

• • • **ADVERTISING AGENCIES** • • •

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Radio Director.....John Cohan
Art Director.....J. E. Kopp
Acct. Executives.....Martin Newman,
George Bamberger.
Director (Radio Dept.).....John Cohan
Time Buyer (Radio Dept.).....Leona D'Ambry
Writer.....Betty Smith
Radio Accounts Placed—Sunset Oil Co.,
Christopher Candy Co., Mission Paks of
Calif., Zeeman Clothing Co., Tabak of Calif.,
Hollywood Starlight Theatre, Catalina Swim
Suits, Freeman Certi-Fresh Seafood.

HIKSON-O'DONNELL ADV., INC.

350 Fifth Ave., New York 1, N. Y.
BRyant 9-5950

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Vice-President.....S. F. Ellsworth
V.P. & Radio Director...L. B. Van Doren
Vice-President.....A. W. Humm
Secty. & Treas.....W. G. Carmody
Radio Time Buyer.....Kathryn Shanahan
Radio Accounts Placed—Richfield Oil
Corp of N. Y., Sinclair Refining Co.

WILLIAM F. HOLLAND AGENCY

Hotel Sinton, Cincinnati 2, Ohio
Phone MAin 3450

Owner.....William F. Holland
Manager.....D. E. Holland
Production.....E. L. Holland
Art Director.....Emerson Russell
Research.....B. J. Tilmeyer
Copy Chief.....Robert Kappes
Program Dir.....Tom M. George
Continuity.....R. I. Bader
Sales Mgr.....W. F. Holland

**ROBERT HOLLEY AND COMPANY,
INC.**

RKO Bldg., Rockefeller Center, New York
20, N. Y.
Phone CIrcle 6-2850
ABP—PANY

Pres. & Treas.....Robert Holley
Secretary.....Suzanne Hanson
Business Mgr.....Louis M. Totten

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551 Fifth Ave., New York 17, N. Y.
Phone MUrray Hill 2-0850
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Secretary.....C. B. Donovan
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W. K. Dingleline
Director of Radio.....W. P. Smith
Time Buyer.....C. B. Donovan
Television Dir.....W. P. Smith

Branch Office

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

Vice-President.....F. A. Whipple
Radio Accounts Placed—B. C. Remedy
Co., Charles Gulden, Inc., Burnham & Mor-
rill, E. L. Knowles Co. (Rubine), J. A.
Wright & Co. (Silver Polish), The Alkine
Co. (Flem-O-Lyn).

THE H S G ADVERTISING AGENCY

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

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Vice-President.....Everett F. Goodman

Branch Office

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

H. B. HUMPHREY CO.

1235 Statler Bldg., Boston 16, Mass.
Phone Liberty 4714

AAAA—ABP—ANPA—PPA—APA—ABC
Vice-President & Radio Director,

Wm. H. Eynon

Asst. to Radio Dir.....Sally Larkin
Acct. Exec., Dir. Radio & Tele.
Program & Prod., Public
Relations Advisor...Walton Butterfield
Tele Prod.....Walton Butterfield

Branch Office

595 Madison Ave., New York 22, N. Y.
Phone ELdorado 5-1270

Vice-Pres.....H. B. Humphrey, Jr.
Radio Accounts Placed—Eaton Paper Co.,
R. H. Stearns Co., The Christian Science
Monitor, First Church of Christ, Scientist.
Television Account Placed—Wellington
Sears.

**HUTCHINS ADVERTISING
COMPANY, INC.**

42 East Ave., Rochester 4, N. Y.
Phone Main 3528

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Maxwell.

Asst. to Pres.....Raymond P. Weis

Branch Offices

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

Vice-Presidents.....John R. Maxwell,
Max Enelow.

19 W. 44th St., New York 18, N. Y.
Phone MURray Hill 2-0716

Vice-President.....H. Pierson Mapes
1244 Dufferin St., Toronto, Que., Canada

Res. Mgr.....John Bennett
Hollywood, Calif.

Res. Mgr.....Hendrik Booraem, Jr.
Radio Accounts Placed—Philco Corp.,
American Brewing Co., Schuler Potato Chips
Co., Lincoln Rochester Trust Co., McCurdy
& Co., Scranton's.

IVEY & ELLINGTON, INC.

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

ANPA—PPA

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Vice-Presidents.....T. S. Strong,
T. M. Keresev, C. L. Landon, G. F. Mor-
row, H. L. Hodgson, C. R. Marshall.

Radio Dept.

Media Director.....A. G. Graff
Radio Production.....Hal James

Radio Accounts Placed—Bayuk Cigars Inc.,
Sweets Company of America, General Baking
Co., McKesson & Robbins Inc.

JACKSON & COMPANY

49 Worth Street, New York 13, N. Y.
Phone WOrth 4-7005

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Production Manager.....Louis Musto

Art Director.....Lois Hendry
Radio Director & Time Buyer.....Julia T. Lucas

Media Director.....Charles B. Hoffman
Account Executives....Charles F. Schroeder,
Frank B. Tiebout, John Yeagain, T.

Norman L. Hope, Frank H. Phipps, Jr.
Branch Offices

41 Sutter Street, San Francisco 4, Cal.
Phone SUTter 6608

Manager.....J. Stanton
58 East Washington Blvd., Chicago 2, Ill.
Phone ANdover 5263

Manager.....Bruner Tucker

**JOSEPH JACOBS ADVERTISING
& MERCHANDISING, INC.**

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

Pres. & Owner & Radio Time Buyer,
Joseph Jacobs

Treas. & Media Dir.....Richard A. Jacobs

Vice-Pres. & Prod. Mgr.....Morris Unger

Art Director.....Al Rosenberg

Research & Pub. Rel.....Adele Cohen

Copy.....David Epstein

Merchandising.....Henry Levine,
M. P. Bryer, R. Friedman, A. Jacobs.

Director (Radio Dept.).....S. Rubenstein

Talent Buyer (Radio Dept.).....M. Keilson

Script (Radio. Dept.).....J. I. Freedman

THE JESSOP ADVERTISING CO.

Tower Bldg., Akron, 8, Ohio
Phone Franklin 2169

APA—ABP

President.....M. K. Jessop

Vice-President.....Charles A. Jessop

Radio Director.....R. Gilbert

Secretary.....R. D. Moss

Radio Producers.....W. Colman,
D. Glass, J. Blake.

THE RALPH H. JONES COMPANY

Carew Tower, Cincinnati 2, Ohio
Phone Main 3351

APA—NOAB—AAAA—ABP—ANPA—PPA
—ABC

President.....C. M. Robertson, Jr.

Vice-Presidents.....Stanley A. Willer,
James M. Nelson

Secretary.....Elmer A. Vehr

Director (Radio Dept.).....C. M. Robertson, Jr.

Asst. Dir. (Radio Dept.).....Kathryn M. Hardig

Branch Office

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

Manager.....Harry E. Warren

Radio Accounts Placed—Bavarian Brew-
ing Co., The Carter Coal Co., Cincinnati

Street Railway Co., Fifth Third Union Trust
Co., Kroger Co., Cincy Products Co., Miami

Margarine Co., Netherland Plaza Hotel,
Martin Rosenberg Wall Paper Co.

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

360 N. Michigan Ave., Chicago 1, Ill.
Phone Central 5331

APA—NOAB—ANPA—PPA

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V.P. & Gen. Mgr.....Marvin Karms

Vice-President.....Hermin Kastor

Copy Chief.....Ashley Belbin

Radio Dept.

Director of Media.....Robert F. Holman

Manager of Media.....Walter Kniffen

Radio Director.....James H. West

Radio Accounts Placed—Procter & Gamble
Co., International Milling Co.

KASTOR, FARRELL, CHESLEY & CLIFFORD

9 Rockefeller Plaza, New York 20, N. Y.
Phone COLUMBUS 5-6135
ANPA—PPA—NOAB

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Vice Pres.....C. E. J. Clifford
Vice Pres.-Treas.....J. M. Van Horson
Media Director.....J. B. Peters
Radio Director (New York)....J. H. Wright
Branch Office

6331 Hollywood Blvd., Hollywood 28, Calif.
Phone HOLLYWOOD 8148
Radio Director.....Carleton Alsop
Radio Accounts Placed — Drene Shampoo
(Procter & Gamble Co.).

THE JOSEPH KATZ COMPANY

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

President.....Joseph Katz
Vice-President.....Nat C. Wildman
Treasurer.....Charles M. Harrison
Radio Producers & Continuity Writers,
Nat C. Wildman, H. E. Hudgins, Alvan
Sommerfield, Ruth Jaros, Louise Moyer.

Branch Offices

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

Manager.....C. M. Harrison
Director of Radio.....Robert G. Swan

Radio Accounts Placed—American Oil Co.,
Maryland Pharmaceutical Co., Ex-Lax, Inc.,
Arrow Beer, Jests, Inc., Laco & Pompeian
Products, Inc., Gibbs & Company, Inc.,
Baltimore Transit Co.

HENRY J. KAUFMAN & ASSOCIATES

Homer Bldg., Washington 5, D. C.
Phone DISTRICT 7400

ANPA—APA—ABP—NAAN

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

KAYTON-SPIERO CO., INC.

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

President.....Gerald B. Spiero
Vice-President.....Morris Kinzler
Secretary-Treasurer.....Alvin J. Kayton
Time Buyer.....Herman Jacobs
Radio Account Placed—Twentieth Century.
Fox Film Corp., Hurok Attractions, Inc.,
Michael Todd Productions, Rodgers & Hammerstein Productions.

KEELING & CO., INC.

1028 Chamber of Commerce Bldg., Indianapolis 4, Ind.
Phone RILEY 1478

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

KELLY, ZAHRNDT & KELLY, INC.

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

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

KENYON & ECKHARDT, INC.

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

AAAA — ANPA — PPA — ABP — APA

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Dir. of Timebuying.....Frank Palmer
Network Timebuyer.....Mary Dwyer
Spot Timebuyer.....Gin Parham
Dir. Radio Research.....Richard Dunne
Dir. of Continuity...Thomas K. Carpenter
Radio Publicity Dir.....Hal Davis
Dir. Commercial Copy.....Doris Smith
Talent Buyer.....Donald W. Severn
Radio Producers.....Arthur Moore,
Andy Andrews.
Co-Directors of Tele.....Frank Palmer,
Arthur Moore.

Branch Offices

135 S. La Salle St., Chicago 3, Ill.

Phone RAndolph 6470

Vice-Pres. in Charge.....Victor Norton
1257 Penobscot Bldg., Detroit 26, Mich.
Cadillac 3608

ManagerIan Smith
512 Equitable Bldg., Hollywood 28, Calif.
Hillside 8368

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

Manager.....Jack Scanlon
Radio Accounts Placed—Borden Co., Kel-
log Co., Chesapeake & Ohio, Rock City To-
bacco Co., Wesson Oil & Snowdrift Sales
Co., Richard Hudnut, The American Fat
Salvage Com.

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

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

Phone Lexington 2-0025

ABP—ANPA—APA—ABC

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Vice-Presidents.....Samm S. Baker,
Rudolph Wetterau.

Acct. Execs.....Edward Chase,
S. A. Finger, J. Fred Cross.

Science Dr.....Dr. Rolland Main
Time Buyer (Radio Dept.)...E. Thompson
Executives (Radio Dept.)...Samm S. Baker,
S. A. Finger.

Radio & Tel Pro. (Radio Dept.) .S. A. Finger,
Edward Chase.

Radio Accounts Placed—Bathasweet Corp.,
Royal Lace Paper Corp., D. P. Harris Co.
(Rollfast Products), Windsor Wax Co., Inc.,
Grana Watch Corp. of America.

ABBOTT KIMBALL CO., INC.

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

Phone PLaza 3-9600

AAAA—ABP—ANPA—PPA—APA—NOAB

PresidentAbbott Kimball

Radio & Television Departments

Vice-President.....Cecil H. Hackett

Time Buyer.....Miriam Traeger

Branch Offices

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

Phone Franklin 0673

Executive-in-Charge...E. Howard Claypoole

21 West 10th Street, Kansas City, Kans.

Phone Victor 1950

Executive-in-ChargeDavid Mindlin

649 S. Olive St., Los Angeles 5, Calif.

Phone Trinity 7575

Executive-in-ChargeBlaisdell Gates

155 Sansome St., San Francisco 4, Calif.

Phone Exbrook 3288

Executive-in-ChargePhillip Farnsworth

Radio Accounts Placed—Bonne Bell Inc.,
Hornblower & Weeks, Koret of Calif.,

Northam Warren (Peggy Sage, Odorono);
Union Pharmaceutical Co. (Saraka); Mark
Cross.

KIRCHER, HELTON & COLLETT, INC.

321 West First St., Dayton 10, Ohio

Phone 2151

PPA—ABP—ANPA—AAAA—APA

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Treasurer.....C. B. Helton

Secretary.....Robert Collett

Art Director.....Gustave Sigritz

Radio-Tele. Dir.....Herman Land

KLINGER ADVERTISING CORP.

119 W. 57th St., New York 19, N. Y.

Phone Circle 6-3660

President-Radio Account Exec..A. A. Klinger

Secretary, Treas. & Acct. Exec....E. French

Radio Accounts Placed—Madison Long

Island Personal Loan Co., Bill Williams,

Stanback Co., Ltd. (Metrop. area only).

KNOLLIN ADV. AGENCY

105 Montgomery St., San Francisco 4, Cal.

Phone, Sutter 6110

AAAA—APA—ABP

President.....James C. Knollin

Art Director.....Norman Erickson

Space Buyer.....Alice Springer

Account Executives.....Robert H. Knollin,

Thomas J. McNamara, Wm. A. Dunkle,

John L. Hansen.

Branch Office

530 W. 6th St., Los Angeles 14, Cal.

Phone, VAndike 4057

KNOX REEVES ADVERTISING, INC.

600 First National Bank Bldg.

Minneapolis 2, Minn.

Phone Bridgeport 7701

AAAA—ABP—ANPA—APA—NOAB—

PPA—ABC

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Dir. of Media.....K. P. Torgerson

Radio Program Production...H. K. Painter

Radio Script Editor.....E. B. Reeves

Dir. of Research.....Dr. A. R. Root

Dir. of Marketing.....Dr. A. C. Welch

Time Buyer.....K. P. Torgerson

Branch Office

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

Phone MURray Hill 4-3982

ADVERTISING AGENCIES

625 Market St., San Francisco 5, Calif.
Phone SUTter 6744

Radio Account Placed — General Mills, Inc., Pacific Gamble Robinson Co., Midland National Bank.

KOEHL, LANDIS & LANDAN, INC.

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

ABP—ANPA—APA—NOAB—PPA

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Vice-Pres. & Sec. A. A. Landis
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Branch Office

524 Guardian Bldg., Cleveland 14, Ohio
Phone Cherry 1539

Vice-Pres. & Sec. A. A. Landis

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1711 Exchange Bldg., Memphis 3, Tennessee
Phone 5-4343

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Secretary. Homer Gentry
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Account Executive. Warren Billingsley
Account Executive. John Ward
Account Executive. Edmunda McGhee
Time Buyer. Edmunda McGhee

KUDNER AGENCY, INC.

630 Fifth Ave., New York 20, N. Y.
Phone Circle 6-3200

NOAB—ABC—AAAA—ANPA—PPA—ABP
APA—BMB

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Vice-Presidents. E. J. Owens,
Sam D. Fuson, Robert D. Stewart, Hay-
wood Anderson, Schuyler Kudner.
Director of Radio. Myron P. Kirk
Business Manager. Gordon H. Mills
Radio & Tele Producer. Wm. Templeton
Time Buyer. Mary King

Branch Offices

215 Market St., San Francisco, Calif.
Phone Garfield 5433

Executive in Charge. Lloyd Meyers
1370 Kapiolani Blvd., Honolulu 42, T. H.
Holst & Cummings, Ltd.

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

Executive in Charge. Edward Shipper
Albee Bldg., Washington, D. C.

Phone National 5506

Executive in Charge. Frank Getty

Radio Accounts Placed—Network: General Motors; Local: Benson & Hedges; National Spot: U. S. Tobacco.

J. R. KUPSICK ADVERTISING AGENCY, INC.

122 East 42nd St., New York, N. Y.
Phone MUrray Hill 5-9145

ANPA—APA—PPA

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

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

LAKE-SPIRO-SHURMAN, INC.

2800 Sterick Bldg., Memphis 3, Tenn.
Phone 5-1571

APA—ANPA—PPA—SNPA—ABP

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Secretary-Treasurer. M. M. Shurman
Ex. Asst. Chg. Radio Dept. Opr.,

Hugh Murphy

Time Buyers. Mrs. L. Simmons,
Mrs. E. Cullison.

Radio Accounts Placed—Plough, Inc., The Piso Co., Pantaze Drug Stores.

LAMBERT & FEASLEY, INC.

9 Rockefeller Plaza, New York 20, N. Y.
Phone Columbus 5-3721

ANPA — PPA

President. John L. Johnston
Executive V-P. Gordon Seagrove
V. P. General Manager. Frank W. Mace

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

LANDSHEFT, INC.

810 Liberty Bank Bldg., Buffalo 2, N. Y.
CI-7260

ONPA—ABP—NOAB—APA—PPA

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Secretary-Treasurer. Vera H. Landsheft
Acct. Execs. Henry L. Barber,
Neil A. Gallagher

Production Manager. E. T. Drullard
Office Manager. R. Nitschke

Radio Dept.

Henry L. Barber, C. Corritore.

Radio Accounts Placed — Fairmont Creamery, Co., Kendall Refining Co., Liberty Bank of Buffalo, Loblaw Groceries.

LANG, FISHER & STASHOWER, INC.

1010 Euclid Ave., Cleveland 15, Ohio
Phone Main 6579

AAAA—ANPA—PPA—NOAB—APA

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Vice President-Secretary.....A. B. Fisher
Vice President-Treasurer..Fred P. Stashower
Vice President.....Richard P. Dodds
Vice Pres. Service Director..Martin J. Cohn
Radio Director.....A. B. Fisher

Radio Accounts Placed—Yellow Cab Co., Cleveland Browns, The Texas Co., Grand Home Appliance Co., Cleveland Transit System, Brewing Corp. of America, Miller-Becker Co., World Publishing Co.

LA ROCHE & ELLIS, INC.

247 Park Ave., New York 17, N. Y.
Phone PLaza 5-7711

OAAA—AAAA—ANPA—PPA—APA

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President.....Sherman K. Ellis
Executive V.P.....C. E. Staudinger
V.P. Chg. Copy.....Crane Haussamen
V.P. Chg. Media.....E. S. Pratt
V.P. Chg. Art.....Gene Davis
V.P. Chg. Mdse.....Ross Potter
V.P. Chg. Research.....D. E. Robinson
Dir. of Research.....Crawford Paton

Radio Dept.

Vice-President.....William R. Stuhler
Asst. to Mr. Stuhler.....Ellis Sard

Branch Office

141 W. Jackson Blvd., Chicago 4, Ill.
Phone Harrison 8612

V.P.....John F. Price
Radio Accounts Placed—Quaker Oats Co., Aunt Jemima Pancake Flour, Muffets, Pennsylvania Salt Co.

LAUESEN & SALOMON

520 No. Michigan Ave., Chicago 11, Ill.
Phone SUperior 0738

APA—ANPA—PPA—ABP

President.....A. M. Salomon
Account Executives.....Wendell Walker,
M. H. Sellhorn
Production Manager.....D. L. Cuttie
Art Director.....H. Bolling
Radio Accounts Placed—Foley & Co., Imperial Credit Co.

AL PAUL LEFTON CO., INC.

1617 Penna. Blvd., Philadelphia 3, Pa.
Phone RIttenhouse 1500

ANPA—APA—NOAB—PPA

President.....Al Paul Lefton
Vice-President & Treas.....H. S. Loucheim
Vice-Presidents.....G. W. Wolfsten,
P. Brown

Acct. Executives.....T. A. Ballantyne,
J. Jensen

Art Director.....H. Genske
Art Director.....A. R. Hillier
Space Buyer.....Edith Righter
Production Manager.....B. M. Harvison
Production Manager.....W. H. Austin
Radio Director.....S. Carl Mark
Radio Dept. Assts.....R. G. Browne,
G. W. Wolfsten

Branch Offices

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

Vice-Presidents.....R. J. Herts,
M. S. Gladstone, R. J. Misch
435 N. Michigan Ave., Chicago 11, Ill.
Phone Superior 9511

V.P.-Manager.....E. G. Foreman, Jr.

Radio Accounts Placed — Atlantic City Racing Assn., Beneficial Management Corp. (California & Newark), Blaw-Knox Company, Boyle-Midway, Inc., Cedar Point Trotting Assn., Crawford Clothes, Inc., Dupli-Color Products Co., Empire City Racing Assn., Garden State Racing Assn., A. Goodman & Sons Inc., Goshen Mile Track Assn., Kurley Kate Corp., Loft Candy Corp., Marshall Drug Co., Inc., Martinson, Joseph, & Co., Meadow Brook Club, Metropolitan Jockey Club, Old Country Trotting Assn., Inc., Pal Blade Company, Inc., Phila. Electric Company, Phila. Suburban Transportation Co., Pilot Radio Corp., Rum & Maple Tobacco Corp., Sharpless Hender Ice Cream, Shattuck, Frank G., Co., Spiegel, Inc., Stern, L. & H., Inc., Tickle, Arthur, Engineering Works, Inc., Triangle, Inc. (Daily Racing Form, Seventeen Magazine), Yellow Cab Co. of Phila. & Camden.

LEIGHTON & NELSON

202 State St., Schenectady 5, N. Y.
Phone 6-4202

ABP—PPA—ANPA

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

Radio Accounts Placed—Saratoga Racing Assn., William W. Lee & Co., The Stanton Brewery, Inc., Saratoga Vichy Springs Co., Rudolph Bros., D'Jimas Furs, Colonial Ice Cream Co., Union-Fern Furniture Chain, Hershey Beverage Co., Industrial Bank of Schenectady.

LENNEN & MITCHELL, INC.

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

AAAA — ANPA — PPA — APA — NOAB

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Exec. V.P. & Gen. Mgr.....Ray Vir Den
V.P. Chg. Radio.....Mann Holiner
Vice-Pres. & Secy.....Reginald Townsend
Vice-President.....Philip J. Kelly
Treasurer & Controller...Barron R. Proctor
New Business.....Porter Bibb
Associate Copy Chief.....William Todd
Radio Copy Chief.....Peter Keveson
V.P. Chg. Media.....Catherine V. Parker
Space Buyer.....Arthur U. Ude
V.P. Chg. Production....Michael J. Madar
V.P. & Exec. Art Dir.....Hans Sauer
Art Consultant.....Clark Agnew
Art Directors.....John DeNero,
Sanford Gerard
Radio Time Buyer.....Virginia Butler
Research Director.....Todd B. Franklin
Television Producers.....Mann Holiner,
Ted E. Sherdeman

Branch Offices

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

V.P. Chg. Radio.....Mann Holiner
Program Director.....Ted E. Sherdeman
Business Manager.....William L. Card

Radio Accounts Placed—American Car and Foundry Company, Cagney, William, Productions, Inc., Calvert Distillers Corp., Carstairs Distilling Co., Inc., Dell Publishing Co. (Modern Screen Magazine), Lehn & Fink Products Corporation, P. Lorillard Company, Maxson Food Systems, Inc., Jacob Ruppert Brewery, Scripps-Howard Newspapers, Swedish American Line, Tide Water Oil Company.

TED LEVY ADVERTISING AGENCY

Temple Court Bldg., Denver 3, Colorado
Phone CHerry 4521-2

ABP — ANPA — APA

President.....Ted Levy
Production Manager.....William Robertson

Radio Dept.

Radio Director.....Barbara D. Aiton

A. W. LEWIN CO., INC.

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

AAAA—ABP—ANPA—PPA—APA

Partners.....A. W. Lewin,
S. M. Weiss

Vice-President.....Max Green
Art Director.....Don Waterbury
Asst. Art Directors...Leslie Kay, Ed Almgren

Space Buyer.....H. H. Dyrsen, Jr.
Traffic Manager.....S. Levin
Auditor.....E. R. Bader
Acct. Executives.....John Herrmann,
Louis Sobolof, William Irving, Archie
Foster, S. B. Mandell, Maurice Marks

Branch Office

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

Radio Accounts Placed—National Spot:
Harvel Watches, June Dairy Products Co.,
Doggett Pfeil Co.

ADDISON LEWIS & ASSOCIATES

1414 Foshay Tower, Minneapolis, Minn.
Phont AT 6235

ABP—ANPA—PPA—NOAB—APA

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

Radio Accounts Placed—Minneapolis-Hon-
cywell.

**LEON LIVINGSTON ADVERTISING
AGENCY**

Mills Bldg., San Francisco 4, Calif.
Phone Sutter 7340

AAAA—ABP—ANPA—PPA—NOAB

General Partner.....Leon G. Livingston
General Partner.....W. C. Day
General Partner.....Robert E. Akey
Time Buyer.....Z. Samson

Branch Office

37 Wall St., New York 5, N. Y.
HANover 2-0740

General Partner-Mgr.....E. B. Krough
Time Buyer.....M. Meighan

Radio Accounts Placed—Colgate-Palmolive-
Peet (Peet's Granulated Soap), Nestle's Milk
Products, Inc., Haas Bros., Morris Plan of
California, Wells Fargo Bank & Union Trust
Co., California & Hawaiian Sugar Refining
Co.

**LLOYD, CHESTER & DILLINGHAM,
INC.**

9 Rockefeller Plaza, New York 20, N. Y.
Phone Circle 5-8800

ANPA—PPA—NOAB—ABP—APA—ABC

President.....Laurence M. Lloyd
Vice-Pres. & Secty.....Charles F. Pietsch
Vice-Presidents.....Robert S. Hutz,
Harvey N. Volkmar

Treasurer.....John J. Hagan
Art Director.....M. H. Kates
Production Manager.....William T. Kaleb

Radio Dept.

Radio Director-Producer.....Robert S. Hotz
Time Buyer.....John J. Hagan

V. R. Bliss, J. H. Caro, Montgomery N.
McKinney, Edward Earnstein.
Radio Director.....V. R. Bliss

**LOCKWOOD - SHACKLEFORD AD-
VERTISING AGENCY**

122 East 7th St., Los Angeles 14, Calif.
Phone Trinity 9801

ANPA—NOAB—APA

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

Television Producer.....Lou Holzer

Branch Offices

6233 Hollywood Blvd., Hollywood 28, Calif.
Phone Gladstone 6131

75 East Wacker Drive, Chicago 1, Ill.
Phone Franklin 4883

420 Madison Ave., New York 17, N. Y.
Phone PLaza 3-5412

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

LOGAN & ARNOLD

621 S. Hope St., Los Angeles, Calif.
Phone Trinity 8194

ANPA—AAAA—PPA—APA—ABP

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

THE W. E. LONG COMPANY

155 North Clark St., Chicago 1, Ill.
Phone Randolph 4606

ANPA—NOAB

President.....L. R. Wolfe
Director of Radio.....E. J. Sperry
Office Manager.....C. T. Swceny
Supervisor of Syndicated Programs,
Robert S. Graham

Hollywood Supervisor of Trans...Paul Quan

Radio Accounts Placed—Agency is a spe-
cialist in wholesale baker advertising, also
“1996” service for radio stations.

EARLE LUDGIN & CO.

121 West Wacker Drive, Chicago 1, Ill.
Phone Andover 1888

ANPA — ABP — PPA — APA

Partners.....Earle Ludgin.

MACE ADVERTISING AGENCY, INC.

507 Lehmann Bldg., Peoria, Ill.
Phone 7197

ANPA—ABP—APA—NAAN

President.....J. F. Fellay
Trea. & Radio Time Buyer.....Jay J. Keith
Secretary.....Olga Rummel
Production Mgr.....E. M. Pippen
Radio Accounts Placed—Keystone Steel &
Wire Co., Consolidated Products Co., Schultz,
Bausan & Co.

MacFARLAND, AVEYARD & CO.

333 North Michigan Ave., Chicago 1, Ill.
Phone Randolph 9360

ANPA—PPA—ABP—APA—NOAB

President.....Hays MacFarland
V.P. & Gen. Mgr.....Allen B. Dicus
Vice-President.....M. A. Jennings
Secty-Treas.....L. Peters
Media Director.....M. C. Drake
Time Buyer.....M. C. Drake

Branch Office

10 Rockefeller Plaza, New York 20, N. Y.
Circle 6-2890

Exec. V.P.....A. E. Aveyard
Gen. Mgr.....George MacGovern
Time Buyer.....James Sheldon

Radio Accounts Placed—Network: Nat'l
Board of Fire Underwriters; National Spot:
Omar, Inc., Zenith Radio Corp., Jacques Mfg.
Co., Ready Foods Canning Corp.

**MacLAREN ADVERTISING CO.
LTD.**

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

CBA—CAAA—CRNA—CWNA—
CNN & PA

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

Radio Dept.

C. M. Pasmore, M. Rosenfeld,
H. H. O'Connor, Hugh Horler
V. D. L. Dyer

Branch Offices

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

E. H. H. Smith, Nolin Trudeau

911 Electric Ry. Chambers,
Winnipeg, Man., Canada
Phone 26-622

Office Manager.....E. P. Thompson

305 Province Bldg., Vancouver, B. C., Can.
Phone Marine 6268

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

Radio Accounts Placed—Network: Gillette Razor Co., Imperial Oil, Ltd., Tuckett, Ltd., Peoples Credit Jewellers, S. F. Lawrason Co., Dalglish (Ont.) Ltd.; National Spot: Norma Electric, Frederick Stearns & Co., Trimz Co. of Canada, Ltd., Henry W. Wampole & Co., Ltd., Bulova Watch Co., Peoples Credit Jewellers, Tuckett, Ltd.

