, Biloxi, Miss.

Completely covers
 "Mississippi's
 No. 2 Market"

where the greatest buy-
 ing in history is taking
 place. Millions in pay-
 rolls makes WGCM ter-
 ritory one of the richest
 in the Deep South!

National Reps.:
 SEARS & AYER, INC.
 Chicago and New York



MISSISSIPPI

Personnel

President.....Geo. W. Covington
 Station Manager.....L. M. Sepaugh
 Commercial Manager.....F. E. Wilkerson, Jr.
 Sales Promotion Manager.....Maurice Wray
 Program Director.....Ward Coleman
 Chief Engineer.....C. A. Perkins

W A M L

LAUREL—EST. 1932

NATIONAL BROADCASTING CO.
 KEYSTONE BROADCASTING SYSTEM
 MISSISSIPPI NETWORK

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....New Laurel Radio
 Station, Inc.
 Address.....535½ Central Ave.
 Phone Number.....288
 Transmitter Location.....Washington Road
 Time on the Air.....6:30 a.m. to 10:15 p.m.
 News Service.....UP
 Transcription Service.....Standard Radio,
 Representative.....Sears & Ayer

Personnel

President.....D. A. Matison
 Station Manager.....H. M. Smith
 Commercial Manager.....W. C. DeHority
 Program Director.....Frank Hollfield
 Chief Engineer.....Bruce Dennis

W S K B

McCOMB—EST. 1939

MISSISSIPPI NETWORK

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By...McComb Broadcasting
 Corp.
 Business Address.....Box 111
 Phone Number.....37
 Studio Address.....McColgan Hotel
 Transmitter Location.....Pike County
 Time on the Air.....6 a.m. to 10 p.m.
 News Service.....AP
 Transcription Service...World Broadcasting
 System

Personnel

President.....Robert L. Sanders
 General and Commercial
 Manager.....George Blumenstock
 News Director.....John Cunningham
 Program Director.....Julia D. Blumenstock
 Publicity Director.....Carl Simmons
 Chief Announcer.....Carl Austin
 Musical Director.....Mrs. B. L. Mathis
 Chief Engineer.....Robert Louis Sanders

W C O C

MERIDIAN—EST. 1926

COLUMBIA BROADCASTING SYSTEM

Frequency: 910 Kc.....Power: 1000 Watts

Owned-Operated By...Mississippi Broadcast-
 ing Co., Inc.
 Address.....Threefoot Building
 Phone Number.....1042
 Transmitter Location...Highway No. 45 North
 Time on the Air.....7 a.m. to 11:30 p.m.
 News Service.....UP

Personnel

General and Commercial Mgr....D. W. Gavin
 Program-Musical Director...Mrs. D. W. Gavin

W M I S

NATCHEZ—EST. 1941

MISSISSIPPI NETWORK
 LOUISIANA NETWORK

KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts
 Owned By.....Natchez Broadcasting Co.
 Operated By.....P. K. Ewing, Jr.
 Address.....City Bank & Trust Co. Bldg.
 Phone Number.....1515
 Transmitter Location...Highway No. 61, North
 Time on the Air.....7 a.m. to 9 p.m.
 Newspaper Affiliation.....Natchez Press;
 Natchez Democrat; Concordia Sentinel, Fer-
 riday, La.
 News Service.....UP
 Transcription Service.....World

Personnel

President.....P. K. Ewing
 Station Manager.....P. K. Ewing, Jr.
 Commercial Manager.....Mac Howell
 Program Director.....Helen Tyer
 Production Manager.....Norman Lawrence
 Musical Director.....Harry King Barth
 Chief Engineer.....Thos. Patterson

W Q B C

VICKSBURG—EST. 1931

BLUE NETWORK

KEYSTONE BROADCASTING SYSTEM

Frequency: 1390 Kc.....Power: 1000 Watts
 Owned-Operated By.....Delta Broadcasting
 Company, Inc.
 Address.....Hotel Vicksburg
 Phone Number.....312
 Transmitter Location.....2½ miles S. E. of
 Vicksburg
 Time on the Air.....11 to 12 hours daily
 Newspaper Affiliation...Vicksburg Evening
 Post; Vicksburg Morning Herald
 News Service.....AP
 Transcription Service...World Broadcasting

Personnel

President.....L. P. Cashman
 Station Director.....O. W. Jones
 Chief Announcer.....Loren Miller
 Chief Engineer.....C. E. Drake

In St. Louis

**RADIO'S
TOP RANKING STARS**

ARE ON

KSD

WITH THE

NBC PROGRAMS

KSD-NBC have led all other St. Louis broadcasting stations in "FIRSTS" in Nation-Wide Radio Popularity Polls since 1935.

A DISTINGUISHED BROADCASTING STATION

RADIO STATION KSD

Owned and Operated by the St. Louis Post-Dispatch

National Representative
FREE and PETERS
INC.

MISSOURI

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 233-286

K F V S

CAPE GIRARDEAU—EST. 1925

Frequency: 1400 Kc. Power: 250 Watts
Owned By.....Oscar C. Hirsch
Operated By.....Oscar C. Hirsch Battery &
Radio Co.
Address.....324 Broadway
Phone Number.....2104, 2105
Transmitter Location.....3½ miles west of
Cape Girardeau on Highway No. 61
Time on the Air: 6:30 a.m. to 10 p.m.; Sun-
days, 8 a.m. to 9 p.m.
News Service.....UP
Transcription Service.....Standard Radio,
Lang-Worth

Personnel

President-General Manager...Oscar C. Hirsch
Sales Manager.....Ralph L. Hirsch
Program Director.....Virginia Bahn
Chief Engineer.....O. C. Hirsch

K F R U

COLUMBIA—EST. 1925

BLUE NETWORK

Frequency: 1400 Kc. Power: 250 Watts
Owned By...Star Times Publishing Company
Operated By.....KFRU, Inc.
Address.....Ninth and Elm Sts.
Phone Number.....4141-42
Transmitter Location.....1200 East Broadway
Time on the Air.....7:15 a.m. to 11 p.m.;
Sundays, 7 a.m. to 11 p.m.
Newspaper Affiliation...Star Times Publish-
ing Company
News Service.....AP, UP
Transcription Service.....NBC Thesaurus
Representative.....John Blair & Co.

Personnel

President.....Elzey Roberts
Station Manager.....C. L. Thomas
Business Manager.....E. R. Welden
Commercial Manager...Foster H. Brown, Jr.
Program Director.....Harold Douglas
Chief Engineer.....Robert Halgh

K H M O

HANNIBAL—EST. 1941

BLUE NETWORK

Frequency: 1330 Kc. Power: 250 Watts
Owned-Operated By.....Courier Post Publish-
ing Co.
Address.....102½ S. Main St.
Phone Number.....3450-51
Transmitter Location.....Lindell Ave.

Time on the Air.....6 a.m. to 12 midnight;
Sundays, 8 a.m. to 12 midnight
Newspaper Affiliation....Hannibal Courier-
Post
News Service.....AP
Transcription Service.....Lang-Worth
Representative.....John E. Pearson Co.

Personnel

Pub., Courier-Post.....E. L. Sparks
General and Commercial
Manager.....Wayne W. Cribb
Program Director.....B. J. Huston
Promotion and Publicity
Director.....Ruth Anne Althaus
Chief Engineer.....Raymond Schildknecht

K W O S

JEFFERSON CITY—EST. 1936

MUTUAL BROADCASTING SYSTEM

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By.....Tribune Printing Co.
Business Address.....210 Monroe
Phone Number.....4000
Studio Address.....210 Monroe
Transmitter Location.....St. Mary's Blvd.
Time on the Air.....Unlimited license
Newspaper Affiliation...Jefferson City Capitol
News & Post Tribune
News Service.....AP
Transcription Service.....Lang-Worth
Representative.....Sears & Ayer

Personnel

President.....R. C. Goshorn
Station Manager.....R. L. Rose
Program Director.....Ray Manning
Chief Engineer.....Harold E. White

W M B H

JOPLIN—EST. 1933

MUTUAL BROADCASTING SYSTEM

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By...Joplin Broadcasting Co.
Address....Frisco Bldg., Sixth and Main Sts.
Phone Number.....330-1-2-3
Transmitter Location.....13th and Roosevelt
Time on the Air.....6 a.m. to 1 a.m.
Newspaper Affiliation...Joplin Globe & News-
Herald
News Service.....UP
Transcription Service....World Broadcasting
Representative.....Sears & Ayer

Personnel

President-Station Manager.....D. J. Poyner
Commercial Manager.....W. E. Jarchow
Sales Promotion Manager.....Mae Poyner

**THE ANSWER
TO TODAY'S
PROBLEM—**

- ★ TODAY IT IS *NOT* WHICH STATION HAS THE MOST LISTENERS FOR NATIONALLY FAMOUS PROGRAMS...
- ★ TODAY IT IS WHICH STATION HAS THE MOST LISTENERS AT TIMES WHICH ARE AVAILABLE...
- ★ THAT'S WHY WE RECOMMEND YOU CHECK THE AVAILABILITIES WITH HIGH ESTABLISHED RATINGS NOW OFFERED BY...



National Representative:
JOSEPH HERSHEY McGILLVRA

Basic Blue Network

Program Director.....Margaret Houston
Musical Director.....Stella Lukens
Chief Announcer.....Charles McIntire
Director of War Programs.....Billie Hunt
Artists Bureau Head.....Abe Radunsky
Chief Engineer.....Richard Meek

K C M O

KANSAS CITY—EST. 1925

BLUE NETWORK

Frequency: 1480 Kc.....Power: 5000 d.:
1000 n. (C. P. 5000 n.)

Owned-Operated By.....KCMO Broadcasting
Company

Address.....1515 Commerce Trust Building

Phone Number.....Victor 0900

Transmitter Location.....10th and Hardesty

Time on the Air.....5 a.m. to 1 a.m.

News Service.....AP, UP

Transcription Service.....Associated Music
Publishers, Lang-Worth

Representative.....Joseph Hershey McGillvra

Personnel

President.....T. L. Evans

General & Sales Manager.....Jack Stewart

Business Manager.....C. E. Breazeal

Program-Production Director.....Dorothy Stewart

Publicity Manager.....Jack Stewart

Musical Director.....Jack Wendover

Chief Announcer.....Dal Stallard

Chief Engineer.....Elza Runkle

K M B C

KANSAS CITY—EST. 1921

COLUMBIA BROADCASTING SYSTEM

Frequency: 980 Kc.....Power: 5000 Watts

Owned-Operated By.....Midland Broad-
casting Co.

Address.....Pickwick Hotel

Phone Number.....Harrison 2650

Transmitter Location.....50th & Belinder Road

Time on the Air.....6 a.m. to 12 midnight;
Sundays, 7 a.m. to 12 midnight

News Service.....AP; UP

Transcription Service: Lang-Worth; World
Broadcasting System

Representative.....Free & Peters, Inc.

Personnel

President.....Arthur B. Church

Managing Director.....Karl R. Koerper

Director of Sales.....Sam H. Bennett

Promotion-Publicity Director.....E. P. J. Shurick
Merchandising-Research

Director.....Mark N. Smith

Program Director.....Ray Shannon

Director of War Programs.....Gene Dennis

Production Manager.....Fran Heyser

Chief Announcer.....Lee Stewart

Studio Director.....Kenneth Krahl

Artists Bureau Head.....James W. McConnell

Musical Director.....P. Hans Flath

Chief Engineer.....A. R. Moler

(See Page 296)

W D A F

KANSAS CITY—EST. 1922

NATIONAL BROADCASTING CO.

Frequency: 610 Kc.....Power: 5000 Watts

Owned-Operated By.....The Kansas City Star
Company

Address.....1729 Grand Ave

Phone Number.....Harrison 1200

Transmitter Location.....82nd and Mission
Road, Johnson County, Kans.

Time on the Air: Daily ex. Sunday, 6 a.m. to
12 midnight; Sundays, 7:30 a.m. to 12 mid-
night

Newspaper Affiliation...The Kansas City Star
News Service.....AP

Transcription Service.....Lang-Worth and
Standard

Representative...Edward Petry and Company

Personnel

President.....Earl McCollum

Station Manager.....Dean Fitzer

Assistant Manager.....V. S. Batton

Commercial Manager.....R. Gardner Reames

Program Manager.....Harry J. Kaufmann

Chief Engineer.....Joseph A. Flaherty

W H B

KANSAS CITY—EST. 1922

MUTUAL

KANSAS STATE NETWORK

Frequency: 880 Kc.....Power: 1000 Watts

Owned-Operated By...WHB Broadcasting Co.

Address.....Scarritt Building

Phone Number.....Harrison 1161

Transmitter Location.....North Kansas City

Time on the Air.....Daytime license

News Service.....AP

Representative.....Don Davis

Personnel

President and Commercial

Manager.....Donald Dwight Davis

General Manager.....John T. Schilling

Promotion-Publicity Director.....Ann Ritchie

Program Director.....John Wahlstedt

Production Manager-Chief

Announcer.....Bruce Robertson

Musical Director.....Bob McGrew

Chief Engineer.....Henry Goldenberg

Director of War Programs.....Dick Smith

(See Page 6)

K W O C

POPLAR BLUFF—EST. 1938

KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts

Owned-Operated By.....A. L. McCarthy.

O. A. Tedrick, J. H. Wolpers d/b Radio Sta-
tion K W O C

Address.....1801 North Main St.
 Phone Number.....1310
 Time on the Air: 7 a.m. to 10 p.m.: Sundays,
 8 a.m. to 6 p.m.
 Newspaper Affiliation.....Poplar Bluff Daily
 American Republic
 News Service.....AP
 Transcription Service.....World

Personnel

Chief Executive.....O. A. Tedrick
 General Manager.....P. H. Cunningham
 Production Manager.....William R. Tedrick
 Chief Announcer.....O. J. McQuigg, Jr.
 Chief Engineer.....Don Lidenton

K F E Q

ST. JOSEPH—EST. 1924

BLUE NETWORK

Frequency: 680 Kc.....Power: 5000 Watts
 Owned-Operated By.....KFEQ, Inc.
 Address.....Schneider Building,
 7th and Felix Streets
 Phone Number.....4-0813
 Transmitter Location.....5½ miles North
 Northeast of St. Joseph
 Time on the Air.....17 hours daily
 Newspaper Affiliation..St. Joseph News-Press,
 News Service.....UP
 Transcription Service.....NBC Thesaurus,
 Lang-Worth
 Representative.....Headley-Reed Company

Personnel

President-Station Manager.....Barton Pitts
 Nat'l Advertising Manager..Glen G. Griswold
 Publicity-Promotion Manager..J. Ted Branson
 Program Director.....Harry Packard
 Chief Announcer.....Charles Niles
 Musical Director.....Edward Moore
 Chief Engineer.....Fred H. Damm

K M O X

ST. LOUIS—EST. 1925

COLUMBIA BROADCASTING SYSTEM

Frequency: 1120 Kc.....Power: 50000 Watts
 Owned-Operated By...Columbia Broadcasting
 System, Inc.
 Address.....401 South Twelfth Blvd.
 Phone Number.....Central8240
 Transmitter Location ...16 miles of St. Louis
 Time on the Air.....24 hours daily
 News Service.....AP, Transradio, UP
 Transcription Service.....Associated Music
 Publishers; Lang-Worth
 Representative.....Radio Sales

Personnel

General Manager.....Merle S. Jones
 Assistant to Manager.....Arthur Casey
 Sales Manager.....Wendell B. Campbell, 2nd
 Sales Promotion and Advertising
 Manager.....David Mars
 Director of Program Sales.....C. G. Renier

Public Events Director.....Jerry Hoekstra
 Program Director.....Blaine Cornwell
 Accounting, Personnel.....Robert F. DeVoe
 Radio Sales Representative...Carter Ringlep
 Director of Press Information...William Zalkin
 Chief Engineer.....Harry Harvey

K S D

ST. LOUIS—EST. 1922

NATIONAL BROADCASTING CO.

Frequency: 550 Kc....Power: 5000 d., 1000 n.
 Owned-Operated By.....Pulitzer Publishing
 Company
 Address.....Twelfth and Olive Sts.
 Phone Number.....Main 1111
 Transmitter Location...Twelfth and Olive Sts.
 Time on the Air.....5:30 a.m. to 12:30 a.m.
 Newspaper Affiliation.....St. Louis Post-
 Dispatch
 News Service.....AP
 Transcription Service.....NBC Thesaurus,
 Lang-Worth
 Representative.....Free & Peters, Inc.

Personnel

President.....Joseph Pulitzer
 General Manager.....George M. Burbach
 Sales Manager.....Edward W. Hamlin
 (See Page 480)

K W K

ST. LOUIS—EST. 1927

MUTUAL BROADCASTING SYSTEM

Frequency: 1380 Kc....Power: 5000 d., 1000 n.
 (CP 5000)
 Owned-Operated By.....Thomas Patrick, Inc.
 Address..Hotel Chase, Lindell & Kingshighway
 Phone Number.....Rosedale 3210
 Transmitter Location...500 E. Logan, Baden
 Station, Baden, Mo.
 Time on the Air: 6 a.m. to 12 midnight;
 Sundays, 7 a.m. to 12 midnight
 News Service.....UP; Reuters
 Transcription Service.....World Broadcasting
 System
 Representative.....Paul H. Raymer Company

Personnel

President.....R. T. Convey
 Station Director.....Ray E. Dady
 General Sales Manager...V. E. Carmichael
 Chief Announcer.....Martin Bowin
 Program Director.....John Tinnea
 Publicity Director.....Sue McCaslin
 Musical Director.....Carl Hohengarten
 Chief Engineer.....N. J. Zehr

K X O K

ST. LOUIS—EST. 1938

BLUE NETWORK

Frequency: 630 Kc.....Power: 5000 Watts
 Owned-Operated By.....Star-Times Pub. Co.

MISSOURI

Address 12th and Delmar Blvds.
 Phone Number CHestnut 3700
 Transmitter Location Horse Shoe Lake,
 Madison County, Ill.
 Time on the Air 24 hours daily
 Newspaper Affiliation St. Louis Star-Times
 News Service INS; UP
 Transcription Service Associated Music
 Publishers; Standard Radio
 Representative Blair & Company

Personnel

President Elzey Roberts
 Station Manager John C. Roberts
 (On leave for military duty)
 Manager C. L. Thomas
 Promotion Manager M. Medearis
 Production Manager E. Muschany
 Publicly Director Harry K. Renfro
 Musical Director Allister Wylie
 Chief Engineer Art Rekart

W E W

ST. LOUIS—EST. 1921

Frequency: 770 Kc. Power: 1000 Watts
 Owned-Operated By The St. Louis University
 Address 3642 Lindell Blvd.
 Phone Number FRanklin 5665
 Transmitter Location 3642 Lindell Blvd.
 Time on the Air Local sunrise-to-sunset
 News Service INS
 Transcription Service Standard Radio,
 Lang-Worth; World
 Representative John E. Pearson

Personnel

President Rev. Patrick J. Holloran, S. J.
 General Manager Nicholas Pagllara
 Program Director Don Lochner
 Production Manager-Publicity
 Director Mark Thompson
 Musical Director Ralph Stein
 Chief Engineer Brother George Rueppel, S.J.

W I L

ST. LOUIS—EST. 1922

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Missouri Broadcasting
 Corp.
 Address Melbourne Hotel
 Phone Number Jefferson 8403
 Transmitter Location Grand & Lindell Blvds.
 Time on the Air: 7 a.m. to 11 p.m.; Saturdays,
 7 a.m. to 2:30 p.m.; Sundays, 8:30 a.m.
 to 11 p.m.
 News Service AP
 Transcription Service Standard Radio,
 Lang-Worth
 Representative William G. Rambeau Co.

Personnel

President and General Manager,
 Lester A. Benson
 Vice-President Clarence W. Benson

Commercial Manager Claude C. Rock
 Program Director David Pasternak
 Publicity Director Mel Kampf
 Chief Engineer Chal H. Stoup

K F U O

ST. LOUIS—EST. 1921

Frequency: 850 Kc. Power: 5000 Watts
 Owned By Evangelical Lutheran Synod of
 Missouri, Ohio and other states
 Operated By Board of Control of Concordia
 Seminary
 Address 801 DeMun Ave.
 Phone Number DELmar 3030
 Transmitter Location 801 DeMun Ave.
 Time on the Air Daytime license
 News Service UP
 Transcription Service Lang-Worth

Personnel

Station Manager Herman H. Hohenstein
 Production Manager-Chief Announcer,
 Elmer Knoernschild
 Accountant-Office Manager William C. Krato
 Musical Director Gerhardt Schroth
 Sports Editor Elmer Knoernschild
 Chief Engineer Carl H. Meyer

K D R O

SEDALIA—EST. 1939

KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Albert S. and Robert A.
 Drohlich d/b Drohlich Bros.
 Address 2100 W. Broadway
 Phone Numbers 4004, 4005, 4006
 Transmitter Location 2100 W. Broadway
 Time on the Air: 6 a.m. to 11 p.m.; Sundays,
 7 a.m. to 11 p.m.
 News Service UP
 Transcription Service Keystone Broadcasting
 System

Personnel

Station-Commercial Manager
 Robert A. Drohlich
 Promotion Manager Albert S. Drohlich
 Program Director William Davis
 Chief Announcer Milton Dickey
 Chief Engineer Bing G. Wong

K G B X

SPRINGFIELD—EST. 1924

NATIONAL BROADCASTING CO.

BLUE NETWORK

Frequency: 1260 Kc. Power: 5000 Watts
 Owned-Operated By Springfield Broadcasting
 Co.
 Address 508 St. Louis St.
 Phone Number 1360-1-2-3
 Transmitter Location Bolivar Road
 Time on the Air 6 a.m. to 12 midnight

MISSOURI-MONTANA

Newspaper Affiliation.....Springfield News-
papers, Inc.
News Service.....AP; UP
Transcription Service.....NBC Thesaurus
Representative.....John E. Pearson

Personnel

President.....H. S. Jewell
Station and Commercial
Manager.....J. Gordon Wardell
Program Director.....M. Wayland Fullington
Chief Announcer.....Dudley Morris
Chief Engineer.....Fritz Bauer

KTTS

SPRINGFIELD—EST. 1941

MUTUAL BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Independent Broad-
casting Co.

Address.....Chamber of Commerce Bldg.
Phone Number.....4303
Transmitter Location...Chamber of Commerce
Bldg.

Time on the Air: 6:30 a.m. to 12:02 a.m.; Sun-
days, 8 a.m. to 12:02 a.m.

News Service.....INS
Transcription Service.....World Broadcasting
System

Representative.....Sears & Ayer, Inc.

Personnel

President.....J. H. G. Cooper
Station Manager.....G. Pearson Ward
Commercial and Sales Promotion
Manager.....Bob Burke

Program Director.....Frank McAtee
Musical Director.....Ray Tad
Chief Engineer.....Frank L. Barker

KWTO

SPRINGFIELD—EST. 1933

BLUE NETWORK

Frequency: 560 Kc.....Power: 5000 d.; 1000 n.
Owned-Operated By..Ozarks Broadcasting Co.
Address.....508 St. Louis St.
Phone Number.....1360-1-2-3

Transmitter Location...James River Club
Road and Highway M

Time on the Air.....5 a.m. to midnight
Newspaper Affiliation...Springfield News-
papers, Inc.

News Service.....AP; UP
Transcription Service.....Lang-Worth,
NBC Thesaurus, Standard

Representative.....John E. Pearson

Personnel

President.....Lester E. Cox
Station Manager.....Ralph D. Foster
National Sales Manager.....Leslie L. Kennon
Local Sales Manager.....J. Gordon Wardell
Sales Promotion and Publicity

Manager.....W. H. Bailey
Program Director.....Ralph A. Nelms
Director of War

Programs.....M. Wayland Fullington
Production and Musical

Director.....Hugh M. Aspinwall
Chief Announcer.....Bill Bailey
Chief Engineer.....Fritz Bauer
Record MC.....Hugh M. Aspinwall

MONTANA

For Latest U. S. Census Population And Radio Homes Data And
Statistics on "Shifting Population" Please Turn To Pages 233-286

KGHL

BILLINGS—EST. 1928

Frequency: 790 Kc.....Power: 5000 Watts
Owned-Operated By.....Northwestern Auto
Supply Co.

Address.....Fifth and North Broadway
Phone Number.....2222

Transmitter Location.. 7 miles west of Billings
Time on the Air.....6 a.m. to 11 p.m.

News Service.....UP
Transcription Service.....Standard, NBC
Thesaurus

Representative.....The Katz Agency

Personnel

President.....C. O. Campbell
Station Manager.....Ed Yocum
Sales Promotion Manager.....E. B. Kasser

Program Director.....M. V. Braunberger
Chief Announcer.....Franz Robinson
Musical Director.....Harry Turner
Chief Engineer.....Jeff Kiichli

KRBM

BOZEMAN—EST. 1939

BLUE NETWORK—NBC
Z-BAR NET

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By..KRBM Broadcasters, Inc.

Address.....Baxter Hotel
Phone Number.....1420

Transmitter Location...East of Bozeman
Time on the Air.....8 a.m. to 11 p.m.

News Service.....UP

Transcription Service.....Lang-Worth, Davis & Schwegler
 Representative.....The Walker Co.

Personnel

President.....R. B. MacNab, Jr.
 Station Manager.....Ernest A. Neath
 Commercial Manager.....M. E. Dunn
 Program Director.....L. L. Sterling
 Chief Engineer.....Jack Provis

KGIR

BUTTE—EST. 1929
 NATIONAL BROADCASTING CO.
 Z-BAR NET

Frequency: 1370 Kc.....Power: 5000 Watts
 Owned-Operated By.....KGIR, Inc.
 Address.....Butte
 Phone Number.....22-3-4
 Transmitter Location.....121 W. B'way
 Time on the Air.....7:00 a.m. to 1:00 a.m.
 News Service.....UP
 Transcription Service.....Lang-Worth;
 C. P. MacGregor

Representative.....The Walker Co.

Personnel

Manager.....Ed. B. Craney

KFB B

GREAT FALLS—EST. 1922
 COLUMBIA BROADCASTING SYSTEM

Frequency: 1310 Kc.....Power: 5000 Watts
 Owned-Operated By...Buttrely Broadcast, Inc.
 Address.....605 First National Bank Building
 Phone Number.....4377, 4378
 Transmitter Location..4½ miles west of Great Falls

Time on the Air: 7 a.m. to 11 p.m., Sundays,
 9 a.m. to 11 p.m.

News Service.....UP
 Transcription Service.....NBC Thesaurus,
 Standard Radio

Representative.....Weed & Company.

Personnel

President.....F. A. Buttrey
 General Manager.....Joseph P. Wilkins
 Program Director.....LeRoy Stah
 Chief Engineer.....Wilbur Myhre

KPFA

HELENA—EST. 1937
 BLUE NETWORK

NATIONAL BROADCASTING CO.—Z BAR NET

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By..Peoples Forum of the Air
 Address.....1306 Eleventh Ave.
 Phone Number.....1240
 Transmitter Location.....Helena

Time on the Air.....8 a.m. to 12 midnight
 News Service.....UP

Transcription Service.....Lang-Worth, NAB
 Representative.....The Walker Co.

Personnel

President.....Barclay Craighead
 Station Manager.....K. O. MacPherson
 Chief Engineer.....R. D. Martin

KG EZ

KALISPELL—EST. 1927

Frequency: 1340 Kc.....100 Watts
 Owned-Operated By.....Donald C. Treloar
 Address.....203 - 1st Ave. E.
 Phone Number.....332 (Office), Rural 3220
 (Transmitter)

Transmitter Location.....2½ miles south of
 Kalispell, on Highway No. 93

Time on the Air.....7 a.m. to 10 p.m.
 News Service.....UP

Personnel

General Manager.....Donald C. Treloar
 Commercial Manager.....K. W. Montgomery
 Program-Musical Director.....Don Treloar
 Chief Engineer.....W. H. Patterson

KR J F

MILES CITY—EST. 1941

KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Star Printing Co.
 Business Address.....13 N. Sixth St.
 Phone Number.....60, 61

Studio Address.....U. S. Highway No. 212
 Transmitter Location..U. S. Highway No. 212
 Time on the Air: 7 a.m. to 10 p.m.; Sundays,
 10 a.m. to 9 p.m.

Newspaper Affiliation.....Miles City Star
 News Service.....UP

Transcription Service...World Broadcasting;
 C. P. MacGregor; Keystone Broadcasting
 System

Personnel

General Manager.....W. F. Flinn
 Station Manager.....Don Tannehill
 Program Director.....R. D. Wilson
 Chief Engineer.....H. W. Panchot

KGVO

MISSOULA—EST. 1931

COLUMBIA BROADCASTING SYSTEM

Frequency: 1290 Kc...Power: 5000 d., 1000 n.
 Owned-Operated By.....Mosby's Inc.
 Address.....132 W. Front St.
 Phone Number.....2155

Transmitter Location.....Highway No. 10
 Time on the Air.....6:45 a.m. to 11 p.m.

News Service.....UP
 Transcription Service.....Lang-Worth

News Service.....UP
 Representative.....Burns-Smith Co.

Personnel

President and Station Manager...A. J. Mosby
 Assistant Manager-Program Director,
 James Alden Barber

MONTANA - NEBRASKA

Sales Manager Socs Vratiss
 Publicity Director L. B. Smith
 News Editor Bob Martin
 Publicity Director L. B. Smith
 Educational Director Ruth G. Schleber
 Production Manager M. Berthold
 War Programs T. Morris
 Record MC Syd McSloy
 Chief Engineer Fred U. Wamble

Frequency: 1480 Kc. Power: 1000 Watts
 Owned-Operated By E. E. Krebsbach
 Business Address 108 S. Central Ave.
 Phone Number 408
 Studio Address 108 S. Central Ave.
 Transmitter Location 4½ miles N. E. of
 Sidney
 Time on the Air 7 a.m. to 8:15 a.m.
 Transcription Service World

K G C X

SIDNEY—EST. 1926

CBC—KEYSTONE BROADCASTING SYSTEM

Personnel

President-Station Manager E. E. Krebsbach
 Chief Announcer Helen Knopp
 Production C. Schofield
 Chief Engineer Frank Toomey

NEBRASKA

*For Latest U. S. Census Population And Radio Homes Data And
 Statistics on "Shifting Population" Please Turn To Pages 233-286*

K O R N

FREMONT—EST. 1939

NEBRASKA WIRELESS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By Nebraska Broadcasting
 Corporation
 Address Pathfinder Hotel
 Phone Number 1060, 1061
 Transmitter Location 1 mile east of Fremont
 Time on the Air 6 a.m. to 9 p.m.
 News Service AP
 Transcription Service Keystone
 Representative Sears and Ayer, Inc.

Personnel

President Arthur Baldwin
 General Manager Lloyd C. Thomas
 Station-Commercial Manager Lumir Urban
 Program Director Marge Ritthales
 Chief Announcer Richard Coffey
 Sales Promotion H. S. Benedict
 War Programs Bob Cutbirth
 Publicity Esther Hosterman
 Record MC Jim O'Niell
 Chief Engineer James Wirka

K M M J

GRAND ISLAND—EST. 1925

Frequency 750 Kc. Power: 1000 Watts
 Owned-Operated By KMMJ, Inc.
 Address Ceder at Division
 Phone Number 703
 Transmitter Location Phillips, Nebr.
 Time on the Air Day and limited night
 News Service UP
 Transcription Service Standard Radio; BMI
 Representative Headley-Reed Co.

Personnel

President-General Manager Don Searle
 Business Manager and Asst. General
 Manager Wick Heath
 Commercial Manager Bill Martin
 Publicity Ed Skinner
 Program Director-Chief Announcer,
 George Kister
 Production Manager Dutch Woodward
 Record MC Orle Kerwood
 Musical Director Connie Brunsvold
 Chief Engineer D. Swanson

K H A S

HASTINGS—EST. 1940

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By The Nebraska
 Broadcasting Co.
 Address Tribune Bldg.
 Phone Number 1745-6
 Transmitter Location Tribune Bldg.
 Time on the Air 7 a.m. to 7 p.m.
 Newspaper Affiliation Hastings Daily Tribune
 News Service AP
 Transcription Service World Broadcasting
 System

Personnel

President D. W. Clarke
 Station Manager Duane L. Watts
 Program Director Max Brown
 Chief Engineer Lloyd Jones

K G F W

KEARNEY—EST. 1928

KEYSTONE BROADCASTING SYSTEM
 NEBRASKA RADIO NETWORK

NEBRASKA

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Central Nebraska
 Broadcasting Corporation
 Address Federal Annex Bldg.
 Phone Number Executive office, 23541.
 Program Dept., 31551
 Transmitter Location South Central Ave.
 Time on the Air 6:30 a.m. to 9:00 p.m.
 News Service AP
 Transcription Service Keystone
 Representative Sears & Ayer, Inc.

Personnel

General Manager Lloyd C. Thomas
 Station-Commercial Manager. E. Anson Thomas
 Program Director- Chief
 Announcer Maurice Wenzinger
 Production Manager Robt. Kellogg
 Publicity Director Maxine Selover
 Office Manager Betty Bishop
 Farm Editor Howard Peterson
 Musical Director Peg Biber
 Chief Engineer Jack Lewis

K F A B

LINCOLN—EST. 1924

COLUMBIA BROADCASTING SYSTEM

Frequency: 780 Kc. Power: 10000 Watts
 Owned-Operated By KFAB Broadcasting
 Company
 Address Hotel Lincoln
 Phone Number 2-3214
 Transmitter Location 17th and Holdrege Sts.
 Time on the Air 5 a.m. to 12:00 a.m.
 Newspaper Affiliation Nebraska State
 Journal, Lincoln Star
 News Service INS; AP
 Transcription Service Standard Radio,
 Associated, BMI
 Representative Edward Petry & Co., Inc.

Personnel

President Fred Sidles
 General Manager Hugh M. Feltis
 Station Manager Earl Williams
 Auditor-Office Manager Paul L. Dodd
 Program Director W. E. MacDonald
 Chief Announcer R. Lyell Bremser
 Publicity and Sales Promotion
 Director Dan Shoemaker
 Continuity Head L. A. Miller
 Traffic Manager Clara Rehn
 Music Librarian Alene McKinney
 Chief Engineer Mark Bullock

K F O R

LINCOLN—EST. 1924

BLUE NETWORK

MUTUAL BROADCASTING SYSTEM

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By Cornbelt Broadcasting
 Corporation

Address Hotel Lincoln
 Phone Number 2-3214
 Transmitter Location 4745 Vine St.
 Time on the Air 6:30 a.m. to 12 midnight
 Newspaper Affiliation Nebraska State
 Journal, Lincoln Star
 News Service INS; AP
 Transcription Service Standard Radio,
 Associated, BMI
 Representative Edward Petry & Co., Inc.

Personnel

President Fred Sidles
 General Manager Hugh M. Feltis
 Station Manager C. E. Williams
 Promotion Manager Don Shoemaker
 Auditor-Office Manager Paul L. Dodd
 Program Director W. E. MacDonald
 Chief Announcer R. Lyell Bremser
 Continuity Head L. A. Miller
 Chief Engineer Mark Bullock

W J A G

NORFOLK—EST. 1922

Frequency: 1090 Kc. Power: 1000 Watts
 Owned-Operated By Norfolk Daily News
 Business Address Hotel Norfolk
 Phone Number 432
 Studio Address Hotel Norfolk
 Transmitter Location West Koenigstern Ave.
 Time on the Air: 6:30 a.m. to 6 p.m.; Sundays,
 9 a.m. to 5 p.m.
 Newspaper Affiliation Norfolk Daily News
 News Service AP
 Transcription Service Lang-Worth
 Representative The Walker Co.

Personnel

President Gene Huse
 Station Manager Art Thomas
 Chief Announcer Ken Myers
 Musical Director Harold Kline
 Chief Engineer Frank Weidenbach

K O D Y

(Was KGNF)

NORTH PLATTE—EST. 1930

NATIONAL BROADCASTING COMPANY

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By Radio Station WOW,
 Omaha
 Address 1521 West 12th St.
 Phone Number 295
 Time on the Air 6 a.m. until 12 midnight
 News Service UP
 Transcription Service C. P. MacGregor,
 Lang-Worth
 Representative John Blair & Co.

Personnel

President John J. Gillin, Jr.
 Resident Manager Jack Alexander

Meet **WOW's** Little Brother



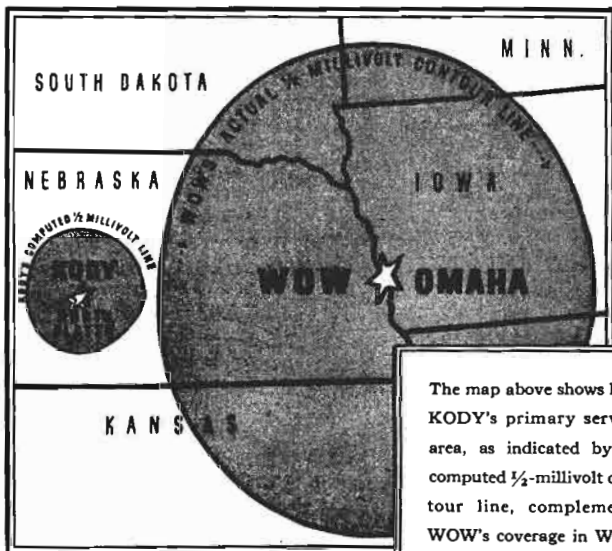
Radio Station WOW, which has served Western Iowa and Eastern Nebraska with primary radio coverage for more than 20 years, now has a little brother—KODY, so named to perpetuate the memory of the great plainsman and superb showman, "Buffalo Bill" Cody.

KODY gives primary coverage in a small but rich market that is adequately served by no other radio station. The combination of WOW and KODY will give radio advertisers primary coverage of most important markets in Western Iowa and Nebraska, plus portions of South Dakota, South-Western Minnesota and Northern Kansas.



WOW's 1/2-millivolt contour line extends approximately 190 miles East and West of Omaha, and approximately 200 miles North and South of Omaha.

There are now good availabilities on WOW. On KODY there are excellent quarter-hour, news sponsorship and spot availabilities.



The map above shows how KODY's primary service area, as indicated by its computed 1/2-millivolt contour line, complements WOW's coverage in Western Nebraska.

Write, **WIRE, OR 'PHONE**

KODY

NBC

NORTH PLATTE, NEBR.

*In the Heart of the
"Buffalo Bill Country"*

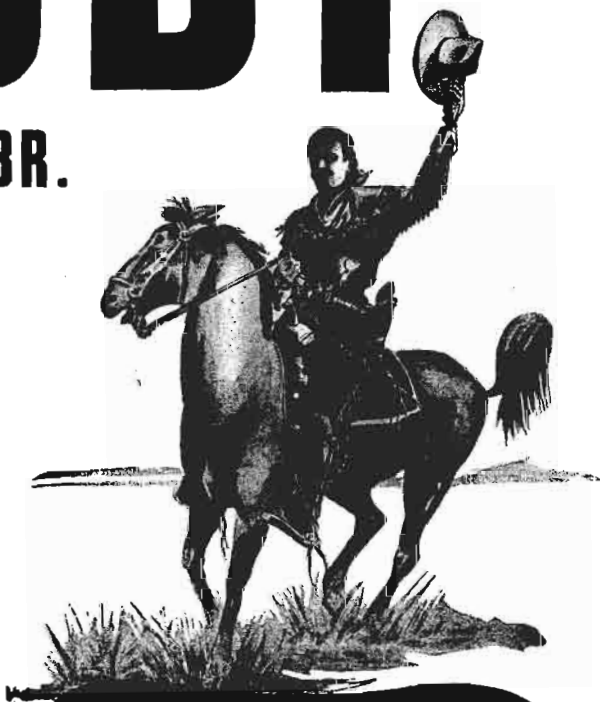
This new, full-time NBC outlet is owned and operated by Radio Station WOW, Inc., and all the facilities of Omaha's big NBC station will be available to KODY.

KODY will give PRIMARY coverage in the small but very substantial North Platte market. North Platte is essentially a railroad city, the most populous in the Western half of Nebraska. Its trade territory, however, embraces thousands of acres of the finest grasslands and irrigated farms, the income from which, added to the railroad and other industrial payrolls, gives the North Platte area a balanced economy, making it a worth while year-around market.

IT'S JOHNNY GILLIN'S STATION

KODY will be operated by the same efficient management which has made WOW one of the outstanding radio stations in the country, and will have the personal attention of Johnny Gillin, who is determined to make KODY the "biggest little station in the world."

KODY will be a PROFITABLE buy for any advertiser desiring to penetrate the Western Nebraska market.



RADIO STATION

WOW

OMAHA, NEBRASKA

AND **KODY** AT NORTH PLATTE

JOHN J. GILLIN, JR., PRES. & GEN'L. MGR.
JOHN BLAIR & CO., REPRESENTATIVES

**DDAY FOR COMPLETE DETAILS
BOUT KODY . . . Or Call Your Nearest
hn Blair Man.**

Program Director Joe Di Natale
 Chief Engineer Buford Eaves
 (See Page 490-491)

K B O N

OMAHA—EST. 1942

MUTUAL BROADCASTING SYSTEM
 Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By... Inland Broadcasting
 Company

Address 2027 Dodge Street
 Phone Number..... Jackson 8282
 Time on the Air..... 6:30 a.m. to midnight
 News Service AP
 Transcription Service..... Lang-Worth
 Representative..... William G. Rambeau Co.

Personnel

President..... John K. Morrison
 Studio Manager..... Marie Maher
 Station Manager..... Paul R. Fry
 Production Manager..... R. McCann
 Chief Announcer..... William Fairley
 Chief Engineer..... Richard Wlna

K O I L

OMAHA—EST. 1925

COLUMBIA BROADCASTING SYSTEM
 Frequency: 1290 Kc. Power: 5000 Watts
 Owned-Operated By... Central States Broad-
 casting Co.

Address..... Omaha National Bank Bldg.
 Phone Number..... Jackson 7626
 Transmitter Location... Council Bluffs, Iowa
 Time on the Air: 6 a.m. to 12:05 a.m.; Sundays,
 8 a.m. to 12:05 a.m.

Newspaper Affiliation..... Lincoln Star,
 Nebraska State Journal
 News Service..... INS; AP
 Transcription Service..... Standard Radio,
 Associated
 Representative..... Edward Petry & Co.

Personnel

General Manager..... Hugh M. Feltis
 Assistant Manager..... Harold Hughes
 Sales Prom.-Merchandising Mgr... Harold Roll
 Program Director..... Harold Hughes
 Musical Director..... Teresa Peter
 War Programs..... Bruce Walker
 Chief Engineer..... Mark Bullock

K O W H

OMAHA—EST. 1922

BLUE NETWORK

Frequency: 660 Kc. Power: 500 Watts
 Owned By..... World Publishing Co.
 Operated By..... Omaha World-Herald
 Business Address..... 15th and Farnam Sts.
 Studio Address..... World Herald Bldg.
 Transmitter Location... Northwest of Omaha

Time on the Air..... 6 a.m. to local sunset
 News Service UP
 Transcription Service..... Standard Radio
 Representative... George P. Hollingbery Co.

Personnel

President..... Henry Doorly
 Station Manager..... B. C. Corrigan

W O W

OMAHA—EST. 1923

NATIONAL BROADCASTING CO.

Frequency: 590 Kc. Power: 5000 Watts
 Owned-Operated By... Radio Station WOW, Inc.
 Address... Insurance Building, 17th & Farnam
 Streets

Phone Webster 3400
 Transmitter Location... 56th & Kansas Avenue
 Time on the Air..... 5:30 a.m. to 1:35 a.m.;
 Sundays, 7:00 a.m. to 1:35 a.m.
 News Service..... UP, Chicago Daily News
 Foreign Service
 Transcription Service..... NBC Thesaurus;
 Lang-Worth; C. P. MacGregor
 Representative..... John Blair & Company

Personnel

President and General Mgr. John J. Gillin, Jr.
 Asst. Mgr. in Charge of Sales... Harry Burke
 Promotion Manager..... Bill Wiseman
 Program Manager..... Lyle DeMoss
 Production Manager..... Ray Olsen
 Publicity Director..... Bill Wiseman
 Director of War Programs..... Harry Burke
 Sports Editor..... Tom Dailey
 Musical Director..... Morton Wells
 Chief Engineer..... Wm. J. Kotera

(See Page 490-491)

K G K Y

SCOTTSBLUFF—EST. 1930

KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc. Power: 250 Watts
 Owned By..... L. L. Hilliard, Ruth K.
 Hilliard and R. M. Stewart

Operated By..... Hilliard Co.
 Business Address..... 1517 Broadway
 Phone Number..... 856
 Studio Address..... 1517 Broadway
 Transmitter Location... South Broadway
 Time on the Air..... 6:00 a.m. to 9:15 p.m.
 News Service UP
 Transcription Service..... NBC Thesaurus;
 Standard Radio

Personnel

President and Station Manager... L. L. Hilliard
 Vice-President-Commercial
 Manager..... R. M. Stewart
 Program Director and
 Chief Announcer..... Bill Walter
 Chief Engineer..... H. Morrison

NEVADA

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 233-286

K E N O LAS VEGAS—EST. 1940 BLUE NETWORK

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Nevada Broadcasting Company
Business Address: P. O. Box 1310
Phone Number: 1400
Studio Address: El Rancho Vegas
Transmitter Location: El Rancho Vegas
Time on the Air: 7:45 a.m. to 11 p.m.
News Service: INS
Transcription Service: NBC Thesaurus
Representative: Homer Owen Griffith

Personnel

President-Station Manager: Maxwell Kelch
Commercial Manager: Paul R. Gang
Program Director: Don J. Erskine

K O H RENO—EST. 1931 BLUE NETWORK

Frequency: 630 Kc. Power: 1000 Watts
Owned-Operated By: McClatchy Broadcasting Co. of Nevada
Address: 143 Stevenson Street
Phone Number: 5106-7
Transmitter Location: County Road, Sparks, Nevada
Time on the Air: 6:00 a.m. to 12 midnight; Saturdays, 7 a.m. to 12 midnight; Sundays, 8 a.m. to 12 midnight
Newspaper Affiliation: The Sacramento Bee; Modesto Bee; Fresno Bee
News Service: UP
Transcription Service: NBC Thesaurus
National Sales Office: Robert Street, 366 Madison Ave., New York, N. Y.
Representative: Paul H. Raymer Co.

Personnel

President: Eleanor McClatchy
Station Manager: Robert L. Stoddard
Program Director: Mariellen Nenzel
Chief Engineer: Tom Boland
(See Page 358)

NEW HAMPSHIRE

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 233-286

W K N E KEENE—EST. 1927

COLUMBIA BROADCASTING SYSTEM

Frequency: 1290 Kc. Power: 5000 Watts
Owned-Operated By: WKNE Corporation
Address: 17 Dunbar St.
Phone Number: Keene 2080
Transmitter Location: Stanhope Ave.
Time on the Air: 6:30 a.m. to 11:15 p.m.
News Service: UP
Transcription Service: Lang-Worth
Representative: Headley-Reed Co.

Personnel

President: Harry C. Wilder
Station Manager: David Carpenter
Commercial Manager: Richard G. Bath
Program Director: Robert M. Peebles
Publicity-Continuity Director: Ruth Redington
Chief Announcer: Ted Beebe
Chief Engineer: Ernest Batchelder

W L N H LACONIA—EST. 1922 MUTUAL—YANKEE

KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: Northern Broadcasting Company
Address: 653 Main Street
Phone Number: Laconia 501
Transmitter Location: Sanbornton Bay Road, Sanbornton, N. H.
Time on the Air: 7:00 a.m. to 11:15 p.m.; Sundays, 8 a.m. to 11:15 p.m.
News Service: AP
Transcription Service: NBC Thesaurus
Representative: Bertha Bannan

Personnel

President: Vernon Mason
General Manager: Martin B. Avery
Program Director: Sherwin Greenlaw
Director of Women's Activities: Marie Forsberg
Chief Engineer: Louis Steady



This is
a
*Launching
Tag*

... distributed at
every Submarine Launching at the Portsmouth Navy
Yard.

- More than 20,000 Sub-makers are paid over \$1,000,000 *WEEKLY!*
- EVERY ONE of these workers — and their families—lives in the thriving *WHEB Primary*.
- Good reason why your next New England Campaign should be launched over—

•
Yankee-Mutual

W H E B

Portsmouth, New Hampshire

"1,000 Watts . . . at 750 on the Dial"

•
BERT GEORGES, General Manager

W F E A

MANCHESTER—EST. 1932
 NATIONAL BROADCASTING CO.
 YANKEE NETWORK

Frequency: 1370 Kc. Power: 5000 Watts
 Owned-Operated By: N. H. Broadcasting Co.

Address: Carpenter Hotel, 323 Franklin St.
 Phone Number: 7970; 7520
 Transmitter Location: Merrimack, N. H.
 Time on the Air: 6:30 a.m. to 12 midnight; Sundays, 8 a.m. to 12 midnight

News Service: UP
 Transcription Service: NBC Thesaurus
 Representative: Weed & Co.; Bertha Bannan

Personnel

President: Mrs. Henry P. Rines
 Station Manager: David F. Shurtleff
 Commercial Manager: Frank Betten
 Program Director-Production Manager: Fred Cole
 Chief Announcer: J. G. Kearney
 War Programs: B. Ramsey
 Musical Director: Roger Barrett
 Chief Engineer: Reginald A. B. Schow

W M U R

MANCHESTER—EST. 1941
 BLUE NETWORK

Frequency: 610 Kc. Power: 5000 d.; 1000 n.
 Owned-Operated By: Radio Voice of New Hampshire, Inc.

Address: 1819 Elm Street
 Phone Number: 2090-2091
 Transmitter Location: Front Street
 Time on the Air: 6:30 a.m. to 11:30 p.m.
 News Service: AP

Transcription Service: Associated Music Publishers
 Representative: Spot Sales, Inc.
 R. C. Foster & Company

Personnel

President: Francis P. Murphy
 Station Manager: Harvey Carter
 Program Director: Phyllis Borden
 Production Manager-Musical Director: Bert Colter
 Chief Announcer: Armand La Pointe
 Chief Engineer: Vincent H. Chandler

W H E B

PORTSMOUTH—EST. 1932

Frequency: 750 Kc. Power: 1000 Watts
 Owned-Operated By: WHEB, Inc.
 Address: Lafayette Road, U. S.

Highway No. 1
 Phone Number: 2670
 Transmitter Location: Lafayette Road, U. S.
 Highway No. 1

Time on the Air: 6 a.m. to hour after local sunset; Sundays, 7:45 a.m. to hour after local sunset

News Service: AP
 Transcription Service: NBC Thesaurus
 Representative: Wm. G. Rambeau
 Bertha Bannan

Personnel

Owner: Hon. Charles M. Dale
 General Manager: Bert Georges
 Sales Manager: Keith Field
 Program Director: Winslow Bettinson
 Production Manager-Publicity Director: Dal Wyant
 Chief Announcer: Bob Athearn
 Director War Programs: W. Bettinson
 Talent Director: Bill Waters
 Artists Bureau: Bill Waters
 Continuity Director-Record MC: Bob Athearn
 Musical Director: Katherine Gunther
 Chief Engineer: Paul Lindsay

TELESCRIPTS

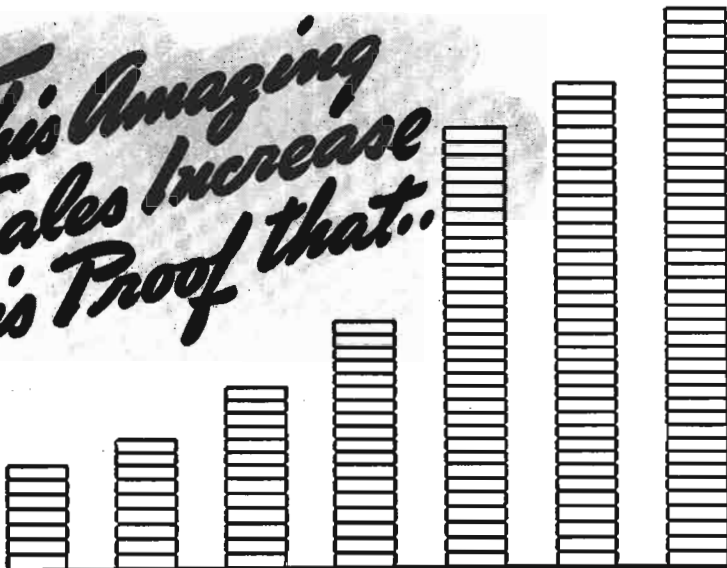
PA

... originated by
 are complete scripts, cued for
 music or sound effects, and
 moved on the special
 news wire.

AP

Widely sponsored from coast-to-coast.

*This Amazing
Sales Increase
is Proof that..*



1937	1938	1939	1940	1941	1942	1943
18%	23%	28%	34%	62%	10%	12%
Sales Increase over 1936	Sales Increase over 1937	Sales Increase over 1938	Sales Increase over 1939	Sales Increase over 1940	Sales Increase over 1941	Sales Increase over 1942

WHOM DELIVERS "BETTER THAN AVERAGE RESULTS"

There is a large segment of the New York and North Jersey radio audience who look to WHOM for their daily radio fare. These millions of foreign and native born Americans buy huge quantities of goods and services. Year after year, they listen to WHOM for *just what they want to hear*, and loyally support the sponsors. For *Better Than Average Results* for your radio dollars, call or write.

1480 Kilocycles

Full Time Operation

WHOM

FOR BETTER THAN AVERAGE RESULTS

Joseph Lang, Gen. Mgr.

New York Studios: 29 West 57th Street, New York City

NEW JERSEY

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 233-286

W C A P

ASBURY PARK—EST. 1926

Frequency: 1310 Kc.Power: 500 Watts
Owned-Operated By.....Radio Industries
Broadcast Company, Inc.

Business Address.....4 Convention Hall
Phone Number.....Asbury Park 1911-4682
Studio Address.....8-10-12 North Promenade
Convention Hall

Transmitter Location.....W. Bangs Avenue,
Neptune, N. J.

Time on the Air: Shares with WCAM & WTNJ

Personnel

PresidentGeorge S. Ferguson
Station Manager.....V. N. Scholes
Technical Advisor.....Thomas F. Burley, Jr.
Program Director.....Ruth Brown
Chief Announcer.....Phillip O'Farrell
Musical Director.....G. H. Scott
Chief Engineer.....Gordon Shaw

W B A B

ATLANTIC CITY—EST. 1939
COLUMBIA BROADCASTING SYSTEM

Frequency: 1490 Kc.Power: 250 Watts
Owned-Operated By..Press-Union Publishing
Co.

Business Address.....1900 Atlantic Ave.
Phone Number5-1111

Studio Address...Absecon Blvd. and Beach
Thorofare

Transmitter Location: Absecon Blvd. & Beach
Thorofare

Time on the Air.....7 a.m. to 12 midnight
Newspaper Affiliation: Atlantic City Press;
Atlantic City Evening Union

News ServiceAP
Transcription ServiceNBC Thesaurus
Representative.....Headley-Reed Co.

Personnel

PresidentAlbert J. Feyl
General Manager.....Monroe L. Mendelsohn
Program Director.....Ralph Shoemaker
Chief EngineerEarle Godfrey

W F P G

ATLANTIC CITY—EST. 1940

Frequency: 1450 Kc.Power: 250 Watts
Owned-Operated By.....Neptune Broad-
casting Corporation

Business Address Steel Pier
Phone Number52188

Transmitter Location.....Steel Pier
Time on the Air.....7:30 a.m. to 1 a.m.
News Service.....UP
Transcription ServiceAssociated Music
Representative.....Burn-Smith Company, Inc.

Personnel

General Manager.....Edwin E. Kohn
Program Director.....Edgar A. Sweet
Chief Engineer.....Blair K. Thron

W S N J

BRIDGETON—EST. 1937

KEYSTONE BROADCASTING SYSTEM

Frequency: 1240 Kc.Power: 250 Watts
Owned-Operated By.....Eastern States
Broadcasting Corp.

Address.....Radio Center Bldg.
Phone NumberBridgeton 1600

Transmitter Location.....Carl's Corners
Time on the Air.....8:00 a.m. to 8:00 p.m.

News ServiceUP
Transcription Service.....Keystone

Personnel

President-ManagerElmer Wene
Station ManagerPaul Alger
Commercial Manager.....Burt McKinnie
Program ManagerLowell Ayars
Publicity ManagerWill Bartlett
Record MCFrancis Fekel
Chief EngineerChas. Murray

W C A M

CAMDEN—EST. 1926

Frequency: 1310 Kc.Power: 500 Watts
Owned-Operated By.....City of Camden
AddressCity Hall

Phone Numbers.....Camden 0907-4523-9000
Transmitter Location.....Civic Center, Camden

Time on Air: Sun. 10:15 a.m. to 12:30 p.m.;
3 to 5 p.m.; Mon., 10:30 a.m. to 11:30 a.m., 2
to 5 p.m., 8 to 12 midnight; Tues., 2 to 5
p.m.; Wed., 10:30 to 11:30 a.m., 2 to 5 p.m.;
Thurs., 2 to 5 p.m.; Fri., 10:30 to 11:30 a.m.,
2 to 5 p.m., 9 to 12 midnight; (No time Sat-
urday)

News Service.....AP
Transcription Service.....Standard Radio

Personnel

Chief Executive...Mayor George E. Brunner
Manager-Chief Engineer...Clarence E. Onens
Sales Promotion Manager.....L. M. Maxwell
Program Director.....Elizabeth Renner
Production Manager.....William Markward

When You Think Of AMERICA'S 4TH LARGEST MARKET

1943 BOX SCORE
Comparative ¼ Hour Ratings
12 Noon to 6 P.M.

You **MUST** Think
Of **WAAT!**

WAAT
vs.
THREE

50,000
WATTERS
COMBINED

LEADS 435 ¼ Hrs.

TRAILS 360 ¼ Hrs.

TIED 69 ¼ Hrs.

WAAT
vs.
FOUR

LEADING
INDEPENDENTS
COMBINED

LEADS 893 ¼ Hrs.

TRAILS 207 ¼ Hrs.

TIED 52 ¼ Hrs.

And Here's
The **PROOF!**

This recapitulation is from the continuous survey conducted in North Jersey by "The Pulse of New York" (cooperatively paid for by ALL major stations in this area), covering an impartial study of ¼ hour ratings from 12 Noon to 6 P.M. for THE ENTIRE YEAR OF 1943!

Yes—these figures speak for themselves! They're the hard cold facts conclusively proving that dollar-for-dollar WAAT is New Jersey's best radio buy—that it must be considered for any schedule that aims at REAL coverage of this vast market.* If you'd like to see the COMPLETE survey—with all the convincing facts and figures—write or phone today!

National Representatives (Outside New York Area) Spot Sales, Inc.



WAAT

970 KC
NEWARK,
N. J.

**"DOLLAR FOR DOLLAR
NEW JERSEY'S
BEST RADIO BUY"**

*Do you realize this market contains over 3½ million people; more than these 14 cities combined: — Kansas City, Indianapolis, Rochester, Denver, Atlanta, Dallas, Toledo, Omaha, Syracuse, Richmond, Hartford, Des Moines, Spokane, Fort Wayne.

W H O M

JERSEY CITY—EST. 1928

Frequency: 1480 Kc. Power: 1000 d.; 500 n.
 Owned-Operated By... New Jersey Broadcast-
 ing Corporation
 Business Address... 29 W. 57th St., New York,
 N. Y.
 Phone Number..... Plaza 3-4204
 Studio Addresses... 2870 Hudson Boulevard;
 29 W. 57th St., New York City
 Transmitter Location..... Washington Street
 Time on the Air: 7 a.m. to 12 midnight; Sun-
 days, 8 a.m. to 12 midnight
 News Service..... AP
 Transcription Service..... Lang-Worth; BMI

Personnel

President..... Paul F. Harron
 General Manager..... Joseph Lang
 Assistant Manager..... West W. Willcox
 Commercial-Sales Promotion
 Manager..... J. M. Compter
 Program Director-Production Manager
 Chas. Baltin
 Ass't..... Steven Hollis
 Director of War Programs..... Charles Baltin
 Musical Director..... Joseph DeLuca
 Chief Engineer..... Theodore Gemp
 (See Page 496)

W A A T

NEWARK—EST. 1920

NEW JERSEY STATE NETWORK

Frequency: 970 Kc. Power: 1000 Watts
 Owned-Operated By..... Bremer Broad-
 casting Corporation
 Address..... 11 Hill St., Newark
 Phone Number..... Mitchell 2-6400
 Studio Address..... Hotel Sheraton, Newark
 Transmitter Location..... Kearny
 Time on the Air..... 24 hours daily
 News Service..... UP
 Transcription Service..... World Broadcasting
 System
 Representative..... Spot Sales, Inc

Personnel

President..... Matthew B. Rosenhaus
 Executive Vice-President-General Manager
 Irving Robert Rosenhaus
 Vice-President in Charge of Sales,
 A. B. Schillin
 Vice President in Charge of National Sales
 Victor Bennett
 Program Director..... Roland Trenchard
 Director War Activities..... Janice Grandy
 Production Manager..... Lee Stewart
 Traffic Manager..... Grace Reese
 Comptroller..... Theodore Elkins
 Sales Promotion..... Jay Stanlee
 Publicity..... Mary Linnon

Chief Announcer..... David Miller
 Record MC..... Paul Brenner
 Chief Engineer..... Anthony Castellini
 Musical Director..... Gus Steck
 Technical Supervisor..... Frank V. Bremer

W H B I

NEWARK—EST. 1922

Frequency: 1280 Kc. Power: 2500 d.; 1000 n.
 Owned-Operated By..... May Radio Broad-
 cast Corp.
 Address..... 100 Shipman Street
 Phone Number..... Mitchel 2-7354
 Transmitter Location..... Newark
 Time on the Air..... Limited

Personnel

President-General Manager... James L. Shearer

ANOTHER FIRST

for **PA**



**HOURLY NEWS
 SUMMARIES**

PA originated
 hourly news
 summaries on
 the special
 AP radio news
 wire.

W P A T

PATERSON—EST. 1941

Frequency: 930 Kc.....Power: 1000 Watts
 Owned-Operated By....North Jersey Broad-
 casting Co., Inc.
 Address7 Church St., Paterson
 Phone Numbers....Armory 3-3400 (Paterson)
 Transmitter Location.....Clifton, N. J.
 Time on the Air.....To local sunset
 News ServiceUP
 Transcription Service.....Associated Music
 Publishers
 New York Office.....1501 Broadway
 RepresentativeBertha Bannan

Personnel

President.....James V. Cosman
 Vice-President and General Manager
 Sidney J. Flamm
 Commercial ManagerA. Lewis King
 Sales PromotionHelen Leighton
 Chief AnnouncerWm. Bohack
 Program DirectorTed Webbe
 Publicity DirectorDavid Golden
 Record MCStephen Ellis
 Chief Engineer.....Earl F. Lucas

W T N J

TRENTON—EST. 1923

QUAKER NETWORK

Frequency: 1310 Kc.....Power: 500 Watts
 Owned-Operated By.....WOAX, Inc.
 Address416 Bellevue Avenue
 Phone Number8149
 Transmitter Location: Lincoln Point, Morris-
 ville, Pa.
 Time on the Air: 7 a.m. to 10:30 a.m., Mon.
 thru Sat.; 5 p.m. to 8 p.m. Mon. thru Fri.;
 Saturdays, 4 p.m. to 8 p.m.; Sundays, 5 p.m.
 to 8 p.m.
 News Service.....UP
 Transcription Service....Langworth; C. P. Mac
 Gregor

Personnel

Vice-President-General Manager..F. J. Wolff
 Commercial Manager.....H. M. Gebert
 Sales Promotion ManagerDave Rolontz
 Program Director.....Walter Lewis
 Director of War Programs...Marian Marshall
 Production Manager.....Louis Jerome
 Chief Announcer.....Robert Carroll
 Chief Engineer.....Edward P. Knowles

Sell your clients...



The fastest growing station in the Metropolitan Area!

COVERAGE MAP AND RATE CARD SUPPLIED ON REQUEST

RADIO STATION **WPAT** } PATERSON, NEW JERSEY • PARAMOUNT BLDG. NEW YORK

W T T M

TRENTON—EST. 1941

Frequency: 920 Kc.....Power: 1000 Watts
 Owned-Operated By....Trent Broadcast Corp.
 Address.....35 West State St.
 Phone Number2-7127
 Transmitter Location.....Yardley, Pa.
 Time on the Air..... Unlimited license
 RepresentativeSpot Sales, Inc.

Personnel

PresidentCharles Quinn
 Station ManagerPaul Alger
 Program Director.....Milton T. March
 Chief Engineer.....Blair K. Thron

W A W Z

ZAREPHATH—EST. 1931

Frequency: 1380 Kc....Power: 5000 d.; 1000 n.
 Owned ByPillar of Fire
 Operated ByAlma White College
 Address Zarephath
 Phone NumberBound Brook 223
 Transmitter Location..Alma White College,
 Zarephath
 Time on the Air.....Shares time

Personnel

PresidentBishop Alma White
 Vice-President-Secretary-
 Co-ManagerArthur K. White
 Vice-President-Co-Manager ...Ray B. White
 Chief Engineer.....N. L. Wilson
 (Non-Commercial Station)

NEW MEXICO

*For Latest U. S. Census Population And Radio Homes Data And
 Statistics on "Shifting Population" Please Turn To Pages 233-286*

K G G M

ALBUQUERQUE—EST. 1926

COLUMBIA BROADCASTING SYSTEM

Frequency: 1260 Kc.....Power: 1000 Watts
 Owned-Operated By..New Mexico Broadcast-
 ing Company
 Address5th and Central Ave.
 Phone Number4545
 Transmitter LocationAtrisco
 Time on the Air..... 6 a.m. to 12 midnight
 News Service.....Transradio; UP
 Transcription Service...World Broadcasting
 System
 RepresentativeWeed & Co.

Personnel

PresidentA. R. Hebenstreit
 Station Manager.....Harry Burdick
 Sales Promotion Manager.....Jerry Oppel
 Program DirectorRobert Chapman
 PublicityI. Stockwell
 Musical Director Chief
 AnnouncerWalt Peterson
 Chief Engineer.....Leonard Dodds

Address.....420 West Gold Avenue
 Phone Number.....4411
 Transmitter Location...Alameda, New Mexico
 Time on the Air.....6 a.m. to 12 midnight
 News ServiceINS, AP
 Transcription Service.....NBC Thesaurus
 Representative.....Free & Peters, Inc.

Personnel

PresidentT. M. Pepperday
 ManagerFrank Quinn
 Sales Manager and Program
 DirectorMerle Tucker
 Director War Programs.....Martha Summers
 Chief Announcer and
 Production.....Clarence Van Haften
 Chief Engineer.....Geo. S. Johnson

K A V E

CARLSBAD—EST. 1936

KEYSTONE BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By...Carlsbad Broadcast-
 ing Co.
 Address800 South Canal Street
 Phone Number244
 Transmitter Location.....La Huerta, N. M.
 Time on the Air7 a.m. to 9 p.m.
 News ServiceUP

Personnel

Station ManagerJack Hawkins
 Chief AnnouncerLyn Pitcaithley
 Chief EngineerCarl C. Cook

K O B

ALBUQUERQUE—EST. 1922

BLUE NETWORK

NATIONAL BROADCASTING CO.

Frequency: 770 Kc...Power: 50000 d.; 25000 n.
 Owned-Operated By....Albuquerque Broad-
 casting Company

K I C A
CLOVIS

KEYSTONE BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated by.....DeWitt Landis
Address.....321 Main St.
Phone Number.....3
Transmitter Location...10th at Hillcrest Park
Time on the Air.....6:30 a.m. to 9 p.m.
News Service.....UP
Transcription Service.....Associated
Record Program Service Publishers
Representative.....Forjoe & Co.

Personnel

President-Owner.....DeWitt Landis
Station-Commercial Manager..R. B. McAllister
Sales Promotion.....Grady Maples
Chief Engineer.....Vernon Hughes

K W E W
HOBBS—EST. 1938

KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 100 Watts
Owned-Operated By.....W. E. Whitmore
Address.....Hardin Hotel
Transmitter Location.....Hobbs
Time on the Air.....7 a.m. to 9:15 p.m.
Transcription Service..C. P. MacGregor, Standard Radio; Keystone Broadcasting System

Personnel

President-Owner.....W. E. Whitmore
General Manager.....Gertrude Dimpel

K F U N

LAS VEGAS—EST. 1941

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Southwest Broadcasters, Inc.
Business Address.....P. O. Box 710
Phone Number.....83
Studio Address.....½ mile east of Las Vegas
Transmitter Location

½ mile east of Las Vegas

Time on the Air: 7 a.m. to 9 p.m.; Sundays, 11 a.m. to 7 p.m.

News Service.....INS
Transcription Service.....Standard Radio

Personnel

President-Station Manager...E. N. Thwaites
Program Manager.....Dorothy G. Thwaites
Spanish Department.....Henry R. Tafoya, Jr.
Chief Engineer.....A. F. Schultz

K G F L

ROSWELL—EST. 1927

KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 100 Watts
Owned-Operated By.....KGFL, Inc.
Address.....310 N. Richardson Street

Phone Number.....288
Transmitter Location.....511 W. 16th Street
Time on the Air.....6:30 a.m. to 9 p.m.
Transcription Service.....C. P. MacGregor

Personnel

President-Station Manager...W. E. Whitmore
Commercial-Sales Promotion Manager
John McBoyle
Program Director-Chief Announcer
Jack Whiteman
Chief Engineer.....Melvin Unger

K V S F

SANTA FE—EST. 1934

Frequency: 1340 Kc.....Power: 100 Watts
Owned-Operated By.....New Mexico Broadcasting Co.
Address.....759 Cerillos Road
Phone Number.....2020
Transmitter Location.....Santa Fe
Time on the Air.....7 a.m. to 11 p.m.
Transcription Service.....World
Representative.....Weed & Co.

Personnel

President.....A. R. Hebenstriet
Manager.....Ivan Head

K T N M

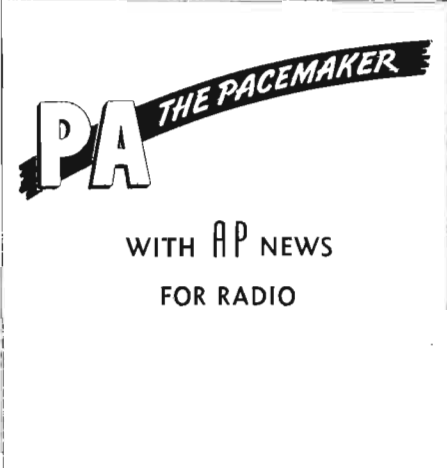
TUCUMCARI—EST. 1941

KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Krasin-Krutzner
Address.....Tucumcari
Phone Number.....192
Transmitter Location.....Tucumcari
Time on the Air.....7 a.m. to 7:15 p.m.
Transcription Service.....Standard Radio
Representative.....Cox & Tanz

Personnel

Station Manager.....Lester Knasin



PA THE PACEMAKER
WITH AP NEWS
FOR RADIO



KEYSTONE



Broadcasting System

Headquarters

580 Fifth Avenue
New York, N. Y.
Phone, LOngacre 3-2221

Officers & Directors

PresidentMichael M. Sillerman
Vice-PresidentArthur Wolf
Vice-PresidentWilliam Wolf
Secretary-TreasurerSidney J. Wolf

Offices

New York

580 Fifth Avenue
Phone, LOngacre 3-2221

PresidentMichael M. Sillerman
Director of Station Relations...Mort Adams
Sales & Promotion Consultant....Alvin Austin
ContinuityWilva Davis
Office Manager.....R. Seale
Account ExecutiveAlbert F. Dykes
Account ExecutiveNoel Rhys

Chicago

134 North La Salle St.
Chicago, Ill.
Phone, State 4590

Secretary-Treasurer.....Sidney J. Wolf
Accountant-Statistician...Elizabeth M. Mueller
Sales ManagerNaylor Rogers

Hollywood

6331 Hollywood Blvd.
Phone, HEMPstead 0460

Program Director.....Sylvia Young
ContinuityDean Owen

Keystone Broadcasting System is a transcription network principally covering secondary markets from coast to coast. Its affiliated stations are joined together in a national system by means of transcriptions, eliminating wire charges. At time of going to press, the network included 200 affiliated stations. The Network supplies its stations with 84 fully scripted sustaining shows per week filling 4 hours per day, seven days each week, to a total of twenty-eight hours per week.

This is the only national, full-sized network in the United States offering national radio advertisers the opportunity to cover the secondary markets intensively by means of electrical transcription in a single transaction.

The System offers its facilities in blocks of time from one hour down to fifteen minute periods, and also makes available spot periods of five minutes duration down to twenty-five word "chain breaks."

Radio Recording Department

Egner, C. Lloyd Vice-President in Charge
Friedheim, Robert W. Eastern Sales Manager
Hayes, Henry Asst. to V.-P.
Parsons, Willis B.

Assistant Eastern Sales Manager

Sales Department

Witmer, Roy C. Vice-President in Charge
Frey, George H. Sales Service Manager
Greene, F. Melville Sales Traffic Manager
H.t.z, Edward R.,

Assistant to the Vice-President in Charge
Showerman, I. E. Eastern Sales Manager

Stations Departments

Hedges, William S. V-P in Charge of Stations
Woolley, Easton C. Asst. to Vice-President
in charge of Stations

Hickox, Sheldon B., Jr. Mgr. of Station Relations
Mathew, Steere Asst. Mgr., Traffic Dept.
Woodman, Harry A. Mgr., Traffic Dept.

Facilities Development & Research

Merryman, Philip I. Director

Operated Stations

Station Managers

CLEVELAND, OHIO

Pribble, Vernon H., Manager, Station WTAM
DENVER, COLO.

MacPherson, James R., Manager, Station KOA
WASHINGTON, D. C.

Smith, Carleton D., Manager, Station WRC

SAN FRANCISCO, CALIF.

Elwood, John W. Manager, Station KPO

Treasurer's Department

Teichner, R. J. Treasurer

Bloxham, William D. Purchasing Agent

Terwilliger, C. C. Mgr., Credit & Collections

Williams, William A. Assistant Treasurer

Central Division—Chicago

Merchandise Mart

Postal District, Chicago 54.

Phone: Superior 8300

Kopf, H. C. Vice-President and Manager
Carlson, Emmons C.

Sales Promotion & Advertising Manager

Chizzini, Frank Manager of Radio Recording

Livezey, Henry D. Manager of Guest Relations

Ray, William B. Mgr. News & Special Events

Danielson, Eric Program Traffic Supervisor

Guilbert, Robert M.

Editor Continuity Acceptance Department

Herbeuveau, Jules Program Manager

Jacobson, Frederick Arthur Production Manager
Kaney, A. W.

Manager Stations Relations Department

Luttgens, Howard C. Central Division Engineer

McCluer, Paul Network Sales Manager

McCrossin, Edward J. Attorney

Morton, Oliver

National Spot & Local Sales Manager

Murphy, William J. Script Editor

Ryan, Jack Manager of Press Relations

Shield, Roy Music Director

Waller, Judith C. Director, Public Service Dept.

Whalley, John F. Auditor and Office Mgr.

Western Division—

Hollywood

Sunset Blvd. & Vine St.

Postal District, 28

Phone: Hollywood 6161

Strotz, Sidney N. Vice-President in Charge

Berend, Frank Sales Manager

Bock, Harold Manager, Press Dept.

Dellett, F. V. Auditor

Ford, Frank Sales Promotion Manager

Frost, Lewis Assistant to Vice-President

Gale, Paul Traffic Supervisor

Tatum, Donn B. Attorney

Pierce, Jennings

Dir. of Public Service & Station Relations

Davison, Walter, Acting Mgr. of Record. ng Division

Saxton, A. H. Western Division Engineer

Seltzer, Fred C., Jr. Manager, National Spot Sales

Swallow, John Program Manager

Wiley, Howard Production Manager

Williams, Wendell

Manager, Continuity Acceptance Dept.

San Francisco

Elwood, John Manager, KPO

Washington, D. C.

Trans-Lux Bldg.

Phone: Republic 4000

Russell, Frank M. Vice-President

Coldenstroth, R. G. Auditor

Cooper, Donald H. Acting Engineer in Charge

Glasscook, Mahlon Sales Manager

McAndrew, Wm. R.

Acting Dir. News & Special Events

Wheeler, George Assistant Manager

Smith, Carleton D. Manager

Foreign Representatives

Archinard, Paul Switzerland

Richardson, Stanley England

Stations Owned and Operated by the

NATIONAL BROADCASTING COMPANY

WEAF	New York	Owned and operated by NBC
WMAQ	Chicago	Owned and operated by NBC
WRC	Washington	Owned and operated by NBC
WTAM	Cleveland	Owned and operated by NBC
KPO	San Francisco	Owned and operated by NBC
KOA	Denver	Owned and operated by NBC

NEW YORK

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 233-286

W A B Y

ALBANY—EST. 1933
MUTUAL

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By.....Adirondack Broad-
casting Co., Inc.

Address..... Radio Centre
Phone Number4-4194
Transmitter Location.....Colonie, N. Y.
Time on the Air: 7 a.m. to 12:05 a.m.; Sun-
days, 7 a.m. to 12:05 a.m.

Newspaper Affiliation...Knickerbocker News
News ServiceUP, Transradio
Transcription Service.....Standard Radio
Representative.....J. P. McKinney & Son

Personnel

General Manager.....Harold E. Smith
Assistant Manager.....Deuel Richardson
Sales Manager.....Harry Goldman
Sales Promotion Manager.....Paul Dennis
Program Director.....Johnny Lee
Director War Programs.....G. N. Rand
Musical Director.....Carl Miller
Chief Engineer.....James A. Corey

W O K O

ALBANY—EST. 1924

COLUMBIA BROADCASTING SYSTEM

Frequency: 1460 Kc. Power: 1000 d.; 500 n.
Owned-Operated By.....WOKO, Inc.

Address Radio Centre
Phone Number..... 4-4193
Transmitter Location.....Central Avenue
Time on the Air: 6:45 a.m. to 12:05 a.m.;
Sundays, 8 a.m. to 12:05 a.m.

Newspaper Affiliation...Knickerbocker News
News ServiceUP, Transradio
Representative.....J. P. McKinney & Son

Personnel

General Manager.....Harold E. Smith
Assistant Manager.....Deuel Richardson
Sales Manager.....Harry L. Goldman
Sales Promotion Manager.....Paul Dennis
Program Director.....Johnny Lee
Musical Director.....Carl Miller
Chief Engineer.....O. A. Sardi

IN THE CENTER

OF THE
ALBANY - TROY -
SCHENECTADY
AREA

The Radio Centre Stations

WOKO

CBS

WABY

MUTUAL

ALBANY, NEW YORK

Harold E. Smith, General Manager

W M B O

AUBURN—EST. 1926

KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....WMBO, Inc.
 Address.....Metcalf Building, 141 Genesee St.
 Phone Number433
 Transmitter Location.....Corner York and
 Division Streets
 Time on the Air8 a.m. to 8 p.m.
 Newspaper Affiliation.....Auburn Citizen-
 Advertiser
 News Service AP
 Transcription Service Standard Radio

Personnel

President.....William O. Dapping
 General ManagerFrederick L. Keesee
 Musical Director-Publicity
 DirectorDorothy Bolin
 Chief Engineer.....Herbert House

W B T A

BATAVIA—EST. 1940

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Batavia Broadcasting
 Corporation

Address90 Main Street
 Phone Numbers.....715; 716; 2100
 Transmitter LocationCreek Road
 Time on the Air: 7 a.m. to 8 p.m.; Sundays,
 10:30 a.m. to 6 p.m.
 News ServiceUP
 RepresentativeSears & Ayer, Inc.

Personnel

Station ManagerJoseph M. Ryan
 Sales Manager.....Frederick R. MacLaughlin
 Program DirectorHarriette Taylor
 Chief EngineerHoward Cochran

W N B F

BINGHAMTON—EST. 1927

COLUMBIA BROADCASTING SYSTEM
 MUTUAL BROADCASTING SYSTEM

Frequency: 1290 Kc..... Power: 5000 Watts
 Owned-Operated By.....Wylie B. Jones
 Advertising Agency
 AddressArlington Hotel
 Phone Number.....Binghamton 2-3461
 Transmitter LocationIngraham
 Time on the Air.....6 a.m. to 12:05 a.m.
 News ServiceUP
 Transcription Service ... World Broadcasting
 Representative.....John Blair & Co.



WBYN

Brooklyn's
ONLY FULL TIME
Radio Station

FOR BROOKLYN COVERAGE WBYN
1450 ON YOUR DIAL

#1 NEVINS ST., Brooklyn

WM. NORINS, Gen'l Mgr.

Personnel

President John C. Clark
 General Manager Cecil D. Mastin
 Sales Promotion Manager Nina Fenson
 Program Director E. Ray McCloskey
 Production Manager Walter Roberts
 Musical Director Donald Grey
 Chief Engineer Lester H. Gilbert

W B Y N

BROOKLYN—EST. 1941

Frequency: 1430 Kc. Power: 1000 d.; 500 n.
 Owned-Operated By WBYN—Brooklyn, Inc.
 Address 1 Nevins St., Brooklyn
 Phone Number TRIangle 5-3300
 Transmitter Location 583 Meserole St.
 Time on the Air 7 a.m. to 12 midnight
 News Service AP; INS

Personnel

Acting-General Manager William Norins
 Program Director Lorraine Rhodes
 Chief Engineer Peter Testan
 (See Page 504)

W B B R

BROOKLYN—EST. 1934

Frequency: 1330 Kc. Power: 1000 Watts
 Owned-Operated By Peoples Pulpit Assn.
 Address 124 Columbia Heights
 Phone Number MAin 4-9735
 Transmitter Location Rossville, Staten Island
 Time on the Air Shares time

Personnel

Manager Andrew K. Wagner
 (Non-Commercial Station)

W L I B

BROOKLYN—EST. 1942

Frequency: 1190 Kc. Power: 1000 Watts
 Owned-Operated By WLIB, Inc.
 Address 846 Flatbush Avenue
 Phone Number BUckminster 7-5900
 Transmitter Location Newtown Creek
 Time on the Air Sunrise to sunset in Ft. Wayne, Ind.
 News Service UP
 Transcription Service Associated Music and World
 National Representative The Walker Co.

Personnel

President Elias Godofsky
 Sales Manager Robert M. Scholle
 Sales Promotion Manager Louis Berne

Program Director Paul Gould
 Production Manager Roger Wayne
 Publicity Director Ted Zittel
 Chief Announcer Murray Jordan
 Musical Director Waldo Mayo
 Chief Engineer Arthur Faske

W B N Y

BUFFALO—EST. 1935

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By Roy L. Albertson
 Address 485 Main Street
 Phone Number Madison 4000
 Transmitter Location 154 Eagle Street
 Time on the Air: 7 a.m. to 12 midnight; Sun-
 days, 9 a.m. to 12 midnight
 News Service Transradio; AP; UP

Personnel

Owner and General
 Manager Roy L. Albertson
 Commercial Manager-Program
 Director Virginia C. Fyda
 Chief Announcer H. C. Schellenberg
 Musical Director Arthur Crosson
 Chief Engineer Thomas L. Vines

News Comes First

at

W B N Y

★

Buffalo's only independent station is noted for its quick, accurate coverage of all worldwide and local happenings of importance . . . full Transradio Press, Associated Press and United Press services provide many outstanding beats . . . all Western New York follows WBNY's newscasts. Fifteen newscasts daily.

★

W B N Y

Owned and Operated by
 ROY L. ALBERTSON

485 Main Street Buffalo, N. Y.

W B E N

BUFFALO—EST. 1930

NATIONAL BROADCASTING CO.

Frequency: 930 Kc. Power: 5000 Watts
 Owned-Operated By: WBEN, Inc.
 Address: Hotel Statler
 Phone Number: Cleveland 6400
 Transmitter Location: Grand Island, N. Y.
 Time on the Air: 6 a.m. to 1 a.m.; Sundays,
 8:30 a.m. to 12:05 a.m.
 Newspaper Affiliation: Buffalo Evening
 News
 News Service: AP, UP
 Transcription Service: NBC Thesaurus;
 Langworth
 Representative: Edward Petry & Co., Inc.

Personnel

President: Edward H. Butler
 Vice-President: A. H. Kirchofer
 Station Manager: Edgar H. Twamley
 Asst. Station Manager: C. Robt. Thompson
 Program Director: Chas. Lewis
 Director of Sports: Van Patrick
 Director of Women's Programs: Margaret Wilkinson
 Publicity Director: Helen King
 Chief Announcer and War Programs: Woodrow Maynison
 Musical Director: James Freiling
 Record MC: Clint Buehman
 Chief Engineer: Ralph J. Kingsley

W E B R

BUFFALO—EST. 1924

BLUE NETWORK

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By: WEBR, Inc.
 Address: 23 North Street
 Phone Number: Lincoln 7133
 Transmitter Location: Larkin Terminal Bldg.
 Time on the Air: 7 a.m. to 12 midnight; Sun-
 days, 8:30 a.m. to 12 midnight
 Newspaper Affiliation: Buffalo Courier-Express
 News Service: AP
 Transcription Service: Lang-Worth
 Standard Radio
 Representative: Weed & Company

Personnel

President: Paul E. Fitzpatrick
 Station Director: Cy King
 Sales Manager: William Doerr, Jr.
 War Program Manager: Albert H. Zink
 Program Director: Ed Wegman
 Publicity: Jim Kennedy
 Chief Announcer: C. L. Allen
 Musical Director: A. Bono
 Record MC: Ed Tucholka
 Chief Engineer: Raymond Lamy

W G R

BUFFALO—EST. 1922

MUTUAL BROADCASTING SYSTEM

Frequency: 550 Kc. Power: 5000 d.; 1000 n.
 Owned-Operated By: Buffalo Broadcasting
 Corp.
 Address: Rand Bldg.
 Phone Number: Washington 3100
 Transmitter Location: Hamburg, N. Y.
 Time on the Air: 6 a.m. to 2 a.m.
 News Service: UP
 Transcription Service: World Broadcasting
 System; Associated Music Publishers
 Representative: Free & Peters

Personnel

President: H. W. Deyo
 Executive Vice-President: I. R. Lounsberry
 Sales Manager: John A. Bacon
 Program Manager: Karl Hoffman
 Sales Promotion: R. McPherson
 Chief Engineer: Karl B. Hoffman

W K B W

BUFFALO—EST. 1925

COLUMBIA BROADCASTING SYSTEM

Frequency: 1520 Kc. Power: 50000 Watts
 Owned-Operated By: Buffalo Broadcasting
 Corp.
 Address: Rand Building
 Phone Number: Washington 3100
 Transmitter Location: Hamburg, N. Y.
 Time on the Air: 24 hours daily
 News Service: UP
 Transcription Service: World Broadcast-
 ing System; Associated Music Publishers
 Representative: Free & Peters

Personnel

President: H. W. Deyo
 Executive Vice-President: I. R. Lounsberry
 Program Director: Karl Hoffman
 Sales Manager: John A. Bacon
 Sales Promotion Manager: R. McPherson
 Chief Engineer: Karl B. Hoffman

W E N Y

ELMIRA—EST. 1939

NBC-MBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By: Elmira Star-Gazette
 Business Address: 201 Baldwin St.
 Phone Number: 5181
 Studio Address: Mark Twain Hotel
 Transmitter Location: Schuyler Ave.
 Time on the Air: 7:30 a.m. to 2 a.m.; Sundays,
 9 a.m. to 1 a.m.
 Newspaper Affiliation: Elmira Star-Gazette;
 Sunday Telegram; Elmira Advertiser
 News Service: UP
 Transcription Service: World Broadcasting
 Representative: J. P. McKinney & Son

Personnel

Director..... Dale L. Taylor
 Sales Manager..... Phillip Cameron
 Commercial Manager..... Ernest F. Oliver
 Program Director..... Woodrow Ott
 Chief Engineer..... Thurlow A. Greene

W G B B

FREEPORT—EST. 1924

Frequency: 1240 Kc..... Power: 100 Watts
 Owned-Operated By..... H. H. Carman
 Address..... 44 So. Grove Street
 Phone Number..... Freeport 2418
 Transmitter Location..... 215 Bedell Street
 Time on the Air..... Shares time; WBRB, WFAS
 Transcription Service..... NBC Thesaurus

Personnel

Owner and General Manager... H. H. Carman
 Commercial Manager..... Neal Seaman
 Chief Engineer..... Robert Milos

W H C U

ITHACA—EST. 1921

COLUMBIA BROADCASTING SYSTEM

Frequency: 870 Kc..... Power: 1000 Watts
 Owned-Operated By..... Cornell University
 Business Address..... Ithaca Savings Bank
 Phone Number..... 3438
 Studio Addresses: Ithaca Savings Bank Bldg.;
 Campus Studio; Cornell Countryman Bldg.;
 Cornell Campus
 Transmitter Location..... Forest Home, Ithaca
 Time on the Air..... 6:30 a.m. to sundown
 New Orleans

News Service..... UP
 Transcription Service..... NBC Thesaurus
 Representative..... Howard N. Wilson Co.

Personnel

Station Manager..... Michael R. Hanna
 Commercial Managers..... H. Stilwell Brown,
 Bernard F. Goodrich
 Sales Promotion..... Theodore T. Howes
 Program Director..... Joseph A. Short
 Chief Announcer..... John Deal
 Chief Engineer..... True McLean

W J T N

JAMESTOWN—EST. 1924

BLUE NETWORK

Frequency: 1240 Kc..... Power: 250 Watts
 Owned-Operated By..... James Broadcasting
 Company, Inc.
 Address..... 208 Hotel Jamestown Bldg.
 Phone Number..... 7-181
 Transmitter Location: Jones & Gifford Avenue
 and Hallock Street Extension
 Time on the Air: 6:30 a.m. to 12 midnight; Sun-
 days, 8 a.m. to 12 midnight
 News Service..... UP

Transcription Service..... Associated Music
 Publishers
 Representative..... Wm. G. Rambeau Co.

Personnel

President..... Jay E. Mason
 General Manager and
 Treasurer..... Dayton S. Wilkins
 Promotion Manager-Program
 Director..... A. E. Spokes
 Publicity Director..... Catherine Lindstrom
 Chief Engineer..... Harold J. Kratzert

W K N Y

KINGSTON—EST. 1939

MBS

Frequency: 1490 Kc..... Power: 250 Watts
 Owned-Operated By..... Kingston Broad. Corp.
 Address..... Governor Clinton Hotel
 Phone Number..... Kingston 4500
 Transmitter Location..... Plainfield St., Ulster
 Time on the Air..... 7:30 a.m. to 11 p.m.
 News Service..... INS

Personnel

President..... Louis J. Furman
 Acting General Manager..... Lou Stekete
 Commercial Manager..... George Hard
 Chief Announcer..... Bill Brophy
 Record MC..... Jack Abernathy
 Chief Engineer..... W. J. Fahey

For

RESULTS

In

Southwestern New York and
 Northwestern Pennsylvania

Ask

William G. Rambeau
 Company

About

W J T N

Jamestown, N. Y.

Blue Network



THIS IS JOE RIZUNSKI

Joe is a die setter. He makes \$115 a week, lives in Brooklyn. His boy Steve is in the Army. He has another son, age 12, and Anna, 18, who goes to Hunter College.

Joe works hard all day. In the evening when he relaxes, his favorite radio program is not a network musical or dramatic show, but the *Polish Variety Hour*, which he listens to on WBNX.

Joe's language is Polish. He combines the culture and tradition of his native land with loyalty for America. He puts 20% of his salary into war bonds. "I'm glad to be an American. My children have the advantages of the land of opportunity."

There are 661,170 Joe Rizunskis in the WBNX area. Members of the WBNX family of listeners. To them WBNX is more than a station, it is an institution. It carries to the millions of foreign born sales messages in the intimacy of their native language. It sells merchandise to the thousands of Joe Rizunskis who have money to spend. Let us give you the facts. WBNX, New York 51, N. Y.

In the WBNX Service Area there are:

- 2,450,000 Jewish Speaking Persons
- 1,522,946 Italian Speaking Persons
- 1,236,758 German Speaking Persons
- 661,170 Polish Speaking Persons
- 200,000 Spanish Speaking Persons

WBNX

5000 WATTS DIRECTIONAL OVER NEW YORK

*America's Leading
Foreign Language Station*

W A L L

MIDDLETOWN—EST. 1942

KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Community Broad-
 casting Corp.
 Business Address 14 South St.
 Phone Number Middletown 6050
 Transmitter Location 229 Monhagen Ave.
 Time on the Air 7 a.m. to 11 p.m.
 News Service INS

Personnel

Co-Presidents Elsie & Martin Karig, Sr.
 Station Manager Martin Karig, Jr.
 Commercial Manager Z. E. Van Fleet
 Sales Promotion Manager John Jones
 Program and
 Musical Director M. Karig, Jr.
 Record MC's Warren Kirkander, Helen
 Warnock, Bob Lee, Al Gordon

W G N Y

NEWBURGH—EST. 1934

Frequency: 1220 Kc. Power: 1000 Watts
 Owned-Operated By WGNV Broad-
 casting Co., Inc.
 Business Address 161 Broadway
 Phone Number 4600
 Studio Addresses: 161 Broadway, Newburgh;
 28 James St., Middletown
 Transmitter Location Cocheton Turnpike
 Time on the Air 8:00 a.m. to 5:30 p.m.
 Newspaper Affiliation: Speidel Newspapers,
 Inc.; Poughkeepsie New Yorker
 News Service UP
 Transcription Service Standard

Personnel

President Merritt C. Speidel
 Station Manager Harold W. Cassill
 Sales Manager Joseph Rake
 Program Director Richard Crans
 Musical Director Jane Welch
 Chief Engineer Marvin Seines

W A B C

NEW YORK CITY—EST. 1924

COLUMBIA BROADCASTING SYSTEM

Frequency: 880 Kc. Power: 50000 Watts
 Owned-Operated By Columbia Broadcasting
 System, Inc.
 Business Address 485 Madison Avenue
 Phone Number Wickersham 2-2000

Studio Addresses: 485 Madison Ave.; 49 E.
 52nd St.; 1697 Broadway; 799 Seventh
 Ave.; 251 W. 45th St.; 254 W. 54th St.
 Transmitter Location: Columbia Island, New
 Rochelle, N. Y.
 Time on the Air: 24 hours daily
 News Service AP; INS; UP
 Transcription Service Associated Music
 Publishers; Langworth Feature Programs
 Representative Radio Sales

Personnel

President William S. Paley
 General Manager Arthur Hull Hayes
 Commercial Manager John H. Field, Jr.
 Sales Promotion Manager Jules Dundes
 Program Director George Allen
 Manager of Studio
 Operation D. Gordon Graham
 Sales Service Manager Stanley H. Pulver
 Director of Women's
 Programs Mary Jane Kroll
 Manager of Press Information J. E. Doyle
 Music Director Eugene Stinson
 Chief Engineer Henry Grossman
 (For additional personnel see listing of
 Columbia Broadcasting System, Inc., under
 Networks)

W B N X

NEW YORK—EST. 1927

Frequency: 1380 Kc. Power: 5000 Watts
 Owned-Operated By WBNX Broadcasting
 Co., Inc.
 Address 260 E. 161st Street
 Phone Number MEIrose 5-0333
 Transmitter Location Rutherford, N. J.
 Time on the Air ¼ time shared with WAWZ
 News Service AP
 Transcription Service Standard Radio
 National Representative Forjoe & Co.

Personnel

President A. L. Haskell
 Vice-President W. C. Alcorn
 General Manager W. I. Moore
 Production Manager Edw. Ervin
 Program Director Frank Johnson
 Publicity Carl Post
 Musical Director Fred Mendelsohn
 Chief Engineer A. Solbrig

W E A F

NEW YORK—EST. 1922

KEY STATION NBC

Frequency: 660 Kc. Power: 50000 Watts
 Owned-Operated By National Broad-
 casting Co.
 Address 30 Rockefeller Plaza

Phone Number Circle 7-8300
 Transmitter Location.... Port Washington, N. Y.
 Time on the Air: 6:30 a.m. to 1 a.m.; Sunday,
 8 a.m. to 1 a.m.
 News Service..... AP, UP, INS
 Transcription Service..... NBC Thesaurus
 Representative... NBC National Spot & Local
 Sales

Personnel

President..... Niles Trammell
 Assistant Manager..... deLancey Provost
 Program Manager..... Wynn Wright (NBC
 Eastern Division Program Manager)
 Promotion Manager..... Edw. deSalisbury
 Press Representative John McKay
 Farm Director..... Merton Emmert
 Sales: James V. McConnell, Mgr. Nat'l Spot
 Sales; Wm. O. Tilenius, Asst. Manager
 Director of War
 Programs..... William Burke Miller
 Chief Announcer..... Patrick J. Kelly
 Musical Director..... Frank Black
 Chief Engineer..... F. A. Wankel
 (For additional personnel see listing of National
 Broadcasting Co., under Networks.)

WEVD

NEW YORK—EST. 1927

Frequency: 1330 Kc..... Power: 5000 Watts
 Owned-Operated By Debs Memorial
 Radio Fund, Inc.
 Address 117 West 46th Street
 Phone Number BRyant 9-2380
 Transmitter Location.... Maspeth, L. I., N. Y.
 News Service AP
 Time on the Air: 7 a.m. to 10 a.m., 12 noon
 to 6 p.m. and 8 p.m. to 1 a.m.; no schedule
 Monday night

Personnel

Chairman of Board..... Adolph Held
 Managing Director..... Henry Greenfield
 Chief Announcer..... David Niles
 Program Director..... George Field
 Musical Director..... Nicholas Saslavsky
 Chief Engineer Charles Brown

WHN

NEW YORK—EST. 1922

Frequency: 1050 Kc..... Power: 50000 Watts
 Owned-Operated By.... Marcus Loew Book-
 ing Agency
 Address 1540 Broadway
 Phone Number BRyant 9-7800
 Transmitter Location East Rutherford,
 N. J.
 Time on the Air..... 6 a.m. to 2 a.m.
 News Service..... UP; AP
 Transcription Service Associated
 Representative..... Wm. G. Rambeau Co.

Personnel

Director..... Herbert L. Pettey
 Station Manager..... Frank Roehrenbeck
 Director of Sales..... Bertram Lebharr, Jr.
 Program Manager..... Fred Raphael
 Comptroller..... Jacques Van Straten
 Publicity Director Walter Dennis
 Night Manager Vincent Pote
 Musical Director..... Don Albert
 Chief Engineer..... Paul Fuelling
 (See Page 511)

5000 WATTS 1330 KC.
WEVD

ENGLISH • JEWISH • ITALIAN

For millions of high-income families in the great Metropolitan New York Market WEVD is the *first* station of interest . . .

because no where else can they obtain WEVD's unique cultural, educational and entertainment features.

A large number of national advertisers have for years capitalized this fact and include WEVD as a "must" on their schedules.

Ask for "Who's Who on WEVD" . . . sent on request.

WEVD

117-119 West 46th St., New York, N. Y.

"Look at all three!"

WHN brings its listeners radio's most complete schedule of sports... music... and news!

SPORTS!

Exclusive...



Hockey
Giants Football
Dodgers Baseball
Gillette Prize Fights
Bert Lee
Marty Glickman
Red Barber
"Sports Extra"

MUSIC!



Don Bestor and
his Orchestra
Karole Singer
Barry Sisters
Kay Stevens
Don Saxon
"Gloom Dodgers"
Dick Gilbert
"Music to Read By"

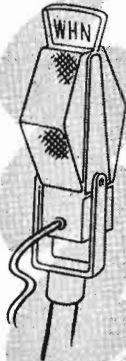
...and for all these
it's 1050 on your dial

WHN

NEW YORK

Represented by RAMBEAU

NEWS!



Fulton Lewis, Jr.
Fulton Ousler
Paul Sullivan
George H. Combs, Jr.
Sidney Walton
Adrienne Ames
"Newsreel Theater"
and full newscasts and
public relations programs

50,000 WATTS in the NATION'S No. 1 MARKET!



HEAR YE!

HEAR YE!

IN OLD DAYS, the "Towne Crier" was a busy person. He was the Time Signal—the Newscaster and the Gossip Reporter — the most "listened to" in his area.

But those days of old have grown young. Individualism has given way to science and industry — to newspapers and radio with greater coverage, more circulation, and more listeners.

GREATER COVERAGE — MORE LISTENERS

That, briefly, is the NEW story at the NEW WINS. WINS is now operating on 10,000 WATTS at 1010 on the dial.

That means greater coverage and more listeners for your story. Add new and improved programs* now being carried on WINS and you have a new means of getting "time and a half" for your advertising dollar.

1010 on N. Y. Dial

WINS
NEW YORK

10,000 Watts

Exclusive!

BASKETBALL BROADCASTS DIRECT FROM MADISON SQUARE GARDEN.
FARRAR "BUB" BURN'S HOMESPUN NEWS COMMENTARIES.
HOUSEWIVES JACKPOT — A MONEY GIVEAWAY WITH A RATING THAT RATES.
A PRODUCTIVE PRODUCTION DEPARTMENT TO HELP YOU PRODUCE SHOWS THAT SELL.

• • NEW YORK • •

WINS

NEW YORK—EST. 1924

Frequency: 1010 Kc.....Power 10000 Watts
Owned-Operated ByHearst Radio, Inc.
Address.....28 West 44th Street
Phone NumberBRyant 9-6000
Transmitter Location.....Lyndhurst, N. J.
Time on the Air.....Unlimited License
Newspaper Affiliation: N. Y. Journal-American;
N. Y. Daily Mirror
News Service.....AP, INS
Transcription ServiceWorld Broadcasting
System; Standard Radio

Personnel

Station Manager.....Clarence G. Cosby
Sales Manager.....John T. Adams, Jr.
Sales PromotionJerome Layton
Program DirectorJerry Law
Chief Announcer.....Bill Harding
Musical Director.....Henry Sylvern
Acting Chief Engineer.....J. P. McNally

WJZ

NEW YORK—EST. 1921

THE BLUE NETWORK

Frequency: 770 Kc.....Power: 50000 Watts
Owned-Operated ByBlue Network
Co., Inc.
Address30 Rockefeller Plaza
Phone Number.....Circle 7-5700
Transmitter Location...Lodi, Bergen County, N.J.
Time on the Air.....24 hours daily
News ServiceAP, UP
Transcription Service.....NBC Thesaurus,
Standard
Representative.....Blue Spot Sales

Personnel

PresidentMark Woods
Manager.....John H. McNeil
Acting Sales Manager.....Slocum Chapin
Sales Promotion Manager.....Julian Boone
Commercial Program Director.....John Hade
Program Director.....Charles Barry
Production Manager.....Raymond Knight
Publicity Director.....Earl Mullin
Chief Announcer.....Ray Diaz
Night Manager.....George Hayes
Musical Director.....Paul Whiteman
Chief Engineer.....George Milne

(For additional personnel see listings under
The Blue Network in network section of this
volume).

PA

ORIGINATED

*The Extra
Service
of the
Only Press
Association*

STATION RELATIONS DEPARTMENT

BEST SPOT

**on America's
busiest airline...**

BEST APPROACH

**to America's
busiest market...**



FIRST on New York's dial

Represented by Weed & Company

AMERICA'S LEADING INDEPENDENT STATION

W M C A

NEW YORK—EST. 1925

Frequency: 570 Kc.....Power: 5000 Watts
 Owned-Operated By.....WMCA, Inc.
 Address 1657 Broadway
 Phone Number Circle 6-2200
 Transmitter Location.....Kearney, N. J.
 Time on the Air.....6:45 a.m. to 1:05 a.m.
 News Service AP
 Representative.....Weed & Co.

Personnel

President Nathan Straus
 Treasurer Herman M. Stein
 Vice-President and
 General Manager Charles Stark
 Vice-President and Director of
 News and Publicity.....Leon Goldstein
 Sales Promotion Manager...Howard Klarman
 Program Director.....Garrett E. Hollihan, Jr.
 Chief Announcer.....Joseph A. O'Brien
 Artists Bureau Charles Wilshin

Musical Director..... Jerry Sears
 Chief Engineer..... Frank Marx

W N Y C

NEW YORK—EST. 1924

Frequency: 830 Kc.....Power: 1000 Watts
 Owned and Operated By: City of New York;
 Municipal Broadcasting System
 Address Municipal Building
 Phone Number Worth 2-5600
 Transmitter Location.....10 Kent St., Brooklyn,
 New York
 Time on the Air.....7 a.m. to 10 p.m.
 News Service.....AP; INS

Personnel

Director..... M. S. Novik
 Acting Program Director..... H. L. Fishel
 Chief Announcer..... T. H. Cowan
 Musical Director..... Herman Neuman
 (Non-Commercial Station)

W A A T

(See New Jersey)

TELESCRIPTS

AVAILABLE ONLY ON THE
 SPECIAL **AP** RADIO NEWS
 WIRE, ARE PROVIDED WITH-
 OUT ADDITIONAL COST TO
 AFFILIATED STATIONS.

Station

WNEW

NEW YORK

•

24 Hours a Day

1130 on your dial

REPRESENTED BY JOHN BLAIR & CO.

W N E W

NEW YORK—EST. 1934

Frequency: 1130 Kc.....Power 10000 Watts
Owned-Operated By....Greater New York
Broadcasting Corporation

Address..... 501 Madison Avenue
Phone NumberPlaza 3-3300
Transmitter Location.....Belleville Turnpike,
Kearney, N. J.

Time on the Air: 24 hours a day—seven days
a week

News Service.....AP; N. Y. Daily News
Transcription Service.....Standard Radio
NBC Thesaurus, Lang-Worth

Representative: John Blair & Co.; R. C. Foster

Personnel

Station ManagerBernice Judis
Vice-President and Local
Sales Manager.....Herman Bess
Vice-President & National Sales
Manager.....Walter Duncan
Program DirectorTed Cott
Special Events and Publicity Director,
Jo Ranson
Sales Promotion Manager...Wm. B. McGrath
Research DirectorAlberta Curtis
Vocal DirectorJames Rich
Chief AnnouncerJohn Jaeger
Musical Director.....Merle Pitt
Chief EngineerM. J. Weiner

ANOTHER FIRST FOR

PA

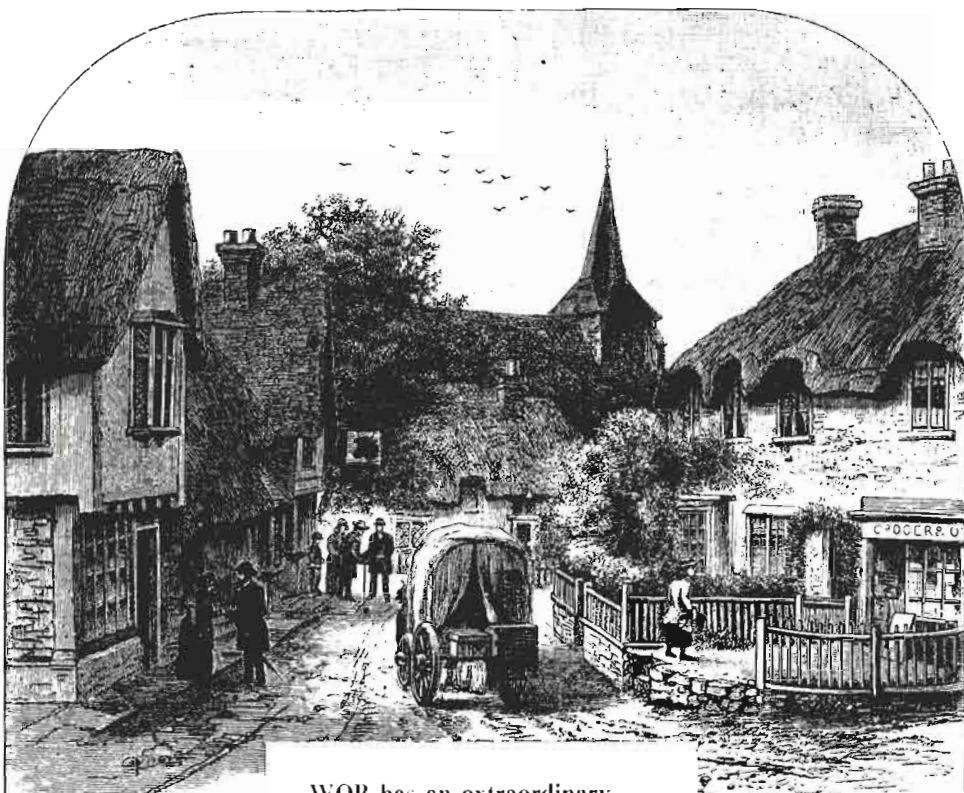
PA

Originated Hourly Spot News

Summaries on the Special

AP

News Wire



WOR has an extraordinary ability for getting into *all kinds* of homes. We mean homes that run the gamut of income groups from A to E.

It is perhaps this universal appeal that makes WOR such an extraordinarily successful seller of *all kinds* of products at *all times*.

WOR has a splendid assortment of concrete listening facts and 99 great success stories to amplify both of the statements made above.



that power-full station
at 1440 Broadway, in New York

WOR

MEMBER OF THE MUTUAL BROADCASTING SYSTEM

WOR

NEW YORK—EST 1922

MUTUAL BROADCASTING SYSTEM

Frequency: 710 Kc.....Power: 50000 Watts
 Owned-Operated By.....Bamberger Broad-
 casting Service, Inc.
 Business Address.....1440 Broadway
 Phone Number.....Pennsylvania 6-8600
 Studio Addresses....1440 Broadway; 245 W.
 52nd Street
 Transmitter Location.....Carteret, N. J.
 Time on the Air.....24 hours daily
 News Service.....AP; Transradio; UP;
 Transcription Service.....WOR Electrical
 Transcription & Recording Service, World
 Broadcasting System
 Representatives: Paul A. Belaire (Boston);
 John Shelton & Robert Wood (Chicago);
 Edward S. Townsend (San Francisco)

Personnel

President.....Alfred J. McCosker
 Vice-President and General
 Manager.....Theodore C. Strelbert
 Vice-President in Charge of
 Program Operations...Julius F. Seebach, Jr.
 Vice-President in charge
 of Sales.....Rufus C. Maddux
 Sales Manager.....Eugene S. Thomas
 Assistant Director of
 Program Operation....Norman Livingstone
 Production Managers.....Roger Bower and
 Sherman (Jock) MacGregor
 Director of Publicity.....Charles Oppenheim
 Director of War Services and News,
 Dave Driscoll
 Chief Engineer-Secretary.....J. R. Popple
 Director of Entertainment Dept..Nat Abramson
 Promotion and Research
 Director.....Joseph Creamer
 Musical Director.....Alfred Wallenstein
 Chief Announcer.....Arthur Whiteside
 Continuity Director.....Robert Simon

For Up-To-The-Minute

**POPULATION AND RADIO HOMES STATISTICS AND DATA
 ON "SHIFTING POPULATIONS" IN THE UNITED STATES**

Please Turn to Pages 233-286



NETWORK INFORMATION

Please Turn to Pages 289-322



FEDERAL COMMUNICATIONS COMMISSION

Please Turn to Pages 193-205

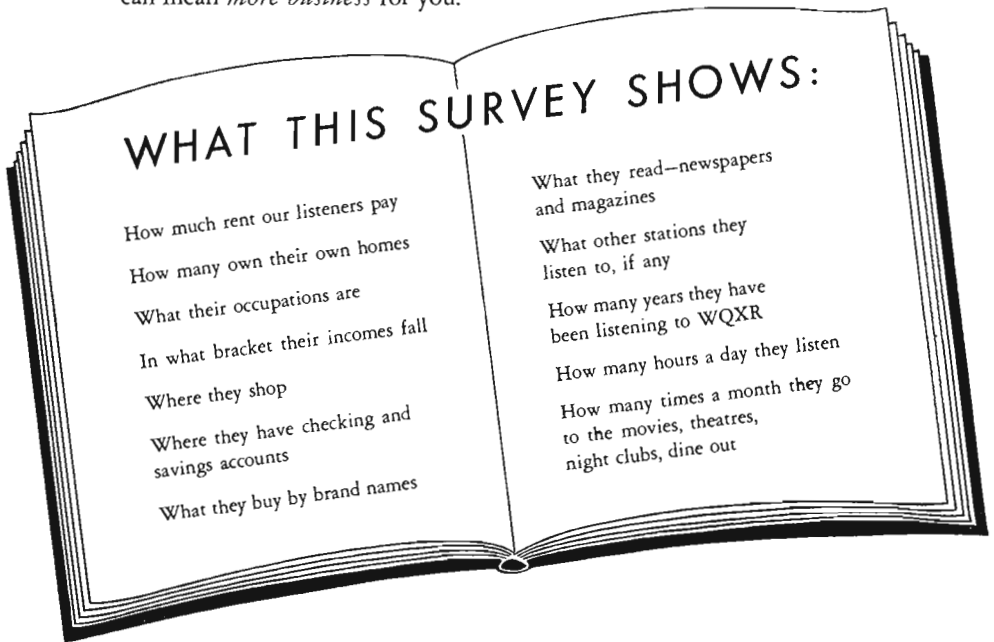


NATIONAL ASSOCIATION OF BROADCASTERS

Please Turn to Pages 898-907

We know something you don't know about the New York Market... *but...we'll be glad to tell you!*

WQXR is a unique radio station. Its audience is a unique and loyal audience—so loyal that 25,000 of our listeners pay \$1.00 a year to get our printed monthly program! Every year WQXR surveys a cross-section of its audience by means of a questionnaire sent to people who have written to the station. The latest questionnaire, sent to 14,000 homes, asked 19 very personal questions—brought 27.58% returns, with no inducement offered. These replies told us many interesting things that can mean *more business* for you.



This information on WQXR's audience is available to advertisers and agents. It clearly indicates that you cannot reach the *FULL* New York market through radio—UNLESS YOU ALSO USE WQXR! We shall be glad to suggest plans for *your* advertising over this station. Why not write or phone us now?

WQXR

NEW YORK CITY

730 FIFTH AVENUE
10,000 WATTS NIGHT AND DAY

W Q X R

NEW YORK—EST. 1934

Frequency: 1560 Kc.....Power: 10000 Watts
 Owned-Operated By..Interstate Broadcasting
 Company, Inc.

Address 730 Fifth Avenue
 Phone NumberCircle 5-5566
 Transmitter Location..Maspeth, Long Island,
 N. Y.

Time on the Air: 7 a.m. to 12 midnight; Sun-
 days, 8:30 a.m. to 12 midnight

Newspaper Affiliation.....New York Times
 News ServiceAP

Transcription Service...World Broadcasting
 System; Associated Music
 Representative.....John E. Pearson Co.

Personnel

President.....John V. L. Hogan
 Executive Vice-President...Elliott M. Sanger
 V.-P. in Charge of Sales.....Hugh K. Boice
 Asst. V.-P. Charge of Sales..Norman S. McGee
 Program Director.....Eleanor N. Sanger
 Publicity DirectorEleanor Hurley
 Chief Announcer.....Albert Grobe
 Musical Consultant.....Abram Chasins
 Conductor.....Leon Barzin
 Chief Engineer.....Russell Valentine

PA ORIGINATED

the first news association
PRESS RELATIONS DEPARTMENT
 for the sole purpose of promoting
 affiliated stations.

One of the many innovations that
 have helped make



ONE · TWO · THREE · FOUR · FIVE · SIX · SEVEN

THE



ighth

DOLLAR

...is it working effectively for you?

Perhaps you haven't thought about the *eighth* dollar of your radio budget. Or about the sixteenth and the eightieth and eight-hundredth.

These are the dollars (and *every* eighth dollar of your appropriation) that should be at work for you in America's greatest market . . . where $\frac{1}{8}$ (12.3%) of the nation's retail purchases are made . . . Metropolitan New York. They *should* be bringing your sales-message to people who pour six-billion dollars a year into the tills of retail merchants.

If one-eighth of your radio money is *not*

working for you in New York . . . if you are *under-spending* in this vital market . . . chances are you're *under-selling* here as well. And that means you *need WOV*.

WOV, with its array of hit programs, with its complete coverage of this entire market, with its *lowest-cost-per-listener of any New York independent*, can turn your *extra* dollars into *extra* sales and bring you your full share of this greatest market of them all. *No other Metropolitan station can make those eighth dollars do so much!*

RALPH N. WEIL, GENERAL MANAGER
JOSEPH HERSHEY MCGILVERA, NAT'L REP.

WOV FOR VICTORY
NEW YORK

W O V

NEW YORK—EST. 1933
ATLANTIC COAST NETWORK

Frequency: 1280 Kc. Power: 5000 Watts
 Owned-Operated By: Wodaam Corporation
 Address: 730 Fifth Avenue
 Phone Number: Circle 5-7979
 Transmitter Location: Carlstadt, N. J.
 Time on the Air: 7 a.m. to midnight Mon.
 thru Sat.
 News Service: UP
 Transcription Service: Associated Music
 Publishers

Personnel

Station Manager: Ralph N. Weil
 Commercial Manager: Ralph Nardella
 Publicity Manager: Lola Woursell
 Program Director: Arnold Hartley
 Artists' Bureau Director: Syd Leipzig
 Musical Director: Paul Romeo
 Chief Engineer: Hillis W. Holt

W H L D

NIAGARA FALLS—EST. 1940

Frequency: 1290 Kc. Power: 1000 Watts
 Owned-Operated By: The Niagara Falls
 Gazette Publishing Company
 Address: Hotel Niagara
 Phone Number: 8421
 Transmitter Location: Lockport & Military
 Roads
 Time on the Air: Daytime license
 Newspaper Affiliation: Niagara Falls
 Gazette
 News Service: UP
 Transcription Service: Lang-Worth; Stan-
 dard Radio; C. P. MacGregor; Associated
 Music
 Representative: Headley-Reed Company

Personnel

General Manager: Earl C. Hull
 Commercial Manager: Richard G. Robbins
 Program Director: Robert Manning
 Musical Director: Ernie Whistler
 Musical Advisor: Harold Bradley
 Chief Engineer: Robert Wilson

W S L B

OGDENSBURG—EST. 1940

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By: St. Lawrence Broad-
 casting Corp.
 Address: 2315 Knox St.
 Phone Number: Ogdensburg 500
 Transmitter Location: 2315 Knox St.
 Time on the Air: 7 a.m. to 10:30 p.m.
 News Service: UP

Transcription Service: NBC Thesaurus
 Representative: DeLisser, Inc.

Personnel

President-Commercial Manager:
 Joseph R. Brandy
 Station Manager: Harold J. Frank
 Sales Promotion Manager: Harold Frank
 Program Director: Harold Gilman
 Record MC: Roland Durant
 Musical Director: Flo Beach Rowe
 Chief Engineer: Clifford Moore

W H D L

OLEAN—EST. Tupper Lake, 1928;
Olean, 1934

BLUE NETWORK

KEYSTONE BROADCASTING SYSTEM

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By: WHDL, Inc.
 Business Address: 601-619 Exchange National
 Bank Building
 Phone Numbers: Olean 4149; Transmitter,
 Olean 7597

Studio Address: 601-619 Exchange National
 Bank Building
 Transmitter Location: Allegany, N. Y.
 Time on the Air: 7:30 a.m. to 11 p.m.
 Newspaper Affiliation: Olean Times
 Herald

News Service: UP
 Transcription Service: Standard Radio
 Representative: J. P. McKinney & Son

Personnel

President: Lt. E. B. Fitzpatrick
 Station Manager: Thomas L. Brown
 Program Director: Virgil C. Booth
 Chief Engineer: T. J. Gill

W M F F

PLATTSBURG—EST. 1934

BLUE NETWORK

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By: Plattsburg Broad-
 casting Corporation

Address: Radio Centre
 Phone Number: 1600
 Transmitter Location: Boynton Ave.
 Time on the Air: 6:45 a.m. to 11 p.m.; Sundays,
 8 a.m. to 11 p.m.

News Service: UP
 Transcription Service: Standard
 Representative: George P. Hollingbery Co.

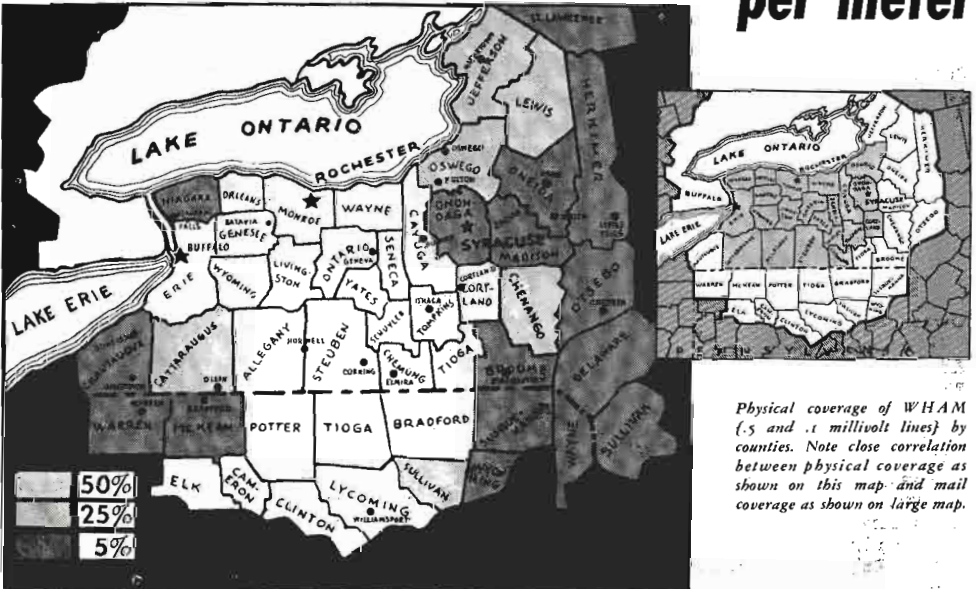
Personnel

President-Station Manager: George F. Bissell
 Commercial Manager: Joel H. Scheier
 Program Director: Malcolm Weaver
 Chief Engineer: Jack Nazak

WHAM

means
selling
power

*measured in mail response or millivolts
per meter*



Physical coverage of WHAM (.5 and .1 millivolt lines) by counties. Note close correlation between physical coverage as shown on this map and mail coverage as shown on large map.

THE WHAM mail coverage map (large map above) is based on 50,000 pieces of program mail received by WHAM, separated and classified by counties. Monroe County, the home of WHAM, was used as the base with the number of letters per 1,000 radio homes received rated as 100% mail response. On this same basis, counties showing a

mail response per 1,000 radio homes of 50% or better were classified as WHAM primary mail coverage areas. Those showing returns of 25% or better were classified as secondary coverage while the counties with returns of 5% to 25% were rated as supplementary areas.

	Total	Primary	Secondary	Supplementary
Population	2,952,327	1,214,255	294,703	1,443,369
Total Radio Homes	741,410	309,757	71,918	359,735

BASIC NBC **WHAM** **ROCHESTER, N. Y.**
50,000 WATTS CLEAR CHANNEL

Your Western New York Salesman

NATIONAL REPRESENTATIVE **GEORGE P. HOLLINGBERY CO.**

"The Stromberg-Carlson Station"

WKIP

POUGHKEEPSIE—EST. 1940

BLUE NETWORK

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By...Poughkeepsie Broad-
casting Corporation

AddressThe Nelson House
Phone Number6-800
Transmitter LocationThe Nelson House
Time on the Air: 7 a.m. to 12 midnight; Sun-
days, 8 a.m. to 12 midnight

News Service AP
Transcription ServiceStandard Radio
RepresentativeHeadley-Reed Company

Personnel

PresidentRichard E. Coon, Jr.
General ManagerBruff W. Olin, Jr.
Program DirectorKay Gilbert
Chief AnnouncerBurrell Smith
Chief EngineerJohn Burke

WHAM

ROCHESTER—EST. 1923

NATIONAL BROADCASTING CO.

Frequency: 1180 Kc. Power: 50000 Watts
Owned-Operated ByStromberg-Carlson
Company

Business AddressCarlson Rd.
Phone NumberStone 1862
Studio Address111 East Ave.
Transmitter LocationVictor, New York
Time on the Air18 hours daily

News Service UP
Transcription ServiceNBC Thesaurus;
World Broadcasting System
RepresentativeGeo. P. Hollingbery Co.

Personnel

Vice-PresidentWilliam A. Fay
Station ManagerJohn H. Lee
Sales ManagerJ. W. Kennedy, Jr.
Sales Promotion ManagerTruman Brizee
Program DirectorChas. Siverson
Musical DirectorEugene Zacher
Publicity DirectorTruman Brizee
Chief AnnouncerEdmund Little
Director of NewsTom Murray
LibrarianFrank Seibold
Director of Home EconomicsHazel Cowles
Director of SportsRobert Turner
Technical SupervisorKen Gardner

WHEC

ROCHESTER—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 1460 Kc. Power: 1000 d.; 500 n.
Owned-Operated ByWHEC, Inc.
Address40 Franklin St.
Phone NumberStone 1320

Transmitter Location979 Mt. Read Blvd.
Time on the Air6:30 a.m. to 12:30 a.m.
Newspaper AffiliationGannett News-
papers, Inc.
News Service INS
Transcription ServiceAssociated Music
RepresentativeJ. P. McKinney & Son

Personnel

Vice-PresidentClarence Wheeler
Treasurer-General ManagerGunnar O. Wiig
Commercial ManagerL. C. Wheeler
Chief AnnouncerHarry LeBrun
Musical DirectorKen Sparron
Chief EngineerBernard C. O'Brien

WSAY

ROCHESTER—EST. 1936

MUTUAL BROADCASTING SYSTEM
BLUE NETWORK

Frequency: 1240 Kc. Power: 250 Watts
(C.P. 1000 W., 1370 Kc.)

Owned-Operated ByBrown Radio Ser-
vice & Laboratories

AddressTaylor Bldg., Main St.
Phone NumberStone 702
Transmitter LocationTaylor Bldg.
Time on the Air: 6:30 a.m. to 12:30 a.m.; Sat-
urdays, 6:30 a.m. to 1 a.m.; Sundays, 8 a.m.
to 12:30 a.m.

News Service INS
National Sales OfficeJos. H. McGillvra, Inc.

Personnel

President-Chief EngineerGordon P. Brown
Station ManagerMort Nusbaum
Sales ManagerE. J. Walz
Program DirectorFrank Silva
Sales Promotion ManagerElmer J. Walz
Publicity DirectorHarland Evans
Chief AnnouncerKen Bell
Musical DirectorViola Brown
Chief EngineerGordon Brown

WNBZ

SARANAC LAKE—EST. 1937

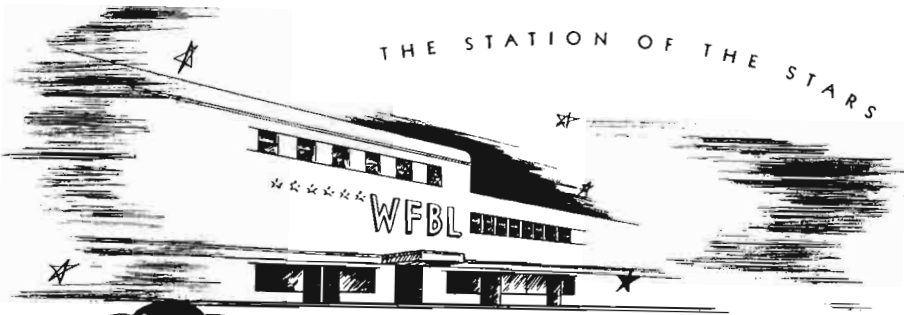
KEYSTONE BROADCASTING SYSTEM

Frequency: 1320 Kc. Power: 100 Watts
Owned-Operated ByUpstate Broadcasting
Corporation

Business Address100 Main St.
Phone Number1320
Studio Addresses: 3 Olive St.; 100 Main St.
Transmitter Location3 Olive St.
Time on the AirDaytime license
Transcription ServiceStandard Radio

Personnel

PresidentCarl F. Woese
General ManagerH. Scott Killgore
Station-Commercial ManagerJohn F. Grimes



FIRST since 1922

- ✓ *in listening audience*
- ✓ *in advertising revenue*
- ✓ *in technical advancement*

WFBL

SYRACUSE, N. Y.

Since its inception in 1922, WFBL has regularly held many "firsts" in the world of radio.

WFBL was instrumental in forming the early New York State Network, a pioneer step in improving radio's service. The station is one of the 16 charter members of the great Columbia Broadcasting System, and is the only station in Syracuse that has been affiliated with the same network throughout its history . . . resulting in local CBS ratings being consistently above national

ratings. It was the first station in Syracuse to use 5,000 watts and is the only 5,000 watt station with a non-directional radiation daytime.

It is the only station in this area employing the facilities of a mobile unit, broadcasting Central New York events "on the spot." WFBL is the only radio station to own and occupy its own building . . . a smart, modern structure in the heart of Syracuse. These are but a few of the "firsts" that make WFBL the progressive, preferred station.

**MEMBER BASIC NETWORK
COLUMBIA BROADCASTING SYSTEM**

Free and Peters



Exclusive National Representatives

WGY

SCHENECTADY—EST. 1922

NATIONAL BROADCASTING CO.

Frequency: 810 Kc. Power: 50000 Watts

Owned-Operated By: General Electric Company

Address: 1 River Road

Phone Number: 3-2121

Transmitter Location: South Schenectady

Time on the Air: 6 a.m. to 1 a.m.; Sundays, 8 a.m. to 1 a.m.

News Service: AP, UP

Transcription Service: NBC Thesaurus; Standard Radio

Representative: National Broadcasting Co; NBC Spot Sales

Personnel

President: Gerard Swope

Manager of Broadcasting: R. S. Peare

Station Manager: Kolin Hager

Sales Manager: A. G. MacDonald

Sales Promotion: Kay Kempton

Program Manager: A. O. Coggeshall

Production Manager: Earle Pudney

Press & Public Relations Director:

W. T. Meenam

Accountant: V. J. Hasche

Director of Agricultural

Activities: G. E. Markham

Artists Bureau: Kolin Hager

Musical Directors: E. A. Rice and Frank Glenn

Station Engineer: W. J. Purcell

WFB L

SYRACUSE—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 1390 Kc. Power: 5000 Watts

Owned-Operated By: Onondaga Radio Broadcasting Corporation

Address: Onondaga Hotel

Phone Number: 2-1147

Transmitter Location: Ccllamer, N. Y.

Time on the Air: Full Time

News Service: INS

Transcription Service: World Broadcasting System

Representative: Free & Peters

Personnel

President: S. H. Cook

Vice-President-General

Manager: Samuel Woodworth

OVER 52% OF THE LISTENERS ALL OF THE TIME *

WGY
GIVES YOU
THE
HUDSON CIRCLE
★
A MAJOR NORTHEASTERN
MARKET

*Morning, afternoon, and evening Crossley reports

50,000 watts

22 years of service

NBC

WGY-174D

Represented nationally
by NBC Spot Sales

GENERAL ELECTRIC

SCHENECTADY, NEW YORK

V.-P.-Merchandising Mgr. Robert G. Soule
 Commercial Manager Charles Phillips
 Program Director George Perkins
 Publicity Director Harvey Sanderson
 Control Room Supervisor Walter L. Stonger
 Transmitter Supervisor James Kelley
 Musical Director Raymond Gantler
 Chief Engineer A. R. Marcy

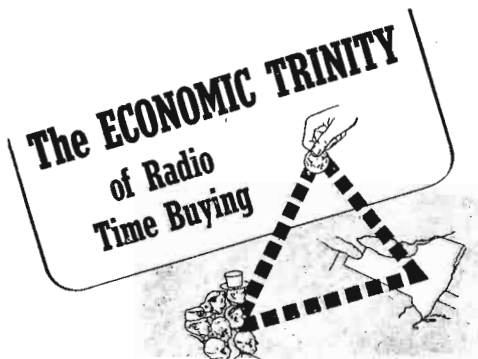
W A G E
 SYRACUSE—EST. 1941

BLUE NETWORK
 MUTUAL BROADCASTING SYSTEM

Frequency: 620 Kc. Power: 1000 Watts
 Owned-Operated By WAGE, Inc.
 Address Loew Building
 Phone Number 2-0277
 Transmitter Location Liverpool, N. Y.
 Time on the Air: 6 a.m. to 2 a.m.; Sundays,
 9 a.m. to 2 a.m.
 News Service AP
 Representative Edward Petry & Co., Inc.

Personnel

President Frank C. Revoir
 Station Manager William T. Lane
 Merchandising Director Arnold Bowden
 Musical Director Thelma Jean McNeill
 Chief Engineer Charles Brannen



YOU'VE got to get price, coverage and audience when you buy spot radio. In Central New York, you get more of all three when you buy WAGE. For WAGE costs less than other Syracuse network stations. It gives equal or greater coverage. And audience—well, ask to see the last special Hooper report on Syracuse radio listening. Your Edward Petry & Co. representative will show it to you—or write or wire WAGE.



620 Kilocycles * 1000 Watts * Syracuse, N. Y.

W O L F
 SYRACUSE—EST. 1940

M3S

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Civic Broadcasting Corporation
 Address Chimes Building
 Phone Number 2-7211
 Transmitter Location Van Rensselear and Kirkpatrick Streets
 Time on the Air Unlimited license
 Representative Burn-Smith Co.

Personnel

President-Commercial Manager T. S. Marshall
 Program Director Hamilton Woodie
 Production Manager Fay Santello
 Publicity Director Eleanor Merz
 Chief Announcer Sid Posner
 Chief Engineer David Foote

W S N Y

SCHENECTADY—EST. 1942

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By Western Gateway Broadcasting Corp.
 Address Plaza Theater Bldg.
 Phone Number Schenectady 3-3622
 Transmitter Location Campbell & Rice Rds., Rotterdam, N. Y.
 Time on the Air 6:45 a.m. to 12:05 a.m.;
 Sundays, 8 a.m. to 12:05 a.m.
 News Service AP
 Transcription Service Standard Radio; Lang-Worth
 Representatives Helen Wood; Howard Wilson for Chicago and West

Personnel

President Winslow P. Leighton
 Vice-President & General
 Manager George R. Nelson
 Program Manager Edward F. Flynn
 Publicity Director Rosmary Cramb
 Chief Announcer Gene Graves
 Chief Engineer I. Beck

W S Y R

SYRACUSE—EST. 1923
 NATIONAL BROADCASTING CO.

Frequency: 570 Kc. Power: 5000 Watts

Owned-Operated By Central New York
Broadcasting Corporation
Address Kemper-Syracuse Bldg.
Phone Number 3-7111
Transmitter Location 2341 Valley Drive
Time on the Air 6 a.m. to 1 a.m.
News Service UP
Transcription Service: Associated Recorded
Program Service: Lang-Worth
Representative Paul H. Raymer Company

Personnel

President Harry C. Wilder
Assistant to President E. R. Vadeboncoeur
Treasurer N. L. Kidd
Promotion Manager R. Boyd
Program Director E. R. Vadeboncoeur
Chief Announcer Bill Rothrum
War Programs Rollie Furman
Musical Director M. Bernthal
Chief Engineer Armand Belle Isle

W H A Z
TROY—EST. 1922

MBS

Frequency: 1330 Kc. Power: 1000 Watts
Owned-Operated By Rensselaer Poly-
technic Institute
Address 110 Eighth St.
Phone Number Troy 6810
Transmitter Location 110 Eighth St.
Time on the Air 6:30 p.m. to midnight,
Monday only

Personnel

President Dr. W. O. Hotchkiss
Station Manager W. J. Williams
Sales Manager W. C. Stoker
Program Director A. O. Niles
Chief Announcer R. Schmelzer
Chief Engineer H. Harris

W T R Y
TROY—EST. 1940

BLUE NETWORK

Frequency: 980 Kc. Power: 1000 Watts
Owned-Operated By Troy Broadcasting
Co., Inc.
Address 92 Fourth St.
Phone Numbers Troy 2100; Albany 4-2500
Transmitter Location Bought Corners
Time on the Air 6:45 a.m. to 12:05 a.m.
News Service UP
Transcription Service World Broadcasting

System: Lang-Worth; Standard
Representative Paul H. Raymer Co.

Personnel

President Col. H. C. Wilder
Station Manager William A. Rippe
Program Director Woodbury Carter
Publicity Director K. Moser
Musical Director and
Chief Announcer E. Rossell
Chief Engineer W. Whitman

W I B X

UTICA—EST. 1925

COLUMBIA BROADCASTING SYSTEM

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By WIBX, Inc.
Address First National Bank Bldg.
Phone Number 2-2101
Transmitter Location Schuyler St., Marcy,
N. Y.

Time on the Air: 6:30 a.m. to 1 a.m.; Sundays,
7:45 a.m. to 12:05 a.m.

News Service INS
Transcription Service World Broadcasting
System
New York Sales Office 551 Fifth Ave.;
Helen Wood, Commercial Manager
Representatives Virgil Reiter & Co.
(Chicago); Walter Biddick Co. (West Coast);
Bertha Bannan (Boston)

Personnel

President-Treasurer Margaret Bowen
Assistant Treasurer Gladys Moore
Executive Vice-President Elliott Stewart
National Sales-Merchandising
Manager N. W. Cook
Production Manager Michael Carlo
Continuity Chief Mary Kendrick
Musical Director Walter Griswold
Chief Engineer J. T. Dowdell

W A T N

WATERTOWN—EST. 1941

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By Watertown Broad-
casting Corporation
Business Address Woolworth Bldg.
Phone Numbers: Studios 2424; Com-
mercial Office, 975
Studio Address 118 Washington St.
Transmitter Location 118 Washington St.
Time on the Air 7 a.m. to 11:15 p.m.
News Service AP
Transcription Service Standard Radio

Personnel

PresidentG. Harry Righter
 National Sales Manager...Alfred Dinsdale
 Program Director.....E. J. McDonald
 Acting Chief Engineer.....J. A. Perry

W W N Y

WATERTOWN—EST. 1941

COLUMBIA BROADCASTING SYSTEM
 Frequency: 790 Kc.....Power: 1000 Watts
 Owned-Operated By.....The Brockway
 Company
 Address.....Hotel Woodruff, Public Square
 Phone Number.....4-120
 Transmitter Location.....Ives St. Extension
 Time on the Air: 6:30 a.m. to midnight; Sun-
 day, 8 a.m. to midnight
 Newspaper Affiliation.....Watertown Daily
 Times
 News ServiceUP
 Transcription Service....World Broadcasting
 RepresentativeWeed & Co.

Personnel

PresidentHarold E. Johnson
 Station Manager.....Thomas E. Martin
 Commercial Manager.....Louis Saiff, Jr.
 Sales Promotion-Publicity
 Manager.....Thomas R. McHugh
 Program DirectorRobt. G. Walter
 Chief Announcer.....Chas. Pierce
 Musical DirectorM. Davis
 Chief Engineer.....Maynard B. Davis

W F A S

WHITE PLAINS—EST. 1932

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Westchester Broad-
 casting Corp.
 AddressRoger Smith Hotel
 Phone NumberWhite Plains 6400
 Transmitter Location.....Roger Smith Hotel
 Time on the Air.....Unlimited license
 News Service.....AP
 Transcription ServiceWorld Broadcasting
 System; AMP
 RepresentativeHeadley-Reed Co.

Personnel

President.....J. Noel Macy
 V.P.-Managing Director.....Frank A. Seitz
 Program-Musical Director.....Ran Kaler
 Chief EngineerF. A. Seitz

W W R L

WOODSIDE—EST. 1926

Frequency: 1600 Kc.....Power: 250 Watts
 Owned-Operated ByLong Island Broad-
 casting Corporation
 Address.....41-30 58th Street
 Phone NumberNEwtown 9-3300
 Transmitter Location.....41-30 58th St.,
 Woodside, L. I.
 Time on the Air.....8 a.m. to midnight
 News ServiceAP
 Transcription Service..Lang-Werth, BMI, AMP

Personnel

President and General
 ManagerWilliam H. Reuman
 Asst. General Manager.....Edith Dick
 Program DirectorLou Cole

WFAS...

*A Class Station in
 A Class Market*

- B. Altman & Co.
- Bonwit-Teller, Inc.
- Black, Starr & Gorham
- James McCutcheon & Co.
- W. & J. Sloane

are among a large group of
 quality-conscious advertisers using

WFAS *in Westchester*

Roger Smith Hotel
 White Plains

Represented by
HEADLEY-REED COMPANY
 Chrysler Bldg.
 New York

NORTH CAROLINA

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 233-286

WISE

ASHEVILLE—EST. 1939

NATIONAL BROADCASTING CO.
MUTUAL BROADCASTING CO.
DANIEL BOONE NETWORK

Frequency: 1230 Kc. Power: 250 Watts
Owned By Radio Station WISE, Inc.
Address Langren Hotel
Phone Number 1213
Transmitter Location Langren Hotel
Time on the Air: 6:30 a.m. to 1 a.m.; Sundays,
8 a.m. to 1 a.m.
News Service INS
Transcription Service Standard Radio
National Representative Burn-Smith Co.;
Harry E. Cummings

Personnel

President-Station Manager Harold Thoms
Commercial Manager Harold Thoms
Promotion Manager Charles A. Bachman
Program Director Ken Beachboard
Chief Engineer Madeline Hollerith

WWNC

ASHEVILLE—EST. 1927

COLUMBIA BROADCASTING SYSTEM

Frequency: 570 Kc. Power: 1000 Watts
(C.P. 5000)
Owned-Operated By Asheville Citizen-
Times Co., Inc.
Address 14 O'Henry Avenue
Phone Number 5500
Transmitter Location Flatiron Building
Time on the Air 6:45 a.m. to 12 midnight
Newspaper Affiliation Asheville Citizen-
Times
News Service UP
Transcription Service Lang-Worth; Associated
Representative Katz Agency

Personnel

Executive Director Don S. Elias
Commercial Manager James A. Hagan
Program Director Lee Chadwick
Director of War Programs Bill Melia
Chief Engineer Cecil Hoskins

(See Page 532)

WBBB

BURLINGTON—EST. 1941

MUTUAL BROADCASTING SYSTEM
KEYSTONE BROADCASTING SYSTEM
TOBACCO NETWORK
CAROLINA NETWORK

Frequency: 920 Kc. Power: 1000 Watts
Owned-Operated By Alamance Broad-
casting Company, Inc.
Address 310½ South Main St.
Phone Numbers 2730; 2731
Transmitter Location Elon Road (West
Front Street Extension)
Time on the Air 6:30 a.m. to local sunset
News Service UP; AP
Transcription Service Standard Radio;
Keystone

Personnel

Secretary and General Manager E. Z. Jones
Commercial & Sales Promotion
Manager Roy Springer
Program Director and Chief
Announcer Paul Huddleston
Production Manager William Sandefur
Publicity Director Laurine Skinner
Artists Bureau Head Aetna Bryant
Chief Engineer James Beatty
Record MC Al Nelson

WAYS

CHARLOTTE—EST. 1942

THE BLUE NETWORK
MUTUAL BROADCASTING SYSTEM

Frequency: 610 Kc. Power: 1000 Watts
Owned-Operated By Inter-City Advertising Co.
Address 120 E. Third St.
Phone Numbers 37173 (office)
Transmitter Location Oakdale
Time on the Air 6 a.m. to 12 midnight
News Service INS
Transcription Service Lang-Worth
Representative Weed & Co.

Personnel

President George W. Dowdy
General Manager G. O. Shepard
Commercial Manager Walter H. Goan
Publicity Director Don McSwain
Chief Engineer John C. Price

WBT

CHARLOTTE—EST. 1921

COLUMBIA BROADCASTING SYSTEM

Frequency: 1110 Kc. Power: 50000 Watts
Owned-Operated By Columbia Broadcasting
System, Inc.
Business Address Wilder Building
Phone Number 3-8833
Transmitter Location 9 miles southeast of
Charlotte
Time on the Air: 5 a.m. to 3 a.m.; Sundays,
7 a.m. to 3 a.m.
News Service UP; AP

• NORTH CAROLINA •

Transcription ServiceLang-Worth
 Representative.....Radio Sales, Inc.

Personnel

President.....Wm. S. Paley
 Station Manager.....A. D. Willard, Jr.
 Sales Manager.....Royal E. Penny
 Sales Promotion and Press Information
 ManagerW. McGregor Parker
 News Editor.....Jack Knell
 Farm Editor.....Grady Cole
 Program Director.....C. H. Crutchfield
 Office Mgr.-Auditor.....E. J. DeGray
 Production ManagerLarry Walker
 Acting Chief Engineer.....M. J. Minor

W S O C

CHARLOTTE—EST. 1933
 NATIONAL BROADCASTING CO.

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By..Radio Station WSOC, Inc.
 Address.....1925 N. Tryon Street
 Phone Number7138
 Transmitter Location.....1925 N. Tryon Street
 Time on the Air: 6:30 a.m. to 12 midnight;
 Sundays, 9 a.m. to 12 midnight

News ServiceAP
 Transcription Service.....NBC Thesaurus;
 Standard Radio

RepresentativeHeadley-Reed Company

Personnel

PresidentCommander E. J. Gluck USNR
 Vice-President & Commercial
 Manager.....W. C. Irwin
 Program Director.....C. G. Hicks
 Sales Promotion-Publicity
 Director.....Francis M. Fitzgerald
 Production Manager.....Ron Jenking
 Musical DirectorFletcher Austin
 Chief Engineer.....L. L. Caudle
 Record MCDewey L. Drum

W E G O

CONCORD—EST. 1941

KEYSTONE BROADCASTING SYSTEM

Frequency: 1410 Kc.....Power: 1000 Watts
 Owned-Operated By.....Wayne Nelson
 Business AddressConcord
 Phone Number2271
 Transmitter Location..Highway 29A, 1½ miles
 west of Concord

Time on the Air.....Daytime license
 News ServiceUP
 Transcription Service.....Standard Music.
 Keystone

Personnel

OwnerWayne Nelson
 Commercial Manager.....R. Hoy Whitlow

↓
 Retail sales in
 western North Carolina's
 18 counties will
 exceed 100 million
 dollars for 1944.

↓
 Asheville is the
 business heart of
 western North Carolina.

↓
 WWNC—in Asheville—
 is the one station with
 coverage in all 18
 western North Carolina
 counties.



**W
W
N
C**

570 kc
 1000 watts
 Asheville, N. C.

W D N C

DURHAM—EST. 1934

COLUMBIA BROADCASTING SYSTEM
TAR HEEL NETWORK

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: The Durham Radio Corporation

Address: 138 Chapel Hill Street
Phone Numbers: R-155, R-156
Transmitter Location: Forest Hills, Near Durham

Time on the Air: 6:30 a.m. to 12:05 a.m.; Sundays, 8 a.m. to 12:05 a.m.

Newspaper Affiliation: Herald-Sun Papers
News Service: UP
Transcription Service: C. P. MacGregor
Representative: Howard H. Wilson Company

Personnel

President: C. C. Council
General and Commercial Manager: L. F. Jarman
Sales Promotion and Publicity Director: Anne Raidebaugh
Program Director: Z. V. Gwynn
Chief Announcer: William Hedgepath
Musical Director: Mildred Alexander
Chief Engineer: Walter Hill
Record MC: Z. V. Gwynn

W C N C

ELIZABETH CITY—EST. 1939

KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Albemarle Broadcasting Co.

Address: Colonial Ave.
Phone Number: 1400
Transmitter Location: Parsonage St. Extension
News Service: UP
Transcription Service: World Broadcasting System

Personnel

President: T. W. Aydlett
Station Manager: J. E. Aydlett
Commercial Manager: Martha S. Seymour
Program Director: Jane Lyman
Chief Engineer: James M. Wall

W F N C

FAYETTEVILLE—EST. 1940

MUTUAL BROADCASTING SYSTEM
TOBACCO NETWORK

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: Cumberland Broadcasting Co.

Address: 114 Anderson St.
Phone Number: 4848
Transmitter Location: N. Water St.
Time on the Air: 16½ hours daily
News Service: UP

Transcription Service: Lang-Worth
Representative: Burn-Smith Co.

Personnel

Station Manager: W. C. Ewing
Commercial Manager: Paul Moyle
Program Director/Chief Announcer: Ray Woodard
Publicity Director: Kate Southerland
Chief Engineer: Howard Harrell

W G N C

GASTONIA—EST. 1939

BLUE NETWORK

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: F. C. Todd
Address: National Bank of Commerce Bldg.
Phone Number: 732
Transmitter Location: Dallas Road, Gastonia
Time on the Air: 7 a.m. to 11 p.m.; Sundays, 9:00 a.m. to 9:00 p.m.

News Service: UP
Representative: Cox & Tanz

Personnel

Owner: F. C. Todd
Manager: Pat McSwain
Commercial-Sales Promotion Manager: F. C. Abernathy
Program Director: Earl Holder
Chief Engineer: W. C. Groves, Jr.

PA

ORIGINATED *the*

extra service of

the only press

association

STATION

RELATIONS

DEPARTMENT

W B I G

GREENSBORO—EST. 1926

COLUMBIA BROADCASTING SYSTEM

Frequency: 1470 Kc. Power: 5000 Watts

Owned-Operated By... North Carolina Broadcasting Co., Inc.

Business Address Box 1807

Phone Number 6125, 6126

Studio Address O. Henry Hotel

Transmitter Location... Battleground Boulevard

Time on the Air: 6 a.m. to 12 midnight; Sundays, 8 a.m. to 12 midnight

News Service AP

Transcription Services: ... World Broadcasting System; Lang-Worth; Standard Radio; NBC

Thesaurus

Representative George P. Hollingbery Co.

Personnel

Station and Commercial

Manager Edney Ridge

Program Director Faye Kenyon

Publicity Director Marge Durcaway

Production Manager-Chief

Announcer Wally Williams

News Editor John Bosmon

Musical Director Margaret Banks

Chief Engineer Earl Allison

W G B G

GREENSBORO—EST. 1942

BLUE NETWORK

NORTH STATE NETWORK

Frequency: 980 Kc. Power: 1000 Watts

Owned-Operated By... Greensboro Broadcasting Co.

Business Address Ashe St. Extension

Phone Number 3-3631

Transmitter Location... Ashe St. Extension

Time on the Air 6 a.m. to local sunset

News Service UP

Transcription Service Lang-Worth

National Representative Burn-Smith Co.

Personnel

President Ralph M. Lambeth

Acting Assistant

Manager J. Robert Marlowe

Commercial Manager L. O. Hutchins

Sales Promotion and Publicity

Manager J. R. Marlowe

Chief Announcer George Ballard

Program-Production

Manager Anderson Brown

Chief Engineer Joseph Warlick



"The PRESTIGE STATION of the CAROLINAS"

famed for Showmanship



GEO. P. HOLLINGBERY, INC. Nat'l Reps.

W G T C

GREENVILLE—EST. 1940

MUTUAL BROADCASTING SYSTEM
TOBACCO NETWORK

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By . . . Greenville Broadcast-
ing Company
Address Falkland Highway,
P. O. Box 898
Phone Number 3182
Transmitter Location Falkland Highway
Time on the Air 16 hours daily, 15 hours
Sundays
News Service UP
Transcription Service Lang-Worth

Personnel

President Julian J. White
Station and Sales Promotion
Manager Margaret J. Laughinghouse
Publicity Director Richard Stokes
Program Director Margaret Laughinghouse
Chief Announcer Carl McKinney
Traffic Manager and Women's
Editor Margaret Richardson
Chief Announcer Hank Tribley
Record MC Charles Whedbee

W G B R

GOLDSBORO—EST. 1939

MUTUAL BROADCASTING SYSTEM
KEYSTONE BROADCASTING SYSTEM
TOBACCO NETWORK

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By . . . Eastern Carolina Broad-
casting Corp.
Business Address Borden Bldg.
Phone Numbers 1550; 1551
Studio Address P. O. Box 1024
Transmitter Location Goldsboro-Raleigh
Highway
Time on the Air: 6:45 a.m. to 11:05 p.m.;
Sunday, 8:30 a.m. to 11:05 p.m.
News Service UP, AP
Transcription Service Standard Radio
Representative Burn-Smith Co.

Personnel

President A. T. Hawkins
Station and Sales Promotion
Manager Harry G. Bright
Sales Manager Leland B. Nelson
Program-Musical Director John Gay Britt
Publicity Director Marie Maccauley
Chief Announcer Jack Braxton
Chief Engineer Daniel B. Trueblood

W H K Y

HICKORY—EST. 1939

BLUE NETWORK
KEYSTONE BROADCASTING SYSTEM
Frequency: 1290 Kc. Power: 5000 d. 1000 n.
Owned-Operated By The Catawba Valley
Broadcasting Co., Inc.
Address Radio Bldg.
Phone Number 1195-6
Transmitter Location 3½ miles SE of Hickory
Time on the Air 6 a.m. to 12 midnight
News Service UP
Transcription Service NBC Thesaurus
Representative Howard H. Wilson

Personnel

President Carl V. Cline
Station-Commercial Manager Carl Aley
Program Director-Chief
Announcer Bing Bennett
Musical Director Louise Miller
Artists Bureau Head Hendley Ellington
Chief Engineer E. S. Long

W M F R

HIGH POINT—EST. 1926

BLUE NETWORK

TIME-BUYERS..

DISCOVER
YOUR OWN

GOLDMINE

in

GOLDSBORO

with

W G B R

NORTH CAROLINA

Serving

A BOOMING MARKET

★
MBS
Rep.: Burn-Smith
Gen. Mgr.
Harry G. Bright
★

**KEYSTONE BROADCASTING SYSTEM
NORTHSTATE NETWORK**

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....WMFR, Inc.
Address156½ S. Main St.
Phone Number 4593
Transmitter Location.....156½ S. Main St.
Time on the Air.....6 a.m. to 11 p.m.
News Service UP
National Representative.....Burn-Smith Co.

Personnel

PresidentJames M. Lambeth
Station ManagerHelen M. Lambeth
Commercial Manager.....Pat Taylor
Program DirectorStan Conrad
Chief AnnouncerGary Davis
Chief EngineerRobert P. Boyd
Record MCHoward Saunders

W F T C

KINSTON—EST. 1936

BLUE NETWORK

KEYSTONE BROADCASTING SYSTEM

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Jonas Weiland
Address210 East King St.
Phone Number4111
Transmitter Location.....Kinston, N. C.

Time on the Air.....7:30 a.m. to 11 p.m.
Transcription Service...Keystone Broadcasting
System

Representative.....Burn-Smith Company

Personnel

Station and Commercial

ManagerJonas Weiland
Promotion-Publicity
DirectorLester L. Gould
Program DirectorRuby Grant Dougan
Production Manager.....Robert Livingston
Musical DirectorFrancis Van Houten
Chief EngineerDavid Hardison

W H I T

NEW BERN—EST. 1942

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.Coastal Broadcasting Co.
AddressU. S. Highway No. 17, South
Phone Number..... 1450
Transmitter Location...U. S. Highway No. 17
Time on the Air:7 a.m. to 11:15 p.m.; Saturdays,
7:00 a.m. to midnight; Sundays, 8:00 a.m. to
11:15 p.m.

News Service UP
Transcription ServiceLang-Worth,
NBC Thesaurus

Personnel

President-Station Manager...Louis N. Howard
Sales Promotion Manager.....Bob Allen
Program-Production Director...Ed. W. Burwell
Publicity DirectorJames Bridges
Traffic Manager.....Jacquelyn Melton
Chief Announcer.....Paul Parker
Assistant Traffic Manager....Helen Pynckels
Chief EngineerGlen Neuville

W R A L

RALEIGH—EST. 1939

MUTUAL BROADCASTING SYSTEM

TOBACCO NETWORK

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By...Capitol Broadcasting
Company

Address.....130 S. Salisbury Street
Phone Number..... 6411
Transmitter Location..Extension of East Davie
Street

Time on the Air.....6:45 a.m. to 11:05 p.m.
News ServiceAP
Transcription ServiceLang-Worth
Representative Weed & Co.

Personnel

President.....A. J. Fletcher
General and Sales
Promotion ManagerFred Fletcher
Commercial ManagerC. D. Moore
Program Director.....Ray Reeve
Chief Engineer.....Stanley Brown

W
F
T
C

The
HEART
OF THE
PROSPEROUS
TOBACCO
MARKET
IN
NORTH
CAROLINA

Owner Manager
Jonas Weiland • Ray Woodward

• NORTH CAROLINA •

W P T F

RALEIGH—EST. 1924

NATIONAL BROADCASTING COMPANY
 Frequency: 680 Kc. Power: 50000 Watts
 Owned-Operated By: WPTF Radio Co.
 Address: Insurance Bldg.
 Phone Number: 8311
 Transmitter Location: Cary, N. C.
 Time on the Air: 6 a.m. to 2 a.m.
 News Service: AP; UP
 Transcription Service: NBC Thesaurus
 Representative: Free & Peters

Personnel

President and Treasurer: J. R. Weatherspoon
 General Manager: Richard H. Mason
 Sales Manager: Ollie L. Carpenter
 Program Director: Virginia Tatum
 Publicity Director-Chief
 Announcer: Stewart T. Spencer
 Musical Director: Leo F. de Sola
 Technical Supervisor: Henry Hulick, Jr.

W C B T

ROANOKE RAPIDS—EST. 1940

THE BLUE NETWORK

MUTUAL BROADCASTING SYSTEM
 KEYSTONE BROADCASTING SYSTEM

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By: Radio Station WCBT, Inc.
 Address: 251 Roanoke Avenue
 Phone Number: R-855-1
 Transmitter Location: 10th Street Extension
 Time on the Air: 116 hours weekly
 News Service: UP
 Transcription Service: C. P. MacGregor
 National Representative: Burn-Smith, Inc.

Personnel

President: S. E. Crew
 General and Commercial Mgr.: Nathan Frank
 Program Director: Mamie Nash
 Chief Engineer: C. W. Mears

W E E D

ROCKY MOUNT—EST. 1933

BLUE NETWORK

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By: W. Avera Wynne
 Business Address: Box 391
 Phone Number: Rocky Mount 1420
 Studio Address: Nashville Highway
 Transmitter Location: Nashville Highway
 Time on the Air: 7 a.m. to 12 midnight
 News Service: UP

Personnel

Owner-Manager: W. Avera Wynne
 Program Director: Douglas Hunt

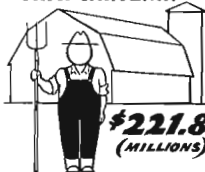
NORTH CAROLINA is the South's No.1 STATE

IN AGRICULTURE

CASH INCOME AND GOVT. PAYMENTS

Source: — Department of Agriculture, 1940

NORTH CAROLINA



AVERAGE OF NINE OTHER SOUTHERN STATES



IN INDUSTRY

VALUE OF MANUFACTURED PRODUCTS

Source: — Census of Manufactures, 1939

NORTH CAROLINA



AVERAGE OF NINE OTHER SOUTHERN STATES



WPTF

with 50,000 Watts
 in RALEIGH is
 NORTH CAROLINA'S
 No.1
 SALESMAN

NBC - 680 K.C.

FREE & PETERS, NATIONAL REPRESENTATIVES



W S T P

SALISBURY—EST. 1939

MUTUAL BROADCASTING SYSTEM

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By Piedmont Broadcast-
ing Corp.

Business Address P. O. Drawer 920
Phone Number 2121

Studio Addresses: Yadkin Hotel, Salisbury;
Swanee Theatre Bldg., Kannapolis, N. C.

Transmitter Location: Statesville Highway at
Grant Creek

Time on the Air 7 a.m. to 12 midnight;
Sundays, 8 a.m. to 12 midnight

News Service AP
Representative Burn-Smith Co.

Personnel

President Bryce P. Beard
Station and Commercial

Manager Russell McIntire
Assistant Manager and

Chief Announcer Earl Caton
Program-Production Director Russell McIntire

Chief Engineer Carl Watson

W R R F

WASHINGTON—EST. 1942

BLUE NETWORK

KEYSTONE BROADCASTING SYSTEM

Frequency: 930 Kc. Power: 1000 Watts
Owned-Operated By Tar Heel Broadcasting
System

Address Bank of Washington Bldg.
Phone Number 403

Transmitter Location 2 miles from Washington
on Greenville Highway

Time on the Air Daytime license
News Service AP

National Representative Burn-Smith Co.

Personnel

President W. R. Roberson, Sr.
Station Manager W. R. Roberson, Jr.

Sales Manager Leslie Smith
Program-Production Director N. L. Royster

Promotion-Publicity Director Leslie Smith
Chief Announcer Wally King

Chief Engineer George Martin

W M F D

WILMINGTON—EST. 1935

BLUE NETWORK

Frequency: 1400 Kc. Power: 250 Watts
Owned by WMFD

Operated by Richard Austin Dunlea
Business Address P. O. Box 696

Phone Number Dial 4840
Studio Addresses: Castle Hayne Road, Forest
Hills

Transmitter Location Castle Hayne Road

Time on the Air 7:30 a.m. to 11 p.m.
News Service UP
Transcription Service BMI
Representative Burn-Smith Company

Personnel

President-General Manager R. A. Dunlea
Commercial Manager Claud O'Shields

Program-Musical Director Harry W. Lee
Production Manager Norma Rogers

Chief Engineer E. I. Herring

W G T M

WILSON—EST. 1937

MUTUAL BROADCASTING SYSTEM

TOBACCO NETWORK

KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated by Penn Thomas Watson

Address Wilson
Phone Number 2188

Transmitter Location Wilson
Time on the Air Unlimited

News Service UP
Transcription Service Lang-Worth

Representative Burn-Smith Co.

Personnel

Owner P. T. Watson
Station Manager Allen Wannamaker

Commercial Manager Robert B. Brunson
Program-Production Director Clinton Faris

Publicity Director Mina Williams
Chief Engineer Warren Wooten

W A I R

WINSTON-SALEM—EST. 1937

BLUE NETWORK

MUTUAL BROADCASTING SYSTEM

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By C. G. Hill, Geo. D.

Walker, S. H. Walker
Address Pepper Bldg.

Phone Number 2-1133
Transmitter Location Reynolda, N. C.

Time on the Air: 6 a.m. to midnight; Sunday,
8 a.m. to midnight

News Service AP
Transcription Service World Broadcasting
System

Personnel

General Manager George D. Walker
Commercial Manager C. G. Hill

Sales Promotion Manager E. D. Hill
Program-Production Director Charles Keaton

Director of War Programs George Walker
Publicity Director Doris B. Brown

Chief Announcer D. C. Pardington
Chief Engineer Lee King

Record MC Russell Marion

W S J S

WINSTON-SALEM—EST. 1930
NATIONAL BROADCASTING CO.

Frequency: 600 Kc Power 5000 Waats
Owned-Operated By .. Piedmont Publishing Co.
Address 419-421 N. Spruce St.
Phone Number 4141
Transmitter Location RFD No. 1
Time on the Air 6 a.m. to 12:30 a.m.;
Sundays, 7:30 a.m. to 12:30 a.m.

Newspaper Affiliation: Winston-Salem Journal;
Twin City Sentinel
News Service UP
Transcription Services .. Associated Music Pub-
lishers; Lang-Worth
Representative Headley-Reed Co.

Personnel

President Gordon Gray
Managing Director Harold Essex
Sales Manager Harry B. Shaw
Program Director Clay B. Daniel
Musical Director Isabel Shaffer
Chief Engineer Phil Hedrick

NORTH DAKOTA

*For Latest U. S. Census Population And Radio Homes Data And
Statistics on "Shifting Population" Please Turn To Pages 233-286*

K F Y R

BISMARCK—EST. 1925
NATIONAL BROADCASTING COMPANY
NORTHWEST NETWORK

Frequency: 550 Kc.....Power: 5000 Watts
Owned-Operated By Meyer Broadcasting
Company
Address 320 Broadway
Phone Number 468
Transmitter Location Menoken, N. Dak.
Time on the Air 6 a.m. to midnight;
Sunday, 7 a.m. to midnight
News Service UP
Transcription Service NBC Thesaurus
Representative John Blair & Company

Personnel

President P. J. Meyer
Station and Commercial
Manager F. E. Fitzsimonds
Program Director-Chief
Announcer Robert MacLeod
Musical Director Curt Dirlam
Publicity-Production Manager Cal Culver
Chief Engineer Ivar Nelson

K D L R

DEVILS LAKE—EST. 1925
MUTUAL BROADCASTING SYSTEM

NORTH CENTRAL BROADCASTING SYSTEM
Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By KDLR, Inc.
Address 1025 Third St.
Phone Number 1090
Transmitter Location East end 4th Street
Time on the Air 6:30 a.m. to 10:30 p.m.
News Service UP
Transcription Service World Broadcasting

Personnel

President and General Manager.... Bert Wick
Program Director Bob Raynor
Chief Engineer Richard Moritz

W D A Y

FARGO—EST. 1922
NATIONAL BROADCASTING COMPANY
NORTHWEST NETWORK

Frequency: 970 Kc.....Power: 5000 Watts
Owned-Operated By WDAY, Inc.
Address Black Building
Phone Number 5357
Transmitter Location .. Four miles west of Fargo
Time on the Air: 6 a.m. to 12 midnight; Sun-
day, 7 a.m. to midnight

Newspaper Affiliation Fargo Forum
News Service UP
Transcription Service NBC Thesaurus
Representative Free & Peters

Personnel

President E. C. Reineke
General and Commercial
Manager B. J. Lavin
Program Director and
Chief Announcer Ken Kennedy
War Program Director Howard Nelson
Production Manager David Henley
Sales Promotion-Publicity
Director Mildred Gregerson
Musical Director Monty Williams
Chief Engineer Julius Hetland

K F J M

GRAND FORKS—EST. 1923

Frequency: 1440 Kc....Power: 1000 d.; 500 n.
Owned-Operated By University of North
Dakota
Address .. Woodworth Hall, University Campus

• • • NORTH DAKOTA • • •

Phone Number 2800
Transmitter Location University Campus
Time on the Air 3 p.m. to 5 p.m. daily

Personnel

President John C. West
Business Manager J. W. Wilkerson
Program Director Charles E. Gustafson
Chief Engineer Elwin J. O'Brien
(Non-Commercial Station)

●
K I L O

GRAND FORKS—EST. 1941

COLUMBIA BROADCASTING SYSTEM

Frequency: 1440 Kc. Power: 1000 d.; 500 n.
Owned-Operated By Dalton Le Masurier
Address First National Bank Building
Phone Number 1200
Transmitter Location University of North
Dakota Campus

Time on the Air Unlimited License
News Service UP
Transcription Service Lang-Worth
Representative Headley-Reed Co.

Personnel

Owner-Station Manager Dalton Le Masurier
Commercial Manager Elmer Hanson
Program Director Helen LaVelle
Chief Announcer Jack Horner
Chief Engineer E. J. O'Brien

●
K S J B

JAMESTOWN—EST. 1937

MUTUAL BROADCASTING SYSTEM

NORTH CENTRAL BROADCASTING SYSTEM

Frequency: 1400 Kc. (App. 600) Power 250
Watts

Owned-Operated By Jamestown Broadcasting
Company, Inc.

Business Address Midland Building
Phone Numbers 100; 358
Transmitter Location 1201 First Avenue South
Time on the Air 7:30 a.m. to 10:32 p.m.;
Sundays, 8 a.m. to 10:32 p.m.

News Service AP
Representative North Central Broadcasting
System

Personnel

President John W. Boler
Station Manager B. Harland Ohde
Chief Engineer Kenneth L. Rich

●
K G C U

MANDAN—EST. 1925

MUTUAL BROADCASTING SYSTEM

NORTH CENTRAL BROADCASTING SYSTEM

Frequency: 1270 Kc. Power: 250 Watts

Owned-Operated By Mandan Radio Associa-
tion, Inc.

Business Address Mandan
Phone Numbers 631; 257
Transmitter Location South East of Mandan
Time on the Air: 6:30 a.m. to 11 p.m.; Sundays,
7 a.m. to 11 p.m.

Representative North Central Broadcasting
System

Personnel

President W. S. Russell
Station Manager M. J. Reichert

●
K L P M

MINOT—EST. 1929

MUTUAL BROADCASTING SYSTEM

NORTH CENTRAL BROADCASTING SYSTEM

Frequency: 1390 Kc. Power: 1000 Watts
Owned-Operated By John B. Cooley
Business Address Fair Block, Minot
Phone Number 1267
Studio Address Fair Block, Minot
Transmitter Location Three miles southeast of
Minot

Time on the Air: 6:30 a.m. to 10:30 p.m.; Sun-
day, 7:00 am. to 10:00 p.m.

News Service UP
Transcription Service World Broadcasting
System

Representative The Walker Company

Personnel

President John B. Cooley
Station Manager-Chief Engineer C. W. Baker
Commercial Manager E. H. Cooley
Program Director and
Chief Announcer Jack Helling
Chief Engineer C. W. Baker

●
K O V C

VALLEY CITY—EST. 1936

KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By KOVC, Inc.
Address 312 Fifth Ave.
Phone Number 408
Transmitter Location 312 Fifth Ave.
Time on the Air 98 hours weekly

Personnel

President Milton Holiday
General and Commercial

Manager Robert E. Ingstad
Sales Promotion-Program

Director George L. Brooks
Director of War Programs Bob Ingstad
Chief Engineer Charles Sjostrom

WAKR

TOWERS OVER AKRON



Basic Blue Network

5000 WATTS * DAY & NIGHT

WEED & CO.

National Representatives

OHIO

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 233-286

W A D C

AKRON—EST. 1925

COLUMBIA BROADCASTING SYSTEM

Frequency: 1350 Kc. Power: 5000 Watts
Owned-Operated By: Allen T. Simmons
Business Address: Box 830
Phone Number: Meadowbrook 3211
Studio Address: Tallmadge, Ohio
Transmitter Location: State Route No. 8, North of Akron
Time on the Air: 6:30 a.m. to 1 a.m.;
Sundays, 7:30 a.m. to 1 a.m.
News Service: UP
Transcription Service: Standard Radio
Representative: Geo. P. Hollingbery Co.

Personnel

President-Station Manager: Allen T. Simmons
Commercial-Sales Promotion Manager: R. B. Wilson
Program Director-Chief Announcer: H. H. Hageman
Publicity Director: Robert Wass
Production Manager: C. R. Jolliff
Musical Director: Charles Herr
Chief Engineer: John Aitkenhead

W A K R

AKRON—EST. 1940

BLUE NETWORK

Frequency: 1590 Kc. Power: 5000 watts
Owned-Operated By: Summit Radio Corporation
Address: First Central Tower
Phone Number: HEmlock 6151
Transmitter Location: Swarts Road, RFD, South Akron
Time on the Air: 6:30 a.m. to 1 a.m.;
Sundays, 7 a.m. to 1 a.m.
News Service: AP
Transcription Service: NBC Thesaurus
Representative: Weed & Co.

Personnel

President-Station Manager: S. Bernard Berk
Commercial Manager: Kenneth M. Keegan
Sales Promotion Manager: V. G. Berk
Program Director: Deane S. Long
Production Manager: Russell B. Wise
Chief Engineer: Wm. W. Robertson
(See Page 541)

W I C A

ASHTABULA—EST. 1937

Frequency: 970 Kc. Power: 1000 Watts
Owned-Operated By: WICA, Inc.

Address: 221 Center St.
Phone Numbers: 1211-1311
Transmitter Location: Jefferson Road, RFD
Time on the Air: Local sunrise to sunset
News Service: UP
Transcription Service: NBC Thesaurus
Representative: The Walker Co.

Personnel

President: C. A. Rowley
Manager: R. B. Rowley
Commercial Manager: Donald Fassett
Program Director: W. W. Walrath
Publicity Director: Al Newkirk
Musical Director: Mary Pavolino
Chief Engineer: George Gautney

W H B C

CANTON—EST. 1926

MUTUAL BROADCASTING SYSTEM

Frequency: 1230 Kc. Power: 250 Watts
(1000 W. after April 1, 1944)
Owned By: Brush-Moore Newspapers, Inc.
Operated By: The Ohio Broadcasting Company
Address: 550 Market Avenue, South
Phone Number: 7-166
Transmitter Location: Lakeside and 22nd
Street, N. W.
Time on the Air: 7 a.m. to 12 midnight;
Sundays, 8:30 a.m. to 12 midnight
Newspaper Affiliation: Brush-Moore News-
papers, Inc.
News Service: UP
Transcription Service: NBC Thesaurus
Representative: Burn-Smith Co., Inc.

Personnel

President: Louis H. Brush
General Manager: Felix Hinkle
Commercial-Sales Promotion Manager: Robert C. Fehlman
Director of War Programs: Elizabeth Weeks
Publicity Director: Robert C. Fehlman
Program Director: Leonard Taylor
Musical Director: Martin Alexander
Chief Engineer: Kenneth Sliker

W C K Y

CINCINNATI—EST. 1929

COLUMBIA BROADCASTING SYSTEM

Frequency: 1530 Kc. Power: 50000 Watts
Owned-Operated By: L. B. Wilson, Inc.
Address: Hotel Gibson, 5th & Walnut
Streets
Phone Number: Cherry 6565
Transmitter Location: near Crescent Springs,
Ky.
Time on the Air: 5 a.m. to 1 a.m.; Sundays
7 a.m. to 1 a.m.

News Service.....AP; UP
 Transcription Service.....Standard Radio;
 Lang-Worth
 Representative.....Free & Peters

Personnel

President and General Manager..L. B. Wilson
 Station and Commercial Mgr..Fred A. Palmer
 Promotion Manager.....Margaret Dotson
 Program-Production

Director.....Robert M. Fleming
 Director of War Programs.....Jeanette Fuller
 Musical Director.....Charles Mauthe
 Publicity Director.....Charles F. McGrath
 Studio Supervisor.....Arthur D. Gillette
 Transmitter Supervision...Harvey B. Glatstein

W C P O

CINCINNATI—EST. 1922

Frequency: 1230 Kc.Power: 250 Watts
 Owned-Operated By.....Scripps-Howard
 Address.....204 Keith B'dg., 523 Walnut St.
 Phone Number.....MAin 3314
 Transmitter Location...Daylight Building, 623
 East 6th St.
 Time on the Air.....6 a.m. to 12:15 a.m.;
 Saturdays, 6 a.m. to 2 a.m.; Sundays, 7:15
 a.m. to 12:15 p.m.

Newspaper Affiliation: The Cincinnati Post;
 Scripps-Howard Newspapers
 News Service.....UP
 Transcription Service.....Standard Radio
 Lang-Worth; Associated Music Publishers
 Representative.....The Branham Company

Personnel

President.....Jack Howard
 V.-P. & Gen. Mgr.....M. C. Watters
 Commercial Manager.....John P. Smith
 Sales Promotion Manager.....John J. Black
 Production Manager.....John G. Sweeney
 Chief Announcer.....George Kent
 Acting Chief Engineer.....Roger Wetz

W K R C

CINCINNATI—EST. 1923

MUTUAL BROADCASTING SYSTEM

Frequency: 550 Kc.Power: 5000 d.; 1000 n.
 Owned-Operated By.....The Cincinnati
 Times-Star Co.
 Address.....Hotel Alms
 Phone Number.....Woodburn 0550
 Transmitter Location.....Hotel Alms
 Time on the Air: 5:30 a.m. to 1 a.m.; Sundays,
 8 a.m. to 1 a.m.

More!
COMMERCIAL HOURS
THAN EVER BEFORE
In a Twenty Year History

WKRC

THE TIMES-STAR STATION
 550 K. C. ★ Cincinnati, Ohio

Represented Nationally by the Katz Agency.

83.9%
of WSAI's
contracts are
RENEWED
contracts!

WSAI

DIVISION OF THE CROSLY CORPORATION
CINCINNATI 2, OHIO

Newspaper Affiliation...The Cincinnati Times-Star
 News ServiceAP, UP
 Transcription Service....Lang-Worth, Standard
 RepresentativeThe Katz Agency

Personnel

PresidentHulbert Taft, Sr.
 General Manager.....Ken Church
 Sales Manager.....H. E. Fast
 Sales Promotion and Program
 ManagerJames Patt
 Musical DirectorGladys Lee
 Chief Engineer.....George Wilson

W L W

CINCINNATI—EST. 1922
 BLUE NETWORK

NATIONAL BROADCASTING CO.

Frequency: 700 Kc.....Power: 50000 Watts
 Owned-Operated By..The Crosley Corporation
 AddressCrosley Square
 Phone Number.....Cherry 1822
 Transmitter Location.....Mason, Ohio
 Time on the Air.....24 hours daily
 News Service.....AP; INS; UP; Reuters
 Transcription Service....World Broadcasting
 System; NBC Thesaurus
 National Sales Office....630 Fifth Ave., New
 York, N. Y.; 360 N. Michigan Ave., Chicago
 Representative...Spot Sales, Inc. (West Coast)

Personnel

PresidentPowel Crosley, Jr.
 Vice-President in Charge of
 BroadcastingJames D. Shouse
 V. P. and Assistant General
 ManagerR. E. Dunville
 Sales ManagerHarry Mason Smith
 Sales Manager, N. Y. Office..Warren Jennings
 Sales Manager, Chicago Office..George Clark
 Promotion Manager.....M. F. Allison
 Merchandising Manager.....Arthur Griffes
 Director of War Programs.....Katherine Fox
 Program DirectorHoward Chamberlain
 Production Manager.....Chester Herman
 Publicity DirectorWilliam L. Barlow
 Musical Director.....Milton Weiner

(See Page 310)

W S A I

CINCINNATI—EST. 1928
 BLUE NETWORK

NATIONAL BROADCASTING CO.

Frequency: 1360 Kc.....Power: 5000 Watts
 Owned-Operated By.....Crosley Corp.
 AddressCrosley Square
 Phone Number.....Cherry 1822

Transmitter Location.....Near Mt. Healthy, Ohio

Time on the Air:Unlimited License
 News Service.....AP; INS; UP; Reuters
 Transcription Service....World Broadcasting
 System; NBC Thesaurus
 Representative.....Spot Sales, Inc.

Personnel

PresidentPowel Crosley, Jr.
 Vice-President.....James D. Shouse
 General Manager.....Walter A. Callahan
 Sales ManagerW. R. Christian
 Artists' Bureau Head.....George Biggar
 Promotion Manager.....Hazel Brett Howard
 Program Director.....James Leonard
 Director of War Programs.....Kit Fox
 Production Manager.....Chester Herman
 News Editor.....William Dowdell
 Publicity Director.....Roger Baker
 Musical Director.....Milton Wiener
 Chief EngineerR. J. Rockwell

W C L E

CLEVELAND—EST. 1927

MUTUAL BROADCASTING SYSTEM

Frequency: 610 Kc.....Power: 500 Watts
 Owned-Operated By.....United Broadcasting
 Company
 Business Address.....1311 Terminal Tower
 Phone NumberPProspect 5800
 Transmitter LocationSeven Hills Village
 Time on the Air.....6:45 a.m. to local sunset
 Newspaper Affiliation.....Cleveland Plain
 Dealer

News ServiceAP
 Transcription ServiceLang-Worth,
 Associated
 RepresentativeRadio Advertising Cor-
 poration

Personnel

PresidentSterling E. Graham
 Vice-President and Station
 Manager.....H. K. Carpenter
 Assistant to Manager.....Robert D. Borland
 Sales ManagerK. K. Hackathorn
 Program Director.....C. M. Hunter
 Merchandising and Advertising
 Manager.....Robert Greenberg
 Continuity Director.....Leslie Biehl
 Production Manager and Chief
 EngineerWalter L. Davis
 Publicity Director.....Doris Neubauer
 Musical Director.....Willard Pott
 Chief Engineer.....Ralph DeLany

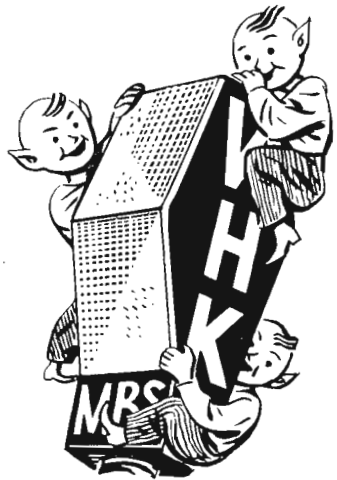
W G A R

CLEVELAND—EST. 1930

COLUMBIA BROADCASTING SYSTEM

Frequency: 1480 Kc. (1220 Authorized). Pow-
 er: 5000 d.; 1000 n. (5000 Authorized)

Confidentially— IT'S DONE WITH GREMLINS



Yep! It's "Them" again—but a special kind. Not the perverse and destructive R.A.F. breed. Ours are the kind who glamorize microphones . . . so that radio commercials simply *charm* cash-money out of the public.



Cleveland's retail merchants—who swear by the sales miracles achieved through broadcasting over WHK—have never seen our gremlins. (Neither have we; although one night our Program Director *thought* he saw one.) But RESULTS—yeah, man, we've seen them *plenty!*



And that's what counts . . . money laid on the line, cheerfully and often . . . in exchange for merchandise advertised over WHK. Cleveland retailers have put this to the test. And that's why they buy *more time on WHK than on any other leading station!*

Because it sells . . . and sells . . .
AND SELLS

WHK

is

"Retailers' Choice in Cleveland!"

Represented by Paul H. Raymer Co.

United Broadcasting Co., Operators of
WHK-WCLE, Cleveland; WHKC, Columbus

Owned-Operated By.....The WGAR Broad-
casting Company
Address Hotel Staller
Phone Number Prospect 0200
Transmitter Location.....1000 Harvard Ave.
Cuyahoga Heights, Ohio
Time on the Air.....6 a.m. to 1 a.m.
News Service UP
Transcription Service.....World Broadcasting
System
Representative... Edward Petry & Co., Inc.

Personnel

President.....George A. Richards
Vice President-General Manager..John F. Pitt
Commercial Manager.....Harry Camp
Sales Promotion Manager.....Clyde Vortman
Director of Operations.....Carl George
Program Director.....David Baylor
Publicity DirectorManuel Eisner
Production Manager-Chief
Announcer Wayne Mack
Musical Director and Artists Bureau
HeadWalberg Brown
Chief Engineer.....R. Morris Pierce

W H K

CLEVELAND—EST. 1921
MUTUAL BROADCASTING SYSTEM

Frequency: 1420 Kc.....Power: 5000 Watts
Owned-Operated By..United Broadcasting Co.
Address1311 Terminal Tower
Phone Number.....Prospect 5800
Transmitter Location ...Seven Hills Village
Time on the Air: 6:45 a.m. to 1 a.m.; (126¼
hours weekly)
Newspaper Affiliation.....Cleveland Plain
Dealer
News Service AP
Transcription Service.....Lang-Worth.
Associated, World
Representative Paul H. Raymer Co.

Personnel

PresidentSterling E. Graham
V-P & Station Manager.....H. K. Carpenter
Assistant to Manager.....Robert D. Borland
Sales Manager.....K. K. Hackathorn
Program Director.....C. M. Hunter
Merchandising and Advertising
ManagerRobert Greenberg
Continuity Director.....Leslie Biehl
Production Manager and Chief
AnnouncerWalter L. Davis
Publicity DirectorDoris Neubauer
News EditorArthur O. Beamer
Musical Director.....Willard Pott
Chief Engineer.....Ralph DeLany

W T A M

CLEVELAND—EST. 1923
NATIONAL BROADCASTING CO.

Frequency: 1100 Kc.....Power: 50000 Watts
Owned-Operated By...National Broadcasting
Co.
Business Address ...815 Superior Ave., N.E.
Phone NumberCherry 0942
Transmitter Location.....Brecksville, Ohio
Time on the Air: 5 a.m. to 1 a.m.; Sundays.
6 a.m. to 1 a.m.
News Service.....UP; AP
Transcription ServiceNBC Thesaurus;
Standard Radio
Representative.....NBC National Spot Sales

Personnel

PresidentNiles Trammell
Station ManagerVernon H. Pribble
Commercial and Sales Promotion
ManagerHoward A. Barton
Program Director.....Hal Metzger
Production ManagerFred Wilson
Publicity Director-News
Editor Bob Dailey
Director of Special Events.....Tom Manning
Musical DirectorLee Gordon
Chief Engineer.....S. E. Leonard

ANOTHER FIRST

FOR PA

AP

HOURLY NEWS
SUMMARY

PA originated hourly
news summaries on
the special AP radio
news wire.



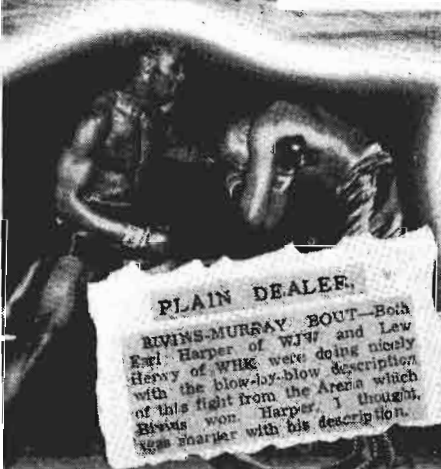
... standard equipment!

When thousands congregate . . . at ring-side prices . . . a million will listen . . . free.

WJW listens to that million listeners! Wherever crowds gather and things happen of special interest to the people, the WJW microphones are standard equipment on the job—bringing "Cleveland" closer to Clevelanders.

They serve also in bringing Clevelanders closer to WJW . . .

And should serve finally in bringing the advertiser closer to both of us.



PLAIN DEALER.
IRVINS-MURRAY BOUT—Both Earl Harper of WJW and Lew Hervey of WHK were doing nicely with the blow-by-blow description of this fight from the Arena which Bivins won. Harper, I thought, was sharper with his description.

THE CLEVELAND PRESS.
 The town's cheering-Earl Harper's broadcast of the Charity Fights over WJW the other night. Although we didn't hear him, as we were at the best sports job turned in over the local kilocycles in a long while. Congratulations on a big-time sportscast, Earl.

CLEVELAND NEWS
 Earl Harper, sportscaster for WJW, newscaster to town, did a swell job in broadcasting the Bivins-Murray bout at the News Christmas boxing show last night. His non-hysterical description was easy to follow and gave the listener a good picture of what was happening in the ring.



BASIC
Blue Network
 CLEVELAND, O.

850 KC
5000 Watts
 DAY AND NIGHT

REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

W J W

CLEVELAND—EST. 1943

BLUE NETWORK

Frequency: 850 Kc. Power: 5000 Watts
 Owned By WJW, Inc.
 Operated By William M. O'Neil
 Address WJW Building, Playhouse Square
 Phone Number Superior 0101
 Transmitter Location North Royalton, Ohio
 Time on the Air 6 a.m. to 1 a.m.
 News Service UP
 Transcription Service Standard
 Representative Headley-Reed Co.

Personnel

President and Station Manager William M. O'Neil
 Commercial Manager Harold W. Waddell
 Sales Promotion and Merchandising Manager Ben Stiller
 Program Director Edward N. Palen
 Production Manager Arden Gifford
 Publicity Department Earl Harper
 Musical Director Donald Kayler
 Chief Engineer Gerold G. Roberts

W B N S

COLUMBUS—EST. 1921

COLUMBIA BROADCASTING SYSTEM

Frequency: 1460 Kc. Power: 5000 d.; 1000 n.
 Owned-Operated By WBNS, Incorporated
 Address 33 North High Street
 Phone Number Adams 9265
 Transmitter Location 1035 Barnett Rd.
 Time on the Air 6 a.m. to 1 a.m.
 News Service AP
 Transcription Service Standard Radio
 Representative John Blair & Company

Personnel

President Robert H. Wolfe
 Chairman of the Board Edgar T. Wolfe
 Sales and Commercial Manager W. I. Orr
 National Sales Manager Don Burrows
 Program Director Jack Price
 Production Manager Tom DeVore
 Chief Announcer Irwin A. Johnson
 Musical Director Lowell Riley
 Promotion Manager Jim Yerian
 Publicity Director Jerome R. Reeves
 Chief Engineer Lester H. Natzger

W C O L

COLUMBUS—EST. 1934

BLUE NETWORK

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By WCOL, Inc.
 Business Address 33 North High St.
 Phone Number Main 4581
 Transmitter Location 33 North High St.

Time on the Air: 6 a.m. to 1 a.m.; Sundays, 8 a.m. to 1 a.m.

News Service INS
 Transcription Service NBC Thesaurus and Lang-Worth

Representative Weed & Company

Personnel

President K. B. Johnston
 Station-Commercial Manager Neal Smith
 Program Director Wallace Beavers
 Production Manager Bill Wallace
 Publicity-Musical Director Janice Hagerty
 Chief Engineer James E. Lowe

W H K C

COLUMBUS—EST. 1921

MUTUAL BROADCASTING SYSTEM

Frequency: 640 Kc. Power: 500 Watts
 Owned-Operated By United Broadcasting Co.

Address 22 East Gay St.
 Phone Number Adams 1101
 Transmitter Location 901 Obetz Road
 Time on the Air: 6 a.m. to local sunset, Los Angeles, Calif.

Newspaper Affiliation Cleveland Plain Dealer

News Service UP
 Transcription Service Lang-Worth
 Representative Radio Advertising Corp.

Personnel

President Sterling Graham
 General Manager Carl M. Everson
 Commercial and Sales Promotion Manager Harry H. Hoessly
 Program Director-Production Manager John Moses
 Publicity Director Rosalind Millstone
 Chief Announcer Bernard J. Sweeney
 Artists Bureau Head-Musical Director Abram Ruvinsky
 Chief Engineer J. E. Anderson
 Record MC Robert Smith

W O S U

COLUMBUS—EST. 1921

Frequency: 820 Kc. Power: 5000 Watts
 Owned-Operated By Ohio State University
 Business Address Columbus
 Phone Numbers: University 3148; Extension 711

Studio Address Campus
 Transmitter Location: University Golf Course, 3 miles northwest of Columbus

Time on the Air Limited time, to sunset at Dallas, Texas

News Service UP
 Transcription Service Lang-Worth

Personnel

President Howard L. Bevis

Station Director..... R. C. Higgy
 Program Director..... C. W. Pettegrew
 Production Manager..... Edgar Sprague
 Publicity Director..... H. K. Schellenger
 Chief Announcer..... Bert Stille
 Musical Director..... Ann Charles
 Chief Operator..... C. H. Boehnker
 (Non-Commercial Station)

WHIO

DAYTON—EST. 1935

COLUMBIA BROADCASTING SYSTEM

Frequency: 1290 Kc..... Power: 5000 Watts
 Owned-Operated By.. Miami Valley Broadcast-
 ing Corporation
 Business Address..... 45 South Ludlow Street
 Phone Number..... ADams 2261
 Transmitter Location.. Hempstead Road (R.R.
 No. 2—Box 292 A, Dayton, Ohio)
 Time on the Air: 5:45 a.m. to 12:15 a.m.;
 Saturdays, 5:45 a.m. to 1:05 a.m.; Sundays,
 8 a.m. to 12:15 a.m.
 Newspaper Affiliations: Dayton Daily News;
 Springfield (O.) News and Sun; Atlanta Jour-
 nal; Miami Daily News
 News Service..... UP, INS, Reuters

Transcription Service..... Standard Radio
 Representative..... George P. Hollingbery Co.

Personnel

President..... James M. Cox, Jr.
 General Manager..... Robert Moody
 Assistant General Manager... Lester Spencer
 Sales Promotion Manager... Arthur Tomsett
 Program-Production
 Manager..... William Hamilton
 Publicity Director..... Garland Baldwin
 Musical Director..... Henry Lange
 Chief Announcer..... Wesley Bouslog
 Chief Engineer..... Ernest L. Adams

WING

DAYTON—EST. 1924

BLUE NETWORK

OHIO BROADCASTING SYSTEM

Frequency: 1410 Kc..... Power: 5000 Watts
 Owned-Operated By.. Great Trails Broadcasting
 Corporation
 Address..... 121 North Main Street
 Phone Number..... ADams 3288-89-80
 Transmitter Location..... Shaker Road
 Time on the Air..... 6 a.m. to 1 a.m.
 News Service..... AP

Ask ANY Daytonian

The Dayton market is filled with a great variety of people, but you'll find they have one thing in common—They like WHIO because of the fine CBS programs and interesting local features—plus complete and reliable news coverage through U.P., I.N.S. and Reuters.



WHIO IS
THE DAYTON MARKET

5000 WATTS • BASIC CBS
 G. P. HOLLINGBERY CO.,
 Representatives
 HARRY E. CUMMINGS,
 Southeastern Representative

Transcription Service.....Lang-Worth, NBC
 Thesaurus
 Representative.....Weed & Company

Personnel

Chief Executive and General
 Manager.....Ronald B. Woodyard
 Program Production Director.....Lin Mason
 Merchandising-Publicity.....Virginia North
 Musical Director.....Charles Reeder
 Chief Engineer.....Paul Braden

W F I N

FINDLAY—EST. 1941

Frequency: 1330 Kc.....Power: 1000 Watts
 Owned-Operated By..Findlay Radio Company
 Business Address...500½ South Main Street
 Phone Number.....Main 1330
 Transmitter Location.....Williams Road
 Time on the Air:6:30 a.m. to local sunset;
 Sundays, 7:30 a.m. to local sunset
 News Service.....INS
 Transcription Service.....Lang-Worth;
 Standard Radio

Personnel

General Manager.....Fred R. Hover
 Sales Representatives.....Dick Davis,
 M. C. Clark
 Announcers.....Charles Lipker,
 Fritz Sorenson
 Musical Director.....Barbara J. Tynor
 Chief Engineer.....Edgar Smith

W L O K

LIMA—EST. 1938

NATIONAL BROADCASTING CO.

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....The Fort Industry
 Company
 Address.....506 New Center Bldg., De-
 troit, Michigan
 Phone Number.....93161, Lima;
 Trinity 17700, Detroit
 Transmitter Location.....1424 Rice Avenue
 Time on the Air: 7 a.m. to 12 midnight; Sun-
 days, 8 a.m. to 12 midnight
 News Service.....AP
 Transcription Services.....Standard Radio;
 Lang-Worth
 Representative.....Headley-Reed Co.

Personnel

President.....George B. Storer
 (on leave with armed forces)
 Vice-President-General Manager...J. H. Ryan
 Managing Director.....Ralph Elvin
 Commercial Manager.....C. B. Heller
 Program Director.....Frank D. Heibeck
 Promotion-Publicity Director.....Ralph Elvin
 Chief Announcer.....Charles Grady
 Chief Engineer.....Jack E. Bannon

W M A N

MANSFIELD—EST. 1939

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Richland, Inc.
 Address.....144½ Park Avenue West
 Phone Numbers.....4235-6
 Transmitter Location..Corner Longview Ave.
 and No. Main St.
 Time on the Air: 7 a.m. to 10 p.m.; Sundays,
 9 a.m. to 9 p.m.
 News Service.....UP
 Transcription Service.....Standard Radio
 Representative.....Headley-Reed Co.

Personnel

President.....M. F. Rubin
 Vice-President-General
 Manager.....Orville E. Fields
 Secretary.....Thos X. Dunigan
 Treasurer.....Marie W. Vandegrift
 Program Director-Chief
 Announcer.....Richard Cram
 Publicity Director.....Robert Horn
 Musical Director.....Earl Black
 Chief Engineer.....Perry Wilson

W M R N

MARION—EST. 1940

BLUE NETWORK

KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By..The Marion Broadcasting
 Company
 Address.....North Main Street
 Phone Number.....2516
 Transmitter Location.....North Main Street
 Time on the Air: 7 a.m. to 10:45 p.m.; Sun-
 days, 8 a.m. to 10:45 p.m.
 News Service.....UP
 Transcription Service.....NBC Thesaurus,
 Standard

Personnel

President-Station Manager....Robert T. Mason
 Commercial Manager.....Geo. A. Speese
 Sales Promotion Manager.....A. T. Turnbull
 Program Director.....Louis T. Marsh
 Production Manager.....Madge L. Cooper
 Chief Announcer.....A. C. Parlin
 Artists Bureau Head.....Robert E. Gross
 Musical Director.....Anna Mae Spano
 Chief Engineer.....S. Robert Morrison

W P A Y

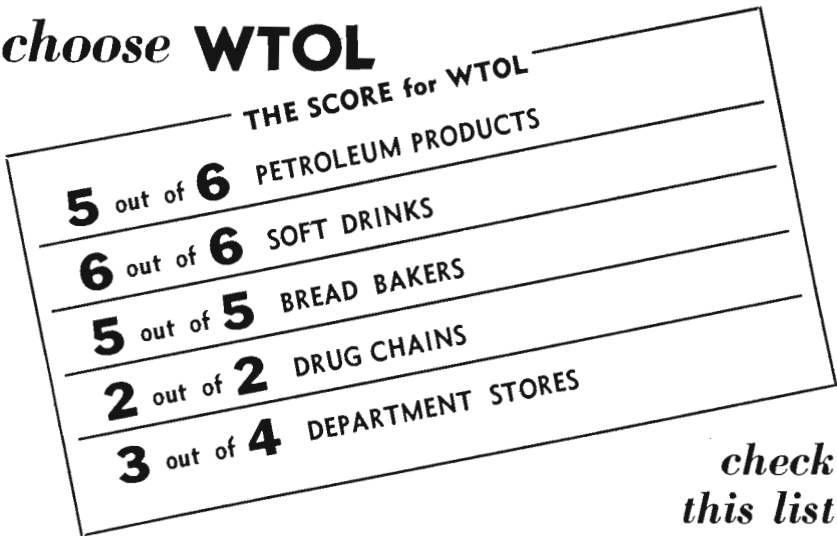
PORTSMOUTH—EST. 1935

MUTUAL BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By..Scioto Broadcasting Co.
 Address.....1009 Gallia St.
 Phone Number.....1010
 Transmitter Location.....1009 Gallia St.

the proof of the pudding...

21 of 23 accounts in 5 major industries choose WTOL



check this list of Leaders

SOFT DRINKS

Coca-Cola
Dad's Root Beer
Spur
Pepsi-Cola
Hires Root Beer
Variety Club

BAKERIES

Bond Bread
Jersey Gold
Sherlock Bky.
Taystee Bread
Wonder Bread

GAS & OIL

Hi-Speed
Fleetwing
Sohio
Sunoco
Texaco

DEPT. STORES

LaSalle & Koch
The Lion Store
Tiedtke's

DRUG CHAINS

Lane Drug Co.
Walgreen Co.

**Basic
Blue**

WTOL

TOLEDO

ARCH. SHAWD
Ex. Vice-President

Represented nationally by RADIO ADVERTISING CORPORATION

Time on the Air: 7 a.m. to 11 p.m.; Sundays,
7:30 a.m. to 11 p.m.

Newspaper Affiliation.....Portsmouth Times
News Service.....UP
Transcription Service.....Lang-Worth

Personnel

President.....Chester A. Thompson
Station Manager.....Paul Wagner
Program Director.....Pat Hooley
Chief Engineer.....Maurice Myers

W I Z E

SPRINGFIELD—EST. 1940

THE BLUE NETWORK

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Radio Voice of
Springfield, Inc.

Address.....115 West High Street
Phone Number.....4955
Transmitter Location.....Springfield
Time on the Air.....6 a.m. to 12 midnight
News Service.....UP
Transcription Service.....NBS Thesaurus
Representative.....Weed & Co.

Personnel

President.....Charles Sawyer
Exec. Vice-President.....Ronald B. Woodyard
General Manager.....Reggie Martin
Promotion-Publicity.....Ernestine Beebe
Program Director.....Ad Karns
Chief Announcer.....Richard Huber
Chief Engineer.....Arthur Martin

W S T V

STEBENVILLE—EST. 1940
MUTUAL BROADCASTING SYSTEM
VICTORY NETWORK
TRI-STATE NETWORK

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....The Valley Broadcasting
Company

Business Address...Exchange Realty Building
Phone Number.....2-6265-66-67
Transmitter Location.....Altamont Heights
Time on the Air.....7 a.m. to 1 a.m.
News Service.....UP
Transcription Service.....Standard
Representative.....Spot Sales, Inc.

Personnel

General and Commercial Mgr...John J. Laux
Program-Publicity Director.....John L. Merdian
Chief Announcer.....Don O'Brien
Chief Engineer.....Joseph Troesch

W S P D

TOLEDO—EST. 1921
NATIONAL BROADCASTING CO.

Frequency: 1370 Kc.....Power: 5000 Watts
Owned-Operated By.....The Fort Industry Co.

Address...Broadcast Building, 136 Huron St.
Phone Number.....ADams 3175
Transmitter Location: Oregon Road, East Toledo
Time on the Air.....6 a.m. to 12:05 a.m.
News Services.....AP; INS
Transcription Service.....NBC Thesaurus
Representative.....The Katz Agency

Personnel

President.....George B. Storer
Vice President.....J. Harold Ryan
Managing Director.....E. Y. Flanigan
Sales Promotion Manager.....W. F. Shannon
Program Director.....Glenn Jackson
Publicity Director.....Al Ruhfel
Chief Engineer.....William Stringfellow

W T O L

TOLEDO—EST. 1938

THE BLUE NETWORK

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By...The Community Broad-
casting Company

Address.....Bell Building
Phone Number.....Adams 3291
Transmitter Location.....Bell Building
Time on the Air.....Unlimited license
News Service.....UP
Transcription Services...Associated Music Pub-
lishers; Standard Radio
Representative.....Radio Advertising Corp.

Personnel

President.....Frazier Reams
Vice President-General Manager...Arch Shawd
Commercial Manager.....Gard Wallace
Sales Promotion Manager.....John Morgan
Program Director.....Jean Wright
Production Manager.....Charles Halteman
Publicity Director.....Marie Huffman
Chief Engineer.....John Sheehan

W R R N

WARREN—EST. 1941

MUTUAL BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Nied & Stevens
Address.....2nd National Bank Building
Phone Number.....4490

Time on the Air...6:45 a.m. to 12 midnight
Transmitter Location...710 Main Avenue, S. W.
News Service.....UP
Transcription Service.....Lang-Worth
Representative.....Burn-Smith Company, Inc.

Personnel

Owners.....Frank T. Nied, Perry H. Stevens
General Manager.....J. M. O'Hara
Commercial Manager.....E. J. Pryor
Program Director.....David C. Hale
Chief Engineer.....Charles J. Hurton

~~W F M J~~
The Youngstown Market

More Listeners Per Dollar

in the

28th *U. S. Metropolitan
District**

* J. Walter Thompson Research Dept.

Subscriber to C. E. Hooper, Inc.

WFMJ carries MORE Local Advertising, MORE Local News,
MORE Public Service Features than any other station serving
the rich Youngstown and Mahoning Valley steel center.

BLUE Network Basic Supplementary

W F M J
Youngstown, Ohio

Healey-Reed National Representatives—New York, Chicago, Detroit, Atlanta, San Francisco.

W F M J

YOUNGSTOWN—EST. 1939

THE BLUE NETWORK

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By...WFMJ Broadcasting Co.
 Address.....101 W. Boardman St.
 Phone Number.....34121
 Transmitter Location...101 W. Boardman St.
 Time on the Air.....6 a.m. to 12 midnight;
 Saturdays, 6 a.m. to 1 a.m.; Sundays, 7 a.m.
 to 12 midnight

Newspaper Affiliation.. Youngstown Vindicator
 News Service.....AP; UP
 Transcription Services.....Lang-Worth;
 Standard Radio
 Representative.....Headley-Reed Company

Personnel

Owner-Station Manager.. William F. Maag, Jr.
 Program Director.....Robert B. Mackall
 Chief Announcer.....Fred Joyner
 Musical Director.....Col. L. R. Boals
 Chief Engineer.....Frank Dieringer

W K B N

YOUNGSTOWN—EST. 1926

COLUMBIA BROADCASTING SYSTEM

Frequency: 570 Kc. Power: 5000 Watts
 Owned-Operated By...WKBN Broadcasting
 Corp.
 Address.....17 N. Champion St.
 Phone Number.....4-2122
 Transmitter Location.....3430 Sunset Blvd.
 Time on the Air.....6 a.m. to 12 midnight
 Newspaper Affiliation.. Cleveland Plain Dealer

News Service.....UP
 Transcription Services... World; Lang-Worth
 Representative.....Paul H. Raymer Co.

Personnel

President and Gen. Mgr. W. P. Williamson, Jr.
 Station-Commercial Manager.....J. L. Bowden
 Program Director.....Gene Trace
 Production Manager.....Karl Bates
 Publicity Director.....Gilbert Simon
 Artists' Bureau Head.....Gene Trace
 Musical Director.....Dwight Merriam
 Chief Engineer.....B. T. Wilkins

W H I Z

ZANESVILLE—EST. 1924

NATIONAL BROADCASTING CO.

Frequency: 1240 Kc. Power: 250 Watts
 Owned By...Southeastern Ohio Broadcasters,
 Inc.
 Operated By.....Fort Industry Company
 Address.....North Fifth St.
 Phone Number.....6000
 Transmitter Location.....Newark Road
 Time on the Air: 7 a.m. to 12:05 p.m.; Sundays,
 8 a.m. to 11 p.m.

News Service.....AP
 Transcription Service.....Standard Radio
 Representative.....John Blair & Company

Personnel

President.....Goerge Storer
 Managing Director.....Allen L. Haid
 Production Manager.....Bob Christopher
 Program Director-Chief
 Announcer.....Ivan Harnew
 Chief Engineer.....Wm. Hunt

OKLAHOMA

*For Latest U. S. Census Population And Radio Homes Data And
 Statistics on "Shifting Population" Please Turn To Pages 233-286*

K A D A

ADA—EST. 1934

**THE BLUE NETWORK
 OKLAHOMA NETWORK**

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By.....Dr. C. C. Morris
 Address.....207 First Nat'l Bank Bldg.
 Phone Number.....1212
 Transmitter Location.....North Broadway
 Time on the Air.....6:30 a.m. to 11 p.m.;
 Sundays, 7 a.m. to 11 p.m.
 News Service.....UP
 Representative.....Radio Advertising Corp.

Personnel

Owner.....Dr. C. C. Morris
 Manager.....H. Weldon Stamps

Commercial Manager.....LeRoy W. Moses
 Program Director.....Grace Cowell
 Chief Engineer.....Harold Walker

K V S O

ARDMORE—EST. 1935

**THE BLUE NETWORK
 KEYSTONE BROADCASTING SYSTEM
 OKLAHOMA NETWORK**

Frequency: 1240 Kc. Power: 250 d.; 100 n.
 Owned-Operated By.....Ardmoreite Publish-
 ing Co.
 Business Address.....Hotel Ardmore
 Phone Number.....3030
 Studio Address.....Hotel Ardmore
 Transmitter Location.....Chickasaw & North-
 west Blvd.

Time on the Air.....Unlimited License
 Newspaper Affiliation.....Daily Ardmoreite
 News Service.....UP
 Representative.....Radio Advertising Corp.

Personnel

General Manager.....Albert Riesen
 Commercial Manager.....Hillis Bell
 Musical Director.....Dolly Dutton
 Chief Engineer.....C. M. Milner

K W O N

BARTLESVILLE—EST. 1942

MUTUAL BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Bartlesville Broadcasting Co.

Business Address...Union Natl. Bank Bldg.
 Phone Number.....1400
 Studio Address.....Union National Bank Bldg.

Transmitter Location.....Dewey Road
 Time on the Air.....6:30 a.m. to 10:45 p.m.
 News Service.....AP

Personnel

Vice-President-General Manager..J. Fred Case
 Commercial Manager...Clyde B. Worthington
 Program Director.....Jim Case
 Chief Announcer.....D. D. Frieday
 Musical Director.....Martha Boucher
 Chief Engineer.....E. Dallas DeGraffenreid

K A S A

ELK CITY—EST. 1932

KEYSTONE BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power 100 Watts
 Owned-Operated By.....E. M. Woody
 Address.....Casa Grande Hotel
 Phone Number.....730
 Transmitter Location.....Casa Grande Hotel
 Time on the Air.....6:15 a.m. to 7 p.m.;
 Sundays, 7:45 a.m. to 6 p.m.

News Service.....AP
 Transcription Service.....Keystone Broadcasting System

Personnel

President.....E. M. Woody
 Station-Commercial Manager...F. E. Mayhew
 Program Director-Chief Announcer Joe Fenter
 Chief Engineer.....G. W. Patterson

K C R C

ENID—EST. 1926

**THE BLUE NETWORK
 OKLAHOMA NETWORK**

Frequency: 1390 Kc.....Power: 1000 Watts
 Owned-Operated By.....Enid Radiophone Co.
 Business Address..Willow & Kennedy Sts.
 Phone Number.....447

Transmitter Location.....Willow & Kennedy Sts.

Time on the Air.....6:30 a.m. to 11 p.m.;
 Sundays, 7 a.m. to 11 p.m.

Newspaper Affiliation...Enid Morning News;
 Enid Daily Eagle

News Service.....AP
 Transcription Service.....Standard
 Representative.....Radio Advertising Corp.

Personnel

President-Station Manager...Milton B Garber
 Commercial Manager.....H. P. Hale
 Program Director.....Marjorie Christopher
 Publicity Director.....Marjorie Hromas
 Chief Announcer.....Ted Cramer
 Chief Engineer.....Paul Snell

K S W O

LAWTON—EST. 1941

KEYSTONE BROADCASTING SYTEM

Frequency: 1150 Kc.....Power: 250 Watts
 Owned-Operated By.....Carver & Ross Radio Broadcasters

Business Address.....Box 984
 Phone Number.....2370
 Studio Address.....17th & E. Streets
 Transmitter Location.....17th & E. Streets
 Time on the Air.....Daytime license
 News Service.....UP
 Transcription Service.....NBC Thesaurus

Personnel

President.....Dr. Willard Carver
 Station and Commercial Manager..Byrne Ross
 Sales Promotion Manager-Chief
 Announcer.....Hoke Ross
 Program-Musical Director.....Winifred Ross
 Chief Engineer.....W. E. Billington

K B I X

MUSKOGEE—EST. 1936

**THE BLUE NETWORK
 OKLAHOMA NETWORK**

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By:

Oklahoma Press Publishing Co.
 Business Address.....P. O. Box 1512
 Phone Number.....303
 Studio Address.....Barnes Building
 Transmitter Location.....Barnes Building
 Time on the Air.....6:30 a.m. to 12 midnight
 Newspaper Affiliation.....Muskegee Daily
 Phoenix & Times Democrat
 News Service.....AP
 Representative.....Radio Advertising Co.

Personnel

President.....Tams Bixby, Jr.
 General and Commercial Mgr...Jimmie Barry
 Program Director.....Sally Miller
 Director of War Programs.....Lowell Clark
 Chief Engineer.....D. W. Hoisington

W N A D

NORMAN—EST. 1922

Frequency: 640 Kc. Power: 1000 Watts
 Owned-Operated By: University of Oklahoma
 Business Address: University of Oklahoma
 Phone Number: 900; Station No. 124
 Studio Address: Student Union Bldg.
 Transmitter Location: East Stadium
 Time on the Air: Daytime License
 News Service: UP

Personnel

Station Director: Virginia Hawk
 Musical Director: Roger Goeb
 Production Manager: John W. Dunn
 Technical Supervisor: Clyde Farrar
 (Non-Commercial Station)

K O C Y

OKLAHOMA CITY—EST. 1923

MUTUAL BROADCASTING SYSTEM

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By: Plaza Court Broad-
 casting Co.

Address: Plaza Court
 Phone Number: 3-4333
 Transmitter Location: Plaza Court
 Time on the Air: 6:30 a.m. to 11:30 p.m.
 News Service: AP
 Transcription Service: Associated Music
 Publishers: Standard Radio; NBC Thesaurus
 Representative: Burn-Smith Co.

Personnel

President: John D. Thomas
 Manager: M. H. Bonnebrake
 Commercial Manager: George Tarter
 Program Director: Lou Maystrik
 Production Manager: Paul Duncan
 Chief Engineer: Harold Durham

K O M A

OKLAHOMA CITY—EST. 1932

(as KFJF—1923)

COLUMBIA BROADCASTING SYSTEM

Frequency: 1520 Kc. Power: 5000 Watts
 Owned-Operated By: KOMA, Inc.
 Address: Biltmore Hotel
 Phone Number: 2-3291
 Studio Address: 24th Floor, Biltmore Hotel
 Transmitter Location: 7½ miles north of Okla-
 homa City
 Time on the Air: 5:55 a.m. to 12 midnight; Sun-
 days, 7 a.m. to 12 midnight
 News Service: UP
 Transcription Service: Associated Music
 Publishers: NBC Thesaurus
 Representative: Free & Peters

Personnel

President: J. T. Griffin
 Station Manager: Kenyon Brown

Commercial Manager: C. A. Minor, Jr.
 Production-Program Director: Paul Bunning
 Promotion-Publicity Director: David Wolfe
 Chief Announcer: Paul Bunning
 Musical Director: Clarence Reynolds
 Chief Engineer: M. W. Thomas

K T O K

OKLAHOMA CITY—EST. 1927

BLUE NETWORK
 OKLAHOMA NETWORK

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By: Oklahoma Broad-
 casting Company, Inc.

Business Address: 2004 Apco Tower
 Studio Address: 1800 West Main
 Phone Number: 3-8352
 Transmitter Location: 1800 West Main
 Time on the Air: 6:30 a.m. to 11:30 p.m.; Sun-
 days, 7 a.m. to 11:30 p.m.

News Service: AP
 Transcription Service: World; Lang-Worth
 Representative: Radio Advertising Co.

Personnel

President: Harold V. Hough
 Station Manager: Robert D. Enoch
 Commercial Manager: Frank J. Lynch
 Promotion-Publicity Director: Lucien D. Lindsey
 Musical-War Program Director: Harold Shreve
 Chief Engineer: Clifford Easum

W K Y

OKLAHOMA CITY—EST. 1928

NATIONAL BROADCASTING COMPANY

Frequency: 930 Kc. Power: 5,000 d.; 1,000 n.
 Owned By: Oklahoma Publishing Co.
 Operated By: WKY Radiophone Co.
 Address: Skirvin Tower Hotel
 Phone Number: 3-4306
 Transmitter Location: Highway No. 66
 Time on the Air: 6 a.m. to 11:30 p.m.; Sun-
 days, 8 a.m. to 11:30 p.m.

Newspaper Affiliation: Daily Oklahoman;
 Oklahoma City Times; The Farmer Stock-
 man

News Service: AP
 Transcription Service: Standard Radio
 Representative: The Katz Agency

Personnel

President: E. K. Gaylord
 Secretary-Treasurer: Edgar T. Bell
 Station Manager: Gayle V. Grubb
 Commercial Manager: Ralph Miller
 Program Director: John I. Prosser
 Continuity Director: George Hamaker
 Director of Child Education: Edyth Wallace
 Chief Announcer: Ben Morris
 News Editor: Dow Mooney
 Musical Director: Allan Clark
 Traffic Manager: Daryl McAllister
 Chief Engineer: Herman Lovell

K H B G

OKMULGEE—EST. 1937

KEYSTONE BROADCASTING SYSTEM

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By: Okmulgee Broadcasting Corp.
 Address: McCulloch Bldg.
 Phone Number: 3646
 Transmitter Location: Okmulgee
 Time on the Air: Unlimited license
 News Service: UP
 Transcription Service: Lang-Worth; Keystone

Personnel

President-Manager: Pat Buford
 Commercial-Sales Promotion Manager: Lucille Buford
 Program-Production Director: Nova Clarke
 Chief Announcer: Bob Greenwood
 Chief Engineer: Chester Ludwick

W B B Z

PONCA CITY—EST. 1927

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By: Adelaide Carrell
 Address: 615 West Grand Avenue
 Phone Number: 2949
 Transmitter Location: 615 Grand Avenue
 Time on the Air: Unlimited license

Personnel

Managing Director: A. L. Carrell

K G F F

SHAWNEE—EST. 1930

BLUE NETWORK
 OKLAHOMA NETWORK

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By: KGFF Broadcasting Co.
 Address: Aldridge Hotel
 Phone Number: 4390
 Transmitter Location: Shawnee Country Club
 Time on the Air: 6:30 a.m. to 12 midnight; Sundays, 7 a.m. to 12 midnight
 Newspaper Affiliation: Stauffer Publications
 News Service: AP
 Representative: Radio Advertising Co.

Personnel

President: Oscar Stauffer
 Secretary-Treasurer and General Manager: Joseph W. Lee
 Commercial Manager: Maxine Eddy
 Promotion-Publicity Director: Mary Alyce Moore
 Continuity Editor: Mary Douglas Lee
 Chief Announcer: Jean Quillin
 Chief Engineer: Salvatore Ricciotti

K O M E

TULSA—EST. 1938

BLUE NETWORK
 MUTUAL BROADCASTING SYSTEM
 OKLAHOMA NETWORK

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By: Oil Capital Sales Corp.
 Address: Radio Bldg., 910 S. Boston
 Phone Number: 3-4121
 Transmitter Location: 3904 S. Newport
 Time on the Air: Unlimited
 News Service: AP
 Transcription Service: Standard Radio
 National Representative: Joseph Hershey McGillyra, Inc.

Personnel

President: Harry Schwartz
 General Manager: Harold Grimes
 Nat'l Adv. Manager and Counselor: Fred Schwartz
 Commercial Manager: Lee Abbott
 Sales Promotion-Publicity Manager: Margie Lea Hawkins
 Program Director: George Lanham
 Continuity Director: Lucille Burns
 Traffic Manager: Mary Corkill
 Musical Director: Alene Campbell
 Chief Engineer: Bob Dryden
 Record MC: Bill Taylor

K T U L

TULSA—EST. 1934

COLUMBIA BROADCASTING SYSTEM

Frequency: 1430 Kc. Power: 5000 Watts
 Owned-Operated By: Tulsa Broadcasting Company, Inc.
 Address: National Bank of Tulsa Bldg.
 Phone Number: 2-3191
 Studio Address: National Bank of Tulsa Bldg.
 Transmitter Location: Turley, Okla.
 Time on the Air: 5:45 a.m. to 11:30 p.m.; Sundays, 7 a.m. to 11 p.m.
 News Service: UP
 Transcription Service: World Broadcasting; Langworth
 Representative: Free & Peters

Personnel

President: J. T. Griffin
 General Manager: John Esau
 Sales Manager: R. P. Akin
 Program Director: Eddie McKeen
 Publicity Director: Billee Chandler
 Continuity Chief: Bernice Ash
 Production Manager-Chief Announcer: Leslie Scott
 Musical Director: Lillian Smithline
 Chief Engineer: Robert Snider

K V O O

TULSA—EST. 1926

NATIONAL BROADCASTING CORPORATION
 Frequency: 1170 Kc. Power: 50000 Watts
 Owned-Operated By: Southwestern Sales Corporation
 Address: Philtower Bldg.
 Phone Number: 2-2254
 Transmitter Location: 10 miles east of Tulsa on U. S. Highway No. 66
 Time on the Air: 5:55 a.m. to 11:30 p.m.; Saturday, 5:55 a.m. to 1 a.m.; Sunday, 7 a.m. to 11:30 p.m.
 News Service: INS

Transcription Service: Standard Radio; Lang-Worth
 Representative: Edward Petry & Co.

Personnel

President: P. Q. Proctor
 Vice President-General Manager: William B. Way
 Commercial Manager: Gustav Brandborg
 Publicity-Sales Promotion Manager: Manton Marrs
 Program-Production Director: Allan Page
 Chief Announcer: Bud Jackson
 Musical Director: Joe O'Neill
 Chief Engineer: L. W. Stinson

OREGON

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 233-286

K W I L

ALBANY—EST. 1941

MUTUAL BROADCASTING SYSTEM
 DON LEE BROADCASTING SYSTEM
 PACIFIC BROADCASTING CO.

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By: Central Willamette Broadcasting Company
 Business Address: 15th and Elm Streets
 Phone Number: 870
 Transmitter Location: 15th and Elm Streets
 Time on the Air: Unlimited License
 Newspaper Affiliation: Albany Democrat Herald
 News Service: UP
 Transcription Service: Standard Radio
 Representative: John Keating

Owned-Operated By: Astoria Broadcasting Co.
 Address: 1006 Taylor Avenue
 Phone Number: 95
 Transmitter Location: 1006 Taylor Avenue
 Time on the Air: 7 a.m. to 12 midnight
 Newspaper Affiliation: Astorian-Budget
 News Service: UP
 Transcription Service: Standard Radio

Personnel

President: M. R. Chessman
 Station Manager: L. E. Parsons
 Commercial Manager: R. D. Holmes
 Program Director: Mary Juhlin
 Chief Engineer: James M. Titus

K B K R

BAKER—EST. 1939

KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By: Baker Broadcasting Co.
 Address: 1st and Court Streets
 Phone Number: 140
 Transmitter Location: Baker
 Time on the Air: 7 a.m. to 10 p.m.
 News Service: UP
 Transcription Service: NBC Thesaurus; C. P. MacGregor.
 Representative: Homer Owen Griffith, John Keating

Personnel

President-Station Manager: Glenn McCormick
 Commercial Manager: L. Landrap
 Program Director: B. McCard
 Director of War Programs: Grace Baer
 Chief Announcer: Kenny Lockwood
 Chief Engineer: Sidney Williams

K A S T

ASTORIA—EST. 1935

MUTUAL BROADCASTING SYSTEM
 DON LEE BROADCASTING SYSTEM
 PACIFIC BROADCASTING CO.

Frequency: 1230 Kc. Power: 250 Watts

K B N D

BEND—EST. 1938

KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By: The Bend Bulletin
 Address: 1121 Wall St.
 Phone Number: 848
 Transmission Location: 1121 Wall St.
 Time on the Air: 7 a.m. to 10 p.m.
 Newspaper Affiliation: Bend Bulletin
 News Service: UP
 Transcription Services: Standard Radio;
 Lang-Worth; Keystone Broadcasting System

Personnel

Station Manager: Frank H. Loggan
 Commercial Manager: Kessler Cannon
 Chief Technician: Wallace Guthrie

K O A C

CORVALLIS—EST. 1925

Frequency: 550 Kc. Power: 5000 d.; 1000 n.
 Owned by: State of Oregon
 Operated By: Oregon State System of Higher
 Education
 Address: Corvallis, Oregon
 Phone Number: 526
 Studio Addresses: Corvallis; Eugene
 Transmitter Location: Granger, Corvallis
 Time on the Air: 10 a.m. to 10 p.m.
 News Service: UP
 Transcription Service: NBC Thesaurus

Personnel

Program Director: Allen Miller
 Publicity Director: Ray Hamby
 Director of Women's
 Programs: Zelta Rodenwald
 Musical Director: Richard E. Fuson
 Chief Engineer: Grant S. Feikert
 (Non-Commercial Station)

K O D L

THE DALLES—EST. 1940

KEYSTONE BROADCASTING SYSTEM

Frequency: 1230 Kc. Power: 250 d.; 100 n.
 Owned-Operated By: Western Radio Corp.
 Address: Scenic Drive
 Phone Number: 2300
 Transmitter Location: The Dalles
 Time on the Air: 8 a.m. to 10 p.m.; Sundays,
 9 a.m. to 9 p.m.
 Transcription Service: C. P. MacGregor,
 Keystone

News Service: UP
 Representative: John Keating

Personnel

President-Station Manager:
 V. Barney Kenworthy
 Local Manager: Glenn Howell

K O R E

EUGENE—EST. 1927

MBS—DON LEE BROADCASTING SYSTEM

Frequency: 1450 Kc. Power: 250 Watts
 Owned By: Frank L. Hill and Violet G. Hill
 d/b Eugene Broadcast Station
 Operated By: Frank L. Hill
 Address: Route 3
 Phone Number: 3
 Transmitter Location: Route 3
 Time on the Air: 6 a.m. to 11 p.m.; Sunday,
 7:45 a.m. to 11 p.m.
 News Service: UP
 Transcription Service: C. P. MacGregor

Personnel

Partner: Frank L. Hill
 General Manager: L. W. Trommlitz
 Program Director: Marjorie Jackson
 Publicity-Production Director: Bruce Nidever
 Chief Engineer: Harold Gander

K U I N

GRANTS PASS—EST. 1939

MUTUAL BROADCASTING SYSTEM

DON LEE BROADCASTING SYSTEM

REDWOOD NETWORK

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By: Southern Oregon Broad-
 casting Co.
 Business Address: P. O. Box 148
 Phone Number: 192
 Studio Address: Redwood Highway & Pacific
 Highway
 Transmitter Location: Redwood Highway &
 Pacific Highway
 Time on the Air: 7 a.m. to 10 p.m.
 Transcription Services: World Broadcasting
 System
 Representative: John Blair & Co.

Personnel

President: A. E. Voorhies
 Station Manager: William B. Smullin
 Commercial Manager: Ralph Hanson
 Program Director: E. A. Malone
 Sales Promotion Manager: Lisa Hanson
 Production Manager: L. L. King
 Chief Engineer: Edward A. Malone

K L B M

LA GRANDE—EST. 1938

KEYSTONE BROADCASTING SYSTEM

Frequency: 1450 Kc. Power: 250 Watts
 Owned By: Ben E. Stone
 Operated By: Walter H. Garuin,
 Resident Manager
 Address: La Grande

Phone Number..... 220
 Transmitter Location... One mile east of La Grande
 Time on the Air:..... 7 a.m. to 8:30 p.m.
 News Service..... UP
 Transcription Service..... Standard Radio;
 Keystone; Lang-Worth

Personnel

Owner..... Ben E. Stone
 General-Commercial
 Manager..... Walter H. Garvin
 Chief Engineer..... Murray Durham

K F J I

KLAMATH FALLS—EST. 1928

Frequency: 1240 Kc..... Power: 100 Watts
 Owned-Operated By..... KFJI Broadcasters, Inc.
 Address..... Willard Hotel Bldg.
 Phone Number..... 2125
 Transmitter Location..... Klamath Falls
 Time on the Air..... Unlimited license
 Transcription Service..... World Broadcasting System, NBC Thesaurus
 Representative..... W. S. Grant Co.

Personnel

President..... J. A. Kincaid
 Station & Commercial Manager... Geo. Kincaid

K O O S

MARSHFIELD—EST. 1928

MBS-DON LEE BROADCASTING SYSTEM

Frequency: 1230 Kc..... Power: 250 Watts
 Owned-Operated By..... Koons, Inc.
 Address..... 505 Hall Building
 Phone Number..... 432
 Transmitter Location..... Hall Building
 Time on the Air..... 6:45 a.m. to 10:30 p.m.
 News Service..... UP
 Representative..... John Keating

Personnel

President..... Sheldon F. Sackett
 General Manager..... Ben E. Stone
 Commercial Manager..... Hal Shade
 Program Director..... Margaret Anderson
 Publicity Director-Office Manager,
 Lucy Johnson

Chief Announcer..... Fred Shafer

K M E D

MEDFORD—EST. 1926

BLUE NETWORK
 NATIONAL BROADCASTING CO.

Frequency: 1440 Kc..... Power: 1000 Watts
 Owned-Operated By..... Mrs. W. J. Virgin
 Address..... Ross Lane

Phone Number..... 4000
 Studio Address..... Ross Lane
 Transmitter Location..... Ross Lane
 Time on the Air..... 7 a.m. to 10 p.m.
 News Service..... UP
 Transcription Service..... NBC Thesaurus

Personnel

Owner..... Mrs. W. J. Virgin
 Station Manager..... Lee Bishop
 Sales Promotion Manager..... Art Adler
 Program Director..... Gladys LaMarr
 Chief Engineer..... Dave Rees

K W R C

PENDLETON—EST. 1941

NORTHWEST NETWORK

Frequency: 1240 Kc..... Power: 250 Watts
 Owned-Operated By..... Western Radio Corp.
 Address..... Box 178
 Phone Number..... 1425
 Transmitter Location..... S. W. 6th St.
 Time on the Air: 7:30 a.m. to 10:05 p.m.;
 Sundays, 9 a.m. to 8 p.m.
 News Service..... UP
 Transcription Service..... Lang-Worth
 Representative..... John Keating

Personnel

President-Station Manager,
 V. Barney Kenworthy
 Commercial Manager..... Henry M. Hogue
 Production Manager and Chief
 Engineer..... Paul E. Walden

K A L E

PORTLAND—EST. 1932

MUTUAL BROADCASTING SYSTEM

Frequency: 1330 Kc..... Power: 5000 Watts
 Owned-Operated By..... KALE, Inc.
 Business Address..... P. O. Box 1031
 Phone Number..... Atwater 7209
 Studio Address..... New Heathman Hotel Building
 Transmitter Location... Head of Barnes Road
 Time on the Air..... 6:45 a.m. to 12 midnight
 News Service..... INS; UP
 Transcription Service... World Program Library;
 Associated Music Publishers
 Representative..... Free & Peters, Inc.

Personnel

President..... C. W. Myers
 Commercial Manager..... Ted Kooreman
 Director of Commercial Relations,
 Harry H. Buckendahl
 Advertising Manager..... Charles Couche
 Program Director..... H. M. Swartwood, Jr.
 Production Manager..... Ted W. Cooke
 Publicity Director..... Enoch Squires
 Chief Announcer..... Bob Colvig
 Musical Director..... Joseph Sampietro
 Chief Engineer..... Louis Bookwalter

K B P S

PORTLAND—EST. 1923

Frequency: 1450 Kc. Power: 100 Watts
 Owned-Operated By: School District No. 1
 Business Address: Benson Polytechnic School
 Phone Number: La 4195
 Transmitter Location: Benson Polytechnic School
 Time on the Air: Shares time

Personnel

Agent: R. T. Stephens
 (Non-Commercial Station)

K E X

PORTLAND—EST. 1926

BLUE NETWORK

Frequency: 1190 Kc. Power: 5,000 Watts
 Owned-Operated By: The Oregonian Publishing Company
 Business Address: 537 S. W. Sixth Avenue
 Phone Number: ATwater 2121
 Studio Address: 801 Oregonian Bldg.
 Transmitter Location: North Portland, Oregon
 Time on the Air: 6 a.m. to 12 midnight; Sundays, 8 a.m. to 12 midnight
 Newspaper Affiliation: The Oregonian
 News Service: AP; INS; UP
 Transcription Service: NBC Thesaurus; Langworth
 Representative: Paul H. Raymer Co.

Personnel

Managing Director: Arden X. Pangborn
 Assistant Manager: H. Quenton Cox
 Commercial Manager: Norman J. Sugg
 Traffic Manager: Mildred Lester
 Sales Promotion-Publicity Manager: Jack Eichenberger
 Program Director: Homer Welch
 News Editor: Don Kneass
 War Program Manager: Day Foster
 Chief Announcer: Frank Coffin
 Musical Director: Abe Bercovitz
 Chief Engineer: Harold Singleton

K G W

PORTLAND—EST. 1922

NATIONAL BROADCASTING CO.
 NORTHWEST TRIANGLE

Frequency: 620 Kc. Power: 5000 Watts
 Owned-Operated By: The Oregonian Publishing Company
 Business Address: 537 S. W. Sixth Ave.
 Phone Number: ATwater 2121
 Studio Address: 801 Oregonian Bldg.
 Transmitter Location: North Portland, Ore.

Time on the Air: 4 a.m. to 2 p.m.
 Newspaper Affiliation: The Oregonian
 News Service: AP; INS; UP
 Transcription Service: Langworth; NBC Thesaurus
 Representative: Edward Petry & Co., Inc.

Personnel

Managing Director: Arden X. Pangborn
 Assistant Manager: H. Quenton Cox
 Sales Manager: Norman J. Sugg
 Traffic Manager: Mildred Lester
 Sales Promotion-Publicity Manager: Jack Eichenberger
 Program Director: Homer Welch
 News Editor: Don Kneass
 War Program Manager: Day Foster
 Chief Announcer: Frank Coffin
 Musical Director: Abe Bercovitz
 Chief Engineer: Harold Singleton
 Record MC: Ed Richman

K O I N

PORTLAND—EST. 1926

COLUMBIA BROADCASTING SYSTEM

Frequency: 970 Kc. Power: 5000 Watts
 Owned-Operated By: KOIN, Inc.
 Business Address: P. O. Box 1031
 Phone Number: Atwater 3333
 Studio Address: New Heathman Hotel Bldg.
 Transmitter Location: Head of Barnes Road
 Time on the Air: 24 hours daily
 News Services: INS; UP
 Transcription Services: World Program Library; Associated Music Service
 Representative: Free & Peters, Inc.

