

ADVERTISING AGENCIES

THE CHESTER C. MORELAND CO.

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

Officers

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

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.,
 White King Soap Co., Sparklett's Drinking
 Water Corp., Kerr Glass Mfg. Co., Grocer's
 Packing Corp., Campbell Cereal Co., Knox
 Co., Chapman Park Hotel, O'Brien Candy
 Co., Biltmore Florists.

MORSE, INTERNATIONAL, INC.

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

Officers

Chairman of the Board.....Carl J. Balliett
 President.....Mansfield F. House
 Vice-President & Art Director...J. P. Sawyer
 Secretary and Treasurer....Laura K. Long
 Dir. of Media.....Herbert G. Selby
 Prod. Mgr.....E. R. Harris

Radio Dept.

Manager.....Chester C. Slaybaugh
 Time Buyer.....Eunice C. Dickson
 Dir. of Radio Prod.....Nick Dawson
 Asst. Dir. of Radio Prod...John T. Mitchell

Branch Offices

205 Johnston Bldg., Charlotte, N. C.
Radio Accounts Placed—Network: Vick
 Chemical Co., Matchabelli, Inc.; National
 Spot: Vick Chemical Co., Vitamins Plus,
 Alfred D. McKelvy Co.

MOSER & COTINS, INC.

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

ABP—ANPA—PPA—NOAB—APA

Officers

President & Treasurer.....A. S. Cotins
 Secretary.....Mrs. M. B. Blair
 Vice-Presidents.....James N. Brown,
 Hugo W. Glaeser, A. Montgomery Hunt-
 ington

Art Director.....A. M. Huntington
 Mgr. Media Dept.....Miss L. B. Mang
 Acct. Execs.....George P. Hodges,
 F. S. Hubbell

Mgr. Production Dept.....Fred Michel
Radio Accounts Placed—West End Brewing
 Co., Oswego Candy Works, Inc., C. A. Durr
 Packing Co., Near's Food Co., Inc.

MOSS ASSOCIATES

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

Officers

President.....Joseph H. Moss
 Radio Director.....Hines Hachette
 Space Buyer.....Betty Math
Radio Accounts Placed—Harman Watch
 Co., U. S. Rockwool Insulators, Neoderms
 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 Circle 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, Young's Hat Stores.

NELSON CHESMAN COMPANY

Hamilton Trust Bldg., Chattanooga 8, Tenn.
Phone 6-4942

SNPA

Executives

Partners.....Henry Tritschler,
John E. Fontaine, S. M. Kelly
Radio Dept.

Director & Space Buyer....John E. Fontaine
Act. Exec.....Henry Tritschler
Radio Accounts Placed—The Chattanooga
Medicine Co., Fleetwood Coffee Co., South-
ern Agriculturist, Double-Colo.

NEWELL-EMMETT COMPANY

40 East 34th St., New York 16, N. Y.
Phone AShand 4-4900

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

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

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

THEO. A. NEWHOFF ADV. AGENCY

1403 Court Square Bldg., Baltimore 2, Md.
AAAA—ANPA—ABP

Officers

President.....Theodore A. Newhoff
Vice-President.....Marx S. Kaufman
Secy.-Treas.....R. M. Newhoff
Radio Director.....S. L. Reed
Production Manager.....B. A. Johnson

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.

JOHN H. OWEN, INC.

595 Madison Ave., New York 22, N. Y.

Personnel

Director of Radio.....Bernard H. Pelzer, Jr.
Time Buyer.....Marc Seixas

PARIS & PEART

370 Lexington Ave., New York, N. Y.
Phone Caledonia 5-9840
ANPA — ABP — PPA

Co-Partners.....A. G. Peart,
John H. Rehm

Radio Time Buyer.....A. C. De Pierro
Radio Accounts Placed—The Great Atlantic
& Pacific Tea Co., Spratts Dog Food.

MERRITT OWENS ADVERTISING AGENCY

201 Commercial National Bank Bldg.
Kansas City 12, Kans.
Phone Dr. 7250
ABP—ANPA—APA

Owner.....Merritt Owens

Radio Accounts Placed—Interstate Moving
& Storage, Junge Biscuit Co., Leo Stern
(Photographer).

PACIFIC NATIONAL ADVERTISING AGENCY

605 Union St., Seattle 1, Wash.
Phone Eliot 1401
ANPA—AAAA—NOAB

Officers

President.....Wm. H. Horsley
Radio Director.....Trevor Evans
Secretary.....H. O. Stone
Radio Time Buyer.....G. M. Nyman

Branch Office

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

Manager.....Mrs. Ruth Foland

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

PECK ADVERTISING AGENCY, INC.

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

Officers

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

• • • **ADVERTISING AGENCIES** • • •

PEDLAR & RYAN, INC.

250 Park Ave., New York 17, N. Y.
Phone PLaza 5-1500
AAA — ANPA — PPA — ABP

Officers

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

PETTINGELL & FENTON, INC.

247 Park Ave., New York, N. Y.
Phone, ELdorado 5-2685
ANPA—PPA—ABP

Officers

Pres. & Secy.....Atherton Pettingell
Exec. Vice-Pres., Treas. & Space
Selection.....Fleur Fenton
Asst. to President.....Charles B. Strauss
Asst. to Vice-Pres.....Pauline Duff
Men's Wear Planning.....Louis Krauss
Copy Executive.....Theodora Aronstam
Supervisor Service Depts..Howard B. Ellison
Exec. Art Director.....Jack Russell
Art Director.....Robert Thomson
Publicity.....Virginia Vincent
Production Manager.....Barney Bravman
Space Buyer.....Bernice Newton
Mgr. Billing Dept.....Mary Zales

PITLUK ADVERTISING CO.

Alamo Nat'l Bank Bldg., San Antonio, Texas
Phone Garfield 7268
ABP — ANPA — PPA — SAAA —
SNRA — NOAB

Officers

Owner.....Jack N. Pitluk
General Manager.....Norman D. Scherke
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 8, Mo.
Phone Victor 4433
APA — NOAB — ANPA — PPA

Officers

President.....R. J. Potts
Vice-Presidents.....J. B. Woodbury,
C. C. Tucker, E. A. Warner, C. L. Rob-
inson
Secretary-TreasurerJerry McKee
Account Executives.....Ralph Page
John M. Farrell, G. S. Lannon
Radio Dept.....Connie Joan Connor

THE POTTS TURNBULL COMPANY

10th Floor, Carbide & Carbon Bldg.
Kansas City 6, Mo.
Phone Victor 9400
ANPA — PPA — APA — NOAB — ABP

Officers

PresidentW. J. Krebs
V.P.-Production Mgr.....D. E. Dexter
SecretaryG. F. Magill
TreasurerE. T. Chester
Time Buyer.....R. G. Wassner
Acct. Executives.....N. P. Rowe,
C. R. Lawson, Blair McPhail, W. B. Stone

SAYRE M. RAMSDALL ASSOC., INC.

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

Officers

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

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

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

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

Partner & Service Dir.....A. M. Walgren
Art Director.....Paul Norton
Production Mgr.....Wayne H. Ross
Technical Consultant.....W. A. Giraldi

Branch Office

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

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

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

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

THE RANDALL COMPANY

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

Executive

Radio Director.....Catherine A. Gilbert

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.

REISS ADVERTISING

221 W. 57th St., New York, N. Y.
Phone COLUMbus 5-7733

ANPA — ABP — PPA — APA

Officers

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

ROCHE, WILLIAMS & CLEARY, INC.

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

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 Pharmacal Co., Inc., National
Toilet Co., John Puhl Products Co., Port-
land Cement Assn., Sempray Jovenay Co.,
The Studebaker Corp.

RESNIK-MILLER-ENGLAND, INC.

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

Officers

President & Treasurer.....Harry D. Resnik
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.

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.....Geo. Rickerd
Secretary.....Fred B. Collier
Production.....Royal Cressy

RILL ASSOCIATES

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

Officers

President.....I. R. Hill
Exec. Vice-Pres.....B. N. Hill
Space Buyer.....L. Denis
Art Director.....M. Desmond
Radio Dir. & Radio Time

Buyer.....B. Newmark
Charge Copy.....S. Chalfin
Publicity.....P. Leighton
Account Executives.....I. R. Hill,
B. N. Rill, L. Denis

ADVERTISING AGENCIES

REDFIELD-JOHNSTONE, INC.

420 Madison Ave., New York 17, N. Y.
Phone PLaza 3-6120, 1, 2, 3
ANPA—PPA—ABP—APA—NOAB

Officers

Chairman of the Board.....L. L. Redfield
PresidentE. F. Johnstone
Vice-PresidentN. Rosoff
SecretaryA. Hollander
Asst. Treasurer.....G. Hepenstal

Radio Accounts Placed—Network: Howard Clothes, Inc. National Spot: Stera-Kleen, Allenru, Gold Medal Haarlem Oil Co., Howard Clothes, Inc., Grelva, Inc., Woolfoam (Wool Novelty Co.).

**EMIL REINHARDT
ADVERTISING AGENCY**

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

Officers

Owner.....Emil Reinhardt
CopywriterDave Lane
Artist Dir.....Robert Shelton
ArtistEdna Shelton

Radio Dept.

ManagerJoseph Connor
Time Buyer.....Mildred McMahon

Radio Accounts Placed—Kilpatrick's Bakeries, Mary Sellens, Inc., Standard Beverages, S. F. Brewing Corp., Brenner's, Kahn's, Pacific Guano Co., Central Bank.

**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.....N. K. Vale

Branch Office

New Wellington Building, Toronto, Ontario
Radio Dept.....R. J. Avery

ARTHUR ROSENBERG CO., INC.

570 Seventh Ave., New York 18, N. Y.
Phone CHickering 4-4420
ANPA—PPA—APA—ACP—NOAB

Officers

President & Dir. of Copy & Plans,
Arthur Rosenberg
Vice-PresidentSamuel Rubenstein
SecretaryA. A. Rosenberg

TreasurerCharles S. Silver
Production ManagerH. B. Fleischman
Research Director....Walter Alwyn-Schmidt
Copy & Plans.....Harrison J. Cowan,
H. B. Sadler, Joseph Elner
Radio Dept.....Arthur Rosenberg,
Samuel Rubenstien, Charles S. Silver

Radio Accounts Placed—Longine-Wittenaure Watch Co., Corinthia Lipstick, Henna Foam Shampoo.

**RUSSEL AND ROBERTS
ADVERTISING AGENCY**

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

Officers

President & Treasurer.....Abram Eisenman

Radio Accounts Placed—New Jersey State Industrial Union Council-C. I. O., American Labor Party.

CHARLES L. RUMRILL & CO.

311 Alexander St., 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. Gordan
V-P & Director of Radio...Donald D. Stauffer
V-P & Associate Director..S. Heagan Bayles
V-P in Charge of Radio Programs

Merritt W. Barnum, Jr.

Business Manager.....C. T. Ayres
Production Directors.....Ted Huston,
Jack Van Nostrand, Lee Cooley, Robert
Steel, Fred Essex, Marguerite Bowman,
Willson Tuttle, John Wellington

Radio Commercial Supervisor

Regina Morgan

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
Production Director.....N. E. Heyne
Time Buyer.....Albert Callies
7430 Second Blvd., Detroit 2, Michigan
Phone Madison 1980
Vice-President in Charge..Mathew J. Casey
812 Olive St., St. Louis, Mo.
Phone Main 0123
Manager.....Oscar A. Zahner
1680 N. Vine St., Hollywood, Calif.
Phone Hillside 7593
Radio Director.....Nate Tufts
Production Directors....Knowles Entrikin,
Ken Hodge, Sam Pierce, Dave Young,
Bob Ballin
712 Main St., Houston, Texas
Phone Charter 4-1741
Manager.....W. Van A. Combs
235 Montgomery St., San Francisco, Calif.
Phone Douglas 5822
Manager.....Howard O. Nelson
1216 Third Ave., Seattle, Wash.
Phone Main 6727
Manager.....F. S. Mullins
Carew Tower, Cincinnati, Ohio
Phone MA 2413
Manager.....John L. Magro
80 Richmond St., Toronto, Canada
Phone Adelaide 4096
Manager.....Douglas Philpott
Radio Production.....S. Ramsay Lees
Radio Accounts Placed—American Tobacco Company, Bendix Home Appliances, Inc., Chrysler Corporation, Delaware, Lackawanna & Western Coal, Electric Auto-Lite Company (U. S. and Canada), Gilmore Oil Company, Griesedieck Bros. Brewery Co., Lever Brothers Company, Lever Brothers Limited, Noxzema Chemical Company, Pepsodent Co. of Canada, Ltd., Pharmaco, Inc., Quaker Oats Co., Radio Corporation of America, Jacob Ruppert Brewery, Taylor-Reed Corporation, G. Washington Coffee Refining Co., Whitehall Pharmacal Co., Wm. Wrigley Jr. Co., Savings Banks Association of State of New York.

ST. GEORGES & KEYES, INC.

250 Park Ave., New York 17, N. Y.
Phone, PLaza 3-6920
ABP — ANPA — PPA

Executives

President.....Maubert St. Georges
Vice President.....Stanley J. Keyes, Jr.
Radio Dept.
Radio Director.....Victor Van Der Linde

Time Buyer.....Charlotte Rains

Television Dept.

Director.....Victor Van Der Linde
Radio Accounts Placed—James McCreery & Co., C. F. Matilage Sales Co., Alfred Dunhill, Inc., Street & Smith, Seydel Chemical Co., Revere Copper & Brass, Inc.

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.....Evelyn Vanderploeg
Radio Accounts Placed—Peter Fox Brew Co., Hirsch Clothing Co., Salerno-Megowen Biscuit Co., Studebaker Sales Co. of Chicago, Rudolph Wurlitzer Co., Walgreen Drug Co., Congress Cigar Co., Coronet Magazine, Schutter Candy Co., Sealy Mattress Co., B. S. Pearsall Butter Co., Chicago Daily News.

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, E. G. Bentley
Radio Director.....Jack Simpson
Time Buyers.....June Jackson,
Hub Jackson

Branch Offices

Lemcke Bldg., Indianapolis, Ind.
Phone Market 1395
Vice-President.....Paul Richey
Treasurer.....Jack Harding
Taft Bldg., Hollywood, Calif.
Phone, Granite 4185
Office Manager.....E. Brockhoff
Radio Accounts Placed—W. A. Sheaffer Pen Co., Pinex Co., Keystone Steel & Wire Co., Brown & Williamson Tobacco Corp., Grove Laboratories, Inc.

SHERMAN & MARQUETTE, INC.

Room 3400 Palmolive Bldg., Chicago, Ill.
Phone Delaware 8000
ABP — ANPA — PPA — PRB — SAAA
SNPA — APA — NOAB

Officers

President.....Stuart Sherman
Vice-President and Treasurer.
Arthur Marquette

• • • **ADVERTISING AGENCIES** • • •

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-Peet Co. (for Colgate Shave Creams, Colgate Tooth Powder, Halo Shampoo, Quaker Oats Co. (for Quaker Farina and Ful-O-Pep Feeds, Quaker Puffed Wheat Sparkies, Quaker Puffed Rice Sparkies), Dr. W. B. Caldwell, Inc. (Dr. Caldwell's Laxative), Syrup of Figs, Sante, Pape's Cold Compound, Blackstone Aspirin, Tasty Lax.

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DOUGLAS D. SIMON ADV.

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

Officers

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

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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

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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.

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SMITH & DRUM, INC.

650 S. Grand Ave., 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.

SIMONS-MICHELSON CO.

1207 Washington Blvd., Detroit 26, Mich.
Phone CHerry 3000
AAAA—PPA—APA

Officers

Partners.....L. N. Simons,
L. J. Michelson
General Manager.....Leon Wayburn
Radio Director...Marie Margaret Winthrop
Production.....Art Copland
Copywriters.....Mary Schraa,
Margaret Mikjian

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

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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, W. G. Wallace, T. G. Vatcher, W. E. Macdonald,
D. Dunlop

Radio Dept.

Director.....Wm. D. Byles
Miss Dorothy Andison

Branch Office

1010 Catherine St., W., Montreal, P. Q.
Account Executives.....C. W. Duncan,
F. F. W. Lalonde

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

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**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.

**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.....A. W. Gudelman
Radio Accounts Placed—Signal Oil Com-
pany, Shontex, E. F. Hutton Co., Ryan Aero-
nautical Co.

SCHOLTS ADVERTISING SERVICE

1201 West 4th St., Los Angeles, Calif.
Phone Michigan 2396

Officers

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

MARCEL SCHULOFF & CO.

17 W. 45th St., New York 18, N. Y.
Phone MUrray Hill 2-3708

Partners.....Marcel Schuloff,
Miriam C. Schuloff
Accounts Placed—Station WHOM, Basch
Radio Prod., Sure-Fit Products Co., Style-
park 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.

SHAPPE-WILKES, INC.

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

Officers

President.....Louis Shappe
Radio Time Buyer.....Louis Shappe
Vice-Pres.-Copy Chief..Milton M. Hernanson
Secy. & Treas.....Jesse E. Wilkes
Space Buyer.....Burton Mautner
Art Director.....Charles Allenbrook
Production Mgr.....Samuel Groden

J. WM. SHEETS

Central Bldg., Seattle, Wash.
Phone Main 2442
ANPA—PPA—APA—NOAB

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

SHELDON, QUICK & McELROY, INC.

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

AAAA—ANPA—PPA—APA

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.

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—Bowey's, Inc.,
Sunway Vitamin Co., F. H. Pfunder, Inc.,
Hotel & Restaurant Co-operative Adv., J. P.
Harding Restaurants, Old Heidelberg Corp.

C. JERRY SPAULDING, INC.

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

Officers

President-Treasurer.....C. Jerry Spaulding
Asst. Treasurer.....M. Murray
Secretary.....H. H. Hartwell

HOWARD D. STEERE ADVERTISING

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

Owner.....H. D. Steere
Production Manager...Millard F. Thompson
Art Director.....Rudolph K. Nause
Space Buyer.....Frances 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

STERNFIELD-GODLEY, INC.

280 Broadway, New York, N. Y.
Phone BArcley 7-3030
ABP — ANPA — PPA

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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.**

First National Bank Bldg., Cincinnati 3, O.
Phone MAin 3209
AAAA-ANPA-PPA

Officers

President & Treas.....Wm. Z. Burkhart
Vice-Pres.-Secy.....Ranald S. West
Vice-Presidents.....Eric W. Stockton,
Henley W. Simpson
Assistant Radio Director.....Jos. D. Nelson
Radio Accounts Placed—Ohio Oil Co.,
Clyffside Brewery, Cincinnati Gas & Elec.
Co., Central Trust Banking Institution.

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-Co-
lumbia Department Stores, Beneficial Casu-
alty Insurance Co.

CHARLES M. STORM CO., INC.

50 E. 42nd St., New York 17, N. Y.
Phone, MURray Hill 6-2820

ANPA—PPA

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

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

Director.....Raymond E. Nelson
Production Manager.....Paul Petrocine
Art Director.....Frederick Widlicka
Radio Time Buyer.....A. Loonam
Radio Talent Buyer.....E. Sprague
Account Executives.....A. E. Storm,
E. Klein, L. K. Storm, L. Loeb, R. Chap-
peron, E. Sprague

**STRAUCHEN & McKIM
ADVERTISING**

6 East Fourth St.
Cincinnati, Ohio
Phone, MAin 1618
AAAA

Officers

Partners.....Edmond R. Strauchen,
Gordon F. McKim, Jr.
Radio Director.....Ardeane Heiskell
Production Manager.....J. Bremer
Art Director.....John Storch
Radio Director.....A. Heiskell
Time Buyer.....M. Milligan
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).

SWAFFORD & KOEHL, INC.

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

ABP—ANPA—PPA—APA—NOAB

Officers

President.....Alhert E. Koehl
Vice-President.....A. A. Landis

SWEENEY & JAMES CO.

1501 Euclid Ave., Cleveland, Ohio
Phone Main 7142

ANPA — PPA — APA — ABP — NOAB

Officers

Partner.....John F. Sweeney
Partner.....Frank G. James
Radio Time Buyer.....T. M. Gregory
Radio Account Placed—Network: Fire-
stone Tire & Rubber Co.

**TECHNICAL ADVERTISING
AGENCY, INC.**

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

J. WALTER THOMPSON CO.

420 Lexington Ave., New York 17, N. Y.
Phone Mohawk 4-7700

AAAA — ANPA — ABP — PPA

Officers

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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, 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
 Business Manager and Radio Talent
 BuyerNorman 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, Harry T. Mitchell

Radio Director.....Tyler Davis
 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. Tomashke
 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.

**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

15 East 40th St., New York 19, N. Y.
 Phone MUrray Hill 5-4686

ABP

Officers

Owner.....J. M. Russakoff
 Account Executives.....G. A. Wilson,
 Robt. E. Hutchinson

VANSANT, DUGDALE & CO., INC.

Court Square Bldg., Baltimore 2, Md.
 Phone, LExington 5400
 AAAA—ABP—ANPA—PPA—NOAB—APA

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., Crosse & Blackwell Co., The
 Glenn L. Martin Co.

• • • **ADVERTISING AGENCIES** • • •

VIDEO & SOUND ENTERPRISES

P. O. Box 413, Philadelphia 5, Pa.

Officers

General Manager.....Franklin O. Pease
A. E. Smith

WM. VON ZEHLE & CO.

28 W. 44th St., New York, N. Y.
Phone, BRyant 9-4750

Managing Director.....Wm. Von Zehle

WADE ADVERTISING AGENCY

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

ANPA—PPA—APA—NOAB

Officers

President.....Albert G. Wade
Managing Director.....W. A. Wade
Radio Time Buyer.....L. J. Nelson
Radio Producers.....Edward Freckman,
P. C. Lund, Jeff Wade, Forest Owen
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

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

ANPA — ABP — PPA

Officers

President.....William S. Walker
Secretary-Treasurer.....B. I. Davis
Account Executives.....W. G. Beal,
C. P. Richardson, H. A. McCoy
Production.....Victor Seydel,
Radio Dept.
Time Buyer & Dir.....R. C. Woodruff
Account Executive.....W. G. Beal
Head Production.....Victor Seydel
Radio Accounts Placed—American Fruit
Growers, Inc., Clark Bros. Chewing Gum Co.,
D. L. Clark Co., Colonial Biscuit Co., Du-
quesne Brewing Co., Allegheny-Ludlum Steel
Corp., Joseph Horne Company, Mail Pouch
Tobacco Co., Sterling Oil Co., Penn Tobacco
Co., Lobney Packing.

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. Young-
heart, J. R. Warwick, Lester M. Malitz,
Arthur Deerson.
Secretary-Treasurer.....Robert H. Hughes
Radio Director.....Tevis Huhn
Radio Accounts Placed—The Wm. R. War-
ner Co., Larus & Bro. Company, The Sher-
win-Williams Company, Pabst Brewing Co.,
Tangee Cosmetics.

TUCKER WAYNE & CO.

629 Ten Pryor St. Bldg., Atlanta 3, 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. (Regional),
Southern Spring Bed Co. (Regional), Ameri-
can Bakeries Co. (Regional), J. Allen Smith
& Co., The Schwab Co., Scripto Mfg. 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. Wearsler

LUTHER WEAVER & ASSOCIATES

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

APA

Officers

President.....Luther Weaver
Associate.....H. E. Messenger
Director of Radio.....Blanche Anderson
Radio Accounts Placed—Minnesota Fed-
eral Savings & Loan Association, F. C. Hayer
Co., Marshall Co., Twin City Wholesale
Grocer Co., Minnesota State Optometric
Assn., Weyand Furniture Co.

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,
Mim'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
Media Director.....William Gallow
Radio Director.....Hubert Chain
Talent.....Vera A. Lea
Research.....Tom F. Hughes
Copy Chief.....Kennon Jewett

Radio Dept.