MAKELIM ASSOCIATES

32 W. Randolph St., Chicago 1, Ill.
Phone STate 5764

ANPA—ABP

Pres. & Treas.....Hal R. Makelim
Asst. Treas.....Lillian Nelson
V.P.-Planning Board.....Edwin B. Self
Art Dir.-Prod. Mgr.....Edward C. Rohrs
Secy., Asst. Time & Space Buyer,

M. C. Newman

Dir. Public Relations..Richard M. Canning
Acct. Executives.....Hal R. Makelim,
Milton C. Neil, Edwin B. Self, Arthur
W. Turner, Richard M. Canning

Branch Offices

20 Cortlandt St., New York 7, N. Y.
Phone COrtlandt 7-3813

Pres. & Treas.....Hal R. Makelim
Vice Pres.....Arthur W. Turner

9176 Sunset Blvd., Hollywood 46, Calif.
Phone CRestview 6-3103

Pres. & Treas.....Hal R. Makelim
Vice-Pres.-Planning Board...Edwin B. Self
Vice-Pres.....Milton C. Neil
Production.....Anthony J. Strobl
Dir. Pub. Relations....Richard M. Canning
Publicity-Radio Dept.....A. C. Bernstein

Radio Accounts Placed—Albro Metal Products Co., American Musical Products Co., Andersen's Ready to Serve Frozen Foods, The Baico Plan, Bert Green Clothiers, Bex Company of America, Case-Swayne Packing Co., Cavadel Industries, DeLuxe Record Co., Florsheim Shoe Co., Great Eastern Fire Ins. Co., Gum Laboratories, Inc., Heat Exchanger Engineering, Inc., Holton & Adams, McGlynn Hays & Co., Memo Products Co., Oak Ridge Antenna Co., Para Equipment Co., Seely Carlton House, Socialite Cosmetics, Inc., Sweets Laboratories, Inc., Valley Inn, Video Television Co.

MALCOLM - HOWARD ADVERTISING AGENCY

20 East Jackson Blvd., Chicago 4, Ill.
Phone Webster 2110

ABP—ANPA—PPA—APA

Owner-Chief Account Executive.....
Arthur M. Holland

Account Executive.....H. A. Barkun

Account Executive.....M. G. Holland

Radio Dept.

Radio Director.....Arthur M. Holland

Producers...Ray Freedman, Allan Sweetow

Writers.....Ruth Hudson,

Nikki Kaye, Denise Howard

Radio Accounts Placed—Dad's Root Beer, Cimino Wines, Chicago Horse Show, Chicago Daily Times, Rubin's Apparel, Hollands Jewelry, Newart's, Chicago Coliseum, Armory, Arcadia Gardens, Fiji-Oil Shampoo, Joy Candies, General Shows (Sports), Keeley Beer, Wrigley Field Rodeo, Belmont Rugs, Miller-Hart, Packers, 6-Day Bike Race.

DAVID MALKIEL ADVERTISING AGENCY

260 Tremont St., Boston 16, Mass.
Phone Liberty 1421-23

ANPA—ABP—PPA—APA—NOAB

OwnerDavid Malkiel

Production Manager.....Richard Brugman

Radio Director.....Harry Kadis

Art Director.....Harry Lawrence

Asst. Art Dir.....Al Meahn

Secretary.....Martha Brest

Acct. Executives.....Martin Kadis.

Harry Weinbaum, Sydney Berenson

Checking Dept.....Ronnie Glick

Statistical Dept.....Bernice Greenberg

Radio Accounts Placed—Paramount Baking Co., Steuben's Restaurant, Canadian Ace Ale, Serta-White Cross Co., Lithuanian Society, Royal Crown Cola, Monastery Wines, Belmont Furn., Richard Clothes, Inc., Clearweave Hosiery.

MANSON-GOLD ADVERTISING AGENCY

1004 Marquette Ave., Minneapolis 2, Minn.
Phone GENEva 9619

APA

Account Executive.....D. P. Nathanson

Account Executive.....Meyer Gold

Account Executive.....Jean Hadley

Account Executive.....Bruce Sielaff

Radio Dept.

Radio Director.....D. P. Nathanson

Time Buyer.....Jean Hadley

Talent Buyer.....Bruce Sielaff

Producers.....D. P. Nathanson,
Jean Hadley

Television Dept.

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

MARSCHALK & PRATT COMPANY

535 Fifth Ave., New York 17, N. Y.
Phone VAnDerbilt 6-2022

ANPA—PPA—ABP—APA—AAAA—NOAB
Partners.....Harry C. Marschalk,
G. A. Poetschke, S. H. Giellerup, S. L.
Meulendyke

Director of Radio.....Curt Peterson
Asst. to Dir.....E. J. Whitehead
Television Director.....John R. Allen

Radio Account Placed—Standard Oil Co.
of N. J., The Esmond Mills, Inc., Metal Tex-
tile Corp., *Television Accounts Placed*—
Standard Oil Co. of N. J.

J. M. MATHES, INCORPORATED

122 East 42nd St., New York 17, N. Y.
Phone LExington 2-7450

ABP—ANPA—PPA—SNPA

President.....J. M. Mathes
Treasurer.....A. E. Cox
Secretary.....Carle Rollins
Vice-Presidents.....Lester Loh,
Wilfred S. King, W. T. Okie.

Director of Radio.....John Bates
Time Buyer.....Edna Cathcart

Radio Accounts Placed — Ludens, Inc.,
Canada Dry Ginger Ale & Spur, Interna-
tional Salt Co., Pure Foods (Herbox), Pan-
American Coffee Bureau, Burlington Mills,
Dura-Gloss.

JOSEPH MAXFIELD COMPANY

87 Weybosset St., Providence 3, R. I.
Phone GAspee 4456-7

ABP—ANPA

President.....Joseph M. Finkle
Vice-Pres.....Archie M. Finkle
Treasurer.....Bruno Schnabel
Copy Chief.....John Rigor
Time Buyer.....Joseph M. Finkle
Radio Director.....Archie M. Finkle

Radio Accounts Placed—Candy Mart Stores,
Inc., Eclipse Food Products Corp., National
Glass Co., Shiloh Bottling Co., Apex Tire,
Inc., Berry Clothing Co., Eastern Scientific
Co., Lincoln Trust Co., Low Supply Co.,
Progress Ice Cream Co., I.C.T. Bus Co.,
Stadium Motor Sales Co., Continental Im-
porting Co., Cranston Loan Co., Fain's, Inc.,
Charles T. Heilborn Shoe Co., Union Street
Railway Co.

MAXON, INC.

2761 E. Jefferson Ave., Detroit 7, Mich.
Phone Fitzroy 5710

President.....Lou R. Maxon
Vice-President.....Scarle Hendee
Treasurer.....W. I. O'Neil
Secretary.....G. Reginald McKiel
Radio-Television Dept.....Ed Wilhelm,
P. Pumphrey (N. Y. Office)

Branch Offices

570 Lexington Ave., New York 22, N. Y.
Phone Eldorado 5-2930

Vice-President In Charge....Hugh McKay
919 N. Michigan Ave., Chicago 11, Ill.
Phone Delaware 3536

Vice-President.....L. J. Sholty
Radio Accounts Placed — Gillette Safety
Razor Co.

THE MAYERS COMPANY

1240 S. Main St., Los Angeles 15, Calif.
Phone PRespect 0101

NOAB—ANPA—FAAG—APA

Principals.....Henry Mayers,
J. R. Mayers, Arthur Mayers
Radio Director.....J. C. McCormick
Writer-Producer.....Dal Williams

Radio Accounts Placed—Southern Cali-
fornia Telephone Co., Fifth Street Store, Rose
Peanut Butter, Grand Central Market, Penn-
zoil Co., Hendan Shirts, Hoffman Candy Co.,
Muller Bros., Sears, Roebuck & Co., Fire-
stone Stores, California Bank, Coulter's.

McCANN-ERICKSON, INC.

50 Rockefeller Plaza, New York 20, N. Y.
Phone Circle 5-7000

AAAA—ANPA—PPA—ABP—NOAB—
ABC

President.....H. K. McCann
Chairman of Exec. Comm. Harrison Atwood
Exec. Vice-Pres.....Carl B. Robbins
Vice-Pres. and Manager of New York

Office.....L. S. Briggs
Vice-Presidents (N.Y.)...Harrison Atwood,
R. M. Alderman, J. L. Deane, L. E. Firth,
Edward B. Graham, Marion Harper, Jr.,
C. A. Hoppock, Daniel W. Keefe,
Howard Korman, Myron Lechner, E. D.
Madden, J. J. McCarthy, W. E. McKeachie,
H. A. Mitchell, C. A. Posey, R. W.
St. Hill, John H. Tinker, Jr., R. E.
Thompson, E. F. Wilson.

Secretary-Treas.....John L. Anderson
Vice-President in charge of Research,
Marion Harper, Jr.

(Radio Executives)

Vice-President in charge of Radio,
Lloyd O. Coulter
Executive Assistant to L. O. Coulter,
Lawson Paynter
Vice-President in charge of Programs,
Russ Johnston

• • • ADVERTISING AGENCIES • • •

Senior Producers.....Dorothy B. McCann,
Neil Reagan, Glan Heisch
Director of Time Buying and Station
Relations.....William C. Dekker
Director of Radio Copy..William A. Franchy

Branch Offices

Chicago Office
910 South Michigan Ave., Chicago, Ill.
Phone Webster 3701
Vice-President-Manager...Homer Havermale
Vice-Presidents.....John Jameson,
Walter C. Krause, A. W. Sherer, H. G.
Smith, Sidney A. Wells

Cleveland Office
1300 Guardian Building, Cleveland 14, Ohio
Phone Cherry 3490
Vice-President-Manager.....A. A. Sommer

Detroit Office
2280 Penobscot Building, Detroit 26, Mich.
Phone Randolph 9710
Vice-President-Manager.....D. C. Hight

Hollywood Office
6331 Hollywood Blvd., Hollywood 23, Calif.
Phone Hillside 8268
ManagerAugust Bruhn
Production Dir.....Neil Reagan

Los Angeles Office
448 South Hill Street, Los Angeles, Calif.
Phone Mutual 1181
Vice-President-Manager.....Burt Cochran

Minneapolis Office
1000 Hodgson Building, Minneapolis 1, Minn.
Phone Bridgeport 6801
Vice-President-Manager.....Jackson Taylor
Vice-Presidents.....Victor Lowrie,
John Pidgeon

San Francisco Office
114 Sansome St., San Francisco, Calif.
Phone Douglas 5560
Vice-President-Manager.....H. Q. Hawes
Vice-Presidents.....M. S. Achenbach,
Roswell Mochran, Clarence Hestorff, F.
H. McCrea, Robins Milbank, C. F.
Ohliger, C. E. Parsons

Portland Office
1308 Public Service Bldg., Portland, Ore.
Phone Atwater 4305
Manager.....R. B. Calkins

Boston Office
31 St. James Ave., Boston 16, Mass.
Phone Liberty 5468
Vice-President-Manager Watson M. Gordon

Radio Accounts Placed—New York: Chese-
brough Mfg. Co., Columbia Recording Corp.,
Fawcett Publications, Inc., Gruen Watch Co.,
National Biscuit Co., Pacific Coast Borax
Co., Pearson Pharmaceutical Co., Pharma-Craft
Co., Stromberg-Carlson Co., Stanco, Inc.,
Westinghouse Electric Corp.
Chicago: International Harvester Co.,

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

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

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

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

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

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

Boston: John Hancock Mutual Life In-
surance Co.

R. E. McCARTHY ADVERTISING AGENCY

1002 Tampa Theater Bldg., Tampa 2, Fla.
Phone M-2323

PANY—SNPA—PPA

President.....R. E. McCarthy
Secretary.....M. C. Benito
Treasurer.....Louis Benito
Time Buyer:.....R. E. McCarthy
Radio Producers.....R. E. McCarthy,
G. Carlton Fuchs, Richard W. Marsh
Radio Accounts Placed—Southern Brew-
ing Co., Peninsular Telephone Co., Pioneer
Tire Co., W. S. Badcock Corp., Borden's
Dairy.

McJUNKIN ADVERTISING CO.

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

AAAA—ANPA—PPA—NOAB—APA—ABC
President.....Gordon Best
Vice-Presidents.....Roy M. Kirtland,
Leroy A. Kling, Willard E. Stevens
Manager, Radio Dept.....Robert V. Suerth
Radio Accounts Placed—Chef Boy-Ar-Dee
Quality Foods, Inc., Carey Salt Co., Schulze
and Burch Biscuit Co., Comfort Manufac-
turing Co.

McKEE & ALBRIGHT, INC.

1400 South Penn Square, Philadelphia 2, Pa.
Phone Locust 7-4737

ANPA—PPA—APA—OAAA

President.....Roy J. McKee
 Vice-President-Treasurer..David R. Albright
 Vice President-Radio Director,
 James A. McFadden
 Radio Producer.....Robert L. Redd
 Time Buyer.....Evelyn Walmsley
 Vice-President-Merchandising,
 Howard H. Yaw
 Secretary.....T. E. Libby
 Radio Director.....James A. McFadden
 Time Buyer.....Evelyn Walmsley
 Radio Producer.....Robert L. Redd

Branch Office

1428 RCA Bldg., New York 20, N. Y.
 Phone COlumbus 5-2058

715 Equitable Bldg., Hollywood 28, Calif.
 Phone Hollywood 8363

Producer.....Robert L. Redd
Radio Accounts Placed—Scaltest, Inc.,
 Western Maryland Dairy, Southern Dairies,
 Chestnut Farms-Chevy Chase Dairy, Breyer
 Ice Cream Company, Quaker City Choc. &
 Conf. Co., Inc., Philadelphia & Reading Coal
 and Iron Co., Mogfias Ice Cream, Pratt Food
 Co.

McKIM ADVERTISING LIMITED

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

ANPA—APA

President.....Major James M. Baxter
 Radio Director.....E. W. Brodie
 Secretary-Treasurer.....J. W. Thain

Branch Offices

320 Bay St., Toronto, Ont., Canada
 Phone Elgin 5351

Manager.....Major James M. Baxter
 Paris Bldg., Winnipeg, Man., Canada

Manager.....A. A. Brown
 514 Province Bldg.,
 Vancouver, B. C., Canada

Manager.....H. S. Watson
 376 Strand, W. C. 2, London, England
 Manager.....Ian Wallace

MELAMED-HOBBS, INC.

400 Second Ave. So., Minneapolis 1, Minn.
 Phone Bridgeport 1225

ABP—ANPA—PPA—OAAA—NOAB—SAA

President-Treasurer.....Louis Melamed
 Secretary.....M. O. Gooder
 Acct. Execs.....Ralph W. Hobbs,
 Lorne R. Moodie, R. S. Nelson

Time Buyer.....Frank Johns
 Radio Producer.....Paul A. Sevarcid

Branch Offices

E-906 First National Bank Bldg., St. Paul 1,
 Minn.

Phone Garfield 7662

Manager.....E. T. Holmgren

333 N. Michigan Ave., Chicago 1, Ill.
 Phone State 9522

Manager.....H. C. Lewis
Radio Accounts Placed—Chocolate Prod-
 ucts Co., Conrad Fur Company, Good Foods,
 Inc., Griggs Cooper & Co., Hilex Company,
 Kuehn-Pearson Company, Lan-O-Sheen, Inc.,
 Minnesota Farm Bureau Federation, Minne-
 sota Farm Bureau Service Co., Milk Founda-
 tion of Minnesota, Minnesota State Federa-
 tion of Labor, Montgomery Ward & Co.,
 Regan Bros. Company, Sanitary Food Mfg.
 Co.

ARTHUR MEYERHOFF & CO.

410 N. Michigan Ave., Chicago 1, Ill.
 Phone Delaware 7860

ANPA—PPA—AAAA—ABP—NOAB

General Manager.....Arthur E. Meyerhoff
 Financial Manager.....J. H. Hildebrandt
 Director of Radio.....Kenneth L. Robinson
 Radio Space Buyer.....Annette Kennelly
 Copy Chief.....M. E. Chon
 Acct. Executives.....R. J. Rosenthal,
 John Lemmon, Mark Aisner, George
 Taylor, Louis Bass, R. M. Singer, Jr.,
 Alfred P. Beacom, Jr.

Television Producer...Kenneth L. Robinson

Branch Office

759 N. Milwaukee St., Milwaukee 2, Wis.
 Phone Marquette 3144

Manager.....George Grabin
Radio Accounts Placed—Wm. Wrigley Jr.
 Co., Illinois Meat Co., Balm Barr, Krank's
 Shave Kream, Mutual Benefit Health & Acci-
 dent Assn. of Omaha, Whiz & Pecan Pete
 Candy Bars, Lotshaw Body Rub.

C. L. MILLER COMPANY

521 Fifth Ave., New York 17, N. Y.
 Phone MUrray Hill 2-1010

ANPA—PPA—APA—NOAB

President.....C. L. Miller
 Sec'y & Ass't Treasurer-Radio Director
 George Carhart

Branch Office

333 N. Michigan Ave., Chicago, Ill.
 Phone Central 1640

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

DAN B. MINER CO.

250 Chamber of Commerce Bldg.
 Los Angeles 15, Calif.
 Phone Richmond 3101

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

President.....Dan B. Miner

ADVERTISING AGENCIES

Vice-Presidents.....John C. Morse,
Alfred Rooney, I. M. Greer
Secretary-Treasurer.....M. R. Sweeney
Account Executive....Daniel W. Layman, Jr.
Radio Director.....B. B. Struble
Radio Copy.....Sam Godfrey
Time Buyer.....Marie Mazzulla

Branch Offices

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

EMIL MOGUL CO., INC.

250 West 57th St., New York, N. Y.
Phone, COlumbus 5-2482

ABP—ANPA—PPA

President.....Emil Mogul
Executive Vice-President.Charles Rothschild
Asst. to President.....Lester Loeb
Copy Chief.....Myron Mahler
Research Director.....Horace Schwerin
Creative Head.....Sidney Senzer
Space Buyer.....Jack Szerlip
Production Manager.....Joseph Tremarco
Art Director.....Robert Wilson

Radio Dept.

Radio Director.....Emil Mogul
Program Director.....Sydney Rubin
Time Buyer.....Helene Munroe
Television Production.....Lester Loeb
Radio Accounts Placed—Barney's, National Shoes, Sterling, Inc., Napa Valley Grape Prod., Ronzoni Macaroni, Gem Oil, Inkograph, Inc., Adler Shoes, Esquire Boot Polish, O. D. Wonder Wash, French Kettle Onion Soup. *Television Accounts Placed*—Adler Shoes.

THE CHESTER C. MORELAND CO.

1104 Times-Star Tower, Cincinnati 2, Ohio
Parkway 1178

PPA — ABP — ANPA

President.....Chester C. Moreland
Secretary.....Walter H. Strauss
Radio Director.....Carl Press
Radio Accounts Placed—Rainbo Baking Co., Coney Island Amusement Co., Coca-Cola Bottling Co., Adam Wucst (Mattresses), Cincinnati Times-Star.

RAYMOND R. MORGAN CO.

6362 Hollywood Blvd., Hollywood 28, Calif.
Phone Hempstead 4194

ANPA—PPA—APA—NOAB

President.....Raymond R. Morgan
Executive Vice-President.....R. C. Temple
Radio Director.....James C. Morgan

Branch Offices

701 Loew's Warfield Bldg., 988 Market St.,
San Francisco, Calif.
Phone Greystone 2851

Manager.....Porter F. Anderson

Affiliate

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

Representatives.....M. Lewis Goodkind,
Clyde Joice

Radio Accounts Placed—J. A. Folger & Co., Kerr Glass Mfg. Co., Planters Nut & Chocolate Co., Los Angeles Soap Co., Samuel B. McKee.

MORSE, INTERNATIONAL, INC.

122 East 42nd St., New York 17, N. Y.
Phone MUrray Hill 7-7200

PPA

Chairman of the Board.....Allan T. Preyer
President.....Mansfield F. House
Vice-President & Creative Dir.,

A. R. Beverley-Giddings

Treasurer.....M. K. Burckett
Dir. of Media.....Herbert G. Selby
Exec. Art Dir.....A. K. Burwinkle
Mechanical Prod. Mgr.....E. H. Puletz
Director of Marketing.....L. E. Pickett
Copy Chief.....J. D. Lucas
Art Director.....J. J. Misley
Export Media Director.....Aurora Blando
Account Execs.....H. G. Selby,
Emory Ward, E. R. Korth, L. Wisser,
H. Woodworth, M. K. Burckett

Radio Dept.

Manager.....Chester C. Slaybaugh
Time Buyer.....Morton G. Bassett
Dir. of Radio Prod.....John T. Mitchell

Radio Accounts Placed—Vick Chemical Co., Prince Matchabelli, Inc., Alfred D. McKelvy Co., The Sofskin Co., John G. Paton Co., Inc.

MOSELLE & EISEN

ADV. AGENCY

522 Fifth Ave., New York 18, N. Y.
Phone, MUrray Hill 2-2651

PPA—APA

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

MOSS ASSOCIATES

415 Lexington Ave., New York 17, N. Y.

Phone MUrray Hill 7-7377-8

ABP—PANY—APA—ANPA

Partner.....Joseph H. Moss
Copy Chief.....Charles D. Beckman
Space Buyer.....Betty Math
Production Head.....I. Stephen Simon
Art Director.....Richard W. Bridges
Radio Accounts Placed—Harman Watch Co., Ybry Perfumes.

MOSER & COTINS, INC.

10 Hopper St., Utica 3, N. Y.

Phone Utica 4-6141

ABP—ANPA—PPA—NOAB—APA

Pres. & Treas.....A. S. Cotins
Vice-President.....James N. Brown
Vice-President.....Hugo W. Glaser
Vice-Pres.-Art Director.....A. M. Huntington
Secretary.....Lyle B. Reigler
Space Buyer.....Miss L. B. Mang
Production Managers....Frederick Michel,
C. W. Gihson

Branch Office

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

Radio Accounts Placed—West End Brewing Co.

NATIONAL EXPORT ADVERTISING SERVICE, INC.

405 Lexington Ave., New York 17, N. Y.

Phone MUrray Hill 9-6835

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

Associate Offices In:

Cuba, Mexico, Venezuela, Colombia,
Brazil, Argentina, South Africa,
India, Chile, Sweden, New Zealand, Australia
Radio Accounts Placed—Carter Products,
Inc., H. J. Heinz Co., Lambert Pro-Ply-Lac-
Tic, Lever Bros. Co., Quaker Oats Co., Wm.
R. Warner Co.

NEEDHAM, LOUIS & BRORBY, INC.

135 S. LaSalle St., Chicago 3, Ill.

Phone State 5151

AAAA—ANPA—PPA—NOAB—APA—
ABC—BMB—ABP

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Vice-Presidents.....John J. Louis,
Melvyn Brorby, W. Raymond Fowler,
Harry E. Phelps, William D. Horne,
William P. Bager, William R. Kinnaird,
William H. Ohle
Vice-President, Media & Markets
Otto R. Stadelman
Vice-President, Research.....Keo Currie
Secretary-Treasurer.....Max D. Anwyl

Radio Director, Chicago Office..Alan Wallace
Radio Manager-Producer, Hollywood

OfficeFrank Pittman
Prod.-Dir., Hollywood Office.....Frances
Van Hartesveldt

Spot Time Buyer.....Jane McKendry

Branch Office

1620 North Vine St., Hollywood 28, Calif.

Phone Granite 7186

Manager.....Frank Pittman

Radio Accounts Placed: Kraft Food Co.
(The Great Gildersleeve), S. C. Johnson &
Son, Inc. (Fibber McGee and Molly), Swift
& Co. (Swift's Cleanser), Wieboldt Stores,
Inc. (Local), Derby Foods, Inc. (Sky King),
Swift & Co., (Swift's Ice Cream—Spot).

NEFF-ROGOW, INC.

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

Phone Circle 7-4230

President.....William Rogow
Acct. Exec.-Time Buyer....William Rogow
Copy Chief.....Stewart P. Brown
Personnel Director.....Harriet Barnett
Radio Accounts Placed—Melville Shoe
Corp., Sears Roebuck & Co., Joseph Martin-
son & Co., Ruby Lane Stores, J. W. Beards-
ley's & Sons, Filtrex Co., Inc.

NEWELL-EMMETT COMPANY

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

Phone ASHland 4-4900

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

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

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

THEO. A. NEWHOFF ADV. AGENCY

1403 Court Square Bldg., Baltimore 2, Md.

Phone Lexington 7155

AAAA—ANPA—ABP—NOAB—PPA

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

NEWMAN, LYNDE & ASSOCIATES, INC.

(Formerly Associated Advertising Agency,
Inc.)

ADVERTISING AGENCIES

400 Florida National Bank Bldg.,
Jacksonville 2, Fla.
Phone 3-1253

ABP—ANPA—SNPA—NOAB—FAAC—APA
President.....M. T. Newman
Executive Vice-President....Hunter Lynde
Vice-President.....Gordon Stewart
Radio Director.....Mary R. Miller
Acct. Execs.....Richard Barrett,
Charles Gressle, Milton Smith
Radio Accounts Placed—Foremost Dairies,
JAX Brewing Co., E. B. Malone Co.

OLIAN ADVERTISING CO.

411 North 7th St., St. Louis 1, Mo.
Phone Central 8380-1-23

ANPA—PPA—NOAB—ABP—OAAA

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

Branch Offices

35 E. Wacker Dr., Chicago 1, Ill.
Phone State 3381

Vice-Presidents.....I. J. Wagner,
M. H. Bronner
1440 Broadway, New York 18, N. Y.
Phone BRyant 9-4125

Manager.....Harold Kaye
Radio Accounts Placed—Lewis-Howe Co.,
General Grocer Co., Confections, Inc., Bis-
ceglia Brothers Wine Co., John G. Ayars Co.,
Eagle Stamp Co., Columbia Brewing Co.,
Horlacher Brewing Co., Atlas Brewing Co.,
Cardinal Diamond Ring Company, Western
United Dairy, Hardy Salt Co., Alton Box-
board Co., Brach Candy Co., Gettleman
Brewing Co., Greater N. Y. Industries, Portis
Hat Co., Edison Bros. Shoc Co.

**ROBERT W. ORR & ASSOCIATES,
INC.**

270 Park Ave., New York 17, N. Y.
Phone PLaza 9-3050
ANPA

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Vice-Presidents.....Eldon Sullivan,
Chester T. Birch, Arkady Leokum,
Arthur Livingston, Jacques Zuccaire
Secretary.....Martha Hultha
Treasurer.....Chauncey C. Seedorf
Radio Director.....John Hoagland
Radio Producer.....Richard Diggs

Branch Office

10289 Bannockburn Dr., Los Angeles, Calif.
Phone Ardmore 8-0454
Executive in Chg.....Richard Diggs

Radio Accounts Placed—Woodbury (Lou-
ella Parsons Program), Jergens (Walter
Winchell).

OWEN & CHAPPELL, INC.

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

ABP—ANPA—PPA—NOAB—APA

President.....John H. Owen
Executive Vice-President...Charles Chappell
Vice-President, Radio & Television

David Hale Halpern
Vice-President.....Walter R. Greenlee
Director of Media.....Marc Seixas
Time Buyer.....Don Scandlin
Radio Accounts Placed—National Brew-
ing Co. (Baltimore), American Transit
Assoc., Robinson Lloyds, Ltd., Browne Vint-
ners, Inc.

**MERRITT OWENS
ADVERTISING AGENCY, INC.**

301 Bennett Bldg., Kansas City 10, Kans.
Phone Dr. 7250

ABP—ANPA—APA—PPA

Pres. & Acct. Exec.....Merritt Owens
V.P. & Acct. Exec.....John J. Goetz
Account Exec-Production Mgr.

C. Arthur Smith
Acct. Exec.....R. Grant Neds
Art Director.....Irene Irvin
Radio Dir. & Acct. Exec.....James Coy

Radio Accounts Placed—Interstate Moving
& Storage, Junge Biscuit Co., Hall Stationery
Co., Feld Chevrolet Co., Diamant's, Nourse
Oil Co.

THE FRANK OXARART CO.

659 So. Rampart Blvd., Los Angeles 5, Calif.
Phone Exposition 4191

President.....Frank Oxarart
Exec. Vice-Pres.....James P. Shelley
Vice-President.....W. W. Harvey
Research & Media Dir.....William Larkin
Indus. Pub. Rel. Dir....Caroline E. Robbins
Radio Accounts Placed—Robt. Smith Mfg.
Co. (Nylon Dip), Soil-Off Mfg. Co. (Soil-
Off), Armor Laboratories, Inc. (Armor
Coat), Caltone Corp. (Big 5, Drop-O-Lemon,
Caltone brand juices).

**PACIFIC NATIONAL ADVERTISING
AGENCY**

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

ANPA—AAAA—NOAB—PPA—APA—CAN
President.....Wm. H. Horsley

Radio Director.....Trevor Evans
 Secretary.....H. O. Stone
 Radio Time Buyer.....G. M. Nyman
 Radio Producer.....Peter Lyman

Branch Office

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

Manager.....Mrs. Ruth Foland

Radio Accounts Placed—Fisher Flouring Mills Co., Kirsten Pipe Co., Washington Co-op Farmers Assoc. (Lynden), Northwest Cherry Bureau, Assoc. Apricot Marketers, Seattle-First National Bank, Johnson & Sons (Funeral Directors), Lang & Co. (Lang's Nuts and Reliance Coffee), Cedergreen Frozen Pack Corp.

PEARSON ADVT. AGENCY, INC.