Personnel

President-Station Manager: C. W. Myers
 Manager: Harry H. Buckendahl
 Advertising-Sales Promotion Manager: Charles E. Couche
 Program Director: H. M. Swartwood, Jr.
 Production Manager: Ted W. Cooke
 Chief Announcer: Bob Colvig
 Publicity Director: Enoch Squires
 Musical Director: Joseph Sampietro
 Technical Director: Louis Bookwalter

K W J J

PORTLAND—EST. 1927

Frequency: 1080 Kc. Power: 1000 Watts
 Owned-Operated By: KWJJ Broadcast Co., Inc.
 Address: 1011 and 1017 S. W. 6th Ave.
 Phone Number: ATwater 4393
 Transmitter Location: Oaks Park, Portland
 Time on the Air: 6 a.m. to 1 a.m.

News Service UP, INS
 Transcription Service..... Standard Radio
 National Representative..... Burn-Smith Co.

Personnel

President Wilbur J. Jerman
 Station-Commercial Manager... John C. Egan
 Sales Promotion Manager... L. D. Henderson
 Program-Production Manager..... Art Morey
 Chief Announcer Les Marcus
 Chief Engineer W. J. Jerman
 Record MC Ted Hammond

KXL

PORTLAND—EST. 1926

Frequency: 750 Kc..... Power: 10000 Watts
 Owned By..... KXL Broadcasters
 Address Orpheum Building
 Phone Number..... Broadway 6451
 Transmitter Location... 82nd St. & Sunnyside,
 Clackamas District
 Time on the Air..... 6 a.m. to local sunset
 News Service UP
 Transcription Service: Lang-Worth; C. P. Mac-
 Gregor; Standard Radio
 Representative..... Joseph Hershey McGillvra

Personnel

President Frances R. Symons
 Station and Commercial
 Manager H. S. Jacobson
 Program-Production
 Director Frederick Eichhorn III
 Chief Engineer L. K. Ballinger

KRNR

ROSEBURG—EST. 1935
 MUTUAL—DON LEE

Frequency: 1490 Kc..... Power: 250 Watts
 Owned-Operated By... News-Review Company
 Business Address Roseburg
 Phone Number 4
 Transmitter Location..... Umpqua Hotel
 Time on the Air: 6:45 a.m. to 10 p.m.; Sundays,
 8 a.m. to 11 p.m.
 Newspaper Affiliation.. Roseburg News-Review
 News Service AP
 Transcription Service..... Standard Radio
 Representative John Keating

Personnel

President..... Harris Ellsworth
 General-Commercial
 Manager..... M. H. Pengra
 Program-Publicity
 Director Iris Helliwell
 War Program Director Gilbert Walters
 Chief Announcer..... Gilbert Walters
 Chief Engineer..... Henry Chandler, Jr.

KSLM

SALEM—EST. 1933

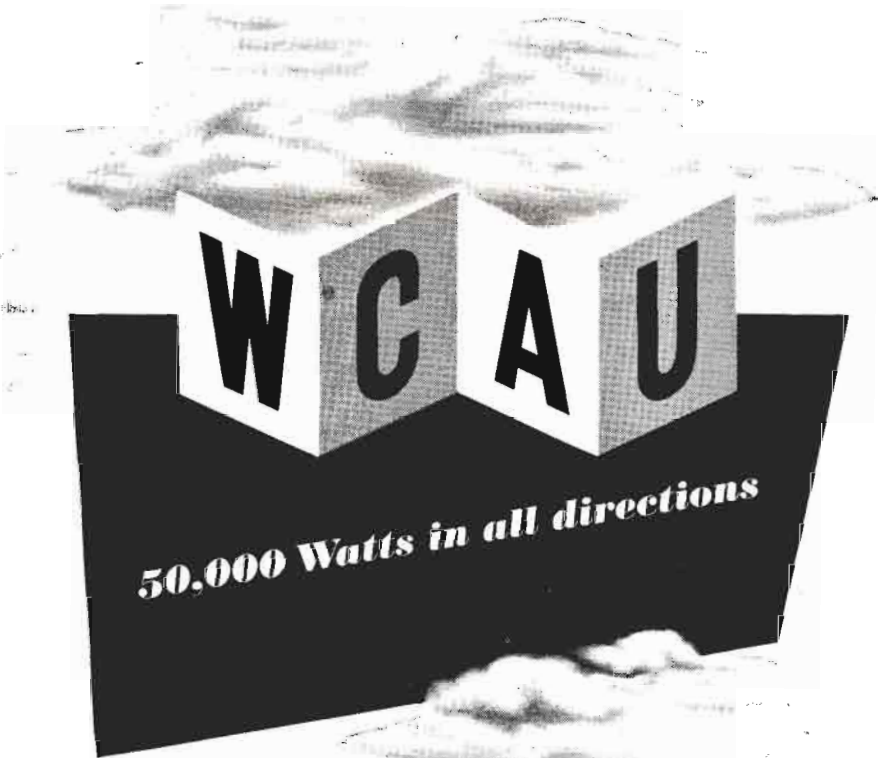
KEYSTONE BROADCASTING SYSTEM

Frequency: 1390 Kc..... Power: 1000 Watts
 Owned By..... Oregon Radio, Inc.
 Operated By..... H. B. Read
 Business Address..... 633 N. Front St.
 Phone Number..... 6131
 Transmitter Location..... 633 N. Front St.
 Time on the Air..... 6:30 a.m. to 11:30 p.m.
 News Service UP and AP
 Transcription Service... Langworth; Keystone
 Representative John Keating

Personnel

President-General Manager H. B. Read
 Commercial-Sales Promotion
 Manager Earle W. Headrick
 Program Director-Chief
 Announcer Bill Talbot
 Production Manager..... Otto Miller
 Chief Engineer..... Clyde Carlton

PA THE PACEMAKER
 with **AP**
 news
 for
 radio



PHILADELPHIA'S PRE-EMINENT RADIO STATION

PENNSYLVANIA

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 233-286

W C B A - W S A N

ALLENTOWN—EST. 1923

Frequency: 1470 Kc. Power: 500 Watts
Owned-Operated By: Lehigh Valley
Broadcasting Co.

Address: 39-41 N. Tenth St.
Phone Number: 9511
Transmitter Location: Route No. 1
Time on the Air: 7:30 a.m. to midnight
Newspaper Affiliation: Allentown Call
Publishing Co.

News Service: AP, UP
Transcription Services: World Broadcasting
System
Representative: Headley-Reed Co.

Personnel

President: J. C. Shumberger, Sr.
Vice President-Managing
Director: B. Bryan Musselman
Program Director: George Y. Snyder

W F B G

ALTOONA—EST. 1924

BLUE NETWORK

NATIONAL BROADCASTING CO.

Frequency: 1340 Kc. Power: 250 Watts
Owned By: The William F. Gable Co.
Operated By: The Gable Broadcasting Com-
pany (Lessee)

Address: 1320-32 11th Avenue
Phone Number: 6467
Transmitter Location: 1320-32 11th Ave.,
Altoona, Pa.

Time on the Air: 7:30 a.m. to 11:30 p.m.
News Service: AP
Transcription Service: World Broadcast-
ing System; Langworth
Representative: Headley-Reed Co.

Personnel

President: George P. Gable
Managing Director: Roy Thompson
Chief Engineer: George Burgoon

W I S R

BUTLER—EST. 1941

Frequency: 680 Kc. Power: 250 Watts
Owned By: Butler Broadcasting Co.

Operated By: David H. Rosenblum
Address: 357 N. Main St.
Phone Number: 4701
Transmitter Location: 357 No. Main St.
Time on the Air: Sun-up to Sun-down
News Service: UP
Transcription Service: World Broadcasting
Service

Personnel

President-Station Manager:
David H. Rosenblum
Commercial-Sales Promotion
Manager: Leon Bernard
Program Director: Epe M. Parker
Publicity Director: Gladys Borne
Chief Engineer: Paul Rex

W C E D

DU BOIS—EST. 1940

COLUMBIA BROADCASTING SYSTEM
KEYSTONE BROADCASTING SYSTEM
ATLANTIC NETWORK

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Tri-County Broad-
casting Co., Inc.

Address: 80 North Park Place
Phone Number: 1700
Transmitter Location: 80 North Park Place
Time on the Air: 7 a.m. to 12:05 a.m.; Sun-
days, 8 a.m. to 12:05 a.m.

Newspaper Affiliation: DuBois Courier
Express
News Service: UP
Transcription Service: Lang-Worth
Representative: Spot Sales, Inc.

Personnel

President: H. T. Grey
Station Manager: J. S. Gray
Commercial-Promotion
Manager: Les Ryder
Production Manager: Pres Roper
Director of War Programs-Artists
Bureau: Virginia Wade
Program Director and Chief
Announcer: Les Ryder
Chief Engineer: Vernon Stahl

WEST

EASTON—EST. 1936
 MUTUAL BROADCASTING SYSTEM
 MASON-DIXON GROUP

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By Associated Broad-
 casters, Inc.
 Address 516 Northampton St.
 Phone Number 8001
 Transmitter Location Williams Township
 Time on the Air 7 a.m. to 1 a.m.
 News Service UP
 Transcription Service NBC Thesaurus,
 Standard Radio
 Representative Radio Advertising Co.

Personnel

Station Executive Clair R. McCullough
 Station and Commercial
 Manager Elwood C. Anderson
 National Sales Manager J. Robert Gulick
 Program Manager Eugene Bethman
 Technical Director J. E. Mathiot

WLEU

ERIE—EST. 1935
 NBC-MUTUAL
 BLUE NETWORK
 PENNSYLVANIA NETWORK
 QUAKER NETWORK

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By WLEU Broadcasting
 Corporation
 Address Commerce Building, 12th and
 State Streets
 Phone Numbers 23-327 or 22-129
 Transmitter Location Commerce Bldg.
 Time on the Air 7 a.m. to midnight
 News Service Transradio
 Transcription Service NBC Thesaurus

Personnel

President Leo J. Omellan
 Vice-President and General
 Manager V. Hamilton Weir
 Sales Promotion Manager C. Detzel
 Musical Director Anthony Conti
 Chief Engineer Clarence Baker

WEST
EASTON, PENNSYLVANIA
 PHILLIPSBURG, NEW JERSEY

Gateway to the rich industrial
 and agricultural area of the LEHIGH VALLEY
 with a population exceeding 300,000.

The Steel and Cement Center of the East. A market
 worthy of your consideration.

Mutual Broadcasting System

National Representative: RADIO ADVERTISING CO.

PENNSYLVANIA

W E R C

ERIE

COLUMBIA BROADCASTING SYSTEM

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: Presque Isle Broad-
casting Co.

Address: 121 West 10th St.

Phone Number: 47-490

Transmitter Location: 121 West 10th St.

Time on the Air: 6:52 a.m. to 12:15 a.m.;

Sundays, 8 a.m. to 12:15 a.m.

News Service: UP

Transcription Service: Associated Music;

Lang-Worth

Representative: Spot Sales, Inc.

Personnel

President: Jacob A. Young

General Manager: C. E. Denny

Commercial Manager: Ed Pearson

Program Director: J. J. Young

Chief Announcer: Paul Bedford

Chief Engineer: Thomas Phillips, Jr.

W H J B

GREENSBURG—EST. 1935

Frequency: 620 Kc. Power: 250 Watts

Owned-Operated By: Pittsburgh Radio

Supply House

Address: Penn Albert Hotel

Phone Number: Greensbrug 3740

Transmitter Location: Penn Albert Hotel

Time on the Air: 7 a.m. to sunset

News Service: Transradio

Transcription Service: Lang-Worth

Personnel

President: H. J. Brennen

Station Manager: George J. Podyyn

Commercial Manager: Robert Thompson

Program Director: Howard Hoffman

Production Manager: Howard Lewis

Farm Director: Richard Lang

W S A J

GROVE CITY—EST. 1922

Frequency: 1340 Kc. Power: 100 Watts

Owned-Operated By: Grove City College

Address: Hall of Science

Phone Number: 168-J

Transmitter Location: Hall of Science

Time on the Air: 7:15 to 8:45 p.m. (Tuesdays

& Thursdays); Sundays, 4:30 to 5:30 p.m.

Personnel

President: W. C. Ketter

Station Manager-Chief

Engineer: H. W. Harmon

Program Publicity Director: R. G. Walters

Chief Announcer: Ada Jean Myers

Musical Director: Prof. Stanley Seiple

(Non-Commercial Station)

WERC

Erie, Pa.

CBS

1490 Kc. 250 Watts

*National
Representative
SPOT SALES, INC.*

A
RECENT SURVEY
GIVES

W E R C

75%

of the night
listeners

Source on Request

**TOPS IN
ERIE, PA.
A TOP
MARKET**

WHP

HARRISBURG—EST. 1924
COLUMBIA BROADCASTING SYSTEM

Frequency: 1460 Kc. Power: 5000 d.; 1000 n.
Owned-Operated By.....WHP, Inc.
Address..Telegraph Building, 216 Locust St.
Phone Number4-3211
Transmitter Location.....Harrisburg-Hershey
Highway(4 miles from Harrisburg (Swatara
Township)
Time on the Air.....19 hours daily;
Sundays, 17 hours
News Service UP
Transcription Service ..Standard Radio; Lang-
Worth
RepresentativeJohn Blair & Company

Personnel

Station and Commercial
ManagerA. K. Redmond
Program-Publicity Director.....Dick Redmond
Ass't Publicity Director.....John Price
Sales Promotion Manager...Beatrice Potteiger
Musical Director.....David Shoop
Chief Engineer.....R. S. Duncan

WKBO

HARRISBURG—EST. 1921
MUTUAL BROADCASTING SYSTEM
NATIONAL BROADCASTING CO.
MASON-DIXON GROUP
TRI-PENN MARKET

Frequency: 1230 Kc.....Power :250 Watts
Owned-Operated By....Keystone Broadcast-
ing Corp.
Address31 North Second St.
Phone Number..... 4-0191
Transmitter Location.....Penn Harris Hotel
Time on the Air.....7 a.m. to 1 a.m.
News Service UP
Transcription ServiceWorld Broadcasting
System
RepresentativePaul H. Raymer Co.

Personnel

Station Executive.....Clair McCullough
Station and Commercial Manager..C. G. Moss
National Sales Manager.....J. Robert Gulick
Program DirectorLewis Munnell
Chief Engineer.....J. E. Mathiot

**TRI-PENN
MARKET**

**WKBO
HARRISBURG**

**WORK
YORK**

**WGAL
LANCASTER**

the *Plus* buy
in the heart of
Pennsylvania

These three stations effectively reach a market with 835,000 population, 213,000 radio families and more than \$408,000,000 retail sales—all in their Primary Area—not covered by any other station. Write—Main Office: 8 West King Street, Lancaster, Pa., or

Sales Representative

PAUL H. RAYMER CO.

NATIONAL BROADCASTING COMPANY
Mutual Broadcasting System

WAZL

HAZLETON—EST. 1932

MUTUAL BROADCASTING SYSTEM
MASON-DIXON GROUP

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Hazelton Broadcast-
ing Service
Address.....Hazelton National Bank Bldg.
Phone Number.....1488
Transmitter Location.....Hazelton National
Bank Bldg.
Time on the Air.....7 a.m. to 1 a.m.
News Service.....UP
Transcription Service.....NBC Thesaurus
Representative.....Radio Advertising Co.

Personnel

Station Executive.....Clair R. McCullough
Station-Commercial Manager.....V. C. Diehm
National Sales Manager.....J. Robert Gulick
Program Manager.....William Erdosy
Technical Director.....J. E. Mathiot

WGAL

LANCASTER—EST. 1922

MBS-NBC
MASON-DIXON GROUP
TRI-PENN MARKET

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....WGAL, Inc.
Business Address.....8 West King St.
Phone Number.....5259
Transmitter Location.....8 West King St.
Time on the Air.....7 a.m. to 1 a.m.
News Service.....UP
Transcription Service.....NBC Thesaurus
Representative.....Paul H. Raymer Co.

Personnel

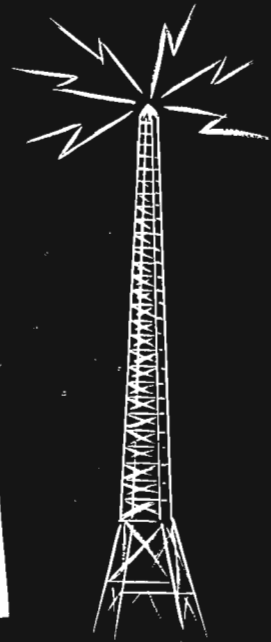
Station Executive.....Clair R. McCullough
Station-Commercial Manager.....Walter Miller
National Sales Manager.....J. Robert Gulick
Program Manager.....Ernest Stanzola
Technical Director.....J. E. Mathiot

Sell Your Product in
Pennsylvania's Booming
Hard Coal Region

WAZL

HAZLETON

The only station with blanket coverage in
an area which has an annual payroll of
over \$55,000,000—practically all spent right
in the territory.



Mutual Broadcasting System

National Representative: RADIO ADVERTISING CO.

W J A C

JOHNSTOWN—EST. 1925
NATIONAL BROADCASTING CO.

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By: WJAC, Incorporated
 Address: Tribune Annex
 Phone Number: 24-361
 Transmitter Location: Tribune Building
 Time on the Air: 7 a.m. to 12:05 a.m.;
 Sunday, 8:30 a.m. to 12:05 a.m.
 Newspaper Affiliation: Johnstown Tribune
 News Service: UP
 Transcription Service: NBC Thesaurus;
 Lang-Worth, Standard
 Representative: Headley-Reed Company

Personnel

President-Station Manager: J. C. Tully
 Commercial-Promotion Manager: J. P. Foster
 Chief Engineer: Nevin Straub

W M R F

LEWISTOWN—EST. 1941
NATIONAL BROADCASTING CO.

BLUE NETWORK
KEYSTONE BROADCASTING SYSTEM
QUAKER NETWORK

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By: Lewistown Broadcasting
 Co.
 Business Address: Hotel Coleman
 Phone Number: 757
 Studio Address: Hotel Coleman
 Transmitter Location: Lewistown Heights
 Time on the Air: 7:30 a.m. to 11:30 p.m.;
 Sunday, 10:30 a.m. to 11:30 p.m.
 News Service: UP
 Representative: Burn-Smith Co.

Personnel

Vice-President: J. S. Woods
 Station Manager: Thomas W. Metzger
 Program Director: Paul M. Breining
 Production Manager: Joseph W. Smiley
 Publicity Director: Rita McCoy
 Chief Engineer: Bernard H. Bopp

W K S T

NEW CASTLE—EST. 1938
VICTORY NETWORK

Frequency: 1280 Kc. Power: 1000 Watts
 Owned-Operated By: WKST, Inc.
 Business Address: Cathedral Bldg.
 Phone Number: 5050-5051
 Studio Address: Cathedral Bldg., New Castle;
 Geneva College, Beaver Falls, Pa.
 Transmitter Location: Old Pittsburgh Road
 Time on the Air: 6:30 a.m. to 12 midnight
 News Service: AP
 Transcription Service: NBC Thesaurus;
 Standard Radio
 Representative: Spot Sales, Inc.

Personnel

President: S. W. Townsend
 Station-Commercial Manager: A. W. Graham
 Program Director: Peggy Boughter
 Publicity Director: Ray Wallace
 Chief Engineer: Robert Emch
 Record MC: Al Frances

W K P A

NEW KENSINGTON—EST. 1940

Frequency: 1150 Kc. Power: 250 Watts
 Owned-Operated By: Allegheny-Kiski
 Broadcasting Co.
 Address: 810 Fifth Avenue
 Phone Number: New Kensington 3534
 Transmitter Location: East Deer Township, Al-
 legheny County, Pa.
 Time on the Air: 7 a.m. to local sunset
 News Service: UP
 Transcription Service: Lang-Worth; C. P.
 MacGregor
 Representative: Cox & Tanz

Personnel

Station-Commercial Manager: Edward J. Kroen
 Production Manager: Thomas L. Aye, Jr.
 Chief Announcer: Jack Craddock

K Y W

PHILADELPHIA—EST. 1921
NATIONAL BROADCASTING CO.

Frequency: 1060 Kc. Power: 5000 Watts
 Owned-Operated By: Westinghouse Radio
 Stations, Inc.
 Address: 1619 Walnut Street
 Phone Number: LOcust 3760
 Transmitter Location: Whitemarsh, Pa.
 Time on the Air: 24 hours daily Mon., Tues.,
 Thurs., Sat.; 6 a.m. to 1 a.m., Wed., Fri.,
 Sun.
 News Service: UP; Reuters
 Transcription Service: Standard Radio
 Representative: National Broadcasting Co.

Personnel

WESTINGHOUSE RADIO STATIONS INC.
 Chairman: A. W. Robertson
 President: George H. Bucher
 Vice-President: Walter Evans
 General Manager: Lee B. Wailes
 Engineering Manager: Dwight A. Meyer
 Sales Manager: B. A. McDonald
 Advertising Manager: W. B. McGill
 Program Supervisor: Gordon Hawkins

KYW PERSONNEL

Station Manager: Leslie Joy
 Program Manager: James P. Begley
 Sales Manager: John S. deRussy
 Sales Promotion Manager: Eleanore F. Ulmer

PENNSYLVANIA

Publicity Director.....John J. Kelly
 Production Manager.....Donn Bennett
 Musical Director.....Clarence Fuhrman
 Chief Engineer.....Ernest Gager

WCAU

PHILADELPHIA—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 1210 Kc.....Power: 50000 Watts
 Owned-Operated By.....WCAU Broadcast-
 ing Company

Address.....1622 Chestnut Street
 Phone Number.....Locust 7700
 Transmitter Location...Moorestown Township,
 New Jersey

Time on the Air.....5:25 a.m. to 1:05 a.m.;
 Sundays, 8 a.m. to 1:05 a.m.

News Service.....AP; Transradio
 Transcription Service...World Broadcasting
 Representative.....Bertha Bannan (Boston);
 Virgil Reiter & Co. (Chicago); Paul H. Ray-
 mer Co (Pacific Coast), Harold Davis, New
 York

Personnel

President and Station
 Manager.....Dr. Leon Levy
 Commercial Manager.....Alex Rosenman
 Sales Promotion Mgr.....Emma Mae Roberts
 Director of Programs.....Stan Lee Broza
 Production Manager.....Horace Feyhl
 Publicity Director.....George Lilley
 Director of WCAU-FM.....Norris West
 Musical Director.....Johnny Warrington
 Chief Announcer.....Hugh Walton
 Chief Engineer.....George Lewis

(See Page 564)

WDAS

PHILADELPHIA—EST. 1924

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....WDAS Broadcasting
 Station, Inc.

Address.....1211 Chestnut Street
 Phone Numbers.....Locust 7400; Race 7474
 Transmitter Location.....Woodside Park
 Time on the Air.....7 a.m. to 12 midnight
 News Service.....INS, AP
 Transcription Service.....Lang-Worth

Personnel

President.....Alexander W. Dannenbaum
 Vice-President-General Manager...P. J. Stanton
 Secretary-Treasurer...A. W. Dannenbaum, Jr.
 Commercial Manager.....Charles Stahl
 Program Director.....Polly Whitaker
 Production Manager.....Gene Edwards
 Publicity Director-Chief
 Announcer.....Len Valenta
 News Editor.....Jack Molley
 Foreign Language Director...Nathan Fleisher
 Musical Director.....Joseph Schribeman
 Chief Engineer.....Frank Unterberger

For Results

in the
**PHILADELPHIA
 MARKET**
 it's
WDAS

PHILADELPHIA'S
 OUTSTANDING
 INDEPENDENT

NEWS
 EVERY HOUR
 ON THE
 HOUR

**We have no
listeners
in Calcutta**



Many radio stations proudly display letters from listeners who live hundreds of miles from their transmitters. Many radio stations give you the double-talk about "coverage patterns" . . . "extended contours" . . . "protected areas" . . . "secondary night time coverage". But, they neglect the one most important thing. You are buying a market because you want to make sales in that market—and not in Calcutta.

If you want to make sales increases throughout 1944 — habit, sentiment, politics, theory have no justified place in your advertising program. Use the station which is the most progressive in its market . . . use the station whose results are the least expensive . . . use the station which has the best position on the dial, 560 KC . . . use WFIL, the station which covers Philadelphia, Pennsylvania—not Calcutta!

*Philadelphia's Most Progressive
Radio Station*

A BLUE NETWORK AFFILIATE

WFIL

REPRESENTED NATIONALLY BY THE KATZ AGENCY

WFIL
 PHILADELPHIA—EST. 1934
 BLUE NETWORK
 QUAKER NETWORK

Frequency: 560 Kc. Power: 1000 Watts
 Owned-Operated By: WFIL Broadcasting Company
 Address: Widener Building
 Phone Number: Rittenhouse 6900
 Transmitter Location: 63rd St. & Passyunk
 Time on the Air: 5:45 a.m. to 1 a.m.; Sundays, 8 a.m. to 1 a.m.
 News Service: INS, AP
 Transcription Service: Associated Music
 Representative: The Katz Agency, Inc.

Personnel

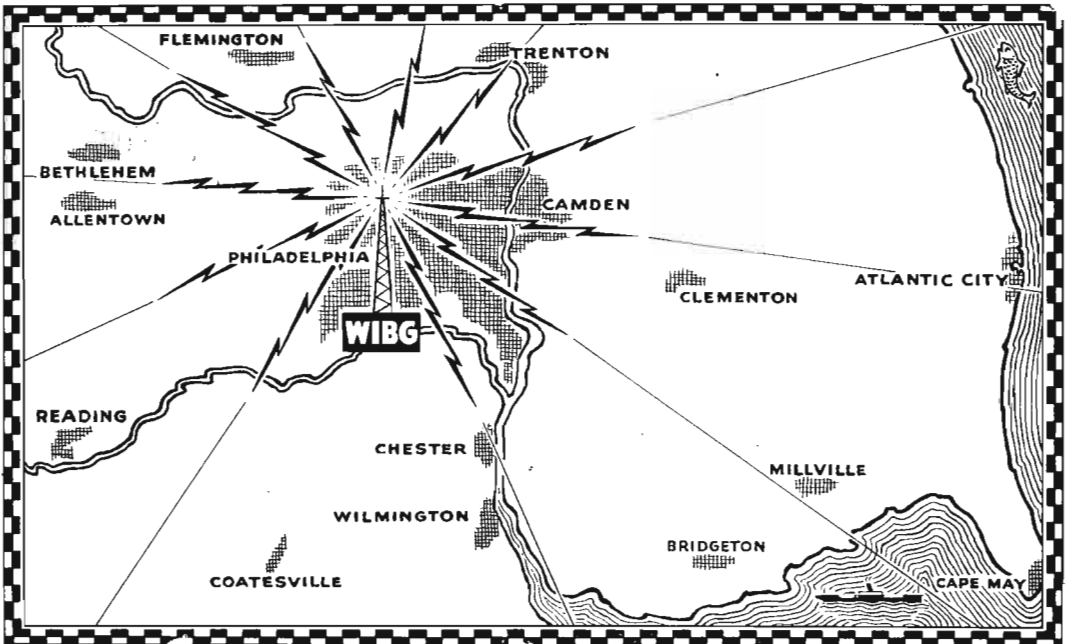
President: Samuel R. Rosenbaum
 Executive V. P. and General Manager: Roger W. Clipp
 Ass't Station Manager: Wm. B. Caskey
 Sales Manager: John E. Surrick
 Promotion Manager: T. I. Oberfelder
 Program Director: Edward C. Obrist
 Production Manager: Donald Martin
 Public Relations Director: Jack Steck
 Musical Director: Norman Black
 Acting Chief Engineer: Louis E. Littlejohn

WIBG
 PHILADELPHIA—EST. 1925

Frequency: 990 Kc. Power: 10000 Watts
 Owned-Operated By: Seaboard Radio Broadcasting Corporation
 Business Address: 1423-25 Walnut Street
 Phone Number: Rittenhouse 2300
 Transmitter Location: Conshohocken, Pa.
 Time on the Air: 6 a.m. to midnight
 News Service: AP
 Transcription Service: NBC Thesaurus
 National Representative: Spot Sales

Personnel

President: Paul F. Harron
 General-Commercial Manager: Edward D. Clery
 Sales Promotion-Production Manager: Rupe Werling
 Program Director: Douglas Arthur
 Chief Announcer: Roy Neal
 Musical Director: Eric Wilkinson
 Chief Engineer: John H. Henninger
 Record MC: Douglas Arthur



WIBG 10,000 WATTS
 PHILADELPHIA

SPOT SALES
 NATIONAL
 REPRESENTATIVE

OUR SUCCESS STORY

WIP

86.3% RENEWALS

PHILADELPHIA'S PIONEER VOICE

OFFICE
COMMUNICATION
From:

Burton J. J. Jr.

To: Sam Serota

*Hold it!
Make that 100%
last 45 contracts
are in now.*

sponsors are convinced
WIP creates **sales** in the
Philadelphia market

5000 WATTS • 610 KC • 24 HOURS A DAY

**MUTUAL
BROADCASTING
SYSTEM**

WHAT

PHILADELPHIA—EST. 1925

Frequency: 1340 Kc.....Power: 100 Watts
 Owned-Operated By.....Independence Broad-
 casting Company
 Address.....539 Ledger Bldg., 6th and Chest-
 nut Streets
 Phone NumberLombard 2390
 Transmitter Location.....Hotel Philadelphian,
 39th and Chestnut Sts.
 Time on the Air.....42 hours weekly (shares
 with WTEL)
 Newspaper Affiliation ...Philadelphia Record
 News ServiceAP

Personnel

President.....J. David Stern
 General-Commercial
 ManagerMilton Laughlin
 Program DirectorJoseph A. Grady
 Publicity DirectorJoe Dillon

WIP

PHILADELPHIA—EST. 1922

MUTUAL BROADCASTING SYSTEM

Frequency: 610 Kc.....Power: 5000 Watts
 Owned-Operated By.....Pennsylvania Broad-
 casting Company
 Address 35 South 9th Street
 Phone Number.....WALnut 6800
 Transmitter Location.....Bellmawr, N. J.
 Time on the Air.....24 hours daily
 News ServiceAP; UP
 Transcription ServiceWorld Broadcasting
 System
 RepresentativeBurn-Smith Co.

Personnel

President & Station
 Manager.....Benedict Gimbel, Jr.
 V-P and Director of Sales Edward A. Davies
 Program DirectorEdward Wallis
 Assistant Program Manager
 PublicitySam Serota
 Production Manager.....Ronald Dawson
 Musical Director.....Joe Frassetto
 Technical Supervisor.....Clifford C. Harris

PA

THE PACEMAKER

HELPS STATION SALES

PA, through its Station Relations Department, helps its affiliated stations SELL by acquainting national advertisers with the news and feature scripts on

The Special



Radio News Wire

THE BIG

3

950 CLUB

VOGUES IN RHYTHM

NITE CLUB OF THE AIR

THE BIG THREE have proved their ability, just as have the ALLIED BIG THREE... Let them show you how on

WPEN

IN PHILADELPHIA

5000 WATTS
950 ON THE DIAL

W P E N

PHILADELPHIA—EST. 1929

Frequency: 950 Kc.....Power: 5000 Watts
 Owned By.....William Penn Broad-
 casting Co.
 Operated By.....Arde Bulova
 Address.....501 Madison Ave., New York
 Phone Number.....Plaza 3-1535
 Studio Address.....1528 Walnut St.
 Transmitter Location.Columbia Ave. & Race St.
 Time on the Air.....6:45 a.m. to 12 midnight
 News Service.....Transradio, AP
 Transcription Service.....Lang-Worth

Personnel

Owner.....Arde Bulova
 General Manager.....Arthur Simon
 Commercial Manager.....Alfred Dienert
 Publicity Director.....Gil Babbitt
 Program Director.....Lewis L. London
 Production Manager.....Robert H. Bloomfield
 Publicity Director.....Rhoda L. Otis
 Chief Announcer.....Don Frank
 Musical Director.....Joseph Franzosa
 Chief Engineer.....Charles Burtis
 Record MC.....Peter Arnell

W T E L

PHILADELPHIA—EST. 1925

Frequency: 1340 Kc.....Power: 100 Watts
 Owned-Operated By.....Foulkrod Radio Eng.
 Address.....4312-14 N. Broad St.
 Phone Numbers: Gladstone 1310; Davenport
 4310
 Transmitter Location...."H" St. and Wyoming
 Ave.
 Time on Air.....Shares with WHAT-WCAM
 Representative.....Forjoe & Co.

Personnel

President-Program Director.....Doug. Hibbs
 General Manager.....Henry N. Cocker

K D K A

PITTSBURGH—EST. 1920
 NATIONAL BROADCASTING CO.

Frequency: 1020 Kc.....Power 50000 Watts
 Owned-Operated By.....Westinghouse Radio
 Stations, Inc.
 Business Address.....1619 Walnut St., Phila-
 delphia, Pa.
 Studio Address.....Grant Building
 Phone Number.....Grant 4200
 Transmitter Location...Allison Park, Hampton
 Township, Pa.
 Time on the Air: 5:30 a.m. to 1 a.m.; Sundays,
 8 a.m. to 1 a.m.
 News Service.....AP; UP
 Transcription Service.....Standard Radio

National Sales Office Address..1619 Walnut
 Street, Philadelphia, Pa.
 Representative....National Broadcasting Co.

Personnel

President.....George H. Bucher
 Station Manager.....Joseph E. Baudino
 Commercial Manager.....Frank V. Webb
 Sales Promotion.....John F. McMahon
 Program Director.....Robert E. White
 Director of War
 Programs.....Victoria Corey
 Publicity Director.....Harry E. Barnett
 Musical Directors.....Bernie Armstrong,
 Aneurin Bodycombe
 Chief Engineer.....T. C. Kenney

K Q V

PITTSBURGH—EST. 1919

THE BLUE NETWORK

Frequency: 1410 Kc.....Power: 1000 Watts
 Owned-Operated By.....KQV Broadcasting
 Co.
 Address.....Chamber of Commerce Bldg.
 Phone Number.....Grant 4860
 Transmitter Location.....1475 Crane Road
 Time on the Air.....7 a.m. to 12:30 a.m.
 News Service.....UP
 Transcription Service.....Lang-Worth; Stan-
 dard Radio
 Representative.....Spot Sales

Personnel

President.....H. J. Brennen
 Station Manager.....G. S. "Pete" Wasser
 Commercial & Advertising
 Manager.....R. M. Thompson, Sr.
 Program Director.....Alicia Fuller
 Chief Engineer.....Walter W. McCoy

W C A E

PITTSBURGH—EST. 1922

MUTUAL BROADCASTING SYSTEM

Frequency: 1250 Kc.....Power: 5000 Watts
 Owned-Operated By.....WCAE, Inc.
 Address.....Wm. Penn Hotel
 Phone Number.....Atlantic 6900
 Transmitter Location.....Agnew Road, Bald-
 win Township, R. D. No. 6
 Time on the Air.....6:30 a.m. to 2 a.m.
 Newspaper Affiliation.....Pittsburgh-Sun
 Telegraph
 News Service.....INS; AP
 Transcription Service.....World Broadcasting
 System, Standard, Lang-Worth
 Representative.....The Katz Agency, Inc.

Personnel

President-General
 Manager.....Leonard Kapner
 Sales Manager.....Willard Schroeder
 Promotion-Publicity.....Marion Annenberg

Chief Announcer.....Bob Donley
 Program Manager.....R. Clifton Daniel
 Production Manager.....Don Dixon
 Musical Director....."Babe" Rhodes
 Chief Engineer.....James Schultz

W J A S

PITTSBURGH—EST. 1921

COLUMBIA BROADCASTING SYSTEM

Frequency: 1320 Kc.....Power: 5000 Watts
 Owned-Operated By.....Pittsburgh Radio
 Supply House

Address.....411 Seventh Avenue,
 1406 Chamber of Commerce Bldg.

Phone Number.....Grant 4860
 Transmitter Location.....1459 Crane Road,
 Greentree, Pittsburgh

Time on the Air.....7:30 a.m. to 12:30 a.m.
 News Service.....Transradio
 Representative.....Wm. G. Rambeau Co.

Personnel

General Manager.....H. J. Brennen
 Sales Promotion....."Pete" Wasser
 Program and Production.....James M. Hughes
 Publicity Director.....Marian Caughey
 Chief Announcer.....Beckley Smith
 Chief Engineer.....Walter W. McCoy

W W S W

PITTSBURGH—EST. 1931

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated My.....WWSW, Inc.
 Address.....Hotel Keystone

Phone Number.....Grant 5200
 Transmitter Location.....341 Rising Main St.
 Time on the Air.....24 hours daily
 Newspaper Affiliation.....Pittsburgh Post
 Gazette

News Service.....AP
 Transcription Service.....Standard Radio; Asso-
 sociated Music Publishers

Personnel

President-Station Manager,
 Frank R. Smith, Jr.
 Commercial Manager.....Thomas B. Price
 Publicity-Sales Promotion.....John Wilkoff
 Program Director.....Walter E. Sickles
 War Program Director.....Marjorie McCann
 Production Manager.....John Davis
 Artists' Bureau Head.....Marie Wilk
 Chief Announcer.....David Tyson
 Musical Director.....John Mitchell
 Chief Engineer.....Ray Harlow

W E E U

READING—EST. 1931

NATIONAL BROADCASTING CO.

QUAKER NETWORK

Frequency: 850 Kc.....Power: 1000 Watts

Owned-Operated By.....Berks Broadcasting
 Co.

Business Address.....533 Penn St.
 Phone Number.....7335

Studio Address.....533 Penn St.
 Transmitter Location.....Spring Township

Time on the Air.....Local sunrise to sunset
 Transcription Service.....Lang-Worth; Standard
 Radio

News Service.....UP
 Representative.....George P. Hollingbery
 Co.

Personnel

General Manager.....Clifford M. Chafey
 Program Director.....J. Calvin Jackson
 Sales Manager.....Robert Magee
 Musical Director.....E. Lester Hofmaster
 Chief Engineer.....H. O. Landis

W R A W

READING—EST. 1921

NATIONAL BROADCASTING CO.

QUAKER NETWORK

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Reading Broadcasting
 Co.

Business Address.....533 Penn St.
 Phone Number.....7336

Studio Address.....533 Penn St.
 Transmitter Location.....Pomeroy Bldg.

Time on the Air.....7 a.m. to 12 midnight
 News Service.....UP

Transcription Service.....NBC Thesaurus;
 Lang-Worth

Representative.....William G. Rambeau Co.

Personnel

President.....Clifford M. Chafey
 Station Manager.....Raymond A. Gaul
 Sales Manager.....Arthur W. Chafey
 Program Director.....J. Calvin Jackson

W A R M

SCRANTON—EST. 1940

MUTUAL BROADCASTING SYSTEM

BLUE NETWORK

PENNSYLVANIA NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Union Broadcasting
 Co.

Address.....Select Bldg.
 Phone Number.....4-1148

Transmitter Location.....721 N. Blakely St.,
 Dunmore, Pa.

Time on the Air.....7 a.m. to midnight
 News Service.....UP

Transcription Service.....NBC Thesaurus
 Representative.....George P. Hollingbery Co.

Personnel

President & Station Mgr.....Martin F. Memolo

. . . **PENNSYLVANIA** . . .

Program Director.....Kenneth Beghold
 Chief Announcer.....John Von Bergen
 Musical Director.....Frank Keller
 Chief Engineer.....Adolph Oschmann

W G B I

SCRANTON—EST. 1925

COLUMBIA BROADCASTING SYSTEM
 Frequency: 910 Kc...Power: 1000 d.; 500 n.
 Owned-Operated By.....Scranton Broad-
 casters, Inc.
 Business Address.....1000 Wyoming Ave.
 Phone Number.....6296
 Studio Address.....1000 Wyoming Ave.
 Transmitter Location.....Drinker Turnpike,
 Dunmore, Pa.
 Time on the Air: 6:45 a.m. to 1:05 a.m.; Sun-
 days, 7:45 a.m. to 1:05 a.m.
 News Service.....AP
 Transcription Service.....World Broadcasting
 System
 Representative.....John Blair & Co.

Personnel

President.....Frank Megargee
 Station Manager.....Robert E. McDowell
 Commercial & Sales
 Manager.....Geo. D. Coleman
 Program Director.....Frank Monaghan
 Production Manager.....Dave Griffiths
 Publicity Director.....George Campbell
 Chief Announcer.....Bill Pierce
 Chief Engineer.....Kenneth R. Cooke

W Q A N

SCRANTON

Frequency: 910 Kc...Power: 1000 d.; 500 n.
 Owned-Operated By.....The Scranton Times
 Address.....Scranton
 Transmitter Location.....Scranton
 Time on the Air.....Shares time with WGBI
 Newspaper Affiliation...The Scranton Times

Personnel

President.....Edward J. Lynett
 Director.....A. J. O'Malley
 (Non-Commercial Station)

W P I C

SHARON—EST. 1938

Frequency: 790 Kc.....Power: 1000 Watts
 Owned-Operated By.....Sharon Herald
 Broadcasting Company
 Business Address.....P. O. Box 541
 Phone Numbers.....4113, 4114
 Studio Address.....Pine Hollow Blvd.
 Transmitter Location.....Pine Hollow Blvd.
 Time on the Air.....6 a.m. to local sunset

Newspaper Affiliation.....Sharon Herald
 News Service.....UP
 Transcription Service.....Associated Music
 Publishers
 Representative.....Howard H. Wilson
 Company

Personnel

President & General
 Manager.....John Fahlne, Jr.
 Commercial Manager...J. T. Van Sweringen
 Program Director.....Paul Gamble
 Publicity Director.....Evelyn Keller
 Chief Engineer.....A. C. Heck

W K O K

SUNBURY—EST. 1933

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....Sunbury Broadcast-
 ing Corp.
 Address.....1150 N. Front St.
 Phone Number.....1325
 Transmitter Location.....1150 N. Front St.
 Time on the Air.....7:30 a.m. to 9 p.m.
 News Service.....UP
 Transcription Service.....Lang-Worth, World
 Representative.....Cox & Tanz

Personnel

Secretary-Treasurer.....B. A. Beck
 Station Manager.....Melvin Lahr
 Program Director.....Ken Hafer
 Sales Manager.....Homer Smith
 Chief Announcer.....Earnie Lukens
 Chief Engineer.....John Keller

W M B S

UNIONTOWN—EST. 1937

**COLUMBIA BROADCASTING SYSTEM
 ATLANTIC SPORTS NETWORK**

Frequency: 590 Kc.....Power: 1000 Watts
 Owned-Operated By.....Fayette Broadcast-
 ing Corp.
 Address.....Fayette Title and Trust Bldg.
 Phone Number.....800
 Transmitter Location.....Burgess Field
 Time on the Air.....7 a.m. to 1:05 a.m.
 News Service.....UP
 Transcription Service.....NBC Thesaurus
 National Representative.....Radio
 Advertising Co.

Personnel

President and Station
 Manager.....Joseph C. Burwell
 Commercial Manager.....Harry Burwell
 Promotion-Publicity Director.....Jean Snyder
 Program-Production Director.....Sullivan Sages
 Chief Announcer.....Kenneth Wilson
 Musical Director.....Sullivan Sages
 Chief Engineer.....William Henzly
 Record MC.....Willard Glover

W J P A

WASHINGTON—EST. 1942

VICTORY NETWORK

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: Washington Broad-
casting Company

Address: George Washington Hotel
Phone Number: 4870
Transmitter Location: North Strabane Township
Time on the Air: 7 a.m. to 12:30 a.m.; Sun-
days, 9 a.m. to 12:30 a.m.

News Service: UP
Transcription Service: Lang-Worth, Victory
National Representative: Spot Sales, Inc.

Personnel

President: John Laux
Station-Commercial Manager: John M. Croft
Program Director and
Chief Announcer: Hunter Reams
Chief Engineer: Joseph M. Troesch

W B A X

WILKES-BARRE—EST. 1922
MUTUAL BROADCASTING SYSTEM

Frequency: 1240 Kc. Power: 100 Watts
Owned-Operated By: John H. Stenger, Jr.
Address: 141 South Main St.
Phone Number: 3-0196
Transmitter Location: Plains Township, Pa.
Time on the Air: Unlimited License
News Service: UP
Transcription Service: Associated

Personnel

President-Station Manager: John Stenger, Jr.
General Manager: A. W. Grebe
Program Director: Dick Mawson
Production Manager: Ed Thomas
Chief Announcer: Richard Owens
Musical Director: Phil Cusick
Chief Engineer: John Stenger, Jr.

W B R E

WILKES-BARRE—EST. 1923
NATIONAL BROADCASTING CO.

PENNSYLVANIA NETWORK

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: Louis G. Baltimore
Address: 62 So. Franklin Street
Phone Number: 33101
Transmitter Location: Third Avenue, Kingston,
Pa.

Time on the Air: 7 a.m. to 1 a.m.
News Service: AP
Transcription Service: Standard Radio

Personnel

President: Louis G. Baltimore
Station-Commercial Mgr.: A. C. Baltimore
Program Director-Chief
Announcer: Tiny Hamrick
Production Manager: Jimmy McCarthy

Publicity Director: E. A. Hamrick
Musical Director: L. Savitt
Artists Bureau: H. P. Butler
Chief Engineer: Charles Sakoski

W R A K

WILLIAMSPORT—EST. 1929

NBC

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: WRAC, Inc.
Address: 244 West Fourth Street
Phone Number: 2-6116
Transmitter Location: 1561 West Fourth Street
Time on the Air: 7:30 a.m. to 11:30 p.m.
Newspaper Affiliation: Williamsport Sun;
Williamsport Gazette & Bulletin

News Service: UP
Transcription Service: Standard Radio
Representative: J. P. McKinney & Son

Personnel

President: E. M. Case
Station Manager: George E. Joy
Commercial Manager: J. Wright Mackey
Office Manager: Helen McKenna
Program Director: Sarah Jane Person
Production Manager: Irving A. Berndt, Jr.
Chief Announcer: Leon Kelly
Chief Engineer: Louis Persio
Studio Hostess: Elaine Stern

W R A K

Serving Williamsport, Pa.

NIGHT & DAY

STATION	MORN.	AFT'NOON	EVE.
WRAC	82.3	83.9	62.2
A	1.2	2.2	8.9
B	3.2	3.9	6.1
C	8.8	5.4	13.5
D	1.5	1.8	5.9
OTHERS	3.0	2.8	3.4

C. E. Hooper Fall Index 1943

—NBC—

J. P. MCKINNEY & SON

Representatives

W O R K

YORK—EST. 1932

MBS-NBC

MASON-DIXON GROUP
TRI-PENN MARKET

Frequency: 1350 Kc.....Power: 1000 Watts
Owned-Operated By....York Broadcasting Co.
Business Address.....13 S. Beaver St.
Phone Number.....6629
Transmitter Location..West Manchester Town-
ship, Pa.
Time on the Air.....7 a.m. to 1 a.m.
News Service UP
Transcription Service.....Standard Radio.
Lang-Worth
Representative.....Paul H. Raymer Co.

Personnel

Station ManagerClair R. McCollough
Station Director and National Sales
Manager.....J. Robert Gulick
Station-Commercial Manager...Harold Miller
Program DirectorArthur Weeks
Chief Engineer.....J. E. Mathiot

W S B A

YORK—EST. 1942

BLUE NETWORK

Frequency: 900 Kc.....Power: 1000 Watts
Owned-Operated By...Susquehanna Broad-
casting Co.
Address York
Phone Number2676
Transmitter Location.....York
Time on the Air.....Daytime License
News Service AP
Transcription Service..... Associated Music
Publishers; World Broadcasting System
RepresentativeSpot Sales, Inc.

Personnel

Executive DirectorLouis Vyner
Commercial ManagerSydney Robbins
Program Director-Chief
AnnouncerOtis Morse, 4th
Production ManagerRoy Baxter
Publicity DirectorSam Leavitt
Musical DirectorHarold Shutz
Chief EngineerWillis Weaver

**TRI-PENN
MARKET**

**WKBO
HARRISBURG**

**WORK
YORK**

**WGAL
LANCASTER**

the *Plus* buy
in the heart of
Pennsylvania

These three stations effectively reach a market with 835,000 population, 213,000 radio families and more than \$408,000,000 retail sales—all in their Primary Area—not covered by any other station. Write—Main Office: 8 West King Street, Lancaster, Pa., or

Sales Representative

PAUL H. RAYMER CO.

NATIONAL BROADCASTING COMPANY

Mutual Broadcasting System

FOR . . .

The most direct

The most economical

The most effective

COVERAGE

**Rx
WFCI**

**PROVIDENCE
PAWTUCKET
MARKET**

**1420 K C
1000 WATTS**

★

BASIC BLUE NETWORK

★

A P NEWS

★

STANDARD LIBRARY

MERCHANDISING

PROMOTION

★

DEALER PREFERENCE

★

LISTENER PREFERENCE and LOYALTY

★

PAWTUCKET BROADCASTING CO.

450 MAIN STREET • PAWTUCKET, RHODE ISLAND

National Representative ★ WILLIAM RAMBEAU COMPANY

NEW YORK • CHICAGO • LOS ANGELES

582

RHODE ISLAND

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 233-286

W F C I

PAWTUCKET—EST. 1941
BLUE NETWORK
ATLANTIC COAST NETWORK

Frequency: 1420 Kc. Power: 1000 Watts
Owned-Operated By Pawtucket Broadcast-
ing Co.
Business Address 450 Main Street
Phone Number Perry 9540
Transmitter Location. John St., Lonsdale, R. I.
Time on the Air: 6 a.m. to 1 a.m.; Saturdays,
6 a.m. to 2 a.m.; Sundays, 7 a.m. to 1 a.m.
News Service AP
Transcription Service Standard Radio
Representative William G. Rambeau Co.

Personnel

President-Station Manager,
Howard W. Thornley
Treasurer Frank F. Crook
Commercial Manager T. F. Allen
Program Director George Sutherland
Promotion-Publicity Director T. F. Allen
Production Manager Robert T. Engels
Musical Director Arthur Paquette
Chief Engineer Gilbert Johnson

W E A N

PROVIDENCE—EST. 1922
MUTUAL BROADCASTING SYSTEM
YANKEE NETWORK

Frequency: 790 Kc. Power: 5000 Watts
Owned-Operated By The Yankee Net-
work, Inc.
Address Crown Hotel
Phone Number DExter 1500
Transmitter Location East Providence, R. I.
Time on the Air Unlimited License
News Service AP
Transcription Service Associated Music
Publishers, Standard
Representative Edward Petry Co., Inc.

Personnel

Chairman of the Board-General Manager,
John Shepard 3rd
Station & Commercial Manager. Joseph Lopez
Promotion-Publicity Director. James S. Powers
Program Director Rose M. Powers

Production Manager Don Morton
Chief Engineer Harry Tilley

W J A R

PROVIDENCE—EST. 1922
NATIONAL BROADCASTING CO.
NEW ENGLAND REGIONAL NETWORK

Frequency: 920 Kc. Power: 5000 Watts
Owned-Operated By The Outlet Company
Business Address 176 Weybosset Street
Phone Number Gaspee 1071
Transmitter Location Wamponoag Trail,
East Providence, R. I.
Time on the Air Unlimited License
Transcription Service World Broadcasting
System
Representative Weed & Company

Personnel

President Mortimer L. Burbank
Station-Commercial Manager. John J. Boyle
Musical Director Earl Shean
Chief Engineer Thomas Prior

ANOTHER FIRST

for **PA**

PA originated hourly spot
news summaries on the
special AP radio news wire.

FIRST

cket -

WPRO

PROVIDENCE, R. I.

- Basic CBS Station
- 5000 Watts
- 630 Kc.

CHERRY & WEBB BROADCASTING CO.

National Representative

PAUL H. RAYMER COMPANY

NEW YORK

CHICAGO

DETROIT

SAN FRANCISCO

584

W P R O

PROVIDENCE

COLUMBIA BROADCASTING SYSTEM

Frequency: 630 Kc. Power: 5000 Watts
 Owned-Operated By: Cherry & Webb
 Broadcasting Company
 Address: 15 Chestnut Street
 Phone Number: Plantations 9776
 Transmitter Location: East Providence, R. I.
 Time on the Air: 6 a.m. to 1:05 a.m.; Sundays,
 8 a.m. to 12:05 a.m.
 News Service: AP; UP

Transcription Service: NBC Thesaurus,
 Lang-Worth
 Representative: Paul H. Raymer Company

Personnel

President: William S. Cherry, Jr.
 Commercial Manager: Eric Williams
 Publicity Director: Albert C. Rider
 Production Manager: Edward R. Pearson
 Educational Director: Mollie B. Cherry
 Musical Director: Edwin F. Drew
 Chief Engineer: Howard W. Thornley

SOUTH CAROLINA

For Latest U. S. Census Population And Radio Homes Data And
 Statistics on "Shifting Population" Please Turn To Pages 233-286

W A I M

ANDERSON—EST. 1935

COLUMBIA BROADCASTING SYSTEM

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By: Wilton E. Hall
 Address: Anderson College
 Studio Address: Anderson College, S. C.,
 Clemson College, S. C.
 Phone Number: 800
 Transmitter Location: Anderson College
 Time on the Air: 6 a.m.-12:05 a.m.
 Newspaper Affiliation: Anderson Independent;
 Daily Mail
 News Service: INS
 Transcription Service: C. P. MacGregor; World
 Broadcasting System

Personnel

Owner: Wilton E. Hall
 Commercial Manager: G. Paul Browne
 Program Director: Randy Davison
 Production Director: R. E. Liverance
 Artists Bureau: Carroll Lee
 Chief Engineer: Harold C. Spengler

Personnel

President-Station Manager: J. M. Rivers
 Commercial Manager: Roland Weeks
 Program Director: Russ Long
 Traffic Manager: Gladys S. Monogue
 Production Manager: T. Heyward Moore
 Chief Announcer: Chuck Simpson
 Publicity: Ann T. Finnell
 Musical Director: Betty Sturcken
 Chief Engineer: Wilbur Albee
 (See Page 586)

W T M A

CHARLESTON—EST. 1939

NATIONAL BROADCASTING CO.

Frequency: 1250 Kc. Power: 1000 Watts
 Owned-Operated By: Atlantic Coast
 Broadcasting Company
 Business Address: 135 Church St.
 Phone Number: 2-2961; 2-2962
 Studio Address: 135 Church St.
 Transmitter Location: Albemarle, S. C.
 Time on the Air: 6 a.m. to midnight; Sundays,
 8 a.m. to midnight
 Newspaper Affiliation: News & Courier;
 Charleston Evening Post
 News Service: AP
 Transcription Service: Standard Radio
 Representative: George P. Hollingbery
 Co.

Personnel

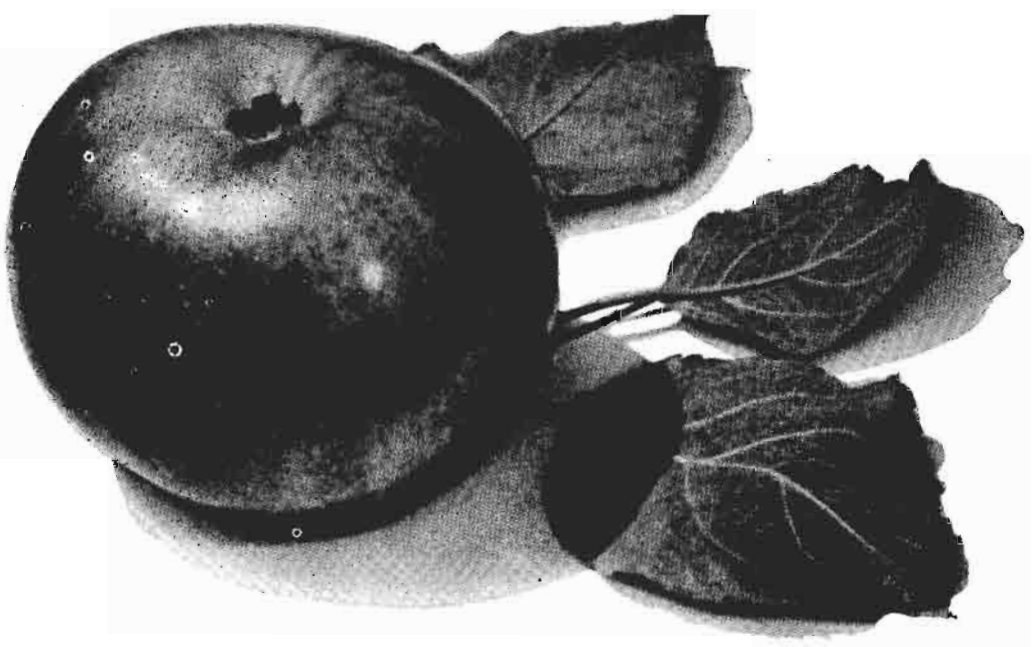
President: R. M. Manigault
 Station Manager: R. E. Bradham
 Commercial Manager: W. P. Speight
 Program Director: A. F. Witte
 Chief Engineer: D. M. Bradham

W C S C

CHARLESTON—EST. 1930

COLUMBIA BROADCASTING SYSTEM

Frequency: 1390 Kc. Power: 1000 d.; 500 n.
 Owned-Operated By: South Carolina
 Broadcasting Company
 Address: Francis Marion Hotel
 Phone Numbers: 7611; 7612
 Transmitter Location: Windemere, S. C.
 Time on the Air: 6 a.m. to 12:05 a.m.; Sundays,
 8 a.m. to 12:05 a.m.
 News Service: UP
 Transcription Service: World
 Representative: Free & Peters



We've almost put the doctors out of business...

Apples tell the WCSC story.

Three years ago the Gulf Fruit Company, Charleston distributors for Moore & Dorsey Virginia Brand Apples, bought a daily fifteen-minute musical show on WCSC to try something new: sell apples by brand name... make people ask specifically for Moore & Dorsey Apples.

A letter from the Gulf Fruit Company's president, S. A. Trakas, says: "The results in three years are *far beyond anything that I could have hoped for*. During the first apple season our sales increased approximately 160%. The next year sales increased 51%. And in this third apple season now ending, sales are, *believe it or not*, 100% greater than last season.

"One of the best tributes to WCSC is our experience with Colonial Stores, A.&P., and other retailers who would not stock Moore & Dorsey Apples. After two years of radio promotion, consumer demand was so great that these firms asked that

we keep them stocked with Moore & Dorseys. Incidentally, our only promotion other than radio was occasional point-of-purchase display.

"Our brand of apples now *outsells all other brands together* in the Charleston area. I thought you would be interested in hearing about our success."*

In the booming Charleston market where retail sales are up 31% over last year's all time record; where bus traffic has increased 622% since 1938, it's our ability to produce results like these — that has upped our *own* business 125% in the last four years. Ask the Free & Peters Colonel

The CBS Station for the Coastal Carolinas

*P. S. After this advertisement was electrotyped, we at WCSC received a renewal for the *fourth* year.



WCOS
COLUMBIA—EST. 1939
BLUE NETWORK

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By. . . Carolina Broadcasting Corp.
Address 1202 Main St.
Phone Number 25601
Transmitter Location 200 Senate St.
Time on Air 6:30 a.m. to midnight
News Service AP
Transcription Service Standard Radio
Representative Spot Sales, Inc.

Personnel

President H. F. Kinscey
General Manager W. C. Bochman
Sales Promotion Manager Donald Clark
Program Director Moody McElveen
Record M.C. & Production Dave Campbell
Publicity Dorothy Sligh
Chief Announcer Moody McElveen
Chief Engineer Harry Clippard

.
WIS
COLUMBIA—EST. 1930

NATIONAL BROADCASTING COMPANY
Frequency: 560 Kc. Power: 5000 Watts
Owned By The Surety Life Insurance Company
Operated By Radio Station WIS
Address 1811 Main Street
Phone Number 2-2135; 2-2136
Transmitter Location Bluff Road
Time on the Air 6 a.m. to 12:05 a.m.
News Service UP
Transcription Service Lang-Worth
Representative Free & Peters, Inc.

Personnel

President Herman N. Hipp
Station Manager G. Richard Shaffo
Commercial Manager J. D. Saumenig
Program Director Ray A. Furr
Production Manager-Chief
Announcer Jack Peterson
Publicity Director Cosette Merrill
Musical Director Mary Elizabeth Shealy
Chief Engineer Scott Helt

.
WOLS
FLORENCE—EST. 1937
BLUE NETWORK

KEYSTONE BROADCASTING SYSTEM
PALMETTO STATE NETWORK
Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By Florence Broadcasting Co., Inc.

Address 129 South Dargan
Phone Number 48
Transmitter Location Charleston Highway
Time on the Air: 7 a.m. to 11 p.m.; Sundays, 8:30 a.m. to 10 p.m.
News Service UP
Transcription Service Keystone Broadcasting System
Representative Cox & Tanz

Personnel

Owner M. F. Schnibben
Station-Commercial Manager H. Russ Holt
Program Director-Chief Announcer,
Raymond Caddell
Publicity Director Carol Schnibben
Musical-War Program Director. Claude Putnam
Chief Engineer Herman Hanks

.
WFBC
GREENVILLE—EST. 1933

NATIONAL BROADCASTING CO.
BLUE RIDGE NETWORK
Frequency: 1330 Kc. Power: 5000 Watts
Owned-Operated By Greenville News Piedmont Co.
Address Poinsett Hotel
Phone Number 362; 363
Transmitter Location Gantt, S. C.
Time on the Air 6 a.m. to 12 midnight
Newspaper Affiliation Greenville News; Greenville Piedmont
News Service UP
Transcription Service NBC Thesaurus
Representative: Weed & Co.; B. Frank Cook (Atlanta, Ga.)

Personnel

President Roger C. Peace
Station Manager B. T. Whitmire
Commercial Manager Robert Glass
Program-Production Director Alice Wymam
Publicity Director Dr. Nicholas P. Mitchell
Chief Announcer Charlie Davis
Musical Director Marcia Wyche
Chief Engineer W. C. Etheredge

.
WMRC
GREENVILLE—EST. 1940

MUTUAL BROADCASTING SYSTEM
BLUE NETWORK
Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By Textile Broadcasting Company, Inc.
Business Address Prevost Bldg.
Phone Number 5730
Studio Address Prevost Building

. . . SOUTH CAROLINA . . .

Transmitter Location.....400 Mayberry Street
 Time on the Air: 6 a.m. to 12 midnight; Sun-
 days, 7:30 a.m. to 12 midnight
 News ServiceAP
 Transcription ServiceWor'd
 National Representative...Burns Smith Co., Inc.

Personnel

President.....Robert A. Jolley
 Station Manager.....W. Ennis Bray
 Commercial Manager.....C. B. Denison
 Program-Musical Director....Jimmy Simpson
 War Program Director.....Moddell Howell
 Production Manager.....Joe Groger
 Publicity Director.....Pearle Eargle
 Chief Announcer.....Sid Tear
 Chief Engineer.....George D. Tate

W C R S

GREENWOOD—EST. 1941

NATIONAL BROADCASTING CO.

KEYSTONE BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....Grenco, Inc.
 AddressGreenwood
 Phone Number4300
 Transmitter Location.....Greenwood
 Time on the Air.....Unlimited license
 News ServiceAP
 Transcription Service.....World, Keystone

Personnel

PresidentDouglas Featherstone
 Station ManagerDan Crosland
 Program DirectorNewton S. Smyth
 Women's EditorMargaret Bailey
 Chief Engineer.....E. C. Niemann

W O R D

SPARTANBURG—EST. 1940

BLUE NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By....Spartanburg Adver-
 tising Company
 Address.....224 E. Main St.
 Phone Number2900
 Transmitter Location.....2½ miles Northeast
 of Spartanburg
 Time on the Air.....6 a.m. to 1 a.m.
 News ServiceAP
 Transcription Service.....NBC Thesaurus
 Representative.....Geo. P. Hollingbery Co.

Personnel

Vice-President and General Manager,
 Walter J. Brown
 Station Manager.....Roger A. Shaffer

Musical Director.....Lea Perrin
 Chief Engineer.....Murray Coleman

W S P A

SPARTANBURG—EST. 1929

COLUMBIA BROADCASTING SYSTEM

Frequency: 950 Kc..Power: 5000 d.; 1000 n.
 Owned-Operated By.....Spartanburg Ad-
 vertising Company
 Address.....224 E. Main St.
 Phone Number2900
 Transmitter Location....3½ miles Northwest
 of Spartanburg
 Time on the Air.....6 a.m. to 12:05 a.m.
 News ServiceUP
 Transcription ServiceAssociated
 Music Publishers
 Representative....George P. Hollingbery Co.

Personnel

President.....A. B. Taylor
 Vice President-General Manager,
 Walter J. Brown
 Assistant General Manager,
 John W. Kirkpatrick
 Director of Public Relations..Roger A. Shaffer
 Program-Publicity Director..Sterling W. Wright
 Assistant Program Director...Harold B. Shaw
 Musical DirectorCorinne Kearse
 Chief EngineerHarold Beckholt

W F I G

SUMTER—EST. 1940

BLUE NETWORK

PALMETTO STATE NETWORK

KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By..Radio Station WFIG, Inc.
 Address39 North Main Street
 Phone Number (Studio).....1340
 Transmitter Location.....Highway No. 76
 Time on the Air.....15 Hours Daily
 News ServiceUP
 Transcription Service.....Keystone Broad-
 casting System
 National Representative.....Cox & Tanz

Personnel

President-Station Manager....Julius S. Brody
 V.-P.-Sec'y.....T. Doug Youngblood
 Commercial Mgr.....M. Watson
 Publicity Director.....Dorothy Boney
 Chief Engineer.....Edwin W. Roman

SOUTH DAKOTA

For Latest U. S. Census Population And Radio Homes Data And
Statistics on "Shifting Population" Please Turn To Pages 233-286

K A B R

ABERDEEN—EST. 1935

MUTUAL BROADCASTING SYSTEM

NORTH CENTRAL BROADCASTING SYSTEM

Frequency: 1420 Kc. Power: 5000 Watts

Owned-Operated By...Aberdeen Broadcast
Company

Address117½ South Main Street

Phone Number..... 4626

Transmitter Location.....Wylie Park

Time on the Air.....7 a.m. to 12 midnight

News ServiceAP

RepresentativeThe Walker Company

Personnel

PresidentH. C. Jewett, Jr.

Vice-President.....C. H. Anderson

Vice-President.....Olwin Ackley

Treasurer.....J. H. McKeever

Secretary-General Manager.....A. A. Fahy

Program Director.....Aileen Johnson

Chief Engineer.....Delbert Hunt

K G F X

PIERRE—EST. 1916

KEYSTONE BROADCASTING SYSTEM

Frequency: 630 Kc. Power: 200 Watts

Owned-Operated By.....Ida A. McNeil

Address203 West Summit Ave.

Phone Number351

Transmitter Location...203 West Summit Ave.

Time on the Air.....9:30 a.m. to sunset

News ServiceAP

Transcription Service...Keystone Broadcast-
ing System

RepresentativeCox & Tanz

Personnel

Owner and Director.....Ida A. McNeil

Chief Engineer.....Robert H. Dye

K O B H

RAPID CITY—EST. 1936

KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc. Power: 250 Watts

Owned-Operated By...Black Hills Broadcast
Company of Rapid City

AddressAlex Johnson Hotel

Phone Number.....2000

Transmitter Location...2½ miles East of City

Time on the Air: 6 a.m. to 9 p.m.; Sundays,
9 a.m. to 5 p.m.

News ServiceUP

Transcription Service...Lang-Worth; Keystone
Broadcasting System

RepresentativeThe Walker Company

Personnel

President.....C. A. Quarnberg

Station-Commercial Manager...Robert I. Dean

Program Director-Production Manager,
George E. Bruntlett

Publicity Director.....Albert Ziegler

Artists Bureau Head.....Mildred Palmer

Chief Engineer.....A. E. Griffiths

Record MC.....Kenneth Peterson

W C A T

RAPID CITY—EST. 1921

Frequency: 1230 Kc. Power: 100 Watts

Owned By.....State of South Dakota

Operated By.....South Dakota State

School of Mines and Technology

AddressEast St. Joseph Street

Phone Number.....1600

Transmitter Location.....St. Joe Street and
Birch Avenue

Time on the Air.....11 a.m. to 1 p.m.

News ServiceAP

Transcription ServiceStandard Radio

Personnel

President.....Joseph P. Connolly

Station Manager.....C. M. Rowe

Program Director.....Scott Burril

Publicity Director.....Redford Dibble

Chief Announcer.....Harold Knutson

Chief EngineerE. E. Clark

(Non-Commercial Station)

K E L O

SIoux FALLS—EST. 1937

NATIONAL BROADCASTING COMPANY

Frequency: 1230 Kc. Power: 250 Watts

Owned-Operated By...Sioux Falls Broadcast
Assn., Inc.

Address.....317 So. Phillips Ave.

Phone Number.....757

Transmitter Location...Highway No. 16

Time on the Air.....10 a.m. to 12 midnight

News ServiceAP

Transcription Service.....NBC Thesaurus

RepresentativeHoward H. Wilson Co.

Personnel

PresidentJoseph Henkin

Station Manager.....Morton Henkin

Ass't and Commercial Manager,
George R. Hahn

Sales Promotion Manager.....S. Fantle, Jr.

Program Director.....Verl Thomson

Chief Engineer.....Max Staley

K S O O

SIOUX FALLS—EST. 1926

NATIONAL BROADCASTING COMPANY

Frequency: 1140 Kc. Power: 5000 Watts
Owned-Operated By: Sioux Falls Broad-
cast Assn., Inc.

Address: 317 So. Phillips Ave.
Phone Number: 757
Transmitter Location: Highway No. 16
Time on the Air: 6 a.m. to local sunset
News Service: AP
Transcription Service: NBC Thesaurus
Representative: Howard H. Wilson Co.

Personnel

President: Joseph Henkin
Station Manager: Morton Henkin
Commercial Manager: George R. Hahn
Sales Promotion Manager: S. Fantle, Jr.
Chief Engineer: Max Staley

K U S D

VERMILLION—EST. 1922

Frequency: 920 Kc. Power: 500 Watts
Owned-Operated By: University of South
Dakota

Address: Union Building
Phone Number: 601
Transmitter Location: Science Hall
Time on the Air: 3 p.m. to 6 p.m.

Personnel

Director of Radio: Prof. Hale Aarnes
Station Manager: Bernice Stier
Chief Engineer: George Nordquist
(Non-Commercial Station)

K W A T

WATERTOWN—EST. 1939

KEYSTONE BROADCASTING SYSTEM

Frequency: 1240 Kc. Power: 250 Watts
Owned By: Midland National Life Insur-
ance Company

Operated By: F. L. Bramble (Mgr.); M. W.
Plowman (Ass't. Mgr.)

Address: Midland Building
Phone Number: 777
Transmitter Location: 1/2 mile south of
business section
Time on the Air: 7 a.m. to 10 p.m.
News Service: UP
Transcription Service: Keystone

Personnel

Station Manager: F. L. Bramble
Commercial Manager: M. W. Plowman
Promotion-Publicity Director: Morris Wisott
Chief Engineer: Francis Alwin

W N A X

YANKTON—EST. 1927

COLUMBIA BROADCASTING SYSTEM
IOWA BROADCASTING COMPANY

Frequency: 570 Kc. Power: 5000 Watts
Owned-Operated By: WNAX Broadcasting
Co.

Address: Yankton
Phone Number: 443
Transmitter Location: Yankton
Time on the Air: 6 a.m. to 12:05 a.m.
Newspaper Affiliation: Des Moines Register &
Tribune

News Service: AP; UP
Transcription Service: Standard Radio
Representative: The Katz Agency

Personnel

President: Gardner Cowles, Jr.
General-Commercial Manager: Phil Hoffman
Sales Promotion Manager: Jack Paige
Program Director: Arthur J. Smith
Musical Director: Rex Hayes
Chief Engineer: Clifton M. Todd

TENNESSEE

*For Latest U. S. Census Population And Radio Homes Data And
Statistics on "Shifting Population" Please Turn To Pages 233-286*

W O P I

BRISTOL—EST. 1929

NATIONAL BROADCASTING CO.
DANIEL BOONE NETWORK

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: Radiophone Broadcasting
Station WOPI, Inc.

Address: 410 State St.
Phone Number: WOPI
Transmitter Location: Old Abingdon Pike,
Washington County, Va.

Time on the Air: 6:30 a.m. to 11:30 p.m.
News Service: AP
Transcription Service: World
Representative: Burn-Smith Company

Personnel

President and General Manager: W. A. Wilson
Commercial Manager: R. L. Russell
Program Director: Fey Rogers
Publicity Director: Corinne Butterworth
Continuity Director: Marjorie Freels
Production Manager: Gene Thomas
Chief Engineer: Robert Smith

W A P O

CHATTANOOGA—EST. 1936

NATIONAL BROADCASTING CO.

Frequency: 1150 Kc. Power: 5000 d.; 1000 n.
Owned-Operated By... **WAPO Broadcasting Service**

Address Read House
Phone Number 6-6141
Transmitter Location Pineville Road
Time on the Air 5:30 a.m. to 12 Midnight
News Service **AP**
Transcription Service **NBC Thesaurus**
Representative **Headley-Reed Company**

Personnel

Owner **Mrs. W. A. Patterson**
General Manager **R. G. Patterson**
Local Sales Manager **R. N. Krepps**
National Sales Manager **Helen H. Patterson**
Program-Publicity Director **Helen Patterson**
Chief Announcer **Bob Bosworth**
Artists' Bureau Head **Louise Harley**
Musical Director **William Krug**
Chief Engineer **B. B. Barnes**

W D E F

CHATTANOOGA—EST. 1941

BLUE NETWORK

MUTUAL BROADCASTING SYSTEM

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By **Joe Engel Broadcasting Co.**

Address 419 Volunteer Bldg.
Phone Number 6-5664
Transmitter Location 419 Volunteer Bldg.
Time on the Air 6 a.m. to 11 p.m.
News Service **UP**
Transcription Service **Standard Radio**
Representative **Burn-Smith Co.**

Personnel

President **Joe W. Engel**
Station Manager **Frank S. Lane**
Commercial Manager **Ken Flenniken**
Program Director **Vann Campbell**
Chief Announcer **George Barber**
Musical Director **Jean Van Arsdale**
Chief Engineer **B. C. Baker**

W D O D

CHATTANOOGA—EST. 1925

COLUMBIA BROADCASTING SYSTEM

Frequency: 1310 Kc. Power: 5000 Watts
Owned-Operated By **WDOD Broad-casting Corporation**

Address **Hamilton National Bank Building**
Phone Number 6-5117
Transmitter Location **Baylor School**
Time on the Air: 5:30 a.m. to 12:05 Midnight;
Sundays, 7 a.m. to 12 Midnight
News Service **UP**

Transcription Service **Langworth, World Representative** **Paul H. Raymer Co.**

Personnel

Co-Owners **Earl W. Winger, Norman A. Thomas**
General Manager **Earl W. Winger**
Commercial Manager **Carter M. Parham**
Sales Promotion Manager **Cliff W. Bowers**
Program Manager **Gene Wilkey**
Chief Announcer **Douglas Davies**
Musical Director **John Tettesore**
Chief Engineer **J. C. Vessels**

W J Z M

CLARKESVILLE—EST. 1941

MUTUAL BROADCASTING SYSTEM

KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By **Wm. Kleeman**
Address: **Masonic Bldg., Commerce and Third Street**

Phone Number 499
Transmitter Location **One mile southeast**
Time on the Air: 6 a.m. to 11 p.m.; Sundays,
8 a.m. to 10 p.m.

News Service **AP**
Transcription Service **World**
Representative **Cox & Tanz**

Personnel

Owner **Wm. Kleeman**
Station Manager **W. E. Williams**
Commercial-Sales Promotion
Manager **Helen Wallace**
Program Director **W. E. Williams**
Chief Announcer **Clay Cline, Jr.**
Chief Engineer **John Bailey**

W H U B

COOKEVILLE—EST. 1940

KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By **WHUB, Inc.**
Address **East Spring Street**

Phone Number **Southern Continental 200**
Transmitter Location **807 Hickory Street**
Time on the Air 6 a.m. to 10 p.m.
News Service **AP**
Transcription Service **Keystone Broadcasting System**

Personnel

President-Chief Owner **M. L. Medley**
Chief Announcer **Grady Lemons**
Chief Engineer **Charles Burch**

W T J S

JACKSON—EST. 1931

BLUE NETWORK

MUTUAL BROADCASTING SYSTEM

Frequency: 1390 Kc. Power: 1000 Watts
 Owned-Operated By Sun Publishing
 Company
 Address 104 West Baltimore St.
 Phone Number 3340
 Transmitter Location Highway 45
 Time on the Air 7 a.m. to 12 midnight
 Newspaper Affiliation The Jackson Sun
 News Service UP
 Transcription Service Standard Radio
 Representative The Branham Company

Personnel

President A. A. Stone
 Station-Commercial Manager A. B. Robinson
 Program-Publicity Director Otis Roush
 Musical Director-Artists' Bureau Head,
 James Allen
 Chief Announcer Paul Moore
 Chief Engineer B. C. Brummell

W J H L
 JOHNSON CITY—EST. 1938
 THE BLUE NETWORK

Frequency: 910 Kc. Power: 1000 Watts
 Owned-Operated By WJHL, Inc.
 Business Address 412 S. Roan St.
 Phone Number WJHL
 Studio Address 412 S. Roan St.
 Transmitter Location R.F.D. No. 4,
 Johnson City
 Time on the Air 6 a.m. to 12 midnight
 News Service UP
 Transcription Service Standard Radio
 Representative Howard H. Wilson

Personnel

President-Station Manager W. Hanes Lancaster
 Station-Commercial Manager Ken Marsh
 Program-Production Director Henry Frick
 Chief Engineer O. K. Garland

W K P T
 KINGSFORT—EST. 1940
 NATIONAL BROADCASTING CO.
 DANIEL BOONE NETWORK

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By Kingsport Broadcast-
 ing Co.
 Address 222 Commerce St.
 Phone Number WKPT
 Transmitter Location East Kingsport
 Time on the Air 6:30 a.m. to 12:05 a.m.
 News Service UP
 Transcription Service Lang-Worth;
 Standard Radio
 Representatives Burn-Smith Co.;
 Harry Cummings

Personnel

President C. P. Edward, Jr.
 General Manager Jess Swicegood
 Program-Production Manager Paul Overbay
 Chief Engineer Gladman W. Upchurch

W B I R

KNOXVILLE—EST. 1941
 MUTUAL BROADCASTING SYSTEM
 BLUE NETWORK

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By American
 Broadcasting Corp.
 Address Chamber of Commerce Bldg., 618
 South Gay Street
 Phone Number 4-3321
 Transmitter Location Brooks Road &
 Wilder Place
 Time on the Air 129 hrs. weekly
 News Service UP
 Transcription Service Associated Music
 Publishers
 Representative Burn-Smith Co.

Personnel

President Gilmore N. Nunn
 Station-Commercial Mgr. John Ballard
 Chief Engineer J. Rex Horton

W N O X

KNOXVILLE—EST. 1921
 COLUMBIA BROADCASTING SYSTEM

Frequency: 990 Kc. Power: 10,000 Watts
 Owned-Operated By Scripps-Howard
 Radio, Inc.
 Address 110-112 South Gay Street
 Phone Number 3-3171
 Transmitter Location Anderson Road near
 Knoxville
 Time on the Air: 5 a.m. to 12 midnight; Sun-
 days, 5:30 a.m. to 12 midnight
 Newspaper Affiliation Knoxville News-Sentinel
 News Service UP
 Transcription Service Standard Radio; Lang-
 Worth
 Representative The Branham Company

Personnel

President Jack R. Howard
 Vice-President-General Manager,
 R. B. Westergaard
 Commercial Manager Harry Le Brun
 Sales Promotion-Publicity Manager C. B. Davis
 Program Director Lowell Blanchard
 Director of War Programs Walter Corning
 Musical Director Jerry Collins
 Chief Announcer Tys Terwey
 Chief Engineer
 Record MC Kurt Webster

W R O L

KNOXVILLE—EST. 1927
 NATIONAL BROADCASTING CO.

Frequency: 620 Kc. Power: 1000 d.; 500 n.
 Owned-Operated By Stuart Broadcasting
 Co.
 Business Address Hamilton Bank Bldg.
 Phone Number 2-7111
 Studio Address Hamilton Bank Bldg.

Transmitter Location.....Holston Hills
 Time on the Air: 5 a.m. to 12 midnight;
 Sundays, 6 a.m. to 12 Midnight
 News Service.....AP
 Transcription Service.....NBC Thesaurus;
 World
 Representative.....John Blair & Co.

Personnel

President.....S. E. Adcock
 Commercial Manager.....C. H. Frazier
 Sales Promotion Manager.....Fred Pfahler
 Program-Publicity Director.....John Reese
 Musical Director.....Harry Nides
 Chief Engineer.....Owen McReynolds

W H B Q
 MEMPHIS—EST. 1925

MUTUAL

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Broadcasting Sta-
 tion WHBQ, Inc.

Address.....Hotel Gayoso
 Phone Number.....8-6868
 Transmitter Location.....46 Neely St.
 Time on the Air.....7 a.m. to 11 p.m.
 News Service.....AP
 Transcription Service.....Lang-Worth
 Representative.....William G. Rambeau Co.

Personnel

President-General Manager.....E. A. Alburty
 Commercial Manager.....E. Pournelle
 Program Director-Chief Announcer.....John T. Orr
 War Program Director.....Bob Alburty
 Publicity Director.....Lee Johnson
 Chief Engineer.....Welton Roy
 Record MC.....Alfred Kerr

W M P S
 MEMPHIS—EST. 1930

BLUE NETWORK

MUTUAL BROADCASTING SYSTEM

Frequency: 1460 Kc...Power: 1000 d.; 500 n.
 Owned-Operated By.....Memphis Broad-
 casting Company

Address.....Columbian Tower, 62 North
 Main Street
 Phone Number.....5-2721
 Transmitter Location.....1690 South Lau-
 derdale
 Time on the Air: 6:30 a.m. to 12 midnight;
 Sundays, 7:30 a.m. to 11:45 p.m.
 Newspaper Affiliation.....Memphis Press-
 Scimitar
 News Service.....UP
 Transcription Service.....Standard Radio;
 Associated
 Representative.....Spot Sales, Inc.

Personnel

President.....Jack R. Howard
 Station Manager-Program Director
 Harold R. Krelstein
 Commercial Manager.....Harold R. Krelstein

Merchandising Manager-Publicity Director
 Robert Hobgood
 Director of War Programs
 Francis Chamberlin
 Chief Announcer.....Lawrence Trexler
 Musical Director.....Kay Benander
 Chief Engineer.....J. G. Deaderick

W R E C
 MEMPHIS—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 600 Kc.....Power: 5000 Watts
 Owned-Operated By.....Hoyt B. Wooten
 d/b as WREC Broadcasting Service

Address.....Hotel Peabody
 Phone Number.....5-1313
 Transmitter Location.....Memphis
 Time on the Air.....Unlimited license
 News Service.....UP
 Transcription Service.....World Broadcasting
 System; Lang-Worth

Representative.....The Katz Agency

Personnel

Owner-General Manager.....Hoyt B. Wooten
 Commercial Manager.....Hollis R. Wooten
 Program-Publicity Director.....Roy Wooten
 Production Manager.....Bill Trotter
 Chief Announcer.....Louis Fossee
 Musical Director.....Jesalyn Payne
 Chief Engineer.....S. D. Wooten, Jr.

PA

*Originated
 the extra
 service of the
 only press
 association
 Station Relations
 Department*

MARKET DATA OF DAY COVERAGE OF

★ **W M C**
MEMPHIS
TENN.

POPULATION	HOME UNITS	RADIO UNITS	EFFECTIVE BUYING INCOME	RETAIL SALES	FOOD SALES	DRUG SALES
3,092,108	777,206	393,518	\$896,976,000	\$615,979,000	\$112,935,000	\$21,225,000

The South's Biggest Market
✓ *Biggest Area*

In the primary day coverage area of WMC are included 60 counties in five states . . . Tennessee, Arkansas, Mississippi, Missouri, and Kentucky.

✓ *Biggest Population*

In the primary and secondary day coverage area are 3,092,108 people, comprising an area which is the nation's 12th largest in population!

✓ *Biggest Retail Sales*

Retail sales total \$615,979,000 with an effective buying income of \$896,976,000 . . . just short of a billion dollars! Here is Buying Power with a punch.

★ **W M C**
MEMPHIS

- ★ **N B C**
- ★ 5,000 WATTS DAY AND NIGHT
- ★ OWNED AND OPERATED BY THE COMMERCIAL APPEAL
- ★ REPRESENTED NATIONALLY BY THE BRAINHAM COMPANY

W M C

MEMPHIS—EST. 1923
NATIONAL BROADCASTING CO.
SOUTH CENTRAL QUALITY NETWORK
 Frequency: 790 Kc.....Power: 5000 Watts
 Owned-Operated By.....Memphis Publishing
 Co.
 Address Goodwyn Institute
 Phone Number 8-7464
 Transmitter Location Five Points, Tenn.
 Time on the Air.....6 a.m. to 12 midnight
 Newspaper Affiliation Memphis Com-
 mercial Appeal
 News Service UP
 Transcription Service NBC Thesaurus;
 Lang-Worth
 Representative The Branham Co.

Personnel

Station Manager H. W. Slavick
 Commercial Manager.....J. C. Eggleston
 Assistant Commercial Manager .Cliff Goodman
 Program Director John Cleghorn
 Production Manager.....Ed Deffenbaugh
 Chief Engineer E. C. Frase, Jr.

W L A C

NASHVILLE—EST. 1926
COLUMBIA BROADCASTING SYSTEM
 Frequency: 1510 Kc.....Power: 50000 Watts
 Owned By ..J. T. Ward, d/b as WLAC Broad-
 casting Service
 Operated By.....WLAC Broadcasting Ser-
 vice
 Address.....Third National Bank Bldg.
 Phone Number 6-0161
 Transmitter Location Dickerson Road
 Time on the Air .6 a.m. to 12 midnight; Sun-
 days, 7 a.m. to 12 midnight
 News Service UP
 Transcription Service.... World Broadcasting
 System; NBC Thesaurus
 Representative Paul H. Raymer Co.

Personnel

Owner.....J. T. Ward
 General-Commercial Manager...F. C. Sowell
 Promotion ManagerChas. L. Andrews
 Program Director Paul Oliphant
 Musical Director.....Charles Nagy
 Chief Engineer.....F. D. Binns

W S I X

NASHVILLE—EST. 1927
BLUE NETWORK
MUTUAL BROADCASTING SYSTEM
 Frequency: 980 Kc.....Power: 5000 Watts
 Owned-Operated By WSIX, Inc.

AddressNashville Trust Building
 Phone Number 5-5431
 Transmitter Location ...Northeast of Nashville
 Time on the Air: 6 a.m. to 12 Midnight;
 Sundays, 7 a.m. to 12 Midnight
 News Service AP
 Transcription Service Standard Radio;
 C. P. MacGregor; Lang-Worth
 Representative Spot Sales, Inc.

Personnel

President-Station Manager...Jack M. Draughon
 Commercial Manager... Eugene S. Tanner
 Program-Production Manager,
 Jack Wolever, Jr.
 Publicity Director..... R. L. Chaudoin
 Chief Announcer..... Buck Byrum
 Musical Director..... Frank Bobo
 Chief Engineer..... Bascom E. Porter
 Record MC..... Walter Ferguson

TELESCRIPTS

... ORIGINATED BY **PA**

are complete scripts,
 cued for music or
 sound effects, and
 moved on the special



radio news wire.

*Widely sponsored
 from Coast-to-Coast*



THE Fifth ESTATE

**WSM — THE PUBLIC SERVICE
STATION IN TENNESSEE**

IN these days when much conjecture is advanced upon the subject of radio's prime function, WSM points with pride to its public service programs. A true knowledge of the community's needs and desires enables us to serve our listeners well.

Needless to say that when listeners are loyal to the station, they are equally as loyal to its advertisers. Confidence is the basis of good listening . . . and good buying.



HARRY L. STONE, Gen'l. Mgr.

WSM

NASHVILLE, TENN.

OWNED AND OPERATED BY
THE NATIONAL LIFE AND ACCIDENT INSURANCE COMPANY, INC.
NATIONAL REPRESENTATIVES EDWARD PETRY & CO. INC.

W S M

NASHVILLE—EST. 1925

NATIONAL BROADCASTING CO.

Frequency: 650 Kc. Power: 50000 Watts
Owned-Operated By.. The National Life and
Accident Insurance Co.

Business Address National Building
Phone Number 6-7181
Studio Address. Seventh Avenue and Union
Street

Transmitter Location: Calendar Road, William-
son County, Tenn. (R.F.D. Franklin)

Time on the Air. 18 hours daily; Sundays,
17 hours

News Service AP; INS
Transcription Service Associated Music
Publishers, Lang-Worth
Representative Edward Petry & Co., Inc.

Personnel

Executive Vice-President. Edwin W. Craig
Station Manager. Harry L. Stone
Sales Manager. Dean R. Upson
Program Director. Jack Stapp
Publicity Director. Lester Barnard
Artists' Bureau Head. Ford Rush
Chief Announcer Otis E. Devine
Musical Directors, Pietro Brescia, Beasley Smith
Acting Chief Engineer. George Reynolds

TEXAS

*For Latest U. S. Census Population And Radio Homes Data And
Statistics on "Shifting Population" Please Turn To Pages 233-286*

K R B C

ABILENE—EST. 1936

MUTUAL BROADCASTING SYSTEM

TEXAS STATE NETWORK

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By. Reporter Broad-
casting Company

Address Abilene
Phone Number 6255
Transmitter Location 341 Ambler Avenue
Time on the Air. 6:30 a.m. to 11 p.m.

Newspaper Affiliation. Abilene Reporter-
News

News Service AP
Representative. John E. Pearson Co.

Personnel

President. M. B. Hanks
Vice-President & Managing

Director Howard Barrett
Local Sales Manager A. C. Etter
Chief Engineer J. B. Casey

K F D A

AMARILLO—EST. 1939

MUTUAL BROADCASTING SYSTEM

TEXAS STATE NETWORK

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By. Amarillo Broad-
casting Corporation

Address 109 East 5th St.
Phone Number 5343
Transmitter Location. 109 East 5th St.
Time on the Air: 6:30 a.m. to 12 Midnight;
Sundays, 7 a.m. to 12 Midnight

News Service INS

Personnel

President. Gilmore N. Nunn

Station-Commercial Manager H. P. Roberson
Sales Promotion Manager-Program Director
Bonnie Bennett
Chief Engineer. Howard Blaker

K G N C

AMARILLO—EST. 1935

NATIONAL BROADCASTING CO.

LONE STAR CHAIN

Frequency: 1440 Kc. Power: 5000 d.; 1000 n.
Owned-Operated By. Plains Radio Broad-
casting Company

Address. Radio Building, 8th & Harrison
Phone Number 4242
Transmitter Location Bellaire Park
Time on the Air: 6 a.m. to 12 midnight;
Sundays, 7 a.m. to 12 Midnight

Newspaper Affiliations: Amarillo Daily News;
Amarillo Globe; Lubbock Avalanche Journal
News Service UP
Transcription Service. NBC Thesaurus,
Standard

National Sales Office Address: Taylor-Howe-
Snowden Group, Dallas, Texas
Representative Howard H. Wilson Co.

Personnel

President. O. L. Taylor
General Manager. Raymond Hollingsworth
Sales Manager. Aubrey Jackson
Program Director. Raymond Hollingsworth
Musical Director. Frances Jensen

K N O W

AUSTIN—EST. 1924

BLUE NETWORK

MUTUAL BROADCASTING SYSTEM

TEXAS STATE NETWORK

TEXAS

AND THE GREAT SOUTHWEST



WFAA 50,000 WATTS
879 KC. N.B.C. AND TEXAS QUALITY NETWORK

WBAP 50,000 WATTS
828 KC. N.B.C. AND TEXAS QUALITY NETWORK

KGKO
DALLAS • FORT WORTH 5,000 WATTS
DAY and NIGHT
570 KC. BLUE NETWORK—LONE STAR CHAIN



Looking for an *effective, low cost* way to reach that **BIG, rich Texas** and Southwest market? Well, here are the key stations you positively don't want to overlook — **WFAA-WBAP**, with the largest 50,000 watt primary coverage in the United States, and **KGKO**, second only to its sister station. These stations are a vital part of the home, down this way, and have a powerful influence on the thinking and buying habits of Texas and Southwest folks. They will *respond* — if you use these stations!

NATIONAL REPRESENTATIVES

EDWARD PETRY & COMPANY, INC.

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By ... Frontier Broadcasting
 Company, Inc.
 Address 520 Norwood Building
 Phone Number 2-6213
 Transmitter Location ... Fifth & Tillery Streets
 Time on the Air 6:30 a.m. to 12 Midnight
 News Service UP
 Representative Spot Sales, Inc.

Personnel

President H. M. Fentress
 Station Manager Hardy C. Harvey
 Commercial Manager Ernest T. Jones
 Sales Promotion Manager Scotty Garrison
 Program-Musical Director Allan Ezell
 Chief Announcer Weldon Robinson
 Chief Engineer James Lewis

K T B C

AUSTIN—EST. 1939

COLUMBIA BROADCASTING SYSTEM

Frequency: 590 Kc.....Power: 1000 d.; 250 n.
 Owned-Operated By ... State Capital Broad-
 casting Association
 Address P.O. Box 717
 Phone Number 2-2424
 Transmitter Location Dallas Highway
 Time on the Air 6 a.m. to 12 Midnight
 News Service AP
 Transcription Service Standard
 Representative The Branham Co.

Personnel

President Claudia T. Johnson
 General Manager Harfield Weedin
 Sales Manager R. J. Crissey
 Program-Production Director John Hicks
 Publicity-War Program Director J. Mabel Clark
 Chief Engineer M. W. Jeffus

K F D M

BEAUMONT—EST. 1924

BLUE NETWORK

Frequency: 560 Kc.....Power: 1000 Watts
 Owned-Operated By .. Beaumont Broadcasting
 Corp.
 Address P.O. Box 2950
 Phone Number 3883
 Transmitter Location Cor. Doucette &
 Grove Streets
 Time on the Air: 6 a.m. to 2 Midnight;
 Sundays, 7 a.m. to 12 Midnight
 News Service AP
 Transcription Service NBC Thesaurus
 Representative Howard H. Wilson Co.

Personnel

President C. W. Snider
 General-Commercial Manager C. B. Locke
 Sales Promotion Manager H. Caldwell
 Program Director B. R. Patterson

Chief Announcer Bob Liggett
 Chief Engineer L. M. Sanders

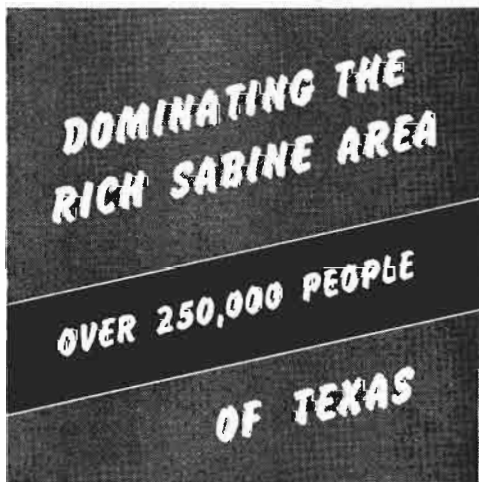
K R I C

BEAUMONT EST.—1938

Frequency: 1450 Kc.....Power: 250 Watts
 Owned By KRIC, Inc.
 Operated By Enterprise and Journal Co.
 Address 130 Wall Street
 Phone Number 4200
 Transmitter Location 130 Wall Street
 Time on the Air 6 a.m. to 12 midnight
 Newspaper Affiliation .. Beaumont Enterprise
 News Service AP
 Transcription Service ... World Broadcasting
 Representative The Branham Company

Personnel

President Mrs. J. L. Mapes
 Station Manager Jack Neil
 Sales Manager G. L. Kirk
 Program Director Lorraine Kelley
 Publicity Director Martha Swafford
 Chief Announcer Virginia Moon
 Musical Director Mary Bond Campbell
 Chief Engineer Ben Hughes



K F D M

BEAUMONT, TEXAS

BLUE NETWORK, 560 K.C., 1,000 WATTS

MEANS BUSINESS

Represented by the
 Howard H. Wilson Company

K B S T

BIG SPRING—EST. 1936

MBS—TEXAS STATE NETWORK

Frequency: 1490 Kc. Power: 100 Watts
Owned-Operated By.....Big Spring Herald
Broadcasting Company

Address702 Johnson Street
Phone Number 1500
Transmitter Location ..1¼ miles northeast
of town

Time on the Air.....7 a.m. to 9:30 p.m.
Newspaper Affiliation.....Big Spring Herald
News Service AP
Representative.....John E. Pearson Co.

Personnel

PresidentRobert Whipkey
Station Manager.....David Crockett
Commercial Manager.....Charles T. White
Program Director.....James H. Stiff
Chief EngineerAndrew M. Jones

K N E L

BRADY—EST. 1935

KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc. Power: 250 d.; 100 n.
Owned-Operated ByG. L. Burns
Business AddressGibbons
Phone Number 77
Transmitter LocationBrady, Texas

Time on the AirUnlimited license
RepresentativeCox & Tanz

Personnel

General Manager.....G. L. Burns

K E E W

BROWNSVILLE—EST. 1937

KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc. Power: 250 d.; 100 n.
Owned-Operated By.....Eagle Broadcasting Co.
Business Address...3700 San Benito Highway
Phone Number 1273

Transmitter Location.....San Benito Road
Time on the Air.....6 a.m. to 9 p.m.
News ServiceINS
Transcription ServiceKeystone
RepresentativeForjoe & Co.

Personnel

General Manager.....E. E. "Jack" Wilson
Program-Production Director.....Charlie Cummins
Chief Engineer.....Glenn McIntosh

K B W D

BROWNWOOD—EST. 1941

Frequency: 1380 Kc. Power: 1000 d.; 500n
Owned-Operated By.....Brown County
Broadcasting Co.

Address800 Hawkins Street
Phone Number 2401
Transmitter Location...Williams Ranch Road.
1½ miles N. Brownwood

Time on the Air...6:30 a.m. to 11 p.m.; Sun-
day, 7:30 a.m. to 10:30 p.m.

News ServiceAP
Transcription Service.....NBC Thesaurus
Representative.....Howard H. Wilson Co.

Personnel

President-Station Manager....Wendell Mayes
Commercial Manager.....A. D. Whisenant
Program-Publicity Director.....Pat Laurence
Production Manager.....Dorthea Dunlap
Chief AnnouncerBill Field
Chief EngineerA. W. Stewart

W T A W

COLLEGE STATION—EST. 1921

BLUE NETWORK

Frequency: 1150 Kc. Power: 1000 Watts
Owned-Operated By.....College of Texas
AddressCollege Station
Phone Number 4-6724

Transmitter LocationCollege Station
Time on the Air.....Sun-up to Sun-down
News ServiceAP
Transcription ServiceWorld

Personnel

Station-Commercial Manager....Ted P. Hills
Promotion-Program Director...Evelyn Branigan
Chief Engineer.....H. C. Dillingham

K E Y S

CORPUS CHRISTI—EST. 1940

COLUMBIA BROADCASTING SYSTEM

Frequency: 1490 Kc. Power: 250 Watts
Owned By...Earl C. Dunn, Charles W. Rossi,
H. B. Lockhart and E. C. Hughes

Operated By.....Nueces Broadcasting Co.
AddressCenter Theater Bldg.
Phone2-7411

Transmitter.....Shell Rd. near Corpus Christi
Time on the Air.....6 a.m. to 12 Midnight
News ServiceAP
Transcription ServiceWorld
RepresentativeForjoe Co.

Personnel

Station & Commercial Manager...E. C. Hughes
Ass't Manager.....Fred Burr
Program-Production Director....Jack Sharpe
Chief Engineer.....Earle C. Dunn

K R I S

CORPUS CHRISTI—EST. 1937

NATIONAL BROADCASTING CO.

MUTUAL BROADCASTING SYSTEM

LONE STAR CHAIN

TEXAS STATE NETWORK

Frequency: 1360 Kc. Power: 1000 Watts
Owned-Operated By.....Gulf Coast
Broadcasting Company

AddressRobert Driscoll Hotel

Phone Number 6354
 Transmitter Location Corpus Christi
 Time on the Air Unlimited License
 Newspaper Affiliation Caller-Times
 News Service AP
 Transcription Service Standard
 Representative The Branham Company

Personnel

General Manager T. Frank Smith
 Chief Engineer Robert S. Bush

KWBU

CORPUS CHRISTI—EST. 1943

Frequency: 1010 Kc. Power: 50,000 Watts
 Owned & Operated By Century Broadcasting
 Address 912 Commerce St., Dallas, Texas
 Phone Riverside 6381
 Transmitter Location Gregory,
 Time on the Air Daytime License
 News Service AP
 Representatives Homer Hogan & Co.,
 John E. Pearson

Personnel

President Carr P. Collins

KAND

CORSICANA—EST. 1937

MUTUAL BROADCASTING SYSTEM
 KEYSTONE BROADCASTING SYSTEM
 TEXAS STATE NETWORK

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Navarro Broadcast-
 ing Association
 Business Address P. O. Box 959
 Phone Number 141
 Transmitter Location ½ mile north of
 Corsicana Highway No. 75
 Time on the Air 16½ hours daily
 News Service UP
 Representatives Hal Holman Co.;
 The Walker Co.

Personnel

President J. C. West
 Station Manager Aubrey H. Escoe
 Chief Engineer Eugene R. Hellums

KRLD

DALLAS—EST. 1926

COLUMBIA BROADCASTING SYSTEM

Frequency: 1080 Kc. Power: 50000 Watts
 Owned-Operated By KRLD Radio Corp.
 Address Hotel Adolphus
 Phone Number Central 6811
 Transmitter Location Garland, Texas
 Time on the Air: 5:30 a.m. to 12 Midnight;
 Sundays, 6 a.m. to 12 Midnight
 Newspaper Affiliation Dallas Daily Times
 News Service AP

Transcription Service Standard Radio
 Representative The Branham Co.

Personnel

President J. W. Runyon
 Managing Director C. W. Rembert
 Ass't Manager James W. Crocker
 Commercial Manager William A. Roberts
 Sales Promotion Manager J. W. Crocker
 Program Director Ruth Clem
 Publicity Director Douglas Hawley
 Traffic Manager A. H. Plumlee
 Musical Director Lawrence N. Morrell
 Chief Engineer R. M. Flynn

KSKY

DALLAS—EST. 1941

Frequency: 660 Kc. Power: 1000 Watts
 Owned-Operated By Chilton Radio
 Corporation
 Address 11th Floor, Hotel Stoneleigh
 Phone Number C-6193
 Transmitter Location Bruton Road (7 miles
 out of Dallas)
 Time on the Air 6 a.m. to local sunset
 News Service AP
 Transcription Service Associated Music

Personnel

President-Station Manager A. L. Chilton
 Commercial Manager R. G. Terrill
 Program Director T. E. Perrin
 Chief Announcer Richard F. Parker
 Chief Engineer Morris M. Ming

WFAA

DALLAS—EST. 1922

NATIONAL BROADCASTING CO.
 TEXAS QUALITY NETWORK

Frequency: 820 Kc. Power: 50000 Watts
 Owned-Operated By A. H. Belo Corp.,
 publisher of The Dallas Morning News
 Business Address 1122 Jackson St.
 Phone Riverside 9631
 Studio Address Santa Fe Bldg. Penthouse
 Transmitter Location Grapevine, Texas
 Time on the Air. Shares time with WBAP,
 Fort Worth, operating continuously from 6
 a.m. to 12 midnight
 Newspaper Affiliation Dallas Morning News
 News Service UP
 Transcription Service NBC Thesaurus;
 Lang-Worth
 Representative Edward Petry & Co.

Personnel

President E. M. Dealey
 Managing Director Martin Campbell
 Station Manager Alex C. Keese
 Program Director Ralph Nimmons
 Production Manager Ralph Maddox
 Director of War Programs Marian Kate
 Chief Engineer Raymond Collins

(See Page 598)



WIDE WORLD

DOUBLE EXPOSURE in TEXAS...

At a glance these two pictures look identical. But they're not. One represents your audience in Dallas, the other your audience in Fort Worth. True, these two large cities (respectively, the 2nd and 4th largest in Texas) are a mere 28 miles apart. But it might as well be 2,800 miles, so different are their listening and buying habits.

To cover both these rich markets in spot broadcasting you need a double exposure, a combination of two powerful 5000 watt stations, WRR, Dallas and KFJZ, Fort Worth. Expensive? To the contrary! You can use *both* these stations for the *price of one* and receive the added dividend of paying but one talent cost. A real two-for-one bargain for smart buyers.

W R R
D A L L A S
 5000 WATTS — 1310 KC

K F J Z
F T . W O R T H
 5000 WATTS — 1270 KC

Affiliated with the Mutual Broadcasting System and the Texas State Network.

NATIONAL REPRESENTATIVES
WEED AND COMPANY
 NEW YORK • SAN FRANCISCO • BOSTON
 CHICAGO • HOLLYWOOD • DETROIT

W R R

DALLAS—EST. 1920
MUTUAL BROADCASTING SYSTEM
TEXAS STATE NETWORK

Frequency: 1310 Kc. Power: 5000 Watts
Owned-Operated By City of Dallas
Address: Municipal Radio Bldg., State Fair Grounds
Phone Number Tenison 3-6101
Transmitter Location White Rock Lake
Time on the Air: 6:30 a.m. to 12 Midnight;
Sundays, 7 a.m. to 12 Midnight
News Service AP
Representative Weed & Co.

Personnel

Station Manager Charles B. Jordan
Sales Promotion-Traffic Manager Louise Cobler
Program-Publicity Director Pete Teddlie
Production Manager Roy I. Newman
Chief Announcer James S. Alderman
Music Librarian Alice McCord
Musical Director Ted Parrino
Chief Engineer D. J. Tucker
Record MC Whit Whitley

K D N T

DENTON—EST. 1938

Frequency: 1450 Kc. Power: 100 Watts
Owned-Operated By Harwell V. Shepard
Address Kimbrough Building
Phone Number 276
Transmitter Location Highway No. 24
Time on the Air Unlimited license

Personnel

Owner-Chief Engineer Harwell V. Shepard
Program Director Mary Grace Smith

K R O D

EL PASO—EST. 1940

COLUMBIA BROADCASTING SYSTEM

Frequency: 600 Kc. Power: 1000 d.; 500 n.
Owned-Operated By Dorrance D. Roderick
Address 2201 Wyoming St.
Phone Number Main 2020
Transmitter Location Hammett Boulevard
Time on the Air Unlimited License
Newspaper Affiliation El Paso Times
News Service INS
Transcription Service Associated; Standard
Representative Howard H. Wilson Co.

Personnel

Owner Dorrance D. Roderick
Station Manager Val Lawrence
Commercial Manager Cecil L. Triggy
Program Director Dick Weaver
Chief Announcer Ted Hunt
Musical Director H. Arthur Brown
Chief Engineer Edward P. Talbott

K T S M

EL PASO—EST. 1929

NATIONAL BROADCASTING CO.

Frequency: 1380 Kc. Power: 1000 d.; 500 n.
Owned-Operated By Tri-State Broadcast-
ing Co.

Address Paso Del Norte Hotel
Phone Number Main 3122
Transmitter Location First Ave., S. of High-
way No. 80, Ascarate Addition

Time on the Air 6 a.m. to 11:30 p.m.
News Service UP
Transcription Service NBC Thesaurus;
C. P. MacGregor

Representative George P. Hollingbery Co.

Personnel

President Frances W. Bredburg
Vice President-General
Manager Karl O. Wyler
Commercial Manager Willard L. Kline
Program Director Virgil C. Hicks
Production Manager Conroy Bryson
Chief Engineer E. L. Gemoets

K F J Z

FORT WORTH—EST. 1922

MUTUAL BROADCASTING SYSTEM

TEXAS STATE NETWORK

Frequency: 1270 Kc. Power: 5000 Watts
Owned-Operated By Tarrant Broadcast-
ing Company

Address 1201 West Lancaster
Phone Number 3-3474
Transmitter Location Birdville, Texas
Time on the Air 18½ hours daily

News Service UP
Representative Weed & Company

Personnel

President Elliott Roosevelt
Station Manager Gene L. Cagle
Commercial Manager Clyde Pemberton
Sales Promotion Manager L. Roy Duffy
Program-Production Director Boyd Kelley
Publicity Director Forrest W. Clough
Chief Announcer George Erwin
Artists' Bureau Head Mary Ruth Googins
Musical Director Frances Kay
Chief Engineer Truett Kimzey

K G K O

FORT WORTH—EST. 1928

BLUE NETWORK

LONE STAR CHAIN

Frequency: 570 Kc. Power: 5000 Watts
Owned By Carter Publications,
Inc. & A. H. Belo Corp.

Operated By Ft. Worth Star-Telegram and
Dallas News

Addresses: Medical Arts Bldg., Ft. Worth;
Santa Fe Bldg., Dallas

Phone Numbers: 3-1234 (Fort Worth); Riverside 9631 (Dallas)

Transmitter Location Arlington, Texas
 Time on the Air 6 a.m. to 12 Midnight
 Newspaper Affiliations: Fort Worth Star-Telegram; The Dallas Morning News
 News Service AP
 Transcription Service World; Lang-Worth
 Representative Edward Petry & Co.

Personnel

President Amon G. Carter
 General Manager Harold V. Hough
 Managing Director Martin Campbell
 Fort Worth Manager George Cranston
 Dallas Manager Alex Keese
 Chief Announcer Frank Mills
 Fort Worth Program Director Ed Lally
 Dallas Program Director Ralph Nimmons
 Production Manager Gene Reynolds
 Continuity Chief Lyman Brown
 Traffic Manager Eileen Flake
 Chief Newscaster Ken McClure
 Music Librarian Al Bowman
 Musical Director Gene Baugh
 Chief Engineer R. C. Stinson

(See Page 598)

W B A P

FORT WORTH—EST. 1922

NBC—TEXAS QUALITY NETWORK

Frequency: 820 Kc. Power: 50000 Watts
 Owned By Carter Publications, Inc.
 Operated By Ft. Worth Star-Telegram
 Address Medical Arts Bldg.
 Phone Number 3-1234
 Transmitter Location Grapevine, Texas
 Time on the Air: 5:30 a.m. to 12 Midnight;
 (shares time with WFAA, Dallas)
 Newspaper Affiliation Ft. Worth Star-Telegram
 News Service AP
 Transcription Service WBS
 Representative Edward Petry & Co.

Personnel

President Amon G. Carter
 General Manager Harold V. Hough
 Station Manager George Cranston
 Commercial Manager H. R. Turner
 Sales Promotion-Publicity Manager,
 Virginia Willten
 Program Director Ed Lally
 Production Manager Gene Reynolds
 Continuity Chief Lyman Brown
 Traffic Manager Eileen Flake
 Chief Newscaster Ken McClure
 Music Librarian Al Bowman
 Music Arranger Don Gillis
 Musical Director Gene Baugh
 Chief Announcer Frank Mills
 Chief Engineer R. C. Stinson

(See Page 598)

K L U F

GALVESTON—EST. 1928

KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc. Power: 250 Watts
 Owned By The KLUF Broadcasting Co.
 Operated By Geo. Roy Clough
 Business Address P. O. Box 562
 Phone Number 6676
 Studio Address 6002 Broadway
 Transmitter Location 6002 Broadway
 Time on the Air Unlimited license
 News Service UP
 Transcription Service Standard Radio;
 Lang-Worth

Personnel

President Geo. Roy Clough
 Commercial and Sales Promotion Manager,
 C. V. Bracht
 Program Director-Chief Announcer
 Carl McDaniel
 Director of War Programs Helen D. Clough
 Chief Engineer L. D. Clough

K G B S

HARLINGEN—EST. 1941

CBS—MBS

KEYSTONE BROADCASTING SYSTEM

TEXAS STATE NETWORK

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By Harbenito Broadcasting Company, Inc.
 Business Address P. O. Box 711
 Phone Number 1400
 Studio Address:
 State Highway No. 83 between Harlingen
 and San Benito, Texas
 Transmitter Location Same
 Time on the Air 6:30 a.m. to 12 Midnight
 News Service AP
 Transcription Service Associated
 Music Publishers

Personnel

President McHenry Tichenor
 Station Manager Ingham S. Roberts
 Commercial Manager Troy McDaniel
 Program Director-Chief Announcer
 Steel McClanahan
 Director of War Programs Francis George
 Production Manager Charles Durkes
 Chief Engineer Sherman L. Spencer

K P R C

HOUSTON—EST. 1925

NBC—TEXAS QUALITY NETWORK

Frequency: 950 Kc. Power: 5000 Watts
 Owned By Houston Printing Corp.
 Operated By Houston Post
 Address Lamar Hotel
 Phone Number Fairfax 7101

Transmitter Location Deepwater, Texas
 Time on the Air Unlimited
 Newspaper Affiliation Houston Post
 News Service AP
 Transcription Service NBC Thesaurus
 Representative Edward Petry & Co.

Personnel

President W. P. Hobby
 Station Manager Kern Tips
 Program Director Jack McGrew
 Musical Director K. Burt Sloan
 Chief Engineer H. T. Wheeler

K T R H

HOUSTON—EST. 1930

COLUMBIA BROADCASTING SYSTEM

Frequency: 740 Kc. Power: 50000 Watts
 Owned-Operated By ... KTRH Broadcasting Co.
 Address Rice Hotel
 Phone Number Preston 4361
 Transmitter Location .. Cedar Bayou, Texas
 Time on the Air Unlimited License
 Newspaper Affiliation Houston Chronicle
 News Service UP
 Transcription Service World Broadcasting
 Representative John Blair & Co.

Personnel

Station Manager B. F. Orr
 Commercial-Sales Promotion Manager
 Ray E. Bright
 Program Director Harry Grier
 Production Manager Tom Jacobs
 Chief Announcer Ted Nabors
 Musical Director Albino Torres
 Chief Engineer King Howard Robinson

K X Y Z

HOUSTON—EST. 1930

BLUE NETWORK

MUTUAL BROADCASTING SYSTEM

LONE STAR CHAIN

TEXAS STATE NETWORK

Frequency: 1320 Kc. Power: 5000 Watts
 Owned-Operated By Harris County Broadcast
 Address Gulf Building
 Phone Number Capitol 6151
 Transmitter Location Deepwater, Texas
 Time on the Air Unlimited License
 News Service AP
 Transcription Service Standard
 Representative The Branham Co.

Personnel

Manager T. F. Smith
 Program Director Charles Nethery
 Chief Engineer Gerald Chinski

K S A M

HUNTSVILLE—EST. 1938

KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By: W. J. Harpole & I. C.
 Rothwell

Address P.O. Box 312
 Phone Number 666
 Transmitter Location South of Huntsville
 on Highway No. 75

Time on the Air Daytime License
 News Service AP

Personnel

Station Manager J. C. Rothwell
 Commercial Manager J. B. McShan
 Chief Announcer J. C. Dorrell
 Chief Engineer Jesse Simms

K O C A

KILGORE—EST. 1936

KEYSTONE BROADCASTING SYSTEM

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By Oil Capitol Broad-
 casting Assn.

Address 102½ East North St.
 Phone Number 616
 Transmitter Location Kilgore
 Time on the Air Unlimited license
 Newspaper Affiliation ... Kilgore Daily News

Personnel

General Manager Roy G. Terry

K P A B

LAREDO—EST. 1938

KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By

Laredo Broadcasting Co.
 Business Address Hamilton Hotel
 Phone Number 2124
 Transmitter Location 300 Loring Ave.
 Time on the Air 7 a.m. to 10 p.m.
 News Service AP
 Representative Forjoe & Co.

Personnel

President Howard W. Davis
 Station-Commercial Manager,
 Rupert S. Dougharty
 Program Director Jack Calvin
 Sales Promotion Manager-Chief Announcer,
 Grant Pickens
 Chief Engineer Hulan K. Smith

K F R O

LONGVIEW—EST. 1934

MUTUAL BROADCASTING SYSTEM

KEYSTONE BROADCASTING SYSTEM

TEXAS STATE NETWORK

Frequency: 1370 Kc. Power: 1000 Watts
 Owned-Operated By Voice of Longview

Business Address P. O. Box 607
 Phone Number 411
 Studio Address Glover-Crim Bldg.
 Transmitter Location 1918 Marshall-
 Longview Highway
 Time on the Air:
 7 a.m. to 9:15 p.m.; Sundays, 8 a.m. to
 9:15 p. m.
 News Service UP
 Transcription Service Lang-Worth; Key-
 stone Broadcasting System
 Representative Burn-Smith Co.

Personnel

President-General Manager... James R. Curtis
 Commercial Manager... Thomas R. Putnam

•
K F Y O

LUBBOCK—EST. 1927

MBS—TEXAS STATE NETWORK

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By Plains Radio
 Broadcasting Co.
 Address 914 Avenue J
 Phone Number 5567
 Transmitter Location..... 2312 Fifth St.
 Time on the Air: 7 a.m. to 11 p.m.; Sun-
 days, 8 a.m. to 7 p.m.
 Newspaper Affiliation .. Lubbock Avalanche-
 Journal
 News Service UP
 Transcription Service ... World Broadcasting
 System; Lang-Worth
 National Sales Office: Taylor-Howe-Snowden
 Group, Dallas, Texas
 Representative Howard H. Wilson Co.

Personnel

President..... O. L. Taylor (Amarillo)
 Station-Commercial Manager... DeWitt Landis
 Program Director-Chief Announcer,
 Wesley Youngblood
 Musical Director..... Ollie Cook
 Chief Engineer W. S. Bledsoe

•
K R B A

LUFKIN—EST. 1938

KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By... Red Lands Broadcast-
 ing Association
 Business Address Box 755
 Phone Number 272
 Studio Address 108½ South First Street
 Transmitter Location: Highway 35, (½ mile
 North of Lufkin)
 Time on the Air Unlimited license
 News Service AP
 Transcription Service..... Standard Radio;
 Keystone
 Representative Cox & Tanz

Personnel

President..... Ben T. Wilson
 Manager Darrell E. Yates

•
K R L H

MIDLAND—EST. 1935

MBS—TEXAS STATE NETWORK

KEYSTONE BROADCASTING SYSTEM

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By..... Scharbauer Estate
 Business Address 117 S. Lorraine St.
 Phone Number 1070
 Studio Address Scharbauer Hotel
 Transmitter Location..... U. S. Highway 80,
 (1½ miles west of Midland)
 Time on the Air..... 6:45 a.m. to 10:30 p.m.
 News Service UP
 Transcription Service..... Lang-Worth
 Representative..... Cox & Tanz

Personnel

Administrator of Estate Millard Eidson
 Station Manager..... J. M. McDonald
 Commercial Manager... Gladys L. McDonald
 Program Director..... Grace Delameter
 Chief Announcer Billy Howze
 Musical Director Roy De Wolf
 Chief Engineer Jack Cecil

•
K N E T

PALESTINE—EST. 1936

KEYSTONE BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 100 Watts
 Owned By..... Palestine Broadcasting
 Corp.
 Operated By..... B. A. Laurie
 Address Municipal Bldg.
 Phone Number 411
 Transmitter Location... One mile east of city
 limits, Palestine, Texas
 Time on the Air..... 8 a.m. to 6:30 p.m.
 News Service Transradio
 Transcription Service..... Standard Radio;
 Keystone Broadcasting System
 Representative Cox & Tanz

Personnel

Station-Commercial Manager... B. A. Laurie
 Program Director..... L. M. Laurie
 Chief Announcer..... Eugene Myers
 Chief Engineer..... B. A. Laurie

•
K P D N

PAMPA—EST. 1936

MUTUAL BROADCASTING SYSTEM

KEYSTONE BROADCASTING SYSTEM

TEXAS STATE NETWORK

Frequency: 1340 Kc.....Power: 100 Watts
 Owned By..... R. C. Holles
 Operated By..... Pampa News

Business Address Box 901
 Phone Number 1106
 Studio Address 212 North Ballard
 Transmitter Location East of city limits
 Time on the Air 7:30 a.m. to 7 p.m.
 Newspaper Affiliation Pampa News
 News Service AP
 Transcription Service World Broadcasting
 Representative Mort Adams

Personnel

President R. C. Hoiles
 General Manager Jack Hanna
 Station-Commercial Manager Wayne Phelps
 Program-Publicity Director Lester Aldrich
 Chief Engineer Howard Blaker

KPLT

PARIS—EST. 1936
 MUTUAL BROADCASTING SYSTEM
 TEXAS STATE NETWORK

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By North Texas Broad-
 casting Company
 Address Gibraltar Hotel
 Phone Number 1124-5
 Transmitter Location: 1/4 miles south on Texas
 Highway No. 24
 Time on the Air: 6:30 a.m. to 12 Midnight;
 Newspaper Affiliation Paris News
 News Service AP
 Transcription Service Standard Radio
 Representative John E. Pearson Co.

Personnel

President A. G. Pat Mayse
 Station-Commercial Manager Patt McDonald
 Program Director Ladelle McDowra
 Chief Announcer Harvey Boyd
 Chief Engineer Mitchell Secret

KIUN

PECOS—EST. 1935

KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc. Power: 100 Watts
 Owned-Operated By Jack W. Hawkins &
 Barney H. Hubbs
 Address: KIUN Bldg., 306 South Cedar Street
 Phone Number 21
 Transmitter Location North of city
 Time on the Air Unlimited license
 Newspaper Affiliation Pecos Enterprise
 Representative Cox & Tanz

Personnel

Co-Owner-General Manager Jack Hawkins
 Co-Owner-Publicity Director Barney Hubbs
 Program Director W. D. Martin, Jr.

KVOP

Plainview

250 W.

1400 Kc.

C.P. Only

KPAC

PORT ARTHUR—EST. 1934
 MUTUAL BROADCASTING SYSTEM
 TEXAS STATE NETWORK
 LONE STAR CHAIN

Frequency: 1250 Kc. Power: 1000 Watts
 Owned-Operated By Port Arthur College
 Address 1500 Proctor Street
 Phone Number 7458
 Studio Address 1515 Lakeshore Drive
 Transmitter Location 1515 Lakeshore Drive
 Time on the Air 6 a.m. to 12 midnight
 News Service INS
 Transcription Service Standard Radio
 Representative Joseph Hershey McGillvra

Personnel

President Carl Vaughan
 Station-Commercial Manager Glenn Hewitt
 Program Director-Traffic
 Manager Marjorie Vickers
 Sales Promotion Manager Joan Simons
 Production-Artists Bureau Manager,
 Corinne Enos
 Publicity Director-Chief Announcer,
 Blewett Smyth
 Musical Director Cliff Bruner
 Chief Engineer Cliff Hamilton

KGKL

SAN ANGELO—EST. 1928
 MBS—TEXAS STATE NETWORK

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By KGKL, Inc.
 Address St. Angelus Hotel
 Phone Number 6715
 Transmitter Location 50 South Milton
 Time on the Air 7 a.m. to 11 p.m.
 Newspaper Affiliation San Angelo
 Standard Times
 News Service AP
 Representative John E. Pearson Co.

Personnel

President H. C. Ragsdale
 Station Manager Lewis O. Seibert
 Commercial Manager Myrl Stein
 Sales Promotion Manager Allen Wilbanks
 Program Director Evelyn Preston
 Publicity Director Joecile Coffman
 Chief Announcer Bob Kirchoff
 Chief Engineer Frank M. Jones

KABC

SAN ANTONIO—EST. 1926
 BLUE NETWORK

MBS—TEXAS STATE NETWORK

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Alamo Broadcasting
 Co.

Address.....223 Milam Bldg.
 Phone Number.....Fannin 3126
 Transmitter Location.....811 East Myrtle
 Time on the Air.....6 a.m. to 12 Midnight
 News Service.....UP
 Representative.....Weed & Co.

Personnel

President.....R. Early Willson
 Station Manager.....Hardy C. Harvey
 Ass't Manager.....Bill Michaels
 Commercial Manager.....Bill Joekel
 Program Director.....Ted Eckman
 Traffic Manager.....Mrs. C. A. Wendt
 Chief Engineer.....Paul Wolf

K M A C

SAN ANTONIO—EST. 1930

Frequency: 1240 Kc.....Power: 250 Watts
 Owned By: W. W. McAllister & Howard W.
 Davis, d/b as The Walmac Company
 Operated By.....Walmac Company
 Address.....Nat'l Bank of Commerce Bldg.
 Phone Number.....Cathedral 6211
 Transmitter Location.....319 Avenue A
 Time on the Air.....6 a.m. to 1 a.m.
 News Service.....INS
 Representative.....Burn-Smith Company

Personnel

Manager.....Howard W. Davis
 Program Director.....Tony Bessan
 Chief Announcer.....Ray R. Hone
 Musical Director.....Hunter Hancock
 Chief Engineer.....Charles F. Harris

K O N O

SAN ANTONIO—EST. 1927

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By: Eugene J. Roth, d/b as
 Mission Broadcasting Company
 Address.....317 Arden Grove
 Phone Number.....Fannin 5171
 Transmitter Location.....317 Arden Grove
 Time on the Air.....6 a.m. to 12 Midnight
 News Service.....AP
 Transcription Service.....Lang-Worth
 Representative.....Forjoe & Company

Personnel

Owner.....Eugene J. Roth
 Station Manager.....James M. Brown
 Program Director.....Stanley A. Cox
 Chief Announcer.....Ray Hunt
 Chief Engineer.....George Ing

K T S A

SAN ANTONIO—EST. 1927

CBS—LONE STAR CHAIN

Frequency: 550 Kc.....Power: 5000 d.; 1000 n.
 Owned-Operated By.....Sunshine Broadcasting
 Company

Address.....P.O. Box 1161
 Phone Number.....Garfield 1251
 Transmitter Location.....St. Hedwig Road
 Time on the Air.....6 a.m. to 12 midnight
 News Service.....UP
 Transcription Service.....Lang-Worth;
 NBC Thesaurus
 National Sales Office Address: Taylor-Howe-
 Snowden Group, Tower Petroleum Bldg.,
 Dallas, Texas
 Representative.....John Blair & Company

Personnel

President.....O. L. Taylor
 Station Manager.....George W. Johnson
 Chief Announcer.....Eston Pace
 Chief Engineer.....Wm. Egerton

W O A I

SAN ANTONIO—EST. 1922

NBC—TEXAS QUALITY NETWORK

Frequency: 1200 Kc.....Power: 50000 Watts
 Owned-Operated By.....Southland Industries,
 Inc.

Address.....1031 Navarro Street
 Phone Number.....Garfield 4221
 Transmitter Location.....Selma, Texas
 Time on the Air.....6 a.m. to 12 midnight
 News Service.....AP; INS
 Transcription Service.....Standard Radio,
 Associated
 Representative.....Edward Petry & Co., Inc.

Personnel

Pres. & General Manager.....Hugh A. L. Halff
 Chairman of Board.....G. A. C. Halff
 Commercial Manager.....Ellis Chaney
 Sales Promotion.....Walter S. Zahrt
 Program-Production Manager.....Harold Carr
 Publicity Director.....Walter S. Zahrt
 Chief Engineer.....Fred Sterling

K R R V

SHERMAN—EST. 1936

MBS—TEXAS STATE NETWORK

Frequency: 910 Kc.....Power: 1000 Watts
 Owned-Operated By.....Red River Valley
 Broadcasting Corporation
 Addresses.....421 N. Crockett St.; Fannin &
 Owing Sts., Denison, Texas.
 Phone Numbers..201 (Sherman); 423 (Denison)
 Transmitter Location.....Highway 75 (between
 Sherman and Denison)
 Time on the Air.....6 a.m. to 12 midnight

Personnel

President.....G. H. Willcox
 Station Manager.....L. L. Hendrick

K X O X

SWEETWATER—EST. 1939

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....Sweetwater Radio, Inc.
 Operated By.....Mr. J. S. McBeath
 Address.....Radio Bldg., P.O. Box 570
 Phone Number.....2341
 Transmitter Location.....Highway No. 70
 Time on the Air.....7 a.m. to 8 p.m.
 Newspaper Affiliation.....Sweetwater Daily Reporter

News Service.....UP
 Transcription Service.....NBC Thesaurus

Personnel

President.....J. S. McBeath
 Station-Commercial Manager,
 I. Harley Hubbard
 Program Director-Chief Announcer,
 Doyce Elliott
 Publicity Director.....Frances Mickler
 Chief Engineer.....George W. Dotson

K T E M

TEMPLE—EST. 1936

BLUE NETWORK
 MUTUAL BROADCASTING SYSTEM
 TEXAS STATE NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Bell Broadcasting Co., Inc.
 Business Address.....P. O. Box 186
 Phone Number.....4646
 Studio Address.....Kyle Hotel
 Transmitter Location...6/10 mile north of city
 Time on the Air.....Unlimited license
 News Service.....UP

Personnel

President.....Frank W. Mayborn
 Station-Sales Promotion Manager,
 Burton Bishop
 Commercial Manager-Program Director,
 Charles Whitesides
 Chief Engineer.....Paul Shaw

K C M C

TEXARKANA—EST. 1932
 MUTUAL BROADCASTING SYSTEM
 TEXAS STATE NETWORK
 ARKANSAS NETWORK

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....KCMC, Inc.
 Address.....317 Pine St.
 Phone Number.....832
 Transmitter Location.....317 Pine St.
 Time on the Air.....6:30 a.m. to 11 p.m.

Newspaper Affiliation.....Texarkana Gazette; Texarkana News
 News Service.....AP
 Transcription Service.....Standard Radio
 Representative.....John E. Pearson Co.

Personnel

President.....C. E. Palmer
 General Manager.....Frank O. Myers
 Sales Manager.....Ernest Hackworth
 Merchandising Manager.....Donald Myers
 Program Director.....Kathryn Wiseman
 Chief Announcer.....Leon Goodwin
 Chief Engineer.....Paul McCaslin

K G K B

TYLER—EST. 1930

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....East Texas Broadcasting Company
 Address.....115 South College Street
 Phone Number.....1106
 Transmitter Location.....Sandflat Road
 Time on the Air.....6:55 a.m. to 10:15 p.m.
 News Service.....UP
 Transcription Service.....Standard Radio

Personnel

President-Station Manager....James G. Ulmer
 Commercial Manager.....Earl P. Duffie
 Program Director.....Mrs. James G. Ulmer
 Director of War Programs.....Allen Balch
 Publicity Director.....Martha Davenport
 Chief Announcer.....Edwin Smith
 Chief Engineer.....John B. Sheppard

K V W C

VERNON—EST. 1939

MUTUAL BROADCASTING SYSTEM
 TEXAS STATE NETWORK
 KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Northwestern Broadcasting Co.
 Address.....1813 Wilbarger Street
 Phone Number.....1048
 Transmitter Location.....One mile due east of courthouse on highway extending from East Wilbarger Street
 Time on the Air.....Unlimited License
 News Service.....AP
 Transcription Service.....Standard Radio

Personnel

President-General Manager....R. H. Nichols
 Commercial Manager.....W. D. Dixon
 Program Director.....Bro. Mingus
 Musical Director.....John Allen
 Chief Engineer.....Herman Ridgway

K V I C

VICTORIA—EST. 1939
 KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Radio Enterprises, Inc.

Business Address Victoria Bank & Trust Bldg.
 Phone Number 2172
 Studio Address Cuero Highway
 Transmitter Location Victoria
 Time on the Air Unlimited License
 News Service UP
 Transcription Service: World; Keystone Broadcasting System

Personnel

President Morris Roberts
 Commercial-Production Manager Jerry Fisher
 Program Director Margaret True
 Chief Announcer Robert Premont
 Chief Engineer Robert McCown

W A C O
 WACO—EST. 1922
 BLUE NETWORK
 MUTUAL BROADCASTING SYSTEM
 TEXAS STATE NETWORK

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Frontier Broadcasting Co., Inc.

Address Amicable Life Bldg.
 Phone Number 2700
 Transmitter Location Amicable Life Bldg.
 Time on the Air 6:30 a.m. to 11 p.m.
 Newspaper Affiliation Waco News-Tribune & Times Herald

News Service UP
 Representative Weed & Co.

Personnel

Station Manager R. E. Lee Glasgow
 Musical Director Mary Holiday
 Chief Engineer L. H. Appleman

K R G V
 WESLACO—EST. 1926
 NATIONAL BROADCASTING CO.
 LONE STAR CHAIN

Frequency: 1290 Kc. Power: 1000 Watts
 Owned-Operated By KRGV, Inc.
 Address 201 Border
 Phone Number 375-6
 Transmitter Location 201 Border
 Time on the Air: 6 a.m. to 12 Midnight;
 Sundays, 7 a.m. to 12 Midnight
 News Service UP
 Transcription Service: NBC Thesaurus; Standard
 National Sales Office Address: 805-6 Tower
 Petroleum Building, Dallas, Texas
 Representative Howard H. Wilson Co.

Personnel

President O. L. Taylor
 Station Manager Archie J. Taylor

Sales Manager Phil D. Dixon
 Program-Production Director Dick Watkins
 Chief Engineer O. L. Hartwig

K W F T

WICHITA FALLS—EST. 1938
 COLUMBIA BROADCASTING SYSTEM

Frequency: 620 Kc. Power: 5000 d.; 1000 n.
 Owned-Operated By Wichita Broadcasting Company

Business Address Harvey Snider Bldg.
 Phone Number 4182
 Studio Address Kemp Hotel
 Transmitter Location 2½ miles northwest of Wichita Falls

Time on the Air Unlimited License
 News Service UP
 Transcription Service Standard Radio; C. P. MacGregor

Representative Paul H. Raymer Co.

Personnel

President Joseph B. Carrigan
 General Manager Charles E. Clough
 Merchandising Manager-Publicity-

Program Director A. L. Pierce
 Traffic Manager David E. Chapman
 Musical Director Lucille Crouch
 Chief Engineer John Adams

Telescripts

are available

ONLY on the

special 

radio news

wire.

UTAH

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 233-286

K S U B

CEDAR CITY—EST. 1937

KEYSTONE BROADCASTING SYSTEM
INTERMOUNTAIN NETWORK

Frequency: 1340 Kc. Power: 100 Watts
Owned-Operated By Southern Utah
Broadcasting Co.

Address Lunt Hotel
Phone Number 398
Transmitter Location 591 West 2nd South St.
Time on the Air 9:30 a.m. to 10:15 p.m.
News Service UP
Transcription Service Keystone Broadcasting
System
Representative Jos. Hershey McGillvra, Inc.

Personnel

President & Gen. Mgr. Leland M. Perry
Chief Announcer Jean Gronnert
Chief Engineer Hurschell Urle

Transmitter Location Kanesville, Utah
Time on the Air 6:30 a.m. to 12 midnight
Newspaper Affiliation,

Ogden Standard Examiner
News Service UP
Transcription Service Standard Radio
Representative Joseph Hershey
McGillvra, Inc.

Personnel

President A. L. Glasmann
General Manager-Vice-
President George C. Hatch
Station Manager Merrill J. Bunnell
Sales Promotion Manager Lynn Meyer
Program Director Cal Lowder
Accountant Guy H. Hurst
Musical Director Earl Donaldson
Chief Engineer W. D'Orr Cozzens

K V N U

LOGAN—EST. 1938

KEYSTONE BROADCASTING SYSTEM
MBS

INTERMOUNTAIN NETWORK

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By Cache Valley
Broadcasting Company

Business Address 1393 N. Main St.
Phone Number 1400
Studio Address 1393 North Main Street
Transmitter Location 1393 North Main St.
Time on the Air 6:30 a.m. to 11 p.m.
News Service UP
Transcription Service Keystone
Representative Jos. Hershey McGillvra, Inc.

Personnel

President H. F. Laub
General Manager Reed Bullen
Musical Dir. G. C. Robbins
Chief Engineer C. N. Layne

K E U B

PRICE—EST. 1936

MBS-INTERMOUNTAIN NETWORK
KEYSTONE BROADCASTING SYSTEM

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By Eastern Utah
Broadcasting Co.

Business Address Price
Phone Number Price 200
Transmitter Location 2.4 mi. NW. of Price,
on U.S. Highway No. 50
Time on the Air Unlimited license
News Service UP
Representative Joseph Hershey
McGillvra, Inc.

Personnel

President-General Manager Jack Richards
Chief Announcer Carl P. Wolfrom

K I O

OGDEN—EST. 1930

MUTUAL BROADCASTING SYSTEM
INTERMOUNTAIN NETWORK

Frequency: 1430 Kc. Power: 5000 Watts
Owned-Operated By Interstate Broad-
casting Corporation

Business Address Hotel Ben Lomond, 411
Twenty-fifth St.
Phone Number 5721; 5060 (transmitter)
Studio Addresses: Hotel Ben Lomond; David
Kieth Bldg., Salt Lake City

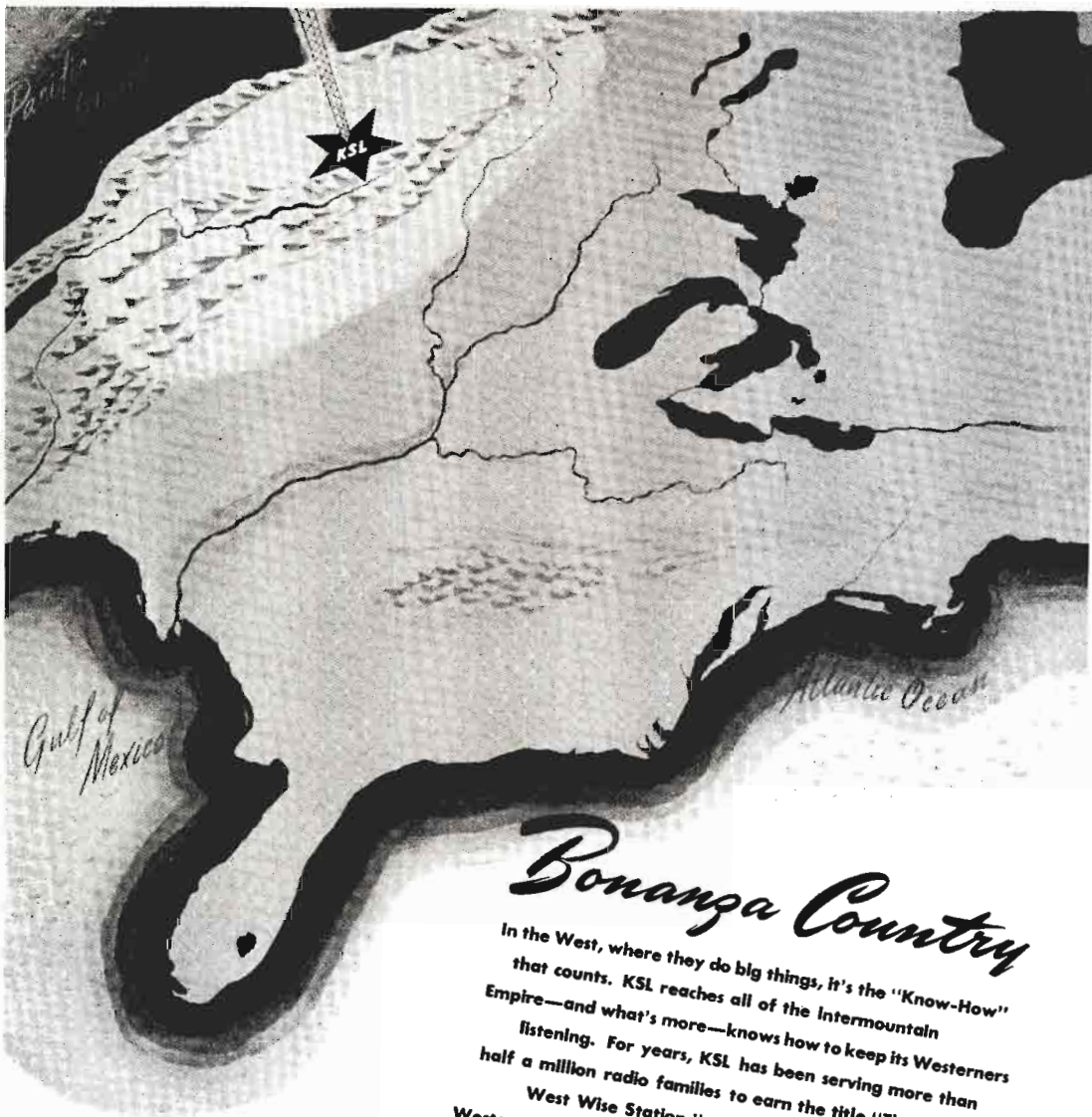
K O V O

PROVO—EST. 1939

MUTUAL BROADCASTING SYSTEM
INTERMOUNTAIN NETWORK

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By KOVO Broadcasting
Co.

Address 108 West Center Street
Phone Number 1680
Transmitter Location 17 West 3rd South St.
Time on the Air 6 a.m. to 12 midnight
News Service UP
Representative Joseph Hershey
McGillvra, Inc.



Bonanza Country

In the West, where they do big things, it's the "Know-How" that counts. KSL reaches all of the Intermountain Empire—and what's more—knows how to keep its Westerners listening. For years, KSL has been serving more than half a million radio families to earn the title "The West Wise Station." In this bonanza market, these Westerners listen and respond. They have the will and the cash to buy. That's why advertisers find that one station—the "West Wise" station—is the efficient way to sell the Intermountain Empire . . . Ask Petry.

585,026 RADIO FAMILIES LISTEN REGULARLY TO

KSL *Salt Lake City*

Personnel

President.....Clifton A. Tolboe
 Manager.....Arch L. Madsen
 Sales Manager.....S. G. Carter
 Sales Promotion Manager.....James Lawrence
 Program Director-Chief
 Announcer.....W. Shirl Black
 Publicity Director & News Editor.....Wayne Kearn
 Accountant.....Donna Tolboe
 Chief Engineer.....Gerald Peterson

K D Y L

SALT LAKE CITY—EST. 1927
NATIONAL BROADCASTING CO.

Frequency: 1320 Kc.....Power: 5000 Watts
 Owned-Operated By.....Intermountain
 Broadcasting Corporation
 Address.....Tribune-Telegram Bldg.
 Phone Number.....5-2991
 Transmitter Location.....9th West &
 33rd South
 Time on the Air.....5:30 a.m. to 1 a.m.
 News Service.....INS; UP
 Transcription Service.....World Broadcasting
 System; NBC Thesaurus
 Representative.....John Blair & Company

Personnel

President & General Manager.....S. S. Fox
 Vice-President.....Myron Fox
 Secretary-Treasurer.....L. A. Loeb
 Commercial Manager.....W. E. Wagstaff
 Sales Promotion-Publicity.....Myron Fox
 Program Director.....George A. Provol
 Production Manager.....Alvin Pack
 Chief Announcer.....John Woolf
 Musical Director.....Bob Reese
 Chief Engineer.....J. M. Baldwin

K S L

SALT LAKE CITY—EST. 1921
COLUMBIA BROADCASTING SYSTEM

Frequency: 1160 Kc.....Power: 50000 Watts
 Owned-Operated By.....Radio Service
 Corporation of Utah
 Address.....Union Pacific Bldg.
 Phone Number.....(Dial) 5-4641
 Transmitter Location.....Saltair, Utah
 Time on the Air.....Unlimited license
 Newspaper Affiliation.....Salt Lake Tribune
 Transcription Service.....Standard Radio;
 Lang-Worth; C. P. MacGregor
 Representative.....Edward Petry & Company

Personnel

President.....J. Reuben Clark, Jr.
 Executive Vice-President.....Earl J. Glade
 Vice-Pres. & Station Manager.....Ivor Sharp
 Sales Mgr.....Ed Broman

K U T A

SALT LAKE CITY—EST. 1938

BLUE NETWORK

Frequency: 570 Kc.....Power: 5000 Watts
 Owned-Operated By.....Utah Broadcasting
 Co.
 Address.....29 South State Street
 Phone Number.....3-2737
 Transmitter Location.....North Salt Lake
 Time on the Air.....6 a.m. to 1 a.m.
 News Service.....UP
 Transcription Service.....Standard Radio
 Representative.....The Katz Agency

Personnel

President-General Manager.....Frank C. Carman
 Commercial Manager.....Jack Burnett
 Program Director.....King Harmon
 Production Manager.....Frank McIntyre
 Publicity Director.....Mike Cassidy
 Musical Director.....Jessie Seamons Taylor
 Chief Engineer.....Lyle Wahlquist

*Results in the Busy,
 Alert, Progressive*

**SALT LAKE
 MARKET**

means

KDYL

UTAH'S NBC STATION

S. S. FOX, President and General Manager

National Representative, JOHN BLAIR & CO.

VERMONT

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 233-286

W C A X

BURLINGTON—EST. 1931

COLUMBIA BROADCASTING SYSTEM

Frequency: 620 Kc. Power: 1000 Watts
Owned-Operated By: WCA X Broadcasting Corp.

Business Address: 203 College Street
Studio Address: 137 Main St.
Phone Number: Burlington 2000
Transmitter Location: Colchester, Vermont
Time on the Air: 6:55 a.m. to 11:15 p.m.; Sundays, 8 a.m. to 11:15 p.m.

News Service: UP
Transcription Service,

Associated Recorded Program Service
Representative: Weed & Company

Personnel

President-Station Manager: C. P. Hasbrook
Asst. Manager: Robert A. Kelley
Chief Announcer: W. L. Markle
Production Manager-Publicity

Director: Herman B. Wight
Chief Engineer: John C. Quill

W S Y B

RUTLAND—EST. 1930

MUTUAL BROADCASTING SYSTEM

YANKEE NETWORK

KEYSTONE BROADCASTING SYSTEM

Frequency: 1380 Kc. Power: 1000 Watts
Owned-Operated By: P. Weiss Music Co.

Address: 80 West Street
Phone Number: 1247
Transmitter Location: Creek Road
Time on the Air: Unlimited license

News Service: UP
Transcription Service: Keystone Broadcasting System, Langworth

Representatives: Joseph Hershey
McGillvra, Inc.; R. C. Foster

Personnel

President: Philip Weiss
Station Manager-Program Director: J. H. Weiss
Commercial-Sales Promotion

Manager: George Field
Production Manager-Chief

Announcer: Lee Morrison
Chief Engineer: David Lyons

W W S R

ST. ALBANS—EST. 1941

KEYSTONE BROADCASTING SYSTEM

Frequency: 1420 Kc. Power: 1000 Watts

Owned-Operated By: Vermont Radio Corp.

Address: 32 N. Main St.

Phone Number: 1390

Transmitter Location: St. Albans Town, Vt.

Time on the Air: Local sunrise to local sunset

News Service: AP

Transcription Service: World

Representative: Howard H. Wilson Co.

Personnel

President: Lloyd E. Squier

Station Manager: Winston L. Blake

Program Director-Chief

Announcer: Eugene F. Griffin

Chief Engineer: Theodore Boisvert

W D E V

WATERBURY—EST. 1931

KEYSTONE BROADCASTING SYSTEM

Frequency: 550 Kc. Power: 1000 Watts

Owned-Operated By: Lloyd E. Squier &

William G. Ricker

Address: 8 Stowe St.

Phone Number: 13-2

Transmitter Location: Blush Hill

Time on the Air: Local sunrise to sunset

News Service: UP

Transcription Service: World Broadcasting System

Representative: Howard H. Wilson Co.

Personnel

Station Manager: Lloyd E. Squier

Commercial and Sales Promotion Manager,

William G. Ricker

Chief Announcer-Musical

Director: John Williams

Chief Engineer: Paul Hurd

The
RED CROSS
NEEDS
YOUR HELP



VIRGINIA

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 233-286

WCHV

CHARLOTTESVILLE—EST. 1932

THE BLUE NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Barham & Barham
AddressFourth & East Market Sis.
Phone Number2500
Transmitter Location.....Richmond Road
Time on the Air.....7 a.m. to 12 midnight
News ServiceUP
Transcription Service.....Associated Music
Representative.....Cox & Tanz

Personnel

President-Station Manager. Charles Barham, Jr.
Commercial Manager.....Randolph Bean
Program Director.....Ed Hase
Sales Promotion Mgr.....Nat Martin
Production Manager.....Mary Wyne
Chief Engineer.....Walter W. Gray

WKEY

COVINGTON—EST. 1941

THE BLUE NETWORK

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Earl M. Key
Business Address.....P.O. Box 629
Studio Address.....217½ Main Street
Phone Number840
Transmitter Location. 2 mi. East of Covington
Time on the Air.....7:00 a.m.-11:00 p.m.
News ServiceUP
Transcription Service.....NBC Thesaurus

Personnel

Owner & Manager.....Earl M. Key
Program Director.....Margaret Sencindiver
Publicity Production Mgr.....Trevor Kelford
Chief Announcer & Musical Dir.....Bill Ward
Chief Engineer.....James Garber

WBTM

DANVILLE—EST. 1930

BLUE NETWORK

MUTUAL BROADCASTING SYSTEM

TRI-CITY STATIONS

(WLVA-WBTM-WSLS)

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Piedmont Broadcast-
ing Corporation
AddressHotel Danville Building
Phone Number2350
Transmitter Location..River Road, Route No. 29
Time on the Air.....7 a.m. to 12 midnight
News ServiceTransradio
Transcription Service.....Lang-Worth

Personnel

President.....L. N. Dibrell
Station Manager.....R. Sanford Guyer
Commercial Manager.....A. C. Evans
Program Director.....W. P. Heffernan
Sales Promotion.....Edw. G. Gardner
Production & Publicity Director. C. G. Rianhard
Musical Director.....Jacqueline Jones
Chief Engineer.....Harry W. Spencer

WFVA

FREDERICKSBURG—EST. 1939

BLUE NETWORK

Frequency 1290 Kc.....Power: 250 Watts
Owned-Operated By....Fredericksburg Broad-
casting Corporation
AddressFarmer's Creamery Building
Phone Number1260
Transmitter Location ...Two miles south of
Fredericksburg on King's Highway
Time on the Air..Local sunrise to local sunset
News ServiceUP
Transcription Service.....Keystone Broad-
casting System
Representative.....Burn-Smith Corp.

Personnel

President.....Richard F. Lewis, Jr.
General Manager.....Nan Winkler
Program Director.....Jean Beckwith
Chief Announcer.....Charles Moffett
Musical Director.....Archie Smith
Chief Engineer.....Phil Whitney

WSVA

HARRISONBURG—EST. 1935

Frequency: 550 Kc.....Power: 1000 Watts
Owned-Operated By.....Shenandoah Valley
Broadcasting Corporation
AddressNewman Building
Phone Number.....875 or 550
Transmitter Location.....Five miles south of
Harrisonburg on U. S. Route 11
Time on the Air.....6 a.m. to local sunset
News ServiceUP
Transcription Service.....World Broadcasting
System
Representative.....Howard H. Wilson Co.

Personnel

President.....Frederick L. Allman
Station Manager.....Charles P. Blackley
Commercial-Sales Promotion
Manager.....Robert B. Harrington
Program Director.....Richard H. Johnson
Chief Announcer & News Editor,
Richard Eyrick
Artists Bureau.....G. L. Johnson
Chief Engineer.....Warren L. Braun

WLVA

LYNCHBURG—EST. 1930

BLUE NETWORK

MUTUAL BROADCASTING SYSTEM

TRI-CITY STATIONS (WLVA-WBTM-WLSL)

Frequency: 1230 Kc. Power: 250 Watts

Owned-Operated By Lynchburg Broadcasting Corp.

Address Allied Arts Bldg.

Phone Number 3030

Transmitter Location Lynchburg, Va.

Time on the Air 7 a.m. to 12:05 a.m.

News Service Transradio

Transcription Service Lang-Worth; Standard Radio

Representative Tri-City Stations Assn.

Personnel

President Edw. A. Allen
 Station Manager Philip P. Allen
 Commercial Manager Joseph F. Wright
 Production Mgr. C. G. Read
 Publicity Mgr. H. D. Wagers
 Dir. War Programs C. E. Taylor
 Program Director Evelyn M. Hamlet
 Chief Announcer Wayne Tyler
 Musical Director Gale Pearson
 Chief Engineer John Orth

WMVA

MARTINSVILLE—EST. 1941

NATIONAL BROADCASTING CO.

KEYSTONE BROADCASTING SYSTEM

Frequency: 1450 Kc. Power 250 Watts

Owned-Operated By Martinsville Broadcasting Co., Inc.

Address Thomas Jefferson Hotel

Phone Number 2152

Transmitter Location Figsboro Road

Time on the Air 7 a.m. to 11:15 p.m.

News Service Transradio

Transcription Service: Lang-Worth; Keystone Broadcasting System

Representative Howard H. Wilson Co.

Personnel

President William C. Barnes
 Station Manager John W. Shultz
 Commercial-Production Manager C. Robert Ray
 Program Director Bob Kent
 Sales Promotion Chas. Slate
 Director of War Programs Barbara Harding
 Chief Announcer Bob Kent
 Chief Engineer D. W. Muse

WGH

NEWPORT NEWS—EST. 1928

BLUE NETWORK

Frequency: 1340 Kc. Power: 250 Watts

Owned-Operated By Hampton Roads Broadcasting Corporation

Business Address Portlock Bldg., Norfolk, Va.

Phone Number 27031

Studio Addresses: Portlock Bldg., Norfolk;

Warwick Hotel, Newport News, Va.; Daily

Press Bldg., Newport News, Va.

Transmitter Location End Jefferson Avenue,

Newport News, Va.

Time on the Air: 6 a.m. to 1 a.m.; Sundays, 8 a.m. to 1 a.m.

Newspaper Affiliation: Newport News Daily

Press; Newport News Times-Herald

News Service AP

Transcription Service Standard Radio;

Lang-Worth

Representative Burn-Smith Company

Personnel

President Raymond B. Bottom
 V.P.-General Manager Edward E. Bishop
 Commercial Manager Edward E. Edgar
 Program Director Jack A. Black
 Chief Announcer Joel F. Wahlberg
 Musical Dir. R. Harrell
 Chief Engineer Wm. P. Grether

WTAR

NORFOLK—EST. 1923

NATIONAL BROADCASTING CO.

Frequency: 790 Kc. Power: 5000 Watts

Owned-Operated By Norfolk Newspapers, Inc.

Address National Bank of Commerce Bldg.

Phone Number 25671

Transmitter Location Glen Rock

Time on the Air Unlimited license

Newspaper Affiliation Norfolk

Newspapers, Inc.

News Service AP; UP

Transcription Service: Standard Radio; Lang-Worth

Representative Edward Petry & Co.

Personnel

President Paul S. Huber
 General Manager Campbell Arnoux
 Commercial Manager John W. New
 Program Director Henry Cowles Whitehead
 Chief Announcer Jeff Baker
 Director of Sports Blair Eubanks
 Publicity Director Helen Sierer
 Traffic Manager Bill Searle
 Production Manager Vaughn Bradshaw
 Asst. Promotion Director Frances McLeod
 Musical Dir. Bailey Barco

WSAP

PORTSMOUTH—EST. 1943

MUTUAL BROADCASTING SYSTEM

Frequency: 1490 Kc. Power: 250 Watts

. . . VIRGINIA . . .

Owned-Operated By . . . Portsmouth Radio Corp.
 Address Professional Bldg.
 Phone Number 6383
 Transmitter Location Portsmouth, Va.
 Time on the Air: 6:00 a.m.-2:00 a.m.; Sunday,
 8:00 a.m.-200 a.m.
 News Service UP
 Transcription Service World

Personnel

President Tom E. Gillman
 General Manager T. W. Aydlett
 Sales Mgr. Jack Norfleet
 Promotion & M'dsing Bob King
 Program Director John Maupin
 Traffic Mgr. Bettye Jarboe
 Continuity Fay Rosenthal
 Chief Engineer E. D. Pulley

W B B L

RICHMOND—EST. 1924

Frequency: 1240 Kc. Power: 100 Watts
 Owned-Operated By Grace Covenant
 Presbyterian Church
 Address 1627 Monument Avenue
 Phone Number 57941
 Transmitter Location 1627 Monument Ave.
 Time on the Air: Special hours on Sundays
 only

Personnel

Chairman Radio Comm. C. H. Liesfeld
 Station Manager M. A. Sittin
 Chief Engineer R. W. Raabe
 (Non-Commercial Station)

W M B G

RICHMOND—EST. 1926
 NATIONAL BROADCASTING CO.

Frequency: 1380 Kc. Power: 5000 Watts
 Owned-Operated By Havens & Martin, Inc.
 Address 3301 West Broad Street
 Phone Number 5-8611
 Transmitter Location Staples Mill Road
 Time on the Air 6:30 a.m. to 1 a.m.
 News Service Transradio
 Transcription Service NBC Thesaurus
 Representative John Blair & Company

Personnel

President & Station
 Manager Wilbur M. Havens
 National Sales and Promotion Manager,
 R. E. Mitchell
 Chief Announcer Jack Hooper
 Program Director K. Hawks
 Director of War Programs-
 Production Manager J. F. Skinnell
 Publicity Director G. Ellington
 Musical Director Joseph Jehlen
 Chief Engineer Wilfred H. Wood

W R N L

RICHMOND—EST. 1927

BLUE NETWORK

MUTUAL BROADCASTING SYSTEM

Frequency: 910 Kc. Power: 5000 Watts
 Owned-Operated By Richmond Radio
 Corporation
 Address 323 E. Grace St.
 Phone Number 33436
 Transmitter Location Wilkinson Road
 Time on the Air 5:30 a.m. to 1 a.m.;
 Sundays, 7 a.m. to 1 a.m.
 News Service AP
 Transcription Service Associated Music
 Publishers
 Representative Edward Petry & Co.

Personnel

President John Stewart Bryan
 Vice-President Dr. D. S. Freeman
 Secretary-Treasurer J. D. Wise
 Station Manager E. S. Whitlock
 Production Manager G. Mallory Freeman
 Publicity Director Bette Patton
 Musical Director Eddie Weber
 Assistant Chief Engineer Ernest Bowman
 Chief Engineer Rudolph W. Raabe

W R N L

REACH

Virginia's great listening
 audience at low cost
 through Richmond's
 nationally known radio
 station.



5000 WATTS

NIGHT AND DAY 910 KC

EDWARD PETRY & CO., INC. NATIONAL REPRESENTATIVE

W R V A

RICHMOND—EST. 1925

CBS

Frequency: 1140 Kc. Power: 50000 Watts
 Owned-Operated By: Larus & Brother Co.
 Business Address: Hotel Richmond
 Phone Number: 3-6633
 Studio Addresses: Hotel Richmond: 1506 Colley Ave., Norfolk, Va.
 Transmitter Location: Edgeworth, Henrico County, Va.
 Time on the Air: 6 a.m. to 1 a.m.; Sunday, 8 a.m. to 1 a.m.
 News Service: UP
 Transcription Service: World Broadcasting System; Lang-Worth; Davis & Schweigler
 Representative: Paul H. Raymer Co.

Personnel

General Manager: C. T. Lucy
 Business Manager: Barron Howard
 Program Director: Irvin G. Abeloff
 Production Manager: E. Ward Adams
 Publicity Director: Edna F. Stevens
 Chief Engineer: D. C. Woods

W D B J

ROANOKE—EST. 1924

COLUMBIA BROADCASTING SYSTEM

Frequency: 960 Kc. Power: 5000 Watts
 Owned-Operated By: Times-World Corp.
 Business Address: 124 West Kirk Avenue
 Phone Number: 8131
 Transmitter Location: Colonial Ave., Colonial Heights
 Time on the Air: 6 a.m. to 12:05 a.m.; Sundays, 8 a.m. to 12 midnight
 Newspaper Affiliation: Roanoke Times; Roanoke World News
 News Service: UP
 Transcription Service: Lang-Worth; WBS
 Representative: Free & Peters, Inc.

Personnel

President: J. P. Fishburn
 Station Manager: Ray P. Jordan
 Commercial Manager: Frank D. Kesler
 Program-Publicity Director: Jack Weldon
 Production Manager: Irving Sharp
 Musical Director: Eve Nininger
 Chief Engineer: J. W. Robertson

W S L S

ROANOKE—EST. 1940

BLUE NETWORK

MUTUAL BROADCASTING SYSTEM

TRI-CITY STATIONS (WLVA-WBTM-WSLS)

Frequency: 1240 Kc. Power: 250 Watts

Owned-Operated By: Roanoke Broadcasting Corp.

Address: Shenandoah Life Building

Phone Number: 9227

Transmitter Location: Shenandoah Life Building

Time on the Air: 6 a.m. to 12:01 a.m.; Sundays, 8 a.m. to 12:01 a.m.

News Service: Transradio

Transcription Service: NBC Thesaurus; Langworth

Representative: Tri-City Stations

Personnel

President: Paul C. Buford
 Station Manager: James H. Moore
 Commercial Manager: Horace Fitzpatrick
 Production Manager: Edward D. Skotch
 Program Dir.: Bill Saunders
 Chief Announcer: Walter Harris
 Chief Engineer: Philip Briggs

W L P M

SUFFOLK—EST. 1940

KEYSTONE BROADCASTING SYSTEM

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By: Suffolk Broadcasting
 Address: 105 Bank Street
 Phone Number: 1420
 Transmitter Location: Route No. 460
 Time on the Air: 16 hours daily
 News Service: UP
 Transcription Service: NBC Thesaurus
 Representative: Sears & Ayer

Personnel

President-Station Manager: Fred L. Hart
 Sales Mgr.: Virginia Rawls
 Program Director: Floyd V. Cozad
 Musical Director: Sylvia Taylor
 Chief Engineer: Fred Wagner

W I N C

WINCHESTER—EST. 1941

THE BLUE NETWORK

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By: Richard Field Lewis, Jr.
 Address: Kerr St.
 Phone Number: Winchester 4855
 Transmitter Location: WINC Bldg.
 Time on the Air: 7 a.m. to 11:00 p.m.

Personnel

Owner-General Manager: Richard Field Lewis
 Commercial Manager-Program Director: Grant Pollock
 Chief Engineer: R. F. Lewis, Jr.

WASHINGTON

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 233-286

K X R O

ABERDEEN—EST. 1926

MUTUAL—DON LEE BROADCASTING CO.
PACIFIC BROADCASTING CO.

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By.....KXRO, Inc.
Business Address.....P. O. Box 1120
Phone Number.....Aberdeen 4098
Studio Address.....207 East Market Street
Transmitter Location.....Finch Farms
Time on the Air: 7 a.m. to 10:30 p.m.; Sundays,
8:00 a.m. to 9:45 p.m.

News Service.....UP
Transcription Service.....Standard Radio
Representative.....Howard H. Wilson Co.

Personnel

President.....Harry R. Spence
Commercial Manager.....Fred G. Goddard
Production Manager-Chief Announcer

Art Lindsey
Publicity Director.....Ruth Poindexter
Record MC.....Bill Cunningham
Sales Promotion.....Ross W. Bates
Program Dir.....Edith Garref
Musical Director.....Betty Boyer
Chief Engineer.....K. Grinde

K V O S

BELLINGHAM—EST. 1927

Frequency: 790 Kc. Power: 250 Watts
Owned-Operated By.....KVOS, Inc.
Address.....KVOS Bldg.
Phone Number.....4200
Transmitter Location.....900 Roeder Ave.
Time on the Air.....Unlimited license
News Service.....UP

Personnel

President.....Rogan Jones

K E L A

CENTRALIA AND CHEHALIS

EST. 1937

MUTUAL—DON LEE

Frequency: 1470 Kc. Power: 1000 Watts
Owned-Operated By.....Central Broadcasting
Corporation
Address.....Kela Bldg.
Phone Numbers.....Centralia 721; Chehalis
721

Transmitter Location: Kela Bldg., (Midway between Centralia and Chehalis)

Time on the Air.....6:55 a.m. to 11:00 p.m.
News Service.....UP
Transcription Service.....Lang-Worth; C. P. MacGregor

Representatives: Howard H. Wilson Co.; Homer Owen Griffith (Los Angeles, San Francisco); John Keating (Portland); Romig Fuller (Seattle)

Personnel

President.....J. Elroy McCaw
Manager.....Joe Chytil
Commercial Manager.....Robert Brister
Sales Promotion Manager.....Schuyler Hill
Program Director.....Mabel A. Gwinn
Publicity Director.....Elsie Gaylord
Director of War Programs.....Frank Kucera
Chief Announcer.....Melvin York
Chief Engineer.....Ellwood Lippencott

K E V E

EVERETT—EST. 1941

Frequency: 1460 Kc. Power: 500 Watts
Owned-Operated By.....Cascade Broadcasting Company, Inc.

Business Address.....815 Securities Bldg.,
Phone Number.....Seneca 2726
Studio Address.....8th & Broadway
Transmitter Location.....8th & Broadway
Time on the Air.....16 hours
News Service.....AP
Transcription Service.....Lang-Worth

Personnel

President.....Dr. J. R. Binyon
General Manager.....Mrs. J. L. Fritsche
Sales Manager.....L. S. Lennox
Program Director.....Mrs. J. L. Fritsche
Chief Announcer.....David Gordon
Chief Engineer.....Ray Hilgers

K R K O

EVERETT—EST. 1920

MUTUAL—DON LEE

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By.....Everett Broadcasting
Address.....Clark Building
Phone Numbers.....Main 526-867
Transmitter Location.....Everett
Time on the Air.....6:30 a.m.-11:15 p.m.

Personnel

President-Gen. Mgr.....Wm. R. Tait
Chief Engineer & Musical Dir.....Roy Towne

K W L K

LONGVIEW—EST. 1938

MBS—DON LEE BROADCASTING SYSTEM
 Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By.....Twin City Broad-
 casting Corp.
 AddressNational Bank of Commerce
 Phone NumberLongview 1500
 Transmitter LocationOcean Beach
 Highway
 Time on the Air Unlimited license
 Transcription Service
 C. P. MacGregor; NBC Thesaurus

Personnel

President Art Campbell
 Station Manager C. O. Chatterton

K G Y

OLYMPIA—EST. 1922 (non-Comm.)
 1932 (Comm.)

MUTUAL—DON LEE

KEYSTONE BROADCASTING SYSTEM

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By..... KGY, Inc.
 Address 119 N. Washington, Rockway,
 Leland Bldg.
 Phone Number 6636
 Transmitter Location..... 119 N. Washington
 Time on the Air..... 7 a.m. to 11 p.m.
 News Service UP
 Representative..... Howard Wilson & Co.

Personnel

President-Station Manager..... Tom Olsen
 Sales Manager..... J. Harris Dorr
 Program Director & War Prog.... Eve Knutson
 Chief Announcer..... Walt McGoffin
 Production Manager-Chief Engineer
 Walt McGoffin

K W S C

PULLMAN—EST. 1922

Frequency: 1250 Kc. Power: 5000 Watts
 Owned-Operated By..... State College of
 Washington
 Address Pullman
 Phone Number 9021
 Time on the Air: 6:45 a.m. to 10 p.m.; Thurs.
 off the air at 7:30 p.m.
 News Service..... UP
 Transcription Service Lang-Worth

Personnel

Station Manager..... Glenn Jones
 Program Dir..... E. Barr
 Chief Engineer..... Geo. Frese
 (Non-Commercial Station)

K E V R

SEATTLE—EST. 1925

Frequency: 1090 Kc. Power: 250 Watts
 Owned-Operated By Evergreen Broad-
 casting Corporation
 Address 2102 Smith Tower
 Phone Number Seneca 2056-7
 Time on the Air Unlimited license
 News Service UP
 Transcription Service..... Standard Radio;
 Lang-Worth
 Representative..... Wm. G. Rambeau Co.

Personnel

President..... A. W. Talbot
 Station Manager..... Al Schuso
 Program Dir..... E. J. Hamilton
 Chief Engineer..... J. Kelley

K I R O

SEATTLE—EST. 1935 (1928 as KPCB)

COLUMBIA BROADCASTING SYSTEM

Frequency: 710 Kc. Power: 50000 Watts
 Owned-Operated By.... Queen City Broad-
 casting Co.
 Address Cobb Building
 Phone Number Seneca 1500
 Transmitter Location..... Vqshon-Maury
 Island, Wash.
 Time on the Air 24 hours daily
 News Service AP-INS
 Transcription Service World Broadcasting
 System; Standard Radio; Langworth Fea-
 ture Programs
 Representative Free & Peters

Personnel

President..... Louis K. Lear
 Vice-President-General
 Manager H. J. Quilliam
 Asst. Business Mgr.-Director of National
 Sales Loren B. Stone
 Local Sales Manager J. F. Hiddleston
 Director of Operations..... Rowland Spence
 Chief Announcer..... Rowland Spence
 Director of Education..... Kenneth Yeend
 Dir. of Publicity..... Marjorie B. DeGarmo
 Sales Promotion..... Loren B. Stone
 War Programs..... Norman Runions
 Musical Director..... Max Dolin
 Chief Engineer..... James Hatfield

K J R

SEATTLE—EST. 1921

THE BLUE NETWORK
 NORTHWEST RADIO TRIANGLE

Frequency: 1000 Kc. Power: 5000 Watts
 Owned-Operated By Fisher's Blend
 Station, Inc.

WASHINGTON

Address Skinner Bldg.
 Phone Number Elliott 5890
 Transmitter Location 2600 26th Ave.,
 S. W. West Waterway
 Time on the Air: 24 hours daily; except
 Thursday when off at Midnight to 5 a.m.
 News Service UP
 Transcription Service NBC Thesaurus
 Representative Paul H. Raymer Co.

Personnel

President O. W. Fisher
 Station Manager Birt F. Fisher
 Asst. Manager Bennett I. Fisher
 Robt. Gentry
 Commercial Manager W. B. Stuht
 Publicity-Research-Advertising Bill Moshier
 Program Director Robt. Gentry
 News Director Dick Keplinger
 Chief Announcers Homer Pope,
 Harry Jordan
 Chief Engineer Francis Brott

K O L

SEATTLE—EST. 1928

MUTUAL—DON LEE

PACIFIC BROADCASTING CO.

Frequency: 1300 Kc. Power: 5000 Watts
 Owned-Operated By: Seattle Broadcasting Co.
 Address Northern Life Tower
 Phone Number Main 2312
 Transmitter Location 1110 W. Florida St.
 Time on the Air Unlimited license
 Transcription Service: C. P. MacGregor; As-
 sociated Music Publishers; Standard Radio
 Representative John Blair & Company

Personnel

President-Station Manager Archie Taft
 Assistant Manager Oliver A. Runchey
 Commercial Manager Archie Taft, Jr.
 Program & Production Director Jerry Morris
 Publicity Director Elisabeth Leonard
 Chief Announcer Wheeler Smith
 Musical Director Francis Armstrong
 Chief Engineer Perry C. Lind

K O M O

SEATTLE—EST. 1925

NATIONAL BROADCASTING CO.

NORTHWEST RADIO TRIANGLE

Frequency: 950 Kc. Power: 5000 Watts
 Owned-Operated By Fisher's Blend Sta-
 tion, Inc.
 Address Skinner Bldg.
 Phone Number Elliott 5890
 Transmitter Location 2600 26th Ave., S.W.
 Time on the Air: 5:30 a.m. to 12 midnight;
 Sundays, 8 a.m. to 11 p.m.
 News Service AP

Transcription Service NBC Thesaurus
 Representative Edward Petry & Co.

Personnel

President O. W. Fisher
 Station Manager Birt F. Fisher
 Asst. Mgr. Bennett I. Fisher
 Commercial Manager W. B. Stuht
 Research-Advertising Manager Bill Moshier
 Program Director Production Manager
 Robt. Gentry
 Dir. War Programs John Pearson
 News Director Dick Keplinger
 Chief Announcers Homer Pope,
 Harry Jordan
 Auditor J. B. Henley
 Chief Engineer Francis Brott

K R S C

SEATTLE—EST. 1926

Frequency: 1150 Kc. Power: 1000 Watts
 Owned-Operated By Radio Sales Cor-
 poration
 Address 2939 Fourth Avenue South
 Phone Number Elliot 7900
 Transmitter Location 2939 Fourth Ave. South
 Time on the Air 6:45 a.m. to 12 Midnight
 News Service AP
 Transcription Service Associated Music
 Publishers; Lang-Worth; C. P. MacGregor

Personnel

President P. K. Leberman
 Station Manager Robt. E. Priebe
 Commercial Manager R. C. Fuller
 Program & Musical Director Ted Bell
 Chief Engineer George A. Freeman

K T W

SEATTLE—EST. 1920

Frequency: 1250 Kc. Power: 1000 Watts
 Owned-Operated By The First Presbyterian
 Church of Seattle
 Address 7th & Spring Sts.
 Phone Number Main 4177
 Transmitter Location Seattle
 Time on the Air Shares time with KWSC

Personnel

Pastor and Station
 Manager Dr. M. A. Matthews
 (Non-Commercial Station)

K X A

SEATTLE—EST. 1928

Frequency: 770 Kc. Power: 1000 Watts
 Owned-Operated By American Radio
 Telephone Co.
 Address Bigelow Bldg.
 Phone Number Seneca 1000

Transmitter Location . . . Second Avenue and Union Street
 Time on the Air: 6:30 a.m. to local sunset; 10 p.m. to 3 a.m.

News Service UP
 Representative Howard H. Wilson Co.

Personnel

President R. F. Meggee
 Vice-President & Station Manager
 Florence Wallace
 Sales Mgr. Rodney McArdle
 Program Dir. Helen Brennan
 Publicity Director Marjorie Esterbrook
 Chief Engineer John Dubuque

K F I O

SPOKANE—EST. 1922

MUTUAL-DON LEE

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Spokane Broadcasting Corporation

Business Address Fidelity-Ziegler Bldg.
 Phone Number Riverside 8033
 Transmitter Location Fidelity-Ziegler Bldg.
 Time on the Air: 6:30 a.m. to 11 p.m.; Sunday, 7:30 a.m. to 11:00 p.m.

News Service UP
 Transcription Service NBC Thesaurus

Personnel

President Arthur L. Smith
 Station-Commercial Manager
 Richard G. McBroom
 Program Director G. Longmeier
 Chief Engineer Dee Waymire

K F P Y

SPOKANE—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 920 Kc. Power: 5000 Watts
 Owned-Operated By Symons Broadcasting Company

Address Symons Building
 Phone Number Main 1218
 Transmitter Location Route No. 3
 Time on the Air: 6 a.m. to 12:05 a.m.; Sundays, 7:00 a.m.-12:05 a.m.

News Service UP
 Transcription Service: Lang-Worth; Standard Radio; C. P. MacGregor
 Representative The Katz Agency, Inc.

Personnel

President Mrs. Frances R. Symons
 Vice-President-Station Manager
 Arthur L. Bright
 Manager of Sales & Public Relations
 Richard O. Dunning
 National Sales & Program Promotion
 Manager Richard E. Green
 Program Manager R. W. Brazeal
 Director of War Programs Katherine Leuer

Production Manager Harold Bratsberg
 Farm Editor E. W. Jorgenson
 Musical Director Arthur Zepp
 Chief Engineer George Langford

K G A

SPOKANE—EST. 1933

BLUE NETWORK

Frequency: 1510 Kc. Power: 10000 Watts
 Owned-Operated By Louis Wasmer
 Address Radio Central Building
 Phone Number Main 5383
 Transmitter Location 4102 S. Regal
 Time on the Air: 18 hrs. daily, 16 hrs. Sundays
 Transcription Service Associated
 Representative Edw. Petry & Co., Inc.

Personnel

Owner Louis Wasmer
 General Manager Harvey Wixson
 Program Dir. Curtis Roberts
 Musical Dir. Earl Shinkosky
 Chief Engineer G. Grady

K H Q

SPOKANE—EST. 1920

NATIONAL BROADCASTING CO.

Frequency: 590 Kc. Power: 5000 Watts
 Owned-Operated By Louis Wasmer, Inc.
 Address Radio Central Building
 Phone Number Main 5383
 Transmitter Location 4102 South Regal
 Time on the Air: 18 hrs. daily, 17 hrs. Sundays
 News Service AP
 Transcription Service

Associated Music Publishers

Representative Edward Petry & Co., Inc.

Personnel

Owner Louis Wasmer, Inc.
 General Manager Harvey Wixson
 Same as KGA

K M O

TACOMA—EST. 1922

MUTUAL-DON LEE NETWORK

PACIFIC BROADCASTING CO.

Frequency: 1360 Kc. Power: 5000 Watts
 Owned-Operated By Carl E. Haymond
 Business Address 914 Broadway
 Phone Number Main 4144
 Transmitter Location Tacoma-Seattle Highway

Time on the Air: 6 a.m. to 12 midnight; Sundays, 7:00 a.m. to 11:00 p.m.

News Service UP
 Transcription Service

World Broadcasting System

Representatives John Blair & Co.; John Keating (Portland)

Personnel

Owner-General Manager... Carl E. Haymond
 Station Manager..... J. A. Murphy
 National Sales Manager... Seymour O. Spring
 Local Sales Manager..... Jerry Geehan
 Program Director Verne Sawyer
 Traffic Manager Jack Clarke
 Chief Announcer..... Arnold Benum
 Musical Director..... Marion Kay
 Auditor Paul F. Benton
 Chief Engineer..... Joe Kolesar

KTBI

TACOMA—EST. 1941

KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc..... Power: 250 Watts
 Owned-Operated By..... Tacoma Broadcasters, Inc.

Address 212 Puget Sound Bank Bldg.
 Phone Number Broadway 2241
 Transmitter Location Tacoma
 Time on the Air..... Unlimited License
 News Service AP
 Transcription Service Standard Radio
 Representative Cox & Tanx

Personnel

President & Mgr..... C. C. Cavanaugh
 Sales Mgr..... Harry Atwood
 Sales Promotion..... G. F. Bjork
 Program Dir..... Peg Mahaffay
 Chief Announcer..... Burke Ormsby
 Chief Engineer..... Jos. P. Ernst

KVI

TACOMA—EST. 1929

Frequency: 570 Kc..... Power: 5000 Watts
 Owned-Operated By..... Puget Sound Broadcasting Company, Inc.

Business Address 502 Rust Building
 Phone Number Broadway 4211
 Studio Addresses..... 502 Rust Building
 Transmitter Location .. Vashon Island, Wash.
 Time on the Air: 5:30 a.m. to 11 p.m.; Sundays, 8 a.m. to 11 p.m.

News Service AP
 Transcription Service C. P. MacGregor;
 Associated Music Publishers: Lang-Worth
 Representative George P. Hollingsbery Co.

Personnel

President & Station
 Manager Vernice Irwin
 Commercial Manager..... Earl T. Irwin
 Program Director Larry Huseby
 Traffic Manager Vyra Bryant
 Chief Announcer..... Harry Long
 Bookkeeper Deborah V. Webb
 Chief Engineer Raymond Griese

KVAN

VANCOUVER—EST. 1939

Frequency: 910 Kc..... Power: 500 Watts
 Owned-Operated By..... Vancouver Radio Corporation

Business Address..... 707½ Main St.
 Phone Number 150
 Studio Address 707½ Main St.
 Transmitter Location... 2915 Fruit Valley Road
 Time on the Air Sunrise to sunset
 News Service UP
 Transcription Service

Langworth; Standard Radio

Personnel

President Sheldon F. Sackett
 General Manager Ben E. Stone
 Resident Manager S. W. McCready
 Commercial Manager-Publicity Director
 Marion Sexton
 Sales Promotion..... F. J. Coumont
 Program Director..... Sylvia Chandler
 Chief Engineer S. W. McCready

KUJ

WALLA WALLA—EST. 1928

KEYSTONE BROADCASTING SYSTEM

NORTHWEST NETWORK

Frequency: 1420 Kc..... Power: 1000 Watts
 Owned-Operated By..... KUJ, Inc.
 Business Address: Marcus Whitman Hotel,
 Second and Rose Streets

Phone Number 1230
 Studio Address..... Marcus Whitman Hotel
 Transmitter Location: U. S. Highway No. 410
 and Sudbury Road

Time on the Air Unlimited license
 News Service UP
 Transcription. Service: World. Broadcasting
 System; Lang-Worth

Representatives: Nat'l—Howard H. Wilson
 Co.; Romig Fuller (Seattle); John Keating
 (Portland)

Personnel

President and General
 Manager..... H. E. Studebaker
 Commercial-Sales Promotion Manager
 Norval Arnes
 Production Vernon Emmerson
 Chief Announcer..... Danny Deaver
 Continuity Director..... Adeline Bussard
 Women's Features Director.
 Virginia Van Hoy Lyon
 Chief Engineer..... Milton MacLafferty

K P Q

WENATCHEE—EST. 1930

THE BLUE NETWORK

Frequency: 560 Kc. Power: 1000 Watts
 Owned-Operated By Westcoast Broadcasting Company
 Address KPQ Bldg.
 Phone Number 45; 875
 Transmitter Location North End Miller Street
 Time on the Air: 6 a.m. to 12 Midnight; Sunday, 9 a.m. to 12 Midnight
 News Service UP
 Transcription Service NBC Thesaurus
 Representative

Joseph Hershey McGillvra, Inc.
Personnel

President Rogan Jones
 Station Manager Cole E. Wylie

K I T

YAKIMA—EST. 1929

MUTUAL—DON LEE BROADCASTING SYSTEM
 PACIFIC BROADCASTING CO.

Frequency: 1280 Kc. Power: 1000 Watts
 Owned-Operated By Carl E. Haymond
 Address 414 E. Yakima Ave.
 Phone Number 8115
 Transmitter Location South of Yakima
 Time on the Air: 6:00 a.m.-12 Midnight; Sundays, 8 a.m.-12 Midnight
 News Service UP
 Transcription Service Lang-Worth; World Broadcasting System
 Representative Jos. Hershey McGillvra, Inc.

Personnel

Owner Carl E. Haymond
 Station Mgr. James A. Murphy
 Sales Mgr. H. A. Miller
 Publicity & Sales Promotion Wm. B. Hansen
 Program & Production Mgr. C. A. Carlson
 Musical Dir. June Walks
 Chief Engineer H. Murphy

WEST VIRGINIA

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 233-286

W J L S

BECKLEY—EST. 1939

CBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By Joe L. Smith, Jr.
 Address WJLS Bldg.
 Transmitter Location Teel Road
 Phone Number 7311
 Time on the Air: 7 a.m. to 12 midnight; Sundays, 7 a.m. to 12 midnight.
 News Service UP
 Transcription Service NBC Thesaurus;
 Keystone Broadcasting System
 Representative Burn-Smith Co., Inc.

Personnel

Owner Joe L. Smith, Jr.
 Station-Commercial Manager

Herbert R. Kendrick
 Program-Production Manager Louis Rigsbee
 Continuity Director Midge Lee
 Chief Announcer Jack Pevora
 Auditor V. Z. Cooper
 Chief Engineer Al Ginkle

W H I S

BLUEFIELD—EST. 1928

BLUE NETWORK

NATIONAL BROADCASTING CO.
 WEST VIRGINIA NETWORK

Frequency: 1440 Kc. Power: 1000 d.; 500 n.
 Owned-Operated By Daily Telegraph Printing Co.
 Address Commerce Street
 Phone Number WHIS
 Transmitter Location Route No. 52, Harry Heights
 Time on the Air: 5 a.m. to 12 midnight
 Newspaper Affiliation Bluefield Daily Telegraph; Sunset News
 News Service UP
 Transcription Service: World Broadcasting System; Lang-Worth
 Representative The Katz Agency

Personnel

President H. I. Shott
 Manager J. Lindsey Alley
 Program Director Stuart Odell
 Continuity Editor Janie Lambert
 Publicity Director Elsie Thomas
 News Editor Stuart Odell
 Chief Engineer P. T. Flanagan

W C H S

CHARLESTON—EST. 1927

CBS—WEST VIRGINIA NETWORK

Frequency: 580 Kc. Power: 5000 Watts
Owned-Operated By: Charleston
Broadcasting Co.

Address: 1016 Lee St.
Phone Number: 28-131
Transmitter Location: Kanawha Country
Club Road

Time on the Air: 6 a.m. to 1 a.m.
News Service: AP; UP
Transcription Service: Standard Radio
Representative: The Branham Co.

Personnel

President: John A. Kennedy
Vice-President-Managing Director:
Howard L. Chernoff
Technical Advisor: Odes E. Robinson
Sales Promotion Manager: Sam Molen
Program Director: Jos. J. Herget
Director of War Programs: Virgil L. Schmit
Traffic Director: Carolyn Johnson
Musical Director: Leah Perry
Chief Engineer: Odes Robinson

(See Page 290)

W G K V

CHARLESTON—EST. 1939

NATIONAL BROADCASTING CO.

Frequency: 1400 Kc. Power: 100 Watts
Owned-Operated By: Kanawha Valley
Broadcasting Company

Address: 210 Dickinson St.
Phone Number: 37-541
Transmitter Location: Coal Branch Heights
Time on the Air: 7 a.m. to 12:15 a.m.; Sun-
day, 8 a.m. to 12:15 a.m.

News Service: UP
Transcription Service: NBC Thesaurus
Representative: Joseph Hershey McGillvra, Inc.

Personnel

Station Manager: Joseph B. Matthews
Commercial Manager: Robert Bowles
Sales Promotion-Publicity Director: Julius Glass
Program Director: Phil Vogel
Continuity & Promotion: Gilbert Canfield
Musical Director: John MacLean
Chief Engineer: Odes Robinson

W B L K

CLARKSBURG—EST. 1937

NATIONAL BROADCASTING CO.

THE WEST VIRGINIA NETWORK

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Charleston Broad-
casting Co.

Address: 444½ West Pike Street

Phone Number: 3040
Transmitter Location: Glen Elk, Clarksburg
Time on the Air: 7:30 a.m. to 12:05 a.m.
News Service: AP
Transcription Service: Standard
Representative: The Branham Company

Personnel

President: Commander John A. Kennedy
General Manager: G. C. Blackwell
Program-Musical Director: Don McWhorter
Publicity Director: David Grubb
Chief Announcer: Jerome McDevitt
Chief Engineer: Jos. A. Wright

W M M N

FAIRMONT—EST. 1928

COLUMBIA BROADCASTING SYSTEM

Frequency: 920 Kc. Power: 5000 Watts
Owned-Operated By: Monongahela Valley
Broadcasting Co.

Address: 208 Adams St.
Phone Number: 3100
Transmitter Location: Monongah
Time on the Air: 5 a.m. to 12: midnight
News Service: AP

Transcription Services:
Standard Radio; Langworth
Representative: John Blair & Co.

Personnel

President: George B. Storer
Station-Commercial Manager:
Stanton P. Kettler
Office Manager: R. C. Warden
Program Director: John MacKercher
Chief Announcer: Bill Babcock
Continuity Director: Mary Jane Schultz
Artists Bureau: Jean Dean
Chief Engineer: Robert Hough

W S A Z

HUNTINGTON—EST. 1927

BLUE NETWORK

WEST VIRGINIA NETWORK

Frequency: 930 Kc. Power: 1000 Watts
Owned-Operated By: WSAZ, Inc.
Address: 929½ Fourth Ave.

Phone Number: 4106
Transmitter Location: 28th St., West
Time on the Air: Unlimited license
Newspaper Affiliation: Huntington Herald-
Dispatch; Huntington Advertiser

News Service: AP
Transcription Service: World Broadcasting
System, Langworth
Representative: The Branham Co.

Personnel

President and General
Manager: John A. Kennedy
Station Manager: Flem J. Evans
Commercial Manager: John L. Henry
Sales Promotion Manager: Mildred Chernoff

Program Director.....W. Aldridge
 Production Manager.....Irene Bruce
 Publicity Director.....Pat Wilson
 Chief Announcer.....Bert Shimp
 Artists Bureau.....L. P. Swann
 Musical Director.....Irene Bruce
 Chief Engineer.....John R. Csensich

WLOG

LOGAN—EST. 1940

KEYSTONE BROADCASTING SYSTEM

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Clarence H. Frey &
 Robert O. Greever—Partners
 Business Address.....433 Stratton St.
 Studio Address.....Kanada & Chestnut Sts.
 Phone Number...Office, 540; Studio, 761 & 762
 Transmitter Location...Kanada and Chestnut
 Streets
 Time on the Air.....7:30 a.m. to 9 p.m.
 Newspaper Affiliation.....Logan Banner
 News Service.....UP

Personnel

President.....Clarence H. Frey
 Commercial Manager.....James McGowan
 Chief Engineer.....John Blackwood

WAJR

MORGANTOWN—EST. 1940

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....West Virginia Radio
 Corporation
 Business Address.....440-446 Spruce Street
 Phone Number.....9488
 Transmitter Location.....Charleston and
 Webster Aves.
 Time on the Air: 7:00 a.m. to 10:30 p.m.; Sun-
 days, 9 a.m. to 6:30 p.m.
 News Service.....UP
 Transcription Service...World Broadcasting
 System
 Representative.....Forjoe & Company

Personnel

President.....H. C. Greer
 Station Manager-Program
 Director.....Henry B. McNaughton
 Commercial Manager.....Frank Greeg
 Production Manager & Chief Announcer
 Numa Faber
 Chief Engineer.....R. C. Spence

WPAR

PARKERSBURG—EST. 1935

CBS—WEST VIRGINIA NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By...Ohio Valley Broad-
 casting Corporation
 Address.....7th and Market St., Grinter
 Building

Phone Number.....2530
 Transmitter Location.....North Parkersburg
 Time on the Air.....6:30 a.m. to 12:05 a.m.
 News Service.....AP
 Transcription Service.....Standard Radio
 Representative.....Branham Company

Personnel

President.....John A. Kennedy
 Station Manager.....George H. Clinton
 Sales Promotion Manager.....Tom Garten
 Program Director.....Carl Loose
 Artists Bureau.....Chas. Carroll
 Musical Director.....Len Carl
 Chief Engineer.....Cecil Knowles

WBRW

WELCH—EST. 1940

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....McDowell Service
 Company
 Business Address.....10 Riverside Drive
 Phone Number.....818
 Studio Address.....10 Riverside Drive
 Transmitter Location...Dor Building
 Time on the Air.....7:30 a.m. to 8:30 p.m.;
 Sundays, 9 a.m. to 6:30 p.m.
 News Service.....AP
 Transcription Service.....Associated Music
 Publishers; Keystone Broadcasting System
 Representative.....Forjoe & Co.

Personnel

President.....J. W. Blakely
 Station-Commercial
 Manager.....Ralph Nash
 Program Director.....John Villani
 Publicity Director.....Bill Allen
 Traffic Manager.....Jewell Roberson
 Chief Announcer-Director of
 War Programs.....John Villani
 Musical Director.....Bob Kelton
 Chief Engineer.....John Timberlake

WKWK

WHEELING—EST. 1941

COLUMBIA BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Community Broad-
 casting, Inc.
 Address.....Pythian Building
 Phone Number.....Wheeling 5320
 Transmitter Location...Pythian Building
 Time on the Air: 6 a.m. to 12 midnight; Sun-
 days, 8 a.m. to 12 midnight
 News Service.....UP
 Transcription Service.....Standard Radio
 Representative.....Spot Sales, Inc.

Personnel

President.....Joe L. Smith, Jr.
 Station Manager.....John B. Reynolds

WEST VIRGINIA

Assistant Manager.....John T. Gelder, Jr.
Program Director.....Albert R. Albinger, Jr.
Production Manager-Chief
Announcer.....Joseph Mann
Musical Director.....Oliver Edwards
Chief Engineer.....Fred Baker

Program Director and Record M. C.
Lew Clawson
Director of War Programs.....Walt Turner
Chief Announcer.....Don Meeks
Musical Director.....Robert Nesbitt
Chief Engineer.....Edward L. Keim

W W V A

WHEELING—EST. 1926

BLUE NETWORK

Frequency: 1170 Kc.....Power: 50000 Watts
Owned-Operated By.....West Virginia
Broadcasting Corp.

Address.....Hawley Building
Phone Number.....Wheeling 5383
Transmitter Location.....St. Clairsville, Ohio
Time on the Air.....4:30 a.m. to 1 a.m.;
Sundays, 7 a.m. to 1 a.m.

News Service.....AP
Transcription Service.....NBS Thesaurus
Representative.....John Blair & Co.

Personnel

President.....George B. Storer
Managing Director.....George W. Smith
Sales Promotion Manager-Publicity
Director.....Ruth Lee Miller
Production Manager.....Paul J. Miller

W B T H

WILLIAMSON—EST. 1939

KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Williamson Broad-
casting Corp.

Address.....Mountaineer Hotel Block
Phone Number.....1241
Transmitter Location..Mountaineer Hotel Block
Time on the Air.....Unlimited license
News Service.....UP
Transcription Service.....World Broadcasting
System

Personnel

President.....G. W. Taylor
Vice-President-Treasurer.....W. P. Booker
Station-Commercial Manager.....Alice Shein
Chief Announcer.....Bob Flaherty
Musical Director.....Elizabeth Zimmerman
Chief Engineer.....Vernon Totten

PA

SET THE PACE
THREE YEARS AGO
WITH THE FIRST
REGULAR 24-HOUR
RADIO NEWS WIRE

IN MILWAUKEE IT'S

Basically Sound

TO USE

WISN

THE SHOW IS GOOD WHERE THE WAITING LINE IS LONG

When you see a long queue in front of a theater, you know the show is good. All over Milwaukee you'll find long queues . . . going into war plants (Industrial employment is up 69.3% since 1940) . . . going into stores to spend their earnings (Industrial pay rolls are up 172.8% since 1940) . . . riding buses and streetcars (population is up 63,000 since 1940 even with more than 50,000 men in service) . . . tuning in WISN (the figures show the tremendously increased business on this result-producing radio station.)

Basically Sound . . . Because WISN has achieved the ideal 1-1-1 distribution of commercial programs:

Local Programs	33.9%
National Programs	32.9%
Columbia Network Programs	33.2%

Basically Sound . . . Because each year WISN has shown an increase in business and each year this increase has been greater:

1941 Increase Over 1940	5%
1942 Increase Over 1941	20%
1943 Increase Over 1942	39%
1943 Increase Over 1940	73%

Basically Sound . . . Because in 1943 each quarter's business on WISN has shown an increase. Even the "dog day months" of July, August and September, proved that there is no summer slump on WISN!

1943	% of Year's Total
First Quarter	19.2%
Second Quarter	24.7%
Third Quarter	25.8%
Fourth Quarter	30.3%

All of which means . . . If you want results in Milwaukee, you can get them where more and more advertisers are getting them every year . . . on WISN, the station with the listener preference.

5000 WATTS DAY & NIGHT

WISN

MILWAUKEE, WISCONSIN

GASTON W. GRIGNON, General Manager

A Columbia Network Station

THE KATZ AGENCY, INC.—NATIONAL REPRESENTATIVES

WISCONSIN

For Latest U. S. Census Population And Radio Homes Data And
Statistics on "Shifting Population" Please Turn To Pages 233-286

W H B Y

APPLETON—EST. 1925

MUTUAL BROADCASTING SYSTEM

WISCONSIN RADIO NETWORK

KEYSTONE BROADCASTING SYSTEM

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....WHBY, Inc.
Address.....600 S. Lawe St.
Phone Number.....1161
Transmitter Location.....600 S. Lawe St.
Time on the Air.....9:30 a.m. to 10 p.m.
News Service.....AP
Transcription Service.....Standard Radio

Personnel

General Manager.....Haydn R. Evans
Station Manager.....J. L. Gallagher
Program Director.....Rodge Mueller
Chief Engineer.....George Merkle

W A T W

ASHLAND—EST. 1940

MUTUAL BROADCASTING SYSTEM

NORTH CENTRAL BROADCASTING SYSTEM

KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 100 Watts
Owned-Operated By.....Upper Michigan-
Wisconsin Broadcasting Co., Inc.
Address.....Northern State Bank Building
Phone Number.....1420
Transmitter Location.....Ellis Ave.
Time on the Air.....6:25 a.m. to 10:30 p.m.
News Service.....UP
Transcription Service.....Langworth
Representative.....Sears & Ayes

Personnel

President.....William L. Johnson
Station Manager.....J. W. Huss
Commercial Manager.....T. G. Hogan
Program Director-Chief

Announcer.....Harry Willis
Chief Engineer.....Hine Dahlbacka

W E A U

EAU CLAIRE—EST. 1937

NATIONAL BROADCASTING CO.

Frequency: 790 Kc.....Power: 5000 Watts
Owned-Operated By.....Central Broadcasting
Company
Business Address.....203 South Barstow St.
Phone Number.....6149
Transmitter Location.....Symour Road (County
Road Q)
Time on the Air.....Full Time
Newspaper Affiliation.....Eau Claire Leader

News Service.....UP
Transcription Service.....Langworth
Representative.....George P. Hollingsbery Co.

Personnel

President.....W. C. Bridges
Commercial Manager.....Clyde Riddle
Production Manager-Chief
Announcer.....James Hulivi
Publicity.....Leonard Anderson
Chief Engineer.....Thos. Jorgenson

K F I Z

FOND-DU-LAC—EST. 1922

MUTUAL BROADCASTING SYSTEM

WISCONSIN NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
Owned By.....The Reporter Printing
Company
Operated By.....The Commonwealth Reporter
Address.....18-20-22 West First Street
Phone Number.....356
Transmitter Location.....Lange Bldg.
Time on the Air: 8 a.m. to 10 p.m.; Sundays,
10 a.m. to 9 p.m.

Newspaper Affiliation.....The Commonwealth
Reporter

News Service.....INS; UP
Transcription Service.....Standard Radio

Personnel

President.....A. H. Lange
Station Manager.....Lucille Fairbanks
Commercial Manager.....William O'Brien
Program Director.....Marion Schwein
Chief Announcer.....William Crusenberry
Chief Engineer.....Wendell S. Meyers

W T A Q

GREEN BAY—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 1360 Kc.....Power: 5000 Watts
Owned-Operated By.....WHBY, Inc.
Business Address.....Bellin Bldg.
Phone Number.....Adams 1
Studio Address.....Bellin Building
Transmitter Location.....West De Pere, Wisc.
Time on the Air.....6 a.m. to 12 midnight
News Service.....AP
Transcription Service.....Associated Music
Publishers

Representative.....Weed & Co.

Personnel

Managing Director...Rev. James A. Wagner
General Manager.....Haydn R. Evans
Sales Manager.....Val Schneider
Program Director.....Al Michael

Production Manager.....Clair Stone
 Sales Promotion.....Hugh O'Malley
 Chief Announcer.....Clair Stone
 Artists Bureau.....C. Edges
 Publicity Director.....Frank Hart
 Musical Director.....Sam De Signe
 Chief Engineer.....Wallace J. Stangel

WCLO

JANESVILLE—EST. 1930
 MUTUAL BROADCASTING SYSTEM
 KEYSTONE BROADCASTING SYSTEM
 WISCONSIN NETWORK

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated ByGazette Printing Co.
 Address.....200 E. Milwaukee Ave.
 Phone Number2500
 Transmitter Location.....1436 Oakhill Ave.
 Time on the Air.....7 a.m. to 10 p.m.
 Newspaper Affiliation.....Janesville Daily
 Gazette

News ServiceAP
 Transcription Service.....Langworth
 Regional Representative...Wisconsin Network

Personnel

PresidentSidney H. Bliss
 General Manager.....Allen Curnutt
 Sales Manager.....Lloyd Stafford
 Program Director.....Ken Houseman
 Chief Announcer.....Pat Alan
 Chief Engineer.....William Havens

WKBH

LA CROSSE—EST. 1926
 BLUE NETWORK

NATIONAL BROADCASTING CO.

Frequency: 1410 Kc.....Power: 1000 Watts
 Owned-Operated ByWKBH, Inc.
 Business Address.....409 Main Street, Radio
 Building

Phone Number4-5-0
 Transmitter LocationR. F. D. LaCrosse
 Time on the Air: 6 a.m. to 11:30 p.m.: Sunday,
 9 a.m. to 11:30 p.m.

News ServiceAP
 Transcription Service.....Langworth
 Representative ..Howard H. Wilson Company

Personnel

Station Manager.....Howard Dahl
 Program Director.....Bernice Callaway
 Director of War Programs-

Chief AnnouncerRaymond Plamadore
 Chief Engineer.....Al Leeman

WHA

MADISON—EST. 1917 (as 9XM)
 1922 (as WHA)

Frequency: 970 Kc.....Power: 5000 Watts

Owned ByState of Wisconsin
 Operated By.....University of Wisconsin
 Address.....Radio Hall
 Phone Number...Badger 580, Extension 476
 Transmitter Location.....Fish Hatchery Road
 Time on the Air7:30 a.m. to local sunset
 News ServiceAP
 Transcription Service.....Langworth;
 Standard Radio

Personnel

Acting DirectorWilliam G. Harley
 Acting Program Director...Walter Krulvitch
 Chief Engineer.....John Stiehl
 (Non-Commercial Station)

WIBA

MADISON—EST. 1924
 BLUE NETWORK

NATIONAL BROADCASTING CO.

Frequency: 1310 Kc.....Power: 5000 Watts
 Owned-Operated ByBadger Broadcast-
 ing Company

Business Address110 East Main Street
 Phone NumberFairchild 8800
 Transmitter Location ..Route 4, Madison, Wis.
 Time on the Air.....Unlimited license
 Newspaper Affiliation.....The Capital Times;

Wisconsin State Journal
 News ServiceUP
 Transcription Service.....Associated Music
 Representative.....Howard H. Wilson Co.

Personnel

President.....William T. Evjue
 General ManagerEdwin C. Allen
 Program Manager & Publicity

Director.....K. F. Schmitt
 Musical Director.....Leon Perssion
 Chief Engineer.....Norman Hahn

WOMT

MANITOWOC—EST. 1926
 KEYSTONE BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 100 Watts
 Owned-Operated ByFrancis M. Kadow
 Address.....Radio Building
 Phone Number167-400 W
 Transmitter Location11110 Washington St.
 Time on the Air.....6:55 a.m. to 9:31 p.m.
 News ServiceUP
 Transcription Service.....World Broadcasting
 System

Personnel

General Manager.....F. M. Kadow
 Commercial ManagerMaurice Dailey
 Program DirectorRuss Russell
 Chief Engineer.....W. F. Dubin

W M A M

MARINETTE—EST. 1939

Frequency: 570 Kc. Power: 250 Watts
 Owned-Operated By M. & M. Broadcasting Co.
 Address 400 Wells St.
 Phone Number 570
 Transmitter Location 400 Wells St.
 Time on the Air Sunrise to sunset
 News Service UP
 Transcription Service Associated Music
 Representative Hal Holman Co.

Personnel

President W. E. Walker
 Station Manager Joseph D. Mackin
 Sales and Merchandising
 Manager Donald C. Wirth
 Program Director Florence Meyers
 Director War Programs Pat Kehoe
 Chief Engineer Martin R. Lund

W I G M

MEDFORD—EST. 1941

KEYSTONE BROADCASTING SYSTEM
 WISCONSIN NETWORK

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By George F. Meyer
 Business Address Medford, Wisconsin
 Phone Number 5147
 Studio Address Highway 13
 Transmitter Location Highway 13
 Time on the Air: 7:30 a.m. to 10 p.m.; Sundays,
 8 a.m. to 6 p.m.
 News Service UP
 Transcription Service Keystone Broadcasting
 System, Langworth
 Representative Cox & Tanz

Personnel

Owner George F. Meyer
 Station Manager Mrs. Irma Meyer
 Commercial Manager Anton Grossman
 Chief Announcer Ray Laube
 Chief Engineer Gerald J. Boos

W I S N

MILWAUKEE—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 1150 Kc. Power: 5000 Watts
 Owned-Operated By Hearst Radio, Inc.
 Business Address 123 W. Michigan St.
 Phone Number Daly 3900
 Transmitter Location 4601 South 60th St.
 Time on the Air: 6 a.m. to 12:05 a.m.; Sun-
 days, 7:15 a.m. to 12:05 a.m.
 Newspaper Affiliation The Milwaukee Sentinel
 News Service UP, INS

Transcription Service World Broad-
 casting System, Standard Radio
 Representative The Katz Agency

Personnel

General Manager G. W. Grignon
 Sales Promotion Manager-Director of
 War Programs & Publicity R. J. Meyer
 Program Director Woods Dreyfus
 Musical Director E. Krebs
 (See Page 628)

W T M J

MILWAUKEE—EST. 1927

NATIONAL BROADCASTING CO.

Frequency: 620 Kc. Power: 5000 Watts
 Owned-Operated By The Journal Com-
 pany (The Milwaukee Journal)
 Business Address 333 West State Street
 Phone Number Marquette 6000
 Studio Address 720 East Capitol Drive
 Transmitter Location Route No. 5, Box 817,
 Waukesha, Wisc.
 Time on the Air: 6 a.m. to 12 midnight; Sun-
 days, 8 a.m. to 12 midnight
 Newspaper Affiliation The Milwaukee
 Journal
 News Service AP
 Transcription Service Associated Music
 Publishers
 Representative Edward Petry & Co., Inc.

Personnel

Vice President-General Manager W. J. Damm
 Station Manager-In Charge
 of Sales L. W. Herzog
 Asst. Manager R. G. Winnie
 Program Director Warren Mead
 Publicity Director Paul Coates
 Chief Announcer Robert J. Heiss
 Musical Director Maurice Kipen
 Chief Technician D. W. Gellerup (on leave)
 Assistant Chief Technician C. E. Brown, Jr.

The
RED CROSS
 +
 is at his side
 and the
Red Cross
 is
YOU

WEMP..



A "Boy" WORD
IN

Milwaukee

because WEMP programs are exclusively
designed for Metropolitan Milwaukee

Basic Blue Network

C. J. Lanphier
General Manager

Howard H. Wilson & Co.
National Representatives

W E M P

MILWAUKEE—EST. 1935

THE BLUE NETWORK

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By.....Milwaukee Broad-
 casting Co.
 Address710 N. Plankington Ave.
 Phone Number.....Marquette 7725
 Transmitter Location711 Empire Bldg.
 Time on the Air.....24 hours a day
 News ServiceUP
 Representative.....Howard H. Wilson Co.

Personnel

PresidentGlenn D. Roberts
 Station Manager.....C. J. Lanphier
 Production Director.....Conrad Rice
 Musical Director.....Elmer Ihrke
 Chief Announcer.....Paul Bartell
 Director War Programs.....N. K. Searles
 Chief Engineer.....Raymond Host

W O S H

OSHKOSH—EST. 1941

BLUE NETWORK

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated by.....Oshkosh Broad-
 casting Corp.
 Address151½ Main Street
 Phone Number4580
 Transmitter Location ...County Trunk "A." ½
 mile north of city limits of Oshkosh
 Time on the Air.....6:30 a.m. to 11 p.m.
 News ServiceAP
 Transcription Service.....World
 Representative.....Howard H. Wilson Co.

Personnel

President.....Myles H. Johns
 General Manager.....Ben A. Laird
 Sales Manager.....Forster M. Cooper
 Program Director.....Marjorie Hilliard
 Chief Announcer-Farm Editor.....Bob Nelson
 Office Manager-Women's
 EditorIrene L. Schuelke
 Chief Engineer.....Nathan Williams

W I B U

POYNETTE—EST. 1925

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By.....Wm. C. Forrest
 Business AddressR. F. D. No. 2
 Phone Number97 R 5 Poynette
 Studio Addresses: Poynette; Portage; Beaver
 Dam; Madison; Baraboo
 Transmitter LocationR. F. D. No. 2

Time on the Air7 a.m. to 11 p.m.
 Transcription Service.....Standard Radio

Personnel

Station ManagerWm. C. Forrest
 Commercial-Madison Studio
 ManagerRalph O'Connor
 Portage Studio ManagerM. A. Hays
 Beaver Dam Studio Manager.....Hal Woods
 Program Director.....Sarah Forrest
 Chief Announcer.....Geo. Gross
 Chief EngineerLeonard Doese

W R J N

RACINE—EST. 1926

**MUTUAL BROADCASTING SYSTEM
 WISCONSIN NETWORK
 KEYSTONE BROADCASTING SYSTEM**

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By ...Racine Broadcasting
 Corporation
 Address441 Main Street
 Phone NumberJackson 290-291
 Transmitter Location.....Victory and Ken-
 tucky Sts., Mount Pleasant
 Time on the Air: 6:30 a.m. to 10 p.m.; Sunday,
 7:30 a.m. to 9:45 p.m.
 Newspaper AffiliationRacine Journal-
 Times
 News ServiceINS
 Transcription Service
 Langworth, Keystone Broadcasting System
 RepresentativeThe Walker Company

Personnel

President.....F. R. Starbuck
 Secretary-Treasurer &
 General Manager.....Harry R. LePoidevin
 Station & Commercial
 Manager.....Harold J. Newcomb
 Program Director.....Herb Mann
 Chief Announcer.....Garrett Adams
 Musical Director.....Ray Gruis
 Chief Engineer.....F. Lee Dechant

W J M C

RICE LAKE—EST. 1939

KEYSTONE BROADCASTING SYSTEM

Frequency: 1240 Kc. Power: 250 Watts
 Owned By.....Northern States Broadcasting Co.
 Operated By.....J. J. McGenty
 Address410 North Main Street
 Phone Number550
 Transmitter Location1615 South Main St.
 Time on the Air.....7:00 a.m.-8:00 p.m.;
 Sunday: 8:00 a.m.-6:00 p.m.
 News ServiceTransradio
 Transcription ServiceStandard Radio

Personnel

Owner-Publicity Director ... W. H. McGenty
 Station Manager..... R. W. Thompson
 Program Director..... Marion Lee
 Chief Announcer..... Dale Howard
 Chief Engineer..... Al Bertha

W H B L

SHEBOYGAN—EST. 1928
 MUTUAL BROADCASTING SYSTEM
 WISCONSIN NETWORK

Frequency: 1330 Kc...Power: 1000 d.; 250 n.;
 Owned-Operated By..... Press Publishing
 Business Address 626-636 Center Ave.
 Phone Number 1900
 Studio Address Press Building
 Transmitter Location Highway No. 141
 Time on the Air 7:00 a.m. to 10:15 p.m.
 Newspaper Affiliation Sheboygan Press
 News Service UP
 Transcription Service Standard Radio
 Representative John Pearson

Personnel

President..... C. E. Broughton
 Station Manager..... H. H. Born
 Program & Musical Director..... M. J. Pape
 Chief Engineer..... Herbert Mayer

W L B L

STEVENS POINT—EST. 1924

Frequency: 930 Kc...Power: 5000 Watts
 Owned By..... Department of Agriculture
 Operated by .. Wisconsin Department of Agriculture
 Business Address..... Stevens Point
 Phone Number 525
 Studio Address State Teachers College
 Transmitter Location ... Auburndale, Wisconsin
 Time on the Air..... Daytime license
 News Service AP

Personnel

Director Milton Button
 Station Manager..... F. R. Calvert
 Chief Engineer..... Walt Ninneman
 (Non-Commercial Station)

W D S M

SUPERIOR—EST. 1939
 MUTUAL BROADCASTING SYSTEM
 BLUE NETWORK

NORTH CENTRAL BROADCASTING SYSTEM
 Frequency: 1230 Kc...Power: 250 Watts
 Owned-Operated By..... WDSM, Inc.
 Business Address Board of Trade Bldg.
 Phone Numbers:
 6262 (Business Office); 4451 (Superior Studio);
 Mel. 1812 (Duluth Studio)
 Studio Addresses:
 Androy Hotel, Superior; Spalding Hotel,

Duluth, Minn.
 Transmitter Location... Connor's Point, Superior, Wisc.
 Time on the Air 18½ hours daily
 Representative ... Wm. G. Rambeau Company

Personnel

President James J. Conroy
 Asst. Mgr. & Treas..... A. C. Robinson
 Sales Manager..... E. R. Cluett
 Program Director..... Elma De Meire
 Chief Announcer..... Lew Martin
 Chief Engineer Melvin Laskey

W S A U

WAUSAU—EST. 1937
 MUTUAL BROADCASTING SYSTEM
 WISCONSIN NETWORK

Frequency: 1400 Kc...Power: 250 Watts
 Owned-Operated By..... Northern Broadcasting Co., Inc.
 Address 125 Third Street
 Phone Number 6521
 Transmitter Location 125 Third Street
 Time on the Air..... 6:30 a.m. to 10:30 p.m.
 News Service UP
 Transcription Service..... NBC Theasurus
 Representative Reynolds-Fitzgerald, Inc.

Personnel

President..... Major W. E. Walker
 General Manager..... Ben F. Hovel
 Commercial Manager..... J. W. Killeen
 Promotion & Publicity..... Robt. Frey
 Program-Musical Director..... Donald R. Burt
 Chief Engineer Roland Richardt

W F H R

WISCONSIN RAPIDS—EST. 1940
 MUTUAL BROADCASTING SYSTEM
 WISCONSIN NETWORK

Frequency: 1340 Kc...Power: 250 Watts
 Owned-Operated By..... William F. Huffman
 Business Address 141 West Grand Ave.
 Phone Number 1340
 Studio Address 141 West Grand Ave.;
 Fox Theater Bldg., Stevens Point, McCain-
 Johnson Building, Marshfield
 Transmitter Location 1500 Bonow Ave.
 Time on the Air 7 a.m. to 10:30 p.m.
 Newspaper Affiliation Wisconsin Rapids
 Daily Tribune
 News Service AP
 Transcription Service Standard Radio

Personnel

Owner..... William F. Huffman
 General Manager..... George T. Frechette
 Commercial Manager..... Bruce G. Beichl
 Program Director..... Arnold Strape
 Marshfield Studio Manager..... Bob Behling
 Stevens Point Studio Manager,
 Sigmund Kelbanowsky
 Chief Engineer..... Garth N. Bowker

WYOMING

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 233-286

K D F N

CASPER—EST. 1930

KEYSTONE BROADCASTING SYSTEM

Frequency: 1470 Kc. Power: 1000 Watts
Owned-Operated By: Donald L. Hathaway
Address: 1st and Lennox Streets
Phone Number: 407
Transmitter Location: 1st and Lennox Sts.
Time on the Air: Unlimited license
News Service: UP
Transcription Service
Langworth; Keystone Broadcasting System
Representative
Sear & Ayer, Inc.; Homer Griffith (West Coast)

Personnel

Station-National Sales Manager, Donald L. Hathaway
Program Director, Marcus R. Nichols
Chief Announcer, Harrison Brewer

K F B C

CHEYENNE—EST. 1940

BLUE NETWORK

KEYSTONE BROADCASTING SYSTEM

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: Frontier Broadcasting Co.
Address: Plains Hotel
Phone Number: 4461
Transmitter Location: 3rd and Evans
Time on the Air: Unlimited license
Newspaper Affiliation: Wyoming Eagle; Wyoming State Tribune
News Service: UP
Representative: Burn-Smith Company

Personnel

Owner: Tracy S. McCracken
Station Manager: Wm. C. Grove
Sales Promotion Manager: C. E. Hopkins
Program-Publicity Director: Margaret O'Brien
Production Manager-Chief Announcer: Frank Thomas
Chief Engineer: Gaal Barrett

K P O W

POWELL—EST. 1941

KEYSTONE BROADCASTING SYSTEM

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Albert J. Meyer
Business Address: 557 N. Clark St.
Phone Number: 222
Studio Address: 7th & Hamilton St.

Transmitter Location: 7th & Hamilton Sts.
Time on the Air: 7 a.m. to 10 p.m.
News Service: UP
Transcription Service: Standard Radio; Keystone Broadcasting System
Representatives

Sears & Ayer, Homer Owen Griffith

Personnel

Owner: A. J. Meyer
Station Manager: Pat O'Halleen
Chief Engineer & Announcer: Del Brandt

K V R S

ROCK SPRINGS—EST. 1938

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Wyoming Broadcasting Company
Address: 1307 Wyoming Street
Phone Number: 93
Time on the Air: 87 hours weekly
News Service: AP
Transcription Service: NBC Thesaurus; Keystone Broadcasting System

Personnel

President: Mrs. H. L. McCracken
Station Manager: H. L. McCracken
Program Director: Michael Reid
Musical Director: Carmen Megeath
Chief Announcer: John Duffy
Chief Engineer: A. Buchanan

K W Y O

SHERIDAN—EST. 1934

KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Big Horn Broadcasting Company, Inc.
Business Address: 19 North Main St.
Phone Number: 601
Studio Address: Gillette Building, 19 North Main St.
Transmitter Location: Northwest of Sheridan
Time on the Air: 7 a.m. to 8 p.m.
News Service: UP
Transcription Service: Standard Radio; Keystone Broadcasting System
Representative: Sears & Ayer, Inc.; Homer Owen Griffith

Personnel

President: R. E. Carroll
General Manager: Jim Carroll
Program-Publicity Director: Mel Hallock
Sales Promotion: Bill Hughey
Chief Engineer: Bob Crosshwaite

Got Pioneering Blood in Your Veins?

Get into America's newest, undeveloped market through

KFQD

ANCHORAGE, ALASKA

790 KC

1000 W

*First in
Alaska!*

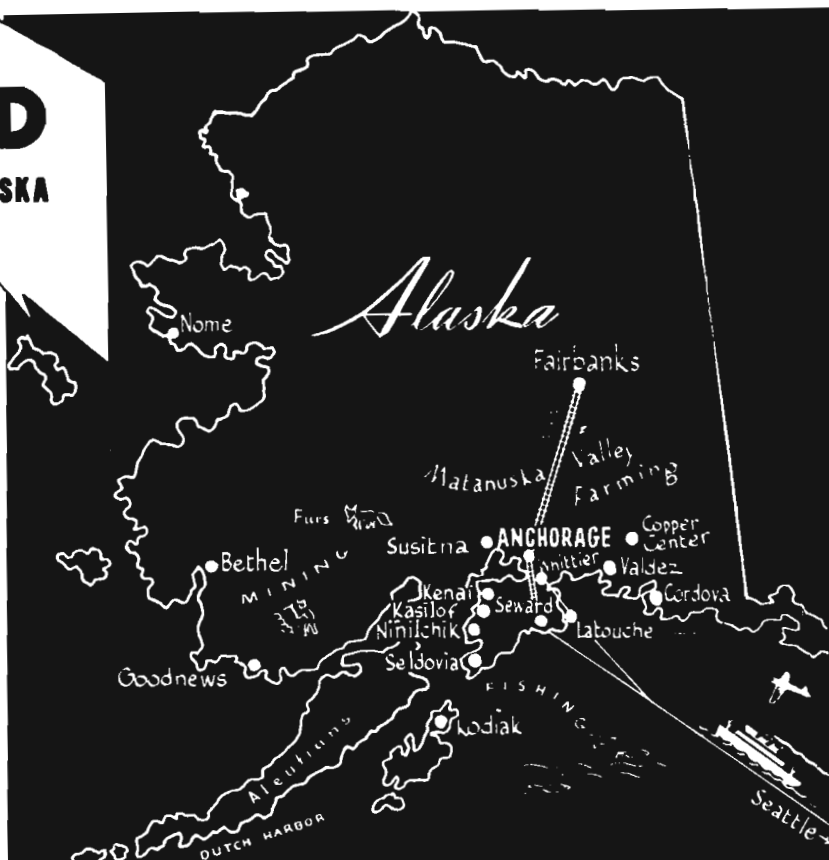
Here's the opportunity you've dreamed about — a booming territory with large buying power and a need for every kind of product. Reach it through Station KFQD.

KFQD blankets Alaska's most important metropolitan - industrial area. Anchorage, the "News Center of Alaska," is the hub of a heavily populated railbelt . . . headquarters of the Alaska Railroad, Alaska Airlines,* Civil Aeronautic Authority, Alaska Defense Command and many other major industries of Alaska which include: Fishing, canning, fur trapping, mining, lumbering, shipping and transportation.

The oldest station in Alaska (May, 1924), KFQD has proved to be the Territory's most outstanding adver-

tising medium. It's a "must" on the list of every forward-looking advertiser

*Government figures show that the Anchorage Municipal Airport handled in one month recently 7,695 airplane landings and departures. This exceeded the air travel handled by LaGuardia Field (N. Y.), Los Angeles, San Francisco and many other leading airports for the same period.



ALASKA BROADCASTING CO.

NATIONAL REPRESENTATIVE: PAN AMERICAN BROADCASTING COMPANY

330 MADISON AVE.
NEW YORK 17, N. Y.

FRED JONES, 228 NO. LaSALLE ST.
CHICAGO, ILLINOIS

HOMER GRIFFITH, 6362 HOLLYWOOD BLVD.
HOLLYWOOD, CALIFORNIA

TERRITORIES — — POSSESSIONS

Alaska

K F Q D

ANCHORAGE—EST. 1924
KEYSTONE BROADCASTING SYSTEM

Frequency: 790 Kc. Power: 1000 Watts
Owned By.....William J. Wagner
Operated By.....Alaska Broadcasting Co.
Business Address.....Box 1040, Anchorage
Phone Number.....Main 143
Studio Address.....412 Fourth Avenue
Transmitter Location.....Anchorage
Time on the Air.....6:30 a.m. to midnight
News Service.....INS; Transradio; UP
Transcription Service.....Lang-Worth; Key-
stone Broadcasting System; Army Special
Service

Personnel

Owner-Station Manager...William J. Wagner
Commercial Manager, Program
Director.....Ken Laughlin
Chief Announcer.....Bob Lightner
Asst. Chief Engineer.....Arthur Chrest

K F A R

FAIRBANKS—EST. 1939

Frequency: 660 Kc. Power: 10000 Watts
Owned-Operated By.....Midnight Sun Broad-
casting Co.
Address.....508 Second Avenue—Lathrop
Building
Phone Number.....East 380
Lathrop Bldg.
Transmitter Location.....Farmer's Loop Rd.
Time on the Air.....7 a.m. to 11 p.m.
Newspaper Affiliation.....Fairbanks Daily
News Miner
News Service.....AP, UP
Transcription Service.....Standard;
World Broadcasting System
National Sales Office.....Free & Peters, Inc.
National Representative....Free & Peters, Inc.

Personnel

President.....A. E. Lathrop
Station-Commercial Manager....W. K. Foster
Sales Promotion & Program Director,
Alvin O. Bramstedt

Publicity Director.....Royal O'Reilly
Chief Announcer.....W. K. Foster
Musical Director.....Eleanor Hansen
Chief Engineer.....A. G. Hiebert

K I N Y

JUNEAU—EST. 1935

Frequency: 1450 Kc. Power: 1000 Watts
Owned-Operated By.....Edwin A. Kraft
Business Address.....Box 2597, Juneau;
American Building, Seattle, Wash.
Phone Number.....197 (Juneau); Elliott
5488 (Seattle)
Studio Address.....Decker Bldg.
Transmitter Location.....Alaska Juneau
Mine Dump
Time on the Air: 7:30 a.m. to 11 p.m.; Sundays,
10 a.m. to 8:30 p.m.

Transcription Service.....C. P. MacGregor;
Lang-Worth
Representative.....Joseph Hershey McGillvra
National Sales Office: 708 American Building,
Seattle, Wash.

Personnel

Owner.....Edwin A. Kraft
Station Manager.....Perry Hilleary
Chief Engineer.....V. I. Kroft
Chief Operator.....D. W. Jefferies

K T K N

KETCHIKAN—EST. 1942

Frequency: 930 Kc. Power: 1000 Watts
Owned-Operated By.....Edwin A. Kraft
Address.....Ketchikan, Alaska;
708 American Bldg., Seattle, Wash.
Transmitter Location.....Ketchikan, Alaska
Time on the Air: 7:30 a.m. to 11 p.m.; Sun-
days, 10:30 a.m. to 9 p.m.
Representative: Joseph Hershey McGillvra, Inc.

Personnel

Owner.....Edwin A. Kraft
Station Manager.....Roy Grandey
Program Director.....Perry Hilleary
News Editor.....Dallas Williams

WVCX, Sitka. 1220 Kc. 15 w., American
Expeditionary Station

Hawaii

K H B C

HILO—EST. 1936

CBS—MBS

HAWAIIAN BROADCASTING SYSTEM

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Hawaiian Broadcast-
ing System, Ltd.

Address: 1285 Kalaniole Ave.
Transmitter Location: Hilo
Time on the Air: Unlimited license
Transcription Service: C. P. MacGregor: World
Broadcasting System

Personnel

General Manager: J. Howard Worrall
Station Manager: Al Green
National Sales Manager: Henry C. Putnam

K G M B

HONOLULU—EST. 1930

CBS—MBS

Frequency: 590 Kc. Power: 5000 Watts
Owned By: Hawaiian Broadcasting System,
Limited

Address: 1534 Kapiolani Blvd.
Phone Number: 2323
Transmitter Location: 1534 Kapiolani Boulevard
Time on the Air: 6:15 a.m. to 11:30 p.m.
Newspaper Affiliation: Honolulu Star-
Bulletin

News Service: UP
Transcription Service: World Broadcasting
System; Associated Music Publishers; C. P.
MacGregor
Representative: John Blair & Co.

Personnel

President-General
Manager: J. Howard Worrall
Production Manager: Owen Cunningham
Chief Engineer: Ernest Lindemann

K G U

HONOLULU—EST. 1922

NBC AND BLUE

Frequency: 760 Kc. Power: 2500 Watts
Licensee: Marion A. Mulrony & Advertiser
Publishing Co., Ltd.

Owned By: Advertiser Publishing Co., Ltd.
Address: Advertiser Square
Transmitter Location: Advertiser Square
Time on the Air: 6 a.m. to 11 p.m.
Newspaper Affiliation: Honolulu Advertiser

Transcription Service: NBC Thesaurus;
Lang-Worth
Representative: The Katz Agency

Personnel

President: Lorrin P. Thurston
General Manager: M. A. Mulrony
Assistant Manager: Peter Simmons
Director National Adv.: Robert Thurston

K T O H

LIHUE—EST. 1940

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: Garden Island Pub-
lishing Co.

Address: Lihue
Transmitter Location: Northeast of Lihue
Time on the Air: Unlimited license
Newspaper Affiliation: Garden Island Pub-
lishing Co.
Transcription Service: Standard Radio
Representative: Homer Owen Griffith

Personnel

General Manager: C. J. Fern
Sales Manager: Charles K. Izumoto

Puerto Rico

W P R A

MAYAGUEZ—EST. 1937

Frequency: 990 Kc. Power: 5000 d. 1000 u.
Owned-Operated By: Puerto Rico Adver-
tising Co.

Address: McKinley & del Rio Sts.
Transmitter Location: Mayaguez
Time on the Air: Unlimited license

Personnel

President: Andres Camara
Station Manager-Chief Engineer: Ralph P. Perry

W P A B

PONCE—EST. 1940

Frequency: 1370 Kc. Power: 1000 Watts
Owned-Operated By: Portorican American
Broadcasting Co.

Address: 17 Leon St.
Phone Number: 783
Transmitter Location: Ponce Palya
Time on the Air: Unlimited license
News Service: AP
Representative: West Indies Adv.

Personnel

President Juan Luis Boscio
 Station Manager Miguel Soltero Palermo
 Production Manager Esther Pales
 Sales Manager Antonio Miro
 Chief Engineer Jose Sepulveda

W P R P

PONCE—EST. 1934

Frequency: 1420 Kc. Power: 250 Watts
 Owned-Operated By Julio M. Conesa
 Address Trujillo Street
 Transmitter Location Ponce
 Time on the Air Unlimited license

Personnel

General Manager Julio M. Conesa

W I A C

HATO REY-SAN JUAN—EST. 1941

Frequency: 580 Kc. Power: 5000 Watts
 Owned-Operated By Enrique Abarca
 San Feliz
 Business Address P. O. Box 4504,
 San Juan, P. R.
 Phone Numbers 2177 (San Juan); 445
 (Hato Rey)
 Studio Address Ordonez St. Stop 29½
 Transmitter Location Carolina Rd.,
 3 miles east of San Juan
 Time on the Air 7 a.m. to 11 p.m.
 News Service AP
 Transcription Service Standard Radio

Personnel

Owner Enrique Abarca San Feliz
 Station-Commercial Manager Tomas Muniz
 Assistant Manager E. Abarca, Jr.
 Program Director Rafael H. Benitez
 Publicity Director Manuel A. Morales
 Chief Announcer Antonio Alfonso
 Artists Bureau Rafael Seljo
 Musical Director Jose Raul Ramirez
 Chief Engineer Alfonso Sanchez

W K A Q

SAN JUAN—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 620 Kc. Power: 5000 Watts
 Owned-Operated By Radio Corporation of
 Porto Rico
 Address Telephone Building
 Phone Number San Juan 2014
 Transmitter Location Hato Rey
 Time on Air 7 a.m. to 11 p.m.,
 Sundays, 8 a.m. to 10:15 p.m.
 News Service Transradio
 Transcription Service Associated Music

National Sales Office International Tele-
 phone & Telegraph Co., 67 Broad St., New
 York, N. Y.

Personnel

President Leonard Jacob 2nd
 Vice-President-Gen. Manager E. J. Powell
 Commercial Manager Jose C. Irizarry
 Program Director Manuel Ochoa
 Chief Announcer A. P. del Valle
 Musical Director Joaquin Bursot
 Chief Engineer Angel P. del Valle

W N E L

SAN JUAN—EST. 1934

NATIONAL BROADCASTING CO.

Frequency: 1320 Kc. Power: 5000 Watts
 Owned-Operated By Juan Piza
 Address 59 Brau St.
 Phone Number 107
 Transmitter Location Green Island
 Santurce, P. R.
 Time on the Air Unlimited
 News Service Transradio
 Transcription Service Lang-Worth

Personnel

Owner-Station Manager Juan Piza
 Commercial-Sales Promotion
 Manager Agustin R. Camunas
 Program Director Camilo Fraticelli
 Production Manager Juan Maldonado
 Chief Engineer Jose Arzuaga

TELESCRIPTS

ARE
 AVAILABLE
 ONLY
 ON THE
 SPECIAL



Radio News Wire



ESTABLISHED AS A SYMBOL OF NATIONAL SERVICE

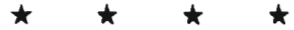


Like the coat of arms of ancient families, the Insignia of the CBC has a special significance. Two golden electric flashes converge below a map of Canada symbolizing the fact that, through the medium of national radio, each part of the Dominion is brought into contact with all other sections of the country.

Just as the fathers and grandfathers of Canadians talked familiarly of the CPR, the GTP and the CNR so today modern Canadians think instinctively of the Canadian Broadcasting Corporation in terms of the initials CBC.

That is because CBC is an established institution whose influence is felt in every province, county and township in the Dominion. Day after day the CBC makes a definite contribution to the pattern of national life. Day after day it covers all Canada in a broad, national service . . . enabling Canadians everywhere to share fully in the panorama of music, drama, entertainment and news services provided by the converging of many of the finest programmes from five other great broadcasting systems with the programmes of the two networks of the CBC.

CANADIAN BROADCASTING CORPORATION



CANADA



Stations



Networks



CANADIAN Broadcasting Corporation

OFFICES

Victoria Bldg., Ottawa
55 York St., Toronto
Keefer Bldg., Montreal
1231 St. Catherine St. W., Montreal

Board of Governors

Rene Morin, K.C., Chairman, Montreal, Que.
J. Willrid Godfrey, K.C., Halifax N. S.
Very Rev. W. E. Fuller, Saskatoon, Sask.
Dean Adrien Pouliot, Quebec, Que.

Howard B. Chase, Montreal, Que.
Mrs. T. W. (Mary) Sutherland, Revelstoke, B. C.
F. J. Crawford, Toronto, Ont.
(2 vacancies)

Personnel

Acting General Manager... Dr. Augustin Frigon
(Ottawa and Montreal)
Chief Executive Assistant... Donald Manson
(Ottawa)
Treasurer Harry Baldwin
(Ottawa)
Secretary R. P. Landry
(Ottawa)
Gen. Supervisor of Programs... E. L. Bushnell
(Toronto)
Assist. Supervisor of Programs... C. Jennings
(Toronto)
Commercial Manager and Supervisor
of Press and Information... E. A. Weir
(Toronto)
Assistant Commercial Manager... W. E. Powell
(Toronto)
Commercial Manager,
Quebec Region... J. A. Dupont
(Montreal)
Press and Information
Representative Wells Ritchie
(Toronto)
Supervisor of Press and
Information, Quebec Region... Leopold Houle
(Montreal)
Chief Engineer... G. W. Olive
(Montreal)
Assistant Chief Engineer... J. A. Ouimet
(Montreal)
Supervisor of Station Relations... J. R. Radford
(Toronto)
Traffic Manager... E. W. Jackson
(Toronto)

British Columbia—Ira Dilworth, Vancouver,
B. C.
Overseas Unit—John Kannawin, Broadcasting
House, London, England.