Time Buyer.....William Gallow
Business Mgr. of Radio Dept...Harry Trenner
Production Mgr.....Theo. Gannon
Talent.....Theo. Gannon
Producers.....Thomas A. McAvity,
Prockter & Lewis, Roger Bower, Theo.
Gannon

Radio Accounts Placed—Anchor-Hocking
Glass Corp., Helbros Watch Co., Emerson
Radio & Phonograph Corp., Miss Swank, Air-
wick (Seeman Brothers, Inc.).

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.

WERTHEIM ADV. ASSOCIATES

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

Officers

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

WESTON-BARNETT, INC.

217½ West 5th Street, Waterloo, Iowa
Phone, 4677

ABP—ANPA—PPA—SAAA—SNPA

Officers

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

Branch Office

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

Vice-President.....A. C. Barnett
M. C. Swartz

Radio Accounts Placed—Iowa Soap Co.,
American Bird Products, Inc., Walker Rem-
edy Co., Vinton Hybrid Corn Co., J. W. Mor-
tell Co.

FRANK E. WHALEN ADV. CO.

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

ANPA—PPA—APA—ABP—NOAB

Officers

President & Time Buyer.....F. E. Whalen
Sec. & Treas.....J. W. Whalen
Asst. Sec. & Treas.....H. F. Jepson
Space Buyer.....H. G. Kaufman

WARD WHELOCK CO.

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

ANPA—PPA—APA

Officers

President.....Ward Wheelock
Vice-President.....Arthur A. Bailey
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.

WILLIAMS & SAYLOR, INC.

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

ANPA—PPA—APA—ABP—NOAB

Officers

Pres. & Treas.....Ralph W. Williams
Vice-President.....Walter T. Pollock

ADVERTISING AGENCIES

Secretary.....William F. Adams
 Space Buyer.....Mrs. I. Randall
 Production Manager.....M. J. Osias
 Art Director.....Kurt Josten
 Stocking Acct. Exec.....Willard Yates

WOOD, BROWN & WOOD, INC.

209 Washington St., Boston, Mass.
 Phone: Capitol 1850
 ANPA—PPA—ABP

Officers

PresidentAllen H. Wood
 Vice-President-Radio Director,
 Allen H. Wood, Jr.
 Vice-President.....Arthur F. Sisson
 Treasurer.....Jonathan Brown, 3rd

THE ALBERT WOODLEY CO.

500 Fifth Avenue, New York 18, N. Y.
 Phone, Wisconsin 7-0380
 ABP—ANPA—PPA

Officers

Owner.....Albert Woodley
 Vice-President.....Louis De Garmo
 Vice-President.....Charles E. Rolfe
Radio Accounts Placed—Railroad Federal
 Savings Association.

**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

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

Vice-Presidents.....Milford J. Baker,
 Edward Barnes, Harry B. Carpenter, J.
 Brooks Emory, Jr., John E. Grimm, Jr.,
 Garrit Lydecker, Donald Payne and 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
 Director of Publicity and Public
 RelationsWilliam H. Jenkins
 Treasurer.....J. H. Geise
 Secretary and Assistant Treasurer

H. H. Enders
 V. P., General Manager of Radio

Gordon D. Cates
 V. P. in Charge of Radio Production

Operations.....Harry Ackerman
 Associate Director of Radio.Joseph A. Moran
 Associate Director of Radio, Head of

Station Relations.....Carlos Franco
 Manager, Radio Commercial Copy

John L. Swayze
 Supervisor, Television Department

William E. Forbes
 Commercial Motion Pictures..John F. Barry
 Radio Business Manager..Frederick A. Zaghi

Radio Publicity Director....Lester Gottlieb
 Manager, Talent Department

Alexander Stronach

Branch Offices

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

Radio Manager.....Glen Taylor
 V. P. and Pacific Coast Manager

William A. Blee
 333 North Michigan Ave., Chicago 1, Ill.
 Phone Central 9389

Vice-President-Manager...John F. Whedon
 Vice-President.....D. C. Schneider

7430 Second Blvd., Detroit 2, Mich.
 Phone Madison 4300

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

Phone Exbrook 6685
 ManagerHoward Williams

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

Manager.....L. C. Arbutnot
 80 King Str., West, Toronto, Ont.

Phone Elgin 5347
 Manager.....Stuart B. Smith
 Director of Foreign Offices

Lorimer B. Slocum
 24 St. James St., London, S.W.1, England
 Managing Director.....George D. Bryson

Radio Accounts Placed — This listing
 omitted at the request of agency. Reader
 may refer to pages 191-2 in the 1944 edition
 of the Radio Annual.

Research Organizations

AMERICAN RESEARCH SERVICE

4014 W. Olympic Blvd., Los Angeles 6, Calif.
Phone: YORk 3010

BENNETT ASSOCIATES

512 Fifth Avenue, New York 18, N. Y.
Phone: CHICKering 4-5985

BUREAU OF RESEARCH IN EDUCATION BY RADIO

University of Texas, Austin, Texas
Phone: 9171-234

WALTER P. BURN & ASSOCIATES, INC.

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

CALIFORNIA ASSOCIATES

417 South Hill St., Los Angeles 13, Calif.
Phone: MADison 1196

CALIFORNIA RESEARCH BUREAU

6331 Hollywood Blvd., Hollywood 28, Calif.
Phone: HO. 5111

COMMERCIAL SERVICES, INC.

2011 Park Avenue, Detroit 26, Mich.
Phone: RANDolph 1485

CANADIAN FACTS

19 Melinda Street, Toronto 1, Ont., Canada
Phone Adelaide 2067

C. C. CHAPPELLE COMPANY

500 N. Dearborn St., Chicago 10, Ill.
Phone: WHITEhall 7731

ROBERT S. CONLAN & ASSOCIATES

New York Life Bldg., Kansas City, Mo.
Phone: VICTor 3038

THE COOPERATIVE ANALYSIS OF BROADCASTING, INC.

330 West 42nd Street, New York, N. Y.

CROSSLEY, INC.

330 West 42 St., New York 18, N. Y.
Phone BRyant 9-5462

ELLIOTT-HAYNES, LTD.

(Radio Research Division)

25 King St., West, Toronto, Ont., Canada

FACTS CONSOLIDATED

6305 Yucca at Vine, Hollywood 28, Calif.
Phone: Los Angeles, Hillside 8159
San Francisco, DOuglas 2445

C. E. HOOPER, INC.

10 East 40th St., New York 16, N. Y.
Phone, LEXington 2-3000

INDUSTRIAL SURVEYS CO., INC.

347 Madison Ave., New York 17, N. Y.
Phone: MURray Hill 3-0690

McKINSEY & CO.

60 East 42nd St., New York 17, N. Y.
Phone, VANDerbilt 6-5280

NATIONAL RADIO RECORDS

347 Madison Ave., New York 17, N. Y.
Phone, MURray Hill 6-9186

A. C. NIELSEN COMPANY

2101 Howard Street, Chicago, Ill.
Phone, HOLlycourt 6109

OFFICE OF RESEARCH— RADIO DIVISION

3470 Broadway, New York 31, N. Y.
Phone, AUdubon 3-2335

DR. RALPH L. POWER

405-7 I. N. Van Nuys Bldg.,
Los Angeles 14, Calif.
Phone: MADison 5617

OFFICE OF RESEARCH— RADIO DIVISION

3470 Broadway, New York 31, N. Y.
Phone: AUdubon 3-2335

THE PULSE, INC.

500 Fifth Ave., New York 18, N. Y.
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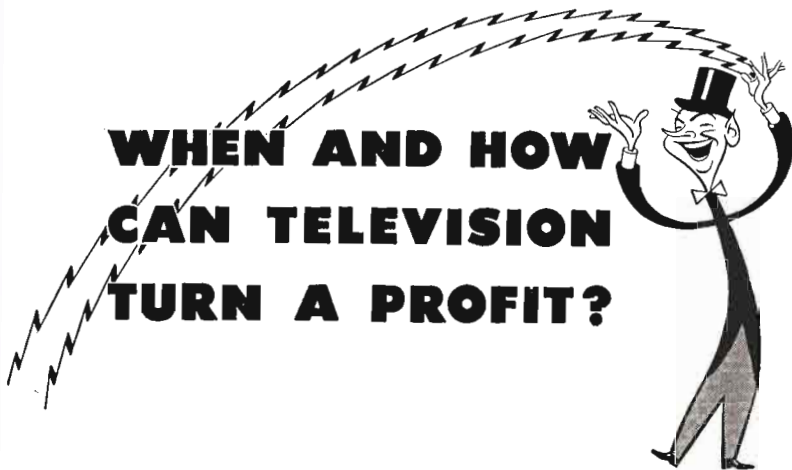
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WHEN AND HOW CAN TELEVISION TURN A PROFIT?



Interest in television is assuming flood proportions. Within 18 months after Victory there is every indication that television service will be available to 30,000,000 people . . . and enjoyment limited only by plant capacity of set manufacturers.

Prospective television station operators who reserve DuMont telecasting equipment *now* will be prepared to ride a wave of unprecedented popular enthusiasm . . . to ride the swift and inevitable commercial expansion of the greatest scientific advance of our time. Valuable prestige and

good-will are natural windfalls of the early bird in this new field.

A fortune is not required to build a television station, nor years to "break even." DuMont designed and constructed 3 of the 9 television stations on the air today. The low operating cost and rugged dependability of DuMont equipment has been demonstrated week-in and week-out for more than 4 years. When and how television can turn a profit are questions to which DuMont holds factual answers. Would you like to hear them?

TELEFLASH! More than 90 requests for permission to construct and operate commercial television stations are on file with the Federal Communications Commission. As only a few channels are available for television, the number of stations in a trading area is limited. In consequence, options are already being sought for desirable "time." More than 61 advertising agencies have installed television departments. The value of riding with public interest is attracting more and more advertisers to television every week. They are learning to control the terrific sales impact of this wonderful new medium. Their experiments are well worth watching!

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TELEVISION



Commercial Stations



Personnel



Licenses Pending



1944 News Highlights



Allocation Proposals



Television Broadcasting Association

Farnsworth engineers

... WILL BE
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You can call on a wide range of experience in the Farnsworth engineering staff. This outstanding organization includes specialists in television . . . FM and AM reception and transmission . . . Radar . . . phonograph reproduction . . . acoustics . . . record-changers.

War keeps these men busy today. Tomorrow they will be the background for Farnsworth radio, phonograph and television equipment . . . drawing upon a rich experience of more than 19 years in electronics research and development . . . a guarantee of leadership.

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TELEVISION MOVES AHEAD

By *Frank Burke*
Editor, *RADIO DAILY*

PUBLIC acceptance of television as a post-war sight and sound media is assured based on the 1944 developments in the video field.

Notable among the past year's video achievements were the formation of the Television Broadcasters Association in January; the Television Seminar, conducted by the Radio Executives Club of New York during May and June; the FCC's allocations hearing in Washington and controversial issues growing out of spectrum allocations.

Controversial Issues

The controversial side of television centered around whether it should remain "downstairs" or go "upstairs." Most of the spectrum difficulties were ironed out with the FCC's preliminary allocations report which took cognizance of both schools of thought in the allocation of channels. Commercially television is allowed to remain roughly where it is in the lower spectrum with provision made in the higher spectrum for experimental television in color and higher definition monochrome pictures.

Production Problems

Indications that production is one of television's paramount problems was gained during the Television Seminar conducted last summer by the Radio Executives club and discussed at subsequent meetings of video groups in New York, Chicago and Los Angeles. Two schools of thought on production have voiced opinions. One suggests that films, especially produced for video, will constitute the bulk of sight and sound entertainment fare when television gets in stride in the postwar period. Another group argues that film programming will grow monotonous and "live" programs based news and sports events will constitute much of the programming in the early days of commercial tele development.

Right now television stations in New York, Chicago and on the west coast are experimenting in production with a view of being prepared when television is launched on a large scale. Some radio

programs such as "The Missus Goes A Shopping," "Ladies Be Seated" have been given successful tryouts in New York together with news commentators, puppet shows and fashion productions. On the west coast films have been used successfully with "live" talent in the presenting of programs. The movies are used as background and for full 15 minute and half hour shows.

Another interesting phase of experimental programming is the surveys being conducted among television set owners on the type of programs they regard as the best video entertainment. Stations in New York have contacted approximately 5,000 television set owners on the Eastern seaboard and in Chicago questionnaires have been mailed to tele set owners in that area.

TBA's First Conference

Formation of the TBA in January of 1944 and the first national conference of the organization in December was another important development of the past year. The conference attracted 700 registrants to the Hotel Commodore in New York with broadcasters, equipment manufacturers, advertising agency executives and others interested in video participating. One of the highlights of the meeting was the presentation of 12 awards to leaders in the video field for services rendered during 1944.

Television covered the Republican and Democratic national conventions in Chicago in June and special films of these conventions were telecast by New York stations and a network including Philadelphia, New York, and Schenectady. Later the linking of New York, Philadelphia and Schenectady stations were heralded in the press as the nation's first television network.

Chronology Presented

Strides made by television during the past year are chronologically listed month by month in this issue of the *RADIO ANNUAL*. Recapitulation of these events is recreating the dramatic story of television's progress during 1944.

The First Network!

ANOTHER MILESTONE
IN THE PROGRESS OF

TELEVISION

PHILADELPHIA

SCHENECTADY

NEW YORK

CHAIN television is here! With the recent dedication of the new Philco Relay Transmitter at Mt. Rose, N. J., the first Television Network, linking Philadelphia, New York and Schenectady, is in actual operation today. Now Philadelphians enjoy clear reception of programs from New York through their local Philco television station. Thus the first step has been taken through which millions will eventually witness events that take place thousands of miles away . . . *by television.*



HOW PHILCO RESEARCH SPEEDS THE ADVANCE OF TELEVISION

This first television network is an example of how Philco research is working to establish transmission principles which can extend chain television broadcasting from coast to coast. At the same time, Philco research is improving the clarity, sharpness and detail of the television picture . . . so that future television sets will have the greatest possible sales appeal. Thus in two ways . . . by helping to broaden the market for television, and by designing a more saleable product for that market . . . Philco leads toward the goal of television as tomorrow's "billion dollar industry."

*Radio Hall of Fame Orchestra and Chorus.
Tune in Sundays, 6 P.M., E.W.T., Blue Network.*

PHILCO

FAMOUS FOR QUALITY THE WORLD OVER

FILM OUTLOOK IN TELEVISION

By RALPH B. AUSTRIAN

Executive Vice-President, RKO Television Corp.

WILL most post-war television programs be live-talent or will they be filmed? This question has been asked ten thousand times this past year. I believe that the most suitable type of television program as they are evolved through experience, will be far different in character from the feature motion pictures created in Hollywood for theater exhibition. In the evolving of such programs, however, motion picture technique will play a greater part than existing radio or stage techniques and the use of film will be infinitely more important in television broadcasting than the electrical transcription disc is today in radio. In short, I believe that the majority of programs will be on film.

No "Shackles"

The use of the motion picture for the presentation of a television program immediately frees the writer, director and producer from the shackles of the live stage. A television program using live talent naturally faces many of the same restrictions that limit a stage production. All action at any given time is on a single set, and if the action is continuous, the players are held to a single costume. Offstage action can only be referred to and not shown, unless an intermission is declared for a shift of scene and a change of costumes. But with television there can be no between-the-acts intermission. An intermission on a television program—and its audience would promptly dial to another station. True, a system of revolving stage sets, multiple cameras and quick costume changes might be employed, but the technical complications would be heartbreaking. At best, it would permit only a very few locale changes, but would continue to impose a multitude of restrictions on both writer and producer. No reverse shots or complicated angle shots—no shots from other sets, unless there are three more cameras at least on each set. A fundamental of television as in movies is constant scene change and camera movement. The public is accustomed to it and will demand it. I want to see a

typical drawing room scene with four or five people—lit so they may move around freely and remain perfectly lit at all times.

Handicaps Removed

All of these program handicaps and restrictions, however, are immediately removed when it is a film program. For example, should the script call for an authentic street scene in Calcutta or Miami, a blizzard in Alaska, or a storm at sea, it would be available from the extensive film libraries maintained by RKO in Hollywood or Pathe News in New York. The players called for in the script could perform against the background of such a scene in such a natural manner that to the television viewer it would all appear to be taken on location. When film is used, rather than live talent, this and hundreds of other proven motion picture devices can be employed to give the television program producer practically limitless freedom of action. There is no substitute for the cutting room and a pair of sharp scissors.

An objection to programs on film is that they do not have the sense of "immediacy" that live talent has. I don't think that is true except, of course, in the case of sporting events—spot news—fires—floods, etc. There's no one who appreciates the live performance provided by the legitimate stage any more than I do. There's something about sitting in a theater watching a good play performed by capable actors and actresses that has no substitute; but if you were to put cameras in that theater and watch those actors and actresses from a distance, it is then nothing more than a motion picture. It loses the personal magnetism, the feeling of live flesh and blood—that thing known as "Theater."

Immediacy Theory

Here is another reason why I cannot agree to the theory of immediacy. Every day as I come to my office which is in the same building as the Radio City Music Hall, I see literally hundreds of

TELEVISION



Patrick Michael Cuning

TELEVISION PRODUCTIONS

“Since 1939 America’s Leading Independent
Television Producing Organization”



**THE HOME OF PACKAGE
TELESERIALS**



STAGE 8

6530 SUNSET BLVD.

IN HOLLYWOOD, CALIF.

Rehearsal Angles

people on line in all kinds of weather patiently awaiting to go inside and see a picture which they know was completed several months ago. The people know the middle scenes were shot first and the first scenes shot last. They know each scene was taken and retaken. Yet they line up to get it. Why? It's only a cold, moving and talking shadow—but the story and the actors and actresses will make them laugh or cry or forget themselves for a few fleeting hours.

It has been said many times: The high cost of programs on film is an impossible obstacle. I do not believe that programs in order to be entertaining and good, necessarily have to be expensive beyond reason. Some radio programs today cost from \$10,000 to \$25,000 for a 30-minute period. That's a range of from \$300 to \$600 a minute. We could supply film shows for that much and less—and, of course, more.

Knotty Problems

One of the knotty little economic problems of television which keeps occupying the attention of prospective station operators, especially the so-called originating stations for networks, is the vast amount of equipment and personnel needed to put a comparatively few hours of live talent programs on the air. There are a lot of people who say that television will operate only between four and six hours a day. Others point knowingly to a 24-hour-around-the-clock schedule. Let's take for our example a 12-hour day although even that might be some distance in the future. What would be required to put on 12 hours of programs a day if they were all live talent programs? One station operator who has been on the air for several years and who has had the unique experience of running two studios has estimated that it would take 15 studios to put on the air 12 hours of live talent program material, allowing only four hours' rehearsal time to one hour air time. Believe me when I tell you, however, that many 15-minute and half-hour live talent shows require as much as a week of rehearsal. Five of these studios would be very large studios about 3,000 square feet apiece; five would be medium size, around 2,000 square feet, and five small—around 1,300 square feet. Nobody knows just how many technicians, property men, electricians, directors, cameramen, grips and other laborers would be needed for these 15 studios. With the most careful method of staggering all help (union permitting) there may be as many as 200 men needed.

When a program goes into rehearsal, a production crew is assigned to it and that crew stays with it all during the rehearsal time and is the same crew that will eventually put the show on the air. So you can see that every show in rehearsal will require its own crew.

In a radio station today at the end of a program there is not very much to be done in the studio to get ready for the next show but when a live television show is over, the crew has to come in, strike the set, properties and lights, bring in the new set, dress it, light it, and you just don't do that in 30 minutes. How very simple it is going to be when programs are provided on film. A large motion picture company can arrange with the advertising agency for whom it functions to supply identical prints of a program to any number of television stations throughout the country or, for that matter, the world. It would do this precisely as it supplies its regular motion picture film, on a "day and date" basis. This would be done through its nationwide network of film exchanges. No excitement, no worry, no scurry—just as simple as loading a home movie.

Commercial Opportunities

Public relations or straight advertising via television opens up a vast new field of opportunity. Today, more than ever before, it has become necessary for big business to justify its existence. Television on film will offer a most unique and effective method of spreading the story of the large corporation to Mr. and Mrs. Public. In a most entertaining manner it will be possible to portray what a big company does for its employes—group insurance, social service, hospitalization, home economics, company stores, extension courses, bonus system, job insurance, retirement funds. What better way could there be to present this story to the peoples of the world than via the motion picture films? The screens of the majority of motion picture theaters in this and many other countries have been closed to the advertising or business propaganda film—and rightfully so. People do not wish to buy propaganda or advertising when they go to the theater. Now, with television, the home screens of the world will be open to the advertiser. Here again the efficacy of the television program on film becomes apparent. You can't drag television cameras all through and around a big plant and put on a carefully planned show. Also the finest

(Continued on Page 231)



BOB CLAMPETT

WRITER - DIRECTOR
WARNER BROS. CARTOONS



Now in Production

ON THE FIRST COMMERCIAL CARTOON EVER MADE FOR
"TELEVISION"

228

THE PICTURE ON TELEVISION

By Lewis Allen Weiss

Vice-president-General Manager, Don Lee Broadcasting System and W6XAO, Hollywood.

THE public is waiting, the advertisers are ready, and television is set to go. On that three-point platform, the Don Lee Network confirms a decision made 13 years ago when it first put its television station, W6XAO, into operation with the statement that "in a decade, the experiment of television would be a reality in the broadcasting industry."

Discounting the war years that have held up the mass production of television sets, the prophecy of our television experts, shared with others all over the country, came to a climax when the Federal Communications Commission held a hearing to determine the status of television and to make ready its introduction to the immediate post-war world.

Part of the testimony made at the hearing was on a purely technical basis, to substantiate what is common knowledge in the industry that television is ready and capable of giving the public greater and richer measure of broadcasting's third dimension than either radio or motion picture could deliver at a comparable point in their development, and thus should be permitted to operate in or near its present band in the spectrum.

Television stations are now capable of servicing nine-tenths of the population of most major cities in the country. We've also had promises from our set manufacturers that receiving sets will cost as little as \$150, combining television with both FM and AM reception. The potential television "looker" is rightfully at that point where he can make his contribution to the success of commercial television.

Public Interest

For it goes without saying that public enthusiasm about television is of paramount importance. Coming right down to brass tacks, it will be the "looker" who will make it possible for the advertiser to make full use of television, and as you'll recall, the advertiser is a third, and important necessary third, in our three-part platform for the new video industry. Certainly a public that has been asked to back and fill, so to speak,

while those in the industry make up their minds, isn't going to be a clamoring public who will respond when the signals given.

And now, about that "advertising third." Already every alert advertising agency in the country is making investigations about the potentialities, the cost and the requirements of this fascinating new medium. At W6XAO we've consulted with both production men and executives in advertising agencies in developing our program plans. We've asked them for specific problems to solve, so that together we have come to some definite conclusions about the restrictions and obligations that must be observed in successful commercial television.

Programming Discussed

Actually, the programming of television and the production of program units are simple problems, and with the experience of radio to guide us, are easily solved by the application of sound showmanship principles to this new means of expression.

In our studios on Mount Lee, we've already produced about every type of program feasible for broadcast. Many successful years of remote broadcasting are on our records, and as those who live in the Los Angeles area remember, the sight of the huge red W6XAO television remote unit became a familiar part of our pre-war parades, festivals, athletic meets and aquatic events. We've taken our receivers up into the air to experiment with a combination of airplane and land television reporting. We've filmed news events, a fire in downtown Los Angeles is one I remember, a flood at Long Beach another, and on a televisioned program later the same day shown the pictures we obtained.