50 East 42nd St., New York 17, N. Y.

Vanderbilt 6-0029

PPA

Pres. & Treas.....C. H. Pearson
 Gen. & Prod. Mgr.....Harold E. Kranz

Radio Accounts Placed—Cooper Razor Blade Co.

PECK ADVERTISING AGENCY, INC.

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

Phone PLaza 3-0900

ABP—ANPA—PPA—OAAA—NOAB—APA

President.....Harry Peck
 V.P. & Secretary.....Harry Krawit
 V.P. & Gen. Mgr.....Walter Schwartz
 V.P. & Treas.....S. D. Hesse
 Vice-President.....Sanford L. Hirschberg
 Director of Radio-Television

Arthur Sinsheimer

Branch Office

8511 Sunset Blvd., Los Angeles 46, Calif.

Phone Crestview 6-7277

Manager.....Arthur J. Daly

Radio Accounts Placed—Beverwyck Breweries, Inc., Consolidated Tea Co., Krasne Bros., Old Dutch Mills, Inc., Pando & Co., Parker Watch Co., Templetone Radio Co., Inc., Durex Blade Co., Inc., Fruit of the South.

PEDLAR & RYAN, INC.

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

Phone PLaza 5-1500

AAAA—ANPA—PPA—ABP—NOAB

APA—ABC—BMB

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 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

Media Director.....T. C. Fisher
 Dir. of Radio.....E. G. Sisson, Jr.
 Radio Copy Chief.....Cyril J. Mullen
 Time Buyer.....Mary Dunlavy
 Radio Producers.....Elizabeth C. Shay,
 William Barrett

Branch Office

6331 Hollywood Blvd., Hollywood 28, Calif.
 Phone Hollywood 5354

Manager.....Karl W. Schullinger

Radio Accounts Placed—Sterling Drug (Ironized Yeast), Procter & Gamble (Camay, Chipso, Dash).

R. C. PHARES ADVERTISING AGENCY

231 Lyon Bldg., Seattle 1, Wash.

Phone Seneca 4880

President.....R. C. Phares
 Acct. Manager.....R. V. Underhill
 Radio Director.....Bob Davies
 Radio Producer.....Jerry McCumber

Branch Office

1719 Roxbury, Seattle, Wash.

Phone West 6535

Manager.....Verne Underhill
Radio Accounts Placed—Playland, So. Seattle Land, Gibson Camera Stores, Miller's Appliances, Dally Construction, Casimer Cleansers, Arthur A. Wright & Sons Mortuary, A.B.C. Electric, Seattle Photo Service, Rudy's Food Center, Orin's Locker Market, Dallas-Underwood Firestone Stores, Prefabricated Products Co., Sunderland-Kelly Realty, Evansvale Market, Lake Quinault Hotel, Lochaerie Lodge, Viewlands Fuel, Pro Boxing Club, Pro Basket-ball Club, Spring Ice Carnival, Eddie Bauer's Sport Shop, Cliff's Shoe Service, Dalco Pre-cut Lumber Co.

PITLUK ADVERTISING AGENCY

2200 Alamo National Bank Bldg.

San Antonio 5, Texas

Phone Garfield 7268

ABP—ANPA—PPA—SAAA

SNPA—NOAB—APA

Owner.....Jack N. Pitluk
 Asst. Radio Dir.....Stanley Nelson
 Asst. Radio Dir.....Rena Lynn

R. J. POTTS—CALKINS & HOLDEN

215 W. Pershing Road, Kansas City 8, Mo.

Phone Victor 4433

ABP—NOAB—ANPA—PPA—OAAA

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

POTTS-TURNBULL ADVERTISING CO.

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

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

PRATER ADVERTISING AGENCY, INC.

705 Chestnut St., St. Louis 1, Mo.
Phone GARfield 6490

President.....George L. Prater
Vice-President.....Harold R. Buschhorn
Radio Director.....Ray D. Williams
Radio Accounts Placed—Claussner Hosiery Co., Falls City Brewing Co., Inc., Merit Clothing Co., Moniteau Mills.

RADIO ADVERTISING CORP. OF AMERICA

47 Audubon Ave., Jersey City 5, N. J.
Phone Bergen 4-2332

President.....Michael A. Fiore
V.P. & Treas.....B. V. Fiore
Secretary.....S. Chasoff
Prod. Mgr. & Acct. Exec.....Paul Apello
Radio Director.....Albert A. Fiore
Acct. Exec.....B. Wilman
Radio Accounts Placed—Melody Club, Union City, N. J., Night Club; China Clipper, Inc., N. Y. and Jersey City, Restaurants; Plaza Tea Garden, Jersey City, N. J., Restaurant; Non-Sectarian Church, Inc., York, Pa.; Evangelistic; Radio Church, York, Pa., Evangelistic, Prophetic Testimony of Philadelphia, Phila., Pa., Evangelistic; Watchung Lake, Inc., North Plainfield, N. J., Resort; Casino Beach & Pool, N. Long Branch, N. J., Resort; Freehold Raceways, Freehold, N. J., Trotting Races; D. Wolff & Co., Newark, N. J., Clothing; Paragon Products, Inc., South Amboy, N. J., Terra Cotta.

SAYRE M. RAMSDELL ASSOC., INC.

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

ANPA—PPA

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

CHAS. DALLAS REACH CO.

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

AAAA — ANPA — PPA — ABP — APA

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

Branch Office

6 E. 45th St., New York 17, N. Y.

Radio Accounts Placed—Koppers Co., Minnesota Division, Admiracion Laboratories, L. E. Waterman Co., Dugan Bros. of New Jersey, Inc., New Jersey Bell Telephone Co.

THE L. W. RAMSEY ADVERTISING AGENCY

111 E. Third St., Davenport, Iowa
Phone 3-1889

ANPA—PPA—NOAB—APA

Partners.....E. G. Naeckel,
A. C. Naeckel, W. J. Henderson, George Bischoff
Partner & Service Dir.....A. M. Walgren
Production Mgr.....E. Neubauer
Art Director.....P. Norton
Technical Consultant.....W. A. Giraldi

Branch Offices

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

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 Director.....Dorothy L. Parsons

1509 Cross Roads of the World,
Hollywood 28, Calif.

Phone Hollywood 1732

Partners.....E. G. Naeckel,
A. C. Naeckel, W. J. Henderson, George Bischoff

Radio Accounts Placed—F. W. Fitch Co., National Oats Co., Illinois Commercial Men's Assn., Berghoff Brewing Corp., Lite Soap Co., Michigan Mushroom Co.

THE RANDALL COMPANY

75 Pearl St., Hartford 3, Conn.
Phone 7-1179

Radio Director.....Catherine A. Provan

REDFIELD-JOHNSTONE, INC.

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

ANPA—PPA—ABP—APA—NOAB

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

**EMIL REINHARDT
ADVERTISING AGENCY**

1736 Franklin St., Oakland 12, Calif.
Phone Templebar 2408

ABP — ANPA — APA

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CopywriterDave Lane
Space Buyer.....Ann Hageman
Artist Dir.....Robert Shelton
ArtistEdna Shelton

Radio Dept.

ManagerJoseph Connor
Time Buyer.....Mildred McMahon
Radio Accounts Placed—Kilpatrick's Bak-
eries, Mary Ellen's, Inc., Standard Beverages,
S. F. Brewing Corp., Breuner's, Pacific Guano
Co., Central Bank, Mothers Cake & Cookie
Company.

REISS ADVERTISING

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

ANPA — ABP — PPA — APA

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Secretary-Treasurer.....B. M. Reiss

RESNIK-MILLER-ENGLAND, INC.

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

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.
Phone 6-0223

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

Manager.....Frank Jones-WJAR

RILL ASSOCIATES

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

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

ROCHE, WILLIAMS & CLEARY, INC.

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

ANPA—APA—PPA—NOAB

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Treasurer.....D. J. Kelly
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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.

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

ANPA

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Treas.Angus Ahern
Radio Dir.....Frank Starr
Radio Producers.....Boyd Hayward,
Cecelia Long, Norman K. Vale

Branch Office

New Wellington Building, Toronto, Ontario
Vice-President.....R. J. Avery
Radio Accounts Placed—National Brew-
eries Limited, McCall-Frontenac Oil Co.,
Ltd., Bristol-Myers Co. of Canada, Ltd.,

ADVERTISING AGENCIES

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

ARTHUR ROSENBERG CO., INC.

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

ANPA—PPA—APA—ABP—NOAB

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

Radio Accounts Placed—Longine-Wittnauer Watch Co., Gleam Shampoo, Myer 1890 Beverages, Grelva, Inc., Miner's Inc. *Television Accounts Placed*—Longine-Wittnauer Watch Co.

CHARLES L. RUMRILL & CO.

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

AAAA—ABP—PPA

President. C. L. Rumrill
Vice-President-Art Director J. E. Porter
Secretary-Treasurer E. A. Rogers
Production Manager George Prince
Time Buyer J. Lawrence Kennedy

Radio Accounts Placed—Genesee Brewing Co., Automobile Club of Rochester, Gold Tone Studios, The Pleasant Valley Wine Co.

RUTHRAUFF & RYAN, INC.

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

AAAA—ANPA—PPA—NOAB—APA

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Talent Buyer Willson M. Tuttle
Time Buyer Charles Ayres
Casting Director Kathleen McMahon

Radio Dept.

Co-Directors Merritt W. Barnum,
Wilson Tuttle
Business Manager Charles T. Ayres
Publicity Director Grant Y. Flynn
Radio Commercial Supervisor,
Reggie Morgan
Radio Producers Grant Flynn,
Robert Steel, John Wellington, John
Cole, Thomas G. Slater

Branch Offices

360 No. Michigan Ave., Chicago 1, Ill.
Phone Franklin 0485

Exec. Vice-Pres. Paul E. Watson
Media Manager Albert R. Callies
Director of Radio R. W. Metzger
Chg. of Radio Production N. E. Heyne
Charge of Script A. E. Trask
Bus. Mgr. & Time Buyer Holly Shivley
Charge of Television Fran Harris
Commercial Traffic Joyce Webster
Charge of Commercials Irene Small
Producer Warren Johnson
7430 Second Blvd., Detroit 2, Mich.

Phone Madison 1980

Vice-Pres. & Manager M. J. Casey
812 Oliver St., St. Louis 1, Mo.
Phone Main 0127

Vice-Pres. & Manager Oscar A. Zahner
712 Main St., Houston 2, Texas
Phone Charter 4-1741

Manager H. Donald Hopton
1630 No. Vine St., Hollywood 28, Calif.
Phone Hillside 7593

VP & Pacific Coast Mgr. John H. Weiser
VP & Radio Director Robert Ballin
Radio Director Robert Seal
Radio Producers Don Clark,
Sam Pierce, Dave Young, Knowled
Entrikin, William Burch, Glenn Y. Mid-
dleton

235 Montgomery St., San Francisco 4, Calif.
Phone Edgebrook 4616

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

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

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

Manager Gordon Ralston

Radio Accounts Placed—Chrysler Corp., Delaware, Lackawanna & Western Coal Co., Electric Auto-Lite Co., Garrett & Co., Lever Brothers Company, Lever Brothers Limited, Pharmaco, Inc., Lucky Tiger Company, H. C. Lytton Co., Owl Drug Co., Queen Anne Candy Co., Southwestern Drug Co., Squirt Co., Griesedieck Bros. Brewery, Pepsodent Co. of Canada, Taylor-Reed Corp., Wm. Wrigley Jr. Co., Bailey Schools, Savings

Banks Assoc. of State of N. Y., Adler Company, Allen Edmonds Shoe Corp., Allied Florist Association, American Recording Artists, American Fluresit Co., Binyon Optical Co., Clopay Corp., Clyde Porcelain Steel Corp., Inter-Coastal Co., Kick-away Garments, Inc., Krey Packing Co., Sears Roebuck & Co., Seattle Luggage Co., Lone Star Creamery, Martha Maid Mfg. Co., Roundy, Peckham & Dexter Co.

LOWE RUNKLE COMPANY

1366 First National Bldg., Oklahoma City 2,
Phone 3-5439

SAAA

President.....Lowe Runkle
Vice-President.....Roger Pishny
Secretary.....Alice Streeter

Radio Accounts Placed—Arkansas City Flour Mills, Cains Coffee Co., Local Federal Savings & Loan Association, Merit Mills, Oklahoma Operating Co., Borden Milk & Ice Cream (O. C. Plant), Liberty National Bank.

ST. GEORGES & KEYES, INC.

250 Park Ave., New York 17, N. Y.
Phone PLaza 5-1180

ABP — ANPA — PPA

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

Radio Dept.

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

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

SCHOLTS ADVERTISING SERVICE

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

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

MARCEL SCHULOFF & CO.

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

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

Accounts Placed—Station WHOM, Basch Radio Prod., Sure-Fit Products Co., Style-

park Hats, Keal Textile Co., National Sure-Fit Quilting Co.

SCHWAB & BEATTY, INC.

1230 Sixth Ave., New York 20, N. Y.
Phone Circle 5-9090

AAAA—PPA—APA—ABP

President.....Victor O. Schwab
Time Buyers.....Robert W. Beatty,
James E. Schwenck

Radio Accounts Placed — Book-of-the-Month Club, Omnibook Magazine, Wilfred Funk, Inc., Book Presentations.

SCHWIMMER & SCOTT, INC.

75 E. Wacker Drive, Chicago 1, Ill.
Phone Dearborn 1815

AAAA—ABP—ANPA—PPA—APA

Pres. & Treas.....R. J. Scott
V.P. & Secty.....W. Schwimmer
Bus. Mgr.....R. S. Peterson
Copy Chief.....L. Krakover
Media Dir.....E. Vanderploeg
Prod. Mgr.....L. Kuehn
Art Dir.....A. Thaler
Comptroller.....H. Heilig
Acct. Execs.....E. Guy, F. Vosse,
C. Lilienfeld

Radio Dept.

Radio Dir.....A. Fishburn
Script Chief.....K. Houston
Radio Producer.....E. Bronson

Radio Accounts Placed—Coronet Magazine, Chicago Daily News, Chicago Stadium, Congress Cigar Co., Modern Screen Magazine, Fox DeLuxe Beer, Hirsch Clothing Co., Kitchen Arts Foods, Lincro Products Co., National Small Business Men's Assn., Puritan Co. of America, Salerno-Megowen Biscuit Co., Schutter Candy Co., Sealy Mattress Co., Walgreen Co.

RUSSEL M. SEEDS COMPANY, INC.

919 N. Michigan Ave., Chicago 11, Ill.
Phone, Delaware 1045

ANPA — ABP — SNPA — PPA

President.....Freeman Keyes
Chairman of Board.....Freeman Keyes
Executive Vice-President.....George Bayard
Treasurer.....Jack Harding
Secretary.....H. J. Smith
Vice-Presidents.....Paul Richey,
A. D. Keyes, Harry Maus, E. G. Bentley,
H. B. Goldsmith, Jr.

Radio Director.....Jack Simpson
Time Buyer.....June Jackson

Branch Offices

Lemcke Bldg., Indianapolis, Ind.
Phone Market 1395

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

Plaza Hotel, 1637 N. Vine St.,
Hollywood, Calif.
Phone, Hempstead 7824

Manager.....L. C. Place
Radio Accounts Placed—W. A. Sheaffer
Pen Co., Pinex Co., Keystone Steel & Wire
Co., Brown & Williamson Tobacco Corp.,
Grove Laboratories, Inc.

SHAPPE-WILKES, INC.

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

ABP

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

J. WM. SHEETS

Central Bldg., Seattle, Wash.
Phone Main 2442

ANPA—PPA—APA—NOAB

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

SHELDON, QUICK & McELROY, INC.

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

AAAA—ANPA—PPA—APA

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

SHERMAN & MARQUETTE, INC.

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

ABP—ANPA—PPA—NOAB—APA

President.....Stuart Sherman
Chairman of Board.....Arthur Marquette
Radio Director.....Louis E. Tilden

Branch Office

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

Vice-President & Manager....Carl S. Brown
Radio Director.....Samuel Fuller
Radio Account Placed—Colgate-Palmolive-
Pee Co. (for Colgate Shave Creams, Colgate
Tooth Powder, Halo Shampoo, Quaker Oats
Co. (for Quaker Farina and Ful-O-Pep Feeds,

Quaker Puffed Wheat Sparkies, Quaker
Puffed Rice Sparkies), Dr. W. B. Caldwell,
Inc. (Dr. Caldwell's Laxative), McLaughlin's
Manor House Coffee, Campho-Phenique.

DOUGLAS D. SIMON ADV., INC.

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

ANPA

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

SIMON & GWYNN, INC.

624 Commerce Title Bldg., Memphis 3, Tenn.
Phone 5-2404

SNPA—ANPA—APA—APB—NOAB—FAAG

Partner.....Milton Simon
Partner.....H. N. Gwynn
Copy.....Don Anderson, F. C. Cogburn
Radio Accounts Placed—American Snuff
Co., Barton Chemical Co., Donald Furniture
Co., Eagle Manufacturing Co., Farrell-Cal-
houn, Inc., Graham Furniture Co., The
HumKo Co., Nebraska Consolidated Mills,
Robilio & Cuneo (Ronco Foods).

SIMONS-MICHELSON CO.

1126 LaFayette Bldg., Detroit 26, Mich.
Phone CHerry 3000

AAAA—PPA—APA—ANPA

Pres. & Treas.Leonrad N. Simons
V.P. & Secy.Lawrence J. Michelson
General ManagerIvan Frankel
Radio DirectorA. Glenn Kyker
Radio ProducersMae Mikjian,
Marge Aronsson, Frances Matthews.

Radio Accounts Placed—American Hos-
pital, Medical Benefit, Benrus Watch Co.,
Crowley-Milner Co., Cunningham's Drug
Stores, Detroit Free Press, Detroit Times,
Dossin's Food Products, Effron Furs, Forest
Cleaners, Frank & Seder, Grinnell Bros.,
Hudson Cleaners, Hughes & Hatcher,
Kern's, Lane Bryant, Mac-O-Lac, Metal Pro-
ducts Co., National Clothing Store, People's
Outfitting Co., Plasti-Kote, Rogers Paint
Products, Sallan Jewelers, Sealy Mattress
Co., The Schmidt Brewing Co., Scotland
Woolen Co., Simmons & Clark Jewelers,
Viviano Wines, Velvet Nut Products, Wrig-
ley's Super Markets.

SMALL & SEIFFER, INC.

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

ANPA—PPA—APA

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

SMITH & DRUM, INC.

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

ABP—ANPA—PPA—APA—NOAB

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

SORENSEN & CO.

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

ABP—ANPA—PPA—NOAB

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

C. JERRY SPAULDING, INC.

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

Pres. Treas. & Radio Time Buyer
C. Jerry Spaulding
Asst. TreasurerFlorence Winslow
SecretaryH. H. Hartwell
Art DirectorGreydon Piper
Prod. Mgr.Seth Martin
Acct. Exec.A. S. Peterson
Radio Accounts Placed — Radio Station
WTAG.

SPITZ & WEBB ADVERTISING

206 E. Genesee St., Syracuse 2, N. Y.
Phone 4-6868

ABP—APA

Partner.....William Spitz
Partner.....Stephen M. Webb
Radio Accounts Placed—Best Ice Cream
Co., C. E. Chappell & Sons, Inc., Chase
Clothes, Inc., Grange Silo Co., Inc., Peoples
Ice Co., Syracuse Nettleton Co., Inc.

SPITZER & MILLS, LTD.

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

CDNA—CWNA—CP&PA—CPA—BBM
ABC

Acct. Execs.G. F. Mills,
J. W. Spitzer, J. R. Charles, J. Cambridge,
F. J. Collins, D. Philpott, Edward B.
Higgins, W. G. Wallace.
General ManagerW. H. Reid
Pub. Rel. Dir.T. G. Vatcher
Art DirectorD. M. Dunlop
Radio DirectorW. D. Byles
Asst. Radio Dir.Ralph Hart
SecretaryMarion Bird

Branch Offices

1010 St. Catharine St., W. Montreal, Que.
Phone Plateau 7924
ManagerC. W. Duncan
Acct. Execs.F. M. Lalonde,
S. A. Mackness, Alex Richardson, T. St.
Germain.
675 W. Hastings St., Vancouver, B. C.
Phone Pacific 2102
Acct. Execs.Ken Davidson, A. C. Peck
Radio Accounts Placed—Colgate-Palmu-
olive-Peet Co., RCA Victor Co., Lehn &
Fink (Canada) Ltd., Quaker Oats Co., Ltd.,
California Fruit Growers, B-A Oil Co.,
Ltd.

BARTON A. STEBBINS AGENCY

811 West Seventh St., Los Angeles, Calif.
Phone Trinity 8821

AAAA—ANPA—PPA—NOAB

Head of Agency.....Barton A. Stebbins
Acct. Executives ...Arthur W. Gudelman,
Nat Jeffras, Clinton Campbell.
Time Buyer.....A. W. Gudelman
Space BuyerLouise Ludke
Radio Accounts Placed—Signal Oil Com-
pany, Shontex Co., E. F. Hutton & Co.,
Stevenson Motors Corps.

HOWARD D. STEERE, ADVERTISING

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

OwnerHoward D. Steere
Account Exec.Charles R. Stout
Office ManagerGene Macauley
Art DirectorRudolph K. Nauss
ArtistHarlie Sproul

STERLING ADVERTISING AGENCY, INC.

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

PPA

Chairman of BoardS. M. Broun
PresidentJos. S. Edelman
SecretaryWilliam Forray
TreasurerHerbert Goldsmith
Radio DirectorAlfred S. Moss

• • • **ADVERTISING AGENCIES** • • •

Radio Accounts Placed—Horwitz and Duberman, J. Laskin & Sons, Lohel Youth Centers, Olympic Knitwear, Sterling Point Frozen Foods.

STERNFIELD-GODLEY, INC.

280 Broadway, New York 7, N. Y.

Phone BArcley 7-3030

APA—ANPA—NOAB—SNPA

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 Vice-President Phillip Scheft
 Secretary Frances C. Costello
 Treasurer Samuel S. Sternfield
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Chairman Ex. Comm..... Charles M. Storm
 Pres., Secy., & Radio Dir... Allston E. Storm
 Exec. V.-P., Treas. & Media Dir.

Edward Klein

Vice-President & Research Dir.

Harry Chapperon

Production Manager Albert Hammond

Art Director..... Frederick Widlicka

Radio Time Buyer Arthur J. Klein

Research Director..... Harry Chapperon

Account Executives..... A. E. Storm,
 E. Klein, H. Chapperon.

STRAUCHEN & McKIM ADVT.

6 East Fourth St., Cincinnati, Ohio

Phone Main 1618

AAAA—ANPA—PPA—NOAB—NIAA

Partners..... Edmund R. Strauchen,

G. F. McKim Jr.

Art Director J. Storck

Production E. Bittner

Asst. Art Dir. R. Rosenzweig

Copy Chief John Maupin

Traffic J. Dillon

Acct. Execs. E. R. Strauchen,

G. F. McKim, Jr., J. Nolan.

Radio Director E. R. Strauchen

Continuity G. Helm

STREET & FINNEY, INC.

330 West 42nd St., New York 18, N. Y.

Phone: BRyant 9-2400

ANPA—PPA—ABC—NOAB—APA

President..... H. K. Finney

Vice-President..... John F. Mayer

General Manager..... Robert Finney

Assistant General Manager... Frank Finney

Secretary..... F. S. Park

Treasurer..... Fred Hellar

Director of Radio..... Howard Miller

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

SULLIVAN, STAUFFER, COLWELL & BAYLES, INC.

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

Phone PLaza 9-3080

AAA—ANPA—PPA—NOAB—ABC

President..... R. F. Sullivan

Vice-President..... D. D. Stauffer

Vice-President..... R. T. Colwell

Vice-President..... S. H. Bayles

Account Executives..... J. P. Cohane,

W. M. Spire

STOCKTON, WEST, BURKHART, INC.

First National Bank Bldg., Cincinnati 2, O.

Phone Cherry 8325

AAAA—ANPA—PPA—NOAB—APA

ABC

President & Treas..... Wm. Z. Burkhardt

Vice-Pres.-Secy..... Ranald S. West

Vice-President..... Eric W. Stockton

Acct. Execs. H. S. Lenz,

J. D. Nelson, Jr., J. C. Gerding, E. P.

Broome.

Radio Director R. S. West

Radio Accounts Placed—Ohio Oil Co.,

Cincinnati Gas & Elec. Co., Central Trust

Banking Institution, Cincinnati Enquirer,

Sperti, Inc., Gihson Wine Co.

STODEL ADVERTISING CO.

439 S. Western Ave., Los Angeles 5, Calif.

Phone Fitzroy 2133

PPA

President..... Edward C. Stodel

Business Manager..... Sidney Roberts

Radio Dept.

Director..... E. C. Stodel

Continuity Director... Marjorie Esterbrook

Traffic Manager..... Rose Mason

Copy Director..... C. W. Culpepper

Radio Producers..... E. C. Stodel,

Jack Stodelle

Radio Accounts Placed—Eastern Columbia-

Dept. Store Chain, Brooks Clothing Co.,

Warner Bros. Theaters, Hollywood Starlight

Theater Assoc., The Eastern Stores, Sacra-

mento.

CHARLES M. STORM CO., INC.

50 E. 42nd St., New York 17, N. Y.

Phone, MUrray Hill 6-2820

ANPA—PPA

Radio Production Mgr.....P. H. Cohen
 Copy Chief.....C. J. Dillon
 Art Director.....E. L. Fischer
 Media Director.....F. Minehan
 Merchandise Dir.....D. J. O'Meara
 Treasurer.....T. N. Weatherby
 Research Director.....L. H. Wood
 Radio Producers.....Tom Victor (N. Y.);
 Joe Thompson (Hollywood)

Branch Offices

1607 Vista del Mar Ave., Hollywood 28, Calif.
 Phone Gladstone 5048 — Hillside 2119
 Director.....J. Van Nostrand
Radio Accounts Placed—Carter Products,
 Inc., Noxzema Chemical Co., Smith Bros.,
 Inc., Whitehall Pharmacal Co.

SWEENEY & JAMES CO.

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

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

TECHNICAL ADVT. AGENCY, INC.

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

J. WALTER THOMPSON CO.

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

AAAA — ANPA — ABP — PPA

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 Secretary.....Howard Kohl
 Treasurer.....Luther O. Lemon
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 Henry T. Stanton

Senior Consultant.....James W. Young
 Vice-Presidents.....Lloyd W. Baillie
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 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, Arthur T. Blomquist,
 Don Francisco, Robert M. Gillham,
 Kennett W. Hinks, William C. Mc-
 Keehan, S. Hunter Richey, Ruth F.
 Waldo.

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
 V.P.—Motion Pictures & Television
 Robert M. Gillham

Branch Offices

1549 North Vine St., Hollywood 28, Calif.
 Phone Hillside 7241

V.P.—Manager.....Cornwell Jackson
 410 N. Michigan Ave., Chicago 11, Ill.
 Phone Superior 0303

Vice-President and General Manager,
 Henry T. Stanton

Vice-Presidents.....Merton V. Wieland,
 Willard F. Lochridge, Harold R. Rorke,
 Harry T. Mitchell

Radio Director.....Tyler Davis
 Radio Time Buyer.....Margaret Wylie
 100 Bush St., San Francisco, Calif.
 Phone Garfield 3510

V.P.—Manager.....Arthur Farlow
 Radio Director.....Henry M. Jackson
 Radio Time Buyer.....Lowell Mainland
 645 South Flower St., Los Angeles 36, Calif.
 Phone Madison 2661

V.P.—General Manager...Norton W. Mogge
 Radio Director...Charles A. Stephenson, Jr.
 Radio Time Buyer...Robert H. Thurmond

Radio Accounts Placed—Atlantis Sales
 Corporation (French's Instant Potato), Bow-
 man Dairy Company, Brillo Manufacturing
 Company (Brillo & Brillo Soap), Cole Mill-
 ing Company (Omega Flour), Eastman Kod-
 ak Company, Elgin National Watch Com-
 pany, Fanny Farmer Candy Shops, Incor-
 porated, Ford Dealers Advertising Fund,
 Ford Motor Company (Motor Cars), Johns-
 Manville Corporation (Building Materials),
 Kraft Foods Company, Lever Brothers (Lux
 Soap & Flakes), Libby, McNeill & Libby
 (Canned Foods), Northern Trust Company,
 Pan American World Airways, Pharma-
 Craft Corporation, Incorporated (Fresh De-
 odorant), Penick & Ford, Ltd., Incorporated
 (Brer-Rabbit Molasses), Planters Nut &
 Chocolate Company, RCA Victor Division,
 Radio Corporation of America, Reynolds
 Metals Company (Aluminum Products),
 Safeway Stores, Incorporated, Essex Adver-
 tising Service (Meat), Famous Flours, In-
 corporated (Kitchen Kraft Flour), Linwood
 Poultry Company, Shell Oil Company, In-
 corporated (Petroleum Products), Standard
 Brands Incorporated (Fleischmann's Yeast,
 Chase & Sanborn Coffee, Tender Leaf Tea),
 Swift & Company (Meat & Meat Products,
 Allsweet Oleomargarine), The Mentholatum
 Company (Mentholatum), The Parker Pen
 Company (Parker Pens, Parker Quink),
 Ward Baking Company (Tip Top Enriched
 Bread, Aunt Hannah's Bread), Washington
 State Apples, Waco Products Company (Mir-
 acle Tooth Paste), J. B. Williams Company
 (Shaving Products), W. F. Young, Incor-
 porated (Absorbine, Jr.), Boyle Midway,
 Inc. (Old English Wax & other household
 products), Calavo Growers, California Desert
 Grapefruit Committee, California Lima
 Beans, Douglas Aircraft, Mutual Orange Dis-
 tributors, Northrop Aircraft, Universal Pic-
 tures, Inc.