Trans-Canada Network

CJCB, Sydney	CJKL, Kirkland Lake
CHNS, Halifax	CKGB, Timmins
CFCY, Char'ottetown	CKPR, Fort William
*CBA, Sackville	CKY, Winnipeg
CKCW, Moncton	*CBK, Watrous
CHSJ, Saint John	CJCA, Edmonton
CFNB, Fredericton	CFAC, Calgary
*CBM, Montreal	CJOC, Lethbridge
*CBO, Ottawa	CFJC, Kamloops
CKWS, Kingston	CKOV, Kelowna
*CBL, Toronto	CJAT, Trail
CKSO, Sudbury	*CBR, Vancouver
CFCH, North Bay	

Dominion Network

CHLT, Sherbrooke	CKRC, Winnipeg
CFCF, Montreal	CKX, Brandon
CKCO, Ottawa	CJGX, Yorkton
CHOV, Pembroke	CKRM, Regina
CFBR, Brockville	CHAB, Moose Jaw
*CJBC, Toronto	CFQC, Saskatoon
CHEX, Peterborough	CKBI, Prince Albert
CHML, Hamilton	CFCN, Calgary
CKTB, St. Catharines	CFRN, Edmonton
CFPL, London	CHWK, Chilliwack
CFCO, Chatham	CKWX, Vancouver
CJRL, Kenora	CJVI, Victoria

French Network

(All Quebec)

*CBF, Montreal	CKCH, Hull
*CBV, Quebec	CKVD, Val d'Or
*CBJ, Chicoutimi	CKRN, Rouyn
CHNC, New Carlisle	CHAD, Amos
CJBR, Rimouski	*CBC-owned and operated
CHGB, Ste. Anne de la Pectatiere	

Regional Representatives

Maritimes—George Young, Halifax, N. S.
Quebec—Omer Renaud, Montreal, Que.
(Manager, Montreal Studios)
Ontario—D. Claringbull, 805 Davenport Rd.,
Toronto, Ont.
Prairies—H. G. Walker, Winnipeg.

STATIONS OF CANADA

The following list of stations is arranged in call letter alphabetical order giving page number for complete station data.

Every effort has been made to present accurate and complete information in a self-explanatory method. Data was obtained from questionnaires sent to the stations early in the year and corrections were made up to the time of going to press to insure the inclusion of late developments.



Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
CBA	Sackville, N. B.	1070	50000	650
CBF	Montreal, Que.	690	50000	661
CBK	Chicoutimi, Que.	1580	1000	660
CBJ	Watrous, Sask.	540	50000	665
CBL	Toronto, Ont.	740	50000	656
CBM	Montreal, Que.	940	5000	661
CBO	Ottawa, Ont.	910	1000	654
CBR	Vancouver, B. C.	1130	5000	647
CBV	Quebec, Que.	980	1000	662
CFAC	Calgary, Alta.	960	1000	645
CFAR	Flin Flon, Man.	1230	250	649
CFCF	Montreal, Que.	600	500	661
CFCH	North Bay, Ont.	600	100	654
CFCN	Calgary, Alta.	1010	10000	645
CFCO	Chatham, Ont.	630	100	652
CFCY	Charlottetown, P. E. I.	630	1000	660
CFGP	Grande Prairie, Alta.	1340	250	646
CFJC	Kamloops, B. C.	910	1000	646
CFBR	Brockville, Ont.	1450	100	652
CFNB	Fredericton, N. B.	550	1000	650
CFOS	Owen Sound, Ont.	1400	250	655
CFPL	London, Ont.	1570	1000	654
CFPR	Prince Rupert, B. C.	1240	50	647
CFQC	Saskatoon, Sask.	600	1000	665
CFRB	Toronto, Ont.	860	10000	657
CFRC	Kingston, Ont.	1490	100	653
CFRN	Edmonton, Alta.	1260	1000	645
CHAB	Moose Jaw, Sask.	800	1000	664

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
CHAD	Amos, Que.	1340	250	660
CHEX	Petersborough, Ont.	1430	1000	655
CHGB	St. Anne de la Pocatiere, Que.	1230	250	663
CHGS	Summerside, P. E. I.	1480	100	660
CHLN	Three Rivers, Que.	1450	100	663
CHLP	Montreal, Que.	1490	250	661
CHLT	Sherbrooke, Que.	1240	250	663
CHML	Hamilton, Ont.	900	1000	653
CHNC	New Carlisle, Que.	610	1000	662
CHNS	Halifax, N. S.	960	1000	651
CHOV	Pembroke, Ont.	1340	250	655
CHPS	Parry Sound, Ont.	1450	250	655
CHRC	Quebec, Que.	800	1000	662
CHSJ	Saint John, N. B.	1150	1000	651
CHWK	Chilliwack, B. C.	1340	100	646
CJAT	Trill, B. C.	610	1000	647
CJBC	Toronto, Ont.	1010	1000	657
CJBR	Rimouski, Que.	900	1000	662
CJCA	Edmonton, Alta.	930	1000	645
CJCB	Sydney, N. S.	1270	1000	651
CJCJ	Calgary, Alta.	1230	100	645
CJCS	Stratford, Ont.	1240	50	656
CJFX	Antigonish, N. S.	580	1000	651
CJGX	Yorkton, Sask.	1460	1000	665
CJIC	Sault Ste. Marie, Ont.	1490	250	656
CJKL	Kirkland Lake, Ont.	560	1000	654
CJLS	Yamouth, N. S.	1340	100	652
CJOC	Lethbridge, Alta.	1060	1000	646
CJOR	Vancouver, B. C.	600	1000	648
CKRC	Winnipeg, Man.	630	1000	649
CKRM	Regina, Sask.	980	1000	664
CJVI	Victoria, B. C.	1480	500	648
CKAC	Montreal, Que.	730	5000	661
CKBI	Prince Albert, Sask.	900	1000	664
CJRL	Kenora, Ont.	1220	1000	653
CKCH	Hull, Que.	1240	250	660
CKCK	Regina, Sask.	620	1000	664
CKCL	Toronto, Ont.	580	1000	658
CKCO	Ottawa, Ont.	1310	1000	655
CKCR	Kitchener, Ont. (Waterloo)	1490	250	654
CKCV	Quebec, Que.	1340	100	662
CKCW	Moncton, N. B.	1400	250	650
CKGB	Timmins, Ont.	1470	1000	656
CKLN	Nelson, B. C.	1240	250	647
CKLW	Windsor, Ont.	800	5000	659
CKMO	Vancouver, B. C.	1410	100	648
CKNB	Campbellton, N. B.	950	1000	650
CKNX	Wingham, Ont.	920	1000	658
CKOC	Hamilton, Ont.	1150	1000	653
CKOV	Kelowna, B. C.	630	1000	647
CKPC	Brantford, Ont.	1380	100	652
CKPR	Fort William-Port Arthur, Ont.	580	1000	652
CKRN	Rouyn, Que.	1400	250	663
CKSO	Sudbury, Ont.	790	1000	656
CKTB	St. Catharines, Ont.	1550	1000	655
CKUA	Edmonton, Alta.	580	1000	646
CKVD	Val D'Or, Que.	1230	100	653
CKWS	Kingston, Ont.	960	1000	653
CKWX	Vancouver, B. C.	980	1000	648
CKX	Brandon, Man.	1150	1000	649
CKY	Winnipeg, Man.	990	15000	650

ALBERTA

CFAC

CALGARY—EST. 1922
CBC & FOOTHILLS NET

Frequency: 960 Kc. Power: 1000 Watts
Owned By: The Southam Co., Limited
Operated By Taylor, Pearson & Carson Broadcasting Co., Ltd.

Address: 1000 Southam Building
Phone Number: R 1036
Transmitter Location: Chestermere
Time on the Air: 6:15 a.m. to 12:00 midnight
Newspaper Affiliation: Calgary Daily Herald
News Service: Press News; CBC
Transcription Service: NBC Thesaurus; World Broadcasting System
Representative: All-Canada Radio Facilities, Ltd.

Personnel

President: H. R. Carson
Station Manager: A. M. Cairns
Commercial Manager: F. R. Shaw
Promotion & Merchandising: P. G. Egan
Program Director-Artists' Bureau Head: R. H. C. Straker
Publicity Director: Gail Egan
Chief Announcer: Bob Charman
Chief Engineer: Earl C. Connor

CFCN

CALGARY—EST. 1922

Frequency: 1010 Kc. Power: 10,000 Watts
Owned-Operated By: The Voice of the Prairies, Ltd.

Address: Toronto General Trusts Bldg.
Phone Number: M 1161
Transmitter Location: Strathmore
Time on the Air: 6:30 a.m. to 12 midnight; Sundays, 7:30 a.m. to 12 midnight
Transcription Service: Standard Radio; Lang-Worth; C. P. MacGregor
Representative: Radio Representatives, Ltd., Toronto-Montreal; H. N. Stovin, Winnipeg; Howard H. Wilson Co., U.S.A.

Personnel

President and Managing Director: H. G. Love
Commercial Manager: E. H. McGuire
Program Director: Ed Maloney
Chief Engineer: W. V. McLaughlin

CJCL

CALGARY—EST. 1922
CBC

Frequency: 1230 Kc. Power 100 Watts
Owned-Operated By: The Albertan Publishing Co.
Address: Renfrew Bldg.

Phone Number: Main 9966
Transmitter Location: Grandview Heights
Time on the Air: 7 a.m. to 11:30 p.m.; Sundays, 9 a.m. to 11:30 p.m.
Newspaper Affiliation: Albertan Publishing Co.
Transcription Service: Lang-Worth
Representative: Radio Representatives, Ltd.

Personnel

President: Gordon Bell
Station Manager: Donald H. Mackey
Sales Manager: Bruce Leyden
Sales Promotion: R. A. Fields
Chief Engineer: Pat Green

CFRN

EDMONTON—EST. 1934
CBC

WESTERN NETWORK

Frequency: 1260 Kc. Power: 1000 Watts
Owned-Operated By: Sunwapta Broadcasting Company, Ltd.

Address: 107-109 Canadian Pacific Railways Building
Phone Number: 22101-5
Transmitter Location: Jasper Highway
Time on the air: 6:45 a.m. to 11:30 p.m.; Sundays, 8:30 a.m. to 11:30 p.m.
News Service: British UP
Transcription Service: Standard Radio
Representative: Radio Representatives, Ltd.; H. N. Stovin; Howard H. Wilson Co.

Personnel

Station Manager: G. R. A. Rice
Assistant Manager: S. S. Lancaster
Commercial Manager: A. Hopps
Sales Promotion Manager: G. M. Reid
Program Director: D. G. Wood
Chief Engineer: F. Makepeace

CJCA

EDMONTON—EST. 1922
CBC—FOOTHILLS NETWORK

Frequency: 930 Kc. Power: 1000 Watts
Owned By: The Edmonton Journal Ltd.
Operated By: Taylor & Pearson Broadcasting Co.

Address: Birks' Bldg., Jasper Ave.
Phone Number: 26131
Transmitter Location: Belmont
Time on the Air: 6:30 a.m.-11:30 p.m.
Newspaper Affiliation: Edmonton Journal
New Service: Canadian Press; Take Press News, Ltd.; AP
Transcription Service: NBC Thesaurus; World Broadcasting System
Representative: All-Canada Radio Facilities, Ltd; Weed & Co.

Personnel

Station Manager.....Gordon S. Henry
 Sales Manager.....Rolfe Barnes
 Publicity & Merchandising Director.. T. J. Allard
 Assistant Manager.....Walter Blake
 Production Manager.....Walter Dales
 Program Director-Chief Announcer,
 Reo Thompson
 Chief Engineer.....Gordon Shillakeer

CKUA

EDMONTON—EST. 1927
 CBC

Frequency: 580 Kc.....Power: 1000 Watts
 Owned By.....University of Alberta
 Operated By.....University of Alberta
 Address.....Department of Extension,
 University of Alberta
 Phone Number.....32233
 Transmitter Location.....Calgary Trail,
 South Edmonton
 Time on the Air.....11:45 a.m.-10:00 p.m.
 Transcription Service.....All-Canada Radio
 Facilities, Ltd.

Personnel

President of the University..Dr. Robert Newton
 Station Manager.....Donald Cameron
 Chief Engineer.....Roy Usher

CFGP

GRANDE PRAIRIE—EST. 1937
 CBC

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By: Northern Broadcasting
 Corporation, Ltd.
 Address.....Northern Broadcasting Bldg.,
 Third St., East
 Phone Number.....153

Transmitter Location.....Clairmont Highway
 Time on the Air.....7:30 a.m.-11:00 p.m.
 News Service.....CBC News; BBC News
 Transcription Service.....United Transcribed
 Service
 Representative: All-Canada Radio Facilities,
 Ltd.; Weed & Co.

Personnel

President-General Manager.....C. L. Berry
 Program Director-Chief
 Announcer.....Gordon H. Cummings
 Artists Bureau.....Josephine Boyar
 Chief Engineer.....Oswald Thorkalson

CJOC

LETHBRIDGE—EST. 1926
 FOOTHILLS NETWORK
 CANADIAN BROADCASTING CORP.

Frequency: 1060 Kc.....Power: 1000 Watts
 Owned By: Lethbridge Broadcasting Co.,
 Ltd.
 Operated By.....H. R. Carson, Ltd.
 Address.....Marquis Hotel Bldg.,
 Fourth, Ave., South
 Phone Number.....3161
 Transmitter Location.....Broxburn, Alberta
 Time on the Air.....8 a.m.-11:30 p.m.
 News Service.....Canadian Press
 Transcription Service.....NBC Thesaurus
 Representative.....All Canada Radio Fac-
 ilities, Ltd.; Weed & Co.

Personnel

President.....W. Watson
 Station Manager.....N. Botterill
 Commercial Manager.....R. V. Staples
 Production Manager.....C. A. Perry
 Publicity Director.....D. Earl
 Chief Announcer.....G. Brown
 Chief Engineer.....James Ibey

BRITISH COLUMBIA

CHWK

CHILLIWACK—EST. 1927
 CBC & BC NETWORK

Frequency: 1340 Kc.....Power: 100 Watts
 Owned-Operated By...Chilliwack Broadcast-
 ing Co., Ltd.
 Address.....16 Wellington Ave.
 Phone Number.....6106
 Transmitter Location.....16 Wellington Ave.
 Time on the Air.....15¼ hours daily
 Transcription Service.....United
 Representative.....All-Canada Radio

Personnel

Directors.....C. Casey Wells, Jack Pilling
 Program Director.....W. Teetzel
 Production Manager.....C. Fox

CFJC

KAMLOOPS—EST. 1926
 CBC-Pacific Net

Frequency: 910 Kc.....Power: 1000 Watts
 Owned By.....Kamloops Sentinel, Ltd.
 Operated By.....Kamloops Sentinel, Ltd.
 Address.....310 St. Paul St.
 Phone Numbers.....1021; 1018
 Transmitter Location.....North Kamloops
 Time on the Air.....7 a.m. to 11:30 p.m.
 Newspaper Affiliation..Kamloops Sentinel Ltd.
 Representative....All-Canada Radio Facilities,
 Ltd.; Weed & Co.

Personnel

President R. E. White
 Station Manager Ian Clark
 Sales Manager W. McCall
 Program-Publicity Director Ian Clark
 Production Manager-Chief
 Announcer Jack Carbutt
 Musical Director Bob Hutton
 Chief Engineer A. G. Laird

CKOV

KELOWNA—EST. 1931

CANADIAN BROADCASTING CORP.

Frequency: 630 Kc. Power: 1000 Watts
 Owned-Operated By ... Okanagan Broadcast-
 ers, Ltd.
 Business Address 206 Mill Ave.
 Phone Number Kelowna 200
 Studio Address 206 Mill Ave.
 Transmitter Location Okanagan
 Mission, B. C.
 Time on the Air: 6:45 a.m. to 11 p.m.; Sundays,
 9 a.m. to 11 p.m.
 News Service CBC News
 Transcription Service NBC Thesaurus
 Representative ... All-Canada Radio Facilities,
 Ltd.; Weed & Co.

Personnel

Managing Director J. W. B. Browne
 Commercial-Sales Promotion
 Manager Cecil G. Elphicke
 Program Director Mary E. Royle
 Chief Announcer Saul Ornest
 Musical Director W. H. Stewart
 Chief Engineer J. H. B. Browne

CKLN

NELSON—EST. 1939

CBC

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By ... News Publishing Co.,
 Ltd.
 Business Address P. O. Box 250
 Phone Number 19
 Studio Address 711 Radio Avenue
 Transmitter Location 711 Radio Avenue
 Time on the Air 7:45 a.m. to 11:00 p.m.
 Newspaper Affiliation ... Nelson Daily News
 Transcription Service Standard Radio
 Representative Stovin & Wright

Personnel

General Manager Hume A. Lethbridge
 Chief Engineer R. I. Walker

CJAT

TRAIL—EST. 1934

CANADIAN BROADCASTING CORP.

Frequency: 610 Kc. Power: 1000 Watts

Owned By Kootenay Broadcasting Com-
 pany, Limited

Supervised By Taylor, Pearson & Carson,
 Ltd.

Address 815 Victoria Street
 Phone Number 737
 Transmitter Location Warfield, B. C.
 Time on the Air: 6:45 a.m. to 11:30 p.m.; Sun-
 days, 8 a.m. to 11:30 p.m.

News Service CBC
 Transcription Service NBC Thesaurus
 Representative All-Canada Radio Facili-
 ties (Canada); Weed & Co., (U.S.A.)

Personnel

President B. A. Stimmel
 Station Manager Walter Dales
 Commercial Manager N. A. Harrod
 Program Manager F. E. Fleming
 Chief Announcer V. Gray
 Accountant Mrs. J. Mackintosh
 Merchandising Manager H. Potesky
 Chief Engineer E. C. Aylen

CFPR

PRINCE RUPERT—EST. 1938

CANADIAN BROADCASTING CORP.

Frequency: 1240 Kc. Power: 50 Watts
 Owned By .. Northwest Broadcast & Service Co.
 Operated By ... Canadian Broadcasting Corp.
 Business Address P. O. Box 848
 Phone Number 863
 Studio Address 336 Second Ave.
 Transmitter Location 336 Second Ave.
 Time on the Air 10 a.m. to 2:01 p.m. and
 5:00 p.m. to 7:30 p.m.

News Service CBC News
 Transcription Service C. P. MacGregor
 CBC Representative Ira Dilworth,
 Vancouver B. C.

Representative Stovin & Wright

Personnel

Owner F. E. Batt
 Publicity Director Jean Wait
 Station-Commercial Manager Sydney Anderson
 Acting Program Director-Chief

Announcer F. R. Halhed
 Chief Engineer C. H. Insulander

CBR

VANCOUVER—EST. 1925

CANADIAN BROADCASTING CORP.

BRITISH COLUMBIA REGIONAL NETWORK
 Frequency: 1130 Kc. Power: 5000 Watts
 Owned-Operated By ... Canadian Broadcast-
 ing Corp.

Address Hotel Vancouver
 Phone Number Marine 6121

Transmitter Location.....Lulu Island, B. C.
 Time on the Air.....7:30 a.m. to 11:30 p.m.
 News Service.....Canadian Press; UP
 Representative.....Canadian Broadcasting
 ing Corp.

Personnel

CBC Representative-Station
 Manager.....Ira Dilworth
 CBC Commercial Representative. H. W. Paulson
 Program Manager.....Ernest Morgan
 Publicity Representative.....Pat Keatley
 Chief Announcer.....Dick Halhed
 Director of School Broadcasts. Kenneth Caple
 Chief News Editor.....Dick Elson
 Regional Farm Commentator...Fergus Mutrie
 Chief Engineer.....N. R. Olding

CJOR

VANCOUVER—EST. 1926
 CBC

Frequency: 600 Kc.....Power: 1000 Watts
 Owned-Operated By.....CJOR, Ltd.
 Business Address.....846 Howe St.
 Phone Number.....MARine 6464
 Transmitter Location.....Lulu Island, B. C.
 Time on the Air.....6:30 a.m. to 11:30 p.m.;
 Sundays, 9:00 a.m. to 11:00 p.m.
 News Service.....UP
 Transcription Service.....NBC Thesaurus;
 United Transcribed Service
 Representative.....J. H. McGillvra (U.S.A.); H.
 Stovin & Wright (Canada)

Personnel

President.....G. C. Chandler
 Station Manager.....G. C. Chandler
 Commercial Manager.....Don Laws
 Publicity Director.....N. Anthony
 Program Director.....Ross Mortimer
 Chief Announcer.....Dave Hill
 Chief Engineer.....A. Chandler

CKMO

VANCOUVER—EST. 1923
 CANADIAN BROADCASTING CORP.

Frequency: 1410 Kc.....Power: 100 Watts
 Owned & Operated By.....British Columbia
 Broadcasting System, Ltd.
 Address.....812 Robson St.
 Phone Number.....MARine 1271
 Transmitter Location.....500 Beatty St.
 Time on the Air.....17 hours daily
 News Service.....British United Press
 Transcription Service.....C. P. MacGregor
 Representative.....Radio Representatives,
 Ltd.; Howard H. Wilson Co.

Personnel

President.....B. Arundel
 Station Manager.....W. R. Gardner
 Commercial-Sales Promotion
 Manager.....A. N. Goodwin
 Program-Publicity Director.....D. G. Hill
 Chief Announcer.....J. Carbutt
 Chief Engineer.....R. Whiteside

CKWX

VANCOUVER—EST. 1923

Frequency: 980 Kc.....Power: 1000 Watts
 Owned-Operated By Western Broadcasting,
 Co., Ltd.
 Address.....543 Seymour Street
 Phone Number.....MARine 3344
 Transmitter Location.....Lulu Island, B. C.
 Time on the Air.....6:30 a.m. to 11:30 p.m.
 News Service.....Press News
 Transcription Service.....World Broadcasting
 System; Lang-Worth
 Representative.....Weed & Co. (United States);
 All-Canada Radio Facilities, Ltd. (Canada)

Personnel

President.....Arthur Holstead
 Station Manager.....Frank H. Elphicke
 Reg. Sales Mgr.....John Hunt
 Sales Service Manager.....R. I. Crotty
 Chief Announcer.....Ken Hughes
 Program Director.....Stuart MacKay
 Chief Engineer.....Gordon Fairweather
 Chief Engineer.....E. R. MacIntyre

CJVI

VICTORIA—EST. 1934
 DOMINION-CBC (Secondary)

Frequency: 1480 Kc.....Power: 500 Watts
 Owned-Operated By.....Island Broadcasting
 Company, Ltd.
 Address.....7th Floor, Central Building,
 620 View Street
 Phone Number.....Garden 2014
 Transmitter Location.....Portage Inlet
 Time on the Air.....7 a.m. to 11:00 p.m.
 Newspaper Affiliation.....The Daily Colonist
 News Service.....AP, CP
 Transcription Service.....NBC Thesaurus
 Representative.....All-Canada Radio Facilities,
 Limited (Canada); Weed & Co. (U.S.A.)

Personnel

President.....W. T. Matson
 General Manager.....M. V. Chesnut
 Program Director.....A. R. Smith
 Publicity Director.....Barry Wood
 Chief Announcer.....Dick Batey
 Musical Director.....A. R. Smith
 Chief Engineer.....J. Sommers

MANITOBA

CKX

BRANDON—EST. 1928
CBC

Frequency: 1150 Kc. Power: 1000 Watts
Owned-Operated By Manitoba Telephone
System
Address 8th Street & Princess Ave.
Phone Number 4532
Transmitter Location Brandon, Man.
Time on the Air 7:30 a.m. to 11:30 p.m.
Transcription Service NBC Thesaurus

Personnel

President J. E. Lowry
Station Manager W. F. Seller
Sales Manager G. A. Arnst

CFAR

FLIN FLON—EST. 1937
CBC (Supplementary)

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By Arctic Radio Cor-
poration

Address 120 Main Street
Phone Number 290
Transmitter Location 120 Main Street
Time on the Air 7 a.m. to 11:00 p.m.;
Sundays, 9:00 a.m. to 10:00 p.m.
Transcription Service World Broadcasting
System
Representative H. N. Stovin (Canada);
J. H. McGillvra (U.S.A.)

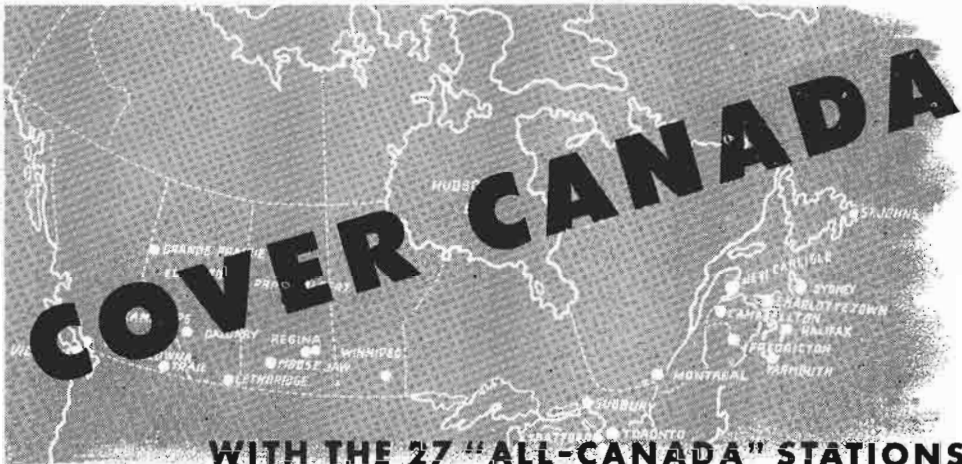
Personnel

Station Manager R. H. Wright

CKRC

WINNIPEG—EST. 1934
DOMINION NETWORK

Frequency: 630 Kc. Power: 1000 Watts
Owned-Operated By Transcanada Commu-
nications, Limited
Business Address Free Press Building
Phone Number 92266
Transmitter Location Middlechurch,
Manitoba



Each a key station in its market, selected
for high coverage and prestige. Get details from
your agency, or write

U.S.A. Representative: **WEED AND COMPANY**

ALL-CANADA RADIO FACILITIES
Limited

Montreal • Toronto • Winnipeg • Calgary • Vancouver



• • • **MANITOBA - NEW BRUNSWICK** • • •

Time on the Air: 6:30 a.m. to 12 midnight;
Saturdays, 6:30 a.m. to 1 a.m.; Sundays,
6:30 a.m. to 11:30 p.m.

Transcription Service..... World Broadcasting
System; Langworth

News Service..... AP
Representative... All-Canada Radio Facilities
(Canada); Weed & Co. (U.S.A.)

Personnel

President Clifford Sifton
Station Manager Gerry Gaetz
Chief Engineer A. W. Hooper

CKY

WINNIPEG—EST. 1922
CANADIAN BROADCASTING CORP.
Frequency: 990 Kc.....Power: 15000 Watts

Owned-Operated By..... Manitoba Telephone
System

Address Portage Ave., East
Phone Number..... 92191

Transmitter Location..... St. Francis Xavier

Time on the Air..... 7 a.m. to 11:35 p.m.

News Service..... British UP

Transcription Service..... NBC Thesaurus

Representative..... H. N. Stovin (Canada);
Joseph Hershey McGillvra (U.S.A.)

Personnel

Commissioner of Telephones..... J. E. Lowry
Station Manager William Backhouse

Commercial Manager..... A. Messner

Program Director..... R. H. Roberts

Publicity Director..... W. G. Carpentier

Chief Announcer..... N. Micklewright

Musical Director..... P. H. Richardson

Chief Engineer..... W. A. Duffield

NEW BRUNSWICK

CKNB

CAMPBELLTON—EST. 1939
CANADIAN BROADCASTING CORP.
CBC-MARITIMES

Frequency: 950 Kc.....Power: 1003 Watts
Owned-Operated By..... Restigouche Broad-
casting Co., Ltd.

Address Chateau Restigouche
Phone Number 8

Transmitter Location..... Maple Green, N. B.

Time on the Air..... 8:00 a.m. to 11:00 p.m.;

Sundays: 9:00 a.m. to 11:00 p.m.

Representative: All-Canada Radio Facilities,
Ltd. (Canada)

Personnel

Managing Director..... Dr. Charles H. Houde

Station Manager Stan Chapman

Chief Announcer Jim Woods

Chief Engineer..... L. P. Paquet

CFNB

FREDERICTON—EST. 1923
CBC-BASIC

Frequency: 550 Kc.....Power 1000 Watts
Owned-Operated By..... James S. Neill &
Sons, Ltd.

Address Queen St.
Phone Number 209

Transmitter Location..... Lincoln, N. B.

Time on the Air..... 7 a.m. to 12 midnight

News Service..... British UP

Transcription Service..... NBC Thesaurus

Representative..... All-Canada Radio Faci-
lities (Canada); Weed & Co. (U.S.A.)

Personnel

General Manager..... J. Stewart Neill

Chief Announcer..... Cleve Stillwell

Chief Engineer..... E. S. Cassidy

CKCW

MONCTON—EST. 1934
CANADIAN BROADCASTING CORP.

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By..... The Moncton Broad-
casting Company, Limited

Address Knights of Pythias Bldg.
Phone Number..... 3388

Transmitter Location..... Harrisville, N. B.

Time on the Air..... 7 a.m. to 11:15 p.m.

News Service..... British UP

Newspaper Affiliation..... Moncton Times

Transcription Service..... World Broadcast-
ing System; United Transcribed Service

Representative..... Stovin & Wright (Canada);
Joseph McGillvra (U.S.A.)

Personnel

President..... J. L. Black

Station Manager..... F. A. Lynds

Program Director..... Earl McCarron

Chief Engineer..... J. A. White

CBA

SACKVILLE—EST. 1939

Frequency: 1070 Kc.....Power: 50000 Watts
Owned-Operated By..... Canadian Broad-
casting Corporation

NEW BRUNSWICK - NOVA SCOTIA

Address.....United Service Building, 100
Sackville St., Halifax, N. S.
Phone NumberB6188
Transmitter Location.....Sackville, N. B.
Time on the Air.....8 a.m. to 12 midnight
News Service.....CBC
Transcription Service.....Langworth
Representative.....Canadian Broadcasting
Corporation

Personnel

General Manager.....Dr. Augustin Frignon
Regional Representative.....George Young
Program Division.....S. R. Kennedy
Regional Engineer.....H. M. Smith

CHSJ

SAINT JOHN—EST. 1934
CANADIAN BROADCASTING CORP.
MARITIME NETWORK

Frequency: 1150 Kc.....Power: 1000 Watts

Owned-Operated By....New Brunswick Broad-
casting Company, Limited

Address.....14-16 Church Street
Phone Number.....3-2307
Transmitter Location.....Coldbrook, Saint
John, N. B.

Time on the Air.....6:45 a.m. to 12 midnight;
Sundays: 7:45 a.m. to 12 midnight
Newspaper Affiliation..The Telegraph-Journal
& The Evening Times-Globe
News Service.....Press News, Limited
Transcription Service.....World Broadcasting
System

Representative.....Stovin & Wright (Canada);
Joseph Hershey McGillvra (U. S. A.)

Personnel

President.....H. P. Robinson
Station Manager.....L. W. Bewick
Commercial Manager.....George Cromwell
Sales Promotion Manager.....Willard King
Publicity Director.....Christine Fewings
Musical Director.....Bruce Holder
Chief Engineer.....J. G. Bishop

NOVA SCOTIA

CJFX

ANTIGONISH—EST. 1942
CANADIAN BROADCASTING CORP.

Frequency: 580 Kc.....Power: 1000 Watts
Owned-Operated By.....Atlantic Broad-
casters, Ltd.

Address: Broadcasting Bldg., Antigonish, N. S.
Phone Number66
Transmitter Location..Post Rd., Antigonish, N. S.
Time on the Air.....7:45 a.m. to 12 midnight
News Service.....CBC News
Representative.....James L. Alexander

Personnel

President-Station Manager.....J. Clyde Nunn
Sales Promotion Manager.....Robert Munroe
Program Director.....T. C. Robertson
Publicity Director.....N. M. McKenna
Musical Director.....Margaret MacDonald
Chief Engineer.....Gordon MacDougall

Transmitter Location...Bedford, Nova Scotia
Time on the Air.....7:30 a.m. to 12 midnight
News Service.....AP; British UP
Transcription Service.....Langworth; NBC
Thesaurus

Representative: All-Canada Radio Facilities
(Canada); Weed & Co. (U.S.A.)

Personnel

Managing Director....Major Wm. C. Bovvett
Assistant.....John L. Redmond
Program Manager.....F. Fletcher Coates
Musical Director.....William Strickland
Director of War Programs...Wm. C. Bovvett
Publicity Director.....John E. Flynn
Chief Engineer.....A. W. Greig

CJCB

SYDNEY—EST. 1929
CANADIAN BROADCASTING CORP.

Frequency: 1270 Kc.....Power: 1000 Watts
Owned-Operated By....Eastern Broadcasters,
Ltd.

Address.....Radio Bldg.
Phone Number.....209-1412
Transmitter Location.....South Bar, C. B.
Time on the Air.....8 a.m. to 12 midnight
News Service.....Canadian Press News
Transcription Service.....NBC Thesaurus
Representative.....All-Canada Radio Faci-
lities (Canada); Weed & Co. (U.S.A.)

CHNS

HALIFAX—EST. 1926
CANADIAN BROADCASTING CORP.

Frequency: 960 Kc.....Power: 1000 Watts
Owned-Operated By.....Maritime Broad-
casting Company

Address.....10 Tobin Street (Broadcasting
House)
Phone Number3-8318

Personnel

Commercial-Advertising Manager,
 N. Nathanson
 Chief Announcer L. McInnis
 Sales Manager C. H. McDougall
 Publicity Director O. W. Loeb
 Musical Director Mrs. A. F. McKinnon
 Chief Engineer A. Vernon

Address Radio Building, Main Street
 Phone Number 500
 Transmitter Location Radio Building
 Time on the Air 8 a.m. to 12 midnight
 News Service Transradio
 Transcription Service Lang-Worth
 Representative All-Canada Radio Facilities,
 Ltd., Weed & Co.

CJLS

YARMOUTH—EST. 1934
 CANADIAN BROADCASTING CORP.
 MARITIME NETWORK
 Frequency: 1340 Kc. Power: 100 Watts
 Owned By Gateway Broadcasting
 Company
 Operated By Laurie L. Smith

Personnel

President-Station Manager Laurie L. Smith
 Commercial Manager-Chief
 Announcer Ronald Fraser
 Sales Promotion Manager-Program
 Director Ronald C. Fraser
 Librarian-Director of Women's
 Programs Barbara Smith
 Continuity Director Elsie Drew
 Chief Engineer Donald L. Smith

ONTARIO

CKPC

BRANTFORD—EST. 1933
 CBC
 Frequency: 1380 Kc. Power: 100 Watts
 Operated By: Telephone City Broadcast, Ltd.
 Address 49-51 Colborne St.
 Phone Number 625
 Transmitter Location Glebe Property
 Time on the Air: 9 a.m. to 11 p.m.; Sundays,
 9 a.m. to 11 p.m.
 News Service British UP
 Transcription Service World Broad-
 casting System; United Transcribed Service
 Representative J. L. Alexander

Commercial Manager Helen Everetts
 Sales Promotion Manager L. B. Cohan
 Chief Engineer G. W. Andrews

Personnel

Owner-Manager Mrs. J. D. Buchanan
 Sales Manager Jess Joffray
 Chief Engineer Alfred Teague

CFCO

CHATHAM—EST. 1925
 CANADIAN BROADCASTING CORP.
 Frequency: 630 Kc. Power: 100 Watts
 Owned-Operated By John Beardall
 Business Address P. O. Box 275
 Phone Number 2626
 Studio Address William Pitt Hotel
 Transmitter Location William Pitt Hotel
 Time on the Air: 7:15 a.m. to 10:30 p.m.; Sun-
 days, 9 a.m. to 10:30 p.m.
 News Service British UP

Personnel

Owner-Manager John Beardall
 Commercial Manager Peter A. Kirkey
 Chief Engineer Gordon Brooks

CFBR

BROCKVILLE—EST. 1925
 CBC
 Frequency: 1450 Kc. Power: 100 Watts
 Owned-Operated By J. C. Whitby
 Business Address, Fulford Bldg., Market Square
 Phone Number 4628
 Studio Address Prescott Road
 Transmitter Location Leed County
 Time on the Air 8:00 a.m. to 11:00 p.m.
 Transcription Service Lang-Worth
 Representatives Stovin & Wright; Joseph
 Hershey McGillvra, Inc.

Personnel

Owner-Station Manager J. C. Whitby

CKPR

FORT WILLIAM—EST. 1931
 CANADIAN BROADCASTING CORP.
 Frequency: 580 Kc. Power: 1000 Watts
 Owned-Operated By Dougall Motor Car Co.
 Address Radio Hall, South May St.
 Phone Number 315
 Transmitter Location Memorial Ave.,
 Port Arthur, Ont.
 Time on the Air 7:45 a.m. to 11 p.m.
 News Service UP, Canadian Press
 Transcription Service NBC Thesaurus;
 United Transcribed Service

Representative . . . Radio Representatives, Ltd.,
Inland Broadcasting Service (Canada),
Howard H. Wilson Co. (U.S.A.)

Personnel

President H. F. Dougall
V.-P. and Station Manager R. H. Parker
Commercial Manager John Downs

CHML

HAMILTON—EST. 1927

CANADIAN BROADCASTING CORP.

Frequency: 900 Kc. Power: 1000 Watts
Owned-Operated By Maple Leaf Radio Co.,
Ltd.

Business Address 36 James St., South
Phone Number 7-1539
Studio Address Pigott Building
Transmitter Location Aldershot, Ont.
Time on the Air 6:45 a.m. to 12:00 p.m.;
Sundays, 9:00 a.m. to 12:00 p.m.

News Service AP; Canadian Press
Transcription Service Standard Radio;
Associated Music Publishers; United Trans-
scribed Service

Representatives Joseph Hershey McGillvra,
Inc.; Metropolitan Broadcasting Service, Ltd.,
H. N. Stovin

Personnel

President Hon. A. C. Hardy
Manager Kenneth D. Soble
Sales Promotion Manager Thomas Darling
Program Director Stuart G. Kenney
Director of War Programs Louella Weresub
Publicity Director Louis G. Spector
Chief Announcer Harold Stubbs
Sports & Special Events Norman S. Marshall
Musical Director Philip Tahany
Chief Engineer William Crawford

CKOC

HAMILTON—EST. 1922

CANADIAN BROADCASTING CORP.

Frequency: 1150 Kc. Power: 1000 d.; 500 n.
Owned-Operated By Wentworth Radio
Broadcasting Co.

Address King William & John Sts.
Phone Number 7-4484
Transmitter Location Queen Elizabeth
Highway, Cherry Beach

Time on the Air: 7 a.m. to 11:30 p.m.; Sundays,
9 a.m. to 11:30 p.m.

News Service British U. P.
Transcription Service World Broadcasting
System; NBC Thesaurus

Representative All-Canada Radio Facil-
ities (Canada); Weed & Co. (U.S.A.)

Personnel

President H. R. Carson
Station Manager W. T. Cranston
Assistant Manager W. A. Speers
Commercial Manager W. M. Guild
Sales Promotion Manager-Publicity
Director R. D. Amos
Program Director-Artists' Bureau Head,
J. Lyman Potts
Continuity Editor Perce LeSueur
Chief Announcer Werner Bartmann
Chief Engineer Leslie Horton

CJRL

KENORA—EST. 1939

CANADIAN BROADCASTING CORP.

Frequency: 1220 Kc. Power: 1000
Owned-Operated By Kenora Broadcasting
Co.

Address Kenricia Hotel
Phone Number 717
Transmitter Location Jaffray Township
Time on the Air 7:00 a.m. to 11:00 p.m.
Representative Slovan & Wright,
J. H. McGillvra

Personnel

Station Manager Howard Clark

CFRC

KINGSTON—EST. 1923

Frequency: 1490 Kc. Power: 100 Watts
Owned-Operated By Queens University
& Kingston Whig-Standard

Business Address 300 King St.
Phone Number 4401
Studio Address Fleming Hall,
Queen's University

Transmitter Location Fleming Hall
Queen's University
Time on the Air Special occasions only
Newspaper Affiliation Whig-Standard

Personnel

Principal Dr. R. C. Wallace
(Non-Commercial Station)

CKWS

KINGSTON—EST. 1942

CANADIAN BROADCASTING CORP.

Frequency: 960 Kc. Power: 1000 Watts
Owned-Operated By Allied Broadcasting
Corp., Ltd.

Address King St.
Phone Number 4405
Transmitter Location Wolfe Island

Time on the Air.....17 hours
 Newspaper Affiliation.....Kingston Whig-Standard
 News ServiceCanadian Press
 Transcription Service.....NBC Thesaurus; United Transcribed Service
 Representative...National Broadcasting Sales (Canada); Weed & Co. (U.S.A.)

Personnel

President.....Senator W. R. Davies
 Station Manager.....Jack M. Davidson
 Program Director.....Charles R. Millar
 Publicity Director.....Harry R. McLay
 Musical Director.....Bruce Tremere
 Chief Engineer.....George McCurdy

•
CJKL

KIRKLAND LAKE—EST. 1933
 CANADIAN BROADCASTING CORP.

Frequency: 560 Kc.....Power: 1000 Watts
 Owned-Operated By.....Northern Broadcasting & Publishing, Ltd.

AddressArcade Building
 Phone Numbers27; 281
 Transmitter Location.....Dane, Ontario
 Time on the Air.....7:15 a.m. to 12:00 p.m.;
 Sundays, 9:00 a.m. to 11:30 p.m.

Newspaper Affiliation...Timmins Daily Press
 News Service...Canadian Press; Press News
 Transcription Service...United, NBC Thesaurus
 Representative: Weed & Co., Nat'l B'cast. Sales

Personnel

PresidentR. H. Thomson
 General Manager.....Jack H. Cooke
 Station Manager.....Dan V. Carr
 Program Director.....Martin Silburt
 Chief Announcer-Musical Director..Herb Arlon
 Chief EngineerTom Watson

•
CKCR

KITCHENER-WATERLOO—EST. 1929
 CBC (Alternate)

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Kitchener & Waterloo Broadcasting Co.

AddressWaterloo Trust Building
 Phone Number.....Kitchener 2-1246
 Transmitter Location.....2 miles outside of Kitchener

Time on the Air.....7 a.m. to 11 p.m.
 News Service.....Canadian Press
 Transcription Service.....United Transcribed Service
 Representative.....Stovin & Wright

Personnel

Station Manager.....W. C. Mitchell
 Commercial Manager.....G. Liddle
 Program DirectorGordon Shaw

Chief AnnouncerMartin Stroh
 Chief Engineer.....Ion Hartman

•
CFPL

LONDON—EST. 1933—EST. 1922
 CANADIAN BROADCASTING CORP.

Frequency: 1570 Kc.....Power: 1000 Watts
 Owned-Operated By.....London Free Press Printing Co.

AddressRichmond St.
 Phone Number.....Metcalfe 5200
 Transmitter Location...Westminster Township
 Time on the Air.....7:30 a.m. to 11:30 p.m.;
 Sundays, 9 a.m. to 12 midnight

Newspaper Affiliation ...London Free Press
 Transcription Service.....NBC Thesaurus
 Representative.....Stovin & Wright (Canada);
 Joseph Hershey McGillvra, Inc. (U.S.A.)

Personnel

Chief Executive.....Charles Thomas
 Station and Sales Manager...Philip H. Morris
 Chief Engineer.....Cecil York

•
CFCH

NORTH BAY—EST. 1931
 CBC

Frequency: 600 Kc.....Power: 100 Watts
 Owned-Operated By.....Northern Broadcasting & Publishing, Ltd.

Address37 Main St., East
 Phone Number.....2400
 Transmitter Location...37 Main St., East
 Time on the Air...7:00 a.m. to 12:00 midnight
 Newspaper Affiliation...Timmins Daily Press

News Service...Press News; Canadian Press
 Transcription Service.....NBC Thesaurus;
 United Transcribed Service
 Representative...National Broadcasting Sales

Personnel

PresidentR. H. Thomson
 Station Manager.....Cliff Pickrem
 General ManagerJ. K. Cooke
 Program Director.....Ernest Courtney
 Publicity Director.....Ray Doherty
 Chief Engineer.....Jack Barnaby

•
CBO

OTTAWA—EST. 1924

CANADIAN BROADCASTING CORP.

Frequency: 910 Kc.....Power: 1000 Watts
 Owned-Operated By.....Canadian Broadcasting Corporation

Business Address.....Chateau Laurier Hotel; Victoria Bldg.

Phone Number2-1151
 Studio AddressChateau Laurier Hotel

Transmitter Location...Hawthorne, Ontario
 Time on the Air.....7:25 a.m. to 11:30 p.m.

ONTARIO

News Service CBC News
Representative Canadian Broadcasting Corp.

Personnel

General Manager Dr. J. Thomson
Station Manager Charles P. Wright
Senior Announcer T. O'Dell
Chief Operator E. C. Stewart

CKCO

OTTAWA—EST. 1924

Frequency: 1310 Kc. Power: 1000 Watts
Owned-Operated By Dr. G. M. Gelbert
Address 272 Somerset St., West
Time on the Air: 8 a.m. to 11 p.m.; Sundays,
12 noon to 11 p.m.
Transcription Service Associated Music
Publishers; Lang-Worth
Representative Stovin & Wright (Canada);
Joseph Hershey McGillvra (U.S.A.)

Personnel

Manager G. M. Gelde:

CFOS

OWEN SOUND—EST. 1940

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By Grey & Bruce Broad-
casting Co.

Address 904 Second Ave., East
Phone Number 1940
Transmitter Location R. R. No. 4, Syden-
ham Township, Ont.

Time on the Air: 7:45 a.m. to 9:15 p.m.; Sun-
days, 8:45 a.m. to 9:45 p.m.

Newspaper Affiliation Owen Sound Daily
Sun Times

News Service Canadian Press
Transcription Service World Broadcasting
System

Representatives Stovin & Wright (Canada);
Joseph Hershey McGillvra, Inc. (U.S.A.)

Personnel

President Howard Fleming
Station Manager William N. Hawkins
Commercial Manager William Hawkins
Program Director H. Blois Witton
Musical Director Marie Keenan
Publicity Director Muriel Ready
Chief Engineer William Vallins

CHPS

PARRY SOUND—EST. 1942

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By Parry Sound
Broadcasting Co.

Address 47A James St.
Phone Number 700

Transmitter Location MacDougall Town-
ship, Ont.

Time on the Air 7:45 a.m. to 11:15 p.m.;
Sundays, 9 a.m. to 12 midnight

News Service Press News
Transcription Service United Transcribed
Service

Representative Stovin & Wright

Personnel

President W. A. Mitchell
Station Manager Gordon E. Smith

CHOV

PEMBROKE—EST. 1942

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By Ottawa Valley
Broadcasting Co., Ltd.

Address 197 Albert St.
Transmitter Location East of Pembroke
Time on the Air Unlimited license
Transcription Service NBC Thesaurus
Representatives Stovin & Wright (Canada);
Joseph Hershey McGillvra, Inc. (U.S.A.)

Personnel

President D. A. Jones
Station Manager E. G. Archibald

CHEX

PETERSBOROUGH—EST. 1942

CANADIAN BROADCASTING CORP.

Frequency: 1430 Kc. Power: 1000 Watts
Owned-Operated By Peterborough
Broadcasting Co.

Address Examiner Bldg.
Phone Number 4641

Transmitter Location Otonabee Town-
ship, Ont.

Time on the Air 7:30 a.m. to 11:15 p.m.
Newspaper Affiliation Peterborough Ex-
aminer

News Service Canadian Press
Transcription Service NBC Thesaurus;
United Transcribed Service, All Canada

Representative National Broadcasting Sales

Personnel

President Sen. W. Rupert Davies
Vice-President Roy H. Thomson
General Manager Jack K. Cooke
Station Manager Hal E. Cooke
Program Director Don Inslay
Musical Director Karl E. Monk
Chief Engineer Bert Crump

CKTB

ST. CATHARINES—EST. 1933

CANADIAN BROADCASTING CORP.

Frequency: 1550 Kc. Power: 1000 Watts
Owned-Operated By Silver Spire
Broadcasting Station, Ltd.

Address 12 Yates Street
Phone Number 3900

• • • **ONTARIO** • • •

Transmitter Location...Port Dalhousie, Ont.
Time on the Air.....15 hours daily
Transcription Service.....United Transcribed
Service

Representatives.....James L. Alexander;
Joseph Hershey McGillvra, Inc.

Personnel

President-Station Manager.....E. T. Sandell
Commercial-Sales Promotion

ManagerBruce St. George
Program Director-Chief

Announcer.....Jack McQuillan
Production Manager-Publicity

Director.....Gregory Pettitt
Musical Director.....Clarence Colton

Chief Engineer.....W. H. Allen

CJIC

S S MARIE—EST. 1934

CBC

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By..Hyland Broadcasting Co.
AddressWindsor Hotel
Phone Number3500
Transmitter Location.....Korah Township
Time on the Air: 7:30 a.m. to 11:30 p.m.; Sun-
days, 8 a.m. to 11 p.m.

News Service.....Press News
Transcription Service.....NBC Thesaurus;
United Transcribed Service
Representative.....J. L. Alexander

Personnel

General Manager.....J. G. Hyland
Sales Manager.....Victor Haft
Chief EngineerM. Fisher

CJCS

STRATFORD—EST. 1927

Frequency: 1240 Kc.....Power: 100 Watts
Owned-Operated By..Central Broadcasting Co.
AddressWindsor Hotel
Phone Numbers.....1675; 1676
Transmitter Location.....Windsor Hotel
Time on the Air.....7 a.m. to 10 p.m.
News Service.....British UP
Representative.....All-Canada Radio Facilities
(Canada); Weed & Co. (U.S.A.)

Personnel

President.....F. M. Squires
Station-Commercial Manager...S. E. Tapley
Sales Promotion Manager.....G. Pomroy
Program-Musical Director...C. W. Trethewey
Chief Engineer.....George Hildebrand

CKSO

SUDBURY—EST. 1935

CANADIAN BROADCASTING CORP.

Frequency: 790 Kc.....Power: 1000 Watts

Owned-Operated By....Sudbury Daily Star,
Ltd.

Address21 Elgin St.
Phone Number77-505

Transmitter Location.....Neelon Township
Time on the Air.....7 a.m. to 12 midnight
Newspaper AffiliationSudbury Daily Star
News ServiceBritish UP
Transcription Service... World Broadcasting
System; NBC Thesaurus

Toronto Office....611 Star Bldg., W. J. Woodill
Representative...All-Canada Radio Facilities
(Canada); Weed & Co. (U.S.A.)

Personnel

President.....W. E. Mason
Station ManagerClare Chambers
Chief Engineer.....J. McRae

CKGB

TIMMINS—EST. 1933

Frequency: 1470 Kc.....Power: 1000 Watts
Owned-Operated By...Northern Broadcasting
& Publishing, Ltd.

AddressThomson Bldg., (Cedar St.)
Phone Number1500
Transmitter Location.....Mattagami
Heights, Mountjoy Township

Time on the Air...7:00 a.m. to 12:00 midnight
Newspaper Affiliation..Timmins Daily Press;
Val D'O'r Star

News Service.....British UP
Transcription Service.....NBC Thesaurus
Representative...All-Canada Radio Facilities,
Weed & Co. (U.S.A.)

Personnel

PresidentR. H. Thomson
Station Manager.....T. R. Morrow
General Manager.....J. K. Cooke
Program-Musical Director.....Harrison Flint
Publicity DirectorJo Anne Clochette
Chief Announcer.....Fred Darling
Chief Engineer.....Ernest Mott

CBL

TORONTO—EST. 1927

CBC—NBC

Frequency: 740 Kc.....Power: 50000 Watts
Owned-Operated By...Canadian Broadcasting
Corporation

Business Address805 Davenport Rd.
Phone NumberKenwood 9411
Studio Address.....805 Davenport Rd.
Transmitter Location.....Hornby, Ont.
Time on the Air.....7 a.m. to 11:33 p.m.

News ServiceC.P., BUP
National Sales Office Address..55 York St.,
Toronto

Representative..... Canadian Broadcasting
Corp.

Personnel

Acting General Manager.....Dr. A. Frignon
 Regional Representative.....Dick Claringbull
 Night Supervisor.....Walter Anderson
 Commercial Manager-Supervisor of Press
 and Information.....E. A. Weir
 Publicity Representative.....H. M. Ball
 Chief Announcer.....Elwood Glover
 Music Director.....J. M. Beaudet
 Regional Engineer.....M. L. Poole
 Production Manager.....James Finley
 Chief Operator.....Howard Hilliard

National Sales Office Address...55 York St.,
 Toronto
 Representative.....Canadian Broadcasting

Personnel

Regional Representative-Station
 Manager.....Dick Claringbull
 Night Supervisor.....Walter Anderson
 Commercial Manager-Supervisor of Press
 and Information.....E. A. Weir
 Studio Press Representative...T. W. Deachman
 Regional Engineer.....M. L. Poole
 Chief Operator.....Howard Hilliard

C J B C

TORONTO—EST. 1936

CBC—CJBC—BEC—NBC—MBS

Frequency: 1010 Kc.....Power: 1000 Watts
 Owned-Operated By.....Canadian Broad-
 casting Corporation
 Business Address.....55 York St
 Phone Numbers: Adelaide 5771 (business of-
 fice); Kenwood 9411 (studio)
 Studio Address.....805 Davenport Rd.
 Transmitter Location.....Dixie, Ont.
 Time on the Air.....7:45 a.m. to 11:33 p.m.
 News Service.....CBC News Service

CFRB

TORONTO—EST. 1927

COLUMBIA BROADCASTING SYSTEM

Frequency: 860 Kc.....Power: 10000 Watts
 Owned-Operated By.....Rogers Radio Broad-
 casting Co., Limited
 Address.....37 Bloor Street, West
 Phone Numbers: Midway 3515-6-7; Midway
 4643-4-5
 Transmitter Location.....Aurora, Ontario
 Time on the Air: 7 a.m. to 12:05 a.m.; Sun-
 days, 9 a.m. to 12:05 a.m.
 News Service.....AP, UP

CFRB

**Guarantees
 SALES!**

T O R O N T O

★	PRIMARY COMMERCIAL AREA	URBAN	RURAL	TOTAL	★
★	POPULATION	1,516,397	833,853	2,350,250	★
★	HOUSEHOLDS			554,304	★
★	RADIO HOMES			403,256	★
★	POTENTIAL RADIO LISTENERS.....			1,709,805	★
★	RETAIL TRADE			\$627,697,274	★

★ **COVER THIS PROSPEROUS, RESPONSIVE** ★
 ★ **MARKET IN CANADA with 'the favourite station in** ★
Canada's Richest Market'

★ *Represented By:* All-Canada Radio Facilities in Canada, and
 Joseph Hershey McGillvra, Inc., in the U. S.

CFRB

★ * * * * *

Transcription Service.....NBC Thesaurus;
Lang-Worth
Representative.....Joseph Hershey McGillvra

Personnel

President.....Harry Sedgwick
Station Manager.....E. L. Moore
Program Director and
Chief Announcer.....Wes McKnight
Musical Director.....Wally Armour
Chief Engineer.....Jack Sharpe

Representatives...Radio Representatives, Ltd.
(Montreal); Joseph Hershey McGillvra, Inc.
(U.S.A.)

Personnel

President.....Henry S. Gooderham
Station and Commercial Manager..A. E. Leary
Program-Publicity-Musical
Director.....Maurice Dalton Rapkin
Chief Announcer.....J. Edgar Guest
Secretary-Treasurer.....Elsa G. B. Main
Chief Engineer.....Ernest O. Swan

CKCL

TORONTO—EST. 1925

MUTUAL BROADCASTING SYSTEM

Frequency: 580 Kc.....Power: 1000 Watts
Owned-Operated By.....Dominion Battery
Co., Limited
Address.....444 University Ave.
Phone Number.....Adelaide 1014
Transmitter Location.....Scarboro, Ont.
Time on the Air: 7:30 a.m. to 12:15 a.m.;
Sundays, 9 a.m. to 12:05 a.m.
News Service.....British UP
Transcription Service..World, Standard Radio

CKNX

WINGHAM—EST. 1926

CANADIAN BROADCASTING CORP.

Frequency: 920 Kc.....Power: 1000 Watts
Owned-Operated By.....W. T. Cruickshank
and B. H. Bedford
Address.....Josephine St.
Phone Number.....158
Transmitter Location.....Belgrave
Time on the Air.....7:30 a.m. to 11:00 p.m.
Transcription Service.....All-Canada
Representative.....J. L. Alexander

“TORONTO
CANADA”

Has Three Great
Radio Stations

Ask Joe McGillvra
About

CKCL

The Mutual Affiliate!

TELESCRIPTS,

widely sponsored,
are available
only on the special



radio news wire

Personnel

General Manager.....W. T. Cruickshank
Commercial ManagerBill Beattie
Chief AnnouncerJohn Brent
Sales Promotion Manager.....F. Johnson
Musical DirectorH. V. Pym
Chief EngineerG. Cruickshank

Phone Numbers: 4-1155 (Windsor) Cadillac
7200 (Detroit)
Studio Address.....Guaranty Trust Bldg.
Transmitter Location.....Sandwich, South,
Essex County, Ontario
Time on the Air.....6 a.m. to 4 a.m.
News Service.....UP
Transcription Service.....World Broadcasting
System
Representative....Joseph Hershey McGillvra

CKLW

WINDSOR—EST. 1932
MUTUAL—CBC

Frequency: 800 Kc.....Power: 5000 Watts
Owned-Operated By.....Western Ontario
Broadcasting Co.
Business Addresses:..Guaranty Trust Bldg.,
Windsor; Union Guardian Bldg., Detroit,
Mich.

Personnel

General Manager.....J. E. Campeau
Station Manager.....William J. Carter
Commercial Manager.....Richard E. Jones
Program Director.....John Gordon
Production Manager-Publicity
DirectorFrank Burke
Sales Promotion Manager...Lois M. Michels
Traffic ManagerMargaret Pratt
Chief Engineer.....William J. Carter

A No. 1 JOB

in the
**DETROIT
AREA**

Time-sales records established by CKLW prove that lots of radio-wise advertisers think we're a great station. 5,000 watts at 800 kc., gives the largest coverage in America's Third Market.



J. H. MCGILLVRA, INC.
Representative

5,000 watts Day and Night • 800 kc.
Mutual Broadcasting System

PRINCE EDWARD ISLAND

CFCY

CHARLOTTETOWN—EST. 1924
CANADIAN BROADCASTING CORP.
MARITIME NETWORK

Frequency: 630 Kc. Power: 1000 Watts
Owned-Operated By: Island Radio Broadcasting Co.

Address: 85 Kent St.
Phone Number: 741
Transmitter Location: West Royalty, P. E. I.
Time on the Air: 7:30 a.m. to 12 midnight
News Service: Canadian Press & British UP
Transcription Service: Standard Radio; Lang-Worth, All-Canada

Representative: All-Canada Radio Facilities (Canada); Weed & Co. (U.S.A.)

Personnel

Managing Director: Lt. Col. K. S. Rogers
Program-Commercial Manager: L. A. McDonald
Musical Director: Mrs. K. S. Rogers

Chief Announcer: John MacEwen
Chief Engineer: Robert F. Large

CHGS

SUMMERSIDE—EST. 1925
CBC

Frequency: 1480 Kc. Power: 100 Watts
Owned-Operated By: R. T. Holman, Ltd.
Address: Water Street
Phone Number: 133
Transmitter Location: Holman Building
Time on the Air: 7:30 to 8:30, 10:30 a.m. to 3 p.m., 4 p.m. to 9:05 p.m.

Personnel

President: H. T. Holman
Station Manager: R. L. Mollison
Program Director-Chief
Announcer: Albert A. Nicholson
Chief Engineer: Angus MacKee

QUEBEC

CHAD

AMOS—EST. 1942

CANADIAN BROADCASTING CORP.
NORTHERN QUEBEC BROADCASTING SYSTEM

Frequency: 1340 Kc. Power: 100 Watts
Owned By: Northern Quebec Broadcasting System

Operated By: Northern Broadcasting & Publishing, Lt.

Business Address: Reilly Bldg., Rouyn, Que.
Studio, Transmitter: Amos, P. Q.
Time on the Air: 8:00 a.m. to 11:30 p.m.
News Service: Canadian Press
Representative: All-Canada Radio Facilities

Personnel

President: R. H. Thomson
Station Manager: Joseph Duguay
Commercial Manager: Dan Carr
Chief Engineer: George H. Pope

CBJ

CHICOUTIMI—EST. 1933

CBC

Frequency: 1580 Kc. Power: 1000 Watts
Owned-Operated By: Canadian Broadcasting Corporation

Studio Address: 286A Racine St.

Phone Number: 155
Transmitter Location: 4 Larouche Avenue
Time on the Air: 8 a.m. to 11:30 p.m.
Representative: Canadian Broadcasting Corp.

Personnel

General Manager: Dr. J. S. Thomson
Station Manager: Vilmond Fortin
Chief Announcer: J. R. Dallaire
Chief Engineer: J. E. Roberts

CKCH

HULL—EST. 1932

CBC (AND PROVINCIAL)

Frequency: 1240 Kc. Power: 250 Watts
Owned By: Le Droit
Operated By: CKCH Broadcasting Co.
Address: 85 Champlain Ave.
Phone Number: 2-1701
Transmitter Location: R.R. No. 1, South Hull
Time on the Air: 7:30 a.m. to 11:30 p.m.
Newspaper Affiliation: Le Droit (Ottawa)
News Service: Canadian Press
Transcription Service: United Transcribed Service

Personnel

Station-Commercial Manager: Georges Bourassa
Chief Engineer: Max Gebhardt

CBF

MONTREAL—EST. 1936
CANADIAN BROADCASTING CORP.
BLUE NETWORK
NATIONAL BROADCASTING CO.

Frequency: 690 Kc. Power: 50000 Watts
 Owned-Operated By... Canadian Broadcasting Corporation
 Address 1231 Ste-Catherine, West
 Phone Number MArquette 8021
 Transmitter Location..... Vercheres, P. Q.
 Time on the Air..... 7:30 a.m. to 11:30 p.m.
 News Service..... British UP; Canadian Press
 Representative..... Canadian Broadcasting Corp.
 National Sales Office... 55 York St., Toronto, Ont.

Personnel

Acting General
 Manager Dr. Augustin Frigon
 Station Manager-Program
 Director Omer Renaud
 Commercial Manager..... J. Arthur Dupont
 Publicity Director..... Leopold Houle
 Production Manager..... Paul Ledue
 Chief Announcer Marcel Paré
 Musical Director J. J. Cagnier
 Chief Technical Operator..... E. D. Roberts

CBM

MONTREAL—EST. 1937
CANADIAN BROADCASTING CORP.
NATIONAL BROADCASTING CO.

Frequency: 940 Kc. Power: 5000 Watts
 Owned-Operated By... Canadian Broadcasting Corporation
 Address 1231 Ste. Catherine, West
 Phone Number MArquette 8021
 Transmitter Location..... Marieville, P. Q.
 Time on the Air..... 7:30 a.m. to 11:30 p.m.
 News Service... British UP; Canadian Press
 Representative..... Canadian Broadcasting Corp.
 Nat'l Sales Office... 55 York St., Toronto, Ont.

Personnel

Acting General
 Manager Dr. Augustin Frigon
 Station Manager-Program
 Director Omer Renaud
 Commercial Manager..... J. Arthur Dupont
 Publicity Director..... Leopold Houle
 Production Manager Marcel Paré
 Chief Announcer..... Romeo Mousseau
 Musical Director J. J. Cagnier
 Chief Technical Operator..... E. D. Roberts

CFCF

MONTREAL—EST. 1919
BLUE NETWORK—CBC

Frequency: 600 Kc. Power: 500 Watts

Owned-Operated By Canadian Marconi Company
 Address 1231 St. Catherine St., West
 Phone Number..... Plateau 2577
 Transmitter Location..... Mount Royal Hotel, Peel St., Montreal
 Time on the Air: 7 a. m. to 12 midnight; Sundays, 8 a.m. to 12 midnight
 News Service..... British UP & C.P.
 Transcription Service..... NBC Thesaurus
 Representative... All-Canada Radio Facilities (Canada); Weed & Co. (U.S.A.)

Personnel

General Manager..... Reginald M. Brophy
 Station Manager..... J. A. Shaw
 Commercial Director..... P. E. Hiltz
 Sales Promotion Director..... E. H. Smith
 Program-Musical Director..... H. H. Hewetson
 Chief Engineer..... Jack Gettenby

CHLP

MONTREAL—EST. 1933

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By... La Patrie Publishing Co., Ltd.
 Address Sun Life Bldg., Dominion Square
 Phone Number..... Plateau 5225
 Transmitter Location..... St. Michel Rd., Ville St. Michel, P. Q.
 Time on the Air..... 8 a.m. to 11 p.m.
 Newspaper Affiliation..... La Patrie
 News Service British UP
 Transcription Service..... Standard Radio
 Representative: J. A. Alexander (Canada); Joseph Hershey McGillvra (U.S.A.)

Personnel

President..... Hon. Sen. P. R. DuTremblay
 Station Manager..... Marcel Lefebvre
 Production Manager..... M. Lefebvre
 Chief Announcer Romeo Mousseau
 Chief Engineer..... Alphonse Cloutier

CKAC

MONTREAL—EST. 1922
COLUMBIA BROADCASTING SYSTEM

Frequency: 730 Kc. Power: 5000 Watts
 Owned-Operated By... La Compagnie De Publication de la Presse, Ltee.
 Address 980 St. Catherine Street, West
 Phone Number MArquette 3611
 Transmitter Location..... St. Hyacinthe, P. Q.
 Time on the Air..... 7:00 a.m. to 12:00 p.m.
 Newspaper Affiliation La Presse
 News Service..... UP, BUP, P.N.

Transcription Service.....Lang-Worth; United
Transcribed System
Representative.....C. W. Wright (Toronto)
Joseph H. McGillvra (U.S.A.)

Personnel

President.....Hon. Sen. P. R. DuTremblay
General Manager.....Phil Lalonde
Commercial Manager.....Louis Leprohon
Program-Musical Director.....Paul Corbeil
Program Operations.....F. Biondi
Production Chief.....Bernard Goulet
Sales Promotion Manager.....Andre Daveluy
Chief Announcer.....Roy Malouin
Publicity-News-Traffic Director...Paul Gelinac
Musical Director.....P. Corbeil
Chief Engineer.....Leonard Spencer

•
CHNC

NEW CARLISLE—EST. 1933
CANADIAN BROADCASTING CORP.

Frequency: 610 Kc.....Power: 1000 Watts
Owned-Operated By...The Gaspesia Radio
Broadcasting Co., Ltd.
Address.....Main St.
Phone Number.....38
Transmitter Location..Sea Shore, New Carlisle
Time on the Air.....7:45 a.m. to 11 p.m.
Representative: All-Canada Radio Facilities,
Ltd. (Canada); Joseph Hershey McGillvra
(U.S.A.)

Personnel

President.....Dr. Charles Dumont
Managing Director.....Dr. Charles H. Houde
Station Manager.....Viateur Bernard
Chief Engineer.....J. R. McGough

•
CBV

QUEBEC—EST. 1934
CBC

Frequency: 980 Kc.....Power: 1000 Watts
Owned-Operated By.....Canadian Broad-
casting Corp.
Business Address.....140 Wellington St.,
Ottawa, Ont.
Phone Number.....8155
Studio Address.....Chateau Frontenac Hotel
Transmitter Location....Charlesbourg, P. Q.
Time on the Air.....8 a.m. to 11:30 p.m.
News Service....CBC Network News Service
Representative.....C. B. C.

Personnel

CBC President.....Rene Morin
General Manager.....Dr. J. S. Thomson
Station Manager.....Maurice Valiquette
CBC Publicity Director.....Leopold Houle
CBC Commercial Manager....Arthur Dupont
Chief Engineer.....Charles Frenette

CHRC

QUEBEC—EST. 1922

Frequency: 800 Kc.....Power: 1000 Watts
Owned-Operated By.....CHRC, Ltd.
Address.....11 Buade St.
Phone Number.....2-8177
Transmitter Location.....St. Louis Rd.,
St. Foy, P. Q.
Time on the Air.....7:30 a.m. to 11:30 p.m.;
Sundays, 11:30 a.m. to 12 midnight
Transcription Service.....Lang-Worth
Representative...Joseph Hershey McGillvra

Personnel

President.....Hervé Baribeau
Station Manager.....J. N. Thivierge
Secretary-Treasurer.....Henri Lepage
Sales Manager.....J. A. Hardy
Publicity and Program Director...A. Pelletier
Musical Director.....F. Rouleau
Chief Engineer.....Arsene Nadeau

CKCV

QUEBEC—EST. 1924

CANADIAN BROADCASTING CORPORATION
Frequency: 1340 Kc.....Power: 100 Watts
Owned-Operated By.....CKVC, Ltd.
Address.....142 St. John St.
Phone Number.....2-1585
Transmitter Location.....254 Marguerite-
Bourgeois Ave.
Transcription Service.....World Broadcast-
ing System
Representative ...Radio Representatives, Ltd.

Personnel

President.....H. Baribeau
Station Manager.....Paul Lepage
Publicity Director.....Jean Bender
Chief Engineer.....Albert Duberger

CJBR

RIMOUSKI—EST. 1937

CBC-QUEBEC REGIONAL NETWORK

Frequency: 900 Kc.....Power: 1000 Watts
Owned-Operated By...Lower St. Lawrence
Power Co.
Address.....1 St. John St.
Phone Number.....356
Transmitter Location.....Notre-Dame du
Sacre Coeur
Time on the Air.....7:45 a.m. to 11:30 p.m.;
Sundays, 8:45 a.m. to 11:30 p.m.
Newspaper Affiliation...Le Progres du
Golfe, L'Echo du Bas St. Laurent
News Service.....CBC and Laurentian News
Representative.....All-Canada Radio (Mon-
treal), Stovin & Wright (Toronto), Joseph Her-
shey McGillvra (USA).

Personnel

President.....J. A. Brilliant
Vice-Pres. and General Mgr....G. A. Lavoie

CKRN

ROUYN-NORANDA—EST. 1939

CANADIAN BROADCASTING CORP.

Frequency: 1400 Kc. Power: 250 Watts
Owned By.....La Cie de Radiodiffusion
Rouyn Noranda Ltee.

Operated By.....Northern Broadcasting &
Publishing, Ltd.

Business Address.....P. O. Box 70
Phone Number.....1400

Studio Address.....Reilly Bldg.
Transmitter Location.....Reilly Building

Time on the Air.....7:30 a.m. to 11:30 p.m.

News Service.....Canadian Press
Transcription Service.....NBC Thesaurus

Representative...All-Canada Radio Facilities

Personnel

President.....Jack K. Cooke
Station Manager.....Jean Legault
Commercial Manager.....Dan Carr
Program Director.....Martin Silburt
Chief Announcer.....Albert Aube
Chief Engineer.....George H. Pope

CHGB

SAINTE ANNE DE LA POCATIERE

EST. 1938

CANADIAN BROADCASTING CORP.

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By.....CHGB, Registered
Address.....Ste. Anne de la Pocatiere, Co.,
Kamouraska, P. Q.

Phone Numbers:.....20; 24
Transmitter Location.....East end of village

Time on the Air.....8:00 a.m. to 11:30 p.m.;
Sundays, 12:00 to 11:30 p.m.

Newspaper Affiliation.....L'Action Catholique
Representative.....Stovin & Wright;

Personnel

Station Manager.....G. T. Desjardins
Production Manager.....Antoine Freue
Publicity.....Alvien Dube
Chief Engineer.....L. M. Desjardius

CHLT

SHERBROOKE—EST. 1937

CANADIAN BROADCASTING CORP.

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By.....La Tribune, Limitee
Business Address.....Marquette Street

Phone Numbers.....2071; 2072
Studio Address.....3 Marquette St.

Transmitter Location.....Sherbrooke
Time on the Air.....7:30 a.m. to 11:30 p.m.

Newspaper Affiliation.....La Tribune, Ltee.
News Service.....Press News Service;
Canadian Press

Transcription Service.....NBC Thesaurus;
United Transcribed System
Representative.....Radio Representative (Toronto)

Personnel

President.....Hon. Jacob Nicol
Manager.....A. Gauthier
Program Director.....Jeanne Tremblay
Sales Promotion-Production Manager...Jean
L. Gauthier
Chief Announcer.....Ro'and Bayeur
Musical Director.....Flossie Dawson
Chief Engineer.....R. Frechette

CHLN

TROIS-RIVIERES (THREE RIVERS)—

EST. 1937

Frequency: 1450 Kc. Power: 100 Watts
Owned-Operated By.....Le Nouvelliste, Ltd.

Address.....Chateau de Blois Hotel
Phone Number.....4500

Transmitter Location.....Three Rivers, P. Q.
Time on the Air: 8 a.m. to 11 p.m.; Sunday,
12 noon to 11 p.m.

Newspaper Affiliation.....Le Nouvelliste
News Service.....Press News

Transcription Service.....World Broadcasting
System; United Transcribed System

Representative...Radio Representatives, Ltd.

Personnel

President.....Hon. Jacob Nicol
Station Commercial Manager.....Leon Trepanier
Sales Promotion Manager.....Yvon Marchand
Program Musical Director.....Jean Laforest
Chief Engineer.....Leon Trepanier

CKVD

VAL D'OR—EST. 1939

CANADIAN BROADCASTING CORP.

Frequency: 1230 Kc. Power: 100 Watts
Owned By.....La Voix d'Abitibi Cie, Ltd.
Operated By.....Northern Broadcasting &
Publishing, Ltd.

Address.....Val D'Or
Phone Number.....500

Studio Address.....Third Ave.
Transmitter Location.....Third Ave.

Time on the Air.....8 a.m. to 11:30 p.m.
News Service.....Canadian Press

Transcription Service.....NBC Thesaurus
Representative...National Broadcasting Sales

Personnel

President.....Roy H. Thomson
General Manager.....Jack K. Cooke
Station-Commercial Manager...Lucien Godin
Chief Engineer.....George Pope

SASKATCHEWAN

CHAB

MOOSE JAW—EST. 1922

CBC

PRAIRIE REG.

Frequency: 800 Kc. Power: 1000 Watts
Owned-Operated By: CHAB, Ltd.
Address: Grant Hall Hotel
Phone Number: 2377
Transmitter Location: Boham, Sask.
Time on the Air: 6:30 to 11:30 p.m.; Sunday,
7 a.m. to 11:30 p.m.
News Service: British UP
Transcription Service: Lang-Worth
Representative: All-Canada Radio Facilities
(Canada); Weed & Co. (U.S.A.)

Personnel

President: A. E. Jacobson
Station Manager: H. C. Buchanan
Commercial Manager: G. G. Henderson
Program Director: J. S. Boyling
Publicity Director: Louis Lewry
Production Manager: R. D. Giles
Chief Announcer: R. L. Horley
Chief Engineer: M. Pickford

CKBI

PRINCE ALBERT—EST. 1934

CBC

Frequency: 900 Kc. Power: 1000 Watts
Owned-Operated By: Central Broadcast-
ing System, Ltd.
Address: Sanderson Building
Phone Numbers: 3133; 2049
Transmitter Location: 7½ miles south of city
on Highway No. 2
Time on the Air: 6:00 a.m. to 12:00 midnight;
Sundays, 8:00 a.m. to 11:30 p.m.
News Service: British UP
Transcription Service: World Program Service,
Thesaurus
Representative: All-Canada Radio Facilities
Weed & Co. (USA)

Personnel

Station Manager: L. E. Moffat
Sales Manager: G. E. Tankin
Sales Promotion Manager: Gerald Prest
Musical Director: George Kergan
Chief Announcer: W. R. Hart
Chief Engineer: Tom Van Ness

CKRM

REGINA—EST. 1926

CANADIAN BROADCASTING CORP.

Frequency: 980 Kc. Power: 1000 Watts
Owned-Operated By: Transcanada Communica-
tions, Limited
Address: Fidelity Life Bldg.
Phone Number: 8424
Transmitter Location: Victoria Plains, Sask.
Time on the Air: 17¼ hours daily
Newspaper Affiliation: The Regina Leader
Post; Saskatchewan Farmer
News Service: Press News
Transcription Service: Langworth
Representative: All-Canada Radio Facilities,
Ltd. (Canada); Joseph Hershey McGillvra
(U.S.A.)

Personnel

President: Victor Sifton
Station Manager: F. V. Scanlan
Commercial Manager: Bruce M. Pirie
Program Director: G. B. Quinney
Chief Engineer: W. McDonald

CKCK

REGINA—EST. 1922

CANADIAN BROADCASTING CORP.

Frequency: 820 Kc. Power: 1000 Watts
Owned By: The Regina Leader-Post, Ltd.
Operated By: All-Canada Radio Facilities,
Ltd.
Address: Leader Post Bldg.
Phone Number: 8525
Transmitter Location: Pilot Butte
Time on the Air: 6:30 a.m. to 12 midnight
Newspaper Affiliation: The Regina
Leader-Post
News Service: British UP; Press News
Transcription Service: NBC Thesaurus;
Standard Radio
Representative: All-Canada Radio Facilities
(Canada); Weed & Co. (U.S.A.)

Personnel

Station Manager: H. A. Crittenden
Commercial Manager: R. J. Buss
Merchandising Manager: J. McMurchy
Program Director: Ross MacRae
Production Manager: W. E. Collier
Chief Engineer: E. A. Strong

CFQC

SASKATOON—EST. 1923
CANADIAN BROADCASTING CORP.

Frequency: 600 Kc. Power: 1000 Watts
 Owned-Operated By: A. A. Murphy & Sons, Limited

Address: 216 First Ave., North
 Phone Numbers: 7282 and 5374
 Transmitter Location: Saskatoon, Sask.
 Time on the Air: 7:00 a.m. to 11:30 p.m.;
 Sundays, 8:30 a.m. to 11:30 p.m.

News Service: British UP
 Transcription Service: NBC Thesaurus; Standard Radio; Langworth
 Representative: Radio Representatives, Ltd. (Canada); Howard H. Wilson Co. (U.S.A.)

Personnel

President: A. A. Murphy
 Station-Commercial Manager: Vernon Dallin
 Program-Musical Director: Cy Cairns
 Chief Announcer: Wilfred Gilby
 Chief Engineer: S. Clifton

C B K

WATROUS—EST. 1939
CANADIAN BROADCASTING CORP.

Frequency: 540 Kc. Power: 50000 Watts
 Owned-Operated By: Canadian Broadcasting Corp.

Business Address: 300 Manitoba Telephone Bldg., Winnipeg, Manitoba
 Phone Number: 97261
 Studio Address: Telephone Bldg., Winnipeg, Manitoba

Transmitter Location: Watrous, Sask.
 Time on the Air: 7 a.m. to 11:30 p.m.
 News Service: CP, BUP
 Representative: F. A. Weir, 55 York St., Toronto, Ont.

Personnel

Acting Gen. Manager: Dr. Augustin Frignon
 CBC Commercial Manager (Toronto): E. A. Weir
 Program Director: H. G. Walker
 Publicity Director: C. E. L'Ami
 Chief Engineer: L. J. Marshall

CJGX

YORKTON—EST. 1927
CANADIAN BROADCASTING CORP.

Frequency: 1460 Kc. Power: 1000 Watts
 Owned-Operated By: Yorkton Broadcasting Co.

Address: Broadway Ave.
 Phone Number: 324
 Transmitter Location: Yorkton

Time on the Air: 6:30 a.m. to 11:00 p.m.;
 Sunday, 8:00 a.m. to 10:15 p.m.
 Transcription Service: World Broadcasting System
 Representatives: Stovin & Wright (Canada); Joseph Hershey McGillvra, Inc.

Personnel

Station Manager: A. L. Garside
 Sales Manager: Leo De Cagne
 General Manager: R. J. Priestly

PA ORIGINATED

the first news association

PRESS

RELATIONS

DEPARTMENT

for the sole purpose

of promoting

affiliated stations.

One of the many

innovations that have

helped make . . .





The SUPER-MARKET of Recorded Radio Shows

IF you are looking for sure-fire, ready-made programs to solve the help problem, have a look at the shelves at radio's super-market, the NBC Radio-Recording Division.

You'll find a show for every taste, well-seasoned and neatly packaged, unrationed and far below the ceiling prices.

NBC's list of syndicated features contains many programs of varied lengths and varied subjects . . . all within a price range which enables you to keep the budget balanced . . . all of *proven* worth.

Here are a few of the outstanding buys:

The Weird Circle—spine-tingling mysteries by master storytellers of the past;

Modern Romances—real-life love stories, vibrant enough for the young, mellow enough for the old, from the pages of *Modern Romances Magazine*;

Stand by for Adventure—tales of exciting happenings in far places, among strange people;

Through the Sport Glass—a close-up of America's sports personalities and events with Sam Hayes.

The big-time list goes on and on—The Name You Will Remember, Let's Take a Look in Your Mirror, Betty and Bob, Time Out for Fun and Music, Getting the Most Out of Life Today—and many others.

And don't forget radio's super-market has a catering department too—to build programs to your specifications.

Also see advertisement page 696

National Broadcasting Co.



A Service of Radio
Corporation of America

NBC

RADIO-RECORDING DIVISION

AMERICA'S NUMBER 1 SOURCE OF RECORDED PROGRAMS



RCA Building, Radio City, New York, N. Y. . . Merchandise Mart, Chicago, Ill.
Trans-Lux Building, Washington, D. C. . . Sunset and Vine, Hollywood, Calif.



★ RADIO ★
PRODUCTION



Producers



Transcription Companies



Libraries



Talent Managers and Agents



Music Performing Rights Societies



Is this your Program Director . .

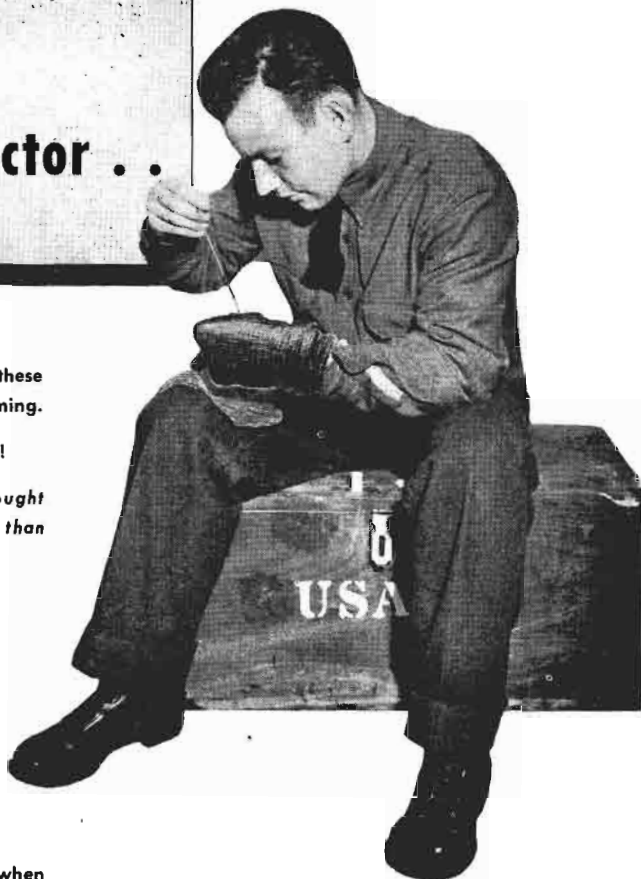
The radio manpower shortage is tough these days; especially tough on local programming.

That's where ASSOCIATED can help most!

Which is why more stations have bought ASSOCIATED in the past few months than in any comparable period in years.

You get a full measure of the most useful radio music from ASSOCIATED...large units...timely music and timeless . . . WITH PERFORMANCES UNMATCHED IN QUALITY AND RECORDING, and with variety for every program need.

Why not get the most out of a Library when you need it most? Get ASSOCIATED!



ALL ASSOCIATED TRANSCRIPTIONS are made on highest fidelity vertical-cut Vinylite, for AM and FM radio stations.

ASSOCIATED gives you a CONTINUITY SERVICE that makes complete SELLING programs for you from your Library.

Sales Representatives:

SPOT SALES, Inc.

New York
400 Madison Ave.

Chicago
360 No. Michigan

Hollywood
Hollywood Blvd.
at Cosmo St.

San Francisco
Third & Market

Write for:
"You Need FIVE Basic Kinds
of Music From Your Library
Service Today"

It shows you how to get
Library programs that sell.

"The Aristocrat of the Turntable"
**ASSOCIATED RECORDED
PROGRAM SERVICE**

25 West 45th Street
New York, N. Y.

A Division of
Associated Music Publishers, Inc.

Program Producers

Advance Television Pictures Service, Inc.

729 Seventh Ave., New York, N. Y. Phone, BRyant 9-5600. President Chas. J. Gribbon; Secretary-Treasurer, F. E. Miles. **SERVICES OFFERED:** Production and distribution of motion pictures for television stations.

Advertisers Recording Service, Inc.

113 West 57th Street, New York, N. Y. Phone, Circle 6-0141. President, James A. Miller (on leave with armed forces); Secretary-Treasurer, George R. Smith; Secretary, E. M. Kerr. **SERVICES OFFERED:** Program production, Millertape editing, wax and instantaneous recording, studio rental.

Nicholas T. Agneta

9 Rockefeller Plaza, New York 20, N. Y. Phone, Columbus 5-2142. **SERVICES OFFERED:** Program production, package shows, talent.

Air Features, Inc.

247 Park Ave., New York. Phone, Wickersham 2-0077.

Alton Alexander

1270 Sixth Ave., New York, N. Y. Phone, Columbus 5-8132. **SERVICES OFFERED:** Production, scripts, direction of both live talent and transcribed programs ad writers.

Norman Alexandroff Artists Bureau

410 S. Michigan Ave., Chicago, Ill. Phone, Wabash 6762. Manager, Norman Alexandroff; In Charge of Production, Fred Morrow; Directors, John Reidy, U. S. Allen. Writer, Aline Neff. **SERVICES OFFERED:** Program production.

American Institute of Food Products

75 West St., New York, N. Y. Phone, Bowling Green 9-9188. President, Dr. Walter H. Eddy; General Manager, Robert A. Bories. **SERVICES OFFERED:** Origination, writing and production of programs specializing in food and kindred accounts. ("Food and Home Forum" participating program on WOR, New York).

American-Jewish Broadcasting Co.

86 Chambers St., New York, N. Y. Phones, WOrth 2-3322, REctor 2-5341. President, Herman Younglieb; Secretary, Ann Barbinel. **SERVICES OFFERED:** Program production, script and transcription library.

F. D. Anderson

Suite 333-35 Paul Brown Bldg., St. Louis, Mo. Phone, Garfield 1055. Manager, F. D. Anderson. **SERVICES OFFERED:** Program and spot announcement production on local participating programs.

Arts Recording Studios & Recording Co.

29 West 57th St., New York, N. Y. Phone, PLaza 8-0407. Owner-Chief Engineer, John R. Cieferskor; Associate Engineer, Earl E. Welch; Secretary, M. Wankel. **SERVICES OFFERED:** Production of transcribed programs, scripts, foreign language talent, phonograph master recordings, motion picture sound recording.

ASCAP Radio Program Service

American Society of Composers, Authors & Publishers, 30 Rockefeller Plaza, New York, N. Y. Phone, Columbus 5-7464. Director, Robert L. Murray. **SERVICES OFFERED:** Production of syndicated scripts for use with live-talent for recorded musical programs, program-aids. Script service is furnished free of charge to all ASCAP-licensed stations.

**TRANSCRIBED
PROGRAMS**

FROM THE HOUSE OF HITS!

FREDERIC W
ZIV
INCORPORATED

2436 READING RD., CINCINNATI, OHIO
485 MADISON AVENUE, NEW YORK

MANHUNT

THE KORN KOBBLERS

WAR CORRESPONDENT

THE OLD CORRAL

SAM BALTER

SONGS OF GOOD CHEER

EYE WITNESS NEWS

WRITE 'OR WIRE
FOR COMPLETE INFORMATION ON
THESE AND OTHER ZIV PRODUCTIONS

Associated Broadcasting Co., Ltd.

Dominion Square Bldg., Montreal, Que., Canada. Phone, Belair 3325. President, M. Maxwell; Vice-President, M. Feldman; Secretary-Treasurer, F. Maxwell; Sales Director, H. Rittenberg; Program Director, S. Vineberg; Script Director, B. Stewart; Talent Director, Miss Fitzgerald; French Director, J. O. Denis; French Scripts, R. Cabanna; Syndicated Transcription Dept., R. O. Stevenson; Recording Department, J. Feldman. BRANCH OFFICE: 45 Richmond St. W., Toronto, Can. Phone, Adelaide 3248. Manager, K. H. Gregory. SERVICES OFFERED: Production of live-talent shows in English and French, recordings of programs and spots, scripts.

Associated Music Publishers, Inc.

25 West 45th St., New York, N. Y. Phone, BRyant 9-0845. President C. M. Finney; Vice President-Treasurer, John R. Andrus. SERVICES OFFERED: Transcriptions, library, production, scripts, recording processing and pressing both vertical and lateral (Muzak Transcriptions).

Associated Releases

P. O. Box 1213, Hollywood, Calif. Phone, Hillside 0101. Producer, and General Manager, Arthur Solomon; Associate Producer, Al H. Sherman; Writer, George Herdan. BRANCH OFFICE: 200 Fifth Ave., New York, N. Y. Phone, GRamercy 5-5252. Manager, Meyer C. Solomon. SERVICES OFFERED: Package shows, spot announcement production; custom-built transcriptions, scripts.

Ann Barbinel

54 Riverside Drive, New York, N. Y. Phone, ENdicott 2-4351. SERVICES OFFERED: Creation and production of live-talent and transcribed women's, children's and general programs, casting, custom-built package shows.

Basch Radio Productions

17 East 45th St., New York, N. Y. Phone, MURray Hill 2-8877. Sales Manager, Charles J. Basch, Jr.; BRANCH OFFICES: 326 Buckley Bldg., Cleve-

land, Ohio. Phone, Prospect 2922. Alonzo Hawley; 507 Statler Bldg., Boston, Mass. Phone, Hubbard 5225. Robert C. Foster; 226 N. La Salle St., Chicago, Ill. Phone, State 5096. Fred R. Jones. SERVICES OFFERED: Complete program building service; ideas, scripts, talent and production on live and transcribed programs; custom and syndicated recordings.

Walter Batchelor Agency

30 Rockefeller Plaza, New York, N. Y. Phone, Circle 6-4224. President, Walter Batchelor. SERVICES OFFERED: Program production. Producers of the "Fred Allen Show."

Baudry-Harwood Radio Productions

1434 St. Catherine St., West, Montreal, Que., Canada. Phone, Plateau 9811. Partners, Mrs. Edouard Baudry, Lt. R. W. Harwood; Manager, Yvette Baudry; Producer, Rolland Bedard; Script Writer, René O. Boivin. SERVICES OFFERED: Scripts, program production, translations.

Marcel Baulu—Laboratoire De Reduction

1434 West St. Catherine St., Montreal, Que. Phone, Lancaster 9572. Owner, Marcel Baulu; Translator-Secretary, Madeleine Painchaud. SERVICES OFFERED: Program production, scripts.

Beck Recording Studios

1722 Hennepin Ave., Minneapolis, Minn. Phone, Atlantic 8901. Managing Director, R. Castle Brown; SERVICES OFFERED: Producers of electrical recordings and transcriptions for radio broadcast; program building; scripts, talent; production; audition service; off-the-air recordings; complete service in the production of sound film in black and white and in natural color.

Edgar Belmont

441 Madison Ave., New York, N. Y. Phone, PLaza 3-4967. Owner, Edgar Belmont. SERVICES OFFERED: Program production.



The Sign of Transcribed Programs That **SELL!**

Here are **PROVEN** programs, successful for many and diversified types of business. Among them are programs which you may use as successfully as others are doing, throughout the United States, Canada, and New Zealand.

SYNDICATED SHOWS NOW AVAILABLE

"SONGS OF CHEER AND COMFORT"	26	1/4-hour shows
<i>Starring Richard Maxwell (Gospel Songs and Philosophy)</i>		
"IMPERIAL LEADER"	52	1/4-hour shows
<i>Dramatized Life Story of Winston Churchill</i>		
"FAMOUS MOTHERS"	78	5-min. shows
<i>Starring Jane Dillon—All parts enacted by Miss Dillon</i>		
"ONE I'LL NEVER FORGET"	156	5-min. shows
<i>Starring Jack Stevens—Unusual Sports Stories</i>		
"JERRY & SKY," THE MELODY MEN	208	5-minute shows
<i>Hill-billy, Western and Folk Songs</i>		
"STAND BY AMERICA"	225	5-minute shows
<i>Outstanding Events in American History</i>		
"TWILIGHT TALES"	52	1/4-hour shows
<i>Starring Elinor Gene—Fairy Stories for Kiddies</i>		
"DAN DUNN, SECRET OPERATIVE No. 48"	78	1/4-hour shows
<i>Based on famous newspaper strip—Juvenile Series</i>		
"AMERICA TO VICTORY"	13	1/4-hour shows
<i>Dramatizations of Outstanding Events of World War II.</i>		
"FUN WITH MUSIC"	26	1/4-hour shows
<i>Starring Sigmund Spaeth, Tune Detective</i>		
"UNCLE JIMMY"	156	1/4-hour shows
<i>Starring William Farnum—Daytime Serial</i>		
"VICTORY NURSERY RHYMES"	30	1/2-minute spots
<i>Starring Irene Wicker "The Singing Lady"</i>		
"THE ENEMY WITHIN"	117	1/4-hour shows
<i>Expose of the Nazi Fifth Column in Australia</i>		
"KNOW YOUR FURS"	26	5-minute shows
<i>Starring Walter Horvath, authority on furs</i>		

Exclusive to One Sponsor in A City — Write or Wire for Audition Samples and Data

KASPER-GORDON, Incorporated
140 Boylston Street, Boston 16, Massachusetts
One of The Country's Largest Program Producers

**Alfred Paul Berger
Productions**

60 West 68th St., New York, N. Y.
Phone, SChuyler 4-8698. SERVICES OF-
FERED: Program production, scripts,
direction, musical jingles, and commer-
cial copy.

Walter Biddick Co.

11515 Broadway, Los Angeles 15, Cal.
Phone, Richmond 6184. Manager, L.
Hill. SERVICES OFFERED: Transcrip-
tions, production.

G. C. Bird & Associates

1745 N. Gramercy Place, Hollywood
28, Calif. Phone, Hollywood 3981. Gen-
eral Manager, G. C. Bird. SALES REP-
RESENTATIVE: Charles Michaelson,
67 West 44th St., New York, N. Y.
Phone, MURray Hill 2-3376. SERVICES
OFFERED: Transcribed programs for
syndication.

Fritz Blocki Productions

655 Fifth Avenue, New York, N. Y.
Phone, PLaza 9-6180. SERVICES OF-
FERED: Production, scripts, direction.

Joseph Bloom

19 West 44th St., New York, N. Y.
Phone, VAnderbilt 6-5080. President,
Joseph Bloom. SERVICES OFFERED:
Program production, scripts, musical
jingles.

Bost Records Co.

29 West 57th St., New York 19, N. Y.
Phone, PLaza 3-8676. Owner, R. Steiner;
Business Manager, H. H. Borchardt; Sec-
retary-Treasurer, Julia Pontell. SER-
VICES OFFERED: Transcriptions, off-
the-line transcriptions, line and audition
recordings, pressings, studio facilities,
phonograph records, production and re-
cording of transcribed programs, spot
announcements, audition records.

Richard Bradley & Associates

20 North Wacker Drive, Chicago, Ill.
Phone, Randolph 3549. President, Rich-
ard Bradley; Vice-President, Ronald R.
Mills. SERVICES OFFERED: Program
production, air-checks, script service,
studios, film projection service, tran-
scribed productions.

Brandt Production Service

2063 E. 23rd St., Brooklyn, N. Y.
Phone, SHHeepshead 3-3075. Associates,
Ruth and Mae Brandt. SERVICES OF-
FERED: Program production and writ-
ing of scripts, radio commercials, and
jingles.

**Brinckerhoff Studios Produc-
tions, Inc.**

29 West 57th St., New York, N. Y.
Phone, PLaza 3-3015. President, E. V.
Brinckerhoff; Vice-President in charge,
D. Vanston. SERVICES OFFERED:
Recording service, program producing,
script service, phonograph records, pro-
duction and recording for all types of
transcription, talent service for domestic
and foreign-language programs.

Broadcast Productions

25 East Jackson Blvd., Chicago, Ill.
Phone, Wabash 0711. Director, John
Stamford; Assistant Director, Bryce Tal-
bot. SERVICES OFFERED: All types
of programs produced. Electrical tran-
scriptions and recordings.

**Broadcasters Mutual
Transcription Service, Inc.**

818 South Kingshighway Blvd., St.
Louis, Mo. Phone, Franklin 2060. Pres-
ident, J. Frank Eschen; Vice-President,
James M. Althouse; Secretary-Treasurer,
C. E. Harrison. REPRESENTATIVES:
Walter Biddick Co., 568 Chamber of
Commerce Bldg., Los Angeles, Calif.;
Charles Michelson, 545 Fifth Ave., New
York, N. Y.; Radioaids, Inc., 1041 North
Las Palmas, Hollywood, Calif. SER-
VICES OFFERED: Transcribed produc-
tions and scripts, talent, and program
service.

**Broadcasting Program
Service**

45 West 45th St., New York, N. Y.
Phone, BRyant 9-4324. Manager, Her-
bert Rosen. SERVICES OFFERED:
Transcribed programs, sound effects li-
brary, script service, foreign language
programs (Spanish and Portugese).

Chamberlain Brown

145 West 45th St., New York, N. Y.
Phone, BRyant 9-8480. SERVICES OF-
FERED: Program production, talent.

BERNARD L. SCHUBERT · INC.

509 MADISON AVE. • NEW YORK • NEW YORK • PLAZA 3-4670



PRODUCING AND REPRESENTING

GANG BUSTERS—Sponsored by Sloan's Liniment through Warwick & Legler

BLIND DATE—Sponsored by Lehn & Fink through William Esty

MR. DISTRICT ATTORNEY—Sponsored by Bristol-Myers through Pedlar & Ryan

THE FRED BRADY SHOW—Sponsored by Lever Brothers through Ruthrauff & Ryan

THE ADVENTURES OF THE FALCON—Blue Network leading sustaining feature

and

POTASH & PERLMUTTER—Written and Directed by Gertrude Berg



Lauritz Melchior . . . Tom Wallace . . . Leo M. Cherne

Phillips H. Lord . . . Peter Barry . . . Ted Cott

Louella O. Parsons . . . Santos Ortega . . . Frank Forrest

Jerry Cooper . . . Arthur Fiedler . . . Jack Johnstone

Margaret Lewerth . . . Fred Brady . . . Arthur Henley

Laird Cregar . . . Eugene Wang . . . Kenny Delmar

Jeanette MacDonald . . . Fred Uttal . . . David Schwartz

HOLLYWOOD

KEN DOLAN & COMPANY

Bill Burton Management

1270 Sixth Ave., New York, N. Y. Phone, Circle 6-8520. Bill Burton, General Manager; David Gould, Associate. SERVICES OFFERED: Program building and producing.

Carl Byoir & Associates

10 East 40th St., New York, N. Y. Phone, ASland 4-3466. Radio Director, Richard F. Davis; Assistant Radio Director, Helene Jamieson. BRANCH OFFICES: 829 National Press Bldg., Washington, D. C. Phone National 8945. Executive-in-Charge, William Wright; 310 South Michigan Ave., Chicago, Ill. Phone, Harrison 2022. Executive-In-Charge, George Dye. SERVICES OFFERED: Transcribed production, scripts, special event and newscast material.

The Bruce Chapman Co.

145 West 41st St., New York, N. Y. Phone, Wisconsin 7-2179. President, Bruce Chapman; Program Director, Troman Harper; Production Manager, Dan Morley; Director of Research, Charles Forrester. REPRESENTATIVE: Albert Mitchell, 424 Oakdale Ave., Chicago, Ill. Phone, Wellington 7746. SERVICES OFFERED: Program production, commercial scripts, package shows.

Mary D. Chase

875 Fifth Ave., New York, N. Y. Phone, Regent 7-1120. SERVICES OFFERED: Package shows, program production.

Christensen Radio Services

306 S. Wabash Ave., Chicago, Ill. Phone Webster 7795. Manager, Carle A. Christensen; Sales Manager, John Kumler. SERVICES OFFERED: Recording, scripts, talent, program production, sound-slide.

Leslie Clucas

333 North Michigan Ave., Chicago, Ill. Phone, Franklin 7100. SERVICES OFFERED: Program production of package shows.

Ted Collins Corporation

1819 Broadway, New York, N. Y. Phone, Circle 7-0094. President, Program

Director and Producer, Ted Collins; Talent-Production, Sam Schiff; Publicity, David O. Alber; Musical Director, Jack Miller; Choral Director, Ted Straeter; Writers, Jean Holloway and Jane Tompkins. SERVICES OFFERED: Program building and producing.

Russell C. Comer Radio Productions

15 West 10th St., Kansas City, Mo. Phone, Harrison 3964. President, Russell C. Comer; Vice-President, John C. Fehlandt; Treasurer, Cecil W. Trapp; Secretary, A. M. Rockie. SERVICES OFFERED: Production of syndicated programs and serials.

Commercial Broadcasting Services, Ltd.

Concourse Bldg., Toronto, Ont., Canada. Phone, Elgin 2625. President, E. A. Byworth; Vice-President, H. R. Johnston; Secretary-Treasurer, A. G. Irwin; Program & Script Department, S. K. Smith. SERVICES OFFERED: Live talent productions, syndicate transcriptions, custom recordings, time placements.

The Jack L. Cooper Radio Advertising Service

1335 West 111th Place, Chicago, Ill. Phone, Beverly 2056. Managing Director, Jack L. Cooper; Secretary-Musical Director, Gertrude R. Cooper. SERVICES OFFERED: Production of Negro programs, transcribed and live-talent.

Louis G. Cowan & Co.

8 S. Michigan Ave., Chicago, Ill. Phone, Randolph 2022. President-Owner, Louis G. Cowan; Business Manager, Frederick A. Asher; Program Director, John Lewellen; Research Director, Eliza Merrill Hickock; Publicity Director, George Hixon; Art Director, Egon Unger. SERVICES OFFERED: Program production.

Cruiger Radio Productions

5800 Carlton Way, Hollywood 28, Calif. Phone, HEMPstead 8254. General Manager, Paul Cruiger; Art Director, Elmer Davis; Radio Editor, Charlie Paul; Writers, Al Hill, Jr., Nell Whitfield. SERVICES OFFERED: Program surveys

“ABIE’S IRISH ROSE”

*created, written and
produced by*

A N N E N I C H O L S



*125 EAST 50th ST.
NEW YORK, N. Y.*

ELdorado 5-0637

• • • **PROGRAM PRODUCERS** • • •

and checks, production of live-talent and transcribed programs, air checks, auditions, recording.

●

**Patrick Michael Cuning
Productions**

(Stage 8 of Hollywood & San Francisco)
6530 Sunset Boulevard, Hollywood, Calif. Phone, Hillside 5915. In-Charge-of-Production, Patrick M. Cuning; Assistant to Producer, Marcia Drake; In Charge of Telecine Cinematography, Armand Piaggi; Ass't on Production, Georgia O'Davoren; Production Manager, Virgil Drake. SAN FRANCISCO OFFICE: Mark Hopkins Hotel; Executive-in-Charge, Armand Piaggi. SERVICES OFFERED: Production of motion pictures and radio and television program, transcriptions.

●

**Damon Transcription
Laboratory & Sound Service**

1221 Baltimore Ave., Kansas City, Mo. Phone, Victor 2585. Owner, Victor Damon. SERVICES OFFERED: Studio and portable transcribing (masters for processing and all types of instantaneous), air-checks, program and announcement production.

●

**Alfred Dixon Speech Systems,
Inc.**

424 Madison Ave., New York, N. Y. Phone, PLaza 8-1246. President, Alfred Dixon; Head of Speech Laboratory, Miriam Uhlman; Tone Correction, Paul Flood; Secretary, Rowina Stevens; Publicity, H. Dixon. SERVICES OFFERED: Production, speech correction, teaching methods.

●

Dominion Broadcasting Co.

4 Albert St., Toronto, Ont., Canada. Phone, Adelaide 3883. General Manager, Hal B. Williams; Transcription Division Manager, Don H. Copeland. Production Manager, Stan Francis; Script Department, Rex Weyman. SERVICES OFFERED: Scripts, live talent productions, transcriptions and recordings, air checks.

●

Don Lee Productions

5515 Melrose Ave., Los Angeles, Calif. Phone, Hollywood 8111. Recording Su-

pervisor, Clifford C. McDonald. SERVICES OFFERED: Recording, program production.

●

Walter P. Downs

Dominion Square Bldg., Montreal, Que. Phone, Marquette 6368. General Manager, Walter P. Downs; Purchasing, R. F. Brown; Manager, Marion Hould. BRANCH OFFICES: 123 Braemar Ave., Toronto, Ont., Canada. Phone, HUDson 0333. Manager, E. J. Piggott; 6421 Yew St., Vancouver, B. C., Canada. Phone, Kerr 1209-Y. Manager, P. Peverley. Ste. 2 Stuart Court, Fawcett Ave., Winnipeg, Man., Canada. Phone, 48422. Manager, B. L. McGibbon. SERVICES OFFERED: Custom-built transcriptions, production, recording, direct wire service for auditions.

●

Harry S. Dube

1270 Sixth Ave., New York, N. Y. Phone, COlumbus 5-7035. Manager, J. Knight. SERVICES OFFERED: Scripts, production, talent.

●

**East Texas State Teachers
College**

Commerce, Texas. W. W. Freeman, Maude Webster, Roy Johnson. SERVICES OFFERED: Recordings and scripts for educational purposes.

●

Eccles Disc Recordings, Inc.

6233 Hollywood Blvd., Hollywood, Calif. Phone, Hillside 8351. President, C. R. Douglass; Vice-President, C. R. Alford; Secretary-Treasurer, Alva E. Alford; Comptroller, J. Nichols. SERVICES OFFERED: Transcriptions, air-checks, program production, transcription library.

●

W. M. Ellsworth

75 East Wacker Drive, Chicago, Ill. Phone, Central 0942. President, W. M. Ellsworth. SERVICES OFFERED: Custom transcriptions, radio programs, script shows, talent.

●

**Empire Broadcasting
Corporation**

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

PROGRAM PRODUCERS

Phone, PLaza 8-3360. President-Treasurer, Mrs. Gerald A. Kelleher; Vice-President-General Manager, Fred de Jaager. SERVICES OFFERED: Syndicated transcribed programs, custom-built transcriptions, production, scripts, talent and complete recording facilities.

Bernie Estes

15 Central Park West, New York 23, N. Y. Phone, COLUMBUS 5-0060. Bernard Estes, Executive-in-Charge. SERVICES OFFERED: Specializing in news, special feature, public service programs for shortwave and domestic standard cycle broadcast, scripts, ideas and packaged shows in all languages.

Exclusive Radio Features Company, Ltd.

14 McCaul St., Toronto, Ont., Canada. Phone, Adelaide 5112. President, George W. Halnan. SERVICES OFFERED: Syndicate transcriptions, library service, custom recording and production.

Fadiman Associates, Ltd.

1501 Broadway, New York, N. Y. Phone, LACKAWANNA 4-3544. President, Edwin Fadiman; Vice-President, Clifton Fadiman; Treasurer, William Fadiman. SERVICES OFFERED: Program production.

Fanchon & Marco

(F & M Stageshows, Inc.)

50 Rockefeller Plaza, New York, N. Y. Phone, Circle 7-5630. Radio Director, Samuel Shayon. SERVICES OFFERED: Production, talent.

Feature Bureau

50 East 42nd St., New York, N. Y. Phone, MURRAY Hill 2-9086. Managing Editor, Bert Nevins; Editor, Marion Cahn. SERVICES OFFERED: Scripts, production (women's programs).

Film Associates Co.

429 Ridgewood Drive, Dayton 9, Ohio. Phone, Walnut 4641. Owner, E. Ray Arn;

HENRY SOUVAINÉ, INC.

30 ROCKEFELLER PLAZA, NEW YORK, 20, N. Y.

SUCCESS STORY 1943-44

METROPOLITAN OPERA

Opera Victory Rallies

Metropolitan Column of the Air

Opera Forum Quiz

MRS. MINIVER (In association with C.B.S.)

JAMES MELTON'S "MUSIC FOR AMERICA"

DREW PEARSON'S "WASHINGTON MERRY-GO-ROUND"

A. L. ALEXANDER'S MEDIATION BOARD

FOREIGN ASSIGNMENT

— • —
"KNOW A COMPANY BY THE PROGRAMS IT KEEPS"

Engineers, R. D. Higgs, J. Swank; Office Manager, Harlene Karns. SERVICES OFFERED: Transcriptions, off-the-air checks, slide film recordings.

Five-Minute Features

219 Miners Bank Bldg., Joplin, Mo. Director, H. D. Robards; Assistant Director, Howard H. Bell; Secretary, M. A. Smith. SERVICES OFFERED: Program production for specialized businesses.

Paul M. Frailey Productions

123 S. Broad St., Philadelphia, Pa. Phone, Pennypacker 8450. Owner, Paul M. Frailey; Production supervisor, Jason Johnson; Office Manager, M. L. Sander-son. SERVICES OFFERED: Scripts, program production, transcriptions.

Frederick Bros. Agency, Inc.

1270 Sixth Ave., New York, N. Y. Phone, Circle 6-2144. In-Charge-of-Radio, B. W. Frederick. BRANCH OFFICES: 75 East Wacker Drive, Chicago, Illinois; Phone, State 0003; Executive-in-Charge, W. Carl Snyder; 8584 Sunset Boulevard, Hollywood, Calif.; Phone, Crestview 16244; Executive-in-Charge, L. A. Frederick. SERVICES OFFERED: Program production, package shows, artists' representative.

Harry E. Foster Agencies Limited

King Edward Hotel, Toronto, Canada. Telephone, ELgin 2134. SERVICES OFFERED: Program production, live or transcribed shows, dramatized spot announcements, scripts, completely equipped recording studios.

Frontenac Broadcasting Co.

394 Bay St., Toronto, Ont. Phone, Elgin 4553. President, A. E. Carter; Vice-President, G. J. Carter; Sales Manager, A. R. Robertson. REPRESENTATIVE: Harry S. Goodman, 19 East 53rd St., New York, N. Y. SERVICES OFFERED: Program production, sales of air time, transcriptions.

Allen A. Funt Radio Productions

52 Vanderbilt Ave., New York, N. Y. Phone, MURray Hill 4-6148. President, Allen A. Funt (on leave with U. S. armed forces); Vice-President, Dorothy Funt. SERVICES OFFERED: Syndicated programs, program production.

General Amusement Corp.

1270 Sixth Ave., New York, N. Y. Phone, Circle 7-7550. Vice-President-in-Charge-of-Radio, Douglas F. Storer. BRANCH OFFICES: 9028 Sunset Blvd., Hollywood, Calif. Phone, Crestview 1-8101. Executive-in-Charge, Ralph Wonders; 360 N. Michigan Ave., Chicago, Ill. Phone State 6288. Executive-in-Charge, Art Weems; 1533 Carew Towers, Cincinnati, Ohio. Phone, Main 1197. Executive-in-Charge, Art Frew. SERVICES OFFERED: Program production, package shows, artists' representative.

General Broadcasting System

Rockefeller Bldg., Cleveland, Ohio. Phone, Prospect 4900. President, Donald C. Jones; Production Manager, Robert Haviland. BRANCH OFFICE: 518 Buhl Bldg., Detroit, Mich. Phone, Cherry 0400. Manager, Donald C. Jones. SERVICES OFFERED: Custom-built transcriptions, production, script, recording talent, off-the-wire and off-the-air recordings.

General Sound Corp.

29 West 57th St., New York, N. Y. Phone, PLaza 3-3015. President, E. V. Brinckerhoff; Vice-President in Charge, D. Vanston. REPRESENTATIVES: Robert J. Coar, 1124 Vermont Ave., Washington, D. C. Phone, Republic 1984; L. S. Toogood, 221 N. La Salle St., Chicago, Ill. Phone, Central 5275. SERVICES OFFERED: Recording service, program producing, script service, phonograph records, talent and production service in foreign-language and domestic programs.

William Gernannt

521 Fifth Ave., New York, N. Y. Phone, VANDerbilt 6-1750. SERVICES OFFERED: Package shows.

Ghostwriters Bureau

17 East 49th St., New York, N. Y.
Phone, Wickersham 2-8996. Director,
Fred E. Baer. SERVICES OFFERED:
Writing of radio speeches.

John Gibbs & Co.

9 Rockefeller Plaza, New York, N. Y.
Phone, Columbus 5-6402. Owner, John
Gibbs; Director, Fred Weihe. SERVICES
OFFERED: Program production, scripts.

**Arthur M. Godfrey
Productions**

808 Earle Bldg., Washington 4, D. C.
Phone, Metropolitan 3200. Owner, Ar-
thur M. Godfrey; Secretary, M. Richard-
son. SERVICES OFFERED: Arthur
Godfrey Package.

**Harry S. Goodman
Radio Productions**

19 East 53rd St., New York, N. Y.
Phone, WI. 2-3338. Owner, Harry S.
Goodman BRANCH OFFICES: Ameri-

can National Bank Bldg., Chicago, Ill.;
206 S. Spring St., Los Angeles, Calif.
SERVICES OFFERED: Custom-built
radio programs; syndicated transcrip-
tions; spot announcement production.

**Gordon Broadcasting &
Publishing Co.**

355 S. Broadway, Los Angeles, Calif.
Phone, Ma. 8620. Producer, Edgar Gor-
don. SERVICES OFFERED: Program
production, English, Spanish, Hunga-
rian and German language.

Gordoni Radio Productions

Hotel Crillon, 1258 S. Michigan Blvd.,
Chicago, Ill. Phone, CALumet 6700-
1370. Owner-Manager, Lilla Gordoni:
Musical Director, Grace Ingraham; Voice
Coach, Rita Mudra, Radio and Television;
Dramatic Coach, Marguerite Clark. REP-
RESENTATIVE: Juliet Heath, 201 West
49th St., New York, N. Y. SERVICES
OFFERED: Program production, scripts,
radio and television training, talent, re-
cording auditions.

radio production

WOLF ASSOCIATES, Inc.

in all its phases

EDWARD WOLF, General Manager

RKO BLDG

RADIO CITY, N. Y.

Columbus 5-1621

Jean V. Grombach, Inc.

(Business suspended for the duration of the war).

Melchor Guzman Co., Inc.

9 Rockefeller Plaza, New York 20, N. Y. Phone, Circle 7-2450. Manager, A. M. Martinez. SERVICES OFFERED: Program production, script library (for use in South American radio stations).

Leland Hayward, Inc.

444 Madison Ave., New York, N. Y. Phone, ELdorado 5-4100. Radio Director. Lawrence White. BRANCH OFFICE: Hayward-Deverich, Inc., 9200 Wilshire Blvd., Beverly Hills, Calif. Phone, Crestview 1-5151. Radio Director, Barron Polan. SERVICES OFFERED: Program production.

George Heid Productions

1005 Century Bldg., Pittsburgh, Pa. Phone, GRant 3696. Owner, George Heid; Recording Engineer, Gene Romer; Musical Director, Al Marsico. SERVICES OFFERED: Program production, continuity, recording, transcriptions transcribed spot announcement production, air checks, slide film recordings.

Hispano Broadcasting Co.

105 E. First St., Los Angeles 12, Calif. Phone, MICHigan 4433. Manager, Tony Sein. SERVICES OFFERED: Spanish program production.

William F. Holland Agency

Hotel Sinton, Cincinnati, Ohio. Phone Main 3450. Owner, William F. Holland: Program Director, W. Covell; Production, Paul West; Statistician, John Brown; Continuity Chief, Jim Parsons; Art Director, P. O'Brien; Office Manager, D. E. Holland; Merchandising, L. Williams. SERVICES OFFERED: Program production, transcriptions.

Hollywood Transcriptions

4918 Santa Monica Blvd., Los Angeles 27, Calif. Phone, Normandie 2-3889. Partnership: J. Elmer Keefer and Robert E. Morris. SERVICES OFFERED: Transcribed programs and producing.

Hummert Radio Features

247 Park Ave., New York, New York. Phone, WICKersham 2-2700. Partners:

Frank & Anne Hummert. SERVICES OFFERED: Program production, scripts, and package shows.

**Inter-California
Broadcasting System**

247 Broadway, Los Angeles 12, Calif. Phone, Mutual 2759. Manager, Gustavo Faist Moran; Sales Manager, Juan Ortiz; Secretary-Continuity Writer, Margaret Lamar. SERVICES OFFERED: Production of Spanish Language Programs on XEGM 950 Kc. Tijuana, Lower California, Mexico.

Estella H. Karn

56 West 45th St., New York, N. Y. Phone, VANDerbilt 6-3860. SERVICES OFFERED: Program production.

**Kasper-Gordon Studios,
Inc.**

140 Boylston St., Boston 16, Mass. Phone, Devonshire 7357. President and Production Manager, Edwin H. Kasper; Treasurer and Director of Commercial Dept., Aaron S. Bloom; Recording Manager, Robert W. Graham; Office Manager, Production, Wm. Flygare, Recording, Merrill Towne, Secretary. SERVICES OFFERED: Custom-built live-talent and transcribed programs, syndicated programs, studio recordings airchecks, program production scripts talent, music library for foreign countries.

Kent-Johnson, Inc.

34 West 53rd St., New York, N. Y. Phone, PLaza 3-7246. President, Alan Kent; Executive Vice-President, Austen Croom-Johnson. SERVICES OFFERED: Program and spot announcement production, program consultants.

**Kermit-Raymond
Corporation**

745 Fifth Ave., New York, N. Y. Phone, ELdorado 5-5511. President-Treasurer, William J. McCambridge Vice-President & General Manager, Raymond R. Green; West Coast Sales Manager, Scrappy Lambert, 9671 Burton Way, Beverly Hills, Calif. REPRESENTATIVES: F. R. Jones, 228 N. La Salle St., Chicago, Ill.; Alonzo Hawley, Bulkley Bldg., Cleveland, Ohio; John E. Allen, Inc., Rochester, N. Y. SERVICES OFFERED: Production of live and transcribed program shows, scripts.

Bob Kerr

30 Rockefeller Plaza, New York, N. Y. Phone, COLUMBUS 5-8051. Ben Pratt, Publicity; Bob Coe, Agency Contact; Pete King, Arranger; Bernie Weissman, Jerry Bittick, Arrangers; Clara Frim, Office Manager. SERVICES OFFERED: Program production, talent promotion.

King-Trendle Broadcasting Corp.

1700 Stroh Bldg., Detroit 26, Mich. Phone, Cherry 8321. President-Treasurer, George W. Trendle; Vice-President, John H. King; General Manager-Secretary, H. Allen Campbell; Assistant Commercial Manager, James G. Riddell; Advertising-Sales Promotion-Publicity Manager, Lambert B. Beeuwkes; Traffic Manager, Bess Ashton. REPRESENTATIVE: Paul H. Raymer Co. SERVICES OFFERED: Program production of Lone Ranger, Green Hornet, Ned Jordan-Federal Ace, Challenge of the Yukon, for network, national spot, and local use.

Landau Broadcasting Service

270 Broadway, New York, N. Y. Phone, RECTOR 2-5341. Program Director, Herman Younglieb. SERVICES OFFERED: Original foreign-language programs and production, talent.

Langlois & Wentworth, Inc.

420 Madison Ave., New York, N. Y. Phone, ELdorado 5-1620. President, C. O. Langlois; Vice-President, W. M. O'Keefe. SERVICES OFFERED: Specialized service for advertisers and advertising agencies of commercial radio programs, both live and recorded, dramatic and musical. Facilities for writing, casting and production.

Phillips H. Lord, Inc.

501 Madison Ave., New York, N. Y. Phone, Wickersham 2-2211. President, Phillips H. Lord; General Manager, Dorothy E. Levy. SERVICES OFFERED: Radio production.

FOR YOUR RECORDS

45 "tried-and-true" transcribed programs (THE SHADOW, and other high Hooper-Crossley rated shows) . . .

Over 10,000 individual, distinctive sound effects . . . Sparkling "live" shows (NICK CARTER,

CHICK CARTER, etc.) keyed to network and local markets.



The Charles Michelson organization stands ready to serve your radio needs—as it has for many others—some for as long as ten years. You can depend on Charles Michelson. Call or write . . .

CHARLES MICHELSON

PIONEER PROGRAM PRODUCERS — SINCE 1934

MURRAYHILL 2-3376

67 WEST 44th STREET
NEW YORK 18, N. Y.

MURRAYHILL 2-5168

C. P. MacGregor

729 So. Western Ave., Hollywood, Calif. Phone, Fitzroy 4191. President, C. P. MacGregor; Treasurer, Paul Quan. SERVICES OFFERED: Transcription library productions; dramatic and musical custom-built programs; recording studios.

Ted MacMurray

333 N. Michigan Ave., Chicago, Ill. Phone, Central 7980. SERVICES OFFERED: Program production.

Management Corp. of America

745 Fifth Ave., New York, N. Y. Phone, Wickersham 2-8900. Executive Vice-President, Herbert I. Rosenthal; Vice-President, Jack Bertell. SERVICES OFFERED: Program production, package shows.

Charles Martin Productions

410 East 57th St., New York, N. Y. Phone, PLaza 8-0045. SERVICES OFFERED: Complete program production service. Scripts, direction, casting.

Alexander McQueen

185 East Chestnut St., Chicago, Ill. Phone, Superior 9139. Manager, Alexander McQueen; Secretary-Script Writer, E. R. Junge. SERVICES OFFERED: Program productions, scripts, research, spot announcements. Owner of "Nothing But the Truth."

Fred C. Mertens & Associates

849 South Gramercy Drive, Los Angeles 5, Calif. Phone, Drexel 9031. President, Fred C. Mertens; Program Department, Al F. Williams; Script Department, Sparks Stringer; Sales, Stuart S. Shackleton, Kenneth M. Foote; Secretary, C. Oroco. SERVICES OFFERED: Program production, transcriptions, commercial copy service.

Metropolitan Broadcasting Service Limited

21 Dundas Square, Toronto 1, Ont., Canada. Phone, Adelaide 0181. President, Ken Soble; Sales Manager, F. C. Hobart; Secretary, Jean Holt; Production-Program Director, Harvey Dobbs; Chief Engineer, Harold Everett. SERVICES OFFERED: Program production, scripts, direction, recorded programs, talent.

Charles Michelson Radio Transcriptions

67 West 44th St., New York, N. Y. Phone, MURray Hill 2-3376. President, Charles Michelson; General Manager, A. Michelson. REPRESENTATIVES: 1344 S. Flower St., Los Angeles, Calif. Phone, Prospect 2035. Manager, Philip Johnson; South First & Second Sts., Richmond, Ind. Phone, 1117. Manager, Ryland Jones. SERVICES OFFERED: Transcribed program representative, sound effect record library, distributor of transcribed programs ("The Shadow, Gennett-Speedy-Q sound effects records, Earnshaw Radio Productions, Walter Biddick Co., Radio Transcriptions Co. of America, Transcription Record Albums Co.).

Michelson & Sternberg, Inc.

67 W. 44th St., New York, N. Y. Phone, MURray Hill 2-5421. President - Secretary, Aaron Michelson; Vice-President, Charles Michelson; Assistant Treasurer, Martin Diamond. SERVICES OFFERED: Exporters of transcription programs and sound effect records.

Microphone Playhouse

151 North Craig St., Pittsburgh, Pa. Phone, Schenley 2221. Director, Marjory Stewart; Assistant Director, Hully McFarland; Executive Secretary, Edith R. Russell; Secretary, Helen Maher; Sound Technician, George Meyer. SERVICES OFFERED: Program production and announcers training.

Moonbeams Broadcasts, Inc.

20 West 47th St., New York 19, N. Y. Phone, BRyant 9-5280. President, George Shackley; Secretary-General Manager, Lillian Stewart; Publicity Director, Gilbert Braun. SERVICES OFFERED: Musical and script programs talent.

Raymond R. Morgan Co.

6362 Hollywood Blvd., Hollywood, Cal. Phone, Hempstead 4194. President, Raymond R. Morgan; Manager, R. E. Messer. SERVICES OFFERED: Program production.

William Morris Agency, Inc.

1270 Sixth Ave., New York, N. Y. Phone, Circle 7-2160. Executive-in-Charge of Radio, William B. Murray.

PROFESSOR QUIZ
JOE & ETHEL TURP
RACE AGAINST TIME
COUNTY FAIR
YOU WERE MEANT TO BE A STAR

(with Dorothy Arzner)

• • •

WILLIAM GERNANNT

521 FIFTH AVE., NEW YORK

Vanderbilt 6-1750

**GENERAL AMUSEMENT
CORPORATION**



THOMAS G. ROCKWELL, *President*

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

NEW YORK • CHICAGO • CINCINNATI • HOLLYWOOD

BRANCH OFFICES: 203 N. Wabash Ave., Chicago, Ill. Phone, State 3632. Executive-in-Charge, Wallace Jordan; 202 N. Canon Drive, Beverly Hills, Calif. Phone, Crestview 1-6161. Executive-in-Charge, George Gruskin, Keith Bldg., Cleveland, Ohio. Phone, Main 1525. Executive-In-Charge, Pat Lombard. SERVICES OFFERED: Production of package shows.

Motion Picture Productions, Inc.

(General Broadcasting System, Inc.)

620 West Superior Ave., Cleveland, Ohio. Phone, Prospect 4900. President-Treasurer, Donald C. Jones; Production Manager, Robert Haviland; Sound Engineer, Robert Arbogast; Editorial, Arthur J. Beiler. BRANCH OFFICES: General Broadcasting System, Inc., 518 Buhl Bldg., Detroit, Mich. Phone, Cherry 0400. SERVICES OFFERED: Program production, mobile and studio recording.

Music Corporation of America

745 Fifth Ave., New York, N. Y. Phone, Wickersham 2-8900. Executive Vice-President, David A. Werblin; Vice-President, A. Bart McHugh; Vice-President, Charles Miller; Vice-President-Radio Director, Harold Hackett. BRANCH OFFICES: 430 N. Michigan Ave., Chicago, Ill. Phone, Delaware 1100. Manager, Maurie Lipsey; MCA Square, Beverly Hills, Calif. Phone, Bradshaw 23211. President, J. C. Stein; Manager, Taft Schreiber; Union Commerce Bldg., Cleveland, Ohio. Phone, Cherry 6010. Manager, DeArv G. Barton; Tower Petroleum Bldg., Dallas, Texas. Phone 2-1448. Manager, Norman Steppe. SERVICES OFFERED: Production, package shows, talent.

Music Maker Productions

154 E. Erie St., Chicago, Ill. Phone, Delaware 5686. Owner, Wendell Hall. SERVICES OFFERED: Production of one-minute musical spot programs.

AIR FEATURES, Inc.

247 PARK AVENUE

NEW YORK CITY

Dear Trade:

Once upon a time there was a radio copywriter who was called upon by his friend. This occurred at the residence of the radio copywriter which was, and had been for some time an insane asylum. The friend found the copywriter beating a typewriter and inquired what the copywriter was doing. The reply to that was that he, the copywriter, was writing himself a memo. He was questioned as to what he was writing himself. The reply was that how the hell would he know, he wouldn't get it until tomorrow!

It happens all the time—but there's always Kent-Johnson, Inc. and believe us this corporate body is at all times ready, willing and able to fly to your aid in time of need. What do we do? Almost anything. Get tickets to "Oklahoma," fib to a client's wife and call on copywriters in insane asylums—who are very kind and who leaves us the loan of their straitjackets.

But mostly we do commercial songs. We're handled by the Morris office.

Cordially

KENT-JOHNSON, Inc.

Alan Kent

Austen Croom-Johnson

PROGRAM PRODUCERS

Muzak Transcriptions, Inc.

151 West 46th St., New York, N. Y. Phone, BRyant 9-1247. Chairman of Board, C. M. Finney; President, K. R. Smith; Vice-President and Treasurer, John R. Andrus. SERVICES OFFERED: Vertical and lateral recordings, off-the-line recordings, air checks, reference or audition recordings, recording service for advertisers and agencies, custom-built recordings, transcription library, pressing and processing, program consultants, production, scripts, talent.

•

E. K. Nadel

1600 Broadway, New York, N. Y. Phone, CIrcle 6-8861. General Manager, E. K. Nadel; Assistant Manager, Tom Kirby; Art Department Manager, Frank Smith; Treasurer, Marian Mack. SERVICES OFFERED: Program production.

•

National Concert & Artists Corp.

711 Fifth Ave., New York, N. Y. Phone, PLaza 3-0820. President, A. H. Morton; Vice-President, O. O. Bottorff; Vice-President, Marks Levine; Vice-President, Daniel S. Tuthill; Vice-President, Victor B. Brown; Vice-President, Charles B. Smith; Secretary-Treasurer, Thomas Reilly. BRANCH OFFICES: Merchandise Mart, Chicago, Ill. Phone, Superior 4042. Vice-Presidents, Sam Harrington, Theo. McCoy; Sunset at Doheny, Los Angeles, Calif. Crestview 1-7121. Vice-Presidents, Helen Ainsworth, Norma Rinehart; 111 Sutter St., San Francisco, Calif. Executive-In-Charge, Alex Haas. SERVICES OFFERED: Program production, talent management.

•

National Radio Advertising Agency

4005 Mary Ellen Ave., North Hollywood, Calif. Phone, State 4-4813. President, D. D. Crawford; Vice-President, J. D. Crawford. SERVICES OFFERED: Producers and distributors of transcribed programs.

•

Nationalities Broadcasting Association, Inc.

512 Carnegie Hall, 1220 Huron Rd., Cleveland, Ohio. Phone, Main 4057. President, J. M. Lewandowski; Executive Secretary-Treasurer, Frederick C. Wolf;

PROGRAM PRODUCERS

Chairman of the Board of Directors, M. Autoncic. SERVICES OFFERED: Production of foreign-language and English programs and spot announcements.

NBC Radio-Recording Division

Radio City, New York, N. Y. Phone, Circle 7-8300. Vice-President, C. Lloyd Egner; Business Manager and Sales Manager, Robert W. Friedheim; Assistant Sales Manager, Willis B. Parsons; Program Manager, Morris W. Hamilton; The-saurus; Program Manager, Norman L. Cloutier; Office Manager, Henry P. Hayes. BRANCH OFFICES: Merchandise Mart, Chicago, Ill. Phone, Superior 8300. Manager, Frank E. Chiz-zini; Sunset and Vine St., Hollywood, Calif. Phone, Hollywood 6161. Trans-Lux B'dg., Washington, D. C. Phone, Republic 4000. Manager, E. William Young. SERVICES OFFERED: NBC Thesaurus Program Library, custom-built programs, simultaneous recordings of network and studio programs, recording service for advertisers and agencies, syndicated recorded programs, reference or audition recordings, NBC Orthacoustic transcriptions.

Lilian Okun, Inc.

2 West 67th St., New York, N. Y. Phone, TRafalgar 7-8916. President-Manager, Lilian Okun. SERVICES OFFERED: Program production, live and transcribed, talent, package programs, scripts.

Pan American Broadcasting Co.

330 Madison Ave., New York, N. Y. Phone, MURray Hill 2-0811. Manager, E. Bernald. REPRESENTATIVES: F. R. Jones, 228 N. La Salle St., Chicago, Ill.; Alonzo Hawley, 1635 East 25th St., Cleveland, Ohio. SERVICES OFFERED: Transcriptions, program production, script service, talent bookings for Latin American and export fields.

Jack Parker & Associates

6513 Hollywood Blvd., Hollywood 28, Calif. Phone, Granite 7584. President, Jack Parker; Vice-President, Don Masters; Station Relations Manager, Betty Underwood; Script Editor, Ray Bond; Acting Script Editor, Ross Van Neibroc;



HAROLD STEIN

*"Photographer to
Radio's Royalty"*

GRATEFULLY
ACKNOWLEDGES
AND THANKS

THE BLUE NETWORK
CAFE SOCIETY UPTOWN
RADIO STATION WMCA
LORD TARLETON HOTELS
YOUNG & RUBICAM
THE MUTUAL BROADCAST-
ING SYSTEM
THE MENNEN COMPANY
H. A. BRUNO ASSOCIATES
J. WALTER THOMPSON
AND THANKS THEM
FOR THEIR PATRONAGE

*Studios: 37 West 47th Street
By Appointment Only*

LO. 3-6177

Music Editor, Harold Graham; Music Director, Dr. David Royal, Jr.; Associate Producer Ray Van Niebroc; Script Writers, R. Van Hill, B. Underwood, J. Parker, H. Graham, Bill Starr, H. Davidson. **SERVICES OFFERED:** Program production, scripts, music direction, live-talent and transcribed programs.

Leo J. Paulin & Associates

1627 "K" St., N.W., Washington 6, D. C. Phone, National 9349. **SERVICES OFFERED:** Program ideas, production, scripts.

Peterson Radio Productions

1457 Broadway, New York 18, N. Y. Phone, WISconsin 7-0069. Producer-Director, Donald Peterson; Script Writers, Wilhelmina Fox, Faith Ellen Smith; Engineer, M. P. Fruchy. **SERVICES OFFERED:** Production of religious programs, recording.

Polish Broadcasting Bureau

754 Fillmore Ave., Buffalo, N. Y. Phone, Cleveland 6876. Owner, Joseph F. Mikolajczak; Secretary, Emily Mikolajczak. **SERVICES OFFERED:** Program production (Polish).

Premier Radio Enterprises Inc.

1218 Olive St., St. Louis, Mo. Phone, Garfield 3395. President, H. S. Somson; Vice-Presidents, Wilson Dalzell, David A. Somson; Secretary, Jerome M. Yawitz. **SERVICES OFFERED:** Producing and recording of custom-built transcriptions, phonograph records, national and regional broadcasts, war and film recording, sales presentations.

George Logan Price, Inc.

946 South Normandie Ave., Los Angeles 6, Calif. Phone, FEderal 7372. President, G. L. Price. **SERVICES OFFERED:** Transcribed programs, program

A PROGRAM OF
CHRISTIAN GUIDANCE AND
INSPIRATION

HAVEN
OF
REST

TENTH CONSECUTIVE YEAR ON
THE AIR

**COAST TO COAST
SHORT WAVE AROUND
THE WORLD**

3660 TRACY STREET
LOS ANGELES, 26
CALIF.



"10"
First Mate Bob

production, transcription library, scripts and continuity, commercial copy.

Quality Comic Group

415 Lexington Ave., New York, N. Y. Phone, MU 2-5877. Publisher, E. M. Arnold; Editor, G. E. Brenner; Manager Radio Dept., Enid Hager. SERVICES OFFERED: The Radio and Motion Picture Department of the Quality Comic Group handles the sale, scripts and production of radio shows based on the characters and features established and controlled by The Quality Comic Group. Also the sale of motion picture and television rights.

Radio Centre Limited

74 Wellington St., West Toronto, Ont., Canada. Phone, Waverly 2036. General Manager, D. Spencer Grow; Vice-President, Stewart L. Grow; Transcription Supervisor, Frances Morrison. BRANCH OFFICE: 8011 112th Ave., Edmonton, Alberta. Morgan H. Pitcher, Western Manager. SERVICES OFFERED: Syndicated transcriptions.

Radio Events, Inc.

535 Fifth Ave., New York 17, N. Y. Phone, MURray Hill 6-3487. President, Martin Lawrence. SERVICES OFFERED: Production, scripts, casting.

Radio Features of America

37 West 46th St., New York 19, N. Y. Phone, BRyant 9-9622. Executive Director, Alma Sandra Munsell; Director of Programs and Production, Oliver W. Nicoll. SERVICES OFFERED: Program production and consultation, package live shows, syndicated transcriptions, scripts, talent.

Radio Producers of Hollywood

930 N. Western Ave., Hollywood, Calif. Phone, HOLlywood 6506. OWNER: Lou R. Winston. SERVICES OFFERED: Transcribed feature programs.

Radio Programme Producers

1440 St. Catherine St., West, Montreal, Que., Canada. Phone, Marquette

ALTON ALEXANDER

PRODUCTIONS

Writing, producing and directing

1943

The General Electric Hour of Charm

(B. B. D. & O.)

“The Show of Yesterday and Today”

with Blue Barron's Orch.
(Federal Security Agency)

“What Is Your War Job”

with Woody Herman's Orch.
(War Manpower Commission)

“Soldiers of Production”

(War Production Board)
Glen Gray Orchestra
Tiny Hill's Orchestra
Vincent Lopez Orchestra
Teddy Powell Orchestra
Tony Pastor Orchestra
Will Osborne Orchestra

“Topics for Today”

with Tommy Tucker's Orch.
(United States Navy and O.W.I.)

“Your Town's War Job”

with Lionel Hampton's Orch.
(U. S. Employment Service)

FEATURE BUREAU

BERT NEVINS, *Manager*

Scripts-Productions

(Women's Programs)

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

MURray Hill 2-9086

1182. Producers, Paul L'Anglais, Simon L'Anglais; Associate Producers, Gil Wall, B. Hogue, Jac Des Bailleis; Secretary-Treasurer, Roger Gauvin. BRANCH OFFICE: Hotel Statler, Buffalo, N. Y. Producer, Gilbert Wall. SERVICES OFFERED: Program production, recording.

Radio Results

8641 Escanaba Ave., Chicago, Ill. Phone, South Chicago 5374. President, Z. George Jaworowski; Secretary, Adela Walton. SERVICES OFFERED: Program production (foreign language). scripts, translations.

Radio Subsidiaries

Hotel Schenley, Pittsburgh, Pa. Phone, Mayflower 6400, Schenley 4055. President, William G. Beal; Vice-President & Treasurer, William R. Cullinson. SERVICES OFFERED: Program and spot announcement production, transcribed programs, scripts, talent.

Religious News Service

381 Fourth Ave., New York, N. Y.

Phone, Murray Hill 3-8246. Managing Editor, Louis Miniky; News Editor, George Dugan; Catholic Editor, Thomas F. Doyle. SERVICES OFFERED: Production of weekly religious news scripts.

Robinson Recording Laboratories

35 S. Ninth St., Philadelphia, Pa. Phone, Walnut 6800. Owner, W. P. Robinson; John Eckman, Recording Engineer; Wendel Martin, Production. SERVICES OFFERED: Electrical transcriptions, standard phonograph records, dramatized spot announcements, casting, scripts, production.

Rockhill Radio, Inc.

18 East 50th St., New York, N. Y. Phone, ELdorado 5-1860. President, Stanley J. Wolf; Vice-President, Emanuel Wolf; Recording Manager, E. Rosenthal; Chief Engineer, "Wally" Wolsky; Office Manager, Janet Taylor. REPRESENTATIVES: Dave Pinchot, Chicago, Ill. SERVICES OFFERED: Transcription and recording service, production, syndicated programs, script service.

PHIL COHAN

Producer-Director

"GARRY MOORE

JIMMY DURANTE

SHOW"

CAMEL CIGARETTES

WM. ESTY AGENCY

Richard Stark & Co.

30 Rockefeller Plaza

New York 20, New York

Circle 6-7337

RADIO PRODUCTION

RICHARD STARK
WILLIAM MEEDER
N. FREDERICK WEIHE

The Rocky Mountain Radio Council, Inc.

21 East 18th Ave., Denver, Colo. Phone, Keystone 5306. Director, Robert B. Hudson; Production Director, Jack Weir Lewis; Engineers, Vern Curnow, Tom Harvey; Research, W. M. Spackman; Secretary, Nancy Reid. SERVICES OFFERED: Production of public service programs in Colorado and Wyoming. This organization works in cooperation with its member agencies, consisting of education and civic organizations, colleges, public school systems, etc.

Saltimeiras Radio Advertisers

6912 South Western Ave., Chicago, Ill. Phone, Prospect 4050. Program Producer, Paul B. Saltimeiras; Musical Director, Joseph Sauris; Music Librarian, Florence Balsis; Business Manager, Julia Saliner. SERVICES OFFERED: Program production (foreign language).

James L. Saphier Agency

6331 Hollywood Blvd., Hollywood 28,

Calif. Phone, Hollywood 7211. Owner, J. L. Saphier; Associate, Alfred Levy; Production Manager, Tom A. McAvity. SERVICES OFFERED: Sales and production of package shows and talent.

Joseph C. Schramm Studios

4000 Canal St., New Orleans, La. Phone, Galvez 5914. Owner, Joseph C. Schramm; Supervisor, Josephine Martinez. SERVICES OFFERED: Program production, recording, transcriptions.

Bernard L. Schubert, Inc.

509 Madison Ave., New York, N. Y. Phone, PLaza 3-4670. President, Bernard Schubert; Saul Reiss, May Bolhower, C. S. Lieberman. SERVICES OFFERED: Program production, talent representation.

Sellers, Inc.

912 Commerce St., Dallas, Texas. Phone, C-5978. President, J. E. Sellers. SERVICES OFFERED: Program production, recordings, transcriptions.

C. P. MacGregor

Presents

**HOLLYWOOD
RADIO THEATRE**

(Skippy Peanut Butter)

Among Recent Guest Stars: JOAN BENNETT, HERBERT MARSHALL, RODDY McDOWALL, MARGO, JANE WITHERS, MARTHA O'DRISCOLL

**MAJOR BOWES
AMATEURS**

10th Year on the Air . . .

for

Plymouth

Dodge

DeSoto

Chrysler

Service Programs

535 5th Ave., New York 17, N. Y. Phone, MURray Hill 6-3489. General Manager, Gladys Miller. SERVICES OFFERED: Scripts, promotion, programming, production, merchandising.

Edward Sloman Productions

300 S. McCadden Pl., Los Angeles 5, Calif. Phone, WALnut 6813. Producer-Director, Edward Sloman. SERVICES OFFERED: Syndicated programs and transcriptions, custom-built programs.

J. Hall Smith Recording Studios

312 Madison Theatre Bldg., Detroit, Mich. Phone, Cherry 6550. Owner-Manager, J. Hall Smith; Scripts, Douglas Wright; Sales Representative, W. S. Tygard; Office Manager, H. L. Theodore. SERVICES OFFERED: Scripts, transcriptions, records, portable recordings, program production, line and air checking.

Sound Studios, Incorporated

1124 Vermont Ave., Washington, D. C. Phone, Republic 1984. President, Robert J. Coar; Vice-President, Helen B. Coar; Gen. Mgr., Hardy Burt; Sales Manager, Steve Carpenter; Office Manager, Jean Fisher. SALES REPRESENTATIVES: Muzak Transcriptions, Inc., 151 West 46th Street, New York, N. Y. Phone, BRyant 9-1246. Vice-President, K. R. Smith; General Sound Corp., 29 West 57th St., New York, N. Y. Phone, PLaza 0-3015. President, E. V. Brinckerhoff. SERVICES OFFERED: Transcriptions, program production.

The Sound Workshop

445 S. La Cienega Blvd., Hollywood 36, Calif. Phone, BRadshaw 2-1233. Owner, Robert E. Grey. SERVICES OFFERED: Program production, transcription service.

Henry Souvaine, Inc.

30 Rockefeller Plaza, New York, N. Y. Circle 7-5666. General Manager, David Hale Halpern; Business Executives, Henry Souvaine, Max Chopnick, Archibald U. Braunfeld, Geraldine Souvaine, Harry W. Hoff, Jr.; Producers, Henry Souvaine, David Hale Halpern, Frank Phares, Harry W. Hoff, Jr.; Associated

Directors, Chick Vincent, Carlo de Angelo, Wm. Neal, John Dietz. SERVICES OFFERED: Package shows (live and transcribed), scripts, production, public relations consultants.

Richard Stark & Company

30 Rockefeller Plaza, New York 20, N. Y. Phone, Circle 6-7337. Richard Stark, William Meeder, Fred Weihe. SERVICES OFFERED: Program builders, producers, and consultants.

Irving Strouse

151 W. 74th St., New York, N. Y. Phone, TRafalgar 7-4695. SERVICES OFFERED: Program production, scripts.

Telecast Productions, Inc.

30 Rockefeller Plaza, New York 20, N. Y. Phone, COlumbus 5-6424. President, Myron Zobel; Secretary, E. A. Freeman; Treasurer, William S. Greene, Jr. SERVICES OFFERED: Package shows for radio and television.

Transamerican Broadcasting & Television Corp.

1 East 54th St., New York, N. Y. Phone, PLaza 5-9800. President, John L. Clark; Executive Vice-President, E. J. Rosenberg. SERVICES OFFERED: Live and transcribed programs.

Transcribed Radio Shows

2 West 47th St., New York 19, N. Y. Phone, LOngacre 5-3440. President, M. E. Moore; Manager, R. Green. SERVICES OFFERED: Custom-built shows, spot announcement production, listener participation transcribed programs.

Transtudio Corp.

473 Virginia St., Buffalo, N. Y. Phone, Cleveland 1160. Vice-President-Treasurer, James W. Gillis, Jr. SERVICES OFFERED: Transcribed radio programs, script programs, production, studio recordings, educational recordings, off-the-air checks.

United Radio Shows (United Press)

220 East 42nd St., New York, N. Y. Phone, MURray Hill 2-0400. Manager, C. Edmonds Allen. SERVICES OFFERED: Production for radio of news service, news scripts, news research and package news shows.

United States Recording Co.

1121 Vermont Ave., N. W., Washington, D. C. Phone, District 1640. General Manager, Joseph Tait; Business Manager, Rhoda Golden; Chief Engineer, John J. Davis. SERVICES OFFERED: Recording and transcription service, script and production service, air checks of domestic and shortwave broadcasts.

Thomas J. Valentino, Inc.

1600 Broadway, New York, N. Y. Phone, Circle 6-4675. Production Manager, Thomas J. Valentino; Secretary, Elsie G. Valentine; Director, D. J. Valentine. SERVICES OFFERED: Custom transcriptions, recordings on wax or film, sound effects library.

Videor Productions

(Div. of Video and Sound Enterprises)

P. O. Box 517, Omaha, Nebr. Phone, HA 6446. General Manager, Franklin O. Pease. BRANCH OFFICE: 709 Fidelity Bldg., Kansas City, Mo. SERVICES OFFERED: Program production, script service.

Owen Vinson & Co.

360 N. Michigan Ave., Chicago 1, Ill. Phone, Central 6769. Producer-Director, Owen Vinson; Writers, Pauline Hopkins, Louis Scofield. SERVICES OFFERED: Production of package shows and custom-built programs.

J. Franklyn Viola & Co.

152 West 42nd St., New York, N. Y. Phone, CHickering 4-3254. Manager J. Franklyn Viola. SERVICES OFFERED: Scripts, production, specializing in foreign-language programs, transcriptions.

WADC Cleveland Studios

241 Euclid Ave., Cleveland, Ohio. Phones, WA 8949, DI 0056. Partners, James J. Rattay and Paul Faut. SERVICES OFFERED: Production of foreign-language and English programs.

Carl Wester & Company

360 N. Michigan Ave., Chicago, Ill. Phone, Randolph 6922. President, Carl Wester. Writer, Irna Phillips. SERVICES OFFERED: Program production.

Roger White Radio Productions

521 Fifth Ave., New York, N. Y. Phone, MURray Hill 2-0295. Radio Producer, Roger White; Artists' Bureau, Marilyn Brandt. SERVICES OFFERED: Producing, writing, directing and publicizing radio productions.

Witte Radio Productions

1064 S. Genessee, Los Angeles 35, Calif. Phone, Webster 8716. Owner, Oscar Witte. SERVICES OFFERED: Program production, transcriptions.

Wolf Associates, Inc.

1270 Sixth Ave., New York, N. Y. Phone, Circle 7-4885. General Manager, Ed Wolf; Production Manager-Casting Director, Jack Rubin; Sales Manager, Paul Ross. BRANCH OFFICE: 6912 Hollywood Blvd., Hollywood, Calif. Phone, GLadstone 6679. Manager, L. Wolfe Gilbert. SERVICES OFFERED: Radio Production, talent.

World Broadcasting System, Inc.

711 Fifth Ave., New York, N. Y. Phone, WICKersham 2-2100. President, P. L. Deutsch; Executive Vice-President, A. J. Kendrick; Vice-President, Read H. Wright; Secretary, Milton Diamond; Treasurer, M. R. Rackmil; Station Relations Manager, A. B. Sambrook; Chief Engineer, Charles Lauda, Jr. SERVICES OFFERED: Custom-built transcriptions, processing, pressings, program ideas, production, scripts, talent, transcription program service library.

Frederic W. Ziv, Inc.

2436 Reading Road, Cincinnati, Ohio. Phone, University 6124. President, Frederic W. Ziv; Vice-President, William Ziv; Vice-President, John L. Sinn; Secretary, M. R. Ziv. BRANCH OFFICE: 485 Madison Ave., New York, N. Y. Phone, PLaza, 3-9612. Vice-Presidents, John L. Sinn, Chas. M. Gaines. SERVICES OFFERED: Live talent and transcribed programs.

for **C**raftsmanship
Remember
Columbia

COLUMBIA TRANSCRIPTIONS

New York . . . 799 Seventh Ave., Circle 5-7300

Chicago . . . Wrigley Bldg., Whitehall 6000

Hollywood . . . 6624 Romaine St., Granite 4134

COLUMBIA RECORDING CORPORATION - A SERVICE OF THE COLUMBIA BROADCASTING SYSTEM

TRANSCRIPTION COMPANIES

Acoustic Equipment Company

323 Walton Building, Atlanta, Ga. Phone, WALnut 6714. Owner and Manager, P. C. Bangs. SERVICES OFFERED: Recording of transcriptions of all types from studio, station or network; off-the-air recordings for checking programs; audition recordings; sound engineering and public address equipment.

Advertisers Recording Service, Inc.

113 West 57th St., New York, N. Y. Phone, CIRCLE 6-0141. (For detailed information see listing under Program Producers).

All-Canada Radio Facilities Limited

305 Victory Bldg., Toronto, Ont., Canada. Phone, ELgin 2464. Manager, G. F. Herbert; R. E. McGuire, F. W. Cannon. BRANCH OFFICES: Southam Bldg., Calgary, Alberta, Canada. Phone, M-7591. President, H. R. Carson; 802 Electric Railway Chambers, Winnipeg, Manitoba, Canada. Phone 96-861. Manager, P. H. Gayner; 923 Dominion Square Bldg., Montreal, Que., Canada. Phone, LANcaster 6400. Manager, Burt Hall; 543 Seymour St., Vancouver, B. C., Canada. Phone, MARine 9542. J. E. Baldwin. SERVICES OFFERED: Transcriptions, representative for transcription companies and stations.

Allied Record Mfg. Co.

1041 N. Las Palmas Ave., Hollywood, Calif. Phone, HOLlywood 5107. Louis I. Goldberg. Washington Representative: Jerry Mara; Phone, EXECutive 3792. SERVICES OFFERED: Processing and pressing of electrical transcriptions and phonograph records.

Arts Recording Studios & Recording Co.

29 West 57th St., New York, N. Y.

Phone, PLaza 8-0407. (For detailed information see listing under Program Producers).

Asch Recording Studios

117 West 46th St., New York 19, N. Y. Phone, BRyant 9-3137. President, Moe Asch; Office Manager, M. Distler. SERVICES OFFERED: Off-the-air and off-the-line transcriptions, commercial records, transcriptions, recordings and production.

Associated Music Publishers, Inc.

25 West 45th St., New York, N. Y. Phone, BRyant 9-0845. President, C. M. Finney. SERVICES OFFERED: Transcriptions, library, production, recording processing and pressing, both lateral and vertical, script (Muzak Transcriptions, Inc.).

Associated Releases

1310 N. Formosa Ave., Hollywood, Calif. Phone, HILLSide 0181. Script and transcription. (For detailed information see listing under Program Producers.)

Audio-Scriptions, Inc.

1619 Broadway, New York 19, N. Y. Phone, CIRCLE 7-7690. Manager, Ezekiel Rabinowitz. SERVICES OFFERED: Recordings and electrical transcriptions at the studio and on-the-spot; library of voices.

Beck Recording Studios

1722 Hennepin Ave., Minneapolis, Minn. Phone, ATLantic 8901. Script. (For detailed information see listing under Program Producers).

G. C. Bird & Associates

1745 N. Gramercy Place, Hollywood 28, Calif. Phone, HOLlywood 3981. (For



RADIO'S RATION K... NBC *Thesaurus*

As cleverly packaged as the Army's field food kit—as useful to radio as that scientifically designed Ration K—that's the NBC Thesaurus, the extensive musical library assembled by the NBC Radio-Recording Division for your field work in the battles of brands and sales.

It can save man-hours and production headaches . . . coin money . . . become a hard-hitting sales weapon.

Sales resistance crumbles and enthusiasm sprouts the moment these big names and fine music go to work.

There's Sammy Kaye, Xavier Cugat, Lawrence Welk, Vincent Lopez and other popular orchestras.

There's fine music ready and waiting in Norman Cloutier's "Memorable Music," Rosario Bourdon's Symphony, Allen Roth's "Symphony of Melody"—and many more.

And such great programs as: America Marches with the Goldman Band, Church in the Wildwood with John Seagle, Golden Gate Quartet—a long list of other tested favorites.

Thesaurus is complete, includes sales portfolio, exploitation suggestions, tie-up ideas and publicity material.

For details of what the NBC Thesaurus has done for others—can do for *you*—write today!

Also see advertisement page 666

National Broadcasting Co.



A Service of Radio Corporation of America

NBC RADIO-RECORDING DIVISION
AMERICA'S NUMBER 1 SOURCE OF RECORDED PROGRAMS

RCA Building, Radio City, New York, N. Y. . . Merchandise Mart, Chicago, Ill.
Trans-Lux Building, Washington, D. C. . . Sunset and Vine, Hollywood, Calif.

detailed information see listing under Program Producers).

Bost Records Co.

29 West 57th St., New York 19, N. Y. Phone, PLaza 3-8676. (For detailed information see listing under Program Producers).

Richard Bradley & Associates

20 North Wacker Drive, Chicago, Ill. Phone, Randolph 3549. (For detailed information see listing under Program Producers).

Brinckerhoff Studios Productions, Inc.

29 West 57th St., New York, N. Y. Phone, PLaza 3-3015. (For detailed information see listing under Program Producers).

Chicago Recording Co.

221 N. La Salle St., Chicago, Ill. Phone, Central 5275. President, L. S. Toogood; Secretary, Jane Fogelsanger. SERVICES OFFERED: Manufacture of electrical transcriptions.

Christensen Radio Services

306 S. Wabash Ave., Chicago, Ill. Phone, Webster 7795. (For detailed information see listing under Program Producers).

Columbia Recording Corporation

(A Subsidiary of the Columbia Broadcasting System)

799 Seventh Ave., New York, N. Y. Phone, Circle 5-7300. President, Edward Wallerstein; General Manager, Transcription Department, Robert J. Clarkson; Advertising Manager, Alex Steinweiss. BRANCH OFFICES: 6624 Romaine St., Hollywood, Calif. Phone, Granite 4134. Manager, Andrew J. Schrade; 410 N. Michigan Ave., Chicago, Ill. Phone, Whitehall 6000. Manager, Girard D. Ellis. SERVICES OFFERED: Recording, processing and manufacture of all types of electrical

transcriptions; manufacture and distribution of Columbia and Okeh records.

Consolidated Sound Laboratories

2013 N. 63rd St., Philadelphia, Pa. Phone, TRinity 8213. Owner-Chief Engineer, Raymond Norton; Sales Manager, R. C. Shive; Production Manager, Harvey Lamb. SERVICES OFFERED: Recording, processing, manufacture of recording equipment.

Continental Engineering Co.

3613 N. Green Bay Ave., Milwaukee 12, Wisc. Phone, Concord 7300. President, K. W. Kennedy; Vice-President, A. F. Jurack; Secretary-Treasurer, A. Blankenheim. SERVICES OFFERED: Commercial recording, manufacture and sale of public address systems and electronic devices.

Patrick Michael Cuning Productions

6530 Sunset Blvd., Hollywood, Calif. Phone, Hillside 5915. (For detailed information see listing under Program Producers).

Damon Transcription Laboratory & Sound Service

1221 Baltimore Ave., Kansas City, Mo. Phone, Victor 2585. (For detailed information see listing under Program Producers).

Decca Records, Inc.

50 West 57th St., New York, N. Y. Phone, Columbus 5-2300. President, Jack Kapp; Executive Vice-President, E. F. Stevens, Jr.; Manager Transcription Division, Edward Strauss. BRANCH OFFICES: Boston, Buffalo, Richmond, Detroit, Kansas City, Philadelphia, Chicago, St. Louis, Cincinnati, Cleveland, Minneapolis, Charlotte, Newark, Syracuse, Jacksonville, Oklahoma City, Houston, Atlanta, Memphis, New Orleans, Dallas, Pittsburgh, Washington, Los Angeles, San Francisco, Seattle, Hartford, Brooklyn, Milwaukee, Denver, San Antonio, Birmingham. SERVICES OFFERED: Custom-built electrical transcription records.

ARMY

NAVY

OWI

...but **YOU** are a
good customer, too

... for the fastest
transcription ser-
vice in the world!

TREASURY
CO-ORDINATOR
OF INTER-
AMERICAN
AFFAIRS

MUZAK, today is producing *three times* as many transcriptions as before the war...with specially heavy government orders for the Armed Forces and war agencies.

But **YOU** are a good customer, too...working hard in advertising agencies and radio stations.

And we are serving both!

Through this trying period of war-orders and war-shortages, there has been no deviation in the quality of our *Vertical Cut* and *Lateral Cut* transcriptions.

And in 1944, we hope to be able to continue our original standards of service: *the fastest transcription service in the world.*

To our loyal clients, new and old, a sincere "thank you" for your continued patience and continued business.

TRANSCRIPTIONS

•
**HIGH SPEED
PROCESSING**

•
VINYLITE PRESSINGS

•
Reference Recordings - Line recordings for supplemental radio coverage.

Send us your Acetate masters for processing and pressing. Gold spattering... the fastest processing and pressing service.

MUZAK
TRANSCRIPTIONS, INC.

A Division of Associated Music Publishers, Inc. Licensed under United States patents of Western Electric Company, Inc.

STUDIO AND RECORDING FACILITIES

NEW YORK
151 West 46th Street

WASHINGTON, D. C.
1124 Vermont Avenue

CHICAGO

www.americanradiohistory.com

PROCESSING AND PRESSING PLANT

NEW YORK
250 West 54th Street

Disco Recording Co., Inc.

Arcade Bldg., St. Louis, Mo. Phone, Chestnut 5937. President, Harry V. Cheshire; Chief Engineer, Gordon Sherman; General Manager, Bob Reichenbach; Secretary, Marie Sherman. SERVICES OFFERED: Production of programs and commercial announcements, studio recordings, portable recordings, off-the-line and off-the-air recordings, audition records, phonograph records.

Don Lee Productions

5515 Melrose Ave., Los Angeles, Calif. Phone, Hollywood 8111. (For detailed information see listing under Program Producers).

Walter P. Downs

Dominion Square Bldg., Montreal, Que. Phone, Marquette 6368. (For detailed information see listing under Program Producers).

Eccles Disc Recordings, Inc.

6233 Hollywood Blvd., Hollywood, Calif. Phone, Hillside 8351. (For detailed information see listing under Program Producers).

Electro-Vox Recording Studios

5546 Melrose Ave., Hollywood, Calif. Phone, GLadstone 2189. Owner and Manager, Bert B. Gottschalk. SERVICES OFFERED: "Air-Chek" service; recordings, electrical transcriptions, phonograph records.

Empire Broadcasting Corporation

480 Lexington Ave., New York, N. Y. Phone, PLaza 8-3360. (For detailed information see listing under Program Producers).

Essex Broadcasters, Inc.

3300 Union Guardian Bldg., Detroit 26, Mich. Phone, Cadillac 6117. General Manager, J. E. Campeau; Chief Engineer, George Funkey. SERVICES OF-

FERED: Airchecks, auditions, slide film sound, commercial transcriptions.

Exclusive Radio Features Company, Ltd.

14 McCaul St., Toronto, Ont., Canada. Phone, Adelaide 5112. (For detailed information see listing under Program Producers).

Federal Transcribed Programs, Inc.

101 Park Ave., New York, N. Y. Phone, Caledonia 5-7530. SERVICES OFFERED: Transcription service to order, off-the-air recordings, off-the-line recordings, audition recordings, transcribed programs.

Carl Fischer, Inc. Recording Studio

119 West 57th St., New York 19, N. Y. Phone, Circle 7-2965. Manager, Max Rittershausen; Studio Director, Rita Connally. SERVICES OFFERED: Transcriptions, off-the-air and studio recording, processing and pressing, studio facilities for location recording.

Harry E. Foster Agencies Limited

King Edward Hotel, Toronto, Can. Phone, ELgin 2134. SERVICES OFFERED: Transcriptions, off-the-air recordings, off-the-live recordings, audition recordings, transcribed programs; portable recording equipment also available.

Paul M. Frailey Productions

123 S. Broad St., Philadelphia, Pa. Phone, Pennypacker 8450. (For detailed information see listing under Program Producers)

Frankay & Jackson

48 West 48th St., New York, N. Y. Phone, LONGacre 5-0242. President-Chief Engineer, Frank Kay; Vice-President-General Manager, Harry Jackson;

Leadership

ALLIED

*Electrical Transcriptions
for Ten Years*

ALLIED RECORD MFG. COMPANY

1041 NORTH LAS PALMAS AVE.
HOLLYWOOD 38, CALIFORNIA
HOLLYWOOD 5107



601 EARLE THEATRE BUILDING
WASHINGTON 4, D. C.
EXECUTIVE 3792



SERVICES OFFERED: Transcription, off-the-air recordings, pressings, studio facilities.

General Broadcasting System

Rockefeller Bldg., Cleveland, Ohio. Phone, Prospect 4900. (For detailed information see listing under Program Producers).

General Sound Corp.

29 West 57th St., New York, N. Y. Phone, PLaza 3-3015. (For detailed information see listing under Program Producers).

Harry S. Goodman Radio Productions

19 East 53rd St., New York, N. Y. Phone, Wickersham 2-3338. (For detailed information see listing under Program Producers).

Donald C. Hallenbeck

562 Broadway, Albany, N. Y. Phone, 3-7724. Owner, Donald C. Hallenbeck; SERVICES OFFERED: Studio recordings, transcriptions, off-the-air recordings.

George Heid Productions

1005 Century Bldg., Pittsburgh, Pa. Phone, GRant 3696. (For detailed information see listing under Program Producers).

William F. Holland Agency

Hotel Sinton, Cincinnati, Ohio. Phone, Main 3450. (For detailed information see listing under Program Producers).

Hollywood Recording Co.

1731 N. Highland Ave., Hollywood, Calif. Phone, Gladstone 2191. Owner-

1. Modern high-fidelity recording equipment.

2. Air, line, and studio transcriptions. 24 hour service.

3. Luxurious studio, Johns-Manville acoustics, completely equipped for all kinds of radio production.

4. "Next door" location. Immediate delivery.

In the Heart of Radio Center

WJW NBC WINS CBS WNEW WMCA

Rockhill Radio, Inc.

18 East 50th ELdorado 5-1860

Technician, John Hirsch. **SERVICES OFFERED:** Recording service, air-checks, line-checks, transcriptions.

•

Hollywood Transcriptions

4918 Santa Monica Blvd., Los Angeles, 27, Calif. Phone, Normandie 2-3889. Partnership, J. Elmer Keefer and Robert E. Morris. **SERVICES OFFERED:** Transcribed Programs and Producing.

•

Kasper-Gordon Studios, Inc.

140 Boylston St., Boston 16, Mass. Phone, Devonshire 7357. (For detailed information see listing under Program Producers.)

•

John Keating

616 Studio Bldg., Portland 5, Ore. Phone, Beacon 1009. Owner, John Keating; Manager, James McLoughlin. **SERVICES OFFERED:** Recordings, transcriptions.

•

Kermit-Raymond Corporation

745 Fifth Ave., New York, N. Y. Phone, ELdorado 5-5511. (For detailed information see listing under Program Producers).

•

C. P. MacGregor

729 S. Western Ave., Hollywood, Calif. Phone, FITzroy 4191. (For detailed information see listing under Program Producers).

•

McDonald Recording & Engineering Service

415 N. Harper St., Los Angeles, Calif. Phone, Wyoming 0302. Manager, Clifford C. McDonald; Engineer, M. Hamilton Collins. **SERVICES OFFERED:** Recording, transcriptions, air-checks, recording studios.

•

Mercury Recording Studios

232 E. Erie St., Chicago, Ill. Phone, DELaware 4786. (For detailed informa-

tion see listing under Program Producers).

•

Fred C. Mertens & Associates

849 Gramercy Drive, Los Angeles 5, Calif. Phone, Drexel 9031. (For detailed information see listing under Program Producers).

•

Charles Michaelson Radio Transcriptions

67 West 44th St., New York, N. Y. Phone, MURray Hill 2-3376. (For detailed information see listing under Program Producers).

•

Mid-West Transcriptions, Inc.

4835 Minnetonka Blvd., St. Louis Park, Minn. Phone, Walnut 9131. President, H. D. Field; Manager-Recording Engineer, K. L. Seuker. **SERVICES OFFERED:** Custom-built programs, complete transcription service, programs, scripts, talent, production.

•

Miller Broadcasting System, Inc.

113 West 57th St., New York, N. Y. Phone, CIRCLE 6-0141. President, James A. Miller; Secretary-Assistant Treasurer, E. B. McCutcheon. **BRANCH OFFICE:** 7000 Santa Monica Blvd., Hollywood, Calif. Phone, Hillside 4929. **SERVICES OFFERED:** Program production, Millertape recording and editing, wax and instantaneous recording.

•

Muzak Transcriptions, Inc.

151 West 46th St., New York, N. Y. Phone, BRyant 9-1247. (For detailed information see listing under Program Producers).

•

NBC Radio-Recording Division

Radio City, New York, N. Y. Phone, CIRCLE 7-8300. Vice-President, C. Lloyd Egner; Business Mgr. and Eastern Sales

Manager, Robert W. Friedheim; Assistant Sales Manager, Willis B. Parsons; Program Manager, Morris W. Hamilton; Thesaurus Program Mgr., Norman L. Cloutier; Office Manager, Henry P. Hayes. BRANCH OFFICES: Merchandise Mart, Chicago, Ill. Phone, Superior 8300. Manager, Frank E. Chizzini; Sunset and Vine Sts., Hollywood, Calif. Phone, Hollywood 6161. Trans-Lux Bldg., Washington, D. C. Phone, Republic 4000. Manager, E. William Young. SERVICES OFFERED: NBC Thesaurus Program Library, custom-built programs, simultaneous recordings of network and studio programs, recording service for advertisers and agencies, syndicated recorded programs, reference or audition recordings, NBC Orthacoustic transcriptions.

Eugene O'Fallon, Inc.

Albany Hotel, Denver, Colo. Phone, Keystone 0178. Manager, Gene O'Fallon; Director, Frank Bishop. SERVICES OFFERED: Lateral transcriptions.

Pearl-Tone Recording Studios

309 Plymouth Bldg., Des Moines 9, Ia. Phone, 3-3626. Proprietor, Sidney J. Pearlman; Recorder, Milton R. Grady; Control Operator, William Green; Production, Rose Adler; Music, Helen Gale. SERVICES OFFERED: Air-checks, recording, dubbing, transcriptions.

Peterson Radio Productions

1457 Broadway, New York 18, N. Y. Phone, Wisconsin 7-0069. (For detailed information see listing under Program Producers).

Ralph L. Power

405-7 I. N. Van Nuys Bldg., Los Angeles 14, Calif. Phone, Madison 5617. Owner, Ralph L. Power. SERVICES OFFERED: Exporter and importer of transcribed programs.

Transcription Services

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

RADIO NEWS REEL
RECORDING DIVISION
KMTR RADIO CORP.
 1000 CAHUENGA BLVD. HOLLYWOOD, CALIF.
 HI-1161



DECCA

Offers Complete
 Transcription Service

- Studio facilities
- Technical advice
- Transcription of all types
- Slide film recordings
- Processing
- Pressing
- Packing and shipping

Consult us about cost estimates

EDWARD STRAUSS, Mgr.
 Transcription Division

DECCA RECORDS, INC.
 50 W. 57th ST. . . NEW YORK CITY
 CO. 5-2300

**Premier Radio Enterprises,
Inc.**

1218 Olive St., St. Louis, Mo. Phone, Garfield 3395. (For detailed information see listing under Program Producers).

George Logan Price, Inc.

946 South Normandie Ave., Los Angeles 6, Calif. Phone, FEderal 7372. (For detailed information see listing under Program Producers).

Radio Centre, Limited

74 Wellington St., West, Toronto, Ont., Canada, Phone, Waverly 2036. (For detailed information see listing under Program Producers).

Radio Features of America

37 West 46th St., New York 19, N. Y. Phone, BRyant 9-9622. (For detailed information see listing under Program Producers).

Radio News Reel

Radio Recording Division
KMTR Radio Corp.

1000 Cahuenga Blvd., Hollywood 28, Calif. Phone, Hillside 1161. Gen. Mgr., K. O. Tinkham; Recording Manager, Lyman M. Smith; Engineer, Edwin A. Lipps; Asst. Engineer, Fred Vanderhurst. SERVICES OFFERED: Transcriptions, studio and field mobile units.

**Radio Producers of
Hollywood**

930 North Western Ave., Hollywood, Calif. Phone, Hollywood 6506. (For detailed information see listing under Program Producers).

Radio Programme Producers

1440 St. Catherine St., West, Montreal, Que., Canada. Phone, Marquette 1182. (For detailed information see listing under Program Producers).

Radio Recorders, Inc.

7000 Santa Monica Blvd., Hollywood, Cal. Phone, Hollywood 3917. President, F. H. Winter; Vice-President, J. C. Brundage; Secretary, L. D. Minkler; Treasurer, Ernest Dummel; Sales and Production Manager, J. J. Sameth. SERVICES OFFERED: Transcriptions, recording service.

Radio Recording Studios

1244 Carmen Ave., Chicago, Ill. Phone, Edgewater 6461. Owner-Manager, Myron Bachman. SERVICES OFFERED: Off-the-air recordings, instantaneous recordings, portable recordings.

Radio Recording Studios

1619 Broadway, New York 19, N. Y. Phone, COLumbus 5-9037. Manager, A. Moran. SERVICES OFFERED: Off-the-air recordings, recordings at the studio, electrical transcriptions.

**RCA-Victor Division, Radio
Corporation of America**

155 East 24th St., New York, N. Y. Phone, MURray Hill 4-6200. Manager, Studio & Recording Service, Edith H. Bell. BRANCH OFFICES: 445 N. Lake Shore Drive, Chicago, Ill. Phone, Delaware 4774. Manager, A. E. Hindle; 1016 North Sycamore Ave., Hollywood, Calif. Manager, Harry Meyerson; Front & Cooper Sts., Camden, N. J.

Rec-Art Studios

1203 S. Main St., Los Angeles, Calif. Phone, PProspect 9232. General and Recording Manager, Al Nazareth; Musical Director, A. Norman; Production Manager, Helen Thayer. SERVICES OFFERED: Recordings, transcriptions, production, building of live and transcribed programs.

Reeves Sound Studios, Inc.

1600 Broadway, New York, N. Y. Phone, Circle 6-6686. President, Hazard

E. Reeves; Secretary-Assistant to President, Patricia Greenhouse; Chief Engineer, Lyman J. Wiggin; Studio Manager, Chester L. Stewart; Production Engineers, Richard Vorisek, Ralph Epstein; Chief Shop Engineer, Karl Vogel; Bookkeeper, Katherine Collins. **SERVICES OFFERED:** Electrical transcriptions, phonograph records, off-the-air recording, location, recording, film synchronizing.

•

**Robinson Recording
Laboratories**

35 S. Ninth St., Philadelphia, Pa. Phone, Walnut 6800. (For detailed information see listing under Program Producers).

•

Rockhill Radio, Inc.

18 East 50th St., New York, N. Y. Phone, ELdorado 5-1860. (For detailed information see listing under Program Producers).

•

**Roth & Berdun Recording
Studios**

4464 Cass Ave., Detroit, Mich. Phone, Temple 12552. Director-Engineer, Charles Roth; Engineer, James C. Young. **SERVICES OFFERED:** Transcriptions, off-the-air and studio recordings.

•

G. Schirmer, Inc.

3 East 43rd St., New York, N. Y. Phone, MURray Hill 2-8100. President, Carl Engel; Secretary, Gustave Schirmer; Chief Recording Engineer, R. V. Hyndman; Recording Engineer, J. W. Aufrecht; Accompanist - Coach, Vicki Crandall. **SERVICES OFFERED:** Transcriptions, spot announcements, audition recording, off-the-air and studio transcriptions, processing, commercial records, recording.

•

Joseph C. Schramm Studios

4000 Canal St., New Orleans, La. Phone, Galvez 5914. (For detailed information see listing under Program Producers).

•

Sellers, Inc.

912 Commerce St., Dallas, Texas. Phone, C-5978. (For detailed information see listing under Program Producers).

•

Service Programs

535 Fifth Ave., New York 17, N. Y. Phone, MURray Hill 6-3489. (For detailed information see listing under Program Producers).

•

Edward Sloman Productions

300 S. McCadden Pl., Los Angeles 5, Calif. Phone, Walnut 6813. (For detailed information see listing under Program Producers).

•

Harry Smith Recordings

2 West 46th St., New York, N. Y. Phone, MEDallion 3-2996. Owner-Recording Engineer, Harry Smith; Manager, Robert E. Scheuing. **SERVICES OFFERED:** Transcription, air checks, off-the-air and studio recordings, commercial records and portable recording facilities.

•

**Sonora Radio & Television
Corp.**

730 Fifth Ave., N. Y. C. M. Ruebens, Recording Div., Milton Benjamin, Eastern Sales Manager, Sonora Record.

•

Sound Recording Service

76 Brookwood Rd., Rochester 10, N. Y. Phone, Culver 5548. Manager, George S. Driscoll. **SERVICES OFFERED:** Broadcast and audition recordings and transcriptions, air-checks.

•

Sound Studios Incorporated

1124 Vermont Ave., Washington, D. C. Phone, Republic 1984. (For detailed information see listing under Program Producers).

•

The Sound Workshop

445 S. La Cienaga Blvd., Hollywood 36, Calif. Phone, Bradshaw 2-1233. Owner, Robert E. Grey. **SERVICES OFFERED:** All types of recording service, program

production, syndicated transcriptions, phonograph records. (For detailed information, see listing under Program Producers.)

Speak-O-Phone Recording & Equipment Co.

23 West 60th St., New York, N. Y. Phone, Columbus 5-1350. Secretary, R. L. Lee; General Sales Manager, C. A. Austin. SERVICES OFFERED: Manufacture of recording and reproducing equipment for radio stations, advertising agencies, etc.

Standard Radio

6404 Hollywood Blvd., Hollywood, Cal. Phone, Hillside 0188. Partner, Gerald King; Production Manager, Jack Richardson. BRANCH OFFICES: 360 No. Michigan Ave., Chicago, Ill. Phone, State 3153. Partner, M. M. Blink; Sales Manager, Alex Sherwood; 45 West 45th St., New York, N. Y. Phone, BRyant 9-4324. Manager, Herbert Rosen; P. O. Box 933, Dallas, Texas. Manager, Herbert Denny. SERVICES OFFERED: Library, sound effects library, transcriptions.

Studio & Artists Recorders

CBS Bldg., Hollywood, Calif. Phone, Hillside 8241. General Manager, Lewis Finston; Engineers, Jerry Hayman, Lennie Mack; Assistant Manager, Ira W. Case. SERVICES OFFERED: Studio recordings, air-checks, line-checks, transcriptions.

Transcribed Radio Shows, Inc.

2 West 47th St., New York, N. Y. Phone, Longacre 5-3440. (For detailed information see listing under Program Producers).

Transtudio Corp.

473 Virginia St., Buffalo, N. Y. Phone, Cleveland 1160. (For detailed information see listing under Program Producers).

United Broadcasting Co.

201 North Wells St., Chicago, Ill. Phone, Andover 1685. Director, William

L. Klein; Commercial Manager, Egmont Sonderling; Chief Engineer, Zack Yates. SERVICES OFFERED: Transcriptions, studio program production, off-the-air and off-the-line recordings, mobile recordings.

United States Recording Co.

1121 Vermont Ave., N. W., Washington, D. C. Phone, District 1640. (For detailed information see listing under Program Producers).

United Transcribed System

14 McCaul St., Toronto, Ont., Canada. Phone, Adelaide 5112. President, John H. Part. SERVICES OFFERED: Transcriptions, phonograph records, scripts, production.

Universal Recording Co., Inc.

1270 Sixth Ave., New York, N. Y. Phone, Circle 5-4895. General Manager, Gordon Butler. SERVICES OFFERED: Transcriptions; off-the-air; off-the-line and studio recordings.

Urab Recording Studios

245 West 34th St., New York, N. Y. Phone, CHickering 4-3314. Business Manager, Miss Marianne; Musical Director, Mark Rubens; Executive Director, Jay Alexander; Vocalist, Thelma Baker; Pianist and Vocalist, Jack Allyn. REPRESENTATIVE: Calvin E. Green, 3528 Wentworth Ave., Chicago, Ill. SERVICES OFFERED: Recordings, song-writing services.

Thomas Valentino, Inc.

1600 Broadway, New York, N. Y. Phone, Circle 6-4675. (For detailed information see listing under Program Producers).

Videor Productions

P. O. Box 517, Omaha, Nebr. Phone, Ha. 6446. (For detailed information see listing under Program Producers).

Webber Radio Programs

401 Shops Bldg., Des Moines, Ia.
Phone, Des Moines 2-1465. Owner-
Manager, George W. Webber. SER-
VICES OFFERED: Transcriptions and
recordings.

Witte Radio Productions

1064 S. Genesee, Los Angeles 35, Calif.
Phone, Webster 8716. (For detailed
information see listing under Program
Producers).

**World Broadcasting System,
Inc.**

711 Fifth Ave., New York, N. Y.
Phone, Wickersham 2-2100. (For de-
tailed information see listing under Pro-
gram Producers).

Wright-Sonovox, Inc.

180 N. Michigan Ave., Chicago, Ill.
Phone, Franklin 6373. President, James
L. Free; Manager, Harry E. Stewart.
BRANCH OFFICES: Free & Peters, Inc.,
Sonovox Division, 444 Madison Ave., New
York, N. Y. Phone, PLaza 5-4130. Vice-
President, H. Preston Peters; Manager,
William A. Chalmers, 1522 N. Gordon St.,
Hollywood, Calif. Phone, Hillside, 1545.
Manager, Hal W. Hoag. SERVICES
OFFERED: Licensing of performance
rights of Sonovox talking and singing
sound under United States and foreign
patents.

Frederic W. Ziv, Inc.

2436 Reading Road, Cincinnati, Ohio.
Phone, University 6124. (For detailed
information see listing under Program
Producers).

**Keystone Broadcasting
System, Inc.**

580 Fifth Avenue

New York, N. Y.

Phone, LOnacre 3-2221

Officers & Directors

President.....Michael M. Sillerman
Vice-President Arthur Wolf
Vice-President William Wolf
Secretary-Treasurer.... Sidney J. Wolf

Offices

580 Fifth Ave., New York, N. Y.
Phone, LOnacre 3-2221

President.....Michael M. Sillerman
Director of Station Relations,
Mort Adams

Sales & Promotion Consultant
Alvin Austin
Continuity Wilva Davis
Office Manager.....R. Seale
Account Executive....Albert F. Dykes
Account Executive.....Noel Rhys

134 North La Salle St.
Chicago, Ill.
Phone, State 4590

Secretary-Treasurer....Sidney J. Wolfe
Accountant-Statistician,
Elizabeth Mueller
Sales Manager.....Naylor Rogers

6331 Hollywood Blvd.
Hollywood, Calif.
Phone, Hempstead 0460

Program Director.....Sylvia Young
ContinuityDean Owen

SERVICES OFFERED: Keystone
Broadcasting System is a transcription
network principally covering secondary
markets from coast to coast. Its af-
filiated stations are joined together in
a national system by means of tran-
scriptions, eliminating wire charges. At
time of going to press, the network in-
cludes 200 affiliated stations. The Net
work supplies its stations with 84 fully
scripted sustaining shows per week fill-
ing 4 hours per day, seven days each
week, to a total of twenty-eight hours
per week.

This is the only national, full-sized
network in the United States offering
national radio advertisers the opportu-
nity to cover the secondary markets in-
tensively by means of electrical tran-
scription in a single transaction.

The System offers its facilities in
blocks of time from one hour down to
fifteen minute periods, and also makes
available spot periods of five minutes
duration down to twenty-five word
"chain breaks."

LIBRARIES

Scripts, Dramatic, Musical, Sound Effects

Associated Music Publishers, Inc.

25 West 45th St., New York, N. Y.
Phone, BRyant 9-0845. Transcription.
(For detailed information see listing
under Program Producers).

Patrick Michael Cuning Productions

6530 Sunset Blvd., Hollywood, Calif.
Phone, HIllside 5915. Script and Tran-
scription. (For detailed information
see listing under Program Producers).

Kasper-Gordon Studios, Inc.

140 Boylston St., Boston 16, Mass.
Phone, DEvonshire 7357. Transcription.
(For detailed information see listing un-
der Program Producers.)

Kermit-Raymond Corporation

745 Fifth Ave., New York, N. Y. Phone,
ELdorado 5-5511. Script and transcrip-
tion. (For detailed information see list-
ing under Program Producers).

Lang-Worth Feature Pro- grams, Inc.

420 Madison Ave., New York, N. Y.
Phone, ELdorado 5-1620. President, C.
O. Langlois; Vice-President, W. M.
O'Keefe. SERVICES OFFERED: Syn-
dicated transcribed programs for region-
al and local advertisers. Producers of
Lang-Worth Planned Program Service,
a library of music in transcription form.

C. P. MacGregor

729 S. Western Ave., Hollywood, Calif.
Phone, FItzroy Hill 4191. Transcription.
(For detailed information see listing
under Program Producers).

Charles Michaelson

67 West 44th St., New York, N. Y.
Phone, MUrray Hill 2-3376. Script and
transcription. (For detailed informa-
tion see listing under Program Pro-
ducers).

NBC Radio-Recording

Radio City, New York, N. Y. Phone,
CIrcle 7-8300. Transcription. (For de-
tailed information see listing under Pro-
gram Producers).

George Logan Price, Inc.

946 South Normandie Ave., Los An-
geles 6, Calif. Phone, FEderal 7372.
Script. (For detailed information see
listing under Program Producers).

The Script Library

535 Fifth Ave., New York 17, N. Y.
Phone, MUrray Hill 6-8487. Station
Contact, Martin Lawrence. SERVICES
OFFERED: Script.

Standard Radio

6404 Hollywood Blvd., Hollywood, Cal.
Phone, HIllside 0188. (For detailed in-
formation see listing under Transcription
Companies.)

Frederic W. Ziv, Inc.

2436 Reading Road, Cincinnati, Ohio.
Phone, UNiversity 6124. Transcription.
(For detailed information see listing
under Program Producers).

MANAGERS and AGENTS

*Addresses and Telephone Numbers of Those Who Handle Talent
in New York, Los Angeles and Chicago*

☆	NEW YORK	☆
---	-----------------	---

<p>Agneta, Nicholas T. 9 Rockefeller Plaza.....Columbia 5-2142</p> <p>Allen, Charles H. RKO Bldg.Circle 7-4124</p> <p>Amusement Artists, Inc. 565 Fifth Ave.....PLaza 3-2195</p> <p>Appell, James 400 Madison Ave.....PLaza 3-7840</p> <p>Batchelor Enterprises, Inc. 30 Rockefeller Plaza.....Circle 6-4224</p> <p>Bentham, M. S. 48 West 48th St.....BRyant 9-1227</p> <p>Bestry, Harry 1776 Broadway.....Circle 6-7094</p> <p>Bloom, Joseph 19 West 44th St.....Vanderbilt 6-5080</p> <p>Briscoe & Goldsmith, Inc. 522 Fifth Ave.....Murray Hill 2-6244</p> <p>Brown, Chamberlain 145 W. 45th St.....BRyant 9-8480</p> <p>Brown, Curtis-Collins, Alan, Inc. 347 Madison Ave.....Murray Hill 6-6170</p> <p>Chapman, Bruce & Co. 145 West 41st St.....Wisconsin 7-1183</p> <p>Chase, Cleveland B., Inc. 424 Madison Ave.....ELdorado 5-1720</p> <p>Collins, Ted 1819 Broadway.....Circle 7-0094</p> <p>Columbia Concerts, Inc. 113 W. 57th St.....Circle 7-6900</p> <p>Consolidated Radlo Artists, Inc. 30 Rockefeller Plaza.....Columbus 5-3580</p> <p>Crosby, Everett, Ltd. 1270 Sixth Ave.....Circle 6-3860</p> <p>Downey, Wallace, Inc. 1629 Broadway.....Circle 6-4684</p> <p>Dube, Harry S. 1270 Sixth Ave.....Columbus 5-7035</p> <p>Evans & Salter 113 W. 57th St.....Circle 7-6900</p> <p>Fadiman Associates 1501 Broadway.....Lackawanna 4-3544</p> <p>Fanchon & Marco, Inc. 133 West 50th St.....Circle 7-5630</p> <p>Forkins, Marty 1564 Broadway.....BRyant 9-0766</p> <p>Foyer, Bernie 1074 Broadway.....Columbus 5-1930</p> <p>Frederick Bros. Artists Corp. RKO Bldg.....Circle 6-2144</p> <p>Gale, Inc. 48 W. 48th St.....LOngaere 3-0350</p> <p>General Amusement Corp. RKO Bldg.Circle 7-7550</p> <p>Germann, William 521 Fifth Ave.....Vanderbilt 6-1750</p> <p>Getts, Clark H. Waldorf-Astoria Hotel.....PLaza 3-9005</p>	<p>Glaser, Joe, Inc. 30 Rockefeller Plaza.....Circle 7-0862</p> <p>Haensel & Jones 113 W. 57th St.....Circle 7-6900</p> <p>Hahlo, Sylvia 145 W. 58th St.....Circle 7-7440</p> <p>Hanna, Mark 654 Madison Ave.....REgent 4-0250</p> <p>Hayward, Leland, Inc. 444 Madison Ave.....ELdorado 5-4100</p> <p>Hesse & McCaffrey 501 Madison Ave.....ELdorado 5-1076</p> <p>Hurok Attractions, Inc. 711 Fifth Ave.....PLaza 3-0820</p> <p>Karn, Estella H. 56 West 45th St.....Vanderbilt 6-3860</p> <p>Kaufman, Jesse L., Inc. 1841 Broadway.....Columbus 5-2050</p> <p>Kerr, Bob 41 W. 53rd St.....Columbus 5-8051</p> <p>Leddy, Mark 48 W. 48th St.....BRyant 9-1631</p> <p>Leugel, William C., Literary Associates 1860 Broadway.....Circle 5-5282</p> <p>Lipset, Ben B., Inc. 1350 BroadwayCHickering 4-2466</p> <p>Lyons, A. & S., Inc. 515 Madison Ave.....PLaza 3-5181</p> <p>Management Corp. of America 745 Fifth Ave.....Wickersham 2-8900</p> <p>Metro Artist Bureau 1650 BroadwayCircle 7-2829</p> <p>Michaud, A. T. 730 Fifth Ave.....Circle 5-5480</p> <p>Mills Artists, Inc. 1019 BroadwayCircle 6-1566</p> <p>Morris, William, Agency 1270 Sixth Ave.....Circle 7-2100</p> <p>Morrison, Leo, Inc. 1776 Broadway.....Circle 7-6413</p> <p>Moses, John, Inc. 730 Fifth Ave.....Circle 6-2677</p> <p>Music Corporation of America 745 Fifth Ave.....Wickersham 2-8900</p> <p>National Concert & Artists Corp. 711 Fifth Ave.....PLaza 3-0820</p> <p>National Radio Artists 1650 BroadwayCircle 7-3071</p> <p>National Radio & Theatrical Bureau 1650 BroadwayColumbus 5-7131</p> <p>North, Meyer B. 1564 Broadway.....BRyant 9-8667</p> <p>O'Connor, Johnny 1697 Broadway.....Circle 6-3500</p> <p>Okun, Lillian, Inc. 15 Central Park West.....Columbus 5-0060</p> <p>Oxley, Harold 17 East 49th St.....ELdorado 5-3500</p> <p>Popular Concerts Guild 30 Rockefeller Plaza.....Columbus 5-8051</p> <p>Record Concerts Corp. 202 W. 58th St.....Circle 6-6085</p> <p>Romn, Harry A., Inc. 1270 Sixth Ave.....Circle 7-7550</p>
----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

MANAGERS and AGENTS

Roth, Allen
48 W. 48th St. LOngacre 3-3836

Rubinoff Orchestras
1501 Broadway LAckawanna 4-7147

Salkow Agency
366 Madison Ave. MUrray Hill 2-6119

Selznick, Myron, Ltd. of N. Y.
630 Fifth Ave. CIrele 7-6201

Shaffer-Waible Radio Productions
55 W. 46th St. BRyant 9-2682

Shank, Mary L.
1619 Broadway COlumbus 5-1332

Shurr, Louis
1501 Broadway CHickering 4-8240

Souvaire, Henry, Inc.
30 Rockefeller Plaza CIrcle 7-5666

Special Attractions, Inc.
48 W. 48th St. BRyant 9-8366

Stix, Thomas L.
30 Rockefeller Plaza CIrcle 7-269C

Tyro Productions
1697 Broadway COlumbus 5-3737

Vallee, Rudy, Orchestra Units Corp.
9 Rockefeller Plaza CIrcle 7-262C

Vallon, Mike
1270 Sixth Ave. CIrcle 7-0162

WGN Concert & Artist Bureau
745 Fifth Ave. PLaza 3-8034

Waible, Fred
55 W. 46th St. BRyant 9-2682

Wilson, Roy (Wilson, Powell & Hayward)
444 Madison Ave. PLaza 5-5480

Wimbish, Paul C.
21 W. 58th St. WIckersham 2-3600

Wolf Associates, Inc.
1270 Sixth Ave. CIrcle 7-4885

World Talent Bureau, Inc.
711 Fifth Ave. WIckersham 2-2100

Yost, Ben, Inc.
1650 Broadway CIrcle 6-6533

Zucker, Stan
501 Madison Ave. PLaza 3-4677

Carol, Sue, Inc.
9006 Sunset Boulevard CRestview 1-8151

Conlon, Tom, Agency
8734 Sunset Boulevard CRestview 1-5181

Cooley, Hallam, Agency
9111 Sunset Boulevard CRestview 5-6161

Consolidated Radio Service
5314 Melrose Avenue GLadstone 1929

Crosby, Everett, N., Ltd.
9028 Sunset Blvd. CRestview 1-1171

Dolan, Ken
8905 Sunset Boulevard CRestview 1-9185

Eitinger, Margaret
1626 N. Vine Street HIllside 2141

Feldman-Blum
9441 Wilshire Boulevard (Beverly Hills)
CRestview 1-5222

Fleek, William, Agency
8820 Sunset Boulevard BRadshaw 2-3655

Fizdale, Tom, Inc.
1509 N. Vine Street HOllywood 7363

Fralick, Freddie, Agency
204 S. Beverly Dr. (Beverly Hills)
CRestview 5-6111

Frank, George, Inc.
1626 N. Vine St. HIllside 3188

Frederick Bros. Artists Corp.
8584 Sunset Boulevard CRestview 1-6244

General Amusement Corp.
9028 Sunset Boulevard CRestview 1-8101

Goldstone, Nat C. (Walter Meyers Artists Bureau)
9121 Sunset Boulevard CRestview 6-1071

Hamilburg, Mitchell, Jr.
9130 Sunset Blvd. CRestview 1-5108

Hayward-Deverich, Inc.
9200 Wilshire Blvd. (Beverly Hills)
CRestview 1-5151

Henry, Edd
8627 Sunset Boulevard CRestview 1-5296

Herdan, George S.
9157 Sunset Boulevard CRestview 5-0135

Hierstein, Mark, Agency
9028 Sunset Boulevard CRestview 6-7784

Herzbrun, Walter, Agency
9000 Sunset Blvd. CRestview 6-4157

Irwin, Lou
9134 Sunset Blvd. CRestwood 1-7131

Jaffe, Sam, Agency
8555 Sunset Boulevard CRestview 6-6121

Kane-Armstrong Agency
8584 Sunset Blvd. CRestview 6-2396

Kempner, Alex., Inc.
8611 Sunset Boulevard CRestview 5-0104

Kingston, Al, & Co., Inc.
8582 Sunset Boulevard CRestview 1-8161

Kline, Howard
8776 Sunset Boulevard CRestview 6-7055

Kohner, Paul, Inc.
9169 Sunset Boulevard CRestview 1-5165

Kramer, Earl, Agency
204 S. Beverly Drive (Beverly Hills)
CRestview 6-2338

Lance, Leon O.
8820 Sunset Boulevard CRestview 6-6014

Levee, M. C.
1300 N. Crescent Heights Blvd. GLadstone 3117

Lyons, A. and S., Inc.
356 N. Camden Drive (Beverly Hills)
CRestview 1-6131

MacArthur, Arthur
1680 N. Vine Street HEMPstead 3227

MacQuarrie Agency
8905 Sunset Blvd. CRestview 6-7162

MCA Artists, Ltd.
9300 Burton Way (Beverly Hills)
CRestview 6-2001

☆ **LOS ANGELES** ☆

American Federation of Radio Artists
6331 Hollywood Boulevard HIllside 5121

Arnow, Samuel
8949 Sunset Boulevard CRestview 6-6085

Artists' Managers Guild
7046 Hollywood Blvd. GLadstone 7101

Bachmann & Co.
8511 Sunset Boulevard CRestview 6-4168
CRestview 6-3196

Bergerman, Stanley & Co.
9629 Brighton Way (Beverly Hills)

Berg-Allenberg, Inc.
121 South Beverly Drive (Beverly Hills)
CRestview 6-3131

Beyer, Charles
1680 N. Vine Street HIllside 2125

Blum, Myrt
360 N. Camden Drive (Beverly Hills)
CRestview 6-7071

Bran, Mary (International Artists Bureau Agency)
8834 Sunset Boulevard CRestview 6-1184

Browne, Flo-Jan Grippe
8905 Sunset Boulevard CRestview 1-5209

Burton, Bill
Knickerbocker Hotel GLadstone 3171

MANAGERS and AGENTS

Mann, Gene—Jess Smith, Inc.
8949 Sunset Boulevard.....CRestview 1-1135

Marshall, Reg'nald D.
Cross Roads of the World....Hollywood 5173

Marx, Bert
8949 Sunset Boulevard.....CRestview 1-7171

Marx, Zeppo, Inc.
8732 Sunset Boulevard.....CRestview 6-4161

McCormick, John, Inc.
9730 Wilshire Boulevard (Beverly Hills)
CRestview 1-0181

Meyer, Art, Agency
9615 Burton Way (Beverly Hills)
CRestview 5-7865

Mills Arts, Inc.
8746 Sunset Boulevard.....CRestview 1-5197

Monter-Gray, Inc.
8736 Sunset Boulevard.....CRestview 1-1191

Morris, William, Agency
202 N. Canyon Drive (Beverly Hills)
CRestview 1-6161

Morrison, Leo, Inc.
204 S. Beverly Drive (Beverly Hills)
CRestview 1-9191

Music Corporation of America
9300 Burton Road (Beverly Hills)
CRestview 6-2001

National Concert & Artists Corp.
Sunset Blvd. and Doheny St....CRestview 1-7121

Norwood, Harry
6425 Hollywood Boulevard.....GRanite 2211

Orsatti Agency
9130 Sunset Boulevard.....CRestview 6-6241

Rubens, Maurie
7063 Sunset Boulevard.....GRanite 6930

Rush, Art
205 S. Beverly Drive (Beverly Hills)
CRestview 1-2165

Salkow Agency
9111 Sunset Boulevard.....CRestview 1-9134

Saphier, James
6331 Hollywood Boulevard....Hollywood 7211

Selznick, Myron & Co., Inc.
9700 Wilshire Blvd. (Beverly Hills)
CRestview 1-9171

Shצרin, Max, Agency
6253 Hollywood Boulevard.....GRanite 5171

Shauer, Melville A.
9120 Sunset Boulevard.....CRestview 1-1103

Sherman, Edward, Agency
9441 Wilshire Boulevard (Beverly Hills)
CRestview 5-0186

Sherry Allen Agency
1533 Cross Roads of the World..HILside 4-698

Shurr, Louis Inc.
327 W. Radio Drive (Beverly Hills)
CRestview 1-1116

Silber, Arthur
8532 Sunset Boulevard.....CRestview 1-2184

The Small Co.
8272 Sunset Blvd.Hollywood 2722

Stempel, Frank, Agency
8736 Sunset Blvd.....CRestview 6-5774

Stewart, Rosalie
6523 Hollywood Blvd.....Hollywood 7234

Thompson, David H.
9165 Sunset Boulevard.....CRestview 1-2188

Ullman, George, S.
8979 Sunset Boulevard.....CRestview 1-5669

Underwood, Cecl
1680 N. Vine Street.....GRanite 7186

Vallee, Rudy, Presents, Inc.
8820 Sunset Boulevard.....CRestview 1-5169

Vincent, Frank W.
242 N. Canon Drive (Beverly Hills)
CRestview 6-2042

Volek, A. George, Inc.
9441 Wilshire Boulevard (Beverly Hills)
CRestview 6-3121

Woolfeenden, Bill, Inc.
9730 Wilshire Boulevard (Beverly Hills)
CRestview 1-6181

Wurtzel, Harry, Inc.
8979 Sunset Boulevard.....CRestview 1-6244

☆ **CHICAGO** ☆

Norman Alexandroff Artists' Bureau
410 S. Michigan Ave.....WABash 6762

Benn Theatrical Agency
64 West Randolph St.....DEARborn 9550

Brown, Vic
221 N. La Salle St.....STate 3310

Chicago Artists Bureau
1533 N. Clark St.....WHItchall 8480

Columbia Concerts, Inc.
Wrigley Bldg.SUpErior 2542

Consolidated Radio Artists, Inc.
333 N. Michigan Ave.....FRANklin 8300

Edwards, Gus
410 N. Michigan Ave.....DELaware 5526

Ellsworth, W. M.
75 East Wacker Drive.....CENtral 0942

Frederick Bros. Artists Corp.
75 E. Wacker Drive.....STate 0003

General Amusement Corp.
360 N. Michigan Ave.....STate 6288

Gordoni, Lillian
1258 S. Michigan Ave.....CALumet 1370

Gumbiner Theatrical Enterprises
310 S. Michigan Ave.....WEBster 4543

Herman, Sam
54 W. Randolph St.....STate 2147

Jack & Jill Players Radio Artists Co.
180 E. Delaware St.....DELaware 7334

Jacky, Fred
520 N. Michigan Blvd.....DELaware 3262

Levin, W. Biggle
612 N. Michigan Ave.....SUpErior 0506

Lutz, Estelle, Artists Bureau
410 South Michigan Ave.....HARRison 3435

Morris, William, Agency
203 N. Wabash Ave.....STate 3632

Morse, Edward M.
203 N. Wabash Ave.....STate 7344

Morse, Sidney P.
300 N. Michigan Ave.....STate 6288

Music Corporation of America
430 N. Michigan Ave.....DELaware 1100

National Concert & Artists Corp.
222 W. No. Bank St.....SUpErior 4042

North, Stanley
310 S. Michigan Ave.....WABash 5595

Parker-Piper Talent Productions
64 E. Lake St.....FRANklin 3811

Parks, James & Co.
333 N. Michigan Ave.....CENtral 7980

Schuster, Milton
127 North Dearborn.....DEARborn 3633

WGN Concert & Artist Bureau
441 N. Michigan Ave.....SUpErior 0100

WLS Artists Bureau
1230 W. Washington Blvd.....MONroe 9700

World Talent Bureau, Inc.
301 East Erie St.....SUpErior 9114

A · S · C · A · P

By **DEEMS TAYLOR**

President

THE American Society of Composers, Authors and Publishers enters its thirtieth year as the leading performing rights society in the United States with the resolve, like that of all American institutions, to do whatever is possible within its field of endeavor to aid and promote the war effort. As an unincorporated, non-profit, voluntary association, the Society's principal war activities lie within the field of morale.

Last June Ascap sponsored a memorial concert at Carnegie Hall in behalf of the late Sergei Rachmaninoff, for twenty-five years a distinguished member of the Society. The concert featured the music of the great Rachmaninoff, and was played by the Philharmonic-Symphony Orchestra under the baton of Howard Barlow and Frank Black, two of our foremost American conductors. Fritz Kreisler played violin obligati to three Rachmaninoff arias, which were sung by James Melton, the radio, concert and opera star. At the conclusion of these arias Mr. Kreisler, in a touching gesture of affection and respect for his old friend, took the first violinist's chair in the orchestra for the playing of the "Vocalise." The program ended with a performance of Rachmaninoff's Second Piano Concerto, played by the orchestra and the talented young pianist, Sergeant Eugene List. The proceeds from this concert, which amounted to nearly \$5,000, were turned over to the Armed Forces Master Records, Inc., an organization which has been faithfully supplying our service men throughout the entire world with good recordings of classical and semi-classical music. The many letters of appreciation which the Society has received from New Zealand, Guadalcanal, North Africa, England, Italy, from isolated posts in Alaska and from men on submarines, testify to the value of this morale work.

At present, the Society, in conjunction with the Los Angeles "Times," is preparing to sponsor a similar series of concerts with the Los Angeles Philharmonic on the West Coast sometime in January. Proceeds from these concerts will also be used to further the work of the Armed Forces Master Records, Inc.

On the Society's Honor Roll are the names of 108 members, as well as 31 men and 4 women employees, who are now serving in the armed forces. We have been fortunate in that so far ASCAP has not lost a single member or employee in the service.

On November 12th the Society presented two phonographs, together with albums of Victor Herbert recordings, to the Liberty Ship Victor Herbert. Capt. Arnt Magnusdal, master of the ship, accepted these gifts on behalf of his crew. The ship was launched last August 22nd as the sixtieth birthday present from the workers of the Wainwright Shipping Yard to Major General Jonathan M. Wainwright, who was taken prisoner by the Japs at Corregidor. A picture of the late Victor Herbert, one of the founders of the Society, has been built into the panel of the captain's quarters of the ship.

During the Third War Bond Drive, which ended October 5th, Ascap was chosen by the Bond Committee as the organization to head the drive in the music business in New York State. Our members purchased \$365,950 worth of bonds. Some of the publishing houses had made their reports to the film industry with which they are affiliated and, therefore, did not report to Ascap. Within the organization itself, the Society's employees bought \$6,819.80 worth of bonds. The grand total reported to the Treasury was \$372,769.80.

In the field of radio scripts, which are sent without charge to our licensed stations, Ascap has developed a program called "Marching to Music." This program is based on stories of the unsung men and women who have contributed their small part to the progress of American democracy. In these scripts the four freedoms of democracy are shown to be a living philosophy and to have had a long history in the development of our country. The OWI and other Government bureaus have commended the Society for the excellent job we are doing with those scripts. Many broadcasters report that they have sold these programs to sponsors.

From March 1, 1942 to October 1, 1943 the Society elected 243 new writer members and 37 publisher members, which now gives us a total membership of 1,763. In other words, although we are ending our second year of war, the Society as in the past, continues to be a growing organization. With confidence in the ultimate victory of our armed forces, Ascap looks forward to the continued growth and significance of the role which American music will play in the world of tomorrow.

Publisher Members

A B C Music Corporation
 A B C Standard Music Publications, Inc.
 Berlin, Irv., Standard Mus. Corp.
 Abrahams, Maurice, Inc.
 Advanced Music Corp.
 Ager, Yellen & Bornstein, Inc.
 Circle Music Publ., Inc.
 Alfred Music Co., Inc.
 Feature Music Syndicate
 Lowe-Goulston, Inc.
 Manus Music Co., Inc.
 Piantadosi, Al., Music Publisher
 Rosey, Geo., Band & Orch. Catalog.
 Schreiberman Music Press
 Allen, Thornton W., Co.
 Allied Music Corp.
 (Formerly: Green Bros. & Knight, Inc.)
 Green & White, Inc.
 Ambassador Music, Inc.
 (Formerly: Red Star Songs, Inc.)
 Allen & Harrison Music Co.
 American Academy of Music

Bloom, Harry, Inc.
 Exclusive Pubs., Inc.
 Lawrence Music Publishers, Inc.
 Milsons Mus. Pub. Corp.
 American Music Publishing Co.
 American Music Pub. Co.
 Am.-Rus Music Co.
 Amsco Mus. Pub. Co., Inc.
 Amsco Mus. Sales Co., Inc.
 Roat, Chas. E., Music Co.
 Rolseth Pub. Co.
 Apollo Music Co.
 Artists Music Corp.
 Ascher, Emil, Inc.
 Brooks & Denton
 Empire Music Co.
 Royal Music Co.
 Atlas Music Corp.
 Axelrod Publications, Inc.
 Baron, M., Co.
 Baron, M., Inc.
 Hill, J. F., & Co., Inc.
 Barton Music Corp.
 Belwin, Inc.
 Berg, S. M.
 Cinema Music Co.

Berlin, Irving, Inc.
 Bernard, Al, Song Publ.
 Best Music, Inc.
 Hoymeyer, Chas. W., & Co., Inc.
 Birchard, C. C. & Co.
 Blitch Publ. Co.
 Bond, Carrie Jacobs, & Son
 Boston Music Company
 Hatch Music Company
 Peate Music Co.
 Thompson, C. W., Co.
 Bregman, Vocco & Conn. Inc.
 Donaldson, Douglas & Gumble, Inc.
 Briegel, Geo. F., Inc.
 Browne, J. A. Music Pub.
 Dillon, Carl, Music Co.
 Broadway Music Corporation
 Artmusic, Inc.
 Empire Music Co., Inc.
 York Music Co., The
 Brooks Music Pub. Co.
 Brown & Henderson, Inc.
 Caesar, Irving
 Caesar, Irving, Inc.

• • • **A S C A P P U B L I S H E R S** • • •

- Carmichael Music Publ.
 Century Music Pub. Co.
 Chappell & Co., Inc.
 Chappell-Harms, Inc.
 Charling Music Corp.
 Church, John, Co., The
 Coleman, Robert H.
 Composers' Music Corp.
 Coslow Music
 Courtney, Alan, Music Co.
 Crawford Music Corporation
 De Sylva, Brown & Henderson,
 Inc.
 Green & Stept
 Yellen, Jack, Inc.
 Curtis, L. B., Music Pub.
 Van Alstyne & Curtis
 Dash, Connelly, Inc.
 Davis, Joa, Music Co., Inc.
 (Formerly Georgia Music
 Corp.)
 Dawson Music Co., Inc.
 Denton & Haskins Corp.
 Ditson, Oliver, Co., Inc.
 Dorsey Brothers Music Inc.
 Edition Musicus—N. Y.
 Edmonds, Shepard N., Music
 Publ. Co.
 Edwards Music Co.
 Elkan-Vogel Co., Inc.
 Ensemble Music Press
 Evans Music Company
 Famous Music Corporation
 Feist, Leo., Inc.
 Brown, Nacio Herb, Inc.
 Loew's, Inc.
 Fenner Publ.
 Arthur Fields Publications
 Fillmore Music House
 Fischer, Carl, Inc.
 Oxford University Press
 Fischer, J., & Bro.
 Fisher, Fred, Music Co., Inc.
 Fitzsimons, H. T., Company
 Flammer, Harold, Inc.
 Luckhardt & Belder
 Foley, Charles
 Foreign & Domestic Music Corp.
 Forster Music Publisher, Inc.
 Fortune Music, Inc.
 Fox, Sam, Publishing Co.
 Pallma Music Publishers, Inc.
 Galaxy Music Corp.
- Gamble Hinged Music Co.
 Wulschner Music Co.
 Gem Music Corporation
 Con Conrad Music Pub., Ltd.
 Georgeoff, Evan, Mus. Pub. Co.
 Concert Music Publishing Co.
 Montrose, F., Mus. Pub. Co.
 Gershwin Pub. Corp.
 Goodman Music Co., Inc.
 Handman & Goodman, Inc.
 Handman, Kent & Goodman,
 Inc.
 Universal Music Co., Ltd.
 Gordon, Hamilton S., Inc.
 Algonquin Pub. Co.
 Gordon, Hamilton S., Estate
 of
 Gordon, Hamilton S., Music
 Pub.
 Gordon, S. T., Music Pub.
 Gordon, S. T., & Son, Music
 Publishers
 Himan, Alberto, Music Pub.
 Wise, Jessie Moore
 Wise, William H., & Co.
 Gordon, Kaufman & Real, Inc.
 Gray, H. W., Company
 Hall-Mack Company
 Geibel, Adam, Music Co.
 Handy Bros. Music Co., Inc.
 Harman Music, Inc.
 Harms, Inc.
 Harms, T. B., Company
 Harris, Charles K., Music Pub.
 Harvest Songs Co.
 Victory Music Co.
 Hope Publishing Company
 Bigelow-Main-Excell Co.
 Excell, E. O., Co.
 Tabernacle Pub. Co.
 Howard, Joe, Music Pub.
 Huntzinger, R. L., Inc.
 J. P. Music Co.
 Jacobs, Walter, Inc.
 Abt, Valentine
 Bates & Bendix
 Bendix, Theodore
 Eby, Walter M.
 Farrand, Van L.
 Gay, Mace, Catalog
 Jaques, Percy
 Musiclovers Co.
 Partee, C. L., Music Co.
 Shattuck, B. E.
 Virtuoso Music School
 Williams, Ernest S.
 Jenkins Music Company
 Jewel Music Pub. Co., Inc.
- Jones, Isham, Music Corp.
 Jungnickel, Ross, Inc.
 Kay & Kay Music Pub. Corp.
 Franklin, John, Music Co.
 Kaycee Music Co., Inc.
 (Formerly: Olman Music
 Corp.)
 Down Home Music Co.
 Keane, Michael, Inc.
 Kendis Music Corporation
 King, Charles E.
 La Salle Music Publishers, Inc.
 (Formerly: Shuster & Miller,
 Inc.)
 Leeds Music Corp.
 Leslie, Edgar, Inc.
 Lewis Music Pub. Co., Inc.
 Lincoln Music Corp.
 Capano, Frank, Music Pub.
 Loeb-Lissauer, Inc.
 Kalmar & Ruby Music Corp.
 Lorenz Publishing Co.
 Tullar-Meredith Co., Inc.
 Ludwig Mus. Pub. Co.
 Marlo Music Corp.
 Maurice, Peter, Inc.
 Mayfair Music Corp.
 Davis, Joe, Inc.
 Triangle Mus. Pub. Co., Inc.
 Melo-Art Music Publishers
 Melrose Music Corp.
 Melrose Bros. Music Co., Inc.
 Mercury Music Corp.
 Mileue Music
 Miller, Bob, Inc.
 Pla-A-Song Co.
 Streamline Editions
 Miller Music, Inc.
 Noble, Johnny
 Sherman, Clay & Company
 Mills Music, Inc.
 American Composers, Inc.
 Beck, Mort
 Clark, Frank, Mus. Co.
 Daly, Joseph, Mus. Pub. Co.
 Edwards, Gus, Mus. Pub. Co.
 Gordon & Rich, Inc.
 Gotham Attucks Mus. Co.
 Gotham Mus. Service, Inc.
 Jerome, M. K.
 Jerome & Schwartz Pub. Co.
 Kalmar, Puck & Abrahams
 Consolidated
 Keit Music Corp.
 Kornheiser, Phil, Inc.
 Lincoln, Harry J., Music Co.
 Morse, Theodore, Music Co.
 Nelson, Jack, Mus. Co.

• • • **A S C A P P U B L I S H E R S** • • •

- Stark & Cowan, Inc.
 Stept & Powers, Inc.
 Sterling Songs, Inc.
 Sunlight Mus. Co., Inc.
 United States Music Pub. Co.
 Vandersloot Music Pub. Co.
 Waterson, Berlin & Snyder, Co.
 Waterson, Henry, Inc.
 Williams, Harry, Mus. Co.
- Morris, Edwin H., & Co., Inc.
 (Formerly: Mercer & Morris, Inc.)
- Morris, Joe, Music Co.
 White-Smith Music Pub. Co.
 Morros, Boris, Music Co.
- Movietone Music Corp.
 Musette Publishers, Inc.
 Mutual Music Society, Inc.
 Nazarene Publishing House
 Bilhorn Bros. Mus. Co.
 Lillenas Pub. Co.
- New World Music Corp.
 Noble Music Co., Inc.
 O'Kay Music Company
 Owens-Kemp Music Co.
 Pan-American Music Co., Inc.
 Paramount Music Corp.
 Popular Melodies, Inc.
 Spier & Coslow, Inc.
- Paull-Pioneer Music Corp.
 Rossiter, Harold, Mus. Co.
- Photo Play Music Co., Inc.
 Luz Brothers Mus. Pubs.
 Music Buyers Corporation
- Piedmont Mus. Co., Inc.
 Pinkard Publications
 Plymouth Music Co., Inc.
 Brown, Ted, Music Co.
- Pond, Wm. A., & Company
 Ellis, Robin
- Presser, Theodore, Company
 Quincke, W. A., & Company
 Remick Music Corp.
 Rialto Music Pub. Corp.
- Ricordi, G., & Co., Inc., of N. Y.
 Ringle, Dave
 Famous Writers Music Co.
 Goulden-Leng Co.
 Hamilton Music Co.
 Krey, Geo. M., Co.
 Maytone Music Co.
 Song Creators Co.
 Tracy, Wm., Pub. Co.
 World Music Co.
 York & King Music Pub. Co.
- Robbins Music Corporation
 Metro-Goldwyn-Mayer Corp.
 Out of the World Pub. Corp.
- Sonnemann Mus. Co., Inc.
 Twentieth Century Music Corp.
 Universal Music Corp.
 Whiteman, Paul, Publications
 Wiedoeft, Rudy, Mus. Pub. Co.
- Rodeheaver Co., The
 Rossiter, Will
- Row, R. D., Music Co.
 Riker, Brown & Wellington, Inc.
 Row, R. D., Inc.
- Roy Music Co., Inc.
 Royal Music Publisher
 Rubank, Inc.
 Carlson, M. L.
 Finder & Urbanek
 Victor Music Co.
- Rytvoc, Inc.
 (Formerly: P. Tesio & Sons)
- Burke Doyle Music Co.
 Major Music, Inc.
 Tesio-Major
- Santly-Joy, Inc.
 (Formerly: Santly-Joy-Select, Inc.)
- Santly Bros., Inc.
 Santly Bros.-Joy, Inc.
 Select Music Publications, Inc.
- Saunders Publications
- Schirmer, G., Inc.
 Heffelfinger, R. W.
 Sanders-Weiss, Inc.
- Schroeder & Gunther, Inc.
- Schwarz, Merrell, Music Co., Inc.
- Shapiro, Bernstein & Co., Inc.
- Shattinger Piano & Music Co.
- Shubert Music Pub. Corp.
- Skidmore Music Co., Inc.
- Southern Music Pub. Co., Inc
- Spier, Larry, Inc.
 Helf & Hager Co.
 McKinley Music Co.
 Root, Frank K., & Co.
- Sprague-Coleman, Inc.
 Sprague-Coleman
- Stasny Music Corp.
 Bibo-Lang, Inc.
 Stasny-Lang, Inc.
- Summy, Clayton F., Co.
- Sun Music Co., Inc.
 Weil, Milton Music Co., Inc.
- Superior Music, Inc.
 Tempo Music, Inc.
- Tobias & Lewis Music Publishers
- Transcontinental Music Corp.
- Triangle Music Corporation
- Victoria Publishing Co.
 Villa Moret, Inc.
- Vogel, Jerry, Music Co., Inc.
 Crumit, Frank, Songs Co.
 Haviland, F. B., Pub. Co.
 Worth, Geo. T., & Co.
- Volkwein Bros., Inc.
 Agnew, J. E., Publication
 (Band & Orchestra Catalog only)
- Bellefield Pub. Co.
 Caton Pub. Co.
 Crist, D. W.
 Dalbey, W. R., Music Co.
 Groene Music Pub. Co.
 Hall, Ellis B.
 Heltman, Fred
 Nirella, Danny
 Southwell, Geo. Pub. Co.
 White House Publications, The
- Von Tilzer, Harry, Music Pub. Co.
- Warock Music Co.
- West'rn Music Pub. Co.
- Williams, Clarence, Mus. Pub. Co., Inc.
 Ahleim, Walter C., Music Co.
 Arrow Music Co.
 Clifford, Frances, Music Co.
 Maison-Blanche Music Co.
 Pirow, A. J., & Co.
 Thomas, George W., Music Co.
- Williamson Music, Inc.
- Willis Music Company
- Witmark, M., & Sons
- Wood, B. F., Music Co.
- Words & Music, Inc.
 Davis, Coots & Engel, Inc.
 Engel, Harry, Inc.
 Keit-Engel, Inc.
- World Music, Inc.
- Yankee Music Pub. Corp.
 (Formerly: Italian Book Co.)

ASSOCIATED MUSIC PUBLISHERS, INC. (AMP)

By **CLINTON M. FINNEY**

President

FOUNDING of AMP: Associated Music Publishers, Inc., was founded as a private corporation in the State of New York on December 22, 1926. Radio licenses have been issued since August, 1928. The corporation conducts a music publishing business and is exclusive agent for numerous foreign music publishers.

Scope: Represented in the AMP repertoire are 45 U. S. and European catalogs containing over 500,000 entries of which approximately 18,000 are copyrights. Copyright registration in Washington is in the name of AMP as owner. Ranging from symphonic works to popular dance music, including concert works for ensemble, solo instruments and voice, its repertoire constitutes a flexible and rich source of distinctive music for radio program builders.

AMP licenses: Licenses cover performing rights, "small" (i. e., strictly musical) and "grand" (i. e., musical-dramatic). AMP's radio license is unique in that it covers "small" and "grand" rights under a single fee. The radio license stipulates that: (1) the monthly fee shall be equal to a station's highest quarter-hour card rate; (2) that AMP will sell the licensee any music (covered by the license) which is for sale, and rent such music as is not for sale; (3) that AMP will indemnify the licensee against claims arising from the use of music covered by the license.

AMP licensees: The national networks, the principal regional networks and most of the important independent radio stations are holders of AMP licenses.

AMP headquarters: 25 West 45th Street, New York City. Telephone BRyant 9-0847. Cable address: MUSICPUB—NEWYORK.

AMP officers: C. M. Finney, President; John R. Andrus, Vice-Pres. and Treasurer; Ben Selvin, Vice-Pres.; Anna M. Kerner, Secretary; Gretl Urban, Manager, Music Department.

Publishers

Jos. Aibl Verlag (See Universal Edition)	Boosey & Hawkes, Inc. (See Boosey & Hawkes, Ltd.)*	Lauterbach & Kuhn
Alpha Music	Boosey & Hawkes, Ltd.*	Breitkopf Publications
Congress Music Co.	Boosey & Hawkes, Ltd.*	Breitkopf & Haertel
Latin American Music Bureau	Boosey & Co., Ltd.	Carl Simon
Leader Music Co.	Boosey & Hawkes, Inc.	Congress Music Co. (See Alpha Music)
Arrow Press, Inc. (See Cos Cob Press, Inc.)	Hawkes & Sons	Cos Cob Press, Inc. (See Arrow Press, Inc.)
Associated Music Publishers, Inc.	Winthrop Rogers, Ltd.	Demets (See Editions Eschig)
Boosey & Co., Ltd. (See Boosey & Hawkes, Ltd.)*	Universal Edition, Ltd.	Doblinger Verlag*
	Bote & Bock	

* Serious works only as per special list.

☆ ☆ ☆ *Radio On To Victory* ☆ ☆ ☆

Eos Musikverlag (See Simrock)	Leader Music Co. (See Alpha Music)	Schuberthaus Verlag (See Universal Edition)
Editions Eschig	F. E. C. Leuckart	Senff (See Simrock)
Demets	Otto Maass	Carl Simon (See Breitkopf & Haertel)
Societe Nouvelle d'Editions Musicales	Nagel Musical Archives	N. Simrock
Filmusik Union (See B. Schott's Soehne)	Philharmonischer Verlag (See B. Schott's Soehne)	Senff
Philip Grosch (See B. Schott's Soehne)	Pro Art Publications	Raabe & Plothow
Albert Gutmann	Raabe & Plothow (See Simrock)	Societe Nouvelle d'Editions Musicales (See Editions Eschig)
Julius Hainauer	Winthrop Rogers, Ltd. (See Boosey & Hawkes, Ltd.)*	Universal Edition, Ltd. (See Boosey & Hawkes, Ltd.)*
Wilhelm Hansen Forlag*	Schott & Co., Ltd.	Universal Edition
Hawkes & Sons (See Boosey & Hawkes, Ltd.)*	B. Schott's Soehne	Aibl Verlag
Kahnt's Schering Edition	Filmusik Union	Schuberthaus Verlag
Latin American Music Bureau (See Alpha Music)	Philip Grosch	Vieu (See Editions Eschig)
Lauterbach & Kuhn (See Bote & Bock)	Philharmonischer Verlag	

* Serious works only as per special list.



HELP THE
RED CROSS



BROADCAST MUSIC, INC.

By **M. E. TOMPKINS**

General Manager

IN MARCH of 1940, just four short years ago, BMI opened its doors for business. That today it has firmly established itself is not surprising because the radio industry itself brought BMI into existence—and the Industry has the well-earned reputation of making things “go” when it takes a hand.

Every broadcaster is proud of the fact that when any organization, from a small local group up to the national government, needs a resoundingly successful job done, its first reaction is: “let’s get help from the radio station!”.

And so when radio needed to do a job for itself, a job of establishing a firm defense against a monopoly in music; when it determined that music costs to the stations be lowered and at the same time provide more equitable distribution of earnings to the composers; when it foresaw a greater opportunity to bring vital new composers to the listening public, it set about the task in the usual, efficient and successful manner in which the Industry operates.

Broadcast Music, Inc., is the result.

But now that four years have passed, let us, to turn a favorite phrase, “look at the record.”

The first year, to put it mildly, was hectic. One entire floor of a large New York building was filled with arrangers and music copyists. They were engaged in making brilliant new orchestrations of public domain music that was headed for limbo because nothing had been heretofore done to keep it vitally alive. They were arranging music for one hit after another that the public whistled, sang and danced to.

Then the peak was reached. BMI passed the acute stage of “growing pains” and settled into the routine of a well-oiled, efficient machine.

What might have taken a score of years—or a generation—to accomplish in some other business, BMI did in one short year!

But broadcasters are accustomed to getting results; BMI is the property of the broadcasters; ergo: results were obtained.

And what are these “results”?

Today in North America, there are 932 stations licensed by BMI—93 per cent of them. Coast-to-coast and regional networks have been signed. This, unquestionably, represents solid Industry support.

Equally important is the BMI list of affiliated publishers, for this is the group that provides the music.

At present BMI represents 750 publishers. From them, and through BMI come both the Standard works and the prevailing hit tunes. To cite a particular instance of the latter case, let us point to the record-breaking tune of 1943-44: PAPER DOLL. In this same bracket we find PISTOL PACKIN’ MAMA, BRAZIL, DEEP IN THE HEART OF TEXAS, BESAME MUCHO and others. As 1944 makes its way along, other hit tunes will come from BMI as a matter of course. And with stepped-up frequency!

Less spectacular than the division of popular music is the Script Department. From it has come an amazing wealth of material that has proved a treasure trove to the commercial or program manager who has assayed it.

At present, approximately 50 scripts per week, ranging from 5-minute shows to 30-minute productions, are available to BMI-licensed stations without cost. Countless enthusiastic letters are returned to the Script Department by commercial managers. "We sold your latest script five minutes after it arrived. Keep them coming!"

Too, the Standard Music Department has done a consistent job day after day. For example, it was this department that was responsible for the premier band performance of the new Russian National Hymn in the United States. And there's a little story behind this.

A copy of this hymn was received in New York by radio photo from Moscow. The Standard Department called in one of the top band arrangers; four days later the number was premiered before a huge audience at the University of Illinois where a band clinic was being conducted.

Louis Untermeyer was commissioned to write an English text for this new anthem, and his lyric has received national attention.

Why mention this particular instance?

Because it again establishes a "first" for BMI. It reflects the aggressive spirit of an institution brought into being by the Industry it serves—an aggressive determination that ample music, plus real SERVICE, shall be provided simultaneously with lowering (rather than increasing) cost to the Industry.

PUBLISHERS

- | | | |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>A-B Company Song Productions,
The
A.M.S. Music Collaborators
A-1 Music Publishers of America
Ace Music Co.
Acme Music Corporation
Acme Songs
Acutt-Rose Publications
Adelphia Press, The
Ahlefeld-Daniels Publications
Albin Tunes Publishers
Allen and Klink Music Publishers
Allen Intercollegiate Music, Inc.
Allen, Walter F.
Allied Music, Inc.
Altschuler, Inc.
Alva Music Publishing Company
Alvin Music Corporation
Ambrose, Adaline C.
American Melodies
American Performing Rights Society, Inc.
American Song Publications
American Song Publishing Co.
Amigo Music Publishing Co.
Amphion Publishers
Ancheta, Lamberto L.
Anderson, Leah Logan
Apex Music, Inc.
Appleton-Century, D. Co., Inc.</p> | <p>Arberne Music Co.
Arcadia Valley Music Publishers
Argus Music Co.
Armann, Halldor E.
Art Music Company
Artistic Songs
Ascot Publishing House
Ascot Publishing House
Associated Composers, Inc.
Astor Music Corporation
Aurora Music Publishers
B-K Publishing Company
Bach Music Publishers
Bagot, Frank
Balicer, Simon
Ball Music Publishing Company
Ballard, Fred C.
Baltimore, Roger
Banner Music Company
Barclay Music Corp.
Barnes, Samuel D.
Barnhart Publications
Barre Publications
Barron, Jack
Barry, Bessie
Bartlett & Hartmann Music Publishers, Inc.
Baskin, Sidney
Bava, John
Beacon Music Company
Becigneul, Henry A.
Beehive Music Company</p> | <p>Bell Music Co.
Bell-Tone Music Publishing Co.
Belmont Music Company
Benald Music Publications
Benatzky, Ralph, Dr.
Bendt, Dorothy Sanders
Ben-Et Songs
Berbert, E. M.
Berger Publishing Company
Berklay Music Co.
Berry, Brownie
Berst, John E.
Berwick Music Corp.
Beste, Anna Adams
Beverly Music Company
Biehl, Rose
Billings, Lucille
Billings, Vivien
Biviano, Joe Music
Blau, Larry Music Co.
Block, Martin Publishing Co., Inc.
Blue Ribbon Melodies
Bluestone-Bernard Music Publishers
Bomart Music Corp.
Bouma, G. H.
Bourne, Al
Brainard's, S. Songs Co.
Brent, Stanford F.
Brill, D. Dudley
Britton, Mozeffe</p> |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

• • • **B M I P U B L I S H E R S** • • •

Broadcast Music, Inc.
 Broughton Music Company
 Brown, Herbert E.
 Bucher, Roland C.
 Buel, Marshall M.
 Bulkley, L. H., Publisher
 Bullock Music Company
 Burdick, Lenora
 Burns & Crowe Publications
 Byers, Elsie Birt
 C. & M. Music Co.
 California Music Publishers
 Calumet Music Co.
 Calvin, John
 Cameron Music Co.
 Campbell Music Co.
 Campbell-Porgie, Inc.
 Canáel, Cogswell
 Canterbury Publications
 Cantrell Music Publications
 Carey, Thomas J.
 Carillon Publishers
 Carleton & Dixon, Inc.
 Carlton, Joseph
 Carnegie Publishing Company
 Carney, Alvin E.
 Carol Music Company
 Carr-Hildy Music Company
 Cascales, Joe, Music Publisher
 Casivan, Eugene
 Cason Music Corp.
 Catena, Florence
 Caughey, James Urie
 Cavalcade Music Co.
 Chaikowsky Music Pub. Co.,
 Francis T.
 Champion Music Company
 Charm Music Company
 Chase Music Co.
 Cheatham, Frederick C.
 Cherio Music Publishers, Inc.
 Chism, Leon T.
 Cholvin Music Sales
 Churchill Publications
 Cine-Mart Music Publishing Co.
 Cinema Songs, Inc.
 Cinephonic Music, Inc.
 Clavier Music Publishers
 Clow, O. B.
 Coast To Coast Music Corp.
 Cochran, Wally
 Cole Corporation, M. M.
 Cole, Jonnie
 Collins, Francis Joseph
 Collwill Corporation
 Colonial Music Pub. Co.
 Columbia Music Publishers
 Columbia Music Publishing Co.
 Commonwealth Music Co.
 Concert & Radio Music Co.
 Connors-Wilkins
 Continental Music Company
 Continental Record Co.

Cooper Music, Inc.
 Cornelius, James P.
 Cornell Music Company
 Coronet Songs
 Country Music
 Crestwood Publications
 Cridland, Dorothy
 Crocker, Al
 Crosby, Everett N., Ltd.
 Cross Music Company
 Cross, Samuel Avery
 Crowe, Edward
 Crowe, Edward, and Pyle, Pete
 Crowell, Beulah
 Crowell Music Pub.
 Crown Music Co., Inc., Ltd.
 Crown Music Company
 Cundy-Bettoney Company, Inc.
 Dahle, Al, Music Publishing Co.
 Daniels Music Publishing Co.
 Dan-Pell Songs
 Darrell, Jack Music Publishers
 Davidson & Maxon Music Pub-
 lishers
 Davis, Glenn S.
 Davis, Louis A.
 Davis & Ostergard
 Dawn Music Co.
 De Cimber Music Pub.
 De Santis, Francis
 Debin Music Company
 Del Cal Theatres, Inc.
 Dellon, Harold Music Co.
 Deluge Music Co.
 Derby Tunes
 Desert Music Publishers
 Desmoni, Martin J.
 Deutsch, Ruth
 Devoe, Jack
 Diamond Music Company
 Dixie Music Publishing Company
 Doraine Music Publishing Co.
 Dorset Publications
 Dot Music Publishers
 Douglas Publishing Company
 Downey & Sazama
 Drake, Ethel
 Dream Music
 Du Val Music Publishing Co.
 Duckworth, Daisy
 Duren, Hubert E.
 Dynamite Music Company
 Earle, William P. S.
 Eastern Music Publications
 Eccma Music Company
 Echoes Of Victory Music Pub-
 lishing Company
 Elektrann Music Pub. Co.
 Elliott, Lewis
 Elsmo Bros. Publishers.
 Embassy Music Corp.
 Emcee Publishing Company
 Encore Music Publications, Inc.