With studio programs, our experience has also been wide. Operas, famous dramas, original plays and musicals have been produced before our cameras, and we've even tried out the five-a-week serial with great success. Working with miniatures, combining film with live talent in dramatic sequences and introducing news reporting and commentary

CONSIDER TELEVISION AS AN ACTUALITY!

THE time when television was "just around the corner" has now passed. Today we have with us a vigorous new industry, complete with all the problems of a virtually untried medium.

These problems are serious but not insurmountable. There are "bugs" inherent in all new things. Television's "bugs" must be overcome. The future of the entire industry lies in our approach to these problems, and the solutions we find for them.

In a comparatively short time, televising will begin on a large scale. Too late then for "bugs." Public and sponsor acceptance of television, for years to come, will depend on the groundwork that is being done today.

In television, the glamour and eye-appeal of the stage, the imagery of the radio, the technical skills of the screen must be successfully combined. How to accomplish this? What talent will be best suited for the job? What stories are adaptable to this new medium? These are the problems with which Ray-Tele can help you. We at Ray-Tele have studied and analyzed these very difficulties. When we found the answers, we went into business for the express purpose of helping you and the industry as a whole.

Use Ray-Tele for its fund of information. Use it as a stepping-stone to success in a new business which may easily become the greatest the entertainment world has ever known.

RAY-TELE • BR. 9-5365

604 Fifth Avenue, New York 20, N. Y.

FOR QUALITY

AP



through visual means have been among our experiments. And of course, by now, after some 15,000 hours of television broadcasting, we're past masters on the "how to do it" broadcast, even having grown a Victory garden before the eyes of the "lookers" tuned to W6XAO.

Question of Cost

And so, of course, we finally come to the question of cost. Here I have some more specific information. First, because hundreds of thousands of dollars worth of experimenting has gone on in the program departments of the nation's television stations, the advertisers who buy television programs will inherit a production cost much lower than they would have if organizations like Philco, RCA, Farnsworth and others like ourselves at Don Lee had limited our ground breaking interests to purely technical experiments. Secondly, we've actually computed what the technical operating costs will be, and thus have given potential advertisers some material with which to start figur-

ing. We find that the technical costs will start at \$300 per hour—that being the cost to the station to maintain the staff and put the cameras and transmitter into operation for a four hour broadcast schedule.

As I've said, for nearly 14 years now the Don Lee Broadcasting System has been helping write the history of television. We began operations in our original downtown Los Angeles studios, and in 1940 opened the world's first built-for-television studios atop Mount Lee in the heart of Hollywood. That we're looking forward to the future of both television and Frequency Modulation you all know by now, from the news released a few weeks ago telling of the purchase by the Don Lee Broadcasting System of a 160-acre site at Deer Park on Mt. Wilson, the most advantageous site our engineers could find in Southern California, the site from which we hope soon to cover all of Southern California as our commercial television station goes into regularly scheduled operation.

FILM OUTLOOK IN TELEVISION *(Continued from Page 227)*

live talent program produced in America means nothing in a country where English is not spoken or understood. The cost of the program or series of programs must be borne by the one-shot performance. Suppose it were to cost ten times as much to put it on films? By the simple expedient of what we in the picture business call "lip dubbing," we can translate the program into any and every language and send prints of such programs to all countries just as we now send foreign versions of our motion pictures. This enables our giant corporations whose scope is world-wide to reach via television not just millions in this country but eventually, billions of people.

Film as Backbone

It is quite evident that telecasting stations will be in operation considerably sooner than network programs will become available and it is here that the film transcription or "Telereel" will prove to be the backbone of the programming system.

In the post-war period when television will flourish, the advertising dollar will be scrutinized more carefully than it is today. National advertisers will not be so ready to buy a 15-minute or half-hour

spot on a network between the East and West Coasts and perhaps be in competition with a top rating program carried by another network or face a three-hour time differential. Advertising managers and market analysts will lean heavily on the spot type of telecasting. They will pick the markets in the order of their desirability, concentrate their appropriations on selected territories and make it a point to cover them at the best possible hours.

RKO is going to make syndicated film programs available as soon as station construction starts. It is preparing now. Even after national or large regional networks are established, the "Telereel" will remain an important, if not *the* most important factor for all programs with the exception of course of sporting events and news events which are always hot flash news.

No single individual advertiser, no single advertising agency, nor any group of advertising agencies could possibly operate such enormous facilities as RKO and its subsidiary, Pathe News, Inc., now offer the potential television users of this country. These facilities are now available to both reputable advertisers and recognized advertising agencies through RKO Television Corporation.

TELEVISION HIGHLIGHTS—1944

(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. The following pages contain the recorded highlights of the year in television.

JANUARY

Jan. 18—The newly formed Television Broadcasters Association discussed and adopted by-laws at its first annual meeting held at Chicago.

Jan. 21—NBC inaugurated a 50-week television course for its staff engineers in anticipation of post-war development of television.

Jan. 26—Senor Bonifacio Fernandez Aldana, New York correspondent for a group of South American newspapers, told members of the newly formed Television Press Club at the group's first monthly luncheon that Mexico will be one of the centers of television in Latin-America.

Jan. 28—NBC and RCA in cooperation with General Electric began installation of 45 additional tele receivers in hospitals for wounded servicemen in the metropolitan New York area. Mid State Television Corp. was formed in Boston and planned to open tele studios in Lowell, Mass., within the year.

FEBRUARY

Feb. 1—After serving two years with OWI, F. P. Nelson has returned to Westinghouse Radio Stations, Inc., to resume his old post. He will undertake new duties as manager of television and shortwave.

Feb. 2—The Television Broadcasters Association, Inc., elected Allen B. DuMont as its first president. Other officers chosen were Lewis Allen Weiss, Don Lee Broadcasting System, vice-president, and John R. Poppele, WOR, assistant secretary-treasurer.

Feb. 8—First tele application of 1944 was filed by the Jamaica (N. Y.) Radio & Television Corp., which put in for channel three, previously unassigned.

Feb. 25—A cooperative time exchange was set up between WNEW, New York independent station, and W2XWV, experimental television outlet operated in New York by the Allen B. DuMont Laboratories.

MARCH

Mar. 1—Will Baltin, program manager for the DuMont television station W2XWV, was named secretary-treasurer of the Television Broadcasters Association at a meeting of the organization's board of directors. In an address before the Television Press Club, Dr. Alfred N. Goldsmith, vice chairman of the RTPB, forecast no conflict between FM and television in the post-war period.

Mar. 6—Television was dramatized in the morning over CBS in one of the "American School of the Air" radio series, titled "The Vacuum Tube." Featuring Worthiton Miner, manager of Columbia's tele department, the script dramatized the role of the tube in the development of eye-and-ear entertainment.

Mar. 20—Statements made by NBC, CBS and A.T.&T. over the weekend indicated steadily increasing interest in planning television's future. N. Ray Kelley was appointed by NBC to take charge of the network's technical facilities of television. Plans for a \$2,000,000 trial of short-wave radio relays for intercity tele and telephone relays was made by A.T.&T. Paul W. Keston, executive vice-president of CBS, forecast post-war tele in full and natural color in the annual report to CBS stockholders.

Mar. 21—Stromberg-Carlson Co. announced plans for a tele station and a new "Rochester Radio City" housing AM, FM and television as a post-war development through William Fay, vice-president in charge of broadcasting.

TELEVISION HIGHLIGHTS

Mar. 24—Allen B. DuMont, president of TBA, told the American Marketing Association at a Murray Hill Hotel luncheon that advertisers and advertising men are already convinced that television advertising has real possibilities. He spoke on the topic, "T.N.T.—Television Now and Tomorrow."

Mar. 29—Thomas F. Joyce, manager of RCA Victor's radio, phonograph and tele department, indicated in an address before a morning educational forum of The Advertising Women of New York that television's quality of immediacy would provide the greatest vehicle of mass education that he had ever known.

APRIL

April 3—Gerald Cook, former director of tele for the BBC, expressed the belief that progress of television programming would be advanced 10 years through a merger of sight-and-sound facilities by the webs and other interested parties for a training period of three years only. He added that this opinion was his own and did not reflect the policy of BBC. First among the class magazines to experiment with television was the "Mademoiselle," with its debut over W2-XWV, aimed at projecting what's new in the news in fashions, in jobs and futures and in fun.

April 3—As guest speaker at the organizational meeting of the newly formed Television Producers Association, Allen B. DuMont stressed the improvement of the technique of writing and creating television programs.

April 4—Approval of 12 members in the Television Broadcasters Association, Inc., was voted by the board of directors at a meeting held in the TBAI offices in New York, bringing the total membership to 15.

April 7—Addressing a luncheon meeting of the Radio Executive Club on "Television's Opportunities," Dr. Alfred N. Goldsmith, electrical engineer, declared that the industry will be a boom to employment and that "science and engineering will have added one more great implement to those at the disposal of humanity." . . . At a special press luncheon, General Electric revealed its post-war television plans. . . . Announcement was made by the Radio Executives Club that the REC would conduct a "Television Seminar" starting in May and continuing through September, covering all phases of the subject.

Apr. 10—WFIL, of Philadelphia, has designated the station's "Playhouse Studio" as experimental studio for video coaching. . . . First television premiere of a film to be televised at key points across the country was MGM's "Patrolling the Ether." James L. Fly, chairman of the FCC, appeared before the NBC tele cameras in New York to introduce the film which dramatized the war time activities of the radio intelligence division of the FCC.

Apr. 19—Television Actors Guild, social organization devoted to the advancement of television acting, was formed in Hollywood. John Folger was named temporary chairman.

Apr. 21—Eddie Cantor announced from Chicago that he plans to jump the gun on television next season by doing away with scripts and staging his broadcasts as though they were being presented in front of television cameras.

Apr. 24—Post-war industrial applications of television were outlined in Detroit by Ralph R. Beal, assistant to the vice-president in charge of RCA Laboratories, before a meeting of the Engineering Society. He looked for tele as a visual means of plant control to speed production.

Apr. 24—Locations for "Vaqueros Ride" is believed to be the first television "Western" movie, shot at Coe's Cove Rancho in Hollywoodland, Telecine 16mm. film was used for the first time.

Apr. 25—Growing interest of the nation's newspaper publishers and editors in the post-war development of television, FM, and facsimile were indicated at the convention of the American Newspaper Publishers Association at the Waldorf-Astoria, New York.

Apr. 26—Speaking on the topic "The Story of Television Programming," Gilbert Seldes told members of the Television Press Club that television does best what is caught unprepared. . . . In a move which was believed to be designed to head off the formation of a Television Actors Guild in New York similar to the one recently organized on the West Coast, Equity Screen Actors Guild and the American Federation of Radio Artists issued a joint statement.

MAY

May 5—Transformation of color in television to gradations of black and white was demonstrated by Bud Gamble, of Farnsworth Tele-

vision & Radio Corp., at a meeting of the TPA held in New York.

May 8—The first commercially sponsored television program on the Balaban & Katz station, WBKB, was purchased and broadcast Friday night, May 5, for Marshall Field Co., Chicago.

May 18—In step with the industry's progressive thinking and planning, RADIO DAILY presented the first issue of TELEVISION DAILY as a monthly supplement to this publication. TELEVISION DAILY will be published on a monthly basis for the duration of the war as an enterprising voice in the new field of revolutionary electronics.

May 25—Television and other refinements of the radioart will provide millions of jobs for American soldiers, Senator Burton K. Wheeler, D. Mont., declared during his address on the occasion of the 100th anniversary of the sending of the first telegraph message. . . . George Henry Payne, former member of the FCC, has been named vice-president and director of the Finch Telecommunications Co. of New York. . . . The board of governors of the Television Press Club named Richard W. Hubbell chairman of the scribes' organization at its first semi-annual election of officers.

May 31—Television as it may be applied to department store advertising was demonstrated by NBC and RCA for 22 representatives of retail organizations comprising the Associated Merchandising Corp.

JUNE

June 6—First film company to enter the television film production field is RKO with a new subsidiary known as RKO Television Productions, Inc., which will produce news and entertainment shorts exclusively for video.

June 7—With the Allied Expeditionary Forces smashing inland from the French coast, two New York television stations, WBNT and WABD, went on the air with special events marking the historic thrusts into European continent.

June 15—A three-city tele network will pick up the video signals of WNBT, New York, and the pictorial proceedings of the Republican National Convention in Chicago will be made available to about 7,000 television in the Eastern area, C. L. Menser announced. . . . Staging of a two-hour musical comedy, "The Boys from Boise" on Thursday, July 13, will mark the opening of DuMont's new WABD studios and will represent television's most ambitious program planning to date in the New York area.

JULY

July 6—Pacific Coast Independent Television Producers Association was formed, with Patrick Michael Cunning, Hubbard Hunt, Rudi Feld, Armand Piaggi and Joseph Sawyer charter members.

July 13—Because of an increasing demand for speakers versed in the technical and non-technical aspects of television, a Television Speakers Bureau was established by the Television Broadcasters Association, Inc.

July 24—The award for the year's outstanding contribution to the art of television programming was presented to WRGB, Schenectady, N. Y., by Dan D. Halpin, president of the American Television Society.

AUGUST

Aug. 3—Announcement was made of an ambitious plan to educate agency executives and advertisers in the post-war potentialities of television with the launching in Baltimore on Aug. 20 of a 10-day tele demonstration by NBC and RCA in co-operation with radio station WBAL.

Aug. 8—First advertising agency to set up regularly weekly auditions for commercial tele talent is Ruthrauff & Ryan with try-outs scheduled for every Friday at WABD.

SEPTEMBER

Sept. 5—Widespread interest in television as an advertising medium is indicated in the countrywide response of General Electric's invitation extended to the stores to be present at a program to be staged in Schenectady, N. Y., in the studios of WRGB, on Friday, Sept. 29.

Sept. 8—In a closed meeting of the television and FM panels of the RTPB held in New York City, preliminary discussions of allocations aired in preparation for the hearings to be conducted in Washington, beginning Sept. 28.

Sept. 18—Presentation of a plaque by the American Television Society to Allen B. DuMont, president of DuMont Laboratories, Inc., for the "best contribution to television during the year" highlighted the first fall meeting of the American Television Society Sept. 14.

OCTOBER

Oct. 2—A settlement of the differences of opinion between the television and FM panels of the RTPB was reached at the frequency allocation hearings conducted by the FCC.

TELEVISION HIGHLIGHTS

This dispute, the first to be brought into the open since the sessions started Thursday, Sept. 28, involved claims for that portion of the spectrum between 50 and 56 megacycles, the present No. 1 video band.

- Oct. 3—Four out of every ten persons plan to purchase television sets when they are released after the war; six out of ten postponing the purchases of tele sets say they will buy within three years after the end of the war; six out of 10 say the clarity of the picture will not influence their purchases, it was disclosed by the Allen B. DuMont Laboratories following a survey conducted within the New York City metropolitan area.
- Oct. 5—The appointment of Jay Strong to the post of director of television was made by the Basch Radio Productions.
- Oct. 9—In collaboration with the University Extension of Columbia University, NBC University of the Air inaugurated a television course which is recognized for credit toward a University degree.
- Oct. 13—Transoceanic television has not been stressed enough, Gilbert Seldes, head of CBS' television division, declared at the weekly luncheon of the Overseas Press Club of America in New York. He referred to a request for an article made by an Australian publication that has evinced great interest in the new medium and its prospects for the "world down under." . . . The War Finance Committee of New York announced that television will be used as a public service function when it is employed in the fall as a training medium for the Sixth War Loan workers.
- Oct. 16—Emphasis on the use of films as television entertainment characterized the presentation of four speakers before a meeting of the American Television Society in New York.
- Oct. 17—In Washington, D. C., television witnesses paraded before the FCC allocation hearing giving views for and against development of video in its present stage as a sight and sound media.
- Oct. 18—Television stations, at least for a good many years to come, will be limited to cities having populations of more than 500,000, Lewis Allen Weiss, head of the Don Lee Broadcasting System, told the FCC at its allocation hearing in Washington. Only cities of a half million or more will be able to support a video broadcasting station, he declared. . . . Looking ahead 10 years and envisioning the potentialities of television in the home, Thomas J. Joyce, tele executive for the RCA Victor Division, told the annual Boston Conference on Distribution that in 1955 there will be 30,000,000 homes equipped with video receivers, offering that many showrooms for merchandise as against 1,777,000 retail spots now used for display.
- Oct. 19—Supporting the statement of Don Lee's Lewis Allen Weiss that television is too expensive for any but the larger cities, James D. McLean, General Electric television sales manager, told the FCC that the initial expense for a television station would run from \$150,000 to \$300,000, with operating expenses amounting to about another \$350,000 per year. The estimate for the initial cost makes no provision for grounds, buildings or antenna supporting structures.
- Oct. 24—Television holds great promise in the first post-war decade if it can be developed to satisfactory state and released soon enough, Arno H. Johnson, director of media and research of J. Walter Thompson Co., told members of the Radio Executives Club of New York City.
- Oct. 27—Two spokesmen for television who urged the immediate post-war development of the video art were heard as witnesses before the FCC's Allocation hearing, when Niles Trammell, president of NBC, and Allen B. DuMont, president of the Television Broadcasters Association, Inc., gave testimony. Trammell counseled the Commission to give a green light to full scale television broadcasting on present standards. Urging the FCC to end the "indecisions and restraints" that have pinned down immediate expansion of television into a national service, DuMont asked the FCC to accept the recommendations voiced by Panel No. 6 of the RTPB.
- Oct. 31—Three media, television, radio and newspaper, will collaborate to bring a visual presentation of the election reports to televiewers over WABD, Nov. 7, it was announced by Raymond E. Nelson, vice-president in charge of television and radio for the Charles M. Storm agency; Bernice Judis, vicepresident and general manager of WNEW; Carl Warren of the New York "Daily News."

NOVEMBER

- Nov. 2—Television's power will be such in 1948 that the presidential nominees will be chosen for their telegenic qualities just as they are now nominated with their radio voice in mind, Edward Sobol, production director of

NBC television, told the members of the Television Press Club at its first meeting of the new season.

Nov. 8—Television—heralded as a major media in the Presidential election to come in 1948—played an interesting role in the election returns of last night by devoting full time on three New York stations, one in Chicago and one in Los Angeles. Other tele election programs were carried in Schenectady and Philadelphia with stations participating in an inter-city network linked with New York.

Nov. 13—Plans for the first annual conference of the Television Broadcasters Association were disclosed at a press luncheon at the Hotel Commodore in New York City with Jack R. Poppele, chairman of the conference; Will Baltin, secretary of TBA, and Ralph Austrian, chairman of the program, discussing the convention planning.

Nov. 20—A discussion panel on television in advertising agencies was organized in order to strengthen agency television directors' voice in the forthcoming annual Television Broadcasters Association, it was announced by Elkin S. Kaufman, executive vice-president of William H. Weintraub & Co. and moderator of the panel.

Nov. 30—In a by-lined article, Herbert Graf, NBC director of operatic production and stage director of Metropolitan Opera Company, stated that "television, will in my opinion, be the decisive medium in making opera a popular art in America."

DECEMBER

Dec. 6—WKY, Oklahoma City, NBC affiliate, used television effectively during the Sixth War Loan Drive on a tour of 19 Oklahoma cities. Thousands of adults lined auditorium aisles for closeups of reflector pictures of local dignitaries, citizens, children, pets, and bombarded technicians with amazingly searching questions.

Dec. 11—First annual conference of the Television Broadcasters Association, Inc., got underway at the Hotel Commodore in New York City in the morning with about 700 registrants expected to be on hand for the opening session of the two-day meeting. Registration included television broadcasters, radio station operators, manufacturers of equipment, advertising agency executives, and publishers, which indicated the widespread interest in the post-war planning of video.

Dec. 12—Sixteen television leaders were presented awards for outstanding contributions to video development at the First Annual Conference Banquet of the Television Broadcasters Association. . . . Three authorities of television, Thomas Hutchinson, head of RKO Television Productions, Commander William Eddy, formerly connected with the television firm of Balaban & Katz Corp., and Richard W. Hubbell, production manager for the Broadcast Division of the Crosley Corp., of Cincinnati, Ohio, are preparing books on television that are scheduled to appear during 1945.

Dec. 13—Jack R. Poppele, chief engineer and secretary of WOR, New York, was elected president of the TBA at the closing session of their two-day meeting at the Hotel Commodore yesterday. Other officers elected were Robert L. Gibson, of General Electric, vice-president; Will Baltin, secretary-treasurer; and O. B. Hanson, chief engineer and vice-president of NBC, as assistant treasurer.

Dec. 15—Television will be the motion picture industry's most powerful medium for exploiting the glamour of Hollywood and its stars, Blaus Landsberg, director of television station W6XYZ, Hollywood, told a special events meeting of the American Television Society at the Museum of Modern Art in New York.

Dec. 18—Rene Barthelmy, French television expert, in an interview with Charles Collingwood, CBS correspondent in Paris, told of successful experiments with 1,000 line screen and predicted the eventual adoption by television interests throughout the world. . . . Plan to introduce television in Utah was announced by S. S. Fox, president and general manager of the Intermountain Broadcasting Corporation which operates KDYL with the filing of a license application with the FCC.

Dec. 26—Speaking before a class in tele-techniques at New York University, P. D. McLean, GE sales manager of television equipment, predicted that there will be at least 150 tele stations in operation within five years after the war. He also pointed out that television would be brought to the smaller communities with the use of satellite stations, low power relay stations drawing their programs direct from the networks, and lacing the usual studio facilities.

Television Broadcasting Stations

As of January 1, 1945

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
General Electric Co. Schenectady, N. Y. Transmitter: New Scotland, N. Y.	WRGB	66000-72000 Ch. 3	3100 S.A: rebroad- cast 'WNBT aural and loca- tion announce- ments
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 Applications

Location	Channel MC	Call Letters	Licensee	Visual-Aural Power (Watts)	Remarks
CALIFORNIA					
Fresno	No. 2 60-66	..	J. E. Rodman	Commercial construction permit ap- plication. No power specified.
Hollywood	No. 1 50-56	W6XAO	Don Lee Broad- casting System	1000 150	Licensed experimentally.
Hollywood	No. 1 50-56	KTSL	Don Lee Broad- casting System	1000 150	Commercial construction permit.

Location	Channel MC	Call Letters	Licensee	Visual-Aural Power (Watts)		Remarks
Los Angeles	No. 2 60-66	W6XHH	Hughes Productions, Division of Hughes Tool Company	10000	10000	Experimental construction permit expired. Hearing on application for commercial status indefinitely continued in accordance with FCC policy of Feb. 23, 1943.
Los Angeles	Los Angeles Times Mirror	Commercial television application.
Los Angeles	No. 8	..	MGM-Loew's Pix Corp.	Commercial television application.
Los Angeles	No. 3 66-72	—	Warner Bros. Broadcasting Corp.	Commercial construction permit application. No power specified.
Los Angeles	No. 3 66-72	..	National Broadcasting Co.	4000	2000	Commercial construction permit application.
Los Angeles	No. 4 78-84	W6XYZ	Television Productions, Inc.	4000	2000	Licensed experimentally. Application for conversion to commercial status.
Los Angeles	No. 6 96-102	KSEE	Earle C. Anthony, Inc.	1000	1000	Commercial construction permit application expired. Application for reinstatement.
Los Angeles	No. 7 102-108	..	Consolidated Broadcasting Corp., Ltd.	Commercial construction permit application. No power specified.
Los Angeles	No. 8 162-168	..	Blue Network Co., Inc.	Commercial construction permit application. No power specified.
Los Angeles (Portable-Mobile)	No. 11-12 204-216	W6XLA	Television Productions, Inc.	25	None	Construction permit for television relay pick-up station to be used with W6XYZ.
Los Angeles (Portable-Mobile)	318-330	W6XDU	Don Lee Broadcasting System	15	50	Licensed. Television relay pick-up station used with W6XAO.
Riverside (T—San Bernardino)	No. 3 66-72	..	Broadcasting Corp. of America	3000	..	Commercial construction permit application. No Aural power specified.
San Francisco	No. 1 50-56	..	Don Lee Broadcasting System	1000	1000	Commercial construction permit application.
San Francisco	No. 2 60-66	W6XHT	Hughes Productions, Division of Hughes Tool Co.	10000	10000	Experimental construction permit expired. Hearing on application for commercial status indefinitely continued according to FCC policy of Feb. 23, 1943.
San Francisco	No. 6 96-102	..	The Associated Broadcasters, Inc.	4000	3000	Commercial construction permit application.
Stockton	No. 3 66-72	..	E. F. Peffer	Commercial construction permit application. No power specified.