ADVERTISING AGENCIES

UNITED STATES ADVT. CORP.

612 N. Michigan Ave., Chicago 11, Ill.
Phone Delaware 4466

ANPA—PPA—APA

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

VICTOR VAN DER LINDE, INC.

250 Park Ave., New York 17, N. Y.
Plaza 5-1180

President.....Victor van der Linde
Treasurer.....Charlotte Rains
Director of Radio.....Victor van der Linde
Time Buyer.....Charlotte Rains
Radio Accounts Placed—L. Bamberger & Co., Fine Products Co., Street & Smith, James McCreery & Co., Suburban Propane Gas Corp.

VANGUARD ADVERTISING

15 East 40th St., New York 16, N. Y.
Phone MURray Hill 5-4686

ABP—PPA—APA

President.....J. M. Russakoff
General Manager.....A. M. Ragonetti
Art Director.....Frank Haase
Media.....Ed Burns

VAN SANT, DUGDALE & CO., INC.

Court Square Bldg., Baltimore 2, Md.
Phone, LEXington 5400

AAAA—ABP—ANPA—PPA—NOAB

President & Treasurer....Wilbur Van Sant
Vice-President & General Manager,

Clinton D. Carr

V.P. & Plans Director.....J. P. Daiger
V.P. & Account Executive.....R. E. Daiger
V.P. & Account Executive.....H. G. Erek
V.P. & Account Executive....F. T. C. Quinn
V.P. & Account Executive....C. M. Buchanan
Space Buyer.....G. M. Talbot
Radio Production.....D. J. Loden

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

VIDEOR ENTERPRISES

1629 Chestnut St., Philadelphia 3, Pa.
Phone RITTEnhouse 6378

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

WM. VON ZEHLE & CO.

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

Managing Director.....Wm. Von Zehle

WADE ADVERTISING AGENCY

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

ANPA—PPA—APA—NOAB

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

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

WALKER & DOWNING

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

ANPA—ABP—PPA—OAAA—APA—CAH

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

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

Branch Office

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

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

NORMAN D. WATERS & ASSOCIATES, INC.

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

ABP—PPA—NOAB—ANPA

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

WARWICK & LEGLER, INC.

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

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

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

Secty.-Treas.Irving J. Paulus
Radio Director.....Tevis Huhn

Branch Office

6331 Hollywood Blvd., Hollywood 28, Cal.
Phone Hempstead 8163

Radio Accounts Placed — Larus & Bro.
Company, Pabst Sales Co., Equitable Life
Assurance Society of the U. S., Hoffman
Beverage Co., National Exhibition Co.

TRACY, KENT & CO., INC.

515 Madison Ave., New York 22, N. Y.
Phone ELdorado 5-4404

PPA—NOAB—ANPA—APA

Chairman of Board.....W. I. Tracy
President.....Frank S. Kent
Vice-Pres. & Art Dir.Hugh Donnell
Treas. & SectyGeorge M. Pease
Radio DirectorPhilip A. Baecker

Radio Accounts Placed—B. Fischer &
Co., Inc. (Astor Tea & Coffee), John Opitz.
(J-O Products), American National Corp.
(Zest Tomato Cocktail), The Taylor-Reed
Corp. (Q-T Pie Crust), Chas. Schaefer Cor-
poration (Dorquest Quality Beer), Senn
Products Corp. (Sambo).

TUCKER WAYNE & CO.

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

ANPA—PPA—APA—ABP—SNPA—OAAA

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

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

WEARSTLER ADVERTISING, INC.

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

PPA—ABP—APA

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

LUTHER WEAVER & ASSOCIATES

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

AAAA—APA

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

Radio Accounts Placed—Minnesota Fed-
eral Savings & Loan Association, F. C. Hayer
Co., Marshall Co., Twin City Wholesale
Grocer Co. (Fairway Products), T. Ruben,
Inc.

ARMAND S. WEILL CO.

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

President.....Armand S. Weill
Exec. V. P.-Treas.....Harold C. Desbecker
Vice-President.....Robert K. Weill
Director of Radio.....William A. Mayhew
Radio ProducersWilliam A. Mayhew,
Robert K. Weill.

Radio Account Placed—Chalmers Gelatine
Corp., Forest Lawn Cemetery, John Wiley
Jones Co., Lenason Company, Harvey & Carey
Inc., Maloney Bros. Nursery Co., Inc., Wm.
S. Rice Inc., Sachinol Laboratories, Stirr
Products Corp., Templetons, Inc., S. C. Wells
& Co.

MILTON WEINBERG ADVT. CO.

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

ANPA—PPA—ABP—APA

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

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

WILLIAM H. WEINTRAUB & CO.

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

ANPA—PPA—NOAB

President.....William H. Weintraub
V.P. & Gen. Mgr.John D. Scheuer
Exec. V.P.Elkin Kaufman
V.P. in Chg. RadioHarry Trenner
V.P. & Copy ChiefKennon Jewett
TreasurerWilliam Gallow
Research Dir.Dr. Leon Arons

ADVERTISING AGENCIES

Media DirectorWilliam Gallow
 Production ManagerNorman Bertels
Radio Department
 V.P. in Chg. RadioHarry Treuner
 Dir. of RadioTheo Gannon
 Asst. Dir. RadioWilliam Weintraub, Jr.
 Time Buyer (Network)Harry Treuner
 Time Buyer (Spot) .William Weintraub, Jr.
Radio Accounts Placed—Anchor Hocking
 Glass Corp., Helbros Watch Co., Frank H.
 Lee Co., Seeman Bros., Inc. (Air-Wick),
 Trimount Clothing Co., Inc., Pratt's Fresh
 Frozen Foods, Inc.

WEISS & GELLER, INC.

400 Madison Ave., New York 17, N. Y.
 Phone PLaza 3-4070
 ANPA—PPA—NOAB

PresidentMax A. Geller
 Media DirectorLester J. Mallets
 Radio Director.....Sylvan Taplinger
 Copy Director.....Peter Artzt
 Assoc. Copy Director.....Harold Wengler
 Production Manager.....Sally Green
 Account Executive.....Joseph H. Curtis
 Space Buyer & Office Mgr.—Max Tendrich
Radio Accounts Placed — Columbia Pic-
 tures Corp., New York City; Albert Ahlers,
 Inc., Brooklyn, N. Y.; Nedick's Inc., New
 York City, Rensie Watch Co., Inc., New
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 Radio Dept.....E. V. Bohan
Branch Office
 520 N. Michigan Ave., Chicago, Ill.
 Phone, Whitehall 7725
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 Radio Dept.....Martha Schwartz
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 Vice-President.....R. K. Strassman
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 Phone Hillside 9221
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Radio Account Placed—Campbell Soup Co.

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Radio Accounts Placed—Railroad Federal Savings Association.

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Phone MUrray Hill 4-2756

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Radio Account Placed—Harrisburg Steel Corp.

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**FEDERAL
COMMUNICATIONS
COMMISSION**

PERSONNEL



**NATIONAL
ASSOCIATION
OF
BROADCASTERS**

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NAB STANDARDS OF PRACTICE

As adopted by the BOARD in 1945 and Amended in 1946

FOREWORD

BROADCASTING is dedicated to freedom of expression, limited only as prescribed by law and by considerations of decency and good taste.

The National Association of Broadcasters formulates and publishes the following Standards of Practice as a guide to assist the licensee in operating in the public interest.

Determination of what shall be broadcast rests entirely with the station licensee and this responsibility may not be delegated.

Public Questions

Station licensees should provide time for the presentation of public questions. Such time should be allotted with due regard to the value and interest of the subject to the public.

Treatment of Political and Public Question Broadcasts

Broadcasts designed for the presentation of political, economic, social or philosophic questions or the candidacy of any person for public office or a measure to be voted upon should be presented by straightforward statement appealing to intelligence and reason.

News

News should be presented with fairness and accuracy and the station licensee should be satisfied that the arrangements made for obtaining news insure this result. News should not be selected for the purpose of furthering or hindering either side of any public question nor should it be colored by the opinions or desires of the station management, the editor or others engaged in its preparation or the person actually delivering it over the air, or, in the case of sponsored news broadcasts, the advertiser.

The fundamental purpose of news dissemination in a democracy is to enable people to know what is happening and to understand the meaning of events so that they may form their own conclusions.

Children's Programs

Programs designed specifically for children reach impressionable minds and influence social attitudes, aptitudes and approaches and, therefore, they require the closest supervision of broadcasters in the selection and control of material, characterization and plot.

This does not mean that the vigor and vitality common to a child's imagination and love of adventure should be removed. It does mean that programs should be based upon sound social concepts and presented with a

superior degree of craftsmanship; that these programs should reflect respect for parents, adult authority, law and order, clean living, high morals, fair play and honorable behavior. Such programs should not contain sequences involving horror or torture or use of the supernatural or superstitious or any other material which might reasonably be regarded as likely to over-stimulate the child listener, or be prejudicial to sound character development. No advertising appeal which would encourage activities of a dangerous social nature should be permitted.

To establish acceptable and improving standards for children's programs, the National Association of Broadcasters will continuously engage in studies and consultation with parent and child study groups. The results of these studies will be made available for application to all children's programs.

Education

While all radio programs possess some educative values, broadcasters should endeavor to assist specific educational efforts. In cooperation with educators and other appropriate groups, broadcasters should search for improving applications of radio as a medium of education.

Religion

Broadcasting, which reaches men of all creeds and races simultaneously, should not be used to convey attacks upon another's race or religion. Rather it should be the purpose of the religious broadcast to promote the spiritual harmony and understanding of mankind and to administer broadly to the varied religious needs of the community.

Commercial Programs and Length of Commercial Portion

Acceptance of programs and announcements should be limited to products and services offered by individuals and firms engaged in legitimate commerce; whose products, services, advertising, testimonials and other statements comply with pertinent legal requirements, fair trade practices and accepted standards of good taste.

Brief handling of commercial copy is recommended procedure at all times, with special consideration being given to the effect on the listener of the manner of presentation.

Member stations should hold the length of the commercial portion, including that devoted to contests and offers, to the following number of minutes and seconds:

<i>Five minute programs</i>	1:30
<i>Five minute news programs</i>	1:00
<i>Ten minute programs</i>	2:00
<i>Fifteen minute programs</i>	2:30
<i>Twenty-five minute programs</i>	2:45
<i>Thirty minute programs</i>	3:00
<i>Sixty minute programs</i>	6:00

In participation programs, announcement programs, "Musical Clocks," shoppers guides and other programs of fifteen minutes or longer falling within these general classifications, the commercial portion should not exceed 20% of the total time utilized.

The 20% limitation does not apply when a fifteen minute or longer segment is sold to one sponsor. The commercial portion should then be the same as given in the table on page 905.

"Standards of Good Taste"

The following are deemed to be generally unacceptable under these Standards of Practice:

1. Unfair attacks upon competitors, competing products, or upon other industries, professions or institutions.
2. Misleading statements of price or value or misleading comparisons of price or value.
3. Continuity which describes repellently any functions or symptomatic results of disturbances, or relief granted such disturbances through use of any product.
4. Cures and products claiming to cure.
5. Advertising statements or claims member stations know to be false, deceptive or grossly exaggerated.
6. Any remedy or other product the sale of which or the method of sale of which constitutes a violation of law.
7. Any spirituous or "hard" liquor.
8. Any fortune-telling, mind-reading, or character-reading, by hand-writing, numerology, palm-reading, or astrology, or advertising related thereto.
9. Schools that offer questionable or untrue promises of employment as inducements for enrollment.
10. Matrimonial agencies.
11. Offers of "home work" except by firms of unquestioned responsibility.
12. Any "dopester," tip-sheet or race track publications.
13. All forms of speculative finance. Before member stations accept any financial advertising, it should be fully ascertained that such advertising and such advertised services comply with all pertinent federal, state and local laws.



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Covering The Field Of Radio And Television

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The Advertiser

MONTHLY. 11 W. 42nd St., New York 18, N. Y. Phone, LONGacre 5-2125. Editor and Publisher, Manuel Rosenberg; Managing Editor, Allen Lekus.

Advertising Age

WEEKLY. 100 East Ohio St., Chicago 11, Ill. Phone, Delaware 1337. Publisher, G. D. Crain, Jr.; Editor, S. R. Bernstein. Managing Editor, John B. Miller. BRANCH OFFICES: 330 W. 42nd St., New York 18, N. Y., Phone, BRYant 9-6431; Charles B. Groomes, Vice-President; Lawrence M. Hughes, Executive Editor; 995 Press Building, Washington 4, D. C., Phone, REpublic 7659, Stanley E. Cohen, Washington Editor; Russ Building, San Francisco 4, Calif., William Blair Smith, Manager; Garfield Building, Los Angeles 4, Calif., Walter S. Reilly, Manager.

Advertising & Selling

MONTHLY. 9 E. 38th St., New York 16, N. Y. Phone, CAledonia 5-9770. President, J. H. Moore; Vice-President and Editor, F. C. Kendall; Managing Editor, Roger Barton. Advertising Manager, None. BRANCH OFFICES: 1327 Peoples Gas Building, Chicago 3, Ill., Phone, HARRison 7272, William R. Joyce, Western Manager; 714 West Olympic Blvd., Los Angeles 15, Calif., Phone, RICHmond 9327, Ned Brydone-Jack, Pacific Coast Representative; also 1085 Monadnock Building, San Francisco 5; Phone DOUGlas 4475; 915 Olive Street, St. Louis 1, Mo., Phone GARfield 0043, Carl Schulenberg, Southern Representative; 131 Fleet Street, E.C.4, London, England; Central 1060, 3754 and 3133. Will Kitchen, Jr. (Magazines) Ltd. Mgrs. for Great Britain and Eire.

The Billboard

WEEKLY, 25 Opera Place, Cincinnati 1, Ohio. Phone, Main 9390. The Billboard Publishing Co. R. S. Littleford, Jr. and W. D. Littleford, Publishers; E. W. Evans, Vice-President; Joseph Csida, Vice - President and Editor - in - Chief. BRANCH OFFICE: Managers and Divisions: W. D. Littleford, General Manager, Eastern Division, 1564 Broadway, New York 19, N. Y. Phone, MEDallion 3-1615; M. L. Reuter, General Manager, Midwest Division, 155 North Clark St., Chicago 1, Ill. Phone, CENTral 8761; Sam Abbott, General Manager West Coast Division, 6000 Sunset Blvd., Hollywood 28, Calif. Phone HOLLYwood 5831; F. B. Joerling, General Manager, St. Louis Office, 390 Arcade Bldg., St. Louis 1, Mo. Phone, CHEstnut 0443.

Broadcasting—Telecasting

WEEKLY. National Press Bldg., Washington 4, D. C. Phone, METropolitan 1022. 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, Edwin H. James, N. Y. Editor; Bruce Robertson, Senior Assoc. Editor; 360 N. Michigan Ave., Chicago 1, Ill., Central 4115. Fred Sample, Chicago, manager; 6000 Sunset Blvd., Hollywood 28, Calif., Hempstead 8181, David Glickman, Hollywood correspondent; 417 Harbour Commission Bldg., Toronto, Canada, Elgin 0775, James Montagnes.

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Daily Variety

DAILY. 1708 No. Vine St., Hollywood 28, Calif. Phone, Hollywood 1141. Arthur Ungar, Editor; Roscoe Cornell, Managing Editor; Charles Gerlach, Advertising Manager; Barbara Lucas, Business Manager. BRANCH OFFICES: See listing under Variety Weekly.

Down Beat

BI-MONTHLY. 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. Phone Circle 7-1431, 748 N. Rampart Blvd., Los Angeles, Calif.

Editor and Publisher

WEEKLY. 1700 Times Tower, New York, N. Y. Phone, BRyant 9-3052. President, James W. Brown; Publisher, James W. Brown, Jr.; Robert U. Brown, Editor; General Manager, Charles T. Stuart; Chicago Office, 361 N. Michigan Ave., G. A. Brandenburg; San Francisco Office, Mills Bldg., & Los Angeles Office, 408 Pershing Sq. Bldg., Duncan A. Scott.

Electronic Industries

MONTHLY. 480 Lexington Ave., New York, N. Y. Phone, PLaza 3-1340. Publisher, M. Clements; Editor, Dr. Orestes H. Caldwell.

Electronics

MONTHLY. 330 West 42nd St., New York, N. Y. Phone MEdallion 3-0700. Publisher, McGraw-Hill Publishing Co.; Editor, Donald G. Fink; Keith Henney, Consulting Editor; W. W. MacDonald, Managing Editor. BRANCH OFFICES:

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DAILY. 1501 Broadway, New York 18, N. Y. Phone, BRyant 9-7117. Publisher, John W. Ali-coate; Associate Publisher and General Manager, Donald M. Mersereau; Editor, Chester B. Bahn; Los Angeles Correspondent, Ralph Wilk, 6425 Hollywood Blvd., Phone GRANite 6607; Washington Correspondents, Andrew H. Older, 6417 Dahlonga Road, Phone, Wisconsin 3271; Manning Clagett, 2122 Decatur St., N.W., Phone, Hobart 7627; Chicago Correspondent, Joseph Esler, 6241 N. Oakley Ave.

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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, Charles E. Bayha; Music critic, William Bradell.

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MONTHLY. 330 West 42nd St., New York 18, N. Y. Phone MEdallion 3-5661. Publisher, Institute of Radio Engineers; President, Frederick B. Llewellyn; Vice-President, Edmund M. Deloraine; Treasurer, William G. White; Editor, Alfred N. Goldsmith; Secretary, Haraden Pratt; Executive Secretary, George W. Bailey; Advertising Manager, William C. Copp.

Q S T

and The Radio Amateurs Handbook

MONTHLY. West Hartford, Conn. Publisher, American Radio Relay League; General Manager and Editor, Kenneth B. Warner; Advertising Manager, F. Cheyney Beekley; Circulation Manager, David H. Houghton; Technical Editor, George Grammer.

Radio-Craft

MONTHLY. 25 West Broadway, New York, N. Y. Phone, REctor 2-9690. Hugo Gernsback, Editor-in-chief; Fred Shunaman, Managing Editor; M. H. Gernsback, Consulting Editor; R. F. Scott, W2PWG, Technical Editor; I. Queen, W2OUX, Editorial Associate; Elmer Fuller, Shortwave Editor; John J. Lamson, Advertising Director. BRANCH OFFICES: 308 W. Washington St., Chicago 6, Ill.; 405 Erie Bldg., Cleveland, Ohio, Burdette Phillips, Manager; 307-8 Boulevard Bldg., Detroit Mich., C. Frank Holstein, Manager; 606 South Hill St., Los Angeles 14, Calif., Ralph H. Harker, Manager; 582 Market St., San Francisco 4, Calif., Ralph H. Harker, Manager.

Radio Life

WEEKLY. 1541 Rodney Drive, Los Angeles 27, Calif. Phone, Normandy 2-7080. Publisher, Carm M. Bigsby; Editor, Evelyn A. Bigsby; Assistant Editor, Shirley Gordon; Business Manager, Robert G. Johnson; Advertising Manager, Gene Jones. Editorial Office, 1558 North Vine St., Hollywood 28, Calif. Phone, HE 2025.

Radio Daily

DAILY. 1501 Broadway, New York 18, N. Y. Phone, WISconsin 7-6336. Publisher, John W. Ali-coate; Treasurer and General Manager, Donald M. Mersereau; Editor, Frank Burke; Vice President and Business Manager, Marvin Kirsch; Vice-president, Chester B. Bahn; Secretary, Charles A. Alicoate. Managing Editor, M. H. Shapiro; Los Angeles Correspondent, Ralph Wilk; Washington Correspondents, Andrew H. Older, 6417 Dah-lonoga Road, Phone Wisconsin 3271; Manning Clagett, 2122 De-catur St., N.W., Phone Hobart 7627; Chicago (1) Nat Green, 1417 Ashland Bldg., 155 N. Clark St. Phone, State 2332. Oakland 4545. BRANCH OFFICE: 6425 Holly-wood Blvd., Hollywood 28, Calif., Phone, Granite 6607, Ralph Wilk, Manager.

**Proceedings of the Radio
Club of America**

SIX ISSUES PER YEAR (Approximately). 11 West 42nd St., New York, N. Y. Phone, LONGacre 5-6622. President, A. Hazeltine; Vice-President, O. J. Morelock; Treasurer, J. J. Stanley.

Radio Mirror Magazine

MONTHLY. 205 East 42nd St., New York 17, N. Y. Phone, LEXington 2-9050. Publisher, Macfadden Publications, Inc.; Editorial Director, Fred R. Sammis; Editor, Doris McFerran; Art Editor, Jack Zasorin; Associate Editor, Evelyn Fiore. BRANCH OFFICES: 221 North La Salle St., Chicago, Ill., Manager, Edward F. Lethen, Jr.; 420 Market St., San Francisco, Calif.; Manager, Lee Andrews, 8949 Sunset Blvd., Hollywood, Calif.; Hollywood Correspondent, Iris Noble, 15041, Del Gado Drive, Sherman Oaks, Calif. Phone, Irving 1518-M.

Radiomonde

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

1883

1947

METRONOME

SERVING AND SURVEYING THE ENTIRE
WORLD OF MUSIC • ITS VIEWPOINT
AS MODERN AS TOMORROW!

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THE BUSINESS MAGAZINE FOR MUSIC
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MOST IMPORTANT MUSIC AND RECORD
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MONTHLY. 185 No. Wabash Ave., Chicago, Ill. Phone, Andover 5200. Published by Ziff-Davis Publishing Co. Publisher, William B. Ziff; General Manager, B. G. Davis; Editor, Oliver Read. BRANCH OFFICES: Empire State Bldg., New York 1, N. Y., Phone, Wisconsin 7-0400, Executive Assistant, Charles R. Tighe; 8th & Hill St. Bldg., Los Angeles, Calif., Phone, Tucker 9213, Wm. L. Pinney, Western Advt. Manager; 1319 F St., N.W., Washington, D. C., Phone, Executive 2502, Fred Hamlin, Washington Editor.

Vice-President, J. Myles Leekie; Secretary-Treasurer, E. R. Comte. BRANCH OFFICE: 515 Broadview Ave., Toronto, Phone, Gerrard 1144.

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; Managing Editor, Fred A. Given; Assoc. Editor, Chester I. Soucy; Advertising Rep., John C. Patton.

Radio & Appliance Journal

MONTHLY. 1270 Sixth Ave., New York 20, N. Y. Phone, Circle 7-5842. Kolpar Publications, Inc. Alex H. Kolbe, Publisher; Mal Parks, Vice-Pres. & Gen. Mgr.; Betty Borin, Circulation Manager; Irving N. Cooper, Jr., Eastern Advertising Manager. BRANCH OFFICES: 30 N. La Salle St., Chicago, Ill. Gordon Ewing, Manager; 412 West 6th St., Los Angeles, Calif., Phone, Vandyke 8815, Frederick Stern, Manager; 6 Rue de Pascal, Brussels, Belgium, Julian Block, Manager.

Radio World

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

Sales Management

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

Radio Showmanship

MONTHLY. 1004 Marquette Ave., Minneapolis 2, Minn. Phone, BRidgeport 0181. Don Paul Nathanson, Publisher; Marie Ford, Editor.

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.

Service Magazine

MONTHLY. 52 Vanderbilt Ave., New York 17, N. Y. Phone, MUrray Hill 4-0170. Publisher, Bryan Davis Publishing Co., Inc.; Editorial Director, Lewis Winner; Advisory Editor, A. A. Ghirardi; Business Manager, B. S. Davis; Vice-Pres.-Gen. Mgr., Paul S. Weil.

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. Correspondents in principal cities.

Sponsor

MONTHLY. 40 W. 52nd St., New York 19, N. Y. Phone, PLaza 3-6216. President and Publisher, Norman R. Glenn; Editor, Joseph M. Koehler; Advertising Director, Charles E. Maxwell.

Radiotime

TWICE MONTHLY. Sun Life Bldg., Montreal, Quebec, Canada. Phone, PLateau 6494. President, W. E. Elliott;

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On Music Since 1880*

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Circle 7-4500

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Televiever

BI-MONTHLY. 11 West 42nd St., New York City. Phone, LOngacre 5-1683. Irwin A. Shane, Editor and Publisher.

The Televiser

BI-MONTHLY. 11 West 42nd Street, New York 18, N. Y., Phone, LOngacre 5-1683. Publisher, Irwin A. Shane; Editor, Judy Dupuy; Business Manager, Morris Cooper; Advertising Manager, George Webster.

Television Daily

DAILY. 1501 Broadway, New York 18, N. Y. Phone, WISconsin 7-6336. Publisher, John W. Ali-coate; Treasurer and General Mgr., Donald M. Mersereau; Editor, Frank Burke; Vice-Pres. and Business Manager, Marvin Kirsch; Managing Editor, M. H. Shapiro; Vice-president, Chester B. Bahn; Secretary, Charles A. Ali-coate. Los Angeles Correspondent, Ralph Wilk; Chicago Correspondent, Nat Green, 1417 Ashland Bldg. 155 N. Clark St. Phone, State 2332.

BRANCH OFFICE: 6425 Holly-wood Blvd., Hollywood 28, Calif., Ralph Wilk, Manager. Published regularly as a supplement to RADIO DAILY.

Television Magazine

MONTHLY. 600 Madison Ave., New York, N. Y. Phone, PLaza 3-5748. Fred-erick Kugel Co. Editor-Publisher, Fred-erick A. Kugel; Managing Editor, Mary Gannon; Washington, Dorothy Holloway; T. R. Kennedy, Jr., Technical Editor; Sidney Lane, News Editor; Jack Kil-patrick, Patents; Lawrence Sweeney, Business Manager; Evelyn Hellem, Cir-culation Manager.

Tide

WEEKLY. 232 Madison Ave., New York 16, N. Y. Phone, MUrray Hill 3-7700. President and Publisher, Edwin F. Thayer; Editor, Reginald T. Clough; Vice-President, J. F. Weintz; Radio Edi-tor, Samuel Chase; Los Angeles Rep-resentative, R. J. Birch & Co. BRANCH OFFICES: 360 N. Michigan Ave., Chi-cago, Ill., Franklin 1040, O. F. Knoebber, Crosby Vining, Elinor Zeigler, Senior Associate Editor; 607 South Hill St., Los Angeles, Calif., Vandike 7386, H. J. Birch & Co., J. V. Fisler, Assoc. Editor; 300 Montgomery St., San Francisco, Calif., Douglas 4393, R. J. Birch & Co., R. J. Birch.

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103 Park Ave., New York 17, N. Y. Phone, MUrray Hill 4-1562. Martin Codel, President & Publisher; Edward Codel, Vice President & Advertising Director; George M. Hakim, Managing Editor; F. Reese Brown, Associate Editor; Patricia Murray, Associate Editor; Earl Abrams, Washington Editor; A. E. Long, Circulation Manager; Robert S. Lathrop, Art Director; Richard Irving, Advertising Production; F. Masters, Circulation Manager. BRANCH OFFICES: 1519 Con-necticut Ave., N.W. Washington 6, D. C. Phone, Michigan 2020. Martin Codell, President; 684 South Lafayette Park Place, Los Angeles 5, Calif. Phone Drexel 4388, Robert Walker, Manager; 68 Post St. San Francisco 4, Calif. Phone Sutter 5568, Roger Parrott, Manager.

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; Radio Editor, Geo. Rosen; Advertising Manager, Louis Rydell; Production Man-ager, Murray Rann. BRANCH OF-FICES: 360 N. Michigan Ave., Chicago, Ill., Bill Hunt; 1708-10 No. Vine St., Hol-lywood, Calif., Arthur Ungar.

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WITH THE HELP OF

RADIO CRAFT

The men who make the radio industry tick are the technicians, servicemen and engineers—all readers of RADIO-CRAFT. It is a publication expressly designed for the busy thinkers of the radio fraternity. Its articles are stripped of glamour and non-essentials, providing streamlined, down-to-earth usable facts.

RADIO-CRAFT supplies worthwhile news of radio, radar, television, industrial electronics, atomics and allied subjects—news that is fresh and absolutely authentic. Business events and personalities are omitted to provide space for technical developments.

For 17 years the editors of RADIO-CRAFT have been serving this rich menu of meaty articles, month after month, to its readers. The goodwill created carries over to the advertising pages. Needless to say such reader interest is of inestimable value to you as an advertiser. Take advantage of both quality and quantity (76,686)* circulation. Send for complete facts and rates.

RADIO-CRAFT

25 WEST BROADWAY, NEW YORK 7, N. Y.

* Publisher's statement — Average monthly net paid. Period ending June 30, 1946.



MEMBER
AUDIT
BUREAU
OF
CIRCULATIONS

CANADA

is your best friend and
nearest customer.

•

"CANADIAN BROADCASTER"

is the only Business Paper
devoted exclusively to Can-
adian Broadcasters and
their Sponsors

•

Twice a Month

\$2.00 a year — \$5.00 for 3 years

•

Sample Copy on Request

Canadian Broadcaster

371 Bay Street
Toronto 1
Canada



Copywriters are such unhappy people

They get that way from writing copy!

Take this ad, for instance. The copy is supposed to tell what ABC has been up to in the past year. How it's been a good year.

But there's a catch to it. No horn-blowing, please, say the brass hats. No back-patting. Sure, you can mention that Sterling Drug, Derby Foods, Eversharp-Schick and other top advertisers joined the fold—but don't brag about it. Of course say something about ABC bagging Bing Crosby... and coming up with Henry Morgan, the comedy sensation of the year... and getting the all-time-high Hooper for any commercial broadcast (67.2) with the Louis-Conn broadcast. And even a word about the 9.0 Hooper for the Fat Man, an amazing Hooperating for a

sustainer. Sure, get 'em all in the ad, but be *humble* about it.