Englewood Music House
 Enos, Clyde
 Enterprise Publications
 Esquire Music Co.
 Essex Music Publishing Co.
 Excelsior Music Publishing Co.
 Fantasia Music Publishing Co.
 Fashion Music Publishing Co.
 Fassio, A.
 Feast and Hoffman
 Fehrenbaker, Mona
 Feiler, Maurice
 Fifer, C. Arthur
 Fillerdelphia Music Company
 Film Music Producers
 Fine Songs
 Fletcher Publishing Company
 Ford Music, Inc.
 Forest Glen Music Publishers
 Forzi, Frank
 Foster, Robert E.
 Fountain Music Company
 Fragos-Moore, Incorporated
 Frace Music, Inc.
 Franciosa Song Publications
 Frederic, Will, Music Publishers
 Freed & Hall Music Publishers
 Freeman Associates
 Freeman Music Company
 Frey, Fran & Company
 Friedley, Lowell G. & Company
 Friedman, Arthur
 Frish, Frank L.
 Frye-Ryan-Frankel, Inc.
 Fumea, Tom
 G. D. S. Music Publishers
 G. M. S. Music Publishing Co.
 G. V. C. Music Publishing Co.
 Gaal, Charles J., & Co.
 Gabler, C. J.
 Gaertner, Herb V.
 Gait-Way Music Company
 Gale, Bill
 Gamma Music, Inc.
 Gardner, J. C.
 Gehrman, Carl Music Forlag
 Girardi, Joseph
 Giumarra, Minnie
 Globe Publications
 Golden Gate Publications
 Golden Tune Publishers
 Graessle, George
 Graham, Gaston
 Graham, Sgt. Harold L.
 Graham & Kilhorney
 Graham Music Company
 Greater New York Music Corp.
 Greene, J. Publications
 Greene-Revel, Incorporated
 Greenwood, Livingston
 Grum, Matthew W., Jr.
 Gunther, Charles, Publicity
 Guy Publishing Company, The

B M I P U B L I S H E R S

Haberstro, Albert W.
 Haims, P. L.
 Hammer, Charles J.
 Hampton Publications
 Harding, Frank Music House
 Hardtner, Alice D.
 Harmony House
 Harmony Music Publishers
 Harrington, Clare
 Hartmann & Van Horn
 Haun, Dal E. Company
 Hawaii Conservatory Pub. Co.
 Hawkins, Leland R.
 Hay, Bob
 Herrold, Lloyd
 Hicks, Alberta K.
 Hill, Christine
 Hill Music Publishing Company
 Hilliard-Currie Music Publishers
 Hills, Johnny
 Hinds, Hayden & Eldredge, Inc.
 Hines, John
 Hippenstiel, Harold F.
 Hit Parade Publications
 Hodgson, B. C.
 Hoffman, Carrie
 Holdsworth, Elmer
 Hollywood Hit Publishers
 Hollywood Melody Publishing
 Company
 Hollywood Music Sales
 Horan, Nell
 Horoscopes In Song
 Horvath, Joseph
 House Of Carleton
 House Of Melody
 Howard, Jack Publications
 Hub Publishing Company
 Huddleston, Carolyn Ross
 Humphries, Bruce, Inc.
 Hunter's Music House
 Huttig, Charles M.
 Ideal Music Publishing Co.
 Idelson, Harry
 Immortal Music Publishing Co.
 Imperial Music Publishing Co.
 Independent Music Publishers
 Indigo Music, Inc.
 Ineman, James
 International Dance Studio
 International Publications
 International Songwriter Club
 Isenberg, Emil F. Music Publish-
 ing Co.
 Jahnke Publishing Company
 Janis, Stephen
 Jill Music Co.
 Jo-Ann Music Company
 Johnson, Chester
 Johnson, Claude
 Johnson, Elizabeth
 Johnson, Harry H.
 Jones, J. Grayson Music Co.

Joseph Music
 Kammen, J. J., Music Com-
 pany
 Karch, Hank
 Kaymusic Publishers
 Keller, Don
 Keller, Leo D.
 Kelly Music Publications
 Kelly, William A.
 Kelton-Romm Music Company
 Key Music Company
 Keyser Music Publisher
 Keystone Music Co.
 King-Del Music Publishers
 Kinkade's Songs
 Knickerbocker Music Pub. Co.,
 Inc.
 Knight Publishing Co.
 Knobloch, M. H.
 Knudsen, Charles
 Kolbert, Marguerite, Produc-
 tions
 Krygier, Joseph
 Kukula, Frank
 LaRue Publishing Company
 Lake Music Pub. Co.
 Lambert, Jimmy and Glick,
 Harry
 Lang-Worth Publications, Inc.
 Lanier Music Company
 Lapham, Claude Music Pub-
 lications
 Latin American Publishing
 Corp.
 Lawndale Music Publishers
 Leal, Felipe Valdes
 Lee, Rosemary
 Lencer Music Company
 Lennerts, William J.
 Lester, Betty
 Lewcon Music Company
 Lewis, Reggie
 Liberty Music Publishers
 Lincoln, F. S.
 Lind Music Publishers
 Linden Music Publishers
 Livingston & Evans Music Com-
 pany
 Logos and Company
 London Music Corp.
 Long, J. Baxter
 Lowden, C. Harold
 Lucky Music Publishers
 Lynch, Edward J.
 Lynn, E. A., Publishing Com-
 pany
 Lynne Music Company
 M. & F. Music Publisher, The
 MacAngelo
 MacFarlane, Thomas M.
 MacGregor, Grant
 Mackley Music Publishing Co.

Maestro Music Company
 Magnolia Music Company
 Majestic Music Corp.
 Mallory Music Publications
 Maloney, William
 Mandeville, Loretta
 Manhattan Music Company
 Mank's, Chaw, Blue Ribbon
 Music Co.
 Mansfield, Frank, Music Pub.
 Co.
 Marchant, J. C., Publications
 Marcy, Victor
 Marion and Son Publishing Co.
 Marks, Edward B., Music Corp.
 Mar-Lane Music Publishers
 Mars Music Publications
 Marsales, Frank
 Marston Music
 Martin, Jack "Tex"
 Martin, Otto J.
 Marvel Music Pub. Co.
 Master Music Publishers
 Material Songs Publishing Com-
 pany
 Mathews, James
 Mathieson, Hugh
 Maya, Don, Incorporated
 Mayhams Music Company
 Mayo Music Corp.
 McClaran, Olive Hanson
 McClaren, Everett F.
 McClure Music Company
 McClure, Ruth D.
 McDaniel, Joe, Music Com-
 pany
 McDonald, J. K.
 McDonald Music Company, The
 McDowell, Frances Grider
 McGhee, Berry M.
 McGinty Music Publishing
 Company
 McLean, Gene, Music Co.
 McMahan, Frank
 Med-Rik Music Publishing
 Company
 Mellow Music Publishing Com-
 pany
 Melo Music Co.
 Melody Hall Music Publishers
 Melody Lane, Inc.
 Melody Moderne, Inc.
 Melody Music Company
 Melody Music Publications
 Melody Song Bureau
 Memorie Music Publishing Co.
 Mercury Music
 Merico Music Company
 Merit Music, Inc.
 Merit Music Publishing Co.
 Meritt Publications
 Merrywood Publishers
 Metropolitan Music Company

• • • **B M I P U B L I S H E R S** • • •

Metropolitan Music Publishers
 Miami Music Publishers
 Mike-Tunes
 Millburn Music Publishers, Inc.
 Miller, Charles
 Miller-Grau
 Miller, Robert E.
 Mipa Productions, Inc.
 Miracle Music Company
 Missud, Jean M.
 Mode Music Publishing Co.
 Modern Melodies Publishing Co.
 Modern Standard Music Co.
 Moderne Editions
 Moderne Publications
 Monarch Music Company
 Monarch Music Publishing Co.
 Mongiello, Cosmo Andreotti
 Monroe Music Company
 Monroe Music House
 Monroe Publications
 Moon Ray Music Publishers
 Moorhead, Paul G.
 Morrison & Ewing
 Moss, Albert W.
 Motley-Bryson-Johnson
 Motor City Music Publishers
 Mount Vernon Publications
 Mountain Music Company
 Mountain State Music Publishers
 Movieland Music Publishers
 Mullin, Mary J.
 Mulvaney, John C.
 Murray, Grace M.
 Murray Music Company
 Murray Music Publishers
 Musart, L. C., Publications
 Music Center Publishing Co.
 Music City Copyrights
 Music For Frets
 Music-Makers Publishing Co.
 Music Manuscript Reporter
 Music Mart
 Music Products, Inc.
 Musicana, Inc.
 Musico
 Musin, Ovid
 Nash Chain Song Service, The
 National Association For Blind
 Composers, Inc.
 National Association of Broad-
 casters
 National Music Corp.
 Nationwide Songs, Inc.
 Nelrod Music Publishers
 Neptune Music Publishers
 Network Music Publishers
 New Era Music Corporation
 New Harmony Music Publishers
 New York Publishing Company
 Newart Song Publications
 Newton, Al
 Niehoff, Dolorosa

Niksich, Donald E.
 Nolan Music Co.
 Normay Music Company
 Novak, Charles J.
 Numelody Song Co.
 Oahu Publishing Company
 Ocean-Spray Music Company
 Olin, Milton E.
 Olson, Nils
 Olympian Agencies
 Orange Music Publishers
 Oriental Music Co.
 Oriole Tunes
 Orlowski, John R.
 Out West Music Publisher, The
 Overt Music Company
 Palmer Music Company
 Palomar Music Corp.
 Pan-O-Ram Music Service
 Parade Music Company
 Parmelee, Gilbert
 Paterson, James A.
 Patriotic Music Publishing Co.
 Paty Publishing Company, The
 Pearl Music Company, Inc.
 Peer International Corporation
 Peerless Music Publishing Co.
 Pelkonen, Matt Music Co.
 Peloubet, William Spalding
 Penn, Julius, Jr.
 Penn, Richard T.
 Penn-Sylvan Publications
 Personal Publications
 Petrie, Eddie
 Petrie, H. W.
 Picadilly Music Co.
 Piccadilly Music Co.
 Pittman, J. H., Jr.
 Plamor Music Company
 Pnd, Frank Music Company
 Porgie, Debin & Friedman, Inc.
 Portland Music Company, The
 Prelude Music Co.
 Prestige Music
 Pre-View Publications
 Pro Musica Publishing Company
 Process Music Publications
 Propoggio, R. N.
 Prosser Music Publishing Co.
 Puritan Publishing Company
 Radio Music Company
 Radio Music Company
 Radio Music Publishers
 Radio Screen Music Pub. Co.
 Rainbow Melodies Music Co.
 Rainbow Music Publishers
 Rawlings, Clara
 Ray Music Publishing Company
 Raybert Music Company
 Raymor-McCollisters Music
 Publishers

Real Music Company
 Recker, Robert, Music Co.
 Record Music Publishing Co.
 Redskin Publishing Co.
 Reed, Harold Jobe
 Rees, H. E., Music Publishers
 Reeves, John Frank
 Regal Music Company
 Regal Music Company, Ltd.
 Regent Music Corp.
 Reid & Singer Music Publishing
 Company
 Reis & Taylor, Inc.
 Remarque Music Publishing Co.
 Republic Music Corporation
 Retter, Louis Music Company
 Reveille Music Co.
 Revilo Music Co.
 Rex Music Publishers
 Reynolds-Bickel
 Rhapsody Publications
 Rhodes, David W.
 Rhythm Publishing Company
 Rialto Music Publishers
 Rich Publications
 Richardson Songs
 Richmond Melodies
 Richter, Dr. William B.
 Ricordi, G., & Co.
 Ringwald Publications
 Rinker, Charles, Music Publish-
 ing Company
 Rod Jon Music Company
 Rodenberg, Edward L.
 Roe, Gilbert
 Roe-Krippene Music Publishers,
 Inc.
 Roque, Julio
 Rork, Ernest A., & Son
 Rosen, Raymond
 Rosetti, Joseph
 Roslyn Music Company
 Ross & Howard
 Ross, Hugh K.
 Ross Music Pub. Co.
 Rossi, Edward & Louis
 Rousseau Publishing Co.
 Royal Music Publishing Company
 Rubens, Mark
 Ruby Music Co.
 Rudell Music Publishing Co.
 Russell, Willard

• • • **B M I P U B L I S H E R S** • • •

- Ruth, Barbara
 Sanders, Al
 Saxonette Music Company
 Scala Music Publishers
 Scamps, The
 Schael, August Company
 Scheuerle Bros. Music Publishers
 Schillinger, Arthur E.
 Schirmer, E. C., Music Co.
 Schofer, Kitty James
 Scholl Publishing Company
 Schumann Music Company
 Sears, Julius
 Sharkey Music Publishing Co.
 Shattuck Publishers
 Shelby Music Publishing Co.
 Sheldon-Mitchell Publishing Corp.
 Shelhamer, Ben., Jr.
 Shermack Company
 Siegal & Dahle
 Simmons, Ross Publisher
 Singer, Murray Music Publishing Co.
 Singmore Music Publishers
 Skokie Music Company
 Skylark Songs
 Smith, Bob
 Smith, Earl
 Sobeck, Rosina
 Sobie, Carl
 Society Of Jewish Composers, Publishers and Songwriters
 Sommers, Henry J.
 Song Shop, The
 Song-Tex Music Company
 Sons Music Pub. Co.
 Square Deal Publications
 Stan-Host Melodies
 Standard Publications
 Stark Music Printing Company
 Starlight Music Company
 Steele, Ted Publishing Co.
 Stern, Jos. W., & Co.
 Steven, Arthur Publications
 Stewart, Larry
 Stiner, E. J.
 Stone, Irving
 Stover Music Company
 Stratton, A. D., Music Co.
 Striplin, Mary A.
 Stroube, Walter A.
 Studio Staff Productions
 Sudlik & Siegel
 Sun Ray Music Publishers
 Sunnyside Music Publications
 Sunshine Music Company
 Superior Melodies Publishing Co.
 Swager Song Studios
 Sweet Music Publications
 Swing Music Publishers
 Symbolic Music Publishing Co.
 Syndicate Music Publishers, Inc.
 Tele-Mus Publishing Company, Inc.
 Televis Music Company
 The "440" Music Publishing Company
 Three Boys Music Company, The
 Tidd, G. M.
 Timberland Publishing Co.
 Times Square Music Co.
 Tin Pan Alley Publications
 Toben Music, Inc.
 Tomerlin, Lysle
 Tompkins, Clarence F.
 Tompkins, Clarence & Cuff Paul
 Top Music Publishers, Inc.
 Topik, Tunes
 Tourjee, Leo Eben
 Towle, Ernest and Read, Kemp
 Trans-America Music Publishers
 Transatlantic Music Company
 Transradio Music, Inc.
 Treasure Chest Publications
 Trutone Publishing Company
 Tune Towne Tunes
 20th Century Music Publishers
 Typemusic
 U. S. and International Music Pub.
 U. S. Music, Inc.
 Uhl, Milton, Reproduction Service
 Universal Music Sales
 University Music Co.
 Urban Publications
 Valiant Music Company
 Van Brunt Publishing Company
 Van Dorn, Catherine
 Van Leishout, Edward
 Van Reesema, Yolande
 Van Russ Music
 Vance Music Company
 Vanguard Songs
 Variety Music Company
 Vavrin & King
 Velo-Tone Music Company
 Vernon Music Publishers
 Victor Publishing Company, Inc.
 Victory Music Company
 Wabash Music Company
 Wade, Franklin
 Wahl, Frederick J.
 Waldorf Music Company
 Walker, Arthur L.
 Warner Studio
 Washburn, Rozella T.
 Waters Music Publishing Co.
 Watson, W. A.
 Waverly, Jack
 Weaver, Jesse E.
 Webster Music Company
 Weeks, Publisher
 Wells, Maurice O.
 Wemar Music Corporation
 Wentworth, Martha
 Wesjay Music Corp.
 West Coast Music Publishers
 West, Roger Publisher
 Westcott, Everett W.
 Westmount Music, Inc.
 White Way Music Company
 Whitfield, Fred A.
 Williams, Albert
 Williams, Bud Publisher
 Williams & Williams
 Willis-Woodward Music Co.
 Wilson Publishing Co.
 Winner Music
 Winters, Leo., Inc.
 Withers, Mike
 Witro Music Publishing Co.
 Witt, Claude H.
 Wizell, Murray Music Company
 Woodland Music Company
 Woods Music Co.
 World Wide American Classics
 Worldwide Music Publishers
 Wright Publishing Company
 Wrightman, Neale
 Yeowaccopoulos, Rt. Rev. A. N.
 Zaboy-Landino Music Company
 Zoeller Music Company

S · E · S · A · C

By **PAUL HEINECKE**

President

SESAC will continue in 1944 to make available to radio stations, without restriction, the music catalogs of over 100 leading American music publishers. SESAC music will continue, in 1944, to be used on more radio stations than any other music because—

SESAC has long term blanket licenses with nearly 900 commercial radio stations in the U. S., and—

SESAC music is American music, with over 100 publishers located in 20 states from coast to coast.

SESAC is the bread and butter music of radio, the standard music, the Western and cowboy songs, the religious hymns, the college tunes, the compositions of Edward MacDowell, Victor Herbert, Charles Wakefield Cadman, Mrs. H. H. A. Beach, etc. The diversified music which year after year provides the bulk of program material for your 18-hour broadcast day.

An ever increasing use of SESAC music by advertising agencies on virtually all commercial transcriptions indicates that agency production heads recognize the universal appeal of "bread and butter" music to the listening audience and that time buyers welcome the freedom which SESAC music affords from copyright clearance, bookkeeping deductions, extra fees, music restrictions, etc.

Service to stations is the 1944 watchword at SESAC. Our station relations staff will continue to visit every radio station in the country at least once every six months and assist station executives with their operational problems and music requirements. With 100 years of combined broadcasting experience, our station relations staff is well qualified to provide counsel on virtually every phase on station operation.

The seven proven sales plans have been of material benefit to commercial managers and the details of these commercial programs as well as three new sales plans will be made available to stations without charge through our station relations staff and Program Service Department.

Our liaison work for the Treasury Department on war bonds will continue in 1944 and we shall endeavor to provide the War Finance Division with a daily report of constructive suggestions obtained from stations and data on outstanding war bond programs observed throughout the country.

Our Program Service Department is geared for even more effective operation in 1944, with the preparation and publication of the SESAC Music Program Builder its first major accomplishment of the year. This 200 page volume contains the outstanding music in every program classification by title, composer, publisher, available arrangements, etc. It was created in response to requests from station executives for a practical handbook of specific music, or the cream of the music in every category, classified topically as well as alphabetically.

SESAC, its publishers, Program Service Department and station relations staff will continue to be at your service throughout 1944.

SESAC Publisher Affiliates

- Accordion Music Publishing Co., New York
Deiro, Pietro
Adler (see Edition Adler)
Albright Music Company (see National Music Co.)
Alford, Harry L.; Chicago
Alkire Publications, Eddie, Easton, Pa.
Altschuler, J. (See "P. W. P.")
American Music, Inc., Portland, Ore., Hollywood, Cal.
Cross & Winge, Inc.
Arct, M.; Warsaw
Ashmall Company, Wm. E (See McLaughlin & Reilly Co.)
Augsburg Publishing House; Minneapolis
Avalon Music Publishing Co. (See Stirling Music Publishing Co.)
Barnes, A. S. and Company, Inc.; New York
Barnhouse, C. L.; Oskaloosa, Iowa
Barwicki, K. T. (See "P. W. P.")
Beirly Company (See Chart Music Publishing House, Inc.)
Benson Publishing Co., John T., Nashville, Tenn.
Berge Music Co. (See McLaughlin & Reilly Co.)
Braun, Hubert J.; Chicago
Braun Music Co.
Braun Organization, The
Broadcast Music Publishers (See National Music Company, Inc.)
Bryant Music Company; New York
Brumley, Albert E.; Powell, Mo.
Calbo, N.; Barcelona
Capitol Music Co. (See National Music Co., Inc.)
Catholic Music Company (See McLaughlin & Reilly Co.)
Central Music Company (See Ramsey, Will M.)
Chart Music Publishing House, Inc.; Chicago
Beirly Company, Alfred
Coanacher, B.
Huffer, Fred. K.
Littig Music Publishing Co., Frank
Warde, Harry
Warner, F. Eugene
Western Accordion Music Company
Clef Music Co.; New York
Coanacher, B. (See Chart Music Publishing House, Inc.)
Colombo, Alberto; Hollywood
Composers Press, Inc., The; New York
Cross & Winge, Inc. (See American Music, Inc.)
Culla, Antonio; Barcelona
Deiro, Pietro (See Accordion Music Publishing Co.)
Denison & Co., T. S.; Chicago
Di Bella, O.; New York
Do Re Mi Fa Casa Editora De Musica (See Ediciones Internacionales Fermata)
Ediciones Internacionales Fermata (See Ediciones Internacionales Fermata)
Ediciones Internacionales Fermata: Buenos Aires (South American Publications)
Ediciones Musicales Pampa
Do Re Mi Fa Casa Editora De Musica
Ediciones Internacionales Fermata, Warsaw (European Publications)
Ediciones Musicales Pampa (See Ediciones Internacionales Fermata)
Ediciones Rodoch (C. Rodriguez); Bilbao
Ediciones A. Urmeneta; Barcelona
Edition Adler; New York, N. Y.
Edition "Jastrzab" (See "P. W. P.")
Rudnicki, Walery
"W.J.R."
Rzepecki, J.
Editions "Olympia" (See "P. W. P.")
Editions Pro Arte; Lwow (See "P. W. P.")
Eulenburg Ltd., Ernest; London
Fairbank Company, H. W. (See National Music Co. Inc.)
Fermata (See Ediciones Internacionales Fermata)
Gebethner & Wolff; Warsaw
Georgi & Vitak Music Co. (See Vitak-Elsnic Co.)
Gilbert Music Company (See McLaughlin & Reilly Co.)
Gornston, David; New York
Gospel Music Publications (See Hathaway, Franklin Earl)
Grabczewski, F.; Warsaw
Haberer-Helasco, Hermann; Madrid-Lisbon
Solunastra Publications
Hall Music Co., The; Maryville, Tenn.
Hall & McCreary Co.; Chicago
Hanson, E. Eddy (See National Music Company, Inc.)
Harmonia Edition Publishing Co., New York
Harmonie Publications
Rondo Publications
Hart's Music Company (See National Music Co.)
Hartford Music Company, The; Hot Springs, Ark.
Hathaway, Franklin Earl, Music Publisher; Chicago
Gospel Music Publications
Helasco (See Haberer-Helasco)
Henson Music Publisher, J. M., Atlanta, Ga.
Morris-Henson Music Co.
Southern Music Plate Co.
Hoffman Company, Raymond A.; Chicago
Huffer, Fred. K. (See Chart Music Publishing House, Inc.)
Idzikowski, Leon; Warsaw
Idzikowski, M.; Warsaw
Jastrzab (See Edition "Jastrzab")
Jewell Music Co., Fred; Worthington, Ind.
Keene, Inc., Hank; South Coventry, Conn.
Kelman Music Corp.; New York
King Music House, Inc.; K. L.; Fort Dodge, Ia
Kjos Music Co., Neil A.; Chicago, Beatrice and Max Krone

• • • **SESAC PUBLISHERS** • • •

- Krachtus, John; Chicago
- Krone, Max & Beatrice (See Kjos Music Co.)
- Lebendiger, Henryk (See Ediciones Internationales Fermata)
- Littig Music Publishing Co., Frank (See Chart Music Publishing House, Inc.)
- Liturgical Music Company (See McLaughlin & Reilly Co.)
- McLaughlin & Reilly Co.; Boston, Mass.
 Liturgical Music Company
 Catholic Music Publishing Company
 including compositions taken over from
 Wm. E. Ashmall & Company
 Berge Music Company
 John Singenberger
 Otto Singenberger
 Gilbert Music Company
- Mora, Jose; Barcelona
- Morris-Henson Music Co. (See Henson Music Pub., J. M.)
- Music Press, Inc.; New York
- Music Products Corporation; Chicago (See Frank Pallma-Music Publisher)
- National Music Company; Fort Worth, Texas
- National Music Company, Inc.; Chicago
 Albright Music Company
 Broadcast Music Publishers
 (See E. Eddy Hanson)
 Capitol Music Co.
 Fairbank Company, H. W.
 Hart's Music Company
 Popular Music Publications
 Select Music Company
 Standard Music Company
 (See Eddie Hanson)
 Standard Songs
 (See Eddie Hanson)
 Windsor Music Company
 including compositions taken over from:
 E. Eddy Hanson
- Natgrass-Schenck, Inc.; New York
- Nowa Scena; Warsaw
- Olympia (See Editions "Olympia")
- Orduna, Leopoldo; Barcelona
- Pagani, O. & Bro.; New York
- Pallma Music Publisher, Frank; Chicago
- Panella, Frank A.; Pittsburgh, Pa.
- Parks Company, J. A., The; York, Neb.
- Parris Music Co., Jasper, Alabama
- Perry Sons A. W.; Sedalia, Mo.
- Polskie Towarzystwo Muzyki Wspolczesnej;
 Warsaw (See "P. W. P.")
- Popular Music Publications (See National Music Company, Inc.)
- Pro Arte (See Editions Pro Arte)
- "PWP" Przedstawicielstwo Wydawnictw Polskich (Association of Polish Publishers); Warsaw
- Radio City Guitar Studio; New York
- Ramsey, Will M., Little Rock, Ark.
 Central Music Co.
- Rodoch (See Ediciones Rodoch)
- Rodriguez (See Ediciones Rodoch)
- Rondo Publications (See Harmonia Edition)
- Rudnicki, Walery (See Edition "Jastrzab")
- Rzepecki (See Edition "Jastrzab")
- Sajewski, W. H.; Chicago
- Schmidt Co., The Arthur P.; Boston
- Schmitt Music Company, Paul A.; Minneapolis
- Schuberth, Edward, & Co., Inc.; New York
- Select Music Company (See National Music Co.)
- Seyfarth, G.; (See "P. W. P.")
- Showalter Company, The A. J.; Dalton, Ga.
- Simon, Frank; Middletown, Ohio
- Singenberger, John (See McLaughlin & Reilly Co.)
- Singenberger, Otto (See McLaughlin & Reilly Co.)
- Sisk Music Company, The; Tocca, Ga.
- Smith Music Co., Inc., Wm. J.; New York
- Solunastra (See Haberer-Helasco)
- Southern Music Plate Co. (See Henson Music Pub. J. M.)
- Stamps-Baxter Music & Printing Company, Dallas, Texas; Chattanooga, Tenn.; Pangborn, Ark.
 V. O. Stamps Music Company
 Stamps-Baxter Music Co.
- Standard Music Company (See National Music Company, Inc.)
- Standard Songs (See National Music Company, Inc.)
- Stirling Music Publishing Co.; New York
- Avalon Music Publishing Co.
- Tennessee Music & Printing Company; Cleveland Tenn.
- Towarzystwo Wydawnicze Muzyki Polskiej;
 Warsaw (See "P. W. P.")
- Union de Compositores; Barcelona, Spain
- Urgelles, J.; Barcelona, Spain
- Urmeneta (See Ediciones A. Urmeneta)
- Vaughan, James D.; Lawrenceburg, Tenn.
- Vitak-Elsnic Co.; Chicago
 Georgi & Vitak Music Co.
- Warde, Harry (See Chart Music Publishing House, Inc.)
- Warner, F. Eugene (See Chart Music Publishing House, Inc.)
- Warszawskie Towarzystwo Muzyczne (Warsaw Music Society); Warsaw
- Weaner, Maxwell (See Weaner-Levant Publications)
- Weaner-Levant Publications, New York
 Weaner, Maxwell
- Western Accordion Music Company (See Chart Music Publishing House, Inc.)
- Whitney Blake Music Publishers; New York
- Windsor Music Company (See National Music Co., Inc.)
- Winsett, R. E.; Dayton, Tenn.
 "W.J.R." (See Edition "Jastrzab")
- Yanguas, Mariano; Madrid
- "Zaiks" Związku Autorow, Kompozytorow i Wydawcow; Warsaw
 (Authors-Composers and Publishers Association of Poland (See "P. W. P.))
- Zalewski, B. J.; Chicago



Our Meat....

choice cuts

no beefs

P I C T O R I A L

PHOTO ENGRAVING COMPANY, INC.

461 8th Avenue, New York • LACKAWANNA 4-9276

*Microphonically
Yours,*

RUDY VALLEE



Betty Garde



BEHIND
THE
MIKE



WORK OF

- ARTISTS**
- WRITERS**
- ANNOUNCERS**
- VOCAL ARTISTS**
- ORCHESTRA LEADERS**
- NEWS COMMENTATORS**
- MOVIE COMMENTATORS**
- DIRECTORS-PRODUCERS**
- SPORTS COMMENTATORS**
- MUSICAL DIRECTORS**
- HOME ECONOMIC DIRECTORS**

FOR—1943

Radio Directors Guild, Members and Their Programs
Music Publishers • Showman's Calendar
Standard Station • Network Employment Summary



IDA
LUPINO



*We've Just Renewed Our Lease
For Another Year*

IN
"BLUE RIBBON TOWN"
GROUCHO MARX
AND
DICK MACK

WITH THANKS TO OUR JOLLY LANDLORDS:

THE PABST BREWING CO.

WARWICK & LEGLER, INC.

AND OUR PABST-HAPPY NEIGHBORS:

ROBERT ARMBRUSTER

FAY MCKENZIE

LEO GORCEY

BILL DAYS

KEN NILES

THE BLUE RIBBON BLENDEES.

AND OUR BLENDSATIONAL SCRIBBLERS:

BILL DOEMLING

BOB FISCHER

JACK ROBINSON

SELMA DIAMOND

ARTHUR STANDER

ALAN KENT

**AND TO GUMMO MARX, GEORGE GRUSKIN, AND A GIRL
IN PEORIA**

CBS . . . THE COLUMBIA BROADCASTING SYSTEM
EVERY SATURDAY NIGHT

5 P.M. Pacific War Time
6 P.M. Mountain War Time

7 P.M. Central War Time
8 P.M. Eastern War Time

RADIO ARTISTS

And Their Work During 1943



— A —

ABBOTT, BUD

NBC, Abbott and Costello.

ABBOTT, LEITH

KGW, Portland, Oregon.

ACE, GOODMAN

CBS, "Easy Aces."

ACE, JANE

CBS, "Easy Aces."

ADAIR, FRANCES JEAN

WHKC, Columbus, Ohio.

ADAMS, INGE

Treasury Hour, Ethel Barrymore Series, Radio Guild, Light of the World.

ADAMS, WYLIE

Young Widder Brown, Great Plays, School of the Air.

ALBA, ALNEY

The Gumps, Al Pearce, The Goldbergs, John's Other Wife.

ALEXANDER, A. L.

WOR, Mediation Board.

ALIKI

Big Sister, Bess Johnson, Portia Faces Life, Report to the Nation.

ALLEN, BARBARA JO

(Vera Vague)
NBC, Pepsodent Program.

ALLEN, BARCLAY

KLZ, Denver, Colo.

ALLEN, CHARME

David Harum, Women of Courage, Buck Private, Kate Smith.

ALLEN, DAYTON

Stage Door Canteen, Cavalcade, Salute to Youth, Philip Morris Playhouse.

ALLEN, FRED

CBS, "Texaco Star Theatre."

ALLEN, JAMES WALKER

KLX, Oakland, Calif.

ALLEN, MARION RANDOLPH

Radio Guild, Woman of Courage, Young Dr. Malone, Strange As It Seems.

ALLEN, VERA

Young Widder Brown, Aunt Jenny, Bess Johnson, Vallee Hour, Jolson Show.

ALLENBY, PEGGY

David Harum, Young Dr. Malone, Second Husband, Life Can Be Beautiful, Adventures of a Modern Mother.

ALLMAN, ELVIA

NBC, Abbott and Costello Show.

AMECHE, DON

What's New?, Blue, Guest Spots.

AMECHE, JIM

NBC, What's New?

AMOURY, DAISY

Ellery Queen, Special Broadcasts from Nassau, Bahamas.

ANDERSON, BARBARA

Road of Life, Guiding Light, Lonely Woman, Bachelor's Children.

ANDERSON, EDDIE

(Rochester)
NBC, Grape Nuts Show.

ANDERSON, GLENN

WGL, Ft. Wayne, Ind.

ANDERSON, MARJORIE

The Shadow, Bright Horizon.

ANSFACH, ELDEN

KOIL-WOW, Omaha, Neb.

ANTHONY, JOHN J.

WOR, Goodwill Hour.

ARCHER, OSCEOLA

NBC - WEVD - WBIG.

ARNOLD, BERT A.

WFLA, Florida.

ARNOLD, BETTY

CBS-NBC, Ma Perkins.

ARTHUR, JACK

When a Girl Marries, Gay 90's
NBC-CBS

ARTIST, MICHAEL

School of the Air, CBS Workshop, Let's Pretend, Cresta Blanca Carnival.

ASCOT, RITA

CBS-NBC, Ma Perkins.

ASHWORTH, JEAN

Death Valley Days, Truth or Consequences, March of Time, Big Sister.

ASKEW, FRANCES

WSIX, Nashville, Tenn.

ASPINWALL, HUGH M.

KWTO, Springfield, Mo.

AUDLEY, ELEANOR

Easy Aces, Joe and Mabel, Bess Johnson, The Goldbergs.

AYERS, JACKIE

Aunt Jenny, March of Time, Cresta Blanca Carnival, Let's Pretend, Easy Aces, Salute to Youth.

BAIN, DONALD

Grand Central Station, Johnny Presents, Lincoln Highway.

BAKEN, BONNIE

Coast to Coast on a Bus, Recordings.

BAKER, PHIL

CBS, "Take It or Leave It."

BALDWIN, BILL

KGO, San Francisco, Calif.

BALLARD, FRANCIS

WSLS, Roanoke, Va.

BARLOW, VIVIAN

CBS, Forty-five Minutes in Hollywood, WEAF, A Woman Views the News, Guests Spots, Doing Impersonations.

BARNES, AMANDA H.

WGST, Atlanta, Georgia.

BARNES, JEAN

WGST, Atlanta, Ga.

BARNEY, MARGARET

KEX, Portland, Ore.

BARRETT, TONY

Five Star Final, Young Dr. Malone, Portia Faces Life.

BARROWS, RICHARD

Kate Smith, Aldrich Family, March of Time, Ellery Queen.

BARRYMORE, LIONEL

CBS, Mayor of the Town.

BASHEIN, NANCY

Kate Smith, Our Barn, Coast to Coast.

BATES, BARBARA

WOW, Omaha, Neb.

BAUER, CHARITA

Blue Playhouse, Second Husband, Cavalcade of America.

BAUERSMITH, PAULA

Julia Ramsey, CBS Workshop, Big Sister.

BAUMAN, PATRICIA

KOIL, Omaha, Neb.

BAUMHOVER, JANET

KEX, Portland, Ore.

BAXTER, BEATRICE S.

In Between, Child Heroes, Headlines in Action.

BEACH, BILL

March of Time, Aldrich Family, Kitty Foyle.

BEARDSLEY, LEONARD

KIRO, Seattle, Wash.

BEASLEY, IRENE

CBS, "Neighbors."

BECK, JACKSON

WOR, Ciseo Kid,
CBS, Valiant Lady.

BEEEMER, BRACE

WXYZ, Detroit, Mich.

BEGLEY, ED

Stella Dallas, Easy Aces, Just Plain Bill.

— B —

BAILEY, RUTH

WTOP, Washington, D. C.

. . . **RADIO ARTISTS** . . .

BELCHER, JERRY
WCKY, Cincinnati, Ohio; This Is Mine.

BELLAVER, HARRY
Michael and Kitty, Joe and Mabel, Philip Morris.

BELMORE, BERTHA
BENADARET, BEE
The Great Gildersleeve.

BENNETT, FRED
WCKY, Cincinnati, Ohio; Sunrise Special.

BENNY, JACK
NBC, Grape Nuts Flakes Program.

BENSON, ISLAY
Radio Guild, Dr. Malone, Robert Ripley.

BERCH, JACK
WOR

BERG, GERTRUDE
CBS, "The Goldbergs."

BERGEN, EDGAR
NBC, Chase and Sanborn Show.

BERGHOF, HERBERT
Report to Nation, Uncle Sam, Stage Door Canteen.

BERLE, MILTON
Blue, "Let Yourself Go."

BERRY, JOHN
Mercury Theater of the Air, Campbell Playhouse, Columbia Workshop.

BERRY, YOLANDA D'ESTE
President Roosevelt's Campaign for Infantile Paralysis, On the Road to Freedom.

BERWIN, BERNICE
One Man's Family.

BETHUNE, IVY
School of the Air, Betty and Bob, Little Women.

BEZOFF, BEN
KMYR, Denver, Colo.

BICKNELL, JAMES
WGL, Ft. Wayne, Ind.

BINYON, CONRAD
CBS, Mayor of the Town.

BISHOP, KATHRYN
Lincoln Highway, Kate Hopkins, When a Girl Marries.

BLACKBURN, ARLINE
Grand Central Station, Lincoln Highway, Lux Theater.

BLANE, MEL
CBS, JODY Canova Show.

BLOCH, RAY
WOB, Keep Ahead.

BLYTH, ANN
Coast to Coast, Dr. Christian, Our Barn.

BOGUE, MERVYN
(Ish Kabibble)
NBC, Kay Kyser's College of Musical Knowledge.

BOISSEAU, RAYMOND
CKCV, Quebec, Canada

BOLES, JIM
Kate Smith, Aldrich Family, Dan Wilson, We the People, Manhattan at Midnight.

BONDHILL, GERTRUDE
CBS, Bachelor's Children.

BONNELL, SAM
March of Time, Murder Clinic, Joe and Ethel Turp.

BOULTON, MILO
We the People.

BOYAR, BURTON
Coast to Coast on a Bus.

BOYD, LESLIE R.
WCAT, Rapid City, S. D.

BOYER, BETTE
KXRO, Aberdeen, Wash.

BRACA, ELIA
Uncle Sam Series, Screen Guild Theater, Lux Theater, Dr. Christian.

BRADLEY, TRUMAN
CBS, Screen Guild Players.

Irene Beasley

. . . **RADIO ARTISTS** . . .

BRAHAM, HORACE

Woman of Courage, Easy Aces, Helen Hayes, The Goldbergs.

BREWSTER, JOHN

Woman of Courage, Kate Smith, CBS Workshop, Stella Dallas.

BRESSANE, YVONNE

WCBI, Columbus, Miss.

BRITTON, CLIFTON

WGBR, Goldsboro, N. C.

BROADLEY, EDWARD

Campbell's Soup, Columbia Workshop, Lux.

BROCK, ALAN

WMC-WOR, Joyce Jordan, Salute to Youth, Wrote and Produced "It Might Have Been You."

BRODY, STUART (Steve)

Victory Hour, Armstrong Theater, Land of the Free.

BROWER, VINCENT

WFNC, Fayetteville, N. C.

BROWN, ESTER, SIMON

WFLA, Florida.

BROWN, HELEN

Chase and Sanborn, Big Town, Maxwell House.

BROWN, JEFF

Stage Door Canteen, The Goldbergs, Blue Playhouse.

BROWNING, ETHEL

Helen Hayes, Aunt Jenny, Mr. District Attorney.

BRUCE, BARBARA

Julie, March of Time, Fred Allen.

BRUCE, EDWIN

The Open Door, Report to the Nation, Bright Horizon.

BRUNET, ALFRED

CKAC, Montreal, Canada

BUCKLEY, FLOYD

BUEHLER, BUDDY

Cavalcade of America, March of Time, Regular Fellows.

BUNCE, ALAN

Young Dr. Malone, Rudy Vallee, David Harum.

BURBRIDGE, WILLIAM

March of Time, Readers Digest, Fred Waring's Chesterfield.

BURGESS, HAELE

Marriage Clinic, Big Sister Commercial, Chateau Reporter.

BURKE, GEORGIA

Show Boat, Eddie Cantor, Al Jolson.

BURLEN, MARGARET

Report to the Nation, Behind the Mike, Kitty Kelly.

BURNS, BOB

NBC, The Arkansas Traveler.

BURNS, EILEEN

One of the Fines, True Story, Woman of Courage.

BUSH, HELEN

WGL, Ft. Wayne, Ind.

RUSH, LINCOLN

WGL, Ft. Wayne, Ind.

BYRON, RICHARD

KECA, Magnificent Ambersons, Bill of Divorcement.

— C —

CALVERT, PATRICIA

Kitty Kelly, Just Plain Bill, Lux Radio Theater.

CAMPBELL, MARTIN

KLX, Oakland, Calif.

CAMPBELL, PATSY

Joe & Ethel Turp, Stella Dallas, Manhattan at Midnight.

CANOVA, JUDY

CBS, Judy Canova Show.

CANTOR, EDDIE

NBC, Time to Smile.

CAPELL, PETER

John's Other Wife, Stella Dallas, CBS Workshop.

CARLE, FRANKIE

Horace Heidt's Treasure Chest.

CARLON, FRANCES

Against the Storm, Mary Martin, John's Other Wife.

CARLON-REID, LINDA

The O'Neills, The Parker Family, Dr. Christian.

CARNEGIE, DALE

WOR.



JACK
CARSON

Management
M.C.A.

• • • **RADIO ARTISTS** • • •

CARNEY, DON
MBS, "Uncle Don."
CARPENTER, IMOGEN
WOR, Paul Winchell.
CARPENTER, LAURA MAE
The Goldbergs, Treet Time.
Easy Money.

CARSON, JACK
CBS, The Jack Carson Show.

CARTER, MARJORY
KIRO, Seattle, Wash.
CHAMBERS, NORMA
Kathleen Norris, Light of the
World, CBS Workshop, Radio
Guild.
CHANDLER, GWEN
Camel Caravan, Road to Live,
Philip Morris Playhouse.
CHANDLER, RUTH
Radio Guild, Young Dr. Ma-
lone, Your Voice and You.
CHANEY, VERIAN MASTERS
KWON, Bartlesville, Okla.
Chaney Radio Playhouse.
CHAPMAN, BRUCE
WOR, The Answer Man.
CHARLOTTE JUBILEE
SINGERS
WSOC, Charlotte, N. C.

CHIMES, MICHAEL
March of Time, Kate Smith,
Rudy Vallee.

CHOAT, HELEN
Nick Carter, Radio Guild, Lux
Radio Theater, Lincoln High-
way.

CLAIRE, HELEN
Lux Radio Theater, Life of
Bess Johnson, The O'Neills.

CLAPP, TOMMY
Blue, Blue Playhouse.

CLARK, LON
WOR, Nick Carter.

CLARK, STEPHEN C.
WGL, Ft. Wayne, Ind.

CLARKE, MARJORIE
March of Time, Big Sister,
Radio Guild.

COBB, JEAN ARDEN
18 years in Theater, Produc-
tions.

COBURN, BARBARA
Dramatic Shows on local sta-
tions in Michigan.

COLBERT, JEAN
CBS Workshop, Radio Guild,
Lux Radio Theater.

COLE, SYLVIA
Cisco Kid, Famous Jury Trials,
Joe & Ethel Turp.

COLEMAN, CONSTANCE
WHN, Consumers Club;
WSFA, Alabama.

COLLINS, TOM
CBS, Dear John.

COLLYER, BUD
WOR, Superman.

CONNER, KARL
WGL, Ft. Wayne, Ind.
CORNNERY, JOHN

Texaco Star Theater, Joe &
Mabel, School of the Air.
CONSTANTINEAU, RENE
CKCV, Quebec, Canada.

CONTE, JOHN
NBC, Maxwell House.

COOK, TOMMY
CBS, Blondie.

COOPER, JERRY
WOR, Keep Ahead.

CORRELL, CHARLES J.
Amos 'N' Andy.

CORDNER, BLAINE
Pepper Young, Radio Guild,
Rudy Vallee.

COSTELLO, LOU
NBC, Abbott & Costello.

COTSWORTH, STAATS
Portia Faces Life, Superman,
Behind the Gun, Famous Jury
Trials.

COTTEN, JOSEPH
KNX, America, Ceiling Un-
limited.

COTTON, ELDA
KYW-WPEN, Philadelphia, Pa.
COULEHAN, MARGARET E.
WTBO, Cumberland, Md.

COURTNEY, ALAN
WOV.

Gertrude Lawrence

Blue Network

. . . **RADIO ARTISTS** . . .

CRAMER, MARJORIE
The Black Hood.
CREORE, PHYLLIS JEANNE
Canteen Girl, My True Story.
We the People.

CROSBY, BOB
NBC, "Old Gold"

CROWLEY, MATT
We the People, Road of Life,
John's Other Wife.

CURLEY, LENN
KYA, San Francisco, Calif.

CURTIN, JOSEPH
Second Husband, Al Jolson,
True Story.

CURTIS, E. CLAIRE
Salute to Allies, Freedom's
Workshop.

— **D** —

DAAB, KEN
NBC, Westinghouse.

DABNEY, AUGUSTA
WGN, KPO, KGO.

DA COSTA, MORTON
WCAU-WTMJ, School of the
Air.

DALEY, CASS
Guest Appearances on Kraft
Music Hall, NBC; Sammy Kaye
Program, CBS.

DANDRIDGE, RUBY
CBS, Judy Canova Show.

DANIELS, MARK
KEX-KGW, Portland, Ore.

DARWIN, MARY
Manhattan Mother, Big Town,
We, the Abbots.

DAVE, RED RIVER
WOR

DAVENPORT, LEE
KEYS, Corpus Christi, Tex.

DAVIES, GWEN
Blue, "Blind Date."
CBS, "Let's Pretend."

DAVIS, DICK
Lux Radio Theater, I Love a
Mystery, One Man's Family.

DAVIS, HUMPHREY
Portia Faces Life, David
Harum, Bess Johnson.

DAVIS, JACK
Gangbusters, Helen Hayes,
Just Plain Bill.

DAVIS, JOAN
Seafest Village Store.

DAVIS, LILLIAN
KEX, Portland, Ore.

DAWES, WILLIAM
WCKY, Cincinnati, Ohio, Star-
light Trail.

DAWSON, RONALD
WIP, Philadelphia, Pa.

DAY, DENNIS
NBC, Grape Nuts Flakes Pro-
gram.

DEAN, EDDIE
CBS, Judy Canova Show.

DEANE, VIRGINIA
March of Time, Alice Blair,
Manhattan at Midnight.

DeCAMP, ROSEMARY
CBS, Dr. Christian.

DeCOSTA, LIEUT. ED.
WCBI, Columbus, Miss.

DeLEON, RAOUL
March of Time, This Is War,
Cavalcade.

DEL TORO, GONOLO
WPAB, Ponce, Puerto Rico.

DeSANTIS, JOSEPH
March of Time, Gangbusters,
Kate Smith.

DEVITT, ALAN
Girl Interne.

DICKS, TERRY
School of the Air, Behind the
Mike, The Goldbergs, Coast
to Coast on a Bus.

DICKSON, ARTELLS
School of the Air, CBS Work-
shop.

DIHL, BILL
WGH, Newport News, Va.

DILLON, JAMES
KGB, San Diego, Calif.

DOBSON, JIMMY
The Aldrich Family.

DODGE, VIRGINIA
KGO, San Francisco, Calif.



"This is the new G.I. Bazooka. It ain't doin' bad either."

Bob Burton

. . . **RADIO ARTISTS** . . .

DONALD, PETER

WOR, Guess Who?
WOR & NBC, "Can You Top This?"

DONALDSON, TED

Life Can Be Beautiful, Against the Storm.

DONNELLY, ANDY

Hearts in Harmony, Second Husband, Aldrich Family, Philip Morris.

DONNELLY, JIMMY

Martha Webster, The O'Neills, We the People.

DONNERWITH, DIANA JOAN

Our Barn, Coast to Coast, Dr. Christian.

DORN, CYRILLA

Cavalcade of America, David Harum, March of Time, CBS Workshop.

DOUGLAS, DON

Three Musketeers, School of the Air, Friend in Need, Grand Central Station.

DOUGLAS, JACK

NBC, What's New?-

DOUGLAS, SCOTT

Gangbusters, Counter Spy, Aldrich Family, Crime Doctor.

DOUGLAS, SHARON

Sealtest Village Store.

DOWNEY, MORTON

Blue, "Songs by Morton Downey."

DRESSLER, ERIC

Cavalcade of America, Kathleen Norris, Lux Radio Theater.

DREW, BARRY

Cavalcade of America, Kathleen Norris, Lux Radio Theater.

DREW, BARRY

Hollywood, Lux Radio Theater, Woodbury Playhouse.

DREW, DOROTHEA

WCKY, Cincinnati, Ohio, TNT Party.

DREYFUSS, MICHAEL

Let's Pretend, Arch Oboler's Plays for Americans.

DUCHARME, CAMILLE

CKAC, Montreal, Canada.

DUDLEY, MARY

WTOP, Washington, D. C.

DULANEY, MAUDE MARIN

WFLA, Florida.

DUMKE, RALPH

NBC, "Hook 'N' Ladder Follies."

DUNKELBERGER, TOM

WHIO, Dayton, Ohio.

DUNN, EDDIE

CBS, Fun With Dunn.

DUPREE, MINNIE

DURAND, PIERRE

CKAC, Montreal, Canada.

DURANTE, JIMMY

CBS, Jimmy Durante - Garry Moore.

— **E** —

EARLE, GEORGE

KWTO, Springfield, Mo.

ED EAST & POLLY

Blue, "Ladies Be Seated."

EASTMAN, CARL

Helen Hayes, Kate Smith, Mr. District Attorney.

EDMONDS, CLAIRE

CBS, Meet Mr. Meek.

EDWARDS, RALPH

NBC, "Truth or Consequences."

ELDER, C. E.

WOI, Ames, Ia.



WADE ADVERTISING AGENCY

LOUIS G. COWAN & CO.

Owner

. . . **RADIO ARTISTS** . . .

ELKINS, JEANNE
Readers Digest, Gangbusters,
We Love and Learn.

ELLEN, MINETTA
One Man's Family.

ELLIS, MAURICE
The O'Neills, The Goldbergs,
Portia Faces Life.

ELMER, ARTHUR
Thin Man, Pays to Be Ignorant,
Blue, Hall of Fame, Basin Street.

ELSPETH, ERIC
Big Sister, Crime Doctor,
Grand Central Station.

ELSTNER, ANNE
Stella Dallas.

EMERSON, HOPE
Snow Village, Philip Morris
Playhouse, Camel (Durante,
Moore)

EMERY, BOB
WOR, Rainbow House.

EMERY, DOROTHY
Little Grey Lady, Our Real
Riches, Philip Morris Playhouse.

EMERY, KATHERINE
Our Gal Sunday, Manhattan
at Midnight, Listen America.

EUSTIS, ELIZABETH
March of Time, Camel Shows,
Big Sister.

EVELYN, JUDITH
CBS

EVERETT, ETHEL
Kate Smith, Hilltop House,
The O'Neills.

EVERETT, MICHAEL
Five Star Final.

— **F** —

FALL, GLASGOW
WGL, Ft. Wayne, Ind.

FANT, ROY
The O'Neills, David Harum,
Valiant Lady.

FAUCITT, MRS. E.
KLX, Oakland, Calif.

FAWCETT, GIL
KDAL, Duluth, Minn.

FELDMAN, HARRY
WSIX, Nashville, Tenn.

FELTON, VERA
Sealtest Village Store.

FIELDS, GRACIE
KHJ, Mutual Don Lee's Victory
Show.

FITCH, LOUISE
CBS, That Brewster Boy; NBC,
Road of Life, Guiding Light.

FITSIMMONS, GUY
WGL, Ft. Wayne, Ind.

FITZGERALD, ED
WOR, "The Fitzgeralds."

FITZGERALD, PEGEEN
WOR, "The Fitzgeralds."

FLANAGAN, BARBARA
WDGY, Minneapolis, Minn.

FLEMING, ROBERT
WCKY, Cincinnati, Ohio.

FLOWERS, SALLY
WGH, Newport News, Va.

FLYNN, CHARLES
Blue, Jack Armstrong; CBS,
Bachelor's Children.

FLYK, IRENE
KIRO, Seattle, Wash.

FODER, JOE
WJR, Detroit, Mich.

FORBES, MURRAY
CBS, Ma Perkins, Mary Marlin;
NBC, Guiding Light.

FORD, HELEN
Rudy Vallee, Paul Whiteman,
Ipana, Music Hall of the Air.

FORD, SENATOR
WOR, Can You Top This?

FORESTER, WILLIAM
Uncle Natchel, Report to the
Nation.

FORD, PAUL
Manhattan at Midnight, Famous
Jury Trials, Ellery Queen.

FOUNTAINAIRES (Quartet)
Sealtest Village Store.

FOX, JANET
Road of Life, Famous Jury
Trials, Manhattan at Midnight,
School of the Air.

FRAMER, WALT
FROST, ALICE
Big Sister, The Shadow, Philip
Morris Playhouse.



MARY MARGARET McBRIDE



"Columnist of the Air"

. . . **RADIO ARTISTS** . . .

— **G** —

GARDE, BETTE
NBC, CBS.

GARDINER, REGINALD
Guest Appearances.

GARDNER, ED
(Archie)
Blue, Duffy's Tavern.

GARRETT, EDITH
KXRO, Aberdeen, Wash.

GARVIN, WALTER H.
KLBM, La Grande, Ore.; Bert
Blurt the King of the Dunces,
and Professor Garvin.

GATES, RUTH
Mr. Keen, We, the Abbotts,
Rudy Vallee, Pepper Young.

GAXTON, WILLIAM
NBC, Chase & Sanborn.

GAYNOR, JANET
CBS, Hollywood Showcase.

GEER, WILL
CBS Workshop, School of the
Air, Aunt Jenny, Grand Cen-
tral Station.

GILES, PAUL KIRK
Cavalcade of America, March
of Time, Texaco Star Theater.

GILL, ALBERT
WHBC, Canton, Ohio.

GILLEN, DOLORES
When a Girl Marries, Mary
Marlin, Amanda.

GILMAN, LUCY
One Man's Family, Bachelor's
Children, I Love a Mystery.

GILMORE, DOUGLAS
We Are Always Young.

GILMOUR, ELLEN M.
Women's News Health Meter.

GIROUX, ANTOINETTE
CKAC, Montreal, Canada.

GISCOM, BERT
WPEN, Philadelphia, Pa.

GODFREY, ARTHUR
WABC, "Arthur Godfrey."

GOLDSTEIN, HARRY
WJR, Detroit, Mich.

GOODKIN, ALICE SHERRIE
Kitty Foyle, Bright Horizons,
Easy Aces.

GOODWIN, BILL
CBS, George Burns and
Gracie Allen.

GORDON, CHARLES
Ellery Queen, School of the
Air, Pursuit of Happiness.

GORDON, DON
Ma Perkins, Road of Life,
Hot Copy, Captain Midnight.

GORCEY, LEO
CBS, Blue Ribbon Town.
GOSDEN, FREEMAN F.
Amos 'N' Andy.

GOSE, CARL
Little Orphan Annie, Just
Plain Bill, David Harum.

GOULD, JOHN
GOULD, MITZI
The O'Neills, Life Can Be
Beautiful, Bess Johnson.

GOULD, SANDRA
Cisco Kid, Armstrong Theater
of Today, Bright Horizon.

GRANT, ALLISTER
WGAN, Portland, Me.

GRAY, BILLY
NBC, Abbott & Costello Camel
Show.

GREEN, DOROTHY
CBS, Mid-day Serenade; NBC,
Tea-Time Tales.

GREEN, MORRIS
WJIM, Lansing, Mich.

GREENE, ROSALINE
Grand Central Station, Valiant
Lady.

GREENHOUSE, MARTHA
Chaplain Jim, David Harum,
Let's Pretend.

GRIFFIN, ALAN F.
WOSU, Columbus, Ohio.

GRIMMER, TOBY
WJR, Detroit, Mich.

GRISCOM, BERT
WIP, Philadelphia, Pa.

GRUNBERG, SIDONIE
WOR, For Parents Only.

**AGNES
MOOREHEAD**



• • • **R A D I O A R T I S T S** • • •

— **H** —

HACKETT, W. J.
Five Star Final, Headlines on Parade, Life Can Be Beautiful.

HAIHN, THEO
WCKY, Cincinnati, Ohio; Did You Know?

HAINES, LARRY
Man Behind the Gun, Mr. District Attorney, Stage Door Canteen.

HALEY, JACK
Sealtest Village Store.

HAMERSHAM, DOUG
CJCA, Alberta, Canada.

HAMILTON, GALE
KPAS, Laredo, Texas.

HANSEN, FLORENCE
KBIZ, Ottumwa, Ia.

HARE, WILL
They Burned the Books, Salute to Youth, March of Time, True Story.

HARRIS, ARLENE
Blue, Al Pearce Show.

HARRIS, SIBYL
WSIX, Nashville, Tenn.

HARTEL, PATSY
KLZ, Denver, Colo.

HARVEN, JANE
WCCO-KSTP, Commercials, Lipton Tea.

HATHAWAY, JOY
Amanda of Honeymoon Hill, March of Time, Myrt and Marge.

HAYDN, TERRY
WSIX, Nashville, Tenn.

HAYNE, HELEN
WGN, Chicago, Kitty Keane; Mary Marlin, Court of Missing Heirs.

HAYWARD, JOYCE
We the Abbotts, Meet Mr. Meek, Manhattan at Midnight.

HENDRICKSON, ROD
Gang Busters, Molle Mystery Theater, Mr. and Mrs. North, Information Please.

HENEBERGER, PAUL
WJR, Detroit, Mich.

HEREFORD, JOHNNIE
CBS

HERMAN, GEORGE
The Goldbergs, Radio Guild, Texaco, Valiant Lady.

HERSHFIELD, HARRY
WOR, Can You Top This.

HERSHOLT, JEAN
CBS, Dr. Christian.

HILDEBRAND, MARTHA
WSYR, Syracuse, New York.

HILL, RUTH K.
Helen Mencken, Treasury Hour, Irene Rich, Silver Theater.

HILLIARD, HARRIET
NBC, Red Skelton Show.

HILLIAS, MARGARET
KCMO, Kansas City, Mo.; Home Edition of the News.

HINER, VERN
KMYR, Denver, Colo.

HIRST, DON
Silver Theater, Calling All Cars, Adventures of Frank Farrell.

HOENY, WINFIELD
Mystery Man, Kitty Kelly, The Shagaw, Myrt and Marge.

HOIER, TOM
The World Is Yours, Mystery Man, CBS School of the Air, Kathleen Norris.

HOLAHAN, ANNE
Arch Oboler Plays, 26 By Corwin, Grand Central Station, Report to Nation.

HOLLAND, JOSEPH
Gangbusters, Rudy Vallee, Kate Smith Show, John's Other Wife.

HOLLAND, ROBERT
Renfrew of the Mounted, Joe and Ethel Turp.

HOLMES, LOIS
Hearts in Harmony, Big Sister, Five Star Final, Mr. Keen.

HOLMES, R. D.
KAST, Astoria, Oregon.

HOLT, VIVIAN
Second Husband, Widder Brown, Just Plain Bill.

A L P E A R C E

Broadcasting from

F U N V A L L E Y

Sponsored by DR. PEPPER

Written by

JOHN EUGENE HASTY

The Blue Network

Sunday Afternoon

1:00 P.M., P.W.T.

HOMER, SKIPPY

Second Husband, Our Gal Sunday, Reg'lar Fellers, Just Plain Bill.

HOPE, BOB

NBC, "Pepsodent Show."

HOPKINS, BARRY

Famous Jury Trials, Aldrich Family, Portia Faces Life, Second Husband.

HOPPER, HEDDA

CBS, Hollywood Showcase.

HORTON, EDWARD EVERETT

CBS, Blue Ribbon Town.

HOUSTLE, ALICE

KOIL, Omaha, Neb.

HOWRAD, EUNICE

Pepper Young's Family, American Family Robinson, Fred Allen Show, Kathleen Norris.

HOWARD, TOM

WOR, It Pays to Be Ignorant.

HOWES, MARY

Life Can Be Beautiful, Young Dr. Malone, Sky Over Britain, Letters to London.

HOWLETT, ERIC

WJR, Detroit, Mich.

HUBBARD, IRENE

Claudia, Helpmates, Amanda of Honeymoon Hill, Our Gal Sunday.

HUGHES, PAUL

WJR, Detroit, Mich.

HULL, WARREN

CBS, "Vox Pop."

HULICK, BUDD

NBC, "Hook 'n' Ladder Follies."

HUMPHREY, WAT

KGO, San Francisco, Calif.

HUNDINGER, RENA

Surprise Party, Sunrise Service, Drama Time.

HUTTON, ELDA

WJOB, Hammond, Ind.

— I —

INGLISE, ELIZABETH

Manhattan at Midnight, We the People, Reader's Digest, Blind Date.

INTRATOR, ILSE

Dedicated to the Truth, Our Secret World.

IRELAND, JOHN

Native Son, Ave Maria Hour.

IRVING, IRENE

WHAM-WHCU-WAGE

IVES, RAYMOND, JR.

Adventures of a Modern Mother, John's Other Wife, Lone Journey, P. G. Commercials.

— J —

JACKSON, JILL

WWL, New Orleans, La.

JAMES, IRMA

Road of Life, Helen Trent, Five Star Final.

JAMES, SYLVIA

KYW, Philadelphia, Pa.

JANIS, ELSIE

CBS, California Carry On.

JARVIS, AL

NBC, CBS.

JENKS, HART

KOIL, Omaha, Nebr.

JEPHSON, EDWARD

Mystery Man, Light of the World, Crime Club.

JOHNSON, JASEN

WPEN, Philadelphia, Pa.

WIP, Philadelphia, Pa.

JOHNSON, PARKS

CBS, "Vox Pop."

JONES, PAUL M.

WFLA, Florida.

JORDAN, JIM

NBC, Fibber McGee and Molly.



REGINALD GARDINER

. . . **RADIO ARTISTS** . . .

JORDAN, MARION
NBC, Fibber McGee and Molly.

JOSTED, DORIS
KEX, Portland, Ore.

JOSTYN, JAY
NBC, "Mr. District Attorney."

JOYCE, BARBARA
Famous Jury Trials, Bright
Horizon, Ava Maria Hour.

JOYCE, REGIS
Ellery Queen, When a Girl
Marries, Grand Central Sta-
tion.

— **K** —

KACKLEY, OLIVE
WCKY, Cincinnati, Ohio: Pro-
log.

KADEL, CARLTON
CBS, In Time to Come.
Blue, Red Ryder.

KAREN, ANNA
Commandos, Phillip Morris
Playhouse, Superman.

KAUFMAN, IRVING
WSYR, Syracuse, N. Y.

KAY, MARY
WMAM, Marinette, Wisc.

KAYE, MILTON
Blue Network.

KAYE, VIRGINIA
Chaplain Jim, Treasury Star
Parade, Manhattan at Mid-
night.

KEANE, CHARLOTTE
Lorenzo Jones, My True Story,
Men, Machines and Victory.

KEATH, DONNA
Judy and Jane, Ma Perkins,
Helen Trent, CBS Workhouse.

KEANE, TERESA (Teri)
Aldrich Family, David Harum,
Gangbusters.

KEEFER, DON
Blondie (Coast), Just Plain
Bill, NBC Television Show—
Marco Polo.

KEENE, WILLIAM
That They Might Live, Radio
Readers Digest, Counterspy.

KEITH, MAXINE
From Me to You, 7 to 17
Club, Musical Contrasts.

KEITH, RICHARD K.
Bright Horizon, Mary Marlin,
Aldrich Family.

KELK, JACKIE
NBC, "Aldrich Family."

KELLER, GENE
WJOB, Hammond, Ind.

KELLER, EVELYN
WOSU, Columbus, Ohio

KELLY, JOSEPHINE
WGL, Ft. Wayne, Ind.

KELSO, BILL
KNX, "Bill Kelso Record Ses-
sion."

KENYON, EULALEE
WGL, Ft. Wayne, Ind.

KERMAN, DAVID
CBS, Stage Door Canteen,
Blue, Dick Tracy, Hall of
Fame.

KIBBY, GORDON 4
WLAV, Grand Rapids, Mich.

KIERCE, HAL
KFQD, Anchorage, Alaska

KILPACK, BENNETT
Mr. Keen, Young Widder
Brown, Linda's First Love.

KING, JEAN
Death Valley Days.

KING, JOHN REED
WOR, Double or Nothing.

KING, WALLY
KLX, Oakland, Calif.

KIRBY, BETTY
WSNJ, Bridgeton, N. J.

KIRKLAND, ALEX
Helen Hayes, Big Sister,
School of the Air.

KIRKLAND, MURIEL
Kate Smith, Rudy Vallee, Lux
Radio Theater, Central City.

THE FITZGERALDS... WOR



Edward



Pegen

. . . **RADIO ARTISTS** . . .

KITTELI, CLYDE
Mary Foster, American Family, Robinson, Lowell Thomas.

KNIGHT, ETHEL BLUME
Easy Aces, Aldrich Family, Joyce Jordan.

KOHL, ARTHUR
Mary Marlin, Right to Happiness, Ma Perkins.

KOSTE, JAN
WJR, Detroit, Mich.

KOTHE, DICK
KDAL, Duluth, Minn.

KROEGER, BERRY
NBC, CBS.

KUMMER, ELOISE
NBC, Hot Copy.

— L —

LaBELLE, CLAUDE
KGO, San Francisco, Calif.

LaBELLE, RUPERT
Story of Mary Marlin.

LAKE, ARTHUR
CBS, Blondie.

LANGE, HENRY
WHIO, Dayton, Ohio.

LANGLEY, ROLLY
KGO, San Francisco, Calif.

LANNARD, HERBERT
Free World Theater, Lux Radio Theater, Lights Out.

LARABEE, LOUISE
Jury Trials, Valiant Lady, Mary Marlin.

LATIMER, ED.
The Thin Man, Saturday Evening Post, Prudential Hour, Gangbusters.

LAURIE, JOE, JR.
WOR, Guess Who? Can You Top This?

LAWLER, RUSSELL A.
WJIM, Lansing, Mich.

LAWRENCE, CATHY
Helen's Home, Pepper Young's Family, Road of Life.

LAWRENCE, GERTRUDE
Blue, "Revlon Revue."

LAYNE, ZELLA
I Want a Divorce, Hawthorne House, Dr. Kate.

LAZAR, WILLIAM
Philip Morris Playhouse, Crime Doctor, Bond Wagon.

LEAF, ANN
Woman of Courage, Amanda of Honeymoon Hill, Lorenzo Jones.

LEDOUX, LEONE
CBS, Blondie.

LEE, MADELINE
Report to the Nation, Columbia Workshop, Bright Horizon.

LEEDS, DAVID
Your in the Army Now, On Your Job, Aldrich Family.

LeGRAND, DICK
The Great Gildersleeve.

LEHR, ELMER
Valiant Lady, Radlo Guild, World Is Yours.

LEIGH, SYLVIA
March of Time, Aldrich Family, We, the People, Manhattan at Midnight.

LEMKE, IRMA
WGY, Schenectady, N. Y.

LENROW, BERNARD
Fred Allen, Kate Smith, Ripley, Easy Aces.

LEON, PAUL
Star Theater, Kate Smith, Campbell Playhouse.

LEONARD, GENE
Gang Buster, Ellery Queen, Second Husband.

LEONE, DANNY
Aldrich Family, Superman, Pepper Young's Family.

LESSE, JERRY
Gangbusters, Mr. District Attorney, Rudy Vallee.



GARRY MOORE

on the air for

CAMEL CIGARETTES

— • —

CBS — FRIDAY

10:00-10:30 P.M. (E.W.T.)

Management

**National Concert and
Artists Corp.**

RADIO ARTISTS

LEWIS, ABBY
Dr. Christian, City Desk, By Kathleen Norris, Aldrich Family.

LEWIS, BILL
WALL, Middletown, N. Y.

LEWIS, FORREST
CBS, I Love a Mystery.

LEWIS, JEAN
Cynthia Stevens, Little Blue Playhouse, Aldrich Family.

LEWIS, RALPH
Mary Marlin, Prudential Family-Hour, Woman of America.

LIEBEN, MELVA
KOIL, Omaha, Nebr.

LINKLETTER, ART

KIX, Oakland, Calif. People Are Funny; NBC, What's Doin' Ladies?; Blue, Listen to Linkletter; (CIAA, Shortwave Daily).

LINN, MILDRED
Manhattan at Midnight, Palm Olive, We the People.

LIPTON, BILL
Chick Carter, Boy Detective; Let's Pretend.

LISS, RONNY
Portia Faces Life, Cities Service, Hilltop House.

LITTLEHALES, ELMER
KAST, Astoria, Ore.

LITTLE THEATER GROUP
WSLB, Ogdensburg, N. Y.

LIVINGSTONE, MARY
NBC, Grape Nuts Flakes Program.

LLOYD, JACK
The Commandos, Date with Judy, Air Theater.

LOCKWOOD, PEGGY
KEX, Portland, Ore.; KGW, Portland, Ore.

LORDE, ATHENA
Hearts in Harmony, Savarin Coffee Commercial, Second Husband.

LORING, KAY
Pepper Young's Family, John's Other Wife, Second Husband.

LOVEJOY, FRANK
"Mr. and Mrs. North", Brave Tomorrow.

LOWE, MARILYN
Cavalcade, Helen Hayes, Big Town.

LOWERY, FRED
Horace Heidt's Treasure Chest.

LUDDY, BARBARA
MBS, First Nighter.

LUND, JOHN
Linda's First Love, Prudential Hour, Kate Hopkins.

LUPINO, IDA
NBC, CBS.

LURYE, JAY A.
WDSM, Superior, Wisc.

LYNCH, MARGARET
WTBO, Cumberland, Md.

LYNN, ROBERT
Showboat, Five Star Final, Gangbusters.

LYTELL, WILFRED
Just Plain Bill, Editor's Daughter, Dan Wilson.

— M —

McBRIDE, MARY MARGARET
NBC.

McCAMBRIDGE, MERCEDES
CBS, I Love a Mystery.

McCAAMMON, BESS
CBS, Helen Trent; CBS-NBC, Lone Journey.

Reprint from RADIO DAILY
Monday, Feb. 28, 1944

★ CBS "Firsts":
★ Favorite Programs: ... FRED ALLEN

★ Outstanding Broadcast, 1943:
... CBS OPEN LETTER TO THE AMERICAN PEOPLE

★ Top Symphonic and Concert Programs:
... NEW YORK PHILHARMONIC-SYMPHONY

★ Top Dramatic Programs:
... LUX RADIO THEATRE

★ Top Documentary Programs:
... THE MAN BEHIND THE GUN

PATHE NEWS
'TASK FORCE'
(U.S. COAST GUARD)
'SUPERMAN'
'TODD GRANT'

NARRATOR
JACKSON BECK



ACTOR
ANNOUNCER
'CISCO KID'
'Valiant Lady'
Woman of America

LA. 4-1200



GERTRUDE BERG

Author — Producer — and
"Molly" of Radio's Most
Beloved Family

"THE GOLDBERGS"

1:45-2 P.M., Monday thru Friday

CBS networks



Direction: National Concerts
and Artist Corporation

Lawson Zerbe

. . . **RADIO ARTISTS** . . .

McCARTHY, CHARLIE
NBC, Chase & Sanborn.

McCAULEY, MYRNA
WDSM, Superior, Wis.

McCOMB, KATE
The O'Neills, Heart of Julia
Blake, Cavalcade, Kate Smith.

McCONNELL, LULU
WOR, It Pays to Be Ignorant.

McCONNELL, MARY
KOB, Albuquerque, N. M.

McCORD, GLENN
KOLL, Omaha, Nebr.

McCOY, JEAN
WOR, Chick Carter; Aldrich
Family, Pepper Young's Fam-
ily.

McDONOUGH, H. T.
KELD, Ark.

McGOVERN, JOHN
Kitty Kelly, Second Husband,
Kate Smith.

McKEE, BURTT
WAPI, Birmingham, Ala.

McKENZIE, FAY
CBS, Blue Ribbon Town.

McMILLAN, BERYL
The O'Neills, Life Can Be
Beautiful, Bess Johnson.

McMULLEN, DOUG
WGY, Schenectady, N. Y.

McNAUGHTON, HARRY
WOR, It Pays to Be Ignorant.

McNEILL, DON
Blue, "Breakfast Club."

MacALLASTER, IAN
David Harum, Aunt Jenny,
Cavalcade of America, March
of Time, Family Hour.

MacBRYDE, JACK
Death Valley Days, Mandrake,
Amanda of Honeymoon Hill.

MACK, GILBERT
Thin Man, Arch Oboler's
Lights Out, Kate Smith.

MacLAUGHLIN, DON
Twig Is Bent, Lincoln High-
way, Death Valley Days, Mary
Marlin.

MacLELLAN, TERRY
CJFX, Nova Scotia, Canada.

MACY, JERRY

MAHAR, ELLEN
Lorenzo Jones, Hearts in Har-
mony, Amanda of Honeymoon
Hill.

MALONE, TED
Between the Book Ends, His-
tory Is Fun.

MANÁSK, JIMMY
KFQD, Anchorage, Alaska.

MARR, EDDIE
CBS, Jack Carson Show, Roma
Show.

MARTENS, RICA
WFAA, Dallas; WBAP, Ft.
Worth; KDNT, Danton, Texas,
Cap and Bells Program.

MARTIN, CLAIRE
CKCV, Quebec, Que.

MARTIN, LESLIE
KEX, Portland, Ore.

MARX, GROUCHO
CBS, Blue Ribbon Town.

MASSEY, MARY
Intimate Theater, Famous
One Act Plays, Lux Radio
Theater.

MASTERS, LYNN
Theater of the Air, Peoples'
Playhouse.

MATTESON, RUTH
Against the Storm, This Life
Is Mine, Lux Theater.

MAXADON, JOHN
WJR, Detroit, Mich.

MAYORAL, RADAMES
WPAB, Ponce, Puerto Rico.

MEACHAM, MALCOLM
Ma Perkins, Kitty Keene,
Road of Life.

MEEKS, DON
WWVA, Wheeling, W. Va.

MENKEN, SHEPARD
NBC, Lincoln Highway;
Grantland Rice Sport Stories.

MERCER, JOHNNY
NBC, Johnny Mercer's Music
Shop.

MEREDITH, JAY
Salute to Youth; NBC, Chap-
lin Jim; Blue, This Life Is
Mine; CBS, Parker Family.

MICHAEL, MARY
Bright Horizons, Lux Theater,
Great Plays, Stella Dallas.

"CAN YOU TOP THIS?"



"COLGATE"
NBC

ED. J. WEBER
Gen'l Mgr.
156 W. 44th ST., NEW YORK 18, N. Y.

"KIRKMAN"
WOR



*The boy from
Syracuse called
back to his old home
town.*

IRVING KAUFMAN

"Happy Jim Parsons"

*Radio's Most
Versatile Personality*

*WSYR's
Timekeeper*

Syracuse, New York

VOX POP

Parks Johnson and Warren Hull

(SINCE '32)

CBS Network Mondays for

BROMO SELTZER

Address: 8-3 Tuscan Court, Great Neck, N. Y.

RADIO ARTISTS

MICHAELS, ANN

WLAW, Lawrence, Mass.

MILES, OGDEN

David Harum, Stella Dallas, Front Page Farrell.

MILROD, SYLVIA

WINX, Washington, D. C.; Victory Starts at Home.

MILSON, HOWARD

CKCL, Toronto, Ont., Can. "SKCL Workshop."

MINNICK, MAURICE

Gang Busters, The Goldbergs, Portia Faces Life.

MITCHELL, SHIRLEY

The Great Gildersleeve.

MOHR, BETH

KGB, San Diego, Calif.

— N —

MONKS, JAMES

The Campbell Playhouse, The Shadow, Big Sister.

MOORE, GARRY

CBS, Jimmy Durante—Garry Moore.

MOORE, SCOTT

Easy Aces, John's Other Wife.

MOORE, VICTOR

NBC, Chase & Sanborn.

MOOREHEAD, AGNES

CBS, Orson Welles; Jack Carson Show, Mayor of the Town.

MORGAN, RAY

Dr. Susan, Valiant Lady, Americans at Work.

MORRIS, DUDLEY

KWTO, Springfield, Mo.

MORRIS, ELSIE

WPEN, Philadelphia, Pa.

MORRIS, ELSIE LAVENTHOL

WIP, Philadelphia, Pa.

MORRIS, ELSYE

KYW, Philadelphia, Pa.

MORRISON, BRET

First Nighter, Road of Life, Ma Perkins, Chicago Theater of the Air.

MORSE, MOLLY

KGB, San Diego, Calif.

MOULTON, HAROLD

Lights Out, Columbia School of the Air, Houseboat Hannah.

MUELLER, MARVIN

MBS, Helen Trent; First Nighter; CBS, First Line.

MULFORD, ALICE

WSNJ, Bridgeton, N. J.

MUNCH, ANN

WALL, Middletown, N. Y.

MURDOCK, KERMIT

School of the Air, Great Plays, World Is Yours.

MURRAY, MILDRED

Kate Smith, Elsa Maxwell's Party Line.

MYERS, BRUCE

WJR, Detroit, Mich.

MYERS, THELMA

WLPM, Suffolk, Va.

NEBLETT, JOHNNIE

MBS, Shoot the Works.

NEEDHAM, LEO

Big Sister, David Harum, Goldbergs, Valiant Lady.

NEFF, ERNEST

WGL, Ft. Wayne, Ind.

NEGLEY, HOWARD JACK

NEELY, HENRY M. Philip Morris, Story of Bess Johnson, Orphans of Divorce.

NEHR, JOHN

Hymns of All Churches, National Barn Dance, Fibber McGee.

NEVARD, BILL

Mudge Tucker.

NEVARD, BUDDY

American Theater Wing.

"Lunch Hour Follies."

NEVILLE, HARRY

The O'Neills, When a Girl Marries, Radio Guild.

NEUMAYER, MARILOU

Blue, Captain Midnight.

NIDAY, KATHLEEN

Mr. District Attorney, Death Valley Days, Just Plain Bill.

Athena Lorde



Comedienne

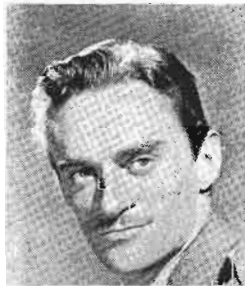
"Hearts In Harmony"
(WORLD)

"Young Widdier Brown"
(NBC)

"Kate Smith"
(CBS)

- *Dialects*
- *Character*

Jim Boles



Leading Man

"Molle Mystery Theatre"

"Kate Smith"
(CBS)

THEATRE

Lead in "Goodbye Again" (B'way Revival)
"Nice patty cakes for Jim Boles in the role the late Osgood Perkins created."

WALTER WINCHELL

Honorable Discharge from
U. S. Army Air Corps.

LEX. 2-1100

Easy Aces



ANN THOMAS

MISS THOMAS....."EASY ACES"
CASEY....."ABIE'S IRISH ROSE"
ANNIE....."HEARTS AND HARMONY"
MABEL....."JOE AND MABEL"

40 BROADWAY PLAYS



ED EAST *and* POLLY

"LADIES BE SEATED"

Blue Network

ARLENE HARRIS

. . . **RADIO ARTISTS** . . .

NIELSEN, FRANCIS
March of Time, Murder Clinic,
Ava Maria Hour.

NILES, KEN
CBS, Judy Canova Show.

NOA, JULIAN
Superman, School of the Air,
We the People.

NOLLEY, EDMONIA
Helen Hayes, David Harum,
Friend Indeed.

NORMAN, ERIC
Staff announcer WOR MUTU-
AL.

NORTH, ROBERT
High Noon (Detroit).

NUGENT, PAUL
Death Valley Days, Manhattan
at Midnight, Easy Aces.

— **O** —

O'BRIEN-MOORE, ERIN
John's Other Wife, Rudy Val-
lee Hour, Hammerstein Music
Hall.

O'DAY, MICHAEL J., JR.
Big Sister.

ODETS, FLORENCE
Friend Indeed, Lux Radio
Theater, Hedda Hopper's Hol-
lywood.

O'FERKALL, PATRICIA
WJR, Detroit, Mich.

OLDHAM, LYNN MARY
Aunt Jenny, Big Sister, We,
the People.

OLIVER, FRED
WGL, Ft. Wayne, Ind.

OLIVER, SHERLING
Helen Hayes Theater, Valiant
Lady, Man I Married.

OLMSTED, NELSON
NBC, World's Greatest Stories.

OLSEN, HAROLD R.
ORR, ANGELINE
WAIT, Chicago, Ill.

ORTIZ, CARLOS RUBEN
WPAB, Ponce, Puerto Rico.

O'SHEA, PATSY
Mary Marlin, Invisible Thea-
ter, Bright Horizons.

— **P** —

PAGE, ROSELA
WTOP, Wash., D. C.

PALES, ESTHER
WPAB, Ponce, Puerto Rico.

PALMER, EILEEN
Man Hunter Mysteries, NBC.

PARKER, ROLLON
WJR, Detroit, Mich.

PARKER, WARREN
Easy Aces, Kitty Kelly, Hit
Parade.

PARKS, PAUL
Little Orphan Annie, Lorenzo
Jones, Stella Dallas.

PATE, BERNARD

PATERSON, NEVA
Chicago, Bachelors Children,
Ma Perkins, Betty Crocker.

PEARCE, AL
Blue, Fun Valley.

PEARY, HAROLD
The Great Gildersleeve.

PECK, THEODORA
On Your Job, News Comes to
Life, My Son and I.

PENDLETON, FLORENCE
Mystery Man, We the People.

PETERSEN, CAROL
Our Barn, Coast to Coast on a
Bus, Vic and Sade.

PETERSON, MARY JO
Lands of the Free, Drama of
the week, My True Story.

PETERSEN, NANCY
Aldrich Family, Adventures in
Reading, We the People.

PETTIT, ALVIN
WGL, Fort Wayne, Ind.

PFISTER, ROBERTA
KYCA, Arizona.

PHELPS, ELEANOR
Armstrong Theater of Today,
Columbia Workshop.

PHILLIPS, ANITA
Corwin Cycle, Stage Door Cun-
ten, School of the Air.

PHILLIPS, LYNN
Columbia Workshop, Gang-
busters, Believe It or Not.

PIEMONTE, VICTOR
Blue Network — Coast to
Coast.

PIERCE, MADELEINE
Pepper Young's Family, Aunt
Jenny, Big Sister.



PETER DONALD

"Can You Top This"

NBC

MUTUAL



Lurene Tuttle

ED (ARCHIE) GARDNER



Blue Network

Tuesday Nights



JACK ARTHUR

STAGE

Leading Man
Drama and Musical Comedy
1942—Close Runner up
for Best Performance
of year, "Esquire"

RADIO

Singer-Actor
Announcer-Comedy
Currently
Steve Skidmore—When a Girl Marries
Danny Donavon—Gay 90's



Les Tremayne

Co-host with Bob Crosby
OLD GOLD — NBC
7:30 Sundays

Now appearing weekly

"BLIND DATE"

(Singing Commercial)

"LET'S PRETEND"

(Singing Commercial & Script)

Currently: Recordings

with JAN GARBER'S ORCHESTRA

GWEN DAVIES

(Actress - Singer)

1942—Staff Singer at C.B.S.

Transcript series for "Jelke's Mar-
garine"

1943—Featured vocalist with BOBBY
SHERWOOD ORCHESTRA

IN PERSON—ROXY theatre, N. Y.

R.K.O. theatre, Boston

PALACE theatre, Cleveland

SHUBERT theatre, New
Haven

CAMDEN theatre, Cam-
den, N. J.

EARLE theatre, Philadelphia

Spotlight Bands for Coca-Cola

PODMORE, WILLIAM

Joyce Jordan, Second Husband.
Great Plays.

POE, AILEEN

Valiant Lady, That's Life.
When a Girl Marries.

POLIAKOV, JULIA

Personal Column of the Air,
25 Years Ago, First Offender.

POLLARD, ROBERT

WTOP, Wash., D. C.

POPKIN, LILLIAN

WJR, Detroit, Mich.

POWELL, DICK

Campana Serenade—CBS.

POWERS, LEONA

Betty and Bob, Helen Hayes,
Second Husband.

PRENTISS, ED

Captain Midnight, Blue.

PRESTON, WALTER

The Show Shop WOR.

PRICE, HILDRED

Court of Missing Heirs, Ma
Perkins, Kitty Keene.

PRINDAVILLE, MAYBELLE

Authors Playhouse NBC, Chi-
cago Theater of the Air MBS.

PROVENDIE, ZINA

American Theater of the Air,
The Goldbergs, It's Up to
You.

PUTMAN, GEORGE ARTHUR

Portia Faces Life, Can You
Top This, Bostell Coffee News.

PYLBE, JACK

WGH, Newport News, Va.

— Q —

QUIZ KIDS

Blue.

PROFESSOR QUIZ

NBC.

— R —

RAFFETTO, MICHAEL

One Man's Family.

RANDOLPH, LILLIAN

The Great Gildersleeve.

RASKYN, SAM

Claudia and David, Duffy's
Tavern, Aldrich Family.

RAWLS, EUGENIA

Kate Smith, We the People.

REED, MRS. HERBERT GARR

KEX, Portland, Ore.

REED TOBE

Club Good Cheer—Blue.

REES, EDWARD R.

WMWM, Marinette, Wis.

REESE, JIMMY

WGST, Atlanta, Georgia.

REESE, TAYLOR

Helen Trent, CBS, Road of
Life, NBC.

REINHART, ALICE

Life Can Be Beautiful, Gang-
busters, Romance Inc.

REISS, EDA

Joe & Mabel, Campbell's Short
Story, The Avenger.

REMEY, ETHEL

Ellery Queen, Hearts in Har-
mony, Eddie Cantor.

RENAN, EMILE

Columbia School of the Air,
Commandos, Fred Allen.

REYES, STANLEY

WWL, New Orleans, La.

RICE, ARLENE (ALLYN)

Manhattan at Midnight, Kate
Hopkins, Play Digest.

RICE, SALLY

KEX, Portland, Ore.

RICH, IRENE

Dear John CBS.

RICHARDS, KURT

March of Time, My Daughter
Betty, Renfrew of the Mount-
ed.

RIGGS, TOMMY

"Tommy Riggs & Betty Lou."

RILEY, GEORGE

Furlough fun for Gilmore Oil,
NBC.

RISK, SYDNEY

CKJA, Edmonton, Canada.

ROBBIN, JANE

Gangbusters, Mr. District At-
torney, Phillip Morris.

ROBERTS, KENNETH

Joyce Jordan, General Elec-
tric, Easy Aces.



JAY JOSTYN

"MR. DISTRICT ATTORNEY"



MILDRED MURRAY

Dramatic Artist, Commentator
Popular and Semi-Classical Singer

LExington 2-1100

BUDD HULICK

"Mister Thimbledrip"

in

HOOK 'N' LADDER FOLLIES

N B C

Saturdays, 11-11:30 a.m., E.W.T.



ART LINKLETTER

"People Are Funny"
—NBC—

"What's Doin', Ladies"
—Blue—



DON DOUGLAS

COMMERCIAL ANNOUNCING
NARRATION—HEAVIES—STRAIGHTS
CHARACTER COMEDY
IMPERSONATIONS — ALL DIALECTS

"Reader's Digest"
"American School of the Year"
"Portia Faces Life" "Mr. & Mrs. North"

and
"THE BLACK CASTLE"
One-Man Mystery Show via WOR-Mutual
Radio Registry: L.A. 4-1200
Exchange: LEX. 2-1100
Mgt.: Mike Special, 48 W. 48th St., New York City

RALPH DUMKE

"THE TWO-MINUTE MAN"

WEAF, 8:15-8:30 a.m.
(Mon. Thru Sat.)

"HOOK 'N' LADDER FOLLIES"

NBC, Saturdays, 11-11:30 a.m.

Featured on Broadway in

"THE MERRY WIDOW"

. . . **RADIO ARTISTS** . . .

ROBINSON, BARTLETT
Woman of Courage, Boy Meets Bond, Helen's Home.

ROBINSON, LARRY
Woman of Courage, Phillip Morris, Helen Hayes.

ROCCO, MAURICE
NBC, CBS.

ROCHE, JOHN
ROOS, JOANNA
Famous Jury Trials, Strange as It Seems, Joyce Jordan.

ROPER, PRES
WCED, DuBois, Pa.

ROSKOVSKAYA, MIRA
The Goldbergs.

ROSS, EARLE
The Great Gildersleeve.

ROSS, NORMA JEAN
That Brewster Boy, CBS.

ROTH, BEA
Marlowe's Gate, Once a Week, Paula Stone.

ROUNTREE, RIDGE
WGST, Atlanta, Georgia.

ROUTH, GEORGE
KIRO, Seattle, Wash.

ROY, CECIL
Goldbergs, Amanda of Honey-moon Hill, March of Time.

ROYLE, SELENA
Kate Hopkins, Woman of Courage, Strange as It Seems.

ROZAN, GERTA
Report to the Nation, Counter Spy, Famous Trials.

RUFFNER, TINY
The Better Half—WOR

RUNYON, HELEN
Special Features Division WBNX, Small Town Girl, Grandma Stays Alone.

RYAN, EDDIE, JR.
Aunt Jenny, Orson Welles, Kitty Kelly.

RYAN, PATRICIA
Claudia & David

RYDER, KLOCK
WJR, Detroit, Mich.

— S —

SAGER, AL
WJR, Detroit, Mich.

ST. JOHN, HOWARD
Valiant Lady, Chase & Sanborn, Rudy Vallee.

SAN, BARBARA
Phillip Morris Playhouse, Men in Action, WFLA, Florida.

SASADA, NORMA
Young Widder Brown, Linda's First Love, Chaplain Jim.

SAUNDERS, BILL
WJR, Detroit, Mich.

SCHLEN, SYLVIA
WLPM, Suffolk, Va.

SCOTT, MELVA
Echoes of N. Y., Book Theater, Women in Aviation.

SCOTT, SYDNA
Big Sister, True Story, Kitty Kelly.

SCOURBY, ALEXANDER
Against the Storm, Wheatena Playhouse, Joyce Jordan.

SCULLY, FRANCES
Blue Network—Speaking of Glamour.

SEDELL, AMY
Death Valley Days, Easy Aces, Kate Smith.

SELIGMAN, CLARENCE
WSIX, Nashville, Tenn.

SEROTA, SAM
WIP, Phila., Pa.

SERVATIUS, RAY
WSYR, Syracuse, N. Y.

SEYMOUR, JOHN D.
Mary Marlin, Superman.

SHAYNE, ROBERT
Grand Central, Portia Faces Life, Dr. Malone.

SHARPE, VIRGIL
KOIL, Omaha, Nebr.

SHEEHAN, TESS
Woman of Courage, Young Dr. Malone, Claudia.

SHEFTER, BERT

Blue Network — Coast to Coast.

SHELDON, (NED)
Aunt Jenny, Portia Faces Life.

SHELDON, WYNN
WWVA, Wheeling, W. Va.

SHELTON, GEORGE
It Pays to Be Ignorant, WOR.

FRANK LOVEJOY



"MAN BEHIND THE GUN"
"MR. & MRS. NORTH"
"BRAVE TOMORROW"
"JOYCE JORDAN"

LAckawanna 4-1200



ED LATIMER

Sincere thanks to the Agencies and members of the Radio Directors Guild who keep me busy.



ALAN COURTNEY

"1280 Club"—WOV

7:30-10 P.M. DAILY

NEW YORK

ETs World Broadcasting

Columbia Pictures Shorts

BERRY KROEGER

Management

A. & S. Lyons

Hello There!

from

TED MALONE

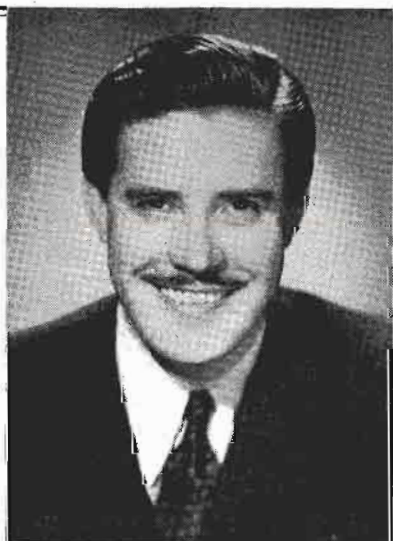
and

ROSA RIO

•

"Between the Book-ends"

15th Year on the Networks



LON CLARK

Title Role in "NICK CARTER"

Actor

Announcer - Narrator

L.A. 4-1200

. . . **RADIO ARTISTS** . . .

SHERIDAN MICHAEL
Lux Radio Theater, Famous-
Trials of History, Old Ranger.

SHERIN, LEO
"UKIE"

Kraft Music Hall, NBC.

SHERMAN, ELEANOR
The Goldbergs, Oxydol, Klee-
nex.

SHERMAN, RANSOM
Fibber McGee & Molly.

SHIELDS, HELEN
Kathleen Norris, The O'Neills,
Amanda of Honeymoon Hill.

SHIPP, MARY
Screen Guild Theater, We, the
People, Dr. Christian.

SHOCKEY, DELORIS
WGL, Fort Wayne, Ind.

SHORE, DINAH

Dinah Shore Program, CBS.

SIMMS, GINNY

Johnny Presents Ginny Simms,
NBC.

SINGLETON, PENNY
Blondie, CBS.

SKELTON, RED

Raleigh Program, NBC.

SKINNER, CORNELIA OTIS
Dinah Shore Programs, CBS.

SKULNIK, MENASHA
The Goldbergs, Abie's Irish
Rose

SKYLAR, SUNNY
WOR.

SLATER, TOM
This is Fort Dix, WOR.

SLOANE, EVERETT
Our Gal Sunday, Betty & Bob,
Girl Interne.

SMITH, ARCHIE L.
WFVA (Blue), Fredericks-
burg, Va., WCHV, WOR.

SMITH, CLAY W.
WGL, Fort Wayne, Ind.

SMITH, CORA B.
Phillip Morris Playhouse, Al-
dritch Family, Joyce Jordan.

SMITH, EARL
"The Four Eton Boys."

SMITH, EVELYN
WJDX, Jackson, Miss.

SMITH, HOWARD
Aldrich Family, Hit Parade,
Kate Smith.

SMITH, MARK
Witch's Tale, Eno Crime Clues,
Mr. Meek.

SMITH, SYDNEY.
Home Sweet Home, David
Harun, The O'Neills.

SMOLEN, VIVIAN
Stella Dallas, Martha Webster,
Short, Short Story.

SMYTHE J. ANTHONY
One Man's Family.

SNERD, MORTIMER
NBC, Chase & Sanborn.

SOBEL, THELMA RAY
Archie, Rainbow House.

SOMERS, CAROLE
Bright Horizons, Bishop and
the Gargoyle, Cavalcade of
America.

SORIN, LOUIS
Cisco Kid, The Goldbergs, Man-
hattan at Midnight.

SORRELL, DORIS
Poetry & Music WKBW, Buf-
falo, N. Y., WWRL, L. I.

SOTHERN, HARRY
Kitty Foyle, Counter Spy, True
Story.

SOUBIER, CLIFF
Lone Journey, CBS-NBC.

SQUIRE, KATHARINE
Light of the World, Friend In-
deed, School of the Air.

STACK, MRS. BETTY
KYCA, Arizona.

STACK, LEO
KYCA, Ariz.

STAFFORD, HANLEY
Blondie, CBS Maxwell House.

STANLEY, MILTON
Our Secret World, Dedicated to
the Truth.

AL JARVIS



I WISH IT WERE

*Hey Bing--
I'm Back*





RING **"CHIMES"**
AT LExington 2-1100
for a Harmonica Player

ALSO OCARINA, UKELELE
NOVELTY SOLOS, THEMES, BACKGROUNDS



JACKIE KELK
"Homer"



EDDIE "ROCHESTER" ANDERSON



EDDIE DEAN
JUDY CANOVA SHOW — CBS

. . . **RADIO ARTISTS** . . .

STARK, CHARLES
Kate Smith Hour, Gabriel Heatter, Frank Singeiser.

STARK, RICHARD S.
Hour of Charm, Cavalcade of America, Life Can Be Beautiful.

STARKE, JOE
WJR, Detroit, Mich.

STAVISKY, LOTTE
Against the Storm, Great Plays Radio Guild.

STELMI, EDGAR
Mr. Keen, The Goldbergs, Easy Aces, Aldrich Family.

STEVENSON, ALLAN
Gangbusters, Salute to Youth, Mary Marliu.

STEWART, BECKY ANN
WGL, Fort Wayne, Ind.

STEWART, BETTY
Chase & Sanborn, Lux Radio Theater, Manhattan at Midnight.

STEWART, LINCOLN
KEX, Portland, Ore., KGW, Portland, Ore.

STEWART, PAUL
March of Time, Easy Aces, CBS Work-Shop, Crime Doctor.

STONE, AL
KWTO, Springfield, Mo.

STONE, ANNE
Bright Horizons, Joyce Jordan, Bulldog Drummond, Aldrich Family.

STONE, SID
WOL, Ames, Iowa.

STONE, SIDNEY
War Information Program, Joe & Ethel Turp.

STOUT, HAROLD
WGL, Fort Wayne, Ind.

STRONG, MICHAEL
Helpmates, Bright Horizons, Underground.

STUART, SANDRA
Aunt Jenny, Valiant Lady, Alibi Club.

SUBER, RAY
NBC Artists Service.

SULLINS COLLEGE
WOPI, Bristol, Tenn.

SUMMERS, ORRIE
WWL, New Orleans, La.

SUTHERLAND, ELIZABETH
Counterspy, Amanda of Honey-moon Hill, Radio or Readers Digest.

SWEENEY, BOB
KYA, San Francisco, Calif.

SWEET, BEN
WMAS, Springfield, Mass.

TANSELL, BERTRAM
Commandos, We Love and Learn, Suspense.

TATE, RICHARD
KGO, San Francisco, Calif.

TATE, BETH
Murder Clinic, Aunt Matilda WOR Playhouse.

TAYLOR, LEE
KYCA, Prescott, Ariz.

TAYLOR, REESE
Lone Journey, Mary Marlin, Romance of Helen Trent.

TERRY, JOY
Hobby Lobby, Woman in Love, Young Dr. Malone.

TERRY, RENEE
March of Time, Kate Smith, Henry Aldrich.

TETLEY, WALTER
NBC, The Great Gildersleeve.

TETZEL, JOAN
Woman of Courage, When a Girl Marries, Life Can Be Beautiful.

— T —

TACHNA, EDITH
Great Plays, Hilltop House, Fleishman Yeast.

TACKNEY, STANLEY
Know Your Allies, WEVD, WBNX Fighting Men, WWRL, Fireside Hour, AAT.

THOMAS, ANN
CBS, Easy Aces; NBC, Abie's Irish Rose; NBC, Cavalcade of America.

THOMPSON, D. J.
Right to Happiness, Ma Perkins, Lonely Women.

THOR, JEROME
The Avenger, Murder Clinic, Joe & Ethel Turp.

THANKS

TO THE FOLKS IN
SHOW BUSINESS

and to

RADIO DAILY

FOR HELPING TO KEEP

CAFE SOCIETY DOWNTOWN

CAFE SOCIETY UPTOWN

CROWDED AND EXCITING

BARNEY JOSEPHSON

PROPRIETOR

IVAN BLACK—Publicity

"Number One Star Maker"

*Billboard's 6th Annual
Radio Publicity Survey, 1943*

IVAN BLACK

PUBLICITY

COAST TO COAST

STAGE SCREEN RADIO

128 EAST 58th STREET, NEW YORK

PLaza 3-1049
PLaza 3-1006

•

After May 1, 1944

400 Madison Ave., N. Y. C.

PLaza 3-1049
PLaza 3-1006

. . . **RADIO ARTISTS** . . .

THORNTON, WILLIAM
Kitty Foyle, The Goldbergs,
Pepper Young's Family.

VILLMAN, JOHN
Prince Matchabelli Perfumes,
Frank Sinatra Show, Andre
Kostalanetz Show.

TILTON, MATHA
CBS, Campana Serenade.

TIPPETT, MARVILYN
WMAZ, Macon, Ga.

TODD, JOHN
WXYZ, Detroit, Mich.

TOTTER, AUDREY
Bright Horizons, Reader's Digest,
Right to Happiness.

TRAVIS, KAY
KMBC, Kansas City, Mo.

TREMAYNE, LES
NBC, Bob Crosby & Co., Old
Gold Show, Kraft Music Hall,
Sound Off.

TRIER, RYC
KDKA

TUELL, GORDON
KIRO, Seattle, Wash.

TURNER, WALTER
WWVA, Wheeling, W. Va.

TUTTLE, LURENE
NBC, The Great Gildersleeve;
CBS, Dr. Christian, Blondie.

TWEDDELL, FRANK
Against the Storm, Valiant
Lady, We the People.

TYLER, BETTY JANE
Helpmate, Myrt and Marge,
We Love and Learn.

— U —

UNDERWOOD, IRENE
WSYR, Syracuse, N. Y.

— V —

VALENTY, LILI
Texaco Star Theater, Radio
Guild, Pursuit of Happiness.

VAN PATTEN, DICKIE
The Aldrich Family, David
Harum, Duffy's Tavern.

VAN ROOTEN, LUIS
CBS Workshop, School of the
Air, David Harum, Valiant
Lady.

VAN SICKLE, RAYMOND
David Harum, Dr. Malone,
Julia Blake.

VASS, VIRGINIA
My True Story, Death Valley
Days, Eddie Cantor.

VAUGHAN, BERYL
NBC, Helpmate.

VESSEL, BOB
WWVA, Wheeling, W. Va.

VICTOR, PAULA
Kate Smith, True Story, We
the People.

VIDAL, WILLIAM H.
WGH, Newport News, Va.

VINTON, TESSA
Mr. Keen, Lorenzo Jones,
We the People.

**VIRGINIA INTERMONT
COLLEGE**
WOPI, Bristol, Tenn.

VITEZ, JOAN
Claudia, and David; The Gold-
bergs, Aunt Jenny.

VLEMINOCKX, GERARD
CKAC, Montreal, Canada.

— W —

WADE, VIRGINIA
WCED, DuBois, Pa.

WAINWRIGHT, JOHN
WGL, Ft. Wayne, Ind.

WALKER, BETTY
WALKER, JAMES J.
WOR

WALKER, MARGUERITE
Big Sister, Lorenzo Jones,
Worlds Greatest Plays.

WALKER, VIRGINIA
WJDX, Jackson, Miss.

WALLACE, LEE
Rainbow House, People's Play-
house, Archie Andrews.

WARD, COLLEEN
Radio Readers' Digest, Colum-
bia Workshop, Manhattan at
Midnight.

WARD, GEORGE
Radio Readers' Digest, Kate
Smith, Jack Benny Show.

CARL POST
PUBLICITY - PROMOTION
NATIONAL

STAGE — RADIO — INDUSTRIAL

366 MADISON AVE., NEW YORK CITY 17
VANDERBILT 6-3417

SOME 1943 CLIENTS

WASTE PAPER CONSERVATION — ENTIRE
EAST WPB SPONSORED

JIMMY DORSEY ORCHESTRA
GANGBUSTERS—BLUE
COUNTERSPY—BLUE

CHARLIE BARNET ORCHESTRA
GEORGE LOWTHER—SUPERMAN
HOP HARRIGAN—BLUE

WBNX, N. Y. PUBLICITY-ADVERTISING
DON MacLAUGHLIN—"GANG BUSTERS"
BERRY KROEGER
BEA WAIN, Hit Parader

1942-43, with Leo Miller and Leonard
Feather took the DAVIS-LIEBER firm
to the No. 1 spot in the Billboard's Annual
Publicity Survey, then took charge of firm,
forming Carl Post Associates.

●
PUBLICITY

OUTSTANDING
NATION-WIDE
COVERAGE
FOR
A
DISTINGUISHED
CLIENTELE

●
HARRY TED JAY
SOBOL, HARTMAN & FAGGEN

TWO WEST 45th STREET
NEW YORK 19, NEW YORK
MUrray Hill 2-5550
●

. . . **RADIO ARTISTS** . . .

WARD, PALMER
Aunt Jenny's Stories, Pepper Young's Family, Famous Jury Trials.

WAREN, HELEN
The Man I Married, Kate Hopkins, Big Town, True Story.

WARREN, FLORENCE MAY
NBC, Sustaining Plays, True Story.

WATSON, LIN
Boy's Town, Edith Adam's Future.

WATTS, ELIZABETH
Our Secret World, Armstrong Theater of Today, We the People.

WEBER, KARL
Helen Trent, Mary Marlin, Bachelors Children.

WEBSTER, CHUCK
WJR, Detroit, Mich.

WESTON, RUTH
Life Can Be Beautiful, Aldrich Family, Kate Smith.

WEVER, NED
Young Widder Brown, Big Sister, Dick Tracy; WOR, Bulldog Drummond.

WGY PLAYERS CLUB
WGY, Schenectady, N. Y.

WHEELER, JOHN
When a Girl Marries, Parade of Progress, David Harum.

WHIPPLE, CLARK (DOC)
The Man I Married, One of the Finest, Liberty Short Story stories.

WHITTED, NORFLEY
WDNC, Durham, N. C.

WIDENHOFER, NORMAN
WGL, Ft. Wayne, Ind.

WIDOM, LIEUT. LEONARD
WCHI, Columbus, Miss.

WILLIAMS, DALE
WOL, Ames, Iowa.

WILLIAMS, FLORENCE
Ave Maria Hour, John's Other Wife, Young Widder Brown.

WILLIAMS, TEX
KYA, San Francisco, Calif.

WILLIAMSON, DUD
KFRG, San Francisco, Calif.

WILLOCK, DAVE
CBS, Jack Carson Show.

WILLS, SI
Seafest Village Store.

WILSON, EILEEN
Blue, Club Good Cheer.

WILSON, ELEANOR
Denver: Dramatization of Pioneer History.

WILSON, KENNETH
WMBS, Uniontown, Pa.

WINCHELL, PAUL
WOR

WINTER, VAL
WWL, New Orleans, La.

WITHERSPOON, CORA
Against the Storm, The Andersons, Myrt & Marge.

WOLFE, WINIFRED
One Man's Family.

WOLFSON, MARTIN
Betty & Bob, The Goldbergs, CBS Workshop.

WOOD, BERT
WJR, Detroit, Mich.

WOODBURY, FRANCES
Myrt & Marge, The O'Neills, Radio Guild.

WOODS, SIDNEY KING
Child Heroes, Your Boy Reporter, At Our House.

WRAGGE, BETTY
Pepper Young's Family, Manhattan at Midnight, March of Time.

— Y —

YARBOROUGH, BARTON
CBS, One Man's Family, I Love a Mystery.

YORKE, RUTH
Life Can Be Beautiful, John's Other Wife, CBS Workshop.

YOUNG, ROLAND
CBS, Dinah Shore Program.

— Z —

ZALK, ANNETTE
WHKC, Columbus, Ohio.

ZERBE, LAWSON
Against the Storm, Helen's Home, Aunt Jenny.

ZUCKERT, BILL
Life Can Be Beautiful, Lorenzo Jones, March of Time, Kate Smith.

DAVID O. ALBER

ASSOCIATES

**NATIONAL
RADIO
PUBLICITY
AND
EXPLOITATION**

NEW YORK
30 Rockefeller Plaza
Circle 6-9595

HOLLYWOOD

CHICAGO

**TOM FIZDALE
INCORPORATED**

PUBLICITY AND PUBLIC RELATIONS

485 Madison Ave., New York City
(EL. 5-5580)

1509 North Vine, Hollywood
(HO. 7363)

YOUR HIT PARADE

•
CBS Television

•
Decca Records

•
Liberty Records



Joan Edwards

MCA ARTISTS, LTD.

JERRY WAYNE



Management

DELL PETERS

521 FIFTH AVENUE
NEW YORK, N. Y.



VOCAL ARTISTS



And Their Work During 1943



— A —

ADDY, CLYDE
KOIL, Omaha, Nebr.

ALDRICH, GLORIA
WOWO, Ft. Wayne, Ind.

ALKALI IKE
KVNU, Logan Utah

ALLEN, ELDA
WCAE, Pittsburgh, Pa.

ALLISON, FRAN
CBS

ALM, JEANNE
WDAY, Fargo, N. D.

AMBROSE, EVELYN
WAGA, Atlanta, Ga.

AMECHE, DON
Blue, What's New?

ANDERSON, ANDY
KFBK, Sacramento, Calif.
KXRO, Aberdeen, Wash.

ANDERSON, LOUISE
WCBI, Columbus, Miss.

ANDREWS SISTERS
NBC, CBS.

ARAUJO, ARMANDO RIOS
WBAP, Ponce, Puerto Rico

ARIZONA, JOE
KOL, Seattle, Wash.

ARMEN, KAY
WSM, Nashville, Tenn.

ARTHUR, JACK
NBC, CBS.

AYRES, MARLENE
KOY, Arizona

— B —

BABBITT, GERTRUDE
WJR, Detroit, Mich.

BABBITT, HARRY
NBC, Kay Kyser's College of Musical Knowledge.

BAILLES BROTHERS, THE
WSAZ, Huntington, W. Va.

BAKER, BETTY
WDAY, Fargo, N. D.

BAKER, JERRY
WMCA, New York, N. Y.

BALL, GEORGE
WXYZ, Detroit, Mich.

BARBER, BETTE
KTUL, Tulsa, Okla.

BARNES, ROY
KPOW, Powell, Wyo.

BARRY SISTERS
WHN, Gloom Dodgers.

BARTLETT, JANE
WFBC, Greenville, S. C.

BATES, BETTY JEAN
WNAX, Yankton, S. D.

BATES, LULU
NBC, All-Time Hit Parade.

BAUER, ELAINE
WCKY, Cincinnati, Ohio: Sophisticates of Swing.

BAUMAN, PATSY
KEX, Portland, Ore.: "Glenn Shelley Presents."

BAXTER, JEANNE
KDKA, Pittsburgh, Pa.

BEASLEY, IRENE
CBS, "Neighbors."

LUCY MONROE

DIRECTOR OF PATRIOTIC MUSIC

RCA-VICTOR

THE ANDREWS SISTERS



La Verne

Patty

Maxene

Per. Mgt. Lou Levy, RKO Bldg., N. Y. C.



CARLOS
RAMIREZ

Management

WILLIAM MORRIS AGENCY

VOCALISTS

BEAUFARLANT, WILLIAM
WCOU, Lewiston, Me.
BENDON, FLORENCE
WFIL, Philadelphia, Pa.
BELLES, HAROLD
WJR, Detroit, Mich.

BERENS, NORMAN
"The Smart Set," NBC, CBS.

BLACKWOOD BROTHERS
KGB, San Diego, Calif.
BOBZIN, VERN
KXEL, Iowa
BOGUE, MERWYN
(Ish Kabibble)
NBC, Kay Kyser's College of Musical Knowledge.
BOMBARDIERS, THE
NBC, Johnny Presents Ginny Simms.
BON BON
WCAU, Philadelphia, Pa.
BOND-BARDIERS, THE
CBS, California, Carry On.
BOWER, BETTY
WGY, Schenectady, N. Y.
BRINEY, MARY MARTHA
KDKA, Pittsburgh, Pa.

PHIL BRITO
Blue.

BROOKS, DOROTHA
WTAM, Cleveland, Ohio

BROOKS, JOAN
CBS.

BROWN, DICK
WNEW, New York
BROWN, RUSS
WBBM, Chicago, Ill.
BURNET, CHESTER
WMAZ, Macon, Ga.
BUSH, DON & HELEN
WOWO, Ft. Wayne, Ind.
BVRD, PAUL
WGBR, Goldsboro, N. C.

— C —

CALLOWAY, GLENNA
WSIX, Nashville, Tenn.
CALVIN, ROSEMARY
WJR, Detroit, Mich.
CAMILLO, LUCY
WNAB, Bridgeport, Conn.

CANOVA, JUDY
CBS, Judy Canova Show.

CANTOR, EDDIE
NBC, Time to Smile.

CAP, ANDY & MILT
WCHS, West Virginia
CARLISLE, KAY
WSM, Nashville, Tenn.
CARLISLE, SYLVIA
KOA, Denver, Colo.
CAROL, GEORGE
WJJD, Chicago, Ill.

"CAROLINA"
KYA, San Francisco, Calif.
CARROLL, GENE
WTAM, Cleveland, Ohio
CARROLL, GLORIA
WEEI, Boston, Mass.
CARROLL, GEORGIA
NBC, Kay Kyser's College of Musical Knowledge.
CARROLL, JIM
KWYO, Sheridan, Wyo.
CARTER, BOB
KDKA, Pittsburgh, Pa.
CASE, JEAN
KOL, Seattle, Wash.
CASEY, CLAUDE
WBT, Charlotte, N. C.
CASH, JIMMY
NBC, Bob Burns the Arkansas Traveler.
CASWELL, BRENDA
WHEB, Portsmouth, N. H.
CHAMBERLAIN, CHARLES
CFCY, Charlottetown, P.E.I.
CHARIOTEERS, THE
NBC, Kraft Music Hall.
CHARLES, AUDREY
WWL, New Orleans, La.
CHIDO, ELMIRO
KLX, Oakland, Calif.
CHOLOMARIA, VICKI
WGY, Schenectady, N. Y.
CHUCK AND THE HILL-TOP GANG
WBRW, Welch, W. Va.
CLAPP, JOHN
WJR, Detroit, Mich.
CLARK, NEVA
KGW, Portland, Ore.

THANKS, KIDS!

EVERYONE IN
RADIO IS
SO
SWELL!

CASS DALEY





DIANE COURTNEY

Management
PAUL KAPP



Lucille Manners

STARRING

8th Year

CITIES SERVICE CONCERTS

FRIDAY • 8 P.M. • NBC

ANITA ELLIS

VOCALISTS

CLAYTON, BOB
WJLM, Lansing, Mich.
CLAYTON, PATTI
NBC, Carnation Hour.
CLEMENS, ADA JANE
WTOP, Washington, D. C.
COLEMAN, TINKY
WMAZ, Macon, Ga.
COLORADO, PETE
KMBC, Kansas City, Mo.
COOL, HARRY
CBS.

COMO, PERRY
CBS.

CONNOLLY, GENE
WCAU, Philadelphia, Pa.

CONTE, JOHN
NBC, Maxwell House Coffee
Time.

CORDOVA
Saludos Amigos, Blue.
CORRIGAN, JACK
WOWO, Ft. Wayne, Ind.

CORRIGAN, MIKE
Smart Set in Al Pearce Show;
Network Guest Spots.

CORRIGAN, PAT
Smart Set in Al Pearce Show;
Network Guest Spots.

COUNTRY COUSINS
WSAZ, Huntington, W. Va.

COURTNEY, DIANE
Blue, "R & H Beer."

COURY, ROSELLE
WCOU, Lewiston, Me.
COWGIRLS, THE
WBIR, Knoxville, Tenn.
COX, R. E.
WXYZ, Detroit, Mich.
CROSBY, BING
NBC, Kraft Music Hall.

CROSBY, BOB
"Bob Crosby & Co."

CURRIER, THOMAS
WBZ-WBZA, Boston, Mass.

— D —

DAIGNEAULT, SIMONE
CKAC, Montreal, Can.

DALEY, CASS
Guest on Kraft Music Hall,
NBC; Guest on Sammy Kaye's
Show, CBS.

DALTON, IRENE
KGB, San Diego, Calif.
DALY, FLORENCE
CKWS, Kingston, Ontario, Can.
DARLING, DENVER
WNEW, New York

DARRIGIAN, ALICE
WJR, Detroit, Mich.
DAVIS, ANDY
WKNY, Kingston, N. Y.
DAVIS, MANNY
WSIX, Nashville, Tenn.
DAVIS SISTERS
WMBS, Uniontown, Pa.
DAY, DENNIS
NBC, Grape Nuts Flakes Program.
DAYS, BILL
CBS, Blue Ribbon Town.
DEAN, EDDIE
CBS, Judy Canova Show.
DELAQUERIERE, JOSE
CKAC, Montreal, Can.
DINNING SISTERS, THE
NBC
DONALDSON, EARL
KLO, Ogden, Utah
DORR, RUSSELL A.
WGAN, Portland, Me.
DOSETT, LORANCE
KGA, Spokane, Wash.; KHQ,
Spokane, Wash.

DOWNEY, MORTON
Blue, "Songs by Morton Downey."

DURAN, LARRY
KFBK, Sacramento, Calif.
DUTIEL, ULDENE
WPAY, Portsmouth, Ohio
DUVAL, JUSTINE BRYDEN
WAAT, Jersey City, N. J.
DUVAL, PHYLLIS
KFBK, Sacramento, Calif.



BEA WAIN

"All Time Hit Parade" - N.B.C.

Personal Mgt.
Frank Cooper



BILL PERRY

Tenor

"SATURDAY NIGHT SERENADE"

9:45 to 10:15 p.m., E.W.T.—CBS

7th Year with Pet Milk

2nd Year with Eslinger Beer

7:30 to 8:00 p.m., KYW

LULU BATES

"Your All-Time Hit Parade"

N B C

Personal Management

Gale, Inc.



The Merry Macs

AMERICA'S FOREMOST SINGING GROUP
RADIO — STAGE — SCREEN

Exclusive Decca Recording

Personal Management

HARRY NORWOOD

6425 Hollywood Blvd. Hollywood, Calif.



MARTHA MEARS

COLUMBIA PICTURES

Star of "10-2-4 Ranch"

MON., WED., FRI.

AL PEARCE SHOW

1 P.M. SUNDAYS

JOHN CONTE

MAXWELL HOUSE

COFFEE TIME

N B C

Thursday Nights

VOCALISTS

— E —

ERBERTS, DOROTHY
WCAO, Baltimore, Md.

EDWARDS, JOAN
CBS, "Hit Parade."

ELIOT, MARIAN
WNAC, Boston, Mass.

ELLIOT, BILL
WEEL, Boston, Mass.

ELLIS, ANITA
CBS.

ERWIN, TRUDY
NBC, Kraft Music Hall.

EVANS, CONNIE
WBEN, Buffalo, N. Y.

EVANS, SARA
WDBJ, Roanoke, Va.

EVANS, WILBUR
Blue.

EVERHART, SLIM
WTAM, Cleveland, Ohio

— F —

FAMOUS LASHUA
KDAL, Duluth, Minn.

FANNING, EDGAR
CFOS, Owen Sound, Ont.

FARRELL, EILEEN
CBS

FAULKNER, KITTY
WSIX, Nashville, Tenn.

FEE, JANET
WHAM, Rochester, N. Y.

FINO, MARY CARLISI
WHAM, Rochester, N. Y.

FITZGERALD, ELLA
Blue

FLOYD, JOHN
WMVA, Martinsville, Va.

FORREST, HELEN
NBC, CBS.

FOSTER, CLARA
KTUL, Tulsa, Okla.

FOUNTAINAIRES, THE
NBC, Sealtest Village Store.

FOUR CLUBMEN, THE
CBS

FOUR STARS
WGY, Schenectady, N. Y.

FOYE, HOPE
WTIC, Hartford, Conn.

FRIDAY, PAT
CBS, In Time to Come.

FULTON, JACK
WBBM, Chicago, Ill.

— G —

GAGNIER, CLAIRE
CKAC, Montreal, Can.

GAGNON, THERESE
CKAC, Montreal, Can.

GARY, LYNN
WKYZ, Detroit, Mich.

GAYLE, AL
KFI-KECA, Los Angeles, Calif.

GAYLORD, CHESTER
WBZ-WBZA, Boston, Mass.

GILBERT, MRS. EUGENE
KFPW, Fort Smith, Ark.

GILLETTE, MARGIE
KWTO, Springfield, Mo.

GINGER, LOUISE
KRLD, Dallas, Tex.

GOETTING, AGNES
CHAB, Sask, Can.

GOLDEN GATE QUARTET
CBS

GOULD, LESTER L.
WFTC, Kingston, N. C.

GRAHAM, WILLADEEN
WCBI, Columbus, Miss.

GRAVES, GENE
WSNY, Schenectady, N. Y.

GRAVES, MABEL
CKWS, Kingston, Ontario, Can.

GREEN VALLEY BOYS
WBRW, Welch, W. Va.

GROSH, ELSWORTH
WDBJ, Roanoke, Va.

GUNDRUM, EVELYN
WOC, Davenport, Iowa

— H —

HADLEY, HELEN
WJR, Detroit, Mich.

HAINES, CONNIE
NBC, Abbott & Costello Show.

HALL, STERLING
WJOB, Hammond, Ind.

**HANK, THE YODELLING
RANGER**

CKBI, P.E.I., Sask., Can.

"HARMONETTES"
WGY, Schenectady, N. Y.

HARRELL, JOHNNY
KGW, Portland, Ore.

HAVENS, HELEN
WBAP, Ft. Worth, Tex.

HAWTHORNE, PEPER
WMBD, Peoria, Ill.



BARRY SISTERS

"AMERICA'S NUMBER ONE
SINGING DUO"

WHN "GLOOM DODGERS"
COPACABANA
NETWORK PROGRAMS

Direction: WM. MORRIS AGENCY



"Smiling"

JERRY BAKER

Past 18 Years

New York's Favorite

Staff Soloist

W M C A

VOCALISTS

HAYES, CLANCY
KGO, San Francisco, Calif.

HAYMES, DICK
CBS, Here's to Romance.

HECKENDORN, GEORGE
WJR, Detroit, Mich.
HIGH STREET JUBILEE SINGERS
WMVA, Martinsville, Va.

HILDEGARDE
NBC, "Beat the Band."

HILL, ELIZABETH
WCAU, Philadelphia, Pa.
HILLIARD, HARRIET
NBC, Red Skelton Program.
HOCKING, FLORENCE
WRJN, Racine, Wisc.
HOLLEY, VERA
CBS, Fun With Dunn.
HOUSTON, JOSEPHINE
Blue, Stars from the Blue.
HUFFMAN, MARIE
WTOL, Toledo, Ohio
HUGHES, ALLEN
WJR, Detroit, Mich.
HUMPHREYS, DOROTHY
WBNS, Columbus, O.

INK SPOTS
Blue
IVEY, HAYDEN
WGBR, Goldsboro, N. C.

IVERS, KAY
WRZ-WBZA, Boston, Mass.

— J —

JENSEN, FRANCES
KGNC, Amarillo, Tex.
JERICHO QUARTET
WCAU, Philadelphia, Pa.
JO-ANNE
WGAR, Cleveland, Ohio
JOHNSON, ETHEL
KFBB, Sacramento, Calif.
JOHNSON, JAY
WNAB, Bridgeport, Conn.
JOHNSON, SYBIL
KFH, Wichita, Kans.
JOHNSTON, BOB
WSM, Nashville, Tenn.

— K —

KARSON, MEL
KXEL, Iowa.

KAUFMAN, IRVING
WSYR, Syracuse, N. Y.

KAY, RAMONE
KMO, Tacoma, Wash.
KEAN, HAROLD
WJR, Detroit, Mich.
KELFORD, TREVOR
WJMA, Covington, Va.
KELLY, MARTY
WKNY, Kingston, N. Y.

KING'S JESTERS
WBBM, Chicago, Ill.
KIRBY, JOHN
KDKA, Pittsburgh, Pa.
KNIGHT, EVE
WIP, Philadelphia, Pa.

— L —

LACHANCE, LEON
CKCV, Quebec, Que.
LAMOUREUX, CARO
CKAC, Montreal, Can.
LANDT TRIO, THE
CBS
LANE, DAVE
KNX, Los Angeles, Calif.,
Dave Lane, Songs.
LANE, DICK
KFBC, Cheyenne, Wyo.
LANE, FRANCES
WFBM, Indianapolis, Ind.
LANE, VERA
WBBM, Chicago, Ill.
LANGE, JUNE
KDAL, Duluth, Minn.
LARGE, DON & MARION
WJR, Detroit, Mich.
LEE, MARY
CBS, The Jack Carson Show.
LEIB, EMMET
WJR, Detroit, Mich.
LEWIS, MONICA
WMCA, New York, N. Y.
LONG, BOB
KXEL, Iowa
LOUISIANA LOU
KMBC, Kansas City, Mo.



"TEXAS" JIM ROBERTSON

WJZ—BLUE Network
Daily

Victor-Bluebird Recording Artist
Mgt.: National Concert & Artist Corp.



THE SMART SET

Al Pearce Show
and
Network Guest Spots

Management
NORMAN BERENS
4839 Forman
North Hollywood

VOCALISTS

LOYSEN, KENNETH
WHAM, Rochester, N. Y.

— M —

McCULLOUGH, ANNETTE
WGY, Schenectady, N. Y.
McKENZIE, FAY
CBS, Blue Ribbon Town.
McKENZIE, JOHN
WJR, Detroit, Mich.
MacPHERSON, JOSEPH
WSM, Nashville, Tenn.

MANNERS, LUCILLE
NBC

MARSHALL, BARBARA
WBBM, Chicago, Ill.
MARSHALL, MARIAN
KFBI, Wichita, Kans.
MARTIN, DUDE
KYA, San Francisco, Calif.

MEARS, MARTHA
Blue, Al Pearce Show, 10-2-4
Ranch.

MERRILL, ROBERT
NBC

MERRY MACS
Network Guest Spots.

MONROE, LUCY
NBC, CBS.

MOORE, CONNIE
CBS, America-Ceiling Un-
limited.

MORINI, EDA
WPEW, Philadelphia, Pa.
MORRIS, FRED
WGY, Schenectady, N. Y.
MORRIS, CHARLOTTE
WJJD, Chicago, Ill.

MUSIC MAIDS AND HAL, THE
NBC, Kraft Music Hall.

— N —

NELSON, OZZIE
NBC, Red Skelton Show.
NOBLE, WENDELL
KOY, Arizona
NOLL, PATSY
WIBA, Madison, Wisc.

NORMAND, JACQUES
CKCV, Quebec, Que.

NUGENT, HELEN
WKRC, Cincinnati, Ohio

— O —

O'HEREN, DICK
WHK, Cleveland, Ohio
O'NEIL, DANNY
WBBM, Chicago, Ill.
O'REILLY, ROYAL
KFAR, Fairbanks, Alaska

— P —

PARKE, HELEN
WFIL, Philadelphia, Pa.
PARKER, DEL
WXYZ, Detroit, Mich.
PERRY, ANN
WNEW, New York, N. Y.

PERRY, BILL
CBS

PIED PIPERS, THE
NBC, Chase & Sanborn Pro-
gram.

POWELL, ALAINE
WQAM, Miami, Fla.

— R —

RCA VICTOR CHORUS
NBC, What's New?
RAIMONT, LYDIA
WITH, WNEW
RALPH AND BOB
WKNY, Kingston, N. Y.

RAMIREZ, CARLOS
CBS, "Grapevine Rancho."
Guest Spots.

REESE, BOB
KDYL, Salt Lake City, Utah

REGAL, JEANNE
KDKA, Pittsburgh, Pa.

REGAN, KATHLEEN
WEW, St. Louis, Mo.

REYNOLDS, BRAD
CBS, Fun with Dunn.

RHODES, "BABE"
WCAE, Pittsburgh, Pa.

RISLING, ROBERT
WTAG, Worcester, Mass.

**"TEXAS" JIM
ROBERTSON**
Blue Net

RODENHAUSER, JEANNETTE
WTOL, Toledo, Ohio

ROMA, JO
WIP, Philadelphia, Pa.

ROMEOS, THE
Blue

ROSEN, RAY
WBNS, Columbus, O.

ROWELL, "PRISSY"
WBAF, Ft. Worth, Tex.

RUSSELL, J. D.
WLAG, LaGrange, Ga.

RADELL, RUTH
WIP, Philadelphia, Pa.

— S —

SAHLIN, ALFRED
WDGY, Minneapolis, Minn.

SALATHIEL, JERRY
Smart Set in Al Pearce Show:
Network Guest Spots.

SEWART, FRANKLYN
WCKY, Cincinnati, Ohio
NBC, Bob Crosby & Co.

SHAFER, JOE
WJR, Detroit, Mich.

SHAW, SONIA
KGO, San Francisco, Calif.

SHERMAN, LILLIAN
WHK, Cleveland, Ohio

SHORE, DINAH
CBS, The Dinah Shore Pro-
gram.

SHOUGH, BILLY
KASA, Elk City, Okla.

SIMMS, GINNY
NBC, Johnny Presents Ginny
Simms.

SINATRA, FRANK
CBS, The Frank Sinatra Show,
Your Hit Parade

SMITH, KATE
CBS, Kate Smith Hour.

SMITH, JACK
CBS

SMITH, MARJORIE ALLEN
WOPF, Bristol, Tenn.

SPORTSMEN QUARTET, THE
CBS, In Time to Come.

SULLAVAN, JERI
CBS

SULLIVAN, ROSE MARY
WRR, Dallas, Tex.

STREET, DAVID
NBC, Scantest Village Store.

STRIPLING, GENE
WMAZ, Macon, Ga.

— T —

TANNER, EARLE
NBC, Carnation Hour.

THE JOHNSON FAMILY
WBT, Charlotte, N. C.

THREE SISTERS
CBS

THREE TREYS
WBEN, Buffalo, N. Y.

TINGLEY, IRVING
KWNO, Winona, Minn.

TORTORICH, MARY
WWL, New Orleans, La.

— U —

UTZMAN, SARAANE
WBLK, Clarksburg, W. Va.

— V —

VALLEE, RUDY
Lt. U. S. Coast Guard
VANDERWEKEN, JAMES
KEVE, Everett, Wash.

— W —

WAIN, BEA
NBC, CBS.

WAYNE, JERRY
NBC

WARREN, MARGE
WOWO, Ft. Wayne, Ind.

WATERS, SMILIN' BILL
WHEB, Portsmouth, N. H.

WEAVER, LINDA
KMBC, Kansas City, Mo.

WELLING, FRANK
WCHS, West Virginia

WHEAT, DAVID
WOAI, San Antonio, Tex.

WILLIAMS, GENE
WSPD, Toledo, Ohio

WILLSON, JIMMIE
WAPI, Birmingham, Ala.

WOOD, ILENE
Blue

WOODLEY, EVELYN
WOAI, San Antonio, Tex.

— Y —

YOUNG, MARIEANNE
WOWO, Ft. Wayne, Ind.

— Z —

ZIDES, MAX
WBZ-WBZA, Boston, Mass.

SWING

AND

SWAY



with

SAMMY KAYE

AND HIS ORCHESTRA

OLD GOLD PROGRAM

Wednesdays, 8-8:30 P.M.

CBS

SUNDAY SERENADE

Sundays, 1:30-2 P.M.

Blue Network

Featured in United Artists' "Song of the Open Road"

Personal Management:
JAMES V. PEPPE

Direction:
MUSIC CORP. OF AMERICA



WOODY HERMAN

QUADRUPLE THREAT MAN

1. Bandleader
2. Singer
3. Instrumentalist
4. Master of Ceremonies

Star of

STAGE · SCREEN · RADIO · DECCA RECORDS

Management Counsel

Herman Goldfarb—Michael L. Vallon

Direction:

GENERAL AMUSEMENT CORP.

ORCHESTRA LEADERS AND MUSICAL CONDUCTORS



And Their Work During 1943



— A —

AGNEW, CHARLES
NBC
ALEXANDER, JEFF
CBS, Fun With Dunn.
ARMBRUSTER, ROBERT
CBS, Blue Ribbon Town.
ARTZT, WILLIAM
CBS, Blondie.
ASHMAN, EDDIE
WOR, New York, N. Y.
AULD, GEORGE
CBS, MBS.

— B —

BARGY, ROY
CBS, Moore-Durante Show.
BARLOW, HOWARD
NBC, Firestone Program.
BARON, PAUL
CBS
BARRON, BLUE
WOR, New York, N. Y.

BASIE, COUNT
Remote & Studio Broadcasts.
RAY, VICTOR
CBS
BECKNER, DENNY
WOR, New York, N. Y.
BENAVIE, SAM
WJR, Detroit, Mich.
BESTOR, DON
WHN, New York, N. Y.
BISHOP, BILLY
MBS-WFBR, Baltimore, Md.
BLACK, FRANK
NBC
BLADE, JIMMY
NBC
BLEYER, ARCHIE
CBS
BLOCH, RAY
CBS, Philip Morris Playhouse.
BRADLEY, OSCAR
CBS, We, the People.
BRING, LOU
CBS, Here's to Romance.
NBC, What's New?

BROWN, LES
Remote & Studio Broadcasts.
BROWN, MAURICE
CBS
BROWN, WALBURG
NBC

— C —

CARLE, FRANKIE
Remote & Studio Broadcasts.
CASTLE, LEE
MBS
CAVALLERO, CARMEN
CBS, NBC.
CATES, OPIE
Blue, Club Good Cheer.

CHERNIAVSKY, JOSEF
WLW, Cincinnati, Ohio

CROSBY, BOB
NBC, "Old Golds"

BOB CROSBY

Management:

MUSIC CORPORATION OF AMERICA

EDGAR "COOKIE" FAIRCHILD

Musical Director

for

EDDIE CANTOR
"Time to Smile" Show

Johnny Presents
GINNY SIMMS
Philip Morris Show

PHIL BAKER
"Take It or Leave It"
(From Hollywood)

•

DEANNA DURBIN

in

Universal Pictures



JOHNNY LONG

★

Patti Dugan - Gene Williams
Dave Lambert

★

Decca Records

★

RETURNING TO THE HOTEL
NEW YORKER DURING 1944.

★

Personal Representative:
JACK PHILBIN
GENERAL AMUSEMENT CORP.

• • • **ORCHESTRA LEADERS** • • •

CROSS, CHRIS
WOR, New York, N. Y.

CUGAT, XAVIER
WOR, New York, N. Y.
Blue, Your Dubonnet Date.

CUMMINGS, BERNIE
MBS

— **D** —

D'AMICO, NICK
MBS

DANT, CHARLES
CBS, Judy Canova Show. The
Jack Carson Show.

D'ARTEGA
KECA, Los Angeles, Calif.
Hollywood Spotlight.

DAVID, RUSS
NBC

DAVIES, LEW
Blue, Wheeling Steelmakers.

DENNY, EARL
MBS

DEUTSCH, EMORY
Lt. U. S. Navy.

DOLAN, ROBERT EMMETT
CBS, Dinah Shore Program.

DORSEY, JIMMY
Remote and Studio Broadcasts

DUCHIN, EDDY
Lt. U. S. Navy.

DUNHAM, SONNY
MBS

— **E** —

ELLINGTON, DUKE
NBC, MBS.

— **F** —

FAIRCHILD, EDGAR
("Cookie")

NBC, Johnny Presents Ginny
Simms, Time to Smile—Eddie
Cantor; CBS, Take It Or Leave
It.

FAITH, PERCY
NBC, Contented Hour.

FIELDS, SHEP
WOR, New York, N. Y.

FELD, BEN
KMOX, St. Louis, Mo.

FRANKLIN, BUDDY
WOR, New York, N. Y.

FURMAN, CLARENCE
NBC

— **G** —

GARBER, JAN
WOR, New York, N. Y.

GART, JON
CBS, Blue.

GASPARRE, DICK
WOR, New York, N. Y.

GLUSKIN, LUD
CBS, Campana Serenade, Open
House, Amos 'n' Andy.

GOODMAN, AL
CBS, Prudential Family Hour,
Fred Allen.

GOODMAN, BENNY
Remote and Studio Broadcasts.

GOULD, MORTON
CBS, Cresta Blanca Carnival.

GRAY, DON
MBS

GRUPP, DAVE
Blue

— **H** —

HAMILTON, GEORGE
WOR, New York, N. Y.

HARRIS, PHIL
NBC, Grape Nuts Flakes Pro-
gram.



*The Man Who Plays
The Sweetest Trumpet
In The World*

"A Modern Musical Institution"

CHARLIE SPIVAK
and his Orchestra

Personal Management:
MAX SCHALL

Direction:
GENERAL AMUSEMENT CORP.

FRANK TOURS

MAXWELL HOUSE COFFEE TIME

KFI — Thursdays

DON VOORHEES

•
1943

Bell "Telephone Hour"

Du Pont "Cavalcade of
America"

"March of Time"



PAUL LAVALLE

"CHAMBER MUSIC SOCIETY OF
LOWER BASIN STREET"

Blue Network

"STRADIVARI ORCHESTRA"

NBC

VICTOR RECORDS

• • • **ORCHESTRA LEADERS** • • •

HATCH, WILBUR

CBS, Screen Guild Players,
Mayor of the Town.
KNX, Los Angeles, Calif., Pot
Luck Party.

HEIDT, HORACE

Blue, Heidt Time for Hires.

HENDERSON, FLETCHER

NBC, All Time Hit Parade.
MBS

HERMAN, WOODY

Remote and Studio Broadcasts.

HERRMANN, BERNARD

CBS

HERTH, MILT

WOR, New York, N. Y.

HILL, TINY

Remote and Studio Broadcasts.

HILLIARD, JIMMY

WBBM, Chicago, Ill.

HIMBER, RICHARD

Remote and Studio Broadcasts.

HUDSON, DEAN

MBS

HOFF, CARL

CBS, In Time to Come
KHJ, Los Angeles, Calif.,
Gracie Fields Victory Show.

HUTTON, INA RAY

CBS, WOR, New York, N. Y.

— **J** —

JAMES, HARRY

CBS, Harry James & His Mu-
sic Makers.

JAMES, JIMMY

MBS

JENKINS, GORDON

CBS, Mayor of the Town.

JEROME, HENRY

WOR, New York, N. Y.

JONES, SPIKE

NBC, Bob Burns Show, Gil-
more Furlough Fun.

JOY, JIMMY

MBS

— **K** —

KASSEL, ART

Remote and Studio Broadcasts.

KAYE, SAMMY

CBS, Old Gold Show.

KELLER, STAN

MBS

KENTON, STAN

NBC, Bob Hope Show.

KING, WAYNE

Lt. U. S. Navy.

KORN KOBBLERS

NBC

KOSTELANETZ, ANDRE

CBS, Pause That Refreshes
on the Air.

KRUMBINE, MURRAY

Blue

KUHN, DICK

WOR, New York, N. Y.

KYSER, KAY

NBC, Kay Kyser's College of
Musical Knowledge.

— **L** —

LaVALLE, PAUL

Blue

LaVOIE, PAUL

WJR, Detroit, Mich.

LEWIS, SABBY

Remote and Studio Broadcasts.

LEWIS, TED

WOR, New York, N. Y.

LOMBARDO, GUY

WOR, New York, N. Y.

Blue

LONG, JOHNNY

CBS

May 1944 be a
HAPPY NEWS YEAR



SPIKE JONES
and His **CITY SLICKERS**

CARL HOFF



HENRY SYLVERN

Musical Director

WINS

New York

*"Heard 'round the World by
Transcription"*



MERLE PITT

MUSICAL DIRECTOR WNEW

★ **WALTER WINCHELL—MIRROR:**

"New Orchids to Merle Pitt's 'Five Shades of Blue.'"

★ **BEN GROSS—NEWS:**

"Pitt rates a salute—a listening gem. If we had crown jewels, we'd bestow them on Pitt's Orchestra."

★ **BILLBOARD:**

"Merle Pitt's 'Five Shades of Blue' dish out a subtle, extremely listenable brand of rhythm, able to handle pops, standards, swing or sweet with equal finesse . . ."

Heard on transcriptions from coast to coast.

JACK MILLER

Musical Director

•
THE KATE SMITH HOUR

CBS

•
THE ALDRICH FAMILY

NBC

•
MOLLE MYSTERY

THEATRE

NBC

JACQUES RENARD

Musical Director

• **"Take It Or Leave It"**

CBS

• **Friday On Broadway"**

CBS

• **"Let Yourself Go"**

BLUE Network

• • • **ORCHESTRA LEADERS** • • •

LOPEZ, VINCENT
WOR, New York, N. Y.
LUCAS, CLYDE
MBS
LYTELL, JIMMY
Blue, Songs by Morton Downey.

— M —

McINTIRE, LANI
WOR, New York, N. Y.
McINTYRE, HAL
Remote and Studio Broadcasts.
MALNECK, MATTY
NBC, Bob Crosby & Co.
MAMORSKY, MORRIS
NBC
MARTIN, FREDDIE
CBS, The Jack Carson Show.
MASTERS, FRANNIE
Remote and Studio Broadcasts.
MAUPIN, REX
NBC
MAYHEW, WENDELL
NBC, People Are Funny.
MILLER, GLENN, CAPT.
NBC, I Sustain the Wings.
MILLER, IRVING
NBC

MILLER, JACK
CBS, Kate Smith Program.

MILLS, BILLY
NBC, Fibber McGee & Molly.

MILLS, FELIX
CBS, Burns & Allen Show.
Silver Theater.
MOLINA, CARLOS
Blue
MORAND, JOSE
WOR, New York, N. Y.

— N —

NELSON, OZZIE
NBC, Red Skelton Show.
NOBLE, RAY
NBC, Chase & Sanborn Program.
NOSCO, HENRY
NBC

NOVAK, FRANK
NBC, Hook 'N' Ladder Follies.

— P —

PAIGE, RAYMOND
NBC, Salute to Youth.
CBS, Stage Door Canteen.

PALUSO, THOMAS
NBC
PAUL, EDDIE
NBC, Sealtest Village Store.
PETRILLO, CAESAR
WBBM, Chicago, Ill.

PITT, MERLE
WNEW, New York, N. Y.
Five Shades of Blue.

POWELL, TEDDY
Remote and Studio Broadcasts.
PRAGER, MANNY
MBS

— R —

RENARD, JACQUES
CBS, Blue.

REYNOLDS, TOMMY
WOR
CBS
RICH, FREDDY
NBC, Abbott & Costello Show.
RICHARDS, JIMMY
NBC
ROGERS, EDDY
Blue
ROTH, ALLEN
CBS
RUSSOTTO, LEO
NBC

— S —

SACK, AL
CBS, California Carry On.
SALTER, HARRY
Capt. U. S. Army.

FRANK NOVAK

Musical Director

Goodyear's
"Hook 'N' Ladder Follies"

NBC

Saturday, 11:00 a.m., E.W.T.

"Ripley's Believe It Or Not"

for

Pall Mall Cigarettes

MBS, 9:15-9:30 p.m., E.W.T.

(Mon. Thru. Fri.)



ORCHESTRA LEADERS

SCOTT, RAYMOND
CBS

SHIELDS, ROY
NBC

SILVERS, LOUIS
CBS, Lux Radio Theater.

SMITH, BEASLEY
WSM, Nashville, Tenn.

SPITALNY, H. LEOPOLD
NBC

SOSNICK, HARRY
NBC

SPITALNY, PHIL
NBC, Hour of Charm.

SPIVAK, CHARLIE
Remote and Studio Broadcasts.

STABLE, DICK
Ensign, U. S. Coast Guard.

STANLEY, ROBERT
WOR, New York, N. Y.

STERNEY, GEORGE
Remote and Studio Broadcasts.

STONE, JUSTIN
WOR, New York, N. Y.

STONE, LEW
NBC

STOPAK, JOSEF
Blue

STORDAHL, AXEL
CBS, Frank Sinatra Show.

SWEETEN, CLAUDE
NBC, The Great Gildersleeve.

SYLVERN, HENRY
WINS, New York, N. Y.

— T —

THOMAS, DICK
WOR, New York, N. Y.

TOURS, FRANK
NBC, Maxwell House Coffee Time.

TRACE, AL
WOR, New York, N. Y.

TRENDLER, BOB
WGN, Chicago, Ill.

TROTTER, JOHN SCOTT
NBC, Kraft Music Hall.

TUCKER, TOMMY
WOR, New York, N. Y.

— V —

VALLEE, RUDY
Lt. U. S. Coast Guard.

VAN STEEDEN, PETER
CBS, Thanks to the Yanks.

VELAZCO, EMIL
Lt. U. S. Navy.

VOORHEES, DONALD
NBC, Telephone Hour.

— W —

WALLENSTEIN, ALFRED
WOR, New York, N. Y.

WARING, FRED
NBC, Pleasure Time.

WARNOW, MARK
CBS, Your Hit Parade.
NBC, All-Time Hit Parade.
Westinghouse Program.

WARRINGTON, JOHNNY
CBS

WHITEMAN, PAUL
Blue, Hall of Fame.

WELK, LAWRENCE
MBS.

— Y —

YOUNG, VICTOR
NBC, Westinghouse Program.



JON GART

Conductor—Composer

Personal Mgt.: Bob Coe, RKO Bldg.

RADIO'S OUTSTANDING
SHOWMAN-CONDUCTOR



**JOSEF
CHERNIAVSKY**

"Your accomplishments and contributions to our station as Musical Director have been too numerous to attempt enumeration."

J. D. Shouse

Vice-President
WLW, Cincinnati

RESIDENCE: 610 West 110th Street
New York City

NEWS COMMENTATORS



And Their Work During 1943



— A —

ABBE, JAMES
KEX-KGW, Portland, Ore.
ACEVEDO, FRANCISCO
WKAQ, San Juan, P. R.
ADAMS, CEDRIC
WCCO, Minneapolis, St. Paul,
Minn.
AGRONSKY, MARTIN
Blue-WMAL, Washington, D.C.
ALBINGER, ALBERT R., JR.
WKWK, Wheeling, W. Va.
ALCOTT, CARROLL D.
WCKY, Cincinnati, Ohio
ALDERSON, JOHN
WFBR, Baltimore, Md.
ALLARD, T. JIM
CJCA, Alberta, Canada
ALLEN, GARY
WOC, Davenport, Iowa
ANDERSON, BOB
KNX, Los Angeles, Calif.
ANDERSON, DAVID M.
NBC
ARCHINARD, PAUL
NBC

ARMSTEAD, GEORGE B.
WDRC, Hartford, Conn.
ATCHISON, CHARLES
WSGN, Birmingham, Ala.
ATHERTON, R. C.
KSAL, Salina, Kans.
AUSTIN, DON
KSAN, San Francisco, Calif.

— B —

BABCOCK, BILL
WMMN, Fairmont, W. Va.
BAIN, LESLIE B.
WIOD, Miami, Florida

BAKER, ART

Art Baker's News, NBC Western Division; Art Baker's Commentaries, Blue Pacific Coast; Art Baker's Note Book, KFI, Los Angeles, Calif.

BAKER, JEFF
WTAR, Norfolk, Va.
BAKER, NELSON
WIBC, Indianapolis, Ind.
BALCH, ALLEN
KGBK, Tyler, Texas
BALTER, SAM
BARR, CLYDE
WCOL, Columbus, Ohio
BARLETT, JOHN
WSGN, Birmingham, Ala.
BARRY, JOHN
WBZ-WBZA, Boston, Mass.
BARTLETT, WILL
WSNJ, Bridgeton, N. J.
BAUER, FREDERIC
WINN, Louisville, Ky.
BAUKHAGE, H. R.
Blue-WMAL, Washington, D. C.
BAXTER, LEO
WBOW, Terre Haute, Ind.
BEATTIE, BILL
CKNX, Wingham, Ont.
BEATTY, MORGAN
NBC-WRC, Washington, D. C.
BELL, JACK
WTCN, Minneapolis, Minn.

SIDNEY WALTON

W H N

NEWS DIRECTOR—COMMENTATOR

Films for Westinghouse for 5 Years

NEWS COMMENTATORS

BELL, KEN
WSAY, Rochester, N. Y.

BELL, TED
KRSC., Seattle, Wash.

BEMIS, ELIZABETH
CBS

BENNETT, EDWARD
KEX-KGW, Portland, Ore.

BENOIT, R. A.
CBF, Montreal, Canada

BENTLEY, JULIAN
WLS, Chicago, Ill.

BERKOWITZ, MILT
WNBC, Hartford, Conn.

BERNSTEIN, JERRY
KOMA, Oklahoma City, Okla.

BEZOFF, BEN
KMYR, Denver, Colo.

BIDDLE, DICK
WWVA, Wheeling, W. Va.

BIGNELL, FRANK
WIBA, Madison, Wis.

BIRKELAND, JORGEN M.
WOSU, Columbus, Ohio

BJORNSON, BJORN
NBC

BLACKWELL, G. C.
Clarksburg, W. Va.

BLAIN, LEE
WBML, Macon, Georgia

BLAIR, TED
WCLS, Joliet, Ill.

BLAKISTON, T. B.
KMJ, Fresno, Calif.

BLAZAK, JOSEPH
KGFJ, Los Angeles, Calif.

BOBROW, NORMAN
KPDJ, Anchorage, Alaska

BONCOEUR, VADE
WSYR, Syracuse, N. Y.

BOUCHEIR, ROBERT
WLOL, Minneapolis, Minn.

BOURGEOIS, CLAUDE
CKAC, Montreal, Canada

BOW, FRANK
WHBC, Canton, Ohio

BOWEN, FRANK
KGFJ, Los Angeles, Calif.

BOX, YES
KRLD, Dallas, Texas

BRADLEY, TRUMAN
KNX, Los Angeles, Calif.

BRENNAN, PETER
NBC

BRINN, JOHN
WCBI, Columbus, Miss.

BRISSON, GASTON
CJKL, Ontario, Canada

BROOKS, WILLIAM F.
NBC

BROWN, ANDERSON
WGBG, Greensboro, N. C.

BROWN, JIM
KCRG, Enid, Okla.

BROWN, MAX
KHAS, Hastings, Nebr.

BROWN, WILLIAM
KYA, San Francisco, Calif.

BROWNE, FRANK
KTHS, Hot Springs, Ark.

BROWNING, BOB
WKNY, Kingston, N. Y.

BRUNTLETT, GEORGE E.
KOBH, Rapid City, S. D.

BRYAN, BILL
KOMA, Oklahoma City, Okla.

BRYANT, CHARLES
KVI, Tacoma, Wash.

BULLEN, REED
KVIN, Logan, Utah

BUNN, NEAL
WTJS, Jackson, Tenn.

BURKE, J. FRANK
KFVD, Los Angeles, Calif.

BURR, FRED
KEYS, Corpus Christi, Texas

BURRIL, SCOTT
WCAT, Rapid City, S. D.

BURTON, RUTH
WHO, Des Moines, Iowa

BUSFIELD, ROGER
KTBC, Austin, Texas

BUTLER, JAMES W.
WGBR, Goldsboro, N. C.

BUTLER, JOHN
WSAP, Norfolk, Va.

— C —

CALHOUN, BRUCE
KIRO, Seattle, Wash.

CALMER, NED
CBS

CAMP, MEL
WIBA, Madison, Wis.

CAPPELLINI, E. R.
KALB, Alexandria, La.

CARLSON, HUGO
KOIL, Omaha, Nebr.

CARNE, BERT
KGFJ, Los Angeles, Calif.

CARROLL, JIMMY
WSTP, Salisbury, N. C.

CARTER, BOAKE
MBS-WOR, New York, N. Y.

CAYITT, DON
WIBA, Madison, Wis.

CECKA, ARNOLD
WHO, Des Moines, Iowa.



ART
BAKER

NEWS COMMENTATORS

CANTER, RUSSELL E.
WBNS, Columbus, Ohio

CHAMBERS, GARDE
WFK, Cleveland, Ohio

CHAPEL, JOHN K.
KROW, Oakland, Calif.

CHAPLIN, WILLIAM W.
NBC

CHAPMAN, JIM
WHO, Des Moines, Iowa

CHASSE, EDMOND
CHRC, Quebec, Canada

CHERNE, LEO
WOR, New York, N. Y.

CHILDS, RALF
KMA, Shenandoah, Iowa

CHURCHILL, NELSON
WNAC, Boston, Mass.

CLANCY, RAY
WMEFJ, Daytona Beach, Fla.

CLARK, DICK
KROX, Sacramento, Calif.

CLARK, KATHARINE
WCAU, Philadelphia, Pa.

CLARK, RAY
WOW, Omaha, Nebr.

CLARKE, PAUL J.
WMT, Cedar Rapids, Iowa

KRNT-KSO, Des Moines, Iowa

CLAWSON, LEW
WVVA, Wheeling, W. Va.

CLEMENT, EARLE
WEIM, Fitchburg, Mass.

CLOSE, UPTON

NBC, World News Parade:
KHJ, Los Angeles, Calif.
Closeups

CLOUGH, EDWIN M.
KOY, Phoenix, Arizona

COATES, FLETCHER
CHNS, Halifax, N. S.

COE, DONALD
Blue

COFFIN, TRIS
WTOP, Washington, D. C.

COLLINGWOOD, CHARLES
CBS

COLTON, LAVERN
WCOU, Lewiston, Me.

COMBS, GEORGE HAMILTON, JR.
WHN

CONDON, GLENN
KTUL, Tulsa, Okla.

COOK, OLLIE
KFYO, Lubbock, Texas

COOPER, JIM
WBNS, Columbus, Ohio

CORCORAN, JOHN
WFIL, Philadelphia, Pa.

CORCORAN, WILLIAM
KIRO, Seattle, Wash.

CORWIN, MARION
KWAT, Watertown, S. D.

COURY, ROSELLE
WCOU, Lewiston, Me.

COSTELLO, BILL
CBS

CRAM, RICHARD
WMAN, Mansfield, Ohio

CRAMER, TED
KRCR, Enid, Okla.

CRAVENS, KATHERINE
WNEW, New York, N. Y.

CREMEENS, GEORGE
KXEL, Waterloo, Iowa

CROCKETT, DAVID
KBST, Big Spring, Texas

CROWLEY, DICK
WIBA, Madison, Wisc.

CULL, RICHARD
WHIO, Dayton, Ohio

CUMMINS, CHARLIE
KEEW, Brownsville, Texas

CUNNINGHAM, BOB
WBBM, Chicago, Ill.

CURTIS, ELMER
WIBW, Topeka, Kansas

CUTLAND, HENRY
KLZ, Denver, Colo.

— D —

DAILY, PAUL
KOAM, Pittsburg, Kansas

DALRY, HARTWELL
WJAW, Lawrence, Mass.

DANIELS, GRANT
WSLB, Ogdensburg, N. Y.

DANIELS, ELIZABETH
KDAL, Duluth, Minn.

DAVIES, BOB
KVAK, Atchison, Kansas

DAVIES, DOUGLAS
WDOD, Chattanooga, Tenn.

DAVIES, ROBERTSON
CHEX, Ontario, Canada

RAYMOND GRAM SWING



JOHN B. KENNEDY
WJZ-BLUE Network
MGM 'News Of the Day'
(United States and Canada)

400 Madison Ave.

N. Y. C.

NEWS COMMENTATORS

DAVIS, DON
KLS, Oakland, Calif.

DAVIS, REX
WCKY, Cincinnati, Ohio

DAVISON, RANDY
WAIM, Anderson, S. C.

DAY, RICHARD
WDGY, Minneapolis, Minn.

DEBNAI, W. E.
WPTF, Raleigh, N. C.

DeLIMA, PETER
KFI, Los Angeles, Calif.

DELMONT, JAMES
KATE, Albert Lea, Minn.

DENISON, C. B.
WMRC, Greenville, S. C.

DENNETT, JACK
CFRB, Ontario, Canada

DENNIS, ALBERT
WTOP, Washington, D. C.

DENTLER, WARREN
KEYS, Corpus Christi, Texas

DESCH, JACK
KFRC, San Francisco, Calif.

DESJARDINS, MARCELLE
CHGB, St. Anne de la Pocatiere, Canada

De VAULT, CHARLES L.
WOWO, Ft. Wayne, Ind.

DEWART, JAMES
WERC, Erie, Pa.

DEWESE, TEX
KPDN, Pampa, Texas

DEXTER, ANNA
CHNS, Halifax, N. S.

DICKSON, A. S.
CPCY, Charlottetown, P.E.I. Canada

DIEHL, BILL
WGH, Newport News, Va.

DILLINGHAM, HARRY
WTAW, College Station, Texas

DIXON, STANLEY
KRNST-KSO, Des Moines, Iowa

DONALDSON, AL
KOMA, Oklahoma City, Okla.

DONNELL, DARRELL
KFRC, San Francisco, Calif.

DOUGLAS, JOHN
CKRC, Manitoba, Canada

DRAKE, FRANCIS B.
Blue

DRAKE, GALEN
KNX, Los Angeles, Calif.

DREIER, ALEX
NBC

DRYFOOS, L.
WLEU, Erie, Pa.

DUBAR, DENISE
CHLP, Quebec, Canada

DUHME, FRANK
WTSP, St. Petersburg, Fla.

DULLES, FOSTER RHEA
WOSU, Columbus, Ohio

DUNN, JACK
WDAY, Fargo, N. D.

DUQUE, ERNEST
KTMS, Santa Barbara, Calif.

DURHAM, MURRAY
KLBM, La Grande, Ore.

DYER, HAROLD
WCOU, Lewiston, Me.

EATON, RICHARD
WWDC, Washington, D. C.

ECKLUND, VICTOR
KGMB, Honolulu, Hawaii

EDDY, ELMER NEWTON
WBZ-WBZA, Boston, Mass.

WESX, Marblehead, Mass.

EDWARDS, DOUG
CBS

EISENBEISZ, ALBERT
KWAT, Watertown, S. D.

EKINS, H. R.
WSYR, Syracuse, N. Y.

ELIOT, MAJOR GEORGE
FIELDING
CBS

ELLIOT, IRWIN
WFBR, Baltimore, Md.

ELIS, CAROLINE
KMBC, Kansas City, Mo.

ENSIGN, GEORGE
KLX, Oakland, Calif.

ERK, E. CHRISTY
WBRY, Waterbury, Conn.

EVANS, DON
WIBA, Madison, Wisc.

EVANS, ROBERT
CBS

EWING, WILLIAM
Blue

EYRICK, RICHARD
WSVA, Harrisonburg, Va.

— E —

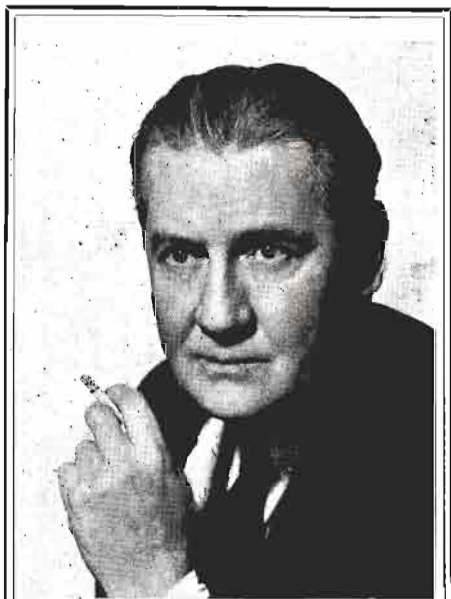
EARLEY, CHARLES
KDKA, Pittsburgh, Pa.

EAST, HENRY
WRBL, Columbus, Ga.

— F —

FALSONNIER, L. H.
WTSP, St. Petersburg, Fla.

FALTA, M.
WEDC, Chicago, Ill.

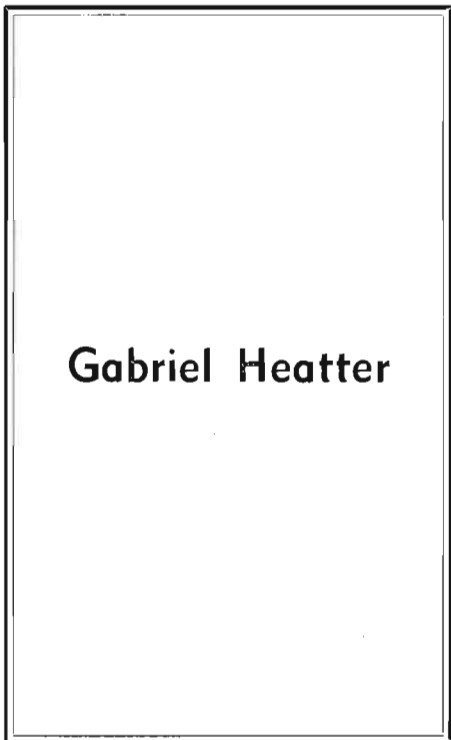


EDWIN C. HILL

CBS . . . Coast-to-Coast

Tues. 6:15-6:30 p.m.

Sponsored by JOHNSON & JOHNSON



Gabriel Heatter

NEWS COMMENTATORS

FANNING, EDGAR
CFOS, Owen Sound, Ont.

FANNING, LARRY
KGO, San Francisco, Calif.

FARO, FRANK
WCED, DuBois, Pa.

FELDMAN, ARTHUR
Blue

FENGER, AUSTIN
KSFO, San Francisco, Calif.

FERGUSON, GENE
WEW, St. Louis, Mo.

FERRIE, BOB
WOL, Ames, Iowa

FIDLER, JIMMIE
Blue

FIELDING, CAPT. MICHAEL
WIND, Gary, Ind.

FISCHER, DICK
WHAS, Louisville, Ky.

FISHER, JERRY
KVIC, Victoria, Texas

FLANNERY, HARRY W.
Signal Roundtable; News
Analysis, KNX.
Los Angeles, Calif.

FLEISHER, WILFRED
WMAL, Washington, D. C.

FLEMING, JAMES
KYA, San Francisco, Calif.

FLETCHER, GRAEME
KPH, Wichita, Kansas

FLYNN, ROBIN
WCAU, Philadelphia, Pa.

FOLSTER, GEORGE THOMAS
NBC

FORBES, GILBERT
WFBM, Indianapolis, Ind.

FOSTER, CEDRIC
WNAC, Boston, Mass.

FOSTER, HARRY "RED"
CFRB, Toronto, Ont.

FOURNIER, JEAN
CHLP, Quebec, Canada

FRASER, GORDON
Blue

FRECH, EDWARD
WMAN, Mansfield, Ohio

FUHRMAN, JOHN
WOC, Davenport, Iowa

FURNISS, WALTER
WCOL, Columbus, Ohio

— G —

GAETH, ARTHUR
KLO, Ogden, Utah

GAGNON, PEAN-LOUIS
CBF, Montreal, Canada

GAILMOR, WILLIAM S.
WHN

GAMMELL, SERENO B.
WTHT, Hartford, Conn.

GARRETT, ALFRED B.
WOSU, Columbus, Ohio

GARVIN, WALTER H.
KLRN, La Grande, Ore.

GEORGE, TIM
KMA, Shenandoah, Iowa

GERKEN, DENNIS
WJAC, Johnstown, Pa.

GEWINNER, HOLT
WMAZ, Macon, Georgia

GIVEN, KEN
WLBJ, Bowling Green, Ky.

GLADSTONE, HENRY
WOR, New York, N. Y.

GODBERSON, RAYMOND
KUSD, Vermillion, S. D.

GODDARD, DON
NBC

GODWIN, EARL
Blue

GOLDSWORTHY, JOHN
WAIT, Chicago, Ill.

GOOD, HARRY G.
WOSU, Columbus, Ohio

GOODMAN, HENRY
KMBC, Kansas City, Mo.

GORRELL, HENRY
Blue

GOW, GEORGE
WLW, Cincinnati, Ohio

GRAHAM, BILL
WDGY, Minneapolis, Minn.

GRAFTON, SAMUEL
WOR, New York, N. Y.

GRANDIN, THOMAS
Blue

GRANT, AUSTIN
WWJ, Detroit, Mich.

GRANT, DOUGLAS E.
WMT, Cedar Rapids, Iowa

KRNT-KSO, Des Moines, Ia.

GRANT, TAYLOR
WCAU, Philadelphia, Pa.

GRAU, PHIL
WEMP, Milwaukee, Wisc.

JOHANNES STEEL



BILLY REPAID
"The Flying Reporter"

Behind the mike and ahead of the news for
15 years
Mutual Network WOL, Washington, D. C.

NEWS COMMENTATORS

GREBE, EARL
WSPD, Toledo, Ohio

GREENE, BOB
KNX, Los Angeles, Calif.

GREGORSON, DICK
KGO, San Francisco, Calif.

GREW, DAVID
KHQ, Spokane, Wash.

GRIFFITH, BILL
KCRN, Kansas City, Kans.

GRIMES, JAMES W.
WOSU, Columbus, Ohio

GROSS, H. R.
WISH, Indianapolis, Ind.

GROSZ, VERA
KUSD, Vermillion, S. D.

GUNNISON, ROYAL ARCH
WOR, New York, N. Y.

GUNTHER, JOHN
Blue

GWYNN, Z. V.
WDNC, Durham, N. C.

— H —

HAAKER, EDWIN L.
NBC

HACKER, LES
KVEC, San Luis Obispo, Calif.

HALE, ARTHUR
WOR, New York, N. Y.

HALL, RADCLIFFE
NBC

HAM, J. B.
WIZE, Springfield, Ohio

HAMILTON, J.
WLEU, Erie, Pa.

HAMMOND, FRED
KPRO, Riverside, Calif.

HANKINS, JACK P.
WORD, Spartanburg, S. C.

HARKNESS, RICHARD
NBC-WRC, Washington, D. C.

HARPER, TRO
WOR, New York, N. Y.

HARRINGTON, JOHN
WBBM, Chicago, Ill.

HARRINGTON, JOHN
WAGA, Atlanta, Ga.

HARRINGTON, NORMAN B.
KGLU, Safford, Ariz.

HARRIS, BOB

WMCA, New York, N. Y.
N. Y. Times News

HARRIS, WINDER R.
WTAR, Norfolk, Va.

HARRISON, BRAD
WIL, St. Louis, Mo.

HARSCH, JOSEPH C.
CBS

HART, FRED L.
WLPM, Suffolk, Va.

HARWOOD, GEOFFREY
WBZ-WBZA, Boston, Mass.

HASE, ED.
WCHV, Charlottesville, Va.

HAVRILLA, ALOIS
WOR, New York, N. Y.

HAYES, JAMES
KLX, Oakland, Calif.

HAYES, SAM
NBC

HEAD, CLOYD
WMAQ, Chicago, Ill.

HEATTER, GABRIEL
WOR, New York, N. Y.

HECKERT, ROBERT
WIBG, Philadelphia, Pa.

HEDGEPATH, BILL
WDNC, Durham, N. C.

HELBY, H. R.
WHDL, Olean, N. Y.

HENDERSON, LEON
Blue

HENLE, RAYMOND Z.
Blue

HENNEKE, BEN
KVOO, Tulsa, Okla.

HENRY, BILL
CBS

HENSON, FRED C.
WMT, Cedar Rapids, Iowa

KRNT-KSO, Des Moines, Iowa

HERNDON, MAURICE
WLPM, Suffolk, Va.

HERRIN, W. WELDON
WRBL, Columbus, Ga.

HICKS, GEORGE
Blue

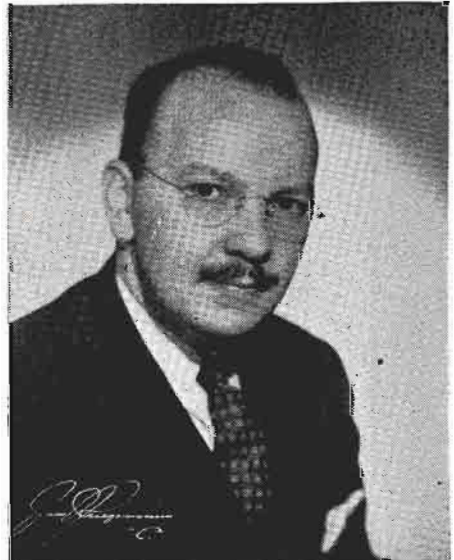
HILL, EDWIN C.
CBS

HILL, MAX
NBC

HILLEARY, PERRY E.
KINY, Juneau, Alaska



NELSON PRINGLE
Columbia Pacific Network
Exclusively for
GENERAL MILLS and
SPERRY FLOUR



WILLIAM S. GAILMOR
News Analyst
Sponsored by Stuhmer Baking Co.
Since June, 1941
WHN

NEWS COMMENTATORS

HILLMAN, WILLIAM
Blue

HODGE, DR. FREDERICK
WBEN, Buffalo, N. Y.

HODGES, CHARLES
WOR, New York, N. Y.

HOLCOMB, GRANT
KQW, San Jose, Calif.

HOLLENBECK, DON
NBC

HOLLES, EVERETT
CBS

HOLLUMS, ELLIS
WQAM, Miami, Fla.

HOLMES, R. D.
KAST, Astoria, Ore.

HOPE, EDWARD S.
KGB, San Diego, Calif.

HORN, ROBERT
WMAN, Mansfield, Ohio

HOWARD, RALPH
NBC

HOWE, QUINCY
CBS

HUDSON, HARRY S.
WOPI, Bristol, Tenn.

HUGHES, ALICE
WMCA, New York, N. Y.

HUGHES, JOHN B.
KHJ, Los Angeles, Calif.

HUGHES, MARY
CKPR, Fort William, Ont.

HUGHES, RUPERT
NBC

HULWI, JAMES
WEAU, Eau Claire, Wisc.

HUNT, RAY
KONO, San Antonio, Texas

HUNTER, JIM
CFRB, Toronto, Ont.

HUNTLEY, CHET
KNX, Los Angeles, Calif.

HUSS, J. W.
WATW, Ashland, Wisc.
WJMS, Ironwood, Mich.

HUTSON, JOHN D.
WFIN, Findlay, Ohio

— I —

IRWIN, JOHN R.
KRNT-KSO, Des Moines, Iowa

— J —

JACKSON, ALLEN
CBS

JACKSON, BUD
KVOO, Tulsa, Okla.

JACKSON, LEWIS
KYA, San Francisco, Calif.

JAFFRAY, JESS
CKPC, Brantford, Ont.

JANSEN, MARK
KFEL, Denver, Colo.

JAY, HARRY
WLOK, Lima, Ohio

JEFFERIES, DAVID W.
KINY, Juneau, Alaska

JENNY, GERALD
WAJR, Morgantown, W. Va.

JOHNS, W. M.
WMPJ, Daytona Beach, Fla.

JOHNSON, ERSKINE
KECA, Los Angeles, Calif.

JOHNSON, FRANK
CKNX, Wingham, Ontario

JOHNSON, LARRY
WDNC, Durham, N. C.

JOHNSTONE, FRED
CKWS, Kingston, Ont.

JOLLY, JIM
WLBJ, Bowling Green, Ky.

JONES, PAUL M.
WFLA, Tampa, Fla.

JORGENSEN, FRED
KLS, Oakland, Calif.

— K —

KALTENBORN, H. V.
NBC

KARNES, ROBERT
WKY, Oklahoma City, Okla.

KELFORD, TREVOR
WJMA, Covington, Va.

KELLEHER, PHIL
WQAM, Miami, Fla.

KELLEY, BOYD
KFJZ, Fort Worth, Texas

KELTY, WILLIAM H.
NBC

KENNEDY, JOHN B.
Blue; WNEW, New York City.

KENNY, H. B.
WMBR, Jacksonville, Fla.

KENT, JOHN
WWL, New Orleans, La.

KERGAN, G.
CKBI, Prince Albert, Saskatchewan



**GEORGE
HAMILTON
COMBS, JR.**

*Seventh year as featured
News Commentator—WHN.*

"THE EDITORIAL SLANT OF THE NEWS"



KATHRYN CRAVENS

"News Through a Woman's Eyes"
5:15 to 5:30 P.M., Mon. thru Fri., WNEW
William Morris Agency, Inc.

NEWS COMMENTATORS

KERR, ALFRED
 WHBQ, Memphis, Tenn.
KESSELMAN, LOUIS C.
 WOSU, Columbus, Ohio
KESSLER, DAVID E.
 WHAM, Rochester, N. Y.
KIERMAN, RAY
 WEEI, Boston, Mass.
KIERMAN, WALTER
 Blue
KING, DAVE
 WIND, Gary, Ind.
KING, GLEN
 KLX, Oakland, Calif.
KING, JOE
 CBS
KING, JULIUS
 WJTN, Jamestown, N. Y.
KINGDON, FRANK
 WOR, New York, N. Y.
 WMA, New York, N. Y.
KIRKWOOD, JOHN
 WIL, St. Louis, Mo.
KISTLER, GLEASON
 KFNF, Shenandoah, Iowa
KNEASS, DON
 KEX-KGW, Portland, Ore.
KNELL, JACK
 WBT, Charlotte, N. C.
KOLBY, CAL
 WMAS, Springfield, Mass.
KREGER, ELWYN
 KUSD, Vermillion, S. D.
KROECK, LOUIS F.
 KTMS, Santa Barbara, Calif.
KROEN, EDWARD J.
 WKPA, New Kensington, Pa.
KULT, IRVING
 WIBA, Madison, Wis.

— L —

LACHENMEIER, R. H.
 KXL, Portland, Ore.
LACKEY, HECHT S.
 WSON, Henderson, Ky.
LANG, FRED
 WNAC, Boston, Mass.
LARGE, R. F.
 CFCY, Charlotlettown, P.E.I.
LAW, GLEN
 KENT-KSO, Des Moines, Iowa
LAWTON, FLEETWOOD
 KMJ, Fresno, Calif.
LEE, DICK
 WHBU, Anderson, Ind.
LEE, DONNA
 WTMV, East St. Louis, Ill.
LEE, FRANK
 WMMN, Fairmount, W. Va.
LEE, JOE
 KGFF, Shawnee, Okla.
LEITCH, ALBERT
 CBS
LELLMAN, JACK
 WJR, Detroit, Mich.
LENHART, GARRETT
 WHO, Des Moines, Iowa
LENNOX, BETTY
 WGY, Schenectady, N. Y.
LENZ, TED
 KVAK, Atchison, Kans.
LENZ, TED
 KSAN, San Francisco, Calif.
LEWIN, JACK
 WFDF, Flint, Mich.
LEWIS, CHARLES A.
 KSAL, Salina, Kans.
LEWIS, DON
 WWL, New Orleans, La.
LEWIS, ERVIN
 WLS, Chicago, Ill.

LEWIS, FULTON, JR.

MBS

LEWIS, ROBERT
 CBS
LEWRY, SCOOP
 CHAB, Moose Jaw,
 Saskatchewan
LINDLEY, ERNEST K.
 NBC
LIPKER, CHARLES H.
 WIN, Findlay, Ohio
LITCH, JACK
 KROX, Sacramento, Calif.
LITTLEHALES, ELMER
 KAST, Astoria, Ore.
LIVERANCE, R. E.
 WAJM, Anderson, S. C.
LOCHNER, LOUIS P.
 NBC
LOMAX, STAN
 WOR, New York, N. Y.
LONG, DEANE S.
 KXEL, Waterloo, Iowa
LONG, HARRY
 KVI, Tacoma, Wash.
LONG, RUSSELL
 WCS, Charleston, S. C.
LONGMIRE, CAREY
 NBC
LOWE, BRYAN
 WLBI, Bowling Green, Ky.
LOWERY, BILL
 KTHS, Hot Springs, Ark.
LOWERY, MEADOR
 KRLD, Dallas, Texas
LUCY, DEAN
 WCHV, Charlottesville, Va.
LUMBY, CAPT. A. R.
 CJVI, Victoria, B. C.
LUND, EINAR
 KWLC, Decorah, Iowa
LYMAN, PETER
 KDAL, Duluth, Minn.
LYN, PEL
 WKAT, Miami Beach, Fla.

— M —

McBRIDE, W. G.
 WDBO, Orlando, Fla.
McCARTHY, TOM
 WKRC, Cincinnati, Ohio
McCLURE, KEN
 WBAP, Fort Worth, Texas
McCORMICK, ROBERT
 NBC
McDONALD, BOB
 KRGU, Westaco, Texas
McDONALD, IRVING T.
 WEEI, Boston, Mass.
McDONALD, L. A.
 CFCY, Charlotlettown, P.E.I.
McELVEEN, MOODY
 WCOS, Columbia, S. C.
McGOWAN, GEORGE L.
 KINY, Juneau, Alaska
McINTIRE, FAY
 K'BM, La Grande, Ore.
McINTYRE, FRANK
 KUTA, Salt Lake City, Utah
McIVER, ERNEST
 WTOP, Washington, D. C.
McKEE, HUDSON
 KFEL, Denver, Colo.
McKINNEY, CARL
 WGTG, Greenville, N. C.
McKNIGHT, WES
 CFRB, Toronto, Ont.
McNAY, IONE
 WOI, Ames, Iowa
McPHERSON, GAYLORD
 WDD, Chattanooga, Tenn.
McTIGUE, HARRY
 WINN, Louisville, Ky.
MacDOUGALL, JOHN
 WLOL, Minneapolis, Minn.
MacEWEN, JOHN
 CFCY, Charlotlettown, P.E.I.

MacVANE, JOHN F.
 NBC
MACK, BILL
 WEDC, Chicago, Ill.
MAGIDOFF, ROBERT
 NBC
MAGUIRE, DICK
 KFRC, San Francisco, Calif.
MAHONEY, CLAUDE
 WMAL, Washington, D. C.
MALONE, MAJOR GEN.
 PAUL B.
 Blue
MANDERSON, STEVE
 WGAC, Augusta, Ga.
MANN, JOSEPH
 WKWK, Wheeling, W. Va.
MANSELL, T. H.
 CFRN, Edmonton, Alberta
MANUEL, KEN
 WWJ, Detroit, Mich.
MARSHALL, GENE
 WBML, Macon, Georgia
MARTIN, ARTHUR
 WIZE, Springfield, Ohio
MARTIN, BOB
 KGVO, Missoula, Mont.
MARTIN, CARL
 WIL, St. Louis, Mo.
MARTIN, REGGIE
 WIZE, Springfield, Ohio
MARTIN, THOMAS E.
 WWNY, Watertown, N. Y.
MARTYN, GILBERT
 Blue
MATHEWS, DOROTHY
 WFOY, St. Augustine, Fla.
MATTHEWS, JOE
 WGKV, Charleston, W. Va.
MATHEWS, TOM
 WFLA, Tampa, Florida
MAY, EARL
 KMA, Shenandoah, Iowa
MAYHEW, F. E.
 KASA, Elk City, Okla.
MAYNARD, H. H.
 WOSU, Columbus, Ohio
MEADE, MERRILL
 KXL, Portland, Ore.
MEEKS, DON
 WWVA, Wheeling, W. Va.
MILLER, CHAS.
 CKWS, Kingston, Ont.
MILLER, KEN
 KVOO, Tulsa, Okla.
MILLER, REX
 KHJ, Los Angeles, Calif.
MILLS, DR. LENNOX
 WCCO, Minneapolis, Minn.
MITCHELL, BUD
 WJR, Detroit, Mich.
MITCHELL, GORDON
 WSLS, Roanoke, Va.
MOON, HAL
 KQW, San Jose, Calif.
MOONEY, DOW
 WKY, Oklahoma City, Okla.
MOORE, DUNCAN
 WJR, Detroit, Mich.
MOORE, PAUL
 WTJS, Jackson, Tenn.
MORRIS, JACK
 KTUL, Tulsa, Okla.
MORRIS, JERRY
 KOI, Seattle, Wash.
MORRISON, CHSTER
 NBC
MORRISON, G. W.
 WPTF, Raleigh, N. C.
MOSELEY, SYDNEY
 WOR, New York, N. Y.
MOSENA, DICK
 KEBU, Burlington, Iowa
MOSES, JOHN B.
 WHKC, Columbus, Ohio
MOSLEY, DON
 KQW, San Jose, Calif.

NEWS COMMENTATORS

MROZ, W.
WEDC, Chicago, Ill.
MUELLER, MERRILL
NBC
MUNCY, HUGH
KXEL, Waterloo, Iowa
MULLER, WAYNE
KOB, Albuquerque, N. M.
MUSTARD, FRED
WKMO, Kokomo, Ind.

— N —

NASH, RALPH
WBRW, Welch, W. Va.
NEILSON, PAUL
Blue
NELSON, HOWARD
WDAY, Fargo, N. D.
NELSON, ROBERT C.
WOSH, Oshkosh, Wisc.
NELSON, THOMAS
KHSL, Chico, Calif.
NESBITT, NORMAN
KEL, Los Angeles, Calif.
NEWHALL, SCOTT
KGO, San Francisco, Calif.
NEWKIRK, ALFRED B.
WICA, Ashtabula, Ohio
NISSIM, RENZO
WBNX, New York, N. Y.
NOTARI, SERENA
WEDC, Chicago, Ill.
NORMAN, CHARLES
KBZ, Ottumwa, Iowa
NORWOOD, BILL
KGMB, Honolulu, Hawaii
NUSBAUM, MORT
WSAY, Rochester, N. Y.

— O —

OLSEN, ROBERT
WKY, Oklahoma City, Okla.
OPPER, FREDERICK B.
Blue
ORCUTT, EDDY
KGB, San Diego, Calif.
OSBORNE, ROY
KRBC, Abilene, Texas
OTTO, BOB
WKRC, Cincinnati
OURSLER, FULTON
WOR, New York, N. Y.

— P —

PALYI, DR. MELCHIOR
WIND, Gary, Ind.
PARKS, HAL
KQW, San Jose, Calif.
PARLIN, ALBERT C.
WHKC, Columbus, Ohio
PARR, WILLIAM GRANT
NBC
PATRICK, ROBERT
WCBS, Springfield, Ill.
PAULSON, AL
WLWL, Minneapolis, Minn.
PAULSON, ROBERT
KATE, Albert Lea, Minn.
PAYNE, LARRY
WJR, Detroit, Mich.
PEAK, GENE
WPAD, Paducah, Ky.
PEARSON, DREW
Blue
PEARSON, LEON
WWDC, Washington, D. C.
PECK, HARRY
KOIL, Omaha, Nebr.
PETERSON, ELMER W.
NBC
PHILLIPS, DR. HUBERT
KMJ, Fresno, Calif.
PHILLIPS, ROBERT
KIRO, Seattle, Wash.

PLOWMAN, M. W.
KWAT, Watertown, S. D.
POLYZOIDES, DR.
KHJ, Los Angeles, Calif.
PORTER, ROY
NBC
POULIN, G.
CHRC, Quebec, Quebec
POWELL, GEORGE
CHRC, Quebec, Quebec

PRINGLE, NELSON

Columbia Pacific Network.

PRYOR, DON
CBS

PUTNAM, GEORGE

NBC

PUTNAM, RUTH
WESX, Marblehead, Mass.

— R —

RALEIGH, JOHN
WCCO, Minneapolis-St. Paul, Minn.
RAMSEY, DUANE
KRBC, Abilene, Texas
REAMS, HUNTER
WJPA, Washington, Pa.
REED, CARL
WHEB, Portsmouth, N. H.
REEDY, GEORGE E.
Blue
REEF, WALLY
KFEL, Denver, Colo.
REEVE, RAY
WRAL, Raleigh, N. C.
REITZ, R.
WLEU, Erie, Pa.

REPAID, BILLY

MBS-WOL

RICHARDSON, STANLEY P.
NBC
RICHARDSON, WING
WFOY, St. Augustine, Fla.
RICKLES, DON
KVAN, Vancouver, Wash.
RITTER, MARIAN
WEDC, Chicago, Ill.
ROBATOR, HARRY
WMAS, Springfield, Mass.
ROBERTS, CLETE
Blue
ROBERTS, DON
KTMS, Santa Barbara, Calif.
ROBINSON, ARTHUR
WHKC, Columbus, Ohio
ROBINSON, BERTON E.
CHNS, Halifax, N. S.
ROBINSON, MAJOR GEORGE
WSUN, St. Petersburg, Fla.
ROBINSON, PRESCOTT
WOR, New York, N. Y.
RODGERS, DAVE
WFBM, Indianapolis, Ind.
RODRIGUEZ, JOSE
Blue
RODRIGUEZ, VICTOR BONO
WPAB, Ponce, Puerto Rico
ROGER, SIDNEY
KSFQ, San Francisco, Calif.
ROSS, BYRNE
KSWO, Lawton, Okla.
ROSS, JOHN B.
WKIP, Poughkeepsie, N. Y.
ROSS, STAN
CFRN, Edmonton, Alberta
ROSSEN, H. B.
KYA, San Francisco, Calif.

ROTUNDO, JOSEPH
WGY, Schenectady, N. Y.
ROULSTONE, MERL
KICD, Spencer, Iowa
ROUSH, OTIS
WTJS, Jackson, Tenn.
ROUTH, GEORGE
KIRO, Seattle, Wash.
RUSSELL, ROY L.
WOPI, Bristol, Tenn.

— S —

ST. JON, ROBERT
NBC
SALVERSON, GEORGE
CJRC, Winnipeg, Manitoba
SANDERS, WILLIAM L.
WHIO, Dayton, Ohio
SAVARD, JACQUELINE
CKAC, Montreal, Quebec
SAWYER, WILLIAM A.
KEVR, Seattle, Wash.
SAXTON, LLOYD O.
KFQD, Anchorage, Alaska
SCHACHER, DR. GERHARD
WIND, Gary, Ind.
SCHENKER, PROF. ANDRE
WTIC, Hartford, Conn.
SCHLEBER, RUTH G.
KGVO, Missoula, Mont.
SCHNEIDER, ALBERT
WSPD, Toledo, Ohio
SCHUBERT, PAUL
WOR, New York, N. Y.
SCHUSS, AL
KEVR, Seattle, Wash.
SCHWARTZ, JULIAN
WSRR, Stamford, Conn.
SCOTT, GEORGE
KBKB, Baker, Ore.
SCOTT, JOHN W.
KABC, San Antonio, Texas
SCULLY, FRANCES
Blue
SEBASTIAN, CHARLES
WHBF, Rock Island, Ill.
SEITZ, FRANK A.
WFAS, White Plains, N. Y.
SELAH, WILLIAM
WHBF, Rock Island, Ill.
SERGIO, LISA
WQXR, New York, N. Y.
SEVAREID, ERIC
CBS
SEXTON, JESSE
KALB, Alexandria, Va.
SHARPE, VIRGIL
KOIL, Omaha, Nebr.
SHAW, BRUNO
Blue
SHAW, GORDON
WJR, Detroit, Mich.
SHELDON, WYNN
WWVA, Wheeling, W. Va.
SHERMAN, BOB
WOWO, Ft. Wayne, Ind.
SHERMAN, HARRY B.
WCAR, Pontiac, Mich.
SHIPLEY, BILL
WDAF, Kansas City, Mo.
SHIRE, WILLIAM L.
CBS
SHORT, ROBERT E.
WHCU, Ithaca, N. Y.
SIMON, GEORGE
WJAC, Johnstown, Pa.
SIMPSON, CHUCK
WCSC, Charleston, S. C.
SINGISER, FRANK
WOR, New York, N. Y.
SIPES, LEON
KELD, El Dorado, Ark.
SLOSBERG, MERVIN K.
NBC
SMITH, B. A.
WSON, Henderson, Ky.

SMITH, BECKLEY
WJAS, Pittsburgh, Pa.

SMITH, EDWIN
KGKB, Tyler, Texas

SMITH, ERLE
KMBC, Kansas City, Mo.

SMITH, JOHN T.
KYA, San Francisco, Calif.

SMITH, LARRY
KPO, San Francisco, Calif.

SMITH, STAN
WHLS, Port Huron, Mich.

SMITH, WHEELER
KOL, Seattle, Wash.

SMITS, LEE
WXYZ, Detroit, Mich.

SOWARD, OLAF
WIBW, Topeka, Kansas

SPENCE, BOB
KIRO, Seattle, Wash.

SPENCER, NELSON P.
WTBO, Cumberland, Md.

SPENCER, S. T.
WPTF, Raleigh, N. C.

SPENGLER, H. S.
WAIM, Anderson, S. C.

STANLEY, JACK
WNAC, Boston, Mass.

STANSELL, CHARLES V.
WDAF, Kansas City, Mo.

STEEL, JOHANNES
WMCA, New York, N. Y.

STEIN, MRYL
KGKL, San Angelo, Texas

STEINKOPF, ALVIN J.
WBBM, Chicago, Ill.

STERLING, DR. WALLACE
KNX, Los Angeles, Calif.

STERNBERGER, ESTELLE M.
WQXR, New York, N. Y.

STIFF, JAMES H.
KBST, Big Spring, Texas

STINSON, JOHN
WKRC, Cincinnati, Ohio

STODDARD, LOTHROP
WMAL, Washington, D. C.

STOKES, RICHARD
WGTC, Greenville, N. C.

STONE, GWEN
KSRO, Santa Barbara, Calif.

STONE, SID
WOI, Ames, Iowa

STONE, WALTER
KBUR, Burlington, Iowa

STUBBS, MARION
KFNE, Shenandoah, Iowa

STRANDVOLD, GEORG
KWLC, Decorah, Iowa

SULLIVAN, FLOYD M.
KWTO, Springfield, Mo.

SULLIVAN, PAUL
WHN, New York, N. Y.

SUTHERLAND, JOHN
WMMN, Fairmont, W. Va.

SUTHERLAND, SIDNEY
Blue

SWAYZE, JOHN CAMERON
KMBC, Kansas City, Mo.

SWEENEY, B. J.
WHKC, Columbus, Ohio

SWEET, BEN
WMAS, Springfield, Mass.

SWENSON, HARVEY
KFAB-KFOE, Lincoln, Nebr.

SWIFT, JACK
KDKA, Pittsburgh, Pa.

SWING, RAYMOND
GRAM
Blue

SWITZER, JO ANN
KBST, Big Spring, Texas

SWITZER, MACK
KFEL, Denver, Colo.

— T —

TALBERT, HARRY I.
WFOY, St. Augustine, Fla.

TAYLOR, ALBERT
WCAU, Philadelphia, Pa.

TAYLOR, DON
KOAM, Pittsburgh, Kans.

TAYLOR, HENRY J.
Blue

TAYLOR, MARY LEE
CBS

TEAGUE, W. C.
WMC, Memphis, Tenn.

TEAS, CHARLES
KOB, Albuquerque, N. M.

TEMPLE, BROOKE
KSFO, San Francisco, Calif.

TERRY, BILL
WSN, Birmingham, Ala.

TERWEY, TYS
WNOX, Knoxville, Tenn.

THAYER, JACK
WLOL, Minneapolis, Minn.

THOMAS, ART
WJAG, Norfolk, Nebr.

THOMAS, BOB
KEX-KGW, Portland, Ore.

THOMAS, GENE
WOPI, Bristol, Tenn.

THOMPSON, DOROTHY
Blue

THOMPSON, KAY
WMVA, Martinsville, Va.

THOMPSON, VERL
KSOO-KELO, Sioux Falls, S. D.

THRASHER, LES
WJPE, Herrin, Ill.

TIDEMANN, WARNER C.
KATE, Albert Lea, Minn.

TORIN, RICHARD
WOR, New York, N. Y.

TOMLINSON, EDWARD
Blue

TRAUM, WILLIAM R.
WROK, Rockford, Ill.

TRIBLEY, HANK
WGTC, Greenville, N. C.

TRIST, BILL
KROX, Sacramento, Calif.

TROUT, BOB
CBS

TRUE, HAROLD
WWJ, Detroit, Mich.

TURNER, WALTER
WWVA, Wheeling, W. Va.

— U —

UEBELHART, JIM
WSPD, Toledo, Ohio

— V —

VAN, LYLE
NBC

VANDERCOOK, JOHN W.
NBC, Blue

VAN DEVENTER, FRED
WJR, Detroit, Mich.

VAN VOORHIS,, WESTBROOK
Blue

VARES, GEORGE
WEDC, Chicago, Ill.

VOGEL, PHIL
WGKV, Charleston, W. Va.

— W —

WADE, VIRGINIA
WCED, DuBois, Pa.

WAGNER, PAUL
WPAV, Portsmouth, Ohio

WAHL, JIM McDONALD
NBC

WALES, MRS. JAMES E.
SIDNEY
KROW, Oakland, Calif.

WALLACE, EDWARD R.
NBC

WALLER, MAURICE
WDAY, Fargo, N. D.

WALRATH, WALTER W.
WICA, Ashtabula, Ohio

WALTON, SID
WHN, New York, N. Y.

WANN, PAUL
WDOD, Chattanooga, Tenn.

WARD, BILL
WJMA, Covington, Va.

WARNES, BOB
KWAT, Watertown, S. D.

WATTS, DUANE L.
KHAS, Hastings, Nebr.

WAYNE, BOB
WDGY, Minneapolis, Minn.

WELSH, PAUL
WHCU, Ithaca, N. Y.

WELTMER, FRANK
KTMS, Santa Barbara, Calif.

WESP, JOSEPH
WBEN, Buffalo, N. Y.

WESTOVER, JAMES
WOWO, Ft. Wayne, Ind.

WETZEL, EARLE H.
WCBA-WSAN, Allentown, Pa.

WHALEN, STORM
KVOA, Siloam Springs, Ark.

WHITE, DEREK
KYA, San Francisco, Calif.

WILLIAMS, BEN
WTOC, Savannah, Ga.

WILSON, MEREDITH
KDYL, Salt Lake City, Utah

WINCHELL, WALTER
Blue

WINTER, WILLIAM
KNX, Los Angeles, Calif.

WIRTH, DONALD C.
WMAN, Marinette, Wisc.

WITTON, BLOIS
CFOS, Owen Sound, Ont.

WOOD, HARRISON
KHJ, Los Angeles, Calif.

WOODSIDE, WILLSON
CBL, Toronto, Ont.

WOODYATT, PHIL
KQW, San Jose, Calif.

WOOLRIDGE, BILLY
WTAW, College Station, Texas

WOOLFRIES, ANDREW G.
WMT, Cedar Rapids, Iowa

WRNT-KSO, Des Moines, Iowa

WORKHOVEN, MERRILL
KLO-KSOO, Sioux Falls, S. D.

WORLEY, DAVID R.
KGLU, Safford, Ariz.

WRIGHT, STERLING W.
WSPA, Spartanburg, S. C.

— Y —

YOUNGBLOOD, WES.
KPYO, Lubbock, Texas

— Z —

ZYBERG, ED
KROX, Sacramento, Calif.

ANNOUNCERS



And Their Work During 1943



— A —

AARON, HERMAN
WNOX, Knoxville, Tenn.

ABBE, JAMES
KEX-KGW, Portland, Ore.

ABBOTT, BUD
WHAD, Louisville, Ky.

ABBOTT, CHARLES
WSOC, Charlotte, N. C.

ABERNATHY, JACK
WKNY, Kingston, N. Y.

ABERNATHY, WILLIAM
Blue

ADAMS, FELIX D.
WISH, Indianapolis, Ind.

ADAMS, FELIX
KFPX, Spokane, Wash.

ADAMS, GARRETT
WRJN, Racine, Wis.

ADAMS, GLENN
WIBG, Philadelphia, Pa.

ADAMS, ROBERT
WNEW, New York City.

ADAMS, WALDO
KSWO, Lawton, Okla.

ADAMSON, DOUGLAS
KFMB, San Diego, Calif.

AGEE, BILL
KUTA, Salt Lake City, Utah.

ALAN, PAT
WCLO, Janesville, Wis.

AKER, RICHARD J.
WAQV, Vincennes, Ind.

ALBERTSON, DON
WCAL, Northfield, Minn.

ALBINGER, ALBERT R., JR.
WKWK, Wheeling, W. Va.

ALBROOK, ROBERT
KOBH, Rapid City, S. D.

ALDEN, JERRY
WSNJ, Bridgeton, N. J.

ALDERMAN, JAMES
WRR, Dallas, Tex.

ALDRICH, LESTER
KPDN, Pampa, Tex.

ALEXANDER, JOHN
CFRN, Edmonton, Alta.

ALLAN, FRANK
WWL, New Orleans, La.

ALLEN, BILL
WBRW, Welch, W. Va.

ALLEN, BOB
WKBZ, Muskegon, Mich.

ALLEN, DAVE
WJPA, Washington, Pa.

ALLEN, EDWARD D., JR.
WMAQ, Chicago, Ill.

ALLEN, FRANK
KLZ, Denver, Colo.

ALLEN, GARY
WOC, Davenport, Iowa.

ALLEN, HERB
Dear John, CBS—Red Skelton,
NBC; People are Funny, NBC.

ALLEN, JOAN
KPRC, Houston, Tex.

ALLEN, KAY
WHBQ, Memphis, Tenn.

ALLEN, CLARENCE I.
WEBR, Buffalo, N. Y.

ALLEN, PHIL
WISN, Milwaukee, Wis.

ALLEN, STEVE
KOY, Phoenix, Ariz.

ALLEN, VICTOR
WAAT, Jersey City, N. J.

ALLISON, ROBERT
WNEW, New York City.

ALSPAUGH, WM.
WAIR, Winston-Salem, N. C.

ALTER, BENNE
WMT, KRNT, KSO, Des
Moines, Iowa.

CARLTON KaDELL

Announcing

JACK CARSON SHOW

(Campbell's Soups)

POINT SUBLIME

(Union Oil Co.)

Host-Narrator

IN TIME TO COME

(United Airlines)

Title Role

RED RYDER



BEN GRAUER

NBC

ANNOUNCERS

— B —

- ALTMAN, RICHARD**
WKAT, Miami Beach, Fla.
- AMADON, ARTHUR**
WBZ-WBZA, Boston, Mass.
- AMAULI, GIULIO**
WHOM, Jersey City, N. J.
- AMECHE, DON**
What's New?—Blue.
- AMES, DON**
KXEL, Waterloo, Iowa.
- ANDRE, GEORGE**
KOMA, Oklahoma City, Okla.
- ANDERSON, BOB**
Dr. Christian—CBS.
- ANDERSON, HERBERT**
WTSP, St. Petersburg, Fla.
- ANDERSON, R. C.**
WILL, Unbana, Ill.
- ANDREW, JOHN**
WCBS, Springfield, Ill.
- ANDREWS, RUSS**
WFBR, Baltimore, Md.
- ANSBRO, GEORGE**
Blue
- ANSPACH, ELDON**
KOIL, Omaha, Nebr.
- ANTHONY, JACK**
CKRS, Manitoba, Canada.
- ANTHONY, JACK**
KCKN, Kansas City, Kans.
- ANTHONY, TED**
WGST, Atlanta, Ga.
- ANTOINE, TEX**
NBC
- APPLE, WILLIAM**
KRSC, Seattle, Wash.
- ARLOW, HERB**
CJKL, Ontario, Canada.
- ARIN, THOMAS**
WSTV, Steubenville, Ohio
- ARLYNN, JIM**
WWJ, Detroit, Mich.
- ARMSTRONG, ARLENE**
WHBF, Rock Island, Ill.
- ARMSTRONG, BOB**
WRRF, Washington, N. C.
- ARMSTRONG, F.**
CJIC, Saulte Ste. Marie, Ont.
- ARMSTRONG, FRANK**
WJFR, Greenville, Miss.
- ARNELL, PETER**
WPEN, Philadelphia, Pa.
- ARNETT, BOB**
KMYR, Denver, Colo.
- ARTHUR, FRANK**
KMJ, Fresno, Calif.
- ARTHURS, CHARLES**
WBNS, Columbus, Ohio
- ASHLEY, NORMA**
WAAB, Worcester, Mass.
- ASCARELLI, GIULIO**
WHOM, Jersey City, N. J.
- ASHLEY, WILLIAM**
WCAO, Baltimore, Md.
- ASKEW, MILT**
KELO, Sioux Falls, S. D.
- ATCHISON, CHARLES**
WSGN, Birmingham, Ala.
- ATHEARN, BOB**
WHEB, Portsmouth, N. H.
- ATKINS, GALES**
WSTP, Salisbury, N. C.
- ASPINWALL, HUGH**
KWTO, Springfield, Mo.
- AUSTIN, BETTY**
WDAN, Danville, Ill.
- AUSTIN, FLETCHER**
WSOC, Charlotte, N. C.
- AUSTIN, TED**
WGY, Schenectady, N. Y.
- AVERY, MARTIN B.**
WLNH, Laconia, N. H.
- AYARS, LOWELL**
WSNJ, Bridgeton, N. J.
- BACH, ALWYN**
KYW, Philadelphia, Pa.
- BACHMAN, DONALD**
WHKC, Columbus, Ohio
- BACK, GUNNER**
WTOP, Washington, D. C.
- BAILEY, BILL**
KWTO, Springfield, Mo.
- BAILEY, JACK**
KNX, Los Angeles, Calif.
- BAILEY, MEL**
KGW, KEX, Portland, Ore.
- BAILEY, NORMAN**
WTRY, Troy, N. Y.
- BAILEY, WILLIAM S.**
KTHS, Hot Springs National Park, Ark.
- BAILLY, JEAN-MAURICE**
CBF, Montreal, Canada
- BAKER, ART**
Horace Heidt's Treasure Chest.
- BAKER, CY**
WOAI, San Antonio, Tex.
- BAKER, DONALD**
Mrs. Miniver, CBS, New York.
- BAKER, ELIZABETH**
KFKU, Lawrence, Kans.
- BAKER, JANET**
KALB, Alexandria, La.
- BAKER, SHIRLEY**
KGKB, Tyler, Tex.
- BALCH, ALLEN**
KGKB, Tyler, Tex.
- BALDWIN, BILL**
KGO, San Francisco, Calif.
- BALDWIN, JAMES**
KQW, San Jose, Calif.
- BALDWIN, MARIE**
WCOL, Columbus, Ohio
- BALDWIN, MEL**
KEX, KGW, Portland, Ore.
- BALES, JR., ELMER**
KAST, Astoria, Ore.
- BALFE, KIERAN**
WERC, Erie, Pa.
- BALL, NOEL**
WJAG, Norfolk, Nebr.
- BALL, ROBERT**
WWDC, Washington, D. C.
- BALLARD, DAVE**
KOL, Seattle, Wash.
- BALLARD, GEORGE**
WGBG, Greensboro, N. C.
- BALLOU, CHARLES**
WDBJ, Roanoke, Va.
- BAMBRICK, GORDON**
KEX, KGW, Portland, Ore.
- BANGHART, KENNETH**
WRC, Washington, D. C.
- BANKS, TROY**
KTKC, Visalia, Calif.
- BANNON, JIM**
I Love a Mystery-CBS, Stars Over Hollywood-CBS.
- BARBER, GEORGE**
WDEF, Chattanooga, Tenn.
- BARD, KING**
WLA V, Grand Rapids, Mich.
- BARLOW, CAL**
KIDO, Boise, Idaho
- BARNES, TOM**
WDAY, Fargo, N. D.
- BARRETT, TONY**
WGAC, Augusta, Ga.
- BARRINGER, BOB**
KADA, Ada, Okla.
- BARRON, CARL**
KSRO, Santa Rosa, Calif.
- BARRON, LEE**
KTUL, Tulsa, Okla.
- BARRY, JIM**
WWL, New Orleans, La.
- BARRY, JIM**
WGH, Norfolk, Va.
- BARTELL, PAUL**
WEMP, Milwaukee, Wis.
- BARTH, BERNIE**
WFIL, Philadelphia, Pa.
- BARTLETT, ARTHUR**
WBOW, Terre Haute, Ind.
- BARTLETT, GERALD**
WSPR, Springfield, Mass.
- BARTON, HAL**
WTAR, Norfolk, Va.
- BASEL, MARTIN**
WCAU, Philadelphia, Pa.
- BASHARA, LESTER L.**
WMT, Cedar Rapids, Ia.
- KRNT, KSO, Des Moines, Ia.**
- BASTIEN, MIREILLE**
CBF, Montreal, Can.
- BASTIEN, M.**
CBM, Montreal, Can.
- BATCHELDER, JOHN**
WRC, Washington, D. C.
- BATEY, HUBERT**
WSB, Atlanta, Ga.
- BATT, ROBERT**
WMRO, Aurora, Ill.
- BATTERSEA, WESLEY**
KLZ, Denver, Colo.
- BAULER, ARTHUR**
WTRC, Elkhart, Ind.
- BAULU, M.**
CKAC, Montreal, Can.
- BAUMGARTNER, BOB**
KIUL, Garden City, Kans.
- BAXTER, RICHARD**
WTAM, Cleveland, Ohio
- BAYLY, TRAVERS**
WHIO, Dayton, Ohio
- BEAL, KING**
KXEL, Waterloo, Iowa
- BEAN, ROBERT**
WAIR, Winston-Salem, N. C.
- BEARDSLEY, LEONARD**
KIRO, Seattle, Wash.
- BEATTIE, BILL**
CKNX, Wingham, Can.
- BEATTY, HAROLD**
WBML, Macon, Ga.
- BEAUFARLANT, WILLIAM**
WCOU, Lewiston, Me.
- BECHTAL, EARL**
WSNJ, Bridgeton, N. J.
- BECHTEL, HARRY**
KFRC, San Francisco, Calif.
- BECK, JIMMY**
KGNC, Amarillo, Tex.
- BECKER, SANFORD**
This Life Is Mine; Sing Along.
CBS, New York.
- BECKWORTH, LLOYD**
KINY, Juneau, Alaska
- BEDFORD, PAUL**
WERC, Erie, Pa.
- BEDFORD, RUPERT**
CKNX, Wingham, Can.
- BEE, ALON W.**
WJDX, Jackson, Miss.
- BEISSEAU, RAYMOND**
CKCV, Quebec, Que., Can.
- BELANGER, L.**
CKAC, Montreal, Can.
- BELL, JACK**
WTCN, Minneapolis, Minn.
- BELL, KEN**
WSAY, Rochester, N. Y.
- BENCE, BOB**
KFRC, San Francisco, Calif.
- BENDT, JACK**
WAVE, Louisville, Ky.
- BENNETT, BERN**
WMAL, Washington, D. C.
- BENNETT, BERTON**
KGO, San Francisco, Calif.
- BENNETT, DUN**
KGY, Olympia, Wash.
- BENNETT, FRED**
WKCY, Cincinnati, Ohio
- BENNETT, H.**
CJIC, Sault Ste. Marie, Ont.
- BENNETT, KENYON**
KLO, Ogden, Utah

ANNOUNCERS

BENNETT, RAY
KBUR, Burlington, Iowa

BENSON, NORMAN
WAAT, Jersey City, N. J.

BENSON, RALPH
WMAQ, Chicago, Ill.

BENSON, RALPH
KOL, Seattle, Wash.

BENUM, ARNOLD
KMO, Tacoma, Wash.

BERCOVICI, B. S.
WLW, Cincinnati, Ohio

BERGERON, GEORGE
WSLB, Watertown, N. Y.

BERGEVIN, FERNAND E.
CHLP, Quebec, Can.

BERMAN, LEW
KEYS, Corpus Christi, Tex.

BERMAN, SANFORD
WHLB, Virginia, Minn.

BERNDT, IRVING A.
WRAK, Williamsport, Pa.

BERNHARD, PAT
WFOY, St. Augustine, Fla.

BERNSTEIN, JERRY
KOMA, Oklahoma City, Okla.

BERRY, CHARLES
NBC

BERRY, SIDNEY
WNEW, New York City.

BESSIE, BILL
CBL, Toronto, Ont.

BEST, MARVIN
KHJ, Los Angeles, Calif.

BETTERS, MITCHELL
WTHT, Hartford, Conn.

BETINSON, WINSLOW
WHEB, Portsmouth, N. H.

BEUMGARTNER, BOB
KIUL, Garden City, Kans.

BEYERS, DICK
WLLH, Lowell, Mass.

BEZOFF, BEN
KMYR, Denver, Colo.

BIDDLE, RICHARD
WVVA, Wheeling, W. Va.

BIGHAM, BOB
WTAR, Norfolk, Va.

BILL, EMIL
WMBD, Peoria, Ill.

BILLINGS, HELEN
WFNC, Fayetteville, N. C.

BINNS, WILLARD
KBIZ, Ottumwa, Iowa

BIRD, JR., CHAS.
WKBZ, Muskegon, Mich.

BIRDSELL, JOHN
WMIN, St. Paul, Minn.

BISH, DON
KIDO, Boise, Idaho

BISHOP, KENNETH
KGNC, Amarillo, Tex.

BISSELL, ROBERT
KGGM, Albuquerque, N. M.

BIVENS, BILL
Harry James and His Music
Makers-CBS.

BJORLIE, LEO
WCAL, Northfield, Minn.

BLACK, HOWARD
WLS, Chicago, Ill.

BLACK, EARL P.
WMAN, Mansfield, Ohio

BLACK, SHIRL W.
KOVO, Provo, Utah

BLACKBURN, FREDERICK
KYCA, Prescott, Ariz.

BLACKBURN, JOYCE
WMBI, Chicago, Ill.

BLAGG, ROBERT
WAJR, Morgantown, W. Va.

BLAIN, LEE
WBML, Macon, Ga.

BLAIR, TED
WCLS, Joliet, Ill.

BLAKE, JOHN
WSAU, Wausau, Wisc.

BLAKE, RANDY
WJJD, Chicago, Ill.

BLAKELY, CLINT
WAPI, Birmingham, Ala.

BLANKS, VICTOR
KOA, Denver, Colo.

BLAZAK, JOSEPH
KGFJ, Los Angeles, Calif.

BLENDER, MORTON
WPRO, Providence, R. I.

BLOCK, MARTIN
WNEW, New York, N. Y.

BLONDEAU, ANDRE
CHRC, Quebec, Can.

BOBROW, NORMAN
KFQD, Anchorage, Alaska

BODDEN, ROBERT
WKBH, La Crosse, Wisc.

BODINGTON, MAURICE
CFRB, Ontario, Can.

BOGACH, JOHN VICTOR
KVEC, San Luis Obispo, Calif.

BOGGS, MURRAY
KMO, Tacoma, Wash.

BOHACK, WILLIAM
WPAT, Paterson, N. J.

BOHANNAN, BILL
KROW, Oakland, Calif.

BOISJOLI, J.
CKAC, Montreal, Can.

BOKAN, JOHN
WCAR, Detroit, Mich.

BOLIN, DICK
WTAW, College Station, Tex.

HARRY VON ZELL

Eddie Cantor

Duffy's Tavern

Dinah Shore



FRANK GALLOP

ANNOUNCERS

BOLLINGER, BOB
WJAC, Johnstown, Pa.

BOLLINGER, GENE
WGNC, Gastonia, N. C.

BOLTZ, ELLEN
KVQX, Moorhead, Minn.

BOLTON, LESS
WMBI, Chicago, Ill.

BOND, LYLE
WCAE, Pontiac, Mich.

BONENFANT, JEAN CHARLES
CKCV, Quebec, Que.

BOOTH, VIRGIL C.
WHDL, Olean, N. Y.

BOSWELL, JR., MIMS
WCBI, Columbus, Miss.

BOSWELL, TOM
WIL, St. Louis, Mo.

BOSWORTH, BOB
WAPO, Chattanooga, Tenn.

BOUCHEIR, ROE.
WL0L, Minneapolis, Minn.

BOUDREAU, BOB
CHRC, Quebec, Can.

BOUGHTER, PEGGY
WKST, New Castle, Pa.

BOURNE, PORTER
WEXL, Royal Oak, Mich.

HOUSLOG, WESLEY
WHIO, Dayton, Ohio

BOVIN, JAY
WCSH, Portland, Me.

BOWEN, FRANK
KGFJ, Los Angeles, Calif.

BOWER, RICHARD
WRAK, Williamsport, Pa.

BOWMAN, ROGER
NBC

BOYER, JOHN F.
KDKA, Pittsburgh, Pa.

BOWERS, DAN
KHJ, Los Angeles, Calif.

BOWMAN, E.
CJAT, Trail, B. C.

BOX, VES
KRLD, Dallas, Tex.

BOYD, JACK
WMGR, High Point, N. C.

BOYD, RONALD
WBTA, Batavia, N. Y.

BOYD, HARVEY R.
KPLT, Paris, Tex.

BOYD, TRENT
KTTS, Springfield, Mo.

BOYDEN, MARC
WSBT, South Bend, Ind.

BOYSEN, JIM
WTCN, Minneapolis, Minn.

BRADBURY, BOB
KWKH, Shreveport, La.

BRADLEY, RULON
KOVO, Provo, Utah

BRADY, BILL
WEDC, Chicago, Ill.

BRADY, TOM
WLS, Chicago, Ill.

BRAMSTEDT, AL.
KPAR, Fairbanks, Alaska

BRAND, CHARLES
WKWK, Wheeling, W. Va.

BRANDL, MILTON
WISN, Milwaukee, Wis.

BRANDT, JOE
WPAD, Paducah, Ky.

BRANIN, PAT
KGB, San Diego, Calif.

BRANTLEY, GEORGE
WTAR, Norfolk, Va.

BRAWNER, PAUL
KMA, Shenandoah, Iowa

BRAXTON, JACK
WGBR, Goldsboro, N. C.

BREINING, PAUL M.
WMRF, Lewiston, Pa.

BRECKNER, GARY
Blue Luncheon With the Stars

BREMSEY, LYEEL R.
KFAB, Lincoln, Nebr.

BRENEMAN, TOM
Blue, Breakfast at Sardi's

BRENGEL, BILL
WWL, New Orleans, La.

BRENNER, PAUL
WWAT, Jersey City, N. J.

BRENTSON, PAUL
WBBM, Chicago, Ill.

BRIGHT, BOB
WAAT, Jersey City, N. J.

BRIGHT, HARRY
WGBR, Goldsboro, N. C.

BRINCELL, NORVELL
KBTM, Jonesboro, Ark.

BRINK, TED
WOOD, Grand Rapids, Mich.

BRINKLEY, JACK
WLS, Chicago, Ill.

BRINE, WALTER L.
WPRO, Providence, R. I.

BRINN, JOHN
WCBI, Columbus, Miss.

BRINNON, VIRGIL
KHQ, Spokane, Wash.

BRISBANE, YVONNE
WCBI, Columbus, Miss.

BRITT, JOHN
WGBR, Goldsboro, N. C.

BRITT, WESTON
WCOV, Montgomery, Ala.

BROCK, BUDDY
WHAS, Louisville, Ky.

BROMELL, GLEN
KFEL, Denver, Colo.

BRONSON, DICK
WNBC, Hartford, Conn.

BROOK, BILL
WEMP, Milwaukee, Wis.

BROOK, PHILIP S.
WTAG, Worcester, Mass.

BROOKE, NED R.
WCMI, Ashland, Ky.

BROOKS, GEORGE
KOVC, Valley City, N. D.

BROOKS, J.
CFCF, Montreal, Que., Can.

BROOKS, JOE
WLLH, Lowell, Mass.

BROOKS, LYNN
WCOV, Montgomery, Ala.

BROPHY, BILL
WKNY, Kingston, N. Y.

BROWN, ANDERSON
WGBG, Greensboro, N. C.

BROWN, BILL
KYA, San Francisco, Calif.

BROWN, WARREN C.
KEVR, Seattle, Wash.

BROWN, GREGG
WNBC, Hartford, Conn.

BROWN, HOWARD
WFIL, Philadelphia, Pa.

BROWN, ALLEN J.
WFOY, St. Augustine, Fla.

BROWN, JIM
KCRC, Enid, Okla.

BROWN, MAE
WHDL, Olean, N. Y.

BROWN, MAX
KHAS, Hastings, Nebr.

BROWN, RED
WDEF, Chattanooga, Tenn.

BROWN, WALTER
KRSC, Seattle, Wash.

BROWN, WINNOR
WMBD, Peoria, Ill.

BROWNE, PHYLLIS BARD
WTBO, Cumberland, Md.

BROWNE, ED
KMBC, Kansas City, Mo.

BROWNE, FRANK
KTHS, Hot Springs National Park, Ark.

BROWNING, DOUGLAS
Blue

BRUCE, DWIGHT
WTOC, Savannah, Ga.

BRUCE, IRENE
WSAZ, Huntington, W. Va.

BRUMLEY, GEORGE
WJPF, Herrin, Ill.

BRYAN, WILLIAM
WHAS, Louisville, Ky.

BYERS, HALE
Minneapolis, Minn.

BYERS, WAYNE
WTAM, Cleveland, Ohio

BUDDLEY, BILL
WGY, Schenectady, N. Y.

BUCK, LOUIE
WSM, Nashville, Tenn.

BUHLMAN, CLINT
WBN, Buffalo, N. Y.

BUELL, BRUCE
KHJ, Los Angeles, Calif.

BUENNING, PAUL
KOMA, Oklahoma City, Okla.

BUILTA, TOM
WBBM, Chicago, Ill.

BULLEN, REED
KVCN, Logan, Utah

BUNING, JOHN A.
WSPB, Sarasota, Fla.

BUNN, BILL
WGTM, Wilson, N. C.

BURCHELL, MARGO
KTSM, El Paso, Tex.

BURDICK, NEIL
KTFM, Temple, Tex.

BURGER, JOE
KRLD, Dallas, Tex.

BURGESS, PAT
WMBH, Joplin, Mo.

BURICK, MARVIN
WIOD, Miami, Fla.

BURKE, DONALD
KORE, Eugene, Ore.

BURKE, GORDON
KHJ, Los Angeles, Calif.

BURKE, JACKSON
KROW, Oakland, Calif.

BURKE, STEPHEN
WBZ-WBZA, Boston, Mass.

BURLINGAME, BOB
WHO, Des Moines, Iowa

BURLINGAME, PRICE
KEX, KGW, Portland, Ore.

BURNETTE, WM.
WCPO, Cincinnati, Ohio

BURNS, DAVE
KFJZ, Fort Worth, Tex.

BURNS, REBECCA
WLAY, Muscle Shoals City, Ala.

BURROUGHS, CADDELL
KNOW, Austin, Tex.

BURROWS, DOUG.
CHEX, Ontario, Can.

BURT, GARLAND
WLAY, Muscle Shoals City, Ala.

BURTON, LINN
WAIT, Chicago, Ill.

BUSH, DICK
KRLD, Dallas, Tex.

BUTLER, CURTIS
KGMB, Honolulu, Hawaii

BUTLER, JERRY
WBRE, Wilkes-Barre, Pa.

ANNOUNCERS

BUTTERFIELD, BILL
KMYR, Denver, Colo.
BYRUM, BUCK
WSIX, Nashville, Tenn.

— C —

CADDELL, RAYMOND
WOLS, Florence, S. C.
CADWELL, ROBERT
WORK, Fockford, Ill.
CAFFEY, ROBERT W.
WIOD, Miami, Fla.
CAJANO, P.
WHOM, Jersey City, N. J.
CALHOUN, JOHN C.
WASK, Lafayette, Ind.
CALL, DICK
KQD, Anchorage, Alaska
CALLAN, ROBERT L.
WBT, Charlotte, N. C.
CALVIN, JACK
KPAB, Laredo, Tex.
CAMPBELL, DAVE
WCOS, Columbia, S. C.
CAMPBELL, FRED
WHIO, Dayton, Ohio
CAMPBELL, KEN
CHEX, Ontario, Can.
CAMPBELL, MARTIN
KLX, Oakland, Calif.
CANADAY, EWING
KARK, Little Rock, Ark.
CANFIELD, GILBERT
WGKV, Charleston, W. Va.
CANNON, CURTIS
WFOY, St. Augustine, Fla.
CANTER, RUSSELL E.
WBNS, Columbus, Ohio
CANUP, CHARLES E.
KFPX, Spokane, Wash.

CARAGO, DICK
WRUF, Gainesville, Fla.
CARBOUGH, ROBERT
WMBI, Chicago, Ill.
CARD, CLELLAN
WCCO, Minneapolis, Minn.
CAREY, STANLEY
WBRK, Pittsfield, Mass.
CARLILL, HUNTINGTON
WBNS, Columbus, Ohio
CARLSEN, VERNE
WOL, Ames, Iowa.
CARLSON, BOB
KBIZ, Ottumwa, Iowa
CARLSON, HARRY
WOR
CARLSON, HOWARD
WIBC, Indianapolis, Ind.
CARLTON, MICHAEL
CKWS, Kingston, Ont., Can.
CARMICHAEL, LES
WFOR, Hattiesburg, Miss.
CARNE, BERT
KGFJ, Los Angeles, Calif.
CARNEY, JOE
WCOL, Columbus, Ohio
CARPENTER, KEN
Kraft Music Hall-NBC: World
News Parade, One Man's Fam-
ily, The Great Gildersleeve.
CARROLL, BETTE
WSBT, South Bend, Ind.
CARROLL, JIMMY
WSTP, Salisbury, N. C.
CARTER, BOB
WXYZ, Detroit, Mich.
CARTER, FRANCIS
WAPI, Birmingham, Ala.
CARTER, KEN
WEII, New Haven, Conn.

CARTER, SHEELAH
WHK, Cleveland, Ohio
CARUSO, CARL
WBZ-WBZA, Boston, Mass.
CARY, HARVEY
WBBM, Chicago, Ill.
CASSELL, CLARENCE
KQW, San Jose, Calif.
CASSTEVENS, JOHN
KIDO, Boise, Idaho
CATON, EARL
WSTP, Salisbury, N. C.
CATUDAL, J.
CKAC, Montreal, Can.
CAVE, WALT
KMJ, Fresno, Calif.
CHADWICK, TONY
WAJR, Morgantown, W. Va.
CHALMERS, JAMES
WEIM, Fitchburg, Mass.
CHAMBERS, NANCY
WSLI, Jackson, Miss.
CHANCELLOR, GREGORY
KTUL, Tulsa, Okla.
CHAPAIS, THOMAS
CBF, Montreal, Can.
CHAPEAU, TED
WJHP, Jacksonville, Fla.
CHAPIN, LOUIS
WTAG, Worcester, Mass.
CHAPLEAN, NORMAN
WLLH, Lowell, Mass.
CHAPMAN, LLOYD
KDAL, Duluth, Minn.
CHAPMAN, REID
WISH, Indianapolis, Ind.
CHAPPELLE, ROY
CBL, Toronto, Ont.
CHARLES, ERNEST
KNX, Los Angeles, Calif.

DICK JOY

KNX-CBS

Newscaster . . . Announcer

Announcer on . . .

*Nelson Eddy—Old Gold Show
Those We Love—General Foods Show
Pabst Blue Ribbon—Groucho Marx Show
Harry W. Flannery broadcasts for Bekin's
and Planter's . . .*

also

*Hitch-Hiker on the Amos and Andy
Campbell Soup Programs.*

Newscasting for . . .

*Sweetheart Soap and Mennen's at 7:30 to
7:45 A.M. daily, Mon.-Sats. over the Pacific
Coast Network. 1:15 P.M. daily, Mon-
Fris., for Thrifty Drug. . . .*

*8:55 P.M. Mon., Wed., Thurs., Sat., 8:25
P.M. Sundays, 9:25 Tuesdays, for Mc-
Kesson-Robbins, Smith Bros., and California
Prune and Apricot Growers.*



PAT MCGEEHAN

Narrator

Actor

Announcer

ANNOUNCERS

- CHARLES, HENRY**
KNX, Hollywood: Don't You Believe it-CPN; Campana Serenade-CBS.
- CHASE, TOM**
WOW, Omaha, Nebr.
- CHASTAIN, TONY**
WKY, Oklahoma City, Okla.
- CHEATHAM, FRANK**
WTOC, Savannah, Ga.
- CHEATHAM, J. B., JR.**
WRLC, Toccoa, Ga.
- CHERNEY, CAROL**
KUSD, Vermillion, S. D.
- CHESSER, ALEX, JR.**
KABC, San Antonio 5, Tex.
- CHILDS, LELAND**
WSFA, Montgomery, Ala.
- CHILDS, RALPH**
KMA, Shenandoah, Iowa
- CHRISTIAN, RALPH**
WSM, Nashville, Tenn.
- CHRISTOPHER, BOB**
WHIZ, Zanesville, Ohio
- CHURCH, ERNEST**
WRLC, Toccoa, Ga.
- CHURCHILL, NELSON**
WNAC, Boston, Mass.
- CLAAME, ARTABAB L.**
KINY, Juneau, Alaska
- CLAIBORNE, EVERETTE**
KLX, Oakland, Calif.
- CLARK, ANN**
KICA, Clovis, N. M.
- CLARK, ARLENE**
KOVO, Provo, Utah
- CLARK, B. J.**
WBT, Charlotte, N. C.
- CLARK, DICK**
KROX, Sacramento, Calif.
- CLARK, DON**
KGNC, Amarillo, Tex.
- CLARK, FAY**
WBRY, Waterbury, Conn.
- CLARK, HAROLD**
WEAN, Providence, R. I.
- CLARK, HARRY**
The Colonel, Flashgun Casey. Report to the Nation-CBS. New York.
- CLARK, JESSIE**
WHMA, Anniston, Ala.
- CLARK, LOWELL**
KBIX, Muskogee, Okla.
- CLARK, NEVA**
Personality Hour, KEX, Portland, Ore.
- CLARKE, EVERETT**
WBBM, Chicago, Ill.
- CLARKE, H.**
KUTA, Salt Lake City, Utah
- CLARKE, JOHN**
WBNS, Columbus, Ohio
- CLARKE, LAURIE**
WOLS, Florence, S. C.
- CLARKE, PAUL J.**
WMT, Cedar Rapids, Iowa;
KRNT, KSO, Des Moines, Ia.
- CLAYTON, BOB**
WJIM, Lansing, Mich.
- CLAYTON, OLIVER**
KDAL, Duluth, Minn.
- CLAYTON, TOM**
WLLH, Lowell, Mass.
- CLEARY, JOHN**
WJHT, Hartford, Conn.
- CLEARY, THOMAS J.**
WCSH, Portland, Me.
- CLEMAN, GEORGE**
CJML, Ontario, Can.
- CLEVELAND, HIB**
WHO, Des Moines, Iowa
- CLIFTON, JACK**
WBRE, Wilkes-Barre, Pa.
- CLINARD, GORDON**
WJTS, Jackson, Tenn.
- CLINE, CALDWELL**
WBBM, Chicago, Ill.
- CLOS, JEAN**
WHAS, Louisville, Ky.
- CLOSE, WM.**
WERC, Erie, Pa.
- CLOSE, WILLIAM**
KLS, Oakland, Calif.
- CLOW, KENNETH**
WGBR, Goldsboro, N. C.
- CLOWES, EDWARD**
KQW, San Jose, Calif.
- COATES, FLETCHER**
CHNS, Halifax, N. S.
- COBB, DAVID**
WSM, Nashville, Tenn.
- CORB, MARY**
WBZ-WBZA, Boston, Mass.
- COE, CAMPBELL**
KXA, Seattle, Wash.
- COFFEY, RICHARD**
KORN, Fremont, Nebr.
- COFFMAN, JOECILE**
KGKL, San Angelo, Tex.
- COLE, FRED**
Blue
- COLE, GEORGE**
KTBI, Tacoma, Wash.
- COLE, JONATHON**
WBBM, Chicago, Ill.
- COLLINS, ANNE**
WWJ, Detroit, Mich.
- COLLINS, HUGH**
WFMJ, Youngstown, Ohio
- COLLINS, ALBERT R.**
WIOD, Miami, Fla.
- COLLINS, SUZANE**
WFOY, St. Augustine, Fla.
- COLON, ROYCE**
KRLD, Dallas, Tex.
- COLTON, LAVERN**
WCOU, Lewiston, Me.
- COMBS, GEORGE, JR.**
WHN, New York.
- COMO, HUNTER C.**
WHLB, Virginia, Minn.
- COMPTON, WALTER**
WOL, Washington, D. C.
- CONDON, JOHN**
KYA, San Francisco, Calif.
- CONN, MARVIN**
WIND, Gary, Ind.
- CONNELL, BETTY**
WTOL, Toledo, Ohio
- CONNELLY, JOHN**
WHAS, Louisville, Ky.
- CONNOLLY, MRS. J.**
CKPC, Ontario, Can.
- CONNOR, DAVID**
WITH, Baltimore, Md.
- CONRAD, RICHARD W.**
WXYZ, Detroit, Mich.
- CONRAD, STAN**
WMPR, High Point, N. C.
- CONSTANT, AL**
WNAX, Yankton, S. D.
- COOK, ALICE**
KFYO, Lubbock, Tex.
- COOK, BILL**
KRIC, Beaumont, Tex.
- COOK, GORDON**
CKCK, Regina, Sask.
- COOK, JAMES**
WORD, Spartanburg, S. C.
- COOK, JOE**
KFAB, Lincoln, Nebr.
- COOK, LOUIS**
KGA, Chronicle Bldg., Spokane, Wash.
- COOK, VIRGINIA**
KGOV, Missoula, Mont.
- COOK, FORST W.**
WFRF, Rock Island, Ill.
- COOLEY, JOHN R.**
KT-PM, Mount, N. D.
- COOLING, MARION**
WALB, Albany, Ga.
- COOPER, ED.**
WMBD, Peoria, Ill.
- CORBETT, EARL**
WCPO, Cincinnati, Ohio
- CORLEY, STAN.**
WIBC, Indianapolis, Ind.
- CORNELL, JOHN**
J. B. Williams; William L. Shirer News, CBS, New York.
- CORNEWELL, BOB**
KFEL, Denver, Colo.
- CORNING, RALPH**
KHSL, Chico, Calif.
- CORWIN, MARION**
KWAT, Watertown, S. D.
- COSTA, ROBERT**
KGMB, Honolulu, Hawaii
- COSTELLO, JACK**
NBC
- COTE, ST. GEORGE**
CKCV, Quebec, Que.
- COUMONT, FRANK J.**
KUAN, Vancouver, Wash.
- COURTNEY, CLIFFORD**
WISH, Indianapolis, Ind.
- COURTNEY, TONI**
CJBC, CBY, Toronto, Ont.
- COURY, ROSELLE**
WCOV, Lewiston, Me.
- COUTER, CHARLES**
CKCV, Quebec, Que.
- COWAN, BERNARD**
CJBC, CBY, Toronto, Ont.
- COWAN, JIM**
WGPC, Albany, Ga.
- COWELL, EDDIE**
WJHL, Johnson City, Tenn.
- COWL, DICK**
KPLT, Paris, Tex.
- COX, EDWARD**
WGTM, Wilson, N. C.
- COX, STANLEY A.**
KONO, San Antonio, Tex.
- COX, ROBERT**
WJHL, Johnson City, Tenn.
- COX, VIRGINIA COWAN**
WSLL, Jackson, Miss.
- COY, JAMES**
WNEW, New York City.
- COZAD, FLOYD**
WJPM, Suffolk, Va.
- COZLOW, RUCK**
WBEN, Buffalo, N. Y.
- CRATREE, CHARLES S.**
KTFI, Twin Falls, Iowa
- CRADDOCK, JACK**
WKPA, New Kensington, Pa.
- CRAGER, BOB**
WSNI, Bridgeton, N. J.
- CRAIGMILES, ED.**
WRLJ, Dalton, Ga.
- CRAIN, OSCAR**
KPEX, Spokane, Wash.
- CRAMER, TED**
KCRG, Enid, Okla.
- CRARY, CLARENCE**
KGER, Long Beach, Calif.
- CRAVEN, BEA**
WGMT, Ashland, Ky.
- CRAWFORD, BOB**
KMBC, Kansas City, Mo.
- CRAWFORD, SAM**
KGY, Olympia, Wash.
- CREEP, MALCOLM**
WOMT, Owensboro, Ky.
- CREMENS, GEORGE**
KXEL, Waterloo, Iowa
- CRIPPS, FRED**
CKCK, Regina, Sask.
- CRIST, JAMES**
WITH, Baltimore, Md.
- CRIST, VINCENT**
WSVA, Harrisonburgh, Va.
- CROMWELL, REX**
WBAP, Ft. Worth, Tex.

ANNOUNCERS

CRONANDER, ROBERT
WJHO, Opelika, Ala.

CRONIN, TONY
KHUB, Watsonville, Calif.

CROOKS, WILLIAM
WFMJ, Youngstown, Ohio

CROSBY, FRANK
KMBC, Kansas City, Mo.

CROSBIE, JOHN
CBL, Toronto, Ont.

CROSS, MILTON
Blue

CRUMRINE, G. A.
KVNU, Logan, Utah

CUBBERLY, DAN
WLS, Chicago, Ill.

CUMMINGS, ED.
WBNB, Buffalo, N. Y.

CUNNINGHAM, BILL
KXRO, Aberdeen, Wash.

CUNNINGHAM, BOB
WBBM, Chicago, Ill.

CUNNINGHAM, HOMER
WIBW, Topeka, Kans.

CUNNINGHAM, LES
KSAN, San Francisco, Calif.

CURLEY, LENN
KYA, San Francisco, Calif.

CURRY, LANDON
KGKB, Tyler, Tex.

CURTIS, HANK
WDNC, Durham, N. C.

CURTIS, WILLIAM
WMIN, St. Paul, Minn.

CURTIS, FRED
KNX, Hollywood, Calif.

CUSENBERRY, DON
WNAD, Norman, Okla.

CUSTEAD, JACK
WHB, Kansas City, Mo.