COLORADO

Denver	No. 2 60-66	..	National Broadcasting Co.	4000	2000	Commercial construction permit application.
Denver	No. 3 66-72	..	KLZ Broadcasting Co.	Commercial construction permit application. No power specified.
Denver	Note: The National Broadcasting Co.'s application for a commercial construction permit has been withdrawn.					

PENDING TELEVISION APPLICATIONS

Location	Channel MC	Call Letters	Licensee	Visual-Aural Power (Watts)		Remarks
CONNECTICUT						
Hartford	No. 7 102-108	..	The Travelers Broadcasting Service Corp.	Construction permit for commercial station. No power specified.
Greenfield Hill	No. 8 162-168	..	The Connecticut Television Co.	Commercial construction permit application. No power specified.
DISTRICT OF COLUMBIA						
Washington	No. 1 50-56	W3XWT	Allen B. DuMont Laboratories, Inc.	4000	2000	Experimental construction permit expired. Applications for reinstatement and conversion to commercial status.
Washington	No. 2 60-66	WNEW	National Broad- casting Co.	4000	2000	Commercial construction permit reinstatement application.
Washington	No. 4 78-84	..	Philco Radio & Television Corp.	Commercial construction permit application. No power specified.
Washington	No. 4 78-84	..	Bamberger Broadcasting Service	Commercial construction permit application. No power specified.
Washington	No. 6 96-102	..	Capitol Broad- casting Co.	Commercial construction permit application. No power specified.
Washington	No. 8	..	MGM-Loew's Pix Corp.	Commercial television application.
FLORIDA						
Jacksonville	No. 1 50-56	..	Jacksonville Broadcasting Corp.	Commercial construction permit application. No power specified.
ILLINOIS						
Chicago	No. 1 50-56	W9XZV	Zenith Radio Corp.	1000	1000	Licensed experimentally. Commercial construction permit expired, call letters WTZR. Application for reinstatement seeking indefinite extension of commencement and completion dates.
Chicago	No. 1 50-56	..	National Broad- casting Co.	4000	2000	Commercial construction permit application.
Chicago	No. 2 60-66	WBKB	Balaban & Katz Corp.	4000	2000	Licensed commercially.
Chicago	No. 2 60-66	W9XBK	Balaban & Katz Corp.	4000	2000	Licensed experimentally.
Chicago	No. 4 78-84	W9XCB	Columbia Broad- casting System	1000	1000	Experimental construction permit expired. Application for reinstatement and conversion to commercial status.
Chicago	No. 4 78-84	..	WGN, Inc.	Commercial construction permit application. No power specified.
Chicago	No. 8 162-168	..	Blue Network Co., Inc.	Commercial construction permit application. No power specified.
Chicago (Portable- Mobile)	No. 11-12 204-216	W9XBT	Balaban & Katz Corp.	40	None	Licensed. Television relay pick-up station used with WBKB and W9XBK.
Chicago (Portable- Mobile)	384-396	W9XBB	Balaban & Katz Corp.	10	None	Licensed. Television relay pick-up station used with WBKB and W9XBK.
Chicago	384-396	W9XPR	Balaban & Katz Corp.	10	None	Licensed. Research and development only.
Chicago	No. 7	Johnson Kennedy Radio Corp.	Commercial television application.
Chicago	Zenith Radio Corp.	Application for construction permit for experimental tele station.

Location	Channel (m.c.)	Call Letters	Licensee	Visual-Aural Power (watts)	Remarks
INDIANA					
West Lafayette	No. 3 86-72	W9XG	Purdue University	750 750	Experimental construction permit. Research and development only.
Fort Wayne	No. 3 63-72	..	Farnsworth Television & Radio Corp.	Experimental construction permit application. No power specified.
Fort Wayne	Farnsworth Television & Radio Corp.	Application for construction permit for experimental tele station.
Indianapolis	No. 2 60-66	..	P. R. Mallory & Co., Inc.	Experimental construction permit application. No power specified.
Indianapolis	No. 2 60-66	..	WFBI, Inc.	Commercial construction permit application. No power specified.
Indianapolis	Note: Application received by FCC from Indianapolis Broadcasting, Inc., Licensee of WIRE, Indianapolis, for commercial television station.				
Indianapolis	Capitol Broadcasting Corp.	Commercial television application.
IOWA					
Iowa City	No. 1 50-56	W9XUI	State University of Iowa	100 None	Licensed experimentally. Research and development only.
Iowa City	No. 12 210-216	W9XUI	State University of Iowa	100 None	Licensed experimentally. Research and development only.
LOUISIANA					
New Orleans	Loyola University, New Orleans, La., has now been assigned to Channel No. 6. 96-102 Megacycles.				
New Orleans	No. 1 50-56	..	Maison Blanche Co.	Commercial construction permit application. No power specified.
MARYLAND					
Baltimore	No. 4 78-84	..	The Tower Realty Co.	Commercial construction permit application. No power specified.
Baltimore	No. 6 96-102	..	Jos. M. Zamolski Company	Commercial construction permit application. No power specified.
Baltimore	No. 6 96-102	..	Hearst Radio, Inc.	Commercial construction permit application. No power specified.
Baltimore	No. 17-18 282-294	..	Hearst Radio, Inc.	Construction permit application for experimental relay station. No power specified.
Baltimore	Maryland Broadcasting Co.	Commercial television application.
MASSACHUSETTS					
Boston	No. 5 84-90	..	Westinghouse Radio Stations, Inc.	Commercial construction permit application. No power specified.
Boston	No. 2 60-66	..	E. Anthony & Sons, Inc.	Commercial construction permit application. No power specified.
Boston	No. 2 60-66	..	The Yankee Network, Inc.	Commercial construction permit application. No power specified.
Boston	No. 4 78-84	..	Allen B. Du Mont Labs., Inc.	Commercial construction permit application. No power specified.
Boston	No. 1 50-56	WIXG	General Television Corp.	Construction permit application for experimental station. No power specified.
Waltham	Raytheon Co.	Construction permit application.

PENDING TELEVISION APPLICATIONS

Location	Channel (m.c.)	Call Letters	Licensee	Visual-Aural Power (watts)	Remarks
MICHIGAN					
Detroit	No. 1 50-56	..	The Jam Handy Organization, Inc.	Commercial construction permit application. No power specified.
Detroit	No. 2 60-66	..	International Detrola Co.	Commercial construction permit application. No power specified.
Detroit	No. 2 60-66	..	King Trendle Broadcasting Corp.	Commercial construction permit application. No power specified.
Detroit	No. 4 78-84	..	United Detroit Theatres Corp.	Commercial construction permit application. No power specified.
Detroit	No. 6 96-102	..	WJR, The Goodwill Station	Commercial construction permit application. No power specified.
Detroit	Detroit Evening News	Commercial television application.

MINNESOTA

Minneapolis	No. 4 78-84	..	Industrial Tool & Die Works, Inc.	5000 3000	Experimental construction permit application.
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MISSOURI

St. Louis	No. 1 50-56	..	The Pulitzer Publishing Co.	Commercial construction permit application. No power specified.
St. Louis	No. 1 50-56	..	Globe-Democrat Publishing Co.	Commercial construction permit application. No power specified.
St. Louis	No. 4 78-84	..	ALFCO Co.	4000 2000	Commercial construction permit application.

NEBRASKA

Omaha	No. 1 50-56	..	Radio Station WOW, Inc.	Commercial construction permit application. No power specified.
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NEW JERSEY

Camden	No. 5 84-90	Ex-W3XEP	Radio Corp. of America	30000 30000	Experimental license reinstatement application. Research and development only.
Camden (Portable-Mobile)	321-327	Ex-W3XAD	Radio Corp. of America	500 500	Experimental license reinstatement application. Research and development only.
Newark	No. 5 84-90	..	Bremer Broadcasting Corp.	Commercial construction permit application. No power specified.
Passaic	No. 4 78-84	W2XVT	Alle B. DuMont Laboratories, Inc.	50 50	Licensed experimentally. Research and development only.

NEW MEXICO

Albuquerque	No. 1 50-56	..	Albuquerque Broadcasting Co.	3000 ..	Experimental construction permit application. No aural power specified.
Albuquerque (Portable-Mobile)	No. 17-18 282-294	..	Albuquerque Broadcasting Co.	25 ..	Construction permit application for television relay pick-up station.

Albuquerque Note: Albuquerque Broadcasting Co. application for construction permit amended to read "Commercial station" instead of "Experimental station."

Location	Channel (m.c.)	Call Letters	Licensee	Visual-Aural Power (watts)		Remarks
NEW YORK						
Buffalo	No. 1 50-56	..	WEBR, Inc.	Commercial construction permit application. No power specified.
Jamaica	No. 3 66-72	..	Jamaica Radio & Television Co.	250	..	Experimental construction permit application. No aural power specified.
New York	No. 1 50-56	WNBT	National Broadcasting Co.	5000	3000	Licensed commercially.
New York	No. 2 60-66	WCBW	Columbia Broadcasting System	4000	4000	Licensed commercially with temporary facilities.
New York	No. 4 78-84	W2XWV	Allen B. DuMont Laboratories Inc.	1000	1000	Licensed commercially.
New York	No. 17	..	MGM-Loew's Pix Corp.	Commercial television application.
New York	No. 4 78-84	WABD	Allen B. DuMont Laboratories, Inc.	4000	1000	Application for conversion of W2-XWV to commercial status.
New York	No. 6 96-102	W2XBB	Bamberger Broadcasting Service	4000	2000	Experimental construction permit expired. Application for reinstatement and conversion to commercial status.
New York	No. 8 162-168	W2XMT	Metropolitan Television, Inc.	1000	500	Construction permit on experimental basis expired June 30, 1944. Application for conversion to commercial status.
New York (Portable-Mobile)	No. 8 162-168	W2XBT	National Broadcasting Co.	400	None	Licensed. Television relay pick-up station used with WNBT.
New York	No. 9 180-186	..	Philco Radio & Television Corp.	Commercial construction permit application. No power specified.
New York	No. 11	..	News Syndicate, Inc.	Commercial construction permit application. No power specified.
New York (Portable-Mobile)	No. 11-12 204-216	..	Philco Radio & Television Corp.	15	..	Construction permit application for television relay pick-up station to be used with WPTZ and W3XE.
New York	No. 15 258-264	..	Blue Network Co., Inc.	Commercial construction permit application. No power specified.
New York (Portable-Mobile)	No. 15-16 258-270	WIOXKT	Allen B. DuMont Laboratories, Inc.	50	None	Licensed. Television relay pick-up station used with W2XWV.
New York (Portable-Mobile)	No. 17-18 282-294	W2XBW	National Broadcasting Co.	15	None	Licensed. Television relay pick-up station used with WNBT.
New York (Portable-Mobile)	346-358	W2XCB	Columbia Broadcasting System	25	None	Construction permit for television relay pick-up station to be used with WCBW.
New York	Note: Jamaica Radio Television Co., Jamaica, L. I., N. Y. (formerly Radio & Television Co.). Construction permit for Experimental Television station to be operated on Channel No. 3 AMENDED to request Channel No. 13 (230000-236000 kilocycles, 100 watts (400 watts peak) for visual and 100 watts for aural, and change in name.					
New York	The Du Mont Television Station at 515 Madison Ave., N. Y. C., has now been granted a Commercial License. Call letters for Commercial station are WABD. License for experimental transmitter W2XWV is being retained to continue experimental work.					
New York			Columbia Broadcasting System	Construction permit application for experimental station to be operated on 401000 to 417000 kilo. No power and no channel specified.
Rochester	No. 1 50-56	..	Stromberg-Carlson Co.	Commercial construction permit application. No power specified.
Schenectady (T—New Scotland)	No. 3 66-72	WRGB	General Electric Co.	10000	3000	Licensed commercially.
Schenectady (Portable-Mobile)	No. 8 162-168	W2XGE	General Electric Co.	60	50	Licensed. Studio to transmitter link station used with WRGB.

PENDING TELEVISION APPLICATIONS

Location	Channel (m.c.)	Call Letters	Licensee	Visual-Aural (Power (watts))		Remarks
Schenectady (Portable-Mobile)	No. 8 162-168	W2X1	General Electric Co.	50	None	Licensed. Television relay pick-up station used with WRGB.
White Plains	No. 13 230-236	..	Westchester Broadcasting Co.	Commercial construction permit application. No power specified.

OHIO

Cincinnati	No. 1 50-56	WSXCT	Crosley Corp.	1000	1000	Experimental construction permit expired April 28, 1944. Application for extension of completion.
Cleveland	No. 1 50-56	..	National Broadcasting Co.	4000	2000	Commercial construction permit application.
Cleveland	No. 2 60-66	..	United Broadcasting Co.	Commercial construction permit application. No power specified.
Cleveland	No. 3 60-72	..	The WGAR Broadcasting Co.	Commercial construction permit application. No power specified.
Columbus	Note: Application received by FCC from Central Ohio Broadcasting Co. for commercial television station.					
Cincinnati	No. 7	..	Cincinnati Broadcasting Co.	Commercial television application.

OKLAHOMA

Oklahoma City	No. 1 30-56	..	WKY Radio- phone Co.	Commercial construction permit application. No power specified.
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OREGON

Seattle	No. 1	..	Radio Sales Corp.	Commercial television application.
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PENNSYLVANIA

Philadelphia (T-Wyndmoor)	No. 3 66-72	WPTZ	Philco Radio & Television Corp.	10000	10000	Licensed commercially.
Philadelphia (T-Wyndmoor)	No. 3 66-72	..	Philco Radio & Television Corp.	10000	10000	Licensed experimentally.
Philadelphia	No. 5 84-90	W3XAU	WCAU Broadcast- ing Co.	4000	2000	Experimental construction permit expired. Application for reinstatement and conversion to commercial status.
Philadelphia	No. 4	..	Gimbel Bros.	Commercial television application.
Philadelphia	No. 6 96-102	..	The Philadelphia Inquirer, Div. of Triangle Publi- cations, Inc.	Commercial construction permit application. No power specified.
Philadelphia	No. 7 102-108	..	WFIL Broadcast- ing Co.	Commercial construction permit application. No power specified.
Philadelphia	No. 7 102-108	..	Westinghouse Radio Stations, Inc.	4000	2000	Commercial construction permit applications.
Philadelphia	No. 7 102-108	..	Bamberger Broadcasting Service	Commercial construction permit application. No power specified.
Philadelphia	No. 9 180-186	..	WDAS Broadcast- ing Station, Inc.	Commercial construction permit application. No power specified.
Philadelphia	No. 18 288-294	..	Seaboard Radio Broadcasting Corp.	Commercial construction permit application. No power specified.
Philadelphia	Note: The Philadelphia Inquirer (Div. of Triangle Publications, Inc.) application for commercial construction permit has been amended to request Channel No. 4, 78000-84000 kilocycles, instead of Channel No. 6.					

PENDING TELEVISION APPLICATIONS

Location	Channel (m.c.)	Call Letters	Licensee	Visual-Aural (Power (watts))		Remarks
Philadelphia (Portable)	No. 13-14 230-242	W3XP	Philco Radio & Television Corp.	15	None	Licensed. Television relay pick-up station used with WPTZ and W3XE.
Philadelphia (Portable Mobile)	No. 13-14 230-242	W3XPA	Philco Radio & Television Corp.	15	None	Licensed. Television relay pick-up station used with WPTZ and W3XE.
Philadelphia (Portable Mobile)	No. 13-14 230-242	W3XPC	Philco Radio & Television Corp.	15	None	Licensed. Television relay pick-up station used with WPTZ and W3XE.
Philadelphia (Portable Mobile)	No. 13-14 230-242	W3XPR	Philco Radio & Television Corp.	60	None	Licensed. Television relay pick-up station used with WPTZ and W3XE.
Pittsburgh	No. 1 50-56	..	Westinghouse Radio Stations Inc.	Commercial construction permit application. No power specified.
RHODE ISLAND						
Providence	No. 10 186-192	..	E. Anthony & Sons, Inc.	Commercial construction permit application. No power specified.
Providence	The Yankee Network	Commercial television application.
TENNESSEE						
Nashville	No. 1 50-56	..	J. W. Birdwell	Commercial construction permit application. No power specified.
TEXAS						
Dallas	No. 2	..	Bob O'Donnell's In- terstate Circuit	Commercial television application.
UTAH						
Salt Lake City	No. 1 50-56	..	Intermountain Broadcasting Corp.	100	200	Experimental construction permit application.
Salt Lake City	No. 2 60-66	..	Utah Broadcasting Company	Commercial construction permit application. No power specified.
VIRGINIA						
Richmond	No. 3 66-72	..	Havens & Martin, Inc.	4000	3000	Commercial construction permit application.
WEST VIRGINIA						
South Charleston	No. 1 50-56	..	Gus Zaharis	200	110	Experimental construction permit application.
WASHINGTON						
Spokane	No. 1 50-56	..	Louis Wasmer, Inc.	Commercial construction permit application. No power specified.
WISCONSIN						
Milwaukee	No. 3 66-72	WMJT	The Journal Co.	4000	2000	Commercial construction permit expired Oct. 27, 1942. Application for reinstatement seeking indefinite extension of completion date.
Milwaukee (Portable Mobile)	300-312	W9XCV	The Journal Co.	15	None	Television relay pick-up station construction permit expired. Application for reinstatement.

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 to 4 p.m.; Tuesday, Thursday and Friday,
7:15 to 9 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 9 X Z V W 9 X C V

CHICAGO
CHANNEL 1
(Experimental)

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.
LaSalle St.
Time on the Air..... Unlimited license

Personnel

President..... E. F. McDonald, Jr.
Asst. Vice-President..... J. E. Brown

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, 1943, 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

. . . **COMMERCIAL TELEVISION STATIONS** . . .

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.

●

K T S L

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 Broadcasting System
 Business Address 5515 Melrose Ave., Hollywood 38
 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
 Technical Director of Television Harry R. Lubcke
 Assistant Technical Director of Television Harry 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

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 Orthicon 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.

An uninterrupted schedule of television programs has been maintained since 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 distance. 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, 4180 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 A B D

NEW YORK CITY

CHANNEL 4

Frequency 78000-84000 Kc.
 Power Sight, 4000 Watts; Sound, 1000 Watts
 Owned-Operated By Allen B. Du Mont Laboratories, Inc.
 Business-Studio Address 515 Madison Ave., New York City
 Phone Number PLaza 3-9800
 Transmitter and Antenna Location Same
 Time on the Air 7½ Hours Weekly
 Tuesday, Wednesday and Sunday evenings

Personnel

President.....Allen B. Du Mont
 General Manager.....Samuel H. Cuff
 Asst. Gen. Mgr.....Robert F. Jamieson
 Chief Engineer.....Sal Patreimo
 Chief Operating Engineer.....Morris Barton

FACILITIES

The 160-foot tower of WABD 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 100 miles. It is completely equipped by Du Mont Laboratories. WABD has two studios for live talent shows as well as film-projection facilities. It operates on a commercial license.

ACTIVITIES

This outlet serves not only as a commercial telecast service 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 have been granted use of station facilities.

W C B W

**NEW YORK CITY
 CHANNEL 2**

Frequency: 60000-66000 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.....Thurs. & Fri., 8-10 p.m.

Personnel

Manager.....Worthington Miner
 Program Director.....Gilbert Seldes
 Chief Engineer.....Dr. Peter C. Goldmark
 Production Manager.....B. F. Feiner, Jr.
 Publicity Director.....James Kane

ACTIVITIES—1944

On May 5, 1944, CBS Television returned to a schedule of two hours a week of live television operations. Three weeks later it expanded its schedule to four hours a week.

This schedule, with an emphasis upon the development of new program patterns, is being maintained through the year 1945.

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 & Antenna Location.....Empire State Bldg. Tower
 Time on the Air.....Full time commercial license

Personnel

NBC Vice-President, in Charge of Television.....John F. Royal
 NBC Vice-President & Chief Engineer.....O. B. Hanson
 Eastern Sales Manager.....Reynold R. Kraft
 Business Manager.....John T. Williams

ACTIVITIES

Still limited by the shortage of engineering talent and the necessity to conserve existing equipment, NBC, nevertheless, considerably increased its program service during 1944. In October, the Network's television station added to its regular schedule boxing bouts from Madison Square Garden on Friday night. During that same month, WNBT also started picking up as a regular Tuesday night feature the wrestling matches from St. Nicholas Arena. In the latter part of the year, NBC broadcast many live talent programs from its newly opened television studio 3-H in Radio City.

Planned operations for the early part of 1945 include live talent telecasts as a regular Sunday night feature. It is expected that WNBT will be on the air five days a week, broadcasting about 10 hours per week.

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: Monday, Wednesday & Friday evenings, 7:45-9:45; Experimental W3XE, Monday through Friday afternoons, 1:30-2:30.

Personnel

Chief Television Engineer.....F. J. Bingley
 Station Manager.....Walter Merkle
 Program Director.....Paul Knight

WRGB

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 L River Road
Phone Number 4-2211
Transmitter & Antenna Location New Scotland, N. Y.
Time on the Air Nine Hours Weekly

Personnel

Vice-President and Manager of Broadcasting Robert S. Peare
Assistant Manager B. J. Rowan
Manager G. E. Markham
Program Manager Hoyland Bettinger
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 1944 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 wrestling 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.

**FOR QUALITY
AP !**

Television Allocations

BASED on hearings held before the FCC from late last summer to the year end, the Commission proposed that television and FM channels be reshuffled. Whether television should stay "downstairs" or go "upstairs" was one of the most controversial questions discussed at the allocation hearings.

In order to permit the development of a system for color pictures and higher definition monochrome pictures through the use of wider channels, the Commission proposes space for experimental television between the 480 and 920 mc in the ultra high frequency portion of the spectrum.

Commercial television is permitted to remain roughly where it is in the lower part of the spectrum. Specifically, it now has 18 channels six mc wide at intervals from 50 to 294 mc. The new allocation gives it six channels, also six mc wide, from 44 to 84 mc and six from 180 to 216 mc. This gives television the same number of channels—12—below 225 mc as heretofore. No additional frequencies can be assigned to television between 225 and 300 mc because all these frequencies are required for Government services.

Interests representing FM decried the Commission's proposals and additional hearings were scheduled for Feb. 28, 1945, wherein the FCC would be open to argument on its proposals made earlier. Decision resulting from this hearing was expected to be made known possibly by spring.

The proposals made by the FCC regarding television and made public Jan. 15, 1945, follow:

Commission's Proposals

The Commission is fully convinced that by virtue of the recent developments in the electronic art, a wide channel television broadcasting system, utilizing frequencies above 400 mc, can be developed, and the transmission of higher definition monochrome pictures and high definition color pictures achieved.

The Commission is also convinced that all of the improvements that have been made possible in the transmission and reception of monochrome pictures by recent developments in the electronic art cannot be utilized in the 6-mc television channel. However, the Commission does not believe that broadcast service to the public through the use of a 6-mc channel, with the improvements presently available over pre-war developments, should be abandoned and commercial television held in abeyance until a wide channel sys-

tem in the ultra-high frequencies can be developed and proven. Therefore, we have endeavored to assign to television broadcast as many 6-mc channels below 300 mc as possible in the light of the needs of other services for frequency space in the same part of the spectrum.