Somewhere in there, too, say the big boys, mention that American Television Society Award. And the memorable "readings" of John Hersey's "Hiroshima." That's about all, except that the number of American Broadcasting Company stations has been upped from 194 to 238... that ABC is now *first* in network food advertising... that night-time Hoopers all week long average 13% higher than a year ago.

Oh, if only the copywriter could shout from the housetops "*Boy, what a year!* We've made some swell progress and we've got even sweller plans!" But he can't. You just don't do that sort of thing if you're a copywriter.

ABC American Broadcasting Company

A NETWORK OF 238 RADIO STATIONS SERVING AMERICA

256

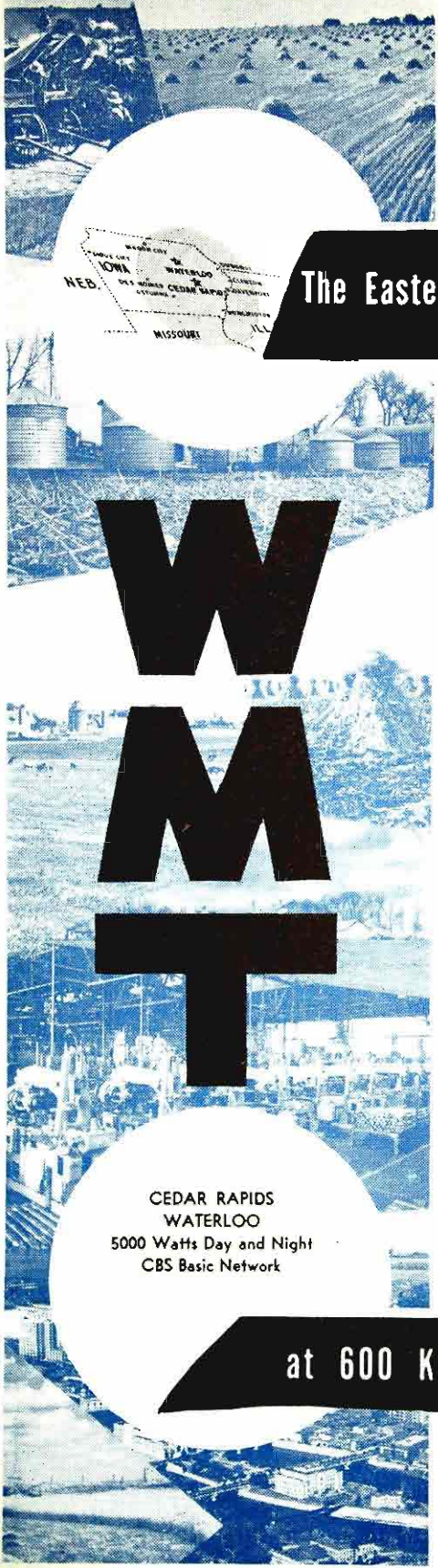
NETWORKS



NATIONAL



REGIONAL



The Eastern Iowa Market Story is Quickly Told

W
M
T

CEDAR RAPIDS
WATERLOO
5000 Watts Day and Night
CBS Basic Network

WMT
Reaches Rich Agricultural—
Industrial Eastern Iowa—
COMPLETELY!

IOWA and WMTland lead the nation in per capita wealth (1946 estimated buying income per family is \$4824.00—Sales Management Index.)

WMT is "in the heart of the greatest farming country on earth." (1946 Bumper Crops mean record farm incomes.)

IOWA ranks 16th in U. S. MANUFACTURING, yet, almost 50% of WMTland's income comes from diversified industries.

WMT reaches 1,131,782 people within its 2.5 MV contour.

WMT reaches approximately 3,500,000 people within its 0.5 MV contour.

WMT has greater population coverage within its 2.5 MV line than any other station in Iowa.

WMT's NEWS Network covers WMTland . . . 40 WMT correspondents throughout the state, plus UP, AP and INS relay up-to-the-minute news.

WMT's Farm Bureau serves WMTland with farm programs that have real farm appeal.

WMT is Eastern Iowa's only CBS station, bringing to WMTland exclusively those great CBS day and nighttime programs.

Member MID-STATES Group

at 600 KC's IOWA'S BEST FREQUENCY

Contact your KATZ representative for availabilities

RADIO, which celebrated its 25th birthday in 1945, grew up in a hurry during the years between Pearl Harbor and V-J Day, and having reached maturity, last year turned the spotlight of constructive criticism on itself.

Through such programs as the ABC broadcast of "America's Town Meeting," in which the question "Is Radio Serving The Public Interest?" was discussed, and other network programs in which the broadcasting industry was analyzed by industry members as well as by outside critics, radio programming in 1947 is expected to advance considerably.

In all phases of broadcasting, including FM and television, the American Broadcasting Company expects to expand operations in 1947. In Los Angeles, ABC has been granted channel seven for television operations and the site of its transmitter is Mount Wilson, the best location in the area. As additional construction permits are received this network will place facilities in operation as soon as possible under the uncertainties of equipment production.

The year just concluded saw radio broadcasting successfully gear itself to the post-war readjustment of industry in the United States. Despite equipment shortages and strikes, which in some instances forced sponsors temporarily to put aside their plans to use radio, ABC's gross time sales for 1946 amounted to \$40,617,130, an increase of \$571,164 as compared with gross billings of \$40,045,966 reported for the previous year.

Heralding the optimistic outlook held at ABC for 1947 was the announcement made late last year that two full hour symphonic programs were sold within a week of each other. Beginning January 19, "Musical Digest" magazine-assumed sponsorship of the Detroit Symphony under a 52-week contract, and on January 21, the John Hancock Mutual Life Insurance Company made its debut in radio with the sponsorship of the Boston Symphony.



MARK WOODS
President

With the issuance of Rate Card Number 2, ABC provided that despite anticipated rising costs elsewhere in advertising, a sponsor will be able to maintain his advertising budget with the assurance that costs for time periods on the network will remain constant.

In addition to our sponsors, much of the credit for the successful year just closed by ABC must go to its 235 affiliated stations and to the many specialists employed by the network to broadcast special programs.

Meantime, during 1946 great stress has been laid on programming and as a result ABC closed the year with a well-balanced program lineup running the gamut from specially built adventure programs for children through its highly praised programs designed to combat juvenile delinquency to such skilled works as the broadcasts of the Metropolitan Opera, and notable forums such as America's Town Meeting. In addition, during the closing months of 1946, Henry Morgan—termed, by many listener polls, "radio's most promising star"—began his network program and in three weeks gained Ever-sharp, Inc., as a sponsor. The new Bing Crosby show likewise made radio history.

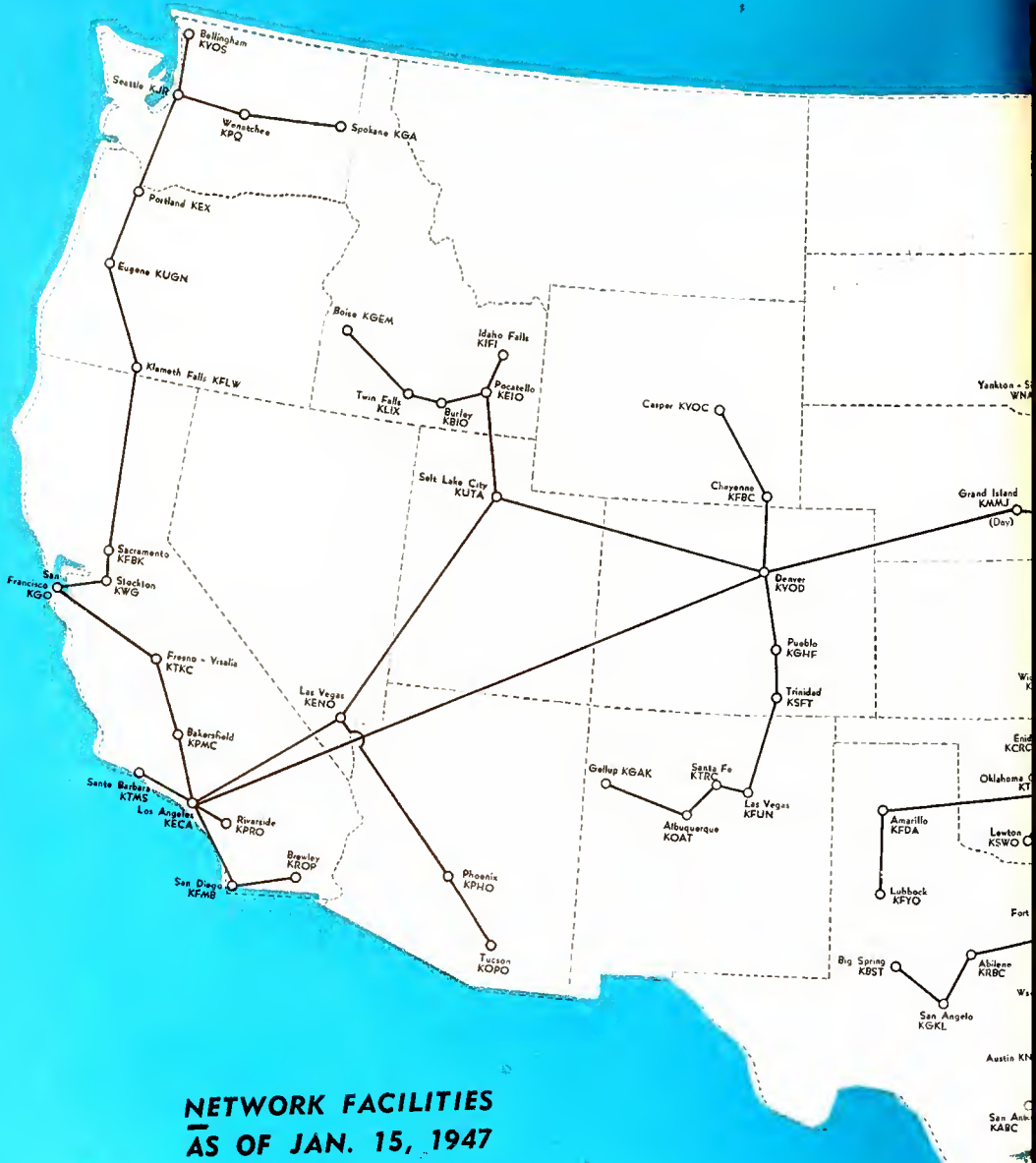
Attesting to ABC's skillful programming is the incomparably high number of network-built programs which have been purchased during 1946 by sponsors for airing on the network.

Growth of ABC as a network can best be measured by the 235 affiliated stations at the close of 1946 as compared with 195 reported in the 1945 review for Radio Annual. To the sharp increase in the number of stations must be added the many facilities improvements including power increases granted by the Federal Communications Commission to ABC affiliated stations during the past year.

That advertisers are taking advantage of these facilities gains and improvements on ABC can be seen from the expanded lineup of sponsors on the network.



AMERICAN BROADCAST



**NETWORK FACILITIES
AS OF JAN. 15, 1947**

CASTING COMPANY





1935-1936
1937-1938

AMERICAN Broadcasting Company, Inc.

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New York 20, N. Y.
(Telephone Number Circle 7-5700)

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Maurice Brachhausen..Manager of Sound Effects
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H. Addison Campbell
Director of Market Research

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G. T. C. Fry.....Eastern Sales Mgr.
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Henry T. Hede.....Purchasing Agent

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E. C. Horstman.....Engineering Manager
Robert Jones.....Station Relations
C. T. Hagman.....General Manager
Robert White.....Public Service Supervisor

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Eli Henry.....Publicity Manager
F. E. Kasser.....Supervisor of Announcers
Olive D. McCann.....Supervisor of Research
Roy McLaughlin
Mgr. Sta. WENR, Nat. Spot & Local Sales Mgr.
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Russell Hudson
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Dresser M. Dahlstead.....Chief Announcer
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Norman Ostby....Asst. to Vice. Pres. in Charge
Thomas Palmer.....Mgr. Technical Operations
Clyde Scott.....General Manager KECA
Melvin P. Wamboldt
Mgr. Production-Program Operations

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

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A. E. Evans.....Engineering Manager
Eleanor Higby.....Traffic Manager
Robert Laws...Promotion and Publicity Manager


Kirkham Torney.....Sales Manager
Boyce Wright.....Program Manager
Francis La Tourette.....News Manager
Lorraine Jenevein.....Continuity Editor

AMERICAN BROADCASTING CO., INC.

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

On the Calendar...

1947

SUN	MON	TUE	WED	THUR	FRI	SAT
 <h1 style="text-align: center;">KSD-TV</h1> <p style="text-align: center;">The ST. LOUIS POST-DISPATCH TELEVISION Station</p> <p style="text-align: center;">AND</p> <h1 style="text-align: center;">KSD-FM</h1> <p style="text-align: center;">The ST. LOUIS POST-DISPATCH Frequency Modulation Station</p>						



KSD is the NBC basic station for St. Louis; it is 225 miles to the nearest other NBC basic outlet. KSD is the only broadcasting station in St. Louis with the full service of the Associated Press—the AP news wires plus the PA radio wire. KSD is recognized throughout its listening area for its high standard of programming and advertising acceptance. To sell the great St. Louis Market, use "The Combination that Clicks"—KSD-NBC-AP.

KSD

ST. LOUIS • 550 KC

Owned and Operated by the
ST. LOUIS POST-DISPATCH
National Advertising Representatives
FREE & PETERS, INC.

To an industry dynamic as broadcasting must necessarily be, every new year is filled with promise and challenge. If 1947's promise and challenge is realized, it will be largely because radio has spent a good deal of 1946 taking the measure of its peacetime tasks. The range of these tasks have been wide and will continue so, but their focus, unmistakably, is the nation's and the world's need for preserving our hard-won peace and for extending its benefits.

It is not by mere chance that the Columbia network's reemphasis on programs, with a marked increase in public affairs broadcasts, and William S. Paley's recent pronouncement on radio's need for earnest self-examination are inter-related aspects of radio's reconversion. The past year also saw the realization of Columbia's color television development in public demonstrations and an extensive hearing before the FCC.

In the field of news coverage, reconversion was not merely a matter of shifting the emphasis to domestic affairs. New program formats needed to be devised and realignments of overseas reporting staffs, newsgathering and transmitting facilities effected. These things were done with the conviction that spreading news and knowledge of peace would be as important and exacting as any of radio's wartime responsibilities. A preview of a network newsroom's place in the post-war scheme of things, incidentally, was spotlighted when CBS reluctantly decided to withdraw its staff correspondent from Moscow. The decision was made after the Soviet Ministry of Foreign Affairs informed CBS that shortwave facilities for transmission to the United States would no longer be available to foreign broadcasters.

Many of the findings were clearly summarized in the facts compiled by the University of Denver's National Opinion Research Center. These showed, among other things, that 84 per cent of the public believes radio is doing a good or excellent job as compared with substantially smaller percentages holding the same opin-



FRANK STANTON
President

ion concerning the press, schools, church and government.

Mr. Paley's address before the 24th annual convention of the National Association of Broadcasters clearly defined objectives for the future. One of Mr. Paley's conclusions, the need for keeping the listening public adequately informed of radio's operations and inherent problems was turned immediately into action.

Beginning December 1, 1946, and continuing for an indefinite number of weeks, CBS is undertaking to help radio listeners reason more intelligently about broadcasting by a series of programs entitled "Time for Reason—About Radio."

The most striking result of Columbia's endeavors in the field of television, at the end of 1946, has been to enable the American people to make an intelligent decision based on factual data and practical considerations concerning the kind of television they want—color or black-and-white. To achieve this vantage point for the public, Columbia expended more than \$2,000,000 in two years, maintained a laboratory staff numbering more than 100, and held over 200 demonstrations for representatives of government, industry, press and public.

Exhaustive field tests were made to demonstrate the immediate serviceability of color television in large urban areas. A dual-band combination receiver was developed to permit reception of black-and-white as well as color television programs. A fully electronic receiver tube was demonstrated for use in projection or direct viewing under sequential standards. The actuality of color was further underlined by licensing of three major manufacturers to produce transmitter equipment and home receivers for color television. In December the FCC conducted a public hearing to decide on commercial operation of color television stations to operate in competition with present black-and-white stations.

The Commission's decision will probably be handed down early in 1947. And until that decision is known, all predictions for near future of tele should be withheld.



COLUMBIA BROADCAST



COLUMBIA BROADCAST SYSTEM



NETWORK FACILITIES
AS OF JAN. 1, 1947

C O L U M B I A

Broadcasting System, Inc.

Executives and Staff

485 Madison Avenue, New York 22, N. Y.

Telephone: Wickersham 2-2000

BOARD OF DIRECTORS

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

Samuel Paley
William S. Paley
Joseph H. Ream

Leon Levy
J. A. W. Iglehart
Isaac D. Levy
Frank K. White

Dorsey Richardson
Frank Stanton
Herbert Bayard Swope

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Frank K. White.....Vice President and Treasurer
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Vice President in Charge of Station Relations
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L. W. Lowman.....V.P. in Charge of Television
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V.P. in Charge of Station Administration

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Vice President in Charge of Western Division
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Paul W. Kesten.....Consultant

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L. C. Merrick.....Assistant Comptroller
Sophie Hinze.....Cashier

Construction and Building Operations Department

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Joseph E. Werden
Manager of Building Service Operations
James R. Stevens...Mgr. of Theater Operations
Pier Cherici.....Mgr. Construction Operations

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

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

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John H. Martin.....Executive Assistant

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Kenneth L. Yourd.....Senior Attorney

Network Sales Department

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

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

Program Department

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

General

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

Program Writing Division

Robert J. Landry...Director of Program Writing

Program Operations

Department

James M. Seward.....Director of Operations
I. S. Becker.....Assistant Director of Operations
R. R. Ray...Assistant to Director of Operations
Leonard Zimmerman,
Asst. to Director of Operations

Music Library Division

Julius Matfield.....Director of Music Library

Network Operations Division

Hrace Guillotte...Mgr. of Network Operations

Program Typing Division

Harriet Hess...Supervisor of Program Typing

Sound Effects Division

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

Technical Operations

Division

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

Traffic Division

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

Public Affairs Department

Edward R. Murrow...V.P.-Director Public Affairs
Gerald F. Maulsky.....Asst. to Director
Wells Church...Director of News Broadcasts
Henry Wefing...Asst. Dir. of News Broadcasts

Education Division

Lyman Bryson.....Counselor of Public Affairs
Robert Hudson.....Director of Education
Leon Levine...Assistant Director of Education
Helen Sioussat.....Director of Talks
Elinor Inman...Director of Religious Broadcasts
John Pfeiffer.....Science Director

Press Information

George Crandall.....Director
Arthur Perles.....Assistant Director
Michael Boscia.....Manager of Operations
Charles F. Pekar, Jr...Assistant to the Director
Walter Seigal...Manager of Photographic Division
Anne Harding.....Manager of Service Division
Michael Foster.....Trade News Editor
Dorothy Leffler...Manager Magazine Division

Purchasing Department

John E. Forsander.....Purchasing Agent

Radio Sales

J. L. Van Volkenburg.....General Manager
H. A. Carlborg.....Eastern Sales Manager
New York
Wilbur S. Edwards...Western Sales Manager
Chicago
John Brumbach...Representative, San Francisco
William Ogden...Representative Detroit Office
H. H. Holtzouser...Southern Sales Manager
Atlanta
L. D. Larimer...Representative, Los Angeles
Richard Hess...Supervisor of Research for
C-O Stations & Radio Sales
Howard Stanley...Dir. Promotion for Radio Sales
Emmett Heardt...Manager of Sales Service

Research Department

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

Reference Department

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

Sales Promotion and Advertising Department

Paul M. Hollister...Vice President in Charge
of Advertising & Sales Promotion
John Fox.....Manager of Production
Thomas D. Connolly...Dir. of Program Promotion
Louis Hausman...Manager of Presentation Division
John P. Cowden...Director of Promotion Service
for C-O Stations & Radio Sales

Station Administration

Department

Howard S. Meighan
Vice President and Director of Station Admin-
istration

Station Relations Department

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

Television Department

Lawrence W. Lowman

Vice President in Charge of Television
 Worthington Miner.....Director of Television
 Leonard Hole.....Director of Plans Division
 George Moscovics.....Commercial Manager
 Merritt H. Coleman.....Director of Operations
 Ben Feiner, Jr.....Acting Director of Programs
 James Kane.....Manager of Press Information

New York City

WCBS and WCBS-FM, 485 MADISON AVE.
 Arthur Hull Hayes.....General Manager
 G. Richard Swift,

Program Director and Asst. Gen. Mgr.
 Don Miller.....Sales Manager
 Henry Grossman.....Chief Engineer
 Jules Dundes.....Sales Promotion Manager
 Henry Untermeyer.....Director of Special Events
 D. Gordon Graham.....Asst. Program Director
 William Ellwell.....Manager of Program Operations

BOSTON—WEEI

182 Tremont Street

Harold E. Fellows...Manager of New England
 Operations for CBS and Gen. Mgr. of WEEI
 Kingsley F. Horton..Assistant Manager-Director
 of Programs and Sales
 Harold Dorschug.....Director of Engineering,
 Sound and Transcriptions
 Marie Houlahan...Director of Press Information
 Guy C. Cunningham..Director of Sales Promotion
 H. Roy Marks.....Assistant Sales Manager

CHICAGO—WBBM and WBBM-FM

410 North Michigan Avenue

H. Leslie Atlass...Vice President in Charge
 of Central Division and Gen. Mgr. of WBBM
 Frank Falknor.....Assistant General Manager
 Walter Preston.....Act. Dir. of Program Dept.
 Urban Johnson.....Chief Sound Technician
 G. V. Sherman.....Chief Engineer of WBBM
 Everett Holles.....News Editor
 Robert Savage.....Sales Promotion Manager
 Erwin H. Shomo.....Sales Manager
 George T. Case.....Assistant Program Director
 Don E. Kelley.....Director Press Information
 Louis Lazarus.....Accountant

MINNEAPOLIS—ST. PAUL—WCCO

625 Second Avenue, South.

Austin E. Joscelyn.....General Manager
 J. J. Beloungy.....Chief Engineer
 Thomas Dawson.....Sales Manager

John Lucas.....Accountant
 Carl Small Ward....Manager of Sales Promotion
 and Director of Press Information

LOS ANGELES—KNX

Columbia Square

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

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

SAN FRANCISCO OFFICE

Palace Hotel

Wayne Steffner.....Manager

ST. LOUIS—KMOX

401 South Twelfth Blvd.

Wendell B. Campbell.....General Manager
 Jerry Hoekstra,
 Director Special Events and Press Information
 Harry Harvey.....Chief Engineer
 David Sutton.....General Sales Manager
 J. Soular Johnson...Director Public Relations
 Jack Sexton.....Director of Program Sales
 Robert F. DeVoe.....Supervisor of Accounting,
 Personnel and Office

Carrington W. Doebler

Director of Sales Promotion

WASHINGTON—WTOP

Earle Building

Earl H. Gammons,
 V.P. and Director of Washington Office
 Carl Burkland....General Manager of WTOP
 Martin D. Wickett.....Program Director
 Edward E. Scovill...Supervisor of Public Affairs
 Clyde Hunt.....Chief Engineer
 Maurice Mitchell.....Sales Manager
 Roy Passman....Director of Program Operations

Stations Owned and Operated By

COLUMBIA BROADCASTING SYSTEM

WCBS, New York

WBBM, Chicago

WCCO, Minneapolis-St. Paul

WTOP, Washington, D. C.

KMOX, St. Louis

KNX, Los Angeles

WEEI, Boston

Television Stations:

WCBS-TV, New York

FM Stations:

WCBS-FM New York

WBBM-FM, Chicago



EDGAR KOBAK
President

HERE we are facing another year, and the network Presidents are all facing the problem of their annual statements to the radio business papers. This is an assignment I take a little more seriously each year because it gets to be a little more difficult each year. I don't particularly relish the role of prophet, but I do like to make the annual statements as honest and realistic as possible.

Looking toward 1947, I frankly see nothing ahead more clearly than a big pile of hard work to be done. I think it is bound to be a year in which re-appraisal of values and re-aligning of sights will be very much in vogue.

During 1946 we have seen the breaking of the status quo of the war years and the establishment of a great number of new stations, coupled with the expansion of networks, notably Mutual. During 1946 we also passed through the experience of a change from a "war economy" in advertising to the economy of stringency brought about by material shortages, labor difficulties and other largely unexpected obstacles.

As far as Mutual is concerned, we have been buckling down to the task of fitting our network to the needs of a competitive, stringent economy—while at the same time increasing our penetration of hometown America by the addition of stations in many markets which heretofore have been deprived of Mutual Network service. Our job has been to expand our coverage and at the same time to keep prices down, and we enter 1947 with a sense of very real achievement in having so largely reached this goal.

In building new programs for 1947—both sustaining shows and those intended for sale—and including programs which have a definite public service aim as well as those whose sole object is entertainment—we are holding our ideas to a very simple basic pattern. We are making a very special effort to build our programs with primary concern for the viewpoint of the average listener. Instead of thinking in grand terms—what might be called the

"auditorium school of thought"—we are thinking in intimate terms, the "living-room school," or maybe the "kitchen school" if you like. No matter how large or broad or comprehensive a basic program idea may be, we plan in 1947 to hold it to its simplest factors—its impact upon the ears and minds of individual listeners.

We don't expect this thinking to win many headlines of itself because it is not sensational or even dramatic, but we think it is practical, that it is in keeping with the tone of 1947 as we sense it, and we hope it will produce results which will win their own headlines.

While we shall, of course, continue our search for new comedians, artists and writers, one of our chief objectives will be to build new and different types of programs which can be made available for commercial sponsorship at reasonable cost, because we believe 1947 will be a year in which good "idea" programs that do not cost too much will be the most salable shows. We believe that sponsors will be watching the dollars more closely than ever in 1947—not merely because the times are conducive to such careful watching of expenditures, but because advertisers are all the time learning more about the proper control of the advertising dollar and are getting keener sense of values in all forms of advertising including network broadcasting.

This keener sense of value is, of course, being aided by the improved factual material made available by the various research agencies. We feel that there has been a very healthy clearing up of the situation in respect to radio research, particularly in program audience research.

From the standpoints of network and station development, of programming, and of advertising strategy, of research and fact-finding, and of the use to be made of the facts when they are found—from all of these standpoints. I believe that 1947 will be a year of noses applied to grindstones, of saws being applied to wood and of sledge hammers being applied to the rock pile. We have to stick to it.