CUTRER, THOMAS
WJDX, Jackson, Miss.

— D —

DAILY, PAUL
KOAM, Pittsburgh, Kans.

DAKIN, R. L.
CFCF, Montreal, Que.

DALE, JIM
WIND, Gary, Ind.

DAMBACH, ROBERT
WJTN, Jamestown, N. Y.

DANA, JOE
KOY, Phoenix, Ariz.

DANIELS, DAVIS
WTMV, St. Louis, Mo.

DARBY, RICHARD
WMBG, Richmond, Va.

DAREIN, FRED
WPEN, Philadelphia, Pa.

DARLINGTON, ERWIN
WTOP, Washington, D. C.

DART, VELMA
WKST, New Castle, Pa.

DAUGHERTY, PAUL
WKMO, Kokomo, Ind.

DAUGHTERS, MEL
KVFD, Fort Dodge, Iowa

DAVER, ROBERT
WFAS, White Plains, N. Y.

DAVIE, CHARLIE
WFBC, Greenville, S. C.

DAVIES, BRUCE
KCMO, Kansas City, Mo.

DAVIES, DOUGLAS
WDOO, Chattanooga, Tenn.

DAVIS, A. F.
WAPO, Chattanooga, Tenn.

DAVIS, AL
WNAB, Bridgeport, Conn.

DAVIS, ALVIN
WJLD, Bessemer, Ala.

DAVIS, ANNE
WJHO, Opelika, Ala.

DAVIS, CLYDE
WAYX, Waycross, Ga.

DAVIS, EDDIE
WTOC, Savannah, Ga.

DAVIS, GARY
WMFR, High Point, N. C.

DAVIS, H. E.
CKY, Brandon, Man.

DAVIS, RICHARD HARDING
WFNC, Fayetteville, N. C.

DAVIS, M.
CBM, Montreal, Can.

DAVIS, PAUL
WCOL, Columbus, Ohio

DAVISON, RANDELL
WALM, Anderson, S. C.

DAVOS, LEONARD
WTBC, Elkhart, Ind.

DAWES, WILLIAM
WCKY, Cincinnati, Ohio

DAY, JACK
WFBR, Baltimore, Md.

DAY, NORMA
KCMC, Texarkana, Tex.

DAY, RICHARD
WDGY, Minneapolis, Minn.

DAYTON, LEE
WMAL, Washington, D. C.

DEAL, JOHN
WHCU, Ithaca, N. Y.

DEAN, BOB
WHB, Kansas City, Mo.

DEARBORN, LEWIS
WICC, Bridgeport, Conn.



BERNARD DUDLEY
CALL RADIO REGISTRY: LA. 4-1200



RADCLIFFE HALL
NEWSCASTER
NBC PATHÉ NEWS

ANNOUNCERS

DEAVER, DANNY
KUJ, Walla Walla, Wash.

DeBRABANT, M.
CBF, CBM, Montreal, Can.

DECHERT, L. W.
WSVA, Harrisonburg, Va.

DEE, TOMMY
WSBT, South Bend, Ind.

DEE, WARREN
WTAM, Cleveland, Ohio

DELMONT, JAMES
KATE, Albert Lea, Minn.

DeLUCA, BILL
WSIX, Nashville, Tenn.

DENNETT, JACK
CFRB, Ontario, Can.

DENTLER, WARREN
KEYS, Corpus Christi, Tex.

DENTON, BOB
NBC

DENVER, D. D., JR.
KFEQ, St. Joseph, Mo.

DERWIN, HY
WOLF, Syracuse, N. Y.

DESCH, JACK
KFRC, San Francisco, Calif.

DeSUZE, CARL
WBZ-WBZA, Boston, Mass.

DEVANEY, FRANK M.
WMIN, St. Paul, Minn.

DEVERILL, EDWARD
KGMB, Honolulu, Hawaii

DEVINE, OTTIS E.
WSM, Nashville, Tenn.

DEVINE, JOHNNY
KRGV, Westlaco, Tex.

DEVITT, JEROME
WBLK, Clarksburg, W. Va.

DEWART, JAMES
WERC, Erie, Pa.

DIAZ, JOSE RAMON
WPAB, Ponce, Puerto Rico.

DIAZ, RAY
Blue

DICE, JOYCE
WTMC, Ocala, Fla.

DICK, L. K.
KFAB, Lincoln, Nebr.

DICKEY, MILTON
KWTO, Springfield, Mo.

DICKENSON, ROBERT
WSVA, Harrisonburg, Va.

DICKINSON, SANFORD
WJJD, Chicago, Ill.

DICKSON, BRICE
KWKH, Shreveport, La.

DICKSON, A. S.
CFCY, Amherst, N. C.

DIETZEN, JOHN
WDAN, Danville, Ill.

DILL, GLEN
WTSP, St. Petersburg, Fla.

DILLEN, CHRISTABLE
WAGM, Presque Isle, Me.

DILLINGHAM, ALEX
WKAR, East Lansing, Mich.

DIXON, ROBERT
WTAG, Worcester, Mass.

DIXON, TOMMY
KHJ, Los Angeles, Calif.

DOLAN, FRED
WWJ, Detroit, Mich.

DOLD, EDDIE
KSAN, San Francisco, Calif.

DOLLAR, RUSSEL
WTIC, Hartford, Conn.

DONLEY, ROBERT
WCAE, Pittsburgh, Pa.

DONOVAN, GREG
WMAQ, Chicago, Ill.

DOOLITTLE, DON
WJJD, Chicago, Ill.

DORR, RUSSELL A.
WGAN, Portland, Me.

DORIUAN, PAUL
WSLI, Jackson, Miss.

DOSSETT, LORANCE
KGA, KJQ, Spokane, Wash.

DOUTHIT, PERRY
KFNF, Shenandoah, Iowa

DOUGLAS, JULE
WORD, Spartanburg, S. C.

DOVER, GORDON VAN
WJJD, Chicago, Ill.

DOWIE, THOMAS
WBAB, Atlantic City, N. J.

DOWLING, FRED
WOSH, Oshkosh, Wisc.

DOWNING, TOM
WSB, Atlanta, Ga.

DOWNS, HUGH
WMAQ, Chicago, Ill.

DOYLE, ISABEL
CFOS, Owen Sound, Ont.

DRAKE, HAROLD
KICD, Spencer, Iowa

DRESSELHAUS, ROBERT
KWLC, Decorah, Iowa

DRUM, WILMA
WTMC, Ocala, Fla.

DUANE, BILL
WBBM, Chicago, Ill.

DCANE, BOB
WKY, Oklahoma City, Okla.

DUBUQUE, JOHN
KXA, Seattle, Wash.

DUDLEY, BERNARD

Barbasol, CBS; New York
Philharmonic Symphony, CBS;
Alexander's Mediation Board,
Mutual; Drew Pearson, Blue;
Paramount News.

DUFFIELD, GEORGE
CFRN, Edmonton, Alta.

DUKE, PAUL
WMBG, Richmond, Va.

DUMONT, LUCIEN
WHEB, Portsmouth, N. H.

DUNCAN, EDDIE
WSON, Henderson, Ky.

DUNHAM, JIM
KELO, Sioux Falls, S. D.

DUNN, MICHAEL
WFDE, Flint, Mich.

DUNN, RON
CKWS, Kingston, Ont., Can.

DUNNAGAN, CLAUDE
WAYS, Charlotte, N. C.

DUNNE, FRANK
WOR

DUNHAM, RICHARD
Invitation to Music, Columbia
Concert, School of the Air—
CBS, New York.

DUQUE, ERNEST
KTMS, Santa Barbara, Calif.

DURANT, ROLAND
WSLB, Watertown, N. Y.

DURBIN, DON
WEW, St. Louis, Mo.

DURHAM, MURRAY
KLBM, LaGrande, Ore.

DURKES, CHARLES
KGBS, Harlingen, Tex.

DUTY, EDWARD C., JR.
KDON, Monterey, Calif.

DYER, HAROLD
WCOU, Lewiston, Me.

EATON, GORDON
Colgate — Innter Sanctum,
CBS, New York

EASTCOTT, ELMITT M.
WOOD-WASH, Grand Rapids,
Mich.

EBERT, PAUL
WDAY, Fargo, N. D.

ECKERMAN, JIM
KICD, Spencer, Iowa

ECKLAND, VICTOR
KGMB, Honolulu, Hawaii

ECKMAN, TED
KABC, San Antonio 5, Tex.

EDDY, ROBERT
KHSL, Chico, Calif.

EDMAN, HERBERT
WTAG, Worcester, Mass.

EDBERG, WARREN
WTH, Baltimore, Md.

EDWARDS, CURTIS
WTCN, Minneapolis, Minn.

EDWARDS, JOHN
WIP, Philadelphia, Pa.

EDWARDS, RAY
WHOM, Jersey City, N. J.

EFFERT, HENRY
WDAP, Kansas City, Mo.

EGAN, JOHN
WBBY, Waterbury, Conn.

EGAN, KATE
WAVE, Louisville, Ky.

EHOS, CORINNE
KPAC, Port Arthur, Tex.

EILLERS, BILL
KXA, Seattle, Wash.

EISENBEISZ, ALBERT
KWAT, Watertown, S. D.

ELDER, DON
WMAQ, Chicago, Ill.

ELIASSEN, JACK
KFBC, Sacramento, Calif.

ELIOT, BRUCE
WOR

ELLIOTT, DOYCE
KXOX, Sweetwater, Tex.

ELLIS, HARRY
WBBS, Uniontown, Pa.

ELLIS, MIDGE
CBL, Toronto, Ont.

ELLIS, STEVE
WPAT, Paterson, N. J.

ELLS, VAN NEAL
WAOV, Vincennes, Ind.

ELLSWORTH, JOHN
WIOD, Miami, Fla.

ELLSWORTH, HENRY
WFPC, Atlantic City, N. J.

ELLYSTON, ROGER
KWAT, Watertown, S. D.

ELSTAD, STANLEY
KFPX, Spokane, Wash.

ELTON, DALTON
CJCA, Alberta, Can.

EMERSON, LOU
WOPJ, Bristol, Va.

EMMERSON, VERNON
KUJ, Walla Walla, Wash.

ENTERLINE, BERNE
WMBD, Peoria, Ill.

ERICKSON, DICK
KFPW, Fort Smith, Ark.

ESKELSON, RICHARD
KTPI, Twin Falls, Iowa

ERWIN, GEORGE
KFHZ, Fort Worth, Tex.

EVANS, AL
WTOC, Savannah, Ga.

EVANS, BILLIE CLIFF
WJLD, Bessemer, Ala.

EVANS, LOYD
KFNF, Shenandoah, Iowa

EVANS, ROB
WEMP, Milwaukee, Wisc.

EVANS, ROBERT
WSPD, Toledo, Ohio

— E —

EAGON, BRUCE
KVOR, Colorado Springs, Colo.

• • • **ANNOUNCERS** • • •

EVERETTS, H. M.
CFLC, Brackville, Ont., Can.
EVERSON, BOB
KLO, Ogden, Utah
EWING, CORTEZ
WNAD, Norman, Okla.
EWING, FRANCES
KIUL, Garden City, Kans.

— **F** —

FABRE, NUMA
WJPA, Washington, Pa.
FACENDA, JOHN
WIP, Philadelphia, Pa.
FADDIS, WILLIAM
WGAC, Augusta, Ga.
FAILLE, BILL
KONO, San Antonio, Tex.
FALCON, DICK
WBEN, Buffalo, N. Y.
FALCONNIER, H. L.
WTSP, St. Petersburg, Fla.
FALKE, CHARLES H.
WMAQ, Chicago, Ill.
FALTER, HAL
WJLD, Bessemer, Ala.
FANNING, EDGAR
CFOS, Owen Sound, Ont.
FARISS, WILLIAM
WTAG, Worcester, Mass.
FARRINGTON, FIELDEN
Armstrong—"Theater of To-
day," CBS; Parker "Ned
Calmer News," CBS, New
York.
FARRIOR, LOU
WNEW, New York City

FAULKNER, WM.
WISH, Indianapolis, Ind.
FAUST, DON
WXYZ, Detroit, Mich.
FARO, FRANK
WCED, DuBois, Pa.
FARR, FLOYD
KPO, San Francisco, Calif.
FARRAR, JACK
KTPI, Twin Falls, Iowa
FARREN, BILL
WFIL, Philadelphia, Pa.
FAULKNER, DICK
WBBM, Chicago, Ill.
FAULKNER, HOWARD
KLS, Oakland, Calif.
FAULKNER, JACK
WTSP, St. Petersburg, Fla.
FEAGIN, BOB
KPDQ, Jacksonville, Fla.
FELTON, BILL
WOSH, Oshkosh, Wis.
FELTON, DON
WEBR, Buffalo, N. Y.
FENDER, WILLIAM
WNEW, New York City.
FENNEMAN, GEORGE
KGO, San Francisco, Calif.
FENSTER, TED
WATL, Atlanta, Ga.
FERGUSON, DON
KDON, Monterey, Calif.
FERGUSON, FRANKLYN
WBBM, Chicago, Ill.
FERGUSON, WALTER
WSIX, Nashville, Tenn.
FERRALL, BOB
WMAQ, Chicago, Ill.

FILLMORE, FRANCES
WHIC, Dayton, Ohio
FINCH, J. E.
KVOD, Denver, Colo.
FINLEY, GLENNA
KEVR, Seattle, Wash.
FINNEY, ALICE
WBIR, Knoxville, Tenn.
FISHER, HOWARD
KTSM, El Paso, Tex.
FISHER, DOUGLAS
WBBI, Chicago, Ill.
FISHER, GEORGE
KHJ, Los Angeles, Calif.
FISHER, PAUL
WCAE, Pittsburgh, Pa.
FITLER, BILL
WNKC, New London, Conn.
FITZGERALD, JAMES
WCAE, Pittsburgh, Pa.
FITZPATRICK, AIDEN
WMAQ, Chicago, Ill.
FLANAGAN, PAT
WBBM, Chicago, Ill.
FLEMING, DR. D. F.
WSM, Nashville, Tenn.
FLEMING, DALE
WHLB, Virginia, Minn.
FLEMING, F.
CJAT, Trail, B. C.
FLETCHER, GRAEME
KFH, Wichita, Kans.
FLOURNOY, NANCY
WGKV, Charleston, W. Va.
FLYNN, ARTHUR
WLAN, Lawrence, Mass.
FLYNN, ROY
WAPI, Birmingham, Ala.
FENTER, JOE
KASA, Elk City, Okla.

ED HERLIHY

ANNOUNCER

★

UNIVERSAL NEWSREEL

(exclusive)

HORN & HARDART CHILDREN'S HOUR
(M.C.)

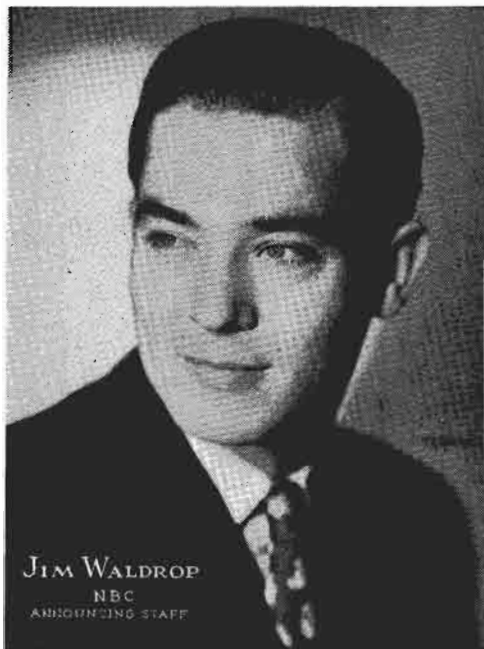
CHESTERFIELD PLEASURE TIME

★

NBC STAFF ANNOUNCER

Management
NATIONAL CONCERT AND ARTISTS
CORPORATION

711 Fifth Avenue, N. Y. C.



ANNOUNCERS

FOLGER, WILLIAM M.
WEBB, Buffalo, N. Y.

FOLLIARD, EDDIE
WTOP, Washington, D. C.

FORD, ART
WNEW, New York City.

FORGET, FLORENT
CBF, Montreal, Can.

FORMAN, BILL
California Carry On—CBS.

FOSTER, JACK
WCKY, Cincinnati, Ohio

FOSTER, ORVILLE
WSBT, South Bend, Ind.

FORD, BILL
WLBJ, Bowling Green, Ky.

FORD, CHARLES
WDAY, Fargo, N. D.

FORREST, MARGARET
CHNS, Halifax, N. S.

FORSTON, RUTH VERA
KGFF, Shawnee, Okla.

FORTER, DOMINIQUE
WCOU, Lewiston, Me.

FOSTER, BUD
KFAR, Fairbanks, Alaska

FOSTER, DAY
KGW, KEX, Portland, Ore.

FOSTER, DOROTHY L.
WLVA, Lynchburg, Va.

FORSYTHE, LARRY
KOIL, Omaha, Nebr.

FOURNIVAL, RAY
KROW, Oakland, Calif.

FOX, CARL
KWTO-KGBX, Springfield, Mo.

FOX, CHARLES
WCHS, Charleston, W. Va.

FOX, CHARLEY
KTBS, Shreveport, La.

FRANCES, AL
WKST, New Castle, Pa.

FRANK, DON
WPEN, Philadelphia, Pa.

FRANKLIN, ALLEN
WOR

FRECH, EDWARD
WMAN, Mansfield, Ohio

FREDERICK, CALVIN
KVOR, Colorado Springs, Colo.

FREDERICKS, FRANK
WTAM, Cleveland, Ohio

FREDERICKS, HAL
WFMJ, Youngstown, Ohio

FREEMAN, CLAUDE
WORD, Spartanburg, S. C.

FREMAULT, LEON
WAAB, Worcester, Mass.

FRENCH, DON
KYSM, Mankato, Minn.

FRENCH, JOHN
WITH, Baltimore, Md.

FRENCH, PETE
WHAS, Louisville, Ky.

FREY, HARRY
WBOW, Terre Haute, Ind.

FRIEBURGER, BILL
WOWO, Ft. Wayne, Ind.

FRISCH, ROBERT
WEAU, Eau Claire, Wis.

FRITSCHE, HARVEY J.
WIOD, Miami, Fla.

FRIST, BILL
KSNAN, San Francisco, Calif.

FRYMIRE, LARRY
WEAR, East Lansing, Mich.

FULLER, BILL
Collins Calling—KNX.

FULLER, MILDRED
KFXX, Grand Junction, Colo.

FULLINGTON, WAYLAND
KWTO, Springfield, Mo.

FULTON, DAVID
WCHS, Charleston, W. Va.

FULTON, ROBERT
WOC, Davenport, Iowa

FUNK, JOHN
KFPX, Spokane, Wash.

FURMAN, ROLLIE
WSYR, Syracuse, N. Y.

— G —

GALBRAITH, BILL
CKNX, Wingham, Can.

GALLAGHER, ROGER
WFBR, Baltimore, Md.

GALLANT, MRS. J.
CKPC, Ontario, Can.

GALLOP, FRANK
Cresta Blanca Carnival, CBS.

GALLIVAN, D. L.
CJFX, Nova Scotia, Can.

GANS, ALBERT
WCAO, Baltimore, Md.

GANTNER, FRED
KALB, Alexandria, La.

GARDNER, BRUCE
WAPO, Chattanooga, Tenn.

GARDNER, DON
Blue

GARDNER, WARD
WHYN, Holyoke, Mass.

GARNER, JACK
WAGA, Atlanta, Ga.

GARNES, CLARENCE
KFBI, Wichita, Kans.

GARRETT, JAMES
WDRG, Hartford, Conn.

GARRISON, G. G.
CKY, Brandon, Man.

GARVIN, WALTER H.
KLBM, La Grande, Ore.

GASTON, HAZEL
WFMB, Indianapolis, Ind.

GAUSE, T.
WMPD, Wilmington, N. C.

GAUSSOIN, EDMUND A.
KFUN, Las Vegas, N. M.

GAUVIN, NOEL
CKAC, Montreal, Can.

GAYLOR, EDWARD
WKAT, Miami Beach, Fla.

GAYMAN, VAUGHN L.
WKBB, Dubuque, Iowa

GEAR, JACK D.
WLBL, Stevens Point, Wis.

GEARY, ARTHUR
NBC

GEARY, WILLIAM
WBRK, Pittsfield, Mass.

GEBERT, CHRIS.
WCLS, Joliet, Ill.

GEISS, HELEN
WMBR, Jacksonville, Fla.

GEORGE, TIM
KMA, Shenandoah, Iowa

GIBBONS, JAMES
WMAL, Washington, D. C.

GIBNEY, JACK
WMAQ, Chicago, Ill.

GIBSON, ED
WGPC, Albany, Ga.

GILOW, VERNON
KROS, Clinton, Iowa

GILBERT, RUD
WBEN, Buffalo, N. Y.

GILBERT, LIVINGSTON
WAVE, Louisville, Ky.

GILCHRIST, TOM
WTMC, Ocala, Fla.

GILES, BOB
CHAB, Sask., Can.

GILLDEN, HAROLD D.
WAGM, Presque Isle, Me.

GILLEN, BOB
KFOX, Long Beach, Calif.

GILMAN, HAL
WSLB, Watertown, N. Y.

GILREATH, HOWARD
WLAG, LaGrange, Ga.

GINSBURG, DOROTHY
WPAY, Portsmouth, Ohio

GIRRARD, JILL
WBOW, Terre Haute, Ind.

GIRAND, JOSEPH
WTHF, Hartford, Conn.

GIVEN, KEN
WLBK, Bowling Green, Ky.

GLADNEY, NORMAN
WITH, Baltimore, Md.

GLASS, BILL
CKNX, Wingham, Can.

GLENN, WARD
WISH, Indianapolis, Ind.

GLISSMAN, DAVID
KOMA, Oklahoma City, Okla.

GLOVER, WILLARD
WMBB, Uniontown, Pa.

GLYER, DICK
KSFQ, San Francisco, Calif.

GOEKE, CATHERINE
WLOK, Lima, Ohio

GOELLER, LEE
WSLS, Roanoke, Va.

GOERNER, R. V.
KQW, San Jose, Calif.

GOLDSMITH, GEORGE
KTSW, Emporia, Kans.

GOLDSMITH, H. C.
WCHV, Charleston, Va.

GOLDSWORTHY, JOHN
WAIT, Chicago, Ill.

GOLIGHTLY, GROVER
WSPA, Spartanburg, S. C.

GOMEZ, CARLOS
WPDQ, Jacksonville, Fla.

GOODELL, J. O.
KSFQ, San Francisco, Calif.

GOODMAN, DAVE
KLRA, Little Rock, Ark.

GOODNOUGH, HARLAN E.
WNNY, Watertown, N. Y.

GOODWIN, BILL
George Burns and Gracie Allen—CBS; Chase & Sanborn. NBC.

GOODWIN, GLENN
KXEL, Waterloo, Iowa

GOODWIN, LEON
KVOO, Tulsa, Okla.

GOODWIN, LES
KCMC, Texarkana, Tex.

GORDON, AL
WALL, Middletown, N. Y.

GORDON, DAVID
KFVE, Everett, Wash.

GORDON, DON
WKOK, Sunbury, Pa.

GORDON, HOWARD
KSRO, Santa Rosa, Calif.

GORDON, KENNETH
WMBG, Richmond, Va.

GOTTLIEB, RICHARD
WTAW, College Station, Tex.

GOULD, FOREST
WGL, Fort Wayne, Ind.

GOULD, JAY
WOWO, Ft. Wayne, Ind.

GOULD, JOHNNIE
WOWO, Ft. Wayne, Ind.

GOULD, LESTER L.
WFPC, Kingston, N. C.

GOWDY, CURT
KFBC, Cheyenne, Wyo.

GRACE, DONALD
WNAD, Norman, Okla.

GRADY, CHARLES
WLOK, Lima, Ohio

GRAHAM, BILL
WDGY, Minneapolis, Minn.

ANNOUNCERS

GRAHAM, FRANK
Johnny Presents—Ginny Simms.

GRAHAM, RONALD
WLOK, Lima, Ohio

GRAHAM, RONALD
WIZE, Springfield, Ohio

GRANBY, SUMNER
WJAS, Pittsburgh, Pa.

GRANGER, JIM
KMBC, Kansas City, Mo.

GRANT, FRANK
CFRB, Ontario, Can.

GRANT, KEN
CJ CJ, Calgary, Alta.

GRANVILLE, CHARLES
KFMB, San Diego, Calif.

GRAUER, BEN
NBC

GRAUER, BEN
NBC

GRAULICH, BERT
WQAM, Miami, Fla.

GRAVES, GENE
WSNY, Schenectady, N. Y.

GRAY, CARY
WNLC, New London, Conn.

GRAY, CLIFF
WSPA, Spartanburg, S. C.

GRAY, GORDON
WBBM, Chicago, Ill.

GRAY, RICHARD
KVOR, Colorado Springs, Colo.

GRAY, V.
CJAT, Trail, B. C.

GRAYMOUNT, HARDIN
WITH, Baltimore, Md.

GREEN, DON
KEX, KGW, Portland, Ore.

GREEN, MILTON
WSPN, Norfolk, Va.

GREEN, ART
WINS, Magic Carpet.

GREENE, BOB
KGO, San Francisco, Calif.

GREENE, BOB
KNX, Hollywood, Calif.

GREENHOOD, CHARLES
WSAY, Rochester, N. Y.

GREENLAW, SHERWIN
WLNH, Laconia, N. H.

GREENWOOD, EUNICE
WTHT, Hartford, Conn.

GREER, BERNARD
KSAL, Salina, Kans.

GREGORY, JIMMY
WATL, Atlanta, Ga.

GREGORY, MARK
WCAU, Philadelphia, Pa.

GRIFFEN, PAUL
KTAR, Phoenix, Ariz.

GRIEB, HERBERT
WBRC, Birmingham, Ala.

GRIFF, W. T.
CKX, Brandon, Man.

GRIFFIN, BOBBY
WHO, Des Moines, Iowa

GRIFFITH, JACK
KMJ, Fresno, Calif.

GRILL, ALBERT
WHBC, Canton, Ohio

GRINDE, KEN
KCRO, Aberdeen, Wash.

GRISWOLD, MARVIN
KFOR, Lincoln, Nebr.

GRISWOLD, ROGER
WITH, Baltimore, Md.

GRIZZARD, HERMAN H.
WLAC, Nashville, Tenn.

GROGER, JOE
WMRC, Greenville, S. C.

GRONNERT, JEAN
KSUB, Cedar City, Utah

GROVE, ROY
WIP, Philadelphia, Pa.

GROVES, VERNE
CJVI, Victoria, B. C., Can.

GROVER, JOHN
KPO, San Francisco, Calif.

GRUBB, DAVE
WBLK, Clarksburg, W. Va.

GUEST, GORDON
KFRO, Longview, Tex.

GULLICKSON, CHARLES
WDEF, Chattanooga, Tenn.

GUNCKEL, RAY
WLAW, Lawrence, Mass.

GUNN, EARL
KGA, Chronicle Bldg., Spokane, Wash.

GUNN, GEORGE
Blue

GUNTER, GARTH
CKWS, Kingston, Ont., Can.

GUY, PAUL
CJCA, Alberta, Can.

GUYMAN, BILL
KIX, Oakland, Calif.

GWYNN, FREDERICK
KQW, San Jose, Calif.

DON PHILLIPS

Staff Announcer

W M C A



Sponsors

- ★ ANACIN
- ★ BISODOL
- ★ KOLYNOS TOOTH POWDER
- ★ MAISON GARRIE WINE
- ★ HILL'S COLD TABLETS
- ★ CRAWFORD CLOTHES
- ★ LOUIS PHILLIPE LIPSTICK
- ★ DR. LYON'S TOOTH POWDER
- ★ PHILLIPS MILK OF MAGNESIA

NEW YORK TIMES NEWSCASTER



BOB HARRIS

Announcing-W M C A

New York Times News, Bromo Quinine, Sweetheart Soap, Modern Industrial Bank, Crawford Clothes, Flag Dog Food, Wurlitzer Music Co., Argus Opticians, Federal Insurance, Sachs Furniture, Pontiac Motor and Stanback.

*Paramount Newsreel
Narration, Slide Film, for Libby-Owens
Duraglas*

ANNOUNCERS

— H —

HAAFTEN, VAN C.
KOB, Albuquerque, N. M.

HAAS, MRS. DIXE
WJPR, Greenville, Miss.

HAASER, CHARLES
WDRG, Hartford, Conn.

HACKETT, JON
KWFC, Hot Springs, Ark.

HACKWELL, JANET A.
WCAX, Burlington, Vt.

HADFIELD, BEN
WNAC, Boston, Mass.

HADLEY, DOUG.
WJPF, Herrin, Ill.

HAER, KEN
WKOK, Sunbury, Pa.

HALEY, HERB
KGO, San Francisco, Calif.

HALL, HELEN
WCBM, Baltimore, Md.

HALL, FRED
WFLA, Tampa, Fla.

HALL, JOAN
KPRC, Houston, Tex.

HALL, RADCLIFFE

NBC News, Atlantic & Pacific
Tea Co., M. J. Merkin Paint
Co., Griffin Shoe Polish, Vir-
ginia Rounds Cigarette Co.,
Beech-Nut Packing Co., Vicks
Chemical Co.

HALL, RICHARD
KXA, Seattle, Wash.

HALLETT, N. L.
WGAN, Portland, Me.

HALLOCK, MEL
KWYO, Sheridan, Wyo.

HAM, JAMES
KTFM, Temple, Tex.

HAM, SAMUEL C.
WKBB, Dubuque, Iowa

HAMBLEY, BOB
KSFO, San Francisco, Calif.

HAMILTON, ANN
WLBJ, Bowling Green, Ky.

HAMILTON, BILL
WIND, Gary, Ind.

HAMILTON, FRANK
WPTL, Ft. Lauderdale, Fla.

HAMILTON, GENE
Blue

HAMILTON, GUY
WU, Gainesville, Fla.

HAMILTON, JOHN
WSPA, Spartanburg, S. C.

HAMMER, CLARENCE
KFBI, Wichita, Kans.

HAMMOND, FRED
KPRO, Riverside, Calif.

HAMPTON, ALTON
WMAL, Washington, D. C.

HAMPTON, RAWLS
WFAS, White Plains, N. Y.

HAMRICK, TINY
WBRE, Wilkes-Barre, Pa.

HANCOCK, DON
KHJ, Gracie Fields' Victory
Parade.

HANCOCK, HAROLD
WBTA, Batavia, N. Y.

HANCOCK, HUNTER
KFVD, Los Angeles, Calif.

HANES, BOB
WGY, Schenectady, N. Y.

HANKE, DALE
KWLC, Decorah, Iowa

HANKINSON, J. T.
WMRO, Aurora, Ill.

HANNA, ROBERT
WKAT, Miami Beach, Fla.

HANSEN, BOB
KROD, El Paso, Tex.

HANSEN, ROY
WTIC, Hartford, Conn.

HANSON, VERNE
WTOP, Washington, D. C.

HARDIE, JIM
WRAL, Raleigh, N. C.

HARDING, BARBARA
WMVA, Martinsville, Va.

HARDISON, DAVID
WFTC, Kingston, N. C.

HARPER, DAVE
WSNJ, Bridgeton, N. J.

HARMON, FOSTER
WIZE, Springfield, Ohio

HARRELL, DICK
WGH, Norfolk, Va.

HARRINGTON, JOHN
WBBM, Chicago, Ill.

HARRINGTON, NORMAN B.
KGLU, Safford, Ariz.

HARRIS, BOB

WMCA, Paramount Newsreel
N. Y. Times News, Sweetheart
Soap, Flag Dog Food, Bromo
Quinine, Pontiac Motor.

HARRIS, GLENN
KDYL, Salt Lake City, Utah

HARRIS, GLEN
KFBC, Cheyenne, Wyo.

HARRIS, HERB.
WSB, Atlanta, Ga.

HARRIS, LLOYD
WMAZ, Macon, Ga.

HARRIS, WALTER
KOB, Albuquerque, N. M.

HARRIS, WALTER
WSLS, Roanoke, Va.

HARRIS, DEAN W.
WHAM, Rochester, N. Y.

HARRIS, WILLIAM
KFPX, Spokane, Wash.

HARRISON, BRAD
WIL, St. Louis, Mo.

HARRISON, HAROLD
WMGR, High Point, N. C.

HARRISON, LOUISE MARY
KTFM, Temple, Tex.

HARRISON, RICHARD
WAGA, Atlanta, Ga.

HART, BILL
WDRG, Hartford, Conn.

HART, ELIZABETH
WMAQ, Chicago, Ill.

HART, MAURICE
WNEW, New York City

HART, W. R.
CBLI, Prince Edward Island,
Sask., Can.

HARTMAN, HERBERT
KGLU, Safford, Ariz.

HARVEY, BILL
WTIC, Hartford, Conn.

HARVEY, DON
KELO, Sioux Falls, S. D.

HASE, ED
WCHV, Charleston, Va.

HASS, CLAIR
WHBC, Canton, Ohio

HATCH, NATALIE
WTRY, Troy, N. Y.

HAWKINS, BILL
CFOS, Owen Sound, Ont.

HAWKINS, VICK
KFH, Wichita, Kans.

HAWLEY, BERNARD
KVAK, Atchison, Kans.

HAWLEY, JIM
WNAC, Boston, Mass.

HAWORTH, BILL
KHJ, Los Angeles, Calif.

HAWTHORNE, JIM
KMYR, Denver, Colo.

HAYDEN, CLARK
WOC, Davenport, Iowa

HAYES, GEORGE
Blue

HAYNIE, DOUGLAS
KGLU, Safford, Ariz.

HAYS, MRS. JOHN Q.
WCBI, Columbus, Miss.

HAYWORTH, HERB
WOWO, Ft. Wayne, Ind.

HAYWORTH, HERBERT
WGL, Fort Wayne, Ind.

HALEY, DANIEL
WBRK, Pittsfield, Mass.

HEARLE, PERCY
WSB, Atlanta, Ga.

HEATH, DON
KGHF, Pueblo, Colo.

HEATH, MARTHA ANN
WCBI, Columbus, Miss.

EDGEPATH, BILL
WDNC, Durham, N. C.

HEFFARNAN, GEORGE
WAYS, Charlotte, N. C.

HEGARD, KEN
KDYL, Salt Lake City, Utah

HEIBECK, FRANK
WLOK, Lima, Ohio

HEIMLICH, AL.
WCBS, Springfield, Ill.

HEIMRICH, GEORGE
KXL, Portland, Ore.

HEINEMANN, JULIAN
KFEL, Denver, Colo.

HEINS, PAUL
WJHP, Jacksonville, Fla.

HEITIN, JAY
WHYN, Holyokc, Mass.

HELLING, JACK
KLPN, Minot, N. D.

HEMMETER, KENNETH
WSAM, Saginaw, Mich.

HENDERSON, SAMUEL G., JR.
WGAN, Portland, Me.

HENDRICKSON, MORT
WFIL, Philadelphia, Pa.

HENERY, DICK
WOOD-WASH, Grand Rapids,
Mich.

HENKE, CHARLES
WFHR, Wisconsin Rapids,
Wise.

HENKES, JR., JOHN
KYSM, Mankato, Minn.

HENLEY, DAVE
WDAY, Fargo, N. D.

HENNEKE, BEN
KVOO, Tulsa, Okla.

HENNESSY, ED.
WRBL, Columbus, Ga.

HENRY, BILL
WTOP, Washington, D. C.

HENRY, MICHAEL
WTMV, St. Louis, Mo.

HERBERT, D. R.
KIDO, Boise, Idaho

HERBERT, FRANK
CBL, Toronto, Ont.

HERBERT, HAKE V.
KXEL, Waterloo, Iowa

HERLIHY, ED.
NBC

ANNOUNCERS

HERLIHY, ED.
NBC

HERLIHY, WALTER
Blue

HERTSGAARD, ROLF
WCCO, Minneapolis, Minn.

HESS, EUGENE
KIT, Yakima, Wash.

HEYDE, RUDD
KPO, San Francisco, Calif.

HICKMAN, HENRY
WFBR, Baltimore, Md.

HILANDS, VAN
KGMB, Honolulu, Hawaii

HILL, BILL
KFMB, San Diego, Calif.

HILL, GENE
WMBR, Jacksonville, Fla.

HILL, LILLIARD L.
KGKO, WBAP, Ft. Worth, Tex.

HILL, ROBERT
KOVD, Denver, Colo.

HILLIAS, MAGARET
KCMO, Kansas City, Mo.

HINDS, WILLIAM H.
KDKA, Pittsburgh, Pa.

HINER, VERN
KMYR, Denver, Colo.

HINKLEY, GORDON
WFHR, Wisconsin Rapids, Wisc.

HINSHAW, KENDRICK
WGBG, Greensboro, N. C.

HITCHCOCK, JACK
KOA, Denver, Colo.

HITE, BOB
WXYZ, Detroit, Mich.

HITES, WARREN
WIS, Columbia, S. C.

HOBGOOD, BOB
WMPB, Memphis, Tenn.

HOCKEBORN, HARL
WOLF, Syracuse, N. Y.

HODGE, THEODORE
WTBO, Cumberland, Md.

HOERNER, ED.
WVL, New Orleans, La.

HOGAN, T. G.
WATW, Ashland, Wisc.

HOGSHEID, CLIFFORD
WSAP, Norfolk, Va.

HOLBROOK, TOM
WVL, New Orleans, La.

HOLDEN, JACK
WLS, Chicago, Ill.

HOLLAND, LEONARD
KFJZ, Fort Worth, Tex.

HOLLEY, WAKEFIELD
WKY, Oklahoma City, Okla.

HOLLINGSWORTH, RAYMOND
KGNC, Amarillo, Tex.

HOLLIS, STEVEN
WHOM, Jersey City, N. J.

HOLLOWAY, LOUISE
WAPI, Birmingham, Ala.

HOLMES, ELSIE
WJDX, Jackson, Miss.

HOLT, RUSS
WOLS, Florence, S. C.

HOLTMAN, JOHN
WMAQ, Chicago, Ill.

HOLTZ, THOMSON
WOW, Omaha, Nebr.

HOOPER, JACK
WMBG, Richmond, Va.

HOOPER, DON
WJMS, Ironwood, Mich.

HOPE, ROBERT
WSFA, Montgomery, Ala.

HOPKINS, AL
WLAV, Grand Rapids, Mich.

HOPKINS, PHIL
KTSA, San Antonio, Tex.

HORLEY, RALPH
CHAB, Sask., Can.

HORN, BOB
WIP, Philadelphia, Pa.

HORN, ROBERT
WMAN, Mansfield, Ohio

HORNET, JUNE
KGHF, Pueblo, Colo.

HOURLIGAN, FRANCIS
WDMN, Danville, Ill.

HOUSEMAN, KEN
WLLH, Lowell, Mass.

HOUSH, MERLE
WIBW, Topeka, Kans.

HOWARD, BESSE
KYW, Philadelphia, Pa.

HOWARD, DALE
WJMC, Rice Lake, Wisc.

HOWE, RAY
WKNY, Kingston, N. Y.

HOWELL, REX
KPFJ, Grand Junction, Colo.

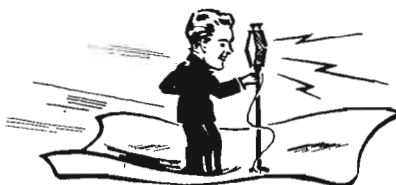
HUBBARD, EDGAR C.
WCAO, Baltimore, Md.

HUBBARD, HARLEY J.
KXOX, Sweetwater, Tex.

HUBBS, FRANK
WMAZ, Macon, Ga.

HUBER, RICHARD
WIZE, Springfield, Ohio

ART GREEN



and his



"Magic
Carpet"



WINS
EVERY DAY



ANNOUNCERS

HUBER, RUSS.
WKBH, LaCrosse, Wisc.

HUFACKER, DON
KWYO, Sheridan, Wyo.

HUFFMAN, CLIFFORD
WDBJ, Roanoke, Va.

HUKKEART, PERRY E.
KINY, Juneau, Alaska

HULL, MARVIN
KFMB, San Diego, Calif.

HUMBLE, JOHN G.
WAYX, Waycross, Ga.

HUNDLEY, AL.
KALB, Alexandria, La.

HUNNICUTT, EMIL
KVAK, Atchison, Kans.

HUNT, DAVE
WOSU, Columbus, Ohio

HUNT, GLENN
K TSA, San Antonio, Tex.

HUNT, RAY
KONO, San Antonio, Tex.

HUNT, ED
KROD, El Paso, Tex.

HUNTZINGER, CECIL
WHO, Des Moines, Iowa

HURLEIGH, BOB
WBBM, Chicago, Ill.

HURSCHELL, URIE
KSUB, Cedar City, Utah

HURST, EDWARD
WFPG, Atlantic City, N. J.

HURST, WILSON
KWFC, Hot Springs, Ark.

HUSSEY, TOM
WNAC, Boston, Mass.

HUSTON, GLENN
KMO, Tacoma, Wash.

HUSTON, TED
WIBG, Philadelphia, Pa.

HUTCHINS, DARYLE
KPO, San Francisco, Calif.

HUTCHINS, OTIS
WGBG, Greensboro, N. C.

HUTCHINSON, WAYNE
KRNT, Des Moines, Iowa

HUTCHINSON, WAYNE
KSO, Des Moines, Iowa

HUYLER, HERB
WTMV, St. Louis, Mo.

HYATT, MARION F.
WJHO, Opelika, Ala.

HYDE, HARMON H.
WPRO, Providence, R. I.

HYLAND, DAN M.
WHAI, Greenfield, Mass.

— I —

INSLEY, DON
CHEX, Ontario, Can.

IRISH, JACK
WHK, Cleveland, Ohio

IRYING, ROBERT
WISH, Indianapolis, Ind.

ISAAC, ROSE
WJMS, Ironwood, Mich.

ISRAEL, ABNER
WGPC, Albany, Ga.

— J —

JACKMAN, HELENE
CFRN, Edmonton, Alta.

JACKSON, BUD
KVOO, Tulsa, Okla.

JACKSON, BOB
WSGN, Birmingham, Ala.

JACKSON, EMMETT M.
WAOV, Vincennes, Ind.

JACKSON, WALLACE
KRBC, Abilene, Tex.

JACOBSEN, ARTHUR
KGVO, Missoula, Mont.

JACQUES, JANE
WOSU, Columbus, Ohio

JAEGER, JOHN
WNEW, New York City

JAFFE, JERRY
WNEW, New York City

JAFFE, ARNOLD
WHOM, Jersey City, N. J.

JAFRAY, JESS
CKPC, Ontario, Can.

JAMES, FRANK
WSYR, Syracuse, N. Y.

JAMES, HUGH
Blue

JAMES, MARJORIE
WNAD, Norman, Okla.

JAMES, STEVE
WEEL, Boston, Mass.

JANES, ROBERT
KGO, San Francisco, Calif.

JANKINS, BYRON
WFBR, Greenville, S. C.

JARVIS, H. W.
K TSM, El Paso, Tex.

JAY, NORMAN
WPEN, Philadelphia, Pa.

JEFFERAY, BILL
WOL, Washington, D. C.

JEFFERIES, DAVID W.
KINY, Juneau, Alaska

JENKINS, BILL
WTOP, Washington, D. C.

JENKINS, ED.
WFOR, Hattiesburg, Miss.

JENKINS, RON.
WSOC, Charlotte, N. C.

JENNINGS, AL.
W DOD, Chattanooga, Tenn.

JENNINGS, DOROTHY
WDBJ, Roanoke, Va.

JENSEN, LEIF
WELI, New Haven, Conn.

JESS, EVERETT
WNBC, Hartford, Conn.

JEWETT, DOUGLAS
WKAR, East Lansing, Mich.

JOHANSEN, EILEEN
KGY, Olympia, Wash.

JOHLIN, MARY I.
KAST, Astoria, Ore.

JOHNSEN, CLIFF
KLX, Oakland, Calif.

JOHNS, DICK
WOC, Davenport, Iowa

JOHNS, M. W.
W MFJ, Daytona Beach, Fla.

JOHNSON, ARNOLD
CKUA, Edmonton, Can.

JOHNSON, ARV.
KVOX, Moorhead, Minn.

JOHNSON, BERNIE
WEMP, Milwaukee, Wisc.

JOHNSON, BERT
KFOX, Long Beach, Calif.

JOHNSON, CARL
KMBC, Kansas City, Mo.

JOHNSON, CLIFF
WBBM, Chicago, Ill.

JOHNSON, DAVID
WCAL, Northfield, Minn.

JOHNSON, EDDIE
WEIM, Fitchburg, Mass.

JOHNSON, LARRY
WDNC, Durham, N. C.

JOHNSON, VERNON
KRSC, Seattle, Wash.

JOHNSON, TED
KFBI, Wichita, Kans.

JOHNSON, VIRGINIA
WCOL, Columbus, Ohio

JOHNSON, WM.
WBAB, Atlantic City, N. J.

JOHNSTON, ROBERT
WEXL, Royal Oak, Mich.

JOHNSTONE, FRED
CKWS, Kingston, Ont., Can.

JOLLY, JIM
WLBJ, Bowling Green, Ky.

JONES, ALFRED
WRR, Dallas, Tex.

JONES, BERNARD
WEXL, Royal Oak, Mich.

JONES, BOB
KCMC, Texarkana, Tex.

JONES, HOWARD
WIP, Philadelphia, Pa.

JONES, JACQUELINE M.
WBTM, Danville, Va.

JONES, JOHN W.
WALL, Middletown, N. Y.

JONES, LEE
KFEL, Denver, Colo.

JONES, PAUL M.
WFLA, Tampa, Fla.

JONES, ROBERT L.
WSPR, Springfield, Mass.

JONES, ROYCE
WRBL, Columbus, Ga.

JONES, S.
CFCF, Montreal, Que., Can.

JONES, WES.
WOW, Omaha, Nebr.

JONSON, GEORGE
WCCO, Minneapolis, Minn.

JORDAN, FRANK
WSAY, Rochester, N. Y.

JORDAN, LEE
WAGA, Atlanta, Ga.

JORDAN, MURIEL
CHPS, Parry Sound, Ont., Can.

JORGENSEN, THEODORE
WCAL, Northfield, Minn.

JOURNEAY, TOM
WTAW, College Station, Tex.

JOY, DICK Those We Love.

JOYNER, FRED
WFMJ, Youngstown, Ohio

JUNKER, CARL
WROL, Knoxville, Tenn.

JUSTUS, OLUS
WOMI, Owensboro, Ky.

— K —

KAASA, HAROLD
KWLC, Decorah, Iowa

KADELL, CARLTON

Jack Carson Show, CBS; Point Sublime, KHJ, Los Angeles, Calif.

KALNES, RUTH
KWLC, Decorah, Iowa

KANE, ARTHUR
WESX, Marblehead, Mass.

KANIPE, LEE
WGNC, Gastonia, N. C.

KAPEL, GEORGE
KMJ, Fresno, Calif.

KAPP, BERNARD
WBTM, Danville, Va.

KARTER, AL.
WKBZ, Muskegon, Mich.

KATTENBACK, FRANK
CJ CJ, Calgary, Alberta

KATZ, JOSEPH
WATR, Waterbury, Conn.

ANNOUNCERS

- KAUT, CHARLES**
WPAY, Portsmouth, Ohio
- KEATH, ROBERT**
WEW, St. Louis, Mo.
- KEATHLY, HAMPTON**
KPRC, Houston, Tex.
- KEATING, LARRY**
Gilmore Furlough Fun.
- KECK, JOHN SCOTT**
WCAE, Pittsburgh, Pa.
- KEEBLE, GORDON**
CJBC, CBY, Toronto, Ont.
- KEECH, KELVIN**
Blue
- KEEFE, HOWARD L.**
WSPR, Springfield, Mass.
- KEEP, BYRON**
KXL, Portland, Ore.
- KEHOE, PATRICK D.**
WMAM, Marinette, Wis.
- KEITH, LARRY**
WSGN, Birmingham, Ala.
- KELBERER, JOHN**
KWNO, Winona, Minn.
- KELFORD, TRAVOR**
WJMA, Covington, Va.
- KELIHAN, JIM**
KSO, KRNT, Des Moines, Ia.
- KELLEHER, PHILIP**
WQAM, Miami, Fla.
- KELLER, ERNEST R., JR.**
WBIR, Knoxville, Tenn.
- KELLER, PAUL**
KBTM, Jonesboro, Ark.
- KELLEY, JOHN L.**
KEVR, Seattle, Wash.
- KELLEY, LARRY**
WXYZ, Detroit, Mich.
- KELLNER, SALLIE**
WJPR, Greenville, Miss.
- KELLOGG, ROBERT**
KGFV, Kearney, Nebr.
- KELLY, BOB**
WGAR, Cleveland, Ohio
- KELLY, JACK**
KMA, Shenandoah, Iowa
- KELLY, LEON**
WRAK, Williamsport, Pa.
- KELSO, BILL**
Katherine Carr News, Collins
Calling: First Call with Beverly; Bill Kelso: Swingshift News—KNX.
- KELTON, BOB**
WBRW, Welch, W. Va.
- KEMP, ED**
WJR, Detroit, Mich.
- KENDRICK, PHIL**
KRBC, Abilene, Tex.
- KENLO, JOHNNY**
KALB, Alexandria, La.
- KENNEDY, JOHN M.**
CBS, Lux Radio Theater.
- KENNEDY, KEN**
WDAY, Fargo, N. D.
- KENNEY, FRED**
WLAC, Nashville, Tenn.
- KENSKI, MICHAEL**
WHOM, Jersey City, N. J.
- KENT, BOB**
WMVA, Martinsville, Va.
- KENT, CARL**
KHJ, Los Angeles, Calif.
- KENT, GEORGE**
WCPO, Cincinnati, Ohio
- KENT, JOHN**
WWL, New Orleans, La.
- KENYON, CHRIS.**
WMPG, Memphis, Tenn.
- KEPHART, M. W.**
WMAQ, Chicago, Ill.
- KERGAN, G.**
CKBI, Prince Edward Island
Sask., Can.
- KERR, ALFRED**
WHBQ, Memphis, Tenn.
- KERWOOD, ORIE**
KMMJ, Grand Island, Nebr.
- KESSENICH, JACK**
WOSH, Oshkosh, Wis.
- KEY, EARL M.**
WJMA, Covington, Va.
- KIBBY, GORDON**
WLAV, Grand Rapids, Mich.
- KILBOURN, DAVE**
WDGY, Minneapolis, Minn.
- KING, BOB**
WSOY, Decatur, Ill.
- KING, CY**
WEBR, Buffalo, N. Y.
- KING, DENTON**
WELI, New Haven, Conn.
- KING, JOSEPH**
CBS, New York.
- KING, PAUL**
WNAC, Boston, Mass.
- KING, VERN**
WINN, Louisville, Ky.
- KING, WALLY**
WRRF, Washington, D. C.
- KING, WALLY**
KLX, Oakland, Calif.
- KINNAIRD, HARRY**
WBK, Clarksburg, W. Va.
- KINNETT, MARGARET**
WGPC, Albany, Ga.
- KINNEY, BOB**
WKRC, Cincinnati, Ohio
- KIRBY, BILL**
WEAU, Eau Claire, Wis.
- KIRBY, JIMMY**
WGST, Atlanta, Ga.
- KIRBY, CLEVE**
WMAQ, Chicago, Ill.
- KIRBY, LEE**
WBT, Charlotte, N. C.
- KIRKANDER, WARREN**
WALL, Middletown, N. Y.
- KIRKWOOD, JOHN**
WIL, St. Louis, Mo.
- KISTER, GEORGE C.**
KMMJ, Grand Island, Nebr.
- KISTLER, GLEASON**
KFNE, Shenandoah, Iowa.
- KITTELL, CLYDE**
NBC
- KLAVUN, WALTER**
WICC, Bridgeport, Conn.
- KLEIN, RUTH**
WRUF, Gainesville, Fla.
- KLEY, HERBERT A.**
WMAM, Marinette, Wis.
- KLIENE, DONALD**
KBUR, Burlington, Iowa
- KLISE, RODERIC**
KJQ, Spokane, Wash.
- KNIGHT, CY**
CHAB, Sask., Can.
- KNIGHT, FRED**
WIBG, Philadelphia, Pa.
- KNIGHT, JOHN JAY**
WCOV, Montgomery, Ala.
- KNIGHT, FRANK**
WOR
- KNIGHT, PAT**
WPAD, Paducah, Ky.
- KNOPP, HELEN**
KGCX, Wolf Point, Mont.
- KNOX, BOB**
WIBG, Philadelphia, Pa.
- KNUTSON, MILO**
KROC, Rochester, Minn.
- KNUTSEN, DARRYL**
WDSM, Superior, Wis.
- KNUTSON, HAROLD**
WCAT, Rapid City, S. C.
- KOBERNAT, RALF**
KGGM, Albuquerque, N. M.
- KOLBY, CAL**
WMAS, Springfield, Mass.
- KOPLAN, HARRY**
KGF, Los Angeles, Calif.
Calling All Zones.
- KOTHE, DICK**
KDAL, Duluth, Minn.
- KRAMER, BEN**
WWDC, Washington, D. C.
- KRAMER, HARRY**
Calling Pan-America, CBS,
New York.
- KREGLOH, HUBERT**
WSPR, Springfield, Mass.
- KREIGHOFF, BOB**
WTOL, Toledo, Ohio
- KRESHKA, FRANK E.**
KWRC, Pendleton, Ore.
- KRICHOFF, BOB**
GKL, San Angelo, Tex.
- KROECK, LOUIS F.**
KTMS, Santa Barbara, Calif.
- KRONEMER, ABE**
WHKC, Columbus, Ohio
- KUHLMEY, STERLING**
KVOX, Moorhead, Minn.
- KUHN, HOWARD**
KFRO, Longview, Tex.
- KUNATH, LANE**
KIGD, Spencer, Iowa
- KYLE, JACK**
CJVI, Victoria, B. C., Can.

— L —

- LACKEY, HECHT S.**
WSON, Henderson, Ky.
- LaCOSTE, AL.**
KONO, San Antonio, Tex.
- LADD, DAVID**
WPAY, Portsmouth, Ohio
- LAFFEY, FRED P.**
WLaw, Lawrence, Mass.
- LaFRANO, TONY**
KHJ, Los Angeles, Calif.
- LADIS, HAROLD**
WJMS, Ironwood, Mich.
- LAING, JOHN**
Red Ryder.
- LAKE, CHARLIE**
WWL, New Orleans, La.
- LALONDE, J.**
CKAC, Montreal, Can.
- LAMM, J. T.**
KYO, Lubbock, Tex.
- LANCOT, CLIFFORD**
WEW, St. Louis, Mo.
- LAND, HERMAN**
WBIR, Knoxville, Tenn.
- LANDFEAR, THURLOW D.**
WMT, Cedar Rapids, Iowa;
KRNT, KSO, Des Moines, Ia.
- LANE, DICK**
KFBC, Cheyenne, Wyo.
- LANE, VANCE**
KGER, Long Beach, Calif.
- LANG, DAVE**
WFDF, Flint, Mich.
- LANG, FRED**
WNAC, Boston, Mass.
- LANGBELL, DON**
CJCA, Alberta, Can.
- LANGITT, HOWARD**
KWKH, Shreveport, La.
- LANSING, HAL**
WTCN, Minneapolis, Minn.
- LANTRY, HARRY**
KGA, Chronicle B'dg., Spokane, Wash.
- LAPLANTE, RAYMOND**
CBF, Montreal, Can.
- LABACEY, JAMES**
WJIM, Lansing, Mich.

ANNOUNCERS

- LARGE, MARGARET E.**
CFCY, Amherst, N. S.
- LARGE, R. F.**
CFCY, Amherst, N. S.
- LARNER, BILL**
WELL, New Haven, Conn.
- LARSON, WHITEY**
WNAX, Yankton, S. D.
- LATHAM, WAYNE H.**
WSPR, Springfield, Mass.
- LAUB, DARYL**
KOBH, Rapid City, S. D.
- LAUBE, RAY**
WIGM, Medford, Wis.
- LAURIE, B. A.**
KNET, Palestine, Tex.
- LAUVIGNE, DICK**
WHYN, Holyoke, Mass.
- LAWLEY, LEE**
KPRO, Riverside, Calif.
- LAWRENCE, DAN**
KSO, Des Moines, Iowa
- LAWRENCE, DAN**
KRNT, Des Moines, Iowa
- LAWRENCE, JIMMY**
KOVQ, Provo, Utah
- LAWRENCE, KEN**
WTOL, Toledo, Ohio
- LAWSON, DAVID**
KFKU, Lawrence, Kans.
- LEBAN, JOHN**
WCAE, Pittsburgh, Pa.
- LEDINGHAM, CHARLES L.**
WLVA, Lynchburg, Va.
- LEE, BOB**
WALL, Middletown, N. Y.
- LEE, CARROL S.**
WAIM, Anderson, S. C.
- LEE, DICK**
WHBU, Anderson, Ind.
- LEE, MARY DOUGLAS**
WGFE, Shawnee, Okla.
- LEE, JOHN**
WKRC, Cincinnati, Ohio
- LEE, MAX**
WHBU, Anderson, Ind.
- LEE, TED**
WCCO, Minneapolis, Minn.
- LEE, VINCENT**
WIS, Columbia, S. C.
- LEE, W. H.**
WMFD, Wilmington, N. C.
- LEEFERS, ROBERT**
WMT, Cedar Rapids, Iowa;
KRNT, KSO, Des Moines, Ia.
- LEEPER, TED ELLIS**
WPTF, Raleigh, N. C.
- LEGER, RUSSELL**
KFOR, Lincoln, Nebr.
- LEIDY, DICK**
WJAC, Johnstown, Pa.
- LEINER, LOIS**
WJPA, Washington, Pa.
- LEISURE, CLARENCE**
KPO, San Francisco, Calif.
- LEITCH, ALBERT**
WTOP, Washington, D. C.
- LELIEVRE, ROLLAND**
CHRC, Quebec, Can.
- LELLMAN, JACK**
WJR, Detroit, Mich.
- LEMERT, CHARLES**
WHIZ, Zanesville, Ohio
- LEMERT, TIM**
KNX, Hollywood
- LENHARDT, NORMAN**
WXYZ, Detroit, Mich.
- LESLE, JOHN**
WOW, Omaha, Nebr.
- LEVEY, MARVIN**
WFDF, Flint, Mich.
- LEVIN, HOWARD**
WSAY, Rochester, N. Y.
- LEVINSON, LEONE**
KCMO, Kansas City, Mo.
- LEVY, HERBERT**
WSAY, Rochester, N. Y.
- LEWIS, FULTON, JR.**
WOL, Washington, D. C.;
WHN, New York.
- LEWIS, GORDAN J.**
WHAI, Greenfield, Mass.
- LEWIS, HENRY**
KOAM, Pittsburgh, Kans.
- LEWIS, JIM**
WJIM, Lansing, Mich.
- LEWIS, JOHN**
WWL, New Orleans, La.
- LEWIS, ROBERT**
WNEW, New York City.
- LEY, MARTHA**
WHOM, Jersey City, N. J.
- LIGHT, ASHTON**
WBRW, Welch, W. Va.
- LIGHTFOOT, FOX**
WBRC, Birmingham, Ala.
- LINCOVE, DAN**
KkMD, Shreveport, La.
- LINDER, MERTON**
WSBT, South Bend, Ind.
- LINDSAY, ART**
KXRO, Aberdeen, Wash.
- LINGO, TED**
WBEN, Buffalo, N. Y.
- LISTER, JIM**
KSRO, Santa Rosa, Calif.
- LITCH, JACK**
KROX, Sacramento, Calif.
- LITTLEHALES, ELMER**
KAST, Astoria, Ore.
- LIVERANCE, E. R.**
WAIM, Anderson, N. C.
- LIVINGSTON, ROBERT**
WFTC, Kingston, N. C.
- LOCKERT, JIMMIE**
WSIX, Nashville, Tenn.
- LOFFLER, GENE**
KSO, KRNT, Des Moines, Ia.
- LONG, DEANE S.**
KXEL, Waterloo, Iowa
- LONG, RUSSELL**
WCSC, Charleston, S. C.
- LONGWELL, ROBERT**
WJR, Detroit, Mich.
- LOUDON, GORDON**
WWL, New Orleans, La.
- LOUDEN, VERN**
KUTA, Salt Lake City, Utah
- LOUNSBURY, JIM**
KSO, KRNT, Des Moines, Ia.
- LOVELESS, WENDELL P.**
WMBI, Chicago, Ill.
- LOW, DON**
Blue
- LOWDER, COL**
KLO, Ogden, Utah
- LOWE, BRYAN**
WLBj, Bowling Green, Ky.
- LOWE, JACKSON**
WWDC, Washington, D. C.
- LOWELL, DICK**
KOBH, Rapid City, S. D.
- LOWEN, AL**
CKRC, Manitoba, Can.
- LOWERY, BILL**
KTHS, Hot Springs National
Park, Ark.
- LOWREY, AL**
KHQ, Spokane, Wash.
- LOWREY, MEADOR**
KRLD, Dallas, Tex.
- LOZANO, ROMULO**
KEEW, Brownsville, Tex.
- LUCAS, PETER**
WXZY, Detroit, Mich.
- LUCE, DEAN**
WCHV, Charleston, Va.
- LUCIDO, BOB**
WEW, St. Louis, Mo.
- LUDLAN, KENNEDY**
WRC, Washington, D. C.
- LUDWIG, LYELL**
WFBM, Indianapolis, Ind.
- LUDEKE, HARRY**
WMBD, Peoria, Ill.
- LUKENS, ERNIE**
WKOK, Sunbury, Pa.
- LUND, JACK**
KFXJ, Grand Junction, Colo.
- LUND, VICTOR H.**
WAOV, Vincennes, Ind.
- LURIE, JAY A.**
WDSM, Superior, Wis.
- LUSK, BERNARD**
KROC, Rochester, Minn.
- LUSK, GENE**
WJLS, Beckley, W. Va.
- LYLE, VAN**
NBC
- LYMAN, PETER**
KDAL, Duluth, Minn.
- LYNCH, CHARLES**
WIBG, Philadelphia, Pa.
- LYNCH, JOHN**
CHNS, Halifax, N. S.
- LYTLE, A. E.**
WHAM, Rochester, N. Y.
- LYON, CHARLES**
WMAQ, Chicago, Ill.
- LYON, DICK**
KTBC, Austin, Tex.
- LYON, DON**
WSYR, Syracuse, N. Y.
- LYON, H. C.**
WCHV, Charleston, Va.

— M —

- MABRY, BOB**
WFDG, Flint, Mich.
- MacAULAY, L. A.**
CFCY, Amherst, N. S.
- MacBURLESON, BERNIE**
WJHL, Johnson City, Tenn.
- MacDIARMID, WALLY**
WMBD, Peoria, Ill.
- MacDOUGALL, JOHN**
WLOL, Minneapolis, Minn.
- MacEWEN, JOHN**
CFCY, Amherst, N. S.
- MacFARLANE, DAVID L.**
KTSW, Emporia, Kans.
- MacKINNON, HUGH**
WGAN, Portland, Me.
- MacLEAN, JOHN**
WGKV, Charleston, W. Va.
- MACK, BILL**
WEDC, Chicago, Ill.
- MACK, DON**
WAYS, Charlotte, N. C.
- MACK, WAYNE**
WGAR, Cleveland, Ohio
- MAGELLA, ALAIN**
CHRC, Quebec, Can.
- MAGNUSON, WOODROW**
WBEN, Buffalo, N. Y.
- MAGUIRE, MAC**
WCAU, Philadelphia, Pa.
- MALCOLM, HOWARD**
KHQ, Spokane, Wash.
- MALLOY, LES**
KYA, San Francisco, Calif.
- MALONE, ROY**
CKRC, Manitoba, Can.
- MALOUIN, R.**
CKAC, Montreal, Can.
- MANASK, JIMMY**
KFQD, Anchorage, Alaska.
- MANDERSON, STEVE**
WGAC, Augusta, Ga.
- MANGOLD, MARY**
KBUR, Burlington, Iowa
- MANIER, WILL R.**
WSM, Nashville, Tenn.

ANNOUNCERS

MANLOVE, DUDLEY
KSFO, San Francisco, Calif.

MANN, ALAN
KGER, Long Beach, Calif.

MANN, HERBERT
WRJN, Racine, Wis.

MANN, JOSEPH
WKWK, Wheeling, W. Va.

MANN, SI
WJAS, Pittsburgh, Pa.

MANNING, DAVID
KFVD, Los Angeles, Calif.

MANNIS, BILL
WIP, Philadelphia, Pa.

MANSFIELD, JOSEPH
WETA, Batavia, N. Y.

MAPLES, GRADY
KICA, Clovis, N. M.

MARBLE, HARRY
Dateline, CBS, New York.

MARCH, RICHARD
WICA, Ashtabula, Ohio

MARCUS, LES
KWJ, Portland, Ore.

MARCUS, RAY
WAVE, Louisville, Ky.

MARES, JERRY
WCBM, Baltimore, Md.

MARGARET, JEAN
KTSM, El Paso, Tex.

MARGET, MANNY
KVOX, Moorhead, Minn.

MARKS, GARNETT

Lt. U. S. Navy.

MARINEAU, MARCEL
CHLP, Quebec, Can.

MARION, RUSSELL
WAIR, Winston-Salem, N. C.

MARKLE, WILBERT L.
WCAX, Burlington, Vt.

MARRISON, DOROTHY
KSWO, Lawton, Okla.

MARSHALL, GENE
WBML, Macon, Ga.

MARSHALL, JOHN
WLAV, Grand Rapids, Mich.

MARSHALL, RICHARD
WAGM, Presque Isle, Me.

MARTEL, BILL
KFRC, San Francisco, Calif.

MARTIN, ARTHUR
CJBC, CBY, Toronto, Ont.

MARTIN, DAVE
WRUF, Gainesville, Fla.

MARTIN, FRANK
I Love a Mystery, CBS.

MARTIN, HAL
KLRA, Little Rock, Ark.

MARTIN, HARRY
WFBM, Indianapolis, Ind.

MARTIN, JAMES
WGAR, Cleveland, Ohio

MARTIN, JOHN
WKY, Oklahoma City, Okla.

MARTIN, L.
CFCF, Montreal, Que., Can.

MARTIN, JACK
WKBH, LaCrosse, Wis.

MARTIN, LEWIS D.
WDSM, Superior, Wis.

MARTIN, NAT
WCHV, Charleston, Va.

MARTIN, ROBERT
WTAG, Worcester, Mass.

MARTIN, RUTH
KSNAN, San Francisco, Calif.

MARTYN, FRANCIS
WATR, Waterbury, Conn.

MARTYN, GILBERT
Blue

MARVIN, TONY
Johns-Manville, Bill Henry
News, Ray Scott Program,
Now and Forever, CBS, New
York.

MASCOT, TRINA
KGKB, Tyler, Tex.

MASON, RUTH
WBEN, Buffalo, N. Y.

MASTERS, JOHN
WRUF, Gainesville, Fla.

MATHERS, DONALD
WSPD, Toledo, Ohio

MATHEWS, DOROTHY
WFOY, St. Augustine, Fla.

MATHEWS, TOM
WFLA, Tampa, Fla.

MATHEWSON, RAY
KGGM, Albuquerque, N. M.

MATHEWSON, RAY
KWLC, Decorah, Iowa

MATHIS, CHARLES
KELD, El Dorado, Ark.

MATRANGA, JACK
KKB, Sacramento, Calif.

MATTHEWS, NORMAN
KRMD, Shreveport, La.

MATTISON, HENRY
KFH, Wichita, Kans.

MAXWELL, TOM
WGST, Atlanta, Ga.

MAY, GEORGE
WFDF, Flint, Mich.

MAYER, WILLIAM
WTAM, Cleveland, Ohio

MAYER, STANLEY
WSON, Henderson, Ky.

MAYORAL, RADAMES
WPAB, Ponce, Puerto Rico

MAYNARD, KEN
KTTT, Springfield, Mo.

MCADAMS, LON
KMJ, Fresno, Calif.

MCALISTER, R. B.
KICA, Clovis, N. M.

MCALLISTER, H. J.
KHQ, Spokane, Wash.

MCALLISTER, PAUL
KFEL, Denver, Colo.

MCARDLE, RODNEY
KXA, Seattle, Wash.

MCBRIDE, JAMES
KUTA, Salt Lake City, Utah

MCBRIDE, LESTER
KWJB, Globe, Ariz.

MCBRIDE, ROBERT
WJHL, Johnson City, Tenn.

MC CAIN, BILL
WBRC, Birmingham, Ala.

MC CALL, FRED
WMAZ, Macon, Ga.

MC CALL, LEE BYRON
KYCA, Prescott, Ariz.

MCAN, LARRY
WXYZ, Detroit, Mich.

MCARTHY, CHARLES
NBC

MCARTHY, JACK
Blue

MCARTHY, JACK
WXYZ, Detroit, Mich.

MC CAULEY, HOWARD
KSRO, Santa Rosa, Calif.

MC CAULEY, JOE
WIP, Philadelphia, Pa.

MCCLANAHAN, STEEL
KGBS, Harlingen, Tex.

MCCLAREN, JACK
KTMS, Santa Barbara, Calif.

MC CLELLAND, JAMES
WBTM, Danville, Va.

MCCLURE, KEN
WBAP, KGKO Ft. Worth, Tex.

MCCLURE, LIERAN
WERC, Erie, Pa.

McCORMACK, "JACK"
WDGN, Birmingham, Ala.

McCORMACK, MALCOLM
WBZ-WBZA, Boston, Mass.

McCOWN, BOB
KVIC, Victoria, Tex.

McCOY, MOLLY
KPDN, Pampa, Tex.

McCUTCHEEN, R.
WNAB, Bridgeport, Conn.

McDONALD, J. L.
CFCY, Amherst, N. S.

McDONALD, L. A.
CFCY, Amherst, N. S.

McDONNELL, DAN
Romance, CBS, New York.

McDOWELL, BILL
KADA, Ada, Okla.

McELLEN, JOHN
WPAT, Paterson, N. J.

McELROY, JACK
KTUL, Tulsa, Okla.

McEWAN, ROBERT
WWDG, Washington, D. C.

McFARLAND, OWEN
WAAT, Jersey City, N. J.

McGEEHAN, JACK
WATW, Ashland, Wis.

McGEEHAN, PAT

America, Celling Unlimited,
CBS; Raleigh Program. Red
Skelton, NBC.

McGEEHEE, GENE
KFH, Wichita, Kans.

McGRATH, JAMES
WDDC, Washington, D. C.

McGRAW, WALTER
WKAR, East Lansing, Mich.

McGUFFIN, WALTER
KGY, Olympia, Wash.

McGUIRE, VERNON
KFBI, Wichita, Kans.

McHARDIE, BILL
Santa Barbara, Calif.

McILVAIN, HARRY
WCAU, Philadelphia, Pa.

McINTYRE, FRANK
KUTA, Salt Lake City, Utah

McINTIRE, CHAS.
WMBH, Joplin, Mo.

McINTIRE, FAY
KLBM, LaGrande, Ore.

McINTIRE, RUSSELL
WSTP, Salisbury, N. C.

McINTOSH, WILLIAM
KLS, Oakland, Calif.

McKEE, BURT
WAPI, Birmingham, Ala.

McKINNEY, JAMES E.
WLVA, Lynchburg, Va.

McKINNON, COLBURN
WFOY, St. Augustine, Fla.

McKENNA, ROBERT P.
KDKA, Pittsburgh, Pa.

McKINNEY, CARL
WGTC, Greenville, N. C.

McLAUGHLIN, JACK
CKNX, Wingham, Can.

McLEAN, DR.
WHMA, Anniston, Ala.

McLEAN, NORMAN
WRRN, Warren, Ohio

McLELLAN, FRANCES
KCRJ, Jerome, Ariz.

McMAHAN, NEWT
WNOX, Knoxville, Tenn.

McMULLEN, VANCE
WFOY, St. Augustine, Fla.

McNAMARA, R. C.
WPTF, Raleigh, N. C.

ANNOUNCERS

- McNERNEY, FRAN**
WTOL, Toledo, Ohio
- McPHERSON, FRED**
KFBX, Sacramento, Calif.
- McPHERSON, GAYLORD**
WDOD, Chattanooga, Tenn.
- McPHILLIAMY, MAX**
WSAM, Saginaw, Mich.
- McQOAX, JOSEPH**
WAJR, Morgantown, W. Va.
- McSLOY SYDNEY**
KGVO, Missoula, Mont.
- McVICKERS, LEA**
WBMS, Uniontown, Pa.
- MEADE, CHARLIE**
KFJZ, Fort Worth, Tex.
- MEEHAN, ROBERT**
WEAN, Providence, R. I.
- MEPKER, KENNETH**
WHAS, Louisville, Ky.
- MEPKS, DON**
WWVA, Wheeling, W. Va.
- MELLERT, LAWRENCE**
WAGA, Atlanta, Ga.
- MELTON, FRANKLIN**
WSIX, Nashville, Tenn.
- MENARD, GEORGE**
WLS, Chicago, Ill.
- MENDELSON, HAL**
KYA, San Francisco, Calif.
- MENDEZ, P.**
KGBS, Harlingen, Tex.
- MENEFEE, BOB**
WTOP, Washington, D. C.
- MENSING, NATALIE**
WKBZ, Muskegon, Mich.
- MERCIER, ART**
WBBM, Chicago, Ill.
- MERRIDEW, REG.**
WGAR, Cleveland, Ohio
- MERRILL, COSETTE**
WIS, Columbia, S. C.
- MERRILL, JOYCE**
WBTA, Batavia, N. Y.
- MERTZ, MILLCENT**
WFIN, Findlay, Ohio
- MEYER, KEN**
WJAG, Norfolk, Nebr.
- MEYERS, ROBERT**
WMBH, JOPLIN, Mo.
- MEZGER, BILL**
WEEL, Boston, Mass.
- MICHELS, HERB**
WWJ, Detroit, Mich.
- MIEDKE, NANCY**
WHBF, Rock Island, Ill.
- MILES, PAUL**
WITH, Baltimore, Md.
- MILLER, CHAS.**
CKWS, Kingston, Ont., Can.
- MILLARD, ROSS**
CFRB, Ontario, Can.
- MILLER, A.**
CBM, Montreal, Can.
- MILLER, ALLEN R.**
WOMI, Owensboro, Ky.
- MILLER, DAVID L.**
WAAT, Jersey City, N. J.
- MILLER, GEORGE**
WWNY, Watertown, N. Y.
- MILLER, GEORGE**
KADA, Ada, Okla.
- MILLER, HAL**
WNAC, Boston, Mass.
- MILLER, JACK**
KQW, San Jose, Calif.
- MILLER, ROSS**
WHAI, Greenfield, Mass.
- MILLER, STANLEY**
KORE, Eugene, Ore.
- MILLS, FRANK**
KGKO, WBAP, Ft. Worth, Tex.
- MILLS, JAY**
WJPF, Herrin, Ill.
- MILLS, RICHARD**
WBRK, Pittsfield, Mass.
- MILLS, ROBERT**
KEX, Portland, Ore., Personality Hour.
- MILNER, GENE**
KHQ, Spokane, Wash.
- MIRABELL, ELINOR**
WICA, Ashtabula, Ohio
- MITCHELL, FRANK**
WAYX, Waycross, Ga.
- MITCHELL, GORDON**
WLSL, Roanoke, Va.
- MITCHELL, HARRY**
WJOB, Hammond, Ind.
- MOBLEY, ERNEST**
WAPO, Chattanooga, Tenn.
- MOCK, ROSEMARY**
WJPR, Greenville, Miss.
- MOELLER, NORMAN**
KRLD, Dallas, Tex.
- MONK, KARL**
CHEX, Ontario, Can.
- MONROE, JIM**
KCMO, Kansas City, Mo.
- MONROE, WILSON**
KTKC, Visalia, Calif.
- MONTGOMERY, RALPH**
WDBO, Orlando, Fla.
- MONTREUIL, CLAIRE**
CKCV, Quebec, Can.
- MOON, GEORGE**
KGW, KEX, Portland, Ore.
- MOON, VIRGINIA**
KRIC, Beaumont, Tex.
- MOONEY, BOB**
WNBC, Hartford, Conn.
- MOORE, DICK**
WSYR, Syracuse, N. Y.
- MOORE, EDWARD**
KFQE, St. Joseph, Mo.
- MOORE, FRANK**
WBMS, Uniontown, Pa.
- MOORE, FRED**
KOX, Long Beach, Calif.
- MOORE, GEORGE**
WSPB, Sarasota, Fla.
- MOORE, HARRY J.**
WCPO, Cincinnati, Ohio
- MOORE, LONNIE**
WGAC, Augusta, Ga.
- MOORE, MARVIN**
WBAP, KGKO, Ft. Worth, Tex.
- MOORE, PAUL**
WJTS, Jackson, Tenn.
- MOORE, TOM**
WATF, Chicago, Ill.
- MOORE, WALKER**
KFJZ, Fort Worth, Tex.
- MORALES, GILBERTO**
WPAB, Ponce, Puerto Rico
- MOREN, JOS.**
WMRF, Lewistown, Pa.
- MOREY, ART**
KWJJ, Portland, Ore.
- MORGAN, DALE**
KRNT, Des Moines, Iowa
- MORGAN, DALE**
KSO, Des Moines, Iowa
- MORGAN, HAL**
WGAR, Cleveland, Ohio
- MORGAN, LAMAR**
WJHP, Jacksonville, Fla.
- MORGAN, RAY**
WFTL, Ft. Lauderdale, Fla.
- MORGAN, WORTH**
WGAA, Cedartown, Ga.
- MORLEY, BERNARD S.**
WHCU, Ithaca, N. Y.
- MORRIS, DUDLEY**
KWTO, KGBX, Springfield, Ma.
- MORRIS, HELEN**
WATR, Waterbury, Conn.
- MORRIS, JACK**
KTUL, Tulsa, Okla.
- MORRIS, JIM**
WRAL, Raleigh, N. C.
- MORRIS, TRUMAN**
WOMI, Owensboro, Ky.
- MORROW, TOM**
WDSM, Superior, Wis.
- MORSE, TONY**
KGO, San Francisco, Calif.
- MOSER, CLYDE**
WTAR, Norfolk, Va.
- MOSENA, DICK**
KBUR, Burlington, Iowa
- MOSES, BERNARD**
WCOS, Columbia, S. C.
- MOSIER, DICK**
WTOL, Toledo, Ohio
- MOTT, DEL**
CJBC, CBY, Toronto, Ont., Can.
- MOUSSEAU, ROMEO**
CHLP, Quebec, Can.
- MOWERS, ROBERT**
WTRY, Troy, N. Y.
- MIRDJENOVICH, JOHN**
WATW, Ashland, Wis.
- MULL, ANNA JANE**
WCED, DuBois, Pa.
- MULLENGER, KEITH**
WOI, Ames, Iowa
- MULLINAX, EDWIN**
WLAG, La Grange, Ga.
- MULLINS, BERNARD**
WUTC, Hartford, Conn.
- MULVIHILL, JOE**
WGAR, Cleveland, Ohio
- MUNCY, HUGH**
KXEL, Waterloo, Iowa
- MUNYON, HARRY**
WQAM, Miami, Fla.
- MURCHIE, TED**
WGY, Schenectady, N. Y.
- MURCHISON, COLIN**
WDBO, Orlando, Fla.
- MURPHY, BOB**
WMAQ, Chicago, Ill.
- MURPHY, JACK**
KOY, Phoenix, Ariz.
- MURPHY, JOHN**
WHIO, Dayton, Ohio
- MURRAY, CHARLES**
WSNJ, Bridgeton, N. J.
- MURRAY, MAL**
WNAX, Yankton, S. D.
- MURRAY, THOMAS**
WHAM, Rochester, N. Y.
- MURRAY, JOHN TRENT**
WCAE, Pittsburgh, Pa.
- MUZZY, JAMES**
WHBC, Canton, Ohio
- MYERS, EUGENE**
KNET, Palestine, Tex.
- MYERS, WILLIAM**
WSPD, Toledo, Ohio

— N —

- NABLE, MARION**
WDBO, Orlando, Fla.
- NACHTMANN, BERNICE**
WFOY, St. Augustine, Fla.
- NASH, BARNES H.**
KTBC, Austin, Tex.
- NAUGHTON, CLIFF**
KSPD, San Francisco, Calif.
- NEAL, LEE**
WIP, Philadelphia, Pa.
- NEAL, ROY**
WIBG, Philadelphia, Pa.
- NEFF, ERNEST D.**
WGL, Fort Wayne, Ind.
- NEHR, DICK**
WHO, Des Moines, Iowa
- NEIL, JACK**
KRIC, Beaumont, Tex.

ANNOUNCERS

NEILSON, WALTER
WESX, Marblehead, Mass.

NELSON, DeWAYNE
WBBM, Chicago, Ill.

NELSON, L. M.
WHO, Des Moines, Iowa

NELSON, ROBERT
WEAU, Eau Claire, Wisc.

NELSON, R. A.
KAND, Corsicana, Tex.

NELSON, R. H.
KWNO, Winona, Minn.

NELSON, STANLEY
WBNS, Columbus, Ohio

NELSON, TOM
KHSL, Chico, Calif.

NESSLROAD, PAUL
WDAF, Kansas City, Mo.

NETT, ERNIE
WOWO, Ft. Wayne, Ind.

NEWBY, LUTHER
KGJF, Los Angeles, Calif.

NEWKIRK, ALFRED B.
WICA, Ashtabula, Ohio

NEWELL, HAL
WEEL, Boston, Mass.

NEWLON, JACK
KORN, Fremont, Nebr.

NEWMAN, BERNARD
WMBS, Uniontown, Pa.

NEWSOME, JACK
WMBR, Jacksonville, Fla.

NIETE, CHARLES
KTCK, Visalia, Calif.

NILES, CHARLES
KFEQ, St. Joseph, Mo.

NILES, KEN
Blue Ribbon Town, Judy
Canova Show, CBS.

NILES, WENDELL
Pepsodent, Bob Hope, NBC.

NISSIM, RENZO
WBNX, New York City.

NOBLE, RICHARD
WMAQ, Chicago, Ill.

NOBLE, CODY
WDAN, Danville, Ill.

NOBLE, WENDELL
KOY, Phoenix, Ariz.

NOBLES, CHARLES
Blue

NOBLES, GENE
WBLJ, Dalton, Ga.

NOLAN, TOMMY
WFBC, Greenville, S. C.

NORMAN, CHARLES
KBIZ, Ottumwa, Iowa

NORMAN, GENE
KGO, San Francisco, Calif.

NORMAN, ROBERT
WHDL, Olean, N. Y.

NORTON, IVERS
WHDL, Olean, N. Y.

NORTON, LEE
Go'd Seal Tavern, Highways to
Victory.

NOVELLI, SYLVESTER
WHAM, Rochester, N. Y.

NUNO, AL

NAZUM, CHARLES
WWVA, Wheeling, W. Va.



OAK, ALLAN
WOR

O'BRIEN, DON
WSTV, Steubenville, Ohio

O'BRIEN, PAT
WCKY, Cincinnati, Ohio

O'DAY, BILL
WTOI, Toledo, Ohio

O'CONNOR, JACK
WRBL, Columbus, Ga.

ODBORNE, ROY
KRBC, Abilene, Tex.

O'DELL, TERENCE
CBL, Toronto, Ont., Can.

O'DONNELL, H.
CBM, Montreal, Can.

O'DONNELL, HUGH
KCKN, Kansas City, Kans.

O'DONNELL, WM. M.
KDON, Monterey, Calif.

OFFICER, JIM
WREN, Lawrence, Kans.

OGLIVIE, BRUCE
CKPR, Ontario, Can.

O'HALLORAN, HAL
WLS, Chicago, Ill.

OHSSON, ARTHUR
WCLO, Janesville, Wisc.

OLDS, ELANE
KSUB, Cedar City, Utah

OLIPHANT, PAUL
WLAC, Nashville, Tenn.

OLIVER, DOUG.
WLAW, Lawrence, Mass.

OLSON, HARVEY
WDRG, Hartford, Conn.

OLSON, RAY
WOW, Omaha, Nebr.

O'NEILL, JIMMY
KORN, Fremont, Nebr.

O'NEILL, WILLIAM
WHAI, Greenfield, Mass.

ORAM, RICHARD
WMAN, Mansfield, Ohio

ORBACH, HENRY
KARK, Little Rock, Ark.

O'REILLY, ROYAL
KFAR, Fairbanks, Alaska

ORMSBY, BURKE
KTBI, Tacoma, Wash.

ORPWOOD, TOM
WLPM, Suffolk, Va.

ORE, JOHN
WHBQ, Memphis, Tenn.

ORE, LEE
KUSD, Vermillion, S. D.

ORTIZ, CARLOS RUBEN
WPAB, Ponce, Puerto Rico

ORTON, G. W., 3rd
WLAY, Muscle Shoals City,
Ala.

ORUM, BILL
WIL, St. Louis, Mo.

O'SHEILDS, C.
WMPD, Wilmington, N. C.

OSWALD, ROBERT
WALB, Albany, Ga.

OVINGTON, RAY
KDYI, Salt Lake City, Utah

OSTROM, HELEN
WCSC, Charleston, S. C.

OURSLEER, FULTON
WHN, New York

OUTLAND, HENRY
KLZ, Denver, Colo.

OWEN, HARRIS
KLRA, Little Rock, Ark.

OWEN, JAY
WOJ, Washington, D. C.

OWENS, LOY
CFRB, Ontario, Can.

OWENS, MOREY
WORK, Rockford, Ill.

OWNBY, JAMES T.
WJHO, Opelika, Ala.



PAGE, ESTON
KTSa, San Antonio, Tex.

PAEVEY, DON
WCOL, Columbus, Ohio

PAGE, BOB
KWTO, Springfield, Mo.

PAGE, TOM
KFXJ, Grand Junction, Colo.

PAGET, JOSEPH
KATE, Albert Lea, Minn.

PALMATIER, BERNIE
KUAN, Vancouver, Wash.

PALMER, BILL
WATL, Atlanta, Ga.

PALMER, HEWES
WJR, Detroit, Mich.

PALMER, KEN
KTTS, Springfield, Mo.

PANNELL, WM.
WHBF, Rock Island, Ill.

PARDINGTON, D. C.
WAIR, Winston-Salem, N. C.

PARE, MARCEL
CBF, Montreal, Can.

PARENT, GERY
WOLF, Syracuse, N. Y.

PARK, CHARLES
WJR, Detroit, Mich.

PARKER, BILL
KVAK, Atchison, Kans.

PARKER, BYRON
WIS, Columbia, S. C.

PARKER, DON
WBBC, Muncie, Ind.

PARKER, GARRY
WKMO, Kokomo, Ind.

PARKER, JIM
WJIM, Lansing, Mich.

PARKER, JOHN
KUOA, Siloam Springs, Ark.

PARKER, SAM
WKAT, Miami Beach, Fla.

PARKS, CHARLES
WJR, Detroit, Mich.

PARSON, DAVID
WKBB, Dubuque, Iowa

PARSONS, BEN
WJHO, Opelika, Ala.

PARSONS, GEORGE, JR.
WRRN, Warren, Ohio

PARSONS, MARSHALL
WBRG, Birmingham, Ala.

PARSONS, ROBERT
WMBI, Chicago, Ill.

PATRIDGE, GEORGE
WHAS, Louisville, Ky.

PASS, LOWELL
WSGN, Birmingham, Ala.

PATCH, CAMPBELL
WJAC, Johnstown, Pa.

PATERSON, H.
CFCF, Montreal, Can.

PATRICK, JAMES
KYW, Philadelphia, Pa.

PATRICK, LAWRENCE
WAIR, Winston-Salem, N. C.

PATRICK, ROBERT
WCBS, Springfield, Ill.

PATTEN, BETTY
WGPC, Albany, N. Y.

PATTERSON, HOWARD
WPAY, Portsmouth, Ohio

PATERSON, LYE
WHLs, Port Huron, Mich.

PAUL, FRED
WGH, Norfolk, Va.

PAUL, NORMAN
WORK, Rockford, Ill.

PAUL, NORMAN
WKMO, Kokomo, Ind.

PAULIN, ED.
WCMi, Ashland, Ky.

PAULIN, PIERRE R.
KDKA, Pittsburgh, Pa.

PAULSON, AL
WLOL, Minneapolis, Minn.

PAULSON, ROBERT
KATE, Albert Lea, Minn.

PAYNE, LARRY
WJR, Detroit, Mich.

PECK, HARRY
KOIL, Omaha, Nebr.

ANNOUNCERS

PECK, JOSEPH
KVAK, Atchison, Kans.

PEQUES, DONALD H.
KINY, Juneau, Alaska

PELLE, FRED
WMMN, Fairmont, W. Va.

PENBERTHY, JOE
KRNT, KSO, Des Moines, Ia.

PENFIELD, ADD
WSB, Atlanta, Ga.

PENNELL, BOB
Signal Round Table, CPN.

PENNER, RAY
WLPM, Suffolk, Va.

PENNHALLEGON, E. B.
WSOY, Decatur, Ill.

PENROSE, BERNARD
WBAB, Atlantic City, N. J.

PEPPER, VERNON
WSNJ, Bridgeton, N. J.

PERIN, EARL
WFLA, Tampa, Fla.

PERRAS, MARGARET SMITH
KFPX, Spokane, Wash.

PERRIN, KELES
WOR

PERRIN, LEA
WORD, Spartanburg, S. C.

PERRY, RUSSELL
WTOL, Toledo, Ohio

PETERS, ROBERT
WFAS, White Plains, N. Y.

PETERSEN, PETE
WNAX, Yankton, S. D.

PETERSON, DREXEL
KVPD, Fort Dodge, Iowa

PETERSON, EUGENE
WORK, Rockford, Ill.

PETERSON, JACK
WIS, Columbia, S. C.

PETERSON, KENNETH
KOBH, Rapid City, S. C.

PETERSON, LAVERNE
WSAU, Wausaw, Wisc.

PETERSON, WALTER
KGGM, Albuquerque, N. M.

PETHICK, GEORGE
WATR, Waterbury, Conn.

PETRE, ROBERT
KLZ, Denver, Colo.

PETRIE, HOWARD
Jimmy Durante-Garry Moore,
CBS.

PETTY, NORMAN
KICA, Clovis, N. M.

PEVORA, JACK
WJLS, Beckley, W. Va.

PEYSER, JOHN
WNEW, New York City

PFÄHLER, FRED
WROL, Knoxville, Tenn.

PFISTER, ROBERTA
KYCA, Prescott, Ariz.

PHILIP, DANIEL
KFVE, Everett, Wash.

PHILLIPS, BILLY
KIDO, Boise, Idaho

PHILLIPS, DON
WMCA, N. Y. Times News.

PHILLIPS, PAUL
WBRV, Waterbury, Conn.

PHILLIPS, OREL
KDON, Monterey, Calif.

PHILLIPS, ROBERT W.
KIRO, Seattle, Wash.

PHILLIPS, TOM
KGBS, Harlingen, Tex.

PHINNEY, JEAN
CHNS, Halifax, N. S.

PIATT, GENE
KROS, Clinton, Iowa

PICKENS, GRANT
KPAB, Laredo, Tex.

PIERCE, CHARLES
WVNY, Watertown, N. Y.

PIERCE, DONALD
WPAR, Parkersburg, W. Va.

PIERCE, HAROLD
WIGM, Medford, Wisc.

PIERCE, JOE
WJHP, Jacksonville, Fla.

PIERCE, JOE
WTMC, Ocala, Fla.

PIERCE, LEWIS
KFOR, Lincoln, Nebr.

PIERSON, JOE
WFBM, Indianapolis, Ind.

PLAMBECK, HERB
WHO, Des Moines, Iowa

PIEZ, AL
KWNO, Winona, Minn.

POHL, JANE
WFNC, Fayetteville, N. C.

POINTEL, CHARLES H.
KARK, Little Rock, Ark.

POLLAND, JIM
WEEI, Boston, Mass.

POLLARD, ROBERT
WWDC, Washington, D. C.

POLLOCK, REED
KDON, Monterey, Calif.

POMEROY, CLAY
KORE, Eugene, Ore.

PORCH, RALPH
WJAS, Pittsburgh, Pa.

PORCHER, HASKELL
WAYS, Charlotte, N. C.

PORTER, RUSSELL R.
KTSW, Emporia, Kans.

POSNER, SIDNEY
WOLF, Syracuse, N. Y.

POST, ALLEN
WIND, Gary, Ind.

POSTLETHWAITE, DEAN
KFKU, Lawrence, Kans.

POTTER, NATALIE
WAVE, Louisville, Ky.

POTTER, WM.
WFOR, Hattiesburg, Miss.

POUCHER, WAYNE
WSLS, Roanoke, Va.

POWELL, ALAINE
WOAM, Miami, Fla.

POWELL, JIMMY
KTAR, Phoenix, Ariz.

POWELL, KEN
WOR

POWERS, TOM
WNAC, Boston, Mass.

POWERS, RALPH
WFBR, Baltimore, Md.

PREDBY, GEO.
KPO, San Francisco, Calif.

PREMONT, ROBERT CHARLES
KABC, San Antonio 5, Tex.

PREMONT, ROBERT
KVIC, Victoria, Tex.

PREST, G. M.
CKBI, Prince Edward Island,
Sask., Can.

PREUSCH, ROLAND D.
KDAL, Salina, Kans.

PRICE, GORDON
WMAZ, Macon, Ga.

PRICE, PAUL J.
WAOV, Vincennes, Ind.

PRICE, WALT
K FAR, Fairbanks, Alaska

PRIDDY, A.
KOL, Seattle, Wash.

PRYOR, AINSLIE
WELI, New Haven, Conn.

PRYOR, DON
WTOP, Washington, D. C.

PULWERS, JACK
KRMD, Shreveport, La.

PURCELL, RICHARD
WAAB, Worcester, Mass.

PUSTAY, NICHOLAS
WBMB, Chicago, Ill.

PUTNAM, CLAUDE
WOLS, Florence, S. C.

PUTNAM, GEORGE
NBC

PYATT, AL.
KIUL, Garden City, Kans.

PLYE, HOWARD
KTAR, Phoenix, Ariz.



QUAMMENN, BERNICE
KWAT, Watertown, S. D.

QUICK, BEN
WTOC, Savannah, Ga.

QUILLAN, JEAN
KGFF, Shawnee, Okla.

QUINCE, LOUIS V.
WRR, Dallas, Tex.



RABAN, HERBERT
WITH, Baltimore, Md.

RAMSAY, D.
CJIC, Saulte Ste. Marie, Ont.

RAMSEY, DUANE
KRBC, Abilene, Tex.

RAND, DICK
KEX-KGW, Portland, Ore.

RAND, ED
KALB, Alexandria, La.

RANDOM, DONN
KROW, Oakland, Calif.

RAPEIFF, KEN
WICC, Bridgeport, Conn.

RAPP, GENE
WMBF, Joplin, Mo.

RAST, MALCOLM
WCOS, Columbia, S. C.

RAWSON, BOB
WIL, St. Louis, Mo.

RAYMOND, ARTHUR
WPAT, Paterson, N. J.

RAYMOND, JACK
WISN, Milwaukee, Wisc.

RAYNER, E. W.
CKUA, Edmonton, Can.

READ, HOWARD EUGENE
WBBM, Chicago, Ill.

READY, MURIEL
CFOS, Owen Sound, Ont.

RECTOR, BOB
KTTS, Springfield, Mo.

REDDY, TOM
Fitch's Bandwagon.

REEB, LYLE
WNN, Louisville, Ky.

REED, CARL
WHEB, Portsmouth, N. H.

REED, GEORGE
KFMB, San Diego, Calif.

REED, NORMAN
WWDC, Washington, D. C.

REED, VERNON E.
KFH, Wichita, Kans.

REES, BOB
KMJ, Fresno, Calif.

REED, EDWARD R.
WMAN, Marinette, Wisc.

REEVE, RAY
WRAL, Raleigh, N. C.

REGAN, DENNIS
WSOY, Decatur, Ill.

REID, DUKE
KGKY, Scotts Bluff, Nebr.

REILLY, ARTHUR
WLW, Cincinnati, Ohio

ANNOUNCERS

- REPAID, BILLY**
 WOL, Washington, D. C.
RETZLAFF, ART
 WIGM, Medford, Wisc.
REUSCH, AL
 CJCA, Alberta, Can.
REYNOLDS, CARROLL
 WBC, Indianapolis, Ind.
REYNOLDS, CONGER
 WMAM, Marinette, Wisc.
REYNOLDS, MARY JO
 WROK, Rockford, Ill.
RHOADS, HOWARD
 KUJ, Walla Walla, Wash.
RHODES, DAVID
 WFPL, Ft. Lauderdale, Fla.
RICAU, LIONEL
 WSM, Nashville, Tenn.
RICCA, ANTHONY
 KVEC, San Luis Obispo, Calif.
RICE, CONRAD
 WEMP, Milwaukee, Wisc.
RICH, DOROTHY
 WESX, Marblehead, Mass.
RICHARD, WARREN
 KGNC, Amarillo, Tex.
RICHARDS, BILL
 KMBC, Kansas City, Mo.
RICHARDS, FLOYD
 WTIC, Hartford, Conn.
RICHARDS, JIM
 WMBR, Jacksonville, Fla.
RICHARDS, KEN
 WKPA, New Kensington, Pa.
RICHARDSON, BOB
 KGKY, Scotts Bluff, Nebr.
RICHARDSON, CHARLES
 KGER, Long Beach, Calif.
RICHARDSON, EARL
 WASK, Lafayette, Ind.
RICHARDSON, L. H.
 WISH, Indianapolis, Ind.
RICHARDSON, ROBERT
 WSAM, Saginaw, Mich.
RICHARDSON, WING
 WFOY, St. Augustine, Fla.
RICHBOURG, JOHN D.
 WLAC, Nashville, Tenn.
RICHINS, KAY
 KDYL, Salt Lake City, Utah
RICHMAN, ED
 KGW, KEX, Portland, Ore.
RICKETS, R. J.
 CFX, Nova Scotia, Can.
RIDDELL, CORWIN
 WOAI, San Antonio, Tex.
RIDDELL, FRED
 WDSM, Superior, Wisc.
RIGGS, CHARLES
 KVNU, Logan, Utah
RIGGS, GLENN
 Blue
RIGSBEE, LOUIS
 WJLS, Beckley, W. Va.
RILEY, EARL
 KXA, Seattle, Wash.
RILEY, SUE
 WSBT, South Bend, Ind.
RING, BILL
 KWTO, Springfield, Mo.
RIPLEY, JOE
 WOR
RIPPE, WILLIAM
 WRC, Washington, D. C.
RISS, DANIEL
 WTAM, Cleveland, Ohio
RISSLING, ROBERT
 WTAG, Worcester, Mass.
RITCHE, BUCK
 KVI, Tacoma, Wash.
RIVERA, MANUEL GUMA
 WKAQ, San Juan, Puerto Rico
ROBATOR, HARRY
 WMAS, Springfield, Mass.
- ROBBINS, CLAUDE C.**
 KVNU, Logan, Utah
ROBERTS, CHARLES C.
 KIZ, Denver, Colo.
ROBERTS, CHAS. S.
 WLAC, Nashville, Tenn.
ROBERTS, DON
 KIMS, Santa Barbara, Calif.
ROBERTS, "JACK" THAYER
 WIBW, Topeka, Kans.
ROBERTS, JERRY
 WAAT, Jersey City, N. J.
ROBERTS, MARY MARGARET
 KWLC, Decorah, Iowa
ROBERTS, PAUL
 WOWO, Ft. Wayne, Ind.
ROBERTS, PAUL K.
 WGL, Fort Wayne, Ind.
ROBERTS, PETER
 KYW, Philadelphia, Pa.
ROBERTS, ROGER
 KLS, Oakland, Calif.
ROBERTS, WALTER
 WNBF, Binghamton, N. Y.
ROBERTSON, BRUCE
 WHB, Kansas City, Mo.
ROBERTSON, DAMIAN
 WJAC, Johnstown, Pa.
ROBERTSON, STEVE
 KOA, Denver, Colo.
ROBERTSON, T. C.
 CFX, Nova Scotia, Can.
ROBERTSON, TRAFTON
 WOL, Washington, D. C.
ROBINSON, DOUGLAS
 WCAT, Rapid City, S. D.
ROBINSON, FELIX, JR.
 WSFA, Montgomery, Ala.
ROBINSON, WELDON
 KNOW, Austin, Tex.
ROBY, VICTOR
 KOA, Denver, Colo.
ROCHE, WILLIAM
 WFBR, Baltimore, Md.
ROCHESTER, M. M.
 KTBC, Austin, Tex.
ROCKE, LOUIS J.
 WGAN, Portland, Me.
ROCKHOLD, JOE
 WLS, Chicago, Ill.
ROE, CHARLES W.
 WNOX, Knoxville, Tenn.
ROE, VINCENT
 WOWO, Ft. Wayne, Ind.
ROFN, LOUIS B.
 WMAQ, Chicago, Ill.
ROGER, NORMA
 WMFD, Wilmington, N. C.
ROGER, PATRICK
 WCBS, Springfield, Ill.
ROGERS, ED.
 WFIL, Philadelphia, Pa.
ROGERS, NORMAN
 KHJ, Los Angeles, Calif.
ROGERS, RALPH
 WAPI, Birmingham, Ala.
ROGERS, RALPH
 NBS, What's New?
ROGERS, STANLEY
 WCAO, Baltimore, Md.
ROHWER, JOHN
 KROS, Clinton, Iowa
ROMINE, DOUG.
 K TSA, San Antonio, Tex.
RONAN, HONORE
 WDAN, Danville, Ill.
ROPER, PRES
 WCED, DuBois, Pa.
ROSE, HELEN
 KFJX, Grand Junction, Colo.
ROSS, JACK
 WHAM, Rochester, N. Y.
ROSE, JOHN
 WROL, Knoxville, Tenn.
- ROSE, JOHN L.**
 WRRN, Warren, Ohio
ROSS, BYRNE
 KSWO, Lawton, Okla.
ROSS, FRANK
 WMRC, Greenville, S. C.
ROSS, HOKE
 KSWO, Lawton, Okla.
ROSS, TONY
 WTOP, Washington, D. C.
ROSS, WINIFRED
 KSWO, Lawton, Okla.
ROSSELL, ERNST
 WTRY, Troy, N. Y.
ROSS, HAROLD
 KHJ, Los Angeles, Calif.
ROTHRUM, BILL
 WSYR, Syracuse, N. Y.
ROULSTONE, MERL
 KIGD, Spencer, Iowa
ROUSH, OTTIS
 WJTS, Jackson, Tenn.
ROUSH, SIGEL
 WISH, Indianapolis, Ind.
ROUSSEAU, ALINE
 CKBI, Prince Edward Island, Sask., Can.
ROUTH, GEORGE D.
 KIRO, Seattle, Wash.
ROWE, FLO BEACH
 WSLB, Watertown, N. Y.
ROWE, RALPH J.
 WMT, Cedar Rapids; KRNT, KSO, Des Moines, Iowa
ROWELL, TOMMY
 WFBC, Greenville, S. C.
ROWLEY, BOB
 WSYR, Syracuse, N. Y.
ROWLINGS, FRED
 WFMJ, Youngstown, Ohio
ROY, MICHAEL
 Blue
ROYSTER, N. L.
 WRRF, Washington, D. C.
RODRIGUEZ, RUBEN
 WKAQ, San Juan, Puerto Rico
RUCKER, ROBERT
 WATL, Atlanta, Ga.
RUGEN, TONY
 WPAT, Paterson, N. J.
RUHLE, PAUL
 WMBL, Peoria, Ill.
RUMORE, JOE
 WAPI, Birmingham, Ala.
RUNNER, JOHN
 WASK, Lafayette, Ind.
RUNNION, BOB
 WOWO, Ft. Wayne, Ind.
RUNYON, ROBERT
 WGL, Fort Wayne, Ind.
RUSK, CLAY
 WHO, Des Moines, Iowa
RUSSELL, DON
 WLBC, Muncie, Ind.
RUSSELL, EARL
 KFBK, Sacramento, Calif.
RUSSELL, ROY L.
 WOPI, Bristol, Va.
RUSSELL, RUSS
 WSYR, Syracuse, N. Y.
RUST, TED
 CJBC, CBY, Toronto, Ont.
RUTLEDGE, BILL
 KAND, Corsicana, Tex.
RUTLEDGE, ED.
 WIL, St. Louis, Mo.
RUWE, G. C.
 KICD, Spencer, Iowa
RYAN, JACK
 WNLC, New London, Conn.
RYAN, JOHNNY
 KVOO, Tulsa, Okla.
RYE, FLOYD
 WCAO, Baltimore, Md.

ANNOUNCERS

— S —

SAGUE, SAM R.
WCAE, Pittsburgh, Pa.

SALERNO, F. H.
WNAB, Bridgeport, Conn.

SALTER, RUSS
WIND, Gary, Ind.

SAMPLE, GENE
WGST, Atlanta, Ga.

SAMUEL, PAUL
WKL, Fort Wayne, Ind.

SANBOR, KATHERINE
WKWK, Wheeling, W. Va.

SANDEFER, GEORGE
WRC, Washington, D. C.

SANDERS, BOB
WSTV, Steubenville, Ohio

SANDY, PHILIP
CHEX, Ontario, Can.

SANTEE, PAUL
KYSM, Mankato, Minn.

SARGENT, LEW
WEEI, Boston, Mass.

SAUNDERS, ERNIE
WGKV, Charleston, W. Va.

SATER, HARTLEY
KGW, KEX, Portland, Ore.

SAUNDERS, HOWARD
WMFR, High Point, N. C.

SAUNDERS, WARREN
WSRR, Stamford, Conn.

SAVINSKI, WALTER
WJMS, Ironwood, Mich.

SAWYER, TOM
WDBO, Orlando, Fla.

SAWYER, TOM
WDBO, Orlando, Fla.

SAWYER, VERN E.
KMO, Tacoma, Wash.

SAWYER, WILLIAM A.
KEVR, Seattle, Wash.

SAXON, JERRY
WAIT, Chicago, Ill.

SAYLES, FRED
WAAT, Jersey City, N. J.

SCARBROUGH, GANUS C.
WBRC, Birmingham, Ala.

SCARBORO, MILTON
WSPA, Spartanburg, S. C.

SCHAUGHENCY, EDWIN L.
KDKA, Pittsburgh, Pa.

SCHEUER, JOHN
WFIL, Philadelphia, Pa.

SCHILLER, N. J.
KVOL, Lafayette, La.

SCHMITT, DICK
KMYR, Denver, Colo.

SCHENKER, ANDRE
WTIC, Hartford, Conn.

SCHNEIDER, AL
WSPD, Toledo, Ohio

SCHNIDT, JOHN
WOSU, Columbus, Ohio

SCHOFIELD, MURILLO
WDAF, Kansas City, Mo.

SCHOLEY, ED
KCRJ, Jerome, Ariz.

SCHONS, BILL
WOSH, Oshkosh, Wis.

SCHOOLEY, IVAN
KOA, Denver, Colo.

SCHROEDER, M. L.
KCKN, Kansas City, Kans.

SCHROTT, BOB
KHSL, Chico, Calif.

SCHUBEL, RICHARD
WKAR, East Lansing, Mich.

SCHULZ, HAROLD G.
WRRN, Warren, Ohio

SCHULZ, MARVIN
WOSH, Oshkosh, Wis.

SCHULMAN, CYNTHIA
KLBM, LaGrande, Ore.

SCHWEAR, ROLAND
KTSA, San Antonio, Tex.

SCOFIELD, C. H.
WDBO, Orlando, Fla.

SCOTT, BOB
KFEL, Denver, Colo.

SCOTT, BYRON
WTMV, St. Louis, Mo.

SCOTT, GEORGE
WGAC, Atlanta, Ga.

SCOTT, JACK
CKRC, Manitoba, Can.

SCOTT, JOHN
WOR

SCOTT, JOHN
KWKH, Shreveport, La.

SCOGIN, J. L., JR.
KEYS, Corpus Christi, Tex.

SCOTT, LESLIE
KTUL, Tulsa, Okla.

SCOURBY, NICK
WSRR, Stamford, Conn.

SCULLY, BASIL
CKPR, Ontario, Can.

SEABROOK, GIL
CJCA, Alberta, Can.

SEARLES, NEIL
WEMP, Milwaukee, Wis.

SEARS, FRED
KVNU, Logan, Utah

SEBASTIAN, CHARLES
WBBF, Rock Island, Ill.

SEE, JACK
WPAR, Parkersburg, W. Va.

SELAH, WM.
WBBF, Rock Island, Ill.

SELBER, MURIEL
KRMD, Shreveport, La.

SEWELL, DOUGLAS
KRBC, Abilene, Tex.

SEXTON, MARION
KUAN, Vancouver, Wash.

SEYMOUR, DAN
Duffy's, Blue

SHADWELL, CLAIR
WELL, New Haven, Conn.

SHAFTER, EDDIE
WCAR, Pontiac, Mich.

SHANER, ELMER
KFAB, Lincoln, Nebr.

SHANNON, PAUL V.
KDKA, Pittsburgh, Pa.

SHARPE, VERNON
KVFD, Fort Dodge, Iowa

SHARPE, VIRGIL
KOIL, Omaha, Nebr.

SHARPEE, OLIVE
KWLC, Decorah, Iowa

SHARPLESS, CHARLES
WJOB, Hammond, Ind.

SHARRATTA, TONY
WBRE, Wilkes-Barre, Pa.

SHAW, GEORGE
WSLS, Roanoke, Va.

SHAW, GIL
WMBG, Richmond, Va.

SHAW, HAROLD B.
WSPA, Spartanburg, S. C.

SHEA, BEVERLY
WMBI, Chicago, Ill.

SHEDD, ED
KTMS, Santa Barbara, Calif.

SHEETZ, WILLIAM A.
WSPB, Sarasota, Fla.

SHEPARD, BOB
WOR

SHERRY, BOB
NBC

SHERWOOD, DON
WCPO, Cincinnati, Ohio

SHELDON, JACK
WKRC, Cincinnati, Ohio

SHELDON, WYNE
WWVA, Wheeling, W. Va.

SHELLEY, JACK
WHO, Des Moines, Iowa

SHEPPARD, PAUL
KVOO, Tulsa, Okla.

SHERA, ARTHUR
WOOD-WASH, Grand Rapids, Mich.

SHEKMAN, VAL
WBBM, Chicago, Ill.

SHERMAN, WILLIAM B.
WLAW, Lawrence, Mass.

SHERRY, BOB
WSM, Nashville, Tenn.

SHERWOOD, BILL
WOC, Davenport, Iowa

SHERWOOD, DON
WCPO, Cincinnati, Ohio

SHEILD, VIRGINIA
KCRK, Enid, Okla.

SHUMP, BERT
WSAZ, Huntington, W. Va.

SHIPLEY, GENE
WBW, Topeka, Kans.

SHOAE, PAUL
WMFR, High Point, N. C.

SHOECRAFT, WILLARD
KWJB, Globe, Ariz.

SHORT, JOSEPH A.
WHCU, Ithaca, N. Y.

SHORT, LLOYD
WHLS, Port Huron, Mich.

SHORT, ROBERT E.
WHCU, Ithaca, N. Y.

SHORTRIDGE, CHUCK
KHUB, Watsonville, Calif.

SHUMATE, HAROLD
KRGV, Westaco, Tex.

SIJAKOVICH, ANDY
KHJ, Los Angeles, Calif.

SILBERT, MARTIN
CJEL, Ontario, Can.

SILER, WENDELL
WDBJ, Roanoke, Va.

SIMMONS, BILL
WIS, Columbia, S. C.

SIMMONS, RAE
CFCY, Amherst, N. S.

SIMMS, RAYMOND C.
WCAX, Burlington, Vt.

SIMPSON, BILL
KGBS, Harlingen, Tex.

SIMPSON, CHUCK
WCSC, Charleston, S. C.

SIMPSON, JIMMY
WMRC, Greenville, S. C.

SINCLAIR, JOHN
KLO, Ogdun, Utah

SIPES, LEON
KELD, El Dorado, Ark.

SKELDING, CHARLES
CKRC, Manitoba, Can.

SLAGLE, JOHN
WXYZ, Detroit, Mich.

SLATE, CHARLES
WMVA, Martinsville, Va.

SLATER, BOB
WREN, Lawrence, Kans.

SLATTERY, JACK
Pot Luck Party; Jack Slattery News, KNX; Hellow from Hollywood, CPN.

SLAYTON, JANET
WELL, New Haven, Conn.

SMALLWOOD, EV.
CHAB, Sask., Can.

SMART, BILL
WTOC, Savannah, Ga.

SMILEY, JOS. W.
WMRF, Lewistown, Pa.

SMILEY, S.
CJAT, Trail, B. C.

SMITH, A. R.
CJVI, Victoria, B. C., Can.

SMITH, B. A.
WSON, Henderson, Ky.

SMITH, BECKLEY
WJAS, Pittsburgh, Pa.

ANNOUNCERS

- SMITH, BURLEIGH**
KFBD, Los Angeles, Calif.
- SMITH, CAL**
WMMN, Fairmont, W. Va.
- SMITH, CAL**
KROC, Rochester, Minn.
- SMITH, DALE**
KIT, Yakima, Wash.
- SMITH, DICK**
CKCK, Regina, Sask.
- SMITH, DOUGLAS**
KMMJ, Grand Island, Nebr.
- SMITH, EDWIN**
KGKB, Tyler, Tex.
- SMITH, ELLEN JANE**
WJPA, Washington, Pa.
- SMITH, FRED**
WHK, Cleveland, Ohio
- SMITH, HUBERT**
KFFA, Helena, Ark.
- SMITH, JANE**
WORD, Spartanburg, S. C.
- SMITH, LEE**
WSRR, Stamford, Conn.
- SMITH, LESLIE**
WFDF, Flint, Mich.
- SMITH, LOWELL**
KHJ, Los Angeles, Calif.
- SMITH, MACKIE**
WJLS, Beckley, W. Va.
- SMITH, PAUL**
WNAD, Norman, Okla.
- SMITH, PHIL**
WKPA, New Kensington, Pa.
- SMITH, RICHARD**
WOAI, San Antonio, Tex.
- SMITH, ROBERT**
WHKC, Columbus, Ohio
- SMITH, RODNEY**
KELD, El Dorado, Ark.
- SMITH, SIDNEY**
WKY, Oklahoma City, Okla.
- SMITH, VERNE**
Bob Burns Show.
- SMITH, WHEELER**
KOL, Seattle, Wash.
- SMITH, WILF**
CKCK, Regina, Sask.
- SMYTH, BLEWETT**
KPAC, Port Arthur, Tex.
- SNEAD, N. C.**
WDBJ, Roanoke, Va.
- SNOW, RUSSELL**
KPO, San Francisco, Calif.
- SNOW, WALTER**
KNX, Los Angeles, Calif.
- SNYDER, MARTIN**
WINN, Louisville, Ky.
- SOARAS, GENE**
WSPD, Toledo, Ohio
- SOET, MILLICENT**
WICA, Ashtabula, Ohio
- SONDERGAARD, JIGGS**
KICD, Spencer, Iowa
- SONIS, BERTON**
WCHS, Charleston, W. Va.
- SORENSEN, TOM**
KFOR, Lincoln, Nebr.
- SOUTH, FRANK**
KGER, Long Beach, Calif.
- SOVER, TILLIE**
KRBC, Abilene, Tex.
- SPANN, MEL**
KWFC, Hot Springs, Ark.
- SPARKS, GORDON**
WEXL, Royal, Oak, Mich.
- SPARKS, JIM**
KAND, Corsicana, Tex.
- SPEARS, CHARLIE**
WFBC, Greenville, S. C.
- SPENCER, NELSON P.**
WTBO, Cumberland, Md.
- SPENCER, RAY**
WGAR, Cleveland, Ohio
- SPENGLER, H. C.**
WAIM, Anderson, S. C.
- SPENGLER, KEN**
WCBS, Springfield, Ill.
- SPILLER, BILL**
KPDN, Pampa, Tex.
- SPRACKLIN, NOVA**
KWYO, Sheridan, Wyo.
- ST. LAWRENCE, BOB**
WRAL, Raleigh, N. C.
- STAGG, ANNIE LEE**
WSB, Atlanta, Ga.
- STALLARD, DAL**
KCMO, Kansas City, Mo.
- STAMBACH, PATRISHA**
WHBC, Canton, Ohio
- STANBAUGH, HENRY**
WXYZ, Detroit, Mich.
- STANGER, ROSEMARY**
WGL, WOWO, Ft. Wayne, Ind.
- STANLEY, JACK**
WMN, St. Paul, Minn.
- STANLEY, LARRY**
KFH, Wichita, Kans.
- STANLEY, REX**
KHUB, Watsonville, Calif.
- STANTON, BOB**
NBC
- STANTON, PETE**
WJPA, Washington, Pa.
- STAPLETON, A. W.**
KFPW, Fort Smith, Ark.
- STAPLES, LOYD**
WNBC, Hartford, Conn.
- STARCHER, BUDDY**
KMA, Shenandoah, Iowa
- STARKOVICH, MARY**
KCRJ, Jerome, Ariz.
- STARR, RAY**
WFPG, Atlantic City, N. J.
- STEADMAN, JOHN**
KYA, San Francisco, Calif.
- STEBBINS, JOHN**
WJR, Detroit, Mich.
- STERLE, EARL**
CBS, New York
- STERLE, JIMMY**
WCMJ, Ashland, Ky.
- STEIN, ALEX**
WIND, Gary, Ind.
- STEIS, BILL**
WBEN, Buffalo, N. Y.
- STEPHEN, HARRY**
CHNS, Halifax, N. S.
- STEPHENS, ALBERT**
KVOD, Denver, Colo.
- STEPHENS, JACK**
KSRO, Santa Rosa, Calif.
- STEPHENSON, BOB**
KRGV, Westaco, Tex.
- STEPLER, HAROLD**
WOL, Washington, D. C.
- STERLING, DR. WALLACE**
Dr. Wallace Sterling, KNX.
- STEVENS, ED**
WAAT, Jersey City, N. J.
- STEVENS, LAWRENCE**
KGMB, Honolulu, Hawaii
- STEVENS, WILL**
KOL, Seattle, Wash.
- STEVENSON, ROBERT**
CBS, New York.
- STEWART, BILL**
WOWO, Ft. Wayne, Ind.
- STEWART, CRAIG**
WCAU, Philadelphia, Pa.
- STEWART, JAY**
Meet Joe Public, KNX, Hollywood; Eleanor King Beauty Talks; CBS Open House, CPN.
- STEWART, JOHNNY**
KXOX, Sweetwater, Tex.
- STEWART, LEE**
KMBC, Kansas City, Mo.
- STEWART, MILTON**
KNET, Palestine, Tex.
- ST. GEORGE, DORIAN**
Blue
- STIER, BERNICE**
KUSD, Vermillion, S. D.
- STIFF, JAMES H.**
KBST, Big Springs, Tex.
- STILLE, BERT**
WOSU, Columbus, Ohio
- STOCKS, RICHARD**
WGTC, Greenville, N. C.
- STOLAR, PHILIP C.**
WCAX, Burlington, Vt.
- STONE, GEORGE**
WOOD-WASH, Grand Rapids, Mich.
- STONE, LEILA**
WJDJ, Jackson, Miss.
- STONE, LELAND**
KFFA, Helena, Ark.
- STONER, PETE**
WTIC, Hartford, Conn.
- STOUT, ALLEN**
WROL, Knoxville, Tenn.
- STOUT, GEORGE**
KGA, Spokane, Wash.
- STRADER, JACK**
WCPO, Cincinnati, Ohio
- STRANGE, CY**
CFRB, Ontario, Can.
- STRANGE, GEORGE**
KGER, Long Beach, Calif.
- STRATTON, ALAN**
WAAT, Jersey City, N. J.
- STUART, STREETER**
WBZ-WBZA, Boston, Mass.
- STRICKLAND, WILLIAM**
CHNS, Halifax, N. S.
- STROPE, ARNIE**
WFHR, Wisconsin Rapids, Wisc.
- STUDNEY, ED.**
WOL, Washington, D. C.
- STUMP, GEORGE**
KCKN, Kansas City, Kans.
- SUCCO, EARL**
WCLS, Joliet, Ill.
- SULLIVAN, CLAUDE**
WAVE, Louisville, Ky.
- SUMMERS, JOE**
KVOD, Denver, Colo.
- SUNKEL, BUD**
WHIZ, Zanesville, Ohio
- SUTHERLAND, SAM**
WTSN, Milwaukee, Wis.
- SUTHERLAND, W. C.**
KDKA, Pittsburgh, Pa.
- SUTTON, LARRY**
KUTA, Salt Lake City, Utah
- SVENLA, WALTER**
WQAM, Miami, Fla.
- SWAFFORD, MARTHA**
KRIC, Beaumont, Tex.
- SWARTZ, V. V.**
WTRC, Elkhart, Ind.
- SWEENEY, BOB**
KYA, San Francisco, Calif.
- SWEENEY, FRANK**
WOC, Davenport, Iowa
- SWEENEY, J. B.**
WHRC, Columbus, Ohio
- SWEENEY, WARREN**
Curtiss Candy News; Pet Milk-Saturday Night Serenade; Continental Radio-World News Today—CBS, New York.
- SWEET, BEN**
WMAS, Springfield, Mass.
- SWEET, EDGAR ALLAN**
WFPG, Atlantic City, N. J.
- SWIDENSKY, JEAN**
KOMA, Oklahoma City, Okla.
- SWIFT, ROD**
WGY, Schenectady, N. Y.
- SWINK, CHARLES**
WGAR, Cleveland, Ohio
- SWITZER, JO ANN**
KBST, Big Spring, Tex.

ANNOUNCERS

SWOBODA, ROBERT
WEJN, Racine, Wisc.
SYLVAIN, MARCEL
CBF, Montreal Can.
SZYBEL, T.
WHOM, Jersey City, N. J.
SZMEZAK, TONY
WRJN, Racine, Wisc.

— T —

TABER, BILL
WIBC, Indianapolis, Ind.
TAGGART, BYRON
WIBC, Indianapolis, Ind.
TALBERT, HARRY
WFOY, St. Augustine, Fla.
TALCOTT, ROY
WBNS, Columbus, Ohio
TALL, MARTIN
KLRA, Little Rock, Ark.
TAMBLYN, BOB
WJLD, Bessemer, Ala.
TANKERSLEY, BILL
KWJ, Globe, Ariz.
TAYLOR, ALBERT
WCAU, Philadelphia, Pa.
TAYLOR, CLAUDE E.
WLVA, Lynchburg, Va.
TAYLOR, DON
KOAM, Pittsburgh, Kans.
TAYLOR, LEONARD J.
WHBC, Canton, Ohio
TAYLOR, PAT
WMFR, High Point, N. C.
TAYLOR, PEG
WLBC, Muncie, Ind.
TEAR, SID
WMRC, Greenville, S. C.
TEEL, JOHN
KGO, San Francisco, Calif.
TENPENNY, RAY
WCCO, Minneapolis, Minn.
TERRY, BOB
WTMV, St. Louis, Mo.
TERRY, H. M.
KTBC, Austin, Tex.
TERWEY, TYS
WNOX, Knoxville, Tenn.
TERWILLIGER, EARL
WKNY, Kingston, N. Y.
TESH, JOHN
WSAY, Rochester, N. Y.
THAIN, JIM
KFVE, Everett, Wash.
THAYER, JACK
WLOL, Minneapolis, Minn.
THERIOT, ALLISON
KVOL, Lafayette, La.
THIBEAULT, JOSEPH
WEAN, Providence, R. I.
THIBODEAUX, MRS. J. T.
KVOL, Lafayette, La.
THOMAS, FRANK
KFBC, Cheyenne, Wyo.
THOMAS, GENE
WOPI, Bristol, Va.
THOMAS, GIL
WWL, New Orleans, La.
THOMAS, LLOYD C.
KGFV, Kearney, Nebr.
THOMPSON, GEORGE
WELL, New Haven, Conn.

THOMPSON, HELEN
WFHR, Wisconsin Rapids, Wisc.
THOMPSON, MARK
WEW, St. Louis, Mo.
THOMPSON, NANCY
WDBJ, Roanoke, Va.
THOMSON, REO
CJCA, Alberta, Can.
THOMPSON, TRYMAN
KFRC, San Francisco, Calif.
THORNTON, JOHN
WTHT, Hartford, Conn.
THRASHER, LES
WJPF, Herrin, Ill.
THURSTON, FRANK
WMBH, Joplin, Mo.
TICE, OLIN
U. S. Rubber Co.-New York Philharmonic, CBS, New York.
TIGHE, AL
WJMC, Rice Lake, Wisc.
TILDEN, LAMONT
CBM, Montreal, Can.
TILLMAN, JOHN
Joan Brooks, Jeri Sullivan, CBS, New York.
TILSON, MARIAN
WESX, Marblehead, Mass.
TINGLEY, IRVING
KWNO, Winona, Minn.
TITUS, JAMES M.
KAST, Astoria, Ore.
TOBIN, IRWIN M.
WPRO, Providence, R. I.
TOBOLA, JOHN J.
WAYX, Waycross, Ga.
TODD, GEORGE
WHK, Cleveland, Ohio
TODD, HOMER
WCBM, Baltimore, Md.
TODD, JIMMY
KVOO, Tulsa, Okla.
TOMLINSON, HAZEL
KCKN, Kansas City, Kans.
TORRENCE, ED.
KNOW, Austin, Tex.
TOWNE, EPH
KFJX, Grand Junction, Colo.
TOWNSEND, EDWARD
CJCI, Calgary, Alta.
TOWTHER, JOHN
WKRC, Cincinnati, Ohio
TOZIER, HAL
WJR, Detroit, Mich.
TRACY, NEIL
CKPR, Ontario, Can.
TRANter, CHARLES
WJTN, Jamestown, N. Y.
TRAVIS, EDWARD
WGH, Norfolk, Va.
TRELL, GORDON
KIRO, Seattle, Wash.
TREMAYNE, LES
Bob Crosby & Co., Co-host, NBC.
TREXLER, LAWRENCE
WMPG, Memphis, Tenn.
TRIBLEY, HANK
WGTC, Greenville, N. C.
TRIEST, BILL
KROX, Sacramento, Calif.
TRIESTER, LYMAN
KTKC, Visalia, Calif.

TRILHUS, HELEN
KWLC, Decorah, Iowa
TROTTER, HILDA
WSLB, Watertown, N. Y.
TRUE, PHIL
KXRO, Aberdeen, Wash.
TRUERE, BOB
WPDQ, Jacksonville, Fla.
TRUVERSON, JAMES
WHIO, Dayton, Ohio
TUCHOLKA, EDWARD L.
WEBR, Buffalo, N. Y.
TUEVSKY, NICK
KVEC, San Luis, Obispo, Calif.
TUFELD, DICK
KWKW, Pasadena, Calif.
TURNER, DEAN
KFJZ, Fort Worth, Tex.
TURNER, HOWARD
WBT, Charlotte, N. C.
TURNER, J. G.
WBIR, Knoxville, Tenn.
TURNER, ROBERT
WHAM, Rochester, N. Y.
TURNER, RUTH
WQAM, Miami, Fla.
TURNER, WALTER
WWVA, Wheeling, W. Va.
TUSIN, JACK
WCLS, Joliet, Ill.
TUTTLE, DON
WHYN, Holyoke, Mass.
TWISS, HERBERT
KIRO, Seattle, Wash.
TWYFORD, WARNER
WGH, Norfolk, Va.
TYLER, WAYNE
WLVA, Lynchburg, Va.
TYLER, WILLIAM
KGHF, Pueblo, Colo.
TYNER, BARBARA J.
WFIN, Findlay, Ohio

— U —

UTLEY, CLIFTON
WBBM, Chicago, Ill.

— V —

VAILE, DAVE
In Time to Come; I Was There; Saturday Ten O'Clock Wire—CPN, Hollywood; Park Concert, Merolies America Loves; Dr. Wallace Sterling, KNX.
VALENTINE, RANCE
WTAM, Cleveland, Ohio
VAN ALSYNE, A.
WKBZ, Muskegon, Mich.
VAN DEVENTER, FRED
WJR, Detroit, Mich.
VAN DYKE, RUSS
WNAX, Yankton, S. D.
VAN HOOSER, RAYMOND
WEXL, Royal Oak, Mich.
VAN IDERSTINE, AL.
CHAB, Sask., Can.
VAN KEEL, GLEN
WIBC, Indianapolis, Ind.
VAN OSCH, JOHN
KPAC, Port Arthur, Tex.

ANNOUNCERS

VASSEY, DICK
WGAC, Augusta, Ga.

VESEL, ROBERT
WVVA, Wheeling, W. Va.

VELAZQUEZ, OSVALDO TORRES
WKAQ, San Juan, Puerto Rico

VERBA, GILBERT
KOA, Denver, Colo.

VERNON, WILLIAMS
KWTO, Springfield, Mo.

VEST, DON
KOVD, Denver, Colo.

VICKERS, LEE
WTOP, Washington, D. C.

VICTOR, LEE
WTOP, Washington, D. C.

VICTOR, MILDRED
KTBI, Tacoma, Wash.

VIGMAN, SAMUEL
WHOM, Jersey City, N. J.

VILLANI, JOHN
WBRW, Welch, W. Va.

VINSON, JIM
WBML, Macon, Ga.

VOGEL, BOB
WJAG, Norfolk, Nebr.

VOLLERS, KAY
WBRV, Waterbury, Conn.

VON LINDER, L.
WMT, Cedar Rapids; KRNT, KSO, Des Moines, Iowa

VONNE, NOEL
WHUB, Watsonville, Calif.

VON ZELL, HARRY
Time to Smile, NBC; Duffy's Tavern, Blue, Dinah Shore Program, CBS.

— W —

WAFFORD, JOE
KFQD, Anchorage, Alaska

WAGNER, ELEANOR
KRMD, Shreveport, La.

WAHLBERG, JOEL F.
WGH, Norfolk, Va.

WALDECKER, FRANK
WBZ-WBZA, Boston, Mass.

WALDEN, HENRY
WNEW, New York City.

WALDROP, JIM
NBC

WALKER, FRANKIE COLLYER
WFOY, St. Augustine, Fla.

WALKER, PELLON
KTFM, Temple, Tex.

WALLACE, BILL
KELO, Sioux Falls, S. D.

WALLACE, BOB
WSNY, Schenectady, N. Y.

WALLACE, CURT
KTMV, St. Louis, Mo.

WALLACE, GUY
WBBM, Chicago, Ill.

WALLACE, RAY
WKST, New Castle, Pa.

WALKRATH, WALTER W.
WICA, Ashtabula, Ohio

WALROD, TRUMAN
KHAS, Hastings, Nebr.

WALTER, BILL
KGKY, Scotts Bluff, Nebr.

WALTER, ROBERT G.
WWNY, Watertown, N. Y.

WALTERS, CHARLES
WBT, Charlotte, N. C.

WALTERS, JACK
WSGA, Montgomery, Ala.

WALTERS, JOE
Eleanor King Beauty Talks, CPN; Joe Burton, Opportunity PDQ, KNX.

WALTON, GILBERTA
KVOA, Siloam Springs, Ark.

WALTON, HUGH
WCAU, Philadelphia, Pa.

WANN, PAUL
WDOO, Chattanooga, Tenn.

WARD, BILL
WJMA, Covington, Va.

WARD, PERRY
Hollywood Showcase, CPN; Seramby Amby, NBC.

WARD, TOM (GUY)
Free Lance, N.Y.C.

WARLAND, GEORGE
KMMJ, Grand Island, Nebr.

WARNER, NEWELL
WCBM, Baltimore, Md.

WARNES, BOB
KWAT, Watertown, S. D.

WARREN, BAILY
KGS, San Diego, Calif.

WARREN, C. J.
KFPA, Helena, Ark.

WARREN, JOE
KROD, El Paso, Tex.

WARREN, O. W.
KARK, Little Rock, Ark.

WARRINGTON, FRANK
WJR, Detroit, Mich.

WATKINS, JOHN
WCKY, Cincinnati, Ohio

WATSON, GEORGE
WBBM, Chicago, Ill.

WATTERS, BILL
KADA, Ada, Okla.

WATTERS, JOE
KNX, Hollywood

WATTS, DUANE L.
KHAS, Hastings, Nebr.

WAYNE, BOB
WDGY, Minneapolis, Minn.

WAYNE, CARTER
WHK, Cleveland, Ohio

WAYNE, STUART
KYW, Philadelphia, Pa.

WEAKLEY, SCOTT
KROW, Oakland, Calif.

WEATHERWAX, JACK
CJKL, Ontario, Can.

WEAVER, BEN
KPO, San Francisco, Calif.

WEAVER, FRANK
KSRQ, Santa Rosa, Calif.

WEAVER, JACKSON
WMAL, Washington, D. C.

WEBB, GENE
WSNY, Schenectady, N. Y.

WEBB, HUGH
WJHO, Opelika, Ala.

WEBBER, FRED
WFIL, Philadelphia, Pa.

WEBBER, GRANT
CFRN, Edmonton, Alta.

WEBER, FRED
WSOY, Decatur, Ill.

WEBSTER, CURT
WNOX, Knoxville, Tenn.

WEEKS, JOSEPH
CBS, New York

WEEKS, FRANCIS
WILL, Urbane, Ill.

WEEKS, WARREN
KEX, KGW, Portland, Ore.

WEIGLE, FRANN
WLAV, Grand Rapids, Mich.

WELCH, CPL. WALTER
WVCX, Sitka, Alaska

WELDON, PAUL E.
KWRC, Fendleton, Ore.

WEIR, BOB
CKCK, Regina, Sask.

WELLING, FRANK
WCHS, Charlestown, W. Va.

WELLS, EARL
KFPW, Fort Smith, Ark.

WELTNER, FRANK
KTMS, Santa Barbara, Calif.

WENZINGER, MAURICE
KGFV, Yearney, Nebr.

WEST, BOB
WMAL, Washington, D. C.

WESNER, LeROY
WRJN, Racine, Wis.

WESTBY, SELMER
KGB, San Diego, Calif.

WESTERKAMP, DICK
WTIC, Hartford, Conn.

WESTOVER, JAMES
WGL, Fort Wayne, Ind.

WHEAT, RAY
WJOB, Hammond, Ind.

WHEATLEY, DAVID
WJAC, Johnstown, Pa.

WHEEBEE, CHARLES
WGTC, Greenville, N. C.

WHEELER, TONY
WFIL, Philadelphia, Pa.

WHITAKER, M. E.
CFLC, Brackville, Ont., Can.

WHITE, ELIZABETH
WGTM, Wilson, N. C.

WHITE, KATHRYN
WNOX, Knoxville, Tenn.

WHITE, LARRY
WOLF, Syracuse, N. Y.

WHITE, MORGAN
KSUB, Cedar City, Utah

WHITE, PAT
KTBS, Shreveport, La.

WHITE, VERNON
KSFO, San Francisco, Calif.

ANNOUNCERS

WHITE, WORTH W.
WPTF, Raleigh, N. C.

WHITELEATHER, MELVIN
KYW, Philadelphia, Pa.

WHITESIDES, F. C., JR.
KTFM, Temple, Tex.

WHITEFIELD, ROWENA
WGAA, Cedartown, Ga.

WHITLEY, JAMES
WGBR, Goldsboro, N. C.

WHITLEY, WHIT
WRR, Dallas, Tex.

WHITLOCK, FRANCES
WMBI, Chicago, Ill.

WHITMAN, GAYNE
General Westinghouse.

WHITNEY, DENMAN
KQW, San Jose, Calif.

WHITNEY, EDMUND
KQW, San Jose, Calif.

WICHMANN, WM. P.
WLBL, Stevens Point, Wis.

WICKS, JOHN W.
WATW, Ashland, Wis.

WIDDER, DAVID
KCKN, Kansas City, Kans.

WIDMARK, HERB
WDSM, Superior, Wis.

WIDOE, RUSS
WIND, Gary, Ind.

WIEDNER, JEANNE
WKBB, Dubuque, Iowa

WIETHUCHTER, PFC. FRED
WVCX, Sitka, Alaska

WILBANKS, ALLEN
KGKL, San Angelo, Tex.

WILCOX, HARLOW
Fibber McGee & Molly, Amos
'N' Andy, Mayor of the Town,
Blondie, Maxwell House.

WILCOX, PAUL
KGMB, Honolulu, Hawaii

WILCURT, ARLEN
WMBI, Chicago, Ill.

WILLARD, DICK
WOR

WILLARD, GEORGE
WOR

WILLIAMS, PVT. EARL
WVCX, Sitka, Alaska

WILLNITE, HOWARD
WSOY, Decatur, Ill.

WILLIAMS, BARBARA ANNE
WAJR, Morgantown, W. Va.

WILLIAMS, BEN.
WTOC, Savannah, Ga.

WILLIAMS, CLIFFORD
KPO, San Francisco, Calif.

WILLIAMS, DICK
WCPO, Cincinnati, Ohio

WILLIAMS, EARL
KOB, Albuquerque, N. M.

WILLIAMS, KEN
WFBR, Baltimore, Md.

WILLIAMS, RUSS
WCOL, Columbus, Ohio

WILLIAMS, VERNE
WESX, Marblehead, Mass.

WILLIAMS, VERNON
KGBX, Springfield, Mo.

WILLIAMS, WELCH
WCED, DuBois, Pa.

WILLIS, GORDON
KQW, San Jose, Calif.

WILLS, ANN
WATW, Ashland, Wis.

WILLS, HARRY
WATW, Ashland, Wis.

WILLSE, WM.
WITH, Baltimore, Md.

WILLSON, JIMMIE
WAPI, Birmingham, Ala.

WILMART, ALBERT E.
KTKC, Visalia, Calif.

WILSON, DAVE
KFH, Wichita, Kans.

WILSON, DON
Grape Nuts Flakes Program,
NBC.

WILSON, BERT
WJJD, Chicago, Ill.

WILSON, DONALD
WSAU, Wausau, Wis.

WILSON, F. R.
KEEW, Brownsville, Tex.

WILSON, FRANCES
KTUL, Tulsa, Okla.

WILSON, GEORGE
WSTV, Steubenville, Ohio

WILSON, HERMAN
KUTA, Salt Lake City, Utah

WILSON, JACK, JR.
KEEW, Brownsville, Tex.

WILSON, KENNETH
WMBS, Uniontown, Pa.

WILSON, PAT
WSAZ, Huntington, W. Va.

WILSON, STUART
WHAM, Rochester, N. Y.

WILSON, W. W.
KEEW, Brownsville, Tex.

WILTON, ROBERT
KVEC, San Luis Obispo, Calif.

WING, EARL
KSNAN, San Francisco, Calif.

WINN, WILLIAMS
WJTN, Jamestown, N. Y.

WINTERS, DON
KLX, Oakland, Calif.

WITTON, BLOIS H.
CFOS, Owen Sound, Ont.

WOLD, JOHN ALLEN
Coca Cola "The Pause That
Refreshes," Cream of Wheat
"Let's Pretend," "School of
the Air," CBS, New York.

WOLF, ROSEMARY
WWNY, Watertown, N. Y.

WOOD, BOB
WTOP, Washington, D. C.

WOODARD, RAY
WFNC., Fayetteville, N. C.

WOODWARD, DUTCH
KMMJ, Grand Island, Nebr.

WOOLF, JOHN
KDYL, Salt Lake City, Utah

WOOLFRIES, ANDREW G.
WMT, Cedar Rapids; KENT,
KSO, Des Moines, Iowa.

WOOLEY, HARRISON
KFRG, San Francisco, Calif.

WORKHOVEN, MERRILL
KELO, Sioux Falls, S. D.

WORLEY, DAVID R.
KGLU, Safford, Ariz.

WORTENDYKE, ROBERT
WTRY, Troy, N. Y.

WRAY, HALL
WGAA, Cedartown, Ga.

WRIGHT, BLOYCE
WKY, Oklahoma City, Okla.

WRIGHT, BURTON
WKY, Oklahoma City, Okla.

WRIGHT, HOLLIS
WRC, Washington, D. C.

WRIGHT, ROGERS
KBTM, Jonesboro, Ark.

WRIGHT, STERLING W.
WSPA, Spartanburg, S. C.

WRIGHT, WILL
KDYL, Salt Lake City, Utah

WYATT, BILL
NBC

WYATT, DEWITT
WMMN, Fairmont, W. Va.

WVLY, RUSSELL
WLAC, Nashville, Tenn.

— Y —

YEAROUT, BILL
KWTO, Springfield, Mo.

YELLUM, ELLMORE
WKNY, Kingston, N. Y.

YERXA, HAROLD
CJCA, Alberta, Can.

YOUNG, EDWARD P.
KDKA, Pittsburgh, Pa.

YOUNG, JOHN
WREN, LAWRENCE, Kans.

YOUNG, MARIETTA
WSAZ, Huntington, W. Va.

YOUNG, MURRAY
WHK, Cleveland, Ohio

YOUNG, NORMAN
WGNC, Gastonia, N. C.

YOUNG, ROBERT
WAOV, Vincennes, Ind.

YOUNGBLOOD, WESLEY
KFYO, Lubbock, Tex.

YULL, D.
CJIC, Saulte Ste. Marie, Ont.

— Z —

ZABLETOVICH, ELEANOR
WHOM, Jersey City, N. J.

ZANCKER, NORMAN D.
KSAL, Salina, Kans.

ZAPEL, ARTHUR, JR.
WGL, Fort Wayne, Ind.

ZIEGLER, AL
KOBH, Rapid City, S. C.

ZIEMER, GREGOR
WLW, Cincinnati, Ohio

ZIMMON, HAROLD
WPRO, Providence, R. I.

ZYBERG, ED
KROX, Sacramento, Calif.

SPORTS COMMENTATORS



And Their Work During 1943



— A —

ALBURTY, BOB
WBHQ, Memphis, Tenn.

ALDEN, JERRY
WSNJ, Bridgeton, N. J.

ALLEN, DR. F. C. "PHOG"
KFKU, Lawrence, Kans.

ALTMAN, RICHARD
WKAT, Miami Beach, Fla.

AMES, DON
KXEL, Waterloo, Iowa

ARLOW, HERB
CJKL, Ontario, Can.

ARMSTRONG, FRANK
WJPR, Greenville, Miss.

ARMSTRONG, STAN
CJCA, Alberta, Can.

ARNELL, PETER
WPEN, Philadelphia, Pa.

ARTHUR, FRANK
KMJ, Fresno, Calif.

— B —

BABCOCK, BILL
WMMN, Fairmont, W. Va.

BAKER, C. W.
KLPK, Minot, N. D.

BAKER, CY
WOAI, San Antonio, Tex.

BALCH, ALLEN
KGKB, Tyler, Tex.

BALLARD, GEORGE
WGBG, Greensboro, N. C.

BARBER, RED
WHN, New York, N. Y.

BARRY, JIM
WGH, Newport News, Va.

BATEY, DICK
CJVI, Victoria, B. C., Can.

BAUER, GEORGE
WMBD, Peoria, Ill.

BELL, TED
KRSC, Seattle, Wash.

BENNETT, RAY
KBUR, Burlington, Iowa

BENSON, RALPH
KOF, Seattle, Wash.

BERKOWITZ, MILT
WNBC, Hartford, Conn.

BERMAN, SANFORD
WHLB, Virginia, Minn.

BISHOP, BURTON
KTEM, Temple, Tex.

BLAIN, JIM
WPAR, Parkersburg, W. Va.

BUAIN, LEE
WBML, Macon, Ga.

BLUE, IRA
KQW, San Jose, Calif.
KLX, Oakland, Calif.

BOCHMAN, BILL
WCOS, Columbia, S. C.

BOLICH, R. T.
WJMS, Ironwood, Mich.

BOX, VES
KRLD, Dallas, Tex.

BOYD, HARVEY R.
KPLT, Paris, Tex.

BOYDEN, WM.
WKEZ, Muskegon, Mich.

BOYER, JOHN F.
KDKA, Pittsburgh, Pa.

BRADLEY, BILL
WGY, Schenectady, N. Y.

BRADSHAW, F. HERMAN
KGLU, Safford, Ariz.

BRANDY, JOSEPH R.
WSLB, Ogdensburg, N. Y.

BRATTON, RUSSELL
WKMO, Kokomo, Ind.

BREINING, PAUL M.
WMRF, Lewistown, Pa.

BRENGEL, BILL
WWL, New Orleans, La.

BRITT, JOHN
WGBR, Goldsboro, N. C.

BROWN, J. ALLEN
WFOY, St. Augustine, Fla.

BROWN, BILL
KYA, San Francisco, Calif.

BROWN, MAX
KHAS, Hastings, Nebr.

BROWNE, FRANK
KTHS, Ark.

BURICK, MARVIN
WIOD, Miami, Fla.

BURICK, SI.
WHIO, Dayton, Ohio

BURRILL, SCOTT
WCAT, Rapid City, S. D.

BUXBAUM, PHIL, JR.
WELJ, New Haven, Conn.

BVRUM, BUCK
WSIX, Nashville, Tenn.

— C —

CAIN, DOYLE
KFXD, Nampa, Idaho

CALHOUN, BRUCE
KIRO, Seattle, Wash.

CAMPAGNA, TED
WDAY, Fargo, N. D.

CARMICHAEL, LES.
WFOR, Hattiesburg, Miss.

CARNE, BERT
KGFJ, Los Angeles, Calif.

CARNEGIE, TOM
WOWO, Ft. Wayne, Ind.

CARPENTER, JAMES D.
WKBB, Dubuque, Iowa

CARR, TOM
WTIC, Hartford, Conn.

CARROLL, JIM
KWYO, Sheridan, Wyo.

CASE, JOHN G.
WNNY, Watertown, N. Y.

CATON, EARL
WSTP, Salisbury, N. C.

CHAMBERLAIN, CARL
WSAY, Rochester, N. Y.

CHARVAT, JACK
KTUL, Tulsa, Okla.

CHIOZZA, LOU
WBHQ, Memphis, Tenn.

CHURCHILL, NELSON
WNAC, Boston, Mass.

CLANCY, ROY
WMFJ, Daytona Beach, Fla.

CLAWSON, LEW
WVVA, Wheeling, W. Va.

CLUNEY, JOHN
WATR, Waterbury, Conn.

COHEN, LESTER
WMBS, Uniontown, Pa.

CONRAD, STAN
WMFR, High Point, N. C.

COOK, BOB
WGBR, Goldsboro, N. C.
WPAR, Parkersburg, W. Va.

COOK, JAMES
WORD, Spartanburg, S. C.

CORNISH, WORTHEN
WGAN, Portland, Me.

CORRAY, FRED
WILL, Urbana, Ill.

CORSON, BARNEY
KMA, Shenandoah, Iowa

COSTIN, JAMES
WSBT, South Bend, Ind.

COUGHLIN, ROUNDY
WIBA, Madison, Wis.

COUMONT, FRANK J.
KVAN, Vancouver, Wash.

COWEL, DICK
KPLT, Paris, Tex.

COZAD, FLOYD V.
WLPM, Suffolk, Va.

CRADDOCK, JACK
WKPA, New Kensington, Pa.

CRAGO, DICK
WRUF, Gainesville, Fla.

CRAIN, OSCAR
KFPY, Spokane, Wash.

CRUICKSHANK, GERALD
CKNX, Wingham, Can.

CRUMRINE, G. A.
KVNU, Logan, Utah

CUMMINS, CHARLIE
KEEW, Brownsville, Tex.

— D —

DAILEY, TOM
WKAT, Miami Beach, Fla.

DAILEY, TOM
WOW, Omaha, Nebr.

DAVIES, BOB
KVAK, Atchison, Kans.

DAVER, ROBERT
WFAS, White Plains, N. Y.

DAVIS, CHARLIE
WFBC, Greenville, S. C.

DAVIS, DON
KEVE, Everett, Wash.

DAVIS, EDDIE
WTOC, Savannah, Ga.

DAVIS, JACK
WALL, Middletown, N. Y.

DAVISON, RANDALL
WAIM, Anderson, S. C.

DAWSON, BUD
KBIZ, Ottumwa, Iowa

DENNIS, DINTY
WQAM, Miami, Fla.

DENTLER, WARREN
KEYS, Corpus Christi, Tex.

DESCARREAU, MAURICE
CHRC, Quebec, Que.

DESMOND, CONNIE
WHN, New York, N. Y.

DILL, GLEN
WTSP, St. Petersburg, Fla.

DILWORTH, ROY
CBL, Toronto, Ont.
CJBC, Toronto, Ont.

DOLAN, JIMMY
CBS

DORWEILER, PHIL
KVFD, Fort Dodge, Ia.

DUNCAN, EDDIE
WSON, Henderson, Ky.

DUNPHY, DON
WINS, New York City

DURBIN, DON
WEW, St. Louis, Mo.

DWYER, DAN
WOLF, Syracuse, N. Y.

DYER, BILL
WITH, Baltimore, Md.

— E —

EBEL, JIM

WILL, Urbana, Ill.

EDWARDS, WEBLER

KGMB, Honolulu, Hawaii

EGENROAD, CHARLES

WSBT, South Bend, Ind.

ELKINS, LISTON

WAXX, Waycross, Ga.

ELLIOTT, DOYCE

KXOX, Sweetwater, Tex.

ELSTAD, STANLEY

KFPY, Spokane, Wash.

ELVIN, RALPH

WLOK, Lima, Ohio

ERIN, BILL

WIZE, Springfield, Ohio

EUBANKS, BLAIR

WTAR, Norfolk, Va.

EVANS, ROBERT

WSPD, Toledo, Ohio

— F —

FARIS, CLINTON

WGTM, Wilson, N. C.

FAULKNER, WM.

WISH, Indianapolis, Ind.

FAY, JOSEPH A.

WPRO, Providence, R. I.

FELDMAN, BOB

WMAS, Springfield, Mass.

FENTON, EDDIE

WCBM, Baltimore, Md.

FERGUSON, WALTER

WSIX, Nashville, Tenn.

FINDLAY, DAVE

WSLS, Roanoke, Va.

FISHER, JERRY

KVIC, Victoria, Tex.

FISHER, RALPH

KVAN, Vancouver, Wash.

FITZGERALD, BILL

WPTF, Raleigh, N. C.

FLANAGAN, EUGENE L.

WPTF, Raleigh, N. C.

FLANNAGAN, PAT

WBBM, Chicago, Ill.

FLYNN, ARTHUR

WLAW, Lawrence, Mass.

FOSTER, "BUD"

KFAR, Fairbanks, Alaska

FOSTER, FRANK

WHDL, Olean, N. Y.

FOSTER, HARRY ("Red")

CFRB, Toronto, Ont.

FOSTER, JACK

WCKY, Cincinnati, Ohio

FOX, CARL

KGXB, Springfield, Mo.

KWTO, Springfield, Mo.

FRECH, EDWARD

WMAN, Mansfield, Ohio

FREDERICK, CALVIN

KVOR, Colorado Springs, Colo.

FRENCK, PETE

WHAS, Louisville, Ky.

FRINK, BILL

WTRC, Elkhart, Ind.

— G —

GALLIVAN, D. L.

CJFX, Nova Scotia, Can.

GARCIA, PEDRO JUAN

WPAB, Ponce, Puerto Rico

GARCIA, RAY

KFMB, San Diego, Calif.

GARDNER, CARROLL "PINK"

WSNY, Schenectady, N. Y.

GARNES, CLARENCE

KFBI, Wichita, Kans.

GEEHAN, JERRY

KMO, Tacoma, Wash.

GIBBINS, JAMES

WMAL, Washington, D. C.

GILLIN, WILLIAM P.

KLZ, Denver, Colo.

GILLUNG, BILL

WCED, DuBois, Pa.

GIVEN, KEN

WLBJ, Bowling Green, Ky.

GLICKMAN, MARTY

WHN, New York, N. Y.

GOLIGHTLY, GROVER

WSPA, Spartanburg, S. C.

GOULET, ARMOUND

CHLP, Quebec, Can.

GOODY, CURT

KFBC, Cheyenne, Wyo.

BILL STERN

*Awarded first place in every nation-wide
radio poll for the last three years*

as

Best Sports Announcer

Mon. through Fri.—6:40—N.B.C.—For Penn Tobacco Co.

Fri. at 10:30—N.B.C.—For Colgate Shave Cream

All Sports All Year—N.B.C.

Metro Goldwyn Mayer—Newsreels Each Week

Columbia Pictures—12 Shorts per Year

Short Stories—Liberty Magazine—12 per Year

Exclusively—National Broadcasting Co.—Exclusively

GRAHAM, WALTER
WMAZ, Macon, Ga.
GRANEY, JACK
WHK, Cleveland, Ohio
GRAVENMIRE, HARRY
KFFA, Helena, Ark.
GREENBERGER, JIMMY
KFQD, Anchorage, Alaska
GREGORY, JIMMY
WATL, Atlanta, Ga.
GREGORY, LLOYD
KPRC, Houston, Tex.
GWYNN, Z. V.
WDNC, Durham, N. C.

— H —

HCKETT, JON
KWFC, Hot Springs, Ark.
HADLEY, DOUG
WJPF, Herrin, Ill.
HADLEY, IRVING ("Bump")
WBZ-WBZA, Boston, Mass.
HALLBERG, LEE
CJVI, Victoria, B. C., Can.
HAMILTON, WILLIAM H.
WHIO, Dayton, Ohio
HANLON, TOM
KNX, Los Angeles, Calif.
HARING, CLAUD
WCAU, Philadelphia, Pa.
HARMON, KING
KUTA, Salt Lake City, Utah
HARNEW, IVAN
WHIZ, Zanesville, Ohio
HARPER, EARL
VWW, Akron, Ohio
HARRINGTON, JOHN
WBBM, Chicago, Ill.

HAWLEY, BERNARD
KVAK, Atchison, Kans.
HEALEY, DANIEL
WBRK, Pittsfield, Mass.
HELLMAN, HARRY
WXYZ, Detroit, Mich.
HENDERSON, ART
CHAB, Sask., Can.
HENDRICKSON, CAL
WNAD, Norman, Okla.
HENRY, LEW
WHK, Cleveland, Ohio
HERRIN, W. WELDON
WRBL, Columbus, Ga.
HIGGINS, GEORGE
WTCN, Minneapolis, Minn.
HILL, BILL
KFMB, San Diego, Calif.
HILL, DON
WAVE, Louisville, Ky.
HILLEARY, PERRY E.
KINY, Juneau, Alaska
HILTON, CHARLES
KORE, Eugene, Ore.
HITCHCOCK, JACK
KOA, Denver, Colo.
HOBGOOD, BOB
WMPS, Memphis, Tenn.
HODGE, THEODORE
WTBO, Cumberland, Md.
HODGES, RUSS
WOL, Washington, D. C.
HOGAN, T. G.
WATW, Ashland, Wis.
HOBGIN, FINLEY
WDAN, Danville, Ill.
HOLLAND, LEONARD
KFJZ, Fort Worth, Tex.
HOLT, RUSS
WOLS, Florence, S. C.

HOOPER, JACK
WMBG, Richmond, Va.
HOUGAN, FRANCIS
WDAN, Danville, Ill.
HOYT, WAITE
WKRC, Cincinnati, Ohio
HUMMEL, CHARLES
WCOL, Columbus, Ohio
HUNTER, JAMES
WSVA, Harrisonburg, Va.
HUNTER, RIG.
KHUB, Watsonville, Calif.
HUNTINGTON, CLAY
KTBI, Tacoma, Wash.
HURST, WILSON
KWFC, Hot Springs, Ark.
HUSING, TED
CBS
HUSS, J. W.
WJMS, Ironwood, Mich.
HUSSEY, TOM
WNAC, Boston, Mass.

— I —

INGALLS, WALLY
WSTU, Steubenville, Ohio
INGSTAD, BOB
KOVV, Valley City, N. D.

— J —

JACKSON, BUD
KVOO, Tulsa, Okla.
JASEN, PHILIP
WTAG, Worcester, Mass.
JEFFREY, JOHN CARL
WKMO, Kokomo, Ind.

BERT LEE



Hockey
"Today's Baseball"
Pro Football
"Warm Up Time"
"Sports Extra"
for
Eichler's
Nedick's
Krank's Shave Kreem
on

WHN

Tops in Sports

• • • **SPORTS COMMENTATORS** • • •

JENNINGS, AL
WPDQ, Jacksonville, Fla.
JOHNSEN, CLIF
KLX, Oakland, Calif.
JOHNSON, ROLLIE
WCCO, Minneapolis, Minn.
JOHNSTONE, FRED
CKWS, Kingston, Ont., Can.
JORDAN, CHARLIE
WRR, Dallas, Tex.
JOYNER, FRED
WFMJ, Youngstown, Ohio

— **K** —

KANE, JACK
WHEB, Portsmouth, N. H.
KELLEY, BOB
WGAR, Cleveland, Ohio
WJR, Detroit, Mich.
KELLOGG, ROBERT
KGFV, Kearney, Nebr.
KELLY, SPEED
KLX, Oakland, Calif.
KENNARD, STEWART
WFB, Baltimore, Md.
KENDRICK, PHIL
KRBC, Abilene, Tex.
KENLO, JOHNNY
KALB, Alexandria, La.
KENT, GEORGE
WCPO, Cincinnati, Ohio
KIELEY, SAM
WDSM, Superior, Wis.
KINNAIRD, HARRY
WBLK, Clarksburg, W. Va.
KIRBY, BILL
WEAU, Eau Claire, Wis.
KIRBY, LEE
WBT, Charlotte, N. C.
KLEM, RED
KPAC, Port Arthur, Tex.
KLEY, HERBERT A.
WMAM, Marinette, Wis.
KLIMENT, BOB
WEBR, Buffalo, N. Y.
KLISE, RODERIC
KHQ, Spokane, Wash.
KGA, Spokane, Wash.
KNUTSEN, MILO
KROC, Rochester, Minn.
KOBERNAT, RALPH
KGGM, Albuquerque, N. M.
KOEGLER, JOE
KPAB, Laredo, Tex.
KOESTER, TONY
KFBX, Sacramento, Calif.
KOTHE, DICK
KDAL, Du'uth, Minn.
KRITZER, CY
WEBR, Buffalo, N. Y.
KROECK, LOUIS F.
KTMS, Santa Barbara, Calif.

— **L** —

LAIRD, BEN A.
WOSH, Oshkosh, Wis.
LAKE, BARRY
WHO, Des Moines, Iowa
LANDIS, DEWITT
KFYO, Lubbock, Tex.
LASSEN, LEO
KRSC, Seattle, Wash.
LAWRENCE, JAMES
KOVO, Provo, Utah
LEAR, ELI (King)
WBRY, Waterbury, Conn.

LEE, BERT
WHN, New York, N. Y.

LEE, FRANK
WMMN, Fairmont, W. Va.
LEE, JOE
KGFF, Shawnee, Okla.
LENTZ, ART
WIBA, Madison, Wisc.
LEO, FRED
WMBD, Peoria, Ill.
LESPERANCE, ZOTIQUE
CKAC, Montreal, Que.
LEWIS, ART
WOWO, Ft. Wayne, Ind.
LIBBY, JOHN C.
WCOU, Lewiston, Me.
LINDSAY, ART
KXRO, Aberdeen, Wash.
LOCHMAN, WALT
KMBC, Kansas City, Mo.
LOWE, JACKSON
WWDC, Washington, D. C.
LOWERY, BILL
KTHS, Hot Springs, Ark.
LUCE, DEAN
WCHV, Charlottesville, Va.
LUND, VICTOR H.
WAOV, Vincennes, Ind.
LUNDQUIST, ELDON
WTRC, Elkhart, Ind.

— **M** —

McALISTER, R. B.
KICA, Clovis, N. M.
McARTHUR, RICHARD
WTHT, Hartford, Conn.
McDEVITT, JEROME
WBLK, Clarksburg, W. Va.
McDONALD, ARCH
WTOP, Washington, D. C.
McDONALD, JACK
KLX, Oakland, Calif.
McDONALD, L. A.
CFCY, Charlottetown, P.E.I.,
Can.
McDONALD, SANDY
WDSM, Superior, Wis.
McGOWAN, GEORGE L.
KINY, Juneau, Alaska
McINTIRE, RUSSELL
WSTP, Salisbury, N. C.
McKEE, BURTT
WAPI, Birmingham, Ala.
McKNIGHT, MES
CFRB, Ontario, Can.
McLEAN, CECIL
CJFX, Nova Scotia, Can.
McLEAN, NORMAN
WRRN, Warren, Ohio
McLINN, "STONEY"
WIP, Philadelphia, Pa.
McNEILLIS, TOM
WKNY, Kingston, N. Y.
McRANEY, BOB
WCB, Columbus, Miss.
McTIGUE, HARRY
WINN, Louisville, Ky.
MacDONALD, JACK
KCA, San Francisco, Calif.
MACK, BILL
WEDC, Chicago, Ill.
MacLEAN, JOHN
WGVV, Charleston, W. Va.
MANN, JOSEPH
WKWK, Wheeling, W. Va.
MANN, STU
WDGC, Minneapolis, Minn.
MANNING, TOM
WTAM, Cleveland, Ohio
MARGET, MANNY
KVOX, Moorhead, Minn.
MARKEL, ARTHUR
WJAR, Providence, R. I.
MARSHALL, NORMAN
CKPC, Ontario, Can.

MARTIN, DAVE
WRUF, Gainesville, Fla.
MARTIN, JACK
WKBH, LaCrosse, Wisc.
MASON, MAURICE BABE
KVAK, Atehison, Kans.
MATHEWS, TOM
WFLA, Tampa, Florida
MAYHEW, F. E. ("Tiny")
KASA, Elk City, Okla.
MACNARD, BILL
KTTT, Springfield, Mo.
MERKER, CLARENCE
KVEC, San Luis Obispo, Calif.
MEYER, AL
KPOW, Powell, Wyo.
MICHAELS, BILL
KABC, San Antonio, Tex.
MILLER, PAUL J.
WVVA, Wheeling, W. Va.
MILLER, OMER ("Pokie")
WPAY, Portsmouth, Ohio
MILNER, GENE
KHQ, Spokane, Wash.
MITCHELL, FRANK
WAXX, Wavercross, Ga.
MOBLEY, ERNEST
WAPO, Chattanooga, Tenn.
MOLEN, SAM
WCHS, Charleston, W. Va.
MOOREHEAD, TOM
WFIL, Philadelphia, Pa.
MORGAN, RAY
WFTL, Ft. Lauderdale, Fla.
MORGAN, WORTH
WGAA, Cedarstown, Ga.
MORLEY, BERNARD
WHCU, Ithaca, N. Y.
MORLEY, EDWARD S.
WHCU, Ithaca, N. Y.
MORRIS, TRUMAN
WOMI, Owensboro, Ky.
MORRISON, ARTHUR
KRC, Manitoba, Can.
MORRISON, G. W.
WPTF, Raleigh, N. C.
MORTON, EARL
CHNS, Halifax, N. S.
MULLINAX, EDWIN
WLAG, LaGrange, Ga.
MURPHY, WILLIAM
KFYE, Bismark, N. Dak.
MURRAY, FRANNY
WIBG, Philadelphia, Pa.
MUZZY, JAMES
WHBC, Canton, Ohio

— **N** —

NESBITT, DICK
WKRC, Cincinnati, Ohio
NEWKIRK, ALFRED B.
WICA, Ashtabula, Ohio
NORLE, CARL
WDAN, Danville, Ill.
NOLAN, TOMMY
WFBC, Greenville, S. C.
NOLL, HERMAN
WKOK, Sunbury, Pa.
NORMANDIN, MIKE
CKAC, Montreal, Que.
NOYES, CURT
WESX, Marblehead, Mass.

— **O** —

OBERTEUFFER, DELBERT
WOSU, Columbus, Ohio
O'BRIEN, JOE
WMCA, New York, N. Y.
OFFICER, JIM
WREN, Lawrence, Kans.
O'HAIRE, GENE
WGY, Schenectady, N. Y.

SPORTS COMMENTATORS

O'NEILL, MARTY
WMIN, St. Pauls, Minn.
ORUM, BILL
WIL, St. Louis, Mo.
OVINGTON, RAY
KDYL, Salt Lake City, Utah
OWENS, MOREY
WROK, Rockford, Ill.

— P —

PAGET, JOSEPH
KATE, Albert Lea, Minn.
PARKER, JACK
WJIM, Lansing, Mich.
PARKES, HAL
KROW, Oakland, Calif.
PASTERNAK, DAVE
WIL, St. Louis, Mo.
PATRICK, VAN
WBEN, Buffalo, N. Y.
PENGRA, MARSHALL
KRNR, Roseburg, Ore.
PETERSON, JACK
WIS, Columbia, S. C.
PETEGREW, WIB
WOSU, Columbus, Ohio
PHILLIPS, BILLY
KIDO, Boise, Idaho
PIERCE, HAROLD
WIGN, Medford, Wisc.
FLOWMAN, M. W.
KWAT, Watertown, S. Dak.
PLUMMER, BILL
KWKW, Pasadena, Calif.
PORCHER, HASKELL
WAYS, Charlotte, N. C.

POWERS, PERCY
WSLI, Jackson, Miss.
PRINCE, BOB
WJAS, Pittsburgh, Pa.

— Q —

QUIGLEY, E. C. ("Ernie")
WIBW, Topeka, Kans.

— R —

RAPEIFF, KEN
WICC, Bridgeport, Conn.
RATHBUN, JACK
WCOA, Pensacola, Fla.
REED, CARL
WHEB, Portsmouth, N. H.
REEF, WALLY
KFEL, Denver, Colo.
REEVE, RAY
WRAL, Raleigh, N. C.
REID, DUKE
KGKY, Scottsbluff, Nebr.
REILLY, JACK
KYW, Philadelphia, Pa.
REYNOLDS, BOB
WEIM, Fitchburg, Mass.
RHODES, DUSTY
KPAC, Port Arthur, Tex.
RICHARDSON, BOB
CHEX, Ontario, Can.
RILEY, DON
WCAO, Baltimore, Md.
ROBERTS, I. S.
KGBS, Harlingen, Tex.
ROBERTSON, STEVE
KOA, Denver, Colo.

RODGERS, DAVE
WFBM, Indianapolis, Ind.
ROHWER, JOHN
KROS, Clinton, Ia.
ROSS, HOKE
KSWO, Lawton, Okla.
ROTHRUM, BILL
WSYR, Syracuse, N. Y.
ROUGH, OTTIS
WTJS, Jackson, Tenn.
RYKARD, BRIM
WIS, Columbia, S. C.

— S —

ST. JOHN, AL.
KSRO, Santa Rosa, Calif.
SAWYER, TOM
WBDO, Orlando, Fla.
SCHREIBER, MARK
KMYR, Denver, Colo.
SCHROTT, BOB
KHSL, Chico, Calif.
SCHUSS, AL
KEVR, Seattle, Wash.
SCOTT, CHARLES P.
KTCC, Visalia, Calif.
SEARLES, NEIL K.
WEMP, Milwaukee, Wisc.
SETTELL, CLARY
CBL, Toronto, Ont.
CJBC, Toronto, Ont.
SEXTON, MORGAN
KROS, Clinton, Ia.
SHEFFER, MAX
WHBU, Anderson, Ind.
SHELBOURNE, MANLON
WPAD, Paducah, Ky.

HARRY
WISMER



Blue Network
Sports Director



SPORTS COMMENTATORS

SHERMAN, VAL
WBBM, Chicago, Ill.

SHERRY, BOB
WSM, Nashville, Tenn.

SHUDT, ROY
WTRY, Troy, N. Y.

SHUGRUE, E.
WVNB, Bridgeport, Conn.

SILVA, FRANK
WSAY, Rochester, N. Y.

SIMMS, RAYMOND C.
WCAX, Burlington, Vt.

SIMPSON, CHUCK
WCSC, Charleston, S. C.

SMALLWOOD, STONEY
WOPI, Bristol, Tenn.

SMITH, ROBERT
WOOD-WASH, Grand Rapids, Mich.

SMITH, DOUG.
KMMJ, Grand Island, Neb.

SMITH, LEE
WSRR, Stamford, Conn.

SONDERGAARD, JIGGS
KICD, Spencer, Iowa

SORENSEN, FRITZ
WFIN, Findlay, Ohio

SPILLER, BILL
KPDN, Pampa, Tex.

SPOKES, AL
WJTN, Jamestown, N. Y.

STAFFORD, DALE
WJR, Detroit, Mich.

STAHL, GEORGE
WKOK, Sunbury, Pa.

STALLARD, DAL
KCMO, Kansas City, Mo.

STANLEY, LARRY
KFH, Wichita, Kans.

STANTON, PETE
WJPA, Washington, Pa.

STAPLETON, W. S.
KFPW, Fort Smith, Ark.

STEELE, BOB
WTIC, Hartford, Conn.

STEFFES, ART
KWNO, Winona, Minn.

STERN, BILL

NBC

STEWART, MILTON
KNET, Palestine, Tex.

STIFF, JAMES H.
KBST, Big Spring, Tex.

STOKES, RICHARD
WGTC, Greenville, N. C.

STUMP, GEORGE
KCKN, Kansas City, Kans.

SULLIVAN, GENE
KFEQ, St. Joseph, Mo.

SUTHERLAND, GEORGE
WFCL, Pawtucket, R. I.

SUTHERLAND, W. C.
KDKA, Pittsburgh, Pa.

SWEENEY, B. J.
WHKC, Columbus, Ohio

— T —

TANKERSLEY, BILL
KWJB, Globe, Ariz.

TATE, H. E.
CHPS, Parry Sound, Ont., Can.

TAUB, SAM
Blue

TEAR, SID
WMRC, Greenville, S. C.

TEAS, CHARLES
KOB, Albuquerque, N. M.

TERRY, BILL
WSGN, Birmingham, Ala.

TERWEYS, TYS
WNOX, Knoxville, Tenn.

THOMAS, FRANK
KFBC, Cheyenne, Wyo.

THOMAS, GIL
WWL, New Orleans, La.

THOMPSON, RALPH W.
WJMC, Rice Lake, Wis.

THORNBURG, TOM
KCMC, Teecarkaka, Tex.

TRIBLEY, HANK
WGTC, Greenville, N. C.

TIGHE, AL
WJMC, Rice Lake, Wis.

TOBITT, BILL
KLX, Oakland, Calif.

TREXLER, LAWRENCE
WMPS, Memphis, Tenn.

TRUITT, ROLLIE
KEX-KGW, Portland, Ore.

TUCKER, DUANE
KTSW, Emporia, Kans.

TURNER, ROBERT
WHAM, Rochester, N. Y.

TURNER, ROY
KGMB, Honolulu, Hawaii

TYSON, E. L. "Ty"
WVJ, Detroit, Mich.

— U —

UNDERHILL, ROGER
WISN, Milwaukee, Wis.

UNFERTH, DON
WFHR, Wisconsin Rapids, Wis.

— V —

VANCE, HENRY
WAPI, Birmingham, Ala.

VAN ELLIS, NEAL
WAOV, Vincennes, Ind.

VANSANT, JOHN T.
WCBA-WSAN, Allentown, Pa.

VAZQUEZ, PEDRO
CKAC, Montreal, Que.

VILLANI, JOHN
WBRW, Welch, W. Va.

VRATIS, SOOS
KGVO, Missoula, Mont.

— W —

WAHLBERG, JOEL
WGH, Newport News, Va.

WALDEN, PAUL E.
KWRC, Pendleton, Ore.

WALDEN, WARREN
WEAN, Providence, R. I.

WALLACE, RAY
WKST, New Castle, Pa.

WALLIS, RALPH
KVOA, Siloam Springs, Ark.

WALRATH, WALTER W.
WICA, Ashtabula, Ohio

WAMPLER, FRED
WBOW, Terre Haute, Ind.

WANN, PAUL
WDOD, Chattanooga, Tenn.

WARD, ALAN
KLX, Oakland, Calif.

WARD, ART
CFRN, Edmonton, Can.

WARD, BILL
WJMC, Covington, Va.

WARD, TOM (GUY)
Free Lance, N.Y.C.

WARREN, CHARLES
WCMI, Ashland, Ky.

WARRINGTON, FRANK
WJR, Detroit, Mich.

WATRICK, DON
WXYZ, Detroit, Mich.

WEBBE, TED
WPAT, Paterson, N. J.

WEINGARTH, FRED
WDAF, Kansas City, Mo.

WELLER, ROBERT
WBTA, Batavia, New York

WELLS, JACK
CKRC, Manitoba, Can.

WHEELER, TONY
WFIL, Philadelphia, Pa.

WHITAKER, JOHN
WJOB, Hammond, Ind.

WILLIAMS, DALE
WOL, Ames, Iowa

WILLIAMS, WELCH
WCED, DuBois, Pa.

WILLS, HARRY
WATW, Ashland, Wisc.

WILSON, BERT
WJJD, Chicago, Ill.

WIND, GARY, IND.

WINSTEAD, G. B.
WTAW, College Station, Tex.

WISMER, HARRY

WXYZ, Detroit, Mich.
WJZ, New York.
WMAL, Washington, D. C.

WITTON, BLOIS

CFOS, Owen Sound, Ont.

WOLF, SOL
WRAK, Williamsport, Pa.

WOODARD, RAY
WFAC, Fayetteville, N. C.

WOOLFRIES, ANDREW G.
WMT, Cedar Rapids, Iowa
KRNT-KSO, Des Moines, Ia.

WORKHOVEN, MERRILL
KSOO, Sioux Falls, S. D.
KEOL, Sioux Falls, S. D.

WRAY, HALL
WGAA, Cedartown, Ga.

WRIGHT, GEORGE
WCBI, Columbus, Miss.

WRIGHT, HOLLIS
WRC, Washington, D. C.

WRIGHT, JOHN
WAIR, Winston-Salem, N. C.

— Y —

YANDT, MAX
KGVO, Missoula, Mont.

YOUNGBLOOD, WES.
KFYO, Lubbock, Tex.

— Z —

ZIEGLER, ALBERT
KOBH, Rapid City, S. D.

ZYBERG, ED.
KROX, Sacramento, Calif.

WRITERS FOR RADIO



Advertising Agency—Network
Station—Free Lance



— A —

ADAMS, CLARENCE
AGGER, DONALD
ALCIVAR, LUIS

ALEXANDER, ALTON

ALEXIEVE, HELEN
ALLEN, JAMES
ALLEN, JANE
ALLYN, JEAN

ALSO, CARLTON

ALTMAN, RALPH
ALTMAYER, JOY
AMES, DON
ANDERS, JERRY
ANDERSON, LEONARD
ANDORN, SIDNEY
ANTEPLIGIL, O. H.
ANTHONY, JULIAN C.
ARMSTRONG, ARLENE
ARNOFF, HAROLD M.

ARTHUR, LYNNE
ARTHUR, ROBERT, JR.
ASCARELLI, BUILIO
ASCARELLI, VICTOR
ASH, BERENICE
ASH, VERA C.
ASPINWALL, HUGH M.
ATHEARN, BOB
ATTEBERRY, DUKE
AVERY, JEANNE E.
AVILA, MANUEL
AVILES, LEONIDAS

— B —

BACKUS, GEORGIA
BAINBRIDGE, JOAN
BAKER, BERNICE
BAKER, JEFF
BAKER, MILDRED
BALLARD, FRANCIS
BALLOU, GEORGE
BALZER, GEORGE
BARNES, FORREST
BARNEY, ELINOR
BARNEY, WILLIAM
BARNOUW, ERIK
BARETT, LISA

BARRY, MADELINE
BARRY, TOM
BART, JEAN
BARTH, RUTH LUISE
BARTHOLEMEW, GEORGE
POMEROY, JR.
BARTLETT, RUTH
BATSON, FRANCES
BAUM, MARCELLE
BEAL, KING
BEEBE, EMILY
BEESON, ELEANOR
BELL, ORTH
BENNETT, BETTIE

BENNETT, JAY

BERGER, SYLVIA
BERMAN, HAROLD
BERNARD, PAUL
BIGELOW, JOE
BILLINGS, HELEN
BIRELINE, EMA LOU

BIXBY, CARL

Arch Oboler

**CARL
BIXBY**

•
Author

PRUDENTIAL DRAMAS

•
Author

RADIO'S "MRS. MINIVER"

•
Co-Author

"LIFE CAN BE BEAUTIFUL"

•
Sturges Highway
Southport, Conn.

FRITZ BLOCKI



W R I T E R
P R O D U C E R
D I R E C T O R



"CHICK CARTER"

*"HOME FRONT
QUARTERMASTER"*
U. S. Treasury Dept.

"BOND WAGON"
and many others



655 Fifth Ave.
NEW YORK CITY
PLaza 9-6180



JOHNNY MERCER



RADIO WRITERS

BLAKE, PEGGY
BLAUFARBE, DOUGLAS
BLEKRE, INEZ
BLISS, EDWARD

BLOCKI, FRITZ

BLOOMFIELD, ROBERT H.
BONNESEN, NIELS ARNE
BOOTHE, BARBARA
BOYER, BETTE
BOYAN, JOHN
BRADLEY, EILLEN
BRAINARD, EDWARD
BRANDT, RUTH & MAY
BRANIGAN, EVELYN
BRATSBERG, HAROLD
BREDESON, LENORE
BREESE, MRS. MAUD
BRENNAN, HELEN MARIE
BRESLIN, HOWARD
BREUER, ELIZABETH
BRICK, TERRY
BRINNON, VIRGIL
BROOKE, NED
BROUILLET, JEANETTE
BROWN, BARBARA
BROWN, JEAN STOUT
BROWN, JOHN
BROWN, LYMAN
BROWN, MAX
BROWN, ROBERT W.
BROWNE, BRADFORD
BROWNE, FRANK A.
BROWNE, G. PAUL
BRUBECK, IOLA
BRUNSVOLD, CONNIE
BUCHANAN, ALICE

BUELOW, LEOLA
BUNKIN, MARIAM
BUNN, M.
BURDINE, PATRICIA
BURNS, WILLIE
BURROUS, JANE
BURROWS, A. S.
BURROWS, ABE
BUSSARD, ADELINE
BYLUND, EUNICE
BYRON, WARD

— C —

CALAME, ARTABAN L.
CAMPBELL, EDNA BOYNE
CAMPBELL, MARTIN
CANNON, CHRISTINA
CARLEN, IRWIN
CARLETON, JETTA
CARLIN, VANE
CARLING, FOSTER
CARMAN, ROBERT
CARRAL, IGNACIO
CARROLL, CARROLL
CARROLL, JOSEPH W.
CARROLL PAULINE
CARROLL, ROBERT G., JR.
CASPER, ONEIDA
CASSELHOFF, CHET
CAVALCANTI, CARLOS G.
CHALMERS, BETTY
CHAMBERLAIN, WILLARD
CHEVILLAT, RICHARD
CHEVIGNY, HECTOR
CHURCH, VIRGINIA
CLARK, ANN
CLARK, ARLENE D.

CLARK, HAROLD
CLARK, MADELEINE
CLARKE, BETTE
CLARKE, WILLIAM KENDALL
CLAWSON, LEW
CLOUTIER, PAULETTE
COBLER, LOUISE
COCHRAN, CONNIE
COLMAN, MARY E.
CONLAN, PAUL
CONLEY, MEREDITH S.
CONRAD, STAN
CORDELL, ANN
COREY, VICTORIA
CORNELL, SYD
CORRELL, CHARLES
CORRIVEAU, J. EUGENE
CORWIN, NORMAN

COTT, TED

COUSE, ROBERT HOWARD

COVARE, AL

COWLES, HAZEL
CREEDON, RICHARD
CRISTY, ANNE
CUDDY, ESTELLE
CULLINS, HELEN
CULVER, RUSS
CUMMINS, CHARLES
CUMMINS, ETHEL
CUSENBERRY, DON

— D —

DAILEY, BOB
DALY, ARTHUR J.

JERRY McGILL

WRITER — PRODUCER

"BIG TOWN"



CARLTON ALSOP

. . .

RADIO WRITERS

. . .

DAVIS, C. B.
 DAVIS, DON
 DAVIS, STANLEY
 DAVIS, VIRGINIA
 DAVIS, WALTER
 DAWSON, RONALD
 DAY, DOUBOSSARYSKY,
 GEORGE
 DAY, JANE

DeANGELO, CARLO

DE LA CRUZ, MIGUEL
 DEMLING, WILLIAM
 DENNIS, DINTY
 DeKOVEN, DAVID
 DE OLIVARES, AUGUSTIN
 LLOPIS
 DERBYSHIRE, JOE
 DE MARS, ANITA
 DE SOUZA, MANUEL PINTO
 DE ST. GEORGES, HERVE
 DE TORRE, EMILIO
 DE WITT, HOHANNA
 DIAMOND, SELMA
 DIAS, AURORA
 DICKSON, BRICE
 DILLEN, CHRISTABEL
 DOCHERTY, LEITH
 DODD, ORA
 DOEMLING, BILL
 DORRA, CLEMENT
 DOUGLAS, JACK
 DOWELL, JOHN
 DENNY, ROGER QUAYLE
 DUFFY, ROY
 DUNNAGAN, CLAUDE
 DUNKEL, DON A.
 DUNKEL, JOHN

DE PLESSIS, RENE
 DURRUM, ANNE
 DUTHUIT, GEORGES
 DUTTON, MYRON
 DUVAL, J.

— E —

EARLE, GEORGE
 ECROYD, JEANNE
 EDDY, LUCILE
 EDGLEY, LESLIE
 EDWARDS, HILDA
 EHRLICK, MAX
 ELDER, RUBY
 ELINSON, IZZY
 ELLIOTT, GERALDINE
 ERINBERG, JANNIS
 EURE, VIRGINIA
 EVANS, MEDFORD
 EVANS, RAYMOND B.
 EVERETT, ARVA

— F —

FALCONNIER, L. H.
 FAULKNER, GEORGE
 FAWCETT, GIL
 FENSTAMACHER, BETTY
 FIANO, MARCELLO
 FILNO, INNOCENCIO R.
 FISCHER, BOB
 FISHBURN, ALAN M.
 FITCH, FRANCES
 FITZGIBBONS, MARGARET
 FLAHERTY, JANE
 FLIFLET, JERRIE

FLORES, JOSE M.
 FLORIAN, WERNER
 FLORIN, STANLEY
 FLYNN, ROY
 FLYZIK, IRENE
 FOLLIOTT, DORIA
 FORBES, RUTH
 FORD, ANN
 FORSBERG, MARIE
 FORTIER, ALINE
 FOSTER, GERALDINE
 FOSTER, PATRICIA
 FOWLER, KEITH
 FOX, GLADYS
 FOX, LOUISE
 FOXX, RUTH
 FRAME, HELEN

FRAMER, WALT

FRANKEL, MORTIMER
 FRANKLIN, PAUL
 FREEDMAN, BEN
 FRETET, VIRGINIA
 FRIEDLICH, RUTH K.
 FRIEDMAN, CARMEL
 FULLINGTON, M. WAYLAND
 FULTON, LOU
 FUNT, JULIAN

— G —

GAINES, REUBEN
 GALEN, FRANK
 GARNER, PAT
 GARRICK, GERALDINE
 GARSON, HANK
 GARVEY, HELEN

CARLTON E. MORSE

"ONE MAN'S FAMILY"

•

"I LOVE A MYSTERY"

•

Coast-To-Coast

JAY BENNETT

Writer

- *Kate Smith Program*
- *Molle Mystery*
- *Manhattan At Midnight*
- *Grand Central Station*
- *Bulldog Drummond*
- *Men, Machines and Victory*
- *National Radio Forum*
- *Blue Theatre*
- *Green Valley*
- *Listeners' Playhouse*
- *Freedom's Workshop*
- *The Falcon*

— H —

GAYNOR, MARY E.
 GEDNEY, ELINOR
 GELINAS, PAUL
 GEORGE, JENNY RUTH
 GERSON, SID
 GIES, MARJORIE
 GILLILAND, MINNIE
 GIRARD, PAUL
 GIROA, MIGUEL
 GLANT, JANET
 GOELITZ, LOUISE
 GOLDEN, DAVID T.
 GOLDEN, MYRON
 GOLLARD, JERRY
 GONZALEZ, JANICE
 GOODMAN, RANDY
 GORDON, DAVID
 GOSDEN, FREEMAN
 GOTTLIEB, JOSEPH
 GOULD, JOHN
 GRAHAM, JOHN P.
 GRANTHAM, KATHARINE
 GRAY, MADELINE
 GREEN, ROBERT
 GREENBERGER, JIMMY
 GRIFFEN, FRANK D.
 GROLLER, JOHN
 GROOM, MARTHA
 GROSS, JEANETTE
 GROVE, BETTY
 GRUBB, DAVE
 GRUSKIN, EDWARD I.
 GUEDEL, JOHN
 GUEDEL, WALTER
 GUNDERSON, BARBARA
 BATES
 GUSSMAN, CHARLES J.
 GUTTMAN, JOSEF

HALL, MORT
 HALLIGAN, MARGARET
 HALLIGAN, MARGARET
 HAMMERICKSEN, HELEN
 HAMMERSLEY, EVADNA
 HANKEN, MARGARET
 HANSEN, SALOME
 HARGIS, TOM
 HARRIS, ARLENE
 HARRIS, HOWARD
 HARRIS, WILLIAM M.
 HARRISON, JOSEL LE BREU
 HARTZELL, JEAN E.
 HARVEY, C. D.
 HASTY, JOHN E.
 HATHAWAY, BARBARA
 HAUSER, DWIGHT A.
 HAWTHORNE, JIM
 HEDDIGER, TED
 HERRMANS, LILLIAN
 HELDER, FREDICH
 HEISCH, GLEN
 HELM, HARVEY
 HENDRICKSON, RUTH
 HENIN, ETHEL B.
 HENLEY, ART
 HENNING, PAUL
 HENRY, EILEEN CAMERON
 HERBERT, ANN L.
 HERMAN, GEORGE E.
 HERRICK, BUELL
 HIATT, MARY ELLEN
 HICKS, EDWIN P.
 HILLEARY, PERRY E.
 HOARE, JEAN
 HOLMAN, JOHN

HOLMES, R. D.
 HOLT, FELIX
 HOPKINS, NEAL
 HOPKINS, PAULINE
 HOPSON, MISS JIMMIE
 HORINE, FIELD
 HORTON, ELMER
 HOSMER, DAN
 HOUGH, ELIZABETH
 HOWARD, CY
 HOWELLS, BETTY
 HUBER, CHARLOTTE
 HUNT, BILLIE
 HUNTER, ELIZABETH
 HUNTER, IAN
 HUNTLEY, C. H.
 HUNTLEY, CHET
 HURD, BETTY
 HYAMS, BEN

— J —

JACKSON, ALLEN
 JACKSON, CHARLES REGINAL
 JACKSON, DALE
 JACKSON, J.
 JACOBY, DANIEL
 JAEGGIN, ALBERT H.
 JARVIS, BOBBY
 JENNINGS, AL
 JOACHIM, MAURICE
 JOHNSON, ARLON W.
 JOHNSON, ELEANOR

CARLO
 DE
 ANGELO

TED COTT

Program Director

W N E W

Author

"VICTOR BOOK of
 MUSICAL FUN"

RADIO WRITERS

JOHNSON, FRANCIS
JOHNSON, JEAN
JOHNSTON, BETTY REE
JOHNSTON, FRANCES K.
JOHNSTON, GEORGE
JOHNSTON, GORDON
JOSEFSBERG, MILT
JOULET, ROBERT
IULIA, JAMES A.

— K —

KALNES, RUTH
KAMPE, MEL
KANE, ALTA JEAN
KARP, WILLIAM R.
KAYE, NIKKI
KEAN, GERALD
KEELER, ELOISE
KEITH, BORGNE
KELLY, BOB
KELLOGG, JOHN
KELLY, PAT
KEMPLE, EDNA
KENNEDY, FRANCIS J.
KENNEY, KAY
KENT, ALAN
KEPPLEMANN, SYLVIA
KERR, HARRY
KHRFEN, ROSALIND
KIBBEY, HUGH L.
KIERCE, HAL
KIRK, ELLEN
KLEMMME, LEE
KNIGHT, RAY
KNOX, HELEN MARY
KOHN, MAURITIUS
KRISLER, VELDA
KRONMAN, HARRY

— L —

LABRECHT, KLAUS
LADER, LAWRENCE
LA FRANDRE JACK
LAMPMAN, EVELYN SIBLEY
LANDI, ELBERTO
LANE, VIRGINIA
LANG, LOUIS
LANGAN, TOM
LANGE, JUNE
LANQUETTE, ROBERTA
LAPPIN, JAMES P.
LARA, FRANCISCA J.
LARABEE, JACQUES
LARGE, MARGARET E.
LAUFERTY, LILLIAN
LAVEN, PAUL
LAW, WALTER E.
LAWRENCE, JEROME
LAYTON, GEORGIA LEE
LEA, SANDRA
LEARY, RUBY LEE
LEE, HELEN
LEE, KAY
LEE, MARY DOUGLAS
LEIGHTON, HELEN
LEIVIN, GEORGE
LEMKE, IRMA
LENNOX, LIONEL
LEPIDUS, HENRY
LEVESQUE, GERARD
LEVINE, SAMUEL E.
LEVIS, MARJORIE
LEVY, PARKE
LEWIS, AUDREY R.
LEWIS, LILLIAN
LEWIS, MORT
LEWIS, WARREN
LINDQUIST, CYRIL

LINKLETTER, ART
LIVERANCE, R. E.
LOAR, ISABELLE
LOCHNER, ROBERT H.
LORENZEN, LILLY E.
LORING, JAN
LOY, TOM
LUND, JOHN
LUNOE, ADAM M.
LYNCH, MARGARET
LYONS, JOSEPHINE
LYONS, PEGGY

— M —

McALLISTER, EDITH
McCARTHY, ADELE
McCARTHY, ELEANOR
McCAULAY, MARIE
McCAUSLAND, VICTOR
McCLINTOCK, MARION
McCLURE, KEN
McCONNELL, MARY
McCUTCHEON, KEITH
McDONAGH, RICHARD
McGHEE, CHARLIE
McGILL, HARRY

McGILL, JERRY

McKEE, BOB
McKEE, BURTT
McLELLAN, ANDREW NIXON
McLEOD, VIC
McSHERRY, WILLIAM P.
MacDOUGALL, RANALD
MacKAY, NORMAN
MacLANE, RALAND
MACHADO, PERRY
MACK, NILA

WALT FRAMER

Writer - Producer - M.C.

Producing

"LADIES BE SEATED"

Blue Network

•

Wrote

"THE BLACK HOOD"

Mutual

•

Originated

"THE BLESSED EVENTER"

"HAVE YOU GOT IT?"

"CLUB HOLLYWOOD"

"NAME-O"

"KIDDIE KWIZ"

•

302 West 86th Street, New York City
TRafalgar 4-0589

JERRY ANDERS



MADIGAN, JOHN
 MAESTRO, MARCELLO J.
 MAGEE, FAY
 MAHONEY, WILKIE
 MANASK, JIMMY
 MANHEIM, MANNIE
 MARBLE, EVELYN
 MARCIN, MAX
 MARKS, LARRY
 MARLIN, MILTON
 MARSHALL, SIDNEY
 MARTIN, BESS

MARTIN, CHARLES

MARTIN, MARION
 MARTIN, JAMES
 MATIGOT, LOUIS G.
 MATTHEWS, JANE B.
 MEDBURY, JOHN P.
 MEISER, EDITH

MERCER, JOHNNY

MELTZER, NEWTON E.
 MERCIER, ANTONIO
 MERLET, ALFONSO
 MERZ, ELEANOR
 MEYERS, FLORENCE F.
 MICHAELIS, ARNOLD R.
 MICHAELIS, HENRY
 MIEDKE, NANCY
 MILLIE, ARTHUR
 MITCHELL, DR. N. P.
 MOENCH, RUTH
 MONTZ, WANDA

MOORE, GARRY

MOORE, MARVIN
 MOORE, SAM
 MORGAN, ALBERT

MORSE, CARLTON E.

MORSE, EDWIN
 MORTON, MRS. J. F.
 MOSHER, ROBERT
 MOSKEWITZ, BETTY
 MULLEN, BOB
 MUROS, BEN

— N —

NAYLOR, DON
 NEAL, WILT

NICHOLS, ANNE

NICKEL, RUTH A.
 NIEDERSTEIN, RICHARD
 NORTON, REV. J. N. H.
 NOTH, ERNEST ERICH
 NOVAK, OLGA MARIE
 NOWINSON, DAVID

— O —

OBOLER, ARCH

O'BRIEN, ELLIS
 O'BRIEN, JOEL
 O'BRIEN, PATRICIA
 OBRIST, EDWARD C.
 O'FLAHERTY, DANIEL
 OLSEN, VERNON
 OSGOOD, CHARLINE
 OTIS, LEHMAN
 OUSLEY, JEAN

— P —

PACK, ALVIN
 PACKARD, ELON

PAGANUCCI, SANFORD
 PARCHER, OLIVER
 PASCAL, ROY
 PAULSON, ROBERT
 PECHT, JERRY LEE
 PELLETIER, PHYLLIS
 PELTZ, DAVID
 PENNER, NANCY
 PEREZ, THOMAS
 PERRIN, SAM
 PERRIN, VICTOR
 PETERS, BARBARA
 PETERSON, NELLE MARIE
 PFEIFER, MARGOT
 PHILLIPS, BOB
 PHILLIPS, HELEN
 PIESCHACON, JOSE M.
 PISARIK, HELEN
 PITNEY, EDWARD
 PLANT, RICHARD R.
 POHL, JANE
 POUNDEXTER, RUTH
 POLA, EDDIE
 POTOUZNIK, VLASTA
 POTOUZNIK, BLAZENA
 POTVIN, DAMASE
 POWELL, BETSY
 POWELL, MARTHAGRACE
 PRIESMAN, HELGA
 PRINCE, BURROUGHS H.
 PRINDLE, DON
 PUDNEY, EARLE
 PULTZ, DUDLEY
 PYLE, JACK

— Q —

QUIJANO, JOSE SANTOS
 QUINN, DON
 QUINN, JOHN
 QUINN, INEZ

— R —

RADCLIFFE, VIRGINIA
 REDD, ROBERT
 REDDY, JOHN
 REED, VICTOR P.
 REES, EDWARD R.
 REGER, MURIEL
 REID, PHYLLIS
 REINMAN, VIRGINIA
 REZNICK, SIDNEY
 RICE, LORRAINE
 RICHARDS, ROBERT
 RIDGWAY, AGNES
 ROBB, JOHN C.
 ROBERTS, CURTIS
 ROBERTSON, MILTON
 ROBINSON, JACK
 ROEMER, MADGE
 ROGERS, ROXWELL
 ROMAN, LARRY
 ROSENTHAL, FAY
 ROSHKIND, MICHAEL
 ROSS, EARLE
 ROSS, SAM
 ROTHER, ROSEMARY
 RUFEL, AL
 RYDER, LES

— S —

SAKS, SOL
 SANJEK, RUSSELL LOUIS
 SCHALANSKY, HENRY
 SCHOENFELD, BERNARD
 SCHOFIELD, PAUL
 SCHURR, CATHLEEN
 SCHWARTZ, AL
 SCOFIELD, LOUIS L.
 SCOTT, ASHMEAD
 SCOTT, CREIGHTON
 SHAFFER, ROGER A.
 SHAYKIN, LEE
 SHERDEMAN, TED E.
 SHERIN, LEO
 SHERWOOD, R. H.
 SHEVIN, FRED

SHIRER, WM. L.
 SHOEMAKER, WAYNE
 SHORT, VIOLET
 SIMON, ROBERT
 SINGER, RAYMOND
 SKELTON, MRS. EDNA
 SMITH, ABBIE H.
 SMITH, MARSHALL, JR.
 SPRAGER, HARVA KAAREN
 STANDER, ARTHUR
 STANLEY, PHIL
 STEIN, MORRIS
 STENENS, CARLYLE
 STIER, BERNICE
 STONE, WALTER
 STREET, JULIAN, JR.
 STEEN, AL
 STONE, LYNN
 STRIKER, FRAN
 SULLIVAN, JOHN
 SULLIVAN, NORMAN
 SWART, HOWARD C.
 SWIGER, WADE
 SWING, FRANCES
 SZINKUNAS, JOSEPHINE

— T —

TACKABERRY, JOHN
 TATE, NIKKI KAYE
 TAYLOR, PAT
 TERKEL, LOUIS
 THOMA, MARJORIE
 THOMAS, FRANK
 THOMAS, ROBIN
 THOMPSON, JOHN
 THURMAN, BEVERLY
 TOMLINSON, EVERETT P.
 TURNER, WALTER
 TUTHILL, DOROTHY

— U —

ULTMANN, JOHN E.

— V —

VANCE, HENRY
 VARES, GEORGE
 VITES, LOUIS
 VOLLERS, KAY

— W —

WADE, VIRGINIA
 WAKELE, ARTHUR H.
 WALKS, JUNE
 WALL, GILBERT
 WALLACE, BRUCE
 WALLACE, ELEANOR
 WALLISER, RUTH
 WATSON, CARL MAXWELL
 WATTS, DUANE L.
 WEBB, KEN
 WEIR, BETTY
 WELLS, GEORGE
 WERLING, RUPE
 WHEATON, GLENN
 WHEDON, JOHN
 WHITE, STELLA
 WHITNEY, MARION
 WILLIAM, HELEN
 WILLEFORD, MILDRED
 WINN, MARTHA
 WISHENGRAD, MORTON
 WITHROW, EARL
 WOEHRMAYER, HILDA C.

WOLF, STANLEY J.

WOLFE, CHARLES

— Y —

YANOFESKY, MARI

— Z —

ZELINKA, SIDNEY R.
 ZOUSNER, JESSE
 ZUFALL, BESS



BACKSTAGE



Those Engaged in Radio Production During 1943

— A —

ADAMS, WENDELL
CBS, Viva America, Sing Along, Fun With Dunn, The Colonel.

ADAMS, WYLIE
Blue

ADKINS, P. S.
CBF-CBM, Montreal, Que.

AGEE, BILL
KUTA, Salt Lake City, Utah

ALBINGER, ALBERT R., JR.
WKWK, Wheeling, W. Va.

ALDRICH, LESTER
KPDN, Pampa, Texas

ALEXIEVE, HELEN
KFPY, Spokane, Wash.

ALSO, CARLTON
CBS, Judy Canova Show, z

ALTER, BENNE
WMT, Cedar Rapids, Ia.
KRNT-KSO, Des Moines, Ia.

AMBRUSTER, RUSS

AMES, DON
KXEL, Waterloo, Ia.

AMOR, ADDISON
Blue

ANDERSON, HERBERT
WTSP, St. Petersburg, Fla.

ANSPACH, ELDON
KOIL, Omaha, Nebr.

ARMBRISTER, CYRIL
Blue

ARMOND, WILLIAM
WBLU, Dalton, Ga.

ARTHUR, FRANK
KMJ, Fresno, Calif.

ASH, MERRILL
KTAR, Phoenix, Ariz.

ASPINWALL, HUGH M.
KWTO, Springfield, Mo.

ATHEARN, BOB
WHEB, Portsmouth, N. H.

AXTON, BAILEY
WTOP, Washington, D. C.

AYARS, LOWELL
WSNJ, Bridgeton, N. J.

— B —

BAKER, ART

KNX, Los Angeles, Calif.
Meet Joe Public.

BAKER, JEFF

WTAR, Norfolk, Va.

BARBER, JAMES ALDEN

KGVO, Missoula, Mont.

BARCLAY, IRENE

KLX, Oakland, Calif.

BARTLETT, JOHN

WSGN, Birmingham, Ala.

BARNES, BETH

WSB, Atlanta, Ga.

BARNHART, LYLE D.

WBBM, Chicago, Ill.

BARRETT, MARTY

CBS, Harry James and His Music Makers.

BARRETT, BILL

WHN, New York, N. Y.

BARRON, KARL

KSRO, Santa Barbara, Calif.

BARTHE, MARCELLE

CBF, Montreal, Que.

BASHARA, LESTER L.

WMT, Cedar Rapids, Ia.
KRNT-KSO, Des Moines, Ia.

BAUMANN, N.

CBM, Montreal, Que.

BEAN, HAROLD E.

WMAQ, Chicago, Ill.

BEASLEY, IRENE

CBS

BEATTY, HAROLD

WBML, Macon, Ga.

BELANGER, PAUL

WMAL, Washington, D. C.

BELL, AL

WHO, Des Moines, Ia.

BELL, JOSEPH

Blue

BENNETT, BILL

WKBZ, Muskegon, Mich.

BENNETT, KENYON

KLO, Ogden, Utah

BERCUSEN, L.

CJCA, Edmonton, Alberta

BERLIN, BERNARD

CHNS, Halifax, N. S.

BERNARD, DON

CBS, Blondie.

BERNS, LARRY

CBS

BERTRAND, F.

CKAC, Montreal, Que.

BIEBL, LESLIE F.

WHK, Cleveland, Ohio

BIONDI, F.

CKAC, Montreal, Que.

BLACKBURN, FREDERICK

KYCA, Prescott, Ariz.

BLACKETT, PATRICIA

WBBM, Chicago, Ill.

BLAIN, LEE

WBML, Macon, Ga.

BLAKE, HOWARD

NBC, Scramby Amby.

BLAKE, WALKER

CJCA, Edmonton, Alberta

BLANCHARD, LOWELL

WNOX, Knoxville, Tenn.

BLISS, TED

CBS, Dr. Christian.
KNX, Los Angeles, Calif.
Don't You Believe It.

BLOCKI, FRITZ

BLOODWORTH, JIM

CBS, Campana Serenade.

BLOOMFIELD, ROBERT H.

WPEN, Philadelphia, Pa.

BOLEN, MURRAY

NBC, Amos 'n' Andy.

BOSWELL, MIMS

WCBI, Columbus, Miss.

BOWE, GEORGE

WTIC, Hartford, Conn.

BOWEN, REX

KHUB, Watsonville, Calif.

BOWER, ROGER

WOR, New York, N. Y.

BOYDEN, MARC

WBBT, South Bend, Ind.

BOYER, BETTE

KXRO, Aberdeen, Wash.

BRAMSTEDT, AL

KFAR, Fairbanks, Alaska

BRATSBURG, HAROLD

KFPY, Spokane, Wash.

BRAUN, EDMUND

WCAR, Pontiac, Mich.

BRAUTIGAM, EDNA

WLOL, Minneapolis, Minn.

BRAXTON, JACK

WGBR, Goldsboro, N. C.

BRENEMAN, TOM

Breakfast at Sardi's, Blue

BRENNAN, WILLIAM

CBS, Perry Como, Joan Brooks, Raymond Scott, Music in the Air.

BRESCIA, PIETRO

WSM, Nashville, Tenn.

BREWSTER, ROBERT

NBC, Kraft Music Hall, Bob Crosby & Co.

BRINNON, VIRGIL

KHQ, Spokane, Wash.

BRITE, JAMES R.

WIOD, Miami, Fla.

BRITT, JOHN

WGBR, Goldsboro, N. C.

BROUILLET, J.

CKAC, Montreal, Que.

BROOKS, JACK

WHAS, Louisville, Ky.

BROWN, J. ALLEN

WFOY, St. Augustine, Fla.

BROWN, ANDY

WGBG, Greensboro, N. C.

BROWN, ART

WOL, Washington, D. C.

BROWNE, BRADFORD

NBC, Gilmore Furlough Fun. Blue. Red Ryder.

PRODUCTION

BROWNE, FRANK A.
KTHS, Hot Springs, Ark.
BROWNE, G. PAUL
WAIM, Anderson, S. C.
BROWNER, PAUL
KMA, Shenandoah, Iowa
BRUCE, DWIGHT
WTOC, Savannah, Ga.
BRUNSVOLD, CONNIE
KMMJ, Grand Island, Neb.
BUBECK, HARRY H., JR.
WMAQ, Chicago, Ill.
BULLEN, REED
KVNU, Logan, Utah
BUNKER, WALTER
NBC, Jack Benny Program.
BUNN, M.
CJRC, Winnipeg, Manitoba
BURRIS, DICK
KRNT-KSO, Des Moines, Ia.
BUSBYM, E. STANLEY
WSAP, Norfolk, Va.
BYRON, WARD
NBC

— C —

CALDWELL, JAY
WOL, Washington, D. C.
CAMPBELL, DAVE
WCOS, Columbia, S. C.
CAMPBELL, GEORGE
WBAP, Fort Worth, Texas
CAMPBELL, KEN
CHEX, Petersborough, Ont.

CANFIELD, GILBERT
WGKV, Charleston, W. Va.
CAPLAN, RUPERT
CBM, Montreal, Que.
CARLSON, C. A.
KIT, Yakima, Wash.
CARLSON, J. RALPH
WJTN, Jamestown, N. Y.
CARNEY, JOHN
CBS, Fun With Dunn.
CARPENTER, WILLIAM
KYW, Philadelphia, Pa.
CARR, HAROLD
WOAI, San Antonio, Texas
CARRAWAY, HOWARD
Blue
CARTER, MARY L.
WIOD, Miami, Fla.
CARTER, WOODBURY
WTRY, Troy, N. Y.
CARUSO, CARL
WBZ-WBZA, Boston, Mass.
CASON, FRANK
WSB, Atlanta, Ga.
CASTILLO, DEL
KNX, Los Angeles, Calif.
Opportunity PDQ.
CATON, EARL
WSTP, Salisbury, N. C.
CAVALLO, PETER A., JR.
WMAQ, Chicago, Ill.
CAVE, WALT
KMJ, Fresno, Calif.
CHAMBERLAND, A.
CBF, Montreal, Que.

CHANCE, AL
WBBM, Chicago, Ill.
CHAPMAN, ROBERT
KGGM, Albuquerque, N. M.
CHAUDOIN, R. L.
WSIX, Nashville, Tenn.
CLARE, GEORGE
WBBM, Chicago, Ill.
CLARK, DON
CBS, Mayor of the Town.
CLARKE, PAUL J.
WMT, Cedar Rapids, Ia.
KRNT-KSO, Des Moines, Ia.
CLAWSON, LEW
WVVA, Wheeling, W. Va.
CLAYTON, BOB
WJIM, Lansing, Mich.
CLEARY, JOHN
Blue
COBB, RICHARD
WNAC, Boston, Mass.
COE, BOB
Blue

COHAN, PHIL
CBS, Moore-Durante Show.

COLEMAN, GREGORY
NBC

Charles Martin

● ● ●

PRODUCTION

● ● ●

COLESON, ROBERT
KNX, Los Angeles, Calif.
In Time to Come.

COLTON, LAVERN
WCOU, Lewiston, Me.

CONNOR, MIKE
WBBM, Chicago, Ill.

CONRAD, STAN
WMBR, High Point, N. C.

CONSTANTINEAU, RENE
CKCV, Quebec, Que.

COOKE, BILL
WCOS, Columbia, S. C.

COOPER, KAY
WIBG, Philadelphia, Pa.

CORBELL, P.
CKAC, Montreal, Que.

CORNING, RALPH
KHSL, Chico, Calif.

CORNING, WALTER
WNOX, Knoxville, Tenn.

JORNWELL, BOB
KFEL, Denver, Colo.

CORSON, BARNEY
KMA, Shenandoah, Ia.

CORWIN, NORMAN
CBS, Columbia Presents Corwin.

COTT, TED
WNEW, New York, N. Y.

COX, STANLEY A.
KONO, San Antonio, Texas

CRABTREE, C. S.
KTFL, Twin Falls, Idaho

CRAFTON, ALLEN
KFKU, Lawrence, Kans.

CRAIG, KEN
KQW, San Jose, Calif.

CRAM, RICHARD
WMAN, Mansfield, Ohio

CREWS, ALBERT R.
WMAQ, Chicago, Ill.

CRIST, PHIL
WFBR, Baltimore, Md.

CULVER, CAL
KFYR, Bismark, N. D.

CUNNINGHAM, LESLIE
KGMH, Honolulu, Hawaii

CUNNINGHAM, OWEN
KGMH, Honolulu, Hawaii

CUPP, ROD
WLS, Chicago, Ill.

CUSHING, KERBY
WNEW, New York, N. Y.

— D —

DALE, YVONNE
KLX, Oakland, Calif.

DANA, JOE
KOY, Phoenix, Ariz.

DANIEL, OLIVER
CBS, Invitation to Music, New Voices in Song, E. Power Biggs, School of the Air.

DART, VELMA
WKST, New Castle, Pa.

DAVELUY, A.
CKAC, Montreal, Que.

DAVELUY, ROGER
CBF, Montreal, Que.

DAVER, ROBERT
WFAS, White Plains, N. Y.

DAVIS, DON
KLS, Oakland, Calif.

DAVIS, RUSTY
CBF-CBM, Montreal, Que.

DAVIS, WALTER L.
WHK, Cleveland, Ohio

DAVISON, RANDALL
WAIM, Anderson, S. C.

DAWSON, RONALD
WIP, Philadelphia, Pa.

DEAL, JOHN H.
WHCU, Ithaca, N. Y.

DEAN, BEV
WLS, Chicago, Ill.

DEHAVEN, ROBERT
WTCN, Minneapolis, Minn.

DEL TORO, GONZALO
WPAB, Ponce, Puerto Rico

DeMILLE, CECIL B.
CBS, Lux Radio Theater.

DeMOSS, LYLE
WOW, Omaha, Nebr.

DERBYSHIRE, JOSEPH
KYW, Philadelphia, Pa.

DEVANEY, FRANK M.
WMIN, St. Paul, Minn.

DeVORE, TOM
WBNS, Columbus, Ohio

DeWALD, DON
KHUB, Watsonville, Calif.

DeYOUNG, ELAINE
WKBZ, Muskegon, Mich.

DICKEN, NORMAN
Blue

DICKSON, BRICE
KTBS-KWKH, Shreveport, La.

DICKSON, SAMUEL B.
KPO, San Francisco, Calif.

DIERKES, SHIELDS
WWJ, Detroit, Mich.

DIETZ, JOHN
CBS, Mrs. Miniver, Flashgun Casey.

DIRLAM, C. F.
KFYR, Bismark, N. D.

DIXON, DON
WCAE, Pittsburgh, Pa.

DODGE, VIRGINIA
KGO, San Francisco, Calif.

DOYLE, ISABEL
CFOS, Owen Sound, Ont.

DREYFUS, WOODS O.
WISN, Milwaukee, Wise.

DRUM, DEWEY L.
WSOC, Charlotte, N. C.

DRUMMOND, DAVE
Blue, Jimmy Fidler, Your Dubonnet Date With Xavier Cugat.

DUERSON, J. R.
KELD, El Dorado, Ark.

DUFFIE, EARL
KGBB, Tyler, Texas

DUFFY, ROY
KFJZ, Fort Worth, Tex.

DUFRESNE, GEORGES
CBF, Montreal, Que.

DUNIGAN, JACK
KMBC, Kansas City, Mo.

DUNN, JOHN W.
WNAD, Norman, Okla.

DUNN, RON
CKWS, Kingston, Ont.

DUNNAGAN, CLAUDE
WAYS, Charlotte, N. C.

DUNNING, HARLAN J.
KSFO, San Francisco, Calif.

DUTTON, MYRON
NBC, Johnny Presents Ginny Simms.

DWYER, BOB
Blue, Lum and Abner.

DYER, HAROLD
WCOU, Lewiston, Me.

— E —

EATON, MARY
WHEB, Portsmouth, N. H.

EBI, EARL
NBC, Chase & Sanborn Program.

ECKLAND, VICTOR
KGMH, Honolulu, Hawaii

EDYY, ROBERT
KHSL, Chicago, Calif.

EHRMAN, ROBERT
WTOP, Washington, D. C.

EID, LAIF
WRC, Washington, D. C.

EITREM, MARILYN
KWLC, Decorah, Ia.

EITREM, OLIVER M.
KWLC, Decorah, Ia.

ELIAS, BUFF
WITF, Baltimore, Md.

ELLIOTT, DOYCE
KXOX, Sweetwater, Texas

ELLIOTT, WALLACE
KROW, Oakland, Calif.

ELTON, DAVE
NBC, Time to Smile.

EMMERSON, VERNON
KUJ, Walla Walla, Wash.

ENGELS, ROBERT T.
WFCL, Pawtucket, R. I.

ERWIN, GARRY
KTKC, Visalia, Calif.

ERWIN, NAT H.
WILL, Urbana, Ill.

EVANS, JEAN
KLX, Oakland, Calif.

— F —

FARIS, CLINTON
WGTM, Wilson, N. C.

FAUST, GIL
WBBM, Chicago, Ill.

FERRIS, RAY
WLS, Chicago, Ill.

FEYHL, HORACE
WCAU, Philadelphia, Pa.

FILION, ROSE
WRC, Washington, D. C.

FINLAY, JAMES
CBL-CJBC, Toronto, Ont.

FIRST MATE BOB
Haven of Rest

FISHBURN, ALAN M.

FISHER, JERRY
KVIC, Victoria, Texas

FISHER, MARJORIE

FITZGERALD, FRANCIS M.
WSOC, Charlotte, N. C.

FLYNN, JACK
CHNS, Halifax, N. S.

FLYNN, ROY
WAPI, Birmingham, Ala.

FORTIER, ALINE
CHRC, Quebec, Que.

FOSTER, BILL
CHNS, Halifax, N. S.

FRAMER, WALT
FRANCIS, NOEL
KPO, San Francisco, Calif.

FRANK, HAROLD J.
WSLB, Ogdensburg, N. Y.

FRANKLIN, PAUL
Blue, Red Ryder.

FREELAND, FRED
WOWO, Ft. Wayne, Ind.

FREEMAN, CLAUDE
WORD, Spartanburg, S. C.

— G —

GAMBS, SHEILA
KMMJ, Grand Island, Nebr.

GARNER, PAT
KFPW, Fort Smith, Ark.

GEORGE, HOWARD
WKPA, New Kensington, Pa.

GEORGE, ROY
KRLD, Dallas, Texas

GEORGE, TIM
KMA, Shenandoah, Ia.

PRODUCTION

GIBBS, PARKER
WMAQ, Chicago, Ill.

GIBSON, RICHARD
NBC, Bob Burns Show.

GIERLACH, CHET
CBS

GIFFORD, ARDEN
WVW, Akron, Ohio

GILES, BOB
CHAB, Moose Jaw, Sask.

GILLIS, DON
WBAP, Fort Worth, Texas

GIVEN, KEN
WLBJ, Bowling Green, Ky.

GOFF, WILL B.
WFTL, Ft. Lauderdale, Fla.

GOSCH, MARTIN
NC, Abbott & Costello Show.

GOTTLIEB, JOSEPH
WCAU, Philadelphia, Pa.

GOULET, B.
CKAC, Montreal, Que.

GRAHAM, MARION
Blue, Hero of the Week.

GRAHAM, VANCE
NBC, One Man's Family.

GRAVES, SHEILA
CIVI, Victoria, B. C.

GROGER, JOE
WMRC, Greenville, S. C.

GUDEL, JOHN
NBC, Red Skelton Show.
People Are Funny.

— H —

HAASE, WALTER
WDRG, Hartford, Conn.

HAFNER, ROBERT
KNX, Los Angeles, Calif.
Hollywood Showcase, I Was
There, Signal Round Table.

HAHN, THEODORE
WCKY, Cincinnati, Ohio

HALTEMAN, CHARLES
WTOL, Toledo, Ohio

HAMILTON, J.
WLEU, Erie, Pa.

HAMMOND, FRED
KPRO, Riverside, Calif.

HANKEN, MARGARET
WIL, St. Louis, Mo.

HANLON, TOM
KNX, Los Angeles, Calif.

HARDT, TONY
NBC, Those We Love.
KHJ, Los Angeles, Calif. Sher-
lock Holmes.

HARRELL, DICK
WGH, Newport News, Va.

HARRINGTON, NORMAN B.
KGLU, Safford, Ariz.

HARRIS, DAVID H.
WTAG, Worcester, Mass.

HASKELL, BETTY
WNAD, Norman, Okla.

HAVENS, DORIS
WCAU, Philadelphia, Pa.

HAWKINS, BILL
CFOS, Owen Sound, Ont.

HAWTHORNE, JIM
KMYR, Denver, Colo.

HECK, HOMER R.
WMAQ, Chicago, Ill.

HEDIGER, TED
Blue, Your Dubonnet Date
With Xavier Cugat.

HEIBECK, FRANK
WLOK, Lima, Ohio

HELLER, ROBERT
CBS.

HELPS, N.
CFRN, Edmonton, Alberta

HENIN, ETHEL
WMAS, Springfield, Mass.

HENLEY, DAVE
WDAY, Fargo, N. D.

HENRY, E. C.
CFXN, Antigonish, Nova Scotia

HERBERT, CHARLES
CBS, Fun With Dunn.

HERBERT, R. D.
KIDO, Boise, Idaho

HERNDON, RAY
KPRC, Houston, Texas

HERSHEY, GLEN
KYSM, Mankato, Minn.

HEWETSON, H. H.
CFCK, Montreal, Que.

HEYSER, FRAN
KMBC, Kansas City, Mo.

HICKS, JOHN
KTBC, Austin, Texas

HILL, JOE
Blue, Duffy's Tavern.

HILLEARY, PERRY E.
KINY, Juneau, Alaska

HINMAN, CORP. BUCK
WCBI, Columbus, Miss.

HODGE, AL
WXYZ, Detroit, Mich.

HOERNER, ED
WFL, New Orleans, La.

HOLMAN, CLIF
WEEL, Boston, Mass.

HOMERSHAM, DOUG
CJCA, Edmonton, Alberta

HOOD, MARGERIE
KYA, San Francisco, Calif.

HOOPER, DON
WJMS, Ironwood, Mich.

HORLEY, RALPH
CHAB, Moose Jaw, Sask.

HORN, ROBERT
WMAN, Mansfield, Ohio

HOWARD, HERB
WLS, Chicago, Ill.

HOWLETT, ERIC
WJR, Detroit, Mich.

HUBBEL, GORDON
WMAL, Washington, D. C.

HUBBELL, MARIAN
WTOP, Washington, D. C.

HUBERT, ANN
WHAS, Louisville, Ky.

HUGHES, GORDON
CBS, Dear John.

HUGHES, HAROLD
KOLL, Omaha, Nebr.

HUGHES, PAUL
KTAR, Phoenix, Ariz.

HULL, BILL
WOLF, Syracuse, N. Y.

HULWI, JAMES
WEAU, Eau Claire, Wisc.

HUMPHREYS, WATT
Blue, What's Doing, Ladies?

HUNT, RAY
KONO, San Antonio, Texas

HYLES, VERNON
WBT, Charlotte, N. C.

— I —

INNES, D.
CJCA, Edmonton, Alberta

INSLEY, DON
CHEX, Petersborough, Ont.

— J —

JACKSON, EMMITT M.
WAOV, Vincennes, Ind.

JACOBSON, FREDERICK A.
WMAQ, Chicago, Ill.

JARVIS, AL
KNX, Los Angeles, Calif.,
Hollywood Inn.
KFWB, Los Angeles, Calif., Al
Jarvis Original Make Believe
Ball Room.

JEFFERIES, DAVID W.
KINY, Juneau, Alaska

JENKINS, RON
WSOC, Charlotte, N. C.

JENKINS, WILLIAM
WTOP, Washington, D. C.

JEWELL, JIM
WBBM, Chicago, Ill.

JOHNSON, FRANK
CKNX, Wingham, Ont.

JOHNSON, BILL
Blue, Al Pearce, Breakfast at
Sardi's, Duffy's Tavern.

JONES, PAUL M.
WFLA, Tampa, Florida

JOURNEAY, TOM
WTAW, College Station, Texas

— K —

KALER, RAL
WFAS, White Plains, N. Y.

KAPEL, GEORGE
KMJ, Fresno, Calif.

KARL, MAX
WCCO, Minneapolis-St. Paul,
Minn.

KARNS, AD
WIZE, Springfield, Ohio

KASDORF, GEORGE
WTRC, Elkhart, Ind.

KELLY, PAT
KFRC, San Francisco, Calif.

KEMP, J. D.
CJRC, Winnipeg, Manitoba

KENNEDY, KEN
WDAY, Fargo, N. D.

KENT, J.
CKCK, Regina, Sask.

KERR, BOB
CBS

KERRIGAN, JACK
WHO, Des Moines, Ia.

KEY, EARL M.
WJMA, Covington, Va.

KIBBEY, HUGH L.
WFBM, Indianapolis, Ind.

KILIAN, FRED
WBBM, Chicago, Ill.

KIRRELL, J. F.
WMBG, Richmond, Va.

KLISE, RODERIC
KHQ, Spokane, Wash.

KNAPP, JAMES
WOLF, Syracuse, N. Y.

KNIGHT, CY
CHAB, Moose Jaw, Sask.

KNIGHT, RAY
WJZ, New York, N. Y.

KNORK, W. ARTHUR
WKNY, Kingston, N. Y.

KOFLAN, HARRY
KGFJ, Los Angeles, Calif.

KRSHNA, FRANK E.
KWRC, Pendleton, Ore.

KURTZE, LARRY
WBBM, Chicago, Ill.

— L —

LADD, ANN
WKBZ, Muskegon, Mich.

LADIN, HAROLD
WJMS, Ironwood, Mich.

PRODUCTION

LAFRANO, TONY
KHJ, Los Angeles, Calif.

LAKE, HARRY N
WHO, Des Moines, Ia.

LANFEAR, THURLOW D.
WMT, Cedar Rapids, Ia.
KRNT-KSO, Des Moines, Ia.

LANE, EUGENE
WHAM, Rochester, N. Y.

LARGE, R. F.
CFCY, Charlottetown, P.E.I.

LATEAU, HERBERT W. S.
WMAQ, Chicago, Ill.

LAURIE, B. A.
KNET, Palestine, Texas

LAVALLE, GENE
WTAM, Cleveland, Ohio

LAWRENCE, BILL
CBS, Jack Carson Show,
Screen Guild Players.

LAWRENCE, DICK
KDAL, Duluth, Minn.

LEEFERS, ROBERT
WMT, Cedar Rapids, Ia.
KRNT-KSO, Des Moines, Ia.

LEITCH, ALEXANDER, JR.
Blue

LENIHAN, WINNIFRED
Blue

LEONARD, JESSE
KXL, Portland, Ore.

LEVESQUE, GERARD
CKCV, Quebec, Que.

LEVINSON, LEONE
KCMO, Kansas City, Mo.

LEWIS, GORDON J.
WHA1, Greenfield, Mass.

LIBBY, JOHN C.
WCOU, Lewiston, Me.

LINDSAY, ART
KXRO, Aberdeen, Wash.

LIVERANCE, R. E.
WAIM, Anderson, S. C.

LIVINGSTONE, CHARLES
WXYZ, Detroit, Mich.

LIVINGSTONE, WILLIAM
Blue

LOER, MARX
CBS, This Life Is Mine, Romance.

LONDON, LEW
WPEN, Philadelphia, Pa.

LONG, DEANE S.
KXEL, Waterloo, Iowa

LONG, RUSSELL
WCSC, Charleston, S. C.

LOVE, ANDY
Blue, Horace Heidt's Treasure Chest.
NBC, Chase & Sanborn Show.

LOVELESS, WENDELL P.
WMBL, Chicago, Ill.

LOWDER, COL
KLO, Ogden, Utah

LOWREY, AL
KHQ, Spokane, Wash.

LUCAS, PAUL
WTIC, Hartford, Conn.

LUCAS, RUPERT
CBS, Silver Theater.

LUMMIS, GEORGE D.
WHIO, Dayton, Ohio

LUND, VICTOR H.
WAOV, Vincennes, Ind.

LURYE, JAY A.
WDSM, Superior, Wisc.

LYON, DAN
WSYR, Syracuse, N. Y.

— M —

McALLISTER, H. J.
KHQ, Spokane, Wash.

McAVITY, TOM
NBC, Sealtest Village Store.
CBS, Corliss Archer.

McCLAREN, JACK
KTMS, Santa Barbara, Calif.

McCLATCHEY, MERRILL
WWJ, Detroit, Mich.

McGILL, EARLE
CBS

McGRATH, JAMES
WWDC, Washington, D. C.

McGRATH, WM. B.
WNEW, New York, N. Y.

McGUIRE, ARNOLD
CBS, Here's to Romance.

McINTIRE, RUSSELL
WSTP, Salisbury, N. C.

McINTIRE, FRANK
KUTA, Salt Lake City, Utah

McKEE, BURTT
WAPI, Birmingham, Ala.

McLEOD, KEITH
NBC, Red Skelton Show.

McMILLIN, CHARLIE
WTJS, Jackson, Tenn.

MacNAMEE, DOUGLAS
WCCO, Minneapolis-St. Paul, Minn.

McRAE, J. B.
CJRC, Winnipeg, Manitoba

McRAE, ROSS
CKCK, Regina, Sask.

McTIGUE, HARRY
WINN, Louisville, Ky.

McWHORTER, DON
WBLK, Clarksburg, W. Va.

McDONALD, W. E., "BILL"
KFAB, Lincoln, Nebr.

MacGREGOR, C. P.
Blue, Hollywood Radio Theater.

MacGREGOR, SHERMAN
"JOCK"
WOR, New York, N. Y.

MACK, DICK
CBS, Blue Ribbon Town.

MACK, NILA
CBS, Now and Forever. Let's Pretend.

MACK, WAYNE
WGAR, Cleveland, Ohio

MAGNER, MARTIN
WMAQ, Chicago, Ill.

MALCOLM, HOWARD
KHQ, Spokane, Wash.

MALLEN, EDNA
KLX, Oakland, Calif.

MALOY, JACK
WEEI, Boston, Mass.

MANGOLD, MARY
WBUR, Burlington, Ia.

MANN, JOSEPH
WKWK, Wheeling, W. Va.

MARBLE, EVELYN
KIRO, Seattle, Wash.

MARKS, GEORGE
WBBM, Chicago, Ill.

MARQUIS, ARNOLD
NBC, Cavalcade of America.

MARSHALL, JOHN
WLAV, Grand Rapids, Mich.

MARSHALL, WILLIAM
Blue.

MARTIN, CHARLES

Blue, Revlon Review.

MARTIN, DON
WFIL, Philadelphia, Pa.

MATHIS, CHARLES
KELD, El Dorado, Ark.

MAUFFETTE, GUY
CBF, Montreal, Que.

MAXFIELD, JEAN
KYA, San Francisco, Calif.

MAYER, STANLEY
WSON, Henderson, Ky.

MAYORAL, RADAMES
WPAB, Ponce, Puerto Rico

MERCIER, ANTONIO
CHRC, Quebec, Que.

MERDIAN, JOHN L.
WSTU, Steubenville, Ohio

MERKER, CLARENCE
KVEC, San Luis Obispo, Calif.

MERRIDEW, REGINALD
WGAR, Cleveland, Ohio

MICHAELIS, ARNOLD
Blue

MILLAR, CHARLES
CKWS, Kingston, Ont.

MILLER, CHUCK
WHO, Des Moines, Ohio

MILNAR, GENE
KHQ, Spokane, Wash.

MITCHELL, BUD
WJR, Detroit, Mich.

MITCHELL, J. BERTRAND
KOA, Denver, Colo.

MOEGLE, FRED
KARK, Little Rock, Ark.

MONETT, NEG.
KQW, San Jose, Calif.

MONK, KARL
CHEX, Petersburg, Ont.

MOORE, ARTHUR
CBS, Dinah Shore Program.

MOORE, HEYWARD
WCSC, Charleston, S. C.

MOREY, AL
WBBM, Chicago, Ill.

MORGAN, HELEN
KSO, San Francisco, Calif.

MORRIS, JERRY
KOL, Seattle, Wash.

MORSE, CARLTON E.
NBC, One Man's Family.
CBS, I Love a Mystery.

MORSE, F. W.
KLS, Oakland, Calif.

MOSES, JOHN
WHKC, Columbus, Ohio

MOSS, ROBERT
Blue.

MULLEN, BOB
KSFO, San Francisco, Calif.

MUNYON, HARRY
WQAM, Miami, Fla.

MURPHY, WILLIAM
WMAQ, Chicago, Ill.

MURRAY, THOMAS
WHAM, Rochester, N. Y.

MYERS, MARVIN
KGBS, Harlingen, Texas

— N —

NELSON, HOWARD
WDAY, Fargo, N. D.

NICHOLS, ANNE

"Abie's Irish Rose"

NOBLE, CARL
WDAN, Danville, Ill.

NORTH, PAUL
WOLF, Syracuse, N. Y.

NUSBAUM, MORT
WSAY, Rochester, N. Y.

— O —

OBOLER, ARCH

Blue, Holiday 194X.
NBC, Everything for the Boys.

OLMSTEAD, CLARE
NBC, Westinghouse Program.

PRODUCTION

— R —

OLSON, D.
WJR, Detroit, Mich.

OLSON, HARVEY
WDRG, Hartford, Conn.

OLSON, RAY
WOW, Omaha, Neb.

O'MEARA, CARROLL
CBS, Burns & Allen Show.

OSBORNE, ROY
KBBC, Abilene, Texas

OSGOOD, NANCY
WRC, Washington

OWENS, MOREY
WROK, Rockford, Ill.

— P —

PACK, ALVIN
KDYL, Salt Lake City, Utah

PAGE, ALLAN
KVOO, Tulsa, Okla.

PAGE-WILSON, R.
CJVI, Victoria, B. C.

PAIGE, JACK
WNAX, Yankton, S. D.

PAINTON, KEITH
KMBC, Kansas City, Mo.

PALES, ESTHER
WPAB, Ponce, Puerto Rico

PARCHER, OLIVER
WSBT, South Bend, Ind.

PARKEE, BYRON
WIS, Columbia, S. C.

PARKEE, JACK
WJIM, Lansing, Mich.

PARKEE, SAM
WKAT, Miami Beach, Fla.

PARSONS, ROBERT
WMBI, Chicago, Ill.

PAUL, NORMAN
WROK, Rockford, Ill.

PAYNE, LARRY
WJR, Detroit, Mich.

PECHT, JERRY LEE
KGB, San Diego, Calif.

PENNER, NANCY
WLPM, Suffolk, Va.

PEREZ, ELMO TORRES
WKAQ, San Juan, Puerto Rico

PETERSON, JACK
WIS, Columbia, S. C.

PETERSON, WALTER
KGGM, Albuquerque, N. M.

PFISTER, ROBERTA
KYCA, Prescott, Ariz.

PICKITTS, JAMES
WMRF, Lewiston, Pa.

PIERCE, PAUL
CBS, Stars Over Hollywood.

PIERCE, SAM
KHJ, Los Angeles, Calif.
Gracie Fields' Victory Parade.

PLAMADORE, RAY
WKBH, La Crosse, Wis.

POINDEXER, RUTH
KXRO, Aberdeen, Wash.

POLA, EDDIE
Blue

POLESIE, HERBERT
CBS, The Colonel.

PRICE, JACK
WBNS, Columbus, Ohio

PUDNEY, EARLE
WGY, Schenectady, N. Y.

— Q —

QUINN, LOUIS
Blue, Breakfast at Sardi's.
What's Doin' Ladies?
NBC, Fitch Bandwagon.

RACEY, EARLE
Blue, Al Pearce Show.

RAMSEY, DUANE
KJBC, Abilene, Texas

RAMSEY, H.
CFRN, Edmonton, Alberta

RAYNER, E. W.
CKUA, Edmonton, Alberta

READY, MURIEL
CFOS, Owen Sound, Ont.

KEEG, LEONARD
Blue, Lum and Abner, Rcd
Ryder.

KEYES, STANLEY
WWL, New Orleans, La.

KEYNOLDS, GENE
WBAP, Fort Worth, Texas.

RICE, LORRAINE
WGY, Schenectady, N. Y.

RICHARDSON, WING
WFOY, St. Augustine, Fla.

RICKENBACKER, ACE
WORD, Spartanburg, S. C.

RIDER, MAURY
Blue, Sam Hayes—Spectator.

RIEHL, OLIVER
WCAE, Pittsburgh, Pa.