Six Channels

We find that there can be made available to television broadcasting, six channels between 44 and 84 mc and six channels between 180 and 216 mc. It will be noted that the frequencies between 225 and 300 mc could not be considered for television broadcasting because all these frequencies are required for government services, and hence the six channels formerly assigned to television in this portion of the spectrum must necessarily be deleted. It will be further noted that

television has been allocated the same number of channels—12 channels—below 225 mc as previously were allocated to that service, but that due to the demands of other services, it was not possible to provide any additional channels for television below 225 mc. It should also be noted that old television channel Number 7 (102-108 mc) is left unassigned at this time and that before making an assignment the Commission will give due consideration to the requirements of television. It is urged that manufacturers of television receiving sets include this band.

The table below shows the 12, 6-mc channels that have been assigned to television broadcasting:

Channel No	Megacycles
1	44 to 50
2	54 to 60
3	60 to 66
4	66 to 72
5	72 to 78*
6	78 to 84
7	180 to 186
8	186 to 192
9	192 to 198
10	198 to 204
11	204 to 210
12	210 to 216

Television channels 7 through 12 (180-216 megacycles) will be available temporarily for television relay purposes until such time as these facilities are required for television broadcasting.

On the basis of the foregoing allocations, it will be possible to authorize seven television stations in one city if the need therefore is shown. Four of these stations can be assigned in the six channels below 100 megacycles and the other three in the six channels available between 180 and 216 megacycles.

The portion of the spectrum between 480 and 920 mc (less 508-524 mc temporarily) has been made available for experimental television. The space between 1225 and 1325 mc has been assigned for television relay stations to be used for "pick-up" stations for relaying program material to the main television station for broadcasting. In addition, frequencies between 480 and 920 mc will be available for this type of service until they are needed for television broadcasting. The determination of the channel width to be used must wait until the channel requirements of the equipment developed are known.

The testimony indicates that sky-wave interference may be a problem with television broadcasting on the lower fre-

quency channels assigned to this service. It was impossible because of the demands of other services, to find 12 television channels between the part of the spectrum which is believed free of sky-wave interference and 225 mc. Therefore the use of the lower frequency channels appeared to be the only solution. However, should this skywave interference develop, the six channels above 180 mc offer a possible means for alleviating this interference, in that these channels, in time, can be employed for the higher-powered stations, and the low frequency channels reserved for stations that can utilize a limited power for rendering a satisfactory service.

Color Provisions

In order that a television broadcast system may be developed for the transmission of color pictures and superior monochrome pictures through the use of wider channels, the space between 480 and 920 mc (less 508-524 mc temporarily), has been made available for experimental television. The time which may elapse before a system can be developed to operate on wider channels in these ultrahigh frequencies is indefinite and primarily dependent upon the resourcefulness of the industry in solving the technical problems that will be encountered. In this portion of the spectrum it is contemplated that the Commission will license the entire band between 480 and 920 megacycles for experimental television and will not designate any particular channels. Applicants desiring to operate in this portion of the spectrum should consult with the Chief Engineer as to the exact frequency band they should utilize.

It is the hope of the Commission that all persons interested in the future of television will undertake comprehensive and adequate experimentation in the upper portion of the spectrum. The importance of an adequate program of experimentation in this portion of the spectrum cannot be over-emphasized, for it is obvious from the allocations which the Commission is making for television below 300 megacycles that in the present state of the art the development of the upper portion of the spectrum is necessary for the establishment of a truly nation-wide and competitive television system.

Space Demand Great

As has been stated in other portions of this report the demand for space in the spectrum is so great that each sta-

tion and service is expected to make the best usage of its facilities and one of the underlying principles is that where within a reasonable time a particular station or service has not made full usage of its assigned or allocated facilities consideration would be given to the needs of others. Cognizance is taken of the fact that even a single television channel requires more spectrum space than is assigned to all the stations of some other services. Therefore, while television stations will be licensed as at present on an unlimited time basis, if after a reasonable period licensees are not using the facilities sufficient to warrant an unlimited assignment, consideration will be given to applicants for all or part of the time.

In order further to conserve facilities, the Commission, in the case of Television Channels 1, 2, 3, 4, 5, 9, 10, 11, and 12, proposes that provisions may be made for the operation of non-governmental fixed or mobile services on these channels upon a proper showing of need and that these channels may be shared on a non-interfering basis. Similar provision is being made for the sharing of Television Channels 7 and 8 with governmental fixed and mobile services.

** Arrangements must be made for the removal of the aviation markers centering on 75 mc. before this band will be available for television.*

★ ★ ★ Theater Television ★ ★ ★

THE proposed use of radio for theater television is intended to provide facilities whereby news, sporting events, operas, and other events can be televised and shown to the general public on large-size screens such as are normally used in motion picture theaters. It was claimed at the hearing that the motion picture industry has a definite and legitimate interest in television, since the industry is in the business of producing popular entertainment and presenting news through visual and aural means. It was estimated that over 85 million persons attended motion picture theaters weekly, and that the industry has a gross annual income of approximately \$1,600,000,000 (Tr. 3713-3716).

It was stated that the major companies in the motion picture industry have indicated that, at the end of the war, or as soon as wartime requirements permit, they will begin experimentation with the production and exhibition of theater television programs in specific local theaters, and with the transmission of such programs, to theaters in distant cities. Certain experiments were conducted prior to the war which indicated that theater television might be feasible. Large screen theater television on 15 x 18 ft. screens were shown in London during the year 1939, and were subsequently demonstrated experimentally in two theaters in New York City in 1941 on screens 15 x 20 ft. Further experimentation with theater television was discontinued after the

entry of the United States into the war (Tr. 3715).

The witness for theater television was Mr. Paul J. Larsen (Tr. 3711-3755), who appeared on behalf of the Society of Motion Picture Engineers.

The number of channels requested was predicated on the possible demand for service in New York City. It was claimed that there were 42 competitive theatrical agencies in operation; however, it was believed that because of economic factors, only 25 of the 42 agencies could afford to enter the theater television field. For the initial postwar period experiments in theater television, it was recommended that frequency allocation be made for 15 producing or exhibiting agencies in an area such as New York City, each agency to produce and distribute one theater television program to specific local theaters and to relay this program to specific distant theaters. This would require three classes of stations or services, a follows:

1. Intra City Studio Transmitter Station:
 - (a) 1 fixed studio to transmitter channel (point-to-point).
 - (b) 1 clear mobile channel (remote pickup).
2. Intra City Multiple Addressee Station:
 - 1 clear channel for private multiple-directive transmission from a single transmitter to a group

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of specific addressees within the service area of the transmitter.

3. Inter City Relay:

1 channel to interconnect cities, for transmission of theater television programs simultaneously from a number of specific multiple address stations to a specific theater or theaters in different cities.

The requests for frequencies for theater television service include a total of 1500 megacycles in 75 20 megacycle channels as follows:

1. 8 contiguous 20 mc. clear channels or a band of 160 mc. from 600 to 760 mc.
2. 7 contiguous 20 mc. clear channels or a band of 140 mc. from 860 to 1000 mc.
3. 15 contiguous 20 mc. clear channels or a band of 300 mc. from 1900 to 2200 mc.
4. 15 contiguous 20 mc. clear channels or a band of 300 mc. from 3900 to 4200 mc.
5. 30 contiguous 20 mc. clear channels or a band of 600 mc. from 5700 to 6300 mc.

Postwar Presentation

It was stated that theater television in the immediate postwar period would undoubtedly be presented to the public in monochrome, possibly using the present television standard of 525 line definition. It was also claimed that improved picture quality in monochrome comparable to 35 millimeter motion picture film, and also the addition of color will undoubtedly be required if theatrical television presentations are to meet with public acceptance on a basis comparable with present motion picture film presentations. It was claimed that for a transmission of monochrome television, a band width of 20 megacycles would be required which would be suitable for 525 to 800 line definition. For monochrome of higher definition and for color transmission, a channel width of 40 megacycles would be required. This would permit a definition in monochrome comparable to the present 35 millimeter film definition and for three-color transmission of approximately 750 line definition. It was stated that ultimately the theater industry would employ highly directive antennas and then would not require any frequencies below 10,000 mc. except in very rare cases where the terrain, for instance, would make it impossible to use frequencies above 10,000 mc. However, since it was questionable whether such transmit-

ting and receiving equipment would be available immediately in the postwar period, requests were made for frequencies below 10,000 mc. in order to permit immediate experimental operation of the proposed service (Tr. 3725-3732).

No Specific Allocation

Since theater television is still in the experimental stage of development, the Commission does not propose to allocate any specific frequencies at this time. However, the Commission will give consideration to applications for experimental authorization involving transmissions, including studio to transmitter, remote pickup, and intracity multiple address stations, on the frequencies between 480 and 920 megacycles allocated to broadcasting on the basis that the use of these frequencies will be discontinued when needed for the broadcast service. In addition, experimentation with intra- and intercity relay of theater television programs may be authorized in the following bands of frequencies, namely, 1900-2300, 3900-4550, 5750-7050, 10500-13000, 16000-18000, and 26000-30000 megacycles, as discussed in section 19 of this part.

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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 FACTS AND FIGURES

PROBABLY destined to go down in history as the most revolutionary contribution to the field of entertainment of our time, television will also have its place in public service and education. Facts and figures given below are presented from the general viewpoint rather than the technical side, in order to reflect the activity in this new art form during the past year.

NINE commercial television stations are now operating in the United States: three in New York City; two in Chicago; one in Schenectady; one in Philadelphia; two in Hollywood.

•

112 applications for television stations were pending before the Federal Communications Commission in Washington as of March 15, 1945.

•

27 stations licensed to conduct experimental television broadcasting are now operating in the United States.

•

Cost of postwar television receivers will range from \$150 for the smaller projected image models to \$750 for de luxe receivers which will include AM and FM radio in their cabinets.

•

First television network was established the past year linking stations in Philadelphia, New York and Schenectady.

•

Estimated cost of television station equipment (pre-war cost basis) range from \$250,000 to \$300,000 and includes studio, equipment, field pickup equipment, installation, sound, lighting, etc.

•

Paramount problem of television at the moment appears to be production with two schools of thought on "live" and film video shows.

•

Television Broadcasters Association, with a membership of 38 companies associated with the industry, is the leading trade organization.

•

Experts forecast use of relay or booster stations in development of television networks.

•

Several eastern seaboard organizations are experimenting with networks. These include General Electric, International Business Machine, Raytheon, American Telephone and Telegraph Company and Radio Corporation of America.

•

Leading advertising agencies have established television departments but regard video programming at this time as having only experimental value.

• • • TELEVISION FACTS AND FIGURES • • •

Industry is awaiting final allocations of FCC and end of war for immediate commercial development of video.

Labor troubles right now loom as the drawback of the immediate future, with the AFM already making it tough on the use of musicians and other organizations preparing jurisdictional disputes.

Theater tele may well be on a subscriber basis so that special programs and events will go to those who subscribe only.

Programming in television was and is active in the five centers actively engaged in experimental and commercial television. Desire for experience and finding out what not to do is one of the chief objects at present.

Estimated that there are some 7,500 television receivers extant, of which 5,000 are in the New York metropolitan area. Not a few sets have been placed in veteran hospital convalescent wards.

Major sports have been televised with unusual success, especially football and boxing. Wrestling has already proved itself one of the easiest to televise and one of the most entertaining shows for the viewers.

That color television is on the way, is now not denied in any quarter; it is agreed however that it will take quite a while yet before it is perfected.

At least five companies have announced their intention of providing television relay facilities after the war. The relay system has proven itself satisfactory more ways than one and for the past five years has carried television programs from New York to Schenectady, a distance of more than 150 miles.

That the television special event source will be and is right now plentiful, was indicated in a survey which revealed nearly 50 auditoriums and arenas, also various cultural centers in New York alone where tele programs could be picked up, with a large ready-made audience. In the Los Angeles area, 16 seasonal events suitable for tele pick-up, and more than 25 events that take place regularly each year. All these are of national interest. Chicago and other tele centers to-be have equally strong prospects.

Curiosity centers on what the British are doing in television and just how far they were advanced at the beginning of the war and just where they have taken up. In Paris, 1000-line tele was reported by various Americans who have been abroad.

Giant strides forward are expected in television as a result of electronic research for the war effort and uses of tele by the military, still a guarded secret as to its development, but generally acknowledged to hold the key opening the door toward perfection.

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The Advertiser

MONTHLY. 11 W. 42nd St., New York, N. Y. Phone, PENnsylvania 7-3265. Editor and Publisher, Manuel Rosenberg; Managing Editor, L. M. MacMillan. BRANCH OFFICE: 3557 Bogart Ave., Cincinnati, O. Phone, AVon 6825. Peppy Adams, Sec'y. The Advertiser carries articles on radio relative to 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 18, N. Y., Phone, BRyant 9-6431; 1226 National Press Bldg., Washington 4, 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 Company, Inc. President, J. H. Moore; Vice-President, Treasurer, and Editor, F. C. Kendall; Managing Editor, Parker James; Advertising Manager, John G. Tinsley; Eastern Advertising Manager, Lloyd Cain. BRANCH OFFICES: 1327 Peoples Gas Building, Chicago, Ill., William R. Joyce, Western Manager; 714 West Olympic Blvd., Los Angeles, Cal., Ned

Brydone-Jack, Pacific Coast Representative; 915 Olive St., St. Louis 1, Mo., A. D. McKinney, Southern Representative. Interpretation of major trends in the operation of radio advertising from the point of view of network, agency and sponsor.

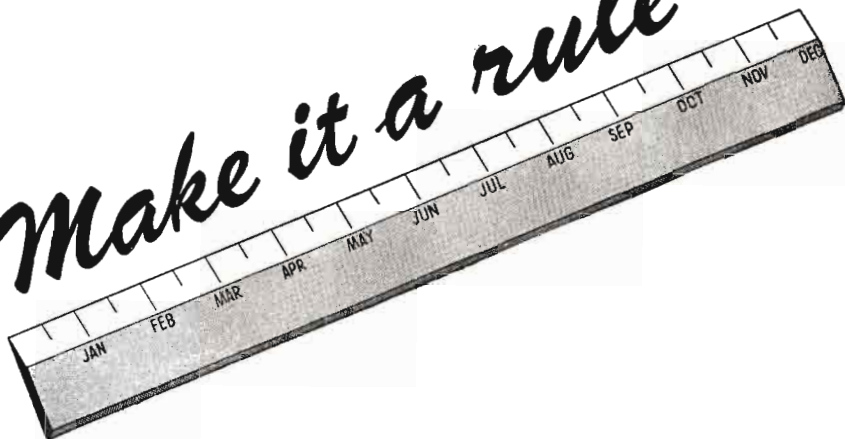
The Billboard

WEEKLY. 25 Opera Place, Cincinnati, Ohio. Phone, Main 5306. Publisher, The Billboard Publishing Co.; Managing Editor, R. S. Littleford (Cincinnati); Leonard Traube, Editor, on leave with Armed Forces; Jos. Koehler, Acting Editor; Radio Editor, Lou Frankel (New York); President-Treasurer, E. W. Evans; General Manager, W. D. Littleford; General Manager, Eastern Division, Joseph Caida; Advertising Manager, C. J. Latscha. BRANCH OFFICES: Ashland Bldg., Chicago, Ill., Maynard Reuter, Manager; 1564 Broadway, New York, N. Y., Joseph Caida, 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.

Broadcasting—Broadcast Advertising

WEEKLY. National Press Bldg., Washington 4, D. C. Phone, METropolitan 1922. Editor & Publisher, Sol Taishoff; Editorial Director, Robert K. Richards; Business Manager, Maury Long; Circulation Manager, Bernard Platt. BRANCH OFFICES: 250 Park Ave., New York 17, N. Y., PLaza 5-8355, Bruce Robertson, N. Y. Editor; 360 N. Michigan Ave., Chicago 1, Ill., Central 4115, Florence Small, Chicago, manager; 1509 N. Vine Street, Hollywood 28, Calif., Gladstone 7353, David Glickman, Hollywood correspondent; 417 Harbour Commission Bldg., Toronto, Canada, Elgin 755, James Montagnes. Trade journal of the broadcasting and broadcasting advertising fields.

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Communications

MONTHLY. 19 East 47th St., New York, N. Y. Phone, Plaza 3-0483. Publisher, Bryan Davis Publishing Co., Inc.; Editor, 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

FIRST and FIFTEENTH of each month. 203 North Wabash Ave., Chicago, Ill. Phone Andover 1712. Publisher, Glenn Burrs; Editor, Ned E. Williams; Advertising Manager, Ed Paro; Circulation Manager, Frank Miles. BRANCH OFFICES: RKO Bldg., New York, N. Y., Circle 7-4131, Rod Reed, N. Y. Editor;

748 N. Rampart Blvd., Los Angeles, Calif. Publishes news and pictures in the radio, dance and orchestra field.

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, Robert U. Brown; Managing Editor, Jerry Walker; General Manager - Advertising Director, Charles T. Stuart; Chicago Correspondent, G. A. Brandenburg; Los Angeles Correspondent, Don Taylor; San Francisco, Harry 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), Beverly Dudley; Washington Editor, G. T. Montgomery; Managing Editor, W. MacDonald; Associate Editor, John Markus; Assistant Editors, Vin Zeluff, Frank Haylock, Frank Rockett; Publisher, H. W. Mateer; Sales Manager, Wallace B. Blood; Research Manager, R. S. Quint. BRANCH OFFICES: 330 West 42nd St., New York, N. Y. Donald H. Miller, Harry R. Denmead; 1427 Statler Bldg., Boston, Mass., Ralph Flynn; 520 North Michigan Ave., Chicago, Ill., Charles Wardner, A. F. Tischer; 1510 Hanna Bldg., Cleveland, Ohio, Edward J. Smith; 16 South Broad St., Philadelphia, Pa., Frank Coyle; 68 Post St., San Francisco, Cal., J. W. Otterson; 612 South Hope St., Los Angeles, Cal., Roy N. Phelan; 1105 Rhodes-Haverty Bldg., Atlanta, Ga., Ralph Maulsby. A magazine for executives, engineers and operations men in radio, communication including facsimile and television, industrial applications in the electronic fields—Design—Engineering—Manufacture.

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Film Daily

DAILY. 1501 Broadway, New York 18, N. Y. Phone, BRyant 9-7117. Publisher, John W. Alicoate; Associate Publisher and 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 and Television

MONTHLY. 511 Fifth Ave., New York, N. Y. Phone, VAnderbilt 6-2483. Editor-Publisher, Milton B. Sleeper; Assistant Editor, René Hemmes; Advertising Manager, William T. Mohrman. BRANCH OFFICES: 360 N. Michigan Ave., Chicago 1, Ill. Phone, State 4439, Marian Fleishman, Advertising Representative; 2989 Lincoln Ave., Altadena, Calif. Phone, Sycamore 7-2894, Milo Pugh, Advertising Representative. Devoted to the engineering, manufacture, installation, and use of FM and television equipment; includes semi-annual directories; and lists FM, AM, and television stations with names of managers and chief engineers.

Hollywood Reporter

DAILY (Five days weekly). 6715 Sunset Boulevard, Hollywood, Cal. Phone, Hillside 7411. Editor and Publisher, W. R. Wilkerson; Managing Editor, Frank Pope; General Manager, Thomas F. Seward; 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 11, Ill. Phone, Delaware 1337. Publisher and

Editor, G. D. Crain, Jr.; Managing Editor, W. Lane Witt. BRANCH OFFICE: 330 West 42nd St., New York, N. Y. Phone, BRyant 9-6432. Eastern Editor, Halsey Darrow. This publication prints all available news stories about the use of radio by industrial marketers.

Marketing

WEEKLY. 119 York Street, Toronto, Ont., Canada. Phone, Elgin 9137. Publisher, W. A. Lydiatt; General Manager, W. R. Campbell; Editor, John L. Love; Features Editor, Margaret Brown; News Editor, Betty Watford. Articles, statistics and news of interest to Canadian sales and advertising executives.

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; Phil Featheringill, 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.

Motion Picture Daily

DAILY, except Saturdays, Sundays and holidays. 1270 Sixth Avenue, New York 20, N. Y. Phone, Circle 7-3100. President and Editor-in-Chief, Martin Quigley; Publisher, Colvin Brown; Executive Editor, Sherwin Kane; Secretary, T. J. Sullivan; Vice-President, Red Kann; News Editor, James P. Cunningham; Advertising Manager, Herbert V. Fecke. BRANCH OFFICES: 6305 Yucca Street, Hollywood, Calif., W. R. Weaver, Editor; 4 Golden Square, London, W1, England, Hope Burnup, Manager; 624 South Michigan Avenue, Chicago, Ill., Sam Honigberg, correspondent. Motion picture trade news, film reviews and columns; radio and television trade news and columns.

Musical Digest

BI-MONTHLY. 119 West 57th St., New York, N. Y. Phone, Circle 7-1124. Editor-Publisher, Pierre Key. THE MUSICAL DIGEST is a reader's digest of music. It publishes original articles and condensations of articles appearing in other periodicals, domestic and foreign.

Time and Space buyers, here's

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Music Trade Review

MONTHLY. 1270 Sixth Ave., New York 20, N. Y. Phone, Circle 7-5842. Publisher, Alex H. Kolbe; Circulation Manager, B. Borin; Editor, Carleton Chace. Merchandising articles on selling pianos, records, phonographs, sheet music, etc. Complete monthly report on all latest happenings and developments in the piano and musical instrument industry.

The Musician

MONTHLY. 139 E. 47th Street, New York, N. Y. Phone, PLaza 3-5925. Editor, Nicholas deVore; Publisher, AMF Artist Service, Inc. General articles of fact and comment regarding music and musicians. Official magazine of the American Musical Fellowship and organization of educational philanthropic aims, representing the musical audience of America—as concerns good music, in distinction to the so-called popular or swing variety.

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.

Musical Advance

MONTHLY. 100 West 57th St., New York 19, N. Y. Phone, Circle 7-3206. Publisher-Editor, Spencer B. Driggs; Advertising Manager, V. E. Matlack; Radio Editor, Frank C. Barber; Music critic, William Bradell. BRANCH OFFICES: 71A Park Mansion, Bampton Roads, S.W. 1, London, Charles G. E. Cahier; 10 Ave., Stephane-Mallarme, Paris, Natalie DeBogory; 6206 S. Evans, Chicago, Mathilda Ernestine; 1165 Francisco St., San Francisco, Myrtle Kahn Hillman, 1115 Hacienda Place, Los Angeles, Wm. G. Griffith; 1664 N. Bronson Ave., Hollywood, Anton Civoru; 3617 Idaho Ave., N.W., Washington, B. B. James, 616 Harbor Commission Bldg., Toronto, Canada, Margaret Pennell. Devoted to music, and is the only musical magazine bridging the gap between the serious musical magazine and the fan and the radio magazines. Recognized for years as among the elite of the musical publications in its class.

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, Manager; 5617 Hollywood Blvd., Hollywood, Calif., Richard Drake Saunders, Manager. Review of better class music programs throughout the world in each issue; comments on broadcast programs; features articles and interviews.

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 OFFICES: 6 N. Michigan Ave., Chicago, Ill., Harold E. Green, Chicago Editor, and Gove Compton, Manager; 1722 Rhodes Haverty Bldg., Atlanta, Ga., H. F. Gogill, Manager; 1672 Walworth 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 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, M. B. Sleeper. This publication contains texts of engineering papers on radio subjects and brief accounts of club activities. Subscriptions are available to non-members.