MUTUAL BROADCAST

Alabama

- WCTA ANDALUSIA
- WLD BESEMER
- WTNH BIRMINGHAM
- WMSL DECATUR
- WLOI DOTHAN
- WBY GADSDEN
- WBHP HUNTSVILLE
- WKBD MOBILE
- WKOH MONTGOMERY
- WLAT MUSCLE SHOALS
- WJMO OPELIKA
- WBBB SELMA
- WBSB SELMA
- WHTB TALLADEGA

Arkansas

- KAMB CAMDEN
- KOKH FAYETTEVILLE
- KFPW FORT SMITH
- KNOZ HARRISON
- KEFA HELENA
- KWFC HOT SPRINGS
- KRTA JONESBORO
- KELK LITTLE ROCK
- KOTM FINE BLUFF

Bermuda

- ZBM HAMILTON

California

- KATY BAKERSFIELD
- KABC CHICO
- KXO EL CENTRO
- KIEM EUREKA
- KPKE FRESNO
- KNE LOS ANGELES
- KMYC MARYSVILLE
- KYOS MERCED
- KDON MONTEREY
- KVCV REDDING
- KXOA SACRAMENTO
- KFSM SAN BERNARDINO
- KBC SAN DIEGO
- KRC SAN FRANCISCO
- KVC SAN LUIS OBISPO
- KVOS SANTA ANA
- KDB SANTA BARBARA
- KCOX TULARE-VISALIA

Colorado

- KFEL DENVER
- KFKJ GRAND JUNCTION

Connecticut

- WICC BRIDGEPORT
- WONS HARTFORD
- WNCX NEW LONDON
- WVCO WATERBURY

Delaware

- WLMR WILMINGTON

District of Columbia

- WOL WASHINGTON

Florida

- WTKA FORT PIERCE
- WXPB GAINESVILLE
- WJMP JACKSONVILLE
- WKWV KEY WEST
- WVAB MIAMI
- WVBC OCALA
- WVBP PANAMA CITY
- WTSP ST. PETERSBURG-TAMPA
- WTAL TALLAHASSEE

Georgia

- WALB ALBANY
- WATL ATLANTA
- WBBQ AUGUSTA
- WABD BAINBRIDGE
- WMOO BRUNSWICK
- WBHP CARTERSVILLE
- WJLM COFFELE
- WMOO COVINGTON
- WBLJ DALTON
- WMLT DUBLIN
- WBON ELBERTON
- WBH FITZGERALD
- WODA GAINESVILLE
- WREU CITREIN
- WLAQ LA GRANGE
- WNEK MACON
- WVWQ MILLEDGEVILLE
- WROA ROME
- WCCP SAVANNAH
- WVWS STATESBORO
- WLC TOCOSA
- WVOY VALDOSTA
- WATX WAYCROSS

Hawaii

- KHON HONOLULU

Idaho

- KID IDAHO FALLS
- KRIC LEWISTON
- KEID NAMPA-BOISE
- KVWV TWIN FALLS
- KWAL WALLACE

Illinois

- WGN CHICAGO
- WJH GALESBURG
- WJF HEPIN
- WVBS ROCK ISLAND-DAVENPORT

Indiana

- wisc INDIANAPOLIS

- WAKL LAFAYETTE
- WKBY RICHMOND
- WAOV VINCENNES

Iowa

- WAT CEDAR RAPIDS
- KBOB CLINTON
- KBNB DES MOINES
- KDIN DUBUQUE
- KYVD FORT DODGE
- KFIB MARSHALLTOWN
- KMA OTTUMWA
- KMA SHENANDOAH
- KTRI SIOUX CITY
- KICD SIRENCK

Kansas

- KVAK ATCHISON
- KFSW ENGLISHTON
- KIUL GARDEN CITY
- KYOB GREAT BEND
- KSAL SALINA
- KFSI WICHITA

Kentucky

- WBLI BOWLING GREEN
- WBYT FRANKFORT
- WNLN HARTLAND
- WSON HENDERSON
- WOKC LOUISVILLE
- WONI OWENSBORO
- WKYB PADUCAH

Louisiana

- KPDR ALEXANDRIA
- WNOE NEW ORLEANS

Maine

- WPAU AUGUSTA
- WJOS BANGOR
- WCOM LEWISTON-ALBURN
- WMTW PORTLAND

Maryland

- WCBM BALTIMORE
- WJBE HAGERSTOWN
- WBOC SALISBURY

Massachusetts

- WVBC BOSTON
- WSAT FALL RIVER
- WEMM FITCHBURG
- WNAI GREENFIELD
- WVTV HOLYOKE
- WILN LOWELL-LAWRENCE
- WVXK FITSFIELD
- WAAB WORCESTER

Michigan

- WATT CADILLAC
- WVDF CALUMET
- CCVM DETROIT
- WBOC ESCANABA
- WVMS IRONWOOD
- WVLA LUDINGTON
- WVBJ MARQUETTE
- WKXZ MUSKEGON
- WHLIS PORT HURON
- WTCM TRAVERSE CITY

Minnesota

- KOOE FERGUS FALLS
- WLOL MINNEAPOLIS-ST. PAUL
- WVOE MOORHEAD

Mississippi

- WVOK CLARKSDALE
- WVBI COLUMBUS
- WVCA CORINTH
- WJPS GREENVILLE
- WVJN JACKSON
- WVLU LAUREL
- WVOR MERIDIAN
- WLO TUPELO

Missouri

- KHMO HANNIBAL
- KWOB JEFFERSON CITY
- WVBM JOPLIN
- WVW KANSAS CITY (DI)
- KCKN KANSAS CITY (NI)
- KWOC FORLAR BLUFF
- KRIB ST. JOSEPH
- KWK ST. LOUIS
- KDBO SEDALIA
- KTIS SPRINGFIELD

Montana

- KBY BILLINGS
- KBJP MILES CITY
- KOCX SIOUX

Nebraska

- KOKN FREVONT
- KRAS HARTINGS
- KDVM HEARNNEY
- KFOK LINCOLN
- KBOH OMAHA

Neveda

- KNE BOULDER CITY
- KATO RENO

New Hampshire

- WVXJ CONCORD
- WVNN LACONIA
- WVBB MANCHESTER
- WVBR FORTSMOUTH



New Mexico

- KBY ALBUQUERQUE
- KICA CLOVIS
- KVEM HOBBS
- KOFL ROSWELL
- KVNN TUCUMCARI

New York

- WABY ALBANY
- WVBO ALBANY
- WVTA BATAVIA
- WVBN BUFFALO
- WENT EMIRIA
- WVSC GLENS FALLS
- WENT GLOVERSVILLE
- WVNT KINGSTON
- WVMT MIDDLETOWN
- WOB NEW YORK CITY
- WVSB OGDENSBURG
- WSAY ROCHESTER
- WVKA ROSE-UTICA
- WVGA SCHENECTADY

North Carolina

- WISF ASHEVILLE
- WBBB BURLINGTON
- WAYS CHARLOTTE
- WHNT DURHAM
- WVNC ELIZABETH CITY
- WVNC FAYETTEVILLE
- WVBB GOLDSBORO
- WVOC GREENVILLE
- WVNC HENDERSON
- WVNC HENDERSONVILLE
- WVNC JACKSONVILLE
- WVSB LUMBERTON
- WHIT NEW BERN
- WVALL RALEIGH
- WVBT ROCKINGHAM
- WVST SALISBURY
- WVNS SHELBY
- WVNC WHEATVILLE
- WVNH WASHINGTON

North Dakota

- KACB BISMARCK-MANDAN
- KDIB DEVILS LAKE
- KSB JAMESTOWN
- KLFM MINOT
- KOVC VALLEY CITY

Ohio

- WHKK ARRON
- WVNC CANTON
- WVNC CINCINNATI
- WHK CLEVELAND
- WVNC COLUMBUS
- WVNC HAMILTON
- WVNC MARIETTA
- WVST STEUBENVILLE
- WVBN WAPREN

Oklahoma

- KWON BARTLESVILLE

Oregon

- KVSR ELY CITY
- KOCY OKLAHOMA CITY
- KMBO OKMULGEE
- WBBZ PONCA CITY
- KOME TULSA

Pennsylvania

- KWIL ALBANY
- KBNB ASTORIA
- KBND BEND
- KOOS COOS BAY
- KOBE EUGENE
- KUIM GRANTS PASS
- RFJ RELAYVILLE
- KALE PORTLAND
- KBNK ROSEBURG
- KSLM SALEM

ASTING SYSTEM



CASPER
CASTLE
CITY
DOLPHINA
BURGH
ING
COLLEGE
HINGTON
ES BARRK

land
DENCE

rolino
NIA
WAY
ON
HILL
R

South Dakota

KABR ABERDEEN
WNAX YANCTON

Tennessee

WLAR ATHENS
WAGC CHATTANOOGA
WJZM CLARKSVILLE
WBAC CLEVELAND
WDSG DYERSBURG
WBEJ ELIZABETHTON JOHNSON CITY
WGRV GREENEVILLE
WHQO MEMPHIS
WSIX NASHVILLE
WENK UNION CITY

Texas

KRRC ABILENE
KVET AUSTIN
KIDX BAY CITY
KRST BIG SPRING
KBDW BROWNWOOD

KRIS - CORPUS CHRISTI

WRR DALLAS
RZJZ FORT WORTH
KGLF GALVESTON
KLVF GREENVILLE
KNTN HOUSTON
KJAM HENRYVILLE
KPA8 LAREDO
KRO8 LONGVIEW
KRRA LUFKIN
KRIO ODessa
KNET PALESTINE
KPDN PANAMA
KPLS PARIS
KVQP PLAINVIEW
KPAK PORT ARTHUR BEAUMONT
KGLK SAN ANGELO
KXAK SAN ANTONIO
KRKV SHERMAN DENISON
KKOX SWEETWATER
KTEA TEMPLE
KRCB TEXARKANA
KGRK TYLER

KVVC VERNON

KVIC VICTORIA
KWXX WACO

Utah

KVNU LOGAN
KIO OGDEN
KDAL PRICE
KQVO PROVO
KALL SALT LAKE CITY

Vermont

W5YR RUTLAND
W5BS ST. ALBANS
WDEV WATERBURY

Virginia

W5AP NORFOLK PORTSMOUTH
W5VA NORTON
W5SV PETERSBURG
W5VM PULASKI
W5EE RICHMOND

Washington

KXRO ABERDEEN
KELA CENTRALIA CHEHALIS
KRKO EVERETT
KWIK LONGVIEW
KGY OLYMPIA
KVI SEATTLE TACOMA
KROD SPOKANE
KUJ WALLA WALLA
KIT YAKIMA

West Virginia

W5NR BECKLEY
W5TP CHARLESTON
W5PL HUNTINGTON
W5ON MONTGOMERY
W5AJ MORGANTOWN
W5WV WELCH
W5TH WILLIAMSON

Wisconsin

W5NY APPLETON
W5AT ASHLAND

Wyoming

KDYN CASPER
KODI CODY
KPOW POWELL
KRWS ROCK SPRINGS
KNYO SHERIDAN

BERMUDA

**NETWORK FACILITIES
AS OF JAN. 1, 1947**

MUTUAL BROADCASTING SYSTEM



NETWORK FACILITIES AS OF JAN. 1, 1947

MUTUAL Broadcasting System

Executives and Staff

1440 Broadway, New York 18, N. Y.

Phone, PENNSYLVANIA 6-9600

Executive Personnel

Board of Directors

Alfred J. McCosker
 WOR, New York, Chairman
 Edgar Kobak MBS, New York
 E. M. Antrim WGN, Chicago
 Willet H. Brown Don Lee, Hollywood
 J. E. Campeau CKLW, Detroit
 Chesser Campbell WGN, Chicago
 H. K. Carpenter WHK, Cleveland
 Benedict Gimbel, Jr. WIP, Philadelphia
 John Shepard III. Yankee Network, Boston
 Theodore C. Streibert. WOR, New York
 Lewis Allen Weiss. Don Lee, Hollywood
 Linus Travers. Yankee Network, Boston

Officers

Edgar Kobak. New York, President
 Robert D. Swezey.
 New York, V.P. and General Manager
 E. M. Antrim. Chicago, Secretary
 J. E. Wallen. New York, Treasurer
 Controller and Asst. Secretary
 Phillips Carlin. New York, Vice-President
 in Charge of Programs
 Z. C. Barnes. New York, Vice-President
 in Charge of Sales
 Carl Haverlin. New York, Vice-President
 in Charge of Station Relations
 A. A. Schechter. New York, Vice-President
 in Charge of News, Special Events
 and Publicity
 Robert A. Schmid. New York, Vice-President
 in Charge of Advertising, Promotion
 and Research
 A. N. Hult. Chicago, Vice-President
 in Charge Midwest Operations

Departments and Divisions

EXECUTIVE OFFICERS

Edgar Kobak President
 Robert D. Swezey. V.P. and General Manager

Accounting Department

James E. Wallen. Controller
 George Ruppel. Asst. Controller
 Richard Groome Auditor
 George Westby. Budget Director

Legal Counsel

Louis C. Caldwell. Washington
 Keith Masters Chicago
 Andrew C. Hamilton Chicago
 Leo Lauterstein New York
 David Brown New York

Engineering Department

E. M. Johnson. Chief of Engineering
 Leslie Learned Manager of Traffic
 James Chapman ... Supervisor of Engineering
 Lewis R. Tower. Chief of Facilities

Program Department

Phillips Carlin. Vice-President in Charge
 Adolph Opfinger. Asst. to Vice-President
 B. J. Hauser. Dir. of Cooperative Programs
 Walter Lurie. Director of New Program Dept.
 Herbert Rice. Director of Production
 Nick Keesely. Manager of Program Sales
 Edwin Otis ... Supervisor of Coml. Programs
 H. L. Fishel. Script Editor
 Elsie Dick. Director of Women's and
 Religious Activities
 Dorothy Ann Kemble. Director of Continuity
 Acceptance

Office Management

James E. Wallen.....Office Manager
Beatrice M. Marschner.....Personnel Director
Ruth Henderl.....Purchasing Agent
Margaret Maloney.....Telephone Supervisor

Sales Department

Z. C. Barnes.....Vice President in Charge
E. P. H. James..Manager of Sales Operations
Duncan R. Buckham..Eastern Sales Manager
John R. Overall...Divisional Sales Manager
George BensonDivisional Sales Manager
T. E. Danley.....Manager of Sales Traffic
Alma GraefAsst. Mgr. Sales Operations
Ruth Ward,
Director of Contracts and Estimates

News and Special Events

A. A. Schechter....Vice-President in Charge
Milton Burgh.....Director of News
Jack Paige.....Director of Special Events
Paul Jonas.....Director of Sports
James E. O'Bryon.....Director of Publicity
Francis X. Zuzulo...Asst. Director of Publicity
Robert Wilson.....Manager of Exploitation
Mitchell Jablons.....Trade News Editor
Geraldine Foster.....Photo Editor
Joan Stanton.....Magazine Editor
John Skinner.....Press Editor
Harold GoldCopy Chief

Washington Staff

Charter Heslep...Washington Representative
Alexandra Roudybush ..Administrative Asst.

Sales Promotion and Research Department

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

Foreign Correspondent for Mutual Broadcasting System

Robert F. Allen.....Mexico City
Ted Christie.....Paris
Burton Crane.....Tokyo
Jules Dubois.....Panama
Gerald Dougherty.....Buenos Aires
Robert Durham.....Oslo
John Fisher.....Moscow
Robert Gary.....Frankfort
Randall Gould.....Shanghai
Ted Hoskins.....Cairo
Josef Israels II.....Vienna

Harold Coulter
Asst. Manager Advertising & Research
Richard Puff.....Manager of Research
Carleton McVarish..Mgr. Audience Promotion
Jesse Thompson.....Copy Chief
Helen O'ReillyProduction Supervisor

Station Relations Department

Carl Haverlin.....Vice-President in Charge
Charles Godwin..Manager of Station Relations
Robert CarpenterField Rep. (Southwest)
Harry LeBrunField Rep. (Southeast)
Don Ioset.....Field Representative (East)
Paul Hancock.....Station Research
Dorothy Driscoll.....Station Traffic

Chicago Staff

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

Detroit Staff

Penabscot Bldg.

Herbert Faust.....Central Division Manager

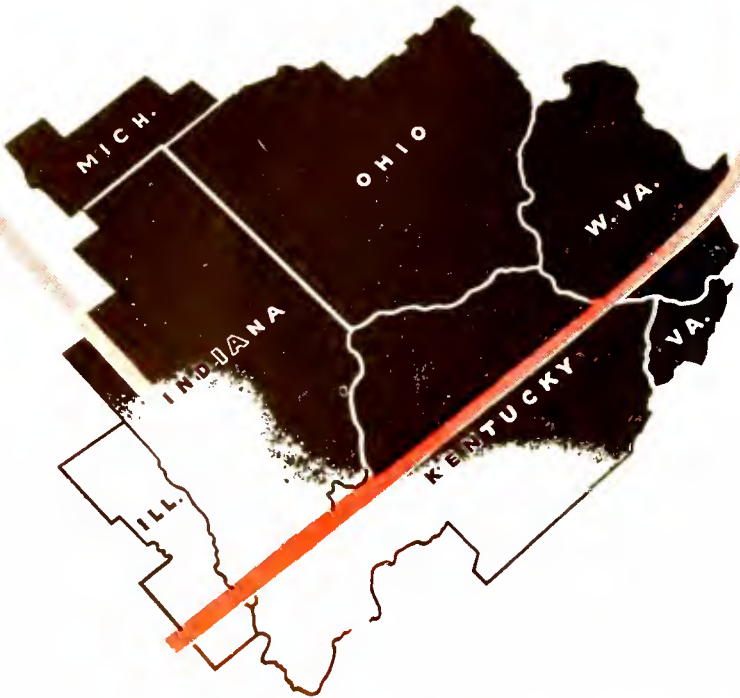
Pittsburgh Office

William Penn Hotel

Richard Bachman.....Sales Representative

Birger Jacobsen.....Sweden
Arthur Mann.....London
David Perlman.....Paris
Anne Stadler.....Madrid
Robert Stewart.....Manila
Helen Townsley.....Rio de Janeiro
Frank Viner.....Prague
Alfred Wagg.....New Delhi, India
James Wellard.....Rome
James Wahl.....Honolulu

in this area...



***In this area there are 2,735,051
radio homes. Of these homes,
ONE STATION in four weeks...***

reaches 70.1% between 6 AM and Noon
reaches 70.8% between Noon and 6 PM
reaches 79.2% between 6 PM and Midnight
reaches 81.2% between 6 AM and 6 PM
reaches 86.1% between 6 AM and Midnight

and that ONE STATION is...

WLW

THE NATION'S MOST MERCHANTABLE STATION

Nielsen Radio Index February-March, 1946

CROSLY BROADCASTING CORPORATION

TWO great responsibilities face American radio now that the fighting war has ended: To help win a secure peace and to help heal the ugly scars of war that deface the world. And overshadowing these two companion missions is the great problem of harnessing atomic energy for peace rather than destruction.

Radio can face these tremendous problems of the future with a feeling of confidence because of its record in mobilizing this country for war and helping to win the war. That it was able to do so with such effectiveness is a tribute to the American system of democracy under which radio broadcasting exists as a free competitive enterprise, regulated by the government and supported by public spirited advertisers.

In the new era, which is now open, television will step forth as a gigantic new technical advance to aid radio in the fulfillment of its great obligations. In this new era, television will become the greatest means of mass communication and education the world has ever known. Television, of course, will not entirely replace radio broadcasting and eventually each will find its place in the American home as complementary educational and entertainment services.

For radio to help solve the world's problems, governments must make it possible for all people to have freedom to listen. Only thus can truth triumph over rumor, and only thus can people have facts and knowledge which they must have to work out a world-wide peace.

Toward this end the National Broadcasting Company is making one of its chief objectives the education of our nation for the responsibilities of peace. We are attempting to meet that responsibility through the NBC-United Nations project which is designed to acquaint every American with the meaning and objectives of the problems they face. This project has extended the hand of co-operation and friendship to the radio industry leaders of our Allies and through it we hope eventually to work out a world-wide system of co-operation which will bring enlightenment and information to all.



NILES TRAMMELL
President

Our record of public service is comprised not alone of these fine programs which our Public Service Department originates for the network and its independent affiliated stations. Our record of public service is all that we do for the radio public—all our programs of drama, comedy, news, discussion, debate, religion, sports, symphonic music and talks. We recognize also that it is our advertisers who make possible

an economically sound network which enables us to utilize our resources in the service of our audience—both the mass audience and the class audience.

Let us be fundamental about this. Advertising in our competitive economy is not only necessary to the operation of modern industry but it is the very keystone of the expression of the free competitive spirit which has made our standard of living. There can be no freedom without competition and no competition without freedom.

Therefore, not only is advertising in the public interest but it is the very expression of that interest—interest in all that is new, all that is better, all that inspires, stimulates, and drives us to make this a world of peace, of strength, of freedom, of equal opportunity for all.

We broadcasters, who are the stewards of radio's service to the public, must be vigilant in preserving its good name and reputation. No one station, no one network, can fulfill this responsibility alone. It must be fulfilled by the entire broadcasting industry, united in the conviction that the only kind of advertising which serves the best interests of broadcaster and sponsor is that which serves the best interests of the public.

Our basic standard must always be "Truth in Advertising." Good salesmanship is not enough. It must be truthful salesmanship—truthful not only in what it says but also in what it implies. This maintenance of truth is a responsibility which must be shared not only by the advertiser who pays the bill and by the advertising agency which prepares the copy, but also by the broadcaster who accepts and transmits the message to the public.

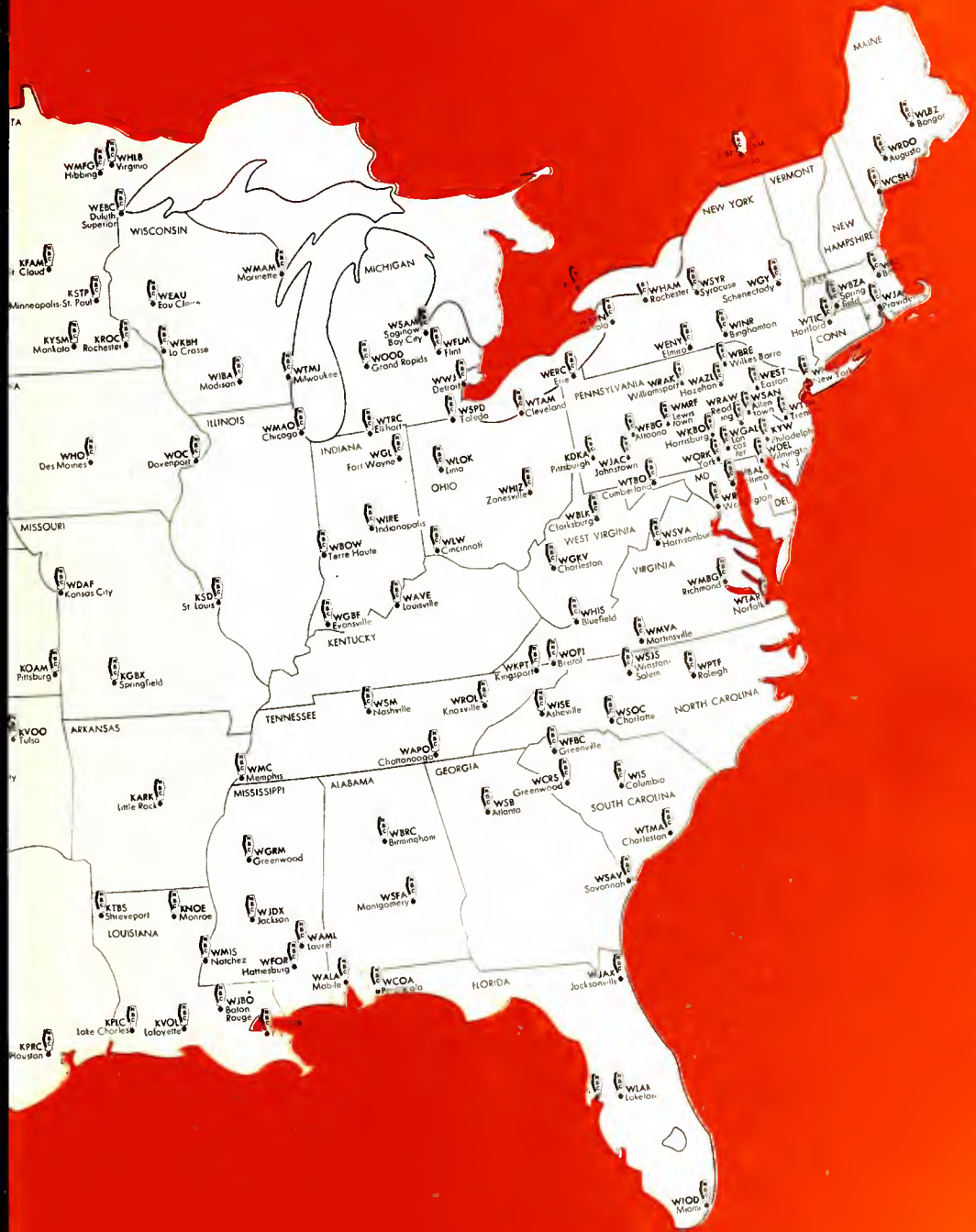


NATIONAL BROADCAST



NETWORK FACILITIES
AS OF JAN. 1, 1947

CASTING COMPANY



NATIONAL BROADCASTING COMPANY



NETWORK FACILITIES
AS OF JAN 1, 1947

NATIONAL Broadcasting Company

30 Rockefeller Plaza 20, New York City
(Telephone number, Circle 7-8300)

Registered Telegraphic Address

NATBROCAST NEW YORK

BOARD OF DIRECTORS

James Rowland Angell
Arthur E. Braun
John T. Cahill

Bertram Cutler
Gano Dunn
Frank M. Folsom
Niles Trammell

James G. Harbord
Edward W. Harden
Edward F. McGrady

Frank E. Mullen
Edward J. Nally
David Sarnoff

Officers

David Sarnoff.....Chairman of the Board
Niles Trammell.....President
Frank E. Mullen.....Executive Vice President
A. L. Ashby...Vice President & General Counsel
William Brooks.....Vice President
Ken R. Dyke.....Vice President
C. Lloyd Egner.....Vice President
O. B. Hanson.....Vice President
William S. Hedges.....Vice President
Harry C. Kopf.....Vice President

John H. MacDonald...V.P. & Assistant Secretary
Clarence L. Menser.....Vice President
John F. Royal.....Vice President
Frank H. Russell.....Vice President
Sidney N. Strotz.....Vice President
Rcy C. Witmer.....Vice President
R. J. Teichner.....Treasurer
H. F. McKeon.....Controller
Lewis MacConnach.....Secretary
C. E. Pfautz.....Assistant Secretary

DEPARTMENTS AND DIVISIONS

Executive Offices

Niles Trammell.....President
Frank E. Mullen.....Executive Vice President
James Rowland Angell..Public Service Counselor
Ken R. Dyke
v.p. in Charge Broadcast Standards & Practices
Wm. S. Hedges,
v.p. in charge of Planning & Development
John H. MacDonald,
Vice President in Charge of Finance
Clayland T. Morgan...Assistant to the President
Roy C. Witmer.....v.p. & Asst. to President
Albert E. Walker.....Executive Assistant

Advertising and Promotion Department

Charles P. Hammond.....Director
James Nelson.....Assistant Director
Allen Hurlbert.....Art Director
George W. Wallace...Network Sales Promotion

Continuity Acceptance Department

Stockton Helffrich.....Manager

Controller's Department

Harry F. McKeon.....Controller
Harold M. Kelly.....Assistant Controller
Hugh R. McGeachie.....Assistant Controller

Engineering Department

O. B. Hanson...Vice President & Chief Engineer
George McElrath,
Manager of the Engineering Department
William A. Clarke.....Administrative Assistant
E. R. Cullen..Operations Assistant to the Manager
J. D'Agostino.....Liaison Engineer
Raymond F. Guy.....Radio Facilities Engineer
C. A. Rackey..Audio & Video Facilities Engineer
R. E. Shelby..Director of Technical Development
George E. Stewart..National Recording Supervisor
F. A. Wankel.....Eastern Division Engineer
J. Wood, Jr.....Manager of Technical Services

Finance Department

John H. MacDonald,
Vice President in Charge of Finance
J. Robert Myers,
Assistant to Vice President in Charge of Finance
Charles A. Wall,
Asst. to Vice-Pres. in Charge of Finance

General Service Department

Edward M. Lowell.....Director
Theodore Thompson.....Asst. Director and
Manager of Office Services Division
W. R. Thompson,
Supervisor of Building Maintenance Division

Guest Relations Department

Paul Rittenhouse.....Manager
Wilbur Erwin.....Exec. Asst. Manager
John Mills,
Asst. Mgr. in Charge of Reception
Peter Tintle,
Assistant Manager in Charge of Tours

Information Department

Horton Heath.....Director
Mrs. Irene Kuhn.....Assistant Director
Anita Barnard..Mgr. of Correspondence Division

International Department

Fred Bate.....Manager

Legal Department

A. L. Ashby...Vice President & General Counsel
Henry Ladner.....Assistant General Counsel
Carlyle E. Yates.....Assistant General Counsel
Edmund Souhami.....Attorney
John P. King.....Attorney
Paul B. Lynch.....Attorney
Richard H. Graham.....Attorney (Hollywood)
Thomas H. Compere.....Attorney (Chicago)
Willson I. Hurt.....Attorney (Denver)
Cahill, Gordon, Zachry & Reindel.....Counsel
(New York & Washington)

National Spot Sales Department

James V. McConnell.....Manager
Willan C. Roux.....Assistant Manager

Network Sales Department

Harry C. Kopf.....Vice President in Charge
George H. Frey.....Eastern Sales Manager
Edward R. Hitz,Assistant Eastern Sales Manager
F. Melville Greene.....Sales Service Manager

News and Special Events and International Relations Department

William F. Brocks.....Vice President in Charge
Stanley P. Richardson,Assistant to Vice President
Francis C. McCall.....Manager of Operations
Adolph Schneider,
Assistant Manager of Operations
Joseph O. Meyers...Assistant to Vice-President

Personnel Department

Ernest de la Ossa.....Director of Personnel
Ashton Dunn.....Manager
Ruth Hurd.....Records and Research Manager
Helen Kcrday.....Employment Manager
Corinne Pearson...Employee Services Manager

Press Department

Sydney Eiges.....Manager
Thomas E. Knode.....Assistant Manager
Jo Dine.....Trade Press Editor
Allan Kalmus.....Television Editor
Leo Hershdorfer.....Copy Editor
James McLean.....Magazine Editor
Sam Kaufman.....Exploitation Editor
Leonard Meyers.....Music Editor
Sidney Desfor.....Photo Editor
Dorothy Collins.....Fashion Editor

Program Department

Clarence L. Menser...Vice President in Charge
Thomas McCray.....Eastern Program Manager
Robert K. Adams.....Production Manager
Thomas H. Belviso,Manager of the Music Library
Frank Black.....General Music Director
Robert Button.....Night Program Manager
Samuel Chotzinoff....Manager, Music Division
Patrick J. Kelly.....Supervisor of Announcing
Frederick Knopfke...Supervisor of Sound Effects
Richard P. McDonagh..Manager, Script Division
William Stern.....Director of Sports
Fred Shawn.....Administrative Assistant
Grace H. Sniffin.....Supervisor Business Office

Public Service Department

James Rowland Angell..Public Service Counselor
Dwight B. Herrick.....Manager
Gilbert C. Chase,
Supervisor of Music for University of the Air
Mrs. Doris Corwith...Assistant to the Manager
Margaret Cuthbert,
Director of Programs for Women & Children

Sterling Fisher,Assistant Public Service Counselor
Jane T. Wagner...Director of Home Economics

Radio Recording Department

C. Lloyd Egner.....Vice President in Charge
Robert W. Freidheim.....Manager
Henry P. Hayes,
Assistant to Vice President & Business Manager

Norman Cloutier,Manager of Thesaurus Programs
Charles G. Hicks, Jr.,Recording Sales Manager
Willis B. Parsons,
Thesaurus & Syndicated Sales Manager

William Seth.....Director of Sales Promotion
George C. Stevens.....Office Manager
H. H. Wood.....Program Manager

Research Department

Hugh M. Beville.....Director
Barry T. Rumble.....Manager
Philip I. Merryman,
Manager Planning and Development Division

Stations Departments

Easton C. Woolley.....Director

Stations Relations Department

Sheldon B. Hickox, Jr. Manager

Traffic Department

Harry A. Woodman Traffic Manager

Television Department

John F. Royal Vice President in Charge

Noran Kersta Manager

Reynold Kraft Eastern Sales Manager

Warren Wade Executive Director, Program Div.