RILEY, LOWELL
WBNS, Columbus, Ohio

RIPPETOE, FERRELL
WBOW, Terre Haute, Ind.

RISK, SYDNEY
CKUA, Edmonton, Alberta

RIVARD, FRED
WXYZ, Detroit, Mich.

ROBERTS, DON
KTMS, Santa Barbara, Calif.

ROBERTSON, B. G.
KWKH, Shreveport, La.

ROBERTSON, BRUCE
WHB, Kansas City, Mo.

ROBERTSON, JACK
WHAS, Louisville, Ky.

ROBERTSON, LARRY
Blue, What's New?, Hero of
the Week.

ROBERTSON, TED
WBMM, Chicago, Ill.

ROBSON, BILL
CBS, Man Behind the Gun.

ROPER, PRES
WCED, DuBois, Pa.

ROSS, L. A.
KOBH, Rapid City, S. D.

ROSSELL, ERNEST
WTRY, Troy, N. Y.

ROWE, RALPH J.
WMT, Cedar Rapids, Ia.
KRNT-KSO, Des Moines, Ia.

RUEGG, FRED
KQW, San Jose, Calif.

RUNIONS, NORMAN
KIRO, Seattle, Wash.

— S —

SANFORD, TONY
Blue, What's New?

SANVILLE, RICHARD
CBS, New Horizons.

SAULPAUGH, EDWIN
Blue.

SAWYER, TOM
NBC, Bob Hope Program.

SAWYER, VERNE E.
KMO, Tacoma, Wash.

SAXTON, LLOYD O.
KFOQD, Anchorage, Alaska

SAZ, HARRY
NBC, Ginny Simms Program.

SCHALANSKY, HENRY
KFJZ, Fort Worth, Texas

SCHRAMM, JOHN
Blue.

SCHWARTZ, JULIAN
WSRR, Stamford, Conn.

SCHWEIKHER, FRED
WRC, Washington, D. C.

SCOGIN, J. L., JR.
KEYS, Corpus Christi, Texas

SCOTT, ARCHIE
NBC, Westinghouse Program.

SCOTT, LESLIE
KTUL, Tulsa, Okla.

SCOURBY, NICK
WSRR, Stamford, Conn.

SEAL, BOB
NBC, Bob Hope Show, Those
We Love, Jack Benny Pro-
gram.

SEARS, FRED
KVCNU, Logan, Utah

SEAVEY, CECIL
KFEL, Denver, Colo.

SEITZ, F. A.
WFAS, White Plains, N. Y.

SEYDEL, VICTOR
Blue

SHARP, IRVING
WDBJ, Roanoke, Va.

SHARPE, JACK
KEYS, Corpus Christi, Texas

SHAYON, BOB
CBS, Science at Work, This
Living World.

SHEA, WILLIAM E., JR.
KFO, San Francisco, Calif.

SHORT, JOSEPH A.
WHCU, Ithaca, N. Y.

SILVA, FRANK
WSAY, Rochester, N. Y.

SILVER, SAM
KFAR, Fairbanks, Alaska

SIMPSON, JACK
WMAQ, Chicago, Ill.

SINGLETON, LUCILE
CBS, Chapel Singers.

SKOTCH, EDWARD D.
WSIS, Roanoke, Va.
KYW, Philadelphia, Pa.

SLATER, TOM
MBS

SMALL, LEON
WSAP, Norfolk, Va.

SMALLEY, JACK
CBS, Fashions in Rations.

SMALLWOOD, EV
CHAB, Moose Jaw, Sask.

SMITH, ART
WNAX, Yankton, S. D.

SMITH, B. A.
WSON, Henderson, Ky.

SMITH, BEASLEY
WSM, Nashville, Tenn.

SMITH, BURRELL
WKIP, Poughkeepsie, N. Y.

SMITH, DICK
WHB, Kansas City, Mo.

SMITH, THOMAS FREEBAIRN
CBS, America—Ceiling
Unlimited.

SNELL, GEORGE
KDYL, Salt Lake City, Utah

SONDERGAARD, JIGGS
KICD, Spencer, Iowa

SPENCER, STEWART T.
WPTF, Raleigh, N. C.

SPIEGLE, STANLEY
KXRO, Aberdeen, Wash.

SPIER, WILLIAM
CBS, Suspense.

SPRAGUE, EDGAR
WOSU, Columbus, Ohio

STALLARD, DAL
KCMO, Kansas City, Mo.

● ● ● **PRODUCTION** ● ● ●

STANFORD, ANTONY
Blue, What's New?
CBS, California Carry On,
STANLEY, HOWARD
WTOP, Washington, D. C.
STANLEY, LARRY
KFH, Wichita, Kans.

STARK, RICHARD
Blue

STAPP, T. ELLSWORTH
KOA, Denver, Colo.
STEVENS, ROBERT
Blue,
STIFF, JAMES H.
KBST, Big Spring, Texas
STIFLER, CHARLES
WMRF, Lewiston, Pa.
STONE, WALTER
KBUR, Burlington, Ia.
SUDEMANN, GEORGE
KSO, Des Moines, Ia.
SULLIVAN, JOHN
KFJZ, Fort Worth, Texas
SURIS, DOMINGO COLON
WPAB, Ponce, Puerto Rico
SUTTON, PARKER
KTAR, Phoenix, Ariz
SYEHLA, WALT
WQAM, Miami, Fla.
SWENEY, BOB
KYA, San Francisco, Calif.
SWENEY, JOHN G.
WCPO, Cincinnati, Ohio

— T —

TALBERT, HARRY I.
WFOY, St. Augustine, Fla.
TATE, RICHARD
KGO, San Francisco, Calif.
TAYLOR, GLENHALL
CBS, Utah Shore Program.
TAYLOR, PAT
WMFR, High Point, N. C.
TEEL, ALICE
WJIM, Lansing, Mich.
TERVIT, JEAN
CKNX, Wingham, Ont.
TERWEY, TYX
WNOX, Knoxville, Tenn.
THAD, FRED
WIL, St. Louis, Mo.
THERIAULT, LUCIEN
CBF, Montreal, Que.
THOMPSON, DON
KPO, San Francisco, Calif.
THOMPSON, MARK
WEW, St. Louis, Mo.
THOMPSON, R. W.
WJMC, Rice Lake, Wis.
THOMSON, REO
CJCA, Edmonton, Alberta
TIES, WAYNE
CBS, Fashions in Rations.
TIMMER, JOHN
WTRC, Elkhart, Ind.
TINGLEY, H. I.
KWNO, Winona, Minn.
TITUS, DAVE
KNX, Los Angeles, Calif. Mel-
odies America Loves, Hello
from Hollywood.
CBS, Open House.
TOLL, TED
Blue,
TOZIER, H.
WJR, Detroit, Mich.
TRIBBLE, THOMAS
WSAP, Norfolk, Va.
TUCKER, DICK
WEIM, Fitchburg, Mass.
TUELL, GORDON
KIRO, Seattle, Wash.

— U —

ULMER, MRS. JAMES G.
KGKB, Tyler, Texas
UNDERWOOD, CECIL
NBC, The Great Guildersleeve,
Fibber McGee and Molly.
URIE, HURSCHELL
KSUB, Cedar City, Utah

— V —

VANCE, BILL
WLS, Chicago, Ill.
VANDAGRIFF, CARL
WOWO, Ft. Wayne, Ind.
VAN IDERSTINE, AL
CHAB, Moose Jaw, Sask.
VESSEL, BOB
WWVA, Wheeling, W. Va.
VICTOR, DON
KLX, Oakland, Calif.
VINCENT, CHICK
NBC, Pepper Young's Family
VON LINDER, L.
WMT, Cedar Rapids, Ia.
KRNT-KSO, Des Moines, Ia.
VOSS, WILLIAM
Blue.

— W —

WADE, RED
WTIC, Hartford, Conn.
WAGNER, MARY
WBEM, Chicago, Ill.
WALDEN, PAUL E.
KWRC, Pendleton, Ore.
WALKER, LARRY
WBT, Charlotte, N. C.
WALL, GILBERT
WBEN, Buffalo, N. Y.
WALRATH, WALTER W.
WICA, Ashtabula, Ohio
WALSTON, GEORGE
WRRF, Washington, D. C.
WALTER, ROBERT G.
WWNY, Watertown, N. Y.
WANN, PAUL
WDOD, Chattanooga, Tenn.
WARBURTON, CHARLES
Blue.
WARD, ALBERT
CBS, Tales from Far and
Near.
WARREN, W. O.
KARK, Little Rock, Ark.
WASSENBERG, BOB
KROW, Oakland, Calif.
WATKINS, DICK
KRGU, Weslaco, Texas
WEAVER, DICK
KRQD, El Paso, Texas
WEBBER, BOB
KFAR, Fairbanks, Alaska
WEGENER, EDWARD
WOL, Ames, Ia.
WEGMAN, EDWARD
WEBR, Buffalo, N. Y.
WEIGLE, FRAN
WLAV, Grand Rapids, Mich.
WIEST, GEORGE
Blue
WELLINGTON, JOHN
Blue
WELTMER, FRANK
KTMS, Santa Barbara, Calif.
WERLING, RUPE
WIBG, Philadelphia, Pa.

WHEELER, KEN
WNAC, Boston, Mass.
WHITBY, T. C.
CFLC, Brockville, Ont.
WHITE, DAVE
CBS
WHITE, NORMAN
WJR, Detroit, Mich.
WHITE, ROBERT
Blue
WHITE, ROGER
CBS
WHITNEY, EDWIN
Blue
WICKETT, MARTIN D.
WTOP, Washington, D. C.
WIDNEY, STAN
WHO, Des Moines, Ia.
WIDOM, LT. LEONARD
WCBI, Columbus, Miss.
WILEY, HOWARD
WMAQ, Chicago, Ill.
WILKEY, EUGENE B., JR.
WDOD, Chattanooga, Tenn.
WILLEN, DICK
NBC, Horace Heidt's Treasure
Chest.
WILLIAMS, KEN
WFBR, Baltimore, Md.
WILLS, HARRY
WATW, Ashland, Wisc.
WILMARTH, ALBERT E.
KTKC, Visalia, Calif.
WILSON, FRED
WTAM, Cleveland, Ohio
WILSON, J. DONALD
CBS, The Whistler.
WILSON, STU
KHJ, Los Angeles, Calif.
WISOTT, MORRIS
KWAT, Watertown, S. D.
WITTON, H. BLOIS
CFOS, Owen Sound, Ont.

WOLF, ED
Blue, MBS.

WOLFE, CHARLES
WSRR, Stamford, Conn.

WOLF, STANLEY J.
New York, N. Y.

WOODFIELD, W.
CJRC, Winnipeg, Manitoba
WOODWARD, DUTCH
KMMJ, Grand Island, Nebr.
WOOLFRIES, ANDREW G.
WMT, Cedar Rapids, Ia.
KRNT-KSO, Des Moines, Ia.
WORLEY, DAVID R.
KGLU, Safford, Ariz.
WORTH, PEDE
KQW, San Jose, Calif.
WRIGHT, JOHN H.
WBZ-WBZA, Boston, Mass.
WYANT, DAL
WHEB, Portsmouth, N. H.

— Y —

YOUNG, DAVID
NBC, Fitch Bandwagon.
YOUNG, FRANK
WOL, Washington, D. C.
YOUNG, J. J.
WERC, Erie, Pa.

MUSICAL DIRECTORS Of Stations In The UNITED STATES and CANADA



When the story of radio's contribution to the winning of the war becomes recorded history the chapter concerning station musical directors will be an impressive one. For it is on the home front that this department is doing an all-out job providing morale-building musical entertainment for war plant workers. That war plant labor-management committees are cognizant of the important job musical directors are doing is indicated by the fact that many plants "pipe in" musical programs throughout the day and night shifts.

Alabama

Anniston, WHMA.....Mrs. Ruby Meigs
Birmingham,
WAPI.....Clo McAlpin
Decatur, WMSL.....John L. Slatton
Mobile,
WALA.....Agnes Pirtle
Montgomery,
WCOV.....Weston Britt
WSFA.....Caldwell Stewart
Muscle Shoals, WLAY.....Sarah Smith
Opelika, WJHO.....Robert Cronander

Arizona

Globe, KWJB.....Willard Shoecraft
Phoenix,
KOY.....Alfred Becker
KPHO.....M. C. Reese, Jr.

Arkansas

Blytheville, KLCN.....Bob Berryman
Fort Smith, KFPW.....Dorothy Smith
Helena, KFFA.....Doris Trainer
Little Rock, KLRA.....Tom Scott

California

Berkeley, KRE.....Harrold Hawley
Beverly Hills, KMPC.....Marie Hodson
Chico, KHSL.....Mabel Swift
Eureka, KIEM.....Jack Andrews
Fresno, KMJ.....Andy Patterson
Long Beach, KGER.....Helene Smith
Los Angeles,
KECA.....Claude Sweeten
KFAC.....Don Otis
KFI.....Claude Sweeten
KFSG.....Esther Stuart
KFWB.....Leon Leonardi

KHJ.....Frank DeVol
KMTR.....Salvatore Santaella
KNX.....Lud Gluskin, Wilbur Hatch
Marysville, KMYC.....Lois Carroll
Oakland, KLX.....Mardelle Peterson
Riverside, KPRO.....Leon F. Drews
Sacramento,
KFBK.....Emil Martin
KROY.....Evangeline Baker
San Diego, KGB.....James Dillon
San Francisco,
KFRC.....Cy Trobbe
KGO.....Phil Bovero
KSFO.....Louise Winter
KYA.....Alfred Frankenstein
San Jose, KQW.....Ernest Gill
San Luis Obispo.....Anthony Ricca
Santa Barbara, KDB.....Kay B. Summers
KTMS.....Carol Lee

Colorado

Denver,
KLZ.....Lester Weelans
KMYR.....Vickie Rusletvedt
KOA.....Milton Shrednick
KPOF.....Ruth Staats
Grand Junction, KFJX.....Toni Mueller

Connecticut

Bridgeport,
WICC.....Carl Larson
Hartford,
WDRG.....Sterling V. Couch
New Britain, WNBC.....Maurice Sechtman
WHTT.....Charlotte Anderson
WVIC.....Moshe Paranov
New Haven, WELI.....Clair H. Shadwell
Stamford, WSRR.....Warren Saunders
Waterbury,
WATR.....Edith Sacco
WBRV.....Waldo S. Newberry

• • • **MUSICAL DIRECTORS** • • •

District of Columbia

Washington,
 WINX.....Tommy Johnson
 WMAL.....Sidney
 WOL.....Helen Yort
 WRC.....Fritz Balzer
 WTOP.....Paul Kain
 WWDC.....Leonard Friendly

•
Florida

Fl. Lauderdale, WFTL.....Jane Butler
 Gainesville, WRUF.....Helen Edwards
 Jacksonville,
 Lakeland, WFLA.....William P. Lee
 Miami, WIOD.....Earle Barr Hanson
 WQAM.....Alaine Powell
 Miami Beach, WKAT.....Betty Lee Taylor
 Orlando,
 WDBO.....Dorothy Morton Parks
 St. Augustine, WFOY.....Frankie Collyer Walker
 St. Petersburg, WSUN.....Edith Sexton
 St. Petersburg, WTSP.....Merwin Houk
 Tallahassee, WTAL.....Judson Chapman
 Tampa,
 WFLA.....Frank Grasso
 West Palm Beach, WJNO.....Ruth Shockley

•
Georgia

Atlanta,
 WAGA.....Frances Wallace
 WATL.....Cliff Cameron
 WSB.....Perry Bechtel, Earl Landis
 Augusta, WRDW.....Paul Reed
 WGSP.....Lola Allen Wallace
 Columbus, WRBL.....Gertrude Handley
 Cordele, WMJM.....Robert C. Lay
 Macon, WBML.....Jim Vinson
 Savannah,
 WSAV.....George Unchurch
 WTOG.....Jean Wallace
 Waycross, WAYX.....Frank Mitchell

•
Idaho

Boise, KIDO.....Billy Phillips
 Twin Falls, KTFI.....Eleanor Kline
 Wallace, KWAL.....Glen Whitney

•
Illinois

Aurora, WMRO.....Mary Louise Brown
 Chicago,
 WAAF.....Helen Compton
 WAIT.....E. M. Hinzman
 WBBM.....Caesar Petrillo
 WEDC.....William P. Brady
 WGES.....Erma Gareri
 WGN.....Henry Weber
 WJJD.....Lee Gillette
 WLS.....Phil Kalar
 WMAQ.....Roy Shield
 Danville, WDAN.....Levin Cummins
 East St. Louis, WTMV.....William Hart
 Harrisburg, WEBQ.....Virginia Crane
 Peoria, WMBD.....Harold Osborne
 Quincy, WTAD.....Edythe Raye
 Rockford, WROK.....Lorna Lane
 Rock Island, WHBF.....John Gilbert
 Springfield, WCBS.....John Geil
 WTAX.....Betty Cole
 Urbana, WILL.....Lanson F. Demming

•
Indiana

Elkhart, WTRC.....Margaret Ward
 Fort Wayne, WGL-WOWO.....Guy Fitzsimmons
 Gary, WIND.....Reba Jane Chapman
 Hammond, WJOB.....J. Gibbs Spring

Indianapolis,
 WFBM.....Walter Reuleaux
 WIBC.....Lester Huff
 WIRE.....Harry Bason
 WISH.....Margaret Pryce
 Muncie, WLBC.....June Johnson
 South Bend, WSBT.....Harlan Hogan
 Terre Haute, WBOW.....Leo Baxter

•
Iowa

Ames, WOI.....Edward Wegener
 Boone, KFGQ.....Opal Hartung
 Burlington, KBUR.....Mary Mangold
 Cedar Rapids, WMT.....Maureen Canavan
 Clinton, KROS.....Margery Meinert
 Davenport, WOC.....George Sontag
 Decorah, KWLC.....Helen Trilhus
 Des Moines, WEO.....Don Hovey
 KRNT-KSO.....Frank Voecker,
 Phyllis Raftery, Eddie Truman
 Dubuque, WKBB.....Ethel Carpenter
 Fort Dodge, KFVD.....Betty Condon
 Marshalltown, KFJB.....Thelma La Valley
 Ottumwa, KBIZ.....Robert Carlson
 Shenandoah,
 KFNF.....Perry Douthit
 KMA.....Mabel McFarland
 Sioux City,
 KSCJ.....Miriam Corkhill
 KTRI.....Bernice Mahr
 Waterloo, KXEL.....George Timm

•
Kansas

Coffeyville, KGGF.....Ozzie Osborne
 Dodge City, KGNO.....Herschell Holland
 Emporia, KTSW.....Rosalee Askew
 Hutchinson, KWBW.....Geraldine Brack
 Kansas City, KCKN.....Milan Mahale
 Lawrence, KF KU.....Mildred I. Seaman
 Manhattan, KSAC.....William Lindquist
 Pittsburg, KDAM.....Leota Taylor
 Topeka, WIBW.....Maude Shreffler
 Wichita,
 KANS.....Raymond Shelley
 KFH.....Gus Snyder

•
Kentucky

Ashland, WCMJ.....Jean Thompson
 Bowling Green, WLBJ.....Ann Hamilton
 Henderson, WSON.....Stanley Mayer
 Hopkinsville, WHOP.....Helen Carter
 Louisville,
 WAVE.....Earle Keller
 WHAS.....Robert Hutsell
 New Albany, WGRC.....Jack Currance

•
Louisiana

New Orleans,
 WDSU.....Joseph Schram
 WWL.....Irving Vidacovich
 Shreveport, KRMD.....Elizabeth Alford

•
Maine

Bangor, WABI.....Harold Dorr
 Lewiston, WCOU.....Marion Payne Louisfell
 Lewiston, WCOU.....Bertrand Cote

•
Maryland

Baltimore,
 WBAL.....Phil Fine
 WCAO.....Robert P. Iula
 WCBM.....Jack B. Rohr
 WFBR.....Joseph Imbrigulio
 WITB.....Wallace W. Ashley
 Hagerstown, WJEJ.....Earl Mentzer
 Salisbury, WBOC.....Russell Yohs

MUSICAL DIRECTORS

Massachusetts

Boston,
 WEZ-WBZA Avner Rakov
 WEI Francis E. Bellizia
 WNAC Francis J. Cronin
 WORL Bob Perry
 Greenfield, WHAI Gordon J. Lewis
 Holyoke, WHYN Jay Heitin
 Worcester, WAAB Francis J. Cronin
 Worcester, WTAG Dol Brissette

Michigan

Bay City, WBCM Lionel H. DeRemer
 Detroit,
 WJBK Pete Angel
 WJLB Herbert Mertz
 WJR Samuel Benavie
 WWJ Mischa Kottler
 WXYZ Benny Kyte
 Flint, WFDF William Geyer
 Grand Rapids, WLAV Frann Weigle
 WOOD Sandy Meek
 Ironwood, WJMS Laura Johnson
 Lansing, WJIM Bob Clayton
 Lapeer, WMPC Arthur O. Voorheis
 Pontiac, WCAR Howard Donahoe
 Port Huron, WHLS Lyle Patterson
 Traverse City, WTCM Don Mullen

Minnesota

Duluth, WEBC John Kleire
 KDAL Dick Lawrence
 Mankato, KYSM Maurice Piche
 Minneapolis,
 WCCO Wallace Olson
 WDGY Walter Rudd
 WLOL Venne Rooney
 WTCN Michael Coscio
 Northfield, WCAL Oscar R. Overby
 St. Paul,
 KSTP Leonard Leigh
 WMIN Adele Belair
 Winona, KWNO Mary Leu

Mississippi

Greenville, WJPR Rosie Mock
 McComb, WSKB Mrs. B. L. Mathis
 Meridian, WCOC Mrs. D. W. Gavin
 Natchez, WMIS Harry Kling Barth

Missouri

Joplin, WMBH Stella Lukens
 Kansas City,
 KCMO Jack Wendover
 KMBC P. Hans Flath
 WHB Bob McGrew
 St. Joseph, KFEQ Edward Moore
 St. Louis,
 KFUP Gerhardt Schroth
 KWK Carl Hohengarten
 KKOK Alister Wylie
 WEW Ralph Stein
 Springfield, KTTS Ray Tad
 KWTO Hugh M. Aspinwall

Montana

Billings, KGHL Harry Turner
 Kalispell, KGEZ Don Treloar

Nebraska

Fremont, KORN Jack Newlon
 Grand Island, KMMJ Connie Brunsvold
 Kearney, KGFV Peg Biber
 Norfolk, WJAG Harold Kliene
 Omaha,
 KOIL Teresa Peter
 WOW Morton Wells

New Hampshire

Manchester,
 WFEA Roger Barrett
 WMUR Bert Colter
 Portsmouth, WHEB Katherine Gunther

New Jersey

Asbury Park, WCAP G. H. Scott
 Bridgeton, WSNJ Lowell Ayars
 Jersey City,
 WHOM J. DeLuca
 Newark, WAAT Gus Steck

New Mexico

Clovis, KICA R. B. McAlister

New York

Albany, WABY-WOKO Carl Miller
 Auburn, WMBO Dorothy Boliu
 Binghamton, WBNF Donald Grey
 Brooklyn,
 WLIB Eddy Brown
 Buffalo,
 WBBN James Freiling
 WBNY Art Crosson
 WBBR Americo Bono
 WGR-WKBW David Cheskin
 Elmira, WENY Harry Springer
 Freeport, WGBR Al Cheesman
 Ithaca, WHCU Harry J. Hennessy
 Middletown, WALL Robert E. Lee
 Newburgh, WGNV Jane Welch
 New York,
 WBNX Fred Mendelsohn
 WEAF Frank Black
 WEVD Nicholas Saslavsky
 WHN Don Albert
 WINS Henry Sylvren
 WJZ Joe Rines
 WMCA William Wirges
 WNEW Jerry Sears
 WNYC Merle Pitt
 WOR Herman Neuman
 WOV Alfred Wallenstein
 WQXR Paul Romeo
 Niagara Falls, WHLD Leon Barzin
 Ogdensburg, WSLB Ernie Whistler
 Rochester,
 WHAM Eugene Zacher
 WHEC Ken Sparnon
 WSAY Viola Brown
 Schenectady, WGY E. A. Rice, Frank Glenn
 Syracuse,
 WAGE Thelma Jean McNeil
 WFBL Raymond Gantter
 WSYR Murray Bernthal
 Troy, WTRY Ernest Rossell
 WHAZ A. Olin Niles
 Utica, WIBX Walter Griswold
 Watertown,
 WWNY Rosemary Wolf
 White Plains, WFAS Randall Kaler
 Woodside, WWRL Adolph Gobel

North Carolina

Asheville, WISE Kenneth Beachboard
 Charlotte, WSOC Fletcher Austin
 Durham, WDNC Mildred Alexander
 Goldsboro, WGBR John Britt
 Greensboro, WBIG Margaret Banks
 Hickory, WHKY Louise Miller
 Kinston, WFTC Francis Van Houten
 Raleigh, WPTF Leo F. de Sola
 Salisbury, WSTP Russell McIntire

• • • **MUSICAL DIRECTORS** • • •

Winston-Salem,
WAIR Charles Keaton
WSJS Isabel Shaffer

•
North Dakota

Bismarck, **KFYR** Curt Dirlam
 Fargo, **WDAY** Mounty Williams
 Grand Forks, **KILO** Blanche Warnken

•
Ohio

Akron,
WADC Charles Herr
 Ashtabula, **WICA** Mary Pavolino
 Canton, **WHBC** Martin Alexander
 Cincinnati,
WCKY Charles Mauthe
WCPO Gene Hoctor
WLW Gladys Lee
WLW Milton Weiner
WSAI Milton Wiener
 Cleveland,
WCLE Willard Pott
WGAR Walberg Brown
WHK Willard Pott
WJW Donald Kayler
WTAM Lee Gordon
 Columbus,
WBNS Lowell Riley
WCOL Janice Hagerty
WHKC Abram Ruvinsky
WOSU Ann Charles
 Dayton,
WHIO Henry Lange
WING Charles Reeder
 Findlay, **WFIN** Barbara J. Tyner
 Mansfield, **WMAN** Earl Black
 Marion, **WMRN** Anna Mae Spano
 Portsmouth, **WPAY** Dorothy Page
 Springfield, **WIZE** Martha Fox
 Steubenville, **WSTV** John L. Merdian
WFMJ Col. L. R. Boals
 Youngstown, **WKBN** Dwight Merriam

•
Oklahoma

Ardmore, **KVSO** Dolly Dutton
 Bartlesville, **KWON** Martha Boucher
 Lawton, **KSWO** Winifred Ross
 Muskogee, **KRIX** Sally Miller
 Norman, **WNAD** Roger Goeb
 Oklahoma City, **KOMA** Mickey Reynolds
KTOK Harold Shreve
WKY Allan Clark
 Tulsa,
KOME Alene Campbell
KTUL Lillian Smithline
KVOO Joseph A. O'Neill

•
Oregon

Albany, **KWIL** Joyce Den Herder
 Corvallis, **KOAC** Richard E. Fuson
 Portland,
KALE-KOIN Joseph Sampietro
KBPS-KEX-KGW Abe Bercovitz

•
Pennsylvania

DuBois, **WCED** Les Ryder
 Easton, **WEST** Eugene Bethman
 Erie, **WLEU** Anthony Conti
WERC Milton Munn
 Grove City, **WSAJ** Stanley Seiple
 Harrisburg, **WHP** David Shoop
 Lewistown, **WMRF** Mary McCoy
 Philadelphia,
KYW Clarence Fuhrman
WCAU Johnny Warrington

WDAS Joseph Schreiberman
WFIL Norman Black
WIBG Eric Wilkinson
WIP Joe Frassetto
WPEN Joseph Franzosa
 Pittsburgh,
KDKA Bernie Armstrong, Aneurin Bodycombe
WCAE "Babe" Rhodes
WWSW John Mitchell
 Reading, **WEEU** E. Lester Hoffmaster
 Scranton, **WARM** Frank Keller
 Uniontown, **WMBS** J. Sullivan Sages
 Wilkes-Barre,
WBAX Phil Cusick
WBRE Louis Savitt
 York, **WSBA** Harold Shutz

•
Rhode Island

Pawtucket, **WFCI** Arthur Paquette
 Providence, **WPRO** Edwin F. Drew
WJAR Earl Shean

•
South Carolina

Charleston, **WCSC** Betty Sturcken
 Columbia,
WCOS Moody McElueen
WIS Mary Elizabeth Shealy
 Florence, **WOLS** Claude Putnam
 Greenville, **WFBC** Marcia Wyche
WMRC Jimmy Simpson
 Spartanburg, **WORD** Lea Perrin
WSPA Corinne Kearse

•
South Dakota

Rapid City, **KOBH** George Bruntlett
 Yankton, **WNAX** Rex Hayes

•
Tennessee

Chattanooga,
WAPO William Krug
WDEF Jean Van Arsdale
WDDO John Tassetore
 Jackson, **WTJS** James Allen
 Johnson City, **WJHL** Henry Frick
 Knoxville,
WNOX Jerry Collins
WROL Harry Nides
 Memphis,
WMPS Kay Benander
WREC Jesalyn Payne
 Nashville,
WLAC Charles Nazy
WSIX Frank Bobo
WBM Beasley Smith, Pietro Brescia

•
Texas

Amarillo,
KFDA Bonnie Bennett
KGNC Frances Jensen
 Austin, **KNOW** Allan Ezell
 Beaumont, **KRIC** Mary Bond Campbell
 Brownsville, **KEEW** Jack Wilson, Jr.
 Corpus Christi, **KEYS** J. L. Scogin, Jr.
 Dallas,
KRLD Lawrence H. Morrell
WFAA Karl Lambertz
WRR Ted Parrino
 El Paso, **KROD** H. Arthur Brown
 Fort Worth,
KFJZ Frances Kay
KGEO Gene Baugh
WBAP Gene Baugh
 Houston,
KPRC K. B. Sloan
KTRH Albino Torres
 Lubbock, **KFYO** Ollie Cook
 Midland, **KRLH** Roy De Wolfe
 Pampa, **KPDN** Lester Aldrich
 Port Arthur, **KPAC** Cliff Bruner

• • • **MUSICAL DIRECTORS** • • •

San Antonio,
 KMAC..... Hunter Hancock
 KTSA..... Rex Preis
 Vernon, KVWC..... John Allen
 Waco, WACO..... Mary Holiday
 Wichita Falls, KWFT..... Lucille Crouch

•
Utah

Logan, KVNU..... C. Claude Robbins
 Ogden, KLO..... Earl Donaldson
 Salt Lake City,
 KDYL..... Bob Reese
 KUTA..... Jessie S. Taylor

•
Vermont

Waterbury, WDEV..... John Williams

•
Virginia

Covington, WKEY..... Bill Ward
 Danville, WBTM..... Jacqueline Jones
 Lynchburg, WLVA..... G. Gale Pearson
 Newport News, WGH..... Richard Harrell
 Norfolk, WTVAR..... Bailey Barco
 Richmond,
 WMBG..... J. Jehlen
 WRNL..... Eddie Weber
 Roanoke,
 WDBJ..... Eve Nininger
 WSLS..... Mavis Overstreet
 Suffolk, WLPM..... Sylvia Taylor

•
Washington

Aberdeen, KXRO..... Bette Boyer
 Everett, KEVE..... Daniel Philip
 KRKO..... Roy C. Towne
 Pullman, KWSC..... Viola Foraker
 Seattle,
 KEVR..... E. J. Hamilton
 KIRO..... Max Dolin
 KOL..... Francis Armstrong
 KRSC..... Ted Bell
 Spokane, KFPY..... Arthur Zepp
 KGA-KHQ..... Earl Shinkoskey
 Tacoma, KMO..... Marion Kay
 Vancouver, KVAN..... Sylvia Chandler
 Yakima, KIT..... June Walks

•
West Virginia

Charleston,
 WCHS..... Leah Perry
 WGKV..... Gilbert Canfield
 Clarksburg, WBLK..... Don McWhorter
 Huntington, WSAZ..... Irene Bruce
 Parkersburg, WPAR..... Len Carl
 Welch, WBRW..... Bob Kelton
 Wheeling,
 WKWK..... Oliver Edwards
 WVVA..... Robert Nesbitt
 Williamson, WBTH..... Elizabeth Zimmerman

•
Wisconsin

Ashland, WATW..... Warren Hites
 Fond du Lac, KFIZ..... Lucille Fairbanks
 Green Bay, WTAQ..... Sam De Signe
 Janesville, WCLO..... Dorothy Alan
 Madison,
 WHA..... Frederick Fuller
 WIBA..... Leon Persson
 Milwaukee,
 WEMP..... Elmer Ibrke
 WISN..... Elmer Krebs
 WTMJ..... Maurice Kipen
 Racine, WRJN..... Ray Gruis
 Rice Lake, WJMC..... R. W. Wells
 Sheboygan, WHBL..... Mona J. Pape
 Superior, WDSM..... Elma DeMeire
 Wausau, WSAU..... Don R. Burt

•
Wyoming

Rock Springs, KVRB..... Carmen Megeath

•
Alaska

Anchorage, KFQD..... Ken Laughlin
 Fairbanks, KFAR..... Eleanor Hansen

•
Puerto Rico

Ponce, WPAB..... Domingo Colon Suris
 San Juan..... Jose Raul Ramirez

•
CANADA
Alberta

Grande Prairie, CFGP..... Catherine Young

•
British Columbia

Kamloops, CFJC..... Bob Hutton
 Kelowna, CKOV..... W. H. Stewart
 Trail, CJAT..... Mrs. R. Harrod
 Vancouver,
 CKMO..... D. G. Hill
 Victoria, CJVI..... A. R. Smith

•
Manitoba

CKRC..... R. Alderson
 Winnipeg, CKY..... P. H. Richardson

•
New Brunswick

Moncton, CKCW..... Dr. George Ross
 Saint John, CHSJ..... Bruce Holder

•
Nova Scotia

Antigonish, CJFX..... Margaret MacDonald
 Halifax, CHNS..... William Strickland
 Sydney, CJCB..... Mrs. A. F. McKinnon

•
Ontario

Brantford, CKPC..... Frank Holton
 Hamilton, CHML..... Philip Tabany
 Kingston, CKWS..... Bruce Tremere
 Kirkland Lake, CJKL..... Lyall Jack
 North Bay, CFCH..... Warren Robertson
 Owen Sound, CFOS..... Marie Keenan
 Petersburg, CHEX..... Karl E. Monk
 Stratford, CJCS..... C. W. Trethewey
 Timmins, CKGB..... Harrison Flint
 Toronto,
 CBL..... J. M. Beaudet
 CFRB..... Wally Armour
 CJCB..... J. M. Beaudet
 CKCL..... Maurice Dalton Rapkin
 Wingham, CKNX..... H. V. Pym

•
Prince Edward Island

Charlottetown, CFCY..... Mrs. K. S. Rogers

•
Quebec

Montreal,
 CBF-CBM..... J. J. Gagnier
 CHLP..... Fernan E. Bergevin
 CKAC..... Paul Corbel
 Quebec, CBV..... Capt. T. F. Gagnier
 CHRC..... Francoise Rouleau
 Sherbrooke, CHLT..... Flossie Dawson
 Three Rivers, CHLN..... Jean Laforest

•
Saskatchewan

Prince Albert, CKBI..... George Kergan
 Regina, CJRM..... Sam H. Hillier
 Saskatoon, CFQC..... Cy Cairns



HOME ECONOMICS DIRECTORS OF STATIONS IN UNITED STATES AND CANADA

Winning the war on the home front has been an all-out activity of station home economists ever since the war's inception. With rationing and shortages of taken-for-granted items, housewives have received a much-needed helping-hand to tailor the family menu to wartime conditions.

Another much-needed service provided by this department concerned wartime lunches for defense plant workers. The many suggestions and programs built around this one project alone was an educational campaign of tremendous magnitude.

Alabama

Anniston, WHMA Anne Snoddy
Bessemer, WJLD Grace Tutwiler
Earline Tully
Birmingham, WAPI Delmar Bradley,
Earline Tully
Decatur, WMSL Mrs. Reid Sherard
Momile, WMOB Eleanor Boyd Whitelaw
Montgomery,
WCOV Eve Lynn
WSFA Camille Brown

Arizona

Phoenix, KOY Maude Longwell
KTAR Betty Ericson
Prescott, KYCA Roberta Pfister
Safford, KGLU Alberta Hunt
Tucson, KTUC Leigh Price

Arkansas

El Dorado, KELD Jacqueline Click
Fort Smith, KFPW Mrs. Jack Floyd
Hot Springs, KTHS Hazel Jacobs
Little Rock, KLRA Mina Madden
Texarkana, KCMC Hazel Craig

California

Bakersfield, KERN Carolyn Kern
Beverly Hills, KMPC Virginia Mansfield
Chico, KHSL Laurette Fields
Eureka, KXO Jean Jordan
Fresno,
KFRE Francis Quinn
KMJ Pauline Edwards
Long Beach, KFOX Mrs. Vera Morris
Los Angeles
KFI Agnes White
KFVD Violet Schram
KFWB Chef Milani
KGFJ Carolyn Caro
KHJ Norma Young
KMTR Marion Lee, Eugenia Claire
Oakland,
KLX Ruthelie McConnell
KROW Susan Little
Pasadena, KWKW Jean Sterling
Riverside, KPRO H. R. Rutan

Sacramento,

KFBK Katharine Kitchen
KROY Martha Morton
San Diego, KGB Molly Morse
KFMB Shirley Bradley
San Francisco
KFRC Mrs. Josephine Martin
KGO Ann Holden
KJBS Ruth Thompson
KPO Dorothy Rankin
KSAN Ruth Franklin
KSFO Marjorie Trumbull
KYA Ruth Thompson
San Jose, KQW Katherine Kerry
San Luis Obispo, KVEC Helen Fisher
Santa Barbara, KTMS Mary Baciu
Santa Rosa, KSRO Elaine Swain
Stockton, KWG Marjorie Lee
Watsonville, KHUB Martha Norton

Colorado

Denver
KFEL Salome Hansen
KLZ Velma Michener
KMYR Hazel Heaver
KOA Evadna Hammersley
Grand Junction, KFXJ Mildred Fuller
Greeley, KFKA Dorothy Baldwin MacClary
La Junta, KOKO Frances Robinson

Connecticut

Hartford
WNBC Jan Miner
WTHT Una King
WTIC Ruth Provan
New Haven, WELI Janet Slayton
Stanford, WSRR N. Dougherty
Waterbury, WBBY Fay Clark

Delaware

Wilmington, WDEL Mary McCauley
WILM Barbara Wright

District of Columbia

Washington
 WTOP.....Elinor Lee
 WOL.....Eleanor Howard
 WRC.....Mary Mason
 WWDC.....Mary Dorr

Florida

Gainesville, WRUF.....Mary Eliza Kephart
 Jacksonville, WPDQ.....Anne Daily
 WJHP.....Alice Withee
 Miami
 WIOD.....Jane Butler
 WQAM.....Alaine Powell, Lynn Fox
 Ocala, WTMC.....Joyce Dice
 Orlando
 WDBO.....Myrtle Carry
 WLOF.....Barbara Brown
 Panama City, WDLF.....Dorothy Story
 Pensacola, WCOA.....Vera Lawbaugh
 St. Augustine, WFOY.....Frankie Collyer Walker
 Sarasota, WSPB.....Katherine Blackshear
 Tampa, WFLA.....Barbara San

Georgia

Albany, WALB.....Mildred Huie
 Atlanta, WAGA.....Mary Lucille
 Augusta
 WGAC.....Melba Sparks
 WRDW.....Eileen Stulb
 Cedartown, WGAA.....Rowena Whitfield
 Columbus, WRBL.....Anice Wismer
 Gainesville, WGGG.....Nancy Thompson
 Macon, WBML.....Rosemary Jones
 Savannah, WTOG.....Martha Miller
 Waycross, WAYX.....Robbie Lee Chastain

Idaho

Boise, KIDO.....Ann Herbert
 Nampa, KFXX.....Barbara Clark
 Twin Falls, KTFI.....Eleanor Kline
 Wallace, KWAL.....Lillian Samms

Illinois

Aurora, WMRO.....Dorothy O'Brien
 Bloomington, WJBC.....Peggy Payne
 Champaign, WDWS.....Katherine Sherrick
 Chicago
 WAAF.....Halloween Martin
 WAIT.....Helen Dean
 WEDC.....Sophie V. Brady
 WGN.....June Baker
 WLS.....June Merrill
 WMAQ.....Elizabeth Hart
 Decatur, WSOY.....Easter Straker
 East St. Louis, WTMV.....Jane Foster
 Harrisburg, WEBQ.....Virginia Sidell
 Herrin, WJPF.....June Janess
 Jacksonville, WLDS.....Eureath Freyermuth
 Joliet, WCLS.....Marcia Mitchell
 Quincy, WTAD.....Marian Sexton
 Rockford, WROK.....Olga Johannes
 Rock Island, WHBF.....Kay Davis
 Springfield, WCBS.....Mary L. Dilley
 Urbana, WILL.....Jesse Heathman

Indiana

Elkhart, WTRC.....Mary Thompson
 Fort Wayne
 WGL.....Sue Gibson
 WOWO.....Jane Weston
 Hammond, WJOB.....Margaret Frye
 Indianapolis
 WFBM.....Rose Lee Farrell
 WIBC.....Jane Day
 Lafayette, WASK.....Vianna Bramlett
 New Albany, WGRC.....Charlotte Falkner
 South Bend, WSBT.....Mrs. J. B. Riley
 Vincennes, WAOV.....Aline Arnold

Iowa

Ames, WOI.....Martha Duncan
 Boone, KFGQ.....Nellie Workman
 Burlington, KBUR.....Mary Mangold
 Cedar Rapids, WMT.....Libbie Vaughan
 Clinton, KROS.....Darlene Gordon
 Davenport, WOC.....Mary Louise Marshall
 Des Moines
 KSO.....Helen Watts Schreiber
 WHO.....Dorothy Dale
 Dubuque, WKBB.....Sister Mary St. Clara, B.V.M.
 Fort Dodge, KFVD.....Norma Shearer
 Ottumwa, KBIZ.....Phyllis Pelletier
 Shenandoah, KMA.....Lcanna Driftmier,
 Edith Hansen
 Spencer, KICD.....Zelda Anderson
 Waterloo, KXEL.....Jane Foster

Kansas

Atchison, KVAK.....June Lee
 Dodge City, KGNO.....Mrs. Florence Carrier
 Emporia, KTSW.....Miriam Porter
 Garden City, KIUL.....Marion Lee Ball
 Hutchinson, KWBW.....Frances Everitt
 Kansas City, KCKN.....Olive Osborn
 Lawrence, KFKU.....Viola Anderson
 Salina, KSAL.....Helen Gels
 Wichita, KFST.....Bette Clarke

Kentucky

Harlan, WHLN.....Eula Jones
 Henderson, WSON.....Rebecca Leigh
 Hopkinsville, WHOP.....Bonnie Bessire
 Louisville, WHAS.....Cissy Gregg
 Paducah, WPAD.....Betty Ann Clement

Louisiana

Alexandria, KALB.....Dorothy Alden
 New Orleans
 WDSU.....A. Arthur
 WWL.....Penny Hill, Suzanne Javeau

Maine

Lewiston, WCOU.....Roselle Coury
 Portland, WCSH.....Nancy King
 WGAN.....Dorothy Wadman
 Presque Isle, WAGM.....Duska Glidden

Maryland

Baltimore
 WCAO.....Bettie McCall
 WCBM.....Helen Hall
 WFBZ.....Martha R. Temple
 WITH.....Eva Ve Verke
 Cumberland, WTBO.....Margaret Lynch

HOME ECONOMICS DIRECTORS

Massachusetts

Boston
 WBZ-WBZA..... Mildred W. Carlson,
 Marjorie Mills, Imogene Wolcott
 WEEL..... Heloise Parker Broeg
 Fitchburg, WEIM..... Dorothy McKittrick,
 Madeline Wolfe
 Greenfield, WHAI..... Ann Erickson
 Holyoke, WHYN..... Helen Hope
 Hyannis, WOCB..... Marion Crowell
 Lawrence, WLAW..... Irene F. Morgan
 Lowell, WLLH..... Ann Bradford
 Springfield, WMAS..... Ethel Henin
 Worcester, WTAG..... Mildred Bailey.

Michigan

Bay City, WBCM..... Frances Patterson
 Detroit, WKAR..... Jeanette Lee
 East Lansing, WKAR..... Jeanette Lee
 Ironwood, WJMS..... Rose Isaac
 Kalamazoo, WKZO..... Evelyn Courtney
 Lansing, WJIM..... Judy Holiday
 Muskegon, WKBZ..... Elsie Buttrick
 Port Huron, WMLS..... Anne B. Coushaine
 Saginaw, WSAM..... Lou Sherry

Minnesota

Albert Lea, KATE..... Kay Bonner
 Duluth, WEBC..... Elinor Barney
 KDAL..... June Lange
 Mankato, KYSM..... Irene Michael
 Minneapolis-St. Paul,
 WCCO..... Madge Brown
 WDG Y..... Ruth Sherman
 WLB..... Ralph T. Backstrom
 WTCN..... Ann Ginn
 St. Paul, KSTP..... Bee Baxter
 Virginia, WHLB..... Jewell Parsons
 Winona, KWNO..... Marjorie Mitchell

Mississippi

Columbus, WCBI..... Ruth Etheridge
 Greenville, WJPR..... Sallie Kellner
 Hattiesburg, WFOR..... Betty Baker
 Jackson, WSLI..... Nancy Chambers

Missouri

Hannibal, KHMO..... Betty Huston
 Joplin, WMBH..... June Darby
 Kansas City
 KCMO..... Anne Hayes
 KMBC..... Nancy Goode
 WDAF..... Dorothy Crew
 Poplar Bluff, KWOC..... Helen Peterson
 St. Louis
 WEW..... Louise Munsch
 WIL..... Kay Morton
 Sedalia, KDRO..... Betty Page
 Springfield, KTTS..... Kathleen Peters
 KWTO..... Dorothy Martin

Montana

Missoula, KGVO..... Erin Day

Nebraska

Fremont, KORN..... Esther Hosterman
 Grand Island, KMMJ..... Jane Anderson
 Kearney, KGFW..... Marjorie Davis
 Lincoln, KFAB..... Jessie Young
 Norfolk, WJAG..... Mary Moore
 Omaha
 KOIL..... Belle West
 KOWE-WOW..... Martha Bohlsion
 Scottsbluff, KGKY..... Arline Johnson

New Hampshire

Laconia, WLNH..... Marie Forsberg
 Manchester, WMUR..... Betty Leary
 Portsmouth, WHEB..... Lee Spencer

New Jersey

Asbury Park, WCAP..... Georgianne Burley
 Atlantic City,
 WBAB..... Peggy Johnson
 WFPG..... Hazel Hartman
 Jersey City, WHOM..... Martha Ley,
 Eleanor Zabeltovich

New Mexico

Albuquerque, KGGM..... Isabel Kern
 KOB..... Mary McConnell
 Clovis, KICA..... Bonnie Cook
 Las Vegas, KFUN..... Dorothy G. Thwaites

New York

Albany,
 WABY..... Judy James
 WOKO..... Louise Benay
 Batavia, WBTA..... Harriette J. Taylor
 Binghamton, WNB F..... Sarah Burbank
 Buffalo, WEBR..... Elinor Fahrenholz, Esther Huff
 Ithaca, WHCU..... Eileen Winchell
 Jamestown, WJTN..... Helen Carr
 Kingston, WKNY..... Everice Parsons
 Newburgh, WGN Y..... Genevieve Judy
 New York
 WABC..... Margaret Arlen
 WEAF..... Mary M. McBride
 WHN..... Adrienne Ames
 WINS..... Dorothy Day
 WMCA..... Isabella Beach
 WJZ..... Alice Maslin
 WOR..... Bessie Beaty, Pegeen Fitzgerald,
 Martha Deane, Alfred McCann,
 Dr. Walter Eddy, Imogene Woolcott
 WQXR..... Charlotte Adams
 Niagara Falls, WFLD..... Clarice Johnston
 Olean, WHDL..... Mae Brown
 Rochester
 WHAM..... Hazel Cowles
 WHEC..... Marian Karasick
 WSAY..... Marian Karasick
 Saranac Lake, WNBZ..... Ruth O'Connell
 Schenectady, WGY..... Martha Brooks,
 Syracuse
 WOLF..... Gertrude Buckland
 WSYR..... Barbara Blake
 Troy, WTRY..... Mary Gaynor
 Utica, WIBX..... Elizabeth Odames
 Watertown,
 WATN..... Mrs. Clara Bell
 W WNY..... Joy Cole
 White Plains, WFAS..... Mary Anna Logan
 Woodside, WRRL..... Marion Steinel

HOME ECONOMICS DIRECTORS

North Carolina

Asheville, WISE..... Leahman Fair Wall
 Burlington, WBBB..... Johnney Wagner
 Charlotte, WSOC..... Margaret Walker
 WAYS..... Estelle Cuddy
 Durham, WDNC..... Doris Brommage
 Greenville, WGTC..... Frances Simpson
 WMRC..... Frances Meyers
 Goldsboro, WGBR..... Martie Swanson
 Greensboro, WGBG..... Marie Craven
 High Point, WMFR..... Eleanor Powell
 New Berne, WHIT..... Jacquelyn Melton
 Roanoke Rapids, WCBT..... Mamie Nash
 Washington, WRRF..... Ruth Frank
 Wilson, WGTM..... Mina Ray Williams
 Winston-Salem, WAIR..... Marvel Carter Campbell

North Dakota

Grand Forks, KFJM..... Fay Lufkin
 Minot, KLPN..... E. H. Cooley
 Valley City, KOVC..... Lois Laine

Ohio

Akron
 WADC..... Glad Henri
 WAKR..... Ann Parker
 WVV..... Jean Law
 Ashtabula, WICA..... Elinor Mirabell
 Cincinnati
 WCPO..... Evelyn Evans, Betsey Dennis
 WKRC..... Georgia Gray
 WSAI..... Ruth Lyons
 Cleveland
 WHK-WCLE..... Eleanor Hanson
 WGAR..... Ruth Merriam Wells
 WTAM..... Jean Colbert
 Columbus
 WBNS..... Fern Sharp
 WCOL..... Rhea McCarty
 WHKC..... June Rosen
 Lima, WLOK..... Katherine Goeke
 Marion, WMRN..... Madge L. Cooper
 Portsmouth, WPAY..... Lucille Graham
 Springfield, WIZE..... Francis Williamson
 Steubenville, WSTV..... Jane McHugh
 Toledo
 WSPD..... Mrs. Norma Lane
 WTOL..... Dorothy Peterson
 Warren, WRRN..... Keren Friedman
 Zanesville, WHIZ..... M. Weber

Oklahoma

Elk City, KASA..... Betty Adams
 Enid, KCBC..... Margie Kaye
 Muskogee, KPIX..... Ircne Doan
 Norman, WNAD..... Helen Cullins
 Oklahoma City
 Koma..... Helen B. Schuyler
 WKY..... Mart Adams
 Ponca City, WBBZ..... Kay Kollins
 Shawnee, KGFF..... Maxine Eddy
 Tulsa, KVOO..... Jane Austin
 KTUL..... Mildred Gillespie

Oregon

Albany, KWIL..... Betty Lou Wilbanks
 Astoria, KAST..... Abbie Smith
 Baker, KBKR..... Grace Baer
 Corvallis, KOAC..... Mrs. Zelta Rodenwold
 Eugene, KOBE..... Evelyn Pohl
 Grant's Pass, KUIN..... Ruth E. Crawford
 La Grande, KLBK..... Jayne Moss

Pendleton, KWRC..... Rondi O'Gara
 Portland
 KEX-KGW..... Ruth Forbes, Barbara Hathaway
 KWJ..... Althee Renwick, Rita Othuis
 KXL..... Peggy Williams
 Roseburg, KRNR..... Iris Helliwell
 Salem, KSLM..... Maxine Buren

Pennsylvania

Butler, WISR..... Gladys Borne
 Du Bois, WCED..... Virginia Wade
 Easton, WEST..... Pauline A. Davis
 Erie, WLEU..... Joan Clark
 WERC..... Carol Mason
 Johnstown, WJAC..... Jane Simmons
 New Castle, WKST..... Peggy Boughter
 New Kensington, WKPA..... Toni Lee
 Philadelphia
 KYW..... Ruth Welles, Betty Jordan
 WCAU..... Ruth Chilton
 WFIL..... Anice Ives, Jessie Young
 WHAT..... Betty Newbold
 WIBG..... Zella Harper
 Pittsburgh
 KDKA..... Evelyn Gardiner
 WCAE..... Lillian Malone
 Uniontown, WMBS..... Mary E. Anderson
 Wilkes-Barre, WBAX..... Susan Smith

South Carolina

Anderson, WAIM..... Francis Johnson
 Columbia, WCOS..... Pricilla Dunn
 Charleston
 WCSC..... Gladys Sage
 WTMA..... Alicia Rhett
 Florence, WOLS..... Laurie Clark
 Greenville, WFBC..... Alice Wyman
 Spartanburg, WSPA..... Jane Dalton
 WORD..... Mary Moritz
 Sumter, WFIG..... Sally Pierce

South Dakota

Yankton, WNAX..... Wynne Hubler

Tennessee

Bristol, WOPI..... Marjorie Freels
 Chattanooga, WDOD..... Billie Ansel
 Johnson City, WJHL..... Alice Friberg
 Knoxville, WNOX..... Martha Ross
 Memphis, WHBQ..... Kay Allen
 Nashville, WSIX..... Sibyl Harris

Texas

Abilene, KRBC..... Anne O. Smart
 Brownsville, KEEW..... Ethel Cummins
 College Station, WTAW..... Evelyn Branigan
 Big Spring, KBST..... Jo Ann Switzer
 Dallas, WRR..... Alta Faye Lackland
 KRLD..... Albertine Berry
 El Paso, KPMS..... Mrs. J. F. Kemendo
 Fort Worth, KFJZ..... Mary Louise Ware
 Galveston, KLUF..... Mrs. Helen D. Clough
 Harlingen, KGBS..... Frances George
 Houston
 KPRC..... Alfred Daniel
 KTRH..... Clara Fiquet
 Huntsville, KSAM..... Ann Curry
 Lubbock, KFYO..... Jimmie Hopson
 Palestine, KNET..... M. Stovens
 Paris, KPLT..... Ladelle McDowra
 San Antonio, K TSA..... Violet Short
 WOAT..... Jane Rowley

HOME ECONOMICS DIRECTORS

Utah

Cedar City, KSUB.....Jean Gronnert
 Provo, KOVO.....Gertrude Wiseman
 Salt Lake City
 KDYL.....Mildred Baker
 KUTA.....June Lee

Vermont

Burlington, WCAX.....Janet Hackwell
 Danville, WBTM.....Dale Carter
 St. Albans, WWSR.....Cecile Crandall

Virginia

Harrisonburg, WSVB.....Mary Dixon
 Martinsville, WMVA.....Priscilla Lambeth
 Newport News, WGH.....Lee Bailey
 Roanoke, WSLS.....Virginia Krebs
 Suffolk, WLPW.....Elizabeth Beale
 Winchester, WINC.....Marion Park

Washington

Aberdeen KXRU.....Ruth Poindexter
 Centralia-Chehalis, KELA.....Ruth Evers
 Everett, KEVE.....Mrs. J. L. Fritsche
 Olympia, KGY.....Therese Olsen
 Pullman, KWSC.....Inez Arnquist
 Seattle
 KIRO.....Charlotte Musgrave, Marion Guinn
 KJR-KOHO.....Ann Sterling
 KOL.....Ann Bowden, Florence Clements
 KXA.....Helen Brennan
 Spokane
 KFIO.....Ruby Rand
 KFPY.....Edna Storms Moody
 KHQ.....Lucile Eddy
 KGA.....Lucile Eddy
 Tacoma, KVI.....Maurine Tuttle
 KMO.....Gail Clark, Ruth Reisner
 Walla Walla, KUJ.....Virginia Van Hoy Lyon

West Virginia

Beckley, WJLS.....Jean Law
 Charleston
 WCHS.....Melva Graham
 WGVK.....Nancy Flournoy
 Clarksburg, WBLK.....Jane B. Matthews
 Fairmont, WMMN.....Betty May
 Huntington, WSAZ.....Pat Wilson
 Logan, WLOG.....Dorothy Armstrong
 Morgantown, WAJR.....Connie Osborne
 Welch, WBRW.....Ashton Light, Mary Del Signor

Wisconsin

Ashland, WATW.....Anne Wills
 Eau Claire, WEAU.....Betty Moskewitz
 La Crosse, WKBH.....Cora Hauser
 Madison, WHA.....Aline Hazard
 Medford, WIGM.....Sigrid Enstad
 Milwaukee, WISN.....Mary Ann LeMay
 WEMP.....Frieda Krieger
 Rice Lake, WJMC.....I. O. Hembre, Lois Strahm
 Superior, WDSM.....Myrna McCauley
 Wausau, WSAU.....Lenora DeVries
 Wisconsin Rapids, WFHH.....Helen Thompson

Wyoming

Cheyenne, KFBC.....Helene Wentzel
 Powell, KPOW.....Rosemary C. Meyer
 Rock Springs, KVRS.....Ann Cook
 Sheridan, KWYO.....Nova Spracklin

Alaska

Fairbanks, KFAR.....Miriam Dickey

HAWAII

Lihue, KTOH.....Esther Ruggland,
 Mrs. Florence Fernandez

**CANADA
 Alberta**

Edmonton, CFRN.....Betty Stewart
 CKJA.....Grace Duggan
 CJCA.....June Sutherland
 Grand Prairie, CFBP.....Betty Stewart
 Lethbridge, CJOC.....Helen Anderson

British Columbia

Victoria, CJVI.....June Bevin

New Brunswick

Campbellton, CKNB.....Margaret Taylor
 St. John, CHSJ.....Mrs. Maud C. Esty

Nova Scotia

Antigonish, CJFX.....Zita O'Hearn Cameron

Ontario

Fort William, CKPR.....Betty Copley
 Brantford, CKPC.....Mrs. J. Gallant
 Brockville, CFLC.....H. M. Everetts
 Chatham, CFCO.....Gwen Nicholls
 Kirkland Lake, CJKL.....Mirna Sturgess
 Kingston, CKWS.....Anne Wiasi
 Kitchener, CKCR.....Jean Whiteside
 North Bay, CFCB.....Ray Doherty
 Owen Sound, CFOS.....Isabel Doyle, Muriel Ready
 Petersborough, CHEX.....Ruth Panter
 Prescott, CFLC.....Helen Everetts
 Windsor, CKLW.....Myrtle Labbitt
 Wingham, CKNX.....Marg Brophy

Prince Edward Island

Charlottetown, CFCY.....Mrs. R. F. Large
 Summerside, CHGS.....Mrs. Irene Dickie

Quebec

Montreal
 CFCF.....Roberta Beatty
 CFCF.....Roberta Beatty
 CKAC.....Odette Olligny
 CHLP.....Nita d'Arcy, Denise Dubar
 Quebec, CHRC.....Claire Gagne
 CKCV.....Elaine Montrevil
 Rouyn-Noranda, CKRN.....Pat Sowerby

Saskatchewan

Moose Jaw, CHAB.....Barbara Wells
 Prince Albert, CKBI.....Aline Rousseau
 Regina
 CJRM.....Mrs. H. Martenson
 CKCK.....Audrey Counsell



MOTION PICTURE COMMENTATORS OF STATIONS IN THE UNITED STATES

(Courtesy of the 1944 FILM DAILY YEAR BOOK)

Alabama

Anniston:
WHMA—Raymond Watson.
Birmingham:
WAPI—Lionel F. Baxter.
WBC—Margaret Cotten.
Montgomery:
WSFA—John B. Demotte.
Muscle Shoals:
W1AY—Becky Burns.
Selma:
WHBB—Marshall Parsons, Jr.
Opelika:
WJHO—Hugh Webb.

Arizona

Phoenix:
KOY—Dale M. Riley.
KTAR—Virginia Ricks.
Prescott:
KYCA—Roberta M. Pfister.
Safford:
KGLU—Lester McBride.
KGLU—Norman B. Harrington
KGLU—Willard Shoecraft.
Tucson:
KTUC—Eileen Floreen.

Arkansas

El Dorado:
KELD—J. R. Duerson.
Helena:
KFFA—Rosalind Mundt.
Fort Smith:
KFPW—Louise Sewell.
Hot Springs:
KTHS—Frank A. Browne.

California

Berkeley:
KRE—Dick Brill.
Beverly Hills:
KMPC—Joe Tonner.
KMPC—Frank Robinson
Brown.
KMPC—Sam McKay.
Chico:
KHSL—"Woody" Woodling.
Fresno:
KFRE—Francis Quinn.
Hollywood:
KMTR—Irwin Allen.
KMTR—Eugenia Claire Smith.
KMTR—Kenneth O. Tikham.
KNX—George Fisher.
KNX—Hedda Hopper.
Los Angeles:
KECA—Erskine Johnson.
KMTR—Irwin Allen.
KRKD—Glad Hall.
Merced:
KYOS—Jo Ann Evans.
Oakland:
KLX—Harry Koplan.
Riverside:
KPRO—Grant, Holcomb, Jr.
San Diego:
KFMB—Marion Whitney.
KGB—Molly Morss.
San Francisco:
KQW—Eddie Tabor.
KQW—Ira Blue.

KSFO—"Monica"
KYA—Jack Temple.
Santa Barbara:
KTMS—Stell Hollowell.

Colorado

Denver:
KFEL—Bob Cornwell.
KMYR—Jim Hawthorne.
KMYR—Bill Butterfield.
Durango:
KIUP—Raymond M. Beckner.

Connecticut

Bridgeport:
WICC—Denise Keller.
Stamford:
WSRR—Aime Gauvin.

District of Columbia

Washington:
WOL—Charlie Zurhorst.
WOL—Walter Compton.
WOL—Russ Hodges.
WOL—Eleanor Howard.
WTOP—Martha Baker.
WWDG—Vera Ash.

Florida

Fort Myers:
WFTM—June Warner.
Jacksonville:
WMBR—Ann Evans.
WPDQ—Anne Dally.
Miami:
WQAM—Leslie T. Harris.
WQAM—Alaine Powell.
Ocala:
WTMC—Flavius J. Yandle.
Oriando:
WDBO—W. G. McBride.
WDBO—Sally Martin.
WDBO—Myrtle Carry.
WOLF—Barbara Brown.
Panama City:
WDLF—Edward J. Couture.
WDLF—Eddie Pierce.
Pensacola:
WCOA—Vera K! Lawbaugh.
St. Augustine:
WFOY—Anne Bernice Nacht-
mann.
Sarasota:
WSPB—Jayne Taylor.
Tallahassee:
WTAL—Mary Charles
Fendley.
Tampa:
WFLA—Paul M. Jones.
WFLA—Barbara San.
WFLA—Patsy Kent.
West Palm Beach:
WJNO—Josephine McQuillin.

Georgia

Albany:
WALB—Mrs. Mildred Cann.
Augusta:
WRDW—Ben Lucas.
WRDW—Sara Twiggs.
Cedartown:
WGAA—Jean Brooke.

WGAA—Bob Wesley.
WGAA—Rowena Whitfield.
Columbus:
WRBL—Miss Billie Wismer.
WRBL—Jack Gibney.
Cordele:
WMJM—Elwela Powers.
Gainesville:
WRUF—Marion Morris.
Macon:
WMAZ—Mrs. Piercy Chestney.
WBML—Rosemary Lyons
Jones.
Rome:
WRGA—Kitty Alford.

Illinois

Aurora:
WMRO—Miss Lee Isom.
Bloomington:
WJBC—Frank Strand.
Chicago:
WBMB—Nate Gross.
WEDC—Marian Whitney.
WEDC—Elinor Ainsworth.
WJJD—Ruth Shanean.
WLS—Wilma Gwilliam.
Decatur:
WSOY—Dorothy Masterson.
Galesburg:
WGIL—Bob Gibson.
Herrin:
WJPF—June Janess.
East St. Louis:
WTMV—Donna Lee.
Harrisburg:
WEBQ—Harold Cook.
WEBQ—Virginia Crane.
Herrin:
WJPF—June Janess.
Jacksonville:
WLDS—Becky Vaughan.
WLDS—Edgar Parsons.
Joliet:
WCLS—Marcia Mitchell.
Tuscola:
WDZ—Fran Booton.

Indiana

Gary:
WIND—Bob Diller.
Indianapolis:
WIBC—Jane Day.
WIRF—Martha Meadows.
Lafayette:
WBAA—Gilbert D. Williams.
Vincennes:
WAOV—Aline Arnold.

Iowa

Burlington:
KBUR—Mary Weaver.
KBUR—Ray Bennett.
Cedar Rapids:
WMT—Wanda Montz.
Davenport:
WOC—Margaret Sebastian
Des Moines:
KSO—Betty Wells.
Dubuque:
KTH—Jane Thomas.
WKBB—Gleason E. Kistler.

Masson City:
 KGLO—Bob Lewis.
Ottumwa:
 KBIZ—Harry Colman.
 KBIZ—Winn Colman.
Sloux City:
 KTRI—Maxine Dierking.
Spencer:
 KICD—Leo G. Rasmussen.

Kansas

Hutchinson:
 KWBW—Vern Minor.
Kansas City:
 KCKN—Dorothy Quinan.
 KCKN—Ruth Royal.
 KCKN—Marie Louise Schrod-
 er.
Pittsburg:
 KOAM—Don M. Taylor.
Wichita:
 KANS—Josephine Wright.
 KFBI—Bette Clarke.

Kentucky

Bowling Green:
 WLBT—Ann Hamilton.
 WLBT—Helen Given.
Harlan:
 WHLN—Vernan Nunn.
Paducah:
 WPAD—Gene Peak.

Louisiana

Baton Rouge:
 WJBO—Mary deVane.
 WJBO—Ralph Sims.
 WJBO—Eleanor Tatum.
Lafayette:
 KVOL—Allison J. Theriot.
New Orleans:
 WJBW—C. Carlson.
 WWL—Jill Jackson.

Maine

Bangor:
 WLZ—Lorraine Des Isles.
Lewiston:
 WCOU—Roselle Coury.

Maryland

Baltimore:
 WCAO—Frank Fan.
 WITH—George Browning.
Cumberland:
 WTBO—Phyllis Bord Brown.
Frederick:
 WFMD—Bill McDonald.
 WFMD—James F. Crist.
Salisbury:
 WBOC—Lonny Starr.

Massachusetts

Boston:
 WBZ—George W. Slade.
 WCOP—Russell E. Othaus.
 WEEI—Priscilla Fortescue.
 WORL—Mary Ruth.
Fitchburg:
 WEIM—Joan Shirlee.
Greenfield:
 WHAI—Arthur Jones.
Lowell:
 WLLH—Betty Chalmers.
Springfield:
 WMAS—Ethel B. Henin.
West Yarmouth:
 WOCE—Frances B. Blake.
Worcester:
 WTAG—Jimmy Lee.

Michigan

Port Huron:
 WHLS—Harmon L. Stevens.
 WHLS—Mrs. George Owen.
Saginaw:
 WSAM—Janice Widmoyer.
Sault Ste Marie:
 WSOO—Frank F. Firmschild.

Minnesota

Mankato:
 KYSM—Audrey Holmes.
 KYSM—Patricia O'Brien.
Minneapolis:
 WDGY—Barbara Flanagan.
St. Cloud:
 KFAM—Hubert Hugo Warner.
St. Paul:
 WMIN—Bruce G. Hayward.
Willmar:
 KWLM—Herb Hengstler.

Mississippi

Columbus:
 WCBI—Yvonne Brisbane.
Greenville:
 WJPR—Sallie Kellner.
McComb:
 WSKB—John Cunningham.
 WSKB—Paul Simpkins.
Natchez:
 WMIS—Myra Boudreau.

Missouri

Hannibal:
 KHMO—Betty Huston.
Kansas City:
 KCMO—Margaret Hillias.
 WHB—Jetta Carleton.
Poplar Bluff:
 KWOC—Joe Roman.
St. Charles:
 KMOX—Katherine Darst.
 KMOX—Frances Casement.
St. Louis:
 WEW—Ann Vinson.
 WEW—Louise Munsch.
Springfield:
 KTO—Miss Jerry Thraillkill.

Montana

Kallispeil:
 KGEB—Don Treloar.

Nebraska

Grand Island:
 KMMJ—Dick Yarnall.
 KMMJ—George C. Kister.

Nevada

Reno:
 KOH—Robert Regent.

New Hampshire

Laconia:
 WLNH—Sherwin Greenlaw.
 WLNH—Margery Webster.
Portsmouth:
 WHEB—Winslow Bettinson.
 WHEB—Mrs. Lee Spencer.

New Jersey

Atlantic City:
 WFPG—Edgar A. Sweet.
 WFPG—Ethel Rattay.
Bridgeton:
 WSNJ—Donald C. Hart.
Camden:
 WCAM—Dayton Lummis.
 WCAM—Walter A. Maguire.

New Mexico

Albuquerque:
 KOB—Mary McConnell.
Clovis:
 KICA—Grady Maples.
Hobbs:
 KWEW—Chet L. Goncer.
Roswell:
 KGFL—Frank W. Joyce.
 KGFL—Howard Brown.

New York

Albany:
 WABY—Louise Benay.
Batavia:
 WBTA—Dick Driacoll.
 WBTA—Jean Switendick.
Binghamton:
 WNBF—Dottie Baker.

WNBF—Wally Buman.
WNBF—Henry Sawtelle.
Buffalo:
 WREN—Jack Paar.
 WEBR—Edward J. Wegman.
Ithaca:
 WHCU—Eileen Winchell.
Jamestown:
 WJTN—Mrs. Helen Carr.
Middletown:
 WALL—Bob Lee.
New York:
 WBNX—Jack Mitchell.
 WEVD—Mark Toby.
 WEVD—Allan Black.
 WHN—Adrienne Ames.
 WINS—Stephen Garrett.
 WINS—Judith Allen.
 WJZ—Nancy Booth Craig.
 WJZ—Ed East.
 WLIB—Clifford Evans.
 WMCA—Julius Colby.
 WMCA—Ethel Colby.
 WNEW—Paula Stone.
 WOV—Diana Baldi.

Newburgh:
 WGNV—Dick Crans.

Niagara Falls:
 WHLD—Alice White.

Ogdensburg:
 WSLB—Flo Beach Rowe.
Poughkeepsie:
 WKIP—Jean Bart.

Rochester:
 WHEC—Marian Karasick.
 WSAY—Frank Silva.
 WSAY—Mort Nusbaum.

Syracuse:
 WAGE—Jan Costly.
 WOLF—Hamilton M. Woodle.

Watertown:
 WATN—Lillian Miles.
 WWNY—Charles Pierce.

North Carolina

Asheville:
 WISE—Ken Beachboard.
 WISE—Charles A. Bachman.
 WWNC—Norine Lowe.

Burlington:
 WBBB—William Shepherd.
Charlotte:
 WAYS—Estelle Cuddy.
 WSOC—Francis M. Fitzgerald.

Goldsboro:
 WGBR—Elizabeth Rosenthal.

Greenville:
 WGTC—Frances Simpson.
 WGTC—Jimmy Simpson.
 WGTC—Charles Whedbee.

High Point:
 WMFR—Stan Conrad.

Kinston:
 WFTC—Mrs. D. J. Dougan.

Roanoke Rapids:
 WCBT—Philip Cooke.

Salisbury:
 WSTP—Miss Winn Jones.

Washington:
 WRRF—Charles Whidbie.
 WRRF—Bob Brisingdine.
 WRRF—Mrs. George Martin.
Winston-Salem:
 WAIR—Lawrence Patrick.

North Dakota

Valley City:
 KOVC—Bob Inzetad.

Ohio

Ashtabula:
 WICA—Elinor Mirabell.
 WICA—Walter Walrath.

Cincinnati:
 WCKY—Carol King.
 WCKY—Olive Kackley.
 WCPO—Georgia Brune.
 WCPO—Edna Sherwood.
 WCPO—Betsey Dennis.

WLW—Bill McClusky.
Cleveland:
 WGAR—Joe Wilson.
 WGAR—Sidney Adorn.
Columbus:
 COL—Wilma Kibler.
Dayton:
 WING—Jo Andrews.
Findlay:
 WFIN—Evelyn Hart.
Marion:
 WMRN—Louis T. Marsh.
 WMRN—Madge L. Cooper.
Portsmouth:
 WPA Y—Patricia Hooley.
Springfield:
 WIZE—Alice Bahman.
Toledo:
 WTOL—Russell Perry.
Zanesville:
 WHIZ—Virginia Woodward.

Oklahoma

Bartlesville:
 KWON—Ann Emery.
 Muskogee:
 KBIX—Lowell Clark.
Oklahoma City:
 KOCY—Miss Lou Maystrick.
 KTOK—Russell V. Miller.
 KTOK—Minnie Jo Curtis.
Tulsa:
 KTUL—Glenn Condon.
 KTUL—Frances Wilson.

Oregon

Albany:
 KWIL—Hal Byer.
Astoria:
 KAST—Abbie H. Smith.
Grants Pass:
 KUIN—Ralph Hanson.
La Grande:
 KLBM—Jayne Moss.
Pendleton:
 KWRC—Frank Krsbka.
Portland:
 KGW-KEX—Grace Elliott.
 KWJJ—Art Morey.
 KWJJ—Thea Craig.
 KXL—Betty Todd.
 KXL—George Helmslich.

Pennsylvania

Butler:
 WISR—Gladys Borne.
 WISR—Kieran Balfe.
Dubois:
 WCED—Anna Jane Mull.
Erie:
 WERC—J. Jacob Young.
 WLEU—Joan Clark.
Lancaster:
 WGAL—Clair R. McCollough.
Lewistown:
 WMRF—Preston Rittenhouse.
 WMRF—Paul M. Breining.
New Castle:
 WKST—Velma Dart.
Philadelphia:
 KYW—Franklin Evans.
 KYW—Jack O'Reilly.
 KYW—Ruth Wells.
 WCAU—Betty Hurd.
 WCAU—Powers Gouraud.
 WDAS—P. J. Stanton.
 WIBG—Kay Cooper.
 WIBG—Rube Werling.
Pittsburgh:
 KDKA—Robert E. White.
 WWSW—Walter E. Sickles.
Seranton:
 WARM—William M. Dawson.
 Jr.
Sharon:
 WPIC—Paul Gamble.
Wilkes-Barre:
 WBRE—Jimmy McCarthy.

Rhode Island

Pawtucket:
 WFCl—George Sutherland.

South Carolina

Charleston:
 WTMA—Alicia Rhett.
 WCSC—Hilda Edwards.
Columbia:
 WCOS—Howard Hamrick.
Florence:
 WOLS—L. M. Hawley.
Spartanburg:
 WORD—G. O. Shepherd.
 WORD—Jane Smith.
 WSPA—Sterling W. Wright.
 WSPA—Jane Dalton.

South Dakota

Rap'd City:
 KOBH—Judy Rosenblith.

Tennessee

Chatanooga:
 WAPO—Bob Bosworth.
 WDEF—Dolly Madison.
 WDOO—Juanita W. Kemp.
Clarksville:
 WJZM—George Stump, Jr.
Jackson:
 WTJS—Denny McClain.
 WTJS—James Hoppers.
Johnson City:
 WJHL—Alice Friberg.
Memphis:
 WHRQ—Frances Kieran.
 WMPS—Mrs. Michael Maher.

Texas

Amarillo:
 KGNC—Wes Izzard.
Austin:
 KNOV—Ruth Lewis.
 KTBC—Ann Durrum.
 KTBC—Harfield Weedin.
 KTBC—John Hicks.
Beaumont:
 KFDM—Clyn Ellis.
 KRIC—Lorraine Kelley.
Big Springs:
 KBST—Jo Ann Switzer.
Brownsville:
 KEEW—Ethel Cummins.
Brownwood:
 KBWD—Rodger Batton.
 KBWD—Dorothea Dunlap.
College Station:
 WTAW—Barbara Peters.
Dallas:
 WFAA-KGKO—John Rosen-
 field.
 WRR—Alta Faye.
Denton:
 KDNT—Mary Grace Smith.
 KDNT—Eloise Johnson.
El Paso:
 KOTSM—Lillian Caldwell.
Fort Worth:
 KFJZ—George Erwin.
 WFJZ—Edward Martin.
 WBAP—Ken McClure.
 WBAP—Idabelle Hicks.
Houston:
 KXYZ—Miss Glenn Horton.
Kilgore:
 KOCA—Dorothy Baker.
Laredo:
 KPAB—George Day.
Longview:
 KFRO—James R. Curtis.
Midland:
 KRLH—Grace De Le Mater.
Pampa:
 KPDN—Harry Wahlberg.
Paris:
 KPLT—Harvey R. Boyd.
San Antonio:
 K TSA—Violet Short.

Sherman:
 KRRV—Jo Ann Koriath.

Utah

Cedar City:
 KSUB—Hurschell Urie.
 KSUB—Jean Gronnert.
Logan:
 KVNU—Jack Braunagel.
 KVNU—Reed Bullen.
Provo:
 KOVO—Shirl Black.
 KOVA—John Krier.
Salt Lake City:
 KDYL—Merrill Rennon.

Vermont

St. Albans:
 WWSR—Mal Weaver.
 WWSR—Tom Colton.
 KWYO—Herb Siebert.

Virginia

Danville:
 WBTM—Miss Dale Carter.
Lynchburg:
 WLVA—Claude E. Taylor.
Suffolk:
 WLPM—Mrs. Anne Brunk.

Washington

Everett:
 KEVE—Evelyn Michaelson.
 KRKO—Elaine Bradford.
Seattle:
 KEVR—Don Klein.
 KOL—Elizabeth Leonard.
Spokane:
 KFIO—R. G. McBrown.
Walla Walla:
 KUJ—Danny Deaver.

West Virginia

Beckley:
 WJLS—Peter Arnell.
Bluefield:
 WHIS—Mrs. Elsie Thomas.
Charleston:
 WCHS—Berton Sonis.
 WGVV—C. P. Vogel, Jr.
 WGGY—Julius Glass.
Huntington:
 WCMI—Ned R. Brooke.
Welch:
 WBRW—Raymond A. Walker.
Williamson:
 WBTH—Alice Stein.

Wisconsin

Appleton:
 WHBY—Rodger Mueller.
Duluth-Superior:
 WDSM—Jay A. Lurye.
Eau Claire:
 WEAU—Leonard G. Anderson.
Janesville:
 WCLO—Dorothy Alan.
La Crosse:
 WKBB—Russ Huber.
Manitowoc:
 WOMET—Francis M. Kadow.
Marinette:
 WMAM—Mary Kay.
Medford:
 WIGM—Harold Pierce.
Oshkosh:
 WOSH—Lorraine Kuehn.
Sheboygan:
 WHBL—Mona J. Pape.
Superior:
 WOSM—Jay A. Lorye.
Wisconsin Rapids:
 WFHR—Bruce Belsch.

Wyoming

Cheyenne:
 KFBC—Helene Wentzel.
Powell:
 KPOW—Rosemary.
Sheridan:
 KWYO—Mel Hallack.



RADIO DIRECTORS



PROGRAMS DIRECTED BY

MEMBERS OF THE RADIO DIRECTORS' GUILD (1943-1944)

<i>Director</i>	<i>Program</i>	<i>Network</i>
Wendell Adams	"Sing Along"	CBS
	"Mother and Dad"	CBS
	"Captivators"	CBS
	"Sophisticators"	CBS
Oliver Barbour	"Life Can Be Beautiful"	CBS
	"Parker Family"	WJZ
	"Victory Is Our Business"	WOR
John Becker	"Transatlantic Call"	CBS
Gertrude Berg	"The Goldbergs"	CBS
Don Bernard	"Blondie"	CBS
	"Life of Riley"	WJZ
Frederick Bethel	"The Bourjois Show"	CBS
Roger Bower	"Can You Top This?"	WOR
	"Music for an Hour"	WOR
	"Treasury Hour of Song"	WOR
	"Sentimental Music"	WOR
Stuart Buchanan	"Out of the Shadows"	WJZ
Philip Cohan	"Durante-Moore"	CBS
Norman Corwin	"Columbia Presents Corwin"	CBS
Carlo De Angelo	"Perry Mason"	CBS
Jerry Devine	"Mr. District Attorney"	WEAF
	"Army Service Forces Present"	WJZ
Mitchell Grayson	"New World A-Coming"	WMCA
Jack Johnstone	"Orson Welles Almanac"	CBS
Ray Kremer	"Grand Central Station"	CBS
Anton Leader	"Grantland Rice"	WEAF
	"Words at War"	WEAF
Richard Leonard	"Stella Dallas"	WEAF
	"Front Page Farrell"	WEAF
	"Mr. Keene, Trader of Lost Persons"	CBS
	"Chaplain Jim"	WJZ
Mark Loeb	"Romance"	CBS
	"Date Line"	CBS
	"This Life Is Mine"	CBS

<i>Director</i>	<i>Program</i>	<i>Network</i>
Basil Loughrane	"Light of the World" "Lighted Windows"	WEAF WEAF
John Macdonell	"United Nations Compare Notes"	WMCA
Nila Mack	"Let's Pretend" "Mrs. Miniver"	CBS CBS
Joseph Mansfield	"Colgate's Sportsreel" "Atlantic Spotlight" "Lands of the Free" "Western Star" (Stephen Vincent Benet)	WEAF WEAF WEAF WEAF
Sherman MacGregor	"Mysterious Traveler" "Return of Nick Carter" "Cisco Kid"	WOR WOR WOR
Earle L. McGill	"Report to the Nation" "The American Scriptures" (Intermission Feature of The New York Philharmonic Symphony) "Now and Forever"	CBS CBS CBS
Arnold Michaelis	"Off the Record"	WJZ
Herbert Moss	"Truth or Consequences"	NBC
Arch Oboler	"Everything for the Boys"	WEAF
Lester O'Keefe	"RCA—Music America Lovest Best"	WJZ
Edward Pola	"Deadline Dramas"	WJZ
Herbert Polesie	"It Pays to Be Ignorant"	CBS
Alton Rinker	"Sammy Kaye"	CBS
Jack Roche	"Guess Who?" "Hook and Ladder Follies"	WOR NBC
William Rousseau	"Prudential Family Hour"	CBS
Richard Sanville	"School of the Air"	CBS
Victor Seydel	"Ladies Be Seated" "The Girl Back Home"	WJZ WJZ
Robert Lewis Shayon	"School of the Air"	CBS
William Sweets	"Counterspy" "Gangbusters"	WJZ WJZ
Frank Telford	"Valiant Lady"	CBS
Lester Vail	"March of Time"	WEAF
Chick Vincent	"Pepper Young's Family"	WEAF
Albert Ward	"School of the Air" "The Colonel"	CBS CBS
Kenneth Webb	"Armstrong Theater of Today"	CBS
Theodora Yates	"Young Dr. Malone" "When a Girl Marries"	CBS WEAF

MUSIC PUBLISHERS

A NATION-WIDE LISTING

— A —

A-1 Music Publishers of America, 580 Fifth Ave., New York City.
 ABC Music Corp., 799 Seventh Avenue, New York City.
 Abingdon-Cokesbury Press, 150 Fifth Avenue, New York City.
 Abrahams (Maurice) Music Co., Inc., 522 West End Ave., New York City.
 Accordion Music Publishing Co., 46 Greenwich Street, New York City.
 Acme Music Co., 1674 Broadway, New York City.
 Acme Music Corp., 562 Fifth Avenue, New York City.
 Advanced Music Corp., 1250 Sixth Avenue, New York City.
 Affiliated Music Corp., 23 West 47th Street, New York City.
 Ahlert & Lewis Music Publishers, 10 West 96th Street, New York City.
 Albin Tunes Publishers, 2349 Honolulu Avenue, Montrose, Calif.
 Alfred Music Co., Inc., 145 West 45th Street, New York City.
 Alford, Harry L., 190 North State Street, Chicago, Ill.
 Alkire Publications, Eddie, Easton, Pa.
 Allen Intercollegiate Music, Inc., 67 West 44th Street, New York City.
 Allen, Thornton W., Co., 67 West 44th St., New York City.
 Allied Music Corp., 204 East 4th St., Cincinnati, Ohio.
 Allied Music Corp., 1270 Sixth Ave., New York City.
 Alpha Music Corp., 110 West 42nd Street, New York City.
 Alvin Music Corp., 1650 Broadway, New York City.
 Ambassador Music, Inc., 1619 Broadway, New York City.
 American Academy of Music, Inc., 1619 Broadway, New York City.
 American Melodies, 4848 Michigan Avenue, Chicago, Ill.
 American Music, Inc., Studio Bldg., Portland, Ore.
 American Music Publishing Co., 1695 Broadway, New York City.
 Am-Rus Music Corporation, 37 West 57th Street, New York City.
 Amsco Music Publishing Co., Inc., 1600 Broadway, New York City.
 Antony (Frank) Music Publisher, 145 West 45th Street, New York City.
 Apex Music, Inc., 113 West 48th Street, New York City.
 Apollo Music Co., 301 West 41st Street, New York City.
 Appleton, D., Century Co., 35 West 32nd Street, New York City.
 Arberne Music Co., 1587 Broadway, New York City.
 Art Music Co., 1658 Broadway, New York City.
 Art-1-So Music, 1270 Sixth Avenue, New York City.
 Artists Music Corp., 8 West 49th Street, New York City.
 Ascher, Emil, Inc., 315 Fourth Avenue, New York City.
 Ascot Publishing House, 1674 Broadway, New York City.
 Associated Music Publishers, Inc., 25 West 45th Street, New York City.

Astor Music Corp., 340 Main Street, Worcester, Mass.
 Atlas Music Corp., 1250 Sixth Avenue, New York City.
 Augsburg Publishing House, 425 South 4th Street, Minneapolis, Minn.
 Augustana Book Concern, Rock Island, Illinois.
 Axelrod Publications, Inc., 51 Snow Street, Providence, R. I.

— B —

Bach Music Co., 8 Irvington Street, Boston, Mass.
 Bach Music Publishers, 40 Peach Tree Arcade, Atlanta, Ga.
 Back Bay Music Co., 168 Tremont St., Boston, Mass.
 Ball Music Pub. Co., 6912 Hollywood Blvd., Hollywood, Calif.
 Barnes, A. S., and Company, Inc., 67 West 44th Street, New York City.
 Barnhouse Co., C. L., Oskaloosa, Ia.
 Baron, M., Inc., 8 West 45th St., New York City.
 Barres Publications, 545 Fifth Avenue, New York City.
 Barton Music Corp., 1619 Broadway, New York City.
 Beacon Music Co., 1619 Broadway, New York City.
 Beacon Press, 25 Beacon Street, Boston, Mass.
 Bell Music Co., 20 East Jackson Blvd., Chicago, Ill.
 Bell Tone Music Publishing Co., 75 Hamilton Terrace, New York City.
 Belwin, Inc., 43 West 23rd Street, New York City.
 Berger Pub. Co., 1729 East 14th Street, Brooklyn, N. Y.
 Bergstrom Music Co. Ltd., 1010 Fort Ave., Honolulu, T. H.
 Berkley Music Co., 615 East 33rd Street, Baltimore, Md.
 Berlin, Irving, Inc., 799 Seventh Avenue, New York City.
 Best Music, Inc., 1619 Broadway, New York City.
 Beverly Music Co., 300 North Oakhurst Drive, Beverly Hills, Calif.
 Big Three Music Corp., 799 Seventh Ave., New York City.
 Birchard, C. C., & Co., 221 Columbus Avenue, Boston, Mass.
 Bishop, Walter, 1650 Broadway, New York City.
 Blake, Whitney, Music Publisher, 1585 Broadway, New York City.
 Blank, S., 190 East Second Street, New York City.
 Blau (Larry) Music Co., 711 Eighth Avenue, New York City.
 Bloch Publishing Co., 31 W. 31st Street, New York City.
 Block, Martin, Publishing Co., 501 Madison Ave., New York City.
 Blue Circle Music Publications, 515 Edgecomb Avenue, New York City.
 Bluestone-Bernard Music Publishers, 7107 Hillside Avenue, Hollywood, Calif.
 Bomart Pub. Co., 1619 Broadway, New York City.
 Bond (Carrie Jacobs) & Son, 3 East 43rd Street, New York City.
 Boone Publishing Co., Box 200, Des Moines, Ia.
 Boosey-Hawkes-Belwin, Inc., 43 West 23rd Street, New York City.
 Boston Music Co., 3 East 43rd Street, New York City and 116 Boylston Street, Boston, Mass.
 Brainard's (S.) Sons Co., R. F. D. No. 4, Pottstown, Pa.

MUSIC PUBLISHERS

Brashear Music Co., Trinity Court, Boston, Mass.
 Braun Music Co., 609 South Paulina Street, Chicago, Ill.
 Bregman, Vacco & Conn, Inc., 1619 Broadway, New York City.
 Brehne Associates, 4708 - 31st Avenue, Astoria, L. I., N. Y.
 Briegel, George F., Inc., 1270 Sixth Avenue, New York City.
 Brill, D. Dudley, 61 Broadway, New York City.
 Broadcast Music, Inc., 580 Fifth Ave., New York City.
 Broadway Music Corp., 1619 Broadway, New York City.
 Brokel Studios, 64 East Jackson Blvd., Chicago, Ill.
 Bronson Music Sales Corp., 3785 Gratiot Avenue, Detroit, Mich.
 Brown & Edwards, Wilmington, Dela.
 Brown & Henderson, Inc., 1619 Broadway, New York City.
 Bryant Music Co., 1585 Broadway, New York City.
 Bucher, Roland C., 215 Montague St., Brooklyn, N. Y.

— C —

C. & M. Music Co., Conrad Bldg., Providence, R. I.
 Caesar, Irving, 1619 Broadway, New York City.
 California Music Publishers, 1313 North Highland, Hollywood, Calif.
 Cameron Music Co., 48 West 48th Street, New York City.
 Campbell (Jimmy) Publications, Inc., 799 Seventh Avenue, New York City.
 Campbell, Loft & Porgie, Inc., 1619 Broadway, New York City.
 Candell-Ford Music Co., 1674 Broadway, New York City.
 Cantara Music Pub. Co., 1509 North Vine Street, Hollywood, Calif.
 Cantrell Music Publications, 2190 W. Adams Blvd., Los Angeles, Calif.
 Capitol Music Co., Terminal Sales Bldg., Seattle, Wash.
 Capitol Songs, Inc., 1270 Sixth Avenue, New York City.
 Carlton & Dixon, Wolter P. Storey Bldg., Los Angeles, Calif.
 Carlton, Joseph, 313 West 51st Street, New York City.
 Carr-Hildy Music Co., 2659 Connecticut Avenue N. W., Washington, D. C.
 Casivant, Eugene, 58 Canal Street, Waterbury, Conn.
 Cason Music Corp., 163-18 Jamaica Avenue, Jamaica, L. I., N. Y.
 Century Music Publishing Co., 235 West 40th Street, New York City.
 Champion Music Co., 1587 Broadway, New York City.
 Charm Music Co., 35 West 64th Street, New York City.
 Chappell & Co., Inc., 1270 Sixth Avenue, New York City.
 Chart Music Publishing House, Inc., 506 S. Wabash, Chicago, Ill.
 Chase Music Co., 410 North Michigan Blvd., Chicago, Ill.
 Chateau Publications, 2733 Kensington Ave., Philadelphia, Pa.
 Cheatham, Frederick C., 1108 North 27th Street, Richmond, Va.
 Cherio Music Publishers, 1585 Broadway, New York City.
 Christian Publications, Inc., 260 W. 44th Street, New York City.
 Church and Sunday School Music Publishers Association, Winona Lake, Ind.
 Church, John, Co., 1712 Chestnut Street, Philadelphia, Pa.
 Cinema Songs, Inc., 1270 Sixth Ave., New York City.

Cine-Mart Publishing Co., 6912 Hollywood Blvd., Hollywood, Calif.
 Cinema Songs, Inc., 1270 Sixth Avenue, New York City.
 Circle Music Publications, Inc., 1250 Sixth Avenue, New York City.
 Clef Music Co., 1619 Broadway and 152 West 42nd Street, New York City.
 Clow, O. B., 319 N. Eye Street, Tacoma, Wash.
 Coast to Coast Music Corp., 8 West 49th Street, New York City.
 Cole, M. M. Publishing House, 823 S. Wabash Avenue, Chicago, Ill.
 Coleman, Robert H., Burt Bldg., Dallas, Texas.
 Collins, Francis Joseph, 433 West Washington Avenue, Elmira, N. Y.
 Collwill Corp., 1819 Broadway, New York City.
 Colombo, Alberto, 530 North Cahuenga Blvd., Hollywood, Calif.
 Colonial Music Publishing Co., 168 West 23rd St., New York City.
 Composers Music Corp., 120 Broadway, New York City.
 Composers Press, Inc., 853 Seventh Avenue, New York City.
 Concord Music Publishing Co., Inc., 20 West 47th Street, New York City.
 Concordia Publishing House, Jefferson Ave. & Miami St., St. Louis, Mo.
 Connors-Wilkins, 720 North Pearl St., Albany, N. Y.
 Cooper Music, Inc., 1650 Broadway, New York City.
 Cornell Music Co., 6425 Hollywood Blvd., Hollywood, Calif.
 Coronet Music Corp., 1619 Broadway, New York City.
 Coronet Songs, 742 North June St., Hollywood, Calif.
 Coslow Music Co., 6912 Hollywood Blvd., Hollywood, Calif.
 Country Music, 830 South Michigan Ave., Chicago, Ill.
 Courtney (Alan) Music Co., 1619 Broadway, New York City.
 Crawford Music Corp., 1270 Sixth Ave., New York City.
 Crescent Music Co., 1585 Broadway, New York City.
 Crestwood Publications, 1585 Broadway, New York City.
 Cross Music Co., 9153 Sunset Blvd., Hollywood, Calif.
 Curtis, L. B., Music Publisher, 1595 Broadway, New York City.

— D —

D. S. Publishing Co., 30 Rockefeller Plaza, New York City.
 Dash Connelly, Inc., 2 W. 86th Street, New York City.
 Davidson & Maxon Music Publishers, 1313 North Highland Ave., Hollywood, Calif.
 Davis, Joe, Music Co., Inc., 1619 Broadway, New York City.
 Davis & Ostergard, 2090 West Jefferson Blvd., Los Angeles, Calif.
 Dawson Music Co., Inc., 1650 Broadway, New York City.
 Deas (Edward C.), 5718 Wabash Avenue, Chicago, Ill.
 Deaton Music Co., Montgomery, Alabama.
 Debin Music Co., 1619 Broadway, New York City.
 DeCimber Music Publishers, P. O. Box 1778, Milwaukee, Wisc.
 Del Cal Theatres, Inc., 651 South Dunsmuir, Los Angeles, Calif.
 Dellon, Harold, Music Co., 3711 Euclid Ave., Cleveland, Ohio.
 Denison, T. S., & Co., 203 N. Wabash, Chicago, Ill.
 Denton & Haskins Corp., 1658 Broadway, New York City.

MUSIC PUBLISHERS

Deseret Book Co., 44 East South Temple, Salt Lake City, Utah.
 Desmoni, Martin J., 1501 Broadway, New York City.
 Devoe (Jack), 14955 State Fair East, Detroit, Mich.
 Di Bella, O., 162 East 116th Street, New York City.
 Ditson, Oliver, Co., Inc., 1712 Chestnut Street, Philadelphia, Pa.
 Dixie Music Pub. Co., 1674 Broadway, New York City.
 Donaldson, Douglas & Gumble, Inc., 1619 Broadway, New York City.
 Don Santos Pub. Co., 55 Orleans St., Rochester, N. Y.
 Dorset Publications, 345 W. 55th St., New York City.
 Dorsey (Thomas A.), 755 Oakwood Blvd., Chicago, Ill.
 Dorsey Brothers Music, Inc., 1619 Broadway, New York City.
 Dunlop, Merrill, 825 Barry Avenue, Chicago, Ill.
 Dynamic Music Co., 2136 Laurel Canyon Blvd., Hollywood, Calif.

— E —

E and R Music Co., 1619 Broadway, New York City.
 Eastern Music Publications, 725 Riverside Drive, New York City.
 Ecema Music Co., 1522 North Detroit St., Hollywood, Calif.
 Edition, Adler, 113 West 42nd Street, New York City.
 Edition Musicus—New York, 23 West 47th Street, New York City.
 Edwards Music Co., 1619 Broadway, New York City.
 Eikan-Vogel Co., Inc., 1716 Sansom Street, Philadelphia, Pa.
 Embassy Music Corp., 1619 Broadway, New York City.
 Embee Music, Inc., 501 Madison Avenue, New York City.
 Emcee Pub. Co., 360 South Doheny, Beverly Hills, Calif.
 Empire Music Publishing Co., 1587 Broadway, New York City.
 Encore Music Publications, Inc., 1674 Broadway, New York City.
 Englewood Music House, 516 Englewood Avenue, Chicago, Ill.
 Ensemble Music Press, Drawer K, East Northport, N. Y.
 Enterprise Publications, 430 South Broadway, Los Angeles, Calif.
 Esquire Music Co., 1619 Broadway, New York City.
 Essex Publishing Co., Dover, N. J.
 Evans Music Co., 86 Essex Street, Boston, Mass.
 Excelsior Music Publishing Co., 1650 Broadway, New York City.

— F —

Famous Music Corp., 1619 Broadway, New York City.
 Feist, Leo, Inc., 799 Seventh Ave., New York City.
 Fillerdelphia Music Co., 721 South Street, Philadelphia, Pa.
 Fillmore Music House, 528 Elm Street, Cincinnati, Ohio.
 Fine Songs, 40 West 84th Street, New York City.
 Fischer, Carl, Inc., 56 Cooper Square, New York City.
 Fischer, J., & Bro., 119 West 40th Street, New York City.
 Fisher, Fred, Music Co., Inc., 1619 Broadway, New York City.
 Fitzsimmons, H. T., Co., Inc., 23 East Jackson Blvd., Chicago, Ill.
 Flammer, Harold, Inc., 10 East 43rd Street, New York City.

Flaschner, O., Music Co., 47 West 43rd Street, New York City.
 Foley, Charles, 4 East 46th Street, New York City.
 Ford Music, Inc., 1619 Broadway, New York City.
 Forest Glen Music Publishers, 424 Diversey Parkway, Chicago, Ill.
 Foregn & Domestic Music Corp., 126 West 46th Street, New York City.
 Forster Music Publisher, Inc., 216 South Wabash, Chicago, Ill.
 Fountain Music Co., 36 East 5th Street, Cincinnati, Ohio.
 "440" Music Pub. Co., 529 East Potter Avenue, Milwaukee, Wis.
 Fowler Music Co., 1587 Broadway, New York City.
 Fox, Sam, Publishing Co., 1250 Sixth Avenue, New York City.
 Frederic (Will) Music Publishers, Minneapolis, Minn.
 Freed & Hall Music Publishers, 1537 North Vine St., Hollywood, Calif.
 Freeman Music Co., 114 Madison Street, Cortland, N. Y.
 Freeman Associates, 140 Roseville Avenue, Newark, N. J.
 Free Methodist Publishing House, Winona Lake, Ind.
 Frey (Fran) & Co., 5507 Hollywood Blvd., Hollywood, Calif.

— G —

G. M. S. Music Pub. Co., 2818 Montebello Terrace, Baltimore, Md.
 Gaal & Fillie Music Pub. Co., 1587 Broadway, New York City.
 Gabler (C. J.), 1310 South 12th Street, Omaha, Neb.
 Gabor (Donald H.), 250 West 57th Street, New York City.
 Galaxy Music Corp., 17 West 46th Street, New York City.
 Gale (Bill), 5024 61st Street, Woodside, L. I., N. Y.
 Gumble Hinged Music Co., 228 S. Wabash Avenue, Chicago, Ill.
 Gamma Music, Inc., 527 Fifth Avenue, New York City.
 Garrick Music Publications, 2157 North Avers Ave., Chicago, Ill.
 Gem Music Corp., 1658 Broadway, New York City.
 Georgeoff, Evan, Music Publishing Co., 1650 Broadway, New York City.
 Gerard Music Co., 1619 Broadway, New York City.
 Gershwin Publishing Corp., 1270 Sixth Avenue, New York City.
 Glenmore Music, Inc., 540 North Michigan Avenue, Chicago.
 Goodman Music Co., Inc., 42 Thayer St., Rochester, N. Y.
 Gordon, Hamilton S., Inc., 1250 Sixth Avenue, New York City.
 Gordon, Kaufman & Real, Inc., 1650 Broadway, New York City.
 Gornston, David, 117 West 48th Street, New York City.
 Gotham Music Service, Inc., 1619 Broadway, New York City.
 Graham & Kihorny, 2131 Bonita Drive, Glendale, Calif.
 Graham Music Co., 2012 Jefferson St., Bluefield, W. Va.
 Graham, Harold L., 6033 S. E. Stark Street, Portland, Ore.
 Grand Music Corp., 1619 Broadway, New York City.
 Gray, H. W., Co., Inc., 159 East 48th Street, New York City.
 Great Songs Press, Baxter Station, Louisville, Ky.
 Greater New York Music Corp., 1619 Broadway, New York City.
 Green (J.) Publications, 1175 East 21st Street, Los Angeles, Calif.

MUSIC PUBLISHERS

Greene-Revel, Inc., 1537 North Vine Street, Hollywood, Calif.
 Greenwood (Livingston), 217 Pine Street, Seattle, Wash.
 G. V. C. Music Publishing Co., 152 West 42nd Street, New York City.

— H —

Hall & McCreary Co., 434 S. Wabash, Chicago, Ill.
 Hall-Mack Co., Winona Lake, Ind.
 Hall Music Co., Maryville, Tenn.
 Hampton Publications, Inc., 400 Madison Avenue, New York City.
 Handy Bros.' Music Co., Inc., 1650 Broadway, New York City.
 Hargoil Recorder Music Publishers, 72 Fifth Avenue, New York City.
 Harman Music, Inc., 1619 Broadway, New York City.
 Harmonia Edition Publishing Co., 202 West 83rd Street, New York City.
 Harmony Hcuse, 1595 Broadway, New York City.
 Harmony Music Publishers, 64 East Jackson Blvd., Chicago, Ill.
 Harmony Publishers, 830 Lyon & Healy Bldg., Chicago, Ill.
 Harms, Inc., 1250 Sixth Avenue, New York City.
 Harms, T. B., Co., 1270 Sixth Avenue, New York City.
 Harrington, Clore, 120 Cabrini Blvd., New York City.
 Harris, Charles K., Music Pub. Co., Inc., 1619 Broadway, New York City.
 Horris (Thoro), Eureka Springs, Ark.
 Hartford Music Co., Hartford, Ark.
 Harvest Songs Co., 1657 Broadway, New York City.
 Hathaway, Franklin Earl, 7814 Bennett Ave., Chicago, Ill.
 Haviland, F. B., Publishing Co., 114 W. 44th Street, New York City.
 Hawaii Conservatory Pub. Co., 741 South Western Ave., Los Angeles, Calif.
 Hay (Bob), 17 Curry Avenue, Newport, R. I.
 Hayes, Billy, Publications, 309 W. 55th Street, New York City.
 Holtman (Fred) Co., 414 Prospect Avenue, Cleveland, O.
 Henson Music Co., J. M., 120 Hunter Street, S. E., Atlanta, Ga.
 Herald Publishing House, 103 South Osage Street, Independence, Mo.
 Herbert Publications, 1619 Broadway, New York City.
 Herder (B.) Book Co., 15-17 South Broadway, St. Louis, Mo.
 Herrick (Lyman S.), R.F.D. No. 2, Norway, Maine.
 Hill, James F., & Co., 8 West 45th Street, New York City.
 Hills (Johnny), 7607 West 62nd Place, Argo, Illinois.
 Hill Music Publishing Co., 101 E. Leigh Street, Richmond, Va.
 Hinds, Hayden & Eldridge, Inc., 580 Fifth Avenue, New York City.
 Hitchcock Pub. Co., 38 John Street, New York City.
 Hoffman (Corrie), 910 Alberta Street, Ferndale, Mich.
 Hoffman Co., Raymond A., 509 S. Wabash, Chicago, Ill.
 Holdsworth & Leopold, 2131 Ivar Avenue, Hollywood, Calif.
 Hollywood Hit Publishers, 715 Citizens Bldg., Cleveland, Ohio.
 Hollywood Music Sales, Box 247, Hollywood, Calif.
 Hollywood Songs, Inc., 1250 Sixth Avenue, New York City.
 Hope Publishing Co., 5707 W. Lake Street, Chicago, Ill.

Horoscopes In Song, 3518 West 110th Street, Inglewood, Calif.
 Horvath (Joseph), 1 Laurel Street, Farmingdale, L. I., N. Y.
 Howard (Jack) Publications, 2733 Kensington Avenue, Philadelphia, Pa.
 Hub Publishing Co., 133 Essex Street, Boston, Mass.
 Hummel Publishing Company (E.), Cincinnati, N. Y.
 Huntzinger, Inc., R. L., 137 West 4th Street, Cincinnati, Ohio, and 3 East 43rd Street, New York City.

— I —

Immortal Music Pub. Co., 52 West 76th Street, New York City.
 Imperial Music Publishing Co., 1587 Broadway, New York City.
 Independent Music Publishers, 205 East 42nd Street, New York City.
 Independent Music Publishers, Hachita, New Mexico.
 Independent Music Publishers, 149 Boardman Avenue, Melrose, Mass.
 Indigo Music, Inc., 1501 Broadway, New York City.
 International Music Co., 509 Fifth Avenue, New York City.
 International Publications, 2030 East 7th Street, Los Angeles, Calif.
 International Songwriter Club, 2820 Lincoln Avenue, Chicago, Ill.
 Isenberg (Emil F.) Music Pub. Co., Troy, Ill.

— J —

J. P. Music Co., 1619 Broadway, New York City.
 Jacobs (Al) Publications, 101 West 55th Street, New York City.
 Jacobs, Walter, Inc., 120 Boylston Street, Boston.
 Jenkins Music Co., 1217 Walnut St., Kansas City, Mo.
 Jewel Music Publishing Co., Inc., 1674 Broadway, New York City.
 Jewell (Fred) Music Co., Warfington, Ind.
 Jill Music Co., 4212 Teesdale Avenue, North Hollywood, Calif.
 Ja-Ann Music Co., 67 West 44th Street, New York City.
 Johnson (Elizabeth), 1801 Pine Street, Philadelphia, Pa.
 Johnson (Harry H.), 170-A Tremont Street, Boston, Mass.
 Judson Press, 1701 Chestnut Street, Philadelphia, Pa.
 Jungnickel, Inc., Ross, 1585 Broadway, New York City.

— K —

Kommen, J. & J., Music Co., 1619 Broadway, New York City.
 Kanes Music Publishers, 1650 Broadway, New York City.
 Konner Music Publishing Co., 343 West 87th Street, New York City.
 Korch (Hank), 121 East 4th Street, Cincinnati, O.
 Korczog Publishing Co., 62 West 45th Street, New York City.
 Kay & Kay Music Publishing Corp., 1658 Broadway, New York City.
 Kaymusic Publishers, 778 McDonough Street, Brooklyn, N. Y.
 Keane, Michael, Inc., 113 West 57th Street, New York City.
 Keene, Inc., Hank, South Coventry, Conn.
 Keller (Con), 850 Cragmont Avenue, Berkeley, Calif.
 Keller (Leo D.), 17 Maryland Street, Rochester, N. Y.

MUSIC PUBLISHERS

Kelly Music Publications, 19 Pennell Street, Franklin, Pa.
 Kelman Music Corp., 1674 Broadway, New York City.
 Kelton-Romm Music Co., 250 West 49th Street, New York City.
 Kendis Music Corp., 1587 Broadway, New York City.
 Kennedy (P. J.) & Sons, 12 Barclay Street, New York City.
 Keystone Music Co., 1619 Broadway, New York City.
 King (Charles E.), Honolulu, T. H.
 King Music House, Inc., K. L., Fort Dodge, Iowa.
 Kjos, Neil A., Music Co., 14 West Lake Street, Chicago, Ill.
 Knickerbocker Music Publishing Co., 1619 Broadway, New York City.
 Kolbert (Marguerite) Productions, 600 Michigan Theatre Bldg., Detroit, Mich.
 Krachtus, John, 1574 North Halsted Street, Chicago, Ill.
 Krygier (Joseph), 3132 Richmond Street, Philadelphia, Pa.

— L —

Lacinte (Joseph), 1595 Broadway, New York City.
 Lambert (Jimmy) and Harry Glick, 1527 Mohawk Street, Los Angeles, Calif.
 Long-Worth Publications, Inc., 420 Madison Avenue, New York City.
 Lapham, Claude, Music Corp., 1674 Broadway, New York City.
 LaSalle Music Publishers, 1619 Broadway, New York City.
 Latin-American Music Pub. Corp., 1776 Broadway, New York City.
 Latino Music Corp., 799 Seventh Avenue, New York City.
 Leal, Felipe Valdi, 408 N. Main St., Los Angeles, Calif.
 Leeds Music Corp., 1270 Sixth Avenue, New York City.
 Lehman (L. P.) & Stoff, Downtown Church, Washington, Pa.
 Leslie, Inc., Edgar, 59 West 46th Street, New York City.
 Levison-Evans Music Corp., 336 West 24th Street, New York City.
 Lewis Music Publishing Co., Inc., 1619 Broadway, New York City.
 Lexington Music Co., Inc., 9 Rockefeller Plaza, New York City.
 Liberty Music Publishers, P. O. Box 2206, Hollywood Sta., Hollywood, Calif.
 Lillenas Pub. Co., 2923 Troost Avenue, Kansas City, Mo.
 Lincoln Music Corp., 1619 Broadway, New York City.
 Lindenschmidt, William, 103 Maple St., Salina, Mich.
 Lind Music Company, 304 Cac Building, Cleveland, Ohio.
 Lin-Gale Music, 5024 61st Street, Woodside, L. I., N. Y.
 Loeb Lissauer, Inc., 1619 Broadway, New York City.
 Landon Music Corp., 1619 Broadway, New York City.
 Long (J. Baxter), Elon College, North Carolina.
 Larenz Publishing Co., 501 East 3rd St., Dayton, Ohio.
 Lowden (C. Harold), Box 266, Comden, N. J.
 Lucky Music Publishers, 347 East 61st Street, New York City.
 Lucky Music Publishers, 347 East 61st Street, New York City.
 Ludwig Music Publishing Co., 414 W. Superior Ave., Cleveland, Ohio.
 Lutheran Book Co., 55 Main Street, Columbus, Ohio.

Lux Bros., Music Publishers, Inc., 1674 Broadway, New York City.
 Lyon & Healy, Inc., Wabash Ave., and Jackson Blvd., Chicago, Ill.

— M —

Mac Angelo, 1770 East 172nd Street, Bronx, N. Y.
 MacGregor, Grant, 5079 Lemon Grove Ave., Hollywood, Calif.
 Mackley Music Publishing Co., 3165 Grand River Ave., Detroit, Mich.
 McClaren (Everett F.), 401 Florence Avenue, New Castle, Pa.
 McClure Music Co., 6047 1/2 Hollywood Blvd., Hollywood, Calif.
 McDaniel (Joe) Music Co., Box 169, Elizabeth City, No. Car.
 Madison Music Co., 1674 Broadway, New York City.
 Maestro Music Co., 6425 Hollywood Blvd., Hollywood, Calif.
 Magna Music Publications, 1674 Broadway, New York City.
 Magnolia Music Corp., 1619 Broadway, New York City.
 M & F Music Publishers, 40 East Oak St., Chicago, Ill.
 Majestic Music Co., 48 West 48th St., New York City.
 Major Music, Inc., 2085 Valentine Avenue, New York City.
 Mammoth Music Corp., 1658 Broadway, New York City.
 Manhattan Publications, 799 Seventh Avenue, New York City.
 Mann Music Publishing Co., Inc., 1585 Broadway, New York City.
 Mansfield (Frank) Music Pub. Co., 1585 Broadway, New York City.
 Marchant (J. C.) Co., 416 West 33rd Street, New York City.
 Marks, Edward B., Music Corp., 1250 Sixth Avenue, New York City.
 Marlo Music Corp., 1270 Sixth Ave., New York City.
 Marsoles (Frank), 1204 West 22nd Street, Los Angeles, Calif.
 Martin's Studio of Gospel Music, 69 East 43rd Street, Chicago, Ill.
 Master Music Publishers, 1674 Broadway, New York City.
 Mathews (James), 700 East Broadway, Hopewell, Virginia.
 Mothieson (Hugh), 454 Court Street, Brooklyn, N. Y.
 Maurice, Inc., Peter, 1270 Sixth Avenue, New York City.
 Mayfair Music Corp., 1619 Broadway, New York City.
 Mayo Music Corp., 1619 Broadway, New York City.
 Moytone Music Publishers, 1585 Broadway, New York City.
 McFarlane, Thomas H., 40 Court Street, Boston, Mass.
 McLaughlin & Reilly Co., 100 Boylston Street, Boston, Mass.
 McLean Music Co. (Gene), Dayton, Ohio.
 Med-Rik Music Pub. Co., 156 West 44th Street, New York City.
 Mellow Music Pub. Co., 1695 Broadway, New York City.
 Melo-Art Music Publishers, 1674 Broadway, New York City.
 Melody Lane Publications, Inc., 1619 Broadway, New York City.
 Melody Moderne, Inc., 1345 Francisco Street, Berkeley, Calif.
 Melody Music Co., 1467 North Vine Street, Hollywood, Calif.
 Melody Publishing Co., 36 East 23rd Street, New York City.

MUSIC PUBLISHERS

Melrose Music Corp., 1619 Broadway, New York City.
 Mendelsohn, Jack, 1333 Fifth-first Street, Brooklyn, N. Y.
 Menges Music Pub. Co., 10115 Flora Avenue, Cleveland, Ohio.
 Mercury Music Corp., 231 West 40th Street, New York City.
 Merit Music, Inc., 701 Seventh Avenue, New York City.
 Merrell-Schwarz, 36 East 5th Street, Cincinnati, O.
 Merrywood Publishers, 6425 Hollywood Blvd., Hollywood, Calif.
 Metro Music Co., 64 Second Avenue, New York City.
 Metropolitan Music Co., 222 Fourth Ave., New York City.
 Metropolitan Music Publishers, The Strathmore, West Alexandrine, Detroit, Mich.
 Metropolitan Music Co., 207 East 23rd Street, Houston, Texas.
 Metropolitan Music Publishers, The Strathmore, W. Alexandrine, Detroit, Mich.
 Mike-Tunes, 4041 Ellis Avenue, Chicago, Ill.
 Milburn Music Publishers, 70 West 50th Street, New York City.
 Miller, Bob, Inc., 1619 Broadway, New York City.
 Miller-Grau, 402 South Oakland Ave., Pasadena, Calif.
 Miller Music Corp., 799 Seventh Avenue, New York City.
 Mills Music, Inc., 1619 Broadway, New York City.
 Miracle Music Co., 1011 Chestnut Street, Philadelphia, Pa.
 Missud, Jean M., 580 Fifth Avenue, New York City.
 Modern Melodies Publishing Co., 1587 Broadway, New York City.
 Modern Standard Music Co., 54 West Randolph Street, Chicago, Ill.
 Monarch Music Co., 1270 Sixth Avenue, New York City.
 Monarch Music Pub. Co., P. O. Box 414, North Hollywood, Calif.
 Monroe Publications, 937 H Street, N. W., Washington, D. C.
 Moon Ray Publishers, 2368 First Avenue, New York City.
 Moore (William H.) Jr., 75 Hamilton Terrace, New York City.
 Morris (Edwin H.) & Co., Inc., 1619 Broadway, New York City.
 Morris Music Pub. Co., 1023 Arch Street, Philadelphia, Pa.
 Motley-Bryson-Johnson, 6569 Stanford Street, Detroit, Mich.
 Motor City Music Publishers, 6915 Mack Avenue, Detroit, Mich.
 Mountain Music Co., 1776 Broadway, New York City.
 Movietone Music Corp., 1250 Sixth Avenue, New York City.
 Mumlil Publishers Co., 1140 Broadway, New York City.
 Murray (Grace M.), 4118 Fernhill Avenue, Baltimore, Md.
 Murray Music Co., 1585 Broadway, New York City.
 Musette Publishers, 113 W. 57th Street, New York City.
 Music City Copyrights, 729 S. Western Avenue, Hollywood, Calif.
 Music Makers, 603 Amsterdam Ave., New York City.
 Music Mart, 532 Sixteenth Street, Oakland, Calif.
 Music Press, Inc., 113 West 57th Street, New York City.
 Musicana, Inc., 25 West 54th Street, New York City.
 Musicnote Music Co., 225 West 46th Street, New York City.
 Musico, 1811 North Whitley Avenue, Hollywood, Calif.
 Music Products Corporation, 28 East Jackson Street, Chicago, Ill.
 Music Publishers Holding Corp., 1250 Sixth Avenue, New York City.

Music Service Co., 170-A Tremont Street, Boston, Mass.
 Mutual Music Society, Inc., 1270 Sixth Ave., New York City.

— N —

N. K. Music Company, Box 1803, Hollywood, Calif.
 Nonkivell (Louise), 900 North Korlov Avenue, Chicago, Ill.
 National Association For Blind Composers, Inc., Winnebago, Ill.
 National Grange Monthly, Springfield, Mass.
 National Music Co., Fort Worth, Tex.
 National Music Co., Inc., 306 South Wabash Avenue, Chicago, Ill.
 The Nationwide Songs, Inc., 366 Madison Ave., New York City.
 Natrass-Schenck, Inc., 145 West 45th Street, New York City.
 Nazorene Publishing House, 2923 Troost Avenue, Kansas City, Mo.
 Nelrod-Music Publishers, 1376 Pearl Street, Denver, Colo.
 Newort Song Publications, 1207 Carbon Street, Syracuse, N. Y.
 New Era Music Corp., 17 East 49th Street, New York City.
 New World Music Corp., 1250 Sixth Avenue, New York City.
 New York Music Publishing Co., 366 Madison Avenue, New York City.
 Nicomede Music Co., Altoona, Pa.
 Niehoff (Mrs. Dolorosa), R. R. No. 8, Greensburg, Ind.
 Nicksch (Donald E.), Lincoln Highway, Hobart, Ind.
 Noble Music Co., Inc., 1619 Broadway, New York City.
 Noel (M.), 1547 Broadway, New York City.
 Nola Music Publications, 1619 Broadway, New York City.

— O —

Oahu Publishing Co., 2108 Poyne Avenue, Cleveland, Ohio.
 O'Flynn (Charles) Publications, 113 West 57th Street, New York City.
 Okay Music Co., 69 W. Washington St., Chicago, Ill.
 Olman Music Corp., 1619 Broadway, New York City.
 Orange Music Publishers, 1619 Broadway, New York City.
 Orpheum Music Co., 1587 Broadway, New York City.
 Otten & Kemp, 847 Whitelock Street, Baltimore, Md.
 Owens-Kemp, 6425 Hollywood Blvd., Hollywood, Calif.

— P —

Pacific Music Sales Corp., 6425 Hollywood Blvd., Hollywood, Calif.
 O. Pagani & Bro., 289 Bleecker Street, New York City.
 Pallma (Frank) Music Publisher, 509 South Wabash Avenue, Chicago, Ill.
 Palmer Music Co., 2000 North Highland Avenue, Hollywood, Calif.
 Palomar Music Co., 1674 Broadway, New York City.
 Pampa Music Publishing Assn., Inc., 1619 Broadway, New York City.
 Pan-American Music Co., Inc., 1270 Sixth Avenue, New York City.
 Panella, Frank A., 273 Clearview Avenue, Pittsburgh, Pa.
 Paragon Music Pub. Co., 1674 Broadway, New York City.
 Paramount Music Corp., 1619 Broadway, New York City.

MUSIC PUBLISHERS

- Parks Company, J. A., City National Bldg., York, Nebr.
- Paull-Pioneer Music Corp., 1657 Broadway, New York City.
- Peer International Corp., 1619 Broadway, New York City.
- Peer, Ralph S., 1619 Broadway, New York City.
- Penn (Richard T.), Danville, Va.
- Pennino (Frank), 1595 Broadway, New York City.
- Petrie (Eddie), 54 West Randolph Street, Chicago, Ill.
- Perry's Sons, A. W., Sedalia, Mo.
- Photo Play Music Co., Inc., 1674 Broadway, New York City.
- Picaailly Music Co., 1472 Broadway, New York City.
- Piedmont Music Co., Inc., 1250 Sixth Avenue, New York City.
- Pilgrim Music Co., 383 Madison Avenue, New York City.
- Pilgrim Press, 14 Beacon Street, Boston, Mass.
- Pinkard Publications, 1674 Broadway, New York City.
- Plamor Music Co., 540 North Michigan Avenue, Chicago, Ill.
- Plymoun Music Co., Inc., 1619 Broadway, New York City.
- Pond & Co., William, A. 15 Euclid Avenue, Ridgefield, N. J.
- Pond (Frank) Music Co., Mountain View, N. Y.
- Porgie, Debin & Friedman, Inc., 1619 Broadway, New York City.
- Portland Music Co., 353 Stevens Avenue, Portland, Maine.
- Presser, Theodore, Co., 1712 Chestnut Street, Philadelphia, Pa.
- Pro-Art Publications, 36 West 24th Street, New York City.
- Pro Musica Publishing Co., 6351 Selma Avenue, Hollywood, Calif.
- Prosser Music Publishing Co., 1587 Broadway, New York City.
- Process Music Publications, 30 West Washington St., Chicago, Ill.

— R —

- Radio City Guitar Studio, 4403 Queens Blvd., Sunnyside, L. I., N. Y.
- Radio Music Publishers, 117 W. Harrison Street, Chicago, Ill.
- Radiotunes, Inc., 1 West 47th Street, New York City.
- Rainbow Melodies, 1658 Broadway, New York City.
- Rainbow Music Publishers, 17 West 60th Street, New York City.
- Ramsey, Will M., Little Rock, Ark.
- Ray Music Publishing Co., 1467 First Avenue, New York City.
- Record Music Publishing Co., 1674 Broadway, New York City.
- Redskin Publishing Co., 113 West 57th Street, New York City.
- Reed-Singer Corp., 1674 Broadway, New York City.
- Rees Music Publishers (H. E.), 1658 Broadway, New York City.
- Regent Music Corp., 1619 Broadway, New York City.
- Reid & Singer Music Pub. Co., 223 W. 23rd St., New York City.
- Reis & Taylor Co., 1619 Broadway, New York City.
- Remarque Music Publishing Co., 580 Fifth Avenue, New York City.
- Remick Music Corp., 1250 Sixth Avenue, New York City.

- Republic Music Corp., 607 Fifth Ave., New York City.
- Rex Music Publishers, 315 Seneca Street, Seattle, Wash.
- Reynolds-Bickel, P. O. Box 563, South Bend, Ind.
- Rhodes (David W.), Box 697 Wausau, Wisconsin.
- Rialto Music Publishing Corp., 1674 Broadway, New York City.
- Rich Publications, 40 North Garfield Avenue, Alhambra, Calif.
- Ricardi, G., & Co., Inc., 12 West 45th Street, New York City.
- Ringle, Dave, 1607 Broadway, New York City.
- Rinker (Charles) Music Pub. Co., 1619 Broadway, New York City.
- Robbins Music Corp., 799 Seventh Avenue, New York City.
- Robison (Carson J.), 175 West 72nd Street, New York City.
- Rocky (Albert) Co., 166 West 48th Street, New York City.
- Rodeheaver Co., The, Winona Lake, Ind.
- Rork (Ernest A.) & Son, Memphis, Tenn.
- Rosche (George F.) & Company, 337 West Madison Street, Chicago, Ill.
- Ross Music Pub. Co., 2606 Burbank Bldg., Burbank, Calif.
- Rosetti, Joseph, 14 Viets St., New London, Conn.
- Roslyn Music Co., 190 N. State Street, Chicago, Ill.
- Rossi, Edward & Louis, 127 Mulberry Street, New York City.
- Rossiter, Will, 173 West Madison Street, Chicago.
- Rousseau Publishing Co., 250 West 24th Street, New York City.
- Row, R. D., Music Co., 725 Boylston Street, Boston, Mass.
- Roy Music Co., 1619 Broadway, New York City.
- Royal Hawaiian Music Co., 6425 Hollywood Blvd., Hollywood, Calif.
- Royal Music Pub. Co., 370 West 52nd Street, New York City.
- Royal Music Publisher, 1515 N. Vine St., Hollywood, Calif.
- Rubank, Inc., Campbell Avenue and Lexington Street, Chicago, Ill.
- Ruby Music Co., 1587 Broadway, New York City.
- Ruebush-Keiffer Co., Dayton, Va.
- Russell, Willard, 2321 Merced Street, Fresno, Calif.
- Russian Music Co., Inc., 121 Lexington Ave, New York City.
- Rusthoi, Reverend Howard & Esther, P. O. Box 26, Long Beach, Calif.
- Rytvoc, Inc., 1585 Broadway, New York City.

— S —

- S. T. A. Music Publishing Co., P. O. Box 443, Friend, Nebraska.
- Saint Gregory Guild, 1705 Rittenhouse Sq., Philadelphia, Pa.
- Saunders Music Co., 1619 Broadway, New York, N. Y.
- St. John (Stephen) Pub. Co., 638 Hamilton Street, Schenectady, N. Y.
- Sojewski, W. H., 1017 Milwaukee Ave., Chicago, Ill.
- Salomanca Music Publishers, Salamanca, N. Y.
- Santly-Joy, Inc., 1619 Broadway, New York City.
- Saunders Publications, 1515 North Vine St., Hollywood, Calif.
- Scheurle Bros. Music Publishers, Box 444, Manor, Pa.
- Scholl Publishing Co., 3503 Crittendon Street, St. Louis, Mo.
- Schirmer, E. C., Music Co., 221 Columbus Avenue, Boston, Mass.
- Schirmer, G., Inc., 3 East 43rd Street, New York City.

MUSIC PUBLISHERS

- Schmidt Co., The Arthur P., 120 Boylston Street, Boston, Mass.
- Schmitt Music Company, Paul A., 88 S. 10th Street, Minneapolis, Minn.
- Scholin, C. Albert, 2124 Hatton Lane, Brentwood, St. Louis, Mo.
- Schroeder (D. L.), 155-01 Sanford Avenue, Flushing, L. I., N. Y.
- Schroeder & Gunther, Inc., Inc., 6 East 45th Street, New York City.
- Schuberth, Edward, & Co., 11 East 22nd Street, New York City.
- Schuler (George S.), 843 North Wells Street, Chicago, Ill.
- Schumann Music Co., 1911 N. Serrano, Hollywood, Calif.
- Schwarz Music Co., Merrill, 3 East Fifth Street, Cincinnati, Ohio.
- Sesac, Inc., 475 Fifth Ave., New York City.
- Shapiro, Bernstein & Co., Inc., 1270 Sixth Avenue, New York City.
- Shelby Music Pub. Co., 1205 Griswold Street, Detroit, Mich.
- Sheldon-Mitchell Publishing Corp., 200 West 34th Street, New York City.
- Shelhamer (Ben) Jr., 1704 Hanover Acres, Allentown, Pa.
- Shilkret (Nathaniel) Music Co., Inc., 48 West 48th Street, New York City.
- Shisler-Benkhart Publications, 4233 Osage Avenue, Philadelphia, Pa.
- Showalter (J. A.) Co., The, Dalton, Ga.
- Shubert Music Publishing Corp., 1250 Sixth Avenue, New York City.
- Sildac Music Co., 145 West 45th Street, New York City.
- Silver (Frank), 145 West 45th Street, New York City.
- Simon, Frank, Box 368, Middletown, Ohio.
- Singer Music Pub. Co., Murray, 1674 Broadway, New York City.
- Sisk Music Co., The, Toccoa, Ga.
- Skidmore Music Co., Inc., 1270 Sixth Avenue, New York City.
- Skokie Music Co., 3322 Merchandise Mart, Chicago, Ill.
- Skylark Songs, 518 East 22nd Street, Brooklyn, N. Y.
- Slater, Arthur, 1100 Glendale Blvd., Los Angeles, Calif.
- Slater (Will W.), Henryetta, Oklahoma.
- Smith (Robert Elmer), 1725 46th Ave., S. W., Seattle, Wash.
- Smith, William J., Music Co., 254 West 31st Street, New York City.
- Sobeck, Rosina, Bank of America Bldg., Huntington Park, Calif.
- Sobie (Carl), 1509 Broadway, Detroit, Mich.
- Society of Jewish Composers, Publishers & Songwriters, 80 Broad Street, New York City.
- Song of the Month Associates, 1619 Broadway, New York City.
- Song Shop, The, 173 W. Madison Street, Chicago, Ill.
- Songtex Music Co., 1943 West 73rd Avenue, Oak Lane, Philadelphia, Pa.
- Sorkin Music Co., 251 Fourth Avenue, New York City.
- Southern California Music Co., 806 South Broadway, Los Angeles, Calif.
- Southern Music Publishing Co., Inc., 1619 Broadway, New York City.
- Spencer, Norman & Son, 145 West 45th Street, New York City.
- Spier, Larry, Inc., 1270 Sixth Avenue, New York City.
- Sprague-Coleman, Inc., 62 West 45th Street, New York City.
- Stahl, William C., 617 N. Second Street, Milwaukee, Wisc.
- Stamps-Boxter Music Co., Dallas, Texas.
- Stan-Host Melodies, 301 Wyona Street, Brooklyn, N. Y.
- Stark Music Printing Co., 3802 Laclede Avenue, St. Louis, Mo.
- State Street Music Co., 22-24 West Hubbard St., Chicago, Ill.
- Stasny Music Corp., 1619 Broadway, New York City.
- Steele (Ted) Publishing Co., 25 East 83rd Street, New York City.
- Stevens Music Co., 54 West Randolph Street, Chicago, Ill.
- Stewart (Larry), 6500 Yucca, Hollywood, Calif.
- Stirling Music Pub. Co., 117 West 48th Street, New York City.
- Stover Music Co., 6238 De Longpre, Hollywood, Calif.
- Stratton, A. D., Music Co., 4430 Canal Street, Houston, Texas.
- Stromire (Anne), Clay Center, Kansas.
- Sudlik & Siegel, 1650 Broadway, New York City.
- Summy, Clayton F., Co., 321 South Wabash Avenue, Chicago, Ill.
- Sun Music Co., 50 West 57th Street, New York City.
- Sun Ray Music Publishers, 1650 Broadway, New York City.
- Sunshine Music Co., 6351 Selma Avenue, Hollywood, Calif.
- Superior Music, Inc., 42 Broadway, New York City.
- Sweet Music Publications, 119 West 57th Street, New York City.
- Swing and Tempo Music Co., 545 Fifth Ave., New York City.
- Symbolic Music Publishing Co., 240 East 175th Street, Bronx, N. Y.
- Syndicate Music Publishers, Inc., 6560 Hollywood Blvd., Hollywood, Calif.

— T —

- Tele-Mus Publishing Co., Inc., 6425 Hollywood Blvd., Hollywood, Calif.
- Televise Music Co., 54 W. Randolph Street, Chicago, Ill.
- Tempo Music, Inc., 1775 Broadway, New York City.
- Tennessee Music and Printing Co., Cleveland, Tenn.
- Tesio, P., & Sons, 353 Eighth Avenue, New York City.
- This Is The Army, Inc., 799 Seventh Avenue, New York City.
- Thomas (Houston L.), Box 75, Northport, Alabama.
- Thompson (Gordon V.) Ltd., 193 Yonge Street, Toronto, Canada.
- Three Boys Music Co., The, 1008 East Passyunk Ave., Philadelphia, Pa.
- Tidd (G. M.), 645 East Pine Street, Altadena, Calif.
- Timberland Publishing Co., Forest City, Ia.
- Tin Pan Alley Publications, Inc., 1011 Chestnut Street, Philadelphia, Pa.
- Toben Music, Inc., 11 West 42nd Street, New York City.
- Tobias & Lewis Music Publishers, 1250 Sixth Avenue, New York City.
- Tomerlin, Lysle, 1509 N. Vine Street, Hollywood, Calif.
- Top Music Publishers, 343 W. 87th Street, New York City.
- Trans-America Music Publishers, 6425 Hollywood Blvd., Hollywood, Calif.
- Transcontinental Music Co., 113 West 57th Street, New York City.
- Treasure Chest Publications, Inc., 1600 Broadway, New York City.
- Triangle Music Corp., 1619 Broadway, New York City.

• • • **MUSIC PUBLISHERS** • • •

Tullar (Grant C.) (Tullar Studios), 134 Morris Avenue, Orange, N. J.
Tullar-Meredith Co., Inc., 91 Seventh Avenue, New York City.
Tune-Towne-Tunes, 4451 Ben Avenue, Studio City, Calif.
Twentieth-Century Music Corp., 799 Seventh Avenue, New York City.

— U —

United States Music, Inc., 5414 Thirty-Second Avenue, Woodside, L. I., N. Y.
Universal Music Sales, 177 North State Street, Chicago, Ill.
University Music Co., University City, Mo.
Urban Publications, 201 West 89th Street, New York City.

— V —

Valiant Music Co., 46 West 72nd Street, New York City.
Van Brunt Publishing Co., 904 North Haaver, Hollywood, Calif.
Vance Music Company, 1619 Broadway, New York City.
Vanguard Songs, 1509 N. Vine St., Hollywood, Calif.
Van Reesema, Yolande, 7 Washington Square, New York City.
Van Russ Music, 17 West 60th St., New York City.
Variety Music Co., 1650 Broadway, New York City.
Variety Music, Inc., 6425 Hollywood Blvd., Hollywood, Calif.
Vaughn, James D., Lawrenceburg, Tenn.
Vavrin & King, 5239 South Wood Street, Chicago, Ill.
Vernon Music Publishers, Danbury, Conn.
Victory Music Co., 1585 Broadway, New York City.
Victoria Publishing Co., 1250 Sixth Avenue, New York City.
Villa Moret, Inc., 1008 Central Tower, San Francisco, Calif.
Vitak-Elsnic Co., 4815 South Ashland Avenue, Chicago, Ill.
Vogel, Jerry, Music Co., Inc., 112 West 44th Street, New York City.
Volkwein Bros., Inc., 632 Liberty Avenue, Pittsburgh, Pa.
Von Tilzer, Harry, Music Publishing Co., 1587 Broadway, New York City.

— W —

Wabash Music Co., 9258 Trumbull Avenue, Evergreen Park, Ill.
Wald Music, Inc., 70 West 40th St., New York City.
Waldorf Music Company, 1270 Sixth Avenue, New York City.
Walton Goldman, Inc., 6425 Hollywood Blvd., Hollywood, Calif.
Warner Studio, 210 Manilla Street, Jefferson City, Mo.

Warock Music Co., 1697 Broadway, New York City.
Warren Publications, 349 East 49th Street, New York City.
Washington Music Bazaar, Box 13, Ben Franklin Station, Washington, D. C.
Waverly (Jack), 1587 Broadway, New York City.
Weaner, Levant Publications, 117 West 48th Street, New York City.
Webster Music Co., 1201 N. Orange Grove Ave., Hollywood, Calif.
Weigle (Charles F.), Sebring, Fla.
Wesjay Music Corp., 1270 Sixth Avenue, New York City.
Wells, Maurice O., 54 West Randolph Street, Chicago, Ill.
Wemar Music Corp., 1619 Broadway, New York City.
Western Music Publishing Co., 1651 Cosmo St., Hollywood, Calif.
Westmore Music Corp., 919 S. W. Taylor, Portland, Ore.
Whitfield (Fred A.), 4000 21st Avenue West, Seattle, Wash.
White-Smith Music Publishing Co., 1619 Broadway, New York City.
Wick Music Publishing Co., 84 Spruce Place, Minneapolis, Minn.
Williams, Clarence, Music Publishing Co., Inc., 50 W. 57th St., New York City.
Williams & Williams, Yemassee, S. Carolina.
Willis Music Co., 3 East 43rd Street, New York City.
Willson (Meredith), 799 Seventh Avenue, New York City.
Wilson Music Publishing Co., 444 Madison Avenue, New York City.
Winn Studios of Popular Music, Inc., 44 West 34th Street, New York City.
Winsett, R. E., Dayton, Tenn.
Witmark, M., & Sons, 1250 Sixth Avenue, New York City.
Witt (Claude H.), R. F. D. No. 4, Everett, Washington.
Wixell (Murray) Music Co., 1619 Broadway, New York City.
Wood, B. F., & Co., 88 St. Stephens Street, Boston, Mass.
Woodland Music Co., 4348 Bruner Avenue, New York City.
Words and Music, Inc., 1697 Broadway, New York City.
World Music, Inc., 607 Fifth Avenue, New York City.
World Melodies, Inc., 1509 North Vine Street, Hollywood, Calif.
Wright Publishing Co., 255 South Bunker Hill Ave., Los Angeles, Calif.
Wrightman (Neale) Publishers, 30 West Washington St., Chicago, Ill.

— Y —

Yankee Music Pub. Co., 1619 Broadway, New York City.
York Music Corp., 67 West 44th Street, New York City.

— Z —

Zalewski, B. J., 1505 W. Thomas, Chicago, Ill.
Zoeller Music Co., 124 S. Wetherly Drive, Beverly Hills, Calif.

SHOWMAN'S CALENDAR

FOR 1944

January

- 1: New Year's Day (In all the States, Territories, District of Columbia and possessions). Paul Revere Born (1735). Proclamation of Emancipation (1863).
- 2: Georgia Admitted (1788).
- 4: Utah Admitted (1896).
- 6: New Mexico Admitted (1912).
- 8: Anniversary of the Battle of New Orleans (Louisiana).
- 9: Connecticut Admitted (1788).
- 14: First Written Constitution Adopted at Hartford, Conn., (1639).
- 17: Benjamin Franklin Born (1706).
- 19: Robert E. Lee's Birthday (Alabama, Arkansas, Florida, Georgia, Kentucky, Mississippi, North Carolina, South Carolina, Tennessee, Virginia).
- 21: Stonewall Jackson Born (1824).
- 26: Michigan Admitted to the Union (1837). Gen. Douglas MacArthur's Birthday. First A.E.F. Landed in Ireland (1942).
- 29: McKinley Born (1843). Kansas Admitted (1861).
- 30: Franklin D. Roosevelt's Birthday.
- 31: Franz Schubert Born (1797).

February

- 1: Victor Herbert Born (1859).
- 3: Horace Greeley Born (1811).
- 6: Massachusetts Admitted (1788).
- 7: Charles Dickens Born (1812).
- 9: Nebraska Admitted (1867).
- 11: Thomas A. Edison's Birthday. Daniel Boone Born (1734).
- 12: Lincoln's Birthday (Alaska, California, Connecticut, Delaware, Illinois, Indiana, Iowa, Kansas, Kentucky, Michigan, Minnesota, Missouri, Montana, Nevada, New Jersey, New York, North Dakota, Ohio, Oregon, Pennsylvania, South Dakota, Tennessee, Utah, Virgin Islands, Washington, West Virginia, Wyoming). Georgia Day.
- 14: Valentine's Day. Admission Day (Arizona). Oregon Admitted (1859).
- 15: Destruction of the Maine (1898).
- 19: Ohio Admitted (1803).
- 22: Washington's Birthday (All the States, Territories, District of Columbia and Colonial Possessions).
- 23: Ash Wednesday (Lent Starts).
- 27: Henry Wadsworth Longfellow's Birthday. First Railroad Charter (1827).

March

- 1: Nebraska Admitted (1867).
- 2: Texas Independence Day.
- 3: Florida Admitted (1845). First Postage Stamp used in U. S. (1847).
- 4: Pennsylvania Day. Vermont Admitted (1791).
- 5: Boston Massacre (1770).

- 7: Luther Burbank's Birthday (California).
- 15: Maine Admitted (1820). Andrew Jackson Born (1767).
- 17: St. Patrick's Day.
- 18: Fast of Esther. Grover Cleveland's Birthday.
- 21: First Day of Spring.
- 22: Emancipation Day (Puerto Rico).
- 25: Maryland Day.
- 30: Seward Day (Alaska).

April

- 1: All Fools' Day.
- 2: Palm Sunday.
- 6: War Declared with Germany (1917).
- 7: Peary Discovered North Pole (1909). Good Friday. Metropolitan Opera House Opened in New York City (1830). Louisiana Admitted (1812).
- 9: Surrender of General Lee (1865). Easter Sunday.
- 12: Halifax Independence Resolution (North Carolina).
- 13: Thomas Jefferson's Birthday (Alabama).
- 14: Assassination of Abraham Lincoln. Pan-American Day.
- 19: Patriot's Day (Maine, Massachusetts).
- 20: First Day of Passover.
- 21: Anniversary of Battle of San Jacinto (Texas).
- 22: Morton's Birthday (Nebraska). Arbor Day (Nebraska). William Shakespeare Born (1564).
- 24: First Newspaper Issued in America (1704). U. S.-Mexico War (1846).
- 25: War Declared with Spain (1898).
- 26: Confederate Memorial Day (Alabama, Florida, Georgia, Mississippi). Slavery Abolished in U. S. (1865). First Shot of War with Germany (1917).
- 27: General U. S. Grant Born (1822).
- 28: President Monroe Born (1758). Maryland Admitted (1788).
- 30: Louisiana Purchased. Washington Became First President (1789). Rhode Island Settled (1636).

May

- 1: May Day. Child Health Day. Labor Day (Philippines). Dewey's Victory in Manila (1898).
- 2: Stonewall Jackson Shot (1863). National Music Week.
- 5: Napoleon's Death (1821).
- 6: Corregidor Surrendered (1942).
- 7: Lusitania Torpedoed (1915). Johannes Brahms Born (1833).
- 9: Mother's Day (2nd Sunday).
- 10: Confederate Memorial Day (Kentucky, North Carolina).

(Please Turn to Page 864)

Employment Data Summary—Networks—Stations

This summary of functional employment data of 10 networks and 815 standard broadcast stations by districts covers full-time employees reported to the FCC, as a typical week—beginning October 17, 1943.

Particulars	Total				Northern District				Southern District				Western District							
	10 Networks and 815 Stations		9 Key Stations of Major Networks		Compen- sation		Average		Compen- sation		Average		Compen- sation		Average		Compen- sation		Average	
	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)	(12)	(13)	(14)	(15)	(16)	(17)	(18)	(19)	
Number of stations.....	806				410				244				152							
Executives:																				
General managerial.....	969	\$141,856	\$146.39	46	\$19,346	\$420.57	923	\$122,510	\$132.73	502	\$75,556	\$150.51	263	\$29,075	\$110.55	158	\$17,879	\$113.16		
Technical.....	554	38,409	69.33	18	2,414	134.11	536	35,995	67.15	294	21,177	72.03	136	9,123	58.49	86	5,693	66.20		
Program.....	518	38,814	74.93	35	6,312	180.34	483	32,502	67.29	273	20,103	73.64	130	7,222	55.55	80	5,177	64.71		
Commercial.....	400	44,281	110.70	45	7,897	175.49	355	36,384	102.49	194	23,417	120.71	96	7,721	80.43	65	5,246	80.71		
Publicity.....	119	9,474	79.61	27	3,465	128.33	92	6,009	65.32	62	4,355	70.24	17	851	50.06	13	803	61.77		
Other.....	216	17,737	82.12	30	3,558	118.60	186	14,179	76.23	111	9,337	84.12	47	2,936	62.47	82	1,906	68.07		
Total, executives.....	2,776	290,571	104.67	201	42,992	213.89	2,375	247,379	96.15	1,436	153,945	107.20	709	56,930	80.30	430	36,704	85.36		
Employees (other than executives):																				
Research and development.....	92	6,996	76.04	45	4,329	96.20	47	2,667	56.74	40	2,366	59.65	6	264	44.00	1	17	17.00		
Operating.....	4,383	227,617	51.93	809	54,154	66.94	3,574	173,463	48.53	2,268	116,509	51.37	794	30,813	38.81	512	26,141	31.06		
Other.....	324	11,856	36.59	66	2,669	40.44	258	9,187	35.61	189	7,034	39.08	58	1,462	25.21	20	691	34.55		
Program:																				
Production.....	1,022	55,730	54.53	384	24,884	64.80	638	30,846	48.35	409	21,405	52.33	132	4,901	37.13	97	4,540	46.80		
Writers.....	802	33,096	41.27	120	7,453	61.61	682	25,643	37.60	417	16,713	41.06	163	4,961	30.44	112	3,969	35.44		
Announcers.....	3,072	144,786	47.13	164	11,702	71.35	2,908	133,084	45.76	1,758	86,761	49.35	761	28,535	37.50	369	17,786	48.73		
Staff musicians.....	2,150	90,569	70.03	517	62,659	121.20	1,633	87,910	53.63	1,228	66,980	56.99	235	8,616	36.66	170	9,314	54.79		
Other artists.....	1,366	88,553	64.81	704	48,817	69.34	682	39,736	58.26	531	32,237	60.71	104	4,377	44.01	47	2,922	62.17		
Other.....	1,197	53,151	44.40	552	27,515	51.24	660	25,656	38.84	498	19,940	40.04	71	2,054	28.93	91	3,642	40.02		
Outsiders.....	1,348	110,540	82.00	152	18,625	122.63	1,196	91,915	76.95	702	58,941	83.96	291	18,663	64.13	203	14,311	70.50		
Promotion and merchandising.....	592	30,636	51.75	361	19,835	55.11	231	10,741	46.50	168	9,767	57.40	26	1,616	61.66	27	1,158	42.89		
Other.....	19,549	40,006	40.06	307	13,350	43.19	181	6,199	34.25	142	5,131	36.13	23	559	24.30	16	509	31.81		
General and administrative:																				
Accounting.....	987	34,342	36.65	266	10,366	38.97	671	23,976	35.73	414	15,011	36.26	135	5,478	35.34	102	3,487	34.19		
Clerical.....	1,120	28,190	25.17	247	6,517	26.38	873	21,673	24.63	562	14,444	24.82	176	4,368	24.92	115	2,843	24.72		
Stenographic.....	1,172	33,214	28.34	218	6,860	31.41	954	26,354	27.84	568	16,129	27.90	217	5,628	25.94	159	4,607	28.97		
Other.....	1,248	35,765	28.66	594	18,515	31.17	654	17,250	25.38	431	11,714	27.18	136	2,867	21.08	87	2,689	30.68		
Miscellaneous.....	406	11,526	28.39	51	2,674	52.43	355	8,832	24.94	239	5,994	25.08	80	1,675	20.94	36	1,183	32.86		
Total, employees.....	21,739	1,076,116	49.50	5,542	340,974	61.53	16,197	735,142	45.39	10,575	508,296	48.07	3,438	127,055	56.96	2,184	99,791	45.69		
Total, executives and employees.....	24,515	1,366,687	55.75	5,743	383,966	66.86	18,772	982,721	52.35	12,011	662,241	55.14	4,147	183,985	44.37	2,614	136,495	52.22		

NOTE: Data in this release, with the exception of columns (2), (3), (4), (15) and (16) are not exactly comparable with similar releases for prior years, because the network reports include the employees of eight 50 kw stations and one 5 kw station. In prior years, an apportionment of these employees and their compensation had been made by the Commission between the networks and stations.

☆ ☆ Standard Station Employment Data ☆ ☆ ☆

Following employment data covers 806 standard broadcast stations by districts and regions as reported to the FCC for the week beginning October 17, 1943.

Particulars	Northern District					Southern District					Western District						
	Northeastern Region	Great Lakes Region	Midwest Region	Southeastern Region	South Central Region	Mountain Region	Pacific Region	No.	Average Compensation	No.	Average Compensation	No.	Average Compensation	No.	Average Compensation	No.	Average Compensation
Number of stations	165	151	64	175	69	60	92										
Executives:																	
General managerial.....	205	\$164.87	175	\$154.86	122	\$120.13	182	\$113.14	81	\$104.74	60	\$99.40	98	\$121.58			
General.....	17	78.97	116	97.98	61	66.41	109	59.04	47	57.23	31	61.84	55	66.65			
Program.....	82	139.32	71	120.36	30	86.28	86	82.28	44	73.95	22	70.77	43	85.73			
Commercial.....	34	68.98	18	71.89	10	71.80	9	49.56	8	50.63	3	75.67	10	57.60			
Publicity.....	46	94.43	37	89.57	28	59.96	33	63.27	14	60.57	9	85.00	19	60.03			
Other.....																	
Total, executives	608	116.99	518	106.77	310	89.51	494	81.50	215	77.33	152	78.89	278	88.90			
Employees (other than executives):																	
Technical																	
Research and development.....	26	56.54	10	72.30	4	48.25	2	51.00	4	46.50	1	17.00					
Operating.....	1,044	53.27	773	51.29	451	47.10	556	39.05	236	36.22	156	46.09	356	53.23			
Other.....	98	40.95	60	40.35	22	27.27	48	24.54	10	28.40	10	38.20	10	30.90			
Program:																	
Production.....	189	52.35	122	57.00	98	45.76	87	36.31	45	37.71	18	42.28	79	47.84			
Writing.....	115	41.95	115	37.15	56	41.05	56	31.03	23	31.03	128	39.70	71	36.00			
Announcers.....	768	52.02	646	46.74	345	37.71	551	38.13	236	31.03	128	39.70	261	48.66			
Staff musicians.....	463	53.23	469	69.36	296	43.26	177	37.63	58	33.03	39	42.77	131	58.37			
Other artists.....	187	57.58	186	74.29	158	48.42	75	43.83	29	44.48	2	215.00	45	55.38			
Commercial:																	
Other.....	257	38.94	144	45.14	97	35.39	42	26.40	29	32.59	44	31.14	47	48.34			
Outside salesmen.....	311	88.94	276	85.75	115	66.21	194	66.56	97	59.29	50	61.82	153	73.33			
Promotion and merchandising.....	56	47.11	71	51.32	41	41.10	23	51.61	13	33.00	6	32.67	21	45.81			
Other.....	81	35.73	39	40.03	22	30.73	18	25.78	5	19.00	4	27.75	12	33.17			
General and administrative:																	
Accounting.....	180	35.17	154	38.27	142	22.97	133	24.70	41	23.66	37	32.41	65	35.20			
Clerical.....	269	28.16	236	28.16	142	22.97	133	24.70	41	23.66	27	22.00	68	23.56			
stenographic.....	190	28.97	262	28.32	142	22.97	133	24.70	41	23.66	27	22.00	68	23.56			
Other.....	199	25.53	183	30.28	34	20.26	53	19.28	27	24.19	9	21.89	27	36.52			
Miscellaneous:																	
Total, employees.....	4,563	48.49	3,818	51.57	2,194	41.09	2,417	37.13	1,021	36.56	645	39.66	1,539	48.22			
Total, executives and employees.....	5,171	56.49	4,336	58.17	2,504	47.08	2,911	44.86	1,236	43.67	797	47.14	1,817	54.44			

NOTE: Data for Northeastern, Great Lakes and Pacific Regions are not exactly comparable with similar releases for prior years, because the network reports include the employees of eight 50 kw stations and one 5 kw station. In prior years, an appointment of these employees and their compensation had been made by the Commission between the networks and stations and included in the appropriate regions.

Employment Data Summary—Networks—Stations

This summary of functional employment data of 10 networks and 815 standard broadcast stations by districts covers part-time employees reported to the FCC, as a typical week beginning October 17, 1943.

Particulars	Total			Northern District			Southern District			Western District								
	No.	Compen- sation	Ave.	No.	Compen- sation	Ave.	No.	Compen- sation	Ave.	No.	Compen- sation	Ave.						
10 Networks and 815 Stations	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)	(12)	(13)	(14)	(15)	(16)	(17)	(18)	
Number of Stations	806			410			244			152								
Executives:																		
General managerial	149	\$11,568	\$77.64	149	\$11,568	\$77.64	78	\$7,617	\$97.65	47	\$2,828	\$60.17	24	\$1,123	\$46.79
Technical	24	633	26.38	24	633	26.38	19	520	27.37	5	113	22.60
Program	4	117	29.25	4	117	29.25	3	86	28.67	31	31.00
Promotional	5	195	39.00	5	195	39.00	4	137	34.25
Publicity	5	183	36.60	5	183	36.60	4	133	33.25
Other	46	2,989	64.98	46	2,989	64.98	29	2,212	76.28	11	519	47.18	..	10	10.00
Total, executives	232	15,645	67.44	232	15,645	67.44	136	10,625	78.13	64	3,598	56.22	32	1,422	44.44
Employees (other than executives):																		
Technical:																		
Research and development	2	2,683	14.50	2	2,683	14.50	2	29	14.50
Other	235	2,683	11.42	7	140	20.00	235	2,683	11.42	128	1,408	11.00	63	656	10.41	37	479	12.95
Other	42	522	12.43	3	182	60.67	39	340	8.72	24	160	6.67	10	129	12.90	5	51	10.20
Program:																		
Production	25	427	17.08	1	30	30.00	24	397	16.54	22	377	17.14	2	20	10.00
Writers	34	564	16.59	1	23	23.00	33	541	16.39	19	302	15.89	8	111	13.88	6	128	21.33
Announcers	348	4,571	13.14	348	4,571	13.14	221	2,982	13.49	72	804	11.17	55	785	14.27
Staff musicians	752	21,257	28.27	94	3,411	36.29	348	17,846	27.12	463	14,643	31.63	87	1,509	17.34	108	1,694	15.69
Other artists	2,411	119,110	49.40	920	74,004	80.44	1,491	45,106	30.25	905	35,422	39.14	379	6,320	16.68	207	3,364	16.25
Other	225	2,931	13.03	20	429	21.45	205	2,502	12.20	94	1,074	11.43	44	377	8.57	67	1,051	15.69
Commercial:																		
Outside salesmen	41	1,005	24.51	41	1,005	24.51	34	938	27.59	6	64	10.67	1	3	3.00
Promotion and merchandising	13	833	57.62	13	833	57.62	12	323	26.92	1	10	10.00
General	59	2,220	37.63	2	43	21.50	57	2,177	38.19	10	114	11.40	44	1,988	45.18	3	75	25.00
Other and administrative:																		
Accounting	96	1,368	14.25	96	1,368	14.25	62	944	15.23	29	322	11.10	5	102	20.40
Clerical	77	860	11.17	1	8	8.00	76	852	11.21	52	636	13.13	14	89	6.36	10	80	8.00
Stenographic	44	316	7.18	44	316	7.18	31	213	6.87	10	80	8.00	3	23	7.67
Other	144	1,324	9.19	7	178	25.43	173	1,146	8.36	83	725	8.73	37	275	7.43	17	146	8.59
Miscellaneous	82	654	7.98	82	654	7.98	46	342	7.43	12	77	6.42	24	235	9.79
Total, employees	4,630	160,174	34.59	1,056	76,448	74.29	3,574	81,726	22.87	2,208	60,679	27.48	916	12,811	15.70	550	8,236	14.97
Total, executives and employees	4,862	175,819	36.16	1,056	76,448	74.29	3,806	97,371	25.58	2,344	71,304	30.42	880	16,409	18.65	582	9,658	16.59

NOTE: Data in this release, with the exception of columns (2), (3), (4), (14), (15) and (16) are not exactly comparable with similar releases for prior years, because the network reports include the employees of eight 50 kw stations and one 5 kw station. In prior years, an apportionment of these employees and their compensation had been made by the Commission between the networks and station.

Standard Station Employment Data

Following employment data covers 806 standard broadcast stations by districts and regions as reported to the FCC for the week beginning October 17, 1943.

Particulars	Northern District			Southern District			Western District								
	Northeastern Region	Great Lakes Region	Midwest Region	Southeastern Region	South Central Region	Mountain Region	Pacific Region								
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)	(12)	(13)	(14)	(15)	
Number of stations	165			94			175			69			92		
Executives:															
General managerial	34	\$121.74	19	\$95.42	25	\$66.60	36	\$60.44	11	\$59.27	8	\$33.88	16	\$53.25	
Technical	11	38.73	5	10.00	3	14.67	3	29.33	2	12.50	1	31.00	
Program	2	36.50	1	13.00	
Commercial	2	20.00	1	17.00	
Publicity	3	22.67	..	65.00	
Other	19	82.64	7	32.14	3	139.00	9	48.00	2	43.50	1	4.00	5	50.80	
Total, executives	67	92.58	35	62.89	34	65.32	49	57.84	15	50.93	10	30.60	22	50.73	
Employees (Other than executives):															
Technical:															
Research and development	1	4.00	1	25.00	
Operating	46	10.46	55	12.11	27	9.67	42	11.38	21	8.48	12	14.83	25	12.04	
Other	14	6.57	4	6.25	6	7.17	7	7.00	3	26.67	5	10.20	
Program:															
Production	11	14.73	9	19.11	2	21.50	
Writers	6	15.17	7	20.86	6	10.83	5	15.20	3	11.67	2	11.00	4	26.50	
Announcers	96	11.18	80	17.74	45	10.93	48	11.50	24	10.50	30	11.90	25	17.12	
Staff musicians	26	34.77	31	34.77	30	12.73	36	24.17	15	10.27	19	16.56	13	16.56	
Other artists	46	37.01	30	35.51	144	25.50	280	15.28	99	15.28	76	15.62	131	13.34	
Other	47	12.00	36	10.22	11	12.91	40	7.40	4	20.25	2	8.50	65	13.91	
Commercial:															
Outside salesmen	22	27.18	9	33.33	3	13.33	4	9.00	2	14.00	1	3.00	
Promotion and merchandising	1	10.00	8	26.00	3	35.00	1	10.00	
Other	2	26.50	4	4.75	4	10.50	44	45.18	2	12.50	1	50.00	
General and administrative:															
Accounting	28	7.86	18	22.50	16	19.94	20	9.50	9	14.67	1	9.00	4	23.25	
Clerical	13	7.31	24	16.21	15	13.27	11	6.18	3	7.00	4	8.50	6	7.67	
stenographic	22	4.27	4	14.25	5	12.40	6	7.33	4	9.00	2	9.00	1	3.00	
Other	27	9.63	40	9.23	16	5.94	24	8.50	13	5.46	4	9.75	13	8.23	
Miscellaneous	24	7.73	15	8.07	7	5.00	10	5.80	2	9.50	7	10.14	17	9.63	
Total, employees	1,035	32.69	752	26.01	421	17.35	549	12.94	267	21.38	157	14.51	383	15.16	
Total, executives and employees	1,102	36.33	787	27.05	455	20.89	598	16.62	282	22.95	167	15.47	415	17.05	

NOTE: Data for Northeastern, Great Lakes and Pacific Regions are not exactly comparable with similar releases for prior years, because the network reports include the employees of eight 50 kw stations and one 5 kw station. In prior years, an apportionment of these employees and their compensation had been made by the Commission between the networks and stations and included in the appropriate regions.

(Continued from Page 859)

- 11: Minnesota Admitted (1858).
- 12: Florence Nightingale Born (1820).
- 20: Anniversary of the Signing of the Mecklenburg Declaration of Independence (North Carolina).
- 21: Lindbergh's Flight to Paris (1927).
- 23: South Carolina Admitted (1788).
- 24: First Telegraph Message Sent (1844).
Empire Day (Canada).
- 28: Archduke Ferdinand of Austria and His Wife Assassinated in Serjevo (1914).
- 29: Wisconsin Admitted (1848).
Rhode Island Admitted (1790).
Patrick Henry Born (1736).
- 30: Memorial Day (In all the States, Territories, District of Columbia and Colonial Possessions, except Alabama, Arkansas, Florida, Georgia, Louisiana, Mississippi, New Mexico, North Carolina, South Carolina, Virginia and Tennessee).

June

- 1: Kentucky Admitted (1792).
Tennessee Admitted (1796).
- 3: Confederate Memorial Day (Louisiana, Tennessee).
King's birthday (Canada).
Jefferson Davis' Birthday (1808).
- 6: Nathan Hale's Birthday (1756).
- 8: Battle of New Orleans (1815).
- 10: Franklin Drew Lightning from Sky (1752).
- 14: Harriet Beecher Stowe's Birthday.
Flag Day.
- 15: St. Swithin's Day.
Arkansas Admitted (1836).
Pioneer Day (Idaho).
- 17: Bunker Hill Day.
- 18: Battle of Waterloo (1815).
- 19: Beginning of War of 1812.
King John of England Granted Magna Carta (1215).
- 20: West Virginia Day.
- 21: Longest Day in Year.
New Hampshire Joined the Union (1788).
- 23: Penn Signs Treaty of Peace with Indians.
- 25: Virginia Admitted (1788).
- 26: First American Troops Land in France (1917).

July

- 1: Battle of San Juan Hill.
Dominion Day (Canada).
Battle of Gettysburg (1863).
- 2: Garfield's Assassination (1881).
- 3: Idaho Admitted (1890).
- 4: Independence Day.
U. S. Military Academy West Point Opened (1802).
- 6: John Paul Jones, Founder of U. S. Navy, Born (1802).
- 10: Wyoming Admitted (1890).
- 11: John Quincy Adams Born (1767).
- 13: Forrest's Day (Tennessee).
- 14: Stars and Stripes Adopted (1777).
Bastille Day—First Celebrated in U. S. (1914).
St. Swithin's Day.
- 16: Santiago Surrendered.
- 24: Pioneer Day (Utah).
- 25: Occupation Day (Puerto Rico).
- 28: Austria Declared War on Serbia (1914).

August

- 1: Colorado Day.
Beginning of World War (1914).
- 3: Civic Holiday (Canada).
Germany Declared War on England and France (1914).
- 4: Freedom of the Press Established by the Acquittal by Jury at New York City of John Peter Zenge of Charge of Libel for Having Criticized the Administration of Gov. Crosby; Trial Began Aug. 4, 1735.
Origin of U. S. Coast Guard (1790).
- 10: Missouri Admitted (1821).
- 13: Occupation Day (Philippines).
- 14: Atlantic Charter Signed by President F. D. Roosevelt and Prime Minister Winston Churchill.
- 15: Panama Canal Opened (1914).

- 16: Bennington Battle Day (Vermont).
- 20: Benjamin Harrison Born (1833).
- 26: Suffrage for Women—19th Amendment (1920).
- 30: Germany Declared War on Poland (1939).
Start of Second World War.

September

- 1: Germany Invaded Poland.
- 6: Latayette Day.
President McKinley Assassinated (1901).
First Battle of the Marne.
Labor Day.
- 9: Admission Day (California).
- 12: Defender's Day (Maryland).
- 17: Constitution Day.
- 18: Rosh Hashanah.
- 22: Nathan Hale Executed (1776).
First Day of Autumn.
- 26: American Indian Day (4th Friday).
- 27: Yom Kippur.

October

- 1: Missouri Day.
- 5: Wright Brothers Took First Long Distance Flight in Airplane (1905).
- 8: Chicago Fire (1871).
Farmer's Day (2nd Friday) (Florida).
- 9: Fraternal Day (Alabama).
Canadian Thanksgiving Day.
- 12: Columbus Day.
- 18: Alaska Day.
- 19: Surrender of Cornwallis (1781).
- 27: Navy Day.
Theodore Roosevelt Born (1858).
- 31: Hallowe'en.
Admission Day, Nevada (1864).

November

- 1: All Saints' Day (Louisiana).
- 2: General Election Day.
North and South Dakota Admitted (1889).
- 4: John Philip Sousa Born (1854).
- 8: Montana Admitted (1889).
- 11: Armistice Day.
Washington Admitted (1889).
- 16: Oklahoma Admitted (1907).
- 17: Suez Canal Opened (1869).
- 21: North Carolina Admitted (1789).
- 25: Thanksgiving Day.

December

- 3: Illinois Admitted (1818).
- 7: Delaware Day.
Pearl Harbor Attacked (1941)
- 8: Eli Whitney Born (1765).
U. S. Declared War on Japan (1941).
- 9: Germany-Italy Declare War on U. S. (1941).
- 10: U. S. Declares War on Germany-Italy (1941).
Mississippi Admitted (1817).
- 11: Alfred Nobel Born (1833).
Indiana Admitted (1816).
- 12: First Marconi Wireless Across Atlantic (1901).
Pennsylvania Admitted (1787).
- 14: Alabama Admitted (1819).
- 15: Bill of Rights Day.
- 16: Boston Tea Party (1773).
- 18: New Jersey Admitted (1787).
- 21: Shortest Day of Year.
Pilgrims Landed at Plymouth Rock (1620).
Woodrow Wilson's Birthday (South Carolina).
- 25: Christmas Day.
- 28: Iowa Admitted (1848).
- 29: Texas Admitted (1845).
- 31: New Year's Eve.

ARBOR DAY is observed in states on different days, usually in the Spring. The dates in the same states often vary from year to year by proclamation.

CODE OF WARTIME PRACTICES FOR AMERICAN BROADCASTERS OFFICE OF CENSORSHIP

— EDITION OF DECEMBER 1, 1943 —

THIS is the third revision of the Code of Wartime Practices for American Broadcasters.

The principle of censorship remains the same. It is voluntary and broadcast management is responsible for fulfilling the function in its own medium. The broadcasting industry, to this end, should be constantly aware of the dangers inherent in (1) news broadcasts; (2) routine programming; and (3) commercial copy.

To combat these dangers effectively, broadcast management must be in complete control of all programming every minute of every day of operation. This responsibility should not be delegated to anyone over whom the management does not exercise control.

The facilities of the Office of Censorship are at the disposal of broadcasters 24 hours a day, to assist them with consultation and advice when any doubt arises as to the application of this Code. The following are the principal advisory guideposts (as revised) which are intended to aid in discharging censorship responsibilities:

I. NEWS BROADCASTS AND COMMENTARIES

Broadcasters should edit all news in the light of this Code's suggestions and of their own specialized knowledge, regardless of the medium or means through which such news is obtained.

Special attention is directed to the fact that all of the requests in this Code are modified by a proviso that the information listed may properly be broadcast when authorized by *appropriate authority*. News on all of these subjects will become available usually from Government sources; but in war, timeliness is an important factor and the Government unquestionably is in the best position to decide when disclosure is timely.

Caution is advised against reporting,

under the guise of opinion, speculation, or prediction, any fact which has not been released by appropriate authority.

It is requested that news in any of the following classifications be kept off the air unless made available for broadcast by appropriate authority or specifically cleared by the Office of Censorship.

(a) **WEATHER.** — Weather forecasts other than those officially released by the Weather Bureau. Mention of wind direction or barometric pressure in current or past weather (including summaries and recapitulations) except when contained in **EMERGENCY** warnings released specifically for broadcast by the Weather Bureau authorities.

NOTE: Special events reporters, covering sports or any outdoor assignments (fires, flood, storms, etc.), are cautioned especially against mention of wind directions.

(b) **ARMED FORCES.**—Type and movement of United States Army, Navy and Marine Corps units, within or without continental United States including information concerning—

Location.
Identity.
Exact Composition.
Equipment.
Strength.
Destination.
Routes.
Schedules.
Assembly for Embarkation.
Prospective Embarkation.
Actual Embarkation.

Such information regarding troops of friendly nations on American soil.

Revelation of possible future military operations by identifying an individual known for a specialized activity.

Exceptions: (1) **ARMED FORCES IN THE UNITED STATES:** Those in training camps and units assigned to domestic police duty, as regards names, addresses, location and general character.

(2) **ARMED FORCES OUTSIDE THE UNITED STATES:**

Names and locations (without unit identification) if presence of United States forces in area has been announced officially.

Names of Naval personnel without mention of their ships, unless said ships have been announced by the Navy as lost or damaged.

(c) **SHIPS (CONVOYS, ETC.)**—Type and movements of United States Navy, or merchant vessels, or transports, of convoys, of neutral vessels, or vessels of nations opposing the Axis powers in any waters, including information concerning—

Identity.
Location.
Port of Arrival.
Time of Arrival.
Prospect of Arrival.
Port of Departure.
Ports of Call.
Nature of Cargoes.
Assembly.
Personnel.

Enemy naval or merchant vessels in any waters, their

Type.
Identity.

Location.

Movements.

Secret information or instructions about sea defenses, such as—

Buoys, lights and other guides to navigators.

Mine fields and other harbor defenses.

Ship in construction—

Type.
Number.
Size.
Location.

Advance information on dates of launchings, commissionings.

Physical description, technical details of shipyards.

Movement of diplomatic exchange ships under the direction of the State Department.

Exceptions: Movements of merchant vessels on Great Lakes or other sheltered inland waterways unless specific instances require special ruling.

(d) **DAMAGE BY ENEMY LAND OR SEA ATTACKS.**—Information on damage to military objectives in continental United States or possessions, including—

Docks.
Railroads.
Airfields.
Public utilities.
Industrial plants engaged in war work.

Counter-measures or plans of defense.

Appropriate authority: for information about damage from enemy attacks to military objectives on land within continental United States or possessions is the commanding officer in the zone of combat, or the Army Bureau of Public Relations, Washington. (For the Hawaiian Islands, the Navy).

(e) **ACTION AT SEA.**—Information about the sinking or damaging from war causes of war or merchant vessels in any waters.

Appropriate authority: Appropriate authority for the release of news about the sinking or damaging of naval or merchant vessels in or near American waters is the commanding officer of the district in which the action occurs, or Naval Office of Public Relations, Washington.

(f) **ENEMY AIR ATTACK.**—Estimates of number of planes involved; number of bombs dropped; damage to—

Fortifications.

Docks.

Railroads.

Ships.

Airfields.

Public utilities.

Industrial plants engaged in war work.

All other military objectives.

Warnings or reports of impending air raids; remote ad lib broadcasts dealing with raids, during or after action.

Mention of any raid in the continental United States during its course, except on appropriate authority of the designated representatives of the Defense Commander in whose area the raid occurs or the War Department in Washington.

News which plays up horror or sensationalism; deals with or refers to unconfirmed reports or versions; refers to exact routes taken by enemy planes, or describes countermeasures of defense, such as troop mobilization or movements, or the number and location of anti-aircraft guns or searchlights in action.

Exceptions: After an air raid, general descriptions of action after all-clear has been given. Nothing in this request is intended to prevent or curtail constructive reporting or programming of such matters as feats of heroism, incidents of personal courage, or response to duty by the military or by civilian defense workers.

(g) ACCREDITED MILITARY AND NAVAL CORRESPONDENTS.—No provisions in this Code of Wartime Practices for American Broadcasters modify obligations assumed by accredited correspondents who accompany Army or Navy forces or are given special accrediting by the War or Navy departments to visit restricted areas in the United States.

These commitments, under War and Navy department practice, pledge such correspondents to submit to censorship anything they write in zones of combat or restriction, or what they may write at a later date as result of their observation in these zones. The military department concerned is the censorship agency for all such material.

In case of a protracted enemy attack on the continental United States, necessitating military declaration of a combat zone, censorship within such an area would, of necessity, be by military authority. Accrediting of news gatherers

for such a zone will be as in any other combat area. In the case of such an attack and declaration of a military zone of combat, the requests in this Code remain applicable to broadcast operations outside the declared area.

(h) PLANES—

Air Units.—Military air units of the United States and the United Nations as to—

Disposition.

Missions.

Movements.

New characteristics.

Strength.

Information concerning new military aircraft and related items of equipment or detailed information on performance, construction and armament of current military aircraft or related items; military activities of commercial air lines or the Civil Air Patrol.

(i) FORTIFICATIONS AND AIR INSTALLATIONS.—Location and description of fortifications, including—

Coast Defense Emplacements.

Anti-aircraft guns and other air defense installations.

Defense Installation details of public airports used for military purposes.

Camouflaged objects.

Location of specially constructed bomb shelters.

Information concerning installations for military purposes outside the U. S.

(j) SABOTAGE.—Specifications (including information on bottlenecks) which saboteurs could use to damage military objectives. No mention of sabotage should be made except on appropriate authority of the military agency concerned or the Department of Justice.

(k) PRODUCTION. (see also SABOTAGE)
—New or secret Allied military weapons, identity and location of plants making them, designs or rate of production or consumption of any specific type of war materiel, formulas or experiments connected with war production.

Information on imports, exports or Government stock piles of critical or strategic materials such as tin, natural rubber, uranium, chromium, tantalum, manganese, quinine, tungsten and high-octane gasoline.

Transportation—Movement or transportation of war materiel.

NOTE: Progress of production for general categories of war materiel such as planes, tanks, guns, vehicles and munitions may be reported, but statistical information on specific weapons such as bombers, fighter planes, 155 mm. guns, medium tanks, etc., should be avoided without appropriate authority.

(l) **COMBAT ZONE INTERVIEWS AND LETTERS.**—Interviews with service men or civilians from combat zones (including accounts of escapes from foreign territory) should be submitted for review before broadcast, either to the Office of Censorship or to the appropriate Army or Navy Public Relations Officer. Letters from combat zones are censored at the source, for home and family consumption only. When used on the air, broadcasters should measure the contents of such letters in the light of the provisions of this Code. In case of any doubt, consult the Office of Censorship. (See clause on Armed Forces, regarding unit identifications).

(m) **WAR PRISONERS, INTERNEES, CIVILIAN PRISONERS.**—Information as to arrival, movements, confinement, escape or identity of military prisoners from war zones; identity of persons arrested or interned as enemy aliens; locations or operations of alien internment camps; place of confinement of civilians convicted of treason, espionage or sabotage.

NOTE: The appropriate authority for information as to war prisoners or their camps is the War Department; for information as to resettled persons, the project official in charge; for information as to enemy aliens or their camps, or civilian prisoners described above, the Department of Justice. In any inquiry, please make certain whether the individuals involved are military prisoners of war, enemy aliens or resettled citizens or aliens.

(n) **MILITARY INTELLIGENCE.**—Information concerning war intelligence, or the operations, methods, or equipment of counter-intelligence of the United States or its allies or the enemy.

Information concerning secret detection devices.

Information concerning secret United States or Allied means or systems of military communication, including the establishment of new International points of communication.

(o) **WAR NEWS COMING INTO THE UNITED STATES.**—War information originating outside United States territory may be broadcast if its origin is made plain.

Any recordings or information for broadcast gathered in any form that is sent across the United States-Canadian border should contain nothing that will conflict with the censorship of the country in which the information originates.

(p) **GENERAL.**—*Casualties.* Identification of combat casualties until made available for publication by the War or Navy Departments or the next of kin.

Strategy.—Secret war plans or diplomatic negotiations or conversations which concern military operations.

Art Objects, Historical Data.—Information disclosing the new location of national archives, or of public or private art treasures.

Diplomatic Information.—Information about the movements of the President of the United States (including advance notice of the place from which he will broadcast); information of official military, or diplomatic missions of the United States or of any other nation opposing the Axis powers—routes, schedules, destinations within or without continental United States; movements of ranking Army or Naval officers and staffs on official missions; movements of other individuals or units on military or diplomatic missions.

II. PROGRAMS

These suggestions are made in order that broadcasters will have a pattern to follow in accomplishing the most important censorship function of program operation: keeping the microphone under

the complete control of the station management, or its representatives.

(a) REQUEST PROGRAMS.—*Music*.—No telephoned or telegraphed requests for musical selections should be accepted. No requests for musical selections made by word-of-mouth at the origin of broadcast, whether studio or remote, should be honored.

Talk.—No telephoned or telegraphed requests for service announcements should be honored, except as hereinafter qualified. Such service announcements would include information relating to—

- Lost pets.
- “Swap” ads.
- Mass meetings.
- Personal messages.
- Club meetings.
- Club programs, etc.
- Vital statistics.

The same precaution should be observed in accepting “classified advertisements” for broadcasting.

No telephoned, telegraphed or word-of-mouth dedications of program features or segments thereof should be broadcast.

No telephoned, telegraphed or word-of-mouth auction bids, contributions or similar acknowledgments from listeners, should be broadcast.

Exceptions: Emergency announcements (such as those seeking blood donors, doctors, lost persons, lost property, etc.) may be handled in conventional manner if the broadcaster confirms their origin. They should emanate from the police, the Red Cross, or similar recognized governmental or civilian agency.

Service announcements may be honored when source is checked and material is submitted in writing, subject to rewriting by station continuity staff. Requests for the broadcast of greetings or other programs to commemorate personal anniversaries may be honored if the actual broadcast is not made on the anniversary date or at the time or on the date designated in the request.

ALL requests, subject to the above qualifications, may be honored when submitted via mail, or otherwise in writing if they are held for an unspecified length of time and if the broadcaster staggers the order in which such requests are honored, rewriting any text which may be broadcast.

(b) QUIZ PROGRAMS.—It is requested that all audience-participation type quiz programs originating from remote points, either by wire, transcription or short wave, should not be broadcast, except as qualified hereinafter. Any program which permits the public accessibility to an open microphone is dangerous and should be carefully supervised. Because of the nature of quiz programs, in which the public is not only permitted access to the microphone but encouraged to speak into it, the danger of usurpation by the enemy is enhanced. The greatest danger here lies in the informal interview conducted in a small group—19 to 25 people. In larger groups, where participants are selected from a theater audience, for example, the danger is not so great.

Generally speaking, any quiz program originating remotely, wherein the group is small, wherein no arrangement exists for investigating the background of participants, and wherein extraneous background noises cannot be eliminated at the discretion of the broadcaster, should not be broadcast. Included in this classification are all such productions as man-in-the-street interviews, airport interviews, train terminal interviews, and so forth.

In all studio-audience type quiz shows, where the audience from which interviewees are to be selected numbers less than 50 people, program conductors are asked to exercise special care. They should devise a method whereby no individual seeking participation can be *guaranteed* participation.

(c) FORUMS AND INTERVIEWS.—During forums in which the general public is permitted extemporaneous comment, panel discussions in which more than two persons participate, and interviews conducted by authorized employees of the broadcasting company, broadcasters should devise methods guaranteeing against the release of any information which might aid the enemy as described in Section I of the Code. If there is doubt concerning the acceptability of material to be used in interviews, complete scripts should be submitted to the Office of Censorship for review. (See paragraph (L) of Section 1.)

(d) SPECIAL EVENT REPORTING (ad lib).—Special events reporters should study carefully the restrictions suggested in Section I of the Code, especially those referring to interviews and descriptions following enemy offensive action. Reporters and commentators should guard against use of descriptive material which might be employed by the enemy in plotting an area for attack.

If special programs which might be considered doubtful enterprises in view of our effort to keep information of value from the enemy are planned, outlines should be submitted to the Office of Censorship for review.

(See also Paragraph (a), Section I.)

(e) SIMULATED AIR RAIDS, BLACKOUTS.

—In view of the provisions contained in Paragraph (f) Section I of this Code, which prescribe radio silence at the scene of an air raid until the “all clear” is sounded, it is the belief of this office, in which the Office of Civilian Defense concurs, that broadcasting stations should not employ their facilities during a simulated air raid in any way which would encourage listeners to rely upon the medium for advice and assistance should an actual raid occur. This is intended to place no proscription on the legitimate broadcast of descriptions and commentaries dealing with simulated air raids and blackouts after the events have been conducted.

(f) COMMERCIAL CONTINUITY.—Broadcasters should be alert to prevent the transmission of subversive or restricted information through the use of commercial continuity in program or announcement broadcasts. In this connection, the continuity editor should regard his responsibility as equal to that of the news editor.

III. FOREIGN LANGUAGE BROADCASTS

(a) PERSONNEL.—The Office of Censorship, by direction of the President, is charged with the responsibility of removing from the air all those engaged in foreign language broadcasting who, in the judgment of appointed authorities in the Office of Censorship, endanger the war effort of the United Nations by their connection, direct or indirect, with the medium. Bases of judgment in exercising this function will be twofold: (1) current material written for broadcast or broadcast over American facilities; (2) past and/or present conduct of the individual, including evidence substantiating his sympathy with the regimes of our enemies. This function of the Office of Censorship is not intended to relieve in any measure the full responsibility resting with the management of the foreign language broadcasting station to employ only those whose loyalty he does not question. There extends to such broadcast management the additional responsibility to report to the Office of Censorship the names of any personnel in this field who might be suspected for any reason.

(b) SCRIPTS.—Station managements

are requested to require all persons who broadcast in a foreign language to submit to the management in advance of broadcast complete scripts or transcriptions of such material. (This procedure does not apply to programs originated and produced by the Office of War Information and distributed to foreign language stations). It is further requested that this material be checked “on the air” against the approved script and that no deviations therefrom be permitted. These scripts or transcriptions should be kept on file at the station.

(c) CENSORS AND MONITORS.—In order that these functions can be performed in a manner consistent with the demands of security, station managements are reminded that their staffs should include capable linguists as censors and monitors whose duty it will be to review all scripts in advance of broadcast and check them during broadcast against deviation.

(d) SUBMISSION OF SCRIPTS.—From time to time, the Office of Censorship will ask foreign language broadcasters to submit specified scripts to this office for review. If a station obtains its foreign language program from another originating point via network, these requirements do not apply; in such event the originating station will be held responsible for fulfilling the requests contained herein.

(e) Station managements are reminded that all provisions of this code, as outlined in Section I and II, apply equally to foreign language broadcasting.

Broadcasters should ask themselves, “Is this information of value to the enemy?” If the answer is “Yes,” they should not use it. If doubtful they should measure the material against the Code.

From time to time the Office of Censorship may find it necessary to issue further communications either to interpret certain existing requests, amend or delete them, or otherwise to cover special emergency conditions. Such communications will be addressed to managers of radio stations and networks and should receive preferential attention.

If information concerning any phase of the war effort should be made available anywhere, which seems to come from doubtful authority, or to be in conflict with the general aims of these requests; or if special restrictions requested locally or otherwise by various authorities seem unreasonable or out of harmony with this summary, it is recommended that the question be submitted at once to the Office of Censorship, Washington. Telephone Executive 3800; Teletype WA-434.

THE OFFICE OF CENSORSHIP,

BYRON PRICE, *Director*.

December 1, 1943.



COMMERCIAL NETWORK PROGRAMS



Sponsor



Product



Program



Network



Advertising Agency



A COMPLETE LISTING OF MAJOR NETWORK — COMMERCIAL PROGRAMS OF 1943 —

Following is a complete listing of all national network commercial programs heard during the twelve-month period ending Dec. 1, 1943. Listing includes in addition to the program title, network, sponsor, product and agency handling the account. Compiled through the cooperation of the Blue Network, CBS, MBS and NBC. Abbreviations: PC, Pacific Coast; Pedlar & Ryan & Lusk, Inc., is listed as Pedlar & Ryan, Inc., and Dancer-Fitzgerald-Sample is listed as Blackett-Sample-Hummert. Changes in agency names were effective January 1, 1944.

ADVERTISER AND PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Adam Hat Stores, Inc. Hats	Boxing Bouts That's A Good One	Blue Blue	Glicksman Advertising Co., Inc.
Alaska Pacific Salmon Co. Minute Man Soup	Breakfast At Sardi's Breakfast At Sardi's	Blue Blue—PC	J. William Sheets— (Compton Advertising, Inc.) J. William Sheets
Allis-Chalmers Mfg. Co. Institutional	Boston Symphony	Blue	Compton Advertising, Inc.
Allegheny-Ludlum Steel Corp. Institutional	Mother and Dad	CBS	Walker & Downing
Alum. Co. of America Institutional	Lighted Windows	NBC	Fuller & Smith & Ross, Inc.
American Bird Products Bird Food	American Radio Warblers	MBS	Weston-Barnett, Inc.
American Chicle Co. Gum	By the Way	NBC—PC	Badger, Browning & Hershey
American Cigarette & Cigar Co. Pall Mall Cigarettes	Gracie Fields' Victory Show Gracie Fields' Victory Show	MBS Blue	Ruthrauff & Ryan, Inc. Ruthrauff & Ryan, Inc.
American Dairy Assoc. Institutional	Voice of the Dairy Farmer Voice of the Dairy Farmer	NBC Blue	Campbell-Mithun, Inc. Campbell-Mithun, Inc.

ADVERTISER AND PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
American Home Products Corp. Anacin, Bonafax, Bisodol, Kolynos	Our Gal Sunday Romance of Helen Trent Easy Aces Mr. Keen, Tracer of Lost Persons	CBS CBS CBS CBS	Blackett-Sample-Hummert Blackett-Sample-Hummert Blackett-Sample-Hummert Blackett-Sample-Hummert
American Oil Company Gas & Oil	CBS World News Edward R. Murrow	CBS CBS	Joseph Katz Co. Joseph Katz Co.
American Tobacco Company Lucky Strike Cigarettes	Your Hit Parade Kay Kyser's College of Musical Knowledge Your Alltime Hit Parade Information, Please	CBS NBC NBC NBC	Foote, Cone & Belding Foote, Cone & Belding Foote, Cone & Belding Foote, Cone & Belding
Anacin Co. Anacin & Bonafax	Just Plain Bill Front Page Farrell Inspector Hawkes & Son John B. Hughes	NBC NBC—PC Blue—PC MBS	Blackett-Sample-Hummert Blackett-Sample-Hummert Blackett-Sample-Hummert Blackett-Sample-Hummert
Armstrong Cork Company Quaker Rugs	Armstrong Theater of Today	CBS	Batten, Barton, Durstine & Osborn, Inc.
Austin Studios Photographs	Hero of the Week	Blue—PC	Glaser-Gailey & Co.
B. T. Babbitt, Inc. Bab-O Cleanser	David Harum David Harum Lora Lawton	CBS NBC NBC	Duane Jones Co. Duane Jones Co. Duane Jones Co.
P. Ballantine & Sons Ballantine Beer & Ale	Three Ring Time	CBS	J. Walter Thompson Co.
Ballard & Ballard Co. Ballard's Obelisk Fair	Renfro Valley Folks	CBS	Henri, Hurst & McDonald, Inc.
Bank of America National Trust & Savings Assoc. (Banking Service)	California Carry On	CBS—PC	J. Walter Thompson Co.
Barron-Gray Packing Co. Vegetable Cocktail	Breakfast at Sardi's	Blue—PC	Long Advertising Service
Barbasol Co. Shaving Cream	John B. Kennedy Nelson Pringle Gabriel Heatter	CBS CBS—PC MBS	Erwin Wasey & Co., Inc. Erwin Wasey & Co., Inc. Erwin Wasey & Co., Inc.

ADVERTISER AND PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Bayuk Cigars Phillies	Sizing Up The News Sam Balter	MBS	Ivey & Ellington Inc.
Bayer Company Aspirin	American Album Lorenzo Jones	NBC NBC	Blackett-Sample-Hummert Blackett-Sample-Hummert
Bekins Van & Storage Co. Storage	Harry W. Flannery	CBS—PC	Brooks Advertising Agency
Bell Telephone Co. Institutional	Telephone Hour	NBC	N. W. Ayer & Son, Inc.
Best Foods Inc. H-O Oats	Moylan Sisters	Blue	Arthur Kudner, Inc.
Ben-Hur Products, Inc. Ben-Hur Coffee	Hollywood Showcase With Mary Astor	CBS—PC	Barton A. Stebbins Advertising Agency
Benson & Hedges Virginia Rounds Cigarettes	Paul Schubert	MBS	Arthur Kudner, Inc.
Bourjois, Inc. (Evening In Paris) Cosmetics	Here's To Romance Here's To Romance	Blue CBS	Foote, Cone & Belding
Bowey's Inc. Dari-Rich Products	Stars Over Hollywood	CBS	Sorenson & Co.
A. S. Boyle Co. Old English Wax	Breakfast At Sardi's Fleetwood Lawton Larry Smith	Blue—PC NBC—PC NBC—PC	J. Walter Thompson Co. J. Walter Thompson Co. J. Walter Thompson Co.
Bristol Myers Co. Ipana, Sal Hepatica	Time To Smile A Date With Judy	NBC NBC	Young & Rubicam, Inc. Young & Rubicam, Inc.
Bristol Myers Co. Vitalis, Ingraham Shaving Cream	Mr. District Attorney	NBC	Pedlar & Ryan, Inc.
Bristol Myers Co. Mum	In Person, Dinah Shore	Blue	Pedlar & Ryan, Inc.
Bristol Myers Co. Minit-Rub	Duffy's	Blue	Young & Rubicam, Inc.
Bristol Myers Co. Sal Hepatica & Minit-Rub	Noah Webster Says	Blue	Young & Rubicam, Inc.

ADVERTISER AND PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Bristol Myers Co. Mum	Parker Family	Blue	Pedlar & Ryan, Inc.
Brown & Williamson Tobacco Corp. Raleigh's Wings Bugler Tobacco Avalon Cigarettes	Red Skelton & Co. Beat the Band Tommy Dorsey People Are Funny Plantation Party Floyd Farr Harry Flannery, News	NBC NBC NBC NBC NBC NBC CBS—PC	Russel M. Seeds Co., Inc. Russel M. Seeds Co., Inc. Russel M. Seeds Co., Inc. Russel M. Seeds Co., Inc. Russel M. Seeds Co., Inc. Russel M. Seeds Co., Inc. Russel M. Seeds Co., Inc.
Bunte Bros. Candy	World Front	NBC	Presba, Fellers & Presba, Inc.
California Fruit Growers Exchange Sunkist Fruits	Today at the Duncans	CBS	Foote, Cone & Belding
California Prune & Apricot Growers Assn. Sunsweet Prunes	Dick Joy, News Dave Vaile, News	CBS—PC CBS—PC	Long Advertising Service
Calavo Growers of California Calavos	Breakfast At Sardi's	Blue	J. Walter Thompson Co.
Campana Sales Corp. Campana Balm, DDD, Dreskin, Coolies, Solitaire Cake Make-up, Hand Cream	Campana Serenade Campana Serenade First Nighter	NBC CBS MBS	Aubrey, Moore & Wallace, Inc. Wallace-Ferry-Hanly Co. Wallace-Ferry-Hanly Co.
Campbell Cereal Co. Malt-O-Meal	10 O'clock Wire With William Winter	CBS—PC	H. W. Kastor & Sons Adv. Co., Inc.
Campbell Soup Co. Soups, Tomato Juice, Beans	Radio Reader's Digest Amos and Andy Milton Berle Show The Jack Carson Show	CBS CBS CBS CBS	Ward Wheelock Co. Ward Wheelock Co. Ward Wheelock Co. Foote, Cone & Belding
Carnation Co. Carnation Milk	Carnation Contented Hour	NBC	Erwin Wasey & Co., Inc.
Carter Products, Inc. Little Liver Pills & Arrid	Keepsakes Inner Sanctum Mystery Jimmie Fidler—Hollywood Gossip	Blue Blue Blue	Ted Bates, Inc. Ted Bates, Inc. Small & Seiffer, Inc.
Celanese Corp. of America Celanese Products	Great Moments In Music	CBS	Young & Rubicam, Inc.

ADVERTISER AND PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Chief Bay-Ar-Dee Quality Foods, Inc. Spaghetti Dinner	Boake Carter	MBS	McJunkin Advertising Co.
Chemicals, Inc. Vapo Household Chemicals	Deane Dickson Stories For Husbands And Wives	CBS—PC NBC—PC	Garfield & Guild, Adv. Garfield & Guild, Adv.
Chesebrough Mfg. Co. Vaseline Product	Dr. Christian	CBS	McCann-Erickson, Inc.
Chevrolet Dealers Institutional	John B. Kennedy	CBS	Campbell-Ewald Co.
Chlorine Solutions, Inc. Hy-Proc	Breakfast at Sardi's	Blue—PC	Barton A. Stebbins, Advtg. Agency
Chrysler Corp. Institutional	Major Bowes' Amateur Hour	CBS	Ruthrauff & Ryan
Cities Service Co. Institutional	Cities Service Concert	NBC	Foote, Cone & Belding
D. L. Clark Company Candies & Teaberry Gum	Where Do We Stand Good Will Hour	Blue MBS	Walker & Downing Walker & Downing
Coca-Cola Co. Coca-Cola	Pause That Refreshes On The Air Victory Parade of Spotlight Bands Songs By Morton Downey	CBS Blue Blue	D'Arcy Advertising Co., Inc. D'Arcy Advertising Co., Inc. D'Arcy Advertising Co., Inc.
Colgate-Palmolive-Peet Co. Palmolive Shave Cream Colgate Tooth Paste Palmolive Soap	Can You Top This? Sports Newsreel Million Dollar Band Hobby Lobby Al Jolson—Monty Woolley	NBC NBC NBC CBS CBS	Ted Bates, Inc. Sherman & Marquette, Inc. Ted Bates, Inc. Ted Bates, Inc. Sherman & Marquette, Inc.
Colonial Dames, Inc. Cosmetics	Find The Woman The Quiz Quotient Bob Greene Dick Joy—News	CBS—PC CBS—PC CBS—PC CBS—PC	Glasser-Gailey & Co. Glasser-Gailey & Co. Glasser-Gailey & Co. Glasser-Gailey & Co.
Council On Candy In Wartime Institutional	Washington Reports on Rationing	NBC	Batten, Barton, Durstine & Osborn Inc.
Consolidated Razor Co. Berkeley Razor Blades	The Better Half	MBS	Grey Adv. Agency, Inc.

ADVERTISER AND PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Conti Products Conti Shampoo & Soap	Memo For Tomorrow—Charles Hodges Treasure Hour of Song	MBS MBS	Bermingham, Castleman & Pierce, Inc. Bermingham, Castleman & Pierce, Inc.
Continental Baking Co. Wonder Bread	Bachelor's Children	CBS	Ted Bates, Inc.
Continental Radio & Television Corp. Admiral Radios	World News Today	CBS	Cruttenden & Eger
Corn Products Refining Co. All Products	Stage Door Canteen	CBS	C. L. Miller Company
Coronet Magazine Coronet Magazine	Coronet Little Show	MBS	Schwimmer & Scott
Cream of Wheat Corp. Cream of Wheat	Breakfast Club Let's Pretend	Blue CBS	Batten, Barton, Durstine & Osborn, Inc. Batten, Barton, Durstine & Osborn, Inc.
Cudahy Packing Co. Delrich Old Dutch Cleanser	Something To Talk About Helpmate	CBS NBC	Grant Advertising, Inc. Grant Advertising, Inc.
Curtiss-Wright Corp. Aircraft	He Does Not Fly Alone	MBS	Landsheft, Inc.
Curtiss Candy Co. Candy	Warren Sweeney—News	CBS	C. L. Miller Company
Cummer Products Co. Energine	Manhattan At Midnight Battle Of The Sexes	Blue Blue	Young & Rubicam, Inc. Young & Rubicam, Inc.
Delaware, Lackawanna, Western Coal Co. Blue Coal	The Shadow	MBS	Ruthrauff & Ryan, Inc.
Dictagraph Corp. Acoustican Div. (Hearing Aids)	Hear America	Blue	Ruthrauff & Ryan, Inc.
Doctor Pepper Co. Beverages	Fun Valley With Al Pearce	Blue	Tracy-Locke-Dawson, Inc.
Douglas Shoes Shoes	Today's World News—John Stanley	MBS	Harold Cabot & Co., Inc.

ADVERTISER AND PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Dubonnet Corp. of Lodi Dubonnet Wine, Vermont	Xavier Cugat's Orchestra Alec Templeton Time Your Dubonnet Time	MBS Blue Blue	William H. Weintraub & Co., Inc. William H. Weintraub & Co., Inc. William H. Weintraub & Co., Inc.
Duff & Sons, Inc. Duff's Ready to Bake Mixes	Galen Drake	CBS—PC	W. Earl Bothwell Adv. Agency
Duffy-Mott Company Mott Products	What's Your Idea?	MBS	Al Paul Lefton Company, Inc.
E. I. Du Pont de Nemours & Co. Institutional	Cavalcade of America	NBC	Batten, Barton, Durstine & Osborn, Inc.
Dwight Edwards Co. Dwight Edwards Coffee	World Today Chet Huntley	CBS—PC CBS—PC	McCann-Erickson, Inc. McCann-Erickson, Inc.
Electric Companies Advertising Program Institutional	Report To The Nation	CBS	N. W. Ayer & Son, Inc.
Elgin National Watch Co. Watches	The Man Behind The Gun	CBS	J. Walter Thompson Company
Employees Group Insurance	Cedric Foster—News	MBS	H. B. Humphrey Company
Emerson Drug Company Bromo-Seltzer	Ellery Queen Vox Pcp	NBC CBS	Ruthrauff & Ryan, Inc. Ruthrauff & Ryan, Inc.
Eversharp, Inc. Pens & Pencils	Take It Or Leave It	CBS	The Biow Co., Inc.
Firestone Tire & Rubber Co. Institutional	Voice Of Firestone	NBC	Sweeney & James Co.
Fisher Flouring Mills, Inc. Wheat Cereals	Bill Henry Louis P. Lochner Breakfast At Sardi's James Abbe Observes	NBC—PC NBC—PC Blue—PC Blue—PC	Pacific National Adv. Agency Pacific National Adv. Agency Pacific National Adv. Agency Pacific National Adv. Agency
F. W. Fitch Co. Fitch Hair Products	Fitch Bandwagon News Of The World	Blue—NBC NBC	L. W. Ramsey Co. L. W. Ramsey Co.
J. A. Folger & Co. Coffee	Harry W. Flannery	CBS—PC	Raymond R. Morgan Co.

ADVERTISER AND PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
J. A. Folger & Co. Ford Motor Company Ford Cars	Breakfast At Sardi's Watch The World Go By	Blue—PC Blue	Raymond R. Morgan Co. Maxon, Inc.
General Cigar Co. White Owl Cigars Van Dyke Cigars	William Winter Pacific Theater Of War Raymond Clapper	CBS—PC CBS—PC MBS	Federal Advertising Agency, Inc. Federal Advertising Agency, Inc. J. Walter Thompson Co.
General Electric Co. Radio & Television, Institutional	Hour Of Charm Frazier Hunt The World Today	NBC CBS CBS	Batten, Barton, Durstine & Osborn, Inc., and Foster & Davies, Inc. Maxon, Inc. Maxon, Inc.
General Foods Corp. Grape-Nuts Flakes	Jack Benny	NBC	Young & Rubicam, Inc.
General Foods Corp. Wheatmeal & Grape-Nuts Flakes	Those We Love	NBC	Young & Rubicam, Inc.
General Foods Corp. Post Toasties	Night Editor	NBC	Benton & Bowles, Inc.
General Foods Corp. Diamond Crystal Salt, Bakers Chocolate	When A Girl Marries	NBC	Benton & Bowles, Inc.
General Foods Corp. Post's 40% Bran Flakes	Portia Faces Life	NBC	Benton & Bowles, Inc.
General Foods Corp. Maxwell House Coffee	Maxwell House Coffee Time	NBC	Benton & Bowles, Inc.
General Foods Corp. Postum	Aldrich Family	NBC	Young & Rubicam, Inc.
General Foods Corp. Maxwell House Coffee	Blind Date	NBC	Benton & Bowles, Inc.
General Foods Corp. Swansdown, Calumet	Kate Smith Speaks	CBS	Young & Rubicam, Inc.
General Foods Corp. Post Toasties, Post's 40% Bran Flakes	Young Dr. Malone	CBS	Benton & Bowles, Inc.

ADVERTISER AND PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
General Foods Corp. Post Toasties, Sanka Post Toasties	Adventures of the Thin Man	CBS	Benton & Bowles, Inc. Young & Rubicam, Inc.
General Foods Corp. Jello, Sanka Coffee	Kate Smith Hour	CBS	Young & Rubicam, Inc.
General Foods Corp. Wholesome Grape-Nuts Flakes	Those We Love We Love & Learn William L. Shirer	CBS CBS CBS	Young & Rubicam, Inc. Young & Rubicam, Inc. Young & Rubicam, Inc.
General Foods Corp. La France, Salina Post Toasties	Joyce Jordan, M.D.	CBS	Young & Rubicam, Inc.
General Foods Corp. Bird's Eye Frosted Foods	Dinah Shore Program	CBS	Young & Rubicam, Inc.
General Mills, Inc. Cheerios Kitchen-tested Flour	Light of the World Lonely Women Guiding Light	NBC NBC NBC	Blackett-Sample-Hummert Blackett-Sample-Hummert Blackett-Sample-Hummert
General Mills, Inc. Betty Crocker's Spiced Wheaties	Hymns of All Churches Betty Crocker Melodies of Home Valiant Lady	NBC NBC NBC CBS	Blackett-Sample-Hummert Blackett-Sample-Hummert Blackett-Sample-Hummert Knox Reeves Advertising, Inc.
General Mills, Inc. Soft-A-Silk Cake Flour and Snow Bisquick	Kitty Foyle Nelson Pringle Sam Hayes, News	CBS CBS—PC CBS—PC	Knox Reeves Advertising, Inc. Knox Reeves Advertising, Inc. Westco Advertising Agency
General Motors Corp. Institutional	General Motors Symphony of the Air Presenting NBC Symphony Baby Food Rationing	NBC CBS	Arthur Kudner, Inc. Federal Advertising Agency, Inc.
Gerber Products Co. Baby Foods	Sports Broadcasts— Boxing—Baseball World Series Football, Orange Bowl, Sugar Bowl, All-Star Baseball Game, Kentucky Derby	MBS CBS	Maxon, Inc. Maxon, Inc.
Gillette Safety Razor Co. Razor Blades		CBS	Maxon, Inc.

ADVERTISER AND PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Gilmore Oil Co. Gas and Oil	Furlough Fun	NBC—PC	Ruthrauff & Ryan, Inc.
B. F. Goodrich Co. Institutional	Joseph C. Harsch, News	CBS	Batten, Barton, Durstine & Osborn, Inc.
Goodyear Tire & Rubber Co. Institutional	Salute to Youth	NBC	Arthur Kudner, Inc.
Goodyear Tire & Rubber Co. Heels and Soles	Hook'n Ladder Follies	NBC	N. W. Ayer & Son, Inc.
Gospel Broadcasting Ass'n Religious	Old Fashioned Revival Hour Pilgrim Hour	MBS MBS	R. H. Alber Co. R. H. Alber Co.
Gotham Silk Hosiery	Strictly Personal— Pegeen Fitzgerald	MBS	Sterling Adv. Agency, Inc.
Great Atlantic & Pacific Tea Co. A & P Store Services	Food News Roundup— Gunnar Back and Ruth Hadley	CBS	Paris & Peart, Inc.
Grays'n Shops of California Women's Apparel	Stop & Go—Ken Murray	CBS—PC NBC—PC	Milton Weinberg Adv. Co. Milton Weinberg Adv. Co.
Grove Laboratories, Inc. Cold Tablets	Roy Dady 10 o'Clock Wire—Bob Greene Reveille Roundup	MBS CBS—PC NBC	Russel M. Seeds, Inc. Russel M. Seeds, Inc. Russel M. Seeds, Inc.
Gulf Oil Corp. Gas and Oil	We, the People	CBS	Young & Rubicam, Inc.
II			
Hall Brothers, Inc. Greeting Cards	Meet Your Navy	Blue	Henry, Hurst & McDonald, Inc.
Harvel Watch Company Watches	John B. Kennedy John B. Hughes	Blue MBS	A. W. Lewin Co., Inc. A. W. Lewin Co., Inc.
Hecker Products, Inc. Force	Moylan Sisters	Blue	Clements Co.
H. J. Heinz Co. Food Products	Baby Institute Information, Please Vacation Serenade	Blue NBC NBC	Maxon, Inc. Maxon, Inc. Maxon, Inc.

ADVERTISER AND PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Holland Furnace Co. Heating and Air Conditioning	Smilin' Ed McConnell	CBS	Roche, Williams & Cunyningham, Inc.
Hudson Coal Co. D & H Anthracite	CBS News of the World	CBS	Clements Company, Inc.

International Silver Co. Sterling and 1847 Rogers Bros. Silver	Edward R. Murrow Silver Theater	CBS CBS	Young & Rubicam, Inc. Young & Rubicam, Inc.
Ironized Yeast Co. Yeast	Good Will Hour	Blue	Ruthrauff & Ryan, Inc.

Andrew Jergens Co. Jergens Lotion	Jergens Journal— Walter Winchell	Blue	Lennen & Mitchell, Inc.
Andrew Jergens Co. Woodbury Soap and Cosmetics	Parker Family Chamber Music Society of Lower Basin Street	Blue Blue	Lennen & Mitchell, Inc. Lennen & Mitchell, Inc.
Andrew Jergens Co. Woodbury Face Cream and Powder	Mr. and Mrs. North	NBC	Lennen & Mitchell, Inc.
S. C. Johnson & Son Floor Wax and Polish	Fibber McGee & Molly Passing Parade	NBC NBC	Needham, Louis & Brorby, Inc. Needham, Louis & Brorby, Inc.
Johns-Manville Corp. Insulation	Cecil Brown and Bill Henry—News	CBS	J. Walter Thompson Co.
Johnson & Johnson Band-Aid	Edwin C. Hill	CBS	Young & Rubicam, Inc.
Jones & Laughlin Steel Corp. Steel Products	March of Fighting Steels	MBS	Calkins & Holden, Inc.

Kay Jewelry Co. Jewelry	Bob Anderson—News	CBS—PC	Garfield & Guild, Adv.
Kelite Products, Inc. Kean Cleanser	Agent V Sam Hayes—Spectator	CBS—PC Blue—PC	Little & Co. Little & Co.

ADVERTISER AND PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Kellogg Company Pep	Breakfast at Sardi's	Blue—PC	Kenyon & Eckhardt, Inc.
Kellogg Company Kellogg Products	Breakfast Club	Blue	Kenyon & Eckhardt, Inc.
Kellogg Company Gro-Pup	Kellogg News	Blue	Kenyon & Eckhardt, Inc.
Kellogg Company All-Bran	Jack Berch and His Boys	MBS	Kenyon & Eckhardt, Inc.
Kellogg Company Pep	Superman	MBS	Kenyon & Eckhardt, Inc.
Kendall Foods, Inc. Dog Food	Andy and Virginia	Blue—PC	Mayers Company
Kerr Glass Mfg. Co. Mason Jars and Caps	Breakfast at Sardi's	Blue—PC	Raymond R. Morgan Co.
Kolynos Company Toothpaste	Front Page Farrell	NBC	Blackett-Sample-Hummert
Kraft Cheese Co. Cheese and Food Products	Kraft Music Hall—Bing Crosby The Great Gildersleeve	NBC NBC	J. Walter Thompson Company Needham, Louis & Brorby, Inc.
L. B. Laboratories Hair Oil and Shampoo	Breakfast at Sardi's	Blue	Glaser-Gailey & Company
Lady Esther, Ltd. Cosmetics	Screen Guild Players	CBS	Pedlar & Ryan, Inc.
Land O' Lakes Creameries, Inc. Butter and Dairy Products	Boake Carter—News	MBS	Wm. Estey & Co., Inc.
Langendorf United Bakeries Bakery Products	Red Ryder	Blue—PC	Ruthrauff & Ryan, Inc.
Lehn & Fink Products Hinds Cream	Blind Date Take a Card	Blue MBS	William Esty & Co., Inc. William Esty & Co., Inc.
Frank W. Lee Co. Hats	Dale Carnegie	MBS	Birmingham, Castleman & Pierce, Inc.

ADVERTISER AND PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Lever Brothers Co. Rings	Amos n' Andy The Mayor of the Town	NBC CBS	Ruthrauff & Ryan, Inc. Ruthrauff & Ryan, Inc.
Lever Brothers Co. Lifebuoy Soap	Bob Burns, Arkansas Traveler Life with Fred Brady Big Sister	NBC NBC CBS	Ruthrauff & Ryan, Inc. Ruthrauff & Ryan, Inc. Ruthrauff & Ryan, Inc.
Lever Bros. Co. Lux Toilet Soap	Lux Radio Theater	CBS	J. Walter Thompson Co.
Lever Bros. Co. Swan Soap	Tommy Riggs & Betty Lou Bright Horizon Burns & Allen	NBC CBS CBS	Young & Rubicam, Inc. Young & Rubicam, Inc. Young & Rubicam, Inc.
Lever Bros. Co. Sally, Lifebuoy	Aunt Jenny	CBS	Ruthrauff & Ryan, Inc.
Lewis-Howe Company Tums and N.R.	Let's Be Charming Horace Heidt Orchestra Treasure Chest	MBS CBS NBC	Roche, Williams & Cunnynggham, Inc. Roche, Williams & Cunnynggham, Inc. Roche, Williams & Cunnynggham, Inc.
Liggett & Myers Tobacco Co. Chesterfields	Harry James and His Music Makers Fred Waring	CBS NBC	Newell-Emmett Co. Newell-Emmett Co.
Local Cooperative Program Various	Adventures of Bulldog Drummond	MBS	Various
Local Cooperative Program Various	Background for News—Walter Compton	MBS	Various
Local Cooperative Program Various	Bill Hay Reads the Bible	MBS	Various
Local Cooperative Program Various	Boake Carter	MBS	Various
Local Cooperative Program Various	Sheelah Carter	MBS	Various
Local Cooperative Program Various	Cedric Foster	MBS	Various
Local Cooperative Program Various	Arthur Gaeth	MBS	Various

ADVERTISER AND PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Local Cooperative Program Various	Phillip Keyne-Gordon	MBS	Various
Local Cooperative Program Various	Johnson Family	MBS	Various
Local Cooperative Program Various	Karl Zomar's Scrapbook	MBS	Various
Local Cooperative Program Various	Fulton Lewis, Jr.	MBS	Various
Local Cooperative Program Various	Ian Ross MacFarlane	MBS	Various
Local Cooperative Program Various	Sydney Moseley	MBS	Various
Local Cooperative Program Various	The Shadow	MBS	Various
Local Cooperative Program Various	World's Front Page	MBS	Various
Lockheed Aircraft Corp. Institutional	Ceiling Unlimited	CBS	Foote, Cone & Belding
Loew's, Inc. M-G-M Pictures	M-G-M Presents Victor Borge	Blue	Donahue & Coe, Inc.
P. L'illard Co. Old Golds	Nelson Eddy, Sammy Kaye and Orchestra B-b Crosby and Company	CBS NBC	J. Walter Thompson Co. J. Walter Thompson Co.
Los Angeles Soap Co. White King Soap	Bob Anderson Art Baker—News	CBS—PC NBC—PC	Raymond R. Morgan Co. Raymond R. Morgan Co.
Loyal Order of Moose Insurance	Moose Fireside Party	MBS	L. W. Ramsey Co.
Lumberman's Mutual Casualty Co. Insurance	Upton Close—News	MBS	Leo Burnett Co., Inc.
Lutheran's Laymen's League Religious	Lutheran Hour	MBS	Gotham Advertising Co.

M

ADVERTISER AND PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
MacMillan Petroleum Corp. Institutional	H. V. Kaltenborn	NBC	Logan & Arnold
MacFadden Publications, Inc. Liberty Magazine	The Ghost Shift	CBS	Warwick & Legler, Inc.
McKesson & Robbins, Inc. Bexel and Sweetheart Soap	Wm. Winter—Chet Huntley— Dick Joy—News	CBS—PC	J. D. Tarcher & Co.
Mail Pouch Tobacco Co. Melo Crown Stogies and Mail Pouch Tobacco	Counterspy	Blue	Walker & Downing
Manhattan Soap Company Sweetheart Soap	Scramby Andy Dick Joy—Bob Greene—News	NBC CBS—PC	Franklin Bruck Adv. Corp. Franklin Bruck Adv. Corp.
Mennen Company Shaving and Toilet Articles	Dick Joy—Bob Greene—News Ed Sullivan Entertains	CBS—PC CBS	Russel M. Seeds Co., Inc. Russel M. Seeds Co., Inc.
The Mentholatum Co. Salve	Phil Stearns—Wm. Winter—News	CBS—PC	J. Walter Thompson Co.
Metro-Goldwyn-Mayer Pictures	Fulton Oursler	MBS	Donahue & Coe, Inc.
Miles Laboratories, Inc. Alka-Seltzer and One-A-Day Vitamins	Quiz Kids Lum and Abner News of the World National Barn Dance	Blue Blue NBC NBC	Wade Advertising Agency Wade Advertising Agency Wade Advertising Agency Wade Advertising Agency
Minneapolis-Honeywell Regulator Company Air Conditioning, Aircraft Controls	Blue Jacket Choir with Danny O'Neil Alias John Freedom	CBS Blue	Addison Lewis & Associates Addison Lewis & Associates
Modern Food Process Co. Vogt's Philadelphia Scrapple	Olivio Santoro Little Betsy Ross Girl	NBC NBC	The Clements Company, Inc. The Clements Company, Inc.
The Molle Co. Shaving Cream	Mystery Theater Battle of the Sexes	NBC NBC	Young & Rubicam, Inc. Young & Rubicam, Inc.
Benjamin Moore & Co. Paints and Varnishes	Betty Moore	Blue	Direct

ADVERTISER AND PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
John Morrell & Co. Red Heart Dog Food	Bob Becker Chats About Dogs Bob Becker's Pet Party	CBS NBC	Henri, Hurst & McDonald, Inc. Henri, Hurst & McDonald, Inc.
Philip Morris & Co., Ltd. Cigarettes and Tobacco	Johnn'e Presents—Ginny Simms Crime Doctor Philip Morris Playhouse	NBC CBS CBS	Biow Company, Inc. Biow Company, Inc. Biow Company, Inc.
C. F. Mueller Co. Macaroni	Morning Market Basket	Blue—CBS	Duane Jones Co.
N			
National Small Business Men's Assoc.	Let Freedom Ring	MBS	Schwimmer & Scott
Neighbors of Woodcraft Insurance	Grandpappy and His Pals	Blue—PC	Showalter-Lynch Adv. Agency
Nestle's Milk Products Nestle's Products	Breakfast at Sardi's	Blue—PC	Leon Livingston Adv. Agency
Northwestern Yeast Co. Yeast Foam	Songs of a Dreamer	Blue	MacFarland, Aveyard & Co.
Northern Pump Co. Institutional	Upton Close—News	NBC	Batten, Barton, Dursfaine & Osborn, Inc.
O			
O'Cedar Corp. Mops and Floor Polishes	Hot Copy	Blue	Aubrey, Moore & Wallace, Inc.
O'Sullivan Rubber Co. Rubber Heels	Leon Henderson	Blue	Advtg. & Sales Council, Inc.
Owens-Illinois Glass Co. Institutional	Home Front Matinee	CBS	D'Arcy Adv. Co., Inc., and J. Walter Thompson Co.
P			
Pabst Sales Co. Blue Ribbon Beer	Blue Ribbon Town	CBS	Warwick & Legler, Inc.
Pacific Coast Borax Co. Borax Products	Death Valley Days	CBS	McCann-Erickson, Inc.

ADVERTISER AND PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Packard Bell Co. Radios, Phonographs	News Makers	NBC—PC	Barton A. Stebbins, Adv. Agency
Parker Pen Co. Quink	Eric Sevarid—Ned Calmer, News	CBS	J. Walter Thompson Co.
Pepsodent Co. Toothpaste & Toothbrushes	Bob Hope Johnny Mercer's Music Box	NBC NBC	Foote, Cone & Belding Foote, Cone & Belding
Peter Paul, Inc. Candy Bars	Truman Bradley—Bob Anderson	CBS—PC	Brisacher, Davis & Staff
Pet Milk Sales Co. Pet Milk	Saturday Night Serenade Mary Lee Taylor	CBS CBS	Gardner Adv. Co. Gardner Adv. Co.
Petri Wine Co. Wine	Adventures of Sherlock Holmes	MBS—PC	Young & Rubicam, Inc.
Pharmaco Co. Feen-a-mint, Choux	Double or Nothing Bobby Hooley	MBS MBS	Wm. Estey & Co., Inc. Clements Adv. Agency
Chas. H. Phillips Co. Milk of Magnesia, Toothpaste and Powder, Creams, Halex's N/O	Backstage Wife Stella Dallas Young Widder Brown Waltz Time Lorenzo Jones	NBC NBC NBC NBC NBC	Blackett-Sample-Hummert Blackett-Sample-Hummert Blackett-Sample-Hummert Blackett-Sample-Hummert Blackett-Sample-Hummert
Philco Corp. Institutional	Radio Hall of Fame Our Secret Weapon	Blue CBS	Sayre M. Ramsdell Assoc., Inc. Sayre M. Ramsdell Assoc., Inc.
Planters Nut & Chocolate Co. Peanuts and Peanut Oil	Harry W. Flannery—Wm. Winter, News Lucis P. Lochner	CBS—PC NBC—PC	Raymond R. Morgan Co. Raymond R. Morgan Co.
Plough, Inc. St. Joseph's Aspirin	Don't You Believe It	CBS	Lake-Spiro-Shurman, Inc.
Prince Matchabelli Perfumery, Inc. Perfumes	Stradivari Orchestra Under Direction of Paul Lavalle	NBC	Morse International, Inc.
Procter & Gamble Co. Ivory Flakes	Brave Tomorrow	NBC	Compton Adv., Inc.
Procter & Gamble Co. Dreft	Lone Journey Dreft Star Playhouse	NBC NBC	Blackett-Sample-Hummert Blackett-Sample-Hummert

ADVERTISER AND PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Procter & Gamble Co. Camay Soap	Pepper Young's Family	NBC—CBS	Pedlar & Ryan, Inc.
Procter & Gamble Co. Crisco	Vic and Sade Bernardine Flynn—News	NBC—CBS CBS	Compton Adv., Inc. Compton Adv., Inc.
Procter & Gamble Co. Duz Ivory Soap	Read of Life Truth or Consequences The Goldbergs	NBC NBC CBS	Compton Adv., Inc. Compton Adv., Inc. Compton Adv., Inc.
Procter & Gamble Co. Ivory Soap & Duz	Right to Happiness Life Can Be Beautiful	NBC CBS	Compton Adv., Inc. Compton Adv., Inc.
Procter & Gamble Co. Ivory Soap	Woman of America Mary Marlin	NBC NBC	Benton & Bowles, Inc. Benton & Bowles, Inc.
Procter & Gamble Co. Crown Dash	Abie's Irish Rose Truman Bradley—News	NBC CBS—PC	H. W. Kastor & Sons Adv. Co., Inc. Pedlar & Ryan, Inc.
Procter & Gamble Co. Oxydol	Ma Perkins	NBC—CBS	Blackett-Sample-Hummert
Procter & Gamble Co. White Lightning Soap	Snow Village	NBC	Compton Adv., Inc.
Procter & Gamble Co. Ivory and Oxydol	I Love a Mystery	CBS	Compton Adv., Inc.
Prudential Insurance Co. of America Insular Savings	Prudential Family Hour	CBS	Benton & Bowles, Inc.
Pure Oil Co. Pure Gas & Oil	H. V. Kaltenborn	NBC	Leo Burnett Co., Inc.
Purina Mills Quaker Foods	Grand Ol' Opry	NBC	Gardner Adv. Co.
Quaker Oats Co. Quaker Rice and Wheat+ Sparkles	Terry and the Pirates	Blue	Sherman and Marquette, Inc.

ADVERTISER AND PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Quaker Oats Co. Food Products	That Brewster Boy	CBS	Ruthrauff & Ryan, Inc.
Quaker Oats Co. Aunt Jemima Pancake Flour, Muffets	Aunt Jemima Program	CBS	Sherman K. Ellis and Co., Inc.
R			
Radio Bible Class Religious	Radio Bible Class	MBS	Aircasters, Inc.
Radio Corp. of America Institutional	What's New	Blue	J. Walter Thompson Co.
Reader's Digest Assn., Inc. Institutional	Victory Book Campaign	CBS	Batten, Barton, Durstine & Osborn, Inc.
Revlon Products Corp. Nail Polish and Lipstick	Revlon Program	Blue	Wm. H. Weintraub & Co., Inc.
R. J. Reynolds Tobacco Co. Camels and Prince Albert Smoking Tobacco	Grand Ol' Opry Moore, Durante and Cugat Abbott and Costello Thanks to the Yanks Blondie	NBC NBC—CBS NBC CBS CBS	Wm. Esty & Co., Inc. Wm. Esty & Co., Inc. Wm. Esty & Co., Inc. Wm. Esty & Co., Inc. Wm. Esty & Co., Inc.
Richfield Oil Co. Oil and Gasoline	Confidentially Yours Richfield Reporter	MBS NBC—PC	Hixson-O'Donnell Adv., Inc. Hixson-O'Donnell Adv., Inc.
Roma Wine Co. Wines	Suspense, Roma Show Grapevine Rancho	CBS	McCann-Erickson, Inc.
S			
Sales Builders, Inc. Max Factor Cosmetics	Breakfast at Sardi's	Blue—PC	Smith & Drum, Inc.
Safeway Stores, Inc. Grocery Products	Breakfast at Sardi's What's Doing, Ladies	Blue—PC Blue—PC	J. Walter Thompson Co. J. Walter Thompson Co.
San Nap Pak Co. Paper Tissues	What's My Name	NBC	The Biow Co., Inc.
Schenley Import Corp. Cresta Blanca Wine	Cresta Blanca Carnival	CBS	Wm. H. Weintraub & Co., Inc.

ADVERTISER AND PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Schuckl & Co. Soups	Rancho News	NBC—PC	Erwin, Wasey & Co., Inc.
Schutter Candy Co. Candies	Col. Stoopnagle's Stooperoos, Coronet Little Show, Curt Massey Curt Massey & Co.	CBS NBC	Schwimmer & Scott Roche, Williams & Cunningham, Inc. Schwimmer & Scott
Seaboard Finance Co. Personal Loans	News	Blue—PC	Smith & Bull
Sealtest, Inc. Milk and Ice Cream	Rudy Vallee Joan Davis, Jack Haley	NBC NBC	McKee & Ablight, Inc. McKee & Ablight, Inc.
Sealy, Inc. Mattress	A Layman's View of the News	NBC	Alvin Wilder Adv.
R. B. Semler, Inc. Krem! Hair Tonic and Shampoo	Gabriel Heatter	MBS	Erwin, Wasey & Co., Inc.
Serutan Co. Serutan Products	A. L. Alexander's Mediation Board Drew Pearson	MBS Blue	Raymond Spector Co., Inc. Raymond Spector Co., Inc.
Servel, Inc. Institutional	Fashions in Rations	CBS	Batten, Barton, Durstine & Osborn, Inc.
W. A. Sheaffer Pen Co. Pens and Pencils	World News Parade	NBC	Russel M. Seeds Co., Inc.
Sherwin-Williams Co. Paints	Metropolitan Auditions of the Air	Blue	Warwick & Legler, Inc.
Sherwood Bros. Richfield Oil and Gasoline	Confidentially Yours—Arthur Hale	MBS	Van Sant Dugdale & Co., Inc.
Signal Oil Co. Gas and Oil	Signal's Question of the Week Signal Round Table	CBS—PC CBS—PC	Barton A. Stebbins Adv. Agency Barton A. Stebbins Adv. Agency
Simclair Refining Co. Gas and Oil	Confidentially Yours	MBS	Hixson-O'Donnell Adv., Inc.
Skelly Oil Co. Petroleum Products	Alex Dreier	NBC	Henri, Hurst & McDonald, Inc.
Skinner & Eddy Corp. Minute-Man Soups	Breakfast at Sardi's	Blue—PC	J. William Sheets

ADVERTISER AND PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Dr. Earl S. Sloan Squibb's Lintiment	Gangbusters	Blue	Watwick & Legler, Inc.
Smith Bros. Crunchy Oatmeal	Dick Joy, Nelson Pringle—News	CBS—PC	J. D. Tarcher & Co.
Socoxy-Vacuum Oil Co. Household Products	Raymond Gram Swing	Blue	Compton Adv., Inc.
Soil-Off Mfg. Co. Cleaning Fluid	Truman Bradley—News Galen Drake	CBS—PC CBS—PC	Buchanan & Co., Inc. Buchanan & Co., Inc.
Southern Cotton Oil Co. Vegetable Oil and Snow	Crumit and Sanderson, Irene Beasley	CBS	Kenyon & Eckhardt, Inc.
Sox Spring Bed Co. Mattress and Bedding	Robert St. John	NBC	Tucker Wayne & Co., Inc.
A. G. Spaulding & Bros., Inc. Billiard Balls	Babe Ruth in Person	NBC	Ferry-Hanly Co., Inc.
Sperry Flour Co. Dixie and Snow Flour Cereals	Sam Hayes Dr. Kate	NBC—PC NBC—PC	Knox Reeves Adv., Inc. Knox Reeves Adv., Inc.
E. R. Squibb & Sons Pharmaceuticals	Keep Working, Keep Singing, America Calling America To Your Good Health	CBS CBS CBS	Geyer, Cornell & Newell, Inc. Geyer, Cornell & Newell, Inc. Batten, Barton, Durstine & Osborn, Inc.
Standard Brands, Inc. Royal Baking Powder Icebergs	The O'Neills	NBC	Ted Bates, Inc.
Standard Brands, Inc. Chase and Sanborn Coffee Stamps	Charlie McCarthy—Edgar Bergen Dinah Shore—Paul Whiteman Orch.	NBC NBC	J. Walter Thompson Co. J. Walter Thompson Co.
Standard Brands, Inc. Fleischmann's Yeast	One Man's Family	NBC	Kenyon & Eckhardt, Inc.
Standard Brands, Inc. Tenderleaf Tea	Mary Marlin	CBS	J. Walter Thompson Co.

ADVERTISER AND PRODUCT

Standard Brands, Inc.
Chase and Sanborn Coffee

Standard Oil of Calif.
Petroleum Products

Sterling Products, Inc.
Dr. Lyons Toothpowder
Bayer Aspirin

Sterling Products, Inc.
Mulsified Oil Shampoo
Phillips Dentifrice and Tablets

Stokely Bros. & Co.
Van Camp Tomatoes

Sun Maid Raisin Growers
Inst. Raising

Sunnyvale Packing Co.
Agaveira Soups

Sun Oil Co.
Petroleum Products

Sweets Co. of America
Tostito Roll
Tootsie VAM

Swift & Co.
Swift's Products

Joseph Tetley & Co.
Tea
Dehydrated Soups

Texas Co.
Texas Products

Time, Inc.
Institutional

PROGRAM

The Open Door

Lowell Thomas
Standard School Broadcast
Standard Symphony Hour

Second Husband
American Melody Hour

Amanda of Honeymoon Hill

Breakfast at Sardi's

David Gilmore

Galen Drake

Lowell Thomas

Dick Tracy

Breakfast Club
Breakfast at Sardi's

Isabel Manning Hewson
Morning Market Basket

Fred Allen, Texaco Star Theater
Metropolitan Opera
March of Time

NETWORK

NBC

Blue—PC
NBC—PC
NBC—PC

CBS
CBS

CBS

Blue—PC

NBC

CBS—PC

Blue

Blue

Blue—PC
Blue—PC

CBS
Blue

CBS
Blue

NBC

ADVERTISING AGENCY

Ted Bates, Inc.

Batten, Barton, Durstine & Osborn, Inc.
Batten, Barton, Durstine & Osborn, Inc.
Batten, Barton, Durstine & Osborn, Inc.

Blackett-Sample-Hummert
Blackett-Sample-Hummert

Blackett-Sample-Hummert

Calkins & Holden, Inc.

Foote, Cone & Belding

Foote, Cone & Belding

Roche, Williams & Cunnyngnam, Inc.

Duane Jones Co.

J. Walter Thompson Co.
J. Walter Thompson Co.

Duane Jones Co.
Duane Jones Co.

Buchanan & Co., Inc.
Buchanan & Co., Inc.

Y ung & Rubicam, Inc.

ADVERTISER AND PRODUCT
Tillamook County Creamery
 Creamery Products

PROGRAM

Tillamook Kitchen

NETWORK
 NBC—PC

ADVERTISING AGENCY

Botsford, Constantine & Gardner

Trimcut Clothing Co.
 Clipper Craft Clothes

Topics of Today—Dorothy Thompson

Blue

Emil Mogul Co., Inc.

U

Union Oil Co.
 Oils and Gas

Point Sublime

NBC
 CBS—PC

Foote, Cone & Belding
 Foote, Cone & Belding

United Airlines Transport Corp.
 Air Travel

In Time to Come

CBS

N. W. Ayer & Son, Inc.

United States Rubber Co.
 Rubber Products

New York Philharmonic Symphony

CBS

Campbell-Ewald Co., Inc.

United States Tobacco Co.
 Dill's Best and Model Tobacco

Gay Nineties Revue

CBS

Arthur Kudner, Inc.

V

Vick Chemical Co.
 Vick Products

Hello From Hollywood

CBS—PC

Merse International, Inc.

Vick Chemical Co.
 Vitamins Plus Capsules

Dr. I. Q.

NBC

Grant Adv., Inc.

Voice of Prophecy
 Religious

Voice of Prophecy

MBS

O. C. Hoskins & Assoc.

W

Wander Co.
 Ovaltine

Captain Midnight

Blue

Blackett-Sample-Hummert

Washington State Apple Comm.
 Apples

The World Today
 Breakfast at Sardi's

CBS—PC
 Blue—PC

J. Walter Thompson Co.
 J. Walter Thompson Co.

Washington Cooperative Egg & Poultry Assn.
 Institutional and Lyndon Chickens

Chet Huntley—News
 Breakfast at Sardi's

CBS—PC
 Blue—PC

Pacific National Adv. Agency
 Pacific National Adv. Agency

R. L. Watkins Co.
 Dr. Lyons' Toothpowder

Manhattan Merry-Go-Round
 Backstage Wife
 Lorenzo Jones

NBC
 NBC
 NBC
 NBC

Blackett-Sample-Hummert
 Blackett-Sample-Hummert
 Blackett-Sample-Hummert
 Blackett-Sample-Hummert

Welch Grape Juice Co.
 Welch Products

Irene Rich

CBS

H. W. Kastor & Sons Adv., Co., Inc.

ADVERTISER AND PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Wesson Oil & Snowdrift Sales Co. Salad Oil	Hawthorne House	NBC	Fitzgerald Adv. Agency, Inc.
Wesley Radio League Religious	Rev. J. E. Zoller	MBS	Aircasters, Inc.
Western Sugar Refinery Sea Island Sugar	I Was There	CBS—PC	J. Walter Thompson Co.
Westinghouse Elec. & Mfg. Co. Institutional	Westinghouse Program	NBC	Young & Rubicam, Inc.
Wheeling Steel Corp. Steel Products	Musical Steelmakers	Blue	Critchfield & Co.
J. B. Williams Co. Shaving Cream	True or False Adventures of Nero Wolfe	Blue Blue	J. Walter Thompson Co. J. Walter Thompson Co.
Williamson Candy Co. Candy	Famous Jury Trials	Blue	Aubrey, Moore & Wallace, Inc.
Wilson Milk Co. Evaporated Milk	Smile Awhile	Blue	Keeling & Co., Inc.
Wilson Sporting Goods Co. Sports Equipment	Arch Ward's Sports Preview	MBS	U. S. Adv. Corp.
Wm. Wrigley, Jr., Co. Chewing Gum	Sgt. Gene Autry America in the Air The First Line Ben Bernie Keep the Home Fires Burning American Women	CBS CBS CBS CBS CBS CBS	J. Walter Thompson Co. J. Walter Thompson Co. Arthur Meyerhoff & Co. Arthur Meyerhoff & Co. Arthur Meyerhoff & Co. Arthur Meyerhoff & Co.
Wyeth Chemical Co. Hill's Cold Tablets	Front Page Farrell	NBC	Blackett-Sample-Hummert
Young People's Church of the Air Religious	Young People's Church of the Air	MBS	Ivey & Ellington, Inc.
Zonite Products Corp. Forhan's Toothpaste	Gabriel Heatter	MBS	Erwin, Wassey & Co., Inc.

AP

NEWS FOR
RADIO

is available exclusively through

PRESS ASSOCIATION, INC.

50 ROCKEFELLER PLAZA

NEW YORK, N. Y.





ORGANIZATIONS



National Association of Broadcasters



Radio Groups



Personnel



Addresses



Unions



Guilds



*National Association of
Educational Broadcasters*



NATIONAL ASSOCIATION OF BROADCASTERS



Headquarters: 1760 N—Street, N. W., Washington 6, D. C.