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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; President, Hubert W. Turner; Vice-President, Ralph A. Hackbusch; Treasurer, Raymond A. Heising; Editor, Dr. Alfred N. Goldsmith; Secretary, Haraden Pratt; Advertising Manager, William C. Copp; William B. Cowlich, Assistant Secretary. 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 general news usually cannot be used, but new commercial literature of engineering interest is selected listed.

Q S T

MONTHLY. West Hartford, Conn. Publisher, American Radio Relay League; General Manager, Kenneth B. Warner; 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-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 World

WEEKLY. Published monthly at the present time because of shortage of paper.) 1434 St. Catherine Street West, Montreal, Canada, phone number PLateau 4186; Publisher: Radio Publications Limited; Editor: Marcel Provost. RADIO WORLD is a combination of trade and fan paper, giving news, critics and photos of English-speaking radio artists and programmes.

Radio Daily

DAILY. 1501 Broadway, New York 18, N. Y. Phone, WISconsin 7-6336. Publisher, John W. Alicoate; General Manager, Donald M. Mersereau; Editor, Frank Burke; Managing Editor, M. H. Shapiro; Business Manager, Marvin Kirsch; Los Angeles Correspondent, Ralph Wilk; Washington Correspondent, Andrew H. Older, 5516 Carolina Place, Phone, Ordway 9221; Chicago Correspondent, Bill Irvin, 4802 Dorchester Ave.; Phone, Oakland 4545. BRANCH OFFICE: 6425 Hollywood Blvd., Hollywood, Calif.; Ralph Wilk, Manager. The National Daily Newspaper of Commercial Radio and Television.

Radiomonde

WEEKLY. 1434 St. Catherine Street West, Montreal, Canada, phone number PLateau 4186; publisher: Radio Publications Limited; Editor: Marcel Provost. RADIOMONDE is a combination of trade and fan paper, giving news, critics and photos of French-speaking radio artists and programmes.

The Parts Jobber

MONTHLY. 1270 Sixth Ave., New York 20, N. Y. Phone, Circle 7-5842. Editor and Business Manager, Mal Parks. The Parts Jobber is edited exclusively for radio electronic parts wholesalers, their executives and salesmen. It endeavors to cover all merchandising trends, new product developments.

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, Pearl Ralls. HOLLYWOOD 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 roto-gravure feature section.

Radio Mirror Magazine

MONTHLY. 205 East 42nd St., New York 17, N. Y. Phone, LEXington 2-9050. Publisher, Macfadden Publications, Inc.; Editorial Director, Fred R. Sammis; Editor, Doris McFerran; Art Editor,

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Jack Zasorin; Associate Editor, Belle Landesman. BRANCH OFFICES: 221 North La Salle St., Chicago, Ill., Manager, Edward F. Lethen, Jr.; 420 Market St., San Francisco, Calif.; Manager, Lee Andrews, 8949 Sunset Blvd., Hollywood, Calif. Stories, news and pictures of stars and shows. Hollywood Correspondent, Elaine Osterman. Fictionizations of radio scripts, romantic fiction with radio background, biographies; Program listings.

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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: Empire State Bldg., New York 1, N. Y. Executive Assistant, Charles R. Tighe; 1052 Earle Bldg., Washington 4, D. C., Fred Hamlin, Manager, 815 S. Hill St., Los Angeles 4, Calif., William L. Pinney, Manager. This publication is a technical magazine devoted to radio in war, including articles for the engineer, servicemen, dealer, recordist, experimenter and amateur.

Radio & Television Retailing

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.

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Radio-Television Journal Combined with

Electric Appliance 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 Duwall; Washington Editor, B. F. Holley; News Editor, Patricia McKee; Business Management Editor, Fred Merish; Canadian Editor, E. H. Cooke; Circulation Manager, Betty Borin.

Radio and Television Weekly

WEEKLY. 99 Hudson St., New York, N. Y. Phone, WA 5-2576. Publisher, Edward H. Davis; Editor, Cy Kneller; General Advertising Manager, Sidney E. Davis. News of radio, electronic and television industries—non-technical. News covers personnel, merchandising and sales of manufacturers, wholesalers, distributors and retailers.

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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.

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Radio Trade-Builder

MONTHLY. 347 Adelaide St., West, Toronto, Ont., Canada. Phone, Adelaide 6261. Publisher Hugh C. MacLean Publications Ltd.; Editor, T. C. Van Alstyne; National Advertising Manager, John T. Rochford. BRANCH OFFICES: 2118 Bleury St., Montreal, Que., Canada; 75 East Wacker Drive, Chicago, Ill. This publication reports general trade news of interest to radio dealers and servicemen, jobbers and manufacturers, radio engineers, broadcasting stations, etc. It also contains merchandising and service articles of interest to retail radio trade.

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Sales Management

SEMI-MONTHLY. 386 Fourth Avenue, New York 16, 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.

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Service Magazine

MONTHLY. 19 East 47th St., New York, N. Y. Phone, PLaza 3-0483. Publisher, Bryan Davis Publishing Co., Inc.; Consulting Editor, Lewis Winner; 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

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For 65 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.

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Standard Rate and Data Service

MONTHLY. 333 No. Michigan Ave., Chicago 1, Ill. Phone, Randolph 5616. Chairman of the Board, Walter E. Bott-hof; President, Richard A. Trenkmann; Exec. Vice-Pres. and Treas. C. Laury Bothof; 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 and radio fields revised and issued monthly.

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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, J. Cameron Day; Vice-President, J. F. Weintz; Los Angeles Representative, R. J. Birch & Co. BRANCH OFFICES: 360 N. Michigan Ave., Chicago, Ill., Franklin 1040; O. F. Knoebber, Crosby Vininy, Elinor Zeigler, 607 South Hill St., Los Angeles, Calif., Vandike 7386, R. J. Birch & Co.; 300 Montgomery St., San Francisco, Calif., Douglas 4393, R. J. Birch & Co. Report radio news of interest to agency executive and advertisers.

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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; General Manager, 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.

Television Daily

DAILY. 1501 Broadway, New York 18, N. Y. Phone, Wisconsin 7-6336. Publisher, John W. Alicoate; General Manager, Donald M. Mesereau; 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. Published regularly as a supplement to RADIO DAILY. News and pictures of commercial television: comprehensive in its presentation of every new development in this field.

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The Televiser

QUARTERLY. 11 West 42nd Street, New York 18, N. Y., Phone, LONGacre 5-1683. Editor and Publisher, Irwin A. Shane. Journal of video production, advertising and operations, The Televiser features articles by experts relating to television problems of all kinds with special sections devoted to programming, production, television advertising and merchandising, operation and management, reviews, news and views.

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Television

MONTHLY. 600 Madison Ave., New York 22, N. Y. Editor and Publisher, Frederick A. Kugel; Assistant to the Publisher, Chas. R. Tighe, Jr.; Managing Editor, Thor Krogh; Associate Editor, T. R. Kennedy, Jr. BRANCH OFFICE: 958 South Keniston, Los Angeles, Calif., York 6557, Frances Sage, Los Angeles correspondent. This publication aims to report and analyze all significant developments in television and its allied fields.

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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: 360 N. Michigan Ave., Chicago, Ill., Bill Hunt; 1708-10 No. Vine St., Hollywood Calif., Arthur Ungar.

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Western Advertising

MONTHLY, 564 Market St., San Francisco, Calif. Phone, GARfield 8966. Publisher, Ramsey Oppenheim; Editor, Archibald MacPhail; General Manager, R. S. Oppenheim. New developments in radio and reporting news of western accounts and stations from a commercial angle.



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Under personal direction

of Walter P. Burn

RADIO DAILY

PRESENTS

A NATION WIDE

UP-TO-THE-MINUTE

CENSUS ANALYSIS

OF THE RADIO MARKET

MAJOR MARKETS — 1945

By William P. Noble

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

PERTINENT data on Metropolitan District Counties, States, and Regions of the United States are presented in the 1945 RADIO ANNUAL. Figures are from the Bureau of the Census; projections are by Walter P. Burn & Associates, Inc. Postwar ratings of Metropolitan District Counties were prepared by Dr. Philip M. Hauser, Assistant Director, Bureau of the Census, and were originally presented before the National War Conference of the American Marketing Association.

Population, Families, Radio Homes

Tables for Civilian Population Changes by Regions, Divisions and States 1940-1943 are self-explanatory. It must be remembered that while the loss of population to the armed services has cut civilian population, the actual population of the country has increased during the period 1940-1943.

Civilian population for the latest available period Nov. 1, 1943 is presented for all Metropolitan District Counties, all other counties with a city of 25,000 population and for all States. This is followed by a percentage change figure for quick evaluation.

Families and Effective Radio Home Figures have been projected from latest available government sources. Because many recent surveys, both by the Government and from independent sources have begun to take account of "dead" Radio Homes, or those in which no radios are operative today, RADIO DAILY for the first time presents Effective Radio Homes as a more accurate estimate of the available listening audience rather than total Radio Homes. It is interesting to note that the total of Effective Radio Homes, 1945, is 31,271,178 based upon an estimated 36,244,024 families or a national family coverage of 86.2%, while RADIO DAILY'S 1944 estimate of total Radio Homes 1944 reached 31,298,920, a difference of only 27,742 Radio Homes.

Projected figures for Families and Effective Radio Homes are shown to the last digit, not because they are assumed to be accurate to the last digit, but for summation convenience and to follow the pattern set by the Bureau of the Census in estimating Civilian Population.

Post-War Ratings

A-1 Markets which grew most rapidly since 1940 and from 1920-1940. These markets are adjudged to have superior prospects of retaining wartime population growth.

A-2 Markets which grew at above average rates since the war's commencement and from 1920-1940. These markets are adjudged to have excellent prospects of retaining wartime population growth.

A-3 Markets which grew at above average rates since the war's commencement and which grew moderately 1920-1940. These markets are adjudged to have good prospects of retaining wartime population growth.

B Markets which grew rapidly since the war's commencement but at a substantially lower relative rate in the preceding decade. Wartime growth in these markets is considered transient

unless special efforts are made to convert to peacetime production.

C-1 Markets which lost population or increased relatively little since the war's commencement but which grew at above average rates 1930-1940. These markets are believed to have excellent postwar prospects of coming back.

C-2 Markets which lost population or increased relatively little since the war's commencement and between 1930-1940, but which grew at relatively rapid rates between 1920-1930. These markets are believed to have fair post-war prospects of coming back.

D Markets which lost population or grew relatively little since the war's commencement and between 1920-1940. These markets cannot be expected to grow rapidly nor to recoup losses in the post-war period.

CIVILIAN POPULATION CHANGES BY REGIONS, DIVISIONS, AND STATES

APRIL 1, 1940, TO NOVEMBER 1, 1943

REGION, DIVISION, AND STATE	ESTIMATED CHANGES IN CIVILIAN POPULATION: 1940 to 1943				ESTIMATED CIVILIAN POPULATION	
	<i>Net Gain (+) or Loss (-) Through Civilian Migration</i>	<i>Natural Increase</i>	<i>Net Loss to Armed Forces</i>	<i>Net Increase (+) or Decrease (-)</i>	<i>November 1, 1943</i>	<i>April 1, 1940</i>
UNITED STATES ...	+ 305,112	5,261,586	9,740,000	-4,173,302	127,228,683	131,401,985
REGIONS						
The Northeastern States	- 30,335	896,110	2,935,994	-2,070,219	33,868,320	35,938,539
The North Central States	- 284,977	1,361,436	2,862,680	-1,786,221	38,332,985	40,119,206
The South	-1,077,456	2,464,177	2,849,705	-1,462,984	40,056,861	41,519,845
The West	+1,697,880	539,863	1,091,621	+1,146,122	14,970,517	13,824,395
THE NORTHEASTERN STATES						
New England	+ 120,135	214,516	673,402	- 338,751	8,084,568	8,423,319
Middle Atlantic	- 150,470	681,594	2,262,592	-1,731,468	25,783,752	27,515,220
THE NORTH CENTRAL STATES						
East North Central....	+ 556,463	897,660	1,985,499	- 531,376	26,078,548	26,609,924
West North Central...	- 841,440	463,776	877,181	-1,254,845	12,254,437	13,509,282
THE SOUTH						
South Atlantic	+ 130,270	1,041,705	1,210,257	- 38,282	17,690,024	17,728,306
East South Central....	- 644,079	658,174	701,405	- 687,310	10,074,226	10,761,536
West South Central...	- 563,647	764,298	938,043	- 737,392	12,292,611	13,030,003
THE WEST						
Mountain	- 53,780	224,264	297,926	- 127,442	4,018,073	4,145,515
Pacific	+1,751,660	315,599	793,695	+1,273,564	10,952,444	9,678,880
NEW ENGLAND						
Maine	- 30,395	25,763	58,344	- 62,976	782,205	845,181
New Hampshire	- 11,995	11,356	36,863	- 37,502	453,136	490,638
Vermont	- 31,407	10,452	21,882	- 42,837	316,019	358,856
Massachusetts	+ 37,032	94,652	353,327	- 221,643	4,092,195	4,313,838
Rhode Island	+ 29,478	18,105	61,391	- 13,808	694,112	707,920
Connecticut	+ 127,422	54,188	141,595	- 40,015	1,746,901	1,706,886
MIDDLE ATLANTIC						
New York	+ 222,970	288,196	1,087,862	-1,022,636	12,440,005	13,462,641
New Jersey	+ 184,882	101,337	365,427	- 79,208	4,077,434	4,156,642
Pennsylvania	- 112,382	292,061	809,303	- 629,624	9,266,313	9,895,937

**ESTIMATED CHANGES IN CIVILIAN
POPULATION: 1940 to 1943**

**ESTIMATED
CIVILIAN
POPULATION**

REGION, DIVISION, AND STATE	Net Gain (+) or Loss (-) Through Civilian Migration	Natural Increase	Net Loss to Armed Forces	Net Increase (+) or Decrease (-)	November	April
					1, 1943	1, 1940
UNITED STATES ...	+ 305,112	5,261,586	9,740,000	-4,173,302	127,228,683	131,401,985
EAST NORTH CENTRAL						
Ohio	+ 230,966	218,857	532,884	- 83,061	6,822,031	6,905,092
Indiana	+ 78,977	114,785	242,104	- 48,342	3,379,052	3,427,394
Illinois	+ 68,562	218,807	615,120	- 327,751	7,559,576	7,887,327
Michigan	+ 280,812	232,425	392,441	+ 120,796	5,373,718	5,252,922
Wisconsin	- 102,854	112,786	202,950	- 193,018	2,944,171	3,137,189
WEST NORTH CENTRAL						
Minnesota	- 191,964	111,738	188,026	- 268,252	2,523,681	2,791,933
Iowa	- 192,584	85,717	155,652	- 262,519	2,275,086	2,537,605
Missouri	- 116,916	112,101	256,836	- 261,651	3,522,109	3,783,760
North Dakota	- 100,430	31,927	37,143	- 105,646	536,229	641,875
South Dakota	- 89,113	26,486	35,746	- 98,373	544,493	612,866
Nebraska	- 96,294	40,907	83,532	- 138,919	1,175,336	1,314,255
Kansas	- 54,139	54,900	120,246	- 119,485	1,677,503	1,796,988
SOUTH ATLANTIC						
Delaware	+ 19,383	8,142	20,283	+ 7,242	273,370	266,128
Maryland	+ 235,379	70,498	137,345	+ 168,532	1,981,661	1,813,132
District of Columbia..	+ 205,251	22,011	64,793	+ 162,469	816,982	654,513
Virginia	+ 154,699	145,534	182,261	+ 117,972	2,767,921	2,649,949
West Virginia	- 139,632	116,783	147,899	- 170,748	1,731,171	1,901,919
North Carolina	- 262,833	252,087	211,112	- 221,858	3,344,348	3,566,206
South Carolina	- 137,928	150,496	110,244	- 97,676	1,788,337	1,886,013
Georgia	- 130,793	196,198	190,064	- 124,659	2,974,868	3,099,527
Florida	+ 186,744	79,956	146,256	+ 120,444	2,011,363	1,890,919
EAST SOUTH CENTRAL						
Kentucky	- 262,676	153,014	184,341	- 294,003	2,546,941	2,810,944
Tennessee	- 70,843	173,825	202,119	- 99,137	2,816,399	2,915,536
Alabama	- 116,366	187,598	176,964	- 105,732	2,715,919	2,821,651
Mississippi	- 194,194	143,737	137,981	- 188,438	1,994,967	2,183,405
WEST SOUTH CENTRAL						
Arkansas	- 225,372	132,398	120,640	- 213,614	1,734,440	1,948,054
Louisiana	- 19,033	145,666	171,102	- 44,469	2,314,941	2,359,410
Oklahoma	- 303,542	120,381	162,149	- 345,310	1,987,539	2,332,849
Texas	- 15,700	365,853	484,152	- 133,999	6,255,691	6,389,690
MOUNTAIN						
Montana	- 69,012	22,579	43,022	- 89,465	469,916	559,381
Idaho	- 44,889	27,932	34,991	- 51,948	472,925	524,873
Wyoming	- 8,688	12,875	18,376	- 14,189	235,684	249,873
Colorado	- 22,759	44,841	77,198	- 55,116	1,066,418	1,121,534
New Mexico	- 44,362	40,826	38,386	- 41,922	489,863	531,785
Arizona	+ 76,651	32,012	37,396	+ 71,267	569,150	497,883
Utah	+ 32,397	39,085	37,984	+ 33,498	583,560	550,062
Nevada	+ 26,882	4,114	10,563	+ 20,433	130,557	110,124
PACIFIC						
Washington	+ 244,931	57,736	131,383	+ 171,284	1,903,649	1,732,365
Oregon	+ 138,158	33,477	88,310	+ 83,325	1,171,801	1,088,476
California	+ 1,368,571	224,386	574,002	+ 1,018,955	7,876,994	6,858,039

• • • POPULATION CHANGES BY STATES • • •

ALABAMA	Civilian Population Nov. 1943	% Increase or Decrease 1940-1943	Families 1945	Effective Radio Homes 1945	Post- War Rating
<i>Metropolitan Districts — Counties</i>					
Birmingham (Jefferson)	470,383	+ 2.3	130,223	101,393	A-3
Mobile (Mobile)	227,763	+60.9	60,090	37,369	A-1
Montgomery (Montgomery)	115,246	+ 3.4	32,619	18,114	A-2
<i>Cities 25,000-50,000 Population—not contained in Metropolitan Districts.</i>					
Anniston (Calhoun)	70,610	+13.6	18,130	10,764	
Gadsden (Etowah)	77,085	+ 6.2	19,484	13,621	
Tuscaloosa (Tuscaloosa)	67,977	-10.6	16,858	9,643	
TOTAL STATE	2,718,273	- 3.9	695,377	369,372	

ARIZONA

<i>Metropolitan District — County</i>					
Phoenix (Maricopa)	206,095	+10.7	59,436	45,335	A-1
<i>City 25,000-50,000 Population—not contained in Metropolitan District.</i>					
Tucson (Pima)	88,520	+21.5	24,498	19,265	
TOTAL STATE	569,357	+14.5	158,750	113,416	

ARKANSAS

<i>Metropolitan District — County</i>					
Little Rock (Pulaski)	165,771	+ 6.2	47,713	36,268	A-2
<i>City 25,000-50,000 Population—not contained in Metropolitan District.</i>					
Fort Smith (Sebastian)	58,253	- 7.3	16,431	13,184	
TOTAL STATE	1,735,564	-10.9	460,341	259,855	

CALIFORNIA

<i>Metropolitan Districts — Counties</i>					
Fresno (Fresno)	194,652	+ 9.0	58,064	44,442	C-1
Los Angeles (Los Angeles, Orange)	3,292,050	+13.0	1,122,489	1,046,094	A-2
Sacramento (Sacramento)	188,168	+10.8	57,929	52,080	A-2
San Francisco-Oakland (Ala- meda, Contra Costa, Marin, San Francisco, San Mateo, Solano)	1,822,984	+26.0	615,844	564,181	A-2
San Diego (San Diego)	394,569	+42.9	126,514	125,508	A-1
San Jose (Santa Clara)	191,811	+11.3	57,813	55,215	A-2
Stockton (San Joaquin)	151,805	+13.1	43,956	36,704	A-2
<i>Cities 25,000-50,000 Population—not contained in Metropolitan Districts.</i>					
Bakersfield (Kern)	141,541	+ 4.7	42,440	34,264	
Riverside (Riverside)	122,235	+20.1	39,446	32,806	
San Bernardino (San Bernar- dino)	185,081	+14.9	58,152	50,950	
Santa Barbara (Santa Bar- bara)	74,629	+ 5.8	41,286	20,852	
TOTAL STATE	7,881,694	+14.8	2,606,620	2,585,768	

. . . POPULATION CHANGES BY STATES . . .

COLORADO	Civilian Population Nov. 1943	% Increase or Decrease 1940-1943	Families 1945	Effective Radio Homes 1945	Post- War Rating
<i>Metropolitan Districts — Counties</i>					
Denver (Arapahoe, Denver, Jefferson)	405,274	+ 6.3	129,862	122,691	A-2
Pueblo (Pueblo)	73,268	+ 6.4	20,693	18,541	A-3
<i>City 25,000-50,000 Population—not contained in Metropolitan District.</i>					
Colorado Springs (El Paso)	61,234	+ 13.3	19,904	17,886	
TOTAL STATE	1,067,095	— 4.7	323,586	281,312	

CONNECTICUT

<i>Metropolitan Districts — Counties</i>					
Bridgeport (Fairfield)	434,265	+ 3.8	122,251	120,360	A-3
Hartford-New Britain (Hart- ford, Middlesex)	532,921	+ 5.3	146,718	143,850	A-3
New Haven-Waterbury (New Haven)	477,763	— 1.4	135,356	134,367	D
<i>Cities 25,000-50,000 Population—not contained in Metropolitan Districts.</i>					
New London (New London)	129,384	+ 4.9	36,774	33,957	
Torrington (Litchfield)	87,662	+ 0.7	24,981	22,891	
TOTAL STATE	1,748,402	+ 2.4	491,407	482,291	

DELAWARE

<i>Metropolitan District — County</i>					
Wilmington (New Castle)	189,532	+ 6.2	52,059	48,658	A-2
TOTAL STATE	273,614	+ 3.1	77,736	68,369	

DISTRICT OF COLUMBIA

<i>Metropolitan District — Counties</i>					
Washington (District of Co- lumbia; Montgomery, Prince Georges, Md.; Alexandria City, Arlington, Va.)	1,175,384	+ 27.8	328,111	306,489	A-1
TOTAL D. C.	816,982	+ 24.2	227,733	210,860	

FLORIDA

<i>Metropolitan Districts — Counties</i>					
Jacksonville (Duval)	245,123	+ 16.6	68,239	55,275	A-1
Miami (Dade)	294,445	+ 10.0	88,918	78,557	A-1
Tampa - St. Petersburg (Hillsborough, Pinellas)	301,412	+ 10.8	92,939	73,706	A-1
<i>Cities 25,000-50,000 Population—not contained in Metropolitan Districts.</i>					
Orlando (Orange)	77,314	+ 10.3	23,965	17,425	
Pensacola (Escambia)	87,335	+ 26.5	24,588	15,922	
West Palm Beach (Palm Beach)	80,932	+ 1.2	25,862	18,273	
TOTAL STATE	2,012,046	+ 6.4	590,071	407,472	

. . . POPULATION CHANGES BY STATES . . .