C. G. Alexander Business Mgr., Program Div.

R. W. Clarke Operations Supervisor

Allan Kalmus Press Editor

Charlotte Stern Promotion Manager

Transportation Department

Marie F. Dolan Manager

Treasurers Department

Rudolph J. Teichner Treasurer

William D. Blxham Purchasing Agent

William A. Williams Assistant to the Treasurer

WNBC Department

James M. Gaines Manager

William Burke Miller Assistant Manager

Robert Davis Press Manager

Thomas B. McFadden,
News and Special Events Manager

Charles H. Philips Advt. and Promotion Mgr.

deLancey Provost Program Manager

William O. Tilenius Sales Manager

Operated Stations

STATION MANAGERS

James M. Gaines Manager of Station WNBC

Vernon H. Pribble Manager of Station WTAM

Lloyd E. Yoder Manager of Station KOA

John W. Elwood Manager of Station KPO

Carleton D. Smith Manager of Station WRC

Central Division—Chicago

Merchandise Mart, Chicago 54, Ill.

Tel.—Superior 8300

I. E. Showermon Mgr. of the Central Division

Emmons C. Carlson Sales Promotion Manager

Frank E. Chizzini Manager of Radio Recording

Thomas H. Compere Attorney

Robert M. Guilbert,
Continuity Acceptance Manager

William Drips Director of Agriculture

Jules Herbuveaux Program Manager

A. W. Kaney Stations Relations Department

Howard C. Luttgens,
Central Division Chief Engineer

Paul McCluer Network Sales Manager

Oliver Morton National Spot Sales Manager

William B. Ray Mgr., News and Special Events

Jack Ryan Manager of Press Relations

Judith C. Waller Director of Public Service

Western Division— Hollywood

*Sunset Blvd. and Vine St., Hollywood, Calif.
Tel.—Hollywood 6161*

Sidney N. Strotz Vice President in Charge

Lewis S. Frost Asst. to the Vice President

Frank Berend,
Western Division, Network Sales Manager

Harold Bock,
Manager of Public and Television Operations

Robert V. Brown Program Manager

Frank Dellett Auditor

Paul Gale Traffic Manager

Donald Honrath Continuity Acceptance Manager

Lathrop Mack,
Western Division National Spot Sales Manager

Henry Maas Sales and Program Traffic Manager

Robert McAndrews,
Promotion and Advertising Manager

Jennings Pierce,
Public Service and Station Relations Manager

Leslie Raddatz Press Manager

Alfred Saxton,
Division Engineer, Western Division

Oscar Turner Radio Recording Manager

John Swayze News and Special Events Manager

Washington, D. C.

724 14th Street N.W., Washington, D. C.

Phone—Republic 4000

Frank M. Russell Vice President in Charge

Carleton D. Smith Manager WRC

R. G. Coldenstroth Auditor

Mahlon Glascock Sales Manager

Albert E. Johnson Engineer in Charge

William McAndrew,
Director, News and Special Events

Robert Morrison,
Manager, Radio-Recording Department

James Seiler Sales Promotion Advt. Manager

George Wheeler Program Manager

NBC STATIONS PLANNING AND ADVISORY COMMITTEE

Paul W. Morency WTIC, Hartford, Conn.

Richard H. Mason WPTF, Raleigh, N. C.

Milton Greenebaum WSAM, Saginaw, Mich.

H. W. Slavick WMC, Memphis, Tenn.

John J. Gillin, Jr. WOW, Omaha, Neb.

William B. Way KVOO, Tulsa, Okla.

Walter E. Wagstaff KIDO, Boise, Idaho

H. Quenton Cox KGW, Portland, Ore.

NBC Foreign Correspondents

Henry Cassidy, Hotel Scribe, Paris, France
Merrill Mueller, National Broadcasting Company,
43 Berkeley Square, London West 1, England
Max Jordan, Aeschengraben 31, Basle, Switzer-
land

Robert Magidoff, United States Military Mission,
c/o United States Embassy, Moscow, Russia
George Thomas Folster, GHQ, PRO, AFPAC, APO
500 c/o Postmaster, San Francisco, Japan,
(Tokyo)

Stations Owned and Operated by the

NATIONAL BROADCASTING COMPANY

WNBC	New York	Owned and operated by NBC
WMAQ	Chicago	Owned and operated by NBC
WRC	Washington	Owned and operated by NBC
WTAM	Cleveland	Owned and operated by NBC
KPO	San Francisco	Owned and operated by NBC
KOA	Denver	Owned and operated by NBC
WNBT	New York (Television)	Owned and Operated by NBC
WNBC-FM	New York	Owned and Operated by NBC

FOR COMPLETE LIST OF
ALL COMMERCIAL PROGRAMS
ON MAJOR NETWORKS
PLEASE TURN TO PAGE 897



KEYSTONE



Broadcasting System

Headquarters

580 Fifth Avenue, New York 19, N. Y.
Phone, LOnacre 3-2221

Officers & Directors

President Michael M. Sillerman
Vice-President Naylor Rogers
Vice-President Arthur Wolf
Vice-President Joseph Bayer
Secretary-Treasurer Sidney J. Wolf

Offices

New York

580 Fifth Avenue
Phone, LOnacre 3-2221

General Manager.....Michael M. Sillerman
Director of Station Relations.....Mort Adams
Manager of Station Relations....Herbert Cole
Traffic Manager.....Selma Andrews
Sales & Promotion Consultant....Alvin Austin
Statistician.....Melvin G. Marden
Office Manager Rosita Seale
Account Executive Albert F. Dykes
Account Executive Noel A. Rhys

Chicago

134 North La Salle St., Chicago 2, Ill.
Phone, State 4590

Secretary-Treasurer.....Sidney J. Wolf
Accountant Elizabeth M. Mueller
Western Sales Manager.....Naylor Rogers

Hollywood

6331 Hollywood Blvd., Hollywood, Calif.
Phone, Hollywood 5338

Program Director Elaine N. Gonda
Pacific Coast Sales.....Ralph W. Harker

Cleveland

310 Citizens Bldg. Cleveland 14, Ohio
Phone, Cherry 4050
Mid-Western Sales.....Ralph W. Harker

SERVICES OFFERED: Keystone Broadcasting System is a transcription network principally covering BEYOND-METROPOLITAN markets from coast to coast. Its affiliated stations are joined together in a national system by means of transcriptions, eliminating wire charges. At time of going to press, the network includes 230 affiliated stations. The network supplies its stations with 48 fully scripted sustaining shows per week filling 2 hours per day, seven days each week, to a total of 14 hours per week. This is the only national, full-sized network in the United States offering national radio advertisers the opportunity to cover the BEYOND-METROPOLITAN markets intensively, in a single transaction, by means of electrical transcription. The system offers its facilities in network time periods from one hour down to five minutes and also makes available announcement periods down to twenty-five word length.

HOW

to extend
your
market

Annex the vast, largely untapped "BEYOND-METROPOLITAN" areas . . . the rich rural and small town centers where a population of 31,325,000 potential customers lives . . . where 20% of the nation's total retail food sales and 18% of total retail drug sales are made.

The **ONLY** network catering *exclusively* to BEYOND-METROPOLITAN America is the Keystone Transcription Network.



KEYSTONE NETWORK

WHEN

to
tackle
B-M-A

Right now, Beyond-Metropolitan America offers an eager, thriving market. War-planted industries in B-M-A have taken root and grown as peacetime producers, greatly enhancing income and purchasing power. Brand preference has not yet been established for many nationally advertised products. You can still annex this last domestic "new frontier" for YOUR brand, in ONE economical, streamlined operation, via KBS.



THIS IS THE KEYSTONE

WHERE

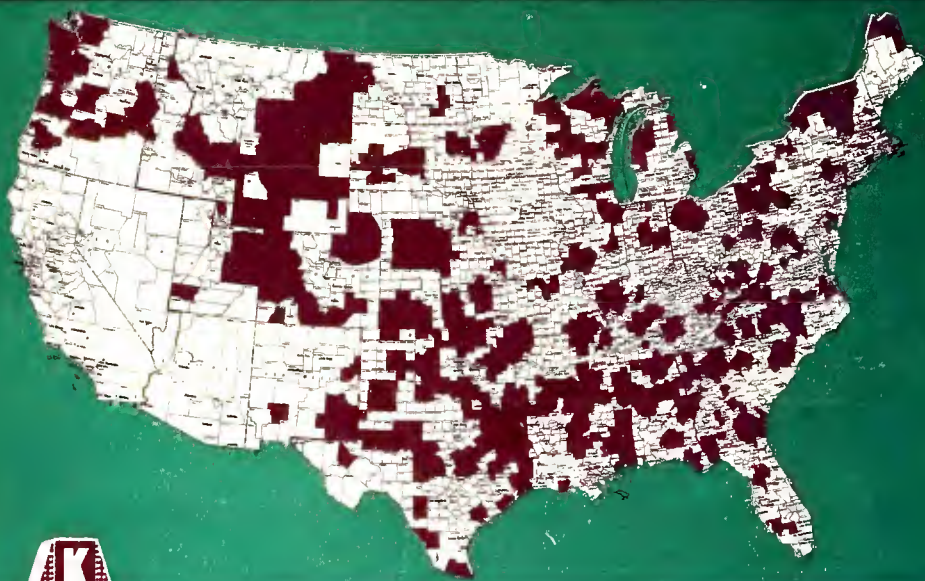
B-M-A
tunes
in

Surveys prove that B-M-A inhabitants prefer their own *local stations*, by overwhelming margin, over those coming in from remote places. THESE are the kind of stations included in the Keystone Network. The unique KBS transcription operation enables you to extend your national wired network programs to Beyond-Metropolitan America, at new low cost per actual new listener.



B R O A D C A S T I N G S Y S T E M

This is
"Beyond Metropolitan"
America



Success stories of leading national advertisers attest to the KBS sales-impact. The Keystone Network is the PIONEER in transcription network operation . . . an established, recognized structure, proven to be the simplest, most economical way of annexing "Beyond-Metropolitan" America. Discover what KBS can do for YOUR product.

K E Y S T O N E N E T W O R K

NEW YORK CITY 19 • CHICAGO 2 • HOLLYWOOD 28

REGIONAL NETWORKS

Arizona Broadcasting System

(ABS Network)

711 Heard Bldg., Phoenix, Ariz.

Phone 4-4161

PERSONNEL

Manager Dick Lewis
 Commercial Manager..... Bill Harvey
 Promotion Manager..... Brick Miller

STATIONS

KTAR; Phoenix; KVOA, Tucson; KYUM, Yuma; KGLU, Safford; KWJB, Globe; KYCA, Prescott.

NATIONAL REPRESENTATIVE

Paul H. Raymer Company, Inc.



The Arizona Network

836-838 N. Central Ave., Phoenix, Ariz.

Phone: 4-4144

PERSONNEL

Manager..... Albert D. Johnson
 Program Manager..... J. R. Williams
 Commercial Manager..... John L. Hogg
 KTUC Manager..... Lee Little
 KSUN Manager Carlton W. Morris

STATIONS

KOY, Phoenix; KTUC, Tucson; KSUN, Bisbee-Douglas-Lowell.

NATIONAL REPRESENTATIVE

John Blair & Company



Arrowhead Network

WEBC Bldg., Duluth, Minn.

Phone, Melrose 2873

PERSONNEL

General Manager..... W. C. Bridges
 Director of Operations... H. E. Westmoreland
 Promotion Manager..... H. H. Sonnenburg
 WMFG Manager..... Harry Hyett
 WHLB Manager..... Greg Rouleau
 WEAU Manager..... Clyde Riddle
 WJMC Manager..... Leonard Anderson

STATIONS

WEBC, Duluth, Minn.; WMFG, Hibbing, Minn.; WHLB, Virginia, Minn.; WEAU, Eau Claire; WJMC, Rice Lake.

REPRESENTATIVE

George P. Hollingsbery Co.

Connecticut State Network

270 Atlantic St., Stamford, Conn.

Phone: Stamford 3-0747

PERSONNEL

President..... Harold H. Meyer
 Director Glover DeLaney
 Director..... G. J. Morey
 Director..... Richard Davis
 Director Sam Elman
 Director..... Terry McGough
 Director..... Levon Thomas

STATIONS

WNAB, Bridgeport; WATR, Waterbury; WSRR, Stamford; WNLC, New London; WELL, New Haven; WHTT, Hartford; WSTC, Stamford.

REPRESENTATIVES

Helen Wood, New York

Bertha Bannan, Boston



Don Lee Broadcasting System

5515 Melrose Ave., Hollywood 38, Calif.

Phone: Hollywood 8111

PERSONNEL

President..... Thomas S. Lee
 Vice-President & General Manager
 Lewis Allen Weiss
 Vice-President & Asst. General Manager
 Willet H. Brown
 Secretary-Treasurer..... A. M. Quinn
 General Sales Manager..... Sydney Gaynor
 Asst. Gen. Sales Manager.. Henry Gerstenkorn
 Program Director..... Charles Bulotti, Jr.
 Production Director..... Bob Forward
 Continuity Acceptance Dir.. William Williams
 News & Special Features Dir.. Les Mawhinney
 Chief Supervisor..... Tony La Frano
 Dir. of Station Relations..... Pat Campbell
 Publicity Director..... Harriet Crouse
 Public Relations Director..... Mark Finley

STATIONS

NORTHERN CALIFORNIA: KFRC, San Francisco; KHSL, Chico; KIEM, Eureka; KFRE, Fresno; KMYC, Marysville; KYOS, Merced; KDON, Monterey; KVCV, Redding and KXOA, Sacramento.

George W. Trendle and H. Allen Campbell

OWNERS AND PRODUCERS
OF RADIO'S OUTSTANDING
DRAMATIC ADVENTURES

THE LONE RANGER, THE GREEN HORNET, CHALLENGE OF THE YUKON
AND OTHER RADIO PRODUCTIONS

Announce the Formation of

Trendle - Campbell Broadcasting Corp.

TO OWN AND OPERATE

RADIO STATION WTCB, FLINT, MICHIGAN

NBC AFFILIATE

EXECUTIVE OFFICES

1800 STROH BUILDING
RAndolph 9184
DETROIT 26, MICHIGAN

SOUTHERN CALIFORNIA: KHJ, Los Angeles; KAFY, Bakersfield; KKO, El Centro; KFXM, San Bernardino; KGB, San Diego; KVEC, San Luis Obispo; KVOE, Santa Ana; KDB, Santa Barbara and KCOK, Tulare-Visalia.

OREGON: KALE, Portland; KWIL, Albany; KAST, Astoria; KBND, Bend; KOOS, Coos Bay; KORE, Eugene; KUIN, Grants Pass; KFJL, Klamath Falls, KRNR, Roseburg and KSLM, Salem.

WASHINGTON: XKRO, Aberdeen; KELA, Centralia; KRKO, Everett; KWLK, Longview; KGY, Olympia; KFIO, Spokane; KUJ, Walla Walla and KIT, Yakima; KVI, Seattle-Tacoma. **IDAHO:** KRLC, Lewiston; KWAL, Wallace. **NEVADA:** KATO, Reno.

NATIONAL REPRESENTATIVE

John Blair & Co.

Georgia Major Market Trio

(Address Any Station or The Katz Agency)

PERSONNEL

General Manager (WGST).....John Fulton
General Manager (WTOC).....W. T. Knight
General Manager (WMAZ).....Wilton E. Cobb

STATIONS

WGST, Atlanta; WMAZ, Macon; WTOC, Savannah.

REPRESENTATIVE

The Katz Agency

Intermountain Network

248 S. Main St., Salt Lake City 1, Utah
Phone: 4-1843

President.....A. L. Glasman
General Manager.....George C. Hatch
General Sales Manager.....Lynn L. Meyer
Engineering Director.....D'Orr Cozzens

STATIONS

KALL, Salt Lake City, Utah, (key station); KLO, Ogden, Utah; KOVO, Provo, Utah; KVNU, Logan, Utah; KOAL, Price, Utah; KID, Idaho Falls, Idaho; KVMV, Twin Falls, Idaho; KF XD, Nampa-Boise, Idaho; KQRS, Rock Springs, Wyoming; KDFN, Casper, Wyoming; KWYO, Sheridan, Wyoming; KPOW, Powell, Wyoming; KRJF, Miles City, Montana.

REPRESENTATIVE

Lewis H. Avery, Inc.

Kansas State Network

c/o Don Davis, Scarritt Bldg., Kansas City, Mo.
Phone: Harrison 1161

PERSONNEL

Sales Manager.....Don Davis
Program Co-Ordinator.....John Wahlstedt

EXECUTIVE COMMITTEE

Robert Lindsey (KFBI); Bob Laubengayer (KSAL); J. Nelson Rupard (KTSW); Clem Morgan (KVGB); John Schilling (WHB).

STATIONS

WHB, Kansas City (Mo.); KFBI, Wichita; KSAL, Salina; KTSW, Emporia; KVGB, Great Bend.

The Lone Star Chain

806 Tower Petroleum Bldg., Dallas (1)
Riverside 5663

PERSONNEL

Chairman of Operating Committee. O. L. Taylor
Managing Director.....Clyde B. Melville

STATIONS

KGKO, Fort Worth-Dallas; KXYZ, Houston; KRIS, Corpus Christi; K TSA, San Antonio; KRGV, Weslaco; KGNC, Amarillo; KFYO, Lubbock.

NATIONAL REPRESENTATIVES

Taylor-Howe-Snowden Radio Sales

Mason-Dixon Radio Group

8 W. King St., Lancaster, Pa.

Phone 5259

PERSONNEL

General Manager.....Clair R. McCollough
Sales Manager.....J. Robert Gulick
Production Manager.....J. Gorman Walsh
Technical Director.....J. E. Mathiot

STATIONS

WDEL, Wilmington, Del.; WORK, York, Pa.; WKBO, Harrisburg, Pa.; WGAL, Lancaster, Pa.; WAZL, Hazleton, Pa.; WEST, Easton, Pa.; WRAW, Reading, Pa.

NATIONAL REPRESENTATIVE

Radio Advertising Company

McClatchy Beeline

911 7th Street, Sacramento 4, Cal.
Phone: Sacramento 2-5011

PERSONNEL

President.....Eleanor McClatchy
National Sales Mgr.....Robert A. Street
Program Director.....Emil Martin
Pub. Rel. Director.....Evert S. Peterson
Agricultural Editor.....Hamilton L. Hintz
Technical Director.....Norman Webster

STATIONS

KERN, Bakersfield, Cal.; KMJ, Fresno, Cal.; KFBK, Sacramento, Cal.; KWG, Stockton, Cal.; KOH, Reno, Nev.

REPRESENTATIVE

Paul H. Raymer Company

Michigan Radio Network

1700 Stroh Bldg., Detroit, Mich.
Phone: Cherry 8321

PERSONNEL

General Manager.....James G. Riddell
Sales Manager.....Harold Christian
Dir. Adv. & Sales Prom...William J. Hendricks

STATIONS

WXYZ, Detroit (Key Station); WBCM, Bay City; WFDF, Flint; WJIM, Lansing; WIBM, Jackson; WELL, Battle Creek; WLAV, Grand Rapids; WSOO, Saulte Ste. Marie (Supplementary Station).

REPRESENTATIVE

ABC Spot Sales

New England Regional Network

26 Grove St., Hartford 15, Conn.
Phone: Hartford 2-3181

PERSONNEL

Chairman.....Paul W. Morency
J. B. Conley, John J. Boyle, Wm. H. Rines.

STATIONS

WBZ, Boston, Mass.; WCSH, Portland, Me.;
WJAR, Providence, R. I.; WLBB, Bangor, Me.;
WTIC, Hartford, Conn.; WRDO, Augusta, Me.

REPRESENTATIVE
Weed & Company



North Central Broadcasting System, Inc.

E-622 First National Bank Bldg.,
St. Paul 1, Minn.
Phone: Garfield 2851

PERSONNEL

President.....John W. Boler
Vice-President & Secy.....Donn A. Clayton
Vice-Pres. in Chg. of Sales...B. Harland Ohde
Comptroller.....Florence E. Tibeau

STATIONS

KGCX, Sidney, Mont.; KLPM, Minot, N. D.;
KGCU, Mandan-Bismarck, N. D.; KDLR, Devils
Lake, N. D.; KSJB, Jamestown, N. D.; KOVC,
Valley City, N. D.; KABR, Aberdeen, S. D.;
KSOO, Sioux Falls, S. D.; KVOX, Moorhead-
Fargo; KGDE, Fergus Falls, Minn.; KWLM,
Willmar, Minn.; KMHL, Marshall, Minn.; KATE,
Albert Lea, Minn.; KWNO, Winona, Minn.;
WLWL, Minneapolis-St. Paul, Minn.; KLIZ,
Brainerd, Minn.; WSBR, Superior, Wis.;
WATW, Ashland, Wis.; WJMS, Ironwood,
Mich.; WIKB, Iron Mountain, Mich.; WHDF,
Calumet, Mich.; WDMJ, Marquette, Mich.;
Escanaba, Mich.



Northern Broadcasting & Publishing, Ltd.

Thomson Bldg., Timmins, Ont., Canada
Phone: 500

PERSONNEL

President.....R. H. Thomson
Secretary-Treasurer.....S. F. Chapman
Supervisor of Stations.....Jack M. Davidson
Chief Engineer.....George McCurdy
Manager (CKGB).....H. Freeman
Manager (CJL).....B. G. Shellon
Manager (CFCH).....Cliff Pickrem
Manager (CHEX).....H. G. Burley
Manager (CKWS).....Roy Hoff

STATIONS

CKGB, Timmins, Ont.; CJL, Kirkland Lake,
Ont.; CFCH, North Bay, Ont.; Associated Sta-
tions: CHEX, Peterborough, Ont.; CKWS, Kings-
ton, Ont.

BRANCH OFFICES

Bank of Commerce Bldg., Toronto, Ontario
Phone: AD 8895
Supervisor.....Jack Davidson
1010 University Tower Bldg., Montreal, Quebec
Phone: HA 3051
Manager.....R. A. Leslie



Northwest Network

c/o KSTP, Hotel Saint Paul, St. Paul 2, Minn.
Phone, Cedar 5511

Sales Office: c/o KSTP, Radio City, Minne-
apolis 2, Minn.

Phone: Bridgeport 3222

PERSONNEL

General Manager.....Stanley E. Hubbard
Treasurer.....Kenneth M. Hance
Sales Manager.....Miller C. Robertson

STATIONS

KSTP, St. Paul-Minneapolis, Minn. (Key sta-
tion); WEBC, Duluth, Minn.; KYSM, Mankato,
Minn.; WMFG, Hibbing, Minn.; WHLB, Vir-
ginia, Minn.; KROC, Rochester, Minn.; KFAM,
St. Cloud, Minn.; KFYR, Bismarck, N. D.;
WDAY, Fargo, N. D.; WEAU, Eau Claire,
Wisc.; WJMC, Rice Lake, Wisc.

NATIONAL REPRESENTATIVE

Edward Petry & Co.



The Oklahoma Network

APCO Tower, Oklahoma City, Okla.

PERSONNEL

Managing Director.....Robert D. Enoch

STATIONS

KTOK, Oklahoma City; KGFF, Shawnee;
KBIX, Muskogee; KCRC, Enid; KADA, Ada;
KOME, Tulsa; KVSO, Ardmore.

NATIONAL REPRESENTATIVE

Taylor-Howe-Snowden Radio Sales



The Pennsylvania Network

1622 Chestnut St., Philadelphia 3, Pa.

Phone Locust 7700

PERSONNEL

General Manager.....Leon Levy
Asst. Manager.....P. J. Sharkey
Technical Director.....George Lewis

STATIONS

WCAU, Philadelphia (key station); WGAL,
Lancaster; WORK, York; WAZL, Hazleton;
WEST, Easton; WSAN, Allentown; WFBG,
Altoona; WERC, Erie; WLEU, Erie; WHP,
Harrisburg; WKBO, Harrisburg; WJAC, Johns-
town; WKST, New Castle; KDKA, Pittsburgh;
WJAS, Pittsburgh; KQV, Pittsburgh; WCAE,
Pittsburgh; WRAW, Reading; WARM, Scrant-
on; WGBI, Scranton; WKOK, Sunbury; WJPA,
Washington; WBRE, Wilkes-Barre; WBAX,
Wilkes-Barre; WRAK, Williamsport; (Harris-
burg, Scranton, Wilkes-Barre, Pittsburgh and
Erie stations optional).

Quaker Network

WFIL, Widener Bldg., Philadelphia, Pa.
Phone: Rittenhouse 6900

PERSONNEL

General Manager..... Roger W. Clipp

STATIONS

WFIL, Philadelphia; WEST, Easton; WORK, York; WAZL, Hazleton; WGAL, Lancaster; WGBL, Scranton; WBRE, Wilkes Barre; WKBO, Harrisburg; WKOK, Sunbury; WRAK, Williamsport; WFBG, Altoona; WJAC, Johnstown; WLEU, Erie; WSNJ, Allentown; WWSW, Pittsburgh; WSNJ, Bridgeton, N. J.



South Central Quality Network

Address Individual Stations

PERSONNEL

Manager (WMC)..... H. W. Slavick
Manager (WJDX)..... Wiley Harris
Manager (WSMB)..... H. Wheelahan
Manager (KARK)..... G. E. Zimmerman
Manager (KWKH)..... Fred Ohl



Tennessee Valley Regional Network

531 S. Gay St., Knoxville 2, Tenn.
Phone: 2-7111

PERSONNEL

Business Manager (WROL)..... C. H. Frazier

STATIONS

WOPL, Bristol, Tenn.-Va.; WROL, Knoxville, Tenn.; WKPT, Kingsport, Tenn.

REPRESENTATIVES

Harry E. Cummings (Jacksonville, Fla.)
Burn-Smith Co. (New York-Chicago)



The Texas Quality Network

Address Individual Stations

The Texas Quality Network is a cooperative group of stations, each outlet being a sales office for the other.

PERSONNEL

Manager (WFAA)..... Martin Campbell
Manager (WBAP)..... George Cranston
Manager (WOAI)..... Hugh A. L. Half
Manager (KPRC)..... Kern Tips

STATIONS

WFAA, Dallas 2; WBAP, Fort Worth 2; WOAI, San Antonio 6; KPRC, Houston 2.

NATIONAL REPRESENTATIVE

Edward Peiry & Co., Inc.

Texas State Network

1201 West Lancaster Ave., Fort Worth 1, Texas
Phone 3-3473

PERSONNEL

President..... Gene L. Cagle
General Manager..... Gene L. Cagle
Assistant Gen. Manager..... Frances Williamson
Program Director..... Russ Lamb
Chief Accountant..... D. C. Hornburg
Traffic Manager..... Forrest W. Clough
Merchandising Director..... Forrest W. Clough
Chief Engineer..... Truett Kimzey
Musical Director..... Frances Kay
Sales & Promotion Mgr..... Leonard Coe

STATIONS

KFJZ, Fort Worth; KRBC, Abilene; KGKL, San Angelo; KBST, Big Spring; KCRS, Midland; KRRV, Sherman; KPLT, Paris; KABC, San Antonio; KTEM, Temple; WRR, Dallas; KCMC, Texarkana; WACO, Waco; KFRO, Longview; KMAC, San Antonio; KBWD, Brownwood; KNOW, Austin; KTHT, Houston; KGVL, Greenville.

NATIONAL REPRESENTATIVE

Weed & Co.



The Tobacco Network

P. O. Box 1150, Raleigh, North Carolina
Phone 6411

PERSONNEL

President..... Louis N. Howard, WHIT
Secretary..... Harry Bright, WGBR
Treasurer..... Allen Wannamaker, WGTM
Program Director..... Ray Reeve
Sales Manager..... Philip F. Whitten, Raleigh
Vice-President..... B. S. Hodges, Jr., WGTC

STATIONS

WFNC, Fayetteville, N. C.; WGBR, Goldsboro, N. C.; WRAL, Raleigh, N. C.; WGTM, Wilson, N. C.; WGTC, Greenville, N. C.; WHIT, Greenville, N. C.; WJNC, Jacksonville, N. C.

NATIONAL REPRESENTATIVES

The Walker Company



Tri-City Stations of Virginia

Allied Arts Bldg., Lynchburg, Va.
Phone: 3032

PERSONNEL

Manager..... Philip P. Allen
Traffic Manager..... Catherine Gleason
Engineer..... John Orth

STATIONS

WSLS, Roanoke; WLVA, Lynchburg; WBTM, Danville.

REPRESENTATIVE

Phillip P. Allen

West Virginia Network

CHARLESTON BROADCASTING CO.
1016 Lee St., Charleston, W. Va.
Phone: 28-131

PERSONNEL

President.....John A. Kennedy
Managing Director & V.P...Howard L. Chernoff
Sales Manager.....Howard L. Chernoff
Promotion Manager.....John Sinclair
Program Director.....Berton Sonis
Musical Director.....Leah Sloman
Technical Supervisor.....Odes Robinson
WBLK Manager.....George Blackwell
WPAR Manager.....George Clinton
WSAZ Manager.....Marshall Rosene
WCHS Manager.....Howard L. Chernoff

STATIONS

WCHS, Charleston; WPAR, Parkersburg;
WBLK, Clarksburg; WSAZ, Huntington. FM
applications filed for these stations.

NATIONAL REPRESENTATIVE
The Branham Co.



The Wisconsin Network, Inc.