HEADQUARTERS STAFF

J. Harold Ryan <i>President</i>	Arthur C. Stringer <i>Director of Promotion</i>	Howard Frazier <i>Director of Engineering</i>
C. E. Arney, Jr. <i>Secretary-Treasurer</i>	Willard D. Egolf <i>Assistant to President</i>	Paul F. Peter <i>Director of Research</i>
Robert T. Bartley <i>Director of War Activities</i>		Lewis H. Avery <i>Director of Broadcast Advertising</i>

BOARD OF DIRECTORS

Director	District	States Comprising District
Paul W. Morency WTIC, Hartford, Conn.	1	Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont.
Kolin Hager WGY, Schenectady, N. Y.	2	New York, New Jersey.
Roy F. Thompson WFBG, Altoona, Pa.	3	Delaware, Pennsylvania, Maryland.
G. Richard Shafto WIS, Columbia, S. C.	4	District of Columbia, North Carolina, South Carolina, Virginia, West Virginia.
James W. Woodruff, Jr. WRBL, Columbus, Ga.	5	Alabama, Florida, Georgia, Puerto Rico.
Hoyt B. Wooten WREC, Memphis, Tenn.	6	Arkansas, Louisiana, Mississippi, Tennessee.
Nathan Lord WAVE, Louisville, Ky.	7	Kentucky, Ohio.
John E. Fetzer WKZO, Kalamazoo, Mich.	8	Indiana, Michigan, excluding the counties of Ontonagon and Gogebic.
Leslie C. Johnson WHBF, Rock Island, Ill.	9	Illinois; Wisconsin, excluding the counties of LaCrosse, Monroe, Juneau, Adams, Marquette, Waushara, Portage, Wood, Jackson, Trempealeau, Buffalo, Pepin, Pierce, St. Croix, Dunn, Chippewa, Eau Claire, Clark, Marathon, Lincoln, Taylor, Rusk, Barron, Polk, Burnett, Washburn, Sawyer, Price, Oneida, Vilas, Iron, Ashland, Bayfield and Douglas.
John J. Gillin, Jr. WOW, Omaha, Neb.	10	Iowa, Missouri, Nebraska.

Director	District	States Comprising District
E. L. Hayek KATE, Albert Lea, Minn.	11	Minnesota; North Dakota; South Dakota, excluding the counties of Fall River, Shannon, Bennett, Todd, Mellette, Waushabaugh, Washington, Custer, Pennington, Jackson, Jones, Stanley, Haakon, Meade, Lawrence, Butte, Harding, Perkins, Ziebach, Armstrong, Dewey and Corson; Wisconsin, including the counties of LaCrosse, Monroe, Juneau, Adams, Marquette, Waushara, Portage, Wood, Jackson, Trempealeau, Buffalo, Pepin, Pierce, St. Croix, Dunn, Chipewa, Eau Claire, Clark, Marathon, Lincoln, Taylor, Rusk, Barron, Polk, Burnett, Washburn, Sawyer, Price, Oneida, Vilas, Iron, Ashland, Bayfield and Douglas; Michigan, including the counties of Ontonagon and Gogebie.
Wililam B. Way KVOO, Tulsa, Okla.	12	Kansas, Oklahoma.
Hugh A. L. Half WOAI, San Antonio, Texas	13	Texas.
Ed Yocum KGHL, Billings, Mont.	14	Colorado, Idaho, Utah, Wyoming, Montana, South Dakota, including the counties of Fall River, Shannon, Bennett, Todd, Mellette, Waushabaugh, Washington, Custer, Pennington, Jackson, Jones, Stanley, Haakon, Meade, Lawrence, Butte, Harding, Perkins, Ziebach, Armstrong, Dewey and Corson.
Arthur Westlund KRE, Berkeley, Calif.	15	California, excluding the counties of San Luis Obispo, Kern, San Bernardino, Santa Barbara, Ventura, Los Angeles, Orange, Riverside, San Diego and Imperial; Nevada and Hawaii.
Calvin J. Smith KFAC, Los Angeles, Calif.	16	Arizona; California, including the counties excepted in District 15; New Mexico.
Harry R. Spence KXRO, Aberdeen, Wash.	17	Alaska, Oregon, Washington.

DIRECTORS-AT-LARGE

Large Stations

James D. Shouse
WLW, Cincinnati, Ohio

J. O. Maland
WHO, Des Moines

Medium Stations

Barney Lavin
WDAY, Fargo, N. D.

Don S. Elias
WWNC, Asheville, N. C.

Small Stations

Herbert Hollister
KANS, Wichita, Kan.

Frank King
WMBR, Jacksonville, Fla.

Networks

Paul W. Kesten
CBS, New York, N. Y.

Frank M. Russell
NBC, Washington, D. C.

ACCOUNTING

Chairman—H. K. Carpenter, WHK, Cleveland, Ohio. ,

Samuel R. Dean, CBS, New York, N. Y.

Charles C. Leonard, WAVE, Louisville, Kentucky.

Harry R. McKeon, NBC, New York, N. Y.

Jess Swicegood, WKPT, Kingsport, Tennessee.

John B. Conley, WOWO, Fort Wayne, Indiana.

CODE

Chairman—William B. Quarton, WMT, Cedar Rapids, Iowa.

Grant F. Ashbacker, WKBZ, Muskegon, Michigan.

William S. Hedges, New York, N. Y.

Felix Hinkle, WHBC, Canton, Ohio.

Herbert Kendrick, WJLS, Beckley, West Virginia.

Eugene P. O'Fallon, KFEL, Denver, Colorado.

Arden X. Pangborn, KEX, Portland, Oregon.

Jan Schimek, CBS, New York, N. Y.

Lee B. Wailes, KYW, Philadelphia, Pennsylvania.

ENGINEERING

District 1

Harold Thomas, WATR, Waterbury, Conn.

District 2

Earle Godfrey, WBAB, Atlantic City, New Jersey.

District 3

Ted Kenney, KDKA, Pittsburgh, Pennsylvania.

District 4

Clyde M. Hunt, WTOP, Washington, D. C.

District 5

J. C. Bell, WBRC, Birmingham, Ala.

District 6

David Binns, WLAC, Nashville, Tenn.

District 7

Lester H. Nafzger, WBNS, Columbus, Ohio.

District 8

A. Friedenthal, WJR, Detroit, Mich.

District 9

Oscar C. Hirsch, WKRO, Cairo, Ill.

District 10

Henry E. Goldenberg, WHB, Kansas City, Mo.

District 11

H. S. McCartney, WCCO, Minneapolis, Minn.

District 12

K. W. Pyle, KFBI, Wichita, Kansas.

District 13

George W. Ing, KONO, San Antonio, Texas.

District 14

John M. Baldwin, KDYL, Salt Lake City, Utah.

District 15

George Greaves, KPO, San Francisco, California.

District 16

Frank Kennedy, KHJ, Hollywood, California.

District 17

J. D. Kolesar, KMO, Tacoma, Washington.

Engineering Executive

Chairman—John V. L. Hogan, WQXR, New York, N. Y.

F. M. Doolittle, WDRC, Hartford, Connecticut.

O. B. Hanson, NBC, New York, N. Y.

G. Porter Houston, WCBM, Baltimore, Maryland.

Insurance

Chairman—William I. Moore, WBNX, New York, N. Y.

S. R. Dean, CBS, New York, N. Y.

R. J. Teichner, NBC, New York, N. Y.

Labor Executive

Chairman—George M. Burbach, KSD, St. Louis, Missouri.

Ralph R. Brunton, KJBS, San Francisco, California.

W. E. Hutchinson, WAAF, Chicago, Illinois.

C. T. Lucy, WRVA, Richmond, Virginia.

John H. MacDonald, NBC, New York, N. Y.

J. Leonard Reinisch, WSB, Atlanta, Georgia.

Frank K. White, CBS, New York, N. Y.

C. S. Young, WBZ-WBZA, Boston, Massachusetts.

Legislative

Chairman—Neville Miller, NAB, Washington, D. C.

Don S. Elias, WWNC, Asheville, North Carolina.

Clair R. McCollough, WGAL, Lancaster, Pennsylvania.

Joseph H. Ream, CBS, New York, N. Y.

Frank M. Russell, NBC, Washington, D. C.

James D. Shouse, WLW, Cincinnati, Ohio.

James W. Woodruff, Jr., WRBL, Columbus, Georgia.

G. Richard Shafto, WIS, Columbia, South Carolina.

Nathan Lord, WAVE, Louisville, Kentucky.

Ed Yocum, WGRL, Billings, Montana.

Music

Campbell Arnoux, WTAR, Norfolk, Virginia.

James P. Begley, KYW, Philadelphia, Pennsylvania.

Arthur B. Church, KMBC, Kansas City, Missouri.

Robert Enoch, KTOK, Oklahoma City, Okla.

C. W. Myers, KALE, Portland, Oregon.

Frank R. Smith, Jr., WWSW, Pittsburgh, Pa.

John R. Wahlstedt, WHB, Kansas City, Mo.

Warren Williamson, Jr., WKBN, Youngstown, Ohio.

Thomas H. Belviso, NBC, New York, N. Y.

Frank K. White, CBS, New York, N. Y.

Post War Planning

Chairman—Neville Miller, NAB, Washington, D. C. (Served thru '43.)

John J. Gillin, Jr., WOW, Omaha, Nebr.

Nathan Lord, WAVE, Louisville, Ky.

G. Richard Shafto, WIS, Columbus, South Carolina.

William B. Way, KVOO, Tulsa, Okla.

James W. Woodruff, Jr., WRBL, Columbus, Georgia.

John V. L. Hogan, WQXR, New York, N. Y.

J. Harold Ryan, WSPD, Toledo, Ohio.

Edgar L. Bill, WMBD, Peoria, Illinois.

Harold Fair, WHO, Des Moines, Iowa.

Dietrich Dirks, KTRI, Sioux City, Iowa.

George M. Burbach, KSD, St. Louis, Missouri.

William B. Quarton, WMT, Cedar Rapids, Iowa.

Karl Koerper, KMBC, Kansas City, Missouri.

Marshall Pengra, KRNR, Roseburg, Oregon.

Eugene Carr, KMPC, Beverly Hills, California.

J. Leonard Reinsch, WSB, Atlanta, Georgia.

Lewis Allen Weiss, KHJ, Hollywood, California.

COMMITTEES

Public Relations Committee

District 1

E. E. Hill, WTAG, Worcester, Mass.

District 2

Michael R. Hanna, WHCU, Ithaca, N. Y.

District 3

George D. Coleman, WGBI, Scranton, Pa.

District 4

Irvin G. Abeloff, WRVA, Richmond, Va.

District 5

W. Walter Tison, WFLA, Tampa, Fla.

District 6

W. H. Summerville, WWL, New Orleans, La.

District 7

Vernon H. Pribble, WTAM, Cleveland, Ohio.

District 8

Clarence Leich, WGBF, Evansville, Ind.

District 9

Edward E. Lindsay, WSOY, Decatur, Ill.

District 10

Merle Jones, KMOX, St. Louis, Mo.

District 11

Clarence T. Hagman, WTCN, Minneapolis, Minn.

District 12

Robert D. Enoch, KTOK, Oklahoma City, Okla.

District 13

Karl O. Wyler, KTSM, El Paso, Tex.

District 14

Mrs. C. G. Phillips, KIDO, Boise, Ida.

District 15

John Elwood, KPO, San Francisco, Calif.

District 16

P. G. Paltridge, KFI, Los Angeles, Calif.

District 17

Chester R. Duncan, KALE, Portland, Ore.

Public Relations Executive Committee

Chairman—Edgar L. Bill, WMBD, Peoria, Ill.

Leslie W. Joy, KYW, Philadelphia, Pa.

Craig Lawrence, KSO, Des Moines, Ia.

Lawrence W. McDowell, KFOX, Long Beach, Calif.

John F. Patt, WGAR, Cleveland, Ohio.
Frank M. Russell, Washington, D. C.
Frank N. Stanton, CBS, New York, N. Y.

Kern Tips, KPRC, Houston, Tex.
Edgar H. Twamley, WBEN, Buffalo, N. Y.

News Committee

Chairman—Karl Koerper, KMBC, Kansas City, Mo.

William Brooks, NBC, New York, N. Y.

William Dowdell, WLW, Cincinnati, Ohio.

Tom Eaton, WTIC, Hartford, Conn.
Rex G. Howell, KFXJ, Grand Junction, Colo.

L. Spencer Mitchell, WDAE, Tampa, Fla.
Paul W. White, CBS, New York, N. Y.

Research Committee

Chairman—J. Harold Ryan.

Roger W. Clipp, WFIL, Philadelphia, Pa.

Edward F. Evans, WJZ, New York, N. Y.

G. Bennett Larson, WWDC, Washington, D. C.

John C. McCormack, KTBS-KWKH, Shreveport, La.

Barry T. Rumble, NBC, New York, N. Y.

Frank N. Stanton, CBS, New York, N. Y.

Jack Williams, WAYX, Waycross, Ga.

Sales Managers Committee

District 1

Kingsley F. Horton, WEEL, Boston, Mass.

District 2

John A. Bacon, WGR, Buffalo, N. Y.

District 3

Thomas B. Price, WWSW, Pittsburgh, Pa.

District 4

Stanton P. Kettler, WMMN, Fairmont, W. Va.

District 5

Frank Crowther (Red Cross) WMAZ, Macon, Ga.

District 6

C. K. Beaver, KARK, Little Rock, Ark.

District 7

Joseph Eaton, WHAS, Louisville, Ky.

District 8

H. M. Loeb, WDFD, Flint, Mich.

District 9

Edwin C. Allen, WIBA, Madison, Wis.

District 10

Hale Bondurant, WHO, Des Moines, Ia.

District 11

Lee Whiting, WTCN, Minneapolis, Minn.

District 12

Clark A. Luther, KFH, Wichita, Kan.

District 13

Alex Keese, WFAA, Dallas, Tex.

District 14

W. E. Wagstaff, KDYL, Salt Lake City, Utah.

District 15

Clyde F. Coombs, KARM, Fresno, Calif.

District 16

Ned Connor, KRKD, Los Angeles, Calif.

District 17

Chet Wheeler, KWIL, Albany, Ore.

Sales Managers Executive Committee

Chairman—Dietrich Dirks, KTRI, Sioux City, Ia.

C. K. Beaver, KARK, Little Rock, Ark.

Sam H. Bennett, KMBC, Kansas City, Mo.

Arthur Hull Hayes, WABC, New York.

James V. McConnell, NBC, New York.

John M. Outler, Jr., WSB, Atlanta, Ga.

W. B. Stuht, KOMO-KJR, Seattle, Wash.

John E. Surrick, WFIL, Philadelphia.

Small Market Stations Committee

Chairman—Marshall Pengra, KRNR, Roseburg, Ore.

James R. Curtis, KFRO, Longview, Tex.

Robert T. Mason, WMRN, Marion, Ohio.

Fred Schilplin, KFAM, St. Cloud, Mo.

William B. Smullin, KIEM, Eureka, Calif.

James W. Woodruff, Jr., WRBL, Columbus, Ga.

INDUSTRY COMMITTEES

Broadcast Sub-Committee of the Advisory Committee on Government Questionnaires

Chairman—J. Harold Ryan.

Roger W. Clipp, WFIL, Philadelphia.

Edward F. Evans, WJZ, New York.

G. Bennett Larson, WWDC, Washington, D. C.

John C. McCormack, KTBS-KWKH, Shreveport, La.

Barry T. Rumple, NBC, New York.

Frank N. Stanton, CBS, New York.

Jack Williams, WAYX, Waycross, Ga.

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

Herbert L. Pettey, WHN, New York.

Retail Promotion Committee

Chairman—Paul W. Morency, WTIC, Hartford, Conn.

Consultant—Sheldon R. Coons, New York, N. Y.

Robert E. Bausman, WISH, Indianapolis, Ind.

Gene L. Cagle, KFJZ, Fort Worth, Tex.

Dietrich Dirks, KTRI, Sioux City, Ia.

James V. McConnell, NBC, New York.

Kenneth K. Hackathorn, WHK-WCLE, Cleveland, Ohio.

Arthur Hull Hayes, WABC, New York.

Walter Johnson, WTIC, Hartford, Conn.

C. L. McCarthy, KQW, San Jose, Calif.

John M. Outler, Jr., WSB, Atlanta, Ga.

Oliver Runchey, KOL, Seattle, Wash.

John Esau, KTUL, Tulsa, Okla.

Program Mgrs. Executive Committee

Chairman—Harold Fair, WHO, Des Moines, Iowa.

William Adams, WHEC, Rochester, New York.

J. Robert DeHaven, WTON, Minneapolis, Minn.

Irvin G. Abeloff, WRVA, Richmond, Va.

Douglas Coulter, CBS, New York, N. Y.

Clarence Menser, NBC, New York.

George Sutherland, WFCI, Pawtucket, Rhode Island.

Ray Shannon, KMBC, Kansas City, Missouri.

Glenn Jackson, WSPD, Toledo, Ohio.

THE N A B CODE

ADOPTED BY THE 17th ANNUAL CONVENTION OF THE NAB

JULY 11, 1939

(Amended April 28, 1943)

RECOGNIZING the importance of radio broadcasting in the national life and believing that broadcasters have sufficient experience with the social side of the industry to formulate basic standards for the guidance of all, the National Association of Broadcasters hereby formulates the following revised Code:

Children's Programs

Programs designed specifically for children reach impressionable minds and influence social attitudes, aptitudes and approaches and, therefore, they require the closest supervision of broadcasters in the selection and control of material, characterization and plot.

This does not mean that the vigor and vitality common to a child's imagination and love of adventure should be removed. It does mean that programs should be based upon sound social concepts and presented with a superior degree of craftsmanship; that these programs should reflect respect for parents, adult authority, law and order, clean living, high morals, fair play and honorable behavior. Such programs must not contain sequences involving horror or torture or use of the supernatural or superstitious or any other material which might reasonably be regarded as likely to over-stimulate the child listener, or be prejudicial to sound character development. No advertising appeal which would encourage activities of a dangerous social nature will be permitted.

To establish acceptable and improving standards for children's programs, the National Association of Broadcasters will continuously engage in studies and consultations with parent and child study groups. The results of these studies will be made available for application to all children's programs.

Controversial Public Issues

As part of their public service, networks and stations shall provide time for the presentation of public questions including those of controversial nature. Such time shall be allotted with due regard to all the other elements of balanced program schedules and to the degree of public interest in the questions to be presented. Broadcasters shall use their best efforts to allot such time with fairness to all elements in a given controversy.

Time for the presentation of controversial issues shall not be sold, except for political broadcasts. There are three fundamental reasons for this refusal to sell time for public discussion and, in its stead, providing time for it without charge. First, it is a public duty of broadcasters to bring such discussion to the radio audience regardless of the willingness of others to

pay for it. Second, should time be sold for the discussion of controversial issues, it would have to be sold, in fairness, to all with the ability and desire to buy at any given time. Consequently, all possibility of regulating the amount of discussion on the air in proportion to other elements of properly balanced programming or of allotting the available periods with due regard to listener interest in the topics to be discussed would be surrendered. Third, and by far the most important, should time be sold for the discussion of controversial public issues and for the propagation of the views of individuals or groups, a powerful public forum would inevitably gravitate almost wholly into the hands of those with the greater means to buy it.

The political broadcasts excepted above are any broadcasts in connection with a political campaign in behalf of or against the candidacy of a legally qualified candidate for nomination or election to public office, or in behalf of or against a public proposal which is subject to ballot. This exception is made because at certain times the contending parties want to use and are entitled to use more time than broadcasters could possibly afford to give away.

Nothing in the prohibition against selling time for the presentation of controversial public issues shall be interpreted as barring sponsorship of the public forum type of program when such a program is regularly presented as a series of fair-sided discussions of public issues and when control of the fairness of the program rests wholly with the broadcasting station or network.

Educational Broadcasting

While all radio programs possess some educative values, broadcasters nevertheless desire to be of assistance in helping toward more specific educational efforts, and will continue to use their time and facilities to that end and, in cooperation with appropriate groups, will continue their search for improving applications of radio as an educational adjunct.

News

News shall be presented with fairness and accuracy and the broadcasting station or network shall satisfy itself that the arrangements made for obtaining news insure this result. Since the number of broadcasting channels is limited, news broadcasts shall not be editorial. This means that news shall not be selected for the purpose of furthering or hindering either side of any controversial public issue nor shall it be colored by the opinions or desires of the station or network management, the editor or others engaged in its preparation or the person actually delivering it over the air, or, in the case of sponsored news broadcasts, the advertiser.

The fundamental purpose of news dissemination in a democracy is to enable people to know what is happening and to understand the meaning of events so that they may form their own conclusions and, therefore, nothing in the foregoing shall be understood as preventing news broadcasters from analyzing and elucidating news so long as such analysis and elucidation are free of bias.

News commentators as well as all other newscasters shall be governed by these provisions.

Religious Broadcasts

Radio, which reaches men of all creeds and races simultaneously, may not be used to convey attacks upon another's race or religion. Rather it

should be the purpose of the religious broadcast to promote the spiritual harmony and understanding of mankind and to administer broadly to the varied religious needs of the community.

Solicitation of Memberships

Solicitations of memberships in organizations, except where such memberships are incidental to the rendering of commercial services such as an insurance plan either in respect to casualty to life or property, or for membership in the American Red Cross or like organizations engaged in charitable work, are deemed to be unacceptable under the basic theory of the Code and therefore time should be neither given nor sold for this purpose.

Commercial Programs and Length of Commercial Copy

Acceptance of programs and announcements shall be limited to products and services offered by individuals and firms engaged in legitimate commerce; whose products, services, radio advertising, testimonials and other statements, comply with pertinent legal requirements, fair trade practices and acceptable standards of good taste.

Brief handling of commercial copy is recommended procedure.

Member stations shall hold the length of commercial copy, including that devoted to contests and offers, to the following number of minutes and seconds:

Daytime

Five-minute programs	2:00
*Five-minute news programs.....	1:45
Ten-minute programs	2:30
Fifteen-minute programs	3:15
Twenty-five-minute programs	4:15
Thirty-minute programs	4:30
Sixty-minute programs	9:00

Night-time

Five-minute programs	1:45
*Five-minute news programs.....	1:30
Ten-minute programs	2:00
Fifteen-minute programs	2:30
Twenty-five-minute programs	2:45
Thirty-minute programs	3:00
Sixty-minute programs	6:00

Exceptions:

The above limitations do not apply to participation programs, announcement programs, "musical clocks," shoppers' guides and local programs falling within these general classifications.

Because of the varying economic and social conditions throughout the United States, members of the NAB shall have the right to present to the NAB for special ruling local situations which in the opinion of the member may justify exceptions to the above prescribed limitations.

* Further restriction by individual stations is recommended.

Resolution



Adopted by the 17th Annual Convention
National Association of Broadcasters



To clarify the phrase "Accepted Standards of Good Taste," and the canons of good practice set forth in the NAB Code, therefore be it RESOLVED:

That member stations shall not accept for advertising:

1. Any spirituous or "hard" liquor.
2. Any remedy or other product the sale of which or the method of sale of which constitutes a violation of law.
3. Any fortune-telling, mind-reading, or character-reading, by handwriting, numerology, palm-reading, or astrology, or advertising related thereto.
4. Schools that offer questionable or untrue promises of employment as inducements for enrollment.
5. Matrimonial agencies.
6. Offers of "homework" except by firms of unquestioned responsibility.
7. Any "dopester," tip-sheet or race track publications.
8. All forms of speculative finance. Before member stations may accept any financial advertising, it shall be fully ascertained that such advertising and such advertised services comply with all pertinent federal, state and local laws.
9. Cures and products claiming to cure.
10. Advertising statements or claims member stations know to be false, deceptive or grossly exaggerated.
11. Continuity which describes, repellently, any functions or symptomatic results of disturbances, or relief granted such disturbances through use of any product.
12. Unfair attacks upon competitors, competing products, or upon other industries, professions or institutions.
13. Misleading statements of price or value, or misleading comparisons of price or value.

ORGANIZATIONS

PERSONNEL—ADDRESSES

Acoustical Society of America

120 S. LaSalle St., Chicago 3, Ill.
Randolph 8460

OFFICERS

President.....Floyd A. Firestone
(Univ. of Michigan)
Vice-President.....H. F. Olson
(RCA Laboratories)
Secretary.....Wallace Waterfall
(The Celotex Corp.)
Treasurer.....Lonsdale Green, Jr.
(Acoustical Construction Corp.)
Editor.....F. A. Firestone
(University of Michigan)

EXECUTIVE COUNCIL

H. S. Knowles, Jensen Radio Mfg. Co., Chicago, Illinois; Robert W. Young, C. G. Conn, Ltd., Elkhart, Indiana; Harold Burris-Meyer, Stevens Institute of Technology, Hoboken, New Jersey; Robert B. Lindsay, Brown University, Providence, Rhode Island; Hallowell Davis, Harvard University, Cambridge 38, Mass.; Frank Massa, Brush Development Company, Cleveland, Ohio.

FUNCTIONS

The purpose of the society is to increase and diffuse the knowledge of acoustics and promote its practical applications.

Actors' Equity Association

45 W. 47th St., New York, N. Y.
BRyant 9-3550

OFFICERS

President.....Bert Lytell
First Vice-President.....Augustin Duncan
Second Vice-President.....Cornelia Otis Skinner
Third Vice-President.....Dudley Digges
Fourth Vice-President.....William Harrigan
Executive Secretary-Treasurer.....Paul Dulzell
Recording Secretary.....John Beal
Counsel.....Paul N. Turner
Auditor.....Frank Mesurac
Honorary President.....John Emerson

COUNCIL

Terms Expire in 1948: Edith Atwater, Ray Bolger, Clay Clement, Ernest Cossart, Clarence Derwent, Eric Dressler, Jessie Royce Landis, Paul McGrath, Gerald Moore, C.E.A., Erin O'Brien-Moore, Rhys Williams.

Terms Expire in 1947: Ilka Chase, Philip Gordon (CEA), Walter N. Greaza, William Harrigan, Aline MacMahon, Raymond Massey, Elliott Nugent, Roy Roberts, Tom Powers, Calvin Thomas, Ethel Wilson.

Terms Expire in 1946: John Alexander, Joseph Marquley, Mady Christians, John Eliot (CEA), Lillian Gish, Alan Hewitt, Myron McCormick, Cornelia Otis Skinner, Richard Taber, Ethel Waters, Margaret Webster.

Terms Expire in 1945: Walter Abel, Leon Ames, Jean Beryl (CEA), Matt Briggs, Audrey Christie, John Emery, Ruth Hammond, Sam Jaffe, Sam Levene, Jack Sheehan, Kent Smith.

Terms Expire in 1944: Alexander Clark, Patricia Collinge, Dudley Digges, E. John Kennedy, Philip Loeb, John A. Lorenz, Emily Marsh (CEA), Hiram S. Sherman, Jack Whiting, Marvin Williams, Harold Vermilyea.

BRANCH OFFICES

Los Angeles: I. B. Kornblum, 6331 Hollywood Blvd., Hollywood, Calif.

San Francisco: Theodore Hale, 26 O'Farrell Street.
Chicago: Frank Dare, 720 Bittersweet Place.

Advertising Federation of America

330 West 42nd St., New York, N. Y.
BRyant 9-0430

OFFICERS

President.....Joe M. Dawson
(Ceyer, Cornell & Newell)
Vice-President.....Willard D. Egolf
(National Assn. of Broadcasters)
Vice-President.....Forbes McKay
(Progressive Farmer-Ruralist Co.)
Vice-President.....Paul A. Kelly
(Capital Finance Corp.)
Vice-President.....Sally Woodward
(General Mill's, Inc.)
Secretary.....Clara H. Zillessen
(Philadelphia Electric Co.)
Treasurer.....Robert S. Peare
(General Electric Co.)
General Manager.....Earle Pearson
Director, Bureau of Research & Education
Alfred T. Falk
General Counsel.....Charles E. Murphy

DIRECTORS

Chairman: Bruce Barton, President, Batten, Barton, Durstine & Osborn, Inc., New York; E'on C. Barton, Dir. of Adv., La Salle Extension University, Chicago; Harry H. Caswell, Treas. & Gen. Mgr., W. F. Young, Inc., Springfield, Mass.; Gardner Cowles, Jr., President, Register & Tribune Company, Des Moines; Herbert E. Fisk, Exec. V.P., Outdoor Advertising Assn. of America, Inc., Chicago; Mabel G. Flanley, Institute of Public Relations, New York; Paul Garrett, V.P. & Dir. Public Relations, General Motors Corp., New York; William A. Hart, Dir. of Adv., E. I. du Pont de Nemours & Co., Inc., Wilmington; Charles C. Johnson, Jr., Stafford-Lewdon Company, Fort Worth; Lou R. Maxon, Chairman, Maxon, Inc., Detroit; Ray Maxwell, Advertising Manager, Missouri Pacific Lines, St. Louis; Merrill C. Meigs, Vice-President, The Hearst Corporation, Chicago; Henry Obermeyer, Asst. Vice-Pres., Consolidated Edison Co. of N. Y., Inc.; John H. Platt, Director of Advertising, Kraft Cheese Company, Chicago; Allan T. Preyer, Exec. Vice-President, Vick Chemical Company, New York; William C. Savage, Advertising Manager, Cincinnati Post; Dorothy Shaver, Vice-President, Lord & Taylor, New York; James A. Welch, Vice-President, The Crowell-Collier Publishing Co., New York.

WAR ADVERTISING COMMITTEE

Chairman: Willard D. Egolf, National Association of Broadcasters, Washington, D. C.; Vice Chairmen: Gardner Cowles, Jr., Register & Tribune Company, Des Moines, Iowa; Eric Zimmerman, Railway & Industrial Engineering Company, Greensburg, Pennsylvania; Members: Paul H. Bolton, War Effort Films, Washington, D. C.; Robert Dundas, Foley Brothers, Houston, Texas; Robert N. Fuller, G. & C. Merriam Company, Springfield, Massachusetts; K. E. Kellenberger, Union Switch & Signal Company, Swissvale, Pennsylvania; Paul A. Kelly, Capital Finance Corporation, Columbus, Ohio; Forbes McKay, The Progressive Farmer, Birmingham, Alabama; George C. McNutt, R. G. Le Tourneau, Inc., Peoria, Illinois; Mrs. Sally Poole Muchmore, Better Business Bureau, Washington, D. C.; Tom Nokes, Johnstown Poster Advertising Company, Johnstown, Pennsylvania; Miss Sally Woodward, General Mills, Inc., Minneapolis, Minnesota.

FUNCTIONS

To provide a common forum and a central medium for cooperative effort on behalf of all individuals and groups interested in advertising.

To elevate the standards of advertising practice and to combat any unfair competitive methods in its sale.

To help increase the effectiveness of advertising as an instrument of distribution, with its resulting benefits to business and the general public.

To determine and disseminate more accurate knowledge of the functions of advertising in business, and its social and economic values.

To aid in raising the standards of education and training for advertising practitioners.

Advertising Research Foundation

330 West 42nd St., New York, N. Y.
Longacre 3-1454

OFFICERS

Chairman.....Wm. G. Palmer
Treasurer.....John Benson
Secretary.....Paul B. West

Agricultural Marketing Service— Radio & Market News Section

Washington 25, D. C.
Republic 414—Extension 6373, 5707

OFFICERS

Chief.....Elwyn J. Rowell
Chief, Radio Unit.....Bernard W. Molohon

BRANCH OFFICERS

BCSTON: 408 Atlantic Ave.; Stanley Flower, Director.

CHICAGO: 5 So. Wabash Ave.; Don E. Rogers, Regional Chief; J. D. Tonkin, Chief, Radio & Market News.

ATLANTA: Western Union Bldg., W. V. Wyatt, Regional Chief.

NEW YORK: 150 Broadway, F. E. Robinson, Regional Chief; Donald G. Lerch, Chief, Radio & Market News.

SAN FRANCISCO: 821 Market St., J. D. Walsh, Regional Chief.

DENVER: Room 420, 1536 Walton St.; A. M. Trachman, Regional Chief.

DALLAS: 425 Wilson Bldg.; Meno Schoenbach, Regional Chief.

FUNCTIONS AND ACTIVITIES

This Section is responsible for all radio dissemination through national, regional and local programs of information from the Food Distribution Administration on Food Orders, Nutrition, Conservation, School Lunch, all phases of Lend-Lease activities concerning food, and farm market reports. It issues "Radio Round-Up On Food" for Women's Program Directors, and in 20 cities issues Waittime Food Bulletins for use over local stations. Also prepares daily or weekly material for U. P., P. A. and I. N. S. radio wires. Writes and co-produces "Consumer Time," weekly broadcast over NBC now in its 11th year.

American Assn. of Adv. Agencies (AAAA)

420 Lexington Ave., New York, N. Y.
Lexington 2-7980

OFFICERS

Chairman of Board.....Allen L. Billingsley
President.....John Benson
Managing Director.....Frederic R. Gamble
Vice-President.....Emerson Foote
Secretary.....Robert E. Grove
Treasurer.....J. L. Anderson
Asst. Exec. Secy.....Richardson Murray
Asst. Treas.....Richard Turnbull
Director of Service.....L. W. MacKenzie
Counsel.....McKercher & Link

FUNCTIONS

The American Association of Advertising Agencies was formed in 1917 by the amalgamation of the New England, New York, Philadelphia, Southern and Western Advertising Agency Associations—to promote the interests and raise the standards of advertising and of the advertising agency business.

It welcomes to membership any advertising agency qualified to aid in this purpose by reason of its ability to serve the cause of advertising, its financial soundness and its demonstrated desire to adhere to sound and ethical business practices.

The aims of the Association are partly ethical and partly economic. It is a professional body and also a trade association. It aims to raise standards, to improve technique, to ascertain values, to safeguard relations, and to cooperate with other organized effort in related fields.

One of the major aims of the Association is to keep advertising agency practice on a high level, in order that it may be most useful to the advertiser, most helpful to the publisher and respected by business men.

Early in its career the Association adopted for the guidance of its members two official statements. One is entitled "Agency Service Standards," in which agency service is defined, so that advertisers and publishers may know what to expect and agencies may know what should be required of them, thus discouraging the incompetent and encouraging those equipped to render effective service.

The other statement, entitled "Standards of Practice," deals with agency relations with media, clients and the public, with fair and ethical agency competition, and other professional ethics.

American Bar Association (Standing Committee on Communications)

Office of the Chairman: 921 Tower Bldg.
Washington, D. C.
Phone District 2141

COMMITTEE

Chairman.....Herbert M. Bingham
Committeeman.....Edwin M. Borchard
Committeeman.....Kenneth F. Burgess
Committeeman.....Howard L. Kern
Committeeman.....David H. Cannon

FUNCTIONS

The Committee is authorized to consider and report on all questions pertaining to laws and treaties governing the transmission of intelligence through the application of electrical energy or other use of electricity, whether by wire or wireless.

American Communications Association (C. I. O.)

5 Beekman St., New York, N. Y.
COrtlandt 7-1374

OFFICERS

President.....James P. Selly
Vice-President.....Dominick Panza
Vice-President.....Harry A. Mcrgan
Vice-President.....Harold C. Taylor
Vice-President.....Austin Brumley
Secretary-Treasurer.....Josephine Timms

American Council on Education

744 Jackson Place, Washington, D. C.
National 5691

EXECUTIVE OFFICERS

President.....George F. Zook
Assistant to President.....Donald J. Shank
Chief Accountant.....Grace R. Ontrich

FUNCTIONS

This Council's purpose is to advance American education through comprehensive voluntary, cooperative action on the part of educational associations, organizations and institutions, through the promotion, initiation and administration of systematic studies, cooperative experiments, and conferences.

American Federation of Musicians

570 Lexington Ave., New York 22, N. Y.
PLaza 8-0600

OFFICERS

President.....James C. Petrillo
Vice-President.....Charles L. Bagley
Financial Secretary-Treasurer.....Thomas F. Gamble
Secretary.....Leo Cluesman

EXECUTIVE COMMITTEE

H. D. Kenin, Chauncey A. Weaver, J. W. Parks,
Walter M. Murdoch, Oscar F. Hild.

American Federation of Radio Artists (AFRA)

2 West 45th St., New York, N. Y.
Vanderbilt 6-1810

NATIONAL OFFICERS

President.....Lawrence Tibbett
Vice-President.....Virginia Payne
Vice-President.....Jean Hersholt
Vice-President.....Anne Seymour
Vice-President.....William P. Adams
Vice-President.....Kenneth Carpenter
Recording Secretary.....Alex McKee
National Executive Secretary.....Emily Holt

ORGANIZATIONS

Associate Secretary and Treasurer.....George Heller
 Counsel.....Jaffe & Jaffe
 Associate Counsel.....Beilenson & Berger

BOARD OF DIRECTORS

Wm. P. Adams, Edward Arnold, Gunnar Back, Hal Berger, Theodore Biss, Nellie Booth, John Brown, Alan Bunce, Eddie Cantor, Andre Carlon, Kenneth Carpenter, Clayton Collyer, Ted De Corsia, William T. Days, Jr., Shields Dierkes, Robert Donley, Verna Felton, Norman Field, Thomas Freebairn-Smith, Mel Galliard, Ben Grauer, George Heller, Jean Hersholt, Fred Howard, John B. Hughes, Raymond Jones, Felix Knight, Lucille LaPointe, Frederic MacKaye, Herbert Mann, Knox Manning, Ted Maxwell, Edward L. Merritt, Alex McKee, Arnold Moss, John Neher, Paul Nettinga, Virginia Payne, Vincent Peletier, Mineira Pious, Alan Reed, Kenneth Roberts, Anne Seymour, Del Sharbutt, Wayne Short, Margaret Speaks, Lee Sweetland, Lawrence Tibbett, Lucille Wall, Ned Wever.

BRANCH OFFICES

Chicago Local—540 North Michigan Avenue, Chicago, Ill.; Hy Faine, Executive Secretary; Phone, Superior 6517.

Los Angeles Local—6331 Hollywood Boulevard, Hollywood, Calif.; Claude McCue, Executive Secretary; Phone, Hillside, 5121.

San Francisco Local—26 O'Farrell Street, San Francisco, California; Phone, Sutter 3196, San Francisco, California.

Cincinnati Local—Box 14, Cincinnati, Ohio.
 Montreal Local—1126 St. Catherine St., West Montreal, Canada.

Detroit Local—717 Penobscott Bldg., Detroit, Mich.
 St. Louis Local—4317 Lindell Blvd., St. Louis, Mo.
 Miami Local—Box 85, Miami, Fla.

Denver Local—4231 West 32nd St., Denver, Colo.
 Racine Local—804 Hamilton St., Racine, Wisc.
 Cleveland Local—224 Chester-12th Bldg., Cleveland, Ohio.

Washington Local—P. O. Box No. 269, Washington, D. C.

Pittsburgh Local—720 Grant Bldg.
 Portland Local—P. O. Box No. 263, Portland, Ore.
 Dallas Local—P. O. Box 2181, Dallas, Texas.

Other locals located in Des Moines, Ia.; Philadelphia, Pa.; Schenectady, N. Y.; Boston, Mass.; Birmingham, Ala.; Shreveport, La.; Charlotte, N. C.; Rochester, N. Y.; Baltimore, Md.; San Diego, Calif.; Fresno, Calif.; Lawrence, Mass.; Grand Rapids, Mich.

American Guild of Musical Artists, Inc. (A. F. L.)

2 West 45th St., New York, N. Y.
 Murray Hill 2-5644

OFFICERS

President.....Lawrence Tibbett
 First Vice-President.....Richard Bonelli
 Second Vice-President.....Walter Golde
 Third Vice-President.....Jose Iturbi
 Fourth Vice-President.....Eugene Conley
 Fifth Vice-President.....Helen Jepson
 Recording Secretary.....Elizabeth Hoeppel
 Treasurer.....Frederick Jagel
 Executive Secretary.....Blanche Witherspoon
 Counsel.....Jaffe & Jaffe

BOARD OF GOVERNORS

Paul Althouse, Zlatko Balokovic, Michael Bartlett, Ruthanna Boris, Ruth Breton, John Brownlee, George Cehanovsky, Norman Cordon, Muriel Dickson, Ralph Erroe, Claudio Frigerio, Coe Glade, Herbert Graf, Roland Guerdard, Edward Harris, Jascha Heifetz, Julius Huehn, Alexander Kipnis, Charles Kulman, James Melton, Helen Olheim, Alexander Smallens, Georgia Standing, Anthony Stranvanello, Gladys Swarthcut, Conrad Thibault, Kerstin Thorborg.

BRANCH OFFICES

Hollywood: 7046 Hollywood Blvd.—Phone, Hollywood 7311; Chicago: 540 N. Michigan Blvd.—Phone, Superior 6517.

FUNCTIONS

AGMA is a union whose purpose is to bargain collectively on behalf of its members and to deal with employers, contractors, managers, impresarios, agents and others whose activities affect its members. AGMA is a branch of the AAAA and is a sister union of the American Federation of Radio Artists.

American Marketing Association

Address individual officers

OFFICERS

President.....Albert Haring
 (Indiana University)
 1st Vice-President.....Wroe Alderson
 (Curtis Publishing Co.)
 2nd Vice-President.....Philip Salisbury
 (Sales Management)
 Treasurer.....Howard Whipple Green
 (Real Property Inv. of Metro Cleveland)
 Secretary.....Ross M. Cunningham
 (Massachusetts Institute of Technology)
 Editor-in-Chief, Journal of Marketing.....Reavis Cox
 (War Production Board)
 Business Manager, Journal of Marketing, Robert N. King
 (Batten, Barton, Durstine & Osborn)

DIRECTORS

Everett R. Smith, Macfadden Publications, Inc.; Lyman Hill, Servel Corp.; Henry E. Erdman; Virgil Reed, War Production Board.

FUNCTIONS

American Marketing Association is an organization for the study of marketing research.

American Newspaper Publishers Association

370 Lexington Ave., New York 17, N. Y.
 CA'edonia 5-2000

OFFICERS

President.....Linwood I. Noyes
 Vice-President.....W. C. Chandler
 Secretary.....Norman Chandler
 Treasurer.....Edwin S. Friendly
 General Manager.....Cranston Williams

FUNCTIONS

To foster and protect the business and business interests of daily newspapers.

American Radio Relay League, Inc.

38 LaSalle Road, West Hartford, Conn.
 Hartford 3-6269

OFFICERS

President.....George W. Bailey
 Vice-President.....Charles E. Blalack
 Managing Secretary.....Keneth B. Warner
 Treasurer.....David H. Houghton
 Acting Communications Manager.....George Hart

FUNCTIONS

The American Radio Relay League is a non-commercial association of radio amateurs, bonded for the promotion of interest in amateur radio communication and experimentation, for the relaying of messages by radio, for the advancement of the radio art and of the public welfare, for the representation of the amateur in legislative matters, and for the maintenance of fraternalism and a high standard of conduct. The League publishes QST, a publication devoted solely to amateur radio, issued monthly. It also publishes The Radio Amateur's Handbook annually and other publications.

American Society of Composers, Authors and Publishers

30 Rockefeller Plaza, New York, N. Y.
Columbus 5-7464

OFFICERS

President..... Deems Taylor
Vice-President..... Gustave Schirmer
Vice-President..... Oscar Hammerstein
Secretary..... George W. Meyer
Treasurer..... Max Dreyfus
Assistant Secretary..... J. J. Bregman
Assistant Treasurer..... Irving Caesar
General Manager..... John G. Paine

BOARD OF DIRECTORS

Fred E. Ahlert, Louis Bernstein, J. J. Bregman,
Saul Bornstein, Gene Buck, Irving Caesar, J. J.
Robbins, John O'Connor, Max Dreyfus, L. Wolfe Gilbert,
Donald Gray, Ray Henderson, A. W. Kramer, R. F.
Murray, Geoffrey O'Hara, Richard Rodgers, Walter
Fischer, Oscar Hammerstein II, Otto A. Harbach, Geo.
W. Meyer, Jack Mills, Gustave Schirmer, Oley Speaks,
Herman Starr, Deems Taylor.

ADMINISTRATIVE OFFICERS

General Manager..... John G. Paine
Assistant General Manager..... Herman Greenberg
Comptroller..... George A. Hoffman
Director of Public & Customer Relations
Robert L. Murray

DIVISION SUPERVISORS

Western District
6331 Hollywood Blvd., Hollywood, Calif.
Supervisor..... Richard J. Powers
Mid-Western District
7 South Dearborn St., Chicago, Ill.
Supervisor..... John C. Wooden
Southern District
607-11 First National Bldg., Atlanta, Ga.
Supervisor..... I. T. Cohen
Eastern District
30 Rockefeller Plaza, New York, N. Y.
Supervisor..... F. C. Erdman

DISTRICT MANAGERS

Western
Larry Shea, 414 Guaranty Bldg., 6331 Hollywood Blvd.,
Hollywood, Calif.
Herman Kenin, 911 Public Service Bldg., Portland, Ore.
Harry G. Ferguson, 1101-2 Security Bldg., Denver, Colo.
H. A. Levinson, Room 422, 111 Sutter Bldg., San
Francisco, Calif.
Mid-Western
ASCAP, 730 Des Moines Bldg., Des Moines, Ia.
Martin Meltzer, 1907 Continental Bldg., 3615 Olive
St., St. Louis, Mo.
E. A. Sherwood, 1515 Midland Bldg., 101 Prospect
Ave., N. W., Cleveland, Ohio.
E. W. Peterson, 912 Northwestern Bank Bldg., Min-
neapolis, Minn.
Messrs. Grosner & Burak, 782-4 Penobscot Bldg., De-
troit, Mich.
Southern
Stanley Shepard, 603 Hibernia Bank Bldg., New Or-
leans, La.
Samuel Feldman, 3910-11 Carew Tower, Cincinnati,
Ohio.
Chas. McDowell, 1613-14 Tower Petroleum Bldg., 1903
Elm St., Dallas, Texas.
Eastern
Samuel Berkett, 44 School St., Boston, Mass.
Arthur L. Rothkranz, 1616 Baltimore Trust Bldg., Bal-
timore, Md.
H. A. Brown, 1638 Lincoln Liberty Bldg., Philadelphia,
Pa.
William J. O'Brien, 509 Grant Bldg., Pittsburgh Pa.
Lawrence B. Schlums, 1140 Lincoln Alliance Bldg.,
Rochester, N. Y.
Aaron Kane, National Newark Bldg., 744 Broad St.,
Newark, N. J.
F. C. Erdman, 30 Rockefeller Pl., New York, N. Y.

FUNCTIONS

ASCAP licenses public performance for profit of
music copyrighted by its members and the members of
many similar societies located in foreign countries.

American Standards Association's War Committee on Replacement Parts for Civilian Radio

29 West 39th St., New York, N. Y.
Phone, Pennsylvania 6-7284

MEMBERS

S. K. Wolf, War Production Board, Chairman; H. P.
Westman, American Standards Association, Secretary;
H. C. Bonfig, Radio Corporation of America; D. F.
Schmit, Radio Corporation of America, Alt.; Dr. L. A.
DuBridge, Massachusetts Institute of Technology; M.
D. McFarlane, Massachusetts Institute of Technology,
Alt.; J. J. Farrell, General Electric Co.; R. J. Biele,
General Electric Co., Alt.; C. H. Crawford, General
Electric Co., Alt.; Dr. Alfred N. Goldsmith, Inst. of
Radio Engineers; Colonel G. C. Irwin, Signal Corps
Standards Agency; Major A. J. Garson, Signal Corps
Standards Agency; Alt.; Lt. Comdr. Paul M. Lion, Navy
Dept., Bureau of Ships; D. G. Little, Westinghouse
Electric & Mfg. Co.; H. L. Spencer, Bendix Aviation
Corp.; H. N. Willets, Western Electric Co.; H. L.
Hamilton, Western Electric Co., Inc., Alt.

FUNCTIONS

This committee was organized at the request of
the Office of Price Administration and War Production
Board to undertake a program of standardization and
simplification of radio replacement parts.

American Television Society

Headquarters: 1140 Broadway, New York 1, N. Y.
CA'edonia 5-7430
Meeting Place: Hotel Capitol, New York, N. Y.

INTERIM COMMITTEE

This group was named late in January to incor-
porate the Society as a membership body under the
New York State laws. Certificate of incorporation was
pending at press time. Members of the interim com-
mittee consist of:

Dan D. Halpin, J. Raymond Hutchinson, Charles Klein-
man, Samuel Markie, Raymond E. Nelson, Kay Reynolds,
Norman D. Waters.

FUNCTIONS

American Television Society is a non-profit group
organized to foster the study, understanding and
appreciation of television as a cultural, educational,
entertainment and advertising medium. It provides its
members with an intelligence center and clearing
house for information pertaining to television and its
development; a forum for the exchange of ideas and
discussion of mutual problems relating to or affecting
television; a television library; special meetings for
the dissemination of television information; the op-
portunity to view and study television technique.

Associated Actors and Artistes of America

45 West 47th St., New York, N. Y.
Phone: BRyant 9-3550

OFFICERS

President and Exec. Secy. Pro Tem..... Paul Dullzell
1st Vice-President..... Jean Greenfield
2nd Vice-President..... Kenneth Thomson
Treasurer..... Ruth Richmond
Counsel..... Paul N. Turner

FUNCTIONS

Associated Actors and Artistes of America, gen-
erally known as the Four A's, holds the international
charter from American Federation of Labor covering
theatrical entertainers, Actors' Equity, American
Federation of Radio Artistes, Screen Actors Guild,
Chorus Equity, American Guild of Variety Artists,
American Guild of Musical Artists, etc., are granted
charters via Four A's.

ORGANIZATIONS

Association for Education By Radio

Builders Bldg., Chicago 1, Ill.

OFFICERS

President.....Major Harold W. Kent
 First Vice-President.....William D. Boutwell
 Second Vice-President.....Luke Roberts
 Treasurer.....Geo. F. Jennings
 Secretary.....Elizabeth Goudy

MEMBERS

Office of War Information, Washington, D. C.—Philip H. Cohen—Vice-President Region No. I
 University of Alabama, Alabama—John S. Carlile—Vice-President Region No. II
 University of Wisconsin, Madison, Wisconsin—Harold B. McCarty—Vice-President Region No. III
 University of Wichita, Wichita, Kansas—F. L. Whan—Vice-President Region No. IV
 University of Texas, Austin, Texas—John Gunstream—Vice-President Region No. V
 Public Schools, Redwood City, California—Donald L. Cherry—Vice-President Region No. VI

FUNCTIONS

Promotion of Education by radio and the publication of a journal (Journal of the AER) monthly except May, June, July, and August; Managing Editor—James G. Hanlon; Supervising Editor—Elizabeth Goudy.

Assn. of Canadian Advertisers, Inc.

85 Richmond St., West, Toronto 1, Ont.
 Adelaide 9774

OFFICERS

President.....R. L. Sperber
 (Sales & Advertising Manager, Sterling Products Limited, Windsor, Ontario)
 Vice-President.....H. J. G. Jackson
 (Acting Advertising Manager, Chrysler Corporation of Canada Limited, Windsor, Ontario)
 Vice-President.....L. E. Phenner
 (President, Canadian Celulotton Products Co., Limited, Toronto, Ontario)
 Vice-President.....N. B. Powter
 (Sales Promotion Manager, Howard Smith Paper Mills Limited, Montreal, Que.)
 Vice-President.....Harold E. Stephenson
 (Advertising Manager, Canada Starch Co., Limited, Montreal, Que.)
 Treasurer.....J. P. Lyons
 (Advertising Manager, Manufacturers Life Insurance Company, Toronto, Ont.)
 Managing Director.....Athol McQuarrie
 (Association of Canadian Advertisers Inc., Toronto, Ontario)

DIRECTORS

George Bertram, Advertising Manager, Swift Canadian Co. Limited, Toronto, Ont.; C. W. Chamberlin, Advertising Manager, Shell Oil Co. of Canada Limited, Toronto, Ont.; W. O. H. James, Advertising Manager, The Dominion Bank, Toronto, Ont.; J. W. Moore, Sales Promotion Manager, Maple Leaf Milling Co. Limited, Toronto, Ont.; Lee Trenholm, Director of Public Relations, Underwood Elliott Fisher Limited, Toronto, Ont.; D. E. Bankart, Advertising Manager, Northern Electric Co. Limited, Montreal, Que.; R. Harold Smyth, Advertising Manager, Dominion Rubber Co. Limited, Montreal, Que.; A. Usher, Advertising Manager, RCA Victor Co. Limited, Montreal, Que.; Muriel Whitlock, Advertising Manager, Courtaulds (Canada) Limited, Montreal, Que.

FUNCTIONS

This association was incorporated in March 1917. For 29 years the Association of Canadian Advertisers has functioned as an organization of Canadian companies devoted to the interests and promotion of good advertising.

Assn. of National Advertisers, Inc.

285 Madison Ave., New York 17, N. Y.
 MU 5-9167

OFFICERS

Chairman of Board.....Carleton Healy
 (Hiram Walker, Inc.)
 Vice-Chairman.....C. C. Carr
 (Aluminum Co. of America)
 Vice-Chairman.....J. P. Miller
 (Pet Milk Sales Corp.)
 President.....Paul B. West
 Treasurer.....Robert B. Brown
 (Bristol-Myers Co.)
 Secretary.....G. S. McMillan

DIRECTORS

J. F. Apsey, Jr., The Black & Decker Mfg. Co.; Vernon D. Beatty, Swift & Company; R. V. Beucus, The Andrew Jergens Co.; Paul S. Ellison, Sylvania Electric Products Inc.; Hugh Hitchcock, Packard Motor Car Company; M. H. Leister, Sun Oil Company; Charles G. Mortimer, Jr., General Foods Sales Co., Inc.; H. W. Roden, Harold H. Clapp, Incorporated; A. C. Seyfarth, International Harvester Company; H. H. Simmons, Crane Co.; D. B. Stetler, Standard Brands Incorporated; Thomas H. Young, United States Rubber Company.

FUNCTIONS

The Association of National Advertisers is composed of the leading companies of the United States who use advertising. Its function is to represent them and further their interests as buyers of advertising.

Association of Radio News Analysts

308 E. 51st St., New York 22, N. Y.
 PLaza 5-6577

President.....Geo. Fielding Eliot
 Vice-President.....H. V. Kaltenborn
 Vice-President.....Wm. S. Hillman
 Treasurer.....Quincy Howe
 Secretary.....César Saerchinger
 Assoc. Secretary.....Waverly Root

FUNCTIONS

Membership consists of experienced news analysts devoting a major part of their time to radio work and not voicing their own commercials. The Association's function is to improve quality and standards of radio news analysts.

Association of Radio Transcription Producers of Hollywood, Inc.

Hollywood Blvd. at Cosmo, Hollywood, Calif.
 HOLlywood 3545

OFFICERS

President.....Gerald King
 Secretary.....C. P. MacGregor
 Treasurer.....J. Messer
 General Counsel.....John J. Wilson

DIRECTORS

Gerald King C. P. MacGregor, A. Schrade.

FUNCTIONS

This organization is a cooperative trade association of companies active in the transcription business in Hollywood. Membership is composed of: Allied Phonograph & Record Co.; Radio Transcription Co. of America, Ltd.; C. P. MacGregor Sound Studios; Ray Morgan & Co.; Standard Radio; Field Bros.; Edward Soman Productions, Ltd. Note: Association is inactive at the present time.

Australian Broadcasting Commission

264 Pitt St., Sydney, N. S. W., Australia
 Phone M6991

Chairman.....William J. Cleary
 Vice-Chairman.....P. J. G. Foley
 General Manager.....Charles Moses

FUNCTIONS

The Australian Broadcasting Commission provides the programs of the Australian National Broadcasting service which emanate from the National stations in each state. The transmitters are linked in a National network and a National Alternative network. The Commission is also responsible for Australian Short-Wave services and also publishes a journal. (Editor's Note: Inasmuch as wartime conditions make rapid communication impossible, changes may have taken place since this listing was received.)

Authors' Guild

6 E. 39th St., New York, N. Y.
Murray Hill 5-6930

OFFICERS

President Rex Stout
Vice-President Christopher La Farge
Secretary Kurt Steel

COUNCIL

Louis Adamic, Franklin P. Adams, Frederick Lewis Allen, E. S. Ailing, Faith Baldwin, Helen Christine Bennett, Van Wyck Brooks, Ben Lucien Burman, Carl Caver, Elmer Davis, Bernard DeVoto, Walter D. Edmonds, Clifton Fadiman, Henry Pratt Fairchild, C. S. Forester, Paul Gallico, Maurice Hidas, Christopher La Farge, Margaret Leech, Martha Ostenso, Henry F. Pringle, Carl Sandburg, Oscar Schisgall, Rex T. Stout, James Thurber, Margaret Widdemer, Thyra Samter Winslow, I. R. Wylie, Arthur Leo Zagat.

Authors' League

6 E. 39th St., New York, N. Y.
Murray Hill 5-6930

OFFICERS

President Russel Crouse
Vice-President Fannie Hurst
Secretary Katherine Seymour
Treasurer Arthur Schwartz

COUNCIL

Franklin P. Adams, Frederick Lewis Allen, Erik Barnouw, Carl Carmer, Mignon G. Eberhart, J. C. Furnas, Paul Gallico, Sidney Gerson, Oscar Hammerstein II, Stuart Hawkins, Lillian Hellman, Pauline Hopkins, Gladys Hurlbut, Fannie Hurst, Nikki Kaye, Manuel Komroff, Howard Lindsay, Richard McDonagh, Arch O'Broer, S. J. Perelman, Kenneth Pettus, Henry F. Pringle, Elmer Rice, Rex T. Stout, Kenneth Webb.

FUNCTIONS

The Authors' League of America, Inc., is the national organization of authors, dramatists, screen writers and radio writers. It was organized in 1912 in order to procure adequate copyright legislation, both international and domestic; to protect the rights and property of all those who create copyrightable material of whatever kind or nature; to advise and assist all such in business matters relating to the disposal of their productions and to obtain for them prompt remuneration therefor; to disseminate information among them as to their just rights and remedies. Its membership is approximately 4,200.

BMI Canada, Ltd.

2100 Victory Bldg., Toronto, Ont.
Elgin 5623

OFFICERS

President Neville Miller*
Vice-President Sydney Kaye
Vice-President Harry Sedgwick
Vice-President Joseph Sedgwick
Vice-President Glen Bannerman
Secretary-Treasurer T. Arthur Evans

FUNCTIONS

BMI Canada, Ltd., was organized to buy and publish original music, to coordinate and license performing rights of music published under its own imprint and of music in the catalogs of affiliated publishers and performing right societies and to provide equal opportunity of recognition for all writers and composers.

Board of War Communications

Chairman's Office: c-o Federal Communications Commission, Washington, D. C.

PERSONNEL

James Lawrence Fly, Chairman, Federal Communications Commission; Major General Dawson Olmstead, Chief Signal Officer, of U. S. Army; Captain Carl F. Holden, Director of Naval Communications; Breckenridge Long, Assistant Secretary of State in charge of the Division of International Communications; Herbert E. Gaston, Assistant Secretary of Treasury in charge of resupply Enforcement Activities; Commander R. J. Mauerman, U. S. Coast Guard

COMMITTEES

Alternates: E. K. Jett, Federal Communications Commission; Brigadier General Frank E. Stoner, Chief, Army Communications Branch; Captain Thomas B. Inglis, Assistant Director of Naval Communications; Francis C. de Wolf, Principal Divisional Assistant of the Division of International Communications; Captain E. M. Webster, Chief of Communications of the U. S. Coast Guard.

Coordinating: E. K. Jett, Federal Communication Commission, Chairman; Francis C. De Wolf, Department of State; Major W. T. Guest, Department of War; Lt. Commander Franz O. Willenbacher, Department of Navy; Captain E. M. Webster, Chief of Communications, U. S. Coast Guard.

Law: Charles R. Denny, General Counsel of Federal Communications Commission, Chairman; Colonel Conrad E. Snow, Chief, Legal Branch, Office of the Chief Signal Officer, Department of War; John E. Shea, Department of Treasury; Commander Franz O. Willenbacher, Department of Navy; Raymond T. Yingling, Department of State.

Labor Advisory: Robert J. Watt, Chairman; Paul E. Griffith, Secretary.

Industry Advisory: Walter S. Gifford, Chairman; Dr. C. B. Jelliffe, Secretary.

Priorities Planning: Lt. Colonel Lyle D. Wise, Chairman; George J. Dempsey, Secretary.

Amateur Radio: George W. Bailey, Chairman; E. M. Webster, Secretary.

Aviation Communications: R. O. Smith, Chairman; Ford Studebaker, Secretary.

Cable: C. Mills, Chairman; Benedict P. Cottone, Secretary.

Domestic Broadcasting: Neville Miller,* Chairman; A. D. Ring, Secretary.

Interdepartment Radio Advisory: Dr. P. H. Dellinger, Chairman; Commissioner T. A. M. Craven, Vice Chairman; P. F. Siling, Secretary; L. R. Brady, Assistant Secretary.

International Broadcasting: Walter C. Evans, Chairman; P. F. Siling, Secretary.

Radiocommunications: E. M. Webster, Chairman; F. M. Ryan, Secretary.

Communications Liaison for Civilian Defense: Wm. N. Krebs, Chairman; Herbert A. Friede, Secretary.

Priorities Liaison: Lt. Commander R. H. Griffin, Chairman; Gerald C. Gross, Secretary.

Te'legraph: E. R. Shute, Chairman; Wm. J. Norfleet, Secretary.

Te'lephone: Z. Z. Hugus, Chairman; Clyde S. Bailey, Secretary.

State and Municipal Facilities: Captain Donald S. Leonard, Chairman; G. E. Nielson, Secretary.

Broadcast Music, Inc. (BMI)

580 Fifth Ave., New York, N. Y.
Pennsylvania 6-5466

OFFICERS

President Neville Miller*
Vice-President-General Manager M. E. Tompkins
Vice-President-General Counsel Sydney M. Kaye
Vice-President Carl Hawerlin
Treasurer C. E. Lawrence

DIRECTORS

Neville Miller,* National Association of Broadcasters; Walter Damm, WTMJ; John Elmer, WCBM; Frank K. White, Columbia Broadcasting System; William Hedges, National Broadcasting Co.; Paul Morency, WTIC; Leonard Kapner, WCAE.

* Has since resigned as President of NAB.

ORGANIZATIONS

BRANCH OFFICES

1549 North Vine St., Hollywood, Calif.
Executive-in-Charge Harry Engel

54 West Randolph St., Chicago, Ill.
Executive-in-Charge James Cairns

FUNCTIONS

The functions of BMI are: (1) To buy and publish original music; (2) to coordinate and license the performing rights to music published under its own imprint and of music in the catalogs of affiliated publishers and performing rights societies; (3) to provide equal opportunity of recognition for all writers and composers.

Canadian Assn. of Broadcasters

2100 Victory Bldg., Toronto, Ont.
Canada
Elgin 5623

OFFICERS

President-General Manager Glen Bannerman
Chairman of the Board Harry Sedgwick
Vice-Chairman of the Board G. R. A. Rice
General Counsel Joseph Sedgwick
Secretary-Treasurer T. Arthur Evans

DIRECTORS

Harry Sedgwick, Chairman, New York City; G. R. A. Rice, Vice Chairman, Radio Station CFRN; Gerry Gaetz, CKRC; A. A. Murphy, CFQC; Ralph White, CFJC; J. E. Campeau, CKLW; J. K. Cooke, Toronto; Phil Lalonde, CKAC; J. N. Thivierge, CHRC; Lieut.-Col. K. S. Rogers, CFCY; N. Nathanson, CJCBC.

FUNCTIONS

The Canadian Association of Broadcasters is a trade association comprising 62 privately owned radio stations.

Canadian Performing Right Soc., Ltd.

1003 Royal Bank Bldg., Toronto 2, Canada

OFFICERS

President-Managing Director... H. T. Jamieson, F.C.A.

BOARD OF DIRECTORS

Deems Taylor, Louis Bernstein, John G. Paine, Ralph Hawkes, Holmes Maddock, H. T. Jamieson.

FUNCTIONS

This organization was formed for the protection of Canadian performing rights and the licensing of public performance of music.

Catholic Actors Guild of America, Inc.

Hotel Astor, New York 19, N. Y.
Circle 6-5566

OFFICERS

President Gene Buck
Vice-President Pat O'Brien
Honorary Vice-Presidents:
Bing Crosby, Dan Healy, Pat O'Brien, Donald Brian
Chaplain-Treasurer Rev. John F. White
Recording Secretary Donat Gautier
Counsel Hon. Alfred J. Tolley
Historian Lida Kane
Executive Secretary George Buck
Chairman of Executive Board John A. Bado
Social Secretary (Theatrical) Jane Hoy
Social Secretary (Non-Theatrical) Mrs. Cornelius J. Gallagher

FUNCTIONS

The Catholic Actors Guild is a charitable, benevolent and social organization for the people of the theatre, screen and radio, non-sectarian in scope.

Catholic Writers Guild of America

128 W. 71st St., New York, N. Y.
ENdicott 2-0412

OFFICERS

Honorary President,
His Excellency, Most Rev. Francis J. Spellman, D. D.
Spiritual Director Rev. John B. Kelly
President Edwin P. Kilroe, Ph.D.
Vice-President Richard Reid
Treasurer Clarence E. Heller
Executive Secretary Eleanor M. Tucker
Corresponding Secretary Bernadette A. Forrest

BOARD OF GOVERNORS

Thomas E. Woodlock, Very Rev. Fulton J. Sheen,
Eugene A. Colligan, Victor Ridder, Elizabeth Jordan,
James O'Shaughnessy, Kathleen Norris, Rev. Hugh
Morley, Katherine Edgerly, Margaret Marshall, Jos. J.
Reilly, Mrs. Philip Brennan, Nicholas Farley, Kenton
Kilmer.

Clear Channel Broadcasting Service

919 Shoreman Bldg., Washington, D. C.
Rpublic 3306

OFFICERS

Chairman Edwin W. Craig
Director Allan B. Miller
Treasurer Harold Hough
Counsel Louis G. Caldwell

FUNCTIONS

The function of the Clear Channel Broadcasting Service is to foster the interests of independently-owned clear channel standard broadcast stations in matters of engineering allocation, national and international, to the end of preserving and improving radio reception to rural and sparsely settled areas and to cities and towns having no stations of their own.

Committee on Consumer Relations In Advertising, Inc.

420 Lexington Ave., New York, N. Y.
Murray Hill 5-7367

OFFICERS

Chairman John Benson
Executive Director Kenneth Dameron

FUNCTIONS

This committee engages in research in the economics of advertising and the economics of consumption; provides a meeting place where consumers and advertisers can discuss mutual problems; provides consultation service for advertising agencies and others interested in management problems arising from consumer movements.

The Dramatists' Guild

6 E. 39th St., New York, N. Y.
Murray Hill 5-6930

OFFICERS

President Richard Rodgers
Vice-President Phillip Barry
Secretary Victor Wolfson

COUNCIL

George Abbott, Robert Ardrey, Philip Barry, Edward Childs Carpenter, Patricia Colvin, Marc Connelly, Russell Crouse, Owen Davis, Howard Dietz, Philip Dunning, Nancy Hamilton, Otto Harbach, Lillian Hellman, Gladys Hurbert, G. S. Kaufman, Arthur Kober, Howard Lindsay, Elliot Nugent, Eugene O'Neill, Paul Osborn, Sam Raphaelson, Arthur Schwartz, George Sklar, Lulu Vollmer, Kurt Weill, Victor Wolfson.

FUNCTIONS

The Dramatists' Guild is one of the guilds of the Authors' League of America, Inc. The guild is primarily a protective organization for playwrights.

Federal Radio Education Committee (FREC)

Room 3355 South Interior Bldg., Washington, D. C.
REpublic 1820, Extension 2280

OFFICERS

Chairman.....J. W. Studebaker
Vice-Chairman.....C. F. Klinefelter
Secretary-Editor.....Gertrude G. Broderick
Assistant to the Chairman.....W. D. Boutwell
Director, Script & Transcription Exchange,
R. R. Lowdermilk

EXECUTIVE COMMITTEE

John W. Studebaker, U. S. Commissioner of Education; eGerge P. Adair, Federal Communications Commission; Lyman Bryson, Columbia Broadcasting System; John Elmer, Baltimore Broadcasting Corp.; Willard E. Givens, National Education Assn.; Rev. George Johnson, National Catholic Welfare Conference; Harold B. McCarty, Station WHA; Neville Miller, National Association of Broadcasters; Levering Tyson, Muhlenberg College; Judith C. Waller, National Broadcasting Co.

FUNCTIONS

The Federal Radio Education Committee was appointed in 1935 by the Federal Communications Commission with the recommendation at that time that the broadcasters, on one hand, and the educators, on the other, would combine forces which would: (1) eliminate controversy and misunderstanding between groups of educators and between the industry and educators; (2) promote actual cooperative arrangements between educators and broadcasters on national, regional and local bases. Publications to date include Script Exchange Catalog, Forums on the Air, College Radio Workshop, The School Radio Sound System, Glossary of Radio Terms, "Americans All—Immigrants A'l," a supplementary teaching aid in the use of recordings of program series of the same name, the FREC Service Bulletin, and many others.

Federal Trade Commission

Pennsylvania Ave. at 6th St., N.W., Washington, D.C.
EXecutive 6800

PERSONNEL

Chairman.....Robert E. Freer
Commissioner.....Garland S. Ferguson
Commissioner.....Charles H. March
Commissioner.....Ewin L. Davis
Commissioner.....William A. Ayres
Secretary.....Otis B. Johnson
Chief Counsel.....Wm. T. Kelley
Chief Examiner.....James A. Horton
Chief Economist.....Col. William H. England
Dir. Trade Practice Conferences.....Henry Miller
Director, Radio & Periodical Division.....P. B. Morehouse
Assistant Director, Radio & Periodical Division
William F. Davidson

FUNCTIONS

The Federal Trade Commission is a Governmental agency whose object is to prevent unfair methods of competition and unfair and deceptive acts and practices in commerce. For a description of the actual procedure and work of this body see articles appearing in other sections of this volume.

Federal Communications Bar Assn.

Munsey Bldg., Washington, D. C.

OFFICERS

President.....Horace L. Lohnes
First Vice-President.....Ben S. Fisher
Second Vice-President.....John F. Gibbons
Secretary.....Lester Cohen
Treasurer.....Kenneth L. Yourd

FUNCTIONS

To promote the proper administration of the Communications Act of 1934 and related acts, to uphold the honor of practice before the Federal Communications Commission, and to encourage cordial intercourse among the practitioners. It issues a monthly publication, the Federal Communications Bar Journal, which is devoted to matters of interest pertaining to communications law.

Federal Council of the Churches of Christ in America, Department of National Religious Radio

297 Fourth Ave., New York, N. Y.
GRamery 5-3475

OFFICERS

Executive Secretary.....Frank C. Goodman
Assistant Executive.....Ethel A. Rich
Secretary.....Wesley B. Goodman

FUNCTIONS

The Department of National Religious Radio was organized in 1923 to promote the effective use of broadcasting in the field of religion. With a membership including representatives of the major protestant groups, the organization arranges and produces eight non-sectarian religious radio programs each week, as well as special programs, over national networks.

First Advertising Agency Group

734 Union Commerce Bldg., Cleveland, Ohio
Main 5194

OFFICERS

President.....Lee E. Donnelly
Vice-President.....Norman Lewis
Secretary-Treasurer.....Melvin F. Hall

BRANCH OFFICES

Membership in this organization includes advertising agencies in the following cities: Albany, N. Y.; Buffalo, N. Y.; Cincinnati, Ohio; Cleveland, Ohio; Des Moines, Iowa; Detroit, Mich.; Jacksonville, Fla.; Los Angeles, Calif.; Nashville, Tenn.; New York, N. Y.; Oakland, Calif.; Philadelphia, Pa.; Pittsburgh, Pa.; Richmond, Va.; San Francisco, Calif.; Salt Lake City, Utah; St. Louis, Mo.

FUNCTIONS

This organization is a cooperative group of independently owned advertising agencies using identical standards of agency procedure and acting as branch offices in the interest of each member.

F M Broadcasters, Inc. (FMBI)

Office of the President and Secretary-Treasurer,
333 W. State St., Milwaukee 1, Wis.
Marquette 6000
Washington Office:
711 Colorado Bldg.

OFFICERS

President.....Walter J. Damm
Vice-President.....Theodore C. Streibert
Secretary-Treasurer.....L. W. Herzog

DIRECTORS

John Shepard, 3rd, John V. L. Hogan, Arthur Church, Geo. Lang, Lee B. Wailes, Ray H. Manson, Franklin M. Doolittle, Walter J. Damm, Theodore C. Streibert.

FUNCTIONS

FMBI is a non-profit association of FM boosters founded to see that frequency modulation advances in a coordinated logical manner: to guarantee that its interests are furthered and protected and to represent the FM industry in Washington; to provide an advisory service for its membership stations; to offer liaison between broadcasters and manufacturers interpreting the problems of each; to conduct a program of promotion and publicity aimed at stimulating public interest, and to provide a competent and accurate service for the truthful dissemination of information concerning FM. Membership includes individuals and companies who have an FM station, a construction permit or an application on file with the FCC for one.

Foreign Language Radio

Wartime Control

Munsey Bldg., Washington, D. C.
MEtropolitan 3535

COMMITTEE

Arthur Simon, Chairman, Philadelphia, Pa.—Penny-packer 9490; James F. Hookins, Vice-Chairman, Detroit, Mich.—Trinity 2-2000; Gene T. Dyer, Secretary, Chicago, Ill.—Seelye 8066; Joseph Lang, Treasurer, New York, N. Y.—Plaza 3-4704.
Howard W. Davis—KMAC, San Antonio, Texas; S. H. Patterson—K5AN, San Francisco, Calif.; William Welch—WSAR, Fall River, Mass.; Marie Clifford—WHFC, Cicero, Ill.; Lee Little—KTUC, Tucson, Arizona.

ORGANIZATIONS

DIRECTORS

John Outler, WSB, Atlanta, Georgia; Red Cross, WMAZ, Macon, Georgia; Hoyt Wimpy, WPAX, Thomasville, Georgia.

FUNCTIONS

The Trade Association of Broadcasters is a regional grade association for 28 Georgia broadcasting stations.

Hollywood Radio Producers Club

614 Equitable Building
Hollywood, Calif.

OFFICERS

President Carroll O'Meara
Secretary-Treasurer John Swallow
Chaplain Murray Bolen
Sergeant-at-Arms Captain Charles Vanda,
Captain Tom McKnight

FUNCTIONS

This organization of active producers of TC shows and executives of networks and advertising agencies hold regular luncheon meetings to foster good fellowship.

Hollywood Victory Committee For Stage, Screen and Radio

415½ North Beverly Drive, Beverly Hills, California
Phone: Crestview 5-1171

OFFICERS

Chairman Kenneth Thomson
Vice-Chairman Mark Sandrich
Treasurer Bert Allenberg
Secretary Howard Strickling
Executive Administrator Marco Wolff
Chairman of Hollywood Talent Committee, Charles K. Feldman

ORGANIZATIONS REPRESENTED

Actors Equity Association
American Federation of Radio Artists
American Guild of Musical Artists
American Guild of Variety Artists
American Society of Composers, Authors and Publishers
Artists Managers Guild
Association of Motion Picture Producers
Independent Publicists Society
Musicians Mutual Protective Association
Radio Networks
Radio Writers Guild
Screen Actors Guild
Screen Directors Guild
Screen Publicists Guild
Screen Writers Guild
Southern California Broadcasters Association
Theatre Authority, Inc.

FUNCTIONS

This committee was formed as a means of coordinating the requests for "free talent" and as a means of offering protection to the actors, the studios and the radio networks in Hollywood, so far as authentication of requests is concerned, and so far as accurate check as to the officialdom of the sources of requests for "free talent." This body is charged with the approval or rejection of all requests for "free talent" in Hollywood. All requests for "free talent" whether to studios, organizations of individual stars, are to be referred to this committee for action.

A sub-committee, the Hollywood Talent Committee, is charged, after the main committee has approved a request officially, with the coordination of the various industry elements involved in fulfilling the request.

The Institute for Education by Radio

Established 1930

Ohio State University, Columbus, Ohio
University 3148, Extension 708

OFFICERS

Honorary Director W. W. Charters
Director I. Keith Tyler
Secretary Ardis Hillman Wheeler

PROGRAM COMMITTEE

William Wallace Beavers, Program Director, WCOL; R. C. Higgy, Director, WOSU; T. C. Holy, Director, Bureau of Educational Research, Ohio State University; Irwin A. Johnson, Director of Developmental Programs, W3NS; John Moses, Production Manager, WHKC; H. W. Nisonger, Chairman, University Radio Education Committee; C. W. Pettegrew, Program Director, WOSU; I. Keith Tyler, Director of the Institute.

FUNCTIONS

This annual national conference was established in 1930 at the Ohio State University to provide for joint discussion, by broadcasters, educators and civic leaders, of the problems of educational broadcasting. The program is devoted chiefly to consideration of the policies and techniques of radio and is developed from the suggestions and recommendations of those attending the Institute in previous year. No resolutions are passed. The Institute also sponsors the American Exhibition and Citations of Educational Radio Programs which gives awards and honorable mentions to outstanding program series.

Institute of Radio Engineers, Inc.

330 West 42nd St., New York 18, N. Y.
Medalton 3-5661

OFFICERS

President H. M. Turner
Vice-President R. A. Hackbusch
Treasurer R. A. Heising
Secretary Haraden Pratt

FUNCTIONS

The Institute of Radio Engineers is a professional organization of engineers in radio and allied fields. It publishes a magazine entitled "Proceeding of the I. R. E." and conducts meetings in New York and various other cities in the United States, Canada, and Argentina.

Intercollegiate Broadcasting System, Inc.

507 Fifth Ave., New York, N. Y.
Vanderbilt 6-6075

OFFICERS

President George Abraham
Program Manager Harriette Stote
Business Manager Louis M. Bioch

BRANCH OFFICE

Sacandaga Road, Schenectady, N. Y.
Technical Manager David W. Borst

FUNCTIONS

Intercollegiate Broadcasting system is a non-profit association of college campus radio stations and has as its purpose the furtherance of education, entertainment and goodwill among its members. The IBS maintains for the benefit of its members program, business and technical departments. Member stations include the following: University of Alabama, Antioch College, Brown University, Barnard College, College of Albert I. Leopoldville, Belgium Congo, Columbia University, University of Connecticut, Cornell University, Georgetown University, Hamilton College, Harvard University, Haverford College, Knx College, University of Maryland, Ohio University, Ohio State University, Pembroke College, Princeton University, Rhode Island State College, St. Edwards University, Swarthmore College, Union College, Wellesley College, Wesleyan University, Williams College, and Yale University.

Interdepartment Radio Advisory Committee (IRAC)

Chairman's Office: Federal Communications Commission, Washington, D. C.

OFFICERS

Chairman T. A. M. Craven
Vice-Chairman Lt. Commdr. Paul D. Miles
Secretary P. F. Siing
Assistant Secretary L. R. Brady

MEMBERS

Department of Agriculture E. W. Loveridge

Department of Commerce Dr. J. H. Dellinger
 Federal Communications Commission T. A. M. Craven
 Department of Interior S. L. Windes
 Department of Justice E. P. Coffey
 Maritime Commission D. S. Brierly
 Department of Navy Lt. Comdr. Paul D. Miles
 Post Office Department Roy M. Martin
 Department of State Thomas Burke
 Department of Treasury Capt. E. M. Webster
 Department of War Lt. Col. A. G. Simson

ALTERNATE MEMBERS

Department of Agriculture E. C. Wagner
 Department of Commerce L. H. Simson
 Federal Communications Commission P. F. Siling
 Department of Interior Howard F. Carl
 Department of Justice H. J. Walls
 Navy Department Lt. W. R. Foley
 Department of State Francis C. de Wolf
 Department of Treasury Lt. A. L. Budlong
 Department of War Lt. Col. William E. Plummer

FUNCTIONS

This committee, composed of representative officials from the various government departments and agencies is charged with advising the President in regard to the assignment of frequencies to government station or classes of station. Little of the committee's work is divulged for public information because of its nature (e.g. National Defense), which is confidential.

International Brotherhood of Electrical Workers

1200 Fifteenth St., N.W., Washington 5, D. C.
 District 3764

OFFICERS

International President Ed J. Brown
 International Secretary G. M. Bugniazet
 International Rep. for Radio Broadcasting Lawson Wimberly

FUNCTIONS

The International Brotherhood of Electrical Workers is an affiliate of the American Federation of Labor having jurisdiction over technicians, and engineers in radio broadcasting. Sixty IBEW unions of radio broadcast technicians and engineers are now established in the United States, and approximately 350 standard commercial broadcast stations have collective bargaining agreements with IBEW.

International Short Wave Club

923 Vine Street, East Liverpool, Ohio
 Phone, 3546-W

OFFICERS

President & Editor Arthur J. Green
 Board of Advisors Joseph B. Sessions
 Board of Advisors Jacob N. Kleimans
 Board of Advisors Charles H. Schroeder
 European Representative Arthur E. Bear

BRANCH OFFICES

New York Chapter: Jacob N. Kleimans, Sec.; London (England) Chapter: Arthur E. Bear, Sec.; Manchester (England) Chapter: Officers to be elected monthly; Brighton (England) Chapter: John Bennett, Sec.; Guernsey (England) Chapter: F. S. LaPavoux, Sec. (Note: The English Chapters have temporarily suspended operations.)

FUNCTIONS

The purpose of the organization is to gather information, helpful hints, station schedules, etc., and send this to members of the organization. The club has members in 141 countries and possessions that act as news reporters.

(Editor's Note: The International Short Wave Club has suspended activity for the duration.)

The Lambs

130 W. 44th St., New York 18, N. Y.
 BRyant 9-8020

OFFICERS

Shepherd John Golden
 Boy Raymond Feck
 Corresponding Secretary Bobby Clark
 Recording Secretary Jack Whiting

Treasurer James E. Meighan
 Librarian John S. (Ole) Olson
 Assistant Secretary T. H. Druitt

DIRECTORS

Kenneth Webb, Earl Benham, John McManus, Percy Moore, Edwin Burke, William P. Adams, Walter N. Greaza, Sam Forrest, Richard Taber, Otto Harbach Elliott Nugent, Joseph S. Buhler, Ward Wilson, Emil Friedlander, Bruce Evans.

LIFE DIRECTORS: R. H. Burnside, A. O. Brown, William Caxton, Fred Waring.

Market Research Council

630 Fifth Ave., New York 20, N. Y.
 (Sixteenth Floor)

OFFICERS

President D. B. Lucas
 Vice-President Ray Robinson
 Secretary-Treasurer Edw. Battey, Jr

EXECUTIVE COMMITTEE

Elmo Roper, D. B. Lucas, Ray Robinson, Frank Stanton, Edw. Battey, Jr.

FUNCTIONS

This organization is a small informal group (limited membership) of leading market research men interested in general market research who meet monthly for a discussion of mutual problems.

Minnesota Radio Council

1001 Hennepin Ave., Minneapolis, Minn.
 Phone, MA 2571

OFFICERS

President Miss Ruth Rosholt
 First Vice-President Dr. Raymond J. Chadwick
 Second Vice-President Miss Katharine Kohler
 Recording Secretary Mrs. Arthur P. Peterson
 Corresponding Secretary Mrs. W. H. MacNeil
 Treasurer Miss Marguerite Breen

BRANCH OFFICES: Duluth, St. Cloud, Winona, Albert Lea.

FUNCTIONS

The Minnesota Radio Council aims to coordinate and cooperate with women's organizations, schools, religious groups and other educational institutions with radio programs. The Council plans to establish standards for the guidance of those concerned with the planning and production of radio programs; publicize approved radio shows; collect and distribute information concerning the reaction of listeners to all types of radio programs.

Music Publishers' Protective Association, Inc.

45 Rockefeller Plaza, New York, N. Y.
 Circle 6-3084

OFFICERS

Chairman of the Board Walter G. Douglas
 President Lester Santly
 Vice-President Jack Mills
 Secretary J. J. Bregman
 Treasurer Richard F. Murray
 Agent and Trustee Harry Fox

Nat'l Assn. of Broadcast Engineers and Technicians

1509 N. Vine St., Hollywood 28, Calif.
 Granite 7273

OFFICERS

President James H. Brown
 Vice-President A'len T. Powley
 Secretary-Treasurer Thor E. LaCroix
 National Representatives F. R. Rojar, R. A. Schlagel

FUNCTIONS

The NABE is an independent national labor organization representing radio and television broadcast engineers and technicians exclusively. Chapters are located throughout the country.

ORGANIZATIONS

National Association of Broadcasters

1760 "N" Street, N.W., Washington 6, D. C.
National 2080

OFFICERS

President J. Harold Ryan
Assistant to President Willard D. Egoft
Secretary-Treasurer C. E. Arnerly, Jr.
Director of War Activities Robt. T. Bartley
Director of Broadcast Advertising Lewis H. Avery
Director of Research Paul F. Peter
Director of Engineering Howard S. Frazier
Director of Promotion Arthur C. Stringer
Coordinator of Listener Activities Mrs. Dorothy Lewis

BOARD OF DIRECTORS

Chairman, J. Harold Ryan, NAB, Washington, D. C.
District

- 1—Paul Morency, WTIC, Hartford, Conn.
- 2—Kolin Hager, WGY, Schenectady, N. Y.
Paul W. Kesten, CBS, New York, N. Y. (network director.)
- 3—Roy F. Thompson, WFBG, Altoona, Pa.
- 4—G. Richard Shaffo, WIS, Columbia, S. C.
Frank M. Russell, NBC, Washington, D. C. (network director.)
Don S. Elias, WWNC, Asheville, N. C. (director-at-large)
James W. Woodruff, Jr., WRBL, Columbus, Ga.
- 5—Frank King, WMBR, Jacksonville, Fla. (director-at-large)
- 6—Hoyt B. Wooten, WREC, Memphis, Tenn.
- 7—Nathan Lord, WAVE, Louisville, Ky.
James D. Shouse, WLW, Cincinnati, Ohio (director-at-large)
- 8—John E. Fetzler, WKZO, Kalamazoo, Mich.
- 9—Leslie C. Johnson, WHBF, Rock Island, Ill.
- 10—John J. Gillin, Jr., WOW, Omaha, Nebr.
J. O. Maland, WHO, Des Moines, Ia. (director-at-large)
- 11—E. L. Hayek, KATE, Albert Lea, Minn.
Barney Lavin, WDAY, Fargo, N. D. (director-at-large)
- 12—William B. Way, KVOO, Tulsa, Okla.
Herbert Hollister, KANS, Wichita, Kans. (director-at-large)
- 13—Hugh A. L. Haff, WOAI, San Antonio, Texas
- 14—Ed Yocum, KGHL, Billings, Mont.
- 15—Arthur Westlund, KRE, Berkeley, Calif.
- 16—Calvin J. Smith, KFAC, Los Angeles, Calif.
- 17—Harry R. Spence, KXRO, Aberdeen, Wash.

FUNCTIONS

The object of this Association shall be to foster and promote the development of the art of radio broadcasting; to protect its members in every lawful and proper manner from injustices and unjust exactions; to foster, encourage and promote laws, rules, regulations, customs and practices which will be for the best interest of the public and the radio industry.

National Assn. of Performing Artists

630 Fifth Ave., New York, N. Y.
Circle 7-8194

OFFICERS

Honorary President Josef Hofmann
President James J. Walker
Vice-President Fred Waring
Vice-President Meyer Davis
Vice-President Paul Whiteman
Vice-President Al Jolson
Treasurer Don Voorhees
General Counsel Maurice J. Speiser

BOARD OF DIRECTORS

Fred Waring, Chairman; Connie Boswell, Noel Coward, Bing Crosby, Meyer Davis, Mary Garden, Benny Goodman, Jascha Heifetz, Lewis James, Al Jolson, Arthur W. Levy, Guy Lombardo, John McCormack, Grace Moore, Ray Noble, Walter O'Keefe, Dick Powell,

Fritz Reiner, Fabien Scvitsky, Nathaniel Shilkret, Lawrence Tibbett, Rudy Val'ee, Don Voorhees, James J. Walker, Paul Whiteman, Victor Young, Efrem Zimbalist.

FUNCTIONS

The object of the Association is to protect the recordings of its members and the prevention of their unauthorized use primarily by broadcast stations, coin-operated machines, etc.

National Better Business Bureau, Inc.

405 Lexington Ave., New York 17, N. Y.
Murray Hill 6-3535

OFFICERS

President R. P. Clayberger
Vice-President Phillips Wyman
Secretary Warren C. Agry
Treasurer John L. Anderson
General Manager Edward L. Greene

FUNCTIONS

This organization assists the public, advertisers and publishers to avoid false and deceptive advertising. It cooperates with law enforcement agencies in this work.

Nat'l Assn. Educational Broadcasters

Exec. Sec'y., Radio Station WILL, Univ. of Illinois, Urbana, Illinois
URBana 7-2616.

OFFICERS

President Gilbert D. Williams
(WBAW, West Lafayette, Ind.)
Treasurer W. I. Griffith
(WOL, Ames, Iowa)
Executive Secretary Frank Schooley
(WILL, Urbana, Illinois)

FUNCTIONS

To further the interests of educational broadcasting stations and educators broadcasting over commercial stations.

National Independent Broadcasters

(NIB)

President's Office: 501 Madison Ave., New York, N. Y.
Washington Office: Edmonds Bldg., 917 Fifteenth St., N.W., Washington, D. C.
Phone, Republic 3607

OFFICERS

President Harold A. Lafount
General Counsel Andrew W. Bennett

FUNCTIONS

This association was organized and is operated by independently owned and operated stations, as distinguished from national networks and stations owned or managed by national networks, to meet the need of special representation for such independently owned stations in handling the problems and activities peculiar to them as a group. All broadcast stations are eligible for membership except stations owned or managed by national networks.

National Industrial Advertisers Association, Inc.

100 E. Ohio St., Chicago, Ill.
Superior 8140

OFFICERS

President—Frederic I. Lacksen, The Hays Corporation, Michigan City, Indiana.
Vice-President—Alan A. Ballantyne, Electric Auto-Lite Co., Champlain and Mulberry, Toledo, Ohio.
Vice-President—Walter A. Bowe, Carrier Corporation, Syracuse, New York.
Vice-President—Wilmer H. Cordes, American Steel & Wire Co., Rockefeller Bldg., Cleveland 1, Ohio.
Vice-President—Edward V. Creagh, American Chain & Cable Co., Inc., Bridgeport 2, Conn.

Vice-President—John A. M. Galilee, Canadian Westinghouse Co., Ltd., Hamilton, Ont.
 Vice-President—John H. Kunkel, The Fluor Corp., Box 7030, East L.A. Sta., Los Angeles, Cal.
 Vice-President—J. M. McKibbin, Westinghouse Elec. & Mfg. Co., East Pittsburgh, Pa.
 Vice-President—Graham Rohrer, Baldwin-Hill Company 501 Klagg Ave., Trenton 2, N. J.
 Secy-Treasurer—Arnold Andrews, Bucyrus-Eric Company, South Milwaukee, Wis.
 Past-President—Herbert V. Mærcready, Magnus Chemical Company, Garwood, N. J.

DIRECTORS

Baltimore, M. J. Donahue, Anchor Post Fence Company, 6500 Eastern Avenue, H. C. Schuckle, Emery Advertising Co., Inc., Baltimore Life Building; Boston, James H. Watson, S. D. Warren Company, 89 Erad Street, Ross M. Cunningham Massachusetts Institute of Technology Cambridge; Buffalo, Gerald N. Abt, Barcalo Manufacturing Company, 225 Louisiana Street, Howard M. Robins, J. H. Williams & Company, 400 Vulcan Street Chicago, Edward W. Rose, The Buchen Company, 400 West Madison Street, C. N. Kirchner, Independent Pneumatic Tool Co., 600 W. Jackson Blvd.; Cincinnati, Theodore Brown, Perry-Brown, Inc., 15 East Eighth Street, Walter H. Spindler, Armco Drainage Products Association, Middletown; Cleveland, C. B. Cook, The Elwell-Parker Electric Company, 4205 St. Clair Ave., Ernest C. Roberts, The Clark Controller Co., 1146 East 152nd Street; Columbus, L. H. McReynolds, Jeffrey Manufacturing Company, Post Office Box 1397, W. T. Burgess, Denison Engineering Company, 1160 Dublin Road; Detroit, John A. Marshall, Wolverine Tube Company, 1411 Central Avenue, E. R. Dunn, Bull Dog Electric Products Co., 7610 Joseph Campay Ave.; Houston, A. B. Penny, Humble Oil & Refining Company, Humble Building, H. O. Helier, Reed Roller Bit Company; Indianapolis, J. A. DeLo, Continental Steel Corporation, Kokomo, Indiana, Howard C. Caldwell, The Caldwell-Baker Co., 1204 Merchants Bank Bldg.; Los Angeles, Wentworth W. Mann, The McCarty Company, 1206 Maple Avenue, Richard F. O'Mara, Western Precipitation Corporation, 1016 W. 9th St.; Mason-Dixon, Terry Mitchell, Frick Company, Waynesboro, Pa.; J. Donald Smith, York Corp., Rosevelt Ave., York, Pa.; Milwaukee, E. J. Goes, Koehring Co., 3026 W. Concordia Avenue (10), Francis M. Higgins, Four Wheel Drive Auto Company, 12th St., Clintonville, Wis.; Minnesota, Roy H. Smallwood, Wm. H. Ziegler Co., 2331 University Ave., S.E., Minneapolis, Alfred Colle, Alfred Colle Co., 510 New York Life Bldg., Minneapolis; Montreal, W. A. Bates, Steel Company of Canada, Ltd., Post Office Box 460, Gordon L. Hale, Canadian Tube & Steel Products Ltd., 5765 Hamilton St.; New Jersey, Samuel E. Gold, Lignum-Vitæ Corp., 96-100 Boyd Ave., Jersey City, N. J., C. E. Gischel, Walter Kidde & Co., 140 Cedar St., New York, N. Y.; New York, E. Scott Pattison, C. M. Basford Company, 60 East 42nd Street, Gordon Tuthill, Crucible Steel Company of America, 405 Lexington Ave; Philadelphia, J. S. McCullough, Yale & Towne Manufacturing Co., 4530 Tacony Street; A. O. Witt, Schram, Inc., West Chester, Pennsylvania; Pittsburgh, Harold S. Downing, Walker and Downing, Oliver Building, J. A. Burgess, Gulf Oil Corporation, Gulf Building; Rochester, Wallace W. Lockwood, Taylor Instrument Companies, 95 Ames St., A. G. Moore, General Railway Signal Company, 801 West Avenue; Rockford, Walter Hagstrom, Mattison Machine Works, 514 Blackhawk Park Avenue, W. C. Galloway, Barber-Colman Company, 215 South Loomis Street; St. Louis, Oakleigh R. French, Oakleigh R. French & Associates, 4238 Lindell Blvd., T. W. Broessel, White Rodgers Electric Company, 1209 Cass Avenue; San Francisco, H. A. Sawin, Yuba Manufacturing Company, 351 California Street, H. S. Schuler, Westinghouse Electric & Mfg. Co., 1 Montgomery Street; Toledo, Ben C. Gardner, DeVilbiss Company, 300 Phillips Street, H. M. Wertz, Toledo Steel Products Company, Toledo Trust Building; Toronto, Donald McCrimmon, C. A. Dunham Company, Ltd., 1523 Davenport Road, T. H. Dowsett, Trane Company of Canada, Ltd., 4 Mowat Avenue; West, New Eng., H. E. Merrill, General Electric Co., Boston Ave., Bridgeport, Conn., Fred Emerson, Spartan Saw Works, Inc., Springfield, Massachusetts; Youngstown, A. M. Wearstler, Wearstler Advertising, Inc., 20 West Front Street, Ira Thomas, Meek and Thomas, Inc., 724 Wick Avenue; AT-Large, John N. Cronk, Commercial Solvents Co., Terre Haute, Ind., Howard K. Kenyon, LaPlant-Choate Manufacturing Co., Cedar Rapids, Ia.

FUNCTIONS

This organization is a trade association devoting its efforts exclusively to the advancement of industrial advertising and marketing technique and practice.

National Variety Artists, Inc.

225 W. 46th St., New York, N. Y.
 Columbus 5-2638

OFFICERS

President Louis Handin
 First Vice-President Jack Boyle
 Second Vice-President Harry Ferguson
 Treasurer Frank O'Connell
 Recording Secretary Rosa Crouch

DIRECTORS

Charles Preston, Juliet Heath, George Crowley, Leon E. Bendon, Vic Christie, Bert Spencer, Joe Woods, Wilbur Held, Jim Mooney, John K. Hawley.

FUNCTIONS

The function of National Variety Artists, Inc., is to promote Americanism and fraternal and welfare activities among the members of the theatrical profession. Open house for Boys in Service.

Nebraska Broadcasters Association

Secretary's Office: c/o WJAG, Norfolk, Nebr.
 Phone: 432

OFFICERS

President E. A. Thomas
 (KGFV, Kearney)
 Vice-President Jud Woods
 (KFAB, Lincoln)
 Secretary-Treasurer Art Thomas
 (WJAG, Norfolk)

DIRECTORS

John J. Gillin, Jr., & Harry Burke, WOW, Omaha; Bill Martin, KMMJ, Grand Island.

MEMBER STATIONS

KFAB, Lincoln; KFOR, Lincoln; KGFV, Kearney; KGKY, Scottsbluff; KGNF, North Platte; KHAS, Hastings; KMMJ, Grand Island; KORN, Fremont; KOWH, Omaha; KOIL, Omaha; WJAG, Norfolk; WOW, Omaha; KBON, Omaha.

Network Affiliates, Inc.

Munsey Bldg., Washington, D. C.

OFFICERS

President Eugene C. Pulliam
 (WIRE, Indianapolis, Ind.)
 Vice-President Hulbert Taft, Jr.
 (WKRC, Cincinnati, O.)
 Secretary-Treasurer William J. Scripps
 (WWJ, Detroit, Mich.)

DIRECTORS

Ed Crane, KGIR, Butte, Mont.; W. J. Scripps, WWJ, Detroit, Mich.; Eugene C. Pulliam, WIRE, Indianapolis, Ind.; Ronald Woodyard, WING, Dayton, O.; Luther L. Hill, KRNT, Des Moines, Ia.; H. J. Brennan, KQV, Pittsburgh, Pa.; Hoyt Wooten, WREC, Memphis, Tenn.; John A. Kennedy, WCHS, Charleston, W. Va.; Edgar Bill, WMBD, Peoria, Ill.; Donald Davis, WHB, Kansas City, Mo.; Hulbert Taft, Jr., WKRC, Cincinnati, O.; Leonard H. Kapner, WCAE, Pittsburgh, Pa.

BRANCH OFFICES

Indianapolis: Claypool Hotel; Phone, Riley 1541; Eugene C. Pulliam, President.
 Detroit: 626 West Lafayette Blvd., Phone Randolph 2000; William J. Scripps, Secretary-Treasurer.

FUNCTIONS

All independently owned network affiliates are eligible to membership in Network Affiliates, Inc. Clear channel stations and purely local stations are not eligible for membership. The principal object of the association is to promote and protect the American system of broadcasting as it now functions and to oppose the establishment of super-power stations in the United States. It also serves as a mutual clearing house for network affiliate stations in their relations with the network company, ASCAP, BMI and with the FCC.

ORGANIZATIONS

New Jersey Broadcasters' Association

c/o John C. Bird
WCAP, Asbury Park, N. J.
Phone: Asbury Park 1911

OFFICERS

President A. Harry Zoog
(WTTM, Trenton)
Vice-President I. R. Rosenhaus
(WAAT, Newark)
Vice-President O. L. Maxey
(WSNJ, Bridgeton)
Secretary-Treasurer John C. Bird
(WCAP, Asbury Park)

EXECUTIVE BOARD

A. Harry Zoog, O. L. Maxey, John C. Bird, WCAP,
Asbury Park, George S. McGinley, WTTM, Trenton;
A. B. Schilkin, WAAT, Jersey City.

Newspaper Radio Committee

370 Lexington Ave., New York, N. Y.
LExington 2-8497

OFFICERS

Chairman Harold V. Hough
Vice-Chairman Walter J. Damm
Treasurer Dean Fitzner

FUNCTIONS

Newspaper Radio Committee was organized by publishers of newspapers owning broadcast stations to present before the FCC their defense against FCC Order No. 79 issued March 20, 1941.

North Carolina Assn. of Broadcasters

President's Office: c/o WSTP, Salisbury, N. C.

OFFICERS

President Bryce P. Beard
(WSTP, Salisbury)
Vice-President F. C. Todd
(WGNC, Gastonia)
Treasurer A. D. Willard
(WST, Charlotte)
Secretary Nathan Frank
(WCBT, Roanoke Rapids)

FUNCTIONS

This association coordinates the activities of all member stations in connection with problems in which they have a mutual interest.

Northern California Broadcasters Association

c/o C. L. McCarthy, Secretary
KQW San Francisco Studios
140 Jessie St., San Francisco, Calif.

OFFICERS

President Arthur Westlund
(KRE, Berkeley)
Secretary-Treasurer C. L. McCarthy
(KQW, San Jose)

FUNCTIONS

The Northern California Broadcasters Assn. is an informal organization established to discuss and work out problems common to the broadcasting stations in the territory.

Ohio Association of Broadcasters

33 N. High St., Columbus, Ohio
Phone, MA 4581

OFFICERS

President Carl Everson
(WHKC, Columbus)
Vice-President Robert T. Mason
(WMRN, Marion)
Secretary-Treasurer Laben T. Smith
(WCOL, Columbus)

Oregon State Broadcasters' Assn.

c/o Lee Bishop, President
KMED, Medford, Ore.

OFFICERS

President Lee Bishop
(KMED, Medford)
Vice-President Arden Pangborn
(KGW-KEX, Portland)
Secretary-Treasurer Henry Swartwood, Jr.
(KOIN-KALE, Portland)
Board Members Frank H. Loggan, Q. Cox

FUNCTIONS

Membership roster of this organization includes all broadcasting stations in Oregon, including state and municipal stations. Purpose is to be of mutual assistance in commercial, management and technical problems by exchange of information and group action if needed.

Pacific Advertising Association

337 Monadnock Building
San Francisco, Calif.
Phone: GARfield 6368

OFFICERS & DIRECTORS

President—Maurice W. Heaton, Vice Pres. & Manager L.A. Office, Williams, Lawrence & Cresmer Co. (Publishers Representatives), 815 South Hill Street, Los Angeles, Calif.
Senior Vice President—George Weber, Manager Seattle Office, Mac Wilkins, Cole & Weber, Advertising Agency, Republic Bldg., Seattle, Wash.
Secretary-Treasurer—Vernon Churchill, Assistant Publisher, The Oregon Journal, Portland, Oregon.
Vice Pres. at Large—Mrs. Lucrezia Kemper, Manager, Albert Frank-Guenther Law, Advertising Agency, 155 Sansome St., San Francisco, Cal.
Vice Pres. Dist. No. 1—Joseph Cornelius, Assistant Cashier The First National Bank in Spokane, Spokane, Wash.
Vice Pres. Dist. No. 2—Walter Wagstaff, Sales Manager, Radio Station KDYL, Salt Lake City, Utah.
Vice Pres. Dist. No. 3—John W. Davis, Secy.-Treas., Ramsay Signs, Inc., 223 S. W. Stark St., Portland, Oregon.
Vice Pres. Dist. No. 4—Robert S. Hunter, President, Hunter Advertising Co., 1924 Franklin St., Oakland, Cal.
Vice Pres. Dist. No. 5—Charles A. Storke, Assistant Publisher, News-Press, de la Guerra Plaza, Santa Barbara, Calif.
Past President—Laurence W. Lane, Publisher, Sunset Magazine, 576 Sacramento St., San Francisco, Calif.
Chairman Finance Committee—Howard Willoughby, Vice Pres. in Charge of Sales, Foster & Kleiser Co., 1675 Eddy St., San Francisco, Cal.
Chairman, Club Service Committee—Elliott C. Hensel, Business Counselor, Arcady Apts., Los Angeles, Cal.
Chairman, Advancement of Business Committee—Don Belding, Chairman of the Board, Foote, Cone & Belding, 601 West Fifth St., Los Angeles, Calif.
Chairman, Pacific Adv. Commission—George W. Kleiser, St., President, Foster & Kleiser Co., 1675 Eddy Street, San Francisco, Calif.

Chairman, Senior Advisory Committee, Junior Division—Robert L. Philippi, Biow Adv. Agency, 300 Montgomery St., San Francisco.
 Chairman, Junior Executive Committee—Edith Grundig, Philip J. Meany Co., Advertising, 816 West Fifth St., Los Angeles, Calif.
 Headquarters Staff—Charles W. Collier, Managing Director, Lela M. Huey, Executive Secretary, 337 Menadnock Building, San Francisco, Cal. Telephone GARfield 6868.

FUNCTIONS

This Association is composed of 22 advertising clubs in 11 western states and of contributing members to the association's advancement of business and "Advertisers for Victory" program.

Pennsylvania Broadcasters Assn.

P. O. Box 11, Harrisburg, Pa.

OFFICERS

President.....Clair R. McCollough
 (WGAL, Lancaster)
 Vice-President.....Clifford Chafey
 (WEEU, Reading)
 Secretary.....C. G. Moss
 (WKBO, Harrisburg)
 Treasurer.....Dr. Leon Levy
 (WCAU, Philadelphia)

DIRECTORS

H. Kenneth Brennen, WJAS, Pittsburgh; George E. Joy, WRAC, Williamsport; Arthur Simon, WPEN, Philadelphia.

FUNCTIONS

This organization is a mutual association of the broadcasting stations of Pennsylvania, formed for the purpose of conducting business negotiations concerning matters of interest to the radio broadcasting stations of the state. Its membership is active on the part of practically every station in the state.

Professional Music Men, Inc.

1270 Sixth Ave., New York, N. Y.
 COlumbus 5-7362

OFFICERS

President.....Rocco Vocco
 First Vice-President.....Joseph Santly
 Second Vice-President.....Charles Warren
 Third Vice-President.....Phil Kornheiser
 Treasurer.....Irving Tanz
 Financial Secretary.....Michael L. Schloss
 Recording Secretary.....Louis E. Schwartz
 Sergeant-at-Arms.....David Kent
 Executive Director.....Bob Miller

BRANCH OFFICES

19 S. La Salle St., Chicago, Ill.
 Regional Director.....Morton Schaefer
 1549 N. Vine Street, Hollywood, Calif.
 Regional Director.....Nat Winecoff
 36 East Fifth Street, Cincinnati, Ohio
 Regional Director.....Danny Engel
 433 Little Building, Boston, Mass.

FUNCTIONS

Charitable and Benevolent Organization.

The Radio Club of America, Inc.

11 W. 42nd St., New York, N. Y.
 LOngacre 5-6622

OFFICERS

President.....F. L. Klingenschmitt
 Vice-President.....O. James Morelock
 Treasurer.....J. J. Stanley
 Corresponding Secretary.....M. B. Sleeper
 Recording Secretary.....J. H. Bose

FUNCTIONS

Object of the club is the promotion of cooperation among those interested in scientific investigation and amateur operation in the art of radio communication. Meetings are held monthly from September through June at Columbia University. Proceedings are published approximately six times a year (see listing under publications contained in this volume).

DIRECTORS

Ernest V. Amy, E. H. Armstrong, H. H. Beveridge, J. H. Bose, G. E. Burghard, J. L. Callahan, E. P. Felch, L. C. F. Horle, H. W. Houck, F. A. Klingenschmitt, Frank King, H. Pratt, M. B. Sleeper.

Radio Correspondents' Association

United States Capitol, Washington, D. C.
 NAtional 3120, Extension 1263

OFFICERS

President.....Eric Sevareid
 (Foreign Service)
 Acting Vice-President.....Earl Godwin
 Secretary.....Richard Harkness
 Treasurer.....Rex Good
 Ex-Officio Member, Executive Committee
 Fred W. Morrison
 Gallery Mgt.....D. Harold McGrath
 Supt. Senate & House Gallery.....Rcbt. M. Menough
 (Military Service)
 Acting Supt. House Gallery.....Wm. Vaughan

FUNCTIONS

This is an organization of radio news reporters and correspondents in the National Capitol, gathering daily news for dissemination through the medium of radio. It controls the membership of the Senate and House radio galleries and is vested with complete responsibility for any radio representatives who attend news conferences at the White House as well as providing facilities for radio news men at national political conventions.

**Radio Council—WBEZ
 Chicago Public Schools**

228 N. La Salle St., Chicago, Ill.
 Deborn 7801

OFFICERS

Superintendent of Schools.....Dr. William H. Johnson
 Acting Director.....George Jennings
 Engineer.....E. H. Anderson

**EXECUTIVE COMMITTEE OF
 SCHOOL BROADCAST CONFERENCE**

Maj. Harold W. Kent, Chairman; Judith Waller, National Broadcasting Co.; George Jennings, Director of Conference; David Heffernan, Cook County Schools.

FUNCTIONS

The Radio Council operates a non-commercial educational FM station and is producing group, primarily interested in in-school broadcasts for Chicago schools. It also produces many out-of-school programs over local stations and publishes literature in this connection. It also conducts the annual School Broadcast Conference which is primarily interested in showing ways in which to use radio programs in the classroom; public service programs for community organizations; adult education.

Radio Directors Guild

The Gladstone
 114 E. 52nd St., New York, N. Y.
 PLaza 3-4300.

OFFICERS

President.....Earle L. McGill
 Vice-President and Chairman, Membership
 Committee.....Jerry Devine
 Treasurer.....Robert L. Shayon
 Secretary.....John Macdonell
 Chairman, War Activities Committee.....Phil Cohan
 Past President.....George J. Zachary
 Past Vice-President.....Maj. Edward A. Byron

COUNCIL

Earle L. McGill, Jerry Devine, Robert L. Shayon, John Macdonnell, Phil Cohan, William M. Sweets, Roger Bower, Theodora Yates, Harold McGee, John W. Loveton.

MEMBERS

Harry Ackerman, Wendell Adams, Private Ira Ashley, Oliver Barbour, John Becker, Lieut. Howard G. Barnes, Joseph Bell, Leonardo Bercovici, Gertrude Berg, Don Bernard, Lawrence Berns, Frederick Bethel, Roger Bower, Stuart Buchanan, Major Edward A. Byron, Edmund L. Cashman, Philip Cohan, Leland F. Cooley, Lieut. Ted Corday, Norman Corwin, Walter Craig, Carlo De Angelo, Guy della-Cioppa, Jerry Devine, John Detz, Mitchell Grayson, Axel Gruenberg, Harry Holcombe, Private Clinton Johnston, Jack Johnstone, Bruce Kamman, Ray Kremer, G. Bennett Larson, Anton M. Leader, Richard Leonard, Marx Loeb, Joseph Losey, Basil Loughrane, John W. Loveton, John Henry Macdonell, Lindsay MacHarrie, Nila Mack, Joseph

ORGANIZATIONS

Mansfield, Sherman A. (Jock) MacGregor, Harold McGee, Earle L. McGill, Arnold Michaelis, Brewster Morgan, Herbert Moss, Arch Oboler, Lester O'Keefe, Herbert S. Polesie, William S. Rainey, Lieut. Irving K. Reis, Thomas L. Riley, Alton Rinker, William N. Robson, Jack Roche, William Rousseau, Herb Sanford, Robert Lewis Shayon, William M. Sweets, Frank Telford, Willson M. Tuttle, Lester Vail, Chick Vincent, Albert Ward, Kenneth Webb, Private Robert Welch, Orson Welles, Theodora Yates, Lieut. George Zachary.

Radio Executives Club of New York

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

OFFICERS

President M. B. Grabhorn
 Vice-President Beth Black
 Secretary Warren Jennings
 Treasurer Ninette Joseph

FUNCTIONS

The major functions of the Radio Executives Club are: (1) to promote and encourage the use of radio broadcasting as an advertising medium; (2) to create a lasting fraternity of persons engaged in the business of radio; (3) to promote a better understanding of radio broadcasting and its attending problems; (4) to maintain a central bureau of employment for members of the club; (5) to provide a common meeting place for all persons engaged in the business of radio. Meetings are held twice monthly from October to May and membership is open to anyone engaged in the business of radio, subject to approval of the membership committee.

Radio Manufacturers Association

1317 F Street, N. W., Washington, D. C.
 National 4901

OFFICERS

President Paul V. Galvin
 (Galvin Manufacturing Corp.)
 Executive Vice-President-General Manager-Secy.
 Bond Geddes
 Vice-President R. C. Cosgrove
 (Crosley Corp.)
 Vice-President M. F. Balcom
 (Sylvania Electric Products, Inc.)
 Vice-President W. P. Hilliard
 (Bendix Radio)
 Vice-President J. T. White
 (Jensen Radio Mfg. Co.)
 Vice-President Ray E. Sparrow
 (P. R. Mallory & Co., Inc.)
 Treasurer Leslie Muter
 (The Muter Co.)
 General Counsel John W. Van Allen
 (Buffalo, N. Y.)

DIRECTORS

Term Expiring 1944

E. Alschuler, Electrical Research Laboratories, Inc.; W. R. G. Baker, General Electric Company; Floyd C. Best, Chicago Telephone Supply Co.; George R. Blackburn, Chicago Transformer Corporation; A. Blumenkrantz, General Instrument Corporation; Roy Burlew, Ken-Rad Tube & Lamp Corporation; Walter Evans, Westinghouse Electric & Manufacturing Co.; A. H. Gardner, Colonial Radio Corporation; W. P. Hilliard, Bendix Radio; J. J. Kahn, Standard Transformer Corporation; Ray H. Manson, Stromberg-Carlson Co.; Ray F. Sparrow, P. R. Mallory & Co., Inc.; R. C. Sprague, Sprague Specialties Company; A. S. Wells, Wells-Gardner & Co.; T. A. White, Jensen Radio Manufacturing Co.

Term Expiring 1945

Ben Abrams, Emerson Radio & Phonograph Corp.; M. F. Balcom, Sylvania Electric Products, Inc.; R. C. Cosgrove, The Crosley Corporation; L. L. Kelsey, Stewart-Warner Corporation; J. J. Nance, Zenith Radio Corporation; Glenn W. Thompson, Noblitt-Sparks Industries, Inc.

Term Expiring 1946

John Ballantyne, Philco Corp.; P. S. Billings, Belmont

Radio Corp.; C. B. Jolliffe, RCA; Paul V. Galvin, Galvin Mfg. Corp.; E. A. Nicholas, Farnworth Television & Radio Corp.; David T. Schultz, Raytheon Prod. Corp.

Radio Manufacturers Assn. of Canada

159 Bay St., Toronto, Ont., Canada
 Adelaide 1531

OFFICERS

President L. A. Young
 Vice-President R. M. Brophy
 Executive Secretary W. W. Richardson
 Chairman of Parts Division R. Randal
 Chairman of Engineering Committee C. J. Irwin

FUNCTIONS

This association is a non-profit and co-operative organization founded in 1926 to promote the interests of the radio manufacturing industry in Canada.

Radio Script & Transcription Exchange, Federal Radio Education Committee

U. S. Office of Education, Washington, D. C.
 Republic 1820, Extension 2225

OFFICERS

Director R. R. Lowdermilk

FUNCTIONS

The exchange is designed to promote more effective local broadcasting by educational and civic organizations and radio stations by serving as a clearing house for selected educational radio scripts, transcriptions and production aids, and as a source of all kinds of information pertaining to the field of educational radio.

Radio Technical Planning Board

OFFICERS

Chairman Dr. Walter R. G. Baker
 Vice-chairman Dr. Alfred N. Godsmith
 Treasurer Bond Geddes
 Coordinator L. C. F. Horle
 Secretary W. B. Cowlich
 Asst. Secretary Mrs. Martha Kinzie
 Spectrum Utilization: A. N. Goldsmith, chairman;
 R. H. Manson, vice-chairman.
 Frequency Allocation: C. B. Jolliffe, chairman; F. M. Ryan, vice-chairman.
 H. F. Generation: R. M. Wise, chairman; H. F. Argento, vice-chairman.
 Standard Broadcasting: Howard Frazier, chairman; Burgess Dempster, vice-chairman.
 V. H. F. Broadcasting: G. E. Gustafson, chairman;
 C. M. Jansky, vice-chairman.
 Television: D. B. Smith, chairman; I. J. Kaar, vice-chairman.
 Facsimile: J. V. L. Hogan, chairman; C. J. Young, vice-chairman.
 Radio Communication: Haraden Pratt, chairman;
 H. H. Beverage, vice-chairman.
 Relay Systems: E. W. Engstrom, chairman; Ralph Bown, vice-chairman.
 Radio Range, Direction & Recognition: W. P. Hilliard, chairman; C. G. Fick, vice chairman.
 Aeronautical Radio: D. W. Rentzel, chairman;
 D. K. Martin, vice-chairman.
 Ind., Scientific & Medical Equipment: C. V. Aggers, chairman; H. B. Marvin, vice-chairman.
 Police, Emergency Services: D. E. Noble, chairman; Frank Walker, vice-chairman.

FUNCTIONS

The RTPB formulates plans for the technical future of the radio industry and services, including frequency allocations and systems standardization, in accordance with the public interest and the technical facts. The Planning Board advises government, industry and the public of its recommendations. Such planning is restricted to engineering considerations.

The Radio Writers' Guild of the Authors' League of America, Inc.

6 E. 39th Street, New York, N. Y.
Murray Hill 5-6930

OFFICERS

National President Louis Scofield
Vice Presidents: Eastern Region Peter Lyon
Middle Western Region Kenneth Pettus
Western Region Sam Moore

Offices:

New York City: 6 East 39th Street.
Hollywood: 1655 North Cherokee.
Chicago: Room 1116, 360 N. Michigan.

NATIONAL COUNCIL

Georgia Backus, Erik Barnouw, Sylvia Berger, John Boylan, Norman Corwin, David De Koven, John Dunkel, Leslie Edgley, Julian Funt, Sidney Gerson, Neal Hopkins, Pauline Hopkins, Chester Huntley, Nikki Kaye, Jerome Lawrence, Robert H. Lochner, John T. Madigan, Carlton E. Morse, Arch Oboler, David Feitz, Don Quinn, George Roosen, Ashmead Scott, William L. Shirer, Lynn Stone, Louis Terkel, John Thompson, Everett Tomlinson, Ruth Walliser, Kenneth Webb.

Rocky Mountain Radio Council, Inc.

21 East 18th Ave., Denver 2, Colo.
KEystone 5306

OFFICERS

President C. B. Hershey
Secretary William M. Spackman
Treasurer E. A. Conway, S. J.
Director Robert B. Hudson

EXECUTIVE COMMITTEE

Glenn Kinghorn, Ben M. Cherrington, W. D. Armenn-trout, Malcolm G. Wyer.

FUNCTIONS

The Rocky Mountain Radio Council is a non-profit corporation of 29 organizations formed to give professional aid to educational organizations in planning, preparing and producing their radio broadcasts. In 1943 it produced 351 programs for 22 organizations, which were re-broadcast 1,936 times from 21 commercial radio stations in the Rocky Mountain region. Recording studio facilities available for commercial work.

SESAC, Inc.

475 Fifth Ave., New York 17, N. Y.
Murray Hill 5-5365.

OFFICERS

President Paul Heinecke
Treasurer R. C. Heinecke

FUNCTIONS

Licensing use of copyrighted music.

Society of Jewish Composers, Publishers and Song Writers

152 W. 42nd St., New York, N. Y.
Longacre 5-9124

OFFICERS

President Sholom Secunda
Vice-President Rev. Pinchus Jassinowsky
Treasurer Alexander Olshanetsky
Secretary Henry Lefkowitz
General Manager Salom J. Perlmutter
Counsel A. Edward Masters

FUNCTIONS

This association licenses public performance rights of music copyrighted by its members and on which they collect royalties. Association owns approximately 95 percent of the Jewish compositions.

Society of Motion Picture Engineers

Hotel Pennsylvania, New York, N. Y.
Pennsylvania 6-0620

OFFICERS

President Herbert Griffin
Past President Emery Huse
Executive Vice-President Loren L. Ryder
Engineering Vice-President D. E. Hyndman
Editorial Vice-President A. C. Downes
Financial Vice-President A. S. Dickinson
Convention Vice-President W. C. Kunzmann
Secretary E. Allan Williford
Treasurer M. R. Boyer

GOVERNORS

C. R. Keith, C. W. Handley, W. A. Mueller, H. W. Remerschied, W. V. Wolfe, E. J. Sponable, R. O. Strock, J. H. Spray, H. W. Moyses, F. E. Carlson, E. M. Honan, J. A. Maurer.

FUNCTIONS

In addition to its motion picture activities, this association is actively interested in television. It publishes a monthly organ in which various subjects are discussed by men in the industry.

Song Writers' Protective Association (SPA)

1250 Sixth Ave., New York 20, N. Y.
Columbus 5-3758

OFFICERS

President Sigmund Romberg
Vice-President Stanley Adams
Second Vice-President Ira Gershwin
Secretary Charles Tobias
Treasurer Abel Baer
Counsel John Schulman
Executive Secretary Sayre Marder
West Coast Representative L. Wolfe Gilbert

FUNCTIONS

Song Writers' Protective Association aims to foster the interests of all persons engaged in writing musical compositions. By cooperative effort it seeks to eliminate inequitable conditions and harmful practices and to assist members when disputes arise over enforcement of contracts or the collection of royalties.

Southern California Broadcasters' Association, Inc.

542 S. Broadway, Los Angeles 13, Calif.
Michigan 8654

OFFICERS

President Lawrence W. McDowell
(KFOX, Long Beach)
Secretary-Treasurer Harry Maizlish
(KFWB, Los Angeles)
Chairman, Exec. Comm. Van C. Newkirk
(KHI, Hollywood)
Dir. Radio Coordination Ethel M. Bell

FUNCTIONS

Membership of the Southern California Broadcasters' Association is composed of 30 southern California stations and 4 networks, represented in each case by its manager or senior executive. Meetings are devoted to discussion of industry problems, such as ASCAP, BMI, labor, engineering, code of ethics, agency recognition, coordination with governmental agencies, civic activities, etc.

Sports Broadcasters Association (New York Chapter)

c/o Tom Slater, 1440 Broadway, New York, N. Y.
Pennsylvania 6-8600

OFFICERS

President Stan Lomax
Vice-President Ted Husing
Vice-President Bert Lee
Treasurer Marty Glickman
Secretary Tom Slater

FUNCTIONS

It is the object of the Sports Broadcasters Association to promote the standard of the profession of sports broadcasting among its members and to disseminate sports information to its members through a regular weekly luncheon. Membership is restricted to any male person who is actively engaged in the profession of sports broadcasting whether as an announcer, commentator or writer.

Television Press Club

Temporary Address:
Office of the Organizational Chairman: Richard W. Hubbell, 30 Rockefeller Plaza, 11th floor, New York 20, N. Y.
Circle 6-0200

ORGANIZATIONAL COMMITTEE

A. W. Bernsohn, "Click"; Joseph Guilfoyle, "Wall Street Journal"; Richard W. Hubbell, television author

ORGANIZATIONS

and consultant; Hermine Isaacs, "Theatre Arts"; Ben Kaufman, RADIO DAILY; Stanley Kempner, "Retailing Home Furnishings"; T. R. Kennedy, Jr., "The New York Times"; Wanda Marvin, "The Billboard"; Mike Wear, "Variety," R. Bruce Lee, "The Christian Science Monitor," and Lewis Winner, "Communications."

FUNCTIONS

A non-profit, unsponsored organization, this informal group was formed in 1944. Membership is limited to the professional television press—writers covering tele for newspapers, magazines, the trade press, books, films and radio. Purpose is to foster the sound development of television by serving as a focal point for members of the tele press to meet regularly and discuss current trends. Prominent figures in television are invited as guest speakers for the monthly luncheon meetings.

Twenty Year Club

167 East 64th St., New York, N. Y.
REgent 4-3344
Founder H. V. Kaltenborn

FUNCTIONS

The Twenty Year Club is an Honor Roll of men and women who have been associated with radio for twenty years. There are no dues, fees, officers, regular meetings or other obligations. A year-book is published annually.

United States Department of Interior— Radio & Television Section

Interior Department Radio Studios, Washington, D. C.
Republic 1820

PERSONNEL

Director Shannon Allen
Chief Script Writer Louis J. Hazam
Chief Engineer Henry P. Meisinger

FUNCTIONS

The Radio & Television Section of the Interior Department reports the functions and services of the offices and bureaus of the Department using all forms of radio and transcription production; serves all agencies of the Federal government through its studios and transcription production facilities.

Radio Sub-Committee, War Activities Committee, Motion Picture Industry— Hollywood Branch

5504 Hollywood Blvd., Hollywood, Calif.
Phone, GL 6111.

MEMBERS

Daniel Danker, J. Walter Thompson Co.; William Forbes, Columbia Broadcasting System; Don Gilman, National Broadcasting Co.; Donald W. Thornburgh, Columbia Broadcasting System.

FUNCTIONS

This sub-committee assists the War Activities Committee-Motion Picture Industry-Hollywood Branch in radio matters in coordinating production. The main committee is the official production body to whom all requests for governmental and private agencies should go.

Washington State Association of Broadcasters

207 East Market St., Aberdeen, Wash.
Aberdeen 4098

OFFICERS

President Harry R. Spence
(KXRO, Aberdeen)
Vice-President Rogan Jones
(KVOS, Bellingham)
Secretary-Treasurer Robert Priebe
(KRSC, Seattle)

FUNCTIONS

The Washington State Association of Broadcasters is an organization formed for the mutual protection, the exchange of commercial ideas and the education of its members in matters pertaining to radio.

Western Association of Broadcasters

C/o Radio Station CFRN, 109 C.P.R. Bldg.,
Edmonton, Alberta, Canada
Telephone 22101

OFFICERS

President G. R. A. Rice
(CFRN, Edmonton, Alberta)

DIRECTORS

Alberta: Bert Cairns, CFAC, Calgary; Manitoba: Roy Wright, CFAR, Flin Flon; Saskatchewan: Lloyd Moffatt, CKBI, Prince Albert.

CANADIAN ASSOCIATION OF BROADCASTERS

DELEGATES

G. R. A. Rice, CFRN, Edmonton, Alberta; A. A. Murphy, CFQC, Saskatoon, Saskatchewan; C. Gaetz, CJRC, Winnipeg, Manitoba; R. White, CFJC, Kamloops, British Columbia.

FUNCTIONS

Western Association of Broadcasters is a regional trade association of broadcasting stations west of the Great Lakes, closely affiliated with the Canadian Association of Broadcasters. It is virtually a western division of the latter organization, as majority of members are in both associations.

Woman's National Radio Committee

113 West 57th St., New York 19, N. Y.
Circle 7-4110

OFFICERS

Chairman Mme. Yolanda Mero-Irion
Vice-Chairman Mrs. D. Leigh Colvin
Second Vice-Chairman Mrs. Marion M. Miller
Secretary Miss Helen Havener
Treasurer Mrs. M. D. Jackson
Executive Secretary Mrs. Rosalie Wolf
Members-At-Large Mrs. Sidonie M. Gruenberg,
Mrs. Samuel Kubie, Mrs. Mary F. Larkin, Mrs.
Marion M. Miller, Mrs. Emory Ross, Mrs. Stanley
Woodward, Mrs. Jesse M. Bader.

FUNCTIONS

This committee has for its purpose to raise the standard of radio programs for adults, young people and children by: (1) retaining on the air the finer type of program; (2) removing objectionable features; (3) improving advertising content of broadcasts; (4) encouraging the production and presentation of more fine programs, worthwhile from the educational, cultural and entertainment viewpoint.

Writers' War Board

122 E. 42nd St., New York 17, N. Y.
MUrray Hill 3-6800

OFFICERS

Chairman Rex Stout

EXECUTIVE BOARD

Franklin P. Adams, Carl Carmer, Robt. T. Calwell, Russel Crouse, Clifton Fadiman, Paul Gallico, Jack Goodman, Samuel Grafton, Oscar Hammerstein II, Rita Halle Kleeman, Robert J. Landry, Margaret Leech, John P. Marquand, Katherine Seymour, William L. Shirer, Luise Silcox.

FUNCTIONS

The Writers' War Board serves as liaison between the writers of America and government agencies wishing to obtain written work that will directly, or indirectly, help to win the war; and to piece with the proper government department ideas or places of writing which have been submitted by writers to the Board and approved by them.

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

As of January 1, 1944

<i>Call Letters</i>	<i>Institutions</i>	<i>Address</i>	<i>Director</i>
KFJM	Univ. of N. Dakota	Grand Forks, N. D.	D. R. Jenkins
KFKU	Univ. of Kansas	Lawrence, Kansas	Harold G. Ingham
KOAC	Oregon State College	Corvallis, Oregon	Allen Miller
KWLC	Luther College	Decorah, Ia.	Karl Hanson
KWSC	State College of Wash.	Pullman, Wash.	
WBAA	Purdue University	Lafayette, Ind.	Gilbert D. Williams
WBEZ	Chicago Radio Council	Chicago, Ill.	George Jennings
WCAL	St. Olaf College	Northfield, Minn.	David Johnson
WCAT	S. Dakota School of Mines	Rapid City, S. D.	C. M. Rowe
WHCU	Cornell University	Ithaca, N. Y.	Michael R. Hanna
WHA	Univ. of Wisconsin	Madison, Wis.	H. B. McCarty
WHAZ	Rensselaer Poly.	Troy, New York	W. J. Williams
WILL	Univ. of Illinois	Urbana, Ill.	Jos. F. Wright
WNAD	Oklahoma University	Norman, Okla.	Virginia Hawk
WNYC	City of New York, Municipal Broadcasting System	New York, N. Y.	M. S. Novik
WOI	Iowa State College	Ames, Iowa	W. I. Griffith
WOSU	Ohio State University	Columbus, Ohio	R. C. Higgs
WRUF	Univ. of Florida	Gainesville, Fla.	Garland Powell
WSAJ	Grove City College	Grove City, Pa.	H. W. Harmon
WSUI	State Univ. of Iowa	Iowa City, Iowa	Carl Menzer
WRUL & WRUW	World Wide Broadcasting Foundation	Boston, Mass.	Walter S. Lemmon
WTAW	Texas A. & M.	College Station	J. J. Woolket

Associate Members

University of Kentucky	Lexington, Ky.	Elmer G. Sulzer
University of Michigan	Ann Arbor, Mich.	Waldo Abbot
Syracuse University	Syracuse, N. Y.	Kenneth G. Bartlett
Western State Teachers College	Kalamazoo, Mich.	Wallace L. Garneau
Indiana University	Bloomington, Ind.	Lee Norvelle
		H. J. Skornia
Detroit Public Schools	Detroit, Mich.	Kathleen Lardie
University of Minnesota	Minneapolis, Minn.	Burton Paulu
University of Minnesota	Minneapolis, Minn.	E. W. Ziebarth
KIRO	Seattle, Wash.	Kenneth Yeend



— FCC LIST OF NON-COMMERCIAL — EDUCATIONAL BROADCAST STATIONS

<i>Licensee and Location</i>	<i>Call Letters</i>	<i>Frequency (Kc)</i>	<i>Power</i>
Board of Education of Buffalo, Buffalo, N. Y.	WCAH	42900	1000 w
Board of Education of San Francisco, Unified School District, San Fran- cisco, Calif.	KALW	42100	1000 w
Board of Education, City of Chicago, Chicago, Ill.	WBEZ	42500	1000 w
University of Illinois Urbana, Ill.	WIUC	42900	250 w
University of Kentucky, Beattyville, Ky.	WBKY	42900	100 w
Board of Education, City of New York, Brooklyn, N. Y.	WNYE	42100	1000 w
Cleveland City Board of Education, (Charles H. Lake, Superintendent) Cleveland, Ohio	WBOE	42500	1000 w

FCC REGULATIONS

The term "non-commercial educational broadcast station" means a station licensed to an organized non-profit educational agency for the advancement of its educational work and for the transmission of educational and entertainment programs to the general public.

Operation and Service

The operation of, and the service furnished by, non-commercial educational broadcast stations shall be governed by the following regulations:

(a) A non-commercial educational broadcast station will be licensed only to an organized non-profit educational agency and upon a showing that the station will be used for the advancement of the agency's educational program particularly with regard to use in an educational system consisting of several units.

(b) Each station may transmit programs directed to specific schools in the system for use in connection with the regular courses as well as routine and administrative material pertaining to the school system and may transmit educational and entertainment programs to the general public.

(c) Each station shall furnish a non-profit and non-commercial broadcast service. No sponsored or commercial program shall be transmitted nor shall commercial announcements of any character be made. A station shall not transmit the programs of other classes of broadcast stations unless all commercial announcements and commercial references in the continuity are eliminated.

Power Requirements

The operating power of non-commercial educational broadcast stations shall be not less than 100 watts or greater than 1000 watts unless a definite need for greater power is shown.

The transmitter of each non-commercial educational broadcast station shall be equipped with automatic frequency control apparatus so designed and constructed that it is capable of maintaining the operating frequency within plus or minus 0.01 percent of the assigned frequency.

Non-commercial educational broadcast stations are not required to operate on any definite schedule or minimum hours.

The transmitting equipment, installation, and operation as well as the location of the transmitter shall be in conformity with the requirements of good engineering practice as released from time to time by the Commission.

Frequencies Allotted

The following frequencies are allotted for assignment to non-commercial educational broadcast stations:

42,100 kc.	42,300 kc.
42,500	42,700
42,900	

Stations serving the same area will not be assigned adjacent frequencies.

Frequency modulation shall be employed exclusively unless it is shown that there is a special need for the use of amplitude modulation.

Only one frequency will be assigned to a station.



TELEVISION



*A Look at What
Has Gone Before and
a Preview of the
Developments to Come*



Television
Is Important
In The War Effort

Its Coming
Possibilities
Are Tremendous

For Television
Developments
Read
Radio Daily
Regularly

TELEVISION TODAY AND TOMORROW

By *Ben Kaufman*

Staff Writer, RADIO DAILY

TOTAL war has failed to blot television from the horizon. In fact, technological improvements by the armed forces have opened up shining post-war vistas for the 15-year-old electronic prodigy. Coupled with growing demand, the new medium awaits only the peace to swell the quota of employment and entertainment in our time.

Progress of post-war television was generally interpreted in March, 1944, as dependent on the precocious fledgling's eventual place in the spectrum. Allocation problems were then being mulled by the Radio Technical Planning Board, whose recommendations were expected to be signposts for future action by the Federal Communications Commission.

Frequency Problems

Opinion was divided as to whether television would benefit from being moved to the higher frequencies. Many telecasters indicated that such a change would delay the development of the new art. Another problem for the tele broadcaster was posed by the demands of commercial frequency-modulation interests for a greater number of channels. Granting of the FM requests by the FCC, the tele group largely believed, would drive television farther up in the spectrum to frequencies, which tele engineers were unable to use for sight-and-sound broadcasting.

Forerunner of the RTPB was the National Television Systems Committee. This independent organization was formed in 1940 under the sponsorship of the Radio Manufacturers Association with the blessing of the FCC. Purpose of the Committee was to settle the chaotic condition of independent television systems and resolve them into a universal set of standards. Adoption of the NTSC's recommendations for commercial

standards by the FCC gave television the green light. The Committee's work, which was overcast by U. S. entry into the war, planted the thought that resulted in the formation of the RTPB.

Intensive preparations for almost a year preceded the launching of the Planning Board in September, 1943. Originally sponsored by the Institute of Radio Engineers and the Radio Manufacturers Association, the RTPB in March, 1944, consisted of representatives from 16 sponsoring non-profit organizations. Acting in the same manner as a board of directors, the Planning Board supervised the work of 13 panels to which engineers were nominated by top companies in the radio industry. At that time the work of the RTPB involved more than 125 companies and a personnel of about 450. Of the Board's panels, the television panel then had six subcommittees. Recommendations of the tele unit were scheduled to be submitted to the RTPB, which was to report its findings, on request, to the FCC, other governmental agencies and industrial and professional organizations.

Television Organizes

Significant, too, was the formation in January, 1944, of the Television Broadcasters Association, Inc. After several months of organizational preliminaries, telecasters, advertising agencies and equipment companies banded together at a meeting in Chicago's Palmer House to promote the development of television broadcasting.

Establishment of TBAI was envisioned as a prelude to the post-war growth of large-scale television. Eligibility for voting memberships was restricted to tele broadcasters, construction-permit holders and active applicants for licenses. Non-voting members were to consist of all others interested in television.



A TELEVISION SERVICE - -

*Offering a Wealth of Unique and Valuable
Material and Services for Present and
Future Telecast Programming.*

•

A COMBINATION OF LIVE
SHOWS and FILM PROGRAMS
OFFERING EXCEPTIONAL
PRODUCTION VALUE

•

A Large Sound Proof Studio Fully
Equipped with Material for Building
Sets for the Production and Telecast-
ing of Live Shows.

•

*A Production Department
Producing Pictures for
Advertisers Who Plan to Use
Television Commercially*

ADVANCE TELEVISION PICTURE SERVICE, Inc.

Telephone: BRyant 9-5600

729 SEVENTH AVENUE

NEW YORK CITY

930

TELEVISION HIGHLIGHTS—1943

(From the Files of RADIO DAILY)

A review of the past year's television events indicates the tremendous post-war possibilities of the sight-and-sound medium. Increasing momentum is evident from the upward surge of activity reported in the columns of RADIO DAILY, especially during the last six months. The following pages contain the recorded highlights of the year in television.

JANUARY

- Jan. 10—Philco's Philadelphia tele outlet, WPTZ, resumed broadcasts after a seven-week absence from the spectrum since the closing of the football remotes from Franklin Field.
- Jan. 14—Dr. Walter R. G. Baker, vice-president of General Electric in charge of electronics, told a luncheon session of the American Marketing Association in New York that it would take about ten years after the war for television to digest current developments.
- Jan. 19—Robert B. Stone was reported new program manager of WRGB, GE tele unit in Schenectady, N. Y., succeeding John G. T. Gilmour, who resigned to accept a commission in the Army.

FEBRUARY

- Feb. 9—Western Defense Area was reported to have instituted semi-weekly tele broadcasts over W6XYZ, Paramount-owned studio on the film-company lot, for the training of civilian-defense personnel. . . Listing of stockholders of Scophony Corp. of America revealed that two major film companies had bought into the new equipment firm—Paramount, through its subsidiary, Television Productions, Inc., and Twentieth Century-Fox, through General Precision Equipment Corp. . . Irvin Ray Baker, tele pioneer and head of RCA's broadcast transmitter sales, died at work in Camden, N. J.
- Feb. 24—Arthur Levey, founder, director and major stockholder in Scophony, Ltd., was signed to a five-year contract as president of Scophony Corp. of America. . . FCC ruled that holders of construction permits for tele outlets might obtain licenses during the war to operate existing facilities on either an experimental or commercial basis, provided construction had reached a point where the station was capable of rendering a substantial service.

MARCH

- Mar. 8—FCC Chairman James L. Fly forecast chain operation for tele by radio relay.

APRIL

- Apr. 19—Government control over some of the more valuable tele patents, which had resulted from wartime experimentation, was predicted by FCC chief James L. Fly.
- Apr. 20—Tele images in color and three dimensions were reported to have been produced in England since the war, according to John L. Baird, inventor.

MAY

- May 5—Major part of televising will be spot-news broadcasting from scenes of action, even if broadcasters have to promote a sports event or two, stated Noran E. Kersta, manager of NBC's tele department. . . Experimental tele series for production staffs of ad agencies at W2XWV, Du Mont's New York studio, teed off before a large agency attendance.
- May 13—Television must adequately develop a unique capacity in presenting something better than what exists today before it can establish the selling point of television, stated Worthington C. Miner, CBS tele official, in a published interview. . . Post-war tele expansion and the establishment of hundreds of television theaters were forecast by Will Baltin, program director of W2XWV, in an address before the American Television Society.

JUNE

- June 2—Automatic radio-relay outlets were described as the key to network tele by Ralph R. Beal, research director of RCA Laboratories, in a speech before the Institute of Finance at the New York Stock Exchange.

June 4—Stockholders of Allen B. Du Mont Laboratories, Inc., voted to split up each share of Class-A common stock into ten shares of Class-A common, and each share of Class-B common stock into ten shares of Class-B common.

June 22—WOR, Mutual's New York outlet, arranged a production tie-up with Du Mont for a weekly one-hour telecast.

June 24—American Television Society notified General Electric that it will be presented with the Society's plaque for "the greatest contribution to television of the year," and similarly informed NBC that it will receive the award for "the greatest contribution to the use of television as a public service."

JULY

July 8—Local 802 of the American Federation of Musicians began an investigation of rates and working arrangements at W2XWV, New York, with a union exec. stating that the regular Class-A standard broadcast rates for single engagements applied to tele.

July 13—WOR, New York, inaugurated a regular one-hour weekly tele program over W2XWV, the Du Mont outlet, in lieu of its own facilities, application for which has been pending before the FCC since August, 1939.

July 21—New York afternoon papers played up the statement by Ralph R. Beal, RCA Lab.'s research director, that tele for family use would be ready immediately after the war.

July 29—Royal Crown Cola sponsored its first tele flyer, running about three minutes, on WRGB, Schenectady, General Electric's news bureau announced. . . Advertisers and ad agencies were seen as setting the rules for commercial presentation of tele after the war, Sam Cuff, of W2XWV, New York, told a meeting of the American Television Society.

AUGUST

Aug. 2—BBD&O scheduled three accounts to take part in a one-hour weekly telecast over WRGB, Schenectady. Clients were B. F. Goodrich Rubber Co., Lever Bros. (for Vimms) and Hamilton Watch Co.

Aug. 10—Seven new tele outlets would be built on the Coast in the post-war period, it was reported in a speech by William M. Bland, manager of General Electric's western-region electronics department, before the San Francisco Advertising Club. Plans, he said, called for three transmitters in San Francisco and four in the Los Angeles area.

Aug. 17—Lower-priced tele receivers after the war were predicted by Paul L. Chamberlain, of General Electric, due to manufacturing experience gained in wartime production of electronic equipment.



TOM
BRENAMEAN
•
BREAKFAST
AT
SARDI'S

over
THE BLUE NETWORK

Aug. 19—Arthur Levey, president of Scophony Corp. of America, said that the skiatron method of tele would be developed in this country by his company in addition to the supersonic method controlled by Scophony.

Aug. 23—Post-war expansion of NBC tele was announced by Niles Trammell, the network's president, with the appointment of a special committee to keep abreast of such activities. Committee consisted of: John Royal, vice-president in charge of the international, shortwave and tele divisions, chairman; William S. Hedges, vice-president in charge of stations; O. B. Hanson, vice-president and chief engineer, and Clarence L. Menser, vice-president and manager of the program department. John T. Williams, assistant to Noran Kersta, now in the Marines, was named secretary.

Aug. 30—Cheaper tele receivers covering greater distances, and including color, were forecast for the post-war period by Gilbert Seldes, CBS tele program chief, in a recent interview at Montreal before he sailed on a vacation cruise.

SEPTEMBER

Sept. 7—New musicians' scale for tele was reported in effect by the AFM on orders of James C. Petrillo, international president. Rates were announced as \$18 per man for broadcasts of one hour or fraction thereof, and \$6 for similar rehearsal periods, with the leader's fee double these amounts—all services figured on a single-engagement scale.

Sept. 13—Nat Wolff, West Coast chief of the OWI Radio Bureau, was reported to have resigned to join M-G-M as head of the film company's new tele department.

Sept. 14—Post-war planning committee was established by the American Television Society to work with the Radio Technical Planning Board and to make recommendations to the FCC, tele manufacturers and operators.

Sept. 16—Columbia Concerts, Inc., announced the appointment of Walter Preston as director of the agency's radio-television department.

Sept. 21—Farnsworth Television and Radio Corp. was reported to have received WPB authorization for expanding its engineering, laboratory and manufacturing facilities at a cost of about \$250,000.

Sept. 21—Two basic patents involving large-scale tele, both in black-and-white and natural color, were granted to Scophony Corp. of America, according to Arthur Levey, president of SCA.

Sept. 24—Botany Worsted Mills, one of NBC's pioneer tele commercials, was reported to have resumed on WNBT, New York, after having been off the outlet for a year and a half due to the station's cut in time schedule from 15 to four hours weekly.

OCTOBER

Oct. 3—Practical use of tele as an aid to police detection was demonstrated for the first time when the Missing Persons Bureau of the New York City Police Department flashed pictures of missing people over W2XWV, the Du Mont tele outlet in Gotham.

Oct. 12—Arrangements were completed by NBC to pick up major sports events and other spectacles from Madison Square Garden for the enjoyment of hospitalized servicemen in the metropolitan area. Receivers were installed by the web in service hospitals.

Oct. 14—Tele set survey was reported under way by NBC within the range of WNBT, New York.

Oct. 18—RKO Corp. appointed Ralph B. Austrian, a former assistant vice-president of RCA Manufacturing Co., Inc., to make a survey of the tele and radio fields.

Oct. 22—Klaus Landsberg, tele director of W6XYZ, subsidiary of Paramount Pictures in Hollywood, Calif., was reported urging post-war tele planning at the convention of the Society of Motion Picture Engineers in the film capital. Television would encounter difficulties in moving to higher frequencies, he emphasized.

Oct. 25—NBC televised the eighteenth annual world-championship rodeo from Madison Square Garden, New York.

NOVEMBER

Nov. 4—Theater tele was forecast as a post-war certainty by Ewell K. Jett, chief engineer of the FCC. Its main function, he added, would be to report special events, such as football games or other spectacles, rather than replace the motion picture. . . . Telecast of a special ten-page edition of the Albany (N. Y.) "Times-Union" was presented by General Electric over WRGB, Schenectady, before a jury of 50 press representatives. Show alternately reproduced printed page and tele enactment.

Nov. 9—Three-color tele process was patented by Dr. E. F. W. Alexanderson, veteran consulting engineer for General Electric and inventor of the Alexanderson alternator, which put the voice in radio.

Nov. 10—Tele was given trade impetus at the joint meeting of the American Television Society and the New York Advertising Club in the latter's headquarters. Advertisers, agency executives, tele broadcasters, equipment and film company representatives heard speeches by key figures and witnessed a demonstration of the art.

Nov. 15—American Television Society declined an invitation of membership in the Radio Technical Planning Board. Major reason given by ATS in a letter to Dr. Walter R. G. Baker, RTPB chairman, was that the primary obstacles which tele must surmount

were not of a technical nature at this time, inasmuch as technical development was far ahead of programming knowledge and experience.

- Nov. 16—Blue Network affiliates in major cities were advised to file for tele licenses at the web's Chicago meeting of station owners and managers. The network, it was announced, would shortly apply for tele and FM licenses in New York, Chicago, Los Angeles and San Francisco. . . Publication of a survey by RADIO DAILY indicated a high commercial potential in the post-war period for both tele and FM. Censensus chose tele as the important factor for long-range development, gave sponsored FM airings the edge for the period directly following the war.
- Nov. 17—Operating condition of more than 80 per cent of 1,434 tele receivers, which were tabulated by NBC out of a total of about 5,000 in the New York area, was revealed as fair or better in the net's set survey made public by John T. Williams, manager of the tele department.
- Nov. 19—Application for an experimental tele outlet in Salt Lake City was announced as filed with the FCC by KDYL, which was said to have been experimenting with RCA demonstration equipment for several years.
- Nov. 29—Tele film was produced and televised in eight hours for the premiere of "The Voice of Firestone Televues," a half-hour commercial series over NBC's WNBT, New York. . . Dr. Palmer H. Craig, head of the University of Florida's electrical engineering department, announced his invention of a new system of tele broadcasting via standard radio channels.

DECEMBER

- Dec. 1—Replacement of "B" film theater fare by tele was forecast by Gilbert Seldes, director of CBS tele programs, in a speech before the Dayton Kiwanis Club. The Columbia executive also stated that it might take between five and 15 years following the war until tele could be put into every home. . . Television, like radio, would find its great fulfillment in the home, Clarence L. Menser, NBC vice-president in charge of programs, told the Public Relations Clinics of the United States Savings and Loan League in Chicago.
- Dec. 7—Present FCC regulations imposed a strait jacket on the creation of tele networks by prohibiting ownership of more than three tele stations by any one company. Niles Trammell, NBC president, told the Senate Interstate Commerce Committee. NBC plans for post-war tele development, he disclosed, were to begin network operations in the East, with stations in Boston, New York, Philadelphia, Baltimore and Washington, then open a similar web on the Pacific Coast and others centering
- around Denver, Cleveland and other large cities. In order to carry out this plan, however, it would be necessary for NBC to own more than three tele outlets, since Trammell felt it essential that the network own the key station in each of these projected networks. . . Film transcription of one-reel serial installments for future tele use was revealed as a feasible project in an interview with Ralph B. Austrian, RKO tele and radio consultant.
- Dec. 9—Classroom tele for Chicago schools was announced to have been planned on a weekly schedule over W9XBB, the Balaban & Katz outlet, by the Radio Council of Public Schools in the Windy City.
- Dec. 10—Operation of 1,000 tele outlets and 25,000,000 receiving sets within the next ten years was predicted by O. B. Hanson, NBC v.-p. and chief engineer, in testimony before the Senate Interstate Commerce Committee. Theater tele was forecast by Hanson for early projection in black and white as a new medium for picking up events of great national interest at the source, and transmitting them through tele networks to theaters throughout the country. . . Modification of the FCC's three-station limitation on network tele ownership was urged by the American Television Society in a wire reported sent to Burton K. Wheeler, chairman of the Senate Interstate Commerce Committee.
- Dec. 13—Official Marine Corps newsreel of the battle of Tarawa was televised over NBC. On the same program was the Army Signal Corps film of the historic Cairo Conference.
- Dec. 15—Nationwide advertising campaign in behalf of NBC's telecast of the Tehran Conference film got under way in the New York press, with full-page layouts by RCA, the parent company. Prediction was made, in the copy, that great events of future years would be televised while they were happening.
- Dec. 27—Tele receivers in the post-war period would sell from \$200 to \$300, according to the reported review of the year by David Sarnoff, RCA president. It might require a year after approval of standards, he said, and full authorization of commercialization of tele broadcasting by the FCC before tele sets were available within the \$200-to-\$300 range. However, he indicated, that the erection of transmitters, planning of interesting programs and construction of relay links were more than a one-year job.
- Dec. 28—Plans were reported for the erection of powerful tele and FM stations on Cucamonga Peak, 9,000 feet above San Bernardino, Calif. Construction permits for the twin project to service more than five million people in California, Southern Nevada and Western Arizona were sought by the Broadcasting Corp. of America, operator of KPRO, Blue net outlet in Riverside.

THE PROBLEMS OF TELEVISION

By Paul Raibourn

Chairman, Postwar Planning Committee of Television Broadcasters Association, Inc.

THERE seems to be almost universal agreement on the prediction that 20 years from now use of television will have materially modified the way of life of all of us, particularly as to our amusements; perhaps as to our methods of education and probably as to those sources, such as newspapers, magazines, and radio broadcasting from which we form our impressions of what is going on in those portions of the world with which we are not in immediate contact. Even those who see little present possibility in television, speak glowingly on the fact that it will ultimately add another rich and useful medium to our existing forms of entertainment and education.

When one starts to put dates and places on the plan by which this television millennium is to be reached, one finds considerable difference of opinion among the experts as to when, how, and what with. These differences of opinion cover almost every phase of television. They do, however, fall into two classifications which are: 1, What standards and wave lengths should be used for broadcast television transmission? and 2, What commercial interests should be the ones to carry them out. Even these two are more or less inter-related.

Basic Problem

The real basic problem of broadcast television is, of course, the old one of which will come first, the chicken or the egg. This is the one about the public being unwilling to purchase large numbers of television sets at present prices until there is an ample and continuous supply of good programs, while on the other hand commercial interests will not sponsor and pay for good and expensive

television programs until they are sure they will be listened to by an audience which will buy enough products to have made the effort worth while. It is the real problem of broadcast television and planning will not overcome it. Only action can hope to do so.

The argument about standards and wave lengths can best be exemplified by paraphrasing the arguments which have lately appeared in the public press.

FM or Television

The first important debate appears to be one as to whether frequency modulation or television shall have the wave lengths, roughly between 40 to 60 megacycles in frequency. The present ability to produce large amounts of power at these frequencies and the long distance transmitting ability which these waves encompass make them particularly valuable to those who have the right to use them for their own commercial purposes.

It also appears that as one goes up in frequency to about 100 megacycles that reflections from objects do play an important part in radio transmission at frequencies above this level of broadcast. Visual images have ghosts in them and broadcast sound transmissions often are either fuzzy or subject to echoes and resonance. These are caused by reflections from buildings and many other objects.

Distribution of Channels

The distribution of channels to various interested parties in the past has been largely determined by the apparatus and knowledge available at the time the allocation was made. Having made a con-



siderable investment in apparatus for a certain channel, commercial interests naturally oppose any changes.

The present state of our knowledge seems to indicate that from the technical standpoint there are a great many reasons why frequencies below one hundred megacycles should first be made available for broadcast use and that point to point communication should be above one hundred megacycles, because of present holders of various channels hopes that this engineers' Nirvana can be realized seem small.

On the other hand, there are interests claiming to represent the interests of the show business, and to be interested primarily in show values, that state the time has come when, television being fairly successful technically at present standards, we should put considerable improvement into the picture. They suggest that finally such improvement in quality, including color, will be made so why have the public buy sets on any basis but the most perfect? The public will know it, so goes the argument, and television will be chopping off its own head by premature selling of an inferior type of result. After the public has bought because of the novelty, interest will lag and television will be back in the doldrums. They say wide bands for television should be provided above the 300 megacycles range.

Public Interest

This public interest theory is simple in that it says that John Q. Public deserves the best and that until it is available, nothing should be sold to him. Such an attitude has considerable altruistic merit but it takes only a moment of careful thought to realize that we would still be talking about having automobiles and electric refrigerators and even radios under such a theory. Another and paramount objection is that no one has been

as yet able to produce sufficient power for satisfactory broadcast at these frequencies.

It would seem, out of all this discussion, a fair prediction that engineering groups, the majority of whose members are associated with interests connected with the radio industry, will recommend standards closely approximating those now in use for commercial broadcast television. What the requirements of public and international interest will do to these recommendations are very difficult to determine until discussion has taken place with those representing such interests.

Commercial Interest

The second question, i.e., that of what commercial interests should work with broadcast television, seems even more complicated.

There is probably one basis on which some intelligent guesses can be made. Present knowledge and actual active interest in television beyond the conversational stage is limited to the radio industry and one motion picture company. The additional logical candidates for activity are other motion picture companies, newspapers, magazines, legitimate stage groups, and educational institutions. The part that these groups will play depends on how rapidly the present radio industry makes broadcast television a commercial success and develops a satisfactory pattern of operation. The longer such developments are delayed the more likely is it that these sources of programs will have absorbed possible physical facilities and radio spectrum.

No matter how broadcast television starts it is going to have plenty of ups and downs, but unless it is started on the road, and the first use is attained, it is doubtful if enough of the way will be clear to warrant the economic venture of trying to attain the next farther objective.

☆ ☆ ☆ *Television On To Victory* ☆ ☆ ☆

TELEVISION BROADCASTERS ASSOCIATION, INC.

•

Executive Office

500 Fifth Avenue, New York 18, N. Y.
Lackawanna 4-4788

Office of the Vice-President

Don Lee Broadcasting System
5515 Melrose Avenue, Hollywood, Calif.; Hollywood 8111

•

Officers

President..... Allen B. Du Mont
Vice-President..... Lewis Allen Weiss
Secretary-Treasurer..... Will Baltin
Assistant Secretary-Treasurer (Provisional)..... J. R. Poppele

Directors

F. J. Bingley, Philco Corp.; Allen B. Du Mont, Allen B. Du Mont Laboratories, Inc.; Robert L. Gibson, General Electric Co.; O. B. Hanson, NBC; E. A. Hayes, Hughes Tool Co.; C. W. Mason, Earle C. Anthony, Inc.; Worthington Miner, CBS; Paul Raibourn, Television Productions, Inc.; Lewis Allen Weiss.

Functions

Founded Jan. 1944, as a non-profit organization of television broadcasters and others engaged in any business directly connected with television broadcasting. Objects, as stated in the by-laws, are "to foster and promote the development of the art of television broadcasting; to protect its members in every lawful and proper manner; to foster, encourage and promote laws, rules, regulations, customs and practices which will be in the best interest of the public; to protect the interests of the members of the Association by opposing the enactment or adoption of any laws, rules, regulations, customs or practices which would discriminate against or in any way injure the members of this Association."



TELEVISION BROADCASTING STATIONS

As of January 1, 1944

The term "television broadcast station" means a station licensed for the transmission of transient visual images of moving or fixed objects for simultaneous reception and reproduction by the general public.

Commercial

Licensee and Location	Call Letters	Frequency (kc)	ESR (Effective Signal Radiated)
Balaban & Katz Corp. Chicago, Ill.	WBKB	60000-66000 Ch. 2	550 Condl. Cl.
Columbia Broadcasting System, Inc. New York, N. Y.	WCBW	60000-66000 Ch. 2	1000
Don Lee Broadcasting System Hollywood, Calif.	KTSL	50000-56000 Ch. 1	5600 (CP only)
General Electric Co. Schenectady, N. Y. Transmitter: New Scotland, N. Y.	WRGB	66000-72000 Ch. 3	3100 S.A. rebroadcast WNBTAural and location announcements
The Journal Co. Milwaukee, Wisc.	WMJT	66000-72000 Ch. 3	1200 (CP only)
National Broadcasting Co. New York, N. Y.	WNBT	50000-56000 Ch. 1	1800
Philco Radio & Television Corp. Philadelphia, Pa. Transmitter: Springfield Twp., Pa.	WPTZ	66000-72000 Ch. 3	500
Zenith Radio Corp. Chicago, Ill.	WTZR	50000-56000 Ch. 1	1270 (CP only)

Pending Commercial Applications

Licensee and Location	Call Letters	Frequency (kc)	POWER Visual Aural
Hughes Production Division of Hughes Tool Co. San Francisco, Calif.	————	60000-66000	740
Hughes Productions Division of Hughes Tool Co. Los Angeles, Calif.	————	60000-66000	500
WCAU Broadcasting Co. Philadelphia, Pa.	————	84000-90000	1128

TELEVISION STATIONS

Experimental

<i>Licensee and Location</i>	<i>Call Letters</i>	<i>Frequency (kc)</i>	<i>POWER</i>	
			<i>Visual</i>	<i>Aural</i>
Balaban & Katz Corp. Chicago, Ill.	W9XBK	60000-66000 Ch. 2	4 kw	2 kw
Balaban & Katz Corp. Portable—Area of Chicago, Ill....	W9XBT	204000-216000 Ch. 11 & 12 (Television Relay Station with W9XBK)	40 w	
Balaban & Katz Corp. Portable—Area of Chicago, Ill....	W9XBB	384000-396000 (Television relay station with W9XBK)	10 w	
Balaban & Katz Corp. Chicago, Ill.	W9XPR	384000-396000	10 w	
Columbia Broadcasting System, Inc. Portable—Area of New York, N. Y.	W2XCB	346000-358000 (Television relay station with WCBW)	25 w (peak) (CP only)	
The Crosley Corp. Cincinnati, Ohio	W8XCT	50000-56000 Ch. 1	1000 w	1000 w (CP only)
Allen B. DuMont Laboratories, Inc. Passaic, N. J.	W2XVT	78000-84000 Ch. 4	50 w	50 w
Allen B. DuMont Laboratories, Inc. New York, N. Y.	W2XWV	78000-84000 Ch. 4	1000 w	1000 w
Allen B. DuMont Laboratories, Inc. Portable—Area of New York, N. Y.	W10XKT	258000-270000 Ch. 15, 16 (Television relay station with W2XVT)	50 w	
Allen B. DuMont Laboratories, Inc. Washington, D. C.	W3XWT	50000-56000 Ch. 1	1000 w	1000 w (CP only)
General Electric Co. New Scotland, N. Y.	W2XI	162000-168000 Ch. 8 S.A. Relay to WRGB (Television relay station with WRGB)	50 w Peak	
General Electric Co. Schenectady, N. Y.	W2XGE	162000-168000 Ch. 8 (Television relay station with WRGB)	60 w Peak	50 w
Don Lee Broadcasting System Los Angeles, Calif.	W6XAO	50000-56000 Ch. 1	1000 w	150 w
Don Lee Broadcasting System Portable—Area of Los Angeles, Calif.	W6XDU	318000-330000 (Television relay station with W6XAO)	6.5 w	50 w
Metropolitan Television, Inc. New York, N. Y.	W2XMT	162000-168000 Ch. 8	50 w Peak	50 w (CP only)

• • • **TELEVISION STATIONS** • • •

Licensee and Location	Call Letters	Frequency (kc)	POWER	
			Visual	Aural
National Broadcasting Co., Inc. Portable—Area of New York, N. Y.	W2XBT	162000-168000 Ch. 8	400 w	
		(Television relay station with WNBT)		
National Broadcasting Co., Inc. Portable—Area of New York, N. Y.	W2XBU	282000-294000 Ch. 17 & 18	15 w	
		(Television relay station with WNBT)		
Philco Radio & Television Corp. Springfield Twp., Penna. S.A. Rebroadcast Program of WNBT	W3XE	66000-72000 Ch. 3	10000 w Peak	11000 w
Philco Radio & Television Corp. Portable—Area of Philadelphia, Pa.	W3XP	230000-242000 Ch. 13 & 14	15 w	
		(Television relay station with W3XE)		
Philco Radio & Television Corp. Portable—Area of Philadelphia, Pa.	W3XPR	230000-242000 Ch. 13 & 14	60 w (peak)	
		(Television relay station with WPTZ)		
Philco Radio & Television Corp. Portable—Mobile Area of Phila- delphia, Pa.	W3XPA	230000-242000 Ch. 13 & 14	15 w	
		(Television relay station with WPTZ and W3XE)		
Philco Radio & Television Corp. Philadelphia, Pa.	W3XPC	230000-242000 Ch. 13 & 14	15 w	
		(Television relay station with WPTZ and W3XE)		
Purdue University West Lafayette, Ind.	W9XG	66000-72000 Ch. 3	750 w	750 w (CP only)
State University of Iowa Iowa City, Iowa	W9XUI	50000-56000 Ch. 1 & 12 210000-216000	100 w	
Television Productions, Inc., Portable-Mobile Area of Los Angeles, Calif.	W6XLA	204000-216000 Ch. 11 & 12	100 w Peak	
		(CP only, television relay station with W6XYZ)		
Television Productions, Inc. Los Angeles, Calif.	W6XYZ	78000-84000 Ch. 4	4 kw Peak	1000 w
Zenith Radio Corp. Chicago, Ill.	W9XZV	50000-56000 Ch. 1	1000 w	1000 w

COMMERCIAL TELEVISION STATIONS

PERSONNEL • FACILITIES • ACTIVITIES

W B K B

CHICAGO

CHANNEL 2

Frequency.....60000-66000 Kc.
Power.....4 Kw.; 2 Kw.
Effective Signal Radiated.....796
Owned-Operated By...Balaban & Katz Corp.
Business Address.....190 N. State St.
Phone Number.....Franklin 5025
Transmitter & Antenna Location, 190 N. State St.
Time on the Air: Monday and Wednesday,
3:00 to 4:00 p.m.; Tuesday, Thursday and
Friday, 7:15 to 9:00 p.m.

Personnel

Chief Engineer.....A. H. Brolly
Four Technicians
Program Director.....Helen Carson
Ten Girls in the Program Department Who
Operate Cameras and All Equipment.

FACILITIES

One studio, three camera chains (two for live talent and one for film), one mobile unit for outdoor pickups (not being used for the duration).

ACTIVITIES

News, fashion shows, sports (indoor) such as judo, fencing, boxing; dramatic shows; musical comedies; operettas; music and variety acts such as ventriloquists, puppets, marionettes, magicians, etc.; quiz shows; educational: lessons in dancing, Spanish, exercises for health and beauty.

W T Z R

CHICAGO

CHANNEL 1

Frequency: 50000-56000 Kc.; Power: Sight
and Sound, 4500 Watts
Effective Radiated Signal.....1270
Owned-Operated By.....Zenith Radio Corp.

Business-Studio Address....6001 Dickens Ave.
Phone Number.....Berkshire 7500
Transmitter & Antenna Location...135 S. La
Salle St.
Time on the Air.....Unlimited license

Personnel

President.....E. F. McDonald, Jr.
Asst. Vice-President.....J. E. Brown

KTSL

LOS ANGELES (HOLLYWOOD)—

EST. 1931

CHANNEL 1

Frequency.....50000-56000 Kc.
Power: Sight, 4000 Watts; Sound, 2000 Watts
Effective Signal Radiated.....5600
Owned-Operated By.....Don Lee Broad-
casting System
Business-Studio Address.....3800 Mount Lee
Drive
Phone Number.....Hollywood 8255
Transmitter & Antenna Location...3800 Mount
Lee Drive
Time on the Air: Alternate Mondays, 7 to
10 p.m.

Personnel

President.....Thomas S. Lee
Vice-President and General Manager,
Lewis Allen Weiss
Director of Television.....Harry R. Lubcke
Assistant Director of Television,
Harold W. Jury
Television Engineer.....William S. Klein
Television Engineer.....Gilbert P. Wyland
Television Engineer.....Joseph N. Dean
Television Engineer.....Fred W. Mueller
Television Producer.....Jack Stewart
Film Director.....Marjorie Campbell
Building Superintendent.....Paul Marshall

FACILITIES

SYSTEM IN USE: 525 line 30-60 frame F.C.C. Standard, all electronic cathode-ray. Horizontal Polarization. Three Studio Cameras and film equipment. Two cameras of Orhicon type. Complete 100 ft. square two story television building housing one 100 ft. x 60 ft. x 30 ft. television stage, one 46 ft. x 26 ft. x 16 ft. stage, monitor, film, transmitter, makeup, and lounge rooms, offices, shop, transformer vaults, etc. Three hundred foot tower, antenna elevation 2000 ft.

K6XDU (experimental television relay station operating with KTSL) operates on 324 megacycles and is a beam relay type television transmitter used for outside pickups.

DEVELOPMENTS of 1943: **W6XAO** (experimental call letters of KTSL).

An uninterrupted schedule of television programs has been maintained during 1943, largely directed to bolster public morale in the War Effort. Specially written and produced dramas have been televised with living actors in the interests of the Red Cross Blood Donor appeals, War Bonds, USO entertainment and many others. Vaudeville shows have also been televised in which well-known Hollywood talent has appeared.

The Pasadena Community Playhouse and other organizations have presented plays such as Ibsen's "Master Builder," "Alice in Wonderland" and others.

Film subjects have included cartoons from Walt Disney and others, OWI war films, shorts, musicals, and occasionally a feature.

RECEIVERS: There are some 400 television receivers in the service area of **W6XAO**, some as far as Pomona at 35 miles away, a number in Long Beach at 25 miles away and many in cities at lesser distances. The predominant commercially manufactured television receiver is the TRK12 or 120 of RCA. There are some RCA TRK9, and approximately 50 TT5 RCA television receivers. A number of the latter are operating satisfactorily in Long Beach at 25 miles from **W6XAO**. Other commercially manufactured television receivers are the local Gilfillan G12 which is an equivalent to the RCA TRK12 and utilizes a 12-inch cathode ray tube, some Dumont 12 and 20-inch tube television receivers, the General Electric 12's and 9-inch receivers, and the Stromberg-Carlson and Stewart-Warner 12 and 9-inch receivers.

W M J T MILWAUKEE

CHANNEL 3
(C. P. Only)

Frequency: 66000-72000 Kc.; Power: Sight, 418J Watts; Sound, 3350 Watts
Effective Radiated Signal.....1200
Owned-Operated By.....The Journal Co.
Business-Studio Address.....720 East Capitol Drive
Phone Number.....Marquette 6000
Transmitter & Antenna Location.....720 East Capitol Drive

W C B W NEW YORK CITY

CHANNEL 2

Frequency: 63000-66000 Kc.; Sight, 61250; Sound, 65700
Owned-Operated By...Columbia Broadcasting System
Business Address.....485 Madison Ave.
Phone Number.....Wickersham 2-2000
Studio Address.....15 Vanderbilt Ave.
Transmitter & Antenna Location.....Chrysler Building
Time on the Air: 4 hours (or more) weekly

Persomel

Manager.....Worthington Miner
Program Director.....Gilbert Seldes
Chief Engineer.....Dr. Peter C. Goldmark

ACTIVITIES

With production of equipment halted during the National Emergency, the development of Television was suspended, pending the freeing of production facilities. Station WCBW reduced its broadcasting periods to a total of four hours a week. The studio and equipment which were previously used for full scale broadcasts of 15 hours a week were maintained and further improvements made. Technical experiments continued, though a major part of the CBS Television engineering staff devoted its time to Government work.

Now that more channels can be made available to Television in the higher frequencies, Columbia Broadcasting states that it looks forward with optimism to the time when reallocation of band widths and frequencies will offer Television the sound and healthy surroundings necessary for its full development.

W N B T

NEW YORK CITY

CHANNEL 1

Frequency: 50000-56000 Kc. (Sight, 51250; Sound, 55750); Power: Sight, 5000 Watts; Sound, 3250 Watts

Effective Signal Radiated.....1800

Owned-Operated By.....National Broadcasting Co.

Business Address.....30 Rockefeller Plaza

Phone Number.....Circle 7-8300

Studio Address.....30 Rockefeller Plaza

Transmitter and Antenna Location.....Empire State Bldg.

Time on the Air: Full time commercial license

Personnel

Manager of Television Department

John T. Williams

Chief Television Engineer....Robert E. Shelby

ACTIVITIES

Limited in its activities by the shortage of engineering talent and the necessity to conserve existing equipment, NBC operated its television station throughout most of 1943 at the minimum of 4 hours weekly permitted by the FCC. This time was filled entirely by films. During the year, several advertisers continued to use television cartoons to promote their products.

Beginning in November, NBC expanded its program service by adding occasional pickups from Madison Square Garden. About fifty television sets, contributed by RCA, NBC, and General Electric were installed in hospital recreation rooms to permit the veterans to witness events that otherwise would have been denied them because of their hospitalization. Many of the programs have been re-telecast by WRGB, Schenectady, by direct overland pickup from the Empire State Building transmitter.

Early in 1944, NBC's television service was scheduled for further expansion by reopening studio 3-H for live productions. In a statement to affiliates outlining the Company's postwar television plans, President Niles Trammell revealed that network television will be a reality. Actual operation of the network, he said, will depend on the ability of the American Telephone & Telegraph Company to obtain necessary materials and labor for the installation of coaxial cables connecting major cities or on the erection of radio relay stations.

W P T Z

PHILADELPHIA

CHANNEL 3

Frequency: 66,000-72,000 Kc.; Sight, Approximately 2½ Kw.; Sound, Approximately 3 Kw. Effective Signal Radiated...Approximately 335

Owned-Operated By.....Philco Radio & Television Corp.

Business Address.....Tioga and C Sts.

Phone Number.....Nebraska 5100

Transmitter & Antenna Location...Wyndmoor, Pa.

Time on the Air: Wednesday and Friday Evenings

Personnel

Chief Television Engineer.....F. J. Bingley

Station Manager.....Walter Merkle

Program Director.....Paul Knight

W R G B

SCHENECTADY, N. Y.

CHANNEL 3

Frequency: 66000-72000 Kc.; Power: Visual, 40,000 Watts, Oral, 20,000 Watts

Owned-Operated By.....General Electric Co.

Effective Signal Radiated.....3100

Business Address.....1 River Road

Phone Number.....4-2211

Transmitter & Antenna Location...New Scotland, N. Y.

Time on the Air.....Nine Hours Weekly

Personnel

Manager of Broadcasting.....Robert S. Pearce

Assistant to the Manager...Robert L. Gibson

Assistant to the Manager.....B. J. Rowan

Program Manager.....Robert B. Stone

Chief Engineer.....W. J. Purcell

FACILITIES

Technical facilities of Station WRGB include a direct pickup studio for live talent productions, located at 60 Washington Ave., Schenectady. It is fitted with five camera channels. A film scanning room has two cameras and three motion picture projectors—two for 35 mm. and one for 16 mm. films. Film slide, lantern slide and projectors of small opaque pictures and objects are also available.

Signals from the WRGB transmitter, located in the Helderberg mountains, New Scotland, N. Y., near Schenectady, are received over a service area with a radius of approximately 50 miles, which includes the Troy-Albany-Schenectady area.

WRGB claims the first television relay station, picking up programs from NBC in New York City, 129 miles away, and relaying them to the Capitol district area. A minimum weekly program service of nine hours is offered viewers in the area.

ACTIVITIES

During 1943 WRGB's program activities have been varied. Among the programs various types have been tried, including a bridge game by champions, dog shows, boxing and wrest-

• • • COMMERCIAL-EXPERIMENTAL TELEVISION STATIONS

ing matches, barn dances, Shakespearean plays, Gilbert and Sullivan operettas, modern comedies, news reporters and analysts. Several commercials have also been presented by the station during the past year. On November 5, WRGB presented a demonstration of how television might cover the news by televising a ten-page special edition of the Albany Times-Union.

ACTIVE EXPERIMENTAL STATIONS

W 6 X Y Z HOLLYWOOD

(Paramount Studio Lot)
CHANNEL 4

Frequency: 78,000-84,000 Kc; Power, Visual, 1,000 W; Oral, 1,000 W.

Owned-Operated By...Television Productions, Inc.

Business Address.....5451 Marathon St., Hollywood 38

Phone Number.....HOLLYWOOD 2411

Transmitter and Antenna Location,
5451 Marathon St., Hollywood 38

Time on the Air.....Six Hours Per Week

Personnel

President.....Paul Raibourn

Vice-President.....Bernard Goodwin

Vice-President.....Y. Frank Freeman

Station Director.....Klaus Landsberg

FACILITIES

Equipment includes complete apparatus for studio as well as field operation. Cameras and transmitters were built by Allen B. DuMont Laboratories, Inc. and many additional units, including electronic special-effect equipment, were designed and built by Television Productions, Inc. A relay transmitter, W6XLA, to operate in conjunction with W6XYZ, was also developed and constructed by the company. A special antenna system combining a double-cone type of antenna for video and a special four di-pole antenna for audio of its own design and construction are used. Studio facilities also include a flexible lighting arrangement, slide and background projection apparatus and screens.

ACTIVITIES

W6XYZ has operated regularly since February 1 each Wednesday and Friday night and has been producing a weekly total of four to six hours of live-talent programs. These

programs were entirely dedicated to the training of Civilian Defense volunteers until the summer of 1943, since which time entertainment as well as educational programs have been aired. These programs include gymnastic courses, museum visits, variety shows, dramatic skits and one-act plays. Technical development has been directed toward improvement and simplification in the operation of present equipment as well as to the design and construction of special effects and relay equipment.

W 2 X W V NEW YORK CITY

CHANNEL 4

Frequency:78000-84000 Kc.

Power: Eight, 5000 Watts; Sound, 1500 Watts

Owned-Operated By.....Allen B. DuMont Laboratories, Inc.

Business-Studio Address...515 Madison Ave., N. Y. C.

Transmitter and Antenna Location.....Same

Time on the Air...6 Hours Weekly, Tuesday, Wednesday and Sunday evenings.

Personnel

President.....Allen B. DuMont

General Manager.....Sam Cuff

Technical Director.....Walter E. Swenson

Chief Operating Engineer.....Sol Patreimo

Assistant Operating Engineer...Morris Barton

Audio Control Engineer.....Charles Lewis

Studio Managers...Ed Woodruff, Bob Jameson

FACILITIES

The 160-foot tower of W2XWV atop a 42-story building raises the antenna to 650 feet above sea level. Covering a service range of 35 to 50 miles, the station has regular viewers as distant as 75 miles. It is completely equipped by DuMont Laboratories. W2XWV has a studio for live-talent shows as well as film-projection facilities. It operates on an experimental license pending the granting of application for a commercial license.

ACTIVITIES

This outlet serves not only as a telecast service soon to go commercial, but also as a laboratory for practical experience. Engineering, programming and advertising sponsorship aspects of television broadcasting are being worked out in actual practice. Broadcasters, engineers, producers, performers, advertisers, advertising men and others interested in television are granted the facilities of the station.

FCC REGULATIONS REGARDING BROADCAST STATIONS FOR TELEVISION AND FACSIMILE



As of January 1, 1944

The term "visual broadcast service" means a service rendered by stations broadcasting images for general public reception. There are two classes of stations recognized in the visual broadcast service, namely: Television broadcast stations and Facsimile broadcast stations.

COMMERCIAL TELEVISION BROADCAST STATIONS

Definitions

"Television broadcast station" means a station licensed for the transmission of transient visual images of moving or fixed objects for simultaneous reception and reproduction by the general public¹.

"Television broadcast band" means the bands of frequencies allocated for television broadcast stations.

"Television channel" means a band of frequencies 6,000 kilocycles wide and which may be designated by channel numbers as in section on channel assignments in these rules or by the extreme lower and upper frequencies.

"Television transmission standards" means the standards which determine the characteristics of the television signal as radiated by a television broadcast station.

"Standard television signal" means a television signal conforming with the television transmission standards set forth in the Standards of Good Engineering Practice for television stations.

"Television transmitter" means the radio transmitter or transmitters for the transmission of both visual and aural signals.

"Visual transmitter" means the radio equipment for the transmission of the visual signal only.

"Aural transmitter" means the radio equipment for the transmission of the aural signal only.

"Visual transmitter power" means the peak power output when transmitting a standard television signal.

"Service area" means the area in which the signal is not subject to objectionable interference or objectionable fading. (Television broadcast stations are considered to have only one service

area; for determination of such area see *Standards of Good Engineering Practice for Television Broadcast Stations.*)

"Main studio" as to any television broadcast station means the studio from which the majority of the local programs originate, or from which a majority of the station identification announcements are made.

Allocation of Facilities

Basis for license.—Television broadcast stations will be licensed on the basis of the effective signal radiated (ESR) from the visual transmitter in accordance with the following:

ESR is equal to the square root of the power times the antenna field gain times the height of the antenna above the surrounding area. The power is measured in kilowatts, the gain in voltage ratio, the antenna height in feet above surrounding area.

Time of operation.—Television broadcast stations will be licensed only for unlimited time operation.

Showing required.—Authorization for a new television broadcast station or increase in facilities of an existing station will be issued only after a satisfactory showing has been made in regard to the following matters:

(a) That the service area and population which the applicant proposes to serve are computed in accordance with the Standards of Good Engineering Practice for Television Broadcast Stations. (The service area shall be consistent with and serve adequately the city or community proposed to serve in keeping with technical feasibility of coverage. The application shall be accomplished by an analysis of the computation of the service area as set forth in the application. No application for construction permit for a new station or change in service area of an existing station will be

¹ The transmission of synchronized sound (aural broadcast) is considered to be an essential phase of television broadcast and one license will authorize both visual and aural broadcasts.

accepted unless a definite site, details of proposed antenna and other data required by the application form are supplied.)

(b) That objectionable interference will not be caused to existing stations or that if interference will be caused the need for the proposed service outweighs the need for the service which will be lost by reason of such interference.

(c) That the proposed station will not suffer interference to such an extent that its service would be reduced to an unsatisfactory degree. (For determining objectionable interference, see *Standards of Good Engineering Practice for Television Broadcast Stations.*)

(d) That the technical equipment proposed, the location of the transmitter, and other technical phases of operation comply with the regulations governing the same, and the requirements of good engineering practice. (See technical regulations herein and *Standards of Good Engineering Practice for Television Broadcast Stations.*)

(e) That the applicant is financially qualified to construct and operate the proposed station.

(f) That the applicant has available adequate sources of program material for the rendition of satisfactory television broadcast service.

(g) That the proposed assignment will tend to effect a fair, efficient, and equitable distribution of radio service among the several states and communities.

(h) That the applicant is legally qualified, is of good character, and possesses other qualifications sufficient to provide a satisfactory public service.

(i) That the facilities sought are subject to assignment as requested under existing international agreements and the Rules and Regulations of the Commission.

(j) That the public interest, convenience, and necessity will be served through the operation under the proposed assignment.

Channel assignments.—The channels or frequency bands set forth below are available for assignment to television broadcast stations.

(a) Channel

No.	
1	50,000- 56,000 kc
2	60,000- 66,000 kc
3	66,000- 72,000 kc
4	78,000- 84,000 kc
5	84,000- 90,000 kc
6	96,000-102,000 kc
7	102,000-108,000 kc
8	162,000-168,000 kc
9	180,000-186,000 kc
10	186,000-192,000 kc
11	204,000-210,000 kc

12	210,000-216,000 kc
13	230,000-236,000 kc
14	236,000-242,000 kc
15	258,000-264,000 kc
16	264,000-270,000 kc
17	282,000-288,000 kc
18	288,000-294,000 kc

(b) Stations serving the same area will not be assigned channels adjacent in frequency.

(c) One channel only will be assigned to a television broadcast station.

Experimental operation. — Television broadcast stations may conduct technical experimentation directed to the improvement of technical phases of operation and for such purposes may utilize a signal other than the standard television signal subject to the following conditions:

(a) That the licensee complies with the provisions of these rules with regard to the minimum number of hours of transmission with a standard television signal.

(b) That no transmissions are radiated outside of the authorized channel and subject to the condition that no interference is caused to the transmissions of a standard television signal by other television broadcast stations.

(c) If objectionable interference would result from the simultaneous operation of a television broadcast station operating experimentally and an experimental broadcast station, the licensees shall make arrangements for operation to avoid interference.

(d) No charges either direct or indirect shall be made by the licensee of a television broadcast station for the production or transmission of programs when conducting technical experimentation.

Multiple ownership.—No person (including all persons under common control)² shall, directly or indirectly, own, operate, or control more than one television broadcast station, except upon a showing (1) that such ownership, operation, or control would foster competition among television broadcast stations or provide a television broadcast service distinct and separate from existing services, and (2) that such ownership, operation or control would not result in the concentration of control of television broadcasting facilities in a manner inconsistent with public interest, convenience, or necessity; *Provided, however,* That no person (including all persons under common control), shall directly or indirectly, own, operate, or control more than one television broadcast station that would serve substantially the same service area; and *provided, further,* That the Commission will regard the owner-

² The word "control," as used herein, is not limited to majority stock ownership, but includes actual working control in whatever manner exercised.

ship, operation, or control of more than three television broadcast stations as constituting a concentration of control of television broadcasting facilities in a manner inconsistent with public interest, convenience, or necessity.

Normal license period.—All television broadcast station licenses shall be issued so as to expire at the hour of 3 a.m., Eastern Standard Time, and will be issued for a normal license period of one year, expiring February 1.

Equipment

Maximum rated power; how determined.—(a) The maximum rated carrier power of standard television transmitters shall be the same as the manufacturer's rating of the equipment.

(b) The maximum rated carrier power of composite television transmitters shall be the sum of the applicable commercial ratings of the vacuum tubes employed in the last radio stage.

Maximum power rating and operating power.—The Commission will authorize the installation of a television transmitter having maximum power rating equal to the operating output power in accordance with the table set out in the section of these rules titled "Basis for License."

Monitors.—The licensee of each television broadcast station shall operate at the transmitter:

(a) A frequency monitor independent of the frequency control of the transmitter. The monitor shall meet the requirements set forth in the Standards of Good Engineering Practice for Television Broadcast Stations;

(b) A modulation monitor to determine that the radiated television signal complies with the television transmission standards set forth in the Standards of Good Engineering Practice for Television Broadcast Stations.

Required transmitter performance.—The external performance of television broadcast transmitters shall be capable of radiating a standard television signal meeting the minimum requirements prescribed by the Commission contained in the Standards of Good Engineering Practice. The transmitters shall be wired and shielded in accordance with the good engineering practice and shall be provided with safety features in accordance with the specifications of Article 810 of the current National Electrical Code as approved by the American Standards Association.

Indicating instruments.—The operating output power of television broadcast stations shall be measured by instruments having an acceptable accuracy.

Auxiliary and duplicate transmitters.—The provisions of the rules governing standard and high frequency broadcast stations shall also govern the use of aux-

iliary and duplicate transmitters for television broadcast stations

Changes in equipment and antenna system.—(a) No changes in equipment shall be made.

(1) That would result in emission of signals outside of the authorized television channel.

(2) That would result in the external performance of the transmitter being in disagreement with that prescribed by the Commission in the Standards of Good Engineering Practice provided that for experimental transmissions equipment changes may be made which would not render the transmitters incapable of radiating a standard television signal for the required minimum number of hours. (See section titled "Minimum Operating Schedule.")

(b) Specific authority³ is required for a change in any of the following:

(1) Increase in the maximum power rating of the transmitter.

(2) Replacement of the transmitter as a whole.

(3) Location of the transmitter antenna.

(4) Antenna system, including transmission line, which would result in a measurable change in service area or which would affect the determination of the operating power by the direct method. If any change is made in the antenna system or any change made which may affect the antenna system, the method of determining operating power shall be changed immediately to the indirect method.

(5) Relocation of main studio if new location is outside of the borders of the city, state, District of Columbia, territory, or possession.

(6) Operating output power delivered to the antenna.

(c) Specific authority,⁴ upon filing informal request therefor, is required for the following change in equipment and antenna:

(1) Indicating instruments installed to measure the antenna current or transmission line, except by an instrument of the same type, maximum scale reading and accuracy.

(2) Minor changes in the antenna system or transmission line which would not result in an increase of service area.

(3) Changes in the location of the main studio except as provided for in subsection (b) (5).

(d) Other changes, except as above provided for in this section or in Standards of Good Engineering Practice for Television Broadcast Stations prescribed

³ Formal application required. See Standards of Good Engineering practice for Television Broadcast Stations for specific application form.

⁴ Informal application by letter may be made.

by the Commission may be made at any time without the authority of the Commission, provided that the Commission shall be promptly notified thereof, and such changes shall be shown in the next application for renewal of license.

Operating output power; how determined.—The operating output power, and the requirements for maintenance thereof, of each television broadcast station shall be determined by the Standards of Good Engineering Practice for Television Broadcast Stations.

Operation

Minimum operating schedule.—(a) The licensee of each television broadcast station shall maintain a regular program operating schedule transmitting a standard television signal for a total of 4 hours per week.

(b) The aural transmitter of a television broadcast station shall not be operated separately from the visual transmitter except for experimental or test purposes, and for purposes incidental to or connected with the operation of the visual transmitter.

Station identification.—(a) A licensee of a television broadcast station shall make station identification announcement, aurally and visually, (call letters and location), at the beginning and ending of each time of operation and during operation on the hour.

(b) Identification announcements during operation need not be made when to make such announcement would interrupt a single consecutive speech, play, or any type of production. In such cases the identification announcement shall be made at the first interruption of the entertainment continuity and at the conclusion thereof.

Motion picture film.—All motion picture film employed in the broadcasts of a television broadcast station must be briefly described as such either at the beginning of the program in which such film is used, or immediately prior to the broadcast of the film. Where the film broadcast is of more than 15 minutes duration, it shall also be briefly described as such either at the end of the program or immediately following the broadcast of the film.

Logs.—The licensee of each television broadcast station shall maintain program and operating logs and shall require entries to be made as follows:

(a) Program log.

(1) Entry of the time each station identification is made.

(2) Entry briefly describing each program broadcast under the heading 'outside pickup,' 'studio production,' and motion picture film,' or combination thereof.

(3) Entry showing that each sponsored program has been announced as sponsored, paid for or furnished by the sponsor.

(4) Entry showing name of each sponsor and commodity advertised.

(b) Operating log (when transmitting a standard television signal).

(1) Entry of the time the station begins to supply power to the antenna and the time it stops.

(2) Entry of the time the program begins and ends.

(3) Entry of each interruption to the carrier waves, cause and duration.

(4) Entry of the following each thirty minutes:

i) Operating constants of the last radio stages.

ii) Frequency monitor readings.

(c) Log of experimental operation when transmitting other than a standard television signal.

(1) Entry of the time the station begins to supply power to the antenna and the time it stops.

(2) Short description of the broadcast made and its technical purpose.

(d) Where an antenna or antenna supporting structure(s) is required to be illuminated the licensee shall make entries in the radio station log appropriate to the requirements of Section 2.82(a), (b), and (c) as follows:

(1) The time the tower lights are turned on and off if manually controlled.

(2) The time the daily visual observation of the tower lights was made.

(3) In the event of any observed failure of a tower light.

i) Nature of such failure.

ii) Time the failure was observed.

iii) Time and nature of the adjustments, repairs or replacements made.

iv) Airways Communication Station (C.A.A.) notified of the failure of any tower light not corrected within thirty minutes and the time such notice was given.

v) Time notice was given to the Airways Communication Station (C.A.A.) that the required illumination was resumed.

(4) Upon completion of the periodic inspection required at least once each three months.

i) The date of the inspection and the condition of all tower lights and associated tower lighting control devices.

ii) Any adjustments, replacements or repairs made to insure compliance with the lighting requirements.

Logs; retention of.—Logs of a television broadcast station shall be retained

by the licensee for a period of 2 years, except when required to be retained for a longer period in accordance with the provisions of section 2.54 (FCC General Rules and Regulations; in this volume see Rules and Regulations regarding production by Radio Broadcast stations).

Broadcasts by Candidates for Public Office

The provisions of sections on political broadcasts of the Rules and Regulations Governing Standard and High Frequency Broadcast Stations shall also govern television broadcast stations.

EXPERIMENTAL TELEVISION BROADCAST STATIONS

The term "experimental television broadcast station" means a station licensed for experimental transmission of transient visual images of moving or fixed objects for simultaneous reception and reproduction by the general public. The transmission of the synchronized sound (aural broadcast) is considered an essential phase of television broadcasting and one license will authorize both visual and aural broadcast as herein set forth.

Under these rules for experimental television broadcast stations, the Commission will authorize experimental television relay broadcast stations for transmitting from points where suitable wire facilities are not available, programs for broadcast by one or more television broadcast stations. Such authorization will be granted only to the licensee of a television broadcast station.

A license for an experimental television broadcast station will be issued for the purpose of carrying on research and experimentation for the advancement of television broadcasting which may include tests of equipment, training of personnel, and experimental programs as are necessary for the experimentation.

Licensing Requirements

A license for a television broadcast station will be issued only after a satisfactory showing has been made in regard to the following:

1. That the applicant has a definite program of research and experimentation in the technical phases of television broadcasting, which indicates reasonable promise of substantial contributions to the developments of the television art.
2. That upon the authorization of the proposed station the applicant can and will proceed immediately with its program of research and experimentation.
3. That the transmission of signals by radio is essential to the proposed program of research and experimentation.
4. That the program of research and experimentation will be conducted by qualified personnel.
5. That the applicant is legally, financially, technically, and otherwise qualified to carry forward the program.
6. That the public interest, convenience or necessity will be served through the operation of the proposed station.

Charges

No charges either direct or indirect shall be made by the licensee of an experimental television station for the production or transmission of either aural or visual programs transmitted by such station except that this section shall not apply to the transmission of commercial programs by an experimental television relay broadcast station for retransmission by a television broadcast station.

Announcements

A licensee of a television broadcast station shall make station identification announcement aurally and visually (call letters and location) at the beginning and ending of each time of operation and during operation on the hour.

At the time station identification announcements are made, there shall be added the following:

'This is a special television broadcast made by authority of the Federal Communications Commission for experimental purposes.'

Operating Requirements

Each licensee of a television broadcast station shall diligently prosecute its program of research from the time its station is authorized.

Each licensee of a television station will from time to time make such changes in its operation as may be directed by the Commission for the purpose of promoting worthwhile experimentation and improvement in the art of television broadcasting.

Frequency Assignment

(a) The following groups of channels are available for assignment to television broadcast stations licensed experimentally:

Group A		Group B	
Channel No.	Channel	Channel No.	Channel
1	50,000-56,000 kc	8	162,000-168,000 kc
2	60,000-66,000	9	180,000-186,000
3	66,000-72,000	10	186,000-192,000
4	78,000-84,000	11	204,000-210,000
5	84,000-90,000	12	210,000-216,000
6	96,000-102,000	13	230,000-236,000
7	102,000-108,000	14	236,000-242,000
Group C		15	258,000-264,000
Any 6000 kc band above 300,000 kc excluding band 400,000-401,000 kc.		16	264,000-270,000
		17	282,000-288,000
		18	288,000-294,000

No experimental television broadcast station will be authorized to use more than one channel in Group A except for good cause shown. Both aural and visual carriers with side bands for modulation are authorized but no emission shall result outside the authorized channel.

No persons (including all persons under common control) shall control directly or indirectly, two or more experimental television broadcast stations (other than television relay broadcast stations) unless a showing is made that the character of the programs of research require a licensing of two or more separate stations.

A license for an experimental television broadcast station will be issued only on the condition that no objectionable interference will result from the transmissions of the station to the regular program transmissions of television broadcast stations. It shall at all times be the duty of the licensee of an experimental television broadcast station to ascertain that no interference will result from the transmissions of its station. With regard to interference with the transmissions of an experimental television broadcast station or the experimental or test transmissions of a television broadcast station, the licensees shall make arrangements for operations to avoid interference.

Channels in Groups B and C may be assigned to experimental television stations to serve auxiliary purposes such as television relay stations. No mobile or portable station will be licensed for the purpose of transmitting television programs to the public directly.

Power

The operating power of a television station shall be adequate for but not in excess of that necessary to carry forward the program of research and in no case in excess of the power specified in its license.

Reports

A report shall be filed with each application for renewal of station license which shall include a statement of each of the following:

1. Number of hours operated.
 2. Full data on research and experimentation conducted including the type of transmitting and studio equipment used and their mode of operation.
 3. Data on expense of research and operation during the period covered.
 4. Power employed, field intensity measurements and visual and aural observations and the types of instruments and receivers utilized to determine the service area of the station and the efficiency of respective types of transmissions.
 5. Estimated degree of public participation in reception, and the results of public observation as to the effectiveness of types of transmission.
 6. Conclusions, tentative and final.
 7. Program for further developments in television broadcasting.
 8. All developments and major changes in equipment.
 9. Any other pertinent developments.
- Special or progress reports shall be submitted from time to time as the Commission shall direct.

— FACSIMILE BROADCAST STATIONS —

The term "facsimile broadcast station" means a station licensed to transmit images of still objects for record reception by the general public.

License Qualifications

1. That the applicant has a program of research and experimentation which indicates reasonable promise of substantial contribution to the development of the facsimile broadcast service.
2. That sufficient facsimile recorders will be distributed to accomplish the experimental program proposed.
3. That the program of research and experimentation will be conducted by qualified engineers.
4. That the applicant is legally and financially qualified and possesses adequate technical facilities to carry forward the program.

5. That the public interest, convenience and/or necessity will be served through the operation of the proposed station.

Conditions of Licensing

- (a) A licensee of a facsimile broadcast station shall not make any charge, directly or indirectly, for the transmission of programs.
- (b) No licensee of any standard broadcast station or network shall make any additional charge, directly or indirectly, for the transmission of some phase of the programs by a facsimile broadcast station, nor shall commercial accounts be solicited by any licensee of a standard broadcast station or network, or others acting in their behalf, upon representation that images concerning that commercial program will be transmitted by a facsimile station.



• FM •
FREQUENCY
MODULATION



F M B I



Status of FM, A Survey



**High Frequency
Broadcast Stations**

Due to the paper shortage, the FCC regulations regarding high frequency broadcast stations were omitted. These regulations will be found starting on page 946 in the 1943 Radio Annual.



FM BROADCASTERS, INC. (FMBI)

Office of the President and Secretary-Treasurer

333 W. State Street, Milwaukee 1, Wisconsin
Marquette 6000

•
Washington, D. C.

711 Colorado Building
Myles Loucks in Charge

National 1199

Officers

President Walter J. Damm
Vice-President..... Theodore C. Streibert
Secretary-Treasurer..... L. W. Herzog

Directors

John Shepard, 3rd, John V. L. Hogan, Arthur Church, George Lang, Lee B. Wailes, Ray H. Manson,
Franklin M. Doolittle, Walter J. Damm, Theodore C. Streibert.

Functions

FMBI is a non-profit association of FM boosters founded to see that frequency modulation advances in a coordinated logical manner; to guarantee that its interests are furthered and protected and to represent the FM industry in Washington; to provide an advisory service for its membership stations; to offer liaison between broadcasters and manufacturers interpreting the problems of each; to conduct a program of promotion and publicity aimed at stimulating public interest, and to provide a competent and accurate service for the truthful dissemination of information concerning FM. Membership includes individuals and companies who have an FM station, a construction permit or an application on file with the FCC for one.



STATUS OF FM—1943-1944

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

THAT broadcasters throughout the country are thoroughly FM conscious was plainly indicated by the remarkable attendance at the FMBI convention in New York early this year. This annual meeting was the climax to a consistent promotional campaign, characterized in some quarters as the greatest in radio history, and drew more than 800 attendees from radio and allied industries, all desirous of furthering their knowledge of FM and intent upon keeping up with new developments.

During 1943, despite inability to build new outlets due to wartime restrictions, FM proceeded to make itself felt as a coming force in radio. Many applications for FM licenses desired by newspapers and newspaper-owned stations, were held in abeyance because of the FCC Order No. 79 designed to delve into the matter of publisher ownership of radio stations. When the FCC on Jan. 13, 1944, unanimously decided against any general rule regarding newspaper ownership of broadcast facilities, there naturally followed numerous applications for FM licenses by newspapers and others in and out of the industry.

When the FCC took FM out of the experimental license category and permitted it to go commercial, networks which fed their regular programs to FM outlets, decided to withdraw this carte blanche pickup. However, early this year and almost coincidental with the FM Broadcasters, Inc., annual meeting, NBC and CBS again made available its programs for such affiliates as had FM facilities. Thus many fine symphony programs and the best of commercials may be heard via this medium. Some provisos in the network permission to use their programs, have been made and the AFM is also now looking over the field for possible revenue.

While Chairman James L. Fly of the FCC has pledged that the Commission would give the broadcasters encouragement in their FM activities, he warned against the dangers of hurried postwar production on a large scale, unless on a very firm foundation. At the same

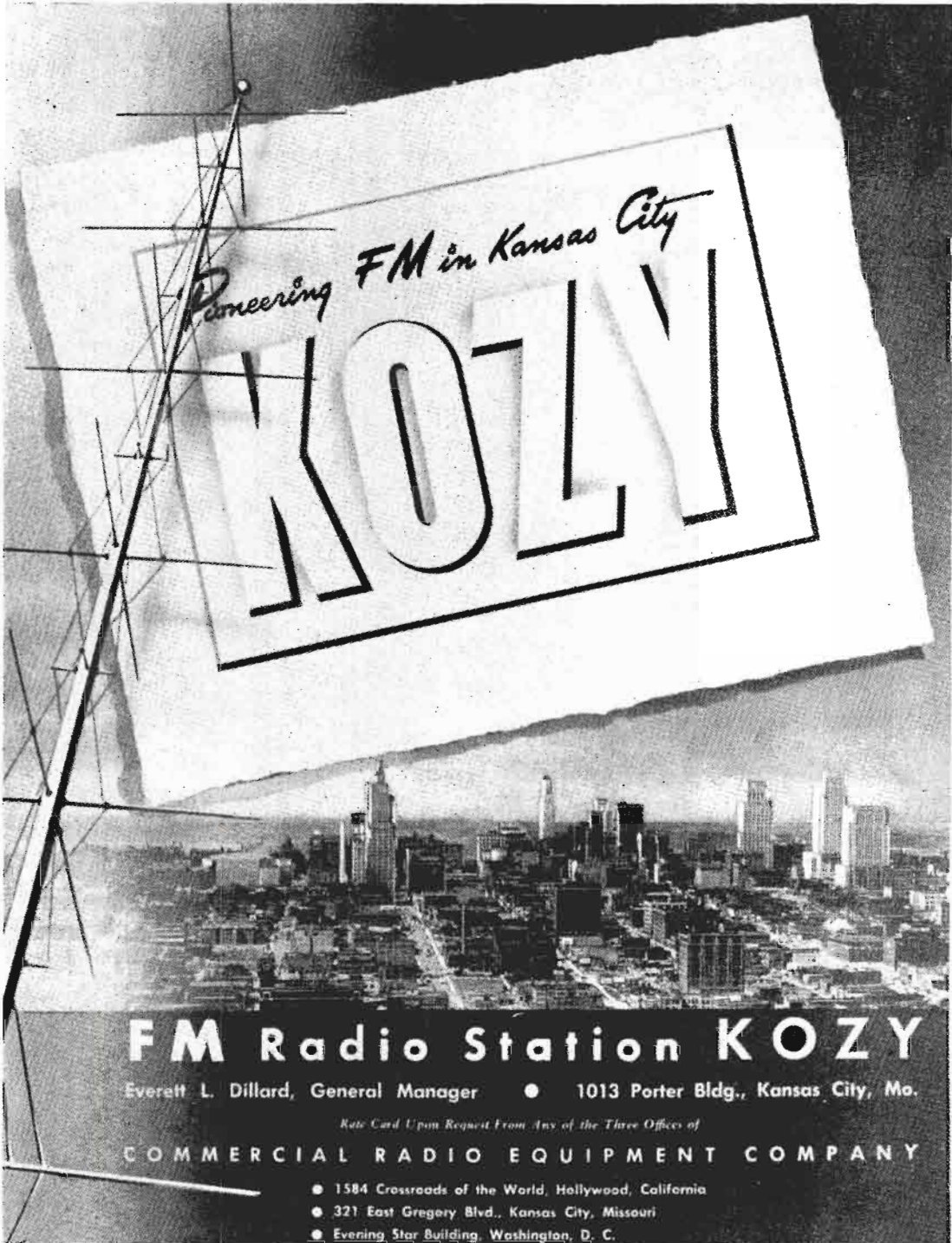
time, spokesmen for the leading manufacturing organizations revealed plans for extensive production after the war and they believed that a possible 5,000,000 FM receiving sets would be built during the first full year of postwar production. At this rate, approximately 15,000,000 such sets would be in the hands of the public during the first five years of full-scale production, all based on the invention of Major Edwin H. Armstrong.

Apart from the manufacturing and merchandising of FM sets, the leading companies equipped to put them out, announced plans to build FM transmitters on a scale to fulfill new orders and those on the backlog.

Another important development on the FM front was the appointment of William B. Lewis as executive vice-president of the American Network, Inc. This FM web has been in existence for some time, has been experimental, and active of late. Appointment of Lewis, formerly vice-president in charge of programs for CBS and more recently an official of the OWI Domestic Bureau, indicates that the FM network means business and is going ahead in the future.

Broadcasters are fully aware of both the advantages and some disadvantages of FM broadcasting, as compared to AM or standard broadcasting. Many of the problems were discussed at the annual meeting in January of this year when a panel made up of competent people from engineering, manufacturer and practical FM broadcaster fields sought to answer the questions as fairly as possible. Some of the difficulties for instance may lie with the FCC's method of issuing licenses by certain market areas, in the opinion of some FM broadcasters. Again there remains the dispute between FM and television proponents as to which shall have the higher frequencies in the spectrum.

The Radio Technical Planning Board has panels devoted to television and FM in its agenda and it is possible some conclusion may be reached through this board. Five channels in the FM have been earmarked by the FCC for non-commercial educational broadcasting.



Pioneering FM in Kansas City

KOZY

FM Radio Station KOZY

Everett L. Dillard, General Manager • 1013 Porter Bldg., Kansas City, Mo.

Rate Card Upon Request From Any of the Three Offices of

COMMERCIAL RADIO EQUIPMENT COMPANY

- 1584 Crossroads of the World, Hollywood, California
- 321 East Gregory Blvd., Kansas City, Missouri
- Evening Star Building, Washington, D. C.

HIGH FREQUENCY—FREQUENCY MODULATION BROADCAST STATIONS

The term "high frequency broadcast station" means a station licensed primarily for the transmission of radiotelephone emissions, intended to be received by the general public and operated on a channel in the high frequency broadcast band. Commercial high frequency broadcast stations must use frequency modulation.

LOCATION	Call Letters	Licensee	Frequency Kilocycles	Service Area Sq. Mi
COMMERCIAL*				
Alpine, N. J.	WFLM	Edwin H. Armstrong	43100	
Baton Rouge, La.	WBRL	Baton Rouge Broadcasting Co.	44500	8100
Binghamton, N. Y.	WBNF-FM	Wylie B. Jones Advertising Agency	44900	6500
Boston, Mass.	WBZ-FM	Westinghouse Radio Stations, Inc.	46700	
Boston, Mass.	WMTW	The Yankee Network, Inc.	43900	3100
Chicago, Ill.	WBBM-FM	Columbia Broadcasting System, Inc.	46700	
Chicago, Ill.	WDLM	Moody Bible Institute of Chicago	47500	
*Chicago, Ill.	WEHS	WHFC, Inc.	48300	10800
Chicago, Ill.	WGNB	WGN, Inc.	45900	
Chicago, Ill.	WWZR	Zenith Radio Corp.	45100	10800
Columbus, Ohio	WELD	WBNS, Inc.	44500	
Detroit, Mich.	WLOU	John Lord Booth	44900	
Detroit, Mich.	WENA	The Evening News Association	44500	6800
Evansville, Ind.	WMLL	Evansville On the Air, Inc.	44500	8400
Fort Wayne, Ind.	WOWO-FM	Westinghouse Radio Stations, Inc.	44900	
Hartford, Conn.	WTIC-FM	Travelers Broadcasting Service Corp.	45300	6100
Hartford, Conn.	WDRC-FM	WDRC, Inc.	46500	6100
*Indianapolis, Ind.	WABW	Associated Broadcasters, Inc.	47300	8400
*Jersey City, N. J.	WAAW	Bremer B/C Corp.	49500	6200
Kansas City, Mo.	KOZY	Everett L. Dillard, d/b as Commercial Radio Equipment Co.	44900	
Los Angeles, Calif.	KHJ-FM	Don Lee Broadcasting System	44500	
*Los Angeles, Calif.	KTLO	Metro-Goldwyn-Mayer Studios, Inc.	46100	7000
Milwaukee, Wis.	WMFM	The Journal Co.	44500	8500
Nashville, Tenn.	WSM-FM	National Life & Accident Insurance Co.	44700	16000
New York, N. Y.	WBAM	Bamberger Broadcasting Service, Inc.	47100	
New York, N. Y.	WNYC	City of New York Municipal Broadcasting System	43900	3900
New York, N. Y.	WABC-FM	Columbia Broadcasting System, Inc.	46700	

HIGH FREQUENCY MODULATION BROADCAST STATIONS . . .

LOCATION	Letters Call	Licensee	Frequency Kilocycles	Service Area Sq. Mi.
*New York, N. Y.....	WFGG	William G. H. Finch.....	45500	8500
New York, N. Y.....	WQXQ	Interstate Broadcasting Co.....	45900	
New York, N. Y.....	WHNF	Marcus Loew Booking Agency.....	46300	
New York, N. Y.....	WABF	Metropolitan Television, Inc.....	47500	
New York, N. Y.....	WGYN	Muzak Radio Broadcasting Station..	44700	
*Paxton, Mass.	WGTR	The Yankee Network, Inc.....	44300	19000
Boston, Mass.				
Philadelphia, Pa.	WIP-FM	Pennsylvania Broadcasting Co.....	44900	
*Philadelphia, Pa.	WLBG	Seaboard Radio Broadcasting Corp..	46500	9300
Philadelphia, Pa.	WCAU-FM	WCAU Broadcasting Co.....	46900	9300
Philadelphia, Pa.	WFIL-FM	WFIL Broadcasting Co.....	45300	9300
Philadelphia, Pa.	KYW-FM	Westinghouse Radio Stations, Inc..	45700	
Philadelphia, Pa.	WPEN-FM	William Penn Broadcasting Co.....	47300	
Pittsburgh, Pa.	WTNT	WWSW, Inc.	44700	8400
Pittsburgh, Pa.	KDKA-FM	Westinghouse Radio Stations, Inc..	47500	
Rochester, N. Y.	WHFM	Stromberg Carlson Co.....	45100	3200
Rochester, N. Y.....	WHEC, Inc.	44700	3200
*Salt Lake City, Utah.....	KSL-FM	Radio Service Corp. of Utah.....	44700	700
Schenectady, N. Y.....	WBCA	Capitol Broadcasting Co.....	44700	
Schenectady, N. Y.....	WGFM	General Electric Co.....	48500	6600
South Bend, Ind.....	WSBF	South Bend Tribune.....	47100	
Springfield, Mass.	WBZA-FM	Westinghouse Radio Stations, Inc..	48100	
Superior, Wisc.	Head of Lakes Broadcasting Co.....		44500	2754
Winston-Salem, N. C.....	WMIT	Gordon Gray	44100	69400
*Worcester, Mass.	WTAG-FM	Worcester Telegram Publishing Co..	46100	

All so licensed except those with asterisk (*).

PENDING APPLICATIONS FOR FM—APPROXIMATELY 60

There are five temporary Class 2 Experimental High Frequency B/C Stations licensed. Four are listed under experimental and indicated them by an asterisk under Commercial FM.

The fifth one is—Cincinnati, Ohio—The Crosley Corp., W8XFM—43200—1 kw.

EXPERIMENTAL

Licensee and Location	Call Letters	Frequency Kilocycles	Power Watts
Edwin H. Armstrong, Alpine, N. J.....	*W2XMN	42800	40000
KLZ Broadcasting Co., Denver, Colo.....	W9XLA	25400	100
WKY Radiophone Co., Oklahoma City, Okla.....	W5XAU	26125	100

* Operating under Special Temporary Authorization only.



THE TECHNICAL SIDE



Engineering Developments



Equipment in War and Peace



Electronics of the Future



Radio Manufacturers Assn.



*Chief Engineers of Stations
In United States and Canada*



Radio Equipment Manufacturers





**Cutting Another
RECORD
is the biggest job
of our lifetime**

Not in all Presto history have we ever produced so much of such importance . . .

As leading manufacturers of sound recording equipment, Presto has been an ever-increasing source of highly important electronic equipment for military uses.

Our facilities have been expanded—our knowledge and experience greatly broadened—our manufacturing and technical know-how daily widened.

The result will be evident in Presto post-war production and products. In the interim we are all set to cut another record in 1944—to make it an even greater year in Presto production for victory!

★ ★ ★

P.S. Invest in invasion in 1944! Not all can fight, but we all can work, sweat and save for our future. Use every dollar and dime you can spare to back the attack with War Bonds.

Presto Recording Corporation

NEW YORK 19, N. Y., U. S. A.

World's Largest Manufacturers of Instantaneous Sound Recording Equipment and Discs

EQUIPMENT IN WAR AND PEACE

By J. P. Taylor

RCA Victor Division of Radio Corporation of America

WHAT will broadcast equipment be like in the period immediately following the war? There is a widespread impression that "electronics" has taken tremendous steps forward as a result of wartime developments. If this is true, the enthusiastic reason, then radio communications and broadcasting—the oldest and still by far the most important applications of electronic power—should benefit tremendously, and equipment should be new and wondrous indeed. But this viewpoint is not universally shared. It is not, in fact, unusual to hear expressed the opinion that post-war broadcast equipment will differ not one iota from immediate pre-war models. At the present time no one can say with any certainty which viewpoint is right. Not only the duration of the war but also the manner of termination—in particular, whether reconversion comes abruptly or is gradual—will have a decided bearing. It is obvious, for instance, that should civilian production be resumed suddenly in the very near future, then pre-war models would be the only ones that could be manufactured immediately. On the other hand, if the war continues for some time and reconversion is a gradual process, then there will be more time for planning and possibly for the design and drafting of new models.

Postwar Ideas

In spite of these big question marks it is, nevertheless, possible to formulate certain ideas on post-war equipment which may be of value in a general way to station planners. In doing this we have some fairly definite things to go on. We know, for instance, that some types of pre-war equipment had reached an advanced state of development, at least as regards quality of performance. Certain audio units, line amplifiers, for instance, which were produced before the war, were capable of performance equal to any likely standards of the future. Post-war units of the same type may be different as to circuit details or mechanical construction, but they certainly will not represent revolutionary improvements. Another thing that we know is that there have been many war developments in the high frequency ranges. Thus, we can

add to the fact that standard broadcast transmitting equipment pre-war was already highly developed the additional fact that wartime work has been concentrated in other fields, and come out with the obvious answer that standard-band equipment will not be greatly different after the war. On the other hand, we are probably safe in assuming that the general advance in high frequency technique will result in further development of television and related equipment. Finally, we have still a third basis to go on in predicting post-war equipment; namely, the knowledge to be gained by a study of design trends during the decade preceding the war. Such trends can be projected forward to provide some fairly good ideas on future developments.

Since our store of knowledge of the four types of broadcasting—viz., AM, FM, Television and Facsimile—is not equivalent and the degree of development to be expected in each of the four fields also varies considerably, it seems best to analyze each separately.

AM Broadcasting Equipment

"Standard Band" or "AM" broadcasting is, for the time being at least, the biggest and most important of the four types of broadcasting. It is also the oldest and most highly developed, not only as to technique but also as to equipment. Thanks to the efforts of the FCC, transmitting equipment for AM broadcasting has been of consistently high quality for the past ten years or more. Because of this control and a strongly competitive situation—among stations as well as manufacturers—AM equipment has reached a high state of development. Moreover, there have been no inklings of any wartime developments which would greatly influence AM transmitter design.

Judging from the trend in pre-war designs we can expect changes in some transmitter models. One of these trends was toward the use of circuits of higher efficiency. Actually this trend had already approached the ultimate. All of the RCA broadcast transmitters built just before the war employed high-level-modulated circuits which are inherently of

A "3rd Front" Victory...

in Johnny's front room!

"Berlin aflame!" "Huge convoys safe!"
 "Japs driven into the sea!"

... such battle-front news by radio
 brings heart-lift a-plenty for
 the mother and dad of Johnny
 who is fighting somewhere overseas.

The high morale of the folks at home
 ... sustained by good tidings
 via the family radio ... within
 minutes of happening ... is testimony
 of another "3rd Front" victory
 for America's radio broadcasters.

Radio serves on the vital "3rd Front"
 where the minds of an entire people
 - not their bodies - is the target;
 where "sparking" 130,000,000 minds
 to work together ... and win together
as one - is the mission.

☆ ☆ ☆

On the vital "3rd Front" ...
 transmitters and communications
 equipment engineered by Westinghouse
 play an indispensable role ... offer
 tangible proof of Westinghouse
 versatility and pioneering.

New advancements
 in television ... FM ... electronics
 secrets today ... will tomorrow
 enable radio broadcasters to render
 even greater service to our country.

J-08071-A



Westinghouse RADIO DIVISION *Baltimore, Md.*
 PLANTS IN 25 CITIES ... OFFICES EVERYWHERE

high efficiency. In terms of "plate efficiency of the final stage," the usual criterion of transmitter efficiency, these transmitters had efficiencies of 85 per cent or better. This figure is not likely to be exceeded by any post-war designs.

Another trend was to the use of air-cooling (instead of water-cooling) for all tubes. In 1936 RCA introduced the first air-cooled 5 KW transmitter and in 1941 an air-cooled 50 KW. After the war the transmitters of all manufacturers will probably use air-cooled tubes.

Use of fewer and fewer tubes, with corresponding circuit simplification, has been another long time trend in broadcast transmitters. A 250 watt transmitter of 1932 vintage used a total of 20 tubes (plus a motor generator). In 1941 RCA produced a 250 watt transmitter using only 10 tubes total. These simplifications were due in most part to improvement in available tubes or to design of new tubes. Although few new low frequency tubes have been developed during the war, the further eventual improvement of tubes is a certainty.

Early broadcast transmitters had component parts mounted on horizontal shelves so that checking or replacing a defective component was difficult because of the poor accessibility. In 1936 RCA introduced "vertical-chassis" construction which by eliminating shelves and spreading out components greatly improved accessibility. The same transmitter introduced a new concept of "streamlined" styling based purely on functional design. These innovations started a trend which continued up to the beginning of the war. The most recent advance in this respect is marked by the RCA 5-E transmitter in which "front-access" to all parts is provided along with the ultimate in component accessibility.

In audio equipment for AM broadcasting—and the same equipment will be used for FM—there will undoubtedly be model changes. Here again, however, radical changes are unlikely. Microphones were pretty good before the war. The high-quality ribbon mikes, the "velocity" and the "uni-directional," which were developed and pioneered by RCA have been extensively used in the field of high-quality broadcasting. Turntables, following the trend of recent years, will continue to improve in quality. Just before the war RCA added a universal pick-up head (plays vertical or lateral cut records) to its de luxe turntable, thereby simplifying operating problems. Recording equipments, too, will improve in quality as broadcasters become educated to desirability of having the best that money could buy. In studio audio equipments

packaged units such as the RCA Consolette will undoubtedly become more and more popular. Custom-built RCA installations were also increasing rapidly in number just before the war. Made up from standard units, they provide a means of meeting individual station requirements at a minimum cost.

FM Broadcasting Equipment

The place of FM broadcasting is one of the biggest questions facing the industry today. Any early doubts as to the value and future of FM seem to have been well dispelled. FM has a future—and a big one! The question is: Where does it fit in with AM broadcasting? Many a present broadcaster would like to know whether to expand his AM facilities or save his money for FM—or for Television! Despite these questions it is obvious that FM will expand rapidly—and that a lot of FM equipment will be installed.

While FM transmitters operate in a different frequency band and employ circuits at variance with AM equipment, the design of FM transmitters resembles that of the more conventional models and will undoubtedly follow even more closely as time goes on.

Taking a quick look at the pre-war trends in FM transmitters, we note that the most outstanding was that toward simplification of circuits and reduction in number of tubes used. Early models used as many as 20 tubes in the modulator unit alone—a 1 KW transmitter employed more than 40 tubes. The RCA 1 KW FM transmitter introduced in 1940 used only five tubes in the modulator, 20 in the whole transmitter. Prior to the war RCA had developed and was ready to put into application some novel FM circuits. These will be incorporated in apparatus produced in the post-war period.

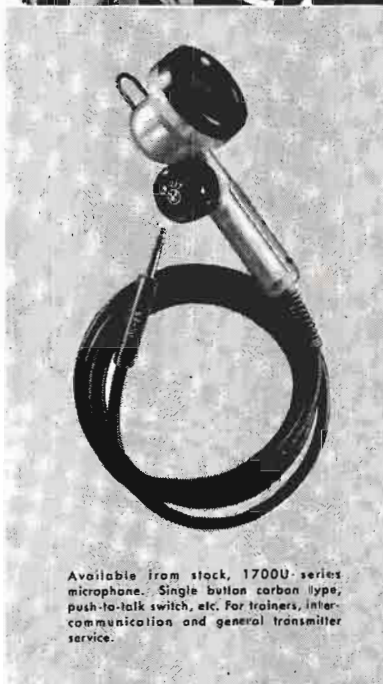
Another trend which developed as the older and larger transmitter manufacturers entered the field was a movement toward building "FM transmitters like de luxe AM transmitters." The high-quality of construction standards (as well as performance), the streamlined styling and the features of accessibility developed in many years of AM experience were thus made available in FM transmitters. The very last FM transmitters produced before the war—such as the RCA 10 KW—were outstanding in this respect. They foretold an era in which FM transmitters would take on the appearance of professionalism typical of present-day AM installations.

That post-war FM equipment will comprise a complete line is fairly certain.

(Please Turn to Page 964)

Voice communications on every front...

Whether by radio or land wire telephone, a voice command gets the job done with clarity and speed.



Available from stock, 1700U series microphone. Single button carbon type, push-to-talk switch, etc. For trainers, inter-communication and general transmitter service.

UNIVERSAL microphones are playing a vital part in voice communications of all the Armed Forces . . . being the first instrument through which a command is given. Care must be taken that the electronic patterns of the voice are held true for the many electrical circuits through which they must later pass. UNIVERSAL microphones with their precise workmanship are carrying the message through in all forms of voice communication whether from a tank, ship or aeroplane. UNIVERSAL products meet all U. S. Army Signal Corps Laboratory tests. Standardization of parts, inspection, and workmanship of high order combined with the best of material, make UNIVERSAL'S microphones and accessories outstanding in every application.

U. S. Army Signal Corps and U. S. Navy plugs and jacks are offered as voice communication components to manufacturers of transmitters and sound equipment for the Armed Forces. Catalog No. 830 contains complete details.



UNIVERSAL MICROPHONE CO. LTD.
INGLEWOOD, CALIFORNIA

FOREIGN DIVISION, 301 CLAY ST., SAN FRANCISCO 11, CALIF. • CANADIAN DIVISION, 560 KING ST. W., TORONTO 2, ONTARIO

ELECTRONICS OF THE FUTURE

By *Dr. Walter R. G. Baker*

Vice-President in Charge of Electronics, General Electric Co.

ELECTRONICS is a serious science. Already it is an important business. It is going to affect the lives and fortunes of every one of us in the years ahead and I believe the fundamentals of that science and that business deserve consideration.

Man has always been curious about the composition of his environment and for this reason people are interested in electronics. Until the 17th century the reasoning of Aristotle, that everything was made of earth, air, fire and water, was generally accepted. The alchemists—opportunists of their time—thought this a fine idea, since by changing the proportions of these four “substances” it should be possible to obtain gold and silver, cheap. They were closer to the truth as we know it today than they had any right to be.

Role of Electrons

Scientists began to talk about electrons 40 years ago and since then we have learned that all the manifestations of what we call electricity are due to electrons. We know that electric current is the harnessing, the channeling, the coordinated flow of electrons.

We know that to light a 40-watt, 110-volt lamp there must pass through the filament, each second, 2,300,000 electrons. But this is not electronics. In the sense we use the term today we mean this raw material, these electrons freed from the bondage of wires, freed from the attractive force operating within the atom. Electrons are electricity in the raw.

Electronics is not a product such as an airplane, or a turbine, or a locomotive. It is a branch of science like chemistry and, as chemistry, is not limited to the manufacture of synthetic rubber or plastics; neither is electronics limited to radio, or television, or communication, or locator systems.

In order to free electrons from the atom, there are three things that can be done: electrons may be knocked out of atoms by violent impact from high-speed

particles; they may be liberated by some form of wave energy such as light rays; they may be freed by heat. The heat method is presently the most important. It is used in millions of electronic tubes such as those in your radio. Actually the hot filament wire boils out electrons in much the way steam comes out of a kettle.

The electronic tube is the most important tool for developing the business end of electronics. The reason why seemingly magical things can be accomplished with electronic tubes is this: during the split second when the electric current is a flow of free electrons in the tube, it can be controlled with a degree of ease, speed and precision that is impossible when the electrons are imprisoned in the wire. With an electronic tube, the current can be stopped, started again, increased or decreased—instantaneously, smoothly and accurately; and without mechanical movement, noise or vibration.

Shortly after World War I, the electronic tube gave birth to its first major business—radio broadcasting.

Frequency Modulation

Shortly before World War II, a new method of radio broadcasting—Frequency Modulation—was started. FM is a new kind of radio wave. It reduces static to the vanishing point and provides a high-fidelity “natural-color” reproduction of sound impossible with present day radio. FM also makes it possible to have not 90 but several thousand radio stations in the United States—all broadcasting without interfering with one another—contrasted with the limited number possible with the present system.

There is little question but that the advantages offered to the consumer by frequency modulation will obsolete the 60,000,000 radio receivers now in American homes.

Radio broadcasting, a \$300,000,000 a year industry, giving employment to thousands and enjoyment to millions, would not exist had we not learned how

☆ ☆ *Electronics* [On To Victory] ☆ ☆ ☆

to control the electron with a device called the electronic tube.

Television Progress

Certainly television will come after the war, but how soon cannot be definitely stated. It will not be at once, since a large investment must be made in television transmitters and some system of connecting transmitters into a network. Whether the inter-connection will be by means of radio, coaxial cable, or wave guides depends upon many factors. The problem certainly can be resolved, but it will take time to work out—not only the technical solution, but what is perhaps of more importance, the economics.

The technical progress due to the war will have a more direct effect on television than on radio broadcasting. This is equally true as applied to some portion of the economics of television equipment. For example, the productive capacity available for cathode ray or picture tubes will be greater than before the war.

Things to Come

The influence of television on our lives from both a national and international viewpoint is a most interesting and fascinating question. What little we know about the electron has, among other things, brought forth the electronic tube. This tube has made possible worldwide wire and wireless communication and sound broadcasting which has brought not merely a more compact world, but a social awakening, an integration of the masses, and a new intellectual activity, the full effect of which we do not as yet realize. To this statement, if we add the old Chinese proverb that "A picture is worth 10,000 words," we begin to see the enormous potentialities of television.

Electronics is reaching into every branch of industry. There are many industrial applications where electronics can do the work better than other types of equipment; in others, electronics is the only possible way of accomplishing the result.

EQUIPMENT IN WAR AND PEACE . . . By J. P. Taylor

(Continued from Page 961)

Before the war RCA had offered (and, in fact, installed) station equipments complete "from microphone to antenna." The audio equipments for these installations were obtained by slight modifications of some of the AM units which sufficed to bring these up to FM standards. After the war all RCA audio units will be capable of FM quality transmission and thereby suitable for use interchangeably in either AM or FM systems. RCA also had a complete line of FM monitoring equipment—including the only standard field intensity meter suitable for use in this range. After the war RCA will have improved models of these.

So-called S-T-L (studio-transmitter-link) transmitters have played considerable part in FM discussions. They insure "FM quality" lines where otherwise unobtainable and provide probably the only satisfactory means of feeding programs to remote stations such as those on mountain tops.

Television Broadcasting Equipment

Television is an art which, while backed up by many years of research and development work, is still subject to important advances. In the past television transmitters have been limited to operation on the lower frequency channels assigned by the FCC. It is obvious that when television service is established it will be necessary to have equipment capable of operation on any of the assigned channels. It may be expected, therefore, that

television transmitters will become available for operation on higher frequencies than at present.

In connection with television studio and remote pickup equipment, changes appear to be less radical. Satisfactory equipments of high quality have been developed and were in use prior to the war. New camera pickup tubes of improved sensitivity were made available by RCA shortly before the war. Since improvement in camera sensitivity will go far to solve the lighting problem and may make large and complicated lighting setups unnecessary, it may be expected that development of more sensitive cameras will continue. Remote equipments will be very important because of the part such pickups will play in producing a source of local programs.

Facsimile Broadcasting Equipment

A discussion of broadcasting equipment is not complete without some mention of facsimile. The pre-war experiments with facsimile broadcasting were inconclusive. Some of this may be attributed to the need for a more definite knowledge of the public's requirement for facsimile service. Speed of reproduction, paper size, etc., are factors which manufacturers can control by proper design of equipment. Certainly with additional experience and recent technical progress, facsimile equipment can be supplied to meet the needs of broadcast service.

RADIO MANUFACTURERS ASSOCIATION

Officers and Executive Personnel—1942-1943

Headquarters: 1317 F. St., N.W., Washington, D. C.

President

Paul V. Galvin, Galvin Manufacturing Corp., Chicago, Ill.

Executive Vice-Pres.-General Mgr.

Bond Geddes, 1317 F St., N. W., Wash-
ington, D. C.

Vice-Presidents

Ray H. Manson, Stromberg-Carlson Tele-
phone Mfg. Co., Rochester, N. Y.

M. F. Balcom, Sylvania Electric Products,
Inc., Emporium, Pa.

G. W. Henyan, General Electric Co.,
Schenectady, N. Y.

Ray F. Sparrow, P. R. Mallory & Co.,
Indianapolis, Ind.

James P. Quam, Quam-Nichols Company,
Chicago, Ill.

Treasurer

Leslie F. Muter The Muter Company,
Chicago, Illinois.

Secretary

Bond Geddes, 1317 F Street, N. W., Wash-
ington, D. C.

General Counsel

John W. Van Allen, Liberty Bank Build-
ing, Buffalo, New York.

RMA BOARD OF DIRECTORS

Term Expiring 1943

P. S. Billings, Belmont Radio Corpora-
tion, Chicago, Illinois.

Octave Blake, Cornell-Dubilier Electric
Corp., S. Plainfield, N. J.

H. C. Bonfig, RCA Manufacturing Co.,
Camden, New Jersey.

James T. Buckley, Philco Corporation,
Philadelphia, Pa.

James C. Daley, Jefferson Electric Co.,
Bellwood, Ill.

Paul V. Galvin, Galvin Manufacturing
Corporation, Chicago, Illinois.

W. P. Hilliard, Bendix Radio, Baltimore,
Md.

J. J. Kahn, Standard Transformer Corp.,
Chicago, Ill.

E. A. Nicholas, Farnsworth Television
& Radio Corp., Fort Wayne, Indiana.

H. E. Osmun, Centralab, Milwaukee,
Wis.

James P. Quam, Quam-Nichols Co., Chi-
cago, Ill.

David T. Schultz, Raytheon Production
Corporation, Newton, Massachusetts.

Ernest Searing, International Resistance
Co., Philadelphia, Pa.

Ray F. Sparrow, P. R. Mallory & Co.,
Indianapolis, Ind.

Term Expiring 1944

E. Alschuler, Electrical Research Labs.,
Inc., Evanston, Illinois.

W. R. G. Baker, General Electric Com-
pany, Bridgeport, Connecticut

Roy Burlew, Ken-Rad Tube and Lamp
Corporation, Owensboro, Kentucky

A. H. Gardner, Colonial Radio Corpora-
tion, Buffalo, New York

Ray H. Manson, Stromberg-Carlson Tel-
ephone Manufacturing Co., Rochester,
New York.

A. S. Wells, Wells-Gardner & Company,
Chicago, Illinois.

Term Expiring 1945

Ben Abrams, Emerson Radio & Phono-
graph Corporation, New York, N. Y.

M. F. Balcom, Sylvania Electric Products,
Inc., Emporium, Pa.

- R. C. Cosgrove, The Crosley Corporation, Cincinnati, Ohio.
 L. L. Kelsey, Stewart-Warner Corp., Chicago, Ill.
 J. J. Nance, Zenith Radio Corp., Chicago, Ill.
 G. W. Thompson, Noblitt-Sparks Industries, Inc., Columbus, Indiana.

RMA STANDING COMMITTEES

Executive Committee

- Paul V. Galvin, Chairman
 Ben Abrams
 W. R. G. Baker
 M. F. Balcom
 H. C. Bonfig
 James T. Buckley
 Ray H. Manson
 J. J. Nance
 James P. Quam
 Ray F. Sparrow
 Leslie F. Muter

Credit Committee

- J. J. Kahn, Chairman, Standard Transformer Corp.
 Eastern Division:
 Henry Pope, Vice-Chairman, National Union Radio Corp.
 Western Division:
 E. R. Carlson, Vice-Chairman, Crowe Name Plate & Mfg. Co.

Engineering Department

- Dr. W. G. Baker, Director, General Electric Co.
 Virgil M. Graham, Assistant Director, Sylvania Electric Products, Inc.

RMA DIVISIONS

- Sets: Ray H. Manson, Chairman
 Tubes: M. F. Balcom, Chairman
 Transmitter: G. W. Henyan, Chairman
 Parts: Ray F. Sparrow, Chairman
 Amplifier & Sound Equipment: James P. Quam, Chairman

Export Committee

- W. A. Coogan, Chairman, Hygrade Sylvania Corp.

Legislative Committee

- A. H. Gardner, Chairman, Colonial Radio Corporation

Membership Committee

- Ernest Searing, Chairman, International Resistance Co.

Traffic Committee

- O. J. Davies, Chairman, RCA Manufacturing Company, Inc.

RMA SPECIAL COMMITTEES

By-Laws and Organization Committee

- Leslie F. Muter, Chairman

Replacement and Repair Parts Committee

- J. J. Kahn, Chairman

Service Committee

- M. J. Schinke, Chairman

RMA Engineering Department

Director: Dr. W. R. G. Baker, General Electric Co., Bridgeport, Conn.

Assistant Director: Virgil M. Graham, Sylvania Electric Products, Inc., Emporium, Pa.

RMA Data Bureau: L. C. F. Horle, 90 West St., New York, N. Y.