GEORGIA	Civilian Population Nov. 1943	% Increase or Decrease 1940-1943	Families 1945	Effective Radio Homes 1945	Post- War Rating
<i>Metropolitan Districts — Counties</i>					
Atlanta (DeKalb, Fulton) ..	486,362	+ 1.9	137,463	114,289	A-1
Augusta (Richmond)	88,871	+ 9.3	24,678	15,535	A-2
Columbus, (Muscogee; Rus- sell, Ala.)	135,980	+22.2	36,269	21,160	A-3
Macon (Bibb)	101,811	+21.5	29,782	16,974	A-2
Savannah (Chatham)	150,111	+28.9	43,136	26,735	A-2
<i>City 25,000-50,000 Population—not contained in Metropolitan District.</i>					
Rome (Floyd)	53,187	— 5.3	14,060	11,051	
TOTAL STATE	2,976,645	— 4.1	774,807	435,498	

IDAHO

<i>City 25,000-50,000 Population</i>					
Boise City (Ada)	49,073	— 2.6	15,072	13,948	
TOTAL STATE	473,166	— 9.8	137,902	120,380	

ILLINOIS

<i>Metropolitan Districts — Counties</i>					
CHICAGO (Cook Dupage, Lake; Lake, Ind.)	4,508,492	— 1.4	1,330,891	1,309,779	C-2
Decatur (Macon)	84,638	— 0.1	26,053	24,245	C-2
Peoria (Peoria, Tazewell) ..	199,525	— 5.8	60,136	57,437	C-1
Rockford (Winnebago)	126,110	+ 4.1	38,717	37,210	B
Springfield (Sangamon)	113,393	— 3.8	34,302	32,678	D
<i>Cities 25,000-50,000 Population—not contained in Metropolitan Districts.</i>					
Aurora, Elgin (Kane)	129,669	— 0.4	37,936	36,328	
Bloomington (McLean)	65,453	—11.5	20,045	19,325	
Danville (Vermilion)	76,222	—12.2	23,323	21,209	
Galesburg (Knox)	48,224	— 7.7	15,402	13,918	
Joliet (Will)	116,322	+ 1.8	31,630	31,129	
Quincy (Adams)	58,590	—10.2	18,115	15,932	
TOTAL STATE	7,563,770	— 4.0	2,260,698	2,173,790	

INDIANA

<i>Metropolitan Districts — Counties</i>					
Evansville (Vanderburgh; Henderson, Ky.)	179,995	+14.1	52,892	44,055	A-2
Fort Wayne (Allen)	152,686	— 1.5	44,587	43,758	C-2
Indianapolis (Marion)	491,053	+ 7.3	150,619	146,628	A-2
South Bend (St. Joseph)	173,111	+ 7.0	49,980	45,781	C-2
Terre Haute (Vigo)	90,633	— 9.1	29,480	27,251	D
<i>Cities 25,000-50,000 Population—not contained in Metropolitan Districts.</i>					
Anderson (Madison)	91,707	+ 3.5	28,009	26,070	
Elkhart (Elkhart)	70,125	— 3.5	19,890	19,231	
Kokomo (Howard)	45,986	— 3.7	13,987	13,263	
Lafayette (Tippecanoe)	52,781	+ 3.5	15,821	15,195	
Marion (Grant)	54,838	— 1.7	16,645	15,674	
Michigan City (La Porte)	67,531	+ 6.1	19,004	18,124	
Muncie (Delaware)	75,429	+ 0.6	23,391	22,172	
Richmond (Wayne)	58,669	— 0.9	17,476	16,716	
TOTAL STATE	3,383,312	— 1.2	1,008,226	918,870	

. . . POPULATION CHANGES BY STATES . . .

IOWA

	Civilian Population Nov. 1943	% Increase or Decrease 1940-1943	Families 1945	Effective Radio Homes 1945	Post- War Rating
<i>Metropolitan Districts — Counties</i>					
Cedar Rapids (Linn)	87,246	— 2.1	27,696	26,001	C-1
Davenport-Rock Island-Mo- line (Scott; Rock Island, Ill.)	201,244	+ 1.8	60,865	59,144	C-1
Des Moines (Polk)	188,572	— 3.1	58,776	56,859	C-1
Sioux City (Woodbury)	89,736	—13.4	26,606	25,021	D
Waterloo (Black Hawk)	75,979	— 5.0	23,096	22,678	C-1
<i>Cities 25,000-50,000 Population—not contained in Metropolitan Districts.</i>					
Burlington (Des Moines)	39,690	+ 7.8	12,495	12,033	
Clinton (Clinton)	43,543	— 2.6	13,003	12,024	
Dubuque (Dubuque)	58,741	— 7.9	15,788	15,047	
Mason City (Cerro Gordo)	37,543	—14.4	10,840	10,324	
Ottumwa (Wapello)	42,639	— 3.7	13,270	11,389	
TOTAL STATE	2,276,876	—10.3	679,366	633,680	

KANSAS

<i>Metropolitan Districts — Counties</i>					
Topeka (Shawnee)	84,765	— 7.1	26,376	24,721	C-2
Wichita (Sedgwick)	194,945	+36.0	60,771	54,432	B
<i>City 25,000-50,000 Population—not contained in Metropolitan District.</i>					
Hutchinson (Renó)	48,129	— 7.7	14,684	13,551	
TOTAL STATE	1,678,722	— 6.5	514,176	446,817	

KENTUCKY

<i>Metropolitan District—County</i>					
Louisville (Jefferson; Clark, Floyd, Ind.)	508,719	+12.7	149,527	130,816	B
<i>Cities 25,000-50,000 Population—not contained in Metropolitan Districts.</i>					
Lexington (Fayette)	77,085	— 2.3	22,054	19,334	
Owensboro (Davies)	49,223	— 5.9	13,719	10,526	
Paducah (McCracken)	42,814	—11.8	12,829	9,801	
TOTAL STATE	2,549,108	—10.1	677,582	474,911	

LOUISIANA

<i>Metropolitan Districts — Parishes</i>					
New Orleans (Jefferson, Or- leans)	584,181	+ 7.3	166,756	127,978	A-2
Shreveport (Caddo)	139,693	— 7.0	40,390	25,743	C-1
<i>Cities 25,000-50,000 Population—not contained in Metropolitan Districts.</i>					
Alexandria (Rapides)	88,654	+20.8	22,576	12,650	
Baton Rouge (East Baton Rouge)	107,066	+21.1	29,507	20,853	
Monroe (Ouachita)	57,658	— 2.6	16,549	10,622	
TOTAL STATE	2,316,681	— 1.8	624,932	347,816	

. . . POPULATION CHANGES BY STATES . . .

MAINE

	Civilian Population Nov. 1943	% Increase or Decrease 1940-1943	Families 1945	Effective Radio Homes 1945	Post- War Rating
<i>Metropolitan District — County</i>					
Portland (Cumberland)	152,877	+ 6.4	43,852	41,455	A-2
<i>Cities 25,000-50,000 Population—not contained in Metropolitan Districts.</i>					
Bangor (Penobscot)	86,442	—11.0	23,359	21,203	
Lewiston (Androscoggin)	73,716	— 3.9	20,188	19,059	
TOTAL STATE	782,312	— 7.3	218,530	197,041	

MARYLAND

	Civilian Population Nov. 1943	% Increase or Decrease 1940-1943	Families 1945	Effective Radio Homes 1945	Post- War Rating
<i>Metropolitan District — County</i>					
Baltimore (Baltimore City, Anne Arundel, Baltimore)	1,207,436	+12.5	335,156	316,677	A-2
<i>Cities 25,000-50,000 Population—not contained in Metropolitan Districts.</i>					
Cumberland (Allegany)	81,302	— 6.5	21,973	19,911	
Hagerstown (Washington)	69,890	+ 1.5	19,219	17,003	
TOTAL STATE	1,982,947	+ 9.8	544,383	486,319	

MASSACHUSETTS

	Civilian Population Nov. 1943	% Increase or Decrease 1940-1943	Families 1945	Effective Radio Homes 1945	Post- War Rating
<i>Metropolitan Districts — Counties</i>					
Boston - Lowell - Lawrence - Haverhill (Essex, Middle- sex, Norfolk, Plymouth, Suffolk)	2,677,740	— 5.1	744,904	734,745	D
Fall River - New Bedford (Bristol)	342,529	— 6.1	98,676	93,774	D
Springfield-Holyoke (Hamp- den, Hampshire)	392,640	— 2.9	109,613	107,961	D
Worcester (Worcester)	472,224	— 6.2	129,543	127,948	D
<i>Cities 25,000-50,000 Population—not contained in Metropolitan Districts.</i>					
Pittsfield (Berkshire)	115,704	— 5.4	33,183	32,623	
TOTAL STATE	4,093,072	— 5.1	1,143,205	1,124,412	

MICHIGAN

	Civilian Population Nov. 1943	% Increase or Decrease 1940-1943	Families 1945	Effective Radio Homes 1945	Post- War Rating
<i>Metropolitan Districts — Counties</i>					
Detroit (Macomb, Oakland, Wayne)	2,612,115	+10.0	721,933	699,648	A-2
Flint (Genesee)	228,183	+ 0.1	64,727	61,782	C-2
Grand Rapids (Kent)	231,381	— 6.1	69,912	67,158	C-2
Kalamazoo (Kalamazoo)	101,716	+ 1.7	29,990	28,570	C-1
Lansing (Ingham)	135,958	+ 4.1	41,026	36,079	C-1
Saginaw - Bay City (Bay, Saginaw)	206,551	+ 0.5	57,961	53,647	D
<i>Cities 25,000-50,000 Population—not contained in Metropolitan Districts.</i>					
Ann Arbor (Washtenaw)	97,829	+21.1	28,458	27,833	
Battle Creek (Calhoun)	99,590	+ 5.7	30,249	29,035	
Jackson (Jackson)	95,022	+ 2.1	27,461	26,338	
Muskegon (Muskegon)	104,763	+10.9	30,413	27,984	
Port Huron (Saint Clair)	76,770	+ 0.8	22,325	21,824	
TOTAL STATE	5,377,329	+ 2.4	1,528,635	1,433,728	

. . . POPULATION CHANGES BY STATES . . .

MINNESOTA	Civilian Population Nov. 1943	% Increase or Decrease 1940-1943	Families 1945	Effective Radio Homes 1945	Post- War Rating
<i>Metropolitan Districts — Counties</i>					
Duluth-Superior (St. Louis; Douglas, Wis.)	228,716	— 9.9	67,540	63,151	D
Minneapolis-St. Paul (Anoka, Hennepin, Ramsey, Washing- ton)	902,612	— 2.4	272,998	268,723	C-1
<i>City 25,000-50,000 Population—not contained in Metropolitan District.</i>					
Rochester (Olmstead)	37,155	—12.9	9,680	9,265	
TOTAL STATE	2,525,558	— 9.4	711,607	672,823	

MISSISSIPPI

<i>Metropolitan District — County</i>					
Jackson (Hinds)	110,836	+ 3.3	29,720	17,651	A-2
<i>City 25,000-50,000 Population—not contained in Metropolitan District.</i>					
Meridian (Lauderdale)	56,981	— 2.2	15,623	8,085	
TOTAL STATE	1,996,333	— 8.6	526,932	221,285	

MISSOURI

<i>Metropolitan Districts — Counties</i>					
Kansas City (Mo.) - Kansas City (Kan.), (Jackson, Mo.; Johnson, Wyandotte, Kan.)	670,575	+ 2.2	212,824	203,500	B
St. Joseph (Buchanan)	79,960	—15.0	24,696	20,011	D
St. Louis (St. Louis City, St. Charles, St. Louis; Madi- son, St. Clair, Ill.)	1,485,868	+ 3.9	447,374	422,979	A-3
Springfield (Greene)	85,256	— 5.8	26,957	23,293	C-1
<i>City 25,000-50,000 Population—not contained in Metropolitan District.</i>					
Joplin (Jasper)	73,963	— 6.0	23,749	20,157	
TOTAL STATE	3,524,790	— 6.8	1,071,848	894,605	

MONTANA

<i>Cities 25,000-50,000 Population</i>					
Butte (Silver Bow)	46,355	—12.9	15,632	15,228	
Great Falls (Cascade)	42,016	...	13,355	12,073	
TOTAL STATE	470,033	—15.8	145,836	123,187	

NEBRASKA

<i>Metropolitan Districts — Counties</i>					
Lincoln (Lancaster)	92,795	— 7.7	28,954	27,588	D
Omaha-Council Bluffs, Iowa (Douglas; Pottawattamie, Iowa)	302,527	— 3.5	89,876	86,393	D
TOTAL STATE	1,176,023	—10.5	348,479	310,020	

NEVADA

TOTAL STATE	130,637	+20.1	42,346	38,460	
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. . . POPULATION CHANGES BY STATES . . .

	Civilian Population Nov. 1943	% Increase or Decrease 1940-1943	Families 1945	Effective Radio Homes 1945	Post- War Rating
NEW HAMPSHIRE					
<i>Metropolitan District—County</i>					
Manchester (Hillsborough) . . .	136,039	— 6.1	39,572	37,547	D
<i>City 25,000-50,000 Population—not contained in Metropolitan District.</i>					
Concord (Merrimack)	49,559	—18.9	13,989	13,184	
TOTAL STATE	453,333	— 7.7	132,138	121,689	

NEW JERSEY

<i>Metropolitan Districts — Counties</i>					
Atlantic City (Atlantic)	107,491	—13.3	32,492	30,296	C-2
Trenton (Mercer)	196,424	— 0.5	51,702	50,324	D
TOTAL STATE	4,080,485	— 1.8	1,158,574	1,133,935	

NEW MEXICO

<i>City 25,000-50,000 Population —</i>					
Albuquerque (Bernalillo)	69,794	+ 0.6	19,471	15,158	
TOTAL STATE	490,119	— 7.6	128,828	73,329	

NEW YORK

<i>Metropolitan Districts — Counties</i>					
Albany - Schenectady - Troy (Albany, Rensselaer, Schenectady)	446,558	— 4.1	136,278	132,145	D
Binghamton (Broome)	164,443	— 0.8	46,494	43,380	C-1
Buffalo-Niagara Falls (Erie, Niagara)	961,345	+ 0.4	269,702	264,929	D
New York-Northeastern N. J. (Bronx, Kings, Nassau, New York, Queens, Rich- mond, Rockland, Westches- ter; Bergen, Essex, Hud- son, Middlesex, Monmouth, Morris, Passaic, Union, N. J.)	10,703,374	— 7.1	3,167,572	3,146,128	C-2
Rochester (Monroe)	418,655	— 4.5	124,234	121,752	D
Syracuse (Onondaga)	283,237	— 4.0	83,129	77,009	D
Utica-Rome (Herkimer, Oneida)	258,433	— 1.8	72,862	68,577	D
<i>Cities 25,000-50,000 Population—not contained in Metropolitan Districts.</i>					
Amsterdam (Montgomery) . . .	53,415	— 9.7	16,169	15,466	
Auburn (Cayuga)	59,435	— 9.3	17,660	16,467	
Elmira (Chemung)	75,893	+ 3.0	22,654	21,130	
Jamestown (Chautauqua)	113,793	— 7.9	35,689	34,214	
Kingston (Ulster)	76,994	—11.5	23,672	21,804	
Newburgh (Orange)	125,367	— 6.5	37,196	35,514	
Poughkeepsie (Dutchess)	114,177	— 5.3	29,045	28,540	
Watertown (Jefferson)	77,184	— 6.4	23,274	18,650	
TOTAL STATE	12,442,784	— 7.6	3,643,803	3,609,025	

NORTH DAKOTA

<i>City 25,000-50,000 Population</i>					
Fargo (Cass)	45,565	—13.8	12,336	11,944	
TOTAL STATE	536,510	—16.4	137,913	127,264	

. . . POPULATION CHANGES BY STATES . . .

NORTH CAROLINA	Civilian Population Nov. 1943	% Increase or Decrease 1940-1943	Families 1945	Effective Radio Homes 1945	Post- War Rating
<i>Metropolitan Districts — Counties</i>					
Asheville (Buncombe)	97,423	—10.4	25,505	19,245	C-1
Charlotte (Mecklenburg)	146,168	— 3.7	37,554	30,871	C-1
Durham (Durham)	80,481	+ 0.3	21,369	17,281	A-2
Greensboro (Guilford)	150,579	— 2.2	38,647	31,645	—
Winston-Salem (Forsyth)	109,847	—13.1	28,952	23,381	C-1
<i>Cities 25,000-50,000 Population—not contained in Metropolitan Districts.</i>					
Raleigh (Wake)	103,369	— 5.6	24,694	17,727	
Rocky Mount (Edgecombe, Nash)	92,764	—23.0	18,598	12,122	
Wilmington (New Hanover)	79,070	+65.0	20,744	14,017	
TOTAL STATE	3,346,987	— 6.1	797,556	514,412	

OHIO					
<i>Metropolitan Districts — Counties</i>					
Akron (Summit)	363,652	+ 7.1	104,562	101,045	B
Canton (Stark)	247,668	+ 5.4	69,956	66,970	A-3
Cincinnati (Hamilton, Dear- born, Ind.; Campbell, Ken- ton, Ky.)	834,281	+ 3.2	258,131	245,877	A-3
Cleveland (Cuyahoga)	1,228,803	+ 1.0	363,777	346,992	C-2
Columbus (Franklin)	415,930	+ 7.3	120,969	117,731	A-3
Dayton (Montgomery)	338,688	+14.6	99,963	97,593	B
Hamilton-Middletown (But- ler)	123,344	+ 2.6	35,548	33,609	A-3
Springfield (Clark)	100,466	+ 5.0	29,878	27,776	A-3
Toledo (Lucas)	336,396	— 2.3	100,691	95,083	C-2
Youngstown (Mahoning, Trumbull)	361,613	— 2.9	96,715	92,018	C-2
<i>Cities 25,000-50,000 Population—not contained in Metropolitan Districts.</i>					
Elyria-Lorain (Lorain)	113,482	+ 1.0	32,676	31,377	
Lima (Allen)	80,819	+10.3	23,779	19,781	
Mansfield (Richland)	72,831	— 1.4	21,193	19,532	
Marion (Marion)	45,040	+ 0.3	13,705	12,965	
Newark (Licking)	60,805	— 2.4	19,208	17,261	
Portsmouth (Scioto)	71,025	—18.0	19,237	16,993	
Steubenville (Jefferson)	86,069	—12.3	23,288	21,566	
Zanesville (Muskingum)	64,947	— 6.9	19,885	18,044	
TOTAL STATE	6,828,352	— 1.1	2,011,764	1,879,086	

OKLAHOMA					
<i>Metropolitan Districts — Counties</i>					
Oklahoma City (Oklahoma)	256,559	+ 5.1	77,485	69,787	A-2
Tulsa (Tulsa)	213,200	+10.3	64,153	54,332	B
<i>Cities 25,000-50,000 Population—not contained in Metropolitan Districts.</i>					
Enid (Garfield)	39,677	—12.8	12,206	10,019	
Muskogee (Muskogee)	62,851	— 4.6	21,138	13,392	
TOTAL STATE	1,987,941	—14.7	564,084	424,556	

OREGON					
<i>Metropolitan District — County</i>					
Portland (Clackamas, Mult- nomah)	511,229	+24.0	176,901	162,182	B
<i>City 25,000-50,000 Population—not contained in Metropolitan District.</i>					
Salem (Marion)	72,715	— 3.4	21,634	19,840	
TOTAL STATE	1,172,674	+ 7.8	387,769	347,610	

POPULATION CHANGES BY STATES

PENNSYLVANIA	Civilian Population Nov. 1943	% Increase or Decrease 1940-1943	Families 1945	Effective Radio Homes 1945	Post- War Rating
<i>Metropolitan Districts — Counties</i>					
Allentown-Bethlehem-Easton (Lehigh, Northampton)	332,921	— 3.9	91,719	90,401	D
Altoona (Blair)	126,001	—10.2	35,160	33,688	D
Erie (Erie)	185,179	+ 2.4	53,571	50,265	B
Harrisburg (Dauphin)	173,677	— 1.9	48,994	46,684	D
Johnstown (Cambria)	187,384	—12.2	46,038	43,092	D
Lancaster (Lancaster)	201,649	— 5.1	56,484	49,531	D
Philadelphia (Delaware, Montgomery, Phil.; Bur- lington, Camden, Glouces- ter, N. J.)	3,002,565	+ 1.7	837,632	810,603	D
Pittsburgh (Allegheny, Fay- ette, Washington, West- moreland)	1,960,103	— 7.8	530,802	507,881	D
Reading (Berks)	223,095	— 7.8	63,226	60,879	D
Scranton-Wilkes Barre (Lackawanna, Luzerne)	584,282	—21.3	149,713	148,969	D
York (York)	170,363	— 4.3	49,603	47,210	D
<i>Cities 25,000-50,000 Population—not contained in Metropolitan Districts.</i>					
Aliquippa (Beaver)	158,463	+ 1.1	42,016	40,355	
Lebanon (Lebanon)	67,956	— 6.4	19,161	18,144	
New Castle (Lawrence)	93,094	— 3.9	25,591	24,701	
Sharon (Mercer)	102,721	+ 1.7	28,039	25,466	
Williamsport (Lycoming)	90,984	— 2.8	26,809	24,612	
TOTAL STATE	9,273,242	— 6.3	2,535,648	2,442,185	
RHODE ISLAND <i>Metropolitan District — County</i>					
Providence (Bristol, Kent, Newport, Providence)	659,319	— 2.5	187,057	183,798	D
TOTAL STATE	694,616	— 2.0	197,679	193,115	
SOUTH CAROLINA <i>Metropolitan Districts — Counties</i>					
Charleston (Charleston)	161,819	+37.5	46,138	24,433	A-1
Columbia (Richland)	117,175	+11.8	28,886	19,404	A-1
<i>Cities 25,000-50,000 Population—not contained in Metropolitan Districts.</i>					
Greenville (Greenville)	140,362	+ 2.8	37,160	26,635	
Spartanburg (Spartanburg)	121,475	— 4.9	30,146	21,953	
TOTAL STATE	1,789,662	— 5.4	438,013	232,624	
SOUTH DAKOTA <i>City 25,000-50,000 Population</i>					
Sioux Falls (Minnehaha)	57,385	— 0.5	16,527	15,723	
TOTAL STATE	544,866	—15.2	152,028	135,101	
TENNESSEE <i>Metropolitan Districts — Counties</i>					
Chattanooga (Hamilton; Walker, Ga.)	208,333	— 1.4	56,272	45,622	C-1
Knoxville (Knox)	195,516	+ 9.6	51,336	38,757	C-1
Memphis (Shelby)	378,108	+ 5.6	109,058	78,676	A-2
Nashville (Davidson)	261,258	+ 1.6	72,745	61,564	A-1
<i>City 25,000-50,000 Population—not contained in Metropolitan District.</i>					
Johnson City (Washington)	50,556	— 2.1	12,274	9,226	
TOTAL STATE	2,818,226	— 3.3	742,060	477,182	

. . . POPULATION CHANGES BY STATES . . .

TEXAS	Civilian Population Nov. 1943	% Increase or Decrease 1940-1943	Families 1945	Effective Radio Homes 1945	Post- War Rating
<i>Metropolitan Districts — Counties</i>					
Amarillo (Potter)	58,042	+ 7.0	17,168	15,853	A-2
Austin (Travis)	106,152	— 4.4	28,848	22,707	C-1
Beaumont-Port Arthur (Jef- ferson)	178,214	+22.7	50,833	40,712	A-2
Corpus Christi (Nueces)	113,403	+22.4	31,086	22,054	A-1
Dallas (Dallas)	442,967	+11.2	133,703	115,380	A-1
El Paso (El Paso)	136,173	+ 8.2	36,439	27,161	B
Fort Worth (Tarrant)	267,856	+18.8	81,241	65,532	A-2
Galveston (Galveston)	94,314	+18.2	27,854	24,056	A-1
Houston (Harris)	601,249	+13.7	176,855	144,792	A-1
San Antonio (Bexar)	364,275	+15.3	103,663	90,113	A-1
Waco (McLennan)	103,185	+ 1.3	29,621	22,756	
<i>Cities 25,000-50,000 Population—not contained in Metropolitan Districts.</i>					
Abilene (Taylor)	51,056	+15.6	14,427	10,962	
Laredo (Webb)	45,729	+ 0.7	10,807	5,049	
Lubbock (Lubbock)	66,235	+27.9	18,656	13,382	
San Angelo (Tom Green)	39,526	+ 0.6	11,312	9,206	
*Texarkana (Bowie; Miller, Ark.)	87,079	+ 5.8	24,477	14,305	
Tyler (Smith)	60,800	—12.0	17,239	11,636	
Wichita Falls (Wichita)	72,981	— 0.8	21,211	17,420	
TOTAL STATE	6,259,584	— 1.9	1,765,672	1,242,083	

* Includes Texarkana, Ark.