Nash Building
Wisconsin Rapids, Wisc.
Phone: 90

PERSONNEL

President.....William F. Huffman
V.P. & Managing Dir.....Don C. Wirth
Traffic Manager.....Geo. T. Frechette
(Address all communications to Don. C. Wirth)

STATIONS

Basic Stations: WRJN, Racine; WCLO, Janesville; WIBU, Madison; WHBL, Sheboygan; WHBY, Appleton; WFHR, Wisconsin Rapids; KFIZ, Fond du Lac; WSAU, Wausau; Supplementary Stations: WEMP, Milwaukee; WTAQ, Green Bay; WMAM, Marinette; WEAU, Eau Claire; WJMS, Ironwood; WATW, Ashland; WOSH, Oshkosh; WIGM, Medford; WJMC, Rice Lake; WCMT, Manitowoc; WKBH, La Crosse; WDSM, Superior.



The Wolverine Network

Keeler Building, Grand Rapids 2, Mich.
Phone: 6-5461

President.....Roy C. Kelley
Gen. Manager.....Hy M. Steed

STATIONS

WLAV, Grand Rapids (Key Station); WTCM, Traverse City; WHLS, Port Huron; WATT, Cadillac, Mich.; WKBZ, Muskegon; WJJD, Chicago, Illinois; WIND, Chicago-Gary, Ind.; WKLA, Ludington, Mich.; WELL, Battle Creek, Mich.; WJBM, Jackson, Mich.; WHDF, Calumet, Mich.; WDBC, Ecanaba, Mich.; WDMJ, Marquette, Mich.; WJMS, Ironwood, Mich.; WMAM, Marinette, Wis.; WJEB, Detroit, Mich.; WATW, Ashland, Wis.

The Yankee Network

21 Brookline Ave., Boston 15, Mass.
Phone: Commonwealth 0800

PERSONNEL

Chairman of Board-General Manager
John Shepard 3rd
Executive Vice-President.....Linus Travers
Vice-President.....George W. Steffy
Controller.....Robert F. Ide
Assistant Controller
Howard F. Wright
Station Relations.....John Thornton
Sales Executive.....Gordon Jenkins
Editor, Yankee Network News Service,
Leland Bickford
Director of Promotion.....James S. Powers
Director of Special Events.....Lester Smith

BOARD OF DIRECTORS

William O'Neil; Loren Angus McQueen;
Samuel Smith Poor; James W. Haggerty; John
Shepard 3rd; Henry Linus Travers; Frank
Knowlton.

STATIONS

WNAC, Boston; WFAU, Augusta; WJOR, Bangor; WICC, Bridgeport; WKXL, Concord; WSAR, Fall River; WEIM, Fitchburg; WHAL, Greenfield; WONS, Hartford; WHYN, Holyoke; WLNH, Lacania; WCOU, Lewiston-Auburn; WLLH, Lowell-Lawrence; WKBR, Manchester; WNLG, New London; WBRK, Pittsfield; WMTW, Portland; WHEB, Portsmouth-Dover; WEAN, Providence; WSYB, Rutland; WWSR, St. Albans; WWCO, Waterbury, Conn.; WDEV, Waterbury, Vt.; WAAB, Worcester.

BRANCH OFFICES

34 Mechanic St., Worcester 8, Mass.
Phone: Worcester 2-5611
WAAB Supervisor.....H. Wm. Koster
Crown Hotel, Providence 2, R. I.
Phone: DEXter 1500
WEAN Supervisor.....Malcolm Parker
54 Pratt Street, Hartford 4, Conn.
Phone: Hartford 7-9131
WONS Supervisor.....Ralph Kanna
Falmouth Hotel, 212 Middle St., Portland 3, Me.
Phone: Portland 4-2649
WMTW Supervisor.....Charles Curtin
Hotel Stratfield, Bridgeport 1, Conn.
Phone: Bridgeport 6-1121
WICC Supervisor.....Joseph Lopez

NATIONAL REPRESENTATIVE

Edward Petry & Co., Inc.



Z Net

P. O. Box 1956, Butte, Montana
Phone: 22-344

PERSONNEL

Manager.....E. B. Craney

STATIONS

KGIR, Butte; KPFA, Helena; KRBM, Bozeman.

For the *best* in business and
financial news . . .

AP



Good Music Leads A City

Half a million families...leaders of thought ... people of taste...listeners to WQXR... are pace-setters in New York. This vast audience—a city within a city—finds WQXR a source of entertainment, news and relaxation. It tunes to WQXR for 62% of its radio listening time; 38,000 families pay \$1 a year each for WQXR's Monthly Program Guide.

These families are selective in the programs they prefer, in the products they buy. Over 80 sponsors now sell this important above-average income market. To improve New York sales, spearhead your advertising with WQXR... "New York's Most Beloved Radio Station"... famed for good music and the news bulletins of The New York Times.

WQXR

AND FM STATION WQXQ

Radio Stations of The New York Times

STATIONS



Alphabetical Listing

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*U. S. Standard Stations
Indexed by Call Letters—
Power and Frequency*

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*Stations Alphabetically
Listed by States—Cities*

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Personnel

•

Other Detailed Information

Index Of The Standard Stations Of The United States

Call Letters—City—Power—Frequency in Kilocycles—Page Number Providing Complete Information

Key to Abbreviations: C.P.—Construction Permit; d—daytime; n—night.

Call Letters	City	Frequency in Kilocycles	Power in Watts	See Page
KABC	San Antonio, Texas	680	50000	633
KABR	Aberdeen, S. D.	1420	5000	608
KADA	Ada, Okla.	1230	250	563
KAFY	Bakersfield, Calif.	1490	250	329
KAKC	Tulsa, Okla.	1570	1000	567
KALB	Alexandria, La.	580	1000	127
KALE	Portland, Ore.	1330	5000	572
KALL	Salt Lake City, Utah	010	1000	638
KAMD	Camden, Ark.	1450	250	323
KANA	Anaconda, Mont.	1230	250	480
KAND	Corsicana, Texas	1310	250	621
KANE	New Iberia, La.	1240	250	430
KANS	Wichita, Kans.	1240	250	419
KARK	Little Rock, Ark.	920	5000	325
KARM	Fresno, Calif.	1430	5000	331
KARV	Mesa, Ariz.	1400	250	320
KASA	Elk City, Okla.	1240	100	561
KAST	Astoria, Ore.	1230	250	569
KATE	Albert Lea, Minn.	1450	250	463
KATO	Reno, Nev.	1340	250	486
KAVE	Carlsbad, N. M.	1240	250	491
KBIO	Burley, Idaho	1400	250	384
KBIX	Muskogee, Okla.	1490	250	564
KBIZ	Ottumwa, Iowa	1240	250	412
KBKR	Baker, Ore.	1490	250	569
KBLF	Red Bluff, Calif.	1490	250	340
KBMY	Billings, Mont.	1230	250	480
KBND	Bend, Ore.	1310	250	569
KBNE	Boulder City, Nev.	1450	250	486
KBOL	Boulder, Colo.	1490	250	349
KBON	Omaha, Neb.	1490	250	484
KBOW	Butte, Mont.	1480	250	481
KBPS	Portland, Ore.	1450	100	573
KBST	Big Spring, Texas	1490	250	619
KBTM	Jonesboro, Ark.	1230	250	325
KBUN	Benidji, Minn.	1150	250	463
KBUR	Burlington, Iowa	1490	250	408
KBWD	Brownwood, Texas	1380	1000 d., 500 n.	620
KCHS	Hot Springs, N. M.	1400	250	494
KCIL	Houma, La.	1490	250	429
KCKN	Kansas City, Kans.	1340	250	416
KCMC	Texarkana, Texas	1230	250	635

Call Letters	City	Frequency in Kilocycles	Power in Watts	See Page
KCMJ	Palm Springs, Calif.	1340	250	338
KCMO	Kansas City, Mo.	1480 C.P. 810	5000	475
			C.P. 5000 d., 10,000 n.	
KCOK	Tulare, Calif.	1240	250	318
KCOL	Ft. Collins, Colo.	1400	250	352
KCOR	San Antonio, Texas	1350	1000	631
KCOW	Ellensburg, Wash.	1210	250	648
KCOY	Santa Maria, Calif.	1400	250	317
KCRA	Sacramento, Calif.	1340	250	310
KCRC	Enid, Okla.	1390	1000	561
KCRS	Midland, Texas	1230	250	630
KCRT	Trinidad, Colo.	1210	250	352
KCYR	Lodi, Calif.	1570	250	331
KDAL	Duluth, Minn.	610	1000	463
KDB	Santa Barbara, Calif.	1490	250	346
KDFN	Casper, Wyo.	1470	1600	666
KDKA	Pittsburgh, Pa.	1020	50000	592
KDLR	Devils Lake, N. D.	1240	250	543
KDNT	Denton, Texas	1450	250	623
KDON	Monterey, Calif.	1240	250	337
KDRO	Sedalia, Mo.	1490	250	478
KDRS	Paragould, Ark.	1190	250	326
KDTI	Dubuque, Iowa	1370	1000	410
KDYL	Salt Lake City, Utah	1320	5000	639
KEBE	Jacksonville, Texas	1400	250	629
KECA	Los Angeles, Calif.	790	5000	334
KECK	Odessa, Texas	920	1000	631
KEEN	San Jose, Calif.	1370	1000	345
KEIO	Pocatello, Idaho	1450	250	385
KELA	Centralia-Chehalis, Wash.	1470	1000	618
KELD	El Dorado, Ark.	1400	250	323
KELN	Ely, Nev.	1230	250	486
KELO	Sioux Falls, S. D.	1230	250	609
KENI	Anchorage, Alaska	550	5000	669
KENO	Las Vegas, Nev.	1400	250	486
KERN	Bakersfield, Calif.	1410	1000	329
KERO	Bakersfield, Calif.	1230	250	329
KEYR	Seattle, Wash.	1090	10000	650
KEX	Portland, Ore.	1190	5000	573
KEYS	Corpus Christi, Texas	1190	250	620
KFAB	Lincoln, Nebr.	1110	50000	483
KFAC	Los Angeles, Calif.	1330	1000	335
KFAM	St. Cloud, Minn.	1450	250	466
KFAR	Fairbanks, Alaska	610	10000	669
KFBB	Great Falls, Mont.	1310	5000	481
KFBC	Cheyenne, Wyo.	1240	250	567
KFBI	Wichita, Kans.	1070	5000 d., 1000 n.	419
KFBK	Sacramento, Calif.	1530	10000	341
KFDA	Amarillo, Texas	1230	250	618
KFDM	Beaumont, Texas	560	1000	619
KFEL	Denver, Colo.	950	5000	350
KFEQ	St. Joseph, Mo.	680	5000	478
KFFA	Helena, Ark.	1490	250	324
KFGQ	Boone, Iowa	1260	250	408
KFH	Wichita, Kans.	1330	5000	419
KFI	Los Angeles, Calif.	640	50000	335
KFIO	Spokane, Wash.	1230	250	652
KFIZ	Fond-Du-Lac, Wis.	1450	250	661
KFJB	Marshalltown, Iowa	1230	250	411
KFJI	Klamath Falls, Ore.	1240	100	571
KFJM	Grand Forks, N. D.	1140	1000	543
KFJZ	Fort Worth, Texas	1270	5000	625
KFKA	Greeley, Colo.	910	1000	353

Call Letters	City	Frequency in Kilocycles	Power in Watts	See Page
KFKU	Lawrence, Kans.	1250	5000 d., 1000 n.	418
KFLW	Klamath Falls, Ore.	1450	250	571
KFMB	San Diego, Calif.	1450	250	343
KFMJ	Tulsa, Okla.	1050	1000	567
KFNF	Shenandoah, Iowa	920	1000 d., 500 n.	412
KFOR	Lincoln, Neb.	1210	250	484
KFOX	Long Beach, Calif.	1280	1000	334
KFPA	Helena, Mont.	1240	250	481
KFPW	Fort Smith, Ark.	1400	250	323
KFPY	Spokane, Wash.	920	5000	652
KFQD	Anchorage, Alaska	790	1000 C.P. 5000	669
KFRC	San Francisco, Calif.	610	5000	343
KFRE	Fresno, Calif.	1340	250	331
KFRO	Longview, Texas	1370	1000	629
KFRU	Columbia, Mo.	1400	250	473
KFSD	San Diego, Calif.	600	1000	341
KFSG	Los Angeles, Calif.	1150	2500 d., 1000 n.	335
KFUN	Las Vegas, N. M.	1230	250	491
KFUO	Clayton, Mo.	850	5000	473
KFVD	Los Angeles, Calif.	1020	1000	335
KFVS	Cape Girardeau, Mo.	1400	250	473
KFWB	Hollywood, Calif.	980	5000	333
KFXD	Nampa, Idaho	580	1000	385
KFXJ	Grand Junction, Colo.	920	1000 d., 500 n.	352
KFXM	San Bernardino, Calif.	1240	250	341
KFYO	Lubbock, Texas	1340	250	630
KFYR	Bismarck, N. D.	550	5000	513
KGA	Spokane, Wash.	1510	10000	652
KGAK	Gallup, N. M.	1230	250	494
KGB	San Diego, Calif.	1360	1000	313
KGBS	Harlingen, Texas	1240	250	627
KGBX	Springfield, Mo.	1260	5000	479
KGCU	Mandan, N. D.	1270	250	511
KGCX	Sidney, Mont.	1480	1000	482
KGDE	Fergus Falls, Minn.	1230	250 d., 100 n.	463
KGDM	Stockton, Calif.	1140	5000	317
KGDK	Sterling, Colo.	1230	250 d., 100 n.	350
KGEM	Boise, Idaho	1310	250	384
KGER	Long Beach, Calif.	1390	5000	331
KGEZ	Kalispell, Mont.	1340	100	481
KGFF	Shawnee, Okla.	1450	250	566
KGfJ	Hollywood, Calif.	1230	100	333
KGFL	Roswell, N. M.	1400	250	495
KGFW	Kearney, Neb.	1340	250	483
KGFX	Pierre, S. D.	630	200	608
KGGF	Coffeyville, Kans.	690	1000 d., 500 n.	415
KGGM	Albuquerque, N. M.	1260 C.P. 610	1000 C.P. 5000	493
KGHF	Pueblo, Colo.	1350	1000 d., 500 n.	352
KGHI	Little Rock, Ark.	1230	250	325
KGHL	Billings, Mont.	790	5000	480
KGIR	Butte, Mont.	1370	5000	481
KGIW	Alamosa, Colo.	1450	250	349
KGKB	Tyler, Texas	1490	250	636
KGKL	San Angelo, Texas	1400	250	633
KGKO	Fort Worth, Texas	570	5000	625
KGKY	Scotts-bluff, Neb.	1190 C.P. 1320	250 C.P. 1000	485
KGLO	Mason City, Iowa	1300	5000	411
KGLU	Safford, Ariz.	1450	250	321
KGMB	Honolulu, Hawaii	590	5000	671
KGNC	Amarillo, Texas	1440	5000 d., 1000 n.	618
KGNO	Dodge City, Kans.	1370	1000 d., 250 n.	415
KG0	San Francisco, Calif.	810	7500	344
KGRH	Fayetteville, Ark.	1450	250	323

Call Letters	City	Frequency in Kilocycles	Power in Watts	See Page
KGU	Honolulu, Hawaii	760	2500	671
KGVL	Greenville, Texas	1100	250	627
KGVO	Missoula, Mont.	1290	5000 d., 1000 n.	482
KGW	Portland, Ore.	620	5000	573
KGY	Olympia, Wash.	1240	250	649
KHLS	Hastings, Neb.	1230	250	483
KHBC	Hilo, Hawaii	1230	250	671
KHBBG	Okmulgee, Okla.	1210	250	566
KHJ	Los Angeles, Calif.	930	5000	336
KHMO	Hannibal, Mo.	1310	250	473
KHON	Honolulu, Hawaii	1100	250	671
KHOZ	Harrison, Ark.	1240	250	324
KHQ	Spokane, Wash.	590	5000	653
KHSL	Chico, Calif.	1290	1000	330
KHUB	Watsonville, Calif.	1340	250	348
KHUM	Eureka, Calif.	1210	250	330
KICA	Clovis, N. M.	1240	250	494
KICD	Spencer, Iowa	1240	256	413
KID	Idaho Falls, Idaho	1350	5000 d., 500 n.	384
KIDO	Boise, Idaho	1380	2500 d., 1000 n.	384
KIEM	Eureka, Calif.	1180	1600	331
KIEV	Glendale, Calif.	870	250	331
KIFI	Idaho Falls, Idaho	1100	250	385
KILO	Grand Forks, N. D.	1110	1400 d., 500 n.	544
KINY	Juneau, Alaska	1130	5000	669
KIOX	Bay City, Texas	1110	1000	619
KIRO	Seattle, Wash.	710	50000	650
KIST	Santa Barbara, Calif.	1340	250	347
KIT	Yakima, Wash.	1280	1000	655
KIUL	Garden City, Kans.	1240	250	416
KIUN	Pecos, Texas	1100	250	633
KIUP	Durango, Colo.	1100	250	351
KJAM	Vernal, Utah	1310	250	640
KJBS	San Francisco, Calif.	1100	1000	314
KJR	Seattle, Wash.	950	5000	651
KKLN	Visalia, Calif.	1100	250	348
KLAC	Los Angeles, Calif.	570	5000	336
KLBM	La Grande, Ore.	1450	250	571
KLCN	Blytheville, Ark.	900	1000	323
KLIN	Twin Falls, Idaho	1190	250	386
KLIZ	Brainerd, Minn.	1100	250	463
KLO	Ogden, Utah	1430	5000	638
KLOX	San Jose, Calif.	1170	5000	345
KLPM	Minot, N. D.	1390	1000	511
KLRA	Little Rock, Ark.	1010	10000 d., 5000 n.	325
KLUF	Galveston, Texas	1400	250	627
KLWT	Ogden, Utah	730	1000	638
KLX	Oakland, Calif.	910	1000	337
KLZ	Denver, Colo.	560	5000	350
KMA	Shenandoah, Iowa	960	5000	412
KMAC	San Antonio, Texas	1240	250	634
KMBC	Kansas City, Mo.	980	5000	475
KMED	Medford, Ore.	1410	1000	572
KMIK	Mitchell, S. D.	1190	250	608
KMIL	Marshall, Minn.	1100	250	461
KMJ	Fresno, Calif.	580	5000	331
KMLB	Monroe, La.	1140	5000 d., 1000 n.	429
KMMJ	Grand Island, Neb.	750	1000	483
KMO	Tacoma, Wash.	1360	5000	653
KMOX	St. Louis, Mo.	1120	50000	478
KMPC	Los Angeles, Calif.	710	50000	336
KMVI	Wailuku-Maui, Hawaii	550	1000	672
KMYC	Marysville, Calif.	1450	250	336

Call Letters	City	Frequency in Kilocycles	Power in Watts	See Page
KMYR	Denver, Colo.	1340	250	351
KNAK	Salt Lake City, Utah	1400	250	630
KNEL	Brady, Texas	1490	250	690
KNET	Palestine, Texas	1450	100	631
KNOE	Monroe, La.	1450	250	429
KNOW	Austin, Texas	1490	250	618
KNX	Hollywood, Calif.	1070	50000	333
KOA	Denver, Colo.	850	50000	351
KOAC	Corvallis, Ore.	550	5000 d., 1000 n.	670
KOAL	Price, Utah	1230	250	638
KOAM	Pittsburgh, Kans.	810	5000	418
KOAT	Albuquerque, N. M.	1450	250	493
KOB	Albuquerque, N. M.	770	50000 d., 25000 n.	493
KOCA	Kilgore, Texas	1210	250	629
KOCY	Oklahoma City, Okla.	1310	250	565
KODI	Cody, Wyo.	1400	250	667
KODK	Kodiak, Alaska	1239	250	671
KODL	The Dalles, Ore.	1230	250 d., 100 n	570
KODY	North Platte, Neb.	1240	250	484
KOH	Reno, Nev.	630	1000	486
KOIL	Omaha, Neb.	1290	5000	485
KOIN	Portland, Ore.	670	5000	573
KOKO	La Junta, Colo.	1400	250	353
KOL	Seattle, Wash.	1300	5000	651
KOLO	Reno, Nev.	920	1000	486
KOMA	Oklahoma City, Okla.	1520	5000	565
KOME	Tulsa, Okla.	1310	250	567
KOMO	Seattle, Wash.	1000	5000	651
KONO	San Antonio, Texas	1400	250	631
KONP	Port Angeles, Wash.	1150	250	650
KOOS	Coos Bay, Ore.	1230	250	570
KOPO	Tucson, Ariz.	1150	250	321
KORE	Eugene, Ore.	1150	250	570
KORN	Fremont, Neb.	1400	250	483
KOTA	Rapid City, S. D.	1380	5000	603
KOTN	Pine Bluff, Ark.	1190	250	326
KOVC	Valley City, N. D.	1190	250	514
KOVO	Provo, Utah	1240	250	638
KOWH	Omaha, Neb.	660	500	485
KOY	Phoenix, Ariz.	1550	1000	320
KPAB	Laredo, Texas	1190	250	629
KPAC	Port Arthur, Texas	1250	1000	633
KPDN	Pampa, Texas	1310	250	631
KPDR	Alexandria, La.	1490	250	427
KPFA	Helena, Mont.	1210	250	481
KPHO	Phoenix, Ariz.	1230	250	320
KPKW	Paseo, Wash.	1340	250	650
KPLC	Lake Charles, La.	1190	250	429
KPLT	Paris, Texas	1310	250	631
KPMC	Bakersfield, Calif.	1560	1000	329
KPMO	Pomona, Calif.	1600	500	339
KPO	San Francisco, Calif.	680	50000	314
KPOA	Honolulu, Hawaii	630	5000	672
KPOF	Denver, Colo.	910	1000	351
KPOW	Powell, Wyo.	1260	1000	667
KPPC	Pasadena, Calif.	1210	100	338
KPQ	Wenatchee, Wash.	560	1000	651
KPRC	Houston, Texas	950	5000	628
KPRK	Livingston, Mont.	1310	250	482
KPRL	Paso Robles, Calif.	1230	250	339
KPRO	Riverside, Calif.	1110	1000	310
KPSC	Phoenix, Ariz.	1450	250	321
KQEA	Albuquerque, N. M.	1450	250	493

Call Letters	City	Frequency in Kilocycles	Power in Watts	See Page
KQV	Pittsburgh, Pa.	1410	5000	591
KQW	San Jose, Calif.	740	5000	345
KRBA	Lufkin, Texas	1340	250	630
KRBC	Ablene, Texas	1450	250	617
KRBM	Bozeman, Mont.	1150	250	480
KRDO	Colorado Springs, Colo.	1240	250	349
KRDU	Dinuba, Calif.	1130	250	330
KRE	Berkeley, Calif.	1370	250	329
KREO	Ind'co, Calif.	1400	250	334
KREM	Spokane, Wash.	1310	250	653
KRES	St. Joseph, Mo.	1230	250	478
KRGV	Weslaco, Texas	1200	1000	637
KRIC	Beaumont, Texas	1450	250	619
KRIG	Odessa, Texas	1410	1000	630
KRIS	Corpus Christi, Texas.	1360	1000	621
KRJF	Miles City, Mont.	1340	250	482
KRKD	Los Angeles, Calif.	1150	2500 d., 1000 a.	336
KRKO	Everett, Wash.	1400	250	649
KRLC	Lewiston, Idaho	1350	1000	385
KRLD	Dallas, Texas	1080	50000	623
KRMD	Shreveport, La.	1340	250	431
KRNR	Roseburg, Ore.	1490	250	574
KRNT	Des Moines, Iowa.	1350	5000	410
KROC	Rochester, Minn.	1340	250	466
KROD	El Paso, Texas.	600	1000 d., 500 n.	625
KROP	Brawley, Calif.	1300	1000 d., 500 n.	330
KROS	Clinton, Iowa	1340	250	409
KROW	Oakland, Calif.	960	1000	338
KROY	Sacramento, Calif.	1240	250	341
KRPL	Moscow, Idaho	1400	250	385
KRRV	Sherman, Texas	910	1000	635
KRSC	Seattle, Wash.	1150	1000	651
KRTN	Raton, N. M.	1490	250	495
KRUX	Phoenix-Glendale, Ariz.	1340	250	321
KSAC	Manhattan, Kans.	580	1000 d., 500 n.	418
KSAL	Salina, Kans.	1150	1000	418
KSAM	Huntsville, Texas	1490	250	629
KSAN	San Francisco, Calif.	1450	250	344
KSCJ	Sioux City, Iowa.	1360	5000	412
KSD	St. Louis, Mo.	550	5000 d., 1000 n.	476
KSDJ	San Diego, Calif.	1170	5000	343
KSEI	Pocatello, Idaho	930	1000 d., 250 n., C.P.5000	386
KSEL	Lubbock, Texas	950	1000	630
KSFO	San Francisco, Calif.	560	5000 d., 1000 n.	344
KSFT	Trinidad, Colo.	1280	1000 d., 500 n.	352
KSIB	Creston, Iowa	1520	1000	409
KSIL	Silver City, N. M.	1340	250	495
KSJB	Jamestown, N. D.	600	5000	544
KSKY	Dallas, Texas	660	1000	623
KSJO	San Jose, Calif.	1590	1000	345
KSL	Salt Lake City, Utah.	1160	50000	639
KSIM	Salem, Ore.	1390	1000	575
KSMA	Santa Maria, Calif.	1450	250	347
KSMO	San Mateo, Calif.	1550	1600	346
KSNM	Santa Fe, N. M.	1400	250	495
KSO	Des Moines, Iowa.	1160	5000	410
KSOL	Yuma, Ariz.	1400	250	322
KSOU	Sioux Falls, S. D.	1140	5000	609
KSPI	Stillwater, Okla.	840	250	566
KSKO	Santa Rosa, Calif.	1350	1000	347
KSRV	Ontario, Ore.	1450	250	572
KSTP	St. Paul, Minn.	1500	50000	466
KSTT	Davenport, Iowa	750	250	409

Call Letters	City	Frequency in Kilocycles	Power in Watts	See Page
KSUB	Cedar City, Utah	1310	250	637
KSUN	Bisbee, Ariz.	1230	250	319
KSVP	Artesia, N. M.	1150	250	193
KSWM	Joplin, Mo.	1230	250	175
KSWO	Lawton, Okla.	1150	250	561
KSYL	Alexandria, La.	1100	250	427
KTAR	Phoenix, Ariz.	620	5000	321
KTBC	Austin, Texas	590	5000 d., 1000 n.	619
KTBI	Tacoma, Wash.	1190 C.P. 810	250	653
KTBS	Shreveport, La.	1180	1000	131
KTEM	Temple, Texas	1160	250	635
KTFI	Twin Falls, Idaho	1270	1000	386
KTF5	Texarkana, Texas	1100	250	635
KTHS	Hot Springs, Ark.	1090	10000 d., 1000 n.	321
KTHT	Houston, Texas	1230	250	628
KTIP	Potterville, Calif.	1150	250	310
KTKC	Visalia, Calif.	910	5000	318
KTKN	Ketchikan, Alaska	930	1000	671
KTMC	McAlester, Okla.	1490	250	561
KTMS	Santa Barbara, Calif.	1250	1000	317
KTNM	Tuenmeari, N. M.	1100	250	495
KTOH	Libue, Hawaii	1190	250	672
KTOK	Oklahoma City, Okla.	1100	250	565
KTRB	Medesto, Calif.	860	1000	337
KTRC	Santa Fe, N. M.	1100	250	495
KTRF	Thief River Falls, Minn.	1230	250	467
ETRH	Houston, Texas	740	50000	628
KTRI	Sioux City, Iowa	1150	250	413
ETSA	San Antonio, Texas	550	5000 d., 1000 n.	631
KTSM	El Paso, Texas	1380	1000 d., 500 n.	625
KT5W	Emporia, Kans.	1100	250	415
KTTS	Springfield, Mo.	1100	250	479
KTUC	Tucson, Ariz.	1100	250	322
KTUL	Tulsa, Okla.	1130	5000	567
KTW	Seattle, Wash.	1250	1000	652
KTYW	Yakima, Wash.	1160	500	655
KUGN	Eugene, Ore.	1100	250	570
KUIN	Grant Pass, Ore.	1310	250	571
KULA	Honolulu, Hawaii	690	10,000	672
KUJ	Walla Walla, Wash.	1120	1000	654
KUOA	Floam Springs, Ark.	1290	5000	326
KUOM	Minneapolis, Minn.	770	5000	464
KUSD	Vermillion, S. D.	920	500	609
KUTA	Salt Lake City, Utah	570	5000	610
KVAK	Atchison, Kans.	1150 C.P. 1200	250 C.P. 1000	415
KVAL	Brownsville, Texas	1190	250	620
KVAN	Vancouver, Wash.	910	500	651
KVCV	Redding, Calif.	1230	250	310
KVEC	San Luis Obispo, Calif.	920	1000 d., 500 n.	316
KVET	Austin, Texas	1300	1000	618
KVFD	Fort Dodge, Iowa	1400	250	411
KVGB	Great Bend, Kans.	1100 C.P. 1590	250 C.P. 5000	416
KVI	Tacoma, Wash.	570	5000	653
KVIC	Victoria, Texas	1490	250	636
KVMV	Twin Falls, Idaho	1450	250	386
KVNI	Coeur d'Alene, Idaho	1130	1000	381
KVNU	Logan, Utah	1230	250	657
KVOA	Tucson, Ariz.	1290	1000	322
KVOC	Casper, Wyoming	1230	250	666
KVOD	Denver, Colo.	630	5000	351
KVOE	Santa Ana, Calif.	1480	1000	316
KVOL	Lafayette, La.	1340	250	429
KV00	Tulsa, Okla.	1170	50000	567