Military Standards Committee: Roger M. Wise, Sylvania Electric Products, Inc.; R. H. Fidler, Tung-Sol Lamp Works; J. J. Farrell, General Electric Co.; W. L. Webb, Bendix Radio; D. D. Israel, Emerson Radio & Phonograph Corp.; William Angus, General Electric Co.; H. H. Willis, Sperry Gyroscope Co.; D. G. Little, Westinghouse Electric & Mfg. Co.

Electron Tube Section: R. M. Wise, Chairman Sylvania Electric Products, Inc.; R. H. Fidler, Vice-Chairman, Tung-Sol Lamp Works.

Committees

Receiving Tubes: Dr. P. T. Weeks, Chairman, Raytheon Production Corp.

Cathode Ray Tubes: Dr. T. T. Goldsmith, Chairman, Allen B. DuMont Laboratories, Inc.

Transmitting Tubes: O. W. Pike, Chairman, General Electric Co.

• • • **RADIO MANUFACTURERS ASSOCIATION** • • •

Vacuum Sealed Devices: Dr. A. M. Glover, Chairman.

Type Designations: R. S. Burnap, Chairman.

Mechanical Standardization: E. F. Peterson, Chairman.

Gaseous Control and Conversion Tubes: D. D. Knowles, Chairman.

Transmitter Section: J. J. Farrell, Chairman, General Electric Co.; W. L. Webb, Vice-Chairman, Bendix Radio.

Committees

Fixed Station Transmitters: J. A. Hutchinson, Chairman, Westinghouse Electric & Mfg. Co.

Mobile Transmitters: Frank A. Gunther, Chairman, Radio Engineering Laboratories.

Field Transmitters: D. Mitchell, Chairman, Galvin Manufacturing Corp.

Air Borne Transmitters: M. M. Hucke, Chairman, RCA Manufacturing Co.

Marine Transmitters: E. F. Herzog, Chairman, General Electric Co.

Receiver Section: Dorman D. Israel, Chairman, Emerson Radio & Phonograph Corp.; William Angus, Vice-Chairman, General Electric Co.

Committees

Fixed Station Receivers: A. G. Manke, Chairman, General Electric Co.

Mobile Receivers: B. Ray Cummings, Chairman, Farnsworth Television & Radio Corp.

Field Receivers: G. E. Gustafson, Chairman, Zenith Radio Corp.

Air Borne Receivers: I. J. Kaar, Chairman, General Electric Co.

Marine Receivers: C. Gunther, Chairman, RCA Manufacturing Co.

Electronics Applications Section (Non-Communications): H. H. Willis, Chairman, Sperry Gyroscope Co.; D. G. Little, Vice-Chairman, Westinghouse Electric & Mfg. Co.

RADIO TECHNICAL PLANNING BOARD

Dr. W. R. G. Baker, Chairman, General Electric Co.

Virgil M. Graham, Secretary, Sylvania Electric Products, Inc.

Dr. Ralph Bown, Bell Telephone Laboratories, Inc.

Leonard H. Hole, Columbia Broadcasting System, Inc.; Dr. P. C. Goldmark, Alternate.

Allen B. DuMont, Allen B. DuMont Laboratories, Inc.; Dr. T. T. Goldsmith, Alternate.

B. Ray Cummings, Farnsworth Television & Radio Corp.; Madison Cawein, Alternate.

Dr. E. F. W. Alexanderson, General Electric Co.; I. J. Kaar, Alternate.

Daniel E. Harnett, Hazeltine Service Corp.; W. A. MacDonald, Alternate.

Albert I. Lodwick, Hughes Tool Co.; A. F. Murray, Alternate.

Dr. Alfred N. Goldsmith, Institute of Radio Engineers; H. A. Wheeler, Alternate.

E. W. Engstrom, RCA Mfg. Co.; Dr. C. B. Jolliffe, Alternate.

D. G. Little, Westinghouse Electric & Mfg. Co.

J. V. L. Hogan, National Association of Broadcasters; L. C. Smeby, Alternate.

David B. Smith, Philco Corp.; F. J. Bingley, Alternate.

Dr. R. H. Manson, Stromberg-Carlson Telephone Mfg. Co.; Dr. G. R. Town, Alternate.

Paul Raibourn, Television Productions, Inc.

John R. Howland, Zenith Radio Corp.; J. E. Brown, Alternate.

CHIEF ENGINEERS

OF STATIONS IN UNITED STATES AND CANADA

AS OF JANUARY 1st, 1944

Through a radio manpower survey conducted by RADIO DAILY, it was proved that networks and independent stations alike are doing a most commendable job in keeping the forces on the home front in contact with the ever-occurring incidents on the fighting fronts via the indispensable efforts of the engineering departments. Despite the heavy drainage on manpower in this particular department, no more than six very small stations were forced to discontinue operations for the duration.

Alabama

Anniston, WHMA.....James Hudson
Bessemer, WJLD.....Calaway M. Callicott
Birmingham,
WAPI.....Norman S. Hurley
WBRC.....G. P. Hamann
WSGN.....Gordon Bishop
Dothan, WAGF.....John T. Hubbard
Decatur, WMSL.....Calloway M. Callicott
Gadsden, WJBY.....L. O. Bruner
Huntsville, WBHP.....John Garrison
Mobile,
WALA.....Raymond Hurley
Montgomery,
WCOV.....W. D. Weatherly
WSFA.....Cliff Shelkofsky
Muscle Shoals, WLAY.....John W. Smith
Opelika, WJHO.....F. Marion Hyatt
Selma, WHBB.....T. F. Kelley, Jr.

Arizona

Globe, KWJB.....Herbert Hartman
Jerome, KCRJ.....Wayne Fernyhough
Lowell, KSUN.....Earl Hickman
Phoenix,
KOY.....Francis A. Higgins
KPHO.....Louis Sublett
KPAR.....Harold Haughwout
Prescott, KYCA.....Frederick R. Blackburn
Safford, KGLU.....Herbert Hartman
Tucson, KTUC.....Cliff Livingston
Yuma, KYUM.....Leavenworth Wheeler

Arkansas

Blytheville, KLCN.....Bob Connor
El Dorado, KELD.....A. W. Hearin
Fort Smith, KFPW.....John M. Van Horn
Helena, KFFA.....J. C. Warren
Hot Spring National Park, KTHS.....Cecil Suitt
Little Rock,
KWFC.....Melvin P. Spann
KARK.....Dan L. Winn
KGH.....K. F. Tracy
KLRA.....K. F. Tracy
Siloam Springs, KUOA.....Kenneth Maxwell
Texarkana, KCMC.....Charles Mathis

California

Bakersfield,
KERN.....Verne Shatto
Beverly Hills, KMPC.....James LaShaum
Chico, KHSL.....Emery P. Milburn
Eureka, KIEM.....Alvor Olson

El Centro, KXO.....James Coin
Fresno,
KARM.....John F. Scales
KPRE.....Sheldon Anderson
KMJ.....William N. Wallace
Long Beach, KGER.....Ronald Oakley
KFOX.....L. W. McDowell
Los Angeles,
KECA.....H. L. Blatterman, Curtis W. Mason
KFAA.....Owen J. Ford
KFT.....H. L. Blatterman, Curtis W. Mason
KFSG.....Myron Kluge
KFVD.....William Gass
KFWB.....Harry Myers
KGFJ.....Homer Obuchon
KHJ.....Frank Kennedy
KMTR.....Pete Wilson
KNX.....Lester H. Bowman
KRKD.....Willis O. Freitag
Marysville, KMYC.....B. B. Ballard
Merced, KYOS.....Malcolm R. Beavers
Monterey, KDON.....Edward C. Duty
Oakland,
KLS.....Howard Faulknor
KLX.....Ros Smith
KROW.....C. E. Downey
Pasadena,
KPAS.....John A. Smithson
KPWK.....Paul Spargo
Redding, KVCV.....Charles Castor, Jr.
Riverside, KPRO.....Fred Hammond
Sacramento,
KFBK.....Stan Sronce
KROY.....Howard Martinean
San Bernardino, KFXM.....Richard T. Sampson
San Diego,
KFMB.....Charles A. Cooper
KGB.....William G. Collins
San Francisco,
KFRC.....Jim McArdle
KGO.....R. B. Palmer
KPO.....George Greaves
KSAN.....N. J. Patterson
KSFO.....Royal V. Howard
KYA.....Paul C. Schulz
San Jose, KQW.....Ken Owen
San Luis Obispo, KVEC.....Earl Travis
Santa Ana, KVOE.....Wallace S. Wiggins
Santa Barbara,
KDB.....William C. Buckley
KTMS.....Bill McHardie
Santa Rosa, KSRO.....Howard McCauley
Stockton,
KDGM.....Lloyd Amoo
KWG.....Lee Berryhill
Visalia, KTKC.....Bert Williamson
Watsonville, KHUB.....A. J. Cronin

Colorado

Colorado Springs, KVOR.....H. C. Strang
 Denver,
 KFEL.....Howard Johnson
 KLZ.....Harvey Wehrman
 KMYR.....Glen James
 KOA.....Robert H. Owen
 KVOD.....W. D. Pyle, T. C. Ekrem
 Durango, KIUP.....John L. Antic
 Grand Junction, KFXJ.....Eph Towae
 Greeley, KFKA.....Kenneth Cooper
 Pueblo, KGHF.....Phil Gundy

Connecticut

Bridgeport,
 WICC.....George Keich
 WNAB.....Vincent De Laurentis
 Hartford,
 WDRC.....Italo A. Martino
 WNBC.....Roger B. Holt
 WTIC.....H. D. Taylor
 WTHT.....Charles S. Masini
 New Britain, WNBC.....Rogers B. Holt
 New Haven, WELI.....Fred T. King
 New London, WNLC.....Gerald T. Morey
 Waterbury,
 WATR.....Harold Thomas
 WBRV.....Frank Hales
 Stamford, WSRB.....Edward Markman

Delaware

Wilmington, WILM.....J. E. Mathiot
 WDEL.....J. E. Mathiot

District of Columbia

Washington,
 WINX.....Ralph E. Cannon, Jr.
 WTOP.....Clyde Hunt
 WMAL.....Dan Hunter
 WOL.....Harry Lyon
 WRC.....A. E. Johnson
 WTOP.....Donald Cooper
 WWDC.....Ray Carson
 WWDC.....Ross H. Berille

Florida

Daytona Beach, WMFJ.....W. Wright Esch
 Fort Lauderdale, WFTL.....Fred Clark
 Gainesville, WRUF.....Dr. Palmer Craig
 Jacksonville,
 WJAX.....John T. Hopkins, 3rd
 WJHP.....B. Hayford
 WMBR.....E. B. Vordermark
 WPDQ.....James R. Donovan
 Lakeland, WLAK.....Wm. P. Lee
 Lake Worth, WWPG.....Paul McGinty
 Miami,
 WIOD.....Wilton R. Chiles
 WQAM.....James Burke, Jr.
 Miami Beach, WKAT.....Arthur Smith, Thomas Mæree
 Ocala, WTCM.....Beecher Hayford, Joyce Dice
 Orlando,
 WDDB.....J. E. Yarbrough
 Palm Beach, WWPG.....Paul McGinty
 Panama City, WDLP.....Beecher Hayford
 St. Augustine, WFOY.....Pat Bernhard
 St. Petersburg,
 WSUN.....Louis J. Link
 WTSP.....Wm. D. Mangold
 Sarasota, WSPB.....Bill Sheetz
 Tallahassee, WTAL.....William A. Snowden, Jr.
 Tampa,
 WDAE.....William Pharr Moore
 WFLA.....Joe Mitchell
 West Palm Beach, WJNO.....E. Whitt MacDowell

Georgia

Albany,
 WALB.....De Forest T. Layton
 WGPC.....Charles M. Kinnett
 Atlanta,
 WAGA.....Al Jones
 WATL.....R. W. Minton
 WGST.....Ben Akerman
 WSB.....C. F. Daugherty
 Augusta,
 WGAC.....John Lyon
 Augusta, WRDW.....Harvey Aderhold
 Brunswick, WMOG.....Kenneth E. White
 Cedartown, WGAA.....Clarence Landress

Columbus, WRBL.....Wilfred Siddle
 Cordele, WMJM.....Clayton Lee
 Dalton, WBLJ.....W. C. Roberts
 Gainesville, WGGG.....F. K. Brown
 La Grange, WLAG.....James M. McKay
 Macon,
 WBML.....H. S. Goodrich
 WMAZ.....George P. Rankin, Jr.
 Moultrie, WMGA.....James Wilder
 Rome, WRGA.....R. L. Starr
 Savannah,
 WSAV.....Meredith E. Thompson
 WTOG.....Claude M. Gray
 Toccoa, WRLC.....Wm. S. Kilgore
 Valdosta, WGOV.....C. E. Watkins
 Waycross, WAYX.....John T. Tobola
 West Point, WDAK.....Dige Bishop

Idaho

Boise, KIDO.....James Johtz
 Lewiston, KRLL.....Milton MacLafferty
 Nampa, KFSD.....Eddie Hurt
 Pocatello, KSEI.....Henry H. Fletcher
 Twin Falls, KTFI.....Franklin V. Cox
 Wallace, KWAL.....Charles Crane

Illinois

Aurora, WMRO.....Philip Olson
 Chicago,
 WAAF.....Carl Uhrlich
 WAIT.....Edward J. Jacker
 WBBM.....J. J. Beloung
 WEDC.....Chester Lewicki
 WENR.....E. C. Hortsman
 WGES.....Edward N. Jacker
 WGN.....George Lang
 WJJD.....Walter Myers
 WLS.....Thomas L. Rowe
 WMAQ.....Howard C. Luttgens
 WMBL.....A. P. Frye
 WSBC.....William Shunk
 Chicago, WLS.....G. M. Campbell
 Cicero, WHFC.....George M. Ives, Jr.
 Danville, WDAN.....Theodore Mazin
 Decatur, WSOY.....Paul Wnorowski
 East St. Louis, WTMV.....Thomas R. McLean
 Galesburg, WGIL.....Dale King
 Harrisburg, WEBQ.....Joseph R. Tat
 Jacksonville, WLDS.....Gerald Cassens
 Joliet, WCLS.....Lester De Costa
 Peoria, WMBD.....Ted Giles
 Quincy, WTAD.....Francis Wentura
 Rockford, WROK.....T. C. Cameron
 Rock Island, WHBF.....R. J. Sennett
 Springfield, WCBS.....Harold L. Dewing
 WTAX.....Eli Swaringen
 Tuscola, WDZ.....Mark Spies
 Urbana, WILL.....A. James Ebel

Indiana

Anderson, WHBU.....L. F. Podhaski
 Elkhart, WTRC.....Lester Zellmer
 Evansville, WEOA.....Erwin Shoony
 WGFB.....Fay Gehres
 Fort Wayne, WGL-WOWO.....Bruce Ratts
 Gary, WIND.....Victor H. Voss
 Hammond, WJOB.....Stanley Strouberg
 WJWC.....William E. Albright
 Indianapolis,
 WFBM.....Harold Holland
 WIBC.....Harry Adams
 WIRE.....Eugene E. Alden
 WISH.....Stokes Gresham, Jr.
 Kokomo, WKMO.....George Palmer
 Lafayette, WASK.....Harry C. Garba
 Muncie, WIBC.....M. M. Crain
 South Bend, WSBT.....H. C. Cole
 Terre Haute, WBOW.....Don Aldrich
 Vincennes, WAOV.....Gordon Nutty
 West Lafayette, WBBA.....Bill McCown, Chas. Lester

Iowa

Ames, WOI.....L. L. Lewis
 Boone, KFGQ.....Paul R. Huntsinger
 Burlington, KBUR.....Bob Busch
 Cedar Rapids, WMT.....See Des Moines
 Clifton, KROS.....Gilbert Andrew

Davenport, WOC..... Charles Rayburn
 Decorah, KWLC..... Oliver M. Eittrheim
 Des Moines,
 KRNT-KSO-WMT..... Paul Huntsinger
 WHO..... P. A. Loyet
 Dubuque,
 KDTH..... Stan Beck
 WKBB..... Leonard Carlson
 Fort Dodge, KVFD..... Dave Sinclair
 Iowa City, WSUI..... S. J. Ebert
 Marshalltown, KFJB..... W. Cole Tillotson
 Mason City, KGLO..... Roger Sawyer
 Ottumwa, KBIZ..... Alvin Johnson
 Shenandoah,
 KFNF..... Earl Blakesley
 KMA..... Ray Schroeder
 Sioux City,
 KSCJ..... Alvin H. Smith
 KTRI..... Earl Huss
 Spencer, KICD..... L. W. Nolan
 Waterloo, KXEL..... Don Kassner

Kansas

Atchison, KVAK..... Emil Hunnicutt
 Coffeyville, KGGF..... Sarto Jaminet
 Dodge City, KGNO..... Ralph Hickman
 Emporia, KTSW..... Harold E. Davis
 Garden City, KIUL..... Robert Wheeler Snyder
 Great Bend, KVGB..... Leo Legleiter
 Hutchinson, KWBW..... Millard Clary
 Kansas City, KCKN..... Bernard Maltby
 Lawrence, WREN..... Carl Biesnei
 KFKU..... R. P. Stringham
 Kansas City, KCKN..... Maren Cardwell
 Manhattan, KSAC..... R. C. Dennison
 Pittsburg, KOAM..... Leo Stafford
 Salina, KSAL..... N. E. Vance, Jr.
 Topeka, WIBW..... Karlton G. Marquardt
 Wichita,
 KANS..... Carl Hall
 KFBI..... K. W. Pyle
 KFH..... Amos C. Dadsman

Kentucky

Ashland, WCMI..... Clarence Weaver
 Bowling Green, WLBK..... James Hight
 Harlan, WHLN..... J. Franke Fox
 Henderson, WSON..... Floyd Hubbard
 Hopkinsville, WHOP..... James C. Miller
 Lexington, WLAP..... Sanford Helt
 Louisville,
 WAVE..... Wilbur Hudson
 WHAS..... D. C. Summerford
 WINN..... Vernon Nunn
 New Albany (Louisville)..... Perry Esten
 Owensboro, WOMI..... Leslie Goodaker
 Paducah, WPAD..... U. C. Morris

Louisiana

Alexandria, KALB..... Jesse Sexton
 Lafayette, KVOL..... Raymond E. Wheeler
 Lake Charles, KPLC..... B. Hillman Bailey, Jr.
 Monroe, KMLB..... O. L. Morgan
 New Orleans,
 WDSU..... C. L. Whitney
 WNOE..... Ellis Trepoginer
 WWL..... J. D. Bloom, Jr.
 Shreveport,
 KTBS..... C. H. Maddox
 KWKH..... W. E. Antony

Maine

Augusta, WRDO..... Harold Dinsmore
 Bangor, WABI..... Walter Dickson
 Lewiston, WCOU..... John T. Duty
 Portland,
 WCSH..... G. Fred Crandon
 WGAN..... Roger W. Hodgkins
 Presque Isle, WAGM..... Lester E. Hughes

Maryland

Baltimore,
 WBAL..... Gerald W. Cooke
 WCBM..... A. E. Eckels
 WCAO..... Martin L. Jones
 WFBR..... William Q. Ranft
 WITH..... James Duff

Frederick, WFMD..... A. V. Tidmore
 Hagerstown, WJEJ..... George W. McIntire
 Salisbury, WBOC..... Peter A. Alfonsi

Massachusetts

WBZ..... W. H. Hauser
 WBZA..... H. E. Randol
 WCOP..... Roland C. Hale
 WEEI..... W. J. Stiles
 WHDH..... R. G. Matheson
 WNAC..... Paul A. DeMars, Irving Robinson
 WORL..... John Parker
 Fall River, WSAR..... John C. Pavao
 Fitchburg, KEIM..... Theodore Kalin
 Greenfield, WHAI..... Leland F. Wheeler
 Holyoke, WHYN..... Thomas Humphrey
 Hyannis-West Yarmouth, WOCB..... L. D. Trefry
 Hyannis, WOCB..... Rodney A. Merrill
 Lawrence, WLAW..... George A. Hinkley
 Lowell, WLLH..... Ralph Newton
 New Bedford, WNBH..... Irving Vermilya
 Pittsfield, WBRK..... Leonard Lavondol
 Springfield,
 WMAS..... Earle G. Hewinson
 WSPR..... Lawrence A. Reilly
 Worcester,
 WAAB..... Joseph Grahn
 WTAG..... Elliot A. Browning

Michigan

Battle Creek, WELL..... Earl J. Stone
 Bay City, WBCM..... Ralph H. Carpenter
 Calumet, WHDF..... George L. Burgan
 Detroit,
 WJBK..... E. McKenzie
 WJLB..... Edward H. Clark
 WJR..... Merrill Mitchell
 WWJ..... Herbert F. Tank
 WXYZ..... Verne C. Alston
 East Lansing, WKAR..... Norris E. Grover
 Flint, WFDF..... Frank D. Fallain
 Grand Rapids, WOOD..... Fred W. Russell
 WLA V..... Raymond Plank
 Ironwood, WJMS..... Arne Dahlbacka
 Jackson, WIBM..... Charles Wirtanen
 Kalamazoo, WKZO..... Carl E. Lee
 Lansing, WJIM..... Melvin Wirth
 Lapeer, WMPC..... Hollis F. Hayes
 Muskegon, WKBZ..... George Krivitzky
 Pontiac, WCAR..... Wayne N. Cook
 Port Huron, WHLS..... Leslie Conant
 Royal Oak, WEXL..... Jerome Steadly
 Saginaw, WSAM..... Ted Seaman
 Sault Ste. Marie, WSOO..... Eugene Kaari
 Traverse City, WTCM..... Drew McClay

Minnesota

Albert Lea, KATE..... Lawrence Lawson
 Duluth,
 KDAL..... Robert A. Dettman
 WBEA..... William Lounsberry
 Hibbing, WMFG..... Wm. Lounsberry
 Mankato, KYSM..... James Houts
 Minneapolis,
 WCCO..... Hugh S. McCartney
 WDSU..... Dr. George W. Young
 WLB..... Burton Holmberg
 WLOL..... Gene Brautigam, Ogden Prestholdt
 WTCN..... Myron Fleming
 Moorhead, KVOX..... Richard Hanson
 Northfield, WCAL..... O. W. Halderson
 Rochester, KROC..... Fred C. Clarke
 St. Cloud, KFAM..... Robert B. Witschen
 St. Paul, WMIN..... Warren Fritze
 Virginia, WHLB..... William E. Lounsberry
 Willmar, KWLM..... Lloyd Stenberg
 Winona, KWNO..... L. L. McCurnin

Mississippi

Columbus, WCBI..... Jack V. Jones
 Greenville, WJPR..... George W. Wilson
 Greenwood, WGRM..... Gordon Clark
 Gulfport, WGCN..... Donovan Murphy
 Hattiesburg, WFOR..... James N. Glore
 Jackson, WSLI..... C. A. Perkins
 WIDX..... P. G. Root
 Laurel, WAML..... Bruce Dennis
 McComb, WSKB..... Robert Louis Sanders
 Meridian, WOOC..... D. W. Gavin

CHIEF ENGINEERS

Natchez, WMIS.....Thomas Patterson
Vicksburg, WQBC.....C. E. Drake

Missouri

Cape Girardeau, KFVS.....Oscar Hirsch
Columbia, KFRU.....Robert Haish
Hannibal, KHMO.....Raymon Schildknecht
Joplin, WMBH.....Richard Meek
Jefferson City, KWOS.....Harold E. White
Kansas City,
KCMO.....Jack Stewart
KMBC.....A. R. Moler
WDAF.....Joseph A. Flaherty
WHB.....Henry Goldenberg
Poplar Bluff, KWOC.....Don Lidenton
St. Joseph, KFEQ.....Fred H. Damm
St. Louis,
KFUO.....Carl H. Meyer
KWK.....N. J. Zehr
KKOK.....Arthur Rekart
WEW.....George E. Rueppel
WIL.....Chal C. Stoup
Sedalia, KDRO.....Bing G. Wong
Springfield,
KGBX-KWTO.....Fritz Bauer
KTTO.....Frank L. Barker

Montana

Billings, KGHL.....Jeff Kiichli
Bozeman, KRBM.....Jack Provis
Great Falls, KFBB.....Wilbur Myhre
Helena, KPFA.....R. D. Martin
Kalispell, KGEZ.....W. H. Patterson
Miles City, KRJF.....H. W. Panchot
Missoula, KGOV.....Fred Wamble
Sidney, KGCX.....Frank A. Toomey

Nebraska

Fremont, KORN.....James Wirka
Grand Island, KMMJ.....D. Swanson
Hastings, KHAS.....Lloyd Jones
Kearney, KGFV.....Jack Lewis
Lincoln, KFAB-KFOR.....Mark W. Bullock
Norfolk, WJAG.....Frank Weidenbach
North Platte, KGNF.....J. B. Eaves
Omaha,
KBON.....Richard Wlna
KOIL.....Mark Bullock
WOW.....William J. Kotera
Scottsbluff, KGGY.....Harland Morrison

Nevada

Reno, KOH.....Tom Boland

New Hampshire

Keene, WKNE.....Ernest Batchelder
Laconia, WLNH.....Louis Steady
Manchester,
WFBA.....Reginald A. B. Schow
WMUR.....Vincent H. Chandler
Portsmouth, WHEB.....Paul Lindsay

New Jersey

Asbury Park, WCAP.....Gordon Shaw
Atlantic City,
WBAB.....Earle Godfrey
WPPG.....Blair K. Thron
Bridgeton, WSNJ.....Francis Fekel
Camden, WCAM.....C. E. Onens
Jersey City,
WHOM.....Theodore Gemp
Newark, WAAT.....Anthony Castellani
Paterson, WPAT.....Earl F. Lucas
Trenton,
WTNJ.....Edward P. Knowles
Zaraphath, WAWZ.....Nathaniel Wilson

New Mexico

Albuquerque,
KGGM.....Leonard Dodds
KOB.....George S. Johnson

Carlsbad, KAVE.....Carl C. Cook
Clovis, KICA.....Vernon Hughes
Hobbs, KWEW.....Chet L. Gonce
Las Vegas, KFUN.....A. F. Schultz
Roswell, KGFL.....Melvin Unger

New York

Albany,
WABY.....J. H. Corey
WOKO.....O. A. Sardi
Auburn, WMBO.....Herbert House
Batavia, WBTA.....Howard Cochran
Binghamton, WNBF.....Lester H. Gilbert
Brooklyn,
WBYN.....Peter Testan
WLIB.....Arthur Faske
Buffalo,
WBBN.....Ralph J. Kingsley
WBNY.....Thomas L. Vines
WBRB.....Raymond Lamy
WGR.....K. B. Hoffman
WKBW.....K. B. Hoffman
Elmira, WENY.....Tburlow A. Greane
Freeport, WGBB.....Robert Milos
Ithaca, WHCU.....True McLean
Jamestown, WJTN.....Harold J. Kratzert
Kingston, WKNY.....W. J. Fahey
Middletown, WALL.....Ernest Warnock
Newburgh, WGNV.....Marvin Seimes
New York,
WABC.....Henry Grossman
WBNX.....A. L. Solbrig
WEAF (NBC).....F. A. Wankel
WEVD.....Charles Brown
WHN.....Paul Fuellng
WINS.....J. P. McNally
WJZ (Blue Network).....George Milne
WMA.....Frank Marx
WOR.....J. R. Poppele
WOV.....Hillis W. Holt
WNEW.....M. J. Weiner
WQXR.....Russell D. Valentine
Niagara Falls, WHLD.....Robert Wilson
Osgdenburg, WSLB.....Clifford Moore
Olean, WHDL.....Thomas J. Gill
Plattsburg, WMFF.....Jack Nazak
Poughkeepsie, WKIP.....John Burke
Rochester,
WHAM.....Kenneth Gardner
WHEC.....Bernard C. O'Brien
WSAY.....Gordon P. Brown
Schenectady, WGY.....Victor Campbell
Schenectady, WGY.....W. J. Purcell
WSNY.....Irving P. Beck
Syracuse,
WAGE.....Charles Brannen
WFBL.....Alfred R. Marcy
WOLF.....David Foote
WSYR.....A. G. Belle Isle
Troy, WTRY.....Woodbury Carter
Troy, WTRY.....William Watson, W. J. Lardner
Troy, WHRY.....Waldo Whitman
Whaz.....Hiram D. Harris
Utica, WIBX.....Michael Carlo
Watertown,
WATN.....J. A. Perry
WWNY.....Maynard B. Davis
White Plains, WFAS.....Frank A. Seitz
Woodside, WWRL.....William H. Reuman

North Carolina

Asheville, WISE.....Madeline Hollerlth
WUNC.....Cecil Hoskins
Burlington, WBBB.....James Beatty
Charlotte,
WAYS.....John C. Price
WBT.....M. J. Minor
WSOC.....L. L. Caudie, Jr.
Durham, WDNC.....Walter Hill
Elizabeth City, WCNC.....James M. Wall
Fayetteville, WFNC.....Howard Harrell
Gastonia, WGNC.....W. C. Groves, Jr.
Goldsboro, WGBR.....Daniel B. Trueblood
Greensboro,
WBIG.....Earl Allison

WGBG..... Joseph Warlick
 Greenville, WGTC..... Hank Tribbley
 Hickory, WHKY..... E. S. Long
 High Point, WMFR..... Robert P. Boyd
 Kinston, WFCT..... David Hardison
 New Bern, WHIT..... Glen Neuville
 Raleigh,
 WPTF..... Henry Hulick, Jr.
 WRAL..... Stanley H. Brown
 Roanoke Rapids, WCBT..... C. W. Mears
 Salisbury, WSTP..... Carl B. Watson
 Washington, WRRF..... George P. Martin
 Wilmington, WMFD..... E. I. Herring
 Wilson, WGTM..... Warren Wooten
 Winston-Salem,
 WAIR..... Lee King
 WSJS..... Phil Hedrick

North Dakota

Bismarek, KFYY..... Ivar Nelson
 Devil's Lake, KDLE..... Richard Moritz
 Fargo, WDAY..... Julius Hetland
 Grand Forks, KFJM..... Edwin J. O'Brien
 Jamestown, KSJB..... Kenneth L. Rich
 Minot, KLPM..... C. W. Baker
 Valley City, KOVC..... Charles Sjostrom

Ohio

Akron,
 WADC..... John Aitkenhead
 WAKR..... Wm. W. Robertson
 Ashtabula, WICA..... G. G. Gaultney
 Canton, WHBC..... Kenneth L. Sliker
 Cincinnati
 WKCY..... Harvey Glatstein
 WCPO..... Roger Wetz
 WKRC..... George Wilson
 WLW..... R. J. Rockwell
 WSAI..... R. J. Rockwell
 Cleveland,
 WCJE..... Ralph DeLany
 WGAR..... R. Morris Pierce
 WHK..... Ralph DeLany
 WJW..... Gerold G. Roberts
 WTAM..... S. E. Leonard
 Columbus,
 WBNS..... Lester H. Nafzger
 WCOL..... James E. Lowe
 WHKC..... J. E. Anderson
 WOSU..... C. H. Boehnker
 Dayton,
 WHIO..... Ernest L. Adams
 WING..... Paul F. Braden
 Findlay, WF1N..... Edgar Smith
 Lima, WLOK..... Jack E. Bannon
 Mansfield, WMAN..... Perry Wilson
 Marion, WMRN..... S. Robert Morrison
 Portsmouth, WPAV..... Maurice Myers
 Springfield, WIZE..... Arthur Martin
 Steubenville, WSTV..... Joseph M. Troesch
 Toledo,
 WSPD..... William Stringfellow
 WTOL..... John Sheehan
 Warren, WWRN..... Charles J. Burton
 Youngstown, WKBN..... B. T. Wilkins
 WFMJ..... Frank Dieringer
 Zanesville, WHIZ..... William A. Hunt

Oklahoma

Ada, KADA..... Harold Walker
 Ardmore, KVSO..... C. M. Milner
 Bartlesville, KWON..... E. Dallas De Grafenreid
 Elk City, KASA..... G. W. Patterson
 Enid, KCRC..... Paul Snell
 Lawton, KSWO..... W. E. Billington
 Muskogee, KBIX..... D. W. Hoisington
 Norman, WNAD..... Clyde Farrar
 Oklahoma City,
 KOCY..... Harold Durham
 KOMA..... M. W. Thomas
 KTOK..... Clifford Eastum
 WKY..... Herman J. Lovell
 Okmulgee, KHBG..... Chester Ludwick
 Shawnee, KGFF..... S. Ricciotti
 Tulsa,
 KOME..... Bob Dryden
 KTUL..... Robert Snider
 KVOO..... L. W. Stinson

Oregon

Albany, KWIL..... Herb Davidson
 Astoria, KAST..... James M. Titus
 Baker, KBKR..... Sidney Williams
 Bend, KBND..... Wallace Guthrie
 Corvallis, KOAC..... Grant S. Fulkert
 Eugene, KORE..... Harold Gander
 Grant's Pass, KUIN..... Edward A. Malone
 La Grande, KLBW..... Murray Durham
 Marshfield, KOOS..... Pete Gray
 Medford, KMED..... Dave Rees
 Pendleton, KWRC..... Paul E. Walden
 Portland,
 KBPS..... Louis Ballinger
 KEX-KGW..... Harold Singleton
 KALE-KOIN..... Louis S. Bookwalter
 KWJJ..... Wilbur Jerman
 KXL..... Lew Ballinger
 Roseburg, KRNR..... Henry J. Chandler, Jr.
 Salem, KSLM..... Clyde Carlton

Pennsylvania

Altoona, WFBG..... George R. Burgoon
 Butler, WISR..... Paul Rex
 Du Bois, WCED..... Vernon Stahl
 Easton, WEST..... J. E. Mathiot
 Erie, WERC..... Thomas Phillips, Jr.
 WLEU..... Clarence Baker
 Grove City, WSAJ..... H. W. Harmon
 Harrisburg,
 WHP..... R. S. Duncan
 WKBO..... J. E. Mathiot
 Hazleton, WAZL..... J. E. Mathiot
 Johnstown, WJAC..... Nevin Straub
 Lancaster, WGAI..... J. E. Mathiot
 Lewistown, WMRF..... Bernard H. Bopp
 New Castle, WKST..... Robert Emch
 Philadelphia,
 KYW..... Ernest H. Gager
 WCAU..... George Lewis
 WDAU..... Frank Unterberger
 WFIL..... Louis E. Littlejohn
 WIBG..... John H. Henninger
 WIP..... Clifford Harris
 WPEN..... Charles W. Burtis
 Pittsburgh,
 KDKA..... T. C. Kenney
 KOV..... Walter McCoy
 WCAE..... James Schultz
 WJAS..... Walter McCoy
 WWSW..... Roy Harlow
 Reading,
 WBEU..... H. O. Landis
 Scranton,
 WARM..... Adolph Oschmann
 WGBI..... Kenneth R. Cooke
 Sharon, WPIC..... A. C. Heck
 Sunbury, WKOK..... John Keller
 Uniontown, WMBS..... William Henzly
 Washington, WJPA..... Joseph M. Troesch
 Wilkes-Barre,
 WBAX..... John Stenger, Jr.
 WBRE..... Charles Sakoski
 Williamsport, WRAK..... Louis N. Persio
 York,
 WORX..... J. E. Mathiot
 WSBA..... Willis Weaver

Rhode Island

Pawtucket, WFCL..... Gilbert Johnson
 Providence, WPRO..... Howard W. Thornley
 WEAN..... Harry Tilley
 WJAR..... Thomas Prior

South Carolina

Anderson, WAIM..... Harold C. Spengler
 Charleston,
 WCSC..... Wilbur Albee
 WFMJ..... Douglass M. Bradham
 Columbia,
 WCOS..... Harry Clippard
 WIS..... Scott Helt
 Florence, WOLS..... Herman Hanks
 Greenville, WFBC..... Clyde Etheridge
 WMRC..... George D. Tar
 Greenwood, WCRS..... E. C. Niemann
 Spartanburg, WORD-WSPA,
 Murray Coleman, Harold Beckholt
 Sumter, WF1G..... William E. Williams

CHIEF ENGINEERS

South Dakota

Aberdeen, KABR.....Delbert T. Hunt
 Pierre, KGFX.....Robert H. Dye
 Rapid City,
 KOBH.....A. E. Griffiths
 WCAT.....E. E. Clark
 Sioux Falls, KELO-KSOO.....Max Staley
 Vermillion, KUSD.....George Nordquist
 Watertown, KWAT.....Francis Alwin
 Yankton, WNAX.....Clifford Todd

Tennessee

Bristol, WOPI.....R. H. Smith
 Chattanooga, WDEF.....Vann Campbell
 Chattanooga,
 WAPO.....B. B. Barnes
 WDEF.....B. C. Baker
 WDEF.....Vernon Campbell
 WDOD.....Julius Vessels
 Clarksville, WZM.....John Bailey
 Cookeville, WHUB.....Charles Burch
 Jackson, WTJS.....B. Carey Brummel
 Johnson City, WJHL.....O. K. Garland
 Kingsport, WKPT.....G. W. Upehurch
 Knoxville,
 WBIR.....J. Rex Horton
 WNOX.....John L. Cole, Jr.
 WROL.....Owen McReynolds
 Memphis,
 WHBQ.....W. M. Roy
 WMC.....E. C. Frase, Jr.
 WMPS.....J. G. Deaderick
 WREC.....S. D. Wooten, Jr.
 Nashville,
 WLAC.....F. D. Binns
 WSIX.....Walter Ferguson
 WSM.....George Reynolds

Texas

Abilene, KRBC.....J. B. Casey
 Amarillo,
 KFDA.....Howard Blaker
 KGNC.....Wm. H. Torrey
 Austin,
 KNOW.....James E. Lewis
 KTBC.....M. W. Jeffus
 Beaumont, KRIC.....Ben Hughes
 KFDM.....L. M. Sanders
 Big Spring, KBST.....Andrew M. Jones
 Brownsville, KEEW.....Glenn McIntosh
 Brownwood, KBWD.....A. W. Stewart
 College Station, WTAW.....H. C. Dillingham
 Corpus Christi,
 KEYS.....Earle C. Dunn
 KRIS.....Robert S. Bush
 Corsicana, KAND.....Gene Hellum
 Dallas,
 KRLD.....Roy M. Flynn
 KSKY.....Morris M. Ming
 WFAA.....Raymond Collins
 WRR.....D. J. Tucker
 El Paso,
 KROD.....Edward P. Talbott
 KTSM.....E. L. Gemoets
 Fort Worth,
 KFJZ.....Truett Kimzey
 KGKO.....R. C. Stinson
 WBAP.....R. C. Stinson
 Galveston, KLUF.....Lee Clough
 Harlingen, KGBS.....Sherman L. Spencer
 Houston,
 KPRC.....H. T. Wheeler
 KTRH.....Howard Robinson
 KXYZ.....Gerald Chinski
 Huntsville, KSAM.....Robert Newton
 Laredo, KPAB.....Hulan Smith
 Lubbock, KFYO.....W. S. Bedsoe
 Midland, KRIH.....Jack Cecil
 Palestine, KNET.....B. A. Laurie
 Pampa, KPDN.....Howard Blaker
 Paris, KPIT.....Mitchell Serest
 Port Arthur, KPAC.....Cliff Hamilton
 San Angelo, KGKL.....Frank Jones
 San Antonio,
 KABC.....Paul Wolf

KMAC.....Charles F. Harris
 KONO.....George W. Ing
 KTSA.....W. G. Egerton
 WOAL.....Fred Sterling
 Sweetwater, KXOX.....G. W. Dotson
 Temple, KTEM.....Paul Shaw
 Texarkana, KCMC.....Paul McCaslin
 Tyler, KGKB.....John B. Sheppard
 Vernon, KQWC.....Herman Ridgway
 Victoria, KVIC.....Robert McCown
 Waco, WACO.....L. H. Appleman
 Weslaco, KRGV.....O. L. Hartwig
 Wichita Falls, KWFT.....John Adams

Utah

Logan, KVNU.....C. N. Layne
 Ogden, KLO.....W. D'Orr Cozzens
 Provo, KOVO.....Gerald Peterson
 Salt Lake City,
 KDYL.....John M. Baldwin
 KUTA.....Lyle Wahlquist

Vermont

Burlington, WCAC.....John C. Quill
 Rutland, WSYB.....David Lyons
 St. Albans, WWSR.....Theodore Boisvert
 Waterbury, WDEV.....Paul Hurd

Virginia

Charlottesville, WCHV.....Walter Gray
 Covington, WKEY.....James Garber
 Danville, WBTM.....Harry W. Spencer
 Fredericksburg, WFVA.....Phil Whitney
 Harrisonburg, WSVB.....Warren L. Braun
 Lynchburg, WLVA.....John Orth
 Martinsville, WMVA.....Dewey W. Muse
 Newport News, WGR.....William P. Grether
 Norfolk, WTAR.....Julius L. Grether
 Petersburg, WPID.....Fred Wagner
 Portsmouth, WSAP.....E. Denzil Pulley
 Richmond,
 WBBL.....R. W. Raabe
 WMBG.....Wilfred H. Wood
 WRNL.....Rudolph W. Raabe
 WRVA.....David C. Woods
 Roanoke,
 WDBJ.....J. W. Robertson
 WLSL.....Philip Briggs
 Suffolk, WLPN.....Fred Wagner
 Winchester, WINC.....Richard F. Lewis, Jr.

Washington

Aberdeen, KXRO.....Kenneth Grinde
 Centralia-Chehalis, KELA.....Ellwood Lippencott
 Everett, KEVE.....Ray Hilgers
 KRKO.....Roy C. Towne
 Olympia, KGY.....Walter McGoffin
 Pullman, KWSC.....George M. Fresse
 Seattle,
 KEVR.....John L. Kelley
 KIRO.....James Hatfield
 KJR.....F. J. Brott
 KOL.....Perry C. Lind
 KOMO.....F. J. Brott
 KRSC.....George Freeman
 KXA.....John Dubuque
 Spokane,
 KFIO.....Dee Waymire
 KFPY.....George Langford
 KGA-KHQ.....G. E. Grady
 Tacoma,
 KMO.....Joe Kolesar
 KTBI.....Joseph P. Ernst
 KVI.....Raymond Griese
 Walla Walla, KUJ.....M. L. MacLafferty
 Vancouver, KVAN.....S. W. McCreedy
 Yakima, KIT.....Harry B. Murphy

West Virginia

Beckley, WJLS.....Al J. Ginkle
 Bluefield, WHIS.....P. T. Flanagan
 Charleston,
 WCHS.....Odes E. Robinson
 WGKV.....Odes Robinson

CHIEF ENGINEERS

Clarksburg, WBLK..... Joseph A. Wright
 Fairmont, WMMN..... Robert Hough
 Huntington, WSAZ..... John R. Csensich
 Morgantown, WPAR..... Ray C. Spense
 Parkersburg, WPAR..... Cecil Knowles
 Welch, WBRW..... John Timberlake
 Wheeling,
 WKWK..... Fred Baker
 WVVA..... Edwin L. Keim

Wisconsin

Appleton, WHBY..... George Merkle
 Ashland, WATW..... Hinc Dahlbacka
 Eau Claire, WEAU..... T. O. Jorgenson
 Fond du Lac, KFIZ..... Wendell S. Meyers
 Green Bay, WTAQ..... Wallace Stengel
 Janesville, WCLO..... William Havens
 La Crosse, WKBH..... Al Leeman
 Madison,
 WHA..... John Stiehl
 WIBA..... Norman Hahn
 Manitowoc, WOMT..... W. F. Dubin
 Marinette, WMIAM..... Martin R. Lund
 Medford, WIGM..... Gerald J. Boos
 Milwaukee,
 WEMP..... Raymond Host
 WISN..... N. J. Richard
 WTMJ..... Daniel W. Gellerup
 Oshkosk, WOSH..... Nathan Williams
 Poynette, WIBU..... Leonard Doese
 Racine, WRJN..... F. Lee Dechant
 Rice Lake, WJMC..... Albert Bertha
 Sheboygan, WHBL..... Herbert Mayer
 Stevens Point, WLBL..... Walter Ninneman
 Superior, WDSM..... Melvin Laskey
 Wausau, WSAU..... Roland Richardt
 Wisconsin Rapids, WPHR..... Garth N. Bowker

Wyoming

Cheyenne, KFBC..... Gaal Barrett
 Powell, KPOW..... Del Brandt
 Rock Springs, KVRS..... Archie Buchanan
 Sheridan, KWYO..... Robert F. Crossthwaite

Alaska

Anchorage, KFQD..... Wm. J. Wagner
 Fairbanks, KFAR..... August G. Hiebert
 Juneau, KINY..... Vincent I. Kraft

Hawaii

Honolulu, KGMB..... Ernest Lindemann

Puerto Rico

Ponce, WPAB..... Jose Sepulveda
 San Juan, WIAC..... Alfonso Sanchez

Canada Alberta

Calgary, CFAC..... Earl C. Connor
 CFCN..... W. V. McLaughlin
 CJCJ..... Patrick Green
 Edmonton,
 CFRN..... F. Makepeace
 CJCA..... Gordon Shillabeer
 CKUA..... Roy Usher
 Grande Prairie, CFGP..... Oswald Thorkalson
 Lethbridge, CJOC..... James Ihey

British Columbia

Chilliwack, CHWK..... Jack Pilling
 Kamloops, CFJC..... Alfred G. Laird
 Kelowna, CKOV..... J. H. B. Browne
 Nelson, CKLN..... R. I. Walker
 Prince Rupert, CFPR..... C. H. Insulander
 Trail, CJAT..... E. C. Ayles
 Vancouver,
 CBR..... Norman Olding
 CKMO..... R. Whiteside
 CKWX..... Gordon Fairweather
 Victoria, CJVI..... J. Sommers

Manitoba

CKRC..... A. W. Hooper
 Winnipeg, CKY..... W. A. Duffield

New Brunswick

Campbellton, CKNB..... L. P. Paquet
 Fredericton, CFNB..... E. S. Cassidy
 Moncton, CKCW..... A. J. White
 Sackville, CBA..... Rachel Campbell
 Saint John, CHSJ..... J. G. Bishop

Nova Scotia

Antigonish, CJEX..... Gordon MacDougall
 Halifax, CHNS..... A. W. Greig
 Sydney, CJCB..... A. Vernon
 Yarmouth, CJLS..... Donald L. Smith

Ontario

Brantford, CKPC..... Alfred Teague
 Brockville, CFBR..... G. W. Andrews
 Chatham, CFCC..... Gordon Brooks
 Hamilton,
 CHML..... William Crawford
 CKOC..... L. Horton
 Kingston,
 CFRC..... Professor H. S. Stewart
 CKWS..... George McCurdy
 Kirkland Lake, CJKL..... Tom Watson
 Kitchener, CKCR..... Ion Hartman
 London, CFPL..... Cecil York
 North Bay, CFCH..... Jack Barnaby
 Ottawa, CBO..... E. C. Stewart
 Owen Sound, CFOS..... William Vallins
 Peterborough, CHEX..... Bert Crump
 Prescott, CFCL..... G. W. Andrews
 Sault St. Marie, CJIC..... M. Fisher
 Sault St. Marie, CJIC..... S. C. Cusack
 Stratford, CJCS..... George Hildebrand
 Sudbury, CKSO..... Jim McRae
 Timmins, CKGB..... Ernest Mott
 Toronto,
 CBL..... Howard Hilliard
 CJBC..... Howard Hilliard
 CFRB..... Jack Sharpe
 CKCL..... Ernest O. Swan
 Windsor, CKLW..... W. J. Carter
 Wingham, CKNX..... Gerald Cruickshank

Prince Edward Island

Charlottetown, CFCE..... R. F. Large
 Summerside, CHGS..... Angus MacKee
 Chicoutimi, CBJ..... J. E. Roberts
 Hull, CKCH..... Max Gebhardt

Quebec

Amos, CHAD..... George H. Pope
 Montreal,
 CBF..... E. D. Roberts
 CBM..... E. D. Roberts
 CFCE..... J. G. Gettenby
 CHLP..... Alphonse Cloutier
 CKAC..... Leonard Spencer
 Montreal, CBM..... Rupert Caplan
 New Carlisle, CHNC..... J. R. McGough
 Quebec, CHRC..... Arsene Nadeau
 CKCV..... Albert Dubergier
 Rouyn-Noranda, CKRN..... George H. Pope
 Sherbrooke, CHLT..... Romeo Frechette
 Three Rivers, CHLN..... Leon Trepanier
 Val D'Or, CKVD..... George Pope
 Ste-Anne-de-la-Pocatiere, CHGB..... L. M. Desjardins

Saskatchewan

Moose Jaw, CHAB..... M. Pickford
 Prince Albert, CKBI..... Tom Vaness
 Regina,
 CJRM..... William McDonald
 CKCK..... E. A. Strong
 Saskatoon, CFQC..... Stan Clifton
 Watrous, CBK..... L. J. Marshall

AN UP-TO-THE-MINUTE LIST OF IMPORTANT
EQUIPMENT FIRMS
SUPPLYING RADIO IN ALL OF ITS BRANCHES

H. W. Acton Co., Inc.

370 Seventh Ave., New York, N. Y.
 Phone LOngacre 5-4884

President.....Harry W. Acton
 Treasurer.....Harold A. Bengeyfield

BRANCH OFFICE: Lowell, Mass.

PRODUCTS: Transcription, phonograph cutting and semi-permanent needles.

The Acme Elec. & Mfg. Co.

50 Water St., Cuba, N. Y.
 Phone Cuba 4

President.....C. H. Bunch
 Vice-President, Chief Engineer

J. A. Comstock

Treasurer.....L. E. Williams

Secretary.....W. F. Radon

BRANCH OFFICE: Clyde, N. Y.

PRODUCTS: Transmitting transformers, broadcast equipment, audio reactors, output and microphone input transformers, and other types of transformers.

Admiral Corporation

Formerly

Continental Radio and Television Corp.
 3800 Cortland St., Chicago 47, Ill.
 Phone: SPAlding 1400

President.....Ross D. Siragusa
 Vice-President Production.....John Huarisa
 Sales Manager.....J. H. Clippinger
 Treasurer.....L. C. Park

PRODUCTS: Receiving sets, radio-phonograph combinations, FM receiving sets, record-players, parts.

Aerovox Corp.

740 Belleville Ave., New Bedford, Mass.

President.....S. I. Cole
 Sales Manager.....Charles Golenpaul

PRODUCTS: Capacitors, paper, electrolytic and mica, for transmitting, receiving and electronic applications, including paper, oil and wax impregnated, moulded-mica, bake-lite-cased and ceramic-cased-mica capacitors; carbon and wire-wound resistors; electrolytics for filter circuits, motor-starting and industrial applications.

Aircraft Accessories Corp.

Fairfax & Funston Roads, Kansas City, Kans.
 Phone: FAirfax 3200

President.....Randolph C. Walker

Vice-President.....Clifford C. Andrews

Sales Manager.....Emery Johnson

PRODUCTS: Transmitters, piezo-electric crystals aviation antenna.

Airdesign & Fabrication

241 Fairfield Avenue, Upper Darby, Pa.

President & Chief Engineer...L. E. Pamphilon

Plant Superintendent.....W. R. Keenly

Vice-President & Treasurer....W. C. Faust

PRODUCTS: Power transformers, reactors, audio input and output transformers, iron core filters, and relay coils.

Air King Products Co., Inc.

1523-29 Sixty-third St., Brooklyn, N. Y.

Phone: BEachview 2-6700

President.....J. P. Lieberman

Vice-President.....H. D. Halperin

Sales Manager.....Jules Frank

PRODUCTS: Receiving sets, radio-phonograph combinations, television receiving sets.

Allen-Bradley Co.

136 W. Greenfield Ave., Milwaukee, Wisc.
 Phone: MITchell 5151

President.....Harry L. Bradley

Vice-President & General Manager

F. F. Loock

PRODUCTS: Fixed and variable composition resistors.

The Alliance Manufacturing Co.

Lake Park Blvd., Alliance, Ohio

President.....W. H. Purcell

General Manager.....Owen L. Lewis

PRODUCTS: Phonograph motors, record changer motors, recording motors, tuning motors.

American Condenser Corp.

2508 S. Michigan Ave., Chicago, Ill.

Phone: CALumet 5903

President & General Manager

Irving Menschik

PRODUCTS: Transmitting condensers, electrolytic condensers, ignition condensers, by-pass condensers, telephone condensers.

American Microphone Co., Ltd.

1915 S. Western Ave., Los Angeles, Calif.

Phone PA 1161

President.....P. S. Gramer

Vice-President.....F. A. Yarbrough

Secretary.....Z. R. Yarbrough

PRODUCTS: Microphones.

American Microphone & Telephone Co.

1220 Glendon Ave., Los Angeles, Calif.
President.....C. W. Evans
Supt., Intercommunicating Equipment
M. E. Harris
Foreman, Microphone Dept.....O. B. Carrier
PRODUCTS: Microphones, intercommunicating telephones, talk-back equipment, amplifiers.

The American Steel Package Co.

Squire Ave., Defiance, Ohio
President.....G. E. Behringer
Sales Manager.....W. F. Reiter
PRODUCTS: Variable gang tuning condensers, air trimmer condensers.

Amertype Recordgraph Corporation

333 West 52nd Street, New York 19, N. Y.
PRODUCTS: Sound Recording Instruments for Radio Stations, 2-Way Telephone Conversations Where Authorized, Radio Interception and Monitoring.

Amprex Electronic Products

79 Washington St., Brooklyn, N. Y.
Phone Cumberland 6-4430
Sales Manager.....S. Norris
BRANCH OFFICES: 1623 S. Hill St., Los Angeles, Cal.; 3218 Western Ave., Seattle, Wash.; 9 S. Clinton St., Chicago, Ill. PRODUCTS: Transmitting Tubes.

Amplifier Co. of America

398 Broadway, New York 13, N. Y.
CAnal 6-7612
General Manager.....N. M. Haynes
Chief Engineer.....A. C. Shaney
Sales Manager.....H. S. Manney
PRODUCTS: Electronic equipment, Regulated Power Supplies, Amplifiers, Transformers, Filter Networks.

Amy, Aceves & King, Inc.

11 West 42nd St., New York 18, N. Y.
Phone LOnacre 5-6622
President.....Ernest V. Amy
General Manager.....Frank King
PRODUCTS: Antenna Systems, Radio Transmitters and Receivers.

Andrea Radio Corp.

43-20 Thirty-fourth St., Long Island City, N. Y.
Phone: STillwell 4-4754
President.....F. A. D. Andrea
PRODUCTS: Receiving sets, television sets.

Ansley Radio Corp.

21-10 49th Ave., Long Island City, N. Y.
Phone IRonsides 6-2520
President.....Arthur C. Ansley
Secretary-Treasurer.....Anne Klein Ansley
Purchasing Agent.....D. Prato
PRODUCTS: Radio-Phonograph Combina-

tions, Marine Direction Finder, Govt. war work.

The Arnold Engineering Co.

147 E. Ontario St., Chicago, Ill.
Phone: WHitehall 6677
President-General Manager
Robert M. Arnold
PRODUCTS: Alnico permanent magnets and other magnetic material.

Audak Company

500 Fifth Ave., New York, N. Y.
Phone LA 4-3723
Contact.....Geo. V. Sullivan
BRANCH OFFICES: All key cities.
PRODUCTS: Microdyne Pickups, Cutting Heads, and Acoustic Instruments.

Audio Devices, Inc.

1600 Broadway, N. Y. C.
Phone CI 5-5696
President.....Hazard E. Reeves
General Manager.....Bryce Haynes
Traffic Manager.....Donald E. Ward
Research Engineer.....L. J. Frank
PRODUCTS: Instantaneous Acetate Recording Blanks, All Types of Cutting and Playback Style, Audiodisc Chipchaser and Groovoscope, Audio Devices Sound Effects Kit, and Audiodisc Recording Blanks.

The Audio-Tone Oscillator Company

237 John Street, Bridgeport 3, Connecticut
Phone: Bridgeport 3-8370 and 3-6857
President.....W. Robert Dresser
Chief Engineer.....W. Robert Dresser
Service Manager.....Robert F. Carother
Purchasing Agent.....John J. Bepko
PRODUCTS: Audio. Frequency Oscillators, Signal and Square Wave Generators, Recorders and Wattmeters, Graphic Sound Pressure Audio-Frequency and Power Line, Electronic and Photo-Electric Controls.

John F. Beasley Construction Co.

P. O. Box 1624, Muskogee, Okla.
Phone Muskogee 4762
Owner.....John F. Beasley
BRANCH OFFICE: 1303-4 Gulf States Bldg., Dallas, Tex. PRODUCTS: Steel construction (radio towers).

Automatic Radio Mfg. Co.

122 Brookline Ave., Boston, Mass.
Phone: COMmonwealth 1420
President.....David Housman
Sales Manager.....F. P. Altshul
PRODUCTS: Receiving sets.

Bank's Manufacturing Co.

1105 Lawrence Ave., Chicago, Ill.
Phone: LONg Beach 6272
Owner.....Maurice Bank
Sales Manager.....M. Hoaglund
PRODUCTS: Public address systems, amplifiers, low capacity relays and special parts.

The Bead Chain Manufacturing Co.

110 Mountain Grove St., Bridgeport, Conn.
Phone BRidgeport 4-4124

President-General Manager....W. G. Bryant
Vice-President & Sales Manager...W. G. Blatz
Assistant Treasurer.....M. H. Doolittle
Engineer.....N. R. Smith

PRODUCTS: Radio Contact Prongs, Radar Components.

Belmont Radio Corp.

5921 Dickens Ave., Chicago, Ill.

Phone: BERkshire 7000

President.....P. S. Billings
Vice-President.....H. C. Mattes
Sales Manager.....S. Freshman

PRODUCTS: Receiving sets, radio-phonograph combinations, amplifiers.

Bendix Radio (Division of Bendix Aviation Corp.)

East Joppa Rd., Towson, Md. (Gen. Offices)
Director of Sales & Engineering

W. P. Hilliard
Sales Contact.....J. W. Hammond
General Manager.....Hugh Benet

PRODUCTS: Receiving sets, transmitters, radio compasses and accessories.

Bentley, Harris Mfg. Co.

Hector & Lime Sts., Conshohocken, Pa.

President-General Manager

William H. Bentley

PRODUCTS: Varnished tubing, saturated sleeving, Fiberglas varnished tubing and sleeving.

William Brand & Co.

276 Fourth Ave., New York, N. Y.

Phone: ALgonquin 4-4929

PRODUCTS: Insulating, varnished tubing, synthetic extruded tubing, saturated sleeving, mica condenser films and fabricated parts, mica sheets, mica composites, varnished cambric and paper, etc.

Blaw-Knox Co.

Pittsburgh, Pa.

Phone St. 2700

BRANCH OFFICES: Peoples Gas Bldg., Chicago; Brown-Marx Bldg., Birmingham, Ala.; 342 Madison Ave., N. Y. C.; 1617 Pennsylvania Blvd., Phila.; Munsey Bldg., Wash., D. C. PRODUCTS: Radio Towers.

Bliley Elec. Co.

P. O. Box 1070, Erie, Pa.

Phone 26-857

President.....F. D. Bliley
Sales Manager.....G. E. Wright
Comptroller.....O. L. Horsman
Advertising Manager.....F. A. Lennberg
General Manager.....C. C. Collman

Chief Engineer.....J. M. Wolfskill

Production Manager.....W. R. Mong

PRODUCTS: Quartz Piezo-Electric Crystals and Mountings. Quartz Crystals for Transmitter and Receiver Frequency Control, for Filters, Ultrasonics, Piezo-Electric Pressure Gauges and for special optical or electrical applications.

Boonton Radio Corp.

P. O. Box 390, Boonton, N. J.

Phone Boonton 8-0795

President.....W. D. Loughlin

Sec'y-Treasurer.....N. D. Campbell

General Manager.....G. A. Downsbrough

PRODUCTS: Q-Meters, F.M. Signal Generators, Beak Frequency Generator, QX Checkers.

Browning Laboratories, Inc.

750 Main St., Winchester, Mass.

Phone WINchester 2121

President.....G. H. Browning

Vice-President & Sales Manager

R. L. Purrington

General Manager.....C. H. Day

PRODUCTS: Frequency meters, FM apparatus, capacity relays.

The Brush Development Co.

3311 Perkins Ave., Cleveland 14, Ohio

Phone: Endicott 3315

Chairman of Board.....W. R. Burwell

President.....A. L. Williams

Vice-President.....V. B. Phillips

Advertising-Personnel.....W. H. Shelton

PRODUCTS: Microphones, headphones, phonograph pickups, record cutters, magnetic tape recording equipment.

Bud Radio, Inc.

2118 E. 55th St., Cleveland, O.

Phone IIE 7166

President.....Max L. Haas

Vice President.....George Grostick

General Manager.....M. L. Haas

Treasurer.....H. A. Haas

Secretary.....M. C. Dawson

Engineer.....R. B. Applegate

Production Manager.....A. M. Crombie

PRODUCTS: Visible Condensers, Relay Racks, Panels, Chassis, Cabinets, Coils, R. F., Band Switching, Plugs, Switches, Jacks, dials, Sockets, Name Plates, Tube Shields.

William W. L. Burnett Radio Lab.

4814 Idaho St., San Diego 4, Calif.

Phone Talbot 4943

Contact.....William W. L. Burnett

PRODUCTS: Piezo-Electric Crystals, Holders, Constant Temperature Ovens, Frequency Measuring Equipment, Laboratory Equipment, Conducting of Radio Laboratory Measurements, Frequency Monitoring Service.

C. F. Cannon Co.

Main St., Springwater, N. Y.
Sales Contact.....C. F. Cannon
PRODUCTS: Headsets.

Centralab Division of Globe-Union, Inc.)

900 East Keefe Ave., Milwaukee, Wisc.
Phone: EDgewood 9200
President.....C. O. Wanvig
Vice-President.....H. E. Osmun
PRODUCTS: Variable resistors, volume and tone controls, fixed resistors, ceramic capacitors, switches, steatite.

Chicago Molded Products Corp.

1020 N. Kolmer Ave., Chicago 51, Ill.
Phone: CAPitol 1020
President.....Edward F. Bachner
Vice-President & Treasurer...John J. Bachner
Vice-President.....M. F. Bachner
PRODUCTS: Cabinets, synthetic moulded parts.

Chicago Telephone Supply Co.

1142-1228 W. Beardsley Ave., Elkhart, Ind.
President.....F. C. Best
Sales Manager.....W. A. Nicely
PRODUCTS: Volume controls, tone controls, switches, plugs, jacks, headsets, ringers, generators, remote controls, switch keys, push switches.

Chicago Transformer Corp.

3501 Addison St., Chicago, Ill.
Phone INdependence 1120
President.....W. J. Leidy
Sales Manager.....G. R. Blackburn
PRODUCTS: Transformers and reactors.

Cinch Manufacturing Corp.

2335 W. Van Buren St., Chicago, Ill.
Phone: SEElly 0733
President.....A. W. Kimbell
Vice-President.....W. G. Roby
General Manager.....J. J. Steffen
Sales Manager.....E. E. Hannigan
PRODUCTS: Tube sockets, soldering lugs, terminal strips, binding posts, connector plugs.

Clarostat Mfg. Co., Inc.

285 N. 6th St., Brooklyn, N. Y.
Phone EV 8-6770
President.....John J. Mucher
General Manager.....Victor Mucher
Treasurer.....Jacob Mucher
Secretary.....Stephen Mucher
Chief Engineer.....George Mucher
Sales Engineer.....J. Edward Trefz
BRANCH OFFICES: 540 No. Mich. Ave., Chicago. PRODUCTS: Fixed and Variable Power Resistors, Power Rheostats, Power

Resistor Decade Boxes, Wire Wound Potentiometers, "T" "L" Cism Pads, 25 and 10 Watt Attenuators, Special Resistor Products, and Composition Potentiometers.

Coil Engineering & Mfg. Co., Inc.

Roanoke, Ind.
President-General Manager W. Eugene Strait
PRODUCTS: Electrical coil windings.

Colonial Radio Corp.

254 Rano St., Buffalo, N. Y.
Phone: RIVerside 2450
President.....A. H. Gardner
PRODUCTS: Receiving sets, radio-phonograph combinations.

Communication Equipment & Engineering Co.

504 N. Parkside Ave., Chicago, Ill.
Phone: ESTEbrook 3110
President.....Robert A. Clark
PRODUCTS: Transmitters, receivers, amplifiers and test equipment.

Continental Carbon, Inc.

13900 Lorain Ave., Cleveland, Ohio
Phone: CLearwater 3962
Vice-President & Sales Manager W. M. Kohring
PRODUCTS: Carbon and wire-wound resistors, suppressors, precision resistors for meters, paper dielectric condensors, filter-noys.

Cornell-Dubilier Electric Corp.

333 Hamilton Blvd., S. Plainfield, N. J.
Phone: PLainfield 6-9000
President-General Manager...Octave Blake
Vice-President.....William Dubilier
Vice-President.....Charles H. Caine
Sales Manager.....A. Williams
Advertising & Sales Promotion Manager William G. Many
PRODUCTS: Capacitors for all radio and electronic applications, filters, capacitor test instruments.

Corning Glass Works

Corning, New York
Phone: Corning 372
President.....Glen W. Cole
Vice-President.....W. C. Decker
Sales Manager.....C. J. Phillips
Contact.....D. E. Newton
PRODUCTS: Glass envelopes for tubes used for radio receiving, broadcasting, cathode ray, television and all other electronic purposes, tubing and special sealing glasses, insulators, coil forms, resistor tubes.

Cornish Wire Co., Inc.

15 Park Row, New York, N. Y.
Phone CO 7-2525

President.....John Cook
Contact.....W. F. Osler, Jr.
PRODUCTS: Radio and Electrical Wires
and Cables.

Crescent Industries, Inc.

4140 W. Belmont Ave., Chicago, Ill.
Phone: PENsacola 6300

President.....Henry H. Gefvert
General Manager.....Nels Lenberg
PRODUCTS: Speakers, tools and dies,
transformer channel frames, pulleys and
brackets.

The Crosley Corp.

1329 Arlington St., Cincinnati, Ohio
Phone: KIRby 6600

President.....Powel Crosley, Jr.
Vice-President & General Manager,
Manufacturing Div.....R. C. Cosgrove
PRODUCTS: Receiving sets, radio-phono-
graph combinations, service parts, Govt.
work.

Crowe Name Plate & Mfg. Co.

3701 Ravenswood Ave., Chicago, Ill.
Phone: BITtersweet 7500

President.....E. C. Coolidge
Sales Manager.....Marvin M. Lane
PRODUCTS: Escutcheons, dials, cabinets,
tuning devices, knobs, pointers, name-plates.

DeWald Radio Mfg. Corp.

440 Lafayette St., New York, N. Y.
Phone: GRamercy 7-6776

President.....David Wald
Sales Manager.....Louis N. Weiss
Engineer.....Mark Glaser
Production.....S. Weinberg
PRODUCTS: Receiving sets, radio-phono-
graph combinations, record-players, inter-
communication systems.

Doolittle Radio Co.

7421 S. Loomis St., Chicago, Ill.

President.....E. M. Doolittle
Vice-President.....Dudley Gray
Sales Manager.....C. M. Rodman
PRODUCTS: Radio Communication equip-
ment.

Wilbur B. Driver Co.

150 Riverside Ave., Newark, N. J.
Phone: HUmboldt 2-5550

President.....Wilbur B. Driver
Vice-President.....Robert O. Driver
Sales Manager.....Sidney A. Wood

PRODUCTS: Carbonized Nickel ribbon,
nickel support wire, grid wire, filament wire,
resistance wire, rod, ribbon and strip.

Dumont Electric Co.

34 Hubert St., New York, N. Y.
Phone: CANal 6-7980

President & Sales Manager...Philip Dubilier
Vice-President.....J. Dubilier
PRODUCTS: Paper, electrolytic and mica
condensers.

Allen B. DuMont Labs., Inc.

2 Main Ave., Passaic, N. J.
Phone Passaic 3-1616

President.....Allen B. Du Mont
Vice-President.....Leonard F. Cramer
Secretary.....Bernard Goodwin
Treasurer.....Paul Raibourn
General Manager.....Paul Ware
BRANCH OFFICE: 515 Madison Ave., New
York, N. Y. Phone: PLaza 5-9045. W. J.
Swenson, Engineer.

PRODUCTS: Television Receivers, Trans-
mitters and Studio Equipment, Cathode-Ray
Tubes and Oscillographs and Material Test
Instruments (Cyclograph).

DX Crystal Co.

1841 W. Carroll Ave., Chicago, Ill.
Phone: HAYmarket 7737

President.....Louis J. Patla
Sales Manager.....George Trimmings
PRODUCTS: Frequency coils, transmitting
crystals.

Eastern Mike-Stand Co.

56 Christopher Ave., Brooklyn, N. Y.
Phone DICKens 2-3538

Contact.....S. Sherman
BRANCH OFFICES: 43 E. Ohio St., Chi-
cago, Ill., W. L. Holst, Rep.; Richmond;
Detroit.

PRODUCTS: Microphone Stands and
Accessories. (Firm engaged in war manu-
facturing for the duration.)

Hugh H. Eby, Inc.

18 W. Chelten Ave., Philadelphia, Pa.
Phone: TENnessee 1800

President.....Hugh H. Eby
Vice-President.....Frank Holstrom
PRODUCTS: Insulated and metal binding
posts, battery plugs, speaker plugs, chassis
plugs, vibrator plugs, moulded sockets,
cable connectors and couplers, capped plugs,
moulded and laminated tip jacks, battery
adaptor cables, cable assemblies, strain re-
liefs, terminal strips, tie points, metal and
bakelite punchings, electric eye equipment,
AC and DC relays, photocell equipment.

Eitel-McCullough, Inc.

San Bruno, Calif.
Phone San Bruno 4000

President.....W. W. Eitel
Vice-President & Treasurer...J. A. McCullough
Production Manager....George Wunderlich
BRANCH OFFICE: Salt Lake City, Utah.
Phone Salt Lake City 6-8761. L. N. Pierri,
Mgr. PRODUCTS: Transmitting Vacuum
Tubes and Condensers, Vacuum Relays and
Rectifiers.

Electrical Research Laboratories, Inc.

2020 Ridge Ave., Evanston, Ill.
Phone: University 2400

President.....E. Anschuler
General Manager.....O. F. Taylor
Sales Manager.....E. G. May
PRODUCTS: Receiving sets, radio-phonograph combinations, FM receiving sets, record-players.

The Electro Motive Mfg. Co.

South Park & John Sts., Willimantic, Conn.
Phone Willimantic 207

Executive Partner.....Philip Lauter
General Manager.....J. A. Flanzer
PRODUCTS: Carbon resistors; mica, trimmer and padder condensers; suppressors.

Electro-Voice Mfg. Co., Inc.

1239 S. Bend Ave., So. Bend 24, Ind.
Phone S. Bend 2-1431

President.....Albert Kahn
Engineer.....L. R. Burroughs
Production Manager.....R. E. Siekman
Branch Office: 1775 Broadway, N. Y. 19, N. Y.
N. H. Lawton, Rep.

PRODUCTS: Velocity, Dynamic and Carbon Microphones.

Electronic Products Mfg. Co.

7300 Huron River Drive, Dexter, Mich.
President.....Robert P. Wuerfel
Vice-President.....John R. Scanlan
PRODUCT: Accessories.

Emerson Radio & Phonograph Corp.

111 Eighth Ave., New York, N. Y.
Phone: CHelsea 2-1800

President.....Benjamin Abrams
Vice-President & Sales Manager
Charles Robbins
Secretary-Treasurer.....Max Abrams
Vice-President, Production and
Purchasing.....S. W. Gross
Vice-President Engineer.....D. D. Israel
Controller.....M. E. Ornitz

PRODUCTS: Radio electronic devices for military use, receiving sets, radio-phonograph combinations, television sets, FM receiving sets, record-players, tubes, parts.

Enca Radio Laboratories Inc.

Hempstead, Long Island
Phone: Hempstead 6985-4674

PRODUCTS: Receivers, Transmitters, Radio Airport Traffic Control Equipment, Radio Frequency Standards, Radio Communications Equipment, Radio Test Equipment.

Epsy Manufacturing Co., Inc.

305 East 63rd St., New York 21, N. Y.
Phone REgent 7-3090

President.....Harold Shevers
General Manager.....Nathan Pinsley
PRODUCTS: Receiving sets, radio-phonograph combinations, FM receiving sets, record-players, television sets.

Erie Resistor Corp.

644 West 12th St., Erie, Pa.

President.....G. Richard Fryling
Vice-President & Sales Manager

W. H. Fryling
PRODUCTS: Carbon resistors; ceramic, silver mica, ceramic trimmer condensers.

Evanston Sound Proof Door

1127 Hinman Ave., Evanston, Ill.
Phone University 2758

Manager.....W. W. Lloyd
PRODUCTS: Sound Proof Doors.

Essex Wire Corp.

14310 Woodward Ave., Detroit, Mich.
Phone: TOWnsend 8-2994

President.....Addison E. Holton
Sales Manager.....John G. Seals
PRODUCTS: Copper wire products, relays, coils.

Fairchild Aviation Corp.

475 10th Ave., N. Y. 18, N. Y.
Phone LONGacre 3-1255

Manager Sound Equipment Division,
C. V. Kettering
PRODUCTS: Sound Recorders, Transcription Turntables, Amplifiers, Equalizers, Pickups, Acetate Discs, Recording Styli. (Firm has reported that it is engaged in war manufacturing for the duration. Repair Department is maintained.)

Farnsworth Television & Radio Corporation

372 East Pontiac St., Fort Wayne 1, Ind.
Phone Anthony 5301

President.....E. A. Nicholas
Vice-President (Sales).....E. H. Vogel
Vice-President (Engineering)
B. Ray Cummings
Vice-President & Treasurer...J. P. Rogers
Manager, Purchasing Department
E. J. Hendrickson
Sales Manager, Capehart Division
I. C. Hunter

Manager, Advertising and Sales
 Promotion.....J. S. Garceau
PRODUCTS: Receiving sets, radio-phonograph combinations, FM receiving sets, television receiving sets, television transmitters, studio equipment.

John E. Fast & Co.

3123 N. Crawford Ave., Chicago 41, Ill.
 Phone: PENscola 7160
 President.....Louis Kopinski
 Vice President and Chief Engineer,
 William S. Franklin
 Sales Manager.....P. G. McConnell
PRODUCTS: Fixed electrical capacitors.

Federal Recorder Co., Inc.

630 S. Wabash Ave., Chicago, Ill.
 Phone Har. 8330
 General Manager.....Ralph Rubenstein
 Engineer.....Earl Kent
BRANCH OFFICES: 251 Fourth Ave., New York, N. Y.; 150 Marietta St. N. W., Atlanta, Ga.; 569 Mission St., San Francisco, Calif. **PRODUCTS:** 12 and 16" Recording Discs, Cutter Heads, Recording Amplifiers, Home Recorders, Cutting and Playback Needles, Steel, Glass and Paper Base Recording Blanks.

Federal Telephone and Radio Corp.

591 Broad St., Newark, N. J.
 Manager.....T. M. Douglas
PRODUCTS: Broadcasting and point-to-point equipment; land, marine and air sets; vacuum tubes and crystals.

Ferranti Electric, Inc.

30 Rockefeller Plaza, New York, N. Y.
 Phone C1rcle 7-0912
 General Manager.....W. R. Spittal
 Production Engineer.....C. Cutney
PRODUCTS: Transformers; indicators; broadcasting equipment.

Finch Telecommunications, Inc.

4th and Virginia Sts., Passaic, N. J.
 Phone PA 2-3440
 President.....Frederic C. Scofield
 Vice President.....Frank R. Brick, Jr.
 Treasurer.....James L. Bradford
PRODUCTS: Special radio equipment for governmental usage only; facsimile for broadcasting; radio applications; telepicture equipment.

Freed Radio Corp.

200 Hudson St., New York 13, N. Y.
 Phone: WALKer 5-8765
 President.....Max Adelberg
 Vice-President & General Manager
 Arthur Freed
PRODUCTS: Freed-Eisenmann receiving sets, radio-phonograph combinations, FM re-

ceiving sets, television receiving sets, Gov't work.

Freeland & Olschner Products, Inc.

611 Baronne St., New Orleans 13, La.
 Phone Raymond 4756
 President.....W. T. Freeland
 Vice-President.....C. E. Olschner
 Treasurer.....J. H. Dallmann
PRODUCTS: Repair of large transmitting tubes.

Billings S. Fuess

2-4 Lackawana Place, South Orange, N. J.
 Proprietor.....Billings S. Fuess
PRODUCTS: Loud speaker cones, spiders, moulded and formed products.

Galvin Manufacturing Corp.

4545 Augusta Blvd., Chicago 51, Ill.
 Phone: SPalding 6500
 President.....Paul V. Galvin
 Vice-President.....J. E. Galvin
 Vice-President.....Frank O'Brien
PRODUCTS: Receiving sets, radio-phonograph combinations, FM receiving sets, record-players, AM and FM 2-way police radio communication systems.

Garod Radio Corp.

70 Washington St., Brooklyn, N. Y.
 Phone: MAin 4-6044
 President.....Max W. Weintraub
 Sales Manager.....Louis Silver
 Chief Engineer.....B. S. Trott
PRODUCTS: Receiving sets, radio-phonograph combinations, FM receiving sets, electronic equipment.

Gates Radio & Supply Co.

Quincy, Ill.
 Phone 522
 General Manager.....P. S. Gates
 Chief Engineer.....Fred Grimwood
PRODUCTS: All types of radio transmitting equipment and allied apparatus.

General Electric

Electronics Dept.
 Phone: SCHenectady 4-2211
 1 River Road, Schenectady, N. Y.
 President.....G. Swope
 Vice-President.....W. R. G. Baker
 General Sales Manager.....A. A. Brandt
 Advertising Manager.....H. J. Deines
 Receiver Division
 1285 Boston Ave., Bridgeport, Conn.
 Manager, Receiver Div.....I. J. Kaar
 Designing Engineer.....W. M. Angus
 Replacement Tube Sales...H. J. Mandernach
 Manager, Tube Div.....G. W. Nevin
 Manager, Transmitter Div.....C. A. Priest

Advertising and Sales Promotion

R. E. Burrows

BRANCH OFFICES: (Eastern) 570 Lexington Ave., New York, N. Y. D. W. May; (Central) 840 South Canal St., Chicago, Ill. G. F. Peterson; (Western) 235 Montgomery St., San Francisco, Calif., W. M. Boland. PRODUCTS: Electric and battery receiving sets; radio and FM receivers; replacement electronic tubes.

Electronic Tube and Transmitter Division
1 River Road, Schenectady, N. Y.

Engineer (Electronic tubes).....O. W. Pike
Sales Manager (Industrial tubes).....H. A. Jones
Sales Manager (Transmitters and Transmitting tubes).....G. W. Henyan
Transmitter Tube Sales.....E. N. Fritschel
U. S. Government Sales.....V. M. Lucas
Television and Transmitter Sales.....W. R. David
Police and Emergency Radio Sales

D. L. Chesnut

Advertising and Sales Promotion. J.G. Porter

PRODUCTS: Complete amplitude modulation, frequency modulation and television broadcasting equipment including transmitters, S-T relay transmitters, S-T relay receivers, antennas, FM Monitors and high-fidelity monitoring loudspeakers, studio and control room equipment and oscilloscopes. Transmitting tubes, quartz crystals for every purpose, square-wave generators and measuring apparatus.

The General Industries Co.

Olive & Taylor Sts., Elyria, Ohio
Phone: 2235

President & Gen. Man.....A. W. Fritzsche
Treasurer.....C. F. Russert

PRODUCTS: Electric phonograph motors, record changers and recorders.

General Instrument Corp.

829 Newark Ave., Elizabeth 3, N. J.
Phone: ELizabeth 3-4000

President.....A. Blumenkrantz
Vice-President & General Manager

Richard E. Laux

Vice-President & Sales Manager

Don J. Phelps

Purchasing.....C. B. L. Townley
Sales Manager.....G. P. Marron
Chief Engineer.....H. M. Detrick

PRODUCTS: Variable condensers, record changers, tuning mechanisms.

General Magnetic Corp.

2126 E. Fort St., Detroit, Mich.
Phone: FIzroy 5760

President.....Charles M. Hofman
Sales Manager.....O. H. Hofman

PRODUCTS: Magnets.

General Radio Co.

30 State St., Cambridge, Mass.
Phone TRObridge 4400

President.....Melville Eastham
Vice-President.....E. H. Locke

Treasurer.....H. B. Richmond
Purchasing.....W. H. Sherwood

BRANCH OFFICES: 90 West St., N. Y. C.; 920 So. Michigan Ave., Chicago, Ill.; 1000 N. Seward St., Los Angeles, Cal.; PRODUCTS: Broadcast Station Frequency and Modulation Monitors, Volume Controls, Test Equipment, Sound Measuring and Analyzing Equipment.

Gits Molding Corp.

4600 W. Huron St., Chicago, Ill.
Phone: MANsfield 4146

President.....Joseph A. Gits
Executive Vice-President.....Jules P. Gits
Vice-President & Sales Manager.....C. N. Cahill
Purchasing.....J. A. Gits, Jr.

PRODUCTS: Knobs, push buttons, cutcheons, concentric cable, drum dials, pointers, remote control cases, housings insulators and needle cups, coaxial cable, insulators.

Edwin I. Guthman & Co.

15 S. Throop St., Chicago, Ill.
Phone: CHEsapeake 1600

President.....Edwin I. Guthman
Sales Manager.....B. J. Funk

PRODUCTS: R.F. and I.F. coils, trimmer condensers, textile-covered wire, zinc coil shields, coil winding machinery, tools and dies, electroplating.

The Hallicrafters Co.

2611 Indiana Ave., Chicago, Ill.
Phone: CALumet 1600

Partner.....W. J. Halligan, Sr.
Partner.....R. W. Durst, Jr.

PRODUCTS: FM receiving sets, transmitters.

Hamilton Radio Corp.

510 Sixth Ave., New York, N. Y.
Phone: GRamercy 7-6211

President.....A. A. Juviler
Vice-President.....P. L. Schoenen

PRODUCTS: Receiving sets, radio-phonograph combinations, record players.

The Hammarlund Mfg. Co., Inc.

460 West 34th St., New York, N. Y.
Phone LONgacre 5-1300

President.....Lloyd A. Hammarlund
V-P & Treasurer.....Joseph Lush
V-P & Asst. Treasurer.....H. B. Macartney
Secretary-Comptroller.....E. A. Wittmer

PRODUCTS: Variable air capacitors, radio receiving sets and transmitters.

Hartenstine Zane Co., Inc.

225 Broadway, New York, N. Y.
Phone BA 7-8390

Contact.....Chas. J. Hartenstine
BRANCH OFFICE: 571 Springdale Ave., East Orange, N. J. PRODUCTS: Antennae

Installation including all field work for foundations, erection, painting, lighting, and

servicing radio towers. Installing ground systems and coaxial cable.

Harvey-Wells Communications, Inc.

North Street, Southbridge, Mass.
Phone Southbridge 1940

President & Treasurer.....John M. Wells
Vice-President & Chief Eng....C. A. Harvey
Vice-President & General Manager

Richard A. Mahler

PRODUCTS: Radio transmitting and receiving equipment; rectifier and power supply equipment.

Hawley Products Co.

333 North 6th St., St. Charles, Ill.
Phone: COLumbus 0248

President.....J. B. Hawley
Vice-President & Sales Manager

A. P. Akerlund

PRODUCTS: Speaker diaphragms and spiders, moulded fiber specialties in contour.

Hoffman Radio Corp.

3430 So. Hill St., Los Angeles 7, Calif.
Phone: PRospect 3446

President.....H. L. Hoffman
Vice-President Enrg.....W. S. Harmon
General Manager.....R. J. McNeely
Purchasing Agent.....P. L. Fleming
Expediter.....S. G. Langher
Plant Superintendent.....S. J. Thomas
Secretary.....R. A. Yarcho
Director.....W. D. Douglas
Director.....G. G. Davidge

PRODUCTS: Receiving sets, radio-phonograph combinations, FM receiving sets, record-players, variable condensers. (Firm engaged in war manufacturing for the duration.)

Hollister. Crystal Co.

1617 Pearl St., Boulder, Colo.
Phone BOulder 1720

Contact.....Herb Hollister
Production Manager.....Ted Heithecker

PRODUCTS: Quartz Crystals.

Howard Radio Co.

1735 Belmont Ave., Chicago, Ill.
Phone: BITtersweet 4433

President.....Joseph F. Riley
Sales Manager.....J. M. Muniz

PRODUCTS: Receiving sets, radio-phonograph combinations, FM receiving sets.

Hytron Corp.

76 Lafayette St., Salem, Mass.

President.....L. H. Coffin

PRODUCTS: Receiving tubes, transmitting tubes, resistance tubes, special purpose tubes.

The Indiana Steel Products Co.

6 N. Michigan Ave., Chicago, Ill.
Phone: FRAnklin 1114

President.....A. D. Plamondun, Jr.
PRODUCT: Magnets.

International Detrola Corporation

1501 Beard Avenue, Detroit 9, Michigan
Phone: Vinewood 1-8100

President.....C. Russell Feldmann
Factory Works Manager.....Hollis Paul
Vice-Pres. & Chief Engineer.R. M. Daugherty
Treasurer & Secretary.....R. J. Nixon
Service Manager.....K. L. Granger
Purchasing Agent.....R. H. Wann

PRODUCTS: Electric Sets: Compact, Table, Portable, Consoles; Battery Sets: Automobile, Portable, Portable AC-DC, Table, Consoles; Combinations: Radio-Phonograph, Radio-Phonograph-Recorder; Frequency-Modulation Sets: Console, also Aviation Sets and Record-Players.

Insuline Corp. of America

3602-10 35th Ave., Long Island City, N. Y.
Phone ASToria 8-3738

President.....S. J. Spector
Sales Manager.....Edward J. Cohen
Vice President.....A. G. Heller
Production Manager.....I. W. Romm

PRODUCTS: Radio Receiving-Transmitting Parts and Accessories, Stamping Metal Goods, Radio Chassis, Metal Cabinets, Plugs, Jacks, Sockets, Screw Machine Parts, Test Tools, Test Leads.

Irrington Varnish & Insulator Co.

6 Argyle Terrace, Irvington, N. J.
Phone: ESsex 3-4200

President.....Arthur E. Jones
Vice-President.....F. A. Shoemaker
Sales Manager.....J. J. Connors

PRODUCTS: Insulating material, tubing.

Isolantite Inc.

343 Cortlandt St., Belleville, N. J.
Phone Belleville 2-1316

Vice President & General Manager,

K. D. Hamilton

Production Manager.....H. M. Dickman
Sales Manager (Steatite Div.)..F. A. Domber
Sales Manager (Radio Specialties Div.)

H. L. Quick

SALES OFFICE: 233 Broadway, New York, N. Y. Phone Rector 2-9274. Contact, E. A. Domber. PRODUCTS: High Frequency Radio Insulators, Coaxial Transmission Line and Accessory Equipment, Special Antenna Equipment.

Jefferson Electric Co.

25th Ave. & Madison St., Bellwood, Ill.
Phone: MANsfield 7161

President.....J. C. Daley
Vice-President.....Alfred E. Tregenza
Vice-President & General Manager

J. M. Bennan

PRODUCTS: Power transformers, chokes and audio input and output transformers, television deflecting yokes, horizontal and vertical scanning transformers, centering and focusing coils.

Jensen Radio Manufacturing Co.

6601 S. Laramie Ave., Chicago 38, Ill.
Phone: PORtsmouth 7600

President.....W. E. Maxon
Vice-President & Sales Manager..T. A. White
Vice-President & Chief Eng...H. S. Knowles

PRODUCTS: Loudspeakers, public address equipment.

J. F. D. Manufacturing Co.

4111 Fort Hamilton Parkway, Brooklyn, N. Y.
Phone: WINDsor 8-3100

Owner.....Julius Finkel
Sales Manager.....Walter Bergman

PRODUCTS: Antennas, replacement ballast tubes, dial belts, battery plugs, battery adapters.

Johns-Manville Corp.

22 East 40th St., New York, N. Y.
Phone LEXington 2-7600

PRODUCTS: Sound-control; Materials and Acoustical-Engineering Service.

E. F. Johnson Co.

Waseca, Minn.
Phone 990

General Manager.....E. F. Johnson
Controller.....F. C. Mann
Sales Manager.....C. W. Stevenson
Chief Engineer.....L. W. Olander
Purchasing Agent.....M. L. Johnson

BRANCH OFFICE: 259 W. 14th St., N. Y. C. PRODUCTS: Phasing Equipment, Antenna Tuning Units, Inductors, Variable Condensers, Tube Sockets, Insulators, Plugs and Jacks, Copperweld Wire, Coupling Equipment, Insulators, Concentric Line, Special Antennas, & Special Order Equipment.

Kellogg Switchboard & Supply Co.

6650 S. Cicero Ave., Chicago, Ill.
Phone PORtsmouth 6900

President.....Maurice K. McGrath
Sales Manager.....Albert Parlett, Jr.

PRODUCTS: Oil and wax condensers, communications equipment.

Ken-Rad Tube & Lamp Corp.

Owensboro, Ky.

President.....Roy Burlew
Sales Manager.....R. W. Metzner

PRODUCTS: Receiving, transmitting, cathode ray and special purpose tubes.

Kenyon Transformer Co., Inc.

840 Barry St., New York 59, N. Y.
Phone DAYton 9-0100

President.....Franklin P. Kenyon
Vice-President & Chief Engineer

Richard B. Shimer

BRANCH OFFICES: 21 E. Van Buren St., Chicago, Ill.; 6406 Sunset Blvd., Hollywood, Calif., F. Craig Palen, Mgr.; 262 Grayson Pl., Teaneck, N. J.

PRODUCTS: Transformers, Reactors, Filters.

Kester Solder Co.

4201 Wrightwood Ave., Chicago, Ill.
Phone: BELmont 1601

President.....F. C. Engelhart
General Sales Manager-Research Engineer

P. C. Ripley

PRODUCTS: Solders.

"King Brand" Music Papers

1595 Broadway, New York, N. Y.
Phone CI 6-0488

Contact....."Wes" Cowen
BRANCH OFFICE: 3928 Crenshaw Blvd., Los Angeles, Calif. PRODUCTS: Music-

Manuscript Paper, Score Paper, Ink, Fountain Pens, Carrying Cases and Covers, Batons, Duplicating Papers, Music Tapes.

King Laboratories, Inc.

205 Oneida St., Syracuse 4, N. Y.
Phone: 2-5209

President.....Aden J. King
Vice-President.....F. M. Michaelian

General Manager.....W. R. MacLeod
PRODUCTS: Tube parts, alloys and chemicals.

Kluge Radio Co.

1913 Montrose St., Los Angeles 26, Calif.
Phone Exposition 1742

Owner.....Myron E. Kluge
PRODUCTS: Radio and electronic equip-

ment. (EDITOR'S NOTE: This Firm is closed for the duration).

Lapp Insulator Co., Inc.

Le Roy, N. Y.
Phone Le Roy 385

President.....J. S. Lapp
Vice-President.....W. F. Young

Treasurer.....G. W. Lapp
Sales Manager.....Brent Mills

PRODUCTS: Tower footing and guy insulators; standoff, entrance and antenna insulators; radio frequency high voltage condensers.

Lehigh Structural Steel Co.

17 Battery Place, New York, N. Y.
Phone WHItchall 4-1424

Contact.....J. F. Neary
BRANCH OFFICES: In all principal cities.

PRODUCTS: Vertical Radiators, Antenna Towers and Masts.

Lektra Laboratories, Inc.

30 E. 10th Street, New York 3, N. Y.

Phone: ALgonquin 4-0230

President.....Milton W. Blatner

Vice-President.....B. Eisenberg

Treasurer.....Julius Kriser

PRODUCTS: Dynamic microphones; Electronic equipment; comm. systems.

Lenz Electric Manufacturing Co.

1751 N. Western Ave., Chicago, Ill.

Phone: ARMitage 4454

President.....J. Mayo Lenz

Vice-President.....P. C. Lenz

Chief Engineer & Sales Manager

R. G. Zender

PRODUCTS: Wires, cords and cables.

Lifetime Sound Equip. Co.

1101 Adams St., Toledo, O.

Phone Main 5643

General Manager.....Wm. H. Manoff

Factory Manager.....M. H. Manoff

Production Engineer.....F. L. Church

PRODUCTS: Microphones; Carbon, Dynamic, Velocity; Trumpets, Reflex Trumpets, P. M. Trumpet Units, Deflector Baffles.

John E. Lingo and Son, Inc.

28th St. and Buren Ave., Camden, N. J.

Phone Camden 0487

President.....J. E. Lingo

Chief Engineer.....Wesley Thompson

Production.....George Burrows

PRODUCTS: Vertical Radiators; Guyed Tubular Steel and Portable Dural; Turnstile and UHF Antennae, Tubular Steel Supporting Poles (for UHF Antennae).

Miles Reproducer Co., Inc.

812 Broadway, New York, N. Y.

Phone GRamercy 5-9466

President.....Dr. S. R. Byrnes

Contact.....J. M. Kuhlik

PRODUCTS: Sound-On Film Recorders, Sound-On Film Reproducers, Telephone Recording Machines, Dictated Recording Machines, Dictating Transcribers, Throat Microphones.

Mirror Record Corp.

58 W. 25th St., New York, N. Y.

Phone CH 3-2222

Contact.....P. K. Trautwein

PRODUCTS: All Recording Accessories.

The Magnavox Co.

2131 Bueter Rd., Fort Wayne, Ind.

President.....Richard A. O'Connor

Sales Manager.....Stanley S. Sondles

PRODUCTS: Speakers, capacitors.

Majestic Radio & Television Corporation

2600 West 50th Street, Chicago 32, Illinois

Phone: Hemlock 6800

President.....E. A. Tracey

Vice-President.....J. G. Casagrande

Vice-President.....E. V. Otis

Vice-President in Charge of Engineering,
D. E. Foster

Vice-President in Charge of Production,
A. W. Freese

Director of Sales.....Parker H. Ericksen

Chief Engineer.....D. E. Foster

Purchasing Agent.....J. J. Neri

Export Manager.....C. V. del Mercado

PRODUCTS: Radio Receiving and Transmitting Sets.

P. R. Mallory & Co., Inc.

3029 E. Washington St., Indianapolis, Ind.

Phone: MARKET 5511

President.....P. R. Mallory

Vice-President & General Manager...J. E. Cain

Vice-President, Sales.....Ray F. Sparrow

Sales Manager.....Howard W. Sams

Adv. Mgr.....W. T. Craigh

PRODUCTS: Condensers, switches, volume controls, resistors, grid bias cells, jacks, connector plugs, rectifiers, battery chargers, electrical contacts.

John Meck Industries

Liberty St., Plymouth, Ind.

Contact.....John S. Meck

PRODUCTS: Sound equipment, electronic devices.

Micamold Radio Corp.

1087 Flushing Ave., Brooklyn, N. Y.

Phone: STagg 2-9820

President.....A. P. Hirsch

Sales Manager.....E. B. Tyler

General Manager.....F. A. Whitin

Purchasing.....J. Roth

PRODUCTS: Mica, paper, and electrolytic condensers; resistors; ballast tubes; television, coil and transmitting condensers.

James Millen Manufacturing Co., Inc.

150 Exchange Street

Malden 48, Massachusetts

Phone: Malden 4108 and 4109

President.....James Millen

Vice-President.....Robert S. Millen

Sales Manager.....James Millen

Chief Engineer.....R. Wade Caywood

Credit Manager.....Frances Bearse

Purchasing Agent.....Robert Harpell

Export Manager.....C. Lohman Janik

PRODUCTS: Radio Transmitters, Receivers and All Component Parts.

The Muter Co.

1255 S. Michigan Ave., Chicago, Ill.
Phone: CALumet 4000

President.....Leslie F. Muter
Vice-President.....J. R. Scanlan
Production Engineer.....C. M. Kramer
PRODUCTS: Resistors, switches, ceramic
condensers, ballasts, coils, spira shields, an-
tenna loops, I.F. and R.F. transformers.

National Carbon Co. Inc.

30 East 42nd St., New York 17, N. Y.
Phone: MURray Hill 2-6800

President.....P. P. Huffard
Vice-President.....J. M. Spangler
General Sales Manager.....C. O. Kleinsmith
Chief Engineer.....L. M. Temple
PRODUCTS: Batteries.

National Co., Inc.

61 Sherman St., Malden, Mass.
Phone: MALden 6350

President.....William A. Ready
General Manager.....J. J. Freeley
PRODUCTS: Receiving sets, FM receiving
sets, transmitters, transmitting condensers,
dials, coils, chokes, receiving condensers,
transmitting parts, R.F. and I.F. transformers,
sockets, couplings, receiving parts.

National Fabricated Products, Inc.

2650 Belden Ave., Chicago, Ill.
Phone: ARmitage 3426

President.....R. L. Freeman
General Manager.....Wm. Charney
PRODUCTS: Radio tube sockets, terminal
assemblies, telephone and microphone jacks,
coaxial plugs and jacks, battery sockets and
receptacles.

National Union Radio Corp.

15 Washington St., Newark, N. J.
Phone: HUMBoldt 2-5050

President.....S. W. Muldowny
Sales Manager.....H. A. Hutchins
PRODUCTS: Receiving tubes, cathode ray
tubes, transmitting tubes, photo-cells, con-
densers, dry batteries, volume controls.

Noblitt-Sparks Industries, Inc.

13th St. & Big Four Railroad, Columbus, Ind.
President.....O. G. Noblitt
Sales Manager.....G. W. Thompson
PRODUCTS: Receiving sets, radio-phono-
graph combinations.

Northern Electric Co., Ltd.

1261 Shearer St., Montreal, P. Q., Canada
Phone Wilbank 3131

President.....P. F. Sisto
PRODUCTS: Transmitters, point-to-point
equipment, music reproducing equipment,
microphones, portable amplifiers, public ad-
dress systems, aircraft radio, vacuum tubes,
electric organs.

Oak Manufacturing Co.

1260 Clybourn Ave., Chicago, Ill.
Phone: MOHawk 222

President.....E. F. Bessey
Sales Manager.....R. A. O'Reilly
PRODUCTS: Rotor relays, communication
equipment.

The Ohio Carbon Co.

12508 Berea Rd., Cleveland 11, Ohio
Phone: Boulevard 2700

President.....Allen K. Moulton
Sales Manager.....I. W. Brandel
Chief Engineer.....A. A. Stark
PRODUCTS: Carbon resistors, wire-wound
resistors, paper resistors, radar and electronic
applications.

Operadio Manufacturing Co.

St. Charles, Ill.
Phone: MANsfield 6446

President.....J. M. Stone
Vice-President & Gen. Manager...G. R. Haase
PRODUCTS: Communication equipment,
loud speakers, amplifiers, public address
systems.

Oxford-Tartak Radio Corp.

3911 S. Michigan Ave., Chicago, Ill.
Phone: ATLantic 6161

President & Sales Manager...Paul H. Tartak
PRODUCTS: Loud speakers, output and
line transformers.

Pacific Sound Equipment Co., Inc.

1534 Cahuenga Blvd., Los Angeles 28, Calif.
Phone Hempstead 5141

President.....Robert G. Metzner
Secretary-Treasurer.....William L. Maas
BRANCH OFFICES: 1121 Vermont Ave.,
NW, Washington, D. C. Phone NAtional
1682. William H. Holmes; 1900 Euclid Ave.,
Cleveland, Ohio. Clarence Moses.
PRODUCTS: Transcription and record
playback equipment, acoustic phonographs,
amplifiers, public address systems.

Packard-Bell Co.

1115 S. Hope St., Los Angeles, Calif.
Phone: PRespect 3404

President.....Herbert A. Bell
General Manager.....H. D. Thomas, Jr.
Sales Manager.....Joe Spain
PRODUCTS: Receiving sets, radio-phono-
graph combinations, record-players.

Parisian Novelty Co.

3510 S. Western Ave., Chicago, Ill.
Phone: VIRginia 1212

President.....H. J. Joseph
Vice-President & General Mgr....L. E. Kahn
PRODUCTS: Dials, insulators, crystals, etc.

Par-Metal Products Corp.

3262-49th St., Long Island City, N. Y.
Phone Astoria 8-8905

Contact.....A. A. Parmet

• • • **EQUIPMENT MANUFACTURERS** • • •

PRODUCTS: Racks—relay and cabinet type—Panels, Metal Equipment.

Philco Corp.

Tioga & C Sts., Philadelphia, Pa.

Phone: NEBraska 5100

Chairman of the Board.....Larry E. Gubb
President.....James T. Buckley

Vice-President in Charge of Operations,
John Ballantyne

Vice-President in Charge of Sales,
Thomas A. Kennally

Vice-President in Charge of Engineering,
David Grimes

Vice-President in Charge of Service,
R. F. Herr

PRODUCTS: Receiving sets, radio-phono-

graph combinations, FM receiving sets, tubes,

accessories, batteries.

Philharmonic Radio Corp.

216 William St., New York 7, N. Y.

Phone: REctor 2-0863

President.....Avery Fisher

Vice-President.....Victor Brociner

Secretary-Treasurer.....S. Bogart

PRODUCTS: Receiving sets, radio-phono-

graph combinations, FM receiving sets, elec-

tronic equipment and military radio.

Pilot Radio Corp.

37-06 Thirty-sixth St., Long Island City, N. Y.

Phone: STillwell 4-5455

President-General Manager..Isidor Goldberg

PRODUCTS: Receiving sets, radio-phono-

graph combinations, FM receiving sets, tele-

vision receiving sets.

Poinsettia, Inc.

112 Cedar Ave., Pitman, N. J.

Phone Pitman 511

President.....E. Poinsett

Vice President.....W. Warner

Secretary.....F. L. Pedrick

BRANCH OFFICES: 4447 W. Irving Park

Rd., Chicago, Ill.;

PRODUCTS: Phonograph Record Manu-

facturing Equipment.

Premax Products Division

(Chisholm-Ryder Co.)

College & Highland Aves., Niagara Falls, N. Y.

Phone: N.F. 9186

President.....S. M. Ryder

Manager.....G. O. Benson

PRODUCTS: Antenna equipment, metal

stampings.

Premier Crystal Laboratories, Inc.

55 Park Row, New York, N. Y.

Phone: BEekman 3-2824

PRODUCTS: Apparatus laboratory, cali-

brating equipment, chambers test and cali-

bration, piezoelectric crystals, quartz crystals, tourmaline crystals, crystal oscillator ovens, reactance meters, audio-frequency equipment, capacitance meters, communication-measuring instruments, dial lights, radio frequency meters, testing machines, thermostats.

Press Wireless, Inc.

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

Phone: Superior 8688

President & Gen. Manager...Joseph Pierson

Treasurer.....F. J. Kerrigan

BRANCH OFFICES: 1475 Bway., New

York, N. Y. D. K. deNeuf, R. H. dePasquale.

Drawer "T" Hicksville, L. I, P. D. Zurian.

PRODUCTS: Transmitters, receiving sets,

diversity equipment, radiophoto and fac-

simile equipment, direction finders.

Presto Recording Corp.

242 W. 55th St., New York, N. Y.

Phone CI 5-7760

President.....George J. Saliba

Secretary.....Morris M. Gruber

General Sales Manager....Ralph C. Powell

PRODUCTS: Sound Recording Equipment,

Discs and Needles, Transcription Turntables,

Recording Amplifiers and Accessory Record-

ing Equipment.

B. A. Proctor Co., Inc.

2 W. 45th Street, New York, N. Y.

Phone MU 6-7542

President & Treasurer....Barton A. Proctor

Vice President & Secretary,

Ferd. C. W. Thiede

PRODUCTS: Crystal Pickups and Record-

ing Heads, Transcription Turntables and Re-

cording Machines.

Quality Hardware & Machine Co.

5894 N. Ravenswood Ave., Chicago, Ill.

Phone: LONGbeach 8200

President.....H. A. Laystrom

Sales Manager.....A. A. Wisersky

PRODUCTS: Tools and dies.

Quam-Nichols Co.

33rd Place & Cottage Grove Ave.

Chicago 19, Ill.

Phone: CALumet 7313

President.....James P. Quam

Vice-President.....H. A. Staniland

Purchasing.....F. G. Gracyk

PRODUCTS: Speakers, microphones, an-

tennae, signal corps equipment.

Radio Condenser Co.

Davis & Copewood Sts., Camden, N. J.

President.....Stanley S. Cramer

Sales Manager.....William J. May

PRODUCTS: Variable air condensers.

Radio Electronics Laboratory, Inc.

120 Freeman St., Brooklyn, N. Y.

President.....Lionel R. Bausman

PRODUCTS: Cathode ray tubes.

Radio Engineering Labs., Inc.

35-54—36th St., Long Island City, N. Y.

Phone RAVenswood 8-2340

President.....Charles M. Srebroff

Treasurer.....Frank A. Gunther

Secretary.....Marion Wade

BRANCH OFFICES: 5334 Hollywood Blvd., Hollywood, Calif. Norman B. Neeley; 2040 Grand River Ave., Detroit, Mich., M. N. Duffy; 310 Fifteenth St., Denver, Colo., Mulnix Sound System. PRODUCTS: Frequency Modulation—Broadcast Transmitters, Receiver and Loud Speaker Units, Portable Transmitters and Receivers for Speech frequencies, Hi-Fidelity Broadcast Relay Transmitters, Portable Transmitters for broadcast pickup service, Transmitters and Receivers for fixed stations on speech frequencies and Speech Equipment; Military and Municipal Transmitters and Receivers.

Radio Speakers, Inc.

221 E. Cullerton St., Chicago 16, Ill.

Phone: VICTory 1613

President-Sales Manager.....H. C. Forster

Vice-President.....E. W. Strait

Treasurer.....F. Johnson

Secretary.....B. Engel

PRODUCTS: Loudspeakers, recorders, headsets and microphones for Govt.

A. E. Ravenscroft, Inc.

2320 S. Hill St., Los Angeles 7, Calif.

Phone Prospect 1317

Partner.....A. R. Magner

Partner.....A. M. Ravenscroft

General Manager.....J. G. Magner

PRODUCTS: Distributor of radio and electronic parts, tubes, etc.

Raytheon Production Corp.

55 Chapel St., Newton, Mass.

Phone: BIGelow 7500

President.....L. K. Marshall

Vice President.....David T. Schultz

Secretary.....Havens Grant

Chief Engineer.....Paul T. Weeks

Head of War Service Department and Plant

Manager.....F. E. Anderson

Purchasing Agent.....Valmore Grammont

PRODUCTS: Tubes.

RCA Victor Division

Camden, New Jersey

Phone Camden 8000

Chairman, Executive Committee,

Frank M. Folsom

President.....Robt. Shannon

Commercial V. P.....(Open at press-time)

Financial V. P. & Secy.....F. H. Corregan

V. P. in charge of Engineering Products, RCA

Photophone Div.....F. R. Deakins

V. P. & Adv. Director.....T. F. Joyce

Adv. Mgr.....D. J. Finn

Dir. of Adv.....Charles B. Brown

V. P. in charge of Manufacturing

J. M. Smith

V. P. & Chief Engineer...Dr. Charles Jolliffe

V. P. of International Division...J. D. Cook

BRANCH OFFICES: 530 Citizens & Southern Bank Bldg., Atlanta, Ga.—589 E. Illinois St., Chicago, Ill.—411 Fifth Ave., New York, N. Y.—M. F. Blakslee, Manager; 170 Ninth St., San Francisco, Cal. PRODUCTS: Broadcast Station Transmitters, Microphones and Associated Equipment, Electric and Radio Broadcast Transcriptions, Instantaneous Disc Recording Equipment, Facsimile Equipment, Television Transmitters, F. M. Transmitters.

Readrite Meter Works

College Ave., Bluffton, Ohio

President.....R. L. Triplett

Sales Manager.....N. A. Triplett

PRODUCTS: Testing equipment, electrical measuring nieters.

Rea Magnet Wire Co., Inc.

East Pontiac St., Ft. Wayne 4, Ind.

Phone: A.5202

President.....Victor F. Rea

Sales Engineer.....J. P. Grable

PRODUCTS: Round magnet wire.

Remler Co., Ltd.

2101 Bryant St., San Francisco, Calif.

Phone: VAlencia 3435

President.....E. G. Danielson

Sales Manager.....H. L. Parker

PRODUCTS: Receiving sets, radio-phonograph combinations, inter-communication and sound equipment.

The Rola Co.

2530 Superior Ave., Cleveland, Ohio

Phone: PROspect 4242

President.....B. A. Engholm

Sales Manager.....Lee Golder

PRODUCTS: Loudspeakers, electro-dynamic and permanent magnet transformers.

The Ross Manufacturing Co.

2241 Indiana Ave., Chicago, Ill.
Phone: CALumet 1060

President.....K. B. Ross
PurchasingV. Mitchell
PRODUCTS: Coils.

The Chas. E. Schuler Engineering Co.

109 Cambria St., Newark, O.
Phone Newark 4319

President.....Charles E. Schuler
Chief Engineer.....Charles Schwartz
Secretary-Treasurer.....Corwin D. Harris
Superintendent.....D. E. VanNess
PRODUCTS: Steel Vertical Radiators for Antenna Systems, Guyed and Self-supporting.

Scientific Radio Service

4301 Sheridan Ave., University Park, Md.
Phone Hyattsville 0535

Contact.....H. D. Eisenhauer
PRODUCTS: Piezo Electric Crystals and Holders, Calibration and Testing of Frequency Monitors.

Scophony Corp. of America

527 Fifth Ave., New York 17, N. Y.
Phone: MUrray Hill 2-5960

President.....Arthur Levy
Vice-President.....Joseph E. Swan
TreasurerFranklin Feld
Director of Research...Dr. A. H. Rosenthal
BRANCH OFFICES: 40 Gloucester Sq. W., London, Eng. Sir M. B. Carter, Chairman. Wells, Somerset, England, W. G. Elcock, Managing Director.
PRODUCTS: Television projectors, electronic devices, Govt. work.

Scully Machine Co.

62 Walter St., Bridgenort, Conn.
Phone 4-5300

Owner.....L. J. Scully
Manager.....J. J. Scully
PRODUCTS: Precision Disc Recording Machines.

Seattle Radio Supply Co., Inc.

2117—2nd Ave., Seattle 1, Wash.
Phone: Seneca 2345

President.....G. A. Reeves
Vice-President.....E. O. Mickelson
PRODUCTS: Radio Parts and Tubes, Transmitting and Electronic and Test Equipment.

Shure Bros.

225 W. Huron St., Chicago, Ill.
Phone Del 8381

General Manager.....S. N. Shure
Sales Manager.....J. A. Berman
Chief Engineer.....B. B. Bauer
BRANCH OFFICES: 136 Liberty St., N. Y. C.; 908 W. Venice Blvd., Los Angeles; 415 Peachtree St., N. E., Atlanta, Ga.; 2411 First Ave., Seattle, Wash. PRODUCTS: Microphones, Phonograph Pickups, Magnetic Cutters, Microphone Stands, Vibration Pickups and Acoustic Devices.

The F. W. Sickles Co.

Box 920, Springfield, Mass.
Phone: Springfield 3-6621

President.....R. F. Sickles
Sales Manager.....Monte Cohen
PRODUCTS: Radio and Electronic Specialties.

Solar Manufacturing Corp.

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

President.....Otto Paschkes
Sales Manager.....W. C. Harter
Vice-President.....Paul Hetenyi
Chief Engineer.....J. Irving Cornell
Purchasing Agent.....George M. Sexton
PRODUCTS: Dry and Wet Electrolytics, Paper Bypass Condensers, Trimmer, Molded Mica Condensers, Elim-O-Stats, Capacitor Analyzers.

Sonora Radio & Television Corp.

325 N. Hoyne Ave., Chicago, Ill.
Phone: CHESApeake 2323

President.....Joseph Gerl
Vice-President.....B. Freund
Sales Manager.....Edward Harris
PRODUCTS: Receiving sets, radio-phonograph combinations, phonograph records.

The Sparks-Withington Co.

2400 E. Ganson St., Jackson, Mich.

President.....William Sparks
Vice-President & Gen. Mgr..Harry G. Sparks
Radio Plant Manager.....Charles J. Kayko
PRODUCTS: Receiving sets, radio-phonograph combinations, television sets, transformers.

**Speak-O-Phone Recording
& Equipment Co.**

23 West 60th St., New York, N. Y.
Phone CO 5-1350

General Sales Manager.....C. A. Austin
Secretary.....R. L. Lee

PRODUCTS: Recording and reproducing equipment.

Speer Resistor Corp.

Theresia St., St. Marys, Pa.

President.....Dudley H. Miller
General Manager.....G. G. Herrick

PRODUCTS: Resistors, suppressors.

Sperry Gyroscope Co. Inc.

Manhattan Bridge Plaza, Brooklyn, N. Y.
Phone: CUMberland 6-5600

President.....R. E. Gillmor
Vice-President, Sales.....R. B. Lea
Vice-President.....P. R. Bassett
Aircraft Radio Dept.....H. C. Bostwick

PRODUCTS: Tubes, radio direction finders, electronic measurement equipment.

Sprague Specialties Co.

189 Beaver St., North Adams, Mass.

President-General Manager....R. C. Sprague

PRODUCTS: Condensers, resistors, filters.

Stackpole Carbon Co.

Tannery St., St. Marys, Pa.
Phone: 311

President.....Lyle G. Hall
Vice-President (Electronics) J. H. Stackpole
Sales Manager.....H. A. Williams

PRODUCTS: Variable and fixed resistors, switches, iron cores, anodes for power tubes, condensers, battery electrodes.

Standard Transformer Corp.

1500 N. Halsted St., Chicago, Ill.
Phone MOhawk 5300

President-General Manager..Jerome J. Kahn

PRODUCTS: Transformers, reactors, audio components, transmitters, electrical specialties.

Stewart-Warner Corp.

1826 Diversey Pkwy., Chicago, Ill.
Phone: Lakeview 600

Vice-President & General Sales Manager,
F. A. Hiter
Manager, Radio Dept.....L. L. Kelsey

PRODUCTS: Receiving sets, radio-phonograph combinations, FM receiving sets, television receiving sets, record-players.

Stromberg-Carlson Co.

100 Carlson Rd., Rochester, N. Y.
Phone Culver 260

President.....W. M. Angle
Vice-Pres. & Gen. Manager..Ray H. Manson
Treasurer.....W. W. Hetzel
Chief Engineer.....F. C. Young
Sales Manager.....L. L. Spencer

BRANCH OFFICES: 564 West Adams St., Chicago, Ill., H. T. McCraig; 2017 Grand Ave., Kansas City, Mo., A. J. Roberts; 1355 Market St., San Francisco, Calif., T. C. Thompson. PRODUCTS: Electric, Combination, Television and FM Sets; Paging Systems, Antenna Kits.

Superior Tube Co.

P. O. Box 191, Norristown, Pa.

President.....C. A. Warden
Sales Manager.....H. B. Brown, Jr.

PRODUCTS: Nickel products, cathode ray tube anodes, nickel power tube parts, etc.

Supreme Instruments Corp.

414 Howard St., Greenwood, Miss.

President.....D. N. Dulweber
PRODUCTS: Testing instruments.

Sylvania Electric Products, Inc.

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

President.....W. E. Poor
Vice-President, Sales.....D. G. Mitchell
Director of Engineering.....R. M. Wise
General Sales Manager, Radio Tube Sales
C. W. Shaw
Advertising Manager.....Paul S. Ellison

PRODUCTS: Receiving tubes, cathode ray tubes, transmitting tubes, electronic devices.

Synthane Corp.

Oaks, Pa.

President.....Robert R. Titus
PRODUCTS: Bakelite.

Technical Radio Co.

275 Ninth St., San Francisco, Calif.
Phone: UNderhill 7213

Chief Engineer.....Clayton F. Bane
Production Manager.....George Weiss
General Manager.....E. E. Olson

PRODUCTS: Transmitters, receiving sets, direction finders and radio communication equipment.

Telicon Corp.

305 E. 63rd St., New York, N. Y.
Phone: REgent 4-2828

President.....S. Sagall
Vice-President.....B. F. Wyckoff

PRODUCTS: Piezo-electric crystals, super-sonic instruments, television transmitters and receivers.

Thordarson Elec. Mfg. Co.

500 W. Huron St., Chicago, Ill.
Phone: WH 6444

Vice-President.....R. E. Onstad
Treasurer.....G. Winney
Purchasing Agent.....C. Schmitz
Chief Engineer.....W. Howe

PRODUCTS: Transformers, wave filters, amplifiers, electronic equipment, transmitters.

Tower Sales & Erecting Co.

6100 N. E. Columbia Blvd., Portland, Ore.
Phone: Trinity 7303

President.....C. H. Fisher

PRODUCTS: Fabrication, erection, maintenance of radio towers, ground systems, radio tower lighting, radio station construction.

Trav-Ler Karenola Radio & Television Corp.

1028 W. Van Buren St., Chicago 7, Ill.
Phone: HAYmarket 3487

President-General Manager....Joe Friedman
Chief Engineer.....R. J. O'Brien
Purchasing.....M. Kling

PRODUCTS: Receiving sets, interphone inter-communicating equipment for U. S. Signal Corps.

The Triplett Electrical Instrument Co.

Bluffton, Ohio

Contact.....R. L. Triplett

BRANCH Offices: All principal U. S. cities. PRODUCTS: Electrical Measuring Instruments, Industrial, Laboratory and Radio Test Equipment.

Tung-Sol Lamp Works, Inc.

95 Eighth Ave., Newark, N. J.
Phone: HUmboldt 2-4200

President.....Louis Rieben
Sales Manager.....R. E. Carlson

PRODUCTS: Receiving and transmitting tubes.

The Turner Co.

909 17th St., N. E., Cedar Rapids, Iowa
Phone Cedar Rapids 3-2607

President.....David Turner
Vice-President.....John B. Turner II
Secretary-Treasurer.....W. J. Nezerka
Chief Engineer.....R. H. Mayer

PRODUCTS: Microphones and Microphone Accessories, Quartz Crystal Assemblies.

United Electronics Company

42 Spring Street, Newark 2, New Jersey
Phone: Humboldt 2-0577

President.....R. H. Amberg
Vice-Pres. & Sales Mgr.....C. A. Rice
Chief Engineer.....B. F. Steiger
Credit Manager.....J. B. Nagle, Jr.
Purchasing Agent.....R. F. Schorn

PRODUCTS: Radio Transmitting Tubes.

United Transformer Co.

150 Varick St., New York 13, N. Y.
Phone Walker 5-4850

Contact.....I. A. Mitchell
Chief Engineer.....L. G. Burnell

PRODUCTS: Transformers, Reactors, Automatic Regulators, Voltage Control Units, Filters; Universal Broadcast Equalizers, Recording and Line Equalizers, Govt. Work.

Universal Microphone Co., Ltd.

424 Warren Lane, Inglewood, Calif.
Phone: (Inglewood) ORchard 7-4216
Phone: (Los Angeles) ORegon 8-2148

President & General Manager

James L. Fouch

Vice-President & Sales Manager

Cecil L. Sly

Secretary.....Durwood D. Allen

BRANCH OFFICES: (Canada) 560 King St. W., Toronto, 2; (Export) 301 Clay St., San Francisco, 11; New York, 259 W. 14th St.; Boston, 94 Portland St.; Chicago, 540 N. Michigan Ave.; Seattle, 2321—2nd Ave.

PRODUCTS: Microphones, stands and accessories: plugs, jacks, cords and switches.

Utah Radio Products Co.

820 Orleans St., Chicago, Ill.
Phone: SUPerior 8388

President.....Fred R. Tuerk
Sales Manager.....O. F. Jester

PRODUCTS: Loudspeakers, transformers, chokes, vibrators, resistors, jacks, volume and tone controls, switches, plugs.

Warwick Manufacturing Corp.

4640 W. Harrison St., Chicago, Ill.

Phone: ESTebrook 2727

President.....J. S. Holmes

PRODUCTS: Receiving sets, radio-phonograph combinations.

Watterson Radio Mfg. Co.

2700 Swiss Ave., Dallas 1, Texas

Phone: Texas T-1865

Owner-Sales Manager.....J. W. Davis

PRODUCTS: Receiving sets, radio-phonograph combinations, amplifiers, speaker baffles, replacement cabinets.

Wells-Gardner & Co.

2701 N. Kildare Ave., Chicago, Ill.

Phone: ALBany 8220

President.....A. S. Wells

Sales Manager.....H. A. Johanson

PRODUCTS: Receiving sets, radio-phonograph combinations.

William H. Welsh Co.

2241 Indiana Ave., Chicago, Ill.

Phone: CALumet 5454

Contact.....William H. Welsh

General Manager.....C. L. Matthews, Jr.

Chief Engineer.....F. D. Yocum

PRODUCTS: Speaker diaphragms, suspensions, domes, plastic molders.

Western Electric Co., Inc.

(Radio Division)

120 Broadway, New York, N. Y.

Phone COrtland 7-7700

Vice-President.....F. R. Lack

Assistant Manager.....C. R. Smith

Manager Commercial Sales...H. N. Willets

Radio Broadcasting and Sound Systems...L. F. Bockoven

Aviation and Marine Radio...F. C. McMullen

PRODUCTS: Hearing Aids and Hearing Measuring Equipment; Aviation, Marine, Police Radio Transmitters and Receivers; Radio Broadcasting Speech Input Equipment; Sound Distribution Systems; Vacuum Tubes; Acoustic Measuring Equipment; Microphones, Loudspeakers, and allied items; Telephone Apparatus and Cable; Carrier Telephone Equipment and Train Dispatching Apparatus.

Westinghouse Electric & Mfg. Co.

Radio Division

2519 Wilkens Ave., Baltimore 3, Md.

Phone EDmondson 2300

Tube 6 Lamp Division

MacArthur Ave., Bloomfield, N. J.

Phone: BLoomfield 2-2200

President.....George H. Bucher

Vice-President.....Walter Evans

Manager, Radio Division.....C. J. Burnside

Sales Manager.....C. W. Miller

Mgr. Engineer.....R. N. Harmon

Manager, Special Products...H. J. Hoffman

Purchasing.....C. W. Lutz

Mgr., Lamp Div.....R. C. Stuart

Mgr., Electronics.....D. D. Knowles

Purchasing (Lamp Div.).....A. Clohosey

BRANCH OFFICES: In all principal cities. PRODUCTS: Commercial Broadcast Transmitters, all types of Special Radio Transmitting and Receiving Equipment for Military and Industrial Purposes, and Radio Tubes.

Weston Electrical Instrument Corp.

614 Frelinghuysen Ave., Newark, N. J.

Phone Bigelow 3-4700

Contact.....V. E. Jenkins

BRANCH OFFICES: All principal U. S. cities and Canada. PRODUCTS: Tubecheckers, Vacuum Tube Voltmeters, Power Level Indicators, Volume Indicators, Switchboard Voltmeters and Ammeters, Portable Voltmeters, Ammeters and Ohmmeters, Portable Capacity Testers, Portable Combination Volt-Ohm-Milliammeters, Radio and electronic industrial test equipment.

Wilcox-Gay Corp.

604 W. Seminary St., Charlotte, Mich.

President-Treasurer.....Chester M. Wilcox

Vice-President & Secretary.....Paul S. Gay

Vice-President & Sales Manager,

Warren L. Hasemeier

PRODUCTS: Radio-phonograph combinations, FM receiving sets, record-players, recording discs.

Wincharger Corp.

E. Seventh and Division Sts., Sioux City, Iowa

Phone Sioux City 8-6513

Contact.....R. F. Weinig

PRODUCTS: Vertical Radiators, Antenna Towers and Accessories, Dynamotors, Inverters, Specialized Rotary Electrical Equipment.

Zenith Radio Corp.

6001 Dickens Ave., Chicago, Ill.

Phone: BERkshire 7500

President-General Mgr...E. F. McDonald, Jr.

Executive Vice-President & Treasurer,

Hugh Robertson

Vice-President & Director of Sales,

J. J. Nance

PRODUCTS: Receiving sets, radio-phonograph combinations, FM receiving sets, television receiving sets, record-players.



INTERNATIONAL



*International Broadcast Stations
In The United States*



CBS-NBC Latin-American Networks



Cuba



Mexico



South America



Central America



INTERNATIONAL BROADCAST STATIONS IN THE UNITED STATES

<i>Licensee and Location</i>	<i>Call Letters</i>	<i>Frequency (Kc)</i>	<i>Power</i>
The Associated Broadcasters, Inc. San Francisco, Calif.....	KWID	6060, 7230, 9570, 11870, 15290, 17760, 21610	100 kw
The Associated Broadcasters, Inc. San Francisco, Calif.....	KWIX	6060, 7230, 9570, 11870, 15290, 17760, 21610	50 kw
Columbia Broadcasting System, Inc. Brentwood, L. I.....	WCBX	5060, 6120, 6170, 9650, 11830, 15270, 17830, 21520, 21570, S.A. 15267 in lieu of 15270, S.A. 9490, S.A. 9590, SSA 11145 and 9750	50 kw
Columbia Broadcasting System, Inc. Brentwood, L. I.....	WCRC	6060, 6120, 6170, 9650, 11830, 15270, 17830, 21520, 21570, S.A. 15267 in lieu of 15,270, S.A. 9490, S.A. 9590, SSA 11145 and 9750	50 kw
Columbia Broadcasting System, Inc. Brentwood, L. I.....	WCDA	6060, 6120, 6170, 9650, 11830, 15270, 17830, 21520, 21570, S.A. 15267 in lieu of 15,270, S.A. 9490, S.A. 9590, SSA 11145 and 9750	50 kw
Columbia Broadcasting System, Inc. Brentwood, L. I.....	WCBN	6120, 6170, 9650, 11830, 15270, 17830, 21520, 21570	50 kw CP only
Columbia Broadcasting System, Inc. Wayne, N. J.....	WOOC	6120, 6170, 9650, 11830, 15270, 17830, 21520, 21570	50 kw CP only
Columbia Broadcasting System, Inc. Wayne, N. J.....	WOOW	6120, 6170, 9650, 11830, 15270, 17830, 21520, 21570	50 kw CP only
The Crosley Corp. Mason, Ohio	WLWO	6080, 9590, 11710, 15250, 17800, 21650	75 kw
The Crosley Corp. Mason, Ohio.....	WLWK	6080, 9590, 11710, 15250, 17800, 21650	50 kw CP only
The Crosley Corp. Mason, Ohio.....	WLWL	6080, 9590, 11710, 15250, 17800, 21650	200 kw CP only
The Crosley Corp. Mason, Ohio.....	WLWS	6080, 9590, 11710, 15250, 17800, 21650	200 kw CP only
The Crosley Corp. Mason, Ohio.....	WLWR	6080, 9590, 11710, 15250, 17800, 21650	200 kw CP only
General Electric Company South Schenectady, N. Y.....	WGEA	6190, 7000, 9530, 9550, 11847.5, 15330, 21500, 21,590, SSA 17,880	50 kw
General Electric Company South Schenectady, N. Y.....	WGEO	6190, 7000, 9530, 9650, 11847.5, 15330, SSA 9550 and 17880	100 kw

INTERNATIONAL BROADCAST STATIONS IN THE U. S.

General Electric Company near Belmont, Calif.....	KGEI	6190, 7250, 9530, 9550, 11730, 15210, 15330, SSA 11790, 15130 and 17880	50 kw
General Electric Company Schenectady, N. Y.....	WGEX		25 kw CP only
National Broadcasting Co., Inc. Bound Brook, N. J.....	WRCA	6100, 9670, 11890, 15150, 15190, 17780, 21630, SSA 11870 Kc and SA 11893 (50 to 100 kw on 9670)	50 kw
National Broadcasting Co., Inc. Bound Brook, N. J.....	WNBI	Same as WRCA	Same as WRCA
National Broadcasting Co., Inc. Bound Brook, N. J.....	WNRA	6100, 9670, 11890, 15150, 15090, 21630	50 kw CP only
National Broadcasting Co., Inc. Bound Brook, N. J.....	WNRE	Same as above	50 kw
National Broadcasting Co., Inc. Bound Brook, N. J.....	WNRI	Same as above	CP only 50 kw
National Broadcasting Co., Inc. Bound Brook, N. J.....	WNRX	Same as above	CP only 50 kw
Westinghouse Radio Stations, Inc. Hull, Mass.	WBOS	6140, 9570, 11870, 15210, 17780, 21540	CP only 50 kw
World Wide Broadcasting Corp. Scituate, Mass.	WRUL	6040, 11730, 11790, 15130, 15350, 17750, 21460	50 kw
World Wide Broadcasting Corp. Scituate, Mass.	WRUS	6040, 9700, 11730, 15350, 17750, 2146, SSA 6140 7575, 8590, 9750, 11145, 11790, 15130	50 kw
World Wide Broadcasting Corp. Scituate, Mass.	WRUW	11730, 15130, 25600, 11790, 15350, 17750, 9700	20 kw C.P. 50 kw
World Wide Broadcasting Corp. Scituate, Mass.....	WRUA	6040, 9700, 11730, 15350, 17750, 21460	50 kw
World Wide Broadcasting Corp. Scituate, Mass.....	WRUX	SSA 7575, 7805	7 kw

Pending Applications

General Electric Co. Belmont, Calif.....		To be determined	100 kw
---------------------------------------------	--	------------------	--------

Due to the shortage of paper we are omitting the FCC regulations regarding International Broadcast Stations. This list will be found on pages 993-994 of the 1943 RADIO ANNUAL.



LATIN-AMERICAN NETWORKS

CBS — NBC

LA CADENA DE LAS AMERICAS (The Network of the Americas) of THE COLUMBIA BROADCASTING SYSTEM

— PERSONNEL —

Director of Shortwave Broadcasting and Latin American Relations.....	Edmund A. Chester
Assistant Director of Latin American Relations and Latin American News Editor.....	Roberto I. Unanue
Assistant in Charge of Public Relations for Latin America.....	Carlos Garcia-Palacios
Publicity Assistant	Marge Kennedy
Publicity Assistant	B. F. Aldana
Director of Programs.....	William H. Fineshriber
Assistant Director of Programs, Supervisor of Special Events Programs, Traffic Manager.....	John W. Hundley
Director of Music.....	Terig Tucci
Production Chief.....	Russ Johns
Script Department Manager.....	Benjamin F. Feiner, Jr.
Shortwave News Director.....	Lawrence S. Haas
Network Service Manager.....	Frank Kizis
Engineer in Charge of International Broadcasting.....	Guy Hutcheson

ARGENTINA

Call Letters	Station Name	City	Frequency Kilocycles	Power Watts
LR3.....	Radio Belgrano	Buenos Aires	950	50000
LRV.....	Radio Belgrano	Buenos Aires	11840	50000
LRV1.....	—Radio Belgrano Network—			
LU7.....	Radio General San Martin	Bahia Blanca	1240	1500
LV3.....	Radio Cordoba	Cordoba	620	25000
LT7.....	Radio Provincia	Corrientes	1340	5000
LT1.....	Radio del Litoral	Rosario	780	12000
LV1.....	Radio Graffigna	San Juan	560	10000
LV4.....	Radio San Rafael de Mendoza.....	San Rafael	690	5000
LV11.....	Radio del Norte	Santiago del Estero.....	1170	500
LV12.....	Radio Aconquija	Tucuman	580	5000
LV14.....	Radio La Rioja	La Rioja	1460	500
LV10.....	Radio Cuyo	Mendoza	1210	2500
LV13.....	Radio San Luis	San Luis	—	—
ZP9.....	Radio Encarnacion	Encarnacion, Para- guay	—	—
ZP1.....	Radio Encarnacion	Encarnacion, Para- guay	—	—
CXA8.....	Radio Real de San Carlos.....	Colonia, Uruguay	9620	20000
CXA14.....	Radio Real de San Carlos.....	Colonia, Uruguay	11820	1000

BOLIVIA

CP4.....	Radio Illimani	La Paz	1040	10000
CP5.....	Radio Illimani	La Paz	6200	1000

CHILE

Call Letters	Station Name	City	Frequency Kilocycles	Power Watts
CB57.....	Radio Sociedad Nacional de Agricultura.	Santiago de Chile...	570	6000
CB1180.....	Radio Sociedad Nacional de Agricultura.	Santiago de Chile...	11800	1000
CB90.....	Radio Sociedad Nacional de Agricultura.	Valpariso	900	1000

COLOMBIA

HJAG.....	Emisora Atlantico	Barranquilla	1050, 4905	1000
HJAH.....	Emisora Atlantico	Barranquilla	1080	1000
HJCS.....	Radio Continental	Bogota	920	50000
HJEB.....	La Voz del Valle	Cali	1150	500
HJED.....	La Voz del Valle	Cali	4825	1000
HJFB.....	Radio Manizales	Manizales	6105	1000
HJFD.....	Radio Manizales	Manizales	1390	500
HJDT.....	Radio Nutibara	Medellin	1150	500
HJFF.....	Ondas del Otun.....	Pereira	1350	1000

COSTA RICA

TIPG.....	La Voz de la Victor.....	San Jose	625	5000
TIPG.....	La Voz de la Victor.....	San Jose	9615	2000

CUBA

CMJN.....	RHC Cadena Azul	Camaguey	740	1000
CMCY.....	RHC Cadena Azul	Havana	590	15000
COCY.....	RHC Cadena Azul	Havana	11470	1000
CMKV.....	RHC Cadena Azul	Holguin	600	1000
CMHI.....	RHC Cadena Azul	Santa Clara	570	15000
COHI.....	RHC Cadena Azul	Santa Clara	6450	5000
CMKN.....	RHC Cadena Azul	Santiago de Cuba...	930	1000

DOMINICAN REPUBLIC

HIIZ.....	Broadcasting Nacional	Ciudad Trujillo	6315	100
HIZ.....	Broadcasting Nacional	Ciudad Trujillo	1350	200

ECUADOR

HC2AJ.....	Compania del Ecuador.....	Guayaquil	1050	1000
HC2AK.....	Compania del Ecuador.....	Guayaquil	9310	1000
HCQR.....	Radio Quito	Quito	1340	250
HCQRX.....	Radio Quito	Quito	5970	300

EL SALVADOR

YSP.....	La Voz de Cuscatlan.....	San Salvador	—	—
YSP.....	La Voz de Cuscatlan.....	San Salvador	—	—
YSPA.....	La Voz de Cuscatlan.....	San Salvador	—	—
YSPB.....	La Voz de Cuscatlan.....	San Salvador	—	—

GUATEMALA

TGW.....	La Voz de Guatemala.....	Guatemala City	610	10000
TGWA.....	La Voz de Guatemala.....	Guatemala City	9685 15170	10000
TGWB.....	La Voz de Guatemala.....	Guatemala City	6460	1000
TGWC.....	La Voz de Guatemala.....	Guatemala City	1520	1000

HAITI

Call Letters	Station Name	City	Frequency Kilocycles	Power Watts
HHW	Sation de Radiodifusion	Port-au-Prince	1230	75
HH3W	Sation de Radiodifusion	Port-au-Prince	9595	150

HONDURAS

HRN	La Voz de Honduras	Tegucigalpa	1450	500
-----	--------------------	-------------	------	-----

MEXICO

XEQ	Radio Pan Americana, S. A.	Mexico City	730	5000
XEQQ	Radio Pan Americana, S. A.	Mexico City	9680	1000
XEA		Campeche, Cam.	1370	250
XEBU		Chihuahua, Chih.	1260	500
XEBL	Max Gomez Blanco	Culiacan, Sin.	1260	500
XEHL		Guadalajara, Jal.	1370	50
XEHQ		Hermosillo, Son.	590	300
XEDS		Mazatlan, Sin.	1320	500
XEFC	Julio Molina Fonto	Merida, Yuc.	1340	250
XEMR	Enrique Serna Martinez	Monterrey, N. L.	1370	500
XELQ	Francisco Laris Iturbide	Morelia, Mich.	1270	100
XEAX	Alvaro Rodriguez A.	Oaxaca, Oax.	1270	500
XEHR	Manuel R. Canalo	Puebla, Pue.	1090	250
XEBM		San Luis Potosi	1260	150
XETU	Juan Perez Cardonas	Tampico, Tams.	1460	1000
XEDN	Alejandro O. Stevenson, Jr.	Torreon, Coah.	1260	250
XEHV	Juan A. Palavicini	Veracruz, Ver.	1310	1000

NICARAGUA

YNOW	La Voz de la America Central	Managua	6850	800
------	------------------------------	---------	------	-----

PANAMA

HOC	Radio Teatro Estrella de Panama	Panama City	1440	50
HP5A	Radio Teatro Estrella de Panama	Panama City	11700	1000

PARAGUAY

ZP3	Radio Teleco	Asuncion	700	8000
ZPA3	Radio Teleco	Asuncion	11877	1200

PERU

OAX6C	Radio Continental	Arequipa	1370	250
OAX6D	Radio Continental	Arequipa	9500	250
OAX6E	Radio Continental	Arequipa	6055	300
OAX4A	Radio Nacional del Peru	Lima	850	10000
OAX4Z	Radio Nacional del Peru	Lima	6082	15000
OAX4U	Radio America	Lima	1030	5000
OAX4V	Radio America	Lima	5990	2000
OAX4W	Radio America	Lima	9440	1500

URUGUAY

CX16	Radio Carve	Montevideo	850	10000
CX24	Radio la Voz del Aire	Montevideo	58000	2500
CXA8	Radio Belgrano	San Carlos, Colonia.	9620	20000
CXA14	Radio Belgrano	San Carlos, Colonia.	11820	1000

VENEZUELA

YV5RG	Ondas Populares	Caracas	1010	1000
YV5RU	Ondas Populares	Caracas	6070	2232
YV6RA	Ecos Del Orinoco	Ciudad Bolivar	1400	750
YV6RU	Ecos Del Orinoco	Ciudad Bolivar	4790	1000
YV1RA	Ecos Del Zulia	Maracaibo	1300	200
YV1RV	Ecos Del Zulia	Maracaibo	4750	300
YV4RE	Radio Valencia	Valencia	1400	1000
YV4RP	Radio Valencia	Valencia	3460	1000

NBC INTERNATIONAL Pan-American Network

— PERSONNEL —

Vice-President in Charge of International Relations	John F. Royak
Manager of International Division	Fred B. Bate
Radio Facilities Engineer	Raymond F. Guy
Director, Latin American Programs and Chief of Spanish Section	Eli B. Canel
Continuity Acceptance	F. J. Lara
Production Chief	Ary Moll
Assistant Production Chief	Alvaro Gonzalez
Assistant Production Chief	Aurora Diaz
Chief of Portuguese Section	Manuel Souza
Musical Director	Emilio de Torre
Director of Station Relations	Cal J. Abraham
Publicity and Public Relations Assistant	Miguel Albornoz
Chief of Traffic Section	Charles Mangano

ARGENTINA

Call Letters	Station Name and/or Owner	Location	Frequency Kilocycles	Power Watts
LR4	Radio Splendid	Buenos Aires	990	50000
LRS	Radio Splendid	Buenos Aires	9315	30000
LRS1	Radio Splendid	Buenos Aires	5900	30000
<i>Radio Splendid Network (Red Argentina de Emisoras Splendid S. A.)</i>				
LW1	de la Red Splendid	Cordoba	790	15000
LT2	de la Red Splendid	Rosario	1230	15000
LU3	de la Red Splendid	Bahia Blanca	1150	10000
LT4	de la Red Splendid	Posadas	1010	1500
LV6	de la Red Splendid	Mendoza	630	10000
LW7	de la Red Splendid	Catamarca	730	1500
LU5	de la Red Splendid	Neuquen	1130	1500
LW8	de la Red Splendid	Jujuy	1130	1500
LU6	Radio Atlantica	Mar del Plata	1300	1500
LU4	Comodoro Rivadavia	Chubut	640	1500
LU12	Rio Gallegos	Santa Cruz	680	1500

BOLIVIA

CP20	Radio El Condor	La Paz	930	1000
CP15	Radio El Condor	La Paz	5880	500
CP18	Radio El Condor	Oruro	900	250

CHILE

CB138	Radio El Mercurio	Santiago	1380	15000
CB1185	Radio El Mercurio	Santiago	11850	5000
CB64	Radio Cristobal Colon	Valparaiso	640	3000
CD69	Radio La Frontera	Temuco	690	1200
CC117	Radio Simone Bolivar	Concepcion	1170	1000

COLOMBIA

HJCC	La Voz de Bogota	Bogota	870	5000
HJCE	La Voz de Bogota	Bogota	6240	1000
HJCF	La Voz de Bogota	Bogota	6073	750
HJCR	Radiodifusora Nacional	Bogota	1200	5000
HJCT	Radiodifusora Nacional	Bogota	6260	2500
HJAN	La Voz de la Victor	Barranquilla	1190	1000
HJAB	La Voz de Barranquilla	Barranquilla	4785	2500
HJDK	La Voz de Antioquia	Medellin	1250	1000
HJDE	La Voz de Antioquia	Medellin	6145	5000
HJGK	Radio Santander	Bucaramanga	1280	500
HJGB	Radio Santander	Bucaramanga	4775	2500
HJFE	Radio Quirama	Pereira	1470	499
HJFA	La Voz de Pereira	Pereira	6054.3	750
HJAF	Emisoras Fuentes	Cartagena	1240	350
HJAE	Emisoras Fuentes	Cartagena	4965	1000

COSTA RICA

Call Letters	Station Name and/or Owner	Location	Frequency Kilocycles	Power Watts
TIPG.....	La Voz de la Victor	San Jose	625	6000
TIPG.....	La Voz de la Victor	San Jose	9615	2000
TINBC.....	La Voz de la Democracia	San Jose	1070	4000

CUBA

CMQ.....	Circuito CMQ S.A.....	Habana	690	25000
COCQ.....	Circuito CMQ S.A.....	Habana	6370	5000
CMBZ.....	Radio Salas	Habana	950	250
COBZ.....	Radio Salas	Habana	9030	250

CMQ Network (Circuito CMQ)

CMHQ.....	del Circuito CMQ.....	Santa Clara	810	10000
CMJL.....	del Circuito CMQ.....	Camaguey	620	10000
CMKJ.....	del Circuito CMQ.....	Holguin	800	10000
CMKU.....	del Circuito CMQ.....	Santiago	970	1000

DOMINICAN REPUBLIC

HIX.....	Radiodifusora Oficial	Ciudad Trujillo	950	250
HIIX.....	Radiodifusora Oficial	Ciudad Trujillo	6342	300
HI3X.....	Radiodifusora Oficial	Ciudad Trujillo	11960	300
H19B.....	Broadcasting "Hotel Mercedes".....	Santiago	6383	400

ECUADOR

HCJB.....	La Voz de los Andes.....	Quito	974	1000
HCJB.....	La Voz de los Andes.....	Quito	4108	200
HCJB.....	La Voz de los Andes.....	Quito	9958	1000
HCJB.....	La Voz de los Andes.....	Quito	12455	10000
HC2GI.....	Radio El Telegrafo.....	Guayaquil	1165	500
HC2ET.....	Radio El Telegrafo.....	Guayaquil	9200	200

EL SALVADOR

YSS.....	Alma Cuscatleca	San Salvador	638	500
HUB.....	Alma Cuscatleca	San Salvador	4780	300
YSD.....	Alma Cuscatleca	San Salvador	7894	500

GUATEMALA

TGW.....	La Voz de Guatemala.....	Guatemala City	610	10000
TGWA.....	La Voz de Guatemala.....	Guatemala City	15170	10000
			9685	10000
TGWB.....	La Voz de Guatemala.....	Guatemala City	6480	1000
TGWC.....	La Voz de Guatemala.....	Guatemala City	1520	1000

HAITI

HH2S.....	Societe Haitienne de Radiodiffusion.....	Port-au-Prince	5945	400
-----------	------------------------------------------	----------------------	------	-----

HONDURAS

HRN.....	La Voz de Honduras.....	Tegucigalpa	5875	500
----------	-------------------------	-------------------	------	-----

MEXICO

XEW.....	La Voz de la America Latina desde Mexico	Mexico City	900	100000
XEWW.....	La Voz de la America Latina desde Mexico	Mexico City	9500	10000
			15160	10000

XEW Network (Cadena XEW)

Call Letters	Station Name and/or Owner	Location	Frequency Kilocycles	Power Watts
XEW Network (Cadena XEW)				
XEKJ	Refugio A. de Valdivieso	Acapulco, Gro.	1400	250
XEBI	Pedro C. Rivas	Aguascalientes	1360	250
XEFQ		Cananca, Son.	980	500
XEP	Esteban Parra	Ciudad Juarez	1300	500
XEBJ	Fernando Elizalde	Ciudad Victoria	1450	100
XEA	Luis A. Maury	Campeche, Camp.	1370	250
XEBA		Ciudad Guzman	1270	250
XENC		Celaya, Gto.	1540	250
XEFI	Ramiro G. Uranga	Chihuahua, Chih.	1440	1000
XERL	La Voz Costena desde Colima	Colima, Col.	1280	250
XEJC		Cuernavaca	1420	150
XESA	Pablos y Elizalde	Culiacan, Sin.	1360	250
XEE	Alejandro Stevenson, Jr.	Durango, Dgo.	1280	250
XEAV		Guadalajara, Jal.	580	1000
XEBH	Carlos Balderrama	Hermosillo, Son.	920	1000
XEBO	Alfonso Martinez	Irapuato, Gto.	1330	500
XEKL	El Heraldo de Vera Cruz	Jalapa, Ver.	550	100
XERZ	Rafael C. Navarro	Leon, Gto.	1240	250
XECF	Francisco Perez H.	Los Mochis, Sin.	1330	1000
XERJ	Oscar Perez A.	Mazatlan, Sin.	1320	500
XEME	Perfecto Villamil Cisnero	Merida, Yuc.	1270	400
XECL		Mexicali, B. C.	990	5000
XEDW	Hector Silva Canto	Minatitlan, Ver.	1260	250
XEAM	Manuel L. Salinas	Matamoros, Tamps.	1400	250
XEI	Tiburcio Ponce	Morelia, Mich.	1400	250
XEFB	Jesus Quintanilla	Monterrey, N. L.	630	500
XEFE	Rafael T. Carranza	Nuevo Laredo	960	1000
XEGL	Fausto M. Gomez	Navojoa, Son.	1270	500
XEHF		Nogales, Son.	1370	1000
XEAX	Alvaro Rodriguez A.	Oaxaca, Oax.	1370	500
XETQ	Francisco Campos H.	Orizaba, Ver.	1370	250
XEMU	Cia Radiodifusora de P. N.	Piedras Negras	580	250
XEHR	Roberto Canedo	Puebla, Pue.	1090	250
XEJR	Anastasio Gomez Gallardo	Parral, Chih.	1490	100
XEJX	Radioemisora Queretana	Queretaro, Qro.	1450	250
XERT		Reinosa, Tampa.	590	250
XEDE		Salttillo, Coah.	1400	250
XECZ	Ceferino Z. Jimenez	San Luis Potosi	1430	1000
XETU		Tampico, Tamps.	1460	1000
XEC		Tijuana, B. C.	1310	250
XEBX	Miguel B. Rodriguez	Sabinas, Coah.	610	250
XETL	Calixto Almazan	Tuxpan, Ver.	1390	250
XERK	Dario Mondragon	Tepic, Nay.	1450	250
XEBP	Alejandro O. Stevenson	Torreón, Coah.	1260	250
XEU	Fernando Pazos y Cia.	Veracruz, Ver.	960	500
XEUF	Ignacio Navarro	Uruapan, Mich.	550	350
XELK		Zacatecas, Zac.	1280	100
XEGC	Guillermo Calzada	Zamora, Mich.	1450	100

NICARAGUA

YNPS	La Voz de Nicaragua	Managua	6760	1000
YNDS	La Voz de Nicaragua	Managua	6240	750

PANAMA

HOA	Radio Panamericana	Panama City	1000	400
HP5G	Radio Panamericana	Panama City	11780	600
HOK	La Voz de la Victor	Colon	640	250
HP5K	La Voz de la Victor	Colon	6005	200

PARAGUAY

Call Letters	Station Name and/or Owner	Location	Frequency Kilocycles	Power Watts
ZP9.....	Radio La Capital.....	Asuncion	970	1200

PERU

OAX4A....	Radio Nacional del Peru.....	Lima	854	10000
OAX4Z....	Radio Nacional del Peru.....	Lima	6082	15000
OAX4T....	Radio Nacional del Peru.....	Lima	9562	10000
OAX6A....	Radio Arequipa	Arequipa	6042	200

PUERTO RICO

WNEL.....	The Link of the Americas.....	San Juan	1320	5000
-----------	-------------------------------	----------------	------	------

URUGUAY

CX-14.....	El Espectador	Montevideo	810	15000
CXA-19....	El Espectador	Montevideo	11705	5000
CX-18.....	Radio Libertad	Montevideo	890	3000
CXA-9.....	Radio Libertad	Montevideo	15345	3000

El Espectador Network (Cadena Uruguaya de Radiodifusion)

CW-7.....	Radio Carmelo	Carmelo	640	1000
CW-19....	Difusora Rochense	Rocha	1340	50
CW-23....	Radio Cultural	Salto	820	500
CW-33....	Radio Florida	Florida	1200	75
CW-35....	Radio Paysandu	Paysandu	1240	750
CW-43....	Radio Lavalleja	Minas	1420	300
CW-46A...	Zorilla de San Martin.....	Tacuarembó	1400	1200
CW-47A...	Radio Welcome	San Jose	1510	100
CW-45....	Difusora Treinta y Tres.....	Treinta y Tres.....	1390	250

VENEZUELA

YV5RA....	Radio Caracas	Caracas	960	10000
YV5RN....	Radio Caracas	Caracas	4920	5000
YV1RK....	Radio Popular	Maracaibo	1250	300
YV1RL....	Radio Popular	Maracaibo	4810	300
YV2RB....	La Voz del Tachira	San Cristobal	980	500
YV2RN....	La Voz del Tachira	San Cristobal	4830	2000
YV4RA....	La Voz de Carabobo	Valencia	1350	1000
YV4RO....	La Voz de Carabobo	Valencia	6130	1000
YV1RW....	Radio Coro	Coro	1370	200
YV1RY....	Radio Coro	Coro	4770	300
YV6RE....	Emisoras Unidas	Barcelona	1080	500
YV6RC....	Emisoras Unidas	Barcelona	3450	1500
YV2RC....	La Voz de la Sierra	Merida	3420	500
YV1RO....	Radio Trujillo	Trujillo	3310	800
YV3RE....	Radio Barquisimeto	Barquisimeto	1475	1500
YV3RN....	Radio Barquisimeto	Barquisimeto	6120	2000

STATIONS OF CUBA

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
Bayamo, Orte	CMKX	1390	0.25	Oscar Vidal Benitez
Caibarien	CMHD	1560	0.25	Manuel Alvarez
Camaguey	CMJL	920	10.0	Cambo y Gabriel S. A.
Camaguey	CMJN	740	1.0
Camaguey	COJK	8663	1.0	Jones, Castrillon y Cia.
Camaguey	CMJK	1160	0.25	Jones, Castrillon y Cia.
Camaguey	CMJA	1060	0.25	Rafael Valdes Jiminez
Camaguey	CMJE	1230	0.25	Primo Alonso Casares
Camaguey	CMJF	1300	0.25	Gertrudis de la Cruz (Perez)
Camaguey	CMJW	1440	0.25	Andres Moran Cisneros
Camaguey	CMJC	1340	0.25	Fernando Terron Bolanos
Camajuani (Santa Clara)	CMHO	1250	0.25	Enrique Lasanta, Oliver
Cardenas, Mtzas.	CMGE	1470	0.25	Genaro Sabater
Ciego de Avila	CMJH	1370	0.25	Luis Marauri Mendoza
Ciego de Avila	CMJI	1400	0.25	Isidro Castellanos Perez
Ciego de Avila	CMJM	1270	1.0
Ciego de Avila	CMJO	1470	0.25	Bonifacio Idefonso
Cienfuegos, L. V.	CMHM	1450	0.25	Jose Ramon Femenias, Jr.
Cienfuegos, L. V.	CMHJ	1350	0.25	Romualdo Ugalde y Cordero
Cruces, L. V.	CMHK	1380	0.25	Virgilia Villanueva
Guanajay, P. del Rio	CMAC	1370	0.1	Jose Manuel Alvarez Valdes, Guillermo Alvarez Valdes, Israel Porras Fajardo
Guantanamo, Orte	CMKS	900	0.25	Candido Savon Suarez
Guantanamo, Orte	CMKH	1130	0.25	Virgilio Arciero Maffei
Guines	CM9RT	1610	0.25	Raul Torres Pabdal
Guanabacoa (Habana)	COCH	9437	1.0	Radio Internacional
Guanabacoa (Habana)	CMBH	1540	5.0	Vicente Espinosa
Guanabacoa (Habana)	CMCF	910	5.0	Radio Internacional
Habana	COCQ-1	8833	5.0	Cambo Y Gabriel S. A.
Habana	COBZ	9030	1.0	Manuel y Guillermo Salas
Habana	CMA5	5780) 6790) 8630) 11560) 15505) 17260)	1.0 0.15	Cuba Transatlantic Radio Corporation
Habana	CMCJ	1580	0.25	Rafael Rodriguez
Habana	CMCR	1580	0.25	Juan Gonzalez y Seneriz
Habana	CMCA	1490	0.25	Augusto Tostar y J. M. Gonzalez
Habana	CMCG	1460	0.25	Dr. Miguel Angel Campos
Habana	CMCQ	740	0.25	Andres Martinez
Habana	CMBX	1390	0.25	Vicente Espinosa, Julio C. Traviaso
Habana	CMK	830	0.25	Fausto Montiel
Habana	CMQ	690	25.0	Cambo y Gabriel S. A.
Habana	CMCY	590	15.0
Habana	CMW	550	2.5	Adolfo Gil y Miguel Troncoso
Habana	COCX	11650	1.0	Francisco A. Lavin
Habana	COCW	21740) 6322)	1.0	Adolfo Gil y Miguel Troncoso (Under construction)

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
Habana	COCM	9833	1.0	Cia. Transradio Columbia, S. A.
Habana	COCY	11740 21620	0.1
Habana	COBQ	9235 9540	0.1	Andrea Martinez
Habana	COF	7255	0.1	Guartel de Bomberos Ministerio de Defensa Republicas
Habana	COK	11616	1.0	Cuban National Sports Dept.
Cerro (Habana)	CMCB	1330	0.25	Metropolitan Radio de Cuba, S. A.
Habana	CMOA	1360	0.25	Juan Fernandez Duran
Habana	CMC	1360	0.25	Rafael Valdes
Habana	CMBG	1390	0.25	John L. Stowers
Habana	CMCX	1290	0.25	Jose Custodio Milagro Ram-baut y Lanza
Habana	CMCH			
Habana	CMCW	1230	0.25	Jose Vilarino
Habana	CMCU	1190	0.25	Jorge Garcia Serra
Habana	CMBY	1110	0.25	Pagos y Cia.
Habana	CMX	1010	10.0	Francisco A. Lavin
Habana	CMBZ	950	5.-D 1.-N	Manuel y Guillermo Salas
Holguin	CMKJ	970	1.0	Cambio & Gabriel, S. A.
Holguin	CMKV	600	1.0
Holguin	CMKF	1490	0.25	Manuel J. de Gongara
Holguin	CMKO	1220	0.25	Manuel Angulo Farran
Holguin	CMKG	1050	0.25	Emilio Grau Medina
Jovellanos (Matanzas)	CMGN	1310	1.0
Manzanillo, Orte.	CMKE	1320	0.25	Cia. Radio Emisora Manzanillo, S. A.
Manzanillo, Orte.	CMKM	560	0.25	Raimundo Comas Solar, Merchan y P. Giguereado
Matanzas, Cuba	COGF	11800	1.0	Bernabe R. de la Torre
Matanzas, Cuba	CMGH	1440	1.0	Garcia Alvarez & Heirs
Matanzas, Cuba	CMGF	1240	0.25	Bernabe R. de La Torre
Marianao (Habana)	CMZ-1	660	0.5	Government—Ministry of Nat'l Defense
Marianao (Habana)	CMBF	730	5.0	Compania Radio Universal, S. A.
Marianao (Habana)	CMZ	1260	5.0	Ministry of Education (Gov't of Cuba)
Marianao (Habana)	COX	9640	5.0	Ministry of Education (Gov't of Cuba)
Nuevitas, Cam.	CMJQ	1580	0.25	Manuel Puig Martinez
Palma Soriano, Orte.	CMKZ	1430	0.25	Joaquin Venero Obregon
Pinar del Rio	CMAB	1450	0.25	Francisco Martinez P. R.
Pinar del Rio	CMAQ	810	1.0	Cambio y Gabriel, S. A.
Pinar del Rio	CMAN	1300	1.0
Placetes, L. V.	CMHP	1320	0.25	Candido de Los Angeles, Guevara Perdomo
Puentes Grandes (Habana)	CMBQ	1150	5.-D 1.-N	Amletto Battisti
Puerto Padre, Orte.	CMKY	1350	0.1	Pedro Zacca Cheda
Rancho Boyeros, Habana	COBC	9363	1.0	Domingo Fernandez Cruz
Rancho Boyeros, Habana	CMBC	790	5.-D 1.-N	Domingo Fernandez Cruz
Regla (Habana)	CMCD	630	12.0
Regla (Habana)	COCD	6130	1.0
Reparto Rancho Boyeros (Habana)	CMCK	980	5.0	Luis Casas Rodriguez, Ernesto Casas Rodriguez
Reparto Rancho Boyeros (Habana)	COCO	8700	5.0	Luis Casas Rodriguez, Ernesto Casas Rodriguez

CUBA STATIONS

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
Reperto Vedado (Habana)...	CMBD	1460	5.0 0.25	Luis Perez Garcia
Reperto Vedado (Habana)...	CMOX	1490	1.0	Perez y Chisholm
Roselea Abreu	CMBL	860	5.0	Radio Cadena Suaritos S. A. (Laureano Suarez Valdes)
Sagua La Grande, S. C.....	CMHA	1280	0.25	Abelarde Menocal
Sancta Spiritus	CMHB	1410	0.25	V. E. Weiss y O. Ramirez Isla
Santiago de Cuba.....	CMKN	930	1.0
Santiago de Cuba.....	CMKU	760	1.0	Cambo y Gabriel
Santiago de Cuba.....	CMKW	1000	1.0	Ricardo Miranda Cortes y Raul Souлары Echevarria
Santiago de Cuba.....	CMKC	1250	0.25	Roberto Miguel Gonzalez
Santiago de Cuba.....	CMKR	1090	0.25	Jaime Nadal
Santiago de Cuba.....	COKG	8942	1.2	Emilio Grau Medina
Santiago de Cuba.....	CML-5	15505) 5780) 8630) 6790) 11560) 17260)	0.15	Cuba Transatlantic Radio Corp.
Santiago de Cuba.....	CMKD	1290	1.0	Otto Juan Vinas Gimeno
Santiago de las Vegas, (Habana)	CMBA	1420	0.25	Juan de Dios Carreno y Valdes
San Luis, Oriente.....	CMKQ	1460	0.5	Angela Viciado Quintero
Santa Clara (Las Villas).....	CMHQ	800	10.0	Cambo y Gabriel
Santa Clara (Las Villas).....	CMHN	960	1.0
Santa Clara (Las Villas).....	CMHX	1480	0.25	Francisco Chavarrey Fuster
Santa Clara (Las Villas).....	CMHI	570	15.0
Santa Clara (Las Villas).....	COHI	11765 6455	5.0
Santa Clara (Las Villas).....	CMBM	1450	0.25	Jose Ramon Femenias, Jr.
C. de Manicaragua, Santa Clara (Las Villas).....	CMHW	960	1.0
Trinidad, L. V.....	CMHT	990	0.25	F. E. Soto del Valle
Vedado (Habana)	CMOY	0.25
Vedado (Habana)	CMCO	1230	0.25	Enrique Lasanta Oliver Lessee—Carlos M. Sanchez
Vedado (Habana)	CMBS	1090	1.0	Enrique Artalejo Fernandez
Vedado (Habana)	CMCM	1060	0.25	Compania Transradio Colum- bia, S. A.

STATIONS OF MEXICO

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
Acapulco, Gro.	XEKJ	1400	0.25
Agua Prieta, Son.....	610	0.25	(Under construction)
Agua Prieta, Son.....	XERP	1190	50.0
Aguascalientes	XEBI	1360	0.25	Pedro C. Rivas

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
Aguascalientes	XELY	1490	0.15
Campeche	XEA	1370	1.0	Luis A. Maury
Cananea, Son.	XEFQ	980	0.5	Ernesto Felix
Cananea, Son.	XESY	1320	0.2	Hector Compoy
Cananea, Son.	1490	0.25
Casas Grandes, Chih.	XETX	1400	0.1
Celaya, Guan.	XENC	1540	0.25
Celaya, Guan.	1090	0.25
Chihuahua	XEFI	1440	1.0	Ramiro G. Uranga
Chihuahua	XEM	1390	0.5	Pedro Meneses, Jr.
Chihuahua	XEBW	1280	0.6
Chihuahua	XEBU	1260	0.1	Feliciano Lopez Islas
Chihuahua	580	0.25
Chilpancingo, Gro.	1300	0.25
Ciudad Camargo, Chih.	XEOH	1270	0.15
Ciudad Delicias	XEJK	1340	0.1	David G. Cervantes
Ciudad Guzman, Jal.	XEBA	1270	0.25	Jose D. Gonzales
Ciudad Juarez, Chih.	XELO	800	150.0	Cia. Radiodifusion de Piedras Negras
Ciudad Juarez, Chih.	XEJ	970	5.0	Pedro Meneses, Jr.
Ciudad Juarez, Chih.	XEP	1300	0.5	Esteban Parra
Ciudad Juarez, Chih.	XEWG	1460	1.0	Carlos Mendez
Ciudad Juarez, Chih.	XEF	1420	0.25	Gilberto Gil
Ciudad Juarez, Chih.	XEFV	1240	0.25	Dario Cordoba
Ciudad Juarez, Chih.	1340	0.25
C. Madero, Tams.	XETR	1490	0.1	Cesar Trujillo Badillo
C. Obregon, Son.	XEAP	1290	0.1	Emilio Manzanilla
C. Obregon, Son.	XEOX	1340	0.25	Felipe G. de Leon
C. Valles, San Luis Potosi	1340	0.1
C. Victoria, Tams.	XEBJ	1450	0.1	Fernando Elizalde
Coatzacoalcos, Veracruz	XEFZ	1340	0.25	Pedro E. Rocher
Colima	XERL	1280	0.25	J. Roberto Levy
Cordoba de Veracruz	XECW	1340	0.25	Juan Sedas M.
Cordoba de Veracruz	XEAG	1280	0.25	Diodoro Zuniga
Cuernavaca, Moreles	XEJC	1420	0.1
Cuernavaca, Moreles	Ing. Juan Gutierrez, Jr.
Cuernavaca, Moreles	XEY	980	0.15	Lucinda Arenas de Meza Millan
Culiacan, Sin.	XESA	1360	0.5	Pablos y Elizalde, S. de R. L.
Culiacan, Sin.	XEBL	1260	0.5	Max Gomez Blanco
Culiacan, Sin.	XEGF	1300	0.1
Durango	XEE	1280	0.25	Alejandro O. Severson, Jr.
Durango	XEDU	1400	0.15
Ensenada, B. C.	XEPF	1400	0.2	Luis Enrique Enciso
Fresnillo, Zac.	XEMA	1340	0.1	Jose M. Acesedo Moya
Gomez Palacio, Dur.	XEMG	1310	0.25
Guadalajara, Jal.	XEJB	1010	5.0	Gobierno del Estado de Jalisco
Guadalajara, Jal.	XEJG	4820	0.2	Jalisco
Guadalajara, Jal.	XEDK	1250	0.5	Salvador Vasquez Tello
Guadalajara, Jal.	760	0.25
Guadalajara, Jal.	XED	680	1.0	Cia. Radiofonografica, S. A.
Guadalajara, Jal.	XEDQ	6155	0.1
Guadalajara, Jal.	XEHL	1370	0.5	Radio Anunciadora Kist, S. de R. L.
Guadalajara, Jal.	XELW	1340	0.25	Salvador Galindo de la Torre
Guadalajara, Jal.	XEHK	960	0.25	Carmen Villasenor
Guadalajara, Jal.	XEAV	580	1.0	Alfredo Vasquez, Cine Alameda
Guadalajara, Jal.	XEAD	1150	0.25	Alejandro A. Diaz
Guadalajara, Jal.	XEXN	1400	0.25
Guanajuato, Guan.	XEJT	570	0.1
Guaymas, Son.	XEDR	1490	0.25	Modesto Ortega
Hermosillo, Son.	XEBH	920	1.0	Carlos Balderrama
Hermosillo, Son.	XEBR	11820	0.15
Hermosillo, Son.	XEDL	1250	0.5

• • • **MEXICO STATIONS** • • •

<i>Location</i>	<i>Call Letters</i>	<i>Frequency Kcs.</i>	<i>Power Kws.</i>	<i>Owner or Operating Agency</i>
Hermosillo, Son.	XEHQ	590	0.3	Jose Sosa
Hermosillo, Son.	XEOP	960	0.5
Hermosillo, Son.	1300	0.25
Hidalgo del Parral, Chih.	XEJS	1150	0.5
Hidalgo del Parral, Chih.	XEAT	1250	0.25	Jorge Perez
Hidalgo del Parral, Chih.	XEJR	1490	0.1	Anastasio Gomez Gallardo
Iguala, Gro.	1450	0.25
Irapuato, Gto.	XEWE	1420	0.1	Felipe Gallardo
Irapuato, Gto.	XEBO	1330	0.5	Alfonso Martinez
Jalapa de Veracruz.	XEBF	6090	0.25	Pedro Coronel Aburto
Jalapa de Veracruz.	XEKL	550	0.1	Carlos Ferraez Matos
Jalapa de Veracruz.	XEJA	1400	0.25
Jalapa de Veracruz.	580	0.35
Jalapa de Veracruz.	XEJW	1490	0.1
La Paz, B. C.	XEPX	550	0.25
Leon de Guanajuato.	XEFM	1270	0.1	Sucs. R. Ortiz Gonzalez
Leon de Guanajuato.	XERZ	1240	0.25	Rafael C. Navarro
Leon de Guanajuato.	XERW	1390	0.1	Rafael C. Navarro
Linares	XER	1260	0.25	Rafael T. Carranza
Los Algodones, B. C.	560	0.1
Los Mochis, Sin.	XECF	1410	1.0-D	Francisco Perez H.
			0.5-N	
Magdalena de Sonora.	XEDJ	1450	0.1	Enrique Sorolegui
Matamoros, Tam.	XEO	970	0.75
Matamoros, Tam.	XEXP	1450	0.1
Matamoros, Tam.	XEAM	1400	0.25	Manuel L. Salinas
Mazatlan, Sin.	XERJ	1320	0.5	Oscar Perez E.
Mazatlan, Sin.	XEDS	1420	0.5	Alejandro A. Schober
Mazatlan, Sin.	1380	0.25
Merida, Yuc.	XEZ	600	2.0	Jorge L. Palomeque
Merida, Yuc.	XEME	1270	0.5	Perfecto Villamil Cicero
Merida, Yuc.	XEFC	1340	0.25	Julio Molina Font
Merida, Yuc.	XEFK	1450	0.1	Manuel Zapata Espinosa
Merida, Yuc.	XEMQ	1240	0.25	Lazaro Achurra Suarez
Merida, Yuc.	XEMH	1400	0.25	Alvaro Barquet Y.
Mexicali, B. C.	XECL	990	5.0	Alfonso A. Lacarra
Mexicali, B. C.	XEAO	910	0.25	Chavez y Castro, Sucesores
Mexicali, B. C.	560	0.25
Mexicali, B. C.	XEAA	1340	0.25	Alberto Gonzalez
Mexico City	XEXA	6175	0.1	Depto. de Publicidad y Propaganda
Mexico City	XEBT	6000	0.5	El Buen Tono S. A.
	XEB	1220	100.0	
Mexico City	XEW	900	100.0	Cadena Radiodifusora
	XEWV	9500	10.0	Mexicana
Mexico City	XEQ	730	150.0
	XEQQ	9680	1.0
Mexico City	XEDP	940	50.0
Mexico City	XEOY	1000	10.0	Ignacio Diaz R.
Mexico City	XEST	1060	50.0
Mexico City	XEBZ	660	0.5	Habenero Piza, S. A.
Mexico City	XELA	830	1.0
Mexico City	XEUZ	6130	0.1	Partido Revolucion Mexicana
	XEFO	1110	20.0	
Mexico City	XEN	690	5.0	Guillermina P. de del Conde
Mexico City	XEYU	9600	0.25
	XEUN	860	5.0	
Mexico City	XEML	1550	1.0	Roberto Valezzi Esparza
Mexico City	XEQR	1030	1.0	Corp. Mexicana de Radio, S.A.
Mexico City	XEQK	1350	1.0	Angel H. Ferreiro
Mexico City	XEDA	1290	1.0	Pedro Riestra Diaz
Mexico City	XEMC	1590	5.0	Delores G. Estrada de F.

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
Mexico City	XERC	790	1.0
Mexico City	XELZ	1440	1.0	Maria Cardona de Zetina
Mexico City	XENK	620	5.0
Mexico City	XEPH	590	5.0	Pedro Riestra Diaz
Mexico City	XERH	1500	0.5
Mexico City	XEJP	1150	0.6	Delia Cubillas de Fernandez
Mexico City	XESM	1470	5.0-D	Salvador San Martin
			1.0-N	
Mexico City	XEAI	1320	0.5	Carmen Gutierrez
Mexico City	XEK	970	0.5	Arturo Martinez
Mexico City	XEL	1260	0.75	Ramon Ferrero
Mexico City	XEBS	1410	0.75	Maria Remedios Delgado
Mexico City		1180	0.25
Mexico City	XEMX	1380	0.5	Guillermo Robles
Mexico City	XEOF	560	1.0
Mexico City	XERQ	9610	0.5	Corp. Mexicana de Radio, S.A.
Mexico City	XETT	9555	0.5	Angel H. Ferreiro
Minatitlan, Ver.	XEDW	1260	0.25	Hector Silva Canto
Monterrey, N. L.	XETA	9555	1.0	El Pregonero del Norte, S.A.
	XET	990	5.0
Monterrey, N. L.	XEG	1050	150.0
Monterrey, N. L.	XEH	1420	1.0	Ing. C. de Tarnava, Jr., Luis de Tarnava, Bros.
Monterrey, N. L.	XEFB	630	0.5	Jesus Quintanilla
Monterrey, N. L.	XEMR	1370	0.5	Henrique Serna Martinez
Monterrey, N. L.	XEX	1280	0.5	El Heraldo del Comercio, S.A.
Morelia, Michoacan	XEKW	6030	0.5	Jose Martinez Ramirez
Morelia, Michoacan	XELQ	1270	0.1	Francisco Larios Iturbido
Morelia, Michoacan	XEI	1400	0.25	Carlos Gutierrez (Tiburcio Ponce)
Morelia, Michoacan	XESF	600	0.25	Jose Martinez R.
Naco, Son.	XETM	1350	1.0	Jesus Manuel Franco
Navojoa, Son.	XEGL	1270	0.5	Fausto M. Gomez
Navojoa, Son.	XENJ	1430	0.5
Navojoa, Son.	XEAJ	1400	0.1	Emilio Manzanilla
Nogales, Son.	XEHF	1370	1.0	Gaston Mascarenas
Nogales, Son.		1010	0.25	Ralph Carranza
Nuevo Laredo, Tams.	XEFE	960	1.0	Rafael T. Carranza
Nuevo Laredo, Tams.	XEDF	790	0.5	Ruperto Villarreal
Nuevo Laredo, Tams.	XEBK	1340	0.1	G. Guajardo y J. M. Cortes
Nuevo Laredo, Tams.	XENT	1140	50.0	Cia. Industrial Universal, S.A.
Nuevo Laredo, Tams.	XELF	1380	0.25
Nuevo Laredo, Tams.	XELC	1410	0.25
Nuevo Laredo, Tams.	XELJ	1260	0.25
Nuevo Laredo, Tams.	XELH	1460	0.1
Oaxaca	XEAX	1270	0.5	Alvaro Rodriguez A.
Orizaba, Veracruz	XEOR	580	1.0
Orizaba, Veracruz	XEPP	1450	0.25	Hector Sotomayor
Orizaba, Veracruz	XETQ	1370	0.25	Francisco Campos H.
Piedras Negras, Coah.	XEMU	580	5.0	Cia. Radiodif. Piedras Negras, S. A.
Piedras Negras, Coah.	XEMJ	920	0.2	Jesus F. Elizalde
Progreso, Yuc.	XEOK	1430	0.1	Arturo Pina Perez
Pueblo	XEHR	1090	0.25	Manuel R. Canalo
Pueblo	XECC	6185	0.05	Ricardo Vasquez A.
	XECD	1170	0.35
Queretaro	XEJX	1450	0.25
		1300	0.1
Reynosa, Tams.	XEAW	(1570 1010)	100.0 50.0	Cia. Internacional Reynosa
Reynosa, Tams.	XEAZ	1390	0.25
Reynosa, Tams.	XEKN	1390	0.25	Carlos V. Rodriguez
Reynosa, Tams.	XERT	590	5.0-D 0.25-N	Carlos B. Rodriguez
Rosarito, B. C.	XERB	1090	50.0	Radiodifusora Internacional, S. A.

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
Sabinas, Coah.	XEBX	610	0.5	Sucs. Miguel B. Rodriguez
Saltillo, Coah.	XESJ	1250	1.0 D
			0.5-N
		1450	0.1
Saltillo, Coah.	XEKS	1330	0.1	Juan Antonio de la Pena
Saltillo, Coah.	XEDE	1400	0.25	Aurelio G. Zaragoza
Saltillo, Coah.	XEXU	1490	0.1
San Luis Potosi	XECZ	1430	1.0	Zeferino Z. Jimenez
San Luis Potosi	XEBM	1260	0.25	Benjamin Briones
San Luis Potosi	XEXQ	1400	0.1
S. Luis Rio Colorado, Son.	XEII	1450	0.25	Lucinda Arenaxde de Maza Millan
Santa Barbara, Chih.	XESB	1400	0.15
Santa Rosalia, B. C.		560	0.1
Tampico, Tams.	XEFW	810	50.0	Messrs. Flores y Martinez
			0.1
	XETW	6045	0.1
Tampico Tams.	XETU	1460	1.0	Juan Perez Cardenas
Tampico, Tams.	XECA	980	1.0	Nicolas M. Picot
Tampico, Tams.	XES	1300	0.25	Difusora Portena S. de R. L.
Tapachula, Chiapas	XETS	630	0.1	Wadley Dominguez Correa
Tapachula, Chiapas	XETA	1450	0.25
Tehuacan, Pue.	XEWJ	1420	0.1
Tepic, Naryit	XEXT	980	1.0	Gobierno del Estado de Nayarit
Tepic, Naryit	XERK	1450	0.1	Dario Mondragon
Texcoco	XEXE	1450	0.1	H. Ayuntamiento
Teziutlan, Puebla	XETZ	1360	0.25
Tijuana	XEBG	1550	1.0	Angel B. Fernandez
Tijuana	XEAC	690	5.0	Jorge I. Rivera
Tijuana	XEMO	860	5.0	Fernando Frederico Ferreira
Tijuana	XEAU	1470	5.0	Manual Acuna Varela
Tijuana	XEGM	950	1.0	Rita Mayans y Gustavo Faist E.
			2.0	Cia. Radiodifusora, S. A.
Tijuana	XEON	1420	2.0
Tijuana		1590	5.0
Tijuana	XEAZ	1270	0.5-N
			5.0-D
Tijuana	XEC	1310	0.25	Luis E. Enciso
Tlaxcala	XEXZ	1480	5.0
Toluca	XEXS	1340	0.1	Instituto Cientifico y Literario
			0.25	Rodolfo Llamas
Torreón, Coah.	XETB	1350	0.5	Sucs. Aurelio G. Zaragoza
Torreón, Coah.	XEDN	600	1.0	Difusoras del Norte, S. A.
Torreón, Coah.	XEBP	1260	0.25	Alejandro O. Stevenson, Jr.
Torreón, Coah.	XEQW	1450	0.25	Maria Refugio A. de Valdiviesco
Torreón, Coah.	XEOB	1490	0.1	Panfilo Gonzales Flores
Tuxpan, Veracruz	XETL	1390	0.25	Calixto Almazan
Tuxtla Gutierrez, Chiapas	XEXJ	1280	0.1	Govt. of the State of Chiapas
Uruapan, Mich.	XEFU	550	0.35	Ignacio Navarro
Veracruz	XEFT	9545	0.25	Jose Rodriguez Lopez
Veracruz	XEUV	6020	0.25	Fernando Pazos Sosa
			0.5
	XEU	960	0.5
Veracruz	XEHV	1310	1.0	Juan A. Palavicini
Veracruz	XETF	1250	0.5	Jose Rodriguez Lopez
Veracruz	XELR	610	0.1
Veracruz	XELL	1430	0.25
Villa Acuna, Coah.	XEDH	1340	0.25	Vicente Hernandez
Villa Acuna, Coah.	XEAB	1600	5.0
Villa Acuna, Coah.	XEAQ	1430	0.1
Villahermoasa		790	0.5
Zacatecas	XELK	1280	0.1	Jose Macias Guerrero (J. M. Acevido)
Zamora, Mich.	XEGC	1450	0.1	Guillermo Calzada
Zamora, Mich.	XEGT	1490	0.25

STATIONS OF CENTRAL AND SOUTH AMERICA

ARGENTINA

Location	Call Letters	Frequency Kcs.	Power Kwts.	Owner or Operating Agency
Bahia Blanca	LU3	1150	10.0	Red Argentina de Emisoras Splendid RADES
Bahia Blanca	LU2	900	8.0	Camilio V. Bertorini
Bahia Blanca	LU7	1240	5.0	Filomena Z. de Gennari e Hijos. Belonging to La Primera Cadena Argentina de Broadcasting. (Belgrano Network)
Banfield, B. A.	LS2	1190	15.0	Teodoro Prieto
Buenos Aires	LRV	9640	50.0	Primera Cadena Argentina de Broadcasting
Buenos Aires	LRS1	6090	25.0	Red Argentina de Emisoras Splendid RADES
	LRS	9590	25.0	
Catamarca	LW7	730	1.5	Red Argentina de Emisoras Splendid RADES
Catamarca	LV15	1360	0.5	Station Projected for some future time.
Ciudadela, B. A.	LS4	670	15.0	Juan G. Gonzalez Speroni
Ciudadela, B. A.	LS6	1350	6.0	Ricardo A. Bernotti
Comodoro Rivadavia	LU4	640	5.0	Red Argentina de Emisoras Splendid RADES Network
Cordoba	LV3	620	25.0	Alberto P. Brouard. Belonging to La Primera Cadena Argentina de Broadcasting. (Belgrano Network)
Cordoba	LV2	960	10.0	Luis Maunier (El Mundo Network)
Cordoba	LV8	1540	.25	Station projected for some future time
Cordoba	LW1	790	18.0	Red Argentina de Emisoras Splendid RADES
Corrientes	LT7	1340	1.0	Gobierno Prov. Corrientes—Belonging to La Primera Cadena Argentina de Broadcasting (Belgrano Network)
Florida, B. A.	LR2	910	6.0	Alfredo Schroeder
Florida, B. A.	LS10	590	6.0	Victor J. Ruano
Florida, B. A.	LR9	1030	4.0	Gregorio Echavarria
General Pacheco, B. A.	LRA	750	10.0	Direccion General de Correos Telegrafos
	LRA1	9690	7.0	
	LRA5	17830		
	LRA3	11730	.2	
Hurlingham, B. A.	LR6	870	25.0	S. A. La Nacion
Hurlingham, B. A.	LR3	950	90.0	Jaime Yankelevich. Belonging to La Primera Cadena Argentina de Broadcasting
Jujuy	LV13	1430	5.0	Belonging to La Primera Cadena Argentina de Broadcasting

• • • SOUTH AMERICAN STATIONS • • •

<i>Location</i>	<i>Call Letters</i>	<i>Frequency Kcs.</i>	<i>Power Kws.</i>	<i>Owner or Operating Agency</i>
Mar del Plata.....	LU6	1300	0.5	Jose Zaccagnini
Mendoza	LV10	1210	5.0	Marcelino Aparicio. Belong- ing to La Primera Cadena Argentina de Broadcasting (Was El Mundo Network)
Mendoza	LV6	630	10.0	Red Argentina de Emisoras Splendid RADES
Mendoza	LRM	6180	10.0	Under construction
Mendoza	LV16	1520	.25	Under construction
Monte Grande, B. A.....	LS1	710	50.0	Municipalidad de la Capital
Monte Grande, B. A.....	LR5	830	25.0	Alfredo B. Dougall
Necochea	LU9	1440	0.5	Projected for some future time
Neuquen	LU5	1130	1.5	Red Argentina de Emisoras Splendid RADES Network
Neuquen	LU11	1370	0.5	Projected for some future time
Parana	LT11	1470	0.5	Projected for some future time
Plata (La)	LR11	1390	1.5	Universidad Nacional de la Plata
Plata (La)	LS11	1319	30.0	Gobierno Prov. B. Aires — Pasaje Dardo Rocha
Posadas	LT4	1010	1.5	Red Argentina de Emisoras Splendid RADES
Posadas (Misiones)	LT6	1460	0.5	Projected for some future time
Resistencia, Chaco	LT5	1080	5.0	Jose M. Noveri (El Mundo Network)
Rio Gallegos	LU12	680	1.5	Cia. Broadcasting de la Pata- gonia. Red Argentina de Emisoras Splendid RADES Network
Rivadavia, B. A.....	LR4	990	50.0	Antonio C. Devoto. Red Ar- gentina de Emisoras Splendid RADES
Rivadavia, B. A.....	LS5	1110	5.0	Enrique Carido
Rosario, Santa Fe.....	LT1	780	20.0	Fernando Maliandi. Belonging La Primera Cadena Argenti- na de Broadcasting (Bel- grano Network)
Rosario, Santa Fe.....	LT3	1160	10.0	Soc. Rural Cerealistas. (El Mundo Network)
Rosario, Santa Fe.....	LT8	840	3.0	Alfredo B. Dougall (Excelsior Network)
Rosario, Santa Fe.....	LT2	1230	18.0	Red Argentina de Emisoras Splendid RADES
Rosario, Santa Fe.....	LRR	11880	10.0	Joaguin Lagos
Salta	LV9	970	1.0	Gobierno Prov. Salta (El Mundo Network)
San Fernando, B. A.....	LR1	1070	50.0	Empresa Editorial
	LRU	15290	25.0	Haynes Ltda., S. A.
	LRX	9660	25.0	
San Juan	LV1	560	10.0	S. A. Graffigna, Ltda. Be- longing to La Primera Ca- dena Argentina de Broad- casting (Belgrano Net- work)
San Juan	LV5	1090	5.0	Soc. C. Rodriguez Vila y Cia. (El Mundo Network)

<i>Location</i>	<i>Call Letters</i>	<i>Frequency Kcs.</i>	<i>Power Kws.</i>	<i>Owner or Operating Agency</i>
San Rafael, Mendoza.....	LV4	690	.5	Julio Silva—Belonging to La Primera Cadena de Argentina de Broadcasting. (Belgrano Network)
Santa Fe	LT10	1320	.5	Radio del Inst. Social de la Universidad, Litoral
Santa Fe	LT9	1200	5.0	Roca Hermanos y Cia. (El Mundo Network)
Santa Fe	LT12	1260	1.0	Projected
Santa Rosa, Pampa Central...	LU8	1250	0.5	Projected
Santiago del Estero.....	LV11	1170	2.0	S. A. El Liberal. Belonging to La Primera Cadena Argentina de Broadcasting (Belgrano Network)
Tacuman	LV12	580	8.0	Soc. Resp. Ltda. Radio Aconquija. Belonging to La Primera Cadena Argentina de Broadcasting (Belgrano Network)
Tacuman	LV7	820	2.5	Gonzale Acha y Munoz. (El Mundo Network)
Vicente Lopez, B. A.....	LS9	1270	6.0	S. A. La Voz del Aire

BOLIVIA

<i>Location</i>	<i>Call Letters</i>	<i>Frequency Kcs.</i>	<i>Power Kws.</i>	<i>Owner or Operating Agency</i>
Cochabamba	CP28	1360	0.150	Gottret y Cia.
	CP40	9570	0.25	
Cochabamba	CP44	580	0.05	Victor Veltze
Cochabamba	CP45	1090	0.05	Raul Montecinos
Cochabamba	CP39	6160	0.25
La Paz	CP3	1380	1.0	Costas Hermanos
	CP38	9505	1.0	
La Paz	CP4	1040	0.25	Dept. of Communications of Bolivian Govt.
	CP5	6200	1.0	
La Paz	CP8	1450	0.05	Sejas and Company
La Paz	CP10	1090	0.25	Chavez Suarez
La Paz	CP12	6150	0.25	Jesuit School
	CP29	1350		
La Paz	CP16	1230	0.2
La Paz	CP18	1300	0.05
La Paz	CP15	1250	0.05	Javier Romero (Sociedad Anonima-Radio la Noche)
La Paz	CP26	1510	0.05
La Paz	CP31	975	0.05
La Paz	CP46	770	0.05
La Paz	CP19	950	0.05	Agustin Aspiazu
La Paz	CP20	940	1.0	Ramon Pelaez
	CP15	5880	1.0	
La Paz	CP32	620	0.05	Cia. Internacional de Radio Bolivia (Juan C. Salinas)
La Paz	CP34	680	0.15	Guillermo Teran
	CP25	9700	0.25	
Oruro	CP36	1420	0.05	Enrique Wanting
Oruro	CP11	6100	0.25	Dept. of Communications of Bolivian Government
Oruro	CP37	6170	0.25	Blanco Linares
Oruro	CP18	900	0.25	Ramon Pelaez
Potosi	CP22	6130	0.25	L. Comacho
Potosi	CP17	1600	0.05	Alfredo Ossio L.
Santa Cruz	CP13	6135	0.25	Dept. of Communications of Bolivian Government
Sucre	CP27	1420	0.05	C. Torres
Sucre	CP1	9500	0.25	Jose Comacho B.
Tarija	CP23	6190	0.75

• • • SOUTH AMERICAN STATIONS • • •

BRAZIL

<i>Location</i>	<i>Call Letters</i>	<i>Frequency Kcs.</i>	<i>Power Kws.</i>	<i>Owner or Operating Agency</i>
Aracaju, Sergipe	PRJ6	630	1.0	Edificio do Instituto Historico e Geografico
Aracatuba, Sao Paulo.....	PR18	1460	0.5
Araguari, Minas Gerais.....	PRJ3	970	0.25	Praca Manoel Bonito
Araraquara, Sao Paulo.....	PRD4	1370	0.5	Romulo Lupo
Assis, Sao Paulo.....	ZYA9	1550	0.1
Barretos, Sao Paulo.....	PRJ8	1530	0.1 N 0.25 D
Bauru	PRG8	1210	0.25	B. Radio Club Joao Simonetti
Belem, Para	PRC5	1450	2.0	Roberto Camelier
		4865		
Bello Horizonte	PRC7	690	3.0	Dr. Alberto Deodato
Bello Horizonte	PRH6	1340	3.0	Lauro Souza Barros
Bello Horizonte	PR13	880	25.0	Luis Bessa
Blumenau, Santa Catarina...	PRC4	1330	0.25	Joao Medeiros, Jr.
Botucatu, Sao Paulo.....	PRF8	1530	0.1	Emilio Pedute
Cambara, Parana	ZYA3	1590	0.1
Campinas, Sao Paulo.....	PRC9	1170	0.5	Antonio Tepedino Pagano
Campos, Rio de Janeiro.....	PRF7	1330	0.5	Dr. Mario Ferrez Sampaio
Campo Grande, Mato Grosso	PR17	1510	0.1	Dr. Antonio Alvez Campos
Caxambu, Minas Gerais.....	ZYC2	1550	0.1
Corumba, Mato Grosso.....	ZYA2	1470	0.5	Teodomiro Serra
Cruzeiro, Sao Paulo.....	PRG6	640	0.5	Romoaldo Canevari
Curityba, Parana	PRB2	1440	5.0	Eppaminondas Santos
Formiga, Minas Gerais.....	ZBY6	1530	0.1
Fortaleza, Ceara	PRE9	1320	2.0	Waldemar Cartolano
		6105	2.0	
		15165		
Franca, Sao Paulo	PRB5	1240	0.25
Goiania, Goiaz	ZYG3	930	2.0
Itapetininga, Sao Paulo.....	PRD9	970	0.25
Itarare, Sao Paulo.....	ZYA7	1550	0.1
Jaboticabal, Sao Paulo.....	PRG4	1250	0.25	Oswaldo Fernandes
Jau, Sao Paulo.....	PRG7	1010	0.25	Ulisses Newton Ferreira
Joao Pessoa, Paraiba	PR14	1110	10.0	Dr. Abelardo Juruema
Joinville, Santa Catarina....	ZYA5	1600	0.1
Juiz de Fora, Minas Gerais...	PRB3	1010	0.5	Pedro Goncalves de Oliveira
Limeira, Sao Paulo.....	PRJ5	1550	0.1	Ary Levy Pereira
Lins, Sao Paulo.....	ZBY	1550	0.1
Manaos, Amazonas	PRF6	4895	0.1	Dr. V. Pareto Neto
Marapicu, Rio de Janeiro....	PRF5	9500	12.0
		9600		
		15190		
	PSH	10220	15.0	
	PSE	14935		
	PSF	14690		
	PSL	9755		
Marilia, Sao Paulo.....	PR12	1090	0.5	Oscar de Moraes Barros
Natal, Rio Grande do Norte...	ZBY5	1270	1.0
Niteroi, Rio de Janeiro.....	PRD8	1320	1.0	Jose Augusto Mendes Tte. Custodio Fontes
Niteroi, Rio de Janeiro.....	PRE6	1470	1.0
Paranagua, Parana	ZYC5	1460	0.25
Parnaiba, Piauhuy	PRJ	1470	0.5	Dr. Joao Tavares de Carvalho y Silvo
Patos, Minas Gerais.....	ZYB4	1530	0.1
Pelotas, Rio Grande do Sul...	PRC3	580	0.25	Carlos G. Sica
Pelotas, Rio Grande do Sul...	PRH4	1320	0.5	Atakualpa Dias
Petropolis, Rio de Janeiro...	PRD3	1480	1.0	Carlos Rodrigues Viana
Piracicaba, Sao Paulo.....	PRD6	820	0.25	Joao Sampaio Goes

<i>Location</i>	<i>Call Letters</i>	<i>Frequency Kcs.</i>	<i>Power Kws.</i>	<i>Owner or Operating Agency</i>
Pocos de Caldas, Minas Gerais	PRH5	1160	0.25	
Ponta Grossa	PRJ2	1250	0.25	Benedito Meira Borges
Porto Alegre, Rio Grande do Sul	PRH2	600	25.0	Manoel Machuca Messrs. Antonio Florese Cunha & Arnaldo Balve
Porto Alegre, Rio Grande do Sul	PRF9	640	5.0	Arthur Pizoli
Porto Alegre, Rio Grande do Sul	PRC2	680	5.0	Dr. Lelis Espartel
Pouso Alegre, Minas Gerais	PRJ7	1530	0.1	Jose Nunes Rebello
Presidente, Prudente Sao Paulo	PR15	970	0.25	Manoel Bussacos
Recife, Pernambuco	PRA8	720 6012	25.0 5.0	Oscar Moreira Pinto
Ribeirao Preto, Sao Paulo	PRA7	730	0.5	Jose da Silva Bueno
Ribeirao Preto, Sao Paulo	PRH7	1170	—	Lonzada Bueno
Rio Clara, Sao Paulo	PRF2	1460	0.25	Waldemar Cartolano
Rio de Janeiro	PRA2	800	25.0	Ministerio de Educacao e Saude
Rio de Janeiro	PRA3	860	10.0	Dr. Rolpho Estevan de Siquerira
Rio de Janeiro	PRA9	1220	25.0	Edmar Machado
Rio de Janeiro	PRB7	900) 6200) 9610) 15370)	5.0 25.0	Alceu Mario de Sa Freire
Rio de Janeiro	PRC3	1360	5.0	Guilherme Manes
Rio de Janeiro	PRD3	1060	10.0	Mario Villaca Meyer
Rio de Janeiro	PRD3	1400	1.0	Francisco Gomes Maciel Pinheiro
Rio de Janeiro	PRE2	1430	10.0	Dr. Placido de Melo
Rio de Janeiro	PRE3	1180	10.0	Dr. Elisio Dantas
Rio de Janeiro	PRE8	980	25.0	Dr. Gilberto de Andrade
Rio de Janeiro	PRF4	940	10.0	Ernesto Pereira Carneiro
Rio de Janeiro	PRG3	1280	10.0	Dr. Teofilo de Barros
Rio de Janeiro	PRL9	17850	50.0	Brazilian Govt. (RCA "Good Will" Broadcasting Station)
	PRL8	11720		
	PRL7	9505		
Rio de Janeiro	PRH8	1130	5.0	Francisco Xavier Filho
Rio Grande, Rio Grande do Sul	ZYC3	1510	0.1	
Rio Preto, Sao Paulo	PRB8	640	0.25	Andrassy Ribeiro
Santos, Sao Paulo	PRB4	1450	1.0	Hermengildo da Rocha Brito
Santos, Sao Paulo	PRG5	580	0.75	Carlos Baccarat
Sao Carlos, Sao Paulo	ZYA6	1590	0.1	
Sao Luiz, Maranhao	PRJ9	1490	5.0	Jose Ribamar Pinheiro
S. Manoel, Sao Paulo	PRI6	1510	0.1	Vitorino Riberro
Sao Paulo, Sao Paulo	PRB9	1000	25.0	Dr. Paulo Machado de Carvalho
Sao Paulo, Sao Paulo	PRE7	1410	5.0	Dr. Joao Ferreira Fontes
Sao Paulo, Sao Paulo	PRF3	960	5.0	Dr. Ubiratan Silveira Pampalona
Sao Paulo, Sao Paulo	PRG2	1040	25.0	Dr. Antonio Herman Dias Menezes
Sao Paulo, Sao Paulo	PRG9	1100	25.0	Mons. Dr. Francisco Bastos
Sao Paulo, Sao Paulo	PRH3	620	5.0	Pedro de Camargo
Sao Paulo, Sao Paulo	PRH9	840	5.0	Jose Niccolini
Sao Paulo, Sao Paulo	PRA5	1260	5.0	Joao Baptista do Amaral
Sao Paulo, Sao Paulo	PRA6	890	10.0	Arnaldo Lopes
Sao Paulo, Sao Paulo	PRB6	1200	10.0	Oscar P. Seckles
Sao Paulo, Sao Paulo	PRE4	1300	5.0	Olavo C. Fontoura

• • • SOUTH AMERICAN STATIONS • • •

<i>Location</i>	<i>Call Letters</i>	<i>Frequency Kcs.</i>	<i>Power Kws.</i>	<i>Owner or Operating Agency</i>
Sao Paulo, Sao Paulo.....	ZYB7)	6095	25.0
	ZYB8)	11765		
	ZYB9)	15155		
Sao Salvador, Baia.....	PRA4	740	10.0	Dr. Armando Carneiro da Rocha
Sao Sebastiao de Paraiso, Minas Gerais	ZYA4	1510	0.1
Sorocaba, Sao Paulo.....	PRD7	1080	0.5	Orlanda da Silva Freitas
Taubate, Sao Paulo.....	ZYA8	1590	0.1
Uberaba, Minas Gerais	PRE5	1390	0.5	Quintiliano Jardin
Uberlandia, Minas Gerais....	PRC6	1510	0.1	Aristides Figueiredo
Varginha, Minas Gerais	ZYB2	1590	0.1
Victoria, Espirito Santo.....	PR19	1350	1.0	Dr. Ciro Vieira da Cunha

CHILE

<i>Location</i>	<i>Call Letters</i>	<i>Frequency Kcs.</i>	<i>Power Kws.</i>	<i>Owner or Operating Agency</i>
Antofagasta	CA141	1410	1.350	Angel Garcia Agra
Antofagasta	CA127	1270	.25	Horus Pedreny Palma
Chillan	CC138	1330	.15	Adriana Pagueguy de Logos
Chillan	CC127	1270	.1	Rafael Barrios
Concepcion	CC141	1410	1.4	Arturo Sandoval Munita
Concepcion	CC117	1170	1.8	Federico Sanchez Urra
Concepcion	CC64	640	1.0	Mario Saez Lagos
Coquimbo	CA96	960	.4	Cesar Nieme Apey
Curico, Talca	CC96	960	.25	Alberto Guerra Cruzat
Iquique	CA63	630	.25	Antonio Cajiao
Los Angeles	CD121	1200	1.3	Sociedad de Broadcasting, Soc. Nacional de Agricultura y Cia., Ltda.
Osorno, Valdivia	CD84	840	1.5	David Arrigada
Puerto Montt	CD101	1010	1.0	Cia. Chilena de Comunicaciones, S. A.
Punta Arenas	CD103	1030	0.1	Ramon Verde Ramos
Punta Arenas	CD111	1110	1.25	Turina y Cia.
Punta Arenas	CD113	1130	1.0	Jorge Vial A.
Punta Arenas	CD136	1360	.1	Sra. Victoria Iglesias de Biancilla
Quillota	CB113	1130	1.0	Leopolda Girando G.
Rancagua	CC63	630	1.0	Manuel Massoni
Rancagua	CC109	1090	1.2	Jorge Romero Ramirez
Rancagua	CC145	1450	.1	Alan Rojas
S. Antonio, Puerto Viejo.....	CB140	1400	.1	Soc. Radiodifusora Onda Azul, Ltda.
Santiago de Chile.....	CB62	620	1.0	International Machinery Co.
Santiago de Chile.....	CB57	570	7.5	Soc. Nacional de Agricultura y Cia., Ltda.
	CE1180	11980	1.0	
	CE8AA	2870	0.5	
		5750		
Santiago de Chile.....	CB76	760	14.0	Cia. Chilena de Comunicaciones, S. A.
Santiago de Chile.....	CB89	890	1.0	Carlos Briceno Olivares
Santiago de Chile.....	CB97	970	1.0	Pinochet, Goyeneche y Cia., Ltda.
Santiago de Chile.....	CB101	1010	1.2	Heriberto Bewais Arenas
La Cisterna, Santiago de Chile	CB106	1060	10.0	Manuel Casablanca Latorre
Santiago de Chile.....	CB126	1260	10.0	Soc. Chilena Radiodifusora, S. A.
Santiago de Chile.....	CE960	9600	1.25	Horacio Hevia Labbe
	CB130	1300	2.5	

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
Santiago de Chile.....	CB134	1340	3.0	German Holtheuer Valdivia
Santiago de Chile.....	CB138	1380	5.0	Luis F. Brain
Santiago de Chile.....	CB70	700	2.5	Soc. Silva Blanco y Cia., Ltda.
Santiago de Chile.....	CB144B	1440	2.0	Clark Hnos.
Cvalle (Santiago de Chile).....	CB144C	1440	.1	Oscar Moraga Fuenzalida
Santiago de Chile.....	CB1170	11700	.3	Otto Becker Ltda.
Santiago de Chile.....	CB93	930	1.0	Soc. Olandini y Raggio Ltda.
	CE1174	11740	4.0	
Santiago de Chile.....	CB82	820	5.0	Ricardo Vivado O.
Santiago de Chile.....	CB66	660	15.0	Cia. Radio Chilena
Talca	CB67	670	.15	Ramon Abasolo
Talcahuano, Concepcion	CC84	840	2.5	Francisco Morales Castillo
Temuco, Cautin	CD125	1250	2.0	Cia. Chilena de Comunicaciones, S. A.
Temuco, Cautin	CD69	690	1.2	Daniel de Mayo Levy
Tocapilla	CA90	900	1.0	Hilda Cuellar Alfaro de Yaesta
Valdivia	CD59	590	1.2	Cia. Chilena de Comunicaciones
Valdivia	CD132	1320	1.0	Carlos Cockbaine R.
Vina del Mar.....	CB64	640	1.6	Adriano Iz. de Reyes
Vina del Mar.....	CB68	680	1.0	Renard y Garcia Tello Ltda.
Vina del Mar.....	CB111	1110	1.2	Joaquin Venegas
Valparaiso	CB147	1470	4.0	Fundacion Santa Maria
Valparaiso	CE970	9700	7.5	Cia. Chilena de Comunicaciones, S. A.
	CB103	1030	10.0	
Valparaiso	CB90	900	1.0	Soc. de Broadcasting, Soc. Nacional de Agricultura y Cia., Ltda.
Valparaiso	CB116	1160	1.25	Patricio Edwards Linares
Valparaiso	CB120	1200	1.5	Angel I. Prieto Andreas
Valparaiso	CB124	1240	.1	Ramon y Fernando Garcia y Cia.
Valparaiso	CB132	1320	1.2	Wallace y Cia.

COLOMBIA

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
Aguadas, Caldas	HJFJ	1500	.025	Roberto Florez (Cultural)
Armenia, Caldas	HJFI	1540	1.5	Pregones del Quindio Ltda.
Armenia, Caldas	HJFH	4875	.75	Braulio Botero Londono
	HJFM	1210	1.0	
Armenia, Caldas	HJFG	1245	.5	Alfonso Toro V.
Barranquilla	HJAA	1330	.5	Alfonso Rosales Navarro
Barranquilla	HJAG	4905	1.0	Emisora Atlantico, S. A.
	HJAH	1050	1.0	
Barranquilla	HJAI	1370	.25	Julian Melendez
Barranquilla	HJAK	1310	.5	Vassallo Hijos and Mendez
Barranquilla	HJAN	1190	1.0	Eliecer Velasco (Emisoras Unidas Ltda.)
	HJAB	4785	2.5	
Barranquilla	HJAT	1275	1.0	Delfina v. de Haayen
Barranquilla	HJAS	1500	.6	Miguel A. Ruiz
Barranquilla	HJAJ	1220	.5	Julio Balderrama
Bogota	HJCB	1105	1.0	Colombia Broadcasting, S. A.
	HJCD	6160	10.0	
Bogota	HJCC	870	5.0	Gustavo Uribe Th.
	HJCE	1220	1.0	
	HJCF	6073	.75	
Bogota	HJCG	1060	1.0	Luis E. Bernal
Bogota	HJCJ	1380	.2	Manuel J. Gaitan
	HJCJ	1380	.12	
Bogota	HJCK	1290	.5	Jorge Anez
Bogota	HJCM	970	.5	Roberto Ramirez
Bogota	HJCN	1335	.5	Roberto Laignelet

• • • SOUTH AMERICAN STATIONS • • •

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
Bogota	HJCO	1160	1.0	Jesus M. Garcia
Bogota	HJCW	4945	.75	Ministeri ode Economia Nat'l. (Cul.)
	HJCQ	4955	.5	
Bogota	HJCR	1200	5.0	Ministerio de Educacion (Co- lombian Gov't)
	HJCT	6260	2.5	
Bogota	HJCY	1460	.35	Cristobal Paez G. y Via. Ltda.
	HJCU	720	5.0	
Bogota	HJCA	4855	1.0	Cipriano Rios Hoyos
	HJCX	6018	.75	
	HJ CZ	1040	2.5	
Bogota	HJCS	920	50.0	Jose Vincente Arias
Bogota	HJCH	810	2.0	Manuel J. Gaitan
	HJCI	810	.35	
	HJCI	4895	1.0	
Bucaramanga	HJGE	1130	1.0	Gustavo Sorzano Jimenez
Bucaramanga	HJGB	4775	2.5	Francisco A. Bueno
	HJGK	1280	.5	
Bucaramanga	HJGN	1360	1.0	Francisco A. Bueno
Buenaventura	HJES	1525	.07	Heriberto Quintero Sociedad Radio Andagoya Ltda.
Buenaventura	HJEW	1355	.25	Jorge E. Berrio
Buga	HJEI	1410	.1	Hernando Bueno
Buga	HJEP	1485	.5	Jorge Ortiz Marquez
Cali	HJEB	1150	1.0	Eduardo Cordoba
	HJED	4825	1.0	
Cali	HJEC	1300	.5	Rafael Angulo
Cali	HJEE	1090	.5	Jose T. Calderon N.
Cali	HJEF	1340	.5	Hernando Bueno
	HJEL	1260	.5	
Cali	HJER	1395	.5	Cesar Mendoza Mazuera
	HJEX	4865	2.5	
Cali	HJEN	1370	.5	Alfonso Mesa Vargas
Cali	HJEM	1510	.5	Arturo Salazar
Cartagena	HJAE	4965	.6	Laboratorios Fuentes, S. A.
	HJAF	1240	.36	
Cartagena	HJAP	4925	.75	Lequerica Hermanos
	HJAR	1400	.3	
Cartago, alle del Cauca	HJEO	1230	.5	Daniel Dosman
Cienaga, Magdalena	HJBE	1460	.25	Elvira de Pereira
Cucuta, Norte de Santander	HJBB	4815	1.5	Pompilio Sanchez
	HJBC	1270	1.0	
Girardot, Cundinamarca	HJCL	1460	.5	Carlos J Sanchez G.
Girardot, Cundinamarca	HJCV	1430	.1	Antonio Useche R.
Ibague	HJFC	1500	.1	Vicente Gaitan Rondon
Ibague	HJFL	1440	.25	Luis E. Martinez
Ibague	HJFP	1550	.075	Mario Cadavid
Libano, Tolima	HJFO	1520	.05	Hector Enrique Giraldo
Magangue, Bolivar	HJAC	1420	.1	Manuel Agustin Varela
Manizales	HJFB	6105	1.0	Francisco Jaramillio Alberto Hoyos A. (Director)
	HJFD	1390	1.0	
Manizales	HJFX	600	1.0	Antonio Pinzon H.
Medellin	HJDA	1285	.5	Humberto Restrepo A.
Medellin	HJDC	1360	.6	Francisco Cuartas
	HJDX	4795	.6	
Medellin	HJDE	6145	10.0	Luis Ramos
	HJDK	1250	.75	Cia Colombiana de Radio- difusion
Medellin	HJDL	1480	.5	Jaime Tobon R.
Medellin	HJDM	1520	1.0	
Medellin	HJDQ	1320	.75	Fernando Restrepo Alvarez
	HJDP	4885	2.5	(owner) Jesus Munoz Cano

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
Medellin	HJDR	1380	.3	Ramirez & Cia. Ltda.
Medellin	HJDT	1150	.25	Alfonso Jaramillo, Hernando Tellez B., Jaime Garcia L.
Medellin	HJDU	1490	.25	Universidad de Antioquia
Monteria	HJAL	1465	.5	Julio Cesar Patino
Monteria	HJAM	1210	.251	Julio A. Sanchez
Neiva	HJFN	1420	.1	Heliadora Tamayo
Ocana	HJBF	1525	.1	Luis Linero
Palmira, Valle	HJEJ	1460	.5	Rafael Angulo
Palmira, Valle	HJEQ	1180	.5	Regulo Benitez
Pamplona, Norte de Santander	HJBA	1400	.1	Gonzalo Vargas
Pasto	HJHA	1350	.35	Sociedad Radio Narino, Senora Elisa de Pesantes, owner
Pasto	HJHB	1170	.5	Hernando Bueno
Pereira	HJFA	6054.3	.75	Cesar & Mario Arango M.
	HJFE	1470	.499	
Pereira	HJFK	6097	2.5	Antonio J. Giraldo C. & Son
	HJFF	1350	1.0	(Oscar Giraldo Arango)
Pereira	HJFQ	1120	.5	Marceliano Ossa M.
Popayan	HJEA	1500	.8	Jesus Hernando Hormaza B.
Popayan	HJEG	1450	.3	Mercedes M. de Valencia (owner), Carlos Valencia Mosquero (Mgr.)
Quibdo	HJDG	4805	.5	Intendencia del Choco Cultural
Santa Marta	HJBH	1410	.5	Manuel C. Conde
Santa Marta	HJBJ	1140	.5	Julio A. Sanchez
Santander, Cauca	HJEH	1550	.025	Escuela Rafael Tello
Sevilla, Valle	HJET	1510	.25	Daniel Benitez
Tocaima, Cundinamarca	HJCP	1530	.25	Ruperto Aguilera Leon. (Presbyter & Parson of Tocaima)
Tulua, Valle de Cauca	HJEK	1430	.1	Eduardo Gardezabal
Tunja, Boyaca	HJGA	1425	.25	Pedro Martinez

ECUADOR

Ambato	HC1VT	6550	0.1	I. Municipio de Ambato
Cuenca	HC1AO	4200	.15	Octavio Espinosa and Jose Heredia Crespo
Cuenca	HC1CC	7461	.004	Comunidad Salesiana
Guayaquil	HC2CW	950	.025	Alfonso Wilmot
Guayaquil	HC2OAD	9400	0.2	Odalia Aruz de Garcia
		900	0.2	
Guayaquil	HC2AJ)	1050	1.0	Luis Alcivar Elizalde
	HC2AK)	9310	1.0	
Guayaquil	HC2JSB	1260	0.2	Rafael Cuellos
		7854	0.3	
Guayaquil	HC2RB	1250	0.1	Eric Williams
Guayaquil	HC2ET	9200	0.3	Jose Santiago Castillo
		1131	0.1	
Guayaquil	HC2AU	1350	0.2	Augusto Alvarado Olea.
Guayaquil	HC2RL	6645	0.2	Roberto Levy
Guayaquil	HC2AN	1600	0.15	Washington Delgado Cepeda
Guayaquil	HC2AQ	1450	0.25	Riboberto Ortiz Vermeo
Ibarra	HC1IM	4020	0.3	I. Municipio de Ibarra
Loja	HC3SC	6700	0.3	F. Montero Carrison
Portoviejo	HCJB4	3645	0.05	Clarence W. Jones
Quito	HCJB	12455)	10.0	Clarence W. Jones, Manager.
		9958)		Owner — World Missionary
		7285)		Radio Fellowship, Inc.
		4108)	0.2	
		974)		
		1018		

• • • SOUTH AMERICAN STATIONS • • •

<i>Location</i>	<i>Call Letters</i>	<i>Frequency Kcs.</i>	<i>Power Kws.</i>	<i>Owner or Operating Agency</i>
		28040)	1.0	
		7068)		
		14200)		
		27850)	0.2	
			1.0	
			1.0	
			.025	
Quito	HC1PM	5725	0.15	Leonardo Ponce
Quito	HCQR)	1330	0.3	Carlos Mantilla, Empresa Editora "El Comercio"
	HCQRX)	5970	0.3	
		3710		
Quito	HC1GQ	9163	0.15	Ferrocarril del Sur
		3710	0.08	
Quito	HCBT	1304	0.3	Sr. Cesar Mantilla
		9350	0.3	
Quito	HCK	5885	0.3	
Quito	HC1GP	7874.6	0.2	(Prop.) Miguel Angel Gonzalez Paez (Dir.) Padre Elias Brito
Quito	HC1BF	7265	0.3	Adriano Jaramillo
	HC1BD	1111	0.2	
Quito	HC1AB	6400	0.2	Spanish Falangist (Mgr.) Enrique Arroyo (Francisco Simon)
	HC1AC	1600		
Quito	HC1AD	1410	0.25	Cia. Interandina de Broadcasting (Mgr.) Vicente Ordonez Pallares
Quito	HC1CT	3700	0.2	Escuela Central Tecnica
Riobamba	PRADO	6618	0.5	

PARAGUAY

<i>Location</i>	<i>Call Letters</i>	<i>Frequency Kcs.</i>	<i>Power Kws.</i>	<i>Owner or Operating Agency</i>
Asuncion	ZPA1	6010	3.0	Estacion Oficial de Gobierno del Paraguay (Govt. Station)
Asuncion	ZP4	730	0.1	Isern & Scarello
	ZP8	11850	0.1	
Asuncion	ZP6	1300	0.1	Emilio Jordan Livieres
Asuncion	ZP9	970	0.8	Atilio Bajac
Asuncion	ZP10	1330	0.1	Victor Noriega
Asuncion	ZP11	1200	0.3	Juventus Antoniana
Asuncion	ZP13	1430	0.1	Julio Picossi Villagra
Asuncion	ZP17	1030	0.1	Jose Hanemann
Asuncion	ZPA2	11721	0.7	Teleco Paraguaya, S. A.
	ZP3	700	10.0	
Encarnacion	ZP5	920	5.0	Philips Argentina, S. A.
	ZPA5	11950	2.5	
Villarica, Guaira	ZP14	11721	1.0	Friedmann Hermanos
		11725		
		700	0.2	
Villarica, Guaira	ZP6	1300	0.1	Emilio Jordan Livieres

PERU

<i>Location</i>	<i>Call Letters</i>	<i>Frequency Kcs.</i>	<i>Power Kws.</i>	<i>Owner or Operating Agency</i>
Arequipa	OAX6B	6035	0.15	Maximo J. Landa
Arequipa	OAX6C	1370	0.3	J. Antonio Umbert
	OAX6E	6055	0.3	
Arequipa	OAX6A	6050	0.25	Jorge E. Olazabol

<i>Location</i>	<i>Call Letters</i>	<i>Frequency Kcs.</i>	<i>Power Kws.</i>	<i>Owner or Operating Agency</i>
Callao	OAX4C	1160	0.3	Sociedad Comercial Urtega y Couralegui
Chiclayo	OAX1A	6150	0.2	J. Carlos Montjoy
Cuzco	OAX7A	6128	0.1	Carlos Lizarraga
Huancayo	OAX4P	6020	0.25	Alfredo Elejalde Granados
Huanuco	OAX3A	6115	0.35	Victor Priano
Ica	OAX5B	1460	0.2	Luis de los Heros
	OAX5C	9590	0.15	
Lima	OAX4H	6095	1.0	Ronald & Cia.
	OAX4F	1080	0.25	
Lima	OAX4B	1200	0.25	Bolivar & Carcovich
	OAX4G	6190	0.25	
Lima	OAX4Z	6082	15.0	Government of Peru
	OAX4A	854	10.0	
	OAX4T	9562	10.0	
	OAX4R	15150	15.0	
Lima	OAX4E	960	0.2	Juan Pablo Goicochea
	OAX4K	9545	0.25	
Lima	OAX4I	1320	0.25	Antonio Vasquez
	OAX4J	9520	0.2	
Lima	OAX4L	1250	0.3	Clemeaite Palma
Lima	OAX4V	5990	1.5	Cia. Peruana de Radiodifusion, S. A.
	OAX4W	9490	1.5	
	OAX4U	1030	5.0	
Trujillo	OAX2A	6000	0.25	Rafael Larco Herrera

URUGUAY

<i>Location</i>	<i>Call Letters</i>	<i>Frequency Kcs.</i>	<i>Power Kws.</i>	<i>Owner or Operating Agency</i>
Canelones	CW47	1470	0.3	Julio J. Rabassa
Carmelo, Colonia	CW7	640	.325	Alberto Pablo Brouard
Colonia	CW1	550	4.5	Raul Montellano and Ricardo Bernetti
Colonia	CXA8	11840	3.0	Jamie Yankelevich
Durazno	CW25	1430	0.5	Artola, Evangelisti y Cia.
Florida, Montevideo	CW3	580	0.3	Diario Rural, S. A.
Florida, Montevideo	CW33	1200	.075	Omar F. Barreiro
Maldonado	CW51	1560	0.5	Hector Lamaison
Melo, Cerro Largo	CW47B	1510	0.1	Jose Fernandez Eiriz
Melo, Cerro Largo	CW53	1580	0.25	Ruben D. Lucas
Minas	CW43	1420	0.5	Juan R. Volante
Montevideo	CX34	1210	1.0	A. Canepa y Cia.
Montevideo	CX26	1050	5.0	A. Canepa y Cia.
Montevideo	CX50	1530	0.5	Bernardino Ayala
Montevideo	CX20	930	0.3	Dr. Carlos L. Romay
Montevideo	CX32	1170	0.520	Cia. Uruguaya de Publicidad, S. A.
Montevideo	CX18	890	5.0	Difusoras El Espectador Ltda.
Montevideo	CX4	610	5.0	Seccion Informacion y Enseñanza of the Direccion de Agronomia, which is under the Ministerio de Ganaderia y Agricultura
Montevideo	CX46	1450	1.5	Guzman Bertacchi
Montevideo	CX22	970	0.5	Harispuru Hermanos
Montevideo	CX42	1370	0.5	Hector Vernazza
Montevideo	CX44	1410	.250	Julio J. Rabassa
Montevideo	CX40	1330	0.1	Julio J. Rabassa
	CXA21	6170	0.1	
Montevideo	CX12	770	1.0	Luis A. Artola
Montevideo	CX24	1010	5.0	Prencinradio, Sociedad de Responsabilidad Ltda. Roberto Fontaina and Dardo Regules

SOUTH AMERICAN STATIONS

<i>Location</i>	<i>Call Letters</i>	<i>Frequency Kcs.</i>	<i>Power Kws.</i>	<i>Owner or Operating Agency</i>
Montevideo	CX8	690	2.0	Ramon Puyal y Gazanto
Montevideo	CX16	850	50.0	Prencinradio, Sociedad de Responsibilidad Ltda. Roberto Fontaina and Dardo Regules
Montevideo	CX36	1250	.250	Vazquez y Walder
Montevideo	CX48	1490	0.8	Vazquez y Cia.
Montevideo	CX28	1090	6.0	Walfrido Figueira Moran
Montevideo	CXA1	6200	0.05	Uruguayan Government
	(Portable)			
Montevideo	CXA11	27000	2.5	S.O.D.R.E.
Montevideo	CXA4	6125	5.0	Uruguayan Government
Montevideo	CX6	650	25.0	Servicio Oficial Difusion
	CXA6	9620	0.2	Radioelectronica (Ministry of Public Education—Urugayan Govt.)
	CXA10	0620	20.0	
		11900		
		15300		
	CXA18	15300	2.5	
	CX38	1290	5.0	
Montevideo	CXA22	29500	2.5	Servicio Oficial Difusion Radioelectronica
	CXA23	43600		
	CXA24	58000		
Montevideo	CX30	1130	1.0	Silva y Larrea
	CXA30	6035	1.0	
Montevideo	CX10	730	1.0	(Sr. Luis Batlle Berres
	CXA3	6075	1.0	(Sr. Juan Gestoso
Montevideo	CXA19	11705	15.0	Difusoras El Espectador Ltda.
	CX14	810	15.0	
Montevideo	CXA14	7330	0.05	Difusoras El Espectador Ltda.
		10000	0.02	
Montevideo	CW47	1470	0.4	Julio J. Rabassa
Montevideo	CXA9	15345	4.0	Difusoras El Espectador Ltda.
Paysandu	CW35	1240	0.25	Alfonso M. Ordoqui
Paysandu	CW39	1320	0.1	Miguel Penna
Rivera	CW19A	1340	0.06	Jorge Dowton Garcia
Rivera	CW43B	1480	0.75	Walfrido Figueira Moran
Rocha	CW19	1340	0.05	Abel Machado
Salto	CW23	820	0.25	Domínguo Giordano
Salto	CW27	680	0.750	Sr. Luis Batlle Berres—Director. Sr. Juan Gestoso
Salto	CW31	1120	1.2	Salvador E. Pera
San Jose	CW47A	1510	.100	Fasola Rios y Tiboni
San Jose	CW41	1360	.05	Pedro Bruccoleri
Soriano	CX52	1570	0.05	Anibal Frabasil, Juan Orlando Kelly, Jose Pedro Irigaray, Florencio Donato Montero
Soriano	CW46B	1496	0.05	Roberto Taruselli
Tacuarembó	CW46A	1400	2.0	Luis S. Dini
Treinta y Tres	CW45	1390	.250	Marroche y Lacurcia

VENEZUELA

<i>Location</i>	<i>Call Letters</i>	<i>Frequency Kcs.</i>	<i>Power Kws.</i>	<i>Owner or Operating Agency</i>
Alcarigua	YV3RF	3490	.104	Pausides Sigala Luis Barrios—Director
Barcelona	YV6RC	3450	0.3	L. J. Arreaza A.
	YV6RE			
Barquisimeto	YV3RE	1240	0.7	Almicar Segura
	YV3RN	6175	.815	
Barquisimeto	YV3RS	3490	.600	Sr. Rafael Angel Segura

<i>Location</i>	<i>Call Letters</i>	<i>Frequency Kcs.</i>	<i>Power Kws.</i>	<i>Owner or Operating Agency</i>
Caracas	YV5RA	960	10.0	C. A. Almacen Americano
	YV5RN	4920	5.0	
Caracas	YV5RB	790	5.0	Degwitz & Siblitz
	YV5RM	6150	5.0	
	YV5RH	710	1.0	
Caracas		720	.75	Mons. J. M. Pellin The Catholic Church
	YV5RX	3430	1.75	
	YV5RG	1010	1.0	Gonzalo Veloz Mancera
	YV5RU	6070	2.5	
			1.0	
Caracas	YV5RI	590	1.0	O. Vincentelli—Director, Cia. Anonima Radio Continente & Cia. A. Agencias Unidas
	YV5RY	3380	1.0	
Caracas	YV5RL	1160	1.0	Ponce & Benzo Sucesores Cia. Anonima
	YV5RW	3400	1.15	
Caracas	YV5RQ	880	1.0	C. A. Radio Libertador. Manuel Torrealba, director
	YV5RS	3360	1.0	
Ciudad Bolivar	YV6RA	1400	.68	E. Torres Valencia
	YV6RU	4790	.62	
Coro	YV1RY	4770	.215	Roger Leyba
La Guaira (Vargas)	YV5RZ	1050	.75	Senor Carlos L. Perez
	YV5RV	4890	.75	
Maracaibo	YV1RC	1400	.52	Pedro Bermudez
	YV1RT	3370	.455	
Maracaibo	YV1RD	1150	.2	Govea & Nouel
	YV1RU	3440	.68	
Maracaibo	YV1RF	1120	.55	N. Vale Quintero
	YV1RX	4800	2.0	
Maracaibo	YV1RK	1250	.437	J. R. Higuera
Maracaibo	YV1RV	4750	.195	Luis Garcia Nebot
Maracay	YV4RK	3390	.3	Atilio Ormezzano
Merida	YV2RC	3420	0.32	Senores Quintero and Strauss Roberto Strauss, director
Puerto Cabello	YV4RQ	3480	0.575	Rafael Segura
San Crisobal	YV2RB	980	.325	J. M. Diaz Gonzalez
	YV2RN	4830	.13	
Trujillo	YV1RO	3310	.625	Pedro J. Torres
			0.2	
Valencia	YV4RA	1350	.83	Guillermo Degwitz
Valencia	YV4RE	1400	1.138	Miguel Acho
	YV4RP	3460	.68	
Valera	YV1RZ	4840	.315	Manager by Pedro Flores J. Owned by Jorge L. Febres J.

COSTA RICA

<i>Location</i>	<i>Call Letters</i>	<i>Frequency Kcs.</i>	<i>Power Kws.</i>	<i>Owner or Operating Agency</i>
Alajuela	TIJJM-5	575	0.80	Emilio E. Martinez
Cartago	TIMC	735	0.70	J. Mario Cardos M.
Heredia, Heredia	TI4NRH	725	0.75	Amando Cespedes Marin
Puntarenas	TIWS	900	0.35	Manuel Campos J.
San Jose	TILJ	775	3.0	Lola Monje M. de Jimenez
San Jose	TI-MACHO	1100	1.0	Maximo Chaves Arias
San Jose	TIOS	940	2.0	Rafael Sotela
San Jose	TILS	880	5.0	Luis Saenz Mata
San Jose	TIGPH	605	6.5	Gonzalo Pinto H.
San Jose	TIGPH2	800	8.0	Gonzalo Pinto H.
San Jose	TIGPH3	650	10.0	Gonzalo Pinto H.
San Jose	TIRH	970	1.0	Rafael Hine Chavarria
San Jose	TIJMP	690	2.5	Jose Maria Pinaud
San Jose	TIPG	625	5.0	Perry Girton
San Jose	TIFA	1000	0.25	Francisco Arie (This station not on air for duration of war)

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
San Jose	TINBC	1070	5.0	Perry Girton
San Jose	TICQ	750	0.5	Narciso Garcia
San Jose	TIEP	830	3.0	Eduardo Pinto H.
San Jose	TIRS	925	1.0	Rogelio Sotela B.
San Jose	TIHZ	1150	1.0	Heli Zuniga
San Jose	TIRCC	1200	0.5	Carlos Borge (Prbo.)
San Juan de Tibas	TIBAS	650	8.0	Gonzalo Pinto H.

DOMINICAN REPUBLIC

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
Ciudad Trujillo	HIZ	1350	0.2	Frank Hatton
	HIIZ	6316	0.25	
Ciudad Trujillo	HIN	1090	0.15	Partido Dominicano
	HIIN	6243	.7	
Ciudad Trujillo	HIX	950	0.2	Dominican Gov't
	HIIX	6340	.25	
	HI3X	11960	.25	
Ciudad Trujillo	HIIG	6120	0.25	Andres Cordero P.
	HI2G	9140	0.25	
Ciudad Trujillo	HIT	6630	0.1	F. A. Sanabia
		1050		
Ciudad Trujillo	HIL	6175	0.08	Joaquin C. Pellicer
Ciudad Trujillo	HI6H	6115	0.1	Emilio Garden, Jr.
Ciudad Trujillo	HIH	1420	.150	Domingo Dominguez
Romana (La) (Seybo)	HI3C	6690	.150	Antonio Herrero
Monsignor Nouel (La Vega)	HI2T	6480	.200	Jose Arismendy Trujillo
Puerto Plata	HI9T	6170	.025	Luis A. Pelegrin
	HI9U	1010	.1	
San Pedro de Macoris	HIH	6780	0.25	Domingo Dominguez
San Pedro de Macoris	HI1J	6025	0.25	Fausto M. Donastorg
Santiago	HI1A	6190	0.25	Rafael Western
Santiago	HI3U	6015	0.1	Fernando Bertran
Santiago	HI9B	6383	0.25	Jacinto L. Sanchez
Santiago	HI1S	6420	0.2	Generoso Sarhelli
Santiago	HI1L	6480	0.1	Maria J. Tavarez

EL SALVADOR

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
San Salvador	YSR	990	2.0	Alberto Cevallos
		6265		
San Salvador	YSS	650	0.5	Owned by Gov't of El Salvador
	HUB	5556	0.4	
	YSD	7894		
San Salvador	YSP	780	0.5	Fernando Albayeros Sosa— Affiliated with Columbia Broadcasting Company
		760		
San Salvador	YSY	1100	0.25	Consul of Paraguay
		7225		

GUATEMALA

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
Guatemala City	TG1	1310	0.25	Government
	TG2	6190		
	TG3	2320		
Guatemala City	TGW	610	10.0	Guatemalan Government
	TGWA	9685	10.0	
		11760		
		15170		
		17800		
	TGWB	6460	1.0	
	TGWC	1520	1.0	
Guatemala City	TGX	1400	0.1	El Liberal Progresista (Newspaper)
	TGX1	6130		
Quezaltenango	T6Q	1450	.25	Government
	T6QA	6400		

BRITISH GUIANA

<i>Location</i>	<i>Call Letters</i>	<i>Frequency Kcs.</i>	<i>Power Kws.</i>	<i>Owner or Operating Agency</i>
Georgetown	VP3BG	6130	0.065	British Guiana Broadcasting Co., Ltda.

SURINAM (Dutch Guiana)

<i>Location</i>	<i>Call Letters</i>	<i>Frequency Kcs.</i>	<i>Power Kws.</i>	<i>Owner or Operating Agency</i>
Paramaribo	ZPH	5865	0.150	J. E. Herrenberg, Chairman, of private radio club "AVROS." Tech. equip. owned by Surinam Govt.

HAITI

<i>Location</i>	<i>Call Letters</i>	<i>Frequency Kcs.</i>	<i>Power Kws.</i>	<i>Owner or Operating Agency</i>
Port-au-Prince	HHW	1300	.5	C. Ricardo Widmaier, Jr.
	HH3W	10100	.750	
Port-au-Prince	HH2S	7500	.300	Societe Haitienne de Radio-diffusion
		5940		
Port-au-Prince	HHBM	9660	0.1	Frank C. Magliore

BRITISH HONDURAS

<i>Location</i>	<i>Call Letters</i>	<i>Frequency Kcs.</i>	<i>Power Kws.</i>	<i>Owner or Operating Agency</i>
Belize	ZIK-2	10600	0.2	Government

HONDURAS

<i>Location</i>	<i>Call Letters</i>	<i>Frequency Kcs.</i>	<i>Power Kws.</i>	<i>Owner or Operating Agency</i>
Ceiba (La), Atlantida	HRD2	6235	0.25	Ing. M. R. Moncada
San Pedro Sula, Cortes	HRP1	6351	0.2	Filiberto Diaz Zelaya
Tegucigalpa	HRN	5875	0.2	Rafael Ferrari

NICARAGUA

<i>Location</i>	<i>Call Letters</i>	<i>Frequency Kcs.</i>	<i>Power Kws.</i>	<i>Owner or Operating Agency</i>
Boaco	YNBO	6980	0.03	J. Edgar Tijerino
Granada	YNFT	7500	0.1	Jose Francisco Tercero
Granada	YNLAT	7625	0.3	Nicolas W. Navas Admor
Leon	YNJAT	5758	0.45	Jose Antonio Tiperino and Sons
Leon	YNDG	7660	0.2	Dionisio E. Gallo
Managua	YNPS	6760	0.6	Nicaraguan Govt.
	YNDS	6240	0.6	
Managua	YNFP	6275.5	0.1	Francisco Perez G.
Managua	YNOW	6850	0.6	Mendoza Bros.
Masaya	YNFM	6950	0.06	Jose Francisco Tercero (Granada)

PANAMA

<i>Location</i>	<i>Call Letters</i>	<i>Frequency Kcs.</i>	<i>Power Kws.</i>	<i>Owner or Operating Agency</i>
Colon	HP5K	6005	0.5	Jose Jaen y Jaen y Compania
Colon	HP5F	6050	0.15	Servicio Publica de Radio
Colon	HOK	640	0.25	Jose Jaen y Jaen y Compania
Panama	HP5G	11780	0.5	Jose Antonio Sosa M.
Panama	HOA	1000	0.5	Jose Antonio Sosa M.
Panama	HOC	1440	0.05	Jose Jaen y Jaen y Compania
Panama	HP5A	11700	0.3	Jose Jaen y Jaen y Compania
Panama	HOQ	1250	0.25	Augustin Fernandez
				Jose Herrera, Jr.
Panama	HP5B	6030	0.15	E. de la Guardia, President
	HP5C	730	0.5	
Panama	HP5H	6122	0.25	M. Lombardo Vega
Panama	HP5J	9607	0.4	Servicio Publico de Radio,
	HP6J	1358	0.3	S. A. Manuel Doce

ART FOR ADVERTISING

Hap Hadley

165 WEST 46TH ST.
N. Y. C.

BRyant 9-4153-4

ROSS

15 years of service
to the entertain-
ment world.

**ROSS
FEDERAL
SERVICE INC.**

One of the Na-
tion's oldest
and largest
marketing re-
search organi-
zations.

**ROSS
FEDERAL
RESEARCH
CORPORATION**

18 EAST 48TH STREET, NEW YORK
and 31 Key Cities, Coast to Coast



PHIL BAKER

"TAKE IT OR LEAVE IT"

CBS, Sundays, 10:00 p.m., E.W.T.

FOR

EVERSHARP, INC. and THE BIOW CO.

Starred in

"TAKE IT OR LEAVE IT"

(20th Century-Fox)

Mgt.

William Morris Agency, Inc.

Linking Two Hemispheres



... in War and Peace

RADIO CORPORATION OF AMERICA

PIONEER IN RADIO, TELEVISION, AND ELECTRONICS • RCA BUILDING, NEW YORK, N. Y.

*The Services of RCA: RCA Laboratories... RCA Victor
RCA Communications, Inc... Radiomarine Corporation of America
National Broadcasting Company, Inc... RCA Institutes, Inc.*