UTAH

<i>Metropolitan District — County</i>					
Salt Lake City (Salt Lake)	230,447	+ 9.2	65,850	64,242	A-2
<i>City 25,000-50,000 Population—not contained in Metropolitan District.</i>					
Ogden (Weber)	70,247	+23.9	19,785	18,901	
TOTAL STATE	583,572	+ 6.2	162,223	150,258	

VIRGINIA

<i>Metropolitan Districts — Counties</i>					
Norfolk-Portsmouth-Newport News (Hampton, Newport News, Norfolk, Ports- mouth, South Norfolk Cities; Elizabeth City, Nor- folk, Princess Anne, War- wick)					
	505,119	+57.1	141,042	105,489	A-2
Richmond (Richmond City, Henrico)	252,777	+ 7.6	70,667	61,752	A-2
Roanoke (Roanoke City; Roa- noke)	104,808	— 6.6	27,810	24,346	C-2
<i>Cities 25,000-50,000 Population—not contained in Metropolitan Districts.</i>					
Danville (Danville City; Pitts- sylvania)	88,467	— 6.4	21,250	13,600	
Lynchburg (Lynchburg City; Campbell)	64,350	— 8.9	16,880	12,777	
Petersburg (Petersburg City; Dinwiddie)	49,055	+ 0.5	12,121	7,688	
TOTAL STATE	2,769,828	+ 4.8	702,208	495,296	

. . . POPULATION CHANGES BY STATES . . .

VERMONT	Civilian Population Nov. 1943	% Increase or Decrease 1940-1943	Families 1945	Effective Radio Homes 1945	Post- War Rating
<i>City 25,000-50,000 Population</i>					
Burlington (Chittenden) . . .	47,147	— 6.0	12,823	11,933	
TOTAL STATE	316,074	—11.5	88,368	81,116	

WASHINGTON

<i>Metropolitan Districts — Counties</i>					
Seattle (King)	594,793	+ 18.2	211,914	201,783	A-2
Spokane (Spokane)	172,352	+ 6.0	56,395	52,695	A-2
Tacoma (Pierce)	208,991	+20.6	69,866	65,660	A-2
<i>Cities 25,000-50,000 Population—not contained in Metropolitan Districts.</i>					
Bellingham (Whatcom)	54,694	— 9.4	18,906	17,055	
Everett (Snohomish)	90,997	+ 2.5	30,059	24,798	
Yakima (Yakima)	96,725	— 2.3	29,863	23,451	
TOTAL STATE	1,905,239	+10.8	633,510	571,809	

WEST VIRGINIA

<i>Metropolitan Districts — Counties</i>					
Charleston (Kanawha)	224,174	+14.7	57,066	44,412	A-2
Huntington - Ashland (Ky.) (Cabell; Boyd, Ky.; Lawrence, Ohio)	172,311	— 9.4	46,398	39,412	C-2
Wheeling (Brooke, Marshall, Ohio; Belmont, Ohio)	204,373	—12.8	56,747	51,971	D
<i>Cities 25,000-50,000 Population—not contained in Metropolitan Districts.</i>					
Clarksburg (Harrison)	72,043	—13.1	19,390	15,763	
Parkersburg (Wood)	55,261	—11.4	15,884	13,977	
TOTAL STATE	1,732,355	— 8.9	437,696	337,875	

WISCONSIN

<i>Metropolitan Districts — Counties</i>					
Madison (Dane)	135,232	+ 3.5	39,121	37,875	A-2
Milwaukee (Milwaukee)	762,105	— 0.6	223,321	212,674	C-2
Racine-Kenosha (Kenosha, Racine)	154,167	— 2.1	43,844	42,919	D
<i>Cities 25,000-50,000 Population—not contained in Metropolitan Districts.</i>					
Appleton (Outagamie)	65,714	— 6.2	17,676	17,003	
Beloit (Rock)	78,573	— 2.0	23,697	22,717	
Eau Claire (Eau Claire)	43,093	— 8.3	12,627	11,058	
Fond du Lac (Fond du Lac)	56,201	— 9.9	15,904	15,297	
Green Bay (Brown)	82,352	— 0.9	21,777	20,782	
La Crosse (La Crosse)	55,597	— 6.8	15,899	15,545	
Oshkosh (Winnebago)	76,482	— 5.0	22,177	21,656	
Sheboygan (Sheboygan)	70,712	— 7.2	20,537	19,810	
Wausau (Marathon)	66,711	—12.1	17,189	16,080	
TOTAL STATE	2,945,355	— 6.1	835,479	788,223	

WYOMING

TOTAL STATE	235,739	— 3.7	77,732	61,048	
TOTAL UNITED STATES	127,307,884	— 3.1	36,244,024	31,271,178	



The Pacific Coast, too,
IS SAWED IN TWO!

ARE YOU sawing the Pacific Coast in half? You are if you aren't using Don Lee on the Pacific Coast. For half the retail sales on the Pacific Coast are made *outside* the counties in which Los Angeles, San Francisco, Oakland, Seattle and Portland are located—and *only Don Lee* completely covers the *outside half*.

Why, you ask? Easy! Most markets in the outside half are surrounded by mountains and long range broadcasting won't work (watts do fine until they hit mountains). However, with 38 stations, Don

Lee broadcasts *locally from within* these mountain-surrounded areas. A recent Hooper coincidental telephone survey, largest ever made on the Pacific Coast, revealed 60 to 100% of the listeners in many of these "*outside*" markets were tuned to Don Lee stations.

As for *the inside half*, Hooper ratings prove that a good show on Don Lee will reach more people than the same show on other networks. During the past year all the shows that switched from any of the other 3 networks to Don Lee, have received higher Hooper ratings within thirteen weeks!

Don't saw the Pacific Coast in half! Buy Don Lee—the only network that covers it completely!

The Nation's Greatest Regional Network

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DON LEE

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NETWORKS

NETWORKS

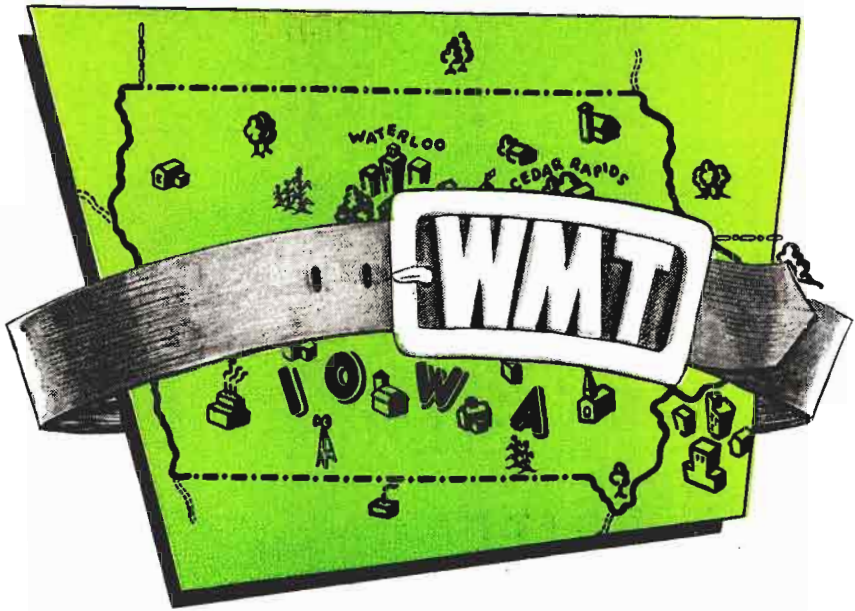
OF THE

UNITED STATES



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REGIONAL



the Buckle on the CORN BELT

tying up the greatest listening audience . . .
 the greatest *buying* audience in Iowa

One billion and a half dollars is a lot of bucks!
 In the corn country that represents plenty of buying
 power for your products. Today . . . WMT reaches
 an audience where 96.9% of the families own
 radios. (The U. S. average is only 88.9%.)

You can't afford to leave WMT
 off your regular schedule.



Represented by the Katz Agency

THE BLUE NETWORK

of The American Broadcasting Co., Inc.

THE past year has been of supreme importance to the Blue network. During it we have materially strengthened the Blue through a series of personnel changes and departmental realignments so that we are now in a position to deliver better



MARK WOODS

shows to the advertiser and the agency as well as to the public at large.

None of us can know, of course, what the next year will bring. But to the Blue Network it holds the promise of many things. We have laid the foundations for the first complete FM network. During the past year we queried our affiliated stations as to their plans for FM. Only one of the 111 stations replying to the questionnaire, declared no intention of applying for a license; all the others either have applied, are intending to apply, or, in the case of three Blue affiliates are already operating FM stations. We ourselves have applied for FM transmitters in New York, Chicago, Los Angeles, and San Francisco.

Own Buildings

During the next year, the Blue will also be planning its own buildings in Chicago, Los Angeles, San Francisco and New York. We are now reviewing potential projects for these studios which will contain the latest developments in studio design and engineering equipment, many of them unique, which will give the Blue facilities to improve broadcasting far beyond present levels.

As the past year has so ably demonstrated the radio broadcasting industry's

service to the people and the government of the United States in the preservation of free speech and the free dissemination of information, so will the next year show once again the dedication of American radio to the service of the American people.

We at the Blue feel that great strides have been made during the past year. Greater strides will be made in the year to come.

Television Plans

The Blue's television plans are also beginning to take shape with a television department preparing to produce shows, perhaps already producing them by press time. We have filed applications for television transmitters also in New York, Chicago, Los Angeles and San Francisco. But naturally, as with the FM transmitters, any actual construction work depends upon the government releasing the materials for the job at some time not yet definite.

Plans for the active participation of the Blue in the field of television were announced early this year by the network, in conjunction with officials of General Electric Co., owners of WRGB, Schenectady, N. Y., and Allen B. DuMont Laboratories, Inc., owners of WABD, New York City.

Debut of the Blue in television took place late in February of this year and regular series scheduled over both the above television stations on a weekly basis. As a general policy, for the time being, Blue's television operations will concern experimentation with the televising of radio shows, rather than production of shows especially for television. Negotiations are in progress presently with Balaban & Katz to present suitable network programs by television from studios of WBKB in Chicago.



THE BLUE NETWORK

of The American Broadcasting Co., Inc.

R. C. A. Bldg., 30 Rockefeller Plaza
New York 20, N. Y.

(Telephone Number, Circle 7-5700)

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Stations Owned and/or Managed and/or Programmed by

THE BLUE NETWORK

of The American Broadcasting Co., Inc.

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 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

INCREASE IN POPULATION SINCE 1940—METROPOLITAN KANSAS CITY **80,000**

INDUSTRIAL OUTPUT EXCEEDS PERCENTAGE OF **170**

CASH FARM INCOME UP PERCENTAGE OF **300**

1st AS THE WORLD'S LARGEST CATTLE CENTER

100 PERCENTAGE INCREASE IN EFFECTIVE BUYING INCOME

KANSAS CITY'S RETAIL SALES INCREASE IN PERCENTAGE OVER **60**

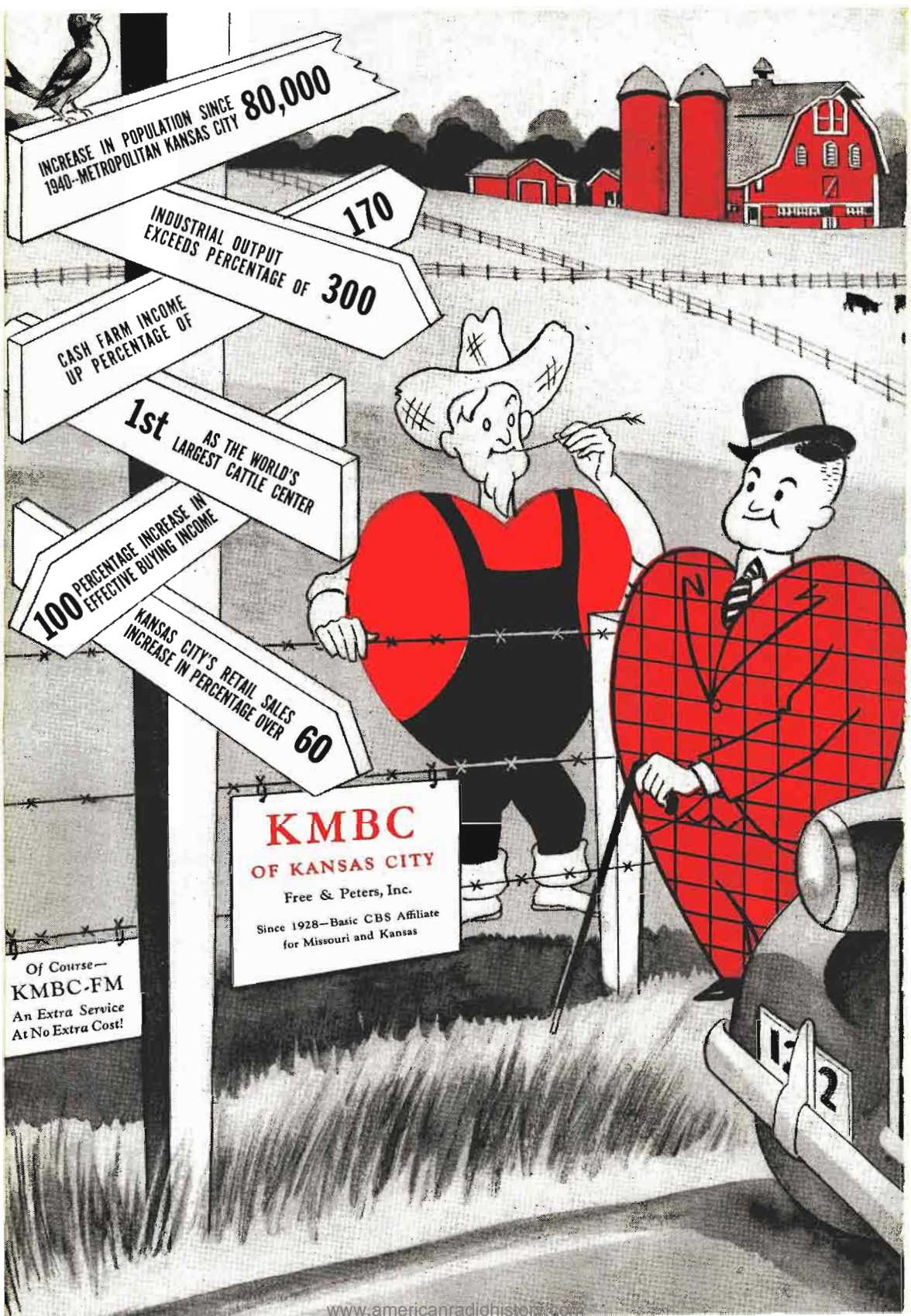
KMBC

OF KANSAS CITY

Free & Peters, Inc.

Since 1928—Basic CBS Affiliate for Missouri and Kansas

Of Course—**KMBC-FM**
An Extra Service
At No Extra Cost!



COLUMBIA BROADCASTING SYSTEM

HOPE for a peaceful conclusion, in Europe, of our third war year has vanished. Yet no other conclusion that peace - with victory is possible, and each passing day brings us closer to that end.



PAUL W. KESTEN

Although fully conscious

of its special obligations in war, the Columbia Broadcasting System has given serious consideration to postwar operations. Columbia intends to follow the same course in 1945, believing that today's efforts and decisions will do much to simplify, and therefore, hasten, tomorrow's peace-time development.

We have, in this past year, offered to the industry and to the FCC specific proposals concerning three major divisions of post-war broadcasting — television, international shortwave, and FM. It is our sincere conviction that the proposals we have set forth, in all three fields, represent sharp advances that must eventually be achieved if broadcasting is to continue development at a pace comparable to its past performance.

Tele Motives

In its recommendations for television, however, CBS has found itself in the curious position of having to defend a proposal for progress. We have asked for better television, as quickly as possible. We have pointed to the source of twice-as-good television, on wide bands in the high frequencies. We have matched words with actions—in applications for high-frequency stations, in orders for high-frequency transmitters, in negotiations for new type receivers, and in the expenditure of a larger television budget

than is to be found on the books of any other non-manufacturing broadcaster.

Our motives in all this should be perfectly clear. Television pictures today are in our opinion simply not good enough to attract — and hold — the audience that is essential to a commercially successful medium. Prewar set sales were negligible, and war-time audience research tells us that the public now expects far better television than present standards can give them. Until the public gets the kind of television it expects, an audience that interests advertisers cannot be built, and broadcasters will — and should — carry the cost of programs. But private resources are limited, and a television audience that ceases to grow will ultimately, of economic necessity, be allowed to die on the vine.

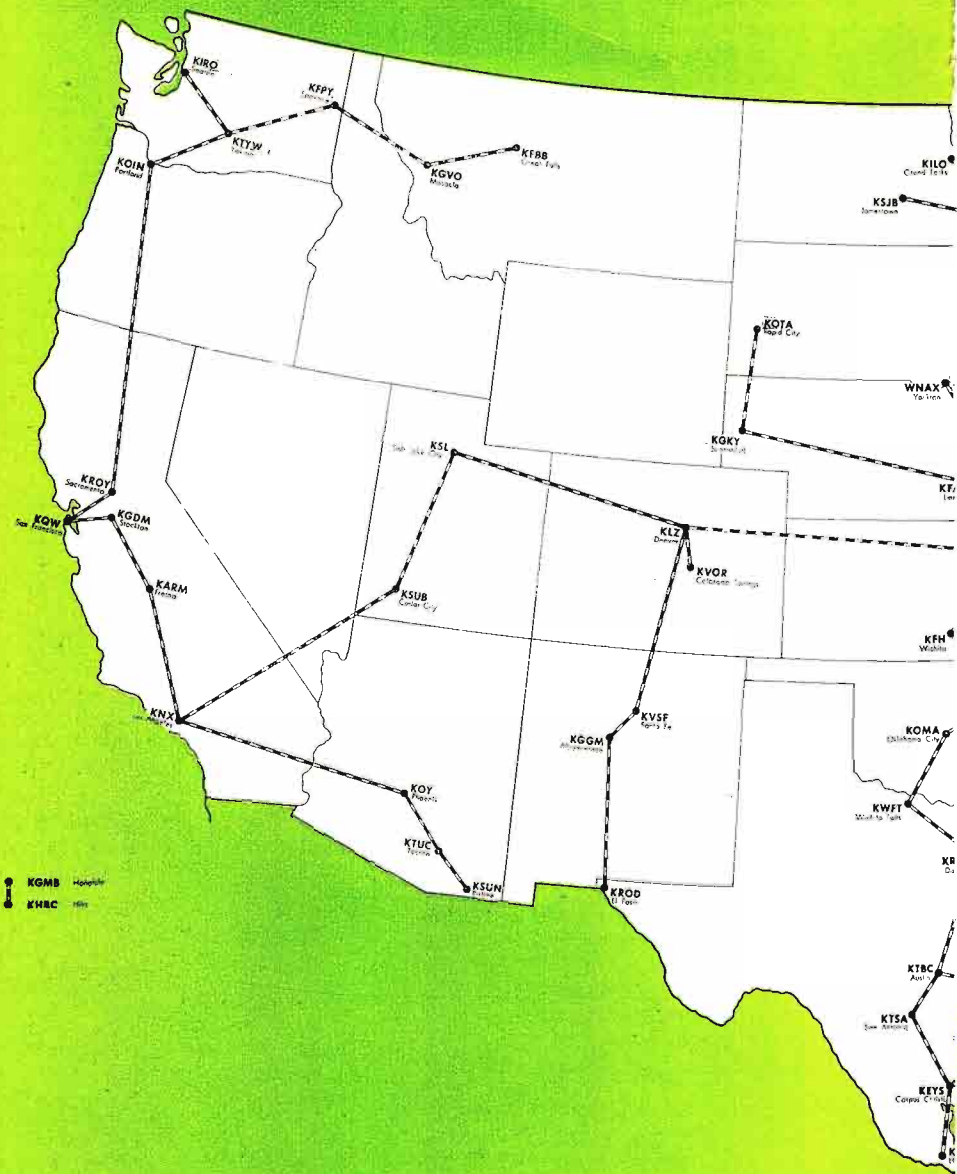
Prospects for 1945

There are good prospects that 1945 will see successful demonstration in the United States of the kind of television we can endorse. Much factual evidence uncovered in 1944 supports these hopes. High-definition, 1000-line television has already been demonstrated in France. High-frequency, wide-band television, as a world standard, is inevitable, at whatever sacrifice it may mean of present day equipment. And we have repeatedly asserted that such sacrifice would be smaller today than tomorrow, and smaller tomorrow than the day after.

Conclusion

Ours, we believe, is an optimistic as well as a realistic stand. Television can become one of America's leading post-war industries, and we intend to do everything possible in the coming year to hasten its greatest potential development. For that reason, we shall continue to disagree with any policy or action which, in our opinion, threatens to stunt the growth of a new industry for the sake of immediate and, possibly temporary profit.

COLUMBIA BROADCAST



**NETWORK FACILITIES
AS OF JAN. 15, 1945**

CASTING SYSTEM



© WKAC Inc. 1966

C O L U M B I A

Broadcasting System, Inc.

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

BOARD OF DIRECTORS

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 James M. Seward.....Assistant Secretary
 Arthur S. Padgett.....General Auditor

DEPARTMENTS AND DIVISIONS

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 William J. Flynn.....Assistant Comptroller
 L. C. Merrick.....Assistant Comptroller
 Sophie Hinze.....Cashier

Auditing and Tax Department

Arthur S. Padgett.....General Auditor
 Norman duFrane.....Assistant General Auditor

Construction and Building Operations Department

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 Director of Construction and Building Operations
 C. R. Jacobs
 Assistant Director and Manager of Construction
 Joseph E. Werden
 Manager of Building Service Operations
 James R. Stevens..Manager of Theatre Operations
 Walter Weiler.....Manager of Internal Security
 Roland Young..Assistant Manager of Construction

Editing and Copyright Department

Jan C. Schimek
 Director of Editing and Copyright
 Donald I. Ball.....Assistant Editor
 Arthur Jersild
 Consultant on Children's Programs
 W. Clark Harrington
 Assistant Manager of Copyright

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William B. Lodge
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J. W. Wright.....Chief Radio Engineer
 H. A. Chinn.....Chief Audio Engineer

Engineering Research and Development Department

Peter C. Goldmark.....Director

Legal Department

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

Mail, File and Mimeograph Department

Albert H. Bryant.....Manager of Mail, File
 and Mimeograph Department

Network Sale Department

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 John J. Karol.....Network Sales Manager
 William J. Fagan.....Administrative Manager
 Allyn Jay Marsh.....Assistant Sales Manager
 Charles E. Midgley, Jr.....Sales Service Manager
 Chicago Office Network Sales, 410 North Michigan
 Avenue

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

Personnel Department

Joseph H. Jackson.....Personnel Manager
 Bennett W. Lowry.....Employment Manager
 Arthur L. Jansen.....Job Analyst

Music Library

Julius Mattfeld.....Director of Music Library